

Making an impact

Savanta helps charities to understand and strengthen their most important relationships.

Savanta has a longstanding relationship with the charity sector, supporting charities to better understand their audiences, and to build strong relationships with them.

We work with leading charities across a range of sector and policy areas, giving us the experience to be informed research partners.

Our work spans insight into charities' beneficiaries, stakeholders, supporters and wider public.

We give charities the evidence they need to make informed, confident decisions.



Our work within the charity sector spans *three key specialisms*:



Policy research & evaluation

- Informing policy development
- Needs assessment
- Evaluating your impact



Stakeholder engagement

- Staying aligned with stakeholders
- Measuring reputation amongst stakeholders
- Supporting effective stakeholder communications



Supporter & public engagement

- Supporter acquisition and retention
- Campaign development and evaluation
- Brand strategy and tracking
- Website development and UX

Our products and syndicated services offer time- and cost-efficient options to our *charity clients*.



Charity BrandVue

We conduct over 60,000 interviews every year to track perceptions of over 130 leading charity brands.



State of the Youth Nation

Savanta's Gen Z insight tracker keeps clients plugged into youth trends.

Parliamentary panel surveys

- ✓ MPs
- ✓ Peers
- ✓ MSPs
- ✓ MSs
- ✓ MLAs
- ✓ Brussels Influencers

Omnibus surveys

- ✓ General public
- ✓ Youth (16-25s)
- ✓ MillVue (High Net Worth)
- ✓ Business decision-makers