



F2F in 2026 using Data to look forward

Using CIOF Benchmarking & REAL Data to look forward

Certified



This company meets high standards of social and environmental impact.

Corporation

Liam McEntegart



Husband & Dad

Runner / Marathoner

Career F2F Fundraiser - 23 years and counting

MD & Co Founder of REAL Fundraising & The REAL Family

B Corp Ambassador

Connect With Me



Values First Fundraising

CIOF Contributor - Multiple F2F papers

Leading voice for in FR - Market Enquiry into Sub Contracting

Speaker at the Global F2F Conference in 2023 in Vienna

5x F2F conference speaker speaker & 3x host



Liam McEntegart



Liam McEntegart

Leading with your values.
Purpose-led fundraising for a sustainable future utilising the B Corporation framework



**REAL was founded in 2009
on the values of Respect,
Ethics, Activism & Love.**



Certified



This company is committed to
accountability, transparency,
and continuous improvement.

Corporation

Who are REAL?

Award Winning & Truly Ethical Agency

We are certified to the highest standards & have been finalists 3x & won the Business Culture Awards 2x.

Values led at all times

We believe that every member of the REAL family, contractor, employee or client should always display the values of Respect, Ethics, Activism & Love, if they do not then we do not work together.

Honesty is our guiding principle.

We value integrity and honesty over other traits. What we do when no one is watching is what defines us.

We do right by F2F - Positive Press Stories

As a leading UK B Corp we have the opportunity to learn from some of the leading Ethical business in the UK and are part of a business community that is driving change resulting in positive press article in March 24.

HOW AGENCY REAL FUNDRAISING USED THE B CORP PROCESS TO RAISE THE ETHICAL BAR IN THE CHARITY FUNDRAISING SECTOR

The free-to-access and confidential B Impact Assessment gives companies a continuous improvement tool that assesses performance across five categories: Governance, Workers, Community, Customers & Environment, while identifying their Impact Business Model.

Never waste a crisis

● Covid was an incredibly challenging time for so many industries, and F2F Fundraising was no exception. When REAL paused all operations before the national lockdown, they began the journey to do everything they could to protect their workers. The inability to fundraise and generate income meant REAL risked losing their workers, their sub-contracting partner agencies and more. Yet they leaned further into their values by negotiating cash reserves for a fundraiser support fund, protected workers and made charitable donations to small UK charities.

REAL Fundraising intended itself into the B Corp improvement process: making honest business decisions about the detriment of short-term profits. Many would have thought this a risky move with cash reserves dwindling. Here is what they did in practice.

Governance (12.8-22.5)

● Since 2020, REAL committed to donate not less than 20% of pre-tax profits to charity, activism, and love. REAL is responsible for over half a million regular giving donations to household name charities such as Cancer Research UK, Depaul and Alzheimer's Research UK. In an industry where the word 'ethical' is thrown around like confetti, REAL Fundraising has always led with honesty and integrity. B Corp certification is no mean feat, and it would be easy for a high-scoring company to relax. Instead it's REAL's mission to be the most ethical business in the UK, as assessed by B Corp.

REAL'S Growth Since B Corp

renewable power from 35% to 55% in three years and in 2022 reduced CO2/Diverse remained to their lowest ever figure of 0.91kg CO2/Diverse.

Conclusion

After certifying in 2018 with a score of 112.7 REAL faced its biggest challenge: a six-month suspension of all revenue-generating activity in 2020. However, REAL remained 98% of its workers and the majority of its sub-contracting partners throughout Covid, had its strongest year in 2022, and went on to have a stronger 2023. This performance is mirrored in studies by B Lab which shows B Corps were 7% more likely to be in business after the pandemic in 2023. By focusing on their people and their mission, B Corps like REAL are redefining what it is to be successful as business.

REAL Fundraising are proud to be an early adopter of the B Corp movement.

To find out more about our work, visit realfundraising.org or scan the QR Code.

Customers (261-433)

● Formerly best for the world (top 5% globally) for Customer scores, REAL continues to offer its 100% donor guarantee and proudly has a client retention lifespan of 8.5 years.

Community (21.7-47.3)

● The driving force behind REAL's community score is their commitment to Justice, Equity, Diversity and Inclusion (JEDI), producing the UK's only Diversity report in F2F Fundraising. It provides paid time off for up to six days for all workers. This has resulted in 4,000 hours of volunteering for charities since July 2020. This system helped REAL Fundraising boost their score an impressive 47% in three years.

Environment (9.7-13.6)

● Having been carbon neutral since 2018, and committed to NetZero2023, REAL Fundraising believe it is not just about offsetting CO2 but measuring and reducing. The REAL car fleet is 97% Hybrid/Electric: they have increased.

Workers (22.2-32.9)

● In 2020 REAL committed to being Living Wage Certified, resulting in wages increasing by 26% since 2020. Since 2018 REAL reduced their highest to lowest paid employee ratio from 3.8:1 to 1.6:1 (The UK average for B Corps is 7:1). REAL has doubled maternity pay, shared parental leave, implemented paid time off for miscarriage, fertility treatment, stillbirth, miscarriage and menopause, employee assistance programme and a benefits package.

The UK's third highest B Corp

GDV: £100,000 over the past four years) to UK charities. This, coupled with making a committed legal declaration to balance people, planet and profit while also committing to the Better Business act, put the governance of the business within the top 5% of B Corp scores globally.

