



Fundraising Regulator

The public's experience and expectations of
charitable fundraising

Wave 2 results

09 July 2026



Insights
with impact

Summary of findings

Perceptions of charities

- Trust in all organisations measured has declined this wave - this includes both local and national charities. For regulators and watchdogs trust is heightened, especially among those in older age groups.
- The majority of the public trust some, but not all, charity fundraisers and this is driven by concerns about how funds are used and difficulty discerning which charities are genuine. Trust in charity fundraisers has remained in line with last wave.

Support behaviours and experience with fundraising methods

- Almost two-thirds report positive experiences supporting charities over the past 12 months, consistent with wave 1. As would be expected, experiences with fundraising correlate strongly with likelihood to support charities in general again in the future.
- Comfort levels with fundraising typically decline with age, with far lower comfort levels seen among those aged 65+ compared to those 16-24.
- Experiences across most fundraising methods are perceived positively, however, this does vary significantly dependent on the type and nature of the method. Given the majority had experienced at least some form of fundraising, this is an important public touchpoint for charities to get right in terms of retaining public support.

Awareness of the Fundraising Regulator

- Awareness of the Fundraising Regulator is broadly unchanged: just over half are at least aware. This is in line with organisations such as the ICO, but notably lower than others such as the FCA and Ofcom.
- Knowledge and awareness of the Fundraising Regulator is stronger among younger audiences, with older members of the public having lower awareness and also significantly less familiarity with the Fundraising Badge. Across the public more generally, almost 1 in 5 claim to have seen the Fundraising Badge in the past 12 months.
- This is of note given we also saw that displaying the Fundraising Badge has a positive effect on likelihood to donate and for around half, promotes a positive perception of the charity.

Contents

1	Objectives and methodology
2	Who we spoke to
3	Perceptions and experiences of charities
4	Experience of charitable fundraising
5	Awareness of the Fundraising Regulator
6	Glossary of fundraising methods



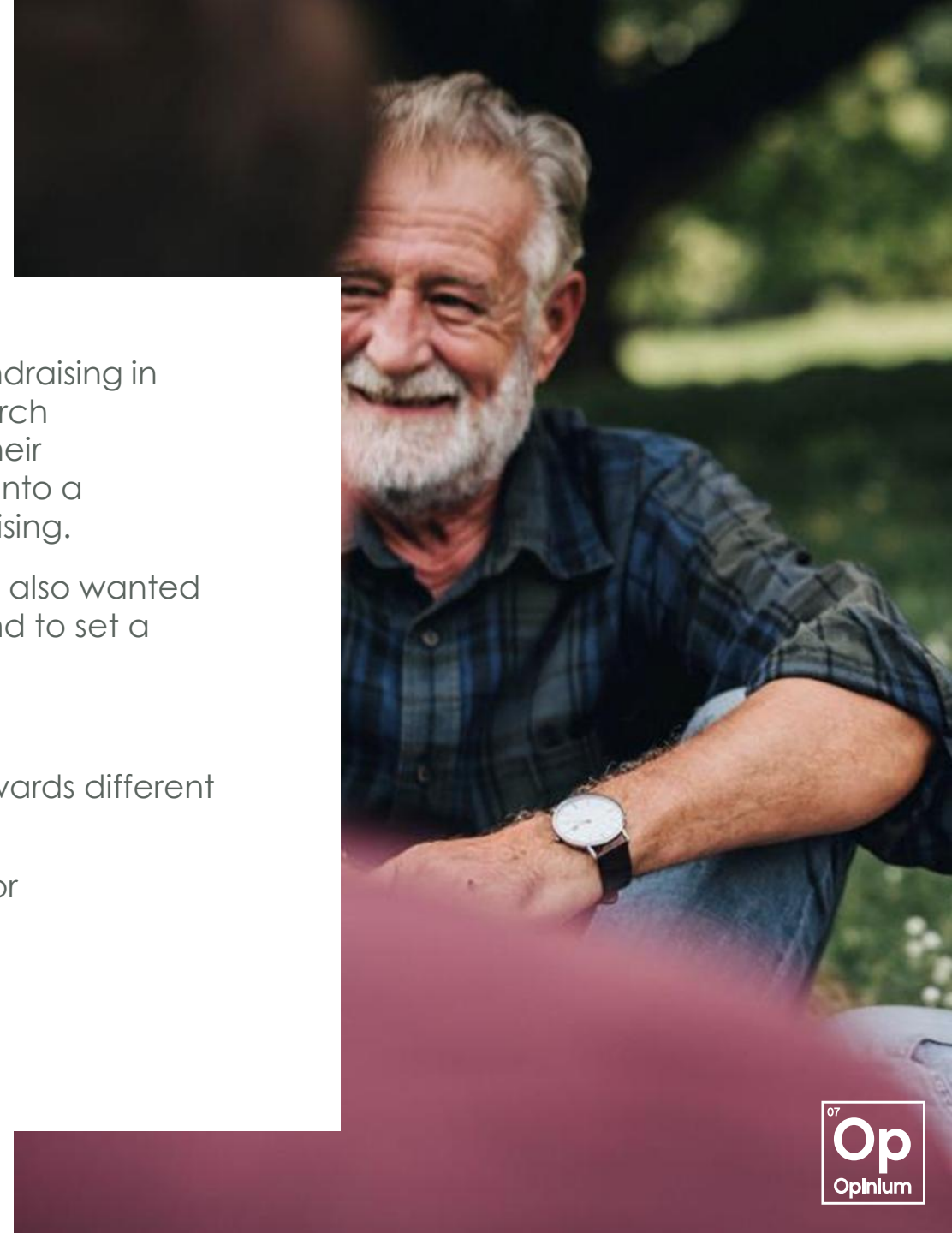
A reminder of the research aims

The Fundraising Regulator, the independent regulator of charitable fundraising in England, Wales and Northern Ireland, required an update to the research conducted by Opinium in 2023. The organisation wanted to update their understanding of the fundraising landscape, and to gain fresh insights into a representative view of the UK public (16+) related to charitable fundraising.

With the organisation approaching its 10-year anniversary in 2026, they also wanted a clear snapshot of the current state of the fundraising environment and to set a baseline for future waves of research.

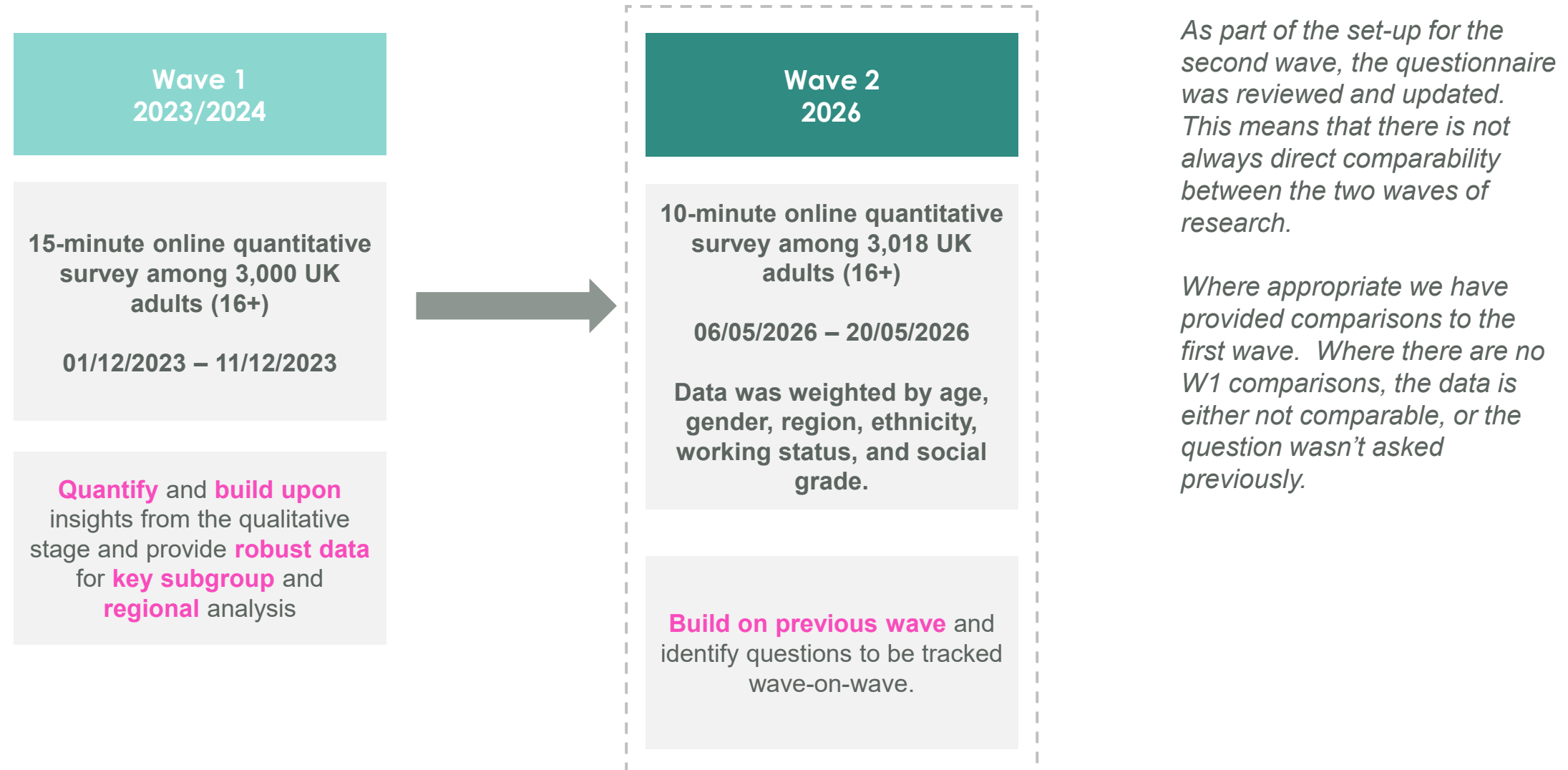
The key objectives of the research were as follows:

- Understand experiences of charitable fundraising and attitudes towards different fundraising methods
- Explore levels of awareness and impact of the Fundraising Regulator



Summary of our approach

This report details the findings from Wave 2



Quantitative survey content

10-minute survey covering the following topics:

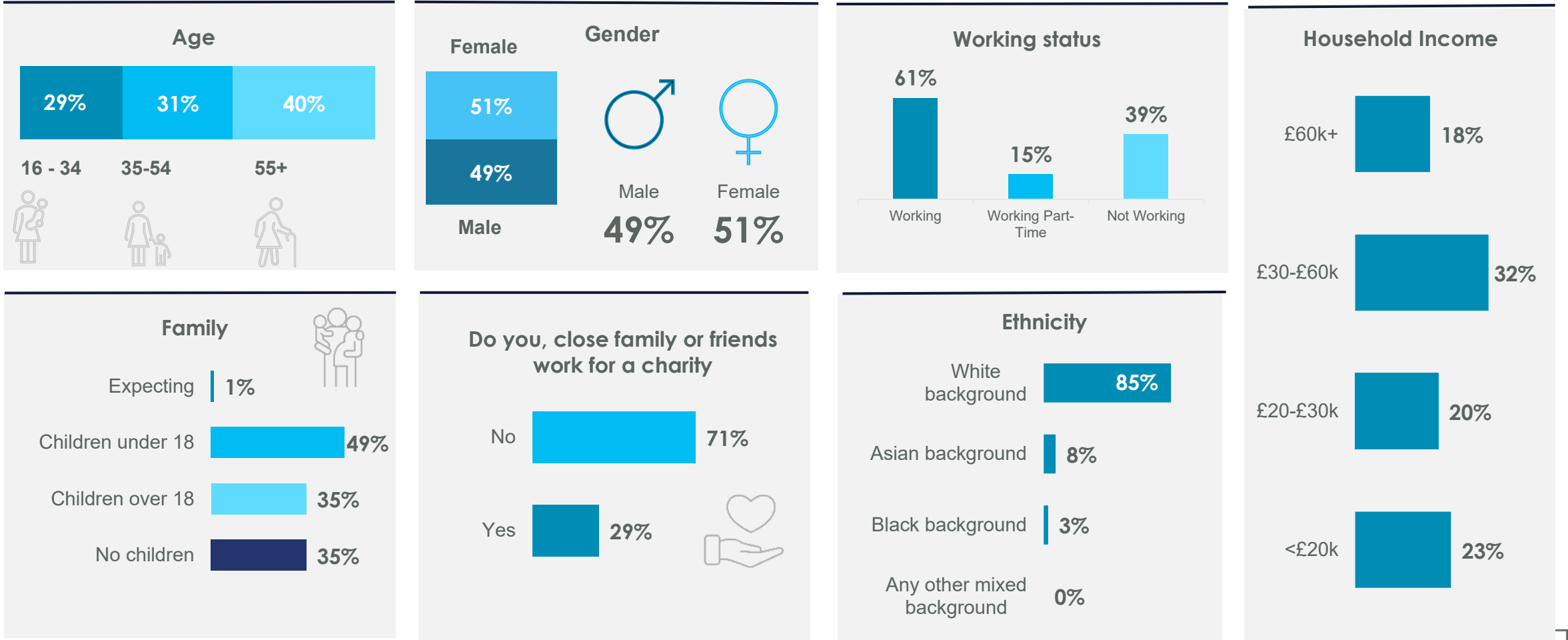
DEMOGRAPHICS	A range of demographics to ensure we spoke to a representative sample and to aid analysis
CHARITY SUPPORT & CONSIDERATION	Charities currently support, would consider supporting and typical habits when it comes to supporting charities
EXPERIENCE WITH CHARITABLE FUNDRAISING	Fundraising methods respondents are comfortable with and have experienced*
AWARENESS AND IMPACT OF FUNDRAISING REGULATOR	Levels of knowledge and understanding of the Fundraising Regulator
PROFILING	Further demographic questions to aid analysis and profiling

** within the methods asked about we also ask about Personal Cause Fundraising but highlighted to participants it is not charitable fundraising and is not a regulated activity .*



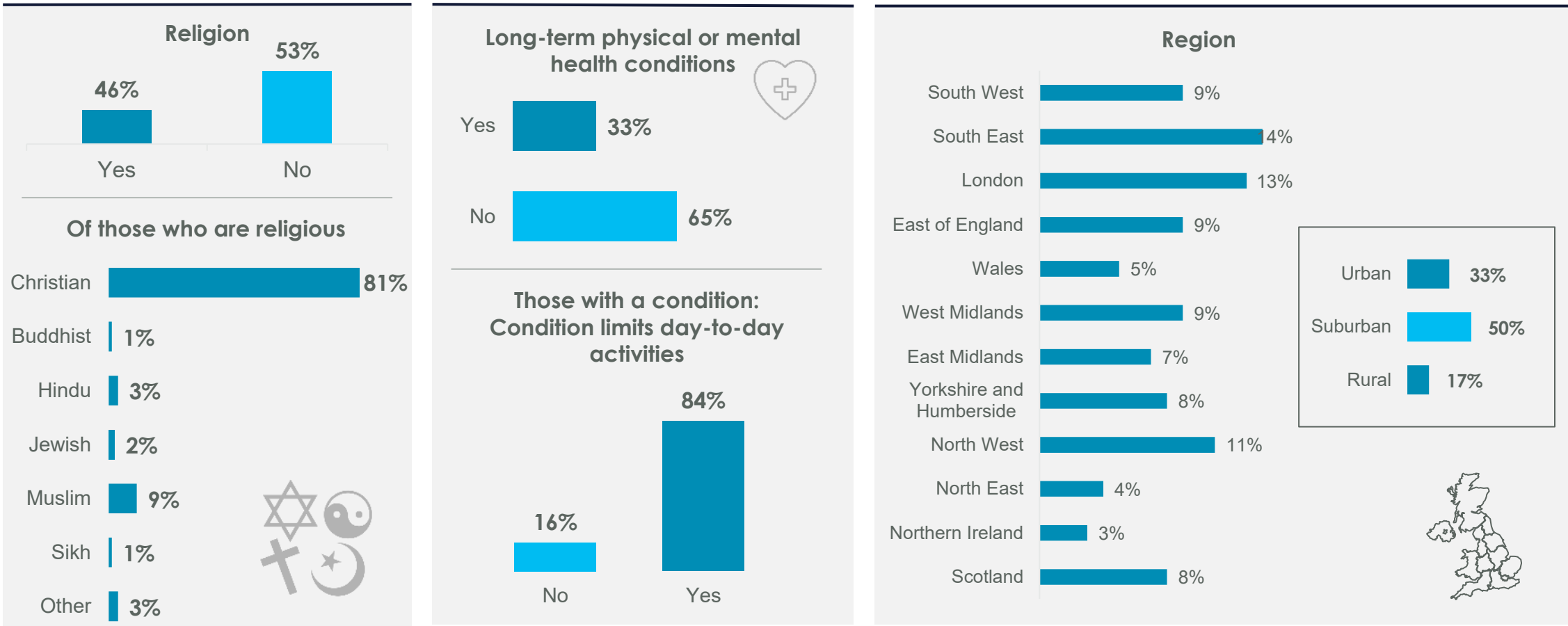
Who we spoke to

Who we spoke to

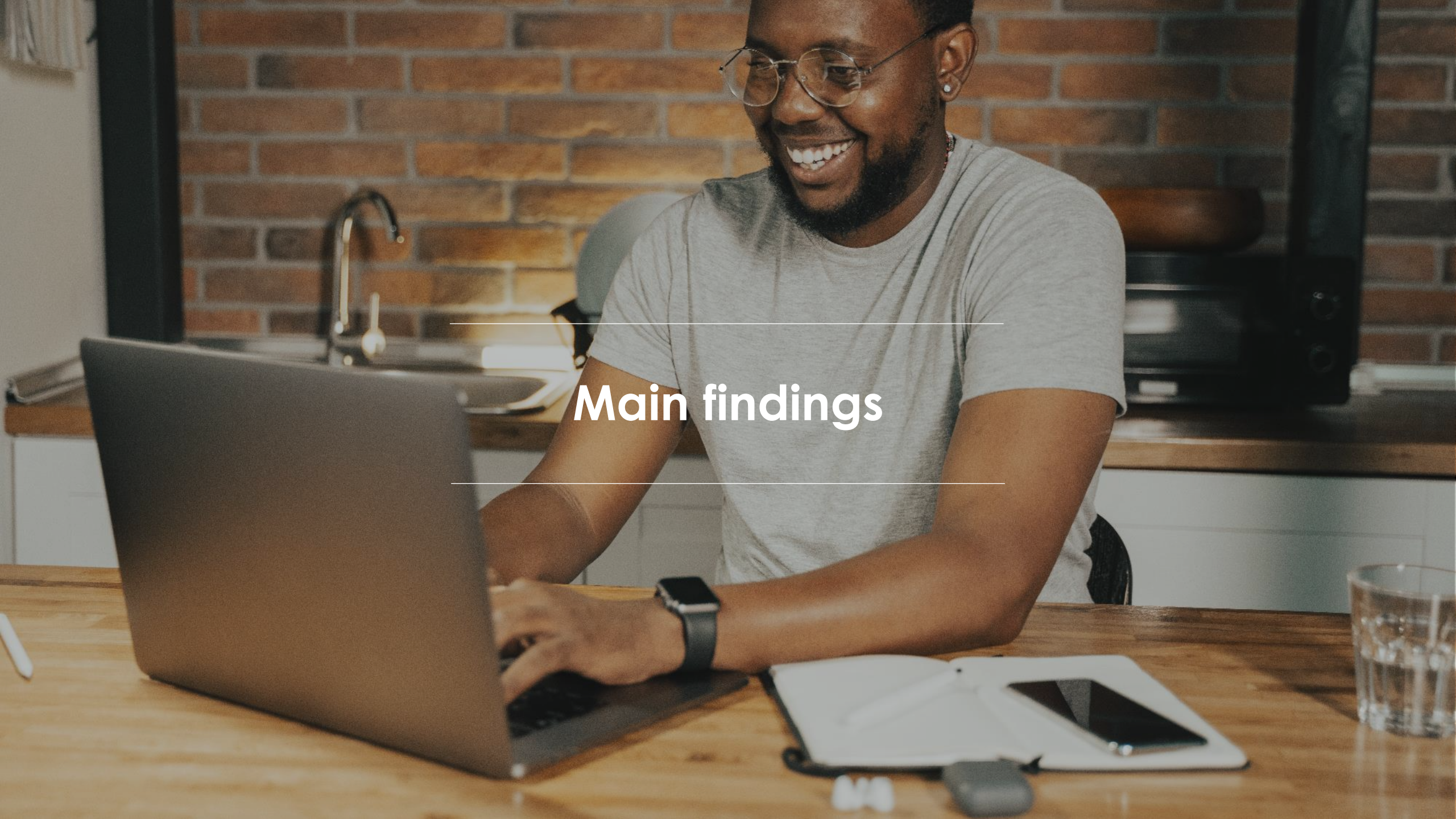


Base: all (3,018)

Who we spoke to (2)



Base: all (3,018)



