

How do BAME audiences engage with charities

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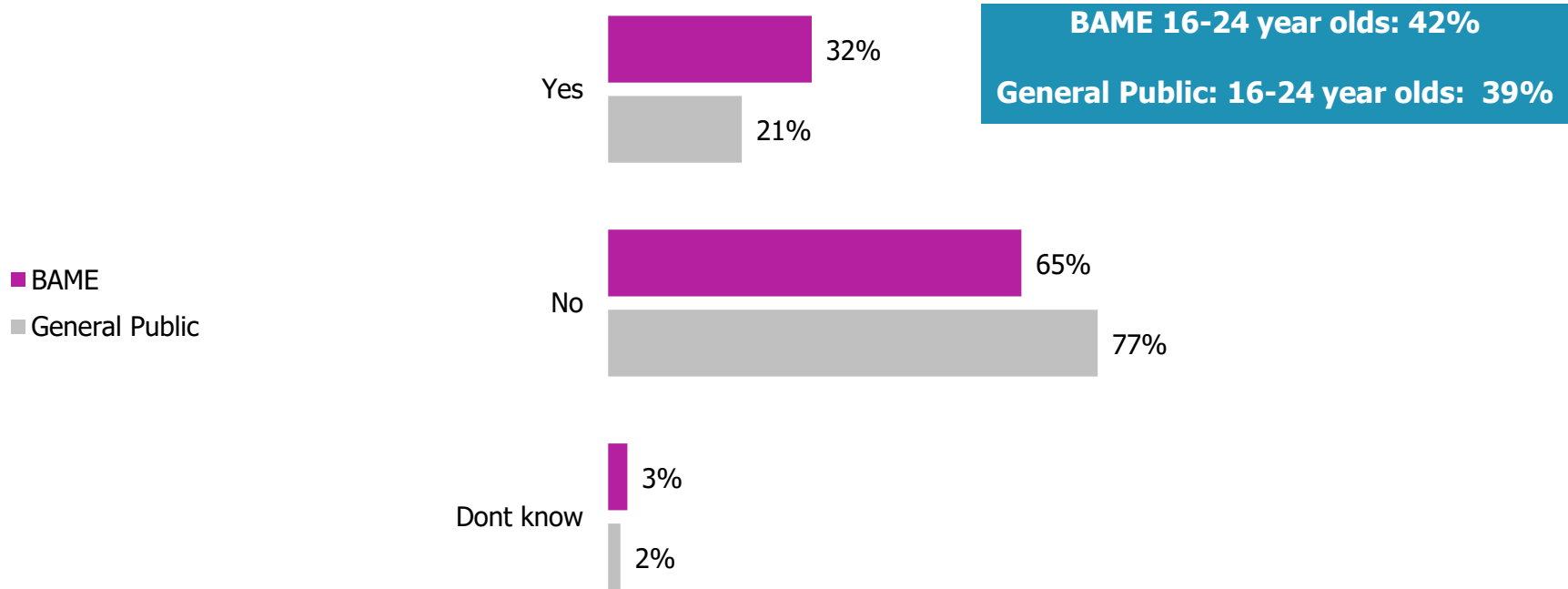
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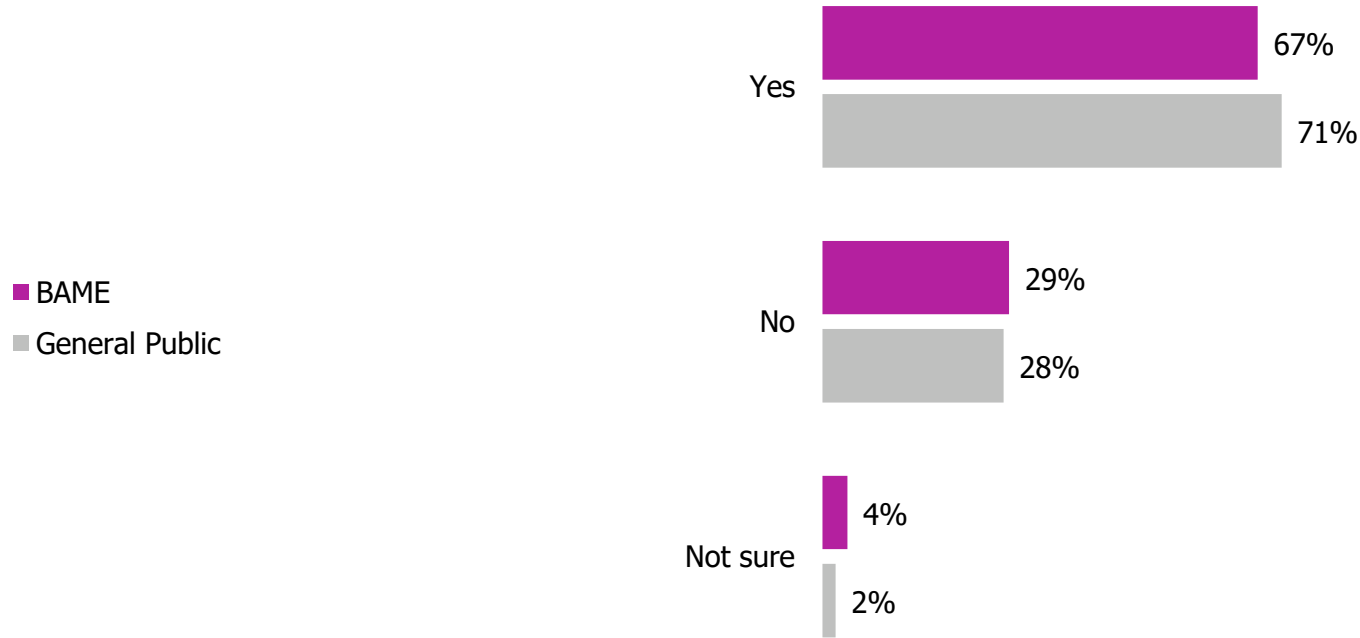
General charity engagement – BAME and the General Public

