



INSIDE GIVING

UK LOCAL GIVING REPORT 2025

CAF
Charities Aid Foundation

**MAPPING GENEROSITY
ACROSS THE COUNTRY**



May 2025

FOREWORD

Every one of us instinctively understands the power of local connection. It is the pull of the place where we grew up or where we call home, or simply the drive to help those in need on our doorstep.

Those of us who work in the social impact sector feel this acutely: The most impactful philanthropists and social investors, as well as the charities they help, are embedded in local places and local networks.

Their giving plays a vital role in building more resilient charities, so they can continue to work at the heart of our communities, improving outcomes and strengthening social cohesion.

But this research suggests that levels of generosity are uneven across the country, and this fact does not necessarily correlate with income. It also makes clear that where charities are, and where the need for their services is greatest, does not correlate to higher levels of giving.

We need to ask ourselves how we encourage those who can afford it to give more and how we can empower places around the country to attract more philanthropic investment to translate into a more resilient social fabric.

Although this might seem like a local question, we believe its answer starts at a national level with a new strategic framework for giving that has place – and local communities – firmly at its heart.



NEIL HESLOP OBE
Chief Executive
Charities Aid Foundation

ABOUT THE RESEARCH

The Charities Aid Foundation (CAF) has been producing the UK Giving report for many years and has been tracking giving in the UK for several decades.

Last year, we introduced for the first time a series of maps showing the geography of giving across the country in our 2024 UK Giving Report. Those maps were based at the level of Westminster constituency.

With an increasingly rich dataset available to us, we have now been able to produce this latest report dedicated to the geography of giving, our UK Local Giving Report 2025.

Using a modelling technique known as Multilevel Regression and Poststratification (MRP), we can show for the first time, giving behaviours not just at the level of constituency but also at the level of electoral ward. This level represents around 5,500 adults.

Another new addition to this report is open source data from the three UK charity regulators. We have mapped this data to show where charities are concentrated around the country, which highlights several ‘charity deserts’.

This extended data set, coupled with the results of new questions that were added to our survey in 2024, has allowed us to paint a much richer picture of the relationship between giving and place.

Some of the maps included in this report are available to explore interactively on the CAF website at both constituency and ward level.

Our special thanks go to Martin Baxter at Electoral Calculus for his work on the modelling.

KEY RESULTS

1.

Across the country, people donated an average of 1.1% of their disposable income to charity in 2024.

2.

Sheffield Hallam is the most generous constituency in the country, with residents donating 1.9% of their incomes – nearly twice the national average.

3.

Some of the most affluent places in the country are the least generous, relative to income. Kensington and Bayswater is the least generous constituency, where residents gave just 0.5% of their disposable income to charity last year.

4.

We estimate that over a £1 billion was donated in Scotland, £479 million was donated in Northern Ireland, and £645 million in Wales. In England, people donated an estimated £13.2 billion.

5.

Overall, the average amount donated in a month is highest in Northern Ireland (£30) and lowest in Wales (£23).

6.

At a city level, St. Davids in Pembrokeshire is estimated to be the most generous, while Kingston-upon-Hull is the least generous.

DONOR LEVELS ARE LOWEST IN URBAN AREAS WITH HIGH LEVELS OF DEPRIVATION.

Our UK Giving Report 2025 highlighted that only 50% of people said they donated to charity last year and 21% of people sponsored. Figure 1 maps this finding at ward level across the country, to show the places in which less than half of people do either of these two charitable actions. The deeper the red, the fewer people give to charity, with the deepest red highlighting those places where less than half of people donate.

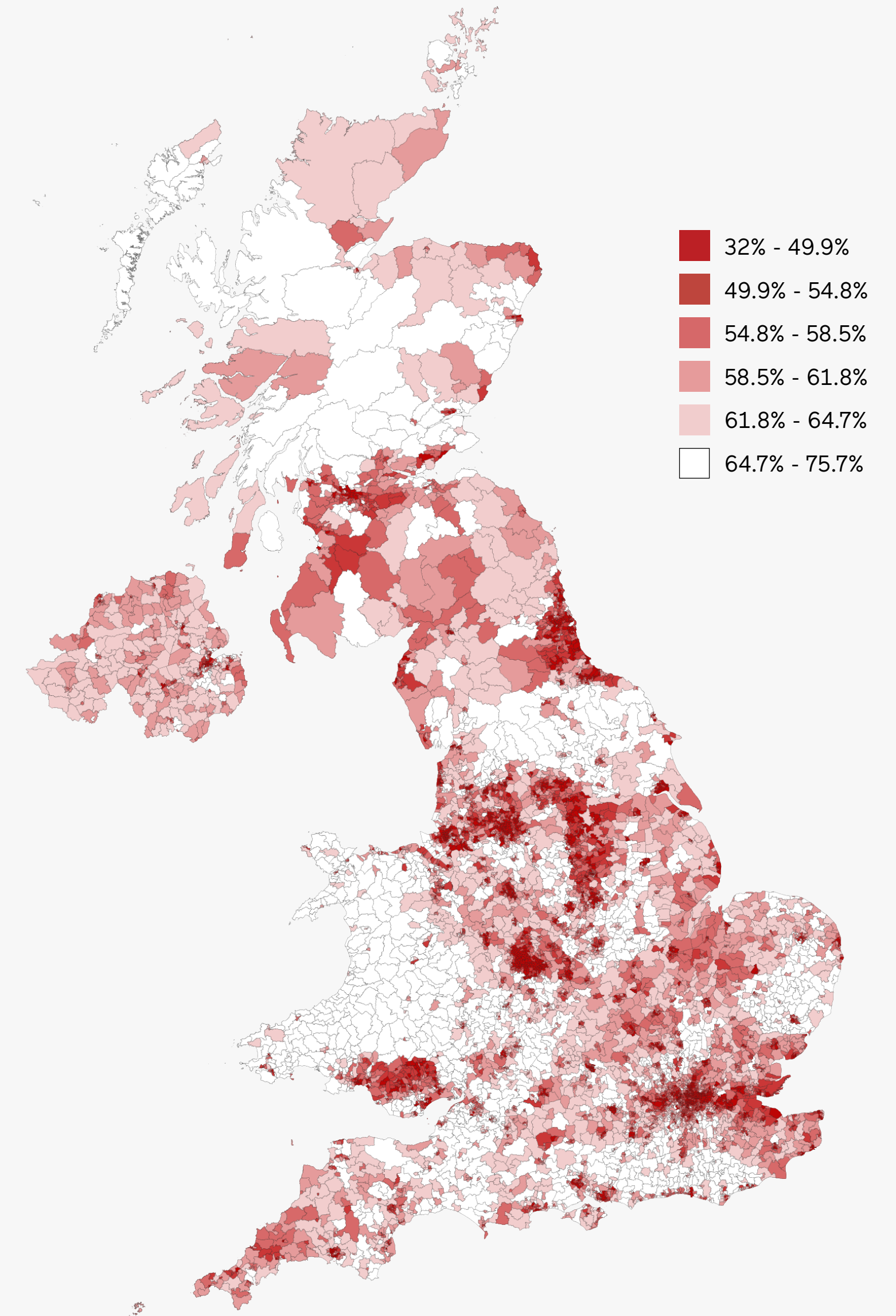
The lowest levels are estimated to be across the cities of the North West, the North East, the Midlands, and South Wales, in London and along the Thames Estuary, and in parts of Glasgow and south into Ayrshire, one of Scotland's most deprived areas.

