

## End of year report

B4's Raise'25 partnership has brought in over £74k in donations to support 12 life-changing local charities

Throughout 2025–26, the local business community has been fundraising towards this collective initiative, which will benefit a group of charities that support local people from cradle to grave.

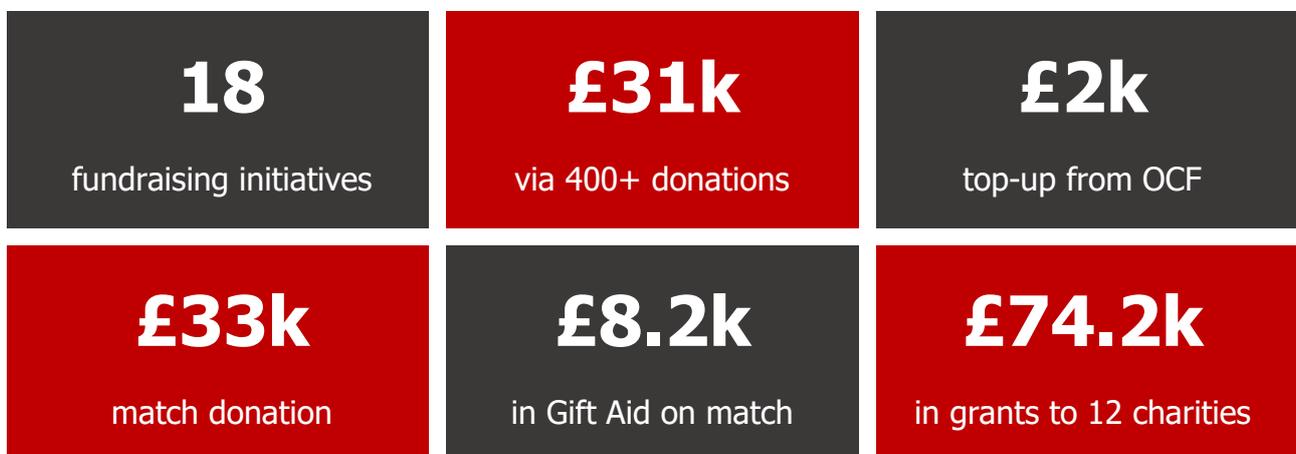
This marks the second year of B4's Raise collective fundraising campaign bringing business owners and employees together with local charities to build a fairer, safer and happier Oxfordshire for all. The 12 charities that benefit from Raise'25 all have one thing in common: they are making local people's lives better on a daily basis.

Whether they are a young person struggling with self-confidence, to keep up at school or caring for a family member; whether they are an adult grappling with their mental health, unemployment, the loss of their home or sexual violence; or whether they are an older person facing rural isolation, disability or the end of their life – one of these charities will be there to help.

In 2025–26, Raise benefited from the support of an anonymous philanthropist, who agreed to match every donation made pound for pound. Many of the core team and people within B4's business networks have reported that they have been reenergised and motivated to do more knowing that their efforts would be matched by an anonymous philanthropic individual.

This report shares the activities that have happened throughout the year; summarises the income generated from the fundraising, Gift Aid and match funding; looks at the impact the grants to the charities will have; and rounds up some lessons learnt for 2026.

### Raise'25 in numbers!



## Activity update

Since the start of the fundraising period in April 2025, there has been a consistent schedule of activity to raise funds for this year's appeal, much of it led by Raise'25's founders Richard and Tina Rosser of B4.

### Official B4 events

- Raise'25 was officially launched at a B4 Platinum Members' lunch at **Le Manoir aux Quat' Saisons** in April, raising over £700 in raffle donations (before match).
- A [golf day was held at Frilford Heath](#) Golf Course in October, with prize money and raffle donations raising £3.4k plus match.



