



Annual Report



Foreword

We're proud to present the Better Giving Partnership Annual Report for 2024-25.

This has been another significant year for us as we continue our mission to make it easier for people to discover and support the many good causes doing vital work across the country and beyond.

We've continued to see steady, sustainable growth, supported by new Givto members and by our Givto for Business pilot.

Our first thanks go to our amazing volunteers and trustees. Their commitment, professionalism and generosity underpin everything we've achieved this year. They continue to give their valuable time and expertise to run and further develop an innovative service that attracts consistent praise from both charities and members.

We were proud to welcome many new charities to Givto over the last 12 months. They have trusted us to share their stories, raise awareness of their work and to raise vital funds. It has been an honour and privilege to work alongside them.

We are equally grateful to our Givto members. Month after month, they choose to support small and inspirational charities through Givto, helping us to support organisations, people and communities that can often be overlooked.

We may be a small organisation, but we have always had big ambitions. With the continued support of our incredible volunteers, charities and members, we are excited to shape the next chapter of Givto's future together.



A stylized, handwritten signature in black ink.

Andrew Carter
Chair of Trustees



A stylized, handwritten signature in black ink.

Alex Ellis-White
Founder and Chief Executive



Annual Report and Accounts

1 April 2024 to 31 March 2025

Charity name

Better Giving Partnership

Charity number

1168976

Trustees

Mr Andrew Carter, Chair of Trustees (last appointed 18/04/2023)

Mr Daniel Kirtley (appointed 23/04/2024)

Ms Dianne Flatt (last appointed 18/04/2023)

Ms Mili Mathew (appointed 23/04/2024)

Mr Neil Saunders, Treasurer (last appointed 18/04/2023)

Dr Phil Harris (last appointed 18/04/2023)

Mr Scott McKinney (last appointed 30/01/2024)

Mrs Sinead Hunter (appointed 24/10/2023, resigned 10/07/2024)

Chief Executive

Mr Alexander Ellis-White

Principal office

1 Great Close, Cawood, North Yorkshire, YO8 3UG

Who we are



The Better Giving Partnership was set up in 2015 by a group of friends and colleagues in Leeds, West Yorkshire.

We became a registered charity with the Charity Commission on 30 August 2016, when we were established as a Charitable Incorporated Organisation (CIO) under a Constitution dated the same day.

Our charitable objects, as set out in our Constitution, are:

“Such purposes which are exclusively charitable according to the laws of England and Wales as the trustees may at their discretion think fit.”

In practice, this means we are authorised to carry out any activity that is charitable under the law. Our primary aims are to:

-  Make discovering and giving to different charities easier and more secure for members of the public
-  Make fundraising quick and easy for charities, regardless of cause, size or location



How we are run

Trustee Board

At the end of March 2025, the charity had seven trustees (our Constitution requires a minimum of three and maximum of nine). The Board:

- ♥ Meets quarterly and is ultimately responsible for the work and decisions of the charity
- ♥ Approves and regularly reviews all policies and procedures to ensure they are fit for purpose
- ♥ Reviews and updates the charity's Action and Risk Logs at each meeting

Trustees serve a three-year term, after which they may stand for re-election. New trustees are appointed by a vote of the Board. Minutes are taken of all Board meetings, and trustees have had due regard to the Charity Commission's guidance on public benefit in exercising their powers and duties.

The Board delegates day-to-day management to the Chief Executive, in line with our Delegation of Authority Policy. This requires the Chief Executive to consult the Chair and/or Board on senior-level appointments.

Volunteer Team

The Better Giving Partnership is supported by around 15 dedicated volunteers, based across the UK, who bring a wide range of skills and experience. They work closely with the Leadership Team to design, develop and run our services, and are critical to the charity's success.

Our volunteers contribute in many ways – from building and maintaining our digital platforms, to supporting communications, fundraising, and service delivery. Collectively they donate many hours of their time and expertise each month, enabling us to achieve far more than would otherwise be possible as a small charity. Their commitment, creativity and generosity are at the heart of everything we do.

