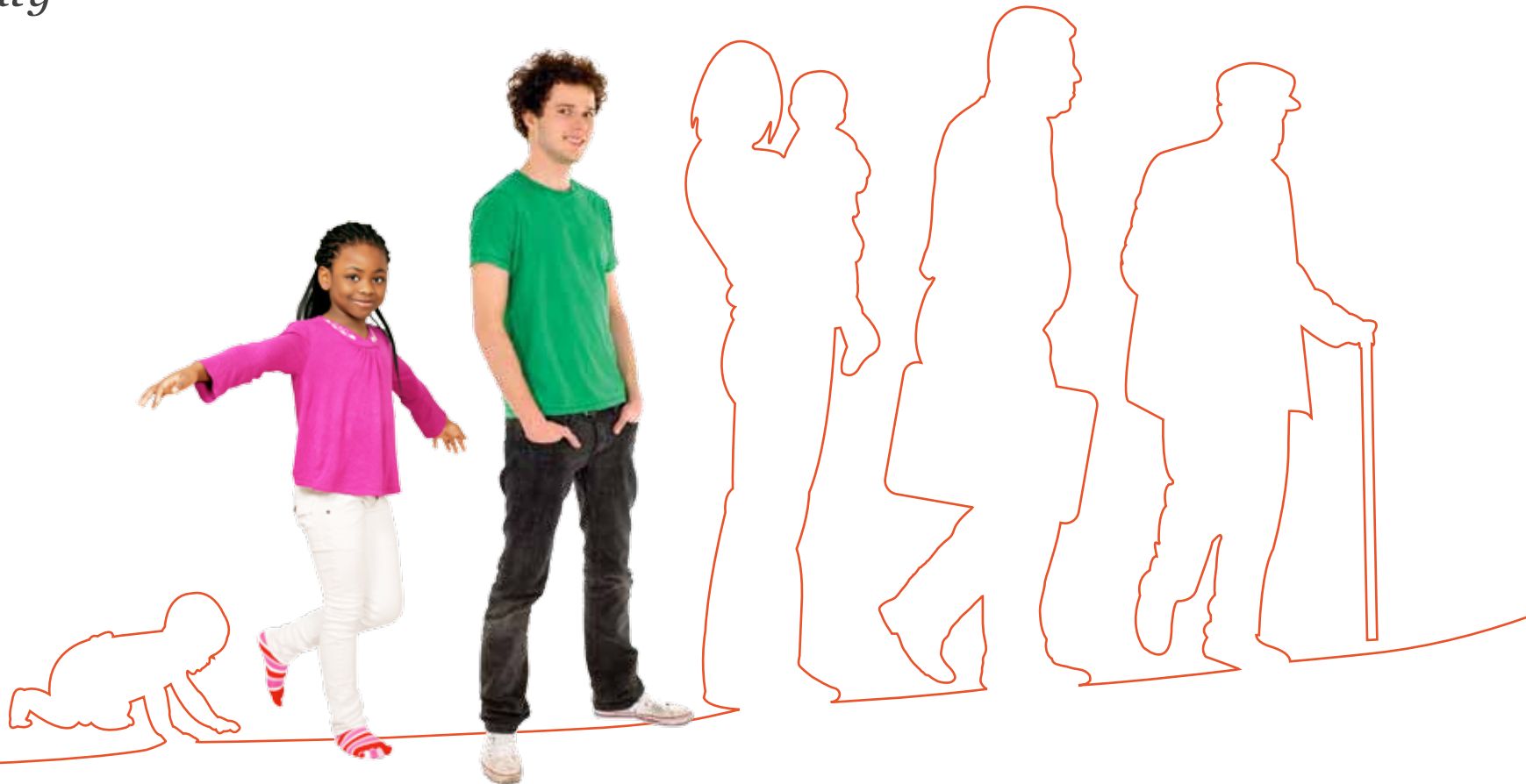


GROWING UP GIVING

*Insights into how young people
feel about charity*

March 2013



About Charities Aid Foundation

Charities Aid Foundation (CAF) is an international registered charity in the UK. Its mission is to motivate society to give ever more effectively and help transform lives and communities around the world. CAF advises on and distributes charitable funds around the world and has offices in nine countries: Australia, Brazil, Bulgaria, India, Russia, Singapore, South Africa, the UK and the United States of America.

Data provided by



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Foreword

Britain is one of the most generous countries in the world. But how do we ensure it stays that way?

We should never take Britain's proud history of generosity for granted. With the over-60s now more than twice as likely to give to charity as the under-30s, what does the future hold?

More than half of all donations given in the UK now come from those aged 60 or over. While the generations that have followed – those now in their 30s and 40s – are still generous with their time and their money, the truth is that they are less likely to give than those who are older.

This could become a critical issue for the health and vitality of our civil society. And we should address this now, not in the years to come.

That is why we are launching a cross-party Parliamentary Inquiry to investigate these issues in greater detail. The Chair, Rt Hon David Blunkett MP and co-chairs, Andrew Percy MP and Baroness Tyler will steer this exploration and seek to engage with a wide range of individuals, organisations and experts to gather ideas and evidence.

We are kicking off the inquiry with our youngest generation and have started by asking them what they think. This research shows us that our young people have a natural instinct and enthusiasm for helping others, and very much recognise the important role that charities play in society.

However, I believe that Britain needs a pervasive campaign to keep the flame of generosity alive from generation to generation. Giving is hugely rewarding and knowing you are part of a cause greater than yourself helps to bind people and communities together and to strengthen society.

Teaching our young people to be selfless, to think of others ahead of themselves, and to support good causes – great and small – is as important as teaching them to read and write. It is an essential part of making sure our young people grow up to be full members of society.

The evidence is that young people today instinctively want to give. We must help them to help others and to build an even stronger culture of giving in the future.



Dr John Low
Chief Executive
Charities Aid Foundation

Section 1

About this report

1.1 *Aims*

The primary aim of this research was to understand how young people think about charities and charitable giving. More specifically, the intention was to:

- Explore young people's general attitudes towards charity and charitable giving.
- Understand what might encourage young people to engage even more with charities.
- Assess how young people see and hear about charities.
- Quantify what proportion of young people are engaging in charitable activities and what those activities are.
- Establish if young people are drawn towards any particular types of charities.
- Investigate how young people feel about charity being taught more in school.
- Determine if views on the above differ across demographics.

1.2 *Context*

CAF exists to motivate society to give ever more effectively, helping to transform lives and communities around the world. As part of that mission, we undertake research into the nature of charitable giving in the UK and internationally, publishing reports such as the *World Giving Index*¹ and *UK Giving*² (the latter together with the National Council for Voluntary Organisations).

This research was designed to provide some context for CAF's Growing Giving campaign. The campaign aims to close the 'generation gap' in charitable giving and promote active engagement of charities with all age groups. The campaign also wants to encourage younger generations to give more time and money to charity and ensure that people keep on giving throughout their lives.

