

Don't wait for the rebound

In tough economic times the charities that win corporate partnerships aren't just resilient – **they are bold.**



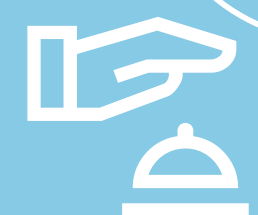
EXECUTIVE SUMMARY



Corporate partnerships are vital for almost 80% of charities.



Confidence in achieving corporate partnerships targets is low.



Charities are struggling to get companies' attention.



Internal support for corporate partnerships is low.



Focusing on value for the company and creativity are delivering success.

METHODOLOGY

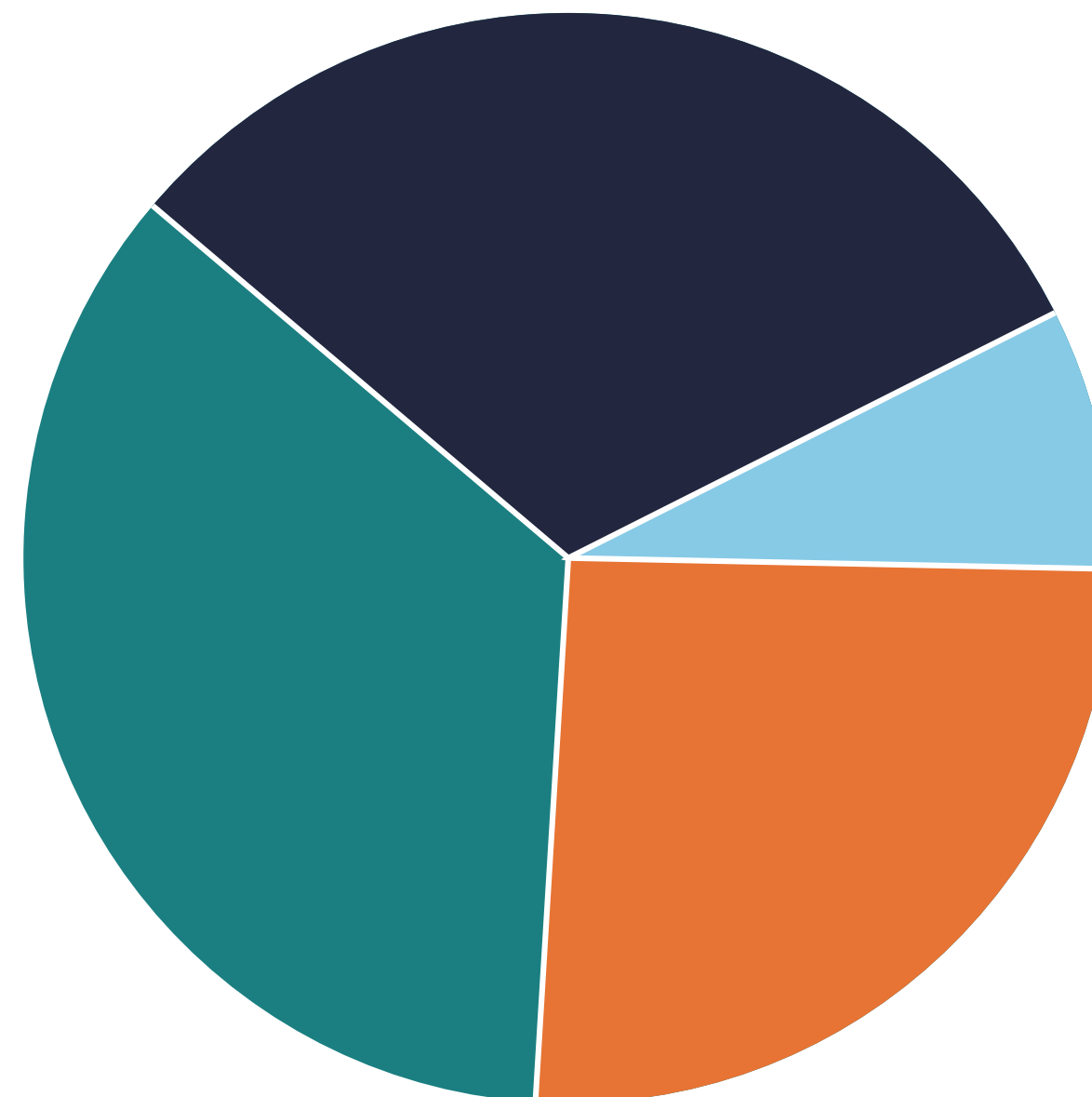
This report is based on a survey of over 50 charity leaders in Spring 2025.



