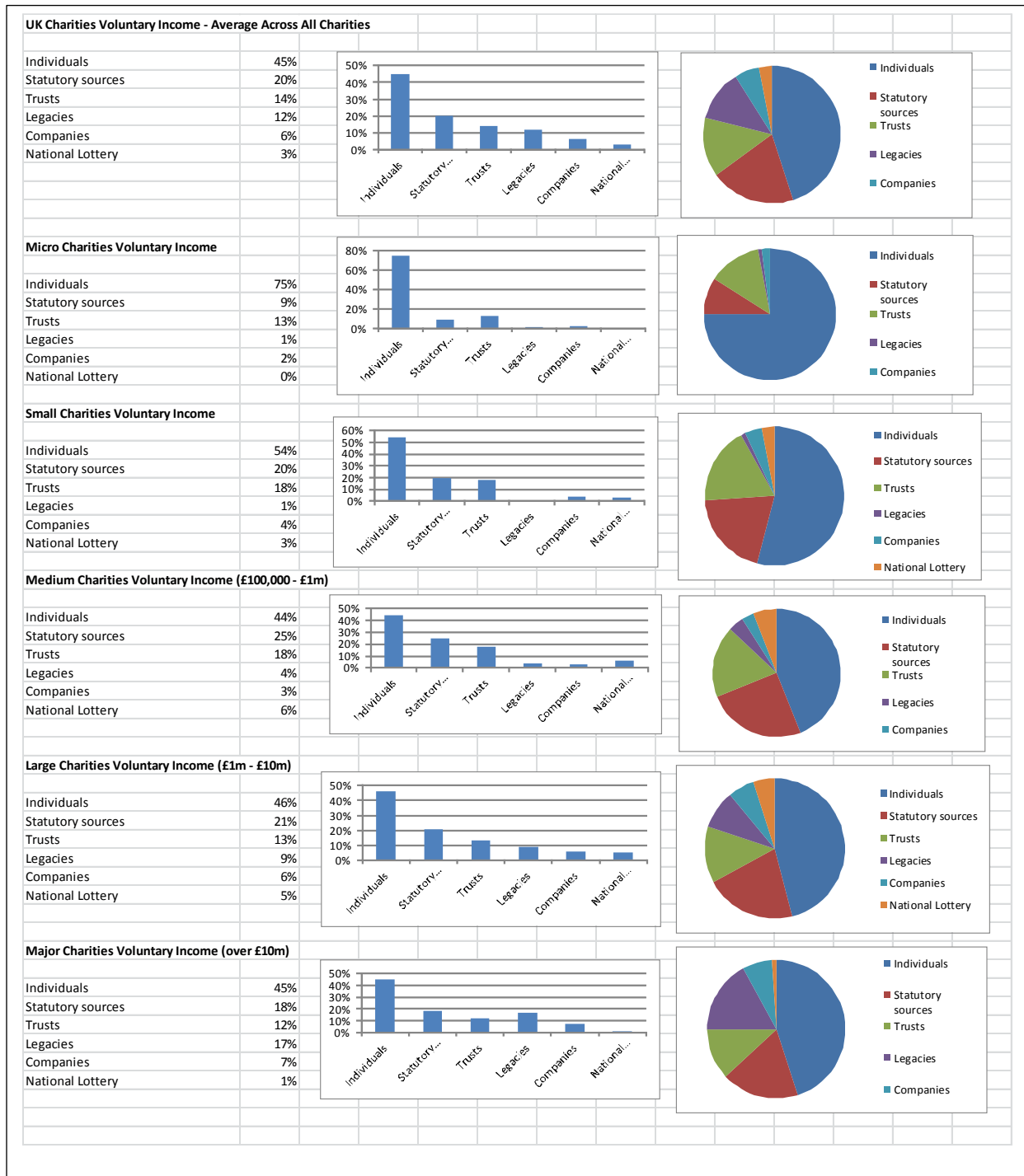


Average UK (and US) Charities Fundraising Experience

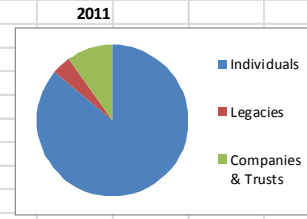
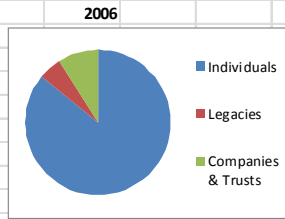


