

Charities

The future of Individual Giving

"A young supporter journey that turns every act of care into a visible, growing story."



Astha
INTP



Jiaye
INTJ

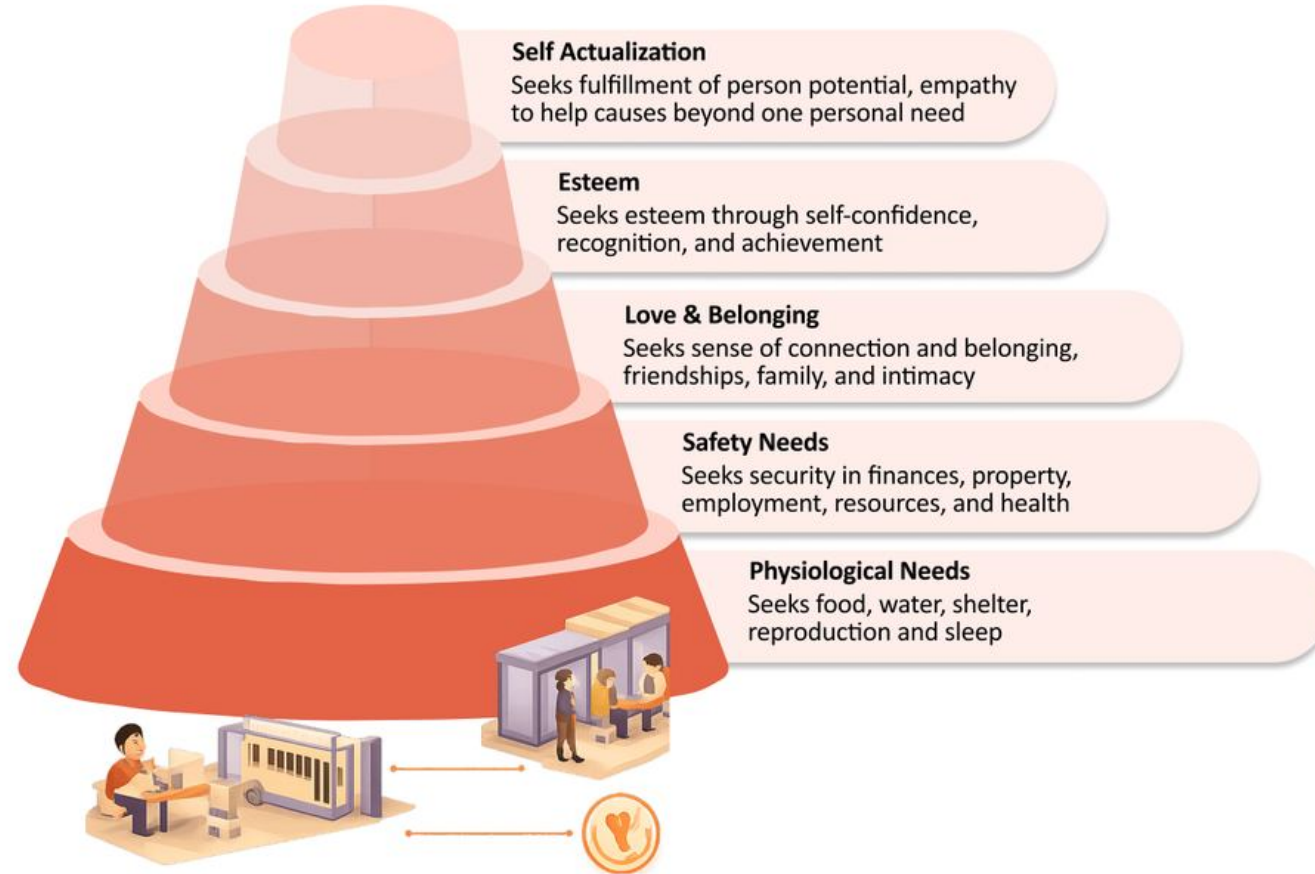


Miriam
ENTJ



Saumya
ENTJ

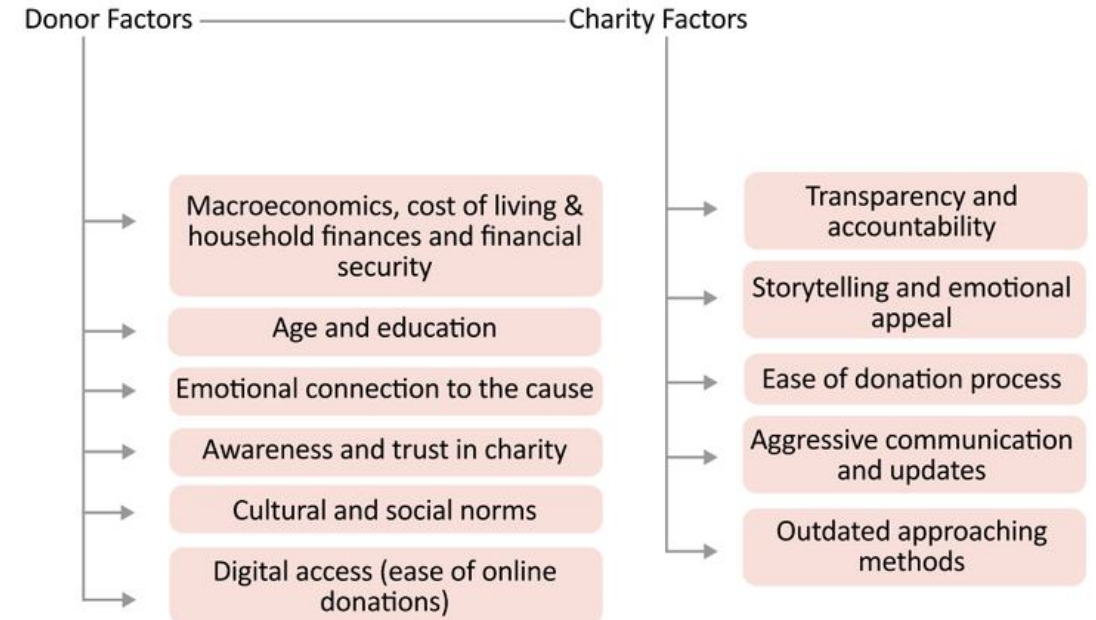
Hierarchy of needs



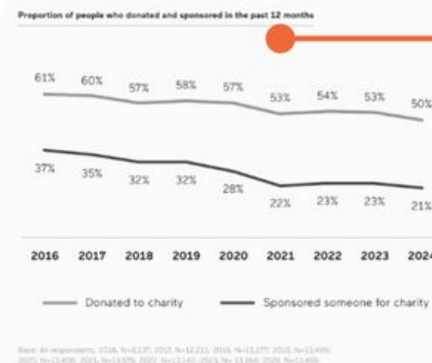
Motivator in giving decisions



Factors affecting individual giving



Donation trends

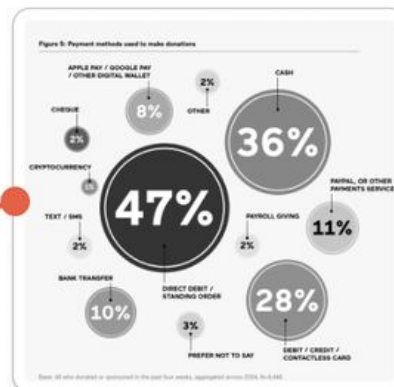


Only half of people gave to charity in the last 12 months.

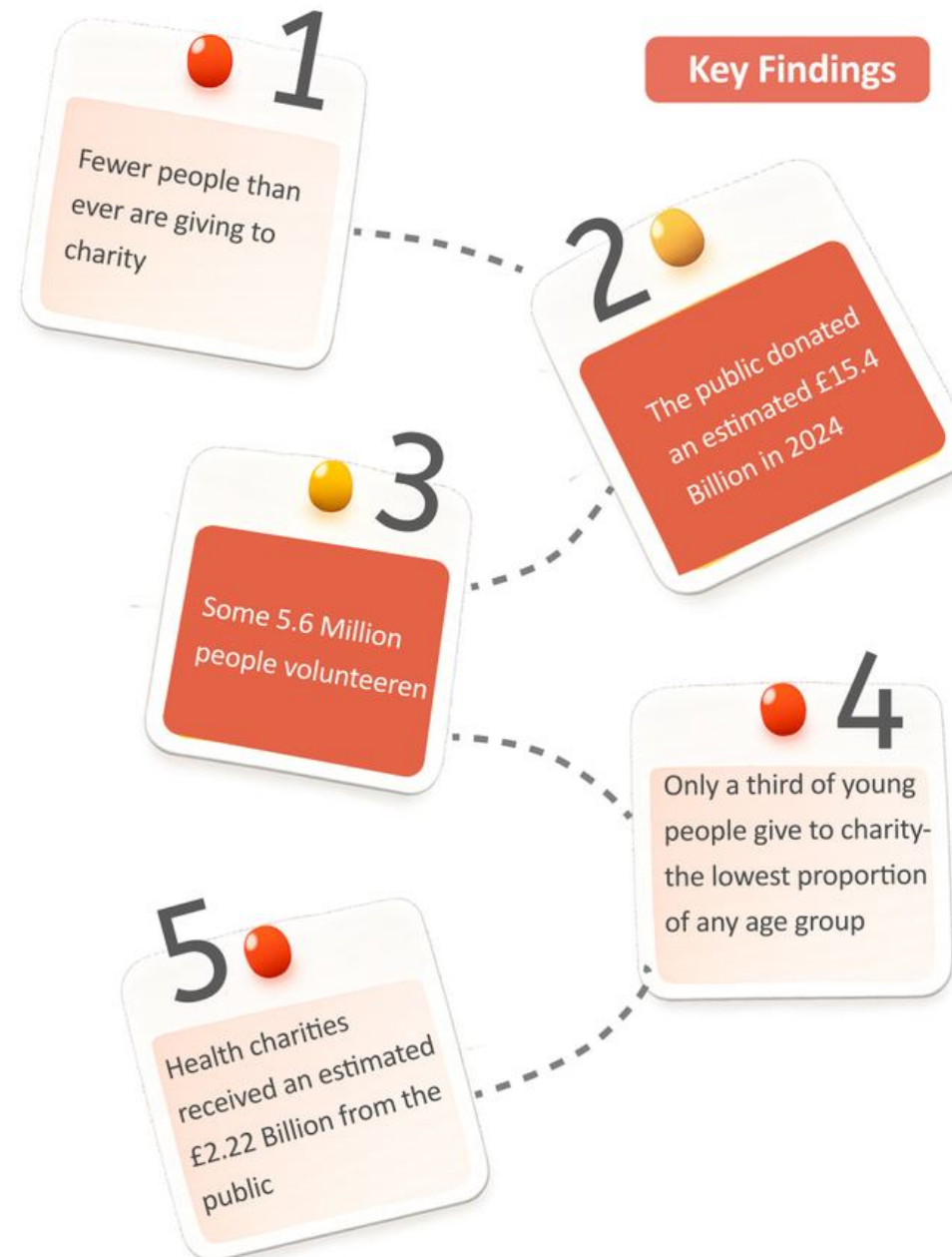
Donor Profile

Key Statistics (CAF 2024)

- Average donation: £50/month.
- Top causes: medical research, animal welfare, environment, children's welfare.
- Top giving months: December, April, and during crisis appeals.
- Main deterrents: financial strain (43%), lack of trust (31%), too many asks (22%).



