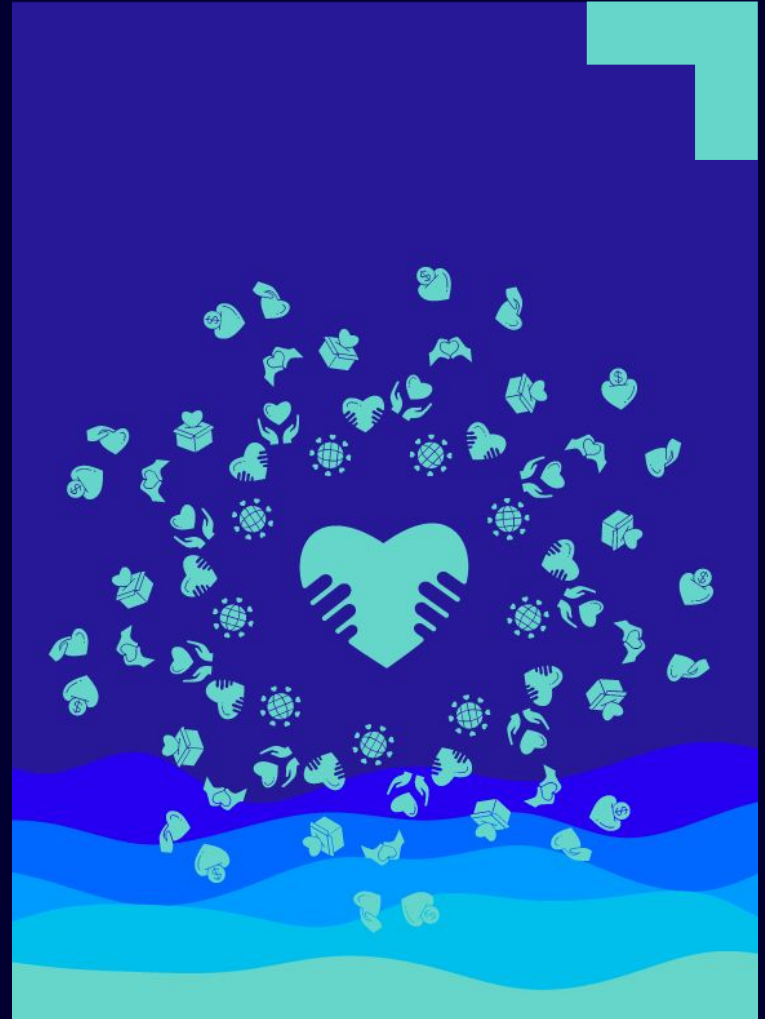


# UK Giving Behaviours Tracker: 2024

Trends and insights into UK donors -  
how, why & when they give

October 2024





## In this report

- Welcome
- Key findings
- The continuing trend of value over volume
- The growth opportunity of a more diverse donor pool
- Wider trends in giving
- In summary



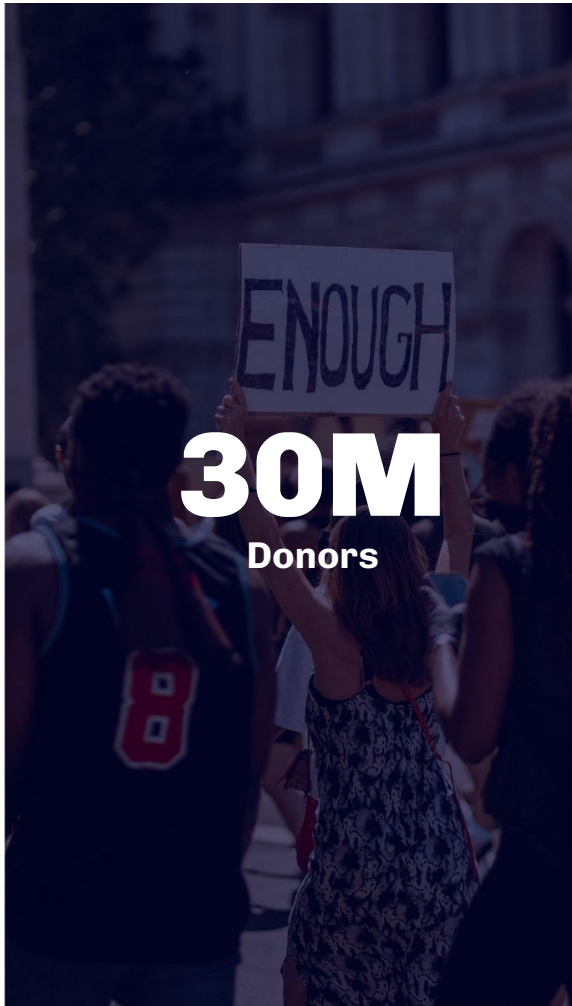
# Our cross-sector experience





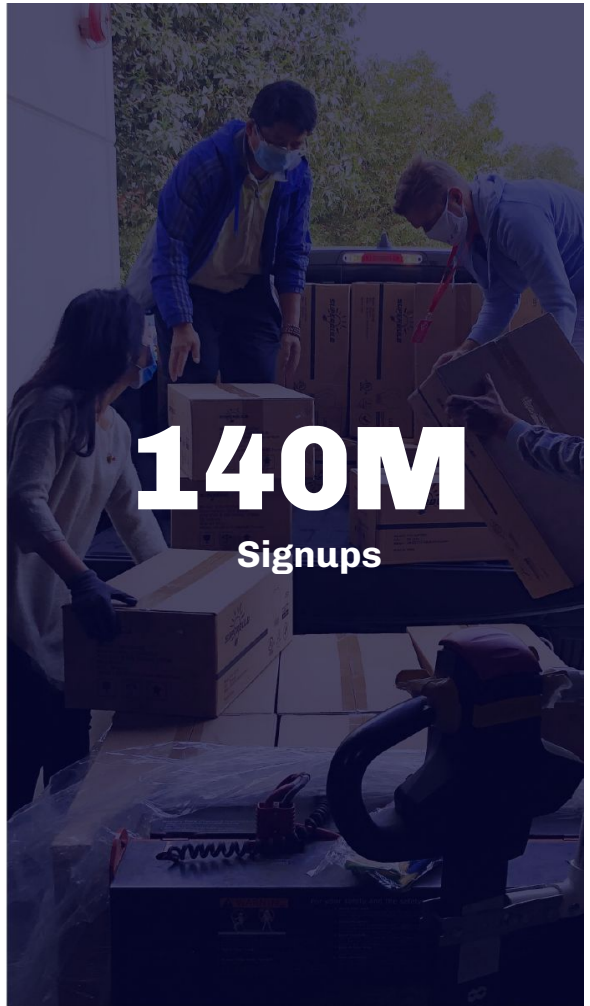
**£3BN**

Raised



**30M**

Donors



**140M**

Signups



## Welcome

It has been a rollercoaster few years in the fundraising sector - with multiple domestic and global crises, changes in giving habits and behaviours and an audience becoming increasingly more digital in how they engage.

