

CORPORATE GIVING REPORT

2025

THE FTSE 100 AND BEYOND



NEIL HESLOP, OBE
CHARITIES AID FOUNDATION

Corporate giving is not an optional extra. It is a cornerstone of responsible business, which employees and customers expect.

Businesses, social enterprises and charities form the very heart of our communities. And for the last few years, charities have been supporting significantly more people in need, and like most organisations, are facing considerable challenges in their operations.

Across the country, there are great examples of businesses working hand in hand with charities in local areas. Yet, our research reveals a concerning trend: most British businesses are disengaged from meaningful community investment. Meanwhile, donations from the UK’s largest-listed businesses have not kept pace with their long-term profit performance.

The decline in cash giving revealed in this report is worrying, with businesses shifting towards employee volunteering and in-kind support. Non-cash contributions are certainly valuable, but financial investments remain irreplaceable for charities to run their services. Corporate giving is not an optional extra. It is a cornerstone of responsible business that employees and customers expect.

There are some more positive findings. Notably, adopting a strategic community investment framework is closely linked to higher value giving. With growing economic and geopolitical uncertainty,

businesses should apply the same strategic and long-term lens to their corporate giving as they do to their financial objectives.

While the number of FTSE 100 companies donating at least 1% of pre-tax profits has fallen, a dedicated group has maintained this level for three consecutive years — demonstrating that sustained, purposeful giving is certainly achievable. This echoes findings from our research with other donor groups, which indicate a crisis in giving.

As well as businesses themselves, government has a crucial role to play in fostering a renewed culture of giving and encouraging community investment. Reintroducing the mandatory requirement to report corporate giving would improve transparency and provide further motivation for businesses to commit to the places and communities they are a part of. There is a huge opportunity here. We estimate that if more UK businesses gave 1%, including all the FTSE, it could mean £9.06 billion for charities.

Together, we can revive Britain’s culture of giving — and responsible businesses have a vested interest in empowering charities to help strengthen social cohesion within communities.

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Why corporate giving is central to a responsible business — even amid global instability

A CHALLENGING GLOBAL BACKDROP

Over the last few years, there has been significant volatility in geopolitics, global trade and financial markets. In common with other business decisions, this instability can make it difficult to make strategic, long-term plans around corporate giving.

This uncertainty is also having an impact on profitability for businesses, meaning they have less money to give away. The UK's largest-listed businesses in the FTSE 100 recorded a decline of £2.318 billion in pre-tax profits in 2024, compared to 2023. Against this backdrop, corporate giving remains static. But it has never been more important for businesses to plan their giving strategically and set targets for the long-term.

THE ROLE THAT BUSINESS CAN PLAY

In the UK, charities continue to face severe challenges and struggle to build sustainable funding models. During the last year, we have seen many funders pausing applications, several charity mergers announced, and local and national charities having to make decisions to limit their services or even to close.

Around the world, escalating conflicts and the effects of climate change are increasing humanitarian need, at the same time, governments are cutting back on foreign aid spending.

There is an opportunity for private and philanthropic capital to play a more significant role in the UK and globally in meeting this need and supporting charities facing critical funding challenges.

Furthermore, philanthropy — including corporate giving — has the potential to fund innovative approaches, and build connections and partnerships to deliver impactful change.

HOW GIVING DRIVES RESPONSIBLE BUSINESS PRACTICE

Being a responsible business requires balancing profitability with purpose and making decisions that positively impact employees, customers, communities and the environment.

It requires going beyond compliance and regulation, and embedding ethical, social and environmental considerations into both strategy and day-to-day operations.

This means taking ownership of the company's footprint, especially when it comes to the organisation's supply chain, carbon emissions, workplace culture and its role in society. In practice, this might include paying a living wage, having inclusive policies, paying suppliers in a timely manner and supporting the communities where companies and employees are based.

Giving forms a core part of being a responsible, purpose-driven business. When a company demonstrates a long-term commitment to corporate giving, it reflects an authentic approach to building a more sustainable, inclusive and resilient future.



Key findings

1.

MOST BRITISH BUSINESSES DO NOT SUPPORT CHARITIES.

Three-quarters of British businesses do nothing to support charities. Businesses in the North East are the most likely to donate, while those in the South East are the least likely.

2.

AN ESTIMATED £4.26 BILLION WAS DONATED BY BUSINESS IN 2024, WITH NEARLY HALF DONATED BY THE FTSE 100.

Giving by FTSE 100 companies alone made up £1.85 billion of the estimated total.

3.

CASH GIVING FELL AN ESTIMATED £300M IN 2024, IN FAVOUR OF IN-KIND DONATIONS.

The giving habits of businesses appear to be changing, with significantly less cash given in 2024. Among FTSE 100 companies, cash donations fell by **£100 million.**

4.

ONLY 24 FTSE 100 COMPANIES GAVE AT LEAST 1% OF THEIR PRE-TAX PROFITS.

Corporates in the healthcare sector and those using a giving framework are the most generous. If more companies in the UK gave 1%, corporate giving could reach **£9.06 billion.**

Giving among UK businesses stalls at £4.26bn

The total giving by UK businesses to charity, including both FTSE 100 and non-FTSE 100 companies, is estimated to be £4.26 billion this year. This is on a par with the previous year, when we estimated that businesses contributed approximately £4.29 billion.

Our research shows that among the 923,000 UK businesses with a turnover of at least £250,000, a quarter (25%) gave to charity in 2024 and they

donated on average 0.36% of their pre-tax profits. Overall, we estimate the total amount donated by this group in 2024 to be £2.20 billion, in line with £2.26 billion in 2023. Among the ~4.57 million companies with a turnover of £250,000 or less, we conservatively estimate giving of £206 million. Corporate giving by FTSE 100 companies will be discussed in more depth in the following section.



Polling was carried out by BDRC on behalf of CAF. A representative sample of 1,085 businesses was surveyed between 1 to 14 April 2025. The estimated total amount donated by UK businesses with a turnover of £250,000 or more (£2.20 billion) was calculated by projecting our results to the 923,000 companies in the UK with a turnover of £250,000. The estimated total amount donated by the smallest companies (£206 million) was calculated with the assumption that they donated at the same rate, and to the same degree as businesses with a turnover of £250,000 or more, working with an assumed profit of £12.5k across all businesses in this group.

RECOMMENDATION



FOR POLICYMAKERS

Promote and celebrate responsible businesses, highlighting giving practices, including at a local and regional level. Create spaces for them to engage with government.

WHAT UK BUSINESSES GIVE

Examining the contributions and methods
of giving by wider businesses in the UK
(non-FTSE 100).

19%

of wider UK
businesses give
to charity through
volunteering.

1.

Most UK businesses are not contributing to charity

Our research finds that most British businesses do not support charities, whether through giving cash, employee time, in-kind goods, or any other method of support.

However, bigger businesses are more generous than smaller ones. Only 25% of businesses overall give to charity. Among those with turnovers of £5 million or more, the philanthropic proportion rises to 44%.

Yet, as turnover further increases from £5 million, it makes very little difference to whether a company gives. For example, only 48% of £100 million+ businesses are giving any support to charities at all.

Although most businesses are not giving, the public believe they ought to be — and that they have a role to play. In a separate survey with the general public, we found that only 23% think that businesses are never obligated to give to charity, irrespective of their size.

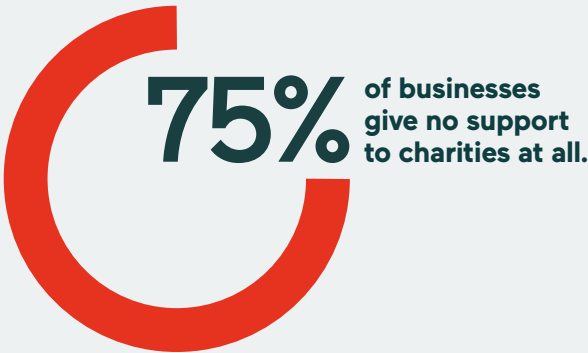
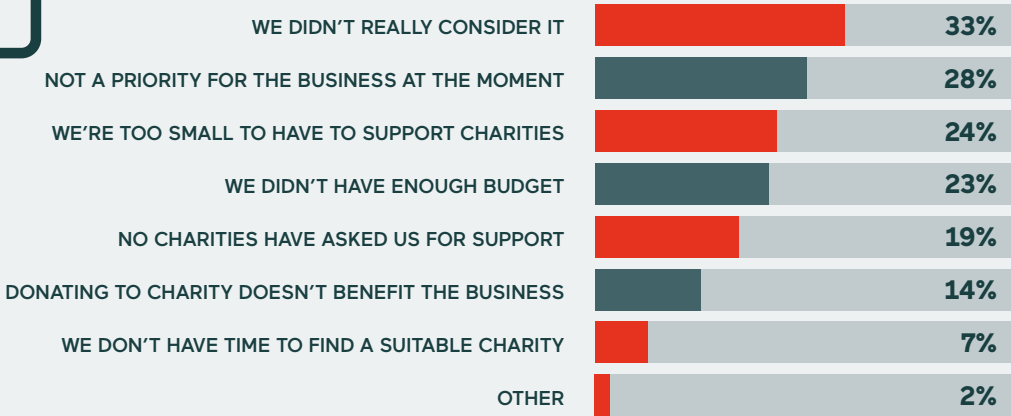


FIGURE 1: REASONS FOR NOT GIVING TO CHARITY



Businesses in the North East are the most generous



Businesses in the North East appear to be the most likely to offer any support (41%), and they are the most likely to donate cash (31%). Businesses in the South East (excluding London) seem the least likely to offer support (12%) and the least likely to donate cash (3%). Those in London are more generous (29% supported charities).

For businesses in the North that did not donate, the top reason given was: “It’s just not a priority for the business at the moment” (32%).

Conversely, for Scotland, Wales and Northern Ireland, the top reason for not giving was “We didn’t have enough budget” (38%).

“Community Foundation North East supports many businesses to give money, time and expertise to causes in our region. Great examples include Greggs, Northumbrian Water, Newcastle Building Society, Port of Tyne and Ringtons. These firms have a deep connection to communities through their history, customers, employees and supply chains. And, in a region distant from London socially and economically, ‘charity starts at home’ resonates here.”

Rob Williamson OBE, DL, CEO, Community Foundation North East



Declining cash donations will cause concern for charities

This year, we have recorded a shift away from cash giving in favour of in-kind giving. Cash giving now accounts for 56% of total FTSE 100 giving, down from 62% last year, with in-kind donations rising from 27% to 33% of the total.

There has been a slightly more dramatic change among wider UK businesses, with cash donations dropping from 42% of total donations to 34%. Overall, this represents an estimated £300 million less cash given in 2024.

Among FTSE 100 companies, cash is still the most popular form of giving. Yet, the small move from cash to in-kind giving translates to a cut of ~£100 million in cash donations.

In-kind donations remain an important component of corporate charitable giving, especially in sectors such as healthcare, where it is sometimes most efficient to supply products directly (e.g. medicines and vaccines).

However, it is cash giving (particularly when unrestricted) that allows charities to run, undertake capacity building and innovation.

This highlights a growing need for companies to understand the value of cash to charity development and to strike the right balance across different forms of giving.

£300M

Estimated reduction in cash giving in 2024, including ~£100M less from the FTSE 100.

