

JustGiving[®] from Blackbaud

2026 Event Fundraising Snapshot

Event Fundraising Conference

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Agenda



1. Structure and methodology
2. The event fundraising landscape
3. The leadership effect
4. Challenges & opportunities
5. Challenge event fundraising & MCEs
6. Charity event fundraising teams: 3 key groups
7. Case study: Endometriosis UK
8. Key takeaways

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Why this matters now



- Charities are achieving brilliant results through events, even when faced with growing challenges.
- The challenges are real: rising costs, limited resources, and the need to do more with less.

... but the data shows charities that prioritise event fundraising will gain the most from its potential

- £235 million was raised exclusively in organised sporting and fitness events on JustGiving in 2025: 6% growth vs 2024



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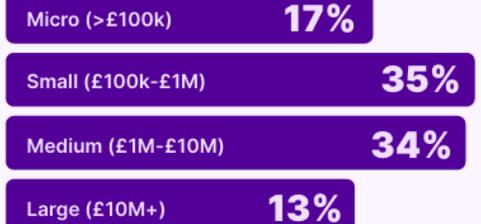
Survey methodology

- Online survey conducted October 2025
- Broad range of charity organisations
- Gathered 566 qualified responses
- Used factor analysis to group respondents, overlaid with sector, size, team, role info
- Supported by quantitative JustGiving platform data

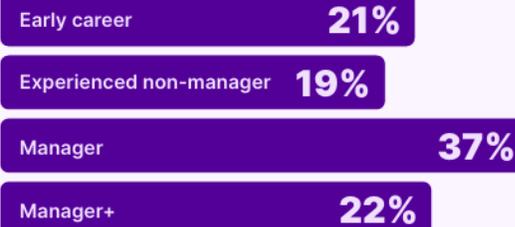
Sector representation*



Charity size



Job level



Event fundraising team size



*All other named sectors had no more than 6% and included Medical Research (6%), Animal Welfare (5%), Arts and Culture (4%).



The Event Fundraising Landscape

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The event fundraising landscape

It's essential to our strategy **78%**

It plays a key role in acquisition **71%**

We use technology to enhance our events **58%**

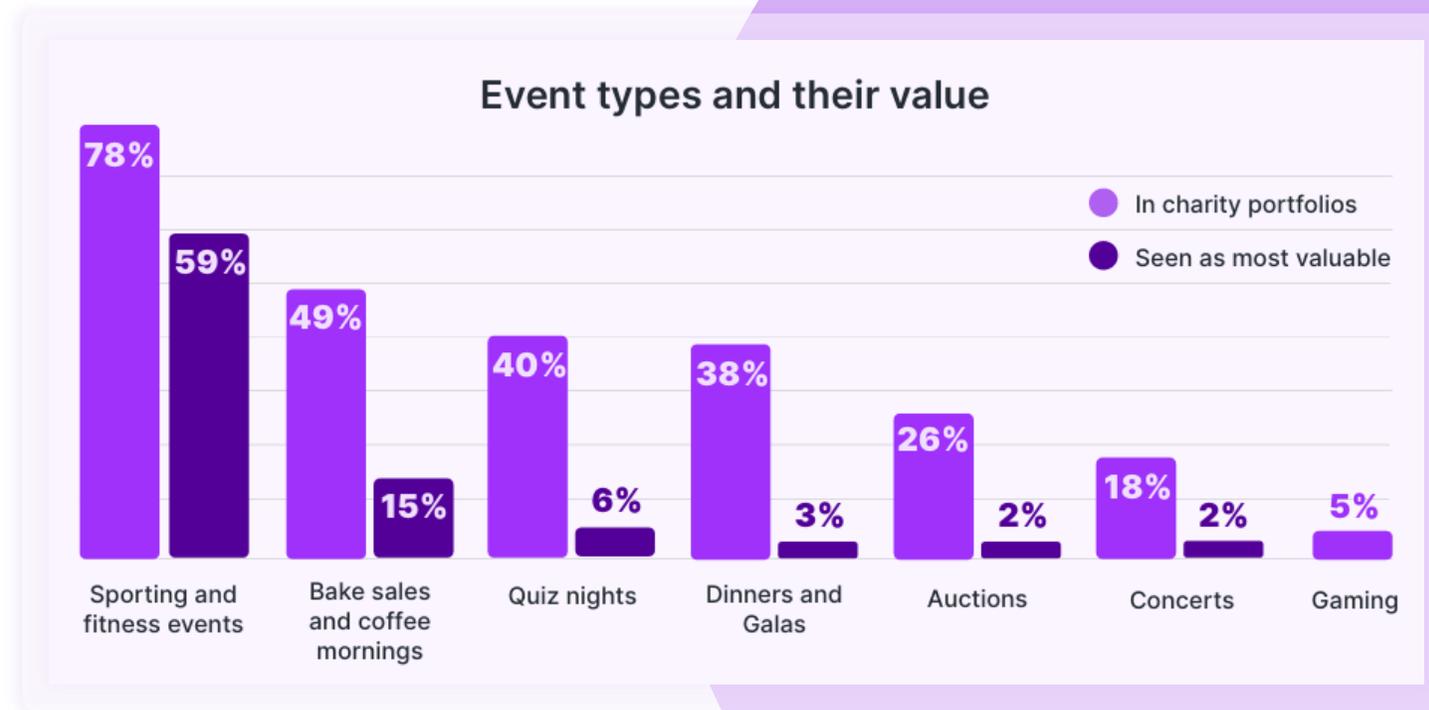
It's a priority for our leadership team **52%**

