GETTING INVOLVED

How people make a difference
ACKNOWLEDGEMENTS

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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
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
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 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.
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 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, 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.
INTRODUCTION

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 section 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.

**Public participation**
The engagement of people with the various structures and institutions of democracy. Key to public participation is the relationship between people and the state.

For example:
- voting
- responding to a government consultation
- signing a petition
- taking part in a protest.

**Individual participation**
The individual choices and actions that people make as part of their daily lives and that are statements of the kind of society they want to live in.

For example:
- donating money to charity
- boycotting a product
- making ethical purchases
- raising money for a cause.

**Social participation**
The collective activities that people may be involved in. The associations people form between and for themselves are at the heart of social participation.

For example:
- being a member of a community group
- volunteering at a hospice
- being trustee of a charity.
### POLICY TIMELINE 2010-2017

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>Big Society&lt;br&gt;New coalition government sets out their vision of the Big Society.</td>
</tr>
<tr>
<td>2011</td>
<td>Localism Act 2011&lt;br&gt;Devolves greater powers to local councils and neighbourhoods and gives local communities control over housing and planning decisions.</td>
</tr>
<tr>
<td>2011</td>
<td>Vetting and Barring Scheme&lt;br&gt;Review of the Vetting and Barring Scheme set to create a slimmed-down version of the scheme.</td>
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<tr>
<td>2011</td>
<td>Strategic vision for volunteering&lt;br&gt;Sets out the coalition government's long-term vision for social action and volunteering in health and social care.</td>
</tr>
<tr>
<td>2011</td>
<td>National Citizen Service&lt;br&gt;First National Citizen Service (NCS) launches over the summer.</td>
</tr>
<tr>
<td>2012</td>
<td>Small Charitable Donations Act 2012&lt;br&gt;Introduces the Gift Aid Small Donations Scheme which allows charities to claim Gift Aid on cash donations up to £20 without a Gift Aid declaration.</td>
</tr>
<tr>
<td>2012</td>
<td>Community Life Survey&lt;br&gt;First annual Community Life Survey by the Cabinet Office to look at trends in volunteering, charitable giving, local action and well-being.</td>
</tr>
<tr>
<td>2012</td>
<td>Health and Social Care Act 2012&lt;br&gt;As part of large-scale reforms to the NHS, Healthwatch is established to strengthen patient voice and encourage greater participation of communities.</td>
</tr>
<tr>
<td>2013</td>
<td>Transparency of Lobbying, Non-party Campaigning and Trade Union Administration Act 2014&lt;br&gt;Introduces measures to more closely regulate election campaign spending and activity by those not standing for election or registered as political parties.</td>
</tr>
<tr>
<td>2013</td>
<td>NHS England launches the Five Year Forward View&lt;br&gt;Shared vision for the future of the NHS, including new relationships with patients and communities and encouraging community volunteering.</td>
</tr>
<tr>
<td>2013</td>
<td>Lampard review&lt;br&gt;Recommends that NHS trusts need to review their voluntary services arrangements and ensure that they are fit for purpose.</td>
</tr>
<tr>
<td>2013</td>
<td>Final report of Call to Action Progress Group&lt;br&gt;Explores the potential need for a regulatory system for volunteer complaints and calls for organisations to respond to the Hodgson and PASC recommendations.</td>
</tr>
<tr>
<td>2014</td>
<td>Charities Act 2016&lt;br&gt;Introduces new powers for the Charity Commission to disqualify individuals from acting as trustees.</td>
</tr>
<tr>
<td>2014</td>
<td>OCS and Nesta launch Second Half Fund&lt;br&gt;Three grant funds totalling £4m to encourage people over 50 to volunteer alongside public services.</td>
</tr>
<tr>
<td>2014</td>
<td>#iwill fund&lt;br&gt;£40m of funding from government and Big Lottery in one central investment pot for #iwill campaign.</td>
</tr>
<tr>
<td>2014</td>
<td>VCSE review&lt;br&gt;By the Department of Health, Public Health England, and NHS England on how charities and volunteering can contribute positively to the health and care sector.</td>
</tr>
<tr>
<td>2015</td>
<td>National Citizen Service Act 2017&lt;br&gt;To secure the future of the NCS and make it more accountable to parliament and the public.</td>
</tr>
<tr>
<td>2015</td>
<td>Policing and Crime Act 2017&lt;br&gt;Enables chief officers to confer a range of powers on staff and volunteers.</td>
</tr>
<tr>
<td>2015</td>
<td>House of Lords Select Committee on Charities Report&lt;br&gt;Sets out recommendations on how to improve governance, increase diversity of trustees and increase volunteering.</td>
</tr>
<tr>
<td>2016</td>
<td>Full Time Social Action Review&lt;br&gt;Set up by DCMS on how to increase participation in full-time social action.</td>
</tr>
<tr>
<td>2016</td>
<td>Care Quality Commission (CQC) includes volunteering in key lines of inquiry for assessments.</td>
</tr>
</tbody>
</table>
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 (e.g. online activities).
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%.

