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# Charity Websites

## Benchmarking Report

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<http://econsultancy.com/reports/charity-website-benchmarks-2007>

# Charity Websites

Commissioned by:



Research and Analysis by:



**iconcertina**  
creative  
custom online solutions



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# 1. Introduction

For the second time this benchmark study of UK Charity Websites<sup>1</sup> compares how well charities engage with donors, volunteers and other stakeholders in the online environment. It also evaluates how their presence on the internet adds value or insight to their proposition.

This year there are 120 websites in the benchmark, compared to 110 in 2006. At the start of 2007, we issued an open invitation to charities, via the third sector press, to see which ones wanted to be assessed alongside the original 110. After considerable discussion, we selected an additional ten. The full list is available in Appendix III.

We evaluated websites against a number of criteria grouped in the following categories:

- **Usability** – is the site easy to use?
- **Accessibility** – can everyone access the site?
- **Communication** – can users communicate with the charity and each other?
- **Transparency** – is the charity open with its information?
- **Responsiveness** – are giving, volunteering, fundraising, and corporate involvement encouraged and supported?
- **Housekeeping** – does the charity put search engine optimisation (SEO) into practice and does the site support and work in harmony with social networking sites?

Please read on to discover the results.

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<sup>1</sup> We selected the charities with the help of the list of “The top 100 UK charities by voluntary income source”, as quoted in ‘The Major Charities’ by Fitzherbert L, Becher K 2002.



## 1.1. About iconcertina

Founded in 2002, we are a digital agency providing online communications and custom web tool solutions to clients the world over.

Working in unison across London, San Francisco, and Sofia, our teams have delivered hundreds of projects for clients in Europe, North America, the Middle East and Africa. We've made direct and measurable contributions to our clients' success, in marketing and communications, business operations, and commerce.

Our business is founded on finding the right team for the project, regardless of their location, so you always get the best people for the job.

Our experience working with the PR & Communications industry has also taught us that quick turnarounds are crucial for those hot campaigns, so we have specialist teams geared-up to deliver just this. Our projects for the not for profit sector ensure that we keep the end user requirements at the forefront of all that we do, and that our projects are delivered to budget and on time.

When you work with us, you get:

- Reassurance - a tight, stable, experienced team.
- Effectiveness - we make sure we understand what your audience wants and how you work. We get your users to click.
- Applied creativity - design that works with your brand and is driven by your business objectives.
- Value for money - we think things through and plan ahead; costs are precise and clear.
- Delivery - flexible processes keep us on track; a significant proportion of our revenues comes from repeat business.
- Great service - we know the medium and acknowledge your expertise; 50% of our work comes from recommendations.

We have significant experience in the design and delivery of charity websites, and understand charity activities in general.

Feedback? Please contact Michelle Mace on 0207 269 7919/10, or email: [michelle@iconcertina.com](mailto:michelle@iconcertina.com)

You can also visit us online at [www.iconcertina.com](http://www.iconcertina.com) or [blog.iconcertina.com](http://blog.iconcertina.com).

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## 1.2. About Econsultancy

Econsultancy is the leading source of independent advice and insight on digital marketing and ecommerce.

Our reports, events, online resources and training programmes help a community of over 80,000 registered marketers make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy is an [award-winning online publisher of reports](#) covering best practice, user experience benchmarking, market data, trends and innovation, and supplier selection aimed at internet professionals that want practical advice on all aspects of ebusiness.

Econsultancy also operates a highly popular [training](#) division, used by some of the world's most prominent brands for staff education, both in-house and via public courses. We provide training across all areas of digital marketing and at all levels from one day courses to diplomas to Masters in Digital Marketing.

In addition, we host more than 100 [conferences and events](#) a year, such as The Online Marketing Masterclass, regular Supplier Showcases and Roundtables, an annual Future of Digital Marketing event, Digital Cream and a range of social events.

The [Econsultancy](#) site now attracts 175,000 unique users per month where they access research, read the blog and take part in discussions in the forums. And as a portal to the digital marketing community, Econsultancy members can also link up with other members and digital suppliers through our directories, as well as find a new job or new digital talent using the job listings.