Key Findings



YOUNGER DONORS

AGED 16-24

Most likely to donate through buying goods (25% of younger donors), fundraising app or website (22%), direct debit / standing order (22%), crowdfunder (19%) and rounding up at the till (19%).

Most likely to donate because they care about the cause (49% of younger donors) and want to help people less fortunate (40%).

More likely than donors over 65 to give because they want to set an example to others (15% vs. 7%) and because their religion encourages it (18% vs. 8%).

Most recent donation was most likely to be prompted by friends or family (17% of younger donors).

Donated an estimated
£1.9BN
to charity in 2024

Young donors base: N=298 for donation methods in the past four weeks; N=593 for reasons for donating in the past 12 months; N=270 for £ billions donated.

OLDER DONORS

AGED 65+

Most likely to donate through direct debit / standing order (56% of older donors), a charity lottery (29%) and buying goods (29%).

Most likely to donate because they care about the cause (62% of older donors) and trust the organisations they donate to (46%).

Most recent donation was most likely to be automated (eg direct debit) (22% of older donors).

More than twice as likely to sponsor someone for charity than young people (22% of older people vs. 10%).

Donated an estimated
£4.5BN
to charity in 2024

Older donors base: N=1,366 for donation methods in the past four weeks; N=2,063 for reasons for donating in the past 12 months; N=1,326 for £ billions donated.

30 questionnaires were collected.

Mapping Individual Giving: Share Your Thoughts!

Hello! 🙌
We are Service Design students from the Royal College of Art, London, conducting a research study on individual giving to charities.

The purpose of this survey is to understand who gives, why they give, and what drives or influences charitable donations whether in the form of money, time, or other contributions. Your responses will help us identify key demographic patterns, motivations, and perceptions behind individual giving.

Your input is incredibly valuable. This survey will take just a few minutes to complete and will contribute to meaningful insights for improving charitable engagement. Thank you for taking the time to support our research!

[登录 Google](#) 即可保存进度。了解详情

* 表示必填

1. Gender *

您的回答

2. What is your age range? *

☐ Under 18
☐ 18-24
☐ 25-34
☐ 35-44
☐ 45-54
☐ 55 and over

3. What comes to mind when you hear the word "charity"? *

您的回答

4. How often do you contribute to charity? *

☐ Never
☐ Occasionally
☐ Regularly
☐ Frequently
☐ Very often

5. What motivated your first donation?

您的回答

6. Do you believe your community influences your willingness to give? *

☐ Yes
☐ No

If Yes, how?

您的回答

7. What type of stories or images resonate with you emotionally regarding charity? *

您的回答

8. Have you ever volunteered or donated to a charity? *

☐ Yes
☐ No

9. To what extent do environmental issues or any type emergency impact your charitable choices? *

☐ Not at all
☐ A little
☐ Moderately
☐ Very much
☐ Extremely

10. Would you like to receive updates showing the impact of your individual giving? *

☐ Yes
☐ No

11. What kind of communication would reconnect you to our research? If yes do drop your info!

您的回答

We interviewed 10 people.

Interviewee 1

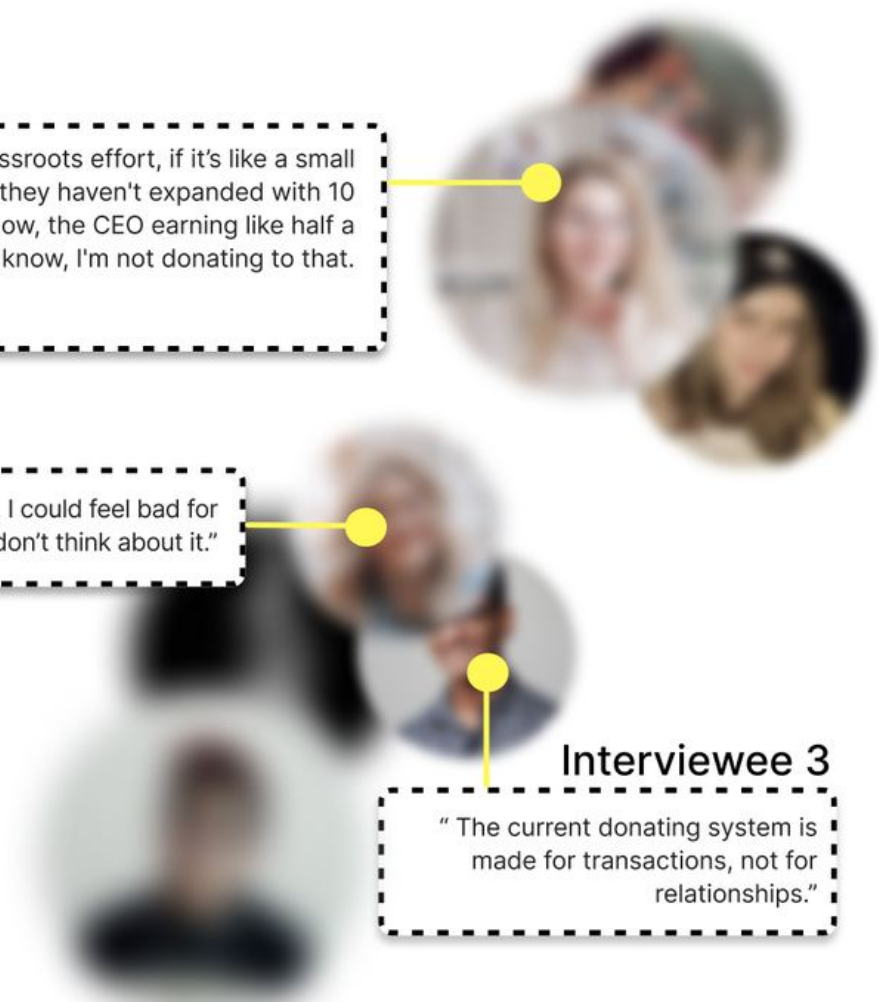
I think a small grassroots effort, if it's like a small grassroots charity. If they haven't expanded with 10 shops and you know, the CEO earning like half a million then you know, I'm not donating to that.

Interviewee 2

"It's not my problem, obviously. I could feel bad for them... but I don't think about it."

Interviewee 3

"The current donating system is made for transactions, not for relationships."



Focus Group :- Gen Z & Young Millennials

They are transitioning towards financial stability and gaining the ability to donate in terms of causes and charities need to find a new way to engage with them.

WHAT ARE THEY THINKING, DOING AND LOOKING FOR?**01*****A more fun and playful tone***

Charity and marketing guidance for Gen Z emphasises authenticity, storytelling and interactivity, but also recommends lighter, creative formats.

Avoid overwhelming, relentless seriousness

Gen Z is less drawn to traditional, institutional routes and often bypasses them in favor of peer to peer platforms, creators and “movements”, which signals that organizations must rethink how they build relationships with younger supporters.

02***Coming back without hesitation***

Gen Z has come of age with brands that offer highly personalized, always on loyalty ecosystems.

Highly supportive of causes

They are deeply exposed to heavy global issues like climate crisis, conflict, inequality and also faces high levels of stress, anxiety or fatigue.

03***Motivated by interactive, gamified experiences***

Nonprofit and gamification studies report that adding playful, challenge based elements significantly boosts participation and repeat engagement among younger audiences.

Less drawn to traditional

Studies in the UK show Gen Z are already highly supportive of causes, often donating more than other age groups and being very willing to volunteer, but they prefer digital, app based and social media driven ways to engage.

Young supporters seek quick ways to engage 01



Young people sign up full of good intentions for things like newsletters, monthly gifts, or volunteering, but then ***fade away when work, study, and family take over***, which means they need ultra low effort ways to stay involved that slot naturally into daily habits, like quick actions they can complete on their phone in under a minute.

Design Direction >>>> Quick Engagement

Young supporters value a personal connection 02



Young supporters ***feel genuinely proud and emotionally connected when a charity remembers their name***, past donation, or specific help at an event, because it shows they matter as individuals rather than as a generic donor, which means they want to be treated like long term partners whose unique contributions are noticed and valued.

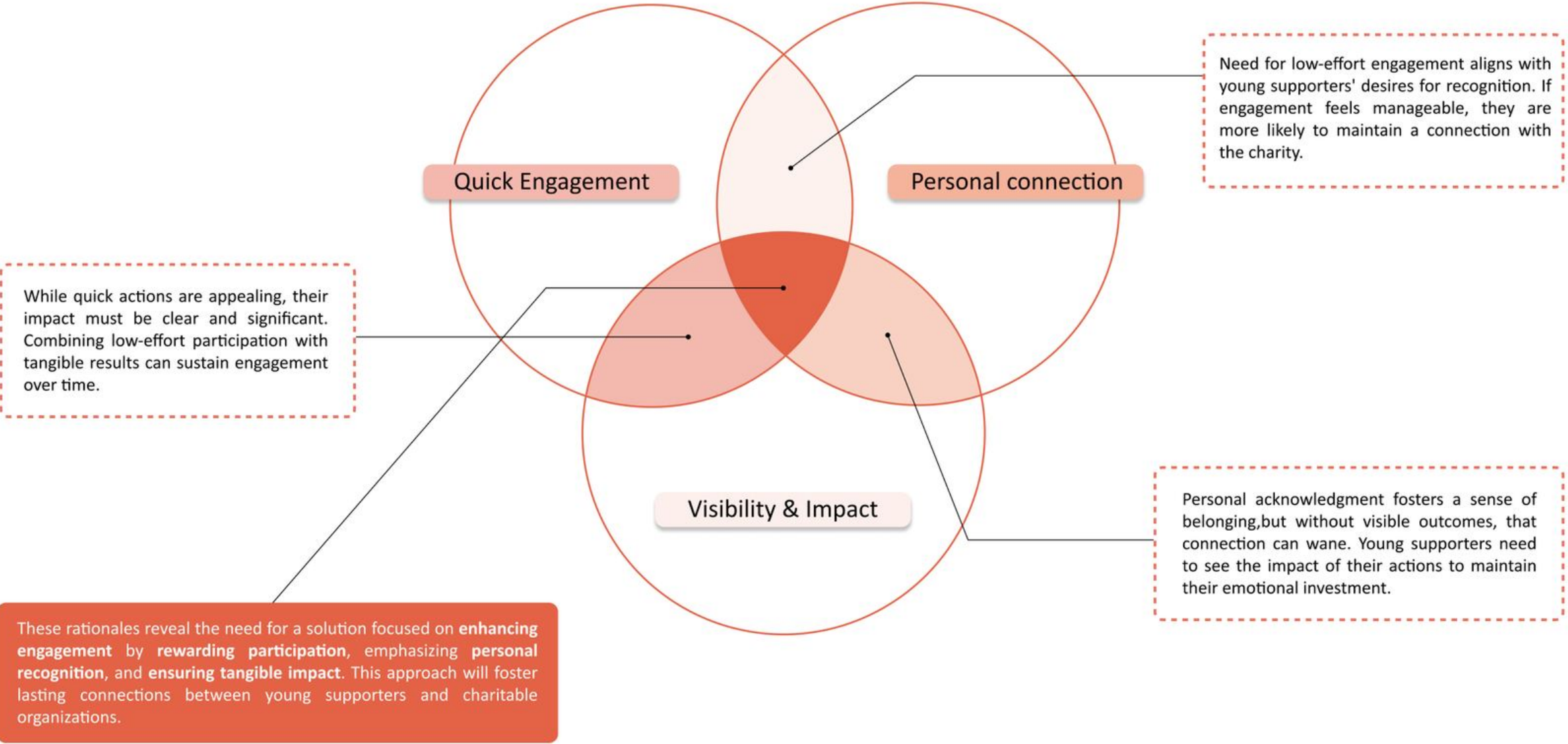
Design Direction >>>> Personal Connection

