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## **Donating to charity not a priority for the British public**

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### **for immediate release**

Around 40% of us can afford to double the amount of money we give to charity each week, according to figures published today.

The research, launched by CAF (Charities Aid Foundation), marks the UK's first National Giving Week and is designed to show not only whether people can afford to give more to charity, but whether they are actually willing to do so.

Overall, 57% of those surveyed said they would give more if a favourite charity was in urgent need of extra funding. But when asked what they would do with an extra £20 a week to spend, almost two thirds said they would not make charitable giving a priority. Interestingly, 28% of the wealthy and 44% of the least-wealthy said they would be prepared to give the money to charity.

The low priority given to donating is reflected in the ranking of household expenditure on recreational and leisure items. Top priority is eating out at £30.50, culture at £17.20 and package holidays at £12.70. Last on the public's list of priorities is charitable giving at just £1.70 per week.

On average, households spend three times as much on tobacco, and three and a half times as much on alcohol, as they spend on donations to charity. But while just 5% of people felt they could cut down on smoking to find extra money for charity, a staggering 37% felt that other people could. With alcohol, just 7% said they could cut down themselves while 41% believed others could.

According to Cathy Pharoah, Director of Research at CAF, many people are confused about how much they should be giving: "While most of us freely admit that we could give more to charity, few of us actually do. For many of us, giving is simply not a priority and it's up to charities to find even more powerful ways of persuading people of the value of their work.

"Ultimately, if everyone who said they could double their giving actually did, an extra £55 million would be going to charity every week."

The UK's first National Giving Week takes place between 18 - 24 October 2004 and aims to increase the level of all charitable giving in the UK by highlighting the important work of charities.

**To read the research email [wgreen@cafonline.org](mailto:wgreen@cafonline.org) or visit [www.cafonline.org](http://www.cafonline.org)**

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