Year	Donation to charity as % of pre-tax profit
2018	1.2%
2019	15.1%
2020	17.1%
2021	20%
2022	14.5%
2023	40%

Timeline:

- Early 2018: "This is exactly what we have always been looking for" - James Gault
- Late 2018 certification: Certified with a score of 102.7. There were fewer than 100 B Corps in the UK at the time. The average Assessment score is 65.6.
- 2019 BFTW Customers: REAL was named Best for the World Customers category for the 3rd year in a row in the 2019 BFTW. REAL was named Best for the World Customers category for the 3rd year in a row in the 2019 BFTW.
- 2020 Covid, they leaned in: Looked at every aspect of the business and began implementing a number of steps including the Business Impact Assessment (BIA).
- Late 2021, recertification began: Recertification on the new BIA led to a score of 112.7.
- Jan 2022, recertified: REAL - the UK's second highest B Corp. Awarded 'Top 100' in the Charity Sector.

Featured in.....



*Big Issue March 2024

Who we currently work with

ALZHEIMER'S RESEARCH UK FOR A CURE

CENTRE POINT ENDING YOUTH HOMELESSNESS

PROSTATE CANCER UK

age UK MS Society

CHAS Children's Hospices Across Scotland

Helen & Douglas House hospice care for children and young adults

Felix

FareShare

CRISIS Together we will end homelessness

NSPCC

REAL

What is a B Corp?

Certified B Corporations, or B Corps, are businesses that:

1. Meet high standards of verified social and environmental performance
2. Public transparency
3. Legal accountability to balance profit and purpose.

B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive, regenerative & sustainable economy.

The B Corp community works toward:

- reduced inequality
- lower levels of poverty
- a healthier environment,
- stronger communities
- the creation of more high-quality jobs with dignity and
- purpose



Certified



Corporation

This company meets high standards of social and environmental impact.

READ

CioF F2F Benchmarking



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What the CIOF Found

- 696k Donors Recruited in 2019
- 685k Donors recruited in 2024
- £50m in revenue for charities
- Stability in size for the sector
- Shifts in recruitment method
- Nuance of channels not fully explored or understood yet.



READ

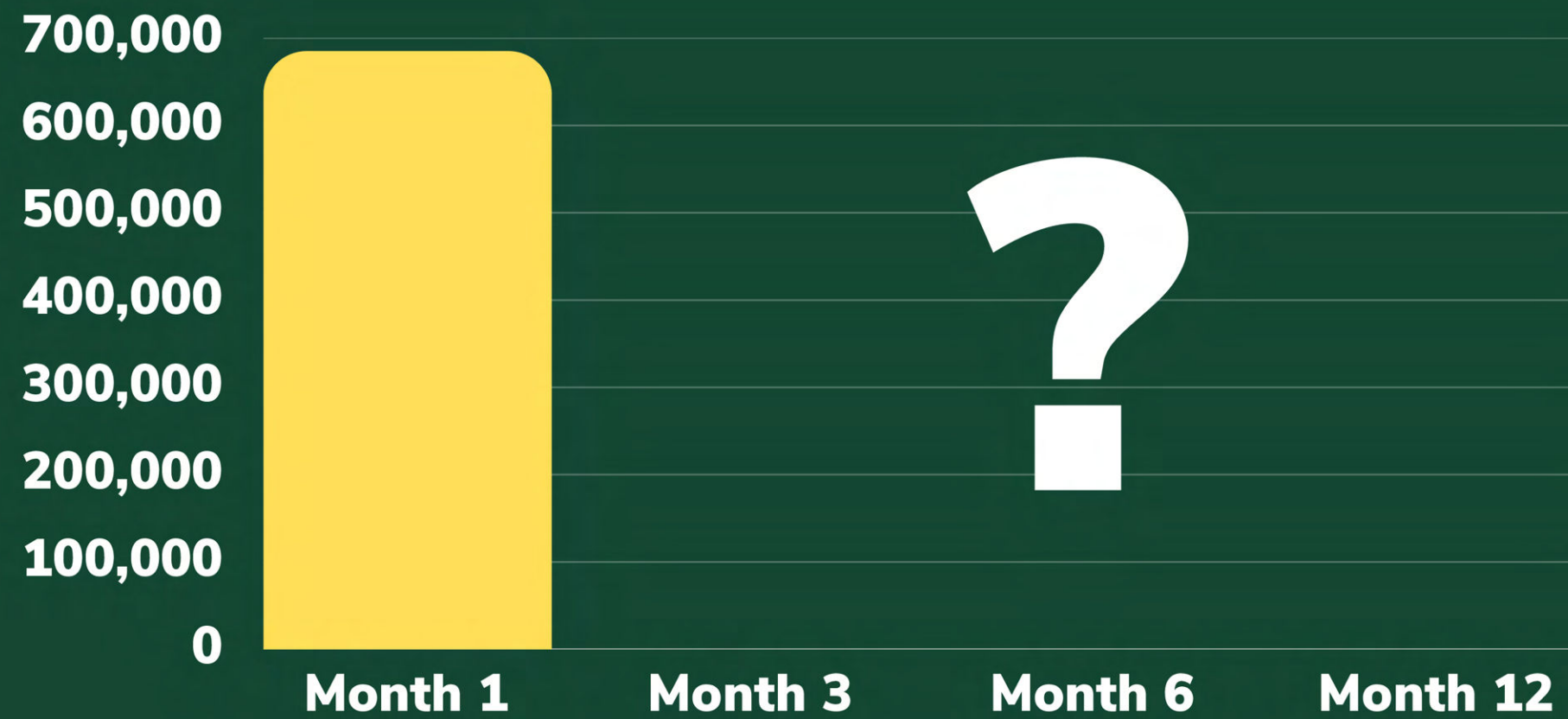
What can we interpret from the relative increase in D2D?

