

IMPACT

REPORT



April 2024 - March 2025

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HOW WE CREATE IMPACT

Global's Make Some Noise funds life changing projects delivered by small charities, making a real difference in communities across the UK. We're here to make sure nobody has to face life's toughest challenges alone.

As the official charity of Global, the Media and Entertainment Group, we tap into the power of Global's radio brands including Capital, Heart, Classic FM, Smooth, LBC, Radio X, Capital XTRA and Gold, as well as Global's extensive outdoor advertising portfolio - we use this to raise money and shine a light on some of the biggest issues affecting society today. So far, we've supported 527 charities and helped change the lives of over 227,359 people across the UK.

So, how do we create impact?



Bright Shadow

OUR MISSION: ENSURING NO ONE ACROSS THE UK FACES LIFE'S TOUGHEST CHALLENGES ALONE

Our vision is for everyone to	Feel Safe	Feel Well	Feel Prepared	Feel Included
By	Providing shelter & safety	Supporting physical & mental health	Developing life skills	Preventing isolation
To Impact	Increased safety	Increased mental health, physical health & wellbeing	<ul style="list-style-type: none"> Enhanced employability and career development Strengthened personal skills and self-confidence Greater independence and self-reliance 	Reduced loneliness and improved inclusion
Who support projects addressing	Homelessness, domestic violence, trauma, assault and stigmatisation	Disability, illness, mental & physical health, trauma, and poverty	Employment skills, digital exclusion, and disability	Carers, social injustice, neurodiversity, social exclusion, and disability
Through our programmes	Grants, awareness and capacity building			

Over 11 years, we've achieved a lot together:

Over
£40 MILLION

raised for those who need it most

227,359 LIVES

directly changed by the support we've provided

527 PROJECTS

that have impacted 552,484 lives

HOW WE CHANGE LIVES

Our grants fund projects providing shelter and safety, supporting physical and mental health, preventing isolation and improving life skills in local communities across the UK. Tackling a wide range of issues including bereavement, food poverty, domestic abuse, homelessness and loneliness.

From April 2024 - March 2025 we have:

Playskill



**Granted
over
£3 Million**

Achieve Thrive Flourish



**Secured £21k
Gifts-in-kind
through
partners for
small
charities**

Playskill



**Supported
the work
of 143 small
charities**



**Touched
the lives
of 76,600
people**

Glasgow's Golden Generation

OUR IMPACT ACROSS THE UK

Our Project Grants fund specific work within a charity, such as a particular service, programme, or area of activity, for up to two years.

Charities can request funding for a range of costs. This includes key roles, service delivery, key activities, equipment, refurbishments, or a mix of these, the focus is on the impact they can make.

