



Reach  
Volunteering

# The power of volunteering

Impact report  
2025



## Breadwinners

“Many volunteers stay involved beyond their initial role – becoming ‘super mentors’ or helping shape our programmes. They connect with each other too, sharing ideas, and building a wider community around Breadwinners. At a time when community can feel hard to find, that’s incredibly powerful.”



**Emily Boling,**  
Head of Programmes, Breadwinners

*Breadwinners supports young refugees and asylum seekers in London and Brighton to build confidence, skills, and pathways into work.*

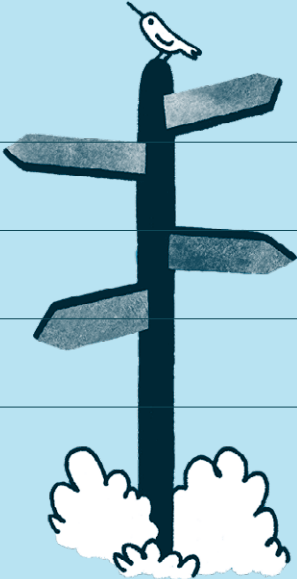


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# Welcome from our CEO and Chair

As the world grows ever more turbulent, polarised and unequal, charities and grassroots groups are playing an essential role, providing care and support, campaigning for change and experimenting with alternative ways of doing things. We are deeply inspired by the creativity, energy, passion and sheer diversity of approaches we see in the charities and groups using our service. The organisations we've highlighted in this report are just a fraction of this rich diversity.



**Janet Thorne**  
CEO



**Jane Ide OBE**  
Chair of Trustees

These organisations are operating in very challenging contexts. Happily, we are seeing a sustained surge of people stepping up to help in a substantive way, by volunteering their time and expertise. Our survey this year confirmed what we hear anecdotally: that people are concerned about the state of the world, and they want the chance to use their skills to do something positive, purposeful and for the collective good.

From the many stories we have gathered over the year, shared in this report and on our website, we have learned what a significant difference these volunteers make: they have helped emerging groups get started, growing organisations to develop, and established groups to innovate and diversify. We are particularly proud of the role that Reach plays in helping groups furthest from power and wealth to reach beyond their networks to connect with people with valuable social capital - we are democratising networking!

This year, we have supported record numbers of volunteers, charities and groups and enabled record numbers of placements. At the same time, we have entirely rebuilt and re-deployed the bespoke digital platform on which our service sits, a full decade after we first launched it. With this new platform, we can now iterate our service and develop new features more swiftly.

Looking forward, we know that demand for our service will keep growing, and with our new platform, we have the capacity to scale and innovate rapidly. Our service is open access and co-produced, so it is quick to accommodate emerging needs and create new solutions. From pivoting to remote roles during COVID, to supporting the wave of new volunteer-led groups and movements, we are proud of how responsive our service is, and what it enables brilliant people to do.

The tough environment affects Reach too, and we were particularly grateful for the extraordinary support from Henry Smith Foundation and Mike Hudson Foundation that enabled us to weather a tough financial year. We are not out of the woods - we have an urgent need for sustainable, meaningful funding if we are to be able to continue delivering a service that we know is so crucial to, and valued by, the wealth of charities that use it and the causes they serve. We are exploring every option open to us with determination and commitment.

Our thanks, as always, go to all our funders, our staff, volunteers and trustees, our many partners, and of course all the charities, groups and volunteers who, together, make this glorious, improbable thing flourish.



**“We are proud of how responsive our service is, and what it enables brilliant people to do.”**



# 01 About Reach



Reach Volunteering connects charities and groups with people who want to volunteer their skills.

We are the UK's leading skills-based volunteering service and the biggest single source of trustees for the sector.

**Reach's model is highly cost-effective and scalable.**

**£1 invested**  
**→ £80 of skills**  
**contributed**

## Why we are needed

Charities and community groups are the very fabric of our society, but they are hampered by a lack of resources.

From food banks to arts festivals, rare disease specialists to groups campaigning to make our rivers clean, charities and groups are propelled by the energy and creativity of passionate people. 90% are entirely volunteer-run.

These charities and groups are very diverse, but they share a common challenge. To function well, they need a wide array of skills, from data protection and digital marketing to effective governance. Small teams do not have all the expertise they need, and they can seldom afford external support, so they have to muddle through. At best, this can be a distraction from their core work. At worst, it threatens their existence.

Happily, there is an abundance of people with valuable expertise who would be enthusiastic to help charities and groups if they saw tangible opportunities to do so. The problem is that they are not connected.

**This is where Reach comes in.**

## What we do

Reach enables charities and groups to recruit people with the expertise they need into their teams as trustees and volunteers, to deliver advice, projects and programmes. This means that they can increase their capacity AND capability at once – a crucial benefit for small, stretched teams.

We run an online service, based on a purpose-built, mature platform, through which charities and grassroots groups can recruit trustees and skills-based volunteers. The service is open access and responsive, so organisations can ask for what they need, when they need it, and any social purpose groups, including new and unincorporated groups, are welcome.

We inspire people with three or more years of experience to volunteer their skills for causes they care about. Through our online service and our strategic partnerships and campaigns, we attract thousands of people with wide-ranging professional skills and diverse backgrounds to sign up to volunteer every year.



