

ROCKET
SCIENCE

London's Giving impact report

Phase 3 year 1

Presentation 28/09/2021

London's Giving





Introduction

Since 2017, Rocket Science has worked with London's Giving to understand the individual and collective impact of place-based giving in London.

In 2020/21 we focussed on the following themes:

- Priority areas
- Giving (grants and volunteering)
- Finances
- Stakeholder engagement
- Impact of Covid
- Future planning

We received survey responses from 16 schemes:

Barking & Dagenham Giving, Barnet, Camden Giving, Hackney Giving, Haringey Giving, Harrow Giving, Hounslow Giving, Islington Giving, Kensington and Chelsea Foundation, Lewisham Local, Love Kingston, Merton Giving, Newham Giving, One Richmond, Tower Hamlets Giving, United in Hammersmith and Fulham

In addition, we undertook follow up interviews and focus groups to add more depth to the survey data.



Key findings

The pandemic has acted as an accelerator

- Increases in income, new partners and supporters
- Established as trusted community infrastructure

Income and grant making increased significantly

- Income doubled from £5.5m to £11.1m
- Grants awarded totaled £7.9m

Schemes are well embedded in their local communities

- PBGS have reached grass-roots organisations and connected local partners in time of crisis

Strategic and long-term planning has become more challenging

- A lack of time for strategic planning and some planned activities have been difficult to deliver

