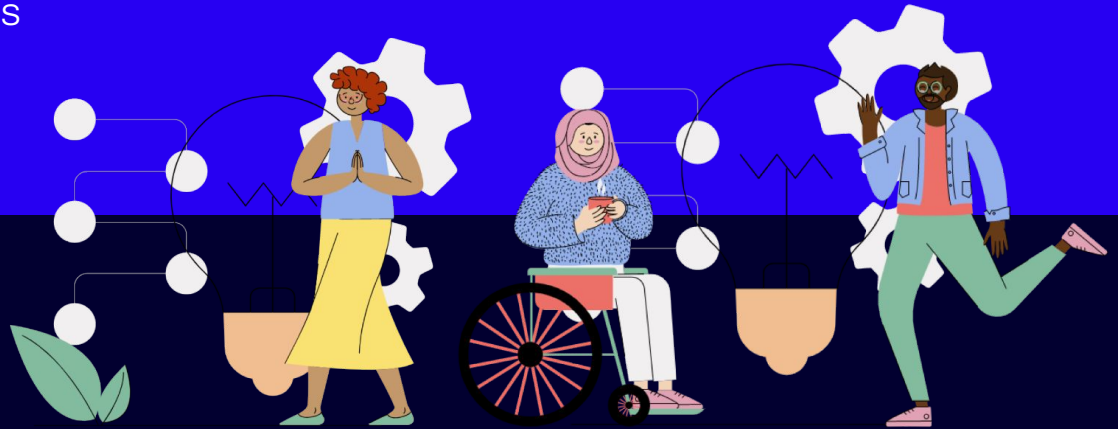


# British Muslim Giving Behaviours

What we know about the most  
generous group of UK donors

April 2024





## In this report



- Welcome [3](#)
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# Welcome

Over the past few years we have had more requests from fundraising clients for research and advice on how to authentically engage Muslim donors. Through these projects, we felt there was a gap in publicly available information that could help more charities understand this group.

It was important to us to represent and amplify the voices of Muslim audiences and donors as to what feedback they can offer charities, where they are meeting their needs and expectations, and where they feel more could be done.

We run our UK Giving Tracker each year, and every year we saw signs that suggest that Muslims in the UK are some of the most generous and engaged in civil society - but the samples have always been too small to say this definitively.

**This year, we ran our 2024 tracker with a UK-wide sample of 2,010 people, alongside a dedicated sample of 1,003 people who identified as Muslim to finally be able to draw conclusions.**

We also facilitated two focus groups with Muslim donors - one for older donors, and one for younger donors - in order to dig into the issues in more depth. This report combines both inputs.

Our findings validate that Muslim donors form a hugely important part of overall giving in the UK (an audience that represents a potential donor pool of over 1m) and we would love more organisations to celebrate the contribution of this community, and think of how programmes nurture these relationships in a respectful and authentic way.

We hope it's as interesting to read as it was to write! And, as always, if you have feedback or comments on what we've shared [we would love to hear from you.](#)



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# Our cross-sector experience





# A snapshot of our UK Muslim survey responses

All participants confirmed their religion is Muslim. The below shows pre-weighted sample.

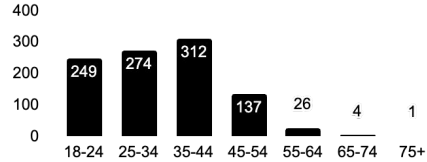
Further sampling methodology notes [here](#) which, includes a view of the 2,010 UK-wide participants baseline for comparison.

## Sample size

# 1,003

survey responses

## Age distribution



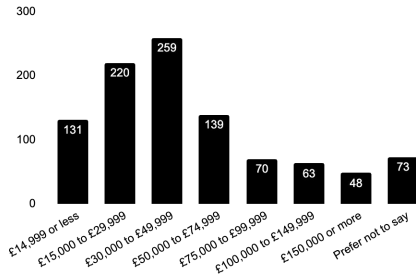
## Regional representation

Region	Particip.
East of England	52
East Midlands	59
London	371
North East	28
North West	139
Northern Ireland	6
Scotland	32
South East	62
South West	22
Wales	16
West Midlands	124
Yorkshire and the Humber	92

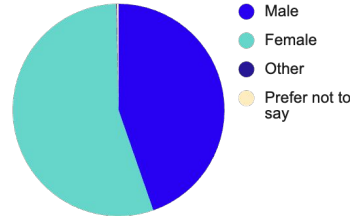
## Representation by Ethnicity

Ethnicity	Particip.
White - English/Welsh/Scottish/Northern Irish/British	143
White - Irish	12
White - Gypsy or Irish Traveller	1
White - Roma	8
White - Any other White background	41
Asian/Asian British - Indian	104
Asian/Asian British - Pakistani	326
Asian/Asian British - Bangladeshi	129
Asian/Asian British - Chinese	4
Asian/Asian British - Any other Asian background	32
Black/Black British - African	85
Black/Black British - Caribbean	9
Black/Black British - Any other Black / British Black background	9
Mixed/Multiple ethnic groups - White and Black Caribbean	1
Mixed/Multiple ethnic groups - White and Black African	6
Mixed/Multiple ethnic groups - White and Asian	12
Mixed/Multiple ethnic groups - Any other Mixed/Multiple ethnic background	10
Other - Arab	49
Other - Any other ethnic group	22

## Household income distributions (pre-tax)



## Gender distribution



# Key findings



## Muslims gave **£708pp**

Over the last 12 months, the average all adults in the UK gave was **£165**, while Muslims donated 4.3x that.



## 3 out of 4 gave to **Gaza**

73% of Muslim donors have already given to support those impacted by the war in Gaza, with 67% planning to give even more in the next 12 months.



## High value donors

High earners (**£150k +** household income) are the most open to donating their Zakat to secular organisations (72%).



## Continued **generosity**

Almost half (49%) of Muslim adults plan to give more to charity in the next 12 months. UK-wide this was 21%.



## Zakat is often split up

46% Donate Zakat in multiple payments with some organisations offering products built to meet this growing trend.



## More trust

Over half (58%) of Muslims in the UK trust international organisations, compared with a 39% national baseline.



## London and the East

Represent the most generous regions for UK Muslim adults, in **£££s** given to charity over the last 12 months. Giving 3.0x and 5.2x more than UK avg, respectively.



## 45-54 yr olds

Were the most generous group giving **£723** a year vs **£112** (x6.5 more than the average Brit) This was followed by 55+ yr olds (5.3x the nationwide average).



## Ease & transparency

Were key motivators to give, with Muslim audiences feeling UK organisations could do more to show their impact and overheads.

# In summary



UK muslims give more & are open to hearing more from secular organisations

Our deep dive into Muslim giving behaviours has uncovered the generosity of this group, who are giving on average **4.3x more** than the average UK adult.

As it stands, just 14% are giving their Zakat to secular organisations either as part of Ramadan or throughout the year.

However, 1 in 2 (!) are open to donating to secular organisations if they did more to communicate the impact gifts could create.



Communicate with donors through and outside of Ramadan

Zakat and Sadaqah are year-round giving behaviours. Charities wishing to engage the Muslim community in the UK need to authentically speak to the community throughout the year, not as one-off Ramadan campaigns.

When it came to giving Zakat, over a quarter of those surveyed (**27%**) don't just give during Ramadan but across the year. While Sadaqah (i.e. general charitable donations) are given throughout the year, **and 29%** said they give more this way than through Zakat.

Zakat and giving back was cited as an important part of religious and cultural identity to ensure everyone has what they need.



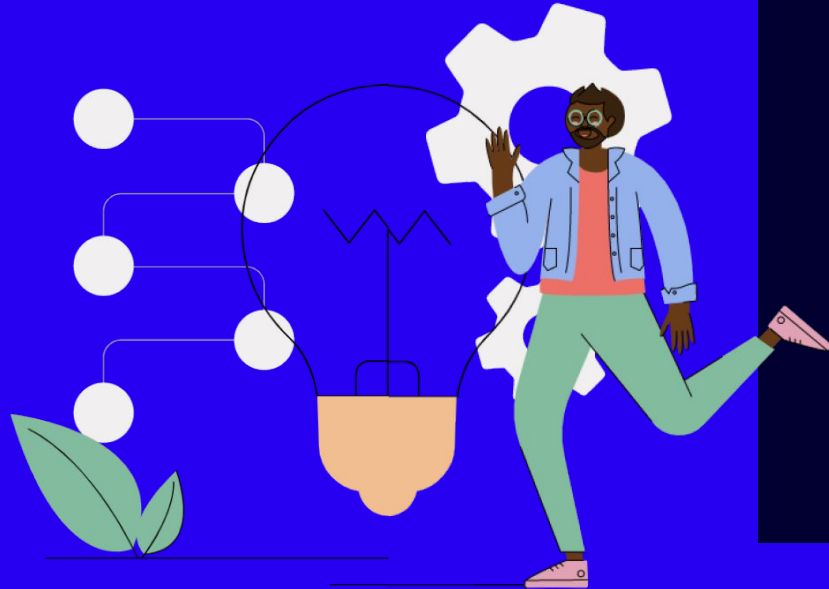
Tell people where their donation is going to build trust

Forget the cynicism of the average Brit, over **1 in 2** of Muslims trust international organisations (**58%**). Most (**73%**) still want 100% to go to the programme, but in our focus groups people recognise that this may not be possible.

What informs their choice and motivation to give is transparency. They want to know where their gift will go, who it will help and how any overheads will be covered.

British Muslims want to be communicated with openly & honestly and be kept informed about progress and outcomes.

# 1



Are British Muslims really the most generous?





