



UK Giving 2007

Results of the 2006/07 Individual Giving Survey on charitable giving with special reports on gender and causes



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Sections 1–3 of this edition of UK Giving were researched and written by Liz Goodey, Sally Clegg and Richard Harrison from Charities Aid Foundation (CAF) and Dr Greg Piper and Dr Patricia Walls from National Council for Voluntary Organisations (NCVO).

The special report, Gender and giving, was written by Dr Greg Piper and Dr Sylke V Schnepf. Professor John Micklewright and Dr Sylke V Schnepf wrote the special report How giving to different causes clusters together.

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Foreword

The charitable giving and philanthropy of individuals is not simply a matter of interest to academics, policy makers and practitioners. It is a set of behaviours and activities that has direct impact on people and communities on the ground that makes a substantive contribution to the life chances of the most socially and economically disadvantaged. As private action for public benefit, it is an act of citizenship which binds people together. As an economic resource, charitable giving is often targeted at activities that the state fails to fund or that the market finds uneconomic to provide. A more detailed understanding of charitable giving is, in my opinion, crucial to the development of a broad set of policies and actions to support the development of a healthy civil society.

It is widely recognised that tightening fiscal policy and a less benign economic environment will make life more difficult for civil society organisations. My belief is that we will need to further stimulate charitable giving in order to sustain civil society when it is needed most. Whilst research in itself will not achieve this goal, I believe that evidence informed policy and practice is increasingly the way we will achieve our goals.

This edition of UK Giving aims to provide some of the basic evidence around the dimensions and characteristics of charitable giving. The contribution to this report from Southampton University is indicative of some of the gains that can be made when collaboration with academics is undertaken. This report represents the work of an ongoing collaboration between CAF and NCVO that we hope will be a platform for the investment in charitable giving research being made by the Office of the Third Sector and the Economic and Social Research Council. The establishment of the Centre for Charitable Giving and Philanthropy is a very welcome development, something NCVO has long supported. In conclusion, I wish the new Centre every success and we look forward to working with it in the future.

Stuart Etherington,

Chief Executive, NCVO

November 2007

Foreword

The UK has a long and proud history of charitable giving, stretching back to the famous philanthropists of the 19th century and far beyond. Research suggests that to this day we remain one of the most generous nations on the planet.

In recent years, how we in the UK give to charity has undoubtedly evolved faster than at any point during our long history of giving to support those in need. We are now spoilt for choice in terms of ways to give. While the excellent work of the thousands of fundraisers through the UK continues to rely heavily on tried and tested mechanisms for fundraising and giving, for much of the public, newer approaches such as social investment and venture philanthropy and now methods such as online options are at least as tempting, and often a more engaging route. Technology is not only allowing us to give in different ways, it is also allowing us to inform ourselves more easily about the charities which suit us, and about the causes they support.

Amid all this innovation and change, I feel that a clear grasp of the underlying dynamics around charitable giving becomes all the more valuable for decision makers in the voluntary sector. I believe that the voluntary sector is coming to appreciate that its success depends to a large extent on the good use of evidence. We at CAF see such evidence as vital in realising our vision of a society in which sustainable and efficient giving is a part of everyday life.

The development of new centres of third sector research bode well for the future of charitable giving, and the understanding of giving trends. This report is a valuable example of the important research which will be brought together and built upon by these new centres, to the benefit of the sector as a whole.

Dr. John Low

Chief Executive, CAF

November 2007

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1 Executive summary

- More than half – 54% – of the public in 2006/07 gave to charity in the four weeks before the survey – a statistically significant fall of 3% from the previous year.
- There is little difference in the average amount given over time – still at £16 per head of population in a four week period.
- The latest annual estimate of total UK giving is £9.5bn – down 3% on last year in real terms.
- The three groups most likely to donate to charity are women, people aged 45-64 years, and managers/professionals.
- When men give, they appear to give more than women, but only because a small number of men are very generous.
- Married/cohabiting men and women report greater similarities in giving behaviour than singles.
- There are significantly fewer men, people in the 25-44 year age group, and in routine and manual occupations donating now than a year ago.
- Wealthier people are most likely to donate and to donate the most money.
- The cause which is supported by the greatest number of people is medical research, followed next by children/young people and then hospital/hospices charities.
- High-level donors disproportionately contribute more to religious causes.
- Most money was donated to medical research (17% of all donations) and religious (16%) causes in 2006/07.
- Giving by cash remains the most common method of giving, while direct debit and cards/cheques are the methods which raise the most money.
- There was a very small increase in the percentage of donors using regular methods of donating in the last year, but in the last three years there has been a substantial increase (7%) in money donated through regular giving.

- People who donate to either overseas/disaster causes or religious causes are most likely to give to the other – these two causes ‘cluster’ together more strongly than other causes.
- There is evidence that charities would benefit more from appealing to other charities’ donors than to the population as a whole.
- The larger the donation, the more likely Gift Aid will be applied.
- More than two-thirds of direct debit donations are converted to Gift Aid compared with less than one-third of cash donations.

2 Introduction

2.1 The context of giving

The financial year 2006/07, which this report covers, thankfully did not witness the scale of disasters such as the Asian tsunami, the earthquake in Pakistan, and the famine in Niger, all of which had dominated headlines in the previous years. It did however see the beginning of the crisis in Darfur and Chad, which continues as we enter 2008.

The UK media has been speculating with increasing intensity about levels of charitable giving from the very wealthy, and asking whether there is evidence of resurgence in giving by the middle class. Certainly, the fundraising environment continued to evolve at speed, partly fuelled by increased use of the internet and other emerging technologies. Different online and offline methods of technology-based fundraising, ranging from donations by text, online sponsorship – for example, justgiving.com – to web portals, such as eBay For Charity or Everyclick.com became more familiar. 2007 saw the launch of the first mainstream philanthropic TV show, Million Pound Giveaway, based on the concept of venture philanthropy, which drew an impressive prime-time audience. More recently, Millionaire's Mission has given an insight into the practical difficulties a group of philanthropists encountered, when launching and running a scheme in a developing region. The second series allowing the public to vote to select which project should be funded by the Big Lottery Fund, The People's £50 Million Lottery Giveaway will air in November 2007.

Within the voluntary sector, there have been some encouraging and significant developments for the charitable giving environment. There has been increased effort to maximise the potential of two of the main mechanisms for tax-efficient giving, Gift Aid and payroll giving.

A reduction in April 2007 in the basic rate of tax (taking effect in April 2008) has affected the Gift Aid programme, which enables charities to reclaim the basic rate tax on certain kinds of donations. Discussions about how to increase Gift Aid reclamations have been fed into the government's formal consultation about how to increase take-up of Gift Aid and payroll giving, which ended in September 2007. The tax authorities reported an increase in Gift Aid receipts of 16.9% between 2004/05 and 2005/06.

Payroll giving, which allows employees to donate directly and tax-efficiently from their gross salary, saw a 39% increase between 2005/06 and 2006/07 in the number of employers contracted to this scheme¹. The implementation of the Quality Mark scheme, the SME Grant Scheme, and

¹ Payroll Giving Centre

new National Payroll Giving Awards have also boosted this method of giving to charity.

A new Centre for Charitable Giving and Philanthropy research began to take shape and is set to open in 2008. It will produce research through three 'spokes': individual and business giving; charitable giving and social redistribution; and institutionalised giving structures, led by a co-ordinating 'hub'.

The sector remains highly competitive, with thousands of charities competing for the same public well of support, while trying to use their funds more efficiently. Many charities are increasingly caught up in the process of winning local authority contracts to provide services to the public. This has caused some disquiet within the voluntary sector and has clearly reminded charities of how important individuals' donations are for preserving their autonomy.

Against this background our research is a key resource for policymakers, charities, and ultimately for those who benefit from charitable endeavour throughout the UK and beyond. Because it is repeated every year it provides a valuable measure of the public's giving behaviour, identifying any changes in how the public gives to charity, how much it gives, and to whom.

2.2 Aim of the UK Giving 2007² report

The report on UK Giving, now in its third year³, describes broad patterns of giving to charity, year by year, using data from the Individual Giving Survey (IGS). In a new departure this year, UK Giving also presents analyses covering a number of years' data on two specific themes.

2.3 The Individual Giving Survey

UK Giving 2007 uses data from the Individual Giving Survey (IGS), a module in the Office for National Statistics (ONS) Omnibus Survey. This is commissioned by the National Council for Voluntary Organisations (NCVO) and CAF (the Charities Aid Foundation). The IGS asks a representative sample of the adults in the UK⁴ about giving money to charity over the previous four weeks – how much they have given, to what causes, and by which methods.

² This year's report is entitled UK Giving 2007, to highlight the broadening of its approach in terms of merging three year data and providing more complex analyses in special reports than in previous years which focused more specifically on the latest IGS findings

³ A year refers to any particular financial year, for example, 2006/07

⁴ Adults in Northern Ireland are not surveyed in the IGS. Estimates of annual UK giving are based on UK-wide population figures, which include Northern Ireland. This is based on evidence from Northern Ireland, which suggests that patterns in charitable giving do not differ substantially from the rest of the UK. See last year's report for further details - UK Giving 2005/06: Results of the 2005/06 survey of individual charitable giving in the UK CAF/NCVO.

For details of the IGS methodology see Appendix A1. Appendix A5 gives a glossary of the terms that we use in this report.

Section 3 presents core results for 2006/07 and comparisons with previous years, as well as using merged two-year data.

In Sections 4 and 5, two special reports on gender and causes, present more complex analyses using three-year merged datasets. Headings identify which data were used. Where results have been found to be statistically significant⁵, this is reported in the text.

