



# Charity Financials

## Top 100 Fundraisers

### Spotlight

[www.charityfinancials.com](http://www.charityfinancials.com)

Annual  
Report  
2018

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## Introduction

M&G Investments is delighted to sponsor this Charity Financials top 100 Fundraisers Spotlight report. As established providers of income focused strategies for the investment of long-term endowments and reserves, we understand that charities remain under increasing pressure to grow all income streams ahead of inflation. Ensuring that the real purchasing power of income is protected enables charities to continue to do more, and to help safeguard their future.

Sector income is experiencing a welcome period of growth. However, with many sources of funding under increased threat, and fundraising so reliant on economic wealth and public goodwill, income produced from investment portfolios is playing a vital and more prominent role for many of our customers in their overall funding strategy. I hope that you find the report of value.

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## About the author

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Cathy Pharoah is Visiting Professor of Charity Funding and co-Director of the Centre for Giving and Philanthropy at Cass Business School. Cathy produces the definitive annual UK *Foundation Giving Trends* with ACF, now into its 8th edition, funded by the Pears Foundation. She has carried out research for government and many charitable clients, is a founder and Policy Editor of *Voluntary Sector Review*, and a Trustee of the Barrow Cadbury Trust.

## Major shocks to the system challenge the sector

### Background to this year's report

This 2016/17 Charity Financials report on the financial trends of the top 100 UK fundraising charities comes at a time of exceptional charity sector turbulence and questioning. Growing external threats from falling government budgets and restrictive legislation towards the sector's core advocacy activities are being compounded by revelations of internal governance and management weakness, and poor treatment of women whether as colleagues or beneficiaries.

Some unprecedentedly negative attitudes to the sector have been expressed by the very people we expect to be its champions, including an ex-charities minister who recently claimed that *'Oxfam has disappeared up its morally righteous posterior...'*<sup>1</sup>, and a departing Charity Commission Chief Executive who believes *'too many large charities are too focused on chasing the next public service contract, or a bigger fundraising return ...'*, and should be instead *'focusing on the people they were set up to help'*.<sup>2</sup>

All this has come just at the point where charities are also deeply engaged in the delicate process of re-establishing donor relationships as a result of donor mailing excesses and tighter fundraising regulation and data protection. They face significant communications challenges, and recent allegations around the Oxfam-Haiti misconduct put the sector further on the line. Will these shocks to the system prove a watershed for re-building stronger and more realistic future public relationships, or a blow from which the sector struggles to recover?

Amid growing expectations of what philanthropy can contribute to society, accurate assessment of the sector's financial robustness has never been more important. The results of this year's Spotlight update show evidence of fundraising under strain, but also of the wide general public, corporate and major donor support for the unique contribution charities make, particularly in issues of current national concern and media attention.

### Summary of main findings

**Slim margin of income growth** In the most turbulent charity context for decades, the top 100 UK fundraising charities managed to maintain a total income of £9.1 billion in 2016/17, achieving a slim real-terms growth margin of just 0.7% on the previous year. Only one-third of the accounts were for 2017, and final growth figures for 2017 might be even lower.

**Small increase in fundraising income** The maintenance of income was entirely due to a small real growth in fundraising income of 1%, achieved in spite of the difficult public fundraising environment

**Statutory income drop** Income from statutory sources and charitable activities together fell by a marked 1.9% as the sector absorbed the increasing impact of government spending reductions

**Fundraising income reached £5.6 billion** Fundraising income to the top 100 fundraising charities increased to £5.6 billion in 2016/17: while this represented the highest point for five years in terms of value, it was the lowest point in terms of annual growth rate

<sup>1</sup> <https://www.thirdsector.co.uk/oxfam-disappeared-its-morally-righteous-posterior-former-charities-minister-claims/policy-and-politics/article/1455598>

<sup>2</sup> <https://www.thirdsector.co.uk/shawcross-says-charities-focus-own-growth/governance/article/1455687>

**Top charity giants consolidate position** The major charities consolidated their dominant position in a situation where competition for voluntary donations has increased: nine of last year's top 10 retained a place this year, with Cancer Research UK and the British Heart Foundation holding on to the top two places they have held for the last seven years.

**Outlook** High-performing charities have continued to do well in spite of the challenges of the current climate for fundraising. One-third of the top 100 charities saw real annual growth of over 5% in their fundraising income. However, with UK economic growth predicted to slow down over the medium-term, and the recent allegations of poor practice in the sector receiving very high profile media attention, it may be difficult to achieve any measurable growth over the next few years. In fact, charities may have to work even harder to maintain their financial position and persuade hard-pressed donors that they are a priority. The positive news is that this year's results continue to confirm that the public is willing to maintain and increase its support for charities particularly where public awareness of need is growing, for example in mental health, homelessness and environmental challenge.

### Researching charity trends

The data used in this report draws on Charity Financials' database of annual charity statistics, extracted from registered charities' annual reports and accounts. Charities included in this research are also based on previous lists published in the Charity Market Monitor, and are selected because they carry out fundraising from voluntary individual, corporate and trust donors as well as attracting contracts and fees from statutory and other trading sources. In this research they are ranked only by their combined total for fundraising from voluntary sources in 2016/17<sup>3</sup>, benchmarked against their own longer-term annual performance from 2011.

