



**25 YEARS**  
**😊 OF GIVING**

**JustGiving®**



## FOREWORD

**Dr Gillian Sandstrom,**  
Professor in the psychology  
of kindness at University of  
Sussex

If you read the news headlines, you'd be forgiven for thinking that the world is a dark, scary place. But there is also so much kindness, compassion and generosity all around us - and it's happening all the time.

In our distant human past, families and groups that supported each other were probably more likely to survive and pass along their genes. Giving is quite possibly in our genes. That may explain why, even today, giving feels so good. Dozens of research studies including this in-depth report find that when people do something for others, they feel happier afterwards. This is true all around the world, even in places that are economically deprived. It's even true for young children, who seem to enjoy giving away treats.

It's not always easy to know how to convert our innate kindness into action, how to be kind. We might feel like we don't have enough time or money. We might not know how to choose between all the worthy causes and people in need. We might feel powerless to make a real difference. But, when someone we know raises money for a cause that is important to them, many of those barriers fade away. Even if we can each contribute only a little, together we can accomplish a lot, and take pride in the impact that we have made.

One of the beautiful things about kindness is that everyone benefits. Take, for example, the people who queue up to donate blood after a tragedy. The people who need life-saving blood obviously benefit, but so do the blood donors, who feel good to be able to do good. And the rest of us benefit simply from seeing members of our communities stepping forward to donate.

This 25 Years of Giving Report from JustGiving is a celebration of human kindness. Look at how much good we can do when we come together.

## 25 YEARS 🧡 OF GIVING



This year, JustGiving is celebrating a huge milestone - 25 years of supporting fundraisers and the causes they care about. Over the past quarter of a century, we've witnessed the incredible power of generosity, from local community efforts to global fundraising movements. Shaped by digital innovation, social change, and global events, the way people give has evolved significantly.

To mark this special anniversary, we wanted to do something meaningful - not only to reflect on the impact our fundraisers and charity partners have had, but also to look ahead to the future of fundraising. That's why we've commissioned this in-depth research to better understand the state of giving today. Alongside the use of our own internal data, we surveyed 4,000 adults and 150 charity leaders from across the UK, to uncover:

- How recent challenges - like economic pressures and global uncertainty - have impacted giving habits
- What motivates adults of all ages to support the causes they care about
- How charities can adapt and thrive in an ever-changing landscape

Through this research, we aim to provide fresh insights into what's driving generosity right now and what the future holds for giving. We've always been passionate about empowering fundraisers, and this milestone is a perfect moment to celebrate their success and reflect on what's next.

This report is **not just a celebration of our journey - it's a roadmap for the future**. Whether you're a fundraiser, a charity leader, or someone passionate about making a difference, we hope these insights inspire you as much as they inspire us.

*Here's to the next 25 years of giving!*



**£7b +**

*Raised on the platform to date including Gift Aid*

**227m +**

*Individual donations to charities and good causes*

**13m +**

*Fundraising efforts supported*

## A FORCE FOR GOOD

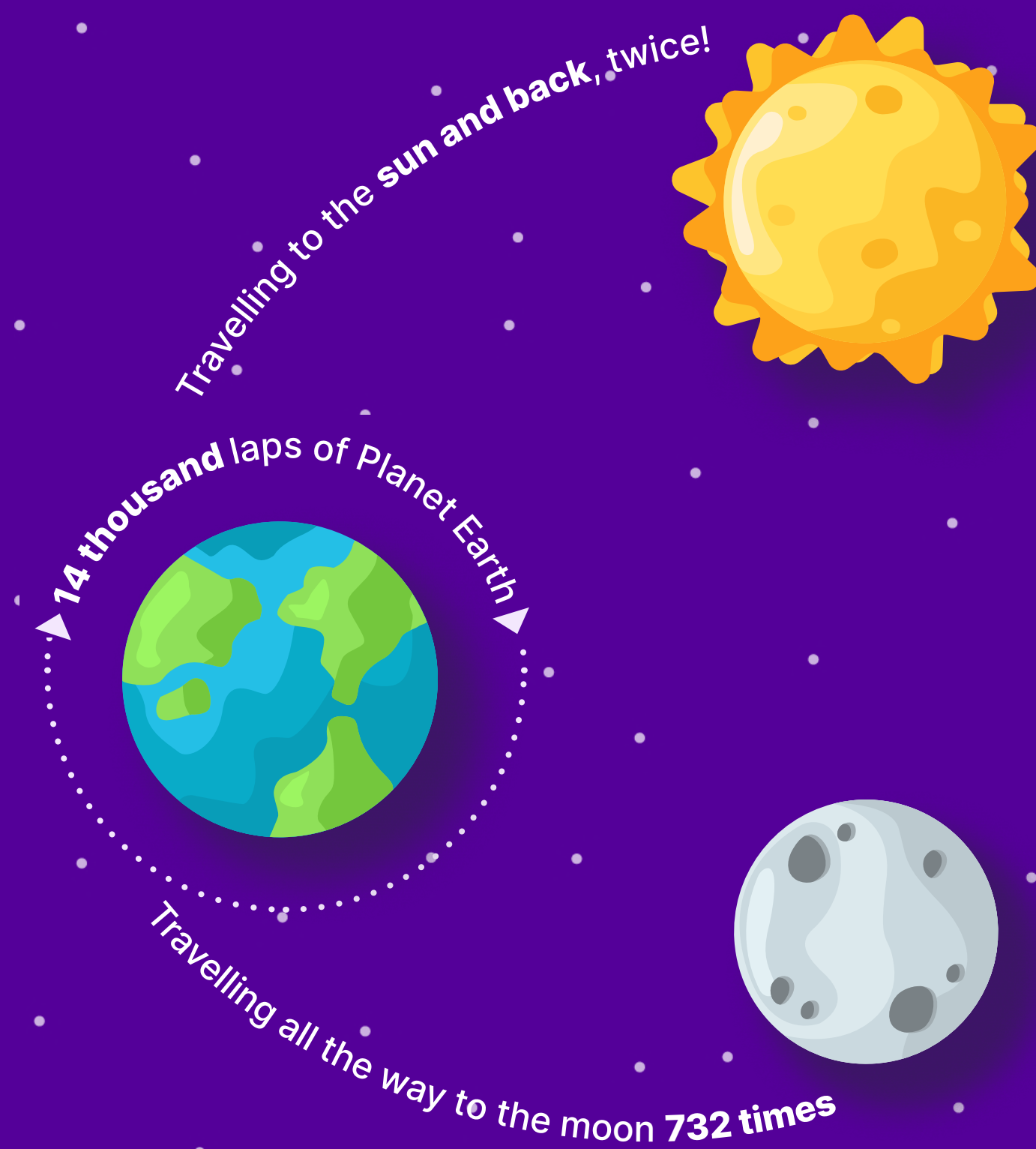
Founded in 2000 by Zarine Kharas and Anne-Marie Huby and initially named clickforaction.com, JustGiving was one of the very first online fundraising platforms that enabled charities to receive donations online from anywhere in the world.