In the last year, Muslims in the UK have overwhelmingly been the most generous, donating more **than 4 times** as much as the average UK adult

**£165**

*Mean value donated by a UK adult in the last 12 months (N: 2010)*

**£708**

*Mean value donated by a Muslim adult in the last 12 months (N: 1003)*

One of the most fundamental findings from this report is the sheer generosity of the British Muslim community. **In the last 12 months, they donated x4.3 the mean value** of the average across all adults in the UK. Scaling this up and including a wide margin of error, this means **Muslims in the UK contributed between £1.48B - £2.22B towards individual and high-value giving in 2023.**

This stat is likely strengthened by the fact that **the UK average amount donated to charities has been in decline since 2023** (£165 vs £201 in our 2023 giving tracker). This is building on the ongoing trajectory of individuals in lower income brackets shrinking their giving due to factors such as the cost of living crisis.

Another key question we often get asked is 'has the average giving increased since the war in Gaza?'. The simple answer is - almost certainly, but the sector-wide data isn't available to say for sure.

We ran this study with a larger sample this year because very little data was available for the Muslim community to date. In our last giving tracker we only had 56 individuals who self-identified as Muslim.

Anecdotally, the mean average gift from that cohort in our [2023 UK giving tracker](#) was also higher than the UK average - £513 (x2.5).

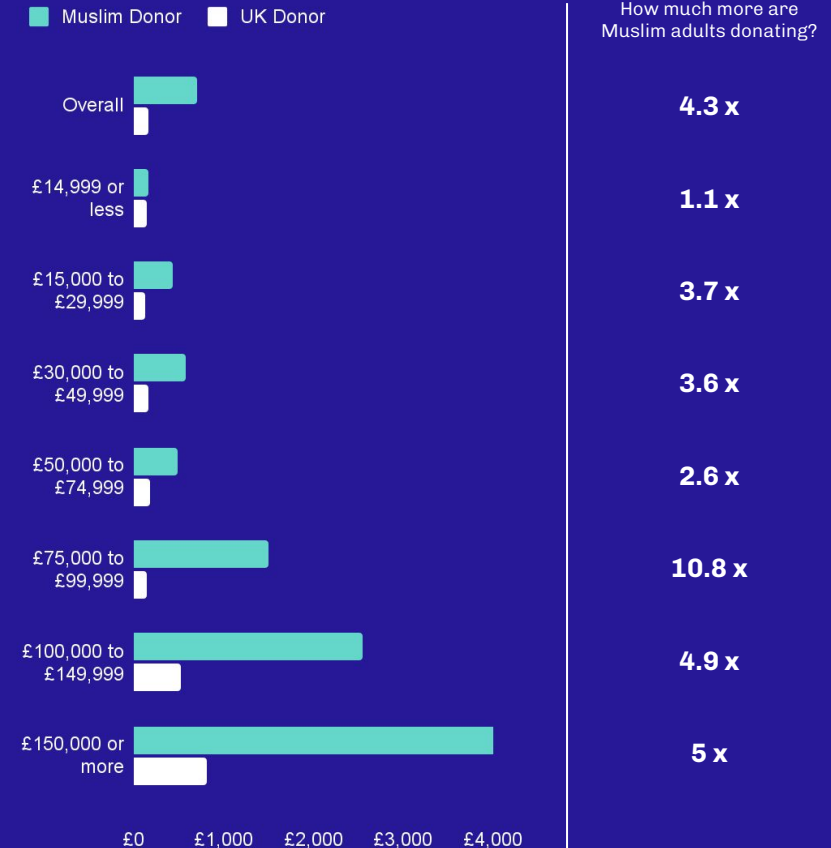
# Generosity can be seen across all income brackets, with Muslim households donating significantly more than the wider UK population in every income bracket

This makes sense, as Zakat giving is proportional to a person's wealth, but this exceeds the required level for Zakat by hundreds and in some cases thousands of pounds.

In the lower income brackets we see another interesting trend. In 2022 research estimated that [50% of the UK British Muslim population](#) were living in poverty, in comparison to 17% of the general population. Despite the income disparity, we see **Muslims in the £15,000 - £29,999 household income bracket giving 3.7x more than the rest of the UK**, showing a community going above and beyond.

It is also important to remember that only people whose wealth is above the threshold for Zakat, referred to as Nisab, are required to give Zakat. This means many lower-income households are giving above the required levels according to their faith.

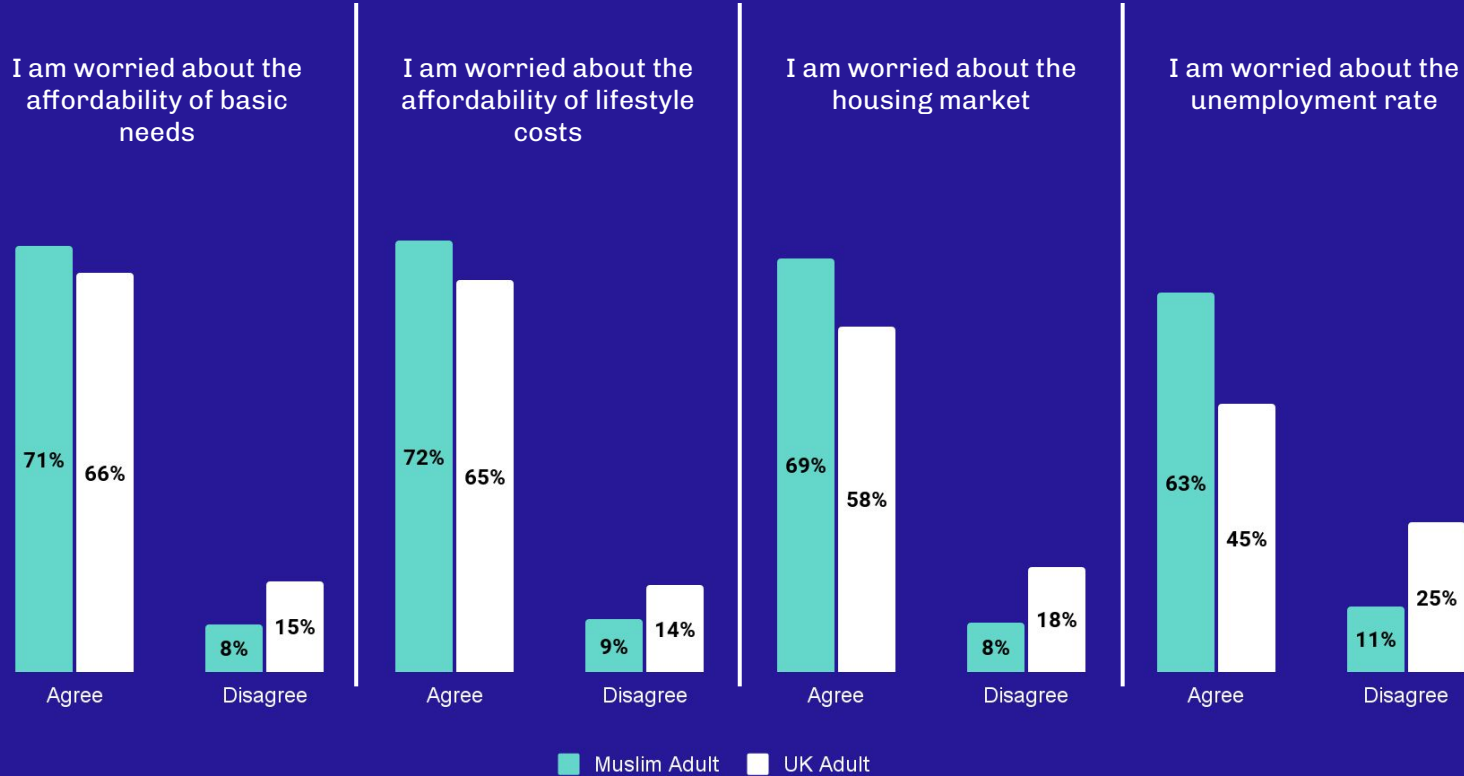
## Average donation amount by income bracket:





# ....and that's despite UK Muslims being more concerned about their personal financial stability than the UK average

Agree is strongly agree and somewhat agree  
Disagree is strongly disagree and somewhat disagree



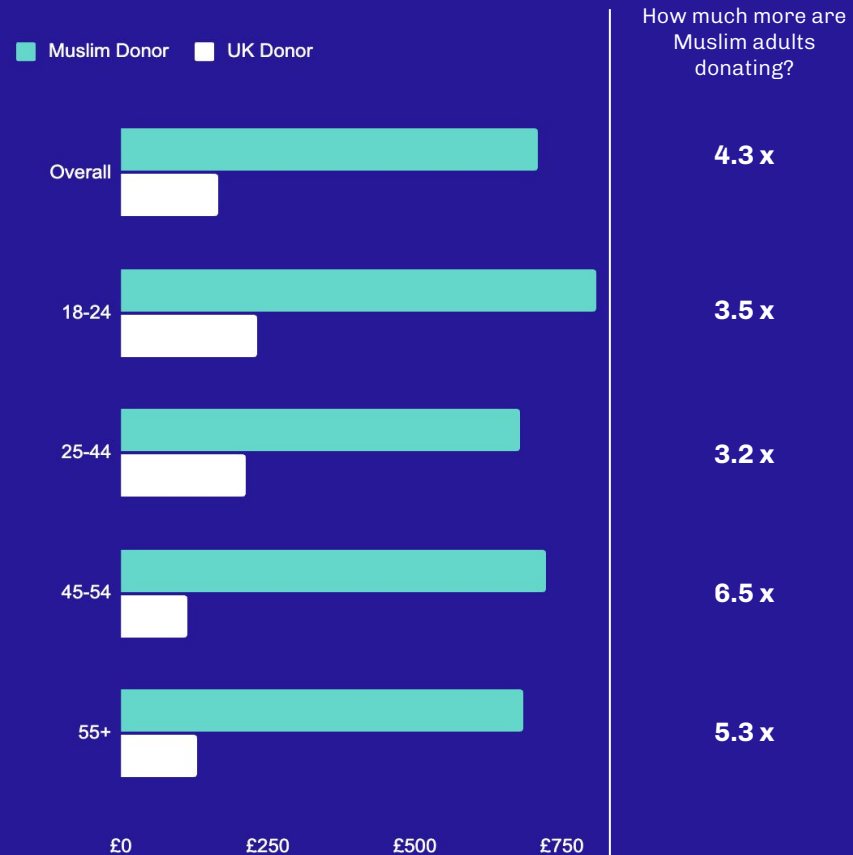
Generosity can also be seen across all age groups, with 45-54, and 55+ age bracket giving x6.5 and x5.3 more vs. the same age group in the UK-wide sample

When we look at age we see a similar pattern to income levels. All age brackets give more than the UK average, with older donors leading the way.