Schemes hope to keep the momentum and become the 'go to' organisation

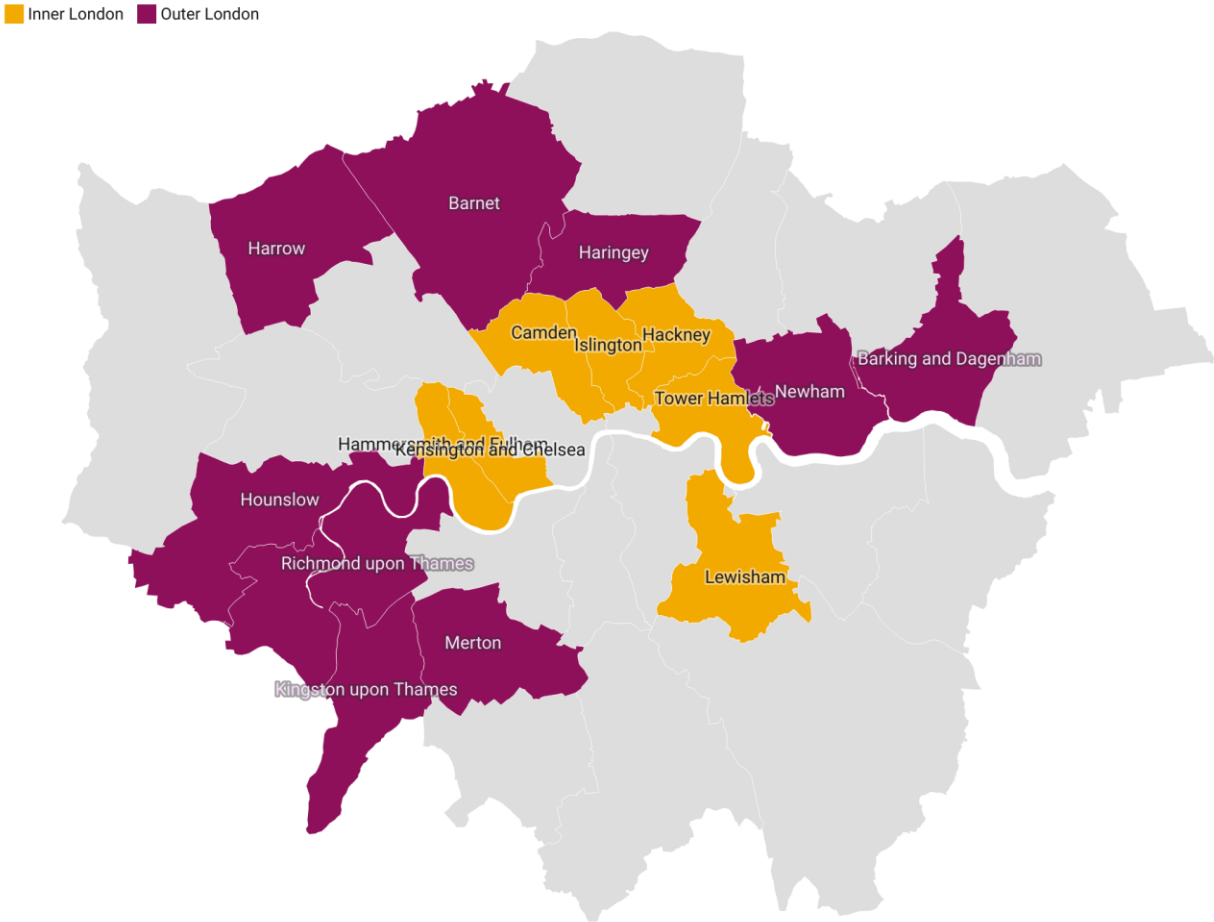
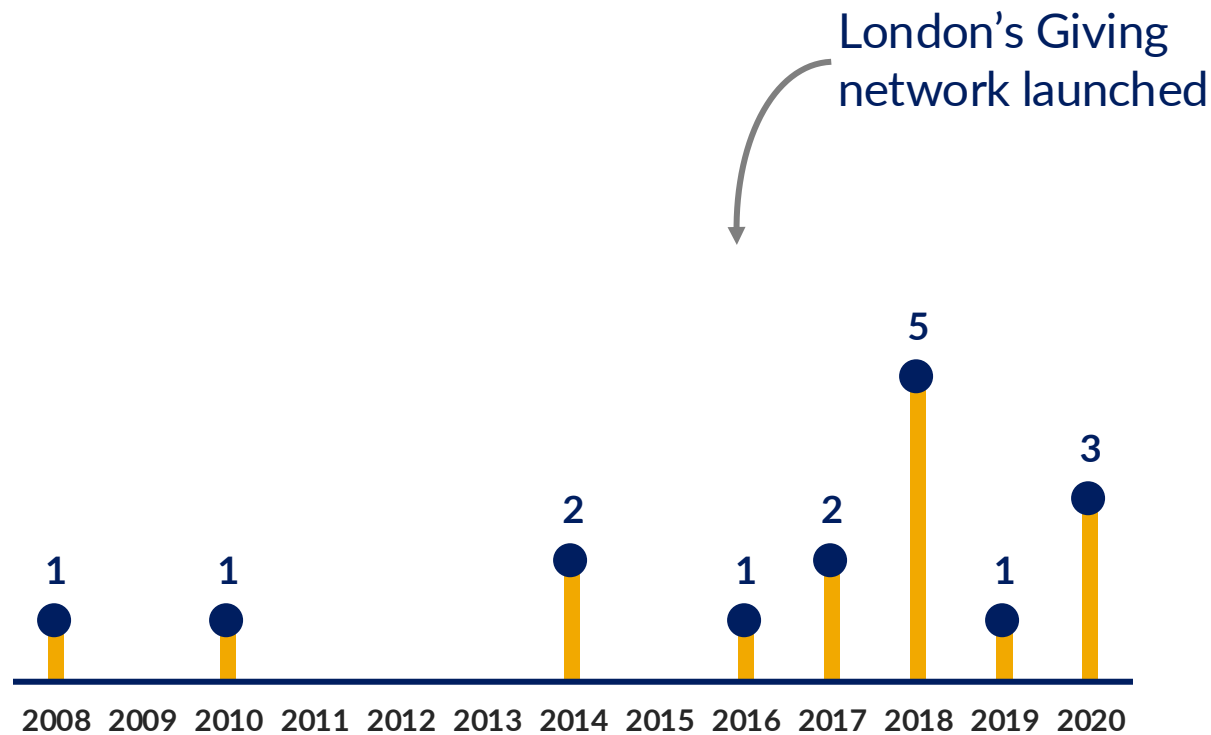
- There is also an ambition to work collectively across London and to effect local systems change through partnerships with and for residents.



