

The new state of donation: Three decades of household giving to charity 1978 – 2008

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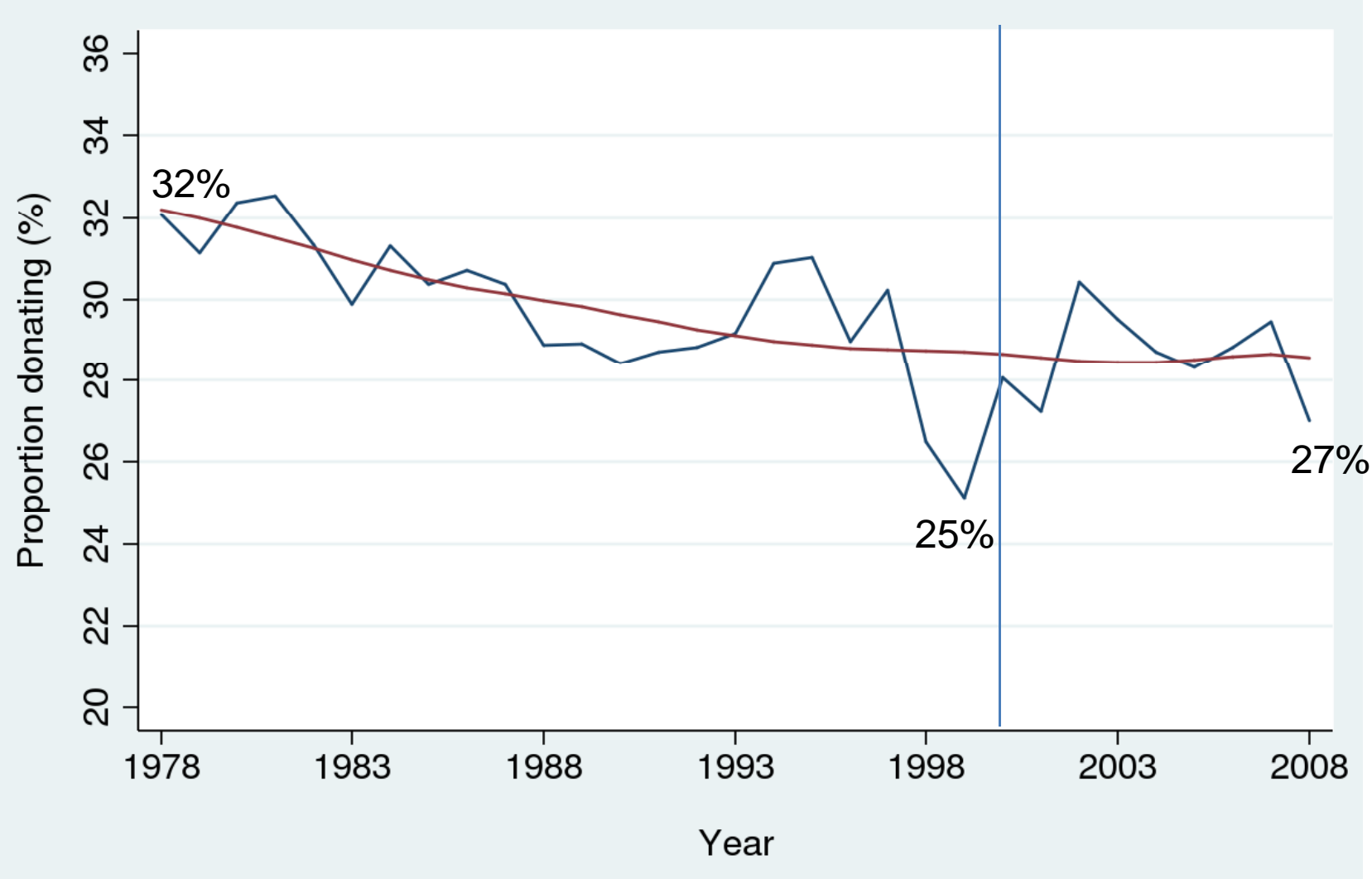
Overview

- 1997 State of Donation report provided the first comprehensive look at long-term trends in giving
- This report updates that analysis. Three decades of household giving, 1978 – 2008
- Data from the Living Costs and Food Survey
- Data on 205,925 households.
- Analysis of giving among the general household population
- Giving in a two-week period (plus pre-committed giving)
- Unique insights into changes in giving over more than 30 years

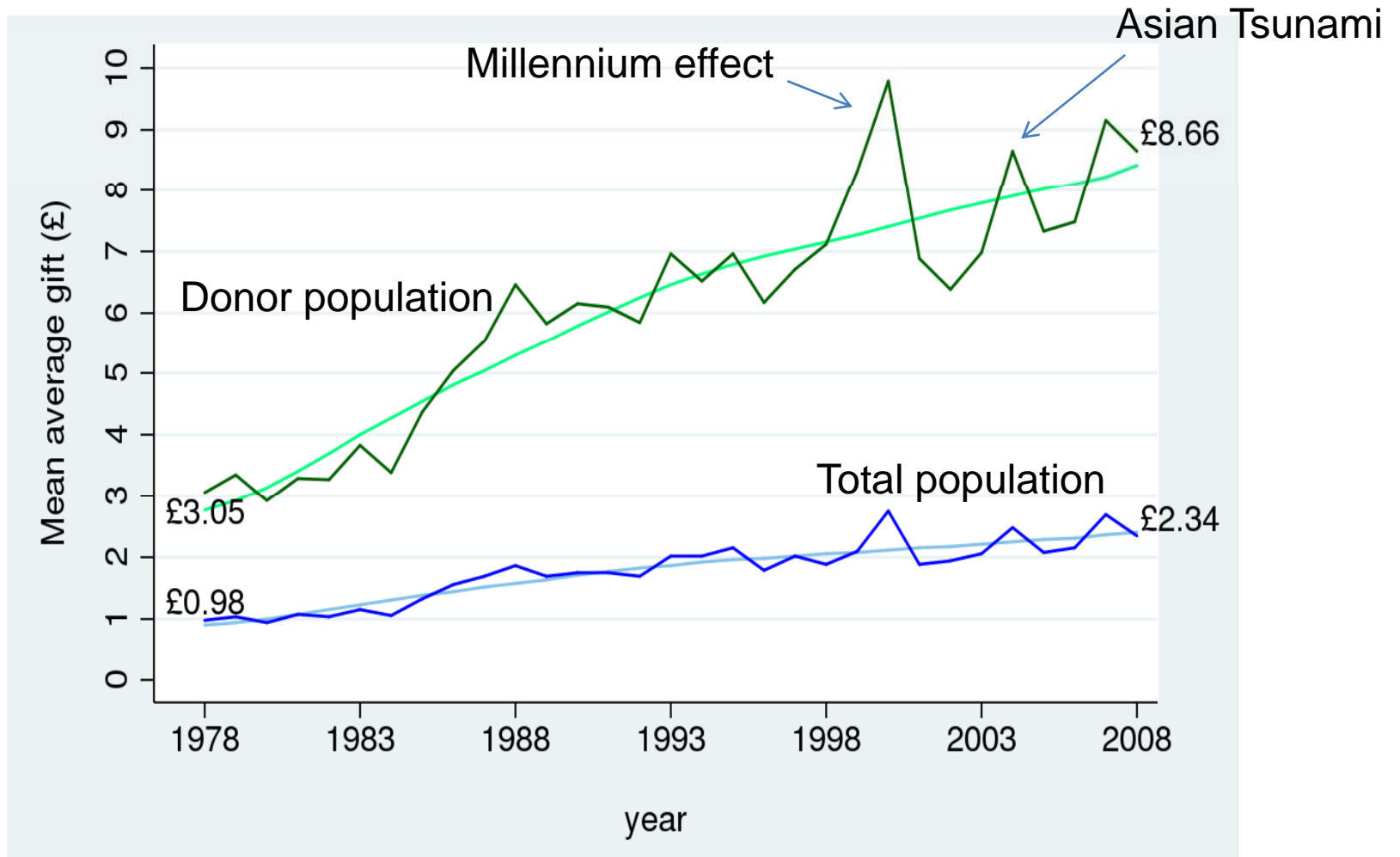
Plan for the presentation

- Main trends in household giving
- Giving and the economic cycle
- Giving as a share of household expenditure
- The distribution of donations
- The relationship between donations and household standards of living
- The relationship between donations and age

