

UK GIVING 2015

*An overview of charitable giving
in the UK during 2015*

May 2016



Introduction

CAF has been producing the *UK Giving* report since 2004, and has been tracking giving in the UK for several decades. In that time, there have been a number of changes to how the study is conducted in terms of approach and questions asked. This is the second year in which the research has been conducted on the GfK National Omnibus.

This year, we have reviewed the weighting applied to the *UK Giving* survey with GfK as part of our ongoing analysis of the data set which aims continually to improve the accuracy of our data. This reweighting has been applied for both years in which the survey has been conducted with GfK, to ensure results are fully accurate of the population. As a result of this, some measures have directionally, albeit not statistically significantly, varied on the previously reported figures for last year. This has also led to a downgrading of the figure for the overall amount given to charity we reported on last year, to £10.1 billion. We are confident that this amended weighting approach has now resulted in a more accurate picture of the UK's giving behaviour.

Throughout this report it should be borne in mind that the results are **claimed** behaviour from respondents in survey data, taken at four different points in the year: February, May, August and November. Where applicable, we have also aimed to pull in figures from other research conducted by CAF over the previous year to give a more holistic view of behaviour and attitudes.

We at CAF are passionate about quality, robust research and, having listened to charities over the past few months, we have taken the decision to improve UK Giving further to look at trends across a whole year rather than just at certain points. From May 2016 we will therefore be trebling the sample size of UK Giving, conducting 1,000 interviews each month (12,000 per year) to help charities understand UK giving behaviour in much more detail. We look forward to sharing these results.

About CAF

Charities Aid Foundation (CAF) is a leading international charity registered in the United Kingdom, with nine offices covering six continents. Our mission is to motivate society to give ever more effectively and help transform lives and communities around the world. We do this by working globally to increase the flow of funds to the charity and non-profit sectors through the provision of philanthropy advice and services.

Ten key findings from this year's research

The ten key findings, as we see them, from this year's individual giving in the UK results are:

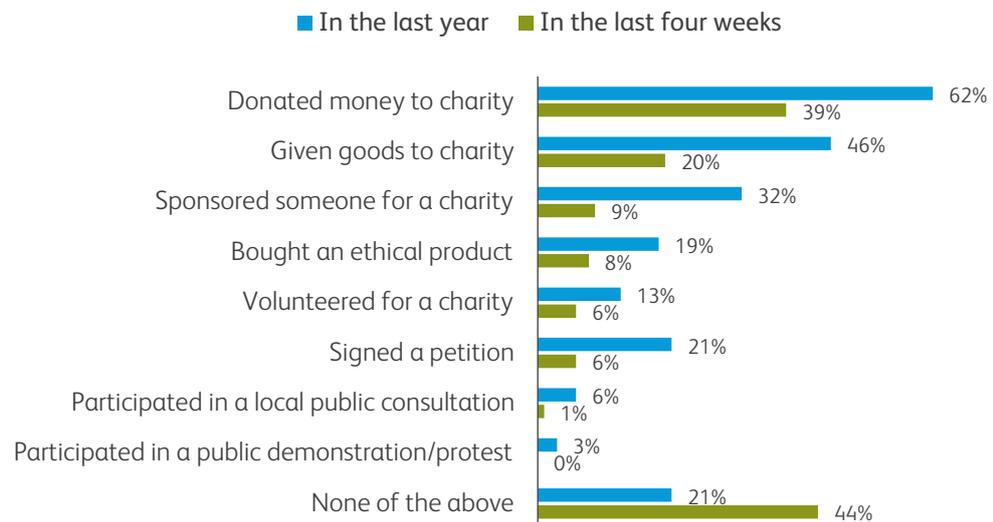
- Two in three (67%) have given to charity in the last year, two in five (42%) have given in the last month
- The median monthly amount given by a donor in 2015 is £14, the mean donation is £37
- One in eight people have volunteered in the last year, rising to one in four (24%) among students in full-time higher education
- For the first time, children and young people is the most popular cause to give money to, with 30% choosing this cause. Medical research is second with 29%
- 16-24s are more likely to give to educational institutions, 25-44s prefer children/young people's causes, 45-64s prefer animal charities, conservation/environment/heritage and overseas aid, 65 and overs favour religious causes and hospitals/hospices
- Londoners most likely to have given to arts and overseas aid, the East Midlands prefer medical research, and the Welsh prefer sports and recreation charities

