# Senior Tory Donors Hesitate Funding General Election Campaign Amid Labour's Surging Poll Lead



A trio of senior Conservative Party donors, who have collectively contributed over £5 million to the party, decided against funding the upcoming general election campaign after commissioning private polling. The donors' survey, costing over £15,000, indicated a significant lead for the Labour Party, projecting a “Tony Blair-style landslide.” As a result, three donors resolved not to fund the central Tory campaign, with a fourth considering withdrawing support.

Prime Minister Rishi Sunak has faced difficulties reducing Labour’s poll lead, despite introducing policies aimed at conservative voters, including a proposal for compulsory national service. The situation worsened when Nigel Farage announced he would lead Reform UK and stand in Clacton, Essex, potentially dividing the conservative vote.

The donors, whose decisions reflect skepticism towards Tory campaign assurances and dissatisfaction with the campaign’s focus, have expressed a willingness to support individual Conservative MPs in future leadership contests. Recent fundraising efforts include Sunak meeting with prominent donors, but uncertainties persist about future contributions. Notably, major past donors like Frank Hester and Mohamed Mansour have shown significant financial support.

A YouGov poll predicting a significant Labour win compounds the Conservative Party's challenges, further illustrated by Farage's candidacy, which threatens to siphon votes from Sunak’s party. The next general election is scheduled for July 4, 2024.