Many other smaller towns and cities also feature among those where fewer than half of people donate, including Southampton, Oxford and Slough.

The 10 constituencies with the lowest levels of donors	Deprivation level	Estimated % of people who donated in the past 12 months
Birmingham Ladywood	Very high	38%
Tipton and Wednesbury	Very high	40%
Wolverhampton South East	Very high	41%
Manchester Rusholme	Very high	41%
Birmingham Erdington	Very high	41%
Liverpool Riverside	Very high	42%
Glasgow North East	Very high	43%
Smethwick	High	43%
Birmingham Perry Barr	Very high	43%
Manchester Central	Very high	43%

Figure 1: Places where fewer than half of people give

Proportion of people who donated or sponsored in the past 12 months.



PLACES WHERE PEOPLE GIVE THE MOST, RELATIVE TO INCOME LEVELS, TEND TO BE THE BETTER-OFF SUBURBS OF LARGE CITIES.

Interpreting the map

Figure 2 on page six shows where the most generous people live. The darker the green, the more generous people are, relative to local incomes.¹ Places in white donate less than the UK average. Some constituencies are very large geographically, but are sparsely populated (eg in much of Scotland), and some are very small geographically, but are very densely populated (eg in London). To interpret the map fairly, it is worth noting that large, rural constituencies contain roughly the same number of people as small, urban ones.

The most generous places

We estimate that the most generous place in the country is Sheffield Hallam. Residents of Sheffield Hallam gave nearly twice the national average to good causes, as a proportion of their income (1.9% vs. 1.1% for the UK as a whole). This led to them donating an estimated £28.4 million in total, last year. Most of the top 10 most generous places are suburbs of major cities (Sheffield, Birmingham, Liverpool, Manchester and Bradford).

1. In our modeling, income refers to the estimated average annual disposable income per adult, after Income Tax and benefits, but before housing costs, utilities and food, etc. The source is [Office on National Statistics' \(ONS\)](#) data at local authority level, with additional steps designed to give an estimated income at constituency level. The last time these figures were updated was 2020, so amounts will have gone up slightly with inflation.

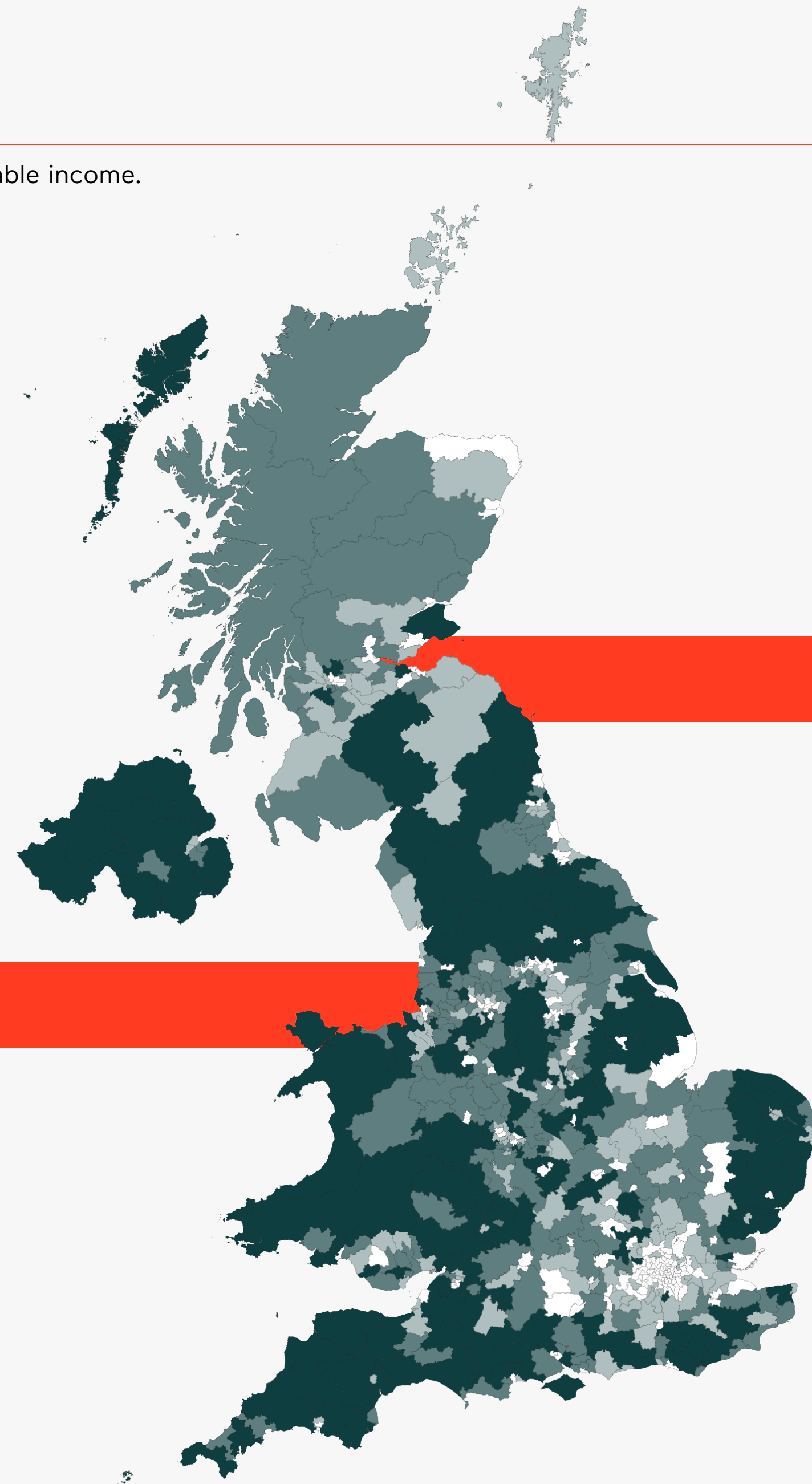
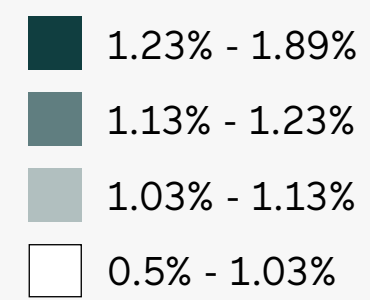


Tapestry

The 10 most generous constituencies	Deprivation level	Estimated % of income donated
Sheffield Hallam	Low	1.9%
Sutton Coldfield	Low	1.9%
Wirral West	Low	1.6%
Manchester Withington	Medium	1.6%
Sefton Central	Low	1.6%
Shipleigh	Medium	1.5%
Birmingham Hall Green and Mosely	Very High	1.5%
Ceredigion Preseli	-	1.5%
Aldridge Brownhills	Medium	1.5%
Liverpool Garston	High	1.5%

Figure 2: Most generous constituencies

Estimated annual donations as a proportion of disposable income.