Overview

More than half of the schemes were established in the last three years

Number of schemes by year of establishment and location



Note: Data excludes schemes that are in the process of setting up



Overview

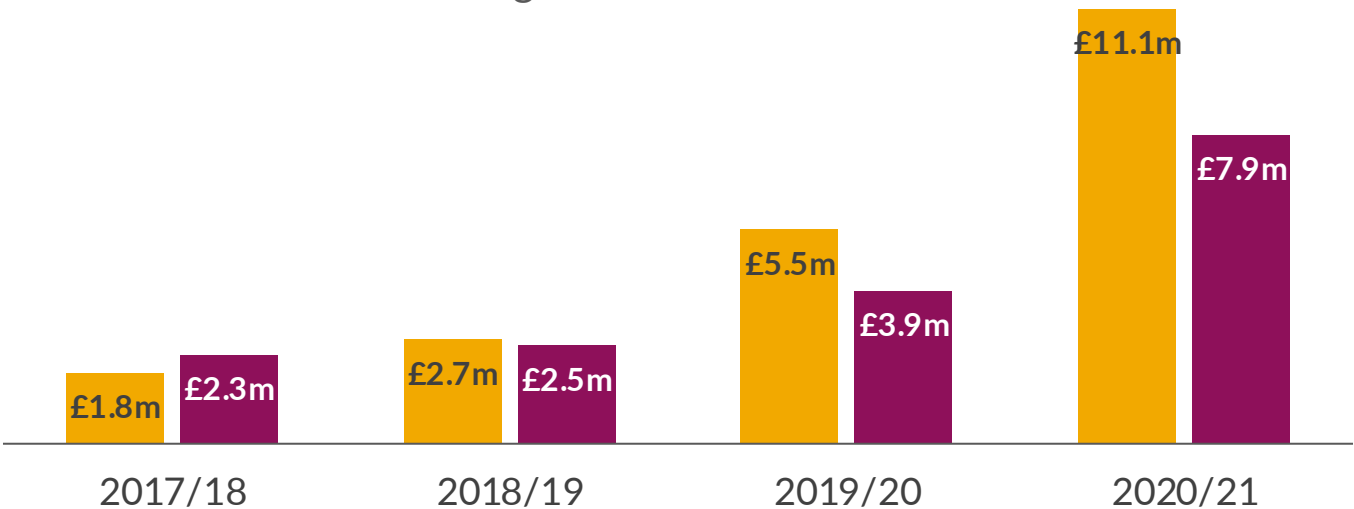
Over the last four years, place-based giving schemes in London have given substantial amounts of grants

Number of schemes responded



Total income and grants awarded (£m)

Total income Grants given



Between 2017 and 2021, place-based giving schemes had a total income of

£21.1m

and gave grants totalling

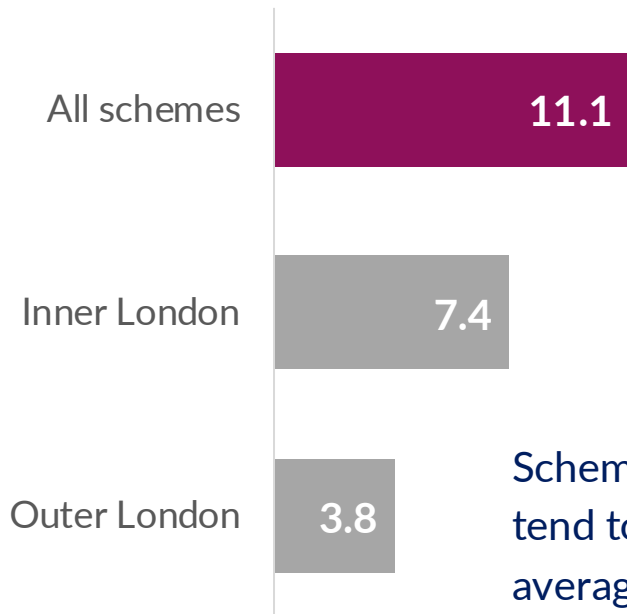
£16.6m



Income

London's Giving schemes received a total of £11.1m income from a range of sources

Total income in 2020/21 (£m)