Since then, a lot has changed but our vision has remained the same; we believe the world will be a better place when good takes over.

With the support and generosity of millions of fundraisers and donors from around the world, we are incredibly proud of what we've achieved in the last 25 years. From the very first donation made through our platform to support the animal conservation charity, Save the Rhino, we have gone on to support over 46,000 charities in the UK alone. By connecting charities with millions of inspirational fundraisers, we have helped raise billions of pounds for good.

## ABOVE AND BEYOND

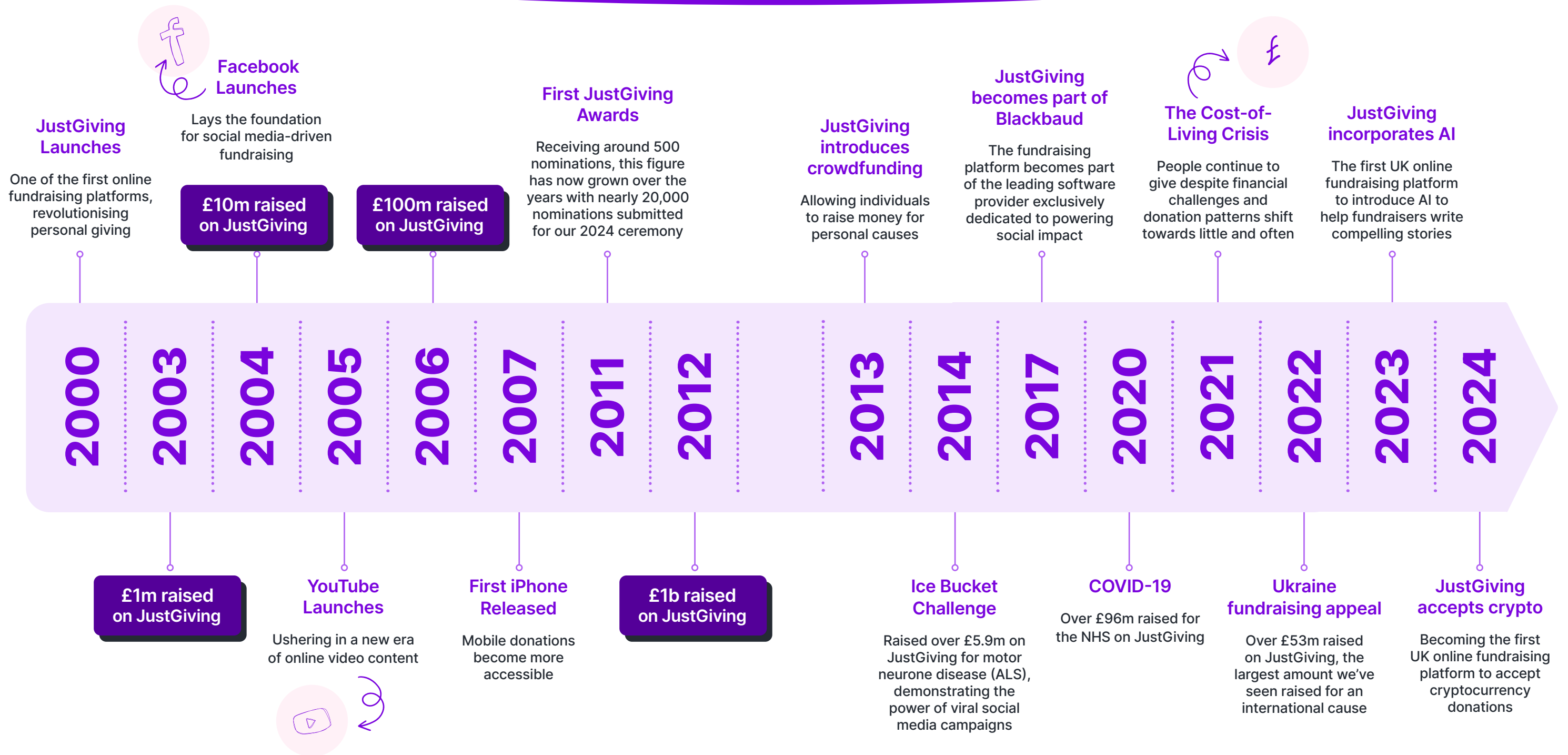
Our inspirational fundraisers have travelled over **350 million miles** by running, walking, riding, swimming, and using wheelchairs in aid of the causes they care about. That's the equivalent of:



# A SNAPSHOT OF OUR HISTORY

Over the past 25 years, giving in the UK has changed remarkably. From the rise of social media leading to viral campaigns like the Ice Bucket Challenge to the release of the first iPhone which has led to a world of mobile and cashless giving – we have been here throughout it all.

More recently, global crises, including the COVID-19 pandemic, have demonstrated the power of digital-led, community-driven fundraising, whilst economic pressures and generational shifts are redefining donor priorities.



# A CHANGING LANDSCAPE

From the timeless charm of bake sales and marathons to the explosive impact of viral and virtual fundraisers, the past 25 years have been nothing short of remarkable.

One thing, though, has remained constant; people's unwavering dedication to supporting causes they care deeply about and their incredible capacity for kindness and generosity. This continues to inspire and amaze us every single day.

## GET ACTIVE, GET INSPIRED

Getting active consistently inspires fundraisers and donors alike. Activities based around running, walking or riding generated the highest value of donations on JustGiving since the platform launched.

**£1.9b** Raised through running

**£725m** Raised through walking

**£540m** Raised through cycling



## EMBRACING EXTREMES

Over the years, we've seen a significant increase in the number of fundraisers embracing extreme challenges.

In 2003, there were just 35 fundraising pages for Ironman, ultra marathons and skydiving challenges, raising more than £13,000 in total.

Fast forward to 2024 and there were more than 14,000 fundraising pages for Ironman,

ultra marathons and skydiving challenges created on the platform, raising over £16.5m in total.

Across our 25-year history, we've seen more than £167m raised for good causes by people brave enough to tackle these extreme challenges.

## EXTRAORDINARY EFFORTS

In the last quarter of a century we've seen more than ten thousand world record attempts raising millions of pounds for good causes.