- D2D: 199k (2019) → 283k (2024), up 42%
- Are we certain this is operationally based?
 - Reporting Data
 - Venues
 - Resourcing
 - Compliance



READ

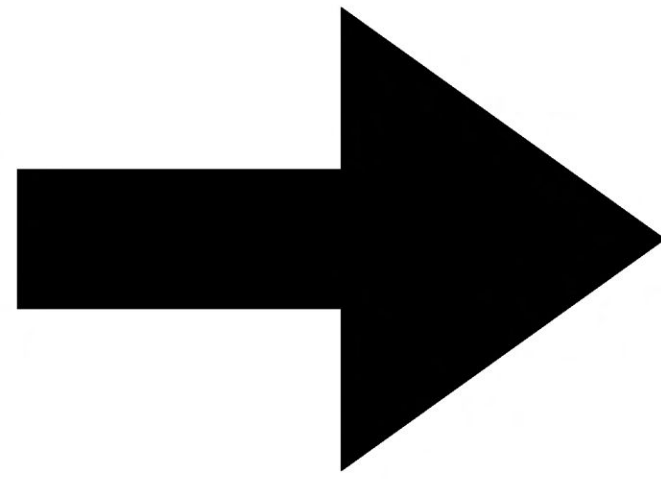
685,150 regular givers, then what?





Chartered
Institute of
Fundraising

Data



Data

REAL Data

Jan 22 & Mar 24

100,000 donors

Split 70:30 in favour of PS

England, Scotland & Wales.

READ





Before we dive into the data...

- All of this analysis is possible because it is built on a foundation of Ethical Fundraising.
- You cannot implement these changes & expect results without an ethos of good decision making & compliant fundraising.
- All of which is then backed up through rigorous compliance checks, mystery shops & auditing

What does Ethical Fundraising look like?



- Open questions
- Clear transparent asking, no £2 a week asks
- No Jonesing
- No Sales tactics and guilt tripping, donors are humans, not pieces.
- A Two way dialogue
- Making donors feel comfortable to say no
- Culture of ethical desicion making
- Good training reinforced with continuous development & backed up by auditing/mystery shopping

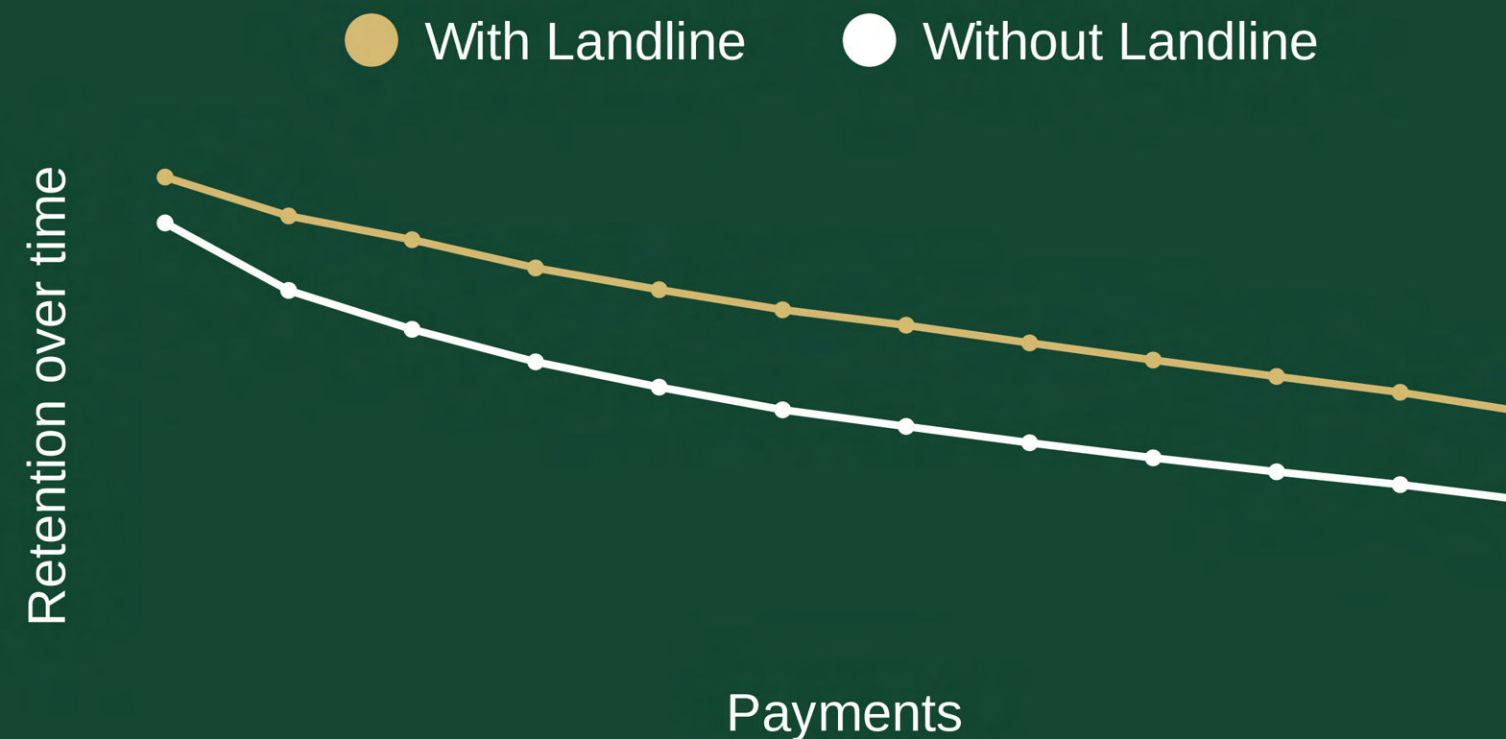
Doing what is right when no one is watching.

