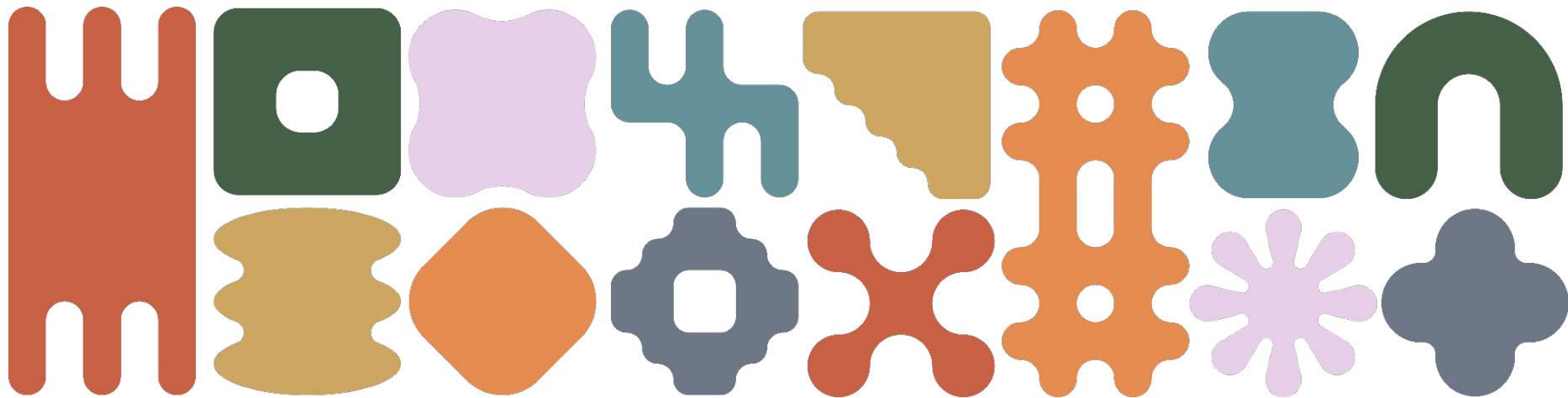
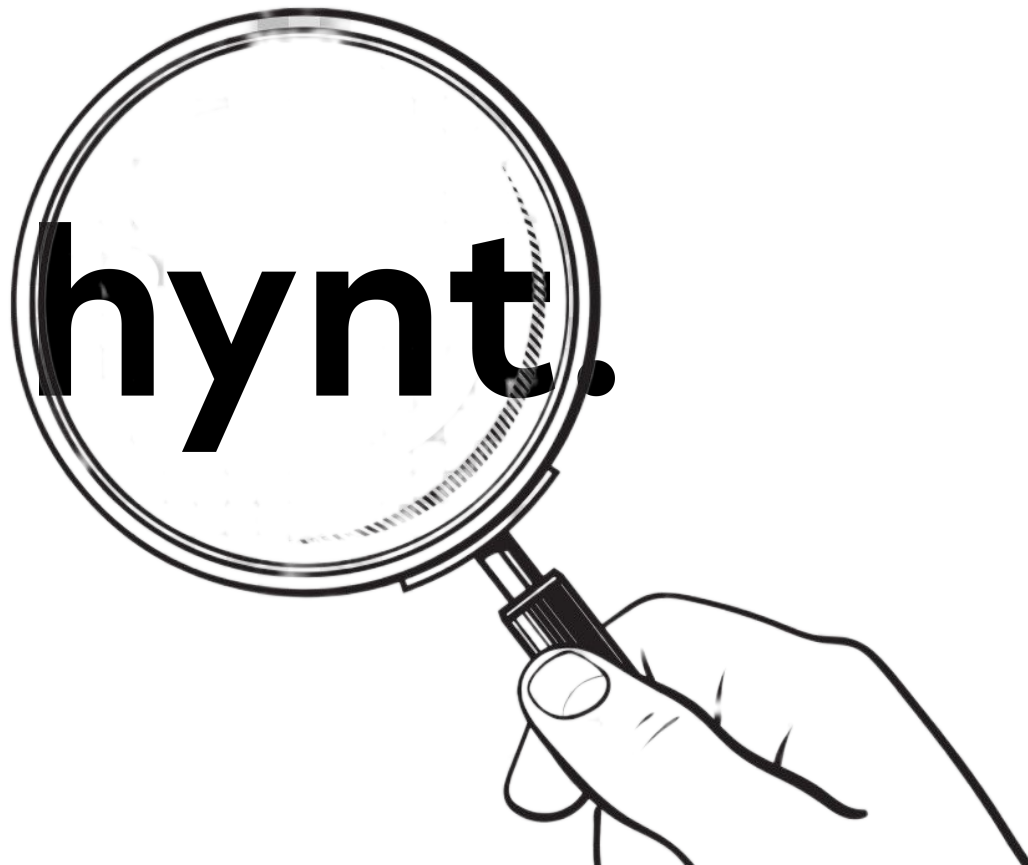


hynt.

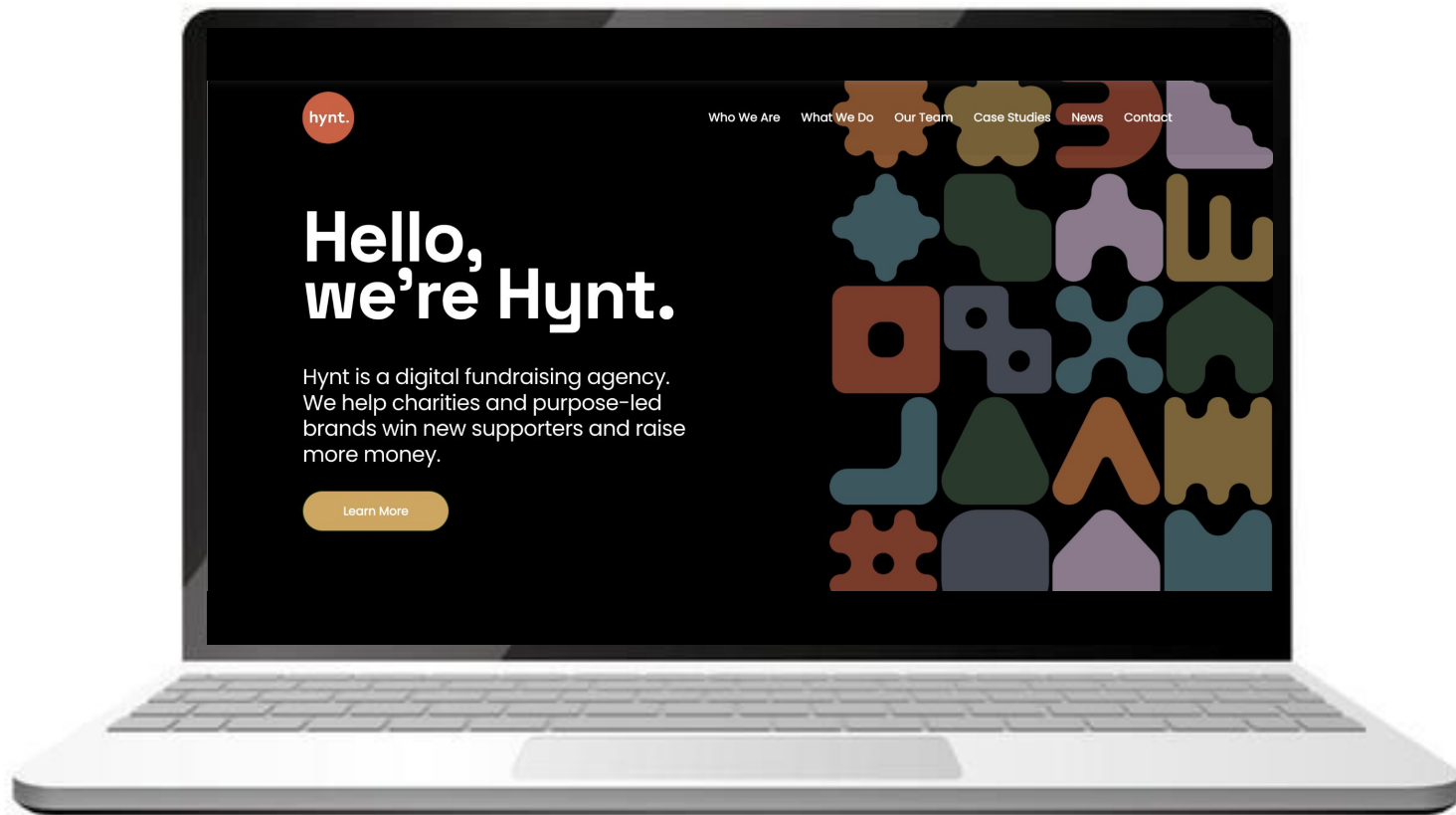
Hynt Goes Myth-Busting: Busting the Bad News in Fundraising



hynt.



hynt.



