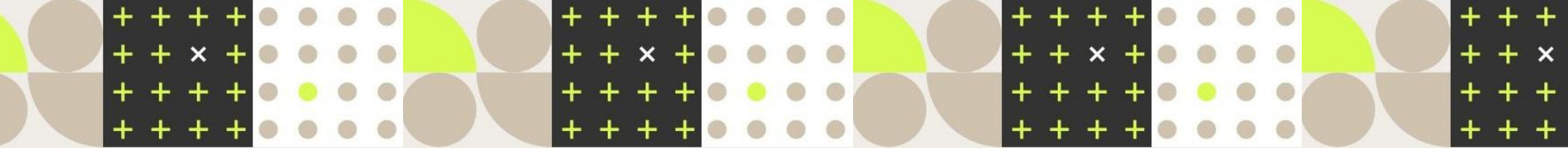
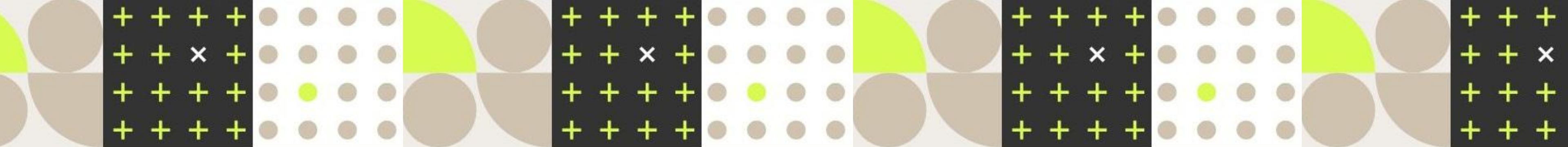


Fundraising and income generation – Trends, Shifts and Smart Moves

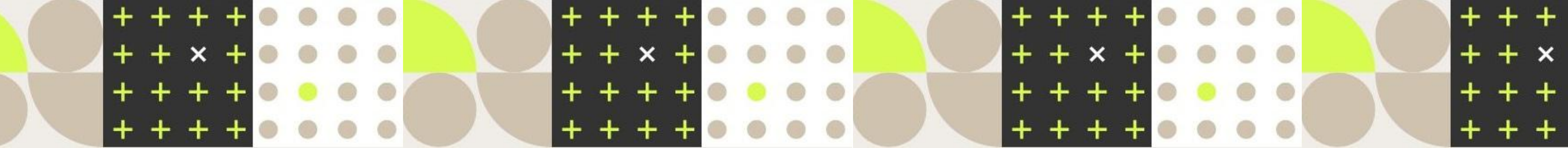
Anthony Waddington – Participate Projects



Introductions

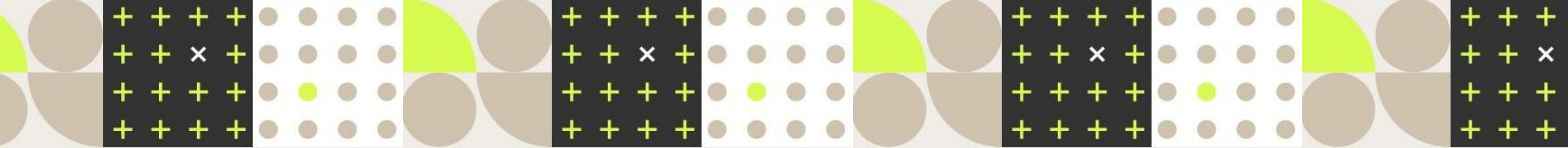


What difference do you hope this session will make?



What we will cover

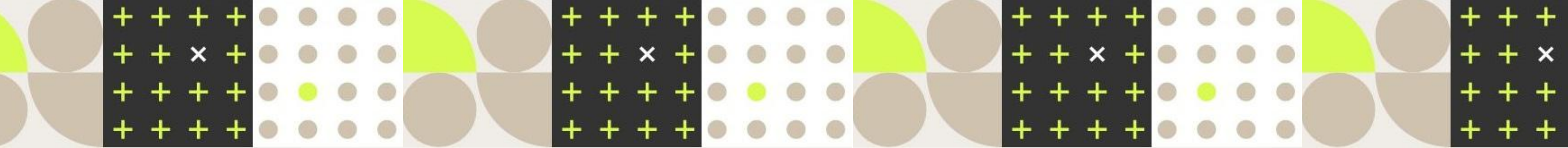
- What is happening in the funding environment
- How Youth funding is changing
- Where to put your time and energy



Group discussion...

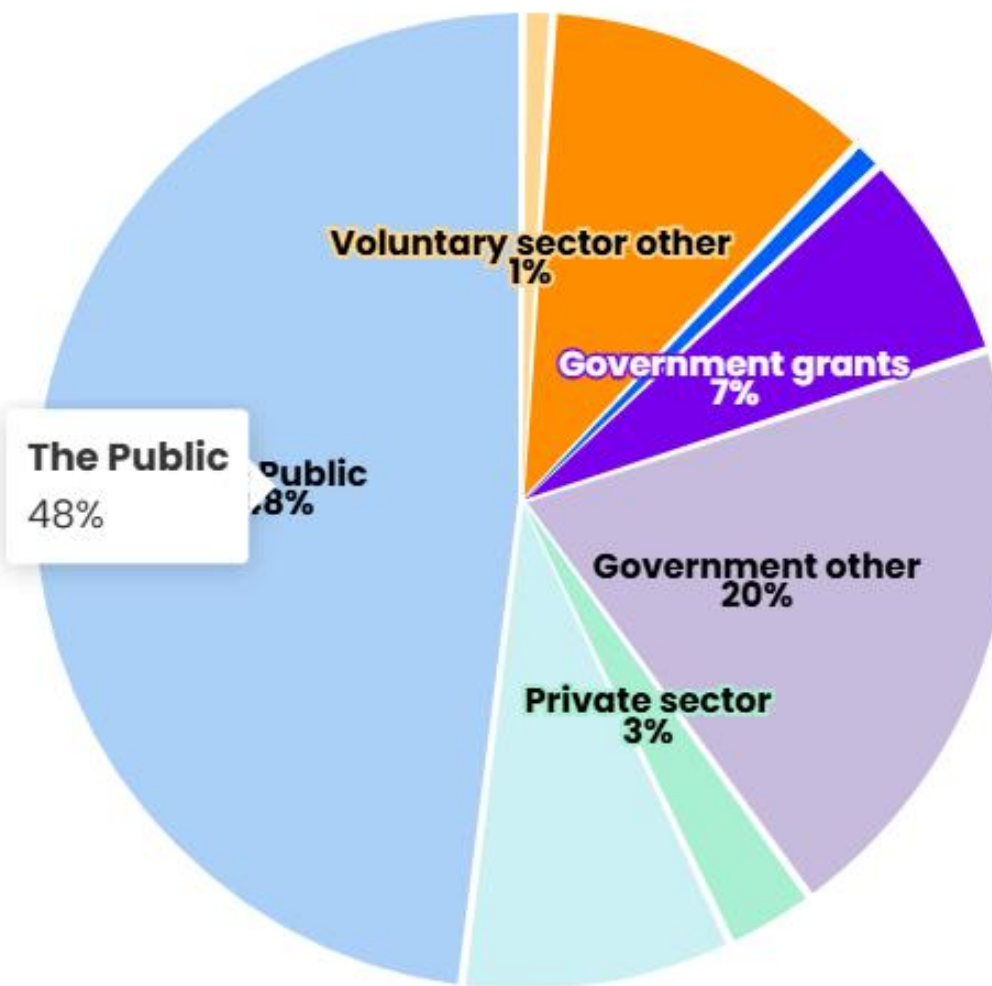
In small groups talk about the experience of fundraising and income generation in 2025

- What has changed for you?
- What are your main concerns?



