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**UK Charity Insights**

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**Lockdown saw People Digging Deep into their Virtual Pockets**

December is historically seen as the most popular month for charitable donations, however lockdown saw a significant surge in donations, becoming the new December in terms of charitable giving.

**Online Donations**

![Graph showing online donations]

- **APR '20**: 7x
- **DEC '20**: 5.3x
- **JAN '21**: 2.4x

**Heroes Emerged During Lockdown**

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

**New Challenges in Donating During Extended Restrictions**

During the holidays, people came up with creative ways to raise money and give donations. Fundraising as a group or with friends was popular, especially through charity quizzes. Donors also searched for alternatives to cash, such as PayPal and cheque donations.

Themes around supporting hospitals and the NHS remained strong, with a more diverse range of charities also emerging.

**Year-Over-Year Surge in Donations to Foodbanks**

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

**Food Banks**

- **DEC '20**: 12x
- **JAN '21**: 6x
- **APR '20**: 3x

**Make Sure Your Charity Stands Out:**

1. Be upfront about what your Charity will do with their donation*
2. Ensure you can quickly respond to any changes in consumer behaviour and sentiment
3. 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:**

- **60%** Evidence that the organisation is having an impact**
- **52%** The Act of giving - GWI Insight Report 2020

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*Source: Quantcast, GB, searches related to charitable donations Oct-Dec '20

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