



Meet The Funders 2026

What's in your toolkit?

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Headlines - Published June 2025 UK Grantmaking

- Over 14,000 UK grantmakers provided **grants worth over £23 billion** in 2023-24 (Trusts and Foundations, Lottery, Donor Advised Funds, Charities)
- Grantmaking by Trusts and Foundations **increased by 12%** compared to the previous year to £8.2bn.
- Largest 300 Trusts and Foundations provided grants of over £6 billion in 2023-24, an **increase of 16% from the previous year**
- Total grantmaking published by the government for the year was £29.2bn (2022-23: £42.5bn)

BUT - it can feel very different on the ground day-to-day! How do you stay informed?



Funder Success Rates List - Lucy Stone

- Shared a LinkedIn post in July about funder success rates. It really took off!
- I started a google sheet here <https://tinyurl.com/Funder-Success-Rates>
- Launched with 9 funders/ grant programmes - now has 116.
- You can submit updates for join the mailing list here <https://tinyurl.com/FSRMailingList>

The headline numbers

From the data collected so far:

- Range: 0.5% to nearly 100%
- Median success rate (applications): ~16–17%
- Mean success rate: ~27% (skewed upward by a small number of high performers)

First 100 funders data



The range is wild. Not a neat bell curve. You're seeing extreme variation.

- 25% of listed funders sit below ~9%
- 25% sit above ~40%

Two-stage processes don't magically fix the odds. Where you do have EOI / first-stage:

- Average first-stage success: ~24%
- Median closer to ~12%

Tracking grant-making changes from Trusts and Foundations in the UK

- **Total funder changes:** 118 (2024) → 459 (2025) (*almost 4x increase*)
- Restructured: 32 → 110
- Paused: 32 → 108
- Spend out: 10 → 33
- Not open to unsolicited applications: 3 → 32
- “One to Watch”: 0 → 31
- 27 closed fully

Some increase reflects better data capture - but the scale still signals real sector change.

<https://the-list.uk/>

A clear breakdown of return on investment (ROI) across fundraising methods.

Total ROI across **all respondents**

- £7.90 (£8.61 in 2021)
- £5.52 average for £1mill+ charities (£8.07 2021)
- £11.44 average under £1mill charities (£9.27 2021)

Trusts and Foundations: £9.20 in 2025 (£10.69 2021)

Note: 2021's figures included emergency covid funding

<https://larkowlnestegg.substack.com/p/fundraising-rois-2025>

Insight and benchmarking reports focused on trusts and foundations

- **The UK Trust Funding Landscape 2026** – A full-sector analysis of UK grant-makers, showing how funding is concentrated, competition varies by sector, and where money is actually flowing.
- **New vs Closed Funders 2020–2026 Review** – Tracks funder openings and closures since 2020, revealing a shift towards fewer but larger funders and overall growth in total grant spend.
- **Trustee Board Size & Charity Income Growth 2026** – Examines how board size relates to income growth, finding smaller boards (6–8 trustees) are significantly more likely to achieve stronger financial performance.
- **The UK Animal Charity Sector 2026** – A deep dive into the animal charity landscape, highlighting a small but highly dedicated funder base and heavy reliance on legacy income.

<https://grantedgiving.co.uk/insight-and-benchmarking-reports/>

Caroline Richardson – Ultimate 2025 Fundraiser Resource Library

<https://larkowlnestegg.substack.com/p/ultimate-2025-fundraiser-resource>

A curated collection of tools, guides and thinking from across the sector

Michelle Benson – LinkedIn support

<https://www.linkedin.com/in/michelle-benson-creates-digital-pipelines/>

Practical advice on using LinkedIn well and connecting with Trusts and Foundations

Fundraising Everywhere

<https://www.fundraisingeverywhere.com/?ref=10225>

Regular conferences, webinars, podcasts and sector conversations.

Charity Excellence Framework

<https://www.charityexcellence.co.uk/>

A free, comprehensive toolkit covering funding, strategy, governance and operations - particularly helpful for small charities needing quick, practical support.

UK Grantmaking

<https://www.ukgrantmaking.org/>

Definitive annual publication on grant funding in the UK.

Institute for Voluntary Action Research (IVAR)

<https://www.ivar.org.uk/>

Research and guidance on funding relationships, open grant-making and working better with funders. Open & Trusted Grantmaking commitments.

Joseph Rowntree Foundation

<https://www.jrf.org.uk/>

In-depth research on poverty and inequality - useful context when framing need and aligning with funder priorities.



Facebook Community

- **Fundraising Chat**
www.facebook.com/groups/FundraisingChat
- **Trust Fundraising Hub**
www.facebook.com/groups/trustfundraisinghub
- **Sussex Fundraisers Groups**
www.facebook.com/groups/sussexfundraisersgroup/