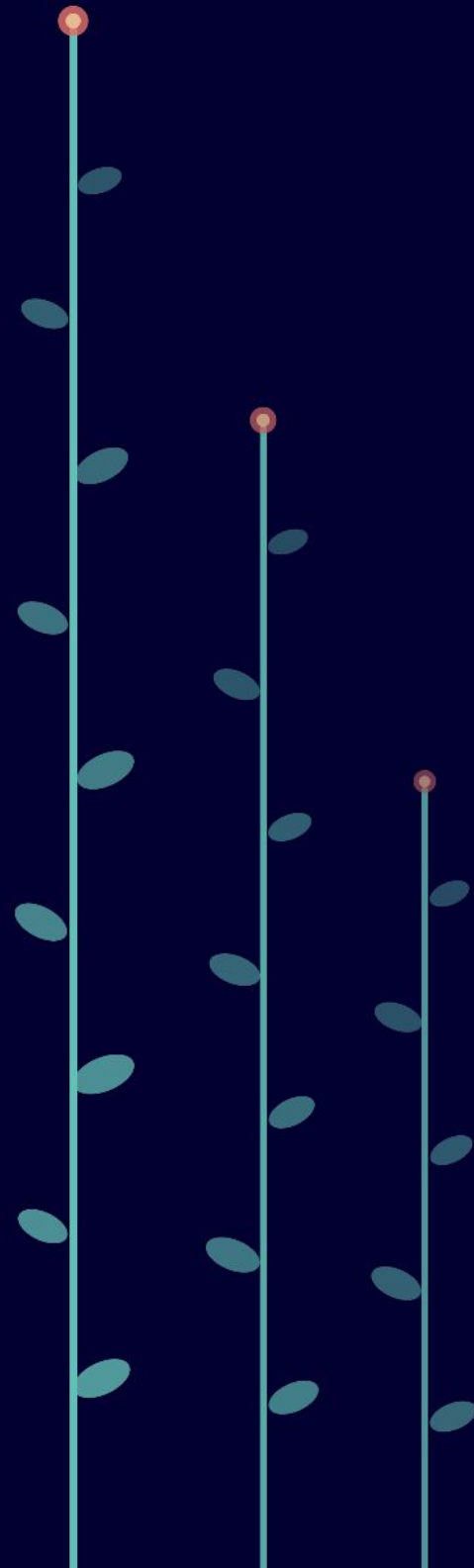




May 2026

Three Strategic Shifts in Fundraising: Unlocking Opportunity Audiences, Mid-Value Donors, and Ethical Giving

BLUE  STATE



Agenda

1. About Blue State
2. Engaging younger and diaspora donors
3. Mid-value donor growth
4. Ethical fundraising
5. Questions

Hi! We're Blue State.

We inspire people to take action and build movements to create real-world change.

We move people to change laws, fall in love with brands, and donate billions to charity and causes.

Meet the speakers













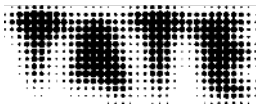





Anjali Bewtra
Senior Director, Global
Strategy & Insights



Nathalie Ormrod,
Senior Director, Global
Paid Media

We're a full-service, purpose-driven agency with cross-sector experience.

 <p>Save the Children.</p>	 <p>COMIC RELIEF</p>	 <p>WaterAid</p>	 <p>CAFOD Catholic Agency for Overseas Development</p>
 <p>unicef</p>	 <p>RESCUE COMMITTEE</p>	 <p>PLAN INTERNATIONAL</p>	 <p>WWF</p>
 <p>AMNESTY INTERNATIONAL</p>	 <p>HATE HOPE HATE</p>	 <p>BATTERSEA HERE FOR EVERY DOG AND CAT</p>	 <p>OXFAM</p>
 <p>WWF</p>	 <p>GREENPEACE</p>	 <p>MEDECINS SANS FRONTIERES</p>	 <p>UNHCR The UN Refugee Agency</p>

Offering all the services to help NGOs grow

Strategy & Growth

- Fundraising strategy
- Digital & channel strategies
- Testing strategies & roadmaps
- Full-funnel media planning & buying
- Skillshares, capacity building & team upskilling
- Business casing, forecasting & operating models
- AI pilots & use-cases

Audience Insights

- Donor research & segmentations
- Message testing & Synthetic Personas
- Co-creation workshops
- Innovation sprints & new product development
- New donor identification
- Donor development audits & mapping
- Influencer and GWA identification

Creative, Design & Video

- Integrated appeals
- Messaging & proposition development
- Video & storytelling
- UX, UI & User centred design
- Case for support development
- Toolkit & template development
- Donor journey design & implementation

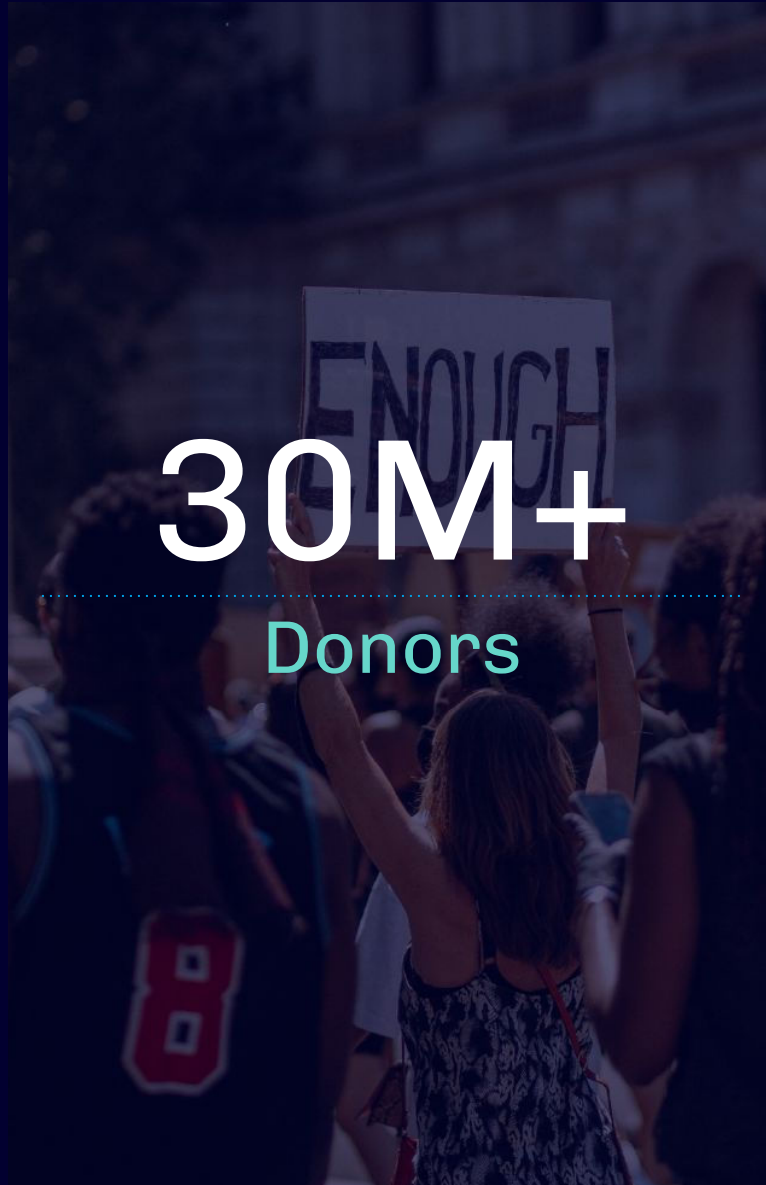
Data & Analytics

- Data, tech and AI strategies
- Dashboard design & development
- Predictive modeling (e.g. LTV, MMMs)
- Advanced analytics & automations
- Conversion Rate Optimisation (CRO)
- SEO, GEO and CDPs
- Tech stack & tracking audits



