

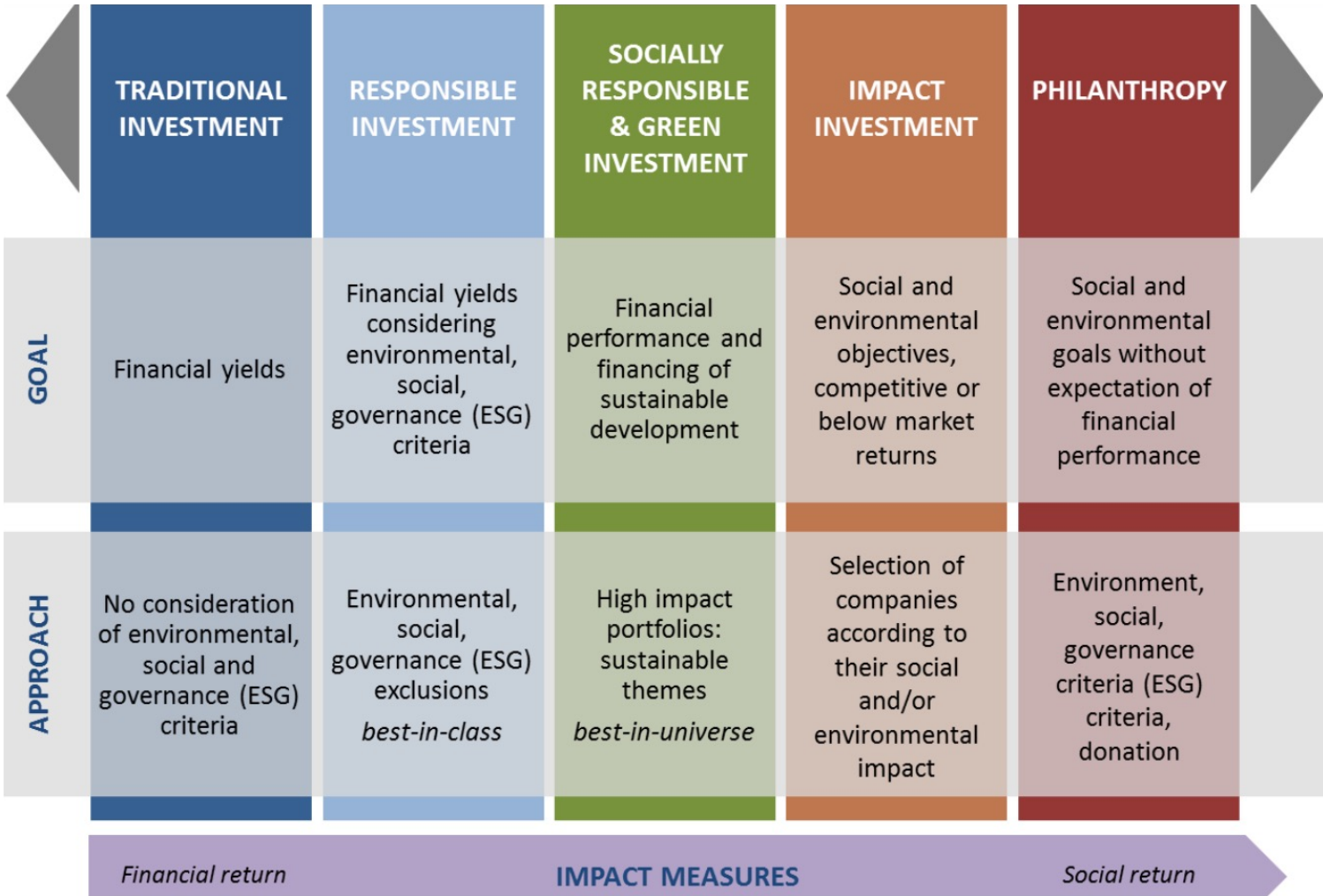


International Trends and Learnings in Fundraising

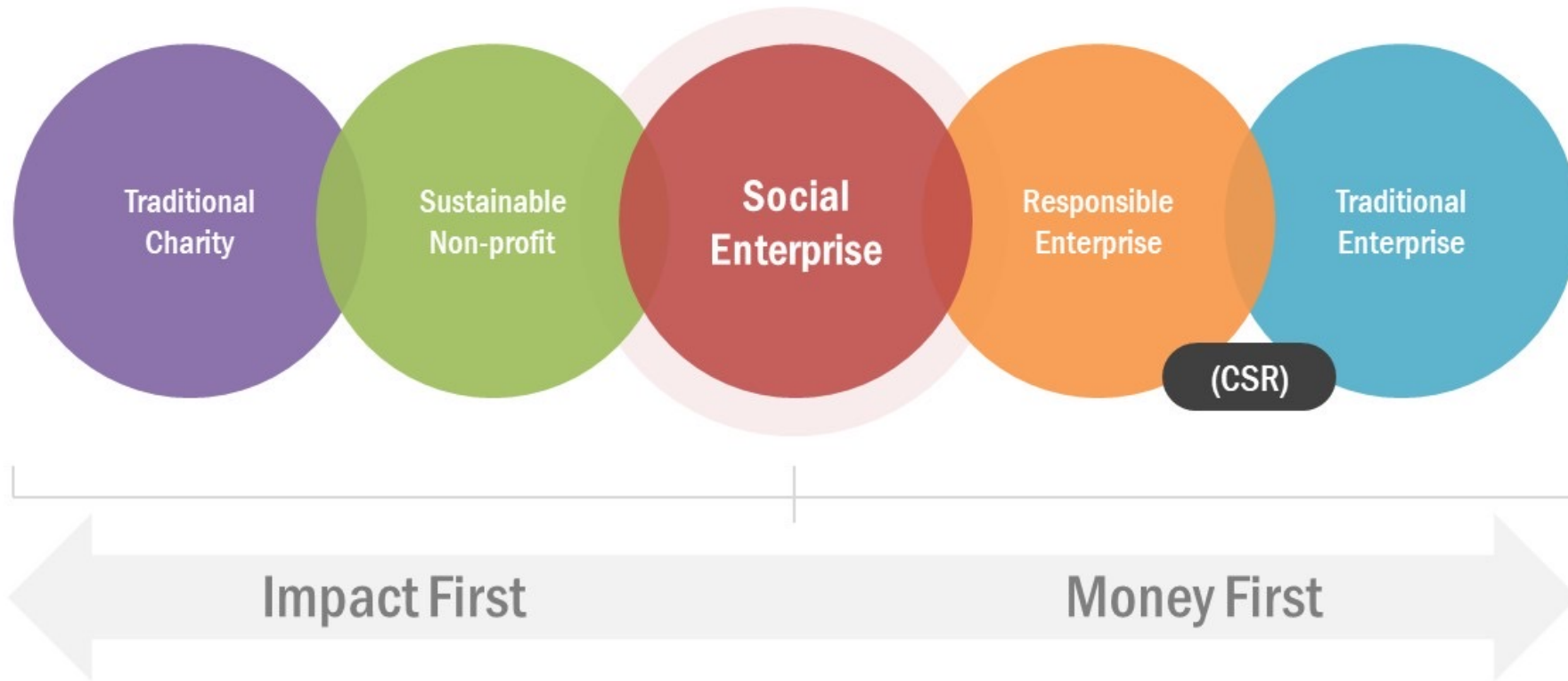


**The world has changed.
And so has resource mobilisation!**

Alternative Financing models



The New 'NGO'



THE SPECTRUM OF FINANCING SOCIAL ENTERPRISES

Purely Philanthropic

Purely Commercial



TRADITIONAL

Providers

- Individuals
- Foundations
- Governments

Instruments

- Grants
- Donations
- Subsidies

Instruments

Repayable Loans

Debt/Equity Investment

Providers

Financial Institutions

Venture Capitalists

NOVEL

Providers

Individuals

Private Foundations

Governments

Instruments

Crowdfunding

Quasi-equity

Impact Investing

Social Impact Bonds

Providers

Social Investors

Income Diversity: end dependency on few large donors



Local vs International

Short term vs Long term

Restricted vs Unrestricted

Grants vs sustainable financing models

Not 1 size fits all....

