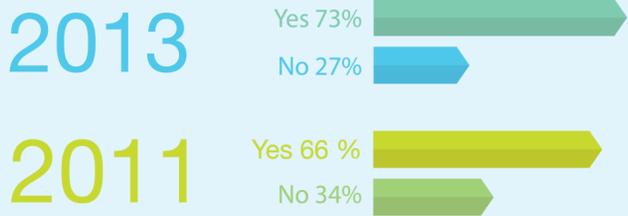
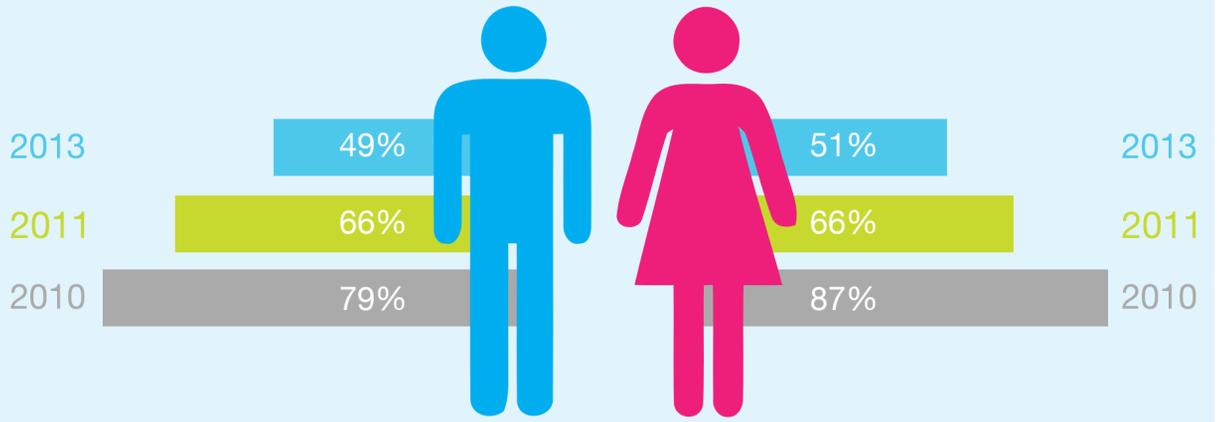


## Proportion of people that give to charity



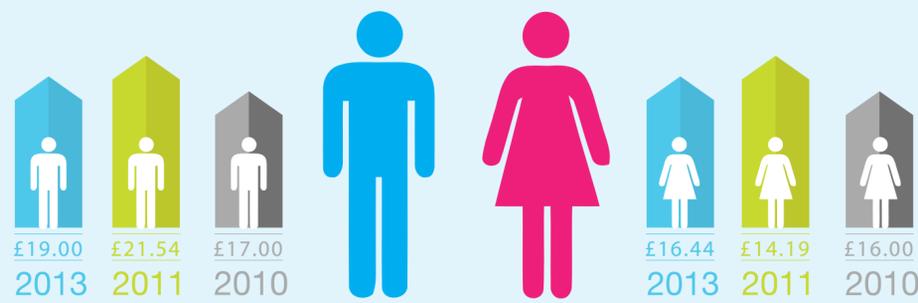
## Who gives to charity?



