

The view from London



What did we learn during
the pandemic?

How has the pandemic re-set the relationship between
donors and charities and what does this mean for the future?

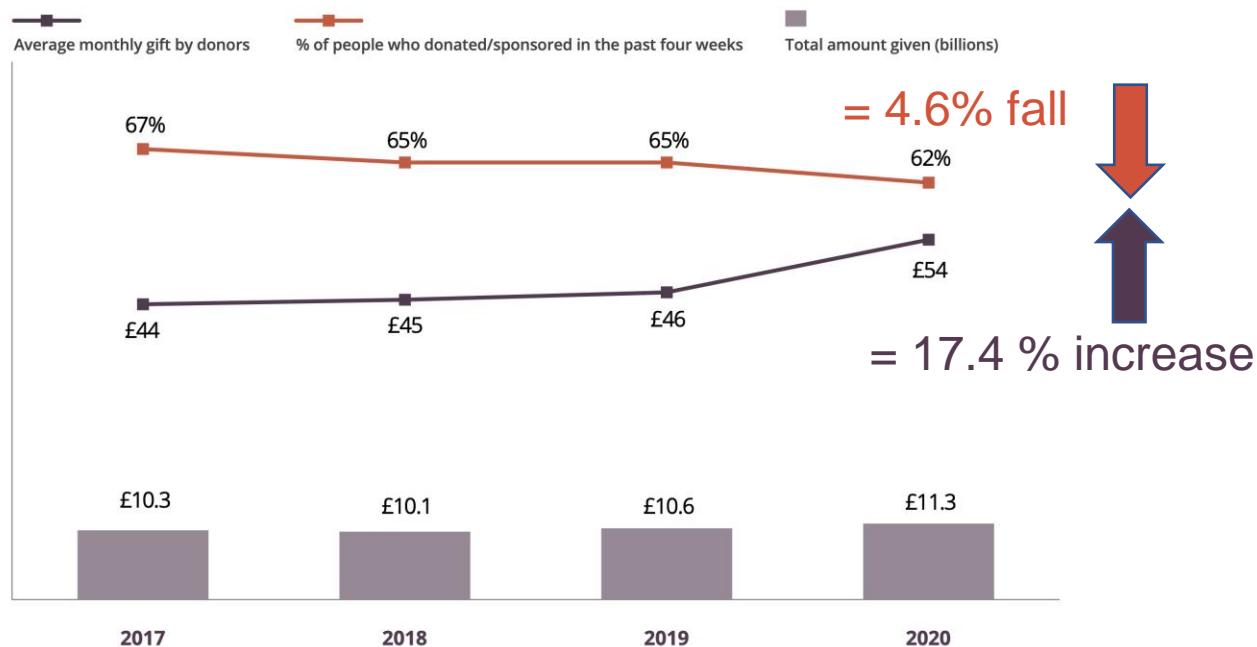
March 2022

Mark Phillips

Bluefrog Fundraising
Bluefroglondon.com
Queerideas.co.uk

Less people giving more (to traditional causes)

UK Giving 2021. Charities Aid Foundation



Base: All adults 16+ whom donated or sponsored in the past 4 weeks: 2020: (n=3,863) 2019: (n=4,040),
2018: (n=3,948) 2017: (n=3,730).

In a typical year, on average nearly three quarters of people are approached and invited to give. This dipped in 2020 and continues to be lower than usual – by August 2021, only six in 10 people (61%) reported being asked to give.

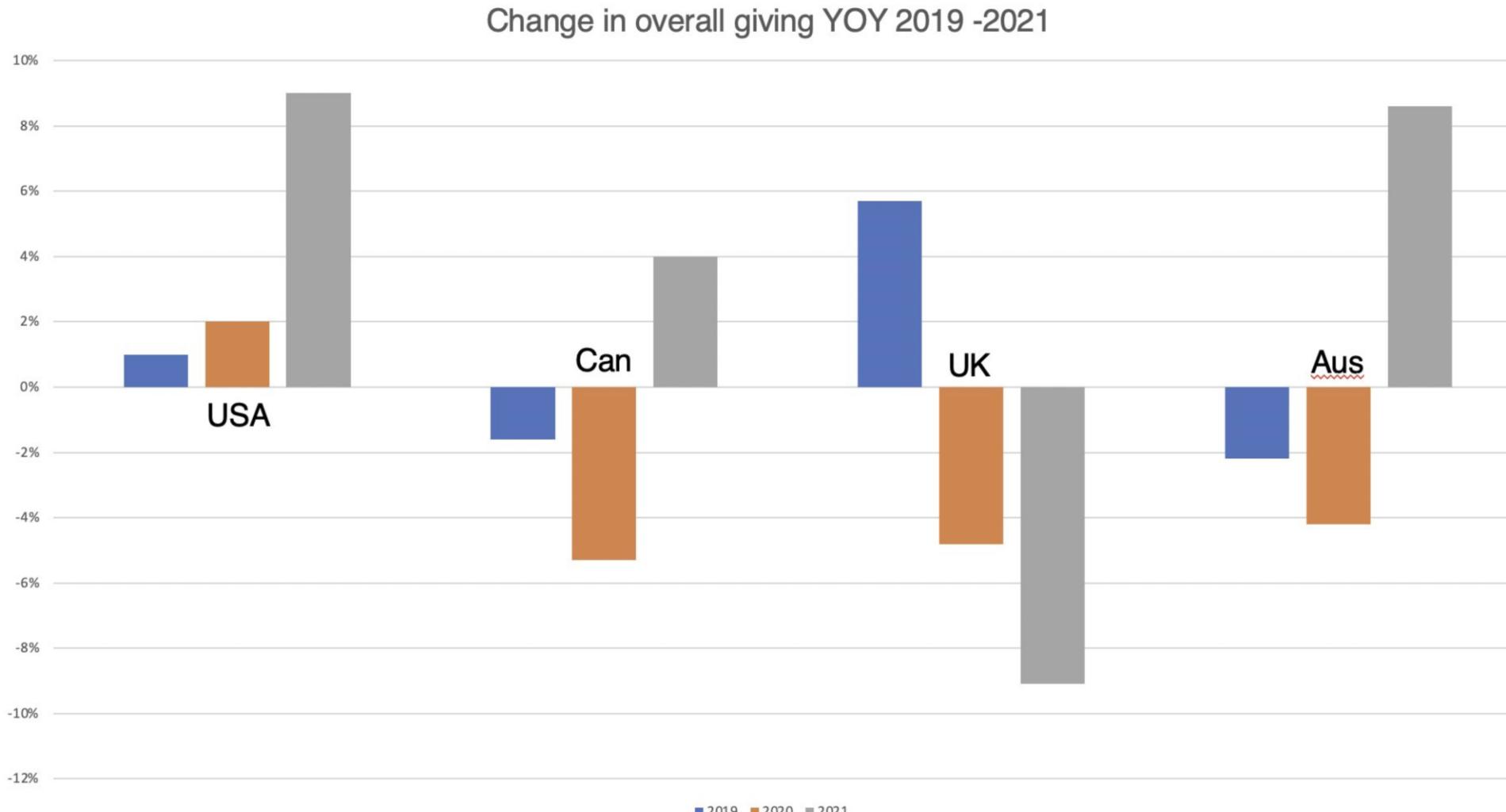
Blackbaud UK Charitable Giving Report 2021

- -9.1% fall in giving year on year.
- -7.9% fall in online giving year on year.
- 5.5% of total giving from online sources.