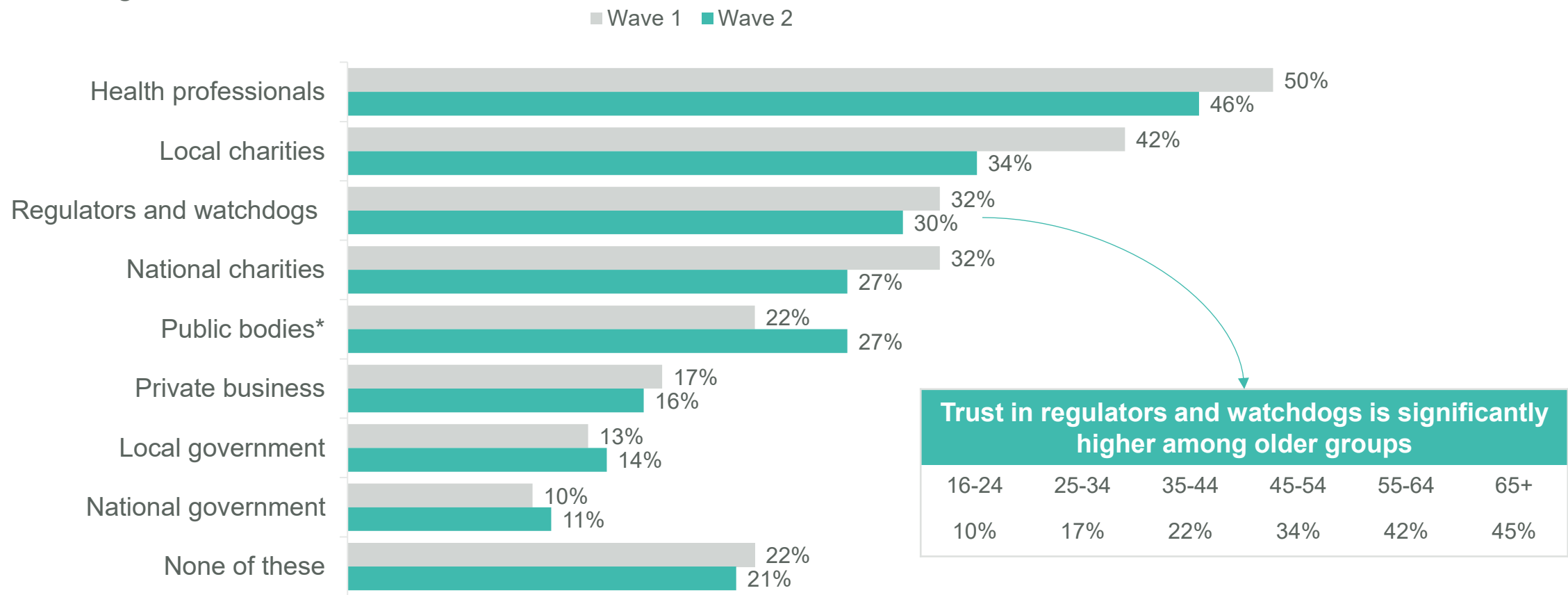
Main findings

Perceptions and experience of charities



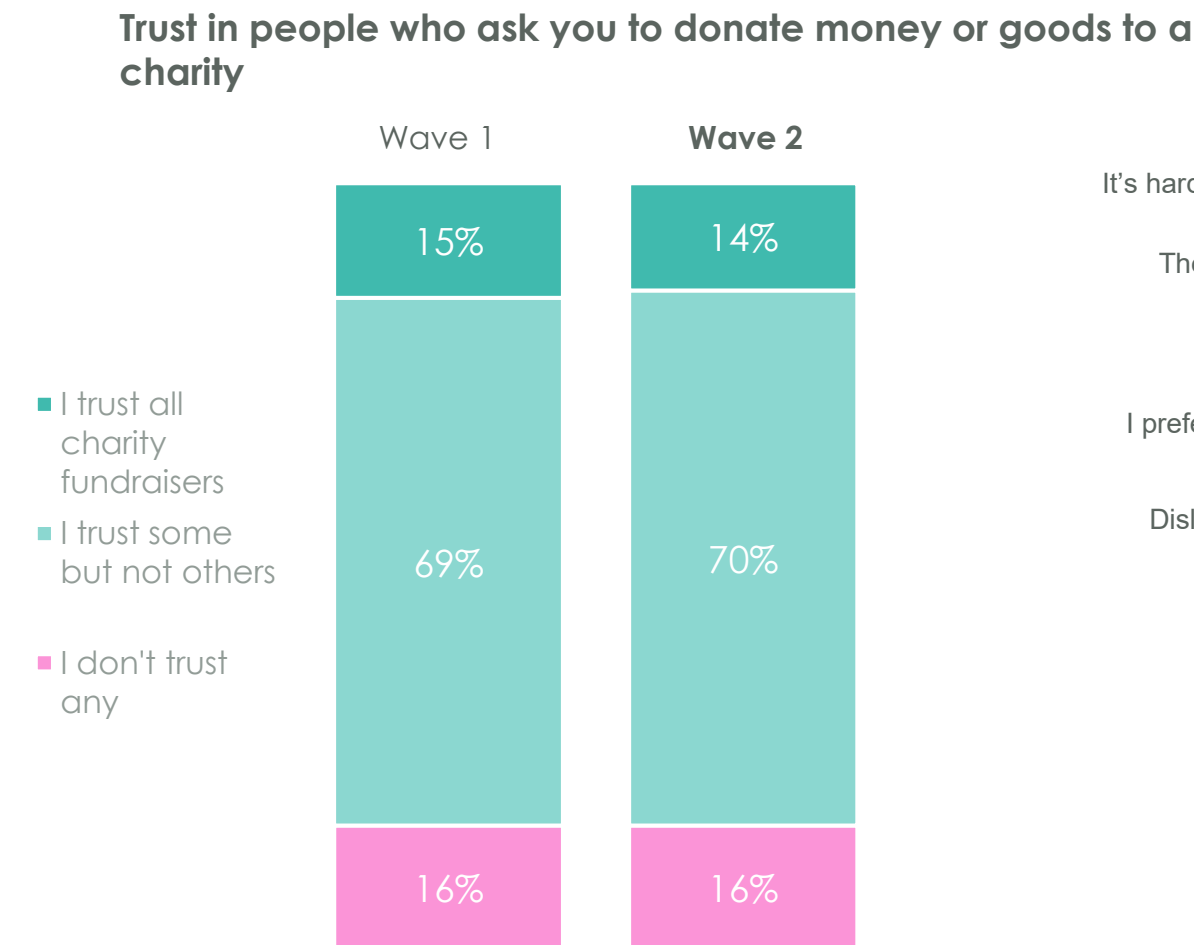
Trust in all organisations has decreased, with drops seen across both local and national charities, possibly due to well publicised scandals in the media

Trust in organisations

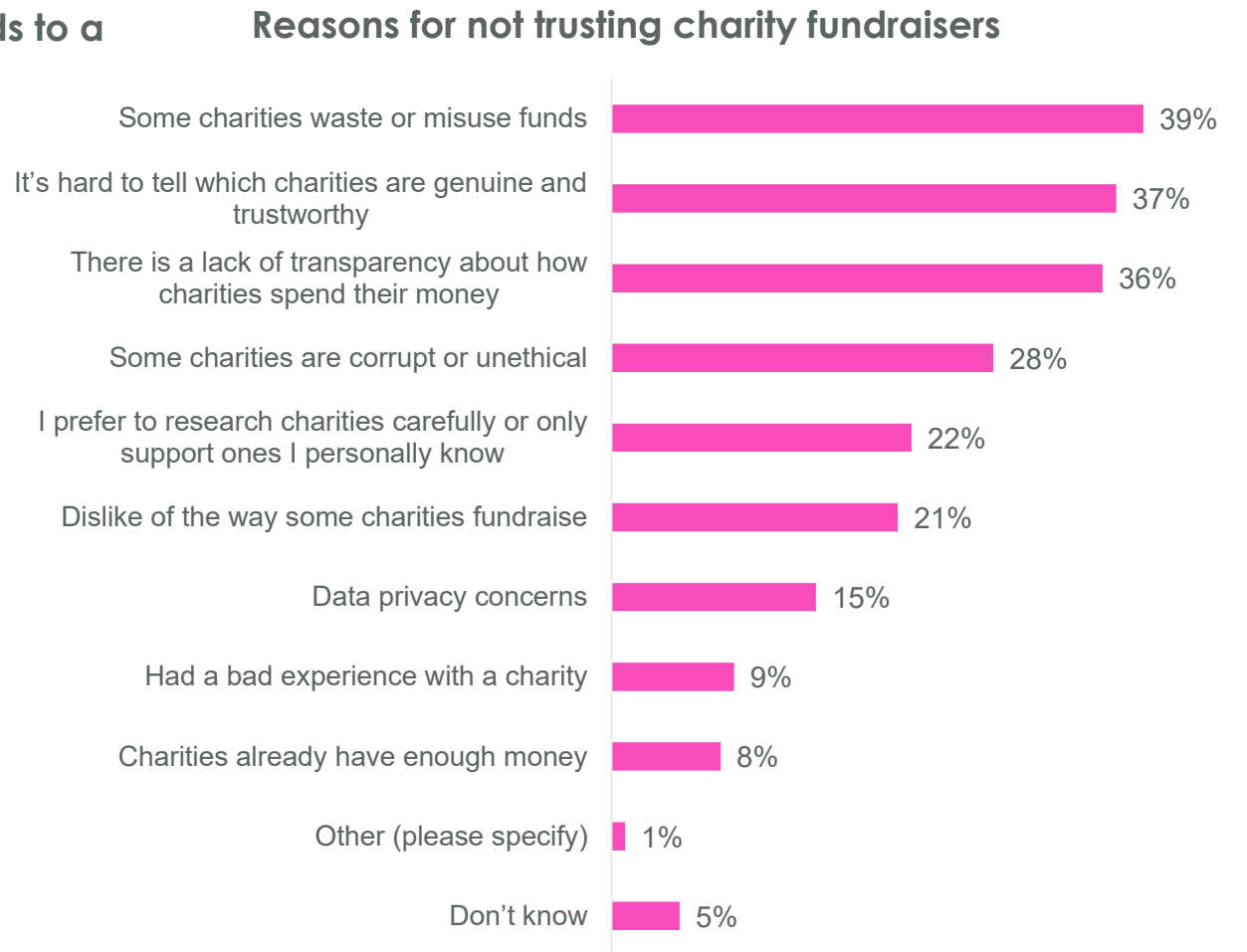


*the specific examples of public bodies included as part of the answer option, were changed in wave 2 which may have impacted level of trust scores from wave 1 to wave 2

Lack of trust in charity fundraising stems from concerns about how funds are used and difficulty discerning which charities are genuine



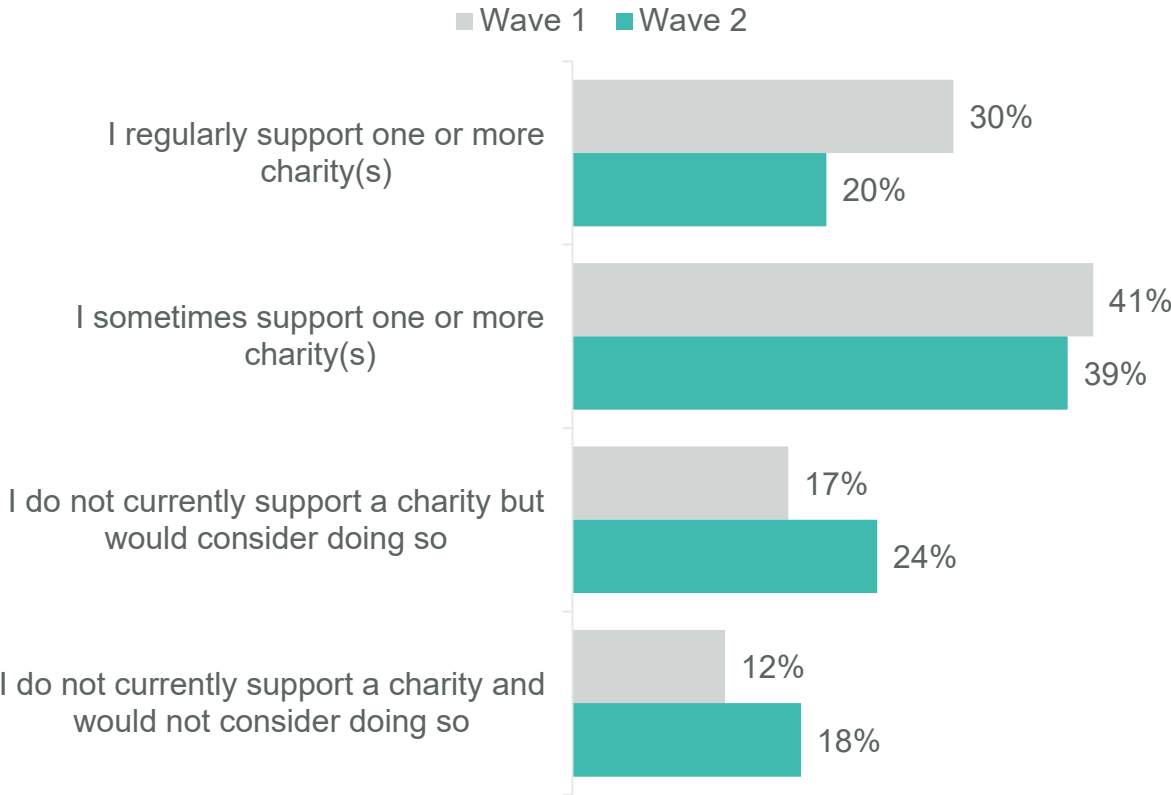
13 Q2. Thinking now about charity fundraisers (by fundraisers we mean someone who asks you to donate money or goods to a charity). Overall, how much would you say that you trust charity fundraisers? Base: All respondents (3,018)



