

Funding the Future

Friday 20th May 2011

ICFO- Zurich

Dr John Low

Chief Executive

Charities Aid Foundation (UK)

Funding the Future

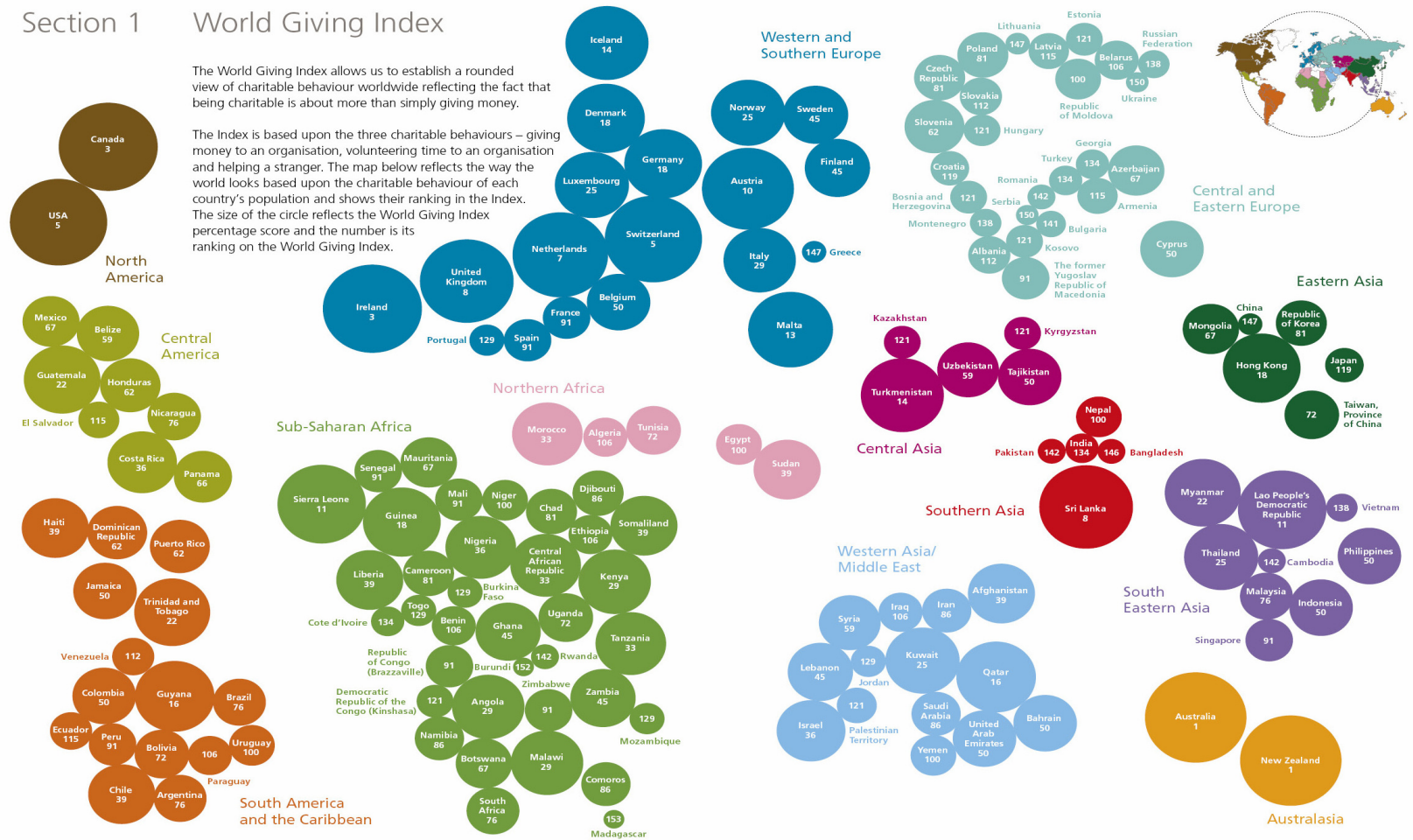
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World Giving Index

Section 1 World Giving Index

The World Giving Index allows us to establish a rounded view of charitable behaviour worldwide reflecting the fact that being charitable is about more than simply giving money.

The Index is based upon the three charitable behaviours – giving money to an organisation, volunteering time to an organisation and helping a stranger. The map below reflects the way the world looks based upon the charitable behaviour of each country's population and shows their ranking in the Index. The size of the circle reflects the World Giving Index percentage score and the number is its ranking on the World Giving Index.



World Giving Index

- The World Giving Index showcases global philanthropy during 2010
- Data was sourced from research company, Gallup in March 2010
- The data represents 153 countries and is the largest survey to date building upon previous CAF research in 2006, which focussed upon giving as a percentage of the GDP of 12 countries, (including Canada, Ireland, France, Singapore and the UK)
- The size of the representative sample in each country varied depending upon population, ranging from 2,000 for large countries such as Russia and China to 500 - 1000 for small to medium countries
- Respondents were interviewed either face-to face or over the telephone, asking which of the following they had undertaken in the last month:
 - Donated money
 - Volunteered time
 - Helped a stranger

The World Giving Index

- Ireland ranked the highest in Europe in joint 3rd place (56%) with Canada
- The UK ranked 8th (53%) joint with Sri Lanka, with 73% of respondents giving money
- Sweden ranked joint 45th (37%) with Finland, with only 12% in Sweden volunteering time
- Some responses to the the survey are reflected below:
 - The Sri Lankan President Mahinda Rajapaksa hailed Sri Lanka's ranking, saying it captured "the reality of our caring and sharing society"
 - Other countries, such as New Zealand recognised that they ranked highly in 1st place (57%) even though only 41% of respondents volunteered time, and responded that "[we] need to make sure that our decisions and our actions bolster it even further."
- The results also highlighted a strong correlation between giving and wealth & wellbeing. Respondents from countries with strong GDP were more likely to give money as were respondents in countries where wellbeing is scored high

