



**PolicyBee Report:**

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# UNDERSTANDING THE ROLE OF A CHARITY

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# ENGAGEMENT & AWARENESS

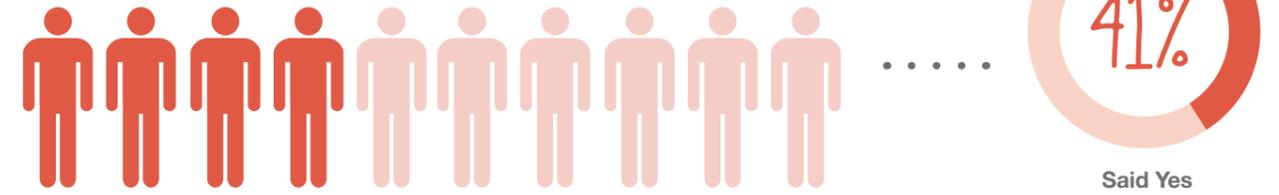
“In the last year I have donated items to a charity shop and supported them with a monthly SO”

- Survey Respondent

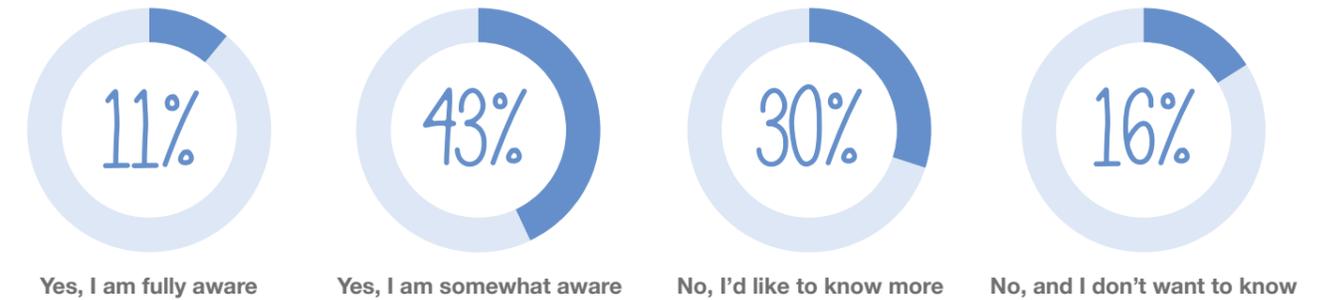


## Understanding the Role of a Charity

Do you ever engage with any local charities in your area?  
i.e. use the support or services they provide



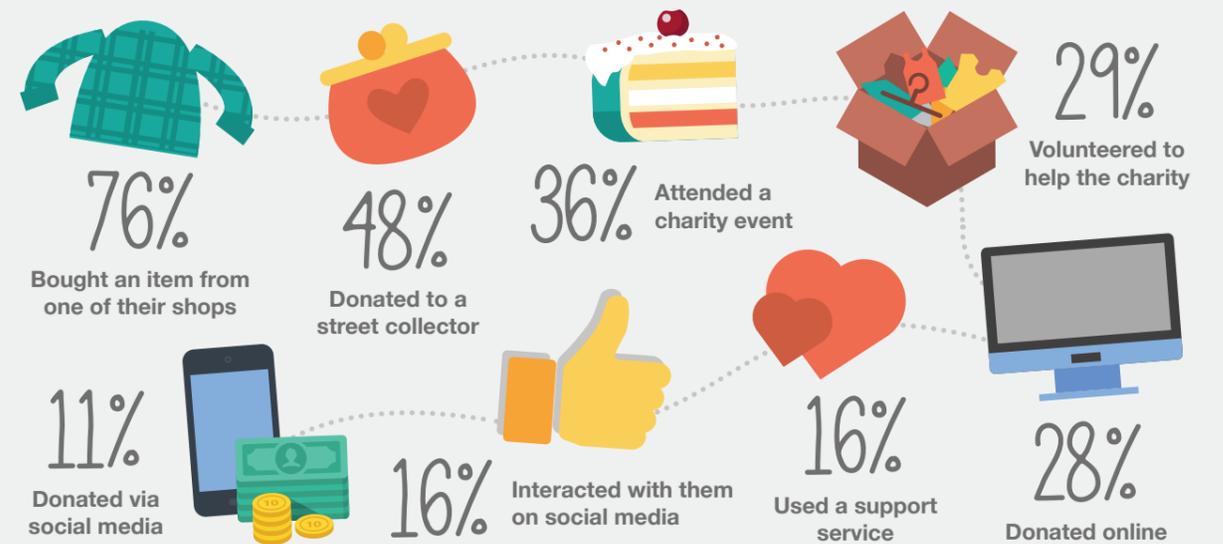
Are you aware of the charities that are supporting people in your local community?