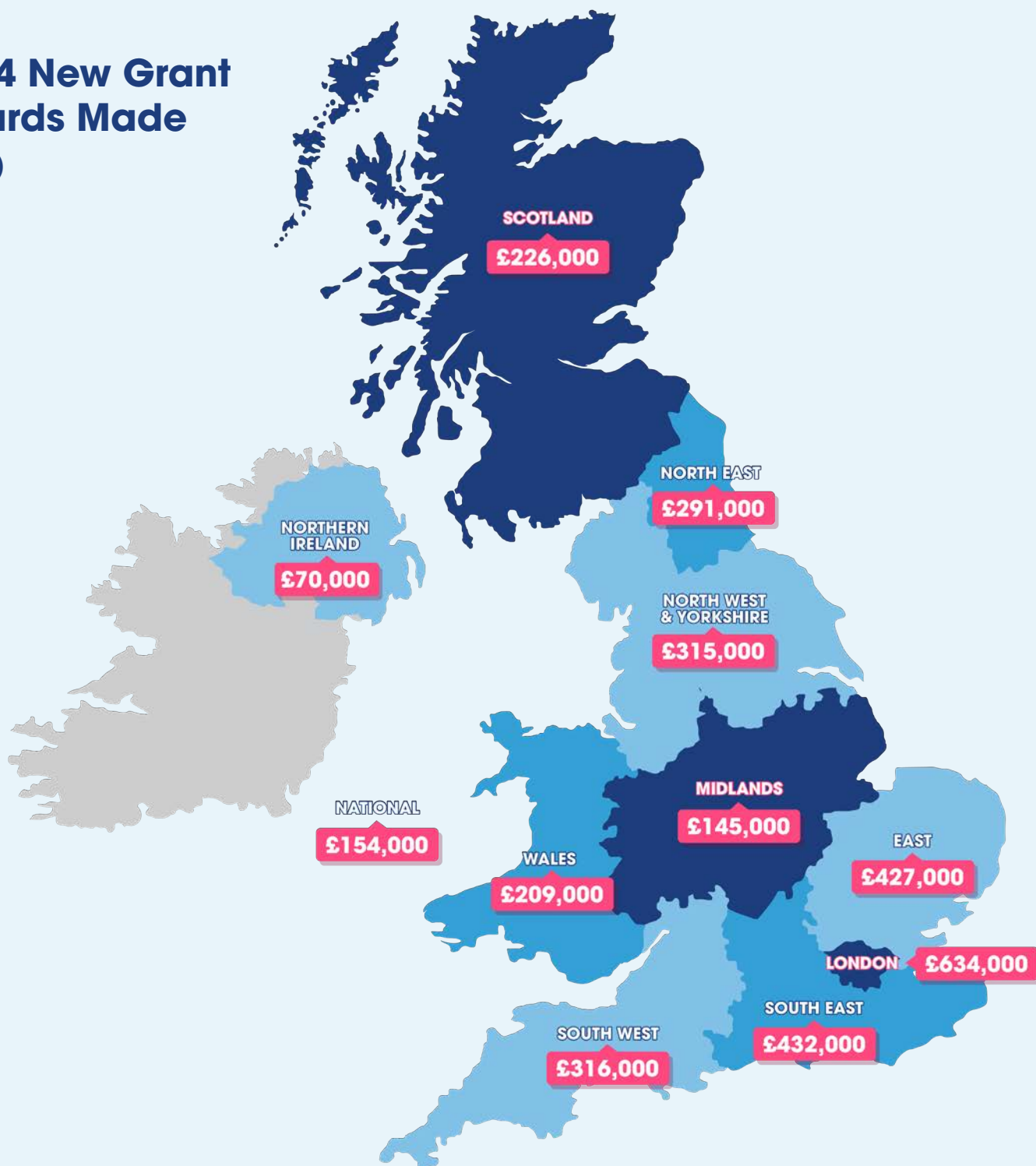
The project can be something ongoing, an expansion of existing work, or a brand-new idea.

The average Project Grant we award over two years is £64,282.

Our Core Grants help cover the everyday running costs of a charity. This might include staff training, rent and utility bills, admin, systems, or anything essential to keep things going.

These grants are vital for helping charities stay strong and meet the needs of their communities. The average Core Grant we award is £7,388.

2024 New Grant Awards Made (64)



CHANGING LIVES, TRANSFORMING FUTURES

At Global's Make Some Noise, we support projects at small charities that help people through some of life's toughest challenges. Every day, they're there for those who feel alone, overwhelmed or overlooked, offering vital support, comfort and hope when it's needed most.