We're adequately resourced to grow with events **28%**

- Event fundraising is growing – despite all sectors reporting challenges
- **78%** of charities say **event fundraising is essential**
- **Income generation** = top metric for success
- **71%** of charities agree that event fundraising plays a key role in **supporter acquisition**
- Only a quarter of charities feel adequately resourced to grow their events income
- 50:50 split between charities with leadership who prioritise event fundraising and those that don't.

The event fundraising landscape

- Event portfolios are dominated by sporting and fitness challenges
- Almost **80%** of charities say a mix of event formats is critical for growth
- With an average of three event types annually
- **78%** charities report sporting and fitness challenge events in portfolios
- **59%** charities ranked these events as most valuable.



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The event fundraising landscape



Fundraising target success:

- Over half of all charities met or exceeded their event fundraising targets
- 21% didn't reach their target
- 25% didn't set one at all

The event fundraising landscape

- 57% large charities exceeded their target
- Compared with 31% of small charities (36% of whom did not reach their target).
- 47% of charities that fell short of their target ran fewer challenge events.
- Resource and capacity play a part
- On average, smaller teams run 1-6 challenge events, vs larger organisations running 15-20 annually.



The leadership effect



- Charities more likely to exceed targets when they have strong leadership backing.
 - 71% who exceeded their target said event fundraising is a priority for their leadership team
- ...vs 38% for those that didn't reach their target.

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Charities' top challenges

- Cost of living – number one challenge impacting both charities and their supporters.
- Followed by operational costs of events, decreases in budget, staff burnout.
- Despite these pressures, JustGiving data shows people continue to fundraise and donate.

Biggest event fundraising challenges



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Most exciting opportunities

- 52% charities see engaging with the next generation as most promising area
- Generation Y (30-44) most engaged in challenge events
- Growing interest and enthusiasm in fitness and event fundraising
- Innovation including AI tech, new event formats such as Hyrox, virtual events, and fitness apps.
- Top interests vary by charity size