Volunteering behaviour (last 3 months)



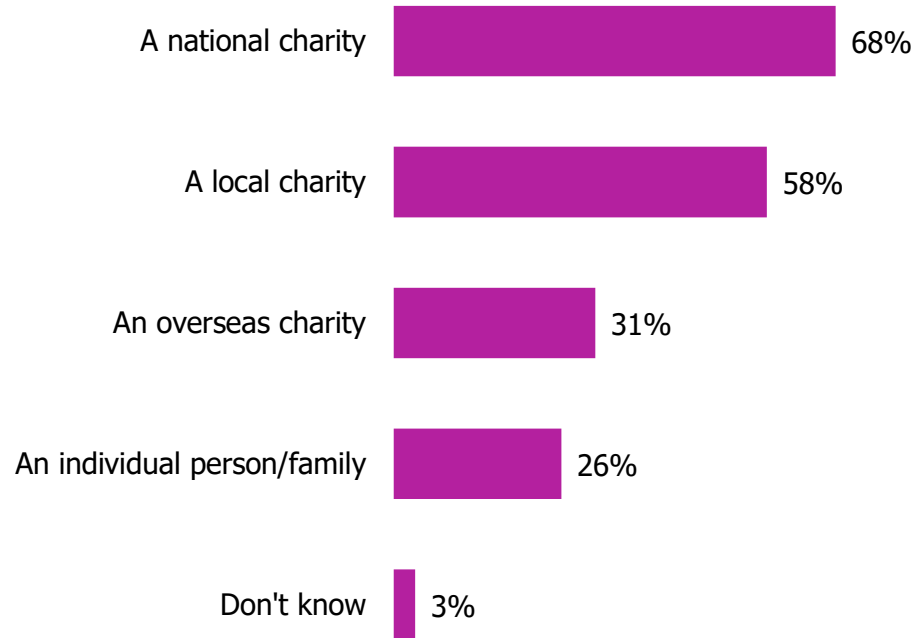
"Have you given time as a volunteer in the last three months, to a charity or other organisation, or in your local community?"

Donated to charity in the last 3 months



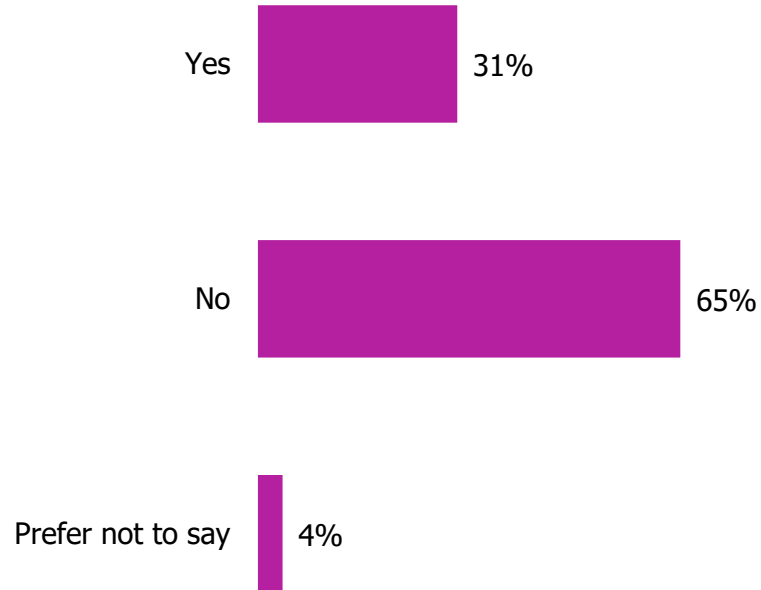
"Have you donated to any charities in the last 3 months?"

