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Managing Partner





Setting the Scene



[CAF UK Giving
Report 2025](#)

Source: Charities Aid Foundation
UK Giving Report 2025

CAF UK Giving
Report 2025

£15.4BN

SHOWN BY
DONATION
TYPE

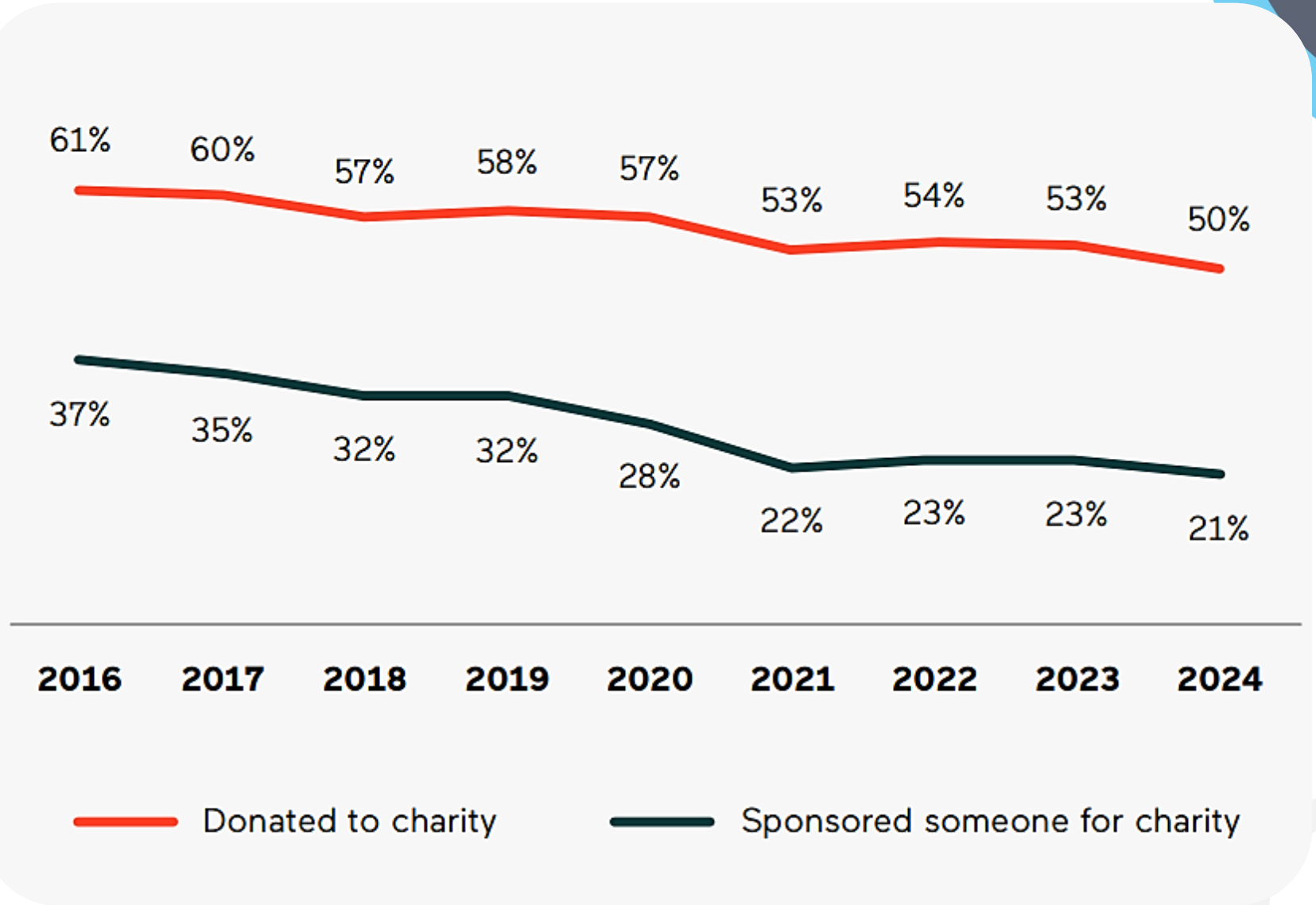
Estimated total
amount donated
by each method.

Base: All respondents who
donated in the past four weeks
and reported their donation
amount, N=4,275.