Landline Telephone Number

Obtain a landline from a donor wherever possible.

This improves NSR by 1%.

This improves 12 month retention by 16.9%.

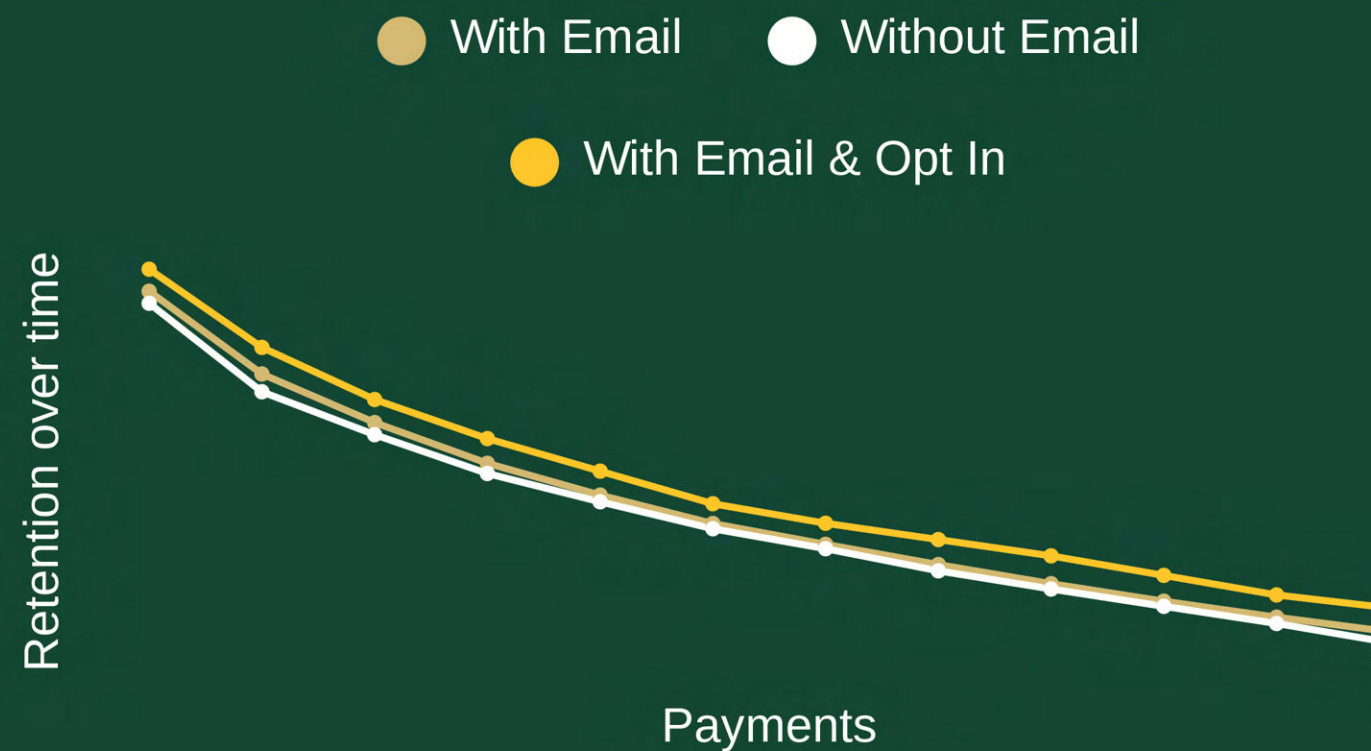


Email

Gain an email address from a donor always and get marketing opt in for email.