Q3. For which, if any, of the following reasons do you not trust charity fundraisers? Base: All respondents who don't trust charity fundraisers (2,576)

Fewer people currently support charities, but consideration to support has increased

Habits when supporting charities



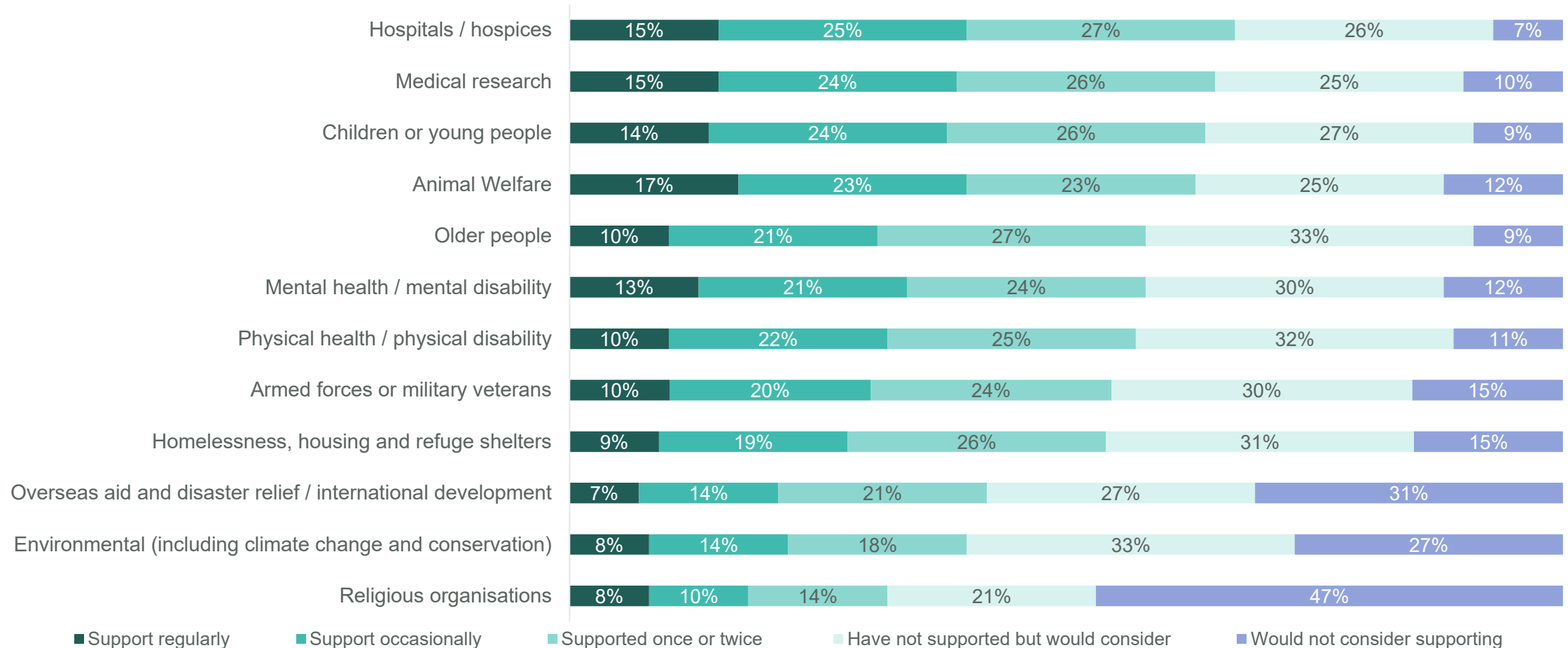
Current charity supporters are more likely to be female or older (67% of those who are 65+ compared to 48% of those aged 16-24).

They are also more likely to be religious and have had positive experiences with charity fundraisers.

Those who generally had positive experiences with charity fundraising are significantly more likely to be current supporters of charities

Hospitals and medical research are the most common causes to support. Almost half would not consider supporting religious organisations

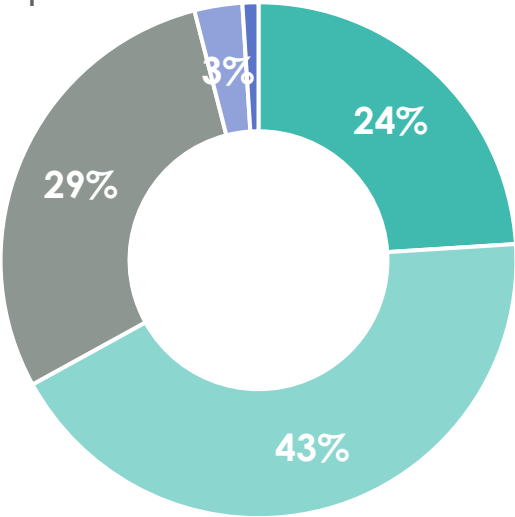
Support levels for different causes



Almost two thirds report positive experiences supporting charities over the past 12 months, consistent with wave 1

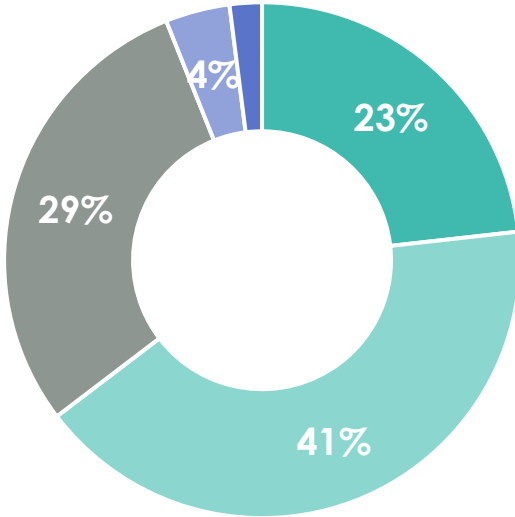
Experience of charities over the last 12 months

Wave 1



- Very positive
- Equally positive and negative
- Very negative
- Somewhat positive
- Somewhat negative

Wave 2



- Very positive
- Equally positive and negative
- Very negative
- Somewhat positive
- Somewhat negative

Routing for the questions has changed wave on wave, so the data is not directly comparable.

Wave 1: Q7. And thinking overall, how would you rate your experience(s) supporting charities over the last 12 months?

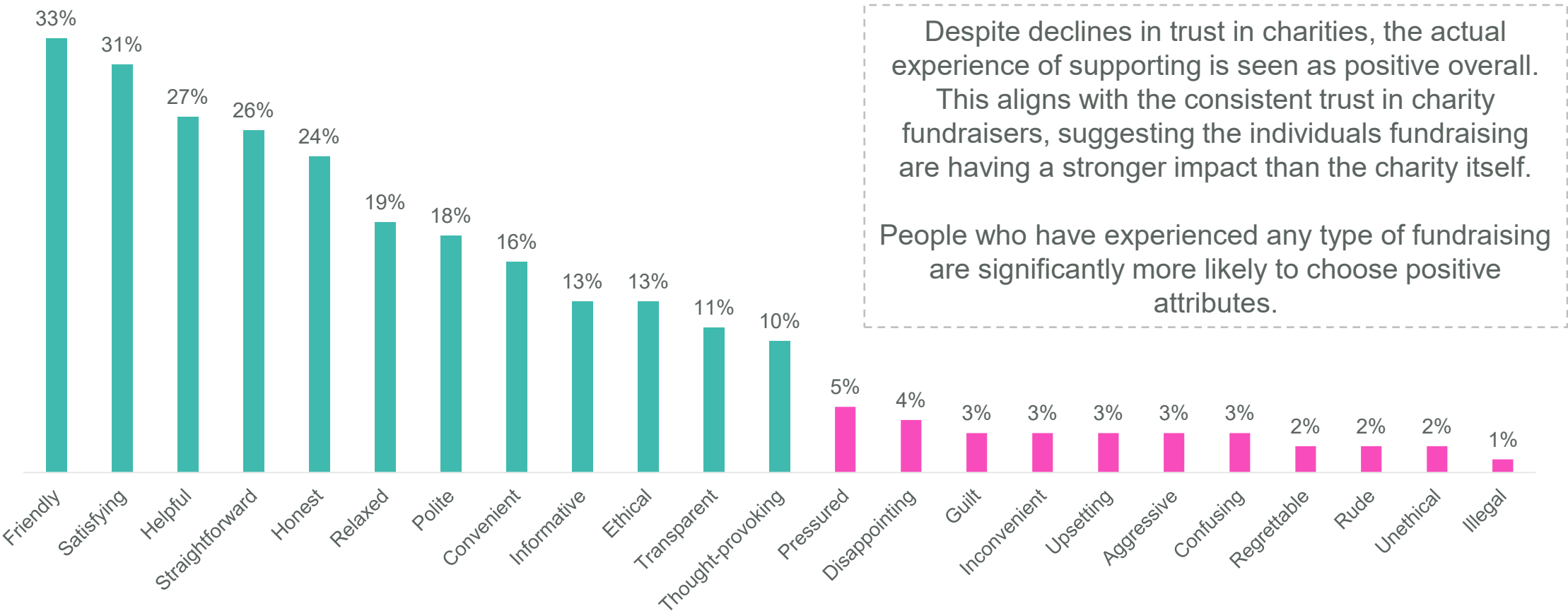
Wave 1: Base: All respondents who support a charity in the last 12 months (2,642)

Wave 2: Q7R. And thinking overall, how would you rate your experience(s) supporting charities over the last 12 months?

