

8th October 2025



To: All WI Treasurers

Cc: Federation Chairmen
Federation Treasurers
Federation Secretaries
NFWI Board of Trustees
NFWI Senior Staff

Dear WI Treasurers,

Membership subscription rates for 2026/27

Each year the NFWI applies flexibility to its membership pricing. The NFWI Board looks at what is needed financially for the year ahead but then identifies ways in which these costs can be absorbed, or money raised in alternative ways to avoid applying these costs to the membership fee.

As with previous years, the NFWI Board explored a range of options, looking at how it can operate flexibly and pass as little of the charity's costs on to members as possible. The options were then presented to members of National Council (2 representatives from each federation) to vote on. The NFWI Board is always keen to listen to member perspectives and the opinion of federation representatives and work in partnership with all levels of the organisation.

Based on this consultation, I can confirm that the NFWI Board of Trustees has set next year's membership subscriptions rate at £54. This subscription increase takes into consideration the National Council vote taken with federations on 8th September 2025 which was ratified by the NFWI Board on 30 September 2025.

Following response to feedback from members and in line with the NFWI's recently announced Practical Pledges, I can also confirm that a greater percentage of the increase will go to WIs meaning; £2.00 to WIs, 50p to federations and 50p to the NFWI.

The overall subscription distribution for 2026/27 membership year will therefore be:

Total subscription	WI share	Federation share	NFWI share
£54.00	£27.10	£12.55	£14.35

Pro-rata subscription for new members in their first year

New members joining the WI from April 2026 for the first time, or who have not been members of any WI in the past year, will pay a pro-rata subscription depending on the quarter in which they join. The rate per quarter and the distribution are shown in the following table.

Date of joining	Total subscription	WI share	Federation share	NFWI share
1 April to 30 June 2026	£54.00	£27.10	£12.55	£14.35
1 July to 30 Sept 2026	£40.50	£20.33	£9.41	£10.76
1 Oct to 31 Dec 2026	£27.00	£13.55	£6.28	£7.17
1 Jan to 31 March 2027	£13.50	£6.78	£3.14	£3.58

New WIs starting in 2026/27

New WIs starting from April 2026 will keep all the subscriptions paid by their members in 2026/27 membership year (their first operating year).

Flexibility Policy

WIs can apply the flexibility policy to their 2026/27 subscription. This means they can charge the full amount of the WI portion, reduce their portion, or waive the WI portion of the subscription entirely based on the financial situation of their WI.

Multiple Membership

Multiple members will pay only the WI portion to their non primary WI. If the WI is not utilising the flexibility policy, this will be **£27.10**. There is no pro-rata rate for multiple membership, and the set fee will remain payable at any time during the year.

Pooling of Fares

Please note that as the Annual Meeting in 2026 will be conducted entirely online, federations and WIs will not be required to pay Pooling of Fares fees. This will next be applied in 2027 to reflect that the Annual Meeting will be in-person that year.

Generating new income streams through commercial activities, partnerships and other opportunities continues to be the priority of the national board and staff team. This will help reduce the reliance on membership subscriptions and give us even greater flexibility each year to assess the finances with our National Council when setting the annual subscription rate.

Practical Pledges

We remain committed to reflecting your feedback in the national work we do. You will hopefully have seen the full set of 'Practical Pledges' launched on WI Day this year. These reflect the themes from the feedback you gave generously as part of our consultation on the NFWI strategic plan. These pledges are actions we will take over the next 5 years to continue to improve your membership experience. Some will be launched in the membership year ahead and this includes the change to the WI percentage of the fee to ensure you always have sufficient funds to deliver the programme you want for your members (see details above).

Another pledge that you will see delivered in the coming membership year involves some exciting changes to WI Life. NFWI asked for your feedback on the magazine and listened to what you had to say. Now, after an in-depth review, the team is making some bold moves that will hopefully enrich your reading experience.

Many of you raised concerns about the amount and type of advertising in WI Life. The number of ads in the magazine will be greatly reduced over time, and the ones we keep will be improved. The Commercial team is also taking a step further. A bigger, better magazine will launch in the 2026/27 membership year. This new seasonal WI Life – starting in Summer 2026, with issues in Autumn, Winter, and Spring – will offer more substantial content: features about life in the WI, inspiration, campaigns, new ideas. Publishing less frequently is kinder to the environment. Having fewer ads creates more space for stories. This all adds up to a more dynamic and relevant magazine to take the WI forward. We hope you'll love the new WI Life. Thank you to all members, WIs, and federations who took part in the consultation process.

I wish to take this opportunity to thank you for your hard work, your dedication, and your ongoing support of the WI.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Tracy Baker', with a stylized flourish at the end.

Tracy Baker
Honorary Treasurer