

A photograph of a smiling man in a grey hoodie, likely a volunteer or staff member, in a clothing store or charity shop. He is surrounded by clothing items on a table. In the background, other people are visible, and there are framed pictures on the wall. The scene is brightly lit with overhead lights.

**COVID-19: LATEST INSIGHT INTO HOW CHARITIES AND DONORS ARE REACTING**

# YOUR PRESENTERS

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Ben Russell, Director of Communications



Susan Pinkney, Head of Research



Rhodri Davies, Head of Policy





# HOW DONORS AND CHARITIES ARE REACTING TO CORONAVIRUS

Susan Pinkney,  
Head of Research

[Cafonline.org/Covid19research](https://cafonline.org/Covid19research)

**CAF**  
Charities Aid Foundation



## WHAT IS THE PUBLIC MOOD?

# HOW UK ADULTS ARE FEELING DURING THIS CRISIS

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53% are  
very worried  
about coronavirus



2 in 5 (38%) say their  
disposable income  
has decreased



Almost 1 in 5 (18%)  
have been  
furloughed  
from their jobs

# IS THERE APPETITE TO GIVE MORE OR LESS TO CHARITIES AS A RESULT OF COVID-19?

To what extent, if at all, are you likely to do each of the following in the near-future (i.e. in the next three months), as a result of the Coronavirus outbreak?



**One in seven**  
will donate less  
than usual



**One in five**  
will donate more  
than usual



# HAVE INDIVIDUALS CHANGED HOW THEY GIVE AS A RESULT OF COVID-19?

To what extent, if at all, are you likely to do each of the following in the near-future (i.e. in the next 3 months), as a result of the Coronavirus outbreak?

% individuals

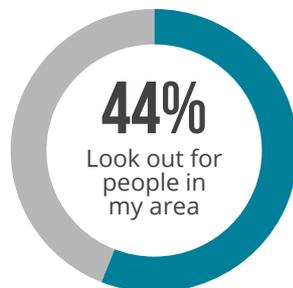


■ Very likely ■ Somewhat likely ■ Neither likely nor unlikely ■ Not very likely ■ Not at all likely ■ I have already done this ■ Don't know

YouGov fieldwork 20-27 April. Base all UK adults aged 16+; N=1,105

# BEYOND MONEY, WHAT ARE INDIVIDUALS DOING?

Which, if any, of the following activities would you be likely to do to provide help during this time?



Which, if any, of the following activities would you be likely to do to provide help during this time?



**20%**

Use social media to provide or co-ordinate help in the local community



**18%**

Join a local group set up to help deal with the crisis



**5%**

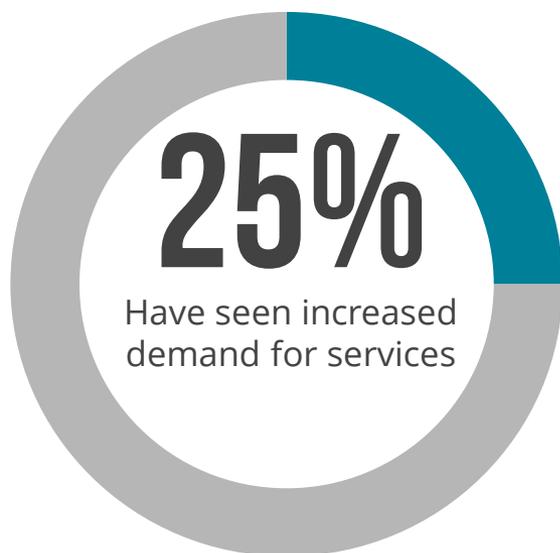
Set up a local group to deal with the crisis



## HOW ARE CHARITIES FEELING?

# HOW HAS CHARITY DEMAND BEEN AFFECTED?

Thinking about the crisis caused by the global coronavirus outbreak (also known as Covid-19), please tell us to what extent you agree or disagree with the following statement.



