enthuse

Donor Pulse

Summer Edition 2022: Insights from Enthuse Intelligence

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Contents

Foreword by Chester Mojay-Sinclare

Welcome to the latest edition of Donor Pulse, which focuses on the cost of living. The shift in people's worries from the pandemic to personal finances has been incredibly rapid – three months ago less than half the public had the cost of living as a primary concern, now it's 76%. For charities this is a dual issue. The pressure on people's wallets mean they have less disposable income to give, and the economic situation leads to increased demand for many charities' services. The sector did a phenomenal job of handling the pressure on services and income generation during the pandemic, and will need to repeat this over the coming months.

A key ingredient will be the public's generosity. So far this is remaining robust with 74% of the public having given in the last three months. It's easy to think this is just driven by giving to Ukraine, but in fact very few have given solely to relief directed towards the conflict – just 2% - meaning overall donations have remained strong.

However, there are concerning indicators, particularly among those who are feeling worse off. This is nearly three fifths of the population, with 17% of this group already saying they are stopping donations for now, and 61% stating they are either being more selective, giving less, or making less donations. The topline figures look good, but the sector needs to focus on the details.

With the weather looking great as I write this, there is plenty of scope for fundraising events. The key to success will be to convert interest into participation, and the report outlines the obstacles stopping people from committing. Interestingly, it's not the cost of taking part, but instead worries about asking friends and family for donations in tough times – helping supporters with the 'ask' will be a key part of event planning.

The next few months won't be easy – but there is willingness to help from the public. I hope the report provides you useful insights for your plans and campaigns. Thank you for taking the time to read it and best of luck with your fundraising efforts.

Chester

Introduction

This is the eighth edition of our quarterly donor research report Donor Pulse. In the last two years, the research has focused in-depth on Covid and how fundraisers and donors have reacted to the different stages of the pandemic. The report, like the public, is now shifting its focus to the cost of living, and how it is impacting the nation's ability to fundraise and donate.

The study continues to look at a series of tracking questions to follow movements in key donor indicators. As well as examining the number of people donating in the last three months, their sentiment towards charities, and online giving, the research also considers the types of charities people are giving to.

The study also examines how many people have given money to Ukraine appeals and whether this has affected other donations. Tracking questions also include the impact different methods of donation have on a donor's ability to remember the names of the charities they are giving to, and why they struggle to remember them.

The report takes a more detailed look at how the public is faring in the cost of living crisis, covering how this has changed in the last quarter, and the last six months. It reviews the main areas of concern for the public, and the impact of price rises in different areas, such as fuel and food. It then covers whether this means they have less ability to donate to charities now and in the future.

Finally, as the summer fundraising event season begins the research looks at the types of activities the public are interested in getting involved in. It then examines the biggest concerns people have when thinking about taking part in fundraising events. The section closes by comparing the amount of people who have taken part in events in the last three years with those who are committed to taking part already in 2022, and those who are considering participation.

This report will explore all of these questions and provide insights and answers to help guide charities with their fundraising strategy and campaigns, particularly around the cost of living and events.

Methodology

Donor Pulse is an independent research project, conducted by RedFox Research. A nationally representative sample of 2,008 members of the UK public were surveyed about their attitudes to charity, willingness to donate and appetite to support good causes. Interviews and analysis were completed in May 2022.

Fundraising warning signs

Fundraising warning signs

The pandemic has rapidly faded into the background over the last few months, as the cost of living crisis has dominated the news headlines together with the thoughts and wallets of the public. For many, life has returned to relative normality, but the impact of the pandemic, while not front of mind, is likely to still be felt for some time.

Despite the high levels of inflation the country has been experiencing over the last three months, the number of people donating has remained high, with 74% of the public having given. This is a rise of five percentage points since this report a year ago. Figure 1 shows that giving has remained high, with both under 40s (80%) and over 40s (71%) very close to the highest levels this research project has tracked. In the face of the cost of living challenges, donations are likely to have held up in part because of people giving to help Ukraine.

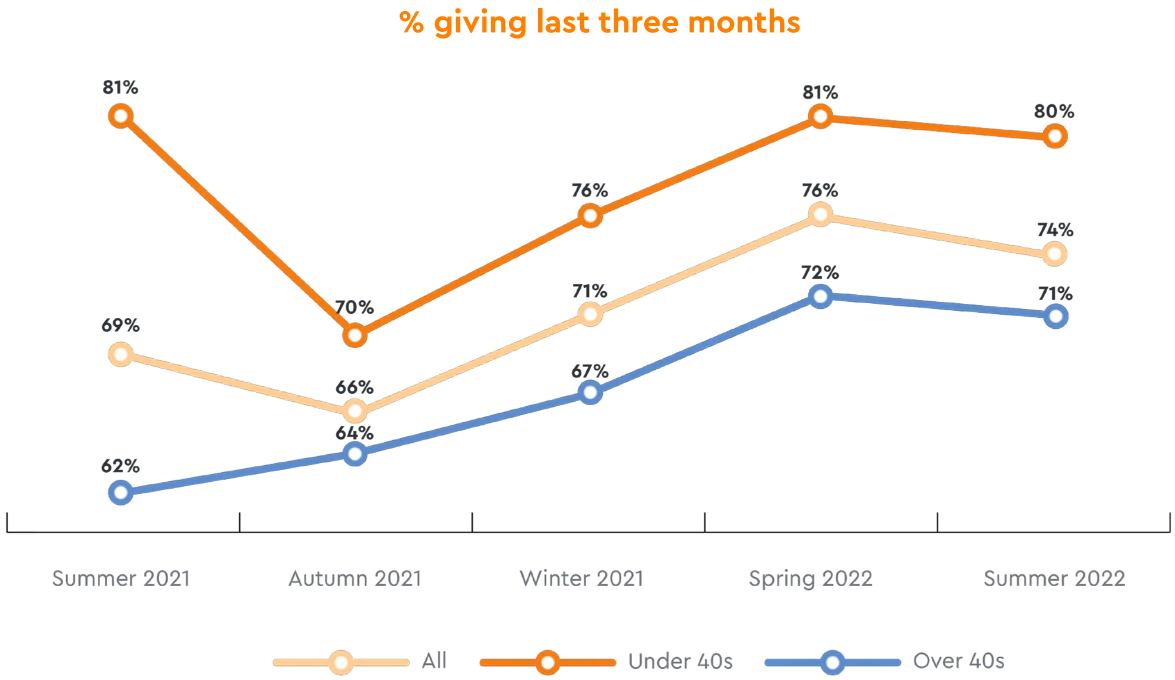


Figure 1: Percentage of the public who have donated to charity over the last three months

The number of people donating to multiple causes (Figure 2) has risen slightly over the last three months from 50% to 51%, and this is driven by an increase in the amount of people giving to two charities. This seems likely to be down to the public giving to Ukraine, but combined with the fact that the overall level of giving has edged down, this means that rather than making extra donations, people have been swapping their giving to Ukraine from other causes over the last three months.

Fundraising warning signs

Number of causes donated to

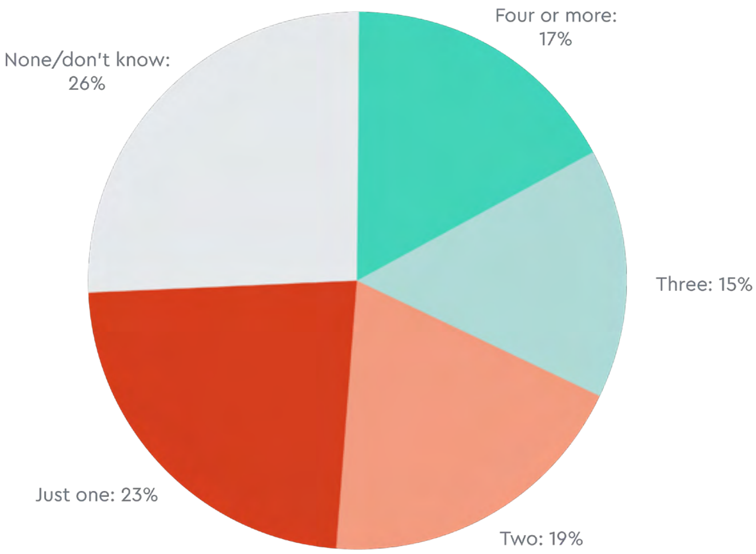


Figure 2: Percentage of the public who have donated to multiple charities over the last three months

Figure 3 shows the demographic split for people donating to multiple causes. Gen Z and Millennials gave to the widest range of charities with 57% and 56% respectively donating to two or more causes. 38% and 36% of people in these age groups gave to three or more charities. In comparison, 39% of Baby Boomers give to two or more charities and less than a quarter (24%) to three or more causes. The under 40s continue to represent a key audience for charities to attract by creating campaigns and appeals that engage with them.

Number of causes supported in the last three months

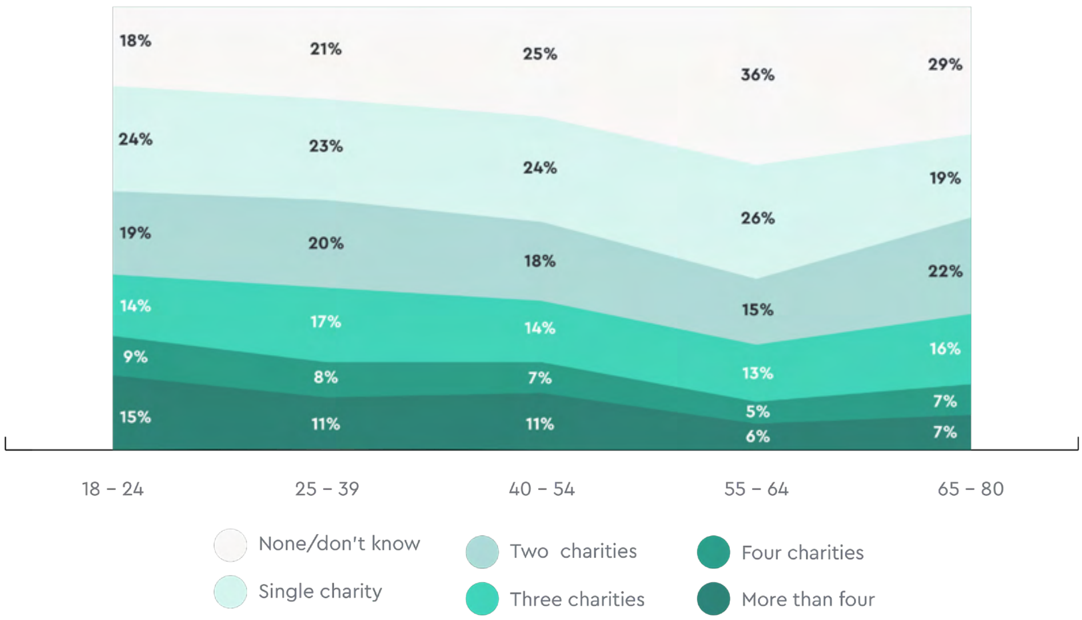


Figure 3: Percentage of the public who have donated to multiple charities over the last three months

Fundraising warning signs

Support for charities shifted significantly during the pandemic with surges for different priorities that the public saw in the headlines. Since the start of 2022, there has been a more consistent pattern with animal, children, disease research and mental health occupying the leading spots. Figure 4 shows health return to the top position, after a change in the wording of this question for this quarter to include hospices, which has featured consistently in the 'other' category.

