

UK Giving 2012

An overview of charitable
giving in the UK, 2011/12

November 2012



Charities Aid
Foundation

Contents

	Foreword	3
	Key findings	4
1	The context for UK Giving	5
2	What proportion of people give money to charity?	6
3	How much is the typical gift?	7
4	What is the total amount given by individuals in 2011/12?	9
5	How do people give?	10
6	Who gives and who gives more than others?	12
7	What causes do people give to?	13
8	What proportion of donors use Gift Aid?	15
9	Methodology	16
10	Authors and acknowledgements	18



Foreword

Charitable giving is important. It is an expression of our values and beliefs as a society. It supports the hard work of tens of thousands of charities, voluntary organisations and community groups that transform lives and communities across the country.

The message from our research this year is that the overall amount given to charity has fallen. Against a backdrop of tough economic times, our evidence indicates that fewer people are giving. Many are giving less. The overall impact is that giving fell by 20% between 2010/11 and 2011/12. It is too early to know whether this is the beginning of a trend or a one-off; a blip in an otherwise enduring relationship between the public and charitable giving.

Importantly, we remain a generous and compassionate society. The amount given this year – over £9.3 billion – is a considerable sum. And the sheer number of those giving – we estimate that 28.4 million people give in a typical month – puts into perspective stories of donor fatigue.

We continue to believe that most people give when they can. And people contribute not only financially, but also by volunteering their time and supporting others. The 70,000 Olympic volunteers were a tremendous and high-profile example of this; but so too are the everyday, often informal contributions of millions of people across Britain.

Nonetheless, these remain difficult times for many charities, particularly small and medium sized organisations who we suspect may be disproportionately affected by reductions in giving. Many charities are not in the fortunate position of holding reserves. Faced with falling donations and public spending cutbacks, those that do are having to dip into them to keep meeting the needs of their beneficiaries. Some are having to close front-line services. And some are having to make redundancies. We are painfully aware that some face closure. The drop in donations is a concern for everyone in our society, not just charities.

We believe that CAF and NCVO have a leading role to play in responding to these findings, both in terms of leading the subsequent debate, but also in terms of taking action. But we are not alone. At this challenging time, it is vital that every part of our nation – the Government, business and the public – comes together to back our charities and ensure they can continue to survive and thrive in these difficult times.

Dr John Low CBE

Charities Aid Foundation

Sir Stuart Etherington

National Council for Voluntary Organisations

Key findings

- **The proportion of people donating to charitable causes in a typical month has decreased over the last year, from 58% to 55%.** Participation in charitable giving nevertheless remains relatively widespread, with over half of adults giving in 2011/12, equivalent to 28.4 million adults.
- **The typical amount given per donor per month in 2011/12 was £10 (the median value).** There was a reduction in the amount being donated in 2011/12. The median amount decreased, having been £11 in 2010/11 and £12 in 2009/10.
- **The estimated total amount donated to charity by adults in 2011/12 was £9.3 billion. Compared to 2010/11, this is a decrease of £1.7 billion in cash terms, and a decrease of £2.3 billion in real terms, after adjusting for inflation.** In real terms, the estimated total amount in 2011/12 is the smallest it has been since the survey began in 2004/05.
- **Between 2010/11 and 2011/12, the total amount donated has decreased by 15% on the unadjusted totals and by 20% in real terms** (adjusting the 2010/11 total for inflation).
- **Giving by cash is the most common method of giving, used by half of all donors in 2011/12.** It has been the most common method of giving for all eight years of the survey. As in previous years the typical amounts given by cheque/card are the largest (£20). Direct debit accounted for the largest share of total donations in 2011/12, representing almost a third (31%) of the overall amount given, compared to a quarter in 2010/11.
- **Women continue to be more likely to give to charity than men** (58% compared to 52%). In 2011/12 women aged 45-64, and 65 or more, are the groups most likely to give (62%) and they also gave the largest median amount (£15 per month). Although consistently the most likely to give, the percentage of people in managerial and professional groups giving has decreased (66% compared to 70% in the previous year), as has the amount they give (£17 compared to £20).
- **‘Medical research’, ‘hospitals and hospices’ and ‘children and young people’ continue to attract the highest proportions of donors.** ‘Religious causes’ attracted the largest donations with a median amount given of £20 and received 17% of all money donated.
- **For the first time since the survey began, the proportion of donors using Gift Aid has dropped;** from 42% in 2010/11, it fell to 39% in 2011/12. The decrease in Gift Aid use is concentrated among those making smaller donations (less than £25).

The context for UK Giving

UK Giving 2012 is based on interviews with over 3,000 people, during the months of June 2011, October 2011 and February 2012 (see section 9 on methodology for more information about response rates). This section of the report provides some further background context for its findings.

The policy environment

Successive governments have sought to support and encourage giving and philanthropy. The Labour governments of 1997-2010 sought to increase giving and philanthropy, first through the modernisation and expansion of Gift Aid, then its support for the Giving Campaign, and subsequently developed a range of initiatives summarised in 'A Generous Society'. Since taking office, the Coalition Government has been no less active. It produced a Giving Green paper in December 2010, followed by a White paper in May 2011. It has also introduced the Community First matching fund, to match donations made by individuals and companies for the benefit of their local communities, and initiatives making it easier to give, for example, via cash machines.

The tax framework for giving has been important. The Gift Aid scheme in particular has been successful, showing significant take-up over time. The Budget in March 2011 was also seen to be charity-friendly. It included measures to modernise Gift Aid, the creation of a new small donations scheme, and measures to encourage legacy giving. Many will be aware that Government proposals – subsequently withdrawn – to cap charitable tax reliefs for wealthy donors were made in the March 2012 budget. It should be noted that our research took place prior to the Government's announcement.

Charitable giving and the economic context

Evidence suggests that a number of factors are likely to shape who gives to charity and how much they give: for example, being asked is widely reported to be an important trigger (Bekkers and Wiepking, 2007). Other studies have suggested that charitable giving, and specifically the proportion of the population likely to give and the amounts they give, is related to wider economic factors (Banks and Tanner, 1997).

It is notable that in the two years since the financial crash in 2008/09, the British public continued to give generously to charities. This reflects the long-term trend of sustained high levels of giving in Britain. However, there was a marked decline in the amount given across 2011/12, with the decline being particularly pronounced in February 2012, the period when the UK was re-entering recession.

It was in February 2012 that our survey responses showed a marked change. This manifested itself in three ways: a drop in the number of people giving, a drop in the size of donations given, and the compounding effect of inflation that meant the overall value of donations, in real terms, was significantly reduced.

Our research has not sought to establish the cause of the decline in giving. However, as the dip in 2008/09 coincided with the beginning of the recession, it seems plausible that the proportion of people giving in 2011/12 has been affected by the difficult economic situation during 2011, followed by the return to recession in the first quarter of 2012.

What proportion of people give money to charity?

Key findings

- The proportion of people donating to charitable causes in a typical month has decreased over the last year, from 58% to 55%.
- Participation in charitable giving nevertheless remains relatively widespread, with over half of adults giving in 2011/12, equivalent to 28.4 million adults.