Some of Econsultancy's client-side members include: Google, Yahoo, MSN, MySpace, BBC, BT, Shell, Vodafone, Yell.com, Dell, Oxfam, Virgin Atlantic, TUI, Barclays, Carphone Warehouse, IPC Media, Deloitte and Touche, T-Mobile and Estée Lauder.

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## 1.3. Personalised reports

In conjunction with producing this general report, charities are able to commission a personalised report from iConcertina. A personalised report presents both general data and findings specific to the charity and its peer group.

Upon commission, iConcertina will prepare a personalised report on your charity's website, including:

- A detailed analysis of how your website scores against each criterion.
- Recommendations for improvement.
- Comparisons to a limited number of charity websites within your peer group from the original benchmark. Should you wish to commission us to research new charity websites, this is also possible and will incur additional fees.

The cost for a personal report is from £995.00 and takes up to 10 working days to produce.

To order your personal report please contact Michelle Mace, iConcertina Creative Ltd, 18A New North Street, London, WC1N 3PJ, UK. T:+44 (0)20 7269 7919/10 or email: [michelle@iconcertina.com](mailto:michelle@iconcertina.com)

## 1.4. Notes

The sites may have changed since we evaluated them between March and May 2007. Our findings cover our criteria, and it's possible that a more detailed evaluation of any of these sites could produce different results.

Due to the broad scope of the task, we have not been able to review the websites in their entirety. We have focused on the main pages, mainly the homepage and the pages one level below it. Our evaluators dug deeper when they needed more specific information, such as details about a charity's social media activities or a financial report.

To minimise errors of a subjective nature, each site was evaluated by two people. While all measures are taken to ensure accuracy in our research, errors and omissions may have occurred.

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## 2. Summary and Key Findings

We performed this study of UK charity websites to measure aspects of, and better understand their online presence. We aimed to discover how successfully they use the power of the internet, and to compare this year's performances with last year's benchmark.

Our team of experts undertook the research of the charity websites between March and May 2007. The evaluators on the team used their extensive experience in usability, user interaction design, maintenance, and accessibility of websites, plus their knowledge of the charity sector, to rate each website in the following categories:

- **Usability** – is the site easy to use?
- **Accessibility** – can everyone access the site?
- **Communication** – can users communicate with the charity and each other?
- **Transparency** – is the charity open with its information?
- **Responsiveness** – are giving, volunteering, fundraising, and corporate involvement encouraged and supported?
- **Housekeeping** – does the charity put search engine optimisation (SEO) into practice and does the site support and work in harmony with social networking sites?

We selected criteria and sub-criteria for each category on the basis of their applicability to charity websites, and the value they added. Wherever possible, we retained the criteria from the 2006 benchmark in order to be able to provide a year-on-year comparison. However some elements of the criteria have evolved, to reflect the fast-changing nature of the web.

In 2006 there were seven categories, but this year's benchmark drops the Integration category because our analysis showed that its criteria either belonged elsewhere or were matched in other categories. The criteria that continue to be relevant are redistributed across these other categories.

In 2007, we emphasise a charity's **social media activities** and stated **environmental stance** for the first time, reflecting the growing influence and relevance of these factors.

The body of this report summarises the benchmark criteria and sub-criteria. The full and explicit list is available on request.

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## 2.1. Summary by category

We'll look first at those categories where the charities score best, then consider where they performed worst. We compare each category to the corresponding result from 2006.

### 2.1.1. Usability

The average charity website has a very good homepage, provides sufficient navigational support, and has satisfactory links. This year, the average usability score is higher due to improvements in homepages and links.

#### **Homepages**

#### **Navigation structure**

#### **Links**

### 2.1.2. Communication

This category shows the greatest increase in scores, with the average scores 116% higher than in 2006. Last year's surprisingly low scores have been replaced because charity websites are now adopting technologies for dynamic communication and maintaining content on a more regular basis.

#### **Enewsletter**

#### **Other communication channels**

#### **Interaction**

#### **Up-to-date information**

### 2.1.3. Responsiveness

Charities make good use of their websites for collecting donations, and for providing information to donors and volunteers on various options and activities.

