

Charitable Giving - UK - November 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Awareness is crucial in connecting with existing and potential donors, and charitable selfie campaigns have proved to be effective at gathering large-scale support for marginal causes during 2014. However, it remains important for charities to continue building greater trust amongst donors.”

– Ina Mitskavets, Senior Lifestyles and Consumer Analyst

This report looks at the following areas:

- Raising the engagement of younger donors
- Charities responding to the modern need for speed and convenience

As the charitable sector in the UK continues to grow, it is presented with unique opportunities. Indeed, the rise of selfie charity campaigns in 2014 has likely changed the charitable giving landscape forever. This has coincided with the increased speed of digital and mobile innovation in the sector, as charities race to engage with younger donors.

This report will look at the ways in which people donate money to charity, the average amount donated and how it varies by demographics, charitable causes and methods of donating. It will look more closely at the growing influence of the internet and social media in the sector. The report will reveal motivations for donating to charities and various attitudes towards making charitable donations.

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