

CHARITY FRAUD AWARENESS WEEK 2019 EVALUATION HIGHLIGHTS

CHARITY
FRAUD
AWARENESS
WEEK. 2019
21–25 October

All.
Together.
Now.

In 2019 International Charity Fraud Awareness Week continued to grow in reach and profile, with charity and not-for-profit organisations from around the world joining regulators from Australia, New Zealand, the US and the UK to raise awareness and share good practice.

SUPPORTERS GOT INVOLVED BY...

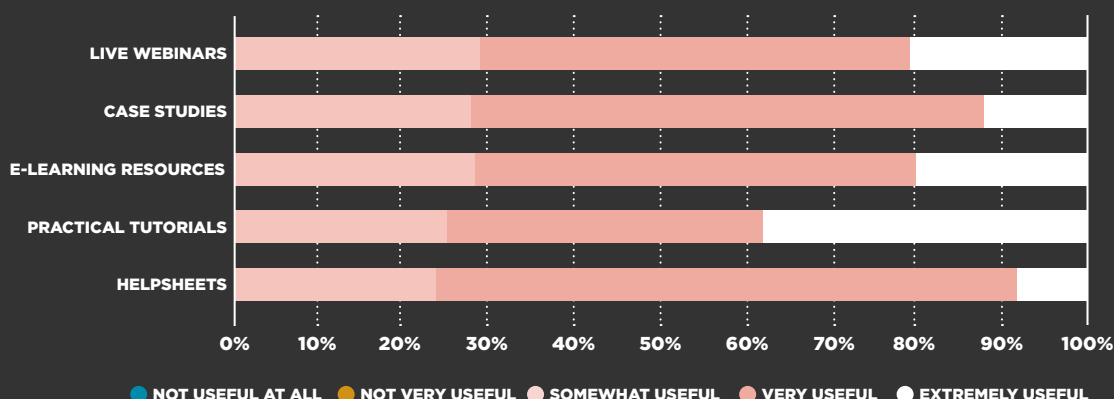
Joining the conversation at #CharityFraudOut...Using the free resources available on the hub...
Entering the UK Charities Against Fraud Awards...Organising their own counter fraud activities



RESOURCES

- 11 helpsheets
- 10 e-learning resources
- 6 case studies
- 6 practical tutorials
- 6 webinars
- 2 research reports
- 1 launch event
- 1 social media campaign

HOW USEFUL DID YOU FIND THE RESOURCES?



988
AWARENESS HUB
REGISTRATIONS

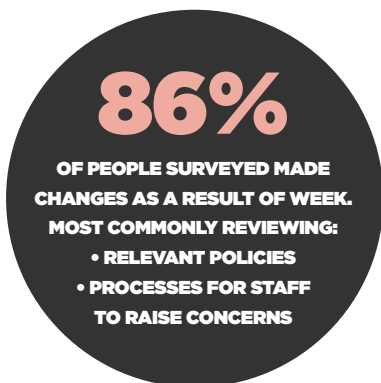
26.2M (UP 32%)
POTENTIAL TWITTER
IMPRESSIONS

8.4M (UP 61%)
POTENTIAL REACH

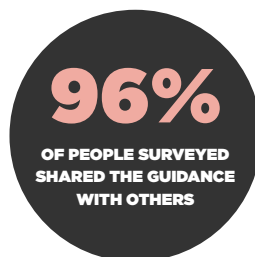
* COMBINED TOTAL FOR
#CHARITYFRAUDOUT
AND #CHARITYFRAUDOUT2019

60+
BLOGS AND MEDIA
ARTICLES

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



'The online format worked really well and the fact that the resources will be available for a year afterwards is great too.'



'Getting better each year.'
'An excellent campaign.'

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

'Very interactive and useful.'

**CHARITIES
AGAINST FRAUD
AWARDS 2019
WINNER**
SUPPORTED BY BDO

RESOURCES ARE FREE TO DOWNLOAD FROM <http://bit.ly/Charityfraudhub>