Our service is designed to help charities and volunteers connect and build relationships through which they will flourish. To support this, we also provide expert resources, guidance and advice to support organisations to recruit trustees and volunteers openly and inclusively. Our flagship resource is the Trustee Recruitment Cycle.

**Through our service, charities and groups:**

- Diversify their boards and strengthen their governance.
- Increase their capacity and capability across their core operations.
- Widen their networks, grow social capital and make valuable connections.

Read more about our vision, mission and values on our website



# 2025 Highlights

## Our busiest ever year

We worked with

**2,440**   
**organisations**

who posted a **record-breaking**

**7,097 roles**

for volunteers and trustees.



## Record volunteer numbers

**16,301**  
**people** 

signed up to volunteer through Reach, our highest ever number and sustaining the **huge rises of recent years**.

Volunteers (new and old) made

**29,964**  
**applications**

through our service.

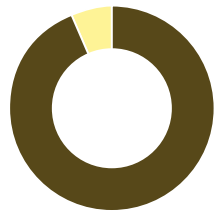
For every **£1** invested, an estimated **£80 of skills** is contributed by volunteers.

## An impactful year

Charities and groups recruited more volunteers and trustees than ever:

**5,996**  
**placements**

were recorded - up 10% from last year.



**Over**  
**91%**

said that their trustee or volunteer had made them more effective.

## Investing in Reach

We celebrated

**10 years**

of our digital platform with the launch of an upgrade, built on the latest technology and designed to allow us to continue to **evolve and improve the service** and grow at scale.



# 02 Stories of impact in action

We work with a very wide range of organisations, from tiny to large. This includes emerging movements and unincorporated groups tackling crucial issues in our communities, as well as established charities.

To bring this to life, we're highlighting a selection of organisations working on food insecurity, refugees and migrants, environmental issues, and building communities and social infrastructure.

Although this is just a small slice of the many different charities and groups we worked with in 2025, these stories demonstrate how Reach's flexible and open access service supports organisations to create opportunities to volunteer that are strategically important, as well as purposeful and rewarding for the volunteer.

[Read their stories in full at reachvolunteering.org.uk/stories.](https://reachvolunteering.org.uk/stories)



**Heart of Newhaven**

*Bringing people from all backgrounds together and reducing isolation in Newhaven, Scotland*



**Make a Smile**

*Bringing joy to children in hospitals, hospices and disability settings across the UK*



## Why grassroots charities are so important

Charities and grassroots groups with an income of less than £1m make up 96% of the UK voluntary sector – that’s 159,041 out of a total of 165,758 organisations.<sup>1</sup>

Micro and small organisations with income under £100k constitute 80% of all voluntary sector organisations – but account for only 4% of total income, spending and assets.<sup>1</sup>

**“Community-based, grassroots charities are effective changemakers who address the root causes of poverty on a daily basis. They are the ‘glue’ that binds together communities across the country, able to support people facing the most complex and overlapping barriers to opportunity.”**

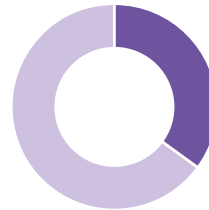
The Centre for Social Justice Foundation  
*Underfunded and Overlooked*

1. NCVO: <https://www.ncvo.org.uk/news-and-insights/news-index/uk-civil-society-almanac-2023/profile/how-many-voluntary-organisations-are-there/#overview>

**96%** of organisations using Reach have an **income of less than £1m.**

**62%** of organisations using Reach have an **income of less than £250k.**

**2,456 roles**



were posted on Reach in 2025 by organisations with **no paid staff** – that’s 35% of all roles.

# Tackling food insecurity

As the cost-of-living crisis deepens its hold on the UK, latest figures from the Food Foundation show that 12% of UK households now face food insecurity.

During 2025, Reach supported a range of organisations successfully providing food and basic essentials to struggling families right across the country.

## Trussell

*Trussell supports a network of more than 1,400 independent food banks that distributed 2.6 million emergency food parcels last year.*

*Each food bank is rooted in its local community and many have expanded to provide other support – including advice, financial inclusion support and welcoming spaces for people facing hardship. With this growth has come an increasing need for strong governance and specialist expertise at board level.*

“When food banks come to us looking for help with trustee recruitment, it’s usually because they’ve already tried everything locally. They’ve spoken to the people they know and asked around their community, but they need new skills and perspectives to help the charity grow and respond to the challenges they’re facing.

“Simply having the opportunity to use the Reach platform changes the conversation. It encourages boards to pause and think properly about what they actually need – whether that’s finance expertise, communications skills, governance knowledge or data experience.



“One of the things that really helps bring that to life is being able to see the people on the platform. When food banks look through Reach and see individuals sharing their profiles – with their photos, their professional backgrounds and the skills they’re offering – it suddenly makes the idea of recruiting very real. It helps boards understand what’s possible and gives them the confidence to ask for skills they might never have thought to look for before.

**“We’ve posted around 85 trustee roles through Reach in the past few years, and roughly two-thirds have resulted in successful recruitment. For food banks that had already exhausted their normal routes, that is hugely significant.”**

“It means bringing in new people who are committed, knowledgeable and ready to contribute.

