Charity Financials Top 100 Fundraisers

Spotlight

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Annual Report April 2019

Charity Financials

Contents

Foreword

M&G Investments is delighted to sponsor this Charity Financials Top 100 Fundraisers Spotlight report. As established providers of income-focused investment strategies for long-term endowments and reserves, we understand that charities of all sizes remain under increasing pressure to grow income streams ahead of inflation. Ensuring that the real purchasing power of income is protected enables charities to safeguard and grow both grant-making and service provision activities, and to build sustainable futures.

Sector income is experiencing a welcome period of growth. However, with many sources of funding under increasing threat and fundraising so reliant on economic wealth and public goodwill, income 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

Cathy Pharoah, Centre for Giving and Philanthropy, Cass Business School

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 11th 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.

Growth stalls in an unsettled sector funding environment

Cathy Pharoah, Centre for Giving and Philanthropy, Cass Business School

Key findings at a glance

- The top 100 fundraising charities attract one-third of voluntary donations; their results are an important indicator of the impact of recent sector difficulties on public giving
- Voluntary fundraised income to the top 100 charities reached a record £5.9 billion in 2017/18 though growth stalled at just 0.5% after adjusting for inflation
- A welcome finding is that at such a difficult time total income was £9.6 billion, maintaining its value with a tiny above-inflation increase of 0.8%
- Income generation is challenging in all funding streams; just over half of the top 100 fundraising charities (53%) recorded an increase in total income
- The annual rate of income growth has been on a downward trajectory since 2014/15, raising worries this might continue into the next period
- Despite the challenging environment, there were individual fundraising successes in 2017/18, including a real increase of £30 million in the fundraised income of the Watch Tower Bible and Tract Society of Britain, and £20 million in the British Red Cross Society
- International causes are the front-runner in the top 100, capturing a massive 29% share of voluntary donating—they are pivotal in influencing general public attitudes to giving, both positively or negatively
- Many top charities have struck a determinedly upbeat note and moved onto the front foot to acknowledge mistakes to their donors, take action and celebrate their ongoing support
- To kick-start a markedly higher level of income growth charities will need to work hard together to re-generate public enthusiasm for giving as an effective and ethical way of addressing social needs
- Increasing fundraised income will be particularly vital and challenging amidst the economic and political uncertainty of Brexit, and the constraints on public spending

Introduction

Another challenging year for fundraising

Charities continue to experience a very choppy funding environment. Just as the sector deals with one crisis, another breaks out, leaving fundraisers nervously scanning the horizon for evidence of any impact of governance, data protection and safeguarding troubles on public support. Sightsavers' comment that *'The assertive media environment has not abated and has recently intensified'* continues as relevant now as a year ago.[1]

This 2017/18 annual report on the top 100 fundraising charities provides an update on the current trends in a difficult funding climate. Attracting almost one-third of all general public donations by value, the top charities largely define the charity sector in the public's mind and provide an important indicator to the wider sector. This year's report assesses income growth, presents a new analysis of the causes dominating the top 100 fundraisers that are—consequently—highly influential on public opinion, and looks at the future as charities fight to regain ground.

How we research this report

The data used in this research draws on Charity Financials' database of annual charity statistics, extracted from registered charities' annual reports and accounts. The charities included in this report continue a listing published in the (former) *Charity Market Monitor*, selected because they actively raise their funds from voluntary individual, corporate and trust donors, though may also win contracts and fees from statutory and other trading sources. This report places a focus on success in voluntary fundraising and charities are ranked only by their combined total for fundraising from voluntary sources in 2017/18[2]. The results are benchmarked against their own longer-term annual performance from from 2011/12.

Key financial results 2017/18

To assess trends, short-term annual financial results are presented first, followed by a deep dive into the five -year picture. Findings for crucial voluntary fundraised income are analysed in greater detail, to identify patterns in donating. This is followed by a look at the income generated through statutory sources and charitable activities before a picture of the total income achieved from the balance of income streams is assessed.

Fundraising income

Voluntary fundraised income to the top 100 charities in 2017/18 was £5.9 billion. This was the highest yet, and represents just under one-third of the sector's total voluntary income.[3] However, looking at the annual rate of increase shows that while the top charities' fundraising income managed to keep pace with inflation, growth was just 0.5% after adjusting for inflation.

As the fundraising market stalled, there was next to no movement in the composition of the top 10 fundraising charities in 2017/2018, with just one change of position as the British Red Cross Society and Salvation Army Trust swapped 7th and 8th places. The ongoing dominance of this small group of major charities is likely due to their greater capacity to withstand the pressures of the funding environment than smaller organisations.

[1] Sightsavers Annual Report December 2017
[2] Charity accounts are published at different times of the year. This, coupled with the research time-lag, means that data may relate to either financial or calendar years 2011, 2012, 2013, 2014, 2015,2016,2017, 2018
[3] See estimates for total voluntary income in Pharoah, C. and Walker, C (2018) Foundation Giving Trends which put it at £19.4 billion (excluding Gift Aid tax paid back to charities).

