



progressive



Charities Surveys 2014 – Stakeholders

Research Findings April 2014

Background

- OSCR provides regulatory, administrative and advisory services to Scotland's 23,500 registered charities. OSCR states its vision for the Scottish charity sector as being *“for charities you can trust and that provide public benefit, underpinned by the effective delivery of our regulatory role”*.
- Between 2007 and 2011, OSCR commissioned annual external stakeholder surveys to collect the attitudes of certain target audiences, the results of which were used to draw attention to attitudinal changes and to flag to OSCR existing and developing issues and concerns.
- This research constitutes the first formal external stakeholder research since 2011 and, as such, looks to track changes in stakeholder attitudes during this intervening time, provide feedback on emerging themes and establish a future baseline in new areas of interest. Ultimately, the findings will allow OSCR to more effectively deliver its regulatory functions and engagement priorities.

Objectives

- The objectives of the research were to:
 - Establish attitudes towards OSCR and charity regulation
 - Explore the effectiveness of OSCR's communication with trustees
 - Identify issues of concern which OSCR may wish to address
 - Explore the impact of charity regulation (including the costs and benefits of regulation) on Scottish charities
 - Track results against previous findings to determine any significant shifts

Method

- Combination of Qualitative and Quantitative methods

Qualitative Research

- 15 in-depth telephone interviews
- Conducted by senior executives
- Fieldwork dates – 11th February to 21st March
- Randomly selected and pre-arranged
- Conducted with named, primary contact from OSCR database
- Each lasted 30 minutes

Quantitative Research

- Online self-complete method employed
- Sample size – 1,370 charity stakeholders across Scotland
- The data is unweighted and represents natural fall out
- Fieldwork dates – 17th February - 9th March
- Margins of error for the results shown are +/- 0.72% and +/- 2.57%

Sample Profile Quantitative

Size of charity		Location	
< £25,000	56%	North East Scotland	13%
> £25,000	44%	Highlands & Islands	17%
		South Scotland	17%
Detailed size of charity		West Scotland	10%
< £2,000	13%	Central Scotland	5%
£2,001-£10,000	24%	Mid Scotland and Fife	13%
£10,001-£25,000	18%	Lothians	12%
£25,001-£100,000	20%	Glasgow	9%
£100,000+	24%	Outwith Scotland	4%
BASE:	1,370	BASE:	1,370

Sample profile Quantitative (cont)

	Income <£25,000	Income >£25,000	Total		Income <£25,000	Income >£25,000	Total
Mode of invitation				Role in charity			
Email	91%	95%	92%	Trustee	59%	45%	53%
Paper	9%	5%	8%	Member of Executive or committee	44%	31%	39%
				Volunteer	43%	18%	32%
Mode of completion				Paid employee	2%	41%	19%
Email	91%	95%	93%	Charity adviser	2%	3%	2%
Paper	9%	5%	7%	Other	5%	4%	5%
BASE:	763	607	1,370	BASE:	763	607	1,370

Tele-depth participants

Name of charity	Volunteers and approximate income PA	Activity
Northern English Springer Spaniel Rescue	30 volunteers countrywide	Small animal rescue centre
Fife Cat Shelter	All volunteers, Over £40,000	Cat shelter and re-housing
Kirkhall village Hall	4 volunteers, £12,000	Village Hall
Turriff Baptist Church	4 volunteers, £6,000	Church
Dalnain Bridge Village Hall	8 volunteers, £3000	Village Hall
ALEDLGBT	3 Volunteers, £2,500	Equal rights promotion and anti discrimination
Radio Remedy	11 volunteers (6 trustees, 5 presenters), £1,000	Hospital radio
Sheila's Open Door	5 volunteers, £1000	Started off as a charity for MS and then changed to become a charity to take in any disability



Tele-depth participants

Name of charity	Employees, volunteers and approximate income	Activity
Glasgow Centre for Inclusive Living	33 Employees, 14-15 volunteers, £1.5	Work with disabled people to promote independent living
Hjaltland Housing Association Limited	28 employees, 13 volunteers, £4.8 million	Housing association
Edinburgh Festival Fringe Society	22 Employees (grows to 85 during the Festival), no volunteers, £3.5 million	Runs the infrastructure, marketing and box office for the Edinburgh Fringe
South Ayrshire Women's Aid	13 Employees, 5 volunteers, £500,000	Domestic violence charity
Glasgow Art Club	8 Employees, 12 volunteers, £280,000	Art collection and members club
Equality Network	7 employees, 12 volunteers, £415,000	Promotion of equality for the LGBT community, work with members of the LGBT community who suffer from discrimination
Carrick Centre	2 full time 6 P/T 70 volunteers £100,000	Church and Community Centre



Motivations to be involved

- Exactly as with the general public, having personal experience of a charity is by far the strongest motivator to support and be involved with it.
- Many of our respondents were personally affected by the charities they were working for because they had either formed it or were directly affected by the issues their charity supported.
- They were highly driven by the need to “*give a little back*”.
- Many claimed the benefits of working in a charity are :
 - *I love the arts and always have done*
 - *You can't say no to God*
 - *It's something I really care about*
- Those working for large organisations such as housing associations who happen to have charitable status take a more prosaic view of needing a salary but those working as volunteers are very passionate about their charities.



Executive summary

Summary

Current issues

- Finance is an issue that impacts most charities and is the most often mentioned subject currently faced. There was a significant increase in numbers of those saying this is an issue.
- Respondents claimed that they have to put more effort into fundraising now.
- Quantitative results show a significant increase in the number saying running costs are an issue.
- Charities are squeezed both ways. They are having to spend more to keep going and yet work harder to maintain donor levels.
- Recruitment is an issue for a third of the sample especially for those run by volunteers who can't find the right people or enough people.
- Charities are focused on fundraising , raising awareness and cost cutting.
- There is a significant increase in the number of charities recruiting trustees by word of mouth and advertising. The use of email, ads in local papers and on websites have all increased significantly.

Summary

General public support

- Quantitative findings indicate that overall cash donations from the public have remained stable. As have donations for goods. Qualitative research indicated that charities are facing a changing pattern in donations and that they are having to work harder for greater numbers of smaller value donations. Respondents also claimed that the number of corporate donations has decreased.
- Qualitative research revealed that charities are very aware of the need to build and maintain trust with charities.
- Smaller localised charities were more confident in public trust than larger charities.

Perceptions of OSCR

- Trust in OSCR to treat charities fairly has increased and significantly more people are accepting of filling out an annual return.
- The majority regard OSCR as doing its best to minimise burden and over half see it as an innovative regulator.
- Awareness of OSCR and its core functions remains high . Few were aware of OSCR's roles of, policing charities, training and promoting the work of charities.

Summary

Contact with OSCR

- Very few have had any contact with OSCR. The most mentioned reason for contact is filling out the annual return.
- This wave sees significant higher top box ratings for contact regarding; ongoing monitoring of Scottish charities and granting of charitable status.
- Email usage has increased significantly as has contact by phone.
- This wave of research shows significantly higher performance ratings for contact in connection with:
 - Return forms
 - Contact by email
 - Contact by phone
 - Contact by letter
 - Enewsletter
 - Ease of use for annual return
- Overall satisfaction with communications has increased significantly

Summary

The website

- A significantly higher number of respondents have visited the OSCR website. That applies to all groups other than those who do not have a registered email address.
- The annual report prompted a significantly higher number of visits to the website as did downloading documents.
- The majority access the website by desktop PC or Mac. Over a third use a laptop Macbook and 8% use a tablet of iPad. Only 2% accessed by phone. Most used Internet Explorer and Google chrome.

Importance of charitable status

- The vast majority of respondents claim that charity status is important and larger charities place even more importance on it than smaller ones.
- The main benefits in order of importance are:
 - Tax relief
 - Increased public trust
 - Being able to use status as mark of trust
 - Being recognised as a charity
 - Access to funds
- Larger charities tend to give higher ratings than smaller ones for these benefits.
- The main drawbacks in order of importance are:
 - Paperwork involved
 - Financial cost
 - Difficulty of recruiting trustees
 - Liability attached to trustees

Conclusions

- There are some very encouraging findings in this year's wave of research and findings from stakeholder research are wholly consistent with the general public survey.
- The annual return still drives a lot of traffic in terms of contact maybe more could be done to simplify this process of completion.
- Maybe more could be done on OSCR's part to create and maintain a dialogue that is outwith the process driven needs of accounts and annual returns.
- With the added pressure of raising funds and covering costs, anything that OSCR can do to increase public trust will help charities. We know that more trust leads to a higher chance of getting a donation.
- In light of higher levels of trust and improved communications now seems a good time to forge closer contact with members.
- If OSCR wanted to increase its awareness then maybe there is an opportunity for OSCR to co-brand with its members. This has potential for mutual benefits.
- Improvements made since 2011 are significant across many levels including; trust, innovations, ease of completing annual return and communications.

Main Findings

- Current issues
- General public support
- Perception of OSCR
- Contact with OSCR
- OSCR's website
- The importance of charity status and the impact of regulation

Current issues

Most important issues

- The most frequently mentioned issue to come up during interview was finance. Respondents claimed there was a need to be more creative in ways of getting donation. They also claimed that they were asking for smaller donations but from more people.
“people will spend £1 on a tombola but they are less likely to spend £10 on a cushion cover”
- This tended to be the case for most charities in the qualitative sample.
- Smaller charities are also really concerned by having enough volunteers with the right skill set. Some find themselves in a position of needing to pay skilled staff because the volunteers don't exist but at the same time find themselves *“cash strapped”*.
- This is all highly consistent with quantitative findings.
- Another issue mentioned was moving from being volunteer organisation where trustees have personal liability to becoming Company Limited Guarantee or Scottish Charitable Incorporated Organisation.



Most important issues facing charities (spontaneous)

	2011 B: 1,139		2014 B: 1,370	
	No.	%	No.	%
Funding /running costs (net)	663	58%	786	57%
Income/lack of funding	455	40%	697	51%
Local authority cuts	92	8%	69	5%
Running costs	157	14%	64	5%
Less being donated	99	9%	34	2%
Increased need for fundraising	107	9%	31	2%
Recruitment (net)	201	18%	208	15%
Recruitment of volunteers / staff	185	16%	163	12%
Recruitment of trustees	17	1%	38	3%
Ability to continue with work	89	8%	192	14%
Sustaining membership levels	210	18%	164	12%
Rules /regulations	78	7%	54	5%
Awareness	59	5%	45	3%



Base (all respondents)

Most important issues facing charities (comments)

The biggest challenge is to raise enough money to cover our costs and pursue our activities.

Financial sustainability in an economic environment where funding within local government is diminishing year on year

The single most important challenge facing us is in maintaining a team of Trustees with sufficient knowledge and skills

Ongoing funding is our biggest challenge...We can secure funding for projects relatively easily...but continuing funding is difficult

We are struggling to find new people to participate in and take on the running of the charity

We rely on grants from the charitable sector for part of our funding. These are far less available than before the recession and...competition for them is far more intense

We do a considerable amount of fundraising throughout the year but with ever increasing costs of equipment, transport and running costs the expectation from fundraising is increasing

Barriers such as Transport and facility costs to improve our range of activities open to our client group.

Most important issue facing charities (prompted)

Increased need to do fundraising was the primary issue for 26% of newer charities (under 4 years) Compared to 12% of those over 50 years old.

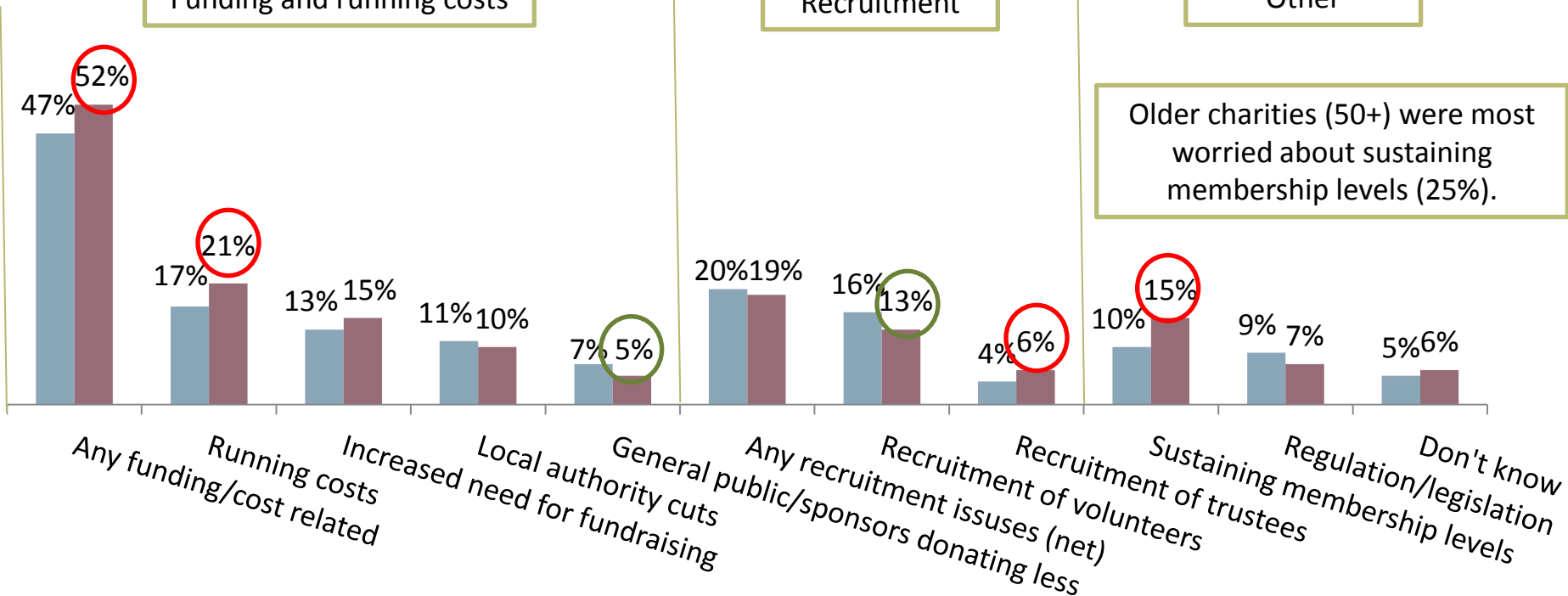
■ 2011 (B:1,139)
■ 2014 (B:1,370)

Funding and running costs

Recruitment

Other

Older charities (50+) were most worried about sustaining membership levels (25%).