**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.
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.

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.

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.


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

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 grades1, 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%.

1 See Appendix I for an explanation


Turnout at major elections and referendums 2014-2017

<table>
<thead>
<tr>
<th>Event</th>
<th>Year</th>
<th>Turnout</th>
<th>Difference to previous election as percentage points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scottish Independence Referendum</td>
<td>May 2014</td>
<td>84.6%</td>
<td>+11% 2010</td>
</tr>
<tr>
<td>General Election</td>
<td>Sep 2014</td>
<td>66.2%</td>
<td>+4% 2010</td>
</tr>
<tr>
<td>Welsh Assembly</td>
<td>May 2015</td>
<td>45.2%</td>
<td>-0.5% 2011</td>
</tr>
<tr>
<td>Northern Ireland Assembly</td>
<td>May 2016</td>
<td>54.2%</td>
<td>-5.2% 2011</td>
</tr>
<tr>
<td>Scottish Parliament</td>
<td>May 2016</td>
<td>55.6%</td>
<td>-8.2% 1975</td>
</tr>
<tr>
<td>EU Referendum</td>
<td>Jun 2016</td>
<td>72.2%</td>
<td>-2.6% 2015</td>
</tr>
<tr>
<td>Northern Ireland Assembly</td>
<td>Jun 2017</td>
<td>64.0%</td>
<td>+9.8% 2016</td>
</tr>
<tr>
<td>General Election</td>
<td>Jun 2017</td>
<td>68.8%</td>
<td>+2.6% 2015</td>
</tr>
</tbody>
</table>
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

- Civic participation (%)
- Civic consultation (%)
- Civic activism (%)

Civic participation has remained stable over time, while civic consultation has seen a gradual decline since 2005. Civic activism has remained stable over time.

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.

achievement changed? 2.5

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.

Proportion of people giving to charity

Donation per donor

<table>
<thead>
<tr>
<th>Year</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006/07</td>
<td>£29</td>
<td>£10</td>
</tr>
<tr>
<td>2007/08</td>
<td>£32</td>
<td>£12</td>
</tr>
<tr>
<td>2008/09</td>
<td>£30</td>
<td>£10</td>
</tr>
<tr>
<td>2009/10</td>
<td>£31</td>
<td>£14</td>
</tr>
<tr>
<td>2010/11</td>
<td>£31</td>
<td>£18</td>
</tr>
<tr>
<td>2011/12</td>
<td>£27</td>
<td>£14</td>
</tr>
<tr>
<td>2012/13</td>
<td>£29</td>
<td>£18</td>
</tr>
<tr>
<td>2014</td>
<td>£39</td>
<td>£18</td>
</tr>
<tr>
<td>2015</td>
<td>£37</td>
<td>£18</td>
</tr>
<tr>
<td>2016</td>
<td>£40</td>
<td>£18</td>
</tr>
</tbody>
</table>

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.

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 markets in the UK, 1999-2015

[Graph showing the growth of different ethical markets: Organic Food, Green Home, Ethical Food and Drink, Eco-travel and eco-transport, Ethical Personal Products]


Organic market

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 lead 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.

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.
VOLUNTEERING

Younger people are the most likely age group to formally volunteer regularly: 32% of 16–25 year old 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

- Fundraising/sponsored event: 43%
- Give time to charity/cause: 32%
- Support people: 28%
- Tutor, coach, mentor someone: 21%
- Improve local area: 16%
- Campaign for something: 10%

GIVING

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+.

Turnout at recent elections (%)

- 2015 General Election: 74
- 2016 EU Referendum: 73
- 2017 General Election: 54

Turnout of 18–25 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.
Who gets involved? 3.2

**GENDER**

**POLITICAL ENGAGEMENT**

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

- **Women**: 62%
- **Men**: 64%

[Link to source](https://rightsinfo.org/2017-intake-representative-parliament-ever/ (30/06/17))

**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.

[Link to source](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)]

**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.

- **Men**: 14%
- **Women**: 8%

[CAF (2017) UK Giving 2017]

**CHARITABLE GIVING**

**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%).

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

**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%).

ONLINE ACTION

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

BOYCOTTS

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

VOLUNTEERING

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

POLITICAL ACTION

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.
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

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)

POLITICAL ENGAGEMENT

Turnout

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

Hansard Society (2017) Audit of Political Engagement 14

Parliament

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.

