enthuse

Donor Pulse

Spring Edition 2024: Insights from Enthuse Intelligence

enthuse INTELLIGENCE

Contents

Foreword by Chester Mojay-Sinclare

Welcome to the latest edition of Donor Pulse. The last quarter has seen a mixed picture for the economy, and consequently the public. While the country has slipped into recession, fortunately, it seems likely to be a shallow one. And the announcement of another cut in National Insurance, together with inflation dropping to 3.4% is slowly easing the squeeze on the public's budgets.

And that is starting to feed through into how people are feeling about their finances. The amount of people feeling worse off is at its lowest level for two years, which should hopefully start to feed into their ability to give to charity in the coming months.

There are a couple of elements that caught my eye when looking through the data for this report. Firstly, in a general election year, the number of people making their voices heard through social media or through donations – both to support charities being criticised and to show solidarity with a cause. This ties together with the public's views on how caring the government and various political parties are towards those in need.

The second element is around fundraising events. The backdrop of a tough economic climate and a tense political one has driven the public to crave some fun in their lives. And they really want to see charities bringing this to their events – people want them to be fun and to be sociable. Raising money for a great cause goes hand in hand with that social connection and the charities that can offer that will be well set to thrive.

It's been a challenging time, but it feels like against the mood of recent times there is an almost national desire for some fun, and as the economy slowly improves, this could be a very positive time for fundraising.

To close, I hope the research provides you with useful insights for your fundraising plans. Thank you for taking the time to read it and best of luck with your fundraising efforts!

Chester

Introduction

The latest edition of our quarterly donor research report, Donor Pulse, continues to examine how fundraisers and supporters are reacting to major issues and the impact this is having on their behaviour towards charities.

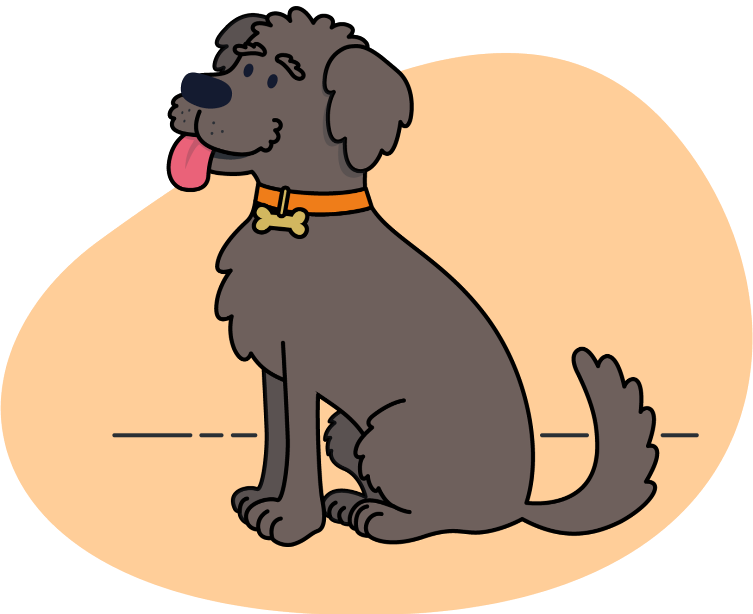
The data includes a series of regular tracking questions that form the backbone of the study. These include the number of people donating over the last quarter, the different types of charity being donated to, and the popularity of online giving.

The research continues to explore the impact of politics on charities and donors. This edition of the report considers the opinions of the public on how much political parties care for those most in need. It also looks at the phenomena of "inverse giving", as well as the level of trust the public has in good causes.

The report also has a focus on events, looking at the potential participation numbers for this year, as well as the key motivating factors for the public when taking part in events. The research also considers what key elements make up the ideal event for the public.

Finally the study continues to look at the ongoing impact of the cost of living on donors' support for charities. This includes examining the split between how many people feel worse off and better off since last quarter, and how this is changing their behaviours. The research examines the biggest areas of concern for the public and how their feelings about the cost of living impact their ability to donate.

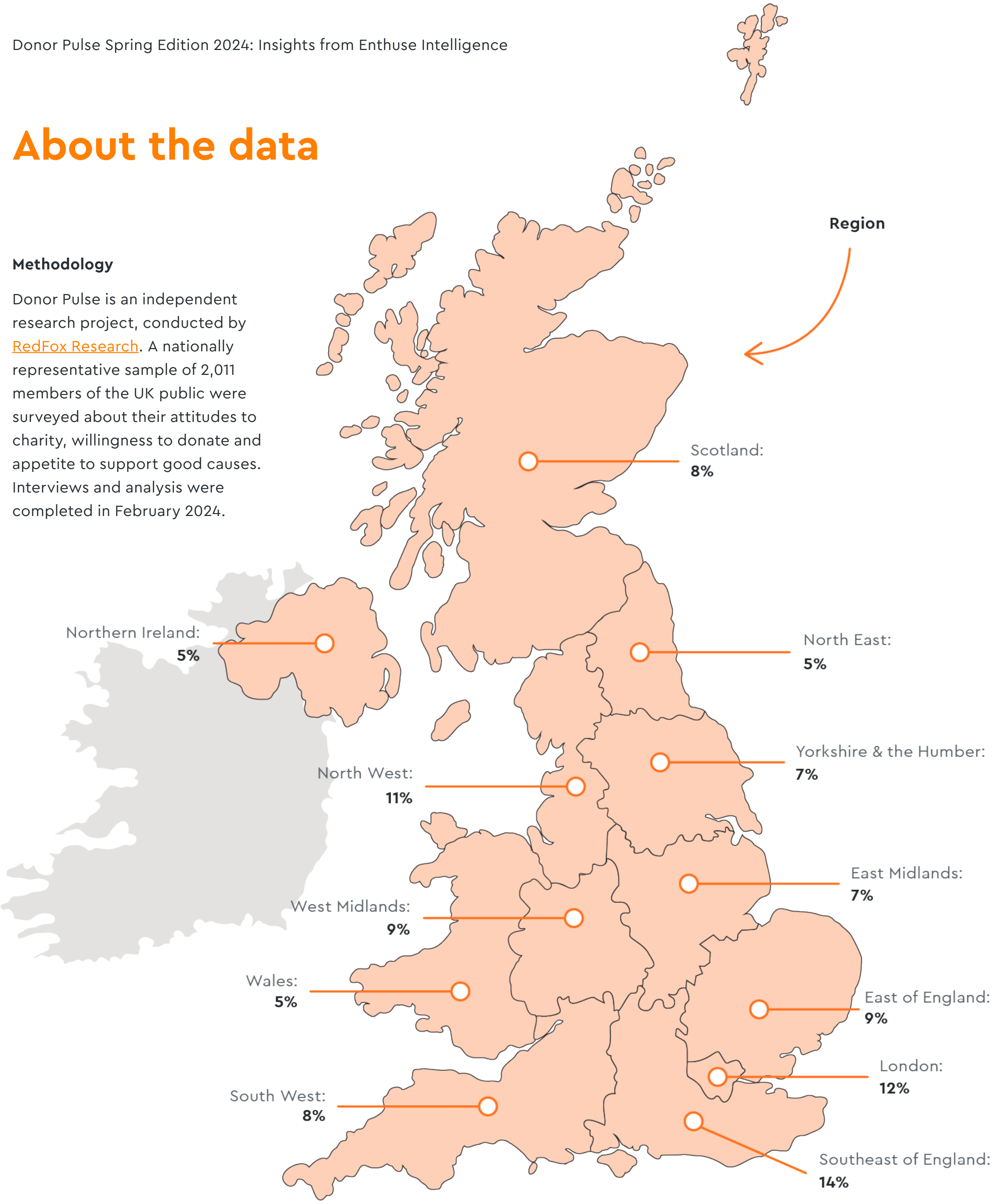
This report will explore all of these questions and provide insights and answers to help guide charities with their fundraising strategy and campaigns.



About the data

Methodology

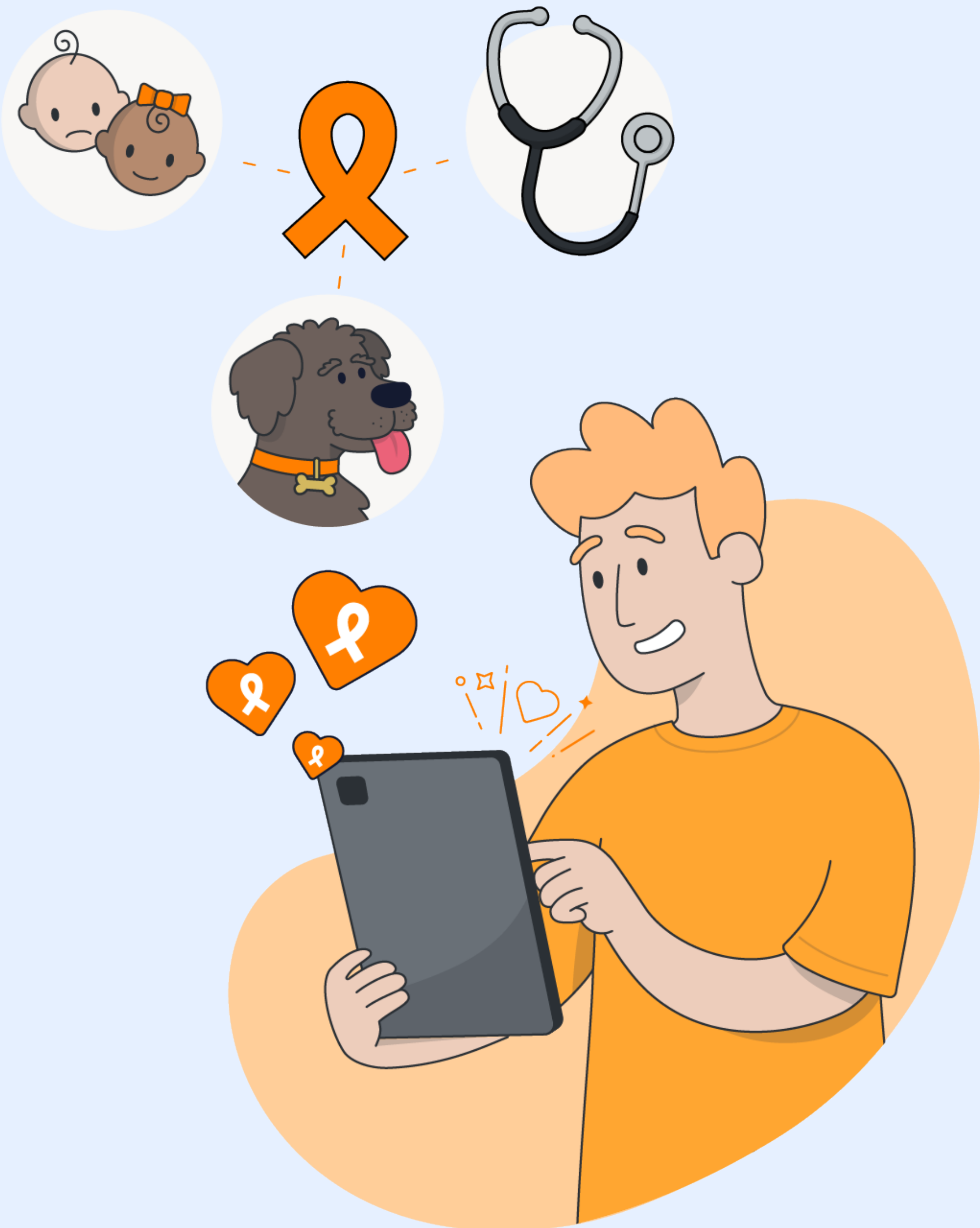
Donor Pulse is an independent research project, conducted by RedFox Research. A nationally representative sample of 2,011 members of the UK public were surveyed about their attitudes to charity, willingness to donate and appetite to support good causes. Interviews and analysis were completed in February 2024.



Age	
18–24	12%
25–34	19%
35–44	17%
45–54	19%
55–64	17%
66–80	16%

Gender	
Male	49%
Female	51%
Other / ref	<1%

Stable support



Stable support

The last three months have provided a mixed economic picture. There has been good news with inflation down at 3.4% and a cut in National Insurance starting to make people's wallets feel a little fuller, with a further decrease coming next month. However, counterbalancing that is the UK slipping into recession. While indications are this will likely be shallow and short, it's still another concern for the public and their budgets, as well as the national mood. Though the most recent monthly increase in GDP provides a little hope.

Against that backdrop the number of people donating nudged down two percentage points to 71% (Figure 1). This is the same number as a year ago, showing how the public is continuing to weather the economic storm to keep giving. Within this, there has been a widening in the generosity of different age groups. Three months ago it was just two percentage points but has now stretched to five percentage points. A total of 74% of 18–44 year olds have given, compared to 69% of the 45+ age group.