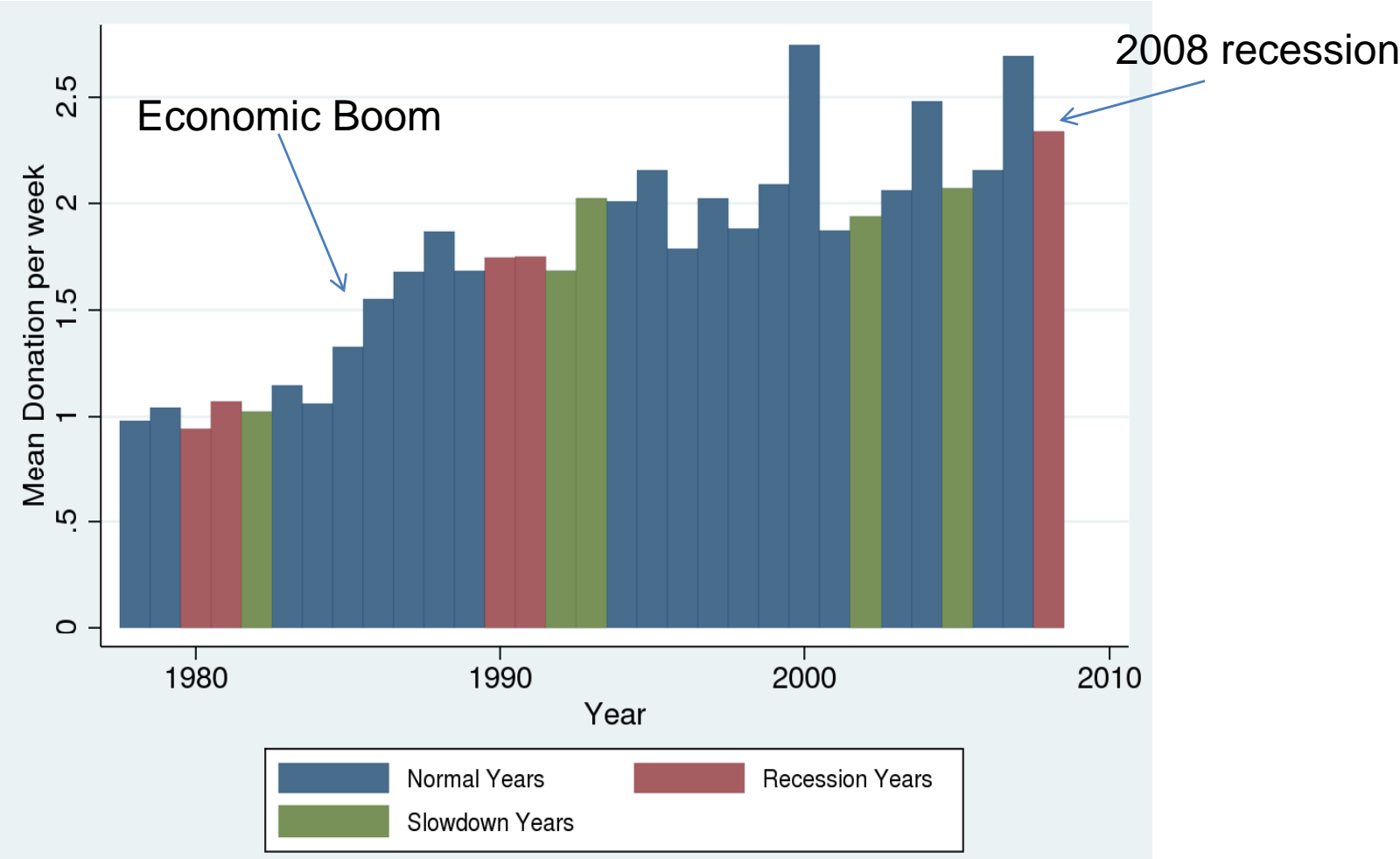
The long-term decline in household participation ended in 2000



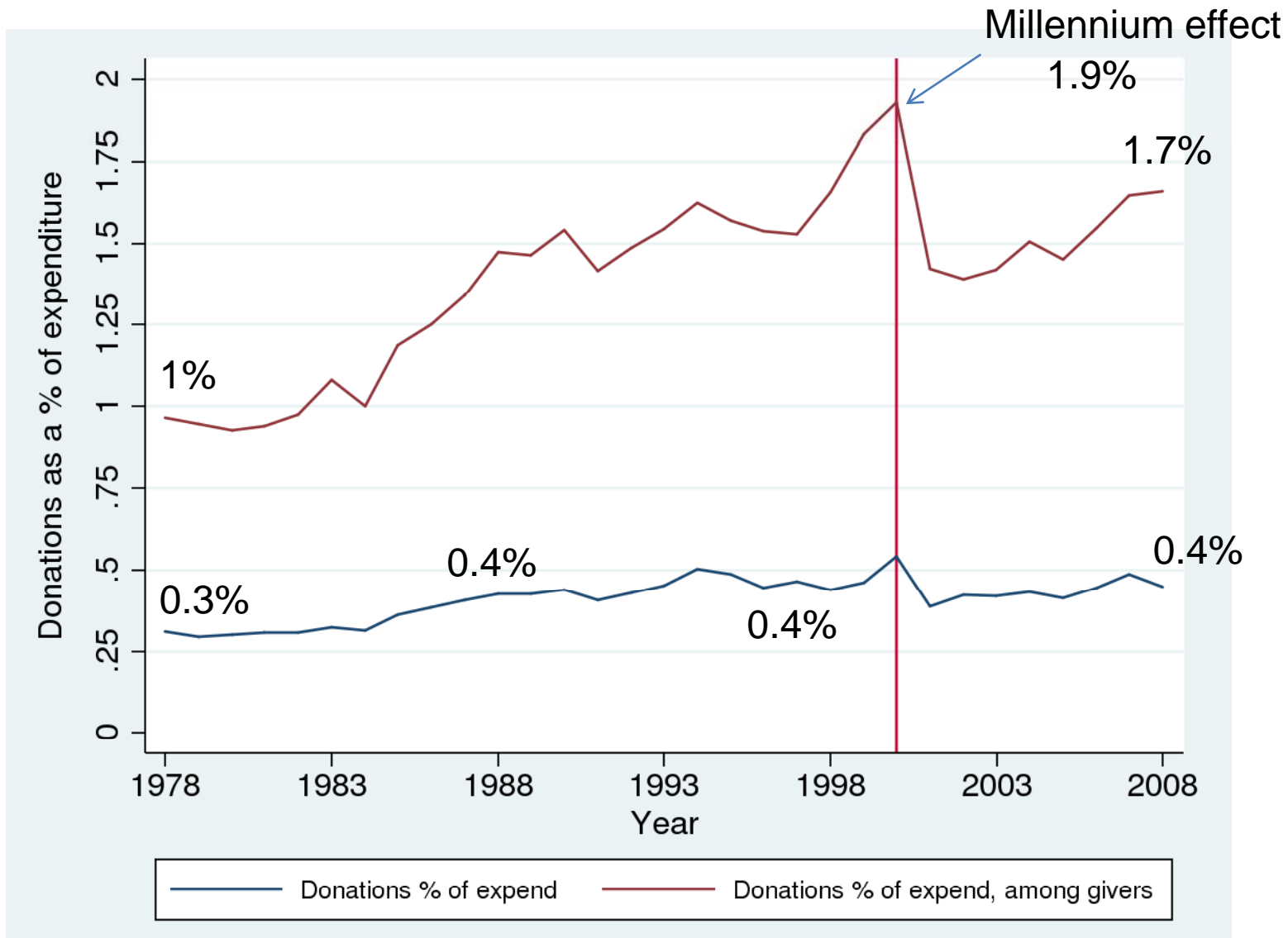
Average household donations have more than doubled in real terms