#### **Giving**

#### **Volunteering**

#### **Fundraising and corporate involvement**

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## 2.1.4. Housekeeping

### **Homepage ranking & Search Engine Optimisation (SEO)**

### **Social networking**

## 2.1.5. Transparency

Charities don't appear to be very 'open' about what they are doing. They readily state their charity number and purpose but more reticent about sharing information regarding finances and management.

### **Charity number and purpose**

### **Financial**

### **Trustees**

### **Corporate Social Responsibility (CSR)**

## 2.1.6. Accessibility

This category was the biggest disappointment in the study last year. Although we see some improvement, the accessibility scores of charity websites remain shamefully low. Very few charity websites comply with accessibility standards.

### **Conformance to HTML**

### **Homepage accessibility**

### **User control**

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### 3. Top 5 Charity Websites

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## 4. Top scores - Comparison to 2006

The top five sites this year have virtually the same average score as the top five in 2006. What's interesting is that this year's top score is almost half a point ahead of the second score (i.e. significantly better than the rest) and the following four scores are all very close.

Table 1. Top five scores compared to 2006 top five scores

Position	2007	2006
1	4.02	3.73
2	3.53	3.68
3	3.51	3.63
4	3.48	3.6
5	3.46	3.52
<b>Average</b>	<b>3.6</b>	<b>3.63</b>

Three of the top five sites from the 2006 study (Oxfam, WaterAid, and Cancer Research UK) retain their high scores in 2007. One (Barnardo's) dropped slightly and 2006's no 1 (WWF-UK) dropped dramatically.

Table 2. 2006 top five sites and their 2007 scores

Website	2006	2007		
		Score	Difference	Rank
WWF-UK <a href="http://www.wwf.org.uk">www.wwf.org.uk</a>	3.73	2.62	(1.11)	62
Oxfam <a href="http://www.oxfam.org.uk">www.oxfam.org.uk</a>	3.68	3.48	(0.21)	4
Barnardo's <a href="http://www.barnardos.org.uk">www.barnardos.org.uk</a>	3.63	3.15	(0.48)	20
WaterAid <a href="http://www.wateraid.org.uk">www.wateraid.org.uk</a>	3.6	3.53	(0.06)	2
Cancer Research UK <a href="http://www.cancerresearchuk.org">www.cancerresearchuk.org</a>	3.52	4.02	0.50	1

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# 5. Results by Category

This section summarises the results for each evaluation category.

*Each category is presented with:*

1. A table of top level scores by sub-category and percentage compliance.
2. A chart showing the distribution of scores for the websites along the horizontal axis, with comparisons to 2006. Each point on the line shows the number of websites that have scored in a particular interval.
3. A second chart showing the scores of the best, the worst, the average score for all, and the averages for the top 10 and bottom 10 websites. Comparisons to the 2006 scores are also presented.
4. A spider chart showing the average results in the category by sub-category, and comparisons to the 2006 scores.
5. A table for each sub-category that shows the criteria and the overall scores, along with explanations. Each criterion is presented with a name and short description, and the percentage of the websites meeting it.

Some criteria depend on the first criterion. For example, to score a website on its e-newsletter:

Criterion	% met	2006
Is there a newsletter?	61	44
Is a confirmation sent to users when they subscribe?	47 29 of all	29 14 of all

Two percentage values are given for the dependent sub-criteria. The first is a calculation based on the parent criterion, and the second is calculated for the total number of sites in the study.

In the example above, 61% of the websites in the study have a newsletter **and** 47% of those that have a newsletter send a confirmation when users subscribe. 29 is the percentage of all websites in the study that send a subscription confirmation.

Please note that the ‘percent met’ calculation is rounded up to a whole number. So, in instances where only one site meets the criterion, this equates to 1% owing to round up.

6. Examples of the best-scoring websites.
7. Examples of the websites with the highest increase in score within a category, compared to 2006.
8. A table showing the five top-scoring websites in the corresponding category. Note that some tables show more than five websites because several sites have the same score.