Economic conditions are impacting charities

Q. To what extent have the current economic conditions impacted your charity?

- Not at all **0%**
- Slightly **26%**
- Moderately **35%**
- Significantly **31.5%**
- Severely **7.5%**



ANALYSIS

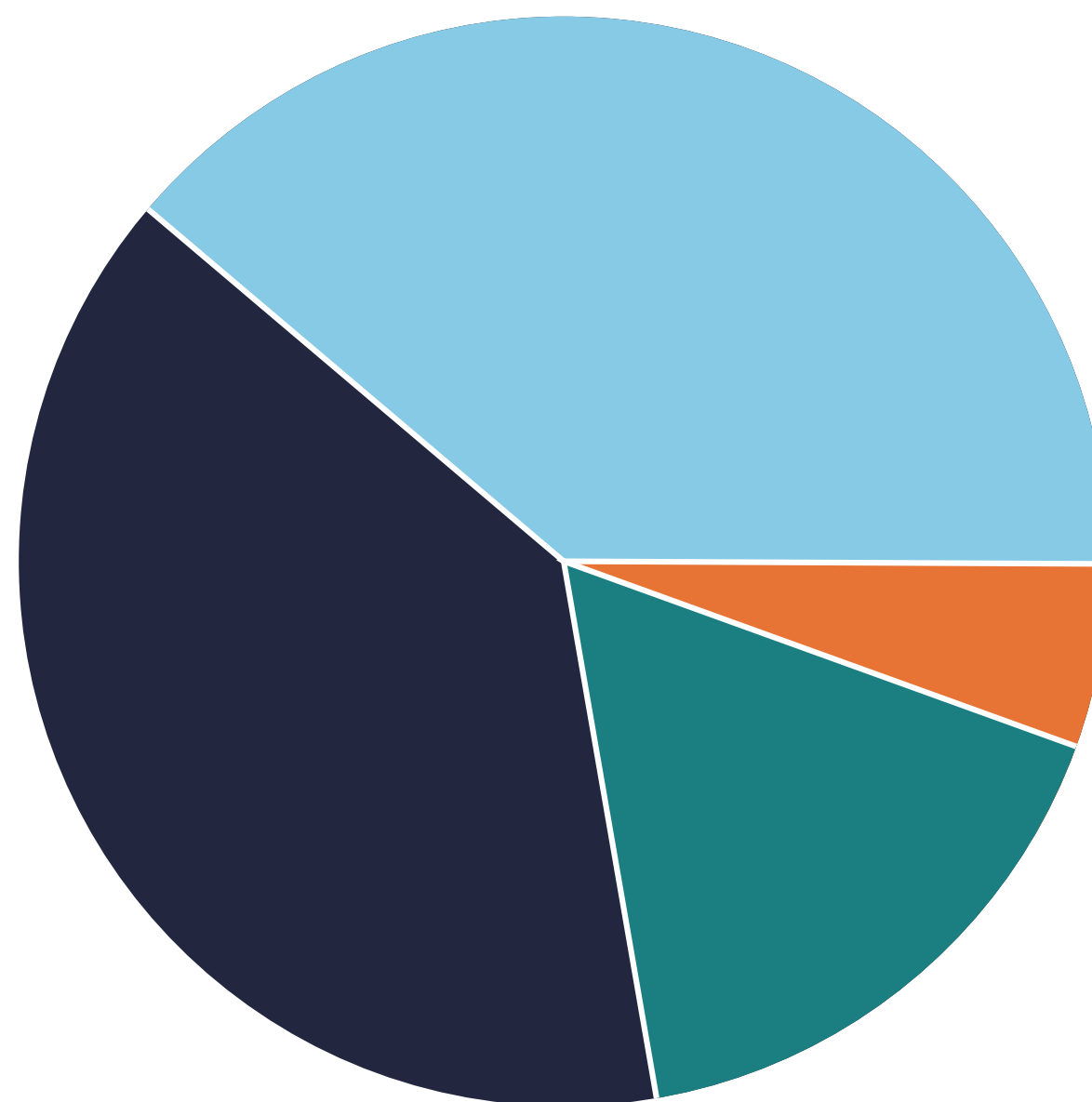
Almost **40%** of charities have been **significantly** or **severely** impacted by the **current economic conditions**.