Total giving grows positively in line with economic growth, but this positive relationship is driven by boom times



Giving only increased in line with total spending

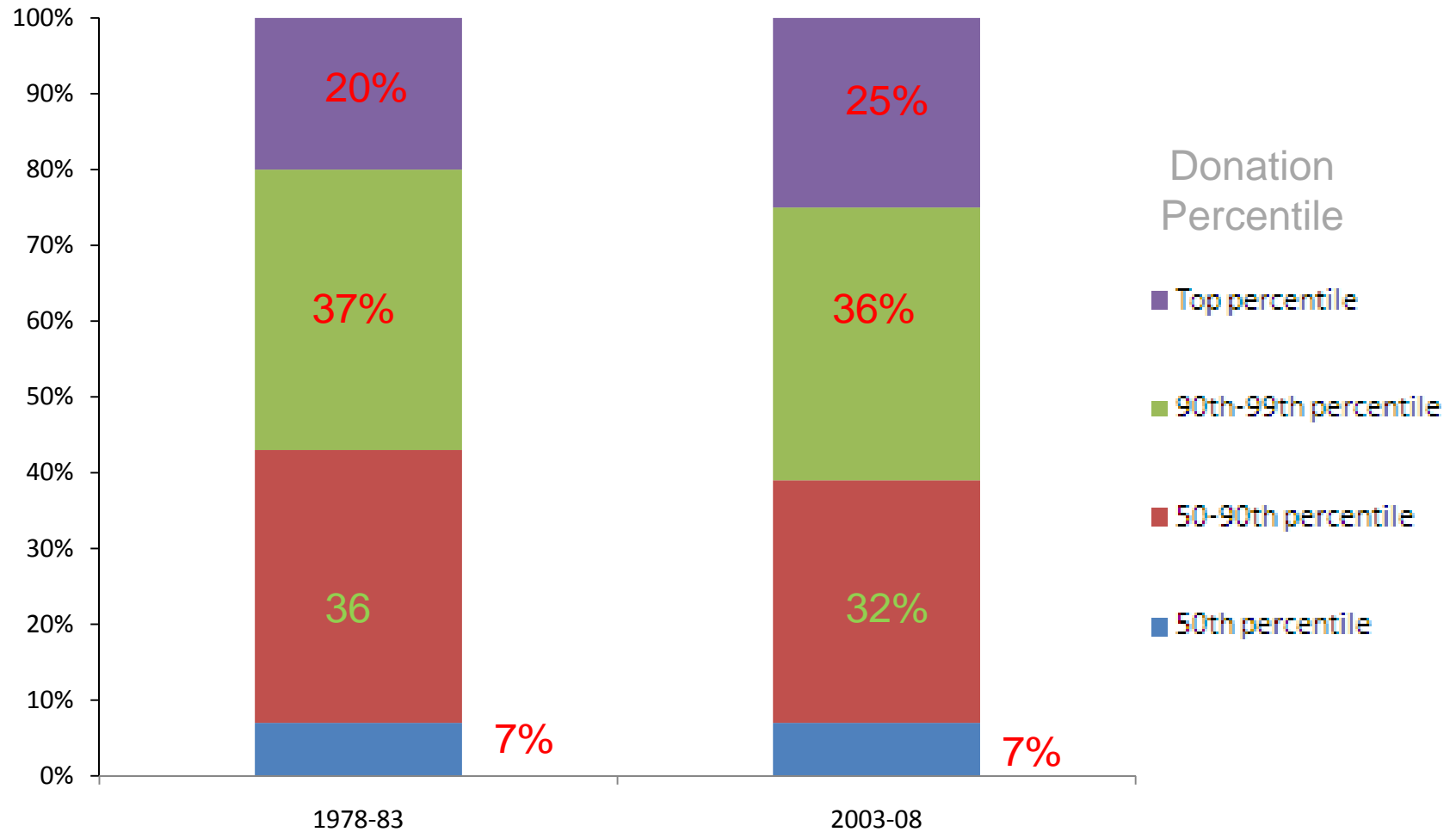


0.2% of expenditure on potatoes and 0.4% on cheese in 2008

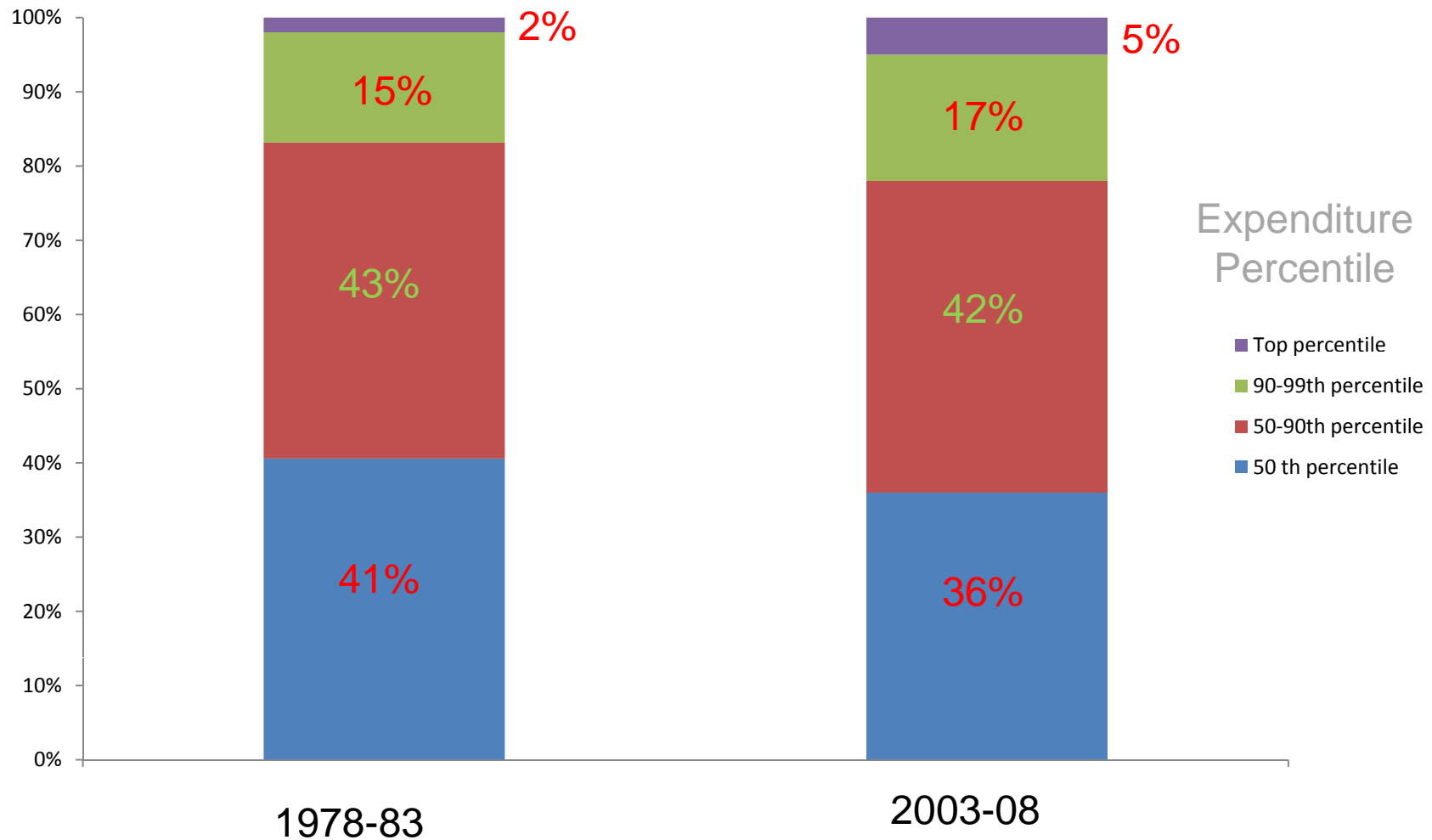
Big growth in donating through 'pre-committed' methods, including direct debits, standing orders and deductions from pay