Young supporters seek the ability to create impact 03



Young supporters describe doing quick, low effort acts like tapping round up at checkout, signing online petitions, and resharing charity posts, but these ***feel invisible when they don't see specific outcomes***, personal acknowledgment, or a sense of community, so their motivation fades after the first few interactions.

Design Direction >>>> Visibility & Impact



“How might we engage young people to provide an evolving picture of repeated impact, imbed quick, rewarding acts of support to feel like valued partners overtime”



-  29
-  Design Working professional
-  Bachelor's degree
-  London

Fiona

Professional Designer

"I would rather take out 500 pounds and give it to someone on the street"

Introduction

Fiona is a working professional and has paid off half of her education loan. She prefers donating directly to individuals rather than large charities to ensure her contributions are used effectively. Skeptical about big organizations, she fears her donations might be misallocated. Fiona focuses on causes she can relate to, favoring smaller charities where she can see a visible impact.

Personality



≡ Motivations

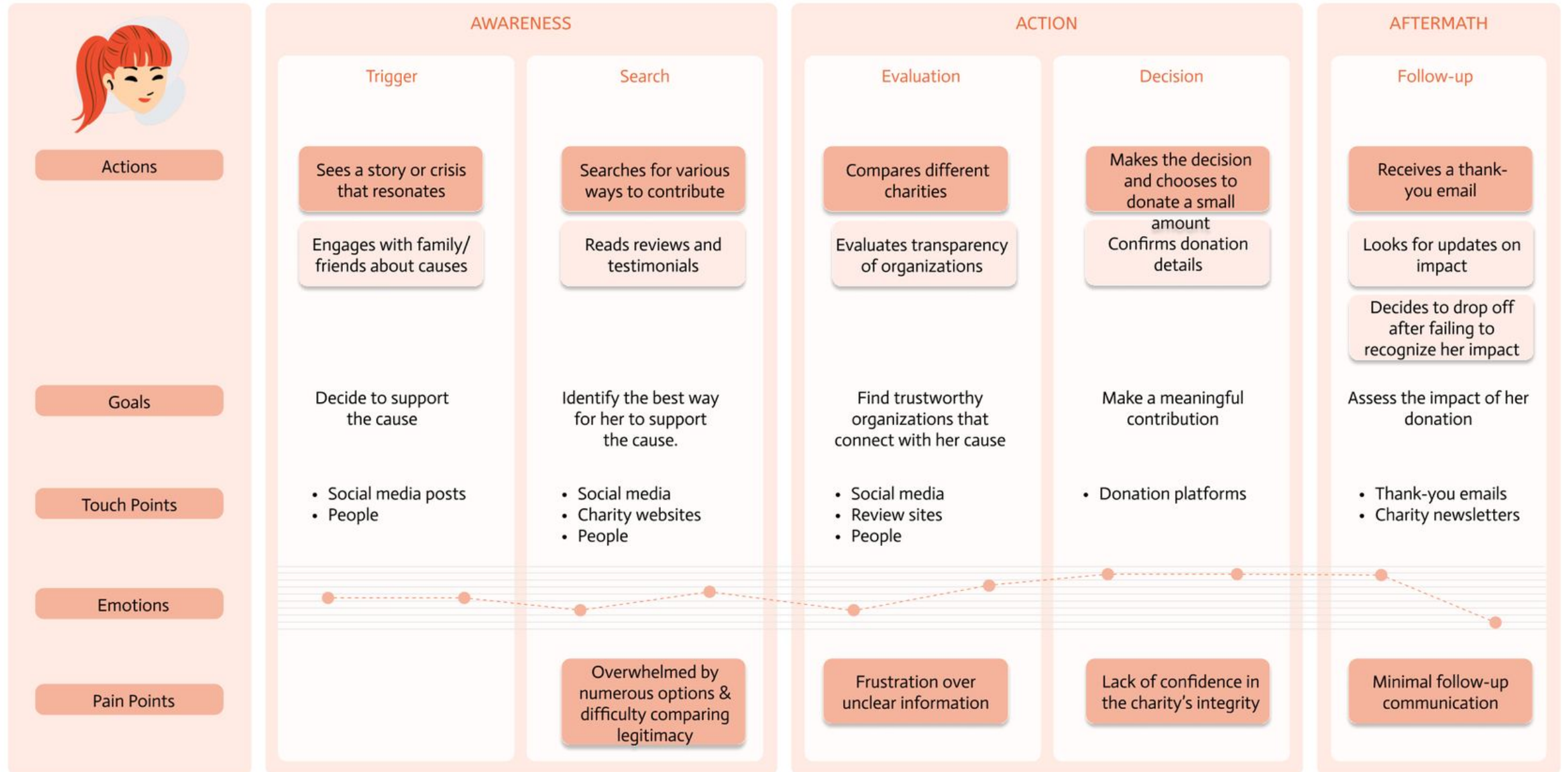
- A strong desire to help people directly and see the results of her contributions in her community.
- The influence of personal experiences that drive her to support causes she feels connected to.
- A sense of fulfillment from knowing her donations make a tangible difference in the lives of those she supports.

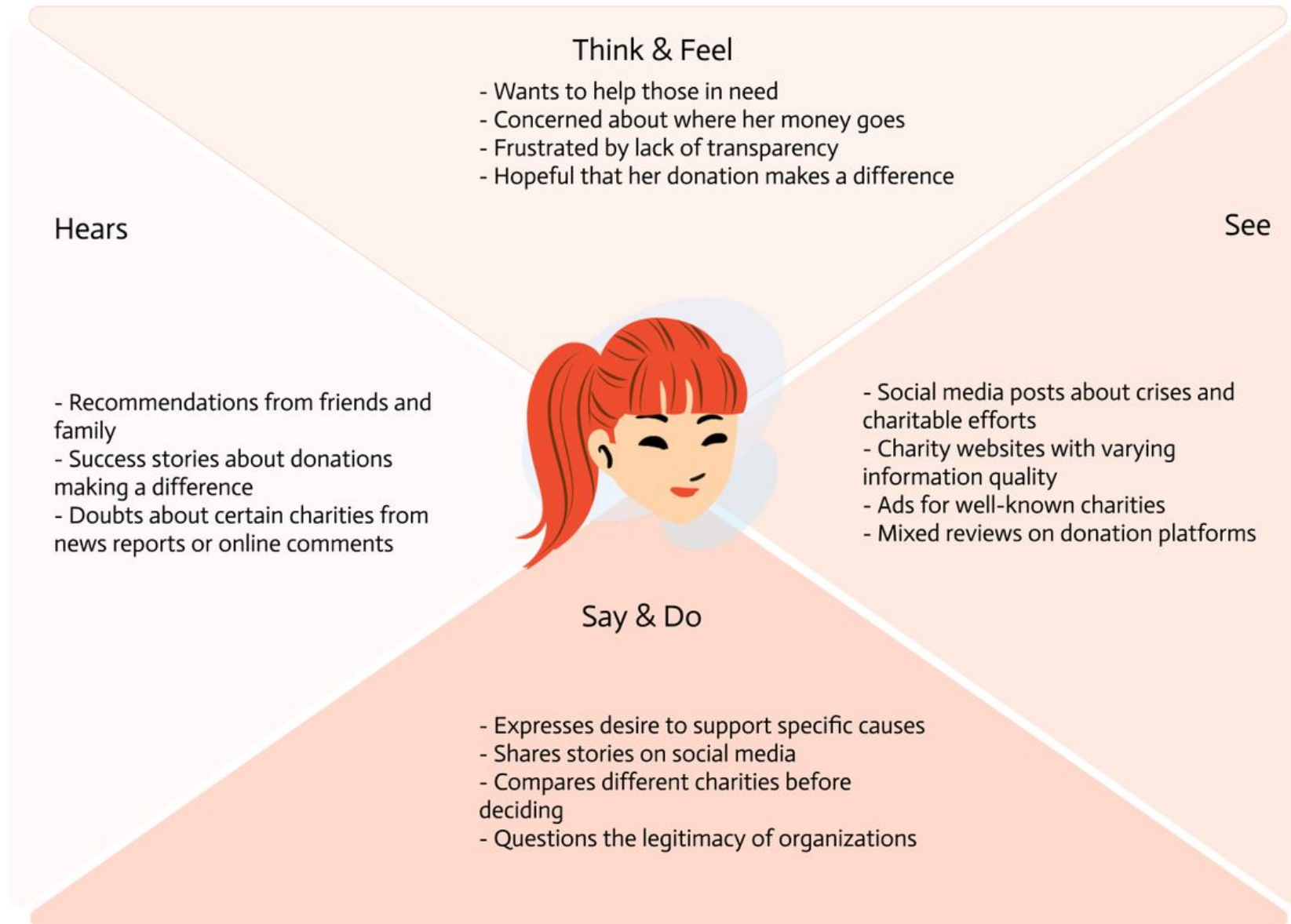
≡ Goals

- Continue paying off her remaining education loan
- Make meaningful & conscious contributions
- Foster relationships with smaller organizations where she can see the impact of her donations firsthand.