However, a striking indication of the general strain on fundraising is that 6 of the top 10 charities experienced a fall in fundraising income after adjusting for inflation. These included Cancer Research UK, whose fundraising income fell following operational difficulties with its flagship *Race for Life* event along with its

'decision to allow supporters the choice to opt in to marketing communications [which] resulted in lower numbers of new subscribers'. (Cancer Research UK Annual Report, 2018)

Also affected were Macmillan Cancer Support, Oxfam GB (whose total income increased), Royal National Lifeboat Institution, RSPCA and Save the Children. However, in spite of their income drop, the dominant position of these charities in the top 10 went unchallenged largely because of the general stalling of the fundraising market.

However, beyond this gloom in the fundraising picture, there were also some strikingly successful increases in fundraising income in 2017/18 (see more below). These included:

- The Watch Tower Bible and Tract Society of Britain gained an additional £30 million in real terms in fundraised income
- The British Red Cross Society increased its fundraising income by £20 million in real terms
- Islamic Relief Worldwide saw its fundraising income increase by a real £16 million
- Sightsavers International fundraised income grew by £13 million, partly due to an increase in valuable donations in kind
- Ahmadiyya Muslim Jamaat International increased its fundraising income by £8 million, as did the British Heart Foundation and the Salvation Army Trust

Top 10 charities by fundraising income 2017/18

Rank 2017/18	Rank 2016/17			Fundraised Income £m	Total Income £m
1	1	Cancer Research UK	Mar-18	443.2	634.3
2	2	British Heart Foundation	Mar-18	295.9	328
3	3	Sightsavers International	Dec-17	291.8	321.7
4	4	Macmillan Cancer Support	Dec-17	229.9	252.7
5	5	Oxfam GB	Mar-18	200.7	427.2
6	6	Royal National Lifeboat Institution	Dec-17	184.7.0	202.4
7	8	British Red Cross Society	Dec-17	159.7	284.5
8	7	Salvation Army Trust	Mar-18	152.8	231.4
9	9	RSPCA	Dec-17	118. 9	140.9
10	10	Save the Children	Dec-17	109.1	406.6

Income generation from statutory sources

Overall statutory income was worth a real £76 million less in 2017/18 than in 2012/13 as the cumulative effect of government spending cuts continue to bite. However at £960 million statutory income, which fell in each of the previous three years, saw a small real annual growth in 2017/18 of 2.8%. This was mainly due to increases in a small number of international charities (see below).

Charitable activities

Income generated from charitable activities was worth £1.24 billion and grew by a moderate 2.2%— a similar annual increase to that of statutory income of 2.8%. Again this was mainly due to increases in membership and visits in the large heritage and conservation charities.

Total income picture

Reviewing the overall income picture of the top 100 in 2017/18, total income was £9.6 billion, a substantial one-fifth of the income of all voluntary organisations.[4] The major fundraising charities will no doubt be glad that in a difficult time total income was maintained, albeit with just a tiny above-inflation growth of 0.8% growth. This is largely explained by the static position of fundraising income, for which the moderate increases in their smaller statutory and charitable incomes barely compensated. As the Scope Annual Report has highlighted, funding pressures are currently coming from all sides.

'The external environment is challenging all charity fundraising. A reduction in government funding of public services has increased pressure on sourcing alternative means of funding. The as-yet-unknown, financial impact of Brexit and the reduction in public trust in charities all combine to create a difficult funding environment.' (Scope Annual Report 2018)

Income Source	Amount £ billion 2017/2018	Real growth (%) after adjusting for inflation 2016/17 - 2017/18
Voluntary fundraising	5.9	0.5
Statutory	0.96	2.8
Charitable activities	1.24	2.2
All other*	1.54	-0.9
Total Income	9.6	0.8

**Includes trading, lottery, investment and miscellaneous other*

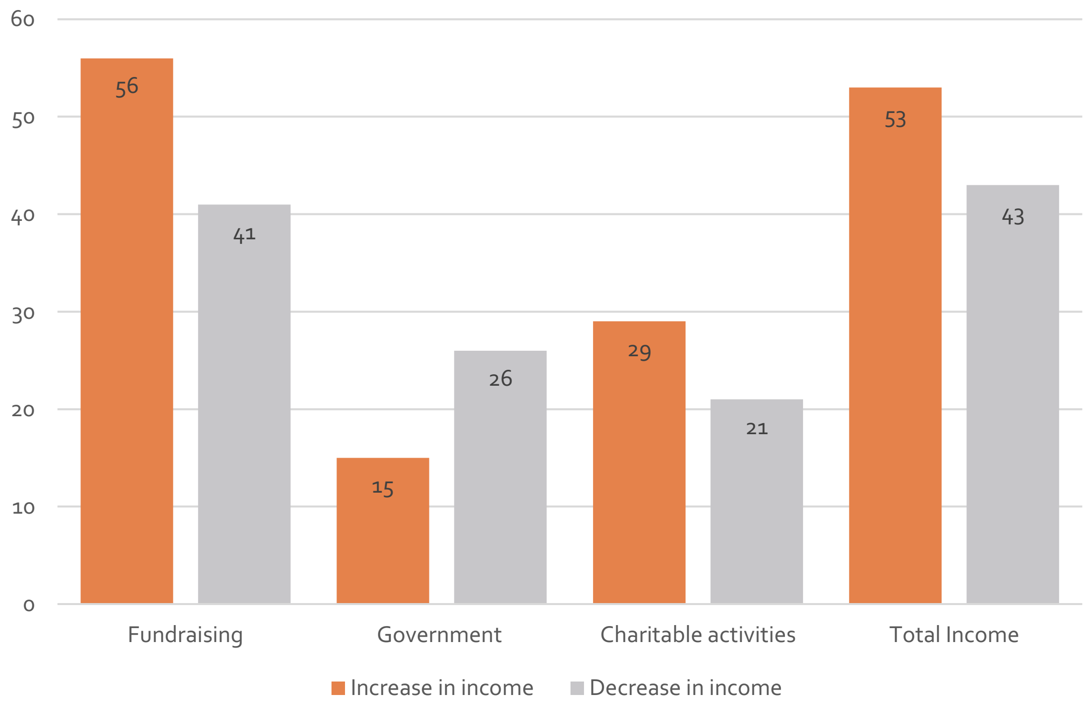
Income generation challenges in all streams

