

Stewardship⁺

Generosity Report (2025)

Exploring Christian giving
in the UK



#GenerosityReport

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Foreword

Stewardship is on a mission to help Christians be the best stewards of the resources God gives them. We help donors discover the joy of generosity and we equip, strengthen and grow the many causes they support.

Since the launch of our first Generosity Report last year, we have been blessed with opportunities to share the findings with national and local leaders of churches and Christian ministries. Our goal was to explore the gap between current and potential levels of generosity in the UK, and it has been so encouraging to see this research already shaping national conversations about how we might better resource God's work here on earth.

For this second report, our core questions remained: how much are Christians giving and why do they or don't they give? We scaled up the research, with around 2,000 more Christians completing the survey. We also significantly increased the number of qualitative interviews by using AI technology to conduct 50 in-depth virtual interviews. The larger sample enables greater statistical robustness and more granular and authoritative analysis of all demographics. The addition of a fourth sample category of 'Committed Christians' has allowed us to examine in more detail the relationship between generosity and depth of faith practice.

The result is another set of rigorous, objective data that gives us further insights into what drives or hinders generosity. These insights point towards steps we can take to help create an optimal culture for generosity; one in which donors are inspired to give more, discovering more joy as they do; and one in which the causes they give to can evidence the sound governance needed to build trust and invite support with confidence. You'll find further information to help you in our updated recommendations and resources.

We envision a thriving Kingdom economy where God's people steward resources generously to advance the Gospel. Our hope is that this annual research report will be a valuable support to you in your role in that economy. Please let us know your feedback so we can continue to develop all that we do to support you in your ministry.



Janie Oliver

CEO

About Stewardship

Stewardship serves Christian donors, workers, charities and churches in the UK and beyond called to faithfully steward their resources for God's glory.

We have been working with generous Christians and the ministries they support for over a century. Today, we help over 30,000 donors discover the joy of generosity as they give around £110 million every year to over 12,000 church, charity and individual partners. Our professional services also equip, grow and strengthen those partners so they can create more impact for God's Kingdom.



Key findings



Introduction

In our first Generosity Report, our goal was to try and understand how big the gap was between what people were already giving and the potential for increased generosity.

This year, we focused on adding greater granularity to the research process, digging deeper into what is both driving and hindering generosity in the UK with a particular focus on the direct effect of Christian practice on generosity.

We start our summary by providing some data to help capture UK Christian generosity as of September 2024. The key research findings are then grouped into three categories – ‘Active faith’, ‘Giving habits’ and ‘Influences on giving’ – to help us further unpack the interrelationship between faith and giving and what is driving generosity.

Last year we segmented the sample into three groups to better understand the relationship between Christian practice and giving. This year, to help us delve deeper into the data, we’ve added a fourth group to distinguish the most engaged Christians. The four groups are as follows:



Committed Christians

1,217

Attend church at least once a week and read the Bible at least once a week.



Practising Christians

487

Attend church at least once a month and read the Bible at least once a month.



Church-going Christians

1,229

Attend church at least once a month but read the Bible less than once a month.



Cultural Christians

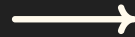
3,079

Identify as Christians but attend church less than once a month.

Throughout the report we refer to Christians giving to causes. It is important to note that this refers both to donors making direct gifts to causes and also donors giving to donor advised fund (DAF) charities like Stewardship. In the latter case, gifts are made to the DAF; the donor then requests that the DAF makes grants to the causes they would like to support.

Measuring the giving potential

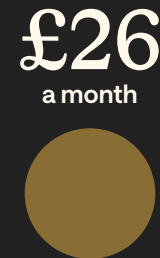
Average Christian
monthly giving



Average monthly
giving to
Christian causes



Average monthly
giving to
secular causes



Average Committed Christian
monthly giving



Christians in the UK give an average of £124 a month.

This equates to 5.3% of their income across all causes, including their churches.¹

This is two whole percentage points higher than what was reported in last year's research. £59 more than the £65 per month that is reportedly given by UK citizens to all charities.²

This breaks down into an average of £98 or 4.2% per month being given to Christian causes.

(Namely church, Christian charities and Christian workers)³ and £26 or 1.1% per month, to secular causes.⁴

Committed Christians give an average of £314 a month, equating to 11.2% of their income.

This breaks down into an average of £253 or 9% per month to Christian causes (including church, Christian charities and Christian workers) and £61 a month or 2.2% per month to secular causes.⁵

Current Giving gap

Potential average giving

2024 report actual
average giving

£73
a month

2025 report actual
average giving

£124
a month

£236
a month

If every Christian adopted the biblical principal of tithing – which is defined in this report as giving 10% of monthly income after tax across all charitable causes – **the total amount being given to all causes would be an average of £236 a month.**⁶

Although the giving gap – that is the discrepancy between actual and potential giving based on the tithing principle – has shrunk by £47, the disparity that remains in these numbers points to **a giving potential that these findings can help to unlock.**

Why has Christian giving gone up?

Why has the level of giving increased so significantly since the 2024 report?

We believe a number of factors could have influenced this change. The first of which is the timing of the research. The survey for this report took place in September 2024, while the survey for the 2024 report was conducted in November 2023. Approaching Christmas, November is a time of year where people often feel financial strain, and therefore may have been giving away less of their money than usual.

Another factor is that the sample size has increased by 2,000 Christians. Additionally, this year we have further segmented the Practising Christian group to include a new category we are referring to as 'Committed Christians', those who attend church and read their Bible at least once a week. Data tells us this new group is the most generous so, as they make up 21% of the whole sample, the overall average giving figures will be positively influenced. Additionally, due to having a larger sample, the standard deviation⁷ of donation sizes is larger than in the research for the 2024 report, meaning there was a greater spread of generosity levels across all Christian practices, while the overall patterns remained consistent.

Key findings in summary

Active faith



- 1 Deeper Christian practice leads to greater generosity
- 2 Committed Christians experience the most joy from their generosity

Giving habits



- 3 Donors' research is limited and changes with the depth of Christian practice
- 4 Most Christians regularly support two causes, but use their income generously in a wide variety of other ways
- 5 A charity's faith affiliation is not the deciding factor for most Christians

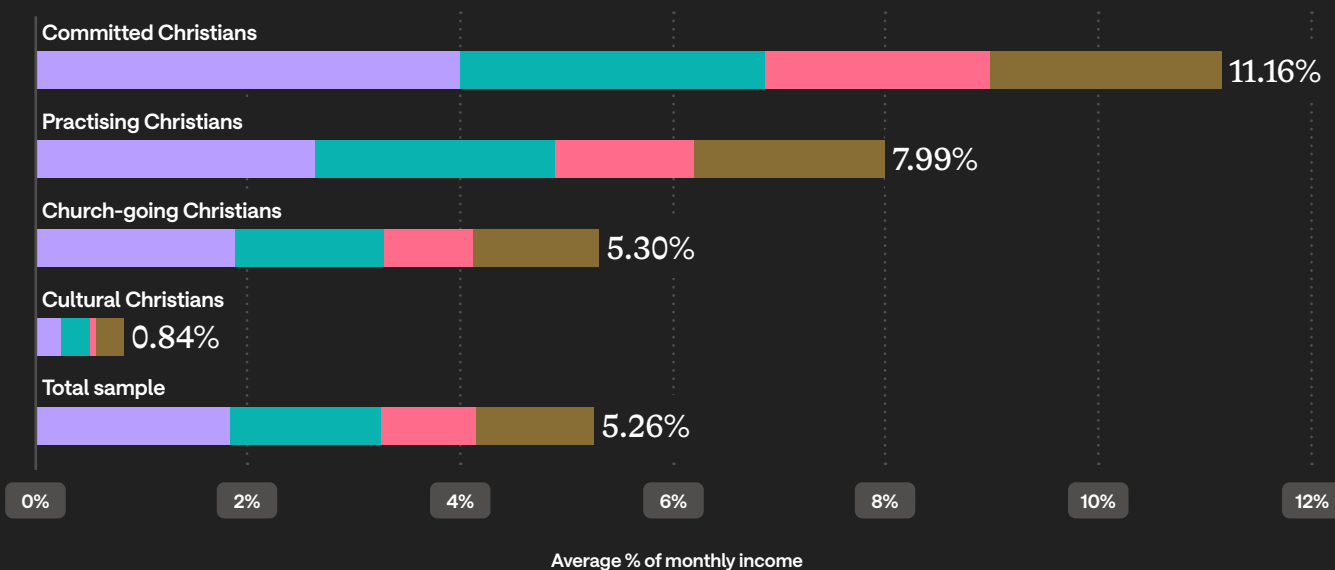
Influences on giving



- 6 Generosity varies across denominations, but depth of Christian practice and conversations on generosity have the greatest influence on giving
- 7 Christians are more likely to give to their church than to any other cause

FIGURE 1

Percentage given to all causes by level of Christian practice



The Christian monthly giving average across both Christian and secular causes is £124 or 5.3% of income after tax.

This is £59 more than the £65 per month that is reportedly given by UK citizens to all charities.

This breaks down into an average of £98 or 4.2% per month being given to Christian causes.

(Namely church, Christian charities and Christian workers) and £26 or 1.1% per month, to secular causes.

However, when considering those who attend church and read their Bible at least once a week, described as ‘Committed Christians’ in this report, those numbers increase rapidly.

Committed Christians give an average of £314 a month, or 11.2% of their income. This is £249 more than the average presented in the CAF report.

This breaks down into £253 or 9% per month, being given to Christian causes.

(Including church, Christian charities and individual Christian workers) and £61 or 2.2% per month, to secular causes.

If every Christian gave 10% of their income after tax, the total given to all causes would be an average of £236 a month

What has changed?

Most findings from this year’s research are consistent with last year’s. However, there have been some interesting developments:

1

Levels of giving have generally increased

Christians in this year’s research give on average £124 or 5.3% of their monthly income to all causes compared to £73 or 3.2% last year. Cultural Christians are giving away slightly more in total although this represents a fractionally lower proportion of their income - £18 or 0.8% in this report, compared to £17 or 1.2% in the 2024 report. The new category of Committed Christians report giving away on average £314 or 11.2%.

2

Seeing the impact of giving remains key

Once again ‘I felt part of something that can make a difference’ was the top reason Christians felt encouraged to give more to church and Christian charities when looking at the sample as a whole.

3

Affordability continues to be a barrier for givers

The biggest barrier to Christians giving more also didn’t change, with 47% citing ‘I can’t really afford to’ as the reason. This was closely followed at 37% by the new option of ‘I am happy with my current level of giving and the causes I support’.

4

The largest average monthly donation is now in support of Christian workers

In the 2024 report, the mean donation size to Christian workers (£40) was second only to church (£53). This year, the order is reversed. So, while church remains the most commonly chosen cause, the mean donation size to Christian workers (£73.37) is now the largest overall, marginally higher than the mean donation size to churches (£73.11). This may have been influenced by the definition for Christian workers being slightly changed to add more clarity for survey participants.



Behind the numbers

As with the previous Generosity Report, financial comfort and stability continue to be crucial factors as people decide how much of their income to give away. This is true even for Committed Christians.

Key factors

- Financial comfort and stability
- Christian teachings and beliefs
- Personal connection
- Prayer and spiritual guidance

Our interviewees discussed assessing their overall budget and financial obligations to ensure that their contributions were sustainable and manageable.

For instance, when determining the amount to give, one respondent stated what they give is determined by:

“ the amount that I feel [is] financially comfortable

However, there was specific reference to Christian teachings and beliefs also playing a significant role in determining the amount to give.

Some respondents adhere to the biblical principle of tithing, giving a set percentage of their income, such as 10%, to their church or religious causes. For example, one respondent said:

“ Ten percent is what I give as it is stated in the Bible

Personal experiences and the perceived impact of their contributions influence some respondents' decisions on how much to give.

People continue to feel compelled to give more if they have a personal connection to the cause or have witnessed its impact firsthand. One respondent shared that they:

“ [give to causes I] have personally been to and know that they provide good care

Some respondents rely on prayer and spiritual guidance to determine the amount to give.

As one respondent noted:

“ I pray and discern in faith

Behind the headlines





1

Deeper Christian practice leads to greater generosity

The 2024 report showed a consistent pattern of those maintaining higher church attendance and regular Bible reading being more generous in their financial giving.

This year, we wanted to understand if regular church attendance and Bible reading *caused* greater generosity, or if it was simply a *correlation*. As the Committed Christian group was added for further granularity, the trend has become yet more striking and thus strongly suggests that the level of Christian practice does cause increased giving.

The Committed Christian group read their Bible at least once a week and is consistently the most financially generous with 61% giving regularly to Christian causes and 44% to secular causes.

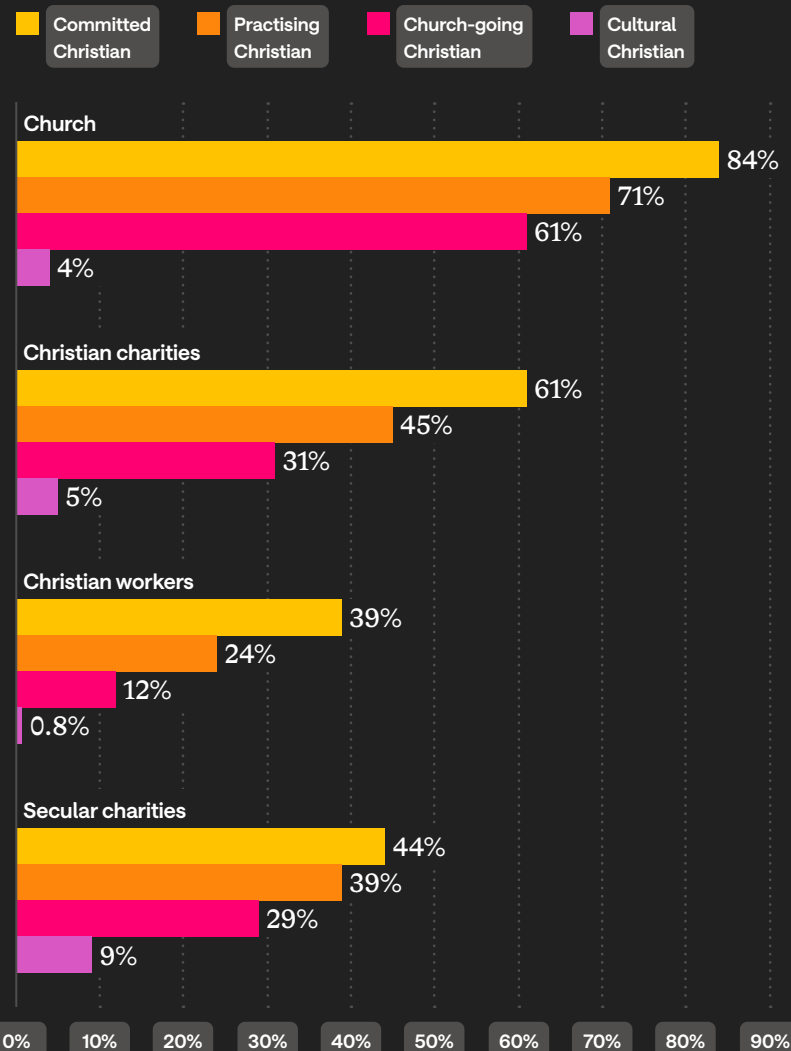
When compared to Practising Christians, who read their Bible at the lower rate of 'at least monthly', these numbers drop to 46% and 39% respectively. Additionally, the average percentage of post-tax income given away is 11.2% among Committed Christians, compared to 8% for Practising Christians. This demonstrates a strong relationship between Christian practice and financial generosity.