1.1%

Average amount donated as % of personal disposable income (whole UK).

IN SOME OF THE MOST AFFLUENT PLACES IN THE COUNTRY, PEOPLE DONATE THE VERY LOWEST PROPORTION OF THEIR INCOME TO CHARITY.

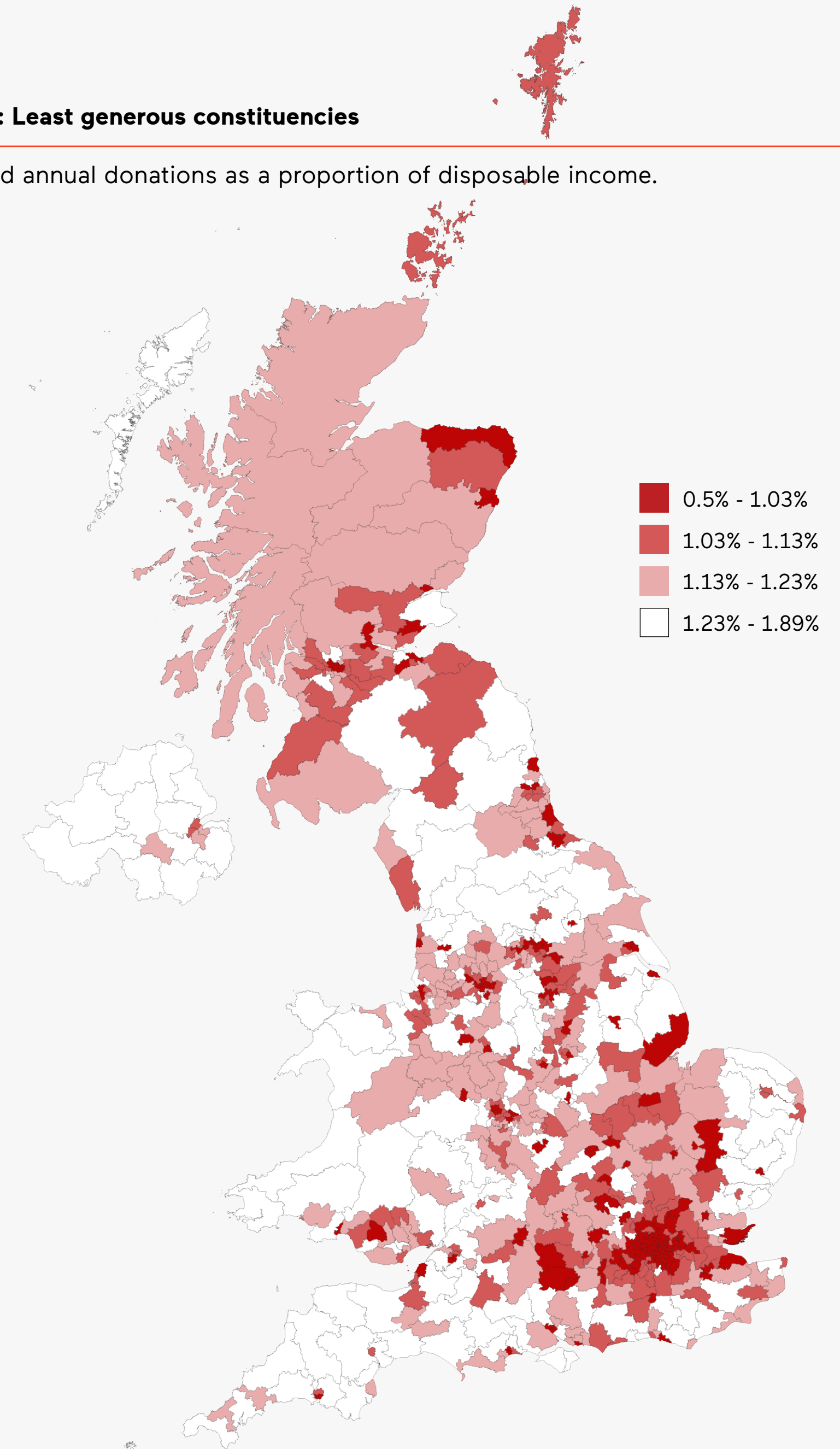
Figure 3 highlights where people are donating the least. The darker the red, the less that people in the area are estimated to donate as a proportion of their income.

In Kensington and Bayswater, people donated an estimated £49 million in 2024, making it the largest contributor of any constituency in the country. However, relative to income, it is the least generous place in the UK, with our estimates showing that residents gave just 0.5% of their incomes on average.

All of the least generous constituencies have high or very high local incomes, but some also have high levels of deprivation, suggesting they are areas of significant inequality.

Figure 3: Least generous constituencies

Estimated annual donations as a proportion of disposable income.



The 10 least generous constituencies	Estimated % of income donated	Deprivation level
Kensington and Bayswater	0.5%	Medium
Chelsea and Fulham	0.6%	Medium
Holborn and St Pancras	0.6%	Medium
Battersea	0.7%	Low - medium
Tooting	0.7%	Low - medium
Tottenham	0.7%	Very high
Queen's Park and Maida Vale	0.7%	High
Cities of London and Westminster	0.7%	Low - medium
Putney	0.7%	Low - medium
Mitcham and Morden	0.7%	Medium



OVERALL, AVERAGE DONATIONS ARE HIGHEST IN NORTHERN IRELAND AND LOWEST IN WALES.

In our UK Giving Report 2025 published earlier this year, we estimated that a total of £15.4 billion was donated to charity by the public in 2024.

