



INSIDE GIVING

UK GIVING REPORT 2025

CAF
Charities Aid Foundation

**THE STATE OF THE
NATION'S GIVING**



March 2025

The Sports Trust

Toynbee Hall

£15.4
BILLION

ESTIMATED TOTAL DONATED BY THE PUBLIC IN 2024.

£72

Mean amount donated in
past four weeks

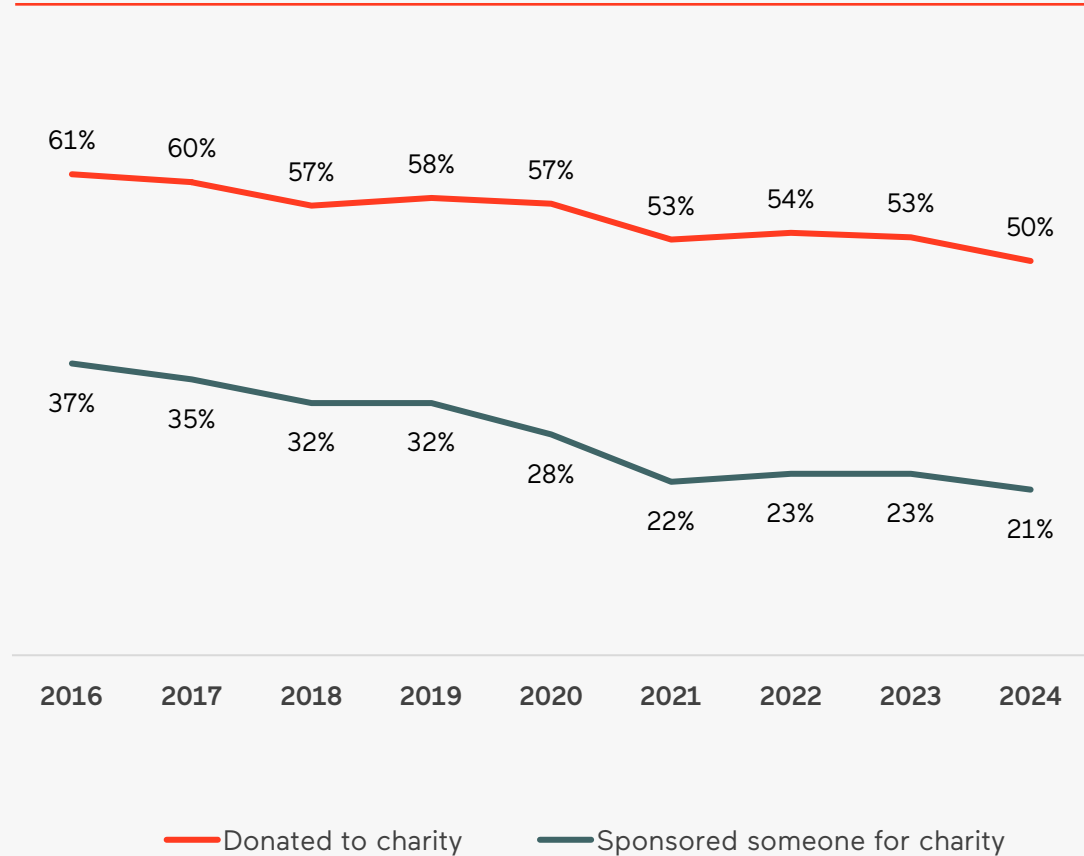
£28

Median amount donated
in past four weeks

Fewer people than ever are giving to charity.



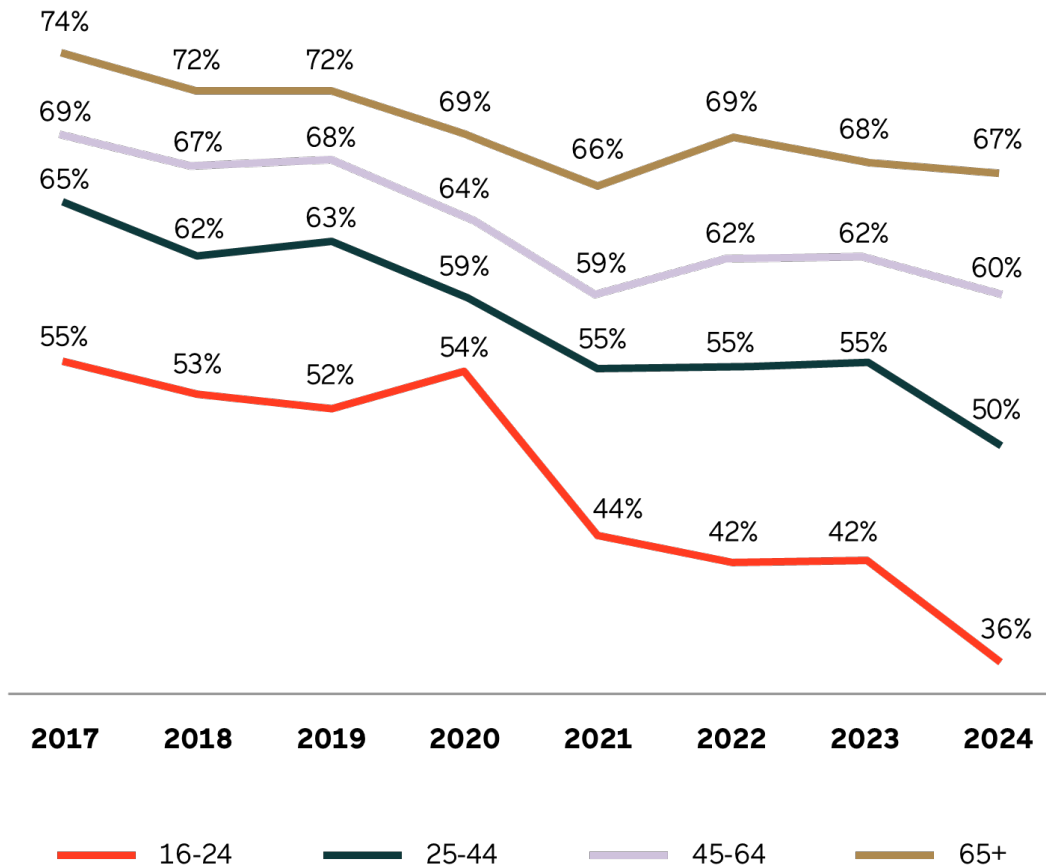
Proportion of people who donated or sponsored in the past 12 months



Only a third of
young people give
to charity.