Download the Report here:

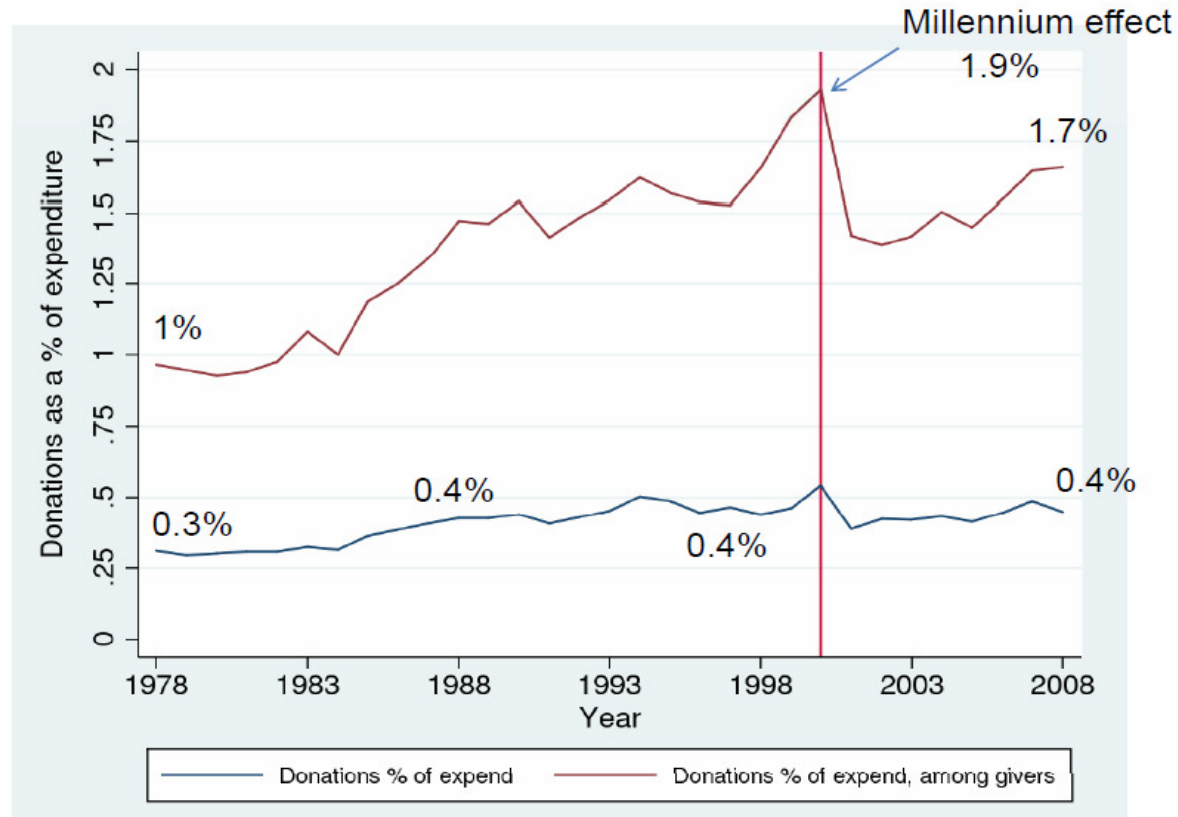
<http://www.cafonline.org/Default.aspx?page=19428>

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Philanthropy in Times of Austerity

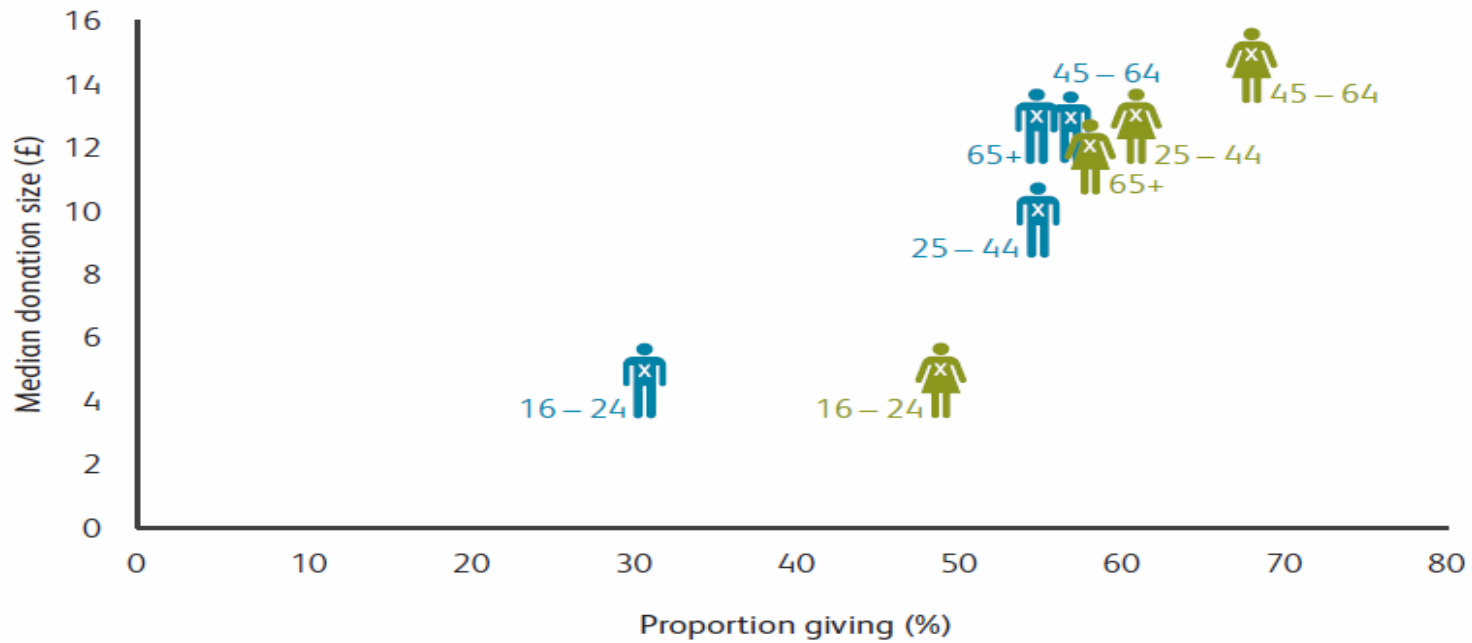
- UK donations in 2007-08 were £11.3bn and fell to £10.2bn in 2008-09
- Total UK giving for 2009-10 then rose to £10.6bn, an increase of £400m (3.77%) from the previous year
- 2009-10 figures remain 6.2% below pre-recession figures
- London-based newspaper, Sunday Times published the UK Rich List in May 2011, which detailed the Top 100 Philanthropists' annual donations
 - In 2008-09 total donations equalled £2.5bn
 - In 2009-10 total donations equalled £1.67bn; a decrease of £818m
 - In 2009-10 total number of donors giving over £1m was 129
 - In 2008-09 total number of donors giving over £1m was 118
 - The top 30 philanthropists donated larger proportions; donating a minimum of 3.42% of their wealth compared to 3.22% in 2008-09
- This overall decline in philanthropy comes at a time when UK Government spending has been cut by an average of 19% across all departments, affecting many charities some of whom have had 100% of their funding withdrawn