Key Challenges for Civil Society in the New Philanthropy & Finance System

From grants → catalytic capital. Philanthropy increasingly used to **de-risk large-scale investment flows**

From Western-led aid → multipolar financing. Growth of **regional capital hubs (Asia, Gulf, Latin America, Africa)**

From funding outputs → financing systems Focus shifting to: leverage; scale; outcomes; blended structures

The system is becoming more efficient at mobilising capital, but not necessarily better at protecting civic space, equity, and independent voice

1. Shrinking “core unrestricted” funding

Shift from **grants → blended / project-tied finance**

2. Financialisation of impact (measurement pressure)

Difficult-to-measure work (rights, democracy, community trust) is **systematically underfunded**

3. Power shift toward capital holders

Decision-making increasingly concentrated in: family offices; development finance institutions (DFIs); philanthropic intermediaries.

CSOs often have **less agenda-setting power than capital allocators**

4. Blended finance complexity barrier

CSOs face increasing complexity: legal structuring; co-investment requirements; compliance-heavy funding models

5. Geopolitical and aid volatility

Funding becomes **less predictable and more politically conditional**

6. Localisation gap (promise vs reality)

Strong rhetoric on “local leadership” in Africa and Latin America
Local CSOs remain **subcontracted rather than empowered**

7. Mission drift toward market alignment

Pressure to align with: “investable” themes (climate, fintech, scalable health)