Proportion of people who donated and/or sponsored in the past 12 months, shown by age

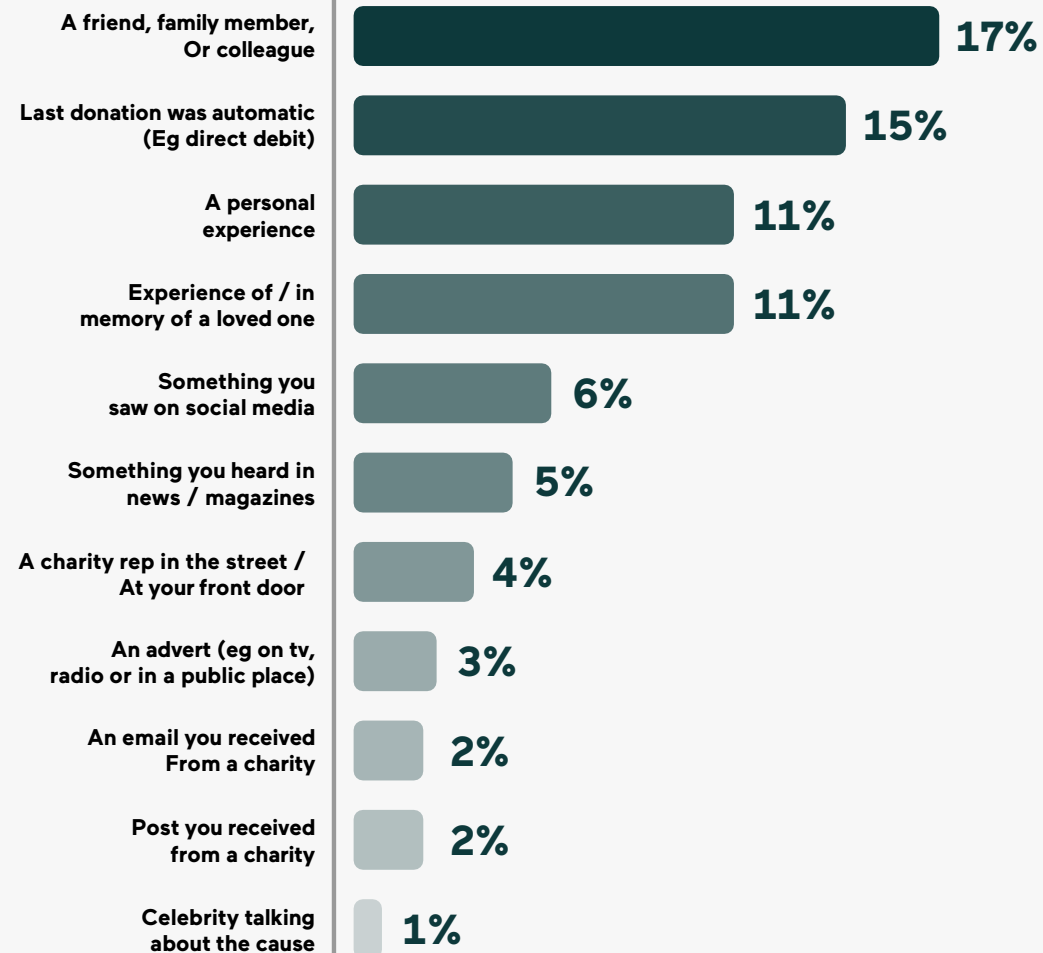




Most commonly,
donations are
prompted by
someone we
know.

