



2026

# UK LOCAL GIVING REPORT

Mapping generosity across the country

**CAF**  
Charities Aid Foundation



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Front cover images: Toynbee Hall, Stockwood Community Benefit Centre, Deaf Academy in Exmouth and Fareshare



“Part of the solution to unlocking greater giving lies in understanding the power of place and community.”

**Mark Greer**  
Managing Director, Charities Aid Foundation

Charities are at the core of our communities. Through their work up and down the country, they strengthen local areas and support those in need. Yet, their already-limited resources are under constant pressure.

When we are facing a sustained trend of declining donations, we believe that part of the solution to unlocking greater giving lies in understanding the power of place and community. It might seem obvious, but places matter to people. And this report shows that when people are engaged in a local area, they tend to give more. It’s clear that understanding the connections we feel for the communities we live, work and come from could help to motivate our generosity towards those places.

By tapping into these motivations and understanding the pull of place, we can also encourage individuals, especially the wealthy, and businesses to make a much more significant difference in areas that need it most.

Many of the donors we work with want to support the places that are important to them. There are fantastic examples of local networks between businesses, donors and charities working to improve

communities. This place-based giving plays a vital role in building more resilient charities, improving local outcomes and strengthening community connection. But there’s much more we can do to strengthen the capacity across all parts of the UK.

It’s positive that policymakers have begun to take notice of the geography of giving with the Government’s new “Our Place to Give” initiative aiming to promote local philanthropy, particularly in deprived regions.

We now need targeted investment by government, philanthropists and businesses to support on the ground civil society networks and build the local giving infrastructure needed to attract donations. This is especially important in places where there are high levels of need, fewer charities or fewer people able to give.

Investing now to revitalise local cultures of giving and encourage community connections will help to strengthen charities and the places they support, for the future.



# Key findings

## Giving money



On average, people donate 0.9% of their incomes to charity, a decline from 1.1% in 2024.



Levels of generosity vary greatly across the country — ranging from 0.3% of income donated in Kensington and Bayswater, to a high of 1.6% in Sheffield Hallam.

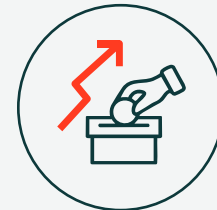


Higher income areas are likely to have more donors and generate larger donation totals but often rank much lower in terms of percentage of income given.

## Community connection



Where there is a stronger sense of local pride, people are more generous and more engaged.



Where people see a positive impact of charities in their local community, they are twice as likely to donate locally and three times as likely to volunteer.



In some lower-income, lower-giving areas, a significant minority of people would like more opportunities to get involved in their community. They tend to be younger, educated renters.

# GIVING MONEY



Image: Heart of Kent Hospice



# Where people are most likely to donate.



**Places with the most donors tend to be older and wealthier.**

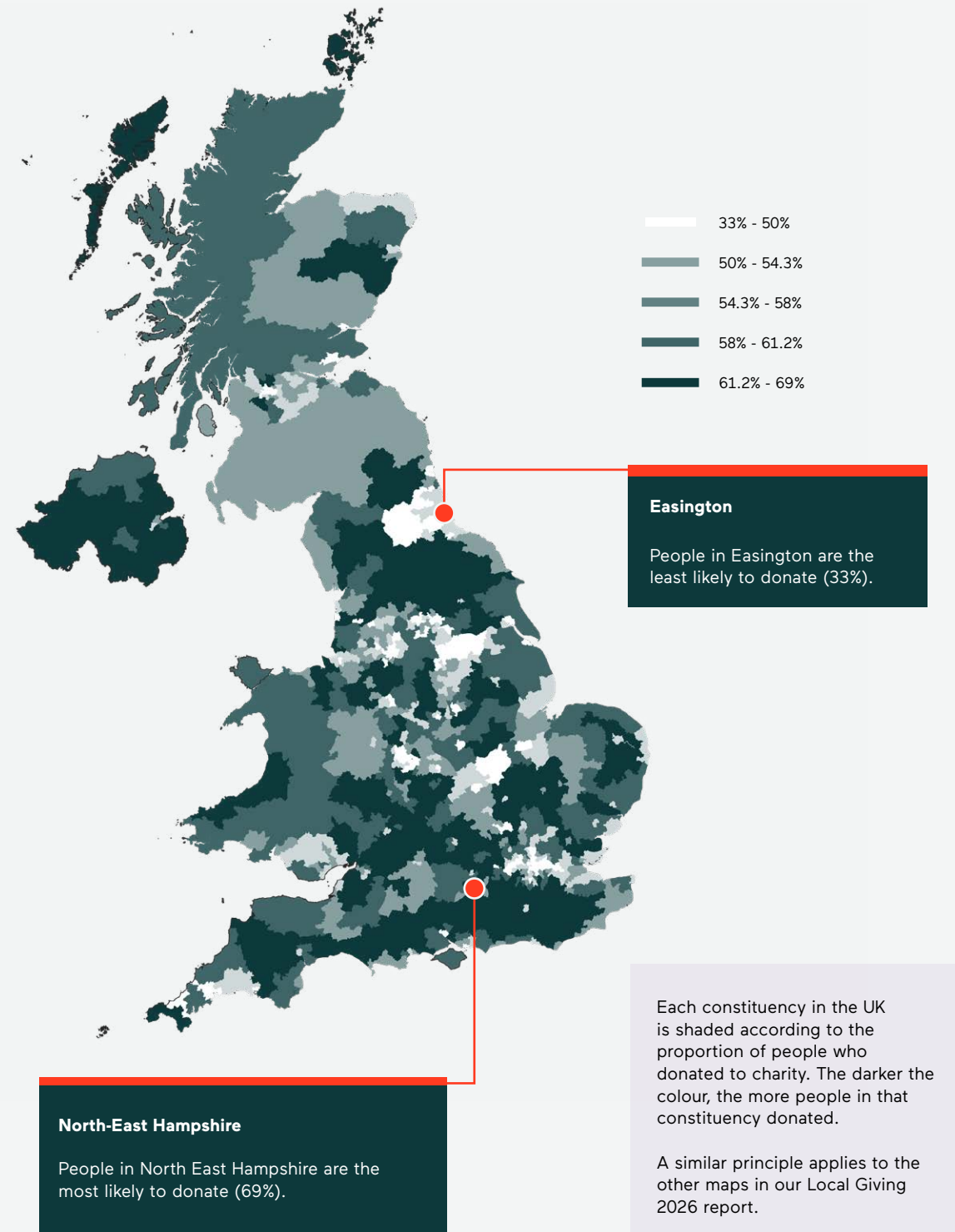
Just over half (55%) of people across the UK gave to charity in 2025, ranging from a high of 69% of people in North East Hampshire to a low of 33% in Easington, County Durham.

Places with fewer donors include areas, such as the North East, South Yorkshire, and around Birmingham and parts of the East Midlands.

**Figure 1.** The top-ten donor hotspots.

Constituencies	County	% who donated
North East Hampshire	Hampshire	69%
Harpenden and Berkhamsted	Hertfordshire	68%
Farnham and Bordon	Surrey	67%
Esher and Walton	Surrey	67%
Tatton	Cheshire	67%
Epsom and Ewell	Surrey	67%
Wetherby and Easingwold	North Yorkshire	66%
North Somerset	Bristol area	66%
Henley and Thame	Oxfordshire	66%
Mid Dunbartonshire	Glasgow area	66%

**Figure 2.** Adults who donated or sponsored in the past 12 months (%), by Westminster constituency.



# Where people give the most money.



## Giving hotspots are mostly found in London and the South East.

Our recent UK Giving 2026 report found that the British public donated £14 billion in 2025.

