**New research finds corporate charity support delivers 37x return – Businesses urged to rethink how they give**

A new independent study by the Directory of Social Change (DSC) has found that for every £1 invested in wraparound support for charities by the Benefact Group, an estimated £37.50 in economic value is generated. The findings demonstrate that strategic, non-financial support significantly outperforms traditional donations and offer a clear call to action for UK businesses to transform how they give.  
  
The research focuses on support delivered by Benefact Group, an international family of financial services businesses that donates all available profits to good causes.

Published in a new report, the research urges businesses to move beyond one-off donations, combining funding with practical interventions such as training, mentoring, and professional networking.

Key findings from the research include:

* **£1 invested = £37.50 in economic benefit** to charities
* **98%** of charities want corporates to offer support beyond funding
* **88%** of charities said they received training they otherwise could not afford
* **87%** of charities saw improvement in their ability to write funding applications
* **41%** of charities expanded their professional networks

The report explores a model of ‘blended giving’ - a mix of financial and non-financial support delivered by Benefact Group through its Charity Support Programme.

Charities, particularly small and medium-sized organisations, are under increasing pressure. Leaders are stretched thin, balancing service delivery, fundraising, recruitment and digital needs, often with minimal resources. Demand is rising, but funding is harder to secure. In this climate, practical support - such as expert advice, upskilling opportunities and professional networks - can be just as vital as financial donations.

In 2024 alone, over 2,000 charities accessed Benefact Group’s free webinars, templates, expert guidance and community forums.

The report findings highlight that skills-based and capacity-building support can create long-term sustainability for charities, especially those facing rising demand and tightening budgets.

**Chris Pitt, Group Impact Director at** [**Benefact Group**](https://benefactgroup.com/)**, said:** *“We know most businesses genuinely want to help. What this research proves is that there’s a far more impactful way to do it. You don’t need to be a major corporate donor to make a difference - you just need to ask what charities really need and show up with the kind of support that matters.*

*“This isn’t about Benefact Group claiming a win - it’s a call to action. We’re urging fellow corporates to rethink how they give. The data shows that when companies go beyond financial donations, offering time, skills, and access, charities thrive in ways that far surpass traditional models of giving. It’s not just about giving more; it’s about giving better.”*

With over £250 million donated to good causes, Benefact Group is the UK’s third-largest corporate donor over the last decade. As one of the UK’s most committed corporate donors, Benefact Group urges UK corporates of all sizes to revisit their approach to charity partnerships, outlining three simple steps any business can take to increase their impact:

1. **Dedicate funding for non-financial support**, such as training, mentoring or shared resources.
2. **Convene charity partners** to encourage networking, shared learning, and mental health support.
3. **Actively listen** to charity feedback to co-create the most effective support.

Cash remains essential but when paired with skills, knowledge and community, it becomes transformational the report concludes. This is a chance for corporates to deepen their impact and help charities not just survive but thrive.

**Read the full report here:** [DSC Report 2025](https://benefact-group.shorthandstories.com/blended-giving-report/index.html)