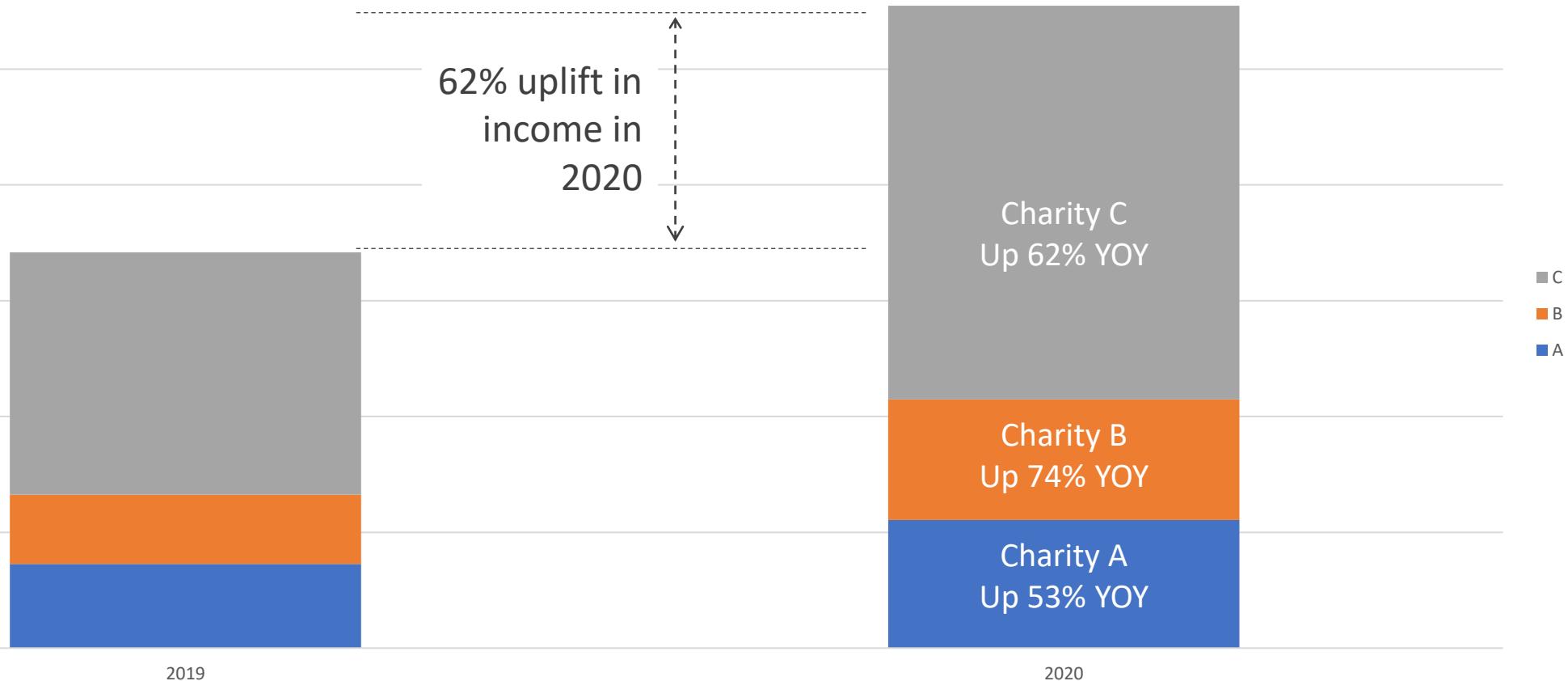
Just Giving – donor led fundraising

- 15% increase in personal giving.
- 8% increase in amount raised.
- 7/12 record breaking months.
- 49% growth in treks
- 200% growth in swimming
- 49% growth in marathons

Don't listen to British fundraisers

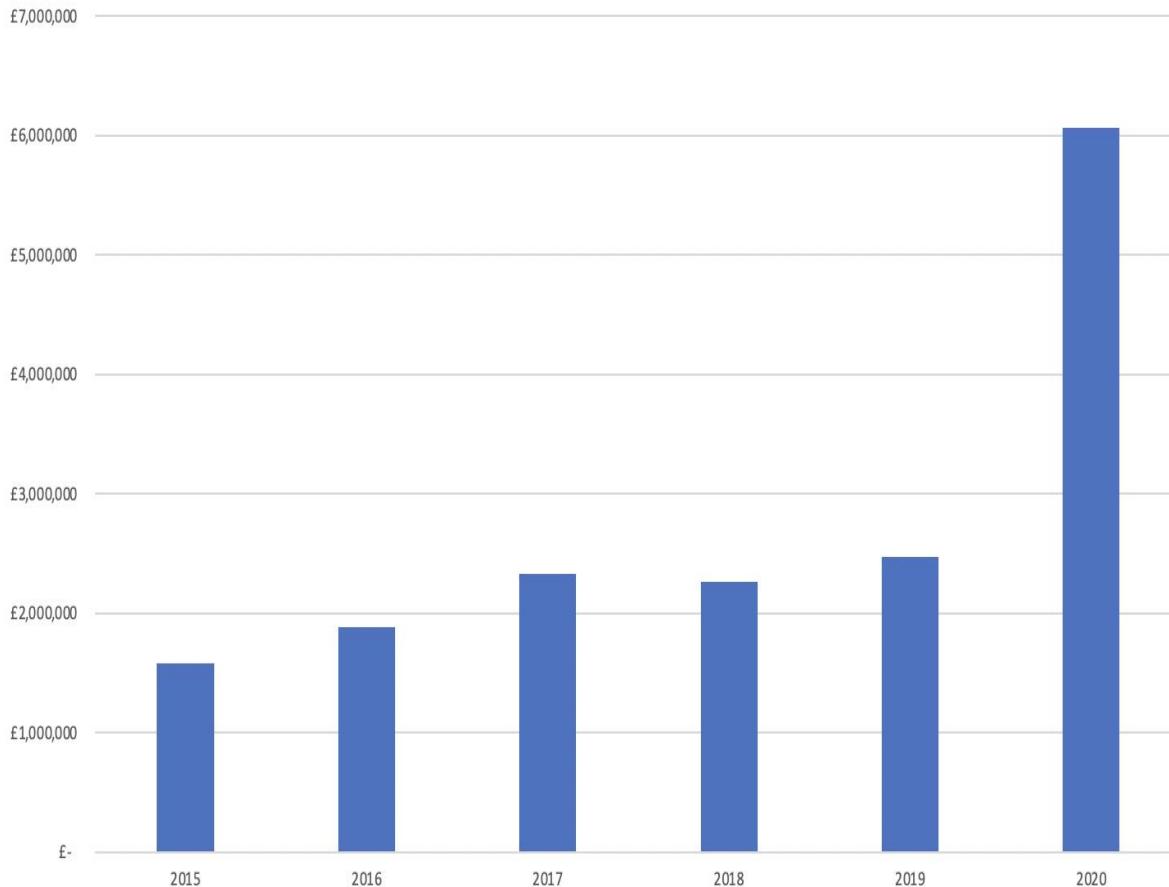


But...income up 62% in 2020

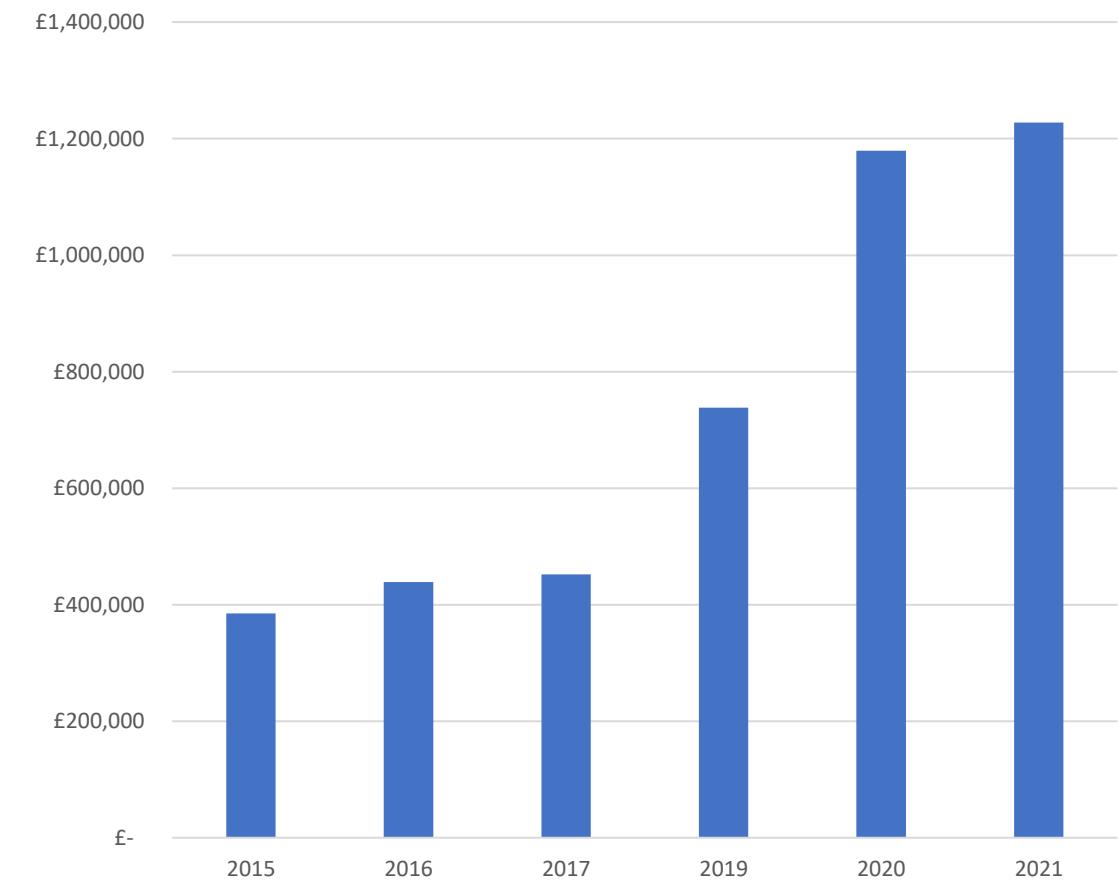


And...

Charity 1

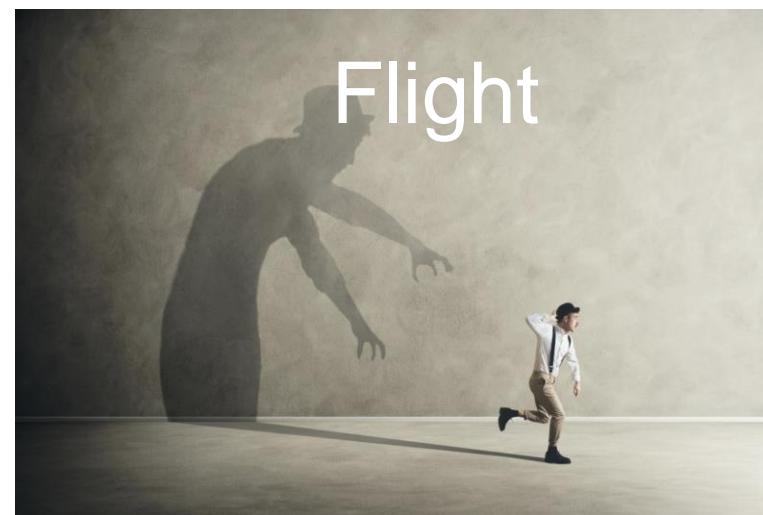


Charity 2



Why have some charities performed well and others suffered?