While charities' diverse income base means they can often try to compensate shortfalls in one income stream through increases in others, the picture of performance by income stream reveals how charities are indeed challenged across the board, with many top charities unable to maintain overall incomes. Just over half of the top 100 fundraising charities (53%) reported an increase in their total income, with a few staying the same and a substantial 43% reporting a decrease.

[4] According to the NCVO Almanac 2017/18, income to all voluntary organisations is £47.8bn. https://data.ncvo.org.uk/almanac18/

The graph below compares the numbers of charities with increased or decreased incomes in each of the funding streams. Just 56 saw an increase in fundraising income, while 41 saw a decrease. Starker figures show that a significant majority, 26 of the 41 charities (63%) that reported an income from statutory sources recorded a decrease. Income from charitable activities showed a more positive picture, with 58% with an income from this source reporting an increase.

Number of top 100 charities with an increase/ decrease in income by type 2016/17-2017/18



Breakdown of income by detailed streams

In spite of the turbulent funding environment, the balance of income from different funding streams remains almost unchanged. Voluntary donations continue to constitute the largest share of fundraising charities' income in 2017/18, representing just over half (51.3%). Legacy gifts remain hugely important to fundraising charities and provide another quarter of fundraised income (25.8%).

Income from fundraising events remain a small share of fundraising income overall at just 4.5%, but has become a central plank or 'signature' element of fundraising and motivating public engagement in some charities. This includes Macmillan Cancer Support (26% of fundraised income), Multiple Sclerosis Society (20%) and Help for Heroes (13%). The operational problems experienced with the *Race for Life* by Cancer Research UK in 2017/18 have had a significant impact on its fundraising, with the share derived from the event falling from 19% to 16%.

In spite of a fairly constant overall picture of income balance in the Top 100, enormous fluctuation is also in the nature of the donated or fundraised income of individual charities. For example, the value of major gifts and legacies is notoriously uneven. Major increases in legacy income (from over £7 million to over £21 million) saw Leonard Cheshire Disability double its fundraising income and Royal Marsden Cancer Charity increase its fundraising income by two-fifths. The National Trust's substantial legacy income however, was £52 million compared with a peak of £62 million the previous year.

Charities' own capital and other appeals can have unexpected success. The Watch Tower Bible and Tract Society of Britain more than doubled its income through major donations attracted by major investment in a new capital project.

Gifts of capital and other assets also make a major contribution to charities' fundraising income. The National Gallery saw its donations income treble from £7.6million to £22.6 million in 2017/18, through the acquisition to its collection of four exceptional Dutch and Flemish paintings.

Another important influence on fundraising is shifts in public tastes and consumer behaviour, creating opportunities for charities to 'ride the wave'. The Royal Horticultural Society almost doubled its income from donations and legacies and increased member and visitor numbers.

Income from charitable activities is generally less volatile and more even year-on-year, but the National Trust saw an increase of £18 million in such income, mainly because, like the RHS, it experienced strong growth in membership. Both organisations are benefitting from growing public interest in conservation, the environment and recreational activity related to these, as highlighted by the National Trust in its annual report,

'Perhaps the most important statistic in this report is the fact we now have over 5 million members for the first time in our history. This landmark provides further evidence of the importance of our work in people's lives.' (The National Trust, Annual Report 2017/18)

While statutory income is not the main component of the fundraising charities' income, some fundraising charities derive considerable funds from statutory sources. Human Appeal International increased governmental (and related) income by over £24 million in 2017/18, with major gifts from UNHCR and from the World Food Programme. Christian aid also increased its income with major funding from the World Food Programme and from the European Commission.

Value of different income streams to top 100 charities 2017/18

Voluntary, private		**£ million**	**% of Voluntary Income**
	Donations	3,011	51.3
	Legacies	1,515	25.8
	Unspecified	443	7.6
	Donated goods	317	5.4
	Gifts in kind	322	5.5
	Events	263	4.5
Sub-total Voluntary Income		*5,871*	100
Non-voluntary/ statutory			**% of Non-Voluntary Income**
	Statutory	959	26
	Charitable	1,237	33.5
	Trading	883	24
	Lottery	356	9.7
	Investment	159	4.3
	Other	93	2.5
Sub-total		*3,688*	100
TOTAL		**9,560**	

Percentage (%) share by funding stream of voluntary and non-voluntary income 2017/18

Voluntary, Private	%
Donations	51.3
Legacies	25.8
Unspecified	7.6
Donated goods	5.4
Gifts in Kind	5.5
Events	4.5

Non-voluntary/statutory	%
Statutory	26.0
Charitable Activities	33.5
Trading	24.0
Lottery	9.7
Investment	4.3
Other	2.5

Long-term growth trends

The long-term annual growth rates in fundraising provide clear evidence of the impact of the constraints of the current funding environment. The graph below shows that the value of the top 100 fundraising charities' total income has beaten inflation, increasing by fairly small amounts over the last two years. However since 2014/15 the annual growth rate has been on a downward trajectory, declining dramatically from 6.2% to just 0.8% in 2017/18, after adjusting for inflation. The question this raises is whether it will continue on a downward trend into the next period.