**Muslim donors aged 45-54 gave £723 (6.5 times the UK baseline of £112)** while 55+ had an average gift of £685 vs the £129 in this age group across the whole of the UK (5.3 x times more).

25-44 year olds also get a special mention with an average gift of £677, vs £213 across the UK. It's heartening to see millennial Muslims lead the way in their generosity, which shows strong potential as they mature and grow in income.

Average donation amount by age group:



## 3 out of 4 Muslim adults agree that charitable giving is an important part of their religious and cultural identity

In our survey and in our client work, we see time and time again that **Muslim donors are motivated by a just world, where wealth is distributed to those who need it most from people who have more than they need.**

Even through the current cost of living crisis, our survey respondents had significant perspective over what they have compared to others. And even at the lower end of the income brackets, people were aware of the impact their donations could make to people who have even less.



**“For us... this is a year-round consideration. It’s our duty as those who have enough. If it was done properly, then there would be enough. Everyone would be catered for. Everyone would have what they need.”**

*– Focus group participant*

## London and the East of England lead the way in terms of average gift

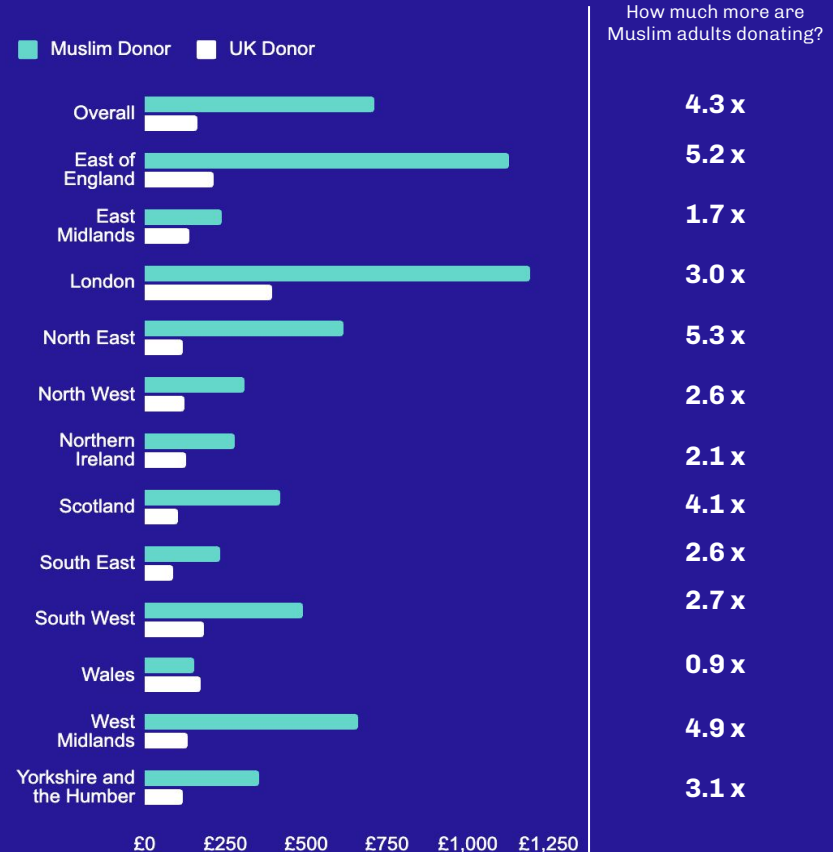
While London seems to have a lower multiplier vs the wider UK adult average gift, this is because the average gift in London has a high baseline.

**The average gift of Muslims in London was an astonishing £1,193 (vs £396 average for the regions as a whole),** which is especially pertinent as a third of all Muslims in the UK live in London (34%).

This is followed by the East of England, where Muslims had an average gift of £1,127 (vs £215 average for the region) - a 5.2 multiplier.

In the West Midlands, the average gift was £659 (vs. £133), and the North East, the average gift was £613 (vs. £117).

## Average donation amount by age group:





# This generosity looks set to continue in the next 12 months, with intentions to increase donations far outweighing intentions to decrease them

To better understand donation intentions for 2024, we asked people:

Compared to the last 12 months, is the amount that you donate changing in the next 12 months?



■ Not planning to give ■ Give less ■ Give the same ■ Give more



Despite the economic crisis in the UK, half of Muslims say they intend to increase their giving in the next 12 months, **at significantly higher levels than the UK-wide baseline (49% vs 21%)**. This is despite a much higher level of giving to begin with.

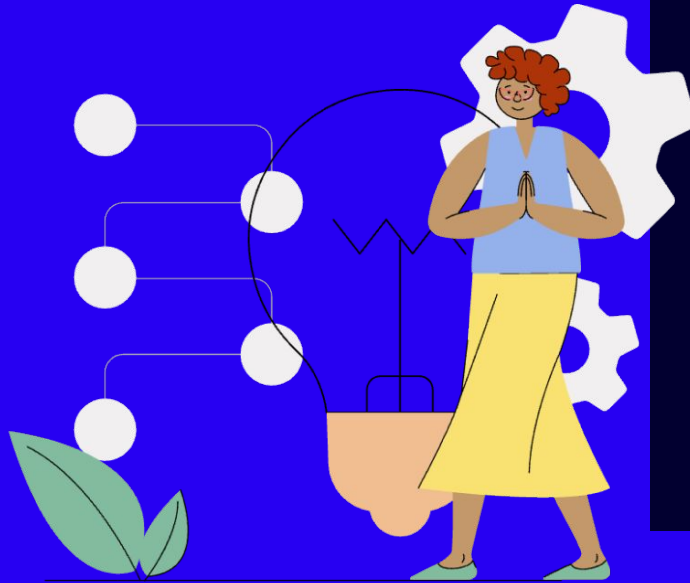
We asked survey respondents who indicated that they would give more in the future to elaborate on their answers, and we were surprised at the results. Only 4.3% actively mentioned Gaza or the Middle East spontaneously.

Instead, most individuals explained themselves through the lens of their values and faith. **The universal basic fact that they want to help 'those in need'. Whoever they are, wherever they are.**

*I am Muslim and giving is what we do*



# 2



Zakat  
giving and  
the potential  
for charity  
organisations

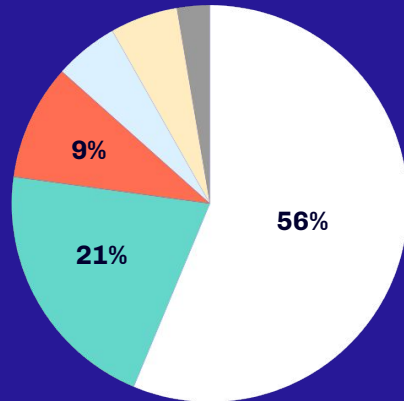




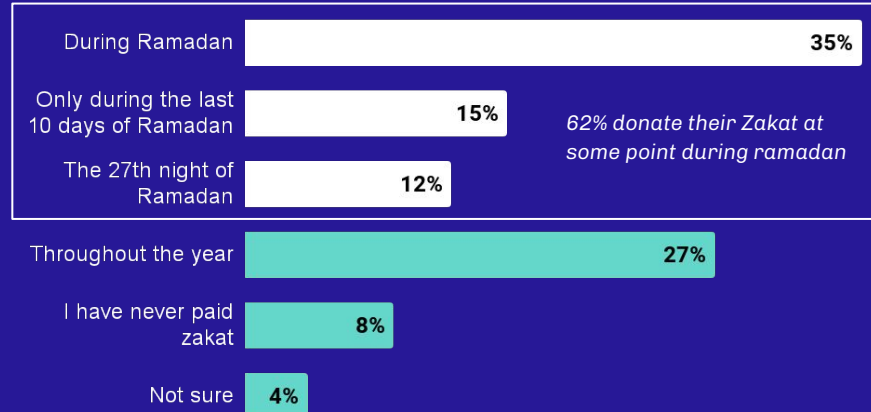
# We found 56% of Muslim adults always donate Zakat, the majority of people (62%) doing so during the month of Ramadan

## How often do you pay your Zakat?

- Always
- Sometimes
- Rarely
- Never
- Not required
- Not sure



## When do you donate your Zakat?

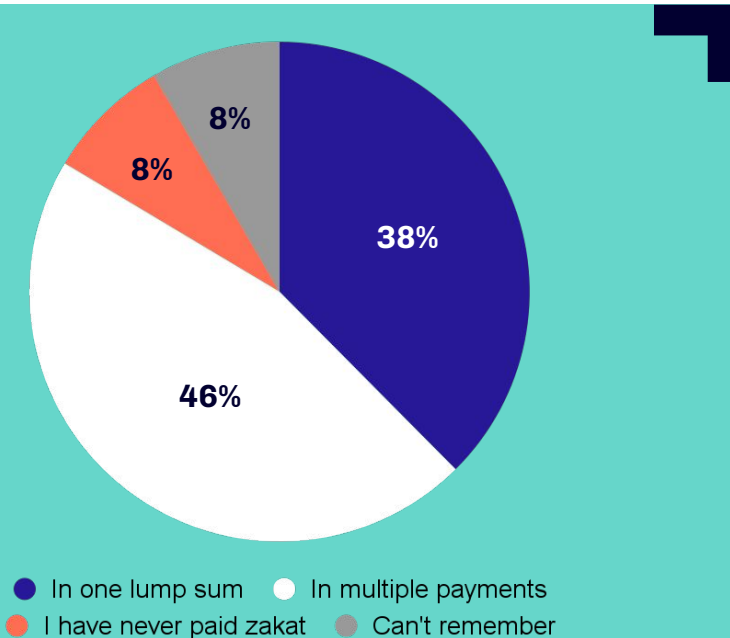


Clients often ask us about the number of people in the UK who give Zakat, and whether they always give during Ramadan. Our findings validate what many knew - **56%**, or **1.46M Muslims in the UK, always give their Zakat**, with an additional 21% (~0.55M) doing so sometimes.