Donation charity type



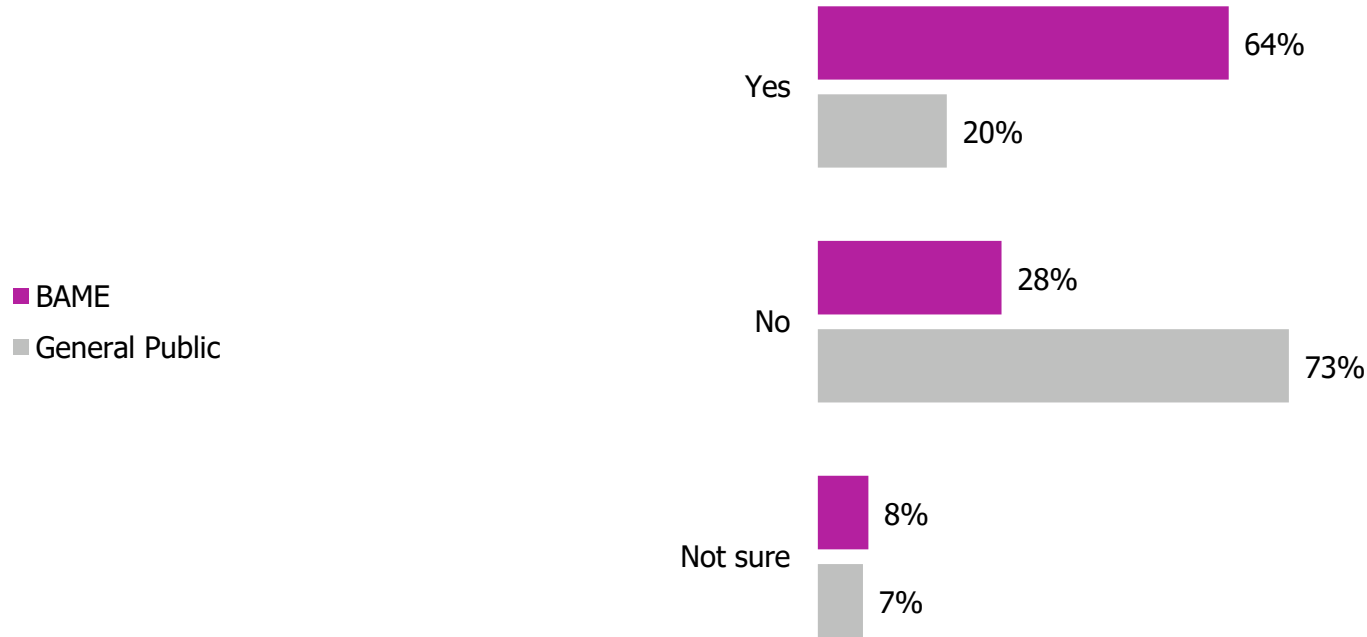
“Thinking about your charitable donations, which of the below charities did you give to? Please select any or all that apply”

Donating in line with religious obligations



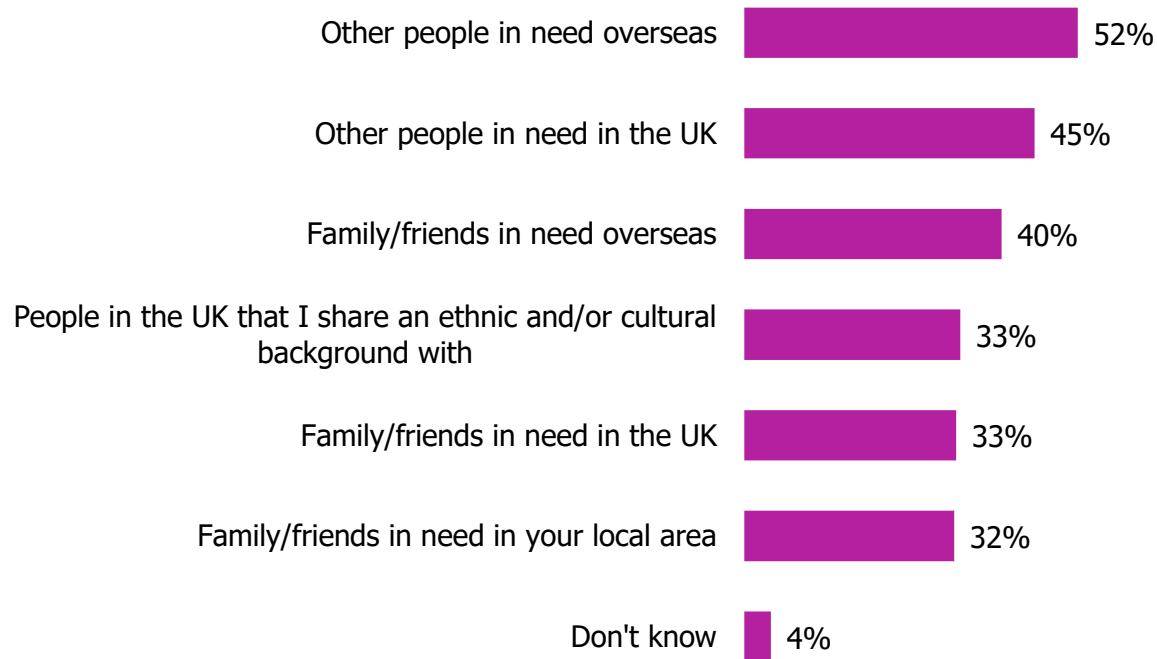
“Do you give donations in line with any religious obligations (i.e. Zakat, tithing, Tzedakah etc)?”