Corporate partnerships are vital

Q. How important are corporate partnerships to your overall fundraising?

- Not at all **0%**
- Slightly important **5%**
- Moderately important **17%**
- Very important **41%**
- Extremely important **37%**



ANALYSIS

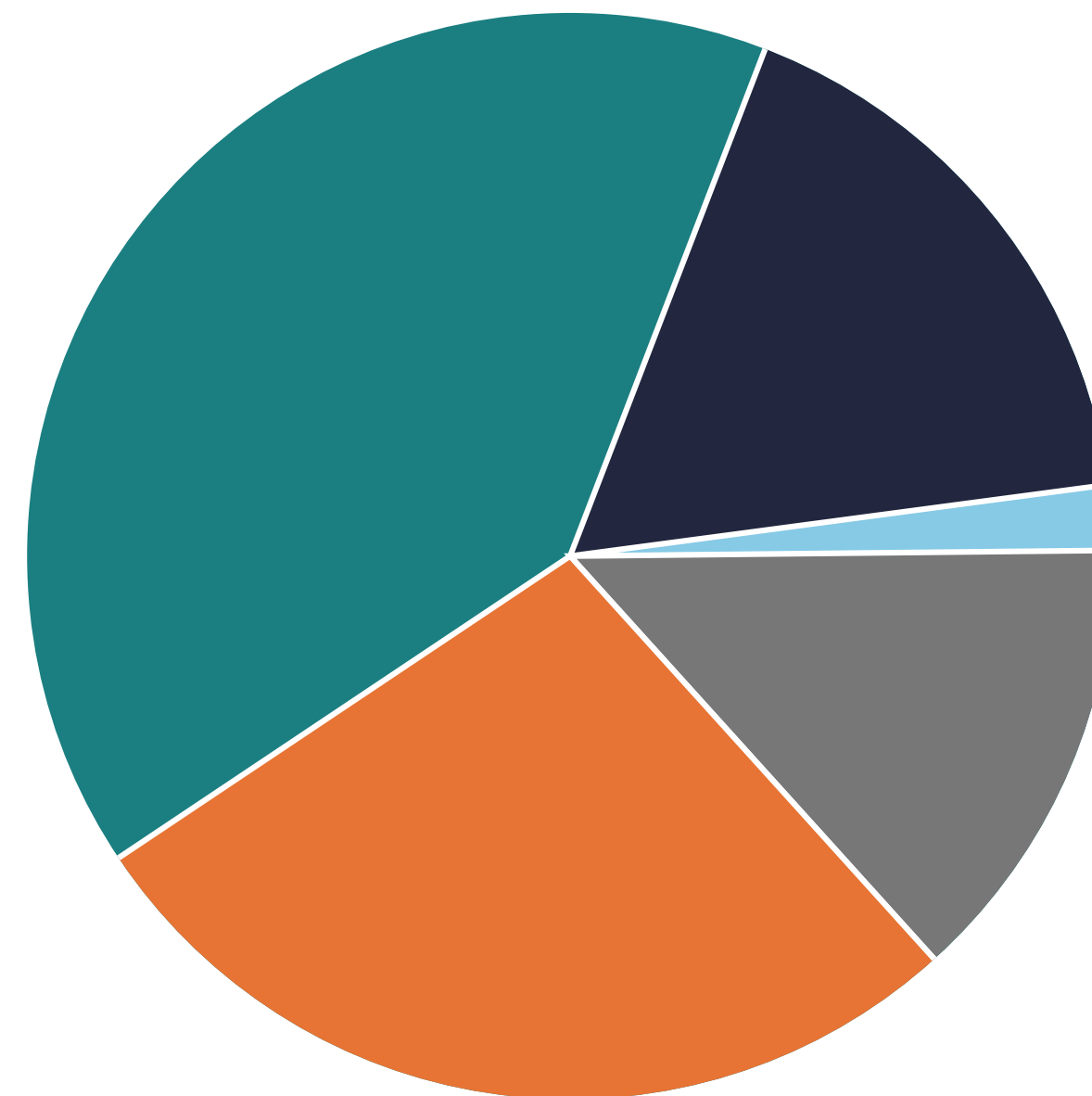
Nearly **80%** of charities said that corporate partnerships are **very or extremely important to fundraising.**



