



Merrifield
consultants

QUARTER TWO – 2026 CORPORATE PARTNERSHIP HIGHLIGHTS

CONNECTING PEOPLE, CREATING COMMUNITIES

Introduction - Driving Impact Through Partnership

Quarter Two of 2026 has built on the strong foundations established at the start of the year, with charities and businesses continuing to demonstrate the value of strategic, purpose-led partnerships. Across the sector, organisations have celebrated significant fundraising successes, launched innovative collaborations, expanded long-term partnerships, and delivered programmes that are creating meaningful change for communities across the UK.

The stories featured this quarter highlight a sector that continues to evolve, with partnerships becoming increasingly ambitious, collaborative, and focused on delivering measurable social impact. From multi-year strategic alliances and employee engagement initiatives to creative fundraising campaigns and skills-based collaborations, charities and corporate partners are working together in new ways to tackle some of society's most pressing challenges.

As we passed the halfway point of the year, Quarter Two reflects the continued strength and resilience of the corporate partnerships space. These achievements demonstrate the lasting value of partnerships built on shared purpose, innovation, and mutual commitment, providing strong momentum for the remainder of 2026 and reinforcing the vital role collaboration plays in creating lasting positive change.

Quarter Two Round Up: Corporate Partnerships



Humane World for Animals UK x 11 Bit Studios

The ongoing partnership between Humane World for Animals and 11 Bit Studios continues to demonstrate the power of gaming to create real-world impact for animal welfare. Through the Paws and Claws downloadable content for Children of Morta, players can support Humane World for Animals while rescuing animals in-game, with 100% of DLC profits funding the charity's global animal protection work. Since 2020, the collaboration has raised more than £546,000, helping to rescue animals from cruelty, respond to disasters, and provide lifelong sanctuary care. Together, the partnership is transforming virtual gameplay into tangible support for vulnerable animals, protecting thousands of lives while inspiring gamers to contribute to lasting global change.



Sense x Decathlon

The newly announced partnership between Sense and Decathlon UK marks an exciting commitment to making sport more inclusive for disabled people with complex needs across the UK. As Decathlon's Charity of the Year for 2026, Sense will work with the retailer to raise vital funds through nationwide in-store fundraising campaigns and community events, while promoting greater access to sport and play. This partnership will help break down barriers to participation, increase awareness of disability inclusion, and empower more disabled people and their families to lead active, connected, and fulfilling lives.



YoungMinds x M&S

One in five young people in England are struggling with their mental health, up from one in nine in 2017. With rising need and record demand for services, too many young people are without support.

YoungMinds, the UK's leading youth mental health charity, partnered with retailer M&S in October 2023. With a goal to raise £5million in three years, recently increased to £7million, the partnership also aims to raise awareness of the support available through YoungMinds, encourage customers and colleagues to support the young people in their lives, and expand the reach of YoungMinds Hello Yellow campaign.

In two and a half years, the partnership has already raised £7.3million, enabling YoungMinds to support young people and their families over 9 million times. M&S' support has also helped YoungMinds reach more schools through Hello Yellow, in turn increasing awareness of young people's mental health and YoungMinds.

The partnership demonstrates the collective efforts of a major retailer and leading charity to address a critical societal issue – helping ensure no young person feels alone with their mental health. In recognition for this shared commitment, the partnership is shortlisted for 'Medium Corporate Partnership of the Year' at the Third Sector Awards 2026.



Money Ready x IG Group

Money Ready and the IG Group have joined forces in a landmark partnership focused on improving financial education and confidence for young people and communities across the UK. Through a three-year funding commitment of more than £1 million, IG Group will support Money Ready's programmes, helping the charity reach 245,000 learners, establish a new community hub, and deliver hundreds of hours of employee volunteering. Together, the partnership will equip more people with the knowledge, skills and confidence to take control of their financial futures, while demonstrating the impact of long-term collaboration between corporates and charities.

The renewed partnership between Hatch Enterprise and Linklaters, now entering its third year, continues a collaboration focused on supporting underrepresented entrepreneurs and breaking down barriers to entrepreneurship across the UK. Hatch Enterprise supports people facing barriers to entrepreneurship, including disabled and neurodivergent founders, to start and grow sustainable businesses, with Linklaters contributing both financial support and skilled volunteering to create meaningful opportunities for founders.

This quarter, Linklaters is funding a dedicated Get Ready to Start programme, helping young people develop the confidence, skills and knowledge needed to turn their business ideas into reality. The partnership extends well beyond financial support, with Linklaters colleagues contributing their expertise through mentoring, workshops and Hatch's recent Demo Day, where they supported founders as "Friendly Dragons", providing thoughtful feedback and encouragement.

Linklaters has also invested in Hatch Enterprise itself through leadership and management training for its team, helping to strengthen the organisation and its ability to deliver lasting impact for entrepreneurs and the communities they serve. This partnership demonstrates how combining financial investment, professional expertise and employee engagement can create meaningful and sustained opportunities for underrepresented founders.

