

Churchill Foundation Impact Report 2025

Giving back to the communities where we operate



Introduction

The Churchill Foundation is a registered charity as well as a funder for other charities within the UK. The Foundation sits in the Churchill Living Group, and works to give back to communities where Churchill operates as well as providing opportunity for all and help to those who need it most.

It seeks to achieve progress by investing in three broad areas:

- The relief of sickness, disease and suffering
- Promotion of health amongst the elderly
- Support and wellbeing of the young

Funding may be given in support of immediate relief but is also often targeted on strategic work that enables longer-term solutions.



Chairman's Statement



2025 has been a year of real momentum and meaningful impact for the Churchill Foundation.

Thanks to the generosity of our Colleagues, Business Partners, and wider communities, we have continued to support causes that matter most to our Owners and developments across the country. This year also marks an important milestone, as we have now surpassed £3.5 million in total funds raised and celebrate 10 years of the Foundation - a decade of collective effort and commitment to giving back.

I would also like to recognise the continued support of our subcontractors and suppliers, many of whom have supported the Foundation over a number of years. Their contribution, often given quietly, has been significant and we are sincerely grateful for their ongoing backing.

Our funding supports a wide range of charities and initiatives, from local grassroots organisations to national partners, all working to improve well-being, reduce isolation and provide vital support to those who need it most.

Over the past year, we have seen strong engagement across our developments, with Colleagues and Owners coming together to fund-raise, volunteer and support causes close to their hearts.

A continued focus for the Foundation has been supporting the elderly and ensuring our giving remains relevant and responsive to the needs of our communities.

Alongside this, we have strengthened partnerships that allow us to extend our reach and deepen our impact. Through match funding and collaborative initiatives, we aim not only to provide financial support, but to reinforce the role our developments play within their local communities.

Looking ahead to 2026, there is a clear opportunity to build on this momentum. With an expanded programme of activity and more ways for people to get involved, we expect to grow both the breadth and depth of our support.

Ultimately, the impact of the Churchill Foundation is defined not just by the funds we raise, but by the connections we create and the communities we strengthen. We remain grateful to everyone who has supported us and look forward to continuing this work in the years ahead.