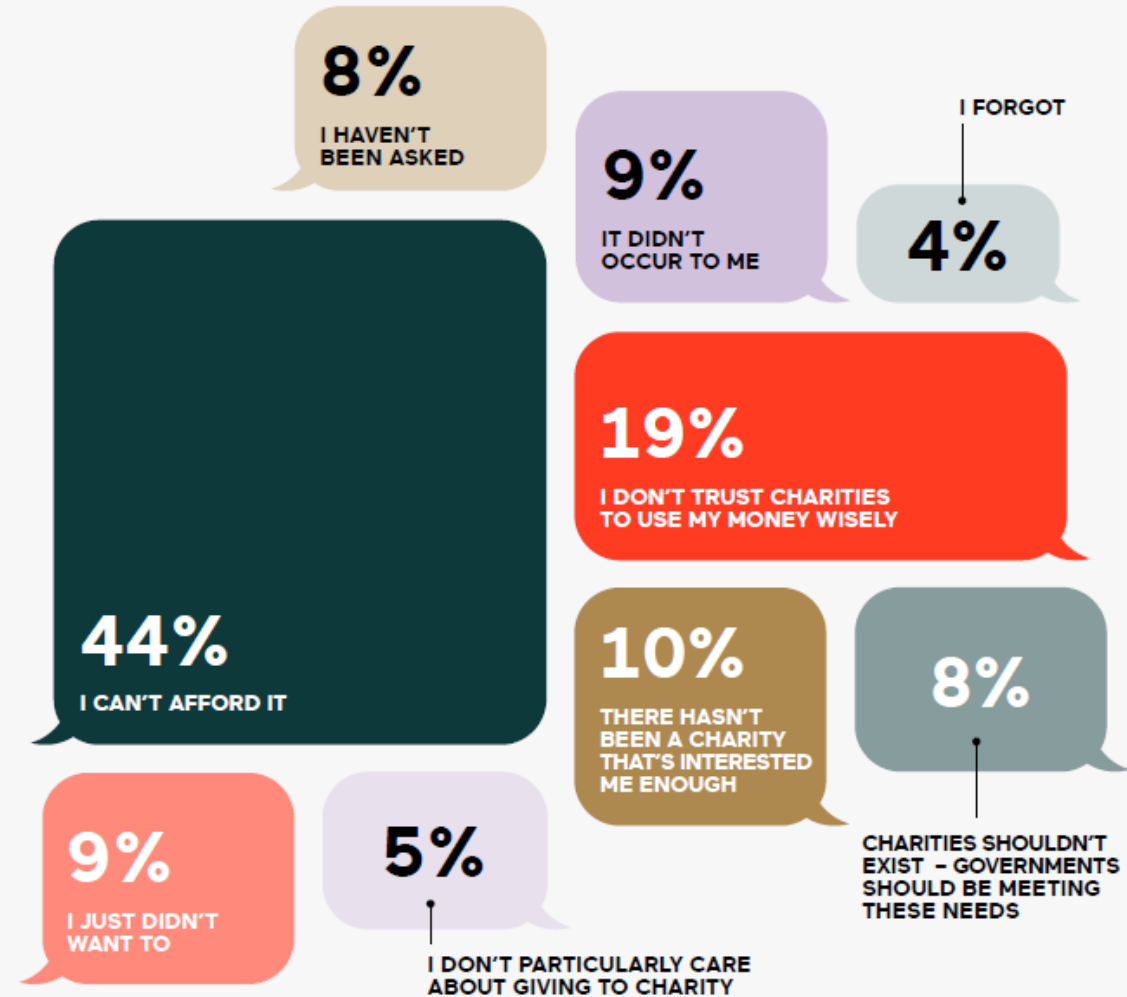
Milton Keynes YMCA

Did any of the following prompt your last donation?



Reasons for not donating include affordability, lack of trust, and a lack of interest.

Main reasons for not donating to charity in the last 12 months



£15.4BN

SHOWN BY DONATION TYPE

Estimated total
amount donated
by each method.

Base: All respondents who
donated in the past four weeks
and reported their donation
amount, N=4,275.

£2.68BN

DIRECT DEBIT / STANDING ORDER

£1.84BN

CHARITY'S OWN WEBSITE OR APP

£1.7BN

BUYING GOODS

£1.63BN

MEMBERSHIP FEES /
SUBSCRIPTIONS

£1.57BN

FUNDRAISING WEBSITE OR APP

£1.04BN

A CROWDFUNDER

£951M

AT A FUNDRAISING EVENT

£1.11BN

A CHARITY LOTTERY OR DRAW

£746M

SOCIAL MEDIA

£577M

IN A COLLECTION
BUCKET OR TIN

£514M

RAFFLE TICKET

£319M

OVER THE
PHONE

£222M

IN-GAME DONATION

£528M

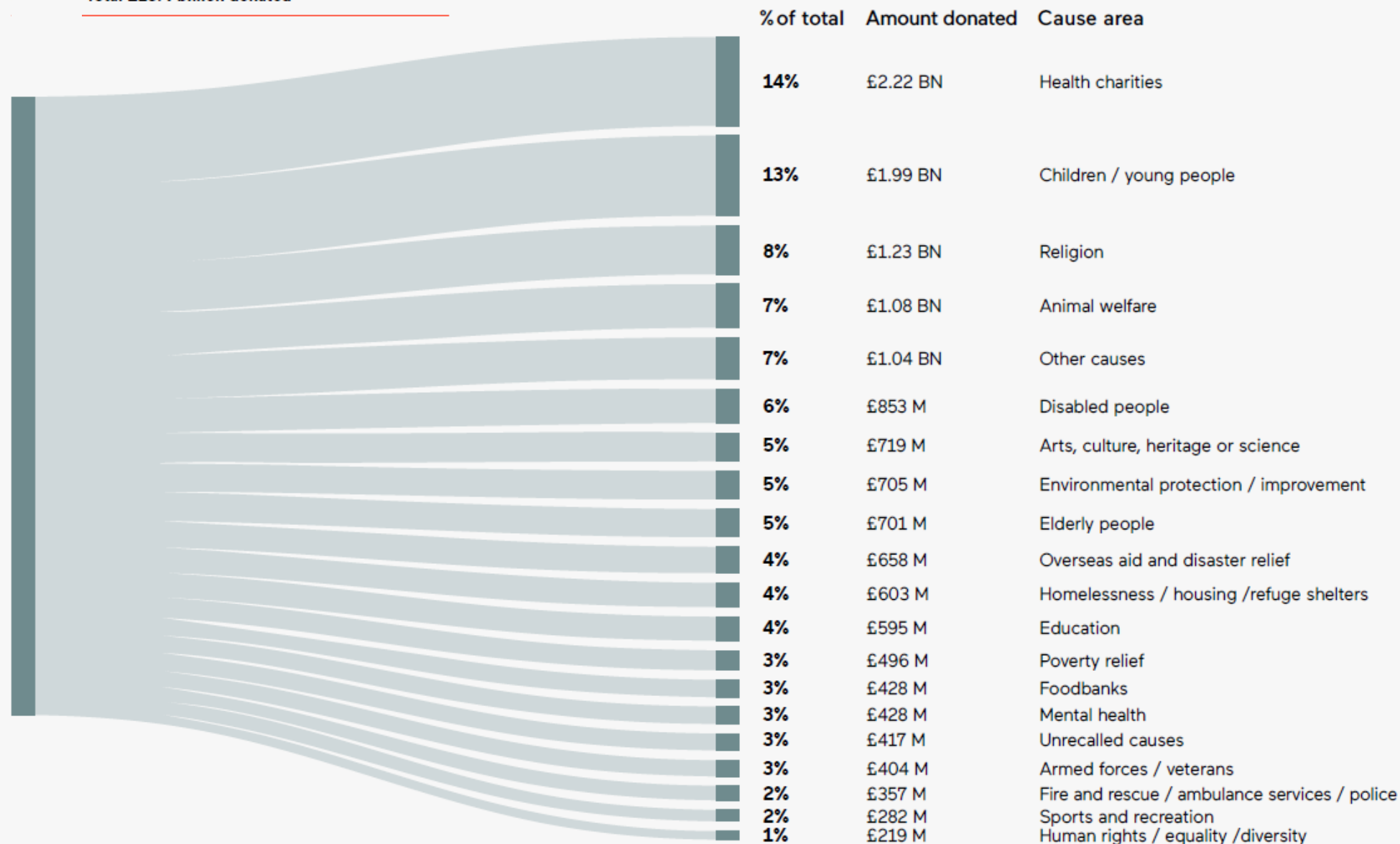
OTHER

£15.4BN
SHOWN BY
CAUSE AREA

Estimated total
amount donated
to each cause area.

Base: All respondents who
donated in the past four weeks
and reported their donation
amount, N=4,275.