Hansard Society (2017) Audit of Political Engagement 14

Interest

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

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

Knowledge

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

Volunteering rates by ethnic group

Formal volunteering at least once in the last month

BME

White

20%

28%

Informal volunteering at least once in the last month

BME

White

29%

35%

Formal volunteering at least once in the last year

BME

White

36%

42%

Informal volunteering at least once in the last year

BME

White

61%

60%
**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

<table>
<thead>
<tr>
<th></th>
<th>Not practising</th>
<th>Actively practising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formal volunteering</td>
<td>24%</td>
<td>35%</td>
</tr>
<tr>
<td>at least</td>
<td>31%</td>
<td>41%</td>
</tr>
<tr>
<td>once a month</td>
<td>38%</td>
<td>49%</td>
</tr>
</tbody>
</table>

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.

**SCALE AND SCOPE**

- **Activities of religious groups**
  - 16,068 Total number of projects
  - 9,177 Total number of paid staff
  - 2,110 Groups supporting local communities
  - 3.5 million Beneficiaries in 2014
  - 21 million Total volunteer hours per year
  - 139,600 Total number of volunteers

**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 (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/ (24/07/17)

- **Jewish Volunteering Network**
  - Has over 7,000 registered volunteers that have been linked with 6,000+ charities.
  - www.jvn.org.uk/ (24/07/17)

**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.

Civic participation by religion

<table>
<thead>
<tr>
<th></th>
<th>Not practising</th>
<th>Actively practising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formal volunteering</td>
<td>32%</td>
<td>39%</td>
</tr>
<tr>
<td>in the last</td>
<td>35%</td>
<td>48%</td>
</tr>
<tr>
<td>12 months</td>
<td>38%</td>
<td>51%</td>
</tr>
</tbody>
</table>

**Who gets involved?**

<table>
<thead>
<tr>
<th></th>
<th>Actively practising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formal volunteering</td>
<td>58%</td>
</tr>
<tr>
<td>in the last</td>
<td>65%</td>
</tr>
<tr>
<td>12 months</td>
<td></td>
</tr>
</tbody>
</table>
Who gets involved? 3.6

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.

<table>
<thead>
<tr>
<th>Limiting long-term illness or disability</th>
<th>No illness or disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formal Once a month</td>
<td>Informal Once a month</td>
</tr>
<tr>
<td>25%</td>
<td>36%</td>
</tr>
<tr>
<td>Formal Once a year</td>
<td>Informal Once a year</td>
</tr>
<tr>
<td>39%</td>
<td>57%</td>
</tr>
</tbody>
</table>

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%).

CIVIC PARTICIPATION

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.

<table>
<thead>
<tr>
<th>Limiting long-term illness or disability</th>
<th>No illness or disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formal Once a month</td>
<td>Informal Once a month</td>
</tr>
<tr>
<td>33%</td>
<td>34%</td>
</tr>
</tbody>
</table>

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.
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.

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.

Non-core engaged (51%)
Makes up the largest proportion of the population but contributes just 13% of volunteering hours, 19% of charitable giving and 23% of civic participation.

Secondary core (27%)
Contributes 36% of volunteering hours, 39% of charitable giving and 53% of civic participation.

WHO ARE THE CIVIC CORE?
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.
People get involved almost everywhere, and many organisations depend on their involvement.

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

<table>
<thead>
<tr>
<th>Field</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport/exercise</td>
<td>50%</td>
</tr>
<tr>
<td>Hobbies/recreation/arts/clubs</td>
<td>38%</td>
</tr>
<tr>
<td>Religion</td>
<td>34%</td>
</tr>
<tr>
<td>Children’s education/schools</td>
<td>33%</td>
</tr>
<tr>
<td>Health/disability/welfare</td>
<td>22%</td>
</tr>
<tr>
<td>Local/community groups</td>
<td>19%</td>
</tr>
<tr>
<td>The elderly</td>
<td>19%</td>
</tr>
<tr>
<td>Environment/animals</td>
<td>17%</td>
</tr>
<tr>
<td>Adult education</td>
<td>16%</td>
</tr>
<tr>
<td>Safety/first aid</td>
<td>15%</td>
</tr>
<tr>
<td>Justice and human rights</td>
<td>11%</td>
</tr>
<tr>
<td>Politics</td>
<td>8%</td>
</tr>
<tr>
<td>Trade union activity</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Citizen groups</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Organisations and Groups