Spencer J McCarthy
Chairman and Chief Executive Officer

2025 At a Glance

£364,315
Total donated

£86,427
Raised for Macmillan



74
Different charities supported across the UK, 92 total donations

39
Small Grants awarded
£35,635 supporting grassroots and community-led projects

48
Match Funding awards
£27,933 contributed to double community fundraising

£200,000
Donated to Hourglass
Plus a further £200,000 committed



All time stats

812
Donations made

£3.5 million
Raised

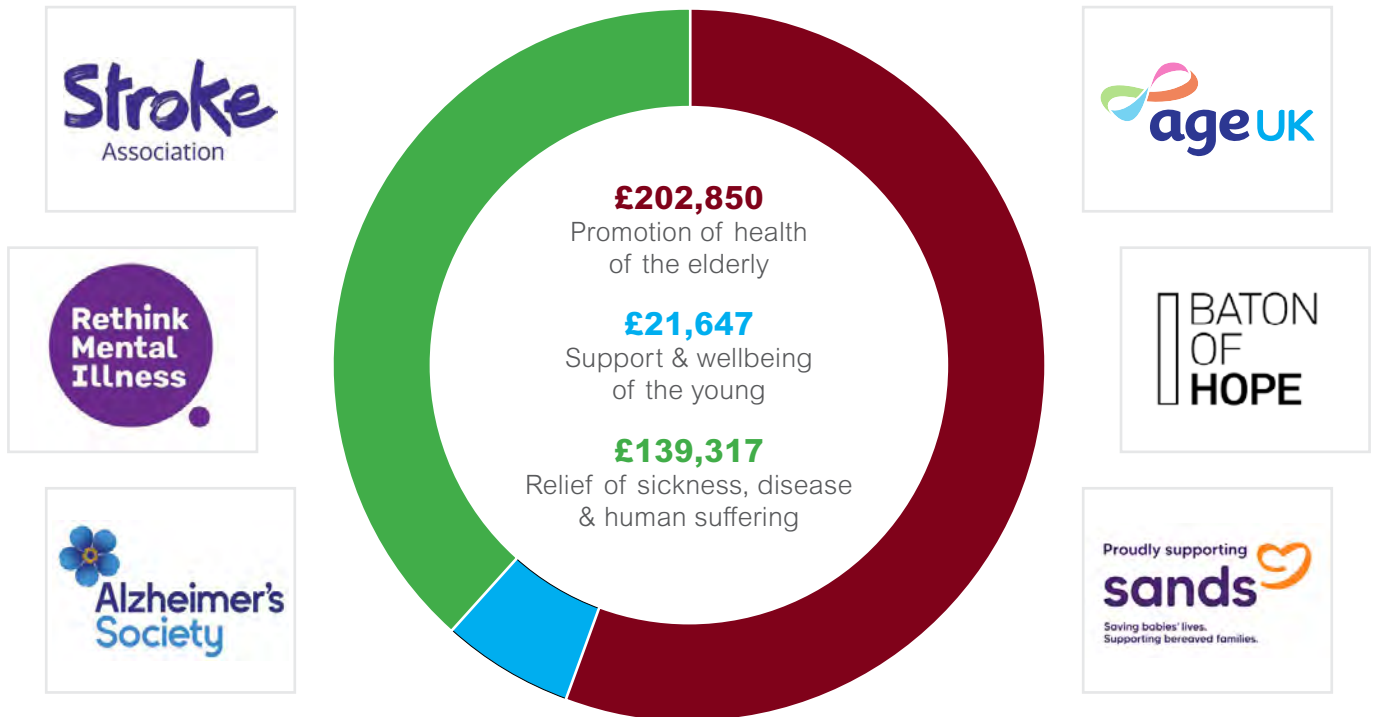
198
Small grants awarded totalling **£255,313**

190
Match funding awards totalling **£135,872**



Our Core Aims

2025 stats:



The Churchill Foundation delivers impact through a layered funding model, ensuring support reaches both local communities and national charities.

Our approach combines:

- **Small Grants Programme** - Supporting individuals and grassroots organisations making a direct difference in local communities
- **Match Funding** - Doubling the impact of fundraising led by our colleagues, owners and business partners
- **Strategic Partnerships** - Working with charities to create sustained, long-term impact

This model allows us to remain both locally relevant and nationally impactful.



Small Grants Programme

Case Studies

Churchill Foundation supports **Youth and Families Matter** charity with a £2,000 donation.

YFM Project Leader Kelly Price said:

"We're extremely grateful to the Churchill Foundation for this generous donation, which makes a big difference to a grass roots charity of our size. It will help us to keep funding the unique one-to-one support we provide to children who really need it, and where our ability to work together with local schools and provide help at an early stage is such an essential lifeline."



Churchill Foundation supports **Scarf New Forest** charity with £2,000 donation.

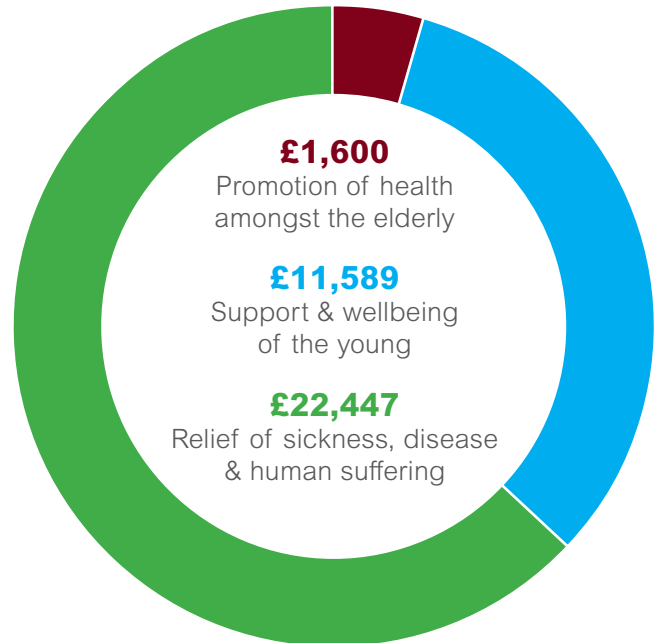
Paula Williams, trustee at **SCARF**: *"We are delighted to have received this donation which will help ensure that we can continue offering vital support to those who need it. The money will pay for new equipment and venue hire to facilitate our busy programme of weekly activities, including our youth club, multi-sports club and drama club. It will also help us to keep providing the range of outdoor holiday activities which are so beneficial for the young people and families we work with."*