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## 6. Conclusions

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## 7. Appendixes

### 7.1. Appendix I: The top 5 versus all

### 7.2. Appendix II: About the Method

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### 7.3. Appendix III: List of the Evaluated Websites

The benchmark study included 120 websites of UK charities. We kept the 110 from the 2006 study and added 10 more sites; the new ones are in **bold** and marked (2007) in the list below.

The websites, in alphabetical order:

#### 7.3.1. A-B

**A-CET**, [www.a-cet.org](http://www.a-cet.org), (2007)

Action for Blind People, [www.afbp.org](http://www.afbp.org)

ActionAid, [www.actionaid.org.uk](http://www.actionaid.org.uk)

Age Concern England, [www.ageconcern.org.uk](http://www.ageconcern.org.uk)

Alzheimer's Society, [www.alzheimers.org.uk](http://www.alzheimers.org.uk)

**Amnesty**, [www.amnestyinternational.org](http://www.amnestyinternational.org), (2007)

Animal Health Trust, [www.aht.org.uk](http://www.aht.org.uk)

Arthritis Care, [www.arthritiscare.org.uk](http://www.arthritiscare.org.uk)

Arthritis Research Campaign, [www.arc.org.uk](http://www.arc.org.uk)

Association for International Cancer Research, [www.aicr.org.uk](http://www.aicr.org.uk)

**Association for Spina Bifida and Hydrocephalus**, ASBAH, [www.asbah.org](http://www.asbah.org), (2007)

Baptist Missionary Society, [www.bmsworldmission.org](http://www.bmsworldmission.org)

Barnardo's, [www.barnardos.org.uk](http://www.barnardos.org.uk)

**Battersea Dogs & Cats Home**, [www.dogshome.org](http://www.dogshome.org), (2007)



BBC Children in Need, [www.bbc.co.uk/pudsey](http://www.bbc.co.uk/pudsey)

BEN - Motor and Allied Trades Benevolent Fund, [www.ben.org.uk](http://www.ben.org.uk)

Bible Society, [www.biblesociety.org.uk](http://www.biblesociety.org.uk)

Blue Cross, [www.bluecross.org.uk](http://www.bluecross.org.uk)

**Breast Cancer Care**, [www.breastcancercare.org.uk](http://www.breastcancercare.org.uk), (2007)

British Heart Foundation, [www.bhf.org.uk](http://www.bhf.org.uk)

British Red Cross, [www.redcross.org.uk](http://www.redcross.org.uk)

British Tennis Foundation, [www.btf.org.uk](http://www.btf.org.uk)

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### 7.3.2.

## C-E

CAFOD, [www.cafod.org.uk](http://www.cafod.org.uk)

Camphill Village Trust, [www.camphill.org.uk](http://www.camphill.org.uk)

Cancer Research UK, [www.cancerresearchuk.org](http://www.cancerresearchuk.org)

Care International UK, [www.careinternational.org.uk](http://www.careinternational.org.uk)

Cats Protection, [www.cats.org.uk](http://www.cats.org.uk)

CBF World Jewish Relief, [www.worldjewishrelief.org.uk](http://www.worldjewishrelief.org.uk)

ChildLine, [www.childline.org.uk](http://www.childline.org.uk)

Children with Leukaemia, [www.leukaemia.org.uk](http://www.leukaemia.org.uk)

Children's Society, [www.the-childrens-society.org.uk](http://www.the-childrens-society.org.uk)

Christian Aid, [www.christian-aid.org.uk](http://www.christian-aid.org.uk)

Christian Vision, [www.christianvision.org](http://www.christianvision.org)

Church Mission Society, [www.cms-uk.org](http://www.cms-uk.org)

Civil Service benevolent Fund, [www.csbf.org.uk](http://www.csbf.org.uk)

Crisis, [www.crisis.org.uk](http://www.crisis.org.uk)

Diabetes UK, [www.diabetes.org.uk](http://www.diabetes.org.uk)



Diana Princess of Wales Memorial Fund, [www.theworkcontinues.org](http://www.theworkcontinues.org)

