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TRUSTS & GRANTS

NAVIGATING THE CURRENT TRUST LANDSCAPE IN SCOTLAND

HOW SCOTTISH GRANT GIVING IS CHANGING

PAM JUDSON
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UK

KEV ROWE
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LISA HOLDER
Director &
Fundraiser
Dads Rock

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WHO WE ARE: Pam, Kev & Lisa intros

In this session, we will:

Examine trends within the Scottish Trusts landscape & hear from an organisation on the frontline of fundraising.

Why will this be useful for Trust fundraisers & strategic planning?

Because things are constantly changing & Fundraisers rarely have time to undertake the research.

We've pulled it together into a simple one hour session so you don't have to!



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What can attendees expect from the session?

Content will include:

- ☐ Examples of changes in ROIs from last year and their implications;
- ☐ Crowd-sourced information on success rates from major funders & updates on closures, pauses & changes in criteria;
- ☐ What can we expect in the future - how one specific organisation (Dads Rock) has adapted and;
- ☐ A fabulous handout to take away – a practical resource on what to look for and where to find it.



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KNOW YOUR AUDIENCE

Please raise your hand if you are:

Representing a Small (£250K)/Medium (£250-1m)/Large Charity (£1m+)

Sole Fundraiser/Fundraising Team/
Chief Exec – fundraising not main role

Fundraising for less than 2 years/5 years/5 years plus



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FALLING DOWN THE RESEARCH RABBIT HOLE

Sources:

- Giving 360 and UK Grantmaking – dynamic with ongoing updates
- Scotland's Foundation Wealth – Grantmaking & the Public Good – St Andrew's Business School Report – a snapshot in time
- The Complete Trusts Landscape Report – Granted Giving – an overview as of this year

There are links to each source at the end of the session & in the handout



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MULTIPLE VIEWPOINTS – DIFFERENT BASE INFORMATION

Each report relies on different original sources although all use OSCR and the Charity Commission as touch points

All agree that Scottish specific research can be challenging as OSCR has different reporting requirements than the Charity Commission - comparing what going on in different areas of the UK landscape can be problematic!



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WHAT WE DO KNOW:

- **UK wide** over 14,000 Grantmakers (of different kinds) gave over 24 billion in grants to charities
- **601 million came to Scotland** based organisations (221 million of that from lotteries)
- **Overall grant giving has increased by 4%** from previous year – however charity expenditure has grown by 5.4%



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NB: TRUST & FOUNDATION INCOME HAS NOW SURPASSED GOVERNMENT GRANTS & SUPPORT

- 34% from Trusts and Foundations
- 28% from Government (all levels)
- 17% from other charities (i.e. CRUK, Save the Children, Royal Society, BHF and 20 others)
- 10% from Lotteries
- 11% from other



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- 300 Family Foundations (FF) make up 91% of FF giving
- 50 Corporate Foundations (CF) account for 90% of CF giving

Majority of grantmakers are small i.e. distributing less than 1 million a year.

The average grant size has increased from £13,194 to £19,635.



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Rise of the DAFs (Donor Advised Funds) – 8% from 23/24 – 29% increase from 22/23 – now at 2.4 billion.

Related rise in giving from Foundation Scotland

- Awarded 32.3 million in grants in 24/25
- Awarded 43.7 million in grants in 25/26



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DEEPER DIVE – JO JEFFERY

- BIG difference between cold & repeat funders' success rates (24.5% vs 63.39%) as well as income raised (£120k vs £207k).
- Clear drop-off in success rates, & income raised, after approximately 30 applications sent per year.
- For charities between £300k-£1m in size specifically, spending 20-30% of time on research resulted in a 44% success rate & £105k income from cold funders vs a 20% success rate & £55k income for those spending less than 20% of time on research, or too much.



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DEEPER DIVE – LUCY STONE

Funder ROIs

- Median Success Rate around 16-17% - less than 1 in 5
- 25% of funders sit below 9% chance of success
- 25% of funders sit above 40% chance of success
- Esmee 90% & Henry Smith 50% from Stage 2
- Robertson 48-61% success rate overall



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DEEPER DIVE – LARK OWL / NEST EGG

ROI for Trust and Foundations:

2026 £8.38

2025 £9.20

2021 £10.69

2020 £10.05



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DEEPER DIVE – SCVO – SCOTTISH CHARITIES

- £11.2bn voluntary sector turnover in 2025 (£10.6bn 2024 & £9.7bn 2023)
- 23,360 charities registered in Scotland
- Large charities (£1m+ turnover) = 5% of the sector BUT take over 80% of sector's income
- 3 in 4 charities under £100K account for just 4% of sector income
- Social Care, Health & Housing charities account for over 50% of the sector's income
- 25% of income comes from grants, 18% of which is public sector grants (20% comes from the general public)



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DEEPER DIVE – UK TRUST LANDSCAPE REPORT 2026 GRANTED GIVING

- The top 100 funders, 0.5% of the UK total, control 58% of all grant expenditure. The top 1% control two-thirds of the funding. 71% of funders spend under £100,000 per year.
- Not all causes face the same level of competition for trust funding. Recreation has 31.3 charities competing for every funder, Armed Forces has 2.9 & Arts/Culture/Heritage/Science have 11.2 charities competing for every funder.



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DADS ROCK



DadsRock.org.uk

Children thrive when dads thrive

NAVIGATING SHIFTS, SETTING REALISTIC TARGETS AND SUSTAINING IMPACT

Trust Fundraiser Case Study

Lisa Holder
Director of Dads Rock



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THE EVOLVING FUNDING LANDSCAPE

Post-COVID Realities: No more emergency grants - heavy competition for core operational and salary funding.

Surging Application Volumes: Key Scottish trusts like Robertson Trust and National Lottery face record application numbers.

