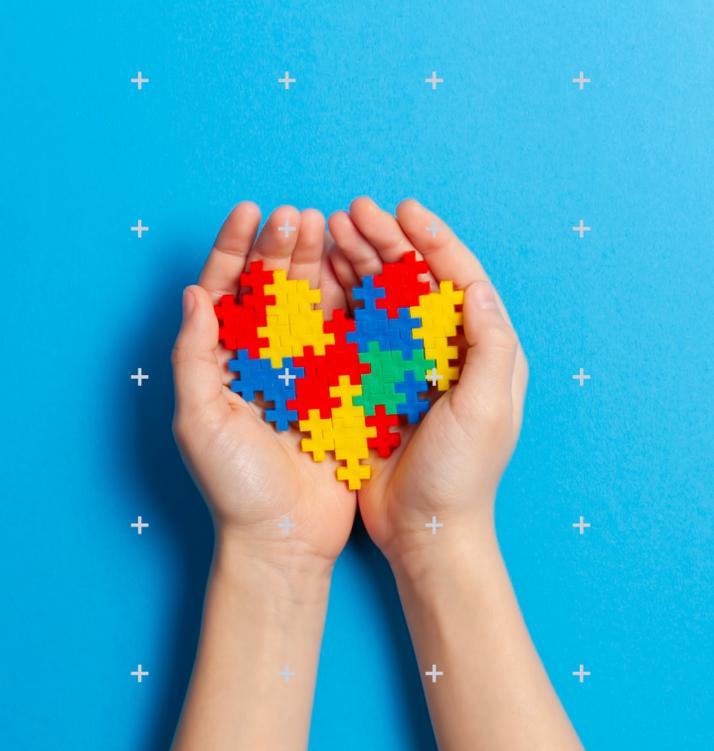


UK Charity Insights

Quantcast discovered emerging trends that reflect the changing consumer behaviour in the charity sector during the last 12 months.



Lockdown saw People Digging Deep into their Virtual Pockets

December is historically seen as the most popular month for charitable donations, however lockdown bucked this trend. April 2020 lockdown saw a 7x surge in donations, becoming the new December in terms of charitable giving.

Online Donations



Source: Quantcast pixel data, GB, vs. Jan '20 baseline

Heroes Emerged During Lockdown

While regular donations remained steady, April saw a peak in one-off giving, largely due to 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.

Single Donations



Source: Quantcast pixel data, GB, vs. Jan '20 baseline



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 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.

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



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



Source: Search volume chart: based on YoY baselines



Make Sure Your Charity Stands Out:

- 01** Be upfront about what your Charity will do with their donations*
- 02** Ensure you can quickly respond to any changes in consumer behaviour and 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:

60%

What the organisation will do with their donation**

52%

Evidence that the organisation is having an impact**

*Source: Charities Aid Foundation - UK Giving and Covid-19 - October 2020
 ** The Act of giving - GWI Insight Report 2020