

Charity Fraud Awareness Week

Highlights'
2021

Now in its sixth year, Charity Fraud Awareness Week brings the third sector together to share knowledge, expertise and good practice in fraud prevention.

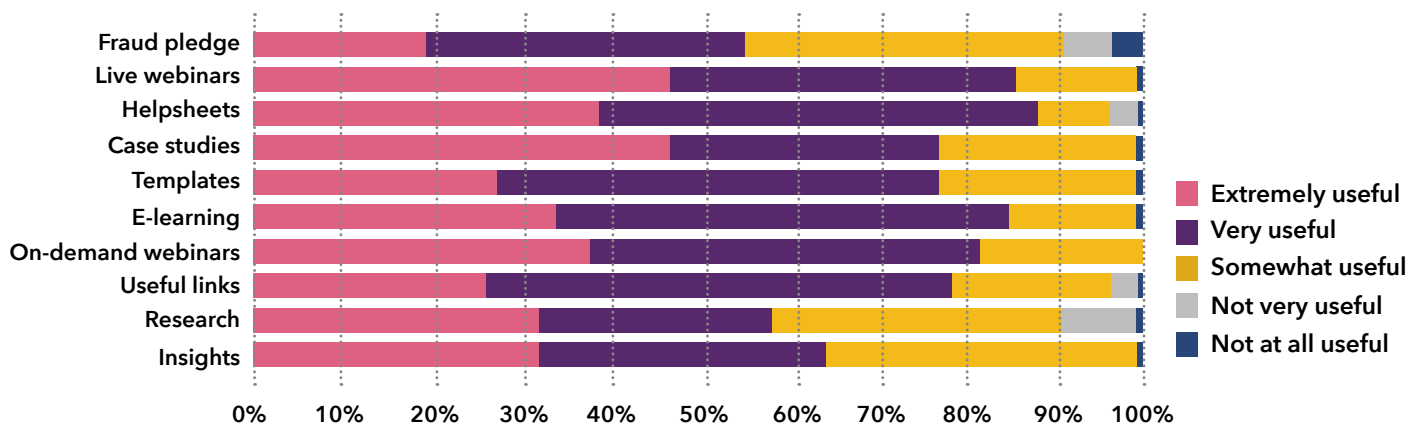
7
LIVE WEBINARS WITH
587
ATTENDEES

20
HELPSHEETS
135+
CHARITIES SIGNED THE FRAUD PLEDGE

11
ON-DEMAND REGIONAL UPDATES

65+
PIECES OF MEDIA COVERAGE

How useful are the resources on preventcharityfraud.org.uk?



Key features

- new website
- fraud pledge
- social media campaign
- twitter chat
- helpsheets
- live webinars
- blogs
- new research
- templates
- case studies
- e-learning
- useful links
- on-demand webinars

New website

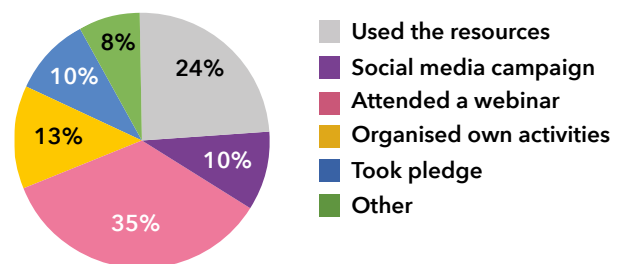
preventcharityfraud.org.uk

100%
OF PEOPLE SURVEYED SAID THEY **TRUSTED** THE INFORMATION ON THE SITE

6.8K
USERS
1.6K
DOWNLOADS
31K
PAGE VIEWS

'It was a well-organised and informative week.'

How people got involved



Charity Fraud Awareness Week Impact 2021²



Participants were surveyed for their views on the week

96%

SAID THE WEEK WAS EFFECTIVE IN RAISING AWARENESS OF FRAUD

65%

HAD MADE CHANGES AS A RESULT OF THE WEEK

92%

SAID THE WEEK MAKES IT EASY FOR CHARITIES TO TALK ABOUT FRAUD

100%

SAID THEY WOULD LIKE TO SEE THE WEEK RUN IN 2022 AND

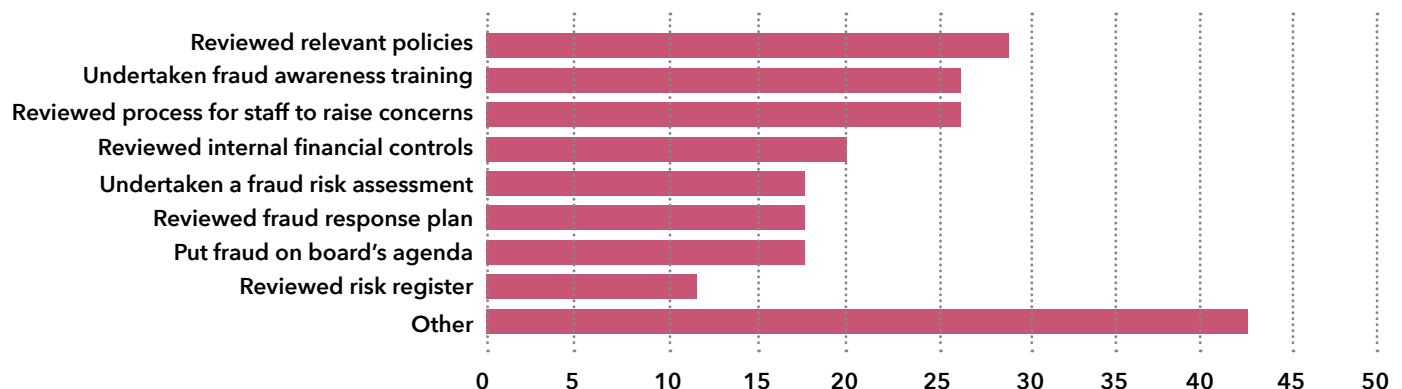
89%

HAD SHARED THE RESOURCES WITH OTHERS

86%

OF INTERNATIONAL REGULATORS SAID THEY'D ACTIVELY PARTICIPATE

Changes made as a result of the week (%)



'It's very supportive in my role as fraud champion.'

'[It] provides a way to institutionalise attention to education about the prevention of fraud.'

Twitter³

20.2M

POTENTIAL TWITTER IMPRESSIONS

8.9M

POTENTIAL REACH

A TWITTER CHAT YIELDED ANOTHER

5M

POTENTIAL IMPRESSIONS WITH A REACH OF

574K

Participating countries included the United Kingdom, United States of America, Bosnia and Herzegovina, Australia, South Africa, India, Canada, Netherlands, Kenya, Ireland



¹Statistics as at 20 November 2021
²Participants were surveyed for their views on the week
³Combined total for #StopCharityFraud and #CharityFraudAwarenessWeek