

The importance of equity in the supporter experience

Supporter Experience Conference,
Fundraising everywhere, May 2025

Who are we?

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Agenda for the session

- 🔗 Why this topic matters
- 🔗 What do we mean by equity?
- 🔗 Four provocations to challenge our thinking
- 🔗 Closing thoughts

Why this matters:
an important
reminder



- 🔗 The make up of the UK population is shifting.
- 🔗 A more ethnically diverse, multi-faith country.
- 🔗 Opportunity to meet the needs of this broader population both in terms of service delivery and fundraising/supporter experience.

Why this matters: an important reminder

- 🔗 Real people living real lives - not just numbers on a spreadsheet
- 🔗 Real belonging and connection to your cause and your charity
- 🔗 Real money that gets donated or pledged.
- 🔗 The case for getting this right
 - ✖ business/ethical/human/legal
- 🔗 Future-proofing

What do we mean by equity?

Accessible facilities information

We want all our customers to be able to shop with us easily (including disabled people, older people and people with young children). Below is a list of the facilities we provide in our stores to make our customers' shopping experience easier and more enjoyable.

Toilets

Selected stores have toilets, baby change facilities and accessible toilets.

Designated Blue Badge parking spaces

All car parks belonging to Sainsbury's have designated Blue Badge parking spaces. These are located near the main store entrance for customers who have a Blue Badge.

Help with shopping

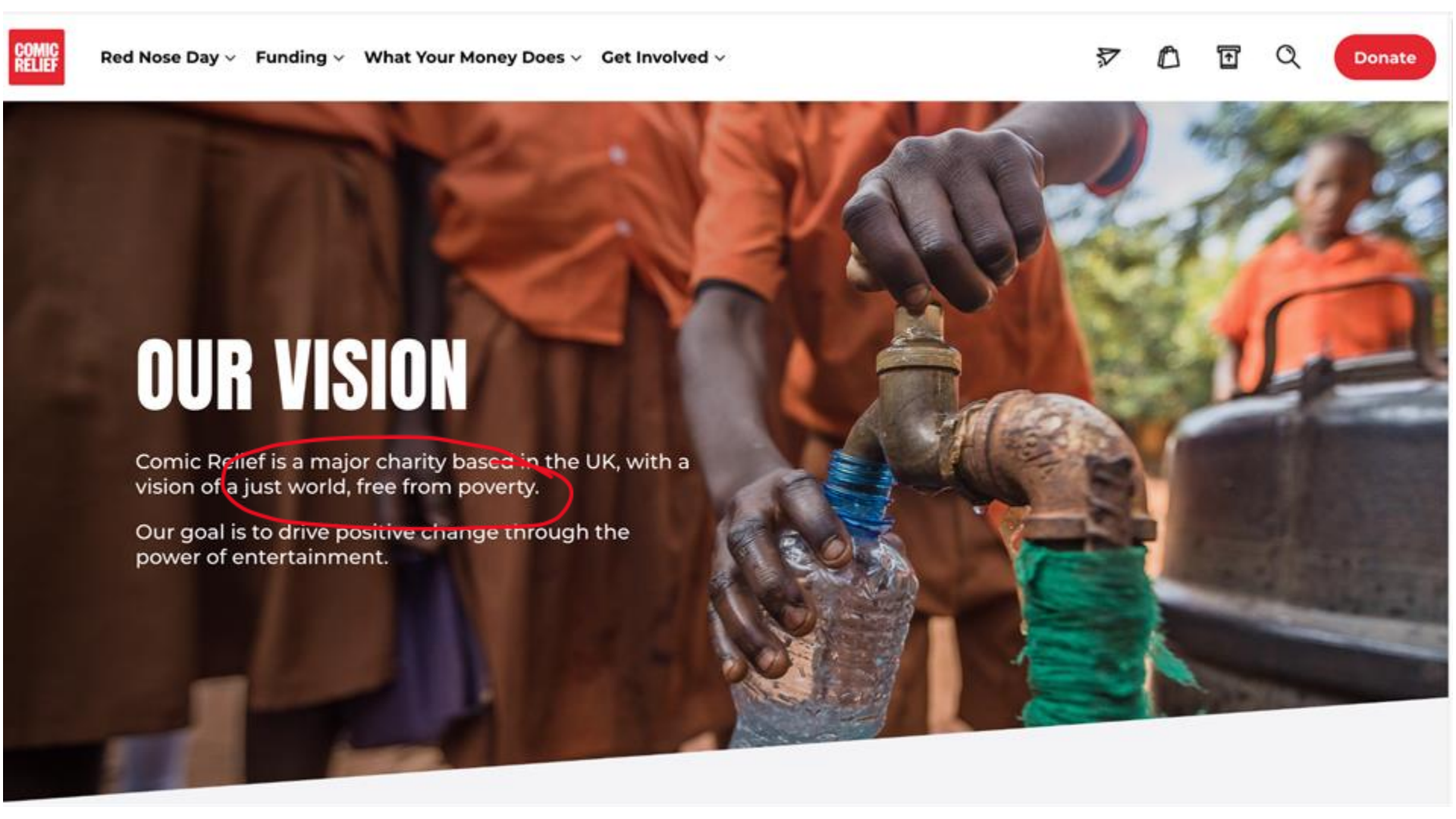
We will always be happy to offer our customers any assistance they require with their shopping. Colleagues can help older and disabled customers around the store and do their shopping with them. Further help is also available at the checkouts if customers would like assistance with unloading or packing shopping, or if customers would like help taking shopping into the car park.

Wheelchairs, Mobility scooters and specialty trolleys

Wheelchairs are available in our supermarkets and we also have trolleys that clip onto wheelchairs. Our supermarkets also offer trolleys for disabled children. Mobility scooters are available in our larger stores. Please ask colleagues if you would like us to show you how they work.