Period	Proportion of givers who donate via DD, STDORD or DEDPAY	Share of donations made through DD,STDORD and DEDPAY
1983-87	35.5%	18.2%
1988-92	36.7%	20.5%
1993-97	35.3%	22.4%
1998-02	51.1%	34.3%
2003-08	63.0%	45.6%

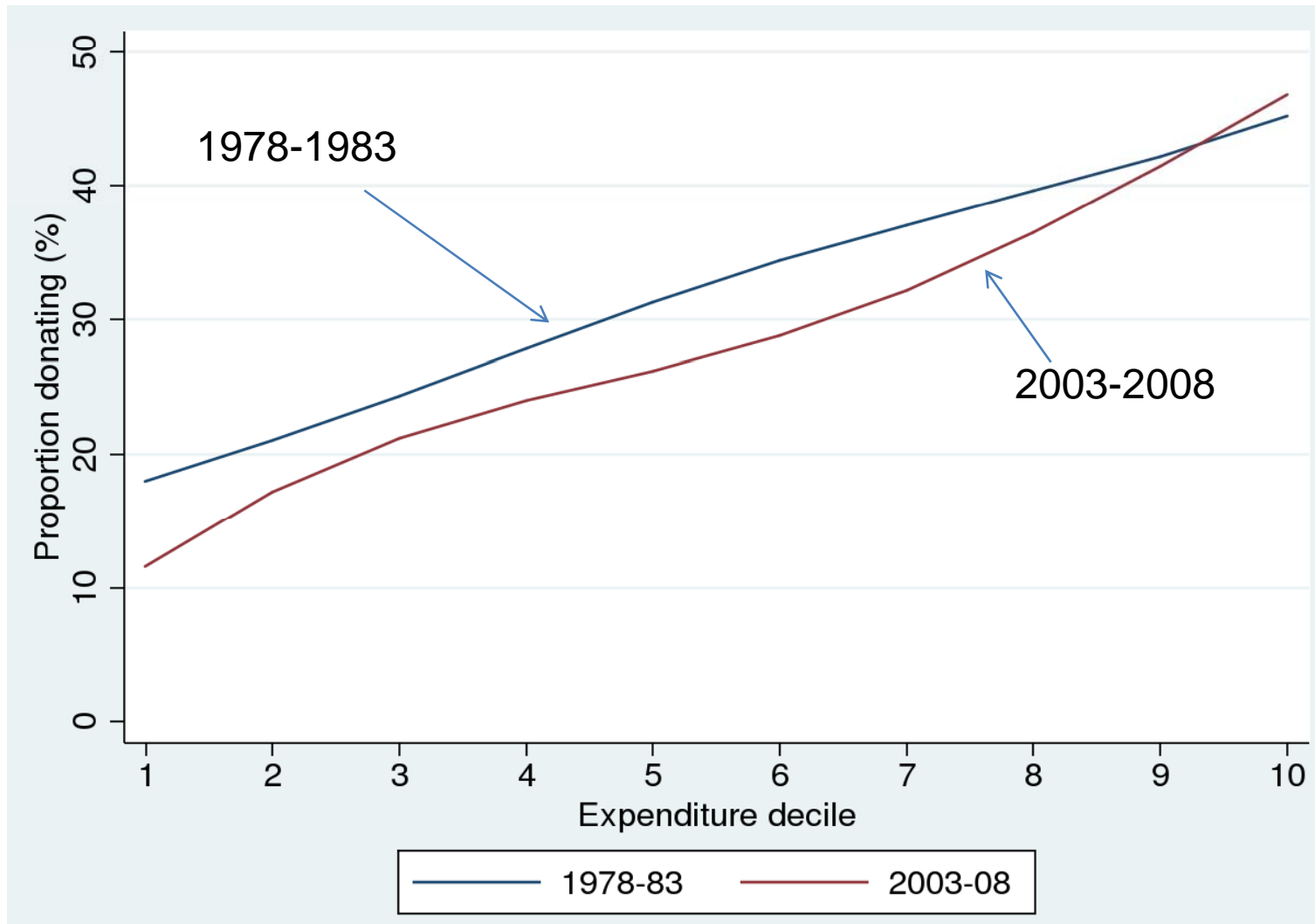
Distribution of donations is heavily skewed towards larger donors



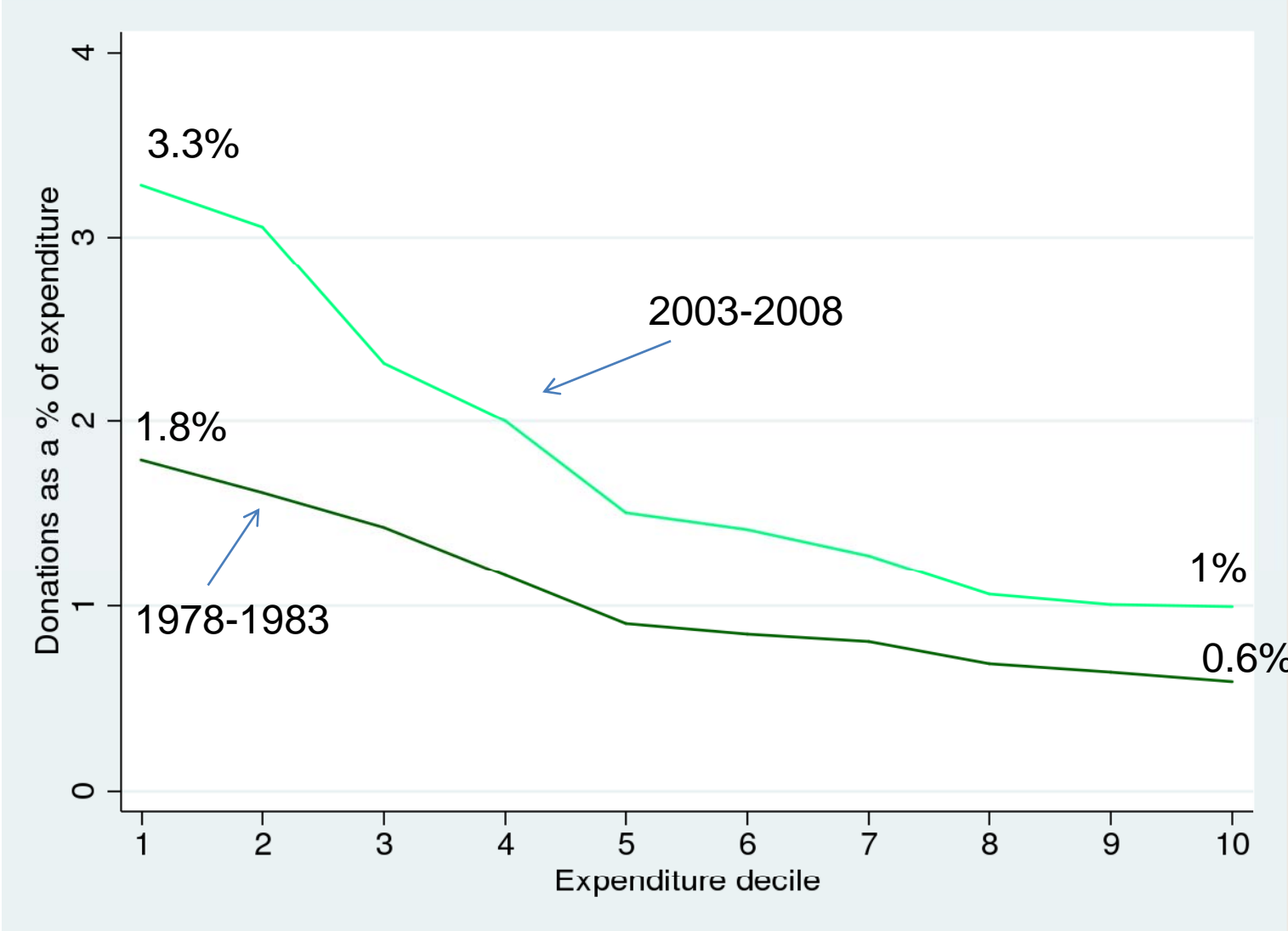
Share of total donations is skewed towards richer households