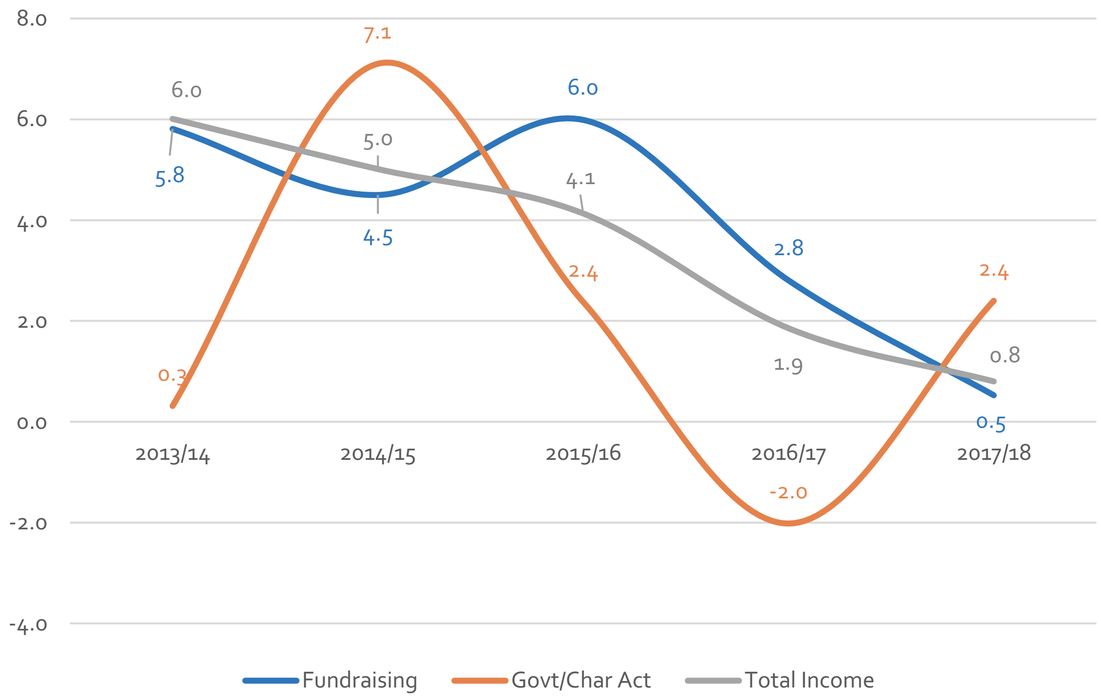
Five-year trends in total income and (%) year-on-year growth rates *

* Figures in this chart are adjusted for inflation

Trends in different income streams

The below chart shows that the long-term downward trend in total income is being driven predominantly by the falling growth rate in fundraising income since 2014/15, with a parallel fall of alternative statutory and charitable activities income streams from 2014/15 to 2016/17. However, there is an uplift in the growth rate for these income streams in 2017/18, and it is possible that there is some scope for charities to use these sources to re-address potential income shortfalls in fundraising going forward. The challenge is that local authority resources are likely to continue to fall.

Long-term trends in annual growth rate (%) by income stream, 2013/14-2017/18



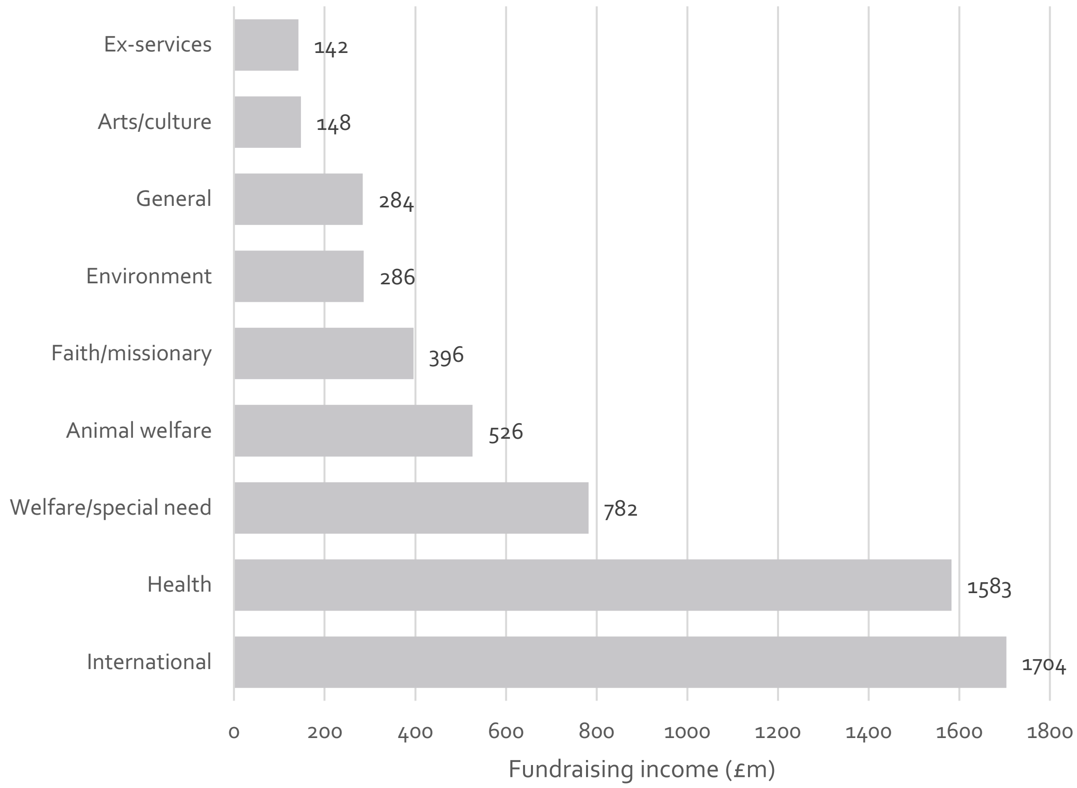
The top causes - who is influencing the giving public?