Wave 2: Base: All respondents (2,531)

Positive attributes are chosen most frequently to describe experiences of supporting charities

Attributes to describe people’s experience of supporting charities



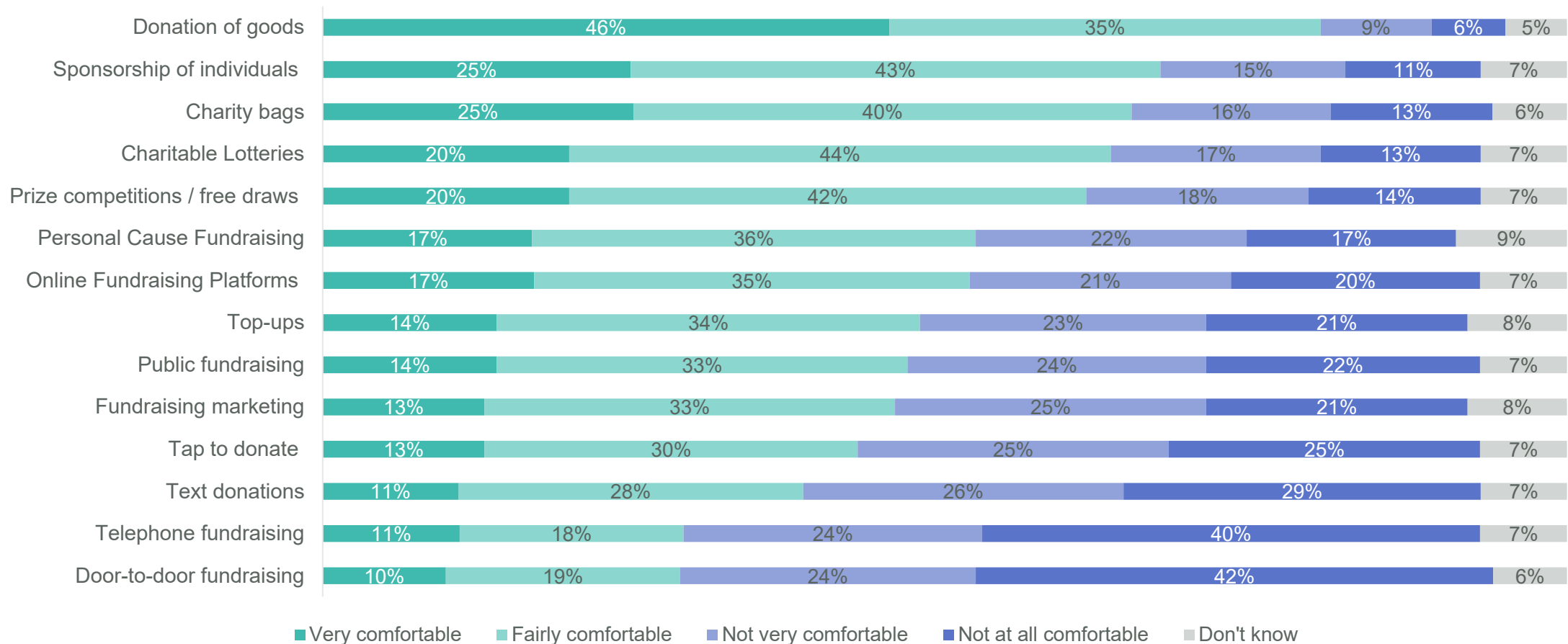
Experience of charitable fundraising

Within the methods asked about we also ask about Personal Cause Fundraising but highlighted to participants it is not charitable fundraising and is not a regulated activity .



People are most comfortable with donating goods to charity and least comfortable with door-to-door fundraising

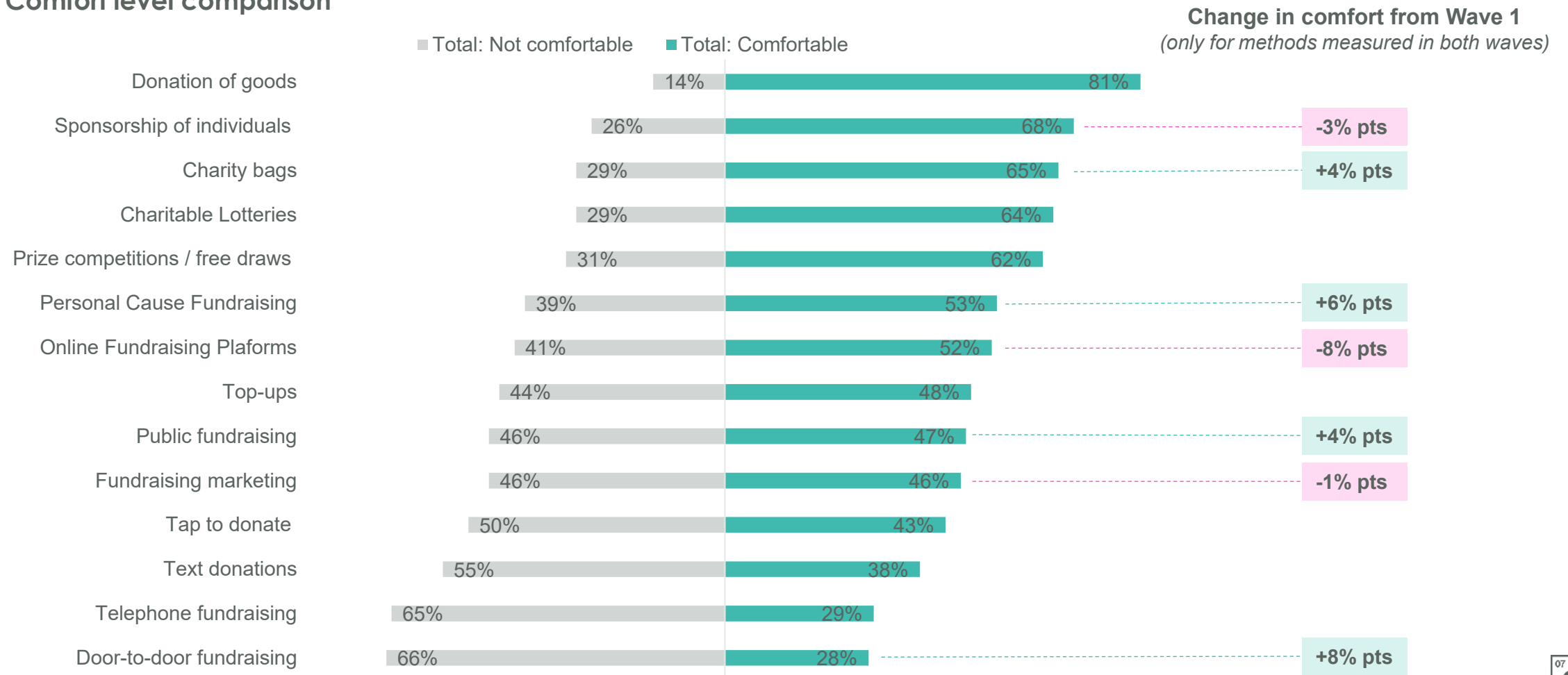
Comfort level



Q9. Please think about the following ways in which charities can raise funds and get support from the public. How comfortable are you with these methods of fundraising? Base: All respondents (3,018)

Comfort with online fundraising platforms has decreased compared to Wave 1, whereas comfort with door-to-door fundraising has increased

Comfort level comparison



Comfort levels with fundraising typically declines with age, with far lower comfort among those aged 65+ compared to those 16-24

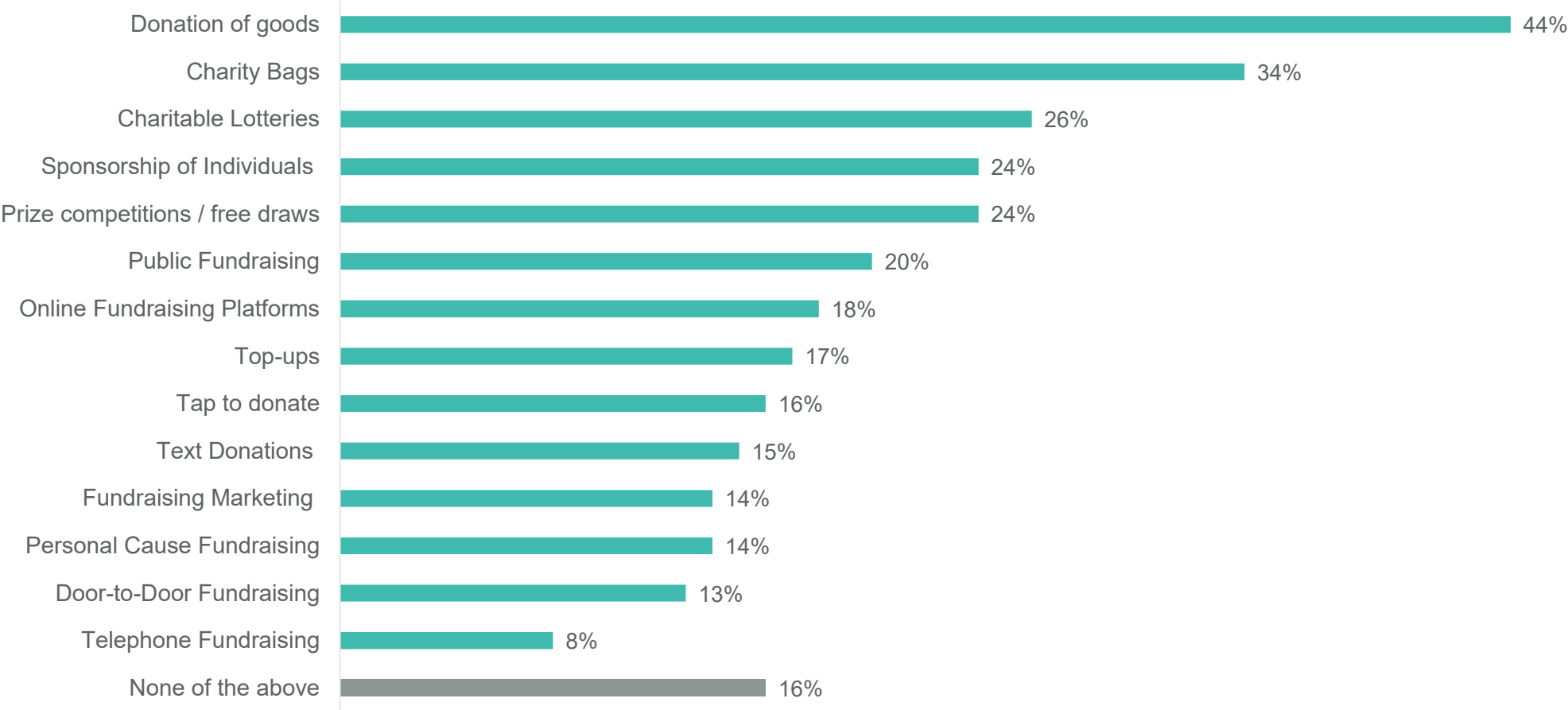
Total comfort level comparison between age groups

	Total	16-24	25-34	35-44	45-54	55-64	65+
Public Fundraising	47%	56%	63%	58%	43%	37%	33%
Door-to-door Fundraising	28%	46%	48%	37%	24%	15%	11%
Charity Bags	65%	68%	67%	69%	68%	63%	57%
Donation of Goods	81%	75%	75%	75%	79%	86%	89%
Online Fundraising Platforms	52%	61%	64%	64%	56%	44%	31%
Sponsorship of Individuals	68%	67%	65%	71%	68%	70%	67%
Text Donations	38%	49%	54%	47%	40%	31%	21%
Tap to Donate	43%	60%	61%	51%	44%	35%	22%
Top-ups	48%	60%	60%	58%	47%	38%	34%
Fundraising Marketing	46%	62%	60%	57%	44%	37%	26%
Telephone Fundraising	29%	47%	48%	39%	26%	16%	8%
Charitable Lotteries	64%	62%	67%	65%	66%	65%	59%
Prize Competitions / Free Draws	62%	67%	68%	66%	64%	60%	52%
Personal Cause Fundraising	53%	63%	63%	64%	54%	49%	33%

