

DATA. TRENDS. INSIGHTS.

# GETTING INVOLVED

How people make a difference

**NCL**O



# ACKNOWLEDGEMENTS

## Published by

NCVO

Society Building  
8 All Saints Street  
London N1 9RL

Published November 2017

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Registered charity number 225922

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# FOREWORD

As minister for civil society, I am delighted to write the foreword to this new NCVO report, *Getting Involved*. Encouraging participation is one of the key strategic priorities for the Department for Digital, Culture, Media and Sport (DCMS). That's because we know that participation in cultural, sporting and wider civil society activity is vital to our long-term goal to drive growth, enrich lives and promote Britain to the world.

The report evidences the rich tapestry of participation across Britain, detailing the who, what, where of participation and how trends have changed over time. It should be celebrated that three in five adults volunteer at least once a year and that we've seen a steady increase in young people's volunteering over recent years. Promoting social and community action at all ages, in particular volunteering, is a priority for us. That's why we've invested to grow the National Citizen Service, closely supported the #iwill campaign and helped to identify and accelerate more than 215 high-impact volunteering initiatives through the Centre for Social Action like in health and care.

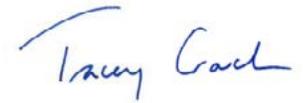
The facts should cause us to give thanks to the 700,000 charity trustees and the fully

half of the population who are members of clubs, including the 15% who are sports club members, that make active participation possible for all. The evidence also shows that community action – people participating in place – is an important trend, from the one-fifth already involved in local social action, to the now £100m in community shares and the growth in community shops and pubs. DCMS will continue to support this, from expanding Community Organisers, to the Cultural Development Fund and Sport England's Local Delivery Pilots.

The report highlights where more progress may be needed: improving the diversity of those who participate, encouraging more volunteering later in life and making the most of emerging digital and technology trends.

That's why this contribution from NCVO is so timely. I can see the close connections across participation in sports, culture and civil society as a whole and there is much to learn from common efforts. Over the coming months I look forward to continuing the conversations with everyone involved in civil society and beyond.

Finally, I would like to thank the NCVO team for putting in the time and effort to prepare this excellent report.



Tracey Crouch  
Minister for Sport and Civil Society



# PREFACE

This publication aims to give an overview of the different ways that people get involved in society. We've drawn on a range of sources to look at questions like who gets involved, how and where they get involved and whether participation has changed over time. It forms part of our Almanac series of publications that aim to inform and shape contemporary public policy on civil society.

I'm pleased to say that people's willingness to get involved in their communities and try to improve their world is as strong as ever, and it's something we should take every opportunity to celebrate.

But there are challenges. Among the most striking presented within this compendium is the question of diversity in formal volunteering. A notable divide continues to exist, with the wealthier and better educated people more likely to become engaged in formal volunteering.

NCVO has committed to be bold for volunteering and among our aims is to show the benefits of volunteering for our public services. But with overall volunteering levels remaining static, it's clear that organisations of all kinds will need to innovate in the sort of volunteering opportunities they are offering in order to grow their levels of

volunteering. Many are already thinking about and doing this, and we should all seek to learn from them.

We'll be reflecting more on the data contained here over the coming months. In the meantime, I hope you find *Getting Involved* as valuable as I have, and I would warmly welcome your thoughts.



Karl Wilding  
Director of Public Policy and Volunteering  
NCVO



# EXECUTIVE SUMMARY

Drawing upon trends, facts and statistics from a range of sources, this publication looks at whether participation has changed over time, who gets involved and how and where people get involved.

## **There is no overall decline of participation**

Whether people's involvement and contribution to society has changed over time varies according to activity. While levels of volunteering and charitable giving have remained relatively stable, membership rates have fallen for many types of organisation, including trade unions, religious organisations and tenants' associations. Membership to political parties has experienced a sharp drop since the 1980s, however the Labour party has seen a significant increase in numbers since 2015. Political participation more generally has been in decline for many years, but recently voter turnout has picked up. One area that has grown significantly is ethical consumerism, which is based more on individual actions and is perhaps more embedded in people's everyday lives or driven by lifestyle choices. Looking at trends over time remains difficult because

## **'Over one in four people formally volunteer once a month and about one-fifth of the UK population is involved in social action in their local community.'**

surveys and metrics with a time series may not capture new activities (such as online activities) and potentially miss out on people who are engaged.

## **People get involved in a huge variety of activities**

Around half of the population is a member of an organisation with sports clubs being the most popular type of membership organisation. Over one in four people formally volunteer once a month and about one-fifth of the UK population is involved in social action in their local community. People are also engaged in different types of political action, ranging from voting and campaigning to signing petitions or taking part in demonstrations. More than 60% of people donate to charity within one year, and large amounts of money for good

causes are raised through various channels, including mass participation and individual fundraising campaigns. People are also making statements on the kind of society they want to live in by consuming in a more ethical way, purchasing ethical goods, recycling or sharing skills.

## **People are engaged almost everywhere**

People get involved in many different ways in their local community but also at national or international levels. Generally, people feel that they have more influence at a local level than at a national level and one in five people are engaged in local social action. Significant amounts are raised every year for causes abroad and international disasters. Many community groups and charities, and the services they provide, are highly dependent on the involvement of people who willingly give their time for free. But people don't just volunteer in the voluntary sector, the numbers of people involved in public services are also significant: over three million people volunteer in the health and care sector, about 300,000 are school governors and about 100,000 help run libraries. Given

that overall levels of volunteering have remained stable for a long period, it may be necessary for public services to innovate if they are to attract more volunteers.

### **Online opportunities are growing**

Technology has continued to add to an increasing diversity of activities. Social media and online tools have helped to mobilise large numbers of people all around the globe, sometimes through effectively linking online and offline activities. Virtual volunteering has provided people with flexible opportunities, giving them more scope to volunteer when it suits them. For now, cash still remains the most common way that people give to charity, but technology has led to new ways of giving money, including crowdfunding platforms, digital currency, contactless payments and many more. Some critics suggest that the impact of online participation or what some

**‘Social media and online tools have helped to mobilise large numbers of people all around the globe.’**

have called ‘slacktivism’ is limited. However, technology has shown at times that it can disrupt some of the mechanisms that previously prevented people from getting involved and help offline participation reach its full potential.

### **In terms of people, participation lacks diversity**

While there is great diversity of activities, the picture is quite different when looking at who is involved. Even though overall numbers of people involved are significant, the levels and types of involvement vary a lot according to demographics. The largest differences concern socio-economic status and education, with people in higher social grades and a higher level of education being more likely to get involved. Additionally, a disproportionate amount of time is given by only a small group of people, the civic core. Formal activities (volunteering through a group or organisation, trusteeship, voting or campaigning) are more exclusive and predominantly attract people from more well-resourced and highly educated backgrounds. Over the last decade there has been minimal change in the demographics of who gets involved,

**‘Formal activities are more exclusive and predominantly attract people from more well-resourced and highly educated backgrounds.’**

despite technology removing some of the barriers to getting involved and offering opportunities that are less formal.

### **Context is key to understanding involvement**

Individual and wider context is key to understanding why, how and when people get involved. Participation isn’t linear but changes according to people’s life course, age, personal situation, motivations and interests. Three-quarters of people move in and out of volunteering and do not volunteer consistently over time. Who gets involved also reflects wider social and economic trends. For example, patterns of income distribution impact upon who gets involved in activities such as charitable giving and ethical consumerism, and people in low-paid jobs or under pressure to care for others might not be able to find the

time to volunteer. Additionally, the activities that men and women get involved in mirror existing gender divides in society.

This publication draws together trends, facts and statistics relating to participation from a range of different sources. It forms part of our Almanac series of publications that aim to inform and shape contemporary public policy on civil society. The publication is divided into four sections.

### Is participation changing?

This section focuses on trends in people's involvement, including volunteering, charitable giving, political engagement and ethical consumerism.



### Who gets involved?

This sections looks at the people who participate and the differences in demographics, including gender, age, ethnicity, social class and education, religion, and disability.

### What do people do?

This section looks at the different activities people can get involved in, ranging from volunteering and social action, to political engagement, campaigning, charitable giving and ethical consumerism.

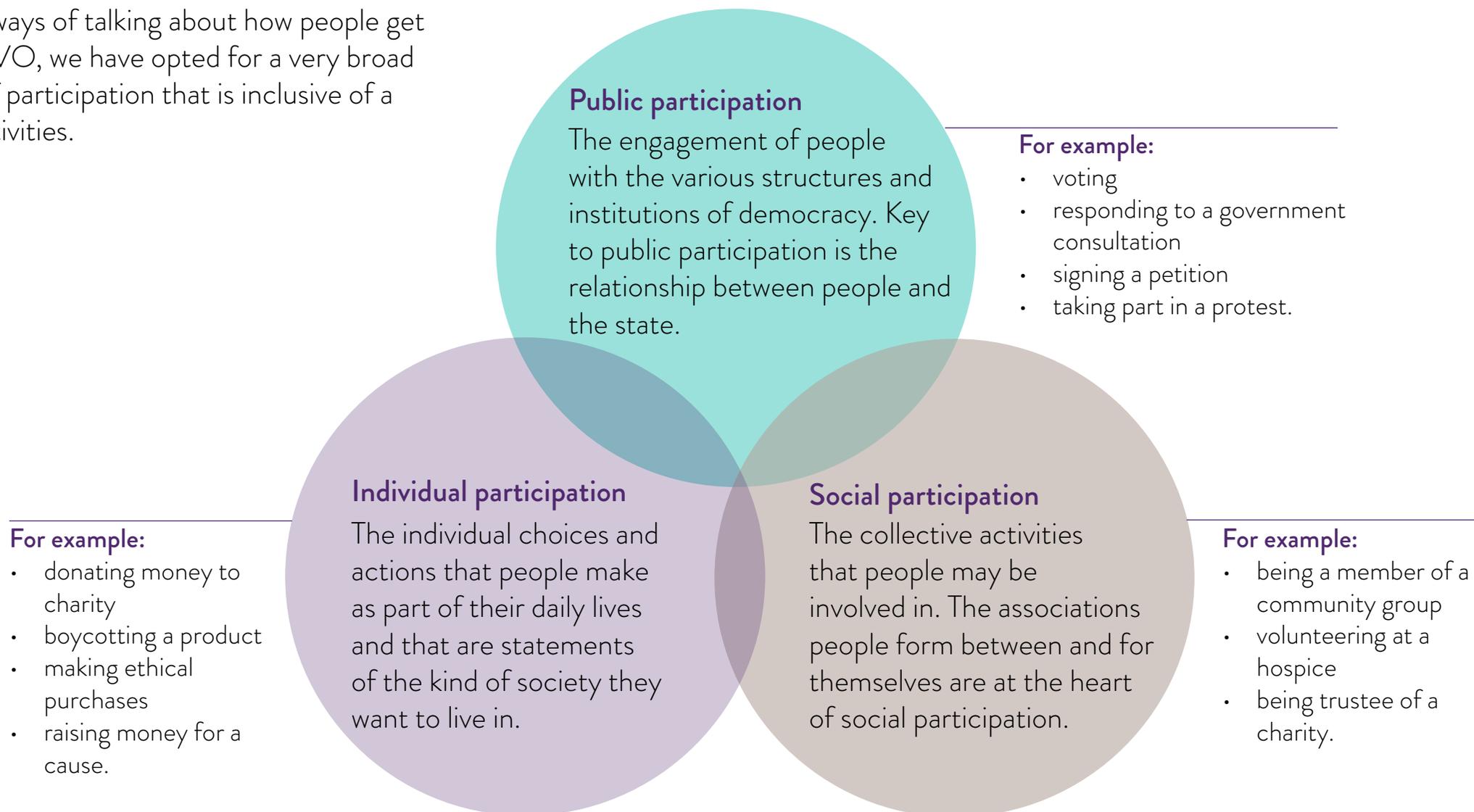


### Where do people get involved?

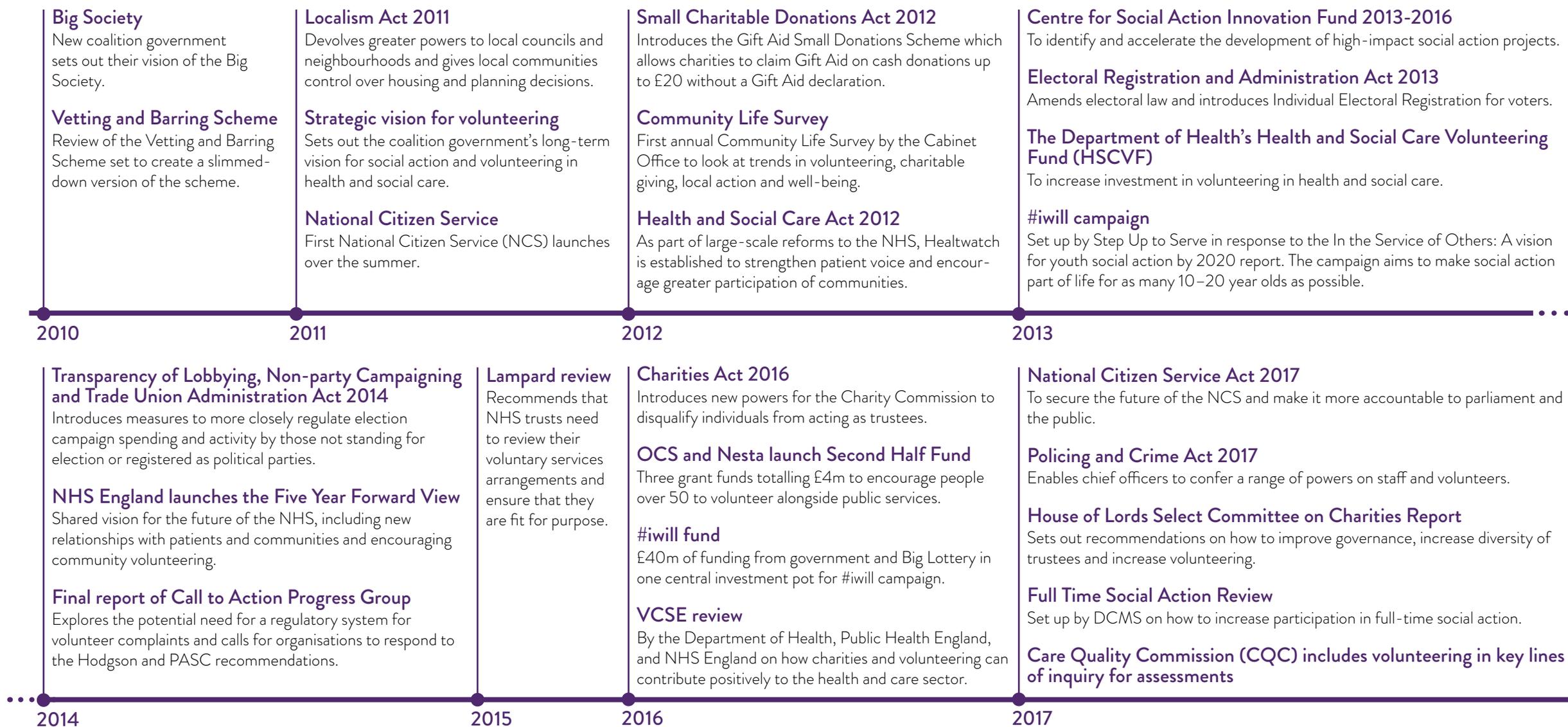
People can get involved in a wide variety of spaces and places, including institutions and buildings. This section also looks at participation in different sectors, across the country, around the world and online.

# HOW DO PEOPLE GET INVOLVED?

There are many ways of talking about how people get involved. At NCVO, we have opted for a very broad understanding of participation that is inclusive of a wide range of activities.



# POLICY TIMELINE 2010-2017



# IS PARTICIPATION CHANGING?

## Membership rates have generally fallen, with some exceptions

In the case of membership of political parties and trade unions, there has been a sharp decrease since the 1970s, although membership of the Labour party has increased significantly in recent years. Membership levels for other types of organisations, such as sports clubs and religious groups, have also dipped over time, although professional organisations have seen some growth in membership.

## Voter turnout has picked up

While the downward trend in voter turnout had raised concerns about political disengagement, particularly in the early 2000s, recent turnout figures tell a different story. The 2017 general election had the highest turnout rate at a general election since 1997. It's worth noting though that the highest recent turnout rates were recorded for single-issue votes at the EU and Scottish referendums.

## Civic engagement proves difficult to cultivate

Despite a policy emphasis on devolution

and localism, civic activism which relates to involvement in local decision making and service provision has remained largely stable since 2005. In addition, engagement in local consultations and other forms of engagement in democratic processes have gradually decreased over the same period.

## However, levels of volunteering remain consistent ...

Volunteering rates have remained relatively stable since 2001. Just over one in four people formally volunteer (give unpaid help through a club or organisation) at least once a month. This is the same proportion of people as in 2001. In contrast, formal volunteering in the 16–25 age group has been increasing since 2011/12. This age group is now the most likely to be undertaking formal volunteering.

## ... and the public continues to support charities financially

Charitable giving appears to have fluctuated over the last decade but this could be due to changes in survey methodology. Overall, the general public's willingness to give to charity has remained strong despite difficult economic circumstances.

## Ethical consumerism continues to grow

While other areas have decreased or remained stable, there was a significant growth in ethical consumerism. This could be driven by actions that are more embedded in people's everyday lives or by other lifestyle choices like being healthier.

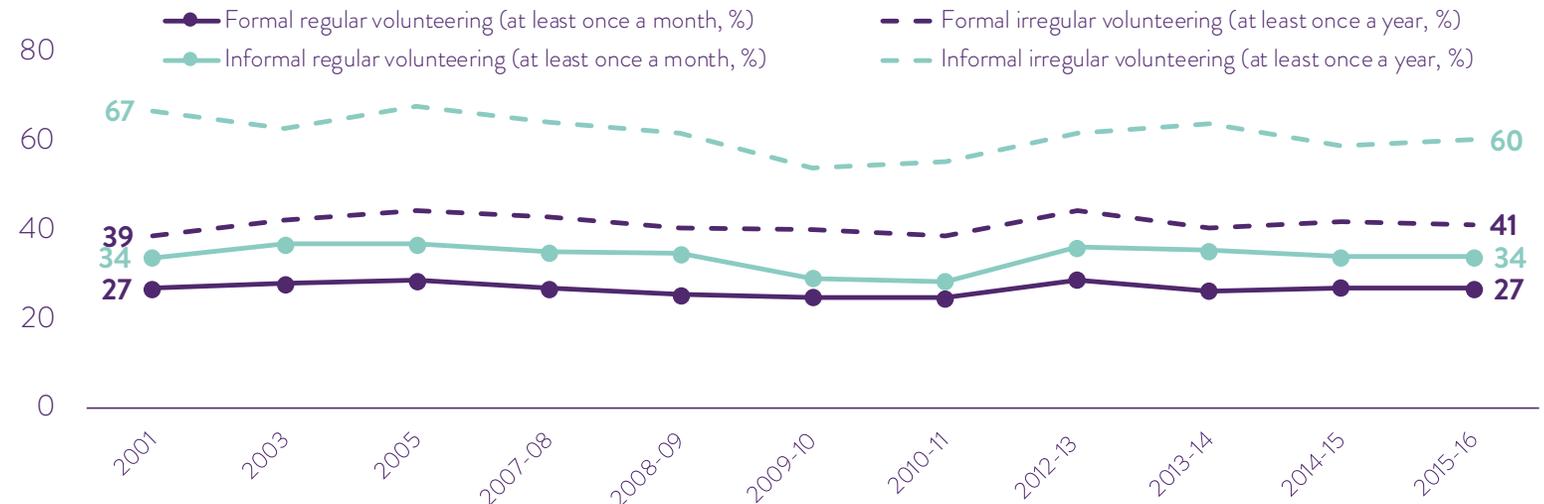
## Caution is needed when discussing trends

Looking at how people's level of involvement has changed over time is particularly challenging because there are so many different activities to cover and surveys with a long enough time series are scarce. Some surveys have changed their methodology and this makes comparisons year on year difficult. In addition, most of these surveys do not fully capture new ways of getting involved (eg online activities).