Current Fundraising Techniques



Source: University of Bristol/CASS Business School, 2011

Current Fundraising Techniques



Source: CAF/NCVO, 2010

Current Fundraising Techniques

- Current fundraising techniques such as, direct mail, lotteries, trusts and foundations, corporate and statutory fundraising continue to prove effective sources of income
- However, there is a lack of growth in overall giving
- Between 1978 and 2008, a span of 30 years, UK giving has remained at around 0.4% of expenditure among the total population
- Although, the average donation has increased in real terms from 96p a week in 1978 to £2.36 per week in 2008, an increase of 59%, giving as a percentage of total household expenditure has remained virtually static for 30 years
- The proportion of adults giving in the UK between 2004 and 2010 has fluctuated by only 2%, with the average percentage over these six years at 56% of the UK adult population giving to charity
 - Women aged 45-64 most likely to give (68%) donating between £14-16
 - Men 16-24 at just over 30%, donating between £4-6
 - Overall, men were less likely to donate than their female counterparts

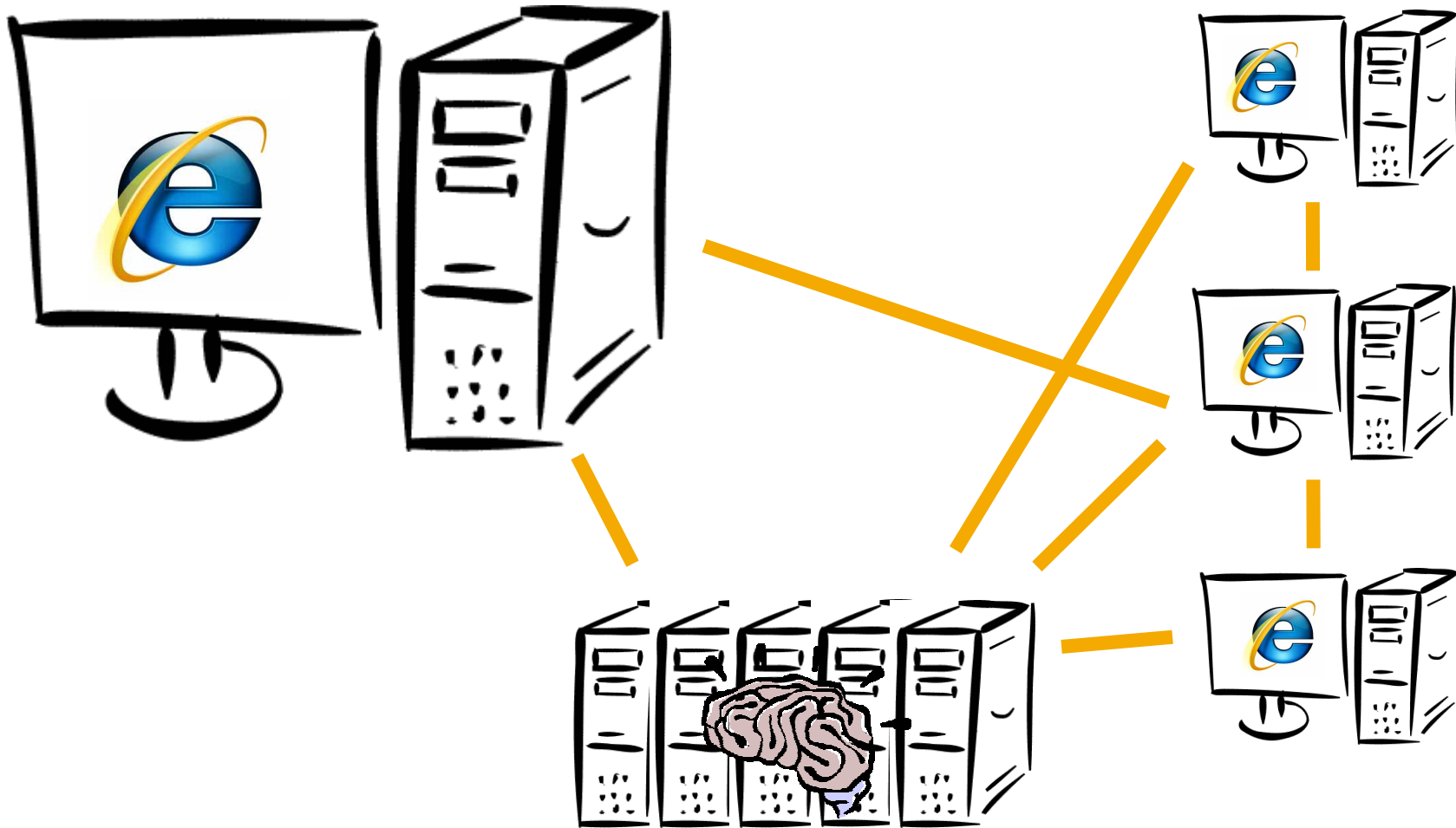
Funding the Future with Technology

- With stagnant levels of giving, the charity sector needs to find ways to engage with younger audiences and technology could be key
- Everyone knows that technology has transformed daily life, in particular the internet, mobile telephony and digital television
- The internet allows people to interact with others across the globe without even leaving their homes; from selling and buying, to uploading and sharing photos, or even to find that special someone!
- It brings friends and families together to share experiences through mediums such as Skype, blogs, twitter, and Facebook

So how can charities benefit?

- CAF research found that 43% of people feel “comfortable” with donating online
- But 2010 Digital Giving report found only 2% of the money donated to charity every year was donated online
- It has been found that charities currently under utilise the internet and its resources. As a result, the sector is at risk of becoming out-dated in contrast to general consumer trends