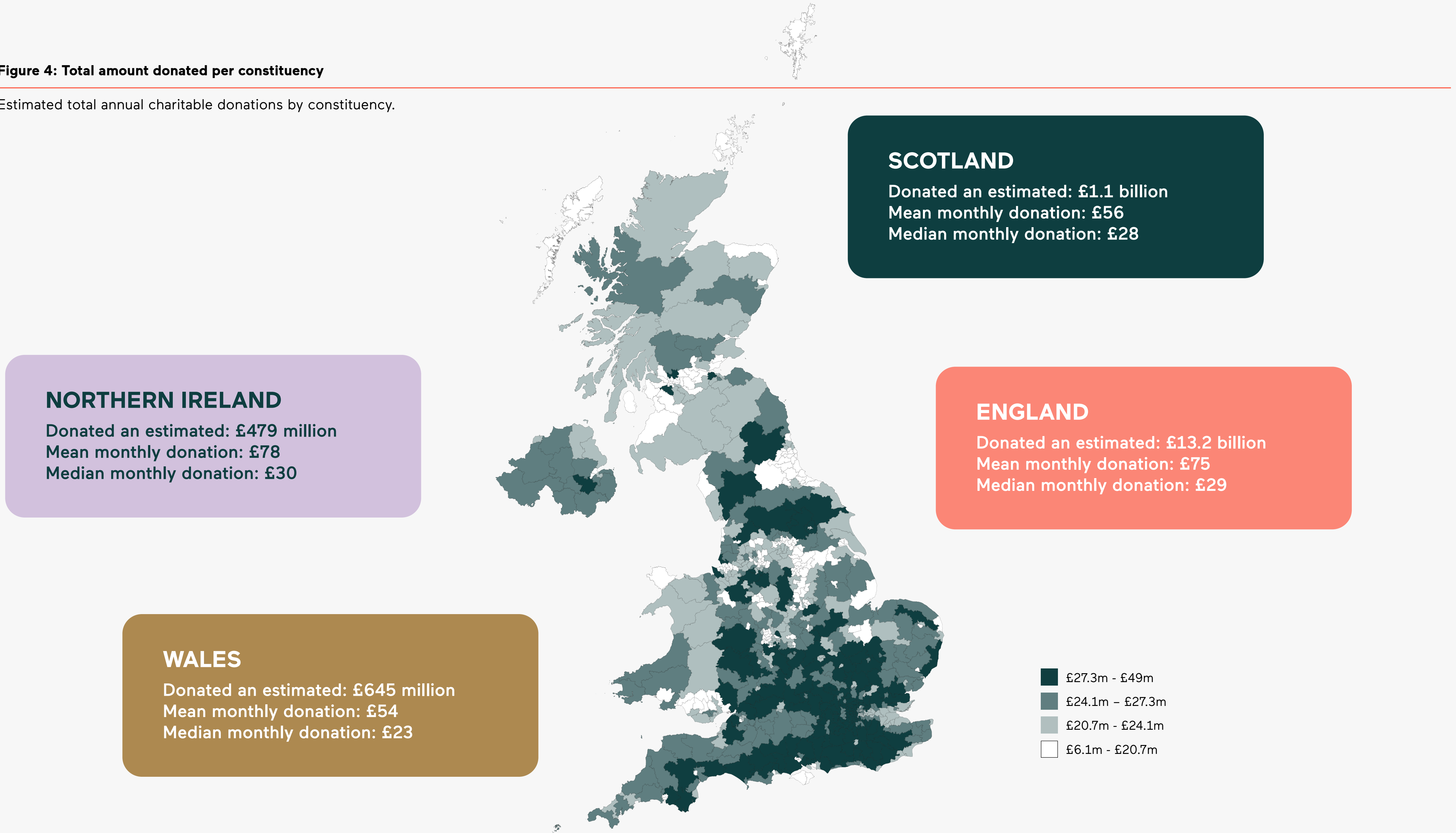
Figure 4, which is featured on page nine, models how the £15.4 billion breaks down across constituencies, with the areas of the darkest green donating the most. While some of the places donating the lowest amounts in total are sparsely populated – eg the Western Isles of Scotland – some are major urban areas, including parts of Merseyside, the Humber, and South Yorkshire. With its small population, Northern Ireland contributes the least in total, but average donations there are higher than elsewhere in the UK.

£15.4 BN

Estimated total donated by the public in 2024.

Figure 4: Total amount donated per constituency

Estimated total annual charitable donations by constituency.



THE UK'S MOST GENEROUS CITIES

Moving away from a constituency view, we have ranked the UK's 75 cities by generosity (annual donations to charity, expressed as a proportion of income).

Modelling suggests that the tiny Welsh city of St. Davids is the most generous in the UK, with an average donation per year of 1.61% of disposable income.

St. Davids is the UK's smallest city by population, with around 1,750 residents.

Wells in Somerset and Leicester round out the top three.



#1

ST. DAVIDS
Pembrokeshire

1.61%

Average amount
donated as proportion
of disposable income.



#2

WELLS
Somerset

1.55%

Average amount
donated as proportion
of disposable income.



#3

LEICESTER
Leicestershire

1.35%

Average amount
donated as proportion
of disposable income.

Photo credits: John Disandolo - Martin Schuitemaker - Kelly

THE UK'S LEAST GENEROUS CITIES

The three cities which ranked lowest for generosity (relative to income) are Kingston-Upon-Hull, London, and Salford.

Despite Kingston-upon-Hull and Salford ranking among some of the most deprived local authorities in England, giving as a share of income is only slightly less than the UK average.

#1



KINGSTON-UPON-HULL
Yorkshire

0.91%

Average amount
donated as proportion
of disposable income.

#2



GREATER LONDON

0.94%

Average amount
donated as proportion
of disposable income.

#3



SALFORD
Greater Manchester

0.98%

Average amount
donated as proportion
of disposable income.

Photo credits: Mike Bird - 43 Clicks North - Dominika Gregušová

USING CHARITY REGULATOR DATA, WE HAVE IDENTIFIED SEVERAL 'CHARITY DESERTS'.

Figure 5 is underpinned by data from the Charity Commission of England and Wales, the Office of the Scottish Charity Register (OSCR), and the Charity Commission for Northern Ireland.

Here, we have mapped every registered charity with an available postcode for all four nations and calculated the number of charities per 10,000 adults across all constituencies. If we exclude the parts of central London where there are many thousands of charities registered (that is, if we remove the 'head office effect'), then across the whole of the UK, there are an average of 36 registered charities per 10,000 adults.

Figure 5 highlights those places with the fewest charities per head – places we might call 'charity deserts'. These places are shown in the deepest red.

MOST CHARITIES PER POPULATION: Na h-Eileanan an Iar

Na h-Eileanan an Iar (in the north west of Scotland) has the highest number of charities per 10,000 adults anywhere in the country. There are 329 charities registered in the constituency, for a population of around 26,000 people¹ – from the Scottish Gaelic Texts Society, to the Stornoway Athletic Football & Recreation Club.

The constituency contains places with higher than average levels of deprivation, as highlighted in a recent report about poverty and access to economic, social, and cultural access across the Highlands and Islands.²

1. [House of Commons Library Constituency data](#)
2. [Economic, Social and Cultural Rights in the Highlands and Islands Scottish Human Rights Commission, November 2024](#)

FEWEST CHARITIES PER POPULATION: Tipton and Wednesbury

Tipton and Wednesbury has the fewest registered charities per adult. Here, there are just 88 registered charities for a population of more than 114,000 people.³ These include War Paws, which helps animals in need due to conflict, and Alta Sports Club for the Disabled, a swimming club for disabled and frail or older swimmers.

3. [House of Commons Library Constituency data](#)

Figure 5: Charity deserts

Lowest number of charities per 10,000 adults.