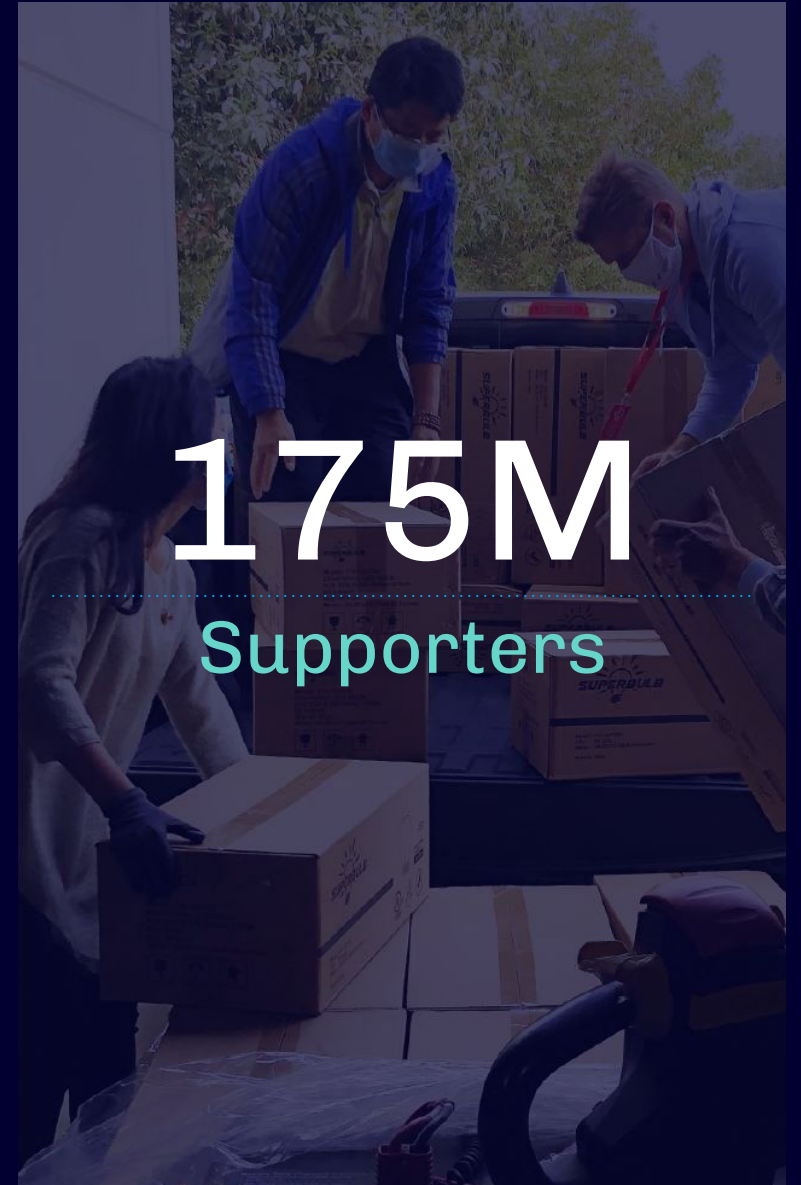
£3B+

Raised



30M+

Donors



175M

Supporters

Why we're here today

Today is about you leaving with something real.



Sector opportunities: engaging younger and diaspora donors

Deeper insight into diaspora and younger supporters — their lived experiences, values, and what drives them to give.



Mid-value growth: practical strategies that work

Tested approaches for growing mid-value giving, backed by real client data and demonstrated results.



Ethical fundraising: storytelling that connects

An early look at our Ethical Giving Report and how organisations are evolving their approach to grow income inclusively.

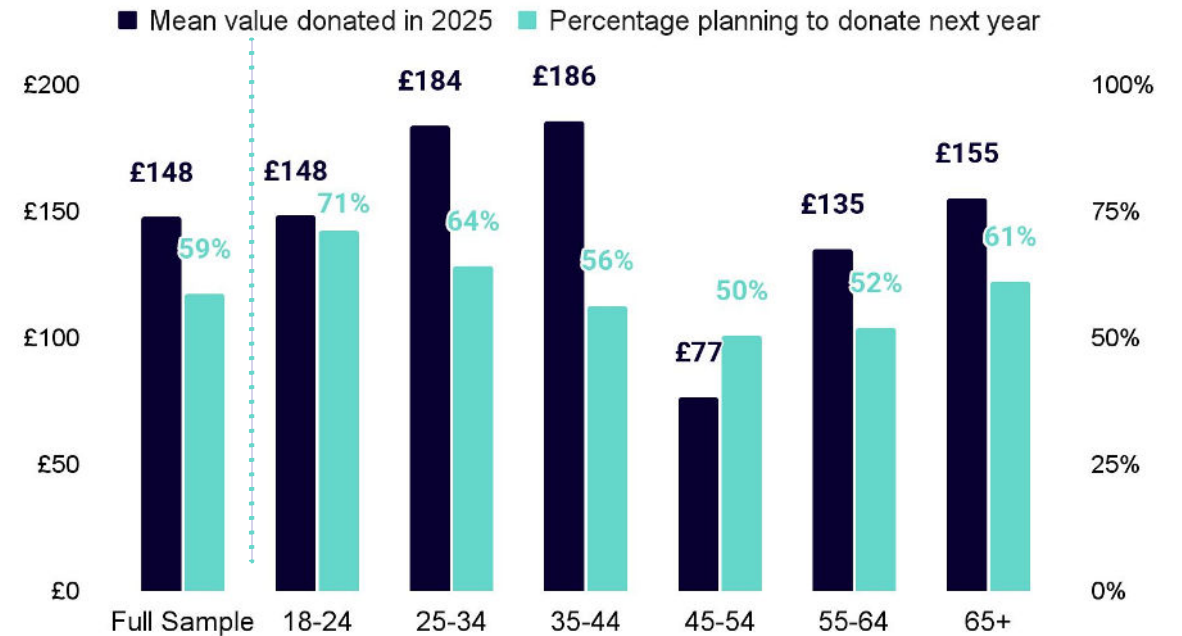


1 Sector opportunities: Engaging younger and diaspora donors

Younger donors

Our giving tracker found donors aged 25-44 had the highest average gift in 2025, and say they intend to give in 2026