Actively practising religion



"Do you consider that you are actively practising your religion?"

Groups supported as part of religious beliefs and obligations



“Which of the following groups did you support with your giving as part of your beliefs and obligations?”

Key points:

- Volunteering levels for the BAME sample are considerably higher than for the general public (32% vs 21%)
- Giving levels in the last 3 months are very similar between BAME and the general public (67% vs 71%)
- Religious beliefs or faith influences the BAME sample attitudes to charity with 31% saying their faith influences their giving and 64% saying they actively practiced their religion (compared to 20% of the general public)
- People overseas in need, people in the UK in need, and friends/family overseas feature most highly in the groups the BAME sample give to (at 52%, 45% and 40% respectively). This is a question we haven't yet asked the general public.



Ways of giving – BAME and the general public

Giving methods (last 12 months)

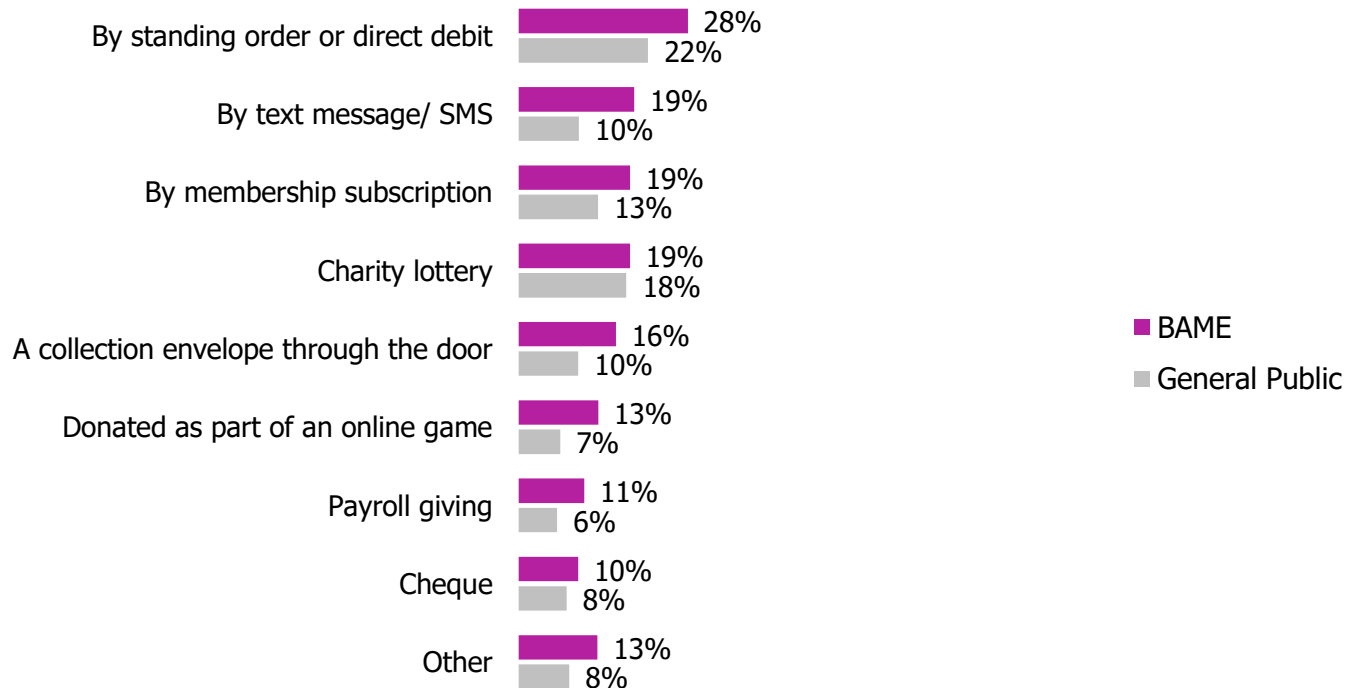
(1 of 2)



“In which of the following ways have you given in the last 12 months? Please select all that apply”

Giving methods (last 12 months)

(2 of 2)