- Cash is still the most popular way of giving to charity
- People who participate in social action are the most likely to give in other ways
- Giving saw a peak in May, shortly after the DEC launched their Nepal Earthquake appeal
- The West Midlands and London are the only regions where less than three-quarters have participated in a social action in the last year.

Main findings

Overall picture of how people get involved

All those interviewed were shown a list of behaviours and asked whether they had done any of these a) in the last four weeks; b) in the last 12 months. Figure 1 shows the results to these measures.



Base: All adults 16+ (n=4160)

Figure 1: Which, if any, of the following have you done in the last year/four weeks?

Donating to charity has remained stable year-on-year, with no significant changes compared to last year's report. In 2015, 62 per cent had donated money to charity in the last year and two-fifths (39%) in the last four weeks, and the same proportion of people participated in at least one charitable or social action (79%) as the previous year. There do, however, appear to be directional decreases on a number of measures which is discussed more fully in subsequent sections of this report and, although not significant this year, it will be important to monitor any further movements in subsequent years, once we have a longer time series, to see whether or not these are real trends.

How people get involved – detail

This section of the report aims to address, in more detail, how people get involved in charitable behaviour.

Giving money

In 2015, 42 per cent had given money in the previous four weeks, equating to 22.0 million adults,¹ either by donating money or sponsoring someone for a charity. In 2015, two-thirds (67%) had donated money or sponsored someone in the previous 12 months while 27 per cent had done both. For the majority of the UK public therefore, donating money in at least one way is widespread.

Donating money (in the last month) to charity was, unusually on the surface, at its highest level in May (43%) and lowest in August (35%). The May peak coincides with the DEC's launch of their Nepal Earthquake appeal. Looking by cause confirms that donations to overseas aid charities spiked that month, with 29 per cent in May making charitable donations to overseas aid/disaster relief charities compared to 18 per cent across all four waves of research. These are also higher levels than we see in previous years' May waves of research. A separate poll by CAF conducted two weeks after the DEC appeal launched found that a similar proportion (26%) of adults in Britain had made a donation to the appeal.² These findings would suggest that giving is event-driven rather than specific month-driven. In our previous *A Year of Giving* report,³ two peaks in giving were observed over the course of a year in March and November. These coincided with a number of major national fundraising events (Comic Relief, the Poppy Appeal and Movember) as well as the launch of the Syria Crisis Appeal by the DEC in March.⁴

Of those who donated money to charity, 47 per cent said they used Gift Aid on their donation, with those aged 25-44 (52%) or 45-64 (53%) far more likely to have used it than the youngest age group of 18-24 year olds (25%) who are less likely to be in the levels of employment and taxable income to make them eligible for Gift Aid. CAF has previously estimated that Gift Aid has helped generate more than £60bn for good causes in the 25 years since its introduction.⁵ Thus whilst it is encouraging that almost half do use it, it would be beneficial to the sector to convert more of those eligible to use it, to do so.

Volunteering

In 2015, 13 per cent claimed to have volunteered for a charity in the 12 months prior to interview, while six per cent had done so in the previous four weeks.

Those in full-time higher education were more than twice as likely to have volunteered in the last four weeks than those who are in employment, unemployed or retired (14% vs. 6% overall).

It is promising to see that students are the most likely group to have recently given their time, especially given that young people are often perceived as being the least likely to engage with their communities. The 2015 *CAF World Giving Index* found that, globally, the youngest age group (aged 15-29) were the second most likely to have volunteered in the last four weeks,⁶ and thus this is not just a UK phenomenon, something which is positive for the future of volunteering.

