Charities in Wales desperate for management support amid growing pressure on services

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A new report based on a survey of over 300 charities across Wales found charities are facing a perfect storm—and it's one we can't afford to ignore.

As the world recovers from a devastating pandemic, a series of shocks, including a rise in the cost of goods and services, the impact of high inflation on donations, a challenging fundraising environment and increased demand for services, have hit charities hard.

The survey, conducted by Cranfield Trust, the UK's leading provider of pro bono management support for charities, reveals that nearly half of charities said lack of long-term, core funding was a barrier to development and 73% said they would benefit from immediate management support. Although pro bono management support is available to charities in Wales, many respondents were unaware of it.

With funding from the Welsh Government steadily decreasing over the last ten years, charities in Wales are estimated to have lost 24% of their total income during 2021—equating to a staggering £620m loss.

Amanda Tincknell, CEO of Cranfield Trust, said, "People all over the UK will be hard hit this year by the rising cost of living and many of them will turn to charities to get the help or advice they need. But charity leaders in Wales are worried about how they will cope managing the increased demand for services, at a time when generating income to deliver their services is tougher than ever and their capacity is stretched to the limit."

According to the survey, 85% of charity leaders said having time to be both strategic and operational was their major leadership challenge, now and in the next 12 months.

Amanda continued, "Through the survey, charity leaders in Wales told us they are under enormous pressure, and are struggling to find time to think strategically while acting operationally, and they need external support now. We urge charity leaders to reach out for the pro bono management support that is available to them, so they can continue to support the people and communities that rely of their vital services."

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Company Contact:

Cranfield Trust

T. 07793 819629
E. media@cranfieldtrust.org
W. https://www.cranfieldtrust.org/

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