<sup>3</sup> Foundations' accounts are published at different times of the year. This, coupled with the research time-lag, means that the data used may relate to either financial or calendar years 2011, 2012, 2013, 2014, 2015, 2016, 2017

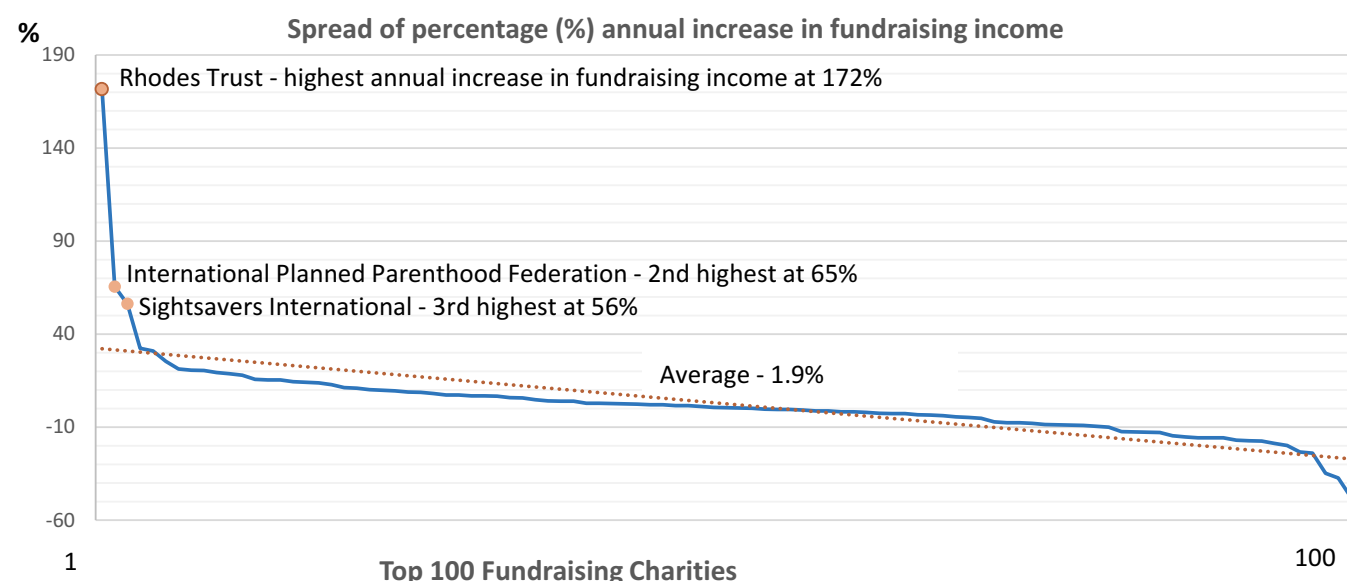
### Headline financial results 2016/17

The top 100 fundraising charities achieved a total income of £9.1 billion in 2016/17, very close to last year's result. Voluntary fundraised income represented the largest share of this, at £5.6 billion, achieving a small real growth of 1%. In contrast, income from statutory sources and charitable activities both saw real falls. Other income, of which around half represents trading, saw the largest real growth at 3.7%, suggesting charities were boosting efforts in these areas, in the face of the difficult fundraising climate and falling income from government.

Income Source	Amount £ billion	% annual real growth 2015/16 - 2016/17
Voluntary fundraising	5.6	1
Statutory	1.04	-1.7
Charitable activities	1.1	-2
All other*	1.4	3.7
<b>Total Income</b>	<b>9.1</b>	<b>0.7</b>

\*Other includes trading, investment and lottery income, of which trading is about half.

Behind the overall growth figure of 1% in fundraising income, there is a huge variety in what individual charities achieved in 2016/17, as the graph below shows. Half of the Top 100 charities saw growth after adjusting for inflation. This ranged very widely and included an outlier of 172% for the Rhodes Trust, which received £22.5 million from the spending-down Atlantic Philanthropies foundation, for its 'Campaign for the Second Century', to secure the existing Rhodes Scholarships in perpetuity. At the other end of the scale a number of charities saw little overall increase, such as Marie Curie Cancer Care and Cancer Research UK. The increase in the income of Sightsavers International was principally related to a massive in-kind gift of drugs valued at £39 million to treat trachoma in Sudan, donated from the International Trachoma Initiative (ITI), an organisation founded by Pfizer Inc. Sightsavers' cash donations were also up, including from legacies and corporates.



In spite of variable growth rates, the composition of the top 10 fundraising charities changed very little between 2015/16 and 2016/17. In fact, the top charities consolidated their position in a difficult and competitive fundraising environment, with nine remaining in the top 10 since last year. While Cancer Research UK and the British Heart Foundation appear unbeatable at the top, Sightsavers International climbed an impressive three places to number three in the table. The Salvation Army Trust went up two prized places, while the British Red Cross, Macmillan and Oxfam GB all fell by one place. Children's charities also did less well with Save the Children falling by two places while the NSPCC fell out of the top 10 in 2016/17 to give way to the RSPCA. The NSPCC describes the challenges of current fundraising in its annual report in a way which will undoubtedly resonate with many charities currently as they grapple with a sluggish economic climate and the new regulatory fundraising environment. Hopefully the sector's current investment in its fundraising practice will pay off in the future.

*'Our plans for the future have been set in the context of a challenging economic climate and a difficult time for the charity sector as a whole. Following intense media and government scrutiny over fundraising practices we suspended some of our marketing activities in 2015/16 and this continued into the first part of 2016/17 as we ensured that everything we or our partners do meets the expectation of our supporters and the public at large. This resulted in reduced expenditure on TV advertising and volumes of mailings to our supporters... As a result we are now better placed to serve our highly valued supporters ...'*

### Top 10 charities by fundraising income 2016/17

Rank 2016/17	Rank 2015/16			Fundraised Income £ m	Total Income £m
1	1	Cancer Research UK	Mar-17	463.4	679.2
2	2	British Heart Foundation	Mar-17	278.0	310.5
3	6	Sightsavers International	Dec-16	270.5	302.0
4	3	Macmillan Cancer Support	Dec-16	233.7	247.4
5	4	Oxfam GB	Mar-16	211.3	414.7
6	5	Royal National Lifeboat Institution	Dec-16	182.0	197.8
7	9	Salvation Army Trust	Mar-17	141.4	209.7
8	7	British Red Cross Society	Dec-16	135.4	251.7
9	11	RSPCA	Dec-16	121.4	143.5
10	8	Save the Children	Dec-16	119.6	404.5

### Breakdown of income by type

Results show that voluntary donations continue to constitute the largest share of fundraising charities' income in 2016/17, representing just over half of fundraised income (52%). Legacies provide another quarter of fundraised income. Although income from fundraising events represents a small share of fundraising income overall at 4%, for some charities it plays a much more important role than this, for example Children with Cancer UK (31%), Macmillan Cancer Support (27%) and Multiple Sclerosis Society (19%).