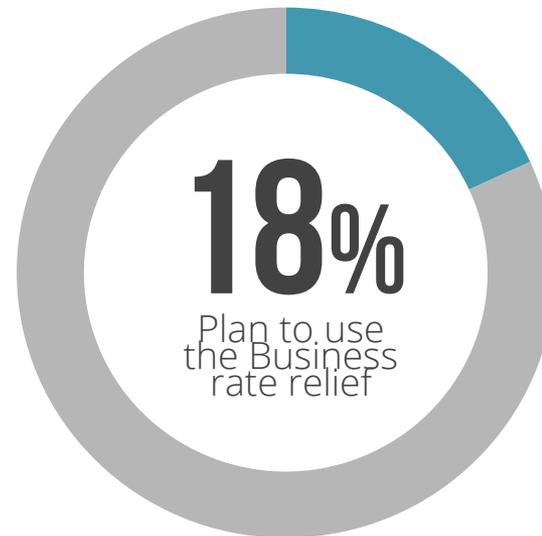
## Problems charities are facing

- “ We have a greater need for our services now and are in more need for funding to sustain our services. ”
- “ Our income has reduced overnight as we can no longer hire out our premises, while the demand for pastoral services has soared. We cannot use the Government's Job Retention Scheme because people need pastoral care, especially at times of crisis, and so our ministers will keep working as long as possible. ”
- “ The biggest impact on our funds is the fall in our investments. In addition, we are receiving high requests for grants from the elderly community. ”

# SCHEMES CHARITIES ARE LIKELY TO USE

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The Government has announced a series of measures to assist organisations through the coronavirus crisis. For each of the following types of assistance, please tell us if you were aware it is available, whether it applies to your charity and whether your charity plans to use it.





## CIVIL SOCIETY DURING COVID-19 AND BEYOND

Rhodri Davies,  
Head of Policy

# WHAT ARE THE KEY TRENDS AFFECTING CIVIL SOCIETY RIGHT NOW?

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- Reduced income but increased demand. Many organisations in survival mode
- Universal nature of crisis makes fundraising ask more complex (i.e. not “them”, but “us”)
- Enforced pivot to digital - how do you adapt to new tools and avoid pitfalls?
- Funder behaviour: unrestricted grants, core-cost funding, reduced reporting, trust-based grantmaking
- Collaboration, cooperation and coordination
- New digitally-enabled networks emerging alongside traditional charities

# CAF'S PHILANTHROPY STIMULUS PACKAGE

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We recently published a paper outlining policy measures to encourage and support more philanthropy and charitable giving in support of civil society, including:

- Make Gift Aid universal until end of 2021
- Free up assets of the National Fund and other dormant charitable trusts
- Introduce living legacies
- Establish a Covid-19 Big Philanthropy Pledge
- Encourage and support foundations to spend a portion of their endowed assets
- Publish all data on grants made to coronavirus response in an open format
- Encourage businesses to identify unused assets on the balance sheet (e.g. unused vouchers/loyalty card points) to release them quicker into the charity sector.

# WHAT ARE THE KEY QUESTIONS FOR THE FUTURE?

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- What can we do to ensure greater civil society resilience to future pandemics or economic shocks?
- What impact will the rise of new models e.g. networks, crowdfunding have on the charity sector?
- Following the enforced pivot to digital, how will charities work/provide services differently in future?
- Will we see a shift in public opinion on role of charity vs state?
- How do we get more foresight in civil society?
- How do charities meet the apparent public desire for participation?
- Philanthrolocalism vs philanthroglobalism?
- Will the current crisis create new social problems to address?