Charities donated to in past three months

	Summer 2021	Autumn 2021	Winter 2021	Spring 2022	Summer 2022
NHS, hospitals or hospices*	23%	18%	20%	20%	25%*
Animal	21%	20%	21%	26%	23%
Children	22%	19%	20%	25%	21%
Support/research into disease	21%	23%	23%	24%	22%
Mental health	21%	17%	18%	22%	20%
Humanitarian aid for Ukraine	-	-	-	-	19%
Poverty e.g. foodbanks, homelessness	17%	17%	17%	23%	17%
Local/community causes	12%	11%	12%	11%	9%
Environment	10%	11%	9%	9%	9%
Older people	10%	10%	9%	10%	8%
Overseas aid (excl. Ukraine)	9%	9%	7%	7%	8%
Faith	6%	6%	6%	6%	6%
Education	9%	7%	7%	7%	5%
Art and Culture	3%	4%	4%	4%	3%
Other	4%	4%	5%	4%	5%

Notes:

*In May 2022, wording changed from NHS / public health to NHS, hospitals or hospices, resulting in a small increase in score.

% donating to specific causes was previously expressed as a % of those donating at all. For clarity and tracking, all waves have been re-expressed as a % of all citizens.

Figure 4: Types of charities donated to in the last three months

Fundraising warning signs

The most significant difference this quarter was the 19% of people who donated to Ukraine. It is worth noting that this only includes financial donations, and there has been a huge wave of generosity to the country through the provision of clothes, toys and other necessities. The financial donations to Ukraine have had an impact on other areas though, with a drop in the number of people giving to the following types of charity – animal, children, disease support/research, mental health, poverty, community and older people. The drop in poverty is likely linked to people giving over the Christmas period to this sector in the previous quarter. However, the decrease in other areas is likely down to the surge in support for Ukraine.

This is borne out by the details, with almost all financial support for humanitarian aid in Ukraine coming from supporters of other causes. As Figure 5 shows, just 2% of the public donated solely to Ukraine, 17% were donors to other causes as well. While the public has been incredibly generous, it is clear to see the cost of living is having an impact here as people are unable to make additional donations, but instead are giving to the same number of causes, but shifting their support to what they see as priorities.

Donated last three months

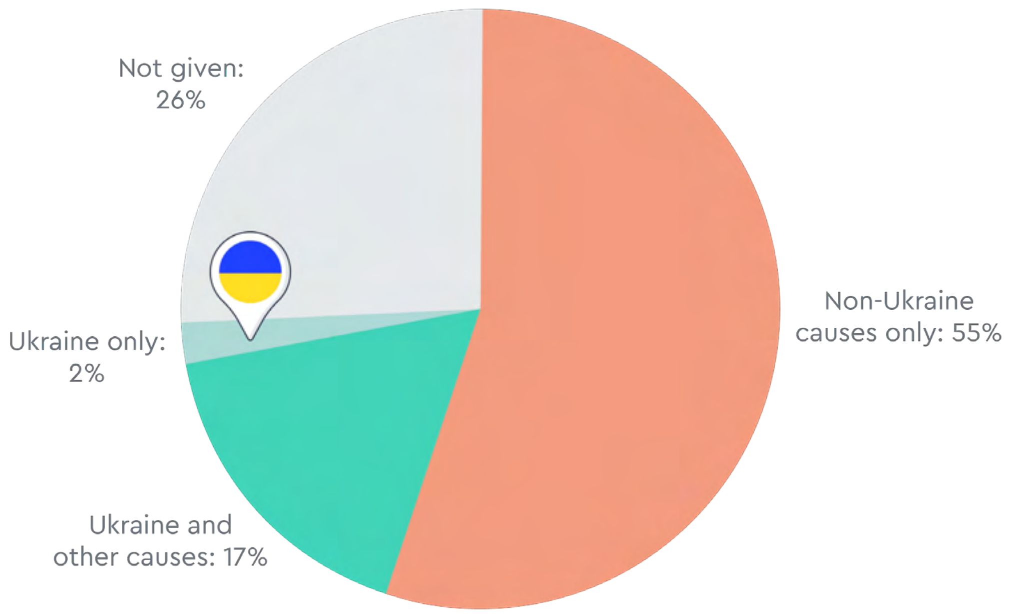


Figure 5: Donors to Ukraine

Fundraising warning signs

The issues around the public's ability to donate are also shown in the number of people making regular donations. Figure 6 shows that the percentage of people saying they make a regular monthly donation to charity has dropped from 30% to 27% in the last three months. There has been a gradual decline over the last year in the number of people giving regularly, despite an increase in the overall number of members of the public donating. As shown in Figure 7, older age groups are shoring up regular giving. For charities, this means consideration needs to be given to how feasible it is to secure monthly donations in the current environment, and balance campaigns and resources across one off donations and those targeting ongoing giving.

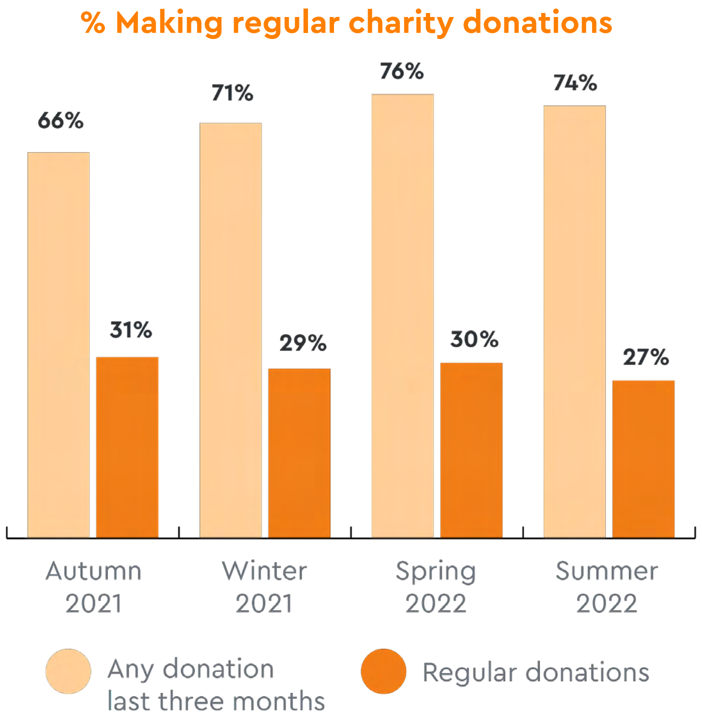


Figure 6: Percentage making monthly charity donations

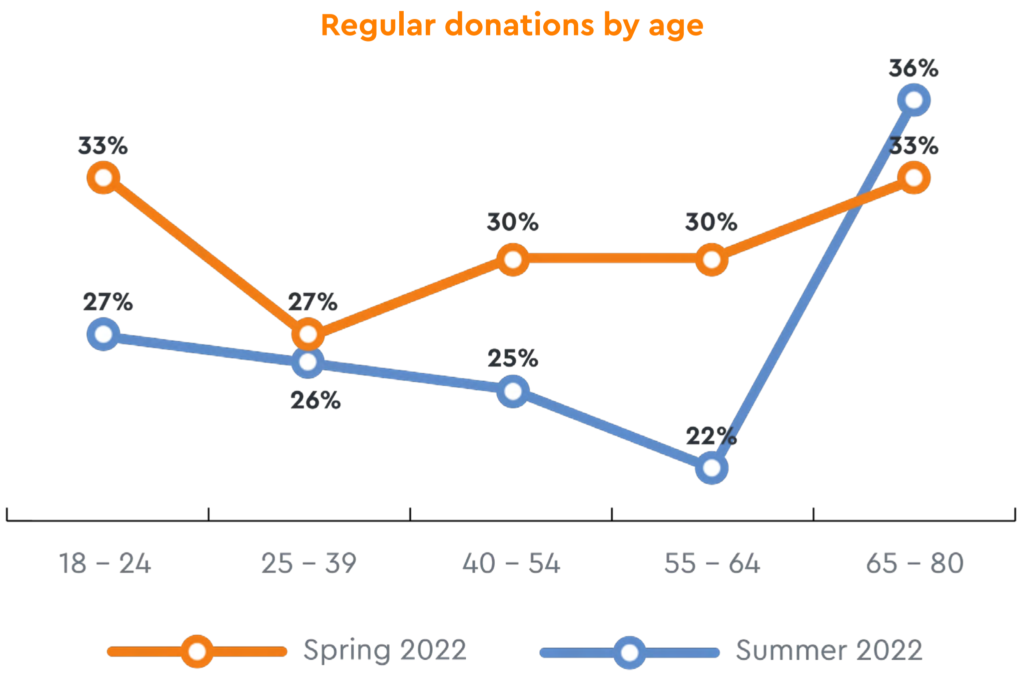


Figure 7: Percentage making monthly charity donations (split by age)

Fundraising warning signs

The public's view of charities and the work they do slightly declined over the last quarter. Figure 8 shows the positivity index over the last year, with 29% of people feeling more positive in the last three months, down from 31% three months ago and from 33% a year ago. The overall data in Figure 9 though shows that 91% of people feel either positive or neutral towards charities. The drop in the positivity index may be a signal that the public is becoming more preoccupied with their own financial concerns, and have a more negative mindset because of the current economic circumstances.