Provocation 1: Supporter experience is not an island

- ✂ Deeply rooted in organisational strategy, values, how you articulate the problems you are solving and what you need the money for.
- ✂ Equity should be a starting point
- ✂ Should lead to equity in the supporter journey (as well as everywhere else)



OUR VISION

Comic Relief is a major charity based in the UK, with a vision of a just world, free from poverty.

Our goal is to drive positive change through the power of entertainment.



People and Nature Thriving

Our 2025 to 2035 strategy

Our strategy

Here are our three goals for 2050 and a fourth showing how we will serve them in the next decade.



Restore nature:
not just on
National Trust land,
but everywhere



End unequal access
to nature, beauty
and history



Inspire millions
more people to care
and take action



To achieve our goals
we'll need to renew
our ways of working,
in a world that's
changing fast

Provocation 2: Supporter experience also exists in the real world

- 🔗 We all exist in wider society. Different people may have different experiences because of systemic issues, socio-economic factors etc.
- 🔗 Your relevance matters. For example, if you are largely relevant only to one cohort, then you can't easily expect to be universally relevant when it comes to asking for money.
- 🔗 Two examples to share:
 - ✿ Supporter experience of men who had donated in memory of the wives they had lost to breast cancer.
 - ✿ Hospices - and the impact the patient experience has on (potential) supporters.

Provocation 3: Supporter experience will fail if you don't live your values

- ✂ There is often a disconnect between organisation today and the organisation that was originally invented.
- ✂ A reconnection with and/or interrogation of founding principles is important
- ✂ Some examples to share:
 - ✂ Samaritans
 - ✂ International development as a sector

“We are the RNLI - the charity that saves lives at sea”

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Car accident that has left Jeffrey
I'm not going anywhere!
High street fashion brand crashes into
NADINE DORRIES: I believe there's only
The cheap powder gym fanatics love
Three dead after bus and car crash

Will a woke obsession with diversity sink the RNLI? Some have called it a migrant 'taxi service', now SUE REID investigates how the lifeboat charity is mired in a toxic culture clash

By SUE REID
PUBLISHED: 08:00, 1 July 2023 | UPDATED: 07:22, 3 July 2023

393 shares 2.1k View comments

On a bright April day in 2020, a rubber dinghy crammed with migrants floundered in peril in the sea off Hastings. Overloaded with men, women and children, many of them screaming for help, the craft had been blown off course towards the East Sussex town after launching from a beach 40 miles away in France. It was hopelessly

TOP STORIES

- Car accident that has left Jeffrey Epstein victim Virginia Guffire with 'only four days left to live' was just a 'minor crash', say Australian police
- Medication taken by one in seven people in the UK massively increases risk of sudden cardiac death, study suggests - doctors in shock
- LIZ JONES: I have a suspicion what's really going on inside Spencer Matthews' marriage to Vogue Williams... and what kind of a man he TRULY

“the subjects of all nations be equally objects of the Institution”



Nigel Farage MP

@Nigel_Farage

I stand by my comments that the @RNLI are being used as a taxi service for illegal trafficking gangs.

Here is my message to them after they picked a fight with me in The Guardian today. ↓



8:43 PM · Jul 28, 2021

“We are the RNLI - the charity that saves lives at sea”

Donations to RNLI rise 3,000% after Farage's migrant criticism

UK lifeboat charity raises £200,000 in single day after CEO hits out at Nigel Farage's 'taxi service' claim



Wednesday's donations were about 30 times the average figure that the RNLI receives.
Photograph: Ben Stansall/AFP/Getty

The Royal National Lifeboat Institution has raised more than £200,000 in a single day after defending its work rescuing migrants at risk of drowning in the Channel, while volunteering inquiries have almost quadrupled.

The RNLI said it had been inundated with donations and messages of support since its chief executive hit out at Nigel Farage's claim that it was running a “migrant taxi service”.

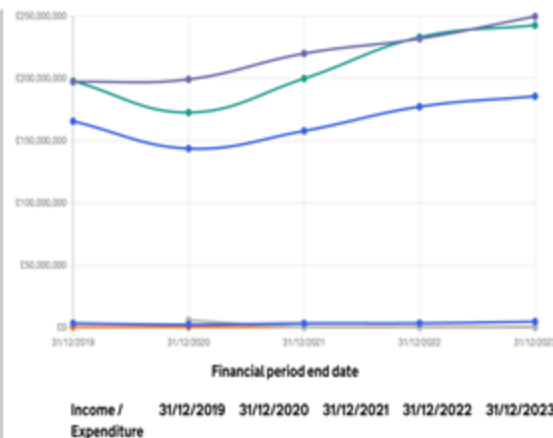
THE ROYAL NATIONAL LIFEBOAT INSTITUTION

Charity number: 209603



Charity reporting is up to date (on time)

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[Accounts and annual returns](#)
[Governing document](#)
[Linked charities](#)



Provocation 4: 'Fixing' staff recruitment doesn't fix everything

- ✂ If we were all perfectly proportioned to reflect demographics of society, we might make better decisions and we might look more representative but...
- ✂ ...it's not a superficial exercise, not wallpapering over the cracks.
- ✂ The big strategic threads - your purpose, your strategy, your culture - need to do the heavy lifting first.

What next?

- 🔗 Map your supporters against the population - can you create appropriate experiences?
- 🔗 Experience your charity through other people's eyes, through your own eyes
- 🔗 Inclusivity plan and principles - if you have them for staff, apply them to supporters
- 🔗 Share good practice within Fundraising and beyond
- 🔗 Join up the why, what, how of your mission



A final story
to capture
the spirit of
this session