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

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HOW DONORS AND CHARITIES ARE REACTING TO CORONAVIRUS

Susan Pinkney, Head of Research
WHAT IS THE PUBLIC MOOD?
HOW UK ADULTS ARE FEELING DURING THIS CRISIS

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

Research from Savanta's coronavirus tracker.
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

YouGov fieldwork 19-26 March. Base all UK adults aged 16+; N=1,103
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

- **Donate to NHS charities**: 11% very likely, 31% somewhat likely, 19% neither likely nor unlikely, 10% not very likely, 15% not at all likely, 7% I have already done this, 6% don't know
- **Donate to local charities**: 10% very likely, 31% somewhat likely, 22% neither likely nor unlikely, 9% not very likely, 14% not at all likely, 6% I have already done this, 7% don't know
- **Donate to national charities**: 5% very likely, 23% somewhat likely, 25% neither likely nor unlikely, 14% not very likely, 18% not at all likely, 7% I have already done this, 8% don't know
- **Donate to international charities**: 4% very likely, 10% somewhat likely, 22% neither likely nor unlikely, 21% not very likely, 31% not at all likely, 8% 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?

- **56%** Help a friend or neighbour with the shopping
- **51%** Check on vulnerable neighbours
- **44%** Look out for people in my area
- **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

YouGov fieldwork 19-26 March. Base all UK adults aged 16+; N=1,103
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.

Fieldwork 31 March to 1 April. Base, N=539 charities

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."

25% Have seen increased demand for services
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.

35% Plan to use the Job retention scheme

18% Plan to use the Business rate relief
CIVIL SOCIETY DURING COVID-19 AND BEYOND

Rhodri Davies, Head of Policy
WHAT ARE THE KEY TRENDS AFFECTING CIVIL SOCIETY RIGHT NOW?

- 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

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?

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

Find our research at: Cafonline.org/Covid19research