Previous research by CAF has found that many more people are willing to volunteer, but are discouraged for a range of reasons. More than two-thirds of British adults regard flexibility in terms of time commitment (68%) and being able to use their skills (67%) as important in encouraging them to volunteer more. Almost three-fifths of those in work rated being offered more paid volunteering leave (59%) and fewer work commitments (59%) as important and the same proportion of parents (59%) rated childcare being easily available as important in encouraging them to volunteer more.⁷ That research revealed that only seven per cent of employees in Britain are given paid time off to volunteer, with almost three quarters (72%) reporting they do not receive this benefit. More than one in five (22%) don't know if their employer offers this. Addressing these barriers, perceived or otherwise, will be key to increasing volunteering in the UK beyond this 13 per cent who have done so in the last 12 months.

1 Calculated using ONS population estimates. The most recent estimate is mid-2014 which estimates a total of 52,443,290 aged 16 and over in the UK. Data available: <http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcm%3A77-368259>

2 CAF (2015) 'DEC Nepal Appeal poll' <https://www.cafonline.org/about-us/media-office/1405-dec-nepal-appeal>

3 CAF (2013) 'A Year of Giving' <https://www.cafonline.org/about-us/publications/2013-publications/a-year-of-giving>

4 <http://www.dec.org.uk/appeal/syria-crisis>

5 CAF (2015) 'Gift Aid research' <https://www.cafonline.org/about-us/media-office/gift-aid-25th-anniversary>

6 CAF (2015) 'World Giving Index' <https://www.cafonline.org/about-us/publications/2015-publications/world-giving-index-2015>

7 CAF (2014) 'Volunteering Survey' <https://www.cafonline.org/about-us/media-office/2601-businesses-volunteering>

The importance of being engaged with the community in retirement was recently highlighted by the British Medical Journal. Their report found that membership of social groups after retirement is linked to a longer life.⁸ One such way of retaining links to the community can be through volunteering. CAF's 2014 *Charity Street* report found that 97 per cent of those who had volunteered in the last year felt they personally benefitted from volunteering, with more than half (53%) saying they were able to meet new people or make new friends.⁹

Giving goods

Giving goods is the second most common way that people give to charity, with 46 per cent having done it in the last year and 20 per cent in the last four weeks. Older people are much more likely to give in this manner (26% for 45-64s vs. 11% for 16-24s) as well as women (26% vs. 14% of men).

In a separate poll by CAF, two-thirds (67%) said they have given an unwanted Christmas present to charity and one in six (17%) have given away an older device or appliance to charity when buying new technology.¹⁰

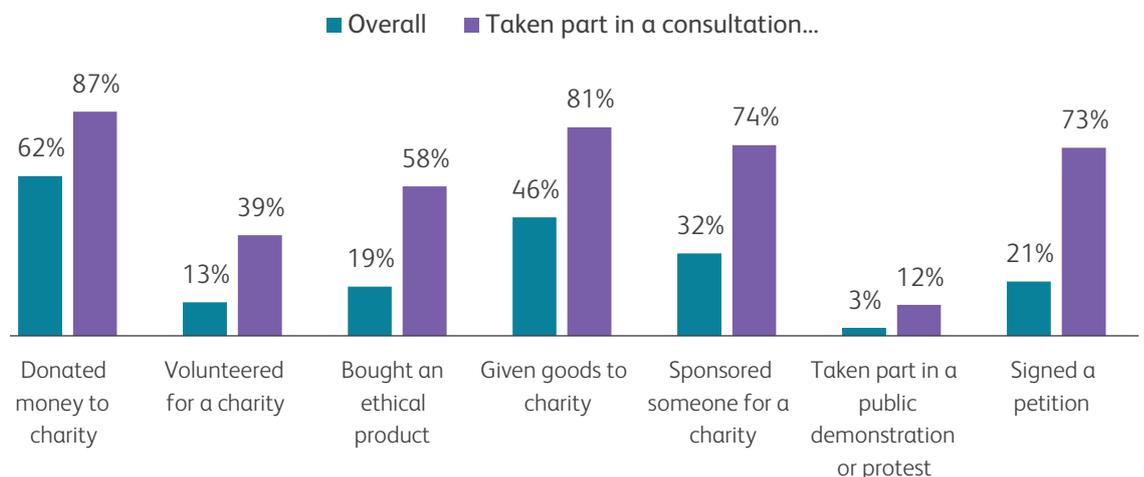
Overall, who engages most?

