

# The impact of the cost-of-living crisis on grassroots charities and causes

Results and analysis – Spring 2023



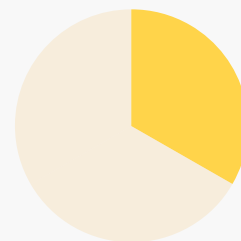
Grassroots causes are concerned about the impact the cost-of-living crisis is having now, and even more concerned about the impact it will have in the next few years.



Just 6.34% of grassroots charities and causes said they had not been affected by the cost-of-living crisis.



Running costs are up and money raised is down – with 59.77% predicting that they will raise less money in the future.



Over one-third of grassroots charities and causes will be changing the way they fundraise in 2023 in order to try to mitigate the effects and survive into the future.

We had over **1658** responses from grassroots charities and causes across the country, most hyper-local and serving the communities where they are based.

Of our respondents more than **46.56%** have an annual income of less than **£5,000** per year.



**92.54%** of respondents currently use easyfundraising to raise funds.

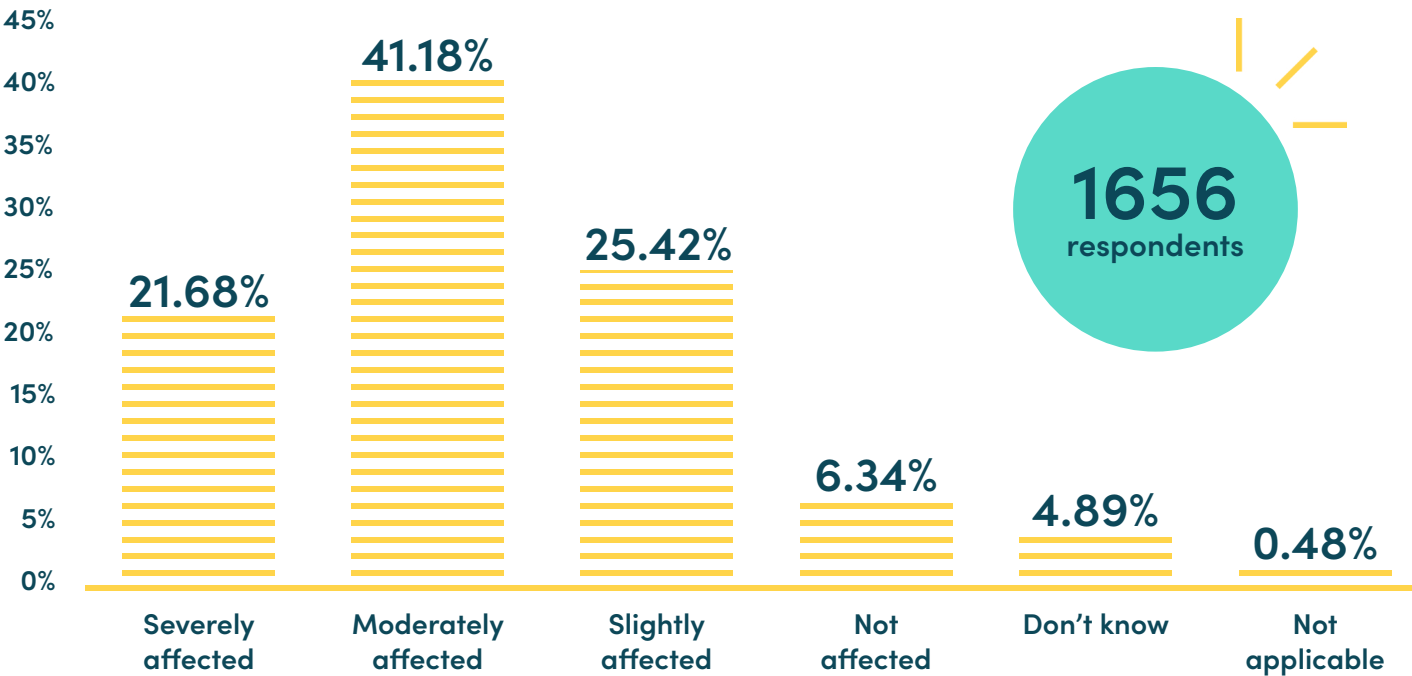


Respondents were based across the UK



More than three fifths said the cost-of-living crisis has had a severe or moderate impact on their fundraising income