# VOLUNTEERING

Rates of regular and irregular volunteering have remained stable since 2001. The same proportion of people formally volunteer (giving unpaid help through a club or organisation) once a month in 2001 and 2015/16 (27%). Informal volunteering (giving unpaid help to someone who is not a relative) is slightly more volatile, particularly irregular informal volunteering which currently stands at 60%, down from a 2005 peak of 68%.

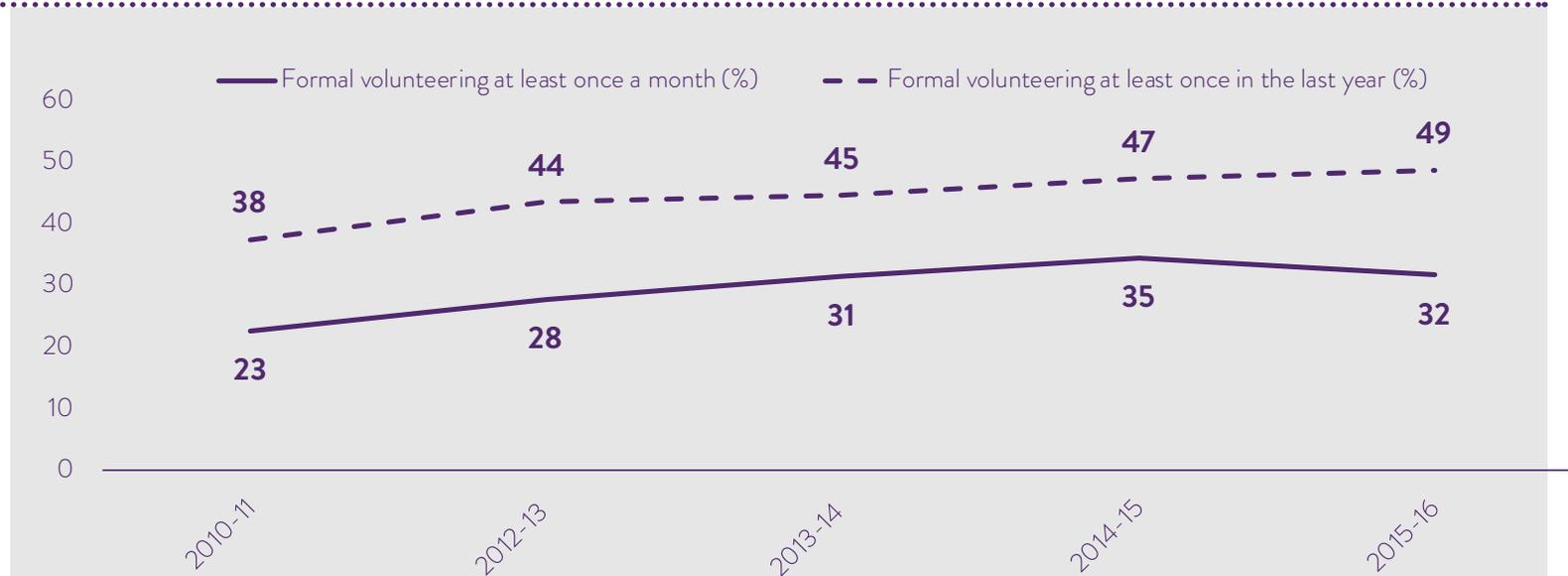
*Citizenship Survey; Community Life Survey*



## YOUNG PEOPLE VOLUNTEERING

Rates of formal volunteering among young people (16–25) have seen a steady increase in recent years. These increases may have been influenced by a number of factors including the establishment of youth-focused volunteering programmes (eg the National Citizen Service), the 2012 Olympic Games and a tough employment market.

*Citizenship Survey; Community Life Survey*



# MEMBERSHIP

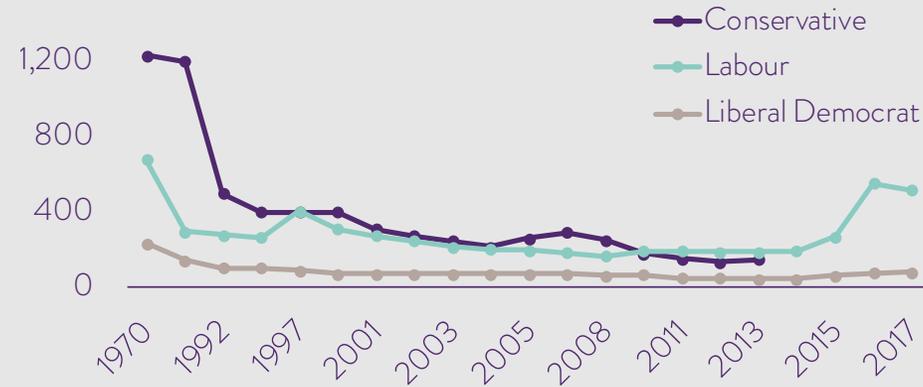
BHPS (1997 & 2007); Understanding Society survey (2015)

## POLITICAL PARTIES

Membership of the three main political parties has been in decline since the 1970s. However, since 2014 the Labour party has seen a rapid growth in membership, reaching 554,000 members in 2016 although this also includes affiliated supporters.

*Keen & Apostolova (2017) Membership of UK political parties, Briefing Paper No. SN05125*

Party membership (000s)

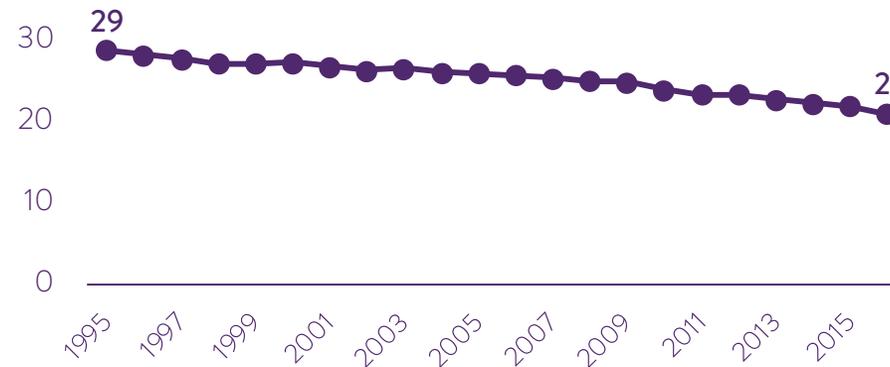


## TRADE UNIONS

In 2015 membership of trade unions stood at 6,949, the lowest level recorded since 1940. This represents a 38% decrease from 1970, when union membership peaked. Trade union membership as a proportion of the workforce has also dropped to 21% in 2016.

*Labour Force Survey (2016) & Department of Employment Statistics Division (1892-1974); Certification Office (1974-2015)*

Trade union membership as proportion of workforce (%)



## TYPES OF ORGANISATION

Memberships of sports clubs, religious groups and tenants/residents groups have fallen since 1997. However, membership of professional organisations is now higher than it was in both 1997 and 2007.

Membership by type of organisation (%)



# POLITICAL ENGAGEMENT

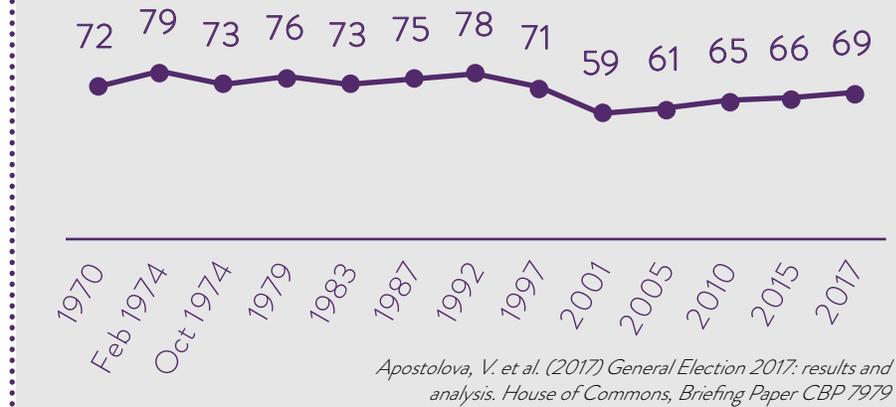
## VOTING

Voter turnout is seen as a key indicator of political engagement and has decreased in the UK over the past decades. Although there were slight increases at the last four general elections, turnout remained below that of post-war general elections up to 1992. Turnout at the June 2016 EU referendum was 72.6%, higher than any UK general election since 1992. Certain groups, including young people, ethnic minorities and DE social grades<sup>1</sup>, are less likely to vote than others. However, in the latest general election in 2017, the turnout among the 18–24 age group saw the largest change, increasing from 38% to 54%.

<sup>1</sup> See Appendix I for an explanation

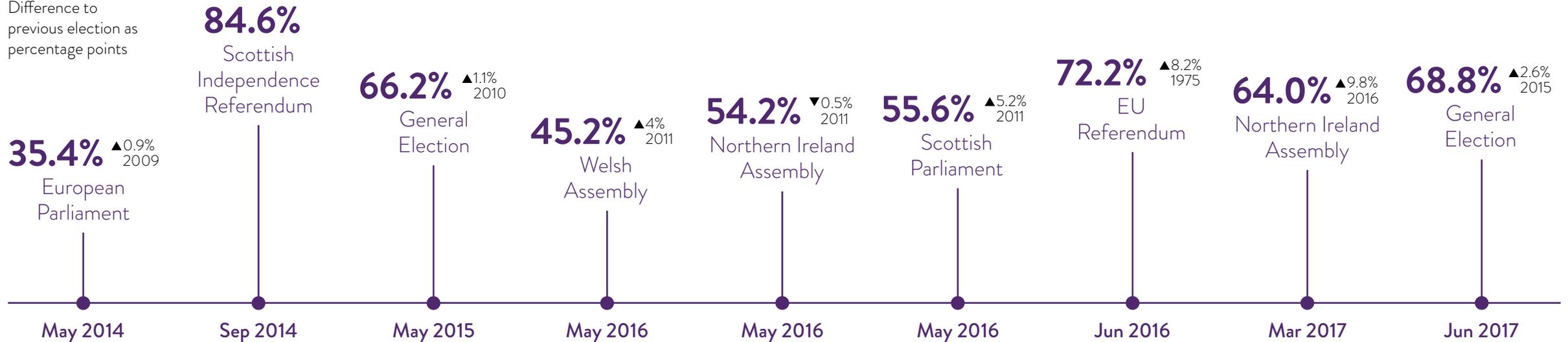
Audickas, L., Hawkins, O., & Cracknell, R. (2017) UK Election Statistics: 1918–2017. House of Commons, Briefing Paper CBP7529.; Apostolova, V. et al. (2017) General Election 2017: results and analysis. House of Commons, Briefing Paper CBP 7979; Ipsos MORI (2017) How Britain voted in the 2017 election.

Turnout at general elections 1970-2017 (%)



## Turnout at major elections and referendums 2014-2017

Difference to previous election as percentage points



# CIVIC ENGAGEMENT

Beyond voting, there are a number of other types of civic activity that people get involved in. These can range from signing a petition to being a local councillor. Rates of civic participation have dipped in recent years and civic consultation has also seen a gradual decline since 2005. Civic activism has remained stable over time.

## Community Life Survey definitions

### Civic participation

Wider forms of engagement in democratic processes, such as contacting an elected representative, taking part in a public demonstration or protest, or signing a petition.

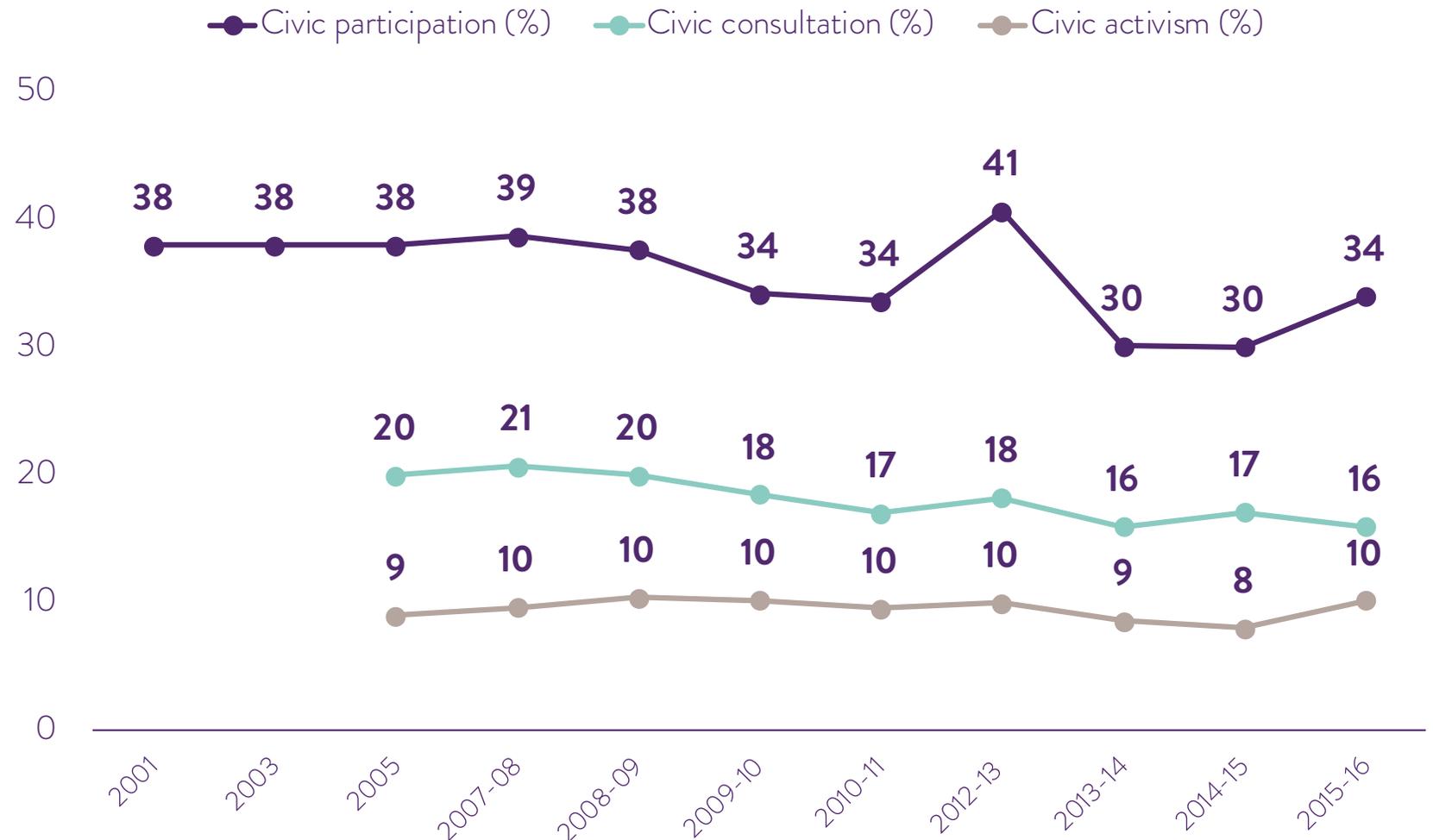
### Civic consultation

Active engagement in consultation about local services or issues through activities such as attending a consultation group or completing a questionnaire about these services.

### Civic activism

Involvement in direct decision making about local services or issues, or in the actual provision of these services by taking on a role such as a local councillor or school governor.

Proportion of people who have taken part in some form of civic engagement within the last year



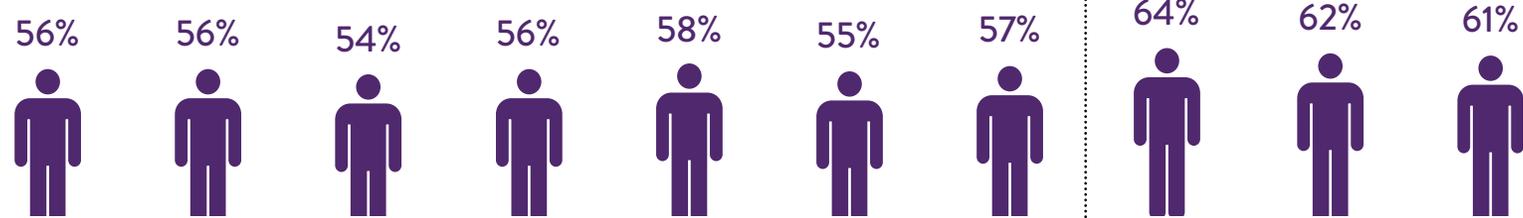
Citizenship Survey; Community Life Survey

# CHARITABLE GIVING

Charitable giving is influenced by a range of internal and external factors. People’s motivations and relationship to a charity, as well as a country’s economic situation, inflation rates and unemployment rates can impact the level of giving. Despite there being real-term drops in both take-home pay and disposable income during the last 10 years, the public’s determination to give to charity has remained strong. Between 2006/07 and 2016, the proportion of people giving in the last year has remained relatively stable (between 54% and 61%), as have the total amounts donated by individuals to the voluntary sector.

*CAF (2017) UK Giving 2017; CAF (2016) Gross domestic philanthropy: An international analysis of GDP, tax and giving.; NCVO UK Civil Society Almanac 2017*

## Proportion of people giving to charity



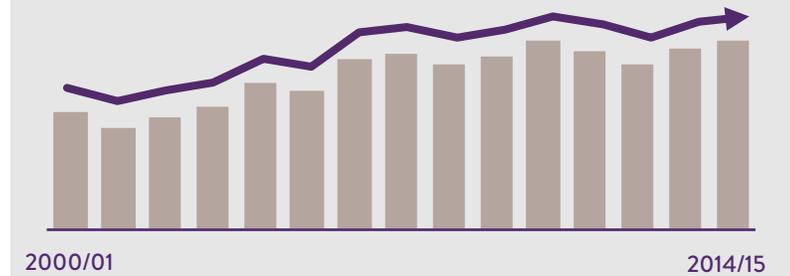
## Donation per donor



## Total amounts given to charities

Income from individuals made up 45% of the total income of UK charities in 2014/15. Donations provided the largest share of the income that voluntary organisations received from individuals: they have increased since 2000/01 and were £7.6bn in 2014/15.

## Individual donations to UK voluntary sector (£m)



A survey of individuals’ charitable giving behaviour estimates that a total of £9.7bn was given to charity by individual donors in 2016. Different methodologies and data sources mean that these estimates differ from each other.

