



Embargoed until 00:01, Mon 09 Oct 17

‘Bad’ investments put charity donations at risk, warns YouGov poll for Good Money Week

- Poll for [Good Money Week](#) finds **77%** of UK public said they would be unlikely to donate to a charity if its endowments or other assets were invested contrary to its mission.
- Strong warning from “**Grey**” **pound with 84%** of over 55s unlikely to donate to charities, who invest in companies that worked against their mission, compared to **68%** of adults under 24.
- **54%** of UK public (and 60% of over 55s) back a new law to mandate charities to offer donors details of the companies in which they invest.
- **71%** of UK public think charity assets should only be invested in companies that pay the national living wage.

(09 October, London), Charity trustees have been warned of a ‘donors revolt’ if they fail to match their investments to their mission.

Annual research for [Good Money Week](#) has found that **77%** of UK public would be likely to withhold donations if they found out a charity invested its endowment or other assets contrary to its mission. High profile charities such as [Comic Relief have faced criticism](#) in recent years on this issue. The Good Money Week poll found that over half the public (54%, rising to 60% among over 55s) support **a new** law that would compel charities to disclose details of the companies in which they invest to donors.

The results come alongside a boom in responsible investment. The UK ethical and environmental funds market was valued at c.£1.5tn last year¹ and inflows of capital into ESG index-trackers on BlackRock’s iShares platform reached a record \$390m in July². Today’s Good Money Week research found that **57%** of UK investors believe investment managers have a responsibility to ensure their holdings are managed in a way that is positive for society and the environment.

¹ Eurosif

² <https://www.ft.com/content/9254dfd2-8e4e-11e7-a352-e46f43c5825d>



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Simon Howard, Chief Executive of UKSIF, the body coordinating Good Money Week, said,

“The public have a clear message for charities: you must match your investment to your mission. Not only is this need reflected in guidance from the Charity Commission, but charities which ignore this message could well find themselves facing a donor’s revolt. All charities should be looking at how they can use their investments to achieve their charitable goals.”

Geoff Burnand, Chief Executive of Investing for Good, said

“Investing for positive social and environmental impact is an inexorable trend amongst individuals as well as institutions, so its entirely appropriate that charities are looking for greater alignment between their charitable mission and how their investments are managed”.

Other results from the YouGov research for Good Money Week include:

- **High demand for ethical and sustainable investment** - **57%** of UK investors believe investment managers have responsibility to ensure their holdings are managed in a way positive for society and the environment.
- **Rising demand for fossil fuel free funds: 40% of the public** want a fossil fuel free option, up from 35% last year and 32% in 2015. This rises to **57%** of investors under 24.
- **UK public feel disempowered by financial intermediaries** – **76%** of the UK public with a pension don’t know how much of their pension is invested ethically and **30%** believe they have “no say” in how their assets are invested.

Notes to editors

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Good Money Week research was conducted by YouGov. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2128 adults. Fieldwork was undertaken between 25-26 September 2017. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+)



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About Good Money Week

Good Money Week (08-15 Oct 2017) is an annual campaign to raise awareness of sustainable, responsible and ethical finance to help people make good money choices. Good Money Week brings together individuals, financial advisers, charities, faith, community and student groups and financial institutions to raise awareness of the importance of sustainable and ethical investment and finance. Please visit www.goodmoneyweek.com.

About UKSIF

UKSIF is a membership organisation for those in the finance industry committed to growing sustainable and responsible finance in the UK. Our vision is a fair, inclusive and sustainable financial system that works for the benefit of society and the environment. Founded in 1991, UKSIF has approximately 240 members and affiliates including pension funds, asset managers, research providers, financial advisers, banks and non-governmental organisations. For more information, please visit www.uksif.org.