*Inspirational Kiko Matthews survived a brain tumor and went on to set a new world record for the fastest transatlantic crossing by a female rower, travelling 3,000 nautical miles from Gran Canaria to Barbados in 49 days. Her amazing efforts saw her raise more than £100,000 for King's College Hospital Charity and smash the previous record by seven days.*

*"Only 8 months after brain surgery, rowing into Barbados after 49 days at sea, felt not only a relief but a little unbelievable! Even though it's what I set out to achieve, I never in a million years believed I could raise £100k for Kings College Hospital who had saved my life in 2009 and again halfway through my training. It's amazing what purpose can do!! Fundraising has always been and*

*continues to be a central part of my life. I love doing challenges that have a real purpose - something more than me. Giving back and saying thank you to life for giving me another day to live. It may be a bit selfish, but I really think it's integral to positive wellbeing, so everyone's a winner! My aim in life is to raise £500,000 so, along with my other smaller fundraisers, I only have about £380,000 to go!"*

*Fundraising hero Lloyd Martin wanted to show the world that people with Down Syndrome can do anything they set their minds to. So, what did he do? At the age of 19, Lloyd set a new world record by becoming the youngest person with an intellectual impairment to complete a marathon, raising more than £18,000 for Stepping Stones DS and Special Olympics Great Britain.*



*Ceri Martin, Lloyd's Mother said: "Lloyd has always loved reading The Guinness World Record Books, it's on the top of his Christmas list every year. We couldn't believe it when he had the opportunity to go for a record himself. The moment Lloyd crossed the finish line and we realised that he'd achieved the record was incredibly emotional. I was so unbelievably proud at how far he'd come with*

*just 4 months of training and that Lloyd was able to share my passion of running, which was something I never ever dreamt he'd be able to do. Being able to share this amazingly fulfilling experience with the disability community and the wider world enabled us to send the important message. In Lloyd's words: "Never give up on your dreams as anything is possible with some extra help and support."*



FUNDRAISING GOES **VIRAL**

The summer of 2014 saw a watershed moment which demonstrated the power of social media to inspire collective action for a good cause – the Ice Bucket Challenge.

Cue thousands of people from across the globe pouring a bucket of cold water over their heads before nominating a friend to do the same.

A raft of celebrities got involved too, with famous faces like Taylor Swift, Bill Gates, Chris Pratt, Kim Kardashian, Oprah and Steven Spielberg among those taking part in the global viral movement.

On JustGiving, we saw almost £6m raised for good causes off the back of this viral fundraising moment.



LOCKDOWN TURNS FUNDRAISING **VIRTUAL**

We began to see gaming and live-streaming fundraisers appear on the JustGiving platform in 2018. However, it was during the Covid-19 pandemic that this way of fundraising really took off. Amidst lockdown restrictions, people continued to strive to raise money for the causes close to their hearts and, as a result, they turned to technology to help them achieve their fundraising goals.

Over £5m was raised through gaming and streaming fundraisers in 2020, an astonishing 469% increase compared to the year before.

In our recent national research, gaming was cited as the second most likely fundraising activity that Gen Zers would consider getting involved in. It also came in as the sixth most likely fundraising activity for Millennials. If this comes to fruition in 2025, we may see another surge in the virtual gamification of fundraising.

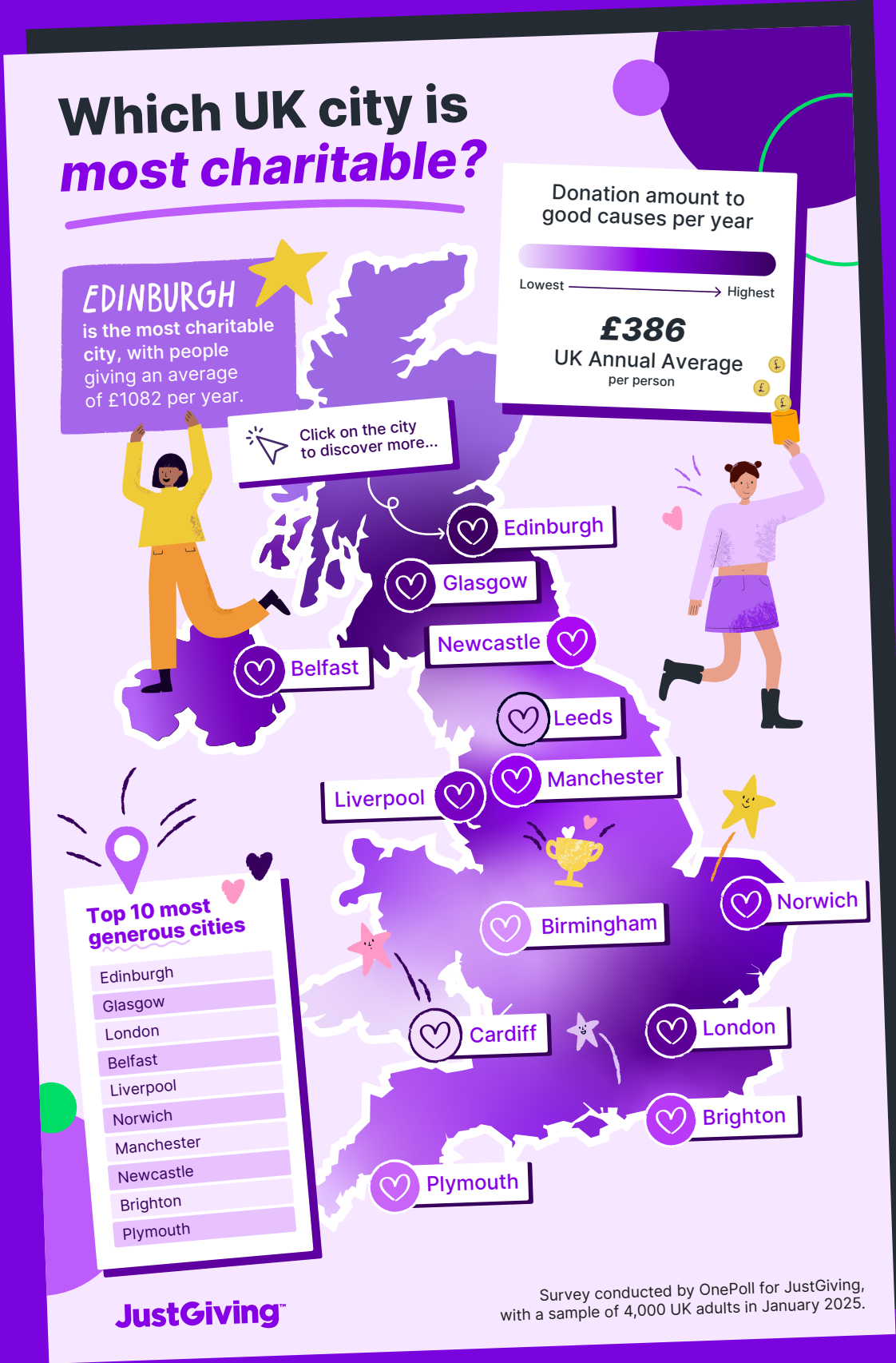


*In some ways, Covid made it easier to be kind. When the NHS put out a call for volunteers, more than one million people in England stepped forward, showing that sometimes people just need to be asked. The pandemic reduced the stigma that is often associated with asking for help, which also meant that we didn't have to worry so much about whether our offers of help would be misinterpreted.*

*Being kind helps us feel more connected to each other, which counteracted the isolation that many of us were feeling as a result of lockdowns and other preventive measures. Being kind also helps us feel like we have some control, which was a boon during a very unpredictable time – knowing that there was something we could do to make a difference, however small, gave us a sense of autonomy. In many ways, kindness helped us get through the dark days of the pandemic.*

- Dr Gillian Sandstrom

We see incredible generosity from people right across the UK on a daily basis. To highlight just how generous, we've dived into the data to create a regional donation heat map. This highlights the fantastic amounts of money that have been donated regionally for good causes in the last 12 months.