The Cloud

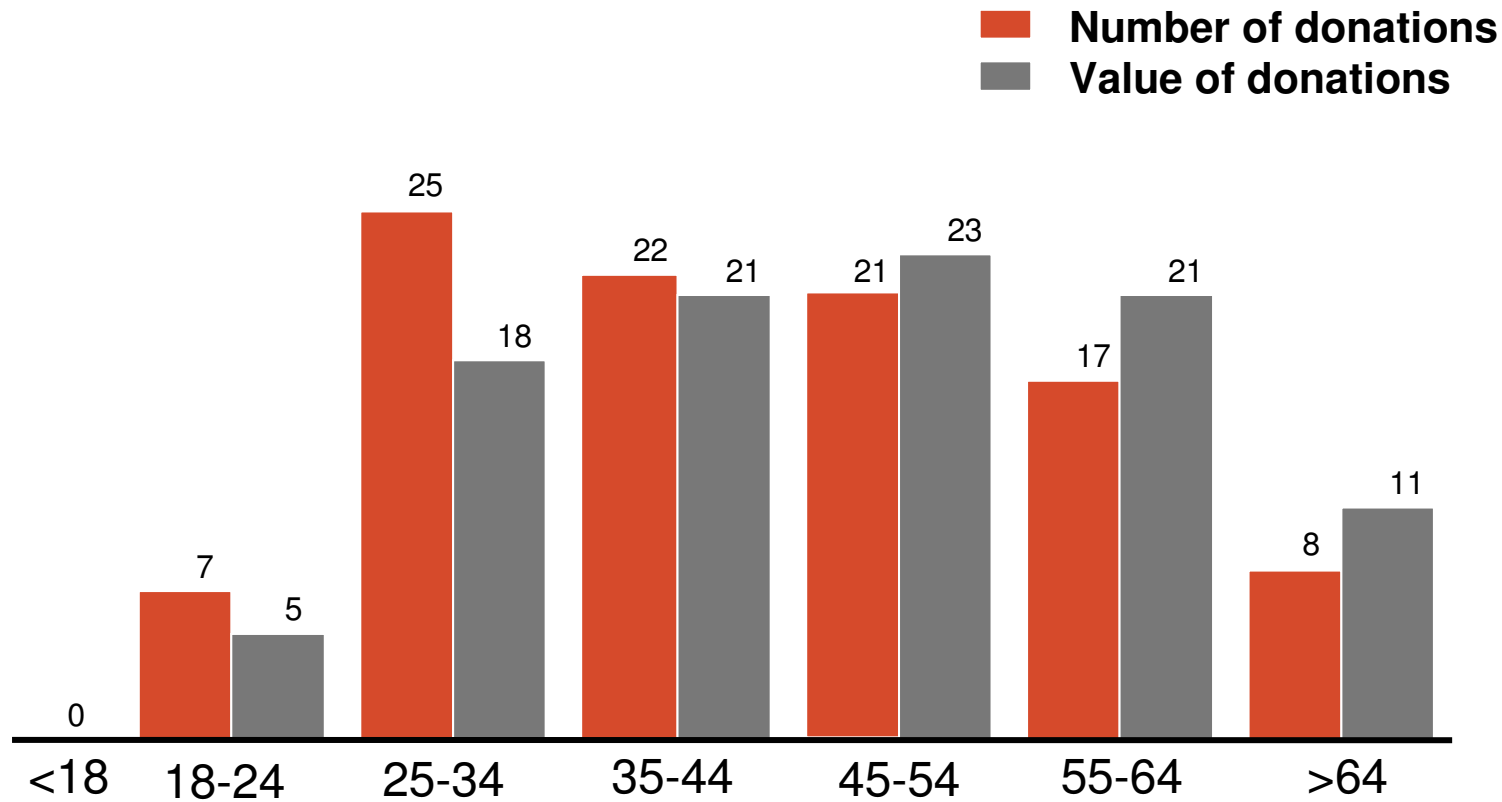


New Ways to Fundraise- Mobile Donations

- “Mobile phones are the ultimate growth industry” Digital Giving 2010,Respublica
- Over 11m text messages are sent every hour in the UK
- SMS is an incredibly valuable tool that is potentially capable of generating not only awareness for charities and projects, but also income
- SMS donations are easy to make; donors simply send a premium text message to make donations; the SMS usually contains a keyword sent to a designated shortcode. This adds the cost of a fixed amount- one-off donation- to the donor’s phone bill
- Immediacy of response to fundraising ask is key
- Both Vodafone and O2 do not charge for SMS donations, allowing all the donation received to be directed to the charity
- SMS giving is currently under utilised by charities but is growing fast
- CAF Bulgaria has been fundraising via SMS for sometime. Fast growing emerging economies often leapfrog established economies in the use of technology

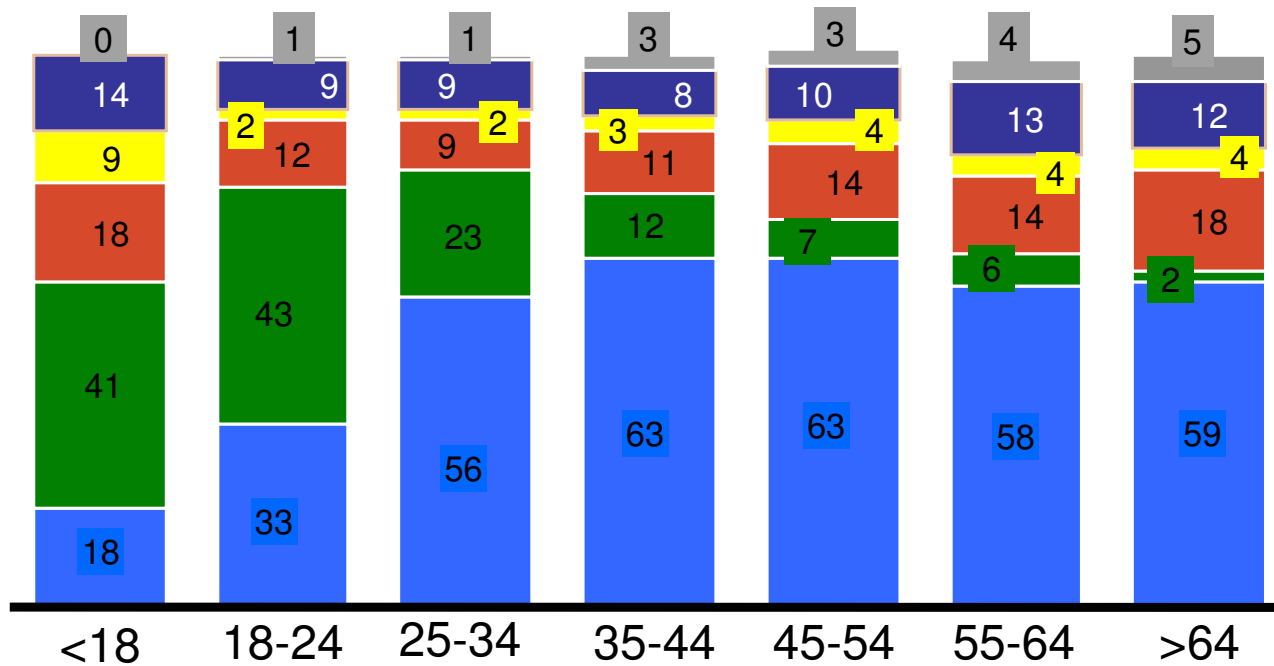
Over 50% of JustGiving Value Generated by Over 45s