Figure 1: Percentage donating in last three months

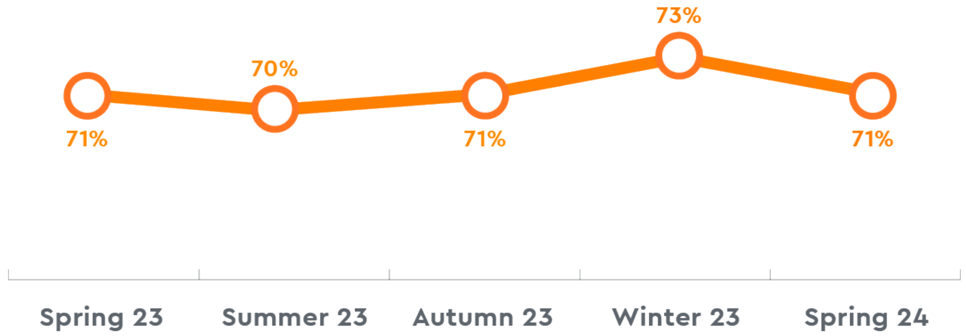
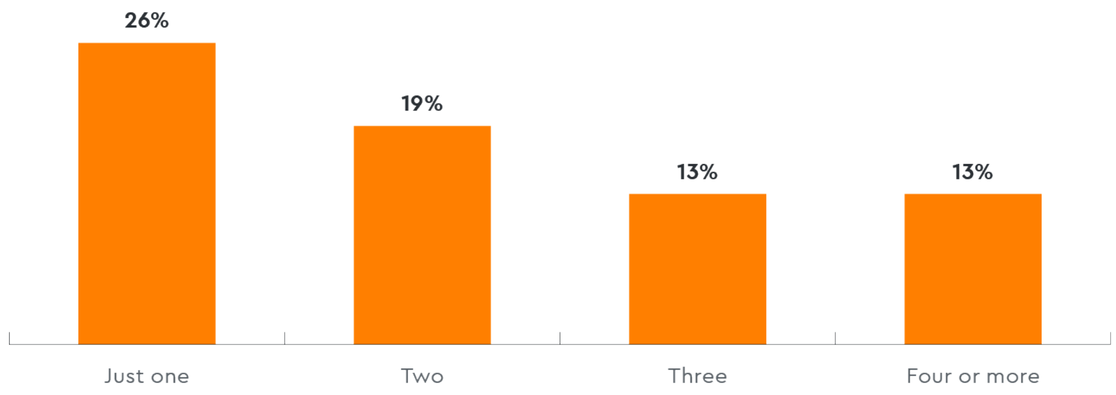


Figure 2 shows the number of supporters giving to multiple causes. This has edged down slightly in the last three months, but more than a quarter (26%) of the public are still giving to three or more charities. Younger age groups remain the most generous with 47% of 18–44 year olds having given to multiple causes in the last three months, compared to 44% of those aged 45 and over. This gap is narrower when looking at donations to three or more causes, with 27% of those aged 18–44 doing this, and 26% of those 45 and over. These gaps are narrowing over time, but as this research programme continues to show, even though the gap is closing, younger age groups remain a key audience to acquire.

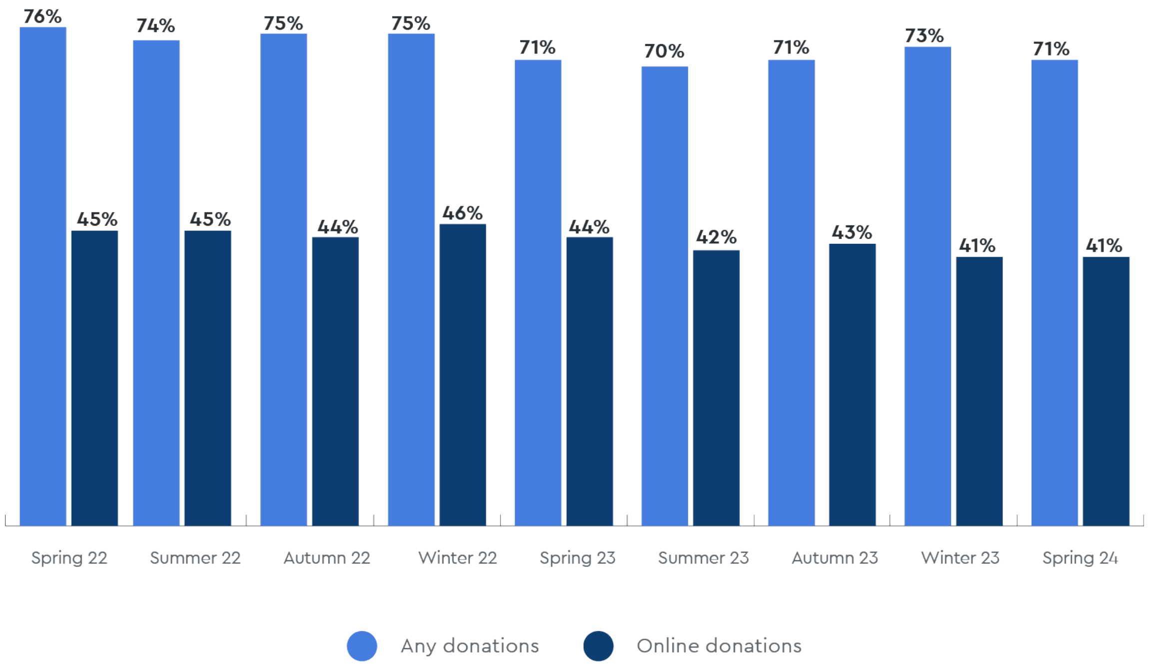
Stable support

Figure 2: Number of causes supported



Online donations have stayed broadly flat (Figure 3), with a total of 41% of UK citizens giving in this way - this means 58% of all donations in the last three months were made online. A total of 50% of under 45s gave online, compared to 33% of over 45s. This is the same gap as the last edition of this report, though over time it has been slowly closing as over 45s become more confident in donating online.

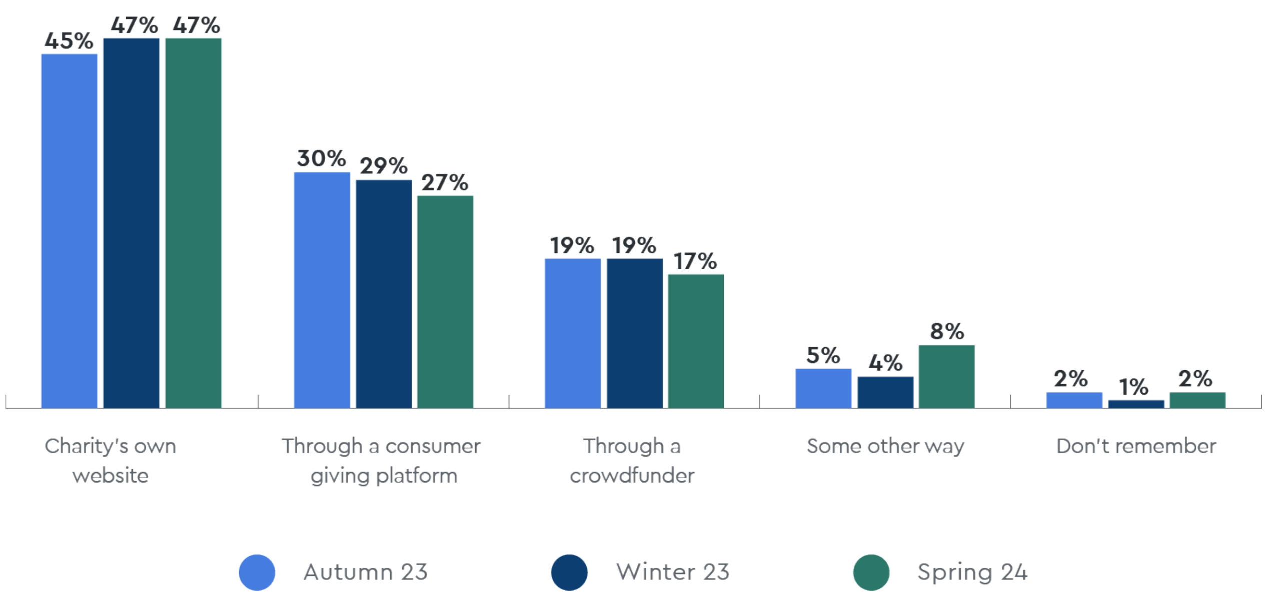
Figure 3: Percentage donating online in the last three months



Stable support

The last quarter has also seen the number of donations going direct through charity websites stay stable while those through consumer giving platforms have dropped, as shown in Figure 4. This is the second highest figure this research study has tracked for donations through a charity website since it began in 2020. This is positive news for charities as direct donations have on average been around 25% higher than those through consumer giving platforms. Given the current economic environment it is important for charities to focus on driving direct donations.

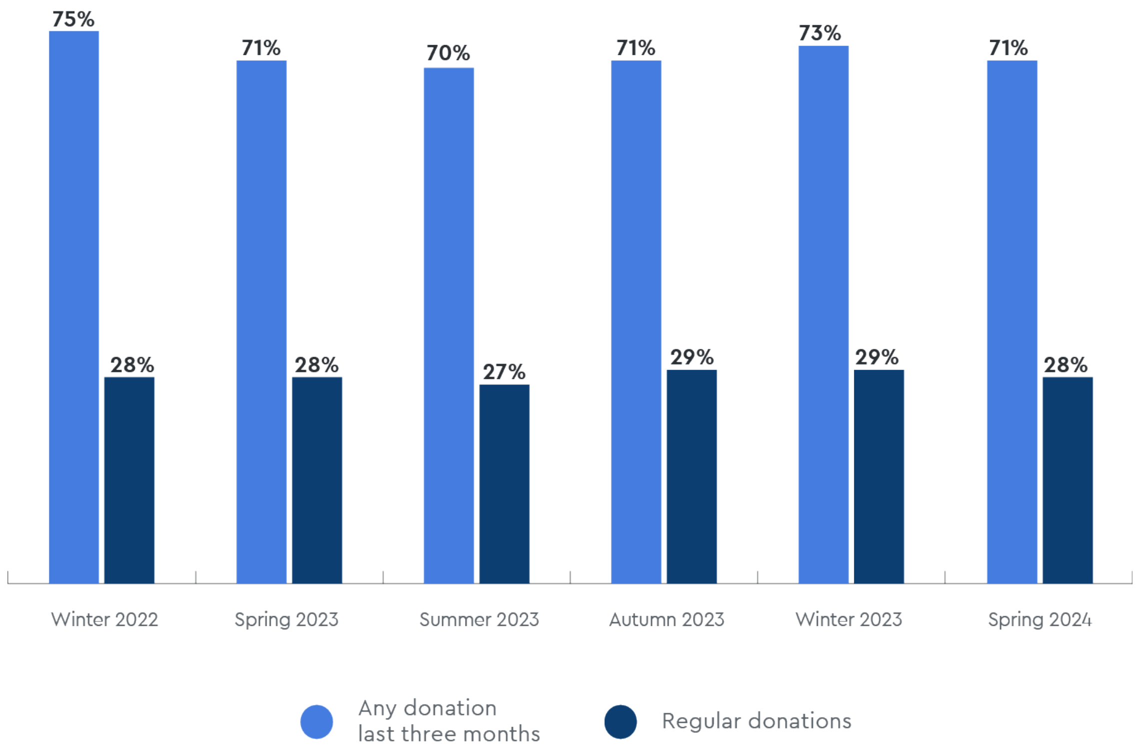
Figure 4: Method of online donation



The fairly steady numbers in overall donations are reflected in recurring donations (Figure 5). The number of people making monthly donations has edged down very slightly this quarter to 28%. However, this figure remains one of the most consistent of any since this research began – staying between 27–30% of people for the last two years. The number of people stopping a regular donation in the last 12 months has also remained the same as the last quarter at 12%.

Stable support

Figure 5: Percentage making regular charity donations



The types of charities that the public have been donating to are shown in Figure 6. The top four slots have remained the same for the last year – research into disease, animals, healthcare and children's charities. And for the fifth quarter in a row the four areas receive very similar donation levels with 19–22% of the public giving to each cause area. Animal causes are the only one of the top four areas to improve year on year.