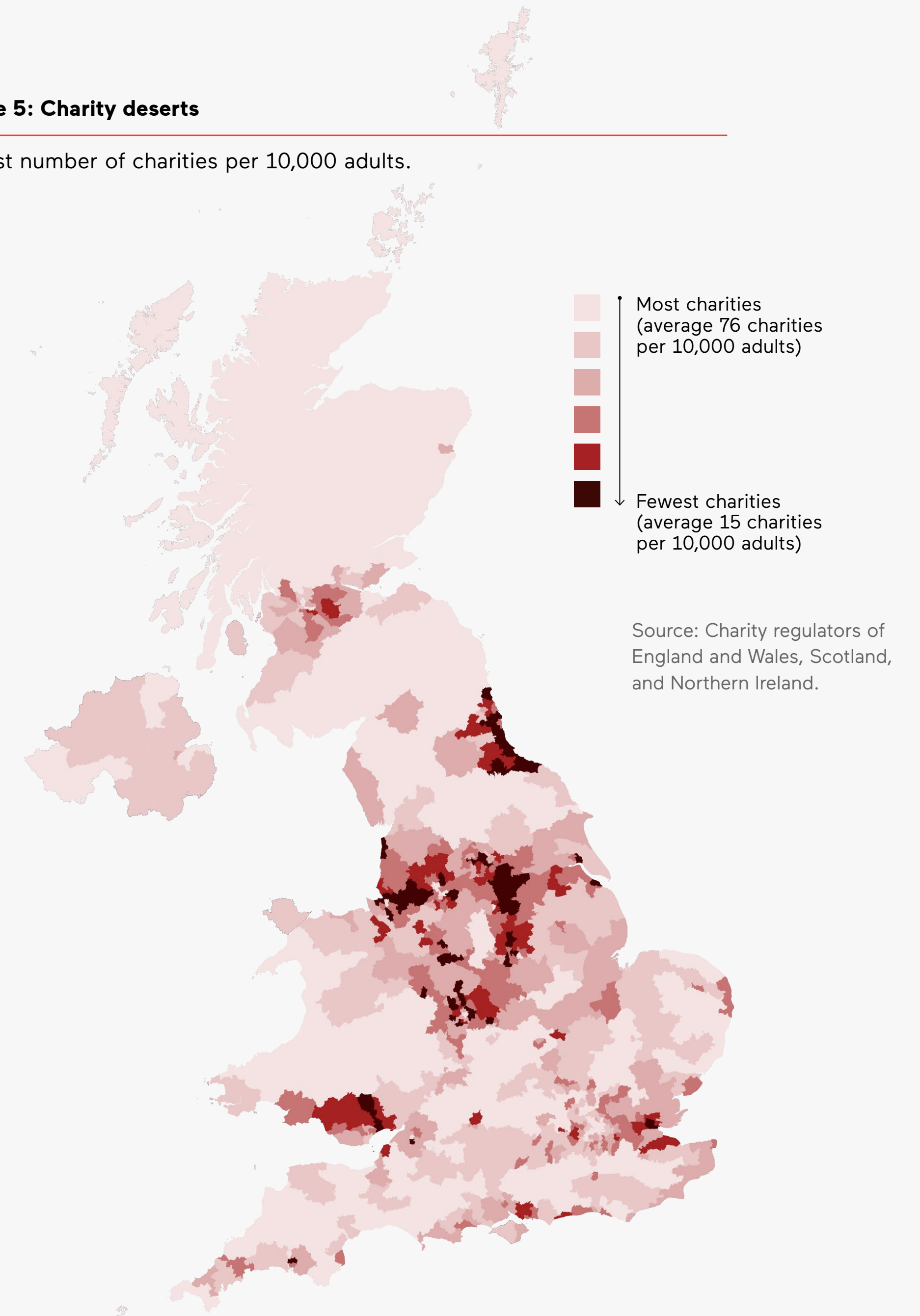
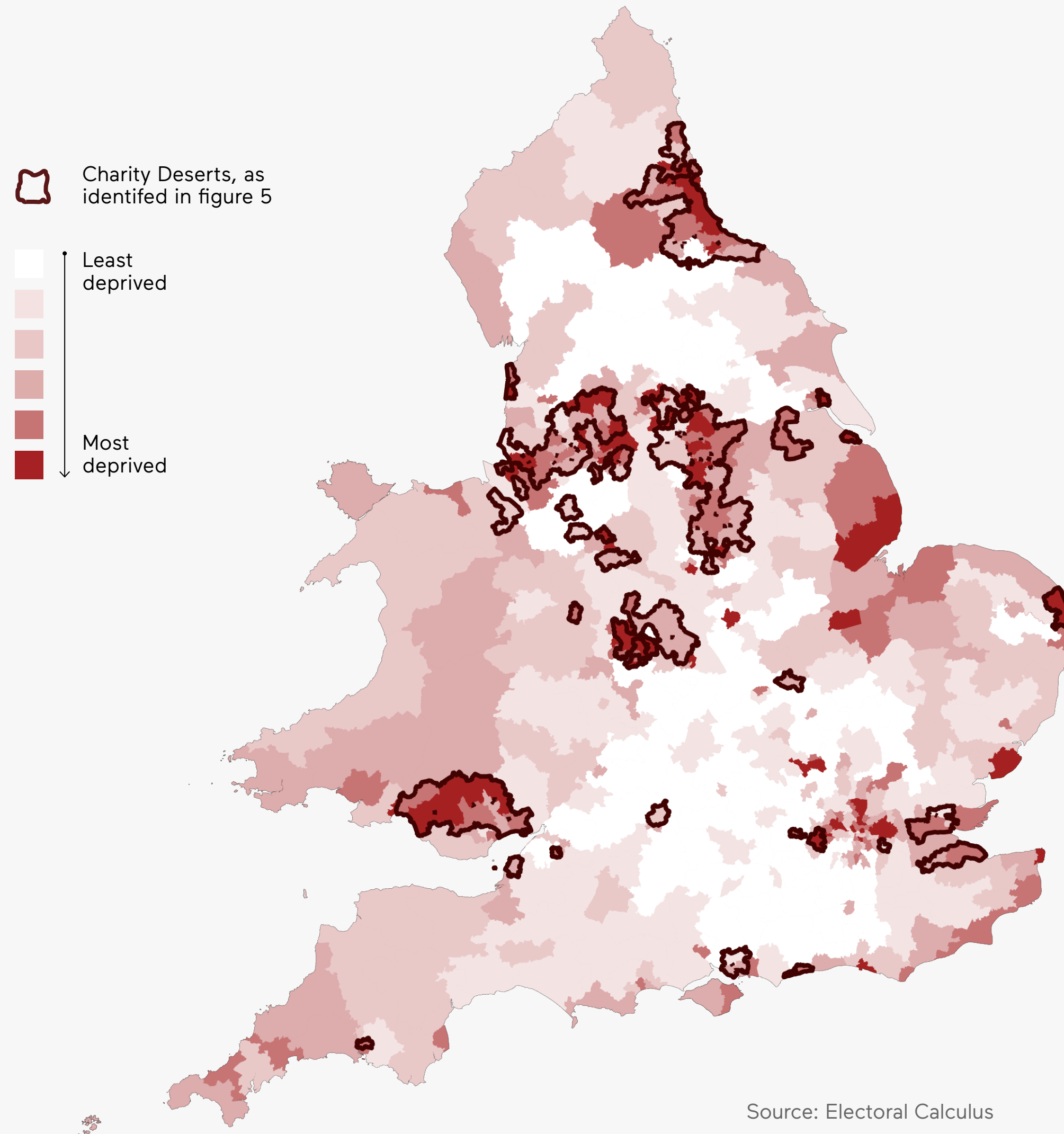


Figure 6: Indices of multiple deprivation overlaid with 'charity deserts'

Proportion of people who are deprived on more than one of seven facets of deprivation (income, employment, education, health, crime, housing, and living environment).



PLACES WITH THE HIGHEST LEVELS OF NEED HAVE THE FEWEST REGISTERED CHARITIES.