Have you interacted with a local charity in the last year?  
i.e. used the support or services they provide



What type of interactions have you had with your local charity/charities within the last year?



# VOLUNTEERING

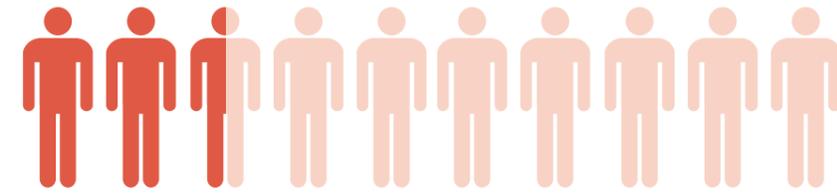
“Being charitable is offering, free of any charge, your time, talents, wealth and knowledge to help others.”

- Survey Respondent



## Understanding the Role of a Charity

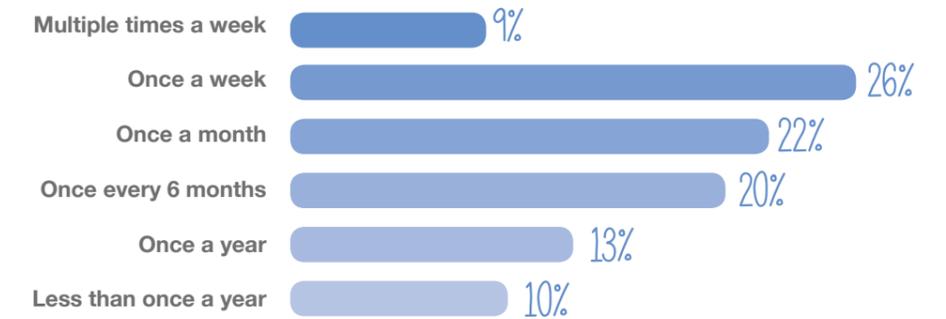
Do you ever volunteer for any charities?



Said Yes



On average, how often do you usually volunteer for a charity?



What would you say is your main motivation for volunteering for a charity?

43% "I like to give back to my community"

18% "I like to feel part of my community"

6% It reduces my stress levels

10% "It's a good way to meet new people"