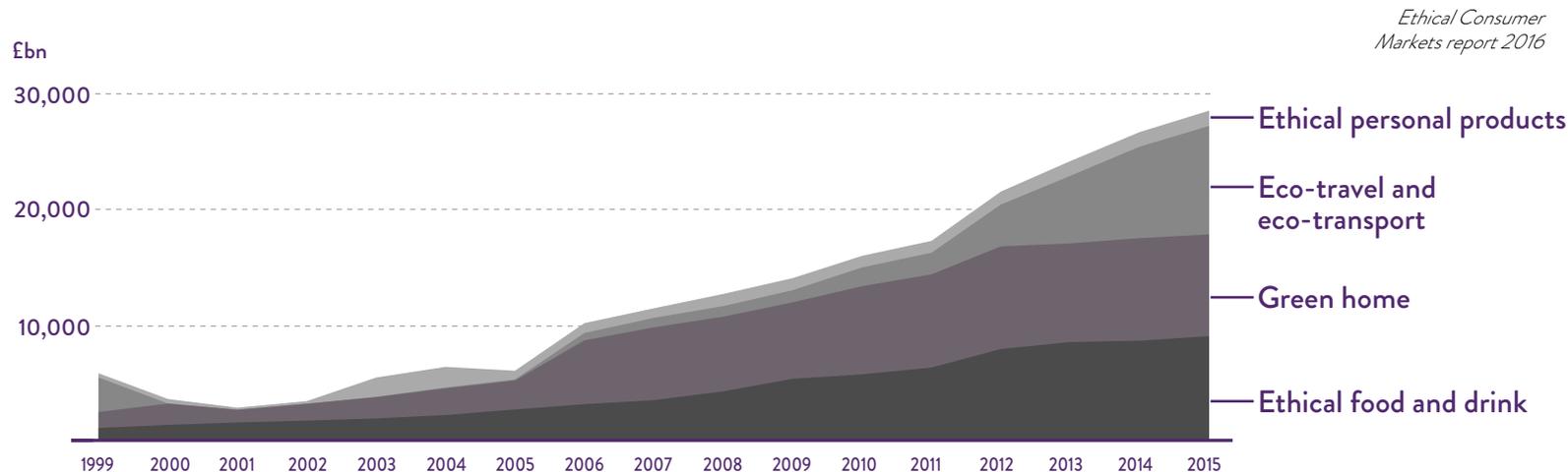
*CAF (2017) UK Giving 2017; NCVO UK Civil Society Almanac 2017*

# ETHICAL CONSUMERISM

Over the last 15 years, ethical consumer markets have continued to grow and move into new product areas, eg ethical jewellery, or new forms of consumerism such as ‘co-consumption’ (people sharing items rather than purchasing them). For three years, there has been a decline in personal boycotts, while most ethical markets have grown or remained stable. Over the last few years, eco-travel and eco-transport have seen a significant growth. Sales of vegetarian products grew by 6.3% in 2015, while the number of vegans in Britain has risen by 360% between 2006 and 2016. A recent study found that supermarket shoppers who say they prioritise ethical considerations are more likely to be middle-aged.

*Ethical Consumer Markets report 2016; Ethical Consumer Markets report 2013; www.vegansociety.com/whats-new/news/find-out-how-many-vegans-are-great-britain (17/07/2017); Jayawardhena, C., Morrell, K. & Stride, C. (2016) Ethical consumption behaviours in supermarket shoppers: determinants and marketing implications. Journal of Marketing Management, 32(7-8), 777-805.*

## Ethical markets in the UK, 1999-2015

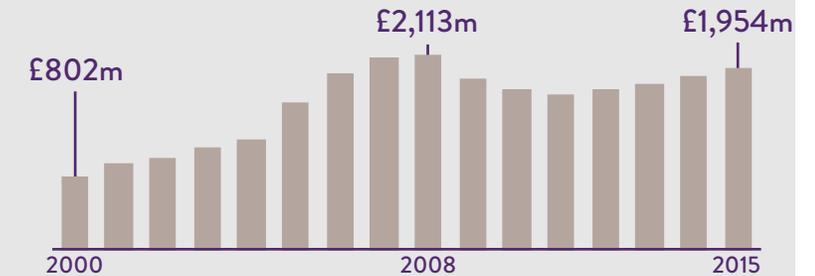


## Organic market

*Soil Association (2016) Organic market report 2016*

After a dip in sales from 2008, the UK organic market started to grow again in 2011.

### UK sales of organic products



## Fairtrade market

Fairtrade took off as an idea in the 1980s and led to the set up of the Fairtrade Foundation in 1992. Twenty-five years later, the certification scheme is a \$2bn-a-year global operation.

**80%** of people in the UK recognise the Fairtrade Foundation's logo

**2015** UK sales fall for the first time since the Fairtrade Foundation launched

*www.theguardian.com/business/2015/feb/23/fairtrade-sales-fall-first-time-20-year-existence (27/06/2017); www.theguardian.com/global-development/2017/jun/24/fairtrade-crashing-down-sainsburys-tesco-tea-growers-nairobi (27/06/2017)*

# WHO GETS INVOLVED?

## There is a lack of diversity

While there is a huge diversity of activities, the picture is quite different when looking at who is involved. Levels and types of involvement vary according to demographics. The greatest disparities concern socio-economic status and education level: people in higher social grades and with a higher level of education are more likely to get involved in most activities. Likewise, people contributing a disproportionate amount of time – the ‘civic core’ – are drawn predominantly from the most prosperous, middle-aged and highly educated sections of the population.

## Formal activities are less inclusive

Differences in participation rates between higher and lower levels of education are smaller for informal volunteering (that involves giving unpaid help to someone who is not a relative) than formal volunteering (that takes place in the context of a group or organisation) or trusteeship and involvement in political action, including voting or campaigning. This is also true for differences between social grades and ethnic groups, suggesting that more formal

activities present more barriers to getting involved.

## Demographics remain largely unchanged

There has been minimal change in the demographics of who gets involved. Previous research in the last decade and over has found participation to be unequal, with people who get involved the most being well-resourced and well-educated.

## Online opportunities: a game changer?

Many people have argued that new technologies and social media have the potential to remove some of the barriers to getting involved by offering spaces for participation that were less formal. There has certainly been significant growth in the many ways people can get involved online. Online participation may have made it easier to access opportunities, however it does not, as yet, seem to have led to greater diversity and equality overall.

## Participation is embedded in everyday life ...

Individual context is key to understanding participation: it changes over people’s life course and people tend to get involved in different ways according to age, life stage and personal situations, motivations and interests.

## ... and reflects wider social trends

But people’s involvement also mirrors what happens in society more widely. For instance, participation in activities involving money, such as charitable giving or ethical consumerism, echo broader patterns in income distribution. Furthermore, the gendered dimension of participation reflects existing gender divides in society. Women are found to engage in different volunteering activities than men, are more involved in informal volunteering and spend more time volunteering per day. Participation in activities involving money, such as charitable giving or ethical consumerism, echo broader patterns in income distribution.

# AGE

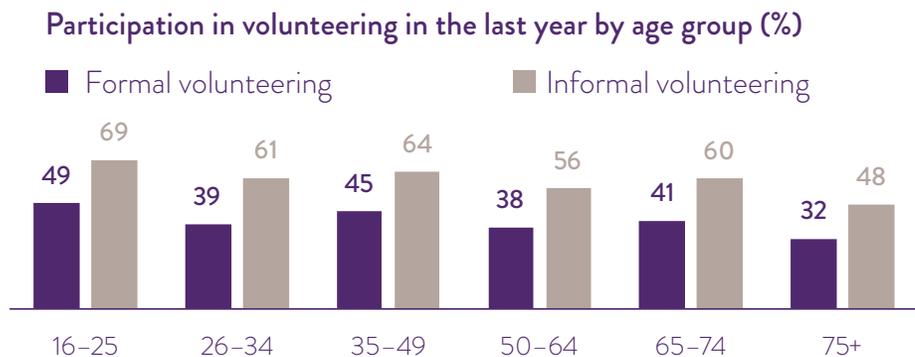
## VOLUNTEERING

*Community Life Survey (2015/16); ONS (2017) Changes in the value and division of unpaid volunteering in the UK: 2000 to 2015.*

Younger people are the most likely age group to formally volunteer regularly: 32% of 16–25 year olds volunteered at least once a month versus 27% overall. They also spend more time volunteering: 17 minutes per day compared with 13.7 minutes overall. People in the next age group up are the least likely to volunteer regularly (21%).

### Volunteering in later life and barriers for over-75 year olds

Annual volunteering rates for 65–74 year olds are roughly the same as for all volunteers but rates decline sharply among the 75+ age group. Of all over 75-year olds, 45% cite illness and disability as a barrier to volunteering, and 57% say that they are ‘feeling too old’.



## YOUTH SOCIAL ACTION

In 2015, 42% of 10–20 year olds took part in some type of social action. Schools and colleges are the most important routes to social action, followed by family, friends and structured programmes. One example is the National Citizens Service (NCS) which launched in 2011 and had around 93,000 participants in 2016.

### Participation by activity

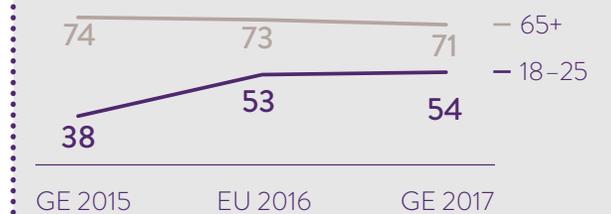


*Ipsos MORI (2015) Youth social action in the UK – 2015. A face-to-face survey of 10–20 year olds in the UK*

## VOTING

Turnout of 18–25s year olds (54%) in the 2017 general election (GE) was 17% lower than for over-65 year olds, but the gap appears to be closing.

### Turnout at recent elections (%)



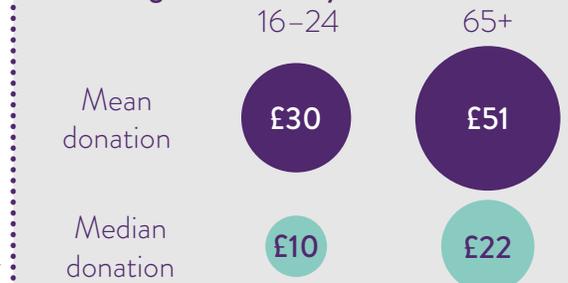
[www.ipsos.com/ipsos-mori/en-uk/how-britain-voted-2017-election?language\\_content\\_entity=en-uk](http://www.ipsos.com/ipsos-mori/en-uk/how-britain-voted-2017-election?language_content_entity=en-uk) (27/07/2017)

## GIVING

*CAF (2017) UK Giving 2017*

The mean and median amounts given both increase with age: 16–24 year olds give a mean amount of £30 compared with £51 for 65+.

### Amounts given to charity

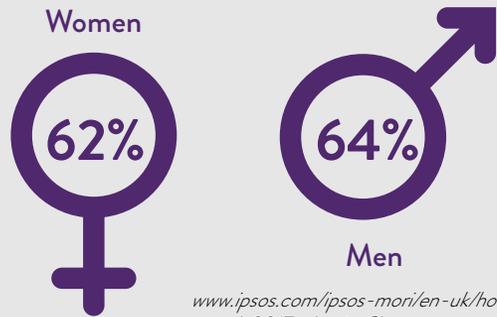


# GENDER

## POLITICAL ENGAGEMENT

### Voting

Around two-thirds of men and women were estimated to have voted in the 2017 general election.

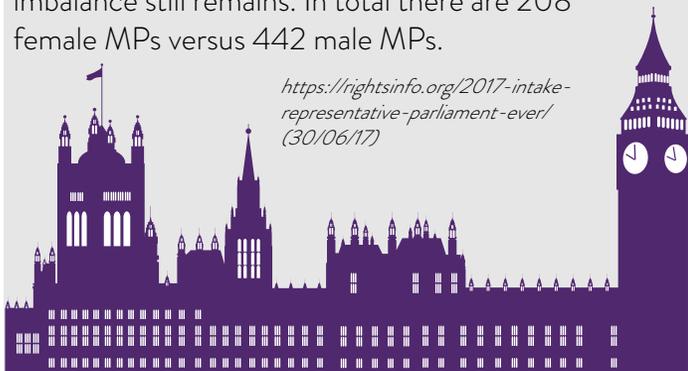


[www.ipsos.com/ipsos-mori/en-uk/how-britain-voted-2017-election?language\\_content\\_entity=en-uk](https://www.ipsos.com/ipsos-mori/en-uk/how-britain-voted-2017-election?language_content_entity=en-uk) (27/07/2017)

### Parliament

In 2017 a record number of female MPs were elected to the House of Commons, although a gender imbalance still remains. In total there are 208 female MPs versus 442 male MPs.

<https://rightsinfo.org/2017-intake-representative-parliament-ever/> (30/06/17)



## VOLUNTEERING

Levels of formal volunteering in the last year are almost identical for men (41%) and women (42%).

But women are more likely to regularly volunteer informally (38%) than men (30%).

### Volunteering activities

The most popular activity for both genders is organising or helping to run an activity or event (32%). However, men are more likely to provide transport or driving (17%) than women (10%) and are twice as likely to act as a representative (14% vs 7%). Women tend to focus more on visiting people (16%) than men (10%).

*Community Life Survey (2015/16)*

*Community Life Survey (2015/16)*



## SOCIAL ACTION

Nearly twice as many men as women say they have not engaged with any charitable or social activities, such as donating to a charity or buying an ethical product, in the last year.

Not engaged in charitable or social activity

Men 14%



Women 8%



*CAF (2017) UK Giving 2017*

## CHARITABLE GIVING

*Community Life Survey (2015/16); CAF (2017) UK Giving 2017*

### Likelihood to give

Women are more likely to donate on a monthly basis (77%) than men (70%). They are also less likely to say they rarely or never give to charity (12%) than men (24%).



### Average donation

Men tend to have a higher mean donation (£45) than women (£35), suggesting that men are more likely to give a high-value donation. However, the median donation for women (£20) is higher than for men (£15).



# SOCIAL CLASS AND EDUCATION

## CHARITABLE GIVING

Those in the highest social grades (AB) are more likely to give on a monthly basis than those in the lowest social grades (DE). ABs are more likely to donate to medical charities (31%) or overseas aid (23%) whereas DEs are more likely to give to animal welfare (31%).

CAF (2017) UK Giving 2017

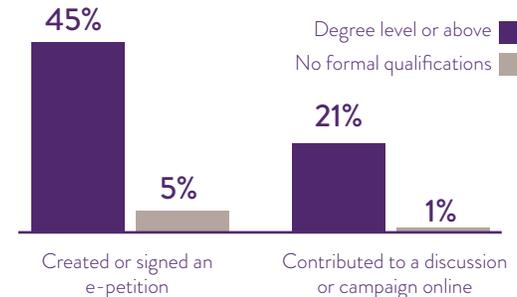
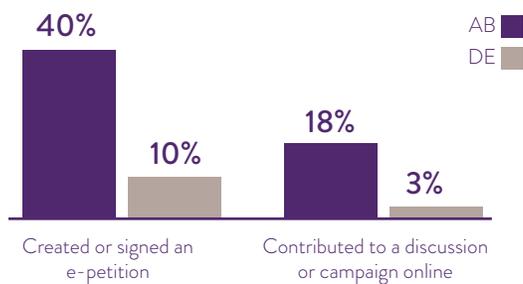
% giving monthly  
 ABs **32%**  
 DEs **22%**



## ONLINE ACTION

Social grade and education level affect whether people participate online, eg through e-petitions or other platforms, such as social media.

Hansard Society (2017) Audit of Political Engagement 14



## BOYCOTTS

Highly educated people are more likely to take part in boycotts.

Hansard Society (2017) Audit of Political Engagement 14

### Boycotted a product in the last year

**Social grade**  
 ABs **19%**  
 DEs **4%**

**Education**  
 Degree level or above **23%**  
 No formal qualifications **3%**

## VOLUNTEERING

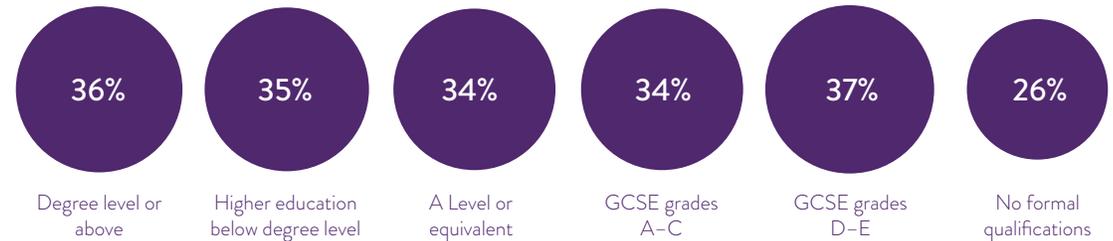
Community Life Survey (2015/16)

People who are highly educated are more likely to volunteer formally once a month but levels are fairly similar for informal volunteering rates.

### Formal volunteering (once per month)



### Informal volunteering (once per month)



## POLITICAL ACTION

Hansard Society (2017) Audit of Political Engagement 14

Those in higher social grades and those with higher qualifications are more likely to take political action than people in lower social grades and lower qualifications.



### Participation in political action (mean scores)

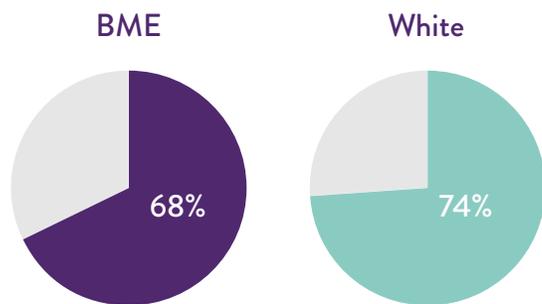
**Social grade**  
 ABs **5.23** > **2.05** DEs

**Education**  
 Degree or above **3.03** > **0.69** No formal qualifications



# ETHNICITY

## CHARITABLE GIVING



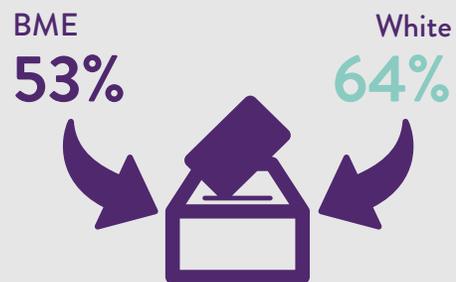
White people are slightly more likely to have given money over the past four weeks than black and minority ethnic (BME) people.

*Hansard Society (2017) Audit of Political Engagement 14*

## POLITICAL ENGAGEMENT

### Turnout

Estimated turnout in the 2017 general election was markedly higher for white people.



[www.ipsos.com/ipsos-mori/en-uk/how-britain-voted-2017-election?language\\_content\\_entity=en-uk](http://www.ipsos.com/ipsos-mori/en-uk/how-britain-voted-2017-election?language_content_entity=en-uk) (27/07/2017)

### Parliament

In 2017 **52**

BME MPs were elected to sit in the House of Commons. This is the highest ever level of BME representation in the House of Commons.

<https://rightsinfo.org/2017-intake-representative-parliament-ever/> (30/06/17)

### Interest



White people are more likely to say that they are at least 'fairly interested' in politics (56%) than BME people (34%).

*Hansard Society (2017) Audit of Political Engagement 14*

### Knowledge



More white people claim to know at least 'a fair amount' about politics (51%) than BME people (37%).

### Satisfaction



Despite lower levels of interest and knowledge, BME people are more satisfied with parliament (34%) than white people (29%).

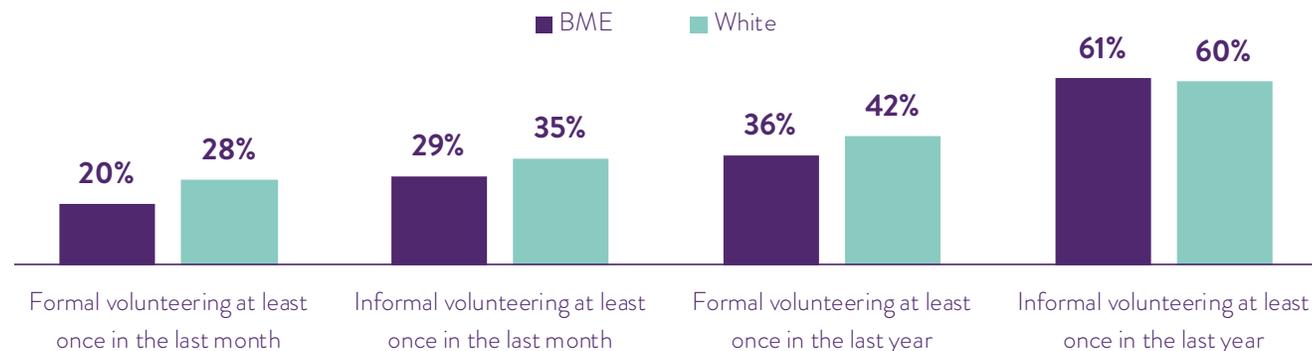
## VOLUNTEERING

In 2015/16, one in five BME people had formally volunteered at least once in the last month versus just over one in four white people. There is a similar gap when looking at formal volunteering rates within the last 12 months.