When it comes to motivation for giving, in the 2024 report 'I felt part of something that can make a difference' was the top reason why people felt encouraged to give more to church and Christian charities, at 29% and 33% respectively. For giving to Christian workers 'I could see how my money would be spent to directly benefit someone' scored higher by one percentage point at 21%.

For this report, new options were added to better understand the spiritual and theological motivations when it came to financial generosity. 34% of Committed Christians said that 'gratitude for the blessings (home, finance, family etc) God has given me' was the greatest motivation for them giving more, or more frequently to Christian causes. This was shared as the

FIGURE 2

Do you give regularly to each of the following?



top answer by Practising Christians at 25%. For Church-going Christians and Cultural Christians, this was selected at a lower rate with only 19% and 5% choosing the option respectively. The second most popular motivation for Committed Christians was 'gratitude for what Jesus did for me at the cross' which was selected by 33% of participants, whereas only 3% of Cultural Christians selected this option. Church-going Christians and Cultural Christians were most likely to say that they were not sure or that the question did not apply to them (29% and 69% respectively). When they did respond 'I felt part of something that can make a difference' was the most popular answer for both groups (22% and 9% respectively).

“

I read my Bible to grow my faith, and giving is an expression of it. They are both a part of my identity as a Christian and a result of my commitment to the faith.

Lydia

25 · White Independent Wales



The variance in answers across the Christian practice categories demonstrates how deeper levels of Christian practice are associated with generosity being theologically or spiritually motivated. As these groups give away the highest proportion of their income, this suggests that theological and spiritual motivations are the strongest when it comes to increased financial generosity.

FIGURE 3

Reasons why participants increased their giving

Top 9 for all participants

- 18% I felt part of something that can make a difference
- 15% I could see how my money would be spent to directly benefit someone
- 14% Gratitude for the blessings (home, finance, family etc) God has given me
- 13% I could see the impact it would have on people in my community
- 12% I have a direct personal connection with the cause
- 12% I was inspired by what the cause has achieved in the past
- 12% By giving, I felt part of the ministry I was supporting
- 11% I knew giving more to a deserving cause would feel good
- 11% Gratitude for what Jesus did for me on the cross

Top 5 for Committed Christians

- 32% Gratitude for the blessings (home, finance, family etc) God has given me
- 30% Gratitude for what Jesus did for me on the cross
- 29% I felt part of something that can make a difference
- 25% By giving, I felt part of the ministry I was supporting
- 25% I could see how my money would be spent to directly benefit someone

Note: The above reflects reasons for increased giving across all cause types. 'Not sure/does not apply' was the most selected option (46%) across participants. 'Not sure/does not apply' was selected by 16% of Committed Christians.

Behind the numbers

For those who engage in deeper Christian practice, becoming a Christian often led individuals to view money through the lens of their faith, with an emphasis on stewardship, generosity and the moral implications of financial decisions.

Reading the Bible has a profound influence on beliefs, actions, and approaches to financial giving. For some, it reinforced existing beliefs about generosity and the importance of helping others. Overall, it was seen as a vital practice that enhances one's Christian walk, offering comfort, guidance, and a deeper connection with God. People also talked of the Bible reminding them of their purpose.

While interviewees of all levels of Christian practice pray, the language used to describe prayer and the impact it has on the interviewee varied depending on practice. Among those Christians with a deeper practice, prayer shaped their beliefs and actions, particularly in relation to giving, and was often spoken about in the context of reading the Bible. Some talked about how prayer drives their commitment to generosity and strengthens their relationship with God, which in turn influences their approach to giving. Prayer can also enhance the sense of community and shared purpose when done with others, inspiring people to give more generously.

The theology gap grew as Christian practice declined; however, even those with a lighter level

of faith engagement did acknowledge that their Christian upbringing instilled a sense of duty to give.

It appears that Christian teachings on morality and duty can have a lasting impact on financial decisions, even if an individual's religious observance has decreased over time.

The role of prayer on the spectrum of Christian practice

Light Christian practice

- More like general meditation
- A time to process and find peace
- Less consistently has an impact on life beyond

Deep Christian practice

- Tied together with Bible reading
- Seeking God's guidance
- Reflecting on where the individual could change/develop



Case study: Daisy

25 · White · Baptist · Scotland

Daisy gives regularly to her church and a variety of Christian charities that support youth work, and care for children overseas. When asked about why she gives she stated: **"I see all my finances as belonging to God and I merely steward them."** She gives to the causes she supports because **"I have benefited massively from [the charities], so I want to give back to ensure their ministries continue."** She started giving to the overseas children's charity after hearing about their work at a worship event. **"I feel I am sowing into the Lord's work in my local and wider communities."**



Case study: Emmanuel

18 · Black · Anglican · East of England

Emmanuel gives to his church and a variety of charities, both Christian and not. His approach to financial giving is primarily motivated by his gratitude for what God has done for him: **"It has made me want to give more to charities as a thank you for what God has done."** This gratitude is a significant driver in his decision to support charitable causes, and while not always explicitly Christian, he chooses to support causes that align with the values Christianity has taught him.



2

Committed Christians experience the most joy from their generosity

For this report, two additional questions were asked regarding how Christians feel about their giving.

To ascertain whether respondents feel they are giving enough they were asked: 'How would you describe your current level of giving?'. The response options were: 'I think that I am giving too much', 'I think that I am giving the right amount', 'I think that I am not giving enough' plus 'Not sure' and 'Prefer not to say'.

It would seem that the depth of Christian practice has little obvious impact on the responses, with just under two thirds of all Christians who regularly attend church (Committed, Practising and Church-going Christians) saying that they think they give the right amount and around a quarter of all participants concerned they are not giving enough. However, Cultural Christians were by far the most likely to respond with 'not sure' (22%) when compared with those who regularly attend church (8%).

This question was followed by: 'Reflecting on the last 12 months, which of these words best describe how you have felt about your charitable

giving?'. Here, Christian practice has a clear impact. Committed Christians were by far the most likely to say that charitable giving leads to positive emotions.

41% of Committed Christians said they felt gratitude, compared to 30% of Practising Christians and 21% of Church-going Christians. Committed Christians were also seven percentage points more likely to say they felt 'excitement' than Practising Christians were (19% and 12% respectively). This figure dropped by half again when it came to Church-going Christians, where only 6% reported feeling this way. When it came to feelings of joy, this increased by around 10 percentage points with each level of practice, starting at 10% of Cultural Christians and going up to 42% of Committed Christians. As we know, the Committed Christian group is the one most likely to give away the greatest proportion of its income. All of this suggests that greater generosity leads to greater joy.

Additionally, Committed Christians have been exposed to the most teaching on generosity and therefore have a better understanding of the biblical basis for giving. This in turn may well

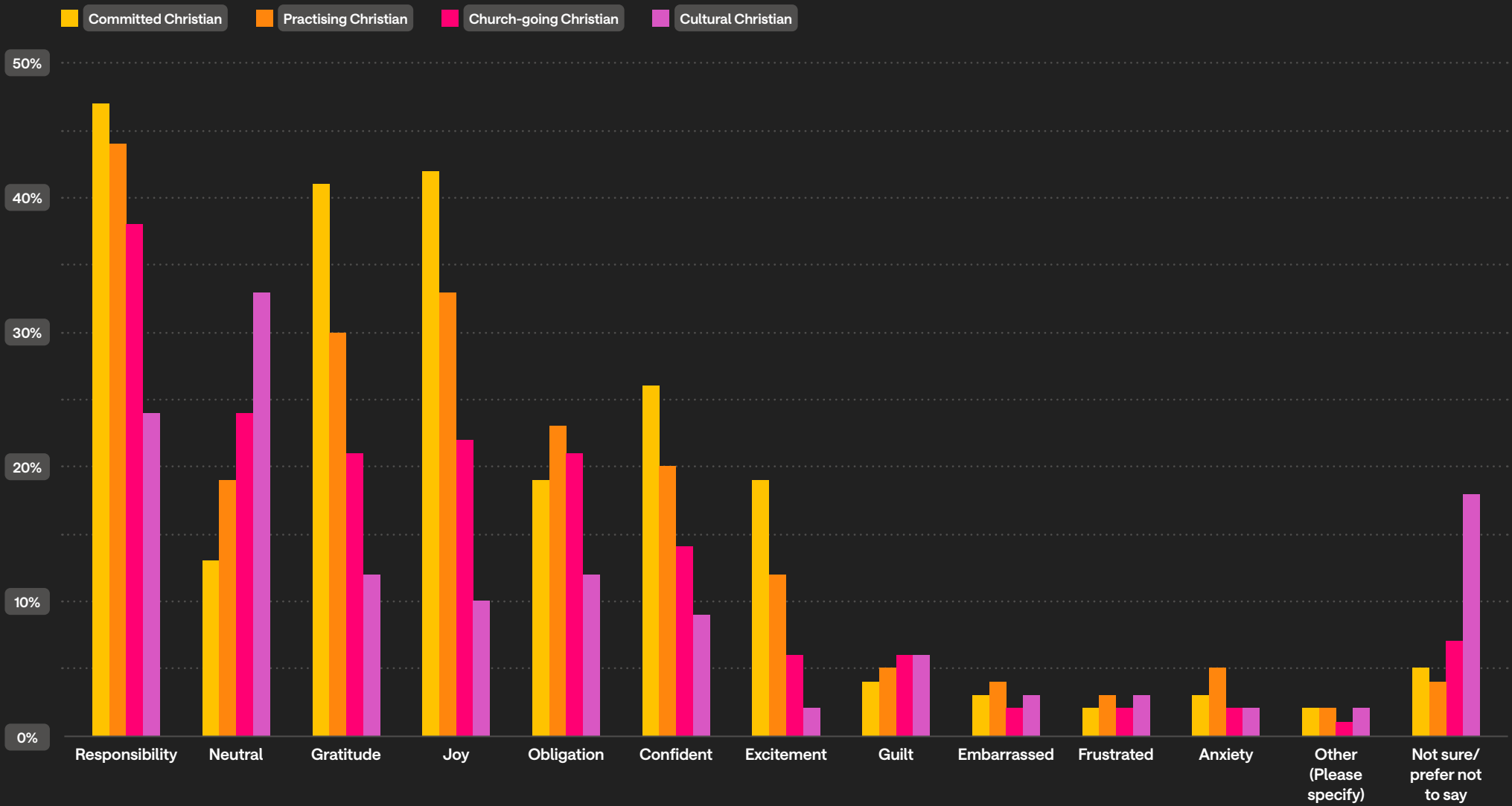


contribute to greater joy in doing so.

Those belonging to Independent churches were at least five percentage points more likely than any other denomination to say they felt a sense of 'responsibility' about their charitable giving. This could be due to many Independent churches having to survive without the safety net of a larger denomination's financial reserves, or the security of having a building provided for their congregations.

FIGURE 4

Reflecting on the last 12 months, which of these words best describe how you have felt about your charitable giving?



Behind the numbers

Many participants with a deeper Christian practice expressed powerfully positive emotions associated with their financial giving such as ‘fulfilled’, ‘satisfied’ and ‘at peace’.

For some, giving makes them feel they are making a difference, enhancing their sense of purpose and connection to the causes they support. Others feel it strengthens their relationship with God and provides a deeper sense of spiritual fulfilment. Some commented that their feelings developed over time from a sense of obligation to joy.



Case study: David

64 · Black · Roman Catholic · London

David's faith has been a guiding principle in his life, especially concerning values such as generosity and supporting those in need. He regularly gives to his local church, local poverty charities and missional charities overseas.

David views giving as a privilege and a joyful expression of his faith, rather than a duty or obligation. He approaches financial giving with a sense of purpose and excitement, focusing on organisations and initiatives that align with his values. When asked how giving financially made David feel, he responded:

“Giving financially makes me feel incredibly fulfilled and purposeful. It brings a sense of joy and satisfaction, knowing that I’m contributing to something larger than myself. It feels rewarding to support causes and organisations that align with my values and beliefs, as it allows me to make a positive impact on the lives of others. Additionally, giving cultivates a sense of community and connection. I often feel a deeper bond with the causes I support and the people they serve. It also reinforces my gratitude for what I have, reminding me of the importance of generosity and compassion. Overall, financial giving enriches my life and aligns with my desire to live out my faith in a tangible way.”

Kesiena gives regularly to her church and to Christian charities. She became a Christian when she was going through a time of grief and was drawn to the church's teaching on **“the love of God towards us and how he's always there no matter the season of life you are faced with.”** This has shaped her emotional response to giving, describing it as **“whatever I give to church is not out of necessity but out of my act of worship to God.”** She takes pleasure in giving back to God, adding **“I just feel joyful to give.”** Her Committed Christian faith clearly plays a role in this, as when asked about what impact reading the Bible has on her, she says it made her feel **“more willing to give”** and that she generally feels close to God when she does so.



