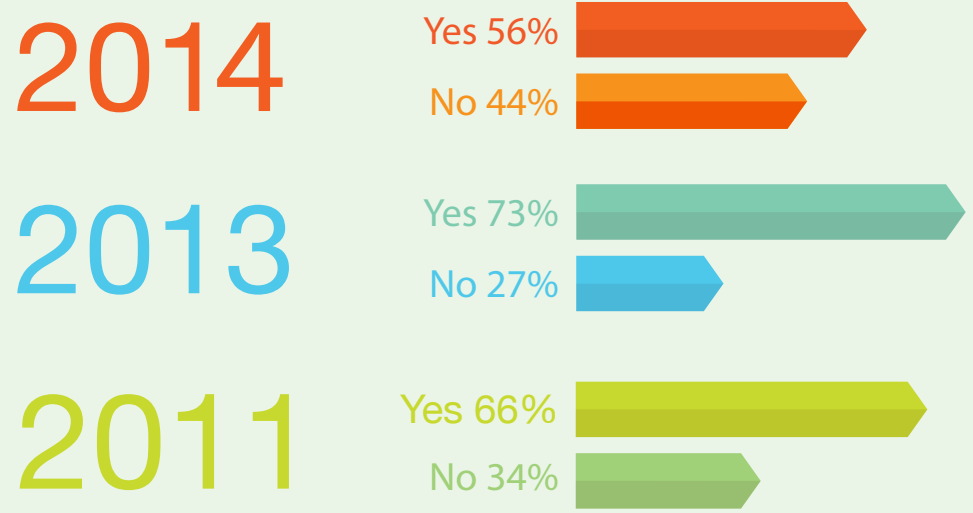


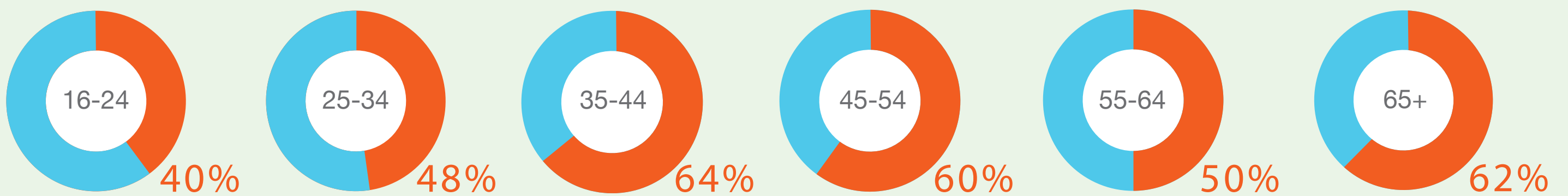
Proportion of people that give to charity



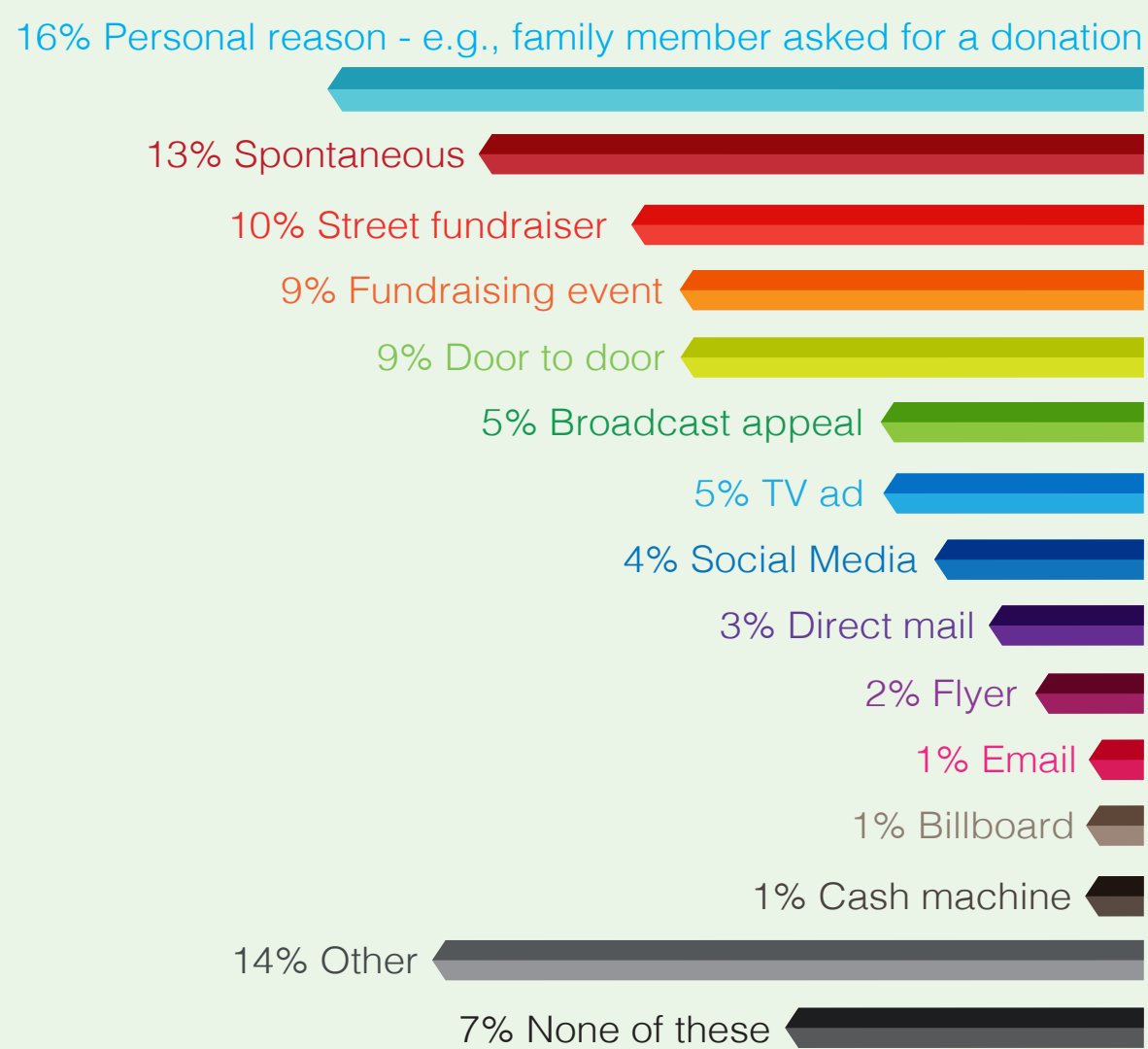
Who gives to charity?