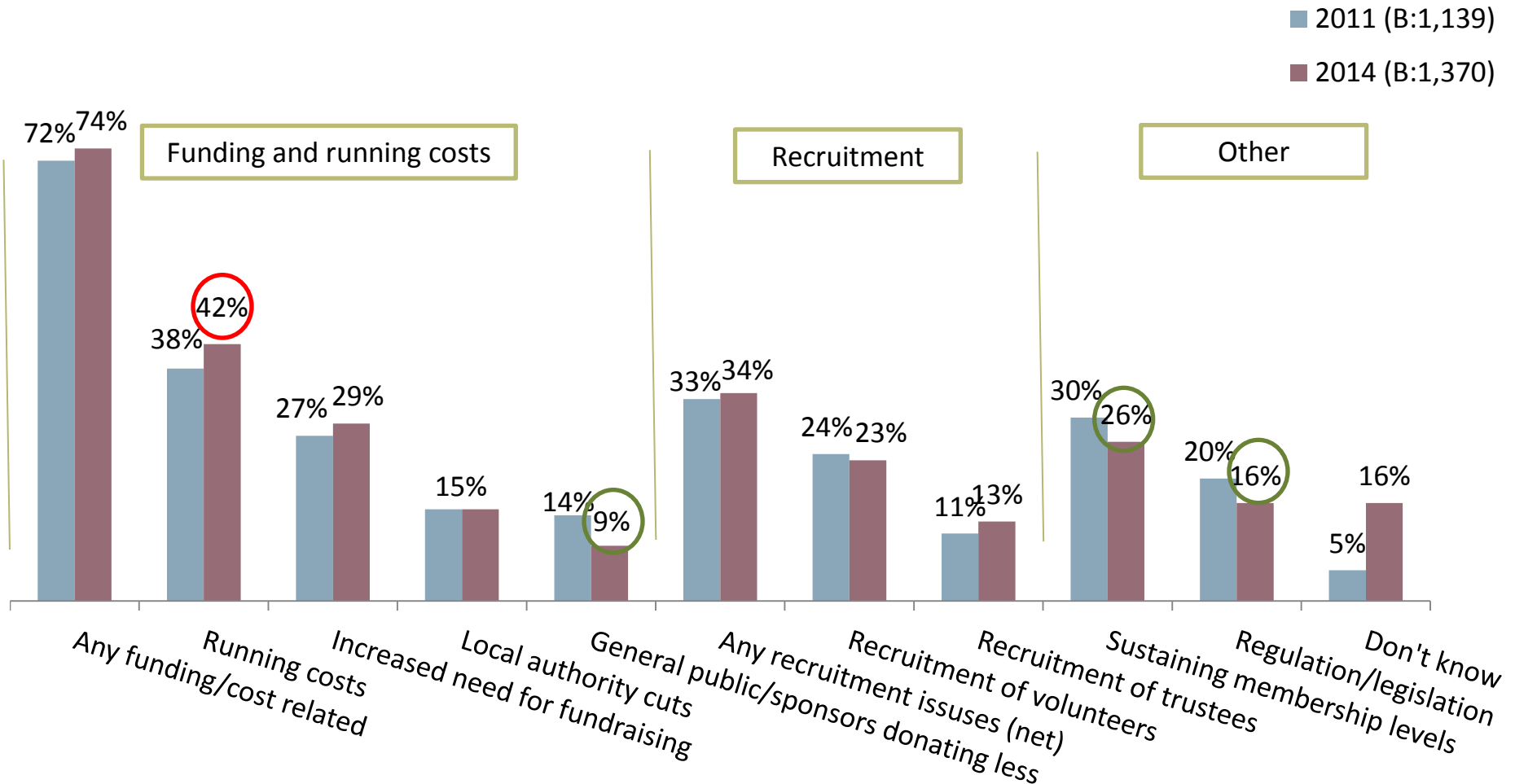


Financial pressures remained by far the most important issue for Scottish charities for over half of the sample and this has increased significantly.

Base (all respondents)

Q6a. Here we have a list of potential issues facing charities today. Which of these would you say is the most important issue facing your charity?

First or second most important issue facing charities (prompted)



When we combine most and second most the issues run in the same order of importance as for most important.

Base (all respondents)

Most important issue facing charities (prompted)

- **Finance** is by far the most pressing issue and while charities are less concerned about the public donating less (despite having to work harder for those donations) they are more concerned with running costs being the main contributor to this. Running cost is of higher concern to those employing staff (28%), than it is to those run by volunteers (16%).
- **Recruitment** of volunteers was of higher concern for charities run by volunteers (19%) compared to charities with employed staff (5%). This correlates with income in that 20% of charities with an income under £25,000 placed recruitment of volunteers as the most important issue facing their charity (these are more likely to be run by volunteers). Only 5% of those with an income of over £25,000 put this as their main concern.
- **Local authority cuts** were the primary cause for concern for 27% charities earning over £100,000. 5% of charities with an income of less than £100,000 stated these cuts to be their main concern.

What charities have done to address their main issue (spontaneous)

	No.	%
Fundraising/events	308	24%
Looked for other funding/donations	300	23%
Advertising/Publicity/awareness raising	264	21%
Cost cutting	141	11%
Looking for volunteers	135	11%
Approached members/friends or families of members	118	9%
Encouraged new members	99	8%
Social networking/websites	51	4%
Find new staff/ provide staff training for specific types of work	48	4%

This is completely consistent with comments from charities that they are having to work harder for cash donations.

Issues facing charities

More active fundraising, increase our website presence, increase mailings, more open meeting to 'sell our product to the public' and in 2014 will also try to have more events.

We are currently working with an external advisor to look at different funding streams

We look for new ways of catching people's attention in fund raising

We have tried to improve communication with current members, to develop our public profile to clearly communicate our role and value, modernise our website and improve or profile on social media

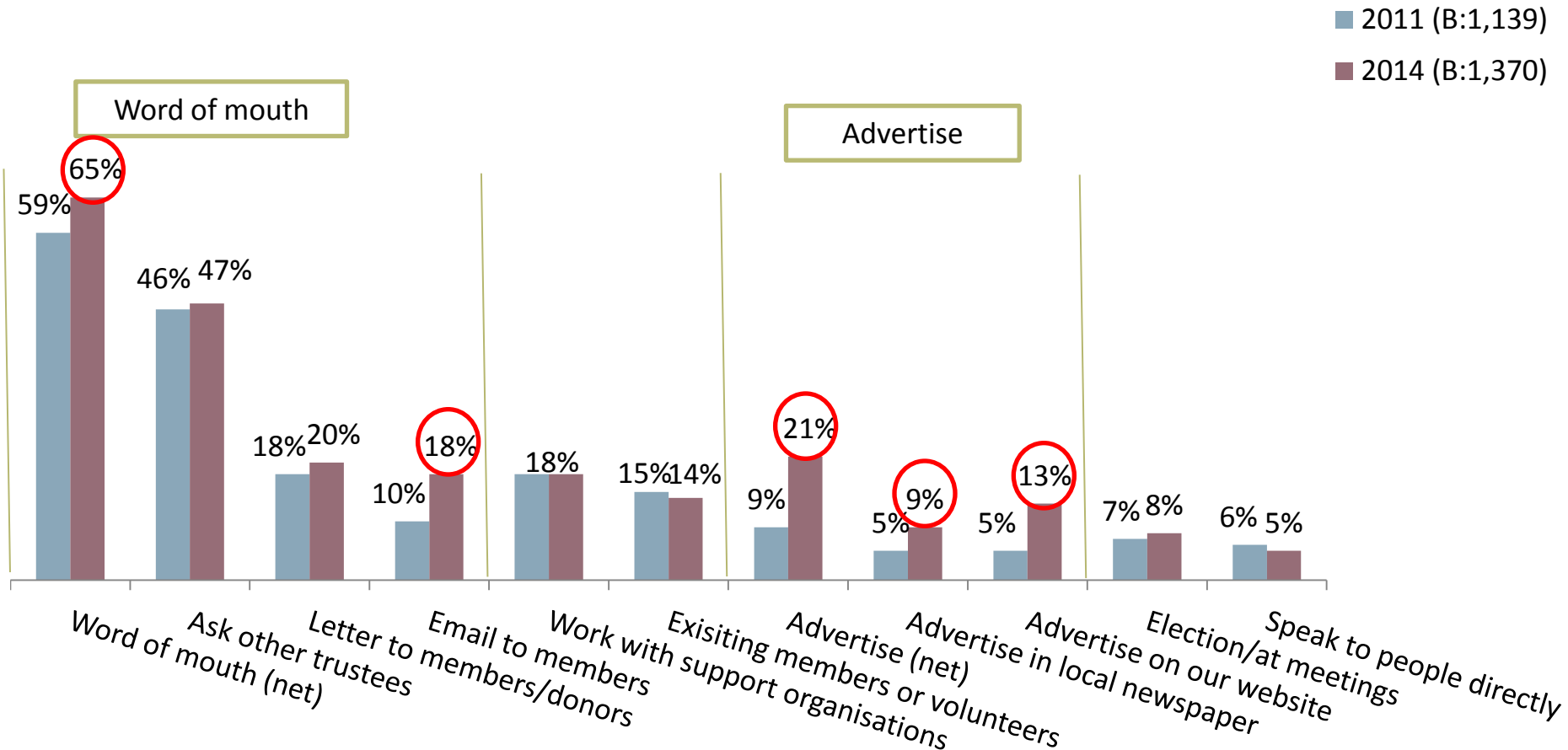
We have employed a full-time fundraiser

To engage people we use the church building, music and other arts, dignified worship, and active social engagement with the deprived.

Developed other sources of revenue - this has been particularly important as the Local Government contribution has remained fixed for a number of years whilst wages...continue to grow.

Have tried to reduce expenditure where possible

How charities recruit trustees



There is a significant increase in the number of charities recruiting trustees by word of mouth and advertising. The use of email, ads in local papers and on websites have all increased significantly.

How charities recruit trustees

- Larger charities are more likely to spend money on advertising than smaller charities.

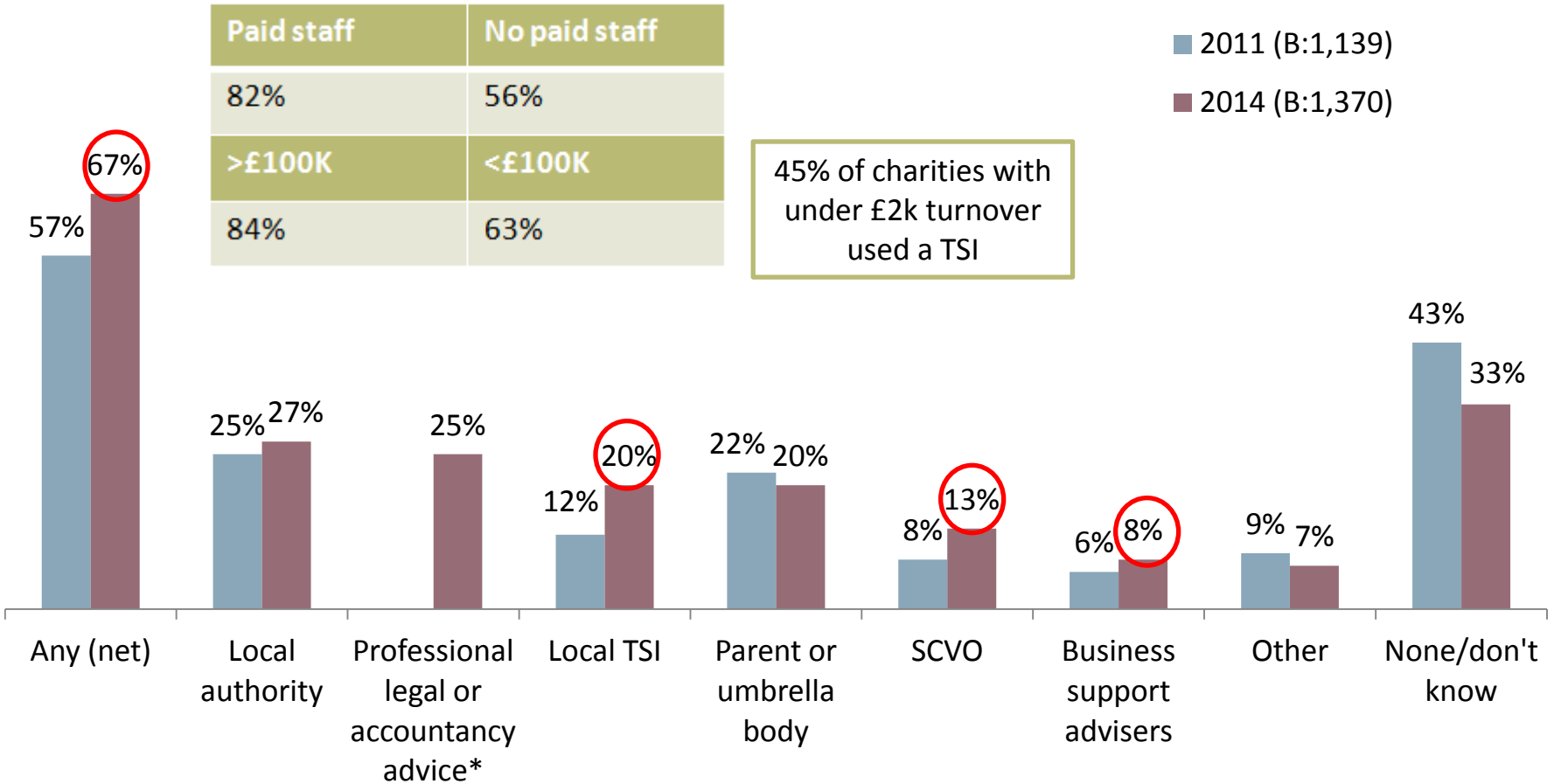
Recruiting trustees	over 6 staff	Under 6 staff	T/O > £100K	T/O < £100K
Local newspaper	25%	6%	19%	6%
Website	36%	9%	31%	8%

- Larger charities were also more likely to engage with a local CVS or third sector support organisation (TSO).

Recruiting trustees	over 6 staff	Under 6 staff	T/O > £100K	T/O < £100K
local CVSTSO	23%	6%	20%	5%

- Smaller charities rely on WOM. 54% of charities with an income over £25,000 asked other trustees, compared to 41% of those with an smaller income.

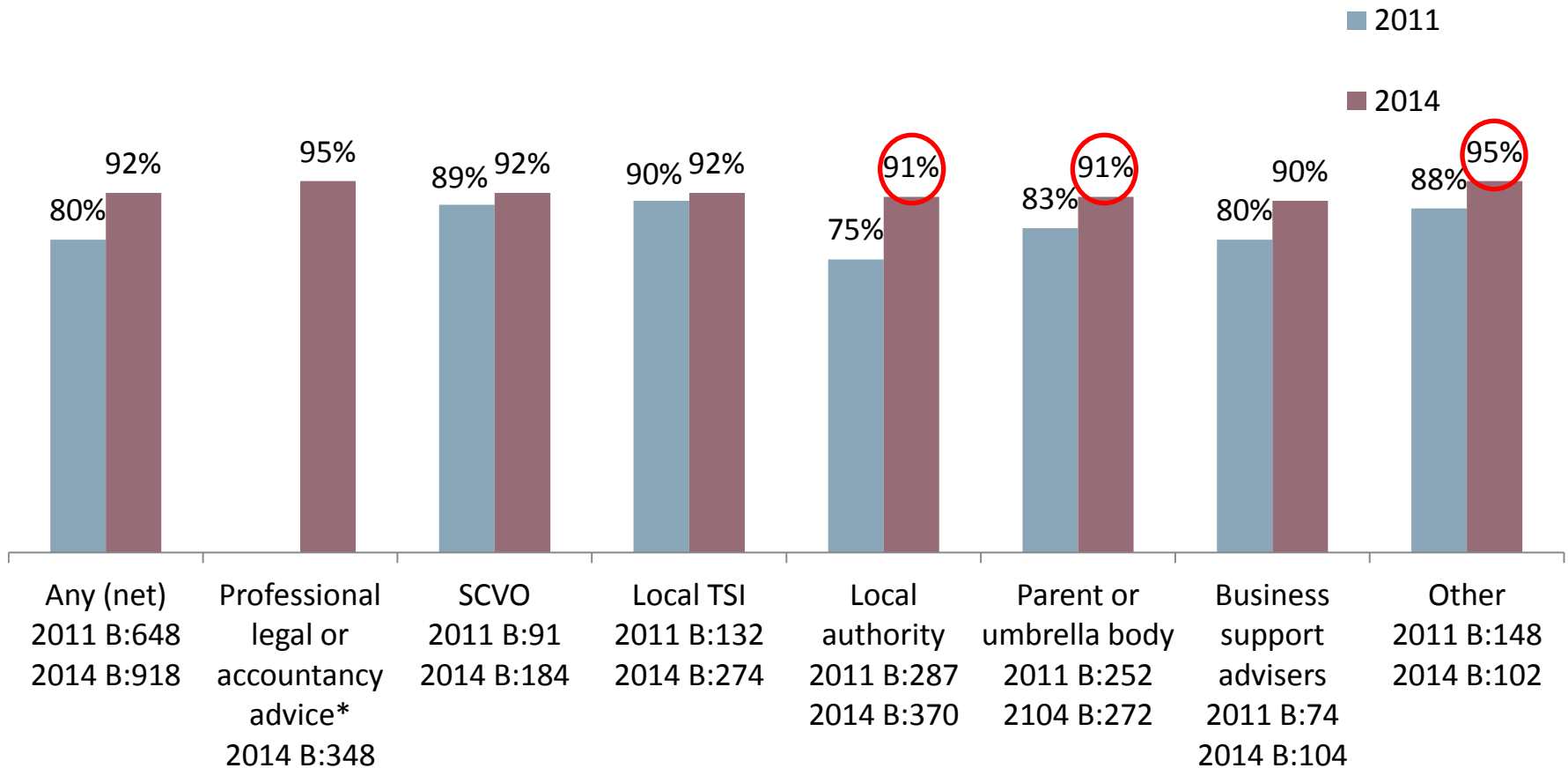
Sought advice from support organisations



Those seeking advice tend to be from larger charities.
There was a significant increase in the number of those seeking advice.