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

**Local churches and other faith groups**
- 61,000 members

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

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

**Trade unions in the UK**
- 145 members

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

**Not-for-profit sports clubs in the UK**
- 135,900 members

**Parent Teacher Associations in the UK**
- 12,300 members

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

**Food banks in the UK**
- 2,000 members

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

**Universities in the UK**
- 163 members

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

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

**Community Life Survey (2015/16)**

Where do people get involved? 4.1 

Where do people get involved? 4.1

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.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Number of Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culture and recreation</td>
<td></td>
</tr>
<tr>
<td>Volunteers, Independent museums</td>
<td>100,000</td>
</tr>
<tr>
<td>Volunteers, Olympics 2012</td>
<td>70,000</td>
</tr>
<tr>
<td>Volunteers, Libraries</td>
<td>36,000</td>
</tr>
<tr>
<td>Health and social care</td>
<td></td>
</tr>
<tr>
<td>Volunteers, Hospices in the UK</td>
<td>125,000</td>
</tr>
<tr>
<td>Volunteers, Acute Trusts England</td>
<td>78,000</td>
</tr>
<tr>
<td>Volunteers, St John Ambulance</td>
<td>44,000</td>
</tr>
<tr>
<td>Volunteers, Samaritans</td>
<td>20,000</td>
</tr>
<tr>
<td>Volunteers, Sue Ryder Care</td>
<td>15,000</td>
</tr>
<tr>
<td>Volunteers, Alzheimer’s Society</td>
<td>11,000</td>
</tr>
<tr>
<td>Criminal justice</td>
<td></td>
</tr>
<tr>
<td>Magistrates, England and Wales</td>
<td>21,000</td>
</tr>
<tr>
<td>Special constables, Police UK</td>
<td>20,000</td>
</tr>
<tr>
<td>Police support volunteers, England and Wales</td>
<td>6,000</td>
</tr>
<tr>
<td>Emergency services</td>
<td></td>
</tr>
<tr>
<td>Volunteers, RNLI life boats</td>
<td>32,000</td>
</tr>
<tr>
<td>Volunteers, British Red Cross</td>
<td>22,000</td>
</tr>
<tr>
<td>Volunteers, Mountain Rescue</td>
<td>2,000</td>
</tr>
<tr>
<td>Environment, animals and heritage</td>
<td></td>
</tr>
<tr>
<td>Volunteers, National Trust</td>
<td>61,000</td>
</tr>
<tr>
<td>Volunteers, British Trust for Ornithology</td>
<td>50,000</td>
</tr>
<tr>
<td>Volunteers, RSPB</td>
<td>12,000</td>
</tr>
<tr>
<td>Volunteers, The Conservation Volunteers</td>
<td>10,000</td>
</tr>
<tr>
<td>Volunteers, Canal &amp; River Trust</td>
<td>10,000</td>
</tr>
<tr>
<td>Volunteers, English Heritage</td>
<td>2,000</td>
</tr>
<tr>
<td>Community</td>
<td></td>
</tr>
<tr>
<td>Volunteers, charity shops UK</td>
<td>221,000</td>
</tr>
<tr>
<td>Volunteers, local churches &amp; faith groups</td>
<td>140,000</td>
</tr>
<tr>
<td>Volunteers, Age UK</td>
<td>41,000</td>
</tr>
<tr>
<td>Children and young people</td>
<td></td>
</tr>
<tr>
<td>Governors, schools UK</td>
<td>300,000</td>
</tr>
<tr>
<td>Volunteers, Scouts Association</td>
<td>116,000</td>
</tr>
<tr>
<td>Volunteers, Girlguiding</td>
<td>100,000</td>
</tr>
</tbody>
</table>

125,000 Volunteers, Hospices in the UK
78,000 Volunteers, Acute Trusts England
44,000 Volunteers, St John Ambulance
21,000 Magistrates, England and Wales
20,000 Special constables, Police UK
6,000 Police support volunteers, England and Wales
32,000 Volunteers, RNLI life boats
22,000 Volunteers, British Red Cross
2,000 Volunteers, Mountain Rescue
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
221,000 Volunteers, charity shops UK
140,000 Volunteers, local churches & faith groups
41,000 Volunteers, Age UK
300,000 Governors, schools UK
116,000 Volunteers, Scouts Association
100,000 Volunteers, Girlguiding


The King’s Fund estimated that there are three million health and care volunteers in the UK. 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.info.gov.uk/government- pastry/2016 getEmail.aspx 15/06/2017; Samaritans annual accounts 2015/16; Sue Ryder Care annual accounts 2015/16; Alzheimer’s Society annual accounts 2015/16;

21,000 Magistrates, England and Wales
20,000 Special constables, Police UK
6,000 Police support volunteers, England and Wales
221,000 Volunteers, charity shops UK
140,000 Volunteers, local churches & faith groups
41,000 Volunteers, Age UK
300,000 Governors, schools UK
116,000 Volunteers, Scouts Association
100,000 Volunteers, Girlguiding

www.magistrates-association.org.uk/about-us (15/06/2017); https://policespecials.com/ (15/06/2017); www.college.police.uk/What-we-do/Support/Citizens/PSVs/Documents/Presentation_to_Conference_less_cars.pdf (15/06/2017)

21,000 Magistrates, England and Wales
20,000 Special constables, Police UK
6,000 Police support volunteers, England and Wales

100,000 Volunteers, Independent museums
70,000 Volunteers, Olympics 2012
36,000 Volunteers, Libraries

221,000 Volunteers, charity shops UK
140,000 Volunteers, local churches & faith groups
41,000 Volunteers, Age UK
300,000 Governors, schools UK
116,000 Volunteers, Scouts Association
100,000 Volunteers, Girlguiding
Where do people get involved? 4.2

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
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.