“In which of the following ways have you given in the last 12 months? Please select all that apply”

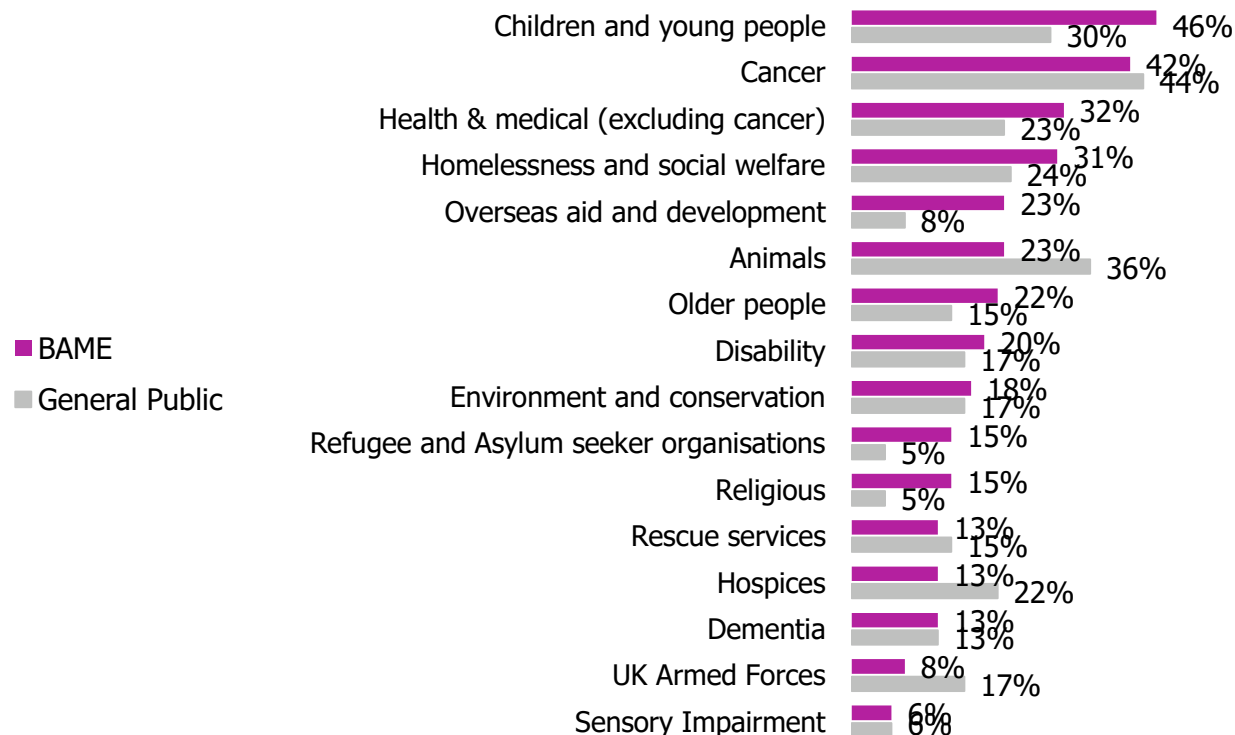
Key points:

- These results show that in almost every category of giving method the BAME sample is more likely to give via a particular method than the general public (this is counter-intuitive since the overall giving levels are the same)
- The rank orders for both samples are the same although 'buying a product that includes a charitable donation' is 2nd place for the BAME sample and 4th place for the general public.
- These results suggest that the BAME community are generous donors to charity giving in a very wide variety of ways.

The background is a solid teal color. There are two white curved shapes: a large, wide, shallow arc at the top, and a narrower, more pointed arc on the right side, partially overlapping the teal area.

Favourite causes – BAME and the general public

Favourite charities – BAME vs General Public



“Below is a list of public bodies and institutions. Please indicate, by ticking in the appropriate column, how much trust you have in each of the bodies.”

A great deal+ Quite a lot

Analysis of favourite causes

Causes which are broadly similar between BAME and general public (ie within +/- 3%)

- Cancer Environment and conservation
- Dementia
- Rescue Services
- Sensory Impairment

Causes more popular in BAME than the general public (ie > 3% difference)

- Children and young people Homelessness and social welfare Older people
- Health and medical (excluding cancer) Overseas aid and development
- Religious Refugee and Asylum seeker organisations

Causes more popular in general public than the BAME sample (ie > 3% difference)