*New to 2014
Base (all respondents)

Those saying yes – they were satisfied



Consistent and universally high level of satisfaction with third sector support organisations, when used.

*New to 2014

General Public Support

Public support given

- Respondents were fairly consistent in their views that support is still there but they are having to look harder for it.
 - *“Funding is a constant hunt”*
 - *“We’re never in a position to generate reserves”*
- They commented that the big major donations have *“taken a dip”* and that corporate donations are down.
 - *“Charities that are local are very well received. I work with another charity and we have no problem receiving young volunteers and generating funds”*
 - *“The benefit to the community is an important motivation. There is still a lot to be done to meet the community’s need”*
- A few commented on the importance of making it known to the public that they were registered with OSCR as that increases the probability of donations.
 - *“They like what we do and are very generous once they find out that we are actually a charity”*
- Of course support comes in many guises and includes time, donations of goods and moral support. This all appears to be as steady as ever.



Trust in charities

- Public trust is more important to some charities than others. Village halls are unlikely to concern themselves with public trust and organisations such as housing associations who do not get public donations are also less likely to be concerned with trust.
- Those who tended to be in people based or animal centred charities and who rely on public donations are very aware of the importance of trust.
- In terms of understanding what builds trust findings correlated very closely with general public research and respondents cited awareness of:
 - *Need to be conscious of salaries*
 - *Need not to badger people into donating or strong arm tactics*
 - *Openness and transparency*
 - *Proof of delivery*
 - *Need to be seen locally*
- Some mentioned that they made an effort to promote the fact that they are registered with OSCR and that they are aware this builds trust with the public.



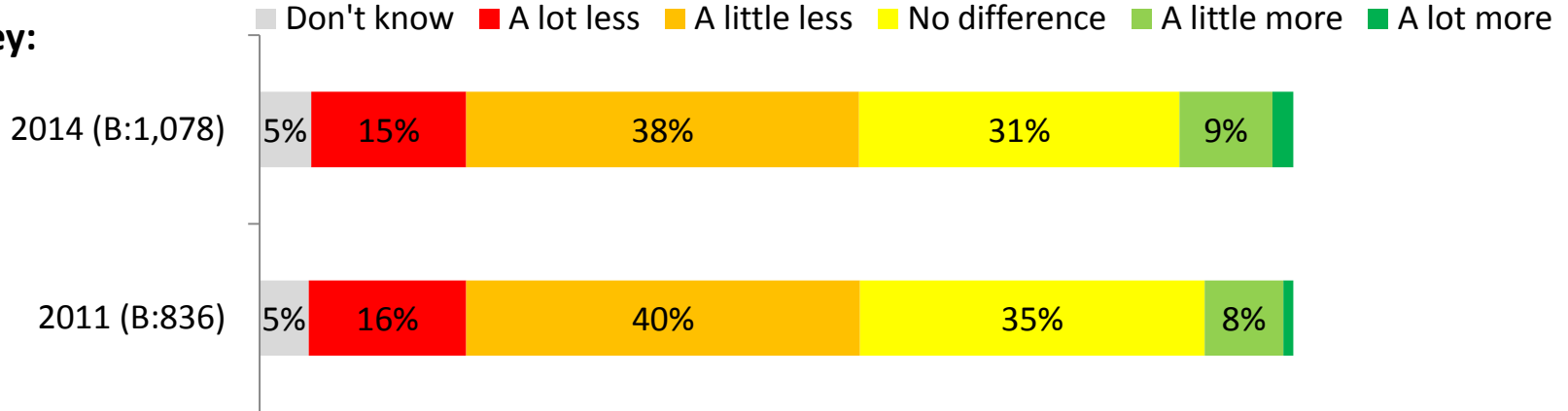
Building trust

- Respondents were clearly in tune with their donors and many claimed not take them for granted.
“Campaigning is a long hard haul. We keep sharing information with supporters and engage as much as we can”
- Respondents were aware of the need to promote their track record for delivery and to publish communications that evidence what they are doing.
- Smaller charities expressed a greater sense of security in knowledge that they are trusted.
“Everyone knows us and its obvious what we do we live in a small community”
“We have our door open people can walk in anytime and see what we do”
- Trust is clearly an issue of importance and those who rely on donations would be highly receptive to any messages about how they might build more trust.

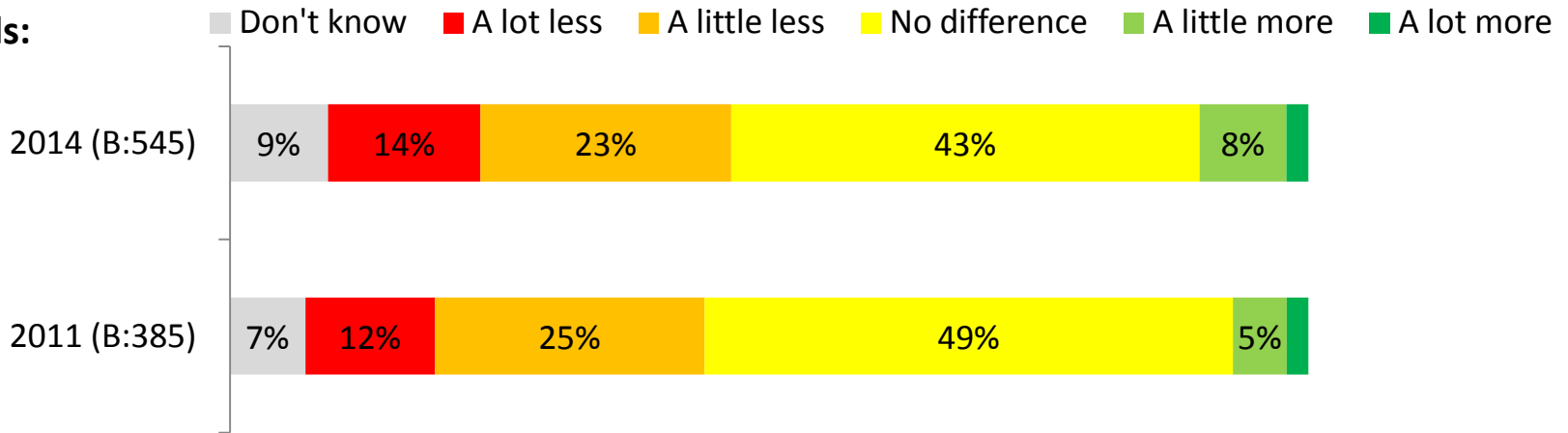


Contributions from general public

Money:



Goods:

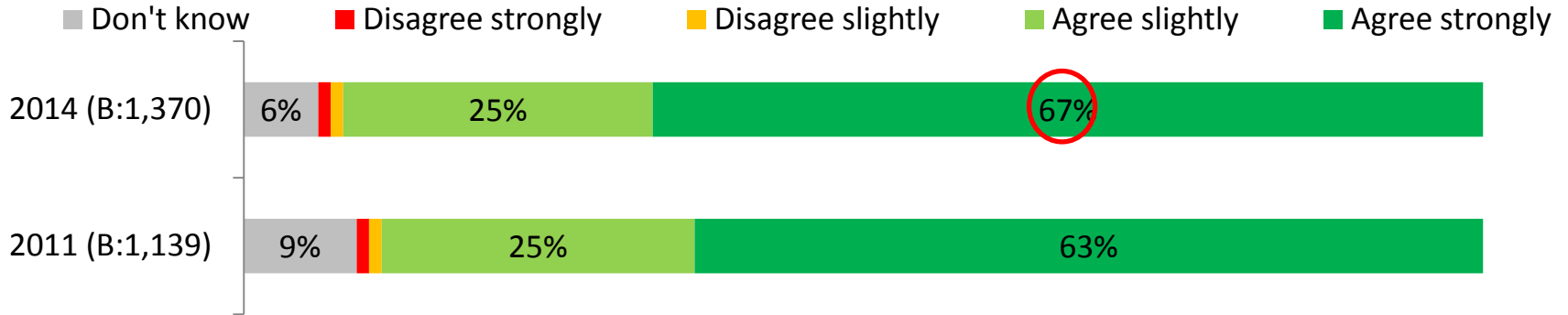


Amounts donated have remained stable since 2011

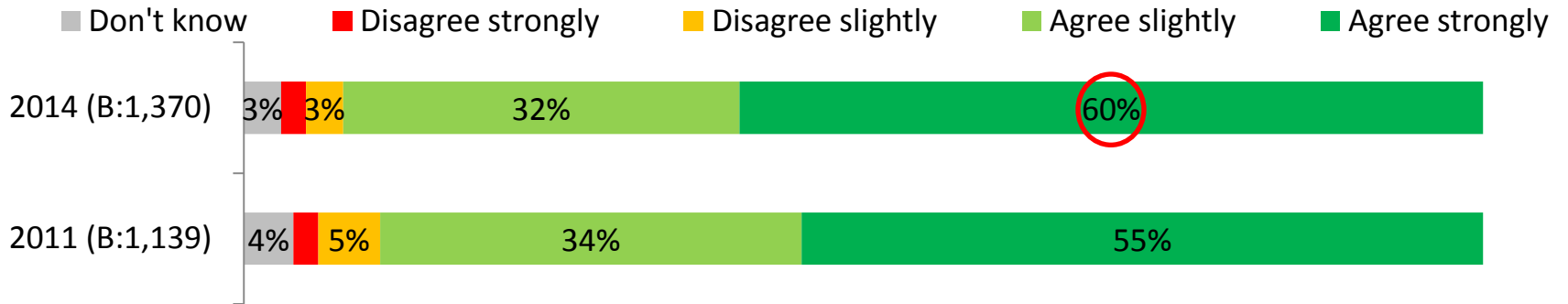
Perception of OSCR

Opinions of OSCR

I trust OSCR to treat charities fairly



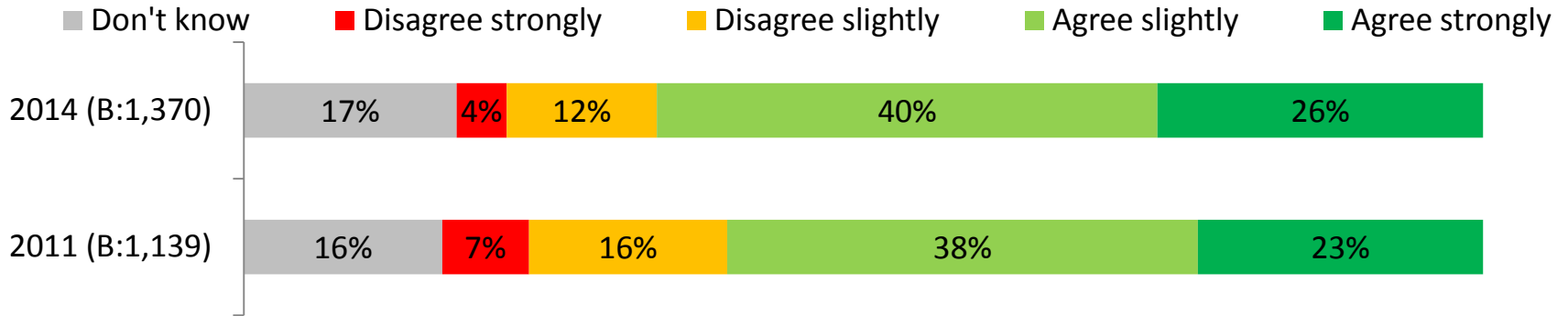
Completing the annual return for OSCR is just part and parcel of what we do now



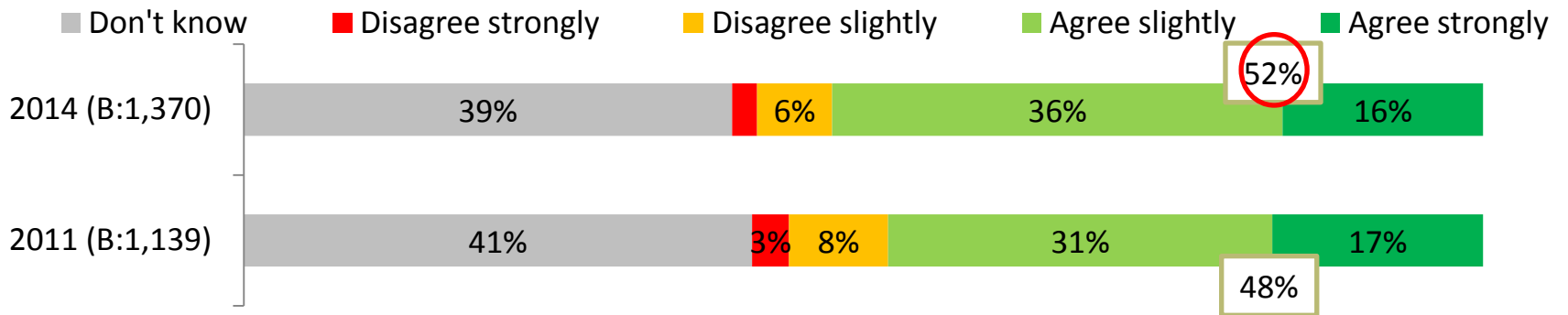
Trust in OSCR has increased and significantly more people are accepting of filling out an annual return.

Opinions of OSCR

OSCR does its best to minimise the burden of regulation on charities



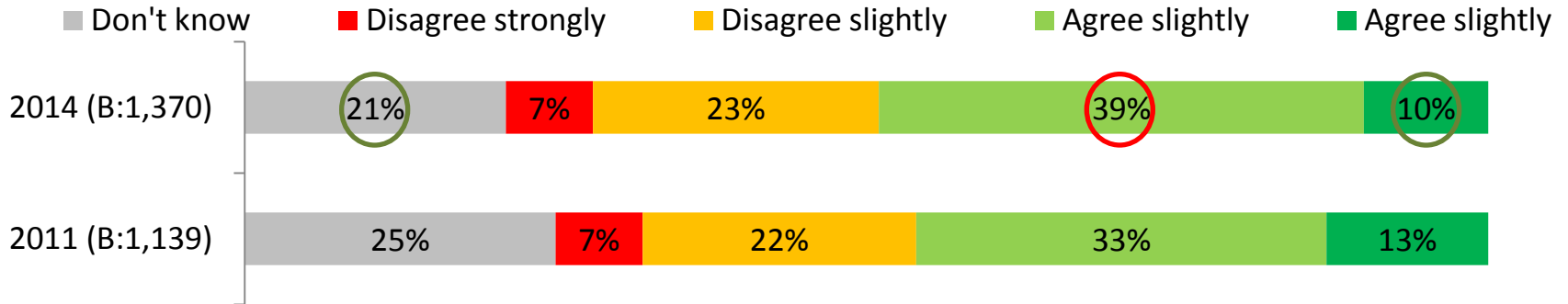
OSCR is an innovative regulator



More people agreed that OSCR is an innovator.

