

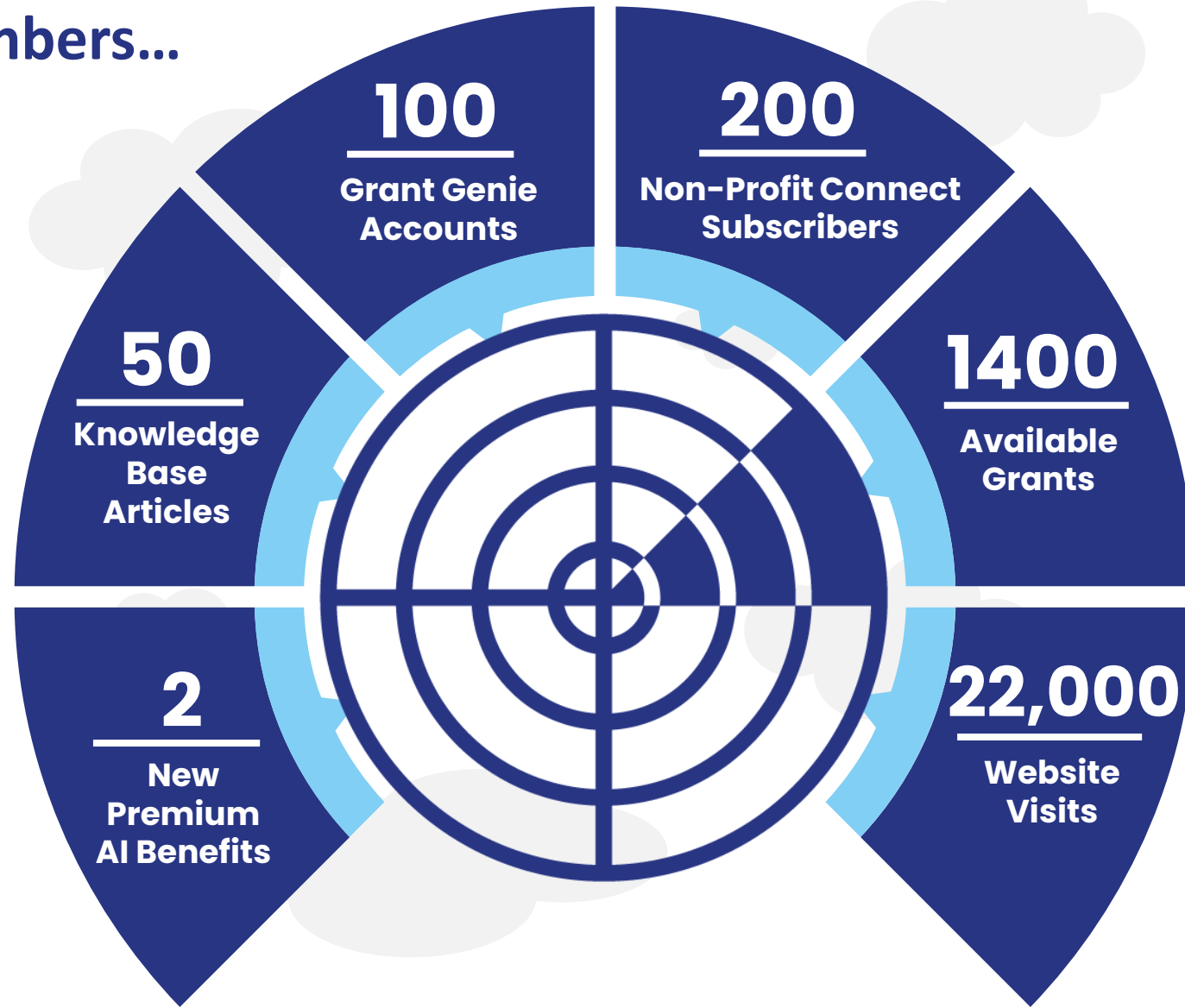
Impact Statement 2024 – 2025



**Grant
Genie**



The year in numbers...



**Grant
Genie**

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Reflections on 2024-25

It has been another year of change and development, not least with our **name change from On Radar to Grant Genie** alongside our **refreshed branding**. Our new name and refreshed brand better reflect our core purpose of accelerating the process of finding funding for charities and non-profits.