Case study: Kesiena

31 · Black · Pentecostal · East Midlands



3

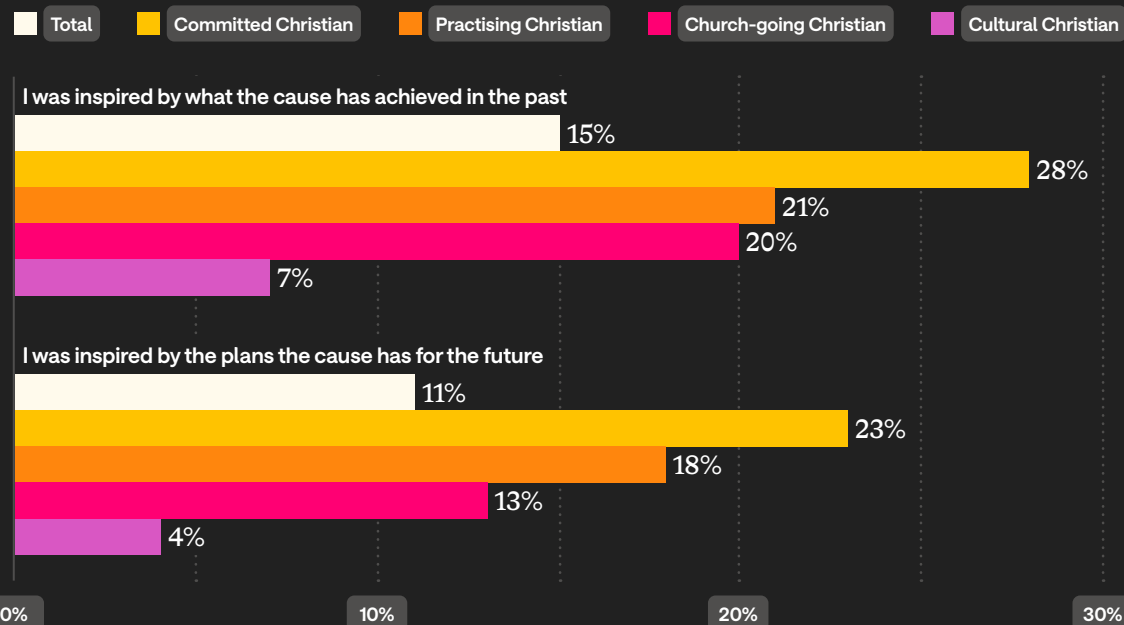
Donors' research is limited and changes with the depth of Christian practice

When asked what motivated Christians to increase their giving to Christian charities, the responses indicated an overall limited level of research being undertaken by donors into the causes they support.

However, the amount of research implied does vary by group, in line with level of practice, with the highest level being reported by Committed Christians. For example, 28% of Committed Christians selected 'I was inspired by what the cause has achieved in the past' versus 20% of Church-going Christians and 7% of Cultural Christians. Just under a quarter of Committed Christians (23%) versus 13% of Church-going Christians and 4% of Cultural Christians also said they were 'inspired by the plans the cause has for the future' as a reason for increasing their giving with regards to Christian charities. This data indicates a correlation between increased church attendance and higher levels of research into the impact donations might have on the causes people choose to support.

FIGURE 5

Motivations to give more to Christian charities by Christian practice



25%

of Committed Christians were inspired by what a Christian charity had planned for the future, or what they had done in the past

However, we were struck that these numbers appeared smaller than we anticipated and so, as we carried out the interview stage of the research for this 2025 report, we sought to understand what role, if any, research played in the giving habits of Christian donors. In doing so, we observed that Committed and Practising Christians heard about causes and investigated their reputation and values by word of mouth, as well as through formal research methods

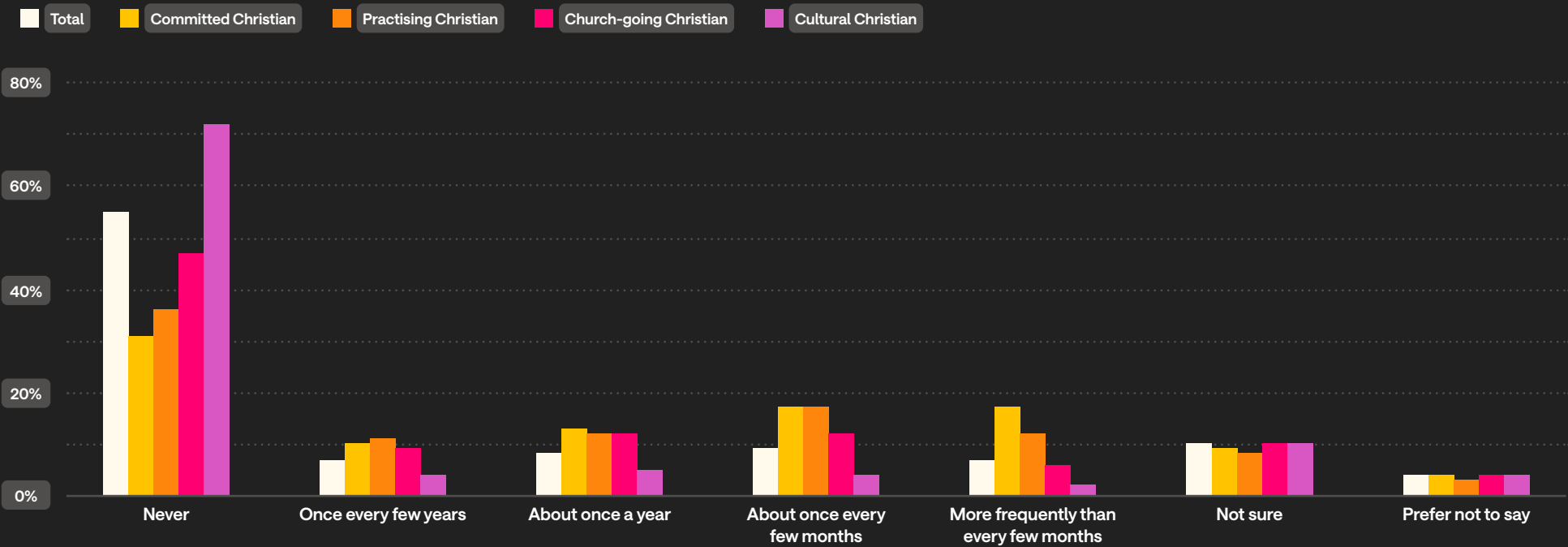
such as reading annual reports.

As previously mentioned, those who attend church regularly are much more likely to have spoken to their Christian friends about giving and the causes they support. 41% of Practising Christians and 47% of Committed Christians report speaking to their Christian friends about giving at least once a year. It is possible that as well as formal research into

organisations and donation impact, hearing about charities through family and friends is a powerful means by which to assess an organisation, stemming from a place of trust with individuals close to the potential donor.

FIGURE 6

Frequency of discussion about giving with Christian friends by level of Christian practice



Behind the numbers

As mentioned, some did research the impact of donations on causes they support, by looking through available documents and annual reports.

Many respondents discussed the importance of evaluating the transparency and effectiveness of a cause before deciding to donate. For instance, one respondent mentioned that they assess whether the organisation's mission aligns with their values and look for transparency in financial reporting and measurable outcomes.

Some respondents focused on the financial aspects of the organisations they consider supporting, with some mentioning that they avoid donating to organisations with high executive salaries and prefer local causes where they can see tangible results.

Levels of research seemed to be higher if interviewees had negative experiences in the past where charities they had supported had been involved in scandal.

However, alongside this formal research, many who have deeper levels of Christian practice mentioned seeking community feedback and listening to the recommendations of others.



Case study: Nathan

30 · Asian · Anglican · North West

Nathan's family has had to withdraw support to an organisation in the past due to a leadership scandal and when asked about what research he does into donation impact he says:

"We prefer to talk to our close friends first. But we also would like to see such an organisation's website, to see what they support, what they do, what are the results, and so on."



Case study: Lydia

25 · White · Independent · Wales

Lydia shared that she investigates what a cause says about itself, then what she can find online. Thirdly, she asks peers about their insights into the cause. She sees her giving to a cause as endorsing that cause, so she wants to ensure that their values align with her own. She does this by **"finding out if they are reputable, what they represent, what specifically the money is going to."**





4

Most Christians regularly support two causes, but use their income generously in a wide variety of other ways

Most donors support two causes. In a range of 0-11+, two was the most common answer across almost every demographic, including Christian practice level.

Participants were asked to include every cause type in this calculation, including churches.

This report primarily investigates how people engage with the following types of causes: churches, Christian charities, Christian workers and secular charities. Our focus is on regular, committed giving. However, we are aware that people donate money in a variety of other ways on an occasional basis and we also wanted to understand how this kind of giving intersects with regular giving behaviour.

We therefore also asked our survey participants if they consider additional unplanned opportunities to give to be part of their charitable giving. We detailed the following options: 'Money I send to my family/friends abroad (not including those completing Christian work)', 'Giving to my family/

friends in the UK', 'Giving to strangers in need (eg those who are homeless, paying it forward)' and 'Supporting family/friends in sponsored events (ie running a marathon, bake sale)'. When looking at all participants, 52% of Christians consider supporting family or friends in sponsored events as part of their charitable giving, even if these causes are not ones they regularly support. 43% consider giving to strangers in need as part of their charitable giving. There is some variance when it comes to Christian practice. For example, Committed Christians are the least likely of the practice groups to consider sponsoring a friend to be part of their charitable giving (49%), but the most likely when it comes to giving to strangers in need (57%). Conversely, Church-going Christians are the most likely to consider sponsoring a friend as part of their charitable giving (55%) and Cultural Christians are the least likely to consider giving to strangers in need (34%).

From this we learn that although most Christians regularly support two causes, they may well have more of their income set aside in order to support additional ad hoc opportunities.

52%

of Christians consider supporting family/friends in a sponsored event as part of their charitable giving

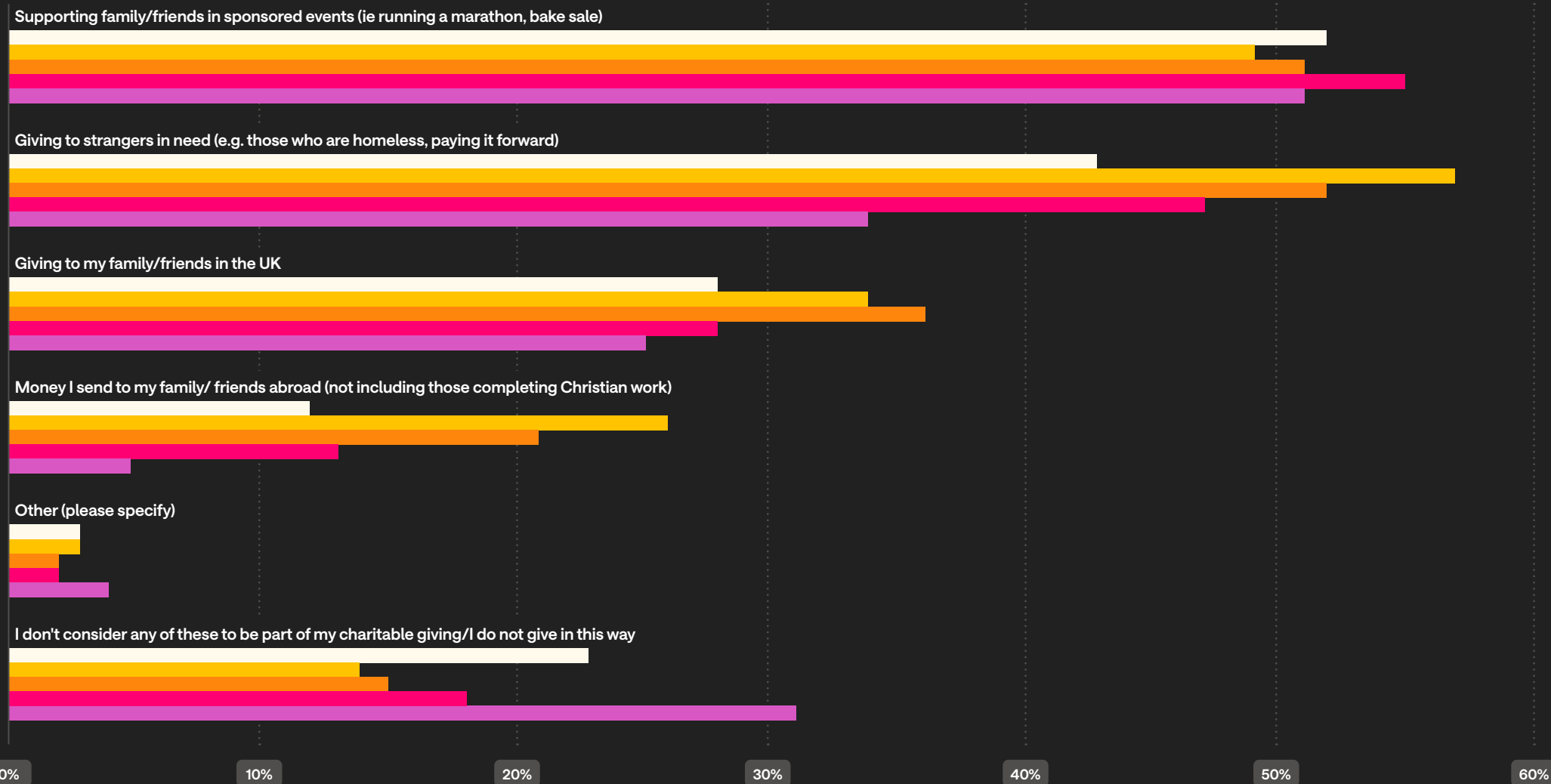
43%

of Christians consider giving to strangers in need as part of their charitable giving

FIGURE 7

Do you consider any of the following as part of your charitable giving?

Total
Committed Christian
Practising Christian
Church-going Christian
Cultural Christian



Behind the numbers

There is little evidence that interviewees set out to support a specific number of causes, and those who stopped giving to a cause did not appear to actively seek out new alternatives.

Reasons for stopping were often related to negative experiences or financial constraints rather than a strategic shift to new causes.

Among those of deeper Christian practice, it appears common for their church to be a channel through which they do most of their giving to other causes. While 'two causes' was the most common answer for everyone surveyed, Committed and Practising Christians described giving that was more focused. Respondents in the other categories were more likely to have two causes they regularly support, and then a few others they give to sporadically, or when an opportunity arises.

Those of deeper practice are more likely to be involved in a community of generous Christian givers in their church, and in this environment be exposed to new causes through the giving of their peers, guest speakers and other communication channels.

Light Christian practice



- Scattergun
- More often through sponsorships, shopping at charity shops

Deep Christian practice



- Channel all giving through church
- Targeted
- Loyal



Case study: Laura

32 · White · Anglican · East Midlands

Laura gives regularly to two causes: her church and a Christian debt relief charity.

Her church helped her through a time of grief and played a huge role in her recovery: **"It was actually faith and going to church continuously that helped me heal."** In response, she gives to her church as she wants **"other people to be helped when they need it as I was."**

She is committed to attending her church regularly and her trust in her church is clearly high, which is reflected in her financial support. When asked specifically about loyalty, she stated she does **"feel a sense of loyalty because my church helped me."**

Katy was Christened as a child, but now mostly only attends church at Christmas and Easter. However, she tries to live by Christian values, such as treating others as she herself would like to be treated. Her approach to financial giving has evolved over time. She never used to donate but now chooses to shop second-hand from charity shops, which she sees as a way to contribute to charity while also being environmentally conscious. This shift may be influenced by either her Christian faith or environmental concerns, but she is unsure which played a more significant role.