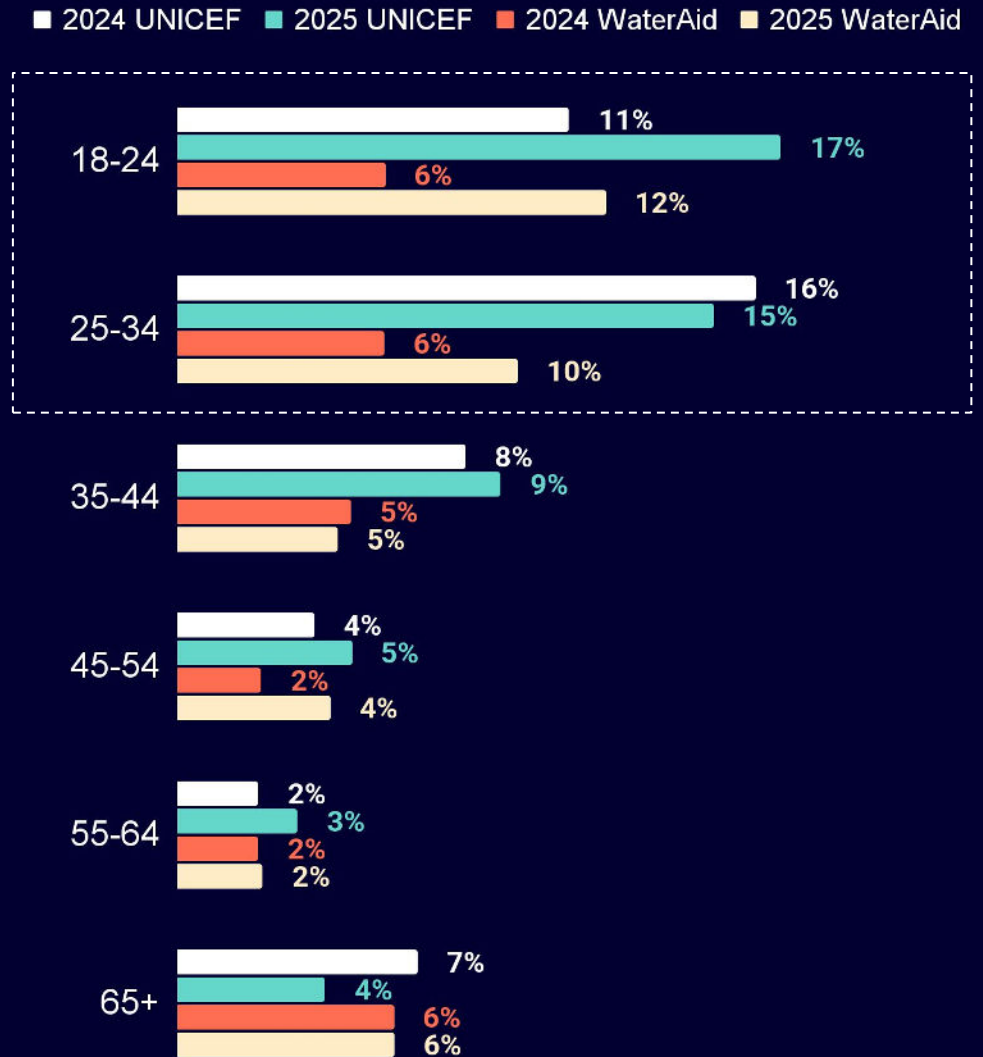
Mean donation values in 2025 by age vs. intention to give in the next 12 months



UK Nat Rep: Jan 2026, N: 2136

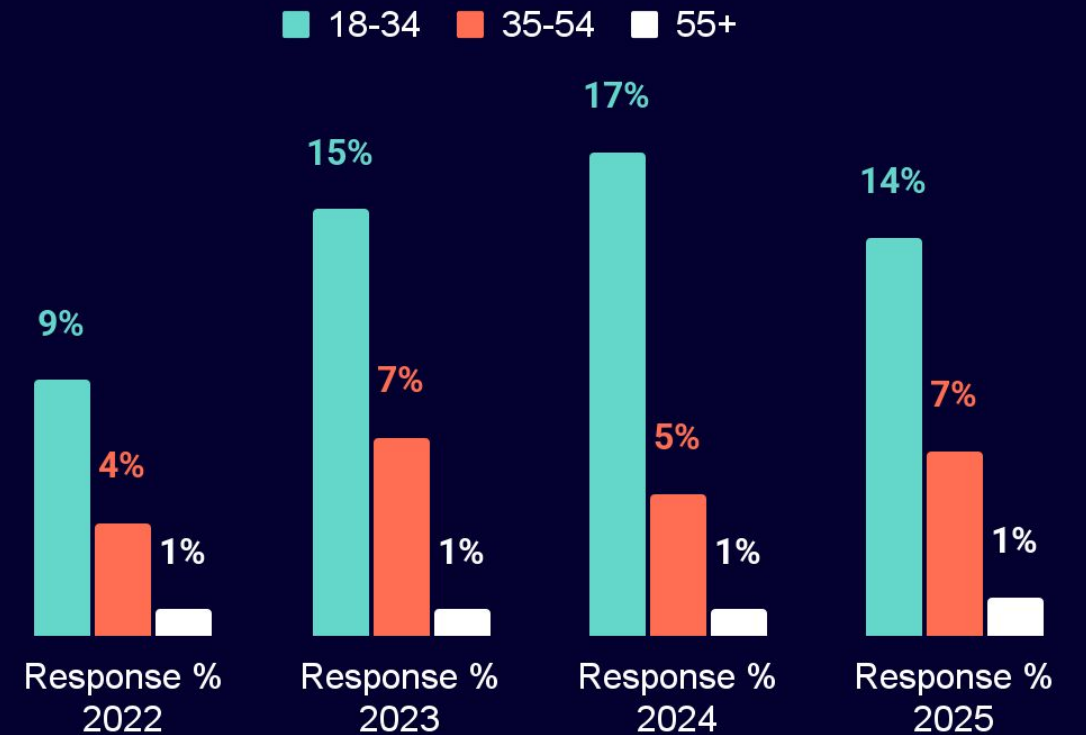
Amongst younger donors, support grows for global charities UNICEF and WaterAid

Percentage of UK adults who have donated to UNICEF and WaterAid in the past 12 months by age