“What we’re seeing is that skills-based volunteers and trustees can make a transformational difference. We’ve had trustees introduce entirely new data systems that help food banks understand demand in their community. Others have strengthened fundraising, communications or governance. These are changes that help food banks operate more confidently and sustainably.



“What makes Reach particularly valuable for a network like ours is the momentum it creates. When one food bank recruits a skilled trustee or volunteer and sees the difference it makes, that experience spreads across the network. Other food banks hear about it, gain confidence, and begin recruiting more intentionally themselves.

“In that sense, the impact goes far beyond any single role or organisation. Reach helps unlock expertise across an entire community of charities - strengthening governance, improving services and helping food banks support people with dignity in some of the most challenging circumstances.”

**Miranda Beebe,**  
**Head of Food Bank Support**





## The OK Foundation

“We first secured a volunteer through Reach as far back as 2012. That was a health and safety professional. More recently, we were looking for a finance officer and through Reach we had over 30 applicants. In the end, we took on three people, because they were all very good candidates and very keen.”

**Christina Omideyi,**  
Chair of Trustees

*The OK Foundation is a volunteer-led organisation tackling food insecurity and reducing social exclusion in Haringey, London, through community meals and uplifting musical experiences.*



## The Friendly Food Club

“One trustee recruited through Reach with a background in fundraising and marketing helped generate £30,000 in additional income in just six months, while the management accounting experience of another has really improved the governance of the charity. They’ve each brought something really special, which has been invaluable for us.”

**Liz Guilmant-Cush, CEO**

*The Friendly Food Club creates healthier futures for thousands in vulnerable groups across Dorset, through cooking and education sessions.*



## FEAST With Us

“Through Reach, we’ve been able to bring in people who strengthen our marketing, fundraising and operations – things we simply wouldn’t have the resource to build ourselves.

“What that really does is free up our internal team to focus on delivering our services ...being able to spend more time on operations, whether that’s running our community meals, or developing our programmes, is critical. The support we’ve had through Reach has given us that capacity.”



### Eleanor Butterworth, Volunteer & Community Partnerships Coordinator



*FEAST With Us, a North London-based nutrition charity, provided 28,710 meals for local people last year and delivered a Healthy Eating on a Budget programme.*



### Other charities working in this field we supported in 2025:

Furnace Brook

The Health Agency

Slough Foodbank

South Liverpool Foodbank

Swindon Food Collective

Revive Ramsey

The Social Supermarket Initiative

Bedford Foodbank

Humdum UK

Letchworth Foodbank

Deal Foodbank and Pantry

Droitwich Spa Foodbank

Ringwood Foodbank

Hungry No More

and more...

# Supporting refugees and migrants

Organisations working with refugees and migrants faced a particularly tough environment during 2025, making the support of volunteers with useful expertise very welcome.

## The Babylon Migrants Project

*The Babylon Migrants Project is a grassroots arts organisation led by and for young people aged 16-30 from refugee, asylum-seeking, and migrant backgrounds. Through art, dance, theatre, film or other creative activities held in London and Stoke, the Project has supported over 1,800 young people to foster social integration, build support networks and achieve personal growth.*

### **Founder and Director Ali Ghaderi outlines the impact of volunteers recruited through Reach:**

“The impact has been huge. One of the first key volunteers we found was a fundraising specialist. Through his support, we secured our largest grant, which directly enabled us to grow – including launching our Stoke hub. That was a turning point for the organisation.

“More recently, we recruited the chair of our advisory board through Reach. Even though we’re not a charity, our advisory board plays a similar role to trustees, providing guidance, challenge, and strategic direction. He’s helped us shape our strategy, think more clearly about our future, and connect our work to a bigger vision.

“Even volunteers who joined us for shorter periods have made a difference. ... It frees up time and energy so we can focus on delivering for the young people we support.

“What Reach does really well is bring together people who are not only skilled, but also motivated by purpose. You’re finding someone who believes in what you’re trying to do and that makes the relationship stronger and the impact deeper.”



## The Refugee and Migrant Centre, West Midlands

“The Refugee and Migrant Centre has used the Reach Volunteering platform several times over the years. The platform has a wide reach, is easy to use and most importantly it has enabled us to connect with qualified and talented individuals who were suited to the roles.

“As a result, RMC’s board has welcomed exceptional new trustees who have made a real and lasting impact on our governance, strategy, and overall effectiveness.”

### Arten Llazari, CEO

*In 2024/25 RMC centres across the West Midlands provided free support for 19,380 people including advice and representation, employment support, English classes, housing and financial advice.*



## Migrant Women Press

Through Reach, Migrant Women Press accessed expertise to develop its first impact report, strengthening its ability to communicate its work and secure funding.

“That kind of support is transformative for organisations like ours. It allows small charities to access expertise that would otherwise be completely out of reach. In turn, it helps us strengthen our organisation and continue our work supporting migrant women and changing how migrant communities are represented in the media. Platforms like Reach make that possible.”