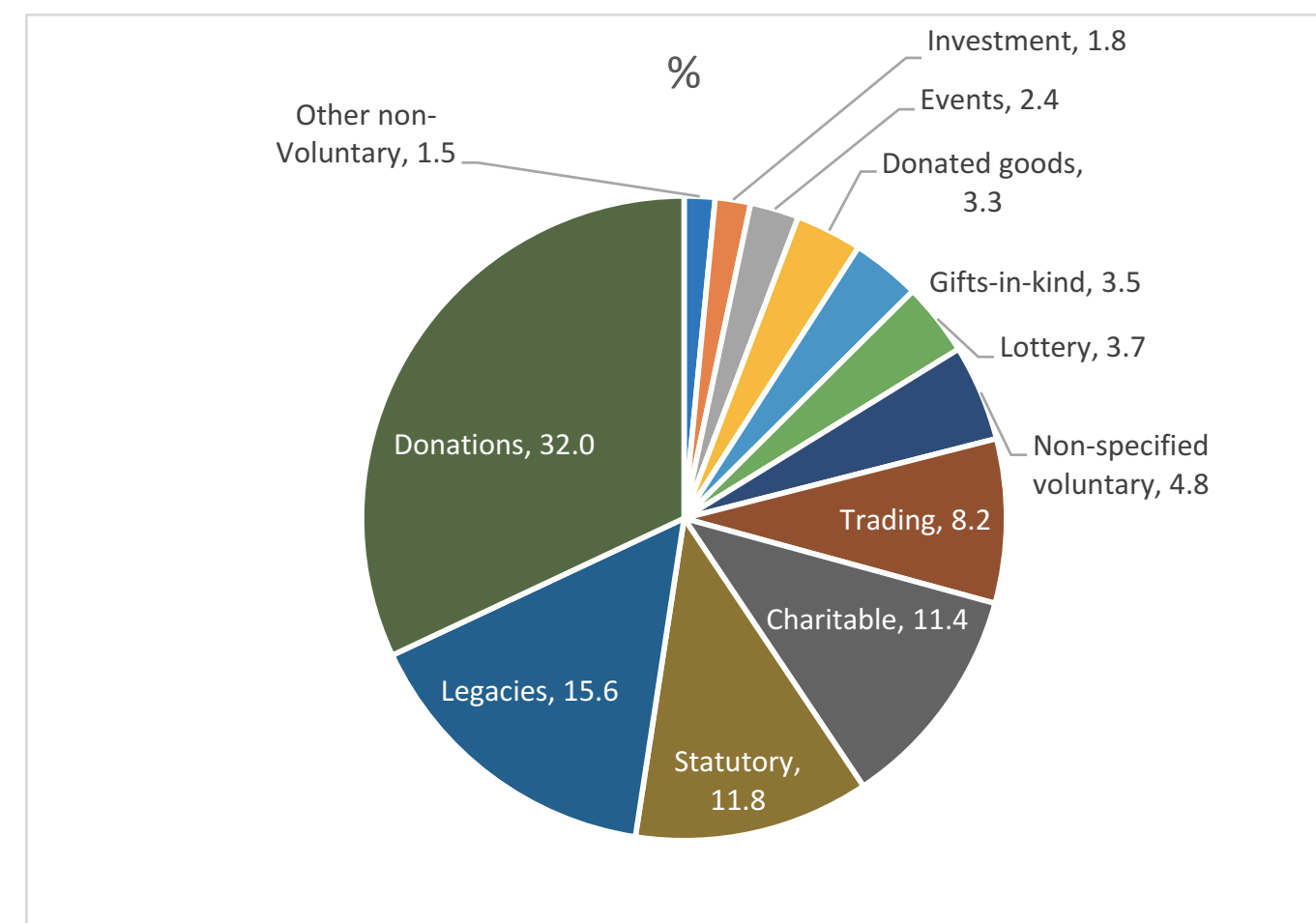
There is a strong overlap between income recorded from statutory sources and from charitable activities, as the latter is also derived largely from statutory agencies and contracts. The important point to note for 2016/17 is that together they show the ongoing importance of government income to the major fundraising charities. However, even combined they do not reach the value of voluntary donations. Trading provides a further one-fifth of non-voluntary income.

**Value of different income streams to top charities 2016/17**

<b>Voluntary, private</b>	<b>£ million</b>	<b>% of Voluntary Income</b>
<b>Sub-total</b>		
Donations	2,922	51.9
Legacies	1,425	25.3
Unspecified	440	7.8
Donated goods	305	5.4
Gifts in kind	316	5.6
Events	224	4
<i>Sub-total Voluntary Income</i>	<i>5,632</i>	<i>100</i>
<b>% of Non-Voluntary Income</b>		
<b>Sub-Total</b>		
<b>Non-voluntary/ statutory</b>		
Statutory	1,078	30.8
Charitable	1,038	29.6
Trading	752	21.5
Lottery	334	9.5
Investment	162	4.6
Other	141	4
<i>Sub-total</i>	<i>3,505</i>	<i>100</i>
<b>TOTAL</b>	<b>9,137</b>	

Looking at the contribution of the different income streams to total income, the graph below shows just how dominant the overall contribution of voluntary donations is (32%), followed by legacies at 15.6%. These results re-inforce how important it is for the major charities to maintain a relationship of trust, respect and goodwill with the general public. Unfortunately it is precisely because of the high element of trust in the charity brand that any problems in one fundraising charity has such a widespread and damaging effect on the sector as a whole. This means that individual charities will have to counter any negative perceptions in their supporters (actual and potential) through strong re-inforcement of the needs it meets, emphasising its unique role in helping those marginalised or neglected by public and private sectors and the value of its services to beneficiaries.