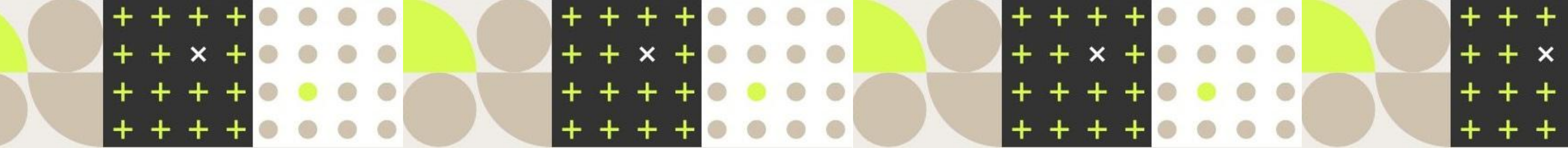
Voluntary sector income 2021-22 (%)

Voluntary sector other Voluntary sector grants National lottery grants Government grants
Government other Private sector Investment The Public



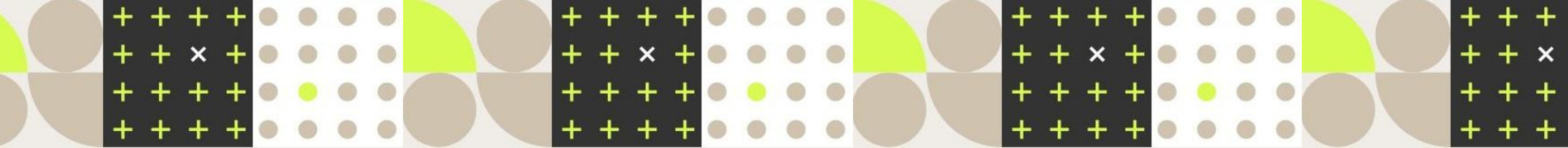
Source: [NCVO UK Civil Society Almanac 2024](#)
[Open and share in Flourish](#)





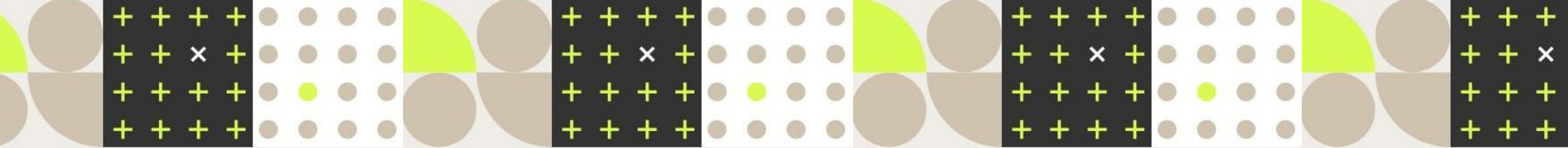
The general context – Grant funding

- Overall, the amount of money being distributed by grant funders has risen by around 12% year on year since Covid
- Demand has seen a significant increase - grant applications have increased by 30% –50%, with some foundations seeing their number double
- Grant applications are typically requesting larger amounts from funders
- Public Sector and Lottery funding makes up over 2/3 of grant funding for Youth



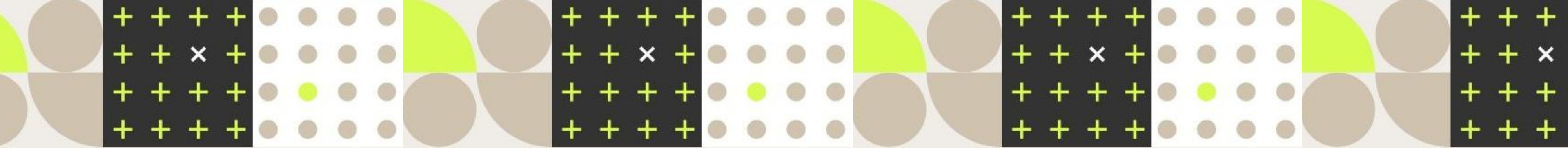
The wider fundraising context

- Public Sector funding contracting – real terms decrease of 33% since 2021/2
- Lottery funding contracting – real terms funding decrease of 21% since 2021/2
- Other trusts and foundations real terms increase of 3%
- Major funders are significantly oversubscribed

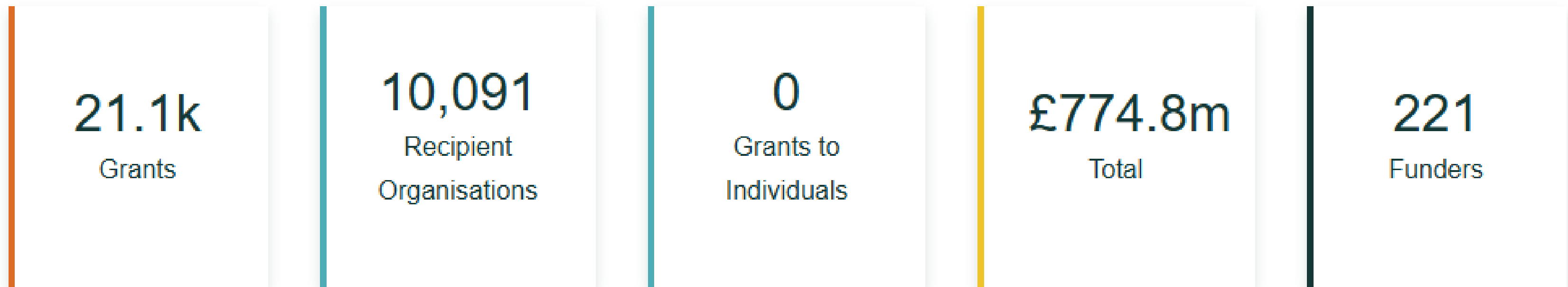


The general context – Examples

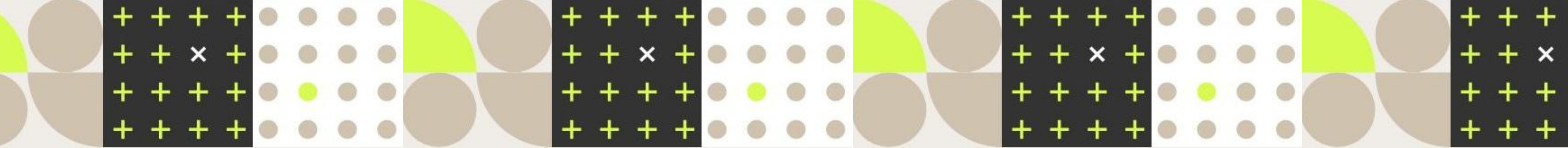
- John Ellerman Foundation, Cripplegate Foundation and Essex Community Foundation saw applications increase by 20%, 20% and 30%
- Paul Hamlyn Foundation's grants requests totalled £106.5m - £2.9m more than the previous year despite fewer applicants
- The National Benevolent Charity saw that almost all applications received during 2022– 23 were requesting the maximum grant amount.
- The National Lottery Community Fund awarded £767m in 12,708 grants last year, compared with £686m in 13,720 grants in 2024



Youth projects – In numbers (General grantmakers)