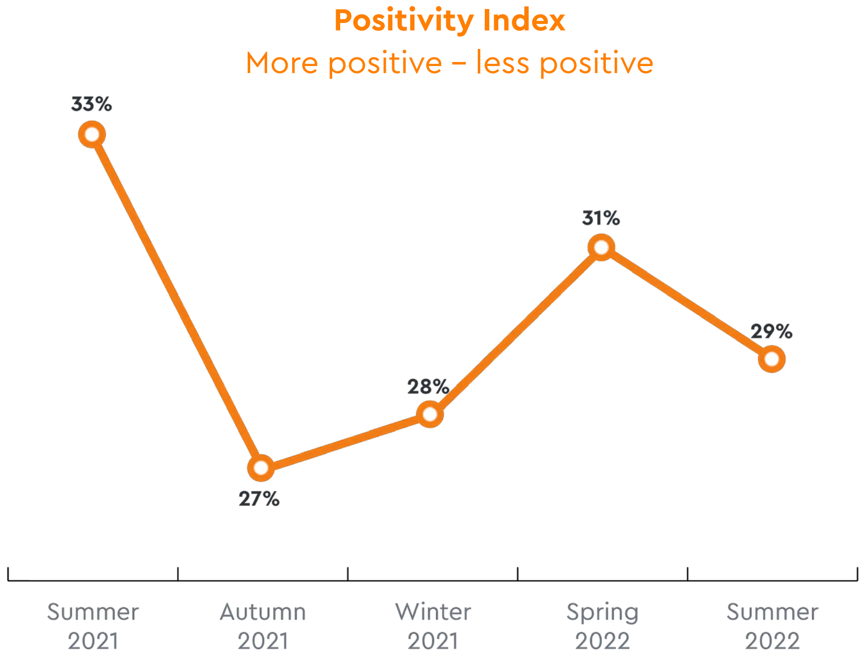


Figure 8: Positivity Index (members of the public feeling more positive about charities minus those feeling less positive)

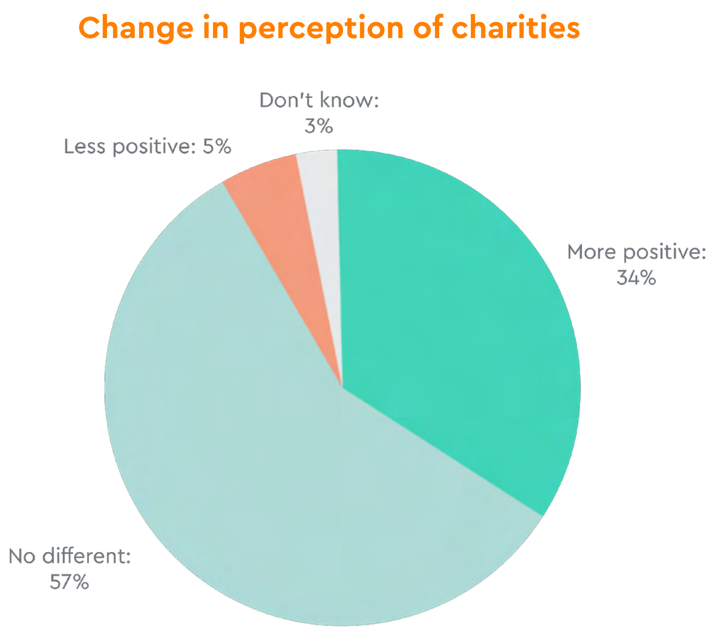


Figure 9: Change in perceptions of charities and the work they do

Fundraising warning signs

Online giving has continued to maintain its highest point since this research series began. 45% of UK citizens as a whole donate online, as shown in Figure 10 – which means 61% of donors use online to give. This is a permanent shift from the pandemic, and underlines the importance of charities' capability to take donations online. Gen Z led the way with online giving with 62% using this method, closely followed by Millennials at 59%. The number of people donating online stayed high even for older age groups, with 35% of all over 40s using this method.

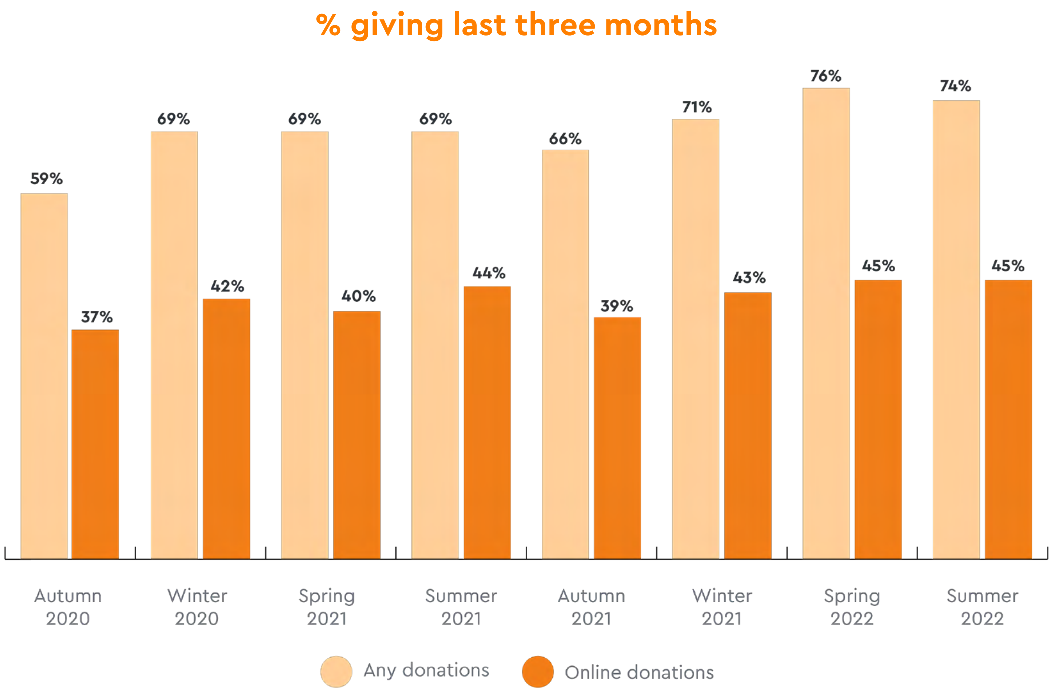


Figure 10: Percentage donating online in last three months

Compared to those using cash, the number of people giving online is higher and rising more quickly, as shown in Figure 11 – 45% vs 34%. Figure 12 shows that only a third of the public has used cash to give in the last three months, with just over half (52%) having done so in the last six months. However, attitudes to cash are polarised with 43% having not used it to donate since pre-pandemic or too long ago to remember.

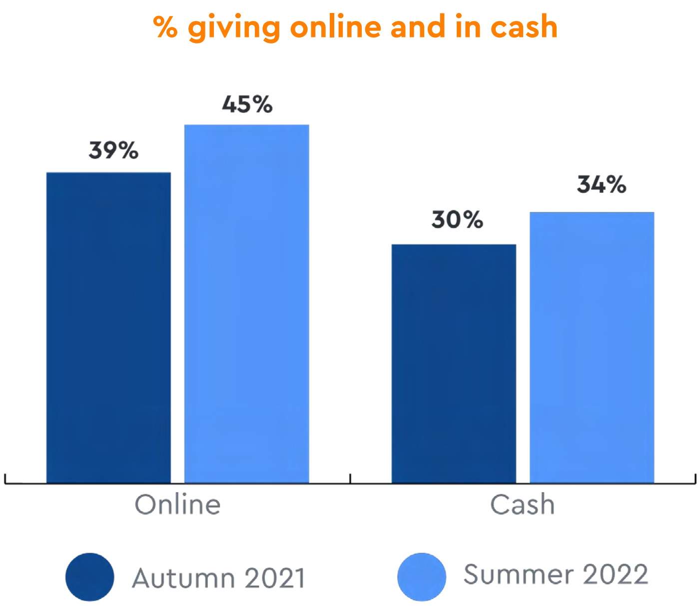


Figure 11: Brand recall among online donors by platform

Fundraising warning signs

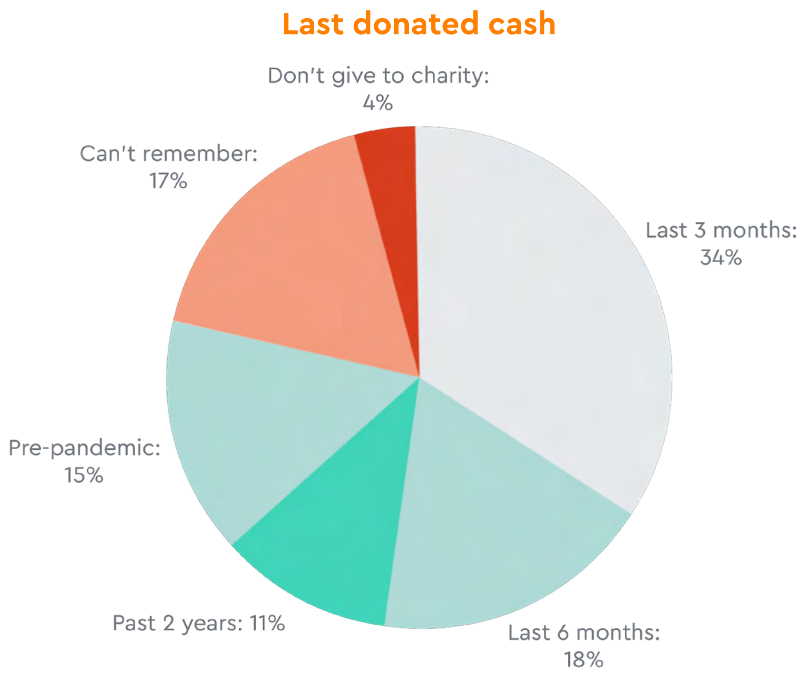


Figure 12: Last time the public made a cash donation

When it comes to preference, the overall figures are similar with 41% wanting to donate online, and 33% saying they would prefer to use cash, as shown in Figure 13. For under 40s 49% would prefer to donate online, with exactly half of Gen Z preferring this method. While cash has held up surprisingly well as a preferred method of giving, there is a clear preference for online giving amongst supporters. This just emphasises how important it is for charities to make online giving a key part of their digital plans.