Katy participates in the postcode lottery, which donates to multiple charities, and she appreciates the dual benefit of potentially winning while supporting charitable causes. She does not feel a strong sense of loyalty to any particular charity but gives where she can. Katy's financial giving decisions are guided by her ability to afford donations.



Case study: Katy

32 · White · Anglican · South East



5

A charity's faith affiliation is not the deciding factor for most Christians

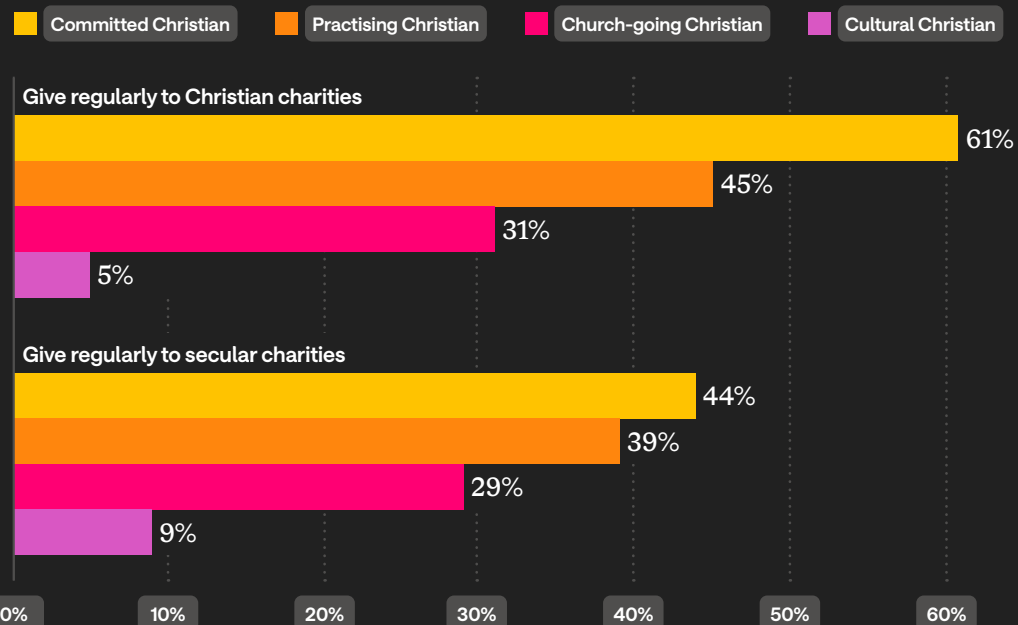
Alignment on values and cause effectiveness are generally a bigger influence on support than whether or not a cause is affiliated with Christianity.

Looking at the data across all levels of Christian practice, there is an almost even split between giving to Christian and secular charities; on average 25% of Christians give regularly to Christian charities compared to 22% who give regularly to secular charities. This demonstrates that a commitment to a Christian faith doesn't preclude supporting causes that are not explicitly driven by faith.

When explored further through the lens of Christian practice, 61% of Committed Christians give regularly to Christian charities, compared to 44% who give to secular charities. The percentage of those who give regularly to both types of charity declines alongside level of Christian practice with 5% of Cultural Christians giving regularly to Christian charities and 9% to secular charities.

FIGURE 8

Percentage who give regularly based on depth of Christian practice



This tells us that commitment to the Christian faith, attending church regularly and reading the Bible leads an individual to be increasingly generous to all causes, not only those associated with Christianity.

Behind the numbers

Overall, while faith influences the values and motivations behind giving, the religious affiliation of a cause is often less important than perceived impact and alignment with other values such as honesty, transparency, kindness and being non-discriminatory.

Most indicated that they do not differentiate between Christian and secular causes. Rather, people often said they give to causes based on personal experience and organisational impact. Some in the Committed and Practising groups expressed a preference for Christian causes, linking this with trust and a desire for God's will to be carried out. However, this wasn't felt by everyone, especially with regards to giving to individuals.

25%

of Christians give regularly to Christian charities

22%

of Christians give regularly to secular charities

“

If I don't give to those of different faith, how do I expect them to turn to Jesus?

Iretioluwa

26 · Black
Pentecostal
North West



Case study: Lydia

25 · White · Independent
Wales

Lydia gives regularly to her church and sporadically to other causes she feels a connection with. Lydia has experienced transformative moments in her faith, particularly when she noticed people in the church community supporting each other through acts of kindness, loving one another.

When she was asked whether a cause representing itself as 'Christian' would make her more likely to donate to it, she responded:

“It certainly has implications for me about trustworthiness and I would be very glad to support a Christian charity that aligns with my values. However, whether a cause is Christian or not is not the final decision maker for me.”

Steve gives regularly to his church and a UK-based Christian charity which seeks to care for the most vulnerable and poor.

When asked about who he gives to he responded: **“I like to give to charity generally, but specifically to Christian charities because I believe in their beliefs and causes.”**

He feels a sense of loyalty towards the Christian charity he supports in part because of **“all the good that they do in the name of Christianity.”**

However, when asked whether a charity being Christian was a critical factor in his giving choices, he responded: **“It doesn't really make a difference to me.”**



Case study: Steve

62 · White · Anglican
West Midlands



6

Generosity varies across denominations, but depth of Christian practice and conversations on generosity have the greatest influence on giving

Those who classified their church as either Independent, Pentecostal, or Orthodox, on average gave away the highest proportion of their annual income (10.2%, 9.9% and 9.7% respectively).

These groups also contained a higher proportion of Committed Christians. Committed Christians made up 50% of participants identifying as Independent and 64% of those identifying as Pentecostal. However, Committed Christians only make up 22% of the Orthodox participants. This prompted us to investigate further.

When we asked participants how often they discuss their giving or what causes they support with others, an additional pattern emerged. Pentecostals were the most likely to have spoken to their church leaders or mentor about giving at 51%. Similarly, 42% of Orthodox Christians and 33% of Independent Christians reported speaking to those in church leadership or a mentor.

Furthermore, when asked if they discuss their giving with their family, 66% of Pentecostals, 59% of Orthodox, and 59% of Independents confirmed doing so, with the majority reporting that they speak to them about it at least once every few months (48%, 43%, and 35% respectively).

As a contrast, those who reported giving away the lowest average percentage of annual income, Anglican (3.15%), United Reformed⁸ (4.57%) and Roman Catholic (5.5%) contained fewer individuals who discuss their giving either with those in church leadership or a mentor (18%, 25% and 28% respectively) or their family (45%, 51% and 51% respectively). Only 25% of Anglicans, 28% of United Reformed and 33% of Roman Catholics speak to their family about giving at least once every few months.

This pattern continues when observing what percentage speak to their Christian friends. 56% of Pentecostals, 47% of Orthodox and 44% of Independent participants reported that they spoke with their Christian friends about their giving, compared to only 25% of Anglicans, 33% United Reformed and 36% of Roman Catholics.

What this suggests is that there are two influencing factors on variance in giving among denominations. Firstly, the level of Christian practice and secondly, the frequency with which conversations about giving and generosity are had. As **FIGURE 10** demonstrates, a similar proportion of Cultural Christians appeared within the Orthodox, Roman Catholic and United Reformed denominations and yet the levels of giving within the Orthodox denomination were dramatically higher.

FIGURE 9

Denomination breakdown by people who discussed their giving with others

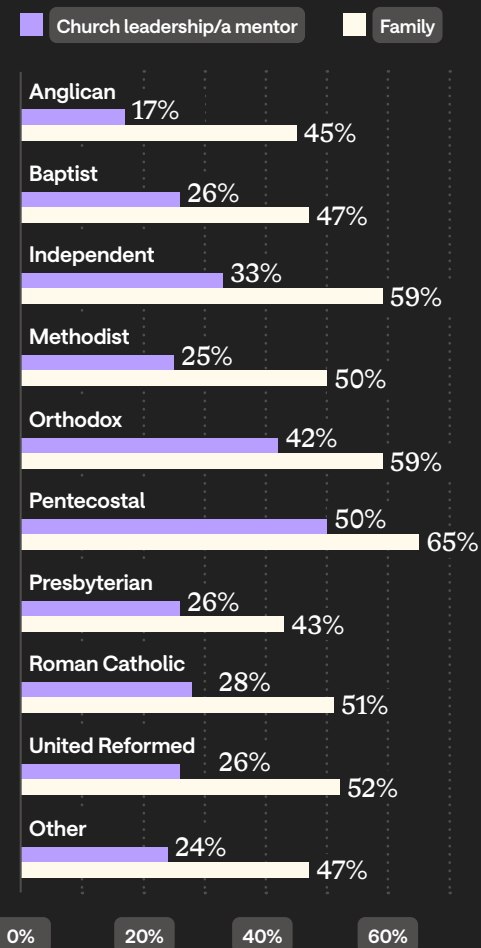
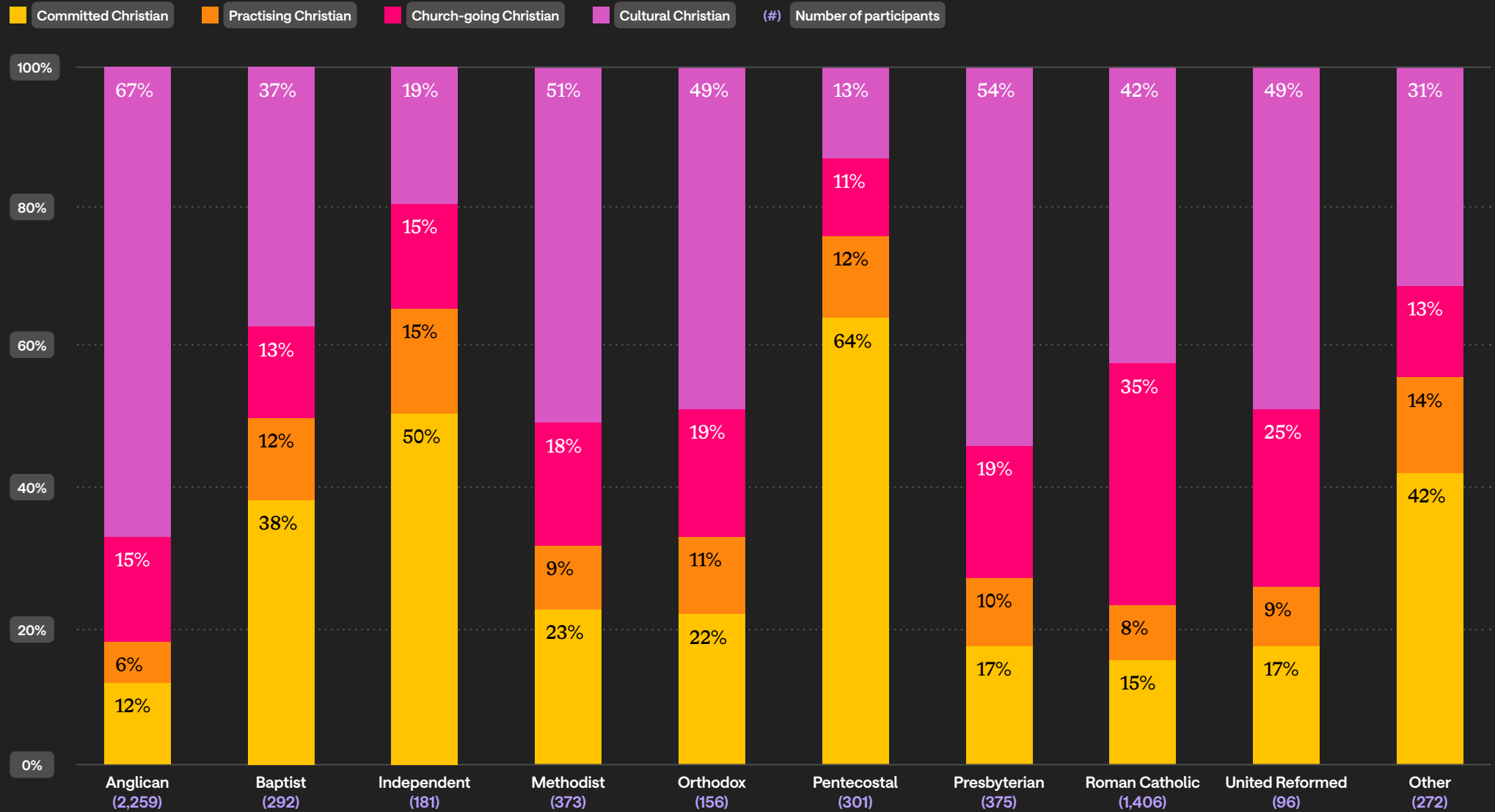


FIGURE 10

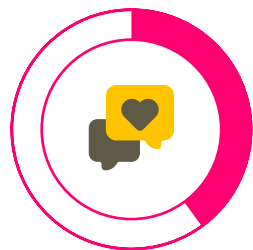
Denomination breakdown by depth of Christian practice



Behind the numbers

Within our interviews, there were many examples of generous individuals across a wide variety of denominations, both within those who have higher average levels of giving and those with lower average levels.

This suggests that the determining factor for generosity is not which denomination a person is a part of, but their depth of Christian practice, coupled with other factors such as discussing giving with friends and church leadership.



2 in 5

Christians speak to their family about giving and the causes they give to at least once a year

Nearly 1 in 4

(24%) Christians speak to their Christian friends about giving and the causes they give to at least once a year

Just over 1 in 6

of Christians speak to someone in church leadership or a mentor about their giving and the causes they give to at least once a year



Case study: Tolly

31 · Black · Pentecostal
West Midlands

Tolly gives to her church and Christian charities and supports her church's charitable work. She believes that giving is “**really important**” and always gives “**with a joyful heart.**”

She says that reading the Bible, particularly Corinthians where it says that God loves a cheerful giver, has had “**a great impact on my views on money and generosity.**” In all she gives to she seeks to “**promote Kingdom work.**”

Adrian gives regularly to his church and to Christian charities, and volunteers for a Christian debt relief charity.

Being a regular member of his church encourages Adrian's generosity as he describes “**there are resources at church to encourage giving**” and he also speaks to friends at church about their giving, to help guide how much he himself gives as well as listening to “**their thoughts on where to give.**”

He says he looks to his rector for guidance when it comes to giving, who encourages Adrian in the biblical principle of tithing.



Case study: Adrian

57 · White · Anglican
North West



7

Christians are more likely to give to their church than to any other cause

Over the last two years of research, we have consistently found that Christians are more likely to financially support their church than any other cause type. This is consistent across levels of Christian practice but becomes more distinct as level of Christian practice increases, with 84% of Committed Christians giving regularly to their church, compared to 4% of Cultural Christians.