Disability

Loneliness

Poverty

Mental Health

Lack of Opportunity

Bereavement

Illness

Carers

Abuse/Trauma

Homelessness

“ The Outburst Plus project has made such a difference to my life. I feel able to talk about all the things I have bottled up for so long, it's such a relief to feel free ”

- Shelley, Base 51, Nottinghamshire

“ We continue to be so grateful for the support from Global's Make Some Noise and the support has been crucial for us especially with our growth in demand for our Counseling Service ”

- Suicide & Co, London

“ Attending Bridgend Young Carers has really helped me to share my experience with others and has made me realise that I am not alone. There are other individuals in the same situation who feel exactly as I do. It's nice to socialise with those who feel what you feel and who are able to provide a different type of support to others. ”

- Bridgend Young Carers, Wales

Hear from those we've supported:

Kate's Story

“

Our lives were plunged into chaos when our little boy arrived prematurely at 29 weeks. The hospital's quick action saved both our lives, but it meant spending the next 8 weeks in the Neonatal unit... Once we came home and we tried to settle into normal family life, I realised I wasn't ok. I had come across the Spoons pages on social media... A family support team member called me, and for the first time someone understood me and normalised what I was feeling. I am unsure where I would be now without the help of Spoons, but I know that they saved my life.

”

Global's Make Some Noise funded Spoons' (Manchester) 'Help to Heal' for two years, a therapeutic support programme for families with babies on the neonatal intensive ward, or who are experiencing trauma after an extended stay in hospital.



Hear from those we've supported:

Keira's Story

Global's Make Some Noise funded Suicide & Co's (London) counseling project for one year, providing online bereavement support for those affected by suicide.

“

I lost my dad to suicide 2 years ago, it was the hardest and most traumatic event in my life. Suicide&Co listened and provided me with a therapist who truly understood the complexities of suicide loss. I now feel like I belong to a community of individuals who have shared similar experiences which is of comfort, knowing that I'm not alone in this journey.

”





The best thing about being part of Global's Make Some Noise was the culture of trust. We felt backed without being micromanaged. It was clear the team believed in our work and gave us the space to get on with delivering, while still being there when we needed support. That balance made all the difference.

- Youth Leads UK, Salford

We genuinely felt that Global's Make Some Noise believed in what we were doing. Their support wasn't just financial; it was a heartfelt endorsement of our mission. They trusted our vision, empowering us to continue our work with confidence, knowing we had their backing every step of the way.

- Tang Hall Community Centre, York

The confidence in our work demonstrated by your grant has provided leverage and helped us secure other grants and match funding to ensure that this important work continues and evolves.

- Katherine Low Settlement, London

Overall, Make Some Noise has not only provided financial support but also a sense of validation and encouragement for the team, motivating us to keep pushing forward and make an even bigger impact in our community!

- Allsorts Gloucestershire

In addition to grant funding, we strengthened the long-term sustainability of our charity partners through a dedicated Learning and Development programme and wider Grants+ initiatives. This included a strategic partnership with OMD Worldwide, which delivered capacity-building workshops focused on marketing, communication and soft skills for professionals.

A highlight of the year was our annual in-person 'Charity Partners Learning and Development Day' at the London Transport Museum, where partners came together for a day of learning, connection, and practical development—reinforcing our commitment to investing in the people behind the projects.

I just wanted to say thank you so much for the training day yesterday, I've come away with some really useful tips and it was so lovely to network with so many other small charities along with yourselves and the industry experts. It was a truly inspiring day

- Amy, Younger People with Dementia, Wokingham

Thank you for a lovely day yesterday, it was fantastic. The topics were really informative, particularly (for me) the strategy session and the insights session at the end of the day. (The event) allowed me to meet some incredible people, doing amazing things across the UK. Thank you for your hospitality! Moreover, I got a genuine sense that Global's Make Some Noise care about our work and that of other small charities

- Craig, Disability Sport Yorkshire, Wakefield

Thank you for inviting me to the event on Tuesday. It was a fantastic day and the speakers were incredible. Very interesting day!

- Alissa Bevan, Bridge End Carers Centre, Wales

Thank you so much for the event on Tuesday. It was wonderful, and inspiring! I learned a few new tricks too.

- Paul Fordham, Abbey Community Centre, London



How our funding goes further

Expertise in Reaching Grassroots Charities



We specialise in identifying and funding small, local charities that are often overlooked by traditional funders. Our deep due diligence process ensures funding reaches high-impact, well-governed organisations working at the heart of communities.