However, levels of informal volunteering over the past year between BME people and white people are much closer, separated by just 1%.

*Community Life Survey (2015/16)*

## Volunteering rates by ethnic group



# RELIGION

## VOLUNTEERING

People who actively practise a religion are more likely to volunteer than those who do not. This is most apparent in formal volunteering.

### Volunteering rates by religion



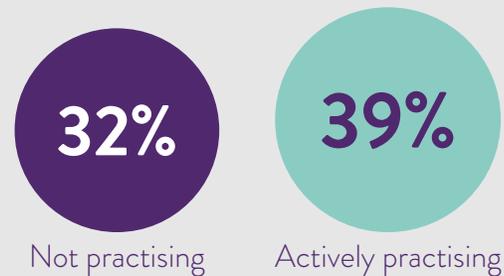
Community Life Survey (2015/16)

## CIVIC PARTICIPATION

Those actively practising a religion are more likely to have been involved in some form of civic participation, such as signing a petition or taking part in a protest, within the last year.

Community Life Survey (2015/16)

### Civic participation by religion

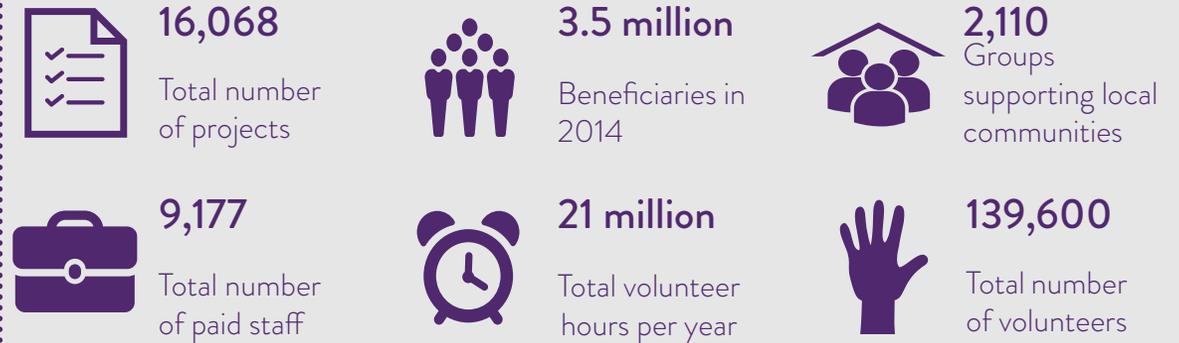


## SCALE AND SCOPE

In 2016, 20% of all donations from individuals went to religious organisations. Many religions encourage charitable giving, eg through ‘stewardship’ for Christians, ‘tzedakah’ for Jews and ‘Zakah’ for Muslims.

CAF UK Giving 2017; [www.learningtogive.org/resources/religious-basis-charitable-giving](http://www.learningtogive.org/resources/religious-basis-charitable-giving) (10/10/2017); Cinnamon Network (2015) Cinnamon Faith Action Audit

### Activities of religious groups



## INDIVIDUAL CHARITIES

### Christian Aid

Focuses on the eradication of poverty, working in 39 countries with over 700 local partner organisations.

[www.christianaid.org.uk/programme-policy-practice/about-us](http://www.christianaid.org.uk/programme-policy-practice/about-us) (24/07/17)

### Islamic Relief UK

Responds to disasters and promotes sustainable development. It has raised over £185m for victims of the Syrian crisis.

[www.islamic-relief.org.uk/about-us/](http://www.islamic-relief.org.uk/about-us/) (24/07/17)

### Jewish Volunteering Network

Has over 7,000 registered volunteers that have been linked with 6,000+ charities.

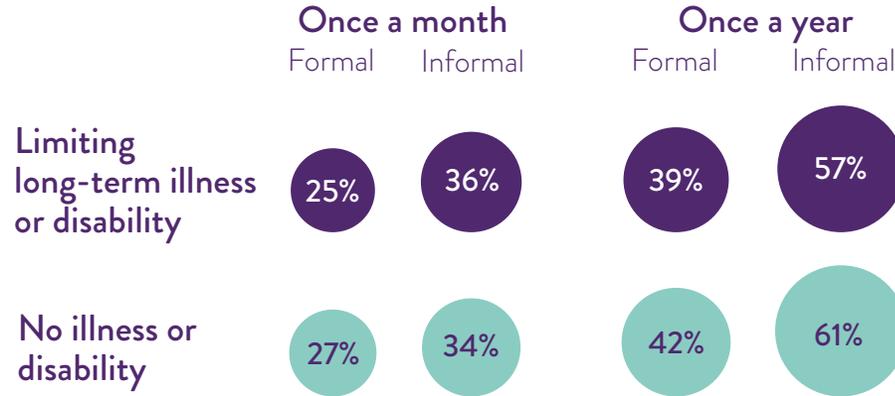
[www.jvn.org.uk/](http://www.jvn.org.uk/) (24/07/17)

# DISABILITY

## VOLUNTEERING

At an overall level, rates of volunteering for those with a limiting long-term illness or disability are comparable with those without and only slightly lower across most measures.

*Community Life Survey (2015/16)*



### Volunteering activities

The top three activities for people with a limiting long-term illness or disability are the same as for those with no illness or disability. Disabled people are more likely to provide secretarial, admin or clerical work (20%) but less likely to provide driving/transport (18%).

Raising money/ taking part in sponsored events



Organising an activity or event



Getting other people involved



## CIVIC PARTICIPATION

*Community Life Survey (2015/16)*

Like volunteering, rates of annual civic participation for those with a limiting long-term illness or disability are very similar to those with no disability.



### Barriers



Only one in ten of those who have not volunteered in the past year say that having an illness or being disabled prevented them from volunteering, ranking behind five other barriers.

# CIVIC CORE

## WHAT IS THE CIVIC CORE?

Research by the Third Sector Research Centre (TSRC) on volunteering in the UK found that a relatively small proportion of the population – the ‘civic core’ – is responsible for the bulk of volunteering, charitable giving and civic participation.

### Disengaged (13%)

This group does not engage in any form of volunteering, charitable giving or civic participation.

Makes up the largest proportion of the population but contributes just 13% of volunteering hours, 19% of charitable giving and 23% of civic participation.

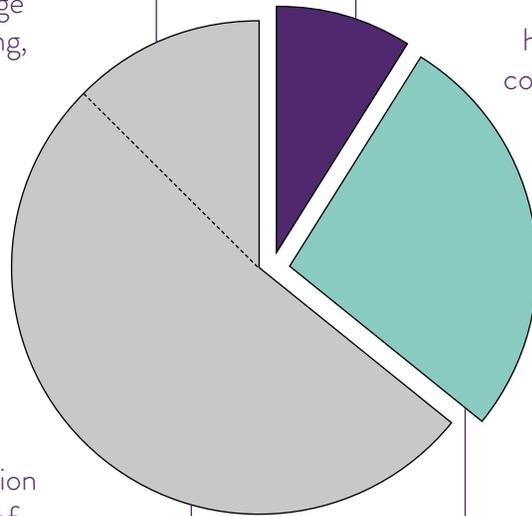
### Non-core engaged (51%)

### Primary core (9%)

Responsible for just over half of all volunteering hours contributed by the population (51%), 43% of all charitable giving and 24% of all participation in different civic associations.

Contributes 36% of volunteering hours, 39% of charitable giving and 53% of civic participation.

### Secondary core (27%)



*Mohan, J., & Bulloch, S. (2012) The idea of a 'civic core': what are the overlaps between charitable giving, volunteering, and civic participation in England and Wales? Third Sector Research Centre, Working Paper 73.*

## WHO ARE THE CIVIC CORE?

### Gender



People in the civic core are more likely to be women, who account for 53% of those in either the primary or secondary cores.

### Education



Around a third of people in the civic core (34%) have a degree (or higher) compared with 17% of non-core engaged and just 11% of disengaged.

### Employment



Those in the civic core are more likely to earn a higher salary (51%) than those in the non-core engaged (32%) and disengaged (18%) segments.

### Religion



The proportion of the civic core actively practising a religion (42%) is higher than among the non-core engaged (27%) and disengaged (25%).

# WHERE DO PEOPLE GET INVOLVED?

## People get involved almost everywhere ...

People don't just volunteer for charities. They get involved in many different ways and in all sorts of places that provide plenty of opportunities for them to choose from, depending on their interests and concerns. While much of this activity takes place in the voluntary sector, in household-name charities as well as local community groups, there is also a lot going on in the public sector (in prisons, libraries, hospitals etc).

## ... including in public services

In some places, the number of people involved are significant (300,000 school governors and 125,000 volunteers in hospices) and show that volunteering is integral to service delivery. It is hard to imagine what service provision would be like without their contribution. Growing demand for services, reduced public spending and the ongoing search for quality services may lead to a recruitment drive for more volunteers. However, given that overall levels of volunteering have been static over time, there is a clear challenge for organisations looking to grow their volunteer base to innovate and find new

models of volunteering, perhaps more flexible ones that will allow more people to get involved.

## Geography matters

How and how much people get involved varies depending on where they live. People in rural areas volunteer more than those in urban areas. Those in the least deprived areas volunteer more than those in the most deprived areas. While this is also true of civic participation, the difference between the two is far less marked.

## People are involved locally and far beyond

People are active locally, nationally and internationally. In general, people feel that they have more influence at a local than a national level, yet less than one in five are involved in local social action. Every year significant amounts are raised for causes abroad, particularly international disasters.

## Technology helps to mobilise people

Whether at local, national or international levels, new technologies and social media are helping to mobilise more people and more funds. Using technology, charities

are developing new ways to raise money and a growing number of people now give online. Online platforms are also shaping the way people volunteer, providing virtual and flexible opportunities for people to give their time.

## Is online disrupting participation?

Online platforms that connect people in different locations show how technology can help offline participation to reach its full potential and disrupt the importance of place. Social media has allowed large groups of people across the globe to come together around specific issues, however detractors also point to the rise of 'slacktivism' – acts of engagement that take little effort and have allegedly little effect.

# IN ORGANISATIONS AND GROUPS

People get involved almost everywhere, and many organisations depend on their involvement.

 **170,000**  
Neighbourhood Watch  
Groups in England  
*www.police.uk/volunteering/ 16/06/2017*

 **166,000**  
General charities in the  
UK  
*NCVO/TSRC, Charity Commission*

 **135,900**  
Not-for-profit sports  
clubs in the UK  
*Sport Recreation Alliance (2013) Sports Club Survey  
2013.*

 **61,000**  
Local churches and other  
faith groups  
*Cinnamon Network (2015) Cinnamon Faith  
Action Audit.*

 **13,055**  
Community Interest  
Companies  
*Office of the Regulator of Community Interest  
Companies, Annual Report 2016-17*

 **12,300**  
Parent Teacher  
Associations in the UK  
*https://data.ncvo.org.uk/a/almanac17/scope-data/  
(16/06/2017)*

 **10,500**  
Charity shops in the UK  
*www.charityretail.org.uk/charity-shops/ (16/06/2017)*

 **2,000**  
Food banks in the UK  
*www.theguardian.com/society/2017/may/29/report-  
reveals-scale-of-food-bank-use-in-the-uk-ifan  
(22/06/2017)*

 **1,600**  
Museums in England  
*Arts Council England (2011) A review of research and  
literature on museums and libraries*

 **375**  
Political parties in the  
UK  
*Electoral Commission Register (16/06/2017)*

 **300**  
Time banks in the UK  
*www.timebanking.org/what-is-timebanking/  
(16/06/2017)*

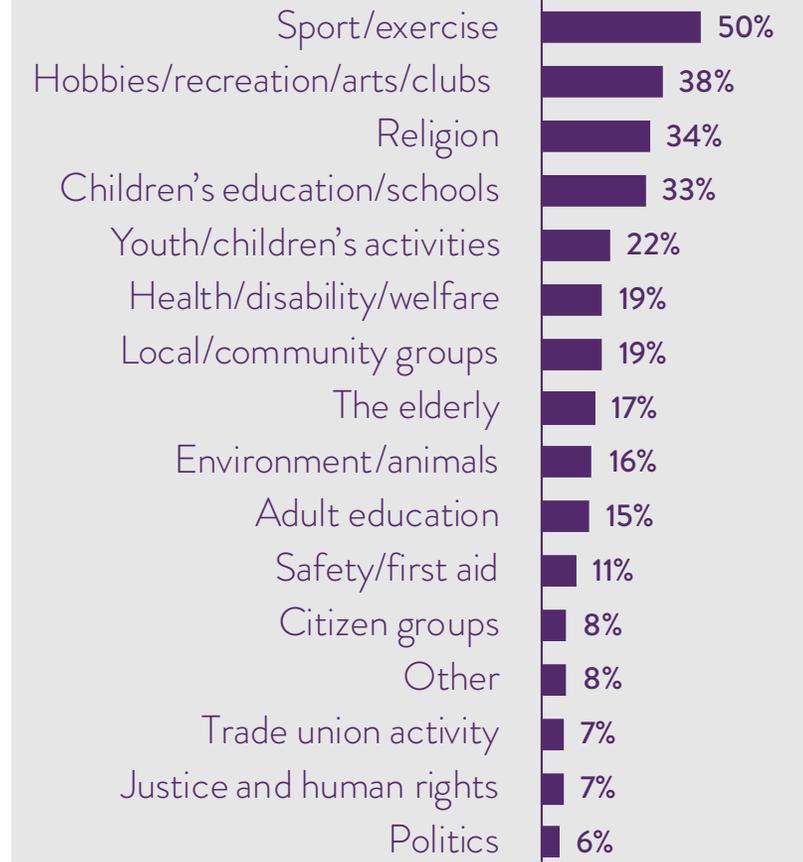
 **163**  
Universities in the UK  
*HESA (2015) Finances – balance sheets*

 **145**  
Trade unions in the UK  
*Certification Officer (2016) Annual Report of the  
Certification Officer 2015-2016*

 **123**  
Prisons in England and  
Wales  
*www.gov.uk/government/organisations/hm-prison-  
service/about (16/06/2017)*

 **47**  
Community pubs in the  
UK  
*www.plunkett.co.uk/co-operative-pubs 09/06/2017*

## Fields people formally volunteered in at least once a year



*Community Life Survey (2015/16)*

# IN ORGANISATIONS AND GROUPS

## VOLUNTEERING ACROSS SECTORS

Volunteers are delivering services in many different areas, however there is a lack of data on the exact number of people involved. Data from specific organisations and sub-sectors can give some indication of the scale of volunteer involvement across sectors.

### Health and social care

The King's Fund estimated that there are three million health and care volunteers in the UK.

**125,000**

Volunteers, Hospices in the UK

**78,000**

Volunteers, Acute Trusts England

**44,000**

Volunteers, St John Ambulance

**20,000**

Volunteers, Samaritans

**15,000**

Volunteers, Sue Ryder Care

**11,000**

Volunteers, Alzheimer's Society

*www.kingsfund.org.uk/blog/2016/02/social-movement-for-health (15/06/2017); NHS (2016) Blood Donation; Galea et al. (2013) Volunteering in acute trusts in England. Understanding the scale and impact; www.hospiceuk.org/about-hospice-care/volunteering-in-hospice-care (15/06/2017); www.sja.org.uk/sja/system-pages/legal.aspx 15/06/2017; Samaritans annual accounts 2015/16; Sue Ryder Care annual accounts 2015/16; Alzheimer's Society annual accounts 2015/16;*



### Culture and recreation

**100,000**

Volunteers, Independent museums

**70,000**

Volunteers, Olympics 2012

**36,000**

Volunteers, Libraries

*Hill & Yates/Association of Independent Museums (2013) Success guides: successfully recruiting and retaining volunteers; www.bbc.co.uk/news/uk-19201329 (16/06/2017); The Chartered Institute of Public Finance and Accountancy's (CIPFA) annual library survey www.cipfa.org/about-cipfa/press-office/archived-press-releases/2014-press-releases/cipfa-library-survey?crdm=0 (16/06/2017)*



### Criminal justice

**21,000**

Magistrates, England and Wales

**20,000**

Special constables, Police UK

**6,000**

Police support volunteers, England and Wales

*www.magistrates-association.org.uk/about-us (15/06/2017); https://policespentials.com/ (15/06/2017); www.college.police.uk/What-we-do/Support/Citizens/PSVs/Documents/Presentation\_to\_Conference\_less\_cars.pdf (15/06/2017)*



### Emergency services

**32,000**

Volunteers, RNLI life boats

**22,000**

Volunteers, British Red Cross

**2,000**

Volunteers, Mountain Rescue

*www.magistrates-association.org.uk/about-us (15/06/2017); https://policespentials.com/ (15/06/2017); www.college.police.uk/What-we-do/Support/Citizens/PSVs/Documents/Presentation\_to\_Conference\_less\_cars.pdf (15/06/2017)*



### Environment, animals and heritage

**61,000**

Volunteers, National Trust

**50,000**

Volunteers, British Trust for Ornithology

**12,000**

Volunteers, RSPB

**10,000**

Volunteers, The Conservation Volunteers

**10,000**

Volunteers, Canal & River Trust

**2,000**

Volunteers, English Heritage

*National Trust annual accounts 2015/16; British Trust for Ornithology annual accounts 2015/16; RSPB annual accounts 2015/16; The Conservation Volunteers annual accounts 2015/16; Canal & River Trust annual accounts 2015/16; English Heritage annual accounts 2015/16*



### Community

**221,000**

Volunteers, charity shops UK

**140,000**

Volunteers, local churches & faith groups

**41,000**

Volunteers, Age UK

*Cinnamon Network (2015) Cinnamon faith action audit; www.charityretail.org.uk/charity-shops/ (07/07/2017); Age UK annual accounts 2015/16*



### Children and young people

**300,000**

Governors, schools UK

**116,000**

Volunteers, Scouts Association

**100,000**

Volunteers, Girlguiding

*www.nga.org.uk/About-Us.aspx (16/06/2017); Scouts Association annual accounts 2015/16; Girlguiding annual accounts 2015/16*

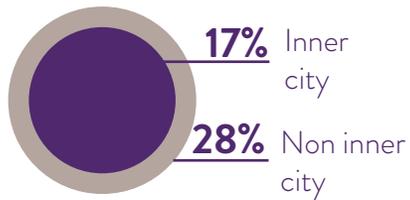
# ACROSS THE COUNTRY

## VOLUNTEERING ACROSS THE UK

Rates of volunteering vary according to where people live. In 2015/16, the regions with the highest rates of regular volunteering (33%) were the east Midlands, the West Midlands and the south west. The north west and London had the lowest rates (17%, which is the lowest rate in London since before the 2012 Olympics).

### Inner city areas

*Community Life Survey (2015/16)*



People living in inner-city areas report lower levels of regular volunteering.

### Rural versus urban areas



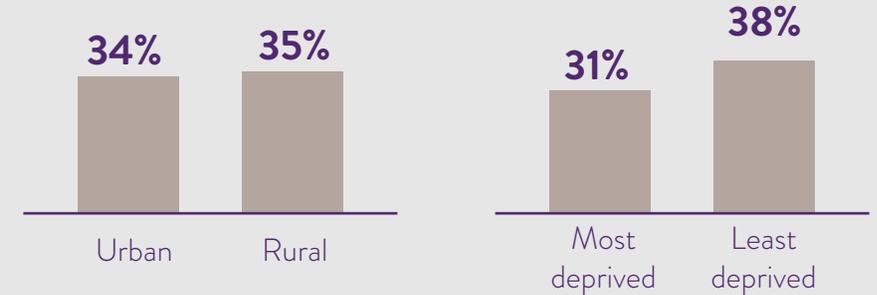
Rates of volunteering are higher in rural than in urban areas.