What we do

[Read more](#)

What we do

[Read more](#)

01

Digital Fundraising

We help you create a masterplan for online fundraising success. We'll create a blueprint that's totally tailored to you.

Turn your team into a digital powerhouse

What we do

[Read more](#)

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We deliver dynamic strategy, creative and delivery for email, Meta and TikTok campaigns. Need a knockout campaign?

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[Talk to us](#)

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Talk to us

04 Innovation and Diversification

Ready to experiment with new channels, tactics and creative ideas? We'll help you stay ahead of the curve and future proof your fundraising.

Inject some fresh thinking

**Are you ready to feel
inspired about
fundraising?**

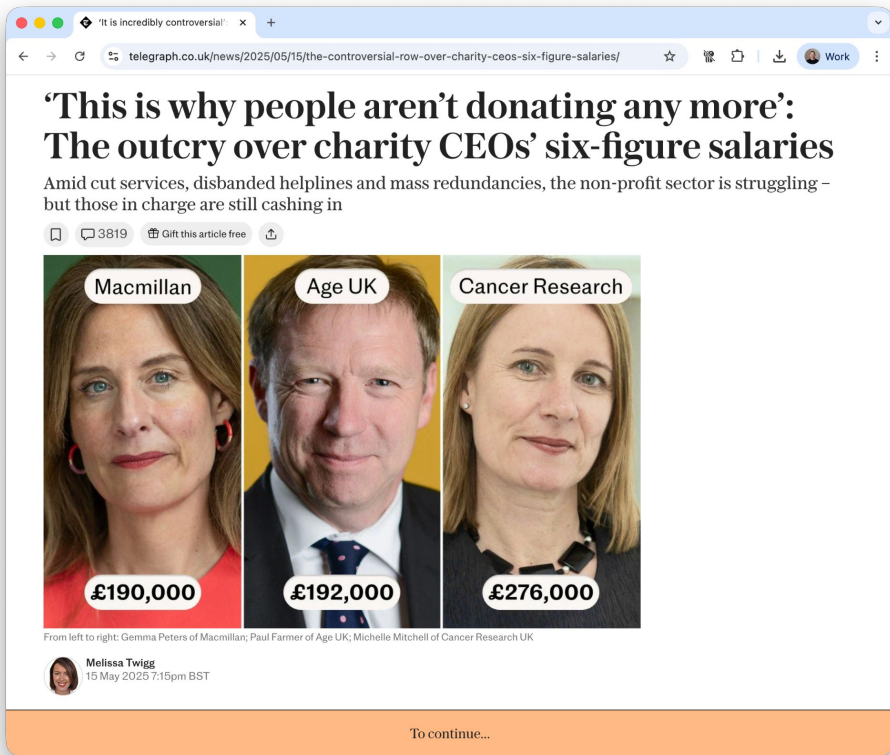
I said...

**ARE YOU READY TO
FEEL INSPIRED ABOUT
FUNDRAISING?**



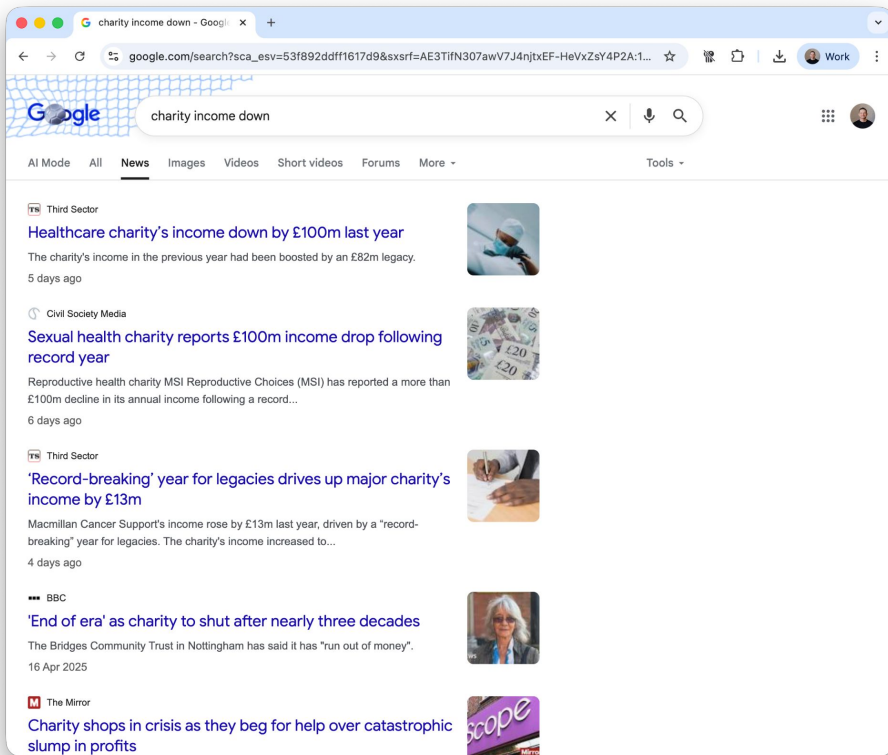
ARE YOU NOT Inspired about fundraising

hynt.



Despite all of this...

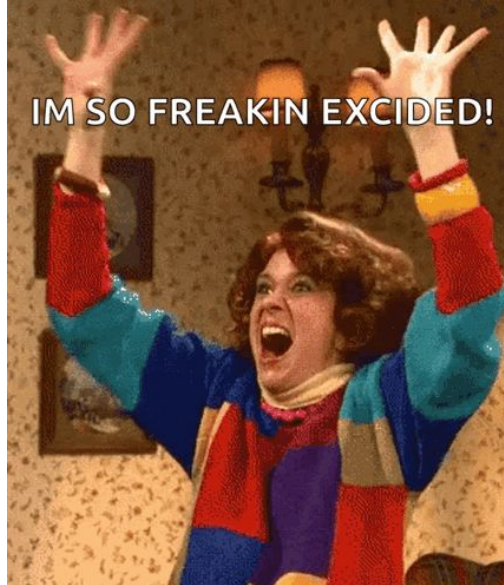
hynt.



...and despite all of this

hynt.

There's a lot to be excited about...



hynt.

**Let's bust some
myths...**

**The public donated an
estimated £15.4 billion in 2024!**

Charities Aid Foundation Report 2025

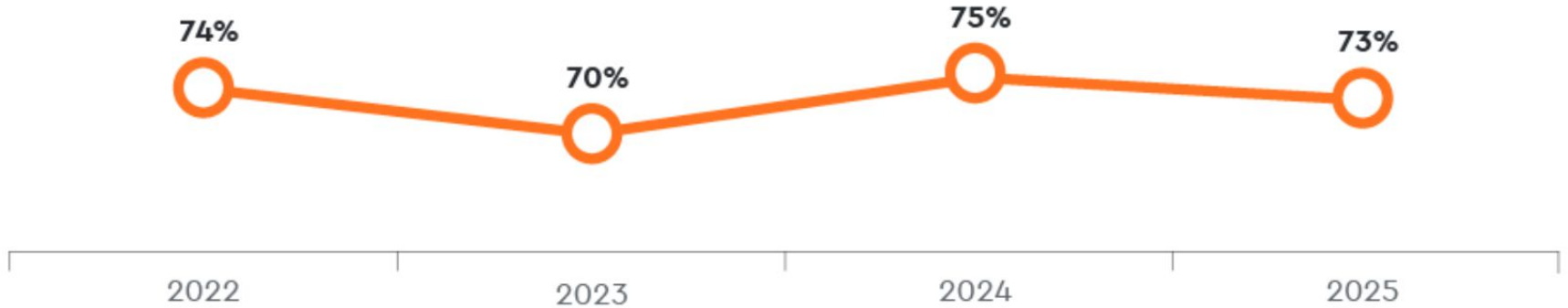
hynt.

**And those who give, are giving more
per person too, with an average
donation value of £72!**

Charities Aid Foundation Report 2025

hynt.