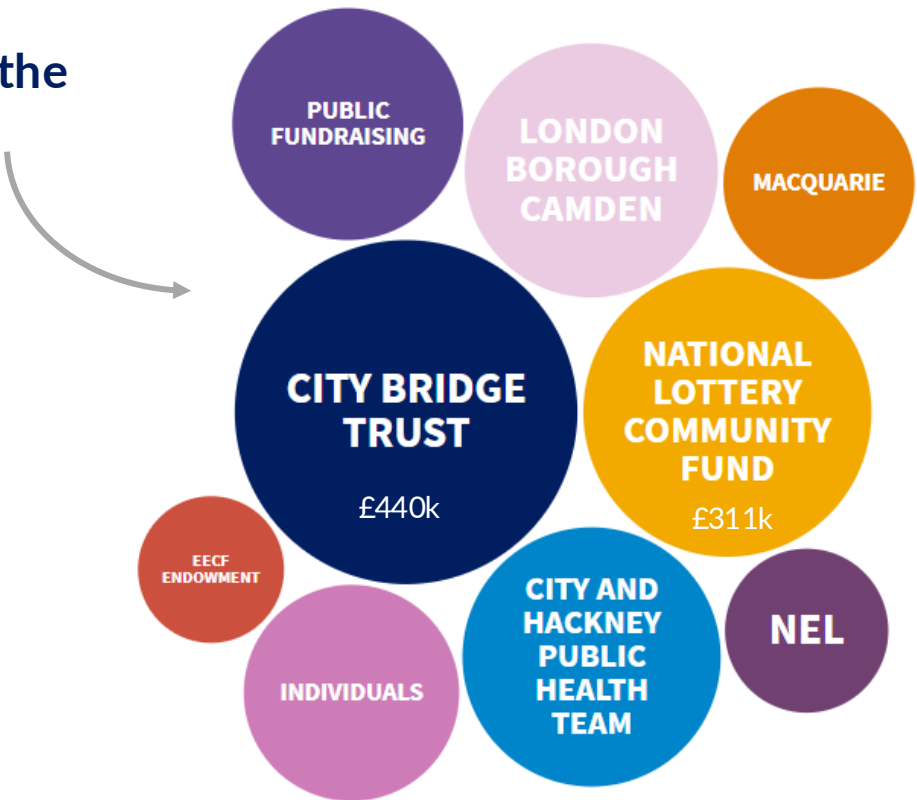


Schemes located in inner London tend to be bigger in terms of average income (£1.1m) compared to schemes in outer London (£0.5m)

City Bridge Trust and National Lottery Community Fund were the single biggest contributors

City Bridge Trust supported nine schemes, the National Lottery Community Fund supported three