**% of people
who donated/
sponsored in
the last 12
months**

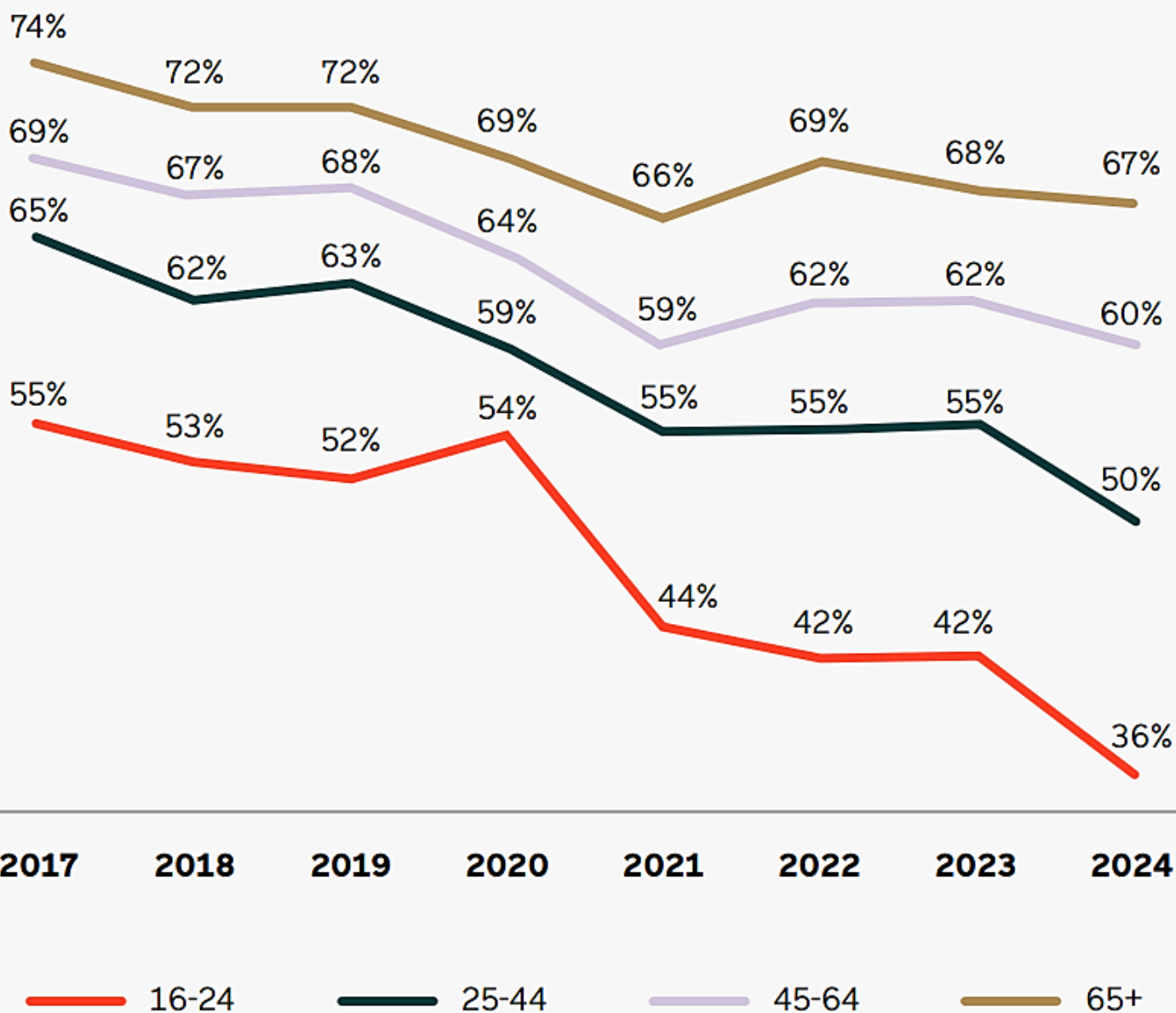
**3.9m people
cancelled a regular
charitable payment
in the last year**



Source: Charities Aid Foundation
UK Giving Report 2025

[CAF UK Giving Report 2025](#)

% of people who donated/sponsored in the last 12 months – by age group



[CAF UK Giving Report 2025](#)

Source: Charities Aid Foundation
UK Giving Report 2025

RECOMMENDATIONS - FOR CHARITIES

1.

Communicate the importance of Gift Aid to donors and the benefits of regular donations to help your charity to plan for the long term.

2.

Tell stories about your work and the difference donations can make to build trust in your organisation and your ability to deliver impact.

3.

Consider how you can channel the social interests of young people into engagement for your organisation.

4.

Communicate how unrestricted funding helps your charity to do its work and how this funds your service delivery.

5.

Regularly review your fundraising strategy, taking into account market trends, to ensure it is fit for purpose and that you are making the most of different opportunities.



Key challenges facing charities

KEY CHALLENGES FACING CHARITIES.