For the first time in this series the report has taken a look at the causes which dominate the top fundraising charities. These are the causes which generate the most support from the donating public and which potentially have a powerful influence on the general state of public relationships with, and perceptions of, charities today. Who are the front-runners? Two causes emerge as far ahead of the others.

International and health charities are the sector's front-runners

International sector First are the large international charities, both in terms of fundraising and total income. At a fundraising income of £1.7 billion, international charities within the top 100 together hold a massive 29% share. This finding highlights the extensive presence and influence of the largest international charities amongst the general public and major donors. It means they have significant power to influence donor attitudes, both positively and negatively. The relationship is particularly sensitive in the international sector where there is often a wide geographical, cultural and economic distance between donor and end-beneficiary. Donors to international causes particularly rely on charities as the trusted intermediaries. It is therefore a special risk to the charity sector that the greatest breaches of public trust through the failure of safeguarding have taken place in the international sector. The future behaviour of big international charities is likely to be seminal within the fundraising sector.

Top 100 fundraising income broken down by cause 2017/18



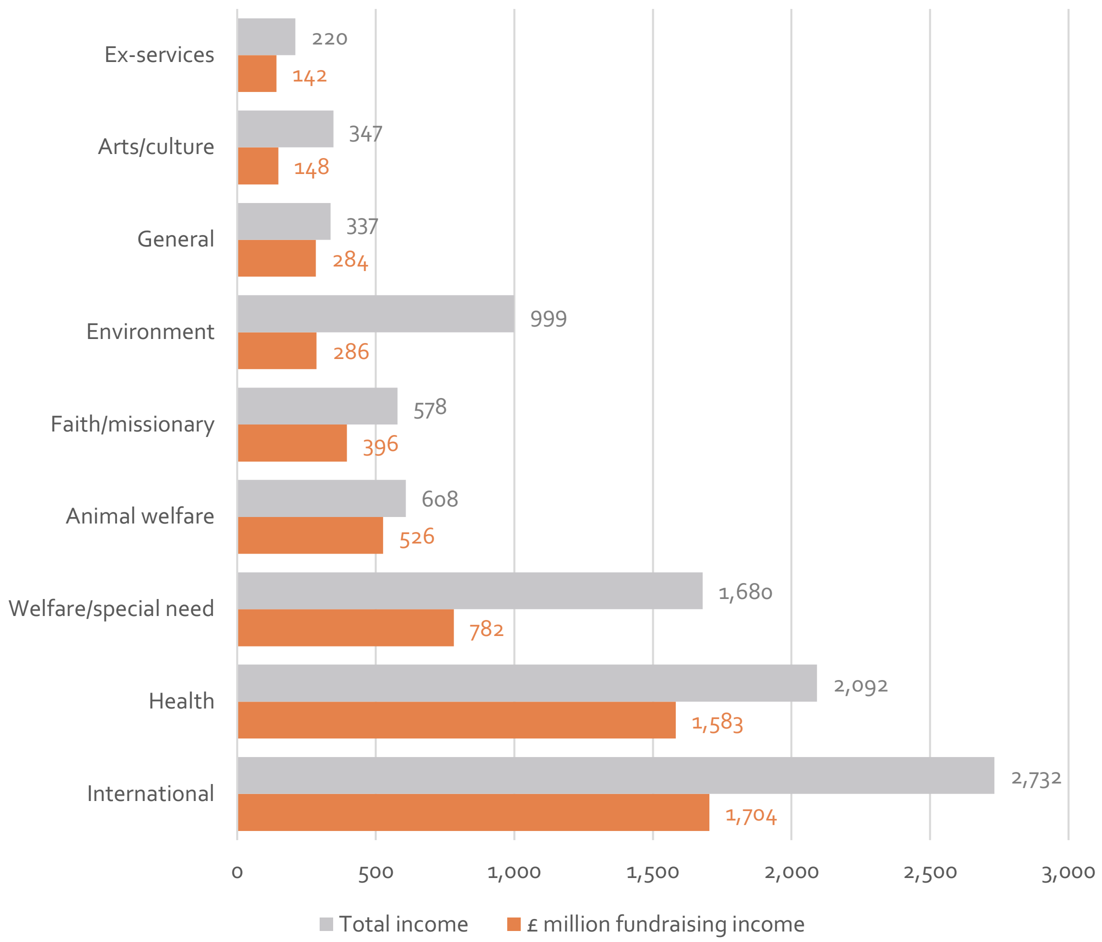
Health sector Close behind the international sector in the top 100 is the health sector, which bags £1.6 billion of fundraising income and the second largest share of total income. In terms of monetary income, the health sector is larger because it is gifts-in-kind worth £278 million, mainly donated to Sightsavers, which explain a large part of the difference between the fundraising income of the international and health sectors. In practice the strong overlap between health and international causes reinforces giving to the international sector. The health sector plays a highly significant part in building the relationship between the charity sector and the general public, with which it commands great respect. One reason for this lies in the very close relationship between donor and beneficiary in the health sector, in contrast to the international sector. Donations to major health charities are often closely associated with the lived health experience of donors themselves, or their family and friends. Moreover, the impact of donations can often be seen very directly in the development of health and medical facilities, as well as innovations which donors themselves access at the local level.

