

Charitable Giving - UK - September 2016

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"As donors become more discerning in their giving, impact-driven donations could become the gold standard in the sector. In an era when social media drives a greater share of donations, transparency and proper data management will be key to engaging donors."

- Ina Mitskavets, Senior Consumer and Lifestyles Analyst

This report looks at the following areas:

- Putting the bad publicity behind
- Raising accountability in the charity sector
- From Brexit to Chexit?

Charities' finances have been under huge pressure, and – some may argue – as a result, they have turned a blind eye to aggressive fundraising practices that have developed in an increasingly competitive market for donations.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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