	Finances (79% mentioned at least one of these challenges)	
	53%	Financial sustainability
	46%	Increased competition for funding
	12%	The balance of restricted and unrestricted funding
	Operations (77% mentioned at least one of these challenges)	
	44%	Increasing costs
	27%	Meeting demand for services
	18%	Hiring and maintaining a strong team
	16%	Making the most of technology

Source: Charities Aid Foundation
UK Giving Report 2025

Recommendations

For charities:

1.

Retain a laser-focus on their strategic plan but with a clear eye on the external environment and implications for their strategy.

2.

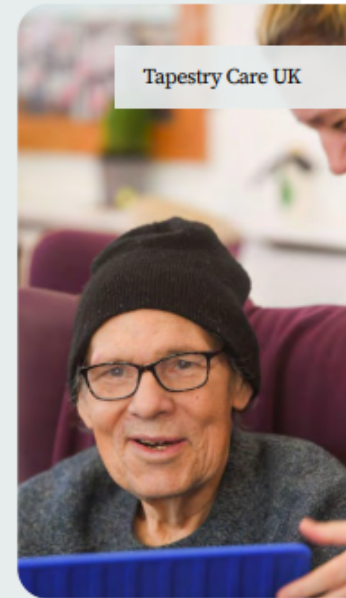
Carve out protected time for planning and building resilience and consider including capacity-building or resilience-boosting activities in proposals to donors and funders.

3.

Clearly communicate the impact their work and speak to longer-term partners and donors about the value of unrestricted funding in helping to achieve their mission.

4.

Consider strategies to diversify their income stream, regularly review their fundraising strategy, and analyse market trends to boost financial resilience.



[CAF UK Giving Report 2025](#)

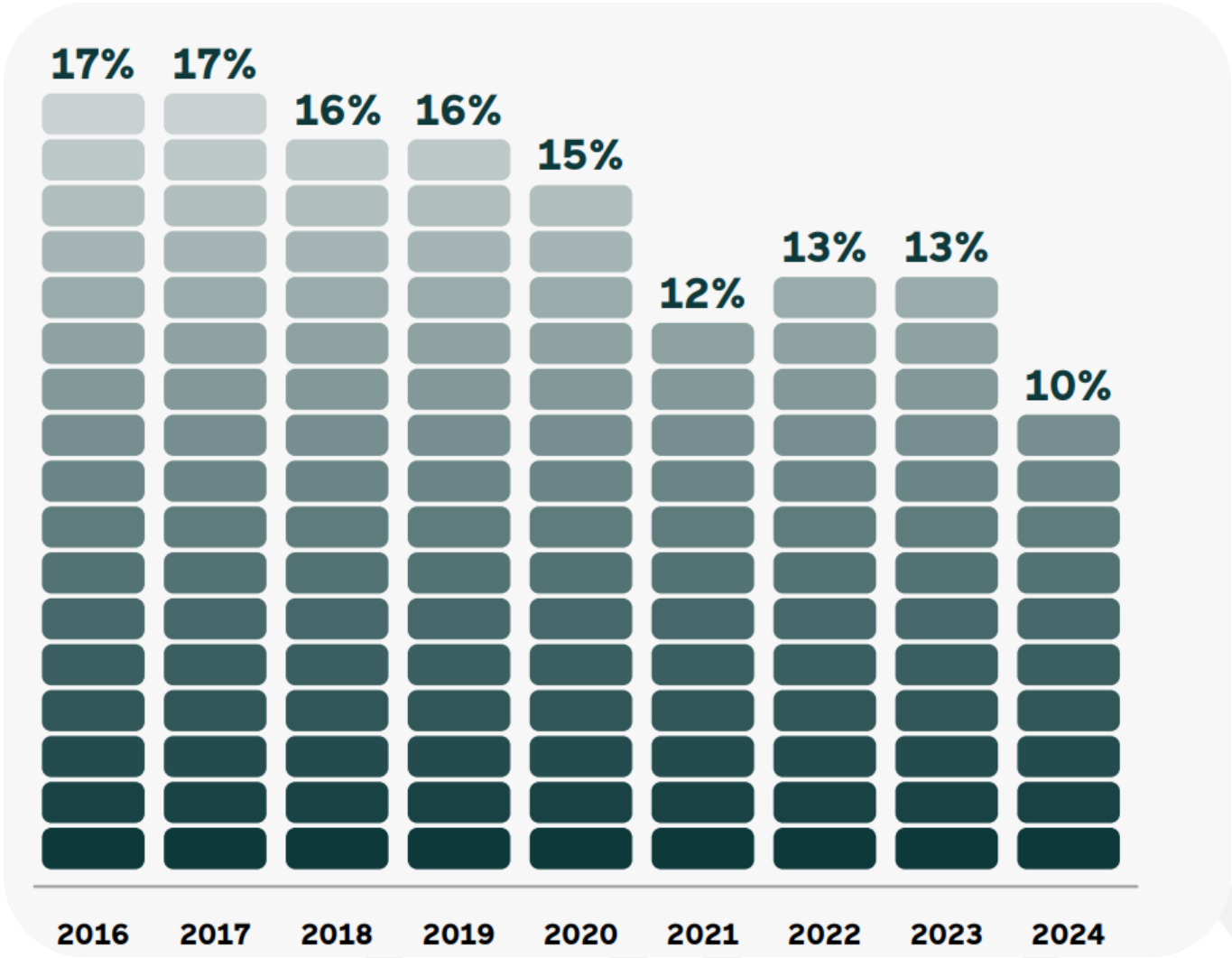
Source: Charities Aid Foundation
UK Giving Report 2025