Who is responsible for the UK's social care and welfare?

Welfare sector Welfare, including social care and special needs, are the third largest category in the top 100, attracting less than half the level of donations to international and health causes, with 13% of fundraising income. This area attracts a larger 18% of the total top 100's income, due to attracting more income from statutory sources and charitable activities than fundraising causes such as health or faith-based sectors. The average of the top 100 charities' fundraising income in the welfare category is £50 million, just below the average for animal welfare causes at £53 million. A key reason for the lower level of donations is likely to be that the public expects the government to provide for social welfare, particularly where vulnerable groups of children and elderly people are concerned. A funding gap is increasingly apparent as statutory services are cut and evidence of growing unmet social need continues to emerge, particularly in homelessness, poverty (for example, the growth of food banks) and care of the elderly. It may take a growing acknowledgement of the effects of public spending cuts and a marked shift in public attitudes towards the roles of government and charities to address these funding gaps, and this presents both an opportunity and challenge to the welfare sector.

Animal welfare, faith and other causes Turning to other causes it is notable that animal welfare and faith/missionary causes are well represented in the top 100 fundraisers, though arts and culture rather less so. Faith-based causes continue to have a key place in our changing and increasingly multi-cultural society. It is also interesting that ex-services causes hold their own as a single category in the top 100 because they are a rather specific and 'niche' category compared with welfare and special needs. They demonstrate the charitable effect of the higher profile and public popularity which the veterans of current global conflicts have attracted, enhanced by royal patronage. This is an effect which mental health causes may now be able to emulate, as their profile is raised by government and many celebrity and royal supporters.

Top 100 total income (£ million) broken down by cause 2017/18



Will the public get more involved in environmental issues?

Environment sector Environmental causes have a much larger share of the *total* than of the *fundraising* income of the top 100 charities (10% and 5% respectively). This is mainly because a large amount of the income earned by conservation and environment charities like the National Trust is derived through charitable activities directly related to their mission rather than voluntary fundraising. Within the environmental area, charity-supporter relationships are built on a very close alignment of active interests, compared, for example, with the international sector where giving depends on building donor empathy with strangers. Growing awareness of the effect of climate change and the extinction threat, particularly amongst younger generations, will hopefully generate more charitable involvement and new donor pools in giving for environmental issues.

Outlook

The challenge looming over the future is to break through the apparent plateau in income growth, to regenerate public trust and belief that giving to charities is a special, ethical and effective way of helping to address the social challenges which private and government sectors are not. An encouraging fact looking forward is that in a very challenging environment income to the top 100 fundraising charities has been maintained after adjusting for inflation. It shows that charities have considerable resilience, that they can count on the loyal support of donors and that they have been fighting back. Many top charities have struck a determinedly upbeat note and seized the opportunity in their annual reports to celebrate the funding they were able to achieve in 2017/18, and the ongoing support of millions of donors. For example, NSPCC wrote

'Although we have received less income this year, income from supporters (donation, legacies and other trading activities) remains at 89.2% of total income received, which continues to illustrate the clear mandate we hold to act on behalf of the public to protect children. We would like to thank everyone who has stood with us……' (NSPCC Annual Report 2017/18)

Save the Children has reported directly to donors on how it is 'responding to concerns' on safeguarding issues through

'the creation of a global centre of excellence for child safeguarding in emergencies […] humanitarian passports […] and new regulatory standards to ensure all humanitarian agencies have a legal obligation to report any dismissals'.

It also commissioned a fully independent review of workplace culture in the light of sexual harassment, bullying and inappropriate behaviour. (Save the Children Annual Report 2018)

Cancer Research UK tackled issues of fundraising practice and noted in its annual report that

'we took a lead in the sector by moving to 'opt in' fundraising in 2017, meaning we contact our supporters only in they way they ask us to'. Sightsavers highlights that the regulatory environment has had a significant impact in fundraising, and that it will take charities time to absorb this and re-build capacity:

'We have spent a great deal of time this year preparing for the new GDPR, and our Swedish fundraising efforts have been affected by regulatory restrictions on the amount that can be invested.'