Confidence in achieving targets is low

Q. How confident are you of achieving this year's corporate partnerships target?

- Not at all confident **13.5%**
- Slightly confident **27%**
- Somewhat confident **40.5%**
- Very confident **17%**
- Extremely confident **2%**



ANALYSIS

Less than **20%** of charities are **very** or **extremely confident** of achieving this year's corporate partnerships target.

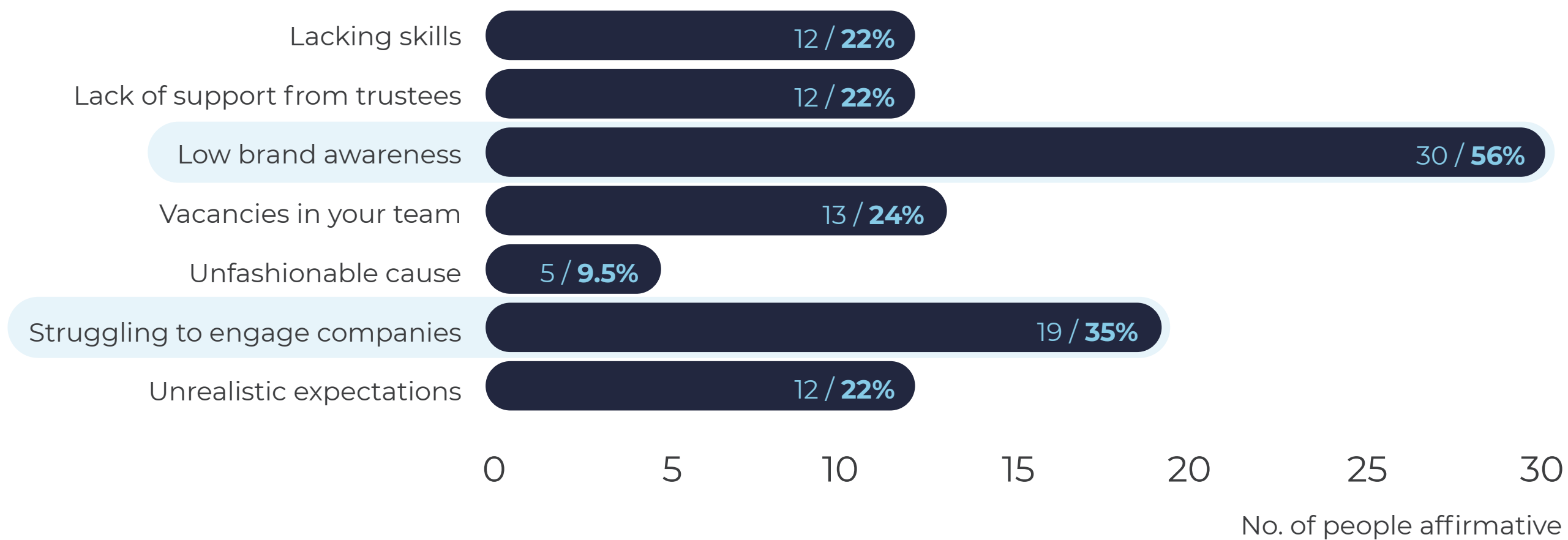
This means that many corporate fundraisers are feeling the pressure to deliver short-term results.