¹ Charities Aid Foundation, December 2012. *World Giving Index 2012*. Link: www.cafonline.org/PDF/WorldGivingIndex2012WEB.pdf

² Charities Aid Foundation and National Council for Voluntary Organisations, November 2012. *UK Giving 2012*. Link: www.cafonline.org/PDF/UKGiving2012Full.pdf

1.2 Context (continued)

Figure 1: Share of total donations over time, people aged under 30³

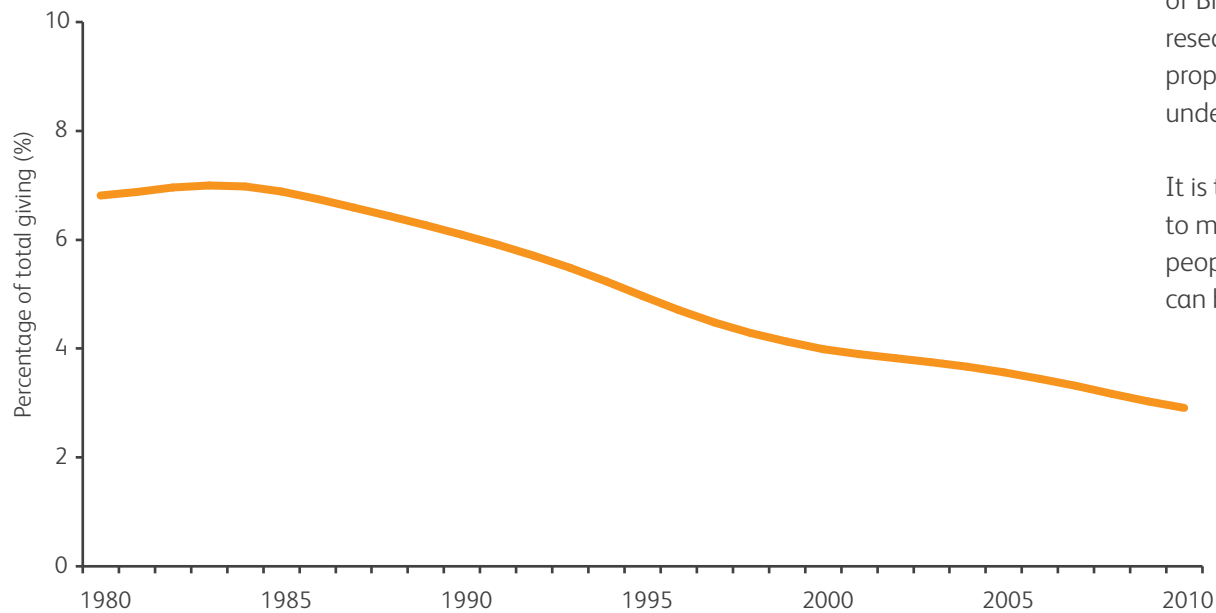


Figure 1 is taken from CAF and University of Bristol's recently published *Mind the Gap* research report,⁴ which showed how the proportion of all donations given by those aged under 30 has more than halved since the 1980s.

It is this evidence, and a broad determination to make sure that the interface between young people and the voluntary sector is as strong as it can be, that lie behind this campaign.

Source: Living Costs and Food Survey carried out by the Office for National Statistics.

³ This was taken from the *Mind the Gap* paper which analyses household-level data on charitable donations from the Living Costs and Food survey over the period 1978 – 2008. The survey samples nearly 6,500 households annually, on a rolling basis over the year. The final sample, which pools data from 33 waves of the survey, includes information on 216,818 households.

⁴ University of Bristol and Charities Aid Foundation, September 2012. *Mind the Gap – the growing generational divide in charitable giving: a research paper*, page 7. Link: www.cafonline.org/PDF/1190H_PartyConf_MindTheGap.pdf

The campaign will commence with a parliamentary inquiry, to be chaired by former Cabinet Minister Rt Hon David Blunkett MP, assisted by Andrew Percy MP and Baroness Tyler as co-chairs.

The Growing Giving inquiry will consist of three strands, each investigating a different life stage or 'touch point' in the journey of charitable giving: youth, the working years and retirement. The first strand is called Growing Up Giving. CAF submits the findings of this report in order to support the inquiry and help to provoke discussion amongst interested organisations, individuals and parliamentarians on the subject of young people and their engagement with charity. Short reports will be published to conclude each strand, outlining the findings of the inquiry and setting out some key recommendations.

1.3 *Methodology*

In order to clearly expose differences between younger children and those approaching adulthood, this survey contrasts 500 interviews with young people aged 9-11, and 500 aged 16-18. Interviews were carried out between 9 and 14 February 2013, within the UK only. The data were collected via an online survey, and were weighted to be representative in terms of age, gender and region.



Section 2

Key findings and conclusions

Young people are very positive about charities

Often portrayed as a generation defined by its love for the internet, social media and gaming, young people clearly have a very positive perception of charities, and believe they have a good understanding of what it is that charities do. In terms of general attitudes to charity, the statements that most of the 1,000 9-11 and 16-18 year old people interviewed agreed with were:

- *“I understand what charities do”* – 82%.
- *“I think charities play an important role in our country”* – 78%.
- *“I think it’s right that charities help people in other countries”* – 71%.
- *“I will give money to charity during the next year”* – 71%.
- *“Young people should give up some of their time to help others”* – 68%.

Young people have great charitable expectations

The data shows that when it comes to charity and to charitable donations, young people expect much of society – of businesses, of parents, and indeed of themselves. Between a half and two thirds agreed with the following:

- *“I think that all parents should talk to their children about the work charities do”* – 65%.
- *“The more money people have, the more they should give to charity”* – 63%.
- *“I think that all businesses should give money to charity”* – 63%.
- *“I will raise money for charity during the next year”* – 62%.
- *“It is more important to help others than to help yourself”* – 53%.

Young people give a considerable sum to charity – over £100 million per year

The average amount given by a 9-11 year old in a typical month is £1.99. The average given by 16-18 year olds is £5.73. Excluding those who did not give money in the past month – ie just focusing on actual donors – 9-11 year old donors gave £3.58 on average and those aged 16-18 gave £8.36 in the past month. Using this donor average as the basis for the calculation, children aged between 9-11 years old give nearly £20 million a year to charitable causes, and young adults aged 16-18 give nearly £100 million.

A third of young people give to charity in a typical month

One third of young people had ‘given money to charity’ in the month before the interview. Almost as many – 32% – had ‘given items to charity’ and over a fifth (21%) had ‘helped somebody else in need’. The proportion of 16-18 year olds who had given money in the previous month was found to be as high as 42%, comparing favourably with the 55% of adults who currently give to charity in a typical month.⁵

Schools lie at the heart of the bond between young people and charities

School plays a vital role in engaging young people with charities, and can play an even greater role in the future. Not only is school the second most common way for young people to hear about charities, it is the main way that young people can be encouraged to get more involved with charities. The data suggests there is demand for schools to talk and engage more with charities. These findings suggest that over a million young people

5 Charities Aid Foundation and National Council for Voluntary Organisations, November 2012. *UK Giving 2012*, page 6. Link: www.cafonline.org/PDF/UKGiving2012Full.pdf

would welcome learning more about charity at schools, colleges and universities. When asked how they might be encouraged to become more involved with charities, the answers focused on school:

- 61% of young people said 'school arranging for us to do some work for a charity' would encourage them.
- 53% welcomed the idea of 'charity themed days at my school'.
- 49% welcomed 'charities coming to my school'.

However, young people are not talking to each other about charity

Fewer than one in 10 young people (9%) say that they tend to hear about charities through their friends. Television is by some distance the most common way for young people to see or hear about charities (78%), followed by school (49%). The fact that young people do not talk about charities with their friends suggests that more can be done to get young people sharing information about charities in ways that they will welcome.

Even from a young age, girls are more drawn towards the charity sector than boys

In the main, general attitudes to giving were found to be broadly similar across age groups and in terms of gender. However, key exceptions were found:

- Girls, especially when approaching adulthood, are far more interested in working for a charity than boys (50% versus 28%). The far higher levels of interest found amongst 16-18 year old girls is a key finding, and deserves further exploration.
- Just over half (51%) of all 16-18 year old boys intend to 'raise money for charity during in the next year', this is significantly higher for girls, at almost two thirds (65%).