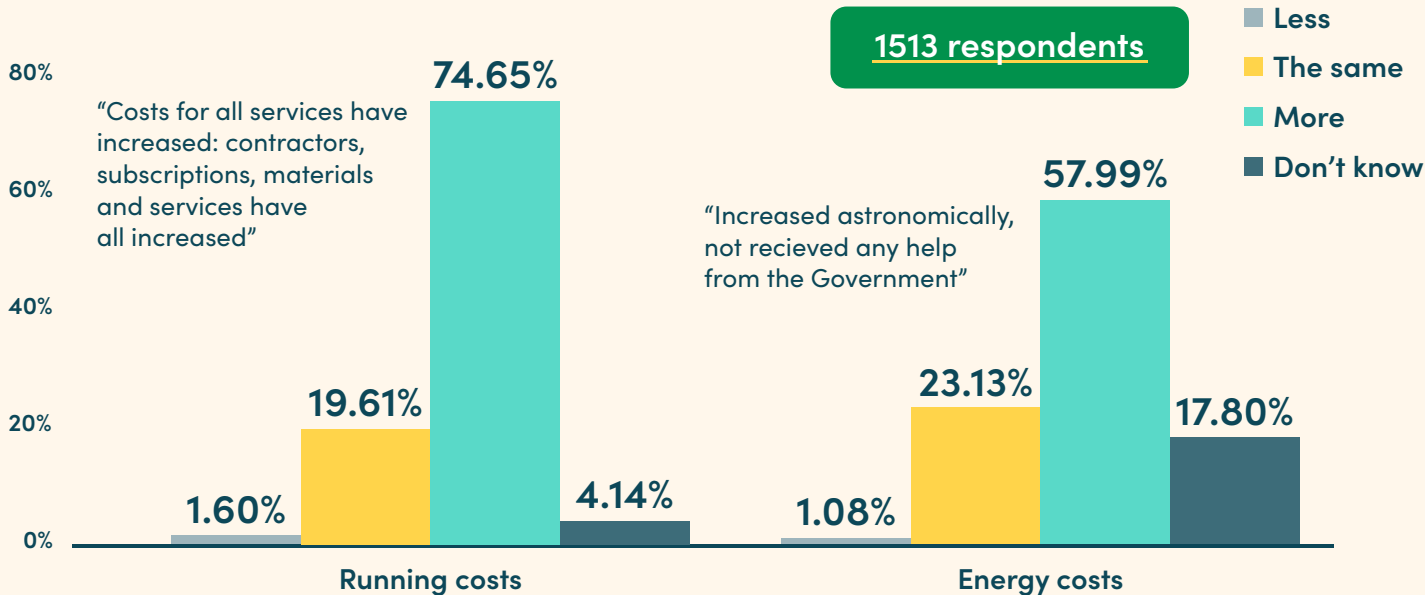
Thinking about the impact of the cost-of-living crisis, to what extent has this negatively affected your fundraising income?