Biggest contributors in 2020/21 by £ given

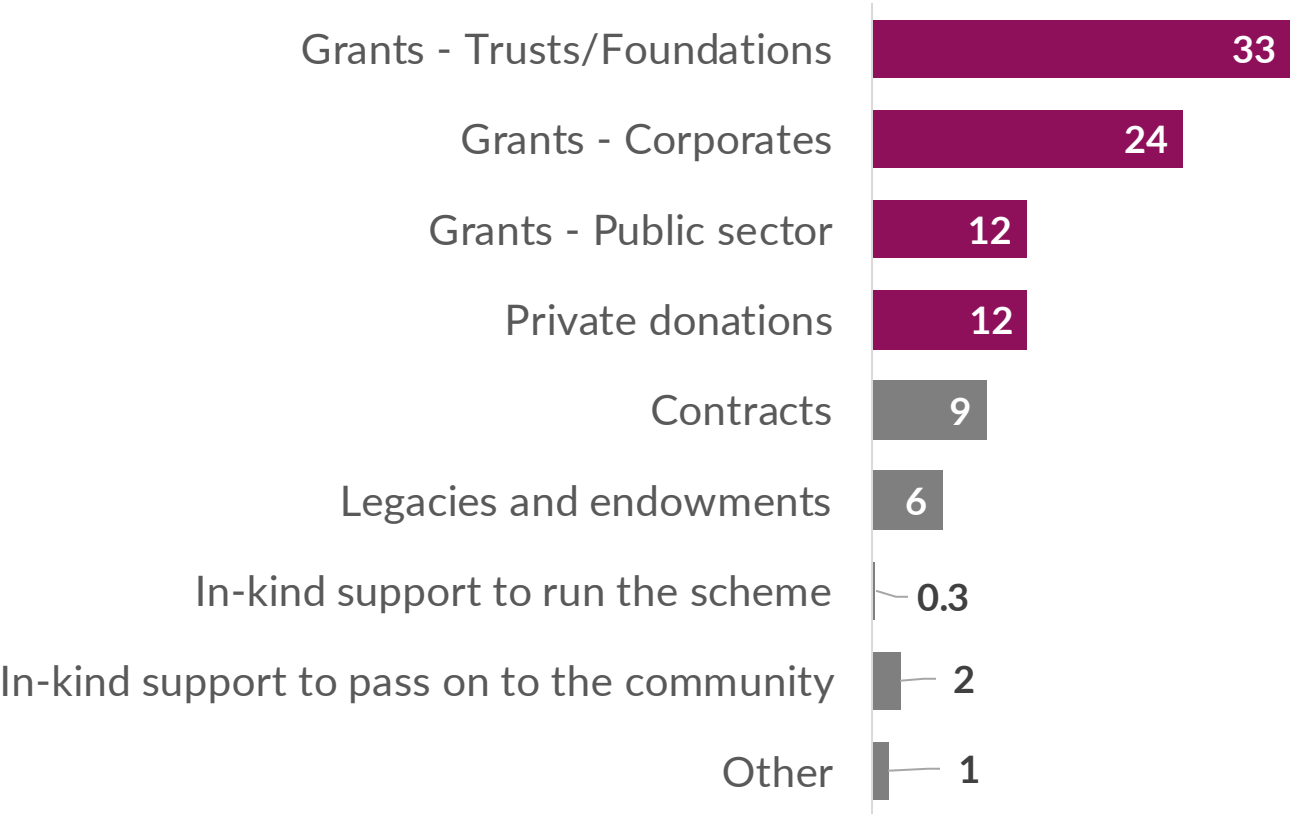




Income

Voluntary income is the largest income source for schemes and where they focus their fundraising

Income sources as proportion of income (% of income)





Giving

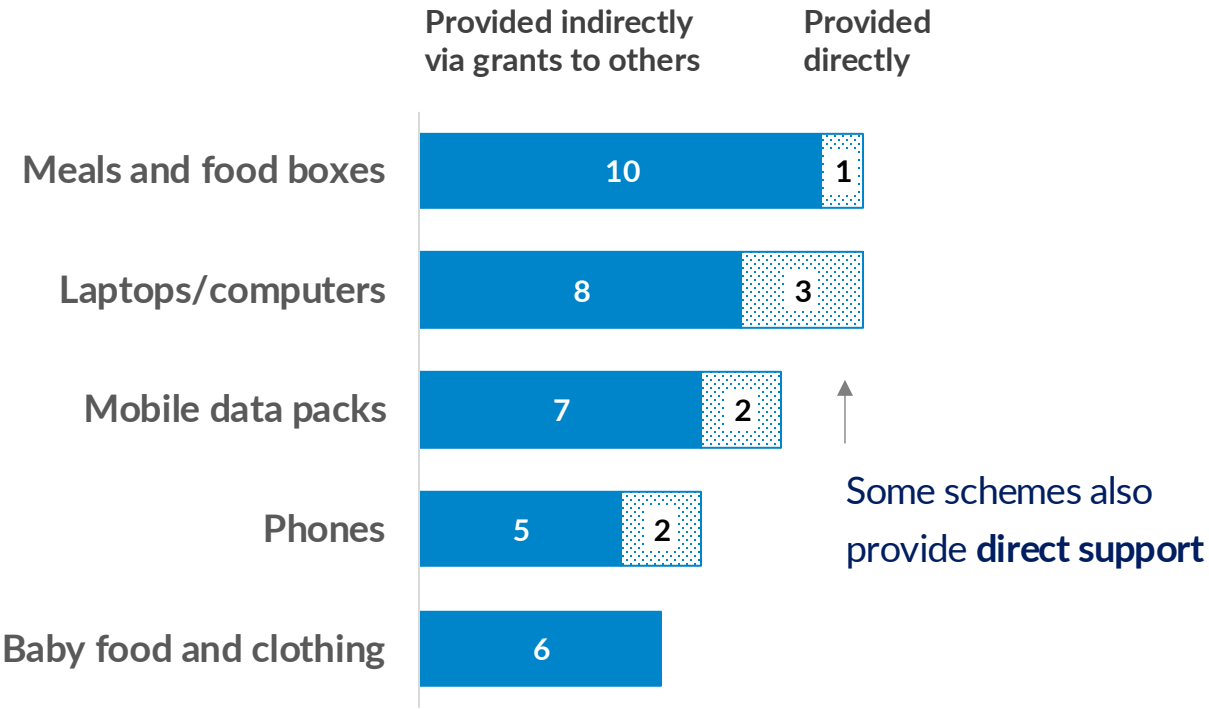
In 2020/21, schemes distributed a total of £8.2m to their communities