Opinions of OSCR

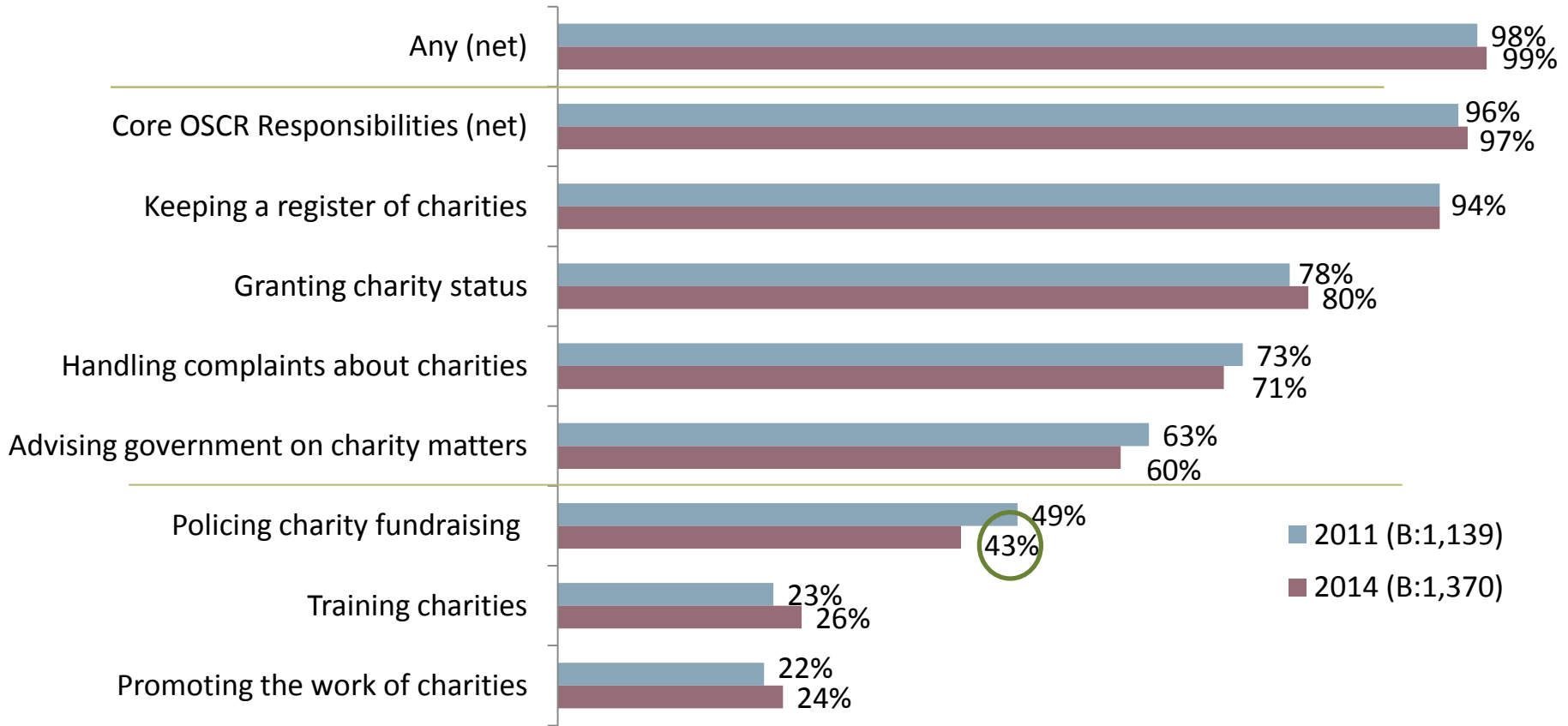
The Scottish Charity Register should feature more about charities' finances



Larger charities were more likely to agree with the statement that the register should feature more about charities' finances.

>£100	<£100
57%	47%
6+ staff	Below 6 staff
59%	47%

Awareness of OSCR's responsibilities



In line with 2011, awareness of OSCR's core responsibilities remains high. Charities of six or more staff were most likely to be aware of OSCR's roles of handling complaints (81%) and advising government (69%). Charities established for between 11 and 25 years (32%) were a little more likely to be aware of OSCR in terms of training charities than the average (26%)

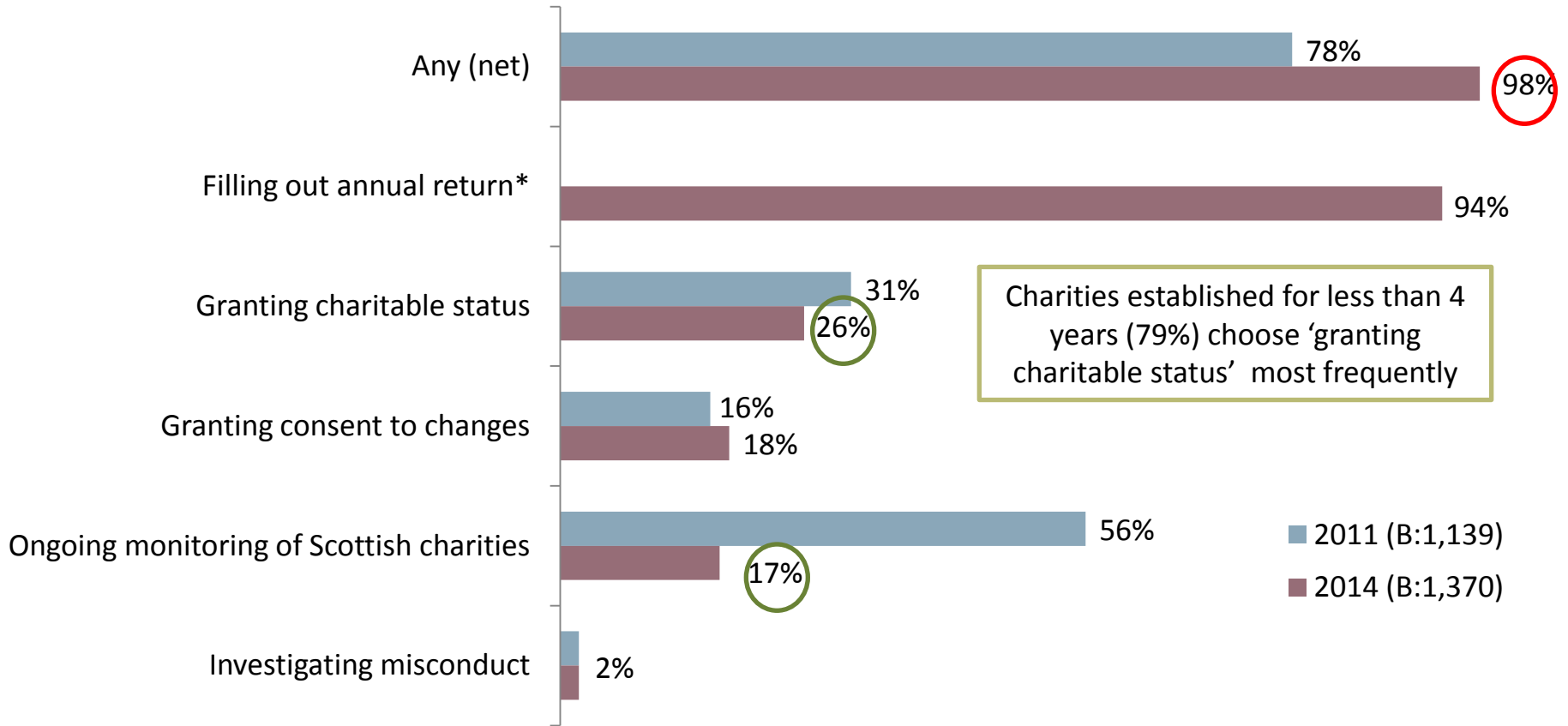
Contact with OSCR

Contact with OSCR

- Very few had had any contact with OSCR other than completing the annual return. Those from larger charities were more likely to have had some contact but again mostly because of process.
- The large charities had a broad appreciation of why OSCR is there and can see benefits from being registered.
- A few of the smaller charities made comments that OSCR:
 - *Comes across as a policing service*
 - *Accounting is very prescriptive (if go over threshold have to go to accrued accounts)*
 - *Accounts take money to complete*
 - *Annual return online is said to be awful*
- The advantages of being a member were said to outweigh the disadvantage of having to keep accounts and complete the annual return.
- The main benefits were reported to be, tax advantages, public recognition of charitable status and access to funding. This is completely inline with quantitative findings.



Reasons for contact with OSCR

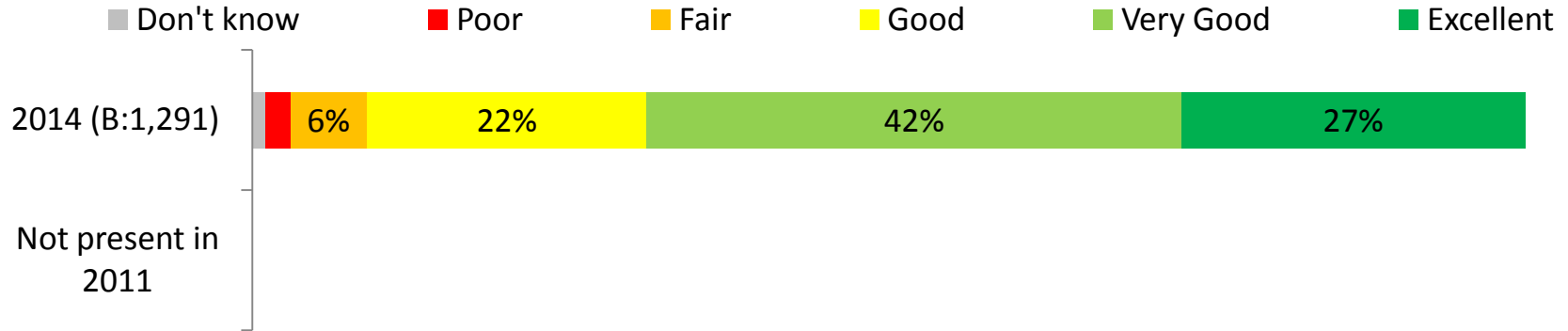


The inclusion of 'filling out annual return' in 2014 has shown it to be the issue that generates a significantly higher level of contact than any other issue.

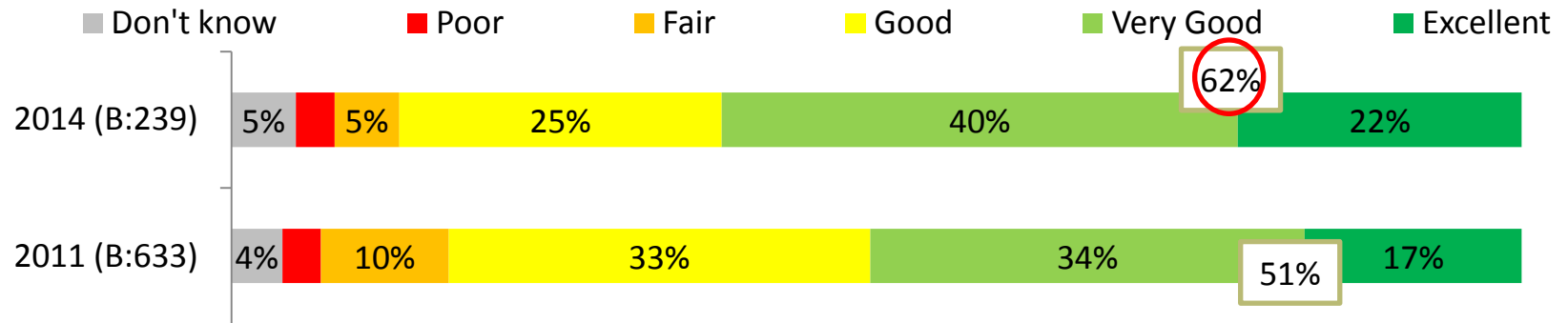
*New to 2014
Base (all respondents)