2.4 Commentary on findings

Falls in charitable giving across the range of charities

2006/07 saw a fall in the percentage of the population who gave to charity and a fall in the estimated annual amount of money given to charity in comparison with the previous year. The evidence suggests that apart from religious causes, which witnessed an increase in donations, all other causes saw a decrease in funding or similar levels from the previous year. As decreases in giving are across the board, this general response may be economically-driven rather than motivated by a turning away from belief in specific causes. Significant decreases in giving have been noted among men, those aged 25-44 years and those in routine and manual occupations in the last year. If this trend continues, charities will be competing for decreasing numbers of donors for a decreasing amount of money.

The reasons for these decreased levels of giving are not clear and are outside the scope of this research. However, this research can provide an evidence base to help support charities, policymakers, the public and researchers concerned with charitable giving in the UK.

Demographic differences in giving

The evidence shows that despite decreases in proportions of the public donating to charity during the last year, groups which are more likely to donate are women, particularly married women, those who are middle-aged (45-64), those in professional/managerial work and the wealthiest quarter of the general population. These are the groups that ought to be targeted in fundraising campaigns.

Popular causes and how giving to causes clusters with other giving

The evidence on how giving clusters, and the popularity of particular

⁵ In statistics 'significant' means probably true, that is, not due to chance.

causes, suggests that charities might benefit more from approaching other charities' donors than from appealing to the general population. Charities may be able to alter their fundraising strategies to appeal to donors of the most popular causes, as such donors might also be open to donating to another cause.

Research issues

While findings on gender, age and income correspond generally with the results of other studies⁶, differences in findings of the amounts given by various population groups in other studies, are likely to reflect differences in research methodologies.

The special report, Gender and giving highlights the need for more complex analyses which control for a number of variables. The focus on marital/cohabiting status and percentiles illustrates that drawing simple conclusions from the 'facts' about gender and giving, need to be qualified.

Gender differences in giving to particular causes, disproportionate levels of giving among high-level donors to religious causes, and the insights given into how giving to causes clusters together, present challenges for future research into charitable giving. Using qualitative methodologies might shed light on what these patterns mean, and provide a more informed basis for the development of policy and practice in relation to charitable giving.

Understanding how people give

Understanding which methods of payment the public uses to transfer money to charities is important, because certain methods offer greater potential benefit for charities. This is because they may be more conducive to being used together with Gift Aid, because they may be less costly to process, because they may be more likely to lead to a long-term relationship between the charity and donor, or because they allow charities to plan their work and spending more effectively.

The options for making donations are also evolving as the public comes to accept a range of electronic payment methods. Evidence of a slight increase in direct debited donations, and increased levels of money given by regular methods more generally, which are often made with Gift Aid, is a positive sign for charities upon which they may be able to capitalise. This is supported by the evidence presented here showing that direct debits and cash/cheque payments raise more money than the currently more popular method of cash-giving.

⁶ See Appendix A3 for a summary of other research studies on charitable giving.

Tax changes that will take effect in April 2008 will decrease the percentage of each donation that charities will receive, which means that efforts will need to be made to recoup losses. The evidence suggests that one means to do this may be for charities to encourage donors giving small (£25 or less) amounts to use Gift Aid, as at this level of giving there is little use of Gift Aid. In addition, all donors will need to be encouraged to increase their donation, to off-set the government's new larger tax-take.

Conclusion

The findings presented here in this year's UK Giving present challenges for the year ahead for charities, policymakers, researchers and the public seeking to understand current patterns of individual giving in the UK. While the picture is mixed – decreased levels of giving – increased amounts of donations using regular methods – this research provides the most up-to-date profile of charitable giving in the UK and is an essential springboard for future policy and practice in relation to the funding of civil society organisations.

3 Results of the Individual Giving Survey

3.1 Who gives to charity?

During 2006/07, 54% of respondents to the Individual Giving Survey (IGS) claimed to have donated money to charity in 'the last four weeks'. This is a statistically significant fall of 3% on the previous year ⁷.

Some groups, however, were more likely than others to report having donated in the last four-week period. As Table 1 illustrates, during 2006/07, three sections of the population – women, people aged 45–64 years and those in managerial and professional occupations – were most likely to have donated to charity. Gender ⁸ and occupational patterns persist over time, while there is some variation by age group over time. Since 2005/06, there have been statistically significant falls in giving among men, among people aged 25–44 years and among those in routine and manual occupations.

Table 1 also shows the relationship between giving and income. It shows that the likelihood of giving to charity gradually increases as income rises, with most significant differences between those in the lower and upper quartiles ⁹. Twenty-five per cent more people in the upper income quartile are donors ¹⁰ to charity than in the lowest quartile.

Table 1. Changing giving patterns, by socio-economic and demographic group

	Proportion giving to charity, %		
	2004/05	2005/06	2006/07
Gender ¹¹			
Men	52	53	48
Women	62	60	59
Age Group			
16 – 24	44	43	41
25 – 44	58	62	56
45 – 64	57	60	59
65 +	51	53	52

⁷ In both 2004/05 and 2005/06, 57% of respondents claimed to be donors.

⁸ A detailed analysis of gender patterns is provided in the special report, Gender and giving: see Section 4.

⁹ The lower, median and upper quartiles were calculated by ordering the income data from the smallest to the largest and then finding the values below which fall 25%, 50% and 75% of the data. This permits comparison of four equal-sized groups of relative wealth.

¹⁰ Throughout this report, 'donors' is used interchangeably with givers to describe those who donate to charity.

¹¹ Throughout this report women and men refer to respondents aged 16 years and over.

Occupational classification ¹²			
Managerial and professional	64	67	66
Intermediate	56	58	55
Routine and manual	49	50	47

Income quartile ¹³			
Lower quartile	51	51	52
Second quartile	55	57	51
Third quartile	56	62	58
Upper quartile	61	65	65

3.2 How much does the UK public give?

In 2006/07, as shown in Figure 1, the estimated ¹⁴ amount given to charity was £9.5 billion, 3% less than in the previous year, when inflation is taken into account.

Figure 1. Estimated total annual amount donated, 2004/05 – 2006/07

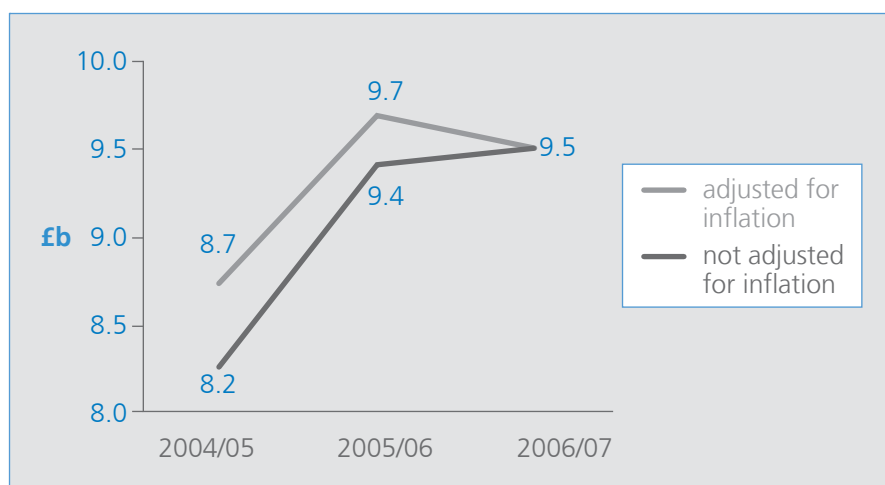


Table 2 shows the ‘average’ individual donations in the past three years. Two kinds of average are shown: the ‘mean’ average and the ‘median’ average. The ‘mean’ is the share of the total amount given per person; the median is the middle amount, meaning that half of donors give less and half give more than this amount ¹⁵.

¹² These occupational classifications are National Standard Socio-economic Classifications (NS-SeC) defined by ONS.

¹³ The income quartiles are structured as follows: lower = up to £7,279; second = £7,280-£13,519; third = £13,520-£23,399; upper = £23,400 or more

¹⁴ Annual population estimates are calculated by multiplying the individual respondent mean in the last four weeks by 12 to get yearly figures and then by mid-year UK age-standardised population figures

¹⁵ The median gives a better insight than the mean into what is a ‘usual’ amount to give as extremely large sums given by a small number of donors can skew the mean.

Table 2. Average donations during last four weeks, 2004/05 - 2006/07

	2004/05	2005/06 ¹⁶	2006/07
Median amount per donor	£10	£10	£10
Mean amount per donor	£25	£28	£29
Mean amount per person	£14	£16	£16

3.2.1 Income and giving

Table 3 illustrates amounts given by UK adults in the last four weeks by income quartile. It shows that the means of those in the top two quartiles are higher than the mean of £16 per person given in Table 2, with those in the highest quartile giving twice the mean of those in the next quartile. Median amounts per person (not by donor) are also more than five times higher among the higher income quartile group than among the lowest quartile.