Charities and causes are working harder and harder to attract the attention of fewer donors, while operational costs keep rising.

Every year, we speak to donors across the UK to understand how, why, when and where they give. Today we'll discuss a few key trends taking place as you head into an important winter giving season.

# 1

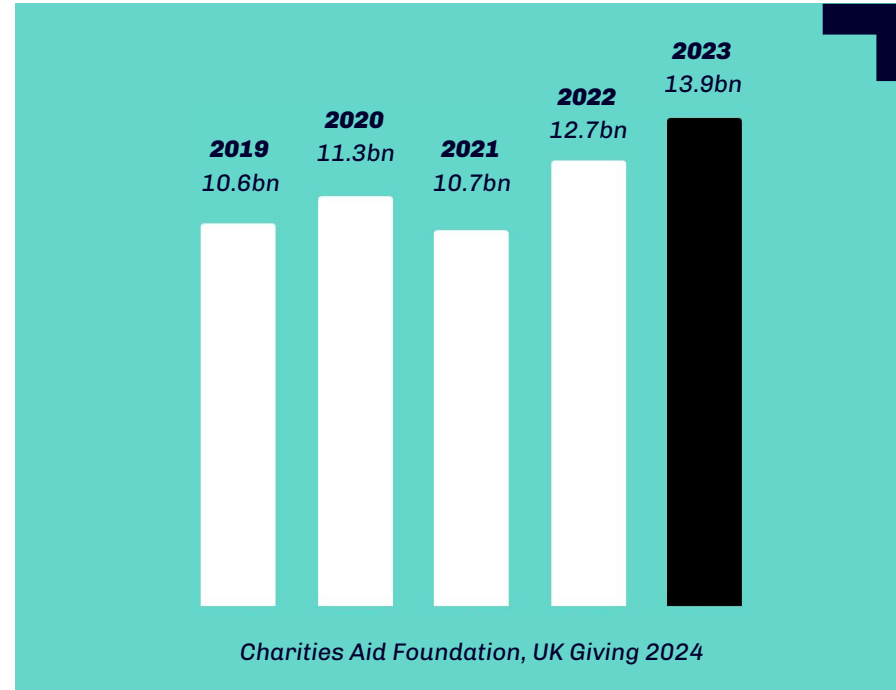


The  
continuing  
trend of  
value over  
volume



The total amount donated by the UK public is up by 9% with the British public generously donating £13.9BN in 2023

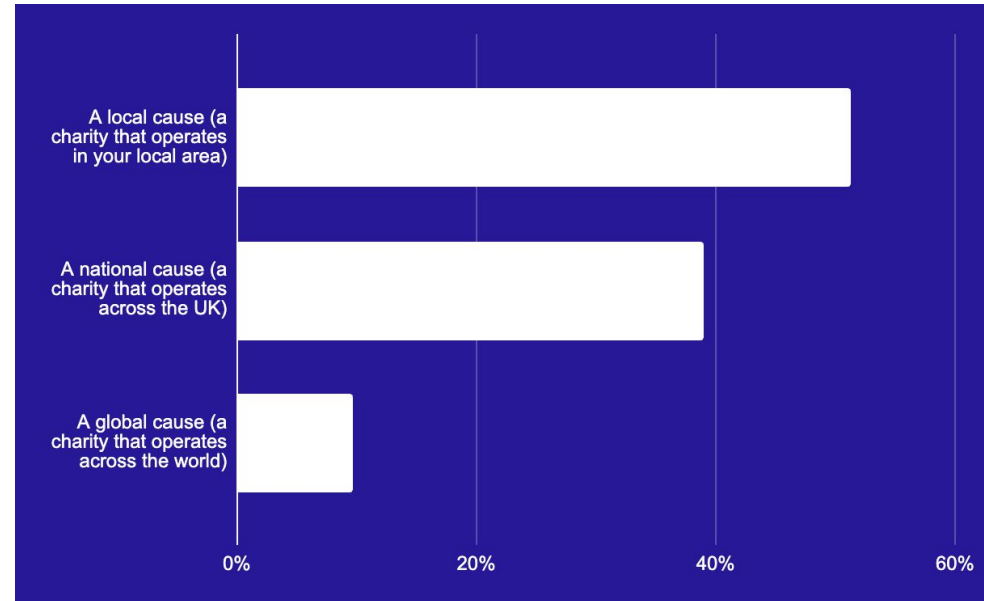
Total individual giving in the UK in recent years





However charity is perhaps continuing to start 'at home' with 90% of those we surveyed being most likely to donate to a local or national cause

*Likelihood to donate to causes*







Value

Volume

2023

**£165**

Mean value donated by a UK adult in 2023 (N: 2010)

**81%**

Of UK adults donated in 2023 (N: 2010)

2022

**£119**

Mean value donated by a UK adult in 2022 (N: 1541)

**88%**

Of UK Adults donated in 2022 (N: 1541)

Whilst we saw a decline in the UK donor pool, we did see a **£46 increase in the average amount** donated by a UK adult in 2023

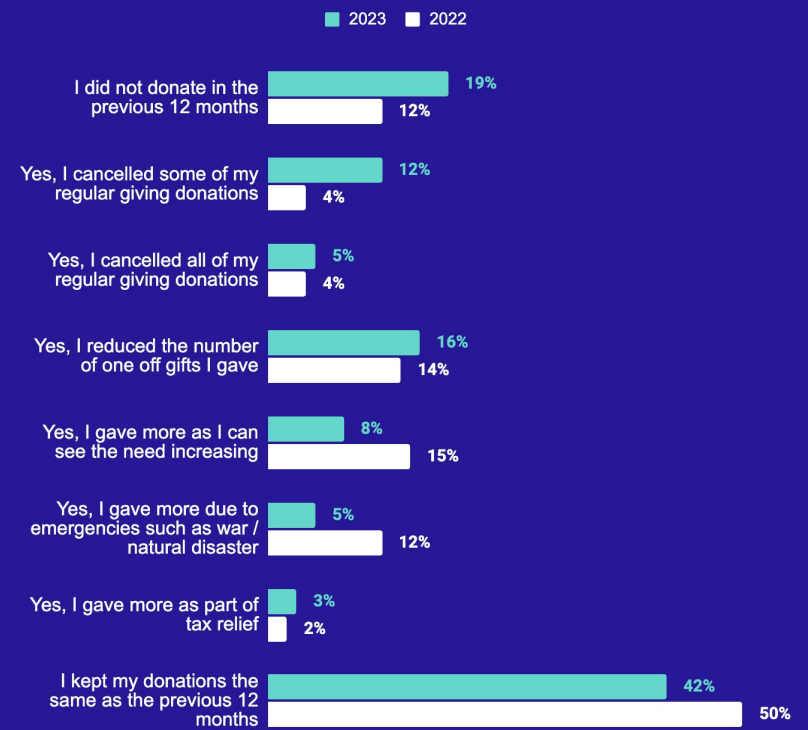
This increase in value being driven by a variety of segments including higher income households, diaspora donors, faith based donors and younger donors.