**Percentage (%) share of Top 100 charities' total income by funding stream 2016/17**



Fundraising growth rates are only one measure of success, and they do not reveal how much individual charities actually earned compared with their peers. The next table sets out the top two charity performers by value of funds raised through each income source. The dominance of Cancer Research UK in three income categories shows the strength of its position, which may be growing. A recent reported it as 'the top charity brand of 2017'<sup>4</sup>, ousting Macmillan Cancer Support from this position.

**Top earners by category of income 2016/17**

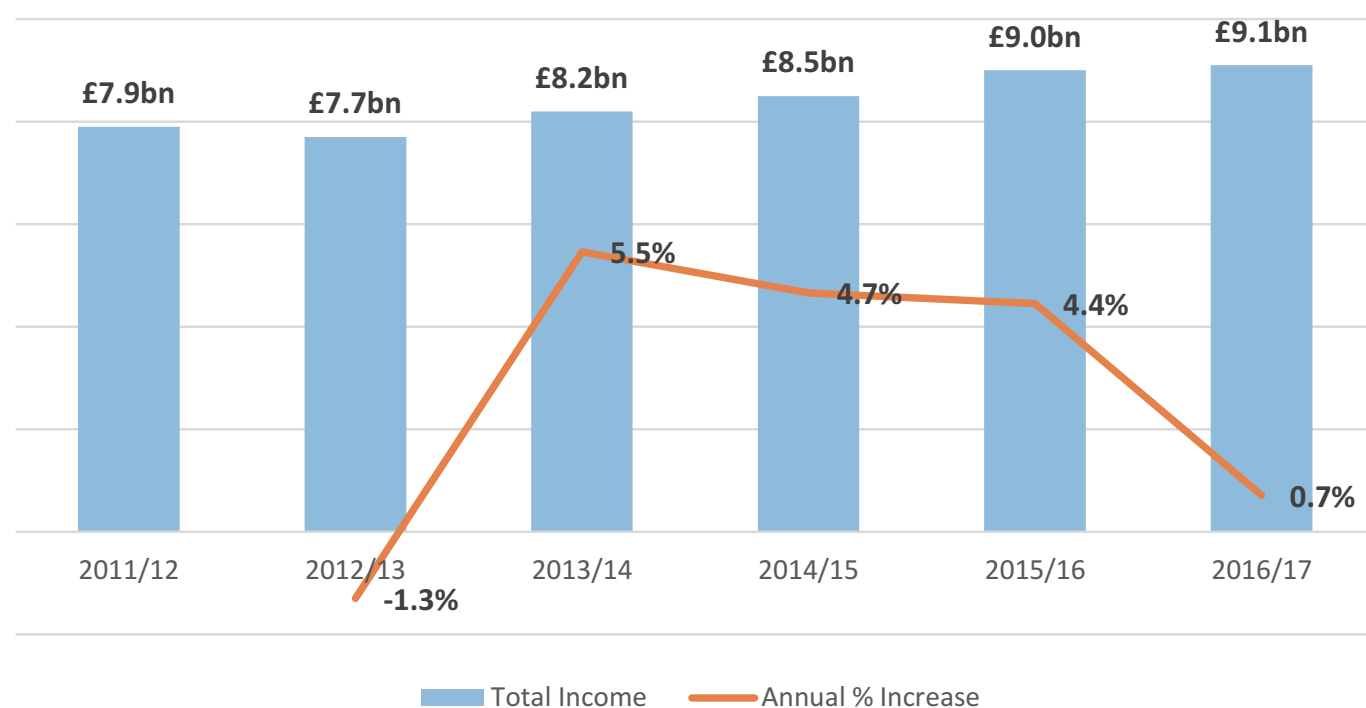
	<b>Top</b>	<b>£ m</b>	<b>Second</b>	<b>£ m</b>
<b>Donations</b>	Cancer Research UK (2016/17)	190	Save the Children (2015/16)	95
<b>Legacies</b>	Cancer Research UK (2016/17)	187	RNLI (2015/16)	131
<b>Statutory</b>	Save the Children (2015/16)	234	Barnardo's (2016/17)	173
<b>Charitable Activities</b>	National Trust (2015/16)	334	Action for Children (2016/17)	136
<b>Trading</b>	Age UK (2016/17)	94	Cancer Research UK (2016/17)	80
<b>Lottery</b>	Oxfam GB (2015/16)	64	RNIB (2016/17)	46
<b>Gifts-in-kind</b>	Sightsavers International (2015/16)	230	Oxfam GB (2015/16)	19
<b>Donated goods</b>	British Heart Foundation (2016/17)	153	Oxfam GB (2015/16)	77
<b>Events</b>	Cancer Research UK (2016/17)	87	Macmillan Cancer Support (2015/16)	62

<sup>4</sup> <https://www.thirdsector.co.uk/revealed-top-charity-brand-2017/communications/article/1455370>

### Longer-term trends – a revealing picture

A review of the longer-term trends in charities' income is very revealing. It reveals the sector moving into a period of economic constraint. Total income to the top 100 grew little in real terms between 2015/16 and 2016/17, by just £63 million (0.7%). This low growth rate saw the sector almost returning to the negative position it held when UK GDP experienced an economic dip between 2011 and 2012. The chart shows that growth rates had been picking up well from that point, and staying at over 4% till 2016/17, which has seen a very dramatic drop.