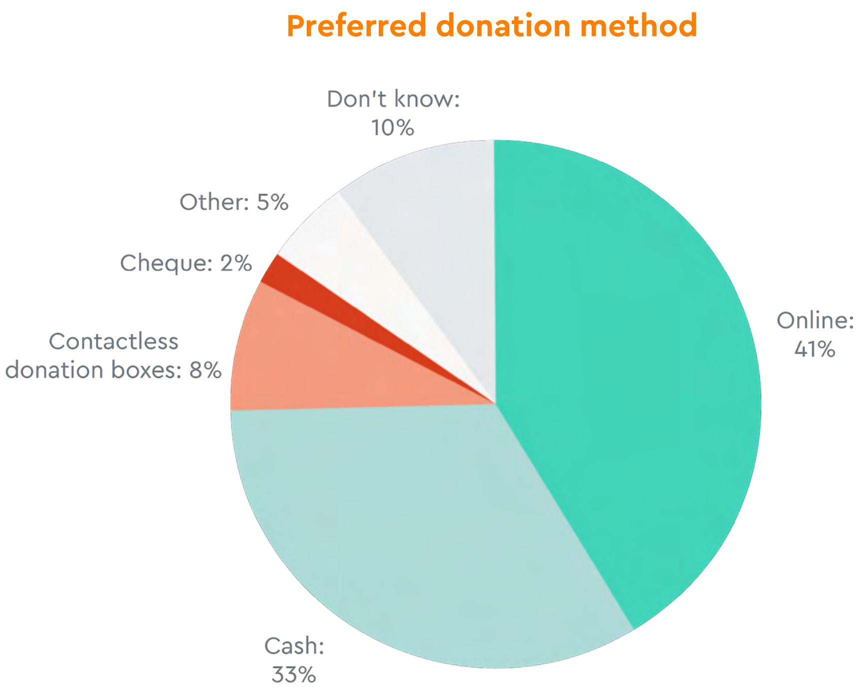


Figure 13: Preferred method of donation

Fundraising warning signs

The last three months has seen an increase in the number of donations being made directly through a charity's site, as shown in Figure 14. 46% of donations were made in this way, with a drop in use of consumer giving platforms to 44%. There has been a steady increase in donations via a charity's own website over the last three editions of this report. This is good news for charities as the average amount donated to a charity directly vs a consumer giving platform is 18% higher (£38.39 vs £32.03). This underlines how important it is for charities to drive direct donations.

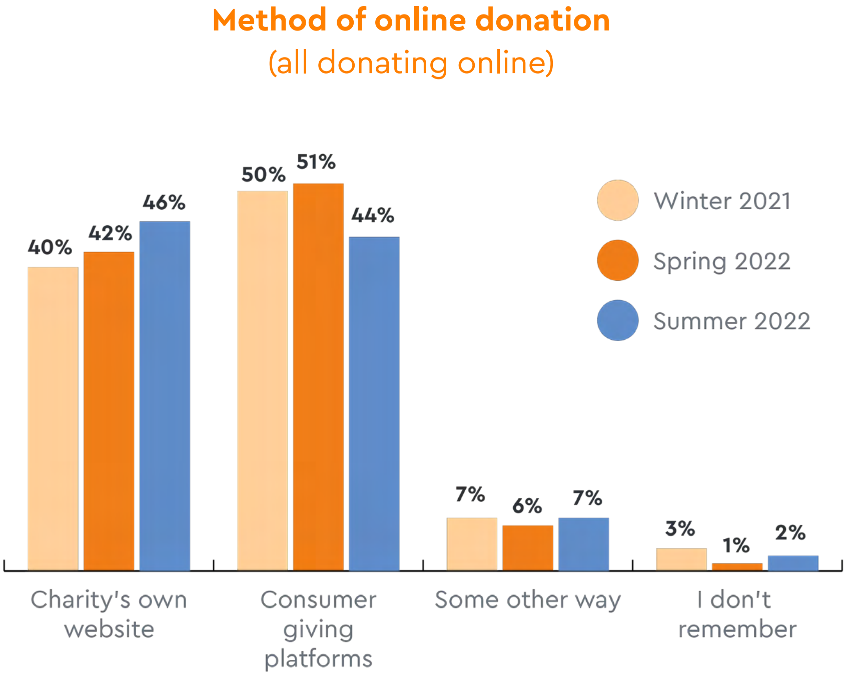


Figure 14: Methods of donating online

The issue of 'give and forget' is an area this report tracks on an ongoing basis. This is when the public is less likely to remember the name of the charity and even the type of cause when they donate via consumer giving platforms, as shown in Figure 15. The number of people able to remember the name of the charity they last donated to, dropped slightly from 67% to 66% in the last quarter.

Figure 15: Brand recall among online donors

Fundraising warning signs

Brand recall by platform is summarised in Figure 16, and shows that donors are 42% more likely to remember the name of the charity if they donate directly. The issue is something charities should factor into their plans, because of the impact it has on the ability to convert donors into long term supporters. The key reason for poor recall is that the charity's branding is not clearly visible. This has risen to its highest figure since this research started with 54% of donors citing this as the reason they couldn't remember the name of the charity they gave to.

Figure 16: Brand recall among online donors by platform

Overall there are indicators in the data that the cost of living is impacting donor behaviour. Despite the generosity of the public to help humanitarian efforts in Ukraine, in general it seems these are not additional donations, but donations that would have gone to another cause. However, at an overall level giving has held up well despite the squeeze, with online the preference for the majority of people in terms of how they currently give and how they want to give in future. This is important for charities to be mindful of and encourage donations through their own websites where the average donation is much higher than consumer giving platforms. This is a key point when the cost of living is likely to impact the amount people donate.

Counting the cost of giving

Counting the cost of giving

The shift of gears between the public's concerns about the pandemic to the cost of living has been dramatic – this year has seen a near complete change of focus to the impact that inflation is having on people's finances. In some ways this presents an even bigger challenge for charities and their fundraising strategies than Covid.

Figure 17 shows how much this has shifted with three quarters of the public citing the rising cost of living as their biggest concern and a further 6% stating job security. Just 10% consider Covid to be their predominant worry this year. Just three months ago 55% cited Covid as their main concern, and 45% cost of living – underlining the pace of the change in citizen's worries.

Biggest concerns for 2022

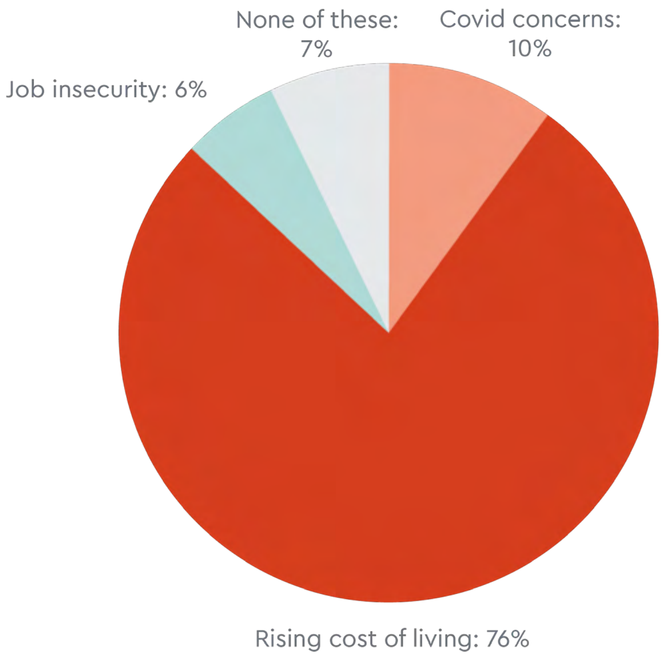


Figure 17: Public's most significant concerns for 2022

These concerns can be seen in how people are feeling financially. Figure 18 details how nearly three out of five (58%) people state they are feeling worse off than they did six months ago, and one in five (21%) say they feel a lot worse off. This is a marked jump from three months ago when 46% said they felt worse off, and 14% a lot worse off. Less than a third (29%) consider their finances to be about the same and just 13% say they feel better off.

Finances compared to six months ago

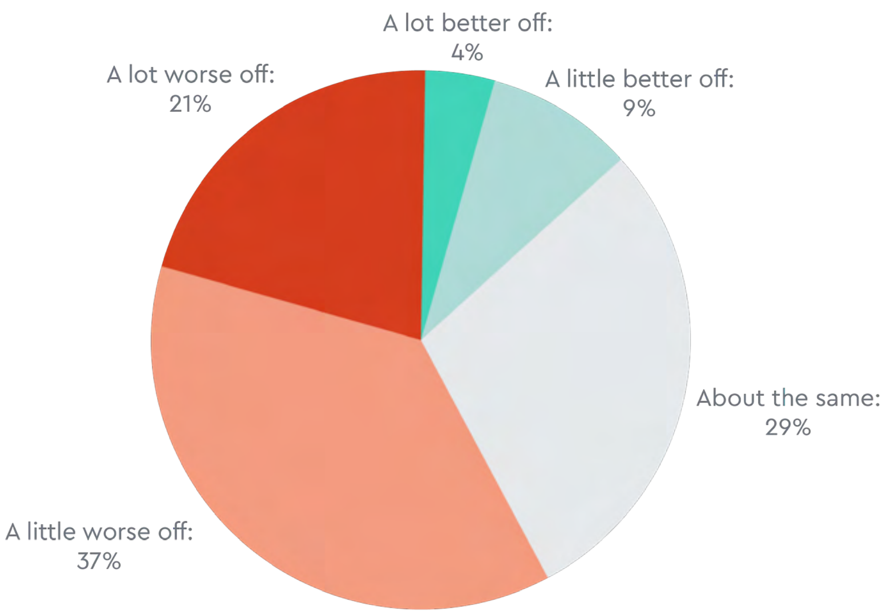


Figure 18: Do you feel financially better or worse off, compared to six months ago?

Counting the cost of giving

Figure 19 shows the split of how different age groups are feeling financially. The picture has worsened for all in the last three months, though Gen Z remains the best placed relatively, with 25% feeling better off, and 28% feeling the same – this is the only age group where those feeling worse off are not in the majority.

Other age groups are having a much more difficult time. 65% of Gen X and Baby Boomers state they are worse off. Perhaps more concerningly is the number of older people seeing their standard of living eroded with 56% of over 65s saying they are worse off. This is up from 39% three months ago. Just a handful of over 40s are seeing any upside, with 9% of Gen X, 7% of Baby Boomers and 6% of over 65s stating they were better off.

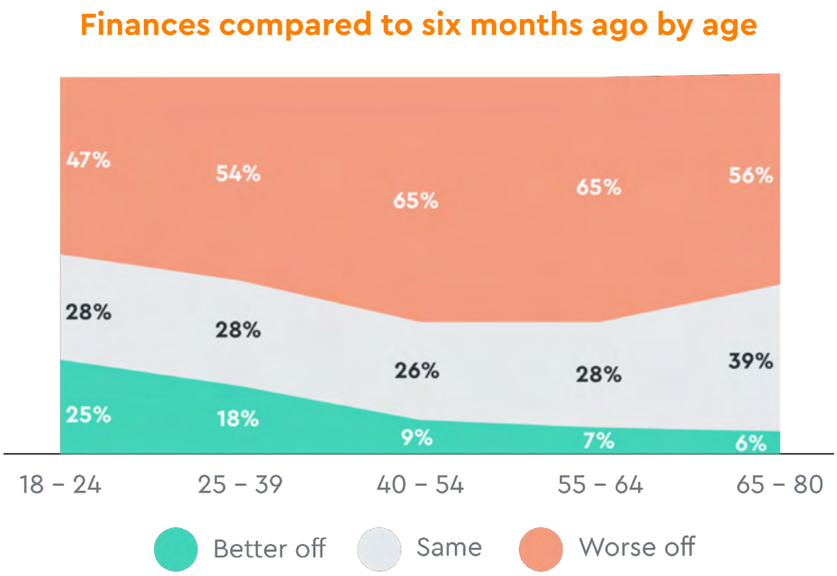


Figure 19: Do you feel financially better or worse off, compared to six months ago (split by age)?