3x more donors are cancelling some of their regular giving commitments, yet there has been a much lower reduction in the number of one off gifts being given (2%)

The most likely to keep their gifts were the over 65s (58%)

Q: Below is a list of ways that your charitable giving may have changed within the previous 12 months. Do any of these changes apply to how you donated? Please select all that apply.



**People in the UK who are optimistic about their own financial outlook over the next 12 months**



UK Nat Rep: Feb 2024. Household income N: 2010

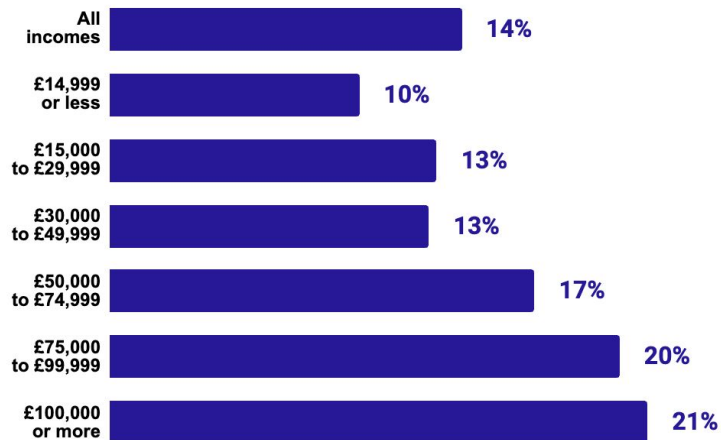
1 in 4 UK adults feel optimistic about their own financial outlook and are likely to have the capacity to be generous

This rises to **nearly 1 in 3 (31%)** in households with income of over £100,000

It is worth noting that over a fifth of UK households fall into this bracket which is over 5.6m



## **UK adults planning to give more as they can see the need increasing**



UK Nat Rep Feb 2024 N: 2010

A growing wealth gaps means it will be *value, not volume*, that makes up the difference in income

14% of UK adults across all incomes say they plan to give more as they see the charitable need increasing across the UK and around the world

This rises to **1 in 5 (20%)** planning to give more for households over £75,000

To better understand donation intentions for 2024,  
**we asked people planning to give more, why?**

*"People in **war torn countries need help more than ever**"*

**35-44, Male, North East, HHI 30k - 50k**

*"I'm putting into consideration the **increased devastations**, inflation as well as the satisfaction of contributing to people's survival"*

**25-34, Male, London, HHI over 75k**

*"There are **many humanitarian crises around the world that need our help**. Particularly, **the war in palestine** has left millions of children and families in desperate need."*

**18-24, Female, West Midlands**

*"With current events **there seems to be an even higher need for supporting charities and NGOs.**"*

**25-34, Female, South East, HHI under 30k**

*"The world is changing and **things are getting tougher**. For me, It is important to do more in regards to donations."*

**35-44, Male, West Midlands, HHI under 30k**

*There is an **increasing need for relief as a result of wars** in Ukraine and Gaza.*

**75+, Male, South East, HHI 50k - 75k**

*"Because the **wars and discourse occurring around the world is worsening**, and I want to help at least a little bit"*

**18-24, Female, Yorkshire & Humber**

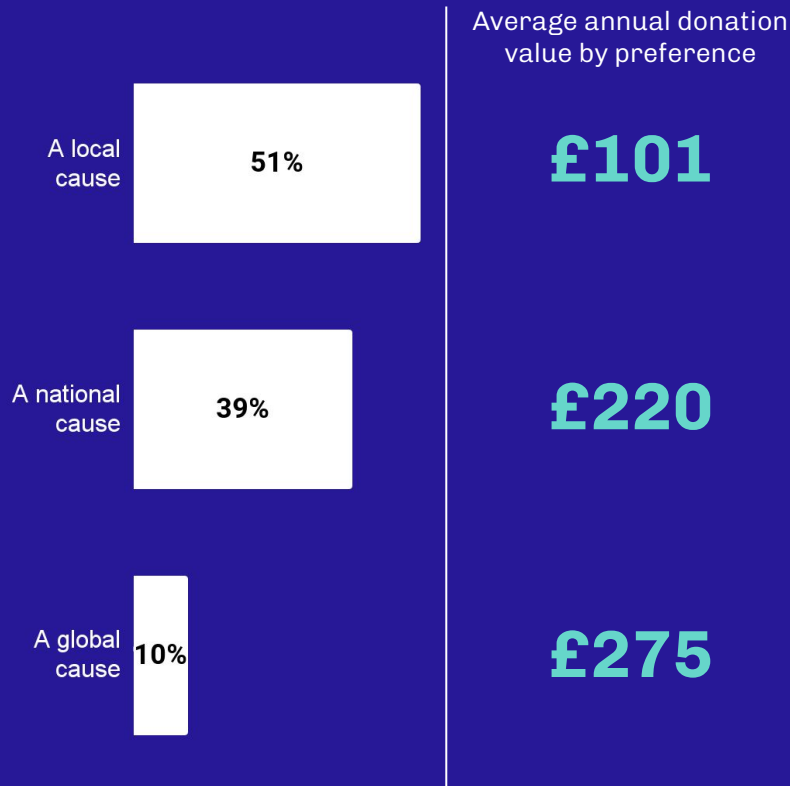
Donors who plan to give more can see that the need across the world is increasing, particularly when it comes to global crises

As a result, those who are most likely to donate to a global causes are **by far the most generous average gifts of £275** - 172% higher than those average gifts to more local causes

The ongoing humanitarian impact of global crises, the media coverage and the huge relief efforts needed are likely encouraging higher value donations



Percentage of UK adults who who are most likely to donate locally, nationally or globally



UK Nat Rep Feb 2024. N: 2010: Question - Are you most likely to donate to a charity if it is dealing with a local, national, or global cause?