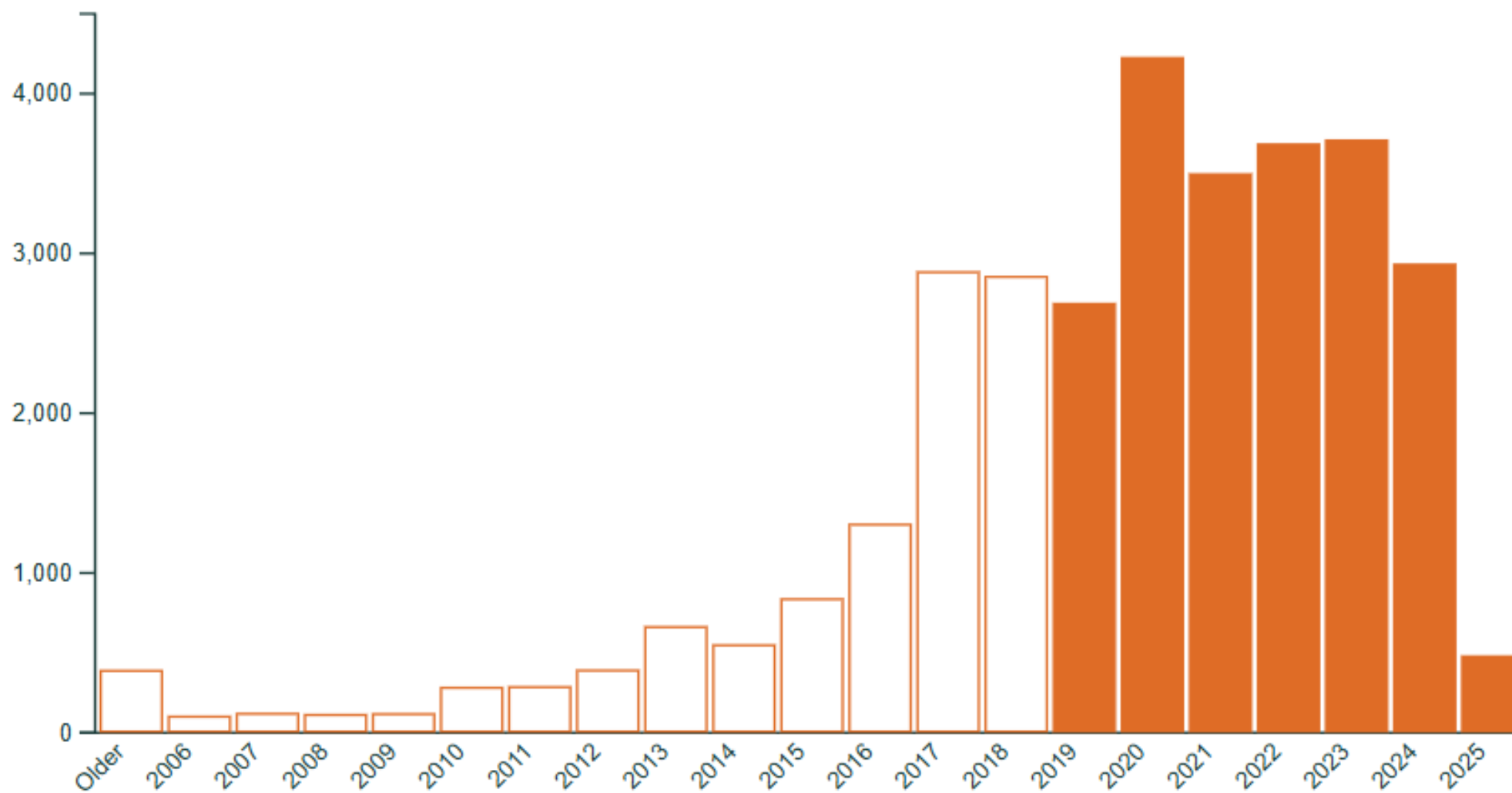


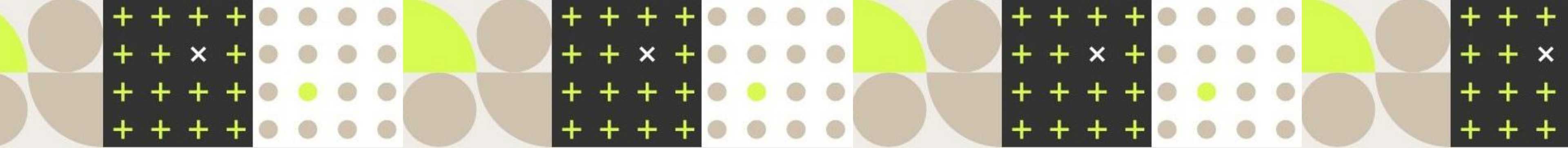
* GrantNav 360 Giving



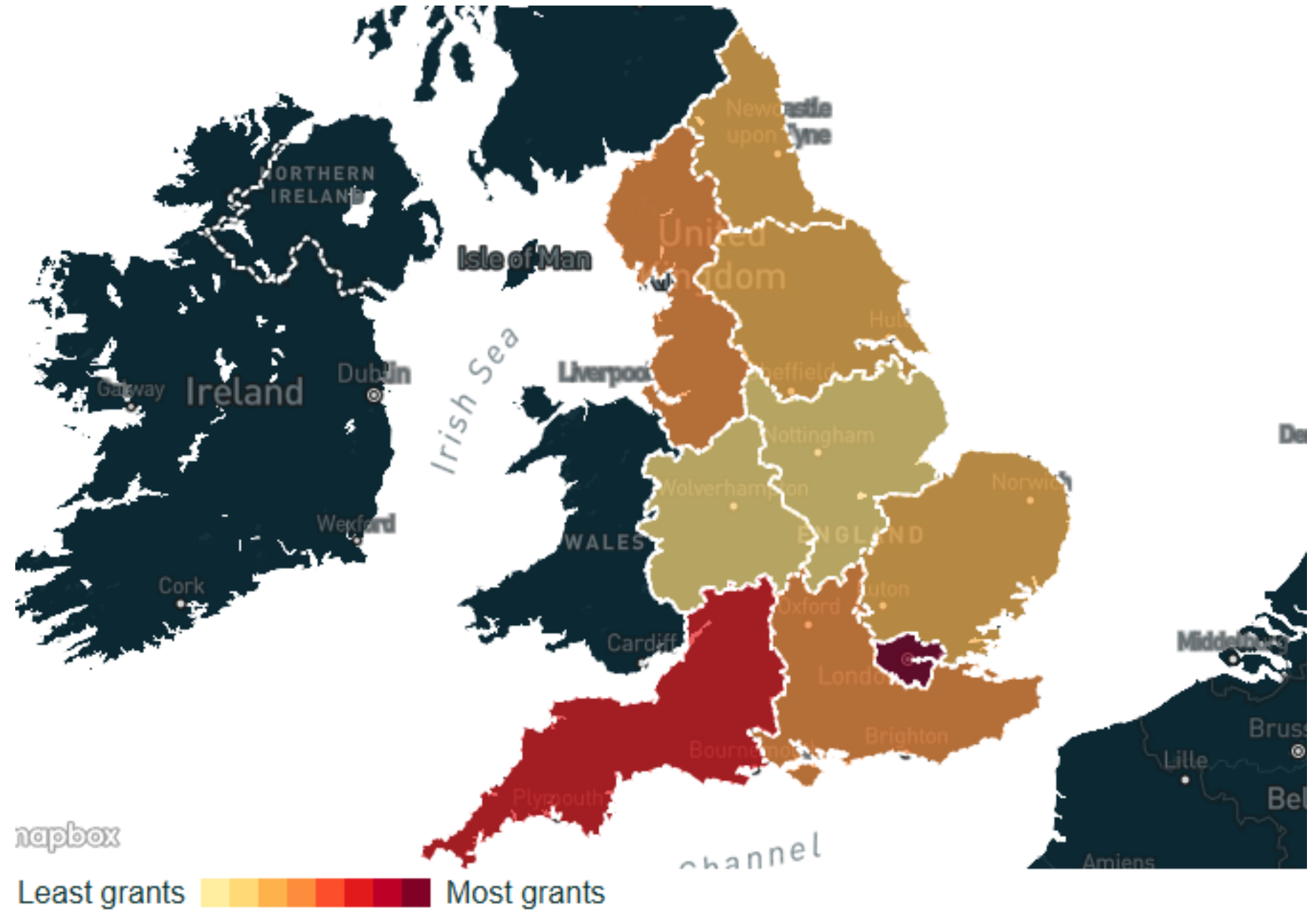
Youth Projects – Number of Grants (General funders)

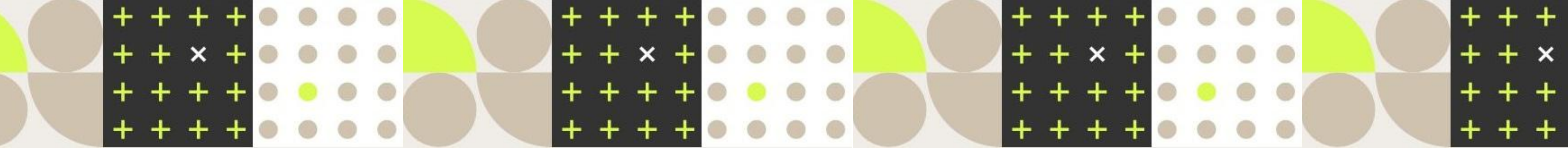
Award date (21,149 grants)