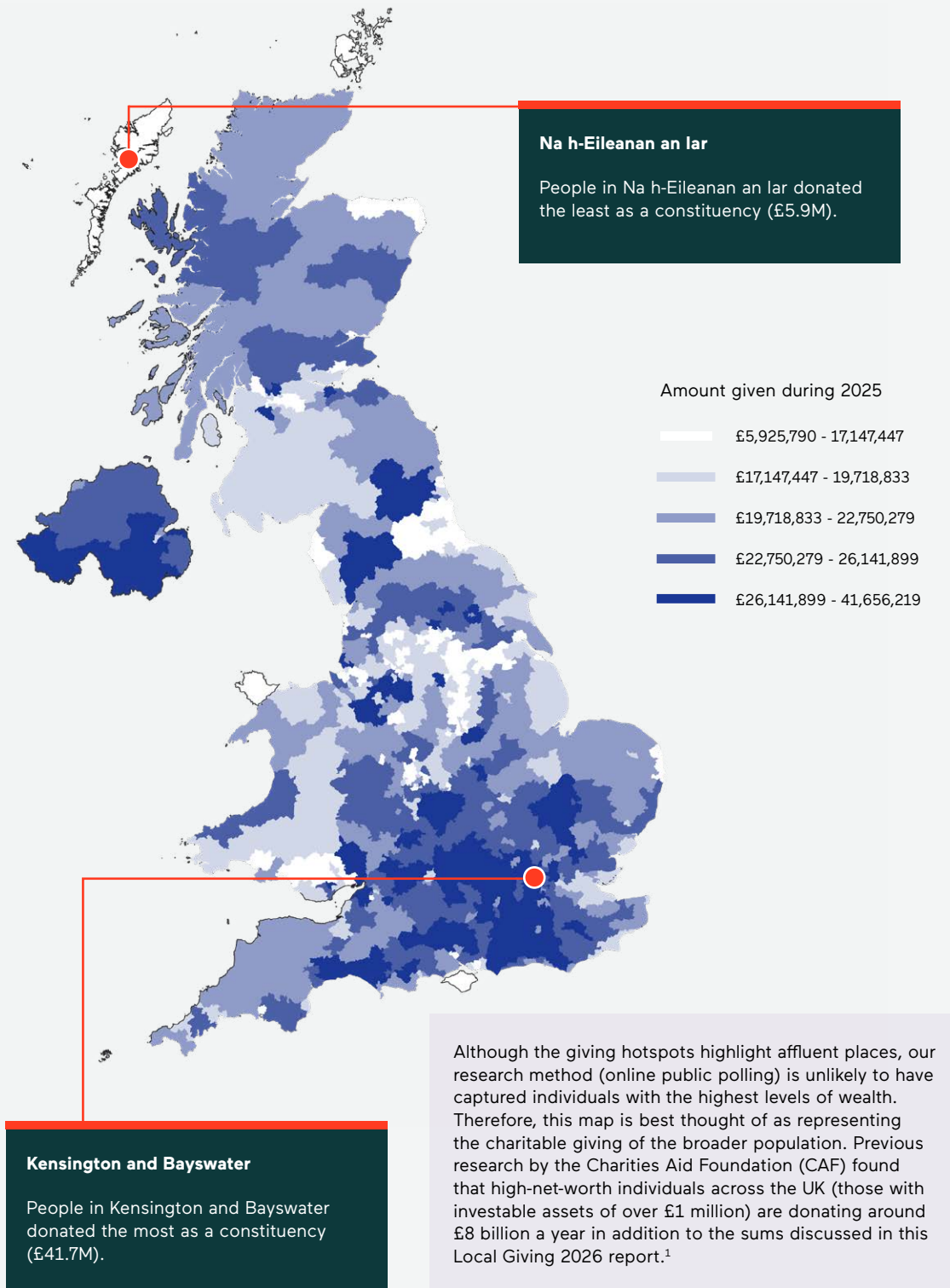
In the ten places that gave the most money, people donated an estimated £379 million (shown in Figure 3). All of these giving hotspots are located in London and the South East, where our model estimates that around a third (31%) of all UK donations originate.

People in Kensington and Bayswater donated the most between them, at an estimated £41.7 million (or around £360 per adult over the course of 2025). By contrast, as one of the most sparsely populated constituencies, residents of Na h-Eileanan An Iar donated the least between them, at an estimated £5.9 million (or around £272 per adult). On the whole, the places giving the least have higher levels of deprivation.

**Figure 3.** The top-ten giving hotspots.

Constituencies	County	Total donated
Kensington and Bayswater	London	£41.7m
Richmond Park	London	£40.6m
Cities of London and Westminster	London	£38.6m
Finchley and Golders Green	London	£38.1m
Wimbledon	London	£37.4m
Chesham and Amersham	Buckinghamshire	£37m
Winchester	Hampshire	£37m
Hampstead and Highgate	London	£36.6m
Twickenham	London	£36.3m
Esher and Walton	Surrey	£36.2m

**Figure 4.** Total donated in 2025 (£), by Westminster constituency.



<sup>1</sup> High Value Giving Report CAF 2025

# Where people give the most, relative to income.



## People donated less of their incomes to charity in 2025.

In 2025, people donated an average of 0.9% of their income to charity, a decline from 1.1% in 2024. This reflects the overall decline in total donations to £14 billion (down from £15.4 billion in 2024).<sup>2</sup>

People in Sheffield Hallam gave the most as a proportion of their incomes at 1.64%, compared to people in Kensington & Bayswater, who gave the least at only 0.29%. Unlike the hotspots for total amount given, London and the South East does not feature at all in the top ten for percentage of income donated.