The sector's response to covid was not uniform



Take control



Give up control

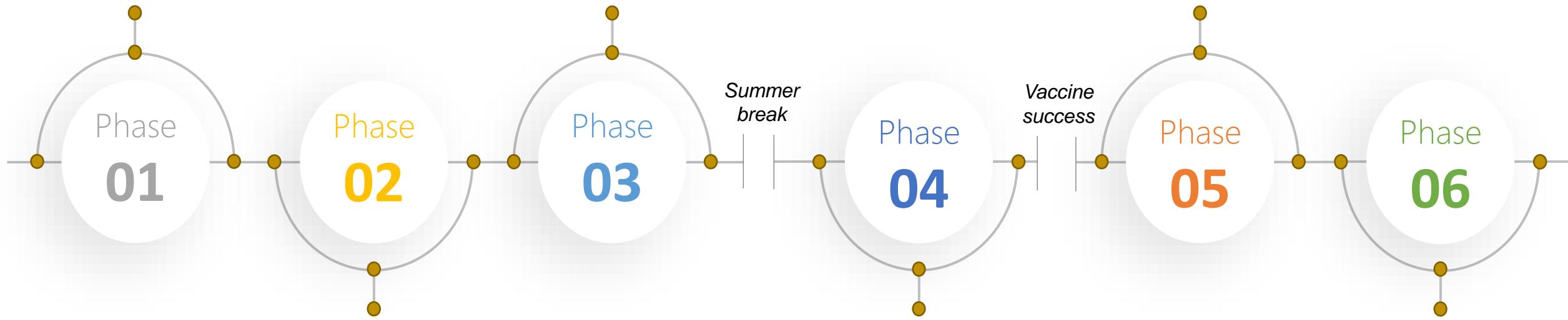
Poor advice confused...

*“For many charities, hitting the ‘emergency appeal’ button is a default response to a crisis like this. But there’s a real danger that doing so will do **long-term harm to trust and relevance**. And, perhaps more salient right now, it could also cannibalise the opportunity to have a more considered, long-term response focused on new programmes and initiatives, new stories, new relevance...”*

*...There’s never been a more important time to put your empathy into overdrive and **ask what really matters**. **If you think it’s you, you’re probably wrong.**”*

Creative Head. UK agency
April 1, 2020

Our emergency
We have always
been safe, now we
seem to be most
badly impacted



Emotional overload
Fear, concern and
mistrust driven by
emotive stories. Desire
for control.

**Despondency and
Defiance**
Exhaustion with
widespread rule breaking
and bending

**Scepticism-into-
cynicism**
Here we go again.
Dark humour. Is this
forever? Do what you
can to get by.

March 2020

Ever-decreasing trust in authorities

Dec 2021

Awareness drove action

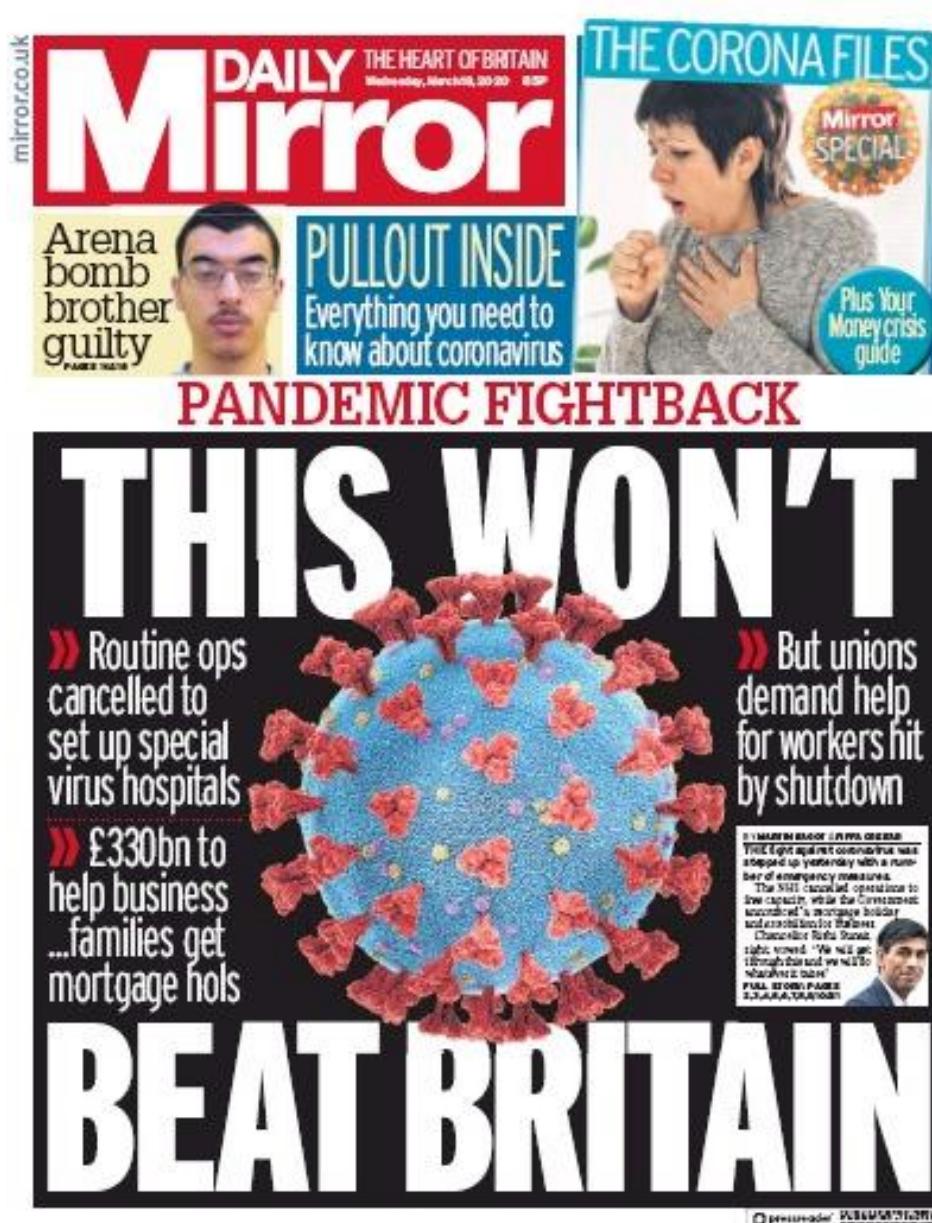


The more we can relate to the person in need of help, the greater the chance that we will support them.

"You can only feel sorry for people with problems that you know to exist."

But many charities moved too slowly

- People were not asked (for more)
 - No need or challenge offered.
- Failure to leverage perceptions of injustice
 - People were primed to notice and act on injustice. This was too often ignored.
- Lack of relevance
 - If a charity ignored where the public interest was focused.
- Citizen fundraising ate into personal budgets
 - Giving wasn't enough. People wanted to do more.
- People weren't engaged in non-financial ways
 - No alternative to cash offered. Again, many charities went quiet.
- People presumed big charities would be OK
 - The larger the charity brand the greater the sense that I don't make much difference, so my gift won't be missed. Need was not communicated.



Giving to charity gave us the chance to take control at a frightening time.

And many of us wanted to help

You end up with a sense that **I want to make a difference**. Where do you begin and end with that? In some ways it can be overwhelming. We agonise endlessly...At the end of the day when you see people in trouble and distress. **I can do something here. Let's do it.** Let's not worry about the big one for a minute. That is what you do.

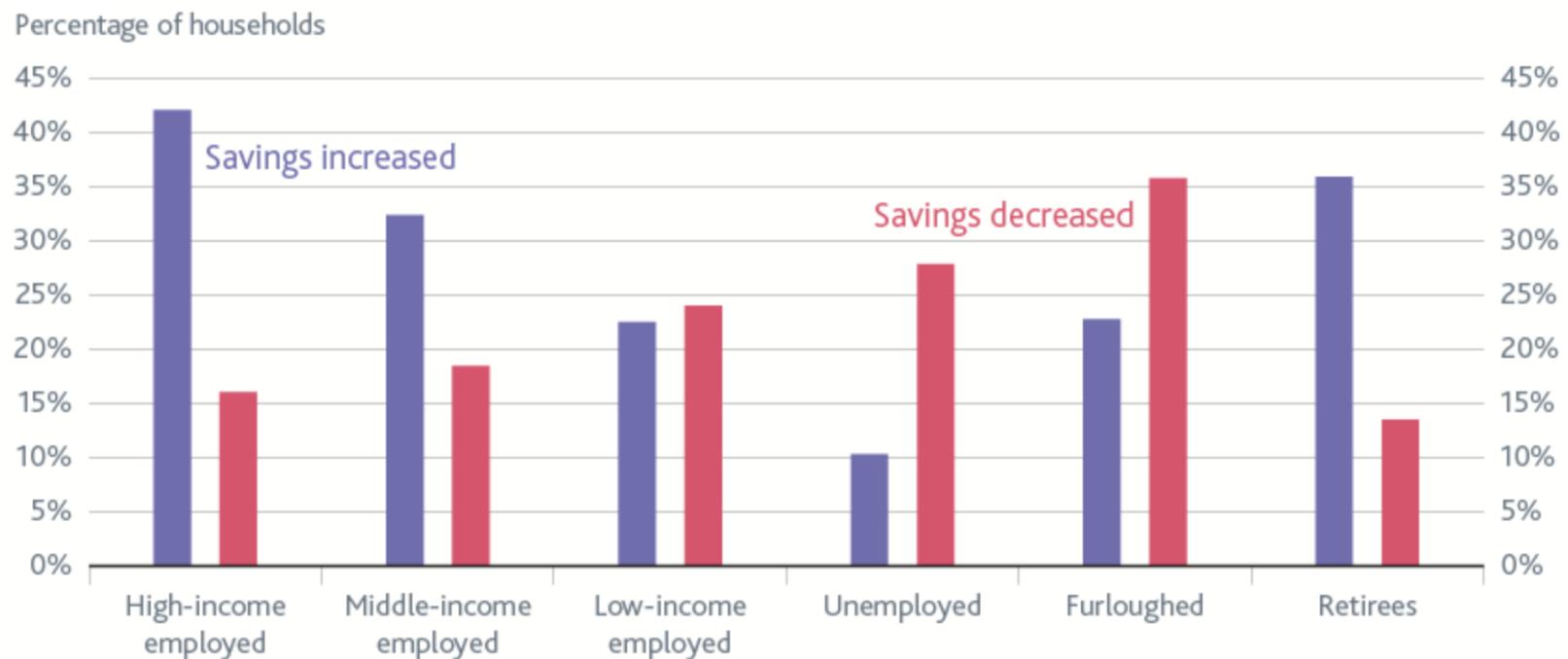
A local charity in Milton Keynes – the Bus Shelter, which is a homeless charity that I've supported since they started out. I give them £15 a month and I give additional donations depending on what they need...if they are needing to rehome someone **I can specify if they need a cooker**. I lost my father 18 years ago, but have actually stopped the cancer research money on the basis that they are a bigger charity and could probably withstand a loss of my £10 a month.