Analysis

More than half of all adults in the UK gave to charity in 2011/12; 55% donated in a typical month, equivalent to 28.4 million adults¹. The proportion of adults giving is three percentage points lower than in 2010/11, when 58% donated, and reverses the increase in giving seen since the low point of 2008/09.

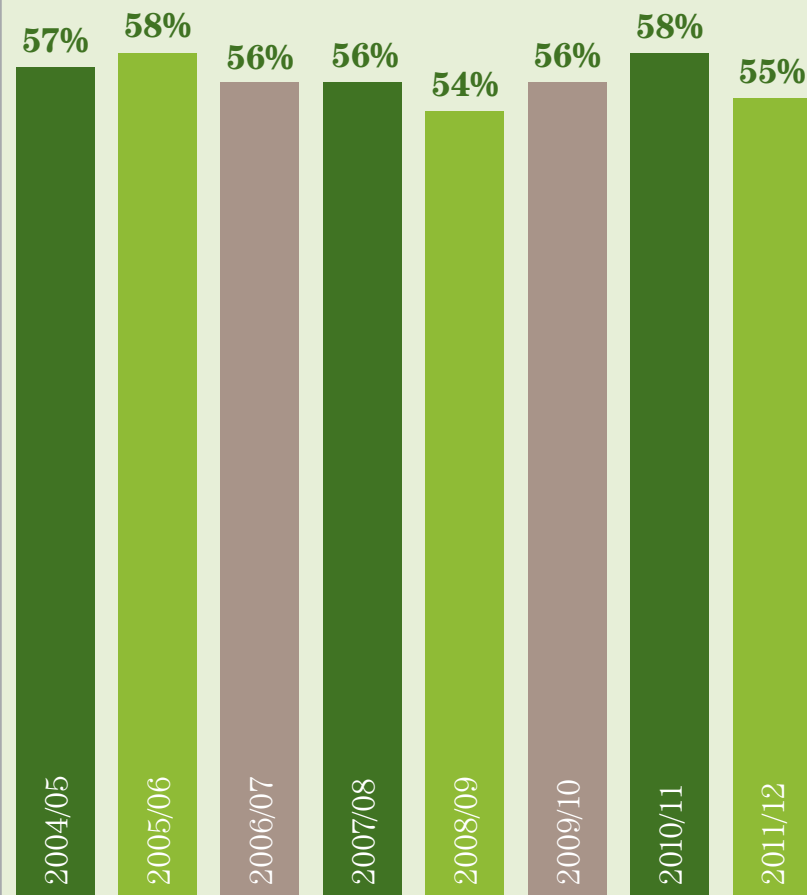
The 58% level of giving last year was the joint highest since the survey began, equalled only in 2005/06. Giving this year seems to have decreased back to a more typical level; apart from the dip in 2008/09, the proportion giving was stable at 56% between 2006/07, and 2009/10.

This piece of research has not sought to establish the cause of the decline in giving. However, as the dip in 2008/09 coincided with the beginning of the recession, it seems plausible that the proportion of people giving in 2011/12 has been affected by the difficult economic situation during 2011, followed by the return to recession in the first quarter of 2012.²

Over recent years, the size of the UK adult population has continued to increase (from 48.2 million in mid-2004 to around 51.4 million in mid-2011³). As a result, the potential donor base has increased too. This year, the actual number of donors has fallen, from 29.5 million in 2010/11 to 28.4 million in 2011/12, meaning that the decline in participation has outweighed the rate of increase in the adult population.

Figure 1

Proportion of adults in the UK giving to charity, in a typical month, 2004/05-2011/12



- ¹ To calculate the total number of donors in a year, we multiply the proportion of donors by the estimated number of adults in the UK population, using the ONS mid-year population estimates. See also footnote 3.
- ² Of the three months over which the survey is carried out (June, October and February), the proportion giving was particularly low in February, when the country was again in recession. However, the proportion of people giving always fluctuates from month to month. The smaller sample size per month gives less reliable estimates because the sampling errors are greater. The confidence interval around the *monthly* estimate (the area in which the true value lies) is plus or minus approximately 3.5 percentage points so if, for example, the monthly proportion is estimated to be 55%, the true value may be as low as 51.5% or as high as 58.5%. In contrast the confidence interval around the proportion giving based on the *annual* sample size is approximately plus or minus 2 percentage points so if, for example, the monthly proportion is estimated to be 55%, the true value may be as low as 53% or as high as 57%. Only next year's results will allow us to confirm whether this is a clear trend or a more random fluctuation.
- ³ 2004-10 figures from annual ONS mid-year population estimates. ONS UK population estimates for 2011 will not be available until Spring 2013; this estimate is based on ONS mid-2011 population estimates for England and Wales (published September 2012) plus mid-2011 population estimates for Scotland (still based on 2001 Census) plus Northern Ireland 2011 Census population totals (relating to end March 2011 rather than mid-2011).

How much is the typical gift?

Key findings

- The typical amount given per donor per month in 2011/12 was £10 (the median value).
- There was a reduction in the amount being donated in 2011/12. The median amount decreased, having been £11 in 2010/11 and £12 in 2009/10.

Analysis

The median donation given in a typical month in 2011/12 was £10 per donor. The median average is a better indicator of a 'typical' donation than the mean, since it is less influenced by the small number of larger donations.

The median donation of £10 in 2011/12 decreased from £11 in 2010/11 and £12 in 2009/10; prior to that the median had remained stable at £10 for the previous five years. The median amount has returned to its more typical pre-2009 level, in the same way as the proportion giving is likely to have returned to a more typical level.

The mean donation of £27 was £4 lower than the previous year, and the lowest mean value since 2004. Although the mean is subject to fluctuation, this degree of change is statistically significant in real terms, after adjusting the 2010/11 mean for inflation between then and 2011/12⁴.

The decrease in both the median and mean donations suggests a clear downward movement in the amounts being donated.

Comparing the size of donors' gifts over time, we can see that the proportion of people in the two highest gift size categories has reduced. However, for all four gift size categories, the median values within each category have remained fairly stable between 2007/08 and 2010/11.

The proportion of donors giving less than £10 has remained similar (between 38% and 41% over the last three years). However, the proportion of people giving £25 or more has reduced from 32% in 2010/11 to 29% in 2011/12. These donors include those giving £100 or more (6% in 2011/12 compared to 7% the previous year) and those giving between £25 and £100 (23% compared to 25%).

Although the percentage of donors giving between £25 and £100, and £100 or more have fallen by only 2% and 1% respectively, these small drops have had an impact on the total amount donated by the population (see section 4). This is because these higher donations contribute a large share of the overall amount donated. In particular, donors giving £100 or more accounted for 40% of total donations in 2011/12 compared to 45% in 2010/11.

Figure 2

Median and mean amounts given per donor per month, 2004/05 – 2011/12

	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
Median amount per donor (£)	10	10	10	10	10	12	11	10
Mean amount per donor (£)	24	28	29	32	30	31	31	27

⁴ The £4 difference is not statistically significant but when the 2010/11 mean is uprated for inflation, the adjusted mean is £33 (rounded); that £6 difference is statistically significant.