### Juliana da Penha, Founding Editor and Director

*Migrant Women Press is a migrant-woman-led independent media platform working to amplify the voices of migrant and racialised women in the media and change how migrant communities are represented in journalism.*



## Other charities working in this field we supported in 2025:

Enthum Foundation

Big Leaf Foundation

Generation Success

Plateful

South London Refugee Association

Integration Support

Sanctuary Breaks

Qisetna Projects

Give & Grow

Home4U Cardiff

Swindon City of Sanctuary

Mosaik Education

...and more

# Addressing the climate and nature crises

Reach supported a growing range of community-led responses to the climate and nature crises in 2025, from locally focused projects to systems level change programmes and campaigning groups.

## Solas for Nature

*Solas for Nature enhances biodiversity in little pockets of land right across Scotland, working with local authorities to help nature flourish on unused scraps of land. For small organisations like Solas, skills-based volunteers and trustees have helped build systems, strategy and long-term resilience.*

“When I set up Solas for Nature, I knew we needed more than just good intentions - we needed the right skills around the table to help us grow. Through Reach, we were able to find exactly that. Half of our board came through the platform, bringing expertise from finance, banking and corporate leadership that we simply wouldn't have accessed otherwise. They've helped us think differently, challenge ourselves, and build the kind of structure you need to move from a small startup into something much more sustainable.

“At the same time, we brought in a volunteer with digital skills initially to support with IT - and it has been one of the most valuable relationships we've built. What started as advice on systems grew into building our website, improving our digital presence, and even developing GIS mapping tools to support our work.



“If we had paid for that level of expertise, it would have been far beyond our reach as a small organisation. Instead, we've had someone willing to work and grow with us, helping us build properly from the ground up.”

**Vicky Junik, Founder and Executive Director**



## Bank.Green

“Through Reach we’ve been able to recruit skills-based volunteers across critical areas – from social media and design to software development and volunteer recruitment itself. Those volunteers help us maintain the tools that inform the public, expand our communications and grow the movement, encouraging people to switch to more climate-responsible banks.”

**Zak Gottlieb, Executive Director**

*Bank.Green is a volunteer-led advocacy organisation running an international campaign to highlight the role of banks in financing fossil fuels and encourage people to switch to more sustainable alternatives. They have empowered over 500,000 bank customers to assess the climate responsibility of their banks and redirected over £40m towards greener alternatives.*



## Other charities working in this field we supported in 2025:

River Ivel Community Energy

EcoWild CIC

Remaykit

Grow

CPRE

Scarab Trust

Natural Neighbours

RE-RUNN CIC

Stroud Valleys Project

ECOE Advice

Social Carbon Foundation

...and more



## Climate Ed

“We’ve recruited around 50 volunteers through Reach, including trustees and specialist volunteers, and some have stayed involved for a long time. Some contributions solve short-term challenges, but others become a long-term part of how the organisation works.”

“Without Reach our growth is likely to have taken twice as long. Having access to skills-based volunteers at the right moment allowed us to grow faster and build Climate Ed into an organisation that can reach schools and students across the UK.”

**Ben Cuddon,**  
Founder and Programme Director

*Climate Ed delivers free, volunteer-led climate education for 9-11 year olds through fun, practical and interactive workshops. Over 20,000 primary school students have taken part in their climate action programme in London, Birmingham, Manchester Liverpool and Oxford. The organisation plans to expand nationwide during 2024-27, equipping children with the knowledge, skills and motivation to reduce their emissions and build a safer world.*

# Building stronger communities



## YourStory

*Taking a holistic approach, YourStory works with disadvantaged and vulnerable young people across London, as well as their families and schools, to build confidence, grow motivation, increase employability and prevent re-offending.*

“Through Reach we’ve recruited several trustees who bring new expertise and connections. One introduced us to a civil service fast-track programme, which enabled a graduate to work with us for six months. That kind of connection can open up opportunities that a small charity might not otherwise access. We also recruited a website volunteer whose technical knowledge has strengthened our online presence.

“Being able to see people’s profiles and reach out directly helps bring recruitment to life and gives small organisations the confidence to find the skills they need. Reach has become a platform we return to whenever we need to strengthen the organisation.”

**Duncan McIntosh,**  
Chief Operations Officer

## Heart of Newhaven

*In Edinburgh, the Heart of Newhaven Community transformed a disused school into a thriving hub supporting local people. Creating opportunities for people from all backgrounds to come together, the project has seen footfall increase from 7,000 to over 50,000 in just three years.*

“Without Reach, our community project would have grown much more slowly. Having access to specialist volunteers has allowed us to build solid foundations and move forward with ambition. Now we’re more established, we’re turning again to Reach to bolster our team with the skills we need to support our growing organisation through its next phase of development.”

**Judy Crabb, Chair**

## Other charities working in this field we supported in 2025:

**Bridging Beyond**

Island House Community Centre

**Scholemoor Community Centre**

**Resolute**

**Adenydd**

**Women of Colour Cycling Collective**

**The Peoples Hub**

Neighbourhood Watch Network

**The Great Friendship Project**

**Hackney Society**



**...and more**

# Strengthening infrastructure organisations

## Greater Share

*Greater Share is developing an innovative model to generate long-term funding for selected charities through private equity structures. By investing in private equity funds with a pledge to donate at least 50% of the gains, Greater Share's first project expects to generate between \$35m and \$60m in funds for education.*

"From the beginning, the model assumed pro bono support. I didn't even know a platform like Reach existed until it was suggested to me. When I found it, it genuinely felt like the answer to my prayers. I'd always thought that there must be a lot of people who are highly skilled and willing to give some time – and they're all there, on the Reach site!