# 2



The growth  
opportunity of  
a more  
diverse donor  
pool



*Donation intentions for 2024 and average donation amounts in 2023 by household income.*

*UK Nat Rep Feb 2024, N: 2010*



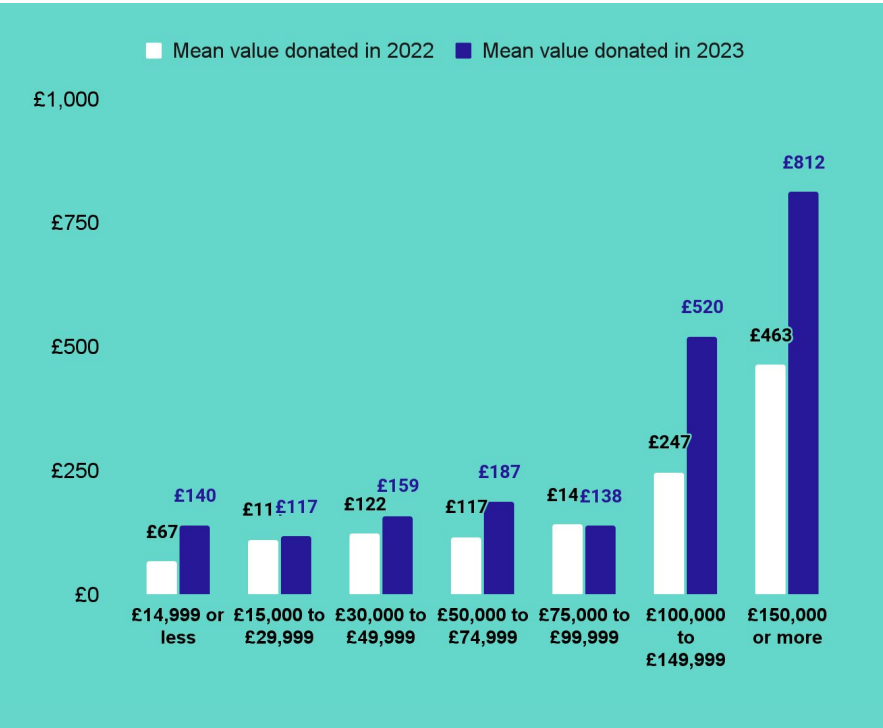
The first driver of a more diverse donor pool is income

Households earning over £100k hold the highest potential to become new mid-value donors and grow in value as an existing donor



### Mean donation value by household income over time.

UK Nat Rep: Feb 2024, N: 2010 | Jan 2023, N: 1540



Across almost all incomes, those who are giving donated more in 2023 than in 2022 - with the increase largest among high income households

#### Lower income brackets, community

**connection:** those earning less are still seeing a need for charity and are contributing locally or nationally to help where they can

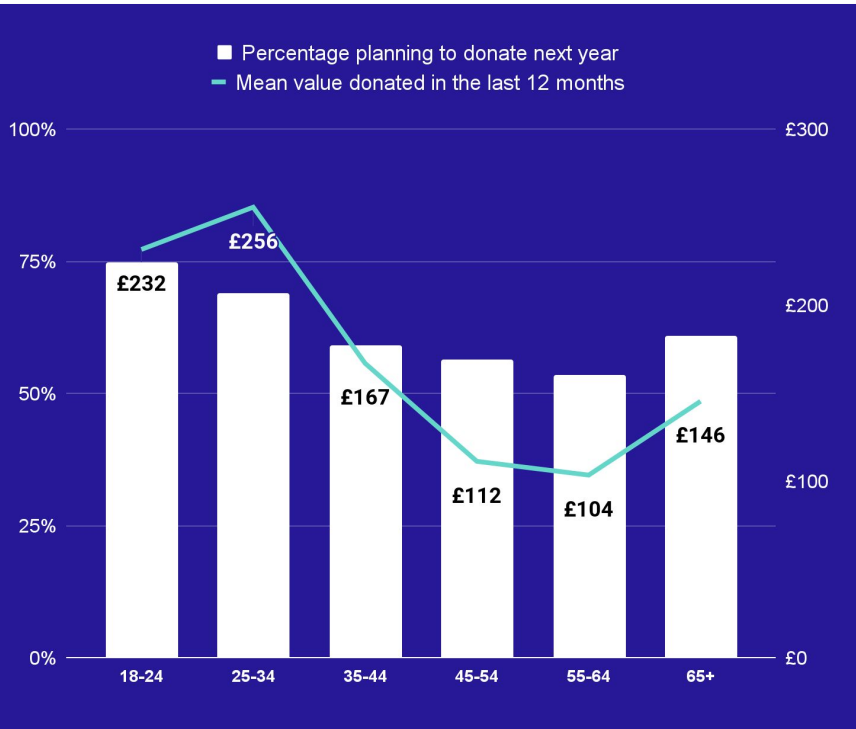
#### Higher income brackets, global crises:

ongoing global conflicts and firsthand stories across news, social media and digital channels are helping to bridge the miles between donors and what's happening on the ground.



Donation intentions for 2024 and average donation amounts in 2023 by age.

UK Nat Rep: Feb 2024



Our sample this year showed some surprising and interesting trends across younger donors

Out of all age groups younger audiences were the most likely to say they plan to give over the next year