Out of those who give Zakat, **62%, or 1.62M give during Ramadan**. For most fundraisers, this also means there are 27% (0.7M) who give Zakat at other times of year, presenting a potential opportunity to test Zakat messaging out of Ramadan such as in the case of emergencies.

## Almost 1 in 2 Muslim adults donate their Zakat in multiple payments, indicating there are opportunities to receive a portion of an individual's donation

How Muslims in the UK donate their Zakat:



Not only do more Muslims give Zakat out of Ramadan than people realise, **almost half give Zakat in multiple payments**. This is a significant opportunity for charitable organisations whose work is [eligible for Zakat](#) to ask for a portion of someone's giving, as opposed to assume that they have to make an all or nothing choice.

Many Muslims intentionally give Zakat in multiple payments in order to try and maximise their spiritual benefit. It is widely believed that the highest spiritual benefit is awarded for giving in the last 10 days of Ramadan, with many believing the 27th night is Laylatul Qadr - the night which awards believers with multiplied spiritual benefit.

From a fundraising perspective, digital services like [MyTenNights](#) help those giving Zakat automatically split their giving into 10 payments in order to ensure they give on Laylatul Qadr. MyTenNights has now raised \$100M through its platform, and other organisations such as [Human Appeal](#), have joined in offering donors the ability to give in ten daily payments, and even multiply the amount given on the 27th and/or odd nights in the last 10 nights.



## Islamic organisations take the lion's share of Zakat donations followed by direct to beneficiary donations (40% in total)

When we asked people who receives their Zakat, unsurprisingly, **the majority (6 out of 10 people) give it to Islamic organisations.** With a large minority (4 out of 10) giving directly to beneficiaries - in the UK or abroad.

In our focus groups we dug deeper into how people decide where to give their Zakat, and the answers were enlightening:

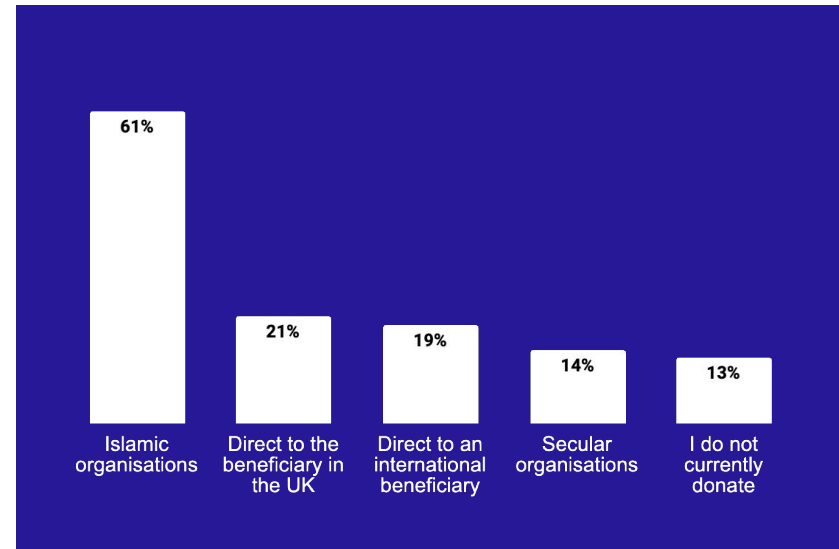
I give my Zakat through my parents, and then they would distribute it to the most needy that they know in our country. I think it's just simply because it's much easier. And you know, for a fact that money is being spent accordingly to the Islamic rulings, and there's no room for any errors

”

Zakat, in my eyes, is like a very important one to really make sure you're doing it properly, giving it properly, calculating it properly. And so for that, I'd need like a Muslim organization that gets it.

”

Where Muslim adults donate their Zakat:



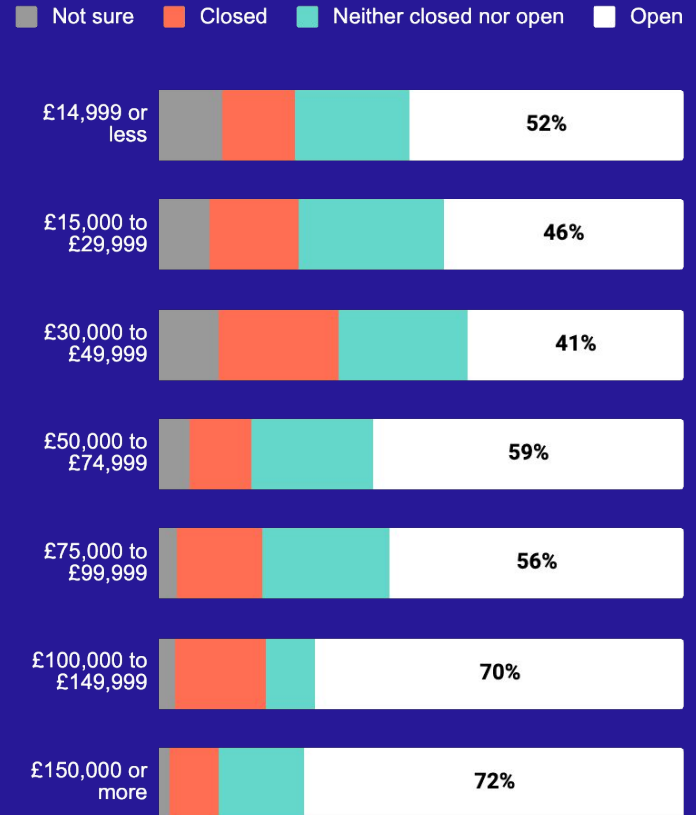
# 1 in 2 British Muslims are open to donating their Zakat to secular organisations, and this is even higher among high income households

**While only 1 in 7 people (14%, 0.37M people) currently give Zakat to secular organisations, half are open to the idea** if organisations did a better job at communicating the impact they could create with their gifts. This shows a clear opportunity for fundraisers to engage the community in a more meaningful way.

**The people who are open to the idea but have never given Zakat to secular organisations are as large as 0.94M people across the UK.**

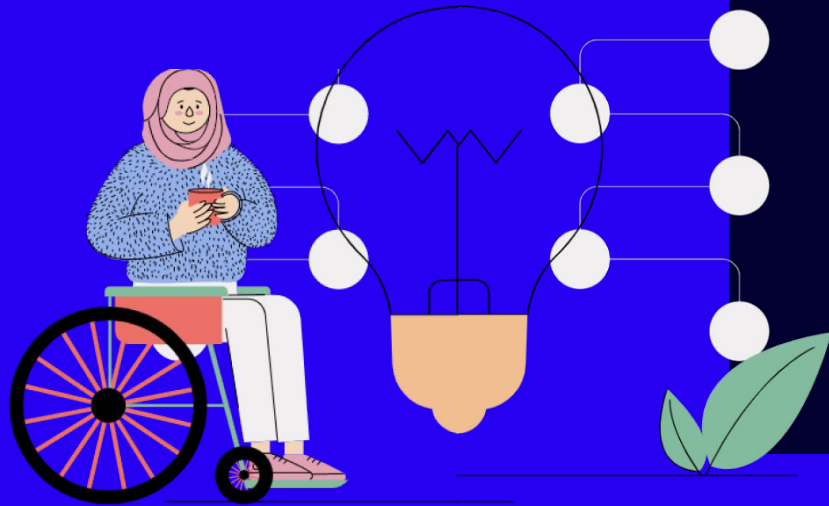
This is especially true for mid-value and high-value donors, as openness to engaging with secular organisations for Zakat is highest in the higher income bracket, where it could be worth many thousands of pounds a year, proportional to people's wealth.

## Openness to donating Zakat to secular organisations by income bracket



# 3

Understanding  
the issues  
people care  
most about





# International giving is a key priority for Muslim adults in the UK, at much higher levels than the rest of the population

Overall, international organisations are doing an extremely good job at engaging the Muslim community in the UK to support their work. **Muslims are almost twice as likely to give to international organisations than the wider UK public.** In addition, we asked people which type of organisation they are most likely to donate to going forward, and here we see **a much larger proportion of people choosing global causes (36% vs 10%).**

I do have ones that I know that I will tend to give to. So, for example, when there were natural disasters, and Libya, the earthquakes mentioned as well.

I think the last one [charity] I gave to was either Oxfam or Unicef, and it was directly relating to the disaster in Turkey.

