



# Fundraising and giving since COVID-19

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# Fundraising postponed or cancelled at the beginning of the pandemic

- London Marathon and other large scale fundraising events postponed or cancelled.
- Face-to-face fundraising was postponed throughout the early stage of lockdown.
- Many charities launched emergency appeals to boost income



# Income has been hit hard due to lockdown and social distancing

- Impact of furlough schemes – less fundraising activity. For how long?
- Creative and innovative campaigns and new activity (digital and virtual events) have raised money – but not substituting for what is lost
- Fundraising during a recession, and longer-term, creates new and different challenges than fundraising during lockdown

# Are people still giving?

Fundraising through an 'emergency' or extraordinary circumstances does offer opportunities (Notre Dame, terror attacks, DEC appeals).

Initial research from Woods Valldata:

- There has been a 25% increase in actual versus predicted responses to cash campaigns.
- Emergency appeals are outperforming forecasted expectations by 40%.
- Online payments are up 286% compared to 2019

<https://www.woodsvalldata.co.uk/get-real-time-campaign-performance-reports-for-your-fundraising-campaigns-and-appeals/>

Regular giving: direct debit cancellations from Rapidata

- UK charities have seen a large increase in cancellations of regular Direct Debit donations, from 2.16% in February to **3.09%** in March as the coronavirus took hold - the biggest swing from February to March ever recorded.

- But, returned to normal levels in April – and relatively stable since then

<https://rapidataservices.com/direct-debit/direct-debit-charity-donations-cancellations-increase-due-to-covid-19/>

# ...and will people still give?

- Fundraising during a recession is hard, and presents longer-term challenges. Requires a different response from fundraising during an emergency
- Moving from the impact of social distancing and lockdown, to the impact of changed livelihoods, financial difficulty, confidence, and loss of jobs

(plus, dealing with continued social distancing too!)

# ...and will people still give?

## Recessions and giving

- The total value of donations fell by 11% between 2007/8 and 2008/9 during the last financial crisis . Individual giving fell in real terms from £10.6 billion to £9.9 billion in 2008/9. The impact of the recession on charitable giving in the UK).
- A lower mean average value of donations (£33 vs £31), lower median average value of donations (£11 vs £10) and a smaller proportion of adults giving to charity (56% vs 54%) were responsible for the decline between these years.

# ...and will people still give?

## Recessions and giving

- Due to the impact of COVID-19 economically, house price inflation is predicted to fall by a median 3.8% in 2020, before rebounding and growing by a median 3% in 2021 (Reframing the Ask).
- Analysis from Legacy Foresight suggests legacy income is likely to fall by between 4% and 23% this year.
- However, the longer-term outlook is more positive- Legacy Foresight expect legacy income to grow between 9% and 13% over next 5 years

# ...and will people still give?



<https://www.about-loyalty.com/>



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# Some thoughts on months ahead

- But the future is not written, we can shape it, the decisions we make on future fundraising strategies will determine our success
- Remember what works: the skills, experience, insight of your fundraisers are as valid and needed now as ever. The fundamentals of why and how people give does not change. But our activities and campaigns might need to.
- Christmas giving – what will happen?
- So much valuable insight out there from public polling and research:  
Yougov, Opiniom, CAF, nfpSynergy  
Bluefrog, Rapidata, Woods Valldata, About Loyalty



Relevance is absolutely fundamental; Empathy and acknowledgement; Don't stop asking!

- <https://www.institute-of-fundraising.org.uk/guidance/research/from-response-to-recovery-fundraising-strategy-and-covid-19/>