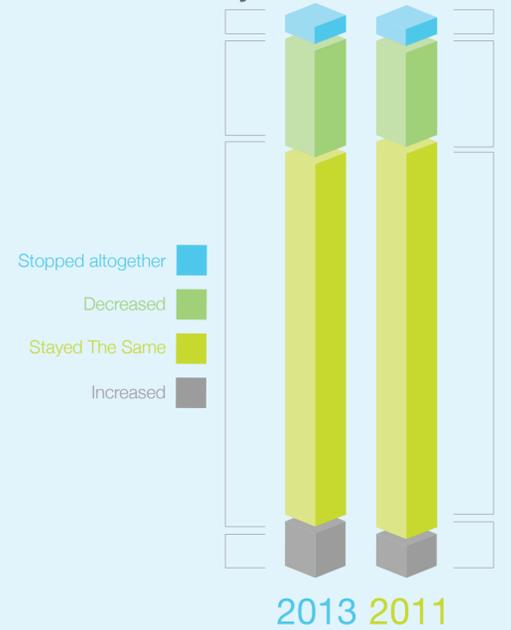
## Average donation



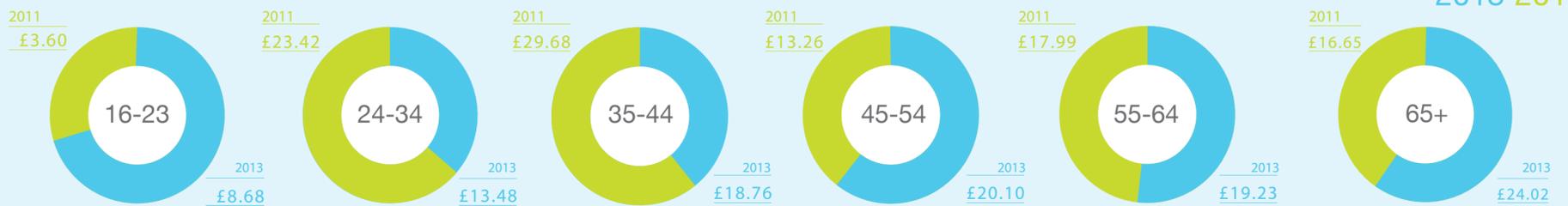
## Average donation by gender



## Consistency of donation



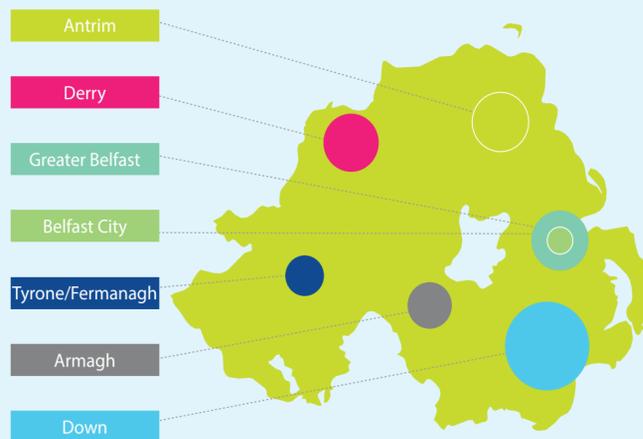
## Average donation by age



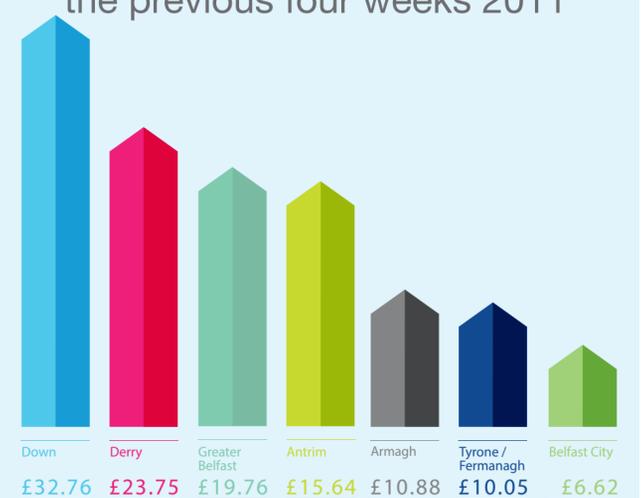
## Average giving by region in the previous four weeks 2013



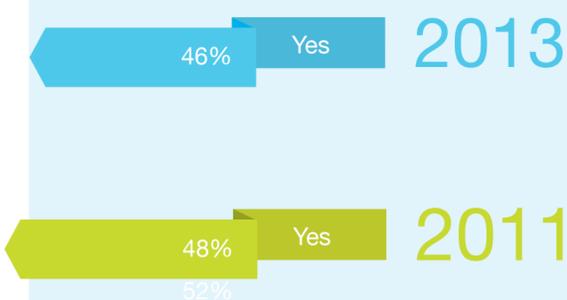
## Average donation by region



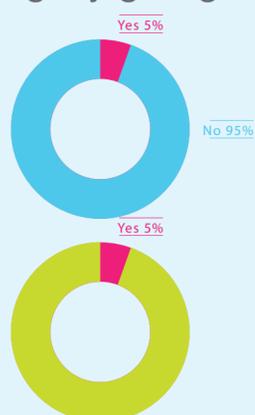
## Average giving by region in the previous four weeks 2011



## Gifts in kind



## Legacy giving



## Potential of legacy giving