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.

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 (e.g. community centres)
- organising a community event (e.g. street parties)
- other issues related to the local area.

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%).

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 (%)

<table>
<thead>
<tr>
<th>Region</th>
<th>General election</th>
<th>EU referendum</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>66</td>
<td>72</td>
</tr>
<tr>
<td>Scotland</td>
<td>71</td>
<td>67</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>58</td>
<td>63</td>
</tr>
<tr>
<td>Wales</td>
<td>66</td>
<td>72</td>
</tr>
<tr>
<td>England</td>
<td>66</td>
<td>73</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Remittances</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>India</td>
<td>$3.9bn</td>
</tr>
<tr>
<td>2</td>
<td>Nigeria</td>
<td>$3.7bn</td>
</tr>
<tr>
<td>3</td>
<td>Pakistan</td>
<td>$1.6bn</td>
</tr>
</tbody>
</table>

NGOs IN THE UK

Amnesty International
626,000 supporters
231 youth groups
440 local groups
396,000 people taking action through Amnesty UK

Oxfam
800,000 online actions taken by people in support of campaign or advocacy issues

Christian Aid
£11.3m raised during Christian Aid Week 2015

TOP DEC APPEALS 1997-2017

<table>
<thead>
<tr>
<th>Year</th>
<th>Appeal</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>Kosovo crisis</td>
<td>£53m</td>
</tr>
<tr>
<td>2004</td>
<td>Asia quake</td>
<td>£59m</td>
</tr>
<tr>
<td>2005</td>
<td>Pakistan floods</td>
<td>£71m</td>
</tr>
<tr>
<td>2010</td>
<td>Haiti earthquake</td>
<td>£107m</td>
</tr>
<tr>
<td>2010</td>
<td>East Africa crisis</td>
<td>£79m</td>
</tr>
<tr>
<td>2013</td>
<td>Philippines Typhoon</td>
<td>£97m</td>
</tr>
<tr>
<td>2013</td>
<td>Ebola crisis</td>
<td>£37m</td>
</tr>
<tr>
<td>2014</td>
<td>Nepal</td>
<td>£87m</td>
</tr>
<tr>
<td>2015</td>
<td>East Africa crisis</td>
<td>£55m</td>
</tr>
</tbody>
</table>

Responses to the refugee crisis

12% of people gave money
10% of people donated goods

100,000 took part in a march organised by Solidarity with Refugees in London in 2015

£27m donated by people in the UK to DEC Syria crisis appeal between 2013 and 2015

450,000 signed a petition in 2015 to accept more asylum seekers and increase support for refugees in the UK
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 (%)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Volunteering Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>US</td>
<td>46%</td>
</tr>
<tr>
<td>11</td>
<td>Australia</td>
<td>40%</td>
</tr>
<tr>
<td>14</td>
<td>Canada</td>
<td>38%</td>
</tr>
<tr>
<td>22</td>
<td>UK</td>
<td>33%</td>
</tr>
<tr>
<td>26</td>
<td>Norway</td>
<td>31%</td>
</tr>
<tr>
<td>32</td>
<td>France</td>
<td>29%</td>
</tr>
</tbody>
</table>

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.

Giving as % of GDP

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>1.44%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>0.79%</td>
</tr>
<tr>
<td>Canada</td>
<td>0.77%</td>
</tr>
<tr>
<td>UK</td>
<td>0.54%</td>
</tr>
<tr>
<td>Korea</td>
<td>0.50%</td>
</tr>
</tbody>
</table>

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.

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.

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.

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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>45</td>
</tr>
<tr>
<td>2010</td>
<td>35</td>
</tr>
<tr>
<td>2011</td>
<td>40</td>
</tr>
<tr>
<td>2012</td>
<td>23</td>
</tr>
<tr>
<td>2013</td>
<td>28</td>
</tr>
</tbody>
</table>

©2016 CAF World Giving Index
VIRTUAL VOLUNTEERING
There are many ways people can volunteer for an organisation or cause online, including:

- help researchers to find a cure (e.g., Cancer Research UK Citizen Science)
- mentor children or small businesses (e.g., via School in the Cloud).

www.100parkinsons.com/the-project (16/06/2017);
www.cancerresearchuk.org/support-us/citizen-science (16/06/2017);
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.microvolunteeringby.com/ (14/06/2017); www.sparkad.com/find/ (14/06/2017).