Total £15.4 billion donated

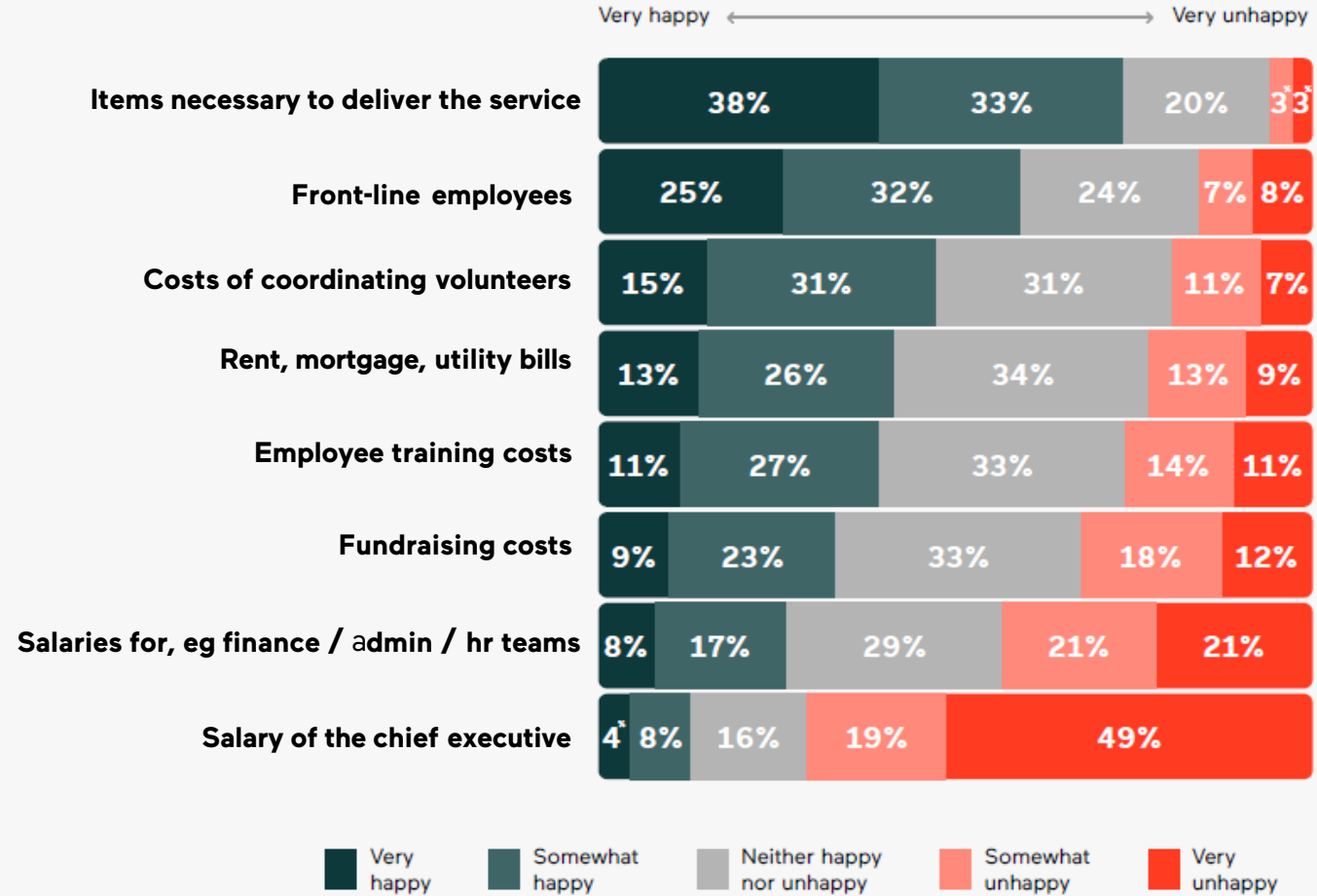


WHAT ARE

DONORS

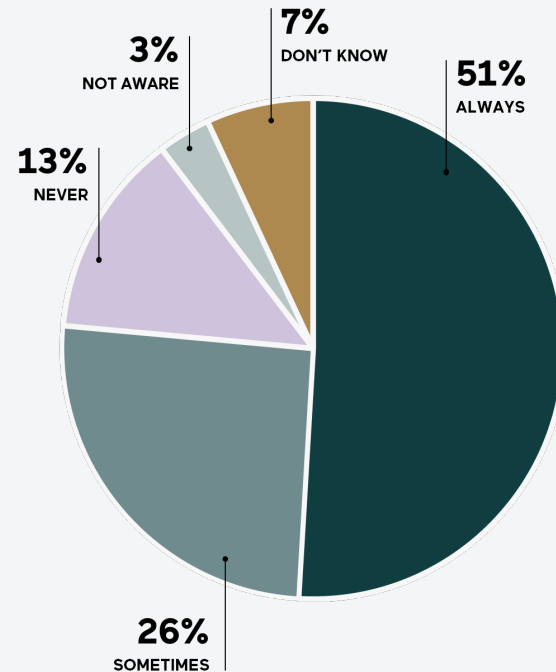
PREPARED
TO FUND?

If you were to give £25 to a charity, how happy or unhappy would you be if your donation was spent on...

