

Do you use the F-word? Start a conversation TODAY!

2016

LOOK LISTEN SPEAK CHARITY FRAUD OUT!

2017

I'm in! CHARITY FRAUD Out!

2018

All Together. Now. CHARITY FRAUD OUT!

2019

Now MORE THAN EVER... #CHARITY FRAUD OUT

2020

Charity Fraud Awareness Week 2016-2020



Five years, five campaigns Uniting the sector

Starting the conversation

The campaign encourages and empowers charities to talk about fraud and to share good counter fraud practice. It went global in 2018.

18 HELPSHEETS

10 CASE STUDIES

25 WEBINARS

2 RESEARCH REPORTS

6 PRACTICAL TUTORIALS

11 GUIDES

10 EVENTS & TRAINING

3 ANNUAL AWARDS WITH 5 RECIPIENTS

200+ PIECES OF MEDIA COVERAGE

Charity fraud awareness hub*

The 2019 campaign was accompanied by the launch of a new dedicated fraud awareness hub featuring free resources for charity professionals, available until 31 December 2020.

22,642 UNIQUE VISITORS

MOST POPULAR CONTENT

1. BEYOND COVID-19: KEEPING YOUR CHARITY SAFE FROM FRAUD (WEBINAR)
2. BOARD SUPPORT FOR COUNTER FRAUD (HELPSHEET)
3. FINANCIAL CRIME RISKS (HELPSHEET)
4. COMMON CYBER FRAUDS (WEBINAR)
5. KEEPING DATA SAFE (HELPSHEET)

96% OF PEOPLE SURVEYED IN 2019 SAID THEY SHARED THE GUIDANCE WITH OTHERS.

86% OF PEOPLE SURVEYED IN 2019 MADE CHANGES AS A RESULT OF THE WEEK

#CharityFraudOut Twitter campaign

62.3M POTENTIAL TWITTER IMPRESSIONS

4,658+ CONTRIBUTORS

100% OF PEOPLE SURVEYED IN 2019 THOUGHT THE SOCIAL MEDIA CAMPAIGN WAS EFFECTIVE IN RAISING AWARENESS OF FRAUD

* STATISTICS FOR THE PERIOD 21 OCTOBER 2019 TO 1 DECEMBER 2020
* STATISTICAL ANALYSIS OF THE HASHTAG #CHARITYFRAUDOUT ONLY. OTHER ANCILLARY HASHTAGS WERE USED TO A LESSER EXTENT IN EACH CAMPAIGN.

'It's really useful in getting my organisation's people thinking more about fraud.'

'Getting better each year.'

'Very interactive and useful.'

'Charity Fraud Awareness Week is a crucial week for delivery of the staff education and outreach elements of our fraud resilience strategy.'