≡ Concerns

- Anxiety that donations to larger charities may not be used as intended, leading her to question their transparency.
- Frustration with the perceived disconnect between high salaries of charity executives and the actual impact of the organization.
- Worries about the effectiveness of her contributions if they are not directed toward relatable causes.





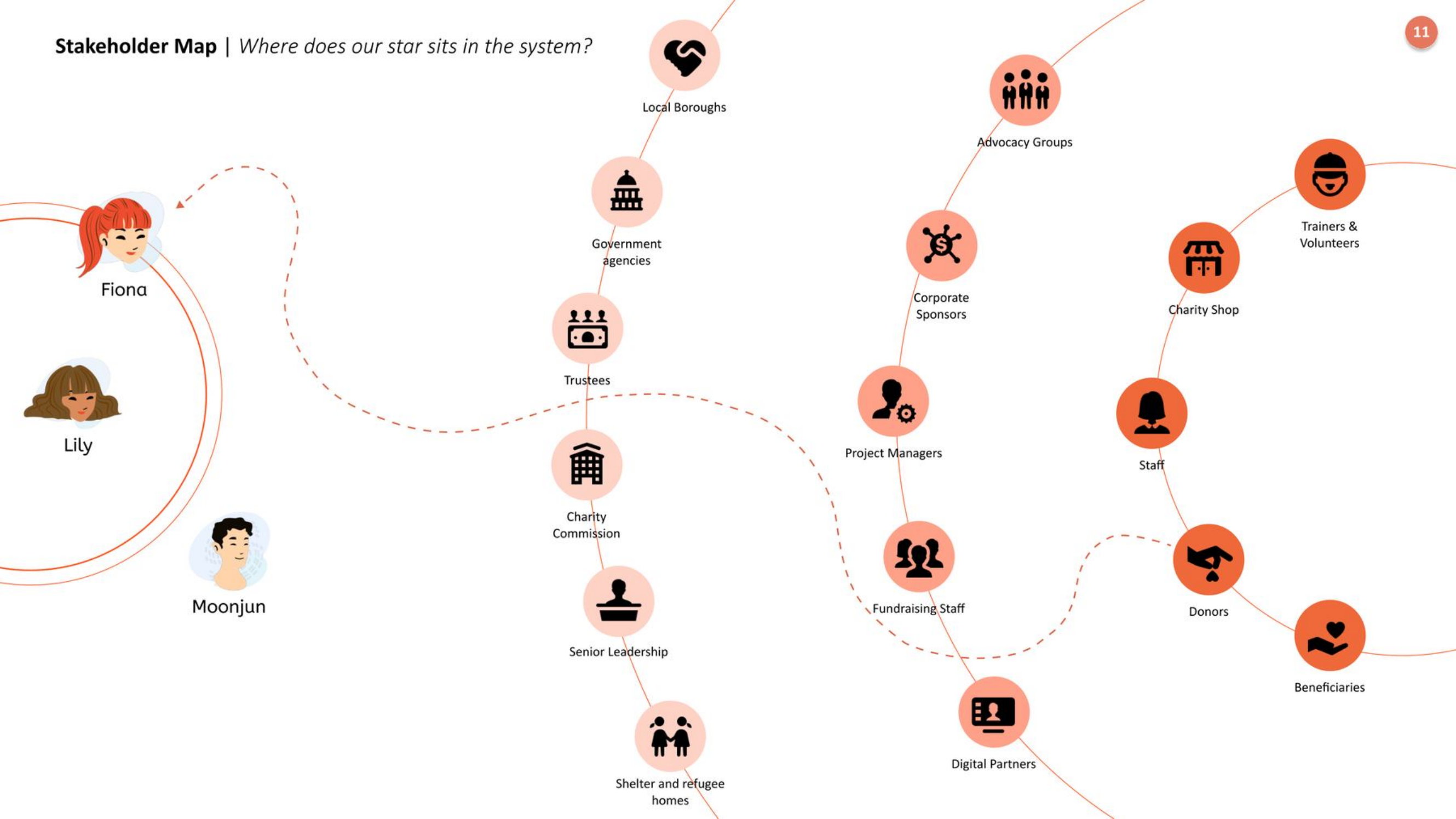
Gains

- Feeling of fulfillment from helping others
- Building connections with meaningful causes
- Satisfaction in making a difference in people's lives

Pains

- Lack of transparency about fund usage
- Overwhelmed by options and information
- Fear of giving to a scam or ineffective organization
- No ongoing relationship with the charity

Stakeholder Map | *Where does our star sits in the system?*



“Care Circle” : A Loyalty-Led Charity Experience for Donors And Young Supporters

A charity loyalty solution that makes giving feel rewarding, transparent, and socially engaging for GenZ and Young Millennials, increasing both repeat donations and emotional connection to causes.

see how it unfolds →

Our “Care Circle” helps young supporters (Gen Z and young Millennials) to donate more consistently by making impact transparent, soft-rewarding, and socially engaging.

Earn points

Donors can earn points through everyday acts of kindness:

- Donation based action
- Workshops & activities
- Volunteer based actions
- Online engagement

Points become the starting point of the experience.

Redeem post card with the "TAG"

- The TAG includes a unique QR code.
- The points be exchanged by charity shop discounts or a character to add it to "Kindness shelf" or to donate it back..

Donors redeem their points for a discount and a special character or donate back from the "Care circle" program.

Create the profile

Scanning the tag opens a digital portal to the "Care Circle".

- Donors sees a login page to enter details in order to register to the loyalty program.
- Donors can see their dashboard with Streak calendar and "Kindness Shelf".

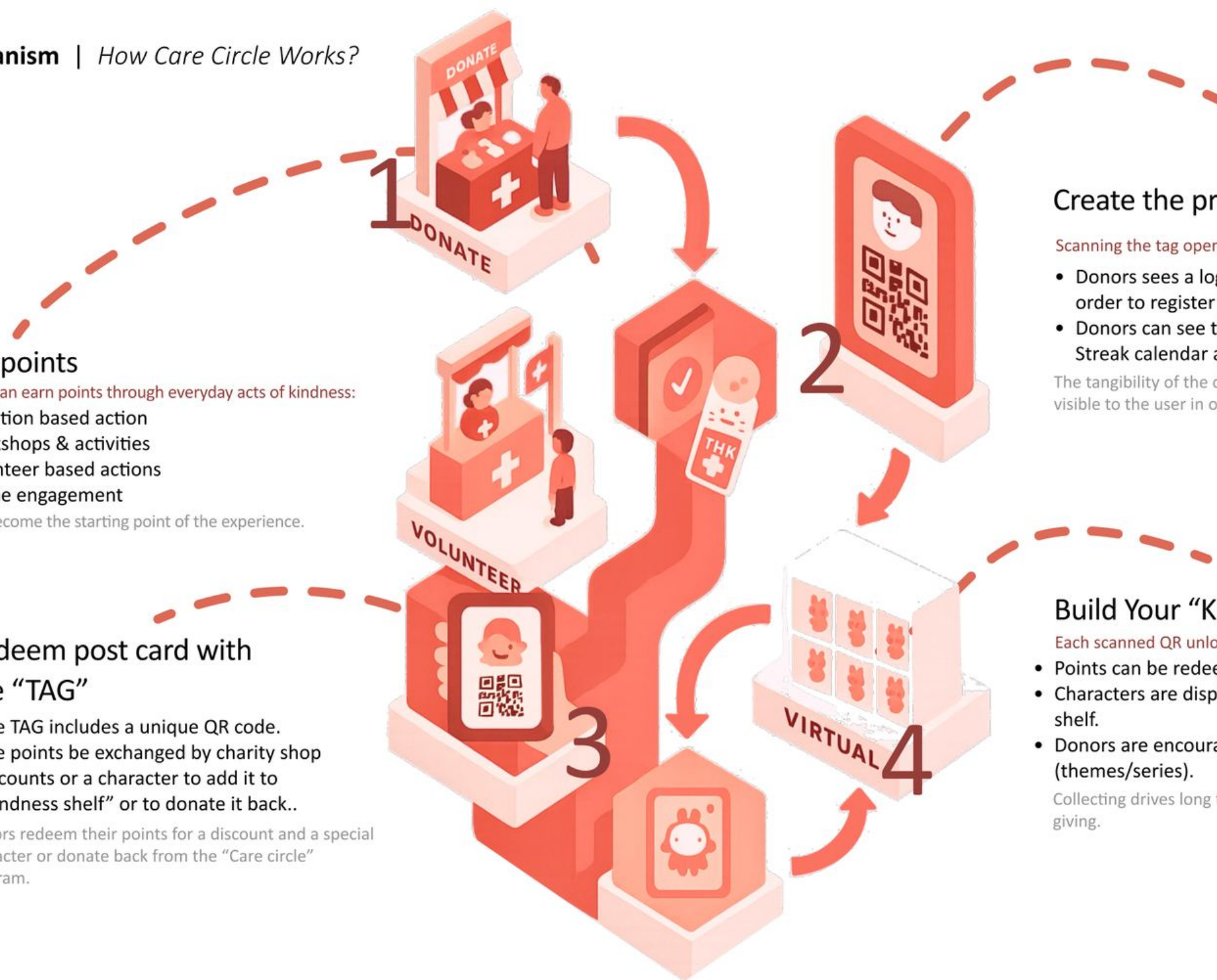
The tangibility of the daily acts of kindness is much more visible to the user in order to provide confidence.

Build Your "Kindness Shelf"

Each scanned QR unlocks one virtual character.

- Points can be redeemed for coupons
- Characters are displayed on a collectible shelf.
- Donors are encouraged to complete sets (themes/series).

Collecting drives long term engagement and continuous giving.





A. Donation-based Action

Donate clothing

→2-5 points

Purchase secondhand items at the Charity Shop, each £5 spent

→3 points

Join the Red Cross Monthly Giving, £2–£5

→2 points



B. Workshops & Activities

Attend a Red Cross First Aid Workshop (Learn first aid skills...)

→8 points

Join Community Fundraising Events(Red Cross Charity Run...)

→5–10 points (Depending on event size)



C. Volunteer-based Actions

Volunteer at a Red Cross store (1 Hours)

→10 points

Emergency Kit Preparation

→8 points



D. Online Engagement

Read a true story of a rescuer (Story Capsule)→1 point

Take a Humanitarian Quiz→2points

Write a digital kindness card and send it to a disaster victim

→1 point

Complete a Red Cross education piece→2 points





Fiona enters the Charity Shop



Fiona learns about the "CareCircle" after dropping off donations and is given a welcome postcard!



After being explained about the it, she decides to join the "CareCircle"



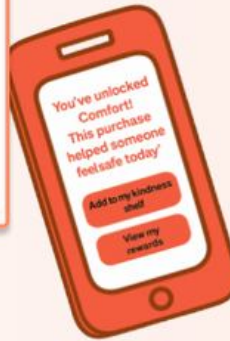
Fiona discovers her first ever character through CareCircle.



