Giving Back

Charities, who rely on the generosity of others, are in crisis.

In 2020, **166,000 charities in the UK faced a £10bn shortfall.**
Thankfully, online donations during the recent lockdown grew significantly, providing charities with a much-needed lifeline.

Quantcast discovered emerging trends that reflect the changing consumer behaviour in the charity sector during the last 12 months, looking specifically at:

+ Charity Industry Trends
+ Quantcast Donation Data
+ The Opportunity

Sources *How Charities Work
**Pro Bono Economics, June 2020 - £10bn shortfall in the last six months of 2020
Charity Industry Trends
Shift from cash to virtual donations

In 2019 59% of all donations to charity were in cash* 

Cash still remains the most popular way to donate, however, **donations via a website or app increased from 13% in March to 24% in April.**

The £10bn shortfall that UK charities faced in 2020 was driven by the loss in fundraising income, coupled with an increased demand for their services.

Heroes emerged during lockdown

Historically, during global recessions charitable giving remains steady, however the causes people choose to support may change. This can also result in onetime surges of giving in certain categories, aligned with a specific giving event or news story.

While regular donations remained steady, April saw a peak in one-off giving, largely associated with the inspirational feel good story of Captain Tom Moore’s 100th birthday walk for the NHS. From charity face masks to NHS rainbow t-shirts, purchasing clothing to support charities also gained momentum.*

11% Gave to new causes related to the virus*

17% Gave to charities which supported the NHS*

Source: * Charities Aid Foundation - UK Giving and Covid-19 - October 2020
Quantcast Donation Data
Lockdown creates its own giving moment

Normally December is the biggest month for online donations (seeing a fairly typical 5.3x increase in December 2020), however, lockdown is a clear additional giving moment.

Comparing against a January 2020 baseline, during the first lockdown in April 2020, we saw online donations increase by 7x. This trend continued in January 2021 lockdown, with a 2.4x increase in online donations.

When stuck at home, people are showing that they are willing to reach into their virtual pockets.

Source: Quantcast pixel data, GB, Jan ’20 - Jan ’21 vs. Jan ’20 baseline
Holidays resonate with less affluent households

Looking at differences between the Lockdown and Christmas Donor, we can see that while they similarly skew female, 45+ with no children, the household income varies.

The Lockdown Donor is a more affluent, at £50k+, compared to the Christmas Donor, at £30k+.

The holiday spirit drives less affluent households to give back.

Source: Quantcast, GB, Lockdown (Mar ’20-May ’20) & Christmas (Oct ’20-Dec ’20) vs. GB national average
Regular donors skew affluent and age 18-44

Charities actively search for generous givers who will commit to a regular donation.

Regular donors are **17% more likely to have an income of £50-70k**, and can thus commit to a regular donation. They are also **19% more likely to be of the younger 18-44 year old age bracket** than the one off donor, perhaps with less commitments.

**Source:** Quantcast, GB, single and regular donor vs. each other
Donations in lockdown and the festive period were notably dominated by an increase in one-off donations, perhaps driven by the financial uncertainty of months ahead and a sudden desire to give back.
Lockdown donors do more research

During lockdown, Britons were actively searching for ways to donate and charities to support, with searches peaking in April at 3.3x year-over-year.

December however, did not see a similar search trajectory, suggesting that annual holiday giving was to known charities where less research on options was needed.

Source: Quantcast, GB, searches related to charitable donations Jan ‘20 - Jan ‘21 vs. Jan ‘20 baseline
Searches reflect lockdown mindset

First Lockdown: March to April 2020

Whilst in lockdown, our search behaviours mirrored our lockdown activities, including walk/run 5, donate 5, and bbc big night in. It also echoed our newfound interests and fascinations, such as Captain Tom and NHS Charities.

Holidays + Lockdown: October to December 2020

During the festive period, potential donors were searching for new ways to donate, including Paypal, cheque donations, wfh ideas, Christmas cards, and charity quiz. Themes of supporting Hospitals and the NHS remained strong during this period.

Source: Quantcast, GB, searches related to charitable donations
Greatest year-over-year surge in foodbank cause

Factors such as schools being closed, working from home, and job losses have meant new cohorts of people are relying on foodbanks. This has resulted in a 12x YoY surge in Foodbank interest in April 2020.

Other April YoY surges include 6x for Military, 5.6 for health & medical, and 2.3x for animal charities.