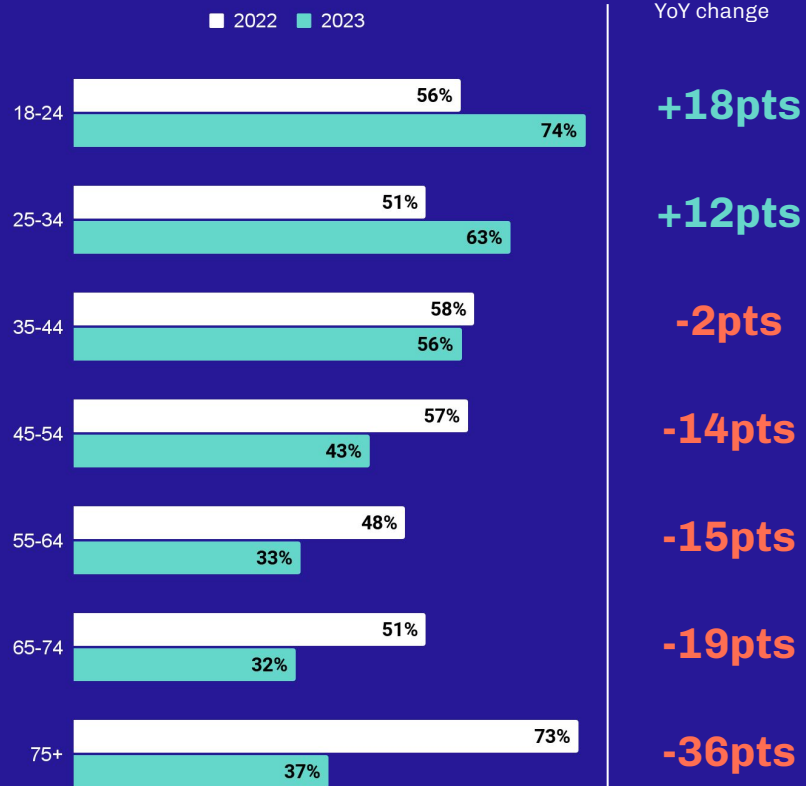
This finding was paired with a significantly higher average gift for 2023 (£244) across the combined 18-34 bracket

This increase in donation intention for younger donors may have resulted from the high profile international crises and their prominence on social media



## Percentage of UK adults who donated to an international organisation in 2022 vs 2023

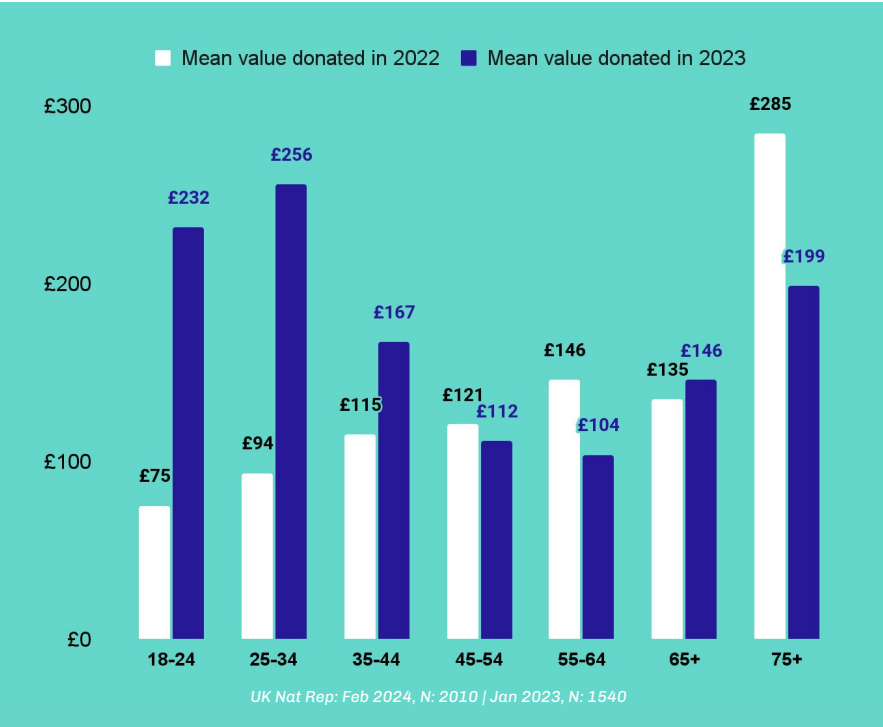
UK Nat Rep: Feb 2024, N: 2010 | Jan 2023, N: 1540





### Mean donation value by age over time.

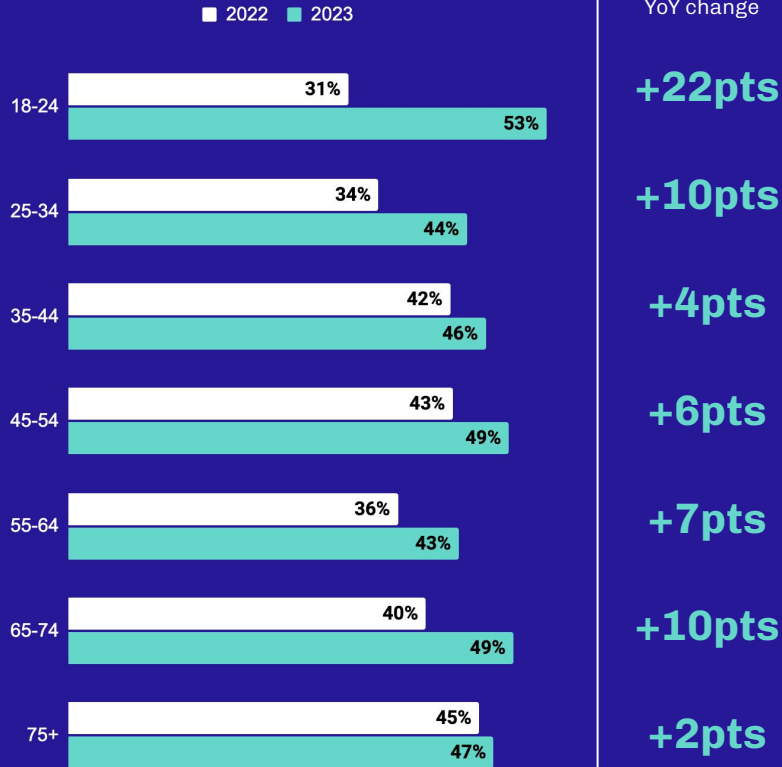
UK Nat Rep: Feb 2024



From 2022 to 2023, younger donors have increased their average donation value almost three fold, while older donors have been reining in