Fundraising Spend Compared - 2006 and 2011

reflecting no significant change in the last 5 years

2006	
Individuals	86%
Legacies	5%
Companies & Trusts	9%

2011	
Individuals	86%
Legacies	4%
Companies & Trusts	10%



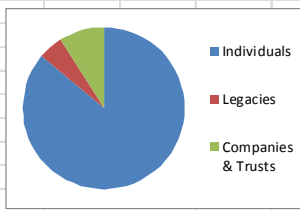
Fundraising Spending versus Income - in 2011

reflecting the costs to generate individual income

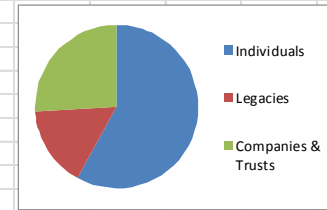
Percentage of Fundraising Expenditure	
Individuals	86%
Legacies	5%
Companies & Trusts	9%

Percentage of Fundraised Income	
Individuals	58%
Legacies	16%
Companies & Trusts	26%

Percentage of Fundraising Expenditure



Percentage of Fundraised Income

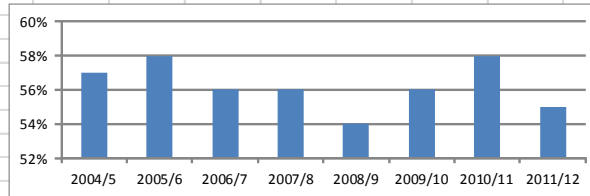


Who Gives?

Proportion of Adults in UK giving to charity in a typical month

reflecting no significant change during the recession

2004/5	57%
2005/6	58%
2006/7	56%
2007/8	56%
2008/9	54%
2009/10	56%
2010/11	58%
2011/12	55%

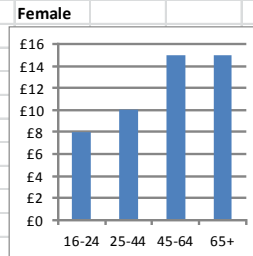
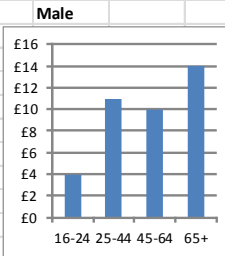


UK Median donation per month by age and gender

reflecting variations in giving as people get older, and that women give more

Male	
16-24	£4
25-44	£11
45-64	£10
65+	£14

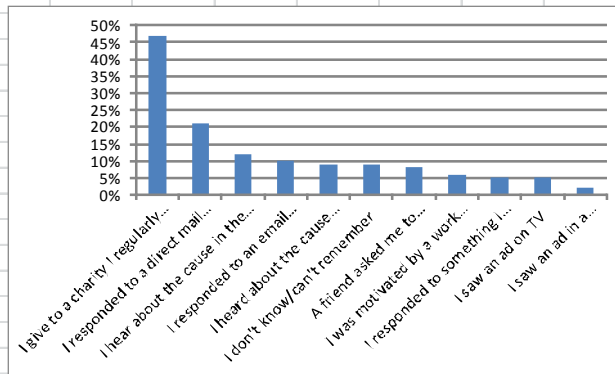
Female	
16-24	£8
25-44	£10
45-64	£15
65+	£15



USA statistics 2013 - what inspired people to give

reflecting the importance of regular giving, and direct mails

I give to a charity I regularly support	47%
I responded to a direct mail request	21%
I hear about the cause in the media	12%
I responded to an email campaign	10%
I heard about the cause from a friend	9%
I don't know/can't remember	9%
A friend asked me to sponsor them for an event	8%
I was motivated by a work matching campaign	6%
I responded to something I saw on social media	5%
I saw an ad on TV	5%
I saw an ad in a newspaper/magazine	2%



USA Variations in giving by family income

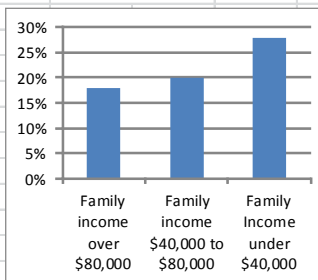
I responded to a direct mail request

Family income over \$80,000	18%
Family income \$40,000 to \$80,000	20%
Family Income under \$40,000	28%

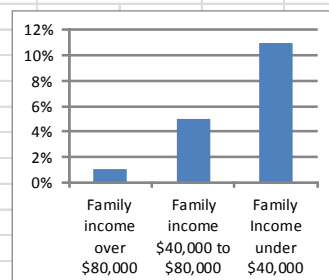
I responded to something I saw on social media