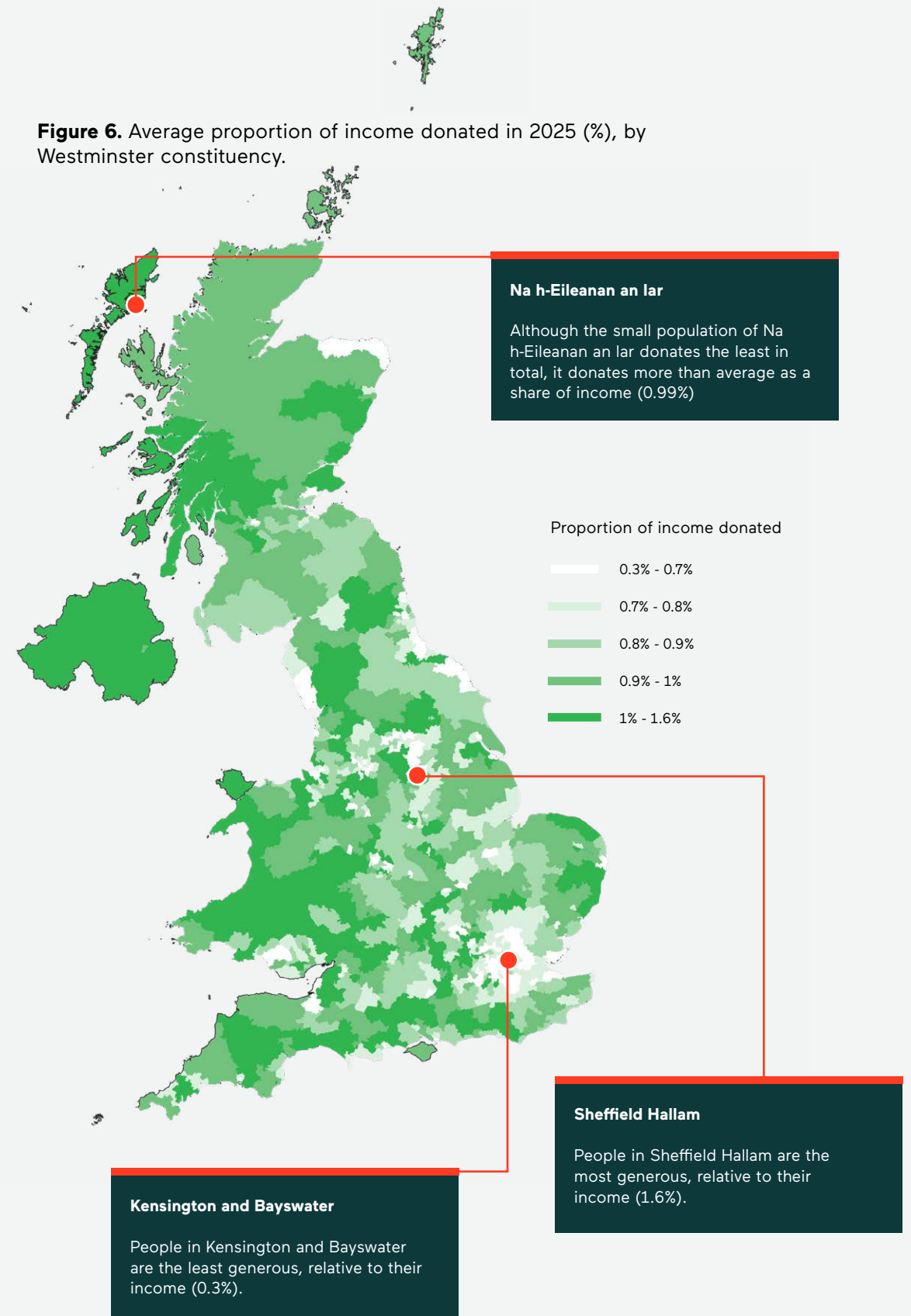
Higher incomes do not necessarily equal greater generosity, as the places where the largest shares are donated tend to have average local incomes for their region.

**Figure 5.** The top-ten generosity hotspots.

Constituencies	County	% income donated
Sheffield Hallam	South Yorkshire	1.64%
Sutton Coldfield	Birmingham	1.41%
Belfast South and Mid Down	Antrim	1.39%
Sefton Central	Merseyside	1.39%
Cardiff North	South Glamorgan	1.32%
Leeds North West	West Yorkshire	1.28%
Manchester Withington	Central Manchester	1.27%
Cheadle	Eastern Manchester	1.27%
Hexham	Northumberland	1.26%
South Down	Down	1.26%

<sup>2</sup> UK Giving Report 2026, CAF

**Figure 6.** Average proportion of income donated in 2025 (%), by Westminster constituency.





# COMMUNITY CONNECTIONS



Image: Tapestry Care



# Engagement with the local community



## People in South West England are the most likely to support their local communities.

Respondents were asked about their participation in various types of local activities, including whether they had helped out in their community, engaged in local campaigns, or been to local events. Across the UK, an estimated 37% of people engaged with activities in their local area.

People who are most engaged are typically wealthier and retired or working part time. There is a stark contrast in engagement levels between the South West (47% engaged) and the East of England (30%) and the North East (31%).

People in the 10% most engaged constituencies are slightly more likely to donate, but give slightly less as a share of their incomes than average. People in the 10% least engaged constituencies were less likely to donate and also donated less than average share of income.

**Figure 7.** The top-ten engagement hotspots.

Constituencies	County	% engaged
Bristol Central	Bristol area	59%
Stroud	Gloucestershire	58%
Central Devon	Devon	56%
North Cotswolds	Gloucestershire	55%
Forest of Dean	Gloucestershire	54%
South Cotswolds	Gloucestershire	54%
Brighton Pavilion	East Sussex	54%
Dulwich and West Norwood	London	53%
Bristol North West	Bristol area	53%
Truro and Falmouth	Cornwall	53%

**Figure 8.** Adults who are engaged in their local community (%), by Westminster constituency.

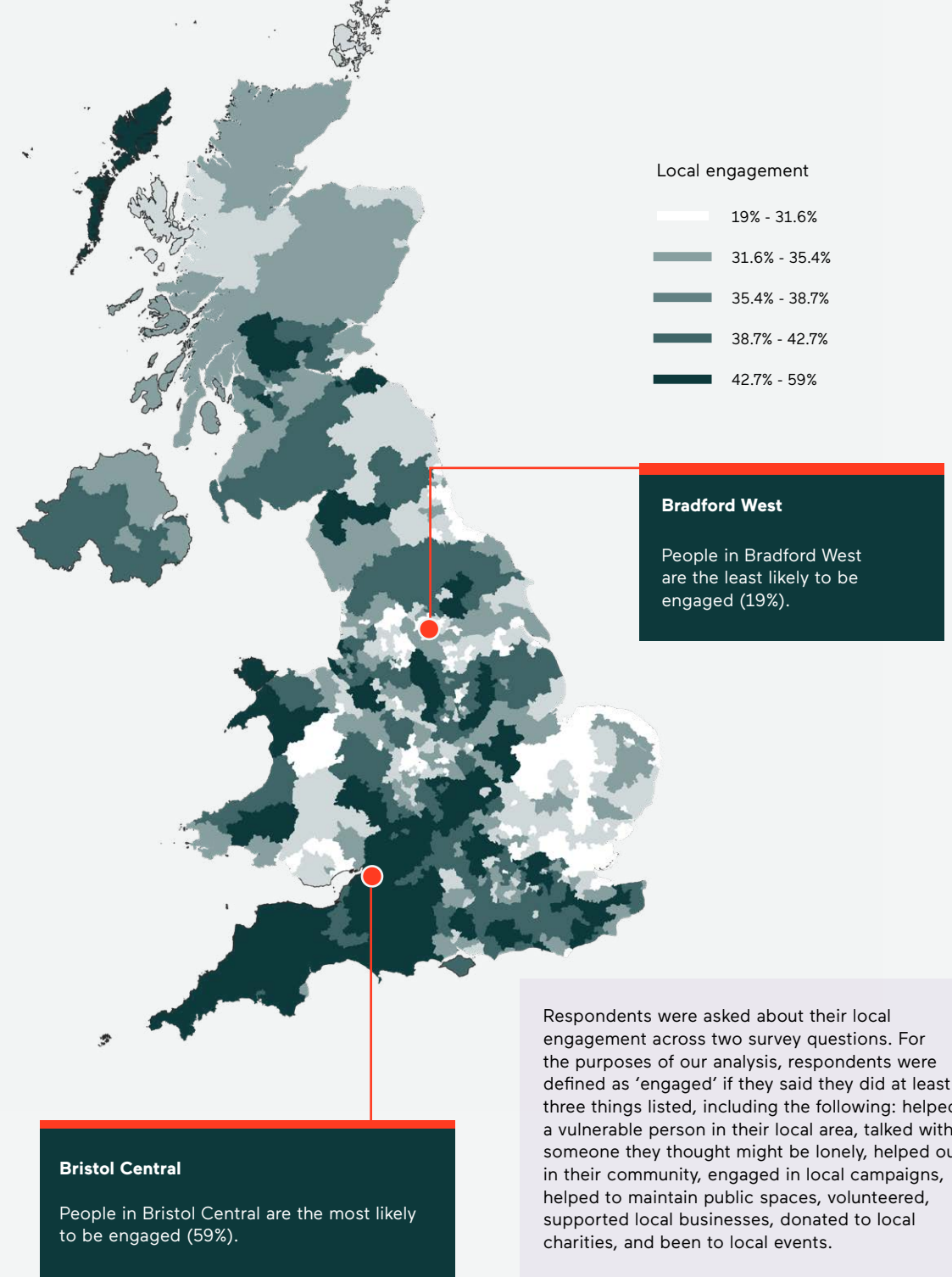




Image: Bath Women's Fund

**Bath Women's Fund is a giving circle — a type of collective giving where people come together to pool their resources so that their combined gifts can make a bigger difference. They bring together local women to support and celebrate women's philanthropy in Bath and the surrounding area.**

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“The joy with Bath Women's Fund is that it brings together local women who care and connects them to each other and the local groups who are working hard to make the world a little bit better and fairer.