"Through Reach, we've had a volunteer completely redesign our CRM system. We've had communications leads supporting us.... A volunteer with a risk management background helped us roll out our first annual safeguarding review. Another has supported our annual grant portfolio review. These are highly skilled individuals bringing real expertise.

"These volunteers help us operate at a level that would otherwise be out of reach for a small team. And that, ultimately, means more capital flowing to NGOs."

**Dorothea Arndt, Executive Director**



Images supplied by Greater Share beneficiaries All Child and LEYF.

## All Ways Network

"We used Reach to recruit a highly skilled and experienced HR professional at a key stage in our development. They now advise our board on HR matters, supporting us to strengthen our governance, people practices, and internal systems. This has been particularly valuable as we move towards a more structured and scalable organisational model."

**Sayed Alkadiri, CEO**

*All Ways Network supports grassroots and volunteer-led charities across the UK to build strong, sustainable organisations and deliver lasting civic impact.*



## Other charities working in this field we supported in 2025:

### Lawworks

Surrey Community Action

Richmond Council for Voluntary Services

Welwyn Hatfield

### Cranfield Trust

Calderdale Voluntary and Community

Inclusive Volunteering Bradford

The Movements Trust

Mid Sussex Voluntary Action

Wessex Community Assets

Volunteer Centre Kensington and Chelsea

Board Racial Diversity UK

The Wisdom Trust

...and more



# 03 Inspiring people to act

Volunteer rates in the wider sector have been declining since 2019. In contrast, the number of people signing up to volunteer through Reach has more than trebled.

To understand the reasons behind this growth, we worked with communications consultancy Stand, on a pro bono basis. From a survey of over 700 people, it was clear that people feel bleak about the state of the world. They had varying levels of confidence that things could improve, but volunteering was consistently associated with very positive emotions. People were most motivated by making a difference and contributing to a better, fairer society. The options 'gaining career skills' and 'strengthening professional networks' scored much lower, even for younger respondents.

These results reflect what we see through our service: many people will seize the opportunity to volunteer if they are offered a meaningful way to take action for a cause they care about.

## Volunteer stories

For **Lucia**, volunteering with mental health charity, **STAMP Revisited**, began from a desire to use her communications expertise more purposefully:



"Personally, becoming a trustee, and now Chair, has been deeply satisfying. It allows me to use my professional skills in a different context. It reminds you that those skills have value beyond your day job.

"As a board, we don't just make decisions, we strengthen systems, shape culture and create the conditions for better support for people experiencing mental health challenges."

Read these and other volunteer stories in full on our website



When he retired, **Graham** wanted to contribute and be part of something bigger. Through Reach he joined Breaking Barriers:



“Skills-based volunteering gives you a way to use everything you’ve built over a lifetime - not in theory, but in a very real, practical way. I spend time supporting refugees and migrants with job applications, interview preparation, and confidence building. But really, it’s about people - helping someone feel more able to take the next step.

“Volunteering is a way to rebuild a sense of purpose and connection. It gives you somewhere to belong again.”



With six years’ experience, **Emeka** wanted to use his skills to do something meaningful alongside his study. As volunteer software developer and technical lead at Young Minds Matter, he saw the power of the work he did behind the scenes:

“Volunteering has reinforced my belief that when you connect the right skills with the right opportunity, you can create real change. The impact goes beyond the work you carry out - it’s more about the lives you can touch and what you enable others to do.

“For me, there is more joy in giving than receiving. And through volunteering, you get to experience that in a way that stays with you.”



**“The impact goes beyond the work you carry out”**

# 04 Impact at scale

## Growing participation

16,301 new volunteers signed up to Reach last year – a record number, sustaining the surge that first started during the pandemic. They made a total of 29,964 applications through our service.

They come from diverse backgrounds, but they share similar motivations, and they are actively seeking meaningful opportunities to volunteer their expertise.

In our 2025 survey, 84% said volunteering gives them the opportunity to **'use my skills to make a difference.'**

### Respondents to our 2025 survey also shared what they valued about volunteering:

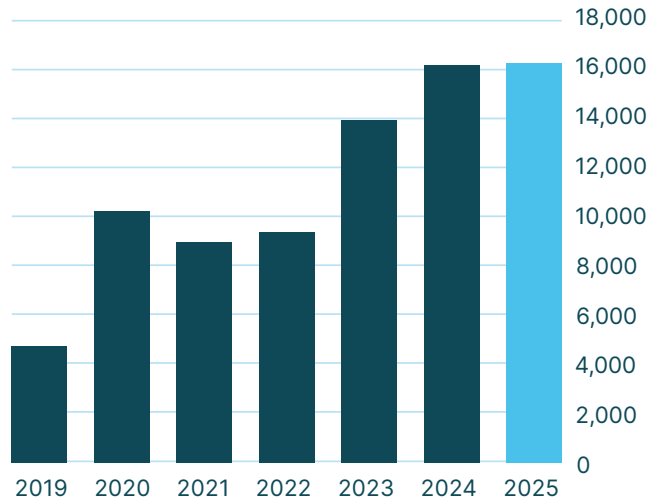
“The opportunity to explore new roles, meet new people and learn new skills, all while feeling valued and purposeful.”