# 85% vs 48%

*Of British Muslims donated to an International organisation in the last 12 months*

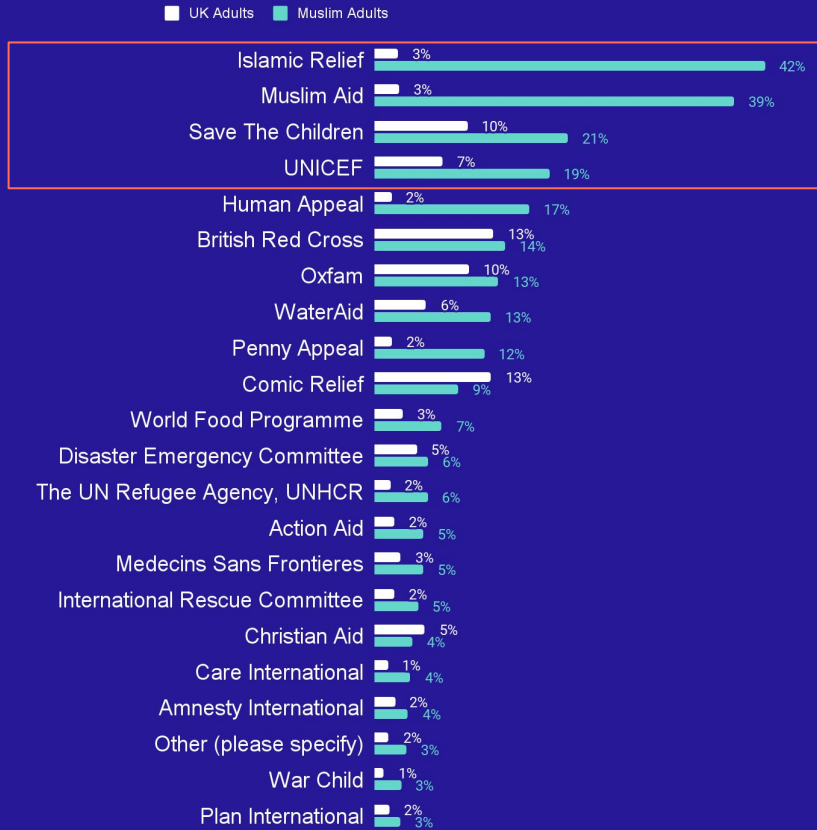
*Of the UK population donated to an International organisation in the last 12 months*

## Causes people are most likely to donate to:





## International organisations that people have donated to in the past 12 months



## Islamic Relief, Muslim Aid, Save The Children and UNICEF are seeing the benefit of this affinity

With so many Muslims giving to international organisations, it's no surprise to see that 1 in 4 have given to the leading Islamic organisations, **Islamic Relief** and **Muslim Aid**, while 2 in 10 Muslims in the UK have given to **Save The Children** and **UNICEF**.

It's interesting to see leading secular organisations capturing more support from the Muslim community than other Islamic organisations, such as Human Appeal and Penny Appeal.

From our work with many clients included on the chart, we know that the prominence of emergencies in the news & being first to market, a strong brand name and affinity with the countries supported, enhances this finding.

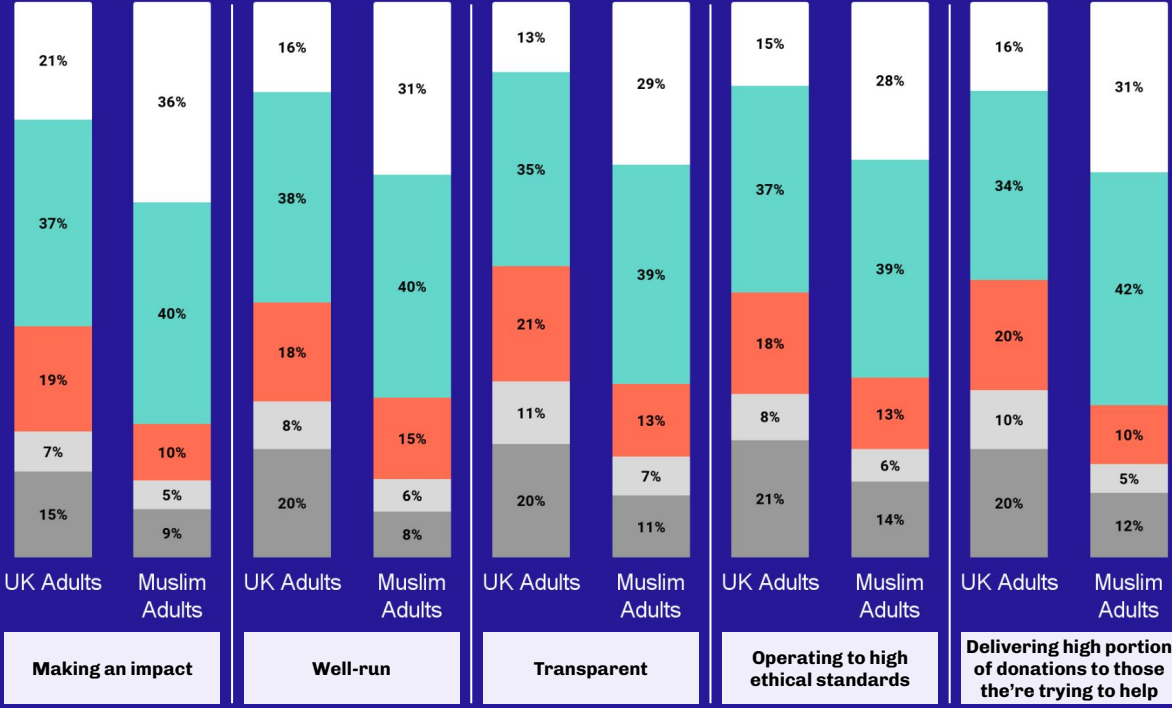
On the next slide you can see that many more Muslims in the UK trust international organisations than the wider population in the UK, which is interesting to see, and may tell organisations more about how to communicate with wider audiences.



# A higher propensity to donate to international organisations aligns with higher levels of trust & positive perceptions of these organisations

To what extent do you think international charities you know are...?

Very much so   To some extent   Only a little   Not at all   Don't know



On what level would you say that you trust charitable organisations that operate internationally?

# 58%

Of British Muslims say that they trust them

COMPARED TO

# 38%

Of average Brits saying that they trust them





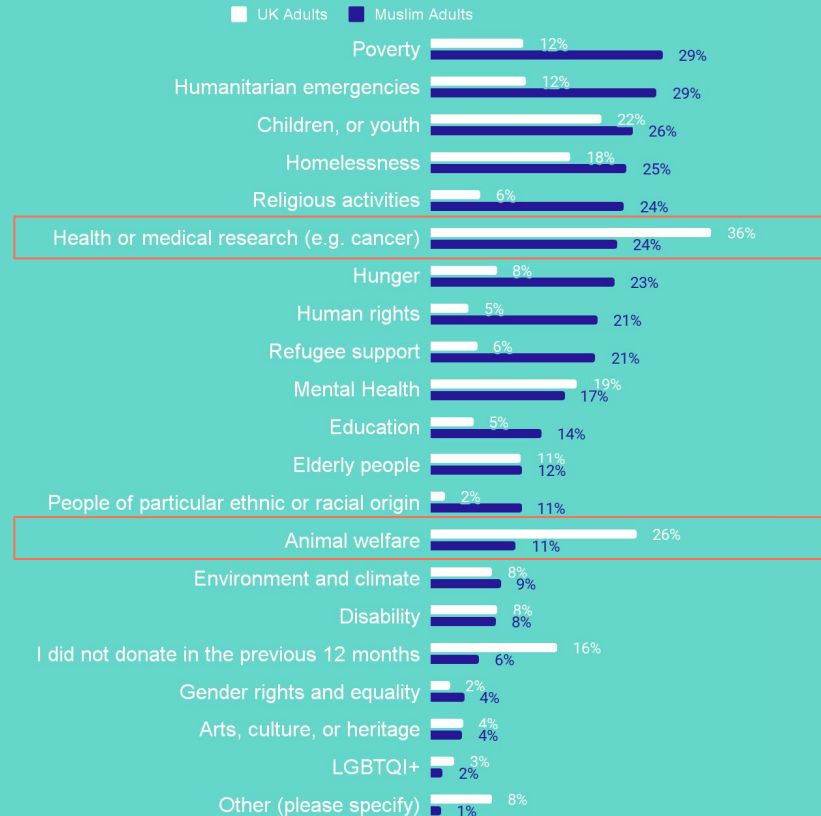
## Poverty and humanitarian emergencies are the causes most important to Muslim adults in the UK

When looking at the wider sector, almost every category of causes received disproportionate generosity from the Muslim community in the UK. **With two main exceptions - Health and Medical Research, and Animal Welfare.**

It seems these latter organisations are failing to engage the community fully, which is especially surprising considering the many Muslim communities also experience different forms of health inequalities.

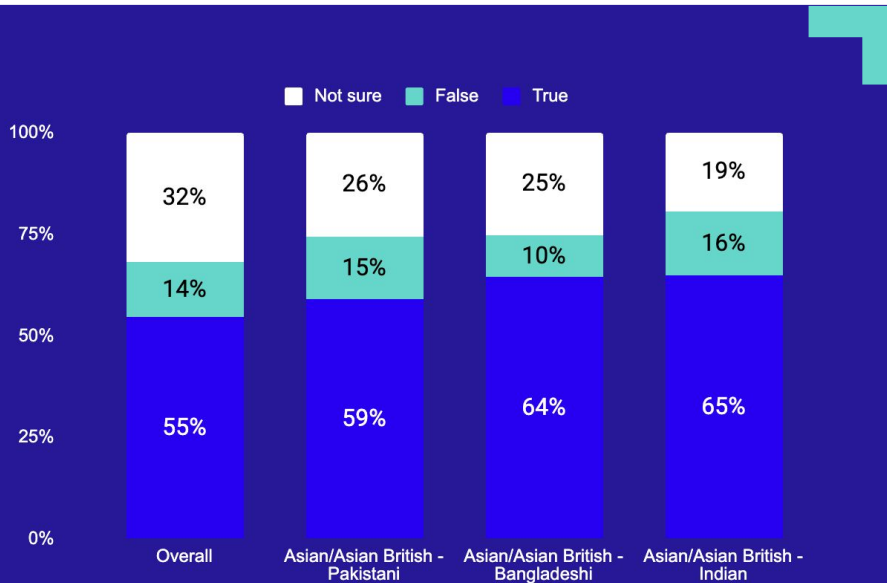
There is clearly more that can be done by medical charities in the UK to further engage a community who can be part of solutions to health inequity in the UK.