Older people and women remain more likely to donate to charity, while the youngest age group and men are the most likely to say they never give to charity.¹¹ For the youngest age group, this is likely to be linked to disposable income.

Those in Ulster (89%), the South West (88%), Scotland (86%) and South East (86%) are the most likely to have done any of the eight prompted activities (shown in Figure 1) in the last year. The West Midlands (62%), and London (65%) are the least likely and the only regions where less than three-quarters report having done at least one of the eight activities in the previous 12 months.

As previous research has suggested,¹² those who are engaged in their communities are more likely to partake in a number of other social actions. In this instance, those who had done at least one of the eight actions in the last year were more likely than average to have done any other. This effect is the most pronounced for those who had attended a public consultation: they were the most likely group to have participated in five of the seven other activities. Figure 2 below shows the difference between those who have taken part in activities overall and amongst those who have taken part in a consultation, to show the extent of their crossover engagement with other activities.

Figure 2: Which, if any, of the following have you done in the last year?



Base: All adults 16+ (n=4160) vs. All who had taken part in a consultation about local services or problems in their area in the last year (n=219)

8 <http://www.independent.co.uk/life-style/health-and-families/health-news/social-activities-such-as-book-clubs-just-as-important-as-fitness-to-help-you-live-longer-says-study-a6875596.html>

9 CAF (2014) 'Charity Street' report <https://www.cafonline.org/docs/default.../charity-street-report-sept14.pdf>

10 CAF (2015) 'Christmas polling' <https://www.cafonline.org/about-us/media-office/most-people-give-their-unwanted-gifts-to-charity>

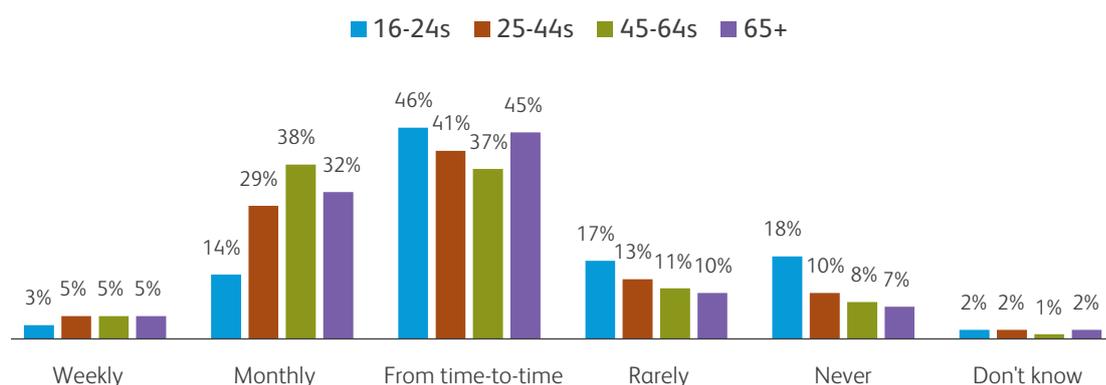
11 Young people (16-24) are much more likely than other age groups to say they 'never' give to charity (18% vs. 10% overall). 12% of men vs. 8% of women say they 'never' give to charity

12 CAF (2013) 'Britain's Civic Core' <https://www.cafonline.org/about-us/publications/britains-civic-core>

Frequency of giving

In terms of frequency, most people report giving to charity from time-to-time (41%) or monthly (31%). Five per cent claimed to give weekly, whilst monthly giving peaks amongst 45-64 year olds (38%) which is again likely to be a reflection of disposable income levels.

