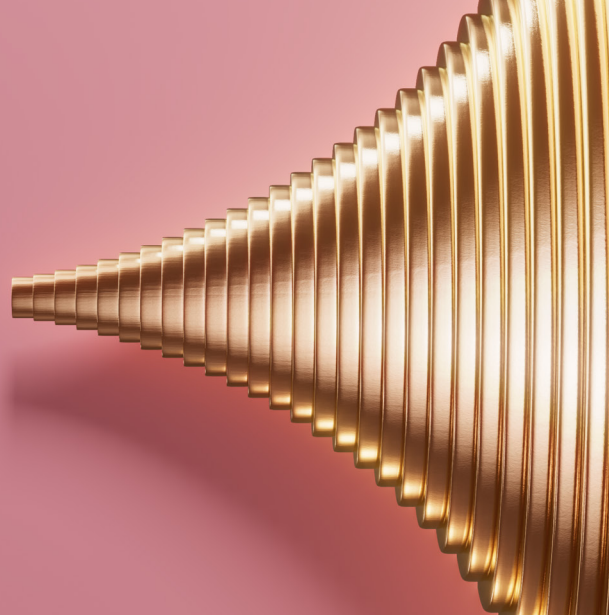


13 June 2025

Social Purpose eNews



Charity Commission highlights economic and technological pressures facing the sector

In a **keynote speech** at the Charity Times Annual Conference, Charity Commission CEO David Holdsworth outlined three major challenges confronting the sector: economic strain, rapid technological change, and global instability. He noted that while inflation and rising costs are squeezing resources, charities are also grappling with increased demand. Meanwhile, emerging technologies and shifting donor behaviours—especially among younger generations—are reshaping how support is given and received. Despite these pressures, the sector remains resilient, with over £96bn in annual income and a growing number of registered charities.

Service offerings expand post-COVID-19 amid rising demand

According to the **Association of Charitable Organisations (ACO)**, charities have significantly broadened their support services since the pandemic. These now include debt advice, mental health counselling, sleep management, and support for gambling and neurodiversity. The ACO emphasised the importance of embedding robust impact evaluation practices to ensure these services remain effective and sustainable. The sector is also preparing for its Annual Conference in September, which will explore best practices in service delivery and impact measurement.



Charities rethink social media as platforms shift and reputational risks rise

In light of recent changes to X (formerly Twitter), many charities are re-evaluating their social media presence. **The May issue of Charity Finance** highlights how organisations are navigating the evolving digital landscape, with some opting to scale back or diversify their platforms. The issue also explores responsible investment trends, the implications of the new Charities SORP (Statement of Recommended Practice), and lessons in governance drawn from the Enron scandal. These discussions reflect a broader shift in how charities manage risk, transparency, and public engagement.

Critical year of political pressure, AI disruption, and volunteer gaps for charity leaders

With a new Labour Government in place, charity leaders are **prioritising efforts** to ensure meaningful involvement in policymaking. Despite promises of collaboration, concerns remain that the sector's voice is not being fully heard—particularly on issues like the two-child benefit cap. Meanwhile, leaders are also grappling with the ethical and practical implications of AI, the need for more inclusive practices, and a shifting volunteer landscape. The sector is being urged to adapt to changing demographics and expectations while forging stronger partnerships with businesses and local authorities.



Large charities are being urged to decentralise and empower local communities to stay relevant

Matt Hyde, CEO of the Lloyds Bank Foundation, emphasised that **large charities must evolve from centralized, bureaucratic structures** into more community-driven networks. Speaking at the “In Good Company” webinar, Hyde highlighted examples like Macmillan and Mencap, which are shifting towards community ownership models. Julia Cleverdon, chair of the National Lottery Community Fund, also called on corporates to contribute more than just money—offering skills, time, and expertise to support civil society.

Funding crunch spurts urgent calls for innovate and collaboration , Sector leaders have addressed the growing financial pressures facing charities due to paused grant funding and rising demand, highlighted at the **Charity Times Leadership Conference 2025**. The conference emphasised the need for innovative funding models, including digital fundraising, corporate partnerships, and community engagement. David Holdsworth, CEO of the Charity Commission, stressed that “no lasting social change comes from isolated efforts,” urging greater collaboration across the sector.

Gift Aid rules may be disrupted by new consumer protection legislation, raising sector concerns

Stone King’s analysis of the Digital Markets, Competition and Consumers (DMCC) Bill warns that its treatment of charity memberships as commercial transactions could undermine Gift Aid eligibility. The bill mandates refund rights during a cooling-off period, which conflicts with the notion of donations. Although the government has pledged to amend Gift Aid legislation to accommodate the bill, legal experts caution that unresolved contradictions between the bill and the Income Tax Act 2007 could create uncertainty for charities.



Charity SORP

The new **Charities Statement of Recommended Practice (SORP)** for 2026, which is expected to be published in Autumn 2025, is currently open for a public consultation until June 20, 2025. This revised SORP will be effective for accounting periods starting on or after January 1, 2026. The consultation draft, which was released in March 2025, includes significant updates to charity accounting and reporting requirements, including changes to how charities report their impact and sustainability credentials.

HaysMac named one of The Sunday Times 'Best Places to Work 2025' – Big Organisation category for second consecutive year

We are thrilled to announce HaysMac has been recognised as one of The Sunday Times 'Best Places to Work' in the Big Organisation category, and winner of the 2025 'Industry Award' in the Business and Management Services – Big Organisations – sector, marking its second consecutive year on the prestigious list.

In addition to its place on the main list, HaysMac won the 'Industry Award' for 'Business and Management Services – Big' and featured as highly commended in the 'Best Places to Work for Women' category. These acknowledgements reflect the firm's ongoing efforts to champion gender equity through inclusive leadership, flexible working policies, mentoring schemes, and active support networks.



HaysMac Social Purpose Summer Party

A reminder that our Social Purpose summer party will take place on 19 June! We're kicking off the evening with a lively panel discussion at our office, featuring **Steve Harper**, Partner and Head of Social Purpose, and **Kathryn Burton**, Partner and Head of Professional Institutes and Membership Bodies. They'll dive into the hot topic, "Will the new Charities SORP enhance public trust?". Afterwards, we'll enjoy refreshments, where we can continue the conversation and network.

[Register here!](#)



Upcoming events programme

Theatre Conference

24 June 2025

09:30-17:00

Southbank Centre

CFG Conference

26 June 2025

08:15-18:00

Convene Sancroft

Civil Society Charity Awards

3 July 2025

Royal Lancaster Hotel

Memcom Leadership Forum

10 July 2025

Barbican Centre

Memcom Summer Party

10 July 2025

Barbican Centre

Should you have any questions please do not hesitate to contact Steve Harper at sharper@haysmac.com

HaysMac[★]

10 Queen Street Place
London EC4R 1AG

T 020 7969 5500
E marketing@haysmac.com

haysmac.com

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Winner: Large Firm
of the Year 2023



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Top 10 auditor to quoted companies
in Adviser Ranking Listing