## Causes that people have donated to in the past 12 months



# UK Muslims are aware their communities experience health inequalities — but they donate less to health or medical research charities than other causes

We asked: **True or false: Diabetes is 6x more common in the South Asian population and 4x more common in the Bangladeshi and Pakistani groups than the general UK population**



We wanted to check if different British Muslims communities were aware some health conditions disproportionately affect them and their loved ones.

The majority of Muslims (55%) were aware of key statistics. In particular, South Asian Muslims were more aware of the prevalence of Diabetes within their community. Despite this knowledge, in the last 12 months, donations to health or medical research charities rank low for these groups.

**Out of the people of Pakistani heritage in our sample, 25% gave to health and medical charities. But it was 15-16% for individuals of Bangladeshi and Indian heritage.** For comparison, 36% of all adults in the UK gave to medical charities last year, when it was the number 1 cause area.

This shows us that medical charities still have a way to go to fully engage the Muslim communities and to show not only what donors can do for the charity, but how medical charities in the UK are funding and helping to solve systematic health inequality - through research, education, individual support and community outreach.

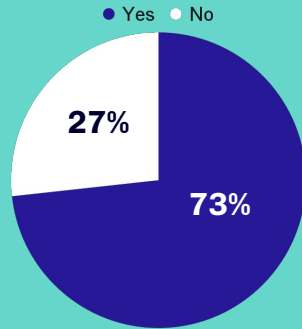


# Supporting civilians in Gaza is, and will continue to be a cause that the majority of Muslim adults donate to

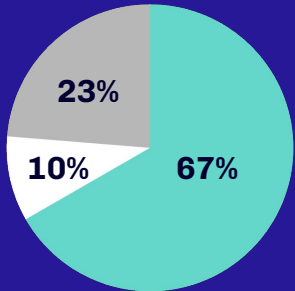
To better understand how Muslim adults are responding to the war in Gaza, we asked...



Thinking about the recent conflict in Gaza, have you donated any money to help provide support to impacted civilians?



● Yes ● No ● Not Sure

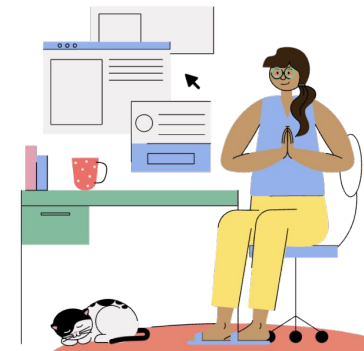


Are you planning on increasing charitable donations specifically for Gaza in the near future?

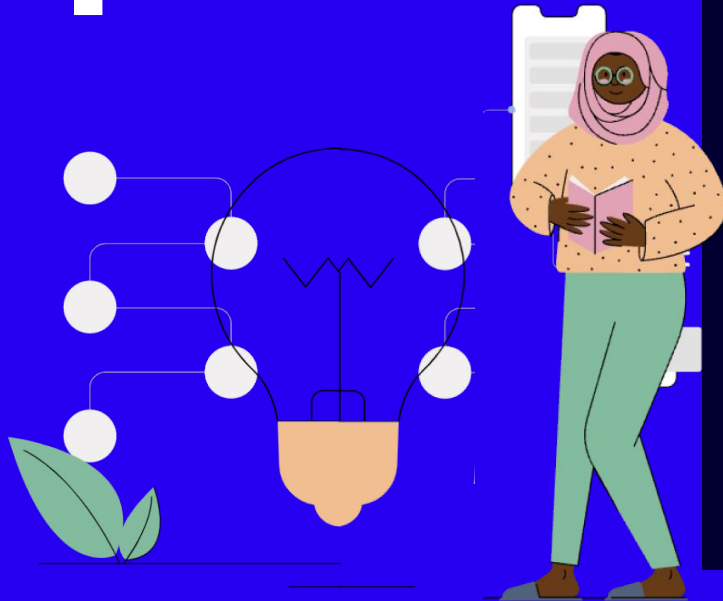
When asked **3 out of 4 Muslims in the UK have already donated to support people in Gaza**, and 67% said they were planning to give again going forward.

We know from our client work that donors are keen to get more information, updates on impact and solutions-based communications in a time which feels very hopeless and divided.

Organisations who can open up about how the logistical elements of aid works in such a difficult environment will likely continue to see engagement.



# 4



How can secular organisations appeal to Muslim audiences?

# There are two key considerations for Muslim adults when deciding to donate to secular organisations

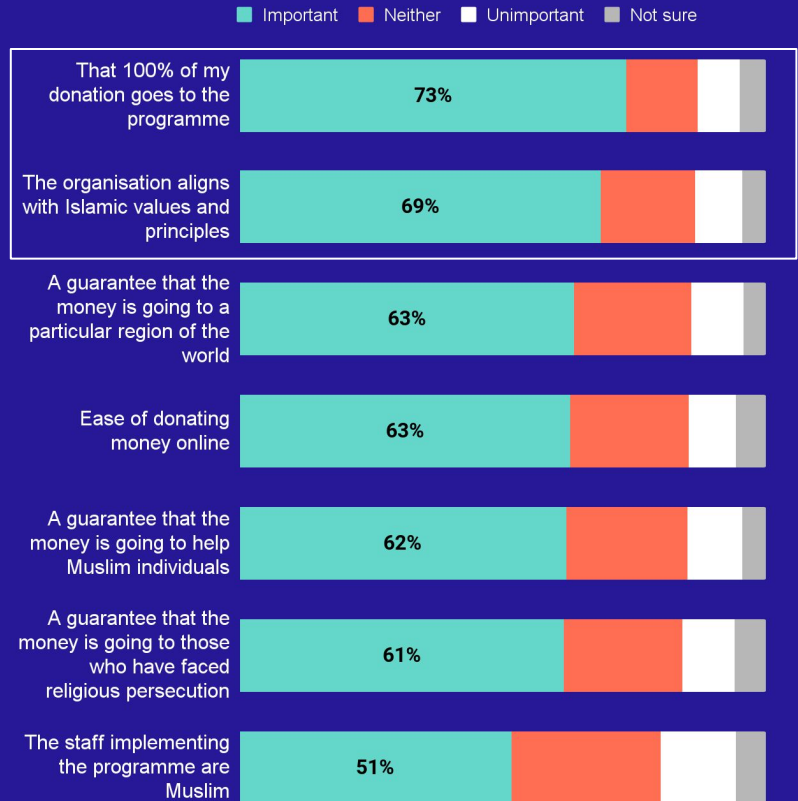
We asked what's important to Muslim donors, with alignment with Islamic values and principles, and 100% going to the programme were the highest considerations from our panel.

To enhance their credentials, many secular organisations have now partnered with Islamic bodies and scholars to provide Fatwas showing the programme follows Islamic principles, especially for Zakat distribution.

One example that speaks to this is the [Refugee Zakat Fund from our client, UNHCR, The UN Refugee Agency](#), which has now received 17 Fatwas to provide donors with reassurance that funds are safe in their hands. This fund raised \$46M in 2023 alone to support displaced communities around the world.

While the above is a longer journey for many organisations, other factors were also almost as high on people's priority list - for example the ease of donating money to charities and clarity on who/where the funds will go to support. These factors are in the control of each organisation.

## Which of the following options would be important for you when considering donating to secular organisations?





## While there are strong preferences for 100% of donations going to the programme, transparency around admin costs can mitigate some of the impact of not being able to offer this

The expectation to have 100% of funds go to the cause is much higher when individuals consider their Zakat contributions than other types of giving. However, many organisations in the UK have been trying to move away from this messaging, as it is becoming operationally unsustainable.

This presents a difficult situation for many organisations on how to meet donor expectations whilst balancing the reality of delivering international aid.

Digging into the expectation to have 100% of the donation go to the cause, our focus group had some suggestions for organisations. In short, many donors understand the considerations of running a global organisation - **but want transparency in order to feel in control.**

Organisations should look to create as much visibility on how they operate and the overheads that they incur in order to maintain trust and engage donors.