8. Accountability gap in blended systems

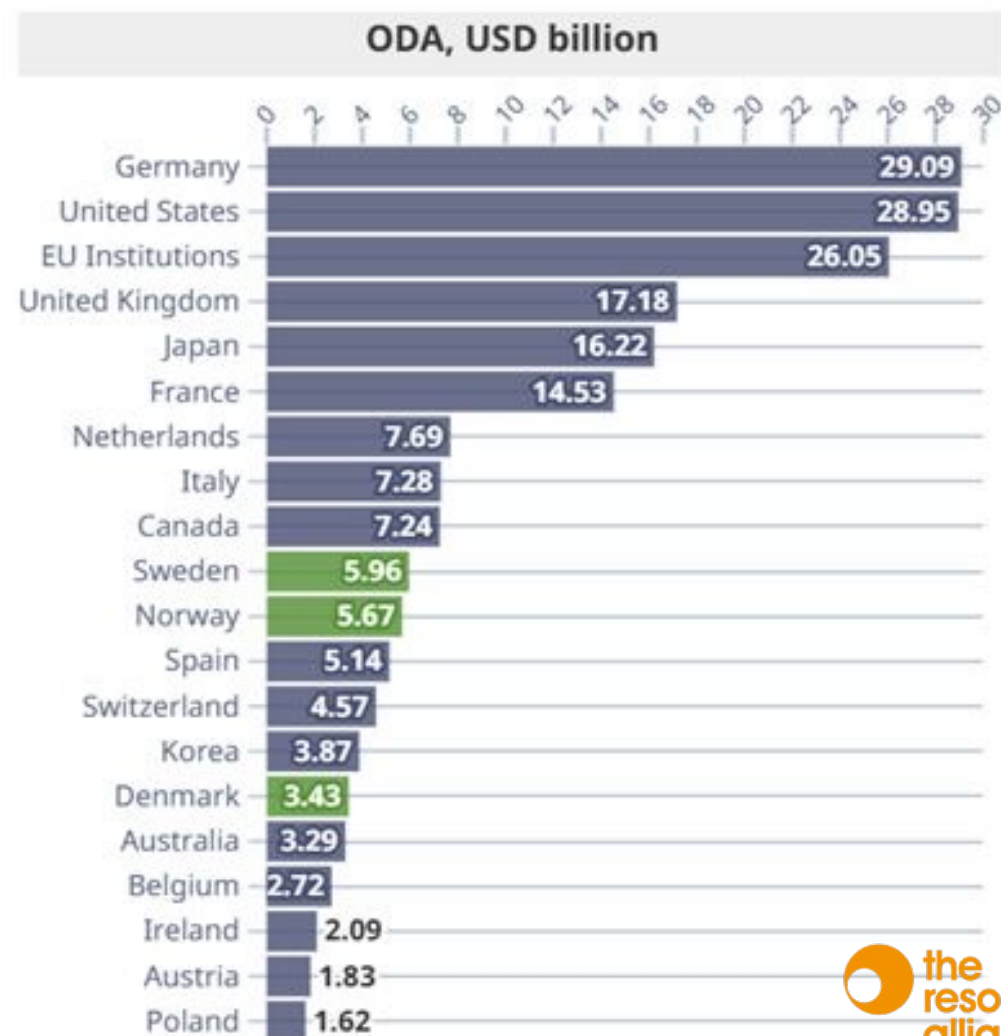
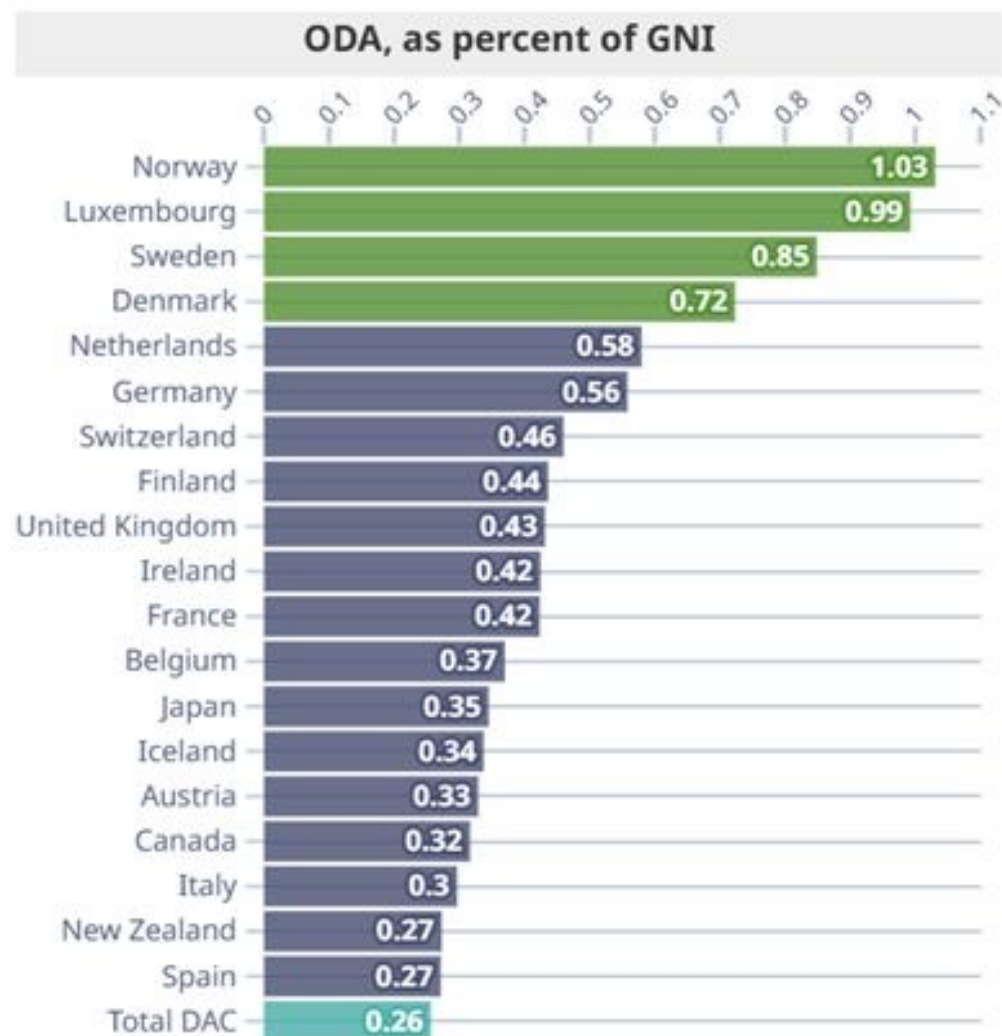
Multiple actors in capital stack (donors, investors, DFIs, intermediaries)
Blurred accountability: who is responsible for outcomes? who answers to communities?

Reclaiming Power and Purpose - together

Civil society roles include:

- **Watchdog:** holding institutions to account, promoting transparency and accountability
- **Advocate:** raising awareness of societal issues and challenges and advocating for change
- **Service provider:** delivering services to meet societal needs such as education, health, food and security; implementing disaster management, preparedness and emergency response
- **Expert:** bringing unique knowledge and experience to shape policy and strategy, and identifying and building solutions
- **Capacity builder:** providing education, training and other capacity building
- **Incubator:** developing solutions that may require a long gestation or payback period
- **Representative:** giving power to the voice of the marginalized or under-represented
- **Citizenship champion:** encouraging citizen engagement and supporting the rights of citizens
- **Solidarity supporter:** promoting fundamental and universal values
- **Definer of standards:** creating norms that shape market and state activity

Official development assistance (ODA) in 2025, by members of the Development Assistance Committee (preliminary data)



Swiss Donation Market 2024 Key Results

Overview: 82% of Swiss households donated in 2024, showing a recovery compared to the previous year(+14%). However, the median annual donation per household dropped significantly by 25% to CHF 300

Motivation Main drivers: solidarity (93%), belief in a cause (91%), and desire to make an impact (83%)

Trust & Reputation: 91% consider NGOs important, but 66% express concerns about transparency in the donation sector

Loyalty: 73% of donors consistently support the same organizations.

