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

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Media:

DONATE

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