Children's charities, medical charities and animal charities are the causes most favoured by young people

So far as charitable causes are concerned, young people are drawn to three main types of charity: children, medical and animal charities. However, their relative interest in those three differs substantially – the 9-11 age group favour children and animal charities, whereas 16-18 year olds would prefer to give to medical charities.



Section 3

Main findings

3.1 *What are young people's attitudes towards charity?*

What do young people actually think about giving to charity, or about how they and others engage with charities?

In order to capture their attitudes, 14 statements on the subject were shown to those taking part in the survey, and the 1,000 young people surveyed were asked to tick those they agreed with.

The responses indicate that young people believe they have a firm grasp of what charities do, and had a positive perception of charities' role in society. Over three quarters of those surveyed – in both the 9-11 and 16-18 age groups – believed that they 'understand what charities do', and that charities 'play an important role in our country'.

Over two thirds thought 'it's right that charities help people in other countries', 'young people should give up some of their time to help others', and they intended to 'give money to charity during the next year'.

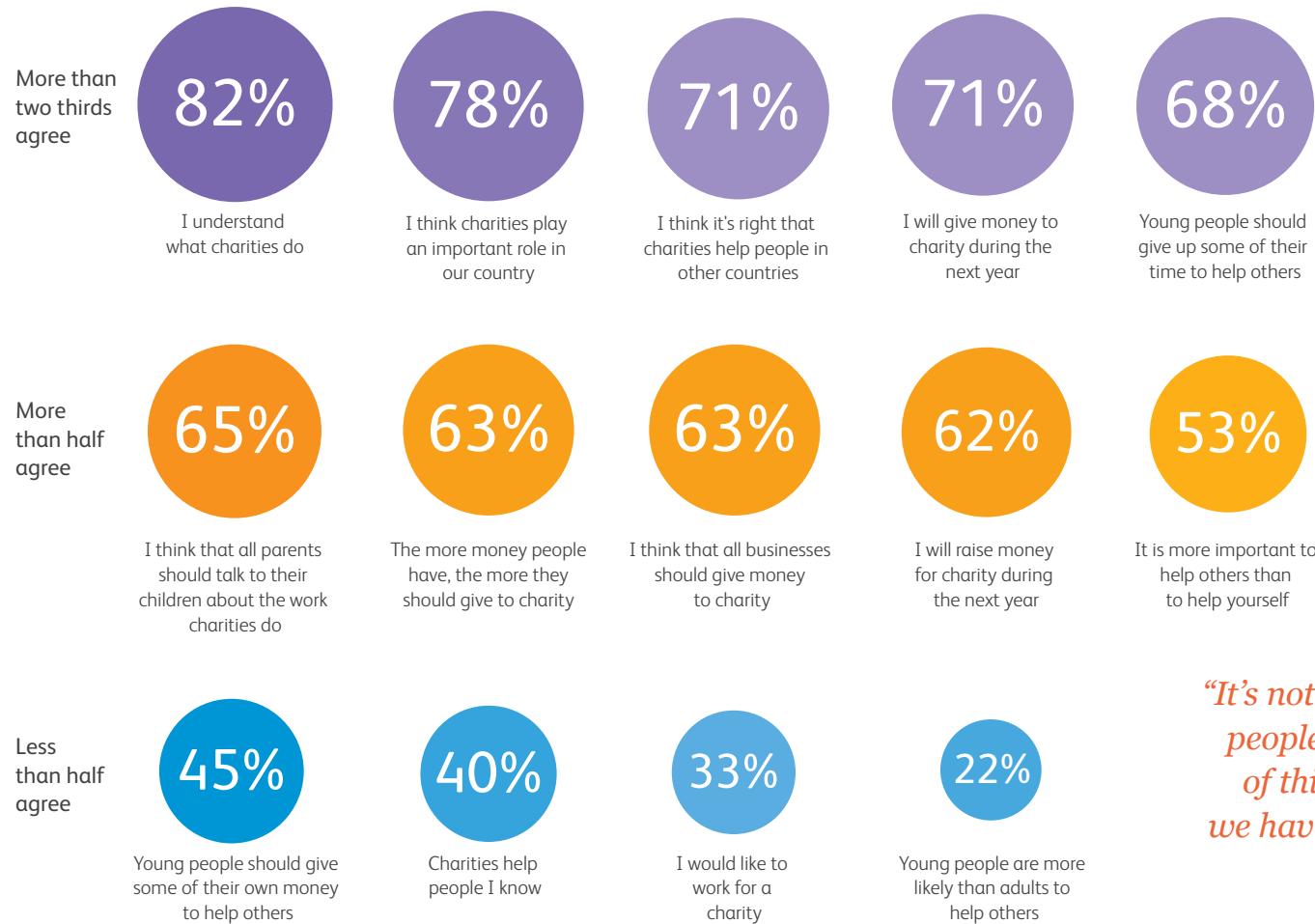
More than half believed 'all parents should talk to their children about the work charities do', 'the more money people have, the more they should give to charity', 'all businesses should give money to charity', and they themselves 'will raise money for charity during the next year'.

Of the 14 statements shown, the one which the most young people disagreed with was 'young people are more likely than adults to help others' (48% disagreed, with 31% saying they don't know).

78% *of young people think charities play an important role in our country*



Figure 2: Young people's attitudes towards charity



“It’s not fair that lots of people don’t have lots of things that we do, we have more than we need anyway.”
 Rosa, age 9

Base: 1,000 (500 aged 9-11, 500 aged 16-18)

Question asked: “Do you agree or disagree with each of the following statements?”

Broadly speaking, emotions around giving are fairly similar between the two age groups. Although there were differences to be found, 9-11 year olds and 16-18 year olds look at charity in a relatively similar way.

Were there any subtle demographic differences between the two age groups? Deeper analysis did unveil one such insight, and one that is gender-specific.

Across the majority of the 14 statements shown on the previous page, little difference had been found in the outlook of boys and girls towards charity.

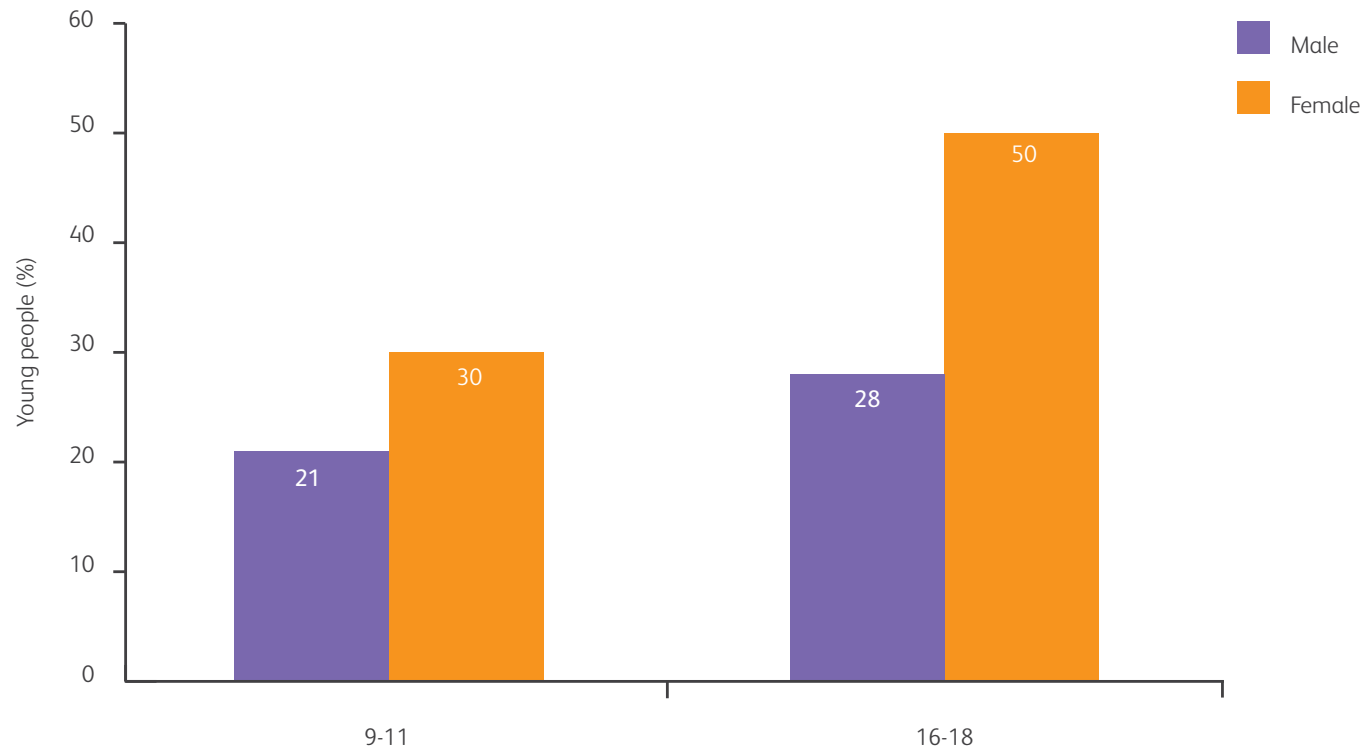
However, one statement in particular produced a marked difference between the genders – interest in working for a charity. By the time they are aged 9-11, girls are already more likely to be interested in working for a charity than boys. Figure 3 shows that over time, this gap widens dramatically. By the time they approach adulthood, girls are almost twice as likely to be interested in working for a charity than boys of the same age.