## CIVIC ENGAGEMENT

Patterns of civic engagement are similar to volunteering rates, with West Midlands and the south west being most engaged. People also seem to be more involved in civic engagement in rural areas.

*Community Life Survey (2015/16)*

### Civic participation in the last year (%)



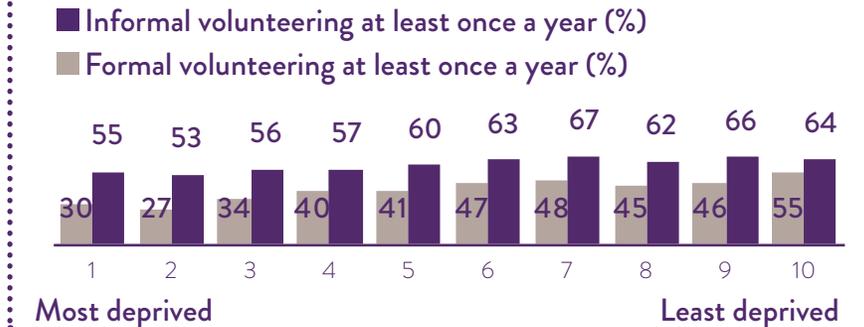
### Activities breakdown

Volunteer activities differ according to where people live. The chart below shows the largest differences in regular formal volunteers.



### Levels of deprivation

In general, those in the most deprived areas are less likely to volunteer than those in the least deprived, with smaller differences for informal volunteering. However, the data suggests that there is no simple relationship.



# ACROSS THE COUNTRY

In 2015/16

**11%**

of 25–34 year olds were involved in social action in their local community

**22%**

of 65–74 year olds were involved in social action in their local community

## SOCIAL ACTION IN LOCAL COMMUNITIES

In 2015/16, over a third of people were aware of social action and around a fifth were involved in social action in their local community. The numbers are almost unchanged from previous years.



Community Life Survey (2015/16)

### Activities include:

- setting up a local service
- trying to stop the closure of a local service
- trying to stop something happening in the local area
- running a local service on a voluntary basis (eg community centres)
- organising a community event (eg street parties)
- other issues related to the local area.

## POLITICAL ENGAGEMENT

A survey in 2015 found that people in Scotland (63%) were more likely than those in Wales (59%), Northern Ireland (57%) and England (56%) to have ever participated in one of four political activities (sign a petition, write to an MP, boycott, demonstrate). Turnout for the 2015 general election was highest in Scotland but England and Wales had higher rates for the EU referendum.

### Voter turnout by nation (%)

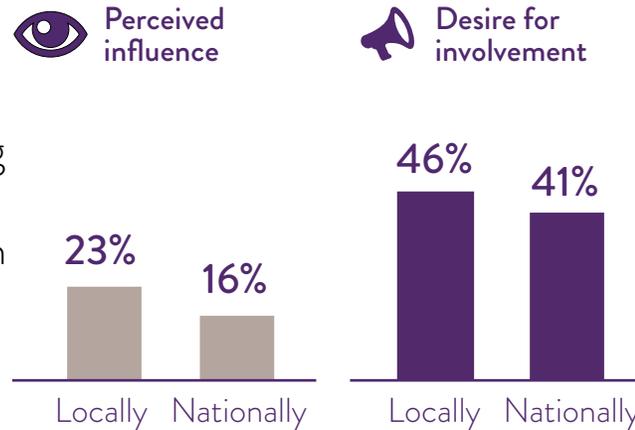
	General election 2015	EU referendum
UK	66	72
Scotland	71	67
Northern Ireland	58	63
Wales	66	72
England	66	73

Apostolova, V., Uberoi, E., & Johnston, N. (2017) Political disengagement in the UK: who is disengaged? Commons Briefing papers CBP-7501; Paterson et al (2015) Democratic engagement with the process of constitutional change. Briefing Paper, University of Edinburgh.

## INFLUENCING DECISIONS

Despite the EU referendum, the public's perceived influence and desire for involvement in local and national decision making has barely changed from last year. People feel they have more influence at local (23%) than at national (16%) level. Those with at least degree-level education are almost three times more likely to feel they can influence national decisions than those with no qualifications (23% vs 8%).

Hansard Society (2017) Audit of Political Engagement 14



# AROUND THE WORLD

## CAUSES

In 2016

**19%**

of people had given to overseas aid and disaster relief in the past four weeks

**10%**

of all donations went to overseas aid and disaster relief

CAF (2017) UK Giving 2017

## REMITTANCES

Worldwide remittance flows exceeded \$601bn in 2015 with the UK being one of the top 10 remittance-sending countries (\$11.5bn).

Top recipients of UK remittances 2015



World Bank Group (2016) Migration and remittances factbook 2016; World Bank Bilateral Remittances Matrices 2015 [www.worldbank.org/en/topic/migrationremittancesdiasporaissues/brief/migration-remittances-data](http://www.worldbank.org/en/topic/migrationremittancesdiasporaissues/brief/migration-remittances-data) (04/07/2017)

## NGOs IN THE UK

Amnesty International

Amnesty International UK Annual Report 2015

**626,000** supporters

**231** youth groups

**440** local groups

**396,000** people taking action through Amnesty UK

Oxfam

**800,000**

Oxfam Annual Report 2015/16

online actions taken by people in support of campaign or advocacy issues

Christian Aid

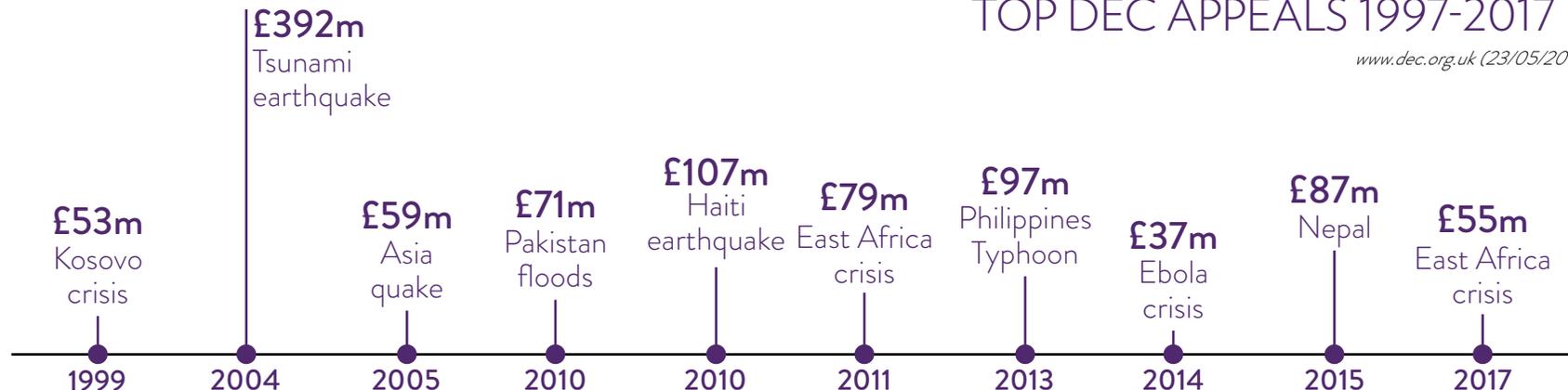
**£11.3m**

raised during Christian Aid Week 2015

Christian Aid Annual Report 2015/16

## TOP DEC APPEALS 1997-2017

[www.dec.org.uk](http://www.dec.org.uk) (23/05/2017)



## Responses to the refugee crisis



**12%** of people gave money

**10%** of people donated goods

[www.cafonline.org/about-us/media-office/millions-in-the-uk-have-lent-support-to-refugees-in-the-past-month-caf-research-shows](http://www.cafonline.org/about-us/media-office/millions-in-the-uk-have-lent-support-to-refugees-in-the-past-month-caf-research-shows) (20/06/2017)



**100,000**

took part in a march organised by Solidarity with Refugees in London in 2015

[www.theguardian.com/uk-news/2015/sep/12/london-rally-solidarity-with-refugees](http://www.theguardian.com/uk-news/2015/sep/12/london-rally-solidarity-with-refugees) (20/06/2017)



**£27m**

donated by people in the UK to DEC Syria crisis appeal between 2013 and 2015

[www.dec.org.uk/appeal/syria-crisis](http://www.dec.org.uk/appeal/syria-crisis) (20/06/2017)



**450,000**

signed a petition in 2015 to accept more asylum seekers and increase support for refugees in the UK

<https://petition.parliament.uk/petitions/105991> (20/06/2017)

# AROUND THE WORLD

## INTERNATIONAL COMPARISONS



### Volunteering

The World Giving Index found that 22% of the world's population (ie people over 15) had volunteered time to an organisation in the month prior to interview.

#### Rank and volunteering rates (%)

CAF (2016) World Giving Index 2016



### Charitable giving

The World Giving Index found that 31% of the world's population (ie people over 15) had given to charity in the month prior to interview.

CAF (2016) World Giving Index 2016; CAF (2016) Gross domestic philanthropy. An international analysis of GDP tax and giving.

#### Giving as % of GDP



## POLITICAL ENGAGEMENT

In 2016, 19 out of 167 countries (11.4%) were full democracies, ie they scored high on five indicators: electoral process, civil liberties, functioning government, political participation and political culture. *Economist Intelligence Unit (2017) Democracy Index 2016*

**61%** of MPs in Rwanda are female, the highest proportion world wide (compared with 32% in the UK). *www.ipu.org/wmn-e/classif.htm (22/06/2017); www.theguardian.com/politics/2017/jun/09/record-number-of-female-mps-elected-in-2017-general-election (22/06/2017)*

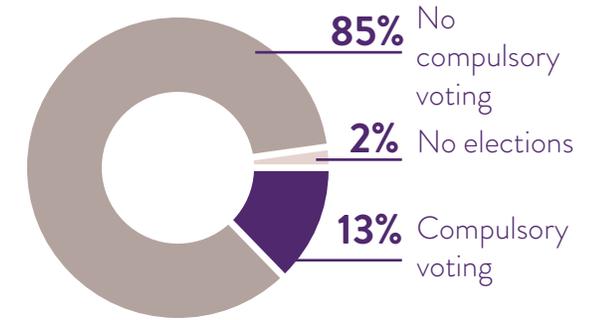
## PROTESTS AND STRIKES

According to an international study, the total number of protests in the world has increased between 2006 and 2013. The majority of protests are linked to issues of economic justice or the failure of political systems. The number of protests is highest in Latin America and lowest in South and Central Asia, and Europe.

*Ortiz, I., Burke, S., Berrada, M., & Cortes, H. (2013) World Protests 2006–2013. Initiative for Policy Dialogue and Friedrich-Ebert-Stiftung New York, Working Paper 2013.*

## Compulsory voting

In 26 countries (13%) voting is a legal requirement.



*www.idea.int/data-tools/data/voter-turnout/compulsory-voting (22/06/2017)*

### Days not worked due to industrial action in Europe per 1,000 employees



*European Trade Union Institute (2016) Strikes in Europe*

# ONLINE

## VIRTUAL VOLUNTEERING

There are many ways people can volunteer for an organisation or cause online, including:



help researchers to find a cure (eg Cancer Research UK Citizen Science)



mentor children or small businesses (eg via School in the Cloud).

[www.100forparkinsons.com/the-project](http://www.100forparkinsons.com/the-project) (16/06/2017);  
[www.cancerresearchuk.org/support-us/citizen-science](http://www.cancerresearchuk.org/support-us/citizen-science) (16/06/2017);  
[www.theschoolinthecloud.org/](http://www.theschoolinthecloud.org/) (16/06/2017);

## MICRO-VOLUNTEERING

Volunteering in bite-sized chunks, on demand and independently (often online).



Annual micro-volunteering day on 14 April

**17,000** tasks on Skills for Change, a micro-volunteering site

[www.microvolunteeringday.com/](http://www.microvolunteeringday.com/) (14/06/2017); [www.sparked.com/find/](http://www.sparked.com/find/) (14/06/2017)

## ONLINE COMMUNITIES

There are many ways communities get together online to support each other and improve their local area, eg through support groups, local forums or social media.



### Mumsnet

Mumsnet is the UK's biggest network for parents, with over 12 million unique visitors per month.

[www.mumsnet.com/info/about-us](http://www.mumsnet.com/info/about-us) (10/10/2017)



### Fix my street

Every month, users send over 12,000 reports to UK councils that help to make their own community into a better place.

[www.mysociety.org/better-cities/fixmystreet-in-the-uk/](http://www.mysociety.org/better-cities/fixmystreet-in-the-uk/) (10/10/2017)

## ONLINE GIVING

A growing number of people donate online, although cash remains the main method, with 58% making cash donations in 2016.

**26%** of donors gave to charity online in 2016 vs 16% in 2015

CAF (2017) UK Giving 2017

## NEW WAYS TO GIVE

DONATE



### Crowdfunding

Crowdfunding for good causes makes up 0.5% of UK giving. The JustGiving website has raised \$4.2bn since 2001.



### Microfinance

Through microfinance website Kiva, a total of \$995.5m was lent.



### Contactless donations

Increasing numbers of charities use contactless payment technology (eg Mary's Meals, Blue Cross, Sue Ryder).



### Digital currency

People can donate to charities using Bitcoin donation schemes (eg RNLI, St Mungo's).

Nesta (2016) Crowdfunding for good causes; <https://crowdfunding.justgiving.com/> (19/09/2016); <https://www.kiva.org/> (14/06/2017); [www.justgiving.com/about-us](http://www.justgiving.com/about-us) (14/06/2017); Kirsty Marrins (2016) Tap to give is a trend charities can't ignore [www.thirdsector.co.uk/kirsty-marrins-tap-give-trend-charities-cant-ignore/digital/article/1399057](http://www.thirdsector.co.uk/kirsty-marrins-tap-give-trend-charities-cant-ignore/digital/article/1399057) (14/06/2017); <https://rnli.org/support-us/give-money/bitcoin-donations> (14/06/2017); Kirsty Weakly (2017) St Mungo's uses blockchain-powered platform to be transparent about donations [www.civilsociety.co.uk/news/st-mungo-s-uses-blockchain-to-be-transparent-about-donations.html](http://www.civilsociety.co.uk/news/st-mungo-s-uses-blockchain-to-be-transparent-about-donations.html) (14/06/2017)

# ONLINE

## SOCIAL MEDIA CAMPAIGNS

In recent years there has been a number of viral social media campaigns to raise awareness of social, political or environmental issues. They have often been initiated by individuals rather than charities and grown organically through various social media channels.

### 2017 #KnowYourLemons

Campaign using images of lemons, each bearing a different indicator of breast cancer, to teach women what the disease can look like. Shared 45,000 times on Facebook.

*www.facebook.com/photo.php?fbid=10154886141978894&set=a.118071123893.124938.577163893&type=3 (13/06/2017)*

### 2016 #match4lara

Online platform to help find Lara and others a matching cell donor. Got over 17,000 Facebook likes and 25 million people registered.

*www.match4lara.com/; https://www.facebook.com/match4lara/ (13/06/2017)*

### 2015 #Smearforsmears

Campaign to support women affected by cervical cancer. 26 million saw the Smear for Smear lipstick selfie campaign hashtag within 24 hours.

*www.prweek.com/article/1331217/26-million-people-smear-smear-lipstick-selfie-campaign-24-hours (13/06/2017)*

### 2014 #Icebucketchallenge

2.4 million videos on Facebook and 3.7 million on Instagram of people pouring ice-cold water over their heads. \$130m and £7m were raised for motor neurone disease charities.

*en.wikipedia.org/wiki/Ice\_Bucket\_Challenge#Donations; http://www.bbc.co.uk/news/magazine-29013707 (13/06/2017)*

### 2014 #Nomakeupselfie

This campaign supported actress Kim Novak, whose looks were criticised at the Oscars, with people adding #breastcancerawareness to their selfies. Raised £8m in six days for Cancer Research UK.

*www.charitycomms.org.uk/articles/how-cancer-research-uk-raised-8m-from-a-campaign-they-didn-t-start (13/06/2017)*

## E-PETITIONS

the government launched its e-petition tool in 2011, which is hosted on the parliament website. A parliamentary committee considers debating any petition with over 100,000 signatures.

**6.4m**

signatures on the site in its first year of running

**32,000**

petitions on the site

**56** debated in parliament

**4.1m**

signatures on the largest petition (to trigger a second EU referendum)

**471** government response

*https://petition.parliament.uk/petitions (23/05/2017)*

## ONLINE CAMPAIGNING

Over **39m** actions taken on 38 Degrees

*https://home.38degrees.org.uk/ (23/05/2017)*

Over **40m** members on Avaaz

*https://secure.avaaz.org/en/community.php (23/05/2017)*

**180m** members on Change.org and growing by two million a month

*www.change.org/ (23/05/2017)*

# WHAT DO PEOPLE DO?

## Volunteering

A large chunk of the population volunteers. Over one in four formally volunteer once a month. Organising or helping to run an event/activity is the most popular thing to do. To help others or improve things is the strongest motivation to volunteer but lack of time is the biggest barrier. Three-quarters of people move in and out of volunteering and do not do it consistently over time.

## Charity governance

Trustee boards lack diversity: they are mostly made up of white, older men, especially in the largest charities. Compared with other forms of participation, being a trustee represents a relatively big time commitment. Regular formal volunteers spend on average 11.6 hours a month volunteering, while a trustee typically spends 2.8 days.

## Membership

Although around half of the population is a member of an organisation, they are more likely to be older, white and highly educated. Sports clubs are the most popular membership organisation followed by religious groups, trade unions and professional organisations. Some charities have very large memberships, eg the National Trust has over 4.5 million members.

## Local community action

There are a great variety of initiatives involving people who want to improve things in their community. Recent initiatives have often successfully combined online and offline participation. Community ownership has offered an alternative to the closure of services and facilities in some local areas, particularly in rural locations. However, involvement of people is relatively low: 18% were involved in local social action in the last year.

## Political engagement

Around half of the population say they are interested in politics and knowledgeable about it. Turnout in the 2017 general election was at the highest level since 1997

and party membership of smaller parties has picked up. However, people are far less likely to believe they can make a difference to how the country is run or are willing to take political action, and politicians are one of the least trusted groups in society.

## Campaigning and protest

Digital technologies have made campaigning and protest easier and helped mass mobilisation, sometimes across borders. Twice as many people have made or signed an online petition than a paper petition. While some campaigns and protests are still driven by traditional organisations (trade unions, political parties or community groups), many are now initiated by individuals. Often these are middle-class people of all ages, disillusioned with political processes and parties.

## Charitable giving

People give large amounts to charity and a majority of people are donating (six out of 10). What cause people give to often depends on their own background/experiences, eg older people giving to hospitals. Technology has produced new ways of giving, but cash is still the preferred

option and people are most often asked on the street. Online giving remains low compared with other types of giving, suggesting that it is used mainly for one-off donations rather than for regular giving.

## Raising money

Mass participation events such as sponsored runs or individual events like bake sales are particularly popular. The London Marathon has raised almost £1bn since it started in 1981. Fundraising and crowdfunding platforms are providing new opportunities to raise money. The success of these platforms is dependent on the intensive use of social media.

## Ethical consumerism

Ethical consumerism is spreading to a wider range of goods and services, and sales continue to grow, but ethical consumers are not very diverse and are mostly middle-aged, employed and from higher social classes. Beyond purchasing ethical goods and services, there are many different ways people consume alternatively: veganism and vegetarianism are growing, and online platforms make it easy to share and exchange goods as well as skills.