Mean amount: the sum of the amounts given divided by the number of people giving.

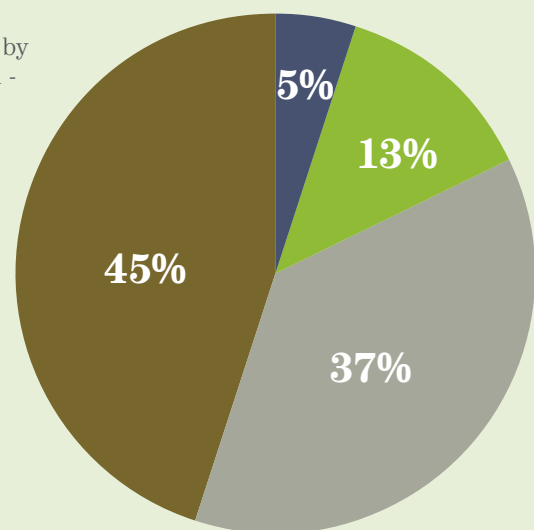
Median amount: the value in the middle of the amounts given, where half of the amounts given by people fall above it and half below it.

How much is the typical gift?

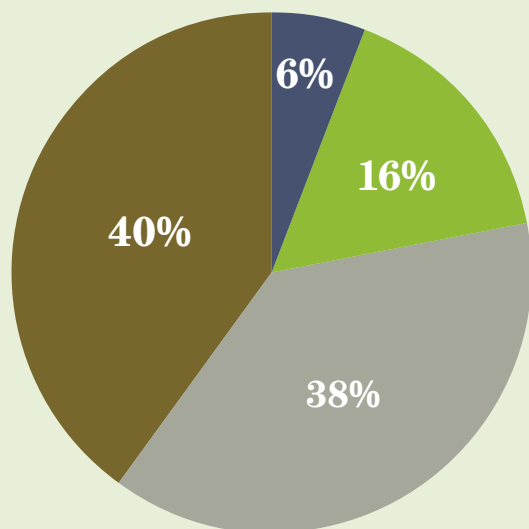
Figure 3

Share of total donations by size of donation, 2010/11 - 2011/12

■ Under £10
■ £10 to £24.99
■ £25 to £99.99
■ £100 or more



2010/11

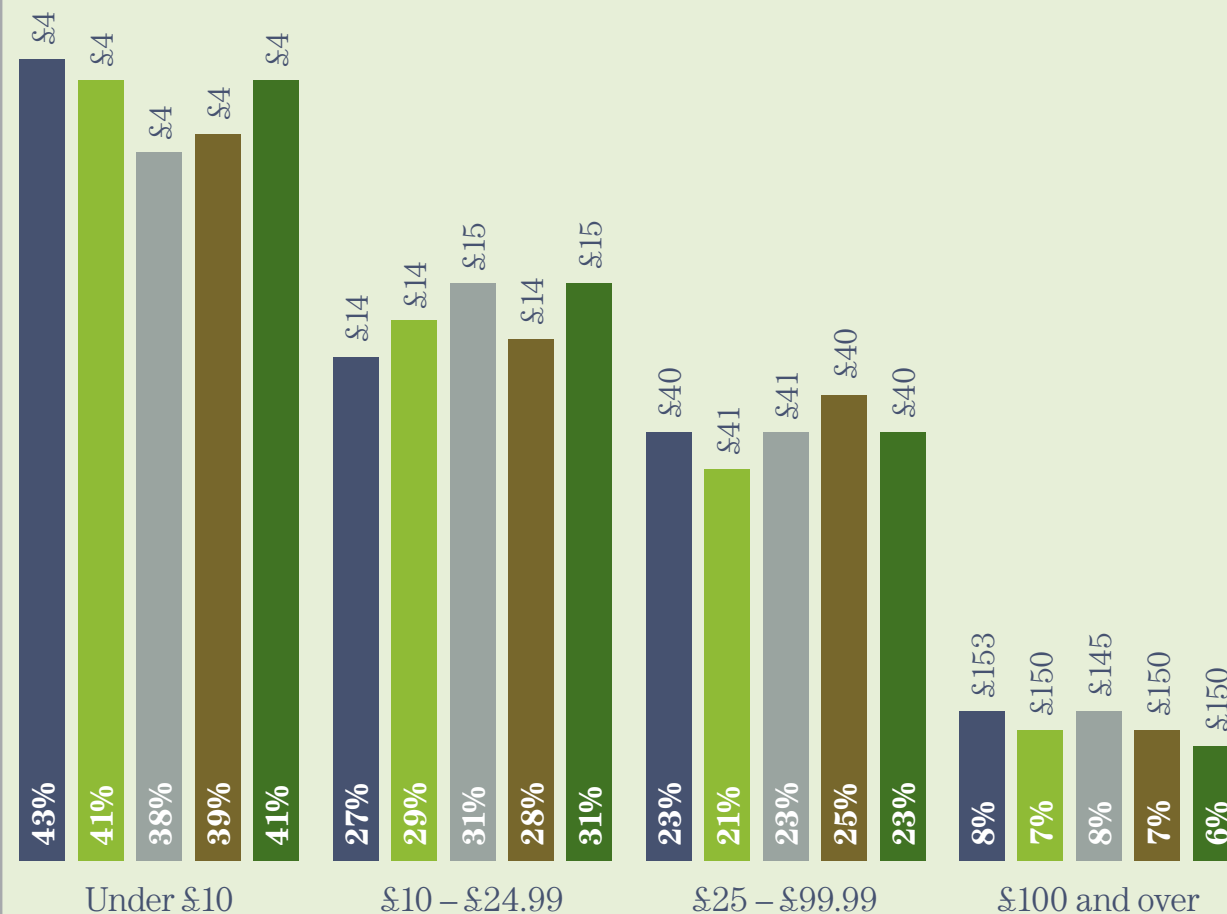


2011/12

Figure 4

Proportion of donors by size of gift (%), and median amount given per band, 2007/08 – 2011/12

■ 2007/08 ■ 2008/09 ■ 2009/10 ■ 2010/11 ■ 2011/12



What is the total amount given by individuals in 2011/12?

Key findings

- The estimated total amount donated to charity by adults in 2011/12 was £9.3 billion, a decrease from 2010/11 of £1.7 billion in cash terms and of £2.3 billion in real terms, after adjusting for inflation.
- Between 2010/11 and 2011/12, the total amount donated has decreased by 15% on the unadjusted totals and by 20% in real terms (adjusting the 2010/11 total for inflation).
- In real terms, the estimated total amount in 2011/12 is the smallest it has been since the survey began in 2004/05.

Analysis

Our estimate of the total amount given to charity by adults in 2011/12 is £9.3 billion, £1.7 billion less than last year. When the 2010/11 total is adjusted for inflation, the decrease is greater, £2.3 billion.

It is the largest drop in the total amount given since the survey began, greater than the reduction in 2008/09 (which was £1.6 billion adjusted for inflation, £0.9 billion unadjusted⁵). In 2008/09 the proportion giving decreased but the median amount donated remained the same and the mean amount reduced only slightly. In 2011/12, however, both the proportion of people giving and the average amounts given have decreased significantly.

