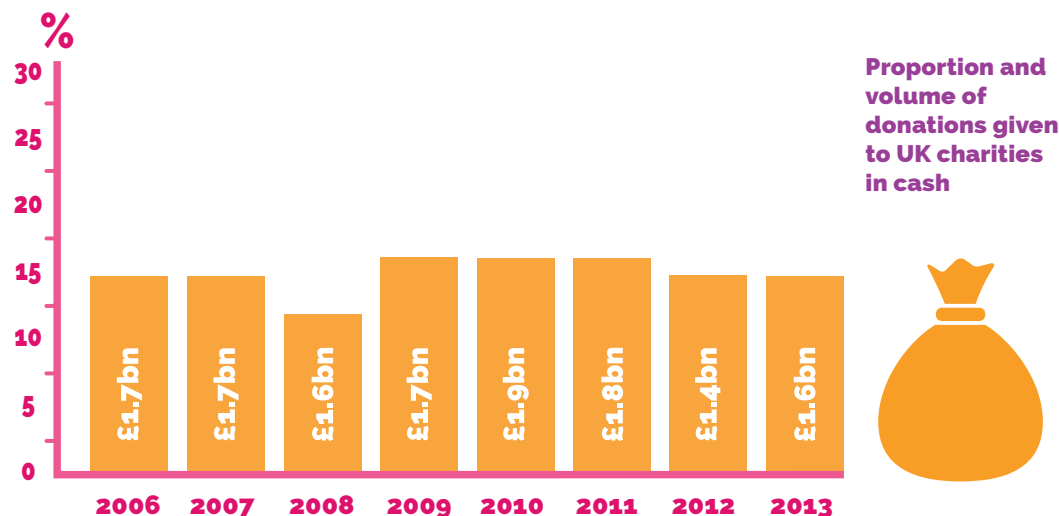


# THE CASH TIMEBOMB: WHY FUNDRAISING IS AT RISK

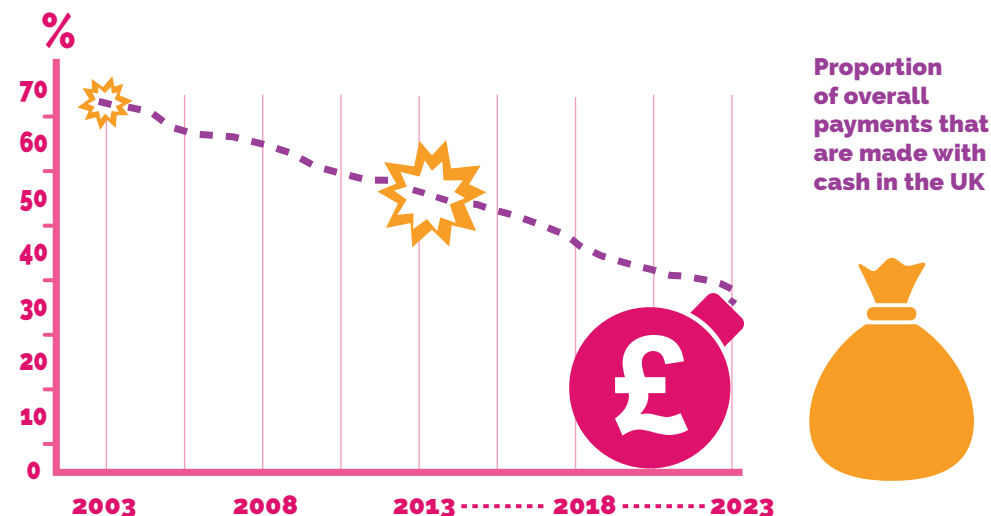
## CHARITIES RELY ON CASH DONATIONS

Sources ■



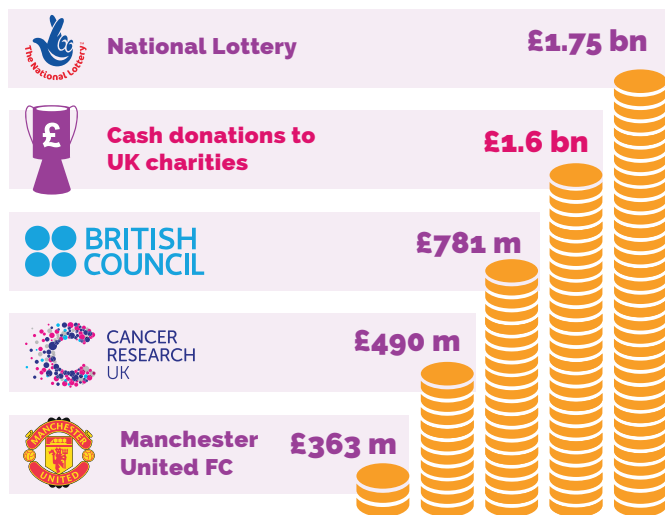
## BUT CASH IS NO LONGER KING

Sources ●



## CASH IN CONTEXT

How cash donations compare to other annual incomes



Sources ▼

## HOW MUCH DO WE GIVE?

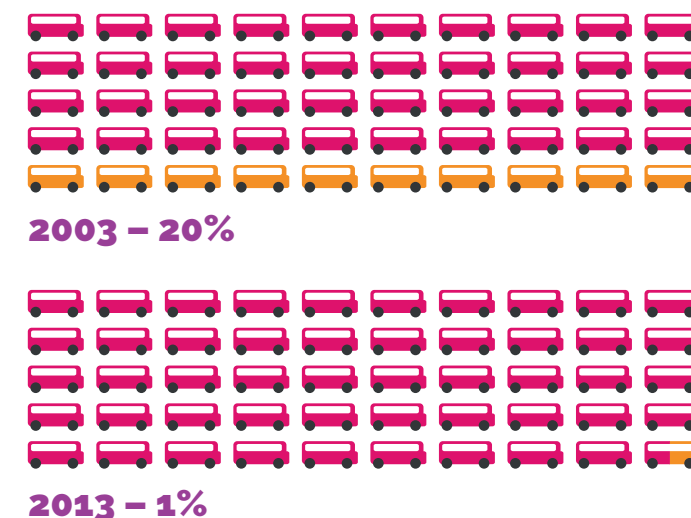
Average value of donations made with cash in the UK



Sources ◆

## END OF THE ROAD

Proportion of London bus fares paid for with cash



Sources \*

**SNAPDONATE** is an app that automatically recognises charity logos so that people can give on the go. SnapDonate.org

**SOURCES:** ■ Charities Aid Foundation 'UK Giving reports 2006-2013'. Figures are based on interviews with 1,500 adults as part of Office of National Statistics' Omnibus survey and adjusted for inflation. ● Payments Council 'UK Cash & Cash Machines Report 2014' ▼ National Lottery Distribution Fund annual income 2014 (See [bit.ly/1w2ahLA](http://bit.ly/1w2ahLA)) Charities Aid Foundation (UK Giving Report 2013) British Council total annual turnover 2013 (See [bit.ly/1DbIBYX](http://bit.ly/1DbIBYX)) Cancer Research UK total fundraising income 2014 (See [bit.ly/1DbI2hJ](http://bit.ly/1DbI2hJ)) Manchester United PLC annual revenue 2013 (See [bit.ly/1DbmDUF](http://bit.ly/1DbmDUF)) NB: All figures are the most recent ones published at time of publication ◆ Median value based on inflation-adjusted data from Charities Aid Foundation 'UK Giving Reports 2006-2013' \*Transport for London (See [bit.ly/1CWkl4I](http://bit.ly/1CWkl4I)). Since July 2014, cash is no longer accepted on London buses.