She opened her dashboard, wanting to continue accumulating points to redeem the HopeBuds series.



She proudly views her ever-growing collection of virtual characters each representing a real act of kindness she has done.



Fiona starts engaging more through various ways and feel happy looking at her charity calendar

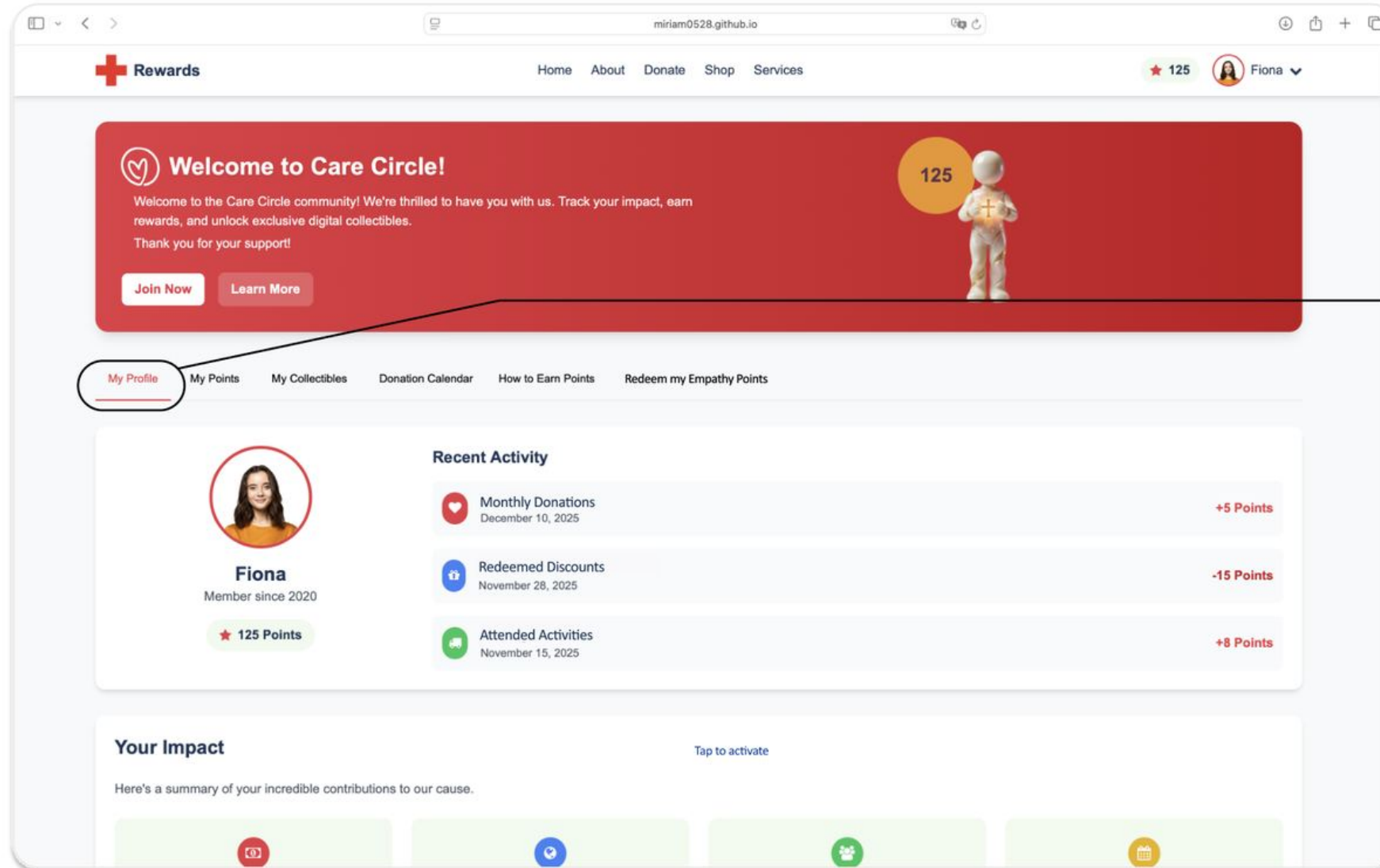


Fiona learns about various ways to earn points & decides to try volunteering

Systems Map | How do all the elements connect and support each other?

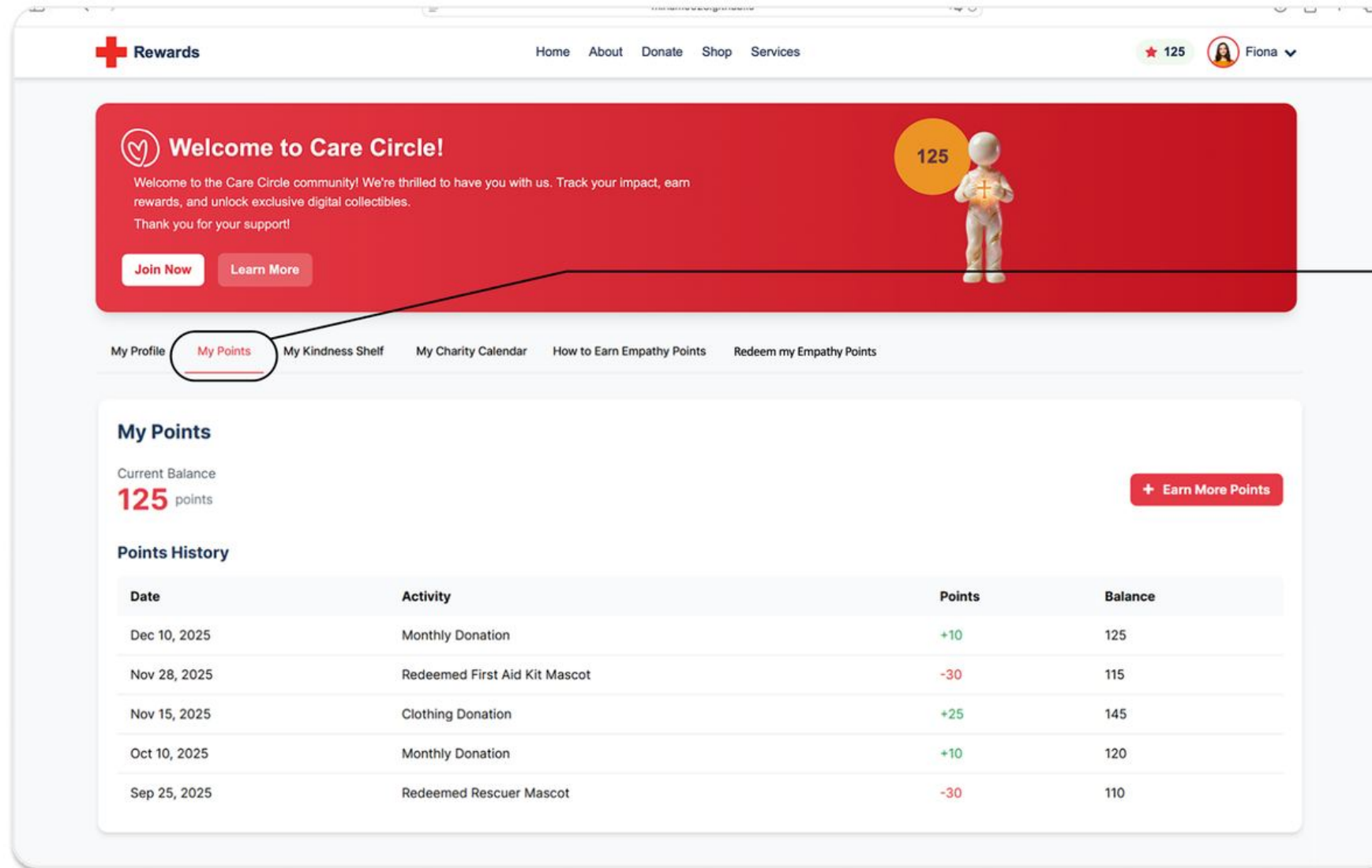
17





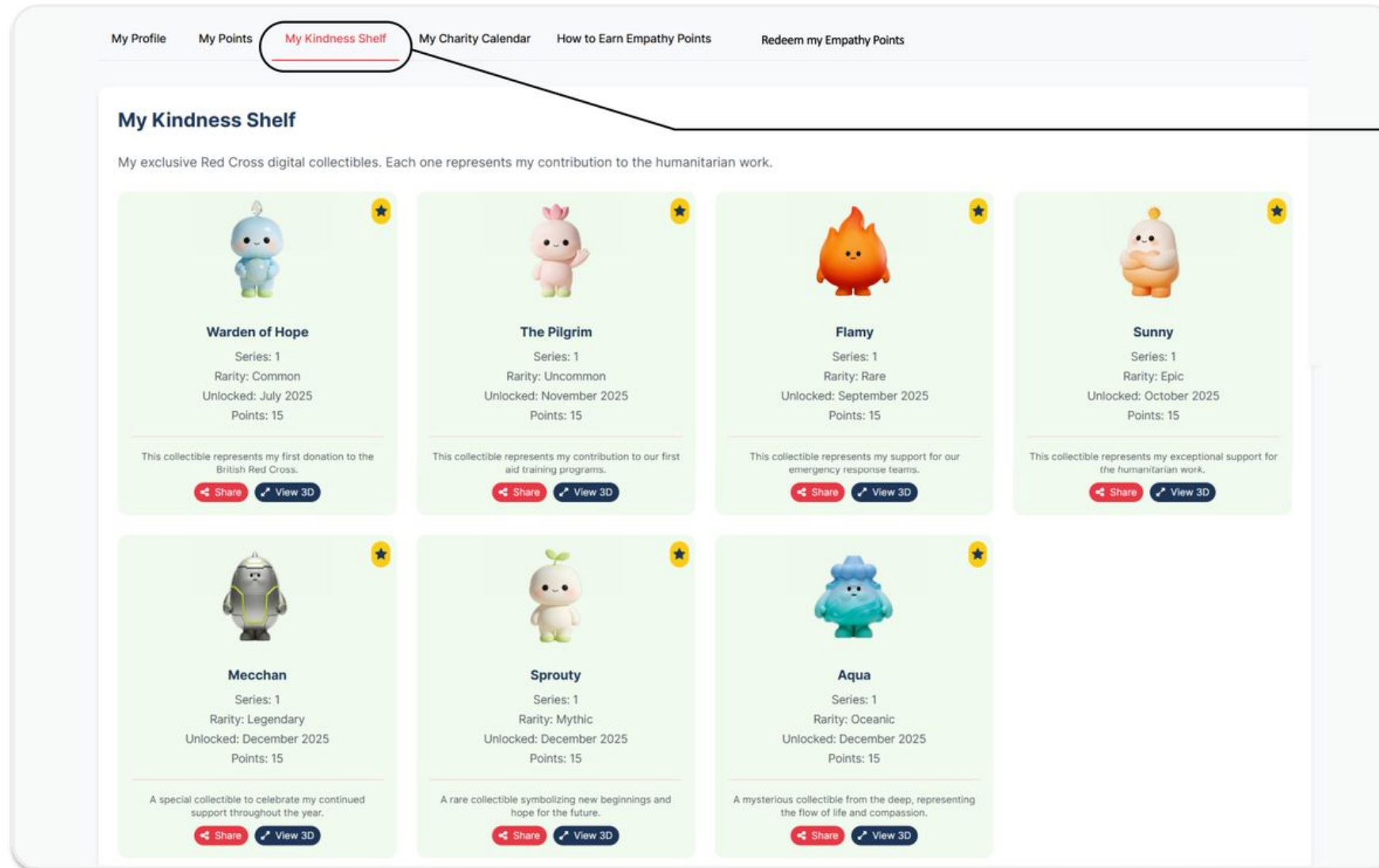
My Profile Dashboard

Provides a comprehensive overview of your account which includes monthly donation, redeemed discounts, and other attended activities with the charity.