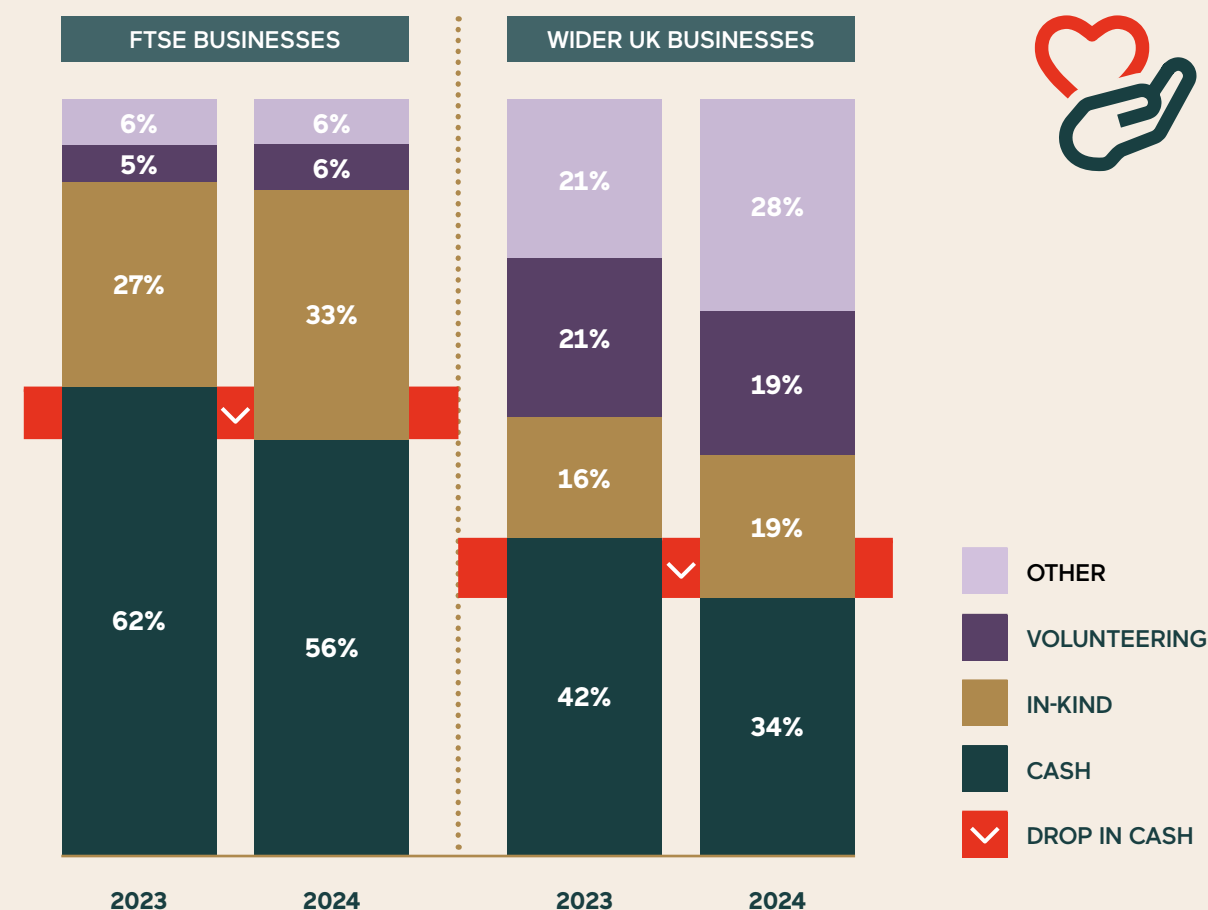
This represents the funding of approximately

5,455

small charities.¹

¹ This figure is calculated from the assumption that small charities make up roughly 33% of all charities, with incomes ranging from £10 - 100k. We took the midpoint of this range, £55k to represent the small charity income. £300M divided by £55k is 5,455. So, that equals out to 5,455 small charities that would be unfunded due to this reduction in cash giving.

FIGURE 2: SPLIT IN TYPES OF GIVING



Base: n=44 FTSE 100 businesses and n=1085 wider UK businesses (collected through BDRC polling between 1 and 14 April 2025). Numbers may not add up to 100 due to rounding.

BIGGEST CASH DONOR



GSK

£90 million
(around a quarter of its £363 million total).

BIGGEST IN-KIND DONOR



GSK

£244 million in drugs and vaccines
(around two thirds of its £363 million total).

HIGHEST VOLUNTEERING RATE



HSBC

254,286 employee hours were volunteered in 2024, worth roughly £6.93 million.

CASE STUDY

“Corporate partnerships play a big role in supporting our work from a financial perspective, but also by providing strategic support, sharing our messages and amplifying our campaigns with their audiences to build momentum. Likewise, we can help them to deliver positive change on a topic that matters deeply to their customers and employees and engage staff across the UK in support of our partnership.”

Joanna Freeborough
Senior Manager, Corporate Partnerships at Trussell



Trussell

Why diverse funding streams are essential for sustainable impact.

As an anti-poverty charity, Trussell's ultimate goal is to ensure no-one in the UK needs a food bank to survive. As they pursue this mission, they provide immediate food and practical support to people who do not have enough money to live on.

Supermarkets provide substantial support through both financial contributions to Trussell and by facilitating public food donations locally. Long-term partnerships include Tesco, Waitrose, Asda and Morrisons.

LONG-TERM PARTNERSHIPS

Joanna Freeborough, Senior Manager, Corporate Partnerships at Trussell, underscores the value of the long-term nature of these partnerships, “As with any organisation, it is important that we can plan for the future. We aim to provide stability and support to our community of food banks across the UK, and multi-year programmes and commitments of financial support are vital in helping us to do this. Supermarkets have been supporting Trussell and food banks in our community for years, and we often stress what a lifeline they are to the frontline services food banks provide.”

Trussell's partnerships have remained resilient throughout challenges including COVID-19, the cost-of-living crisis, and recent supermarket restructures. Freeborough attributes this to the deep community roots shared by Trussell and its partners, “Our work with supermarkets has gone from strength to strength due to the deep roots we each have in communities across the UK. Together, we are able to have a direct and positive impact in local communities, and amplify that impact across the UK, bringing national scale to our partnerships.”

DIVERSE FUNDING STREAMS

Supermarket staff collaborate with local volunteers, driving donations and support throughout the year. While most product donations come from the public, supermarket partners also match these via financial donations, helping to ensure they do not profit from public generosity. This combination ensures donations of food meet immediate needs, while financial support from supermarkets and other corporate partners — including Barclays, Cadent, Vodafone and Tesco Mobile — funds strategic initiatives aimed at ending hunger in the UK.

MEETING FUTURE CHALLENGES

Over the past five years, the need for food banks has increased sharply. Trussell provided more than 2.9 million emergency food parcels to people facing hardship last year — an increase of 51% since 2020. Simultaneously, donations of food items have not kept pace, creating a stock gap that required food banks to purchase 26% of their stock. In this context, Trussell's supermarket partners play a vital role, with around half of all the stock at Trussell food banks coming via a local supermarket.

RECOMMENDATION



FOR CHARITIES

Work strategically with your corporate partners to deliver long-term outcomes. Highlight the goals you want to achieve together and consider all the different routes through which a corporate partner can effectively support your work, including corporate matching, payroll giving, volunteering, direct investment and in-kind donations.

GIVING BY THE FTSE 100

The methodology, the people and
the organisations behind the reporting.

20%

A fifth of FTSE 100
businesses give
to animal-related
causes.

2.



£1.85BN

The total charitable donations made by FTSE 100 companies in 2024.

TOP 5 GIVERS BY SUM GIVEN

2024 Rank	2023 Rank	Name of company	Charitable donations (£M)
1	1	GSK	363.00
2	2	Tesco	143.70
3	3	Anglo American	115.69
4 ^	7	AstraZeneca	101.42
5 v	4	HSBC Holdings	98.00

TOP 5 GIVERS BY % OF PRE-TAX PROFITS

2024 Rank	2023 Rank	Name of company	Charity as % of pre-tax profits
1 ^	2	J Sainsbury	13.01
2 ^	4	GSK	10.44
3	N/A	Endeavour Mining	6.76
4 v	1	Tesco	6.28
5 ^	30	Barratt Redrow ¹	3.75

¹Barratt Redrow was formerly Barratt Developments

Charitable giving has stagnated, with signs it is slipping down the priority list for the UK's largest corporations

Corporate giving is flat in absolute terms year on year. But, when adjusting for inflation there has been a fall of around 10% since 2022 — worth an estimated £185 million of lost charitable contributions.

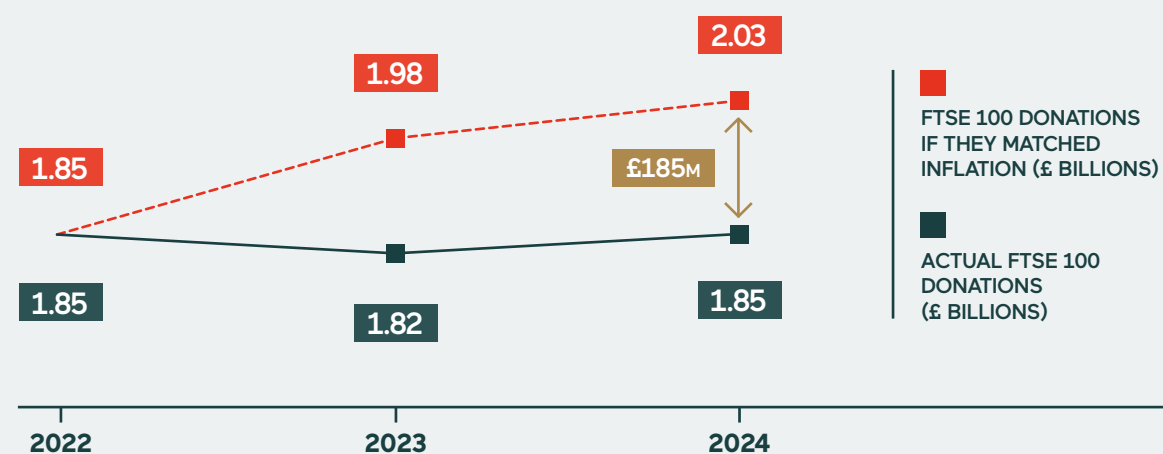
There are notable headwinds when it comes to securing giving budgets. These include the rise in prominence of other aspects of responsible business. Nearly one in five (18%) say they are concerned about budgets moving away from charitable giving towards

other social good initiatives, such as carbon reduction and equality, diversity and inclusion projects.

Another headwind is the potential impact of the wider environment. A quarter of FTSE 100 corporate responsibility executives believe that the present macroeconomic environment will make it harder to secure budget for charitable donations.

FIGURE 3: TOTAL FTSE 100 DONATIONS ADJUSTED FOR INFLATION

The dashed red line shows how donations should have increased from a starting point in 2022, if they had kept pace with inflation.



Note: While rounded numbers are displayed above (e.g. £2.03 billion and £1.85 billion), the difference between total donations and inflation-adjusted amounts for 2024 is £185m.

£185M

Lost in charitable contributions since 2022, when adjusting for inflation.

RECOMMENDATION



FOR STANDARDS BODIES

Always include giving as a central part of your responsible business framework to enable celebration of good practice.

The FTSE 100 companies that consistently give 1% or more

The 1% Club

In total, only 24 companies gave at least 1% in 2024, down from 28 in 2023. Some gave significantly more than this, bringing up the average for the FTSE 100 as a cohort.

It is worth noting that some companies give a consistent absolute sum each year, but an increase or decrease in their profit levels determines whether they achieve this recommended target.

There are 11 organisations that have consistently achieved the minimum 1% target over the past three years, regardless of fluctuations in profit. They are Antofagasta, AstraZeneca, Coca-Cola HBC, GSK, J Sainsbury, Reckitt Benckiser, Severn Trent, Smith & Nephew, Standard Chartered, Tesco and WPP.

Among these, Tesco, GSK and Standard Chartered have significantly increased their donations across the three years.

There is a theme here of a small number of companies doing more. For example, to demonstrate the outsized impact of GSK, their inclusion changes the overall FTSE 100 average given from 0.8% to 1%.

RECOMMENDATIONS

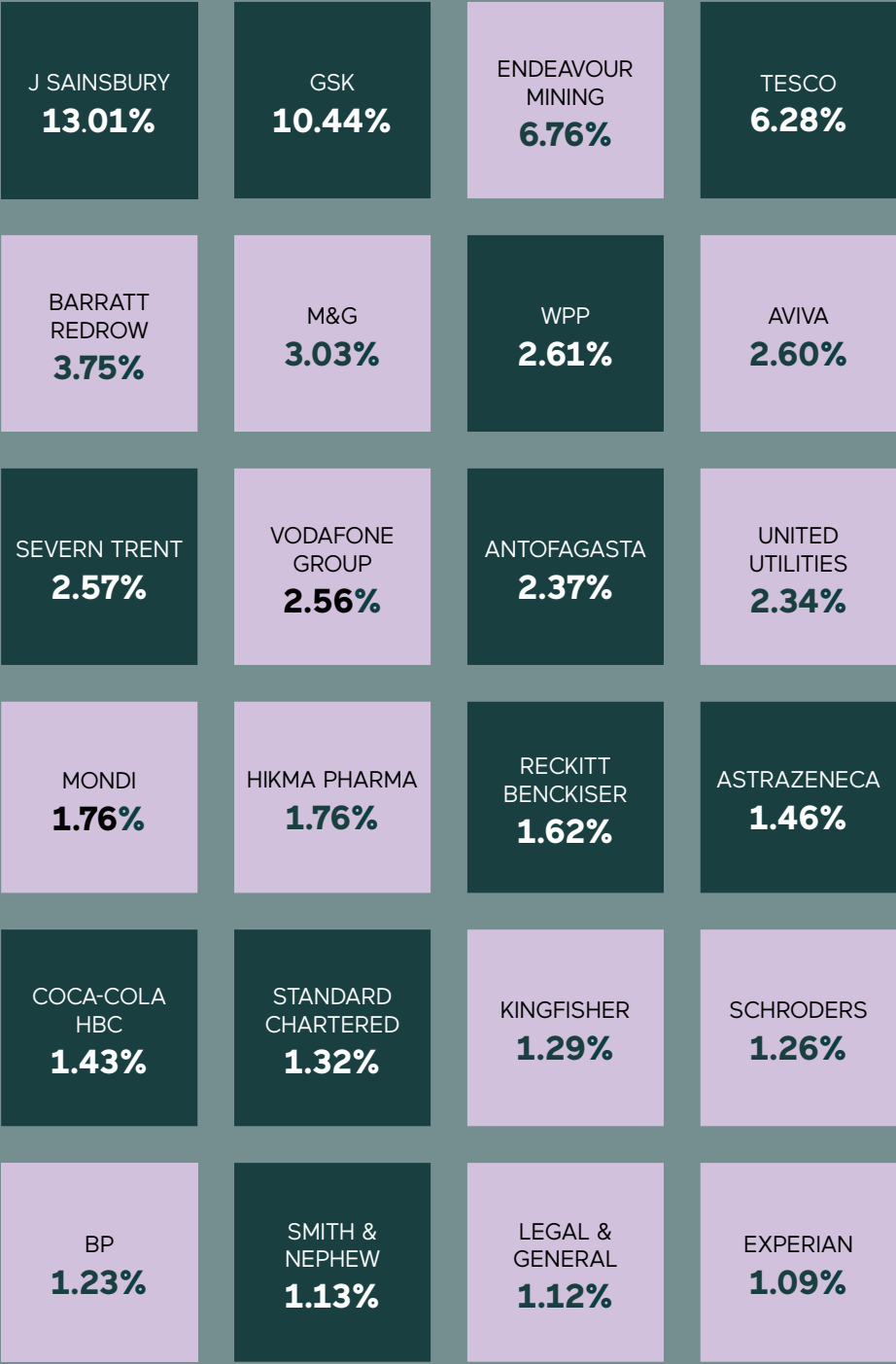
FOR CHARITIES


Share this report with corporate partners and prospects to spark conversations and help them to benchmark, review and encourage their giving.