Trust appears to be a significant factor in the loyalty to church that this finding reflects. We found that as well as being the cause Christians are most likely to donate to (60%), church is also the cause that all Christians are most likely to say that they trust 'a lot' (49%). This is especially significant for the groups who regularly attend church, as 93% of those that attend church at least once a

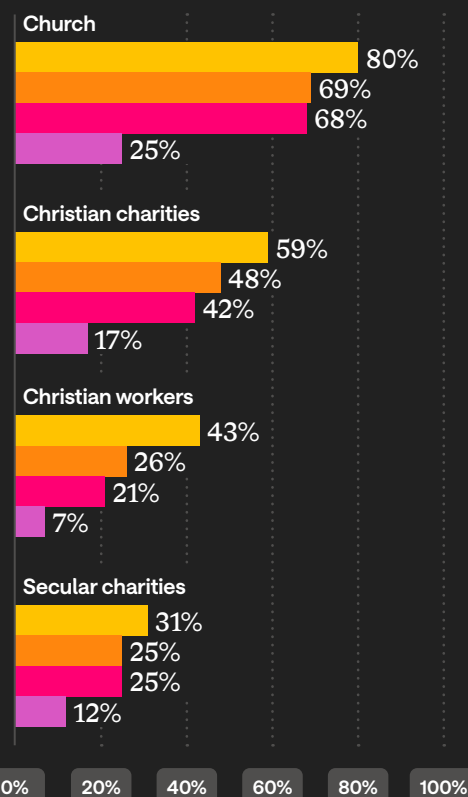
month (Church-going, Practising and Committed Christians) give to their church and 73% of them say that they trust their church 'a lot'. The trust factor drops significantly for the other causes this group supports. For example, while 82% of the same group give to Christian charities, only 50% say they trust them 'a lot'; for secular charities, which 71% of this group supports, that drops to 27%.

This perceived trustworthiness of the church by Christians demonstrates the potential role that churches can play in influencing what other causes people might wish to give to.

FIGURE 11

Which of the following do you trust 'a lot' to spend donations given to them well?

Committed Christian Practising Christian
Church-going Christian Cultural Christian



What do Christians who regularly attend church give to?

93%
Church

82%
Christian charities

71%
Secular charities

51%
Christian workers

Behind the numbers

It became clear in the interviews that the journey to loyalty towards a church generally follows a different path from the one for other causes.

Some interviewees discussed the history of support they had received from their church, which fostered a sense of loyalty and trust, and led them to prioritise donations to their church over other charities. Many respondents indicated that their approach to giving to their church was influenced by Christian teachings and a sense of duty which were not felt towards other causes in the same way.

When it came to giving to other causes, respondents often based their decisions on personal experiences and on the perceived impact of the organisation.

This approach was less structured and more flexible. Respondents mentioned giving what they could afford or what they felt comfortable with, indicating a more personal and situational approach. Charities generally have to prove themselves in a way a church does not, with donors expecting regular communications informing them of the impact of their donations and justifying the use of their funds.

It would seem that by the very nature of what a church is, it has a head start over other cause types. Individuals are usually already on board with the mission and have an ingrained sense of trust strengthened by their experience of other churches they have been a part of and often view themselves as part of what they are donating to, or the church being in a sense 'family'. While it is possible for charities to achieve the same level of loyalty, it must be earned and maintained rather than assumed.



Case study: Sam

32 · White · Roman Catholic · Scotland

Sam's description of the impact his church has on his life encapsulates the role that church plays in so many Christians' lives and why it is very difficult for other cause types to create the same sense of loyalty as one has to their church.

"It brings me closer to God - my whole life revolves around the church community. If there is something bad going on in my life or I am feeling very negative, I turn to the church and identify with my higher power to help me get through any challenges I may face."

Church

- Long history, constantly deepening relationship
- Direct outworking of Biblical teaching, a sense of duty
- Directly connected to the cause
- A funnel for all giving stemming from deep trust and sense of community

Charities

- Loyalty linked to performance
- Approached with less structure, more flexibility
- More dependent on specific life experience
- Importance of consistent communications



Case study: Deborah

41 · White · Baptist South East

Deborah gives regularly to her church, which in turn supports Christian charities and individuals self-supporting in Christian work or study. She is not currently in paid work as she cares for her disabled husband at home.

Deborah's approach to financial giving is heavily influenced by her faith and the teachings she receives from her church. She has learned the importance of giving through reading the Bible and listening to church services, which emphasise helping others as part of God's will. Her motivation to give is driven by the genuine need for financial support within her church and the broader community and she gives through her church because of the deep sense of trust she feels towards those in leadership.

"The church supports good missions and charities, so I trust the church's decision."



Exploring the correlation between teaching and giving

Last year's research finding of a positive correlation between financial generosity and regular teaching on giving is clear again this year.

Perhaps unsurprisingly, greater frequency in church attendance means a higher likelihood of hearing more teaching. However, across all those who attend church at least monthly, including Committed Christians, the most common answer for how often they have heard teaching on giving and generosity in the last 12 months is 'a few times'.

For those who are regular givers across all causes, 95% have received at least some teaching on generosity in the last year. However, the frequency of this message does not appear to influence if someone gives regularly or not. 30% of those who are regular givers across all causes reported having received teaching 'many times' in the past 12 months. What this suggests is that while teaching on generosity is important, there is a limit to the influence it has over increasing regular giving.

Interestingly, despite this notable correlation, Christians do not tend to be very conscious of being influenced by the teaching on generosity they receive. Committed Christians are the most likely to

say that a message heard at church on generosity led them to decide to give away more, but still only 24% of this group. This means either that those polled are not aware of the influence that teaching on generosity has on them or that there may be an overlap of those who receive teaching on generosity and those who are regularly taught from and engage with the Bible more generally. Rather than specific teaching on generosity, they are influenced more by what they learn in the Bible about God's character and teaching.

Finally, it is worth noting that five of our 22 Committed Christian interviewees mentioned being rewarded or blessed for their giving in some way. For many it was not clear whether this was understood to mean financial reward or in the wider sense of spiritual blessing.

While many appreciate teaching on giving by their church, some desire more transparency and alignment with biblical principles.

Teaching is often seen as important and impactful but there is a call for it to be delivered in a way which is truthful and considerate of the congregation's circumstances.



Positive impact of teaching

Some highlighted that teaching on giving aligns with their personal beliefs and values, reinforcing their commitment to donate. This suggests that church teaching may be affirming existing values as well as creating such values in people, thereby encouraging donors to continue or increase giving.



Negative impact of teaching

However, some expressed scepticism about or criticism of how some church leaders present the need for financial support. This shows that the way teaching is delivered can also lead to resistance or disengagement from giving.

Demographic insights



Demographic insights

Across every demographic, the greatest influence on levels of generosity is the proportion of Committed Christians in any given group. The research shows that the level of Christian practice has a direct impact on the level of generosity.

The data in this section can help us better understand how to foster a culture in which Christians are nurtured, and in which generosity thrives across all demographics.

AGE

When considering the impact that demographics has on giving, one category stood out from all others: **age**.

Three particularly encouraging patterns emerged within the youngest category of 18-24. Together they give cause to be optimistic about the potential to close the giving gap in the UK.

Firstly, this group gives the highest proportion of income at 10.63%, a whole 2.5% more than those aged 25-34, and over three times the proportion given by those over 65 years old.

Secondly, 80% of 18-24s give regularly to their church, which is the most popular cause they choose to support. The amount given is also significant, with an average gift of £98.26, the highest value among all age groups. By contrast, those aged between 55-64 give an average of £23.57 to their church.

Thirdly and perhaps most significantly, 18-24s make up only 6% of our sample, but 13% of the Committed Christian category. 45% of 18-24s fell into this category, compared to 36% of 25-34s and 16% of those aged over 65. Additionally, only 19% of those aged 18-24 formed part of the Cultural Christian category, which is striking when compared to 63% of those aged 55-64. What this tells us is that while there are fewer individuals who identify as Christian in the younger age groups, a higher proportion of them are deeply engaged.

Average total monthly gift including all cause types

£262
18-24s

£50
55-64s

One factor influencing this will be a dramatic decline in nominal Christianity in an increasingly post-Christian culture. So those in the youngest age categories (up to age 44) who declare their identity as Christian are more likely to be very engaged in the practice of their faith.

AGE

There is a stark variance in giving, both in amount and proportion, when looking at the age of donors. Those who are younger tend to give more than those who are older. However, those who are younger are also almost twice as likely to be a Committed Christian, so that factor could be contributing more to the variance than age. This can be observed most clearly in the difference between giving for those aged under 34 versus those aged over 35.

		18-24	25-34	35-44	45-54	55-64	65+
Total		361	661	781	962	1,142	2,104
Number of regular givers	To Church	289	498	520	517	575	1,171
	To Christian charities	252	456	467	481	590	1,262
	To Christian workers	208	363	310	236	215	368
	To Secular charities	65	99	141	184	223	491
Average monthly giving	To Church	£98.26	£87.90	£62.69	£25.82	£23.57	£30.15
	To Christian charities	£76.01	£88.67	£50.12	£17.78	£14.69	£16.18
	To Christian workers	£67.75	£59.08	£39.06	£11.16	£5.18	£4.45
	To Secular charities	£20.49	£16.85	£14.57	£6.07	£6.13	£6.39
	Percentage of income given across all causes	10.63%	8.16%	5.70%	2.44%	2.36%	2.90%

	Committed Christian	Practising Christian	Church-going Christian	Cultural Christian
18-24	45%	15%	24%	15%
25-34	36%	13%	21%	29%
35-44	24%	10%	23%	43%
45-54	14%	7%	19%	61%
55-64	14%	6%	18%	63%
65+	16%	6%	21%	57%

ETHNICITY

Those from an ethnic background other than White are significantly more generous. However, the data suggests it is not ethnicity itself that is the driving factor for generosity but rather the church culture and level of Christian practice in the various demographic groups.

The data shows that those from an ethnic background other than White give an average of £286 per month, or 9.7% of their income after tax, compared to 4.5% or £104 from those identifying as White. There is a variety of factors that impact this, including the frequency of hearing teaching on generosity and the proportion that would be classed as a Committed Christian. Of those from an ethnic background that was not White, 70% had heard a talk on generosity 'a few times' or 'many times' over the last two years, compared to only 32% of those identifying as White.

Of those that responded with an ethnicity other than White British, 61% were Black, 18% Mixed, 14% Asian, and 3% Chinese. The remainder described themselves as 'Other ethnic group'.

This points to an opportunity for the wider church to engage with and learn from the methods of teaching and discipleship used within more ethnically diverse churches in order to grow in confidence in the theology and joy of generosity.

		White	Other Ethnic background
Total		5,400	570
Number of regular givers	To Church	3,059	475
	To Christian charities	3,072	403
	To Christian workers	1,337	337
	To Secular charities	2,478	358
Average monthly giving	To Church	£37.05	£93.96
	To Christian charities	£28.24	£71.97
	To Christian workers	£15.52	£65.66
	To Secular charities	£22.69	£54.71
	Percentage of income given across all causes	4.52%	9.69%

REGION

There are no trends to particularly note when it comes to where in the UK a donor is based. Location does not seem to be a strong indicator of generosity, with the one outlier being London, as Christians based there give away the highest proportion of their income at 8.8%, compared to the East of England where it is lowest at 3.3%. Again, there is a correlation with the proportion of Christians in each region who identify as Committed Christians, with London being 33% (the highest) compared to the East of England at 17% (second lowest by one percentage point).

	% identified as a Committed Christian	Average proportion of monthly income given
England		
North East	18%	5.30%
North West	18%	4.40%
Yorkshire and the Humber	19%	5.60%
East Midlands	19%	5.40%
West Midlands	24%	5.50%
East	17%	3.30%
London	33%	8.80%
South East	17%	4.60%
South West	16%	3.60%
Wales	16%	4.70%
Scotland	18%	5.30%
Northern Ireland	25%	4.50%

DENOMINATION

This year generosity once again varied significantly with denomination. Linked to the findings reported on ethnicity, those attending churches that had a higher level of ethnic diversity tended to have a higher rate of average monthly giving. These churches also have a higher proportion of Committed Christians.

	Average proportion of monthly income given	% of church that identify as an Ethnic minority	% of church that are Committed Christians
Anglican	3.20%	3%	12%
Baptist	8%	12%	38%
Independent	10.20%	12%	50%
Methodist	5.90%	5%	22%
Orthodox	9.70%	13%	22%
Pentecostal	9.90%	58%	64%
Presbyterian	5.60%	3%	17%
Roman Catholic	5.50%	12%	15%
United Reformed Church	4.60%	1%	17%
Other	6.40%	12%	33%

The Anglican denomination is by far the largest in the UK, accounting for nearly half of our total sample (43%). The Anglican denomination also has by far the largest proportion of Cultural Christians at 67%, which we now confidently know equates to lower rates of giving. However, it is also worth noting that when we delve into the demographics of our Committed Christians group, the largest denominational proportion comes from the Anglicans, at 26%.

Conversely, Pentecostals have by far the largest proportion of Committed Christians, but only make up 16% of all Committed Christians, as they are a smaller denomination.

An important take away is this: though larger denominations such as Anglican have a higher proportion of Cultural Christians than other denominations (55%), they also contain the largest amount of Committed Christians (25%). Denomination is therefore an influencing but not defining factor with regards to generosity.

GENDER

There is a superficial distinction between genders in the findings. Although women on average give slightly less than men, both in absolute terms and proportionally, it is likely due to lower wages or earning power. This is evidenced by the value of the average monthly giving being noticeably lower for women while the difference when expressed as a proportion of income being less pronounced.

		Male	Female
Total		2,640	3,360
Number of regular givers	To Church	1,611	1,952
	To Christian charities	1,587	1,911
	To Christian individuals	859	841
	To Secular charities	1,316	1,541
Average monthly giving	To Church	£51.95	£36.07
	To Christian charities	£42.52	£25.64
	To Christian individuals	£27.66	£15.12
	To Secular charities	£81.35	£51.09
	Christian causes	£122.14	£76.83
	All causes	£203.49	£127.91
	Percentage of income given across all causes	7.76%	5.96%

SOCIAL GRADE

Social grade is a classification system used to group people based on their income, occupation and employment status, also taking into account lifestyle variables such as the number of cars in a household and the number of foreign holidays taken. Perhaps not surprisingly, due to their having higher levels of disposable income, the AB group on average gives away the highest percentage of their income, 6.3%, while both C1 and DE give away 4.4%, nearly two percentage points less. However, C2, which is a higher social grade than DE, gives away even less at 3.6%, which seems to suggest that being part of the lowest social grade doesn't necessarily result in the lowest level of generosity.

However, there is a clear correlation between social grade and Christian practice, with Cultural Christians being significantly more likely to be in the DE (lowest) bracket and Committed Christians in the AB (highest) one.

