

Charitable Giving - UK - 2022

Report Price: £2195 | \$2995 | €2600

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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.
- Amount donated to charitable causes in the last six months.
- Method of donation in the last six months, and preferred method of donation in the future.
- How donors hear about charitable causes.
- Reasons for not donating to charity in the last six months.
- Interest in digital fundraising and donating methods.

While cash use is declining across consumer spending, it remains important and relevant for charitable donations. Cash is the most common method of donation in the last six months across all age groups, and is also a popular choice when consumers are asked about how they would most like to donate in the future.

High inflation means charities are facing higher operational costs, demand for wage increases from employees and, for some, increased demand from service users as a direct consequence of the rising cost of living. All while still recovering from the disruption and financial losses from the pandemic, many charities will, unfortunately, continue to struggle to stay afloat.

On top of this, consumers are feeling the effects of rising costs and are having to manage squeezed budgets. Those who already had tight finances are likely to already feel a need to cut back on spending, impacting their ability to donate. This will widen the existing gap between those able and unable to donate.

The 16-24 year old cohort, however, hold a lot of potential as donors. Despite their typically weaker financial capability, they are no less likely to donate to charity than over-65s. They also show a lot of interest in innovative methods of



"Charities are facing an extremely difficult time – just as they begin to recover from the disruption and financial losses of the pandemic, they are hit with high inflation and a cost-of-living crisis."

- Francesca Smith, Research Analyst, July 2022

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donating to and engaging with charities, such as using apps, contactless donation points in public spaces and virtual reality at fundraising events.



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