

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.



Francesca Smith, Senior
Research Analyst -
Consumer Lifestyles



Charitable Giving - UK - 2023

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.

BUY THIS REPORT NOW


€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL



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.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@intel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Report Content

Key issues covered in this Report

- Overview

EXECUTIVE SUMMARY

Opportunities for charitable giving

- Flexibility will be key to engaging more donors
- Bring your cause close to home
- Young donors are open to be influenced

Market dynamics and outlook

- The number of charities drops in 2023
 - Graph 1: number of charities in England and Wales, 2013-23
- Charities struggle to rebuild volunteer numbers since the pandemic
 - Graph 2: participation in formal volunteering, England, 2013/14-21/22
- Financial wellbeing is on the recovery
 - Graph 3: the financial wellbeing index, 2016-23

What consumers want and why

- Over two thirds of adults have donated to charity in the last six months
 - Graph 4: charitable causes donated to in the last six months, 2023
- Charities need to tackle trust issues
- Micro-donates open up opportunities for donating
 - Graph 5: amount donated to charity in the last six months (NET), by annual household income, 2023
- Personal causes are consistently the most engaging
- Charities should offer flexible and multiple methods of donating
 - Graph 6: charitable giving behaviours, 2023
- Donating goods to charity is the most popular charitable activity

MARKET DYNAMICS

The market

- A small decline for the charity sector
 - Graph 7: number of charities in England and Wales, 2013-23
- Charities feel the squeeze
- Formal volunteering not yet back to pre-pandemic levels...

- Graph 8: participation in formal volunteering, England, 2013/14-21/22
- ... adding to the cost of giving crisis
- The value of giving is declining

Macro-economic factors

- Inflation is still the key factor affecting charities and donor's finances
- Consumer sentiment: the recovery is continuing...
 - Graph 9: the financial wellbeing index, 2016-23
- ...and people feel more confident about their financial prospects
 - Graph 10: the financial confidence index, 2016-23
- Consumers turn inward as charitable giving falls down the list of priorities
 - Graph 11: "The rising cost of living has meant donating to charitable causes is a lower priority to me", by financial situation, 2023

WHAT CONSUMERS WANT AND WHY

Donations to charitable causes

- Over two thirds of adults have donated to charity in the last six months
 - Graph 12: charitable causes donated to in the last six months, 2023
- There is consistency in the types of causes supported
- Young adults show greater support for environmental causes
 - Graph 13: consumers who have donated to an environmental cause in the last six months, by age, 2023
- The Woodland Trust highlights how they are tackling the climate crisis
- Financial situation impacts donation capability
 - Graph 14: consumers who have donated to a charitable cause in the last six months (NET), by financial situation, 2023

Barriers to donating

- Affordability is the biggest barrier
 - Graph 15: reasons for not donating to charity in the last six months, 2023
- Highlight the importance of giving time
- The hangover from the 'trust crisis' of 2015-20
 - Graph 16: mean trust in charities score (on a scale of 0-10), 2008-23
- Charities need to be absolutely clear on how donor's money is being spent to rebuild trust

Amount donated to charity

- Donors are split in the amount they are giving
 - Graph 17: amount donated to charity in the last six months, 2023
- The necessity of micro-donations
 - Graph 18: amount donated to charity in the last six months (NET), by annual household income, 2023

- Embed donating to charity within the consumer journey
- Older donors consistently give more...
 - Graph 19: amount donated to charity, by age, 2023
- ... but young donors hold a lot of potential
 - Graph 20: changes in donation amount in the last six months compared to the previous six months, 2023

How people hear about charitable causes

- Sources of information on charitable causes remains consistent with 2022
 - Graph 21: how donors have heard about the charitable cause they have donated to in the last six months, 2022-23
- Personal causes are the most engaging
- Prostate Cancer UK 's heartwarming #OdetoDads
- Long-term demographic changes may impact the types of causes people relate and donate to
- There are more opportunities to engage with young donors
 - Graph 22: how people heard about the charitable causes they've donated to in the last six months, by age, 2023
- Social media is a key way to communicate with Gen Z and Millennials
 - Graph 23: donors who heard about the charitable causes they've donated to in the last six months via social media/influencer, by generation, 2023
- Embrace user-generated content
- Return of in-person fundraising events
- Get the balance right of on- and offline fundraising
 - Graph 24: "I would be interested in attending an online fundraising event in the next six months", by generation, 2023

Method of donation

- Charities need to offer varied donation methods
 - Graph 25: method of donation to charitable causes in the last six months, 2022-23
- Cash donations remain popular...
- ... and allow for more flexible support to charities
- Online and direct debit donations tend to be higher amounts
 - Graph 26: how much people have donated in the last six months, by method of donation in the last six months, 2023
- Young donors embrace digital donating methods
 - Graph 27: method of donation in the last six months, by age, 2023
- Flexible donation options are preferred
 - Graph 28: "I would prefer to donate flexibly to charitable causes than set up a regular donation", by age, 2023

Other charitable activities conducted

- Over 7 in 10 adults have participated in a charitable activity recently
 - Graph 29: charitable activities done in the last six months, 2023
- Promote the free ways to support charitable causes
 - Graph 30: participation in charitable activities in the past six months, by financial situation, 2023

- Charity shop sales soar in 2023
- Elevate the charity shopping experience
- Showcase flexible volunteering options on offer

INNOVATION AND MARKETING TRENDS

Advertising and marketing activity

- Advertising spend set to continue to increase in 2023
 - Graph 31: total above-the-line, online display and direct mail advertising expenditure by charities, 2019-23
- Digital advertising sees the most growth
 - Graph 32: total above-the-line, online display and direct mail advertising expenditure by charities, by media type, 2019-23
- TV remains most popular channel for advertising
- Guide Dog's omnichannel campaign leads with heartwarming TV advert
- Major charities are the biggest spenders on advertising
- Cancer Research UK leads the way in adspend in the sector
- UNICEF steps up adspend in 2023

APPENDIX

- Abbreviations and terms
- Charities by income band in England and Wales, 2023

Methodology

- Consumer research methodology
- Nielsen Ad Intel Coverage

Disclaimer

This is marketing intelligence published by Mintel.
The consumer research exclusively commissioned by Mintel was conducted by a UK licensed market survey agent ([see Research Methodology Europe for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com
email: store@mintel.com

Help desk

| | |
|-----------|---------------------|
| UK | +44 (0)20 7778 7155 |
| US | +1 (312) 932 0600 |
| Australia | +61 (0)2 8284 8100 |
| China | +86 (21) 6386 6609 |
| India | +91 22 4090 7217 |
| Japan | +81 (3) 6228 6595 |
| Singapore | +65 (0)6 818 9850 |