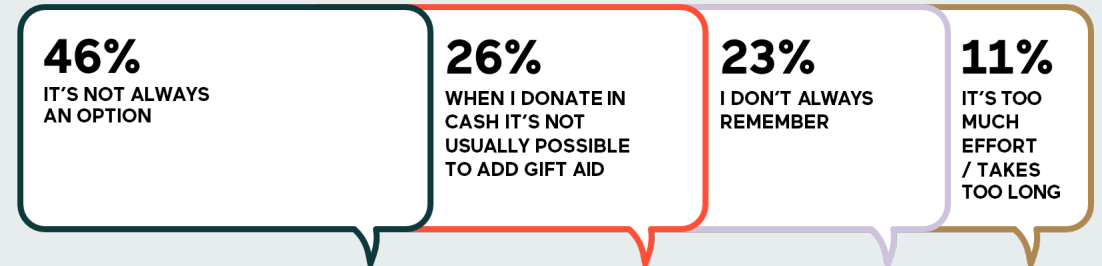


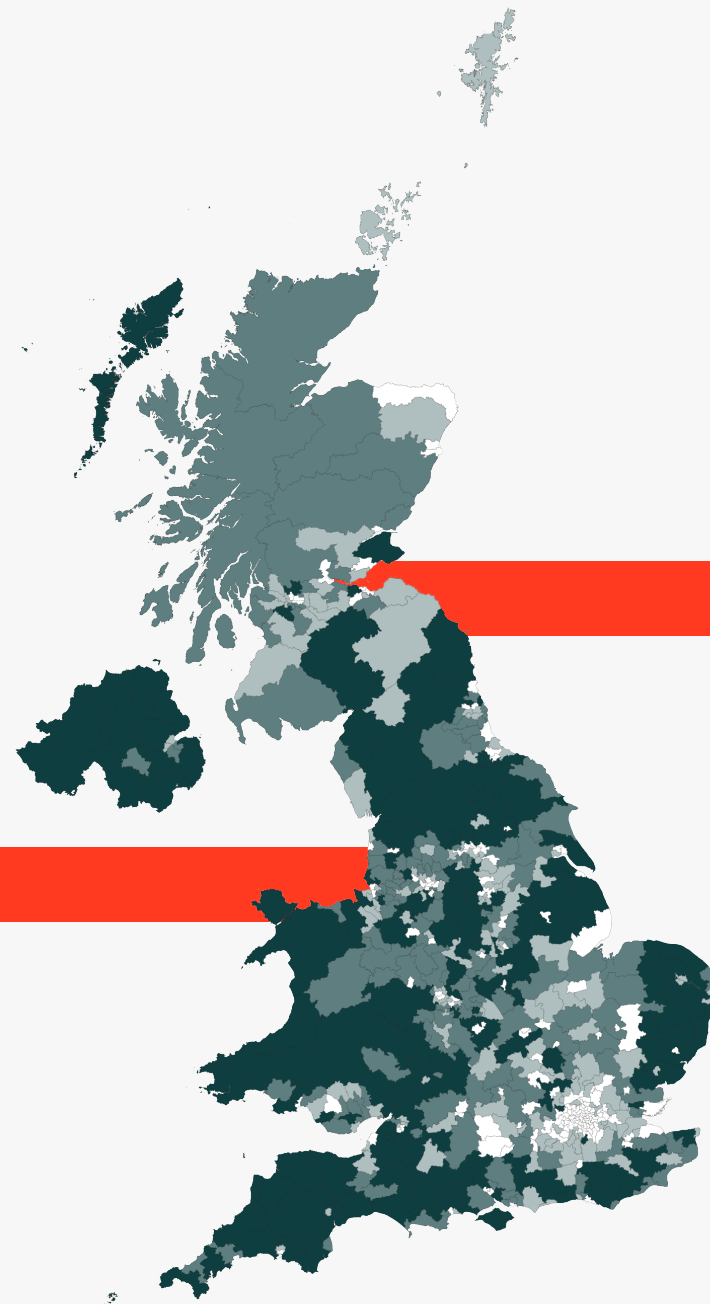
While most donors are aware of Gift Aid, many are not maximising its potential.

Percentage of donors adding Gift Aid in the past 12 months



Reasons for only using Gift Aid 'sometimes'





1.1%

Average amount donated as % of personal
disposable income (whole UK).

**Donor levels are
lowest in urban areas
with high levels of
deprivation.**



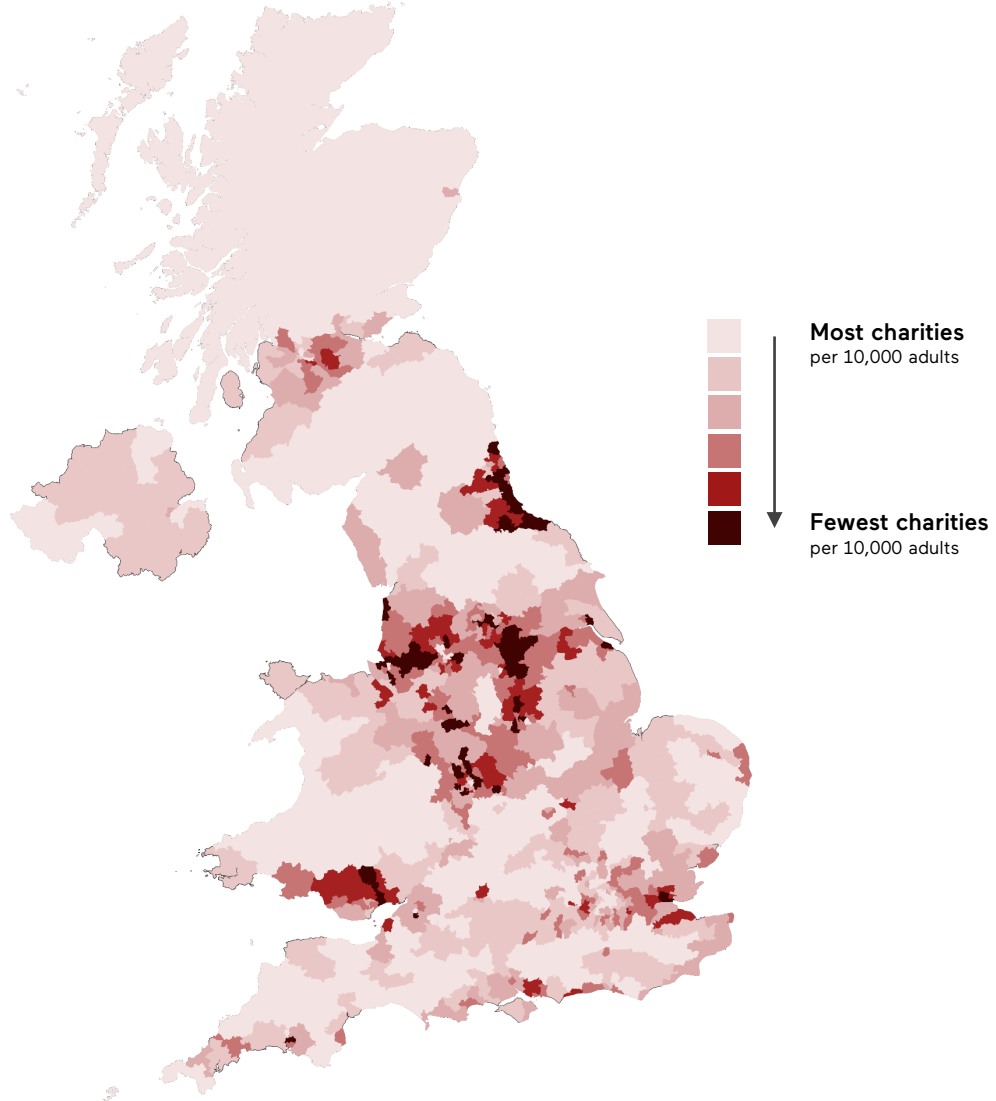
PLACES WHERE FEWER THAN HALF OF PEOPLE GIVE

In some of the most affluent places in the country, people donate the very lowest proportion of their income to charity.