Highest per age group Lowest per age group

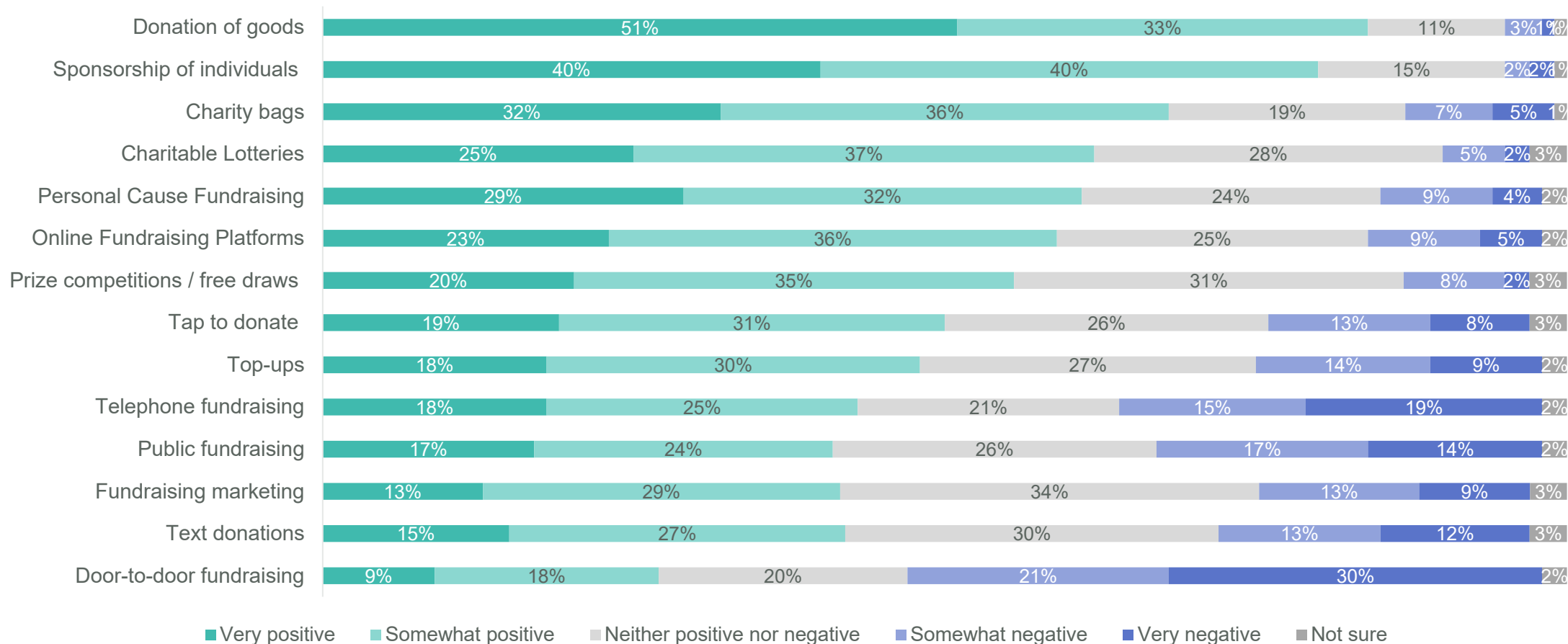
The majority experienced at least one fundraising method, highlighting that this is a key way in which charities interact with the public

Charitable fundraising seen or experienced



Experiences with fundraising differed greatly depending on the fundraising method

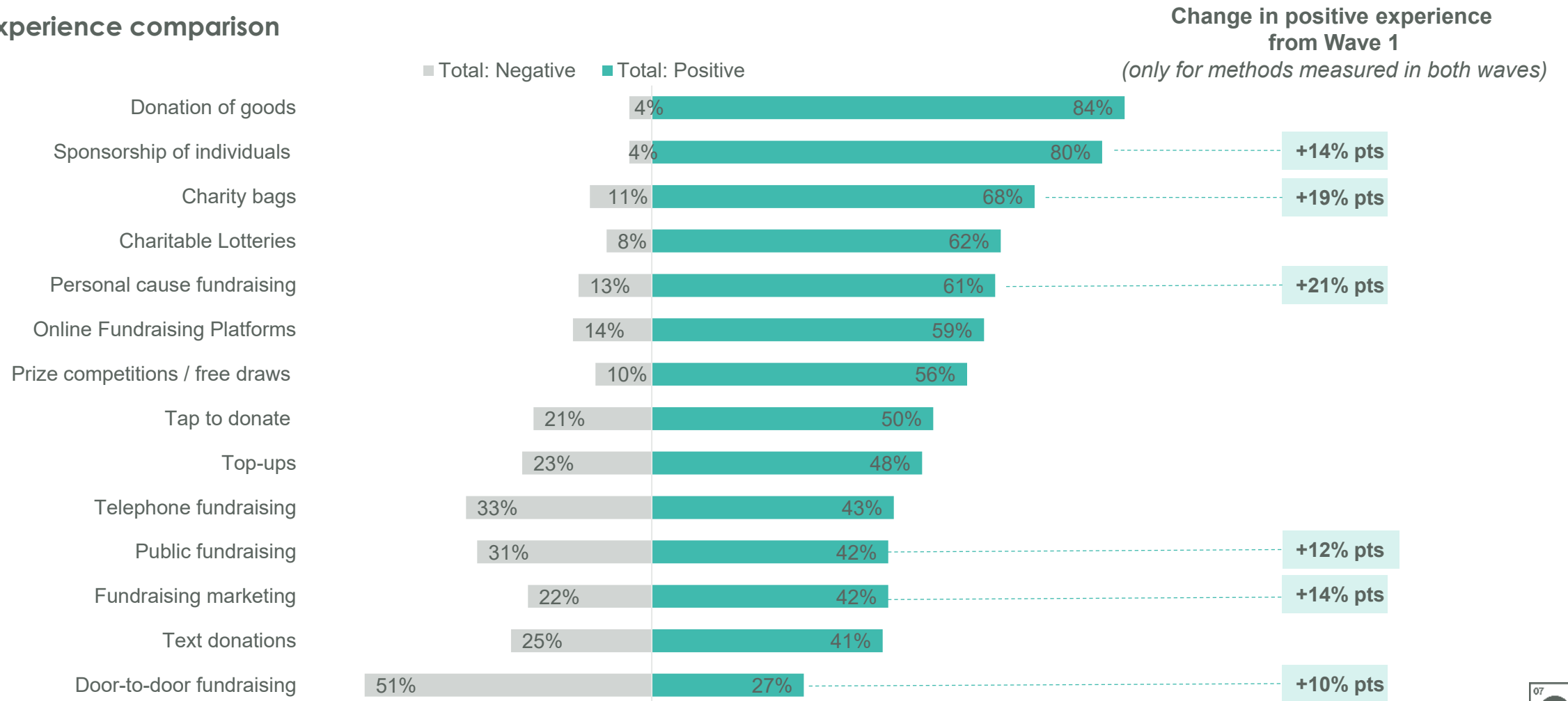
Experience



Q11. And overall, how would you rate the experience that you had? If you had multiple experiences of a particular method, please rate your overall experience.
Base: All respondents who experienced charity fundraising (various base sizes)

Experiences with different fundraising methods were rated more positively than in the previous wave of the research

Experience comparison



Feelings towards experiences differ across age groups, yet door-to-door fundraising has the lowest score across all groups

Total positive experience among those who experienced each type of fundraising

	Total	16-24	25-34	35-44	45-54	55-64	65+
Public Fundraising	42%	48%	56%	49%	43%	27%	34%
Door-to-door Fundraising	27%	39%	51%	27%	10%	15%	21%
Charity Bags	68%	76%	75%	71%	73%	63%	63%
Donation of Goods	84%	71%	72%	82%	88%	85%	89%
Online Fundraising Platforms	59%	56%	73%	68%	59%	56%	40%
Sponsorship of Individuals	80%	57%	78%	77%	76%	86%	87%
Text Donations	41%	46%	60%	43%	37%	39%	32%
Tap to Donate	50%	51%	67%	63%	49%	24%	42%
Top-ups	48%	53%	72%	54%	42%	33%	45%
Fundraising Marketing	42%	53%	64%	48%	33%	34%	26%
Telephone Fundraising	43%	56%*	65%	48%*	28%*	24%*	14%*
Charitable Lotteries	62%	62%	71%	66%	65%	58%	58%
Prize Competitions / Free Draws	56%	65%	69%	55%	53%	59%	45%
Personal Cause Fundraising	61%	58%	65%	70%	68%	62%	46%

*Base size too low for reporting

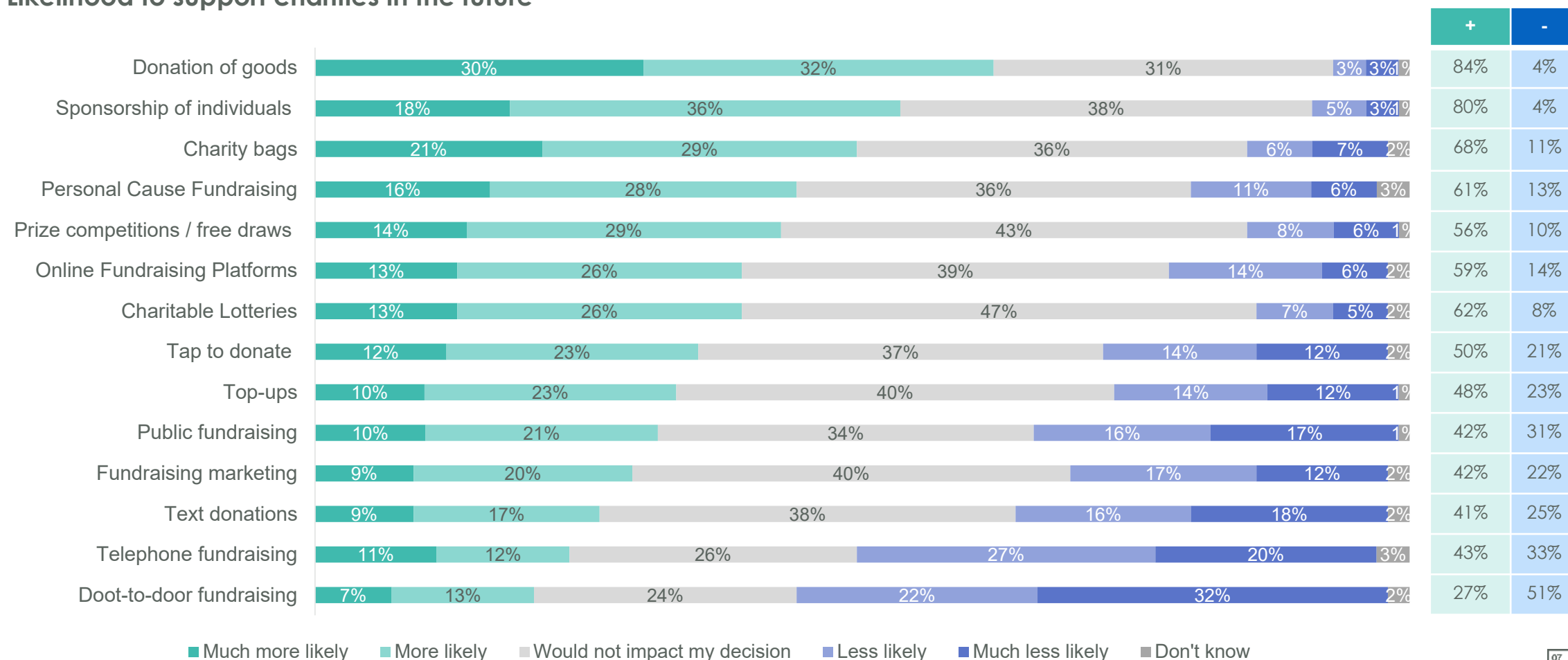
Highest per age group Lowest per age group

