

# ADVOCACY INFRASTRUCTURE FOR GRANTEES

JUNE 2026

## Helping Funded Organisations Turn Community Impact into Systems Change

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Funders invest in what organisations deliver. We help those organisations influence the decisions and systems that determine whether what they deliver creates lasting impact.



**HOPE** FOR THE  
**FUTURE**

## Overview

Funders invest significant resources into organisations delivering change in communities. Yet many of those organisations face a common challenge: whilst they're making impact on the ground via practical solutions, they often lack the confidence, capacity or expertise to reach relevant decision-makers and influence the policies, decisions and systems that shape the issues they are working to address.

## We provide **advocacy infrastructure** for grantees

Working alongside funders, we design and deliver tailored advocacy and political engagement programmes that equip funded organisations to navigate local and national political systems, establish positive relationships with politicians and local authorities, and create lasting change beyond project delivery alone.

Rather than funding advocacy as a standalone activity, this model strengthens the impact of existing grant programmes by ensuring that funded organisations can influence the wider systems affecting the communities they serve.



## Why **advocacy infrastructure** matters

Many community organisations are experts in delivering services, building relationships and understanding local needs. Far fewer have access to the support needed to navigate political systems and influence decision-making. Common barriers include:

- Limited confidence engaging with politicians and policymakers.
- Lack of understanding of political and decision-making structures.
- Uncertainty about how organisational goals align with advocacy or wider policy issues.
- Capacity constraints that make strategic influencing difficult.
- Few opportunities to build meaningful relationships with decision-makers.

Without support, organisations often remain reactive to policy decisions rather than helping to shape them. By embedding advocacy infrastructure into grant programmes, funders can help grantees move upstream, from delivering change within communities to influencing the systems that create the need for that change in the first place.



# What we offer

Every programme is tailored to the needs of the grantee cohort - with strategic direction from the funder.



## Advocacy Strategy Development

Support for organisations to:

- Identify policy and influencing opportunities
- Map stakeholders and decision-makers
- Develop advocacy plans aligned with organisational priorities
- Integrate influencing activity into wider organisational strategy
- Respond to emerging political opportunities and challenges

## Peer Learning and Community of Practice

Bringing funded organisations together to:

- Share learning and experiences
- Build confidence through peer support
- Develop collaborative approaches to shared challenges
- Strengthen collective influence and leadership



## Responsive Support

Alongside structured learning, organisations can access ongoing support to troubleshoot challenges, test ideas and respond to live opportunities as they emerge.

## Advocacy Skills and Capacity Building

Practical training that helps participants:

- Understand democracy and policy-making systems
- Build confidence engaging with elected representatives and decision-makers
- Develop effective influencing and communication skills
- Understand how to create realistic and achievable advocacy goals
- Learn how to build constructive relationships that support long-term change



## Relationship Building and Political Engagement

Practical support that enables organisations to engage directly with decision-makers through:

- Roundtables and stakeholder discussions
- Community events and consultations
- Manifesto and campaign launches
- Policy conversations and evidence-sharing opportunities
- Introductions to relevant political stakeholders where appropriate



# Our approach

Hope for the Future is the UK's leading specialist in constructive political engagement for communities.

For more than a decade, we have supported citizens, charities and community groups to build productive relationships with politicians and decision-makers, helping communities move from frustration and disengagement to meaningful influence.

Our approach is built on several core principles:

Constructive engagement over confrontation.



Building confidence rather than dependency.



Long-term relationship building.



Practical action and measurable outcomes.



Meeting organisations where they are.



We recognise that advocacy looks different for every organisation. Some may be ready to develop ambitious influencing strategies, while others may simply need support overcoming specific barriers to achieving their goals.

Our model is designed to support organisations at different stages of their advocacy journey while creating meaningful outcomes across an entire funding portfolio.



# Outcomes for grantees

Participating organisations will:

- Develop greater confidence engaging with decision-makers.
- Build practical advocacy and influencing skills.
- Strengthen relationships with politicians, policymakers and stakeholders.
- Increase their ability to represent community voices effectively.
- Embed advocacy and influencing within their organisational practice.
- Create opportunities for communities to shape decisions affecting them.
- Achieve tangible policy, practice or systems-change outcomes.



## Outcomes for funders

Funders will benefit from:

- Stronger long-term impact from grant programmes.
- Increased capacity and resilience within funded organisations.
- Better integration of lived experience into policy discussions.
- Stronger connections between communities and decision-makers.
- Evidence of systems-change outcomes alongside service-delivery outcomes.
- A cohort of organisations better equipped to sustain and scale their impact.

Support can be commissioned as a standalone service, embedded within an existing grant programme, or designed as a strategic partnership alongside a funder's wider systems-change objectives



# Flexible delivery models and budgets

Programmes can be designed around the needs of individual funders and may include:

- Cohort-wide training (or train-the-trainer) programmes
- Organisational strategy workshops
- Political engagement opportunities
- Peer-learning networks
- Community events and stakeholder engagement
- Ongoing advisory support
- Resource and toolkit development



Support can be delivered nationally, regionally or locally and adapted to cohorts of any size.

We work with funders delivering both annual and multi-year programmes of support, ranging from light-touch capacity-building offers through to comprehensive advocacy programmes embedded across an entire grant portfolio.

Support can be designed for:

- Individual grant programmes or funding rounds
- Cohorts of organisations working on a shared issue
- Regional or national programmes
- Annual or multi-year partnerships



Programme costs vary depending on cohort size, duration and level of support, and we are happy to work collaboratively with funders to develop a model that aligns with their objectives and available budget.

## GET IN TOUCH

Interested in discussing things further? Let's chat!

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