	Total	Committed Christian	Practising Christian	Church-going Christian	Cultural Christian
A	698	216	68	176	239
	12%	18%	14%	14%	8%
B	1,692	400	164	394	735
	28%	33%	34%	32%	24%
C1	1,562	295	116	296	856
	26%	24%	24%	24%	28%
C2	883	123	64	153	543
	15%	10%	13%	12%	18%
D	593	104	38	117	335
	10%	9%	8%	9%	11%
E	580	80	38	92	371
	10%	7%	8%	7%	12%
NET: AB	2,391	616	231	570	974
	40%	51%	47%	46%	32%
NET: DE	1,173	184	76	208	705
	20%	15%	16%	17%	23%
Prefer not to say	3	0	0	2	1
	0%	0%	0%	0%	0%

		AB	C1	C2	DE
Number of regular givers	To Church	1,642	858	485	583
	To Christian charities	1,609	855	455	586
	To Christian workers	820	401	232	249
	To Secular charities	1,398	716	320	429
Average monthly giving	To Church	£63.02	£35.76	£25.11	£25.83
	To Christian charities	£48.10	£27.82	£23.49	£16.55
	To Christian workers	£33.34	£13.09	£14.46	£9.40
	To Secular charities	£39.12	£19.92	£14.19	£16.23
	Percentage of income given across all causes	6.26%	4.42%	3.57%	4.37%

About the research



Our objectives

1. To gather robust quantitative data on giving by Christians to charities (both Christian and secular), churches and Christian workers.
2. To use qualitative research to explore and illustrate the key findings from the quantitative survey.
3. To understand the 'mindset' of generous donors - the beliefs and attitudes that shape their giving, in the context of their broader approach to life, faith and finances.
4. To understand Christians' motivations to give or not give, both in terms of what they think and what they do in practice.
5. To identify factors that increase giving and help overcome barriers

Our hypotheses

Our hypotheses for this research remain unchanged from the 2024 report:

- the research was designed to test five hypotheses that would help us better understand the current state of giving and how we can nurture generosity more effectively
- we developed these collaboratively with Whitestone Insight
- all five hypotheses were proven to varying degrees by the quantitative stage
- the qualitative stage was designed to explore and illustrate the key findings data by listening to personal stories

Hypothesis 1

There are positive correlations between financial giving and a combination of church attendance, Bible reading and prayer.

Hypothesis 2

There is an approximate correlation between trust and giving: charities which are trusted more generally receive more generosity.

Hypothesis 3

Donors who understand the Kingdom impact of their giving, transforming lives and communities through sharing Jesus in word and deed, are likely to be more generous in their giving.

Hypothesis 4

People who talk about their giving with their peers, friends, and family are likely to be more generous.

Hypothesis 5

There is a positive correlation between financial generosity and regular teaching on the application and impact of giving. This is probably seen most clearly when churches teach regularly on the importance of the biblical mandate for generosity.

Methodology

Stewardship Generosity Report 2025 is an independent research project conducted by specialist research firm Whitestone Insight.

Quantitative survey

6,011 UK Christian adults were surveyed online from 2 to 10 September 2024.

The data was weighted to be representative of religious identification from 2021 Census data across England and Wales, Northern Ireland and Scotland. We stratified the sample into four groups to better understand the relationship between faith and giving:

Note: In the survey we also asked individuals about their prayer life. However, unlike church attendance and Bible reading, which did correlate with giving, the data showed no clear correlation between frequency of prayer and giving. This is why prayer is omitted from the definitions above.

Committed Christians

Attend church at least once a week and read their Bibles at least once a week.

Practising Christians

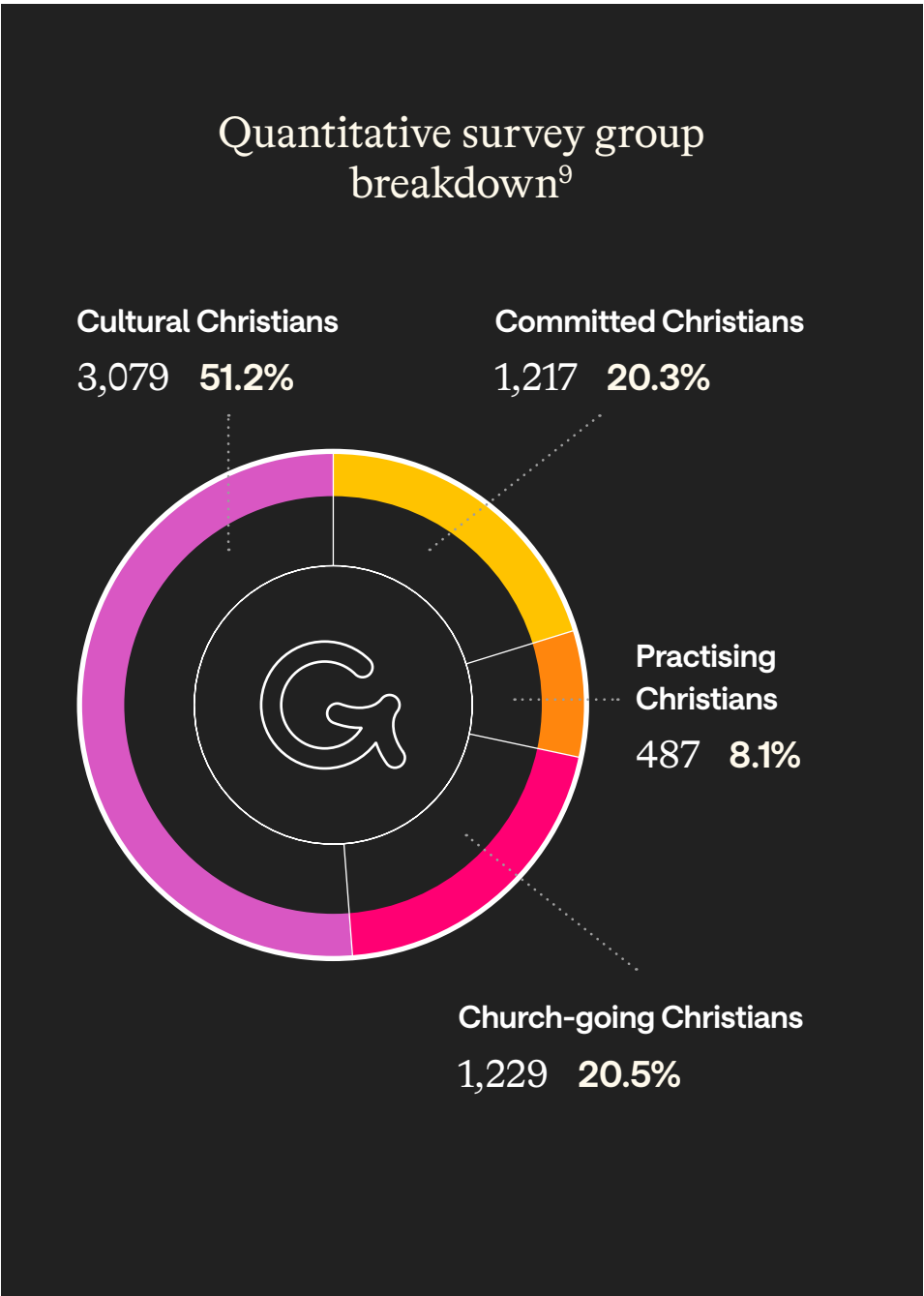
Attend church at least once a month and read their Bibles at least once a month.

Church-going Christians

Attend church at least once a month but read their Bible independently less than once a month.

Cultural Christians

Identify as Christians but attend church less than once a month.



Qualitative interviews

We conducted 50 in-depth virtual interviews via online messaging with Christians of different denominations across the UK, across all groups.

To carry out this volume of interviews, we used an AI chat bot carefully programmed with context, questions and overall goals of the research. The chat bot then asked the questions and sensitively probed the interviewees based on their answers. The research team was then provided with full transcripts of these conversations and thorough analysis then took place. Interviewees were fully aware that they were speaking with a chat bot and that humans were heavily involved in the process.



Participants for the qualitative phase who are quoted in the report

Committed Christians

Daisy
25 · White Baptist
Scotland

David
64 · Black Roman Catholic
Greater London

Deborah
41 · White Baptist
South East

Emmanuel
18 · Black Anglican
East of England

Kesiena
31 · Black Pentecostal
East Midlands

Laura
31 · White Anglican
East Midlands

Lydia
25 · White Independent
Wales

Steve
62 · White Anglican
West Midlands

Tolly
31 · Black Pentecostal
West Midlands

Practising Christians

Adrian
57 · White Anglican
North West

Nathan
30 · Asian Anglican
North West

Church-going Christians

Sam
32 · White Roman Catholic
Scotland

Cultural Christians

Katy
32 · White Anglican
South East

Important changes from last year



Increased sample

This year we increased the sample size by approximately 2,000 Christians, which created several key advantages: a larger sample enables greater statistical significance, reduces the margin of error and enables more granular and authoritative analysis of all demographics.



New practice category

The category 'Committed Christian' has been added. This describes those who attend church and read their Bible at least once a week, compared to the monthly requirements of the 'Practising Christian' group. With greater exploration of Christian faith practice, there can be greater confidence in stating what these trends say about the impact of hearing regular teaching and spending time in the Bible. However, it is worth acknowledging this has a slight knock-on effect on the composition of the 'Practising' group, as it removes the most engaged participants from that group.



New definition for individuals in ministry, training or mission

Reflecting on last year's results, where individuals who are support-raising were defined as 'Individuals in ministry, training or mission', we concluded that this may not have helped research participants have a clear understanding of the parameters of the group. In 2024, the definition has been changed to 'Individuals self-supporting in Christian work and study'. Additionally, to avoid confusion or overlap, a question was added to ask specifically about donating to friends and family participating in sponsored events or overseas for reasons beyond Christian work or study.



Increased number of questions

For our 2024 report, only 18 questions were asked, compared to 25 for the 2025 report. To improve clarity, we altered the wording of some of the questions used in last year's report.



Recommendations and resources



1 Communicate your impact with enthusiasm and clear requests

The findings show that people will feel driven to give and demonstrate greater loyalty if they feel connected to a cause that makes a difference. While Christians don't instinctively give to Christian charities above secular ones, those with a higher level of Christian practice will have greater exposure to Christian causes, which presents Christian charity leaders with a great opportunity.

The incredible work that your charity does matters so it's important that you share your mission in a compelling and clear way with tangible requests. You can do this every time you connect with your donors through prayer requests, appeals and regular updates, including your annual report. Your Stewardship Partner Account profile is another means of telling your story and demonstrating your impact.

2 Be good to give to

The data shows that there is a close link between trust and loyalty so it's vital you can demonstrate effective financial management and sound governance. Your donors are relying on you to steward their gifts wisely for maximum impact.

One of the ways you can build trust is through clear, transparent and accessible information about your charity's finances and policies. Use good independent advisers, examiners and auditors as required.

3 Nurture your donors

Your supporters will really appreciate you treating them as integral partners in your mission, not just as a source of funding! They will feel encouraged and inspired if they can see how their support is making a material difference to God's Kingdom. Help them understand the impact they are making. When asked specifically about what encouraged givers to begin or increase their giving to Christian charities, 12% reported that 'By giving, I felt part of the ministry I was supporting'.

The more integrated and valued donors feel, the more likely they are to develop into loyal supporters and ambassadors for the long term.



- How are you ensuring that your communication around your mission and work is clear?
- Do you have goals for this year that people's giving can help you to achieve?
- How can you share your goals with supporters in a tangible way?
- Can donors easily access information about your charity's finances and policies?
- Is your public reporting (for example, with the Charity Commission) up-to-date and accurate, and do you make best use of your trustees' report and annual accounts – bearing in mind it is publicly available – to tell your story in a transparent way to potential donors?
- What policies might be missing or need updating?
- How often do you thank your donors and share your appreciation of them?
- How do you explain the impact that your donors' support has made?
- How can you create impact stories that spotlight your donors' engagement in a personal way?



1 Teach on faith and finance often

11 out of 39 of Jesus' parables are about money and the Bible contains more than 2,300 verses on money, wealth and possessions. Though not a key finding in the research, we did ask donors 'How frequently would you like your church to teach about Christian approaches to finance and giving?'. The results showed that among the groups that regularly attend church (Committed, Practising and Church-going Christians), 24% would like to receive teaching quarterly, and 21% monthly. This demonstrates an appetite for teaching on generosity across the church community.

We know from both this research and our many years serving donors, that generosity goes to the heart of discipleship. In fact, 20% of all those surveyed reported that their first prompting to give came from 'Understanding God's generosity to me'. The church is uniquely positioned to lead in this area with more biblical teaching on the topics of stewardship and generosity.

It is important to embed teaching on this topic as a key aspect of discipleship that is not only presented just before specific appeals; your congregation is more likely to respond if they understand giving as an integral part of their faith journey rather than as just about supporting your church.

2 Transparency and enthusiasm are key

The findings show that there is a high level of loyalty to church, with it being top of the list of causes people support. Intrinsic to that loyalty is a deep sense of trust that their church will steward their gifts well. Church leaders must honour that trust by communicating clearly the purpose and impact of giving. Church leaders should also be aware of the barriers that might prevent members from giving, such as financial constraints or a mistrust that might come from a previous negative experience. Addressing these concerns openly and providing flexible giving options can help alleviate these barriers.

Your congregation needs to feel part of your ministry too; always report back on the impact that their giving is making and remember to thank them!

Ultimately, giving is a wonderful opportunity for joy for your congregation, that can be presented as an act of faith and worship. Church leaders might encourage this perspective by framing financial contributions as part of a broader spiritual practice, rather than just a financial obligation.

3 Take a financial health check

If your congregation is going to trust your church to wisely manage their financial support, then you must have solid finance and governance processes in place. They will enable your church to operate effectively and efficiently and to demonstrate sound stewardship of its resources.

It's important that you identify which areas of your finances and governance are healthy and which may need further attention. Review and encourage constructive conversations between your leaders, trustees and finance team and use good independent advisers, examiners and auditors as required.



- How often do you teach on generosity and giving?
- How is generosity taught in your church?
- Do you feel constrained as a leader teaching on this topic? If so, why not consider inviting or equipping someone else to teach on it?
- Does your congregation understand that everything they have comes from God and that means they are called to be faithful and generous stewards of God's resources?
- Does your congregation understand generosity as a joyful expression of gratitude in response to God's abundant grace to us, rather than a weighty obligation?
- Have you considered regular, in-service giving as an expression of generosity and a teaching opportunity, even if that is not currently part of your practice or liturgy?
- Can your church members easily access information about your church's finances, governance and policies?
- Which areas of finance and governance need attention?