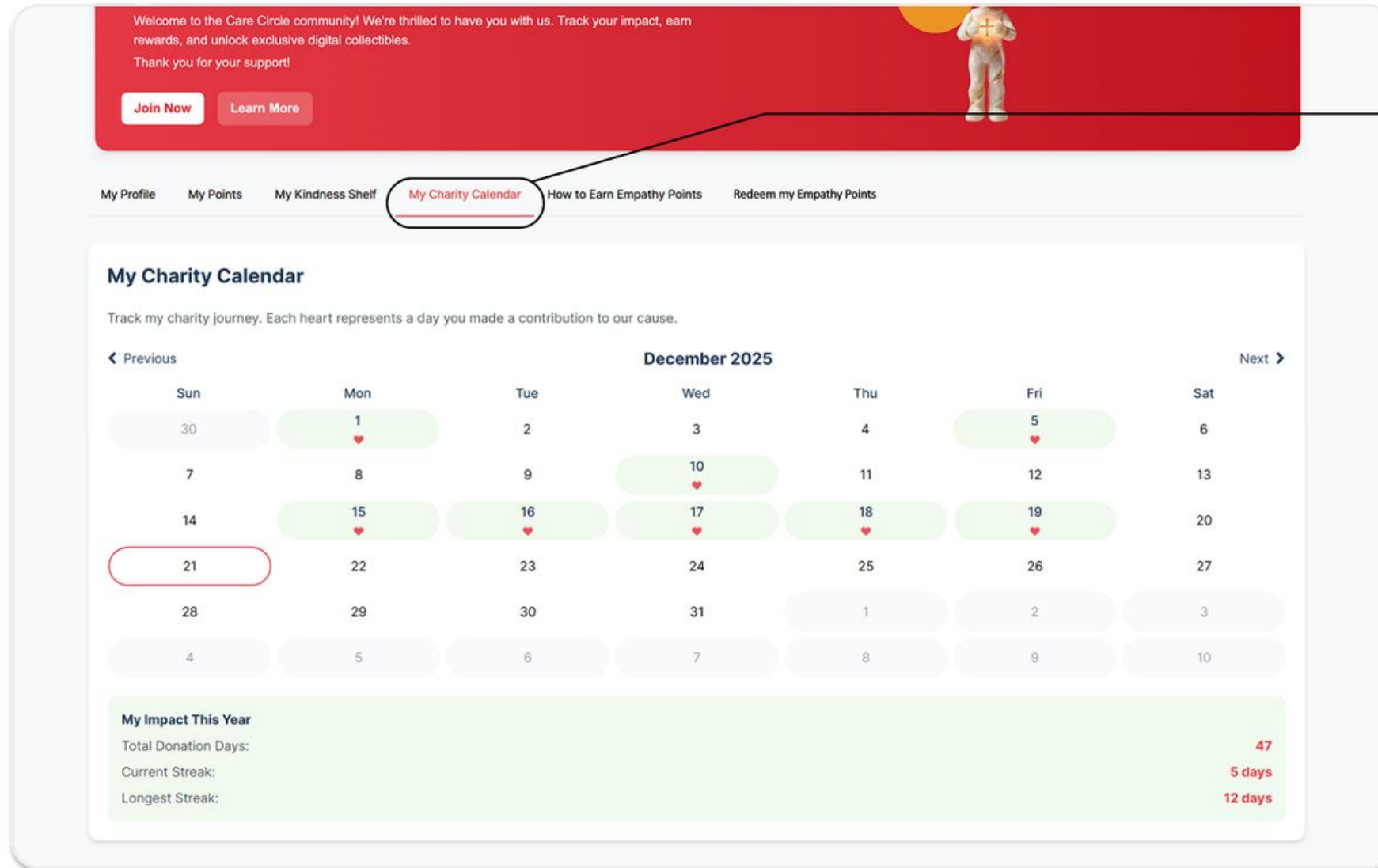
My Points

- The dashboard shows a Current Balance of empathy points, which is the total available to redeem discounts or unlock digital characters right now.
- The point History logs each action with four columns: Date, Activity, Points, and Balance so the user can understand cause and effect between behavior and point total.
- Allows the donors to see a breakup of earned empathy points.



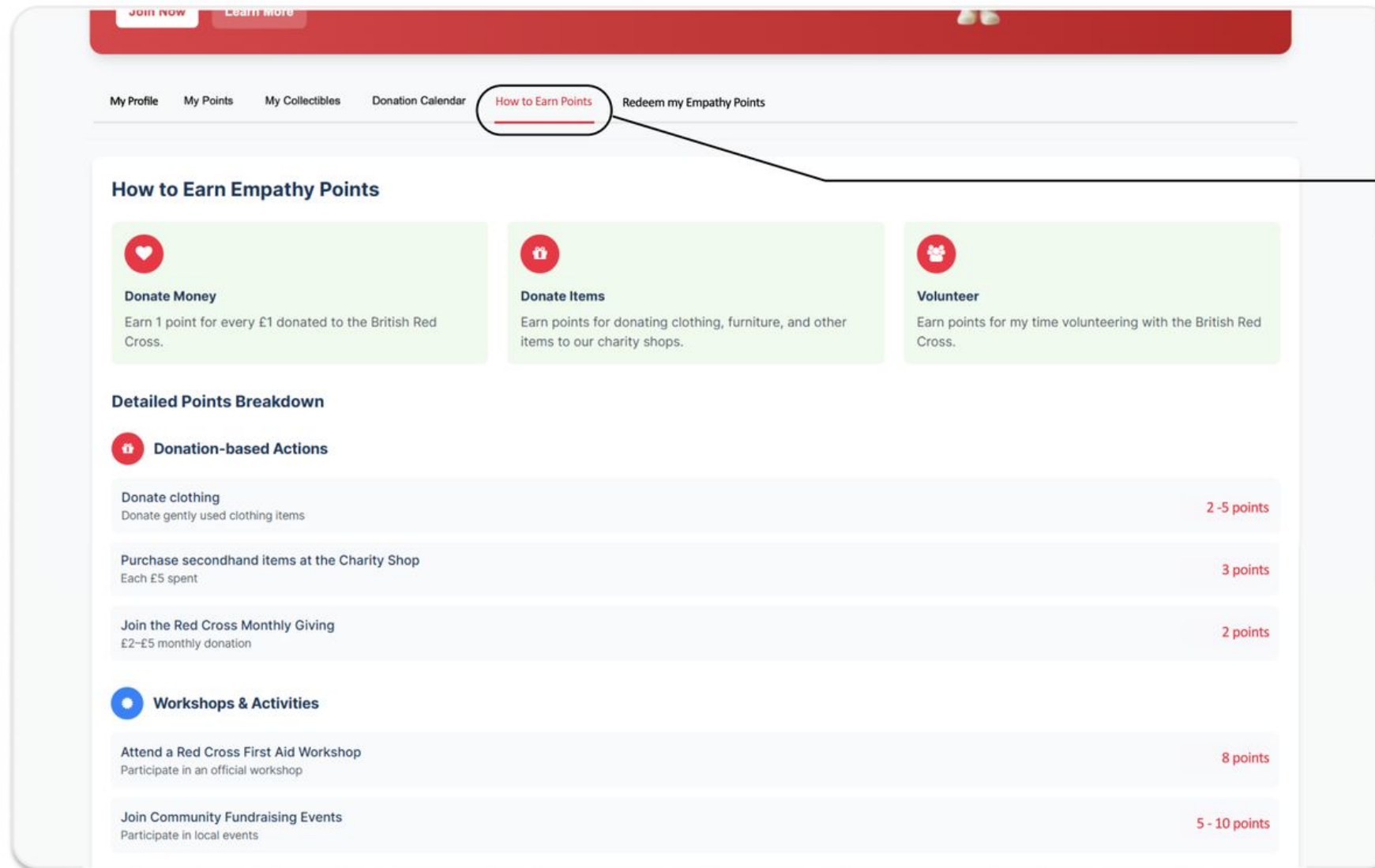
My Kindness Shelf

- Earning more empathy points unlock different digital characters, that are displayed on a digital collectible shelf.
- Donors are encouraged to complete sets (themes/series).