Figure 1: Percentage of the public who have donated to charity in the past three months (annual trend)



Donor Pulse Report 2025 (Enthuse)

**There's a lot to be
excited about...**

**People ARE still giving to
charity, and those who can
are even MORE generous.**

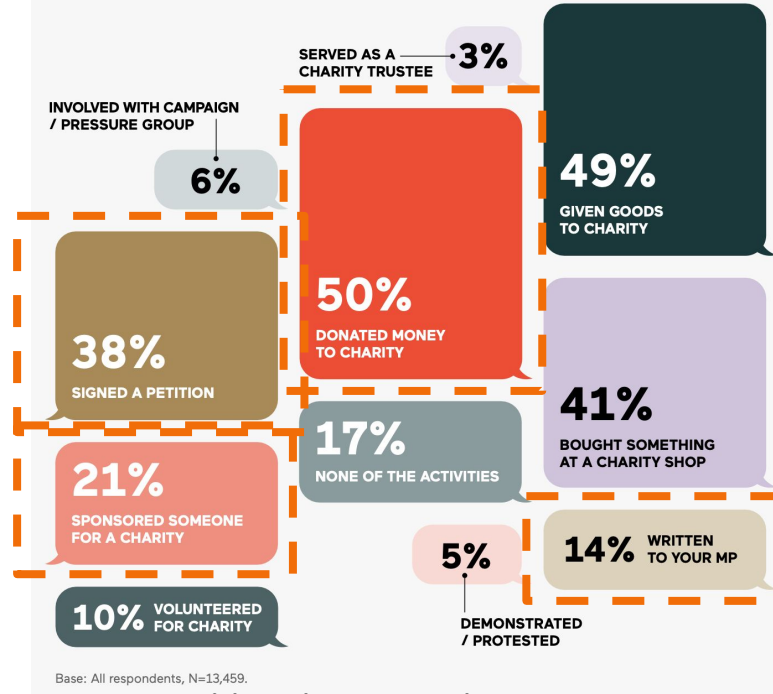
hynt.

**One in 10 people said they
volunteered in 2024, equivalent to
5.6 million adults!**

Charities Aid Foundation Report 2025

hynt.

Figure 1: Proportion of people who engaged in charitable or civic activities in the past 12 months



Charities Aid Foundation Report 2025

Activism, digital hand-raisers, peer-to-peer and donations are all strong!

**There's a lot to be
excited about...**

**People want to do EVEN
MORE for charities!**

Donors aged 16–24 are most likely to donate because they care about the cause, and want to help people less fortunate.

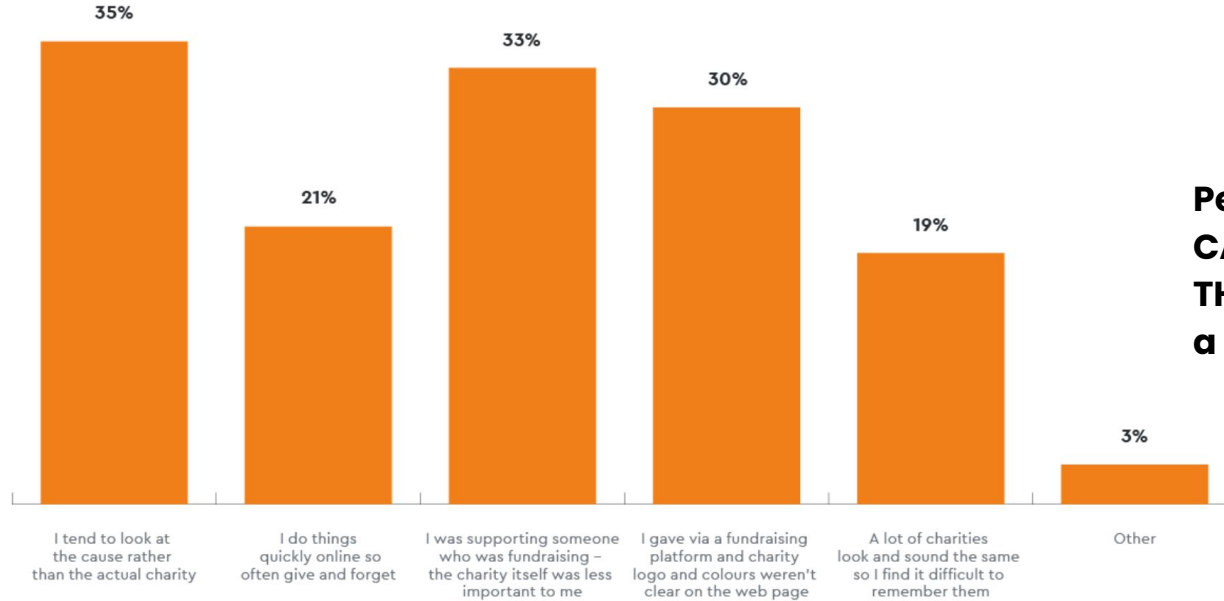
Charities Aid Foundation Report 2025

hynt.

Donors aged 16–24 are more likely than donors over 65 to give because they want to set an example to others (15% vs. 7%)!

Charities Aid Foundation Report 2025

Figure 22: Reasons why people forget who they last donated to



People are focused on the CAUSE or the FRIEND THEY'RE SUPPORTING more a charity's brand!

Donor Pulse Report 2025 (Enthuse)

**There's a lot to be
excited about...**

**Young people ARE ready to
give, but for different
reasons!**

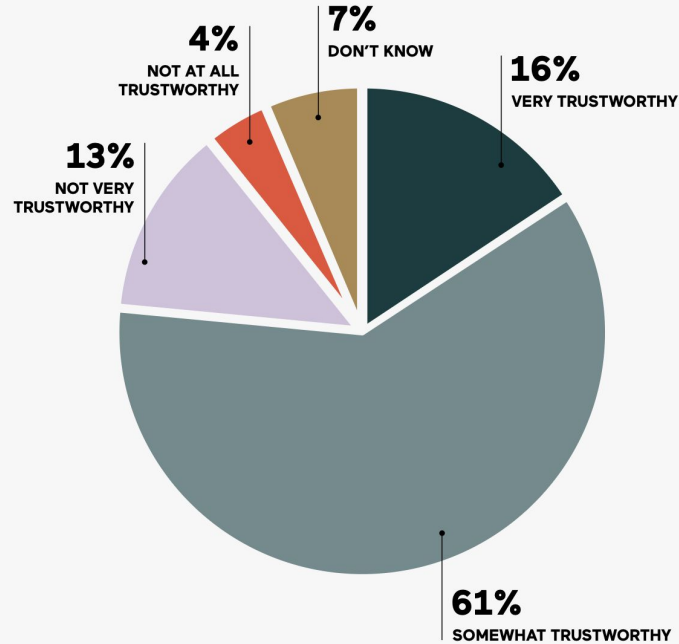
hynt.

**Donors 65+ are most likely to donate
because they care about the cause,
and they trust the organisations
they donate to.**

Charities Aid Foundation Report 2025

hynt.

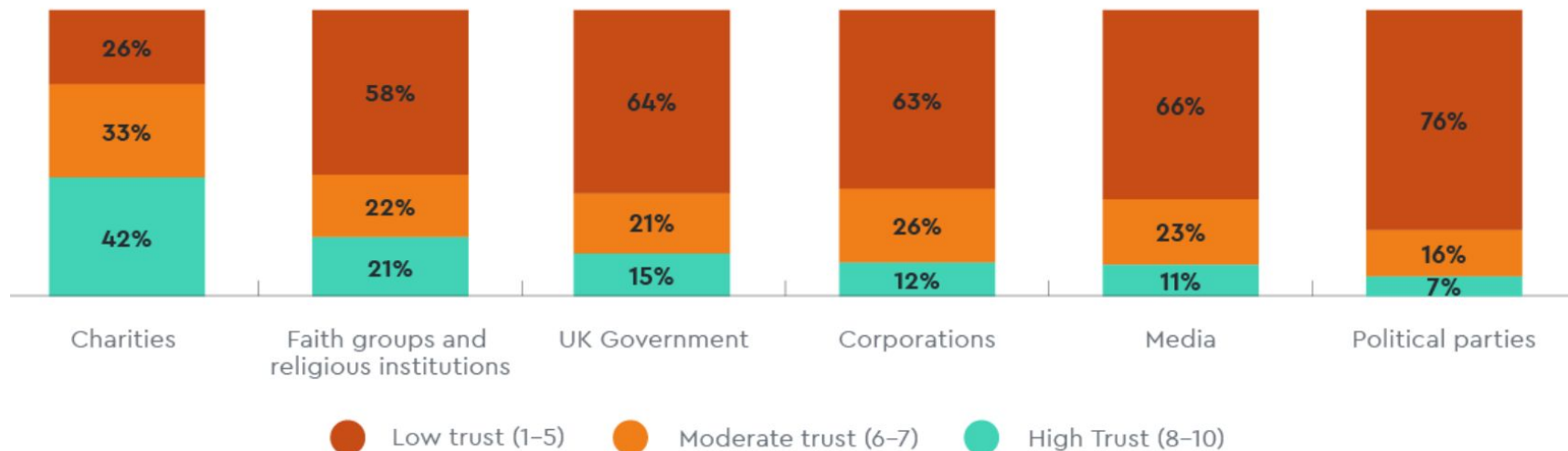
Figure 12: Public perception of the trustworthiness of most charities (% of people aged 16+)