Echoing this finding, while just over half (51%) of all 16-18 year old boys said they intend to 'raise money for charity during in the next year', the percentage for this statement is also significantly higher for girls, at almost two thirds (65%).

50% *of 16-18 year old girls would like to work for a charity*



Figure 3: Proportion of young people who 'would like to work for a charity', by gender and age group



*“You feel like
you become a
better person by
helping others.”*
Tyler, age 11

Base: 1,000 (500 aged 9-11, 500 aged 16-18)

Question asked: “Do you agree or disagree with each of the following statements?” (Options: Agree / Disagree / Don’t know). Statement: “I would like to work for a charity”

3.2 *How do young people see and hear about charities?*

In order to help to enhance the relationship between young people and charities, it was decided to explore how the younger generation perceive they see and hear about charities.

So, the 1,000 young people were shown a list of ways that one might hear about charities, and asked to tick the methods through which they tend to hear about them.

Television was the most common channel, with 78% selecting this, making it the only route by which more than half of young people said they tend to hear about charity.

School was clearly the second most common answer, with just under half of all respondents (49%) ticking this option.

Although both age groups had agreed that television and school are the two most common ways for them to be exposed to the work of charities, beyond this, the picture painted is quite different for the two age groups.

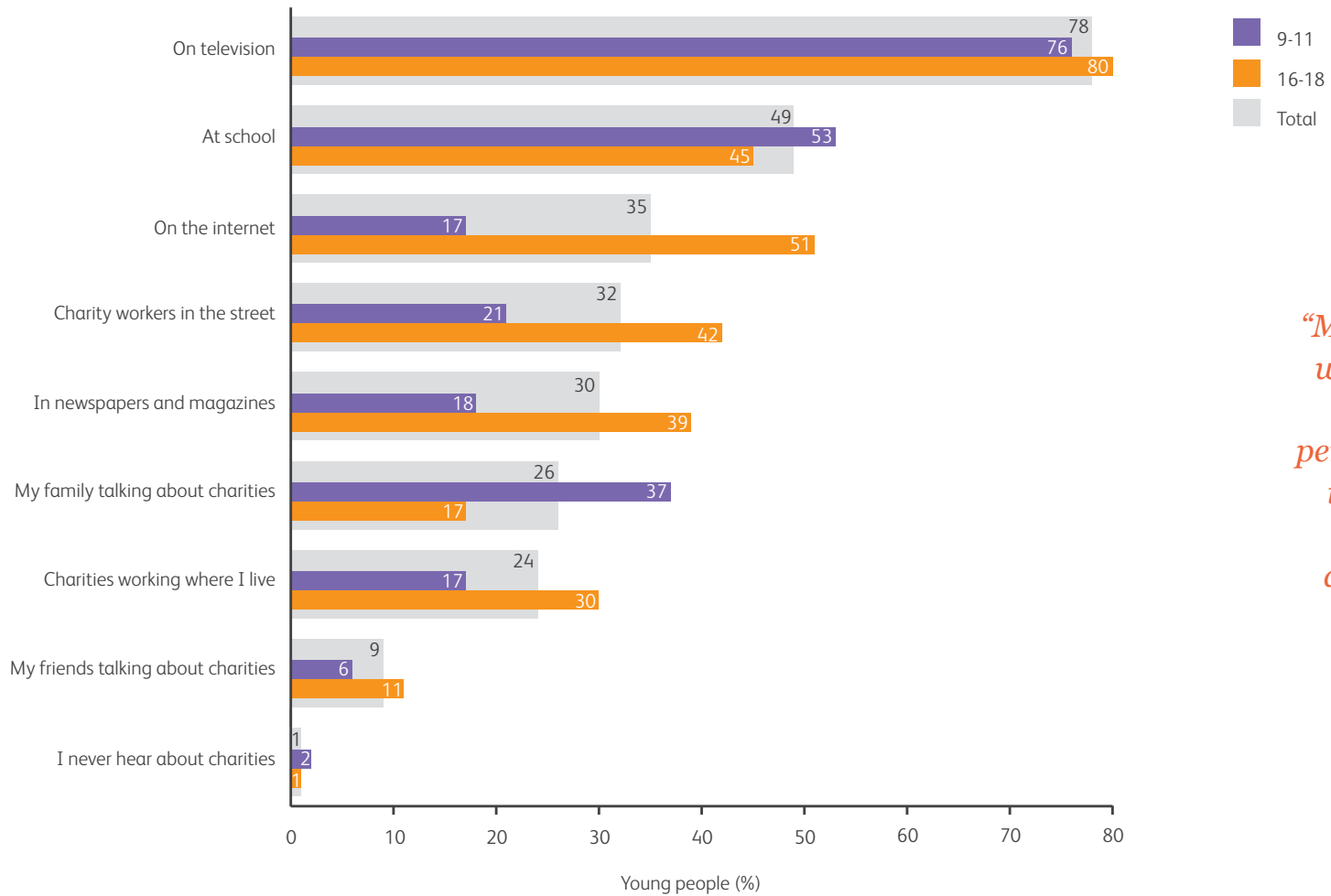
For 9-11 year olds, the role of family is particularly key. On the other hand, for the 16-18 year olds, four other means of hearing about charities vie for their attention: the internet, charity workers in the street, newspapers and magazines, and charities working where they live.

The last two statements at the bottom of figure 4 are intriguing. The fact that only 1% of young people said they 'never hear about charities' may be taken as a somewhat encouraging indication of how charities invariably manage to reach children to some extent. However, the fact that less than one in 10 young people tend talk to their friends about charity could equally be interpreted as a negative.

49% *of young people tend to see or hear about charity at school*



Figure 4: How young people hear about charities, in total and by age group



“My teacher said... with £20 you can give a homeless person somewhere to stay, food and a warm bed – and change their Christmas.”
Gemma, age 11

Base: 1,000 (500 aged 9-11, 500 aged 16-18)

Question asked: “Where do you tend to see or hear about charities?”

