

#CharityIs Report

What does our relationship
with charity really look like?



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What does charity mean to you?

... an answer to loneliness... a second chance... an important part of society?

These positive associations rarely break out into our public discussion.

So how negative has our perception of charity become? Ask Google: type 'charity is' into your search bar, and the predictive text will tell you 'charity is bad'.

The #CharityIs campaign is about sharing what charity means to you.

About this research

The #CharityIs report is based on the results of an online survey of 2,004 nationally representative UK adults (aged 18+). The results have been weighted to nationally representative criteria.

This research was conducted by Opinium Research between 5th and 9th February 2016. Opinium Research is a member of the British Polling Council and abides by its rules.

About Charity Bank

Charity Bank is a bank for good, owned by charities and social purpose organisations and run for them.

Find out more about us [here](#).

Research Findings

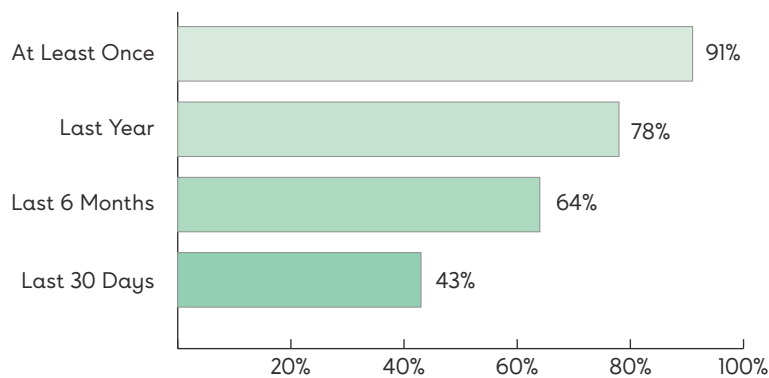
How many people use charitable services?

The research commissioned for this campaign reveals that more than three quarters of UK adults have used the services of a charity in the past 12 months.

The results showed that:

- 91% of UK adults have used charity services in their lifetime
- 78% have used charity services in the last year
- 64% of have used charity services within the last six months
- 43% have used charity services within the past 30 days

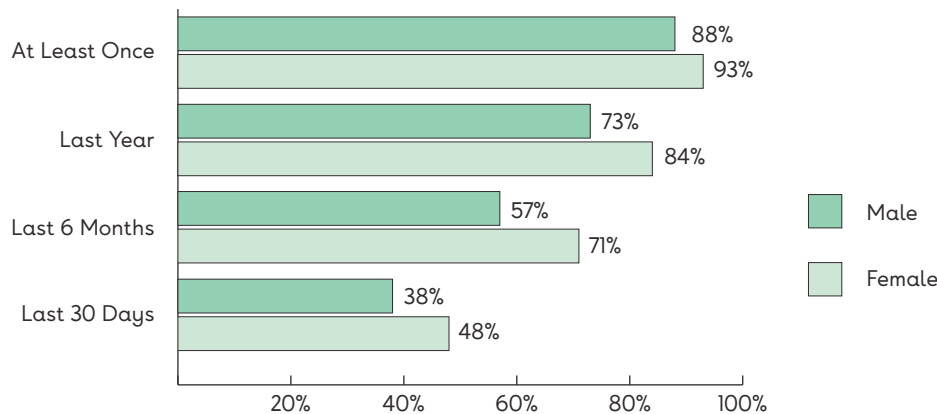
UK adults' use of charitable services



These results suggest that the vast majority of us use charitable services in our day-to-day lives.

UK adults' use of charitable services based on gender

These results suggest that women use charitable services more often than men.



How do most people interact with charities?

When these results are broken down further to show the range of services people use, it becomes clearer as to why so many of us interact with charities in our day-to-day lives.

Common interactions with charitable organisations include:

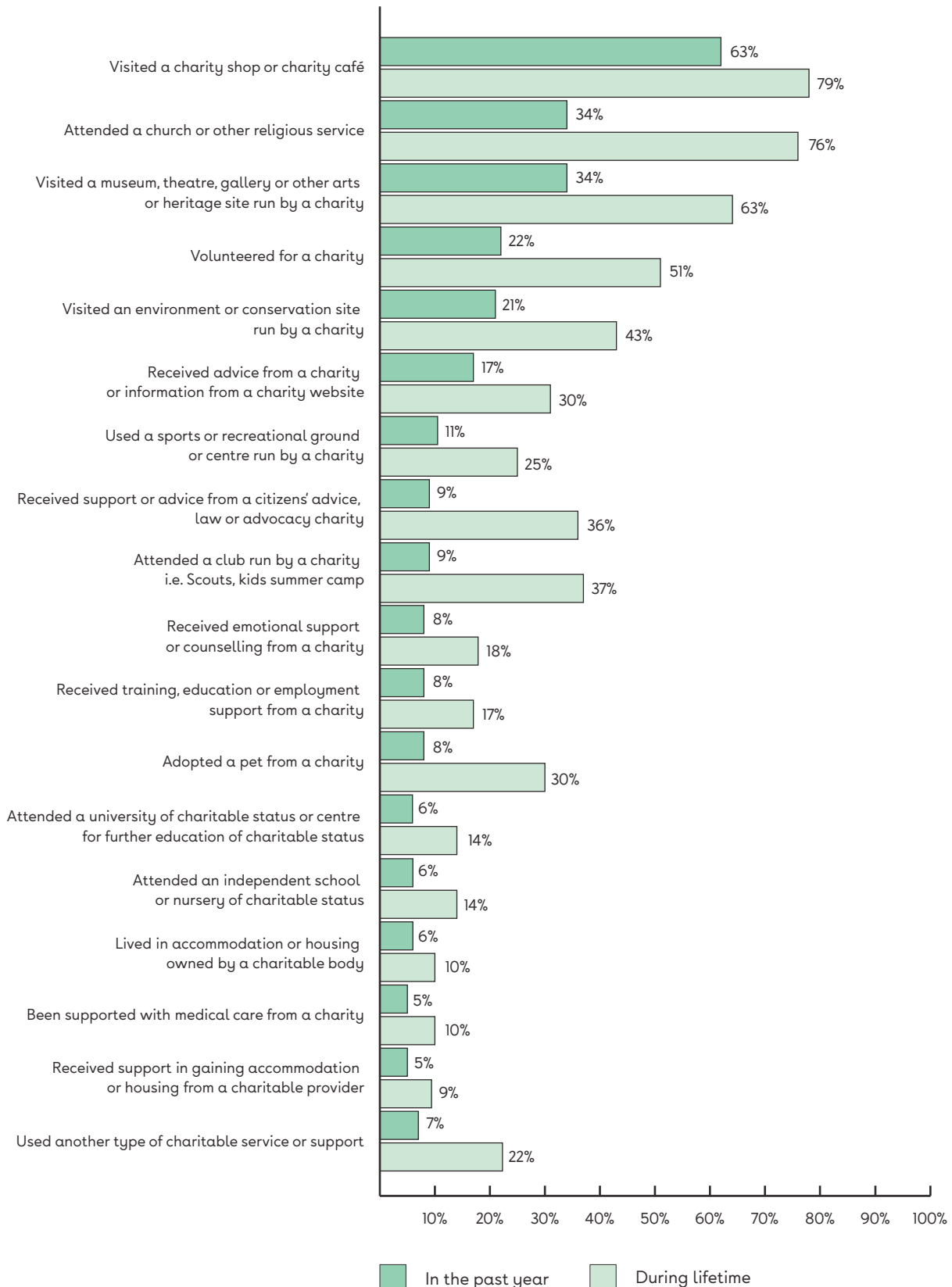
- Visiting a museum, theatre, gallery or other arts or heritage site run by a charity (63%)
- Volunteering for a charity (51%)
- Adopting a pet from a charity (30%)
- Receiving emotional support or counselling from a charity (18%)

The chart on the following page illustrates the wide spectrum of services provided by charities.

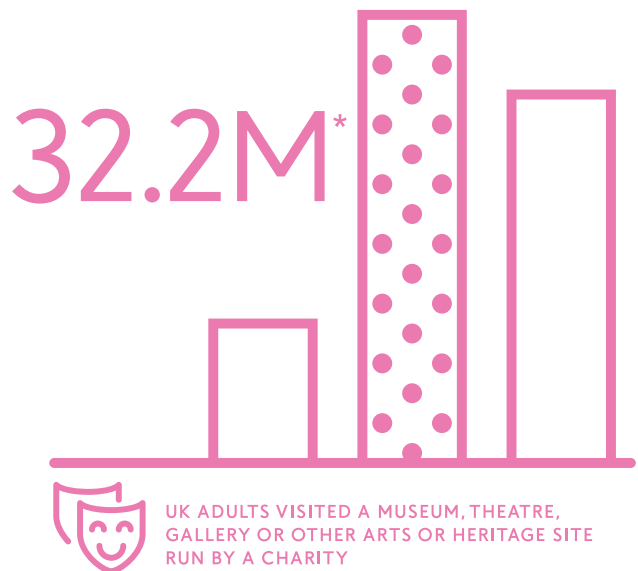
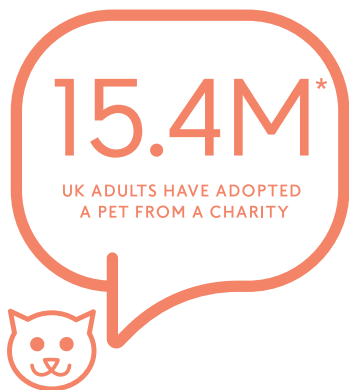
This research helps to inform an understanding of charity as a diverse range of organisations, from art galleries and charity shops to support services and housing providers. Often these projects are quietly getting on with their work of improving and enriching lives, away from the public spotlight and newspaper headlines.