While many other areas remained broadly flat, support for armed services and veterans dropped back after the major increase around Armistice Day in the last quarter. Poverty focused charities saw a rise over the last three months, though it is worth noting that this is slightly less than a year ago – at a traditionally strong period of the year for donations to this area. One further area that has had a slightly surprising decline is the environment. This has been edging down over the last year, and despite COP28, has dropped again in the last three months to 6% of donors supporting the area. The fact that this area has been dragged into the political battleground may also be having an impact on support.

Stable support

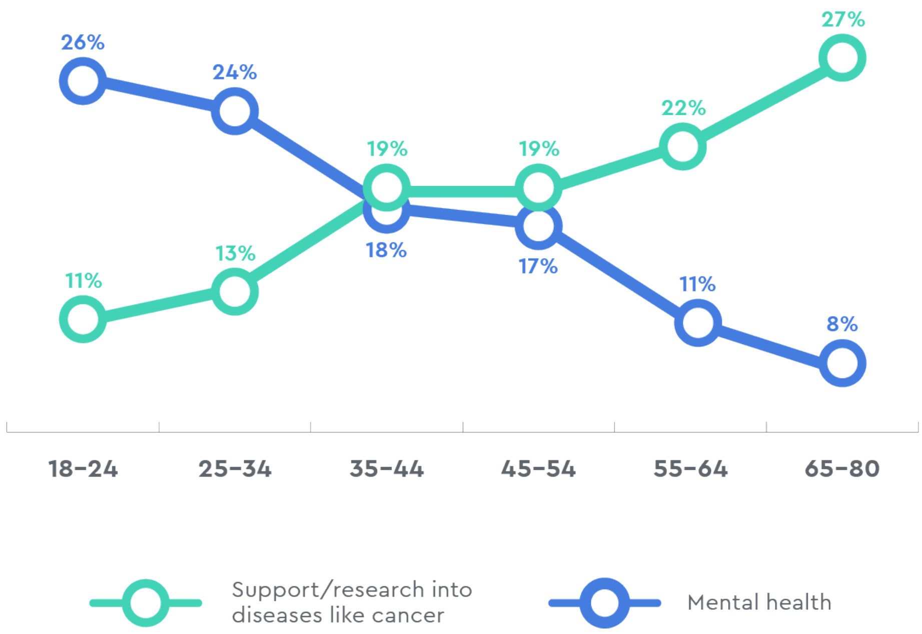
Figure 6: Causes supported in the last three months

Causes supported: last three months	Spring 2023	Summer 2023	Autumn 2023	Winter 2023	Spring 2024
Animal	21%	20%	20%	21%	**22%**
Children	21%	19%	19%	20%	**21%**
NHS, hospitals or hospices	21%	20%	20%	19%	**20%**
Support/research into disease	19%	21%	21%	21%	**19%**
Mental health	16%	15%	16%	16%	**17%**
Poverty e.g. foodbanks, homelessness	19%	19%	15%	15%	**17%**
Local/community causes	11%	11%	10%	10%	**9%**
Armed services/ veterans			6%	14%	**8%**
Older people	8%	7%	8%	8%	**8%**
Overseas aid	13%	10%	8%	7%	**7%**
Environment	9%	8%	8%	8%	**6%**
Education	5%	5%	7%	6%	**5%**
Faith	6%	5%	6%	4%	**5%**
Arts and culture	3%	3%	3%	3%	**3%**
Other	4%	4%	3%	3%	**4%**

Stable support

Underneath the overall support are some interesting contrasts in giving between different age groups. Figure 7 shows the support for mental health causes and those for research into disease split by age, with a near mirror image in support. A total of 26% of 18–24 year olds support mental health, with this dropping to 8% of 65–80 year olds. The picture is reversed for support into diseases with 11% of 18-24 year olds donating, and this number steadily increasing and peaking at 27% for 65–80 year olds. While this feels intuitively right, it also presents a stark image for causes in both areas. For both types of charity it points to opportunities for campaigns aimed at the age groups where they are lacking support.

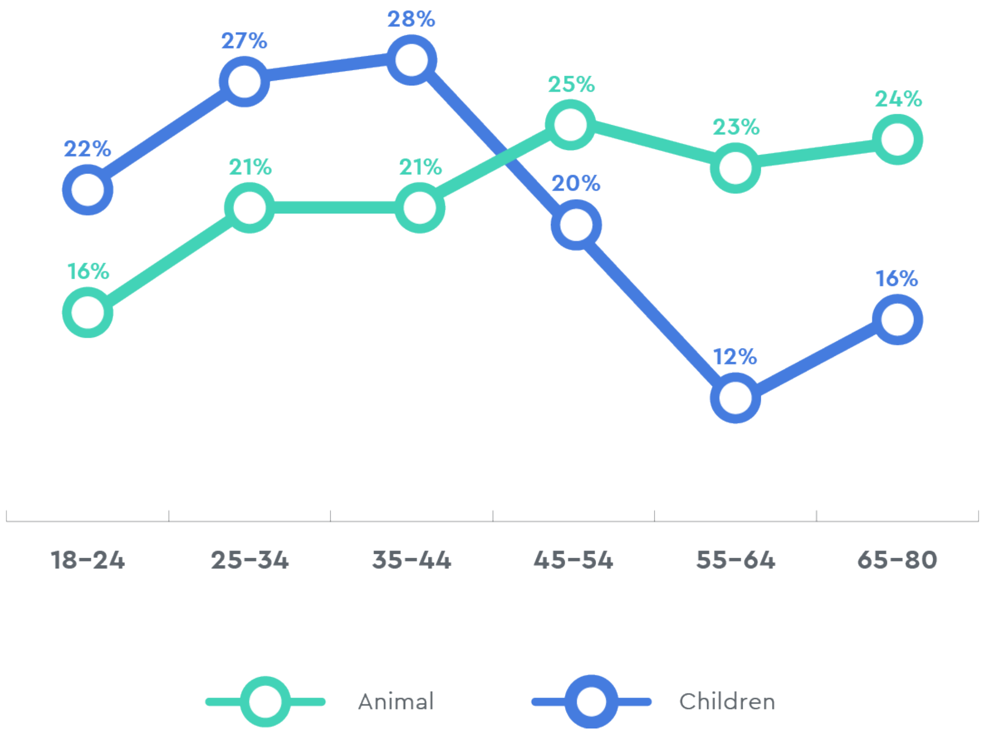
Figure 7: Support for mental health and research into disease (split by age)



Whilst not as pronounced, this difference between age groups is also shown when comparing support for animal and children's charities (Figure 8). 18–44 year olds show much higher backing for children's charities – peaking at 28% of 35–44 year olds. For those over 45 support is much higher for animal charities with around a quarter giving to them – ten percentage points higher than those giving to children's charities. For causes in both areas it is worth considering how they can carry out targeted campaigns focusing on those age groups where they have less support.

Stable support

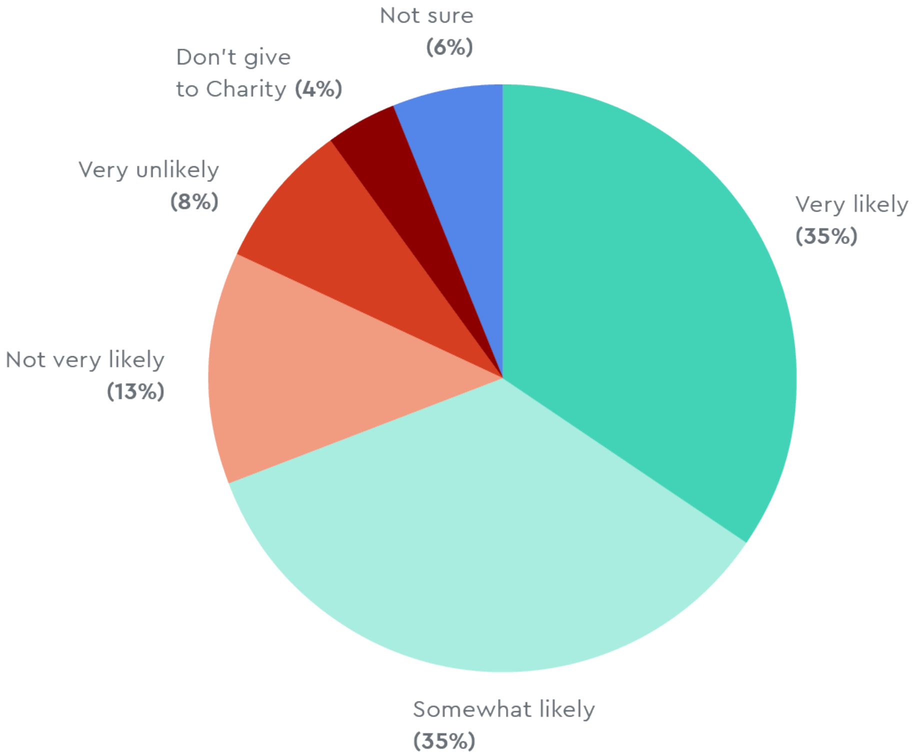
Figure 8: Support for animal and children's charities (split by age)



Looking ahead, the intention to give over the next three months remains strong with the public. Figure 9 shows that 70% of the public are planning to donate. This is the same as this time last year, though slightly down on three months ago. However, this slight dip is usual for this time of year following the important festive donation period.

Stable support

Figure 9: Likelihood to give in the next three months

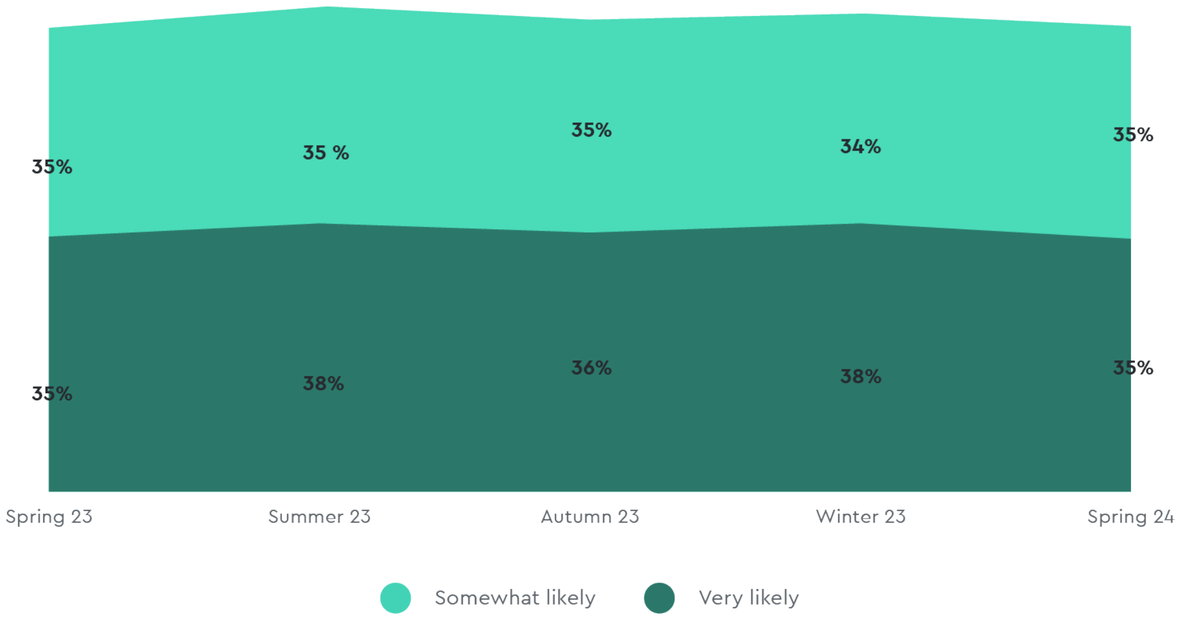


Net Spring 2024: 70%

Underneath that overall figure there is also a slight drop in the number of people very likely to give compared to those somewhat likely to donate (Figure 10). However, this is exactly in line with the figures from a year ago, again showing that there is both a dip in overall plans to donate and commitment at this time of year. Under 45s are generally far more likely to donate (73%) than over 45s (66%), but the older age group is more committed with 36% very likely to give versus 34% of under 45s.

Stable support

Figure 10: Likelihood to give in the next three months (split by commitment)



Despite the economy dipping into recession, donations have continued to weather the storm and remain stable year on year. While there are some sharp contrasts between the causes favoured by different age groups, there is also a hint that the ongoing culture wars may be starting to wear on the national mood, with the gradual erosion of support for environmental charities. This happened during a period when COP28 took place and would normally expect to see an increase in support.