Five -year trends in real value and growth rate of total income

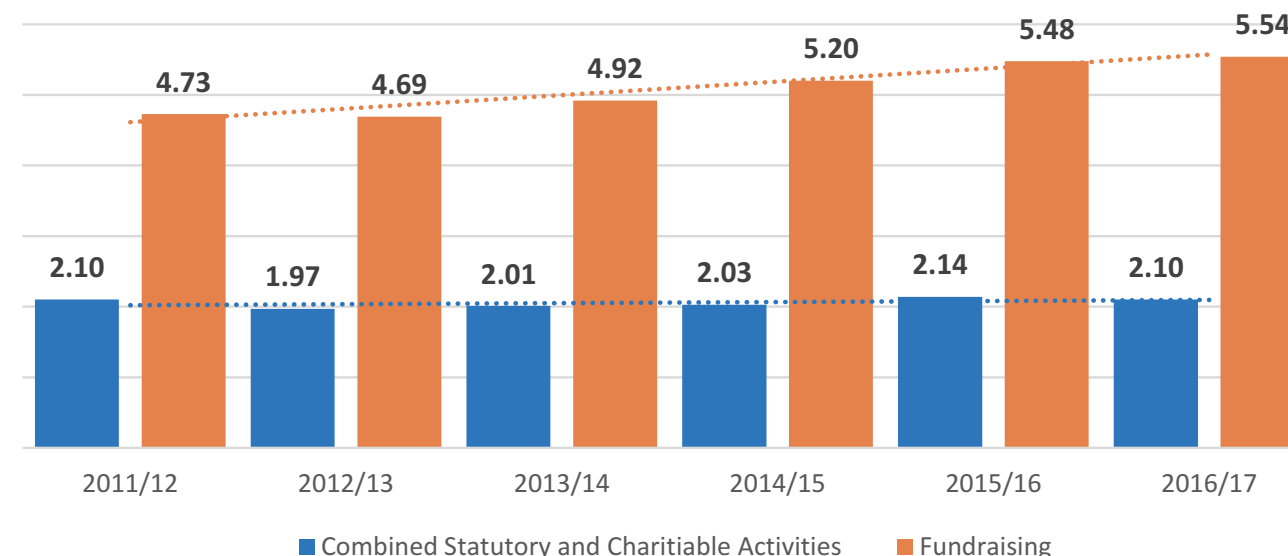


### Trends in different income streams

**Statutory funding and charitable activities** In practice these two accounts headings appear to be used inter-changeably, and income has been switched from one to the other in annual reports over time. It is therefore helpful to combine income from government and charitable activities when trying to get a long-term view of what is happening in statutory income. The picture revealed in the six-year trend tracking below serves to reinforce the main messages from this year's report. There is an almost flat growth trend in combined income from statutory sources and charitable activities and a fall back to the level of 2011/12 in their combined real value in 2016/17. This trend mirrors the effect of the steady fall in government spending which has been taking place, which in turn has taken its toll of charity sector grants and contracts.

Income from voluntary fundraising sources shows a stronger growth trend, having grown by £811 million in real terms since 2011/12. This represents a moderate real 3% per annum over the period, but is nonetheless considerably higher than the 1% increase seen in 2016/17, and this finding also underlines the stresses of fundraising in the most recent period.

Trends in types of income, £ billion  
Top 100 Fundraising charities 2016/17



### UK's fast-growing charities 2016/17

Fastest-growing fundraising charities in this year's table represent a mixed group of causes, but also strongly reflect issues around which there has been high profile national concern and media attention, such as mental health, homelessness and humanitarian disaster. This shows how charitable work can benefit from general public awareness-raising within society. See page 15 for the full list of charities ranked by fundraising income.

**Alzheimer's Society** (23) saw income growth in 2016/17 due to an increase in donations, including legacies of £1.6 million. This success is undoubtedly helped by government-led and other awareness-raising and research initiatives around the issue of mental health in an ageing population. The charity is part of the Dementia Consortium, a collaborative sector funding initiative with industry, and it reported its effect on awareness of the cause more broadly as an impact indicator 'We worked to ensure that the cross-government commitment on dementia remained paramount'.

**Tearfund** (34) saw its donations increase by £8 million in 2015/16, largely as a result of its toilet-twinning appeal, and its emergency appeals for the Nepal earthquake, the refugee crisis in the Middle East, and Ebola in Africa. It also reported that its non-appeal donations had increased.

**The International Bible Students Association** (37) had another year of growth in 2015/16, which shows the ongoing strength of faith-based causes generally. The charity anticipates continuing demand for bible literature, and saw its monthly cash donations increase from £32.2 million to £43 million.

**The Woodland Trust** (46) received a major legacy of £9 million in 2015/16, a donation which suggests that environment causes may have an increasing place on the legacy map. It also won a Lottery grant of £2.3 million.

**Crisis** (66) reported that its worries about a forthcoming deficit as demand for its services in the current housing shortage potentially outstripped its ability to supply services proved unfounded.