This will reduce the NSR by 2.8%

This will reduce the 12 month retention by 2%



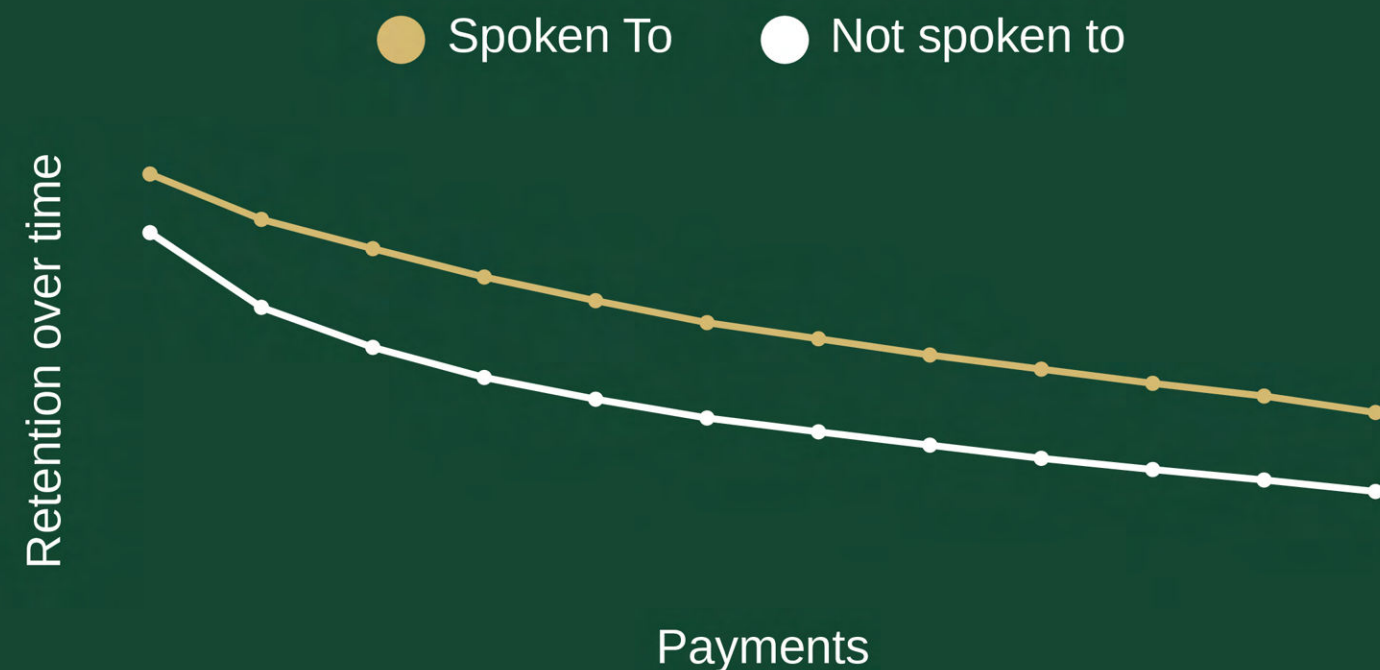
Speak to your donors.



Speak to your donors at welcome calling with an admin based warm thanking call.

This will result in them being 2.4 times less likely to cancel.

This will improve 12m retention by 16.8%



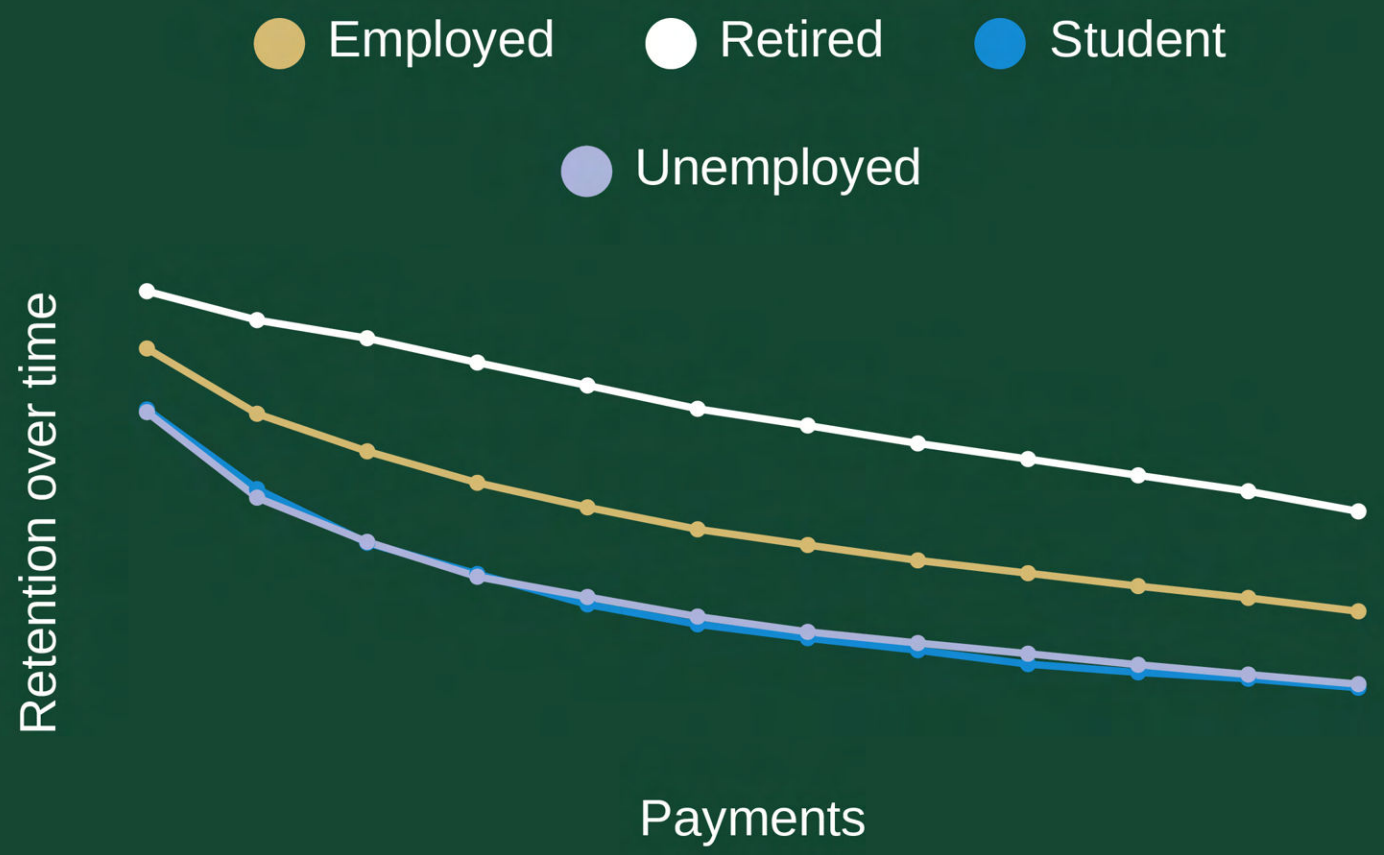
Retirees are an excellent demographic

Maximise retirees whilst also maintaining strong vulnerability processes.