You'd want to know that it wasn't all just about ideas – **that you were helping** to make (a difference).

The reason I open the emails is they open with the human factors piece – it's the **celebration of the effort that someone has made**.

And many of us could afford to help

Chart A: Higher-income households and retirees are more likely to have increased their savings during Covid



Notes: High-income employed households are households where the main earner is either employed or self-employed and the household income is in the top quintile; middle-income employed households are households where the main earner is either employed or self-employed and the household income is in the third or fourth quintile, and low-income employed households are households where the main earner is either employed or self-employed and the household income is in one of the bottom two quintiles. Retirees are households where the main earner is retired.

Sources: 2020 H2 NMG Household Survey and Bank calculations.

Giving offered value

People and charity became reconnected



So where are we now?

And what should fundraisers do?

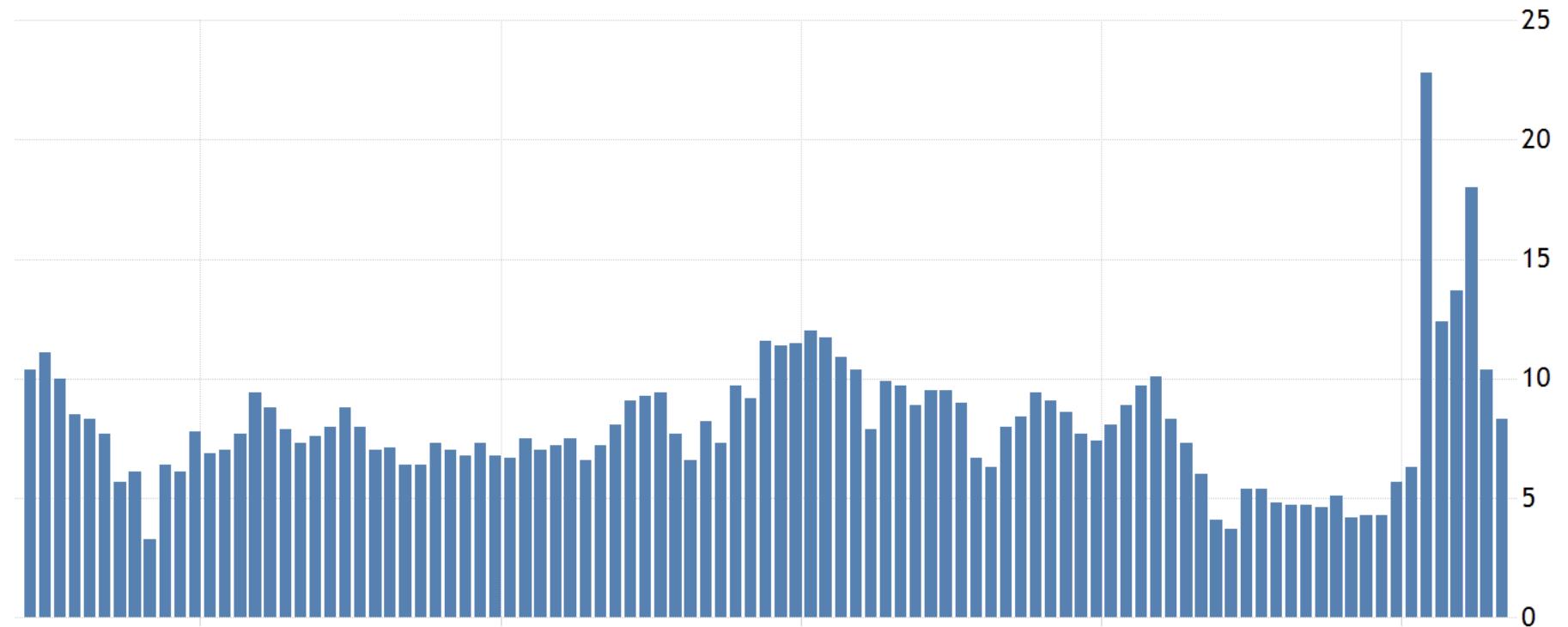




Ability

Having the resources to help.