**“I don't mind the admin cost, it's just you gotta tell me what it is, cause then I can add that on. If you're not gonna tell me what it is that I'm not gonna like spending it.”**

*– Focus group participant*

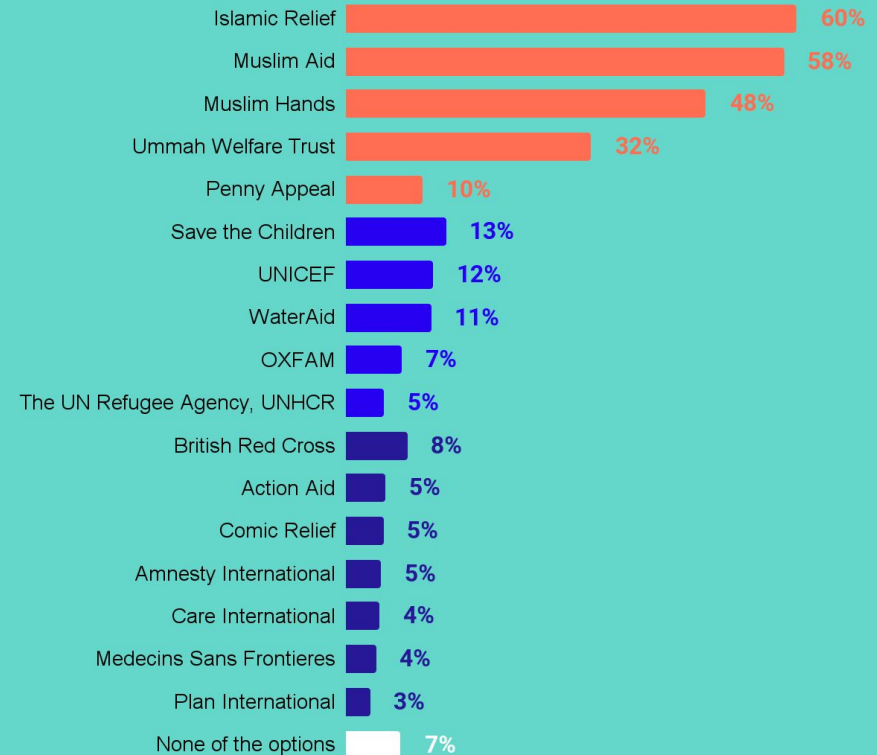
## More work needs to be done to raise awareness of secular organisations' Zakat funds to increase giving

We asked our panellists which organisations have a Zakat fund. Unsurprisingly, **Islamic charities** scored highest (shown in orange). Secular organisations who **have a Zakat fund** (shown in blue) had some awareness (between 5%-13%), while organisations **without a Zakat fund** are shown in navy. As the answers in navy are effectively guesses, we treat this as the margin of error for answers. If we subtract this baseline level, many leading organisations still have a way to go to establish awareness with the Muslim community in the UK.

I wasn't aware that secular organizations had a Zakat fund, because if I did there are certain causes that are close to my heart.



To the best of your knowledge, which of the following organisations have a Zakat fund? Please select all that apply.

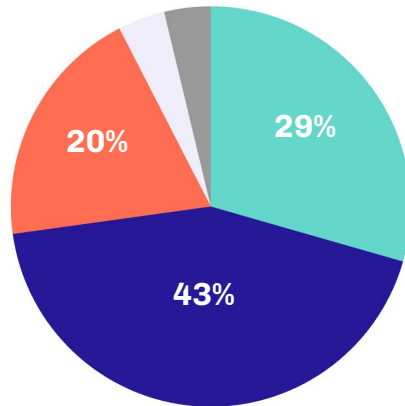


## It's important to remember that Zakat is just one type of charitable contribution for Muslim donors, 73% either donate the same value to charity across the year, or more

To better understand how Muslims donate beyond Zakat, we asked...

Which is closest to your charitable giving outside of your Zakat?

- I donate more to charity across the year than I do in my zakat
- I donate about as much to charity across the year as I do in my zakat
- I donate less to charity outside of my zakat
- I don't donate to charity outside of my zakat
- I don't donate to charity and do not pay zakat



Zakat is but one form of giving for Muslim donors.

Our research shows that **almost a third of Muslims in the UK (29%, equating to approx. 0.76M people) give more in Sadaqah** - general charity donations - than they do in Zakat. Another 43%, or just over a million people, give just as much as their Zakat contributions over a year.

This helps explain the extremely high average gift we found in our first chapter across the community.

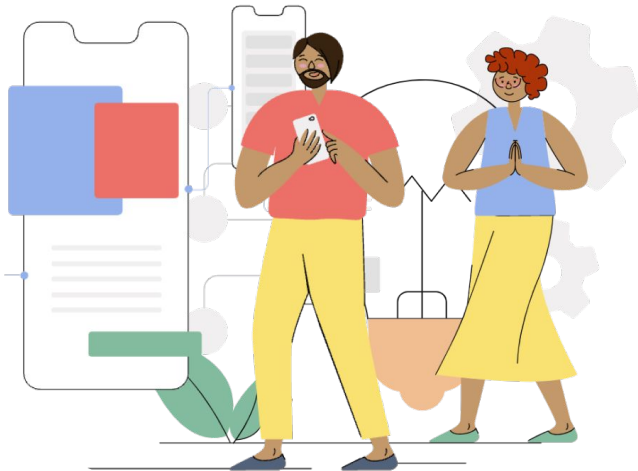
For some of our clients, we have recommended not to ask for Zakat as part of their fundraising campaigns - either because their projects do not qualify for this, or because the audience does not trust the distribution mechanism yet or may have concerns about the overheads.

In these cases, it's important not to assume this is the only way to engage the Muslim community. People are clearly open to hearing from secular organisations, and like many donors, need to see the impact and work being achieved to make a decision to support you.



## And when it comes to giving outside of Zakat, Muslim donors are more open to donating to secular organisations

We ran two focus groups as part of this study, and interestingly, it was the older group who showed much more openness to give to secular organisations. To them, it seems the work and due diligence in managing funds was their primary motivation.

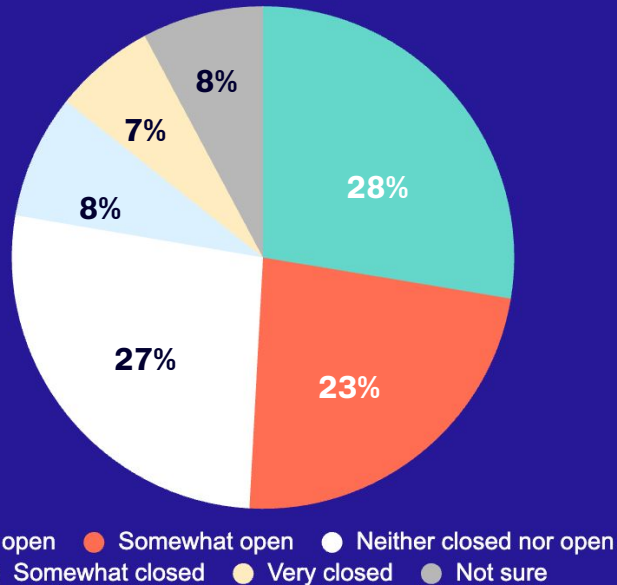


**“Whether you're secular or Muslim [charity] you can both be doing the right thing. When I say I don't care, it's on the assumption that wherever I give my money they're using it in the right way. And, as I said, evidently you can give to a Muslim charity, and it's not even helping people, and vice versa. So my point is that I'm all for people getting money, and you know, helping people, and if I assume that a secular charity will do that, I'm just as likely to give to them as a Muslim one.”**

*– Focus group participant*

# 1 in 2 Muslim adults in the UK are open to secular organisations using Islamic terminology but this should be thoughtfully executed

Openness to seeing secular organisations use Islamic messaging



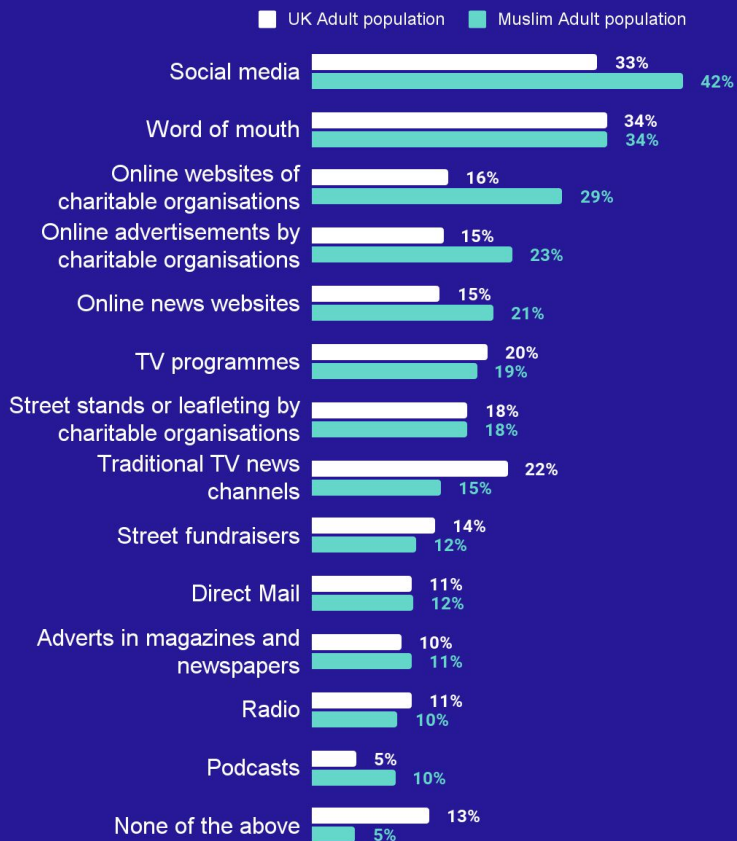
Some secular organisations have experimented with using Islamic language, terminology and Hadiths - traditional and religious quotes and texts - in their fundraising.

This can have mixed effects, but overall donors told us through our survey and focus group that they are open to it. It is not the usage itself, it's whether the organisation understands the context, uses these in an appropriate way, and has a good reason to do this. **Miss the mark and this will come across as disingenuous to your audience. When in doubt, please test all messaging before launch!**

*There has to be a genuine link between the Muslim community and the need to use Islamic language. Otherwise it's disingenuous.*

”

## Where people are finding out about charities and good causes:



## Muslim donors are more likely to find out about charities and causes through digital platforms

If it's not an individual that I know personally, there are many people actually on social media. So influencers, if you want to call them that, say I've been following for a good while. So I know they're genuine people and they'll do these campaigns every now and then where they're gonna go abroad to Syria

I think Salam Charity are very big on like Instagram and stuff, and I hear a lot about them, and remember that especially. And I think they worked really well with like influencers on Instagram and getting them to go in the deployments. And so I think, like the marketing of what they're doing. It's like, really, really working for them... Like the Muslim influencers they've got involved.