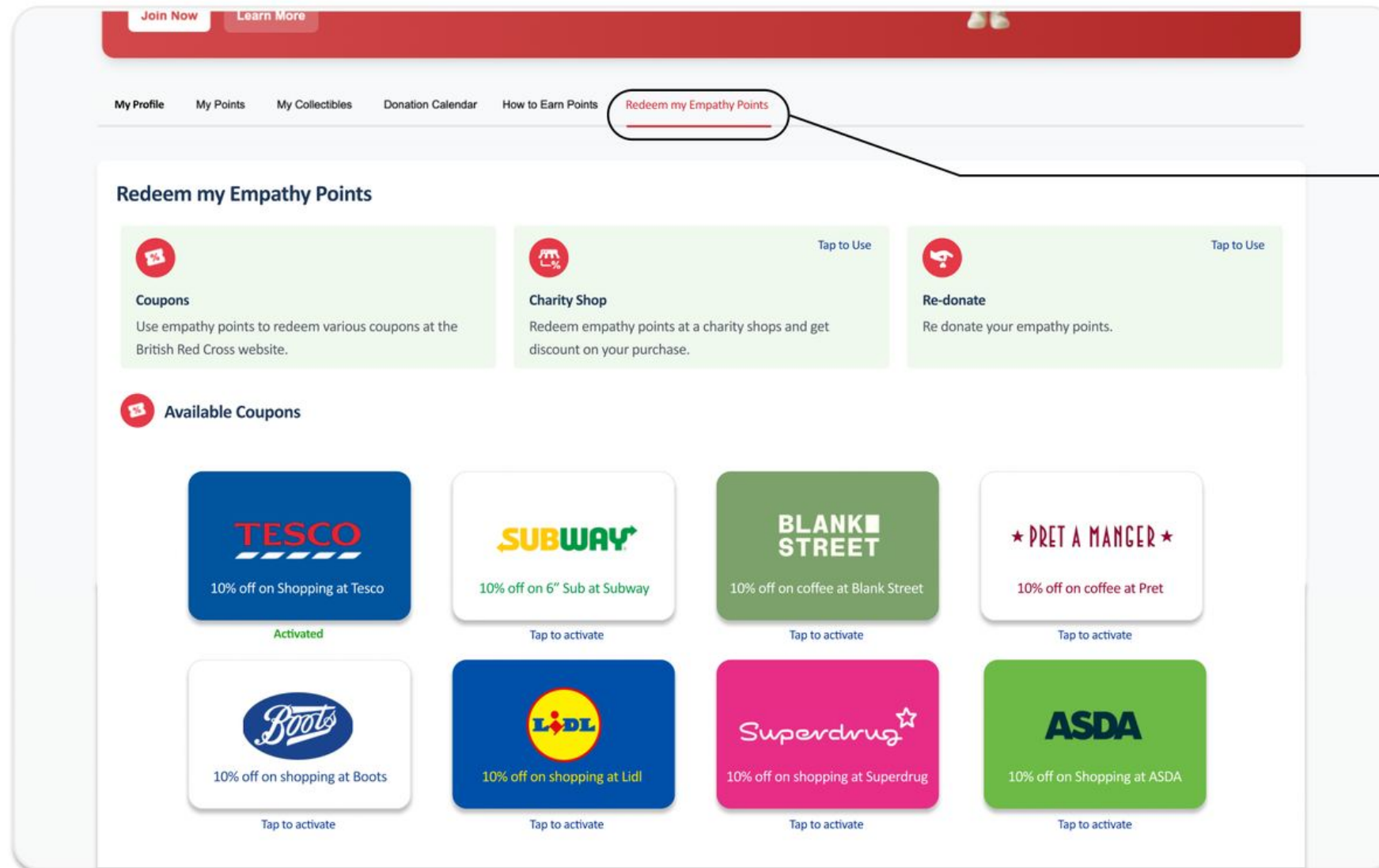
My Charity Calendar

Hearts fill up on days donors donate, volunteer, or join fundraisers, showing the streak in a simple monthly grid.



How To Earn Empathy points

This information dashboard helps donor understand how they can earn empathy points through various charitable activities.



Redeem My Empathy Points

This dashboard educates the donors about the various ways through which they can redeem their empathy points.



Participants responded **positively** to the idea of **collecting** and retaining **characters**, but showed **low interest** in **complex rules or point systems**.



Several participants noted that :
“If the reward is just a **one-off discount**, I would quickly **forget about it**.”



The physical character was perceived as
“making **acts of kindness** feel **real and tangible**, rather than abstract.”

These iterative decisions demonstrate how user feedback directly shaped the service from an initial concept into a more emotionally grounded and sustainable design direction.



How This Feedback Informed Design Iterations

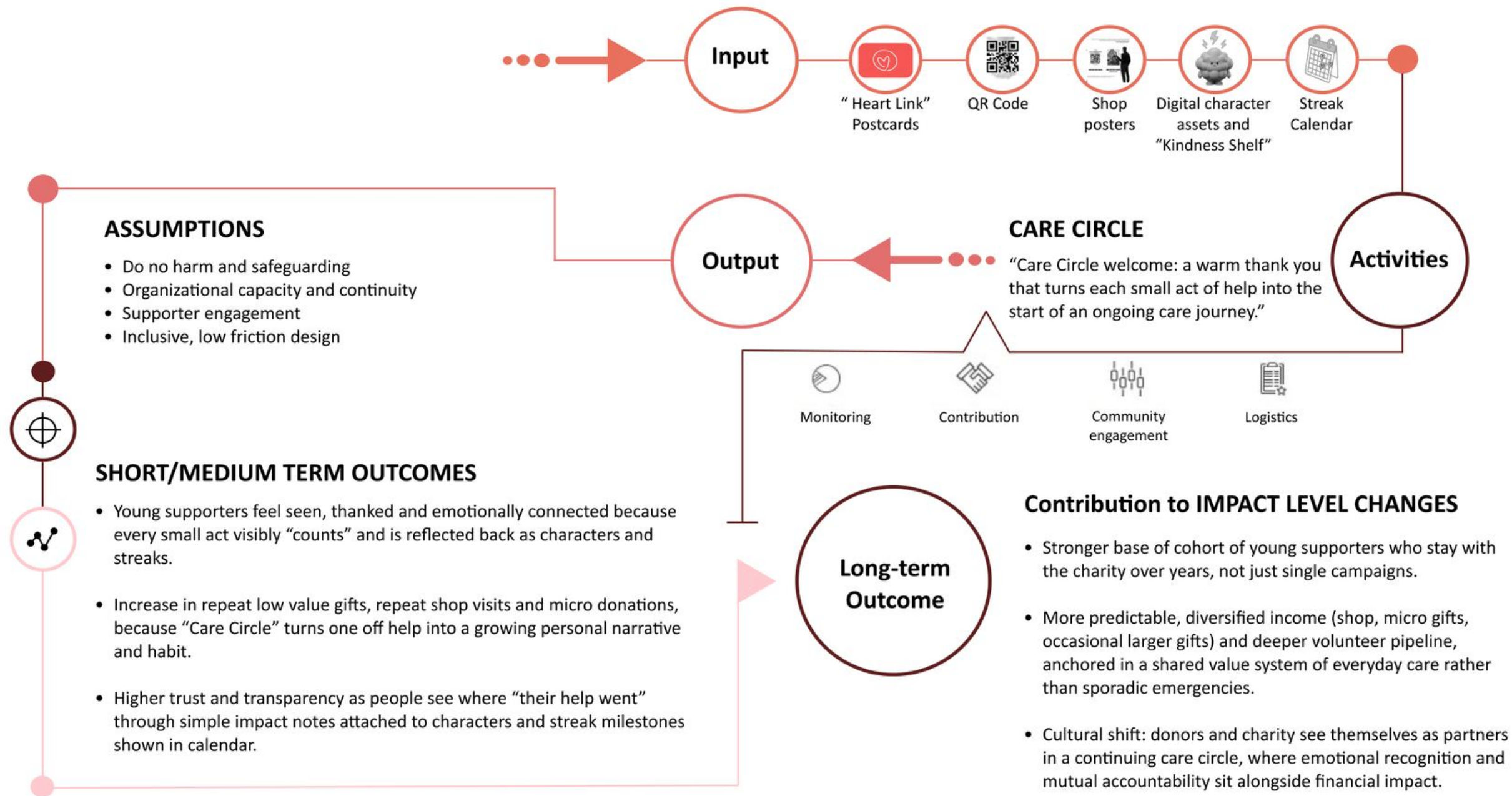
(From feedback to concrete design decisions)

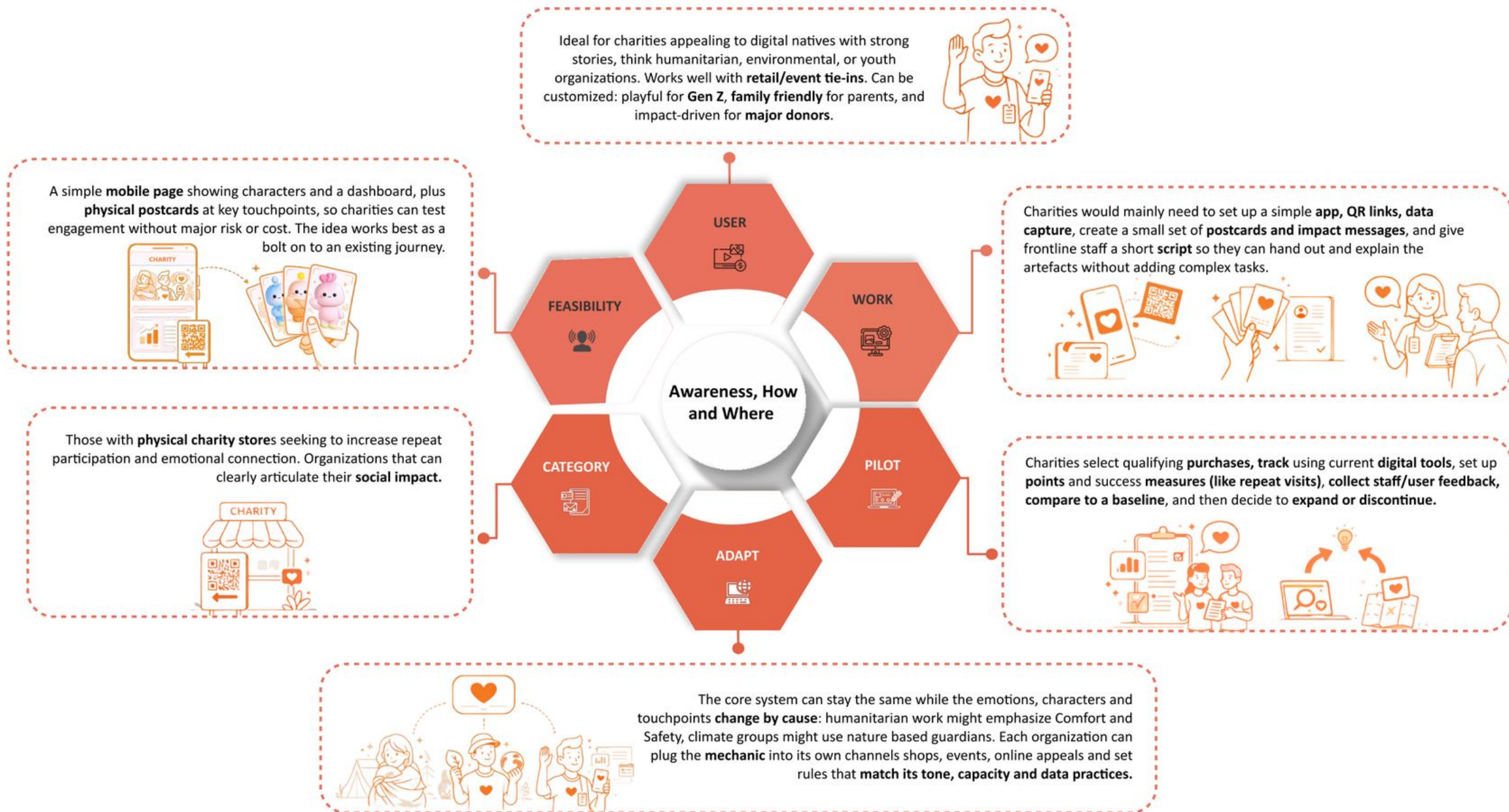
- 1 Simplifying the loyalty mechanism**
→ From complex point accumulation to lightweight, symbolic rewards
- 2 Shifting focus from economic incentives to emotional feedback**
→ Strengthening characters, gratitude messages, and impact acknowledgements
- 3 Maintaining a hybrid physical-digital experience**
→ Confirming Hope Sprout as an emotional anchor within the service system