FOR POLICYMAKERS

Restore reporting requirements around giving, reversing the 2013 amendment to the Companies Act that removed the requirement for businesses to report giving in annual reports. This could be achieved through the Audit Reform and Corporate Governance Bill or the Non-Financial Reporting Review.

FIGURE 4: COMPANIES THAT GAVE AT LEAST 1% OF PRE-TAX PROFITS IN 2024



 Companies that have consistently given 1% or more over the past three years, regardless of profit levels.

Total FTSE 100 donations are increasingly reliant on a small number of companies doing more

For most FTSE 100 companies, charitable giving continued at a similar level year on year with 52 companies giving within £1 million of what they donated in 2023.

Despite this stagnation, the six healthcare companies pulled well above their weight, accounting for £492 million of the £1.85 billion in total donations from FTSE 100 companies in 2024. GSK gave £363 million in 2024 alone, which amounts to 19.6% of total FTSE 100 contributions.

Healthcare's percentage share of the total (26.6%) is even higher than it was last year (22.9%). It is one of four industry sectors — alongside Basic Materials, Consumer Staples and Telecommunications — that contribute proportionately much more to total FTSE 100 donations than they do to overall FTSE 100 pre-tax profits.

Five sectors — Financials, Utilities, Energy, Industrials and Technology — have ratios well below 1, indicating that their share of donations is much smaller than their share of pre-tax profits. The least generous sector relative to pre-tax profits (but one featuring just two companies) is Technology, with 0.16% of donations despite accounting for 0.42% of profits.

In all, seven sectors are giving proportionately less than they are making, while just four are giving more.

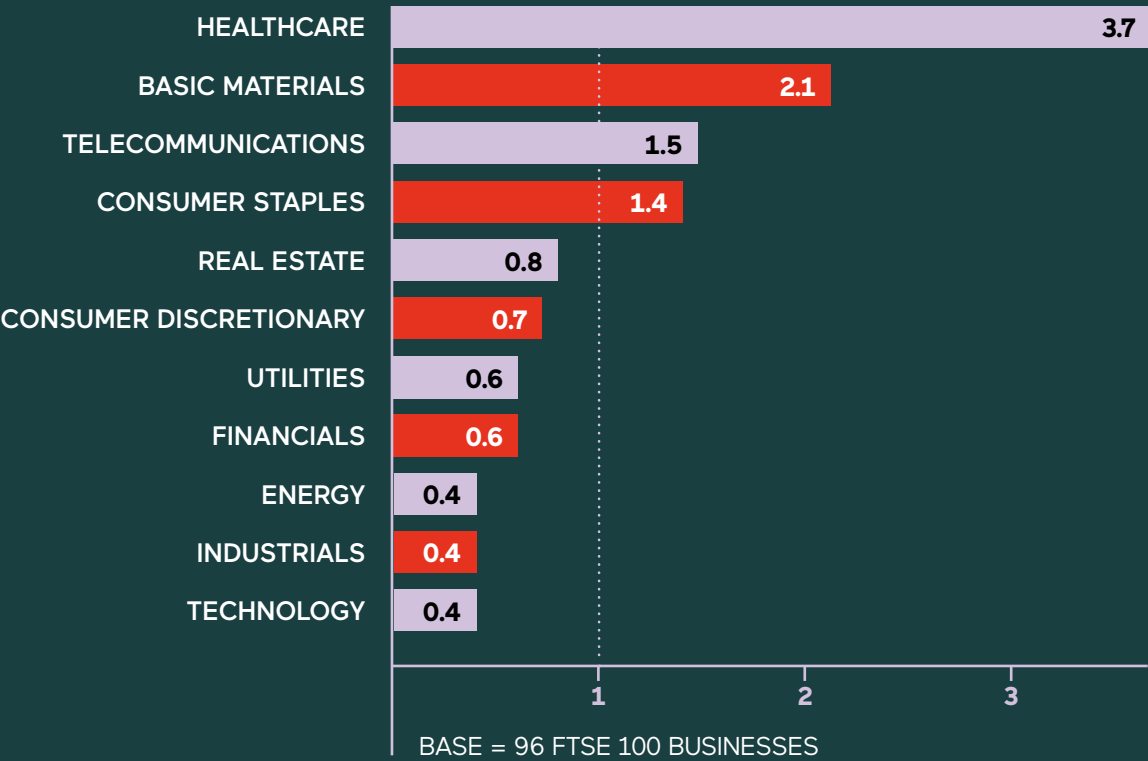
RECOMMENDATION

FOR STANDARDS BODIES

Tell stories about giving. Share great practice examples of who is doing well, as well as longitudinal insights from your data to help to inspire others.



FIGURE 5: RATIO OF GIVING TO PRE-TAX PROFITS



WORKED EXAMPLE:
TECHNOLOGY GIVE 0.16% OF TOTAL FTSE DONATIONS. THEIR PRE-TAX PROFIT ACCOUNTS FOR 0.42% OF FTSE 100 PROFIT. $0.16\% / 0.42\% = 0.38$ (ROUNDED TO 0.4 IN THIS CHART).

These ratios are calculated by taking the sector's proportion of total FTSE 100 donations, divided by the sector's proportion of total profit.

Tesco

Purposeful giving focused on place and community.

Corporate giving lies at the heart of Tesco's efforts to be a responsible business, alongside reducing emissions and cutting food waste and packaging.

Since 2015, the company has supported more than 63,000 community projects, awarding grants of £115 million in that time. Nearly 8,000 local community groups and schools were supported in 2023 alone.

It has also donated close to 118 million meals in the past year and some five million portions of fruit and vegetables to school pupils under its Stronger Starts initiative, which began in 2023.

Stronger Starts replaced the Tesco Community Grants scheme, to help schools and community groups in the UK have access to nutritious, healthy food and activities.

Local giving has become an increasingly popular form of giving for companies. This type of giving enhances their philanthropic and commercial profiles within these local communities.

Tesco's strategy aligns with their core purpose of "serving our customers, communities and planet a little better every day".

Local community causes are the principal focus for support, with the company partnering with existing fundraising efforts to leverage impact. Buckets near shop exits showcase a revolving programme of local children's causes supported by the company under its Stronger Starts programme.

The buckets collect blue tokens given to customers at the tills, meaning customers decide — through their distribution of the tokens across three project choices — which ones get the most corporate support.

Corporate giving at Tesco is on the rise. It is one of just 22 companies to record successive increases in corporate giving between 2022 and 2024. And, given their annual report publication schedule, the first one that we know to have increased giving for next year's report, too.

The company's community spend has risen from £89.2 million (2022) to £119.2 million (2023) to £143.7 million (2024) to £167.9 million (2025).

£143.7M

Total donations by Tesco in 2024.

6.28%

Percentage of pre-tax profits donated.

CASE STUDY



Image: Tesco

THE CULTURE OF GIVING

Investigating the ways businesses give,
where they give, and who influences
the giving.

78%

of FTSE 100 businesses
surveyed gave to
environmental causes.



Frameworks help drive conscious and impactful giving strategies

Giving forms part of a wider business strategy for 75% of the FTSE 100 companies participating in our survey. Among the further 18% of companies with a standalone corporate giving policy, giving levels were 46% higher, averaging £25.74 million in 2024 compared to £17.67 million across all other FTSE 100 companies.

Across wider UK businesses, nearly a quarter (24%) said they have a responsible business strategy — but only 9% said they have a specific corporate giving strategy.

More companies could approach giving and responsible business practice in a strategic way. The B4SI (Business for Societal Impact) model — which this report utilises for its research — is one of the strongest standards for responsible business practice globally.

In the UK, 25 FTSE 100 companies are aligned to B4SI and, when compared to the rest of the FTSE 100, it is evident that B4SI-aligned companies give more money and volunteer more.

93%

of the FTSE 100 companies surveyed, have a giving strategy.¹

RECOMMENDATIONS


FOR BUSINESSES

Use frameworks for good business practice to collect data on giving and benchmark practices against the rest of the market.

FOR CHARITIES

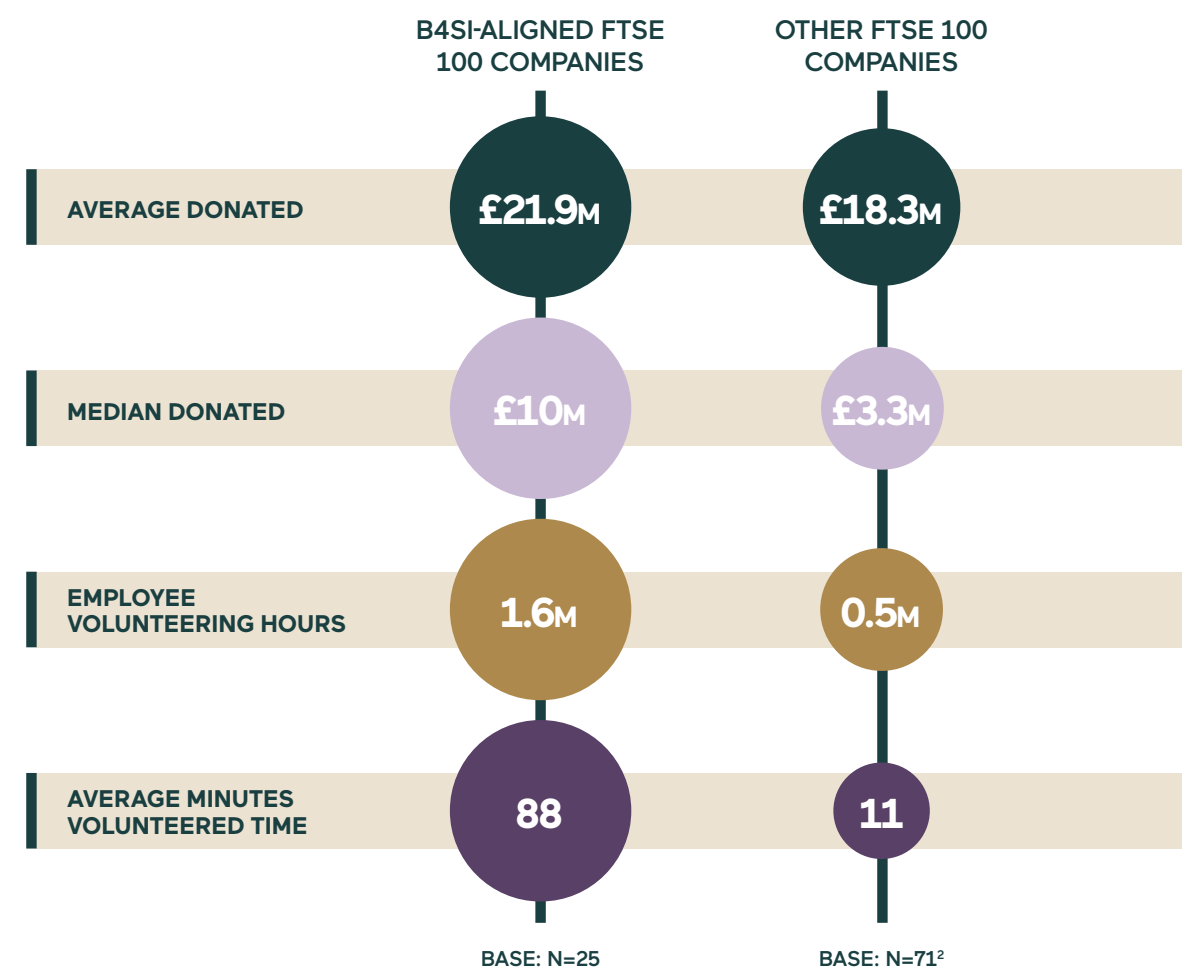
Understand the reporting frameworks and certifications that corporate partners in key sectors are using and the data they need to support this. This can help you tailor your impact reporting to your partners' needs and ensure you are utilising resources producing data you both require.