Table 3. Mean and median giving per person in last four weeks by income quartile, 2006/07

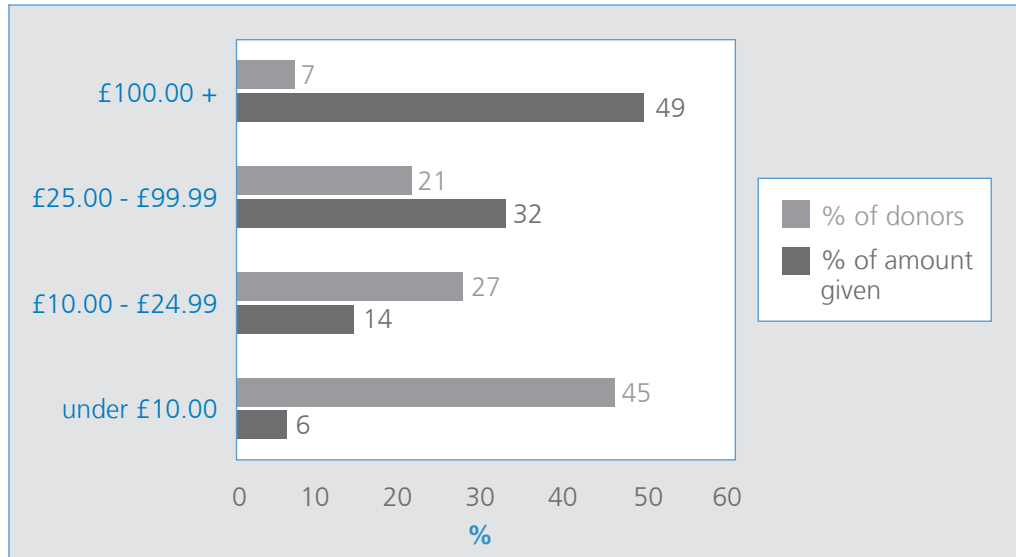
	Lower quartile	Second quartile	Third quartile	Upper quartile
Mean given per person	£11	£11	£17	£34
Median given per person	£1.00	£1.00	£2.00	£5.50

3.3 The distribution of the size of donations

Figure 2 shows that 7% of donors give 49% of the total amount given. A very similar pattern was seen in 2004/05 and 2005/06. It is because of this imbalance in the giving pattern that the 'mean' does not give an accurate picture of the usual amount given. Although the IGS 2006/07 shows a fall in the total number of donors, the overall distribution of gifts given has been remarkably consistent over the last three years.

¹⁶ Figures have been recalculated to improve on methodology used in last year's report

Figure 2: Share of donor population and total amount given in past four weeks, by gift size 2006/07

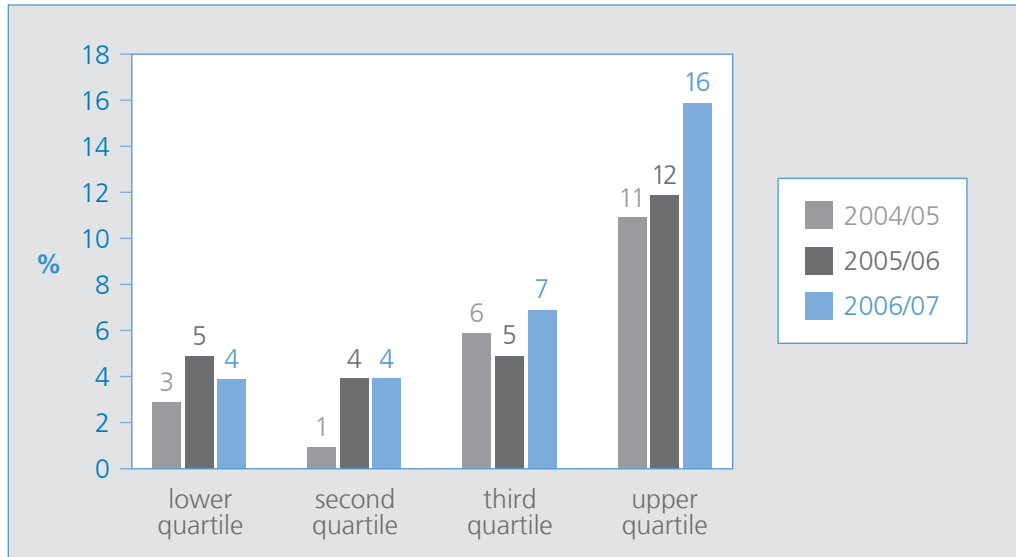


3.4 High-level donors and income

What is the relationship between 'high-level' donors and income level? 'High-level' donors are defined as those who gave £100 or more in the four weeks leading up to the survey. Donors who gave less than this were all classified as 'standard-level' donors.

Figure 3 shows that in 2006/07, the percentage of high-level donors was greatest in the upper income quartile, where 16% of the donors gave £100 or more in the previous four weeks. 4% of those in the lower and second quartiles made similar 'high-level' donations. Thus, while those with higher incomes are more likely than others to be classified as 'high-level', these donors nonetheless are comprised of people from all income groups. In contrasting data across the last three years, the key observation is that in the upper income quartile the percentage of high-level donors has increased from 11% to 16%.

Figure 3. Percentage of high-level donors by income quartile, 2004/05 – 2006/07



3.5 Profile of high-level donors

The profile of high-level donors was analysed using merged data from the 2005/06 and 2006/07 Individual Giving Surveys. The findings show that their profile differs in some respects from all donors (see figures 4, 5 and 6 below). High-level donors were more likely to be male, middle-aged (45–64 years) and in the managerial/professional occupational group.

Figure 4. Gender profile of high-level donors and all donors, 2005/06 and 2006/07

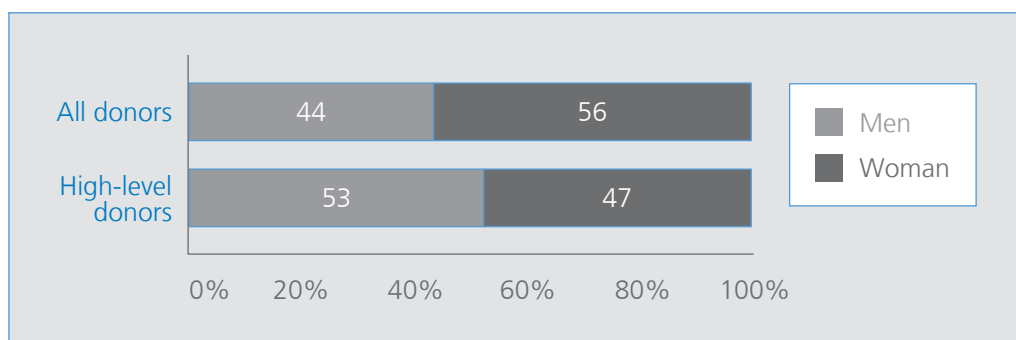


Figure 5. Age profile of high-level donors and all donors, 2005/06 and 2006/07

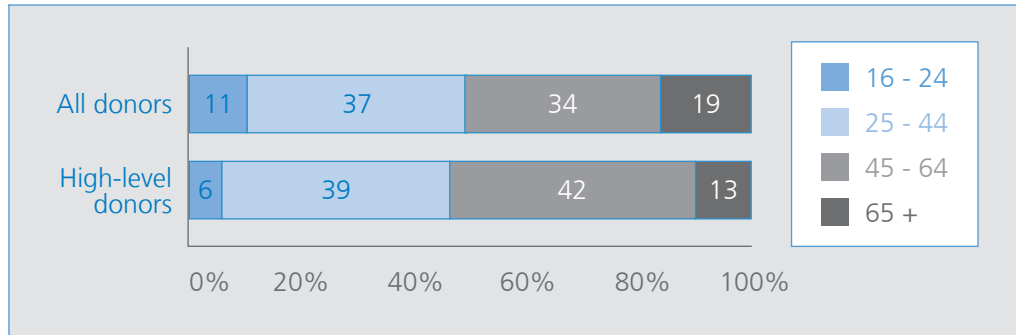
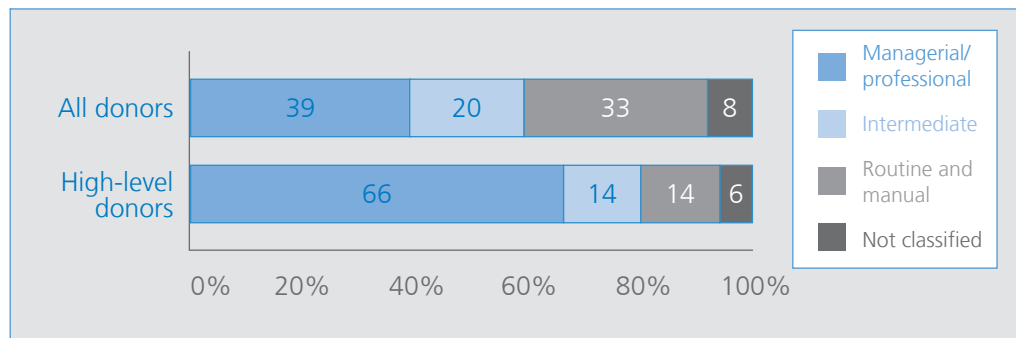


Figure 6. Occupation of high-level donors and all donors, 2005/06 and 2006/07



3.6 Causes¹⁷

The IGS monitors trends in the levels of donation to different charitable causes, both in this country and overseas. However, it should be borne in mind that respondents allocate their donations to the listed causes depending on their own definitions of the meaning of these causes. A donation to the Red Cross might be classified as 'overseas' by some donors, and as 'health' by others. Consequently, people's reports of giving to different sectors may not correlate with actual cash to particular types of causes.

It is important to note that the causes to which a person donates does not necessarily arise from a conscious choice from a range of options. It usually depends on factors including chance events, personal convictions and the fundraising activities of individual charities.

¹⁷ A full description of the causes which are abbreviated in text and tables throughout this report can be found in Table A1 in Appendix A1.

3.6.1 Popularity of different causes

What types of charities do people like to give their money to? Figure 7 shows what proportion of the adult population gives to causes over time. Most causes received either the same or slightly less support in 2006/07 than in the previous year. The 'religious' cause was the only exception to this with a slight increase in people reporting donations to this cause.