Share of donations by value and volume for each age group of JustGiving donors %



SOURCE: JustGiving Blog

The Trigger to Give Differs by Age Group



SOURCE: JustGiving Blog

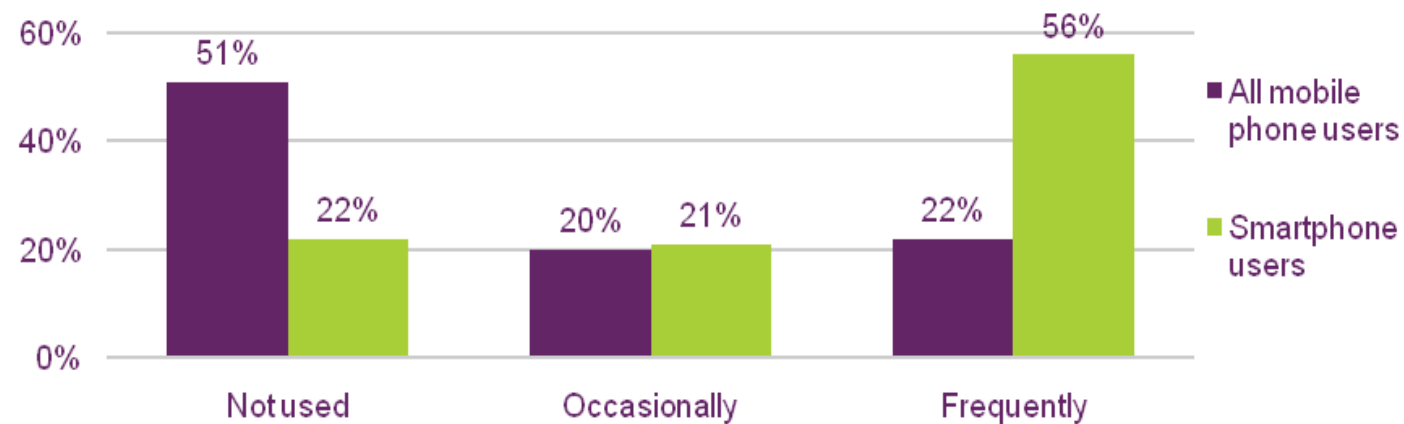
New Ways to Fundraise- Mobile Donations

- SMS donations have had significant success in the US, which is very much leading the way with this technology
- Examples:
 - One of the most visible campaigns was during the 2008 Superbowl with a commercial for The United Way, a charity working to educate and support America's future leaders. This campaign received \$10,000 in 10 seconds
 - The Haiti campaign in 2009, where Americans were encouraged by the American Red Cross to text "Haiti" to 90999 to donate \$10 to the Red Cross; this raised an unprecedented \$30m
 - During American Idol, Alicia Keys asked viewers to text the word "ALIVE" to donate \$5 to Keep a Child Alive via their mobiles. This successfully raised \$450,000 from over 90,000 donors
- Mobile giving has seen some success in the UK, but this tends to focus around large events such as Comic Relief, which this year more than doubled its SMS donations from £7.8m in 2009 to £15.1m in 2011.