As everyday givers, it is easy to feel that our bit makes little difference. By coming together, our monthly £20s have turned into £23,000 this year, which will provide much needed funds for local women and girls.”

**Emma Beeston**

Co-founder of Bath Women's Fund

## THE CHARITY PERSPECTIVE: UK COMMUNITY FOUNDATIONS

This report highlights something that community foundations have always known: generosity is shaped by connection, not just income. When people feel proud of where they live and can see the impact of local charities, they are more likely to give, volunteer and stay involved.

Across the UK, people donated a smaller share of their income in 2025, yet this research also reminds us that money is only part of the story. More than a third of people said they engage in local activities and many more want the chance to feel more involved. It is our collective responsibility across sectors to make these opportunities more visible.

Community foundations connect people with local causes that matter. Rooted in place, we work with donors, local organisations and residents to identify need and support work in the beating heart of our communities. Strengthening place-based giving means more than increasing one-off donations. It means building trust, belonging and pride in the places people call home.

**Emma de Closset**

Chief Executive of UK Community Foundations

## KEY INSIGHTS FOR DONORS

1.

**Buck the trend:** people across the UK are giving less on average than in previous years but costs are also higher for charities. Consider whether you're financially able to give more.

2.

**Get out there:** community connectedness and charitable giving are linked. If you need inspiration, connect with local groups or community foundations, meet people doing good things and find out more about the need in your area. Consider the different places you have current or historic connections to, as levels of need can vary.

3.

**Talk about giving:** if there is a charity you love and are proud to support, tell people about it. You could even offer to match donations from friends, family or other donors to encourage them to get involved and increase the impact of a fundraiser.

4.

**Consider how you give:** regular donations ensure charities can plan for the long-term and unrestricted funding can help charities with ongoing core costs, build a charity's resilience and capacity. Trust that local charities know how best to direct their funding.

# Local satisfaction and belonging ('local pride')



**Where there is a stronger sense of local pride, people are more generous and more engaged.**

In order to estimate local pride, we have combined the measures of 'satisfaction with the local area' and 'strong sense of belonging to the local community'. The regions of the UK with the highest levels of local pride are Northern Ireland, the South West and Wales. However, the top 10 constituencies are mainly found in the North of England. Overall, about half (52%) of people across the country feel a sense of local pride.

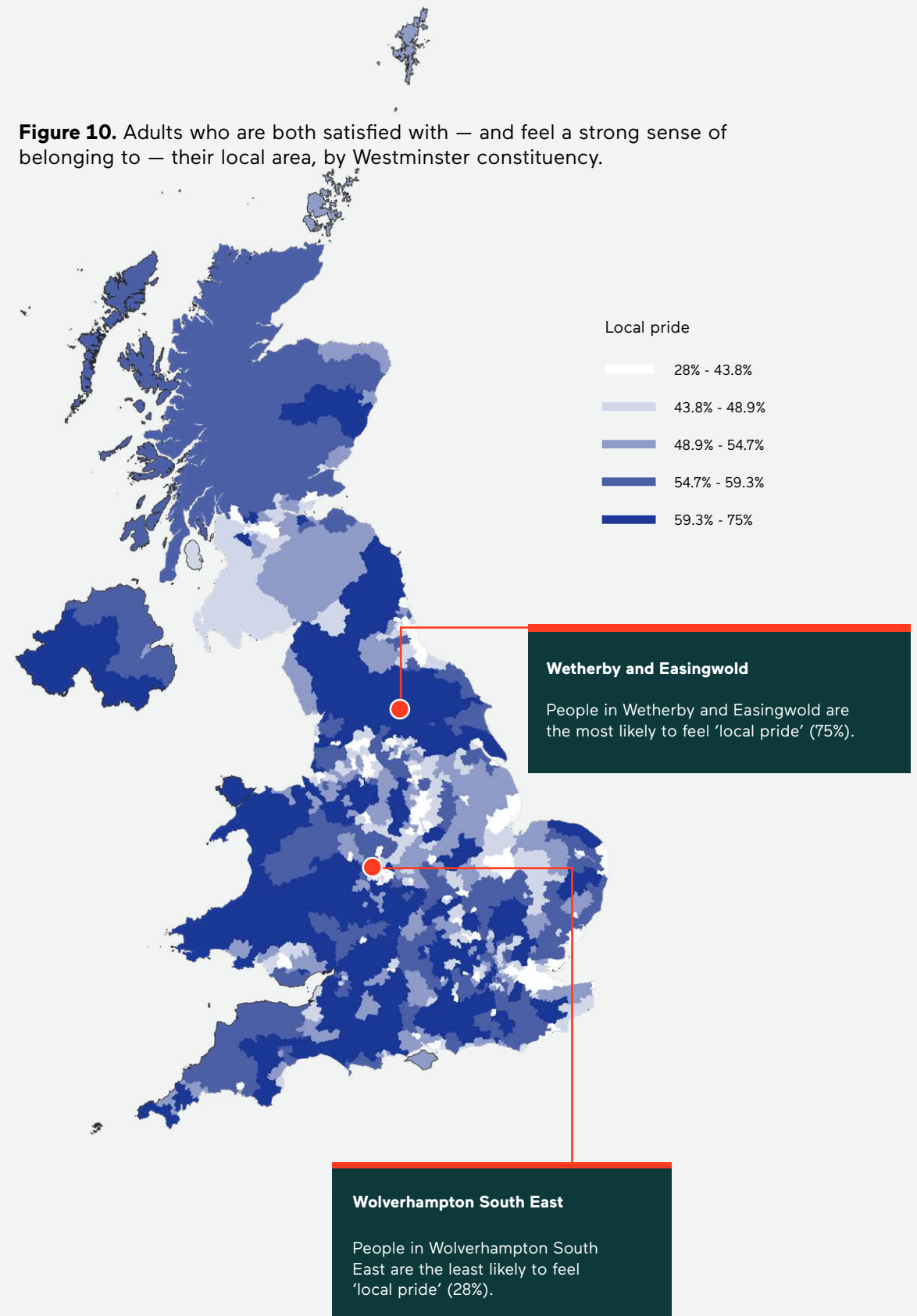
Nine out of 10 of the lowest ranking constituencies are found in the Midlands and they all have high levels of deprivation. The place in the UK with the lowest level of pride is Wolverhampton South East, where just 28% of residents say they are satisfied with their local area and feel a sense of belonging to it.

Places with higher levels of this local pride have more donors on average, who give more (relative to income), and who are more engaged in their local communities.