Figure 3: Which of the following best describes how often you usually give to charity?



Base: All adults 16+ (n=4160)

Results show that those who have done at least one activity in the last year are not only more likely to give in other ways, but are more likely to give frequently. Although five per cent overall say they usually give to charity on a weekly basis, this rises to 13 per cent among those who have volunteered in the last year and 12 per cent of those or among those who have taken part in a consultation. While overall 31 per cent give monthly, 51 per cent of those who have bought an ethical product in the last year do so. This again demonstrates the existence of a civic core.

Although the least likely to give, or to give frequently, other CAF research has shown that the youngest age group tend to use charities the most, with three-fifths (61%) of 18-24 year olds using charities' services at least once a year compared to less than half (44%) of 65 and overs. On average 18-24 year olds have used 6.8 charities in their lifetime; this number declines with age up to the 65 and over age group who, on average, have only used 4.9 charities in their lives.¹³

Total amount given

Just ten of the UK's biggest charity fundraisers raise over £250m a year for good causes,¹⁴ while other annual events, such as #GivingTuesday, help to drive donations and awareness to the charity sector.¹⁵ Research has also shown that during 2015 approximately £185m was raised by bake sales alone.¹⁶

In the 2015 survey, we have seen an apparent decrease in overall giving to £9.6 billion. When we revisited the data from 2014 by revising the weighting this changed the mean amount given by individuals by £2 from previously reported figures. This figure in itself is not statistically significant but the impact is that, when we factor up to calculate the £ billion figure, the 2014 revised total was £10.1 billion as opposed to the £10.6 billion reported in our 2015 report. Although this is a directional decrease year on year, we should caveat these figures as they are well within the margin of error. However, these apparent decreases could be early indications of a decrease in charitable giving amongst individuals – longer term trend data in subsequent waves will enable us to see whether this is a real trend.

¹³ CAF (2014) 'Charity Street' report

¹⁴ CAF (2015) 'The UK's biggest single-day fundraisers' analysis (unpublished)

¹⁵ http://www.civilsociety.co.uk/fundraising/news/content/20889/givingtuesday_biggest_ever_day_of_giving_as_donations_surge_35_per_cent_in_the_uk

¹⁶ CAF (2015) 'Bake off polling' <https://www.cafonline.org/about-us/media-office/great-british-bake-off-inspires-millions-to-bake-for-charity>

Typical amount given

The typical (median) monthly amount given by a donor in 2015 was £14 (for either donating or sponsoring in the last four weeks) and the mean donation was £37.

Although less likely to give, the average donation by men remains higher than that of women (£39 vs. £35).

The typical (median) donation amount was highest in May (£17) and lowest in February (£10). In 2014, May (joint with November) also saw the highest median donation (£14) with February again being the lowest (£11).

Londoners make the highest average (£50) and median (£23) donation, and are significantly more likely than any other region to have made a donation of between £25 and £100 (34% vs. 21% overall).