New Ways to Fundraise- Apps

UK phone users accessing mobile internet, by handset type

% accessing mobile internet in the past 3 months

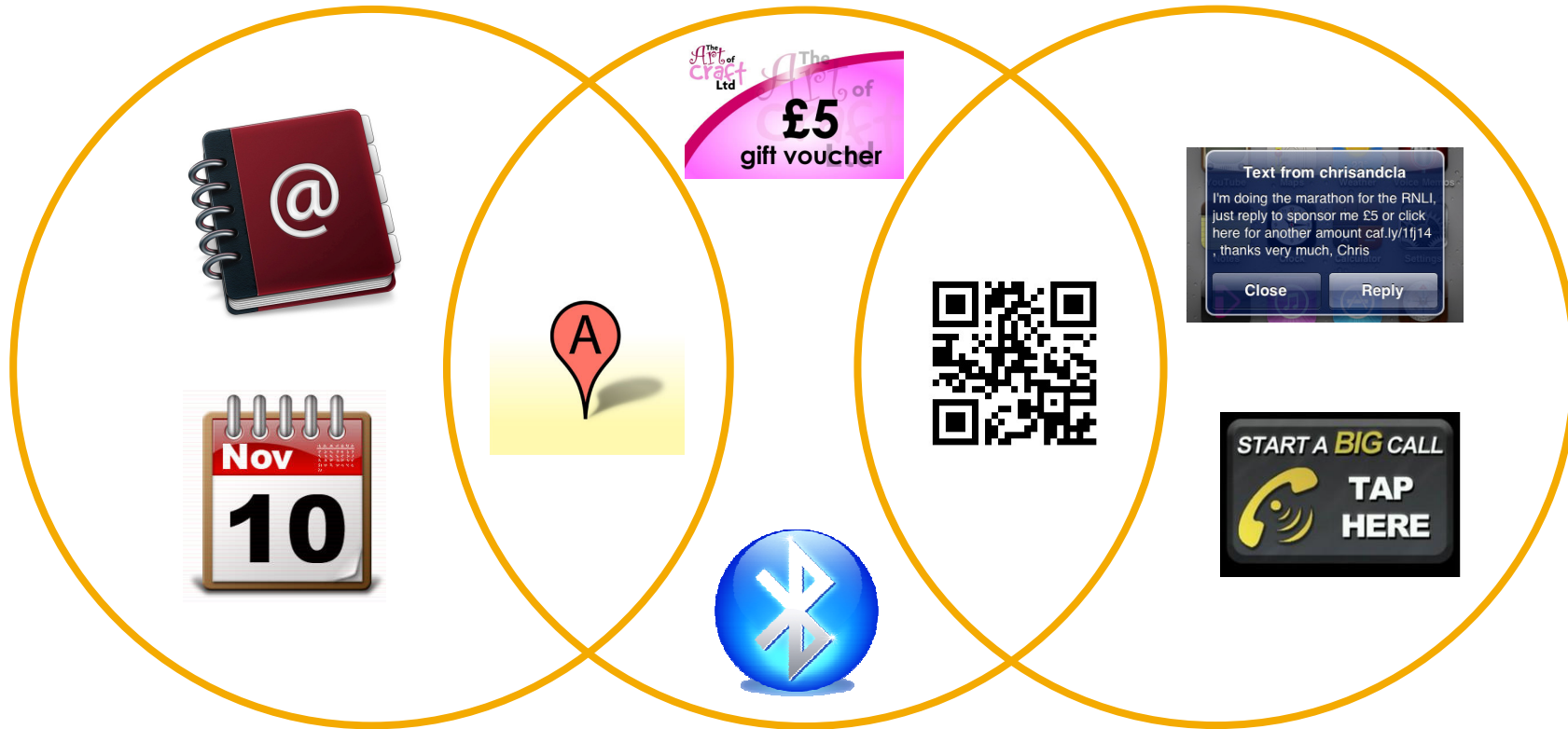


Source: IPSOS MediaCT, based on an online survey carried out in November 2009 among a representative sample of 500 general mobile consumers aged 16-50

New Ways to Fundraise- Apps

- More than 25% of phones in the UK are “smart” with faster web access
- More than 75% of smartphone users frequently use the internet on their phone
- Smartphones have seen high levels of popularity, possibly as a direct result of the introduction of apps onto the market
- In January 2011, Apple announced more than 10bn apps had been downloaded from their store from a range of over 350,000 different products
- Apps are simply small programs, that can be purchased or downloaded for free that often integrate features on your phone with data from the internet
- These apps can range from a game, map, up-to-date transport information or tax calculator

