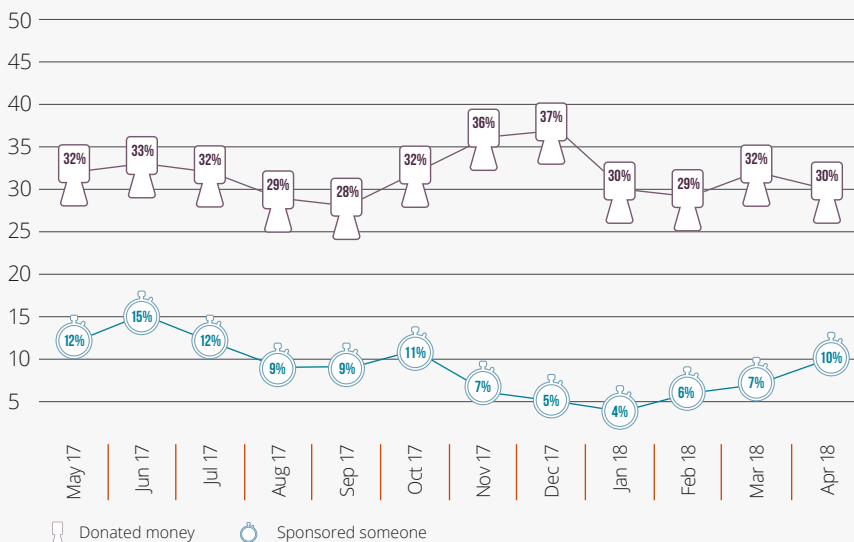


CAF UK GIVING

DONATING AND SPONSORING

Proportion donating/sponsoring in the four weeks prior to interview



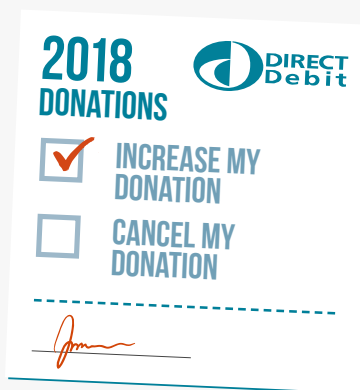
Median amount donated/sponsored in the four weeks prior to interview



STRUCTURED GIVING



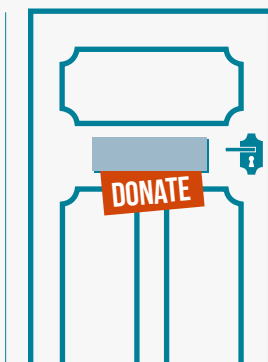
In 2017, **13.3 MILLION PEOPLE** said they had done **STRUCTURED GIVING...**



and **10 MILLION** of them said they would continue to give the **SAME AMOUNT OR MORE** in the next 12 months

PEOPLE WHO HAVE DONE STRUCTURED GIVING ARE MORE LIKELY THAN AVERAGE TO...

agree that charities **ARE TRUSTWORTHY** (66% VS. 51%)



have been approached to donate **BY DIRECT MAIL** (38% VS. 26%) or **TELEPHONE** (9% VS. 6%).



Structured giving includes direct debits, standing orders, payroll giving and memberships.