This improves NSR 3x compared to Employed and 5.7x compared to Unemployed/Student

This improves 12mo retention of donors by up to 16.7%.

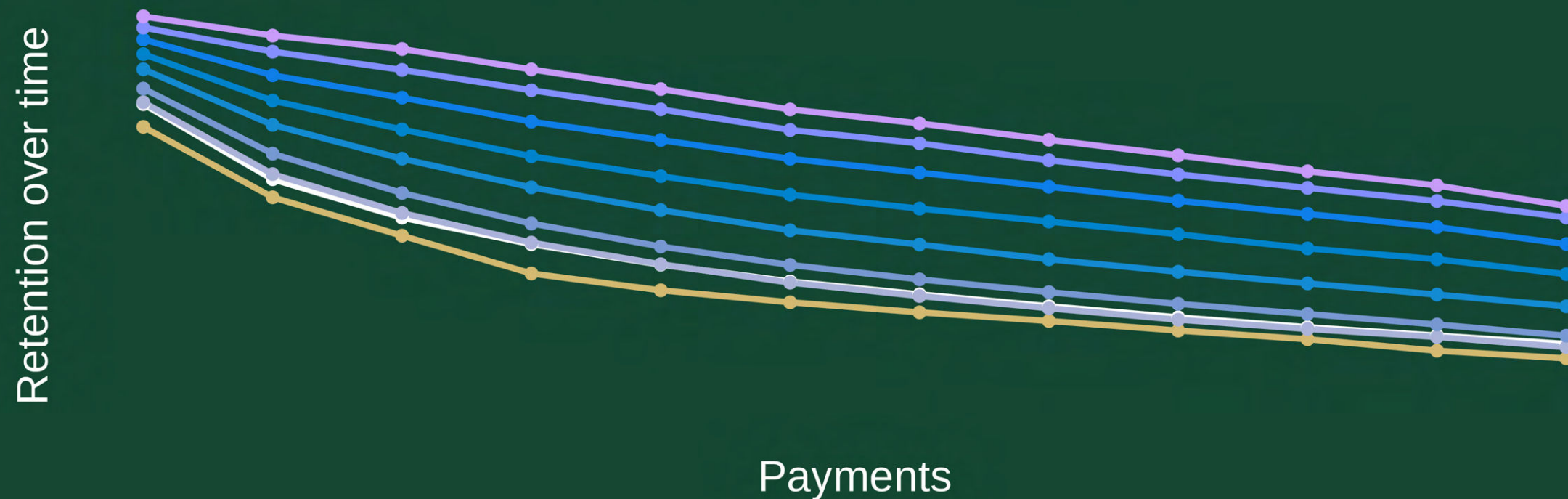
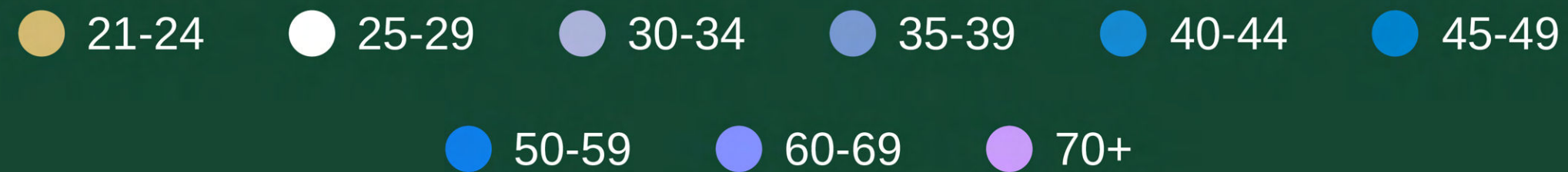


Average Age Matters

For every 1 years increase in Average age.

NSR will decrease by an average of 0.75%

REAL has an average donor age of 43 currently



Over 30s

Focussing campaigns on donors over the age of 30 only.

This will improve the NSR by 4% vs a campaign that allows 25+ or 9% vs a campaign no age restrictions