£7,9m
grants

£314k
cash equivalent
of items

£8,2m
total support

Additional items provided (number of schemes)





Giving

More than half of all grant awards were Covid-related funding from direct appeals and a range of funders

Total grants awarded by type of grant (£m, %)



Funders

Trusts and Foundations

- National Lottery Community Fund
- City Bridge Trust
- Paul Hamlyn Foundation
- .. & many more local foundations

Individuals

- Public appeals & donations
- High net worth individuals

Public funders

- Local Councils
- Ministry of Housing, Communities and Local Government

Private funders

- Local companies
- Bigger corporates (eg Google, Lendlease)



PBGS became the 'go to' partner for funders wanting to reach grass-roots organisations fast

Councils, CCGs, Public Health and the National Lottery Community Fund all chose to delegate Covid funding to PBGS, accelerating their development in grant making and awareness in the community.

PBGS can reach organisations others may struggle to reach

- Start-up and small local charities who may not apply to larger funders
- Volunteer-led organisations who do a lot with a small amount of money, delivering a significant return on investment and seed funding new solutions
- Many PBGS are willing to spend helping charities with applications and giving feedback in a way other funders aren't always able to – building their capacity and acting as a 'stepping stone' to further funding



Volunteering

Directly managed volunteering has decreased but participation is increasing

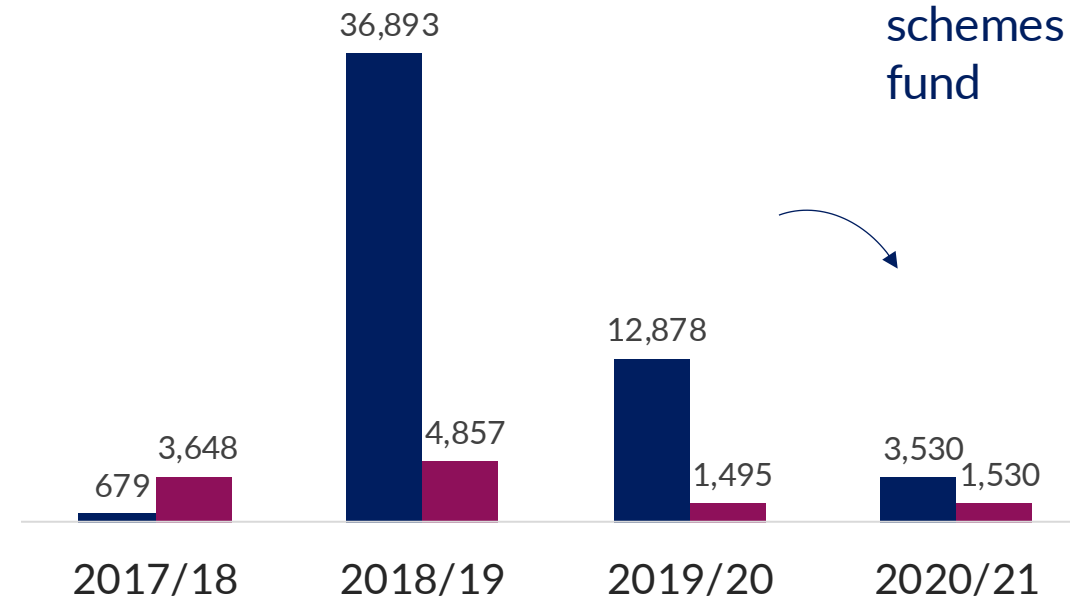
- Much pre-existing employee volunteering was put on hold and the future remains uncertain.
- The majority of PBGS are either using participatory approaches, began to put these in place during the year or plan to do so in the near future.

£109,695

The total value of volunteering in 2020/21

Total volunteering hours

■ Volunteers ■ Board members





Engagement

Schemes all well connected and engage with a range of stakeholders

Number of stakeholders involved by type of involvement

Stakeholder group	Events and campaigns	Discounts on services / products	Networks	Volunteers
Microbusinesses (less than 10 staff)	813	541	47	48
Public sector organisations	33	8	28	11
Large businesses (more than 250 staff)	41	10	16	19
SMEs (between 10 and 250 staff)	31	4	8	14
Community organisations (not funded)	270	27	135	46
High Net Worth Individuals	70	1	2	2
Other	471	0	8	3
Total	1729	591	244	143