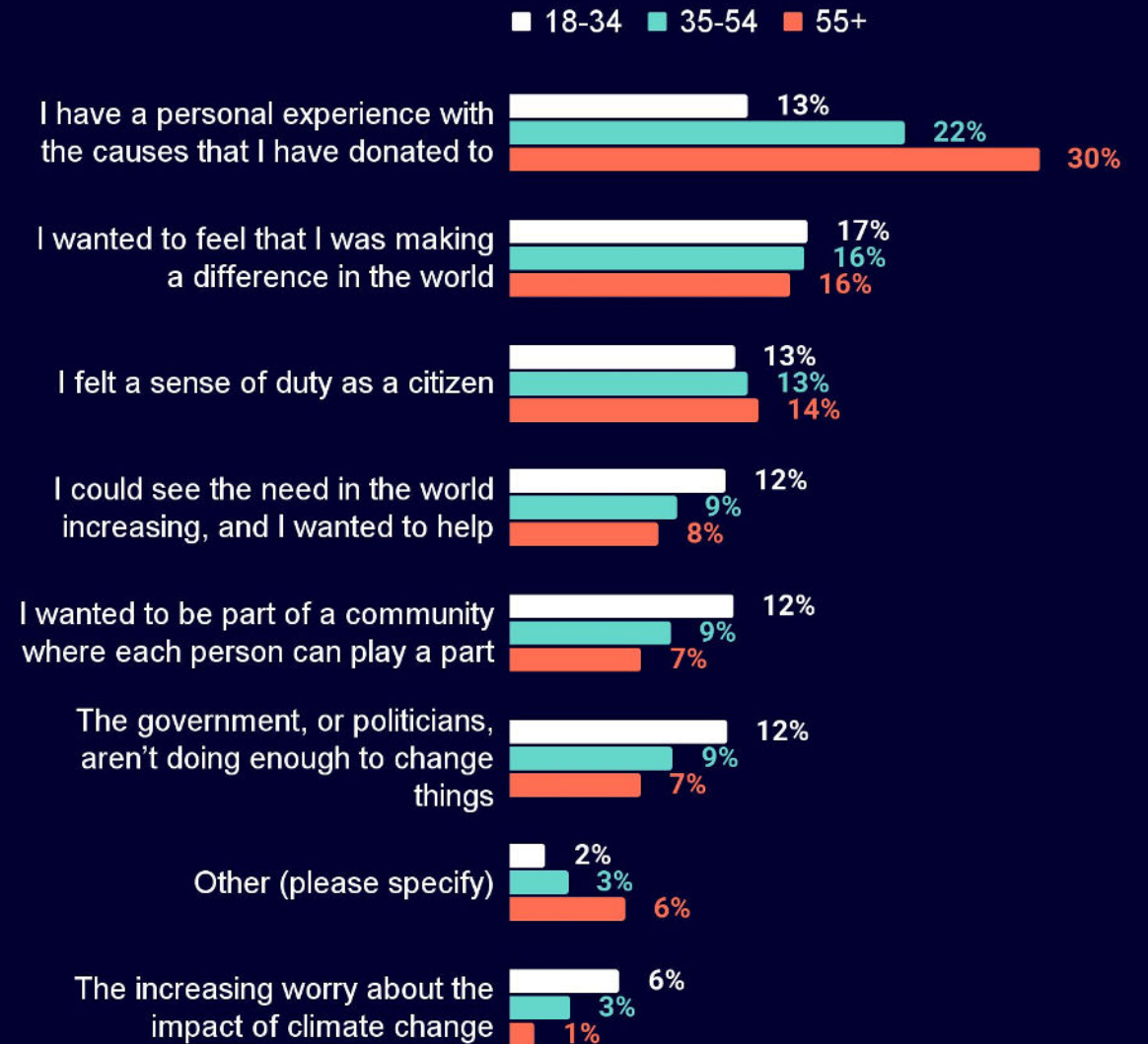
For this cohort, fundraising through gaming and live streaming is here to stay

Percentage of UK adults who gave money to charity through computer games or live streams in the past 12 months



Younger donors are motivated by impact and community, while older donors by experience

What was your main motivation for donating money to a charity or cause in the previous 12 months?



Donors aged 18-34: They feel compassion and believe institutions are falling short, so they want to step up and help however they can.

“ I think donating anything contributes to the bigger cause. There is so much pain and darkness happening today and I think there is a lot of people that need help.

18-24, Female, HHI £50k - £75k

Could you please tell us the main reasons why you are planning to donate to charities in the next 12 months?

“ I don't think our government is doing a lot to help charities and people in need. Any small action helps.

25-34, Female, HHI £50k - £75k

“ I don't like seeing other people suffer. I want to help as many people as possible. Everyone deserves a chance in life.

18-24, Male, HHI < £15k

In practice, during a Winter campaign...

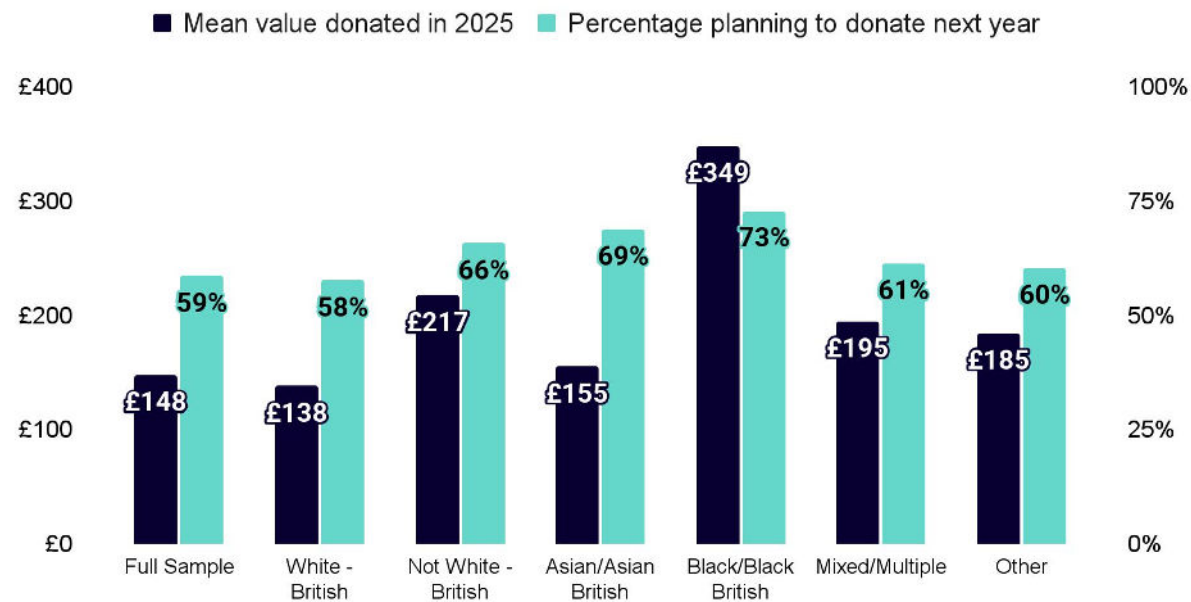
Reaching younger donors where they're ready to engage

This doesn't require a whole new strategy, just a considered media plan and user journey.



Diaspora donors

Mean donation values in 2025 by ethnicity vs. intention to give in the next 12 months