We said thank you and farewell to our social media expert, Kacey Holmes, who is now focused on growing her user-generated content business. We wish her well for the future! We were also thrilled to welcome to the Grant Genie team our **new Marketing Director, Sue-Lin Lord**.

Behind the scenes, we welcomed some new salespeople and of course we continue to work with our dedicated Pilot Group of charities and non-profits.

A significant part of our effort this year has been on investing in user experience through web development and new AI features. For example, we **improved accessibility through our new interactive map tool** and we **improved our grant search results** through the addition of two new filters (core funding and Community Interest Companies).

We launched our free weekly newsletter, **Non-Profit Connect**, where we share insights and stories from the non-profit sector.

Strategic priorities for 2025-26

Scaling access to Grant Genie

We want to help more charities and non-profits to find and access the funding they need.

Greater alignment of needs and benefits

We want to further align the benefits of using Grant genie with the needs of charities and non-profits, so they can access more funding to realise their charitable objectives.

Enhancing user experience

We want Grant Genie to continuously become more accessible and more intuitive over time.

Meet the Team behind Grant Genie



Sue-Lin Lord
Marketing Director



Ian Boddison
Technical Director



Adam Boddison
Managing Director



Antonio Boddison
Information Systems
Coordinator

Some of the charities and non-profits we work with...



THE POTENTIAL TRUST



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New AI Features

In addition to all the existing AI features:

- project description
- budget breakdown
- grant search/ranking
- bid writer
- social media bank

Grant Genie has introduced two new AI features:

- Question responder
- Auto Bid

The ‘question responder’ provides draft answers to the specific questions asked by funders as part of the bidding process. The ‘auto bid’ looks for funding matches for your project, even when you are not logged into the system, and emails you when it finds possible grants.

Grant Genie AutoBid

You asked for...

Wildlife Rescue and Community Care Centre Development

Grant Genie AutoBid found...

AB Charitable Trust - Criminal Legal System and Penal Reform

To be eligible, your organisation will: Have a mission, aims and objectives aligned with one of our four priority areas. This must be either the sole focus, or the majority of your work and we are [read more...](#)

apply now

AI write

Closing date: open ended

AB Charitable Trust - Migrants and Refugees

To be eligible, your organisation will: Have a mission, aims and objectives aligned with one of our four priority areas. This must be either the sole focus, or the majority of your work and we are [read more...](#)

apply now

AI write

Closing date: open ended

John Ellerman

The Foundation was set up as a generalist grantmaking trust in 1971. We continue with the broad philanthropic interests of our benefactor Sir John Ellerman, while reflecting changing times. Our aim [read more...](#)

apply now

AI write

Closing date: open ended

Grant Genie AI Question Responder

You are applying to "AB Charitable Trust - Migrants and Refugees" for "Wildlife Rescue and Community Care Centre Development"

What question is being asked as part of the application?

Limit word count (leave blank unless the form asks)

AI Responder

Charity Spotlight – The Devon Clinic

“I run a small charity helping people who are suffering from mental health problems. Earlier in the year, I met the guys from Grant Genie via a referral from a mutual contact.

“I was a bit dubious about how AI could help us source funding providers as I also get weekly emails from our community development trust and from the National Council for Voluntary Organisation (NCVO). However, I decided to give it a go and put in our details.

“A few options came up, including one grant that was specifically for supporting people who may be at risk of suicide. Grant Genie pointed me to the funder’s website and their AI program gave me a basis for writing the application. I edited some of the AI-generated content it created for my application but it gave me a good start for the two-page written application that was needed for the first round.

I'm delighted to say that this was accepted and I secured £7k grant funding. The whole process was really quite easy and I now use Grant Genie on a weekly basis to help source different grants.”



Chris Fleet
The Devon Clinic



The Devon Clinic

Towards a Healthier Community

Grant Genie's 'Low-Cost / No-cost' Principles

- Data from The Charity Commission shows that more than **75% of charities have an annual turnover of less than £100k**. Therefore, Grant Genie's subscription model is structured to keep costs as low as possible.
- Full access to Grant Genie's Premium AI suite costs just £299 per annum. However, **we are also committed to maintaining our 'free-forever account'**, which provides complimentary basic access to Grant Genie.
- **exists to help charities and non-profits realise their public benefit duty**. By accelerating the process of finding funding, **Grant Genie amplifies the efforts of charities and non-profits across the UK**.





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