

CHARITABLE GIVING – UK – 2023

Charities are navigating a challenging giving environment, but can focus on embracing flexible donating and volunteering, building trust and engaging young donors.



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This report looks at the following areas:

- The impact of inflation/cost of living on charities and charitable giving.
- Charitable causes donated to and participation in charitable activities in the last six months.
- Barriers to donating to charity in the last six months.
- Amount donated to charitable causes in the last six months.
- Methods of donation in the last six months.
- How donors have heard about the charitable causes donated to in the last six months.



Charities are navigating a challenging giving environment, but can focus on embracing flexible donating and volunteering, building trust and engaging young donors.

Overview

The cost of living crisis has created a 'perfect storm' of challenging factors for charities. Charities **own costs have risen significantly, demand from service users has surged** and the **ability to donate, for many, has been threatened**. As budgets are squeezed and personal matters become the primary focus, donating to charity is inevitably a lower priority for many.

Not being able to afford to donate is the most common reason for not giving to charity, but beyond that, the sector is still being held back by mistrust following a number of high-profile scandals in the past decade. Importantly, adults in comfortable financial positions that haven't donated in the past six months cite a **lack of trust in responsible spending of funds** as the key reason for not donating.

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Younger donors, in particular, hold a lot of potential for charities. While they currently may have less money to give, their giving is growing and they are more open to hearing about, and donating to, different causes. Charities that **build long-lasting relationships** with younger audiences now will benefit as their income, donating capacity and interest in different causes grows.

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Report Content

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- Bring your cause close to home
- Young donors are open to be influenced

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