- The Randolph put on a Christmas showcase at which the match was announced and a speech made by Comic Relief founder Peter Bennett-Jones in support of Raise. A game of Heads or Tails and a raffle raised £750.
- The [finale event was held at Rhodes House](#) on 26<sup>th</sup> November, with the raffle raising £1.2k and a cheque for £5k presented by Oxfordshire Freemasons.



### Fundraisers' events

- [Response and Oxfordshire Youth ran a quiz night](#) at the Tap Social bar in Oxford, raising over £500.
- Richard Rosser took [Raise'25 on the road](#), calling in on over 50 local organisations in a branded car to raise awareness, and securing Enthuse donations from them.



- B4 members Oya, Caroline and Tina organised [Come Dine With Me](#) events, hosting friends and family who paid for dinner, and raising around £2k between them.
- Kate Parrinder from OCF ran a wine tasting event in North Oxford for the local school mums, raising around £500.
- Nikki Gracey ran a race night in Wootton Village Hall, taking bets, running a bar and doing a raffle that raised around £2k.



## Individual challenges

- Shire and Wold Staffing [completed a trek in the Yorkshire Dales](#), raising over £1k.
- Jayson Abbott from Partners& [ran the Oxford Half Marathon](#) on 12<sup>th</sup> October, raising over £800.
- [High-Spec Composites](#) carried out a running challenge at Silverstone in memory of the founder's late father, raising over £1,000.



- A group of intrepid people took on the [ice bath challenge](#) at Heyford House, raising funds on Enthuse through sponsorship.

## B4 RAISE '25

- Tina Rosser coordinated three days of gift wrapping at the Westgate shopping centre in the run-up to Christmas, raising £1.8k.



- Gemma Sills from Plunkett UK ran a "Don't Dine With Me" takeaway service on 31<sup>st</sup> January, raising nearly £800.
- Richard Rosser completed his [323 press-up challenge](#) during January, doing 323 press-ups each day in a variety of locations (including in Pompeii, on a plane, at charity and business premises, and at Chelsea Football Club!), and raised over £3k. Richard and Kate appeared on BBC Radio Oxford talking to Sophie Law about Raise and the 323 challenge.



## Income summary

Income from most of the fundraising activities came in through OCF's chosen online fundraising platform Enthuse, which saw 109 individual donations come in, as well as approximately 180 individual card payments (via OCF's Zettle readers) and 49 separate ticket payments (via OCF's EventBrite account).

The total raised this year is just over £31k, which is a little under last year's total of £36k. In common with most charities, we are finding that the 'mass' fundraising environment is more challenging than ever, and this is supported by [CAF's 2025 Giving Report](#), which shows that fewer people than ever are giving to charity, with lack of affordability being the main driver. Anecdotal feedback has also been that most businesses have a charity or charities they are already committed to supporting.

In addition to the total raised, OCF has added £2k to the pot from our Business Cares Fund, an endowment fund OCF holds that was created in 2015 using donations from local businesses to the then [High Sheriff Tony Stratton's fundraising appeal](#). The amount raised was invested and the dividends are used at OCF's full discretion. The match funder kindly agreed to match this top-up as well, bringing in an extra £4k.

The final totals are therefore as follows:

Mass fundraising, Gift Aid and top-up	£33,011
Match donation	£33,011
Gift Aid on match donation	£8,253
<b>Grand total for grant-making</b>	<b>£74,275</b>

### All Raise '25 funds are held in a ringfenced charitable fund by Oxfordshire Community Foundation (OCF).

This fund is called the **B4 RAISE Fund**, and OCF is responsible for the governance and financial management of the fund.

This means that all donations and Gift Aid are collected by OC, and grants to the beneficiary charities are made by OCF.

*Oxfordshire Community Foundation is a [Charitable Incorporated Organisation no 1151621](#) and is registered with the Fundraising Regulator.*



## The impact on local charities

**The Raise'25 final total will reach 12 small and medium-sized beneficiary charities supporting local people at every stage of life.**

These hard-hitting charities tackle issues as diverse as exploitation of young people, literacy, unemployment, mental health, homelessness, sexual violence, rural isolation, disability and palliative care.