Figure 7. Percentage giving by cause, 2004/05 – 2006/07

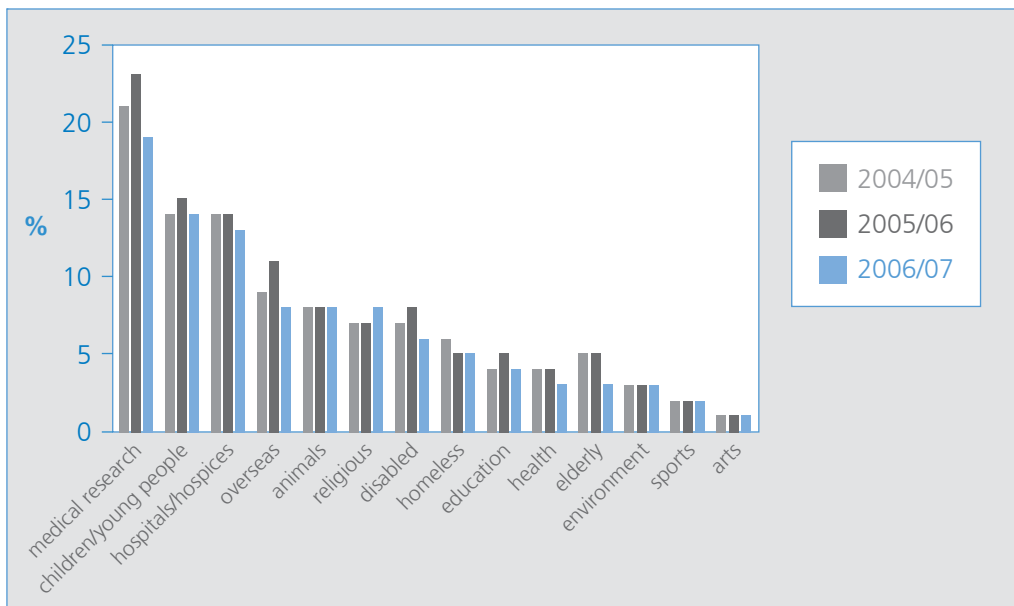
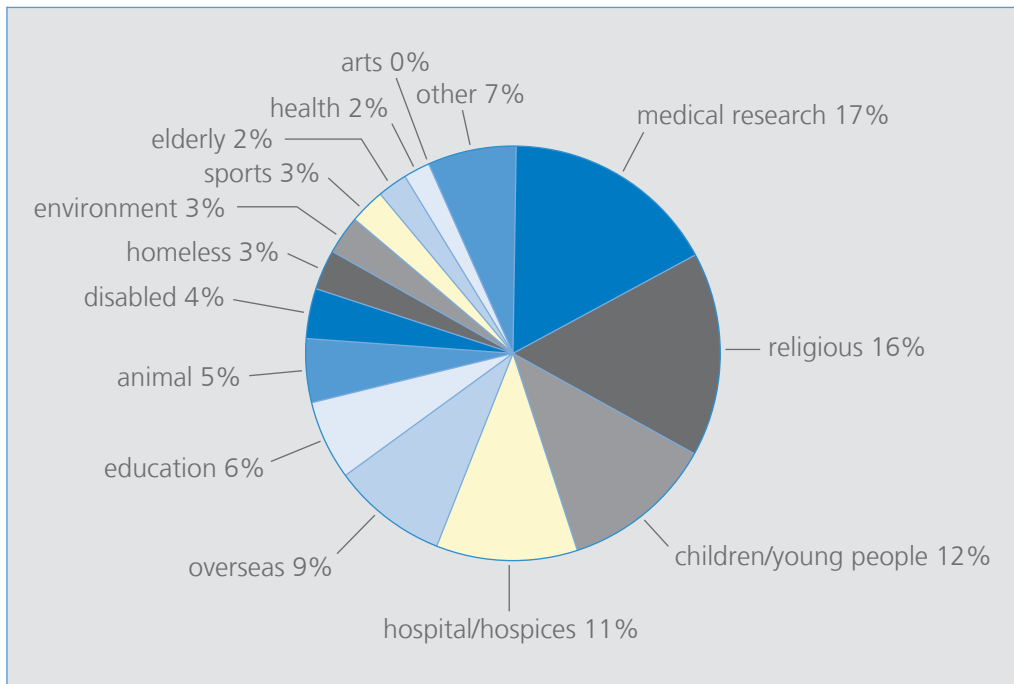


Figure 8 shows that in 2006/07, 'medical research' has remained the cause that accounts for the largest share of the total amount donated (17%), closely followed by giving to 'religious causes' (16%). However, the shares of the total amount given to religious causes and medical research have dropped in the last year, with the greatest decrease in the share given to overseas causes, from 14% in 2005/06 to 9% in 2006/07. Education is the only cause to see a significant growth in the share of total amount given (sports showed a growth but it is too small a sample to be significant).

Figure 8. Share of total amount given by cause (%), 2006/07

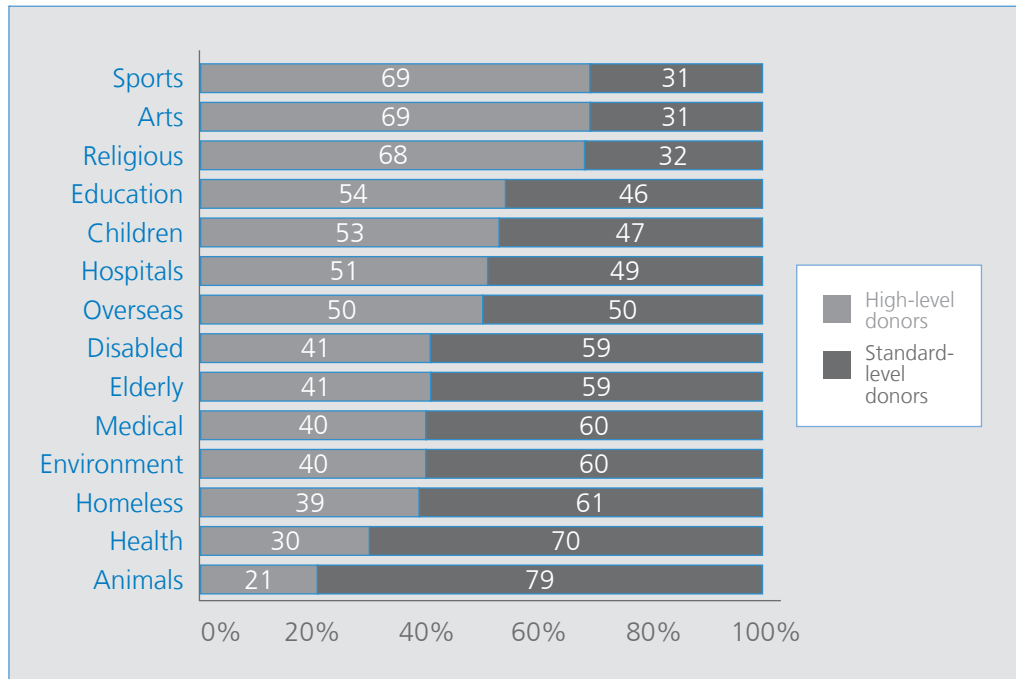


3.6.2 Causes supported by high-level donors

High-level donors (people giving £100 or more in the last four weeks) show a distinct pattern of support for particular causes, as Figure 9 shows¹⁸. The most substantial difference is the level of support for religious organisations – including churches, mosques and synagogues – with high-level donors giving nearly 70% of the total. Although we see similar ratios for arts and sports organisations, these causes are supported by relatively few people and the result may be less reliable.

¹⁸ It can be misleading to compare the percentage of high-level donors giving to different causes with the corresponding percentage of other donors. High-level donors tend to support more causes so would have a higher value for almost every cause.

Figure 9. Share of total amount given to different causes in 2005/06 and 2006/07, by high-level donors and standard-level donors ¹⁹



3.7 Methods of giving

Respondents were asked which of nine methods they had used to donate to charity in the last four weeks. Table A2 in Appendix A1 fully describes the nine methods.

Figure 10 shows that in 2006/07 more money was donated through direct debit than any other method (£2.3bn). Direct debit has also shown a steady growth in total value of donations over the three-year period. Card/cheques comprise the next largest contribution to overall amounts donated.

¹⁹ The figure reflects gifts from high-level donors, not simply large gifts as such. Thus, if a person gives £40 each to Arts, to Health and to Hospitals, the £40 gifts will be included with the gifts of other high-level donors because the combined amount is over £100.

Figure 10. Total amount given by method (£), 2004/05 – 2006/07

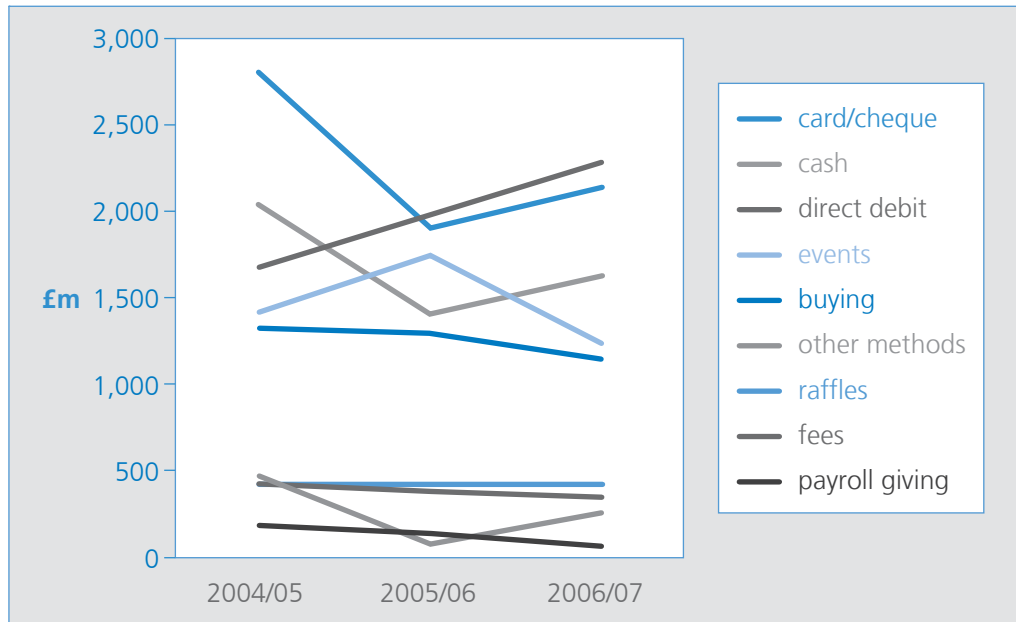


Table 4 shows what methods donors favoured. It presents the percentage of donors using each method from 2004/05 to 2006/07. There has been little change in the percentage of donors using each method. While cash donations remain the most commonly used method, direct debit has emerged as the second most prevalent method by 2006/07, having increased slightly in popularity from the previous year.