3.3 *How are young people encouraged to help charities?*

What can be done to encourage young people to engage more with charities? What really works for them?

The two age groups surveyed were found to be in unison in saying that the role of schools is crucial to encouraging young people to engage with charities.

The three ideas to encourage young people to engage more with charities that the two age groups agreed with most were: “*my school arranging for us to do some work for a charity*” (61%), “*charity themed days*” (53%), and “*charities coming to my school*” (49%).

Involvement in school was felt to be considerably more encouraging than any interaction with friends, parents or even celebrities.

For each of the seven ideas put to them, the 500 respondents aged 9-11 were at least as likely, or typically more likely than their 16-18 year old peers, to show an interest. This could suggest more hunger amongst the young to learn about charities, but might equally be a reflection of them being at an earlier stage on their educational journey.

One key difference by age group did emerge, however – three times as many of the younger age group (34% versus 11%) claimed that if their parents talked to them directly about charity, that would encourage them to engage with the voluntary sector.

61% *of young people would be encouraged to help charities if their schools arranged charity work for them*



Figure 5: How young people would be encouraged to help charities



Base: 1,000 (500 aged 9-11, 500 aged 16-18)

Question asked: “Which of the following would encourage you to help charities?”

3.4 *What charitable activities do young people engage in?*

Shifting the focus towards exploring what charitable activities young people get involved in, the respondents were shown a list of activities, and asked to tick the ones they had done in the month before they sat down to complete the interview.

The most common answer for young people was 'given money to charity' (33%). This and 'given items to charity' (32%) were the two behaviours that more than a quarter of young people had undertaken in the previous month.

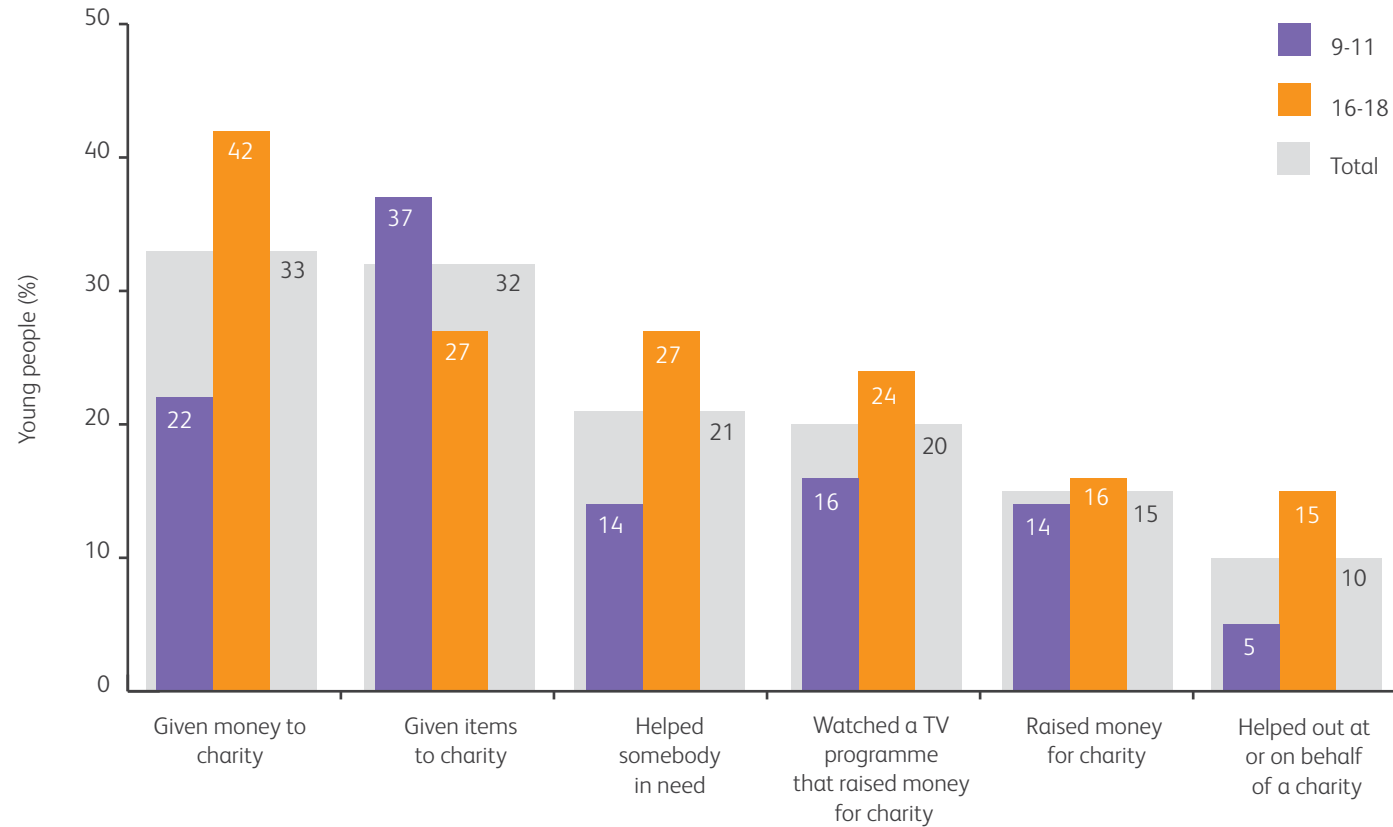
Broadly speaking, figure 6 shows the 16-18 year olds are far more likely than the 9-11 year olds to be taking part in charitable activities in a typical month – perhaps due simply to them beginning to enjoy the greater freedom that comes with approaching adulthood. For example, 16-18 year olds are nearly twice as likely to have given money to charity (42% vs. 22%), and to have helped somebody else in need (27% vs. 14%).

There was, however, one intriguing exception – 37% of 9-11 year olds had given an item to charity in the previous month, far higher than the 27% of 16-18 year olds who said the same. Might this reflect a tendency for parents and/or children of a younger age to be more minded to give unneeded possessions to charity shops?

1/3 *of young people give to charity in a typical month*



Figure 6: Involvement in charitable activities in the past month, in total and by age group



“Charities are important because they give back to the less fortunate”
Billy, age 18

Base: 1,000 (500 aged 9-11, 500 aged 16-18)

Question asked: “Which of the following have you done in the last month?”

3.5 *Do young people want to learn about charities in school?*

The respondents to the survey were shown a list of six subjects and asked which, if any, they thought should be taught more in school, colleges or universities.

Over a quarter (27%) of young people said that charity should be taught more – the same percentage that said that they felt politics should be taught more. Projected to the total population of 9-11 and 16-18 year olds, this would represent more than a million young people.

23% of the 9-11 age group said that they would like to see charity being taught more in school, rising to 30% of 16-18 year olds.

The one subject that a majority of both age groups pointed to was ‘money/finance’. Over half (59%) of those aged 9-11 said that this should be taught more, and even more (70%) of the 16-18 age group agreed.