New Ways to Fundraise- Apps



Integration with other data on the phone

Location relevant content

Integration with other functions on the phone

New Ways to Fundraise- Apps

- **Apps**
 - Can integrate with other sources of information on your phone, such as your address book, calendar or maps
 - Capable of using your location to provide relevant information; such as the nearest places to eat and offers available
 - Able to integrate with standard functions on your phone such as calling and SMS
- **So what does this mean for charities?**
 - Not only can donors find out about charities and projects whilst out and about, charities can receive donations anywhere
 - For example, at an event, visit to a charity's premises, or just anytime you feel inspired to give
- Monitoring when people give can provide an indication on what triggers donations, which charities can use to generate future donations
- Shortcodes and apps offer a more innovative way to engage with donors with a shorter, punchier message- ideal for online audiences

iPhone App iHobo



Social Media

- Social Media is transforming the internet and the way we use it
- Over 1bn videos are viewed on YouTube daily
- The total number of active Facebook users in 2008 was 100m; three years later this has increased to over 500m active users
- 260m MySpace Users
- 55m tweets are sent daily; with circa 640 tweets a second
- Membership of social media often offers exclusive material
- Social media's popularity amongst younger demographics- over 50 million Facebook users are aged 18-25, with males making up 1.1% more users than females. This means it is an ideal platform for interaction between charities and younger potential donors, in particular, with young males
- 2010, UK Facebook users adopted cartoon characters as their profile picture accompanied with a signal of support for NSPCC. The campaign was anonymously started and raised £100,000 for NSPCC whilst also increasing their online Facebook popularity

Social Media

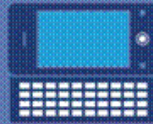
AS OF 2011, THERE ARE 500,000,000 ACTIVE FACEBOOK USERS.
APROX. 1 IN EVERY 13 PEOPLE ON EARTH.
HALF OF THEM ARE LOGGED IN ON ANY GIVEN DAY.

COMBINED, FACEBOOK-RELATED SEARCHES ACCOUNTED FOR
3.48 PERCENT OF THE TOP 50 SEARCHES OF 2010.
A 207 PERCENT JUMP FROM 2009.

**48% OF 18 TO 34 YEAR OLDS
CHECK FACEBOOK
RIGHT WHEN THEY WAKE UP..**



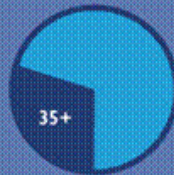
ABOUT 28% CHECK THEIR FACEBOOK
**ON THEIR SMART PHONES
BEFORE GETTING OUT OF BED.**



48% OF YOUNG AMERICANS
SAID THEY FIND OUT ABOUT
NEWS
THROUGH FACEBOOK.



THE 35+ DEMOGRAPHIC
**NOW REPRESENTS
MORE THAN 30% OF
THE ENTIRE USERBASE.**



THE 18-24 (COLLEGE) DEMOGRAPHIC
**GREW THE FASTEST
AT 74% IN ONE YEAR.**



**A RECORD-BREAKING
750 MILLION PHOTOS
WERE UPLOADED TO FACEBOOK
OVER NEW YEAR'S WEEKEND.**

57% OF PEOPLE TALK TO PEOPLE
MORE ONLINE

THAN THEY DO IN REAL LIFE

Source: <http://www.onlineschools.org/blog/facebook-obsession/>

CAF Charities Aid
Foundation

Giving Platforms

- Online sponsorship sites in the UK such as JustGiving, Virgin Money Giving and BT My Donate continue to be popular amongst charities and fundraisers, allowing donors to become more engaged with giving
- Over 9,000 UK charities have joined Just Giving since 2000; with users raising over £770m inclusive of Gift Aid
- JustGiving generates more than £200m per annum
- The online giving market is expanding with large corporates, such as Vodafone and BT moving into the market. The potential growth of the sector with corporate money is welcomed, because these companies possess the financial strength to offer 100% free online sponsorship services directing more money to charities
- Additionally, online Sponsorship platforms continue to push the technological boundaries and innovation. For example, JustGiving and Vodafone recently announced a joint venture to enable free SMS donations called JustTextGiving; creating a new channel for fundraisers to receive donations from friends and families

Giving Platforms

CANCER RESEARCH UK 

My reasons. My choice. 

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[Home](#) > [Projects](#) > [Childhood leukaemia](#)

Childhood leukaemia: research to improve treatment

Last updated: 27/04/2011



What's this project about?

Professor Vaskar Saha is world-renowned for research on childhood leukaemia.

Sadly, around one-third of all deaths from cancer in children in the UK are caused by leukaemia. Professor Saha's vital work could improve the outlook for the 20% of children with an acute form of the disease who do not respond well to chemotherapy.

Watch the other videos to learn more about Professor Saha's work, and to meet Anne, a young patient he helped treat.

Read the [video transcripts here](#).

Donated so far **£76,818.07** Target amount **£109,000**


0 50% 100%

Rollover to find out more

[Donate to this project](#)

[Create a Fundraising Page](#)

Christmas 2010 Campaign update



Our Christmas 2010 Campaign has now come to an end. Thanks to the generous support of the MyProjects community, we've raised more than £68,000 for Professor Saha's research.

We still have more to go, so please continue to spread the word to friends and family. You can still see our Christmas campaign video in the player above for some inspiration from Professor Saha and a brave fundraiser.

Thank you again for helping to make a big impact on beating cancer in 2010 - we're looking forward to seeing what 2011 has in store.

