

**ROCKET  
SCIENCE**

# London's Giving impact report

Financial year 2021/22

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. [Place based giving](#) is an approach delivered through a partnership, initiative or organisation which brings new resources and approaches to addressing local need. This might be through fundraising, volunteering, in-kind giving, grant-making, capacity-building, influencing and convening.

This report summarises the impact of schemes supported by London's Giving for 2020/2021 across the following areas:

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

It also provides longer trends where data is available to look at changes over time.

### Who has responded?

We have included data provided by those schemes that are established, i.e. have received income and are now distributing funding/services in their communities. It only covers those schemes that have the capacity to collect and report data, therefore the wider impact of place based giving is likely to be an underestimate.

This year we received survey responses from 16 schemes, including:

**Barking & Dagenham Giving, Barnet Giving, 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.



## Summary

### **The pandemic has acted as an accelerator**

As predicted in our [Phase 2 report](#), the pandemic has enabled significant acceleration in the development of place based giving schemes (PBGS) in London, with a particular impact on emerging and developing schemes who have seen increases in income, new partners and supporters, and local awareness and trust. PBGS were agile and responsive in getting money and support into communities and have established themselves as valued and trusted community infrastructures.

### **Income and grant making increased significantly**

In 2020/21, the total income of PBGS almost doubled totaling £11.1m compared to £5.5m the previous year. Grants awarded were worth £7.9m with 57% being covid-19 related. However, volunteering hours fell from 12,800 to 3,500 reflecting the impact of covid-19 measures on activities. The value of volunteering stood at £109,695. While some of the growth can be attributed to a higher response rate (16 schemes compared to 10 in the previous), historic data for individual schemes shows that there has been a real growth in terms of income and grant making.

### **Schemes are well embedded in their local communities**

PBGS have been uniquely able to reach grassroots organisations, connect partners and avoid duplication and confusion. Participatory processes have engaged new funders as well as empowering local people. PBGSs have shared examples of partners thinking and acting differently as a result of their new perspective on place based action.

### **Strategic and long-term planning has become challenging**

Some of the challenges reported include a lack of time for strategic planning and non-essential back-office development, and some planned activities such as employee volunteering have been difficult to deliver and their future uncertain.

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

PBGS hope to be able to build on the opportunities created in the past 18 months, and to become the 'go to' organisations for giving in their borough. There is also an ambition to work collectively across London and to effect local systems change through partnerships with and for residents.

In numbers

Giving 2020/21



£11.1m

Income raised



£7.9m

Grants given



£109,695

Value of volunteering



£314,000

Cash equivalent of items given

Schemes became important connectors in their community to distribute funding during the pandemic