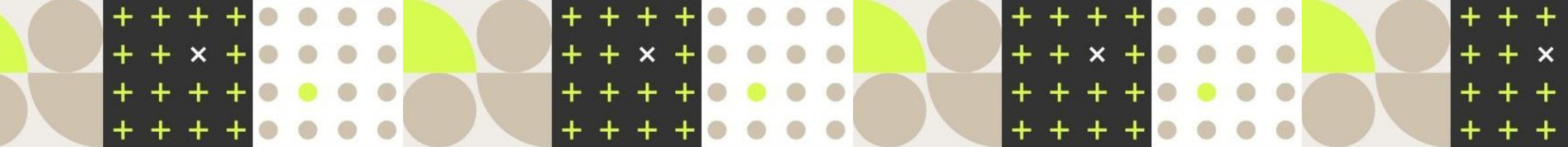
Youth projects – Location of grants (General grantmakers)



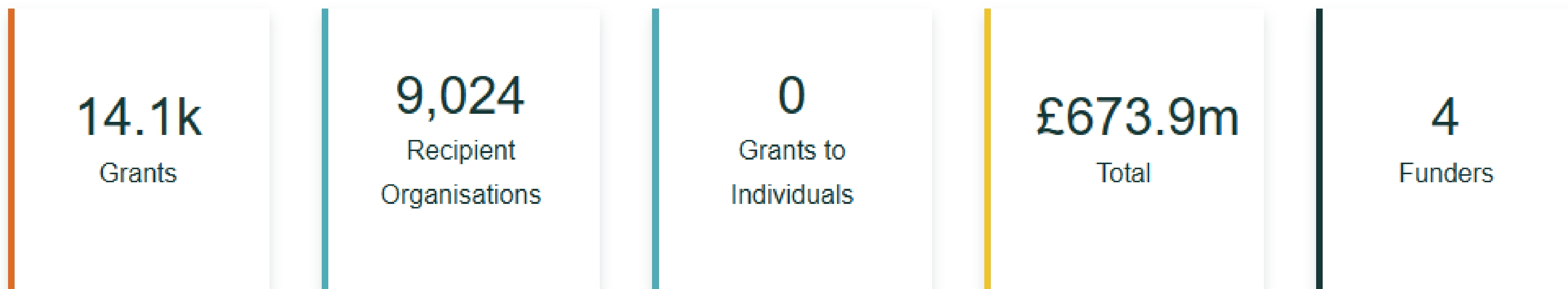


Youth projects – Recipients (General grantmakers)