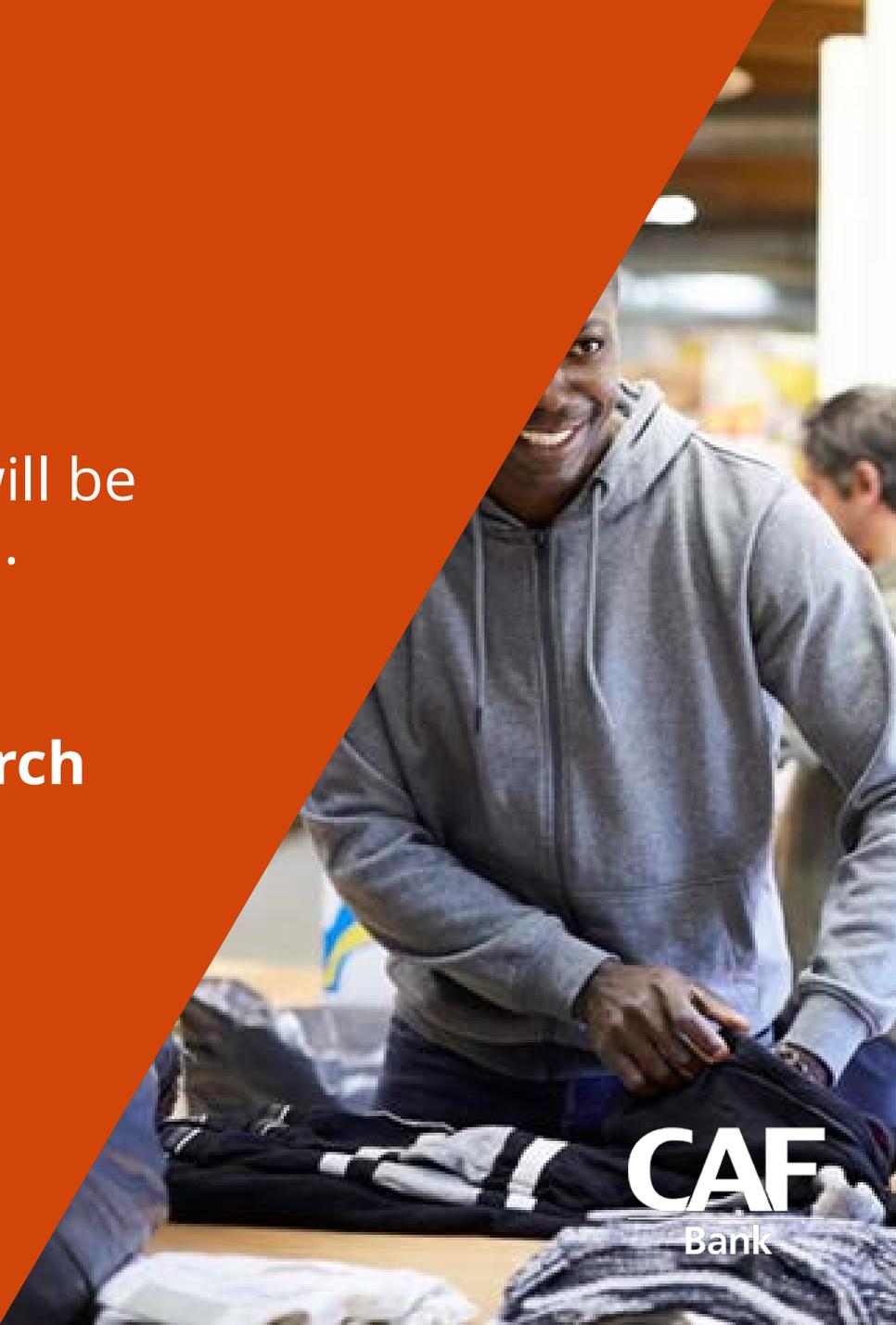
# QUESTION AND ANSWER SESSION

**THANK YOU FOR JOINING US**

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The presentation and slides will be available on our website soon.

Find our research at:  
**[Cafonline.org/Covid19research](https://Cafonline.org/Covid19research)**

A photograph of a smiling man in a grey hoodie working at a table with clothing items. The image is partially obscured by a large orange diagonal shape on the left side of the slide.

**CAF**  
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