Running and energy costs have increased for the majority of grassroots causes

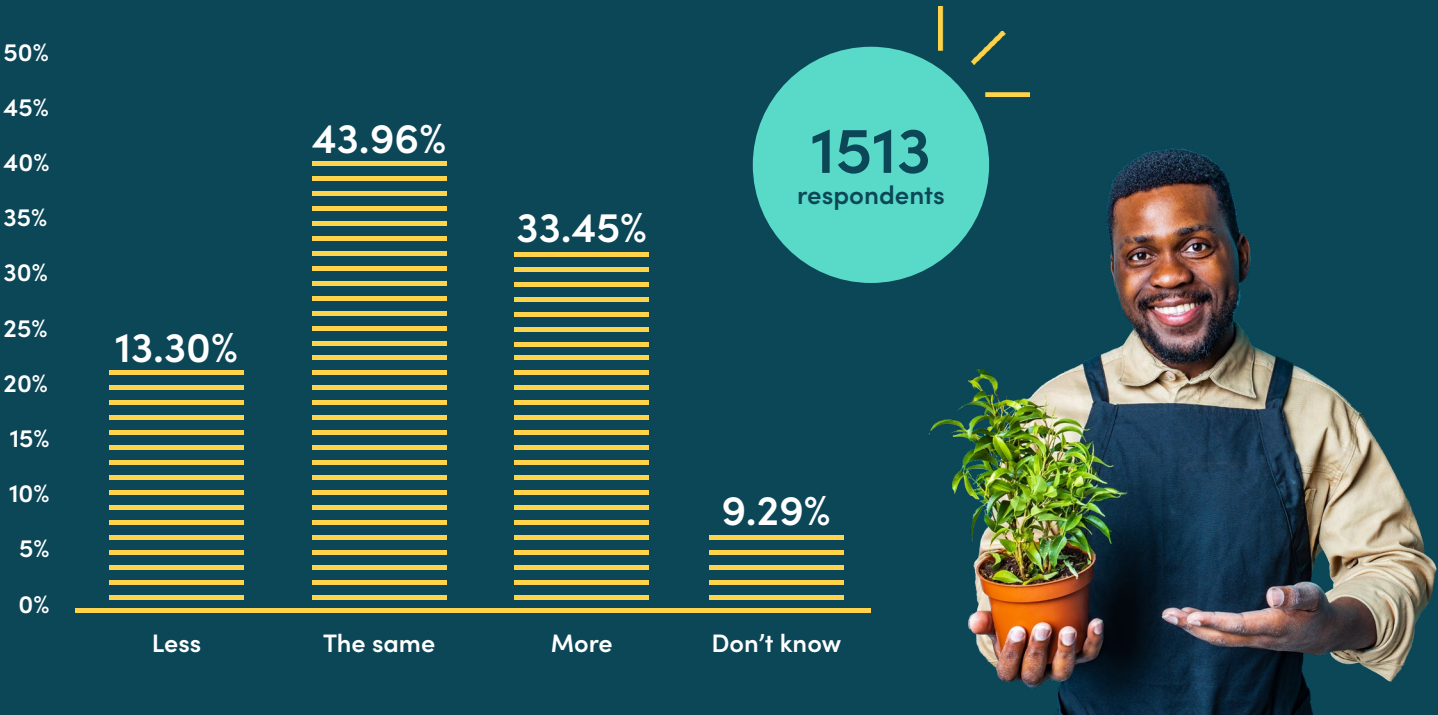


In which of the following ways is your charity/good cause being affected by the cost-of-living crisis (comparing this year to 2022)?



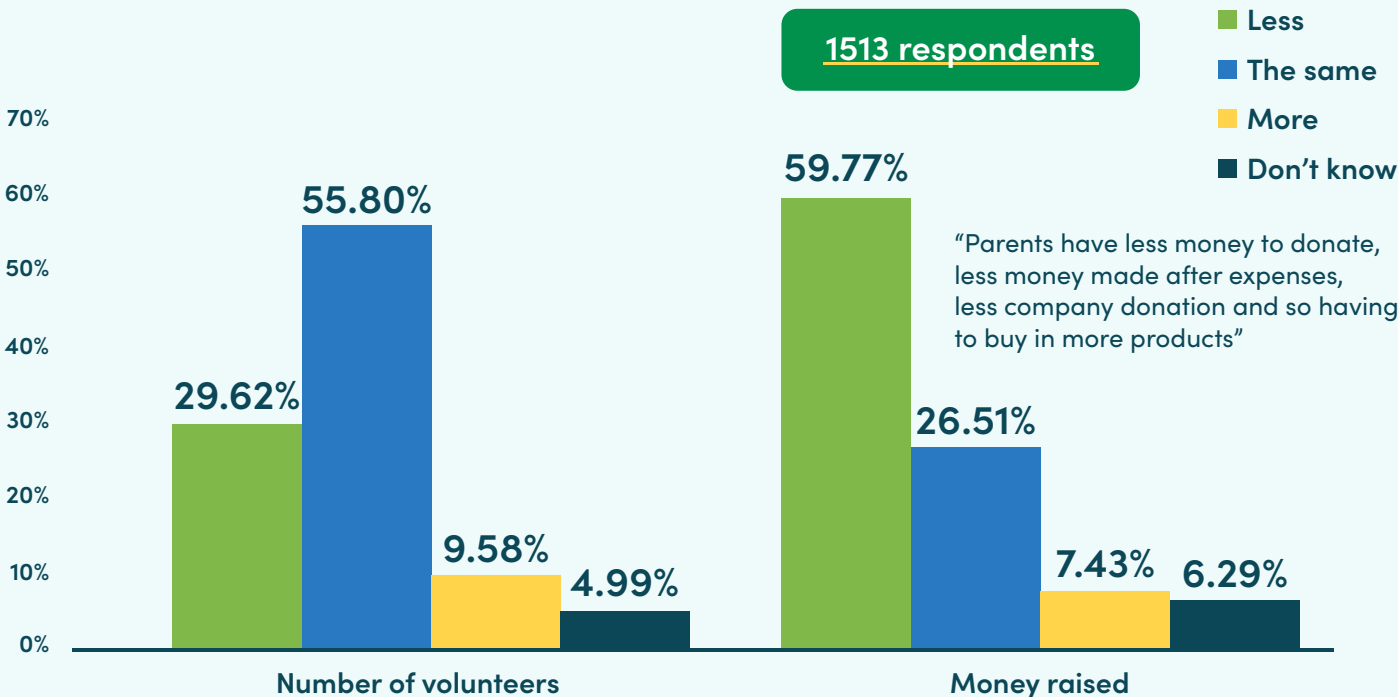
One third (34%) said that demand for services increased too