- Animals
- Hospices
- UK Armed Forces

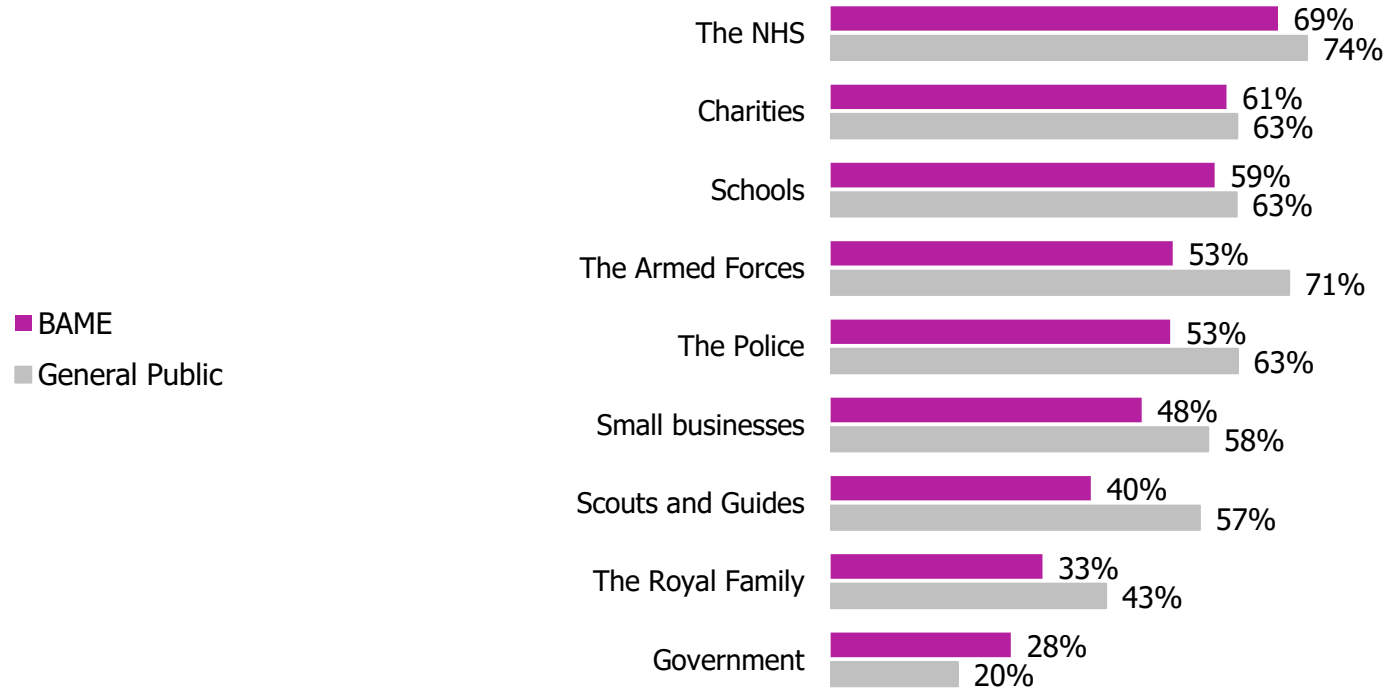
Key points:

- The differences in favourite cause are both numerous and in some cases quite marked – with 'homelessness and social welfare' 7 percentage points more popular with the BAME sample than the general public, and 'animals' being 13 percentage points more popular with the general public than the BAME sample
- The biggest single difference is 'children and young people' being 16 percentage points more popular in the BAME sample than the general public
- Some differences are quite easy to explain – the popularity of 'religious' and 'overseas development' charities mirrors the high numbers of regular worshippers and those supporting friends, families or communities overseas
- Other differences such as 'hospices' or 'health and medical' are less easy to explain



Trust in public institutions – BAME and the general public

Trust in public institutions



"Below is a list of public bodies and institutions. Please indicate, by ticking in the appropriate column, how much trust you have in each of the bodies."

A great deal+ Quite a lot

Analysis of trusted institutions

Institutions which are broadly similar between BAME and general public (ie within +/- 3%)

- Charities

Institutions more trusted by BAME than the general public (ie > 3% difference)

- Government

Institutions more trusted by general public than the BAME sample:

- NHS Schools
- Armed forces Small businesses
- Royal Family Scouts and guides
- The police

Key points:

- The BAME sample trusts almost all public institutions less than the general public
- The difference in trust is particularly high (more than 10 percentage points) for the Police, Armed Forces, Scouts & Guides, and small businesses
- Only is trust in government higher for the BAME sample than the general public, with charities at the same level

The background is a solid teal color. There are two white curved shapes: a large, shallow arc on the left side, and a narrower, steeper arc on the right side, both pointing towards the center.