## Percentage of UK adults who donated through buying merchandise, 2022 vs 2023

UK Nat Rep: Feb 2024, N: 2010 | Jan 2023, N: 1540



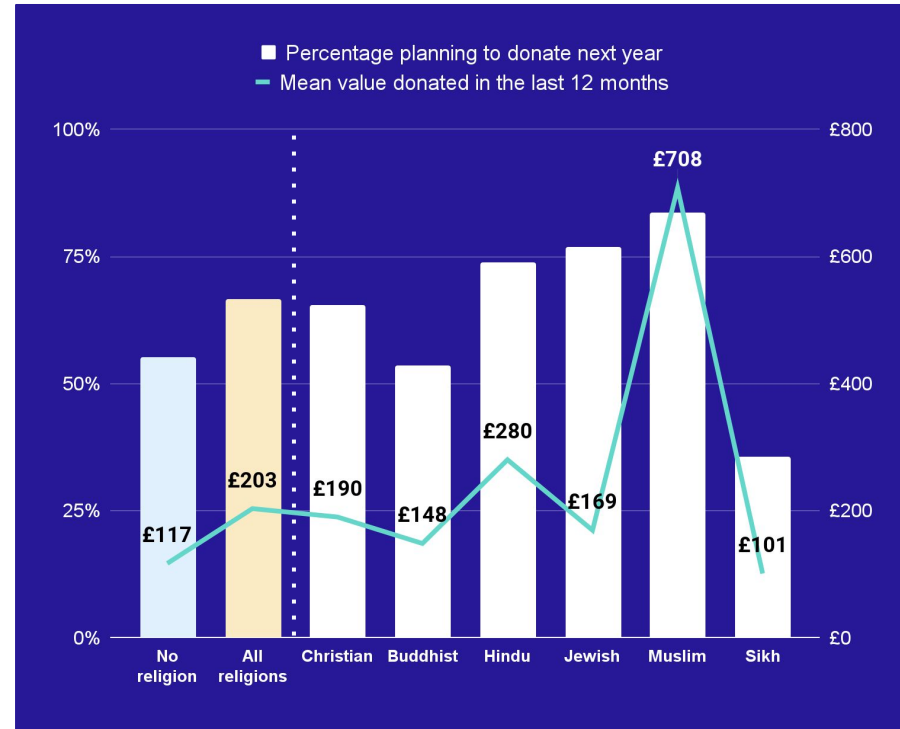
Merchandise and value exchange giving is on the rise, especially in the younger age groups



Donors of faith continue to be a group targeted by religious and secular organisations, with British Muslims a new priority for fundraisers

Donation intentions for 2024 and average donation amounts in 2023 by faith.

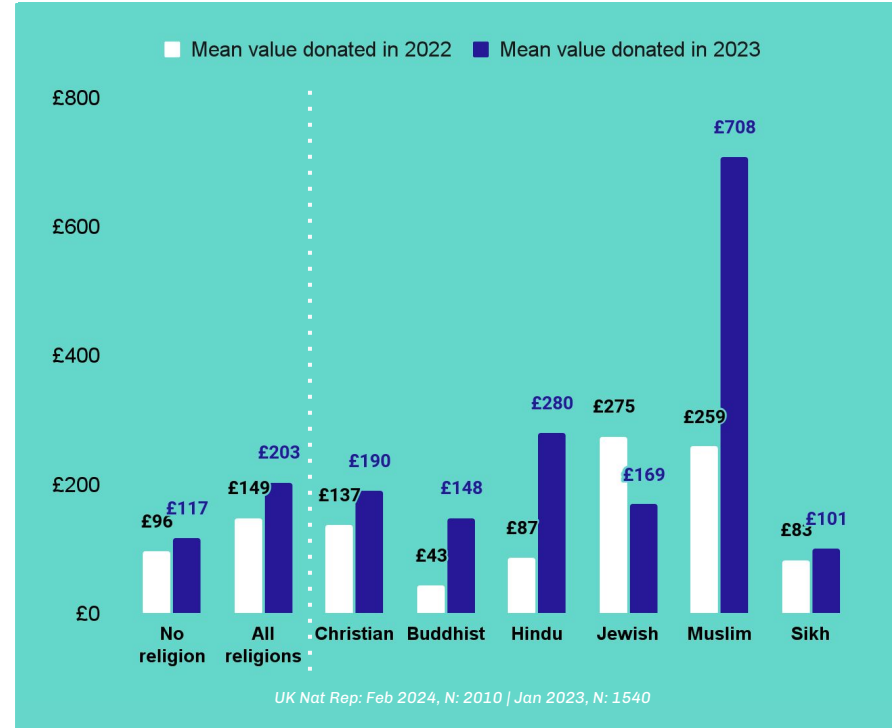
UK Nat Rep: Feb 2024





The majority of religious communities are continuing to **increase the value of their charitable donations** reflecting a sustained dedication to making a positive social impact

Mean donation value by faith over time.  
N: 2010

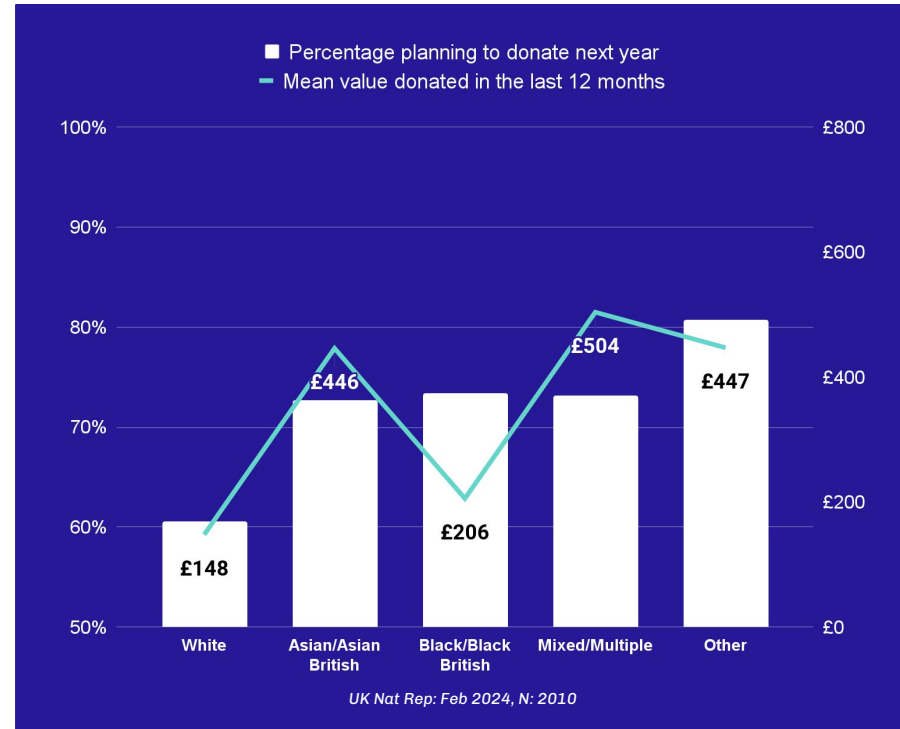




Ethnic minorities are among the most generous donors, representing an audience of 10.9 million people<sup>1</sup>

Our audience sample saw that audiences who identified as Asian / Asian British, Black / Black British and Mixed / Multiple communities were 12% more likely to intend to donate and continue their support