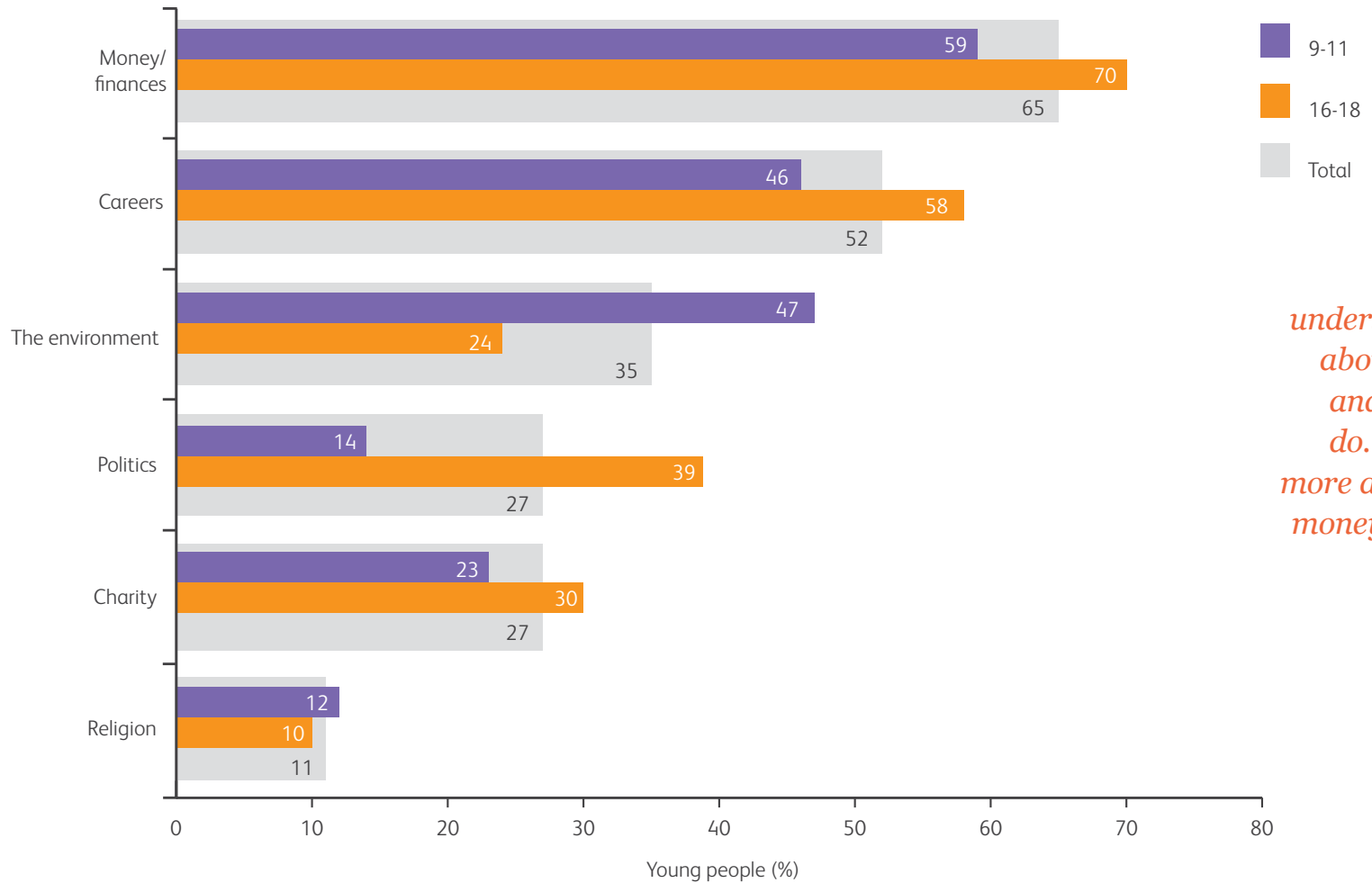
Overall ‘careers’ followed in second, and ‘the environment’ third. 9-11 year olds were found to be considerably more interested than their older peers in increasing how much they learn about the environment.

Just over one in 10 thought that religion should be taught more.

1 million
*young people think
charity should be
taught more in school*



Figure 7: Subjects young people think should be taught more, in total and by age group



“I want to understand more about charities and what they do. Then we’re more able to raise money for them.”
Toby, age 11

Base: 1,000 (500 aged 9-11, 500 aged 16-18)

Question asked: “Which of the following do you think should be taught more in schools/colleges/universities?”

3.6 *Which causes are young people drawn to?*

One of the most striking findings in this report is that children and young adults are drawn to three particular types of charity, but their relative interest in those three differs substantially.

In order to understand what charitable causes people are drawn towards, they were asked “*If you could give £10 to charity, which type of charity would you most want to give it to?*”.

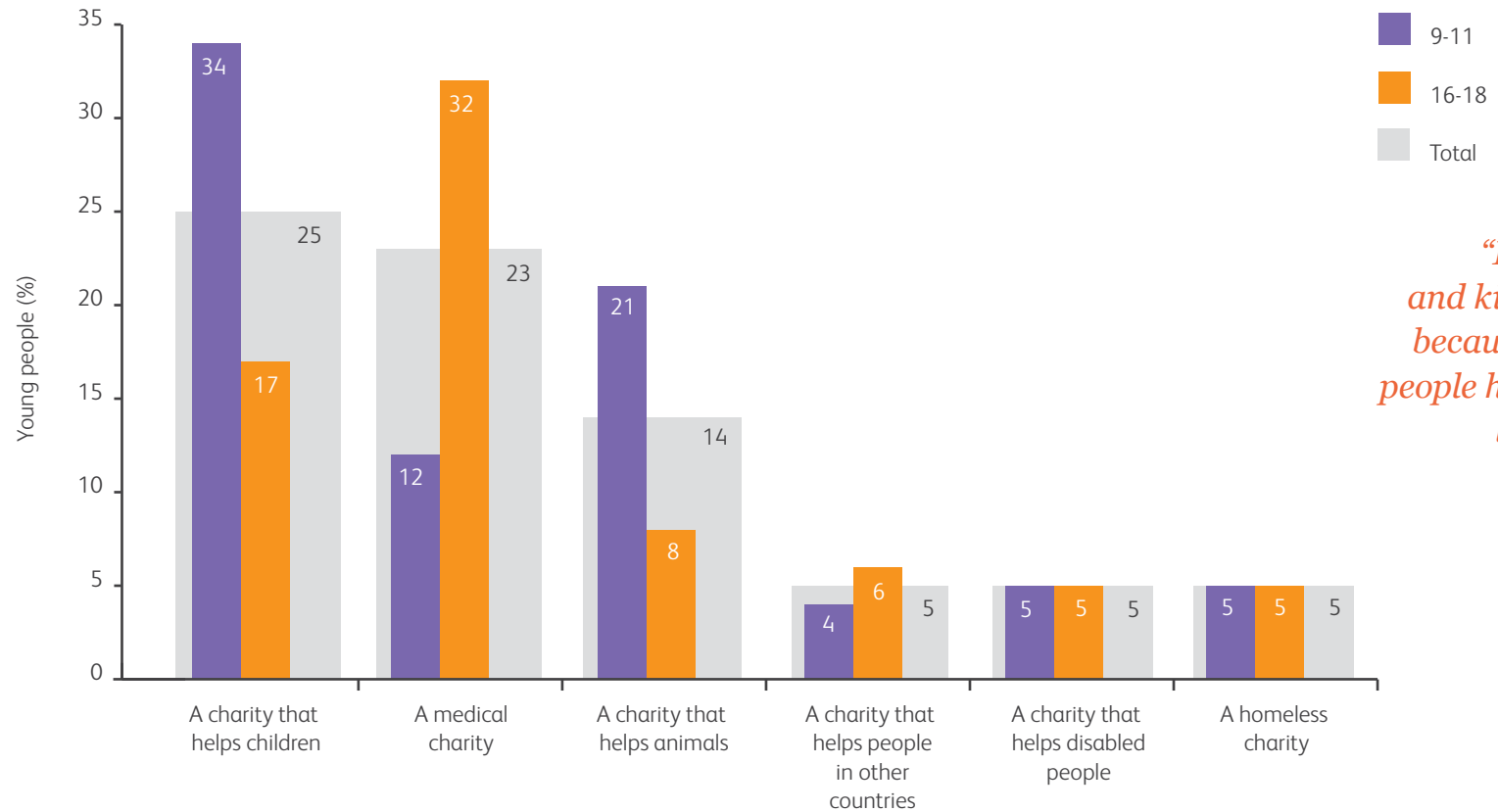
Logically perhaps, the 9-11 age group favoured ‘a charity that helps children above all other charitable causes, with 34% of them choosing to spend their imaginary £10 in this way. The second most-commonly chosen type of charity for this younger group was ‘a charity that helps animals’ – at 21% this is more than double the proportion of the older group.