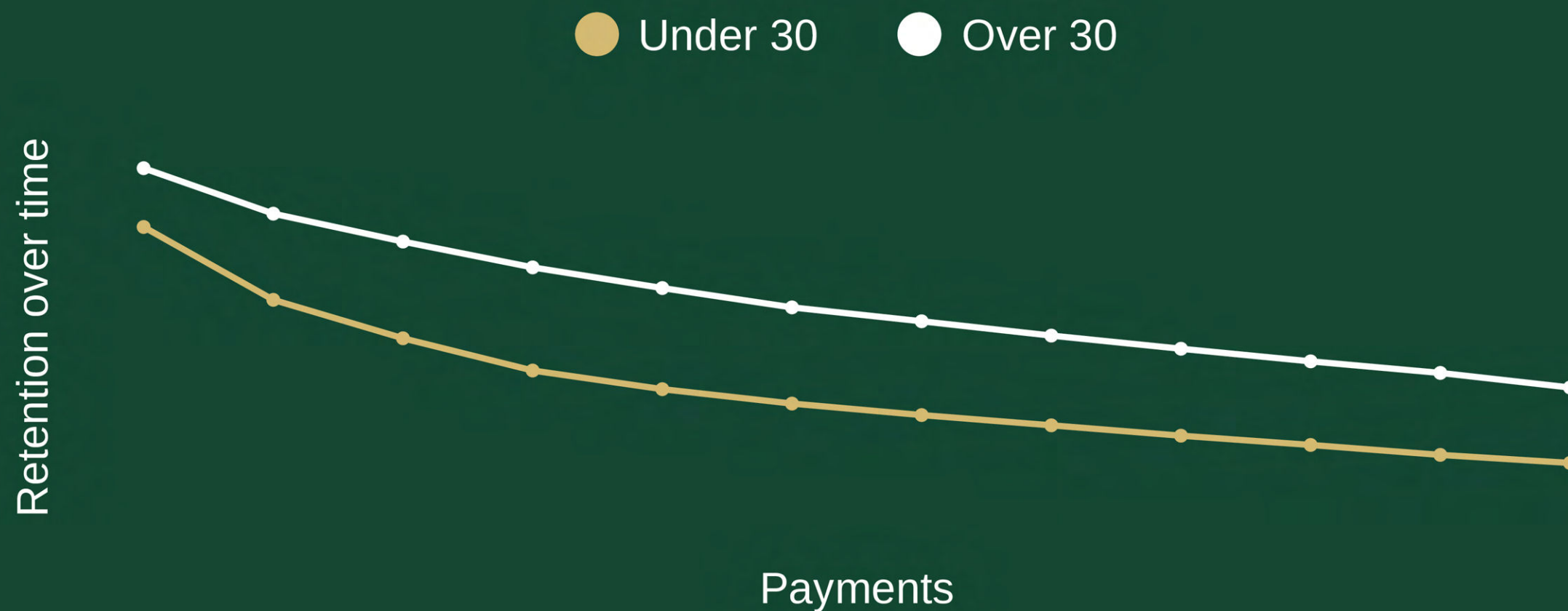




Over 30s

Focussing campaigns on donors over the age of 30 only.

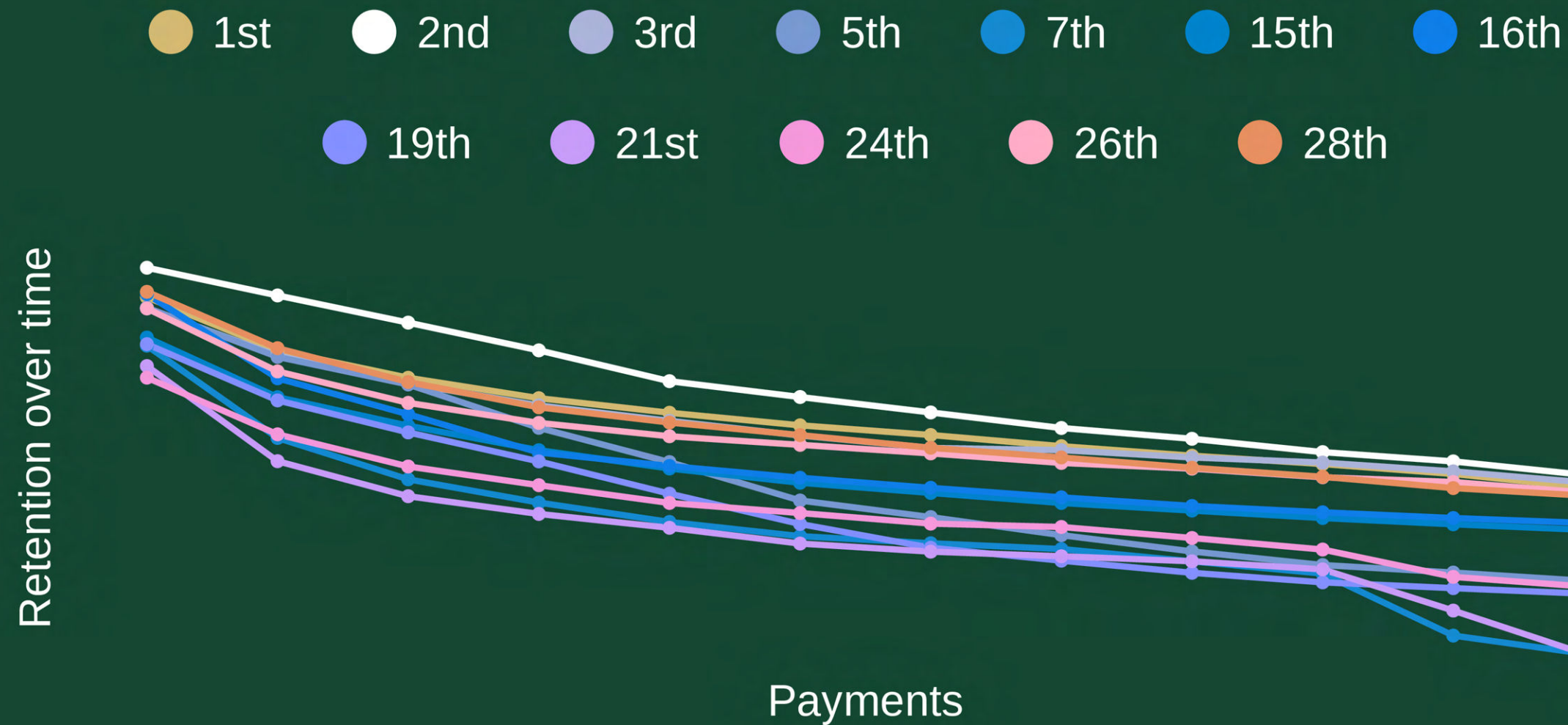
This will improve the 12 mo retention by 18%



Payment Dates Matter



Payment dates ranked in order, 2nd, 3rd, 1st, 28th & 26th are the best days of the month for retention.