We are proud that all grants will be **unrestricted**, in line with best practice. Unrestricted funding means the charities can spend the funding as they see fit, rather than being allocated to a specific project or cost. This helps charities use their expertise and discretion to meet their most pressing needs, whether that be the cost of staff to deliver their hard-hitting work; premises to host meetings and workshops; or a new project that others may not fund.

Emmy O'Shaughnessy, Deputy CEO at one of the gold charities Oxfordshire Youth, says: "Unrestricted funding is the most powerful tool you can give us, allowing us to address the whole ecosystem that supports young people. It is an investment in our expertise and vision, giving us the courage to tackle root causes rather than just symptoms. Every pound of unrestricted funding leverages our deep community knowledge and professional experience to maximise impact. Thank you for understanding that behind every successful youth programme is an organisation that needs your support to remain strong, responsive and effective for years to come."

The grants from the fund will be allocated as follows:

Charity name	Grant amount	Charity purpose
<b>Gold charities</b> (committed to co-producing Raise'25 for the first three years, and receiving one sixth of the total)		
<b>Homeless Oxfordshire</b>	£12,379	Homeless Oxfordshire is the county's largest not-for-profit provider of accommodation for people experiencing homelessness. They also provide a wide range of specialist support services beyond bricks and mortar. Their residents are mothers, brothers, aunties, cousins. They are artists, cooks, teachers, veterans. Their lives have been shaped by trauma and disadvantage, and Homeless Oxfordshire offers an open door when they need it most.
<b>Oxfordshire Community Foundation</b>	£12,379	Oxfordshire Community Foundation is a charity that improves lives and tackles inequality by investing in Oxfordshire's dynamic charitable sector. Our vision is for everyone in Oxfordshire to be living fulfilling lives in thriving communities, and we believe grassroots charitable organisations, supported by effective philanthropy, will help Oxfordshire residents reach their full potential. We fund around 200 charitable organisations and make around £2 million in grants each year.
<b>Oxfordshire Youth</b>	£12,379	Oxfordshire Youth transforms young people's lives through the power of youth work, building a future where every young person has the skills, support and connections they need to thrive. From mental health interventions to crime prevention and safe, supported housing, they're doing whatever it takes to ensure Oxfordshire's young people survive and thrive.
<b>Plunkett UK</b>	£12,379	Plunkett UK is a charity at the heart of rural communities in Oxfordshire and across the UK. With support from Plunkett, communities can save their local assets such as pubs and shops, which are at risk of permanent closure, and turn them into businesses which they own and run. Community-owned businesses act as lifelines, bringing people together and reducing isolation and loneliness, as well as providing much-needed employment and training opportunities.
<b>Sobell House Hospice</b>	£12,379	Sobell House Hospice cares for adults in Oxfordshire living with a life-limiting illness and supports their loved ones. They help their patients live well every day and die with dignity. They are the largest end of life and palliative care provider in the county, caring for around 4,000 people every year at home, in local hospitals, on their inpatient unit, and through their Living Well day service.