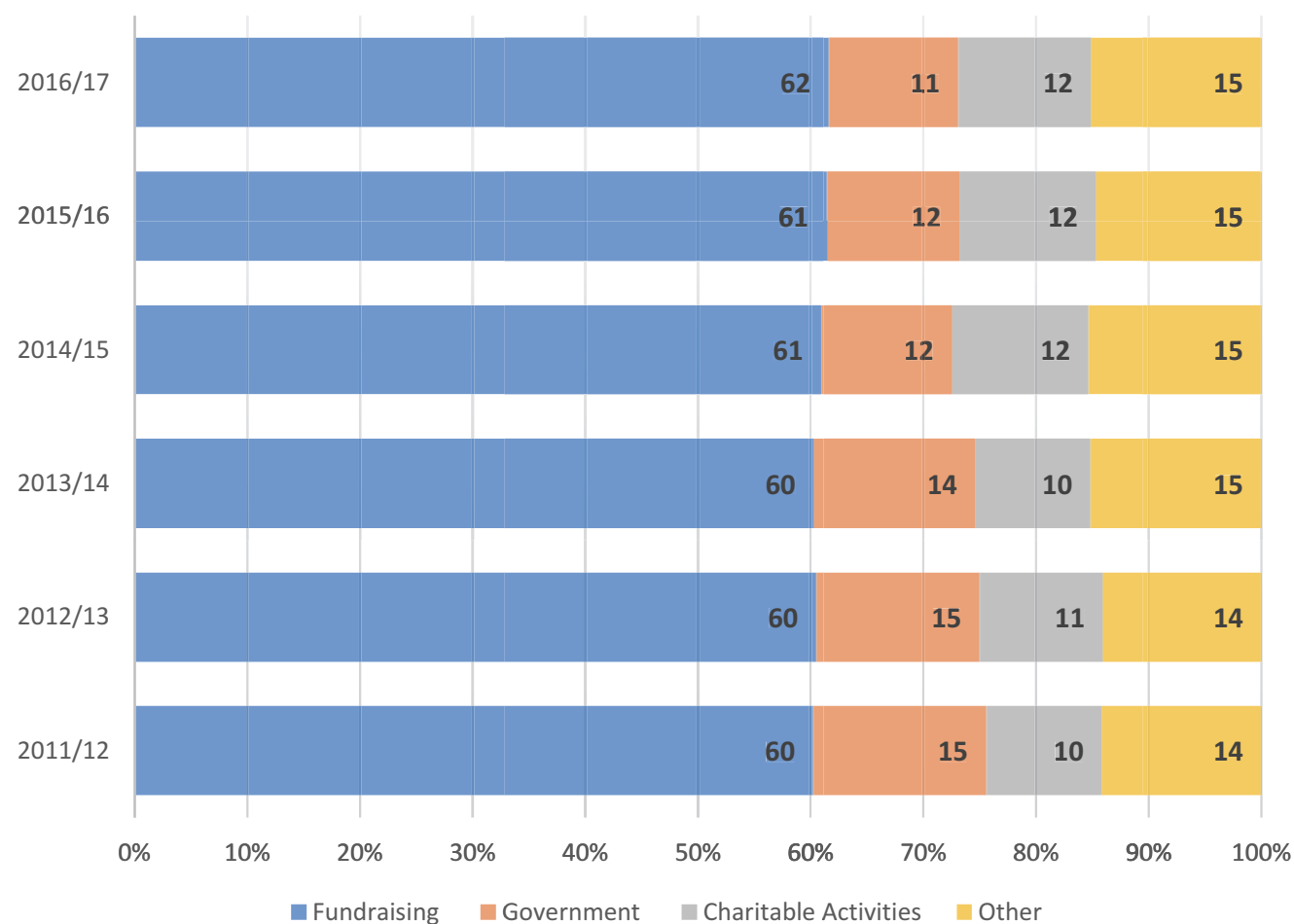
It was more successful in generating income than anticipated in 2015/16. This is probably due partly to the increased publicity we have seen around the UK's housing problems. Individual donations to Crisis reached £4.6 million, a legacy of £1.3 million was received, and its Christmas campaign brought in £1.3 million.

**Amnesty International UK Section Charitable Trust** (97) saw an increase in fundraising income, on the back of an increase of 9,000 in its supporters, as concern about human rights issues gained increasing publicity. A high-profile initiative was its Matched Giving Appeal for Human Rights Education on Early Forced Marriage and Female Genital Mutilation in West Africa.

### Long-term balance of income streams

Change in the balance of income streams to the major fundraising charities as a group tends not to be dramatic as charities strive for stability, but this year's results clearly show the persistent shift towards voluntary fundraising income, whose income share has grown steadily from 60% to 62% over the last six years, and a decline in the share contributed by non-voluntary statutory income streams. The element contributed by other income such as trading has also increased steadily by 1%. While these results indicate the capacity of the major charities successfully to diversify income streams, they also serve to remind us of the huge importance of charities' ability to attract voluntary public donations. It is vital for them not only to maintain but also to grow their relationships with the donating public, as government funding falls. This is a significant risk area for fundraising charities, which is being severely stress-tested by current developments.

Changing percentage (%) share of total income by income source



### The thorny issue of charities' costs

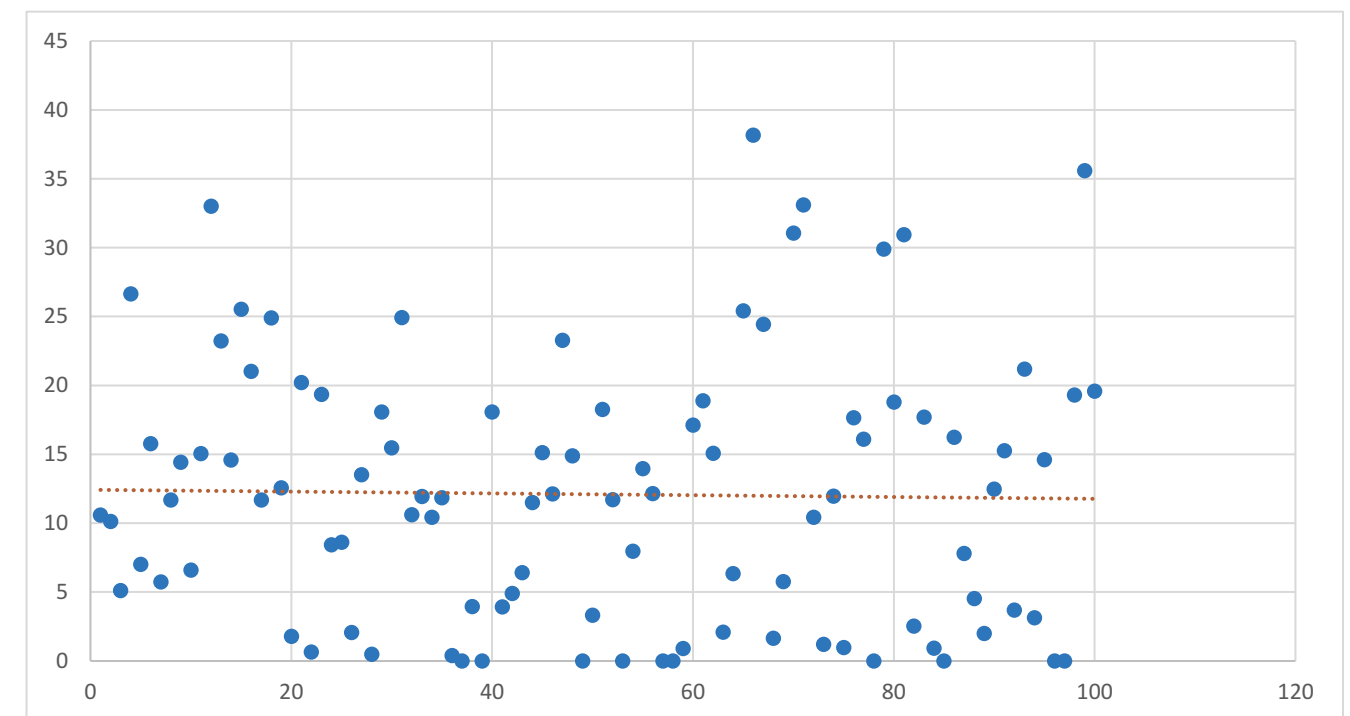
Across the top 100 fundraising charities, average fundraising costs were 17% as a proportion of fundraising income, and 10% as a proportion of total income. A number of organisations such as the Diocesan Boards of Finance do not report fundraising costs, as their money is raised at the parish level, and this reduces the average cost figure. These fairly modest fundraising averages lie within a very wide range from 38% of total income to 0.6% (The National Trust, with high volunteer and member involvement). The overall variation is likely to relate to ways in which costs are compiled and allocated, as well to differences of spending, and this is an area where the sector could benefit from greater research and understanding.