# THE STATE OF GIVING IN THE UK TODAY

Over the past 12 months, people living in the UK have faced persistent economic pressures amidst a backdrop of global uncertainty and upheaval. But how have these challenges influenced the way people support and engage with causes that matter most to them? We've delved into current attitudes and behaviours surrounding charitable giving in the UK and explored what the future may hold for philanthropy in an era defined by economic and social change.

## GIVING AT A GLANCE



**£386** was the average amount donated by UK adults to charitable causes in 2024.

## INSPIRING US TO GIVE

There are countless factors that influence a person's decision to donate or fundraise for a good cause. Here, we explore what motivates them.

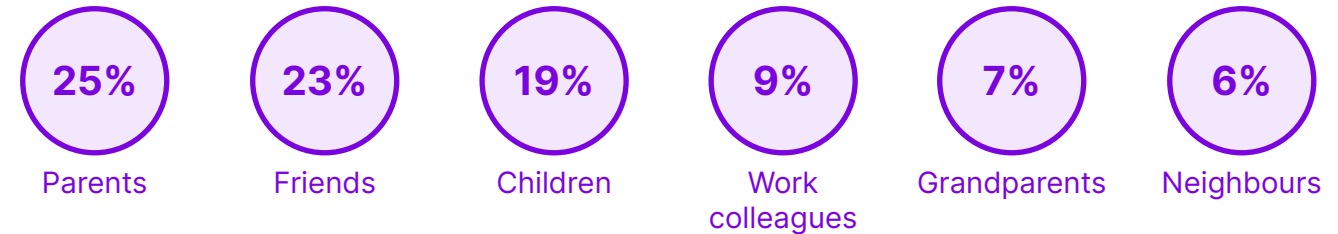
The top three motivations for people across the UK were:



p12-19 data sourced from nationally representative UK consumer survey, January 2025

## A FAMILY AFFAIR?

Most likely to inspire people to do good:



Gen Z is the most influenceable generation. They've come out on top for parents (47%), friends (35%), grandparents (19%), celebrities and influencers (15%) and politicians (6%).

Meanwhile, Millennials follow closely in second place and are most likely to be inspired by their children (30%) and colleagues (16%).

## STAR POWER

Cristiano Ronaldo has topped the list as the celebrity who most inspires UK adults to do good, followed by David Attenborough who made the top five across all generations.

Ranking highest among those asked include:

- |                              |                       |
|------------------------------|-----------------------|
| 1. <b>Cristiano Ronaldo</b>  | 4. Lionel Messi       |
| 2. <b>David Attenborough</b> | 5. Barack Obama       |
| 3. <b>Bill Gates</b>         | 6. Taylor Swift       |
|                              | 7. Mr Beast           |
|                              | 8. HRH Prince William |
|                              | 9. Ryan Reynolds      |
|                              | 10. Selena Gomez      |

**Most inspirational celebrities by generation**

**Gen Z** - Cristiano Ronaldo

**Millennial** - Cristiano Ronaldo tied with Bill Gates

**Gen X** - HRH Prince William

**Boomer** - Prince Harry (placed 15th in overall rankings)



# THE UK JUST KEEPS *GIVING*

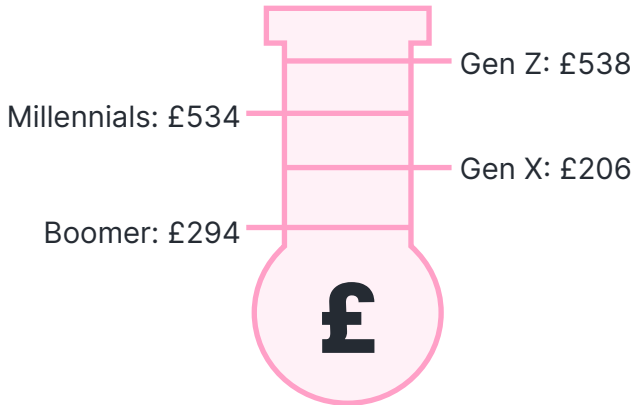
The past few years have been financially difficult for millions of people across the UK and around the world. Over half (53%) of UK adults reported that their household bills increased in 2024 and a further 66% stated that when compared to the previous year they had less disposable income.

Despite these challenges, 58% said they donated the same amount of money to charitable causes in 2024 as they did in 2023. A further 23% said they donated even more in 2024, rising to 50% for Gen Z and 32% for Millennials.

## GIVING ACROSS GENERATIONS

Gen Z and Millennials are leading the way in charitable giving and fundraising, outpacing older generations in both engagement and activity.

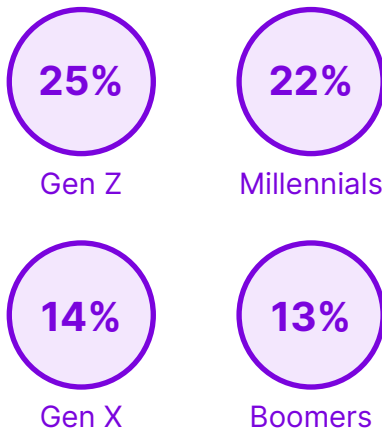
Average donated per year by generation.



Looking into the reasons why, Gen Z and Millennials feel the strongest sense of responsibility to give back (33% and 39% respectively).

In comparison, Gen X's leading motivation to give is due to feeling more connected to a specific cause or charity (31%), whereas Boomers are most motivated to give back in memory of someone (25%).

Respondents who had fundraised in the last three months by generation:



Gen X and Boomers are most likely to donate and fundraise for health/medical, hospice, wildlife, and military causes.

Whereas, Gen Z and Millennials are more likely to donate and fundraise for education, women's rights, LGBTQ+ rights, and sporting causes.



