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RICH DO GIVE MORE: “GENEROUS POOR” MYTH DEBUNKED

Contrary to an oft-touted and somewhat patronising myth, the richest in society are, in fact, the most likely to give and the most generous when they do give - according to a briefing out today.

Half (50%) of the wealthiest ten percent of households by income claim to have donated to charity within the last month, those actually giving averaging £60 per month; contrasting starkly with a mere one in seven (15%) of the poorest ten percent of households who claim to donate, those actually giving averaging just £14.

Who gives to Charity? – a briefing from leading not for profit sector think tank and research consultancy, nfpSynergy – is based on analysis of the most recent *Family Expenditure Survey*, a quarterly study which asks a representative sample of over 11,000 respondents from 6,000 UK households about how much they give to charity, and how often. The briefing comes ahead of nfpSynergy’s much-anticipated 21st *Century Donor* report, examining the broader habits and trends of charitable donors in the UK today – due for release early July.

Whilst true that those who *actually give* amongst the poorest ten percent of households donate a far larger percentage of their income than any other group – 3.2%, compared with just 0.8% of incomes donated by those that *actually give* from the wealthiest ten percent of households - any notion of a “generous poor” can be swiftly dispelled by the fact that relatively few of the poorest ten percent of households *do* in fact give.

Single women living alone are the most likely “household socio-demograph” to have given to charity in the last month – with one in three (28%) claiming to have donated, averaging £36 each over the period; contrasting starkly, if understandably, with just one in six (17%) of single parents claiming to have given, averaging just £11 each per month.

nfpSynergy’s Driver of Ideas, Joe Saxton, commented:

“This data highlights clear opportunities for fundraisers. Whilst the richest ten percent of households by income are the most generous in terms of frequency and size of donation, their giving remains a tantalisingly tiny portion of their wealth. And finer-grained analysis suggests that middle income households - already relatively likely to give – also have potential to give greater amounts when they so do. We anticipate many further such insights in our imminent 21st *Century Donor* report, out next month.”

A full copy of the briefing, “Who gives to Charity?”, can be downloaded for free at:
www.nfpsynergy.net

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Notes to editors:

- **nfpSynergy**

nfpSynergy (www.nfpsynergy.net) is the UK's *only* think-tank and research consultancy dedicated to the charity sector and not for profit issues. It provides ideas, insights and information to help voluntary and community organisations thrive in an ever-changing world. Regularly harvesting the social and charity-related views of public and parliament, media and business - not to mention not for profit organisations themselves - nfpSynergy has a vast and ever-growing knowledge pool from which to extract and deliver insights.

- **Joe Saxton, Driver of Ideas, nfpSynergy**

Joe Saxton co-founded *nfpSynergy* in 2002 after fifteen years experience in the voluntary sector, including as a director of the RNID (Britain's largest charity for deaf and hard of hearing people) and as a trustee of the RSPCA.

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Joe is Chair of the Trustees of the Institute of Fundraising (www.institute-of-fundraising.org.uk) - the professional body for fundraising and the largest individual representative body in the voluntary sector, with 4000 individual members and 200 organisational members. He was recently named one of the hundred most influential people in UK social policy by *The Guardian* and has been voted the most influential person in UK fundraising by *Professional Fundraising* for the last three years (see above release). Joe was named one of the *Ten People of Tomorrow* by public affairs agency, AS Biss, in 2006.

A well-known and respected voice within the charity world and frequent face at sector conferences, Joe has contributed - via original research, opinion pieces and interviews - to a wide range of specialist and mainstream media, both print and broadcast, from *Third Sector* and *The Guardian* to *BBC Breakfast* and *BBC Radio 4*.