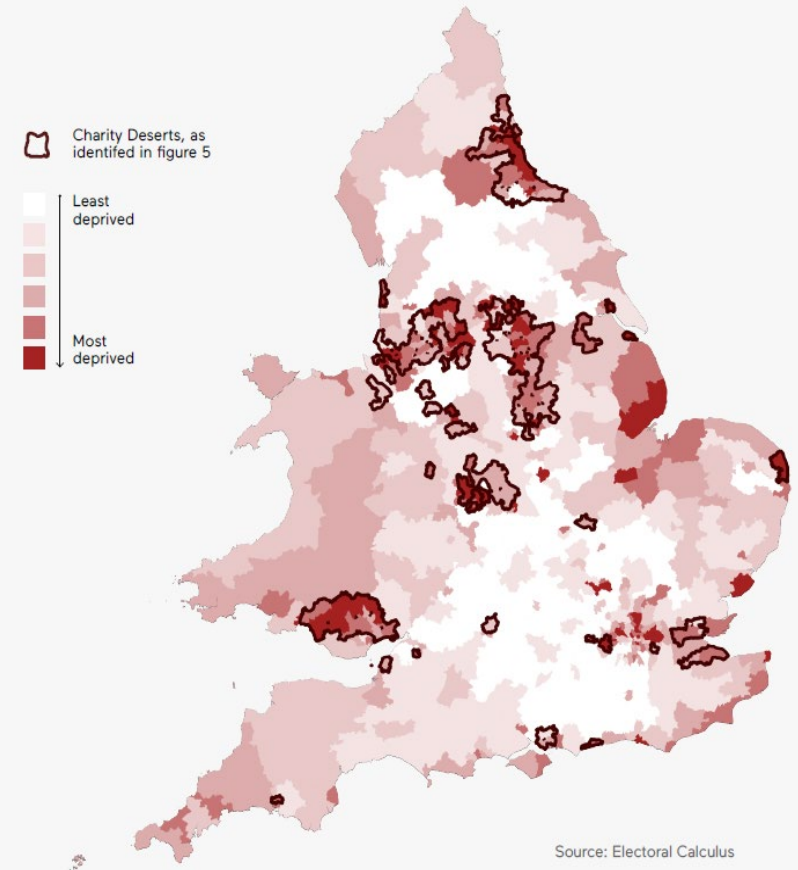
The 10 least generous constituencies	Estimated % of income donated	Deprivation level
Kensington and Bayswater	0.5%	Medium
Chelsea and Fulham	0.6%	Medium
Holborn and St Pancras	0.6%	Medium
Battersea	0.7%	Low - medium
Tooting	0.7%	Low - medium
Tottenham	0.7%	Very high
Queen's Park and Maida Vale	0.7%	High
Cities of London and Westminster	0.7%	Low - medium
Putney	0.7%	Low - medium
Mitcham and Morden	0.7%	Medium



We have identified a number of
'charity deserts'...



that often correspond with
areas of high deprivation.



For charities to consider

When was the last time you reviewed your regular/one-off donation prompts? Are they in line with national averages?

National charities: how are you supporting smaller, local organisations to meet community need & serve both your missions?

How are you telling your story around the importance of unrestricted funding? How can you build trust with donors by demonstrating the impact of unrestricted income?

Gift Aid:

How can we ensure donors are more aware of Gift Aid as a mechanism, their ability to access it and the impact it generates for charities across the UK.

Our calls to policymakers

A national philanthropy strategy: to include a philanthropy champion at the heart of government to ensure different governmental & policy initiatives are joined up & well coordinated.

FUNDRAISING IN FREEFALL

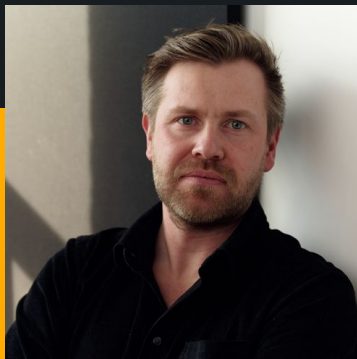
**SEVEN INSIGHTS TO TAKE YOU
FROM NOSEDIVE TO NEW HEIGHTS**



Fundraising Everywhere Webinar
May 2025

SHAPE
HISTORY

LET'S NAVIGATE THIS RADICAL CHANGE TOGETHER



Ed Fletcher
Co-Managing Director
ed@shapehistory.com



Hannah Johnson
Partnerships Director
hannah@shapehistory.com

THE SEVEN INSIGHTS FROM THE CAF UK GIVING REPORT

01 FORGET VOLUME
THE FUTURE IS VALUE

02 INNOVATION NEEDS
TO GO MAINSTREAM

03 YOUR DONORS' TRUST
IS A VALUABLE ASSET

04 THE UK IS
NOT A MONOLITH

05 BRAND AND FUNDRAISING
GO HAND IN HAND

06 YOUNG PEOPLE WANT
TO FEEL SEEN

07 HIJACK NEWS
& CULTURE

ZOOMING IN FOR THIS SESSION...