Trusted Grant making Infrastructure



We provide the full wraparound grant process - screening, assessing, funding, impact reporting, and capacity-building - saving time, resources and risk.

Needs-Led Funding



We work with partners to shape joint funding initiatives, informed by what charities actually need - not just what's easy to fund. This enables flexibility and long-term sustainability, driving real outcomes for people across communities.

Collective Strength, Shared Learning



Charities in our network benefit from shared insight, awareness, and training - ensuring your support contributes not just to funding, but to long-term resilience and knowledge.

Proven Reach and Oversight



We lean into Global's incredible reach, bringing national profile and public engagement - ensuring your support has visibility and scale.

Between April 2024 - March 2025, we confirmed project funding support for an additional 64 charitable organisations across the UK by awarding over £3 million in grants. These funds have been distributed to support vital two-year projects across our 4 key areas with over 22,300 people estimated to be able to access essential mental health and domestic violence counseling, carer support, community projects and skills development programmes.

But the ripple effect goes even further - more than 54,300 additional lives will be touched by this work. From families who gain stability when a loved one receives help, to communities strengthened by safe spaces and new opportunities, our funding is reaching far beyond the frontlines to bring hope, dignity, and connection to tens of thousands more.



Nick Ferrari, LBC, at Global's Make Some Noise Spring Reception at 11 Dowing Street



The recent economic climate has forced many more families to look to small charities in their communities for help, and this, at a time when increasing costs are making it more expensive for the charities to deliver their services. They are struggling to meet the growing demand.



In addition to the 64 charities that received new funding, we were also proud to continue supporting 84 charities with funding, to deliver frontline services within communities and to be in a better position to navigate the challenges of the cost-of-living crisis.

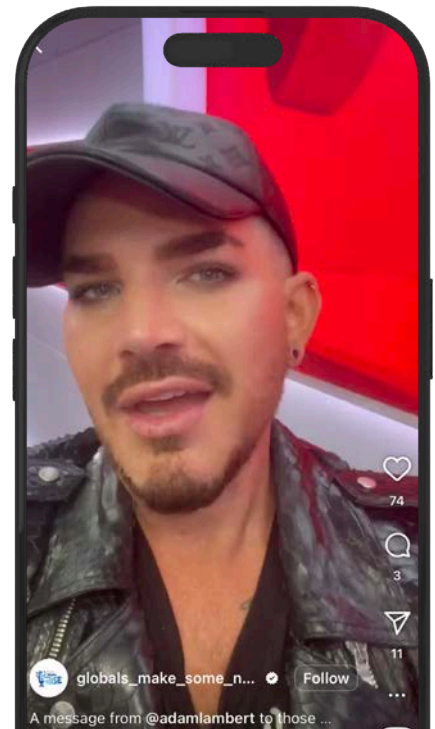
In short, we funded crucial programmes, we gave a voice, we created development opportunities, and we gave a helping hand to support 143 small charities across the UK in this year.

RAISING AWARENESS

Throughout 2024-2025 we worked with Global's radio stations to find opportunities to profile some of the issues we are tackling with our small charity partners.

Global is home to the UK's biggest and best-loved radio stations including Capital, Heart, Classic FM, LBC, Smooth, Radio X, Capital XTRA and Gold. On-air, on Global Player and with outdoor platforms combined, Global reaches **51 million individuals** across the UK every week, including **29.2 million on the radio alone**.

Our grants fund projects tackling a wide range of issues. We also used our digital channels, and working with the Global brands' digital teams and talent, used our collective platforms to raise awareness of the issues that we support.



Every year, we run a public appeal across Global's radio, digital and outdoor platforms to raise money for small and local charity projects across the UK. During our Appeal in October 2024 and other occasions throughout the year, we provided awareness-raising opportunities to our charity partners, meaning their voices were heard by Global audiences across the UK.