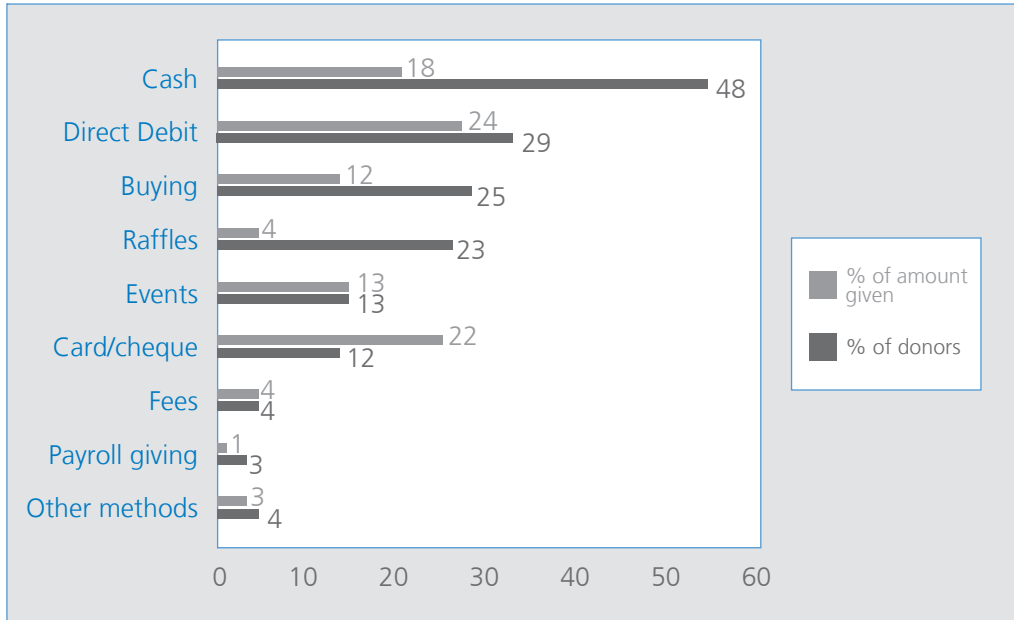
Table 4. Trends in the percentage of donors giving, by method, 2004/05 – 2006/07

Method	2004/05 %	2005/06 %	2006/07 %
Cash	43	50	48
Direct debit	26	26	29
Buying	31	27	25
Raffles	28	27	23
Events	13	13	13
Card/cheque	13	14	12
Fees	5	5	4
Payroll giving	4	4	3
Other methods	5	1	4

Figure 11 contrasts the proportion using a method and the total contribution made using particular methods. While nearly half of all donors made a cash donation these donations accounted for 18% of the total amount given in 2006/07. Direct debits were used by 29% of donors

and accounted for 24% of the total donated amount.

Figure 11. Methods of giving by percentage of donors and of total amount given, 2006/07



3.7.1 Regular and spontaneous giving methods

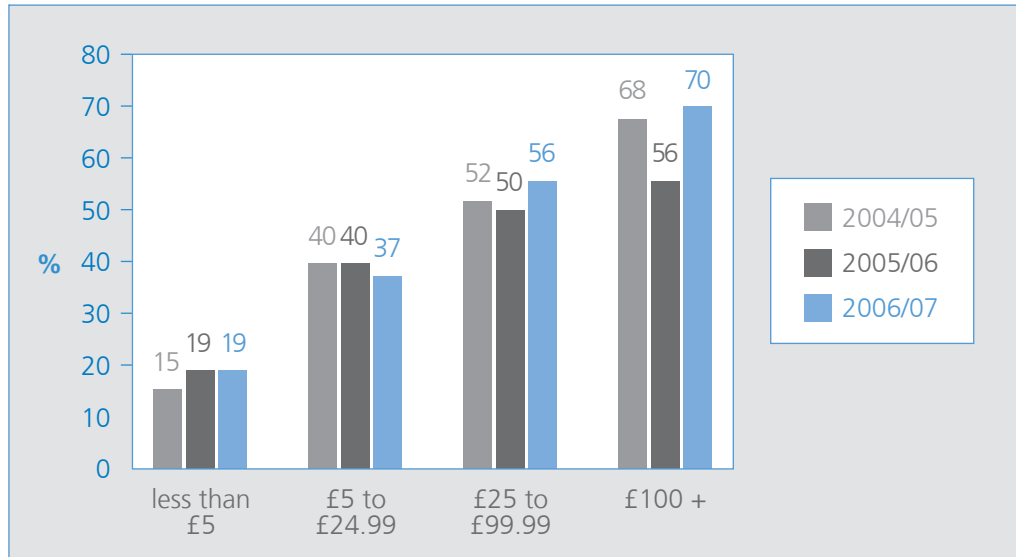
For the first time, giving methods have also been analysed according to whether they are 'regular/planned' or, alternatively, more 'spontaneous' methods²⁰. The results showed that there has been negligible change over time in the percentage of donors using each type of method, with only a slight increase from 32% to 34% in the percentage of donors using regular methods in the last year. However, the share of the total amount that is donated through regular giving has increased over the last three years from 22% to 29%.

3.7.2 Tax-efficient giving

In previous years, the IGS has shown that larger donations are considerably more likely to be given in conjunction with Gift Aid than smaller donations. The 2006/07 data show that this broad picture remains unchanged as shown in Figure 12. The most notable change in the last year is that the proportion of donations of £100 or more that used Gift Aid has increased from 57% to 70%.

²⁰ Regular giving is defined as donations made by direct debit, payroll giving and membership fees. Spontaneous giving is defined as donations made by cash, raffles, buying goods, events and card/cheque.

Figure 12. Percentage of donors using Gift Aid, by size of donation in last four weeks, 2004/05–2006/07



3.7.3 Gift Aid and direct debits

Analysing which methods are most amenable to Gift Aid and which types of causes benefit most as a result is problematic, because the sample sizes of some methods can be rather small. Donations made by methods such as direct debit and card/cheque are more easily converted to Gift Aid, whereas other methods are not appropriate for applying Gift Aid – for instance payroll giving is already tax-effective, and when buying goods it would be very difficult to apply Gift Aid. In the 2006/07 IGS, the method that dominated the use of Gift Aid is direct debit, and there are enough donors using this method to allow an analysis by cause.

The cause that benefited the most from Gift Aid direct debit donations in 2006/07 was the elderly, at 88%, closely followed by the environment at 86%. Religious (81%) and overseas (80%) causes are the other two causes that were also found to convert over three-quarters of their donations to Gift Aid, and the arts the least (53%). The lower use of Gift Aid by the arts could be due to declared donations actually being membership fees, which cannot be paid using Gift Aid.

4 Special report: gender and giving²¹

Examining gender differences in the distribution of the amount given, and the focus on single and married/cohabiting people separately, has yielded rewarding new insights into people's charitable giving behaviour.

Most research into the topic has consistently noted that women are more likely to give to charity than men, but that men give more money to charity than women. This section examines gender differences in giving in detail, using merged three-year data of the IGS. Merging data from three years boosts the sample size to over 12,500 people.

4.1 Core figures and amounts distributions

Table 5 shows the percentage of men and women who gave to charity in the last four weeks and the mean amounts that they gave. It also presents information on the distribution of giving by showing the amount donated at the median (50th percentile), the 75th and 90th percentiles²². Results show both similarities and striking differences between the patterns of charitable giving for men and women.

Table 5. Core data, by gender, 2004/05–2006/07²³

	% giving	Amount given per donor £			Amount given per head population £	
		Median	75th percentile	90th percentile	Mean	Mean
Men	49.6	10.00	25.00	65.00	29.62	14.70
Woman	59.8	10.00	25.00	58.00	25.90	15.48
All	55.1	10.00	25.00	60.00	27.44	15.12

Mirroring other research²⁴ and previous UK Giving reports, we found that a higher percentage of donors were women. This gender difference in giving proportions is significant at the 1% level.

From the mean values, male donors appear to have given more than female donors. The picture is different, however, once the focus is on the distribution of amounts given, by showing how much is donated at different percentiles.

The median amount given by donors is just over a third of the value of the mean, at £10 for both men and women. The 75th percentile is also the

²¹ Further details are available in Piper G and Schnepf S V (forthcoming) *Gender differences in charitable giving*, Southampton Statistical Sciences Research Institute (S3RI) working paper.

²² A percentile is the value of a variable below which a certain percent of observations fall. For example, an amount of £60 given at the 90th percentile means that 90% of people give £60 or below and 10% of people give more. The advantage of percentile values is that they are not sensitive to high amounts of gifts.

²³ Merged IGS data for 2004/05, 2005/06 and 2006/07.

²⁴ Low et al (2007); Mesch et al (2007); Andreoni et al (2003): full references are in Appendix A4.

same for both genders, at £25. The 90th percentile is higher for men than for women, and it is the high values of these donations that lead to the higher mean amount among male donors.

Although male donors as a group gave higher mean amounts (confirming previous research), this is because a relatively small number of male donors were donating very large amounts. Using the mean amount to measure gender differences disguises important gender patterns. These results confirm recent research ²⁵.

4.2 Marital status

Contrasting the giving habits of single and married/cohabiting people reveals the ways in which men's and women's giving behaviour differs by marital/cohabitation status. Similarities in giving behaviour among married/cohabiting people may reflect a convergence of giving habits which are influenced by partners. It may also be the case that married and cohabiting respondents have reported giving of the household, rather than their individual giving.

Any comparison of married/cohabiting and single people is further complicated by the fact that other factors (such as income, having children or overall level of health) might also be influencing giving behaviour.

Table 6 shows the general trend for both single and married/cohabiting people that women were more likely to give than men.