In 2025:



The British public donated an estimated £14 billion.

This is a decline from £15.4 billion in 2024 and is the first decrease in total giving since 2021. The decrease is driven by lower average donations in 2025 (£65, down from £72 in 2024).



Direct debit and standing order remain the most popular ways to give.

Around a fifth of all donations are made by direct debit or standing order, although an estimated 2.8 million people cancelled one of these regular donations in 2025. Nearly a third of donors are still giving in cash.



One in five people say they cannot afford to give to charity.

Lack of affordability is the main reason people do not donate, and is common across all demographics. Among those who did not donate, 28% overall suggested they were not interested in charities — rising to half (49%) of those who are higher and additional rate taxpayers.

Over the last 10 years:



There are six million fewer donors compared to 10 years ago.

Since 2016, the number of charity supporters has dropped by an estimated six million people. The decline was steepest during the pandemic, with a cumulative loss of nearly four million donors throughout 2020 and 2021.



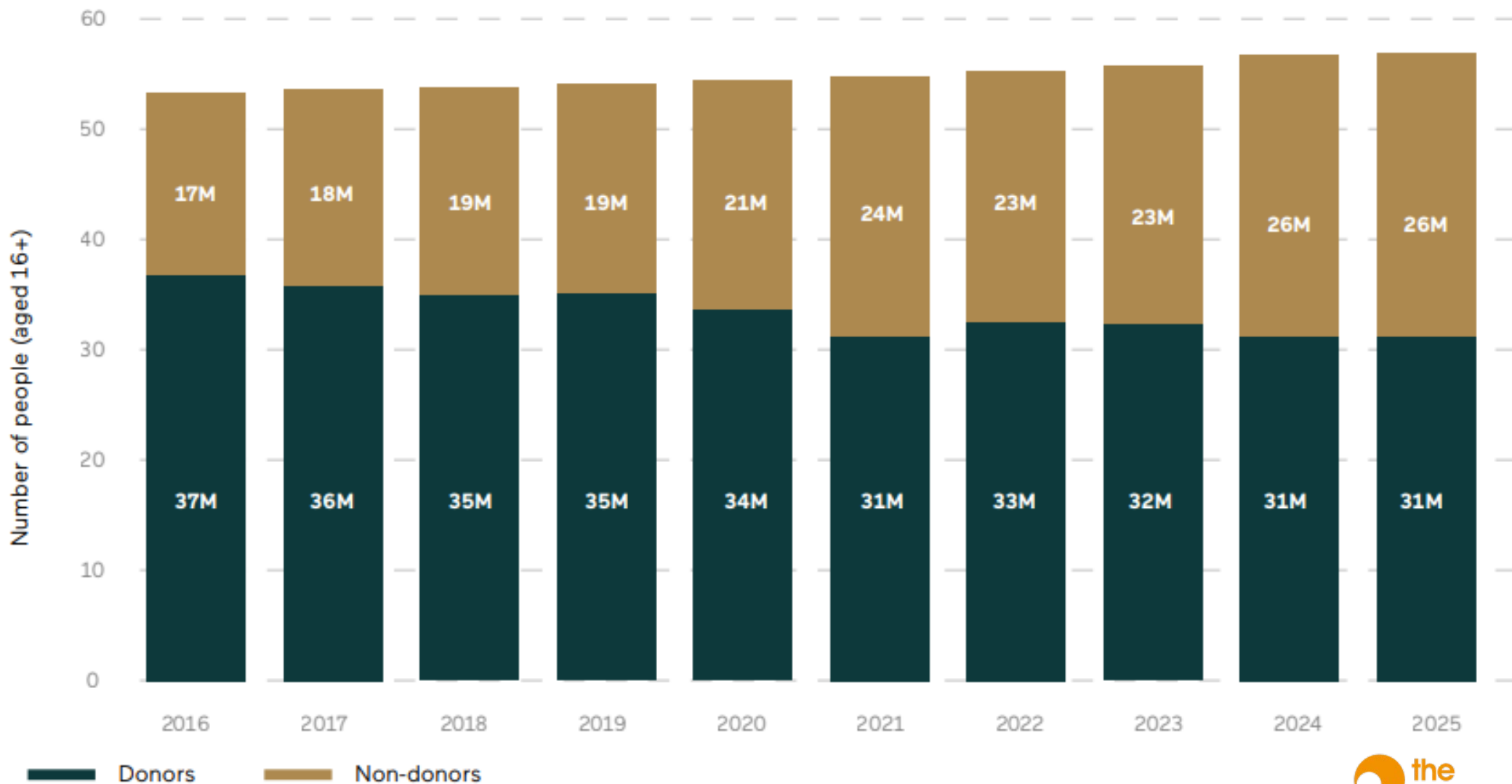
The decline in donors has cost charities an estimated £12.4 billion.