While charities that work to support children and animals were found to be more of a priority for the younger givers, medical charities feature even more strongly in the minds of 16-18 year olds. The proportion of 16-18 year olds who said they would give £10 to a medical charity (32%) was approaching three times the figure for 9-11 year olds (12%).

3 *top causes are:
children, medical and
animal charities*



Figure 8: Types of charity young people would donate £10 to, in total and by age group



“I like cancer and kids charities because they help people have normal lives again.”
Tyler, age 11

Base: 1,000 (500 aged 9-11, 500 aged 16-18)

Question asked: “If you had £10 to spend, what would you spend it on?”

3.7 *How much do young people spend on charity?*

Staying with the principle of an imaginary £10, young people were asked to imagine what they would do if they were given £10 to spend (this question was asked towards the beginning of the questionnaire, so as not to risk the answers being affected by other questions on the subject of charity).

The results, shown in figure 9, describe the wide range of things that young people spend their money on. They also convey how different spending patterns are between 9-11 year olds and 16-18 year olds.

Naturally, a relatively small amount of 9-11 year olds' spending of their hypothetical £10 would go to charity (30p in every £10). They would be far more keen to spend their money on 'computer games/apps' (£1.98), 'toys' (£1.77) and 'snack foods' (£1.45).

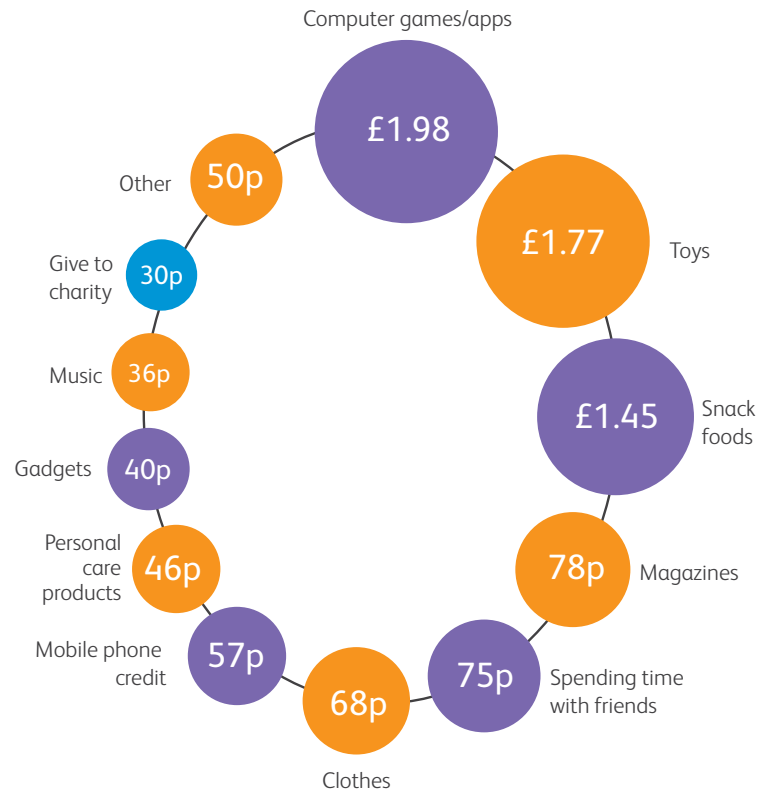
For the older group, the share of giving was found to be higher. They indicated they would spend 47p of their £10 on charity, saying that they would spend more on this than they would spend on 'gadgets'. The items they would typically spend most of their £10 on were 'spending time with friends' (£2.20), 'snack foods' (£1.70) and 'clothes' (£1.52).

Both age groups were asked how much they had actually given to charity in the previous month. Figure 10 shows that the average amount given by 9-11 year olds in a typical month was £1.99, and the average for 16-18 year olds was £5.73. However, excluding those who did not give money in the past month and focusing on actual young donors, 9-11 year olds gave £3.58 on average and those aged 16-18 gave £8.36 on average in the past month.

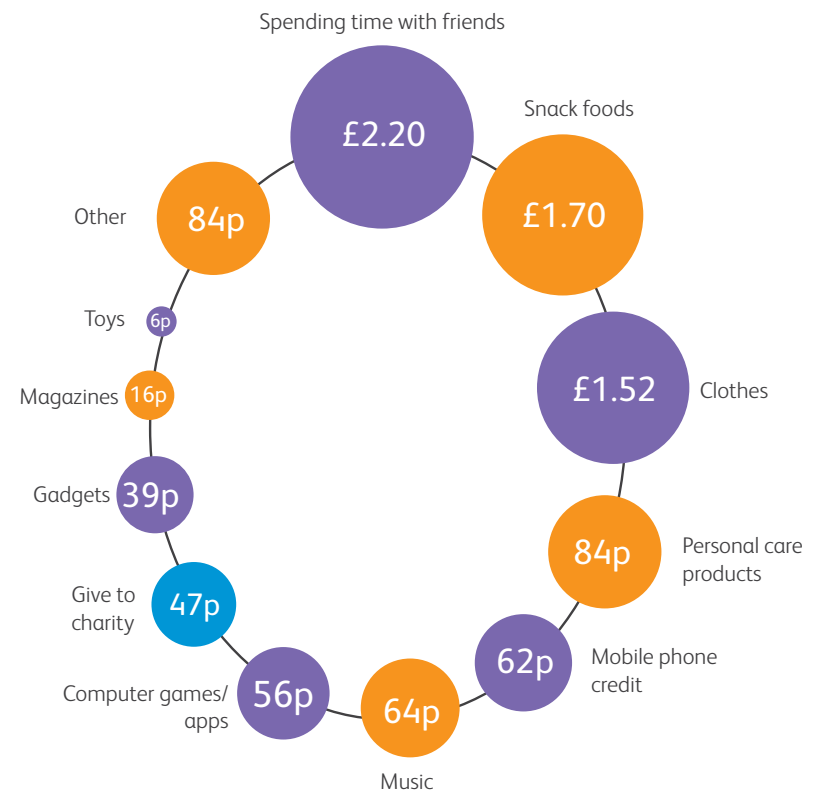
Young people give a considerable sum to charity. Using the donor average mentioned above as the basis for the calculation, children aged between 9-11 years old give nearly £20 million a year to charitable causes, and young adults aged 16-18 give nearly £100 million a year to good causes.