Q11. And overall, how would you rate the experience that you had? If you had multiple experiences of a particular method, please rate your overall experience.
Base: All respondents who experienced charity fundraising (various base sizes)

There is a strong correlation between positive experience of a fundraising method (Q12) and likelihood to support a charity in the future (Q11)

Likelihood to support charities in the future

Total: positive and total:
negative experience (Q11)



Younger people more frequently report that previous experiences make them more likely to support charities again in the future

Total likelihood to support charities in the future by age group

	Total	16-24	25-34	35-44	45-54	55-64	65+
Public Fundraising	31%	38%	55%	35%	36%	19%	15%
Door-to-door Fundraising	20%	28%	44%	24%	14%	11%	6%
Charity Bags	50%	58%	64%	59%	56%	48%	37%
Donation of Goods	62%	64%	63%	62%	66%	65%	58%
Online Fundraising Platforms	40%	51%	53%	43%	33%	39%	18%
Sponsorship of Individuals	53%	55%	58%	57%	49%	53%	50%
Text Donations	26%	41%	44%	33%	20%	21%	11%
Tap to Donate	35%	43%	53%	40%	32%	24%	19%
Top-ups	33%	58%	64%	43%	25%	15%	20%
Fundraising Marketing	29%	50%	49%	41%	20%	16%	11%
Telephone Fundraising	23%	30%*	32%	36%*	14%*	11%*	6%*
Charitable Lotteries	39%	57%	58%	49%	42%	33%	27%
Prize Competitions / Free Draws	42%	60%	54%	55%	41%	41%	27%
Personal Cause Fundraising	44%	49%	60%	43%	43%	50%	24%

*Base size too low for reporting

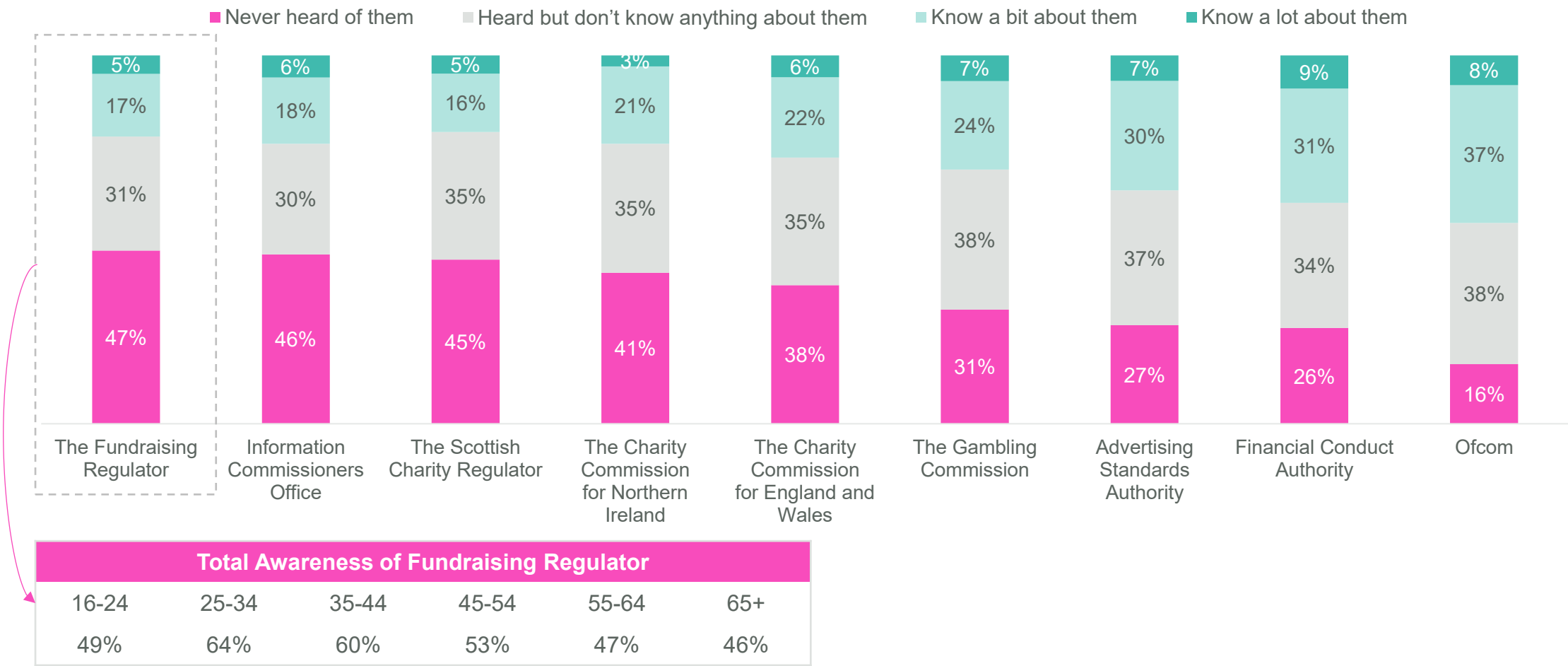
Highest per age group Lowest per age group

Awareness of the Fundraising Regulator



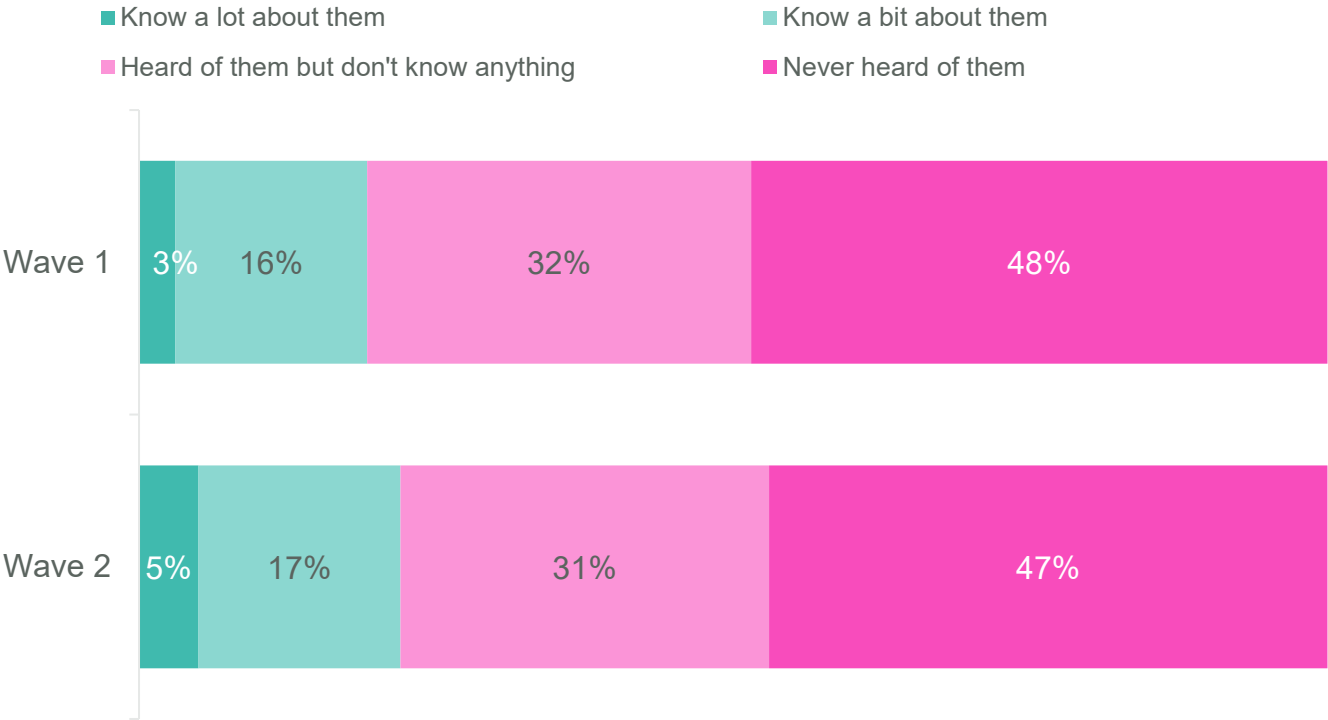
Just over half are at least aware of the Fundraising Regulator, which is comparable to some other much larger regulators such as the ICO

Awareness of the Fundraising Regulator



Awareness of the Fundraising Regulator has remained at similar levels compared to last wave

Awareness of the Fundraising Regulator



Awareness of the Fundraising Regulator is significantly higher among those who have personal ties to the charity sector (66% Total: Aware).

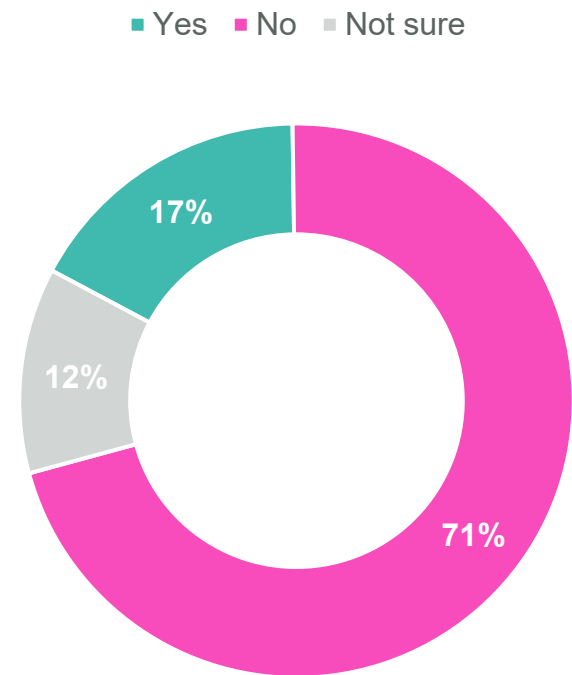
Awareness is also significantly higher among those who trust all (63%) or some (53%) charity fundraisers, compared to those who trust none (41%).