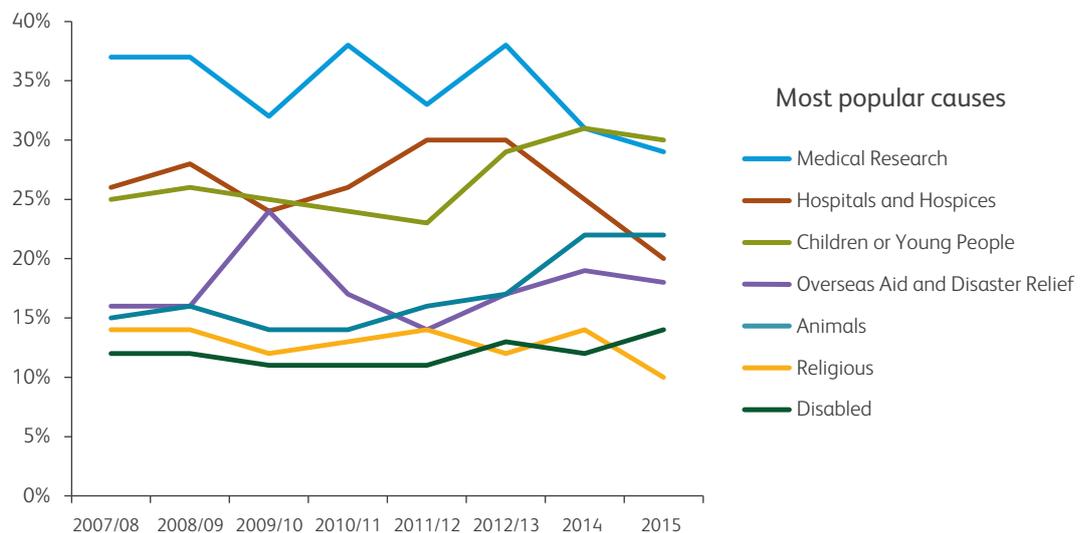
Sponsorship

In terms of sponsorship, medical research is the cause people most commonly raise money for, with 37 per cent of those who have sponsored someone in the last four weeks saying it was for this cause. Hospitals and hospices (20%) and children/young people (17%) follow.

Those raising money for hospitals and hospices receive the highest average sponsorship amount (£34) followed by religious causes (£31) and physical/mental health care (£29).

What people give to

Figure 4: Which of the following causes have you given to in the last four weeks?



Base: All adults 16+ who have donated money to charity in the last four weeks (n=1508)

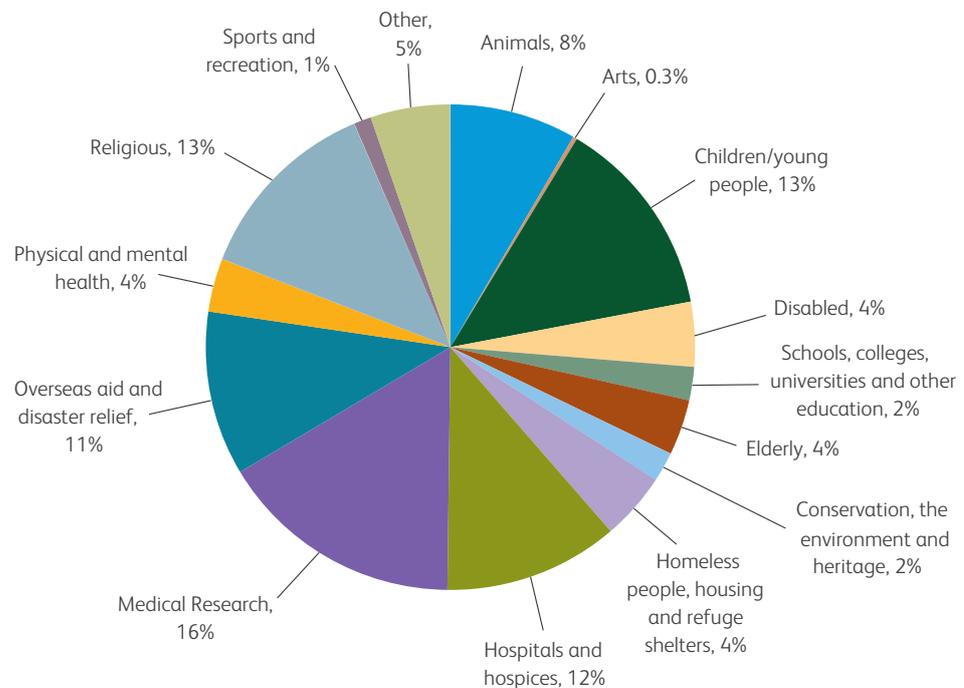
The most popular causes in 2015 were:

- 1 Children and young people (30%)
- 2 Medical research (29%)
- 3 Animals (22%)
- 4 Hospitals/hospices (20%)

Arts remains the least commonly supported cause, with just one per cent choosing to give to such charities. This is perhaps a surprise given how many people use them: a quarter of British adults (24%) have watched or participated in a production or arts programme run by a charity in their lives and almost two-thirds (64%) have visited a charity-run gallery, museum or stately house. Physical and mental health care charities also seem relatively under-supported given their use: 8 per cent chose this cause in 2015, although a quarter (26%) have received counselling or mental health support from a charity and almost a fifth (18%) have received medical care.¹⁷

As has previously been the case, religious causes see by far the highest average donation at £49. Second is overseas aid/disaster relief (£22) with elderly causes in third (£20). Religious causes also receive the highest median donation (£16), with overseas aid, schools, colleges and other education, and conservation all receiving a median donation of £9.

Figure 5: Proportion of total donation amount received by each cause in 2015



Base: All adults 16+ (n=4160)

Although not the most popular cause this year, medical research charities received the highest proportion of total donations (16%), while religious charities, who last year received the largest share, now receive 13 per cent, tying with children/young people. Aside from this change, the proportions of donations being received by different causes remains similar to last year, with arts and sports/recreation charities receiving the smallest share.

Who gives to what

Women are more likely than men to give to animal charities (28% vs. 16%) and children's charities (32% vs. 27%).

Young people are more likely to give to educational institutions (8% for 16-24s vs. 3% 65+), while the oldest age group are far more likely to favour religious charities (17% vs. 6% of 16-24s) and hospitals/hospices (27% vs. 13% of 16-24s). The 45-64 age group are the most likely to support animal charities (29% vs. 22% overall), conservation, the environment and heritage (10% vs. 7% overall) and overseas aid (22% vs. 18% overall).

17 CAF (2014) 'Charity Street' report

Londoners are the most likely to have given to arts causes in the last four weeks (6% vs. 1% overall) and overseas aid (29% vs. 18%)

People in the East Midlands are the most likely to have given to medical research (47% vs. 29% overall) while the Welsh are much more likely than average to give to sports and recreation charities (10% vs. 3% overall).

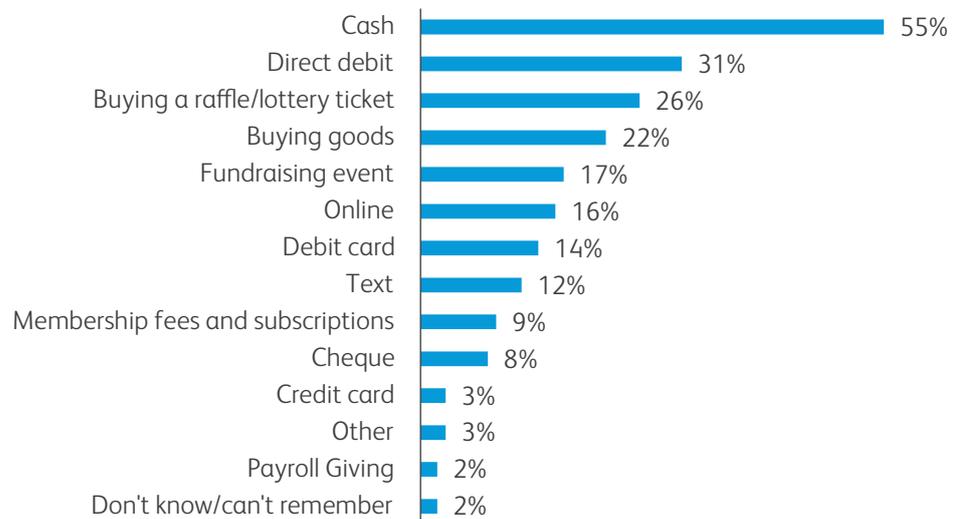
This clearly shows that there are both demographic and regional differences with regards to who gives to what.