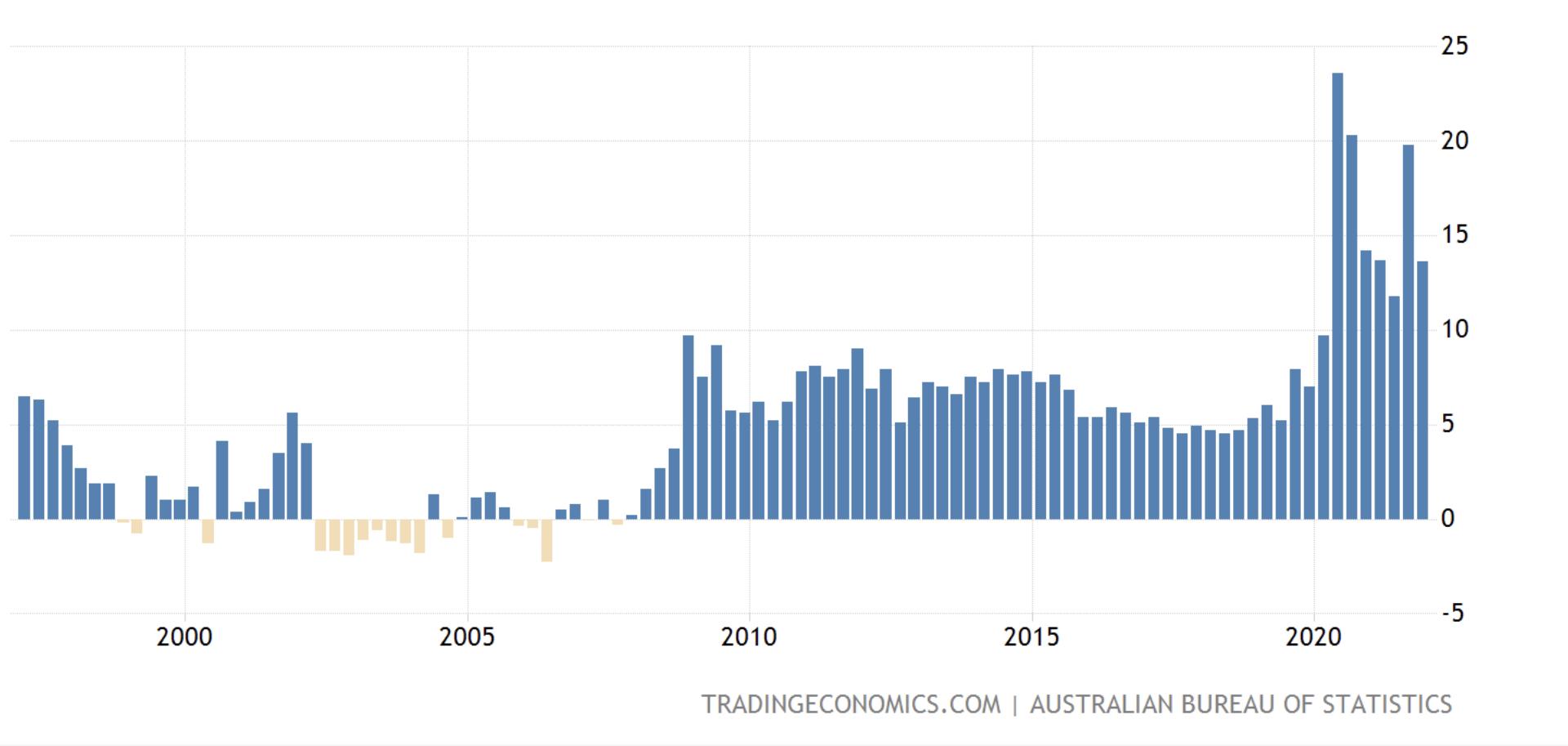
UK savings ratio



TRADINGECONOMICS.COM | OFFICE FOR NATIONAL STATISTICS

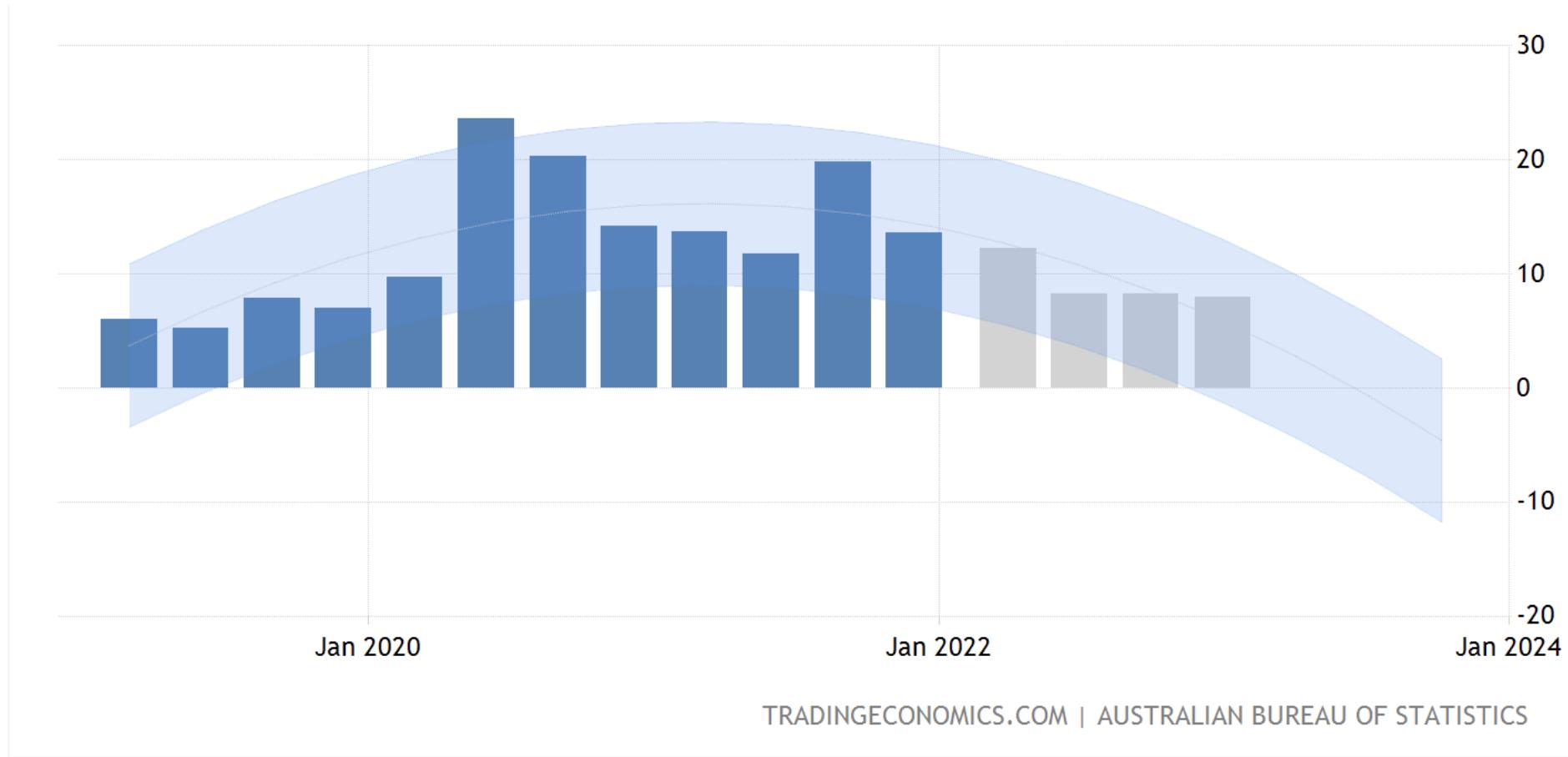
The ratio of household income saved to household net disposable income where higher = more savings

Australian savings ratio



The ratio of household income saved to household net disposable income where higher = more savings

Australian savings ratio



The ratio of household income saved to household net disposable income where higher = more savings



woolworths

save **4c**
per litre

Unleaded

209.9

All Prices BEFORE Discount

Vortex 95

222.9

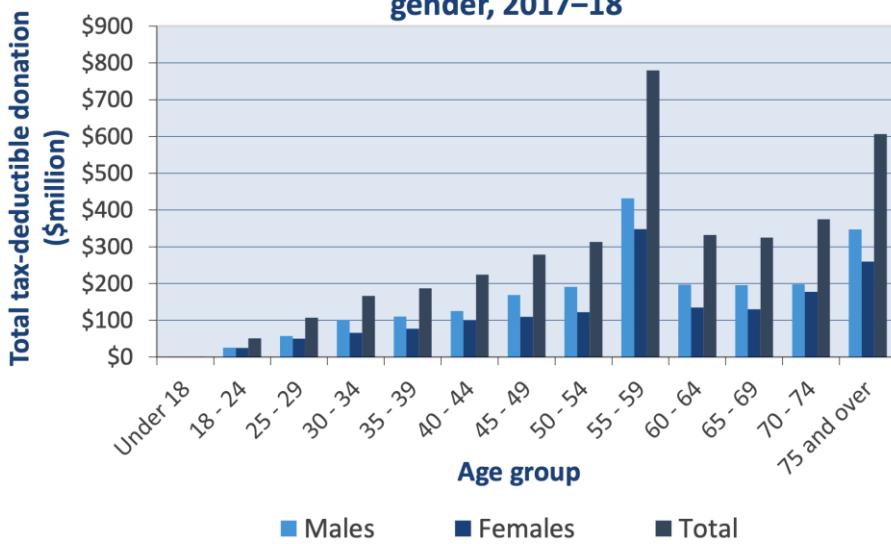
Vortex Diesel

229.9

eg Fuel Card



Chart 26 : Total tax-deductible donations by age and gender, 2017–18



Australian donors aged 45 or older give over 80% of total charitable donations by individuals.

Who to ask



High income employed

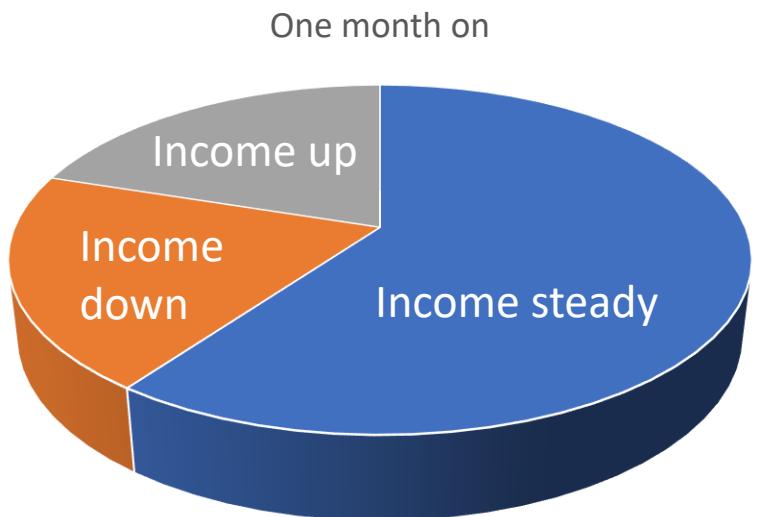


Mid-income employed

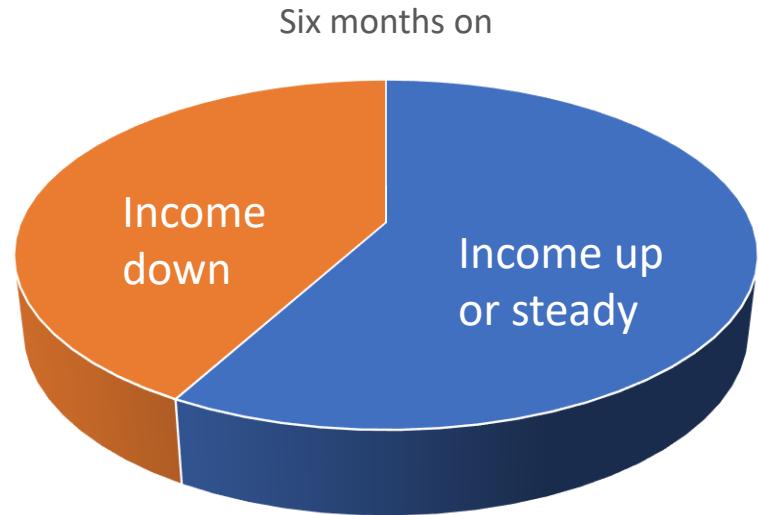


Retirees

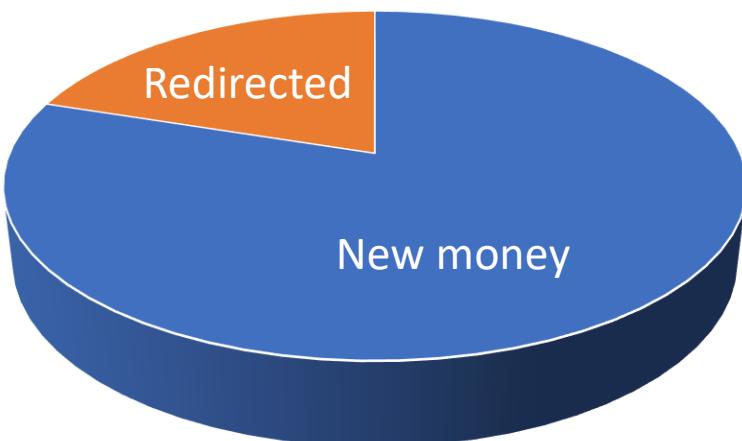
What happened after the 2004 Tsunami?



2005
£8.2 billion



One year on



2008
£10.6 billion

Awareness

Perceived need is high.

UKRAINE EMERGENCY APPEAL

SUPPORT PEOPLE FORCED TO FLEE

We do not have to sit by and watch, powerless, as the crisis in Ukraine unfolds.