If the public had continued to give each year at the same rate as they did in 2016, an estimated £12.4 billion more would have gone to charities. This is on par with a year's worth of giving.



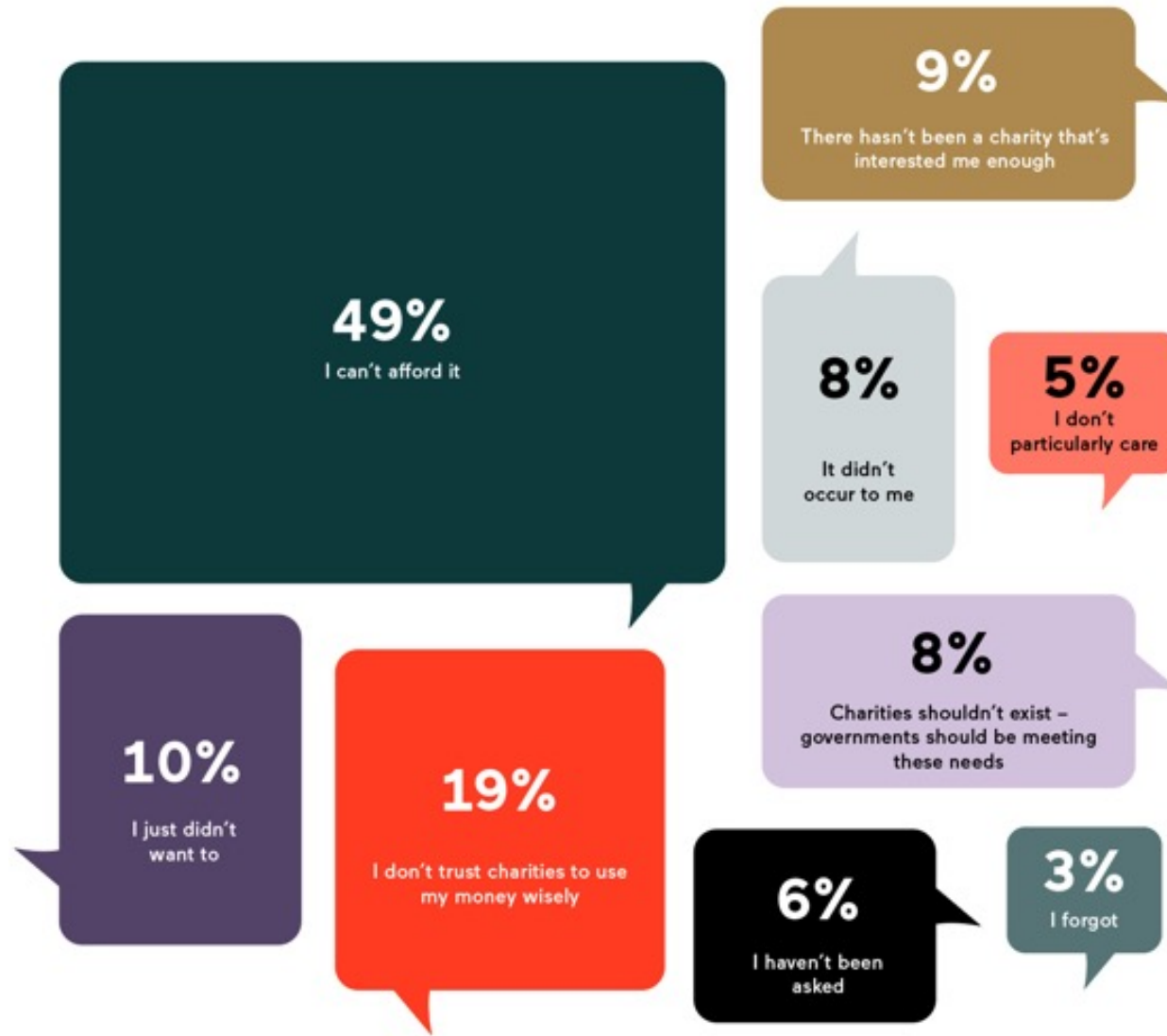
A drop in donors to overseas aid means total donations to the cause have declined in real terms.