“It allows me to contribute meaningfully to a cause while gaining new perspectives and experiences. It’s an opportunity to give back, connect with others, and make a tangible impact.”

“The ability to join forces with passionate people and organisations to make a little difference together, in a world that needs it more than ever.”

New volunteer registrations have grown

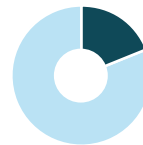
### 350% since 2019



## Our volunteers are diverse



50% from an ethnic minority



19% identify as LGBTQ+



60% are under the age of 40



25% under the age of 29

# Strengthening governance

Trustee boards overall lack diversity – only 4% are under 40 and only 8% are from ethnic minorities. However the people applying for trustee roles through Reach are strikingly diverse: 42% were under 40, and 45% from ethnic minorities.

Connecting charities with a diverse pool of applicants for their boards is a crucial part of our overall ambition to support charities to have more representative leadership.

Charities received over **8,000 trustee applications** through our service last year.

They reported appointing **1,387\* trustees through Reach** in 2025. This included:

- 70 Chairs
- 164 Treasurers / Finance trustees
- 32 Digital trustees
- 84 HR trustees
- 47 Marketing and Comms trustees

In our 2025 surveys, **91% of organisations** said the trustee had made them more effective.

\*Trustee appointments tend to be under reported because the process can be drawn out over a long period, which makes reporting the outcome on our platform less likely. In addition, our platform relaunch in October led to a drop in reporting outcomes, we estimate that the real number of appointments is significantly higher

We refreshed our flagship guide to inclusive trustee recruitment, and included new sections on areas like shadow boards and co-chairs. The Trustee Recruitment Cycle received **67,980 views** during the course of 2025.

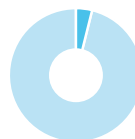
## Charities completing our surveys told us:

“This trustee has brought lots of IT and systems knowledge which is a key part of our strategy moving forward.”

“The trustee has helped with development of a Business Strategy with regards to fundraising and increasing income opportunities.”

“Jill brings strong corporate, change management, mentoring and EDI professional experience to our Board, along with personal lived experience very similar to the families we support.”

## Typical trustee board



4% under 40



8% from an ethnic minority

## Reach applicants



42% under 40



45% from an ethnic minority

# Building capacity

Charities and groups recruited 4,609 skills-based volunteers through Reach in 2025.

These roles asked for expertise in areas such as finance, digital marketing, HR, fundraising, data analysis, web design and development, and videography.

## Comments from our 2025 surveys showing what volunteers helped them to do:

“Edie has been brilliant! She has supported all of our communications plans and transformed our newsletters!”

“Sanjay is a very highly qualified CFO. He has done our 7 year and 3 year plan, and he is going to become a trustee. Meanwhile he also stepped up to give us some cash as a patron. He has declared that he has learnt a lot from us and will stay permanently involved.”

“Jim was so proactive, professional, and good at explaining things too - he passed on a lot of knowledge. He got our Google Analytics and Google search set up and easy to use. He also helped us to access the Google Ads grant.”

94% of organisations said the volunteer had **made their organisation more effective.**

4,609

people volunteered their expertise through Reach in 2025:

3,734

joined teams on an ongoing basis

875

delivered projects



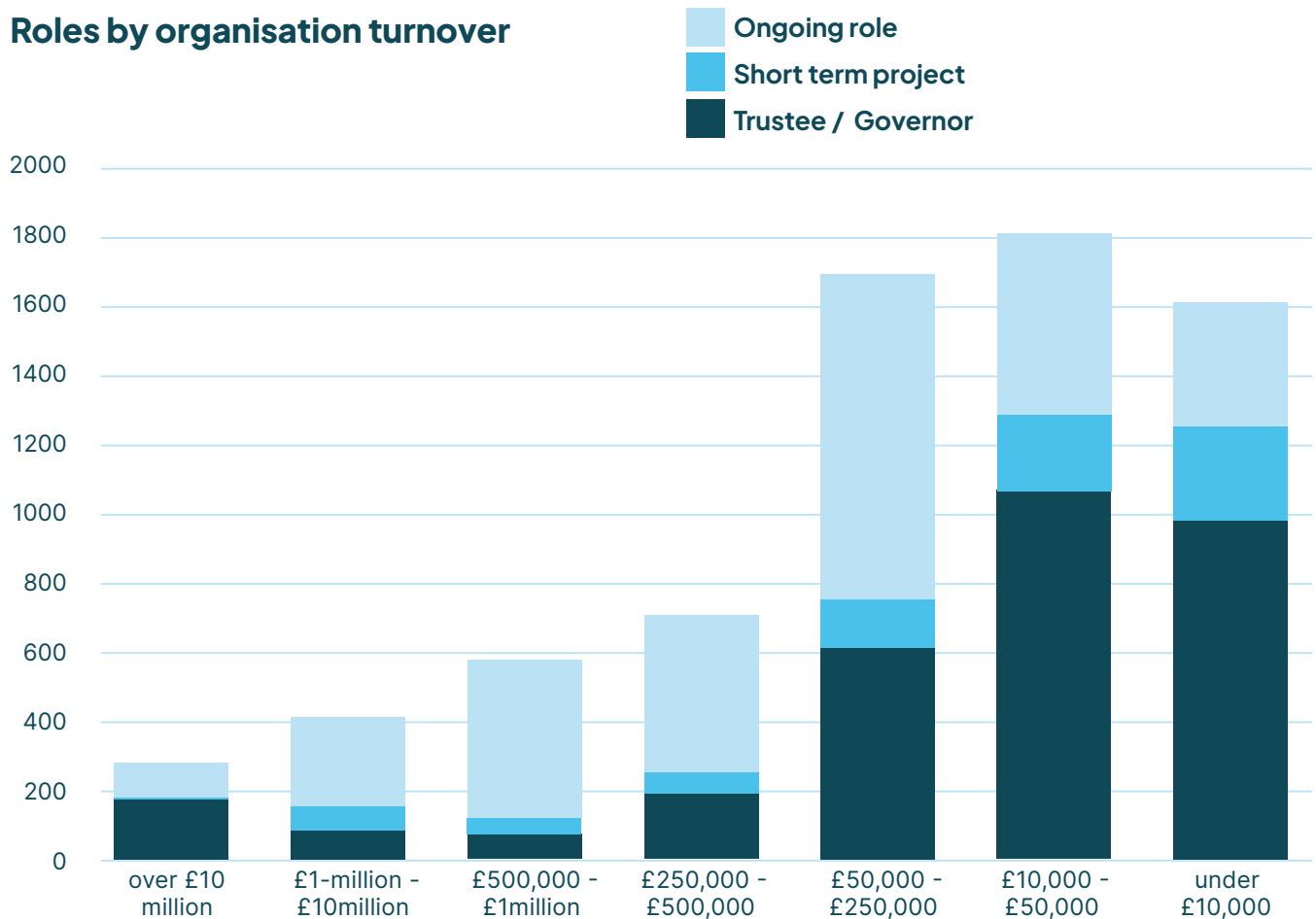
# Supporting grassroots groups

The strongest growth in organisations using our service comes from grassroots groups.

49% of organisations using Reach had a turnover of under £50k, and 35% of roles posted were from those which are entirely volunteer-led.

Organisations with no paid staff vary from tiny to large, and their focus is as likely to be international or national as those with staff.

## Roles by organisation turnover



# Increasing equity

We help communities furthest from wealth and power to connect with the people who usually sit outside their networks: people who can contribute valuable expertise, make useful introductions and share cultural capital.

Organisations led by, and for, communities which experience structural inequity\* have particular success in using our service. One of the ways that we measure this is by 'application rate' - the percentage of roles attracting one or more applications within three months.

The rate for all organisations across our service is 62%. However all organisations 'led by and for' have higher rates than this. For organisations led by and for young people under 25, Deaf and Disabled people, communities experiencing racial inequity, or who identify as LGBTQ+, this rate is 70% or over.

Organisations led by and for groups that experience structural inequity posted **2,980 opportunities** on Reach last year - over 40% of all roles. The most active organisations were those led by and for women and girls (529), people who experience racial injustice (528) and Deaf and Disabled people (420).

\*We use the DEI Data Standard framework, created by the Funders Collaboration Hub. We ask organisations to identify if their service is targeted at people from a specific community, and if at least 75% of their board and 50% of senior staff are from that community: <https://www.funderscollaborativehub.org.uk/collaborations/dei-data-standard>

Organisations led by and for groups that **experience structural inequity** posted **over 40% of all roles** on Reach in 2025.



# Reach's unique model

Through co-production, we can achieve impact at scale, with few resources. Volunteers' and charities' needs and energy drive activity on our platform which is custom-designed to support them.