*The poet William Wordsworth wrote about how even people who didn't have much would share what little they had when The Old Cumberland Beggar came knocking, because we all want to know that we have been "the dealers out of some small blessings". During this cost-of-living crisis, no matter our circumstances, we know that some people have it worse. We may not be able to do much, but we gain a sense of control by doing something, however small. And when we band together, we can make a real difference. - Dr Gillian Sandstrom*

# WHAT'S IN A *NAME?*

According to JustGiving's data the names of the most frequent fundraisers by name are:

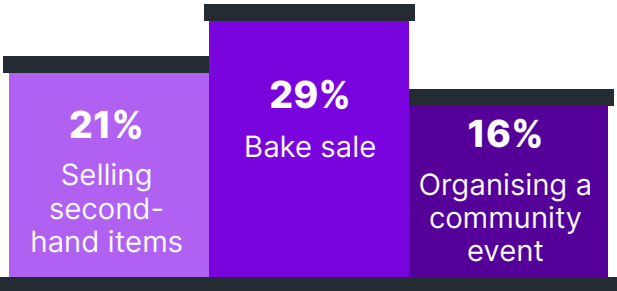
Top 10 most frequent fundraisers by name

- 1. Sarah - 230k fundraising pages
- 2. Emma - 172k fundraising pages
- 3. David - 145k fundraising pages
- 4. Laura - 133k fundraising pages
- 5. Claire - 124k fundraising pages
- 6. Paul - 123k fundraising pages
- 7. James - 121k fundraising pages
- 8. Rebecca - 114k fundraising pages
- 9. Mark - 108k fundraising pages
- 10. Andrew - 108k fundraising pages

## GENDER AND *GENEROSITY*

According to our third party research, women overall take on more fundraising activities in comparison to men. However, men tend to donate higher amounts to good causes.

Most **popular** fundraisers - Women



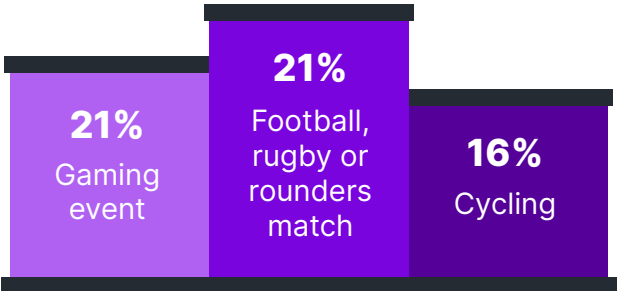
Ideal **difficulty** of fundraiser - Women

70% - Very Easy 16% - Very Difficult

Women - Top 5 reasons for doing good:

- 1. Cause close to heart (41%)
- 2. Small actions lead to big change (34%)
- 3. Desire to make a difference (31%)
- 4. Deep sympathy for others' struggles (27%)
- 5. Make the world a better place (24%)

Most **popular** fundraisers - Men



Ideal **difficulty** of fundraiser - Men

53% - Very Easy 9% - Very Difficult

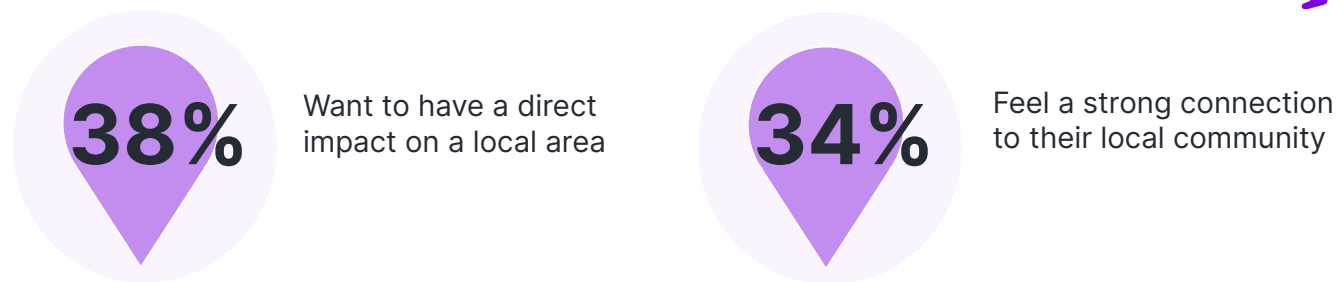
Men - Top 5 reasons for doing good:

- 1. Cause close to heart (33%)
- 2. Desire to make a difference (27%)
- 3. Small actions lead to big change (27%)
- 4. Sense of purpose (23%)
- 5. Moral obligation to help others (22%)



# COMMUNITY IMPACT: THE GEOGRAPHICAL BORDERS OF GIVING

When looking at the reasons why people are opting to support local causes:

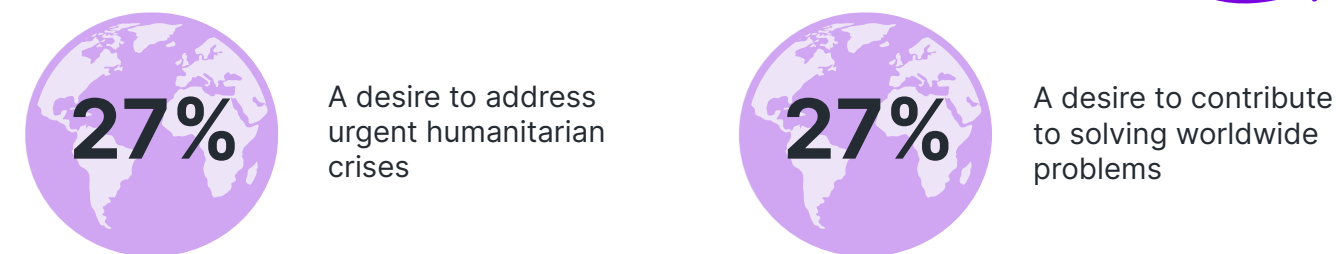


Meanwhile, for those choosing to support national causes:



Despite a trend towards people wanting to support local causes, the appetite to donate to and fundraise for global issues still remains strong in the UK.

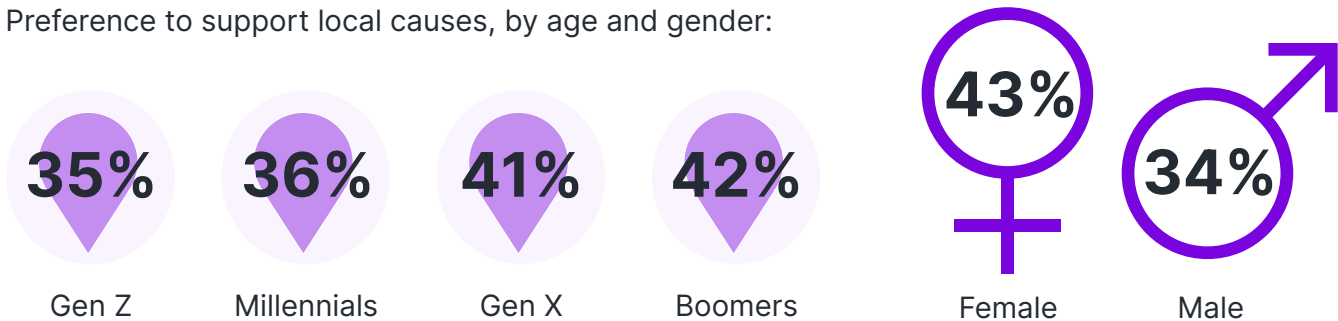
This is down to several factors, including:



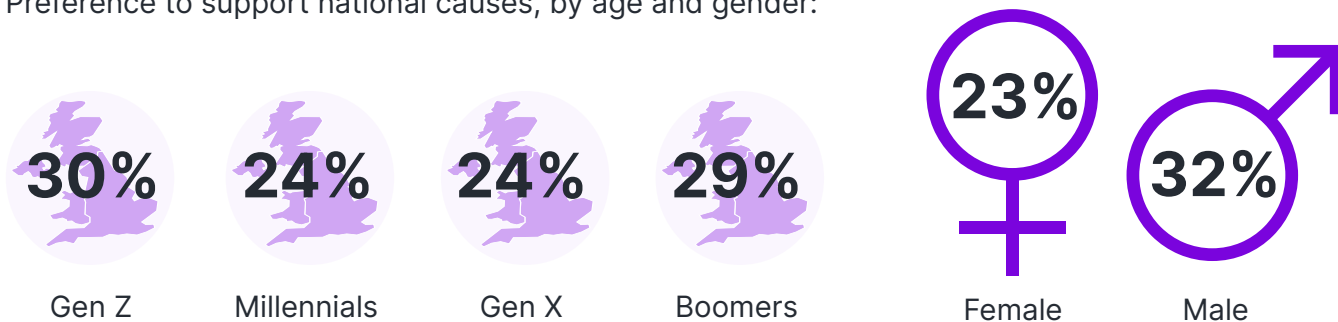
Driven by a desire to support their communities and see a direct impact, donors are increasingly favouring local causes (39%) over national ones (27%).

As motivations shift, this means fundraisers and charities face the challenge of balancing hyper-local engagement with national fundraising efforts, in order to appeal to a wide demographic of would-be donors.

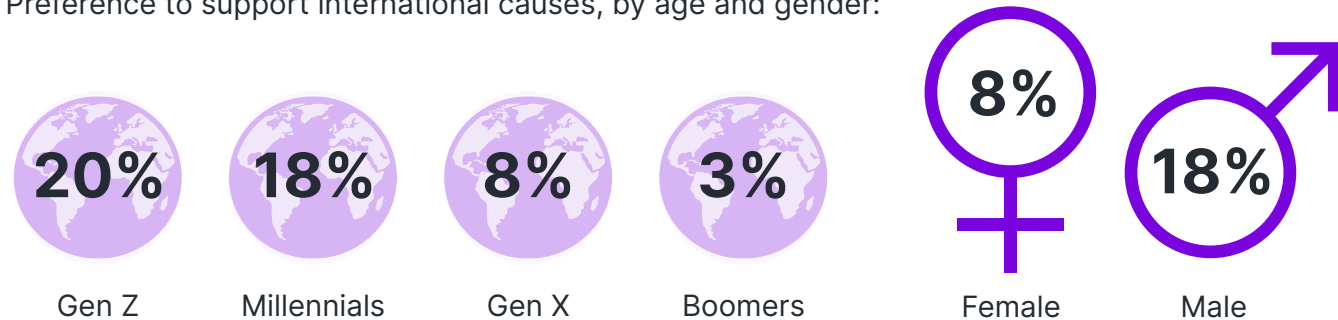
Preference to support local causes, by age and gender:



Preference to support national causes, by age and gender:



Preference to support international causes, by age and gender:



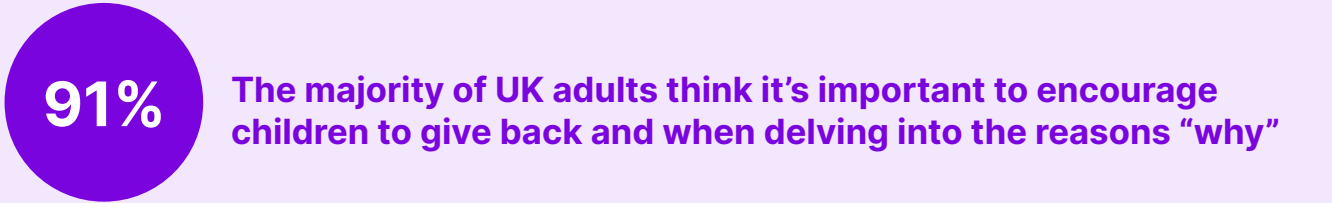
# THE FUTURE OF FUNDRAISING: A PERSPECTIVE FROM THE PUBLIC

Top 10 most popular fundraising activities predicted for 2025:

- 1 Bake sale
- 2 Selling secondhand items
- 3 Organising a community event
- 4 Auction/raffle
- 5 Workplace/school fundraising event
- 6 Sports match
- 7 Cycle
- 8 Gaming event
- 9 Swim
- 10 Photoshoot


57% of both Gen Z and Millennials are planning to fundraise for a charitable cause next year. This compares to an average of 35% across all demographics and less than a quarter of Gen X and Baby Boomers.

## THE NEXT GENERATION OF GIVING



54% said it teaches them empathy, 45% said it helps children develop a sense of responsibility and 44% said it helps them understand the importance of giving back. Meanwhile, 42% said it helps children learn about different social issues and causes.





The importance of kindness is a rare thing that we all agree on. Researchers have come up with a list of ten values that are acknowledged around the world, things like achievement and security, hedonism and power. Countries differ in which values they consider the most important, and people within a country do too. But, benevolence – the value that includes being helpful, honest, forgiving, loyal and responsible – consistently comes out on top, all around the world. It makes sense, therefore, that we want to pass along our values to our children, by teaching them about the importance of kindness. - Dr Gillian Sandstrom



# FUTURE OF FUNDRAISING: CHARITY LEADER VIEWS

We surveyed leaders from across the charity sector to understand the opportunities and challenges they feel will shape the future of fundraising.

## A POSITIVE PICTURE

65%

of charity leaders feel positive or very positive about the charity sector's prospects for 2025

94%

said they had met, or were on track to meet, their fundraising targets

55%

expect to see the amount that people are giving increase year on year in 2025

## GROWING THE POOL OF REGULAR GIVERS

Charity leaders are looking primarily at those aged between 35-44 (61%) and 45-54 (55%) to drive donation growth in 2025.

Charity leaders were less optimistic about donation growth among Gen Z and Millennials.

- Only 5% believe those aged between 18 and 24 have the biggest potential for donation growth
- Less than a quarter said the same for those aged between 25 and 34

However, consumer research conducted by JustGiving revealed a different picture of giving trends

- 50% of Gen Z donated more in 2024 than in 2023, with 16% donating a lot more
- 32% of Millennials donated more in 2024, with 7% donating a lot more

Across older generations, donation volumes were likely to remain more consistent.