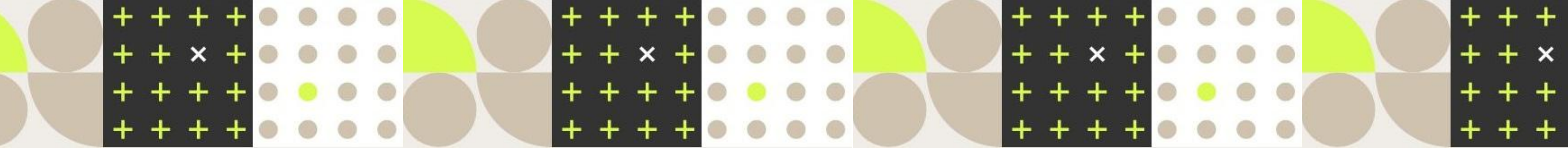




Youth projects – In numbers (Lottery funders)*

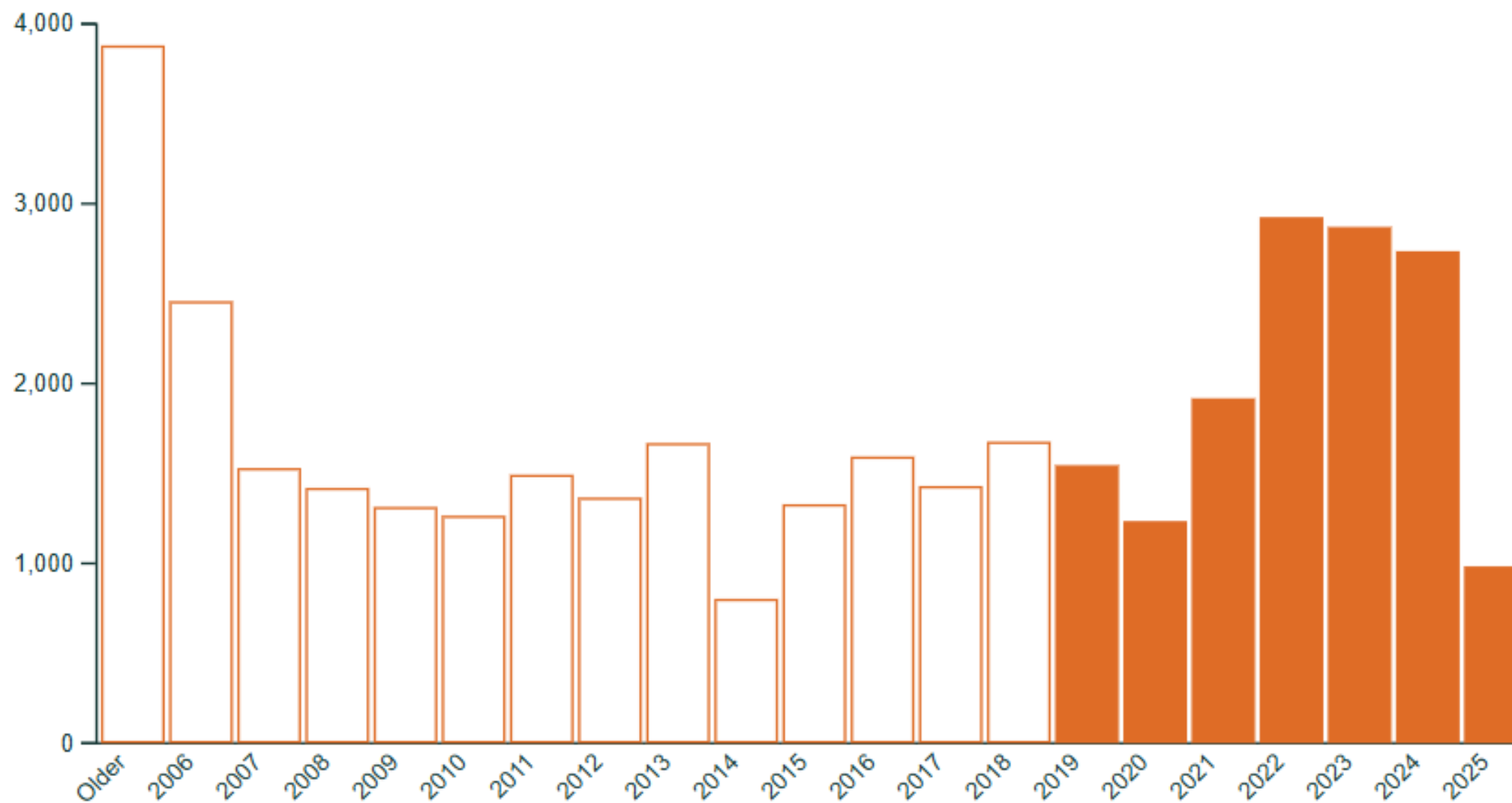


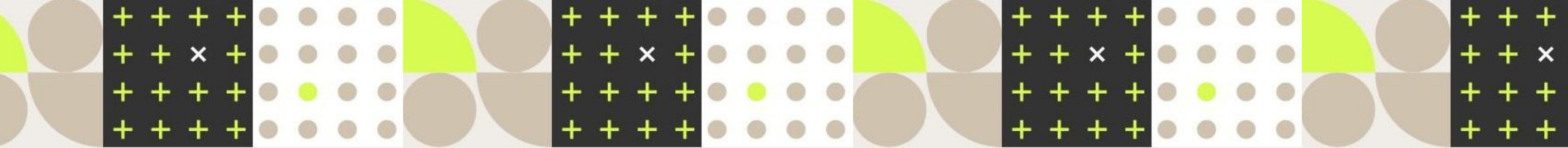
* GrantNav 360 Giving



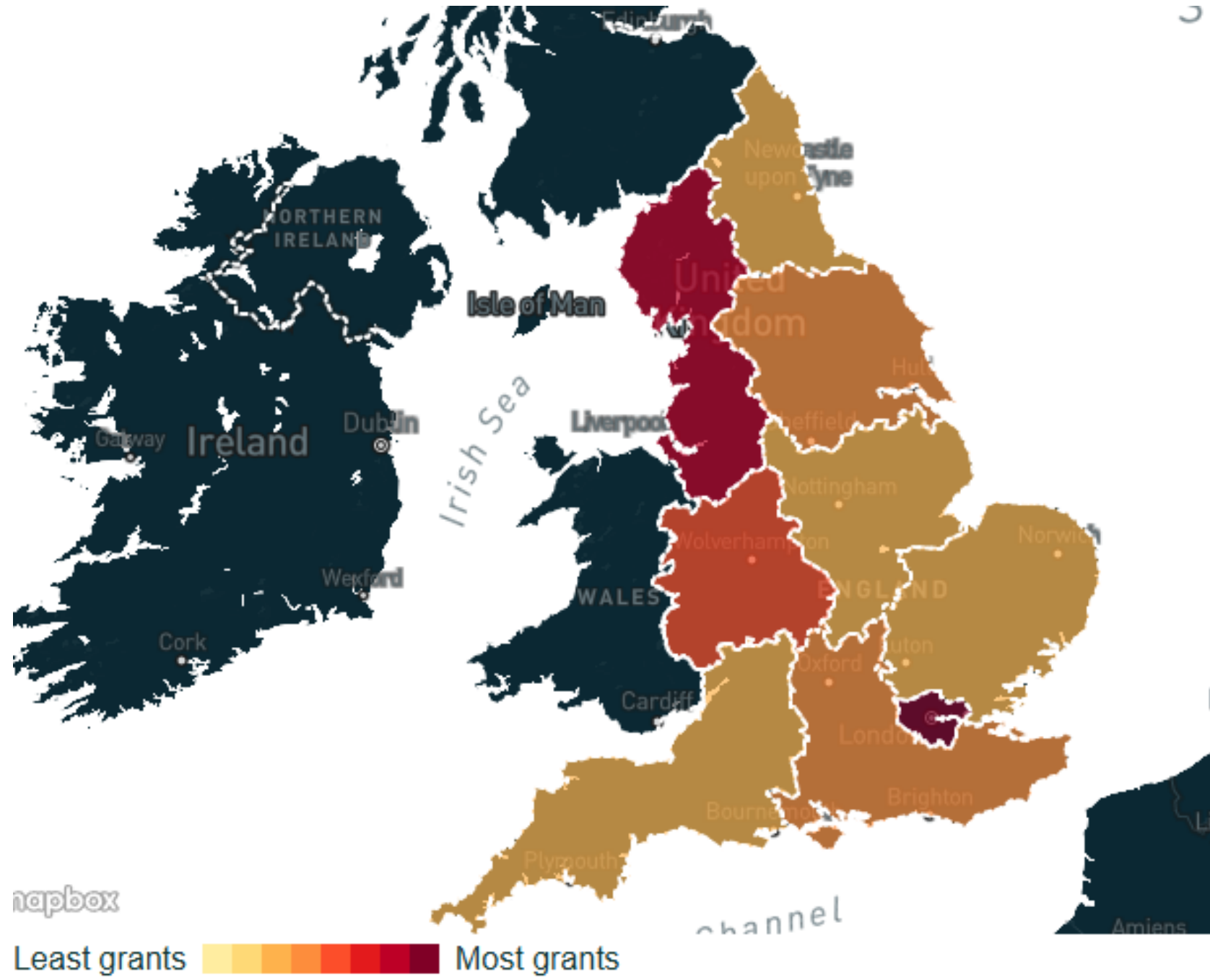
The general context – Number of Grants (Lottery funders)

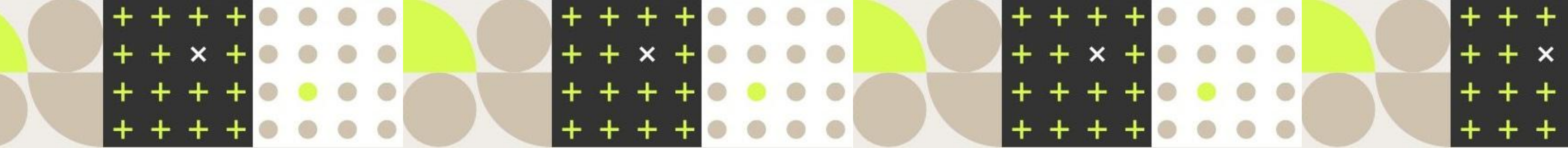
Award date (14,123 grants)





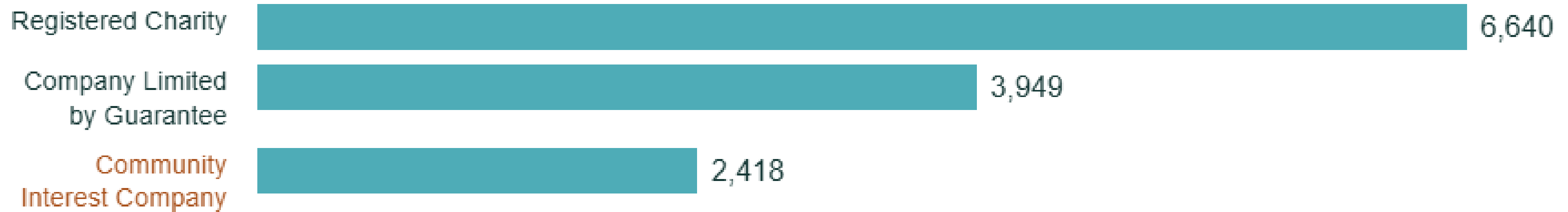
The general context – Location of grants (Lottery funders)



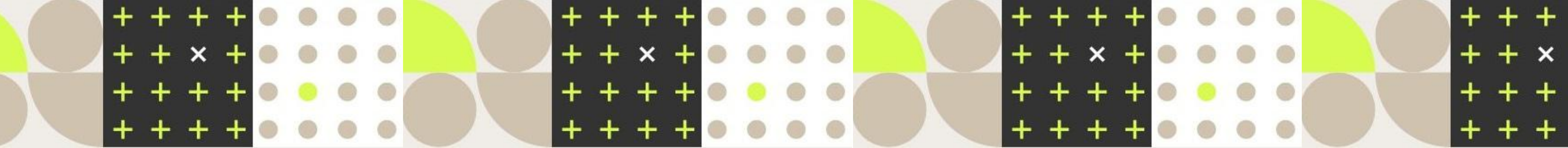


Youth projects – Recipients (Lottery Funders)