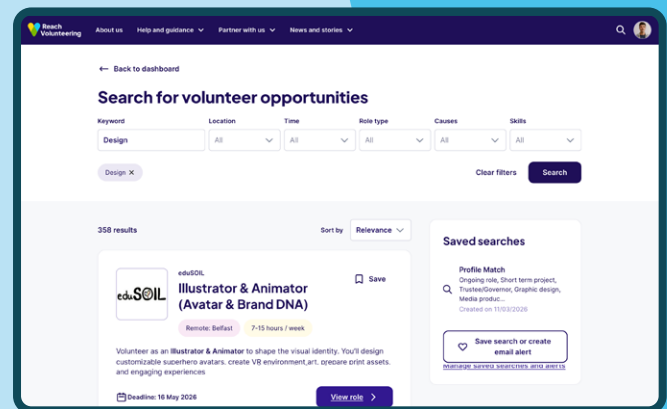
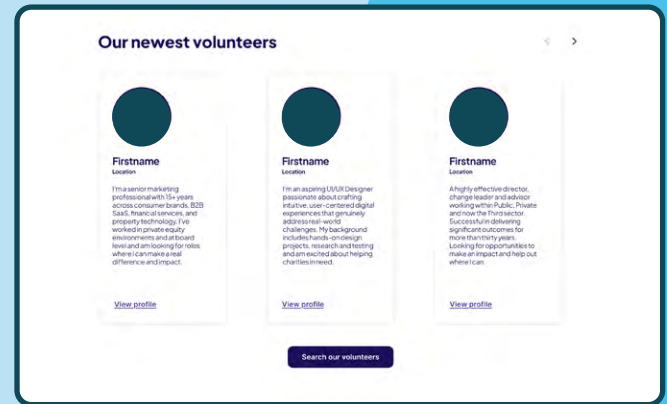
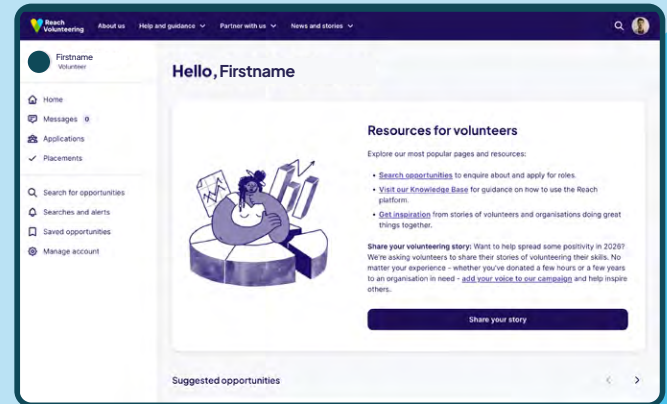
Unique features, like the option for organisations to search volunteer profiles and suggest their role, encourage two-way proactive engagement.

This year, we completed a rebuild of the entire system. The catalyst for this was security, but the benefits include a much more powerful, flexible platform that we can iterate easily.

Partnerships are also key to our success. LinkedIn streams our volunteer roles to 45 million members in the UK - advertising worth £1.29 million, gifted to us this year. Other partners - Bar in the Community, Escape the City, Fifth Day, Freegle, Good Impact Group and Rest Less - also enable us to reach wide audiences.

Our model enables us to scale efficiently. The total cost of generating one placement dropped to £58 this year, and will continue to fall as we grow.

**Cost per placement =**  
**£58**



# 05 Funders

We are very grateful to the following trusts and foundations who generously make our work possible:

## Donors

 <p>CITY BRIDGE FOUNDATION</p>	 <p>Garfield Weston FOUNDATION</p>	<p>THE DULVERTON TRUST</p>	 <p>The Henry Smith Charity</p>	 <p>mike hudson foundation</p>
<p>The Haramead Trust</p>	<p>The Peacock Trust</p>	<p>Pears Foundation</p>	<p>PF Charitable Trust</p>	<p>Stelios Philanthropic Foundation</p>
<p>Hadrian Trust</p>	<p>Harold Hyam Wingate Foundation</p>	<p>Johnson Brothers</p>	<p>Meikle Foundation</p>	<p>Social Investment Business grant</p>

## In-kind support



## Partners



# 06 Partners, supporters and thanks

## Our partners are crucial to our success.

We are very grateful to those who share our volunteer opportunities to wider audiences: Bar in the Community, Escape the City, Fifth Day, Frengle, Good Impact Group, LinkedIn and Rest Less.

We are pleased to work with a network of like-minded organisations who also work to improve governance and build capacity in civil society. These colleagues include Board Racial Diversity UK, Association of Chairs, Young Trustees Movement, Charterpath, Cranfield Trust, Pilotlight and other members of the Pro Bono Association.

We would like to thank communications consultancy Stand for its generous pro bono support of our volunteer motivation survey and for developing messaging and ideas for our marketing activities.

We would also like to thank our own trustees, staff and volunteer team who all work with passion and commitment to deliver the best service possible.

And we reserve our final big thank you for everyone who uses our service:

- the inspiring charities and groups that create such meaningful opportunities for people to get involved
- the wonderful people who step forward to volunteer their skills.



# 07 Looking ahead

We know that charities and groups have a growing need for access to expertise that is not met elsewhere. The abundance of people willing to help is a huge, largely untapped opportunity.

Our ambition is to grow and develop our service significantly, based on our proven track record, deep expertise and our upgraded, digital platform. With a modest level of investment, we will:

## Scale

Respond to growing demand from charities and groups by **doubling placements in three years**. We know many more people would volunteer if connected to the right opportunity and our service can accommodate growth at scale.



## Experiment

Develop new forms of volunteering such as **bite-sized expert advice**. We prototyped this in 2025 and found it is valuable for organisations and enables people with less time to volunteer.



## Deepen Impact

Deepen our relationships with volunteers and organisations, providing more **support and inspiration**, and building a sense of community to increase engagement and impact.



## Support Movements

Build on our growing success supporting movements and grassroots groups, providing more tailored support, and **building momentum** to create a community of volunteers.



Nearly half the activity we support is for organisations with a turnover of under £50,000, and 35% have no paid staff. They cannot pay for our services, so we need funding to deliver.

**Please contact our CEO, Janet Thorne, to explore how you could be involved in our work through [partner@reachvolunteering.org.uk](mailto:partner@reachvolunteering.org.uk).**

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[reachvolunteering.org.uk](https://reachvolunteering.org.uk)

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