Source: Quantcast, GB, searches related to charitable causes categorised, vs. Jan 2020 baseline
But health & medical remain the #1 cause

Searches for Foodbank charities may be up year-over-year, but Health & Medical charities remain our #1 cause.
Each charitable cause has a unique audience profile

- **Foodbanks**
  - Gender Neutral
  - Age 25-54 | Index 106
  - Kids Neutral
  - Income £70k+ | Index 104

- **Health/Medical Charities**
  - Gender Neutral
  - Age 25-34 | Index 107
  - Kids Neutral
  -Income | Neutral

- **Foreign Aid**
  - Gender Neutral
  - Age 18-34 | Index 115
  - Kids Yes | Index 105
  - Income £30k+ | Index 105

- **Religious Charities**
  - Gender Neutral
  - Age 55+ | Index 116
  - Kids Neutral
  - Income Neutral

*Source: Quantcast, GB, Lockdown (Mar '20-May '20) & Christmas (Oct '20-Dec '20) charitable cause searcher vs. overall charitable searcher baseline*
People paused for applause

During Lockdown 1.0, every Thursday the UK stopped what it was doing and signed offline to #ClapForOurCarers as a gesture of appreciation for National Health Service (NHS) workers.

Quantcast’s real-time first party data was able to capture this unique heartwarming moment, seeing a 96% decrease in UK online activity in the first two weeks of this event.

96%
Drop in UK online activity during #ClapForOurCarers applause

Source: ‘The Act of giving - GWI Insight Report 2020

**Quantcast Data. Avg based on analysis by Quantcast comparing UK internet traffic before, during, and after the first minute of applause on March 26 and April 2
The Opportunity

BE KIND
Inspire people to donate

Start by building awareness amongst consumers who may not have heard of your charity before, highlighting the good work that you do. The next step is finding more consumers whose online behaviours mirror the audience profile of your most valuable donors, driving them to donate.

1. Believe in your cause
   Discover the new customers to grow awareness of your brand

2. Drive action
   Deliver the results you need with efficient & effective predictive actions

Charities need to drive brand awareness and create an emotional connection.

Quantcast
Quantcast provided brand lift for Cancer Research

Quantcast, Cancer Research and MediaCom worked together on the launch of a powerful campaign ‘Cancer is Happening Right Now’, featuring stories that bring to life the reality that at any one time, somebody is battling cancer.

Quantcast helped users believe in their cause

Challenge: Increase awareness of the presence of cancer “cancer is happening right now” & drive donations.

Solution: Quantcast identified common search terms associated with charitable causes and the fight against cancer to identify like minded potential donors and served them high impact video ads.

+12% Lift in Affinity

+12.2% Lift in consideration

14% Lift in Engagement
Quantcast drove donations for JJA and DEC

Quantcast, JAA and Disasters Emergency Committee worked together to raise awareness and funds after Cyclone Idai swept through Mozambique, Malawi and Zimbabwe. Cyclone Idai left behind a trail of destruction and 2.5 million people in need of humanitarian assistance.

Quantcast helped users believe in their cause

Challenge: The DEC messaging had to go live quickly, and reach as many potential donors to create awareness of this worthwhile cause, cost-effectively and at scale.

Solution: Quantcast reached 4.46m online users and drove onsite conversions 3.1x higher than the site’s organic conversion rate, driving 2K+ donations for the DEC.**

*Unicef, One year after Cyclone Idai, 2.5 million people in Mozambique remain in need of humanitarian assistance, March 17, 2020
**Quantcast Campaign Data, 2019
Make sure your charity stands out

As Lockdown continues, charities will need to appeal to the goodwill and generosity of others in 2021, more so than any other year.

01 Be upfront about what your Charity will do with their donations*

02 Quickly respond to any changes in consumer behaviour & sentiment

03 Maximise your chance of donations by appealing to consumers who are actively displaying charitable behaviours by partnering with Quantcast.

When deciding which charities to donate to, potential Donors pay attention to:

- How the organisation uses their donation** (60%)
- Evidence that the charity is having an impact** (52%)

Interested in hearing more?

About Quantcast:
Quantcast is an audience intelligence and measurement company headquartered in San Francisco. Combining machine learning, a privacy-by-design approach, and live data drawn from more than 100 million online destinations, Quantcast provides software, information and advertising services for marketers, publishers and advertising agencies worldwide. Founded in 2006, Quantcast has employees in 20 offices across 10 countries.

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