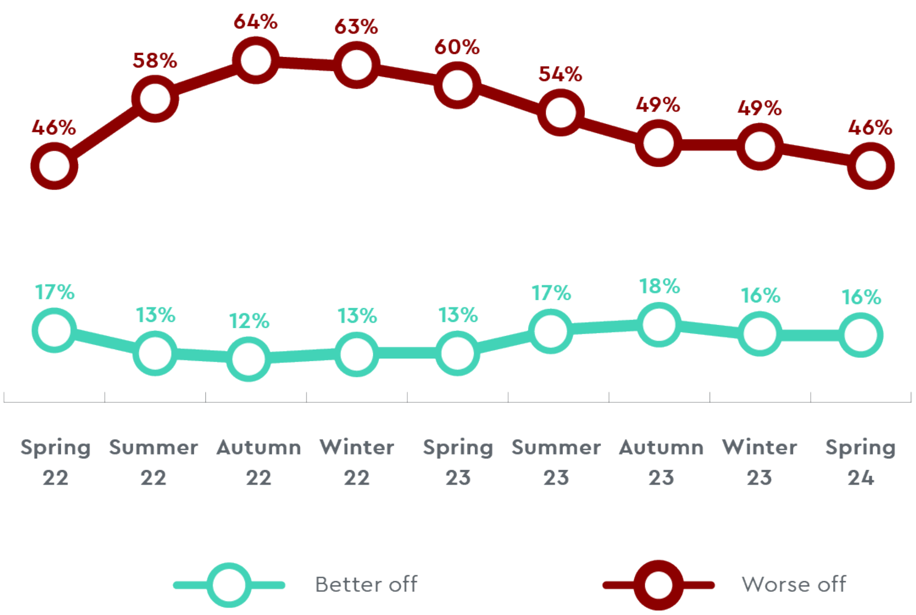
The cost of giving slowly easing

The cost of giving slowly easing

While economic news continues to be mixed, the easing of inflation and a more positive outlook for energy prices are giving consumers just a little more confidence about their finances. However, it's a fragile confidence. Interest rates remain high and even if the recession is shallow, this is still a challenging environment.

And this mixed news is reflected in how people are feeling, as can be seen in Figure 11. On the positive side, the number of people feeling worse off has dropped to 46% – a figure last seen two years ago. However, for now at least, the number of people feeling better off has plateaued at 16%. Overall the gap between these two curves is at its smallest in two years at 30 percentage points. A marked improvement on the 50 percentage point gap at the end of 2022. Though the current gradual improvement would mean it could take another two years before we see this gap fully eradicated.

Figure 11: Change in financial situation



The main drivers of this gap narrowing are shown in Figure 12. Interestingly the improvement in the number of people feeling worse off is driven by the youngest and oldest groups, with the position of 25–64 year olds staying very similar to the previous quarter. Younger age groups have fared better in general during the tracking of this question, and this quarter 61% either felt about the same or better off - for over 65s this number was 62%.

The cost of giving slowly easing

Figure 12: Change in financial situation (split by age)

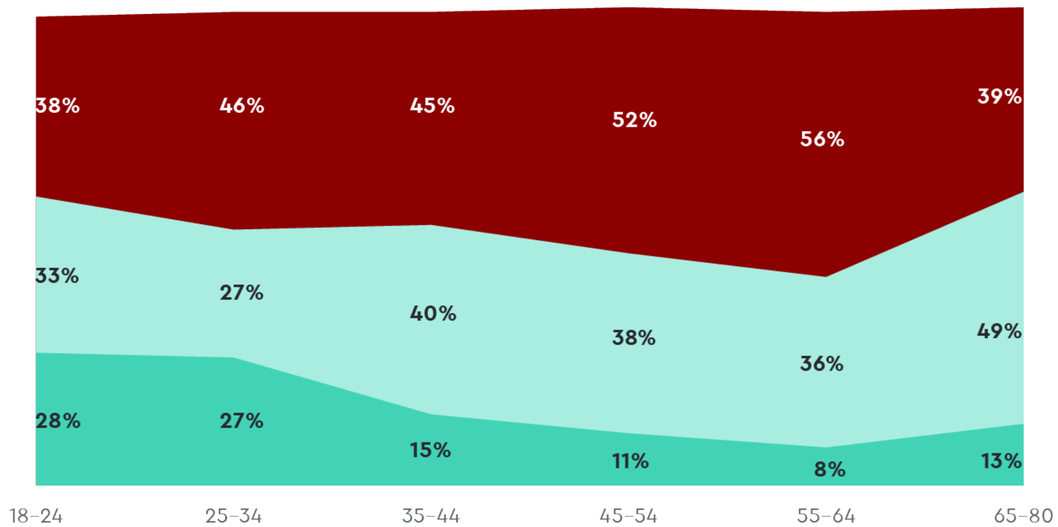
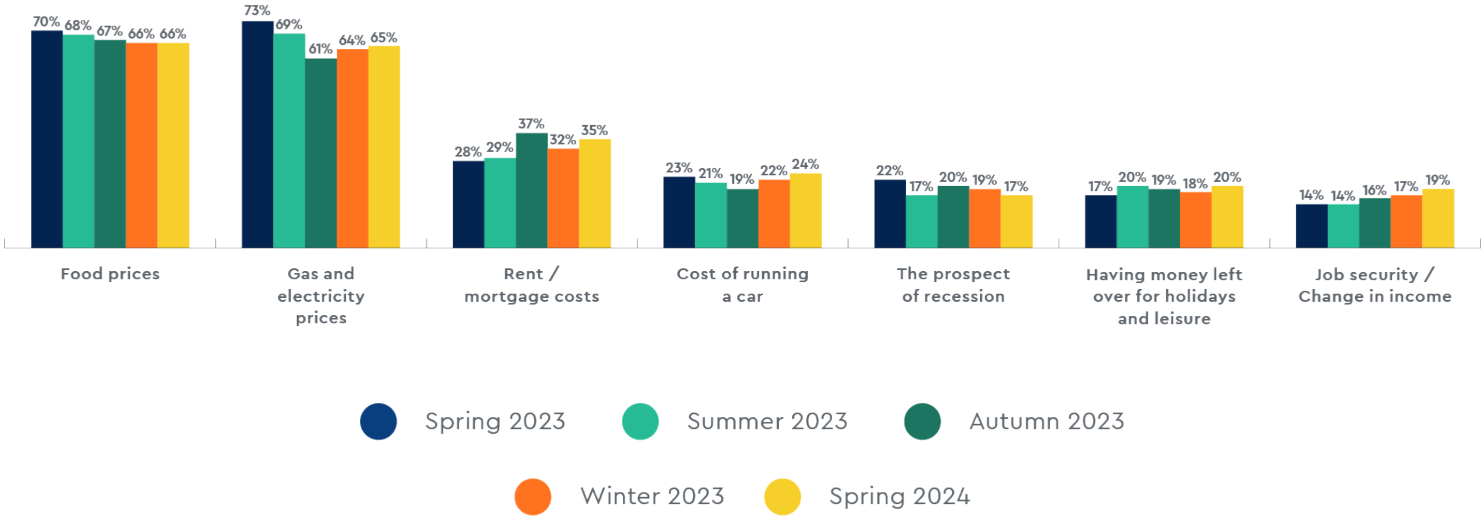


Figure 13 shows the reasons behind why people are feeling worse off. There has been little movement in the concern the public have about food prices and energy continues to be a worry, though the latter is likely to decrease with a drop in prices set for April and warmer weather on the horizon. Rent and mortgage costs continue to be a concern for a third of the public, with a marked difference in this area between under 45s (45%) and over 45s (25%). There may be some months still before a drop in interest rates eases this burden. Job security has continued its slow rise and overall now just under one in five (19%) people are worried about this. This number rises to a quarter of under 45s, and is a particular concern for 18–24 year olds with just under a third (29%) worrying about this. Interestingly, despite being in a recession there is less concern about it than last quarter.

The cost of giving slowly easing

Figure 13: Top concerns about the cost of living



Looking at this data from the perspective of voting intention shows similar concerns for the majority of people, whatever their political allegiance (Figure 14). However, one area of note was the number of Labour voters who were concerned about rent and mortgage costs. More than one in five (43%) stated this – a markedly higher figure than any other political party. This is worth considering for any charities segmenting their audience by voting intention.

The cost of giving slowly easing

Figure 14: Top concerns about the cost of living (split by voting intention)

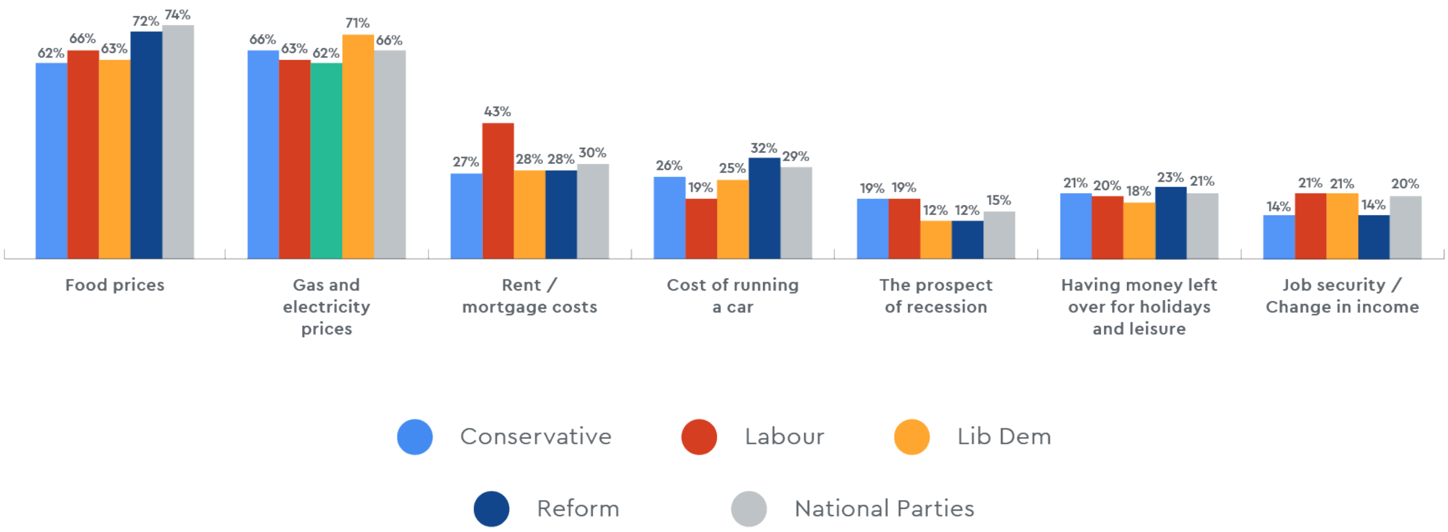


Figure 15 shows that the ability to give to charity has remained flat for the third quarter in a row, with 44% of people saying it is either the same or better than it was six months ago. The number of people finding it harder to give has also remained similar at 52%. For charities, maintaining a range of donation options to make it as easy as possible for people to give is an important focus area.