Rating contact with OSCR

Filling out annual return

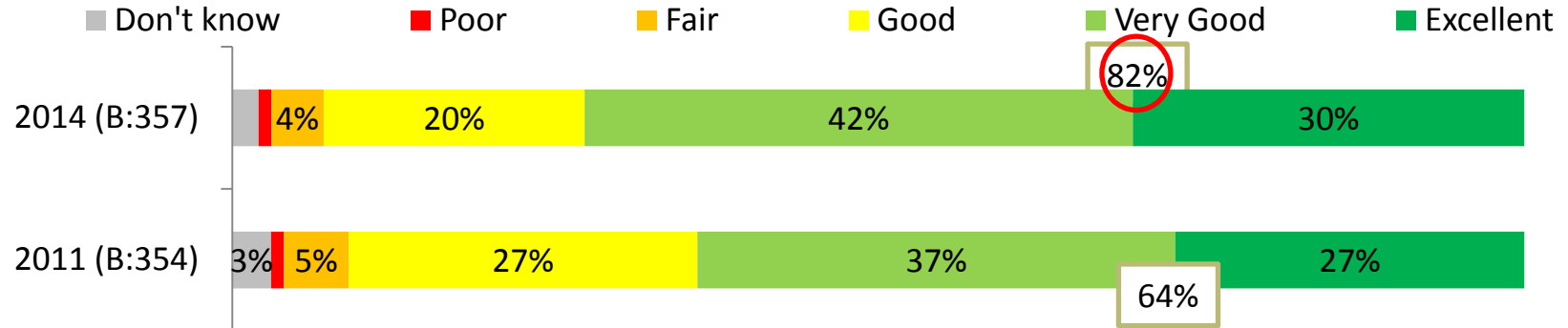


Ongoing monitoring of Scottish charities

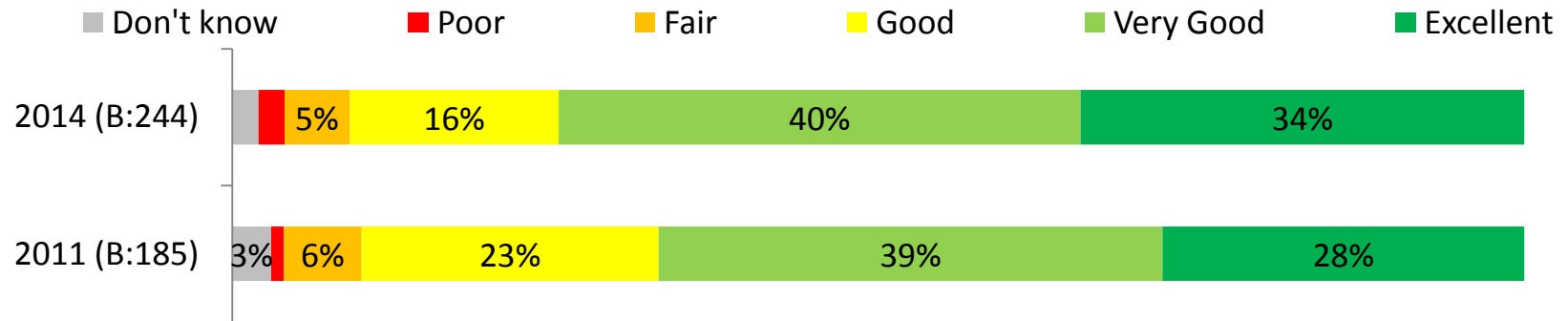


Rating contact with OSCR

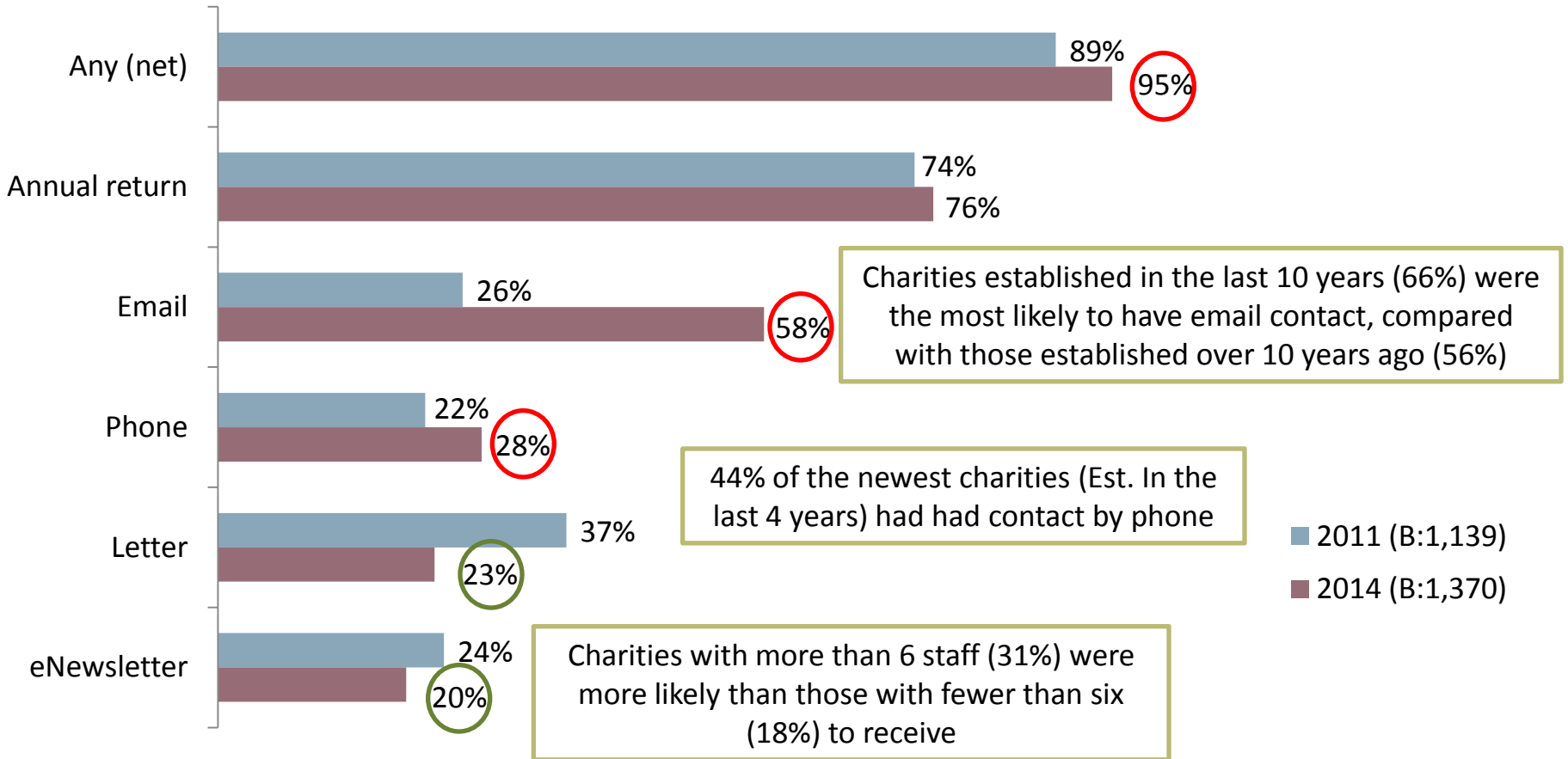
Granting of charitable status



Granting of consent to proposed changes to charities e.g. change of name, amalgamation



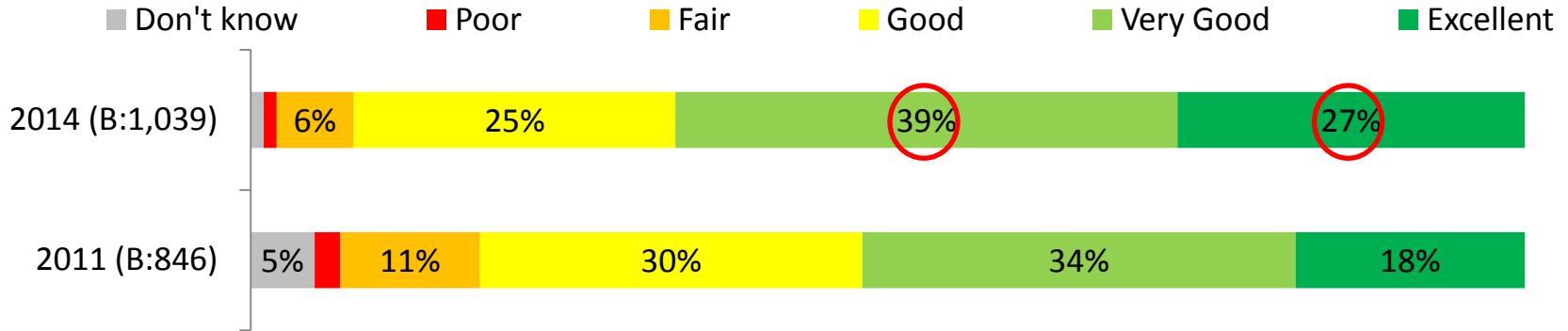
Medium of contact with OSCR



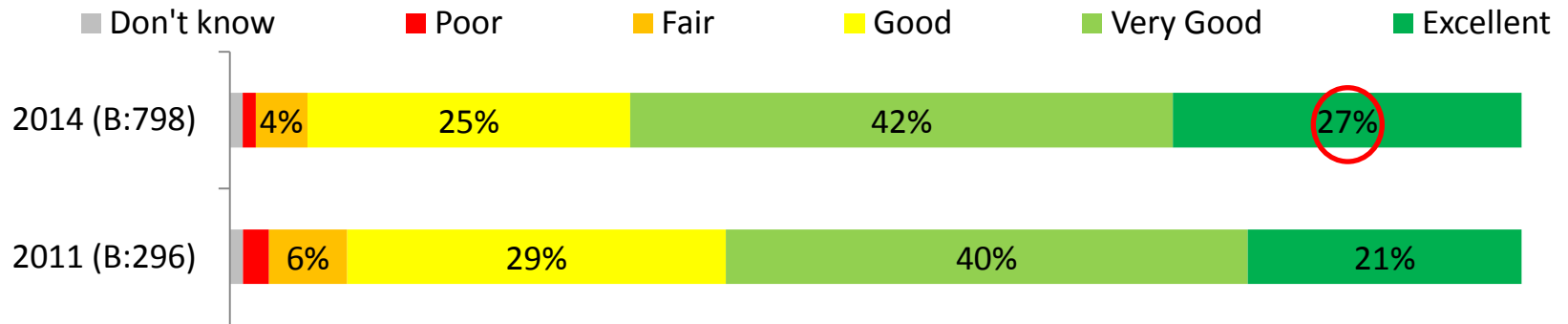
The increased registration of email addresses with OSCR has seen a movement away from communication by letter and towards email

Rating contact with OSCR

Receiving/completing Annual/Monitoring Return Form



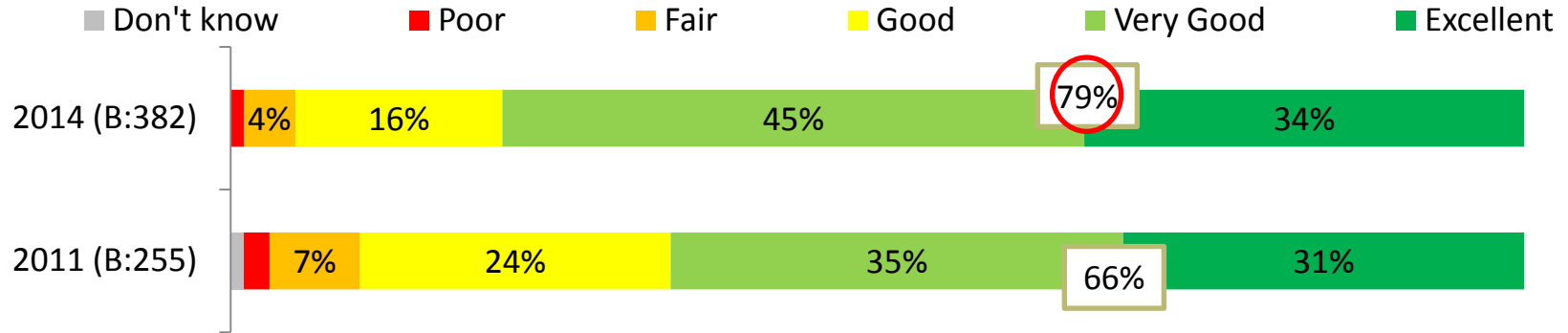
Contact by email



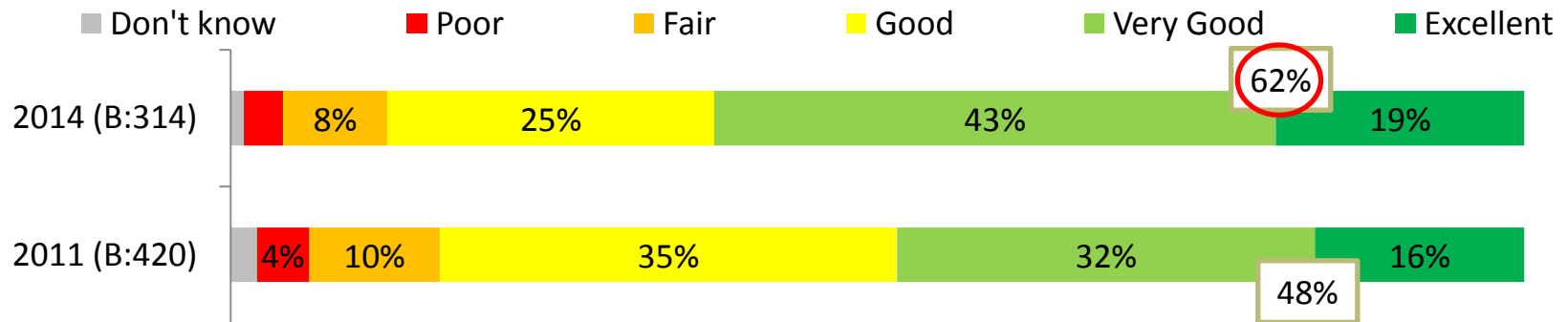
There is a significant increase in satisfaction with receiving, completing and monitoring the return form. There is a significant increase in satisfaction with contact by email.

Rating contact with OSCR

Contact by phone



Contact by letter

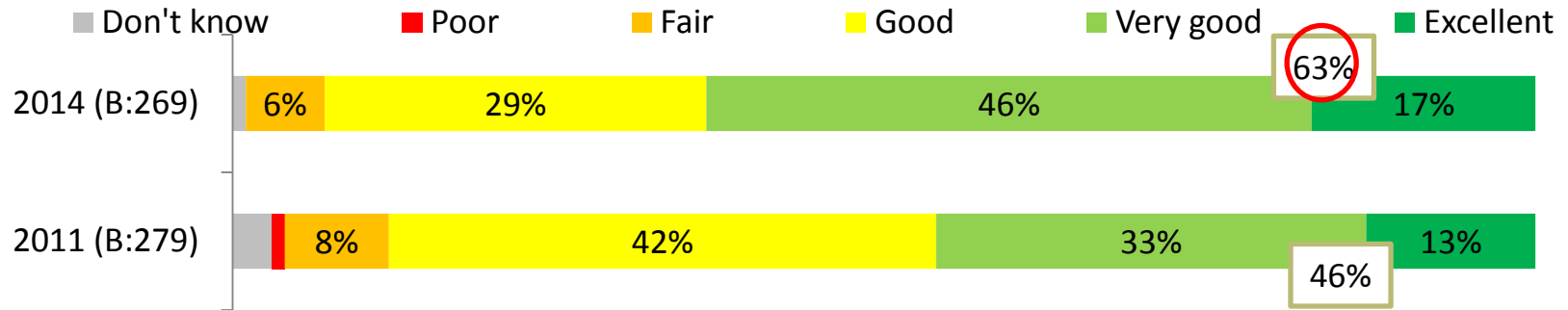


There is a significant increase in satisfaction with contact by phone. There is a significant increase in satisfaction with contact by letter.

Q16. Thinking about the contact you had with OSCR, how would you rate OSCR's overall performance Base (those who had each type of contact on each?

Rating contact with OSCR

eNewsletter (OSCR Reporter)

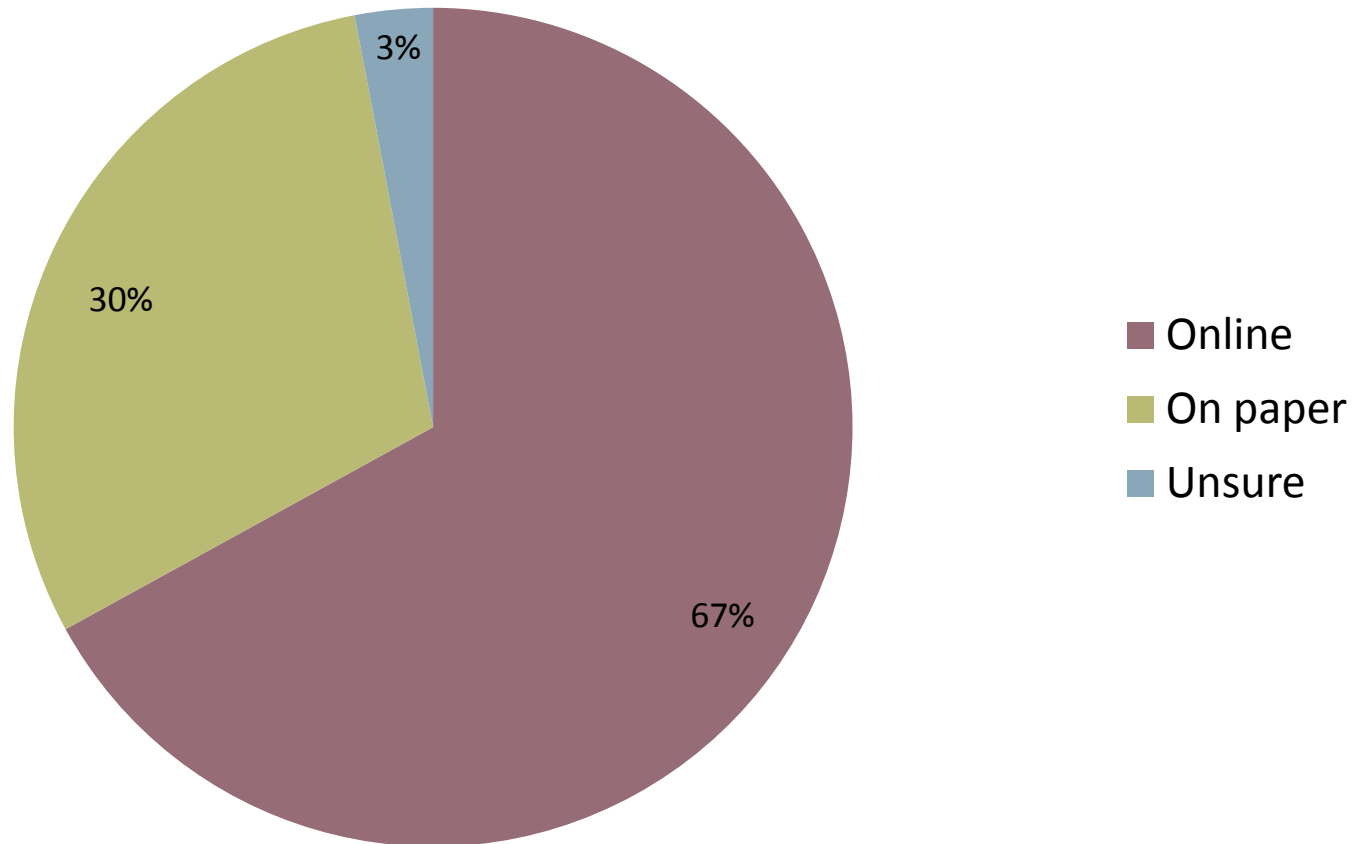


There is a significant increase in satisfaction with OSCR's eNewsletter.