In which of the following ways is your charity/good cause being affected by the cost-of-living crisis (comparing this year to 2022)?



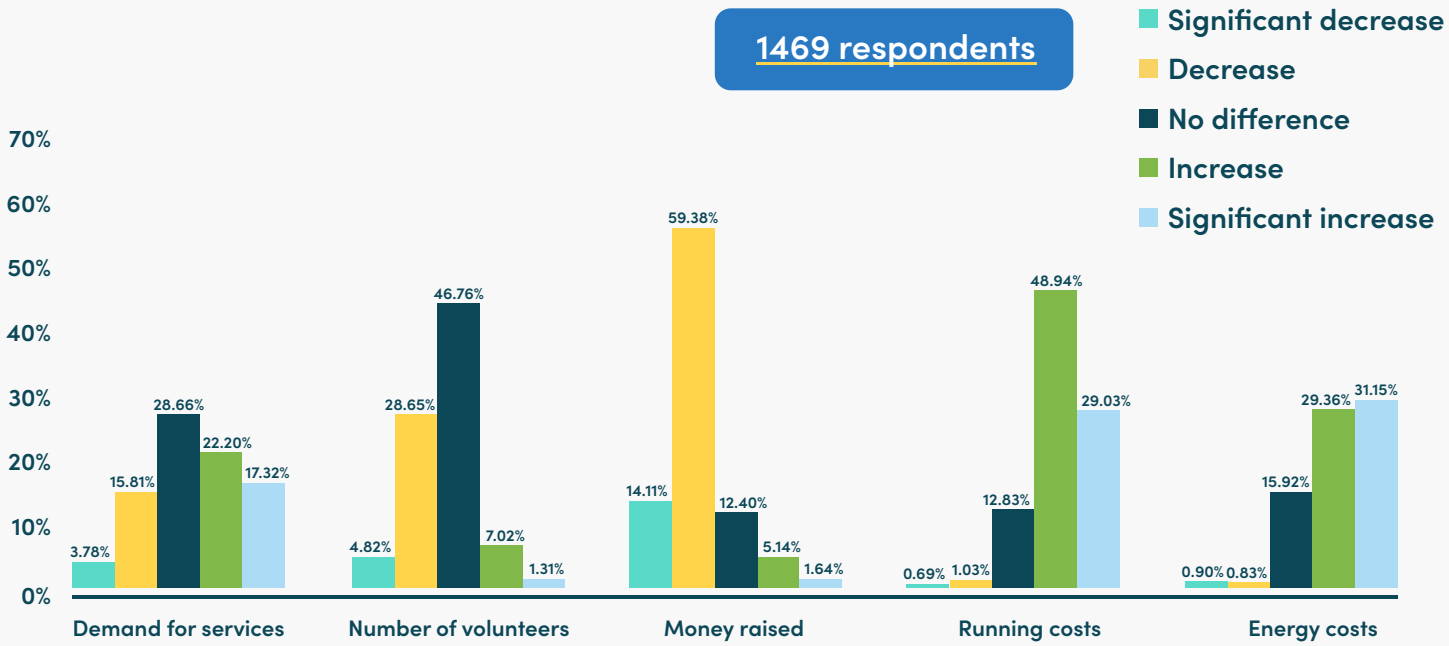
Nearly 60% of grassroots causes think they will raise less money this year than they did last year