The cost of giving slowly easing

Figure 15: Ability to give to charity

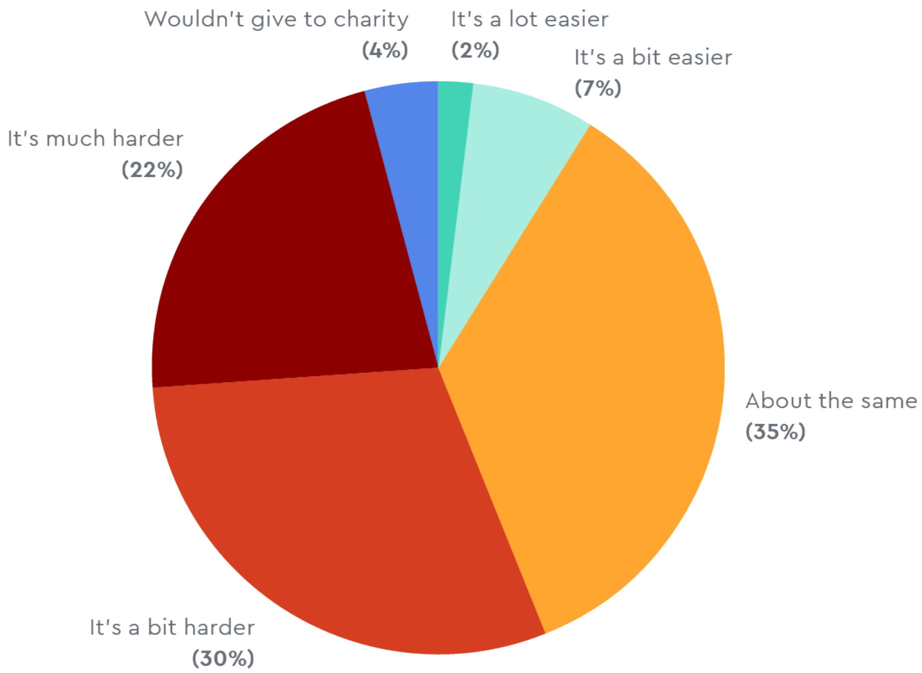
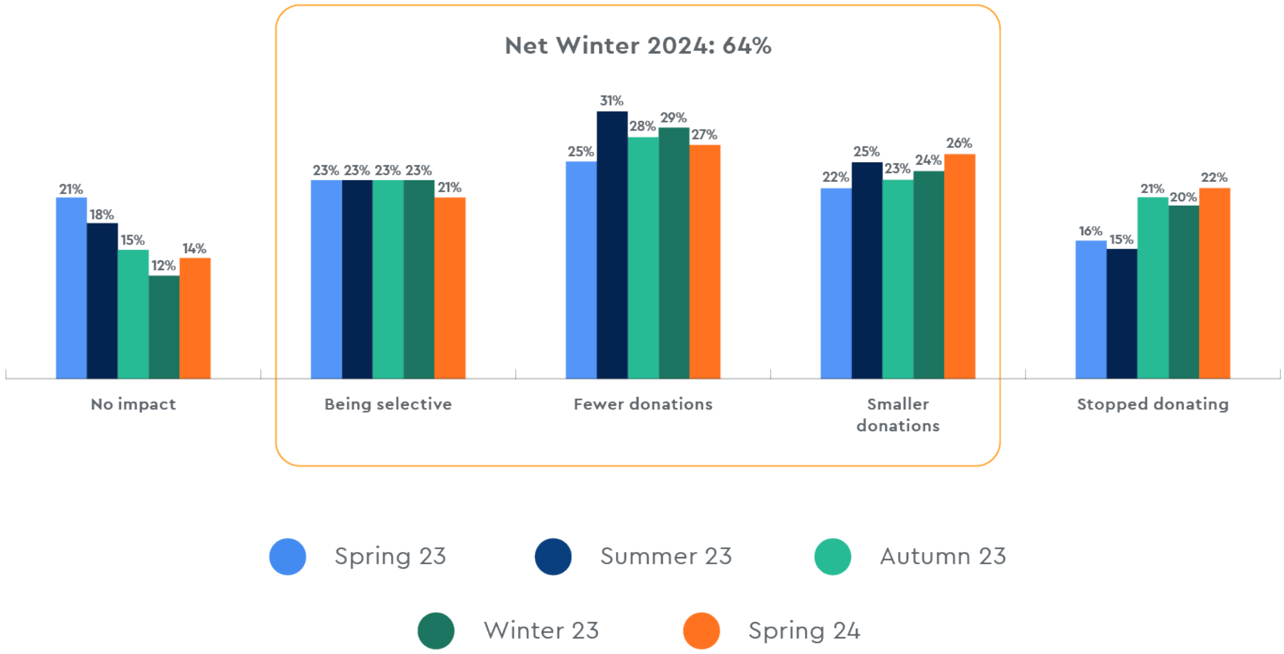


Figure 16 focuses just on those feeling worse off and how the cost of living is impacting their support for charities. There has been a slight increase in the number of people who have stopped donating altogether to 22%. Though there has also been a slight increase within this group in the number of people who have not made any change in their giving to 14%. There have also been small drops in those being selective and making fewer donations.

The cost of giving slowly easing

Figure 16: Change in giving (all who feel worse off)



The difference between those feeling better off and worse off is at its smallest for two years – a promising sign, even if the gap is closing slowly. However, this has not fed directly through to people feeling better able to donate just yet. Again the lack of movement here, even though fewer people are feeling worse off, points towards a lower national mood in general with the public not seeing the positives on their pocket just yet. One more concerning point though is the increasing worry about job security, with one in five feeling this.

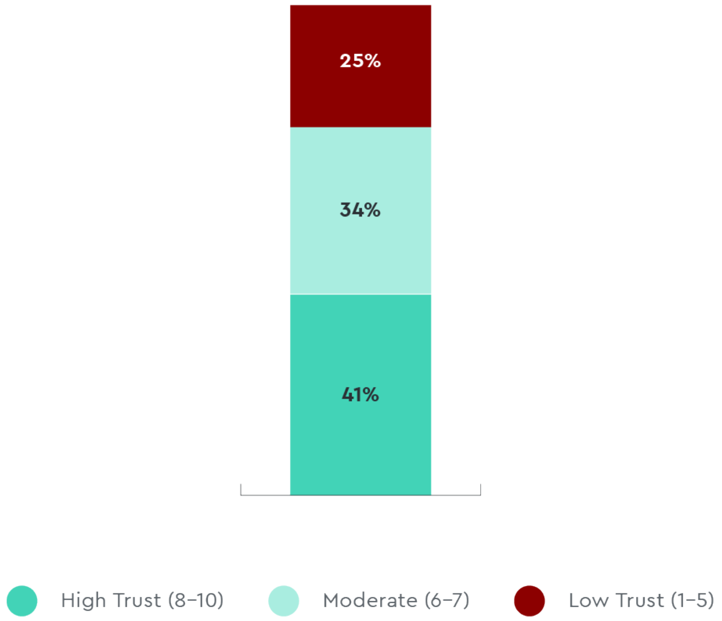
Caring politics

Caring politics

As the country moves towards a general election, there were few significant announcements for the sector in the Budget. Though the extension of The Household Support Fund was welcome, it was only for another six months. There was also reassurance that an upcoming amendment would protect charities claiming Gift Aid from subscription legislation when it comes into force. Finally and more positively there was also more funding for medical research charities.

Though there was little significant help, the pressure continues to grow on demand for services from the sector, and with that comes challenges to maintain high standards of delivery. Despite these increasing pressures, trust in the sector as a whole remains high with the public, as shown in Figure 17 (an area charities rated strongly in Charity Pulse). The public were asked to rank how much they trusted charities and the work they do on a scale of one to ten. 41% ranked this as high trust (8–10); 34% as moderate trust (6–7), and 25% as low trust (1–5), with around half of this number ranking it as 5.

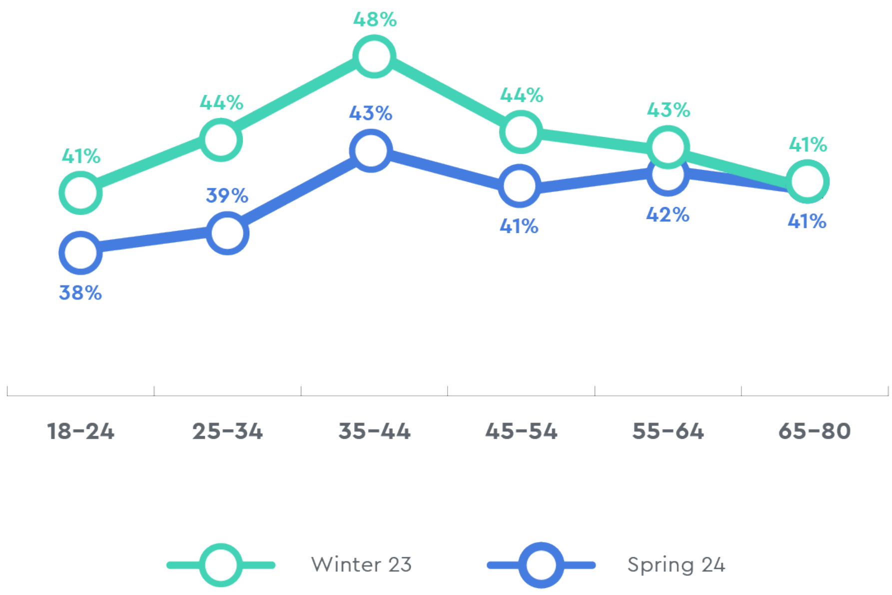
Figure 17: How much the public trust charities and the work they do



While overall the trust numbers are healthy, there has been a decline in the highest level of trust (8–10) in the last three months, and this is particularly notable in 25–44 year olds (Figure 18). While there is nothing to clearly pin this decline on, it may well be partially down to charities being caught in polarised political debates and a lower national mood, with fragile trust in the vast majority of institutions generally. These figures are very consistent whatever the voting intention of the individual – with the exception of those planning to back the Reform party. Just 28% of them have high trust in charities, and 43% low trust.

Caring politics

Figure 18: Percentage rating their trust 8, 9 or 10 (split by age)



There are hints of the challenges around the divisive political mood and trust within Figure 19, which shows the mixed views of the public on how they voice and demonstrate their opinions on societal issues. More than a quarter (28%) of the public are making their opinion known on social media about political issues, and the number of people taking action about these issues has also risen. One in six people (17%) have given when a charity's actions were criticised in traditional or social media – a phenomenon known as 'inverse giving'. And an identical number have donated to show solidarity with a cause.

Since starting to track this data in Autumn last year, these two sides have been in lockstep moving up and down together. The increase in this area points towards the public believing that charities are being more dragged into political issues, and while many may be supportive of charities it may also be having a subtler longer term impact on trust.

Caring politics

Figure 19: Giving motivations (Autumn & Winter 23, Spring 24)

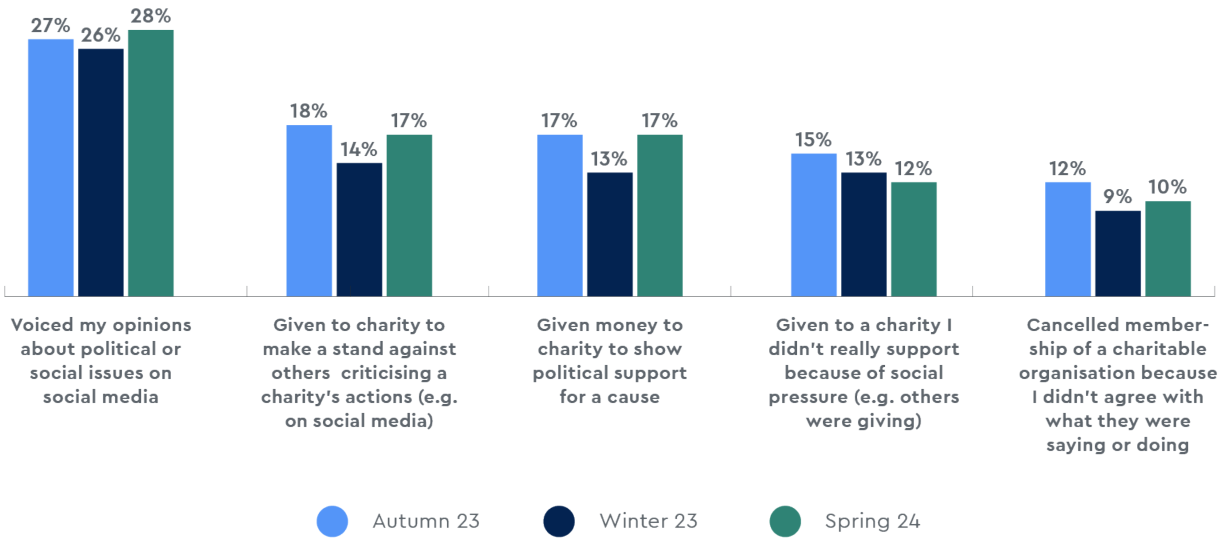
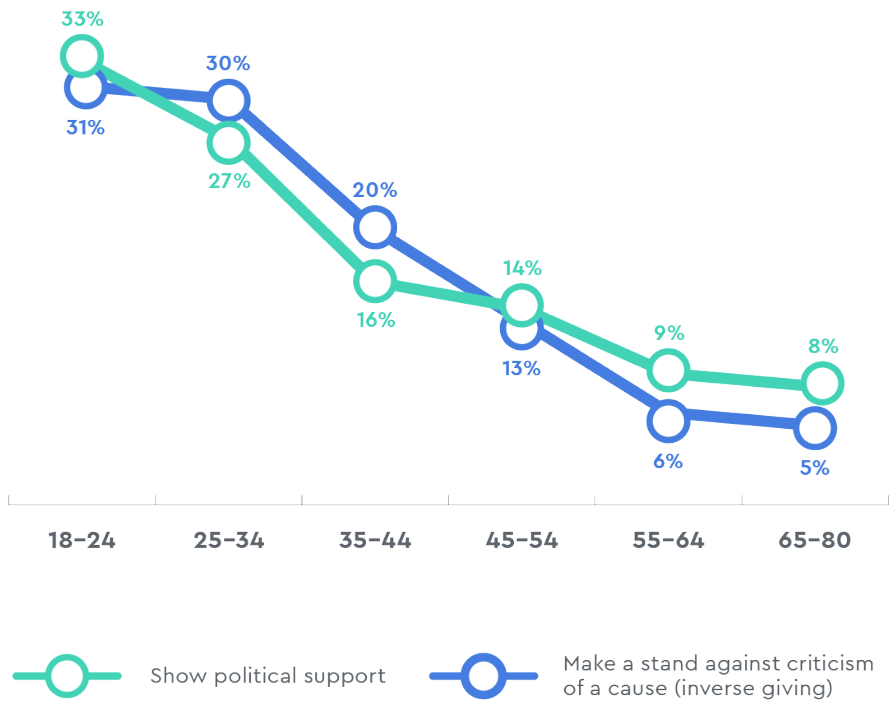


Figure 20 shows how political giving is split by age. In previous editions of this research, there had been a gap showing younger age groups more likely to inverse give and older age groups more likely to take part in political giving. This gap has been closing with time though, and now while 27% of under 45s inverse give, 24% of the same age group take part in political giving. For over 45s, 8% take part in inverse giving, and 10% in political donation. In general these two curves are following a trend more akin to donations in general with younger age groups more likely to take part than older ones.