Table 6. Percentage of donors, by gender and marital status, 2004/05 – 2006/07

Marital status	Men	Women
Single	43.9	55.7
Married/cohabiting	52.5	62.3

The effect of marital status on the distributions of giving amounts is substantial. Table 7 presents differences in the means and percentile amounts by marital status. Although the mean amounts for men and women are closer in value for single people than for married people, it is among single people that a greater difference in overall distributions of giving amounts is found. Up to the 90th percentile of the respective distributions, single women gave more than single men. It is only when we compare the 10% of female and male single donors who give most that men appear more generous. Among married/cohabiting people, the

²⁵ Ibid.

turning point of gender differences arises much earlier, at around the 75th percentile.

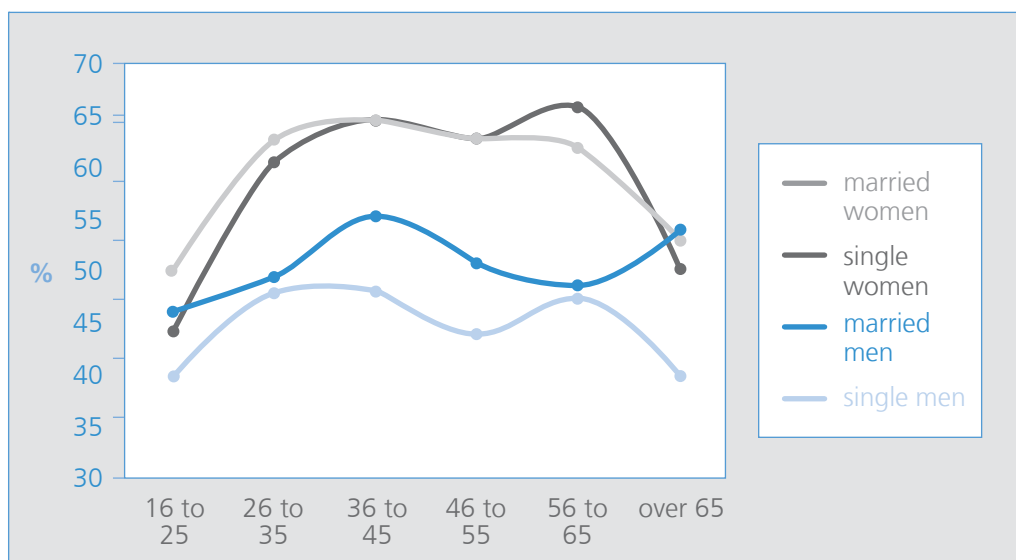
Table 7. Amounts given in last four weeks for different percentiles by gender and marital status, 2004/05 – 2006/07

	Single		Married / cohabiting	
	Men	Women	Men	Women
Mean	£21	£22	£33	£28
25% give at most:	£2	£4	£4	£5
50% give at most:	£7	£10	£10	£11
75% give at most:	£16	£21	£30	£27
90% give at most:	£44	£50	£74	£61
95% give at most:	£87	£80	£133	£107

4.2.1 Other background factors

Giving behaviour varies with age, income and other demographic factors, all of which are likely to interact with gender in their impact on charitable giving. In Figure 13, we see that the likelihood of giving varies with age, and that this variation depends upon both gender and marital status.

Figure 13. Percentage of donors, by age, gender and marital status, 2004/05 – 2006/07



Compared with single men, the group of single women includes a significantly larger proportion of people aged over 65. As single women tend to have given larger amounts than single men, it is important to find out whether this is actually a consequence of the age differences or because of other demographic variations between the two groups. Using

various statistical models²⁶ we examined how much the apparent gender patterns in giving reflect other factors such as income, age and household type. We also analysed differences in amounts at different points in the distribution, examining these independently for single people and married/cohabiting people.

In the analysis of the likelihood to give each month, the results were similar for single people and married people. Women were more likely than men to give something each month, regardless of their marital status as well as of background factors such as age and income. However, in the analysis of the amounts given, the results were very different depending on marital status: among single people, female donors tend to have given more money than male donors. For married people, if we compare like with like (by controlling for background factors), 'lower-level' female donors tended to have given more than 'lower-level' male donors²⁷. But for higher-level donors, there was no significant difference between male and female donors.

4.3 Support for different causes, by gender

Table 8 shows that there are also differences in the causes that men and women choose to support. Key points are:

- The percentage of women giving in the last four weeks was significantly higher than that of men for almost all causes²⁸.
- Gender differences in the percentage giving were greatest for animal causes but large differences were also seen for children, the elderly and education (schools, colleges, universities and other education).
- Male donors gave substantially greater median amounts than females to overseas, religious organisations, arts and sports²⁹.

²⁶ For likelihood to give, logistic regression was used. For the amounts per donor we used quantile regression based on the median and on the 25th, 75th and 90th percentiles.

²⁷ By 'lower-level' donors, we mean those donors giving amounts less than the median, £10.

²⁸ The association between donor percentages and gender is significant at the 1% level for all causes except health, other, environment and arts.

²⁹ Results on the causes arts and sports are based on very small sample sizes and should be treated with caution.

Table 8. Preferences for causes by percentage giving, gender and median amount per donor, 2004/05 – 2006/07

	% giving			Median amount per donor rounded to full pounds, £	
	Men	Women	Ratio	Men	Women
Animal	5.7	9.7	1.7	5	5
Education	3.4	5.3	1.6	6	5
Elderly	3.1	4.6	1.5	5	5
Hospitals/hospices	11.0	15.7	1.4	5	5
Children/young people	11.3	16.1	1.4	5	5
Medical research	17.0	23.7	1.4	5	5
Overseas	8.3	11.1	1.3	10	7
Homeless	4.3	5.6	1.3	4	3
Health	3.2	4.1	1.3	5	5
Disabled	6.0	7.5	1.3	5	5
Environment	2.5	2.9	1.2	7	5
Religious	6.5	7.4	1.1	15	12
Arts	0.5	0.5	1.0	24	5
Sports	7.3	6.3	0.9	11	4
Other	2.2	1.2	0.5	22	5

For some causes, the difference in the level of support between men and women is quite striking, especially when we look separately at single people and married/cohabiting people. Of particular interest are animal welfare causes (for which the difference in the overall level of support is the greatest) and religious organisations (for which the differences among single people are particularly large). These are explored in greater detail below.

4.3.1 Focus on religious and animal organisations

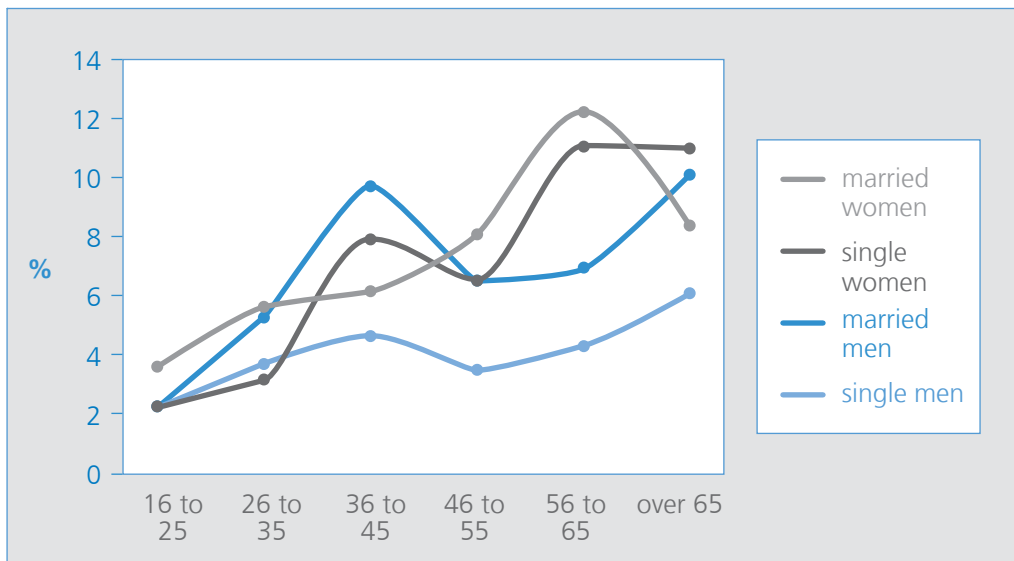
For religious and animal welfare organisations, gender differences in support vary substantially between the single and the married/cohabiting people. For both causes (and as in the overall patterns), we see substantially larger differences within the single population.

Table 9. Preferences for causes by gender, percentage of donors, 2004/05 – 2006/07

	Single			Married/cohabiting, % donor		
	Men % donor	Women % donor	Ratio	Men % donor	Women % donor	Ratio
Animal welfare	5.2	9.9	1.9	6.0	9.7	1.6
Religious	3.7	6.8	1.8	7.8	7.8	1.0

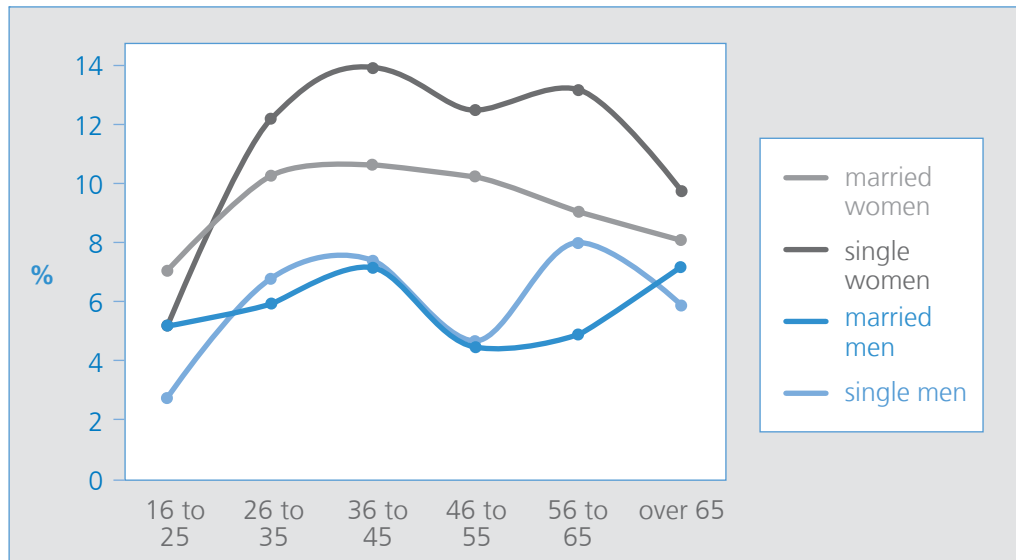
Table 9 indicates that while married men and women show the same level of support for religious organisations, among single people, women are nearly twice as likely as men to have given to them. Exploring the pattern in more detail, we see that the differences also vary with age.