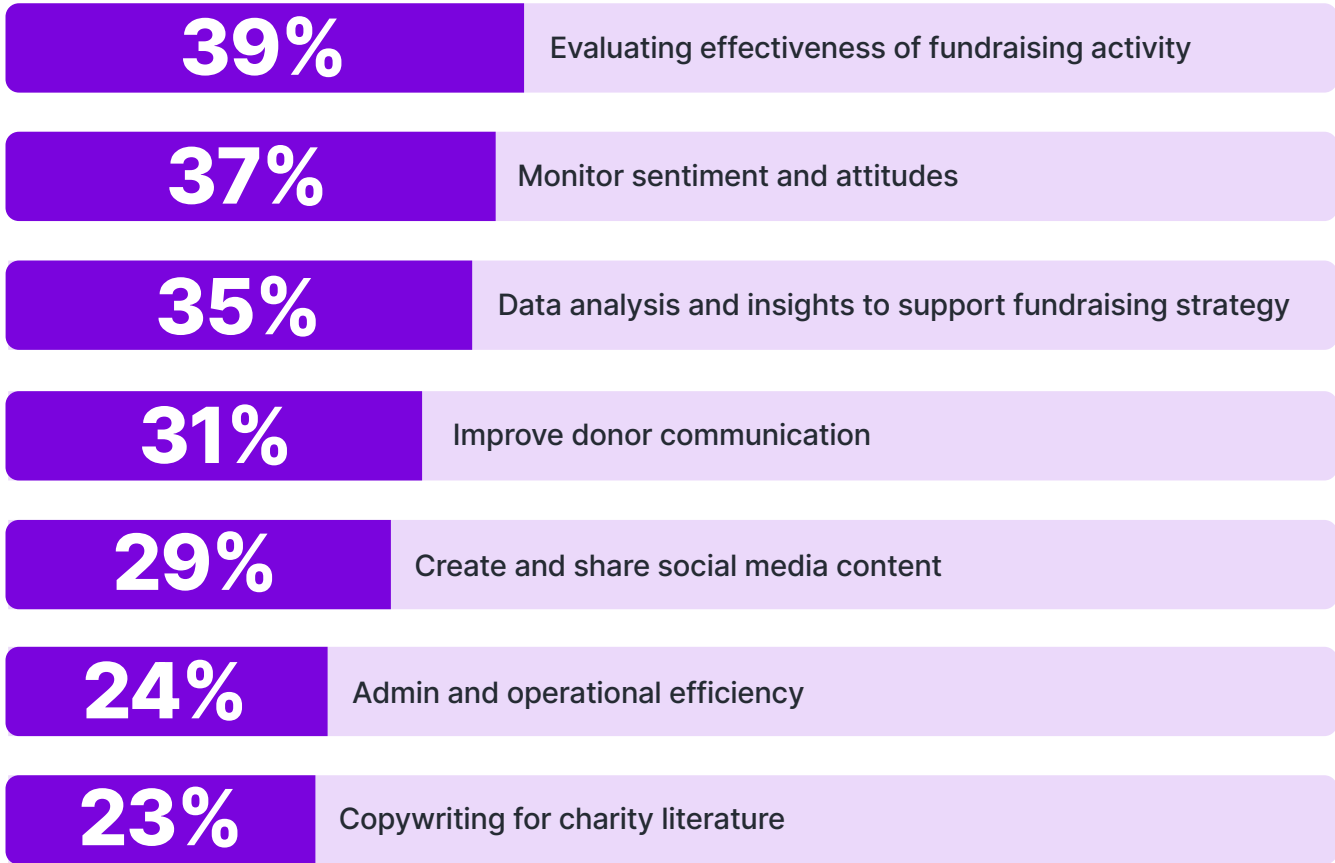
69% (Gen X) 70% (Boomers) and 76% (Silent Generation) said they gave about the same amount in the past two years.

If donation trends from 2023/24 carry forward into 2025, younger generations may hold the key to driving donation growth for charities.



## PUTTING AI THROUGH ITS PACES

Our research reveals that charities are implementing AI across a wide range of functions. Most common uses of AI by charities:



Insights from survey of 150 UK charity leaders, January 2025



## EYE ON AI

**45%** of respondents said the biggest fundraising opportunity for charities was to boost donations through further integration of AI

This is reflected in charity's increasing adoption of AI in that 76% are using it in some capacity

**29%**

Have started using AI in a limited way and plan to expand its use this year

**26%**

Are using AI widely across their organisation already

**11%**

Said they are not using AI and that they have no plans to introduce it

In 2024, JustGiving became the first UK online fundraising platform to make AI available for users to help them create compelling fundraising pages.

## IS 2025 THE YEAR CHARITIES EMBRACE CRYPTO?

**41%** Hot on the heels of AI, cryptocurrency was also identified by charity leaders as a key opportunity for charities in 2025.

In 2024, there was an estimated £1.5bn donated to charitable causes through crypto assets and JustGiving became the first UK fundraising platform to accept cryptocurrency through its partnership with The Giving Block.



## UNEARTHING MORE CHARITY FUNDRAISING CHAMPIONS

As our research shows, younger age groups are an important demographic for charities to engage with.

When it comes to the type of fundraising activities the UK public are most likely to consider, bake sales and food events come out on top. Baby Boomers are also particularly interested in fundraising through raffles and auctions suggesting there is still an important role for traditional fundraising activities to play as charities seek to engage fundraisers in the future.

Embracing virtual fundraising activity is also an important consideration for charities. 34% of charity leaders believe that fundraising activities on social media platforms have the biggest potential for donation growth compared to other activities, while nearly 20% of Gen Z say that they would consider fundraising through gaming events.



# CHAMPI<sup>🏆</sup>NS ON OUR JOURNEY

We are proud to help empower amazing fundraisers, providing a platform which helps highlight and support their efforts, enabling them to raise as much money as possible for important causes that are close to their hearts.

Throughout our history, there has been no shortage of inspirational stories across the JustGiving platform. Here are just some of them.

## Joe Elliot, Essex

Joe is a running fanatic, having completed an eye watering 50 marathons in his life, he is set to complete his 19th London Marathon in 2025 for his latest charity of choice, MS UK. Joe started fundraising for Parkinson's UK, running his first few marathons for them, then he went on to support other charities and before revisiting Parkinson's UK for his 10th consecutive London.

### Biggest inspiration

I would say my family are my biggest inspiration.



