

CHARITY FRAUD AWARENESS WEEK 2020 EVALUATION HIGHLIGHTS

International Charity Fraud Awareness Week was smaller than usual in 2020 because of the coronavirus pandemic and the extra demands and challenging operating environment it created.

Nonetheless, charities and not-for-profit organisations from around the world once more gave their enthusiastic support to the week, joining regulators from Australia, New Zealand, the US and the UK to raise awareness and share good practice.

SUPPORTERS GOT INVOLVED BY...

- Joining the conversation at #charityfraudout
- Organising their own counter fraud activities
- Using the extensive free resources available from the dedicated fraud awareness hub
- Joining the 'Beyond COVID-19' webinar
- Participating in the 'Managing fraud in small charities' workshop
- Spreading the word among their friends and colleagues

875

TOTAL VIEWS OF
THE WEBINAR
AS AT 1 DECEMBER

NOW

MORE THAN EVER...

#CHARITY FRAUD OUT

KEY ACTIVITIES

1. WEBINAR
2. WORKSHOP
3. SOCIAL MEDIA CAMPAIGN

100

REGISTRANTS FOR
THE WORKSHOP

CORE MESSAGES

1. BE FRAUD AWARE
2. TAKE TIME TO CHECK
3. KEEP YOUR CHARITY SAFE

'Tackling fraud and raising awareness – through webinars, resources and the wider campaign – plays a key role in keeping fraud uppermost in charities' minds; that's vital at a time like this when increased economic pressure is being exerted by the pandemic.'

Caron Bradshaw, Chief Executive,
UK Charity Finance Group

TWITTER CAMPAIGN

19 - 23 OCTOBER*

19.4M

POTENTIAL
IMPRESSIONS

371 AVERAGE
TWEETS PER DAY

5.9M

POTENTIAL REACH

2.8M
POTENTIAL
IMPRESSIONS
PER DAY

1450

CONTRIBUTORS

* COMBINED TOTAL FOR RELATED HASHTAGS AND TERMS

COMMON PHRASES



CONTRIBUTING COUNTRIES

UK, USA, CANADA,
AUSTRALIA, DENMARK,
SOUTH AFRICA,
INDIA, BOSNIA AND
HERZEGOVINA,
COMOROS, UAE

COMMON HASHTAGS

#TAKETIME #CYBERSECURITY
#CHARITYFRAUDOUT
#SCAMAWARE **#COVID19**
#CHARITYFRAUDOUT2020
#CHARITYFRAUDAWARENESSWEEK
#CYBERRESILIENCE
#FRAUDAWARE

'Charity Fraud Awareness Week is a highlight of our year because it gives us the opportunity to come together and work as a sector. We prioritise the week because it provides the perfect opportunity to engage with our global organisation. We generally hold multiple events in various locations, including townhall meetings, training and quizzes. The engagement we've had internally has been fantastic and we are already looking forward to next year's event!'

**Dave Carter, Head of Global Counter Fraud,
British Council**

'As a regulator of charities, the ACNC sees many charities operating in the sector with good intent but lacking in governance. Promoting controls to combat fraud is a critical area of governance that CFAW addresses through its awareness campaign.'

**Ian Parry, Senior Manager Compliance,
Australian and Not-for-Profits Commission**

NOW
MORE THAN EVER...
#CHARITY FRAUD OUT

ALL RESOURCES ARE FREE TO DOWNLOAD FROM THE CHARITY FRAUD HUB UNTIL 31 DECEMBER