With your support today UNHCR, the UN Refugee Agency, can step up operations in Ukraine and neighbouring countries to ensure we stand ready to help people who are forced to flee their homes to escape the military action

Will you help civilians who are forced to flee? £80 could help provide emergency relief items such as shelter, bedding and tarpaulins.

To give £80 to help displaced Ukrainians now, visit unrefugees.org.uk/ukrainecrisis call **0800 029 3883** or fill out and return the form below.

As you know, the situation in Ukraine is unpredictable and volatile. By Thursday 24 February, over 100,000 people were estimated to have left their homes behind in search of safety in this new crisis, and numbers are expected to rise. Families fleeing can only take so much with them. They will need support to survive far from home in incredibly difficult and dangerous conditions.

UNHCR's RESPONSE

UNHCR has worked in Ukraine since 1994 and has not left since. Right now, UNHCR is stepping up operations to provide help in this new crisis. UN High Commissioner for Refugees Filippo Grandi said:

£80 could help provide shelter for displaced civilians

"We are gravely concerned about the fast-deteriorating situation and ongoing military action in Ukraine... The humanitarian consequences on civilian populations will be devastating... Countless lives will be torn apart.

"UNHCR is working with the authorities, UN and other partners in Ukraine and is ready to provide humanitarian assistance wherever necessary and possible... We stand ready to support efforts by all to respond to any situation of forced displacement. Accordingly, we have stepped up our operations and capacity in Ukraine and neighbouring countries... We remain firmly committed to support all affected populations in Ukraine and countries in the region."

YOU CAN HELP

The scale of this fast-developing crisis means that humanitarian needs could escalate exponentially over the next few days and weeks. UNHCR urgently needs more resources.

Your support today can help ensure that Ukrainians forced to flee their homes are sheltered and safe.

Give now at

unrefugees.org.uk/ukrainecrisis

Call **0800 029 3883**, or fill in the form below

I would like to give: £80 £160 Other £ _____

I enclose a cheque made payable to UK for UNHCR OR

I would like to make a donation by debit/credit card

Card no.

--	--	--	--	--	--	--	--

Expiry date

--	--

Signature

Date

--	--	--

Tick here, if you don't want to receive an acknowledgement by post

Title _____ First name _____ Last name _____

Address

Postcode

Email

Phone

Please tell us if you are happy to hear about UNHCR's work: By email By phone

Please return this form along with your cheque to:

Freepost UK FOR UNHCR (you don't need a stamp)

Increase your donation by 25p for every £1 you donate

I would like UK for UNHCR to claim Gift Aid on this donation (currently 25p for each £1 donated), as well as any donations I make in the future and have made in the past four years to UK for UNHCR, until I notify you otherwise. I confirm I am a UK taxpayer and I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. I understand that council tax and VAT do not qualify. If your circumstances change or you have any questions, please contact our **Supporter Care Team** on **0800 029 3883** or email supportercare@unrefugees.org.uk

giftaid it

Respecting your personal data: We will use your details to process your donation and to keep you up to date with our work, fundraising activities and other events. You can read more about how we use your data in our Privacy Policy unrefugees.org.uk/privacy-policy. You can opt out of any communications at any time by contacting our **Supporter Care Team** using the details above.



Scan this
QR code to
donate online



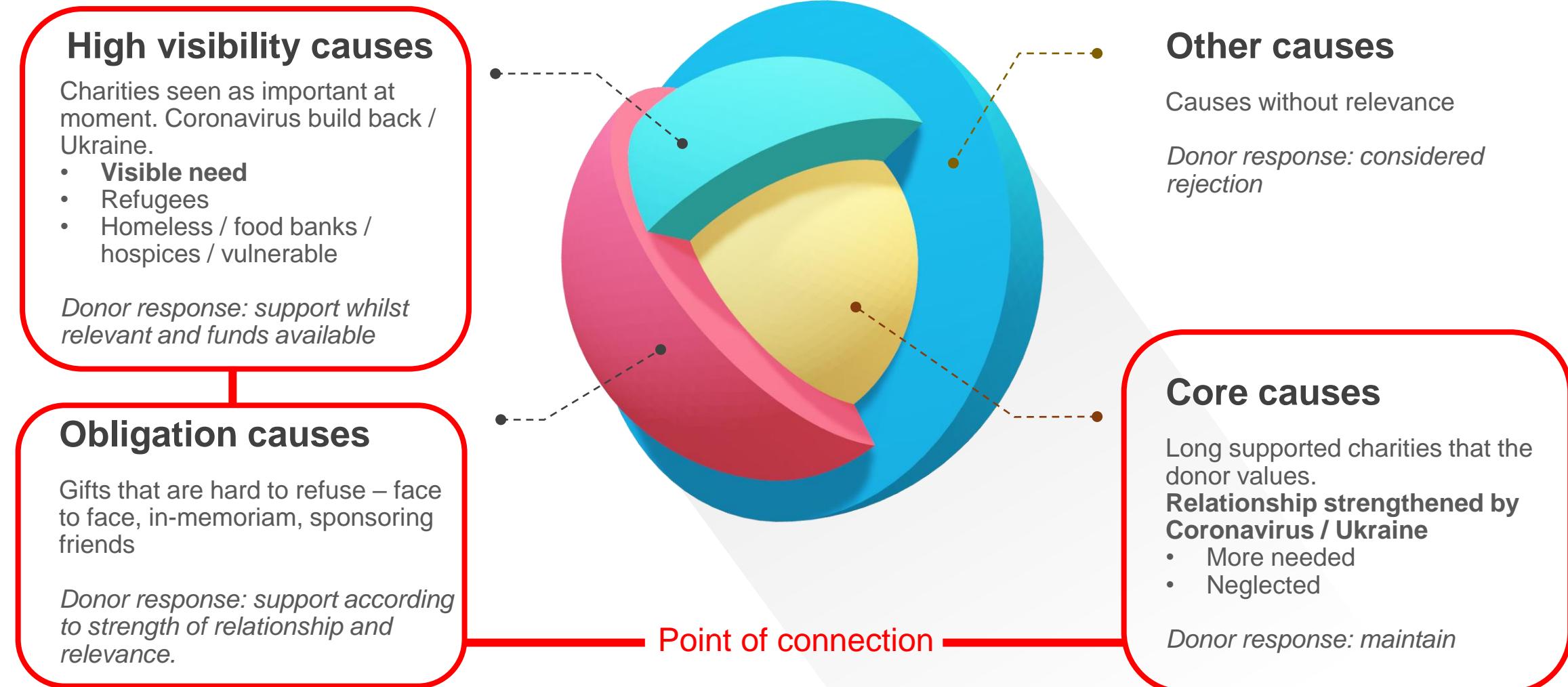
A minimum of 75% of your gift will directly help displaced families in Europe, funding shelter and other interventions.



UNHCR
The UN Refugee Agency
United Kingdom for UNHCR

P22UAAGU1

Portfolio management



Charity communications

- **Zero sense** that people feel over-solicited.
- Charities have been considered to have been quiet throughout the pandemic,
- Appeals appear to be quite low on people's reading lists.
- If you are struggling financially, then you feel you're absolved from reading them.
- It is expected that charities have to raise money. People are not angry if they are asked for help.

Not one donor who cancelled a direct debit
was offered an alternative way to help.

All of them claim that had they been asked,
they would have said yes.

People still want to help

I've actively kept an eye out for other things I can do - like one things I did shopping online because I had to shield, I signed up for Amazon Smile. Things that could **show support without using income that I didn't have.**

My time. I started to give advice – on video, on Special Education needs, during lockdown.

I'm sort of thinking I ought to do something –it's thinking of how and what and how you can do it really. I suppose everyone will need more now. **It depends what you are allowed to do...**

I gave them extra, this month which I probably couldn't afford to, but I did it anyway.

If people have the resources they will give more. If they don't they want other ways to help.

They are not going to stop giving

If they [the food bank] said, can you sponsor two kids in London because they don't have anything to eat, if it was going to those children. Sometimes I think **it's easier [to donate] and I'm working every day**. I haven't got the time to drop it off.

Absolutely yes. **I didn't know how many people use them** [foodbanks].
In regular times also, before covid.

I think the main thing was that I had a certain amount of money and It was how was I going to be able to use that. It's not that I didn't want to let any of them down, it was that I also believe in what they do. **And the mother and baby one I didn't reduce at all, because I really believe in that.**

I suppose to a tiny extent I would always give to animal charities, things like the Dog's Trust, as I feel a kind of a responsibility for human unkindness to animals. But I guess now they might slip down the pecking order.

The homeless, which my husband will want to keep also I'm sure . He's passionate about homelessness and this [the pandemic] has (refocussed) his ideas about all of that.

And the NSPCC – we do 3 a month and I don't want to give that up. The children thing always gets me. even though I want to kill my own ones.
The stories you hear and then you think the situation in lockdown.

Relevance

Of personal importance.

Donors value a sense of achievement

You end up with a sense that **I want to make a difference**. Where do you begin and end with that? In some ways it can be overwhelming. We agonise endlessly...At the end of the day when you see people in trouble and distress. **I can do something here. Let's do it.** Let's not worry about the big one for a minute. That is what you do.