ONLINE COMMUNITIES
There are many ways communities get together online to support each other and improve their local area, e.g., 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 (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/ (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

NEW WAYS TO GIVE

- **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 (e.g., Mary’s Meals, Blue Cross, Sue Ryder).

- **Digital currency**
  People can donate to charities using Bitcoin donation schemes (e.g., RNLI, St Mungo’s).

Nesta (2016) Crowdfunding for good causes; https://crowdfunding.justgiving.com/ (19/09/2016);
Where do people get involved? 4.4

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.

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.

2015 #SmearforSmears
Campaign to support women affected by cervical cancer. 26 million saw the Smear for Smear lipstick selfie campaign hashtag within 24 hours.

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.

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.

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

ONLINE CAMPAIGNING

Over 39m actions taken on 38 Degrees
Over 40m members on Avaaz
180m members on Change.org and growing by two million a month

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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, e.g., 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, e.g., 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.
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.\(^1\)

**In 2015/16**

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

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

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

**11.6** average number of hours a month given by regular, formal volunteers in 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.

\(^1\) See Appendix I for definitions

---

Community Life Survey 2015/16

Community Life Survey 2015/16

Community Life Survey 2015/16

Community Life Survey 2015/16
People volunteer for a variety of reasons. The most popular reason for people to volunteer is in order to help others and improve things.

Motivations for volunteering

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wanted to improve things/help people</td>
<td>61%</td>
</tr>
<tr>
<td>The cause was really important to me</td>
<td>39%</td>
</tr>
<tr>
<td>Had spare time to do it</td>
<td>34%</td>
</tr>
<tr>
<td>I thought it would give me chance to use my existing skills</td>
<td>30%</td>
</tr>
<tr>
<td>Wanted to meet people/make friends</td>
<td>30%</td>
</tr>
<tr>
<td>It was connected with the needs of my family/friends</td>
<td>26%</td>
</tr>
<tr>
<td>I felt there was a need in my community</td>
<td>26%</td>
</tr>
<tr>
<td>It’s part of my philosophy of life to help people</td>
<td>24%</td>
</tr>
<tr>
<td>I thought it would give me a chance to learn new skills</td>
<td>19%</td>
</tr>
<tr>
<td>My friends/family did it</td>
<td>18%</td>
</tr>
<tr>
<td>It’s part of my religious belief to help people</td>
<td>17%</td>
</tr>
<tr>
<td>I felt there was no one else to do it</td>
<td>8%</td>
</tr>
<tr>
<td>It helps me get on in my career</td>
<td>7%</td>
</tr>
<tr>
<td>It gave me a chance to get a recognised qualification</td>
<td>3%</td>
</tr>
<tr>
<td>None of these</td>
<td>2%</td>
</tr>
</tbody>
</table>

Barriers to volunteering

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have work commitments</td>
<td>55%</td>
</tr>
<tr>
<td>I have to look after children/the home</td>
<td>34%</td>
</tr>
<tr>
<td>I do other things with my spare time</td>
<td>25%</td>
</tr>
<tr>
<td>I haven’t heard about opportunities to help</td>
<td>17%</td>
</tr>
<tr>
<td>I don’t know any groups that need help</td>
<td>14%</td>
</tr>
<tr>
<td>I have an illness or disability that prevents me</td>
<td>10%</td>
</tr>
<tr>
<td>I have to study</td>
<td>9%</td>
</tr>
<tr>
<td>I’ve never thought about it</td>
<td>8%</td>
</tr>
<tr>
<td>I have to look after someone elderly or ill</td>
<td>8%</td>
</tr>
<tr>
<td>I’m new to the area</td>
<td>8%</td>
</tr>
<tr>
<td>I’m not the right age</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>It’s not my responsibility</td>
<td>0%</td>
</tr>
</tbody>
</table>

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.
VOLUNTEERING

THE VALUE OF VOLUNTEERING

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

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

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.

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.

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.

Moved in and out of volunteering

Volunteered every year

Never volunteered

11%

13%

76%
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.


There are around 700,000 trustees in the UK


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

NCVO (2015) The good trustee guide

Top 100 charities

33% of trustees are women (28% in 2015)

The size of the average charity board

13.4

Average length of involvement

3.5 years


Number of boards by average age (%)

<table>
<thead>
<tr>
<th>Age Range</th>
<th>1%</th>
<th>11%</th>
<th>22%</th>
<th>33%</th>
<th>27%</th>
<th>5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;35</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35–44</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45–54</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>55–64</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>65–74</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;75</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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%)

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

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.

