

A YEAR OF GIVING

November 2013



About Charities Aid Foundation

Charities Aid Foundation (CAF) is an international charity registered in the UK. Its mission is to motivate society to give ever more effectively and help transform lives and communities around the world. CAF advises on and distributes charitable funds around the world and has offices in nine countries: Australia, Brazil, Bulgaria, India, Russia, Singapore, South Africa, the UK and the United States of America.

Data provided by



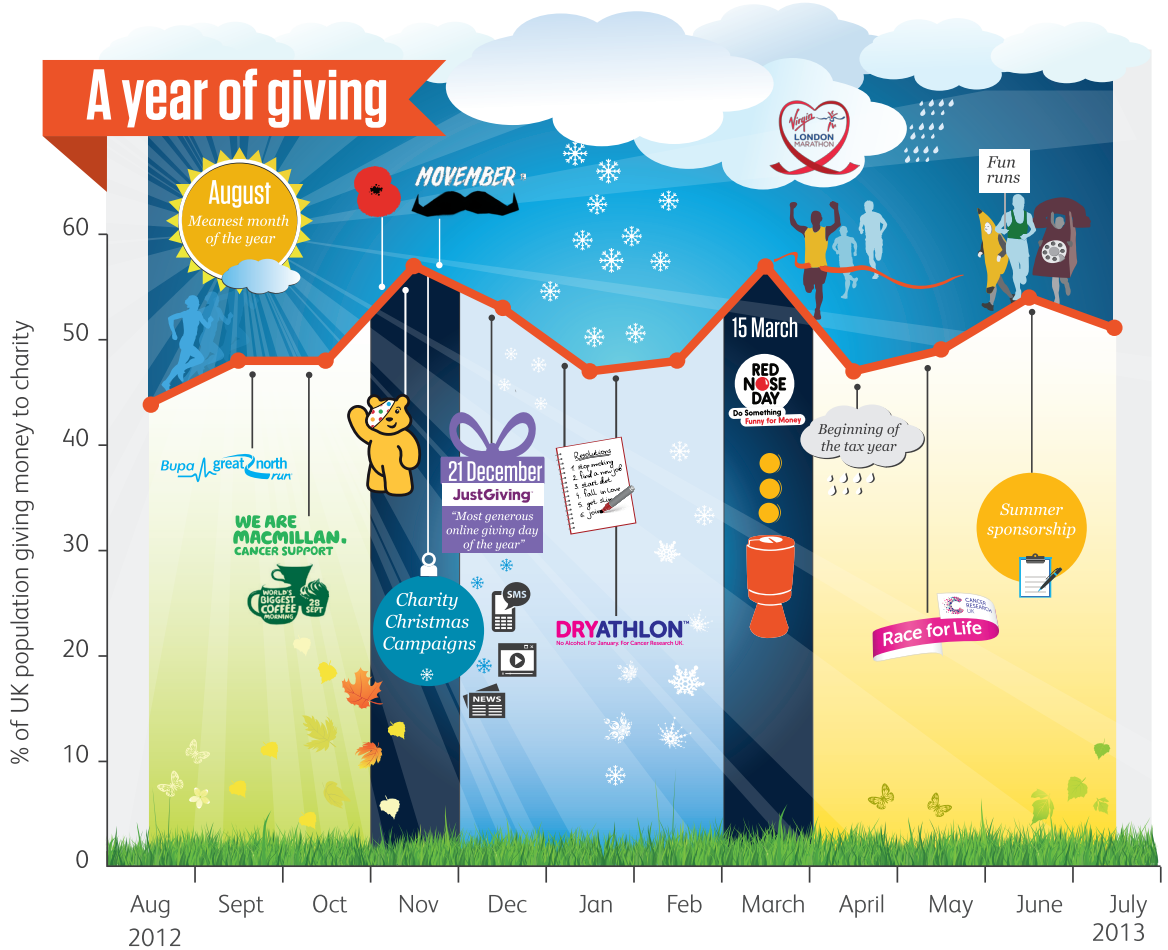
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The big picture

Figure 1



There are two distinct peaks in giving activity during the year we surveyed,¹ these peaks occur in November and March with 57% of respondents saying that they'd given to charity in the preceding month. That the peaks are seen at discreet points in the year, suggests that they're driven by events, one of the possible triggers are the fundraising events that occur on a national scale.

From the peak in November there is a slight decline in December of four percentage points to 53%. Levels are still high, most likely due to the various Christmas appeals, and according to JustGiving, the 21st December is 'the most charitable day of the year'.²

1 Over 2,000 people aged 18+ in Great Britain were surveyed by ComRes using an online panel, typical surveys were conducted in the middle of each month in the period August 2012 to August 2013

The March peak comes after a post Christmas period lull, and coincides with major fundraising events such as Comic Relief and the London Marathon, with participation jumping nine percentage points from 48% in February.

After this peak, participation drops 10 percentage points to 47% in April, this further supports the notion that it is these major fundraising events that are the driving force behind the peaks seen in the data.