Approximately three-quarters of the decrease between 2010/11 and 2011/12 comes from the reduction in the average amount given and approximately one-quarter from the reduction in the proportion giving.

Between 2010/11 and 2011/12, the total amount donated has decreased by 15% on the unadjusted totals and by 20% in real terms (adjusting the 2010/11 total for inflation).

The methodology for calculating the total annual amount given to charity by adults is to multiply the total number of donors in a year⁶ by the mean amount given per year⁷. This provides us with an estimate of the total annual amount donated by adults living in the UK. The mean amount is the most variable element,

so changes in the total amount donated can be due to relatively small shifts in the sample mean⁸, rather than necessarily being a genuine change in the total amount of money donated. Although these annual estimates are approximate⁹, they are the most accurate available estimates of the total amount donated to charity, because of the robust survey design¹⁰.

Looking at the total amounts given to charity over the eight years of the survey, the total amount donated in 2011/12 is the smallest in real terms been since the survey began. 2007/08 remains the year when the largest amount in real terms was donated (£12.6 billion after adjusting for inflation).

5 These are the precise decreases; subtracting the amount shown in Figure 5 gives slightly different amounts because those amounts are rounded.

6 The number of donors is calculated by multiplying the proportion of donors by the estimated number of adults in the UK population, based on the ONS, GRO Scotland and NISRA mid-year population estimates. See footnote 3 for further details.

7 The mean amount given per year is calculated by multiplying the mean amount per month by 12.

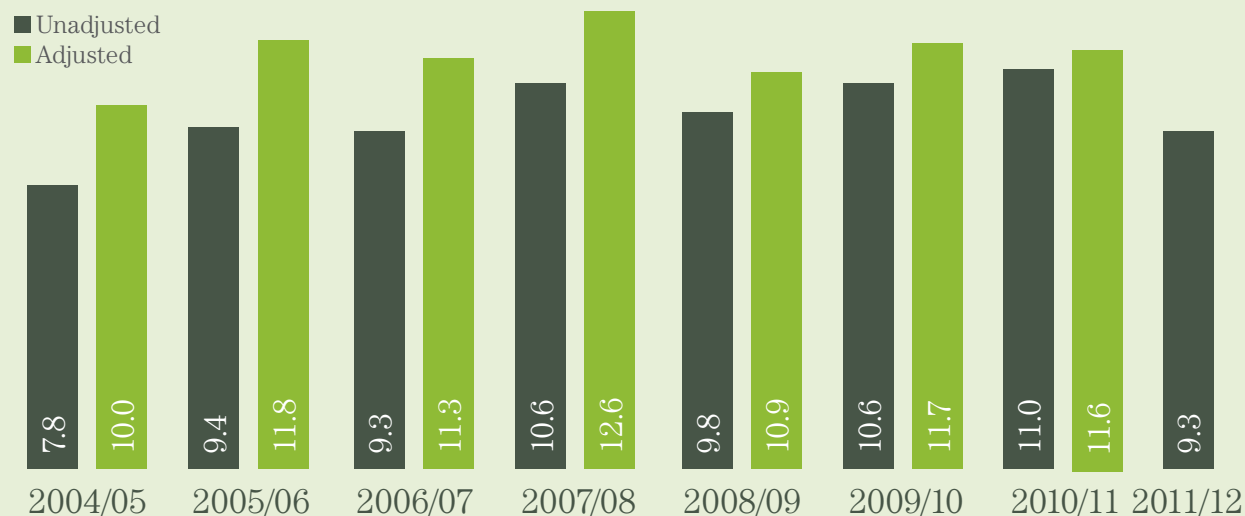
8 Each year the sample contains only small numbers of donors giving large amounts. These larger amounts have a disproportionate effect on the mean and may result in apparent differences from year to year which are not 'real' but are due to variations in the mean.

9 Surveys are based on a sample of adults, rather than the whole population. Survey findings are subject to 'sampling error' depending on the size and design of the sample and 'non-response bias' because not everyone sampled agrees to take part in the survey and the people who do not take part are generally different from those who do. Both these issues affect the data on charitable giving.

10 The great advantage of this survey is that it is based on a random probability sample, which means that the accuracy or sampling error can be calculated precisely. It also achieves high response and reweights the figures for non-response bias.

Figure 5

Estimated total amounts given by individuals, adjusted for inflation and unadjusted, 2004/05 to 2011/12 (£ billions)



How do people give?

Key findings

- Giving by cash is the most common method of giving, used by half of all donors in 2011/12. It has been the most common method of giving for all eight years of the survey.
- As in previous years the typical amounts given by cheque/card are the largest (£20).
- Direct debit accounted for the largest share of total donations in 2011/12, representing almost a third (31%) of the overall amount given, compared to a quarter in 2010/11.

Analysis

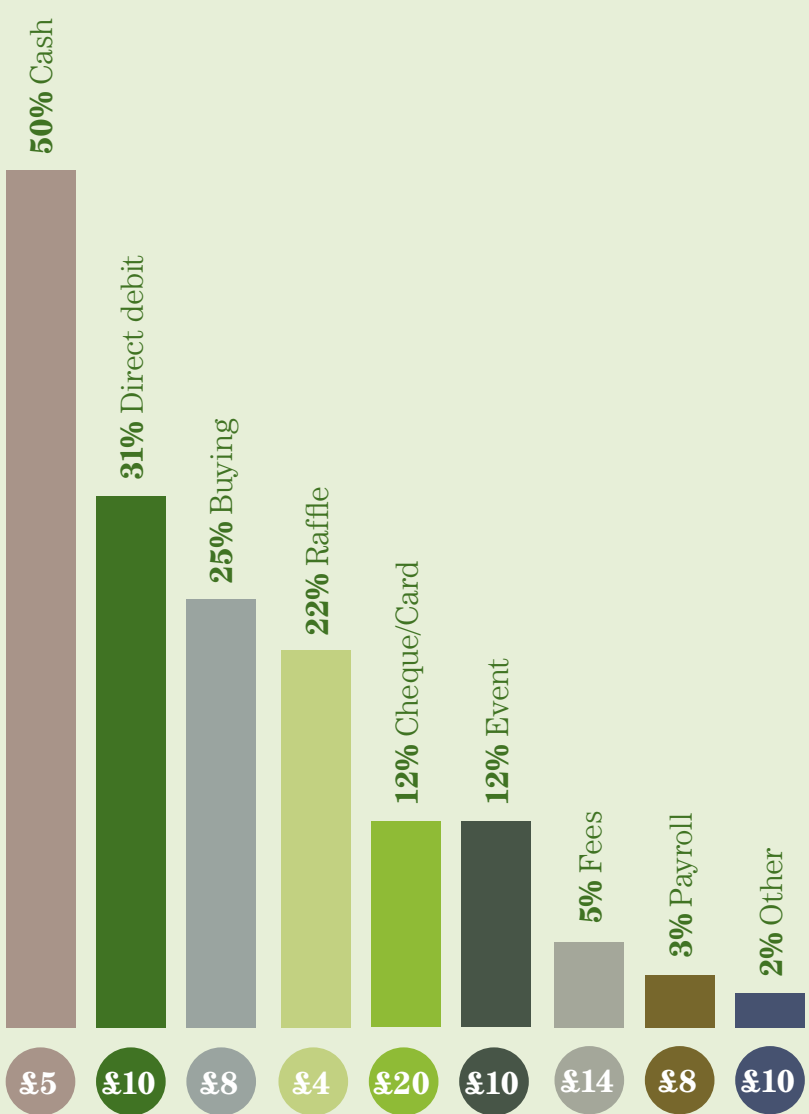
There is little change in the way people give – the three most popular methods of giving have been the same for the past few years. Cash remains the most common method of giving with half of donors (50%) using this method in 2011/12, followed by direct debit (31%), buying goods (25%) and buying raffle tickets (22%). Membership fees/subscriptions and payroll giving remain the least frequently used methods of giving, with only 5% and 3% of donors using these methods in 2011/12.

