

2 December 2025



Regarding Brian Daly

Brian's work with Hope and Homes for Children has been nothing short of transformational.

Our work globally is extremely complex, nuanced and wide ranging, with programmes in many regions around the world, advocacy at national, regional, and global levels, and fundraising spanning individual giving, grants, partnerships and philanthropy.

Brian has been able to simplify the complexity of our operations into a compelling and effective new brand proposition, unifying our messaging across programmes, advocacy fundraising, and communications. This has redefined how we talk about our work.

For the first time since the organisation was founded in 1994, we have a proposition that is opening doors, attracting thousands of new donors, creating new brand partnerships and greatly enhancing our global advocacy efforts. Its immediate impact is evident in our selection as the only international charity partner in The Times 2024 Christmas Appeal, a 21% increase in Regular Giving income YOY, and a digital acquisition campaign that achieved close to a 1:1 return within the first year – well above the industry benchmark of 2 to 3 year breakeven.

Brian also built and remotely managed the Public Engagement Team of 12 professionals, who were named the organisation's 2024 "A Team", a testament to his empathetic and motivational managerial style.

Brian's strategic and creative contributions have been incredibly valuable to the organisation, and positioned us for future growth. He has the exceptional ability to not only solve complex communication challenges, but also to bring an entire global organisation along with him through the brand repositioning process.

It's one thing to have the idea. It is another to bring it to life. Brian can do both. And I recommend him highly.

Mark Waddington CBE
CEO

**HOPE
AND
HOMES
FOR
CHILDREN**



hopeandhomes.org

Head office

Hope and Homes for Children
The Guild, King Street
Wilton, Salisbury
SP2 0RS, UK

Email

info@hopeandhomes.org

Phone

+44 (0)1722 790111



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity in England
and Wales (1089490)