There are notable differences in the causes supported by the different ways respondents had given over the previous year. Although one per cent overall had given to an arts charity in the last month, this rises to nine per cent among those who have taken part in a demonstration or protest in the last year. This group were also more likely to be engaged across a range of giving behaviours, and were far more likely than average to have supported a children's charity (53% vs. 30%), elderly people (20% vs. 7% overall), conservation/ environment/heritage (24% vs. 7% overall) and homeless/housing/refugee shelters (40% vs. 12% overall).

Our previous polling on the refugee crisis found that one in eight (12%) people in the UK had given money to a charity appeal in support of the refugees in the last four weeks.¹⁸

How people give

Figure 6: In the last 12 months, have you given to charity by any of these methods?



Base: All adults 16+ who have donated money to charity in the last 12 months (n=2,433)

The methods by which people donate to charity are almost unchanged compared to the previous year, with cash being by far the most common way of giving.

As ever, cheques are most dominant among the 65 and overs (18% vs. 8% overall) and direct debits are also most popular among the older age groups (35% of 65+ vs. 11% of 16-24s and 27% of 25-44s), whereas young people are still the most likely to make a cash donation (72% vs. 55% overall).

Women are much more likely than men to have given to charity in the last year via a fundraising event (19% vs. 15%), buying goods (27% vs. 16%), and buying a raffle or lottery ticket (28% vs. 24%).

18 CAF (2015) 'Refugee polling' <https://www.cafonline.org/about-us/media-office/millions-in-the-uk-have-lent-support-to-refugees-in-the-past-month-caf-research-shows>

Appendix I: Methodology

The data in this report is based on the *UK Giving 2015* survey, which collected information about charitable giving from adults aged 16 and over in the United Kingdom. In 2015, the survey ran in February, May, August and November, as a module on GfK NOP's face-to-face omnibus study. 4,160 face-to-face interviews were conducted in 2015. The interviewing is carried out in people's homes using Computer-Assisted Personal Interviewing (CAPI).

The GfK NOP face-to-face omnibus employs a quota sample of individuals with randomly selected sampling points. The sample is a 3-stage design, sampling first parliamentary constituencies, and then output areas within those selected constituencies, and finally respondents within the output areas. The sample is based on 175 sampling points. Within each selected constituency, an output area is selected for each wave. These output areas are selected at random, but with some stratification control so that the sample of areas drawn is representative of the sample of constituencies and therefore of the United Kingdom in demographic terms. For each selected output area, a list of all residential addresses is produced. This listing is taken from the Royal Mail's Postal Address File, which is a listing of all addresses within the United Kingdom, and is updated monthly.

The interviewer will then interview a target number of individuals within each output area, adhering to demographic quotas which determine the sort of people spoken to. The sample will, if necessary, be weighted in order to ensure that it is fully representative in terms of known population data on age, sex, social class, number of adults in household, working status and region.

Those interviewed are asked about their charitable giving and social actions over the last year, and for each that they recall doing, are then asked if they have participated in that activity during the previous four weeks. All those donating money and/or sponsoring someone for charity are asked further questions about the causes donated to and the amount given. To identify cause given to, respondents are shown a card which lists fifteen different causes, and respondents/donors assign charities themselves to a cause group from the list at their own judgement. Respondents are then asked, for each cause, how much they donated. Those donating directly to charity are also asked about the method by which they have given.

The data collected from respondents are checked carefully before analysis is carried out. The data are amended where appropriate to remove obvious reporting/recording errors. Checks are made on particularly high value donations and to remove any outliers or potential over-claims. For example, those saying that they have given to charity within the last 4 weeks, but can not remember *either* the cause *or* the amount given.



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