# VOLUNTEERING

Formal volunteering is described as giving unpaid help through a group, organisation or club. Formal volunteering rates are similar for men and women but differ for age groups. Young people (16–25) show the highest rates in regular (32%) and irregular (49%) volunteering<sup>1</sup>.

<sup>1</sup> See Appendix I for definitions

**21.9 million**

people volunteered formally at least once a year in 2015/16

Community Life Survey 2015/16

In 2015/16

**27%** of adults volunteered formally once a month

**41%** of adults volunteered formally at least once a year

Community Life Survey 2015/16

 **11.6**

average number of hours a month given by regular, formal volunteers in 2015/16

Community Life Survey 2015/16

## WHAT VOLUNTEERS DO

Volunteers help their causes in different ways. In 2016, the most popular activities for formal volunteers were to raise money or take part in a sponsored event, and organise or help to run activities or events. The most popular organisations to volunteer with are sports/exercise organisations, recreation, hobbies, arts and social clubs and religious organisations.

Community Life Survey 2015/16



# VOLUNTEERING

## WHY DO PEOPLE VOLUNTEER?



People volunteer for a variety of reasons. The most popular reason for people to volunteer is in order to help others and improve things.

*Community Life Survey 2015/16*

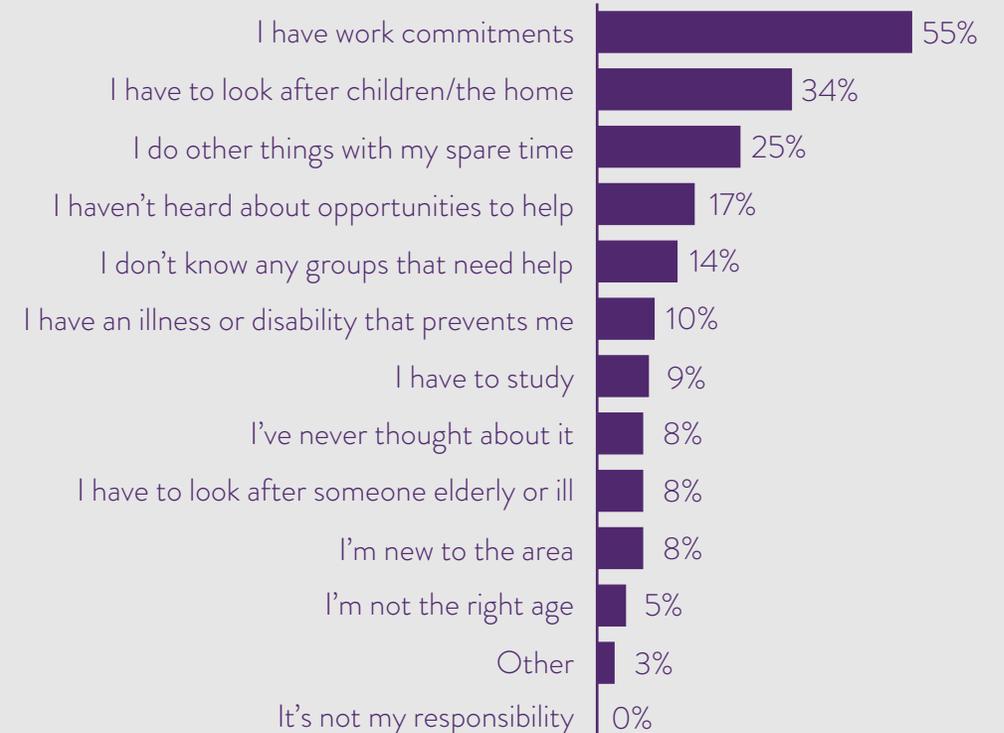


People may not always feel able to volunteer. Whilst having spare time was the third most common motivation people gave for volunteering, having other commitments – work, family, studying and doing other things with their spare time – were common barriers.

### Motivations for volunteering



### Barriers to volunteering



# VOLUNTEERING

## THE VALUE OF VOLUNTEERING

In 2015 volunteering was worth an estimated **£22.6bn** to the UK economy.

*NCVO/TSRC, Charity Commission (2017)  
The UK Civil Society Almanac 2017*

Volunteering was also found to have many benefits for volunteers themselves, including increased life satisfaction, better self-reported well-being and living longer.

*Casiday, R., et al. (2008) Volunteering and health: what impact does it really have? Report to Volunteering England. Project Report. Volunteering England.*



*Community Life Survey 2015/16*

Employer-supported volunteering (ESV) includes activities such as volunteering days provided by an employer during work-time or voluntary activities that are organised through a workplace.



ESV is relatively rare compared with other kinds of volunteering, with just 8% of people saying they had participated in ESV in the last 12 months.

## EMPLOYER-SUPPORTED VOLUNTEERING

## TIME SPENT ON FORMAL VOLUNTEERING

In 2015, men spent an average of 11.3 minutes per day volunteering formally and women 15.7 minutes. Women from low-income households commit more time to volunteering.

*www.ons.gov.uk/economy/nationalaccounts/satelliteaccounts/articles/changesinthevalueanddivisionofunpaidcareworkintheuk/2015(27/07/2017)*



Over a 10-year period, one study showed that people are much more likely to move in and out of volunteering than to maintain a constant level of volunteering over time.

*Kamerade (2014)*

Volunteered every year



Never volunteered

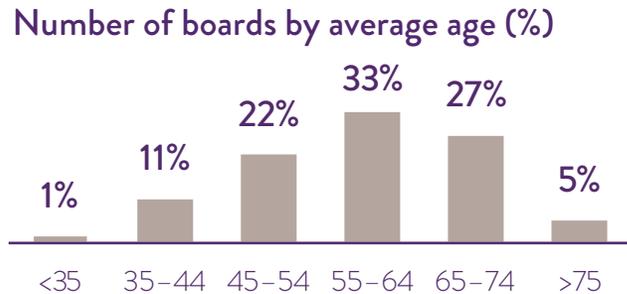
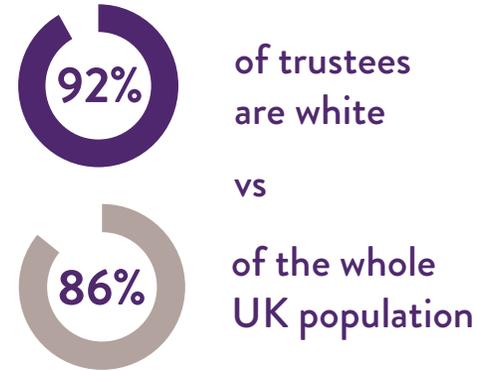


## MOVEMENT IN AND OUT OF VOLUNTEERING

# CHARITY GOVERNANCE

## WHO IS A TRUSTEE?

Trustees can come from a range of backgrounds and from all walks of life. However, on the ground there is a clear lack of diversity. The majority of trustees is male (64%), white (92%), older and has above average income and education.



### Top 100 charities



Grant Thornton (2016) Charity Governance Review 2016

Lee, S., Harris, B., Stickland, N., & Presenti, S. (2017) Taken on Trust – The awareness and effectiveness of charity trustees in England and Wales. Report commissioned by the Charity Commission and the Office for Civil Society.

There are around **700,000** trustees in the UK

Lee, S., Harris, B., Stickland, N., & Presenti, S. (2017) Taken on Trust – The awareness and effectiveness of charity trustees in England and Wales. Report commissioned by the Charity Commission and the Office for Civil Society.

Trustees are the people who serve on the governing body of a charity. They may be known as

- Trustees
- Committee members
- Directors
- Governors
- Board members

### Trustees

NCVO (2015) The good trustee guide

- Set & maintain vision, mission & values
- Maintain proper fiscal oversight
- Ensure accountability
- Develop strategy
- Ensure compliance with the law
- Act in the best interests of beneficiaries

# CHARITY GOVERNANCE

## EXPERTISE

Other common skills of trustees include knowledge of cause (24%), governance (24%), and fundraising (21%).

### Top skills of trustees



Management/organisational development (44%)



Strategy and evaluation (27%)

*NFP Synergy (2016) National Trustee Survey.*

### Skills gaps

The top three skills that boards need more expertise in, identified by a trustee survey are:



**39%** Web/digital media



**28%** Campaigning



**27%** Marketing

*NFP Synergy (2016) National Trustee Survey.*

## MOTIVATION

Reasons for becoming a trustee are varied, however some of the most common reasons are the motivation to give back and to learn new skills.

*NFP Synergy (2016) National Trustee Survey; alexswallow.wordpress.com/2013/09/05/young-gifted-a-charity-trustee-results-from-a-survey-about-youth-trusteeship/ (12/06/2017)*



Giving back



Career development



Cause specific

## SOCIAL MEDIA

Percentage of chairs (trustees who lead the board of trustees) using social media regularly:

**43%** 

**34%** 

**26%** 

*Association of Chairs (2016) 2016 Survey of Chairs and Vice-Chairs*

## ACTIVITY

**4.88** Average time trustees spend on their duties  
hours/week

The total time value of trustees in the UK per year equates to

**£3.5bn**

*Lee, S., Harris, B., Stickland, N., & Presenti, S. (2017) Taken on Trust – The awareness and effectiveness of charity trustees in England and Wales. Report commissioned by the Charity Commission and the Office for Civil Society.*

**85%** of people aged under 35 would consider becoming a trustee

*alexswallow.wordpress.com/2013/09/05/young-gifted-a-charity-trustee-results-from-a-survey-about-youth-trusteeship/ (12/06/2017)*

**1,366** open vacancies on Do-it.org

*do-it.org/channels/trustee-finder (12/06/2017)*

**400–500** open vacancies on average on ReachSkills

*cited by CAF (2015) Young Trustee Guide*

## Step on Board

A board-level volunteering programme that connects business leaders with communities by matching corporate sector professionals with charities.

**112** trustees placed at **103** charities

*Trustees Unlimited (08/06/2017)*

# MEMBERSHIP

## DEMOGRAPHICS

Nearly half of the population are members of some form of membership organisation. The gender split is relatively equal, however older people (45 and over) are around 20% more likely to be members of an organisation than those aged 16–24. Those with a degree are most likely to be members, with those having no qualifications being the least likely. Ethnicity is also a dividing line, with white people more likely to be members than BME people.

*Understanding Society (2015)*

**47%**

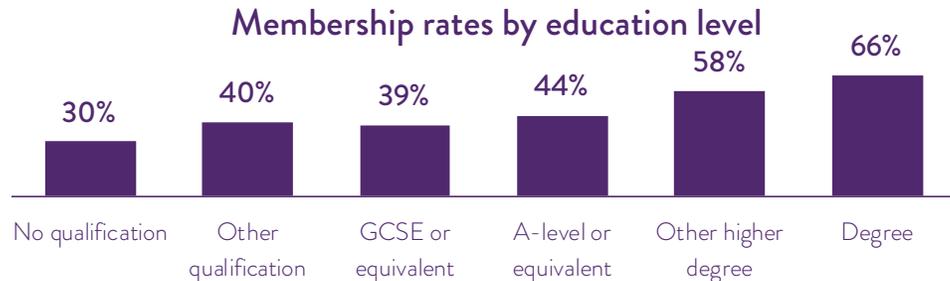
are members of an organisation

**Age** Membership levels increase with age, with the youngest group having the lowest membership rates.



## Education

Those with higher qualifications tend to have higher levels of membership. However, those with no or other qualifications are most likely to be members of social/working men’s clubs.



## Membership by gender



## Ethnicity

Sports clubs see the largest gap between ethnicities with 17% of white people being members versus 9% of BME people. Religious organisations are the only type of organisation that have more BME members (12%) than white (10%).

## Membership rates by ethnicity

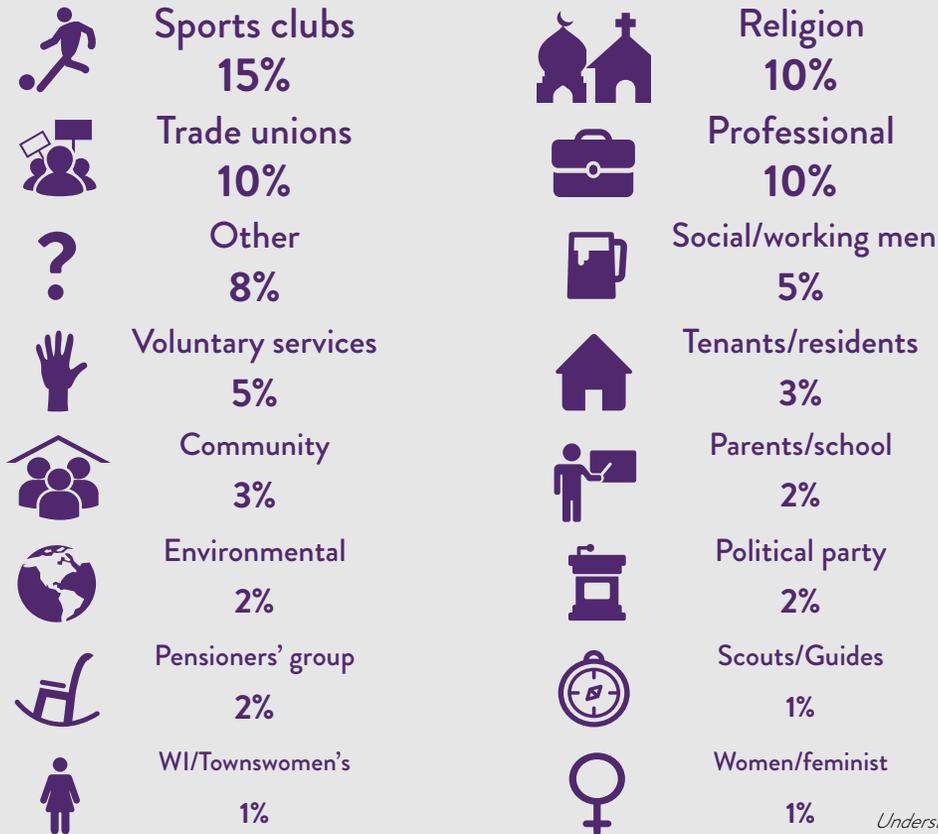


# MEMBERSHIP

## TYPES OF MEMBERSHIP ORGANISATION

Sports clubs are the most popular type of membership organisation, followed by religious groups, trade unions and professional organisations.

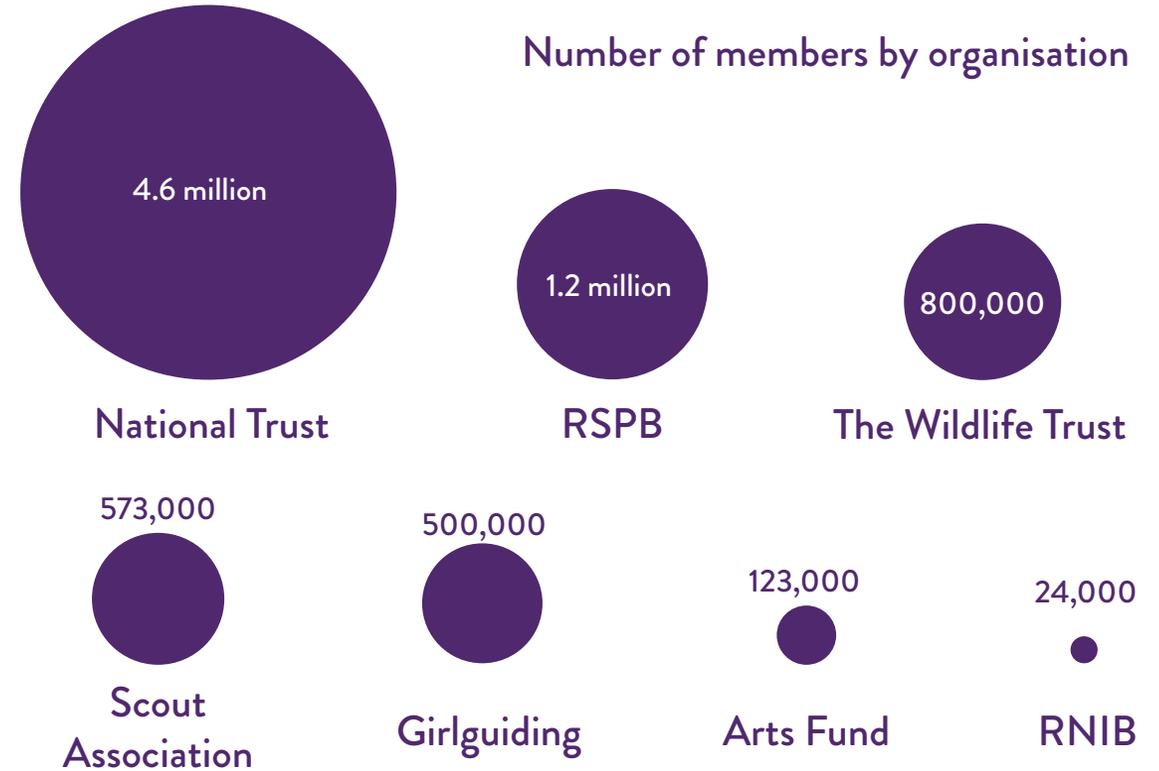
### Membership by type of organisation (%)



Understanding Society (2015)

## MEMBERSHIP OF CHARITABLE ORGANISATIONS

Membership levels of different charitable organisations vary. The National Trust has one of the largest memberships for a charity.



[www.nationaltrust.org.uk/features/annual-reports](http://www.nationaltrust.org.uk/features/annual-reports) (27/07/2017); [www.rspb.org.uk/Images/trusteesreportsandaccounts2015\\_tcm9-382815.pdf](http://www.rspb.org.uk/Images/trusteesreportsandaccounts2015_tcm9-382815.pdf) (27/07/2017); [www.wildlifetrusts.org/joinus](http://www.wildlifetrusts.org/joinus) (27/07/2017); <http://scouts.org.uk/media/767633/Annual-report-and-Accounts-2015-16.pdf> (27/07/2017); <https://www.girlguiding.org.uk/globalassets/docs-and-resources/branding-and-resources/girlguiding-impact-report-2016.pdf> (07/11/2017); <https://www.artfund.org/assets/about-us/annual-report/art-fund-annual-report-16-17.pdf> (07/11/2017); [www.rnib.org.uk/sites/default/files/APDF-RES032301\\_RNIB%20Annual%20Report\\_2015-16\\_0.pdf](http://www.rnib.org.uk/sites/default/files/APDF-RES032301_RNIB%20Annual%20Report_2015-16_0.pdf) (27/07/2017)

# LOCAL COMMUNITY ACTION

In 2015/16

Community Life Survey (2015/16)

**18%** of people were involved in local social action

**36%** of people were aware of local social action

## CITIZENS UK

Organises communities to act together for power, social justice and the common good. It is made up of churches, schools, mosques, unions and other civil society organisations. [www.citizensuk.org/](http://www.citizensuk.org/) (08/06/2017)

**254** member institutions

**24.8k** people took action with local citizens UK alliances in 2016



**Refugees welcome**  
620 local campaigns, 727 landlords offering properties.



**Good jobs**  
Set up four training pathways with six major employers.

## TRANSITION NETWORK

A charity set up to support the spread of Transition. Transition is about communities stepping up to address the big challenges they face by starting local. [transitionnetwork.org/](http://transitionnetwork.org/) (08/06/2017)

**253** initiatives in the UK

**25** national hubs



**Rise of social currency**  
Including Brixton Pound, Totnes Pound and Bristol Pound.



**Million miles**  
Cut car travel by a million miles by promoting green alternatives.

## OTHER NETWORKS

### Casserole Club

Platform to connect people who like to cook for their neighbours who are unable to cook.



>7,000 people in England and Australia signed up.

[www.casseroleclub.com.au/about](http://www.casseroleclub.com.au/about) (08/06/2017)

### North London Cares

Community network of young professionals and older neighbours.