The extent of the change in the last three months is shown in Figure 20, which compares the amount of people feeling worse off in the Spring edition of this report with the latest data, with the average increase in feeling worse off being 12% across the generations.

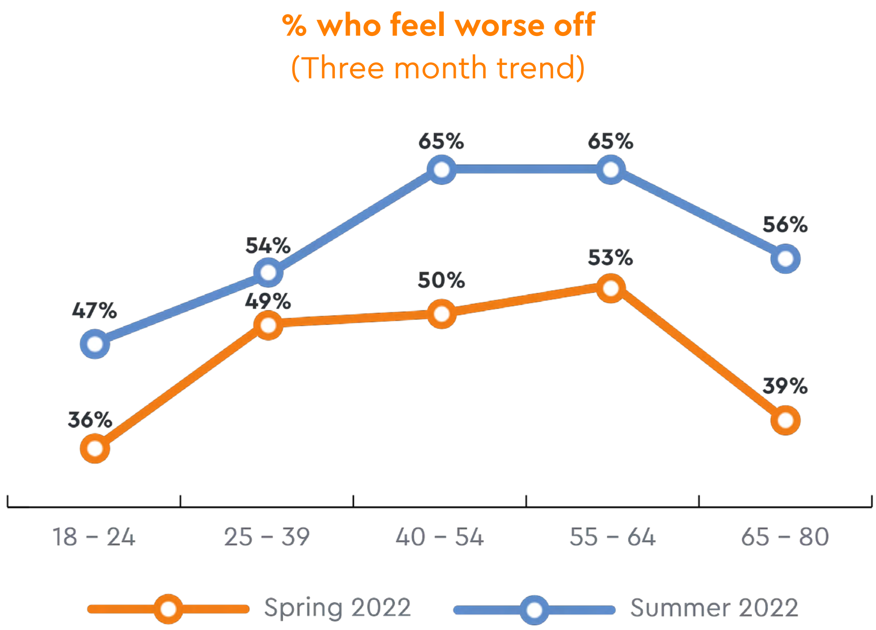


Figure 20: Do you feel financially better or worse off, compared to six months ago Spring and Summer data (split by age)?

Counting the cost of giving

Figure 21 shows the factors contributing to why people are financially worse off, with two clear leading drivers – energy prices (77%) and food prices (71%). These are by far the most significant issues for people, though petrol prices are also a worry with 43% citing the cost of running a car. These figures are even more pronounced when just looking at those who are feeling worse off, when 84% mention energy, 76% food and 46% costs of running a car. With no end in sight currently for the high levels of inflation the country is experiencing, these figures look unlikely to improve in the next few months, which limits the amount of funds people will have to support charities.

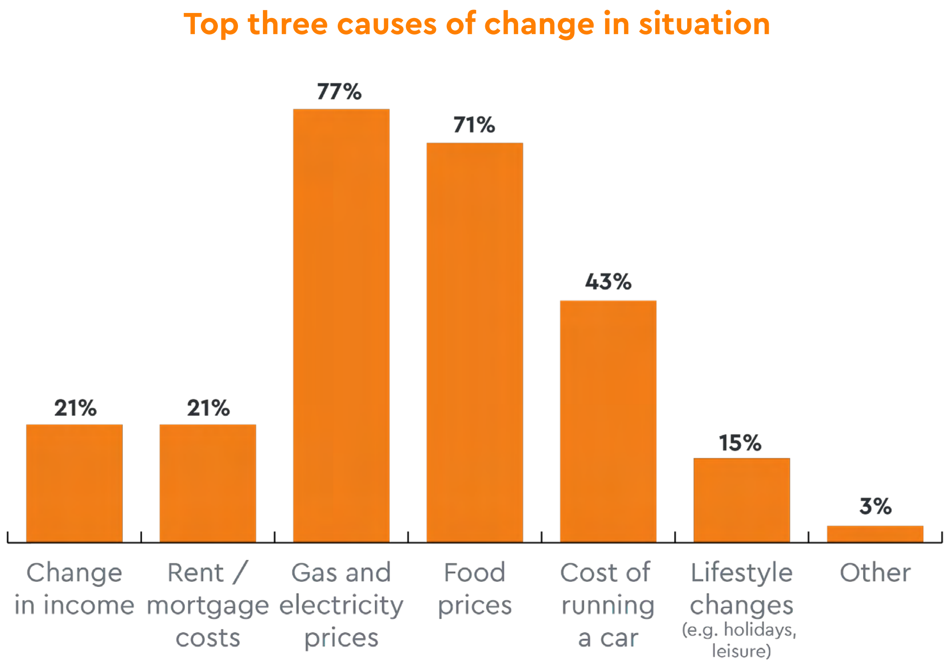


Figure 21: Top reasons for change in situation

The changes in prices are also having different effects on different age groups. In figure 22 it can be seen that rising energy prices and food costs are of more concern to over 40s. Younger age groups tend to spend more of their income on mortgages or rental costs and changes in these are starting to have more of an impact on them than the over 40s.

Counting the cost of giving

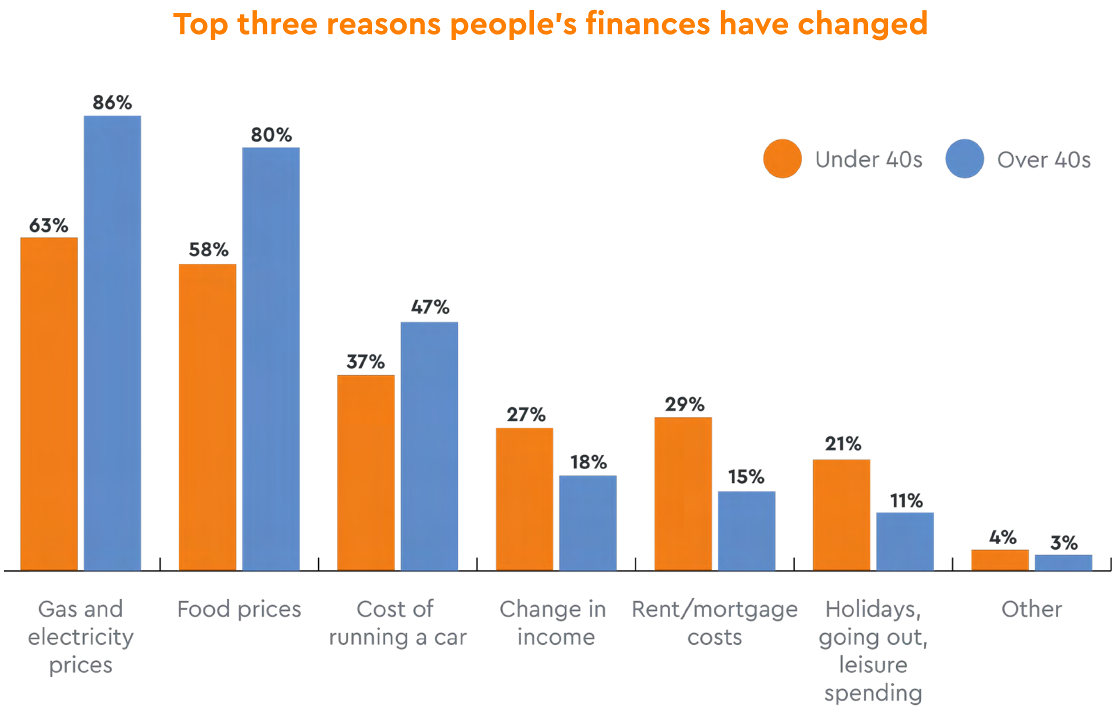


Figure 22: Top reasons for change in situation (split by age)

So how does the cost of living crisis impact donations? Figure 23 shows the link between the financial position of the public and their ability to donate to charities, with 55% of people saying they now find it harder to donate to good causes than they did six months ago.

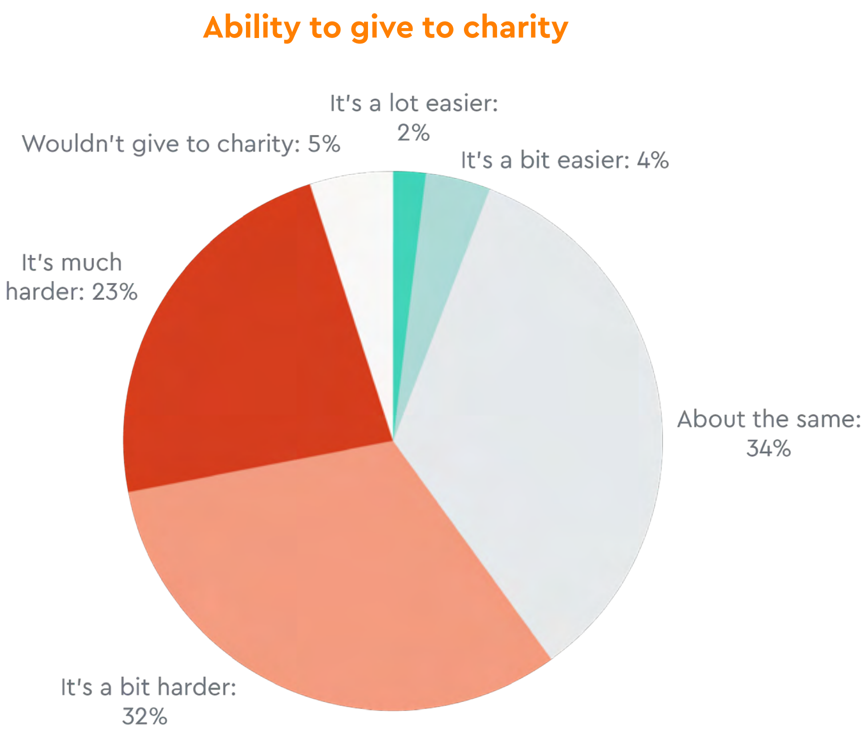


Figure 23: Does your financial position make it easier or harder to donate?

