Charity Fraud Awareness Week

Now in its sixth year, Charity Fraud Awareness Week brings the third sector together to share knowledge, expertise and good practice in fraud prevention.

**Highlights 2021**

- **7** LIVE WEBINARS WITH 587 ATTENDEES
- **20** HELPSHEETS
- **11** ON-DEMAND REGIONAL UPDATES
- **135+** CHARITIES SIGNED THE FRAUD PLEDGE
- **65+** PIECES OF MEDIA COVERAGE

**New website**
preventcharityfraud.org.uk

- **100%** OF PEOPLE SURVEYED SAID THEY TRUSTED THE INFORMATION ON THE SITE
- **6.8K** USERS
- **1.6K** DOWNLOADS
- **31K** PAGE VIEWS

‘It was a well-organised and informative week.’

How people got involved

- Social media campaign
- Live webinars
- Helpsheets
- Case studies
- Templates
- E-learning
- On-demand webinars
- Research
- Insights
- Fraud pledge

How useful are the resources on preventcharityfraud.org.uk?

- Extremely useful
- Very useful
- Somewhat useful
- Not very useful
- Not at all useful

For information on how to prevent, detect and respond to fraud visit preventcharityfraud.org.uk
Charity Fraud Awareness Week
Impact 2021²

Participants were surveyed for their views on the week

96% said the week was effective in raising awareness of fraud.

92% said the week makes it easy for charities to talk about fraud.

89% had shared the resources with others.

65% had made changes as a result of the week.

100% said they would like to see the week run in 2022 and

86% of international regulators said they’d actively participate.

Changes made as a result of the week (%)

Reviewed relevant policies
Undertaken fraud awareness training
Reviewed process for staff to raise concerns
Reviewed internal financial controls
Undertaken a fraud risk assessment
Reviewed fraud response plan
Put fraud on board’s agenda
Reviewed risk register
Other

‘It’s very supportive in my role as fraud champion.’
‘[It] provides a way to institutionalise attention to education about the prevention of fraud.’

For information on how to prevent, detect and respond to fraud visit preventcharityfraud.org.uk

Twitter³

A Twitter chat yielded another

20.2M potential Twitter impressions

5M potential impressions with a reach of

8.9M potential reach

574K

Participating countries included the United Kingdom, United States of America, Bosnia and Herzegovina, Australia, South Africa, India, Canada, Netherlands, Kenya, Ireland.

Fraud awareness
Common phrases
Charity fraud
Awareness week
Victims
Bad actors
Cybercrime
Fraud pledge
Money
Kind intentions
Donors
Advantage

Statistics as at 20 November 2021
²Participants were surveyed for their views on the week.
³Combined total for #StopCharityFraud and #CharityFraudAwarenessWeek.

Participation countries included the United Kingdom, United States of America, Bosnia and Herzegovina, Australia, South Africa, India, Canada, Netherlands, Kenya, Ireland.

For information on how to prevent, detect and respond to fraud visit preventcharityfraud.org.uk.