Charity name	Grant amount	Charity purpose
<b>Silver charities</b> (benefit from a single year of support, and sharing one sixth of the total between them)		
<b>Be Free Young Carers</b>	£1,768	Be Free Young Carers creates supports children and teenagers aged 8–17 who care for loved ones. Their support helps them rediscover their childhood, build confidence and thrive.
<b>Connection Support</b>	£1,768	Connection Support is a charity that provides specialist support to people who are homeless, at risk of homelessness and battling mental ill-health across Oxfordshire. They help people to address the underlying cause of their circumstances and empower them to develop skills and resilience to live their best lives.
<b>The Hoops Foundation</b>	£1,768	The Hoops Foundation is dedicated to transforming lives through sport, creating opportunities for children, young people and adults of all abilities to engage, learn and thrive. By tackling social challenges, supporting wellbeing, and fostering inclusion, they harness the power of sport to inspire brighter, healthier futures.
<b>Joey Beauchamp Foundation</b>	£1,768	The Joey Beauchamp Foundation aims to address the pressing need for mental health support and awareness within our community. With a steadfast focus on collaboration and community engagement, the Foundation seeks to empower individuals to overcome challenges and thrive in their daily lives.
<b>Response</b>	£1,768	From mental health support and accommodation through to developing young people's emotional resilience, Response provides multi-layered support at any stage of an individuals' mental health journey.
<b>Survivor Space</b>	£1,768	Survivor Space is the only charity providing specialist services to survivors of sexual violence in Oxfordshire. They provide life-saving support to people that have experienced sexual harm, whether recently or in the past, and all of their support is free to those that need it.
<b>The Story Museum</b>	£1,768	The Story Museum exists to enrich young lives through stories. Through their immersive galleries, thriving events calendar, and creative learning programme, they celebrate stories in all their forms and their enduring power to change lives. Outreach takes place in the community and at the Museum, building creativity, literacy, and wellbeing at every key stage.

## With thanks to all of our donors and fundraisers...

**Every one of you has helped us reach our target. You are beacons of collaboration and compassion!**

Abigail Hale	Fran Kidd	Maddy Maloney	Simon Haigh
Alex Cronley	Frilford Heath Golf Club	Marilyn Shilton	Sonny Uppal
Alex Henderson	Gail Smith	Masonic Charitable Foundation	Sophie Cameron
Alexandra Rae	Gavin Jones	Matt Gilbert	Stephen Tucker
Ali Jaggs	Gavin Webster	Matthew Bottomley	Susan Powell
Alison Hail	Gemma King	Maz Rana	Susannah Hobbs
Allen Associates	Gemma Sills	Michael Watts	Tatiana Guritenco
Amanda McGurk	Greg Barnes	Nik Roberts	The Grand Charity
Andre Vaux	Hamish Law	OCF Business Cares Fund	Tim Gentles
Andrew Pickett	Handelsbanken	Oxfordshire Freemasons	Tim Grier
Andrew Rattue	Harriet Way	Paul Killinger	Tim Wraith
Barry Grinham	Ian Kirsop	Penny Rinta-Suksi	Tina Rosser
Becky Hodgson	Isabelle Garnett	Peter Bennett-Jones	Torquil McLusky
Ben Procter	James Yeowell	Peter Geekie	Valdecia Heijink
Ben Thompson	Jane Rennells	Rachel Tredwell	Vanessa Day
Beth Marsh	Jasmin Huntley	The Randolph Hotel	Webmart Ltd
Brian Buchan	Jayson Abbott	Response Organisation	Will Taylor
Caroline O'Connor	Jen Catena	Rhys Danino	
Catherine Whitmarsh	Jenny Harvey	Richard Rosser	<i>+ EventBrite ticket holders</i>
Cherwell Masonic Lodge	Jerker Eriksson	Robert Brown	
Chloe Hayday	Julie Bramall	Robert Willson	<i>+ raffle ticket buyers</i>
Christina Nawrocki	Justin Kogel	Robin Garnett	
Craig Gibbin	Kate Parrinder	Rose Robinson	<i>+ all those who preferred to remain anonymous</i>
Daniel Mense	Kevin Hook	Ruth Hawkins	
Danny Chowns	Kian Horwood	Ryan Grant	
Darren Aston	Lauren Kendall	Sam Dawson	
David Rosser	Leo Brooke-Little	Samuel Holdsworth	
Ed Robson	Liam Foley	Sarah Jaycock	
Edward Rosser	Louise Gregory	Sebastian Johnson	
Elaine Dadson	Louise Matthews	Shaun Harris	
Emma Spellman	Louise Stanbridge	Simon Corderoy	

# Thank you all!

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