Charities Aid Foundation Report 2025

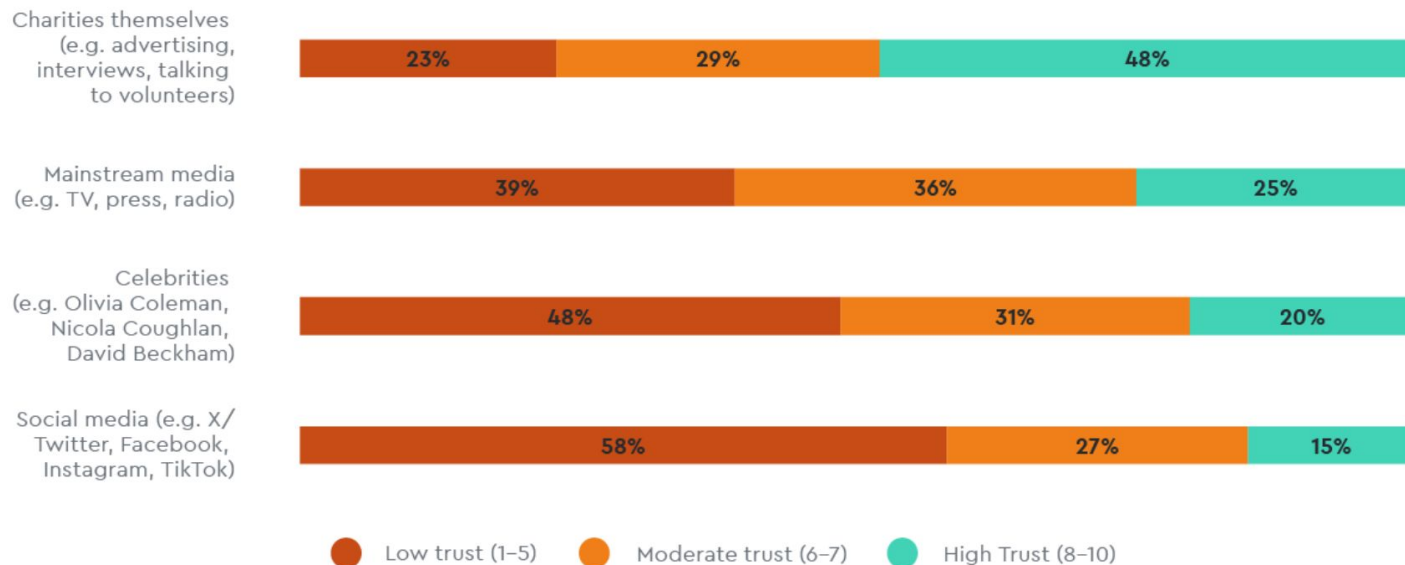
Trust in charities is off the charts!

Figure 12: Public trust levels in British institutions



Donor Pulse Report 2025 (Enthuse)

Figure 13: Trust in different sources for news on charities

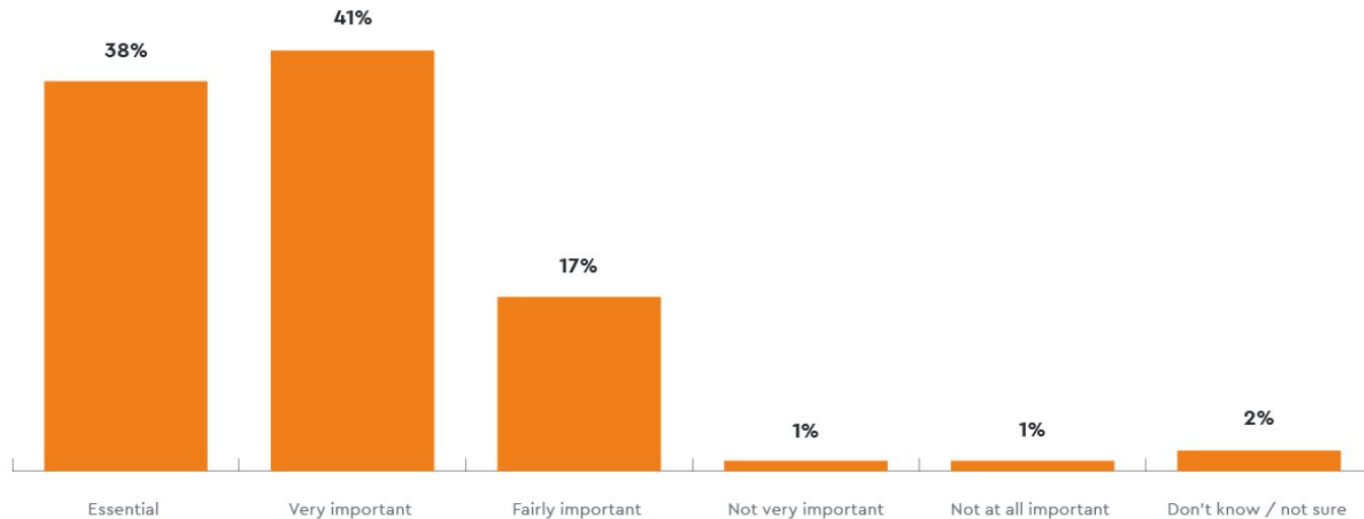


Donor Pulse Report 2025 (Enthuse)

**There's a lot to be
excited about...**

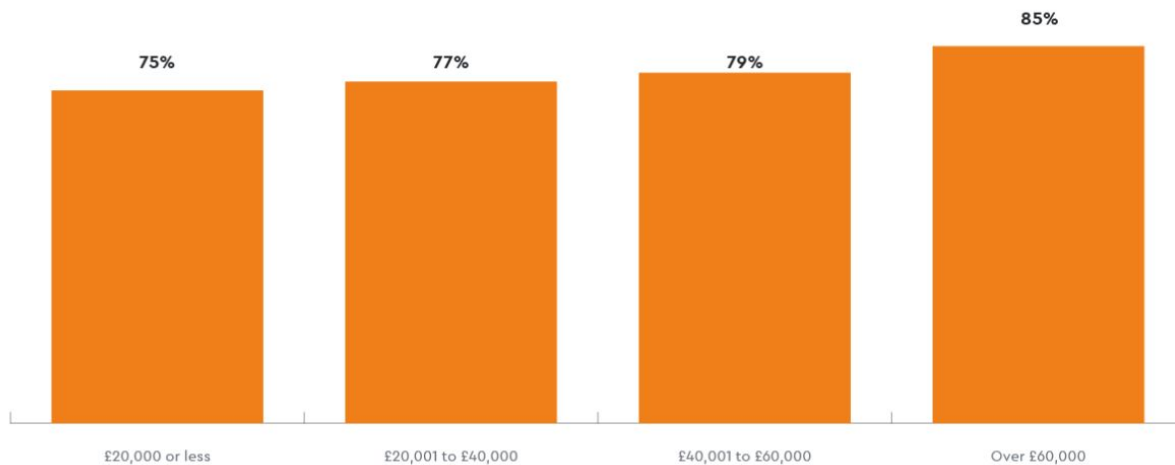
**Peoples' trust in charities
is STRONG!**

Figure 10: The public's perception of how important charity work is



Donor Pulse Report 2025 (Enthuse)

Figure 11: Perceived importance of charities' work by household income



Donor Pulse Report 2025 (Enthuse)

**There's a lot to be
excited about...**

**And the public KNOWs
that charity work is vital!**

**£4.26 Billion (with a B!) est. total
donated by corporates in the UK!**

Charities Aid Foundation Corporate Giving Report 2025

hynt.