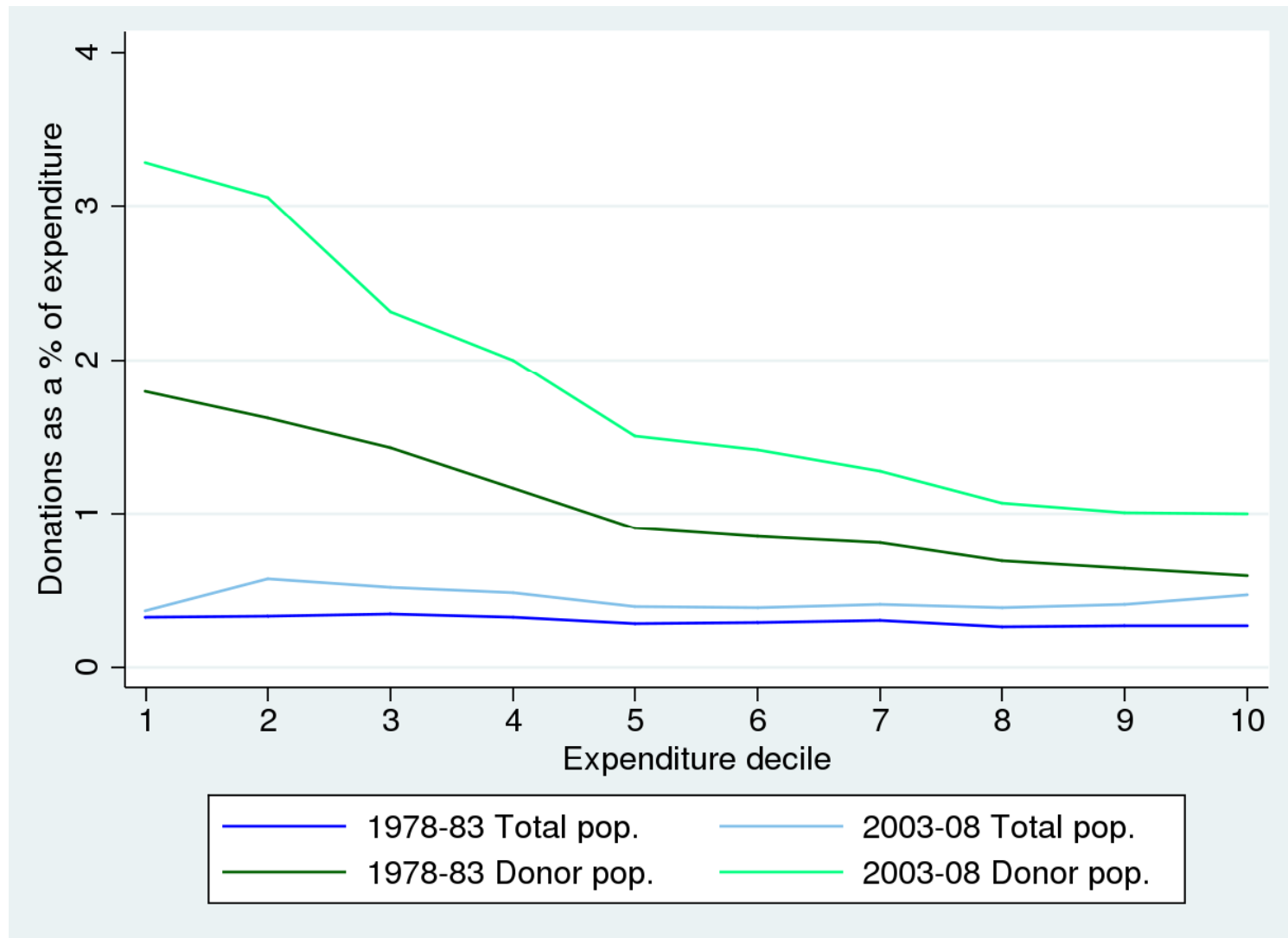
Better-off households are much more likely to give



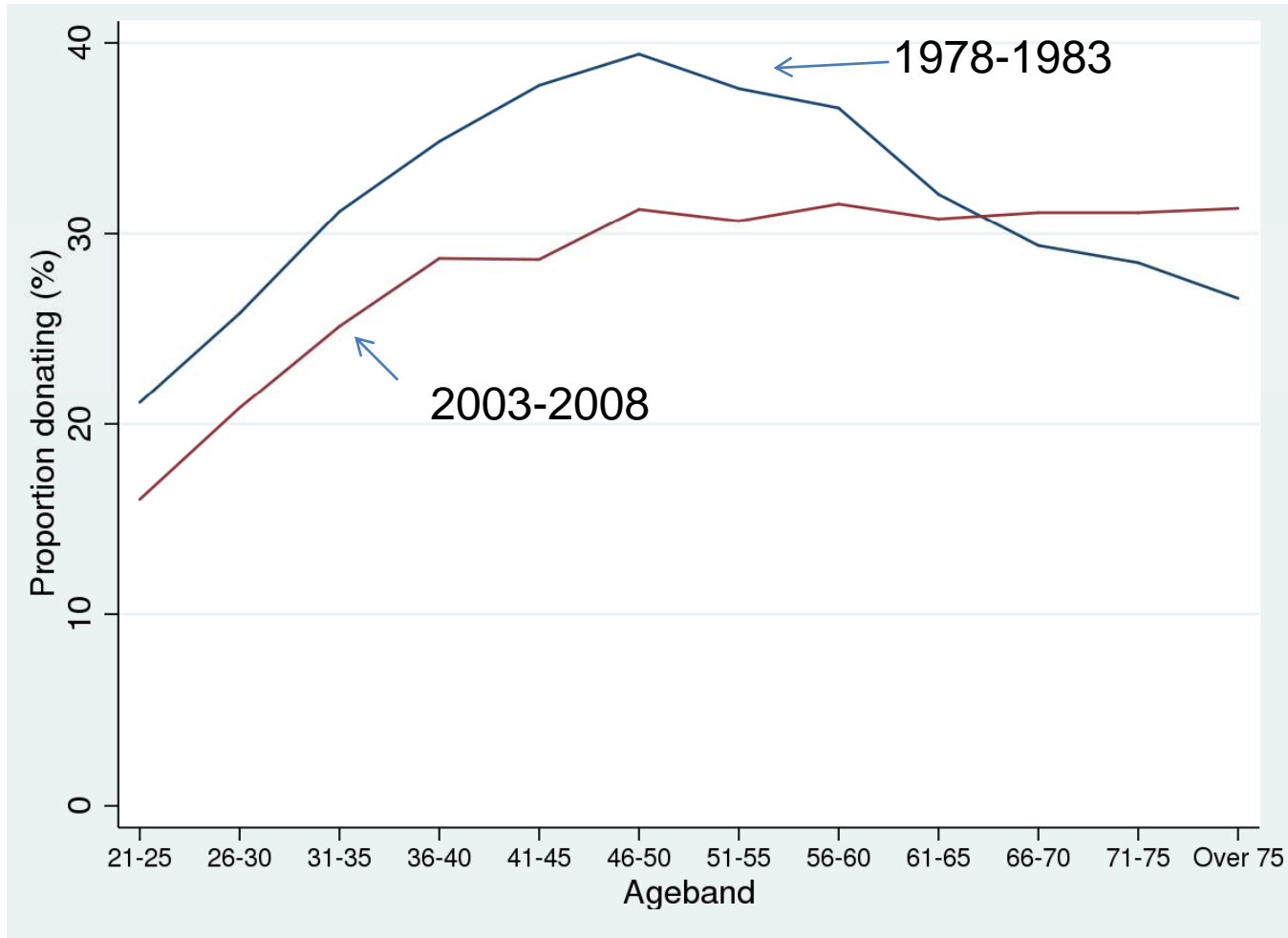
Poorer donor households who give are more generous