Caring politics

Figure 20: Political giving (split by age)

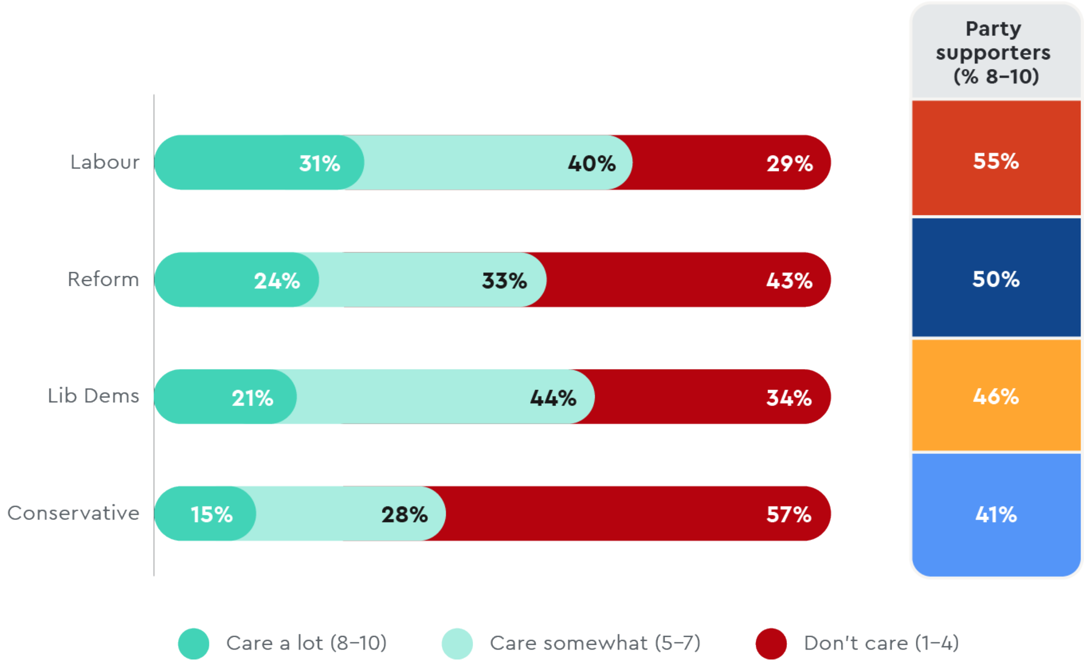


While political and inverse giving are closely tied, the way the public view how much the parties care about those in need is polarised (Figure 21). With an election in the next 6–9 months, the Conservatives are seen as caring little for the disadvantaged, with more than half (57%) saying the party simply doesn't care about them. In fact a third (33%) went as far as to rank the party with a 1, meaning they thought the party did not care at all about these people. This view of the Conservatives is not just through younger age groups – 59% of under 45s think they do not care, and 55% of over 45s think the same. Two fifths (41%) of those intending to vote for the Conservatives, thought that the party cared a lot about these people.

For Labour 71% stated that they cared somewhat or a lot about those in need. Again, this is evenly split between age groups with 72% of under 45s thinking it and 70% of over 45s. And more than half (55%) of those intending to vote Labour thought that the party cared a lot. However, there was still close to a third (29%) who thought Labour did not care about those in need. While some of the perception may be along party lines and the differing view of the role governments have to play in society, there is work to do for all of the parties to both present and deliver a more caring picture to the public – as to some extent there is a lack of trust in all of them to look after those most in need in society.

Caring politics

Figure 21: Party support for the disadvantaged and those in need



For charities, it is worth considering how the public is viewing politics at the moment, and the impact the tumultuous last few years both socio-economically and politically have had on people's trust of all types of institutions. This and the ongoing culture wars may be having a slight impact on the trust that the public has in charities. More certainly is it being reflected in the national mood which is quite downbeat – though this can change quickly after an election. However, good causes need to consider how they can demonstrate their trustworthiness in campaigns, while at the same time perhaps giving people the chance to take part in some more lighthearted activities.

The promise of events

The promise of events

While the general national mood appears to be quite low after a sustained challenging period, there is better news when looking at the public's future plans for taking part in fundraising events.

Figure 22 shows that more than two fifths of the public (44%) are likely to take part in a fundraising event this year – an identical figure to twelve months ago. On top of this a further 10% are undecided about it, so there is plenty of opportunity for charities to engage the public in their fundraising events.

Figure 22: Likelihood of taking part in an event

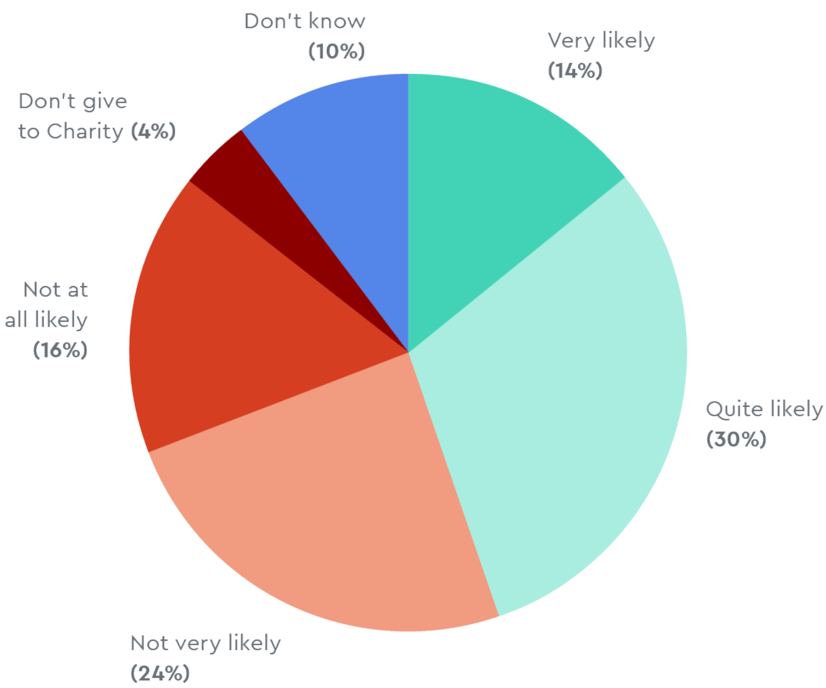
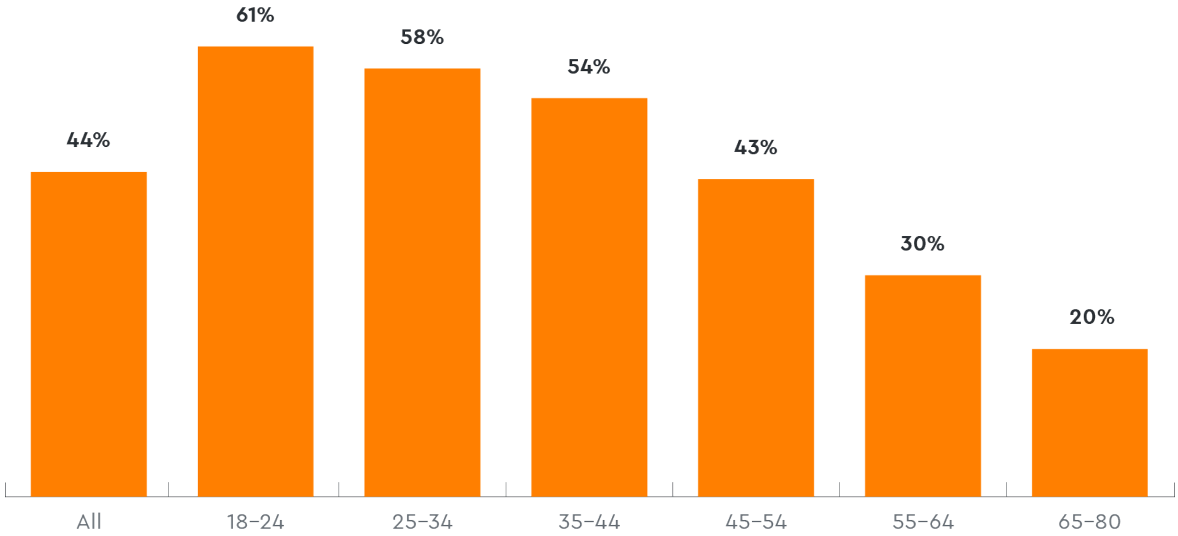


Figure 23 shows that the desire to get involved in fundraising events is strong across all age groups. 18-24 year olds lead the way with 61% keen to participate, followed closely by 25–34 year olds at 58%. In total for under 45s, 57% expect to take part in a charity event, compared to 31% of over 45s. While these remain challenging times, it is a positive sign to see so many people willing to get involved in fundraising events – led by younger age groups.

The promise of events

Figure 23: Likelihood to take part in an event (split by age)



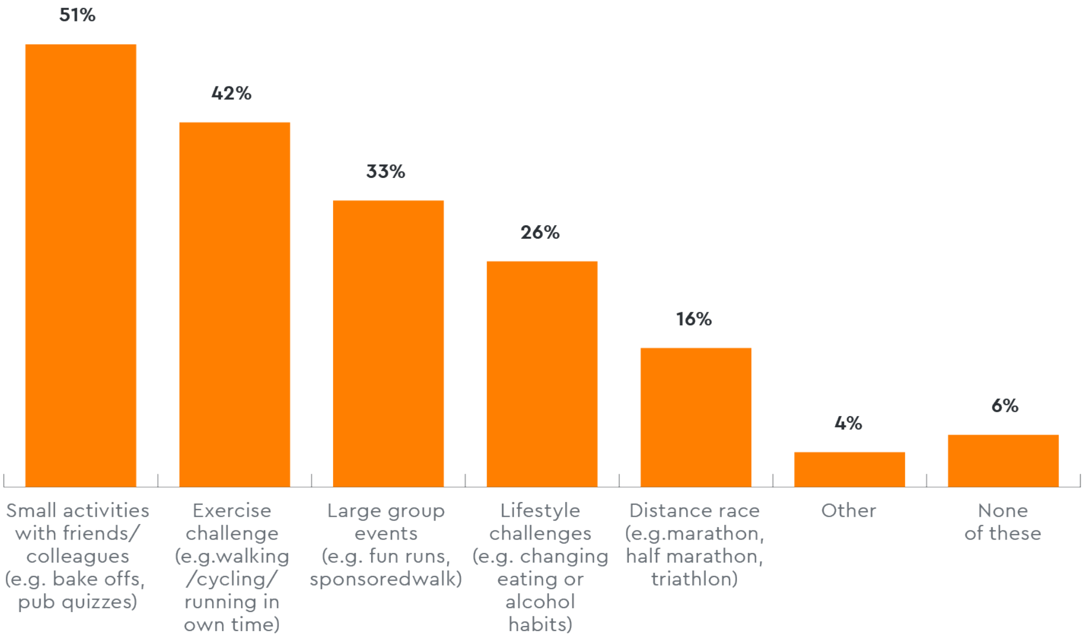
In terms of the types of fundraising events that the public are interested in, they show a leaning towards social and wellbeing focused events that drive fundraising. Figure 24 shows that unsurprisingly smaller and more socially driven activities have the widest popularity among all age groups, with 51% interested in them. One of the drivers behind this is potentially that in a post pandemic world, people's social lives need a little more work – and this may provide an interesting opportunity for charities to consider in their campaigns. These types of activity are popular with all age groups, but are more popular with women (55%) than men (45%).