Figure 6 maps deprivation levels, with the darkest red showing the places with the very highest levels of deprivation. Each of the four nations collects and categorises deprivation in slightly different ways, making it difficult to show for the whole of the UK together, so our map is limited to England and Wales.

The link between local deprivation and charity deserts is clear. Generally, places with the fewest registered charities for the size of the population also have very high levels of local need. These are:

- . The area around the North East coast from Newcastle to Middlesbrough.
- . The urban areas of the North West, Yorkshire and the East Midlands.
- . The Rhondda Valley in South Wales.
- . Parts of the West Midlands around Birmingham and Stoke-on-Trent.

CASE STUDY:

NORTHERN IRELAND

NEED IS HIGH, BUT CHARITABLE GIVING IS BUOYANT.

One place where there is a high level of engagement with charities, even in pockets of high deprivation, is Northern Ireland.

The country as a whole is more generous than the UK average, including places such as Derry-Londonderry – the fourth most generous city in the UK – and the constituencies of South Down and Foyle, both well above average for the amounts people donate relative to their income.

Across Northern Ireland, more people give than average, they donate larger amounts of money than average (both relative to local incomes, and in absolute terms) and they make more donations than average to local charities and community organisations (as opposed to national or international charities).

Belfast South and Mid Down is the most generous constituency in the region and the 23rd most generous in the whole of the UK. Here, 60% of people donate to charity, giving on average 1.5% of their disposable incomes. There is an above average number of charities in the area for the population size, from Early Years Centres, supporting parents and children in the area, to the Relatives For Justice, an organisation set up in 1991 to provide support to those bereaved and injured by the conflict.



Photo by Rory McKeever

“There is a strong sense of community in Northern Ireland generally, with a recent history of people having to support each other and help in practical ways through the Troubles (1968-1998). The legacy of that period is intergenerational trauma, high rates of poverty, significant mental health problems and areas of very high economic inactivity. So, we have very high needs locally, which are for the most part met by charities and community groups.

“Unlike large cities in the UK, which may be more anonymous, Derry, for example, is a small city where the motivation to help each other is high. People will all know neighbours, relatives or friends who use the services of local charities, so it’s very close to home.

“Northern Ireland has a small population with strong communities, active community leaders and a population sensitive to the suffering of their neighbours. People may not be wealthy, but they are generous.”

Valerie McConville, Chief Executive

Co3, a network of third sector leaders in Northern Ireland

PLACES WITH A STRONG SENSE OF LOCAL PRIDE DONATE MORE THAN AVERAGE.

Our measure of local pride looks at those people who are both satisfied with, and feel a strong sense of belonging to, their local area. The darkest green areas shown in Figure 7 indicate places where the largest numbers of people meet these criteria.

The 10 constituencies with the highest levels of local pride include the English constituencies of Brighton Pavilion, Cheadle, Altrincham and Sale West, Bristol Central, and Sheffield Hallam, plus five constituencies in Northern Ireland – North Down, Belfast South and Mid Down, Lagan Valley, South Down, and Strangford.

On average, residents of these 10 constituencies donate 1.3% of their disposable incomes – above average for the country as a whole (1.1%). One of the top 10 – Sheffield Hallam – is estimated to be the most generous place in the country, relative to local incomes.

Figure 7: Strength of local pride

Proportion of people who said they were fairly/very satisfied with their local area and feel a fairly/very strong sense of belonging.