Counting the cost of giving

There is a strong correlation between the 55% finding it harder to donate and the 58% of people who find themselves in a worse financial position. While 34% say their ability to give is about the same, just 6% state that it's easier to donate than six months ago. For over 40s only a handful (3%) say it's easier to give, compared to 10% of under 40s. This is an important consideration for charities – providing flexibility for the amount people can donate will help to give people a range of options to support the organisation.

Despite the gloomy financial picture for the majority of the public, the likelihood to give is continuing to hold up, with 73% planning to donate in the next three months (Figure 24). This is a drop of just two percentage points from the last quarter and is still one of the highest figures seen since this research project started. The drop has come from those 'somewhat likely to give', as can be seen in Figure 25. Under 40s (80%) are also more likely to state they will give in the future than over 40s (72%).

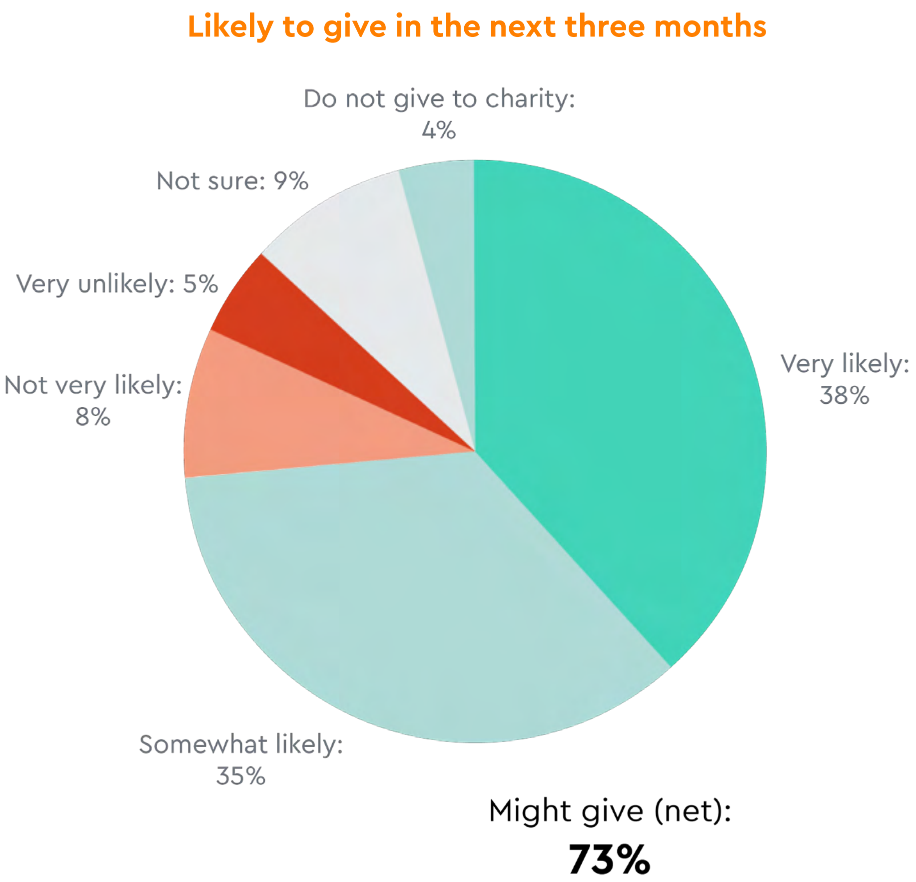


Figure 24: Likelihood to give in the next three months

Counting the cost of giving

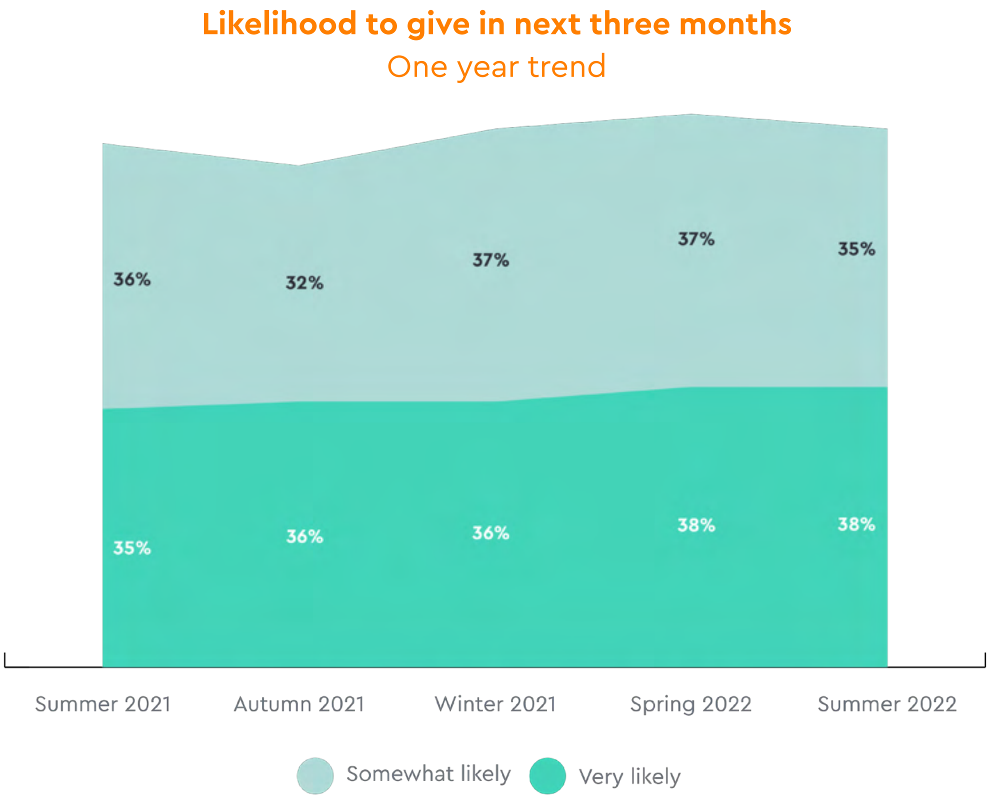


Figure 25: Likelihood to give in the next three months (split by commitment)

It is good news that the intention to give is holding up so well. However, for those who are feeling worse off the picture is not so positive. Many who are feeling worse off are likely to be more judicious about how much they give and to whom. Just under one in five (17%) have stopped making donations, a further 61% are being more selective or giving smaller and fewer donations to charity – meaning a total of 78% of those who are struggling have reigned in their giving.

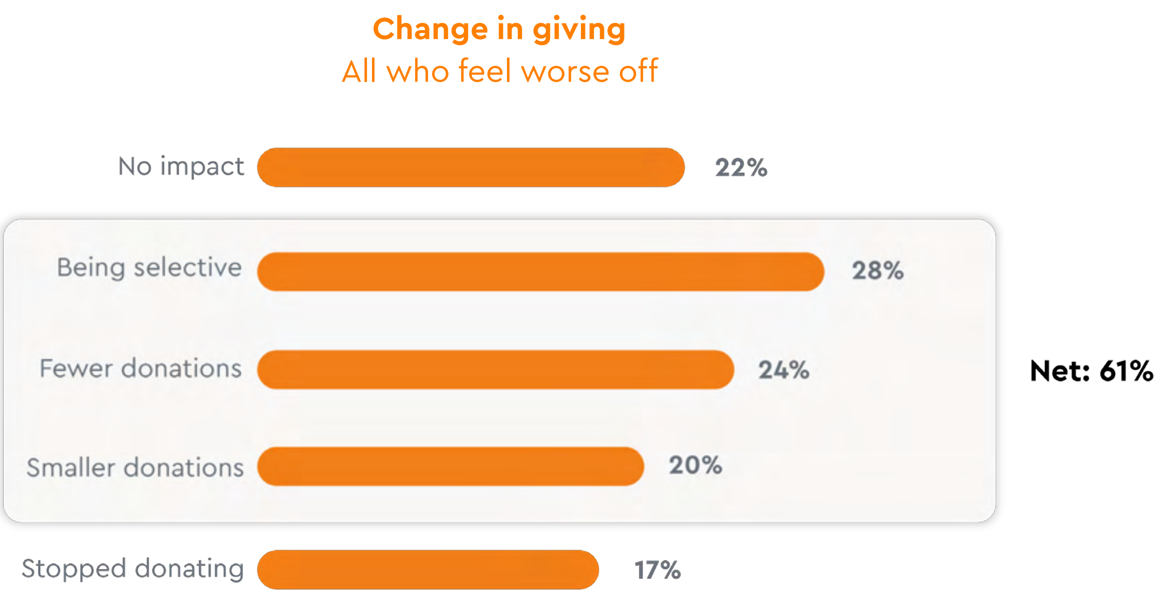


Figure 26: Changing in giving (those who feel worse off)

Counting the cost of giving

The pressure on people's disposable income is continuing to grow and this is going to carry on having an impact on the amount they are able to donate, more than their desire to donate. This points to charities focusing on what they can control to help keep donation levels high, including showing people where the funds go, and driving traffic to their own websites for donations where, on average, giving is higher.

Active donors continue to make up the bulk of those who are likely to donate with 88% of recent donors planning to give again. For those who have not donated in the last quarter, 30% intend to donate in the next three months. In general this figure had been steadily increasing over the past few editions of this report – but this is a drop of 5% on the last quarter. It is another data point that indicates the cost of living is starting to bite on donors.

Close to three out of five people are feeling worse off than they were six months ago. The impact of rising prices for energy and food in particular are being felt by all age groups, though even more so by over 40s. This has translated into 55% of people stating that they find it harder to donate than at the start of the year. The public's intentions to give look promising with just under three quarters planning to donate in the next three months. However, some data does provide concerns – the 'somewhat likely' to give is at its lowest level since last Autumn, and those who haven't given in the last three months are less likely to do so in the future than they were. There is also a likelihood that the average donation levels may drop even if donation numbers stay high.

Charities need to be mindful of working on their relationships with active supporters to keep them engaged with the cause, and to provide flexibility for these key donors to allow them to get involved at different levels of financial support. It is also worth charities considering how they can focus more time around major donors, high net worth individuals and corporates who are being less hard hit. Highlighting how a charity's work is helping those struggling with the cost of living can also help to show the importance of the organisation's work. Finally, focused campaigns to those who can afford to donate all or part of their government help on energy bills and rebates are also worth exploring.

Getting fundraising fit for events

Getting fundraising fit for events

With life largely back to normal for most people, fundraising events are now firmly back on the agenda for both charities and supporters. While the pandemic has faded into the background as a concern, the after effects of Covid may still be having an impact on fundraising events, with some evidence that people are less fit and therefore less willing to enter shorter distance running events, and some have taken up different hobbies during lockdown periods. Perhaps above all though, there is just the desire to spend time catching up with friends and family, which is leaving people with less time to dedicate to fundraising events. This time pressure allied with the rising cost of living presents challenges for charities.