Donation intentions for 2024 and average donation amounts in 2023 by household income. N: 2010



*\*(1) Based on figures from the 2021 census (2) categories offered in our survey matched the 2021 census and aggregated for this analysis.*

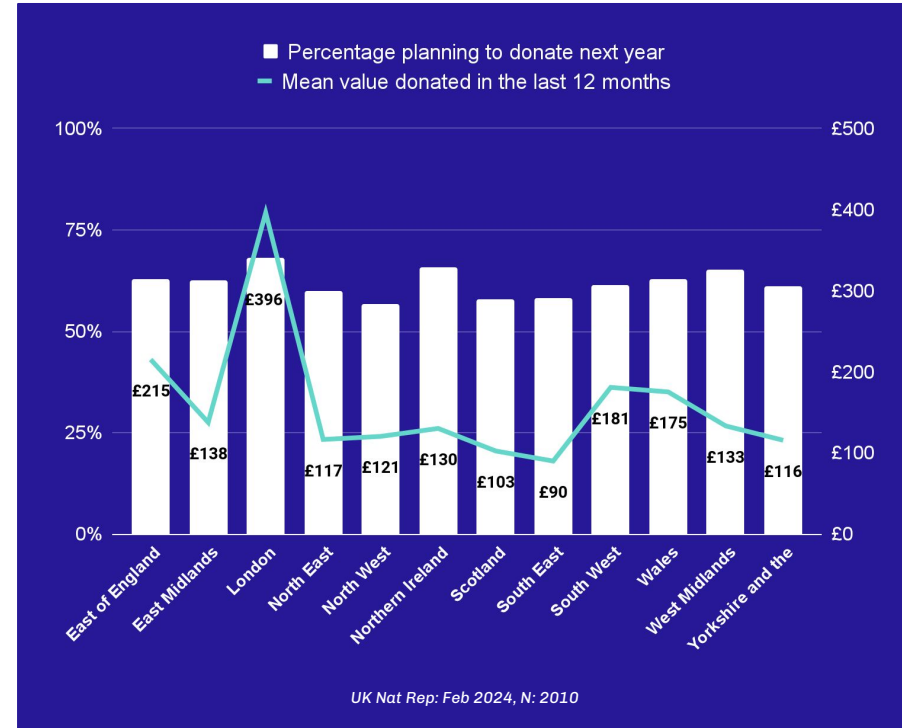




Donation intentions for 2024 and average donation amounts in 2023 by location.

London and the East of England continue to be a source of high-quality donors being among the most likely to continue to donate in the next 12 months, as well as having the highest average gift values in the last 12 months - £396 for London and £215 for the East of England