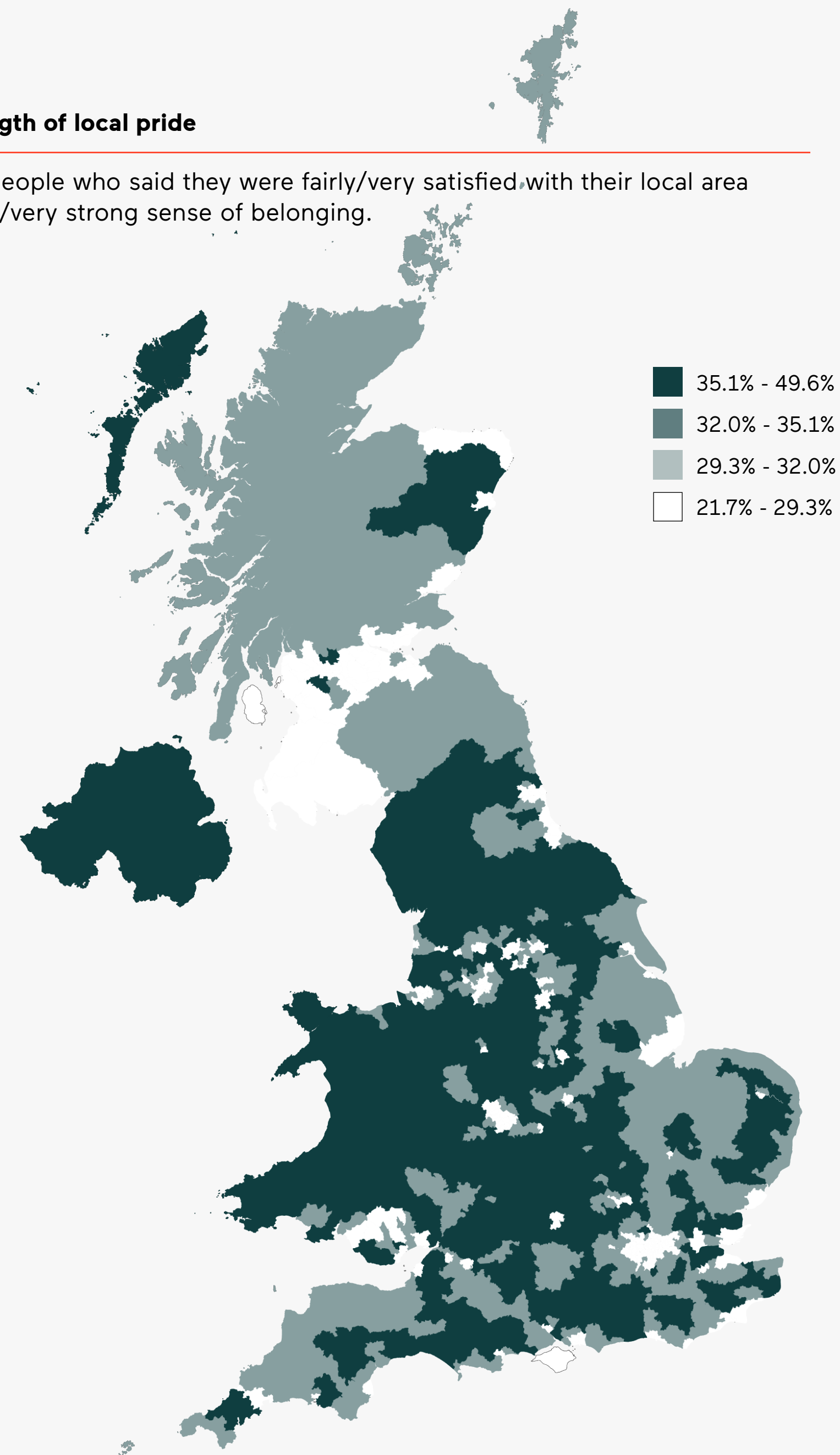
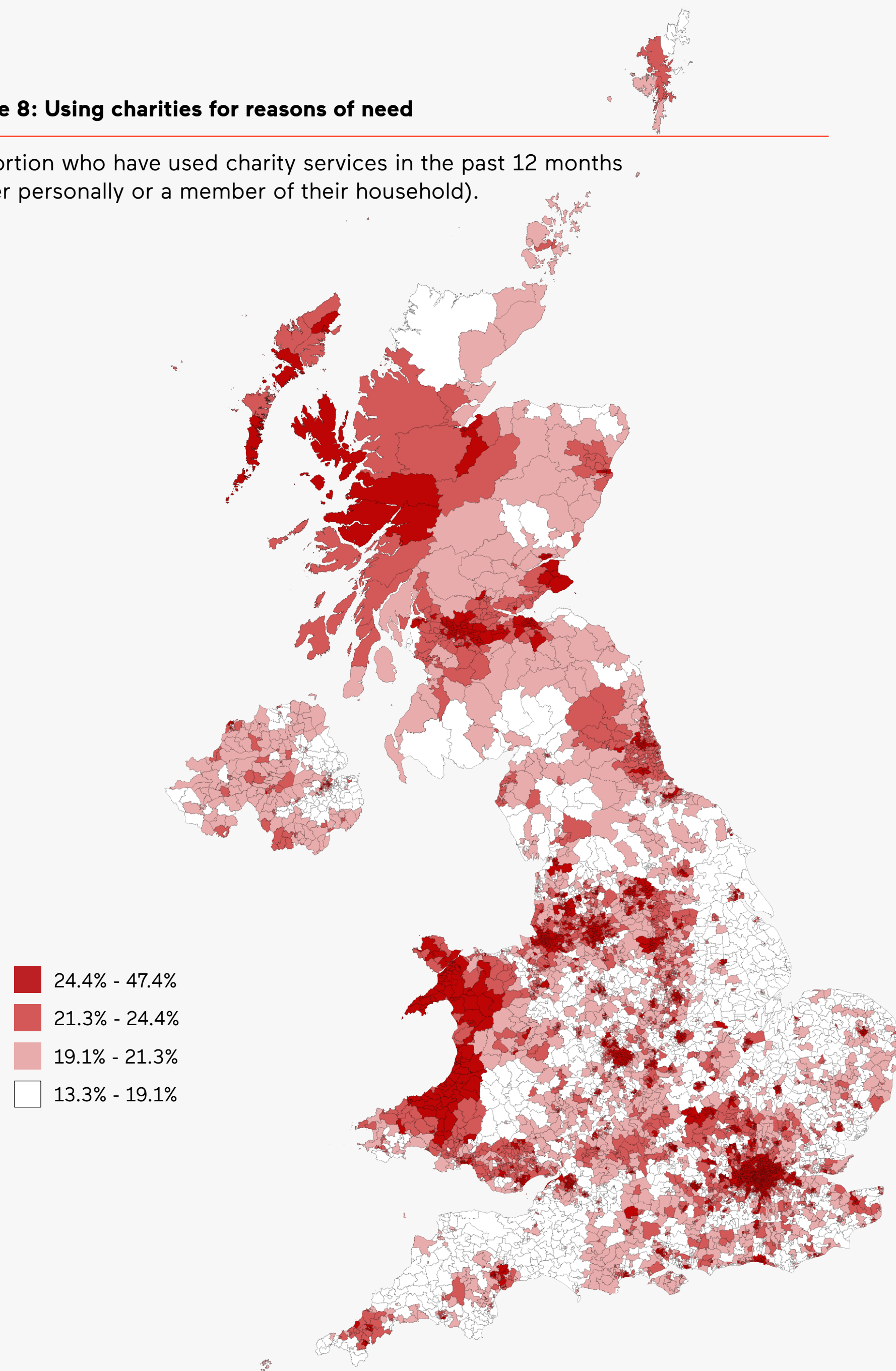


Figure 8: Using charities for reasons of need

Proportion who have used charity services in the past 12 months (either personally or a member of their household).



LONDON HAS THE HIGHEST LEVELS OF PEOPLE USING CHARITIES FOR DAY-TO-DAY NEEDS.

We asked the public whether they, or anyone in their household, had used a charity's services in the past 12 months. This covered use that is more supportive or needs-based, such as debt advice, ongoing medical care, mental health support, 'meals on wheels' and emergency housing.

Of the 10 constituencies with the very highest levels of needs-based usage, most are in the south and east of London, including parts of Tower Hamlets, Peckham and Hackney. In each of these places, more than 40% of people say either they or someone in their household used a charity for these reasons.

Places with the lowest levels of needs-based charity use include Tiverton and Minehead in Somerset, Clacton in Essex, and North Shropshire. Counterintuitively, some of these places also have higher than average levels of deprivation and older populations. For example, the Clacton constituency includes Jaywick, the most deprived place in England.



PEOPLE ARE THE MOST LIKELY TO USE CHARITIES FOR ENJOYMENT IN PLACES THAT ARE BETTER OFF.

We also asked about the use of charities for enjoyment, such as watching a theatre production run by a charity, visiting a charity-run museum, garden or stately house, or adopting a pet from a charity.

The places with high levels of charity enjoyment also cluster around city centres. However, these cities tend to be smaller than those where there is the greatest need, with vibrant cultural scenes and younger than average populations. Examples include Brighton, Cambridge, Bath, and Oxford. Where London constituencies do feature, they tend to include national cultural hotspots like Kensington (home to the Natural History Museum, The Science Museum, The Saatchi Gallery and many others) or the city's leafier suburbs, such as Richmond Park, Twickenham, and Wimbledon.

Residents of the 10 constituencies with the highest levels of charity enjoyment are more likely than average to say they are satisfied with their local area, and feel a strong sense of belonging to it (40% vs. 32% UK average). However, they do not give more than average as a proportion of their incomes (1% vs. 1.1% UK average).