Family income over \$80,000	1%
Family income \$40,000 to \$80,000	5%
Family Income under \$40,000	11%

Direct Mail



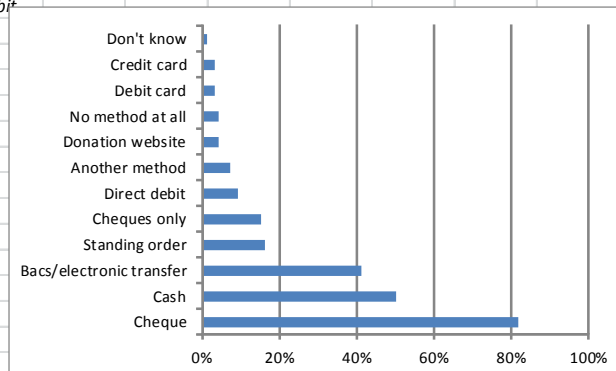
Social Media



How many charities can accept these payment forms

reflecting how many are not set up for regular giving by direct debit

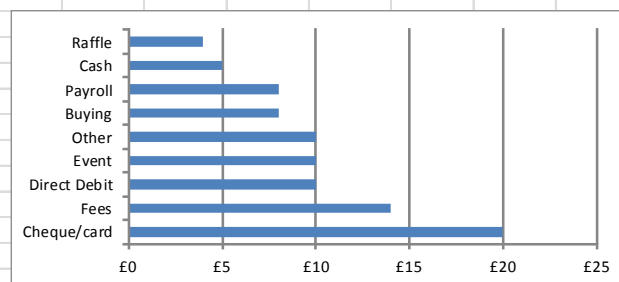
Cheque	82%
Cash	50%
Bacs/electronic transfer	41%
Standing order	16%
Cheques only	15%
Direct debit	9%
Another method	7%
Donation website	4%
No method at all	4%
Debit card	3%
Credit card	3%
Don't know	1%



Average individual donation size

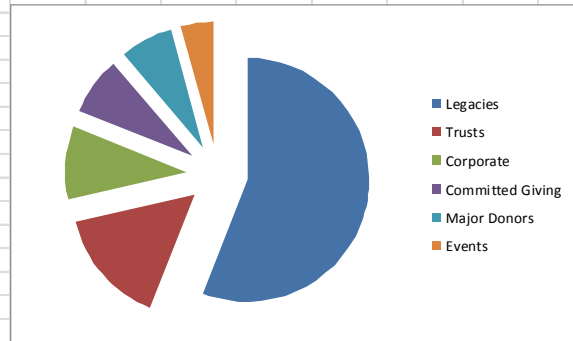
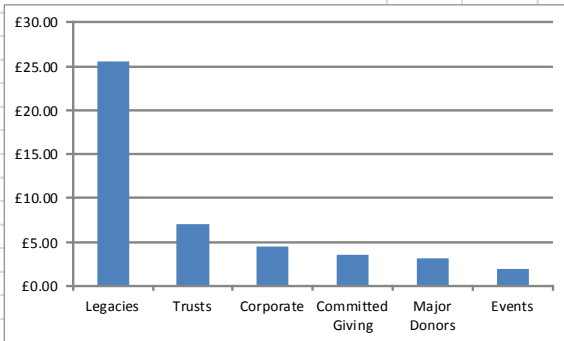
reflecting the impact of direct debit as it is usually monthly

Cheque/card	£20
Fees	£14
Direct Debit	£10
Event	£10
Other	£10
Buying	£8
Payroll	£8
Cash	£5
Raffle	£4



Return on Investment: Average return per £ invested

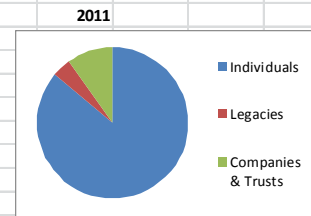
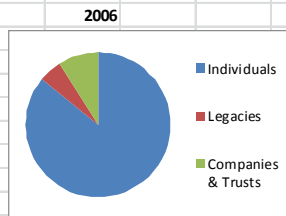
Legacies	£25.50
Trusts	£7.00
Corporate	£4.43
Committed Giving	£3.54
Major Donors	£3.17
Events	£1.94



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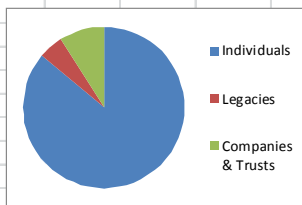


Fundraising Spending versus Income - in 2011

reflecting the costs to generate individual income

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Percentage of Fundraising Expenditure



Percentage of Fundraised Income