Most exciting event fundraising opportunities

Engaging with the next generation **52%**

More people focusing on fitness **44%**

An increased interest in event fundraising **40%**

AI technology **37%**

New types of challenge events **35%**

Virtual events **20%**

Integration with fitness app data **18%**

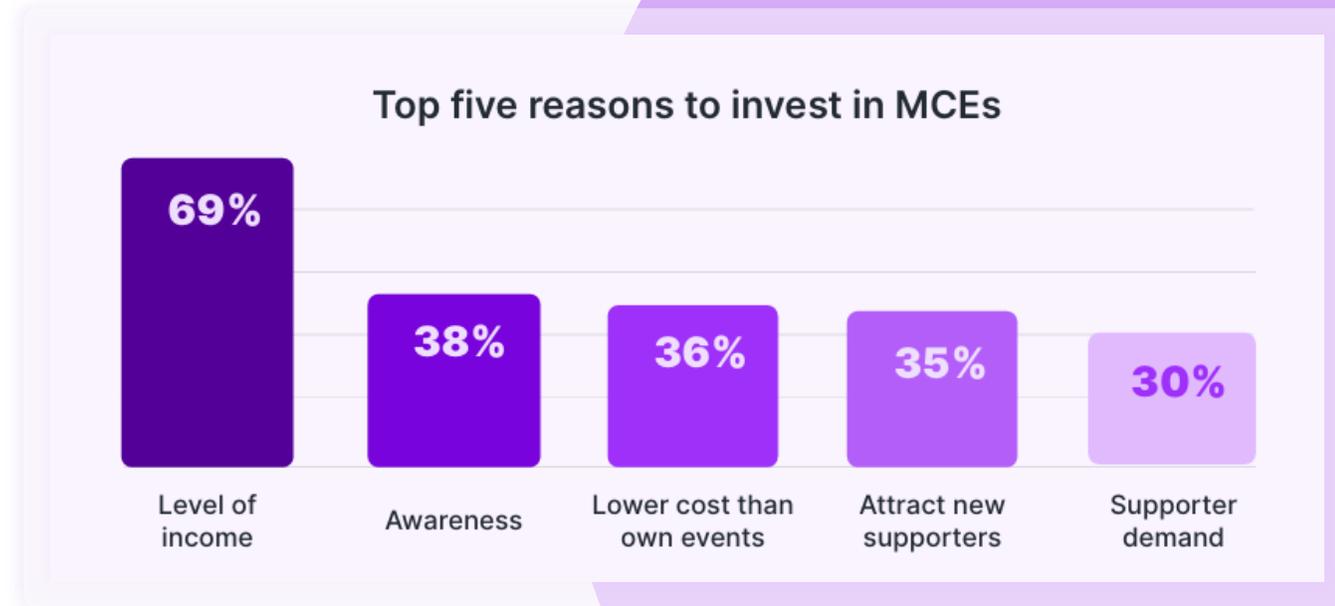


Challenge Event Fundraising

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Multi-charity events (MCEs) lead the way

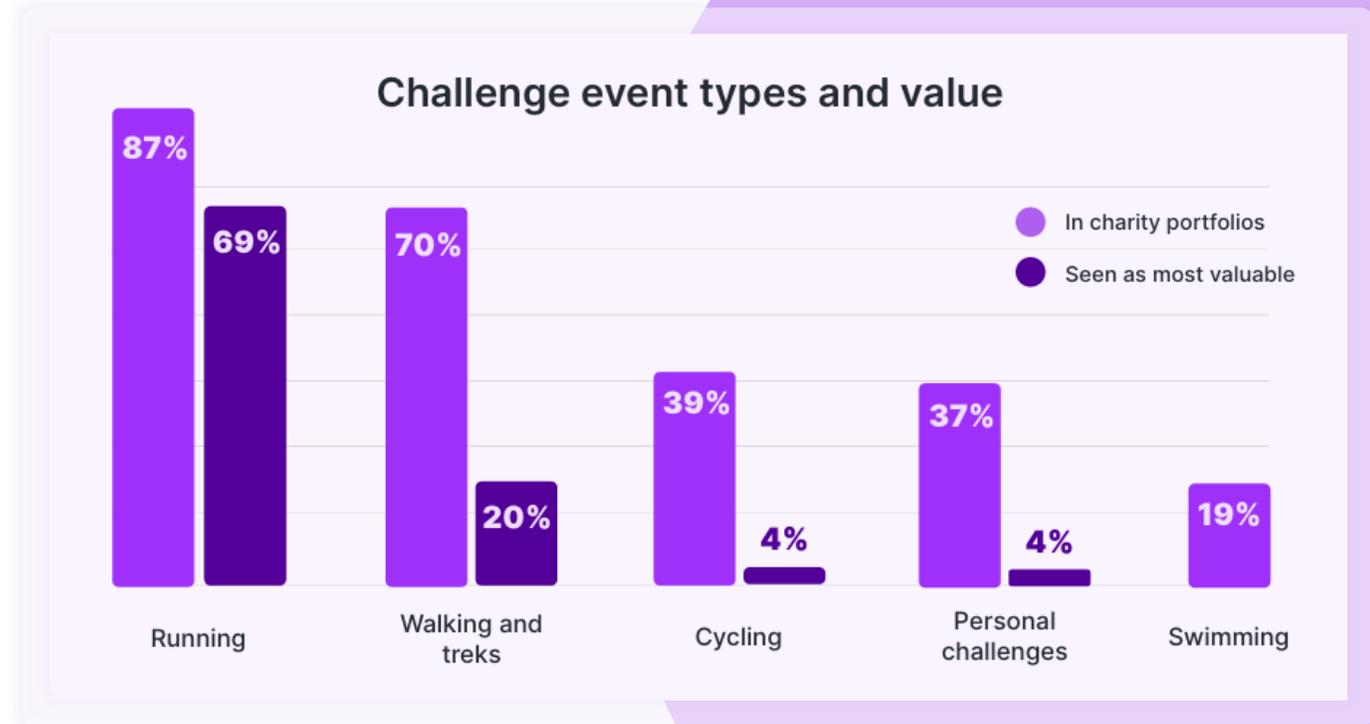
- MCEs = organised run, walk, cycle, swim etc. events run by third-parties.
- 57% report all or most of their challenge events are MCEs because of the income they generate.
- JustGiving data supports this, with growth in total raised & average raised per page.
- Healthy average activation rate of 80%
- Over 50% increased investment in MCEs in 2025 - and nearly 60% plan to further increase budget in 2026.