6% None/not sure

4% It helps with my physical health

4% It's a great way to learn new things

5% It's great professional experience

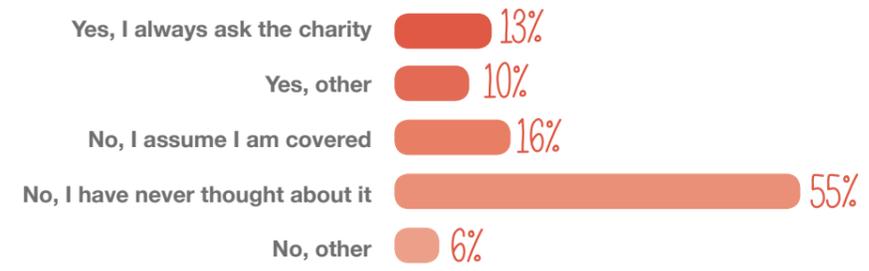


# SAFETY & RESPONSIBILITY



## Understanding the Role of a Charity

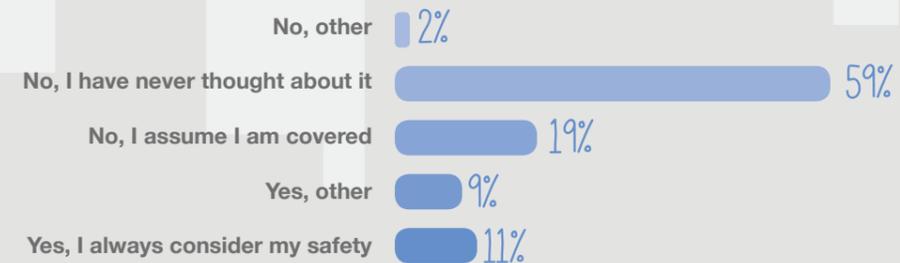
Have you ever thought about your safety whilst engaging with a charity?



Have you been to a community-run event (summer fete etc.) in the last year?



If you have attended a community-run event in the last year, did you ever think about your safety when you attended such events?



Do you understand the role of a charity trustee?



Yes, I am fully aware



Yes, I am somewhat aware



No, I do not understand

# A SENSE OF COMMUNITY

“We donate to charity via our running club”

- Survey Respondent

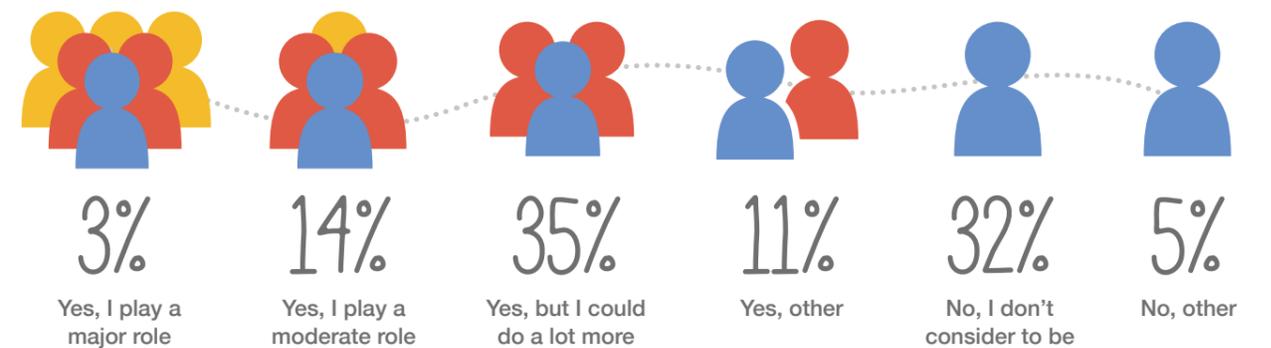


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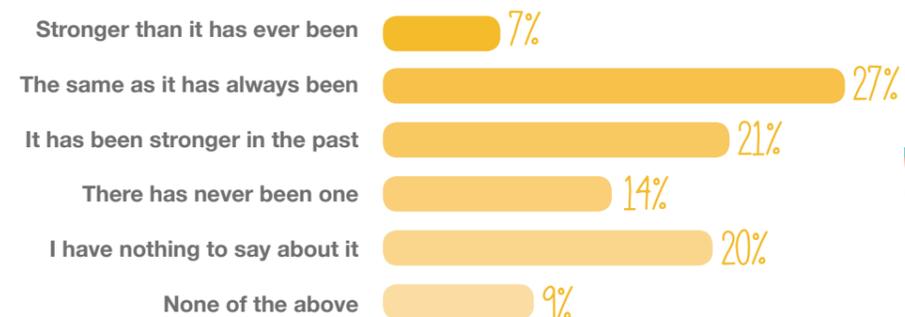
## Understanding the Role of a Charity



## Do you generally consider yourself part of your community?



## How would you describe the sense of community in your area?





**PolicyBee**



Professional insurance  
with a personal touch

This online survey of 2000 UK adults was commissioned by PolicyBee and conducted by market research company OnePoll, in accordance with the Market Research Society code of conduct. Data was collected between 18/05/2016 and 20/05/2016.