01 FORGET VOLUME
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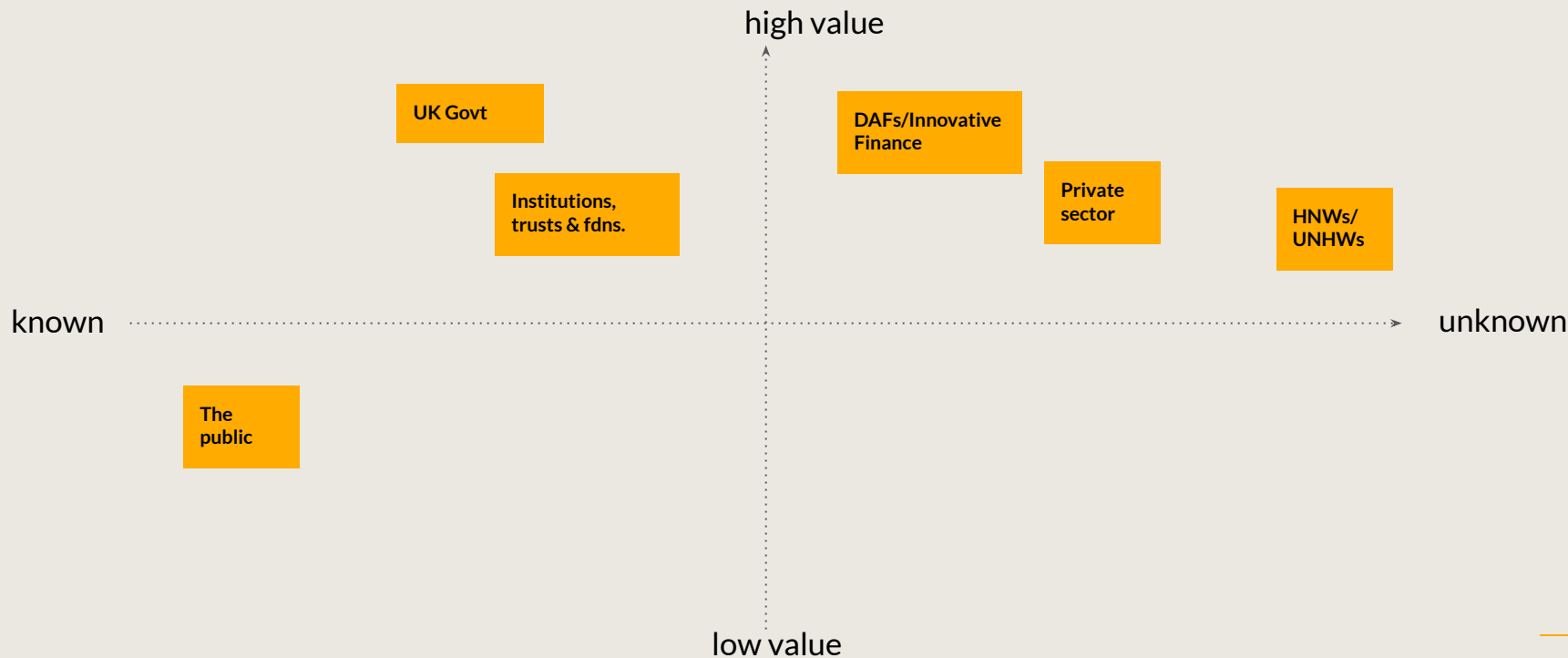
01 FORGET VOLUME

THE FUTURE IS VALUE

01 FORGET VOLUME THE FUTURE IS VALUE

“ It’s time to reframe the [charity] work as what it is: **a highly skilled, high-impact, high-value service.** ”

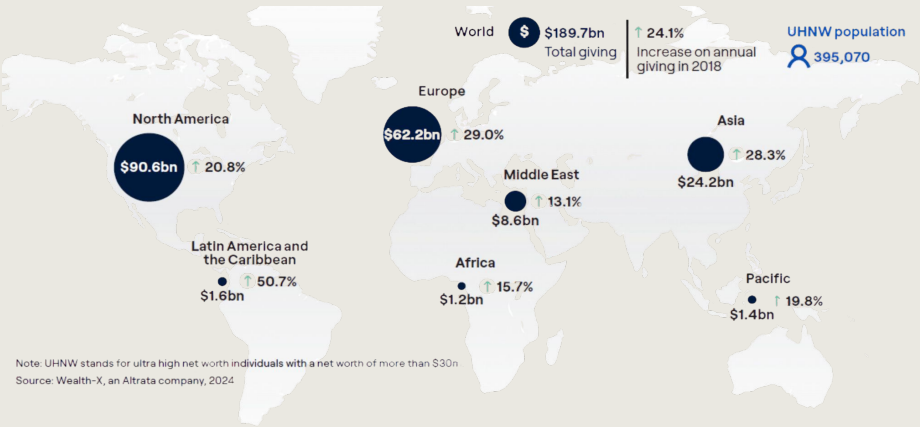
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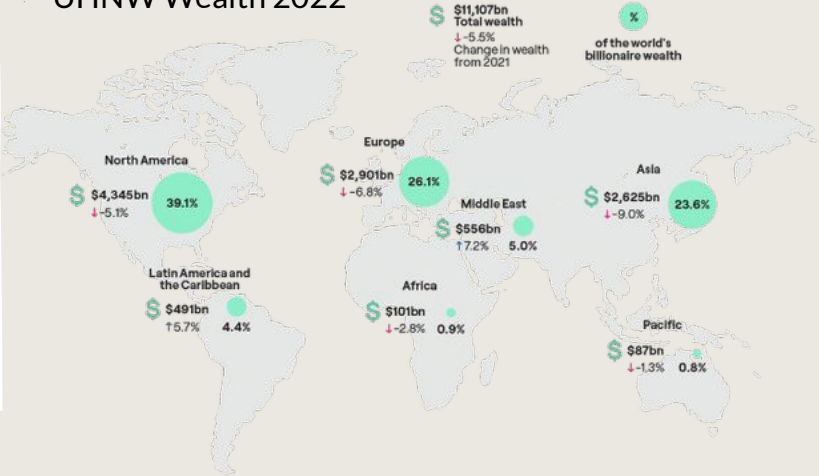
Region	% of wealth given	\$ opportunity based on reaching 2%
North America	2%	-
Europe	2.1%	-
Africa	1.2%	0.82bn
Middle East	1.5%	2.5bn
Asia	0.9%	28.3bn
LATAM	0.3%	8.2bn
Pacific	1.6%	0.34bn
TOTAL		40.16bn

UHNW Giving 2024



Note: UHNW stands for ultra high net worth individuals with a net worth of more than \$30m
Source: Wealth-X, an Altrata company, 2024

UHNW Wealth 2022



Note: Data on the total or percentage of the world's billionaire population and wealth may not add up exactly or total 100% owing to rounding.
Source: Wealth-X, an Altrata company 2023

01 FORGET VOLUME THE FUTURE IS VALUE

SHAPE HISTORY RECOMMENDS

- * Develop, create and activate a strategic, major donor proposition

- * Address perception issues and skill gaps that are holding you back from outcomes-based funding



