

Charitable Giving - UK - April 2018

Report Price: £2195.00 | \$2963.91 | €2470.25

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“2018 heralds a new era for the third sector. Not only do charitable organisations need to adjust to the rules and regulations of the GDPR, which will influence how they engage with future and existing donors, but the scandal surrounding Oxfam threatens to undermine public confidence in charitable giving.”

– **Lucy Cornford, Category Director - Lifestyles**

This report looks at the following areas:

- **The GDPR comes into force**
- **Trust and transparency remain core concerns**

It is clear that to attract donations charities need to be visible and vocal. Harnessing the power of social media can enable them to achieve this with minimal outlay, whilst greater transparency over spending, codes of conduct, and the use of personal data could help rebuild trust in the sector.

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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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