Over the last two years, there has been a noteworthy shift in the value of the different methods of donation. The total share of value of direct debit has increased from 22% in 2009/10 to 31% in 2011/12. In contrast, the method of payment that has declined the most in its share of value is cheque/card, declining from 29% in 2009/10 to 18% in 2011/12. Because the typical amount given by cash is small, this method of giving accounts for only 15% of total donations.

The typical median amount given by donors varies with the method of giving. Despite giving by cash being the most common method of giving, the typical amounts given by cash (£5) are smaller than any other method of giving, with the exception of giving by buying raffle tickets (£4). By contrast, the typical amount given by cheque/card is the largest – at £20, it is four times bigger than the typical amount given by cash.

In 2011/12, 7% of donors made donations online. One per cent of people made donations by text; the proportion had been less than half a per cent in the previous three years.

Figure 6
Methods of giving: proportion of donors and median amount, 2011/12

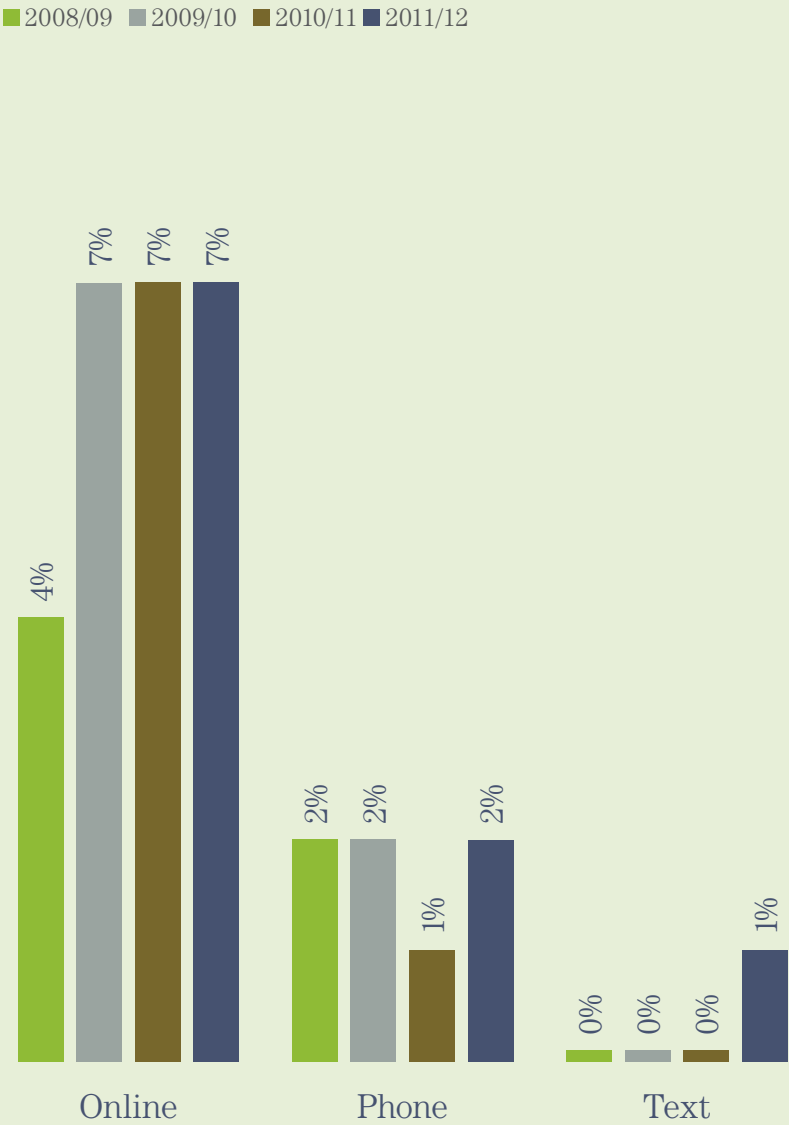


How do people give?

Figure 7
Proportion of people giving by method, 2005/06 – 2011/12

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
Cash	50	47	47	47	50	47	50
Direct debit	26	29	30	31	29	32	31
Buying	27	25	25	24	25	27	25
Raffle	27	23	22	20	20	21	22
Cheque/card	14	12	15	13	14	13	12
Event	13	13	13	13	13	13	12

Figure 8
Proportion of people giving by method, 2008/09 – 2011/12



Who gives and who gives more than others?

Key findings

- Women continue to be more likely to give to charity than men (58% compared to 52%).
- In 2011/12 women aged 45-64, and 65 or more, are the groups most likely to give (62%) and they also gave the largest median amount (£15).
- Although consistently the most likely to give, the percentage of people in managerial and professional groups giving has decreased (66% compared to 70% in the previous year), as has the amount they give (£17 compared to £20).