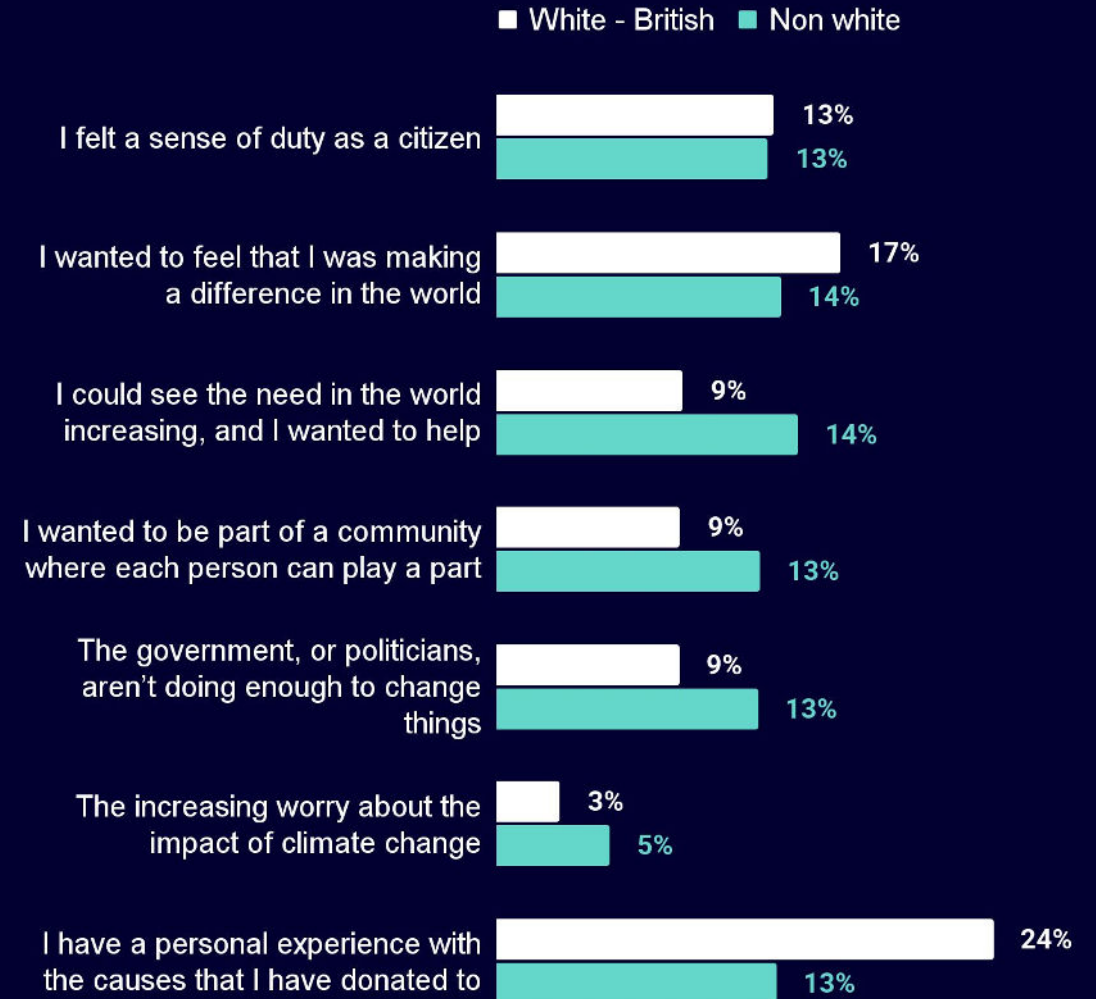
Ethnic minorities continue to be among the most generous - with a 46% higher average gift than the UK average (£217 vs £148)

UK Nat Rep: Jan 2026, N: 2136

*[1] Based on figures from the 2021 census

Ethnic minority audiences are more likely to be motivated to donate by seeing a global need and supporting the community

What was your main motivation for donating money to a charity or cause in the previous 12 months?



Ethnic minority audiences:
They give what they can out of duty and compassion, aiming to help those in need and support urgent relief efforts.

“ If you are in a position to help, then you should. That does not mean you have to be wealthy to be able to help. Even if you only got £1, it is better than not giving anything.

45-54, Female, Asian, HHI £50k - £75k

Could you please tell us the main reasons why you are planning to donate to charities in the next 12 months?

“ I love helping the needy in my society. And the more I give out, the more blessings come into my life.

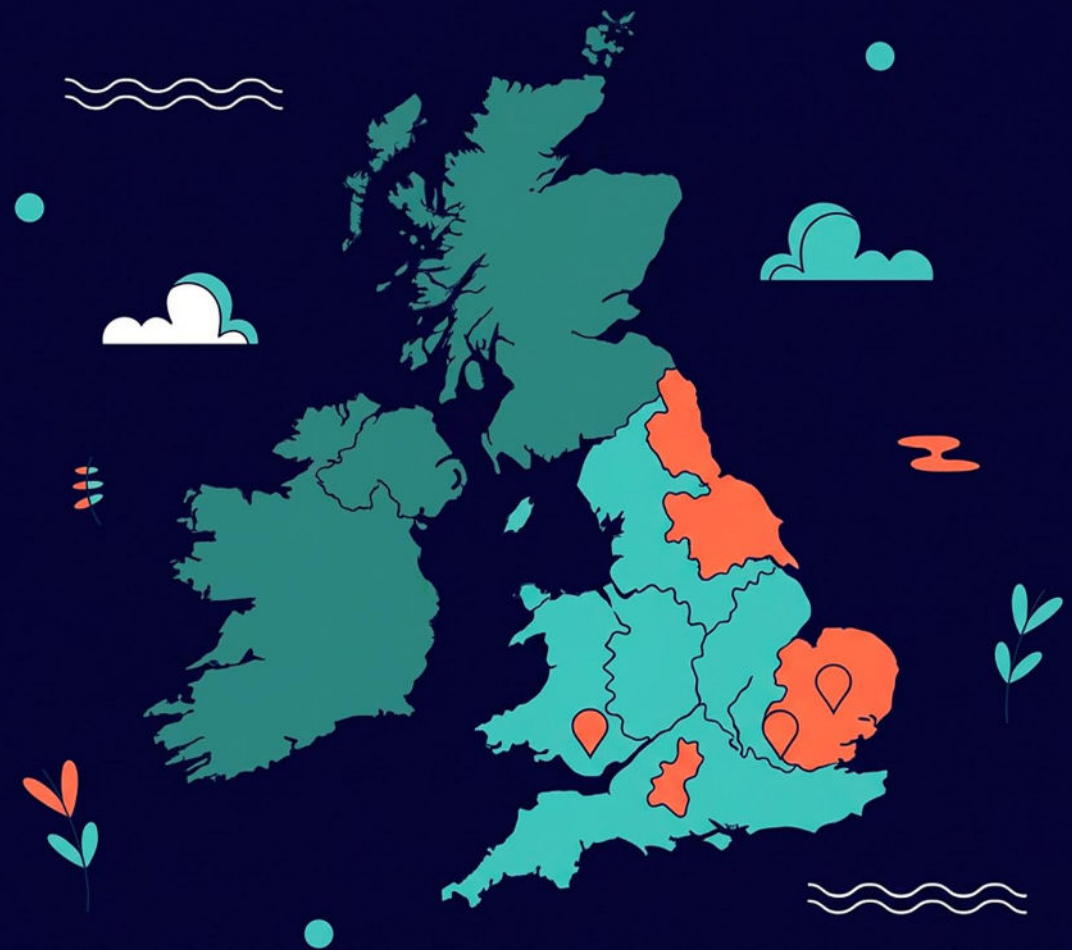
25-34, Female, Black, HHI £150k+

“ The need to support humanitarian aid for emergency relief and crisis has become more crucial than ever.

25-34, Male, Asian, HHI £30k - £50k

Finding new donors is hard. Our new data model helps fundraisers find where potential donors live, honing in on the highest value areas - and those which most align with your campaign theme and global affinities.

Introducing **Blue State's** new mid-value and diaspora community engagement model*



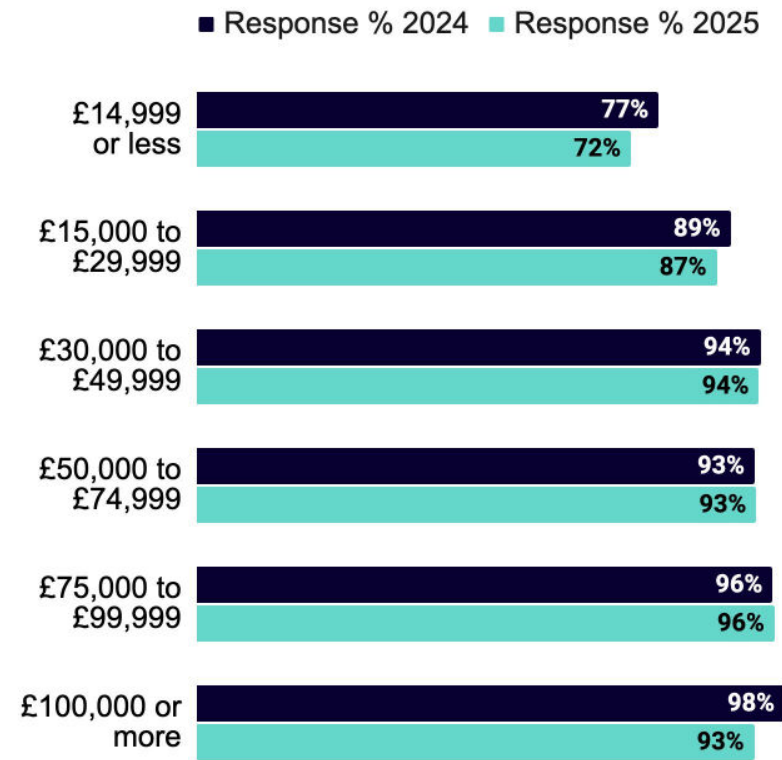
*Currently available in England and Wales.