FOR STANDARDS BODIES

When setting framework rules, ensure that giving is weighted sufficiently, and a lack of giving cannot be cancelled out by good scores in unconnected areas.

¹ Either as a standalone strategy or a part of a wider business strategy.

FIGURE 6: THE RELATIONSHIP BETWEEN THE USE OF THE B4SI FRAMEWORK AND CORPORATE GIVING.



² Total excludes four companies for which we have no charitable donation detail.

“B4SI-aligned companies demonstrate how strategic intent, when supported by a globally recognised framework, translates into deeper societal investment and greater business value. In an era of social-washing concerns, our framework provides decision-useful data that enables confident, transparent reporting internally and externally.

“The data clearly shows: B4SI participants — across the UK and globally — give more, volunteer more, and embed impact into core business strategy, setting the standard for purposeful, opportunity-led corporate action in a shifting ESG landscape.”

Clodagh Connolly,
Global Director - B4SI

CASE STUDY

“Being part of B4SI has given Kingfisher the ability to benchmark against other companies. It offers Kingfisher the ability to measure the outputs from our investment in communities, giving a consistency in reporting and approach. We value being part of this network which also connects us to wider work and initiatives.”

Sascha Chennell
Global Community Investment Lead at Kingfisher

Image: Kingfisher,
showing volunteer

Kingfisher

Leveraging the B4SI framework to champion responsible business practice.

Kingfisher, the parent company of B&Q and Screwfix in the UK and Ireland, seeks to put its corporate mantra of “Better homes. Better lives. For everyone.” at the centre of both its business and charity.

It focuses its philanthropy on fixing unfit homes, sharing DIY skills in communities, and providing emergency support to those displaced by personal crisis or environmental catastrophe.

Kingfisher, which trades through nearly 1,300 B&Q and Screwfix outlets in the UK, operates a decentralised giving model. Each of the company’s trading brands at home and across Europe has its own foundation, with charitable support determined at a local level. They centre their giving on structure and collaboration.

A large part of their structure and consistency in giving stems from their adherence to the B4SI reporting methodology.

When it comes to collaboration, they maintain a network of seven foundations, pursue partnerships with national charities, and actively engage employees in their philanthropic endeavours.

B&Q’s key partnership in the UK is with Shelter, the leading homelessness charity, for which it has raised more than £5 million during a partnership that is now into its ninth year. B&Q, usually through its eponymous foundation, also works with other charity partners — 195 of them last year alone.

The company’s Community Days programme brings B&Q’s philanthropy to life — for communities and customers — and employees. Volunteering hours rose from 35,036 in 2022-2023 to 53,854 in 2023-2024, a gain in large part due to the Community Days programme.

Every store is given the opportunity to complete a volunteering project for a local charity. As well as employees donating their time and DIY skills, the company gives £1,000 worth of products to every project. “The main aim of it is supporting local charities and helping them improve spaces,” says Jo Curtis, B&Q’s Community Manager, “but it has real benefits for us as an organisation as well. We have brilliant, proud and enthusiastic colleagues who want to get out and support their communities.”



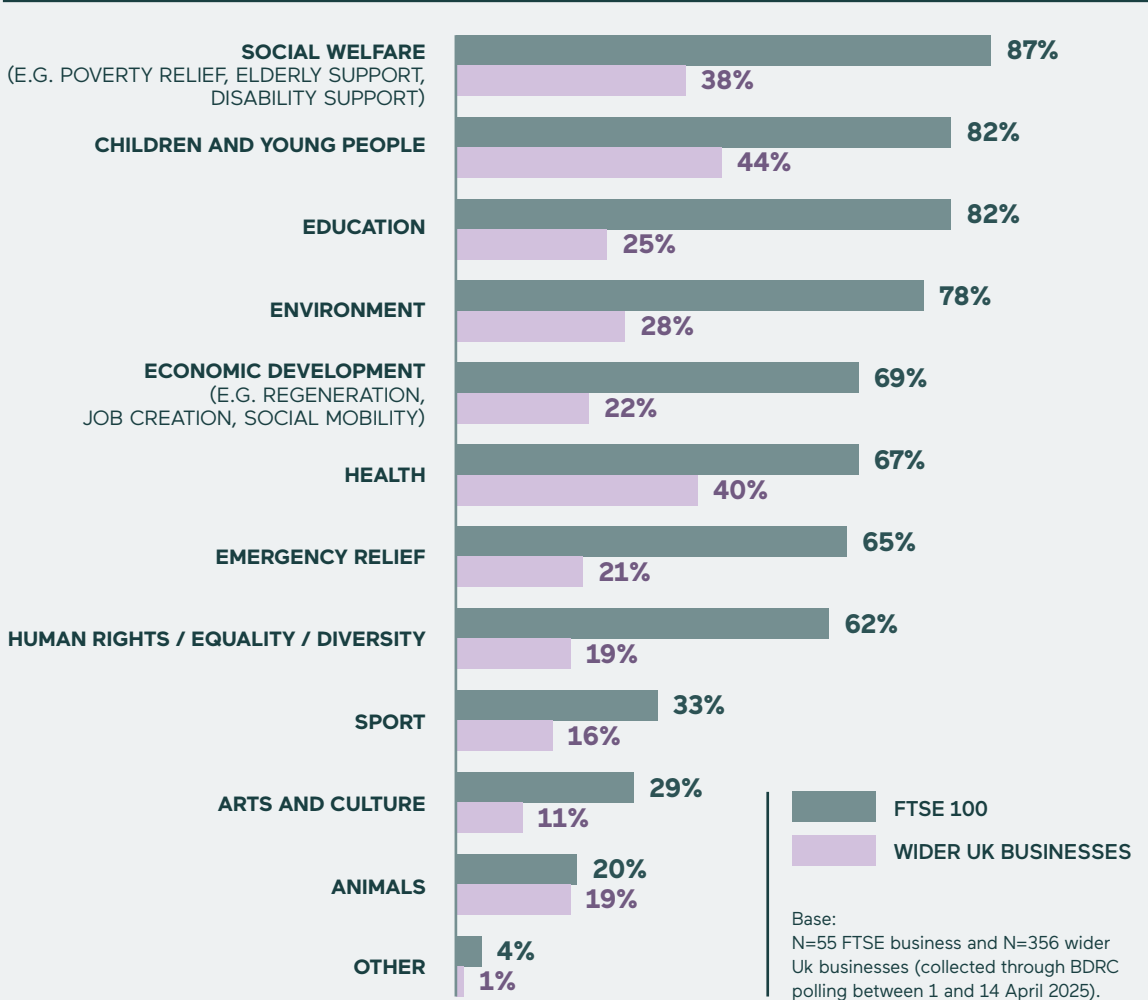
Social welfare and children top the list of favoured causes

FTSE 100 and wider UK businesses are relatively aligned on the causes they choose to support.

Two of the top causes supported across both FTSE 100 and wider businesses are social welfare (which encompasses poverty relief, elderly support, disability support),

and children and young people, in line with last year's results¹. On average, FTSE 100 companies gave to seven cause areas, while the wider business population donated to around two causes each.

FIGURE 7: CAUSES SUPPORTED IN 2024 (% OF COMPANIES THAT DONATED)



¹ Please note that for this year's report, the cause classification has changed slightly. The most popular causes for the wider business population in the 2024 report were helping those in need, education and health/saving lives.



Many FTSE 100 companies donate to areas where they have business operations

When it comes to deciding which causes to support, place is a key consideration for 80% of FTSE 100 companies surveyed.

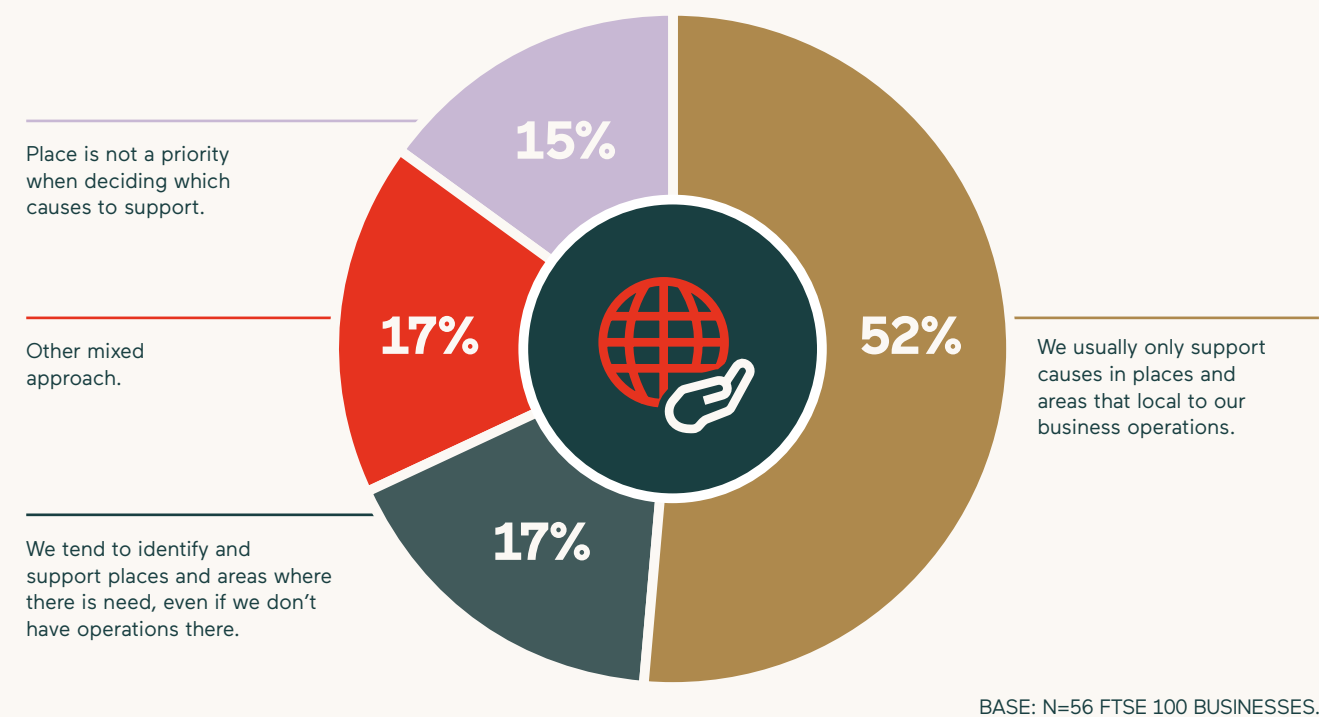
More than half (52%) of companies surveyed stated that they “usually only support causes in places/areas that are local to our business operations”, highlighting the crucial role that local communities play in the giving process. Only 15% said that place was not a priority in their giving decisions.

52%

of the FTSE 100 companies surveyed said they would prefer to support local causes.



FIGURE 8: CONSIDERATION GIVEN TO PLACE WHEN DECIDING WHICH CAUSES TO SUPPORT (% OF FTSE 100 SURVEY RESPONDENTS)



“Businesses play a fundamental role within communities. They can demonstrate commitment to their local areas through unrestricted charitable contributions. Doing this effectively means truly understanding community needs, listening to local organisations and meaningfully engaging employees to meet those needs.”

Ashling Cashmore
Head of Impact and Advisory,
Charities Aid Foundation

RECOMMENDATION



FOR POLICYMAKERS

Use the convening power of government to bring together businesses to talk about giving, including how they can support places where they have offices, factories, facilities or customers.

Many businesses underestimate how important social impact is to employees

Only 16% of business leaders say they feel a high level of expectation to have social impact. However, 70% of employees nationally say that it is important their employer addresses social inequalities, injustices, and other social challenges—pointing to a disconnect between employers and employees about what constitutes responsible business practice.

RECOMMENDATION 

FOR BUSINESSES

Ensure leaders set the tone about the importance of giving and champion it during strategy and budget reviews as an essential part of being a responsible business.

70%

of employees say it is important for their employer to address social challenges.