In terms of the types of fundraising events that people want to take part in – the clear leader is walking based activities. Figure 27 shows that half of the population would consider getting involved in a fundraising event based around walking. Running came in second place with 19% of the public interested in this type of event, followed by cycling at 16% and swimming at 14%. Only around a third (36%) of people would not consider taking part in any form of physical fundraising event. It's a positive sign for charities that 64% of the population showed interest in getting involved in physical fundraising activities.

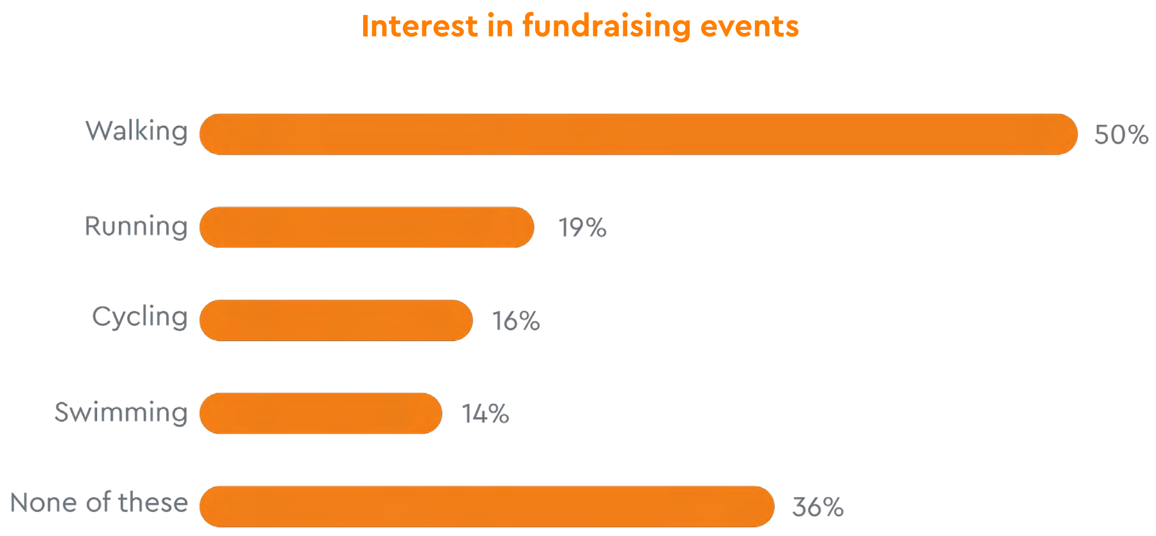


Figure 27: Interest in getting involved in types of fundraising event

Getting fundraising fit for events

Walking was favoured by all age groups over other physical activities, as can be seen in Figure 28. Consideration of each type of event drops for the most part with age, with Gen Z the most interested and steadily dropping from there. Consideration of getting involved in any of the types of event is at 83% for under 40s and 52% for over 40s. Amongst the under 40s there is a significant minority open to getting involved in both running and cycling – for Gen Z this is 37% and 20% respectively, and for Millennials 32% and 24%. Swimming is also most popular amongst these age groups with 22% of 18–24 year olds, and 19% of 25–39 year olds interested in participating.

Looking at gender, the four categories are split between men and women. Walking is favoured by females with 55% expressing an interest, and 45% of males. Men are keener on running with 23% interested, and 16% of women. 15% of females would consider swimming events, and 12% of males would. Finally for cycling 11% of women were interested and 22% of men.

Interest in fundraising events by age

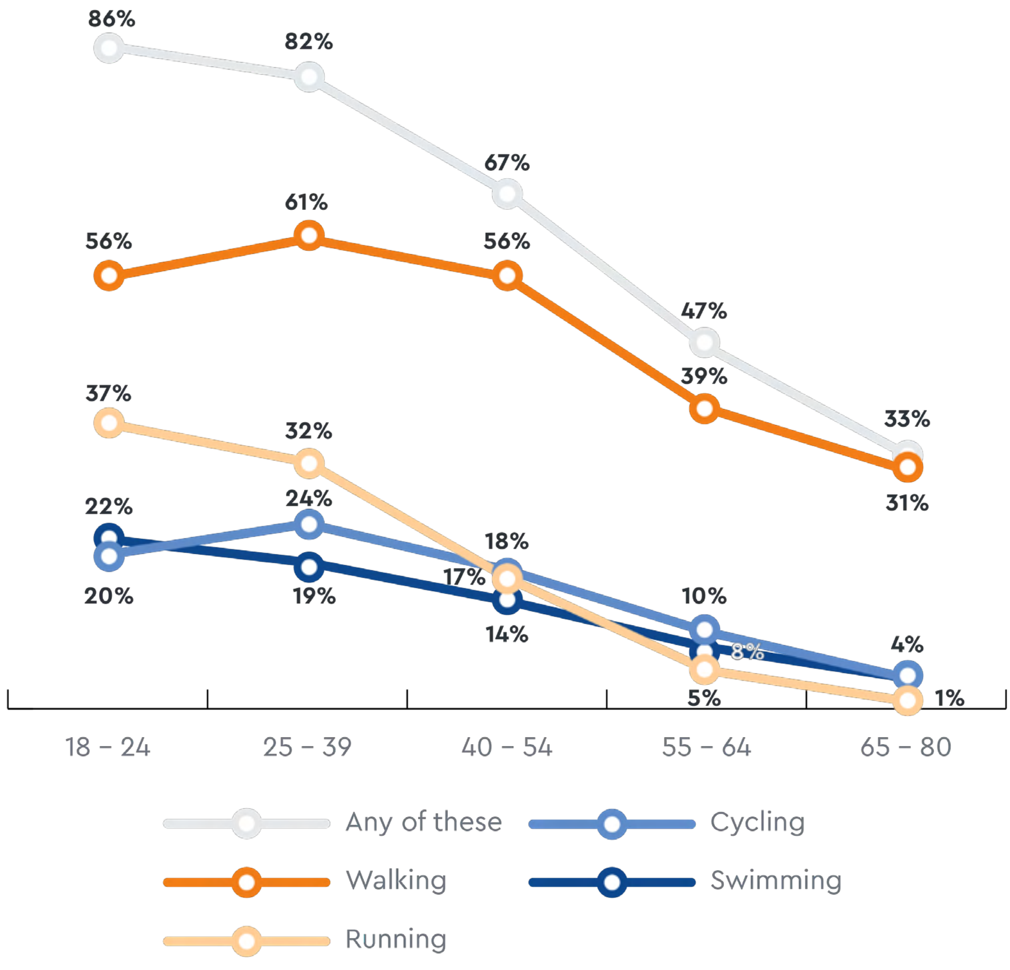


Figure 28: Interest in getting involved in types of fundraising event (split by age)

Getting fundraising fit for events

The interest in events looks positive on the whole for charities, but there are obstacles that are stopping people from getting involved, as can be seen in Figure 29. The biggest obstacle is a lack of fitness – this may be a general issue for some of the activities but it does also hint at issues related to lockdowns with some people generally being less active and having lost fitness during the period of the pandemic. And for others, having got much healthier during lockdown, they are now focused on other activities and have lost that fitness currently. Linked to this is a potential Covid related issue with 18% having concerns about making commitments.

However, perhaps more importantly is that a third (33%) state they do not like asking for sponsorship in the current financial environment. This is a remarkably stable figure across age groups with 32% of under 40s and 34% of over 40s saying they are reluctant to do this. This is a far more significant concern for people than the price of participating in the event, with only 14% citing this issue. Other issues included not having time to take part or train (22%) and not wanting to ask people to sponsor them for something they do anyway (14%).

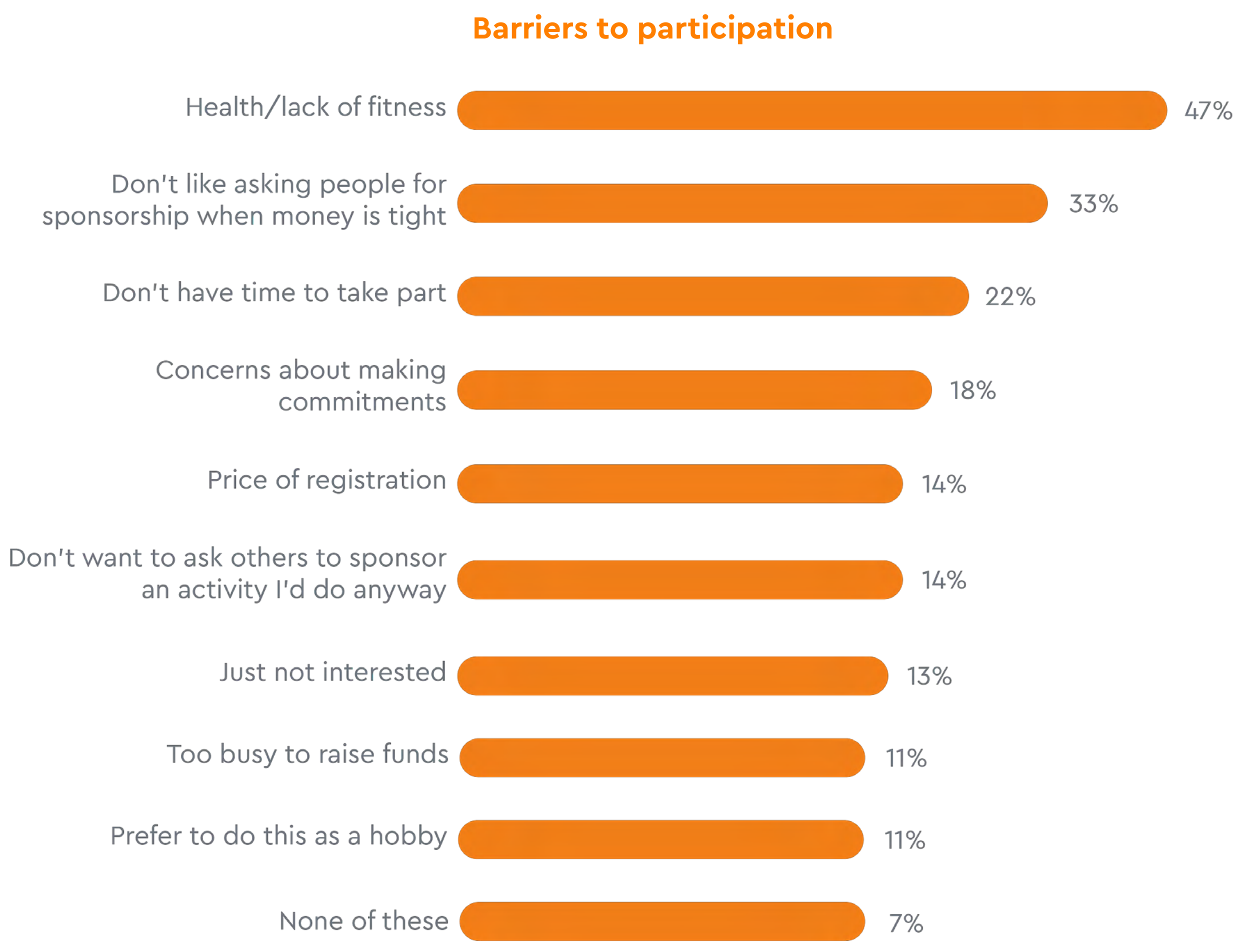


Figure 29: Interest in getting involved in types of fundraising event (split by age)