[Fundraising Pages](#) [Recent Donors](#)

Supporting this project [What's this?](#) [View all](#)

 **michelle donated**
£5.00
“ hope you reach your goal xxx ”

 **Albert's Donations donated**
£2,564.10
“ Dad's own contribution from...”

 **Carlo donated**
£15.00

Giving Platforms

The screenshot displays the Global Giving website interface. At the top, the logo "globalgiving" is visible alongside navigation links for "DONORS", "NON-PROFITS", "CORPORATE PARTNERS", and "ABOUT US". Below the logo, there are buttons for "FIND A PROJECT", "GIVE GIFT CARDS", and "GET INVOLVED". A search bar is present with a "search" button. The main content area shows a search results page for "Projects". The search bar contains the text "Start your search by typing a word below." and a "go" button. Below the search bar, there is a "Search" dropdown menu set to "Projects" and a "go" button. The results section shows "Results 1 - 1 of 1 for term * searched within Projects". A checkbox for "Show Donation Options" is checked. The first result is a project titled "Provide food & water to 260 San People in Botswana". The project description includes: "Countries: Botswana", "Themes: Economic Development", and "First Peoples is providing food aid to the San in the Central Kalahari Game Reserve. We will transport goods into the Reserve to four communities. This will ensure the San's survival." Below the description, there is a "How You Can Help" section with a "Make a" dropdown menu set to "one-time" and a "donation" button. The donation options are:

- \$10 - food and water for one person for two weeks
- \$30 - purchase of ten water containers
- \$65 - purchase of 8 roosters and 16 chickens

A "show more" link is visible below the donation options. At the bottom of the donation options, there is a "give now" button and a link "or give as a gift in honor/in memory of someone". On the left side of the page, there is a sidebar with filters for "Theme", "Country", "Funding Percentage", "Project Added", and "Recently Updated". The "Theme" filter shows "Economic Development (1)" checked. The "Country" filter shows "Botswana (1)" checked. The "Funding Percentage" filter shows "76% - 100% (1)" checked. The "Project Added" filter shows "Longer than 3 months (1)" checked. The "Recently Updated" filter shows "Longer than 1 month (1)" checked. At the bottom left of the page, there is a link "Project of the Month Club".

Giving Platforms



[Sign Up Now](#)
[Login](#)

We rate **verified**, financially responsible charities according to how much great work they're doing. **Donate to a group of the top nonprofits in each cause with one click.**
Smart, easy, legitimate.

 <p>Bay Area Arts & Culture</p> Give Learn more	 <p>Bay Area Climate Change</p> Give Learn more	 <p>Bay Area Early Childhood Education</p> Give Learn more	 <p>Bay Area Homelessness</p> Give Learn more	 <p>Bay Area Middle-Secondary Education</p> Give Learn more
 <p>Arts & Culture</p> Give Learn more	 <p>Childhood Nutrition/Health</p> Give Learn more	 <p>Climate Change</p> Give Learn more	 <p>Education</p> Give Learn more	 <p>Reproductive Health, Rights, & Justice</p> Give Learn more
 <p>Workforce Development</p> Give Learn more	 <p>Microfinance</p> Give Learn more	 <p>Haiti</p> Give Learn more	 <p>Indonesia</p> Give Learn more	 <p>Pakistan</p> Give Learn more

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CAF Charities Aid Foundation

What CAF is doing

- CAF works to support the sector- we currently offer a text donation service for charities, whereby charities are given a shortcode from us to promote to donors
- CAF recently used both mobile and online giving in partnership with the New Zealand High Commission to help raise valuable money for victims of the Christchurch earthquake
- Gift Aid tax recovery on all donations
- CAF also uses online social networking sites to interact with potential and existing clients with Twitter, Facebook and a dedicated CAF YouTube page
- These detail CAF's work, developments in the sector and policy positions providing a platform for CAF to share information with the sector; advertising our services and detailing our impact
- We also run a CAF Venturesome blog announces latest trends in social investments



CAF Charity Trends

CAF Charities Aid Foundation Charity Trends™

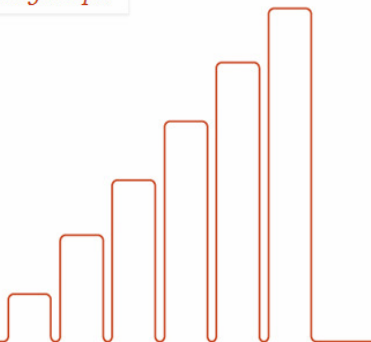
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Charity Trends: charity data at your fingertips

Free access to 162,427 charities' data

- » Filter by any of 17 criteria
- » Choose a charity to support
- » Create tables and charts
- » View historical data to observe trends

[Use the search tool](#)



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InsightFull

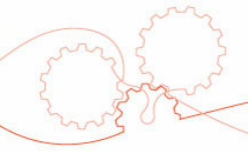
Why?
If there's a question we all get asked throughout our lives, it's 'Why?' It's what children ask t...

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Expert analysis

Charity Links: understanding the sophisticated nature of the charity sector
An exploration of the links between the causes that charities support.


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Latest publication

Charity Links 2011
An exploration of the links between the causes that charities support.

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CAF Charity Trends

- We have revolutionised the way in which charity data is found and used
- We've opened up data from registered charities provided in their annual returns to the Charity Commission.
- CAF Charity Trends allows the user to access valuable data; users can search with a combination of 17 different criteria based around area of operation, location, finances, charitable causes, and staff and volunteer numbers in a fast and flexible way that can only be achieved online
- In addition to having access to CAF research publications, CAF Charity Trends also allows the user to extract any information they search by creating downloadable graphs and reports
- Donors, charities, and local governments can now locate charities of all sizes and is a positive consequence of the site

For more information please visit:

<http://www.charitytrends.org/>