The surprising finding from the diagram below which illustrates the spread of fundraising costs as a proportion of total income across the Top 100 is that it is difficult to discern any patterns:

- about half lie above the average, and half below it
- high fundraising ratios are spread fairly evenly across the charity size range
- the only noticeable trend is that the spread of the fundraising ratios is greater among the charities above rather than below the average.

Several charities, such as the Woodland Trust and the NSPCC, have commented on the need to invest more in fundraising in the light of necessary revisions to their donor databases arising from recent fundraising regulation and forthcoming data protection legislation (GDPR 2018). WaterAid noted a rise in staff costs because of a reward review aimed at bringing all of its workers in line with the median of the country markets where they were working. Another factor influencing results is the variable effect of the economic and political environment on different charities, depending on their work. Although Medecins Sans Frontieres (MSF) UK and Arthritis Research UK made gains in 2016 from the Brexit effect, which lowered the value of the Pound and raised that of foreign currencies (a gain which Arthritis Research UK ploughed into additional services), WaterAid noted that the reduced value of the Pound meant they could buy less with their overseas currency, and had cut down spending in the UK.

Spread of fundraising costs across top 100



Top 100 charities from the highest to lowest fundraised income

## Outlook for the medium-term

The results of this year's report reinforce the evidence of last year that pressures in the funding environment are having a significant effect on charity growth, at a point where the charity sector is being expected to do more to pick up social needs which the government cannot fully support. With UK economic growth now predicted to slow down over the medium-term, the uncertainties of Brexit and the recent devastating allegations of poor practice in the sector receiving very high profile media attention, the sector may struggle to achieve any measurable growth over the next few years. The reality is that charities may have to work even harder to maintain their financial position and convince donors that they are a priority.

There are also some very positive indicators in the report. Many charities have increased their investment in their fundraising processes. Many have shown good growth in spite of a difficult environment. This shows that the public is willing to maintain and even increase its support for charities which they value strongly for personal reasons and values, or for needs in areas where its awareness has been raised by high-profile national, governmental/ political or media campaigns, such as mental health and homelessness.

Global communications are ensuring that international and humanitarian needs are kept at the forefront of public awareness, and helping international charities to raise support. Fundraising outcomes over the next few years will be determined by public perceptions of need and understanding of the impact of charitable work as well as by economic factors and the wrong-doings of individual organisations. Communications will be a key challenge for the sector, individually and collectively, as it ensures that attention is focussed on the irreplaceable work that charities do.

## Top 100 Fundraising charities 2016/17 (Ranked by fundraising income)

		Year End	Fundraising Income £ m	Total Income £ m	Fundraising cost as % of Total %
1	Cancer Research UK	Mar-17	463.4	679.2	10.6
2	British Heart Foundation	Mar-17	278.0	310.5	10.1
3	Sightsavers International	Dec-16	270.5	302.0	5.1
4	Macmillan Cancer Support	Dec-16	233.7	247.4	26.6
5	Oxfam GB	Mar-16	211.3	414.7	7.0
6	Royal National Lifeboat Institution	Dec-16	182.0	197.8	15.8
7	Salvation Army Trust	Mar-17	141.4	209.7	5.7
8	British Red Cross Society	Dec-16	135.4	251.7	11.7
9	Royal Society for the Prevention of Cruelty to Animals	Dec-16	121.4	143.5	14.4
10	Save the Children	Dec-16	119.6	404.5	6.6
11	National Society for the Prevention of Cruelty to Children	Mar-17	110.1	127.4	15.0
12	Guide Dogs for the Blind Association	Dec-16	101.6	107.0	33.0
13	Marie Curie Cancer Care	Mar-17	97.1	159.1	23.2
14	Royal British Legion	Sep-16	96.7	151.3	14.6
15	UNICEF-UK	Dec-16	93.8	102.8	25.5
16	Dogs Trust	Dec-16	90.4	98.4	21.0
17	Royal Society for the Protection of Birds	Mar-17	89.3	134.2	11.7
18	Great Ormond Street Hospital Children's Charity	Mar-16	82.7	93.8	24.9
19	PDSA	Dec-16	80.9	102.1	12.6
20	Tate	Mar-16	76.4	156.1	1.8
21	Royal National Institute of Blind People	Mar-17	72.6	119.2	20.2
22	National Trust	Feb-16	69.3	522.2	0.6
23	Alzheimer's Society	Mar-17	65.8	103.6	19.3
24	Islamic Relief Worldwide	Dec-16	61.5	110.4	8.4
25	BBC Children in Need	Jun-16	60.5	64.8	8.6
26	Rhodes Trust	Jun-16	59.6	68.3	2.1
27	Christian Aid	Mar-17	54.7	97.0	13.5
28	Church of Scotland Unincorporated Councils and Committees	Dec-16	53.2	113.5	0.5
29	WWF UK	Jun-17	52.1	60.8	18.1
30	Cats Protection	Dec-16	50.3	55.5	15.5
31	WaterAid	Mar-17	50.3	81.1	24.9
32	Medecins sans Frontieres (UK)	Dec-16	50.2	54.1	10.6
33	Prince's Trust	Mar-17	49.8	70.9	11.9
34	Tearfund	Mar-16	48.7	72.2	10.4
35	World Vision UK	Sep-16	48.2	95.4	11.8
36	Elim Foursquare Gospel Alliance	Sep-16	46.3	66.5	0.4
37	International Bible Students Association	Aug-16	43.0	43.0	0.0
38	Age UK	Mar-17	42.6	149.7	3.9
39	Westminster Roman Catholic Diocesan Trust	Dec-16	42.1	55.9	0.0
40	SHELTER - National Campaign for Homeless People Limited	Mar-17	41.2	60.9	18.1
41	International Planned Parenthood Federation	Dec-16	41.0	105.7	3.9
42	Barnardo's	Mar-17	39.6	301.5	4.9
43	Scope	Mar-17	39.0	97.8	6.4
44	Compassion UK Christian Child Development	Jun-16	38.7	39.0	11.5
45	ActionAid	Dec-16	38.1	60.4	15.1
46	Woodland Trust	Dec-16	37.8	49.6	12.1
47	Battersea Dogs & Cats Home	Dec-16	36.7	41.3	23.3
48	Donkey Sanctuary	Dec-16	35.1	38.3	14.9
49	Church of Jesus Christ of Latter Day Saints Great Britain	Dec-16	34.8	39.0	0.0
50	Royal Opera House Covent Garden Foundation	Aug-16	32.4	139.3	3.3