HOW EMPLOYEES POWER CORPORATE GIVING

VOLUNTEERING

Employees are making a significant impact with their volunteering efforts. On average, each of the 4.2 million FTSE 100 employees dedicates 30 minutes a year to volunteering during company time. Companies like Pearson and Sage Group are encouraging this trend by offering their employees up to five volunteering days per year.

COLLABORATING ON STRATEGY

The role of employees is not limited to their time spent volunteering. They are a key voice in shaping corporate giving strategy and, more broadly, responsible business practice. A majority of FTSE 100 companies surveyed (62%) involve their employees in their corporate giving decisions.

“Volunteering is about more than time — it’s about sharing valuable skills and knowledge that strengthen the communities where we live and work. At HSBC, we offer colleagues paid volunteering days, creating a pipeline of opportunities as well as encouraging people to get involved with causes close to their heart.”

Natalie Gregoire-Skeete
Head of Sustainability and Societal Purpose for HSBC UK

FOR FTSE 100 COMPANIES



<p>THE MOST VOLUNTEER HOURS</p> <p>254,286</p> <p>volunteering hours volunteered by HSBC employees in 2024.</p>	<p>HIGHEST AVERAGE OF VOLUNTEER HOURS</p> <p>14.5</p> <p>volunteered per employee at Sage Group, the highest average among FTSE 100 companies.</p>
<p>THE HIGHEST PROPORTION OF EMPLOYEES WHO VOLUNTEER</p> <p>94%</p> <p>at Segro. The most widespread of any FTSE 100 company.</p>	<p>TOTAL VOLUNTEERING HOURS RECORDED IN 2024 BY FTSE 100 COMPANIES</p> <p>2.1M</p>

THE FUTURE OF GIVING

CAF is committed to enabling giving with greater purpose and impact, helping social purpose organisations become more inclusive and resilient, and collaborating with funders to create an environment where philanthropy and civil society can thrive.

17%

of FTSE 100
businesses say they
will give more in the
coming year

4.

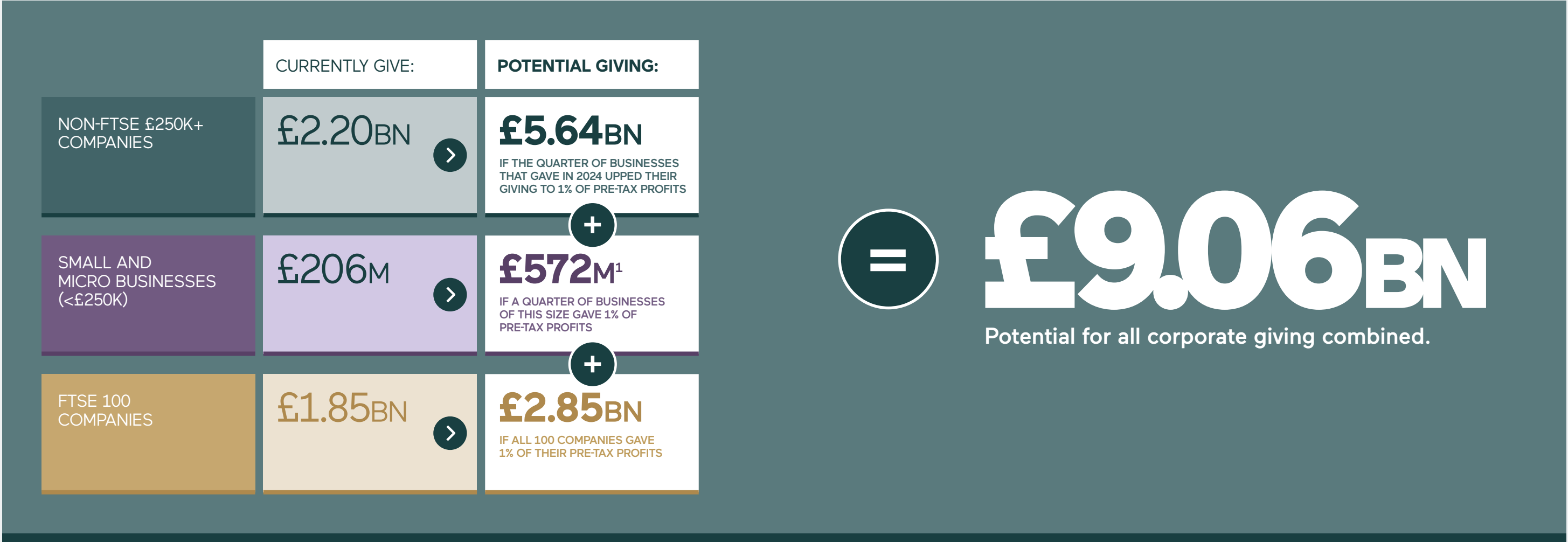
Charity: Chamwell Centre

The potential impact that businesses could have

If all FTSE 100 businesses and just a quarter of wider UK businesses donated 1% of their pre-tax profits, they could collectively give an estimated £9.06 billion.

“At a time when charities face declining donor numbers, rising demand, and shrinking resources, a unified commitment from businesses to give just 1% of their pre-tax profits could help revitalise frontline services, sustain vital community support, and build long-term resilience in the sector.”

Philippa Cornish
Client Relations Director, Charities Aid Foundation



¹We assume a quarter of all businesses in this estimate as it mirrors the difference in giving by businesses with a turnover of £250,000 or more.

1 IN 6

FTSE 100 companies plan to give more to charity next year.

Nearly a third of wider UK businesses plan to give more this financial year

Despite stagnant giving year on year, the wider business population exhibits a strong intention to give more next year. Nearly a third (30%) say their donations are likely to increase in the 2025/26 financial year. This figure includes businesses who aren't giving at the moment — a quarter of those who didn't give in 2024, plan to do so this year.

However, FTSE 100 companies are less inclined to intend to increase giving. Only one in six FTSE 100 companies plan to give more to charity next year — a drop from last year's one in five. Those intending to give more associate it with anticipated growth in the business, progression towards a 1% target, a significant company anniversary, or the establishment of a new charitable fund set up with the assistance of an organisation such as CAF.

Most FTSE 100 companies (58%) said they expected to give the same in 2025 as they did last year, while just 6% said the sum given was likely to decrease. One in five companies was unsure of the direction of charitable giving.

Despite limited intentions for giving more in the coming financial year, there are still reasons for optimism, with only 6% of FTSE 100 companies concerned that the recent increase to employer National Insurance contributions would impact their giving budgets.

Considering this and the significant economic uncertainty, there are concerns about how giving could be affected — particularly since the biggest givers, the healthcare sector could experience greater volatility in the coming months.



Image: Clydebank Housing Association

RECOMMENDATION



FOR BUSINESSES

Maintain and grow a giving budget of at least 1% of profits. Use a multi-year rolling average of profits to avoid short-term volatility in giving.

CASE STUDY



Vodafone

Building on strong foundations.

Vodafone Foundation is the philanthropic arm of the well-known telecoms brand. Set up in 1991 to direct the company's corporate giving, it draws on the resources, reach and reputation of a global business while operating independently to deliver public benefit in line with its charitable objectives.

Inclusion lies at the heart of its activities. Vodafone Foundation operates in 21 countries, delivering globally-scaled programmes that are adapted locally to meet the specific needs of communities.

The Foundation's impact spans digital skills training for older people, science, technology, engineering, maths and digital training for young people, and instant network emergency response following natural disasters.

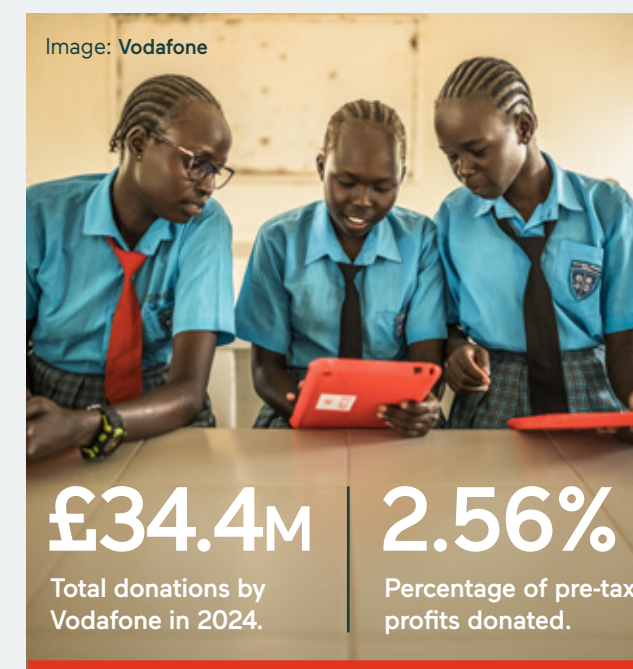
Harnessing Vodafone technology, it co-creates programmes with strategic partners for maximum impact, including Save The Children and UNHCR (United Nations High Commissioner for Refugees).

Vodafone highly values the expertise and direction garnered from these partnerships. Vodafone Foundation's 2024-25 annual report notes: "We know that we are not subject matter experts. Our expertise lies in technology and digital solutions, so we need to work with others to ensure we design and deliver programmes that have a real impact."

Vodafone is one of the largest corporate educational partners of UNHCR, delivering Instant Network Schools, a free digital learning programme in areas such as refugee camps. To date, Instant Network Schools has helped 378,000 children and 6,800 teachers, with a target of supporting 500,000 children by the end of next year.

In Tanzania and Lesotho, the m-mama initiative seeks to reduce high rates of maternal death and medical complications during pregnancy, labour and post-labour. Vodafone launched '115', a maternal healthcare emergency number, which is accessible to everyone and not just Vodafone subscribers. Governments now maintain responsibility for this and the project is expanding into Malawi.

Image: Vodafone



SUMMARY OF RECOMMENDATIONS 				
FOR BUSINESSES	FOR CHARITIES		FOR POLICYMAKERS	FOR STANDARDS BODIES
<p>1 Maintain and grow a giving budget of at least 1% of profits. Use a multi-year rolling average measure of profits to avoid short-term volatility in giving.</p> <p>2 Use frameworks for good business practice to collect data on giving and benchmark practices against the rest of the market.</p> <p>3 Refresh and review responsible business strategies and structures and be clear about their core purpose in times of uncertainty, using them to drive employee, customer and community engagement. Enter partnerships intentionally, learning from charity partners.</p> <p>4 Ensure leaders set the tone about the importance of giving and champion it during strategy and budget reviews as an essential part of being a responsible business.</p>	<p>1 Work strategically with your corporate partners to deliver long-term outcomes. Highlight the goals you want to achieve together and consider all the different routes through which a corporate partner can effectively support your work, including corporate matching, payroll giving, volunteering, direct investment and in-kind donations.</p> <p>2 Think about the infrastructure you and your corporate partners need to help maximise fundraising and engagement. Educate partners about different options for tax-effective giving.</p> <p>3 Understand the reporting frameworks and certifications that corporate partners in key sectors are using and the data they need to support this. This can help you to tailor your impact reporting to your partners' needs and ensure you are utilising resources producing data you both require.</p> <p>4 Share this report with corporate partners and prospects to spark conversations and help them to benchmark, review and encourage their giving.</p>		<p>1 Restore reporting requirements around giving, reversing the 2013 amendment to the Companies Act that removed the requirement for businesses to report giving in annual reports. This could be achieved through the Audit Reform and Corporate Governance Bill or the Non-Financial Reporting Review.</p> <p>2 Work with Companies House to develop model articles to support purpose-driven businesses. Monitor uptake and use this to consider modifications to corporate law, as called for by campaigners for the Better Business Act.</p> <p>3 Use the convening power of government to bring together businesses to talk about giving, including how they can support places where they have offices, factories, facilities or customers.</p> <p>4 Promote and celebrate responsible businesses, highlighting giving practices, including at a local and regional level. Create spaces for them to engage with government.</p>	<p>1 Always include giving as a central part of your responsible business framework to enable celebration of good practice.</p> <p>2 When setting framework rules ensure that giving is weighted sufficiently, and a lack of giving cannot be cancelled out by good scores in unconnected areas.</p> <p>3 Tell stories about giving. Share great practice examples of who is doing well, as well as longitudinal insights from your data to help to inspire others.</p> <p>4 Form a coalition of like-minded voices. Strive for alignment between organisations delivering consultancy, benchmarking, membership and data collection.</p>



“Bringing clients together furthers discussion about best practice in community investment and creates a space to share ideas about how we can have the greatest impact.”

Lucy Mantella
Principal, Corporate Clients,
Charities Aid Foundation

CAF’s commitment to supporting and amplifying corporate giving

Throughout CAF’s history, we have connected the private sector with charities to power social progress. We support and advise businesses in the UK and North America to make a positive difference to the causes that matter to their people and customers, and in the communities in which they work.