**Figure 9.** The top-ten local pride hotspots.

Constituencies	County	% proud
Wetherby and Easingwold	North Yorkshire	75%
Sheffield Hallam	South Yorkshire	74%
Chester South and Eddisbury	Cheshire	72%
Kenilworth and Southam	Warwickshire	71%
Tatton	Cheshire	71%
York Outer	North Yorkshire	71%
Harpenden and Berkhamsted	Hertfordshire	71%
Monmouthshire	Gwent	70%
Stratford-on-Avon	Warwickshire	70%
Richmond Park	London	69%

**Figure 10.** Adults who are both satisfied with — and feel a strong sense of belonging to — their local area, by Westminster constituency.



# Local opportunities



**In areas with low levels of giving, there is a desire for more opportunities to get involved in local community.**

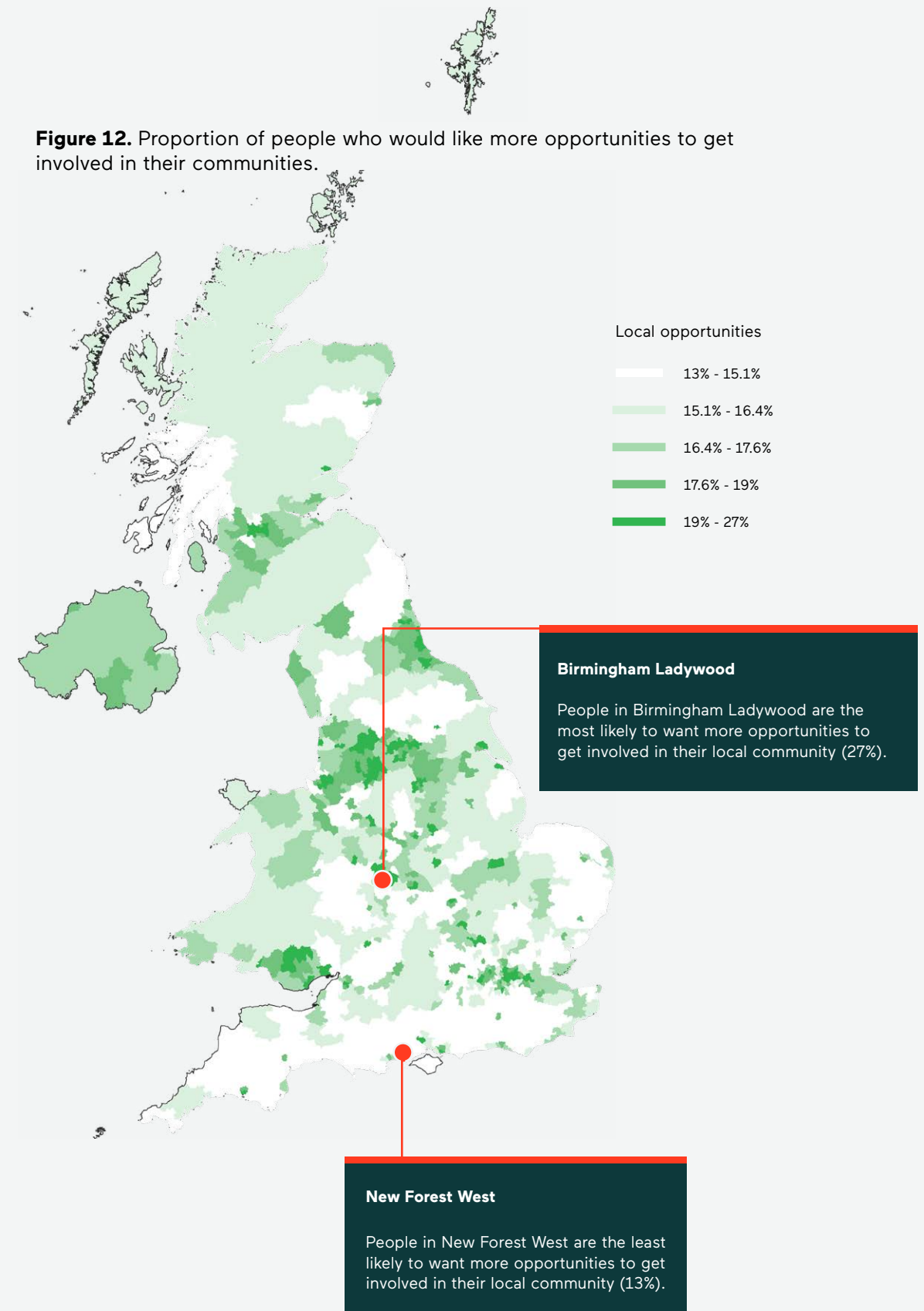
We asked respondents how they feel about the opportunities they have to get involved in their local community. Figure 12 shows where people said that they did not have enough opportunities to do this, and would like to have more. In many other places, people said they already had lots of opportunities to do this and already take them (not shown on the map).

People who wish they had more opportunities were more likely to be younger (under 35), without a car, and living in private rented accommodation in low-income areas. There is an association with being university educated, and being lower-middle class. They tend to cite lack of time, not knowing where to start and not knowing anyone else to participate with, as key reasons for not being more involved.

**Figure 11.** The top-ten opportunity hotspots.

Constituencies	County	% would like opportunities
Birmingham Ladywood	Birmingham	27%
Manchester Rusholme	Central Manchester	26%
Liverpool Riverside	Merseyside	26%
Bradford West	West Yorkshire	26%
Leeds Central and Headingley	West Yorkshire	25%
Sheffield Central	South Yorkshire	24%
Bradford East	West Yorkshire	24%
Birmingham Perry Barr	Birmingham	24%
Manchester Central	Central Manchester	24%
Nottingham East	Nottinghamshire	23%

**Figure 12.** Proportion of people who would like more opportunities to get involved in their communities.



# Charity impact



**Where people can see the impact of charities, they often give more.**

Around half of people (48%) across the country said they did not know whether charities have had a positive impact on their local area or that they believe charities have made no difference to where they live. Meanwhile, the other half (50%) think charities have made a very (10%) or fairly (40%) positive impact locally. Just 3% of people think charities have had a negative impact.

**When people see a positive impact of charities in their local community, they are:**

## HAPPIER WITH WHERE THEY LIVE



Much more satisfied with where they live (82% versus 60% of people who have not seen the impact, or think it has been negative).



Feel a stronger sense of belonging to their community (69% versus 40%).

## MORE GENEROUS



Much more likely to give overall (64% versus 46% of people who have not seen the impact, or think it has been negative).