Following these clear communications with donors on the issues they are facing, charities have moved onto the front foot and have raised expectations. Internal factors affecting fundraising lie within the sector itself to address. The challenge to rebuild the sector's image is demonstrated in comments from accountants noting that *'reputational damage sooner or later turns into financial damage'*[5], to lawyers claiming that '*the governance model for large complex charities is completely broken'*[6]. NCVO has published a code of ethics for the sector[7], and ongoing reporting on progress by all charities is likely to be strongly linked to future fundraising success.

It is particularly important that charities tackle the issues directly under their control because the future fundraising environment will be strongly affected by external factors over which charities have little control. The uncertainties of Brexit are affecting most consumer markets, resulting in poor Christmas retail figures and slowing consumer spending growth[8]. A Blackbaud survey found UK giving down by 4%, though online giving was up.[9] As we have seen recently, media interest in issues such as charity costs is likely to be ongoing. The overview of the causes represented in the top 100 fundraising charities reveals how very different donor motivations are, nonetheless they are all equally as powerfully in motivating attitudes to giving. To appeal successfully to these diverse motivations, however, all causes depend on public trust that the charity sector is a special place where they can add to public good.

[5] https://www.thirdsector.co.uk/don-bawtree-managing-financial-fallout-oxfam/finance/article/1457464
[6] https://bit.ly/2lO0qJx
[7] https://www.ncvo.org.uk/policy-and-research/ethics
[8] https://www.sharecast.com/news/news-and-announcements--/consumers-rein-in-spending-as-brexit-uncertainty-looms-large--3715564.html
[9] https://www.charityupdate.co.uk/news/funding-investment/charitable-giving-down-4-in-2018-says-blackbaud/

Top 100 Fundraising charities 2017/18 (Ranked by fundraising income)

Rank	Charity	Year Ending	Fundraised Income £m	Total Income £m	Fundraising as % of Total
1	Cancer Research UK	Mar-18	**443.2**	634.3	69.9%
2	British Heart Foundation	Mar-18	**295.9**	328.0	90.2%
3	Sightsavers International	Dec-17	**291.8**	321.7	90.7%
4	Macmillan Cancer Support	Dec-17	**229.9**	252.7	91.0%
5	Oxfam GB	Mar-18	**200.7**	427.2	47.0%
6	Royal National Lifeboat Institution	Dec-17	**184.7**	202.4	91.3%
7	British Red Cross Society	Dec-17	**159.7**	284.5	56.1%
8	Salvation Army Trust	Mar-18	**152.8**	231.4	66.0%
9	Royal Society for Prevention of Cruelty to Animals	Dec-17	**118.9**	140.9	84.4%
10	Save The Children	Dec-17	**109.1**	406.6	26.8%
11	Islamic Relief Worldwide	Dec-17	**105.9**	126.5	83.7%
12	National Society for Prevention of Cruelty to Children	Mar-18	**102.0**	118.3	86.2%
13	Guide Dogs for Blind Association	Dec-17	**101.4**	108.7	93.3%
14	Marie Curie Cancer Care	Mar-18	**97.7**	159.3	61.3%
15	Dogs Trust	Dec-17	**97.3**	106.4	91.4%
16	UNICEF-UK	Dec-17	**95.2**	100.2	95.0%
17	Royal British Legion	Sep-17	**95.1**	159.2	59.8%
18	Royal Society for the Protection of Birds	Mar-18	**88.5**	138.4	64.0%
19	Great Ormond Street Hospital Children's Charity	Mar-17	**87.3**	93.3	93.6%
20	Tate	Mar-18	**85.9**	149.2	57.6%
21	PDSA	Dec-17	**79.2**	102.2	77.5%
22	Royal National Institute of Blind People	Mar-18	**74.2**	118.7	62.5%
23	Comic Relief	Jul-17	**73.7**	104.7	70.4%
24	Alzheimer's Society	Mar-18	**73.2**	106.9	68.4%
25	National Trust	Feb-18	**70.0**	594.9	11.8%
26	BBC Children in Need	Jun-18	**62.8**	67.7	92.8%
27	Watch Tower Bible and Tract Society of Britain	Aug-17	**60.9**	89.6	68.0%
28	WWF UK	Jun-18	**58.8**	67.6	87.0%
29	Cats Protection	Dec-17	**57.3**	62.9	91.1%
30	Christian Aid	Mar-18	**54.7**	117.9	46.4%
31	World Vision UK	Sep-17	**53.9**	93.2	57.8%
32	Tearfund	Mar-18	**53.4**	74.9	71.3%
33	WaterAid	Mar-18	**53.1**	83.4	63.6%
34	Church of Scotland Unincorporated Councils and Committees	Dec-17	**51.5**	112.7	45.7%
35	Medecins sans Frontieres (UK)	Dec-17	**48.7**	53.7	90.5%
36	Elim Foursquare Gospel Alliance	Sep-17	**48.5**	68.1	71.3%
37	Prince's Trust	Mar-18	**47.4**	72.9	65.0%
38	Age UK	Mar-18	**47.3**	147.4	32.1%
39	SHELTER	Mar-18	**45.2**	67.4	67.1%
40	Ahmadiyya Muslim Jamaat International	Dec-17	**40.9**	40.9	100.0%
41	Barnardo's	Mar-18	**40.4**	304.3	13.3%
42	ActionAid	Dec-17	**40.2**	55.0	73.1%
43	Westminster Roman Catholic Diocesan Trust	Dec-17	**39.8**	54.6	72.8%
44	Compassion UK Christian Child Development	Jun-17	**39.7**	39.9	99.3%
45	Royal Opera House Covent Garden Foundation	Aug-17	**38.9**	141.0	27.6%
46	Parkinson's Disease Society of United Kingdom	Dec-17	**38.8**	39.7	97.7%
47	Scope	Mar-18	**38.5**	94.7	40.7%
48	Battersea Dogs & Cats Home	Dec-17	**38.4**	40.1	95.6%
49	United Synagogue	Dec-17	**36.4**	54.5	66.9%
50	Catholic Agency for Overseas Development	Mar-18	**35.8**	52.6	68.0%