2 Mid-value donor growth

Mid-value donors are growing in importance, with value holding for £50k–£100k households, while £100k+ donors remain the most generous.

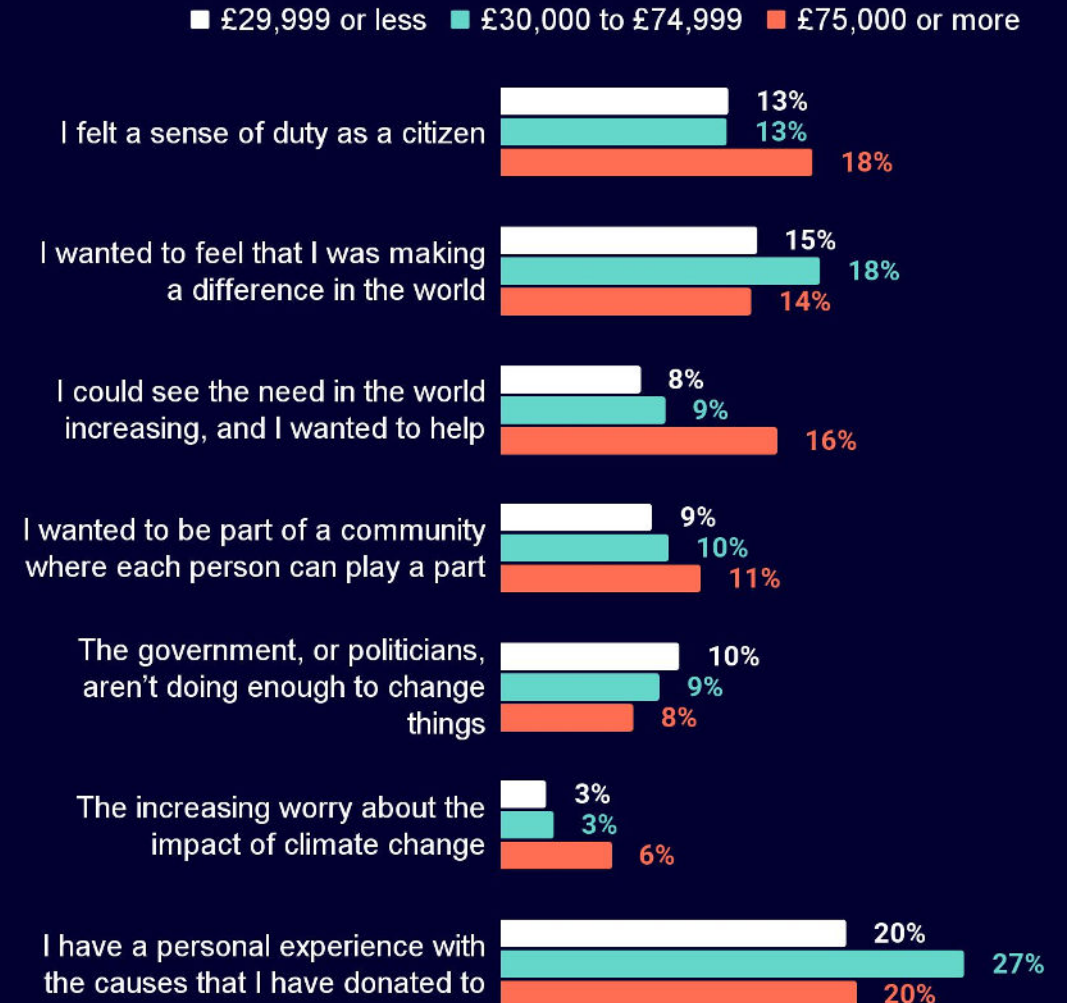
Percentage who donated in the last 12 months by household income



Mean donation value 2024	Mean donation value 2025	YoY % value change*
£55	£46	-16%
£125	£107	-14%
£172	£124	-28%
£170	£179	+5%
£252	£256	+2%
£750	£545	-27%

Mid and high value audiences are motivated by feeling a sense of obligation and seeing the need increasing.

What was your main motivation for donating money to a charity or cause in the previous 12 months?



Mid-value donors:
They give because they see increasing need and not enough support, feeling a personal responsibility to help.

Could you please tell us the main reasons why you are planning to donate to charities in the next 12 months?

“ I feel the people are in increasing need for help but the government is not doing enough to help them. I know the little I can offer will go a long way.

35-44, Male, White, HHI £100k - £150k

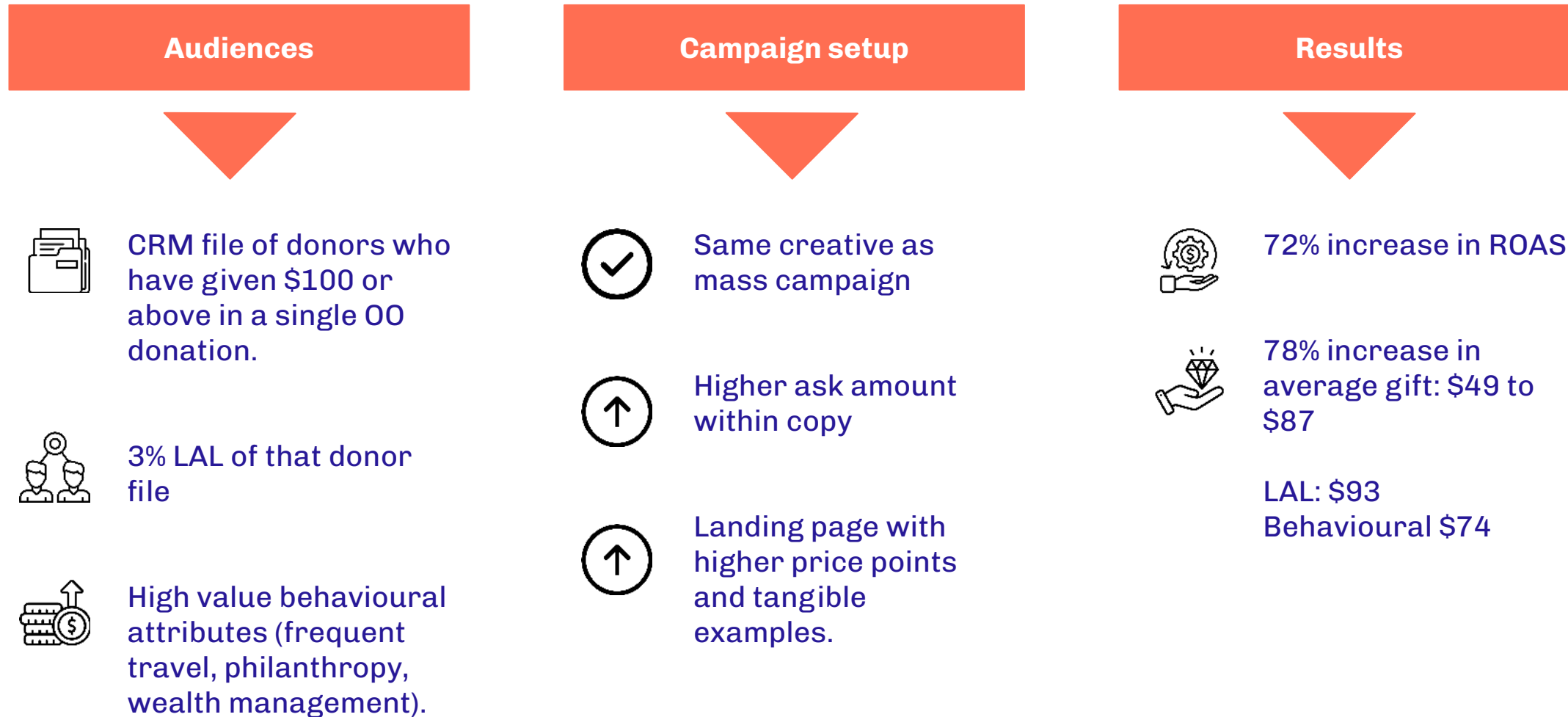
“ The rate at which the less privileged and the aged are affected negatively is alarming and I will love to drop my donation to make life more bearable for them.