The collaboration between Sony Europe and the Royal National Institute of Blind People (RNIB) highlights the importance of inclusive technology and improving accessibility for people living with sight loss. Through a series of episodes on RNIB Connect Radio's Tech Talk programme, Sony shared insights into the accessibility features within its audio products, including how innovations such as the WH-1000XM6 headphones and LinkBuds Clip open earbuds can support blind and partially sighted users. The collaboration is helping raise awareness of accessible technology, promote greater independence through innovation, and demonstrate how businesses and charities can work together to create a more inclusive digital world.



Alzheimer's Society x Well Pharmacy

The new partnership between Alzheimer's Society and Well Pharmacy marks a commitment to strengthening support for people living with dementia, as well as their carers and families, within local communities. Through the partnership, Well Pharmacy colleagues will receive dementia awareness training, improved signposting resources and opportunities to engage with local communities, helping make pharmacies more informed, supportive and accessible spaces. This initiative will help ensure people affected by dementia can access greater understanding, reassurance and support close to home, while strengthening the role of community pharmacies as trusted points of connection within local communities.



RSPCA x Inspiring Vet Care

Inspiring Vet Care and the RSPCA are joining forces to help more animals find safe, loving homes while improving access to preventative veterinary care, bringing together the veterinary group's reach across more than 900 practices with the charity's national animal welfare network. As the RSPCA's official vet partner for rehoming and Adoptober, Inspiring Vet Care will use its extensive clinical reach to fund vet vouchers for owners facing financial hardship, provide 250 free Pet Health Club memberships through a preventative care pilot, and offer discounts to RSPCA adopters and volunteers. The partnership will help keep more pets in loving homes, empower owners with the knowledge and support to care for their animals, and help more RSPCA animals find new homes through the charity's annual Adoptober campaign.



London Museum x Sainsbury's

London Museum's partnership with Sainsbury's will shine a light on London's rich food culture and the role it has played in shaping the city's identity. As Principal Sponsor of London Museum's inaugural creative programme season, London Tastes, Sainsbury's will support a programme running from November 2026 to August 2027, featuring a spotlight exhibition exploring the changing appetites of a global food city alongside monthly house parties, interactive family events and dinner clubs. This partnership will bring London's culinary history to life, create new opportunities for people to engage with the city's culture, and celebrate the shared experiences that bring communities together through food.



Royal Ballet and Opera x Sofas & Stuff

The collaboration between Sofas & Stuff and the Royal Ballet and Opera offers a unique celebration of craftsmanship and creativity, drawing inspiration from the artistry and storytelling of the stage. Inspired by iconic productions including Swan Lake, The Sleeping Beauty, Carmen and La traviata, the partnership has created four couture-inspired furniture pieces that draw on the drama, detail and design of theatrical costume. This unique partnership celebrates the craftsmanship behind both the stage and the home, showcasing British creativity and bringing artistic expression to audiences in a new way.



The National Gallery x Iberdrola Power

The newly announced partnership between Iberdrola Power, through ScottishPower, and The National Gallery marks a celebration of cultural heritage and creativity, bringing one of Spain's most significant artists to UK audiences. As part of Iberdrola's commitment to supporting the arts alongside its global leadership in sustainable energy, the partnership will help bring Francisco de Zurbarán's work to London for a landmark exhibition featuring more than 40 paintings. Through this collaboration, Iberdrola and The National Gallery will help preserve and promote artistic heritage, inspire public engagement with culture, and demonstrate the important role businesses can play in supporting creativity and access to the arts.



The Woodland Trust x Screwfix

The renewed partnership between the Woodland Trust and Screwfix marks an ongoing commitment to protecting and restoring one of the UK's most valuable natural habitats. Through a new three-year collaboration, Screwfix will support the restoration of Kingsettle Wood in Dorset, helping to protect ancient woodland, increase biodiversity and strengthen the resilience of this important landscape for future generations. The partnership will enable vital conservation work, including woodland management and habitat restoration, while demonstrating the positive impact businesses can have in supporting environmental protection, wildlife recovery and the long-term preservation of the UK's natural heritage.



Help for Heroes x Tesco

The new three-year partnership between Help for Heroes and the Tesco Armed Forces Network will support the charity's Heroes Hikes series, helping create inclusive opportunities for veterans and their communities to connect, get outdoors and improve their wellbeing. Through the sponsorship, Tesco's Armed Forces Network will help deliver walking events that provide a supportive space for connection and shared experiences, with additional support from Mars providing refreshments for hikers. This partnership will help make Heroes Hikes more welcoming and accessible while supporting the health, wellbeing and community connections of those who take part.