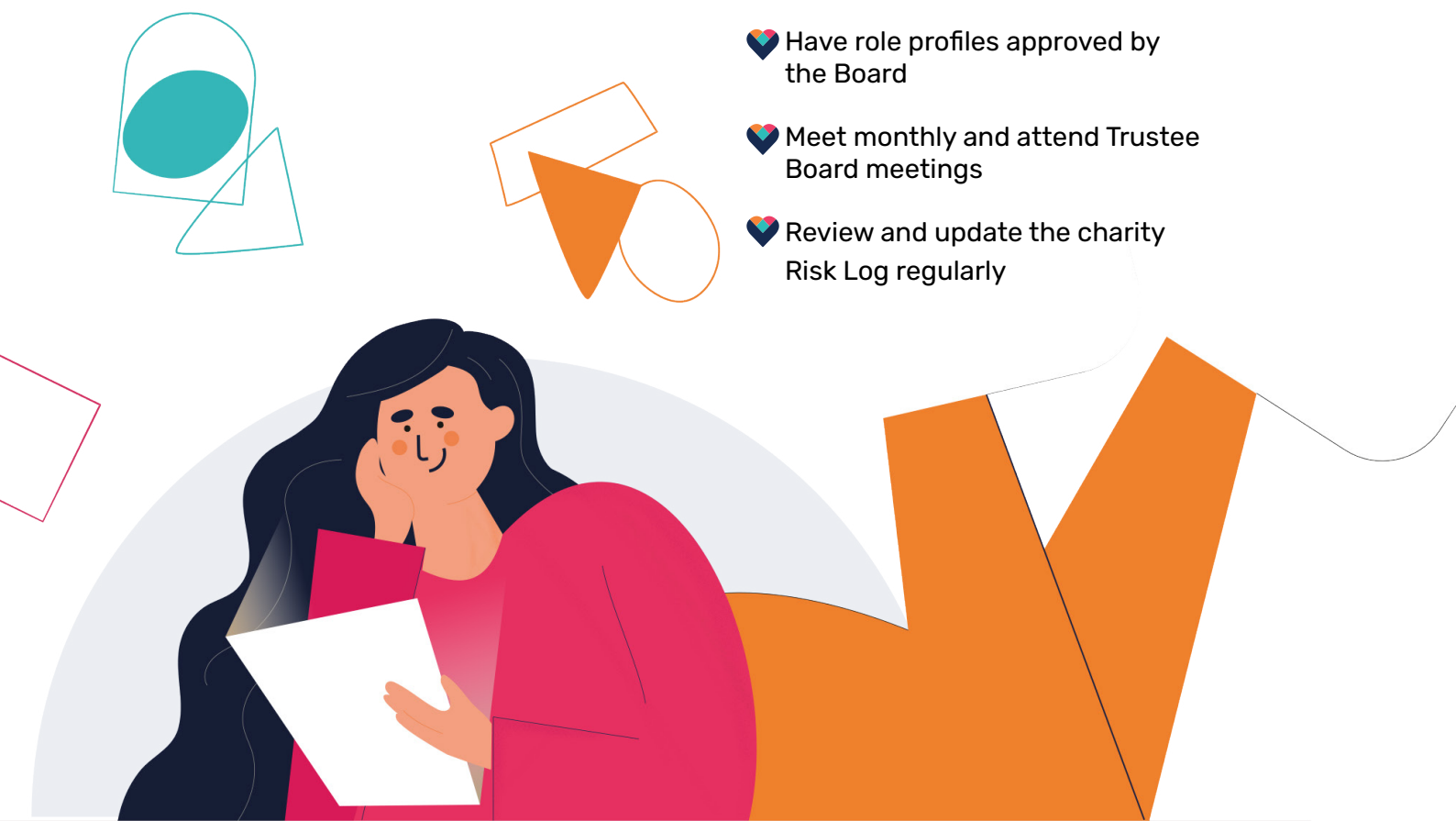
Leadership Team

The Leadership Team runs the charity on a day-to-day basis and currently includes the:

- ♥ Chief Executive
- ♥ Charity Engagement Director
- ♥ Communications and Marketing Director
- ♥ Finance Director
- ♥ Operations and Governance Director
- ♥ Technical Director

All members:

- ♥ Act in a voluntary capacity and are unpaid
- ♥ Were appointed following a vote by the Trustee Board
- ♥ Have role profiles approved by the Board
- ♥ Meet monthly and attend Trustee Board meetings
- ♥ Review and update the charity Risk Log regularly



What we have done

During 2024/25 we continued to develop and gradually grow the Givto charity donation service at www.Givto.org. This world-first service enables people to discover and give to a different charity each month, and to help small charities raise awareness of their work and much needed funds.

Members make a monthly donation to the Better Giving Partnership with one simple Direct Debit and indicate which of three charities they would like their money to go to. The service has been likened to an online version of the charity token schemes you see in some supermarkets.

Some of our other key achievements this year:

We successfully launched and completed two rounds of our Givto for Business pilot. This service enables businesses to make a donation, choose three charities to support, and invite their staff to vote on how the funds are shared. We gathered detailed feedback from our pilot business partner, their employees, the charities, and our volunteer team. This insight allowed us to refine the communications, service model, voting website, and overall experience – paving the way for a third round planned for May 2025.

We developed and launched the Givto Annual Statement, which is now sent by post to every member on the anniversary of their first donation. The statement sets out their total donations for the year, the Gift Aid we claimed on their behalf, the fees deducted, and the charities they supported each month. We also introduced new welcome letters for all members joining Givto, along with a goodbye letter for those leaving the service.

We completed the pilot of our Givto as a Gift scheme, launched in December 2023. The scheme allowed people to buy a Givto subscription as a gift for someone else. Of the 11 recipients, two converted to full Givto membership at the end of their gift periods. The pilot was encouraging, but further research and technical development are needed before we roll out Givto as a Gift more widely.

We passed an important milestone on the main Givto platform by reaching £50,000 raised in total for good causes. With fewer than 90 members, this is a remarkable achievement and a testament to the generosity of our community. It shows the real impact that even a small number of committed supporters can make together, and it is something the whole team is very proud of.

During the year we were proud to complete our very first Independent Examination (IE) on the previous year's accounts, after our income passed the £25,000 threshold thanks to a £10,000 grant from The Fore. An IE is an important milestone for any charity – it provides independent assurance that our accounts are properly kept and give a fair reflection of our activities, and it also considers aspects of governance such as financial policies and trustee oversight. Successfully completing this process has given us a strong foundation to build on as we continue to grow.

We also continued to develop our policies, procedures and systems to ensure we operate effectively and securely. We have in place:

Compliments, Complaints and Comments Policy
Confidentiality and Intellectual Property Agreement
Conflict of Interest Policy
Constitution
Cyber Security Policy
Delegation of Authority Policy
Equality Policy
Expenses Policy
Financial Controls Policy
Privacy Policy
Reserves Policy
Risk Management Policy and Log
Role profiles for all leadership team positions
Security training for all volunteers
User and charity terms and conditions
Volunteer Policy

Our policies and procedures comply with Charity Commission guidance and follow recognised best practice. Each policy has an established review cycle of one, two, or three years, during which updates are made before the policy is reviewed and formally approved by the Trustee Board.

What we hold

At the end of March 2025 the balance held by BGP was £21,322, all in unrestricted funds, largely thanks to a £20k grant received from The Fore over the last two years.

Our reserves policy was reviewed and re-approved during the year. This confirms that BGP will hold reserves to:

- ♥ Meet unexpected and unbudgeted demands
- ♥ Ensure short- and long-term sustainability where we must generate our own income to cover costs

♥ Maintain continuity of service in the event of a sudden drop in charitable income

♥ Fund unexpected or planned transformation of the operating model

The policy sets our reserves at one year's operating costs plus a 10% contingency. With no paid staff, office accommodation or fixed assets, this equates to £1,200.