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Running still dominates

- Most popular and highest value activity.
- 66% agree it's popularity exceeds any other event type.
- 69% say it's by far the most valuable activity.
- Running events continue to grow on JustGiving, raising over £139m in 2025.
- Account for almost half of all event Fundraising Pages created on JustGiving.



Running still dominates

FUNDRAISING GROWTH IN RUNNING EVENTS ON JUSTGIVING

7%

Increase in pages
created in 2025

7%

Increase in amount
raised in 2025

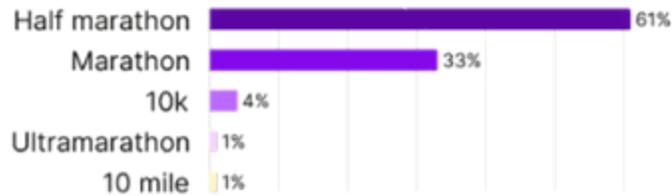
5%

Increase in donations
made in 2025

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Half marathons are most popular

% JustGiving pages by running event distance (2025)



% of JustGiving donations by running event distance (2025)



- In 2025, more charities took part in half marathons than any other event type (72% charity participation).
- 83% charities exceeded their targets in half marathon events.

On JustGiving:

- Half marathons most popular distance, growing 15% in pages
- Marathons brought in most donations
- Plus marathons account for over half of all donations to Fundraising Pages for running events!
- 10Ks experiencing most growth: 33% more pages & 17% more donations.



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Understanding Charity Event Fundraising Teams

- For every person who disagrees strongly with something, there's usually a couple more who agree.

That's why we look beyond the topline numbers

- Statistical technique called Factor Analysis
- Helps us to group respondents according to how they answer specific questions

There are three groups of event fundraisers

- Each with a distinct set of views and challenges



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Understanding Charity Event Fundraising Teams

Four statements were the most differentiating:

- Event fundraising is a **priority for our leadership** team.
- We **have the resources** we need to grow our events income.
- The **cost of charity places means we buy fewer** than before – it's harder to see good ROI.
- We're **losing out because we haven't invested** enough in mass challenge events.

Understanding Charity Event Fundraising Teams



- Events are not a strategic priority because many are operating with very small teams and budgets.
- Events present an opportunity to build awareness for their cause.

Understanding Charity Event Fundraising Teams



- Recognise the opportunity in and value of events, but are constrained by cost and capacity
- They often don't have a dedicated event fundraiser and run fewer events because they are juggling other priorities
- Events, when they do participate, are all about income generation

Understanding Charity Event Fundraising Teams



- These are the big organisations.
- They've got dedicated event teams and strong leadership backing
- Events are central to their strategy. Many of them do as many as 20 a year.
- Events provide the opportunity to acquire supporters.



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Understanding Charity Event Fundraising Teams

Each of you will be coming at this from your own perspective.

- The snapshot will give you more details on each of these groups
- Plus, actionable tips for each of these groups

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A conversation with Endometriosis UK

- Impressive growth, doubling challenge event income from £123,000 to £252,000.
- Their event mix suits their cause, supports their limited budget, and serves their fundraisers well.
- How they prioritise their budget and stewardship by event.
- How they've built a culture of strong senior leadership buy-in.
- Deep dive: London Landmarks Half Marathon success.
- Stewardship programme: incentives and milestones, targets and deadlines, channels, and securing fundraiser commitment.



Key takeaways

- **Get your free copy of JustGiving's 2026 Event Fundraising Snapshot!**
See delegate bag / scan QR code:



- Prioritise high-performing challenge events (especially running). Test half-marathons, marathons, and 10k events to maximise ROI.
- Set clear fundraising targets for every event to increase likelihood of success.
- Work to secure leadership buy-in to boost resource allocation, support, and confidence.
- Engage younger audiences by leveraging growing enthusiasm in fitness and event fundraising. Plus explore rising event formats and fitness app integrations.
- Adopt emerging tech like AI tools to streamline planning and improve participant experience.



Thank you!

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