We believe that inspiring and enabling more businesses to give — and to give more strategically for the long term — could be transformative for the charitable sector.

CAF is committed to bringing together, and inspiring, more businesses to commit to long-term giving.

We aim to do so through the following avenues:

- | | |
|---|--|
| 1. FOSTER A FAVOURABLE GIVING ENVIRONMENT | We use our expertise, influence and reach to enable greater and more impactful giving locally, nationally and globally. |
| 2. CREATE OPPORTUNITIES FOR COLLABORATION | We will continue to convene clients through events and roundtables, exchanging ideas about what it means to be a responsible business and the role giving to charity plays in the current uncertain environment. |
| 3. PROVIDE EXPERT SUPPORT | We help organisations to build successful business cases for giving, develop their strategies and programmes, engage their people and deliver their donations worldwide. |
| 4. ACHIEVE GREATER SOCIAL IMPACT | Through our Impact Accelerator, clients can access our strategic advisory, grantmaking design and social investment services. For corporates, this includes strengthening stakeholder and employee engagement to authentically align their impact and purpose. |

THE FTSE 100 RANKED

The methodology, the people and
the organisations behind the reporting.

82%

of FTSE 100 companies gave
to causes that supported
children and young people.



The FTSE 100 ranked by percentage of pre-tax profits

Rank	Rank last year	Name of company	Industry	Pre-tax profits donated (%)
1	2	J Sainsbury	Consumer Staples	13.01
2	4	GSK	Healthcare	10.44
3	N/A	Endeavour Mining	Basic Materials	6.76
4	1	Tesco	Consumer Staples	6.28
5	30	Barratt Redrow	Consumer Discretionary	3.75
6	39=	M&G	Financials	3.03
7	3	WPP	Consumer Discretionary	2.61
8	11=	Aviva	Financials	2.60
9	6	Severn Trent	Utilities	2.57
10	53	Vodafone Group	Telecommunications	2.56
11	9	Antofagasta	Basic Materials	2.37
12	23	United Utilities	Utilities	2.34
13=	25	Mondi	Industrials	1.76
13=	8	Hikma Pharmaceuticals	Healthcare	1.76
15	19	Reckitt Benckiser Group	Consumer Staples	1.62
16	15	AstraZeneca	Healthcare	1.46
17	28	Coca-Cola HBC	Consumer Staples	1.43
18	20	Standard Chartered	Financials	1.32
19	31	Kingfisher	Consumer Discretionary	1.29
20	17=	Schroders	Financials	1.26
21	45	BP	Energy	1.23
22	13	Smith & Nephew	Healthcare	1.13
23	14	Legal & General	Financials	1.12
24	21	Experian	Industrials	1.09
25	44	Lloyds Banking Group	Financials	0.95
26=	35	Informa	Consumer Discretionary	0.94
26=	26	Spirax Group	Industrials	0.94
28	16	Convatec Group	Healthcare	0.92
29	22	Marks & Spencer Group	Consumer Discretionary	0.83
30	36	Haleon	Healthcare	0.79
31	N/A	Coca-Cola Europacific Partners	Consumer Staples	0.78
32	42	Croda International	Basic Materials	0.76
33	33	Whitbread	Consumer Discretionary	0.72
34	17=	National Grid	Utilities	0.69
35	7	Fresnillo	Basic Materials	0.64
36	41	Rio Tinto	Basic Materials	0.61

Rank	Rank last year	Name of company	Industry	Pre-tax profits donated (%)
37=	39=	Berkeley Group	Consumer Discretionary	0.60
37=	34	Barclays	Financials	0.60
39	10	Unite Group	Real Estate	0.59
40	24	Intermediate Capital Group	Financials	0.57
41	N/A	St James's Place	Financials	0.56
42	50	BAE Systems	Industrials	0.55
43	46	Diageo	Consumer Staples	0.53
44	85=	Associated British Foods	Consumer Staples	0.50
45=	54	London Stock Exchange Group	Financials	0.49
45=	32	Sage Group	Technology	0.49
45=	N/A	SSE	Utilities	0.49
48=	47=	NatWest Group	Financials	0.46
48=	51	Compass Group	Consumer Discretionary	0.46
50	55	Howden Joinery Group	Consumer Discretionary	0.45
51	27	Relx	Consumer Discretionary	0.43
52	73=	Admiral Group	Financials	0.40
53	43	Prudential	Financials	0.39
54	49	HSBC Holdings	Financials	0.38
55=	58=	Rentokil Initial	Industrials	0.36
55=	N/A	Segro	Real Estate	0.36
57	N/A	Hiscox	Financials	0.33
58	78=	Smiths Group	Industrials	0.32
59	61=	Taylor Wimpey	Consumer Discretionary	0.30
60	56	Next	Consumer Discretionary	0.27
61	52	Shell	Energy	0.26
62	61=	Persimmon	Consumer Discretionary	0.25
63	57	JD Sports Fashion	Consumer Discretionary	0.24
64=	63=	Auto Trader Group	Technology	0.22
64=	N/A	British American Tobacco	Consumer Staples	0.22
66	66=	Rolls-Royce Holdings	Industrials	0.21
67	71	IMI	Industrials	0.20
68=	69	Ashtead Group	Industrials	0.17
68=	76	Centrica	Utilities	0.17
70=	58=	Bunzl	Industrials	0.16
70=	84	BT Group	Telecommunications	0.16
72=	68	Weir Group	Industrials	0.13

Ranking up

Ranking down

Ranking unchanged

No rank last year

The FTSE 100 ranked by percentage of pre-tax profits

Rank	Rank last year	Name of company	Industry	Pre-tax profits donated (%)
72=	63=	Intl Consolidated Airlines Group	Consumer Discretionary	0.13
74	73=	Rightmove	Real Estate	0.12
75	70	InterContinental Hotels Group	Consumer Discretionary	0.10
76=	N/A	LondonMetric Property	Real Estate	0.09
76=	77	Beazley	Financials	0.09
78	80=	Diploma	Industrials	0.08
79	75	DCC	Industrials	0.07
80=	63=	easyJet	Consumer Discretionary	0.06
80=	N/A	Hargreaves Lansdown	Financials	0.06
82	80=	3i Group	Financials	0.03
83	78=	Halma	Industrials	0.02
84	72	Pearson	Consumer Discretionary	0.01
85=	N/A	F&C Investment Trust	Financials	0.00
85=	N/A	Games Workshop Group	Consumer Discretionary	0.00
85=	85=	Pershing Square Holdings	Financials	0.00
85=	N/A	Polar Capital Technology Trust	Financials	0.00
N/A	66=	Airtel Africa	Telecommunications	Made a pre-tax loss
N/A	5	Anglo American	Basic Materials	Made a pre-tax loss
N/A	N/A	Entain	Consumer Discretionary	Made a pre-tax loss
N/A	N/A	Glencore	Basic Materials	Made a pre-tax loss
N/A	N/A	Land Securities Group	Real Estate	Made a pre-tax loss
N/A	N/A	Melrose Industries	Industrials	Made a pre-tax loss
N/A	11=	Phoenix Group Holdings	Financials	Made a pre-tax loss
N/A	N/A	Imperial Brands	Consumer Staples	Giving used in sector analysis only
N/A	N/A	Alliance Witan	Financials	Giving unknown
N/A	N/A	Intertek Group	Industrials	Giving unknown
N/A	N/A	Scottish Mortgage Investment Trust	Financials	Giving unknown
N/A	37=	Unilever	Consumer Staples	Giving unknown

The FTSE 100 ranked by sum given

Rank	Rank last year	Name of company	Industry	Charitable donations (£M)
1	1	GSK	Healthcare	363.00
2	2	Tesco	Consumer Staples	143.70
3	3	Anglo American	Basic Materials	115.69
4	7	AstraZeneca	Healthcare	101.42
5	4	HSBC Holdings	Financials	98.00
6	8	Rio Tinto	Basic Materials	76.72
7	6	BP	Energy	66.56
8	N/A	Glencore	Basic Materials	65.60
9	10	Standard Chartered	Financials	63.44
10	5	Shell	Energy	62.40
11	13	Lloyds Banking Group	Financials	56.47
12	11	Barclays	Financials	48.27
13	15	Antofagasta	Basic Materials	39.20
14	17	J Sainsbury	Consumer Staples	36.03
15	14	Vodafone Group	Telecommunications	34.36
16	19	Reckitt Benckiser Group	Consumer Staples	34.00
17	18	Aviva	Financials	32.93
18	20	NatWest Group	Financials	28.50
19	16	WPP	Consumer Discretionary	26.90
20	23	Diageo	Consumer Staples	23.12
21	21	Entain	Consumer Discretionary	21.90
22	12	National Grid	Utilities	21.14
23	27	Haleon	Healthcare	15.00
24	26	Experian	Industrials	13.49
25	31	Coca-Cola HBC	Consumer Staples	13.42
26	29	BAE Systems	Industrials	12.71
27	N/A	Coca-Cola Europacific Partners	Consumer Staples	12.46
28	24	SSE	Utilities	12.20
29	22	Relx	Consumer Discretionary	11.00
30	28	Prudential	Financials	10.00
31	93=	Associated British Foods	Consumer Staples	9.54
32	25	British American Tobacco	Consumer Staples	7.67
33	32	Compass Group	Consumer Discretionary	7.52
34	33	Schroders	Financials	7.04
35=	35=	Barratt Redrow	Consumer Discretionary	6.40
35=	41	Hikma Pharmaceuticals	Healthcare	6.40

Ranking up

Ranking down

Ranking unchanged

No rank last year

The FTSE 100 ranked by sum given

Rank	Rank last year	Name of company	Industry	Charitable donations (£M)
37	47	London Stock Exchange Group	Financials	6.22
38	N/A	Endeavour Mining	Basic Materials	6.16
39	43	Kingfisher	Consumer Discretionary	6.12
40	52	Legal & General	Financials	6.07
41	37	St James's Place	Financials	5.87
42	39	Land Securities Group	Real Estate	5.80
43	40	Marks & Spencer Group	Consumer Discretionary	5.60
44	34	Mondi	Industrials	5.53
45	42	Severn Trent	Utilities	5.18
46	46	Rolls-Royce Holdings	Industrials	4.59
47	48	Smith & Nephew	Healthcare	4.48
48	45	M&G	Financials	4.40
49	56	United Utilities	Utilities	3.99
50	51	Informa	Consumer Discretionary	3.84
51	54	Fresnillo	Basic Materials	3.82
52	44	Intl Consolidated Airlines Group	Consumer Discretionary	3.73
53	82	Admiral Group	Financials	3.35
54	50	Berkeley Group	Consumer Discretionary	3.34
55	55	Whitbread	Consumer Discretionary	3.27
56	57	Intermediate Capital Group	Financials	3.05
57	62	Ashtead Group	Industrials	2.86
58	49	Centrica	Utilities	2.77
59	58=	Next	Consumer Discretionary	2.72
60	63	Unite Group	Real Estate	2.60
61	58=	Spirax Group	Industrials	2.44
62	60	Segro	Real Estate	2.30
63	61	Sage Group	Technology	2.10
64	71	JD Sports Fashion	Consumer Discretionary	1.97
65	83	Phoenix Group Holdings	Financials	1.89
66	87	BT Group	Telecommunications	1.87
67	64	Convatec Group	Healthcare	1.81
68	N/A	Hiscox	Financials	1.78
69	69	Croda International	Basic Materials	1.58
70	68	Airtel Africa	Telecommunications	1.56
71	70	Rentokil Initial	Industrials	1.47
72	73	Howden Joinery Group	Consumer Discretionary	1.46

Ranking up

Ranking down

Ranking unchanged

No rank last year

Rank	Rank last year	Name of company	Industry	Charitable donations (£M)
73	88	Smiths Group	Industrials	1.17
74	65	Bunzl	Industrials	1.10
75	67	3i Group	Financials	1.08
76	80=	Beazley	Financials	1.00
77	75	Taylor Wimpey	Consumer Discretionary	0.97
78	77	Persimmon	Consumer Discretionary	0.91
79	78	Auto Trader Group	Technology	0.77
80	74	InterContinental Hotels Group	Consumer Discretionary	0.72
81	84	IMI	Industrials	0.67
82	79	Weir Group	Industrials	0.45
83	76	easyJet	Consumer Discretionary	0.36
84=	85	DCC	Industrials	0.30
84=	86	Rightmove	Real Estate	0.30
86	N/A	Hargreaves Lansdown	Financials	0.23
87	72	Melrose Industries	Industrials	0.22
88	92	Diploma	Industrials	0.13
89	N/A	LondonMetric Property	Real Estate	0.11
90=	80=	Pearson	Consumer Discretionary	0.07
90=	89	Halma	Industrials	0.07
92=	93=	Pershing Square Holdings	Financials	0.00
92=	N/A	Polar Capital Technology Trust	Financials	0.00
92=	N/A	Games Workshop Group	Consumer Discretionary	0.00
92=	N/A	F&C Investment Trust	Financials	0.00
N/A	N/A	Imperial Brands	Consumer Staples	Giving used in sector analysis only
N/A	N/A	Alliance Witan	Financials	Giving unknown
N/A	N/A	Intertek Group	Industrials	Giving unknown
N/A	N/A	Scottish Mortgage Investment Trust	Financials	Giving unknown
N/A	9	Unilever	Consumer Staples	Giving unknown

How we conducted the research

This is the third edition of our corporate giving report. We used a similar methodology to that of our 2024 report, gathering data through three separate surveys. The first survey focused on FTSE 100 companies, the second on wider UK businesses, and the third on the UK general public (specifically employees).