Struggling to get companies' attention

Q. What are the greatest challenges to building corporate partnerships that you are facing right now?

Participants were able to select more than one answer.



ANALYSIS

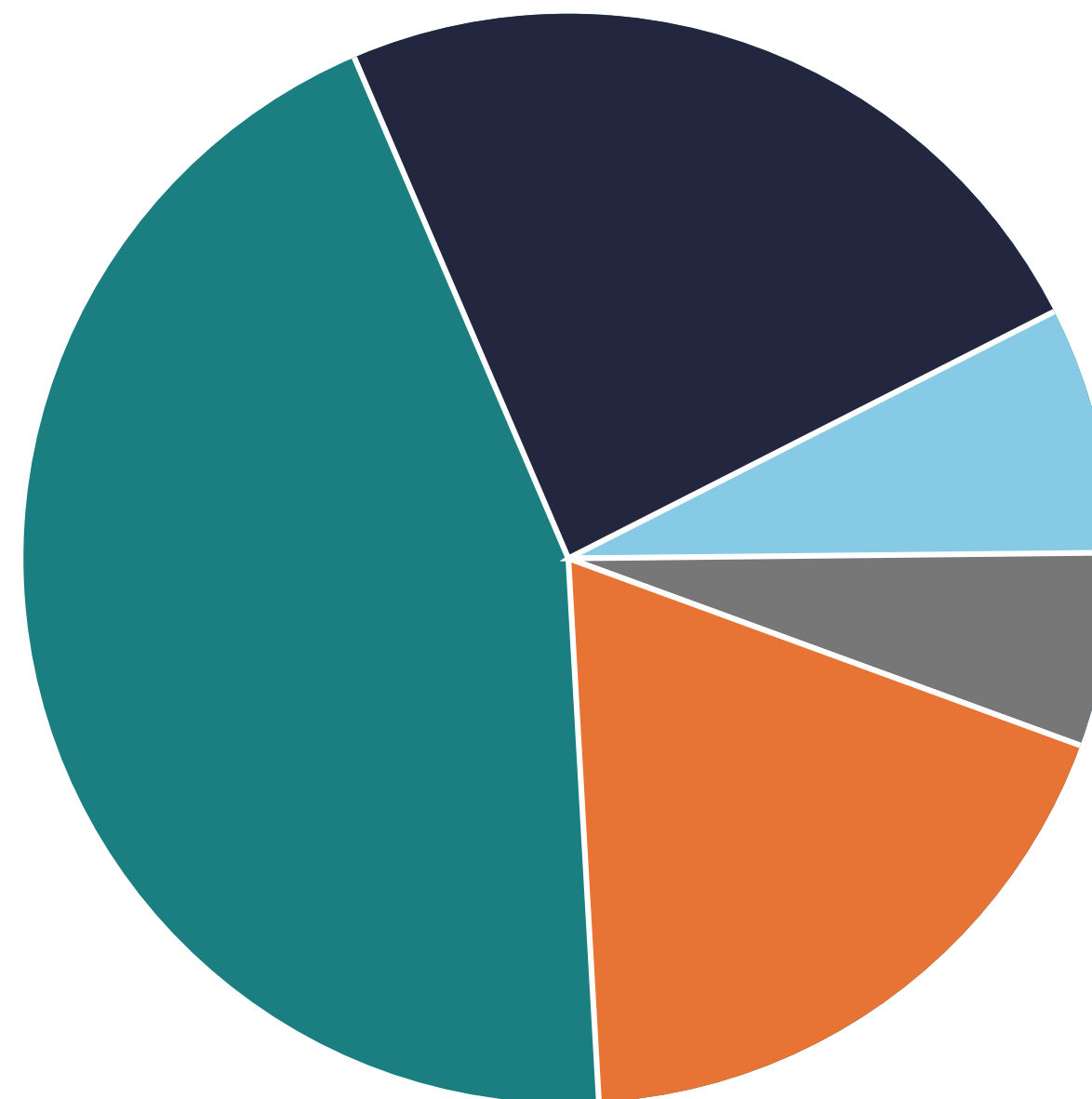
The **greatest challenges** to building corporate partnerships are **low brand awareness** (56%) and **struggling to engage companies** (35%).