Top box satisfaction

- Phone 79%
- Email 69%
- Annual return 66%
- eNewsletter 63%
- Letter 62 %

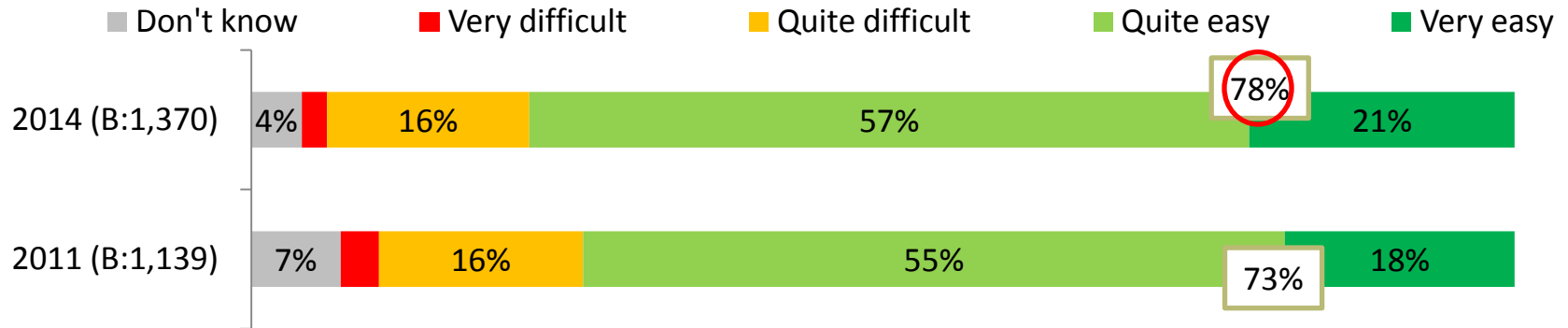
Mode of completion – annual return



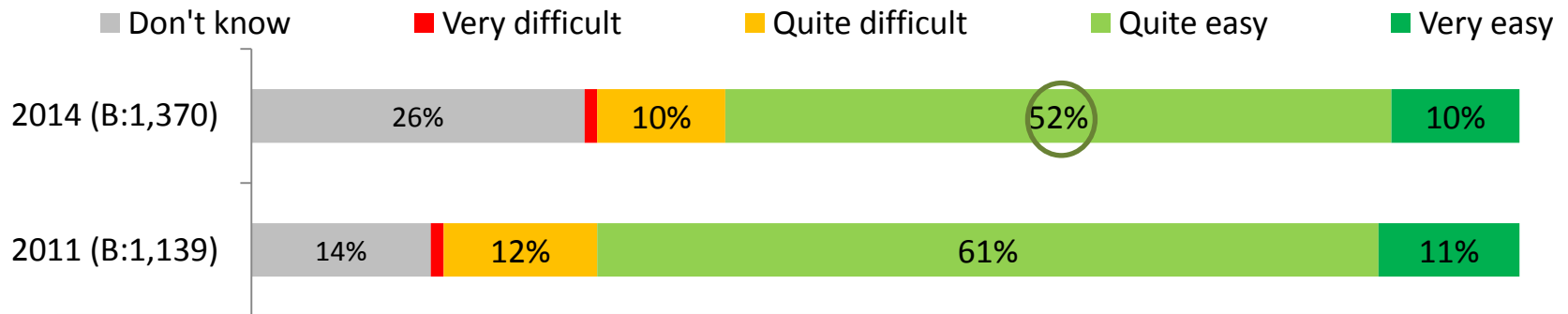
Two thirds of respondents filled in the annual return online. The most likely groups to complete online were charities with a turnover of more than £100,000 (82%) and charities with six or more staff (80%).

OSCR's documents – Ease of use

Annual/Monitoring Return



Other documentation

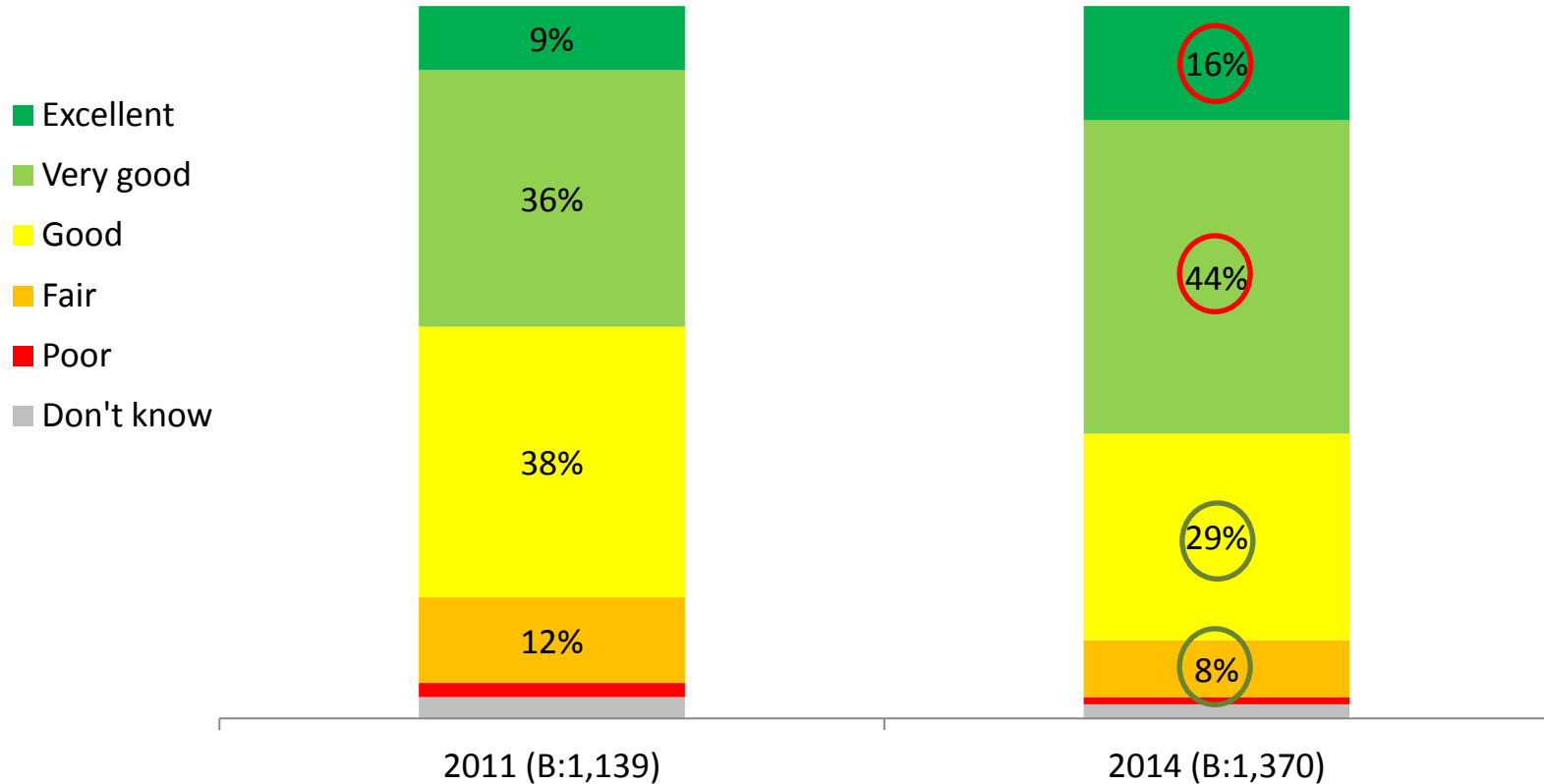


The ease of use for the annual return has increased significantly.

Q20a. Thinking now specifically about the Annual/Monitoring Return, how easy or difficult did you find this to complete? / Q21. And thinking about any other documentation you have seen (for example status application or Trustee declaration) from OSCR, how easy or difficult did you find this to understand?

Base (all respondents)

Overall satisfaction with communication



Satisfaction with OSCR's communication has increased significantly.

Base (all respondents)

Comments on OSCR's communication (spontaneous)

	2011 B: 1,139		2014 B: 1,370	
Positive comments (net)	266	23%	416	30%
Communication is good	141	12%	297	22%
Clear/concise/good explanations	84	7%	115	8%
Positive comments about staff	66	7%	80	6%
Responsive/efficient	57	5%	52	4%
Negative comments (net)	270	24%	160	12%
Too complex/complicated	88	8%	42	3%
Poor online offering	53	5%	25	2%
Poor communication	99	9%	13	1%
Not responsive/efficient	51	4%	10	1%
No comment or issues (net)	633	56%	744	54%
No comment	410	36%	538	39%
No problem	223	20%	206	15%

OSCR's communication

Very happy with OSCR. No problems experienced at all. Provided me with some aid when charity registered. Since then any information required has been either on your website or by direct communication.

I have found all communication to be clear and easily understandable.

Don't have much need to make contact but when I do find them most helpful.

OSCR's communications methods are very suitable for our organisation, whose average membership age is approximately 70 years of age. Important details can be printed off for members who have no computer skills.

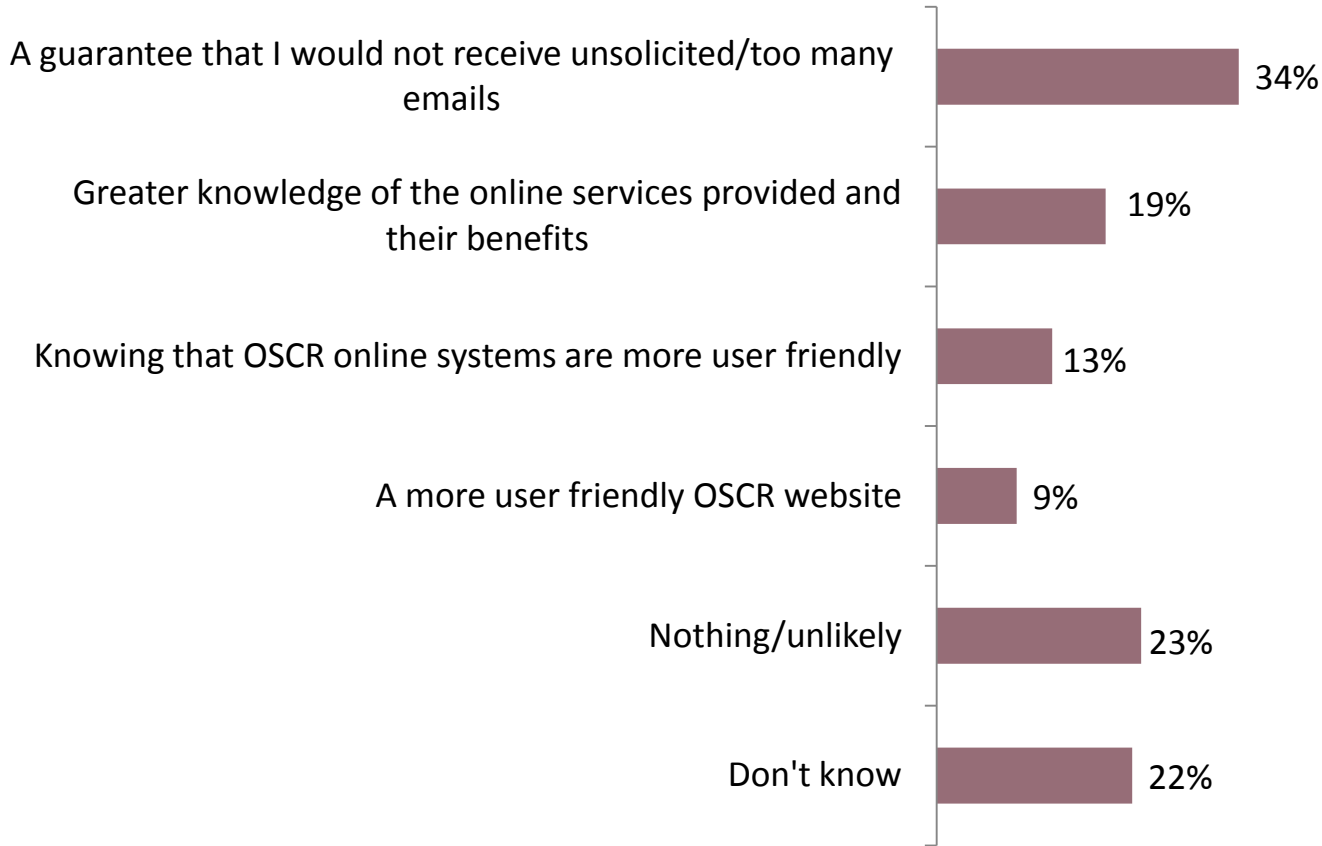
To date OSCR have always been helpful and considerate.

I was very overwhelmed with the annual report this year. We had gone over £25,000 because of an insurance claim and this prompted another set of questions which I found difficult to answer.

I found OSCR very helpful when I had a problem. I recommend approaching OSCR to other trustees. I recently attended one of your events and I found it most interesting, especially chatting to other trustees of charities.

Telephone conversation was very helpful, but I find the online annual return process quite cumbersome.

How to encourage organisations to register an email with OSCR (paper only)



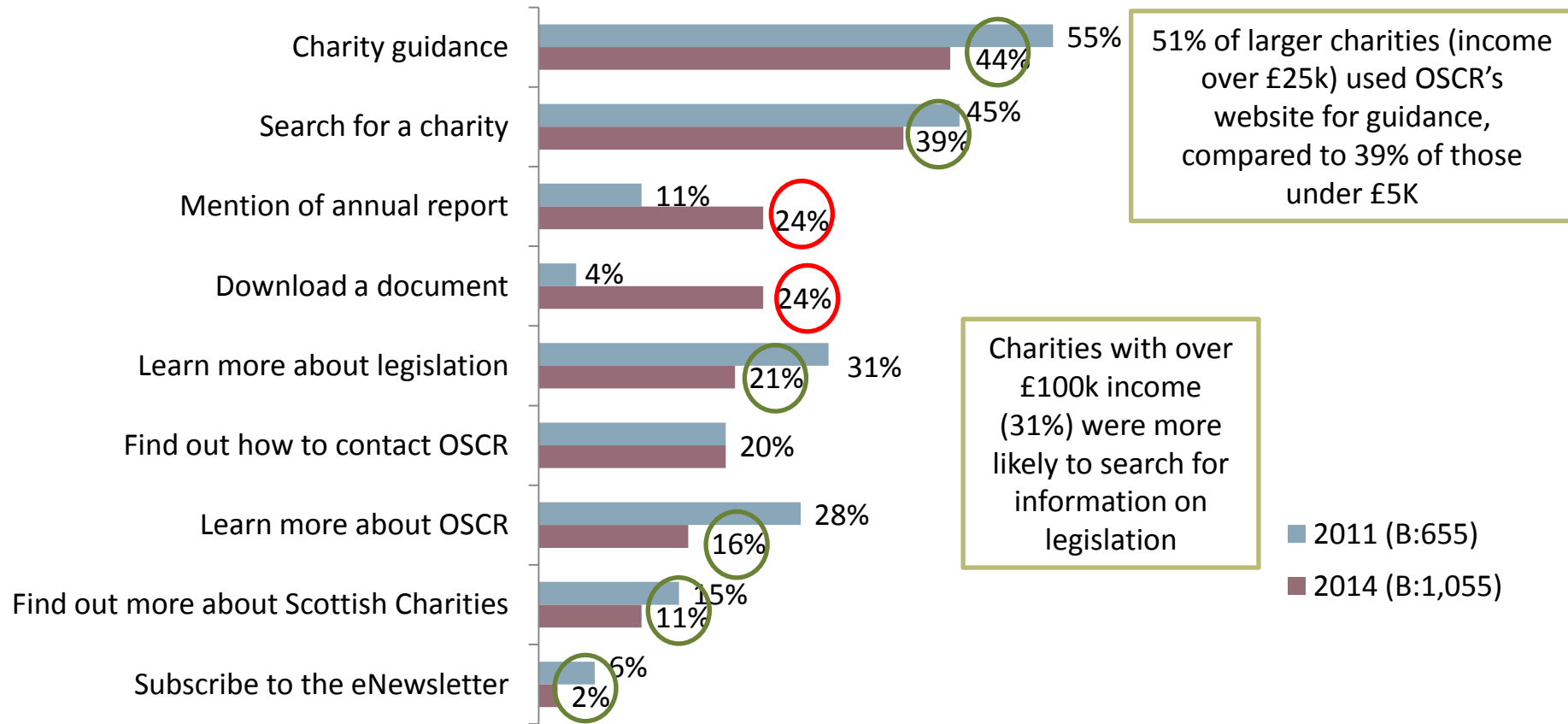
OSCR's website

Profile of those who have visited the OSCR website

	2011		2014	
	Base	%	Base	%
All	1,139	58%	1,370	77%
Income <£25,000	689	54%	763	75%
Income >=£25,000	450	63%	607	79%
Registered email address	795	66%	1,267	80%
No registered email address	344	37%	103	44%
No staff	693	56%	770	76%
1 to 5 staff	296	57%	360	77%
6 or more staff	140	70%	226	81%
Paid employee	184	71%	267	81%
Any other role	955	55%	1,103	72%
Established in the last 4 years	155	70%	68	79%
Established longer ago	970	56%	1,246	77%