Proportion of those that give to charity by age (%)



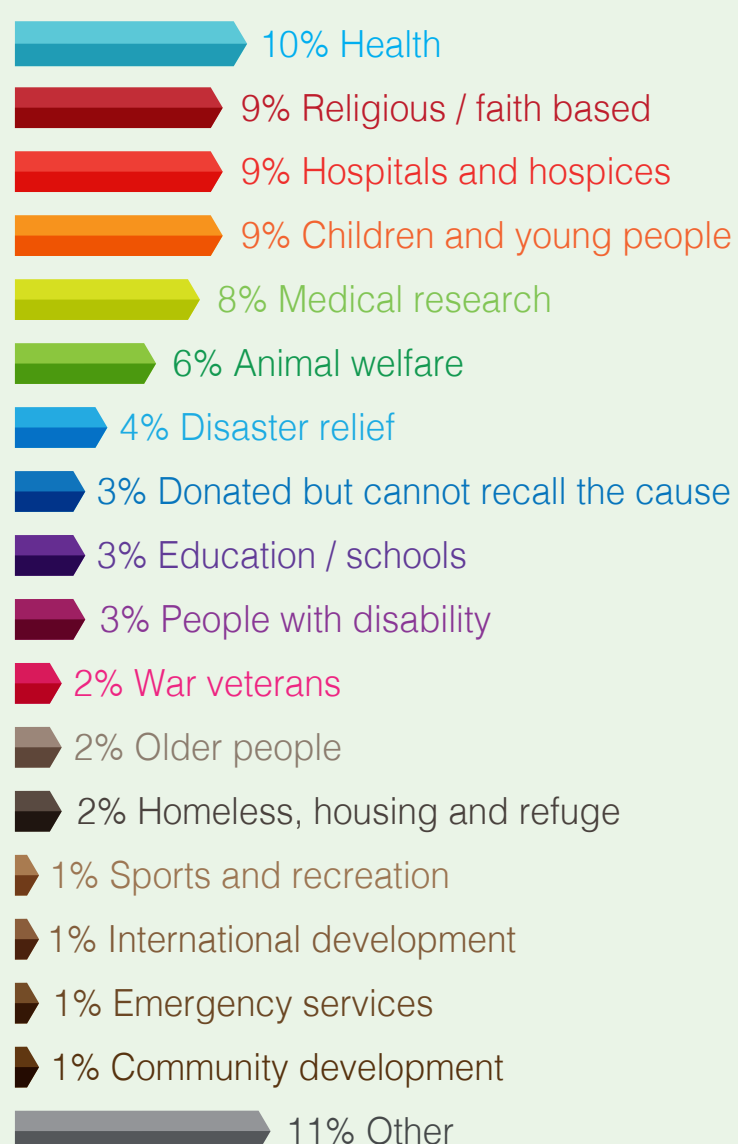
Fundraising techniques which prompted individuals to donate



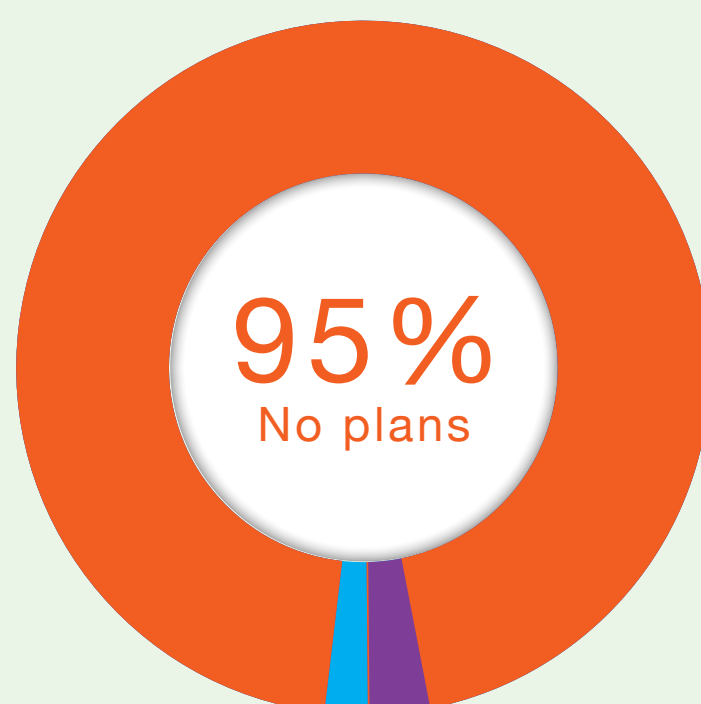
Method of Donation



Causes donated to in the past four weeks (%)



Plans made for leaving a legacy



3% Considered leaving a legacy
2% have already made a legacy pledge

What would encourage individuals to leave a legacy?



44% I have not donated in the last four weeks