

Ramadan donations cause spike in digital giving

British Muslims take Zakat donations online

British Muslims are increasingly donating to charity online, with the month of Ramadan causing a spike in digital giving.

According to JustGiving – the world’s leading online giving platform – Zakat giving has grown by close to 70 per cent over the last two years, with the period of Ramadan seeing a boom in donations through the platform.

In 2012 British Muslims gave £200,000 in Zakat donations to a variety of causes through JustGiving – compared to £116,000 in 2010 – with the likes of Muslim Aid, Islamic Relief and the Zakat Trust all benefiting. Muslims also gave large amounts of Zakat to non-religious charities such as Macmillan, British Heart Foundation and Cancer Research UK.

These donations delivered more value for charities as JustGiving reclaims an additional 25% on behalf of charities through the government’s GiftAid scheme. By contrast, GiftAid is reclaimed on less than 45 per cent of offline donations, with online giving also far less likely to be subject to loss or fraud.

With another major rise in online Zakat donations expected, the site is encouraging the Muslim communities [to give their Zakat online this year](#), to ensure donations go further.

ICM survey research has also revealed the scale of Muslim generosity in Britain, with research suggesting that Muslims give more than twice as much *per capita* than the average Briton (a reported £370 vs £165).

Imaad Al-Islam from Muslim Hands commented: *"It's great to see more Imams embracing online giving - we believe this is the future for Zakat giving, as it means Muslims from all over the world can give to causes which matter to the, simply and securely. Not only that, but giving online saves us a lot of time and energy as JustGiving reclaims an extra 25% for us in GiftAid on eligible donations."*



Zarine Kharas, CEO at JustGiving, explains: *“Our data shows many of Britain’s Muslim communities are at the forefront of digital giving, driving an increase in Zakat donations. In a world which is increasingly cashless, donors are looking for ways to give swiftly and easily, so online giving can really help Imams make the most of their community fundraising.”*

To find out more about Zakat giving during Ramadan, visit www.justgiving.com/zakatgiving/

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For more information please contact Chris or Carole at Third City on tel: 020 3657 9773 or email jgteam@thirdcity.co.uk

About JustGiving

JustGiving is the world's leading platform for charity giving, enabling over 21 million people to raise £1.4 billion for over 12,000 charities since launching in 2001. Through online and mobile, JustGiving brings the best that technology has to offer to charities worldwide, with more charities recommending JustGiving than any other online fundraising platform. A social business, JustGiving exists by charging charities a small fee on donations, re-investing any surplus cash into developing innovative world-class technology to make giving to charity easier and quicker.

JustGiving is the most visited charity giving portal in the world and in 2013 was ranked by The Times as one of the 50 websites you can't live without. In 2009, CEO Zarine Kharas joined previous recipients Sir Tim Berners-Lee and Professor Stephen Hawking in being awarded the RSA's Albert Medal, for "democratising fundraising and technology for charities".

Methodology and footnotes.

Data is sourced from JustGiving.com internal data and per capita giving comes from ICM Research (that ran an online representative poll of 4,000 people between 22nd and 27th June 2013.)