Getting fundraising fit for events

The worry about fundraising may be why there seems to be a gap between consideration and commitment to events, as can be seen in Figure 30. Over the last three years 25% of the population has taken part in a walk or run based fundraising event, but so far only 18% are committed to participation in 2022. This commitment gap is also pronounced in 5Ks with 13% having done so previously but only 7% signed up for this year so far. The gap is smaller for longer events such as 10Ks and particularly marathons, and it is worth bearing in mind with two London Marathons in six months, this is giving runners a degree of flexibility in when they choose to take part. In total, 39% of potential participants have considered an event but not signed up yet – a considerable gap for charities to bridge. 2022 may also turn out to be an anomaly, with people less committed as they focus on friends, families and holidays this year following a two year hiatus, and 2023 may see a return to a much more normal pattern of signing up for events.

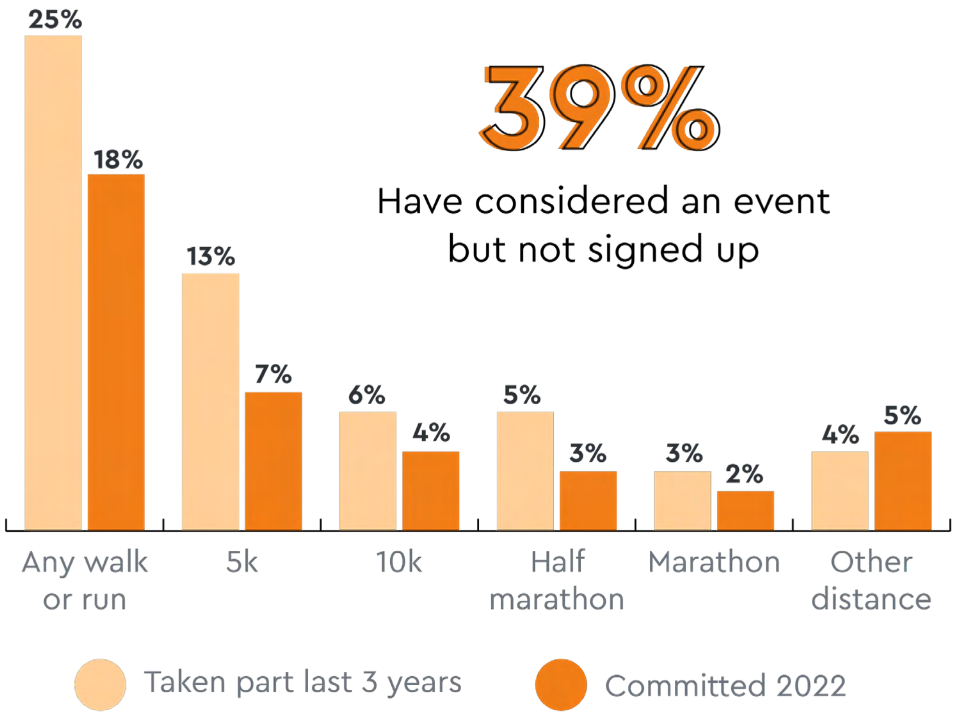
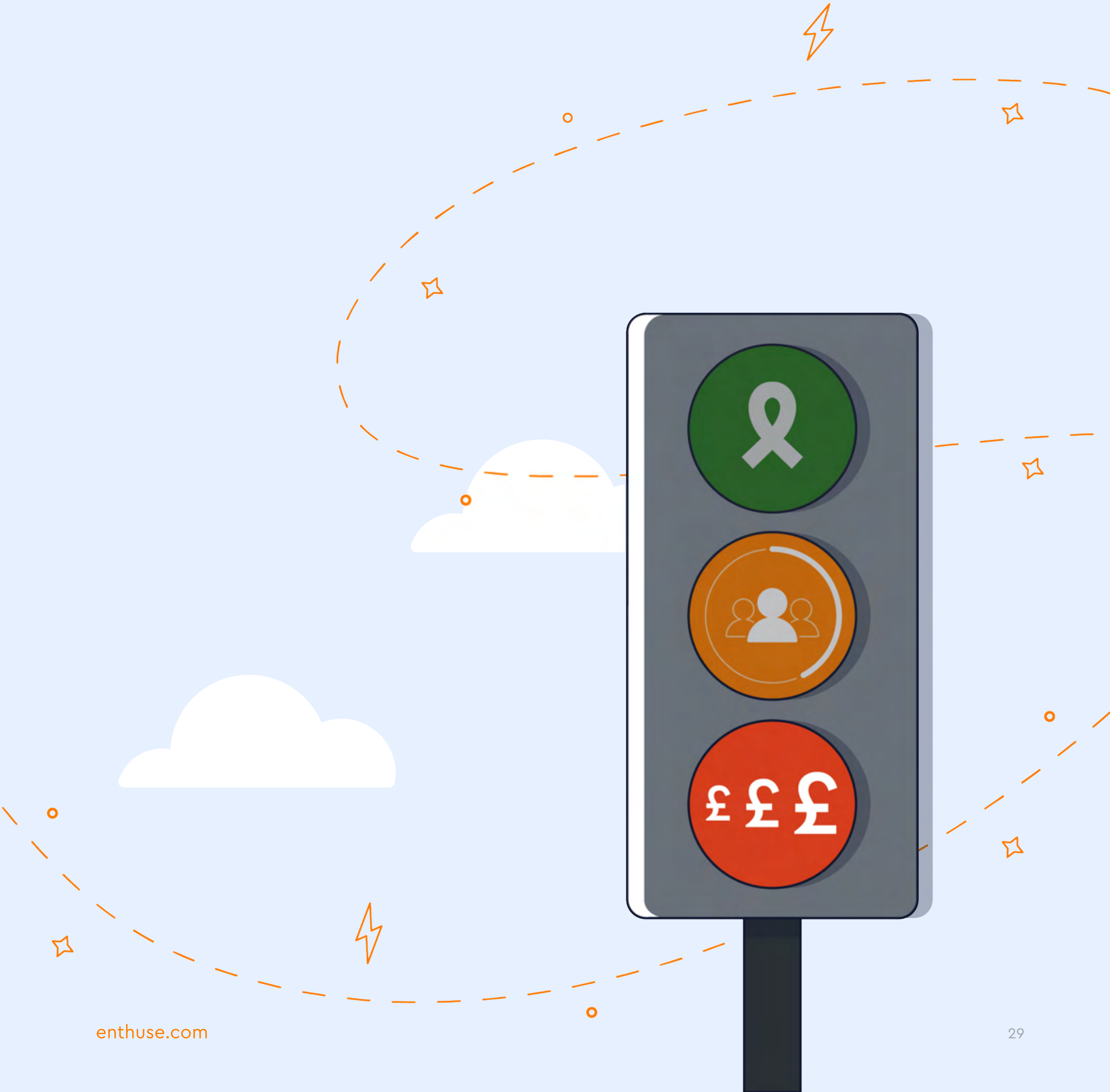


Figure 30: Participation over the last three years vs commitment for 2022

The difference between interest and sign ups for shorter distances may point to the lack of fitness cited by the public, down to the pandemic period. Charities doing shorter fundraising events should look to provide help for potential participants in the form of training guides for building up to 5Ks. This could be in the form of a download or potentially using an ambassador or celebrity to provide some short video guides. Putting this higher value content behind registration for the event could help to drive sign ups and then very short extracts could be used for social media so the ambassador could help drive awareness of the charity's participation in the event as well.

Tackling the cost of giving



Tackling the cost of giving

The last three months have seen indications that the cost of living is starting to affect donors. Although overall giving has held up well, nearly three out of five people are feeling worse off than they were at the start of the year, and 55% are saying it's harder to donate. When looking at people who are worse off, while only a few have stopped donating, 61% of them are already being more selective with their donations, giving less per donation or making fewer donations. The first full summer of proper events holds some promise though with plenty of interest, but the difficulty is securing commitment from supporters, with the dual challenge of fitness and fundraising during tough economic times. These are challenging times and will remain so for the medium term, but there are opportunities for charities as well against the cost of giving context.

These are the five key takeaways from this edition of the research:

1. **Cost of giving:** 58% feel they are worse off than six months ago, and 55% say their financial position makes it harder to donate. Charities should look to drive donations through their own site where average giving is higher.

2. **Donation horizon:** The public's intention to donate remains high with 73% stating they will – the difficulty is around lower average donations. Charities need to be mindful of the financial challenges and present multiple donation options for supporters.

3. **Generation Generous:** 80% of under 40s gave in the last three months and the same number intend to give in the next quarter. Under 40s, particularly Gen Z, are also doing the best relatively in terms of the cost of living. Younger supporters should be a key part of fundraising strategies.

4. **The fitness gap:** One of the after effects of the pandemic is fitness issues with 47% saying this is an obstacle to them taking part in physical fundraising events. Charities should introduce support, and training tips to help fundraisers get match fit for shorter distances and walks.

5. **Fear of fundraising:** Only 14% consider the price of event registration an obstacle whereas 33% are worried about asking friends and family for sponsorship in the current economic climate. Charities should maintain their registration fees, and focus on content packages to help supporters on the best approaches to fundraising in difficult financial times.

This is the eighth edition of the quarterly Donor Pulse research project from the Enthuse Intelligence team, looking at how the public's opinions on supporting charities and donating are changing over time.

About Enthuse

Enthuse is a fundraising, donations and events registration technology provider that has helped thousands of charities raise millions. Enthuse's solutions are customised under a cause's own brand and put the organisation in control of the data. This allows charities to build and nurture a loyal supporter base, raise more and ultimately have more impact. Enthuse was founded in 2012 and is headquartered in London, with operations in Scotland, Northern Ireland and the Republic of Ireland.

enthuse

t: +44 (0) 20 3872 2090

e: info@enthuse.com