Awareness is also lower in older age groups 47% / 46% in 55-64, 65+, 64% in 25-34 and 60% in 35-44, highlighting the importance of further communication with older age groups on the role of the regulator

Wave 1: Q24. How much, if anything, do you know about the following organisations? The Fundraising Regulator
Wave 1: Base: All respondents (3,019)
Wave 2: Q13. How much, if anything, do you know about the following organisations? The Fundraising Regulator
Wave 2: Base: All respondents (3,018)

Almost 1 in 5 report having seen the Fundraising Badge in the past 12 months

Recognition of the Fundraising Regulator badge

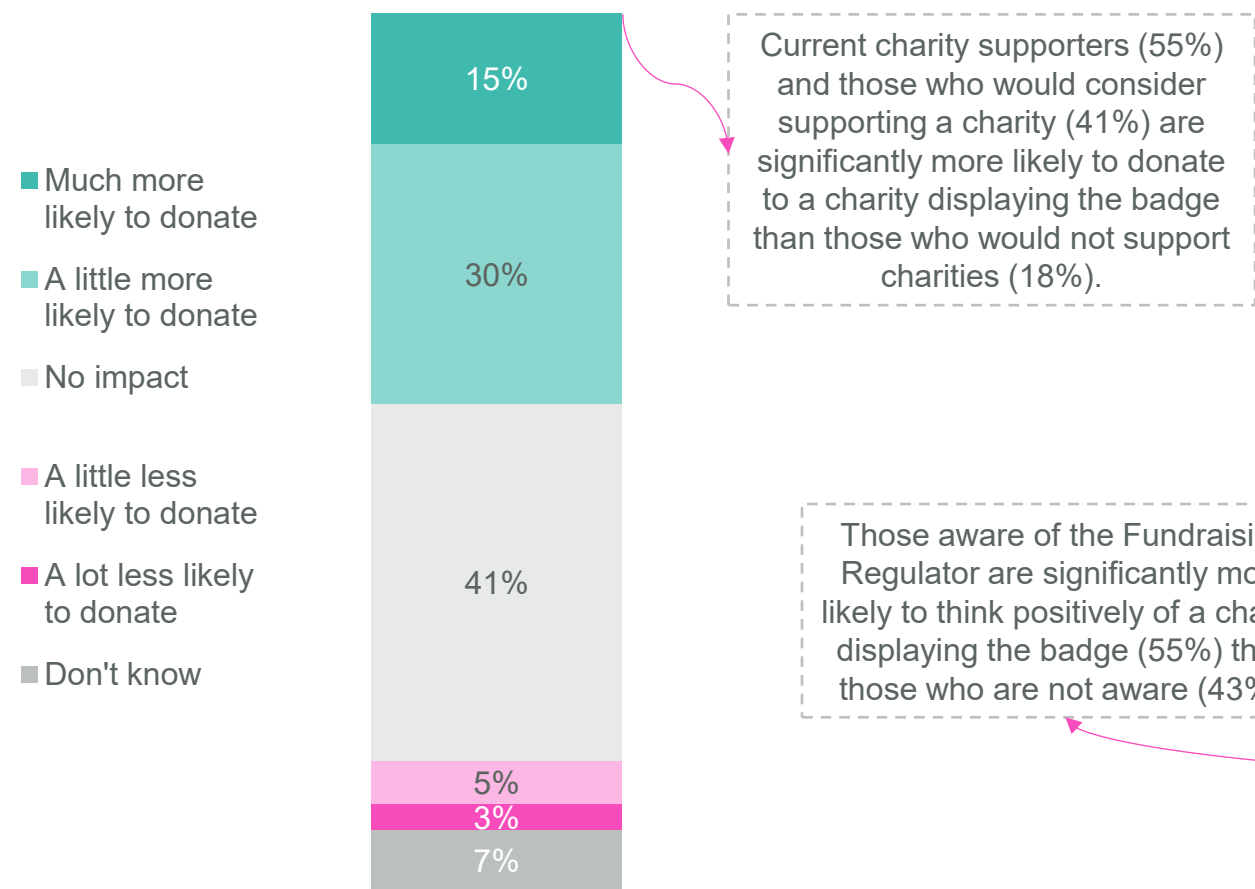


Only 5% of those over 65 have seen the badge highlighting need to focus further comms on this age profile

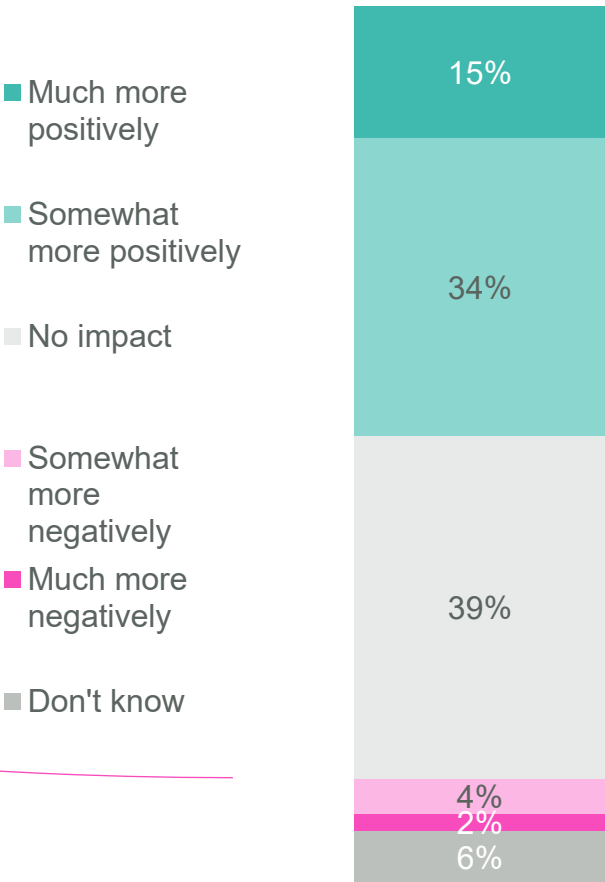
Younger groups are more likely to have seen the badge					
16-24	25-34	35-44	45-54	55-64	65+
28%	31%	24%	12%	10%	5%

Displaying the Fundraising Badge has a positive effect on likelihood to donate and for around half, promotes a positive perception of the charity

Likelihood to donate



Perception of charities displaying the badge

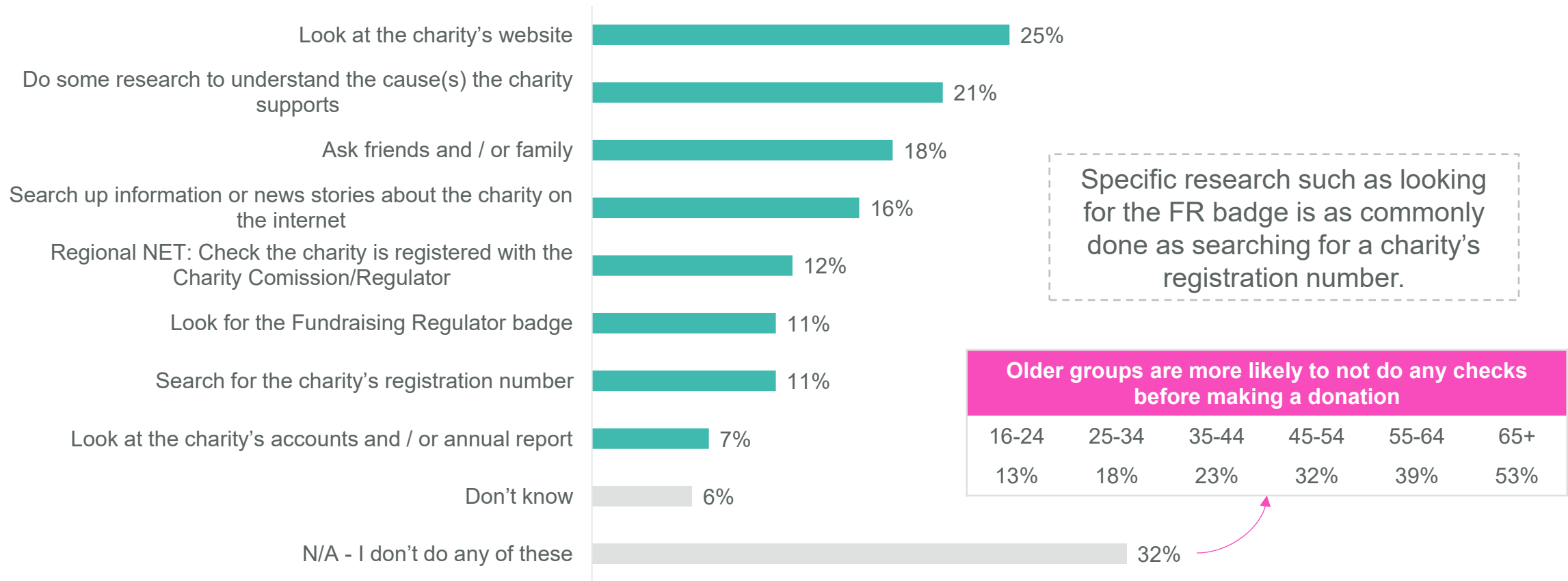


Q15. Would you be more, or less, likely to donate to a charity if it was displaying the Fundraising Badge and registered with the Fundraising Regulator?
Base: All respondents (3,018)

Q16. To what extent would you think more positively, or negatively, of a charity that was displaying the Fundraising Badge and registered with the Fundraising Regulator?
Base: All respondents (3,018)

Around a third do no checks before making a donation to a charity. This rises to more than half when looking specifically at those aged 65+

Checks before making a donation



Q17. Before making a donation to a charity, do you do any of the following? Please select any that you regularly carry out before making a donation or have done in the past.
Base: All answering (3,018)

Appendix: Glossary of fundraising methods



Glossary of fundraising methods

Fundraising Method	Details
Public Fundraising	Public Fundraising Charitable fundraisers approach you in public to ask you to make a one-off or continuing donation. This could be on the street, in shops, or in other public spaces (such as a shopping centre).
Door-to-door Fundraising	Charitable fundraisers knock on your door to ask you to give money to support a charitable organisation(s) . Changed throughout to capture CIC's etc
Charity Bags	Bags posted through your door for you to fill with unwanted clothing or other items which are then collected at a later date so the items can be sold to raise money for a charitable organisation(s).
Donation of goods	Donating unwanted items such as clothes / books – for example at a goods donation point or charity shop.
Online fundraising platforms	Apps and websites - such as JustGiving and GoFundMe - that allow you to donate directly to a charitable organisation online. It also includes charities' own websites that allow you to donate directly. This does not include personal cause fundraising such as where someone raises money to help a friend / family member in difficulty.
Sponsorship of individuals	Donating to someone who will complete a challenge e.g. running a marathon, with the money going to a chosen charitable organisation(s). This could be online or with a paper form.
Text donations	Making a donation automatically by sending a text message to a specific number e.g. "GIVE10" to donate £10.

Glossary of fundraising methods (2)

Fundraising Method	Details
Tap to donate	Donating small amounts to a charitable organisation by tapping a contactless card machine.
Top-ups	Adding to, or rounding up, the cost of a bill or payment in a restaurant or shop so the additional amount can be donated to a named charitable organisation. Maybe don't need "named" but not much harm leaving it in. Think it's worth leaving in as it indicates the lack of choice on who the charity is
Fundraising Marketing	Adverts by charitable organisation(s) asking you to donate, on TV, the radio, in print, in public places or on social media; or direct marketing via email or through your letterbox.
Telephone fundraising	Telephone calls and voicemails where you are asked to make a donation to a new charitable organisation, or amend a donation to a charitable organisation you already support. It does not include administrative calls.
Charitable lotteries	A form of fundraising where you pay for entry and can win a prize or money. Raffles, tombolas, sweepstakes are all types of lottery. (For the purpose of this question, this does not include the National Lottery).
Prize competitions/free draws	A competition where you submit an entry or buy a ticket for a chance to win a specific prize - such as a car or a house - with a proportion of the money going to a charitable organisation.
Personal Cause Fundraising	Someone raising money for themselves or a friend/family member/pet e.g. to pay for an operation or to help them in times of difficulty. <i>This is not charitable fundraising and is not a regulated activity.</i>

Thank you
For any queries contact:



Debbie Shuttlewood

Research Director
debbieshuttlewood@opinium.com



Lara Schindler

Research Executive
laraschindler@opinium.com



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