How we have helped

At the end of March 2025 Givto had 82 members who had raised more than £55,000 in total since the service launched. These funds had been shared between 151 national, regional and local charities after fees were deducted.

In the 24/25 financial year Givto members raised more than £15,346. These funds were shared by 36 charities:

April 2024	Age UK Rotherham	Barstondale Centre	The Choir With No Name
May 2024	Doorstep Library	Refugee Roots	Oracle Cancer Trust
Jun 2024	Family Support Derbyshire	Ealing and Acton Support Enterprise	Anam Cara Fasgadh
Jul 2024	Forget Me Not Children's Hospice	Upmo	Books Beyond Words
Aug 2024	Contact Hostel	Slade Gardens Community Play Association CIO	Forces Online CIO
Sep 2024	Clean Cornwall	Move the Masses	Head2Head Sensory Theatre
Oct 2024	MyVision Oxfordshire	SELFA	The Clothing Bank
Nov 2024	Future Youth Zone	BSAVA Petsaver	Support After Rape and Sexual Violence Leeds
Dec 2024	Warming up the Homeless	Wren Bakery	Hope Support Services
Jan 2025	Causeway Charitable Service	Peterson's Fund for Children	Richard Shepherd Music Foundation
Feb 2025	The SAMEE Charity	Friends of the Leeds Centre for Leukaemia, Lymphoma and Myeloma	Common Sense Media
Mar 2025	Big Futures Foundation	Guideposts Trust	DayOne Trauma Support

Our Givto for Business service pilot raised an additional £3,000 which was shared between the six charities below, and generated a £300 donation directly to BGP:

Jun 2024	CLASSS	Little Hiccups	EMERGE 3Rs
Dec 2024	Leeds MIND	Bone Cancer Research Trust	Warming up the Homeless

Information about all charities that are registered with Givto can be found in the Givto charity directory at www.Givto.org/directory

What people say about us

Givto members

“Only been a member for a month, but already seeing how wonderful this idea is - to choose between 3 curated charities picked by them monthly. Cannot believe it’s not more popular than it is - you bet I will recommend this onwards.”

Givto user on Trustpilot

“I’ve been a Givto member for about 6 months now. It’s such a simple idea, and so well executed. The selected charities are all very worthwhile and I never struggle to find one that I really want to donate to. And it’s refreshing to be able to spread my donations around different charities.”

Givto user on Trustpilot

Businesses

“We embarked on round 2 with Givto last November and it was an even bigger success! The enthusiasm and engagement from our team, combined with the impactful work of the charities, truly highlighted the power of coming together to make a difference. We supported three more incredible charities that align with our company values, and the results were brilliant:

- Our team’s votes were stronger than ever, reflecting their passion for the causes we’re championing.
- Givto’s platform continues to make giving easy, impactful, and transparent.

Given the success of round 2, we’re already looking ahead to round 3 and are eager to continue building this fantastic relationship with Givto.”

Aire Logic Ltd, Givto for Business pilot business

Charities

“Givto was an easy way for us to bring in some much needed donations to our charity and increase awareness of the charity and our work. The process was simple and the team are supportive – it’s a fantastic idea that helps small charities get the word out.”

Becci Blues, CEO, Move the Masses

“Working with Givto has been straightforward and painless, with the tremendous up-side of increased awareness of our charity among Givto donors, a windfall donation, and all the Gift Aid administration taken care of as well. We hope to build on the work already done and develop a stronger relationship with both Givto and its donors.”

Louise Dockstader, Fundraising Manager, Hope Support Services

“It was a great way to raise awareness of bone cancer and the Bone Cancer Research Trust as well as vital funds for research.