Awareness of charities – BAME and the General Public

Analysis of spontaneous awareness

Charities where awareness is broadly similar between BAME and general public (ie less than 3%)

- Oxfam Mind
- Cancer Research UK The Salvation Army
- WaterAid Age UK
- Save the Children

Charities where awareness is higher in the BAME sample than the general public (ie 3% or more)

- Barnardo's Unicef
- British Red Cross British Heart Foundation

Charities where awareness is higher in the general public than the BAME sample (ie 3% or more)

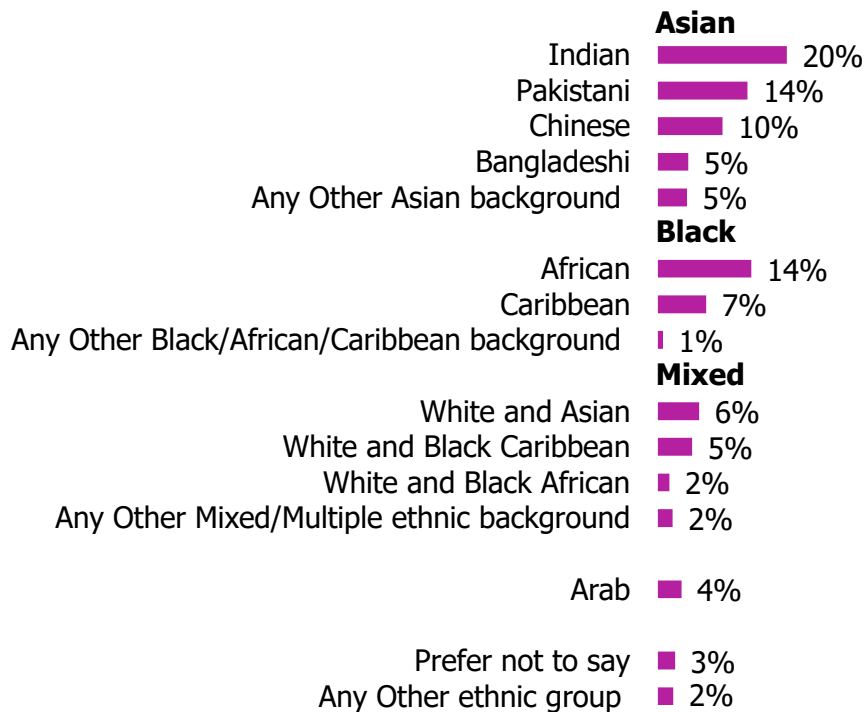
- RSPCA (more than 10%) Macmillan
- NSPCC

Key points

- The differences in awareness broadly follow the pattern of favourite causes
- British Heart Foundation as a non-cancer health cause is better known
- As are British Red Cross and Unicef as overseas development charities (with Islamic Relief much better known in prompted awareness by the BAME sample)
- And Barnardo's as a children's charities
- While RSPCA is less well known, as were animal causes (as was Battersea in the prompted awareness questions)
- The two anomalies are why should NSPCC be less well known despite being a children's charity, and Macmillan as a cancer charity
- Interestingly RSPB and Woodland Trust are much better known by the general public in prompted awareness than the BAME sample

About the BAME sample

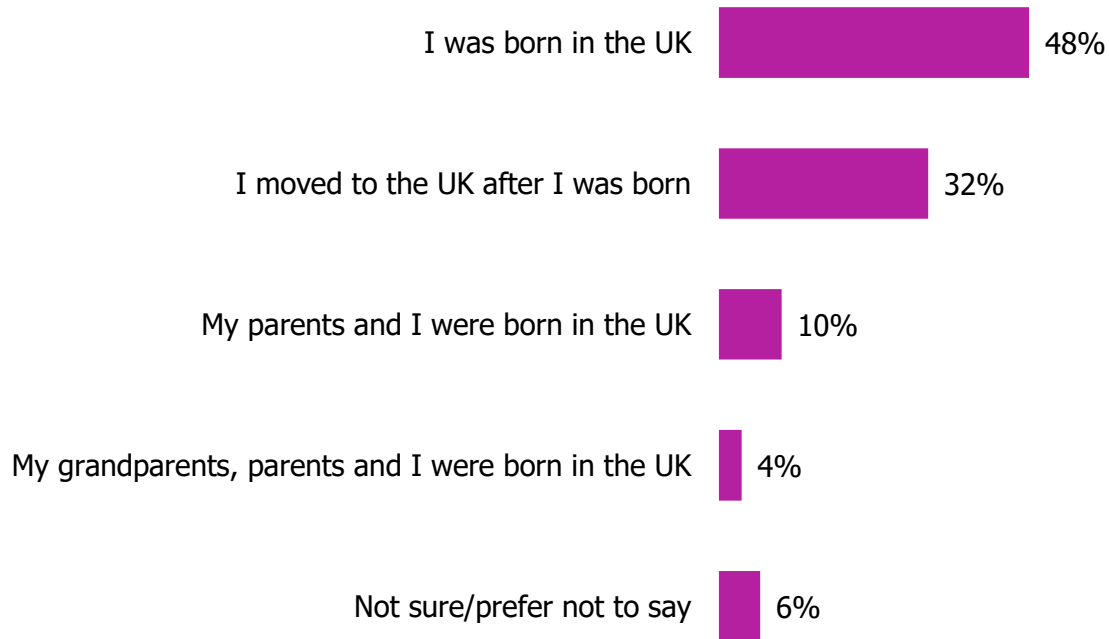
Ethnic background



“What is your ethnic group? Choose one option that best describes your ethnic group or background”