Internal support is low

Q. To what extent are your trustees and colleagues on board with helping build and deliver corporate partnerships?

- Not at all **5.5%**
- Slightly **18.5%**
- Moderately **44.5%**
- Very **24%**
- Fully **7.5%**



ANALYSIS

Less than **32%** charities say that their Trustees and colleagues are **very** or **fully on board** with corporate partnerships.

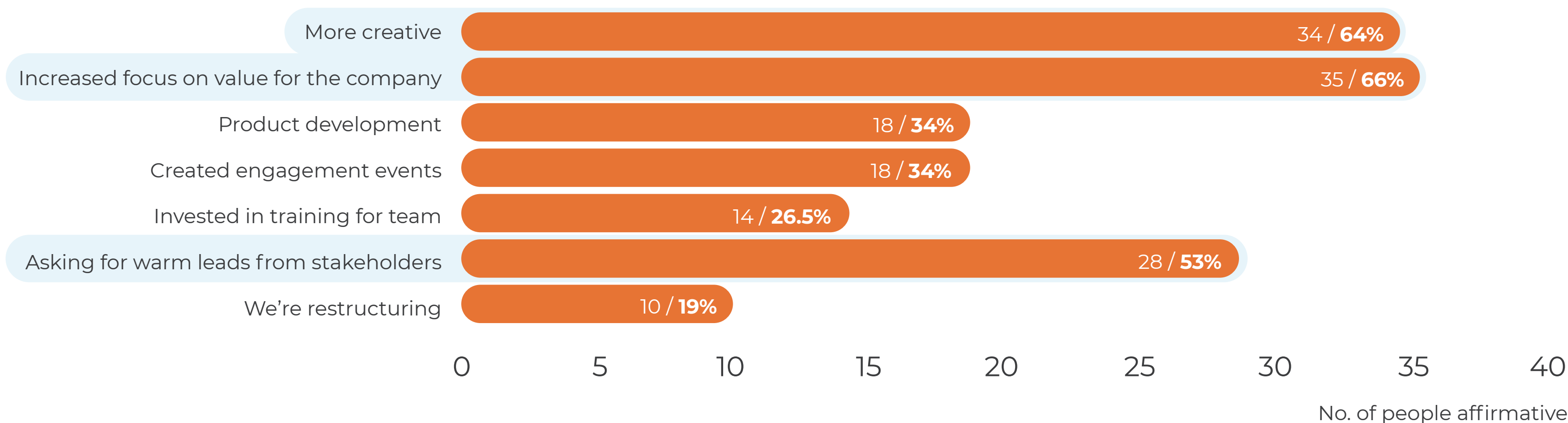
This lack of internal support will make it harder for corporate partnerships teams to succeed.