Interaction with charitable organisations

UK adults were asked how often they have used or participated in the following charity-run services and facilities.



#CharityIs part of everyday life

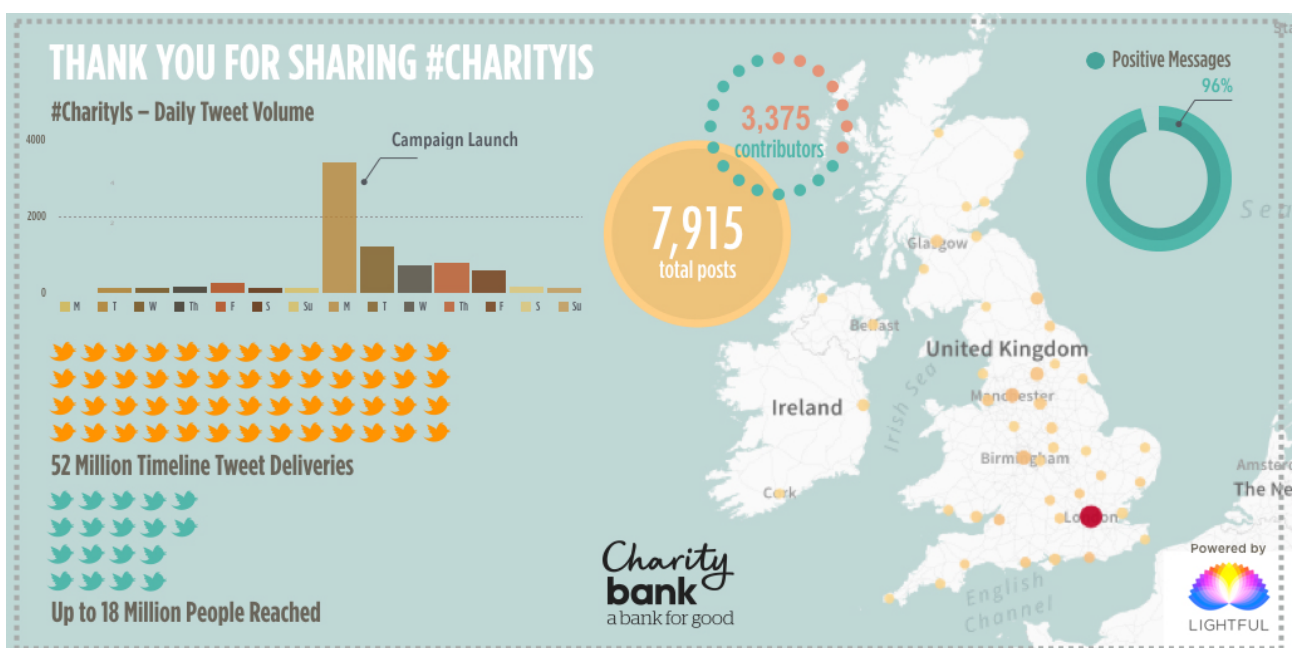


#CharityIs campaign results

On Monday 14th March, we launched the #CharityIs campaign on social media. We wanted to highlight the amazing work done by charities around the UK, by asking people on Twitter, Facebook, Instagram and Vine to share what charity means to them. Our aim was to get #CharityIs trending, encouraging people across the country to share the positive difference that charities make to their communities.

During the 7 days of the campaign:

- There were **7,926 #CharityIs tweets**
- **3,380 Twitter users** got involved
- There were **52 million timeline deliveries** of #CharityIs messages
- Potentially over **18 million people** saw a #CharityIs message



These statistics are staggering, but they're only part of the story. To truly gauge the importance of #CharityIs to people, you have to look at the inspiring posts themselves. The impact of this campaign has been felt across the social sector, as charities, employees, volunteers and the people they work with seized the chance to speak out about the positive work they witness every day.

We even trended across the UK on Twitter, peaking in fourth position (ahead of Top Gear!)

#CharityIsHour

Join us every Thursday
12noon-1pm
From 24th March 2016

 @charitybank



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