**With businesses in the North East
being the most generous
(are we surprised??)**

Charities Aid Foundation Corporate Giving Report 2025

hynt.

**“Great examples include Greggs,
Northumbrian Water, Newcastle
Building Society, Port of Tyne and
Ringtons.”**

Charities Aid Foundation Corporate Giving Report 2025

hynt.

GREGGS



Fan favourite



Bring it back



Underrated



Garbage



It's okay



Every day



Only if it's on sale



Legendary



I secretly



hynt.

Charities Aid Foundation Corporate Giving Report 2025



hynt.

FIGURE 4: COMPANIES THAT GAVE AT LEAST 1% OF PRE-TAX PROFITS IN 2024

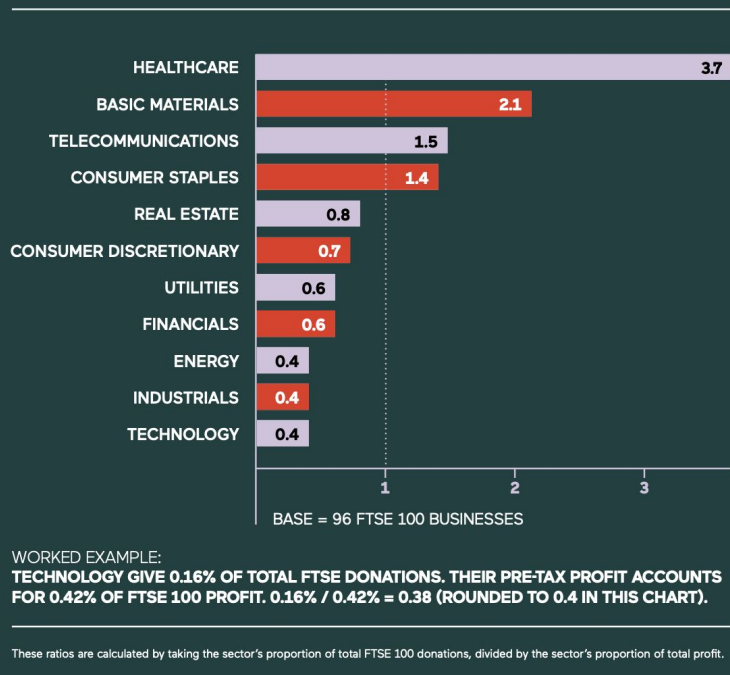
J SAINSBURY 13.01%	GSK 10.44%	ENDEAVOUR MINING 6.76%	TESCO 6.28%
BARRATT REDROW 3.75%	M&G 3.03%	WPP 2.61%	AVIVA 2.60%
SEVERN TRENT 2.57%	VODAFONE GROUP 2.56%	ANTOFAGASTA 2.37%	UNITED UTILITIES 2.34%
MONDI 1.76%	HIKMA PHARMA 1.76%	RECKITT BENCKISER 1.62%	ASTRAZENECA 1.46%
COCA-COLA HBC 1.43%	STANDARD CHARTERED 1.32%	KINGFISHER 1.29%	SCHRODERS 1.26%
BP 1.23%	SMITH & NEPHEW 1.13%	LEGAL & GENERAL 1.12%	EXPERIAN 1.09%

Companies that have consistently given 1% or more over the past three years, regardless of profit levels.



Some of the **BIGGEST** corporates in the country are giving big sums, consistently!

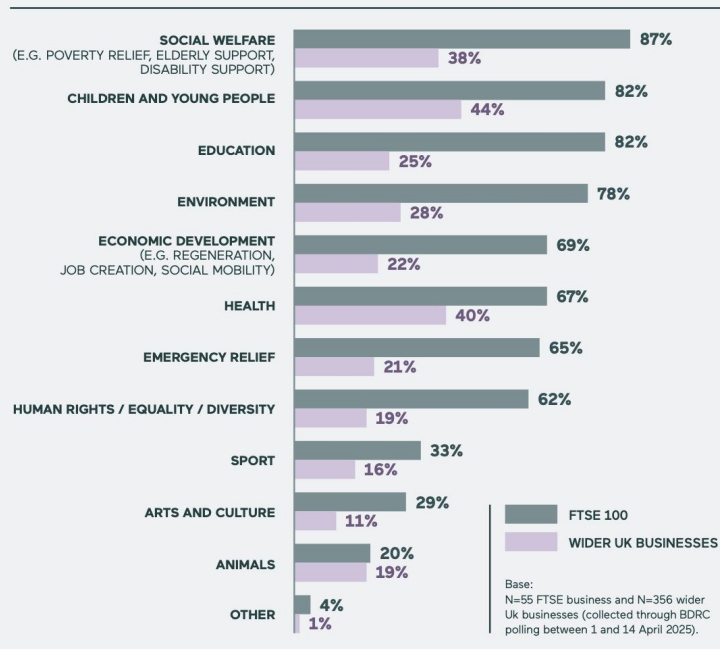
FIGURE 5: RATIO OF GIVING TO PRE-TAX PROFITS



And just LOOK at which category of corporate comes out on top!

Charities Aid Foundation Corporate Giving Report 2025

FIGURE 7: CAUSES SUPPORTED IN 2024 (% OF COMPANIES THAT DONATED)



¹ Please note that for this year's report, the cause classification has changed slightly. The most popular causes for the wider business population in the 2024 report were helping those in need, education and health/saving lives.

**And the cause
corporates care about
the most?**

It's SOCIAL WELFARE!

Charities Aid Foundation Corporate Giving Report 2025

hynt.

**75% of businesses give no support
to charities at all (which feels like
an opportunity??)**

Charities Aid Foundation Corporate Giving Report 2025

hynt.

**There's a lot to be
excited about...**

**Corporates DO care, they
care about YOUR cause,
and there's a lot to tap!**

hynt.

**Legacy income hit £4.5 Billion
(that's ALSO with a B!), up 9%
year-on-year!**

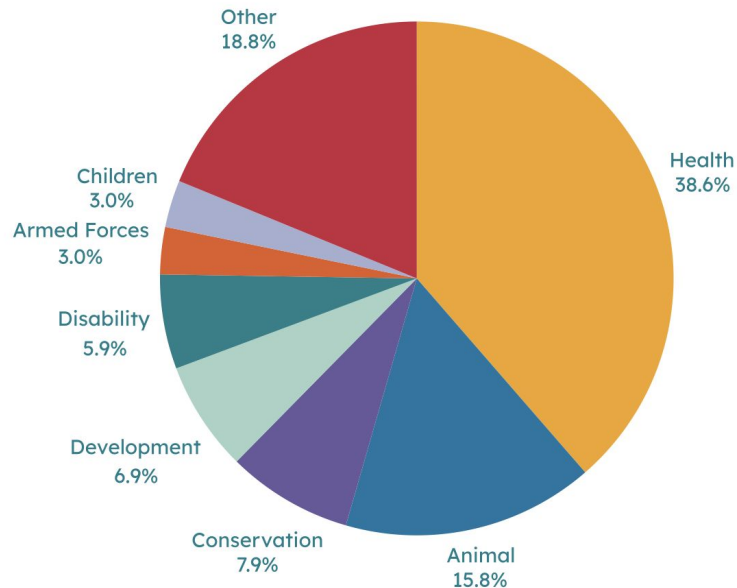
The Legacy Giving Report 2025

**Health charities are the leading
cause given to in legacy gifts,
taking nearly 40% of income!**

The Legacy Giving Report 2025

hynt.

Legacy income by sector, %



**Combine Health
and Animals?**

**You've got yourself
a Legacy, my friend!**

The Legacy Giving Report 2025

**Legacy income is forecast to hit
£5.1 Billion (again, that's with a B!)
by 2030!**

The Legacy Giving Report 2025

hynt.

**Baby Boomers are dominating
Legacy giving, with 21% of bequests
made by boomers.**

The Legacy Giving Report 2025

hynt.

boomers when they read literally
anything on social media



hynt.

boomers when they **are asked to leave
a gift in their will**



hynt.

South Coast and London give 45% of charitable legacy estates...