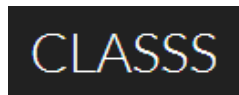
We’re grateful for the donation, it will make a big difference to our work. I would recommend to other charities that they too participate. Being able to tailor a message that showed supporters how they would help make a difference to people with bone cancer worked well. Also being able to share a tailored thank you message was a nice, personal touch. I liked that smaller charities like ours had the opportunity to be involved.”

**Bone Cancer Research Trust,
Givto for Business charity**



A big Givto thank you

to the charities we have worked with this year, and for all the wonderful work they do:



Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees.

Signature:

A white rectangular box containing a black handwritten signature, which appears to be 'A. D. Carter'.

Full name: Mr Andrew David Carter

Position: Chair of Trustees

Date: 21 January 2026



Independent examiner's report on the accounts

Report to the trustees/members of Better Giving Partnership on the accounts for the year ended 31st of March 2025 set out on pages 19 to 20.

Responsibilities and basis of report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

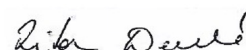
I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.


Zita Derbak MAAT AATQB
Independent Examiners Ltd
The Grain Store Hills Barns
Appledram Lane South
Chichester, West Sussex
PO20 7E

Signed



Date

23.1.2026

 CHARITY COMMISSION FOR ENGLAND AND WALES	Better Giving Partnership			No 1168976	CC16a
	Receipts and payments accounts				
	For the period from	Period start date 1/4/2024	To	Period end date 31/03/2025	
Section A Receipts and payments					
	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Gifts	-	15,346	-	15,346	10,914
BGP Grants	10,000	-	-	10,000	10,000
Givto GiftAid	-	3,021	-	3,021	2,778
BGP Donations	550	-	-	550	820
BGP fees	382	-	-	382	418
BGP Gift Aid	-	-	-	-	208
BGP Compensation Virgin	-	-	-	-	75
Gift Aid fees	97	-	-	97	-
BGP Bank cashback	3	-	-	3	2
	-	-	-	-	-
Sub total	11,032	18,367	-	29,399	25,215
A2 Asset and investment sales					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	11,032	18,367	-	29,399	25,215
A3 Payments					
Gifts to charities	-	19,272	-	19,272	12,244
BGP Marketing	308	-	-	308	2,777
BGP Accounting fees	815	-	-	815	-
BGP Printing	-	-	-	-	396
BGP GoCardless Fees	-	291	-	291	252
BGP Insurance	213	-	-	213	213
BGP IT services	255	-	-	255	170
BGP Analytics	22	-	-	22	-
BGP Postage	41	-	-	41	75
BGP Professional subscriptions	60	-	-	60	50
Sub total	1,714	19,563	-	21,277	16,177
A4 Asset and investment purchases					
	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-
Total payments	1,714	19,563	-	21,277	16,177
Net of receipts/(payments)	9,318	-1,196	-	8,122	9,038
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	12,004	1,196	-	13,200	4,162
Cash funds this year end	21,322	-	-	21,322	13,200

Section B Statement of assets and liabilities at the end of the period						
Categories	Details			Unrestricted funds	Restricted funds	Endowment funds
				to nearest £	to nearest £	to nearest £
B1 Cash funds	Unrestricted funds			21,322	-	-
				-	-	-
				-	-	-
	Total cash funds			21,322	-	-
	(agree balances with receipts and payments account(s))			OK	OK	OK
				Unrestricted funds	Restricted funds	Endowment funds
	Details			to nearest £	to nearest £	to nearest £
B2 Other monetary assets				-	-	-
				-	-	-
				-	-	-
				-	-	-
				-	-	-
				-	-	-
	Details			Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets					-	-
					-	-
					-	-
					-	-
					-	-
	Details			Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use					-	-
					-	-
					-	-
					-	-
					-	-
					-	-
					-	-
					-	-
	Details			Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	Independent Examination			Unrestricted	660	17.11.2025
					-	
					-	
					-	
					-	
Signed by one or two trustees on behalf of all the trustees	Signature			Print Name		Date of approval

	Mr Andrew David Carter	21.01.26