Changing Funder Landscape: The List tracks changes to grant making behaviour in the UK.

Stewardship Over Paperwork: Proactive relational stewardship and open dialogue with trust funders now outweigh traditional written applications.



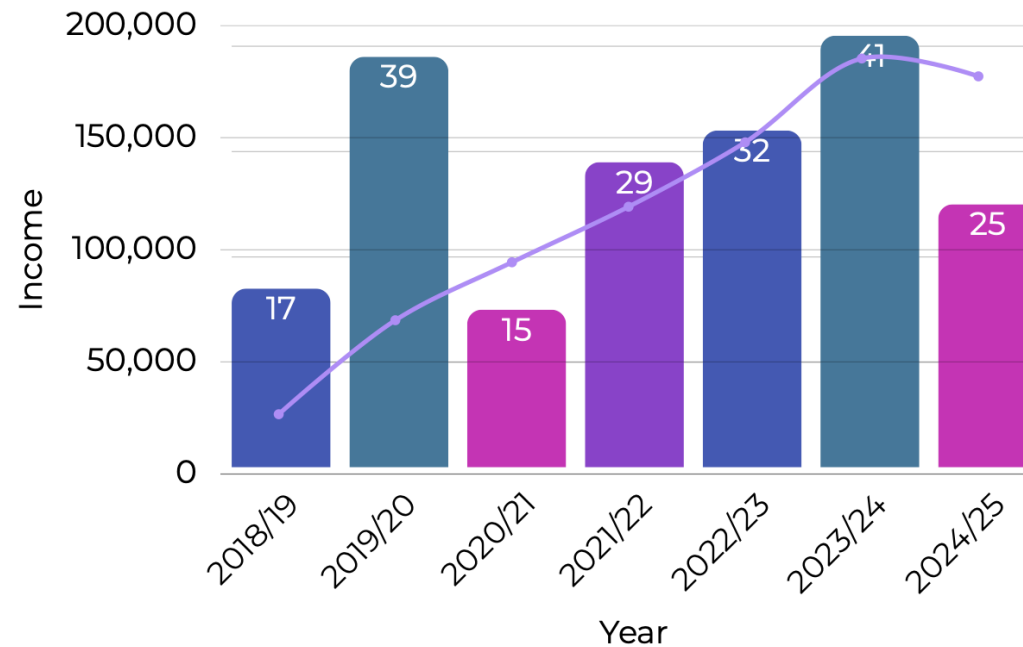
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SUCCESS RATES AND REALITIES





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SETTING SMART TRUST TARGETS

Base Target (Essential): Calculated on confirmed multi-year pledges and high probability warm renewals

Goal: Covers core operational baseline and essential service delivery without forcing crisis funding.

Stretch Target (Ambitious)

Pipeline expansion requires submitting 3.5x to 4x the target value in new proposals.

Goal: Enables service expansion, pilot initiatives and capital for unexpected community demand.



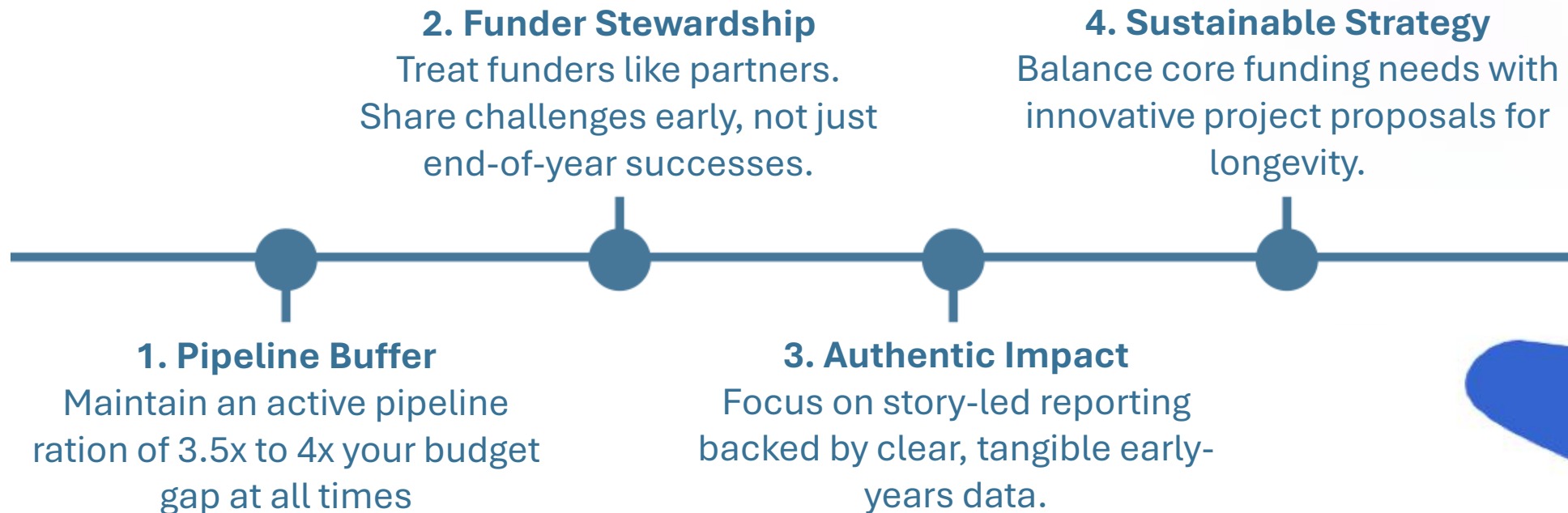
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QUESTIONS & HANDOUT





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Thank you!



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SESSION FEEDBACK

Please take a few minutes to complete the paper feedback form on your seat. The committee and speakers value your feedback, and it helps us improve future sessions.