The Enham Trust x Test Valley Packaging x Protega Global

Enham Trust's partnership with Test Valley Packaging and Protega Global continues to demonstrate a shared commitment to inclusion, opportunity and meaningful community impact for disabled people. Building on a longstanding relationship, the partnership will provide ongoing support for Enham Trust's Choices programme through regular funding and employee volunteering, helping to deliver activities and experiences shaped around the interests and aspirations of participants. Together, the partnership will create more opportunities for social connection, skill development and wellbeing, while demonstrating the positive impact businesses can have when they combine financial support with meaningful involvement in their local communities.



YoungMinds x Aon

The newly announced two-year partnership between YoungMinds and Aon marks a commitment to ensuring more young people can access the mental health support they need, when they need it. As YoungMinds' newest corporate partner, Aon will support the charity's mission through employee engagement in its flagship Hello Yellow campaign this October, helping to raise awareness and remind young people that they are not alone with their mental health. Over the next two years, Aon colleagues will also take part in a range of fundraising and challenge events, helping to generate vital funds to support YoungMinds' work with young people across the UK.



Comic Relief x The Bike Project x Holland & Barrett

The ongoing partnership between Holland & Barrett and Comic Relief continues to demonstrate the power of employee and customer engagement to drive meaningful social impact across the UK. Through this year's Red Nose Day campaign, Holland & Barrett colleagues have taken part in a wide range of fundraising activities, from quizzes and Pilates sessions to mountain hikes and in-store challenges, helping raise £516,000 so far in 2026 towards an ambitious £700,000 target. The partnership has now raised more than £1 million over three years, supporting organisations such as The Bike Project and helping people build greater independence, confidence and connection within their communities.



Royal Academy of Music x The Bentley Foundation

The partnership between the Royal Academy of Music and the Bentley Foundation represents an exciting investment in the future of classical music, with a particular focus on developing talent and creating greater opportunities for underrepresented conductors. Through the partnership, the Bentley Foundation will support the Glover-Edwards Conducting Programme, postgraduate conducting scholarships for women, and flagship performances by the Academy Symphony Orchestra. The partnership will help nurture the next generation of musical leaders, address longstanding inequalities within the profession, and create opportunities for emerging talent to shape the future of classical music and culture.



The Felix Project x FareShare x Yorkshire Building Society

The partnership between Yorkshire Building Society and The Felix Project & FareShare has reached a significant milestone, with colleagues raising more than £1 million to support people facing barriers to employment. Through a series of fundraising activities, including an overnight climb of Mount Snowdon involving more than 200 colleagues, the partnership has raised £56,000 for the Building Skills for the Future programme, which provides work experience, qualifications, CV support, interview coaching and financial wellbeing workshops. Together, the partnership is helping people build the skills, confidence and resilience they need to move into sustainable employment, with the programme aiming to improve the employment prospects of 2,500 people across the UK.



Conclusion -

Turning Partnerships into Lasting Impact

Quarter Two of 2026 has demonstrated the breadth, ambition and creativity of corporate partnerships across the UK. From raising more than £7 million for young people's mental health and surpassing £1 million in fundraising for employment programmes, to restoring ancient woodland, supporting animal welfare and opening up greater access to arts, culture, sport and technology, these partnerships are delivering impact across an increasingly diverse range of causes.

What stands out across this quarter is the move beyond traditional fundraising. Businesses are contributing not only financial support, but also their people, expertise, platforms, products and networks. Whether through employee volunteering, skills sharing, customer engagement, innovative campaigns or long-term strategic investment, the strongest partnerships are bringing together the unique strengths of both organisations to create deeper and more meaningful impact.

As we move further into the second half of 2026, the direction of travel is clear. Corporate partnerships are becoming more strategic, and more collaborative. The organisations featured this quarter show what can be achieved when businesses and charities move beyond simply raising funds and work together around shared purpose, expertise and ambition. If the partnerships highlighted in Quarter Two are any indication, the remainder of 2026 promises to bring even more innovative collaborations and opportunities to create lasting social and environmental change.

For more details on the partnerships featured in this edition, please see the reference links below.

References:

- Humane World for Animals UK x 11 Bit Studios
- Sense x Decathlon
- YoungMinds x M&S
- Money Ready x IG Group
- Hatch Enterprise x Linklaters
- RNIB x Sony Europe
- Alzheimer's Society x Well Pharmacy
- RSPCA x Inspiring Vet Care
- London Museum x Sainsbury's
- Royal Ballet and Opera x Sofas & Stuff
- The National Gallery x Iberdrola Power
- The Woodland Trust x Screwfix
- Help for Heroes x Tesco
- The Enham Trust x Test Valley Packaging x Protega Global
- YoungMinds x Aon
- Comic Relief x The Bike Project x Holland & Barrett
- Royal Academy of Music x The Bentley Foundation
- The Felix Project x FareShare x Yorkshire Building Society





GET IN TOUCH



Moses Thomas-Johnson

Consultant - Fundraising

020 7758 7929

moses.johnson@merrifieldconsultants.co.uk



Stuart Milliner

Head of Merrifield Consultants

0207 758 7929

stuart.milliner@merrifieldconsultants.co.uk