

# INSIDE GIVING: COMPARING THE UK AND US

## HOW MUCH UK AND US DONORS GIVE



## THE CAUSES UK AND US DONORS SUPPORT

Religion is the top charitable cause area in each country.



## HOW UK AND US DONORS GIVE

Shared giving trends.

UK donors give to a more balanced mix of **international and local causes**, while US Donors are slightly more likely to give to local causes.

Tend to give to the **same organisations** every year.

Prefer their donations to be **anonymous**.

Exhibit a mix of **planned and spontaneous giving**.

Find causes and charities through **day-to-day life**.

US Donors are **far more comfortable** discussing charitable giving and humanitarian causes with their friends and family.

## WHY UK AND US DONORS GIVE

Shared giving trends.

UK donors are **less motivated by personal tax benefits**, with nearly three in four saying that they have never been motivated by it.

**Feeling a connection** with a cause is the top motivator for donors in the UK and US, with about two in three saying this is a motivator all or most of the times they give.

US Donors tend to be more motivated by **convenience and wanting to feel good**.

### SOURCES

<sup>1</sup> UK Giving 2024 - CAF.

<sup>2</sup> Our calculation is based on total UK giving ÷ the UK population (16+) ÷ 12 months.

<sup>3</sup> Giving USA.

<sup>4</sup> Our calculation is based on giving US individuals ÷ the US population ÷ 12 months.

## AMERICAN DONOR FUND

A dual qualified Donor Advised Fund for your US and UK taxpayer clients



### Why work with us?

- **Add 25% UK Gift Aid** – boosting the value of your clients' cash contributions, where it applies, and increasing the related US tax deduction by 25%.
- **Rely on the trusted name in giving** – we have been providing US/UK dual qualified philanthropy services, with 25 years' experience.
- **Ensure flexibility** – we accept contributions in many forms, including cash, appreciated securities, property and art.
- **Invested funds** – we can work with your client's preferred investment manager to invest the funds in a discretionary portfolio.
- **Benefit from 100 years of experience** – that is how long the Charities Aid Foundation (CAF) has supported donors in making an impact. We have a strong track record and maintain the highest standards.
- **Gain reassurance** – CAF distributes over £1 billion to charities across the world each year.
- **Philanthropy explained** – we fully brief advisers on philanthropy and the work we do.
- **Impactful giving** – from strategic advice to grantmaking and social investment, our Impact Accelerator team can help your clients maximise their charitable impact.

### Benefits we offer your clients



#### Dual tax relief

Your clients can claim eligible US and UK tax relief on their global giving, including adding 25% through UK Gift Aid, where applicable.



#### Online access

Your clients can see details of their giving, make requests from their funds, and manage their account from any device.



#### Expert support

Our specialist team of Relationship Managers are here to offer expert support to you and your clients.



#### A portable service

If your clients move back to the US or the UK from where they currently live, they can continue to use CAF as their giving partner.

**CAF**  
Charities Aid Foundation

### TALK WITH US ABOUT OUR AMERICAN DONOR FUND

Call: +44 (0) 3000 123 150 (UK office) +1 (917) 970 8911 (New York office)

Email: [cadf@cafonline.org](mailto:cadf@cafonline.org) Visit: [cafonline.org/cadf](http://cafonline.org/cadf)

Telephone lines are open Monday to Friday, 9am to 5pm GMT (except UK bank holidays).

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