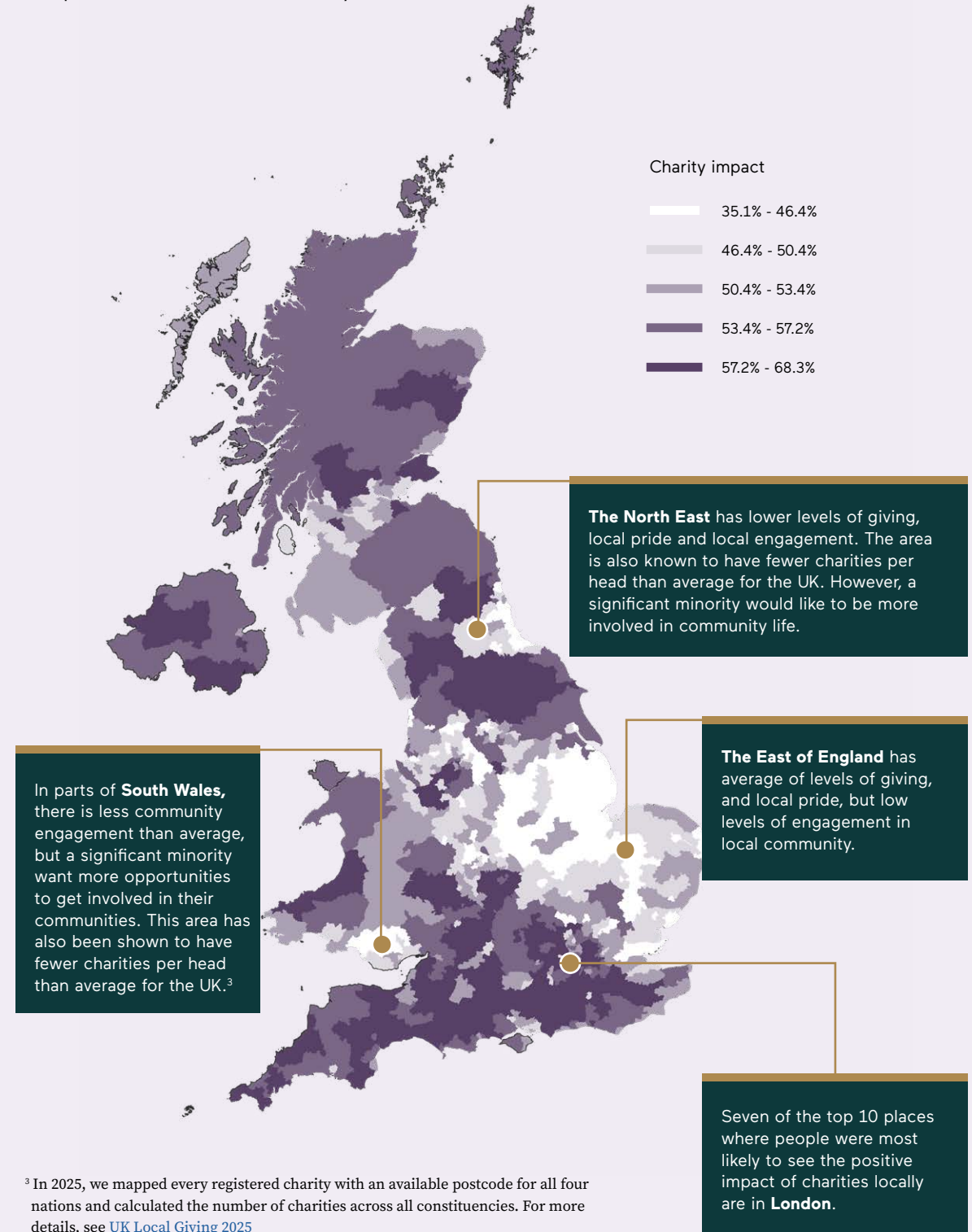
Twice as likely to donate locally (51% versus 26%).



Three times as likely to volunteer (16% versus 5%).

Base: Those who see a very or fairly positive impact of charities in their local community: N=6,439. Those who see no difference, don't know, or think the impact is negative: N=6,474.

**Figure 13.** Proportion of people who say charities have had a positive impact in their local community.



CASE STUDY



Image: Heart of Kent Hospice

**The Heart of Kent Hospice provides care and support for terminally ill people, their carers and families in Maidstone and the surrounding areas.**

“

“Like many charities, we recognise that people are facing real financial pressures and that the value of donations is under strain. What continues to inspire us, however, is the extraordinary generosity of our local community. Even during challenging times, people still want to help when they understand the difference their support makes.

At Heart of Kent Hospice, we’ve seen how powerful community fundraising can be from neighbours organising local events to families taking on personal challenges in memory of someone they love. These acts of kindness remind us that giving isn’t just about money; it’s about connection and compassion.

Despite the wider pressures on charitable giving, the strength of community support continues to show that when people see the impact locally, they still step forward to help.”

**Ann-Marie Kelly**

Chief Executive, Heart of Kent Hospice

PERSPECTIVE: THE PHILANTHROPIST

Whether you were born, educated or built your business or career in a place, focusing your generosity on a community you believe in is a remarkable journey. Philanthropy is more than money. Your power as a convenor, your ability to shape strategy and the weight of your energy and commitment matter just as much.

Through my own experience in the West Midlands, I know firsthand what becomes possible when combined and local authorities work alongside the third sector, business and philanthropy. That partnership creates a blueprint for genuine societal change. Working in isolation leads to duplication, waste and missed opportunity.

Working together in a coordinated, long-term way, guided by a bottom up strategy, creates the conditions for lasting impact and real returns on your investment.

**Steve Rigby**

CEO of Rigby Group and Chair of The Rigby Foundation

KEY INSIGHTS FOR CHARITIES

1. **Impact drives giving:** communicating your local impact and how this links to local neighbourhoods, landmarks and local lives is an investment in future giving and volunteering.
2. **Younger generations want to get involved:** make it easy for them to take part and offer simple, low-commitment ways that suit their lifestyles and culture. Engage with local companies to offer this group volunteering opportunities.
3. **Engagement and local pride are key drivers in giving:** show up where pride exists — community events, local social media/ WhatsApp groups, community centres, schools, sports, and venues.
4. **Actively cultivate local pride:** celebrate supporters and volunteers and work in partnership with other local charities, and businesses to showcase community activities and the difference local people can make.



# SUMMARY BY NATION



3

# Focus on Wales

**£530M**

donated by people in Wales in 2025.



**54%**

have donated or sponsored.



**0.9%**

average share of income donated.



**£55**

average monthly donation.

**56%**

of people in Wales expressed a sense of pride in their local area.



**35%**

engaged with local community activities.



**18%**

of people in Wales would like more opportunities to get involved in their local community.



People are most likely to agree that charities have had a positive impact on their local community in **Ceredigion Preseli**.

People in **Swansea West** are the least likely to give. However, one in five people say they would like more opportunities to get involved in their communities, one of the highest levels in Wales.

**Monmouthshire** has the highest % of people who donate, and they give the most money (£26.7 million). It also has the highest local pride in Wales, at 70% of people.

People give the least as a share of income in **Rhondda and Ogmore**, where they also have the lowest levels of pride.

People in **Cardiff North** are the most generous, relative to income — giving 1.3% of their income.

# Focus on Scotland

**£910M** donated by people in Scotland in 2025.

**58%**

have donated or sponsored.

**0.9%**

average share of income donated.

**£50**

average monthly donation.

**51%**

of people in Scotland expressed a sense of pride in their local area.



**38%**

engaged with local community activities.



**17%**

people in Scotland would like more opportunities to get involved in their local community.



The Outer Hebrides, along with Orkney and Shetland, give the least in total, but give an above-average share of income.

Mid Dunbartonshire has the highest % of people who donate, who donate the most money and give the highest share of income.

Edinburgh South has the highest levels of local engagement and are most likely to see the positive impact of charities on their local area.

Glasgow North East has lowest levels of pride, but one of the highest levels of wanting opportunities to get involved in community life.



# Focus on Northern Ireland

**£250M**

donated by people in Northern Ireland in 2025.



**59%**

donated or sponsored.



**1.2%**

average share of income donated.



**£39**

average monthly donation.

**56%**

expressed a sense of pride in their local area.



**35%**

engaged with local community activities.