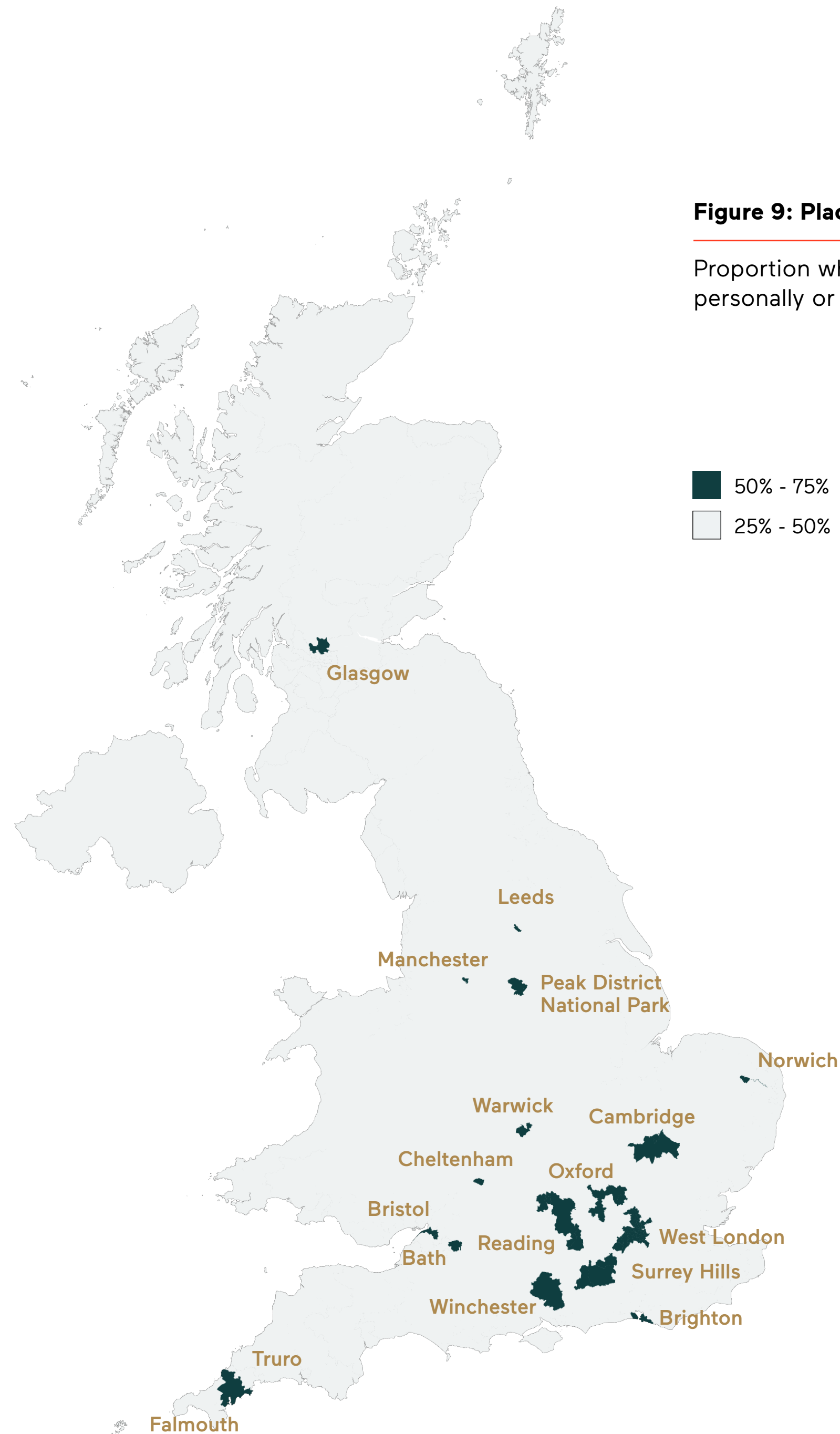


Figure 9: Places using charities for reasons of enjoyment

Proportion who have used charity services in the past 12 months (either personally or a member of their household).

50% - 75%
25% - 50%

CONCLUSIONS

The places with the highest levels of need have the fewest charities registered in the area and the lowest donation levels.

These places have fewer donors and those donors give less on average, both as a proportion of income and in absolute terms. Key examples are the North West, North East, and South Wales.

Those places where people are the least generous are some of the richest in the country.

Notable examples are the London constituencies of Kensington and Bayswater and Chelsea and Fulham. These areas have very high disposable incomes, but also have pockets of deprivation.

While places with the fewest donors are deprived, not all deprived areas have few donors.

There are places with high levels of deprivation but where there is also a high level of charitable giving. Notable examples include parts of Northern Ireland and the more remote areas of Scotland.



Tapestry

RECOMMENDATIONS - FOR POLICYMAKERS

1.

Support place-based giving initiatives across the UK, boosting existing initiatives to attract donations to local causes and catalysing activity in areas with the most need for donations.

2.

Use match funding to multiply the value of donations to the places that need it most. As places' abilities to attract donations improve, match fund endowments to deliver secure sources of income for local charities long term.

3.

Provide support and funding for capacity building and invest in the capacity of local civil society organisations to work with philanthropy.

4.

Encourage local political leaders to promote and celebrate giving, for example, by upskilling to strengthen their understanding of fundraising and working with philanthropy, participating in giving days, and supporting networking and awards events to celebrate local giving.



RECOMMENDATIONS – FOR CHARITIES

1.

Charities and wider civil society organisations should set up and engage with local place-based giving schemes. The best schemes offer a clear vision for a place, set out a narrative that inspires donors, and can bring together people who want to make a difference to the place they care about.

2.

Local charities should look for opportunities for collaboration, joint-working and co-ordination to ensure they can deliver the most impact in place.

3.

Local charities should consider including resilience or capacity-building activity as a component of proposals to grantmakers, strengthening their ability to deliver greater impact in the long term.

4.

National charities should consider how they can support the most deprived communities, supporting local charities or engaging in models like fiscal sponsorship (providing financial, administrative and governance services on behalf of small organisations).



Streetscene

RECOMMENDATIONS – FOR DONORS

1.

Donors should connect with local institutions, for example, the local community foundation and any place-based giving network.

2.

Donors should give to charities in an unrestricted way, trusting that local charities know best how to direct their funding. They should consider supporting ongoing core costs and costs associated with improving the charity's resilience and capacity.

3.

Donors should look for opportunities to contribute not only through donations of money, but also through volunteering, skill sharing and drawing on their connections to link organisations and people who want to support a place.

4.

Trusts and foundations working in a place-based manner should facilitate locally and community-led activity, working flexibly and responding to the needs of the place.



METHOD

In this report, findings for the calendar year 2024 are based on the responses of 13,459 individuals, unless otherwise indicated. The sample is constructed in such a way that it is nationally representative of the UK in terms of respondents' sex, age, region/nation and social grade.

All figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online and the figures have been weighted and are representative of all UK adults (aged 16+).

A statistical technique known as Multilevel Regression and Poststratification (MRP) was used to create the constituency- and ward-level maps. It is a method for adjusting public opinion poll results to account for any imbalance between the survey sample and the population in each constituency and is often used to predict election results by seat.

The data shown in each map is calculated based on the number of adults aged 18+ in that constituency or ward.



StreetScene

ABOUT CAF

The Charities Aid Foundation exists to accelerate progress in society towards a fair and sustainable future for all. Over the last 100 years, we have led the way in developing innovative approaches to giving. Annually, we distribute over £1 billion to social purpose organisations around the globe.

As a leading charity operating in the UK, US and Canada, CAF works at the centre of the giving world. We partner with corporate and individual donors to enable them to give more effectively, strategically and impactfully. This includes connecting them to charities globally and providing access to our in-depth sector knowledge, governance expertise and innovative giving solutions.

We help charities to strengthen their resilience and do more of their lifechanging work, through strategic advisory services from our Impact Accelerator, tools to support charities' fundraising activities, and charity financial services from CAF Bank Limited and CAF Financial Solutions Limited. Using our research, policy and campaigns work, we understand and influence the wider environment for charities and donors.

TOGETHER, WE GIVE MORE.

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