2025

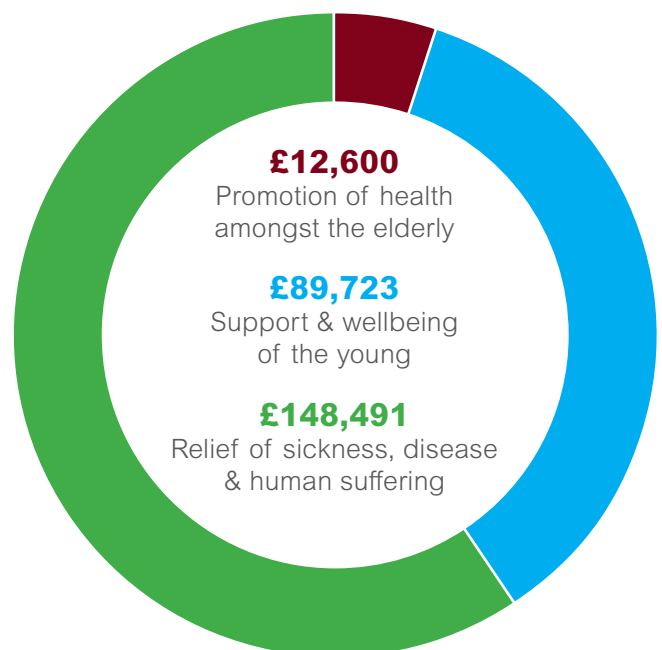
39 small grants were awarded totalling **£35,635**, supporting grassroots organisations delivering vital work within their communities.

2025 split of small grants in our core aims was:



These grants enable local charities to continue delivering essential services, often where funding is hardest to access.

All time



Match Funding

Our Match Funding programme continues to empower our communities to fundraise for causes close to their hearts.

In 2025 overall:

48 fundraising initiatives supported, £27,933 contributed in match funding.

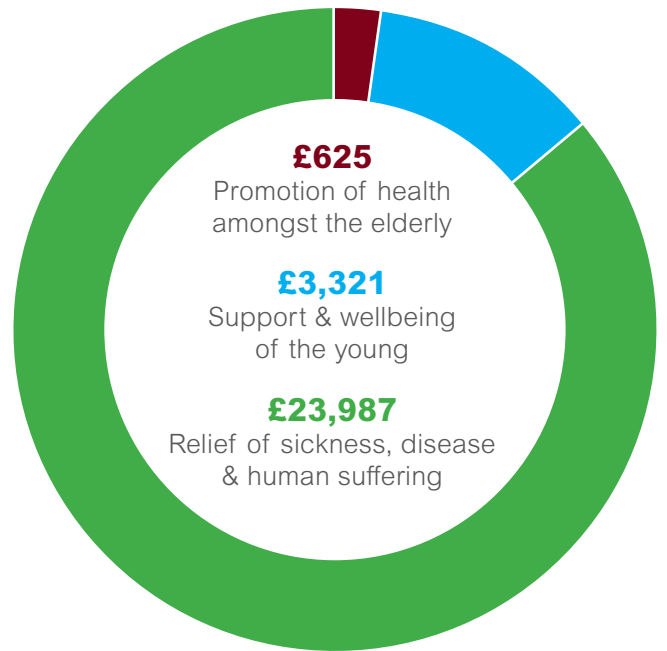
At our developments...

Over the past 12 months, 33 lodges have actively fundraised beyond participation in the Macmillan Biggest Coffee Morning campaign. Through these independent efforts, our core aim of relieving sickness, disease and human suffering emerged as the most widely supported cause.