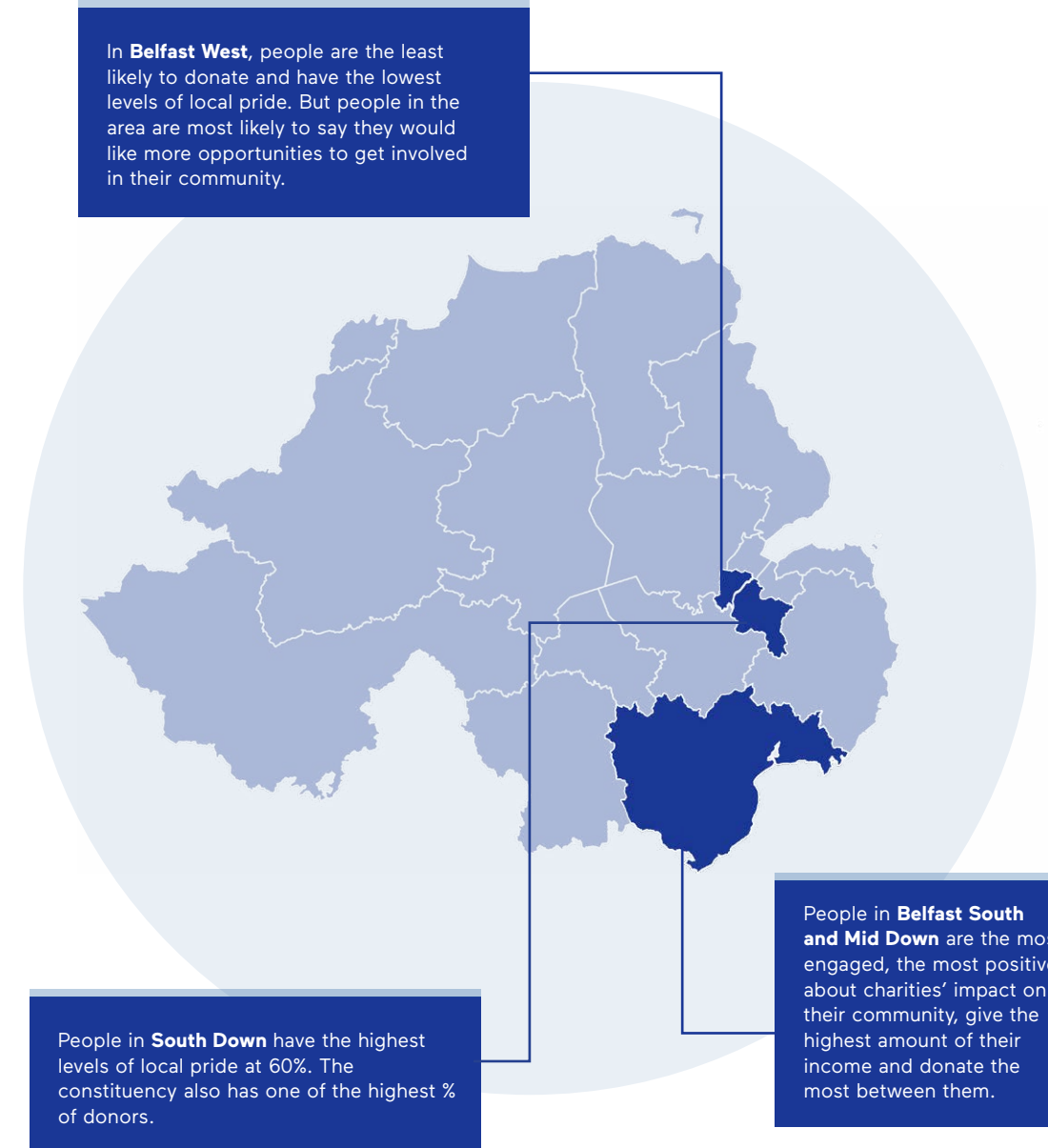


**18%**

would like more opportunities to get involved in their local community.



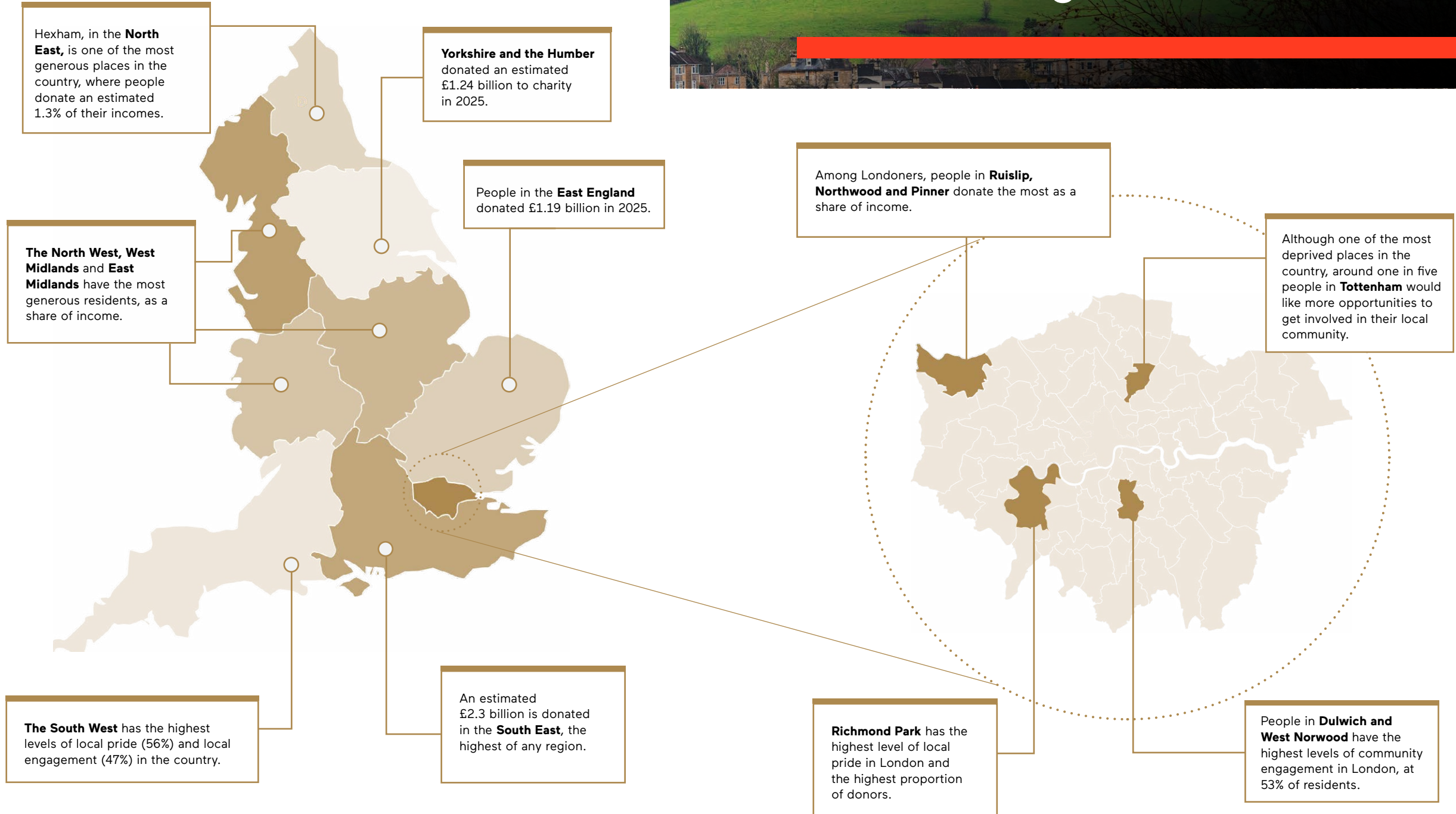
In **Belfast West**, people are the least likely to donate and have the lowest levels of local pride. But people in the area are most likely to say they would like more opportunities to get involved in their community.