SOCIAL MEDIA
Percentage of chairs (trustees who lead the board of trustees) using social media regularly:
- 43% LinkedIn
- 34% Facebook
- 28% Twitter
- 27% Marketing

ACTIVITY
Average time trustees spend on their duties:
- 4.88 hours/week

The total time value of trustees in the UK per year equates to:
£3.5bn

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
- 1,366 open vacancies on Do-it.org
- 400–500 open vacancies on average on ReachSkills


Giving back
Career development
Cause specific

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)

112 trustees placed at 103 charities

Trustees Unlimited (08/06/2017)

400–500 open vacancies on average on ReachSkills
cited by CAF (2015) Young Trustee Guide

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.

**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.

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

- 16–24: 32%
- 25–44: 42%
- 45–64: 52%
- 65+: 53%

**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

Types of Membership Organisation

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

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

In 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.

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.

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.

North London Cares Community network of young professionals and older neighbours.
4,000 younger and 4,000 older people helping each other.

Park Run Organises free, weekly, 5km timed runs around the world.
Over 16 million runs and 1.4 million runners in the UK.

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.

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.

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

43
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.

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-operatives-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

Locality

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

11,000 community groups supported

33,5000 volunteers mobilised


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


What do people do? / 5.4

44
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.

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.

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.
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.

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.

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.

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.

- Interest in politics: Pre EU referendum 57%, Post EU referendum 53%
- Knowledge of politics: Pre EU referendum 55%, Post EU referendum 49%
- Satisfied with the system of governing: Pre EU referendum 32%, Post EU referendum 31%
CAMPAIGNING AND PROTEST

In the last 12 months:

- **23%** Made or signed an e-petition
- **11%** Contacted an elected representative
- **11%** Made or signed a paper petition
- **10%** Boycotted certain products for political, ethical or environmental reasons
- **9%** Took part in online discussions or campaigns
- **6%** Took part in a public consultation
- **5%** Played an active part in a campaign
- **3%** Took part in a demonstration, picket or march

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.

CAMPAIGN EXAMPLES

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

- **Specsavers** withdrew an advert from the *Daily Express* after hundreds, including Stop Funding Hate, said it was funding fear.
  
  [Source](http://www.huffingtonpost.co.uk/entry/specsavers-apologises-and-pulls-daily-express-front-page-advert-after-customers-revolt_uk_57da797c6a06417f4fbb1a7) (05/06/2017)

- **The He for She campaign**, created by UN Women, to achieve gender equality globally has 60,000 commitments in the UK.
  
  [Source](http://www.huffingtonpost.co.uk/2017/03/07/60000-heforsher-anniversary-gender-equality) (03/07/2017)

**UK PARLIAMENT E-PETITIONS**

- 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

<table>
<thead>
<tr>
<th>Year</th>
<th>Workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>133k</td>
</tr>
<tr>
<td>2011</td>
<td>273k</td>
</tr>
<tr>
<td>2012</td>
<td>395k</td>
</tr>
<tr>
<td>2013</td>
<td>733k</td>
</tr>
<tr>
<td>2014</td>
<td>81k</td>
</tr>
<tr>
<td>2015</td>
<td>154k</td>
</tr>
</tbody>
</table>

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

DIRECT ACTION AND PROTEST

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

Mar 2011

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

Oct 2011

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

Nov 2011

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

Jun 2013

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

Jun 2015

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

Apr 2016

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

Jun 2015

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

Oct 2016

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

Jun 2015

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

Nov 2011

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

Jul 2017

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

Jan 2017

www.clegg2010.co.uk


www.bbc.co.uk/news/uk-15953826 (07/11/2017)


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

www.bbc.co.uk/news/london-37531015 (07/11/2017)

www.bbc.co.uk/news/uk-england-london-37531015 (07/11/2017)


www.bbc.co.uk/news/uk-politics-33210014 (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

51% give to charity from time to time
51% 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

<table>
<thead>
<tr>
<th></th>
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<td>174</td>
<td>232</td>
<td>197</td>
<td>292</td>
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<td>Payroll</td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

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
CHARITABLE GIVING

MOST POPULAR CAUSES

Causes that attracted:

- Medical research: 26%
- Animals: 25%
- Children and young people: 24%
- Hospitals and hospices: 22%

Most donors' largest share of total donations:

- Religious charities: 20%
- Overseas aid: 10%
- Children and young people: 8%
- Medical research: 8%
- Hospitals and hospices: 8%
- Animals: 7%

Being asked to give

People are asked to give to charity in many ways.

How people were asked to give in 2016:

- 38% were asked to give on the street
- 28% were asked to give via direct mail
- 27% were asked to give via television

WHO SUPPORTS WHAT?