Resources for church and charity leaders

The [Stewardship Partner Account for Churches and Charities](#) can help you to invite generosity and increase your support base, so that you feel equipped and encouraged to grow your vision and further your missional impact.

Explore our [training and events](#) opportunities, which include our [Lunchtime Dial-In sessions](#) for anyone involved in the financial stewardship of a church or charity. The free [Stewardship health check tool](#) enables church and charity leaders to work through all the key functional areas, diagnosing and suggesting actions for improvement as needed.

We also offer a range of [professional services](#) for churches and charities.

Explore our library of [online resources](#) on all aspects of biblical generosity. We've shared a starter list below:

[Raising the standard: transforming the culture of money in the church](#)

[Good financial management helps churches avoid dangers](#)

[How to communicate financial information to your church or Christian charity](#)

[How to make a successful appeal for churches and charities \(updated for Charities Act 2022\)](#)

[Bible economics, Part 1: Checking our temperature](#)

[Part 2: Patterns of right relationship](#)

[Part 3: Thoughts from a Christian financial adviser](#)

We also recommend these free resources:

[Foundation Truths on Money and Possessions](#)

[Principles of Giving](#)

Subscribe to [Sharpen](#), our quarterly emails for trustees, treasurers and church and charity leaders.. Where we provide practical tools, technical resources and expert guidance to safeguard your mission and ministry.



1 Make a plan

While there are fewer people who give to Christian workers, this year's data shows the mean donation amount to Christian workers is now the largest overall at £73.37 a month. Start by working out your monthly support raising goals which will help you work out how many partners supporters you need to reach those goals.

Set up a system to keep track of your progress and potential partners. Be proactive. Remember, your potential partners will probably be busy thinking about their work/family/church, so joining your support team, although important, may not be their number one priority.

2 Build a personal relationship with your partner team

When asked 'What prompted you to start giving initially', 34% of respondents stated that they had a 'personal relationship with an individual/cause'. Asking for support in a general email or an invitation from the front of church can seem quicker and easier than personally inviting people to partner with us. However, the research tells us that a personal approach is much more likely to be successful.

Built and managed well, a partner team can be a source not just of financial support but also of encouragement and prayer. They are there willing you on in the difficult times and celebrating with you in the times of joy.

3 Keep your partner team up to date

Maintaining a strong relationship with your partners involves intentional communication, ensuring they feel connected to the impact of your work. Good communication is key to maintaining trust between you and your partner team, which is vital in building long-term support as demonstrated in this report.

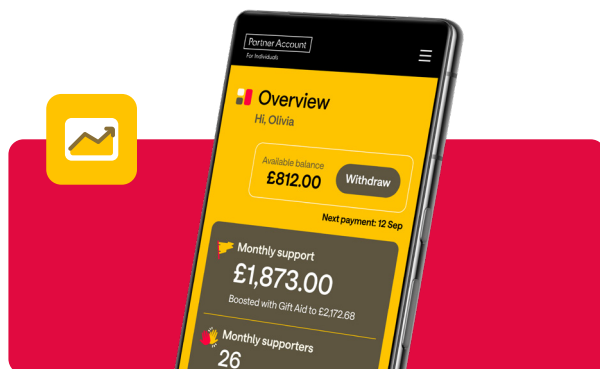
While newsletters serve a purpose, a personal email, or even a handwritten postcard, can be more meaningful. Instead of lengthy updates every six months, consider sending short, regular messages that highlight a recent event and a prayer request. These can be in written form or you could bring them to life in a short video.



- How much do you need to raise and what are your critical support raising milestones?
- This research found the average monthly gift to Christian Workers to be just over £73 a month. On that basis, how many new partners do you need?
- Why don't you consider attending our Support Raising Training to help you increase your monthly support?
- How can you reframe a generic request for support into a personal invitation to partner with you in your mission?
- Who would you like to invite to be part of your partner team?
- How can you ensure that you continue to build a personal relationship with your partner team so they feel part of the work you do each day?
- How will you communicate with your partners?
- How can you share the difference their partnership with you is making in building God's Kingdom?

Resources for Christian workers

Sign up for the [Stewardship Partner Account for Individuals](#), trusted by over 2,000 Christian workers to organise, receive and increase their financial support.



If you support raise with us, register for our [Support Raising training](#) and subsequent Support Raising Surgeries, which will help you see support raising as an opportunity to partner with your supporters in the Gospel, rather than as just a financial transaction.

Our training is based on the workbook [Personal Support Matters](#), which is the revised version of Funding the Family Business by Claire Niclasen and Myles Wilson, published by Stewardship. Personal Support Matters is available to all who raise support to help enable them to do it effectively.

Subscribe to [Mission](#), our bi-monthly email for Christian workers, with encouragement, practical tools and training opportunities to strengthen you on your support raising journey.





1 Joyful, faithful stewards

Biblical stewardship reminds us that everything we have belongs to God. Starting with this perspective changes how we approach our giving. If God owns it all, the question shifts from 'How much should I give?' to 'How much should I keep?'

By holding our resources with open hands, we can reflect on how to be generous with everything we have – not just our finances, but also our time, talents and resources, including prayer.

Consider attending a Journey of Generosity (JOG) event, a free opportunity to prayerfully reflect on your giving aspirations.

2 Redefining financial generosity

In this year's report we explored other ways that people engage with generosity beyond traditional charitable giving. Many participants shared that they support those completing sponsored events or give to both strangers and family members in need. How can you think creatively about your financial generosity and expand the ways in which you give?

Where you can, remember to also make the most of Gift Aid or the Payroll Giving scheme in order to optimise your giving.

Why not use a Stewardship Giving Account to help you give more creatively by adding a little bit extra to your monthly Direct Debit? A balance will be built over time that will help you respond to ad hoc opportunities to give.

3 Support causes close to your heart

If you struggle with deciding which causes to give to, start by taking some time to pray about your giving and to reflect on what you care about most. Explore our CauseFinder™ database to help you discover charities that are on the frontline of causes that you are passionate about. You will then be in a good position to start building a giving portfolio that has the right level of breadth and depth for you.

Remember, too, when planning your giving, that causes prefer sustained, regular support to one-off donations, as this helps them to budget and plan their projects.



- How does your faith impact how you view 'your things'?
- What does the Bible teach about giving? Spend time in prayer and study, or seek guidance from your church leader to deepen your understanding.
- Have you explored a JOG course?
- Which areas of your financial giving bring joy and where might you need to pray or reflect?
- What does a life of radical generosity look like? What habits can you begin today to nurture that lifestyle?
- Have you considered signing up for a sponsored event?
- Could you create a separate pot of funds that you give away to friends, family or strangers in need?
- Have you looked into the benefits of the Stewardship Giving Account, Gift Aid, or Payroll giving to help ensure your giving is as tax effective as possible?
- Are there particular causes or issues that God has put on your heart?
- Are there causes that link to your experiences as an individual, a couple or a family?
- Is there someone in your church or local community that you could support?

Resources for donors

The [Stewardship Giving Account](#) can help you discover the joy of active generosity. It is trusted by over 30,000 Christians who give to the causes they love with Stewardship.

For donors giving more than £25,000 a year, we offer the [Donor Advised Fund](#) account, and for those wanting to establish a fund of £500,000 or more, we offer the [Philanthropy Fund](#) account.

Explore our [CauseFinder™](#) database to discover a range of charities working in the areas that you care about most. All causes listed with us have been checked and verified by us.

On our website we have a range of blogs and stories that offer inspiration on biblical stewardship, generosity and giving. Some of our most popular blogs focus on topics such as '[Should I sell everything and give to the poor?](#)' and '[Jesus the Good Steward](#)'. We also have some deeply encouraging personal stories of giving, like [this one](#) from an anonymous DAF donor who shares their journey of faithful stewardship.

Stewardship's [Giving Reflections Guide](#) helps you create time and space to explore what generosity means to you and how you would like to shape your giving journey.

We also have a wide collection of devotional guides and practical resources to help you think more deeply about what it means to be generous and prioritise your giving including:

[The Generosity Agenda](#)

[Money and the Gospel](#)

[Guide to Budgeting](#)

[Budget Planner Template](#)

[Guide to Giving for Married Couples](#)

[Guide to Giving for 18-30s](#)

Subscribe to [Generous](#), our monthly email for supporters with inspiration, practical tools and guidance to support the causes you love in more meaningful ways.

For our philanthropists, we offer [Impact](#), our quarterly email with news, inspiration and guidance to support you on your giving journey.

Conclusion

As we have sought further insight into UK Christians and the drivers and barriers to their giving, we have seen an encouraging link between those who read the Bible and attend church regularly and a generosity that can go beyond tithing.

For these givers, not only is that generosity founded on a theological appreciation of all that God has given us, but also a deep joy can be experienced in the process (21% overall, rising to 42% for Committed Christians).

However, this is not the case for all UK Christians. There continue to be clear barriers to giving, related to trust and affordability that anyone seeking support must overcome. The data and insights of this report are a crucial first step. A better understanding of the behaviour and attitudes of the most generous will in turn equip us to invite and nurture our donors more effectively.

We must foster and nurture a stronger culture of generosity if we are to see

significantly higher levels of generosity unlocked in the UK. Only when we embed in our hearts a conviction that generosity is a cornerstone of effective discipleship will we all find the courage to teach and receive on the subject more boldly; to prayerfully adopt a mindset of plenty; and to step into radical levels of giving that will have an explosive impact for God's Kingdom.

Will you join us?



Email us

enquiries@stewardship.org.uk

Endnotes

1 Those surveyed were asked if they give to each cause type and if they do, how much they give. The average (mean) was taken, including the proportion who did not give to that cause type, to create the final average.

2 [Charities Aid Foundation UK Giving Report 2024](#).

3 'Christian workers' are defined as 'individuals self-supporting in Christian work or study.'

4 Variance in amounts is due to rounding. Average (mean) monthly giving to all causes was £123.87 or 5.26%, which breaks down into average (mean) monthly giving to Christian causes - £97.69 or 4.15% and average (mean) monthly giving to secular causes - £26.18 or 1.11%. The figures are rounded for presentation purposes.

5 Variance in amounts is due to rounding. Average (mean) monthly giving to all causes was £314.20 or 11.16%, which breaks down into average (mean) monthly giving to Christian causes - £252.89 or 8.98% and average (mean) monthly giving to secular causes - £61.31 or 2.18%. The figures are rounded for presentation purposes.

6 All survey participants gave their information on their income and we calculated post-tax income for each demographic. Across the total sample the average salary was £34,380, creating a take-home pay of £28,273. This is very close to the [ONS](#) data on the median salary in the UK as a whole.

7 A statistical measure that looks at how far individual points in a dataset are dispersed from the mean of that set. If data points are further from the mean, there is a higher deviation within the data set. It is calculated as the square root of the variance.

8 Methodology note: There was a smaller sample from United Reformed churches than other denominations

9 Total weighted and unweighted numbers may not always match due to rounding.

Glossary of terms

Causation

A relationship between two variables where a change in one variable directly causes a change in the other. In other words, causation indicates that one variable is the reason for the observed effect in another.

Christian workers

Individuals self-supporting in Christian work or study.

Church-going Christian (CG)

Identify as Christians and attend church at least once a month but read the Bible independently less than once a month.

Committed Christian (Com)

Identify as Christians and attend church at least once a week and read their Bible independently at least once a week.

Correlation

A statistical measure that describes how two variables are related to each other. It tells us whether changes in one variable tend to be associated with changes in another, and it also indicates

the strength and direction of this relationship.

Cultural Christian (Cul)

Identify as Christians but attend church less than once a month.

Practising Christian (PC)

Identify as Christians and attend church at least once a month and read the Bible independently at least once a month.

Standard deviation

A statistical measure that looks at how far individual points in a dataset are dispersed from the mean of that set. If data points are further from the mean, there is a higher deviation within the data set. It is calculated as the square root of the variance.

Tithing

We recognise some Christians tithe on gross salary, but for the purposes of this report the tithe is defined as 10% of monthly income, after tax, given to any charitable cause or causes.

Data tables relating to figures 1 – 11

Committed Christians (Com) ■

Attend church and read the Bible at least once a week.

Practising Christians (PC) ■

Attend church at least once a month and read the Bible at least once a month.

Church-going Christians (CG) ■

Attend church at least once a month but read the Bible less than once a month.

Cultural Christians (Cul) ■

Identify as Christians but attend church less than once a month.

FIGURE 1 Do you give regularly to each of the following?						
		Total sample	Com	PC	CG	Cul
Sample size (weighted)		6,011	1,229	517	3,079	1,285
Average monthly income (post tax)		£2,356.10	£2,490.14	£2,554.40	£2,089.76	£2,815.10
Church	Average monthly giving	£43.42	£112.61	£67.39	£46.81	£5.13
	% monthly income	1.84%	4.00%	2.64%	1.88%	0.25%
Christian charity	Average monthly giving	£33.40	£80.55	£57.49	£34.97	£5.59
	% monthly income	1.42%	2.86%	2.25%	1.40%	0.27%
Christian worker	Average monthly giving	£20.87	£59.73	£33.47	£20.84	£1.27
	% monthly income	0.89%	2.12%	1.31%	0.84%	0.06%
Secular charity	Average monthly giving	£26.18	£61.31	£45.74	£29.46	£5.50
	% monthly income	1.11%	2.18%	1.79%	1.18%	0.26%
Total across all cause types	Total monthly giving	£123.87	£314.20	£204.09	£132.08	£17.49
	Total % monthly income	5.26%	11.16%	7.99%	5.30%	0.84%

FIGURES 2 & 8
Do you give to each of the following? (Church)

	Total	Com	PC	CG	Cul
Weighted base	6,011	1,217	487	1,229	3,079
No	2,348	36	31	116	2,165
	39%	3%	6%	9%	70%
NET: Yes	3,584	1,171	454	1,107	852
	60%	96%	93%	90%	28%
NET: Yes, regularly at any frequency	2,270	1,033	349	749	139
	37%	84%	71%	61%	4%
Yes but not at regular intervals	1,314	139	104	358	713
	22%	11%	21%	29%	23%
Yes annually	322	78	65	109	70
	5%	6%	13%	9%	2%
Yes monthly	1,948	955	284	640	69
	32%	78%	58%	52%	2%
Don't know/not sure	79	9	2	6	62
	1%	1%	0%	0%	2%

FIGURES 2 & 8
Do you give to each of the following? (Christian charities)

	Total	Com	PC	CG	Cul
Weighted base	6,011	1,217	487	1,229	3,079
No	2,331	114	56	281	1,880
	39%	9%	12%	23%	61%
NET: Yes	3,518	1,085	419	910	1,104
	59%	89%	86%	74%	36%
NET: Yes, regularly at any frequency	1,490	737	216	377	160
	25%	61%	45%	31%	5%
Yes but not at regular intervals	2,028	348	203	533	944
	34%	29%	42%	43%	31%
Yes annually	577	189	100	191	97
	10%	16%	21%	16%	3%
Yes monthly	913	548	116	186	63
	15%	45%	24%	15%	2%
Don't know/not sure	163	18	12	38	95
	3%	2%	2%	3%	3%

FIGURES 2 & 8
Do you give to each of the following? (Christian workers)

	Total	Com	PC	CG	Cul
Weighted base	6,011	1,217	487	1,229	3,079
No	4,062	358	212	737	2,754
	68%	29%	44%	60%	89%
NET: Yes	1,710	815	259	417	219
	28%	67%	53%	34%	7%
NET: Yes, regularly at any frequency	761	474	118	142	26
	12%	39%	24%	12%	0%
Yes but not at regular intervals	948	340	141	275	192
	16%	28%	29%	22%	6%
Yes annually	328	146	75	92	14
	5%	12%	15%	8%	0%
Yes monthly	433	328	43	50	12
	7%	27%	9%	4%	0%
Don't know/not sure	239	44	15	74	106
	4%	4%	3%	6%	3%

FIGURES 2 & 8
Do you give to each of the following? (Secular charities)

	Total	Com	PC	CG	Cul
Weighted base	6,011	1,217	487	1,229	3,079
No	2,837	205	107	426	2,100
	47%	17%	22%	35%	68%
NET: Yes	2,873	986	367	718	802
	48%	81%	75%	58%	26%
NET: Yes, regularly at any frequency	1,348	544	188	352	263
	22%	44%	39%	29%	9%
Yes but not at regular intervals	1,525	443	178	366	539
	25%	36%	37%	30%	17%
Yes annually	423	186	83	107	47
	7%	15%	17%	9%	2%
Yes monthly	925	358	105	245	216
	15%	29%	22%	20%	7%
Don't know/not sure	301	26	13	84	177
	5%	2%	3%	7%	6%

FIGURE 3

We would love to know what, if anything, has been a specific encouragement to you to give more, or more frequently, to your church, to Christian charities, to secular charities or to individuals self-supporting in Christian work or study. Please indicate below what led to an increase in your giving.