Figure 14. Percentage of donors giving to religious organisations, by gender, marital status and age, 2004/05 – 2006/07



In relation to animal welfare causes, the gender difference is again smaller for married people (with a ratio 1.6) than for single people (with a ratio of 1.9).

Figure 15. Percentage of donors giving to animal charities, by gender, marital status and age, 2004/05 – 2006/07



4.3.1.1 Background factors

We used statistical models³⁰ to explore whether the gender differences in giving to religious organisations and animal charities remain once various other background factors are taken into account. We looked separately at single people and at married/cohabiting people.

For religious giving:

- For single people, background characteristics explain part of the gender difference. However, the gender difference remains significant.
- While giving to religious organisations increases with age for women, the situation is more complex for men, as seen in Figure 14.

For animal charities:

- Even if controlling for background characteristics, single women were nearly twice as likely as men to give to animal welfare charities.
- Women were more likely to give to animal charities if they were living alone. This was not true for men.
- For single men and single women, being older leads to a higher probability of giving to animal welfare charities.
- For married men and married women, age does not have any impact on giving to animal welfare. Married women were less likely to give to animal welfare charities if they had dependent children.

³⁰ We use a logistic regression analysis with the dependent variable 'giving to religious organisations' or 'giving to animal charities'.

5 Special report: How giving to different causes clusters together

The *Financial Times Magazine's* 'The undercover economist', Tim Harford, has argued that 'someone with £50 to give away and a world full of worthy causes should choose the worthiest and write the cheque. We don't. Instead, we give £2 to the street collector for Save the Children, pledge £15 to Comic Relief, another £15 to Aids research, and so on'³¹.

Two questions arise. The first concerns what donors 'should' do. Should someone wishing to give money to good causes make a single donation and focus their giving on just one charity? Or should they spread their generosity, providing some help to several different charities? There are arguments for both ways and people who give to more than one charity often feel strongly about doing so.

However, the concern here is with a second question: what do people actually do? The evidence that donors spread their generosity around is unclear. Individual charities' information will typically come from qualitative studies of just their own committed donors. Such data are very unlikely to be representative of all donors. Personal experience and anecdote are even less reliable a guide. What is needed is information from a representative sample of all people giving to charity, which is what the IGS provides.

5.1 Number of causes people donate to

The information in the IGS relates to causes, and not to individual charities. We cannot identify specific donations to Save the Children, Comic Relief, or to other charities. But the survey records the total gifts that respondents report having made to each of fifteen different causes. We can find out not only the extent to which people give to several different causes, but also what causes 'cluster' together. The survey can reveal the extent to which people who gave to Cause A also gave to Cause B, rather than to Cause C. Or it can show the most popular other causes to give to among people who gave to Cause D.

The data used in this chapter relate to three years of the Individual Giving Survey, 2004/05, 2005/06, and 2006/07. Merging data in this way boosts the sample size, to over 12,500 people. This increases the reliability of what can be said, especially to the smaller charitable causes that attract fewer donations.

However, the merging across the years cannot change one basic feature of the data: the IGS collects information on donations in just the four weeks prior to each person's interview. This means that someone who

³¹ Financial Times Magazine, 7/8 October 2006

made donations to several different causes during the year, but who in the four weeks before interview made just one donation, will in fact appear to be focusing his or her giving on a single cause. The IGS shows the pattern of giving for each respondent during a four week period. Over a longer period one would expect more spreading of donations across different causes to be revealed.

About a half of all respondents to the survey gave to at least one cause in the four weeks before they were interviewed. Table 10 below shows how many causes are given to by these donors. Exactly half of donors in fact gave to just one cause. Another quarter gave to two causes, and about one in eight gave to three causes. The remainder – more than 10% – gave to four or more. In terms of number of causes rather than individual charities, one might say therefore that the Undercover Economist is only ‘half-correct’ in his belief that people do spread their donations around. And only a quarter of donors go as far as to have given to three or more causes. However, the restriction of the data to gifts in just the four weeks before interview should be emphasised again.

Table 10. The number of causes that donors give to, 2004/05 – 2006/07

Number of causes	% of donors
1	50
2	26
3	13
4	6
5	3
6 +	2
Total	100

One implication of Table 10 is that if you know someone is a donor, then there is a 50% chance that he or she is giving to another cause as well. In fact, further probing of the data (not shown in Table 10) also reveals that if you know someone is giving to any one particular cause, say Cause A, then there is a higher probability that this person also gives to another particular cause, Cause B, than for a randomly selected person from the population. Moreover, this is true for all possible causes. That is, the relationship holds irrespective of what Cause A and Cause B actually are in practice.

The probability that a donor to one cause gives also to another is always higher in practice than the probability that a person drawn at random gives to that other cause. For example, imagine that you know someone gives to animal charities. The IGS shows that the probability that he or she also gives to, say, the homeless, is higher than the probability that a person drawn at random from the population gives to the homeless.

One implication of this pattern of giving is that in its fundraising efforts, a charity is always better off approaching other charities' donors than it is approaching the population as a whole.

5.2 Clustering of support among causes

Which other causes are actually favoured by donors to specific causes? Table 11 below shows the picture for the six most popular causes out of the fifteen recorded in the data. For each of these causes, the table shows the percentage of donors to that cause who also donate to each of six specific other causes listed. These six other causes are in each case the most popular other ones for donors to the cause in question.

The percentage of all donors giving to the cause in question is shown in square brackets at the top of each list. For example, 37% of all donors give to medical research (the figure in square brackets at the top left hand side of the table), and the six most favoured other causes for those giving to medical research are (in order) hospitals, children, overseas, animal welfare, the disabled, and religious causes³².

Table 11. The most popular other causes to give to for donors to major causes, 2004/05 – 2006/07

Medical research (37%)	Children (25%)	Hospitals (24%)
1. Hospitals (25%)	1. Medical research (33%)	1. Medical research (39%)
2. Children (22%)	2. Hospitals (23%)	2. Children (24%)
3. Overseas (15%)	3. Overseas (18%)	3. Overseas (16%)
4. Animals (14%)	4. Animal (14%)	4. Disabled (15%)
5. Disabled (12%)	5. Disabled (14%)	5. Animals (15%)
6. Religious (9%)	6. Homeless (12%)	6. Religious (11%)
Overseas (19%)	Animals (14%)	Religious (13%)
1. Medical research (31%)	1. Medical research (36%)	1. Overseas (27%)
2. Children (26%)	2. Hospitals(26%)	2. Medical research (25%)
3. Hospitals (22%)	3. Children (26%)	3. Children (23%)
4. Religious (19%)	4. Overseas (18%)	4. Hospitals (21%)
5. Homeless (14%)	5. Disabled (16%)	5. Education (12%)
6. Animal (14%)	6. Homeless (12%)	6. Homeless (11%)

Note: The table focuses on the six most popular causes. For each of these six, the table show s the percentage of donors to that cause who also give to the causes listed, which in each case are the six most popular other causes for the donors concerned. When summed, the percentages for any cause may exceed 100% because people can give to several causes.

³² See full labels and descriptions of causes in Table A1 in Appendix 1.

The first finding to note is that the six most favoured other causes tend to be the same ones each time – and they almost always include the other five ‘big’ causes that are the focus of the table. People making donations to one of the half-dozen most popular causes and who also give to other causes typically choose one or more of the other popular causes to support as well. In this sense, giving to the big causes tends to cluster together.

However, there is some variation to this pattern. Among donors to children/young people and donors to animal causes, the six ‘other favoured causes’ do not include giving to religious causes. And while the disabled cause appears in each of the three lists in the top half of the table, they are present in only one list in the bottom half of the table (for donors to animal causes), whereas the homeless feature in all these lists in the bottom half.

The second finding concerns the strength of the clustering. This can be assessed by comparing the figures in round brackets in the body of the table with those in square brackets at the head of each list. For example, among donors to overseas causes (the bottom left-hand side of the table), 19% give to religious causes. This is more than the 13% of all donors that give to religious causes (the figure in square brackets at the top of the list on the bottom right-hand side of the table). Likewise, the 27% of donors to religious causes who also give to overseas causes, is more than the 19% of all donors who make donations to overseas causes– and giving to overseas is the most favoured other cause for donors to religious causes, whereas medical research tops the list elsewhere.

So patterns of giving to these two causes – overseas and religious – cluster together more strongly than average. On the other hand, giving to overseas and to medical research clusters less strongly than average. Even though medical research tops the list of other favoured causes for the overseas causes, only 31% of them give to medical research compared with 37% of all donors.

Even with an overall sample size of over 12,500 people, many of the differences between the figures in round and square brackets are too small to be statistically significant. Nevertheless, the table does begin to show the variation in the clustering of different causes. Data such as these give the Undercover Economist and other commentators on charitable giving some hard facts to work with.

A1 Methodology: The CAF/NCVO Individual Giving Survey

The CAF/NCVO Individual Giving Survey is targeted at UK³³ individuals aged 16 years and over and collects data on charitable giving. The survey is run three times each year (in June, October and February) as a module in the Omnibus Survey carried out by Office for National Statistics (ONS). The methodology has remained the same for the past three years.

