

Cash in our pockets continues to decline. Charities turning to phone payments as survey shows big rise in people carrying no cash.

Tuesday 24 May, 2016

24th May 2016 - DONATE (the charity brand of the National Funding Scheme), in conjunction with YouGov, today announces the results of its research into the nation's holding of cash. 37% of all GB adults carry £10 of cash or less with 15% of those between 25-34 carrying no cash at all. Moreover, 74% of adults hold £30 or less in their wallets, 60% hold £20 or less and 8% hold no cash at all. This shows a further reduction in those not holding cash, as a similar survey from 2013 said only 5% of UK adults had no physical money*.

This research, looking at the holding of cash against a range of demographic variables, supports the concerns of charities and other sectors that rely on cash transactions. Whilst retailers have moved to provide non-cash means of paying for goods and services, charities remain some way behind. However, help is at hand from DONATE which provides a free platform for all charitable organisations to raise funds using mobile phones. With over half a million pounds** raised through its platform and continuous growth, DONATE provides an easy and simple way for individuals to give any amount from £5 upwards without any upper limit.

Philippa Esson, Development & Communications Director of DONATE, said *"This research underscores the importance of charities making use of the one device that all of us have; a mobile phone, for collecting donations. No longer can charities rely on their donors having cash in their pockets."*

* Consumer Intelligence questioned a nationally representative sample of 2,149 UK adults aged 18+ between 11th and 14th September 2013 which showed just over 5% said they had no physical money in their possession
(<http://www.thinkmoney.co.uk/news-advice/how-much-cash-are-you-carrying-0-4271-0.htm>)

** <http://www.nationalfundingscheme.org/wp-content/uploads/2016/05/pr09052016-2.pdf>

About the National Funding Scheme

The National Funding Scheme, operating under the DONATE brand, provides a range of free mobile fundraising tools for charitable organisations to maximise fundraising campaigns.

Charities pay 2.5% of the donation to cover payment processing. When donors add Gift Aid DONATE sends on 114% of the donation. The platform is free for three quarters of charities with the largest charities paying a fee which is refunded once they've raised a set amount. See www.easydonate.org/faqs for full terms and fees.

Charities wishing to register with DONATE should go to www.nationalfundingscheme.org/portal/register or for further information contact: hello@nationalfundingscheme.org

www.easydonate.org

About the research

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2003 adults. Fieldwork was undertaken between 13th - 16th May 2016. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+). Respondents were asked: Approximately how much, if any, cash do you tend to carry with you (e.g. in your purse, wallet, handbag, pockets etc.)?

Contacting us

For further information please contact William Makower on

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DONATE

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