People in **South Down** have the highest levels of local pride at 60%. The constituency also has one of the highest % of donors.

People in **Belfast South and Mid Down** are the most engaged, the most positive about charities' impact on their community, give the highest amount of their income and donate the most between them.

# Focus on England





# OUR CALLS TO POLICYMAKERS



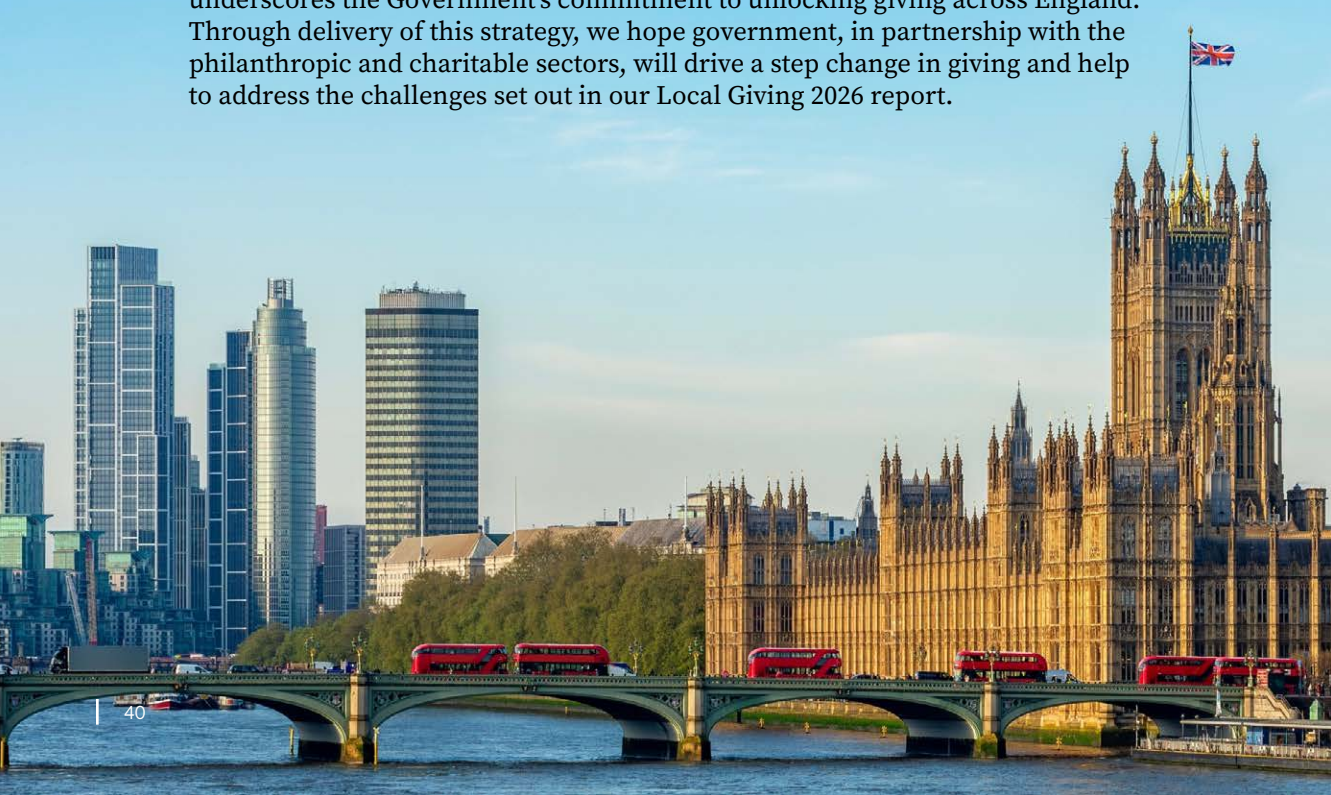
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# We are calling on Government to continue supporting a renewed culture of giving.

CAF works at the centre of the giving world, helping to understand and shape the environment for charitable giving and inform national conversations about the future of charitable giving and philanthropy.

The Government has recently taken positive steps towards driving a renewed culture of giving in the UK – something that CAF has long been calling for:

- The Office for the Impact Economy is providing a focus for government work with the sector alongside government departments.
- The Government is considering recommendations developed by the Treasury-appointed Social Impact Investment Advisory Group (SIIAG) on how to boost charitable giving and philanthropy. CAF played a key role in the SIIAG.
- The Department for Culture Media and Sport's plan, Our Place to Give, underscores the Government's commitment to unlocking giving across England. Through delivery of this strategy, we hope government, in partnership with the philanthropic and charitable sectors, will drive a step change in giving and help to address the challenges set out in our Local Giving 2026 report.



## Our calls to policymakers:

### Invest in local philanthropy infrastructure to boost donations in place.

The Government's commitment to establish a Community of Practice for place-based giving initiatives is an encouraging step, along with the ambition to explore how funding as part of other programmes may be used to support philanthropy infrastructure. To build on this, the Government should provide targeted funding to place-based giving schemes, to strengthen their capacity to fundraise, especially in places with high levels of need, fewer charities or fewer donors.

### Use match funding to unlock donations and community wealth for the long term.

It is encouraging to see the Government's commitment to the strategic use of match funding, and the recent number of match funding opportunities offered across departments.

Building on this, the Government should commit to creating a targeted regional match funding scheme, enabling places to attract new donors and build endowments that will support their communities into the future.

### Strengthen charities and civil society through local civil society infrastructure.

We welcome existing commitments to supporting civil society infrastructure through programmes such as the local covenant partnerships fund, the Community wealth fund, the Better Futures Fund and the Pride in Place programme. The Government should invest in infrastructure for charities, focusing on supporting capability in fundraising, and partnership with philanthropy. This would give more local charities the skills to boost their incomes.

## About the research

In this report, findings for the calendar year 2025 are based on the responses of 12,913 individuals, unless otherwise indicated. The sample is constructed in such a way that it is nationally representative of the UK in terms of respondents' sex, age, region/nation and social grade.

All figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online and the figures have been weighted and are representative of all UK adults (aged 16+).

A statistical technique known as Multilevel Regression and Poststratification (or MRP) was used to create the constituency- and ward-level data and maps. It is a method for adjusting public opinion poll results to account for any imbalance between the survey sample and the population in each constituency and is often used to predict election results by seat. MRP was carried out by Electoral Calculus on behalf of CAF.

The data shown in each map is calculated based on adults in that constituency forward.



Image: Clydebank Housing Association



Image: Tapestry Care



Image: Milton Keynes YMCA

## About CAF

CAF exists to accelerate progress in society towards a fair and sustainable future for all. Over the last 100 years, we have led the way in developing innovative approaches to giving. Annually, we distribute over £1 billion to charities around the globe.

As a leading charity operating from the UK, US and Canada, alongside an international network of partners, CAF works at the centre of the giving world. We collaborate with corporate and individual donors to enable them to give more effectively, strategically and impactfully. This includes connecting them to charities globally and providing access to our in-depth sector knowledge, governance expertise and innovative giving solutions.

We help charities to strengthen their resilience and do more of their life-changing work, through our impact consulting services from our Impact Accelerator, tools to support charities' fundraising activities, and charity financial services from CAF Bank Limited and CAF Financial Solutions Limited. Using our research, policy and campaigns work, we understand and influence the wider environment for charities and donors.

**Together, we give more.**

Registered charity number 268369

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