Meanwhile, donations to charities supporting older people, children and young people, and people with disabilities, have outstripped inflation. This has been driven by larger value donations, rather than more donors.



The total number of people each year reflects the UK population aged 16+, taken from ONS mid-year estimates. The base for estimates is all of those surveyed for UK Giving each year, c. 12,000 per annum.

Main reasons for not donating to charity in the last 12 months



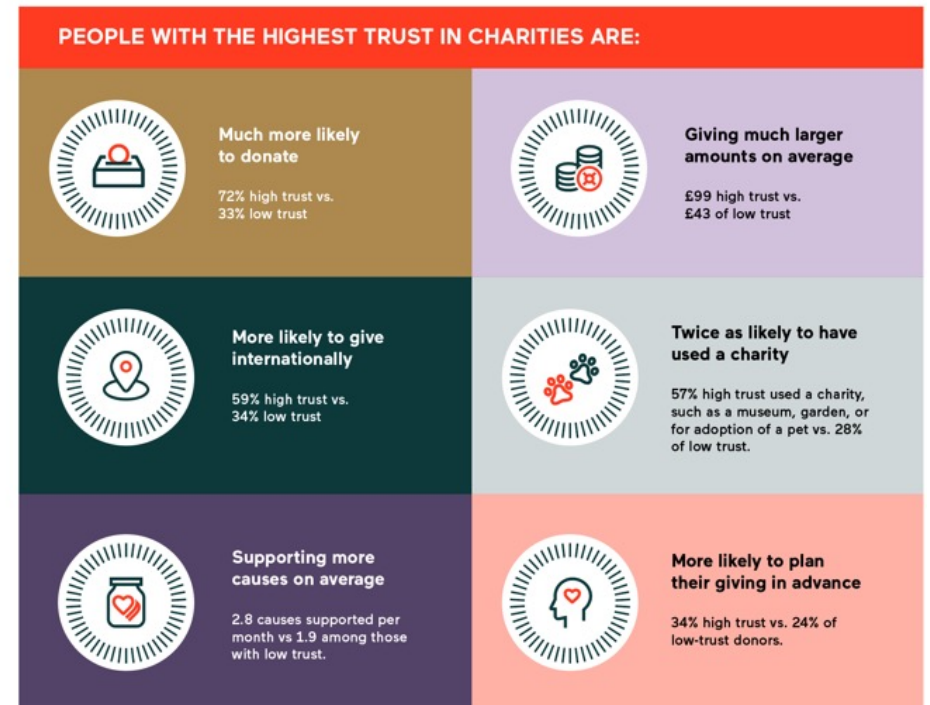
TRUST DRIVES INCOME

Trust changes giving behaviour.

People who trust charities are:

- Much more likely to donate.
- Give much larger amounts on average.
- Support more causes and give more widely.

How trust affects giving behaviours



High trust respondents said that they think most charities are 'very trustworthy'. Low trust respondents said they think most charities are 'not very' or 'not at all' trustworthy.

Motivations for donating

Figure 8. Reasons for donating in the last 12 months.