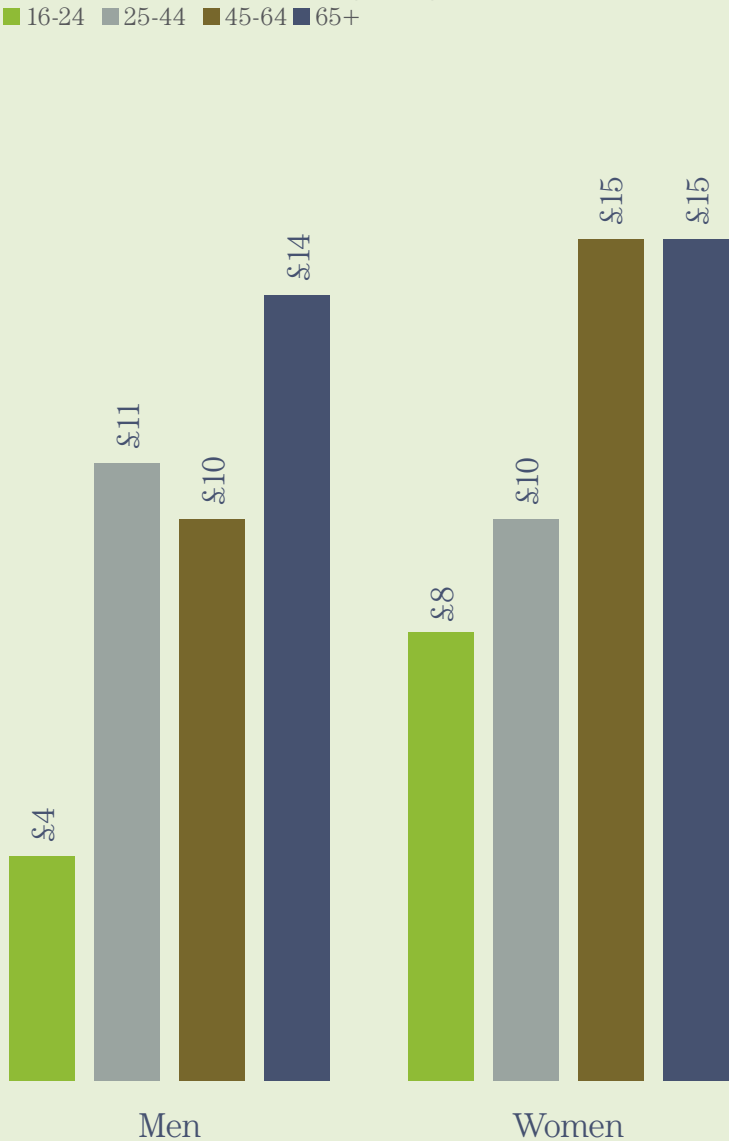
Analysis

In 2011/12, as in all previous years of the survey, women were more likely to give than men: 58% of women donated money to charity monthly, compared with 52% of men. Women continue to give higher average amounts than men, but only marginally so this year (with a median donation of £11 per month for women compared with £10 for men).

Looking at both gender and age, women aged 45-64 and above 65 are the groups most likely to give; 62% of women in both categories gave to charity monthly in 2011/12. They also gave the largest median amount (£15 in both cases). The youngest adults continue to be the least likely to give. However, the gap between men aged 16-24 and those aged 25-44 is narrowing (48% and 50% respectively gave in 2011/12, compared with 49% and 55% in 2010/11). For the second consecutive year, women aged 16-24 are the least likely to give (41% compared with 48% for men in the same age-group).

Giving also varies by occupation. In 2011/12, as in previous years, people in managerial and professional occupation groups were the most likely to give and gave larger median amounts on average. However, this year the groups' propensity to give (66% compared to 70% last year) and the average amount they give per month (£17 compared with £20 last year) have decreased. The proportion of people giving in the routine and manual occupation groups was lower than in 2010/11 (47% compared to 52%) but similar to the previous four years, apart from the dip in 2008/09. However, they have continued to give on average similar amounts (£8).

Figure 9
Median donation per month by age and gender, 2011/12



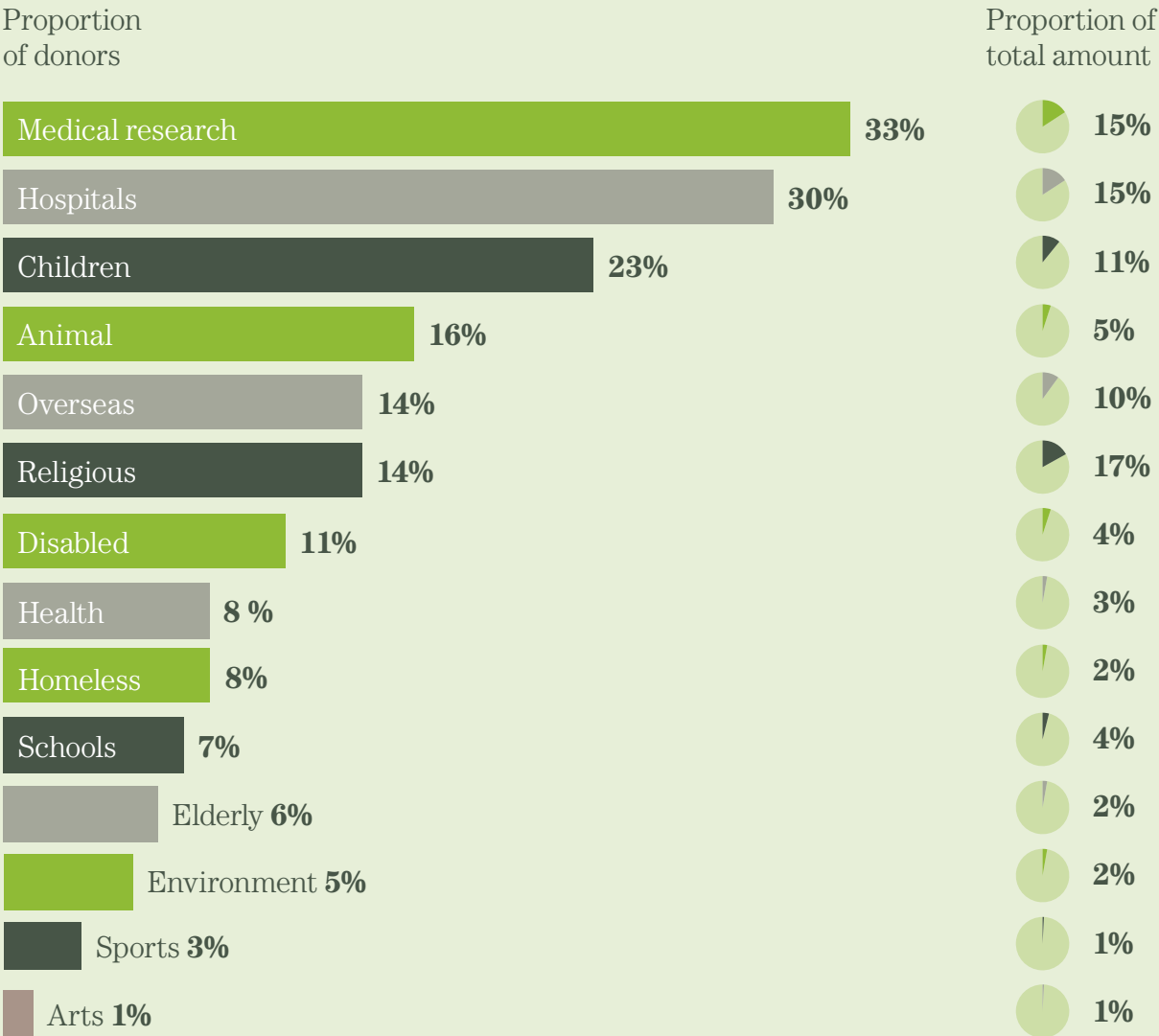
What causes do people give to?

Key findings

- ‘Medical research’, ‘hospitals and hospices’ and ‘children and young people’ continue to attract the highest proportions of donors.
- ‘Religious causes’ attracted the largest donations with a median amount given of £20 per month and received 17% of all money donated.

Figure 10

Proportion of donors giving to different causes and proportion of total amount donated by cause, 2011/12



Analysis

In 2011/12, as in all previous years of the survey, ‘medical research’ was the cause supported by the largest proportion of donors (33%). Over the past eight years, the next two most commonly supported causes have been ‘hospitals and hospices’ and ‘children and young people’. This year the gap between the two is wider than usual, with the proportion of donors supporting ‘hospitals and hospices’ rising to 30%, and the percentage supporting ‘children and young people’ falling to 23%.