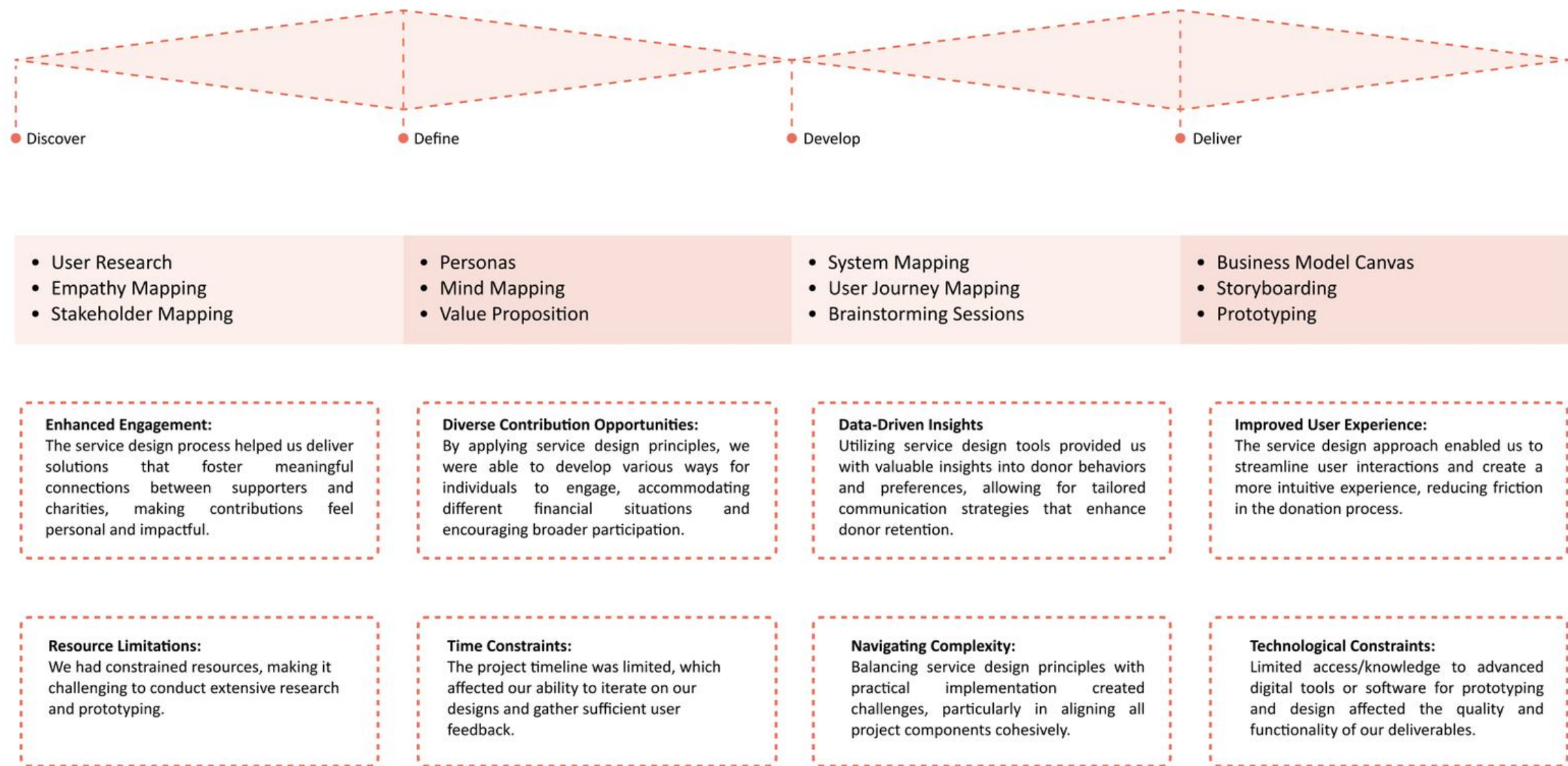


Final Design Direction

- Loyalty is designed as the continuation of a relationship, not a transaction
- Rewards function as emotional recognition, rather than financial optimisation
- The service aims to reduce disengagement, rather than pressure users to donate more







THANK YOU!!

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All images are generative AI

CASE STUDIES

- **Impact App** https://play.google.com/store/apps/details?id=com.sharesmile.share&pcampaignid=web_share
- **Kitabisa App** https://play.google.com/store/apps/details?id=com.kitabisa.android&pcampaignid=web_share
- **Tempo** <https://wearetempo.org/>

APPENDIX

Appendix 1.....	Postcard & Tags
Appendix 2.....	Digital Character Collection 1
Appendix 3.....	Digital Character Collection 2
Appendix 4.....	Digital Character Collection 3
Appendix 5.....	Service Blueprint
Appendix 5.....	Gains & Pains

Each tag is made from sustainable materials — recycled fibers, reclaimed textiles, and hope. Scan the QR code to meet your digital companion: Elemental Guardians, Hope Buds or The Guardians of hope.

“Small tag, big impact.”

Scan it to get your own character



BRITISH RED CROSS



BRITISH RED CROSS

Per Humanitatem ad Pacem

This QR tag is not limited to postcards “Heart Link” — it can be attached to any item in charity shop , transforming everyday objects into meaningful carriers of motivation.

Collections | *Medals of Acknowledgement***Flamy**

The flame, passionate and courageous, is always the first to illuminate the way forward at times of disaster, warming hearts. It represents the "first light" in emergency rescue.

**Stormy**

Stormy represents the pressure and chaos that appear in crises, yet stands firm to shield others. It symbolizes resilience turning turbulence into quiet determination.

**Rocko**

Rocko is calm and composed, never falling even in the most dangerous situations. He symbolizes reconstruction and psychological support in disaster stricken areas.

**Aqua**

Aqua is gentle and has healing abilities, symbolizing medical assistance and psychological care, always bringing comfort.

**Mecchan**

Mecchan is responsible for logistics, data, and post disaster reconstruction, representing both efficiency and rationality, symbolizing the support of the Red Cross's technological strength.

Elemental Guardians

They symbolize the power of the five elements of nature, and also the spirit of protecting life and hope in the face of disaster and hardship.

HopeBuds

Each character is like a "new sprout," symbolizing hope, healing, rebirth, and protection.



Sprouty

A leader who always smiles, the starting point of all hope, symbolizing the Red Cross's "accompanying growth".



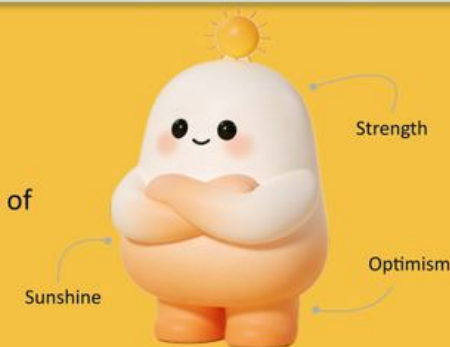
Droppy

Possesses emotional sensitivity, responsible for comforting the wounded. Symbolizes the gentle power of psychological relief and humanitarian aid.



Sunny

He is the sun of the team, representing energy and action, the most reliable warm light source in times of emergency.



Blossy

Loves clapping and greeting, symbolizing comfort and encouragement, always gently healing others.



Fluffy

Always leaping onto the scene, bringing a sense of security to everyone. Symbolizes the stabilizing power the Red Cross brings in times of crisis.



The Guardians of hope

These characters are guided by "hope" and symbolize light, protection, justice, and knowledge.

Warden of Hope

Identity: Watcher

She sits on a cloud, illuminating the way ahead and guiding those in darkness. Represents hope and guidance, forever illuminating the places most in need.

Bastion of Courage

Identity: Defender

Wielding a greatsword, silently protecting the safety of others, symbolizing courage and justice.

The Pilgrim

Identity: Healer

A messenger who travels far and wide, carrying faith and comfort. Represents "mobile care," like Red Cross volunteers going to the front lines of rescue efforts.

The Light of Wisdom

Identity: Transmitter of Knowledge

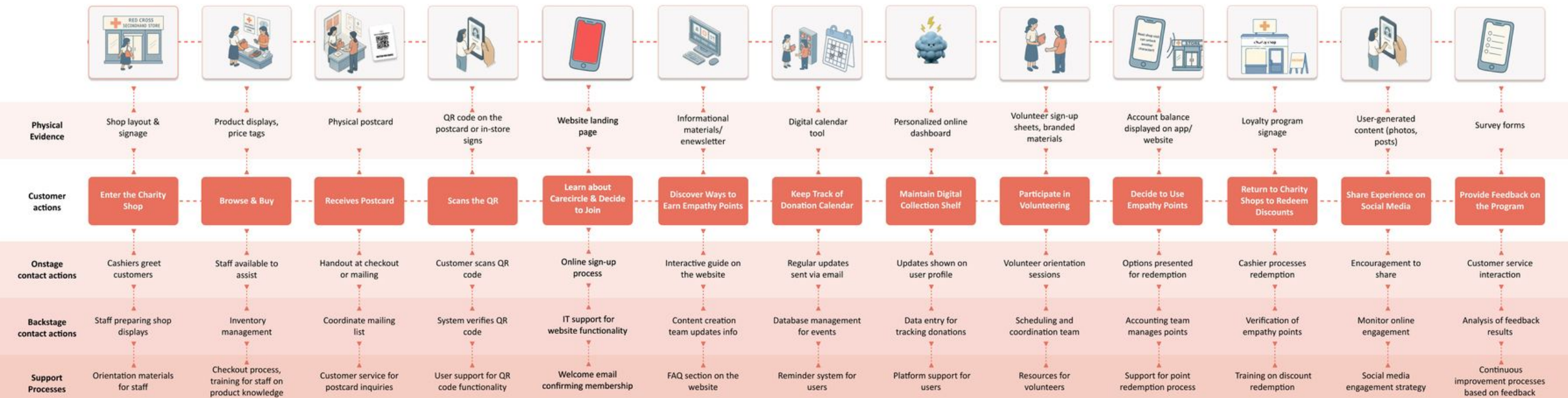
He holds a crystal of light, transmitting knowledge and judgment.

Young Sentinel

Identity: New generation hope

Symbolizing inheritance and hope for the future. Representing youth volunteers, the future guardian force, full of hope and potential.





Gains and Pains | Understanding the Care Circle Impact