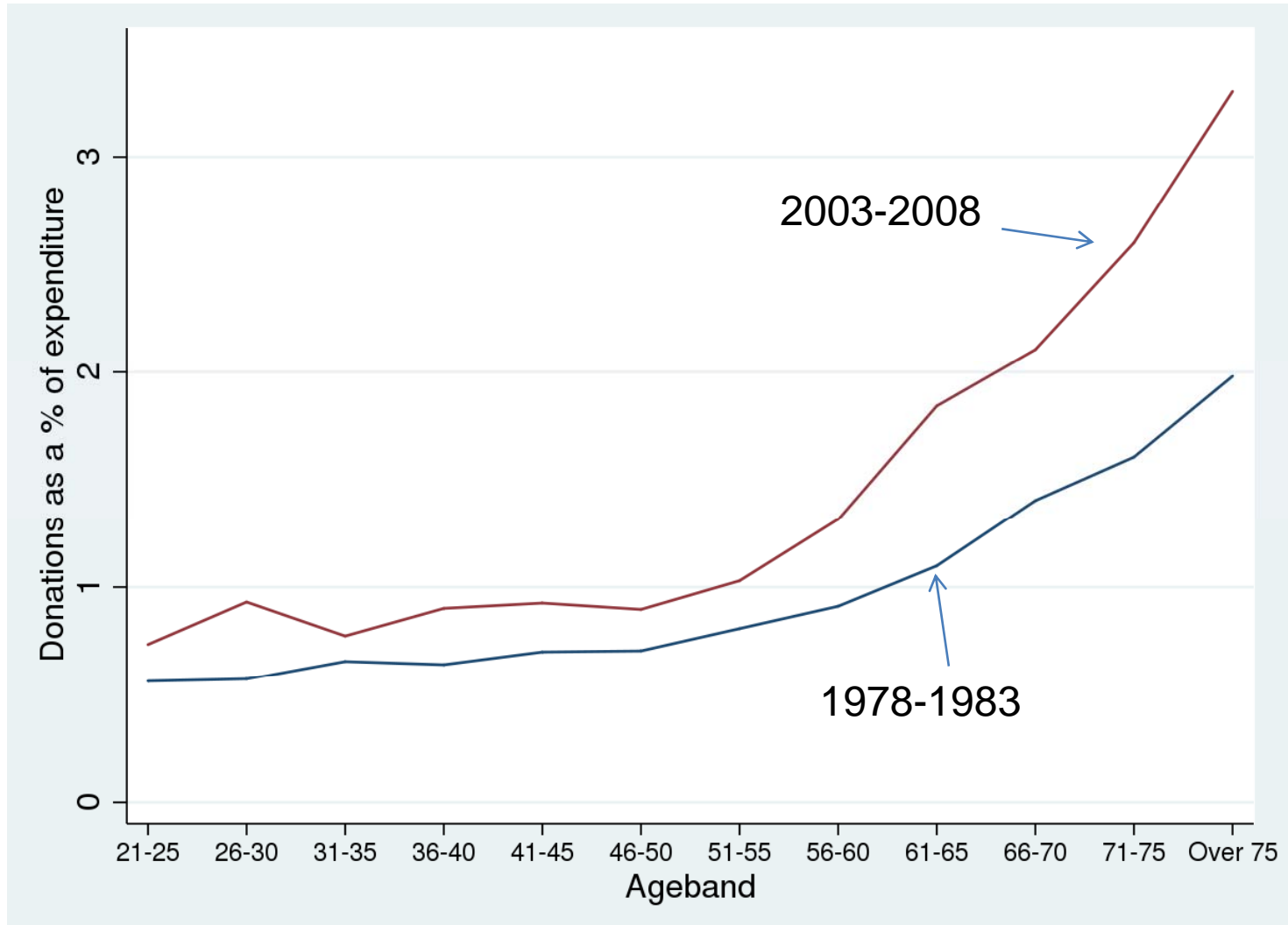
Overall generosity is fairly flat across expenditure distribution



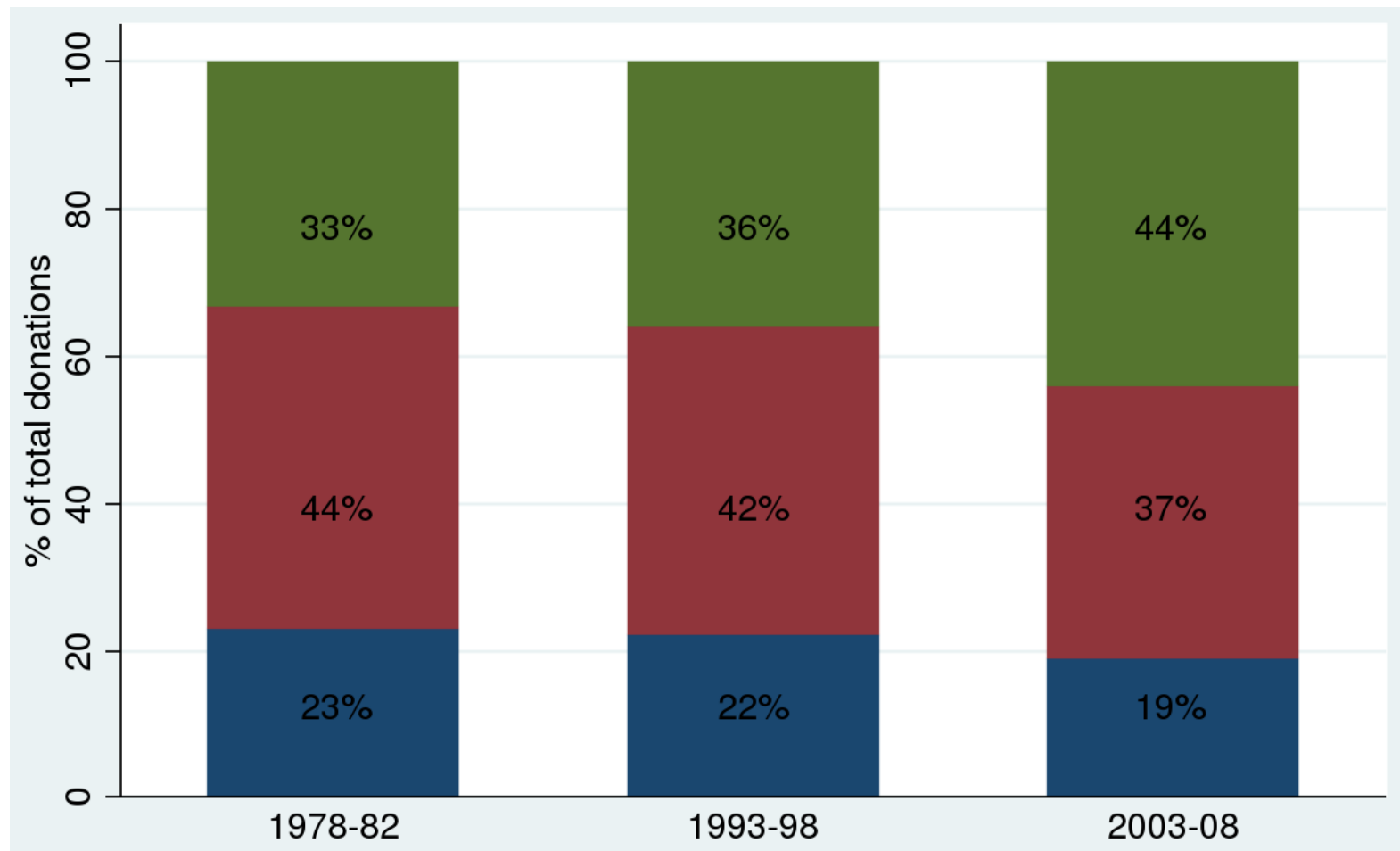
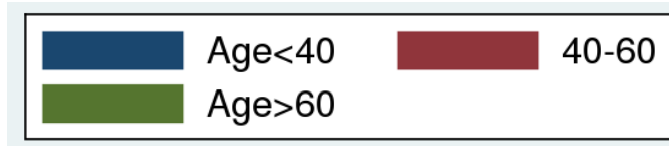
Participation by age