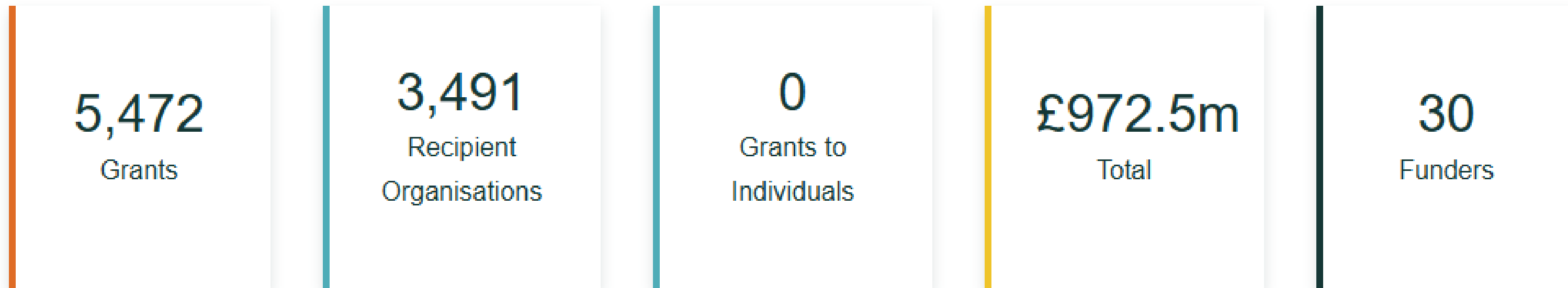
Recipient organisation type (13,223 grants)



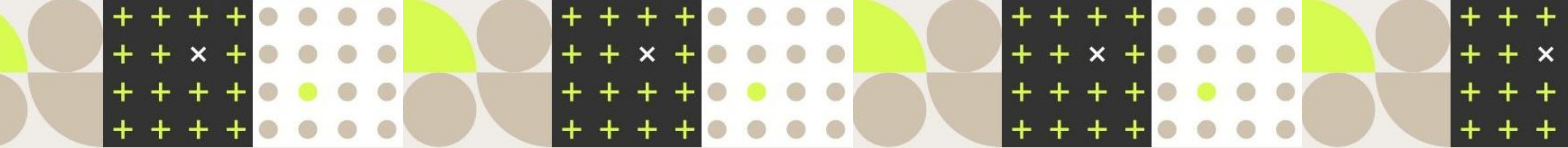
* Circa 3000 of the limited companies funded were also registered charities