HOW WE DEFINE CORPORATE GIVING

Of the many indexes available by which to measure corporate giving, the Charities Aid Foundation aligns its corporate giving research with the model used by B4SI (Business for Societal Impact). This measures corporate giving across four areas:

- Cash donations.
- In-kind donations of products, services or facilities.
- Cost of employee time spent volunteering for community causes during working hours.
- The management costs associated with running a company’s community programme.

The total donation figure for each company includes all the components covered by the B4SI model wherever possible. Within this only discretionary spending is included. All donations that are required by legislation or local agreements (common in the mining, energy and gambling industries) are disallowed. In-kind donations are valued at the production cost.

All data is based on information supplied via a Charities Aid Foundation survey and/or correspondence to confirm levels of giving, or is drawn from Annual Reports for financial years ending in 2024.

Please note that, with the 2013 Companies Act in effect, companies are not required to disclose their investments, donations, and overall charitable giving in their Annual Reports. Any known caveats in the data presented are expressed in the notes covered in pages 63 to 67 of this report on a company-by-company basis.

THE FTSE 100 COHORT

The scope of this report is to examine the extent of corporate giving — sometimes known as community investment — by FTSE 100 companies. Most companies in the FTSE 100 are familiar with the B4SI methodology and several publish data in full alignment with it.

The companies included in this analysis are those which were constituents of the FTSE 100 on 1 March 2025. There are eight companies in this report that were not members of the FTSE 100 when this report was last compiled in 2025. They are: Endeavour Mining, Hargreaves Lansdown, Hiscox, Games Workshop Group, Alliance Witan, LondonMetric Property, Polar Capital Technology Trust and Coca-Cola Europacific Partners. The following eight companies were included in last year’s analysis but were no longer part of the FTSE 100 at our census point: Smurfit Kappa Group, Burberry Group, RS Group, DS Smith, Flutter Entertainment, B&M European Value Retail, Frasers Group, and Ocado Group.

HOW THIS REPORT WAS COMPILED

Where accounts are published in US dollars or euros, the following conversion rates were used:

- £1 = US\$1.2500
- £1 = €1.2057

FTSE 100 companies were surveyed between February and May 2025. Although all the companies are listed in the United Kingdom, the corporate philanthropy sums have been spent globally.

A total of 86 companies actively engaged in the research, with 84 of them returning survey documents or confirming data in their Annual Reports. This compares to 81 companies that actively engaged in the survey last year and 64 companies that actively engaged in 2023 when we published individual company data for the first time.

Of the 84 companies returning or confirming financial data, 56 completed a broader survey about the wider giving culture within their business, main causes supported and how decisions are made related to corporate philanthropy.

Where companies did not respond to our survey, we relied on information published in Annual Reports for financial years ending in 2024 (or in some cases the most recently published ESG report). For some companies, the reports used will no longer be the most recent ones available, but a cut-off date for report publication of 31 December 2024, was considered the fairest way to compare performance. There are four companies for which we could not source any data on philanthropy that aligned with our chosen methodology: Unilever, Scottish Mortgage Investment Trust, Intertek Group and Alliance Witan. Imperial Brands shared data for use in our overall and sectoral analyses, but not to be published on a company basis. Pershing Square Holdings is listed as having donated a zero sum, but significant charitable donations are made through different vehicles in common ownership, which we have not counted at the company’s request.

Comparative data for our rankings is drawn from last year’s Corporate Giving 2024: The FTSE and beyond report, which drew on data from financial years ending in 2023.

Sectoral analyses are based on the categories used in the Industry Classification Benchmark (ICB). The companies in the FTSE 100 fall into one of 11 categories. The largest category is Financials (24 companies) and the smallest are Energy and Technology (both two companies).

HOW WE RANK THE FTSE 100

This report looks at corporate giving in two ways – by the outright sum of money donated, and by that sum expressed as a percentage of pre-tax profits. Taking this approach allows companies that have not given a vast sum to rank highly if that sum is significant when compared with relatively lower pre-tax profits. The most profitable companies do not necessarily give away sums commensurate with those profits. We use pre-tax profits as our comparator as we feel this is the clearest measure of profitability and is the standard metric used when valuing businesses. All data in this report relating to the FTSE 100 is based on information collected via a survey or drawn from Annual Reports for financial years ending in 2024.

RESEARCH LIMITATIONS

While every effort has been made to compare company performance on a like-for-like basis, it has not always been possible to do so. Some companies do not collect information in exactly the format asked for and have been unable to disaggregate allowed and disallowed charitable expenditure. Where such conflicts are known, they are included in the footnotes published in the appendices.

The most common limitation on charitable data is the lack of accurate records for donations made / employee volunteer time given in overseas territories.

RESEARCH CREDITS

The FTSE 100 research was conducted for CAF by Alastair McCall, Honorary Professor of Quantitative Studies and Deputy Director of the Centre for Education and Employment Research at the University of Buckingham.



Company notes

Name of company	Notes
Admiral Group	Total includes cash donations (£2.6m) and employee volunteering time (£746,306).
Airtel Africa	Charitable donations of \$1.95m (£1.56m) are made up of \$1.4m (£1.12m) given to the children's charity Unicef and \$550,000 (£440,000), which was spent on community services and infrastructure.
Alliance Witan	Alliance Witan is an investment trust with no employees. No details of charitable giving are included in its Annual Report and the company did not respond to our survey.
Anglo American	Community social investment of \$144,612,979 (£115,690,383) comprised \$111,473,058 (£89,178,446) in cash, \$30,337,684 (£24,270,147) of in-kind donations, and \$2,802,238 (£2,241,790) of employee time.
Antofagasta	Sum represents the company's spend on social investment programmes, which included sponsoring nine Chilean athletes at the Paris 2024 Olympic and Paralympic Games.
Ashtead Group	Total of charitable donations in 2024.
Associated British Foods	Sum given represents cash donations by ABF. This sum does not include donations by the Garfield Weston Foundation, which is the majority owner of ABF. The Foundation is one of the UK's leading grant-making institutions (gifting £1.5bn since 1958) and is mainly funded by dividends from ABF. In the financial year to 5 April 2024, the Foundation donated £100.636m to around 1,800 charities across the UK.
AstraZeneca	The total sum donated of \$126.78m (£101.42m) comprised \$110.4m (£88.4m) in cash, \$12.5m (£10m) of in-kind and product donations, \$1.7m (£1.4m) of employee volunteer time, and \$2.1m (£1.7m) of management costs.
Auto Trader Group	Total includes donations to local and national charities, community groups and industry bodies (£621,000) and 719 days of employee volunteer time (£149,800).
Aviva	The sum represents Aviva's contribution to communities in 2024 and includes the cash equivalent of 107,810 hours of employee volunteer time.
BAE Systems	Total includes cash (£10,685,715), in-kind donations (£82,312), and employee volunteer time (£1,942,945).
Barclays	The £48.27m of community investment is split between cash (£37.38m), employee volunteer time (£3.52m) and management costs (£7.37m).
Barratt Redrow	Sum represents Barratt Developments' charitable giving, and includes more than £4m gifted through the Barratt Foundation and £600,000 in matched giving for employee fundraising.
Beazley	Total given includes cash and in-kind donations (\$845,293 / £676,234), employee volunteering time (\$348,296 / £278,637) and management costs (\$60,000 / £48,000).
Berkeley Group	Total includes cash donations (£2,696,000), employee volunteering time (£350,000) and programme management costs (£290,000).
BP	Total of \$83.2m (£66.6m) includes social investment funding (\$76m / £60.8m) and BP Foundation spend, which includes matched funding (\$6.9m / £5.5m) and natural disasters relief (\$0.3m / £0.2m).
British American Tobacco	Total donated is split between cash (£7.39m) and in-kind donations (£280,000).
BT Group	Total includes cash donations of £174,500, £1m of employee volunteering time and £700,000 of management costs. We do not include £1.3m donated to more than 1,100 charities through payroll giving.
Bunzl	Total given to charitable causes in 2024. This sum does not include amounts donated by Bunzl in matching funds raised by employees for local charities.
Centrica	Total represents cash donations only.
Coca-Cola Europacific Partners	Total charitable contribution of €15,023,349 (£12,460,271) includes cash €9,573,971 (£7,940,591), in-kind donations €3,308,824 (£2,744,318), employee volunteering time €1,332,351 (£1,105,044) and programme management costs €808,203 (£670,318).

Name of company	Notes
Coca-Cola HBC	Total represent the sum given in cash and in-kind donations, employee volunteer time and management costs. The Coca-Cola Foundation gave an additional €1.55m (£1.29m) not included in the total shown.
Compass Group	Total group charitable donations in 2024.
Convatec Group	Total given includes \$1,457,000 (£1,165,600) to charity partners' programmes and disaster relief, \$800,000 (£640,000) of in-kind product donations, and \$10,000 (£8,000) of management costs.
Croda International	Total includes £1.4m in donations to the Croda Foundation, £35,000 of in-kind donations and £140,431 of employee volunteer time.
DCC	The £300,000 represents the contribution to community investment of DCC's head office in Dublin only. Just over 100 of DCC's 16,600 employees are based there, the rest being spread across 22 countries. The company's devolved structure does not lend itself to tracking consistently the large array of local charities supported worldwide. The ultimate sum given is significantly higher.
Diageo	Community investment totalled £23.12m in 2024, split between positive drinking (£7.8m), diversity and inclusion (£8.3m), sustainability (£6.5m) and local and brand-led initiatives (£0.6m). Totals include cash, in-kind donations, employee volunteer time and programme delivery costs.
Diploma	The sum attributed to charitable donations in 2024. As a decentralised group, local businesses manage their own charitable giving, which is comprised of fundraising, cash donations, volunteering and in-kind donations. However, this information is not gathered centrally or included in the charitable giving total listed here.
easyJet	Total charitable donations during the past year included cash (£307,602) and in-kind donations (£50,000).
Endeavour Mining	The \$7.7m (£6.16m) of voluntary social investment spend includes \$3.1m (£2.48m) given to the Endeavour Foundation, and was part of an overall social investment spend of \$22.1m (£17.68m).
Entain	Total sum spent in 2024 on voluntary contributions to support safer gambling organisations, grassroots sports programmes and other good causes.
Experian	The sum given — \$16,865,069 (£13,492,055) — was split between cash (\$11.04m / £8.83m), in-kind donations (\$728k / £583k), employee volunteer time (\$2.45m / £1.96m) and programme management costs (\$2.64m / £2.11m). Causes supported focus on financial education.
F&C Investment Trust	F&C Investment Trust plc does not make charitable donations.
Fresnillo	Social investment of \$4.78m (£3.82m) is split between education (\$1.91m / £1.53m), health (\$1.3m / £1.04m), decent work (\$0.31m / £0.25m), water (\$0.24m / £0.19m), and other causes (\$1.02m / £0.82m).
Games Workshop Group	The company makes no donations to charity but does allow up to two days per year volunteering time for employees to work for their chosen charities.
Glencore	The \$82m (£65.6m) sum represents Glencore's discretionary social investments in 2024. A further \$57m (£45.6m) was paid out in non-discretionary social investments.
GSK	Total community investment of £363m includes cash (£90m), in-kind donations (£244m), employee volunteering time (£2m) and management costs (£27m).
Haleon	Sum donated to charitable causes in 2024.
Halma	Sum includes all donations made by Halma companies or head offices over its internal reporting threshold of £250 per individual donation. Due to the decentralised structure of the business, this figure does not capture all the community outreach work undertaken by Halma companies.
Hargreaves Lansdown	Cash donated to charitable causes in the past year.
Hikma Pharmaceuticals	Total includes charitable donations (£3.12m) and donations of medicines (£3.28m).
Hiscox	Total charitable donations in 2024 from which just under 250 charities benefitted via the Hiscox Foundation.