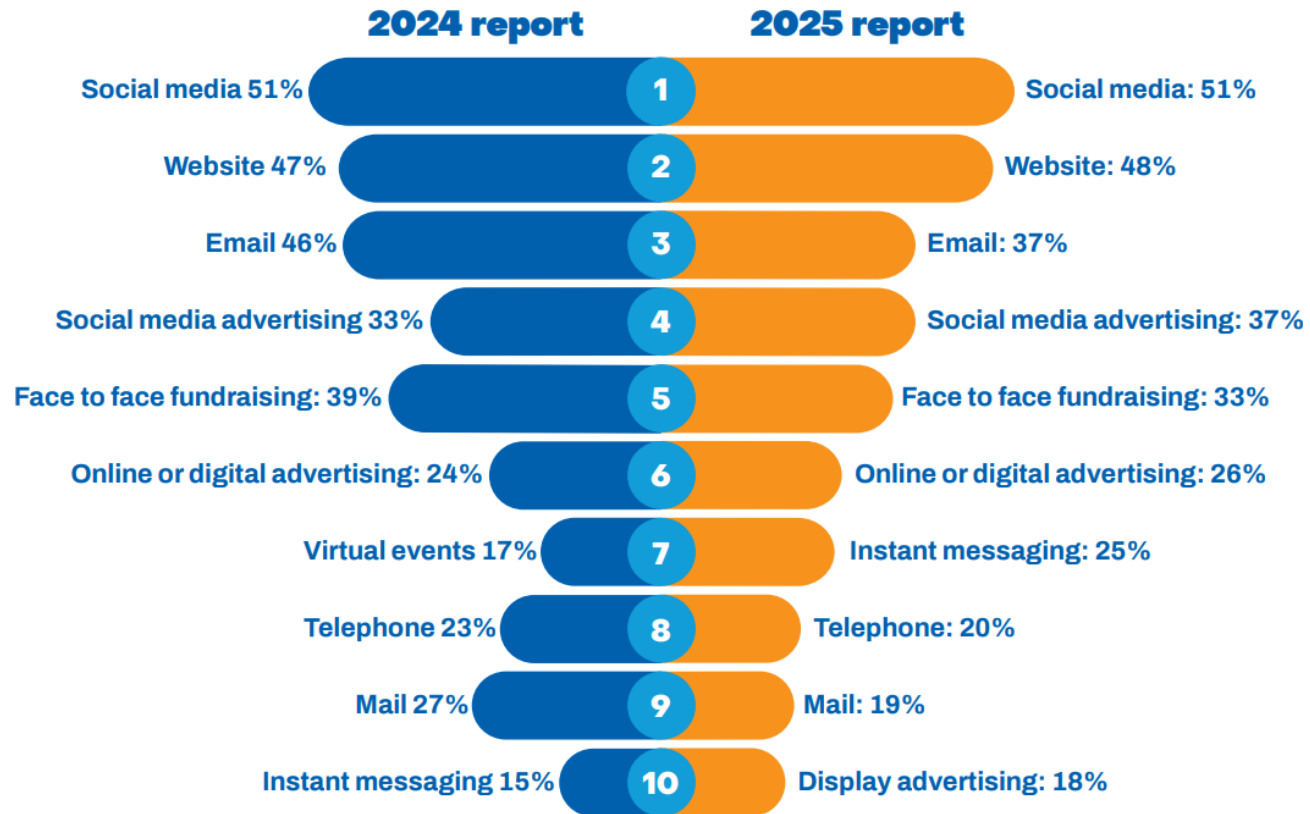
78%	HAD AN EMOTIONAL REASON (mentioned at least one)
58%	I care about the cause
38%	I want to help people less fortunate than me
36%	I trust the organisations I donate to
19%	It made me feel good
53%	FELT PART OF SOMETHING BIGGER (mentioned at least one)
34%	I felt my donation would make a difference
27%	I wanted to support my local community
9%	My religion encourages giving
35%	HAD A PERSONAL REASON (mentioned at least one)
24%	Because of the experience of a loved one, or in memory of a loved one
20%	Because of a personal experience
32%	GAVE A REASON RELATED TO DUTY (mentioned at least one)
24%	It's our duty to give to charity if we can
10%	To set an example for others (for example, my children, grandchildren)
6%	I don't really think about it, it's just expected that people will donate
22%	WERE INSPIRED TO DONATE (mentioned at least one)
12%	I was impressed by the fundraising activity that prompted me to donate
12%	I was inspired by news coverage (for example, of a natural disaster)

Base: All donors, N=7,247; 'Other' (3%), 'Don't know' (2%), and 'None of these' (2%) answers not shown.

How is your fundraising strategy changing in 2025



Top 10 fundraising channels for fundraising and/or engaging with supporters





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