Youth projects – In numbers (Government)*

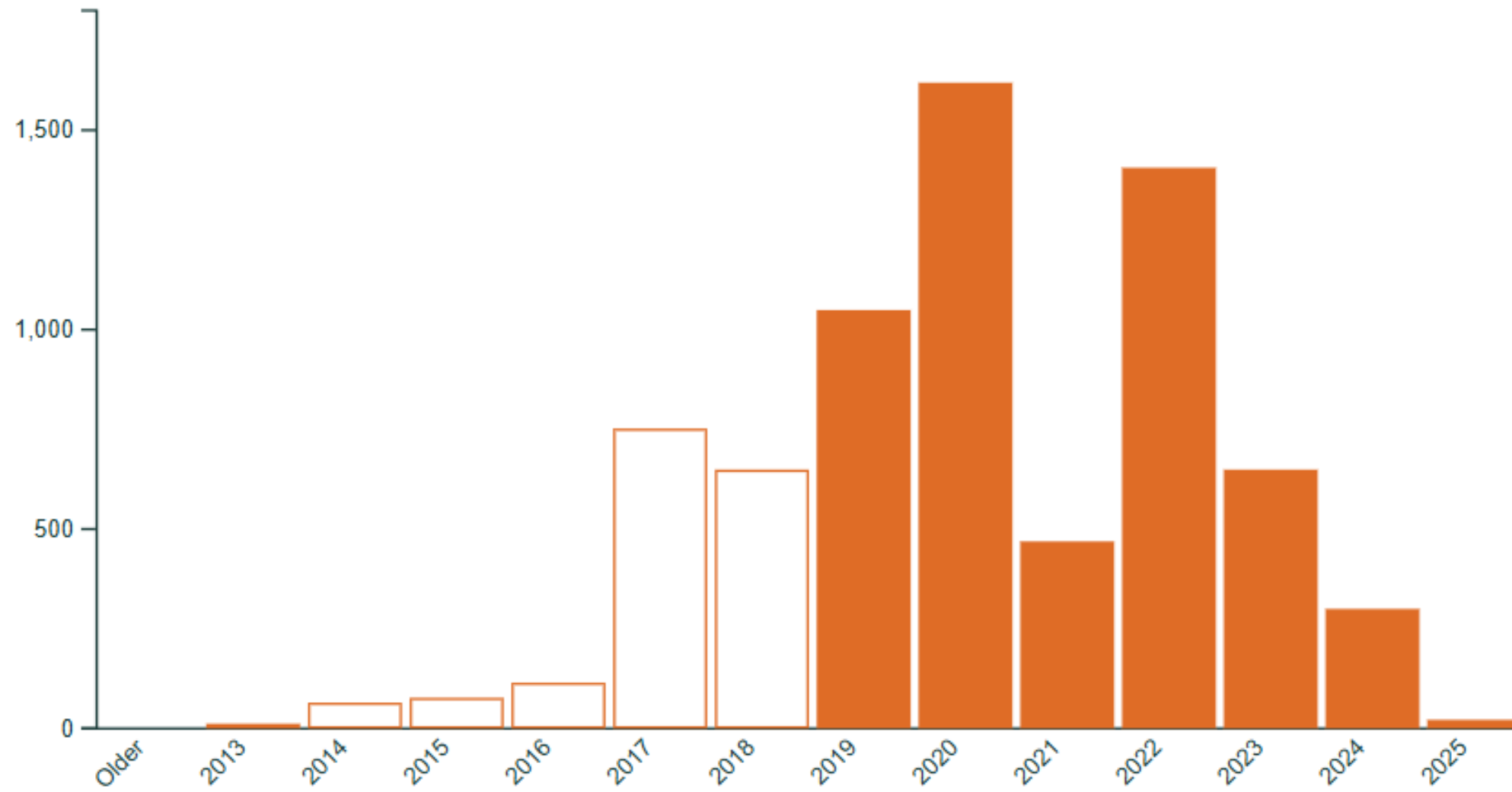


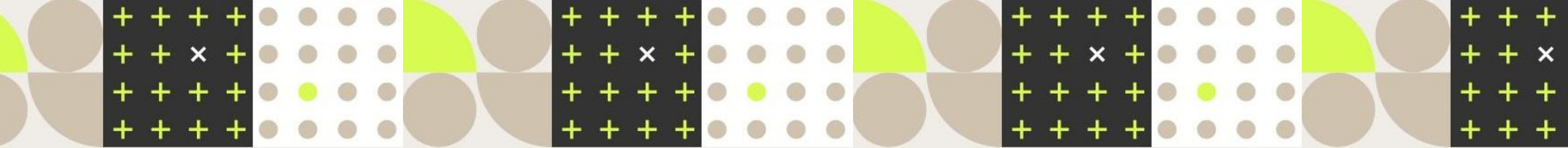
* GrantNav 360 Giving



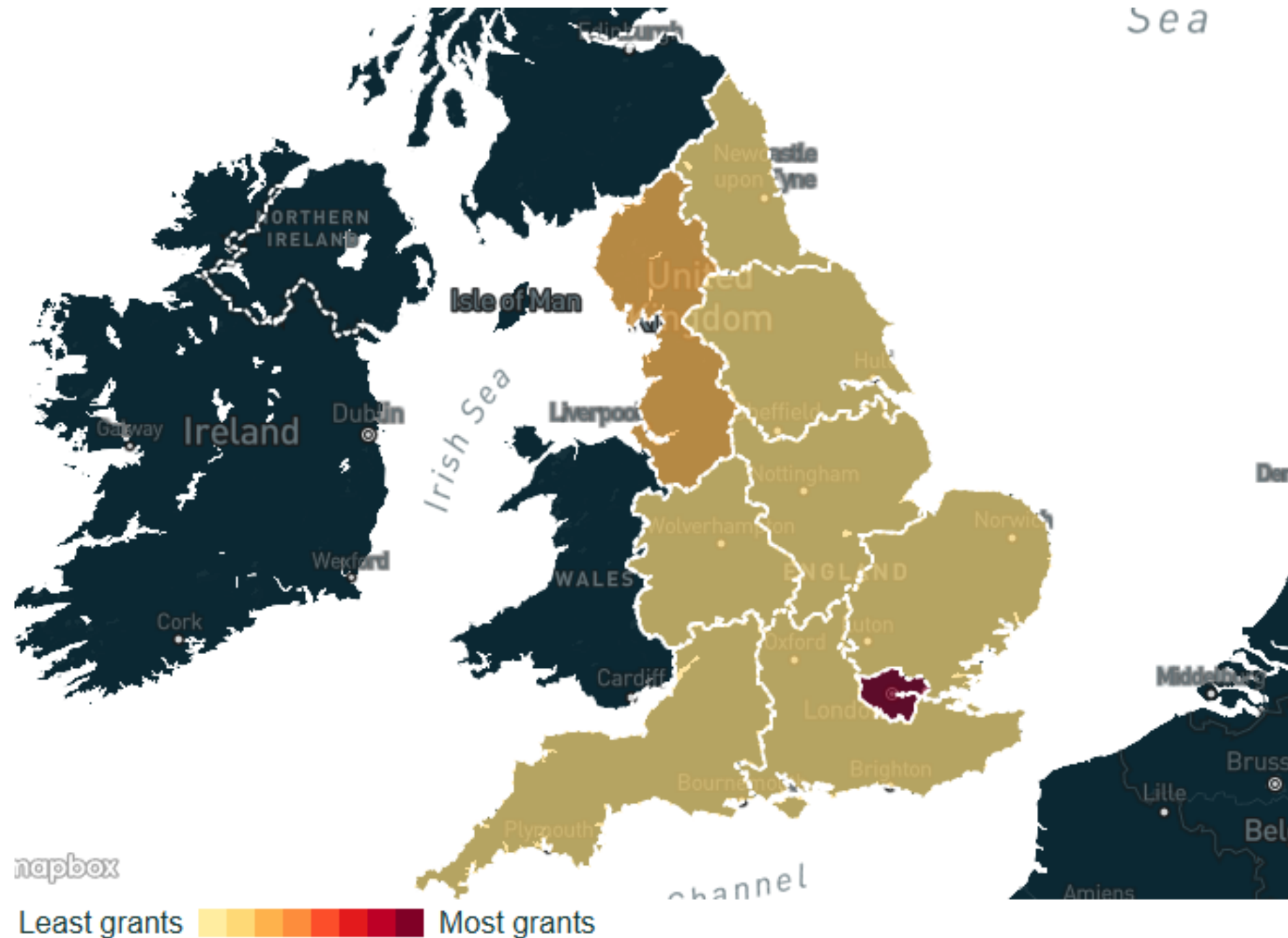
The general context – Number of Grants (Government)

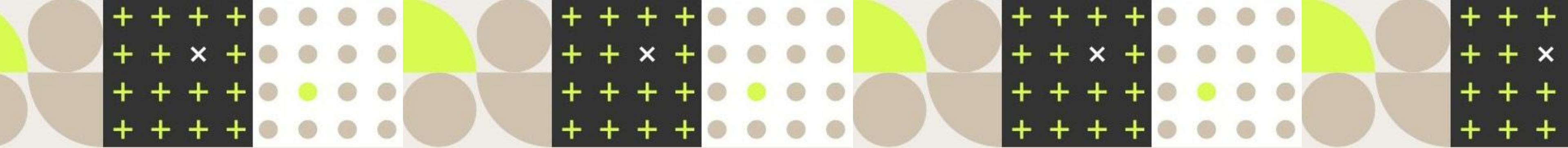
Award date (5,472 grants)





The general context – Location of grants (Government)

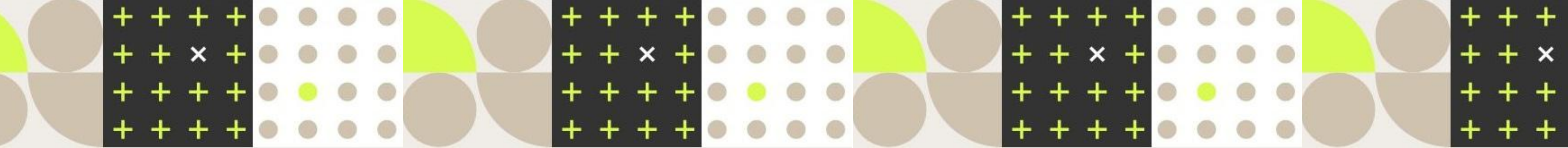




Youth projects – Recipients (Government)

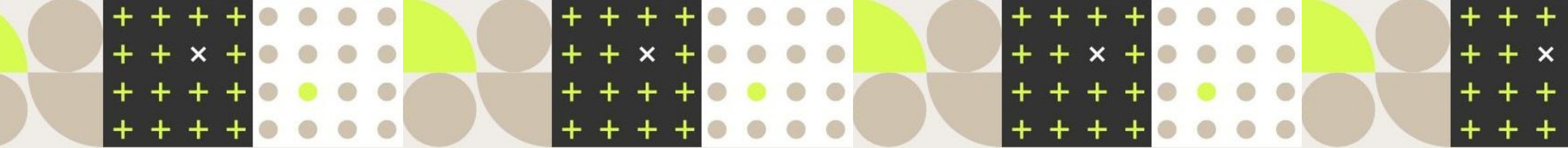
Recipient organisation type (5,595 grants)





The wider fundraising context

- More specific calls around theme, leadership and demographics – reflecting a wider move to define strategy within the larger funders
- Increasing focus on understanding of need
- Increasing focus on leadership by the people experiencing need
- Shorter call windows for EOI



National funders – Local approaches

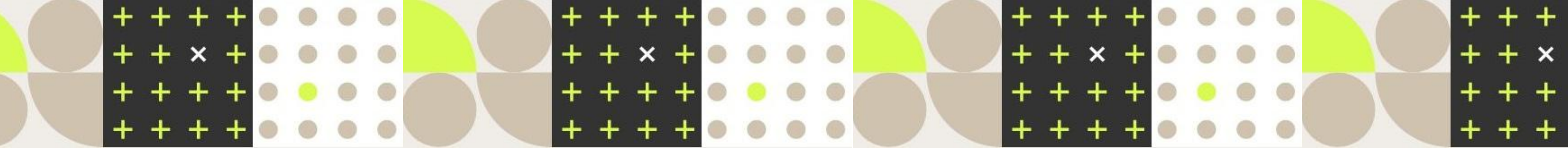


Children in Need publishes a thematic and geographic approach to each part of the country. For example in the North West this is:

Priority themes:

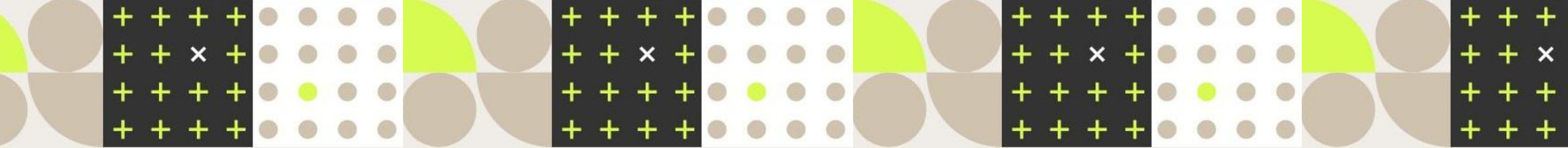
- children and young people who have been criminally exploited are vulnerable to violence
- children and young people with experience of care
- children and young people affected by domestic abuse

Priority places: Tameside, Bolton & Rochdale (Greater Manchester), Burnley and Pendle (Lancashire)



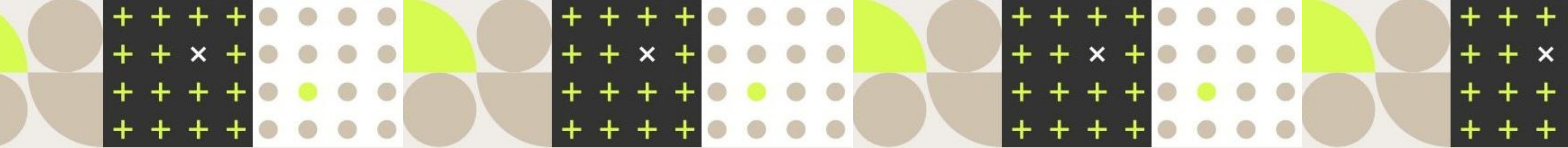
The general context – Commissioning

- In February 2025, central government issued new guidance for public sector commissioners, requiring them to “maximise procurement spend” with voluntary, community and social enterprise (VCSE) organisations.
- The Cabinet Office’s procurement policy statement states that all central government departments must set a two-year direct spending target with the VCSE sector by 1 April 2026