Name of company	Notes
Howden Joinery Group	Total includes cash and in-kind donations (mostly kitchens donated and installed at grassroots football clubs).
HSBC Holdings	Total of \$122.5m (£98m) includes cash donations (\$94.7m / £75.8m), employee volunteer hours (\$11m / £8.8m) and management costs (\$16.8m / £13.4m).
IMI	Total includes cash (£418,144) and employee volunteering time (£256,480).
Imperial Brands	Charitable donations data is not made public, but is supplied to CAF for use in sectoral analysis.
Informa	Total of £3,844,500 includes cash (£1,691,800), in-kind donations (£1,513,500), employee volunteer time (£610,800) and programme management costs (£28,400).
InterContinental Hotels Group	Funds donated to community impact projects by IHG corporate offices and owned hotels. Total does not include cash value of 172,458 employee volunteering hours.
Intermediate Capital Group	Total includes cash (£2,850,000), employee volunteering time (£118,730) and programme management costs (£78,952).
Intertek Group	With operations in more than 100 countries, the company is unable to provide an overall figure for charitable contributions (including its 17,299 hours of employee volunteer time) to the 240 community projects with which it is involved.
Intl Consolidated Airlines Group	The €4.5m (£3.7m) sum raised for charitable causes through company contributions (€3.9m / £3.2m) and in-kind donations (€0.6m / £0.5m). The total does not include a further €3.4m of customer donations and €1.6m of employee contributions, making a total raised across IAG of €9.5m.
J Sainsbury	Sum raised for good causes, which includes £11.4m to tackle food poverty, and the redistribution of 13.5m meals in partnership with Neighbourly.
JD Sports Fashion	Sum represents the donations to the JD Foundation by JD Sports Fashion plc (UK and Europe) in the year to January 2024, which is mostly derived from the funds raised by the JD duffle bag (plastic bag) sales during this period. The Foundation supports 24 charity partners.
Kingfisher	Community investment split between cash donations (£3,895,125), in-kind donations (£953,403), employee volunteering time (£590,683) and management costs (£682,534).
Land Securities Group	Sum includes cash donations and in-kind donations, notably space (£5,051,544), volunteering (£711,883) and programme management costs (£38,400).
Legal & General	Donations include £5.2m to UK civil society organisations, of which £499,452 was contributed in matched fundraising and employee volunteer time.
Lloyds Banking Group	Total given includes cash (£49,172,000), in-kind donations (£193,000), employee volunteering time (£3,701,000) and programme management costs (£3,401,000).
London Stock Exchange Group	Total given is made up of £4,548,530 of cash donations to 134 charity partners and £1,672,588 cash equivalent of employee volunteering time.
LondonMetric Property	Total company giving was £153,000 from which we have deducted £44,448, which was raised and given by employees.
M&G	Total includes cash (£3.2m) and in-kind donations. It excludes £169,116 donated through employee payroll giving.
Marks & Spencer Group	Funds donated during the year to various charitable organisations, notably YoungMinds, the Marks & Spencer headline charity partner. The sum does not include a further £2.1m raised by customers, colleagues and partners, and the value of in-kind donations.
Melrose Industries	Total includes community initiatives comprising donations, sponsorships and employee volunteering time at GKN Aerospace (£161,000) and also cash donations to non-profit charitable organisations (£61,000).
Mondi	Social investment spend covered infrastructure and development (€3.535m / £2.932m), health and wellbeing (€1.411m / £1.17m), education (€729,000 / £605,000), enterprise and employment support (€498,000 / £413,000), environmental protection (€369,000 / £306,000), and special donations (€121,000 / £100,000).

Name of company	Notes
National Grid	Sum distributed via National Grid's Energy Support Fund, £19.7m in the UK and \$1.8m (£1.44m) in the US.
NatWest Group	Total charitable spend is divided between cash (£10,355,582), in-kind donations (£8,505,924), employee volunteer time (£3,458,043) and programme management costs (£6,182,615).
Next	Total includes cash (£1,287,704), in-kind donations (£1,287,503) and management costs (£147,000).
Pearson	Total gifted to American Red Cross for hurricane relief. Sum shown does not include cash equivalent for 33,130 hours of employee volunteering.
Pershing Square Holdings	Pershing Square Holdings (PSH) does not make charitable donations. PSH is an investment holding company structured as a closed-ended fund and has no employees or physical operations. PSH's Investment Manager, Pershing Square Capital Management (PCSM) donated \$495,000 (£396,000) to charitable causes in 2024. In addition, Pershing Square Philanthropies, funded by PSCM CEO Bill Ackman and Neri Oxman, and affiliated charitable entities, made \$57m (£45.6m) in grants in 2024.
Persimmon	Donations made to 355 UK charities, sports clubs and community groups through local donations and Persimmon's Community Champions Fund.
Phoenix Group Holdings	Total includes cash (£1,453,776), in kind donations (£118,197) and employee volunteering time (£322,368).
Polar Capital Technology Trust	Polar Capital Technology Trust is an investment trust with no employees and does not make any charitable donations.
Prudential	Community investment of \$12.5m (£10m) is split between education (48%), social and welfare (36%), health (5%), emergency relief (4%), environment (1%), economic development (1%) and other causes (5%). Giving is mostly routed through Prudence Foundation, the company's community investment arm. Total includes cash donations and spending on community initiatives working with NGOs, non-profits, social enterprises and other third parties.
Reckitt Benckiser Group	Total of £34m is split between cash (85.4%), in-kind product donations (13.6%) and employee volunteer time (1%).
Relx	Total of £11m is made up of cash (£5m, includes matched employee donations), in-kind donations of products/ services (£1m) and employee volunteer time (£5m). The company's total appears to have dropped significantly this year only because we now report in-kind donations at cost to the company rather than at their retail value. Without this change, Relx's corporate giving would have been recorded at £23m (£23.4m last year).
Rentokil Initial	Total includes cash donations to charities and community causes (£574,000), in-kind donations of hand sanitiser (£770,000), employee volunteer time (£100,000) and project management costs (£30,000).
Rightmove	Charitable donations in 2024, including matched funding for employees' fundraising.
Rio Tinto	The \$95.9m (£76.7m) of voluntary social investment covers financial commitments, including in-kind donations of assets and employee time, made to third parties to meet community needs or social risks. It does not include a further \$23.3m (£18.6m) of non-discretionary social investment.
Rolls-Royce Holdings	Total ascribed to global charitable contributions and community investment, which includes cash (£2,273,162), employee volunteer time (£2,057,475), in-kind donations (£16,881) and management costs (£240,000).
Sage Group	The sum represents the total disbursements of the Sage Foundation to 53 charity partners globally in 2024.
Schroders	The total given is made up of cash (£5,891,952), employee volunteer time (£595,911) and management costs (£550,254).
Scottish Mortgage Investment Trust	No community investment detailed in Annual Report nor provided separately. The reason given to us, for this, was "Because Scottish Mortgage is an investment trust, which invests in other companies, and its only employees are its Board of Directors, it is not appropriate to provide this information".
Segro	Total charitable giving in 2024.
Severn Trent	Sum donated to charitable organisations. Causes supported include those that promote responsible use of water resource, education and skills, employability and mentoring of young people.
Shell	This figure represents the voluntary 47% (\$78m / £62.4m) of the \$165m (£132m) company spend on social investment.

Name of company	Notes
Smith & Nephew	Total includes \$5.5m (£4.4m) of product donations and \$105,000 (£84,000) of cash donations. It does not include the cash equivalent for more than 11,000 hours of employee volunteering.
Smiths Group	Sum includes £1m of charity grants made by the Smiths Group Foundation in its first year of operation, a further £95,716 of donations made outwith the Foundation, and management costs of £76,735. Employees nominated 94 potential beneficiaries with 12 accepted across nine countries. Causes targeted include education, particularly Science, Technology, Engineering and Maths (STEM), safety and connectedness, and environmental sustainability.
Spirax Group	Total charitable spend of £2,442,371 is divided between cash (£1,285,715), in-kind donations (£79,000), employee volunteer time (£1,047,359) and programme management costs (£30,297).
SSE	Charitable spend is split between SSE Renewables Community Investment Fund (£10.3m), SSEN Resilient Communities Fund (£429,000) and £1.35m of donations from SSEN Distribution to three Scottish local authorities. Smaller sums from volunteering and matching of employees' fundraising are also included.
St James's Place	The total corporate spend on community investment includes cash (£4,692,598), in-kind donations (£362,636), employee volunteer time (£538,661) and management costs (£278,681).
Standard Chartered	Total includes cash (\$47.9m / £38.3m), in-kind donations (\$0.5m / £0.4m), employee volunteering (\$25.7m / £20.6m) and management costs (\$5.2m / £4.2m).
Taylor Wimpey	Total includes donations to registered charities (£810,100) and donations to local community causes (£157,950). The total excludes a further £207,905 of employee fundraising.
Tesco	Food and support given to projects and causes in the local communities in which Tesco operates.
3i Group	Total of £1,080,500 includes matched staff fundraising, matched GAYE contributions and one-off donations of £1.05m, £15,500 of employee volunteering time and £15,000 of in-kind donations.
Unilever	The company no longer discloses community investment data in a format compatible with this report. It has moved to a decentralised approach to charitable giving and charitable efforts are not monitored centrally.
Unite Group	Sum listed is company's total investment in social initiatives in 2024.
United Utilities	Total spent on community investment includes cash (£3,732,008), employee volunteering time (£101,544) and programme management costs (£152,440).
Vodafone Group	Vodafone donated €40,449,851 (£33,548,852) in cash and in-kind services, including Vodafone technology to health, education and emergency response causes across 21 countries. There were also €976,000 (£809,488) of project management costs.
Weir Group	Total value of charitable donations in 2024.
Whitbread	Sum raised includes £2,388,767 for Great Ormond Street Hospital (bringing to £24.4m the total raised in this long-running partnership) and €907,000 (£752,260) for the German charity, Children for a Better World. Total cash donations were made of £3,233,766 with an additional £26,500 in employee volunteering time and £14,000 of management costs.
WPP	The £26.9m total includes cash donations (£4.5m), pro bono work (£4.6m), and free media space (£17.8m).



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Admiral Group, Airtel Africa, Anglo American, Antofagasta, Ashtead Group, Associated British Foods, AstraZeneca, Auto Trader Group, Aviva, BAE Systems, Barclays, Barratt Redrow, Beazley, Berkeley Group, British American Tobacco, BT Group, Bunzl, Centrica, Coca-Cola Europacific Partners, Coca-Cola HBC, Compass Group, Convatec Group, Croda, DCC, Diploma, easyJet, Endeavour Mining, Experian, F&C Investment Trust, Glencore, GSK, Haleon, Halma, Hiscox, Howden Joinery Group, Hargreaves Lansdown, HSBC Holdings, IMI, Intermediate Capital Group, InterContinental Hotels Group, Imperial Brands, Informa, Intertek Group, JD Sport Fashion, J Sainsbury, Kingfisher, Land Securities Group, Legal & General, LondonMetric Property, London Stock Exchange Group, Lloyds Banking Group, M&G, Marks & Spencer Group, Melrose Industries, Mondi Group, National Grid, NatWest Group, Next, Pearson, Pershing Square Holdings, Phoenix Group Holdings, Polar Capital Technology Trust, Prudential, Relx, Rentokil Initial, Rightmove, Rio Tinto, Rolls-Royce Holdings, Sage Group, St James’s Place, Schroders, Scottish Mortgage Investment Trust, Severn Trent, Smith & Nephew, Smiths Group, Spirax Group, SSE, Standard Chartered, Tesco, 3i Group, Unilever, United Utilities, Vodafone Group, Wear Group, Whitbread, and WPP.

The following 14 companies did not engage with the survey:

Alliance Witan, BP, Diageo, Entain, Fresnillo, Games Workshop Group, Hikma Pharmaceuticals, International Consolidated Airlines Group, Persimmon, Reckitt Benckiser, Segro, Shell, Taylor Wimpey, and Unite Group.

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About CAF

The Charities Aid Foundation (CAF) exists to accelerate progress in society towards a fair and sustainable future for all. Over the last 100 years, we have led the way in developing innovative approaches to giving. Annually, we distribute over £1 billion to social purpose organisations around the globe.

As a leading charity operating from the UK, US and Canada, alongside an international network of partners, CAF works at the centre of the giving world. We collaborate with corporate and individual donors to enable them to give more effectively, strategically and impactfully.

This includes connecting them to charities globally and providing access to our in-depth sector knowledge, governance expertise and innovative giving solutions.

We help social purpose organisations to strengthen their resilience and do more of their life changing work, through strategic advisory services from our Impact Accelerator, tools to support charities’ fundraising activities, and charity financial services from CAF Bank Limited and CAF Financial Solutions Limited. Using our research, policy and campaigns work, we understand and influence the wider environment for charities and donors.



TOGETHER WE GIVE MORE

Images left to right: North East Young Lads and Dads, The Nature Conservancy UK Foundation, Field Lane Foundation.

£1 billion

distributed annually to social purpose organisations around the globe.



Image: Esteem

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