The ONS Omnibus Survey is carried out as a face-to-face survey using Computer Assisted Personal Interviewing (CAPI) in respondents' homes. Respondents are asked about their donations to charity over the previous four weeks. Respondents are asked about which causes they give to and how much they have given to each cause. Lists of causes and methods are provided below. The ONS Omnibus Survey also includes data on a broad range of social, economic and demographic variables. For further details go to www.statistics.gov.uk/about/services/omnibus/.

Sample and weighting

The Omnibus Survey uses random probability sampling stratified by region, car ownership, socio-economic status and age. The sample is drawn from the Royal Mail's Postcode Address File (PAF) of 'small users'. The Omnibus sample taken from the PAF covers Great Britain but not Northern Ireland.

Only one person per household is interviewed. Weighting is carried out to correct for the higher probability of people in small households being selected and for response bias. The sample size varies from year to year. In this last twelve-month period for 2006/07, 3,629 interviews were achieved in three waves, which took place in June 2006, October 2006 and February 2007. In 2005/06, 3,745 interviews were achieved, and in 2004/05, there were 5,263. Overall, 12,637 interviews have now been completed since the survey began in 2004.

Causes and methods in the Individual Giving Survey

The module in the Omnibus Survey uses a show card to ask people whether they have given by any of nine methods in the previous four weeks. Respondents can select as many as they like. For each of the methods that respondents indicate they have used, another show card is used, permitting respondents to indicate to which of fifteen types of causes they have donated. For each cause given to by each method, respondents are asked how much they gave and whether for any of their donations they used Gift Aid. The following tables show the full

³³ As noted earlier, adults in Northern Ireland are not surveyed, although annual population estimates are UK-wide, as results are extrapolated to cover Northern Ireland.

descriptions for the lists of causes and methods on the survey show cards.

Table A1. Causes, as shown in the ONS Omnibus Survey

Abbreviation	Full description
Animals	Animal welfare
Arts	Arts
Children/young people	Children or young people
Disabled	Disabled people (including blind and deaf people)
Education	Schools, colleges, universities and other education
Elderly	Elderly people
Environment	Conservation, the environment and heritage
Health	Physical and mental health care
Homeless	Homeless people, housing and refuge shelters in the UK
Hospitals/hospices	Hospitals and hospices
Medical research	Medical research
Other causes	Other (including rescue services, human rights, benevolent funds and refugees) (please specify)
Overseas	Overseas aid and disaster relief
Religious	Religious organisations (inc. churches, mosques and synagogues)
Sports	Sports and recreation

Table A2. Methods of giving, as shown in the ONS Omnibus Survey

Abbreviation	Full description
Buying	Buying goods (e.g. charity shop, charity catalogue purchase, the Big Issue)
Card/cheque	Cheque or credit/debit card
Cash	Cash gifts (e.g. collections at work, school, street, pub or place of worship, or sponsoring someone by cash)
Direct debit	Direct debit, standing order or covenant
Event	Fundraising event (e.g. jumble sales, fetes, charity dinners)
Fees	Membership fees and subscriptions paid to charities
Other methods	Other method of giving to charity (please specify)
Payroll	Payroll giving/regular deduction direct from salary
Raffle	Buying a raffle or lottery ticket (not the National Lottery)

Data cleaning

The raw data are carefully cleaned before analysis is carried out to remove obvious reporting/recording errors, including money that has been fundraised through events being reported as individual gifts, and other anomalies.

The cleaning procedure includes the deletion of high-value gifts, which did not seem to be appropriate given the method of giving used. For example, an event gift of £2,000 is very likely to reflect giving from personal fundraising e.g. sponsorship and not an individual gift and would therefore not be included in the data set³⁴. However, since the mean amount given is around £30 per donor, the deletion of extremely high gifts can have a substantial impact on the mean amounts reported. Statistics discussed reflect these procedures.

Analysis and reporting in 2007

As in other years of *UK Giving*, in 2006/07, merging data from the three months sampled in each year created an annual dataset. Analyses were carried out using SPSS software version 15, and use either yearly, two-yearly or three-yearly datasets. Only where findings are statistically significant is this stated in the report.

³⁴ The authors can provide on request, information of the cleaning rules applied and the impact of different cleaning rules on the results

A2 Useful websites

The CAF website has information on giving for individuals, companies and charities.

www.cafonline.org

The Giving Campaign closed in Spring 2004, but its website is still accessible, and contains a range of free reports on various aspects of charitable giving.

www.givingcampaign.org.uk

HM Revenue and Customs' website has information on tax-efficient giving, including payroll giving, Gift Aid and the giving of assets.

www.hmrc.gov.uk/charities

The Institute of Fundraising works to promote the highest standards in fundraising practice and management

www.institute-of-fundraising.org.uk

Institute for Philanthropy is a non-profit making organisation, which aims to develop a better understanding of philanthropy and its role in society.

www.instituteforphilanthropy.org.uk

Philanthropy UK is a project hosted by the Association of Charitable Foundations. It aims to develop new philanthropy by promoting knowledge and best practice to those involved in giving.

www.philanthropyuk.org

Details of the NCVO/CAF programme of giving research can be found on NCVO's giving web page.

www.ncvo-vol.org.uk/giving

New Philanthropy Capital aims to help donors and charities to understand where and how funds can be targeted most effectively.

www.philanthropycapital.org

Social Market Foundation is a think tank that explores the relationship between the state and the market. It has a number of reports on charitable giving.

www.smf.co.uk

A3 General reading on charitable giving

Barclays Wealth Insights White Paper, September 2007

Brennan P and Saxton J (2007) *Who gives to charity?*
London: nfpsynergy

Dunn E and Gibbons C (eds) (2006) *Family spending*.
London: ONS

ESRC (Economic and Social Research Council) and NCVO (2005)
Charitable giving and donor motivation. ESRC
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Jas P (2000) *A gift relationship? Charitable giving in theory and practice*.
London: NCVO

Lloyd T (2004) *Why rich people give*
London: Association of Charitable Foundations
www.philanthropyuk.org

Low N, Butt B, Payne E and Davis Smith J (2007).
Helping out: a survey of volunteering and charitable giving,
London: The Cabinet Office

New Philanthropy Capital (2005)
Intelligent giving: A strategic approach to effective charitable donations
www.philanthropycapital.org/

Taylor J, Webb C and Cameron D (2007)
Charitable giving by wealthy people
London: Ipsos MORI

Walker C, Pharoah C, Jas P, Passey A and Romney-Alexander D (2002)
A lot of give: trends in charitable giving for the 21st century
London: Hodder & Stoughton

Wood N and Peter J (2006) 2005
Citizenship survey: Active communities report.
London: Department for Communities and Local Government

A4 Gender and giving: references

Andreoni J, Brown E and Rischall I C (2003) 'Charitable giving by married couples: Who decides and why does it matter?',
Journal of Human Resources, Vol 38, no. 1, pp 111 - 133

Low. N, Butt B, Payne E and Davis Smith J (2007)
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A5 Glossary of terminology

Table A.3

Cause	Charities are grouped according to the cause that they support, and donations are analysed by cause. A list of these methods can be found in table A1.
Donor	A donor is someone who declares that they have donated money to charity in the previous four-week period, and have reported a total donation amount for that period of at least £1.
Gift Aid	Gift Aid is a mechanism that donors can use to increase the value of their monetary gift, by allowing the charity to reclaim the tax on their gift. Currently, charities reclaim tax on the donation's value before tax was deducted at the basic rate of 22%.
High-level donor	Any donor who gave £100 or more in the four-week period prior to the survey.
Individual Giving Survey	The survey commissioned by CAF/NCVO three months each year and conducted by ONS as a module in its Omnibus Survey.
Mean	An average which is the sum of the values divided by the number of values (respondents). Sometimes called the 'arithmetic mean'.
Median	The middle number in a sequence of numbers, that is, 50% cases fall above as well as below it.
Method of donation	The mechanism by which a donation was made. A list of these methods can be found in Table A2.
Percentiles	A percentile is any of the 100 equal parts into which the range of the values of a set of data can be divided in order to show the distribution of those values. The percentile of a given value is determined by the percentage of the values that are smaller than that value. The value of donations in the median, 75th and 90th percentiles are represented in the report.
Quartiles	A quartile is a division of ordered observations into four defined intervals with boundaries at the 25th, 50th, or 75th percentiles of a frequency distribution. Each quartile contains 25% of the total observations. Generally, the data is ordered from smallest to largest.
Random probability sampling	In this sampling technique, every person in the population has an equal chance of being sampled. As such, the sample is representative of the population.
Regular giving	Defined as donations made by direct debit, payroll giving or membership fees.
Statistical significance	In statistics 'significant' means probably true, that is, not due to chance.
Spontaneous giving	Defined as donations made by cash, raffles, buying goods, events and card/cheque.
UK Giving 2007	The report which presents the findings of the Individual Giving Survey.

Appendix A6: Figure and table bases

Figures 3, 10, 12, and Tables 1 and 4:

2004/05: 3,039

2005/06: 2,181

2006/07: 2,004

Figures 2, 8 and 11:

2006/07: 2,004

Figures 4, 5, 6 and 9:

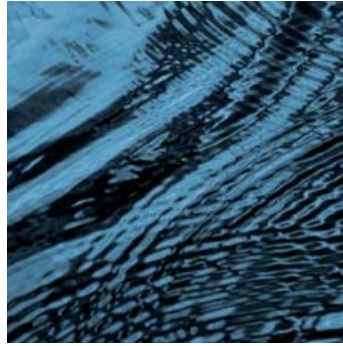
2005/06 and 2006/07: 4,185

Figure 7:

2004/05: 5,263

2005/06: 3,745

2006/07: 3,629



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Registered charity number 268369