Charities are taking action to get on companies' radar

Q. In what ways have you changed your corporate partnerships approach in response to the tough economic conditions?

Participants were able to select more than one answer.



ANALYSIS

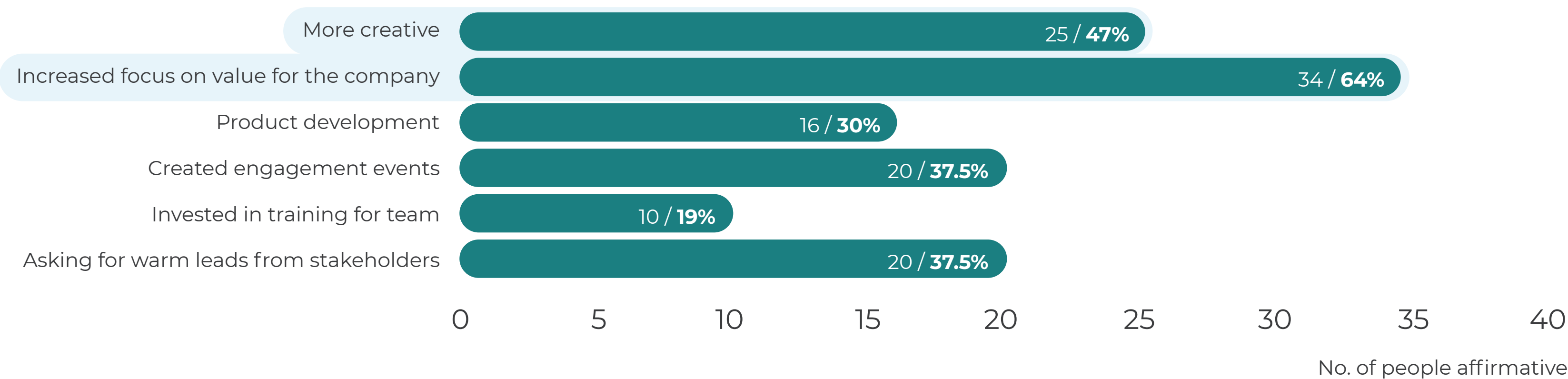
The most popular ways in which charities have changed their corporate partnerships approach is focusing on the **value for the company** (66%), **being more creative** (64%) and **asking Trustees for warm leads** (53%).



Customer focus and creativity are delivering success

Q. Which of the following methods are delivering corporate partnerships success?

Participants were able to select more than one answer.



ANALYSIS

The most successful methods are **focusing on value for the company** (64%) and **being more creative** (47%).

This means that corporate fundraisers need to be customer—focused innovators.

A Venn diagram consisting of two overlapping circles. The top circle is labeled 'CONCLUSION'. The bottom circle is empty. The intersection of the two circles is also empty.

CONCLUSION

**In tough economic times,
the charities that win corporate partnerships
aren't just resilient — they are bold.**

They are customer-focused innovators, not passive recipients.
By understanding corporate needs and responding with creativity
they become indispensable partners, not just worthy causes.

RECOMMENDATIONS



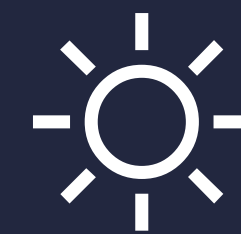
Value

Focus on the value
for the company



Creative

Use creative approaches
to grab the attention of
companies



Warm leads

Ask for warm leads
from Trustees, colleagues
and partners

ABOUT REMARKABLE PARTNERSHIPS

We are a consultancy helping charities create game-changing corporate partnerships.



Jonathan Andrews

jonathan@remarkablepartnerships.com



Peter Chiswick

peter@remarkablepartnerships.com



Georgina Oxlade

georgina@remarkablepartnerships.com