Our 2024 Appeal saw all the brands coming together to create a day of giving moments, sharing charity stories and helping to drive donations with Auctions, Presenter Challenges, Podcast in the pub 'Pubcast' and covering the phone lines.



Across Global, Make Some Noise Day was supported by the whole organisation, with fundraising activities including dog shows, talent shows, auctions and raffles to enable all Global staff to come together to both support and enjoy the day.



Global also continued to support us with donations from Capital's Summertime Ball and Capital's Jingle Bell Ball.



OUR PARTNERS

Our generous partners have contributed hugely to our fundraising goals this year, with sponsorship, prize donations, and support for our campaign activity. We are grateful for their support and love finding new ways of working together that highlight their brand values.



Furniture Village were our Headline Appeal Sponsor and Winter Giving partner in 2024. Furniture Village truly championed the power of community, which was reflected by the key messaging 'It Takes a Village'. As the hero sponsor of our 2024 appeal, Furniture Village played a pivotal role in raising an incredible £3.8 million.



Universal Pictures' The Wild Robot supported Amanda Holden's Big Ride to Work in October 2024, where Amanda cycled over 250 miles across 5 days. Along the way, Amanda was surprised by their £100,000 donation amount, which was celebrated across the Heart network. Much like Roz the robot, Amanda's challenge celebrated a journey of self-discovery and connections with the world around us.



Barclaycard were also the main sponsor for Make Some Noise Night, our annual gala dinner. Guests were entertained by games from the Capital Breakfast Team then danced the night away to the likes of Jessie J and Ed Sheeran. It was a fantastic night that raised over £1.2 million.



As part of our 2024 partnership with Hyde Park Winter Wonderland, we teamed up with Capital to spread festive cheer. We promoted the event through bespoke audio, attended their VIP Preview Night, and created unforgettable memories for our charity beneficiaries at their Winter Wishes Day.



Viking supported Global's Make Some Noise for the third consecutive year, helping to change lives across the UK by supporting Classic FM's Dan Walker's Coast-to-Coast Cycle and Alexander Armstrong's Famous Five Flipped on-air challenge, as well as donating a luxury cruise prize.



Fulfil supported Spencer Matthews' Great Desert Challenge, where he ran 30 marathons in 30 days. Fulfil's high protein, vitamin packed bars kept Spencer fueled through every mile of the high-profile, world record-breaking challenge, while their generous donation and support helped fundraising efforts.



O2 worked with Global's Make Some Noise to raise awareness of the National Databank, providing free mobile data to those in need. Global's Make Some Noise provided expert-led consultancy, with authentic storytelling, contributor sourcing, and strategic guidance to help O2 navigate the topic with credibility and care. The campaign was built on real voices with authentic stories, adding relatability and emotional impact.



Digby Brown were the proud hero sponsor of Heart Scotland's incredible 2024 activation, Des' Great Walk to Glasgow. From on-air storytelling, digital presence, and real-time encouragement, Digby Brown's support resonated with audiences across the country, making Des's Great Walk to Glasgow a truly unforgettable campaign.



Carnaby Street partnered with Global's Make Some Noise to unveil their all new "Into The Lights" Christmas lights display, with Capital XTRA. The partnership launched with a bang when Capital XTRA Breakfast presenters Rob & Shayna Marie attended the live switch on event. With pop-ups, performers and special offers throughout, the partnership aimed to blend holiday magic with the spirit of giving.



Domino's were the hero sponsor of Toby Tarrant's epic unicorn adventure, where he pedalled over 50 miles across 5 days, all on a unicorn pedalo. Domino's were there every step of the way, with a station takeover on Radio X, championed by Chris Moyles and the breakfast team. Domino's even took their delivery service to the next level by delivering pizza to Toby directly on his pedalo!



Quaker Oats sponsored Capital's All Day Breakfast show for our biggest fundraising event of the year, Make Some Noise Day, led by Jordan North. Brought to life across radio, digital, and social, the unforgettable day featured a series of challenges, and a few surprises from his I'm A Celebrity... Get Me Out of Here mates.