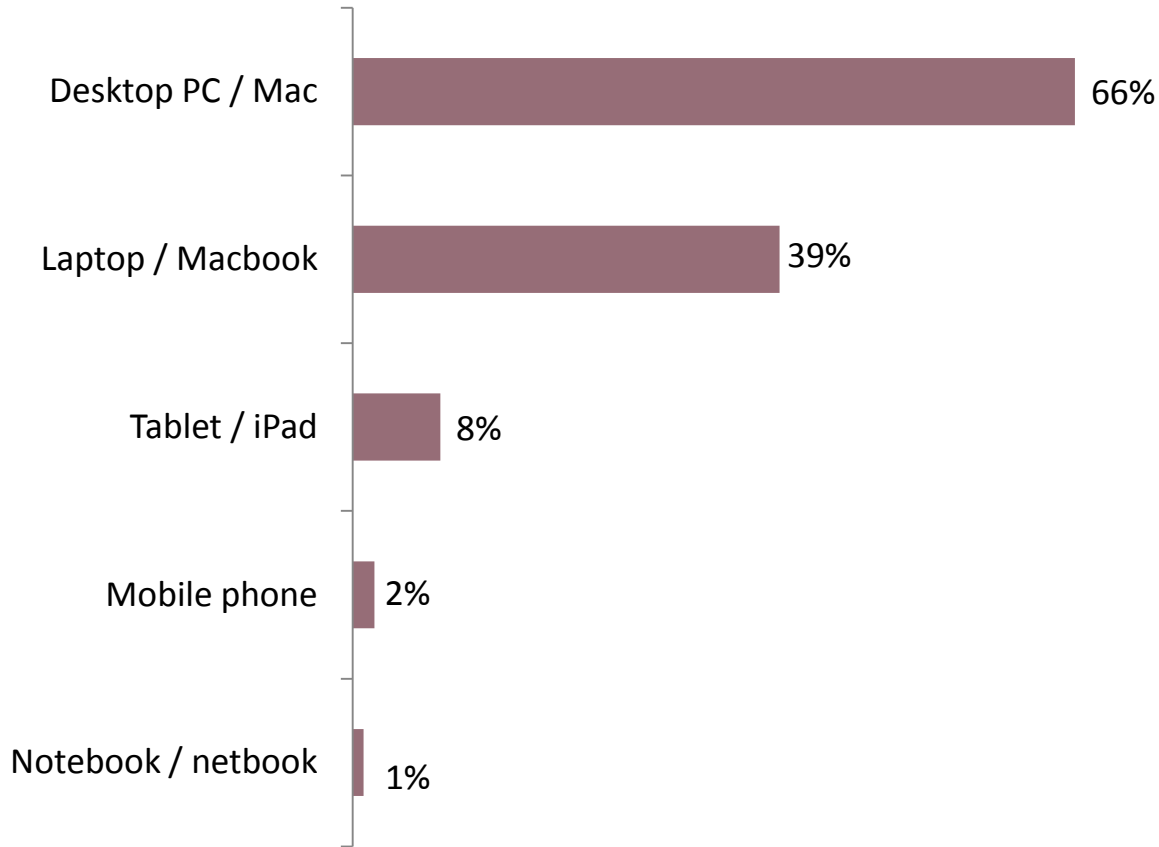
A significantly higher number of respondents have visited the OSCR website And that applies to all groups other than those who do not have a registered email address

Reasons for visiting the OSCR website



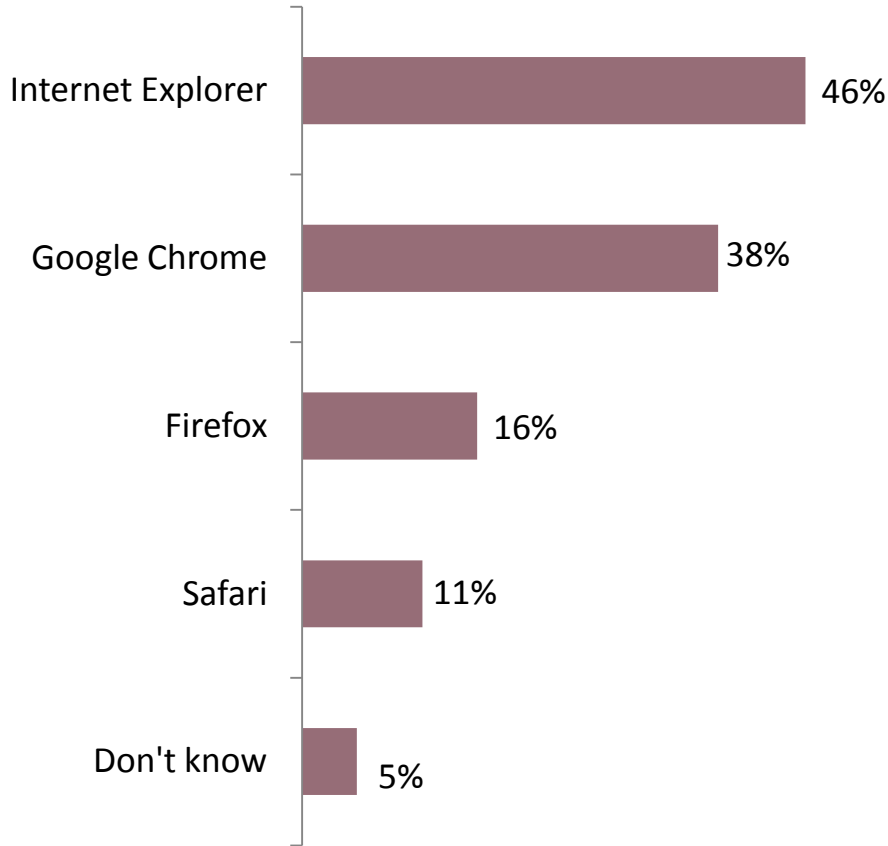
The annual report prompted a significantly higher number of visits to the website as did downloading documents.

Mode of access to the OSCR website



Two thirds of respondents use a desktop computer to access OSCR's website

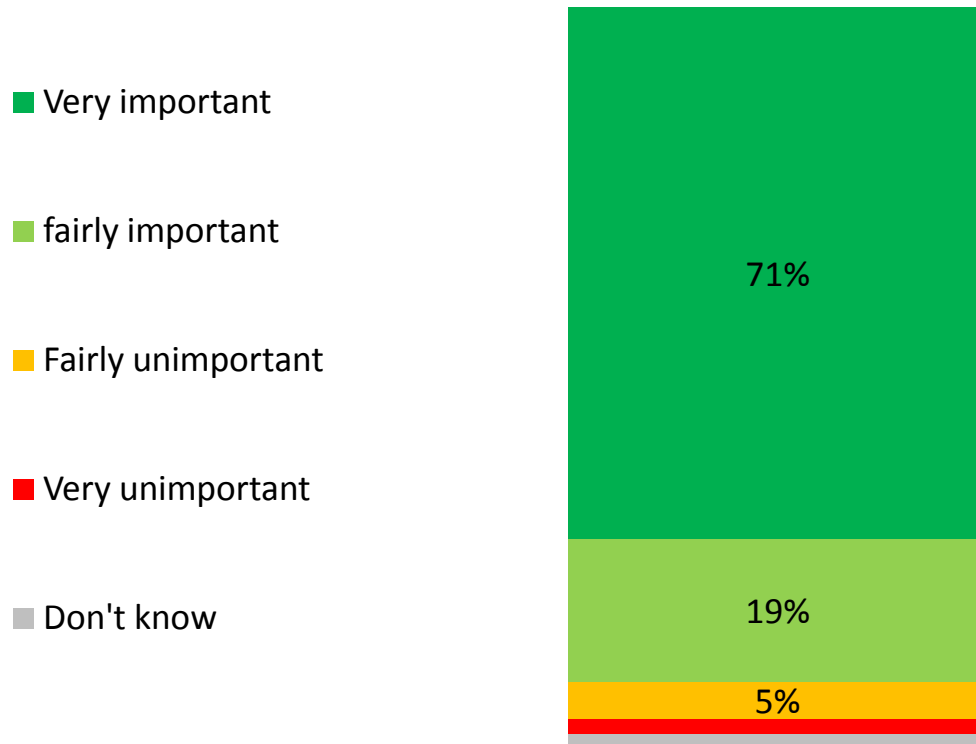
Browser used to access the OSCR website



The most popular internet browser for viewing the OSCR website is Internet Explorer, with just under half of all respondents using this software

The importance of charity status and the impact of regulation

Importance of charity status



97% of charities with six or more staff members said that their charity status was important to them. This compares to 86% of charities that employ no staff at all.

95% of charities with income over £25k believed their charity status to be fairly or very important. 86% of charities with a lower income said this.

The vast majority of respondents claim that charity status is important and larger charities place even more importance on it than smaller ones.

Main benefit of charity status (spontaneous)

	No.	%
Financial (net)	728	53%
- Tax/rates exemption/Gift Aid	425	32%
- Access to funding/grants	236	17%
- Ability to Fundraise	58	4%
Credibility/trust/image	399	29%
Allows us to achieve our aims	23	2%
Maintains standards	28	2%
No benefit	48	4%
Don't know	47	3%

Base (all respondents): 1,370

Benefits of charity status

It gives us credibility and enables us to claim gift aid.

Charitable status allows us to fundraise to support our charity's work and be more open with service users about how we work.

The discounted rates and benefits that come with the kudos of being able to say we are a registered charity.

Our entitlement to tax relief!
Also the recognition that it gives us as carrying on valuable educational / academic work within a not for profit environment.

Having our charity registered with OSCR provides applicants with comfort and transparency.

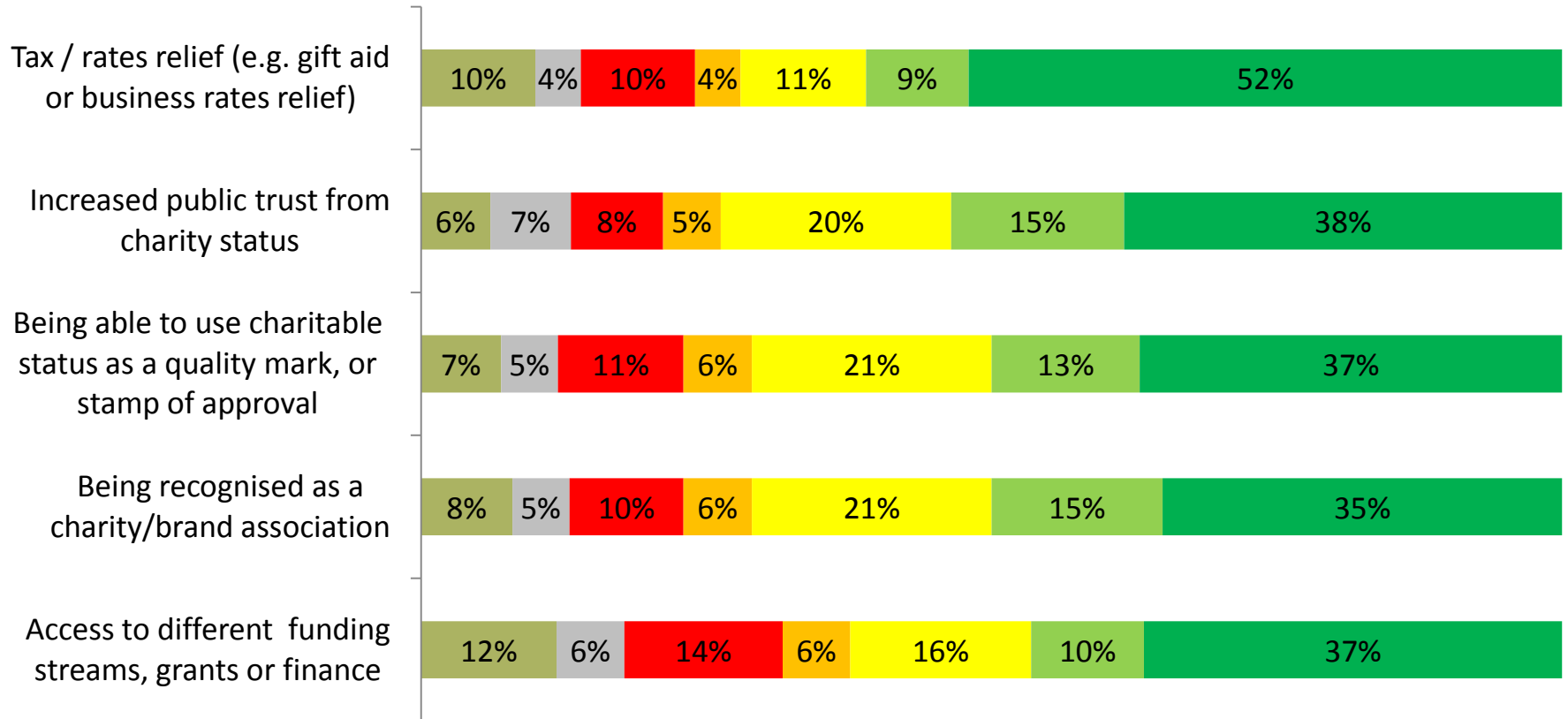
Without charitable status we would be excluded from many essential streams of funding and liable for various charges and taxes from which we are currently exempt.

To be registered as a Scottish charity and regulated by OSCR shows good practice and effective regulation.

The greatest benefit is probably a financial one.