% of people who volunteered in past 12 months

1.5million fewer people volunteered in 2024 than in 2023

[CAF UK Giving Report 2025](#)

Source: Charities Aid Foundation
UK Giving Report 2025



Public Trust in Charities Report

Public trust in charities remains consistently high

Source: Charities Commission
Public Trust in Charities 2025

Trust in other organisations:

	Summary: Low trust (0-3)	Summary: Medium trust (4-6)	Summary: High trust (7-10)	Mean:
Doctors	7%	25%	68%	7.1
Charities	10%	33%	57%	6.5
Banks	15%	35%	50%	6.1
Police	19%	36%	45%	5.8
Social Services	26%	42%	33%	5.2
Ordinary man/ woman on the street	21%	48%	31%	5.2
Private companies	21%	51%	27%	5.1
Local Council	31%	42%	26%	4.7
Newspapers	41%	38%	21%	4.2
MP's	52%	33%	15%	3.5
Government Ministers	52%	33%	15%	3.5

Public Trust in Charities Report

Demand for services
is greater than ever

Source: Charities Commission
Public Trust in Charities 2025

	Attended a charity- run community facility (for example. club or community centre)	Used other charity services (for example. advice, animal welfare, outdoor space)	Received food, financial, medical or similar help
2020	9%	7%	3%
2021	5%	6%	4%
2022	6%	6%	4%
2023	7%	6%	5%
2024	9%	8%	8%
2025	10%	8%	9%



CHARITY COMMISSION
FOR ENGLAND AND WALES

Research and analysis

Charity Sector Risk Assessment 2025

Published 25 September 2025

➡ **Need for an awareness of risks and to actively consider how to mitigate them**

[Charity Sector Risk Assessment 2025](#)



Research and analysis

Charity Sector Risk Assessment 2025

Published 25 September 2025

1) Financial resilience

- Growing evidence of financial squeeze in the sector
- Falling donations
- Increased costs – in particular staff
- Increasing demand

[Charity Sector Risk Assessment 2025](#)

Research and analysis

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Charity Sector Risk Assessment 2025

**43% reported expenditure
that exceed income**

**Collectively charities with
income <£500k saw total
costs exceed income**

**Increasing numbers drawing
from reserves to continue
operating**

**Little or no headroom to
invest in longer term
projects**

Research and analysis

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Online guidance on:

- [Managing charity money, assets and property](#)
- [Improving your charity's finances](#)
- [How to merge charities](#)

Advice & resources

- Consult online guidance on financial issues
- Understand & comply with duties to provide effective financial stewardship
- Plan and act on early warning indicators
- Regularly review financial forecasting
- Ensure financial reporting is fit for purpose and enables trustee decision making

[Charity Sector Risk Assessment 2025](#)

Research and analysis

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2) Risk to public benefit

- Small number of compliance cases – disproportionate impact
- Dominant individuals
- ✓ Ensure financial controls fit for purpose
- ✓ Ensure you know what your charity's purposes are
- ✓ Remain vigilant & report concerns
- ✓ Ensure aware of key duties & responsibilities of being a Trustee

[Charity Sector Risk Assessment 2025](#)

Changing regulatory landscape

- [Charities SORP 2026](#)
- [DCMS Consultation on financial thresholds in charity law](#)
- [Economic Crime & Corporate Transparency Act \(ECCTA\)](#)
- [Code of Fundraising Practice](#)
- [Charity Investment Governance Principles](#)
- [Refreshed Charity Commission Guidance](#)

CHARITIES SORP 2026 (October 2025)

Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland

(FRS 102)

(effective 1 January 2026)



CHARITY COMMISSION
FOR ENGLAND AND WALES