*I started running for Parkinson's UK in memory of my late Gramps who had Parkinson's. For every charity I run for, I have a connection via a family member which has pushed me throughout each marathon. My wife supports me through every single marathon and through every day of training and since having children, they inspire me to be the best version of myself that I can be. I finished running the Chelmsford Marathon and ran the last stretch of that with both of my children, (they were 5 & 7 at the time) and they both got a medal at the end too. My family are my biggest inspiration.*

**Charities supported:**  
9 including Parkinson's UK, Age UK, Macmillan, Marie Curie, Help For Hero's and Diabetes UK

**Total raised on JustGiving:** £95k +

**Number of challenges completed:** 50

## Jackie Scully, London

In 2014, Jackie was diagnosed with breast cancer. In the 11 years since, she has been on a mission along with the help of her friends to raise money for Breast Cancer Now, NHS Now and the Willow Foundation.

Along her inspirational journey, Jackie has taken on more than 50 individual fundraising challenges. She has broken two world records, one for the longest static cycling class in the world, which lasted 29 hours and 5 seconds and the second for running the fastest marathon in a 10-person costume at the 2024 London Marathon.

Jackie also ran a marathon on her wedding day, trekked along the Great Wall of China and completed an ultramarathon along the Seven Sisters. She walked around the Isle of Wight in one go and summited 24 peaks in 48 hours in the Lake District. Her most recent challenge saw Jackie trek 100km across the Sahara Desert and for Jackie it doesn't stop there! Her next challenge will be a 24-hour running relay with two friends in June 2025. She is then aiming to complete a marathon swim later in the year and hopefully a full ironman in 2026.

*"Movement is my life insurance policy. Having turned to running during cancer treatment (which for someone with a reconstructed pelvis was no mean feat), I have spent the last 10 years searching for my physical edges to find out what is truly possible when we push our bodies to new limits. The best part hasn't been achieving big goals on my own, but seeing what can be achieved when you work as a team. I am so grateful to my friends and family who have supported me and taken part and I have seen, first hand, just how far you can go with the right people by your side."*

### Biggest inspiration

It was hard to choose one...

**Laura Weatherall-Plane:**  
An exceptional human no longer with us who died of breast cancer. We met while volunteering and ran many races together. She brought people together through exercise and she never gave up. I will never forget her email to me just after our marathon wedding.

**My parents:** Both have hip replacements (I had my pelvis

rebuilt in my 20s so running is really hard) and my dad ran beside me on my wedding day. My mum has done a few runs with me and walked 20 miles throughout the night across London with me.

**Louise Minchin:** A fearless woman who has used her platform to achieve so much good. Her book Fearless shines a light on the women doing amazing things through exercise to move people.

**Charities supported:**  
8 including Breast Cancer Now, Willow, NHS Charities Together and CoppaFeel!

**Total raised on JustGiving:** £160k +

**Number of challenges completed:** 50+





## Frankie McMillan, Cumbria



**Charities supported:** 4 including Wasdale Mountain Rescue, Make-A-Wish foundation, Anthony Nolan and StemCell Research

**Total raised on JustGiving:** £6k +

**Number of challenges completed:** 3

Little Frankie McMillan has captured the nation's heart setting new records, raising thousands of pounds for charities, and inspiring other children to get outdoors and do healthy things they love. At the age of just seven he became the youngest Briton ever to summit the highest point of Mount Olympus, the famous Mountain of the Gods. Then just a few weeks after turning eight he hiked for 15 days to Everest Base Camp.

For his next record-breaking fundraiser, Frankie is travelling to Morocco in his half-term school-holiday to become the youngest person to complete the Three Peaks of the Atlas Mountains – for the second anniversary of his Grandad's death from myeloma, a form of blood cancer. He will be the youngest person to ever complete the challenge.

*"I've always loved being active and my latest challenge means I'll be that much closer to Heaven which will make it easier for me to blow Grandad a kiss...and what better way to say 'I love you' than raising money for the amazing Anthony Nolan Trust? With each challenge I set out to reach new targets. When I climbed base camp I set a target of a pound every metre of height, and for my next challenge I want to raise £1000 for each year my grandad has been gone. I couldn't do what I do without my mum, she accompanies me on all my challenges, for support and as a fully qualified mountain leader and rescue volunteer in the UK."*

### Biggest inspiraton

Bear Grylls!!! I want to be the new Bear Grylls when I grow up. He is my hero! I also admire Toby Roberts and Sir Chris Bonington.

## Adele Roberts, British Broadcaster & TV Personality

In 2023, Adele Roberts became the fastest person to run the London Marathon with a stoma, which had been fitted two years previously during surgery for bowel cancer. At the heart of Adele's fundraising is a drive to support those going through cancer treatment, having lived through this herself. In 2022, whilst undergoing chemotherapy, she set out to support cancer charities by running 5k every day in January, donating £5 to a different charity daily. It motivated Adele to keep going and stay positive throughout her treatment and it also provided comfort and happiness to read about the brilliant work of each charity. Adele's latest fundraiser sees her take on six marathons across the world for the Attitude magazine Foundation.

**Charities supported:** 31+ including Heads Together, Bowel Cancer UK, Cancer Research UK, Attitude Magazine Foundation and LGBTQ+ charity Stonewall

**Total raised on JustGiving:** £10k +

**Number of challenges completed:** 4

### Biggest inspiraton

My mum is my biggest inspiration. She was such a strong, kind, and loving soul who lit up any room she was in. She's, my hero. We sadly lost our mum at the start of 2024. She passed away from a condition called Spina Cerebella Ataxia Type II. It's a rare condition with no cure, but my mum stayed so strong and fearless throughout. My mum had a tough life but she never let anything stop her. She found strength in adversity and she's the reason I know that when times get tough, if you don't give up, you can't be stopped.

*"When I first got the all clear I thought, 'Right, you've got a second chance at life. Live life to the full and spend your time giving back to the people that helped you' - and that's exactly what I intend to do."*

*"All the challenges I take on are to celebrate life and to raise funds for the charities that have contributed to saving mine through the amazing research they do. The best advice I could give to anyone looking for inspiration is to just go for it, if you have the ambition, you can absolutely achieve what you set out to."*







## Notes to Editors

For more information about this report contact: [press@justgiving.com](mailto:press@justgiving.com)

## About the research

This report is compiled of JustGiving's own business data from 2000 to 2025. In addition, JustGiving worked with OnePoll via 72Point from 15-22 January 2025 to survey 4,000 UK adults. The online survey was nationally

representative on the basis of age, gender and region. Finally, JustGiving also surveyed 150 C-suite executives in UK charities from 17-27 January 2025.

## About JustGiving

JustGiving is the UK's leading fundraising platform for online giving. We help people raise money for the charities and the causes they care about. In 2000, JustGiving began with one simple goal – to enable charities to receive donations online from anywhere in the world.

Fast forward 25 years and over £7 billion has been raised for good causes in almost every single country in the world. In 2017, JustGiving became part of Blackbaud, the leading software provider exclusively dedicated to powering social impact.