In contrast, the low point for the year was August when fewer than half (44% per) of respondents reported having made a donation. It is interesting to note that the survey completed in August 2013 also shows a similar level (45%) of participation, this supports the view that August is indeed the low point in the charity year.

Looking at the number of adults aged 18 or over who participate, then the observed peaks in participation, mean that over 3 million more adults gave in those months compared to the monthly average.

57%

March and November see the highest levels of participation

44%

in August was the low point of the year for participation

2 <http://www.justgiving.com/en/SharedMedia/press-releases/21st%20December%202012%20-%20The%20most%20generous%20day%20of%20the%20year.pdf>

Does age have an effect on giving?

Figure 2

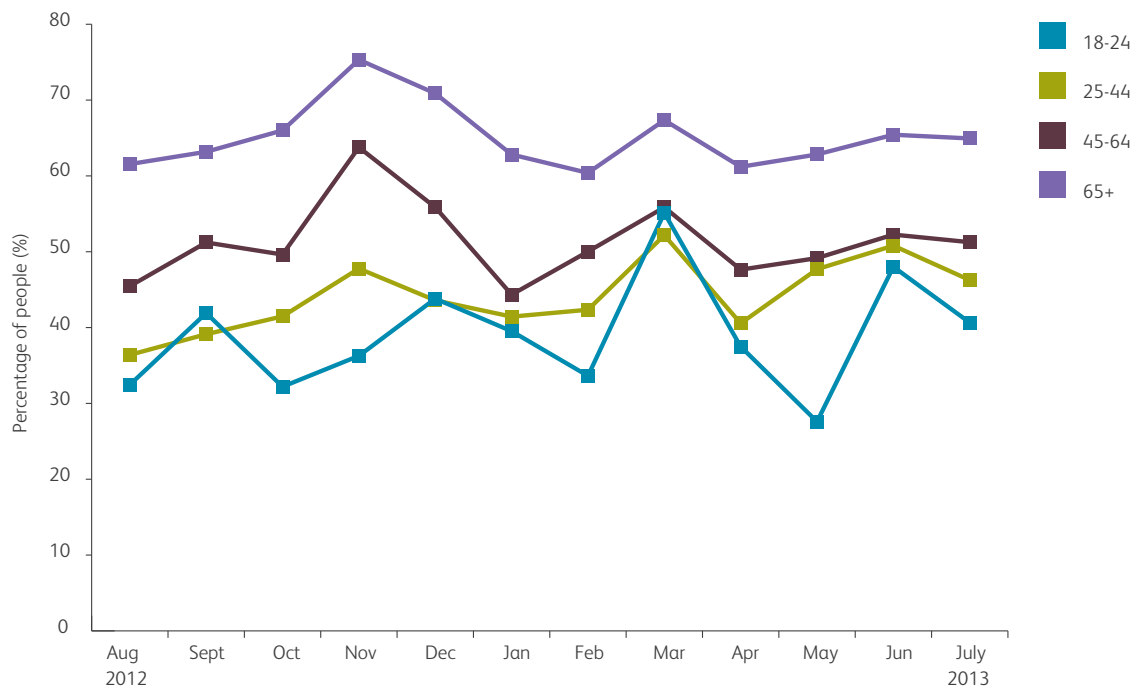


Fig 2 shows the profile of selected age groups, from this we can see that as people get older, they are more likely to give in any given month. This pattern has been observed previously in other studies such as CAF's UK Giving report.³

The 65 plus age group are the most likely to donate, with almost two in three (65%) giving to charity in a typical month. The younger the age group the less likely they are to give, with those under 24 the least likely to give, with fewer than two in five (39%) giving to good causes in a typical month.

While their participation is relatively low, it rises substantially during March when events such as Comic Relief and the London Marathon are occurring.

However, the older the age groups get, the more pronounced this November peak becomes – with three quarters (75%) of the over 65 age group saying they gave to charity then.