Every year on September 11th BGC Charity Day honours the employees who died in the attacks on the World Trade Centre in New York City. This day is their positive legacy as BGC donate 100% of their global revenues to many charities around the world. BGC selected us as one of their charity partners for their Charity Trading Day, so we took Tom Grennan and Spencer Matthews along to help take calls from their clients.



A long-standing supporter, Berryplants deepened their commitment to our work in 2024 by becoming our Big Give Christmas Challenge Partner. Their generous donation of £10,000 was used as match funding—unlocking an additional £10,000 in public donations and doubling the total to £20,000. In addition to this, Berryplants donated a further £10,000 directly to us, bringing their total contribution to £30,000. This incredible support helped us reach even more people facing tough times and significantly amplified the impact of our work.



We're very excited to be part of such a brew-tea-ful partnership with English Tea Shop, the leading independent specialty and organic tea company who have committed to raising £10k for Global's Make Some Noise. When customers shopped their teas online English Tea Shop made a donation with every purchase made.

Our generous prize donors including Kenwood Travel, Sandals, Thomas Cook and Avani, supported us in raising an incredible £390,028 across the year, giving amazing prizes such as holidays, tech bundles and 'money can't buy' musical memorabilia.



COMMUNITY FUNDRAISING

Our supporters demonstrated amazing commitment to our cause again this year, undertaking challenging fundraising activities to boost donations and help us to change even more lives.

They got involved in major events like the London Marathon, Adidas Manchester Marathon, Hackney Half Marathon, alongside numerous personal challenges like a 160 mile

bike ride from Scarborough to Blackpool and 50 challenges before turning 50!

We also saw schools using their 'Wellness Days' to raise funds for our projects.

Our internal team of 'Noisemakers' across the Global business did an amazing job of raising awareness internally and driving community support.

£248,695



LOOKING AHEAD: DRIVING GREATER IMPACT TOGETHER

As we look to the year ahead, we're focused on empowering even more small charities to create lasting change in the communities they serve.

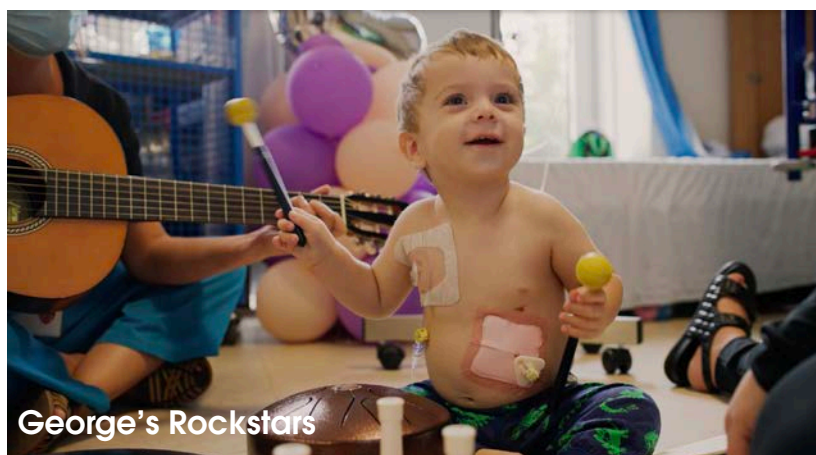
We know times are tough, with rising costs, increasing demand, and growing pressure on small charities. That's why we're staying agile, evolving how we fund, and ensuring every penny delivers the greatest possible impact.

We're proud to have made our grant-making more responsive so charities can access the support they need, exactly when they need it.

As we move forward, we'll continue to be bold, collaborative, and driven by impact, putting donations to work where they matter most.

Help us say **YES** to more vital projects.

Get in touch at: partnerships@makesomenoise.com



THANK YOU



Global's Make Some Noise is an appeal operated by Global Charities Limited,
a registered charity in England & Wales (1091657) & Scotland (SC041475)