	Total	Com	PC	CG	Cul
Weighted base	24,044	4,868	1,947	4,915	12,315
I felt part of something that can make a difference	4,230 18%	1,389 29%	528 27%	1,076 22%	1,237 10%
I could see how my money would be spent to directly benefit someone	3,590 15%	1,217 25%	402 21%	933 19%	1,038 8%
Gratitude for the blessings (home, finance, family etc) God has given me	3,462 14%	1,536 32%	438 22%	856 17%	634 5%
I could see the impact it would have on people in my community	3,149 13%	1,054 22%	413 21%	843 17%	840 7%
By giving, I felt part of the ministry I was supporting	2,775 12%	1,236 25%	374 19%	742 15%	423 3%
Gratitude for what Jesus did for me on the cross	2,684 11%	1,449 30%	345 18%	551 11%	339 3%
I have a direct personal connection with the cause	2,947 12%	1,035 21%	334 17%	745 15%	833 7%
I was inspired by what the cause has achieved in the past	2,938 12%	1,073 22%	342 18%	790 16%	733 6%
I knew giving more to a deserving cause would feel good	2,745 11%	862 18%	348 18%	726 15%	810 7%

FIGURE 3

We would love to know what, if anything, has been a specific encouragement to you to give more, or more frequently, to your church, to Christian charities, to secular charities or to individuals self-supporting in Christian work or study. Please indicate below what led to an increase in your giving.

	Total	Com	PC	CG	Cul
I was inspired by the plans the cause has for the future	2,499 10%	973 20%	311 16%	640 13%	575 5%
I better understood what the Bible has to say about generosity	2,106 9%	1,121 23%	300 15%	436 9%	249 2%
I knew more would go to sharing the Gospel with others	1,793 7%	939 19%	246 13%	389 8%	219 2%
When I received a thank you from the cause for my giving	1,454 6%	516 11%	201 10%	406 8%	330 3%
Other (please specify)	151 0.60%	30 0.60%	22 1.10%	33 0.70%	65 0.50%
Not sure/does not apply	11,059 46%	778 16%	404 21%	1,483 30%	8,394 68%

Note: Segment sizes are larger due to this data being an aggregate table of all responses relating to giving to Church, Christian charities, secular charities and Christian workers

FIGURE 4

Reflecting on the last 12 months, which of these words best describe how you have felt about your charitable giving?

	Total	Com	PC	CG	Cul
Weighted base	6,011	1,217	487	1,229	3,079
Responsibility	1,988	568	216	464	741
	33%	47%	44%	38%	24%
Neutral	1,551	162	92	291	1,006
	26%	13%	19%	24%	33%
Gratitude	1,273	501	146	259	366
	21%	41%	30%	21%	12%
Joy	1,253	514	161	273	306
	21%	42%	33%	22%	10%
Obligation	980	234	113	256	378
	16%	19%	23%	21%	12%
Confident	870	316	100	177	277
	14%	26%	20%	14%	9%
Excitement	402	228	56	71	47
	7%	19%	12%	6%	2%
Guilt	348	54	24	78	191
	6%	4%	5%	6%	6%
Embarrassed	186	37	17	30	102
	3%	3%	4%	2%	3%
Frustrated	152	23	13	29	87
	3%	2%	3%	2%	3%
Anxiety	148	34	22	27	64
	2%	3%	5%	2%	2%
Other (please specify)	104	21	8	15	61
	2%	2%	2%	1%	2%
Not sure/ prefer not to say	706	59	20	83	544
	12%	5%	4%	7%	18%

FIGURE 5

We would love to know what, if anything, has been a specific encouragement to you to give more, or more frequently, to Christian charities

	Total	Com	PC	CG	Cul
Weighted base	6,011	1,217	487	1,229	3,079
I was inspired by what the cause has achieved in the past	906	342	103	246	215
	15%	28%	21%	20%	7%
I was inspired by the plans the cause has for the future	661	276	87	163	135
	11%	23%	18%	13%	4%

FIGURE 6
How often do you discuss giving or what causes you support with the following? (Christian friends)

	Total	Com	PC	CG	Cul
Weighted base	6,011	1,217	487	1,229	3,079
Never	3,332	374	175	580	2,203
	55%	31%	36%	47%	72%
Once every few years	426	122	56	114	134
	7%	10%	11%	9%	4%
About once a year	508	158	58	146	146
	8%	13%	12%	12%	5%
About once every few months	546	206	84	143	113
	9%	17%	17%	12%	4%
More frequently than every few months	399	207	59	79	54
	7%	17%	12%	6%	2%
Not sure	574	105	39	121	309
	10%	9%	8%	10%	10%
Prefer not to say	226	45	15	45	120
	4%	4%	3%	4%	4%

FIGURE 7
In addition to the categories of giving outlined above, do you consider any of the following as part of your charitable giving?

	Total	Com	PC	CG	Cul
Weighted base	6,011	1,217	487	1,229	3,079
Supporting family/ friends in sponsored events	3,101	602	247	675	1,578
i.e. running a marathon, bake sale	52%	49%	51%	55%	51%
Giving to strangers in need	2,562	700	255	572	1,036
e.g. those who are homeless, paying it forward	43%	57%	52%	47%	34%
Giving to my family/ friends in the UK	1,696	420	173	346	756
	28%	34%	36%	28%	25%
Money I send to my family/ friends abroad	720	321	101	154	145
	12%	26%	21%	13%	5%
Other (please specify)	200	32	11	29	129
	3%	3%	2%	2%	4%
I don't consider any of these to be part of my charitable giving/I do not give in this way	1,411	170	74	226	941
	23%	14%	15%	18%	31%

FIGURE 9

How often do you discuss giving or what causes you support with the following? (Those in church leadership/a mentor)

	Anglican	Baptist	Independent	Methodist	Orthodox	Pentecostal	Presbyterian	Roman Catholic	United Reformed	Other
Weighted base	2,559	292	181	373	156	301	375	1,406	96	272
Never	1,809	172	96	230	69	108	238	815	56	167
	71%	59%	53%	62%	44%	36%	63%	58%	58%	61%
Once every few years	121	24	13	33	14	35	37	113	12	17
	5%	8%	7%	9%	9%	12%	10%	8%	12%	6%
About once a year	170	14	20	28	18	31	31	107	3	25
	7%	5%	11%	7%	11%	10%	8%	8%	3%	9%
About once every few months	94	20	23	25	25	47	12	107	5	16
	4%	7%	13%	7%	16%	16%	3%	8%	5%	6%
More frequently than every few months	51	19	4	7	9	39	18	62	5	8
	2%	7%	2%	2%	6%	13%	5%	4%	5%	3%
Not sure	216	33	19	42	16	30	24	157	11	20
	8%	11%	11%	11%	10%	10%	6%	11%	12%	7%
Prefer not to say	98	10	6	7	6	11	15	44	4	19
	4%	4%	3%	2%	4%	4%	4%	3%	4%	7%

FIGURE 9

How often do you discuss giving or what causes you support with the following? (Family)

	Anglican	Baptist	Independent	Methodist	Orthodox	Pentecostal	Presbyterian	Roman Catholic	United Reformed	Other
Weighted base	2,559	292	181	373	156	301	375	1,406	96	272
Never	1,096	116	53	134	46	69	165	516	35	110
	43%	40%	29%	36%	29%	23%	44%	37%	36%	40%
Once every few years	208	29	15	36	10	25	20	98	12	24
	8%	10%	8%	10%	7%	8%	5%	7%	12%	9%
About once a year	314	22	28	49	15	30	49	154	11	25
	12%	7%	16%	13%	9%	10%	13%	11%	11%	9%
About once every few months	351	42	38	57	29	50	52	226	17	44
	14%	14%	21%	15%	19%	17%	14%	16%	18%	16%
More frequently than every few months	274	43	25	45	38	92	41	235	10	35
	11%	15%	14%	12%	24%	31%	11%	17%	10%	13%
Not sure	232	30	16	46	10	25	35	132	7	20
	9%	10%	9%	12%	6%	8%	9%	9%	8%	7%
Prefer not to say	84	12	6	8	8	11	12	45	4	14
	3%	4%	3%	2%	5%	4%	3%	3%	5%	5%

FIGURE 10
Denomination breakdown by depth of Christian practice

	Total	Com	PC	CG	Cul
Weighted base	6,011	1,217	487	1,229	3,079
Anglican including Church of England, Scottish Episcopal Church, Church in Wales, AMiE, Free Church of England	2,559	304	157	395	1,703
Baptist	292	112	35	37	108
Independent including Non-denominational, FIEC, Vineyard, House Church	181	90	28	28	35
Methodist	373	84	33	67	189
Orthodox	156	34	17	30	76
Pentecostal including Assemblies of God, Redeemed Christian Church of God, Elim	301	194	36	32	39
Presbyterian including Church of Scotland, Free Church of Scotland, EPCEW	375	64	37	72	203
Roman Catholic	1,406	216	110	495	584
United Reformed	96	16	9	24	47
Other	273	85	36	38	114

FIGURE 11
In general, how much do you trust or distrust each of the following types of organisation to spend well the money people donate to them? (Church)

	Total	Com	PC	CG	Cul
Unweighted base	6,011	1,285	517	1,204	3,005
Weighted base	6,011	1,217	487	1,229	3,079
Trust a lot	2,930 49%	978 80%	334 69%	840 68%	779 25%
Trust a little	1,242 21%	168 14%	97 20%	259 21%	718 23%
Don't trust at all	193 3%	22 2%	18 4%	29 2%	124 4%
Not sure	424 7%	20 2%	15 3%	47 4%	342 11%
It varies too much to say	156 3%	15 1%	15 3%	25 2%	101 3%
Not applicable as I don't give to anyone in this category	1,066 18%	15 1%	8 2%	28 2%	1,015 33%
NET: Trust a lot/ little	4,172 69%	1,145 94%	431 89%	1,099 89%	1,497 49%

FIGURE 11

In general, how much do you trust or distrust each of the following types of organisation to spend well the money people donate to them? (Christian charities)

	Total	Com	PC	CG	Cul
Unweighted base	6,011	1,285	517	1,204	3,005
Weighted base	6,011	1,217	487	1,229	3,079
Trust a lot	1,982	720	234	517	511
	33%	59%	48%	42%	17%
Trust a little	1,866	349	166	436	915
	31%	29%	34%	36%	30%
Don't trust at all	263	33	24	35	170
	4%	3%	5%	3%	6%
Not sure	583	43	22	112	407
	10%	4%	4%	9%	13%
It varies too much to say	321	40	25	56	200
	5%	3%	5%	5%	6%
Not applicable as I don't give to anyone in this category	995	32	16	72	875
	17%	3%	3%	6%	28%
NET: Trust a lot/ little	3,849	1,069	400	953	1427
	64%	88%	82%	78%	46%

FIGURE 11

In general, how much do you trust or distrust each of the following types of organisation to spend well the money people donate to them? (Christian workers)

	Total	Com	PC	CG	Cul
Unweighted base	6,011	1,285	517	1,204	3,005
Weighted base	6,011	1,217	487	1,229	3,079
Trust a lot	1,125	524	126	260	214
	19%	43%	26%	21%	7%
Trust a little	1,501	357	162	361	621
	25%	29%	33%	29%	20%
Don't trust at all	331	42	27	57	206
	6%	3%	6%	5%	7%
Not sure	948	78	56	217	596
	16%	6%	12%	18%	19%
It varies too much to say	334	63	27	74	171
	6%	5%	6%	6%	6%
Not applicable as I don't give to anyone in this category	1,771	152	88	260	1,270
	29%	13%	18%	21%	41%
NET: Trust a lot/ little	2,627	882	288	621	836
	44%	72%	59%	51%	27%

FIGURE 11

In general, how much do you trust or distrust each of the following types of organisation to spend well the money people donate to them? (Secular charities)

	Total	Com	PC	CG	Cul
Unweighted base	6,011	1,285	517	1,204	3,005
Weighted base	6,011	1,217	487	1,229	3,079
Trust a lot	1,161	378	122	305	356
	19%	31%	25%	25%	12%
Trust a little	1,883	523	202	438	721
	31%	43%	41%	36%	23%
Don't trust at all	432	66	39	83	244
	7%	5%	8%	7%	8%
Not sure	936	112	48	198	579
	16%	9%	10%	16%	19%
It varies too much to say	412	87	39	74	212
	7%	7%	8%	6%	7%
Not applicable as I don't give to anyone in this category	1,186	52	36	131	967
	20%	4%	7%	11%	31%
NET: Trust a lot/ little	3,044	901	324	743	1,076
	51%	74%	67%	60%	35%

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