Donkey Sanctuary, [www.thedonkeysanctuary.org.uk](http://www.thedonkeysanctuary.org.uk)

**Emmaus UK**, [www.emmaus.org.uk](http://www.emmaus.org.uk), (2007)

English National Opera, [www.eno.org](http://www.eno.org)

**Equal People**, [www.equalpeoplekc.org.uk](http://www.equalpeoplekc.org.uk), (2007)

### 7.3.3.

## F-L

Freemasons Grand Charity, [www.grandcharity.co.uk](http://www.grandcharity.co.uk)

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Friends of Hebrew University of Jerusalem, [www.afhu.org](http://www.afhu.org)

Great Ormond Street Hospitals for Children, [www.gosh.org](http://www.gosh.org)

Guide Dogs for the Blind, [www.guidedogs.org.uk](http://www.guidedogs.org.uk)

Help the Aged, [www.helptheaged.org.uk](http://www.helptheaged.org.uk)

Institute of Cancer Research, [www.icr.ac.uk](http://www.icr.ac.uk)

**International HIV/AIDS Alliance**, [www.aidsalliance.org](http://www.aidsalliance.org), (2007)

**Islamic Aid**, [www.islamicaid.org.uk](http://www.islamicaid.org.uk), (2007)

Jewish Care, [www.jewishcare.org](http://www.jewishcare.org)

JNF Charitable Trust, [www.jnf.co.uk](http://www.jnf.co.uk)

Jubilee Sailing Trust, [www.jst.org.uk](http://www.jst.org.uk)

Leonard Cheshire Foundation, [www.leonard-cheshire.org](http://www.leonard-cheshire.org)

Leprosy Mission International, [www.leprosymission.org](http://www.leprosymission.org)

Leukaemia Research Fund, [www.lrf.org.uk](http://www.lrf.org.uk)

### 7.3.4.

## M-N

Macmillan Cancer Relief, [www.macmillan.org.uk](http://www.macmillan.org.uk)

Marie Curie Cancer Care, [www.mariecurie.org.uk](http://www.mariecurie.org.uk)

Mencap, [www.mencap.org.uk](http://www.mencap.org.uk)

Methodist Church Fund, [www.methodist.org.uk](http://www.methodist.org.uk)



Methodist Homes for the Aged, [www.methodisthomes.org.uk](http://www.methodisthomes.org.uk)

MIND, [www.mind.org.uk](http://www.mind.org.uk)

Motor Neurone Disease Assn, [www.scotmnd.org.uk](http://www.scotmnd.org.uk)

Multiple Sclerosis Society, [www.mssociety.org.uk](http://www.mssociety.org.uk)

Muscular Dystrophy Campaign, [www.muscular-dystrophy.org](http://www.muscular-dystrophy.org)

National Asthma Campaign, [www.asthma.org.uk](http://www.asthma.org.uk)

National Canine Defence League, [www.dogstrust.org.uk](http://www.dogstrust.org.uk)

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National Council of YMCAs, [www.ymca.org.uk](http://www.ymca.org.uk)

National Trust, [www.nationaltrust.org.uk](http://www.nationaltrust.org.uk)

National Trust for Scotland, [www.nts.org.uk](http://www.nts.org.uk)

NCH Action for Children, [www.nch.org.uk](http://www.nch.org.uk)

Norwood Ravenswood, [www.norwood.org.uk](http://www.norwood.org.uk)

NSPCC, [www.nspcc.org.uk](http://www.nspcc.org.uk)

7.3.5.