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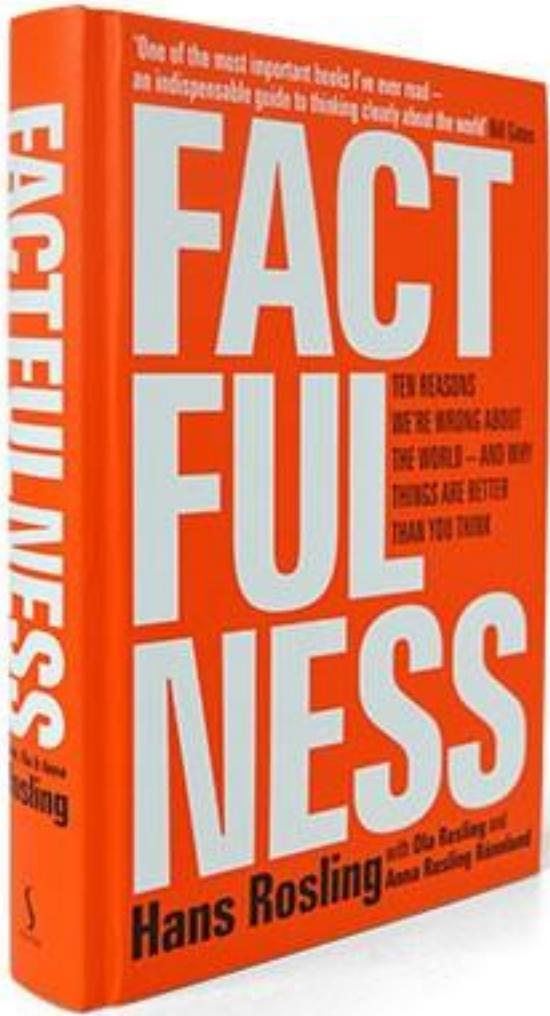
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The reason I open the emails is they open with the human factors piece – it's the **celebration of the effort that someone has made**.

Why don't people engage with solving humanitarian problems?

*“People procrastinate because of a lack of value [associated with the task]; because **they expect that they’re not going to achieve the value they’re trying to achieve...**”*

Alexander Rozental, clinical psychologist, Karolinska Institute. Sweden



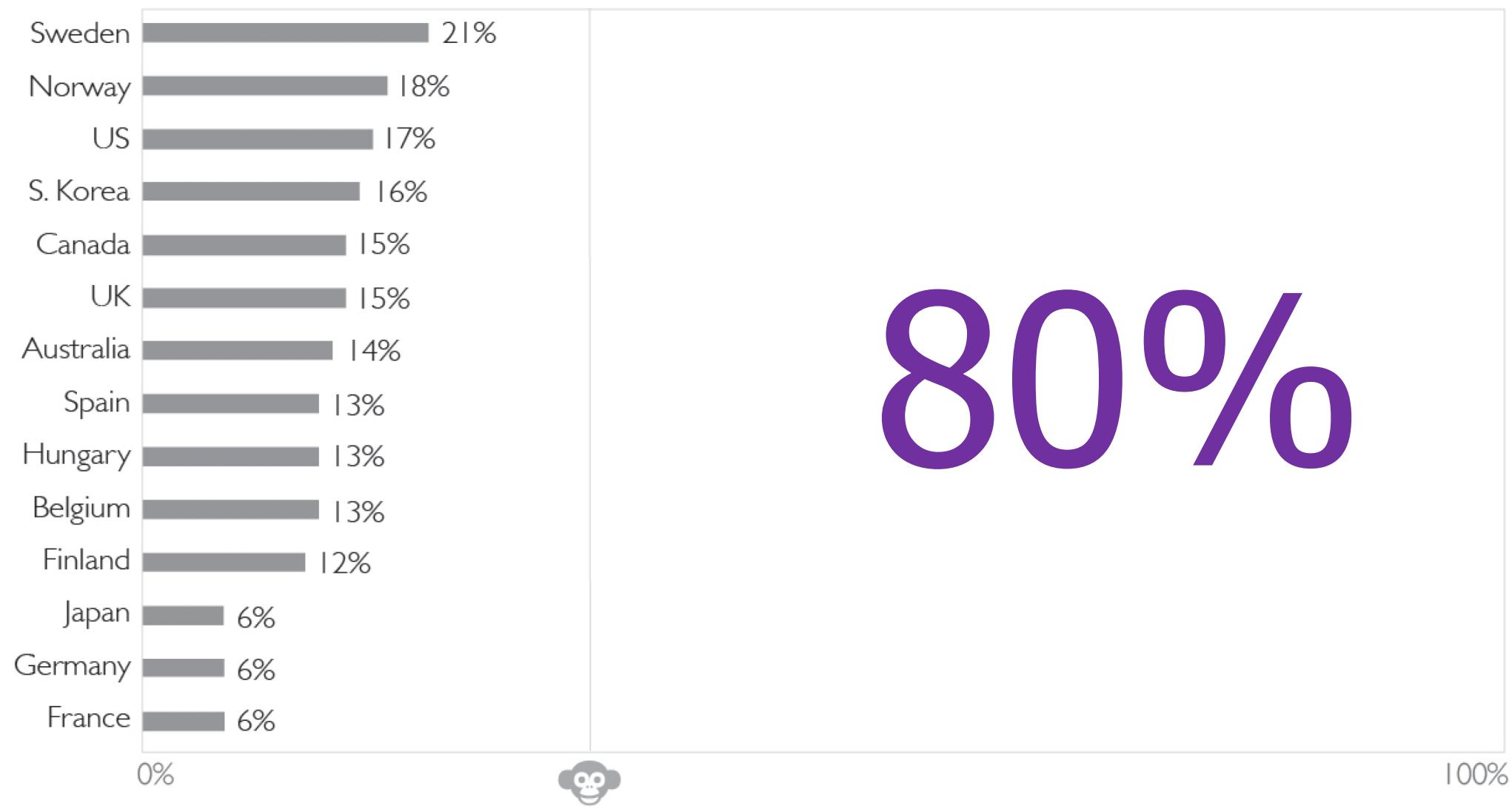
What percentage of the world's one year old children have been vaccinated against at least one disease?

- a. 20%
- b. 40%
- c. 60%
- d. 80%

FACT QUESTION 9 RESULTS: percentage who answered correctly.

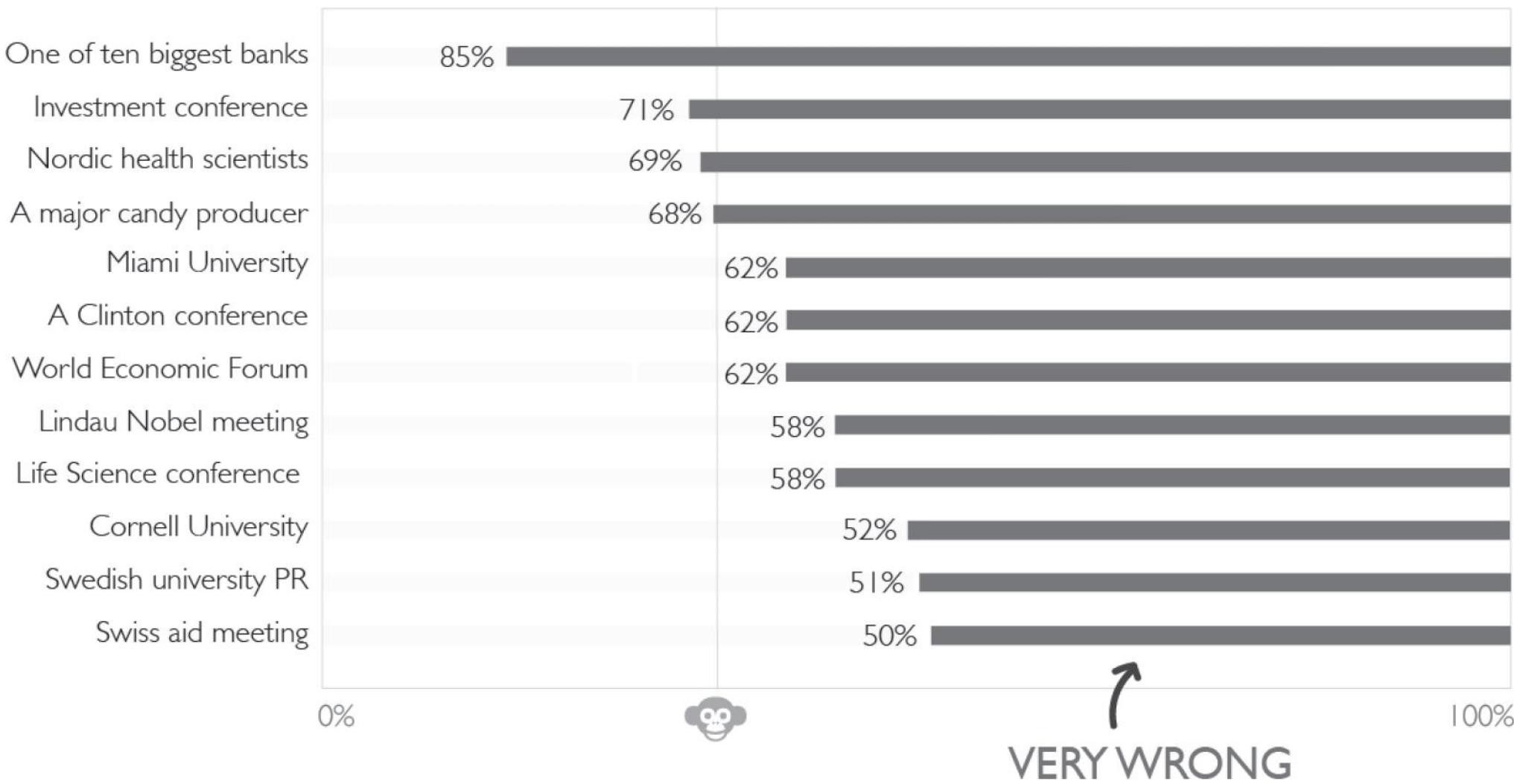
How many of the world's one-year-old children today have been vaccinated against some disease?