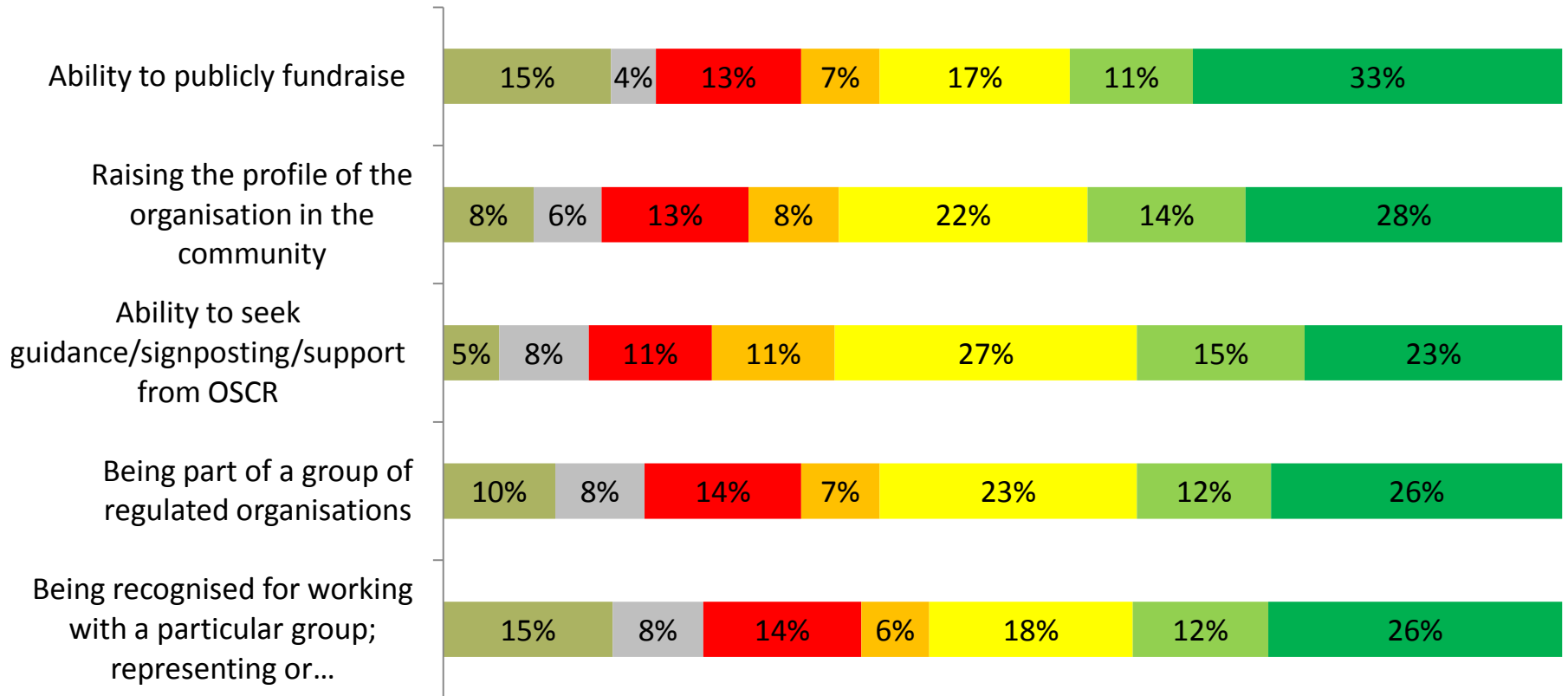
Perceived benefits of charity status

■ Not applicable
 ■ Don't know
 ■ 1 - No benefit
 ■ 2
 ■ 3 - Moderately beneficial
 ■ 4
 ■ 5 - Extremely beneficial



Perceived benefits of charity status

■ Not applicable
 ■ Don't know
 ■ 1 - No benefit
 ■ 2
 ■ 3 - Moderately beneficial
 ■ 4
 ■ 5 - Extremely beneficial



Profile of those who scored 4 or 5 (extremely beneficial)

Turnover

	Up to £2,000 B:179	£2,001 - £99,999 B:864	£100,000+ B:327
Tax / rates relief (e.g. gift aid or business rates relief)	40%	60%	75%
Increased public trust from charity status	39%	50%	69%
Being able to use charitable status as a quality mark, or stamp of approval	34%	47%	68%
Being recognised as a charity/brand association	37%	48%	65%
Access to different funding streams, grants or finance	32%	44%	61%
Ability to publicly fundraise	31%	45%	48%
Raising the profile of the organisation in the community	31%	39%	56%
Ability to seek guidance/signposting/support from OSCR	26%	36%	48%
Being part of a group of regulated organisations	27%	37%	49%
Being recognised for working with a particular group; representing or championing beneficiaries	28%	34%	56%

Profile of those who scored 4 or 5 (extremely beneficial)

Employees

	None B:770	1-5 Employees B:360	6+ Employees B:226
Tax / rates relief (e.g. gift aid or business rates relief)	54%	68%	73%
Increased public trust from charity status	48%	54%	73%
Being able to use charitable status as a quality mark, or stamp of approval	44%	51%	71%
Being recognised as a charity/brand association	45%	51%	69%
Access to different funding streams, grants or finance	38%	52%	68%
Ability to publicly fundraise	39%	48%	50%
Raising the profile of the organisation in the community	36%	44%	58%
Ability to seek guidance/signposting/support from OSCR	34%	40%	48%
Being part of a group of regulated organisations	32%	44%	52%
Being recognised for working with a particular group; representing or championing beneficiaries	30%	41%	62%

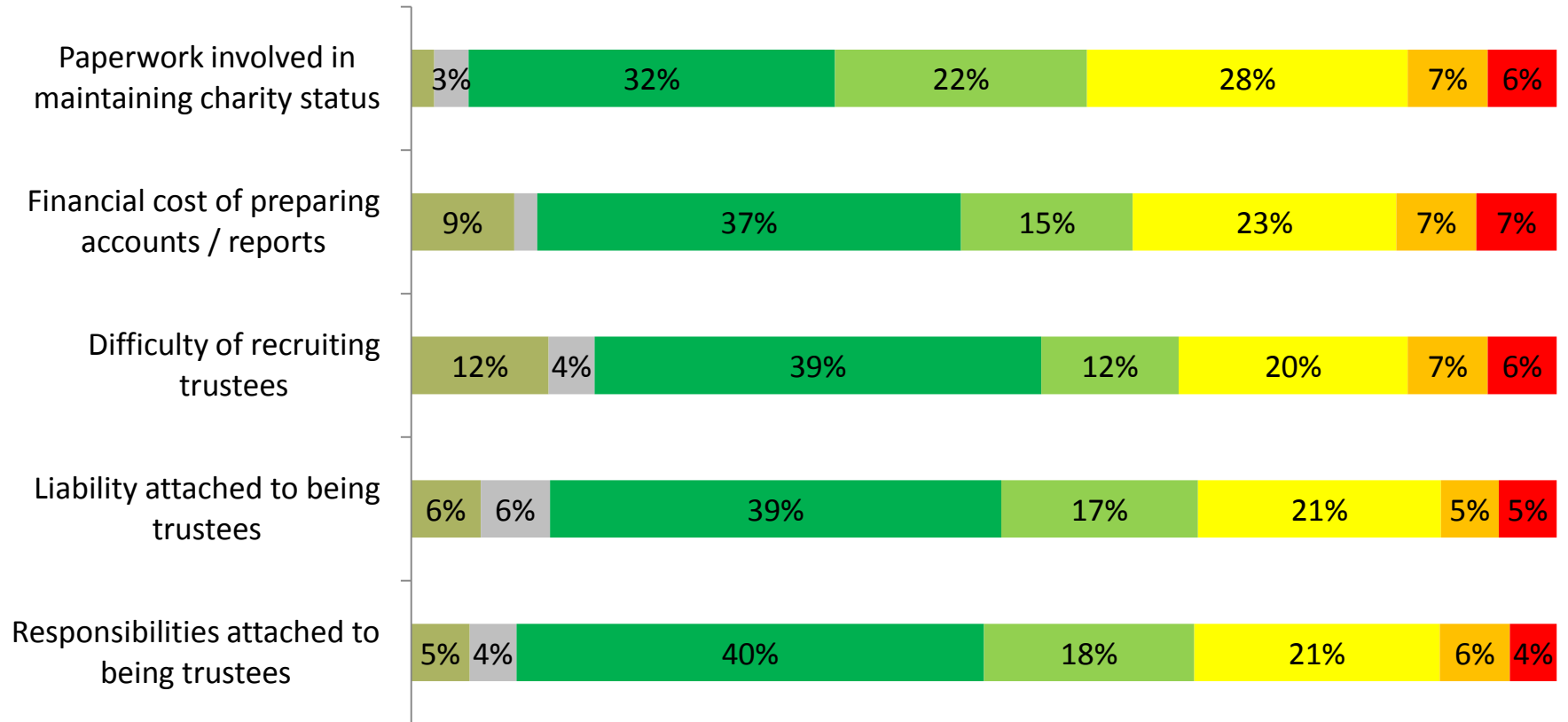
Main drawback of charity status (spontaneous)

	No.	%
General bureaucracy	179	13%
Filling annual return	101	8%
Restrictions and/or complying with OSCR	100	7%
Issues with funding	23	2%
Negative or unrealistic perceptions of charities	23	2%
No drawbacks	639	47%
Don't know	101	7%

Base (all respondents): 1,370

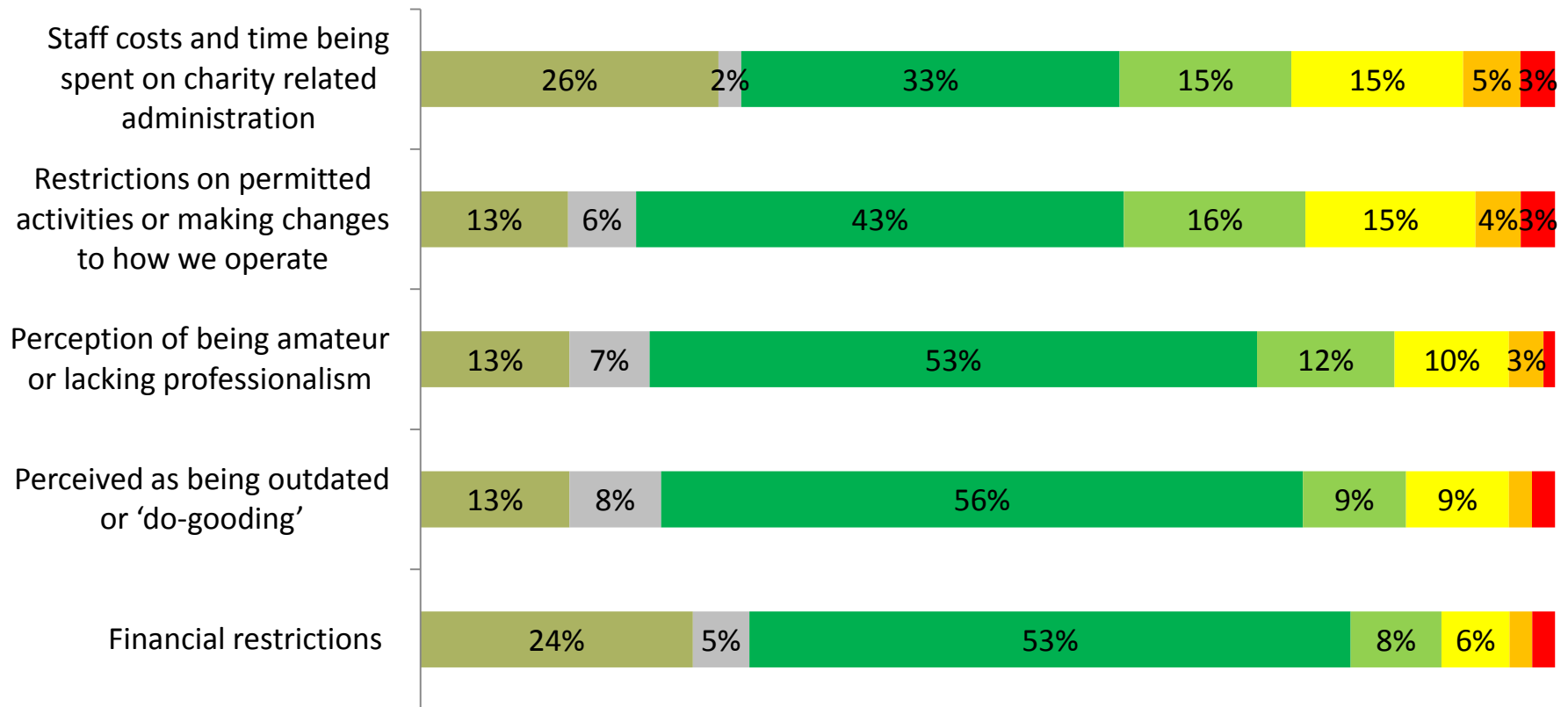
Perceived drawbacks of charity status

■ Not applicable
 ■ Don't know
 ■ 1 - No hindrance
 ■ 2
 ■ 3 - Moderate hindrance
 ■ 4
 ■ 5 - Extreme hindrance



Perceived drawbacks of charity status

■ Not applicable
 ■ Don't know
 ■ 1 - No hindrance
 ■ 2
 ■ 3 - Moderate hindrance
 ■ 4
 ■ 5 - Extreme hindrance



Main drawback of charity status (spontaneous)

Compliance regulation is disproportionate to the size of our charity

Bureaucracy imposed by OSCR - I could do all of the return and accounts on a few lines of a single spreadsheet

None, now that the annual returns can be completed online.

Having to get a very, very modest set of accounts certified by a third party, a bit embarrassing, but when all considered a minor inconvenience.

It was a prolonged and drawn-out process to register but once that was done never had a problem

Filling in all the annual returns. For small charities with a small turnover of money these are tediously long and complicated. The charity's own accounts should suffice.

Paperwork involved for a relatively small charity - feel that we have to do as much as large charities with millions of pounds to account for.

Too much regulations and procedures, there were much less when we were a company limited by guarantee

progressive

17 Corstorphine Road
Edinburgh, EH12 6DD
Tel: 0131 316 1900

69 St Vincent Street
Glasgow, G2 5TF
Tel. 0141 226 8895

sarah.ainsworth@progressivepartnership.co.uk

alex.belcher@progressivepartnership.co.uk

Technical Appendix

Quantitative

Method:

- The data was collected online
- The target group for this research study was primary contacts at charities registered with OSCR
- The target sample size was 1,000, with 1,370 interviews completed
- The sample was not weighted
- Fieldwork was undertaken between 17th February and 9th March 2014
- The sample frame included all charities registered with OSCR.

Data Processing and Analysis:

- Margins of error (all calculated at the 95% confidence level (market research industry standard)):
 - sample of 1,370 provides a dataset with a margin of error of between +/- 0.72% and +/- 2.57%
- Our data processing department undertakes a number of quality checks on the data to ensure its validity and integrity. These checks include:
 - All responses are checked manually for completeness and sense. Any errors or omissions detected at this stage are referred back to the field department, who are required to re-contact respondents to check and, if necessary, correct the data.
 - A computer edit of the data is carried out prior to analysis, involving both range and inter-field checks. Any further inconsistencies identified at this stage are investigated by reference back to the raw data on the questionnaire.
 - Our analysis package is used and a programme set up with the aim of providing the client with useable and comprehensive data. Cross breaks to be imposed on the data are discussed with the client in order to ensure that all informational needs are being met.
 - Where "other" type questions are used, the responses to these are checked against the parent question for possible up-coding.
- All data is stored directly on Progressive's secure serve

Technical Appendix

Qualitative

- **Method:**
- The data was collected by telephone in-depth interviews
- The target group for this research study was charity workers with contact with OSCR
- The sampling frame used for this study was OSCR's internal database
- In total, 15 depth interviews were undertaken.
- Fieldwork was undertaken between 17th February and 21st March 2014
- Respondents were recruited by telephone by Progressive's skilled in-house team of qualitative recruiters. These recruiters worked to predetermined quota controls to ensure that the final sample reflected the requirements of the project. All respondents were screened to ensure that they had not participated in a group discussion or depth interview relating to a similar subject in the last 6 months prior to recruitment.
- In total, four interviewers were involved in the fieldwork for this project.
- Each recruiter's work is validated as per the requirements of the international standard ISO 20252. Therefore, all respondents were subject to validation, either between recruitment and the date of the depth interview, or on the day of the depth interview. Validation involved respondents completing a short questionnaire asking pertinent profiling questions, and checking that they have not participated in similar research in the past 6 months.
- It should be noted that, due to the small sample sizes involved and the methods of respondent selection, qualitative research findings do not provide statistically robust data. This type of research does, however, facilitate valid and extremely valuable consumer insight and understanding.
- All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.