57% of grants were covid-19 related

15 of 16 Schemes gave out grants related to covid

Schemes also provided direct support by giving out

- Meals and food boxes
- Laptops
- Mobile data
- Phones
- ... and more

Schemes supported a total of



196,441  
Individuals



3,633  
Families



867  
Organisations

They organised



44  
Campaigns



67  
Events

... engaging a range of stakeholders

Between 2017 and 2021, schemes

had a total income of

£21.1m

and gave grants totalling

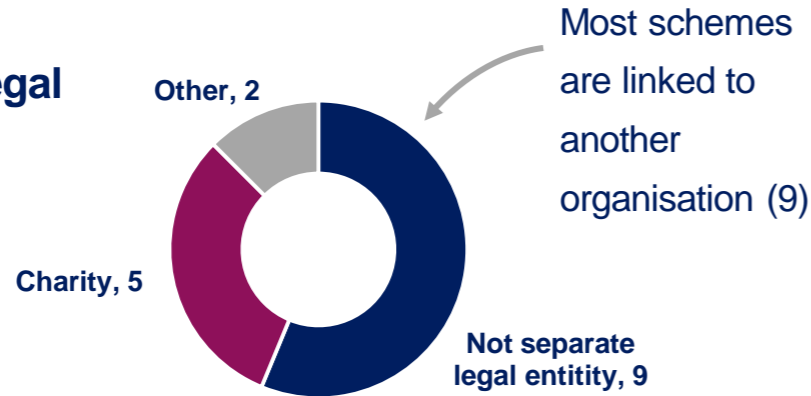
£16.6m