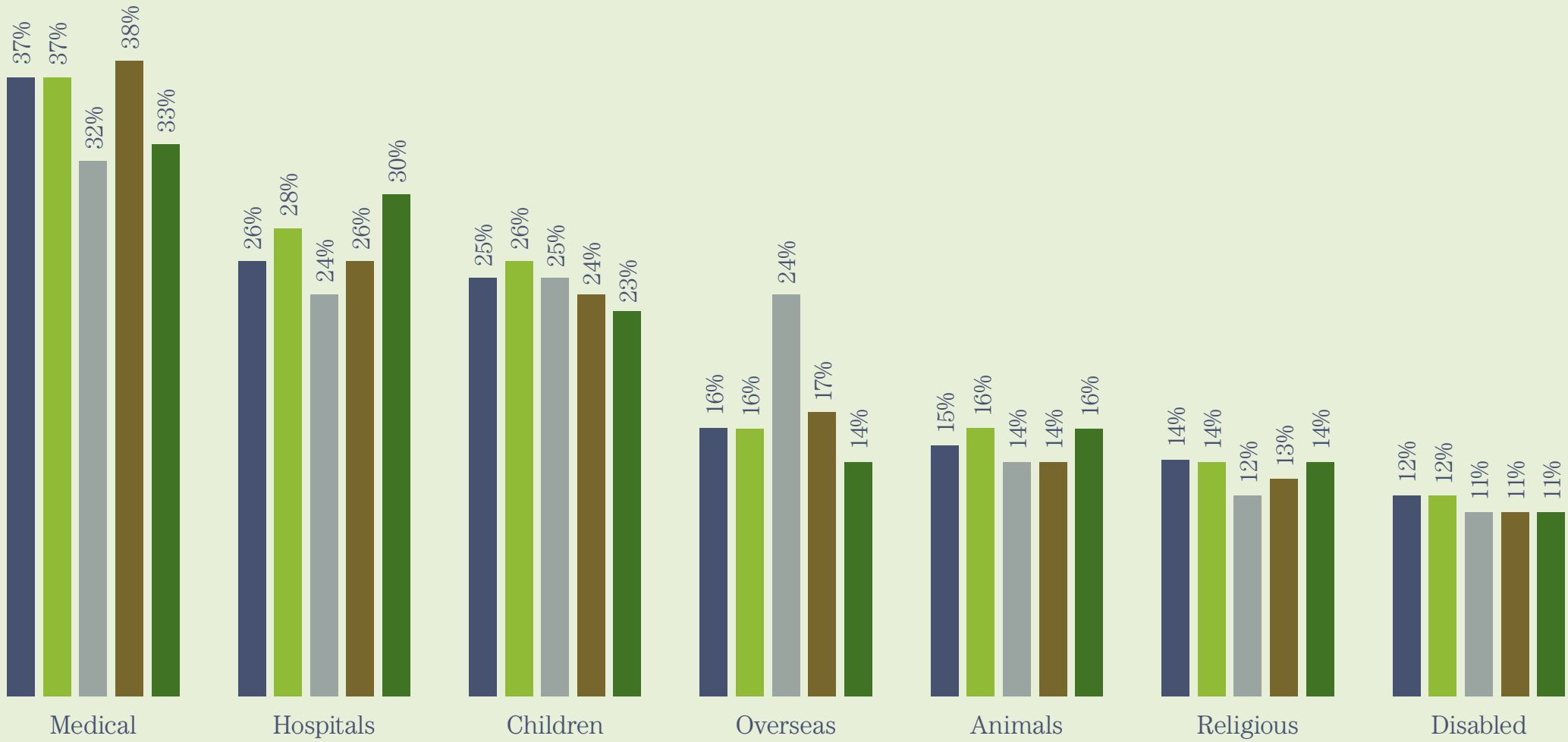
The largest typical amount given per month in 2011/12 was for ‘religious causes’ (£20). This median amount is now twice as high as the two causes with the next-highest typical donation amounts (£10 for both ‘overseas causes’ and ‘the arts’), having increased from £15 in 2010/11 to £20 this year.

In 2011/12, the largest cause in terms of share of all donations made was ‘religious causes’ (17% of all money donated), followed by ‘medical research’ (15%) and ‘hospitals and hospices’ (15%). Since the survey began in 2004/05, the division of overall donations across causes has remained relatively stable. Religion is however, the cause that has seen the largest increase, rising from 14% of all donations in 2004/05 to 17% in 2011/12.

What causes do people give to?

Figure 11
Proportion of donors giving to different causes, 2007/08 – 2011/12

■ 2007/08 ■ 2008/09 ■ 2009/10 ■ 2010/11 ■ 2011/12



What proportion of donors use Gift Aid?

Key findings

- For the first time since the survey began, the proportion of donors using Gift Aid has dropped; from 42% in 2010/11, it fell to 39% in 2011/12.
- The decrease in Gift Aid use is concentrated among those making smaller donations (less than £25).

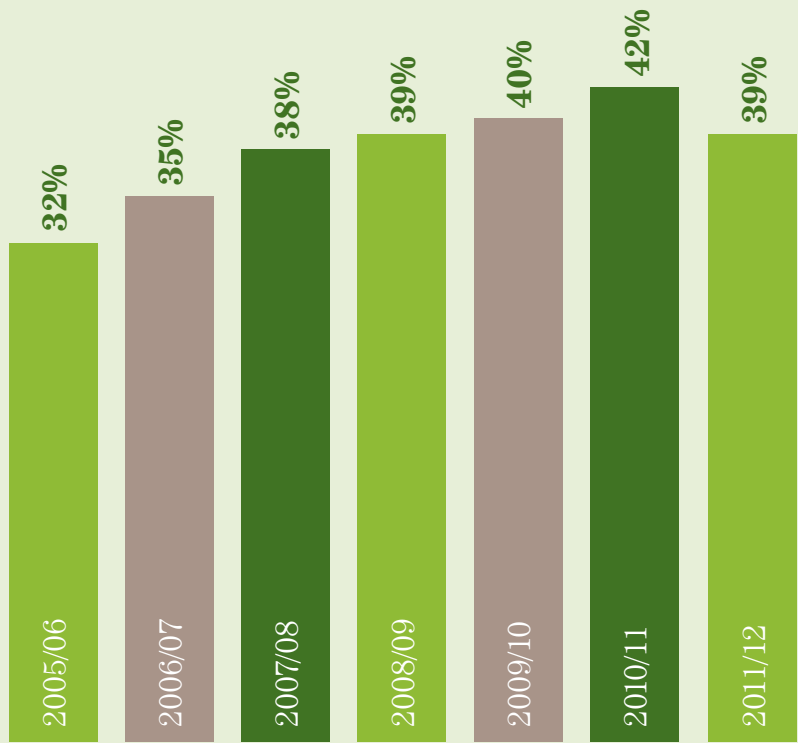
Analysis

The proportion of donors reporting using Gift Aid in a typical month had steadily increased since the survey began. However, it has dropped by three percentage points since last year (from 42% to 39%). The results of next year's survey will indicate whether this is an exceptional dip or the beginning of a downward trend.

