

The C&E Advisory  
Corporate–Non-profit Partnerships  
Barometer 2025

# TOP 10

## 3. Outlook for partnerships remains positive

84% of non-profits and 69% of corporates believe partnerships will become more important over the next three years. While corporate expectations are more cautious (only 23% foresee significant growth,) the overall trajectory remains strongly upward.

## 6. Adoption of AI is predicted to grow across all dimensions of cross-sector partnering

Most respondents now anticipate AI playing an important or very important role in research (93%), partnership impact and reporting (82%), programme delivery (75%), partner selection (69%), and policy and advocacy (67%) in the coming three years.

## 9. Core motivations for partnering remain stable and mutually reinforcing

Reputation and credibility are the top reason for corporates to partner, cited by 92%. For non-profits, access to funding leads at 88% followed closely by long-term impact at 67%, innovation at 63%, and access to networks at 63%, highlighting a multi-dimensional strategic approach.

## 1. Commitment to ESG agenda remains strong amid shifting political climate

Despite increased scrutiny in some regions, 43% of corporates and 44% of non-profits report having strengthened their ESG commitments. Only 6% of corporates report any retreat, highlighting resilience and a continued belief in the strategic value of ESG alignment.

## 4. Investment growth ahead for cross-sector partnerships: cautious but positive

78% of non-profits and 67% of corporates expect increased investment in cross-sector partnerships over the medium term.

## 7. Divergent views on non-profits' approach to their ESG frameworks

71% of non-profits now say they have holistic ESG frameworks in place. However, only 40% of corporates agree, down from last year. This signals an opportunity for more open dialogue and mutual clarity on ESG approaches between sectors.

## 10. Tesco-CRUK-BHF-Diabetes UK recognised as standout partnership

For the third year running, this multilateral health partnership is the most admired and recognised for its sustained collaboration, national visibility, and impact across public fundraising and health engagement.



## 2. ODA cuts pressure non-profits but partnership investment remains steady

28% of non-profits and 24% of corporates report negative effects from ODA reductions. Despite this, 94% of corporates and 64% of non-profits say their investment in partnerships has not changed, with many non-profits now increasing collaboration to sustain delivery.

## 5. AI begins to feature in partnerships with interest growing steadily

32% of corporates and 29% of non-profits report some use of AI in partnerships, up from last year. While only a small share say it plays a major role today, expectations for AI's future contribution in research, reporting, and delivery are growing cautiously.

## 8. Partnerships continue to improve business practices

68% of corporates and 61% of non-profits report that partnerships have helped shift business practices for the better. While slightly lower than last year, the data confirms that cross-sector collaboration remains a meaningful lever for change.

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*Data based on a survey of 130 internationally leading companies and well-known non-profit organisations.*