In which of the following ways is your charity/good cause being affected by the cost-of-living crisis (comparing this year to 2022)?



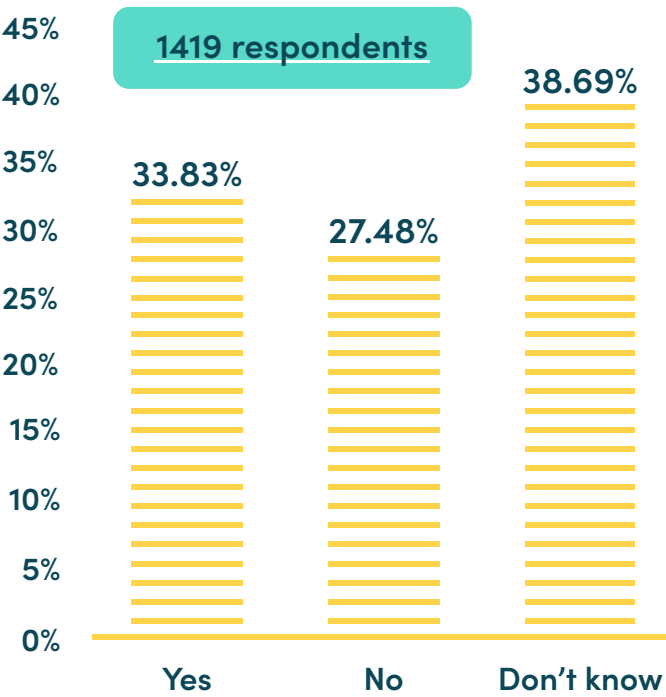
And grassroots charities and causes are predicting similar trends going forward...

Thinking forward, what impact do you think the cost-of-living crisis will have on your charity/good cause?



One-third of grassroots causes will be changing the way they fundraise

Will you be changing the way youfundraise in 2023?



“Cultural and Creative programme funding will be on hold whilst we focus on supporting our communities with warm spaces, food banks, mental health and well-being support and a range of therapeutic offers”

“We need to diversify our funding sources”

“A great push on passive donating; easyfundraising and legacy donations in particular”

“We need to improve our digital fundraising, but with little time and resources, this is challenging”

“We will need to be looking for more innovative ways to raise funds as the demand for funding in the area increases the pool from which we would normally get funding decreases”

# Impact of the cost-of-living on grassroots causes

“ We will be relying on grants much more to fill the gaps ”

“ May make the decision in 2023 to close our CIC ”

“ We are pushing fundraising via different means allowing visitors to use sites like easyfundraising ”

“ Doing more ‘little and often’ so more opportunities to engage with people, but less pressure on them to have to get involved ”



# What easyfundraising donations are used for and the impact it has

“ Helps to support our 24/7 mental health helpline ”

“ Purchasing items which help to enhance the children’s experience at school – visualisers for KS2 classrooms, new books for school library, Christmas trees for each classroom, nature items for outdoor classroom ”

“ Allowed us to buy new equipment and to subsidise some costs on coach travel ”

“ It has helped us keep costs down for the less well off, elderly and disadvantaged members and helped us buy hydrotherapy equipment for the branch ”

If you are experiencing these issues  
and would benefit from raising free donations,  
join easyfundraising today:

Register your good cause

## Further information

Survey ran from 27th March – 7th April

**1658** people responded to the survey

For any other information, please get in touch  
with easyfundraising at [www.easyfundraising.org.uk](http://www.easyfundraising.org.uk)