Top 100 Fundraising charities 2017/18 (Ranked by fundraising income) continued

Rank	Charity	Year Ending	Fundraised Income £m	Total Income £m	Fundraising as % of Total
51	Church of Jesus Christ of Latter Day Saints Great Britain	Dec-17	**34.8**	39.3	88.6%
52	Donkey Sanctuary	Dec-17	**33.8**	37.6	90.1%
53	Diabetes UK	Dec-17	**33.5**	40.6	82.5%
54	ummah welfare trust (Amanat Charitable Trust)	Nov-17	**33.4**	34.8	96.0%
55	Woodland Trust	Dec-17	**31.0**	45.2	68.6%
56	London Diocesan Fund	Dec-17	**31.0**	40.7	76.2%
57	World Animal Protection	Dec-17	**30.7**	37.4	82.1%
58	Blue Cross (Incorporating Our Dumb Friends League)	Dec-17	**29.5**	39.0	75.8%
59	Alzheimer's Research UK	Aug-17	**29.1**	30.5	95.6%
60	Girl Effect	May-17	**28.7**	28.9	99.4%
61	Crisis	Jun-17	**28.7**	35.2	81.5%
62	Plan International UK	Jun-18	**28.5**	66.7	42.7%
63	Church of England Children's Society	Mar-18	**28.1**	38.4	73.3%
64	International Bible Students Association	Aug-17	**27.6**	29.6	93.2%
65	Multiple Sclerosis Society	Dec-17	**26.4**	28.9	91.4%
66	Against Malaria Foundation	Jun-18	**25.6**	26.3	97.2%
67	Royal Marsden Cancer Charity	Mar-18	**25.3**	26.8	94.3%
68	Help for Heroes	Sep-17	**25.2**	30.8	81.9%
69	Leonard Cheshire Disability	Mar-18	**25.1**	175.9	14.3%
70	Jewish Care	Mar-18	**25.0**	63.7	39.3%
71	Prostate Cancer UK	Mar-18	**24.6**	24.9	98.7%
72	National Gallery	Mar-18	**23.6**	56.8	41.6%
73	Stroke Association	Mar-18	**23.5**	35.0	67.0%
74	National Deaf Children's Society	Mar-18	**23.4**	24.5	95.4%
75	Rhodes Trust	Jun-17	**23.4**	33.0	70.9%
76	CLIC Sargent Cancer Care for Children	Mar-18	**23.3**	28.9	80.5%
77	Breast Cancer Now	Jul-17	**23.2**	28.3	81.8%
78	Arthritis Research UK	Mar-18	**22.5**	33.5	67.1%
79	Human Appeal International	Dec-17	**22.2**	59.9	37.1%
80	National Trust for Scotland	Feb-18	**21.7**	56.8	38.2%
81	Blind Veterans UK	Mar-18	**21.5**	29.8	72.2%
82	Brooke Hospital for Animals	Mar-18	**21.1**	21.4	98.6%
83	Mind (National Association for Mental Health)	Mar-18	**20.7**	48.2	43.1%
84	Muslim Aid	Dec-16	**20.3**	37.2	54.4%
85	International Fund for Animal Welfare	Jun-17	**19.8**	20.1	98.5%
86	Oxford Diocesan Board of Finance	Dec-17	**19.5**	26.3	74.1%
87	Muslim Hands	Dec-17	**19.1**	19.1	99.8%
88	Motor Neurone Disease Association	Dec-17	**18.7**	19.0	98.8%
89	Penny Appeal	Apr-17	**18.6**	18.6	99.9%
90	World Federation of Khoja Shia Ithna-Asheri Muslim Communities	Dec-17	**17.5**	18.2	96.3%
91	Centrepoint	Mar-18	**17.4**	32.7	53.2%
92	Bauer Radio's Cash for Kids Charities	Dec-17	**17.2**	17.3	99.9%
93	Royal Horticultural Society	Jan-18	**16.3**	95.9	17.0%
94	St John Ambulance	Dec-17	**16.2**	102.0	15.9%
95	Sue Ryder	Mar-18	**15.6**	101.7	15.3%
96	Hillsong Church London	Dec-17	**15.5**	18.6	83.6%
97	Christie Charitable Fund	Mar-18	**15.3**	15.4	98.9%
98	Shrewsbury Roman Catholic Diocesan Trust	Mar-18	**15.2**	19.2	78.8%
99	Breast Cancer Care	Mar-18	**15.1**	16.2	93.5%
100	Salford Diocesan Trust	Dec-17	**15.1**	24.4	61.8%