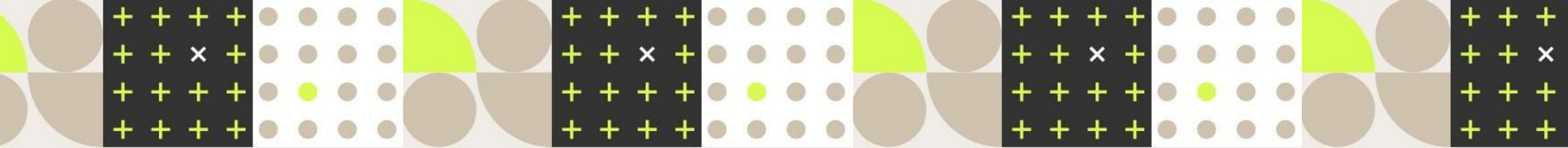
The general context – Commissioning

- Many Local Authorities and the NHS (regionally and locally) are working on their procurement processes with the intention of making procurement more accessible to VCSE organisations
- Much of this work is likely to be delivered by partnerships and local consortia. It is critical to understand the landscape and build the right relationships and reputation.



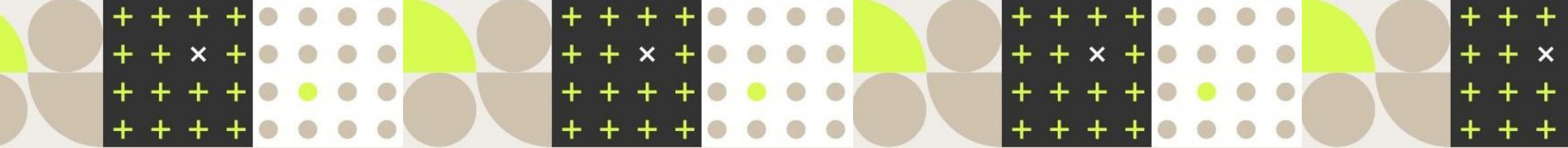
The general context – Giving

- The number of young donors has dropped by a third since 2017.
- Only half of people gave to charity in the last 12 months.
- Fewer people than ever are giving to charity
- Volunteers are most likely to give up their time for children and young people.



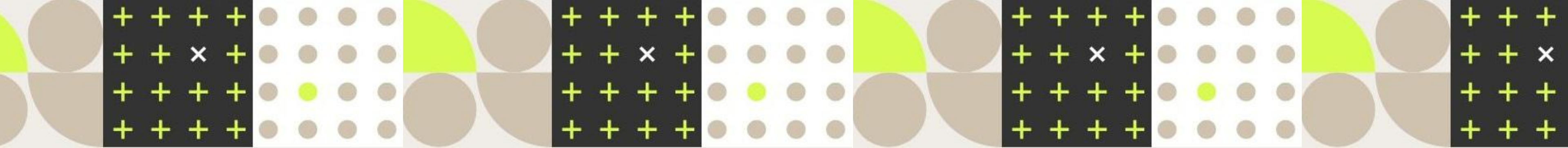
The general context – Corporate Giving

- Total donations by the FTSE 100 fell slightly to £1.82 billion in 2023.
- Adjusted for inflation, this represents a decline of 8.3% year on year.
- Beyond the FTSE 100, 75% of UK businesses did not support charities in 2023



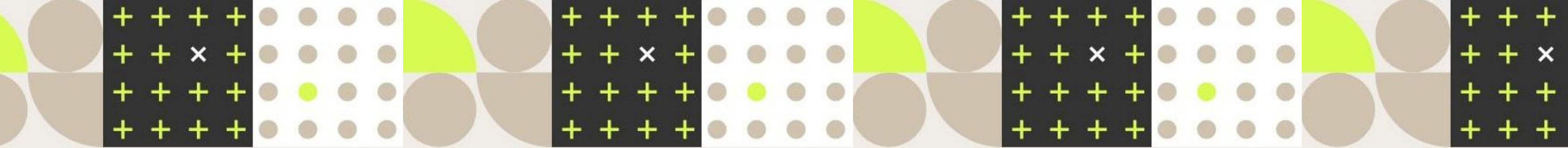
Where to put time and energy – Top tips

- Keep your finger on the pulse – Understand the new strategies of funders, ensure you are receiving their information in a timely fashion
- Have a plan!
- Make income generation the responsibility of your whole team
- Develop your funding case – need, effectiveness, impact
- Consider your legal structure



Where to put time and energy – Top tips

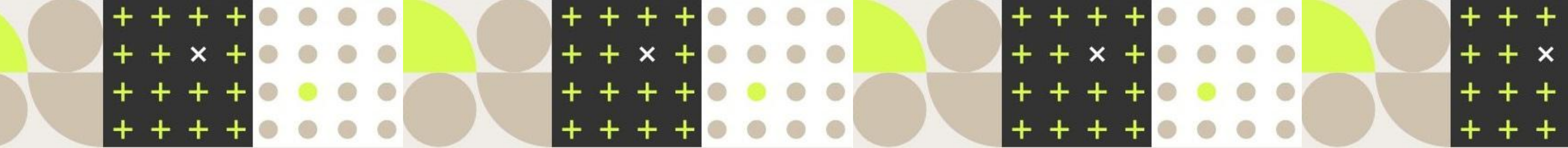
- Look at developing youth leadership
- Diversify your income streams
- Diversify your fundraising portfolio – trusts and foundations
- Increase trading activity
- Spend time building new relationships – with partners, commissioners, funders



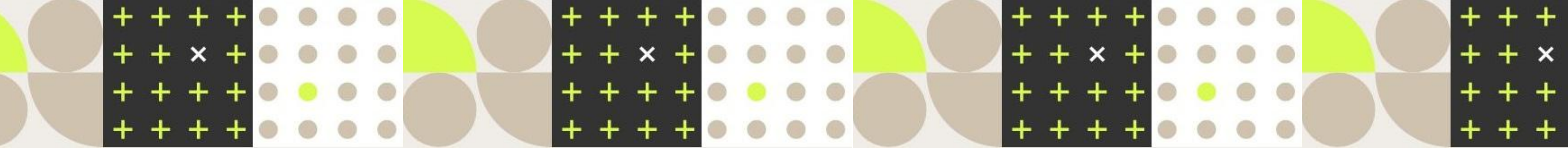
One small step...

In small groups think about the small thing that you could change / do right now to improve your income resilience.

- What do you need to do?
- What might stop you from doing it?
- How could you overcome those barriers?

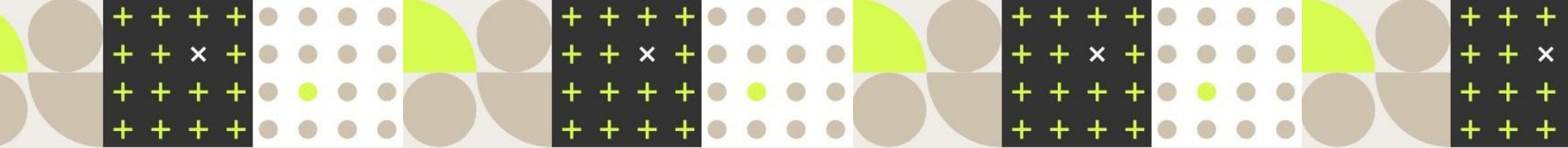


Reflections and questions



Three steps to success

- Plan your income profile in line with local, regional and national opportunity
- Invest time and resource into the plan
- Invest time and resource into relationships and collaboration.



Questions and discussion