This is closely followed by exercise challenges with 42% interested in taking part, and a third (33%) wanting to get involved in large group events such as fun runs and walks. Exercise challenges appealed more to under 45s (48%) than over 45s (34%) and there was a similar difference for large group events - 37% for under 45s compared to 28% of over 45s. Interestingly these types of events were equally favoured by both men and women with a third (33%) of both genders keen to get involved.

Distance races, such as marathons or half marathons, attracted the interest of one in six people (16%) – an impressive number considering the commitment needed to take part. They were also more appealing to men than women and skewed towards under 40s – a new generation for mass events.

The promise of events

Figure 24: Preference for event format (all willing to take part in an event or activity)

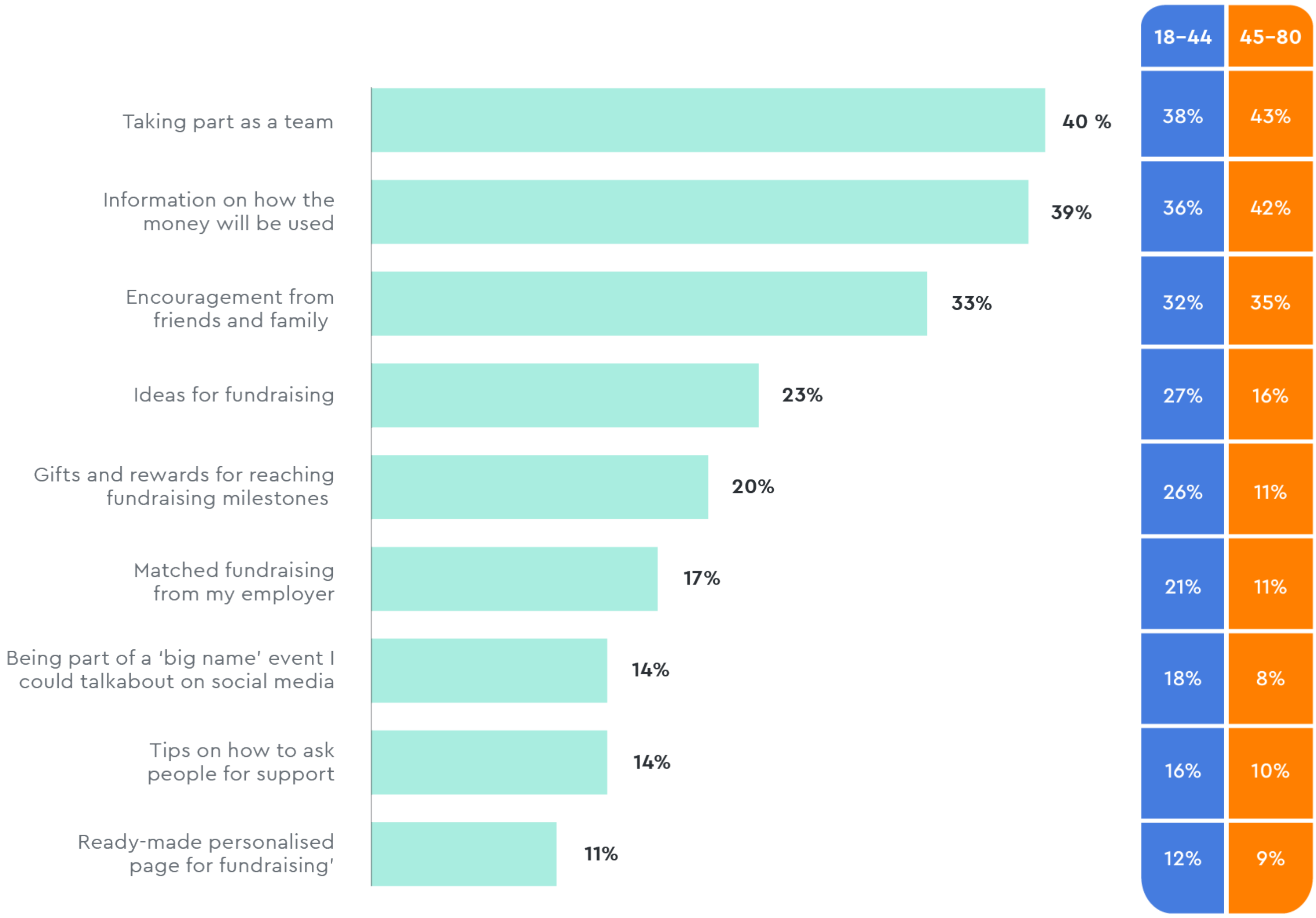


This interest in more sociable activities is also reflected in what people say would make them feel more motivated to take part in events, as shown in Figure 25. Taking part as a team is the most motivating factor across all age groups, ranking even higher for over 45s. It's actually more important for potential participants than information on how the charity spends its income – though this is a close second. Rounding out the top three is encouragement from friends and family.

While the top three are slightly more favoured by over 45s, the next four areas have a significant skew towards under 45s. These include fundraising ideas, rewards for reaching milestones, matched fundraising from employers and taking part in a big name event to share on social. The difference between the two age groups is at least ten percentage points for each of these areas. It's likely this cohort of younger people are taking part in larger more organised events and looking for how they can maximise the amount they are raising.

The promise of events

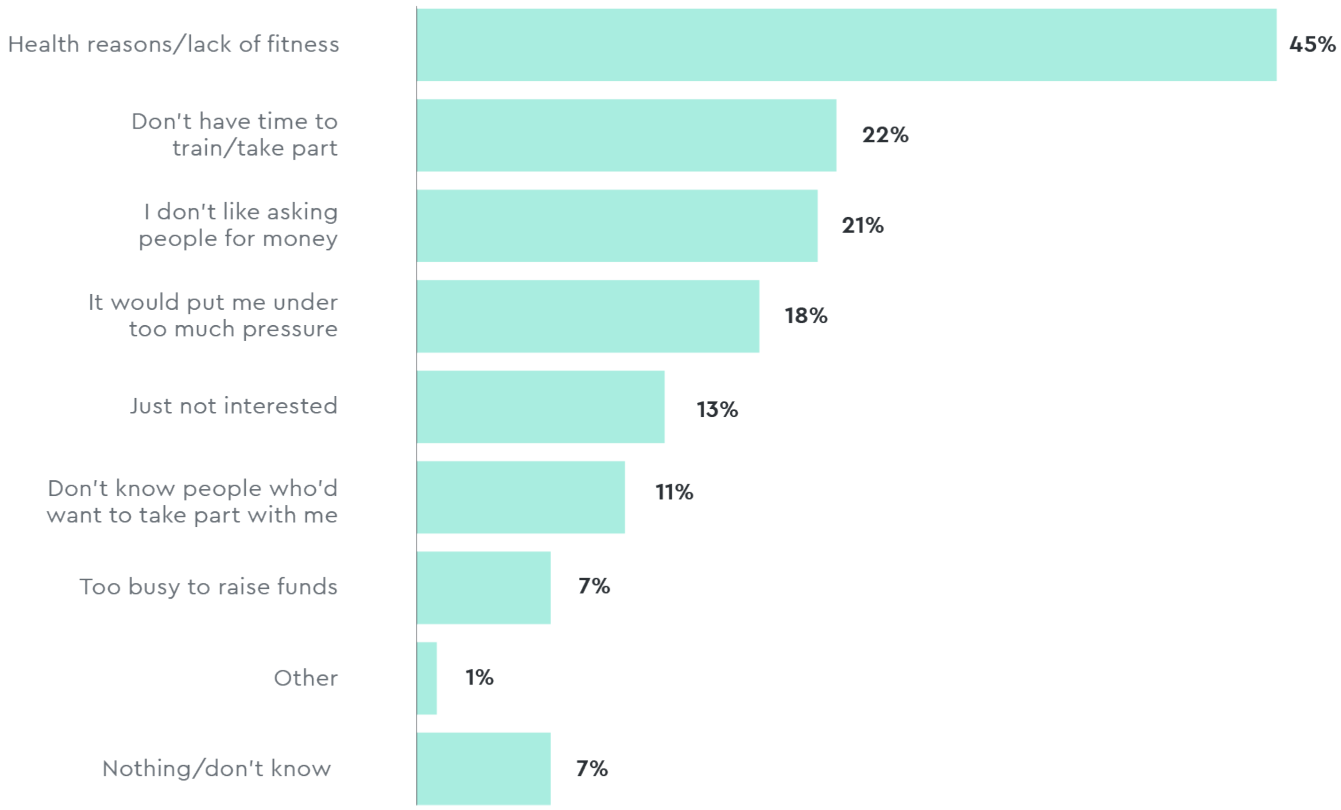
Figure 25: What would make you feel more motivated to take part in a fundraising event?



For those who wouldn't consider taking part in a distance event, the reasons for their reluctance are shown in Figure 26. By far the most significant barrier is a lack of fitness with nearly half (45%) of people stating this. The second biggest barrier was time to train with 22% citing this.

The promise of events

Figure 26: Barriers to participating in fundraising events



The current challenges around the cost of living and the prevailing national mood also raise themselves in the one in five (21%) people who don't like asking for money. While this is often seen as a challenge, the reality is different with 86% of people usually donating to someone fundraising for a challenge event. It's important for charities to communicate both fundraising ideas and templates for ways to fundraise to their participants to help remove this barrier.

While at an overall level 1 in 10 (11%) say they don't know people who'd take part with them, this is much more significant for younger age groups, with nearly double the amount (19%) of 18–24 year olds stating this. This points again towards the importance of sociability within fundraising challenge events. Removing concerns about this by promoting the fun of getting involved with the charities team could help unlock a new stream of potential fundraisers who currently feel locked out of events.

Figure 27 compares the two biggest barriers across different age groups. Potential racers between 25 and 44 have the least issues with health and fitness, but they are also the most likely to lack the time to prepare, with busy lives and perhaps young families. For charities targeting this group to take part in events, this may mean using widely different variants of social media advertising to tackle the two different issues.

The promise of events

Figure 27: Barriers to participating in fundraising events (by age)

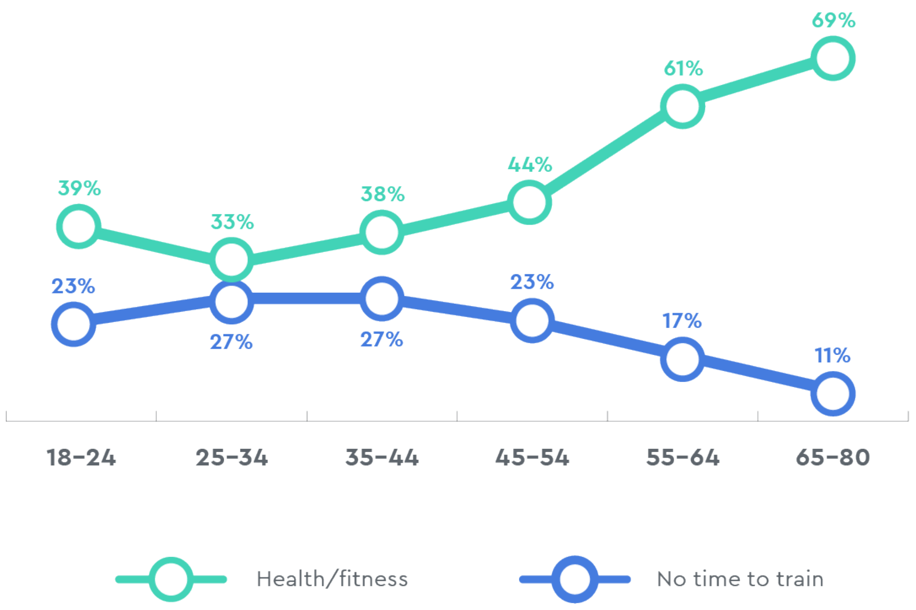


Figure 28 shows what the public think are the most important ingredients in their ideal charity event. Leading the way is fun with 53% of the public stating this, followed by sociable for 40%. These two factors point again to the post pandemic world, where people are looking for sociable activities, and perhaps hint to an intra culture wars world where the public is looking for fun events to take their mind off the current political environment.