Figure 9: How young people would spend £10, by age group

9-11 year olds



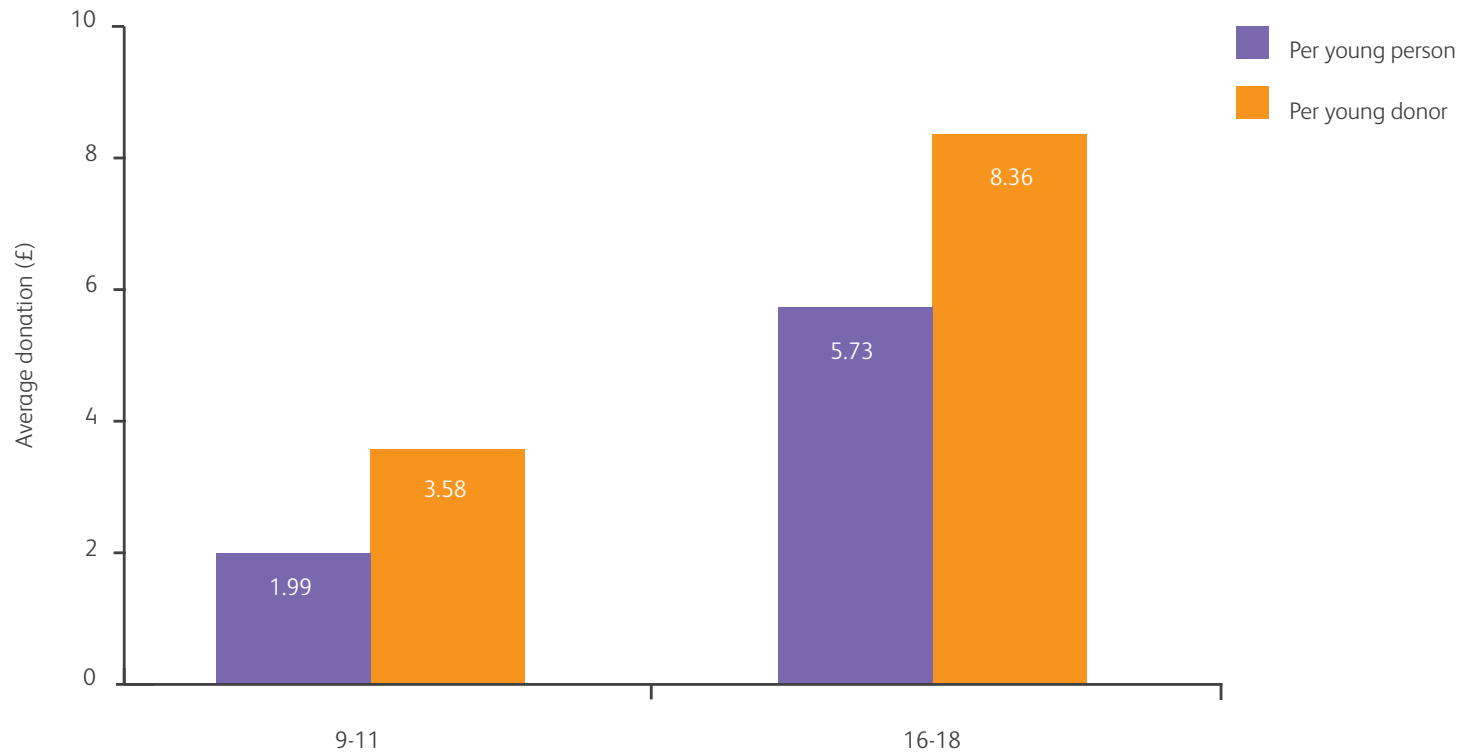
16-18 year olds



Base: 1,000 (500 aged 9-11, 500 aged 16-18)

Question asked: "If you had £10 to spend, what would you spend it on?"

Figure 10: Amount donated to charity by young people in the past month, by age group



“If there weren’t charities, the world would be a worse place.”

Gemma, age 11

Per young person base: 1,000 (500 aged 9-11, 500 aged 16-18). This is the average amount given by all respondents, therefore includes those who did not donate money in the past month.

Per young donor base: 626 (258 aged 9-11, 368 aged 16-18). This is the average amount given by those who donated money in the past month.

Question asked: “Which of these is closest to the amount that you have given to charity over the last month out of your own money?”

Appendix

Questionnaire

1. If you had £10 to spend, what would you spend it on (you can split the money up among these different categories)?
Please select all that apply
 - a Snack foods
 - b Mobile phone credit
 - c Toys
 - d Gadgets
 - e Give to a charity
 - f Clothes
 - g Magazines/comics
 - h Computer games/apps
 - i Music
 - j Spending time with friends
 - k Personal care products (e.g. make-up, hair care, fragrances and beauty treatments)
 - l Other
2. Which of the following do you think should be taught more in schools/colleges/universities?
Please select all that apply
 - a Charity
 - b The environment
 - c Careers
 - d Money/finances
 - e Religion
 - f Politics
 - g None of the above
 - h Don't know
3. Which of the following have you done in the last year?
Please select all that apply
 - a Raised money for charity
 - b Given money to charity
 - c Given items to charity
 - d Helped somebody else in need
 - e Watched a TV programme that raised money for charity (e.g. Children in Need)
 - f Helped out at or on behalf of a charity
 - g None of the above
 - h Don't know
4. Which of the following have you done in the last month?
Please select all that apply
 - a Raised money for charity
 - b Given money to charity
 - c Given items to charity
 - d Helped somebody else in need
 - e Watched a TV programme that raised money for charity (e.g. Children in Need)
 - f Helped out at or on behalf of a charity
 - g None of the above
 - h Don't know
5. Do you agree or disagree with each of the following statements?
Please select one option per row
 - i Agree
 - ii Disagree
 - iii Don't know
 - a I understand what charities do
 - b I would like to work for a charity
 - c Charities help people I know
 - d I will raise money for charity during the next year
 - e I will give money to charity during the next year
 - f I think charities play an important role in our country
 - g I think it's right that charities help people in other countries
 - h I think all Premier League footballers should give to charity
 - i The more money people have, the more they should give to charity
 - j I think that all businesses should give money to charity
 - k I think that all parents should talk to their children about the work charities do
 - l Young people should give some of their own money to help others
 - m Young people should give up some of their time to help others
 - n It is more important to help others than to help yourself
 - o Young people are more likely than adults to help others

6. If you could give £10 to charity, which type of charity would you MOST want to give it to?
Please select one
- a A medical charity (e.g. a charity that helps cure diseases)
 - b A charity that helps a hospital
 - c A charity that helps children
 - d A charity that helps people in other countries
 - e A charity that helps animals
 - f A religious charity
 - g A charity that helps disabled people
 - h A homeless charity
 - i A charity that helps old people
 - j A health charity
 - k A charity that helps schools
 - l An environmental charity
 - m A sports charity
 - n An arts charity (e.g. a charity that helps people entertain and be creative)
 - o None of the above
 - p Don't know
7. Where do you tend to see or hear about charities?
Please select all that apply
- a On TV
 - b On the internet
 - c My family talking about charities
 - d My friends talking about charities
 - e Charity workers in the street
 - f In newspapers and magazines
 - g At school
 - h Charities working where I live
 - i I never hear about charities
 - j Don't know
8. Which of the following would encourage you to help charities?
Please select all that apply
- a Charities coming to my school
 - b My parents talking to me about charities
 - c Celebrities talking about charities
 - d My friends talking about charities
 - e My school arranging for us to do some work for a charity or charities
 - f Charity themed days at my school
 - g Getting a certificate to show what I have done to help a charity
 - h None of the above
 - i Don't know
9. Which of these is closest to the amount that you have given to charity over the last month out of your own money?
Please select one
- a 50p
 - b £1
 - c £2
 - d £5
 - e £10
 - f £20
 - g £50
 - h More than £50
 - i I have not given any of my own money to charity over the past month
 - j Don't know

Growing Up Giving

The report says:

- Young people are very positive about charities.
- Young people give over £100 million a year to charities.
- Schools play a vital role in shaping young people's relationship with charities.

Charities Aid Foundation

25 Kings Hill Avenue
Kings Hill
West Malling
Kent ME19 4TA UK

T: +44 (0)3000 123 000

E: campaigns@cafonline.org

W: www.cafonline.org

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