4,000 younger and 4,000 older people helping each other.

<https://northlondoncares.org.uk/the-story-so-far> (23/06/2017)

### Park Run

Organises free, weekly, 5km timed runs around the world.



Over 16 million runs and 1.4 million runners in the UK.

<http://www.parkrun.org.uk/> (30/06/2017)

## EVENTS

### The Big Lunch

Annual event to bring together people in their neighbourhoods.



7.3 million people took part at over 90,000 events in 2016.

[www.edenprojectcommunities.com/thebiglunchhomepage](http://www.edenprojectcommunities.com/thebiglunchhomepage) (30/06/2017)

### Jo Cox Great Get Together

In 2017, the Jo Cox Foundation teamed up with The Big Lunch.



140,000 events took place in the UK in 2017.

[www.itv.com/news/calendar/2017-06-18/the-great-get-together-140-000-events-take-place-in-memory-of-jo-cox/](http://www.itv.com/news/calendar/2017-06-18/the-great-get-together-140-000-events-take-place-in-memory-of-jo-cox/) (30/06/17)

## Campaigns

Communities also come together to campaign around issues, eg through the Save our Hospitals campaign group or the Radical Housing Network.

<http://saveourhospitals.net/> (03/07/2017); <http://radicalhousingnetwork.org/about/who-we-are/> (03/07/2017)

# LOCAL COMMUNITY ACTION

## COMMUNITY OWNERSHIP

Community assets are land or buildings owned or managed by community organisations. They include town halls, community centres, sports facilities, affordable housing and libraries.

**~4,000**

assets have been listed as assets of community value

*Sandford (2017) Assets of Community Value. Commons Briefing papers SN06366*

### Community shares

Since 2009, almost 120,000 people have invested over **£100m** to support 350 community businesses throughout the UK.

*communityshares.org.uk/find-out-more/what-are-community-shares (09/06/2017)*

### Community pubs

1,250 pubs have been registered as assets of community value under community rights.



**47**

community pubs open and trading in the UK

*www.plunkett.co.uk/co-operative-pubs (09/06/2017)*

### Community shops

With around 400 commercial village shops closing each year, community-owned shops respond to some of the key challenges facing rural communities.



**348**

community shops open and trading in the UK

*www.plunkett.co.uk/community-shops (09/06/2017)*

## COMMUNITY PROGRAMMES

### Community Organisers

A government programme where community organisers act as local leaders and bring people together to take action.

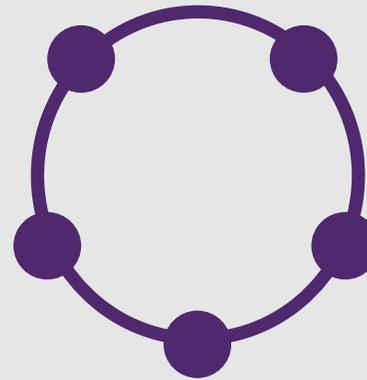


**>500,000** hours spent by organisers



**~30,000** mobilised to take action

*www.gov.uk/government/publications/2010-to-2015-government-policy-social-action/2010-to-2015-government-policy-social-action (08/06/2017)*



### Locality

National network of 600 enterprising, community-led organisations, working together to help neighbourhoods thrive.



**11,000** community groups supported



**33,500** volunteers mobilised

*http://locality.org.uk/wp-content/uploads/LOCALITY-IMPACT-REPORT.pdf (08/06/2017)*

### Big Local

Big Lottery Fund programme that allows communities to develop and enact plans for their local area, running from 2010 to 2027.



**150** communities supported



**94,000** residents reached

*localtrust.org.uk/assets/downloads/documents/Early\_Years\_Summary\_final.pdf (08/06/2017)*

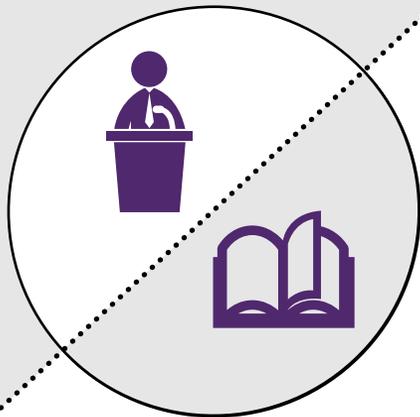
# POLITICAL ENGAGEMENT

## INTEREST

**53%** of people are either 'fairly' or 'very' interested in politics.

Around one in five people say they are not at all interested in politics.

**19%**



**13%** of people say they know 'nothing at all' about politics.

**49%** of people say they know 'a fair amount' or 'a great deal' about politics. This drops to 45% when referring to the UK parliament specifically and to 43% when referring to the EU.

## KNOWLEDGE

## EFFICACY

Just under a third of people are satisfied with the way the system of governing works (31%) and almost two-thirds (65%) believe the system needs improvement.



People tend to be sceptical as to whether their involvement in politics can make a difference to how the UK is run: 5% of people strongly agree that their involvement could really change how the country is run compared with 11% who strongly disagree. Only 28% of people believe that parliament encourages involvement in politics.

*Hansard Society (2017) Audit of Political Engagement 14*

## ACTION

Involvement in politics, across a range of activities, is generally low.



**3%** of people have attended a political meeting in the last year.

**5%** of people have taken part in a political campaign.

**5%** of people donated money to or paid membership to a political party.

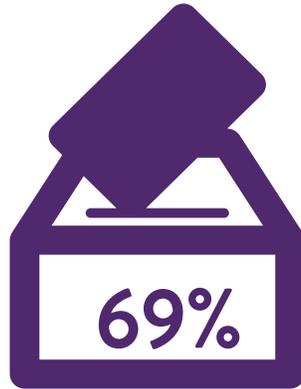
*Hansard Society (2017) Audit of Political Engagement 14*

*Hansard Society (2017) Audit of Political Engagement 14*

# POLITICAL ENGAGEMENT

## TURNOUT

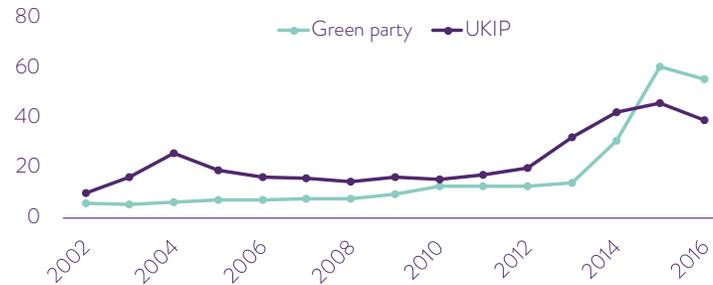
Turnout for the 2017 general election was the highest seen since 1997. However, it still fell short of electoral turnout for all elections between the 1970s and 1990s.



[www.ipsos.com/ipsos-mori/en-uk/how-britain-voted-2017-election?language\\_content\\_entity=en-uk](http://www.ipsos.com/ipsos-mori/en-uk/how-britain-voted-2017-election?language_content_entity=en-uk) (27/07/2017)

## SMALLER PARTY MEMBERSHIP

Membership of UKIP and the Green party grew dramatically in the run up to the 2015 general election but has since dipped.



Keen & Apostolova (2017) Membership of UK political parties, Briefing Paper No. SN05125

## A REFERENDUM EFFECT?

After the Scottish independence referendum in 2014, various measures of political engagement, such as claimed interest and knowledge of politics, saw uplifts, suggesting that the referendum had helped people to engage with politics. However, after the EU referendum in June 2016, no such uplift occurred, and the majority of key indicators have remained stable or decreased.

Hansard Society (2017) Audit of Political Engagement 14

## TRUST IN POLITICIANS

Politicians are one of the least trusted groups in society. In 2016 just 21% of the British public said that they trust politicians to tell the truth.

This is not a recent phenomenon: since 1983 no more than a quarter of the population has trusted politicians to tell the truth. In comparison, 89% of the public trust doctors to tell the truth and 86% trust teachers.

[www.ipsos.com/ipsos-mori/en-uk/politicians-are-still-trusted-less-estate-agents-journalists-and-bankers?language\\_content\\_entity=en-uk](http://www.ipsos.com/ipsos-mori/en-uk/politicians-are-still-trusted-less-estate-agents-journalists-and-bankers?language_content_entity=en-uk) (20/06/2017)



	Pre EU referendum		Post EU referendum
Interest in politics	57%	-4%	53%
Knowledge of politics	55%	-6%	49%
Satisfied with the system of governing	32%	-1%	31%

# CAMPAIGNING AND PROTEST

In the last 12 months:



## DRIVERS OF POLITICAL ACTION

A UK survey found that people who had undertaken some form of political action in 2016 were most likely to be more affluent, white, older and well-educated.

A worldwide study found that traditional organisations like trade unions, community coalitions and political parties remain important drivers of political action, but political movements are increasingly shaped by new agents of change described as middle-class people of all ages, disillusioned with political processes and political parties.

*Hansard Society (2017) Audit of Political Engagement 14; Ortiz et al. (2013) World protests 2006–2013. Initiative for Policy Dialogue and Friedrich-Ebert-Stiftung New York, Working Paper 2013.*

## CAMPAIGN EXAMPLES



The Bank of England was urged to make the new £5 note vegan-friendly with 70,000 signing a petition.

[www.theguardian.com/business/2016/nov/29/bank-of-england-urged-to-make-new-5-note-vegan-friendly](http://www.theguardian.com/business/2016/nov/29/bank-of-england-urged-to-make-new-5-note-vegan-friendly) (05/062017)



Specsavers withdrew an advert from the *Daily Express* after hundreds, including Stop Funding Hate, said it was funding fear.

[www.huffingtonpost.co.uk/entry/specsavers-apologises-and-pulls-daily-express-front-page-advert-after-customers-revolt\\_uk\\_57da797ce4b0d584f7eff071](http://www.huffingtonpost.co.uk/entry/specsavers-apologises-and-pulls-daily-express-front-page-advert-after-customers-revolt_uk_57da797ce4b0d584f7eff071) (05/06/2017)



The He for She campaign created by UN Women to achieve gender equality globally has 60,000 commitments in the UK.

[www.heforshe.org/en](http://www.heforshe.org/en) (03/07/2017)

## UK PARLIAMENT E-PETITIONS

[petition.parliament.uk/petitions](http://petition.parliament.uk/petitions) (31/05/17)



Since 2011, people can submit online petitions to parliament.



56 petitions (with >100,000 signatures) have been debated in parliament.



20,781 petitions have been rejected because they do not meet the petition standards.

### Top three petitions

**>4m** A second EU referendum

**1.9m** Prevent Donald Trump from making a state visit to the UK

**823k** Give Meningitis B vaccine to all children

# CAMPAIGNING AND PROTEST

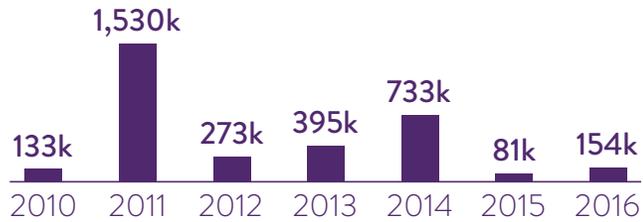
## SIZE AND SCOPE OF PROTESTS

In 2016, **3%** of the UK took part in a march or demonstration and **17%** said they would be prepared to.



There were 154,000 workers involved in labour disputes during 2016, with 322,000 working days lost through stoppages.

Workers involved in UK labour disputes



Most stoppages in 2016 were taking place in the transport and storage industry, and the education sector.

Clegg, R. (2016) Labour disputes in the UK: 2016. Analysis of UK labour disputes in 2016, including working days lost, stoppages and workers involved. Office for National Statistics.

## DIRECT ACTION AND PROTEST

**250,000** people took part in the London March for the Alternative, protesting against government cuts.

Mar 2011  
[www.bbc.co.uk/news/uk-12864353](http://www.bbc.co.uk/news/uk-12864353) (07/11/2017)

**21,600** junior doctors took part in the first ever NHS all-out strike against government plans to impose a new contract.

Apr 2016  
[www.theguardian.com/society/2016/apr/27/junior-doctors-across-england-to-strike-for-second-day](http://www.theguardian.com/society/2016/apr/27/junior-doctors-across-england-to-strike-for-second-day) (07/11/2017)

**>100** protesters held a flash mob at Heathrow Airport against its expansion.

Oct 2016  
[www.bbc.co.uk/news/uk-england-london-37531015](http://www.bbc.co.uk/news/uk-england-london-37531015) (07/11/2017)

**~400** anti-capitalist protesters camped outside St Paul's Cathedral, as part of the Occupy movement, and remained until February 2012.

Oct 2011  
[www.theguardian.com/uk/2011/oct/16/occupy-london-protest-second-day](http://www.theguardian.com/uk/2011/oct/16/occupy-london-protest-second-day) (07/11/2017)

Cleshire: the longest running anti-fracking camp of the UK is closed after almost **two years.**

Jun 2015

**100,000** joined the women's march in London and protested against Donald Trump.

Apr 2016  
[www.independent.co.uk/news/uk/home-news/womens-march-london-donald-trump-protest-traffic-jam-washington-dc-a7539636.html](http://www.independent.co.uk/news/uk/home-news/womens-march-london-donald-trump-protest-traffic-jam-washington-dc-a7539636.html) (07/11/2017)

Jan 2017

**~2 million** public sector workers took part in pension strikes: two-thirds of state schools were shut and thousands of hospital operations postponed.

[www.bbc.co.uk/news/uk-15953806](http://www.bbc.co.uk/news/uk-15953806) (07/11/2017)

Nov 2011  
**250,000** took part in anti-austerity protests across the UK.

Jun 2015  
[www.bbc.co.uk/news/uk-politics-33210014](http://www.bbc.co.uk/news/uk-politics-33210014) (07/11/2017)

**10,000** marched in the Not One Day More protest against government.

Jun 2015  
[www.standard.co.uk/news/london/not-one-day-more-protest-thousands-gather-in-central-london-for-march-against-theresa-may-a3577596.html](http://www.standard.co.uk/news/london/not-one-day-more-protest-thousands-gather-in-central-london-for-march-against-theresa-may-a3577596.html) (07/11/2017)

Jul 2017

**45,000** marched through London as part of the Enough Food for Everyone If campaign, ahead of the 2013 G8 Summit.

[www.bond.org.uk/data/files/IF\\_campaign\\_evaluation\\_report.pdf](http://www.bond.org.uk/data/files/IF_campaign_evaluation_report.pdf) (07/11/2017)

# CHARITABLE GIVING

**£9.7bn** overall giving in 2016

CAF (2017) UK Giving 2017

In 2016 **61%** of people gave money to charity in the last year

which is equivalent to

**32.5 million** people aged 16+ in the UK

CAF (2017) UK Giving 2017; ONS (2016) Population estimates for UK, England and Wales, Scotland and Northern Ireland: mid-2016.

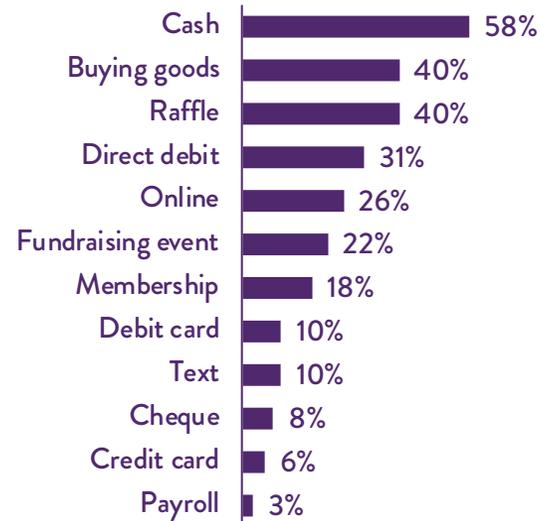
**51%** give to charity from time to time  
**25%** give to charity on a monthly basis

CAF (2017) UK Giving 2017

## WAYS OF GIVING

Cash remains the most common way for people to give to charity. Younger people are more likely to give cash and at fundraising events. People aged 25–44 are most likely to give to charity online and via text.

### Method used to give in the last 12 months



CAF (2017) UK Giving 2017

## HIGH-LEVEL DONORS AND PHILANTHROPISTS

Individual donors made 355 donations worth over £1m, totalling £1.8bn in 2015.

Universities and foundations receive the majority of these donations.

**£1.8bn**  
Total worth of gifts of £1m+



Coutts (2016) United Kingdom 2016 Million Dollar Donor Report

Largest overall donation **£137.7m**

Steve Morgan, boss of FTSE 250-listed housebuilder Redrow, donated

**£200m** to charity in 2016.

It is thought to be one of the largest donations ever made by a UK business person.

[www.cityam.com/259291/boss-ftse-250-listed-housebuilder-just-made-one-largest](http://www.cityam.com/259291/boss-ftse-250-listed-housebuilder-just-made-one-largest)

### The number of gifts worth £1m+

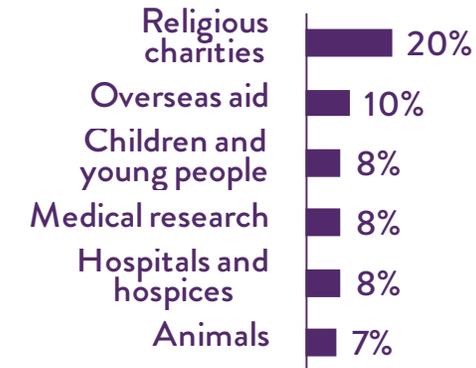
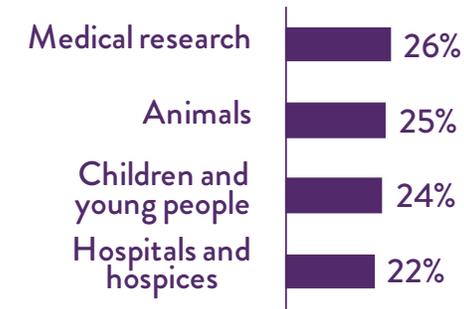


Coutts (2016) United Kingdom 2016 Million Dollar Donor Report

# CHARITABLE GIVING

## MOST POPULAR CAUSES

Causes that attracted:

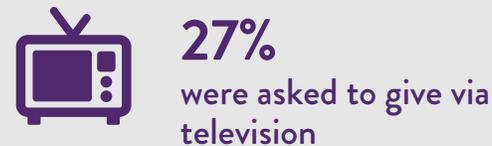


CAF (2017) UK Giving 2017

## Being asked to give

People are asked to give to charity in many ways.

How people were asked to give in 2016



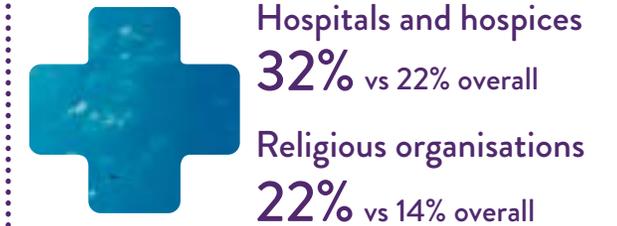
CAF (2017) UK Giving 2017

## WHO SUPPORTS WHAT?

Women are most likely to give to:



People aged 65+ are most likely to give to:



Londoners are most likely to give to homeless charities.

**26%** vs 15% overall

People in Ulster most likely to give to physical and mental health care.

**28%** vs 16% overall

Those in the north east are the most likely to give to medical research.

**39%** vs 26% overall

CAF (2017) UK Giving 2017

# RAISING MONEY

## MASS PARTICIPATION

The top 25 mass participation events run by individual charities in 2015 raised over £136m and had over 3.5 million participants.