02 INNOVATION NEEDS TO GO MAINSTREAM

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ACCEPT RISK

**BALANCE WITH
RETURN**

**INNOVATION
FUNDING**

INNOVATION FUND

**NEW GIVING
MECHANISMS**

AI SUPPORT

02 INNOVATION NEEDS TO GO MAINSTREAM

SHAPE HISTORY RECOMMENDS

* It may feel scary
but innovation is
non negotiable

* Create meaningful value
exchange products



05 BRAND AND FUNDRAISING GO HAND IN HAND

05 BRAND AND FUNDRAISING GO HAND IN HAND

Six principles to help you integrate:

UNIFICATION

JOURNEY MAPPING

ADAPTABILITY

STORYTELLING

CO-CREATION

**BEHAVIOUR
CHANGE**

05 BRAND AND FUNDRAISING GO HAND IN HAND

Organisations making the change are seeing effective outcomes:



05 BRAND AND FUNDRAISING GO HAND IN HAND

SHAPE HISTORY RECOMMENDS

* Get to know how
people view who you are

* Brand and fundraising
should be one team, not two



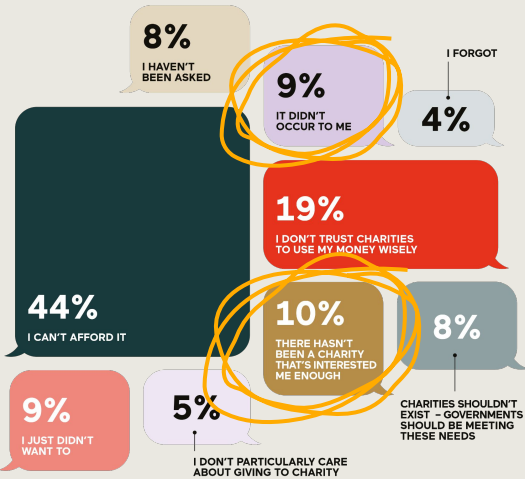
07 HIJACK

NEWS & CULTURE

07 HIJACK NEWS & CULTURE

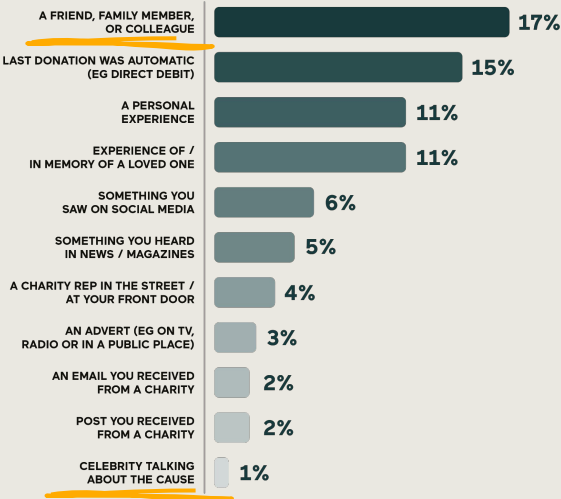
We need to get the public excited about charity again.

Main reasons for not donating to charity in the last 12 months



Base: All respondents who did not donate in the past 12 months, N=5,945.
Graphic does not show don't know (9%), other (6%) and prefer not to say (7%) answers.

Did any of the following prompt your last donation?

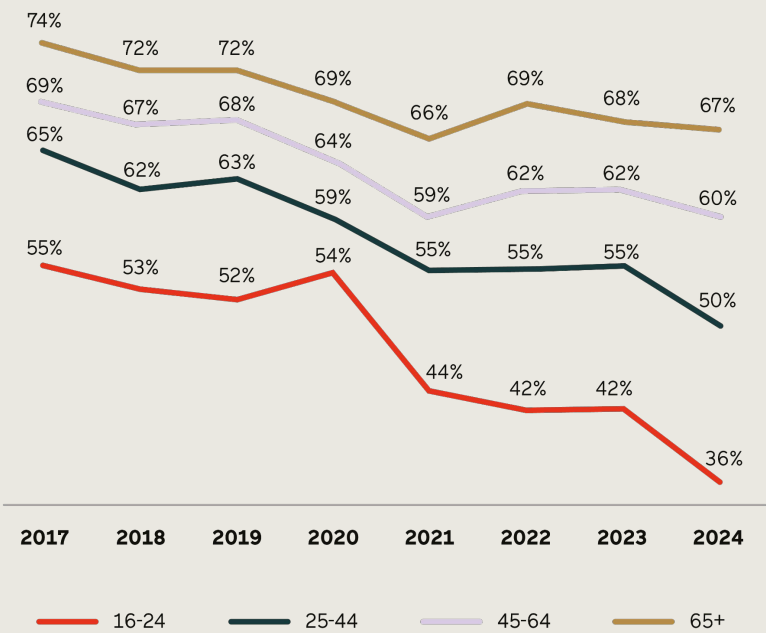


Don't know (4%), Other (4%) and none of these (16%) not shown on chart.
Base: All respondents who donated or sponsored in the past 12 months, N=7,514.

07 HIJACK NEWS & CULTURE

This will also help us
reconnect with
younger generations.

Proportion of people who donated and/or sponsored in the past 12 months, shown by age group



Base: All respondents. Ages 16 to 24, N= c.1,400 per year; Ages 25 to 44, N=c.4,000 per year;
Ages 45 to 64, N=c. 4,400 per year; Ages 65+, N=c. 3,300 per year.

07 HIJACK NEWS & CULTURE

Is your organisation making the most of these top of mind moments presented to next gen donors?



07 HIJACK NEWS & CULTURE

Field notes



First person stories

Support commitment



Open forum

Planned products



Responsive mechanisms

Letter from CEO



Dynamic youth Q&A

Brand guidelines



Agile storytelling

07 NEWSJACKING KEEPS YOU RELEVANT

SHAPE HISTORY RECOMMENDS

* Shift from a campaign to a responsive content model

* Equip your team as authentic, avid storytellers



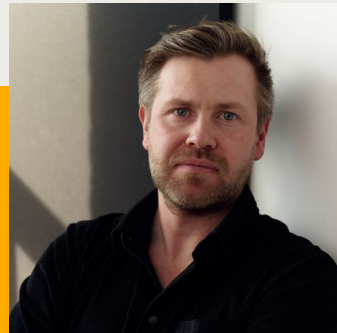
THANK YOU! QUESTIONS?



Catherine Mahoney
Senior Research & Insights
Manager, CAF



Laura Yonish
Client Experience Lead, CAF



Ed Fletcher
Co-Managing Director
ed@shapehistory.com



Hannah Johnson
Partnerships Director
hannah@shapehistory.com