As in all previous years, people who donate larger amounts are more likely to use Gift Aid in a typical month. In 2011/12, less than one fifth of those giving the smallest amounts (under £10) said that they had used Gift Aid, whereas four-fifths of those giving the highest amounts (£100 and more) had used Gift Aid.

The proportion of people using Gift Aid in both the lower two donation groups has fallen in the last year. Only 19% of those giving under £10 used Gift Aid, a reduction from 23% last year. For those giving £10-25, the proportion is now 43%, down from 45%. However, it has risen amongst those giving £25 or more (from 60% to 62% for those giving between £25 and £100 and from 70% to 80% for those giving £100 or more).

Figure 12
Proportion of donors using Gift Aid, 2005/06 – 2011/12



Methodology

NCVO/CAF survey of individual giving

The data in this report is based on the above survey, which collects information about charitable giving from adults aged 16 and over in Great Britain¹¹. The survey is run three times a year (in June, October and February) as a module in the Omnibus survey carried out by the Office for National Statistics (ONS). The Omnibus is a multi-purpose survey developed to provide results quickly while retaining the hallmark of high quality – a random probability sample and high response rates.

The ONS Omnibus survey is carried out face-to-face in people’s homes, using Computer-Assisted Personal Interviewing (CAPI). Those interviewed are asked about their donations to charity over the previous four weeks. The ONS Omnibus survey also collects a broad range of social, economic and demographic data about the individuals interviewed; for further details, see <http://www.ons.gov.uk/ons/about-ons/who-we-are/services/opinions--omnibus--survey/classificatory-variables/index.html>

Sample, response rate and weighting

The Omnibus survey uses random probability sampling. The sample is drawn from the Royal Mail’s Postcode address File (PAF) of small users. The Omnibus sample covers Great Britain but not Northern Ireland. The sample is stratified by region, car ownership, socio-economic status and the proportion of people aged over 65 years.

One person in each sampled household is interviewed (the ‘respondent’). At the start of the interview, the interviewer determines the household composition and then selects the respondent from among all those aged 16 and over¹². As only one person per household is interviewed, the data is subsequently weighted to correct for the unequal probability of selection that this causes¹³. As well as accounting for the unequal probability of selection, these weights correct for certain types of non-response bias and improve precision for most variables.

The sample size varies a little from year to year; in 2011/12 3,319 interviews were achieved, spread evenly over the three months (June 1,196, October 1,063 and February 1,060). The response rate over the three months averaged 61% (June 66%, October 58% and February 59%).

In 2009/10, the data for each year going back to 2004/05 were recalculated to take into account an updated and consistent methodology and weighting. Exactly the same methodology and weighting have been applied this year.

The questions: method of donating and causes donated to

People interviewed are shown a card and asked whether they have given to charity in the last four weeks by any of the nine methods shown. They may select as many methods as they wish. For each of the methods that they report using, respondents are shown another card and asked which of the fifteen types of causes listed on the card they have donated to. The respondents/donors assign charities themselves to a cause group from the list at their own judgement; CAF/NCVO do not assign charities to a cause group. Then for each cause donated to by each method, respondents are asked how much they gave and whether they used Gift Aid. Tables A1 and A3 show the full lists of methods and causes on the cards. From 2008/09, a new question was added to the survey to ask donors whether they had made use of other methods of giving in the last 4 weeks: online, by text, phone and sponsorship. See Table A2.

Data checking, editing and analysis

The data collected from respondents are carefully checked before analysis is carried out using the data analysis software SPSS. The data are amended where appropriate to remove obvious reporting/recording errors. Some anomalies will be picked up by the CAPI program and others as a result of a set of editing rules applied by NCVO/CAF. Checks are made particularly on higher-value donations, especially where they seem inappropriate to the method of giving. For example, an event gift of £2,000 is very likely to reflect giving from personal fundraising/ sponsorship rather than an individual gift and would generally be excluded. The deletion or inclusion of a few high-value donations can have a substantial impact on mean amounts, particularly given the small number of high-value donations in the whole sample.

The analyses presented in this report therefore concentrate on the statistics that are less sensitive to high-value donations, for example focussing on median rather than mean values. The analyses in this report generally highlight only those differences that are statistically significant.

11 To generalise to the UK, we check that the results of NICVA’s giving survey in Northern Ireland, are similar; so far they always have been.

12 This selection is performed at random using a Kish grid.

13 For example individuals in smaller households have a higher probability of selection.

Methodology

Table A1: Methods of giving listed on Omnibus survey showcard

Abbreviation	Full description
Buying	Buying goods (e.g. charity shop, charity catalogue purchase, Big Issue)
Card/cheque	Credit/debit card or cheque
Cash	Cash gifts (e.g. collection at work, school, street, pub or place of worship, or sponsoring someone by cash)
Direct debit	Direct Debit, standing order or covenant
Event	Fundraising event (e.g. jumble sale, fetes, charity dinners)
Raffle	Buying a raffle or lottery ticket (not the National Lottery)
Payroll	Payroll giving/regular deduction direct from salary
Fees	Membership fees and subscriptions paid to charity (please specify)
Other methods	Other methods

Table A2: Additional question asking whether used newer methods of giving

Were any of your donations made...
online
by text
by telephone
or through sponsoring someone else?
(none of the above)
coded only if spontaneous reply

Table A3: Causes listed on Omnibus survey showcard

Abbreviation	Full description
Animals	Animal welfare
Arts	Arts
Children/young people	Children or young people
Disabled	Disabled people (including blind and deaf people)
Education	Schools, colleges, universities and other education
Elderly	Elderly people
Environment	Conservation, the environment and heritage
Health	Physical and mental health care
Homeless	Homeless people, housing and refuge shelters in the UK
Hospitals/hospices	Hospitals and hospices
Medical research	Medical research
Overseas	Overseas aid and disaster relief
Religious	Religious organisations (including churches, mosques and synagogues)
Sports	Sports and recreation
Other causes	Other (including rescue services, human rights, benevolent funds and refugees) (please specify)

Authors and acknowledgements

Authors

Joy Dobbs, Véronique Jochum,
Karl Wilding (NCVO)

Malcolm Smith,
Richard Harrison (CAF)

Acknowledgements

During the production of UK Giving we have received invaluable support and advice from many sources.

Special thanks to Malcolm Smith for conducting the data analysis.

We would also like to thank the following people for their contributions:

CAF

Hannah Terrey

NCVO

Charlotte Ravenscroft, Jenny Clark,
David Kane

Office for National Statistics

Sarah Howe, Anne Brown, Sarah
Nightingale and Oliver Tatum

www.cafonline.org/ukgiving

www.ncvo-vol.org.uk/giving



**National Council for
Voluntary Organisations
(NCVO)**

Society Building, 8 All Saints Street,
London N1 9RL

Tel: 020 7713 6161

www.ncvo-vol.org.uk

Registered charity number: 225922



**Charities Aid
Foundation (CAF)**

25 Kings Hill Avenue, Kings Hill,
West Malling, Kent ME19 4TA

Tel: 03000 123 000

www.cafonline.org

Registered charity number: 268369