## O-R

OMF International UK, [www.omf.org.uk](http://www.omf.org.uk)

Oxfam, [www.oxfam.org.uk](http://www.oxfam.org.uk)

Parkinson's Disease Society, [www.parkinsons.org.uk](http://www.parkinsons.org.uk)

Peoples Dispensary for Sick Animals (PDSA), [www.pdsa.org.uk](http://www.pdsa.org.uk)

PLAN International UK, [www.plan-uk.org](http://www.plan-uk.org)

Prince's Trust, [www.princes-trust.org.uk](http://www.princes-trust.org.uk)

Princess Louise Scottish Hospital (Erskine), [www.erskine.org.uk](http://www.erskine.org.uk)

Project Hope United Kingdom, [www.projecthopeuk.org](http://www.projecthopeuk.org)

Rathbone Community Industry, [www.rathbonetraining.co.uk](http://www.rathbonetraining.co.uk)

Redwings Horse Sanctuary, [www.redwings.org.uk](http://www.redwings.org.uk)

Royal Air Force Benevolent Fund, [www.raf-benfund.org.uk](http://www.raf-benfund.org.uk)



Royal Air Forces Association, [www.rafa.org.uk](http://www.rafa.org.uk)

Royal British Legion, [www.britishlegion.org.uk](http://www.britishlegion.org.uk)

Royal Masonic Benevolent Institution, [www.rmbi.org.uk](http://www.rmbi.org.uk)

Royal National Institute for Deaf People, [www.rnid.org.uk](http://www.rnid.org.uk)

Royal National Institute of Blind People,  
[www.rnib.org.uk/xpedio/groups/public/documents/code/InternetHome.hcsp](http://www.rnib.org.uk/xpedio/groups/public/documents/code/InternetHome.hcsp)

Royal National Lifeboat Instn, [www.rnli.org.uk](http://www.rnli.org.uk)

Royal Opera House Covent Garden, [www.royalopera.org](http://www.royalopera.org)

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Royal Society for Nature Conservation, [www.rscn.org.uk](http://www.rscn.org.uk)

Royal Star & Garter House, [www.starandgarter.org](http://www.starandgarter.org)

RSPB, [www.rspb.org.uk](http://www.rspb.org.uk)

RSPCA, [www.rspca.org.uk](http://www.rspca.org.uk)

### 7.3.6. S-Z

Salvation Army, [www2.salvationarmy.org.uk/uki/www\\_uki.nsf](http://www2.salvationarmy.org.uk/uki/www_uki.nsf)

Samaritans, [www.samaritans.org.uk](http://www.samaritans.org.uk)

Sargent Cancer Care for Children, [www.sargent.org](http://www.sargent.org)

Save the Children Fund, [www.savethechildren.org.uk](http://www.savethechildren.org.uk)

Scope, [www.scope.org.uk](http://www.scope.org.uk)

Sense, [www.sense.org.uk](http://www.sense.org.uk)

Shelter, [www.shelter.org](http://www.shelter.org)

Sight Savers, [www.sightsavers.org.uk](http://www.sightsavers.org.uk)

SSAFA Forces Help, [www.ssafa.org.uk](http://www.ssafa.org.uk)

St Christopher's Hospice, [www.stchristophers.org.uk](http://www.stchristophers.org.uk)

St Dunstan's, [www.st-dunstans.org.uk](http://www.st-dunstans.org.uk)

St John Ambulance, [www.sja.org.uk](http://www.sja.org.uk)

Stroke Association, [www.stroke.org.uk](http://www.stroke.org.uk)



Sue Ryder Care, [www.suerydercare.org](http://www.suerydercare.org)

Sustrans, [www.sustrans.org.uk](http://www.sustrans.org.uk)

Tearfund, [www.tearfund.org](http://www.tearfund.org)

UNICEF UK, [www.unicef.org.uk](http://www.unicef.org.uk)

Variety Club, [www.varietyclub.org.uk](http://www.varietyclub.org.uk)

Voluntary Services Overseas, [www.vso.org.uk](http://www.vso.org.uk)

WaterAid, [www.wateraid.org.uk](http://www.wateraid.org.uk)

**WellChild**, [www.wellchild.org.uk](http://www.wellchild.org.uk), (2007)

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Woodland Trust, [www.woodland-trust.org.uk](http://www.woodland-trust.org.uk)

World Cancer Research Fund, [www.wcrf-uk.org](http://www.wcrf-uk.org)

World Vision UK, [www.worldvision.org.uk](http://www.worldvision.org.uk)

WWF-UK, [www.wwf.org.uk](http://www.wwf.org.uk)

