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Paralympics drives boost in donations to disability charities

Several major disability and disability sports charities have seen dramatic spikes in donations during the Paralympics.

While the long-term legacy of the games is yet to be seen, the immediate aftermath for a number of charities has been incredibly positive, with several seeing increases in direct donations of between 50 and 500 per cent – according to [JustGiving](#).

One of the charities to benefit the most is the British Paralympic Association, which has seen direct donations through *JustGiving* rise nearly six-fold compared to the same period last year.

Both the English Federation of Disability Sport and disabled children's charity Whizz-kidz have also benefited, seeing direct online donations rise by 72 per cent and 43 per cent respectively. Interestingly it was Whizz-Kidz who gave Hanna Cockcroft her first sports wheelchair in 2007.

Olympic medal winners Mo Farah and Becky Addlington have also seen their respective causes benefit during the Olympics and Paralympics – the [Mo Farah Foundation](#) and [Great Big Zambia Cycle Ride](#).

Tim Hollingsworth, chief executive of the British Paralympic Association commented on the figures, saying: *“The money raised by our supporters will help us to carry forward the momentum created by the home Games and ensure the athletes aiming for Sochi, Rio and beyond receive the same preparations as their London counterparts.”*

The ability of charities to benefit from such national enthusiasm immediately is thought to be down to advancement in online technology, which allows people to give at the moment of inspiration.

Anne-Marie Huby, MD of *JustGiving* said: *“The fact that technological advances of the last four years have been so dramatic means that someone can pick up their phone or tablet and donate instantly to a cause that inspires them. This wasn’t quite possible during the last Paralympics – but it’s great that causes can now benefit instantly.”*

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METHODOLOGY

Based on direct donations through JustGiving for the following causes (August 2012 compared to August 2011):

British Paralympic Association: 363% more individual donations and 483% more raised (a near six fold increase in cash raised).

English Federation of Disability Sport: 84% more individual donations and 72% more raised

Whizz-Kidz: 13% more individual donations and 43% more raised

Several other charities have seen benefits. More data available upon request.