The Legacy Giving Report 2025

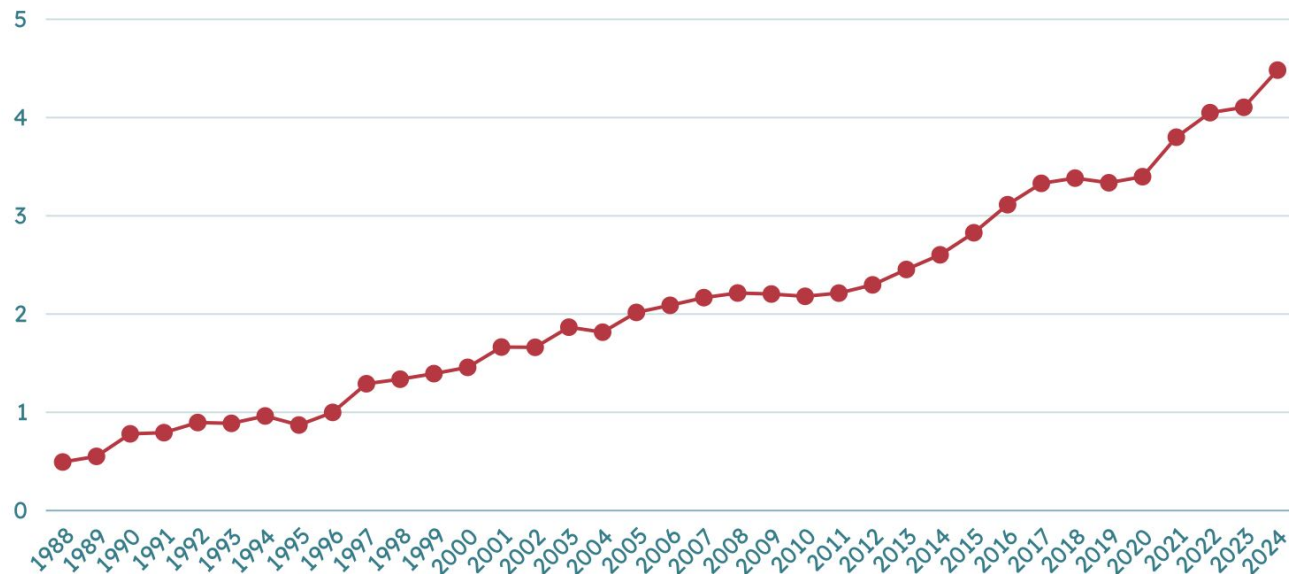
hynt.

**...Wales and Northeast
give the least legacy estates.**

The Legacy Giving Report 2025

hynt.

UK Legacy income, £bns



Find me any other fundraising income stream that goes up like this.

Go on.

I'll wait.

The Legacy Giving Report 2025

hynt.

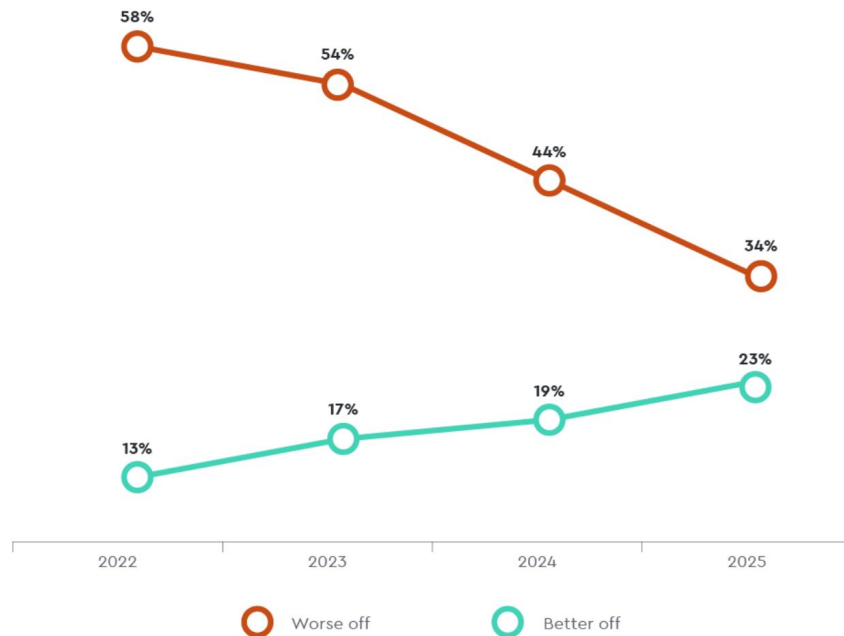
**And yes, THAT'S
BILLIONS WITH A B!!**



**There's a lot to be
excited about...**

Legacy giving is POPPIN'!
(to use the technical marketing term)

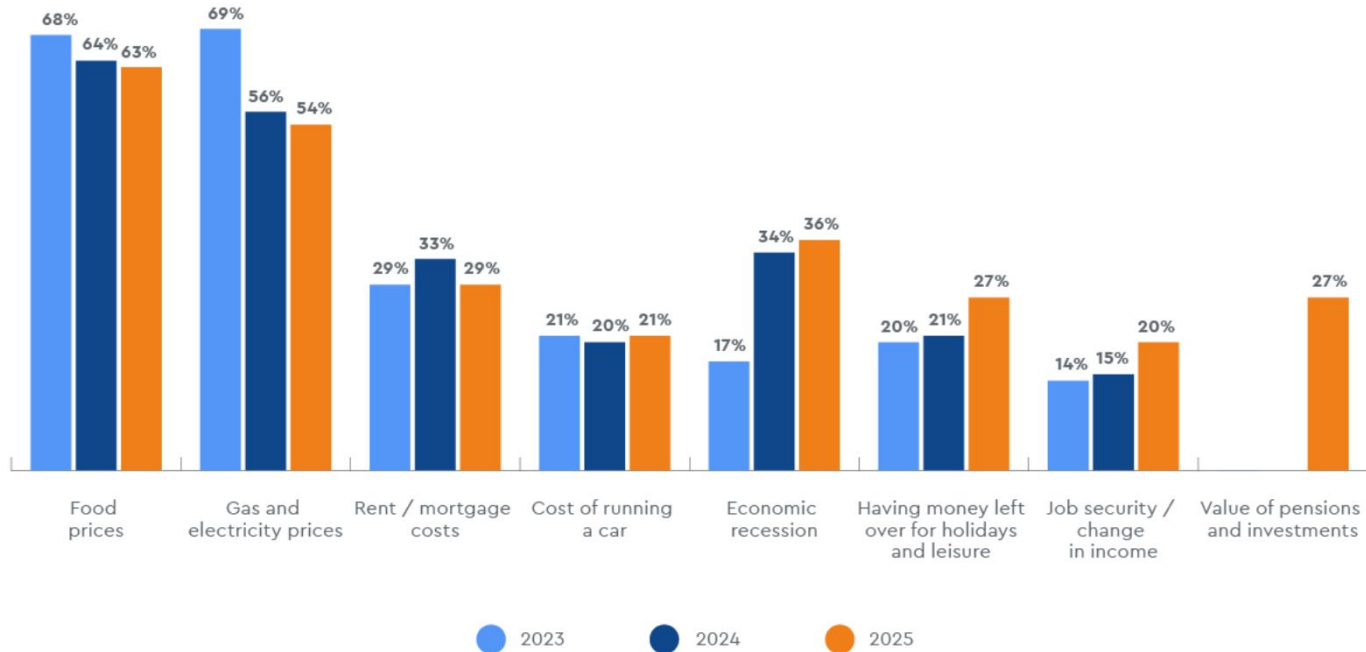
Figure 3: Change in financial situation year on year



People are feeling MUCH better off financially!