Top 100 Fundraising charities 2016/17 (Ranked by fundraising income) continued

		Year End	Fundraising Income	Total Income	Fundraising cost as % of Total
			£ m	£ m	%
51	Parkinson's Disease Society of the United Kingdom	Dec-16	31.9	32.9	18.3
52	Catholic Agency for Overseas Development	Mar-17	31.5	50.0	11.7
53	Ahmadiyya Muslim Jamaat International	Dec-16	30.9	30.9	0.0
54	Plan International UK	Jun-16	30.5	70.2	8.0
55	Help for Heroes	Sep-16	30.4	36.5	14.0
56	Church of England Children's Society	Mar-17	29.7	41.6	12.1
57	London Diocesan Fund	Dec-16	29.6	40.1	0.0
58	Watch Tower Bible and Tract Society of Britain	Aug-16	29.2	50.5	0.0
59	Amanat Charitable Trust	Nov-16	29.0	30.2	0.9
60	Diabetes UK	Dec-16	28.9	36.5	17.1
61	World Society for the Protection of Animals	Dec-16	28.1	34.1	18.9
62	Blue Cross (Incorporating Our Dumb Friends League)	Dec-16	27.3	35.3	15.1
63	United Bible Societies Association	Dec-16	27.0	37.0	2.1
64	Victoria and Albert Museum	Mar-17	26.7	95.4	6.3
65	Multiple Sclerosis Society	Dec-16	26.3	29.0	25.4
66	Crisis	Jun-16	24.4	29.5	38.1
67	Stroke Association	Mar-16	23.9	36.5	24.4
68	United Synagogue	Dec-16	23.9	41.5	1.6
69	Jewish Care	Mar-17	23.0	56.1	5.8
70	CLIC Sargent Cancer Care for Children	Mar-17	22.1	27.5	31.1
71	National Deaf Children's Society	Mar-16	22.1	23.5	33.1
72	Muslim Aid	Dec-15	22.1	31.9	10.4
73	British Museum	Mar-17	22.0	117.7	1.2
74	Foundation and Friends of The Royal Botanic Gardens, Kew	Mar-17	21.6	21.9	12.0
75	Roman Catholic Diocese of Southwark	Dec-16	21.5	32.9	1.0
76	Blind Veterans UK	Mar-17	20.7	28.6	17.6
77	Prostate Cancer UK	Mar-17	20.4	20.7	16.1
78	United Reformed Church	Dec-16	20.2	26.7	0.0
79	Alzheimer's Research UK	Aug-16	20.2	22.0	29.9
80	International Fund for Animal Welfare	Jun-16	19.2	19.8	18.8
81	Brooke Hospital for Animals	Mar-17	19.2	19.5	30.9
82	Oxford Diocesan Board of Finance	Dec-16	19.2	25.5	2.5
83	Arthritis Research UK	Mar-17	19.1	28.9	17.7
84	Mission Aviation Fellowship International	Dec-16	18.3	30.0	0.9
85	South London Church Fund & Southwark Diocesan Board of Finance	Dec-16	18.0	24.9	0.0
86	Royal Marsden Cancer Charity	Mar-17	17.6	19.2	16.2
87	National Trust for Scotland	Feb-17	17.4	50.5	7.8
88	Samaritan's Purse International Limited	Mar-17	17.2	18.6	4.5
89	Birmingham Diocesan Trust	Dec-16	16.7	22.0	2.0
90	ABF The Soldiers Charity	Mar-17	16.5	19.4	12.5
91	Children with Cancer UK	Dec-16	16.3	16.5	15.3
92	Action for Children	Mar-17	16.2	159.8	3.7
93	Motor Neurone Disease Association	Jan-16	16.0	16.7	21.2
94	Al-Khair Foundation	Jul-16	15.7	19.1	3.1
95	Muslim Hands	Dec-16	15.7	15.8	14.6
96	Chelmsford Diocesan Board of Finance	Dec-16	15.5	23.9	0.0
97	Amnesty International UK Section Charitable Trust	Dec-16	15.5	16.6	0.0
98	Maggie Keswick Jencks Cancer Caring Centres Trust	Dec-16	15.4	20.5	19.3
99	Bloodwise	Mar-16	15.2	16.9	35.6
100	Teenage Cancer Trust	Jun-16	15.2	15.3	19.6

## New Charity Benchmarking Reports



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