The South West and Wales are also priority areas

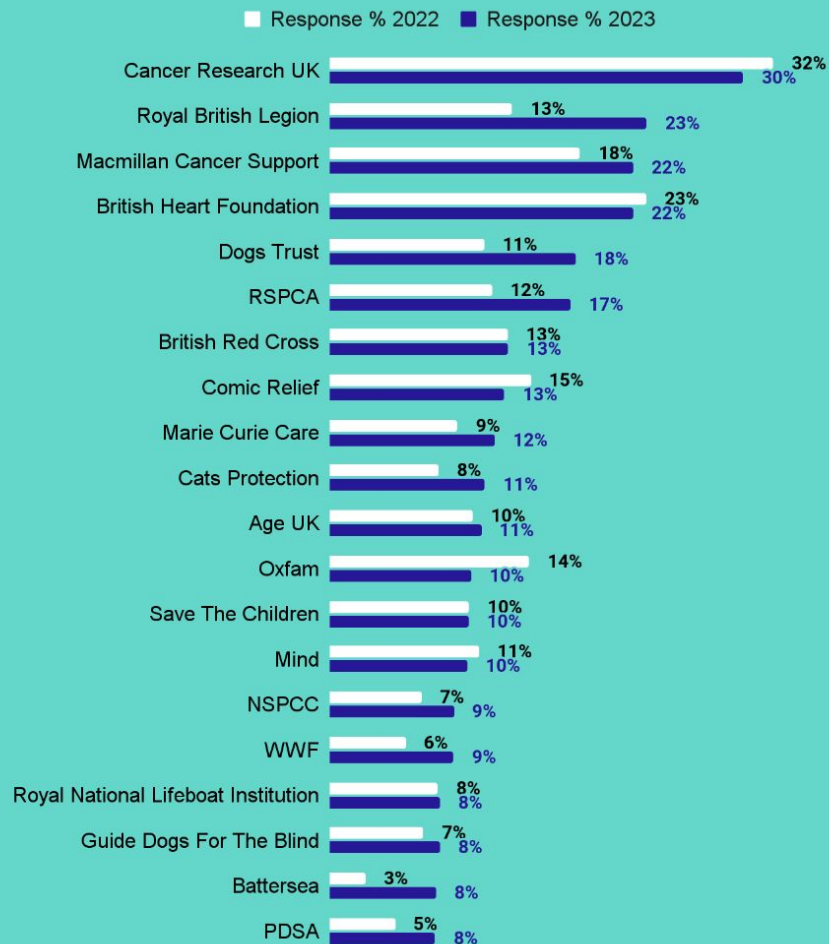


# 3



Wider trends  
in giving –  
from favourite  
causes to  
gaming

## % of UK Adults who have donated to organisations in the past 12 months



UK Nat Rep: Feb 2024, N: 2010 | Jan 2023, N: 1540

UK organisations are still winning on volume and market share

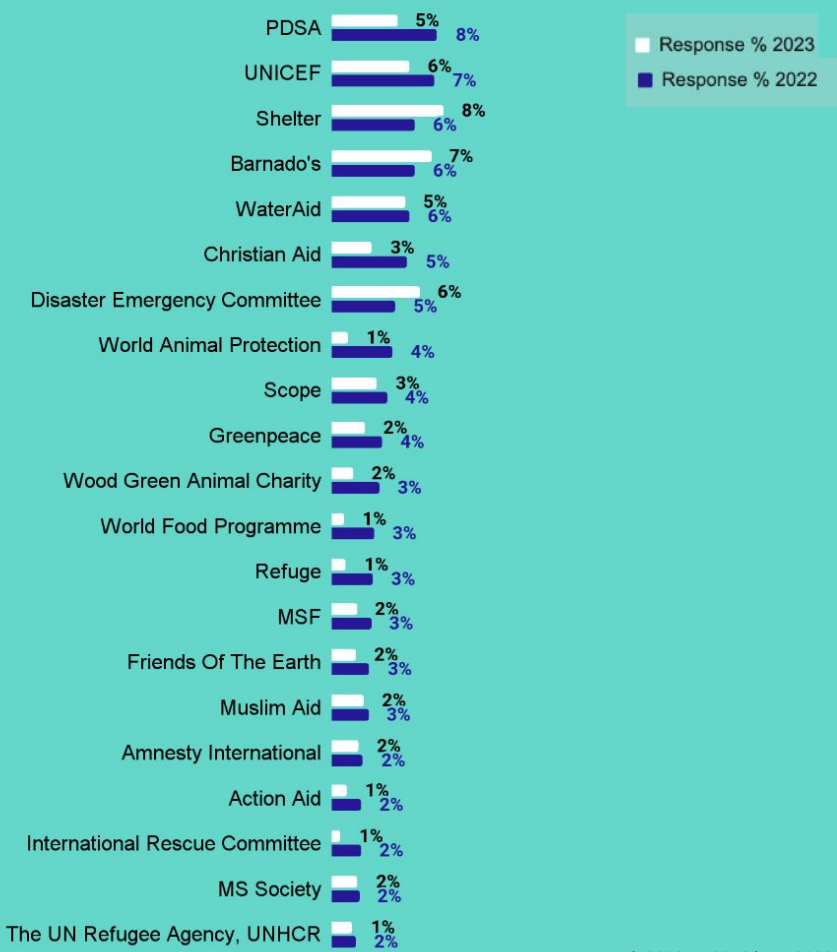
Meanwhile animal related charities are rising in popularity

**Note:** in 2023 the option "Royal British Legion" was explained as "(including the The Poppy Appeal)". However, in 2022 this explanation was not provided.





## % of UK Adults who have donated to organisations in the past 12 months



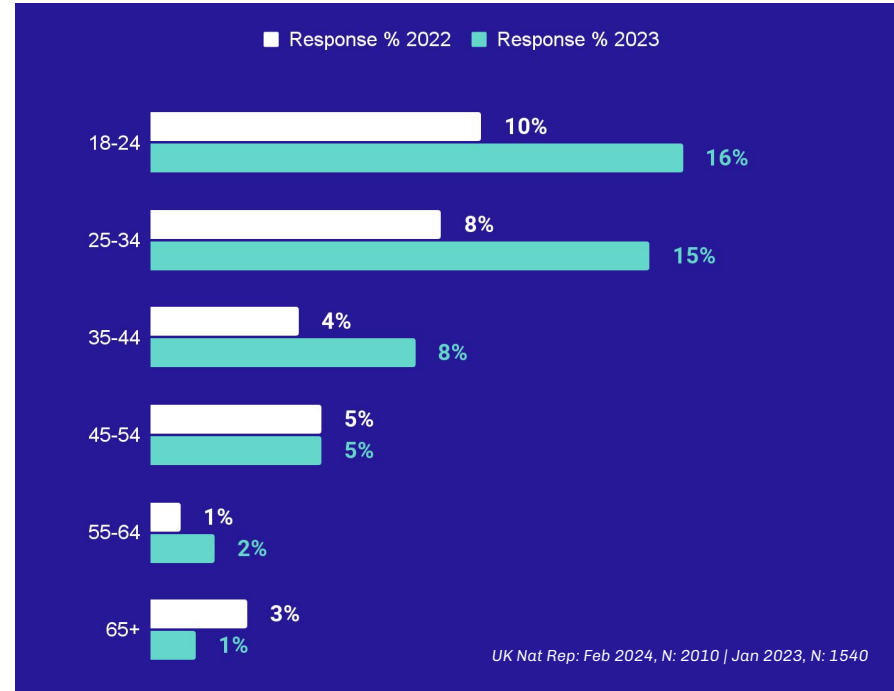
International organisations are growing in support, but still trail behind domestic support charities

**Note:** in 2023 the option "Royal British Legion" was explained as "(including the The Poppy Appeal)". However, in 2022 this explanation was not provided.



Giving while gaming is growing at an increasingly fast pace, around 15% of those under 34 are donating this way

% of people who gave money to charity through computer games or live streams in 2022



# In Summary



## UK donors gave £165pp

A year on year increase of £46 gifted to charity, though a slight decline (7 pts) in the overall UK donor population who gave to charity.



## 1 in 4 UK adults

Are optimistic about their own financial outlook and have the capacity to give more often and higher avg. values in the next year.



## Donors of faith

Have a higher likelihood of continued generosity in the year ahead. UK Muslims gave an avg. gift of £708.



## Regular giving decline

12% of UK donors cancelled some form of regular giving - a 3x increase. However one off donations only declined slightly (2%pts).



## More young donors

Have the highest propensity to donate in the last 12 months and a rising average gift value - 25-34 yr olds gave £256.



## London and the East

Continue to be a source of high quality donors and have the largest average gift values by location across the last 12 months.



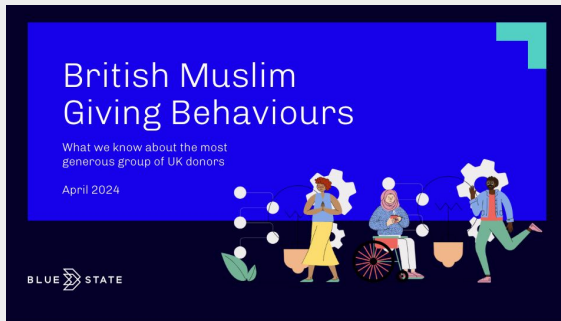
## Global generosity

Whilst the majority of UK adults are likely to give to a local or domestic cause, those giving to international charities & NGOs gave 172% more than the national avg.



## Giving and gaming

Continues to grow at an increasingly fast pace particularly amongst under 34s (15% gave via this mechanism within the last year).



### **For the full report:**

<https://www.bluestate.co/landingpage/download-uk-muslim-giving-behaviours-report/>



### **For more, download our ethical fundraising guide:**

[bluestate.co/ethical-fundraising-report/](https://www.bluestate.co/ethical-fundraising-report/)

### **Our full case studies:**

<https://www.bluestate.co/eu/case-studies/>

# THANK YOU!

Get in touch for any  
questions and to  
continue the  
conversation...



**Anjali Bewtra** (She/her)

Global Strategy Director  
Blue State



[abewtra@bluestate.co](mailto:abewtra@bluestate.co)



[linkedin.com/in/  
anjalibewtra](https://www.linkedin.com/in/anjalibewtra)