*Massive (2016) Massive Top 25*

### Top five events in 2015

- 
**£52.8m** Race for Life (Cancer Research UK)
- 
**£27.7m** World's Biggest Coffee Morning (Macmillan)
- 
**£6.8m** Walk the Walk (Moonwalk)
- 
**£5.2m** Movember (The Movember Foundation)
- 
**£4.5m** Brave the Shave (Macmillan)

## INDIVIDUAL FUNDRAISING

**20%** of people who were involved in some form of social action in their community said they helped fundraise for that activity.

*Community Life Survey (2015/16)*

### London Marathon

In 2016, runners taking part in the London Marathon raised **£59.4m**

This brings the total amount raised since the event launched in 1981 to

**£830m.**  
In 2017, the race was run by **40,000** people, a record number.

*www.civilsociety.co.uk/news/-59-4m-raised-by-london-marathon-runners-in-2016.html (20/06/2017); www.standard.co.uk/news/london/london-marathon-2017-record-number-of-runners-make-marathon-capitals-biggest-ever-a3521576.html (20/06/2017)*

### Baking

*CAF (2015) UK Giving 2015*

During 2015 approximately **£185m** was raised by bake sales alone.



### Macmillan Coffee Mornings

Macmillan ran its first Coffee Morning in 1990 with the idea that people would donate the cost of their drink to Macmillan.

**£138m** raised since 1991

*http://coffee.macmillan.org.uk/about/what/ (20/06/2017)*

### Race for Life

*www.cancerresearchuk.org/support-us/find-an-event/charity-runs/race-for-life (20/06/2017)*

**8 million** women have taken part in a Race for Life over the past 20 years

raising more than **£547m**

# RAISING MONEY

## CROWDFUNDING

Crowdfunding utilises the internet to mobilise people quickly around causes, often in large numbers and across wide geographical distances. Although some way behind income generated for private sector projects, crowdfunding for good causes is a growing market, with around £81m raised for good causes in 2015.

### Common types of crowdfunding in the voluntary sector

#### Donation-based crowdfunding

Individuals donate small amounts to meet the larger funding aim of a specific project while receiving no tangible benefits.

#### How much is it worth?

**£12m** (2015)

#### Average campaign size

**£714** (2015, dependent on platform)

#### Average number of backers

**41** (2015)

#### Community shares

A form of withdrawable share capital unique to co-operative and community benefit society legislation. Investors have a democratic say in the project's social aims and can be paid interest on their shares but shares cannot go up in value.

#### How much is it worth?

**£61m** (2015)

#### Average campaign size

**£309,342** (2015)

#### Average number of backers

**458** (2015)



*Nesta (2016) Crowdfunding for good causes*

## FUNDRAISING PLATFORMS

There are many fundraising platforms that allow people to make donations to their chosen cause online. These platforms often handle Gift Aid reclamation and sometimes gives advice on fundraising techniques and strategy.

*<https://localgiving.org/about/mission/> (20/06/2017)*

### Localgiving

Localgiving is a website established to help local organisations diversify their income through online fundraising. Local charities or community groups can sign up to the website for an annual membership fee in order to access services and create fundraising pages.

**>£15m**

has been raised for local charities or community groups through the site since 2009

**>5,000**

local charities or community groups have created a Localgiving page

**158,000**

individuals have donated to a local charity or community group

**20,000**

monthly Direct Debit donations have been set up to enable regular donations

# ETHICAL CONSUMERISM

## Ethical consumer markets UK in 2015

 Total ethical market **£78.5bn**

### By sector (% growth 2014 to 2015)

 Money (-9.2%) **£38.7bn**

 Community (11.7%) **£9.4bn**

 Transport (17.9%) **£9.4bn**

 Food and drinks (5.3%) **£9.0bn**

 Green homes (0.0%) **£8.8bn**

 Personal products (10.3%) **£1.3bn**

*Ethical Consumer Markets report 2016*

## ETHICAL CONSUMER MARKET

The value of all ethical purchases in the UK recorded an 8.5% growth during 2015, with the largest sales increases in community (local shopping, charity shops) and transport.

*Ethical Consumer Markets report 2016*

## FAIRTRADE MARKET

**£1.6bn**

UK Fairtrade sales in 2015\*

 >400 companies work with Fairtrade UK

 9,773 campaign groups in the UK

 1,737 Fairtrade schools in the UK

 53,000 at Fairtrade fortnight breakfast

 617 Fairtrade towns in the UK

*\*Fairtrade is an independent consumer label for products that meets the international Fairtrade standards. Source: Fairtrade (2016) Impact report 2015/16 <http://ourimpactstory.fairtrade.org.uk/> (07/11/2017)*

## ORGANIC MARKET

In 2015, the organic market in the UK grew by 4.5% and the total spending on organic products was £1.95bn. Supermarkets continue to be the largest sellers of organic products (£1.3bn), but box schemes and online sales increased by 9.1%.

*Soil Association (2016) Organic market report 2016.*



Top three sectors in 2015 by growth in sales (as % change to 2014)

## ETHICAL CONSUMERS

A recent study found that ethical supermarket shoppers are more likely to be middle-aged. Organic consumers were also found more likely to be employed and from a higher social class.

*Jayawardhena, C., Morrell, K. & Stride, C. (2016) Ethical consumption behaviours in supermarket shoppers: determinants and marketing implications. Journal of Marketing Management, 32(7-8), 777-805; Organic Trade Board (2015) A fresh look at the organic consumer, cit. by Soil Association (2016) Organic market Report 2016*

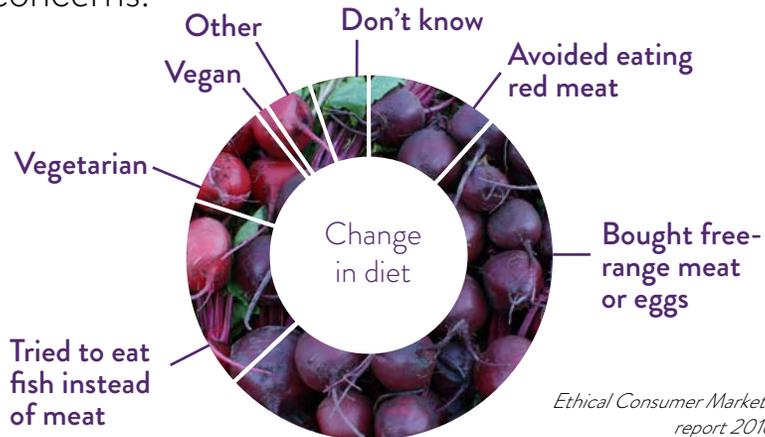
# ETHICAL CONSUMERISM

## BOYCOTTS

In 2015, 21% chose to boycott a particular product or service in the food and drink industry. The most common reason for personal boycotts are animal welfare, corporate practices and environmental impact.

## ETHICAL DIET CHOICES

In 2015, 49% of people had changed their diet because of environmental/animal welfare concerns.



Ethical Consumer Markets report 2016

  
**£1.8bn**  
 Total value of boycotts in 2015

## ALTERNATIVE WAYS OF CONSUMING

Innovative projects and sharing communities change the way people consume and provide alternatives for those who want to consume in a sustainable and ethically responsible way.

### Food



The number of vegans in the UK has risen by 360% between 2006 and 2016, while sales of vegetarian products grew by 6.3% to £710m in 2015.



More than 150,000 Londoners were involved in food growing spaces in 2013 through the Capital Growth programme.



There are about 750 local farmers' markets in the UK. In 2014, 3.1% of fresh fruit and vegetables entering homes came from gardens and allotments.

*www.vegansociety.com/whats-new/news/find-out-how-many-vegans-are-great-britain (07/06/2017); Ethical Consumer Markets report 2016; Sustain (2014) Reaping Rewards. Can communities grow a million meals for London; www.bbc.co.uk/news/business-18522656 (07/06/2017); DEFRA (2015) Family Food report*

### Sharing – exchanging – recycling



People spent £542m in charity shops in 2015. There are about 10,500 charity shops in the UK that generate a profit of £270m a year.



There are 411 Freecycle groups and 612 Freecycle groups in the UK sharing and exchanging items for free.



48,642 neighbours are sharing things and skills on Streetbank. Nextdoor, a localised social network used in over 100,000 US neighbourhoods launched in the UK in 2016.

*Ethical Consumer Markets report 2016; www.charityretail.org.uk/about-cra/ (07/06/2017); www.ilovefreecycle.org/explore (07/06/2017); www.freecycle.org (07/06/2017); www.streetbank.com/about?locale=en-GB (07/06/2017); www.theverge.com/2016/6/23/12005456/nextdoor-100000-neighborhood-social-network-app-changes-business-plan-expansion (07/06/2017)*

# APPENDIX I

## GLOSSARY

### Local community action

Local community action is about communities coming together to take action on issues that they care about and that will help improve local people's lives. There are various ways that people can engage in this type of social action. For example, setting up a local service or organising a community event (eg street parties).

### Political engagement

Political engagement relates to how people feel about and interact with politics. It encompasses attitudinal factors such as knowledge and interest in politics and how much people feel they can influence political decision making. It also includes more participatory elements like voting, being a member or supporter of a political party and taking political action (eg contacting a local MP or attending a political meeting).

### Civic engagement

Based on the Community Life Survey definitions, civic engagement includes civic activism, civic consultations and civic participation.

- Civic activism: Involvement in either direct making about local services or issues, the actual provision of these services by taking on a role such as a local councillor or school governor.
- Civic consultation: Active engagement in consultation about local services or issues through activities such as attending a consultation group or completing a questionnaire about these services.
- Civic participation: Wider forms of engagement in democratic processes, such as contacting an elected representative, taking part in a public demonstration or protest, or signing a petition.

### Volunteering

NCVO defines volunteering as any activity that involves spending time, doing something unpaid that aims to benefit the environment or someone (individuals or groups) other than, or in addition to, close relatives. Central to this definition is the fact that volunteering must be a choice freely made by each individual.

The following definitions for volunteering

are based on the Community Life Survey.

- Formal volunteering: Giving unpaid help through a group, club or organisation.
- Informal volunteering: Giving unpaid help to individual people who are not relatives, and not through a group, club or organisation.
- Regular volunteering: Volunteering once a month.
- Irregular volunteering: Volunteering at least once in the last year.

### Social action

Social action is doing something to make a difference. It is about improving society by working with others. It could be the giving of time or the giving of money. It could be getting involved in campaigns to improve where you live or setting up a community group or charity.

Social action helps to connect people in communities. It can reduce loneliness and isolation. It can harness the power of many to improve people's well-being.

# GLOSSARY

## Social class and social grade

Social class is usually defined as the grouping of people who have the same social, economic, cultural, political or educational status in society into bands, such as upper, middle and lower class. However, there is no consensus on this definition or the bandings that should be used, meaning the concept of social class remains contested.

In order to mitigate the definitional issues surrounding social class, this publication uses the social grades set out in the table (right) to distinguish between social classes. The basis for the classification is the occupation and employment status of the chief income earner in a household. These gradings are widely used in market research and the definitions are maintained by the Market Research Society (MRS).

Grade	Social Class	Chief income earner's occupation
A	Upper middle class	Higher managerial, administrative or professional
B	Middle class	Intermediate managerial, administrative or professional
C1	Lower middle class	Clerical, junior managerial, administrative, professional
C2	Skilled working class	Skilled manual workers
D	Working class	Semi-skilled and unskilled manual workers
E	Non-working	Casual or lowest grade workers, pensioners, others who depend on the welfare state for their income

# APPENDIX II

## IMAGE AND ICON SOURCES

### Images

#### Cover

Donations by Amber Avalona from Pixabay.com  
Holding hands from Pixabay.com  
WEA (Workers' Educational Association)

#### Where

##### Around the world

Ballot paper by alphabunny\_photos from Flickr.com

##### By activity

##### Charitable giving

Gift by Clarissa de Wet from Flickr.com  
Cat by Awee\_19 from Flickr.com  
Child by Awee\_19 from Flickr.com  
Memories by Makoto Okuda from Flickr.com

##### Volunteering

Charity run by Banathemobile0 from Pixabay.com

##### Charity governance

Computer by Goran Ivos from Unsplash.com

##### Community local action

Pub by Fsse8info from Flickr.com  
Shop local by Gexydaf from Flickr.com

##### Campaigning and protest

English 5 pound note by Insomnia Cured Here from Flickr.com  
Newspaper B&W by Jon S from Flickr.com  
HeforShe logo from www.heforshe.org/en

##### Ethical Consumerism

Lavender by Elminium from Flickr.com  
Threads by Shamaasa from Flickr.com  
Farmers Market violet veg by Napoleon Benito from Flickr.com  
2011 Famers market by Gemma Billings from Flickr.com

### Icons

#### Over time

##### Charitable giving

Man silhouette by Freepik from www.flaticon.com

#### Who

##### Age

Pounds bag by Freepik from www.flaticon.com  
Alarm clock by Freepik from www.flaticon.com  
Agreement by Gregor Cresnar from www.flaticon.com  
Book stack of three by Freepik from www.flaticon.com  
Location pin by Freepik from www.flaticon.com  
Protest by Freepik from www.flaticon.com

##### Gender

Female gender sign by Freepik from www.flaticon.com  
Male gender symbol by Freepik from www.flaticon.com  
Man silhouette by Freepik from www.flaticon.com  
Woman silhouette by Freepik from www.flaticon.com  
Online donation by Freepik from www.flaticon.com  
Pounds bag by Freepik from www.flaticon.com

##### Social class and education

Give money by Freepik from www.flaticon.com  
Protest by Freepik from www.flaticon.com  
Big Ben by Freepik from www.flaticon.com

##### Ethnicity

Voting urn by Freepik from www.flaticon.com  
Political candidate speech by Freepik from www.flaticon.com  
Open book by Freepik from www.flaticon.com  
Like by Gregor Cresnar from www.flaticon.com

##### Religion

List by Madebyoliver from www.flaticon.com  
Group by Gregor Cresnar from the Noun Project  
Multiple users by Freepik from www.flaticon.com  
Old fashion briefcase by Bogdan Rosu from www.flaticon.com  
Alarm clock by Freepik from www.flaticon.com  
Hand by Fission Stragey from the Noun Project

##### Disability

Pounds bag by Freepik from www.flaticon.com  
Clipboard by Google from www.flaticon.com  
Man silhouette by Freepik from www.flaticon.com  
Construction by Freepik from www.flaticon.com

##### Civic core

Man silhouette by Freepik from www.flaticon.com  
Woman silhouette by Freepik from www.flaticon.com  
Mortarboard by Freepik from www.flaticon.com  
Man work on laptop by Freepik from www.flaticon.com  
Church by Freepik from www.flaticon.com  
Mosque by Freepik from www.flaticon.com

#### Where

##### Spaces and places

Hospital sign by Freepik from www.flaticon.com

Public museum by Scott de Jonge from www.flaticon.com  
Sprouts by Freepik from www.flaticon.com  
Hand by Fission Stragey from the Noun Project  
Kids couple by Freepik from www.flaticon.com  
Binoculars by Freepik from www.flaticon.com  
Home by Freepik from www.flaticon.com  
Cyclist by Freepik from www.flaticon.com  
Church by Freepik from www.flaticon.com  
Mosque by Freepik from www.flaticon.com  
Teacher by Freepik from www.flaticon.com  
Empty shopping cart by Freepik from www.flaticon.com  
Multiple users by Freepik from www.flaticon.com  
Bag by Freepik from www.flaticon.com  
Lectern with microphone by Freepik from www.flaticon.com  
Alarm clock by Freepik from www.flaticon.com  
Mortarboard by Freepik from www.flaticon.com  
Protest by Freepik from www.flaticon.com  
Elementary school by Freepik from www.flaticon.com  
Beer jar by Freepik from www.flaticon.com

##### Across the country

Rural hotel house by Freepik from www.flaticon.com  
City towers view by OCHA from www.flaticon.com  
Eye by Icomoon from www.flaticon.com  
Megaphone by Daniel Bruce from www.flaticon.com

##### Around the world

Hand by Fission Stragey from the Noun Project  
Gift by SBTS from the Noun Project  
World by Daniel Bruce from www.flaticon.com  
Protest by Freepik from www.flaticon.com  
Pounds bag by Freepik from www.flaticon.com  
Signing contract by Freepik from www.flaticon.com

# IMAGE AND ICON SOURCES

## Online

Online donation by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Reload by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Hand graving smartphone by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Coin stack by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Microscope by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Light bulb by Gregor Cresnar from [www.flaticon.com](http://www.flaticon.com)  
 Calendar by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Home by Freepik from [www.flaticon.com](http://www.flaticon.com)

## By activity

### Volunteering

Hands inside heart by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Alarm clock by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Old fashion briefcase by Bogdan Rosu from [www.flaticon.com](http://www.flaticon.com)

### Charity governance

Female gender sign by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Male gender symbol by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Old fashion briefcase by Bogdan Rosu from [www.flaticon.com](http://www.flaticon.com)  
 Calendar by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Target by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Strategy by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Coin stack by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Hammer by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Hand by Fission Stragey from the Noun Project  
 Group by Gregor Cresnar from the Noun Project  
 Agreement by Gregor Cresnar from [www.flaticon.com](http://www.flaticon.com)  
 Kids couple by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 LinkedIn by Googled from [www.flaticon.com](http://www.flaticon.com)  
 Facebook by Icomoon from [www.flaticon.com](http://www.flaticon.com)  
 Twitter by Icomoon from [www.flaticon.com](http://www.flaticon.com)  
 Management by Freepik from [www.flaticon.com](http://www.flaticon.com)

## Membership

Man silhouette by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Woman silhouette by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Football player by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Protest by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Hand by Fission Stragey from the Noun Project  
 Multiple users by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 World by Daniel Bruce from [www.flaticon.com](http://www.flaticon.com)  
 Rocking chair by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Church- by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Mosque- by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Old fashion briefcase by Bogdan Rosu from [www.flaticon.com](http://www.flaticon.com)  
 Beer jar by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Home by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Teacher by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Lectern with microphone by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Compass by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Female gender sign by Freepik from [www.flaticon.com](http://www.flaticon.com)

## Community local action

Open passport by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Old fashion briefcase by Bogdan Rosu from [www.flaticon.com](http://www.flaticon.com)  
 Coin stack by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Cyclist by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Cooking pot by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Community by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Man sprinting by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Garlands by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Balloons by Dot on Paper from [www.flaticon.com](http://www.flaticon.com)  
 Alarm clock by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Hand by Fission Stragey from the Noun Project  
 Multiple users by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Group by Gregor Cresnar from the Noun Project

Local home by Krisada from the Noun Project

## Political engagement

Political candidate speech by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Open book by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Management by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Protest by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Voting urn by Freepik from [www.flaticon.com](http://www.flaticon.com)

## Campaigning and protest

Man silhouette by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Signing contract by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Lectern with microphone by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Delete cross by Freepik from [www.flaticon.com](http://www.flaticon.com)

## Charitable giving

Gift by SBTS from the Noun Project  
 Man silhouette by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Pounds bag by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Charity tin by Justin Maelzer from the Noun Project  
 Email by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Television with antenna by Freepik from [www.flaticon.com](http://www.flaticon.com)

## Raising money

Man sprinting by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Cupcake by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Community by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Snack sign by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Man and shaver by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Moon by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Mustache by Freepik from [www.flaticon.com](http://www.flaticon.com)

## Ethical consumerism

Coin stack by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Pounds bag by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Community by Freepik from [www.flaticon.com](http://www.flaticon.com)

Cyclist by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Bag by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Eco-house by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 T-Shirt by Scott de Jonge from [www.flaticon.com](http://www.flaticon.com)  
 Factory by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Elementary school by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Trade center by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Multiple users by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Snacks sign by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Bowl with vegetables by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Sprouts by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Tractor by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Reload symbol by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Online shopping by Freepik from [www.flaticon.com](http://www.flaticon.com)  
 Local home by Krisada from the Noun Project  
 Armchair by Freepik from [www.flaticon.com](http://www.flaticon.com)