Women are most likely to give to:

- Animal welfare: 30% vs 19% of men
- Children and young people: 26% vs 22% of men

People aged 65+ are most likely to give to:

- Hospitals and hospices: 32% vs 22% overall
- Religious organisations: 22% vs 14% overall

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.

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.

**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.

**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.

**Baking**

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

**Race for Life**

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)

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.

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

https://localgiving.org/about/mission/ (20/06/2017)
ETHICAL CONSUMERISM

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.

FAIRTRADE MARKET

£1.6bn

- £38.7bn Money (-9.2%)
- £9.4bn Community (11.7%)
- £9.4bn Transport (17.9%)
- £9.0bn Food and drinks (5.3%)
- £8.8bn Green homes (0.0%)
- £1.3bn Personal products (10.3%)

UK Fairtrade sales in 2015*

- >400 companies work with Fairtrade UK
- 1,737 Fairtrade schools in the UK
- 617 Fairtrade towns in the UK
- 9,773 campaign groups in the UK
- 53,000 at Fairtrade fortnight breakfast

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

+21.6% Health and beauty
+16% Textiles
+15% Organic catering

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%.

+21.6%

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.

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.

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.

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 Freegle 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.

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.
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).

<table>
<thead>
<tr>
<th>Grade</th>
<th>Social Class</th>
<th>Chief income earner’s occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Upper middle class</td>
<td>Higher managerial, administrative or professional</td>
</tr>
<tr>
<td>B</td>
<td>Middle class</td>
<td>Intermediate managerial, administrative or professional</td>
</tr>
<tr>
<td>C1</td>
<td>Lower middle class</td>
<td>Clerical, junior managerial, administrative, professional</td>
</tr>
<tr>
<td>C2</td>
<td>Skilled working class</td>
<td>Skilled manual workers</td>
</tr>
<tr>
<td>D</td>
<td>Working class</td>
<td>Semi-skilled and unskilled manual workers</td>
</tr>
<tr>
<td>E</td>
<td>Non-working</td>
<td>Casual or lowest grade workers, pensioners, others who depend on the welfare state for their income</td>
</tr>
</tbody>
</table>
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
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 the Noun Project
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
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Clipboard by Google from www.flaticon.com
Man silhouette by Freepik from www.flaticon.com
Construction by Freepik from www.flaticon.com
Civic core
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Woman silhouette 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
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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
Gif 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

APPENDIX II
IMAGE AND ICON SOURCES
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Online
Online donation by Freepik from www.flaticon.com
Reload by Freepik from www.flaticon.com
Hand graving smartphone by Freepik from www.flaticon.com
Coin stack by Freepik from www.flaticon.com
Microscope by Freepik from www.flaticon.com
Light bulb by Gregor Cresnar from www.flaticon.com
Calendar by Freepik from www.flaticon.com
Home by Freepik from www.flaticon.com

By activity
Volunteering
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Alarm clock by Freepik from www.flaticon.com
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Charity governance
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Male gender symbol by Freepik from www.flaticon.com
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Calendar by Freepik from www.flaticon.com
Target by Freepik from www.flaticon.com
Strategy by Freepik from www.flaticon.com
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Management by Freepik from www.flaticon.com

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Football player by Freepik from www.flaticon.com
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Multiple users by Freepik from www.flaticon.com
World by Daniel Bruce from www.flaticon.com
Rocking chair by Freepik from www.flaticon.com
Church - by Freepik from www.flaticon.com
Mosque - by Freepik from www.flaticon.com
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Lectern with microphone by Freepik from www.flaticon.com
Comm by Freepik from www.flaticon.com
Female gender sign by Freepik from www.flaticon.com

Community local action
Open passport by Freepik from www.flaticon.com
Old fashion briefcase by Bogdan Rosu from www.flaticon.com
Coin stack by Freepik from www.flaticon.com
Cyclist by Freepik from www.flaticon.com
Cupcake by Freepik from www.flaticon.com
Community by Freepik from www.flaticon.com
Snack sign by Freepik from www.flaticon.com
Man and shaver by Freepik from www.flaticon.com
Moon by Freepik from www.flaticon.com

Local home by Krisada from the Noun Project
Political engagement
Political candidate speech by Freepik from www.flaticon.com
Open book by Freepik from www.flaticon.com
Management by Freepik from www.flaticon.com
Protest by Freepik from www.flaticon.com
Voting urn by Freepik from www.flaticon.com

Campaigning and protest
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Pounds bag by Freepik from www.flaticon.com
Charity tin by Justin Macler from the Noun Project
Email by Freepik from www.flaticon.com

Raising money
Man sprinting by Freepik from www.flaticon.com
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