**London’s Giving**

**Communications and Impact subgroup**

**Terms of Reference**

**Background**

The network has expressed an interest to work with London Funders to develop a programme of tailored support, learning and collaboration on key thematic areas. ​One of the thematic areas is Communications and Impact.

**Purpose**

**Communications**

* To develop the ‘North Star’ for the place based giving movement in light of the root causes giving schemes are addressing (e.g. justice and the history of inequality).
* To develop a set of simplified key messages to explain PBGs to external audiences
* To develop audience specific messages.
* To agree shared values

**Impact**

* To develop a theory of change
* To establish common impact metrics – finding common ways to collect impact
* To express impact – finding ways to use data and narrative impact to change hearts and minds

**Logistics**

At the first meeting, the group will agree the terms of reference, which will include the meeting frequency and duration and whether meetings are held virtually or in person. We will also agree on the process of agenda setting, facilitation, and shared learning methods and a timebound task and finish group for each key discussion point. London Funders will coordinate this.

Meetings will either be scheduled in advance or agreed at the end of each meeting, as preferred by the group.

**Membership**  
Membership is intended to represent a range of key stakeholders within the London’s Giving network and may change depending on the theme or area being discussed.

The giving schemes that have registered an interest to form a core group include:

1. Bedford Giving​ – Paul Kellet
2. Harpur Trust – Lucy Bardner
3. H&F Giving​ – Louise Wilson
4. Islington Giving​ – Isobel Miller
5. Kingston Giving – Shelley Heath
6. Lewisham Giving – Gulen Petty
7. Redbridge Giving​ – Jane Leighton

If it is identified that there is a gap in the expertise or representation of this group, the whole group will review and agree how, and by who, that gap could be filled, and invite additional members to join.

Other giving schemes will be invited to share learning and practice with the group to inform discussions and decisions.

**Support**

London Funders will convene the meeting with external expertise, as required.