25-34, Male, Black, HHI £100k - £150k

“ I feel a responsibility to donate to causes I feel strongly about.

45-54, Female, White, HHI £100k - £150k

In practice, with one International Development client...





3 Ethical fundraising

We've tested ethical creative with UK audiences since 2022

Stereotypical portrayal:



White saviour:



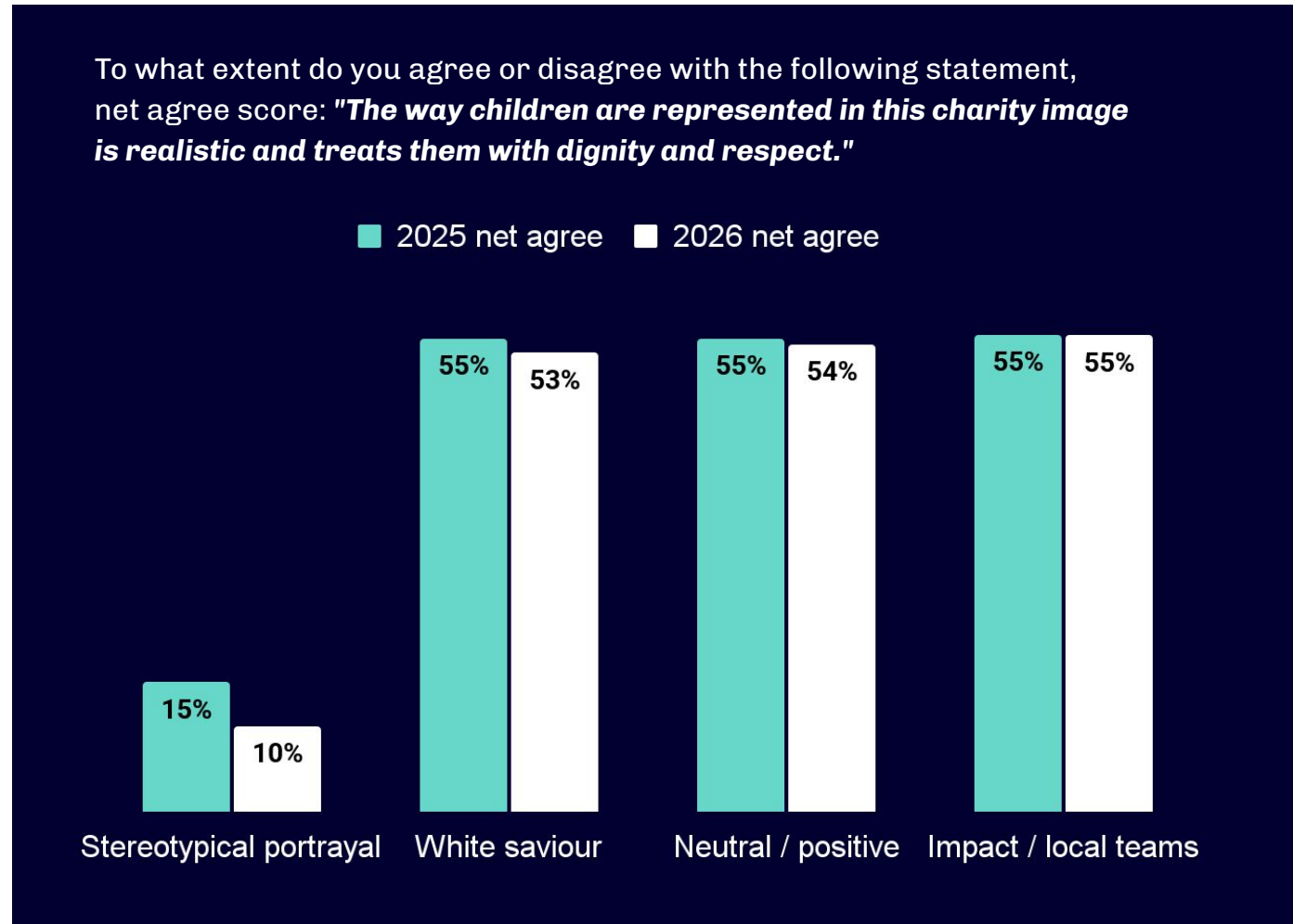
Local teams:



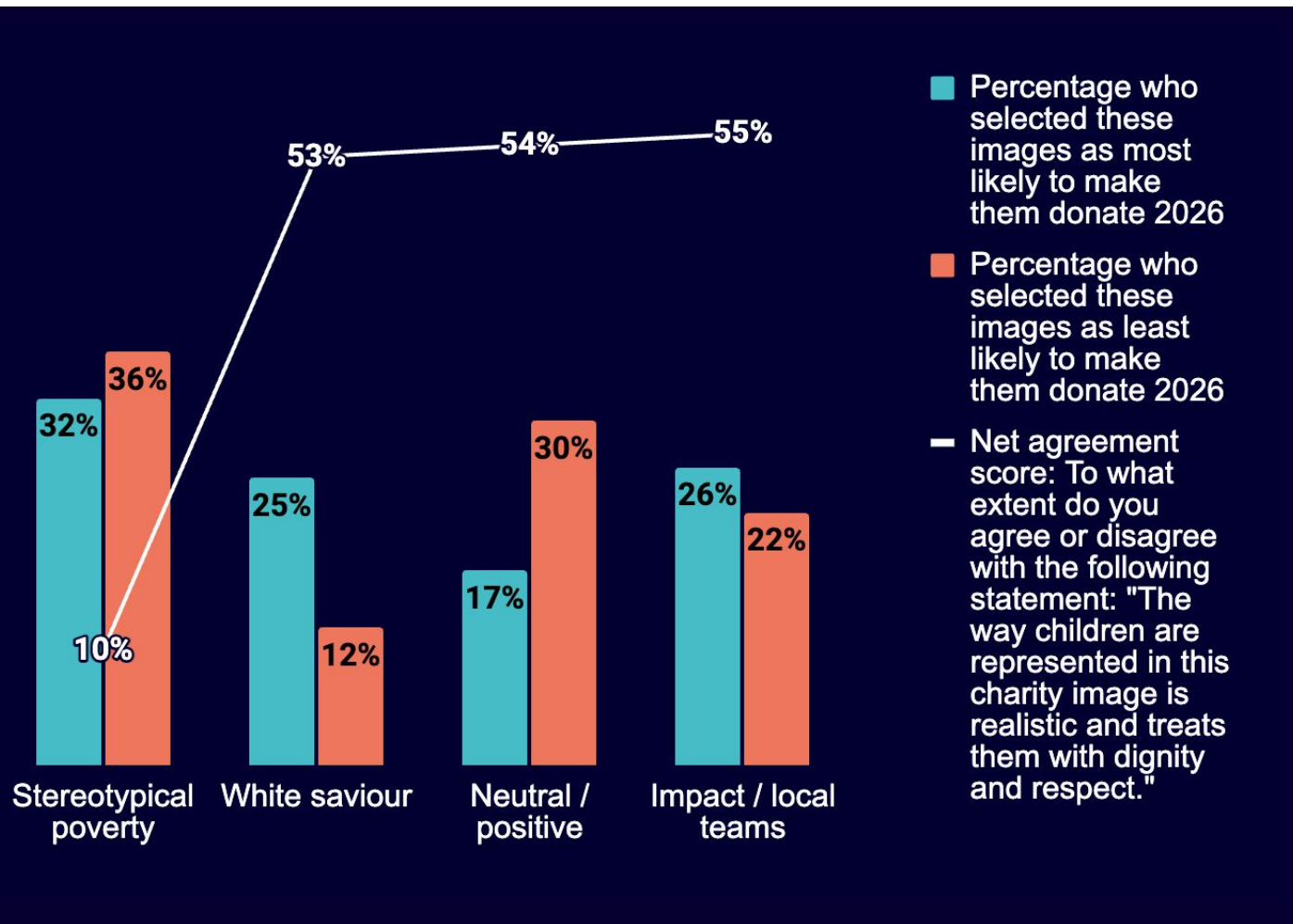
Neutral/positive:



Our ethical giving report found audiences know that stereotypical portrayals don't treat children with dignity and respect



UK Nat Rep: Jan 2025, N: 2010 | Jan 2026, N: 2138



UK Nat Rep: Jan 2025, N: 2010 | Jan 2026, N: 2138

Stereotypical imagery is the most polarising — whereas impact & local teams performs strongly offering a credible way through

We also analysed qualitative responses to understand what was driving these trends

Often the reasons that draw audiences to stereotypical portrayals are the same reasons that turn others away

Why people said they were **most** likely to donate to stereotypical portrayal

Emotional activation:

Images showing visible distress (sadness, hunger, crying, desperation) trigger empathy, heartbreak, and guilt that motivate action.

Sense of urgent need:

Visible suffering signals children are in immediate danger or hardship, making action feel urgent.

Perceived authenticity of suffering: Some felt these images appeared more “real” rather than staged, increasing their trust and willingness to donate.

Why people said they were **least** likely to donate to stereotypical portrayal

Emotional manipulation & guilt framing:

Images perceived as deliberately trying to provoke guilt or pressure donations feel manipulative and reduce willingness to act.

Lack of dignity and exploitation:

Emphasising desperate need can make images feel exploitative, undermining trust and compassion.

Discomfort with negative stereotypes:

Images portraying children as helpless and defined by poverty feel stereotypical, reductive, and off-putting.

Positive images appeal to optimistic and hopeful audiences, yet lack of visible need and overall clarity limits broader appeal

*Why people said they were **most** likely to donate to neutral / positive images*

Hope and positivity as a motivator:

Rather than sadness or guilt, these images evoke warmth, happiness, and optimism. This creates a feel-good response that encourages some people to give.

Aspirational future:

These images represent the future some donors want to help create. They show possibility, progress, and empowerment rather than crisis.

Visible impact of donations:

People are motivated when they can see the outcomes of support. The imagery signals that donations make a tangible difference and that the organisation is effective.

*Why people said they were **least** likely to donate to neutral / positive images*

Perceived lack of need:

When children appear happy or healthy, some audiences assume support is no longer necessary, reducing urgency to give.

Motivation driven by suffering:

Some donors explicitly say they are more compelled to give when hardship and struggle are visible.

Lack of emotional clarity or context:

Without clear signals of need or impact, positive images can feel vague and fail to create a strong emotional response.

Impact and local team images balance dignity, realism, and effectiveness, motivating donors while minimising deterrence

*Why people said they were **most** likely to donate to impact / local teams images*

Tangible results and effectiveness: Images showing practical outcomes (e.g., medical care, education, health initiatives) make donations feel meaningful and demonstrate the organisation's impact.

Realism and trustworthiness: Audiences respond positively to imagery that feels unstaged and authentic, building confidence that donations reach those in need.

Dignity and empowerment: Portraying children and communities with respect, highlighting local agency, and avoiding saviour narratives strengthens motivations to act.

*Why people said they were **least** likely to donate to impact / local teams images*

Perceived lack of need / low urgency: Children appearing well cared for can signal that support is already sufficient, reducing the sense of urgency to give.

Low emotional impact: Images of stability, happiness, or adequate care often fail to generate strong empathy or concern.

White saviour imagery shows impact and builds connection for some, but reinforces unequal power dynamics for others

Why people said they were **most** likely to donate to white saviour images

Tangible results and effectiveness:

Much like Impact / Local teams images, showing aid in action makes the impact of donations visible, helping people feel their contribution will make a real difference.

Connection and relatability:

Seeing charity workers directly engaging with children helps some audiences imagine themselves in their place, creating a personal connection to the cause.

Why people said they were **least** likely to donate to white saviour images

Perceived lack of need / low urgency:

As with Impact / Local teams images, seeing visible support can signal that needs are already being met, reducing urgency to give.

Awareness of negative stereotypes

and power imbalances: Discomfort with imagery that reinforces 'white saviour' narratives, viewing it as outdated, condescending and rooted in unequal power dynamics.

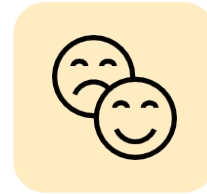
So what does all this mean
for ethical fundraising?



Centre local teams and impact to drive meaningful engagement and action



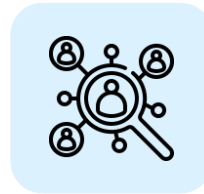
Treat ethical storytelling as a practice, not a formula: test, test, test



Ethical creative isn't about removing emotion, it's about reshaping it



Think about where in the audience journey you use different types of imagery



Accept that no single creative approach works for everyone — and plan for it

Our five top tips

These are not a checklist. They are a starting point for more intentional, more honest, and ultimately more effective creative.

If you'd like support in navigating this work, we're here to help



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For the full reports

April 2026

UK Giving Behaviours Tracker 2026

Key trends to consider in an evolving landscape

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May 2026

Dignity without dilution: rethinking ethical creative

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Coming soon...



Thank you.