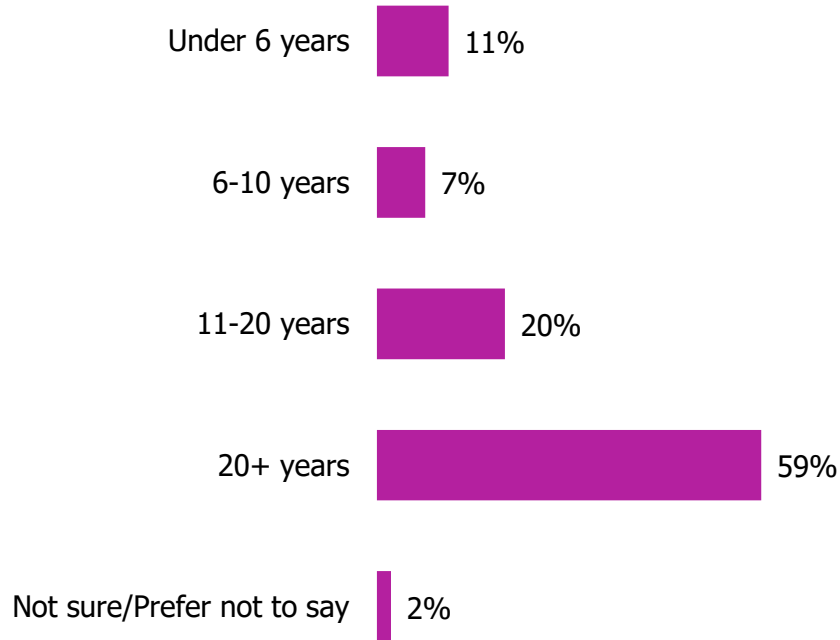
Source: BAME Charity Survey, Nov 2019 – Jan 2020, nfpSynergy | Base: 1,019 adults 16+, Britain

Generational background



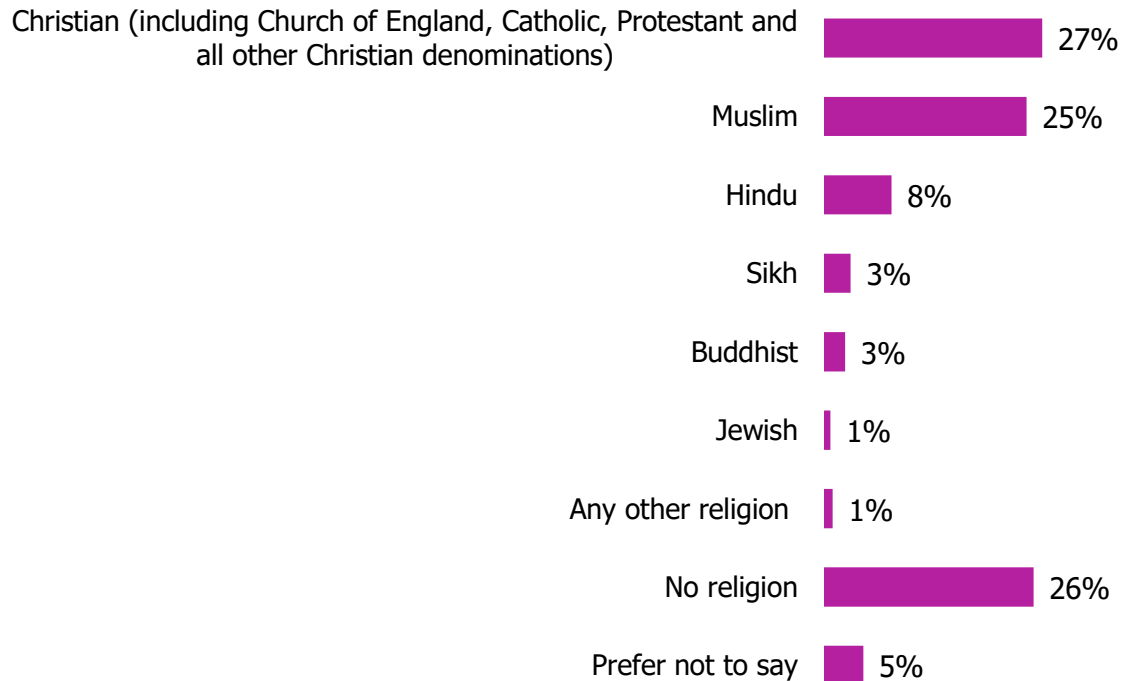
“Please select the option that applies to you:”

How long have you lived in the UK for?



"How long have you lived in the UK for?"

Religion



“What is your religion?”



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