YOUR PRESENTERS

Ben Russell, Director of Communications

Susan Pinkney, Head of Research

Anisha Chaudhuri, Senior Manager, Advisory and Business Development
HOW DONORS AND CHARITIES ARE REACTING TO CORONAVIRUS

Susan Pinkney, Head of Research
HOW UK ADULTS ARE FEELING DURING THIS CRISIS

46% are at least ‘very worried’ about coronavirus

2 in 5 (44%) 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 ten will donate less than usual

A quarter will donate more than usual

YouGov fieldwork 20-27 April. Base all UK adults aged 16+; N=1,105
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**
  - Very likely: 11%
  - Somewhat likely: 31%
  - Neither likely nor unlikely: 19%
  - Not very likely: 10%
  - Not at all likely: 15%
  - I have already done this: 7%
  - Don't know: 6%

- **Donate to local charities**
  - Very likely: 10%
  - Somewhat likely: 31%
  - Neither likely nor unlikely: 22%
  - Not very likely: 9%
  - Not at all likely: 14%
  - I have already done this: 6%
  - Don't know: 7%

- **Donate to national charities**
  - Very likely: 5%
  - Somewhat likely: 23%
  - Neither likely nor unlikely: 25%
  - Not very likely: 14%
  - Not at all likely: 18%
  - I have already done this: 7%
  - Don't know: 8%

- **Donate to international charities**
  - Very likely: 4%
  - Somewhat likely: 10%
  - Neither likely nor unlikely: 22%
  - Not very likely: 21%
  - Not at all likely: 31%
  - I have already done this: 8%
  - Don't know: N/A

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

Fieldwork 31 March to 1 April. Base, N=539 charities
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
## How are charities adapting?

Which, if any, of the following changes has your charity made in response to the coronavirus crisis?

- **58%** Started working remotely
- **39%** Found an alternative/innovative way to deliver a service
- **25%** Found new ways to reach beneficiaries
- **23%** Refocused the charity's activities
- **18%** Developed new collaborations with other organisations or groups of people

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CAF Fieldwork 27 – 28 April. Base, N=438 charities
ON THE ROAD TO RECOVERY

Anisha Chaudhuri, Senior Manager, Advisory and Business Development
ROADMAP

Respond

Minimise risks

Recover

Stabilise operations

Regrow

Maximise impact
STAKEHOLDER MAPPING

Community
- Frontline Leadership
- Trustees

Organisation
- Funding
- Delivery
- Government

Partners
**RESPOND**

- Protect the core – purpose, people, principles
- Communicate and align with stakeholders
- Plan for contingencies and be agile
- Engage funders through the process
- Collaborate purposefully
RECOVER

Assess risk and resilience

Analyse landscape

Revisit organisation strategy

Optimise programmes for impact

Review fundraising approach

Build a resilient institution around key programmes
The presentation and slides will be available on our website soon.

Find our research at: Cafonline.org/Covid19research

THANK YOU FOR JOINING US