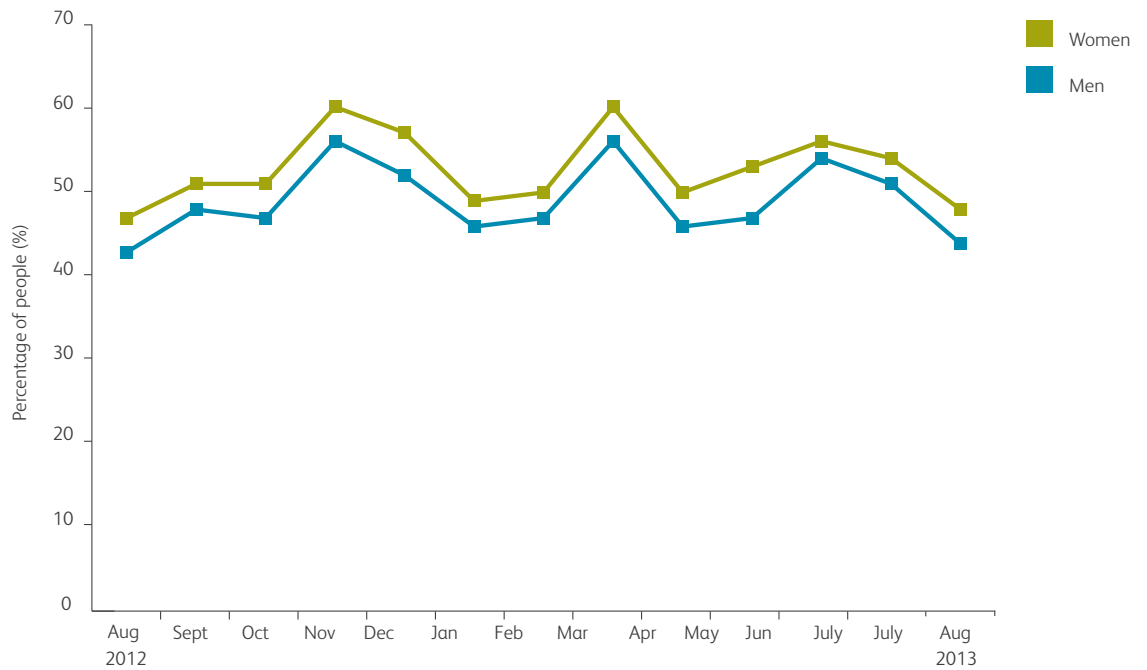
65%

Over 65s most likely to donate - 65% give in a typical month

3 <https://www.cafonline.org/PDF/UKGiving2012Full.pdf>

Does gender influence participation?

Figure 3



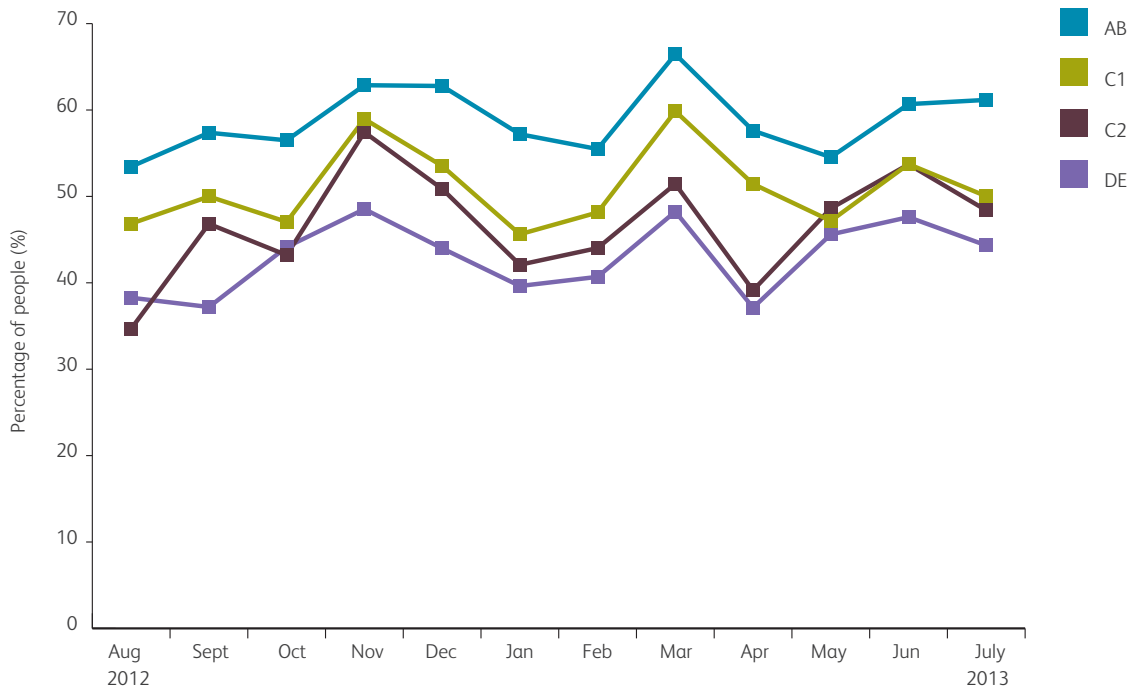
According to the survey, women are more likely to give to charity than men. While their involvement in giving rises and falls in a very similar pattern, women give in consistently higher numbers than men, which is in accordance with findings from UK Giving⁴ and the World Giving Index⁵.

4 Charities Aid Foundation (2012) UK Giving 2012: An overview of charitable giving in the UK, 2011/12 page 7

5 Charities Aid Foundation (2012) World Giving Index 2012 page 4

Impact of socioeconomic status

Figure 4



The survey shows that participation in giving increases with socioeconomic status; those with the highest status have the highest levels of participation throughout the year.

Methodology

To look at the level of participation of charitable giving during the year, each month, a survey collected the responses of over 2,000 people, aged 18 or over. The interviews were conducted in Great Britain by online survey between August 2012 and July 2013, in total over 24,000 people were interviewed. The data were weighted to be representative of all adults in Great Britain aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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