Engagement

PBGS played a key role as 'connectors and conveners', and partnership working has accelerated

“Everybody now knows us in the borough and is ready to collaborate with open minds. In less than a year we have managed to become a landmark in the borough”

- Prior connections, their independent status and grassroots reach brought new partnerships to PBGS and / or put them at the heart of borough-wide partnerships.
- Business relationships have shifted: some businesses put their relationships on hold while others approached PBGS for the first time because they were focusing on local impact.
- Awareness and engagement with residents and donors increased, developing PBGS built a track record

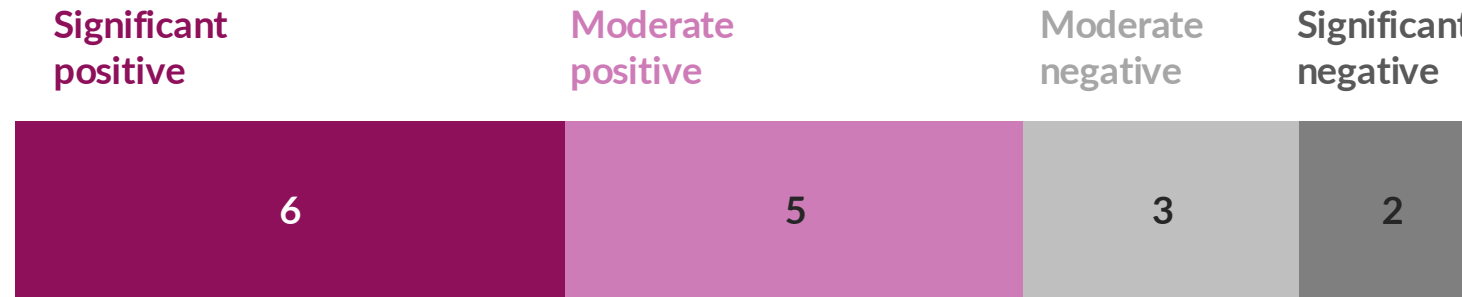


Covid-19

Covid-19 accelerated the development of many developing schemes and brought new audiences and partners

Impact of Covid-19 on schemes' development

(Number of schemes)



Many schemes described

- An upswing in interest in local giving translating into a surge of individual donations and support
- Closer relationships with councils looking for local experts to help shape, co-ordinate and deliver the emergency response
- Emerging schemes were given the resources and impetus to develop grant making systems quickly and developed expertise

Conversely

- Expected income from face-to-face events was decimated and replicating events online had limited success
- Business engagement and skilled volunteering became difficult if not impossible



Next steps for schemes and their hopes for the future

- Capitalising on the opportunities presented by new partnerships and supporters
- Time to reflect and refocus on '**doing the stuff that we set out to do**'
- Build awareness, engage everybody in the community
- Common development areas;
 - Measurement frameworks
 - Participative approaches
 - Good governance
 - Equity and diversity
- Explore the potential to work collectively across London
- Long-term and sustainable sources of funding continue to be needed but uncertain, this is the main barrier to development
- Many teams described feeling exhausted so need to take time out and reflect '**my board thinks we should keep moving at this pace and that's not sustainable**', '**It's been a rollercoaster with about half the staff we needed to manage it**'
- Be more demanding of partners



Recommendations

Maintain momentum and become the 'go to' organisations for local giving

Celebrate success and communicate impact

Use opportunity to highlight the role of PBGS as an effective local response and to advocate for greater investment into the movement

Manage new relationships

Find ways to build long-term trust with donors, councils, funders and to build on local partnerships

Embed principles

Build on new approaches and keep testing/innovating (eg participatory grant making)

Long-term planning.

Think beyond their Covid-19 response and consider their longer-term planning for sustainability, evolution and response to community need.

Sustainable funding

Now more important than ever to ensure schemes can maintain the infrastructure and relationships

Beyond the funding

Tapping into future resources to support communities.



Any questions, feedback or reflections?

Caroline Masundire, Director

caroline.masundire@rocketsciencelab.co.uk

Deborah Xavier

Consultant London's Giving

Lisa Hornung

Data Analytics Lead

Connect with us

www.rocketsciencelab.co.uk



[@_RocketScience_](https://twitter.com/_RocketScience_)



[Rocket Science UK Ltd](#)

**ROCKET
SCIENCE**