## For Muslim audiences, ease when donating online includes having a choice when making a donation and the ability to split across different dates or causes

As seen on our last slide and in our previous sections, digital channels and influencers, alongside previously discussed solutions like payment splitting, can be crucial to engaging donors, especially younger donors.

Charities who want to truly engage the community need to think about their entire digital programme, from discovery through trusted messengers to give your programme credibility, to the functionality to meet donors needs and behaviours (such as splitting Zakat) to interactive tools like calculators for Zakat contributions.

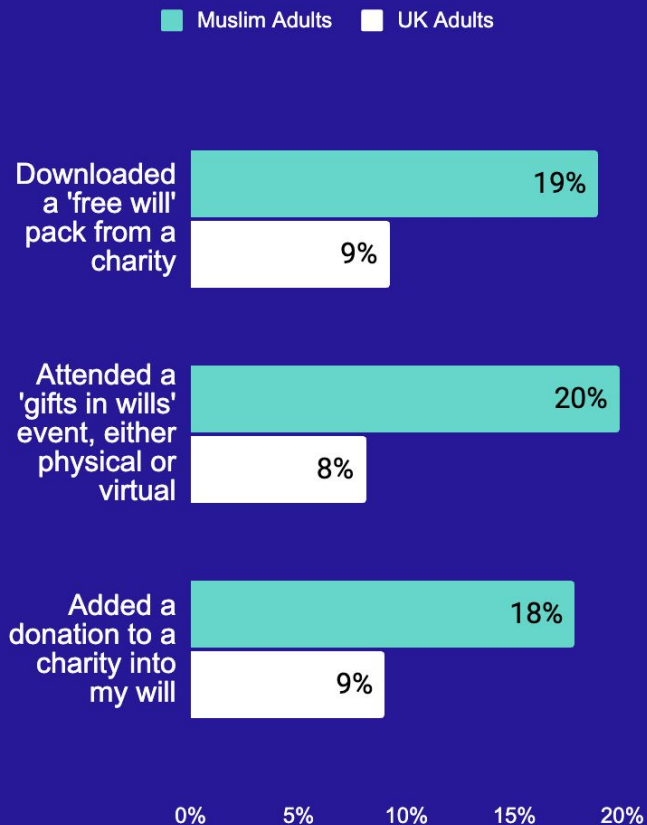
All of these tools can make a huge difference - for example, one of our clients sent traffic to a landing page with a Zakat calculator and generated twice the average gift vs the same ad driving traffic to a specific donation page without a calculator.

Thinking through what your donors want and need, testing these theories, and maintaining engagement and open communications through the year, and not only through Ramadan, can make all the difference.

**“The reason why I gave to that particular organisation was because it allowed you to split the cost. We're able to put how much you wanted to donate. And it was split. So it was just easier to do, really, [...] you could choose how much you wanted to donate to be split across the month. So it was quite easy.”**

*– Focus group participant*

Some individuals choose to leave money to charities in their last will and testament. Did you do any of the following actions in the previous 12 months?



## Finally, Muslims seem twice as likely as the UK population to have taken action towards **leaving a legacy gift**

We have spoken a lot about immediate giving, but we couldn't finish this report without sharing some encouraging findings on legacy giving.

Our study found British Muslims were around twice as likely to take all actions relevant to legacy giving - from handrasing through pack downloads to writing a charity into their will.

More than this, we found people who are "very open" to donating Zakat to secular organisation are **a lot more likely to have attended a 'gift in wills' event - 33% - 4.1x times the baseline level across the UK.**

Not only that but 1 in 4 (24%) of those very open have added a donation to charity in will... the highest of all donor profiles.



# In summary...

We hope you found this report as interesting to read as we did to write. We're excited that our research has uncovered so many insights and findings that could lead to better community cohesion, giving and impact.

What perhaps feels most positive at a time of ever-growing crises and rising cynicism amongst many audiences, is to show that Muslims in the UK would like to hear more from organisations, and carry hope for a better, more equal future.

If you are reading this on behalf of a charity, we hope you found this useful. And if you are reading this as a Muslim individual - we truly hope this report helps to enhance representation and amplify much needed voices anyone who needs to hear them.

We always love to [hear feedback](#) on our reports and what we should release next. Keep an eye out for our **upcoming UK-wide giving behaviours tracker**, and an updated [ethical fundraising guide](#) later in 2024. If you have any questions, want to share your thoughts, or want to discuss a future project, we'd love to hear from you.

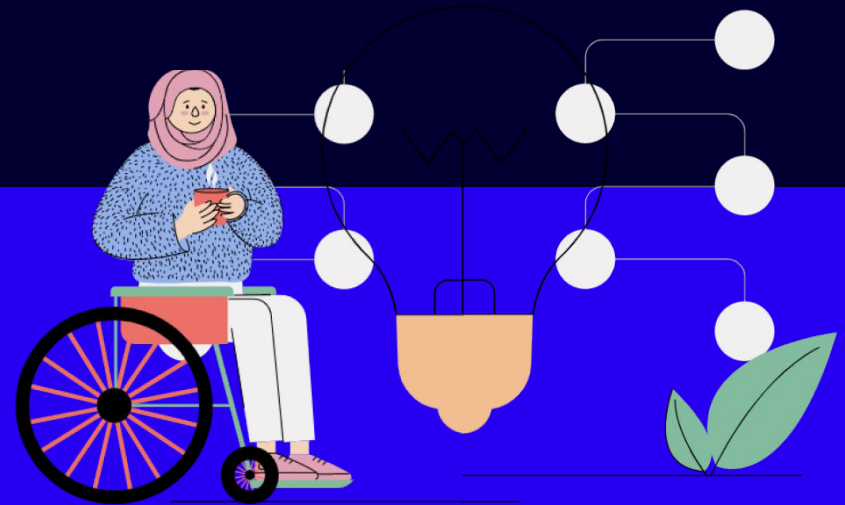
**Anjali, Jai, Jasmine & Lizi**





# Appendix

Methodology notes & acknowledgements





# Methodology notes & our thanks

**Muslim only polling data** was weighted by age, gender, region, and education.

**1,003 complete individual responses in total.**

Fieldwork was completed between 08-21, February 2024.

**Nationally representative polling data** was weighted by age, gender, region, education, and ethnicity.

**2,010 complete individual responses in total.**

Fieldwork was completed between 08-11, February 2024.

Due to weighting and rounding, percentages may not add up to 100%.

Results for both samples were collected via online surveys.

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A big thank you - illustrations courtesy of [Susana Salas](#)

Where size estimates for audiences in the UK are quoted, the following data sources are used:

- England and Wales true proportional data comes from the 2021 Census (England & Wales).
- Northern Ireland and Scotland proportions come from the Northern Ireland Statistics Research Agency and 2011 Census (Scotland) respectively.
- The 2011 Census is used for Scotland as the 2021 figures were yet to be released at the time of research.





# A snapshot of our UK-wide survey responses

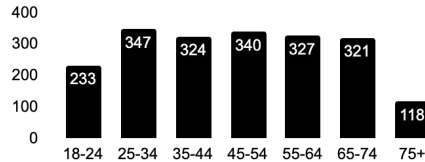
The below shows pre-weighted sample. Note the UK-wide sample included Muslim individuals proportional to the distribution in the UK population. It should be seen as a national baseline for comparison with all communities included. We will be publishing a separate report to cover the main findings across the UK in the coming months.

## Sample size

# 2,010

survey responses

## Age distribution



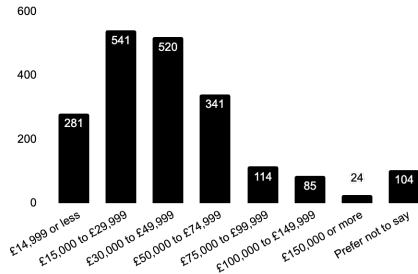
## Regional representation

Region	Particip.
East of England	177
East Midlands	142
London	262
North East	81
North West	220
Northern Ireland	45
Scotland	185
South East	272
South West	165
Wales	120
West Midlands	181
Yorkshire and the Humber	160

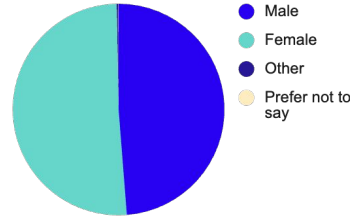
## Representation by Ethnicity

Ethnicity	Particip.
White - English/Welsh/Scottish/Northern Irish/British	1543
White - Irish	36
White - Gypsy or Irish Traveller	7
White - Roma	15
White - Any other White background	111
Asian/Asian British - Indian	53
Asian/Asian British - Pakistani	39
Asian/Asian British - Bangladeshi	15
Asian/Asian British - Chinese	18
Asian/Asian British - Any other Asian background	10
Black/Black British - African	80
Black/Black British - Caribbean	18
Black/Black British - Any other Black / British Black background	14
Mixed/Multiple ethnic groups - White and Black Caribbean	7
Mixed/Multiple ethnic groups - White and Black African	10
Mixed/Multiple ethnic groups - White and Asian	10
Mixed/Multiple ethnic groups - Any other Mixed/Multiple ethnic background	8
Other - Arab	3
Other - Any other ethnic group	11

## Household income distributions (pre-tax)



## Gender distribution



# Thank you.

[hellouk@bluestate.co](mailto:hellouk@bluestate.co)

BLUE  STATE

