

# Stewardship Forum

## An evangelical alliance Partnership for Change

### Stewardship Tools for Fundraisers : Giving Matters

**Title: Are the British public becoming more generous?**

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According to research released in August 2001 from CAF (Charities Aid Foundation), British people are feeling more generous.

CAF research has shown that:

- 67% of the British public believe that they have a personal responsibility to give to charity;
- Almost as many, 46%, felt it is important for them to be able to direct extra government money to their favourite causes through tax-effective giving;
- The number of people making donations through Gift Aid - enabling charities to reclaim tax from the Inland Revenue - has increased eleven-fold from 1% to 11% in just over one year;
- The survey also suggests that the overriding concern of the giving public is to 'make a difference' and plug gaps in charity funding. Over half the population, 54% prefer to donate money to good causes that get little financial support from Government.
- British donors consider it much more important that the tax relief should benefit the charity and not themselves (46% vs 14%).

Cathy Pharoah's, Director of Research at CAF comments about these findings:

"These findings, coming so soon after the launch of the Government-backed Giving Campaign, are great news for charities. Over the last five years, we have seen a slow-down in the total income growth of the large fundraising charities. During 1999 - 2000, this slow-down resulted in charity income failing to keep pace with inflation. However, this research, combined with Government's changes to tax-effective giving, suggests that the time is right for a new culture of philanthropy in this country."

As the Giving Campaign gets underway the policymakers might want to consider this new evidence which shows that taking personal responsibility, giving tax-effectively and believing their donations can make a difference are highly important to British donors.

This picture of generosity and concern for charities provides a welcome relief from the current pessimism about Britains' selfishness. The British public, it seems, is willing to plug the gaps left in funding of charities by the state and to make sure that the charities benefit from tax reliefs too.

**Compiled from CAF press releases issued in August 2001**