Donor Pulse Report 2025 (Enthuse)

Figure 4: Top financial concerns among the public, year on year



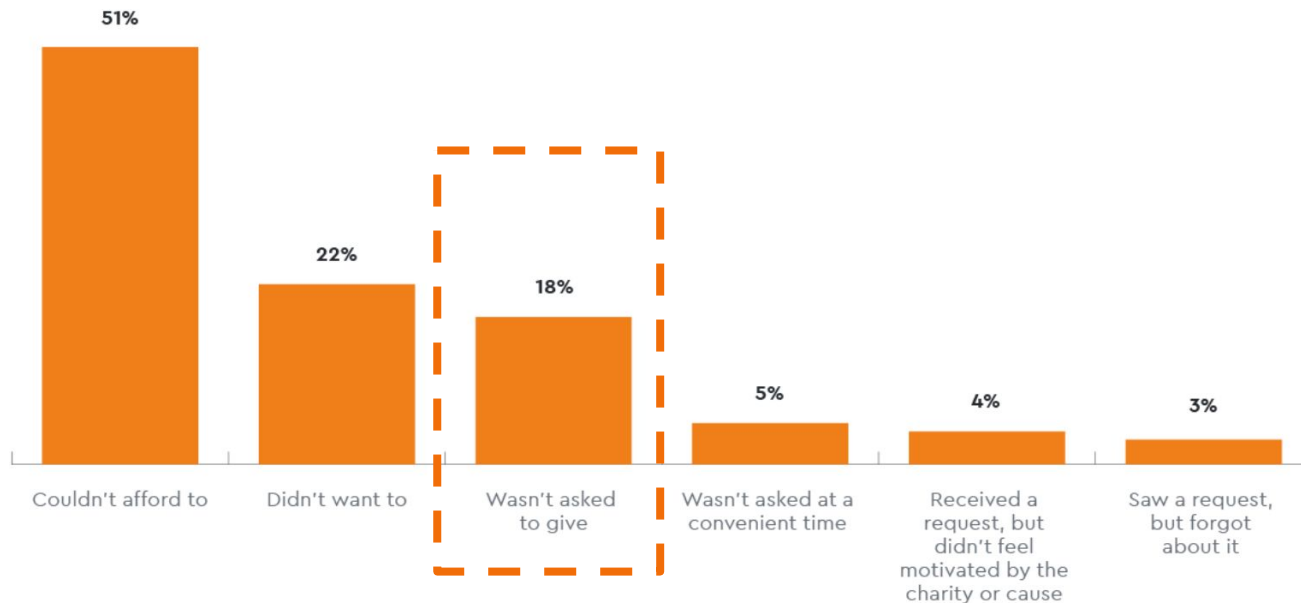
Donor Pulse Report 2025 (Enthuse)

**There's a lot to be
excited about...**

**People are feeling more
confident in the economy!**

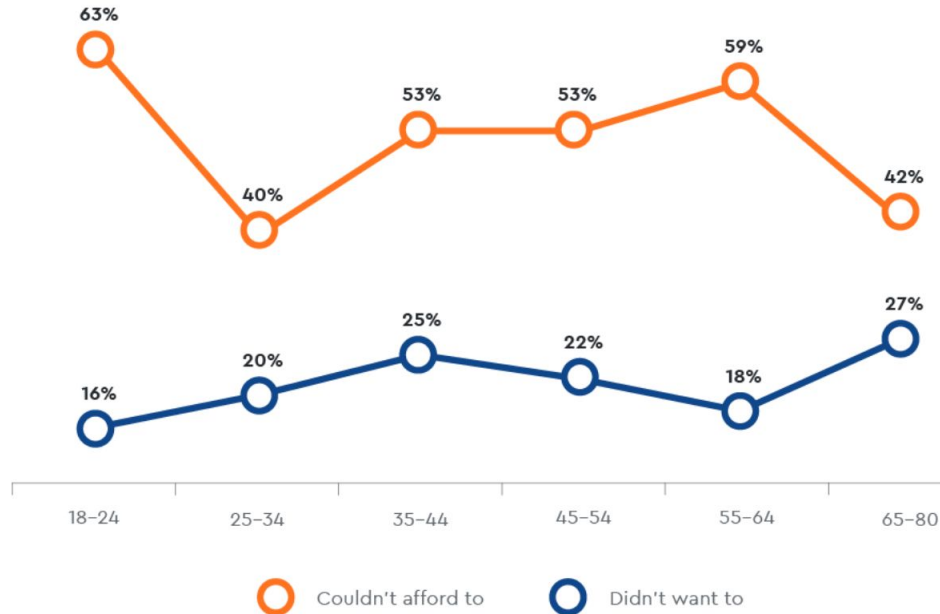
hynt.

Figure 5: Reasons for not giving to charity in the past three months



Donor Pulse Report 2025 (Enthuse)

Figure 6: Reasons for not giving (by age)



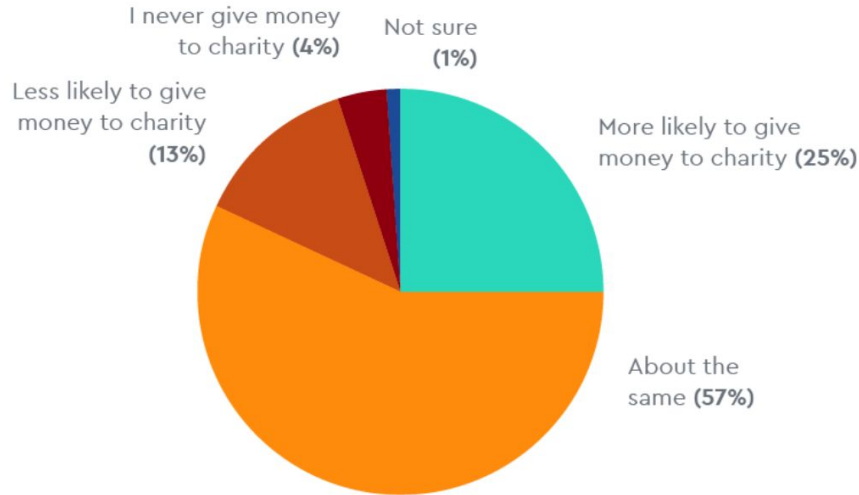
While older people may have money to give, apparently they don't want to?

But everyone else does!

(Except 18-24, but we can leave them alone for now)

Donor Pulse Report 2025 (Enthuse)

Figure 8: How likely the public is to give compared to three months ago

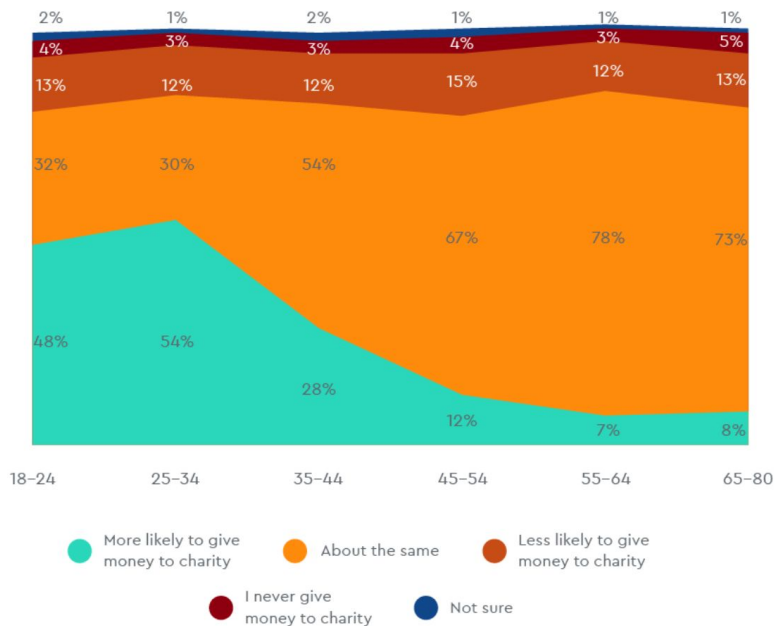


Most people are likely to give a gift in the next 3 months!

(We just have to ask them)

Donor Pulse Report 2025 (Enthuse)

Figure 9: How likely the public is to give compared to three months ago (by age)



~50% of Gen Z and Millennials say they're likely to give a gift in the next 3 months!