(Correct answer: 80%).



Sources: Ipsos MORI[1] & Novus[1]

Who answered 20%





Continuing a trend

- Donors are well versed in declaring the merits of teaching someone to fish.
- Offering (fairer) opportunities is seen to be better than treating symptoms of poverty.
- Giving purely out of pity is increasingly seen as patronising



Responsibility

Do your donors know that you depend on them?

CONCENTRATED
POWER

FAMILY PACK 45 WASHES

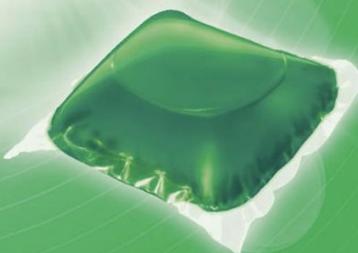
Reseal and keep away from children.

Tough on
**Stain
Removal**



Persil®

Bio
Capsules



HANDLE AND STORE SAFELY



www.cleanright.eu



Reconsider your case for support

The diagram consists of four blue rounded rectangular boxes arranged horizontally. A large light gray arrow points from left to right, passing behind the first three boxes and ending with its tip pointing at the fourth box. The text in each box corresponds to one of the four steps in the process.

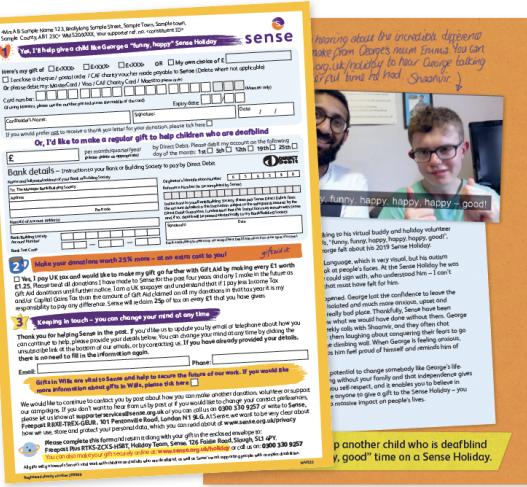
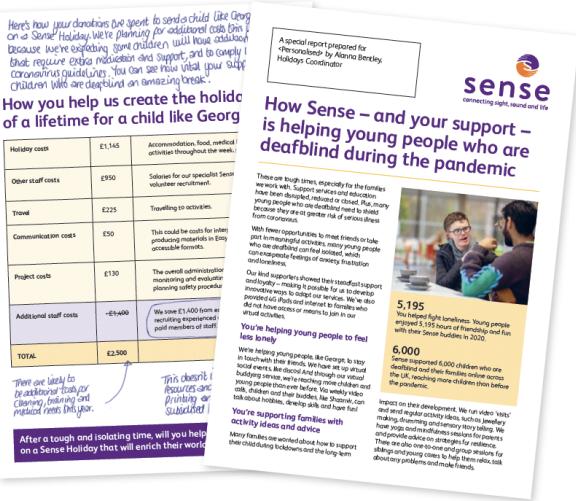
Set a challenge
for 18/24
months

Answer your
donors' needs

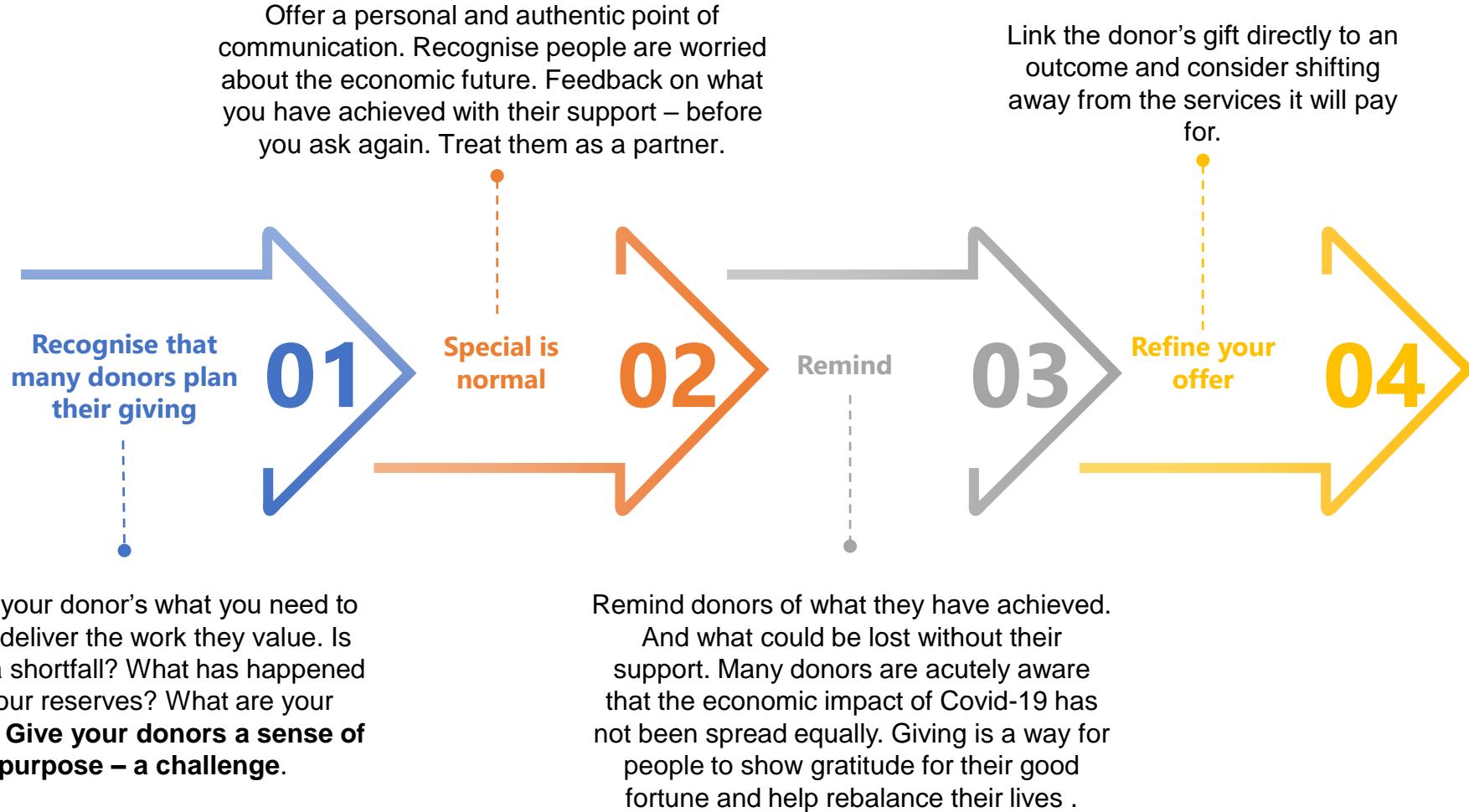
Build a sense of
being part of
your community

Support donors
in achieving
your joint goal

**Send a child on their first
break in two years**



Let donors tackle the problem



Planning considerations

- **Focus on core donors**

Financial crises don't hit uniformly. Many of your donors – particularly those who built up savings over the course of the pandemic – will be cushioned from the worst effects of the economic crunch. So keep an eye on your segmentation and look at how different groups of supporters are responding to your appeals. As a rule of thumb, long-term supporters and mid-value donors are those who are likely to stick with you and perhaps give more. Ensure these groups are aware of any problems that you face and are given an opportunity to plan how they help you.

- **Recruitment**

Mid-value supporters will be important. Focus on giving people a sense of achievement - of overcoming a challenge.

- **Reaffirm the decision to support you**

This is an important time to sharpen up your thanking and reporting back. This has to go beyond a simple email acknowledgement. Recognise what your donors have done and what they are helping you achieve. Demonstrate how much you rely on their support and how important they are to you. And as always, personal beats automated. At the very minimum, write a few personal words (with a pen) on every thank you that you send out.

Planning considerations

- **Consolidation rather than diversification**

This is the time to help your donors solve the problems that they care about, not to sell new products or shift your focus on new areas of work that may have little to do with your core competencies. People have moved from one frightening time to another. Giving offers them an opportunity to gain some control. If you have a rebrand in the pipeline, delay it as any further changes in a turbulent time won't necessarily be welcomed.

- **Maintain relevance**

Place your work into context but construct your appeals with sensitivity and care. A few words of recognition of the Ukrainian invasion before getting straight to the point of your appeal is not necessarily going to hit the right note. Instead focus on what your donors most value about your work, now. That could be how you are responding to those most impacted by the economic downturn, which will be of increasing concern for donors as we progress through 2022. And don't forget about Covid either. People have not forgotten the pandemic and are wary of its return. Of course, if your work is directly focused on helping refugees, that should be central to your appeals.

Planning considerations

- **Acknowledge financial insecurity**

Your starting point should be to recognise that some people may have re-allocated funds or that they are financially stretched. Treat reactivation programmes with care and consider reducing prompt levels for poorly responding segments. Offer payment holidays or non-financial ways to help. And, of course, ask your donors what they want to do longer term – particularly if they stop giving. We also know from many conversations, that legacy giving is under active consideration for many people.

Solve. Don't Sell

Give the donor the chance to solve
a problem that they care about....

...as part of a valued group.

Coming next



How did Covid-19 affect Australian attitudes to giving?
June 2022
F&P magazine.

March 2022
Mark Phillips
Bluefrog Fundraising
Bluefroglondon.com
Queerideas.co.uk