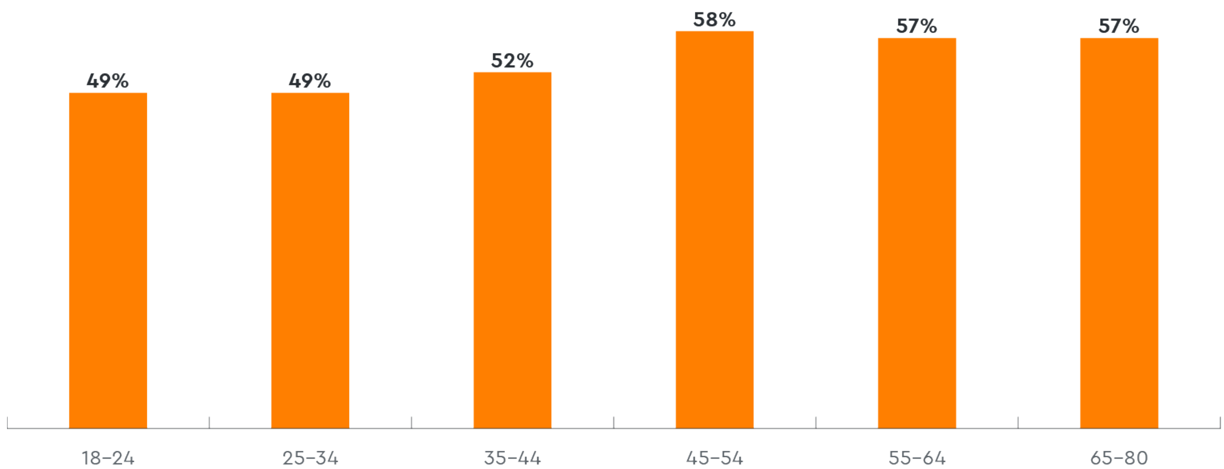
The next two elements are a well known cause (32%) and the activity being easy to sign up to (28%). The easy sign up element is even more important for 18–24 year olds, with nearly two fifths (37%) stating this as part of their ideal event. This is an important group for potential sign ups, so charities should be considering how they can integrate fundraising with their event sign up to make it as easy as possible for these people to get started raising money.

The promise of events

Figure 28: Ideal charity event factors

Fun is something that cuts across all age groups as shown by Figure 29 – underlining its importance for charities. Though this is perhaps an area not normally at the heart of campaigns from good causes, making sure that the public understand how much fun the event will be is a key part of driving both sign ups and fundraising.

Figure 29: Fun element for events (split by age)



The promise of events

Figures 30–32 compare some of the key elements the public are interested in across age groups. Figure 30 highlights the importance of easy sign up over a low effort activity for all age groups up to 65. This is an important consideration for charities to make sure they are factoring into their set up for events and campaigns, as any level of friction in an event registration process could risk putting off close to one in three potential participants.

Figure 30: Easy sign up vs low effort (split by age)

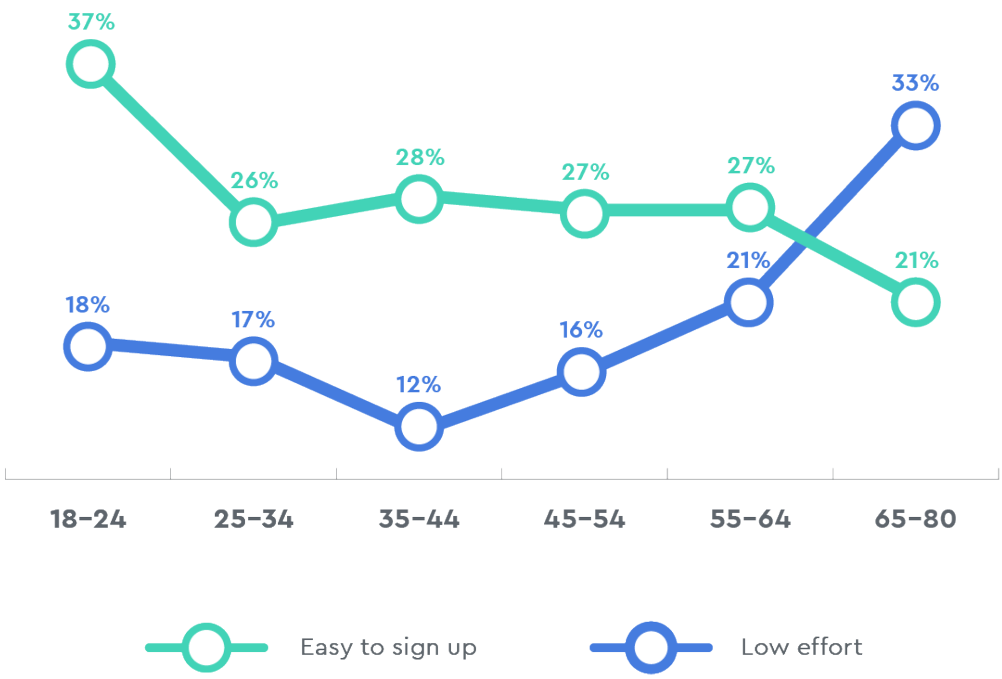
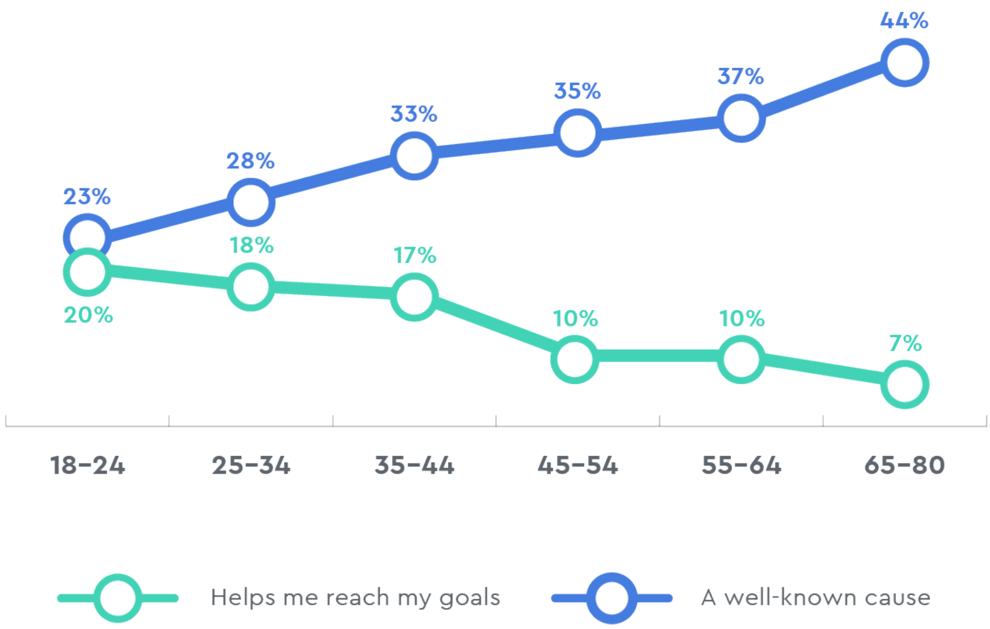


Figure 31 shows how being involved in a well known cause grows in importance through age groups - close to being twice as important for 65–80 year olds as for 18–24 year olds. Conversely reaching personal goals starts at a similar level of importance for 18–24 year olds but rapidly drops off throughout the age groups, with just 7% of 65–80 year olds considering this important.

The promise of events

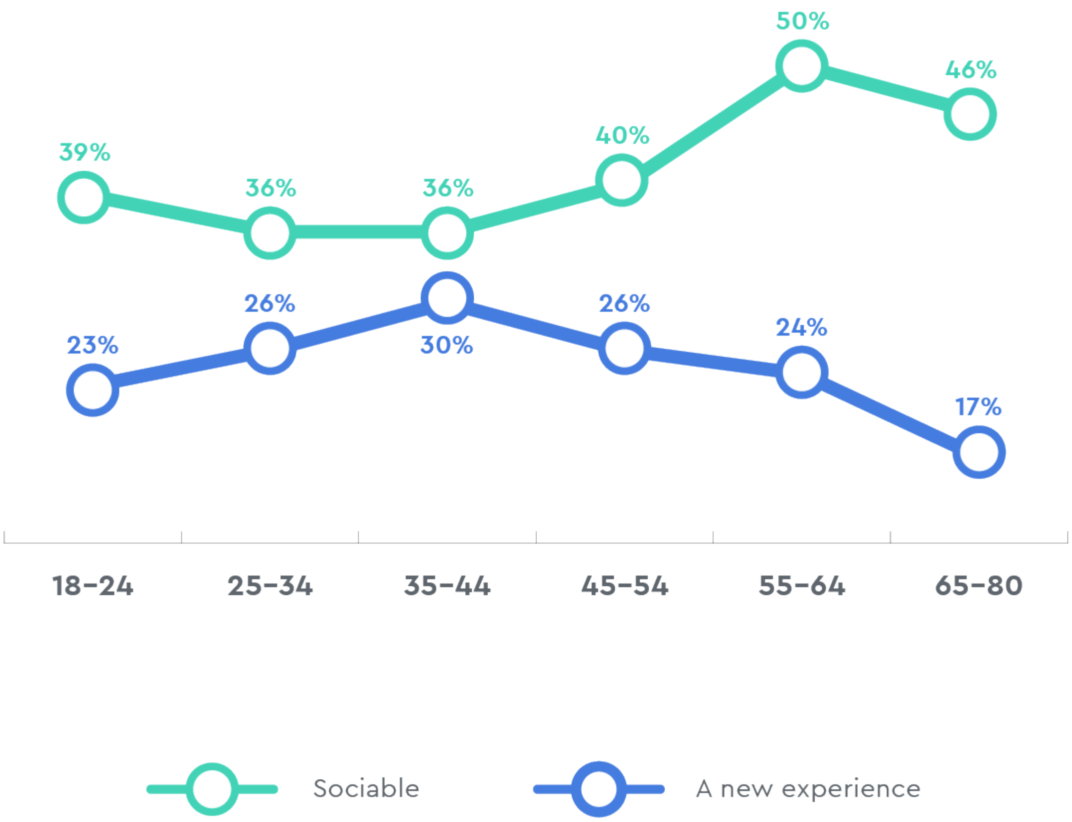
Figure 31: Challenges vs cause (split by age)



Finally, Figure 32 compares the importance of sociable activities vs new experiences. Sociable is a more important factor for all age groups peaking with 55–64 year olds. While new experiences are a less powerful factor, they are still an important element for all age groups, and particularly so with 35–44 year olds, where it is nearly ranked as highly as sociability.

The promise of events

Figure 32: Connections vs experiences (split by age)



There are significant opportunities for charities with events – 44% of the public are likely to take part this year and a further 10% are open to it. Sociability, fun and team are the key areas for charities to look to emphasise to help bring people into their activities. While not a panacea, these three elements can help to act as an antidote to the prevailing national mood after a challenging last four years.

Balancing fun and serious messaging

Balancing fun and serious messaging

Much like the economic backdrop, this quarter's results present a mixed picture. While donations have remained stable year on year, trust in charities has slipped back a little. Worries about job security are increasing, but conversely the gap between those feeling better and worse off is slowly contracting. And there is some evidence that the culture wars in the build to the election are already weighing a little heavy on the public. The brightest light in Spring is coming from events which show plenty of opportunity for charities if they align their activations with the public's desire for fun, sociable and team focused events.

These are the five key takeaways from this edition of the research:

1. **Spring forward:** 44% of the public are likely to get involved in charities' events this year, with another 10% open to it. This is a significant opportunity for charities to look to build on through 2024.

2. **Fun times:** Fun is a key element for the public's ideal charity event. Whatever the age group - fun is the most important element people are looking for. Building this into events and activations is a key consideration for good causes.

3. **Who cares?** More than half of the public do not believe the Conservatives care about those in need. This striking figure may be a result of the ongoing culture wars and also a factor in a generally lower mood across the country. For charities, this means the public have a higher expectation of them to both deliver their crucial services, and to lobby about the importance of their areas.

4. **A matter of trust:** While overall trust has remained robust, the amount of people with high trust in good causes has fallen back in the last three months. This may be partially down to a fall in trust in all institutions, but for charities it means balancing demonstrating their trustworthiness with showcasing their fun activations.

5. **Dream team:** Being part of a team is the most motivating factor for people looking to take part in fundraising events – even more important than where the money is spent. For charities, fostering this through WhatsApp, social and team fundraising pages will be important to deliver against the opportunity events present.

This is the fifteenth edition of the quarterly Donor Pulse research project from the Enthuse Intelligence team, looking at how the public's opinions on supporting charities and donating are changing over time.

About Enthuse

Enthuse is a fundraising, donations and events registration technology provider that has helped thousands of charities raise millions. Enthuse's solutions are customised under a cause's own brand and put the organisation in control of the data. This allows charities to build and nurture a loyal supporter base, raise more and ultimately have more impact. Enthuse was founded in 2012 and is headquartered in London, with operations in Scotland, Northern Ireland and the Republic of Ireland. Enthuse is also the official online fundraising partner for London Marathon Events and Great Run.

enthuse

t: +44 (0) 20 3872 2090

e: info@enthuse.com