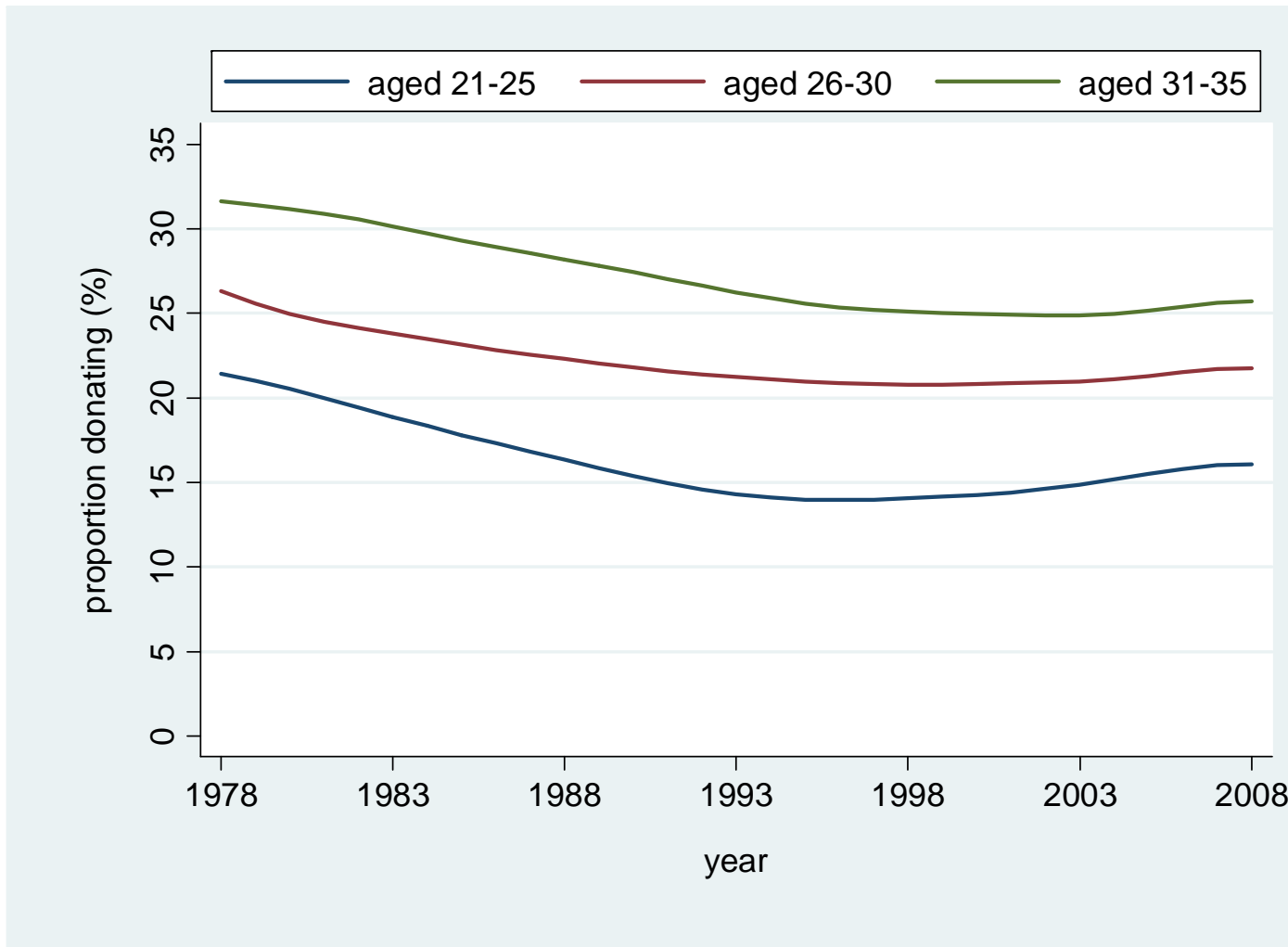
Generosity by age



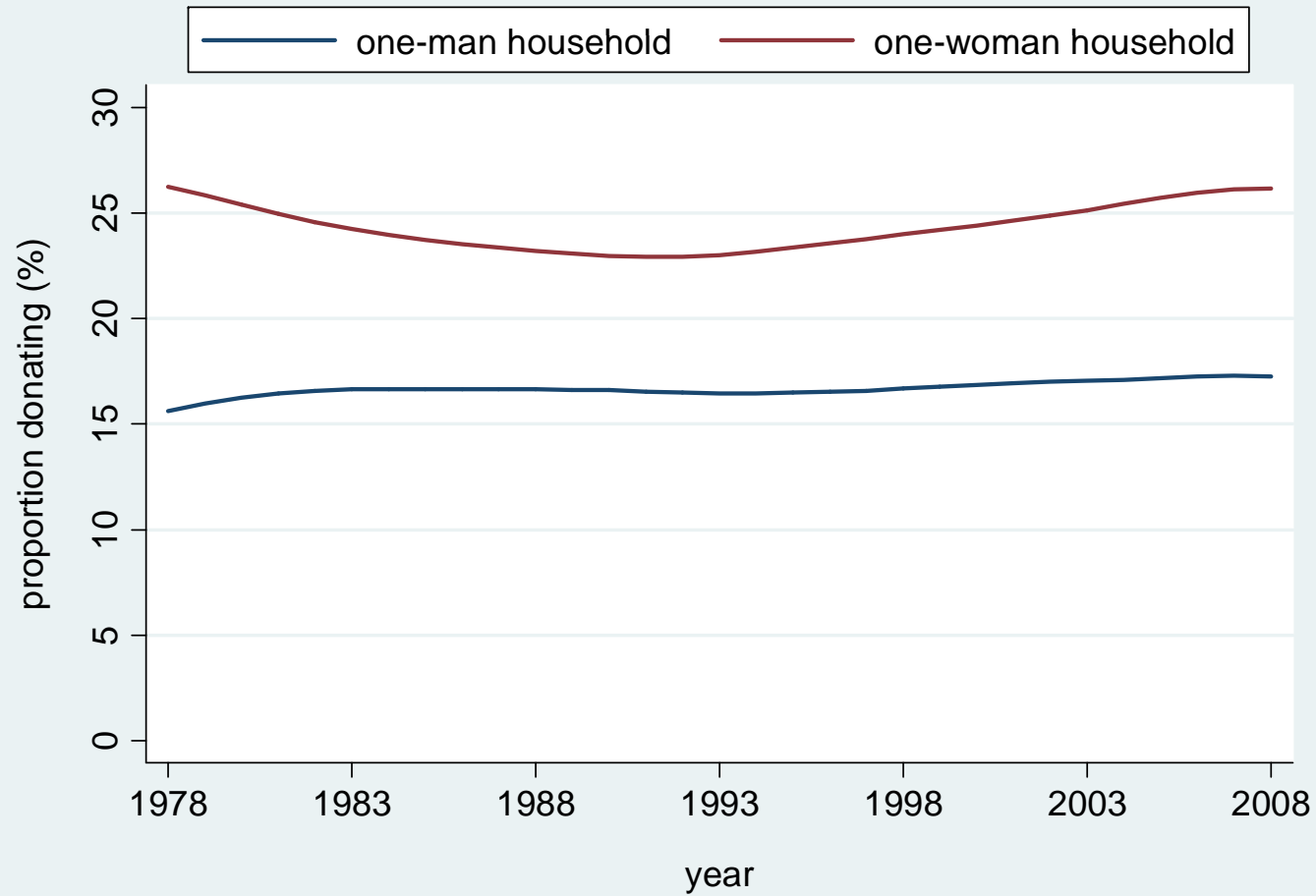
Share of donations by age



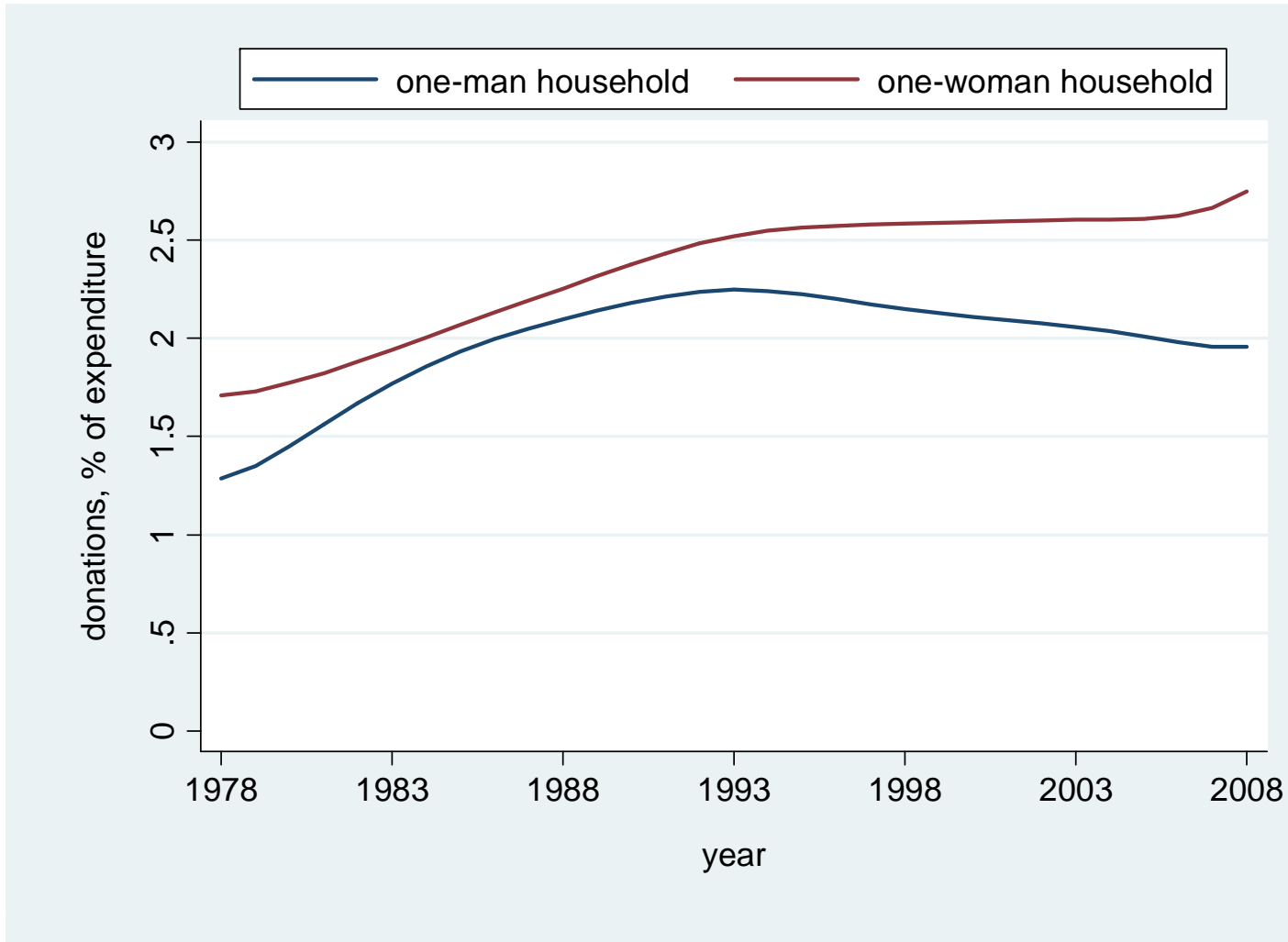
Participation by young households



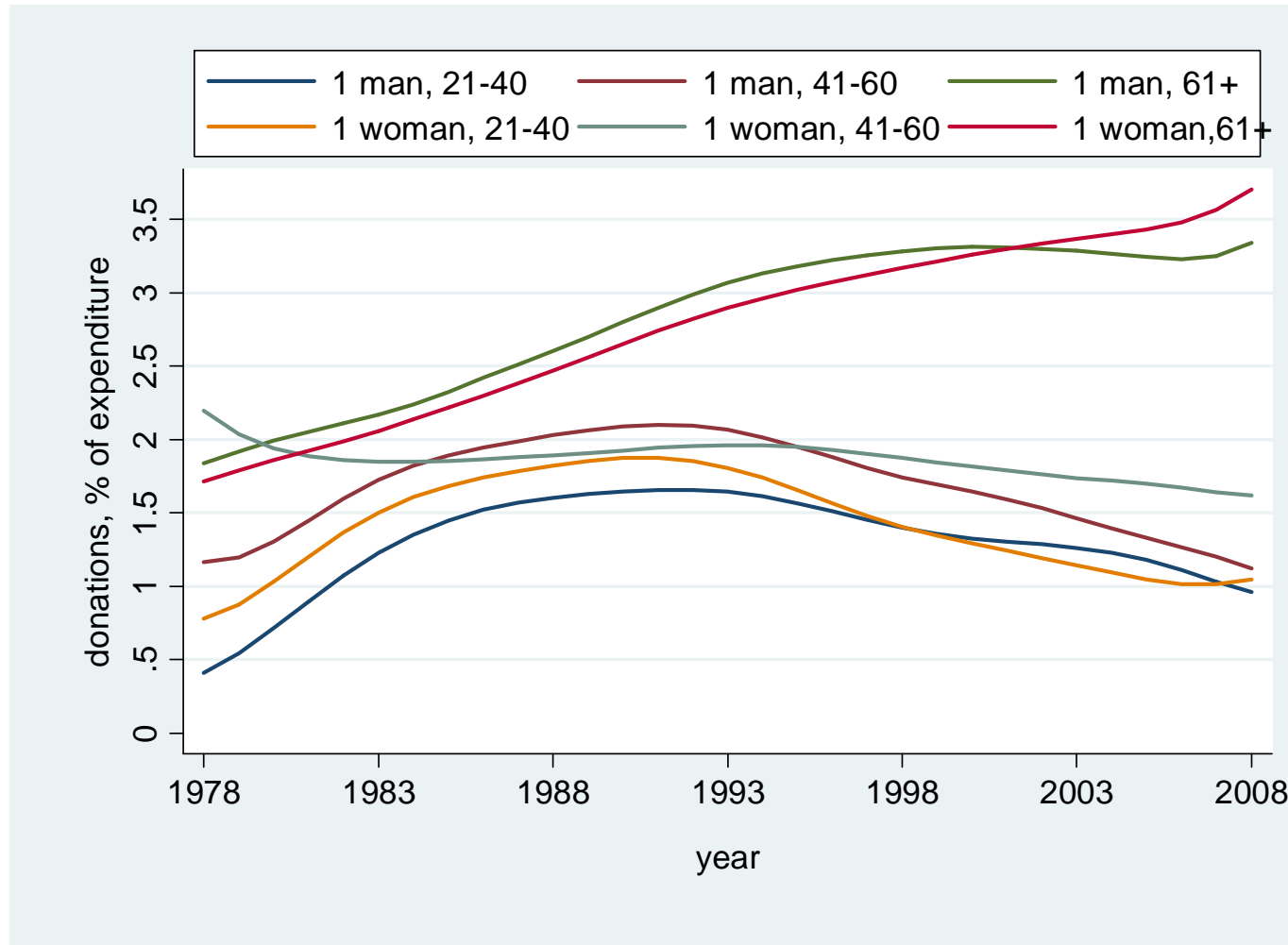
Participation by gender



Generosity of male/female donors



Generosity by age and gender



Conclusion

- Donations have increased in real terms over the three decades despite falling participation
- The Millennium year marked a turning point in the proportion of households giving to charity
- Donations have been largely recession-proof
- Charitable giving depends increasingly on older donors
- Better-off donors now account for an increasing share of total donations
- Achieving a step change in giving could be challenging: households today give 0.4 per cent – same as in 1988