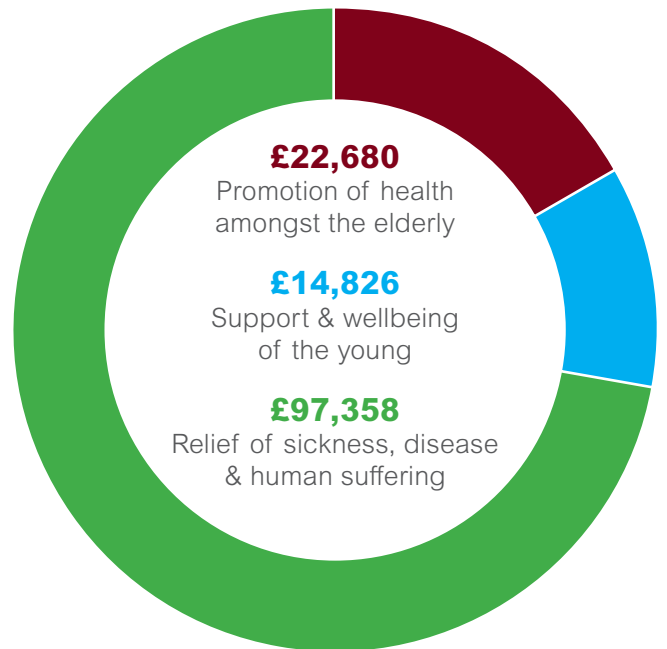
There is a good opportunity to ensure all developments are aware of the Churchill Foundation, as there is most probably charitable activity occurring.



2025



All time



Partners

Business Partners -

Our model combines community-led fundraising with structured funding programmes, enabling scalable and sustainable impact. One scheme we have launched is the business partner scheme to encourage others to join us in giving something back by contributing to the Foundation. The level of support we have received for this initiative was phenomenal. This year we have welcomed many more of our Business Partners into the scheme by contributing 0.75% of their invoices to Churchill going to the Foundation. We hope that by the end of 2026 all our Business Partners will be on board. In addition to financial contributions, partners also provide valuable support in kind, including event attendance, sponsorship and auction prizes.



Charity Partners - Hourglass

We launched a major new long-term partnership with Hourglass (Safer Ageing), the only UK-wide charity dedicated to calling time on the harm, abuse and exploitation of older people. Older people are often the most vulnerable to harm and isolation.



We donated £200,000 to Hourglass in 2025, along with a commitment to donate a further £200,000 over the next two years. This significant new funding will help strengthen Hourglass' essential services – including its 24/7 helpline and network of frontline teams, enabling the charity to deliver life changing support for older victim-survivors, as well as their families, care professionals and wider communities. It isn't just a donation; it's a commitment to changing the culture of ageing in the UK.

From the first year of the partnership, five new specialist roles have been created (see graphic), strengthening the charity's capacity to deliver targeted support. This investment is already translating into meaningful, measurable impact.



New roles funded

5 New specialist roles created

- ✓ High Risk Independent Domestic Violence Adviser Lead
- ✓ Safeguarding and Training Lead
- ✓ Volunteer Co-ordinator
- ✓ Expanded South of England team
- ✓ North West frontline team, 2 posts

Measurable impact

-  **+412** Additional helpline calls answered
-  **+194** increase in IDVA case work
-  **+3055** Individuals reached through community & professional engagement

“The partnership between Hourglass and the Churchill Foundation is grounded in shared values around care, dignity and independence in later life. Beyond the significant financial support it provides, the relationship is also creating opportunities for collaboration, learning and sustainability, as well as building greater awareness of the work we do. It's one of the most impactful and genuinely aligned corporate partnerships I've experienced, and has directly helped to save and change lives.”

Richard Robinson, Hourglass CEO

THANK YOU

Your generosity is making a real difference to the lives of people in our communities.

People are finding the support they need to live well, with purpose, dignity and connection. Your support is helping people feel less alone, and more at home in the world around them. It's helping people facing the hardest of times find somewhere safe, something to look forward to, and someone who cares.

It's helping people feel part of a community again. It's helping people rediscover confidence, in themselves, in others, and in what tomorrow might hold.

It's helping small charities and dedicated people do extraordinary things with limited means.

And it's helping us go further than we ever could alone.

Every pound raised, every event attended, every act of generosity, it all goes a long way.

Churchill Foundation

Building a difference 

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