(We just have to ask them)

Donor Pulse Report 2025 (Enthuse)

**There's a lot to be
excited about...**

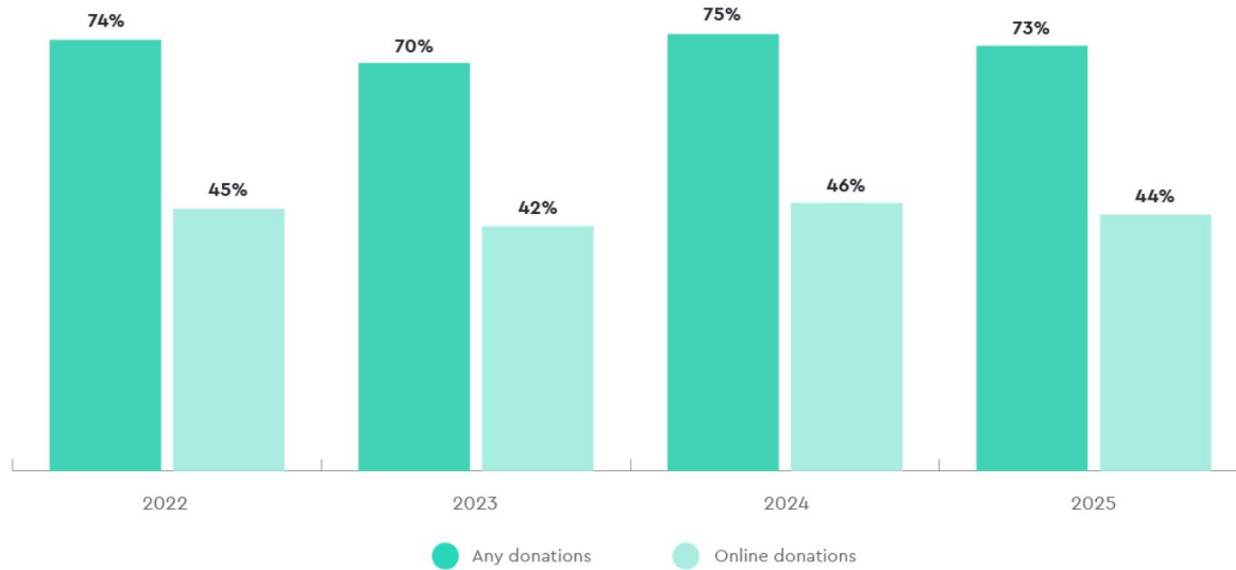
**The people who want to
give, ARE giving, and just
need to be asked!**

Almost two-thirds of charities have made progress with digital this year, and digital is a priority for 74% of charities.

Charity Digital Skills Report 2025

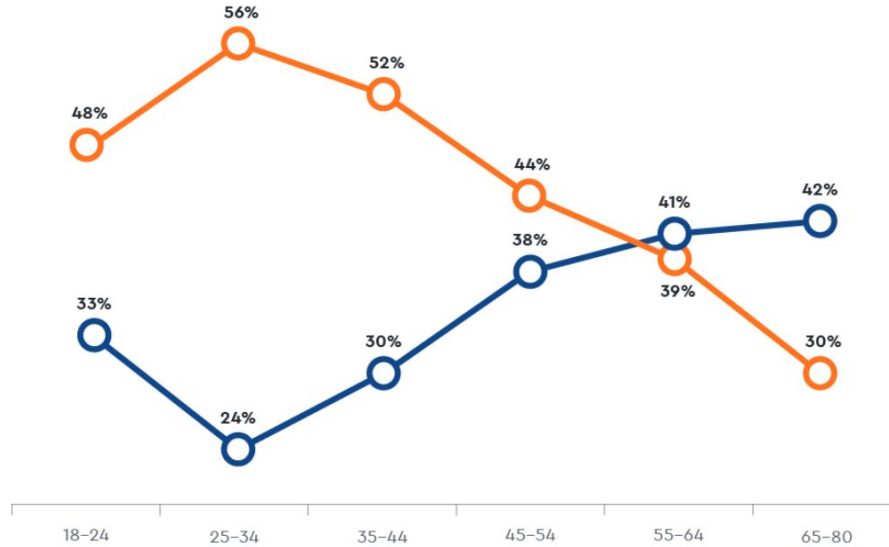
hynt.

Figure 18: Percentage donating online in last three months (annual trend)



Donor Pulse Report 2025 (Enthuse)

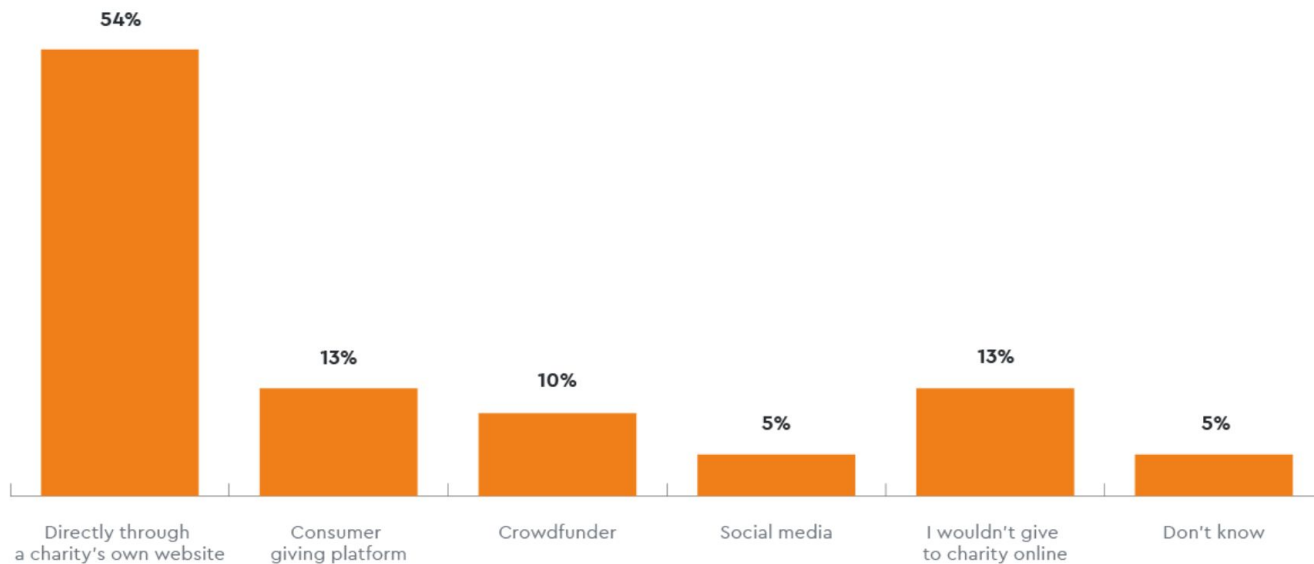
Figure 19: Preferred method of giving by age



Orange is Online, Blue is Cash (DM response, cheques, CC etc.)

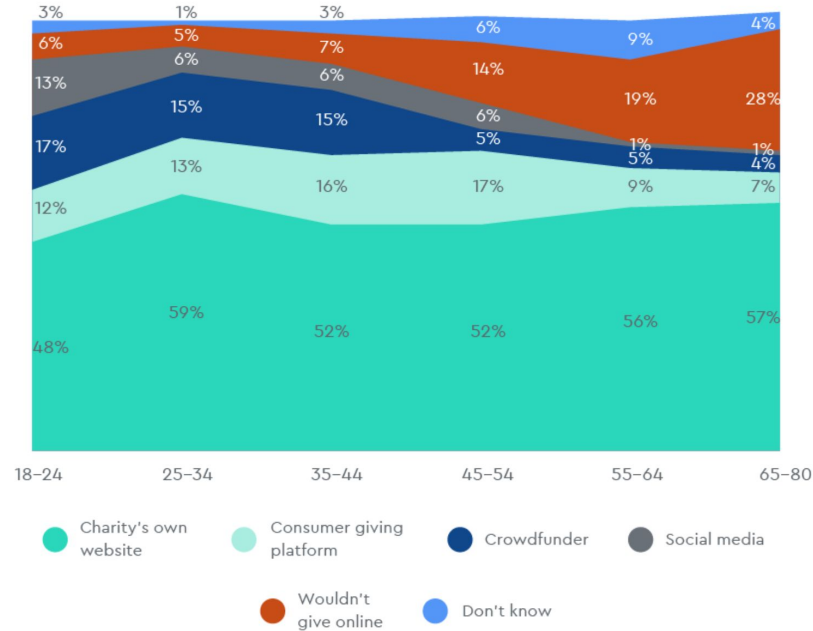
Donor Pulse Report 2025 (Enthuse)

Figure 20: Preferred method of giving to charity online



Donor Pulse Report 2025 (Enthuse)

Figure 21: Preferred way to donate online by age



**Under 34's love
peer-to-peer
fundraising, and
EVERYONE trusts the
charity's own website!**

Donor Pulse Report 2025 (Enthuse)

**There's a lot to be
excited about...**

Digital is SMASHING it!

51% of charities have either left or cut back on their use of X (a dramatic increase from the 18% moving away from X last year).

Charity Digital Skills Report 2025

**There's a lot to be
excited about...**

Elon Musk is not winning!

Let's recap:

**There's a lot to be
excited about...**

**People DO want to fund
vital services!**

**There's a lot to be
excited about...**

**People want to do more
than donate – they want
to change the system!**

hynt.

**There's a lot to be
excited about...**

**So... shall we change the
system?**

hynt.

Build your digital fundraising skills, products and more with some free resources...



Or get in touch:
hello@hynt.studio

hynt.