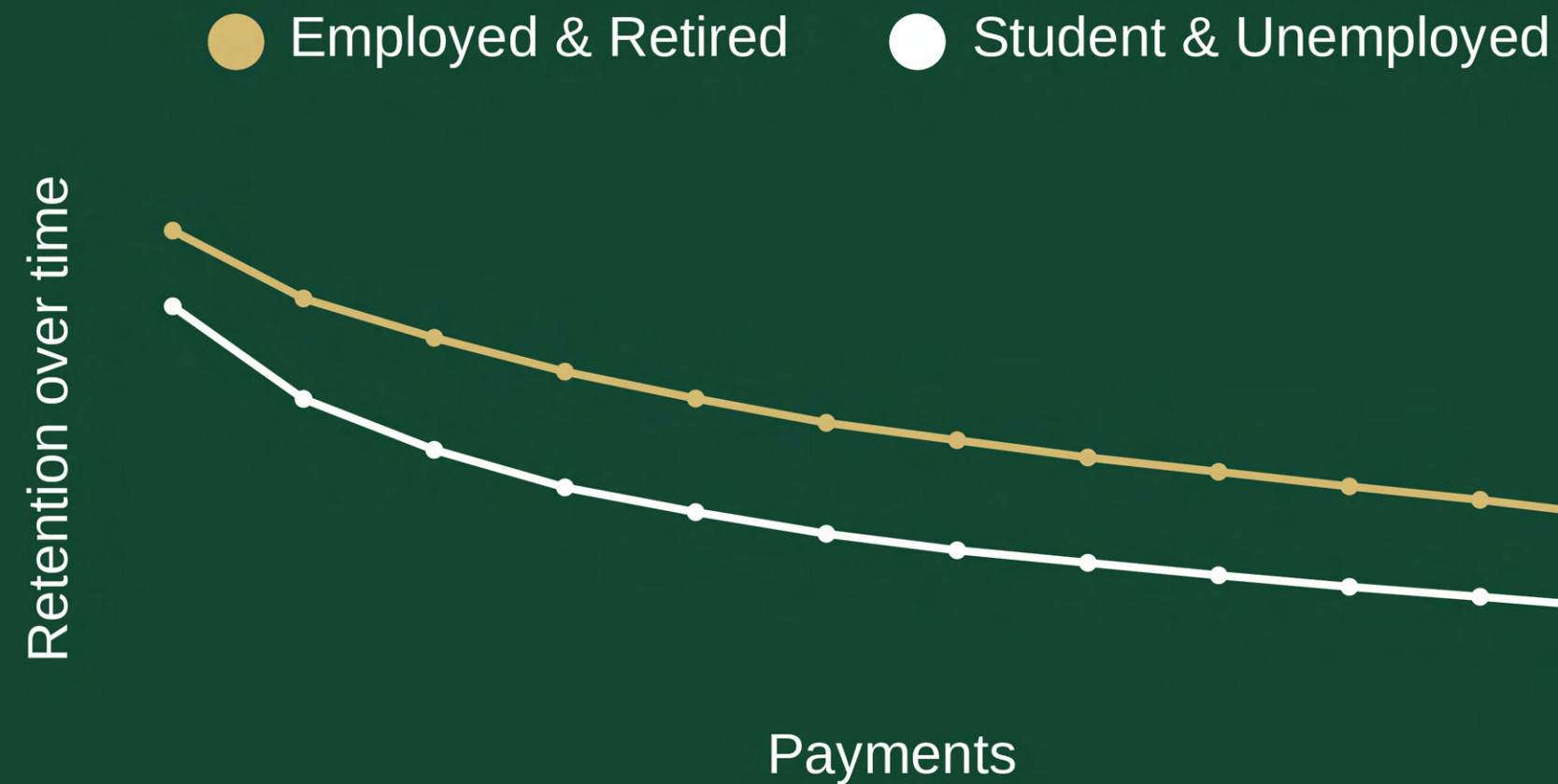


Students & Unemployed donors



Talk your donors language. Engage with them but in an aligned way.

Recruiting 0% of both improves retention by 16.7%



Know your KPI's and what your ideal donor looks like at the front end.



The ultimately retaining donor:-

- Over 60 & retired
- Email capture & consent
- Landline & Mobile
- 1st 2nd , 3rd or 26th , 28th payment date

Then, get the Training, Compliance & Messaging right



What else the data tells us as we look forward.

- The sector is stable. We don't yet know how healthy.
- We need KPI & retention data to truly try to understand this picture.
- We need to know who took part and who didn't.
- A data led approach beats a channel led approach.

READ

So Door or PS where do we go?

- If we look at the headline numbers - CIOF report says the sector is going D2D.
- Should I do the same?
- Step back from the channel and look at where you can best control the following
 - Fundraiser Quality
 - KPI's & Donor Data/Demographic
 - Compliance training & monitoring





Questions we need to ask

- Door is generating 41% of all signups why do we allow poor standards to hide there?
- What KPI's do we measure in a sector wide benchmarking exercise?
- What retention metrics would we like to see benchmarked?
- Is it time to measure retention across Fundraiser payment model? Salaried vs Real Living Wage vs Commission Only?



Thank you



connect with me on LinkedIn



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