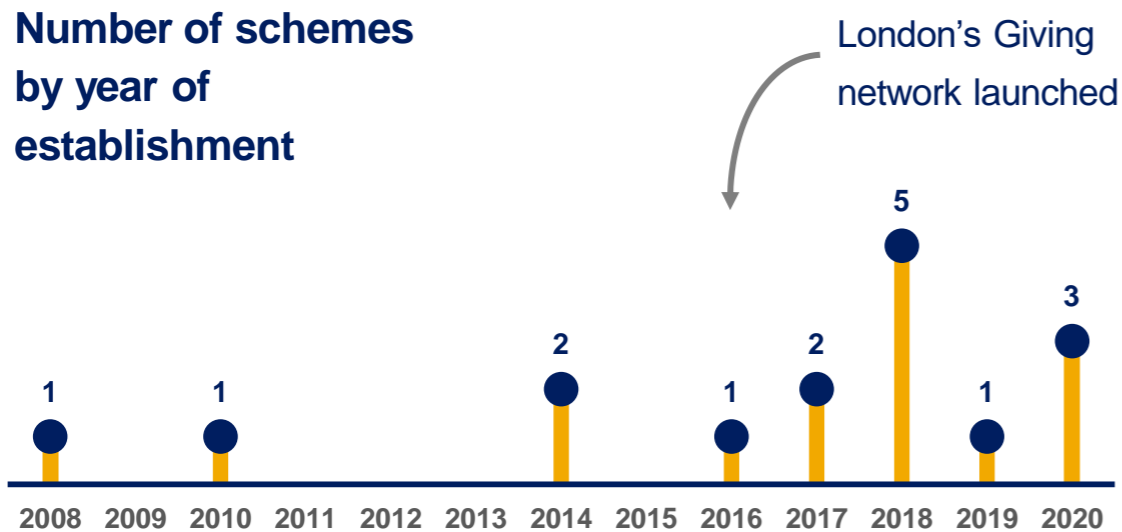
The schemes

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

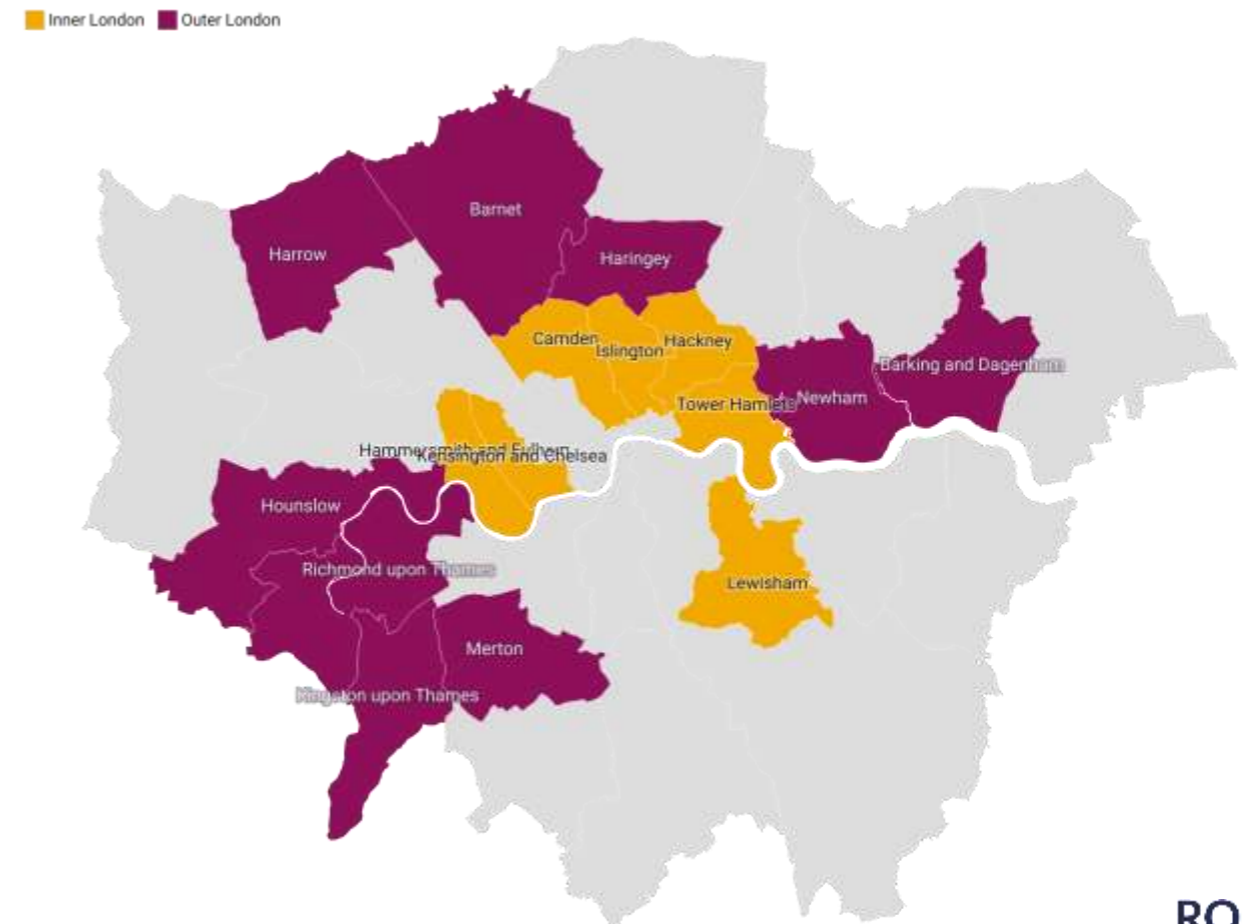
Number of schemes by legal status



Number of schemes by year of establishment



Schemes by location



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





Giving

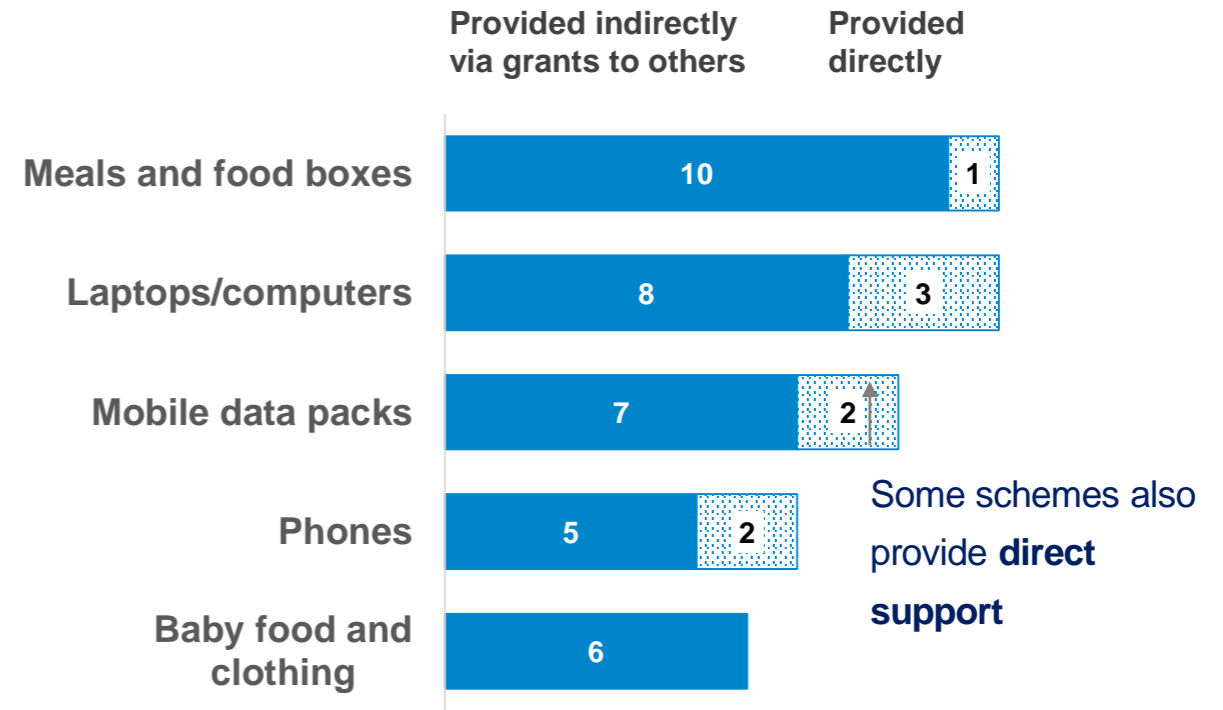
In 2020/21, schemes distributed a total of £8.2m to their communities

£7.9m grants

£314k cash equivalent of items

£8.2m total support

Additional items provided (number of schemes)





Giving

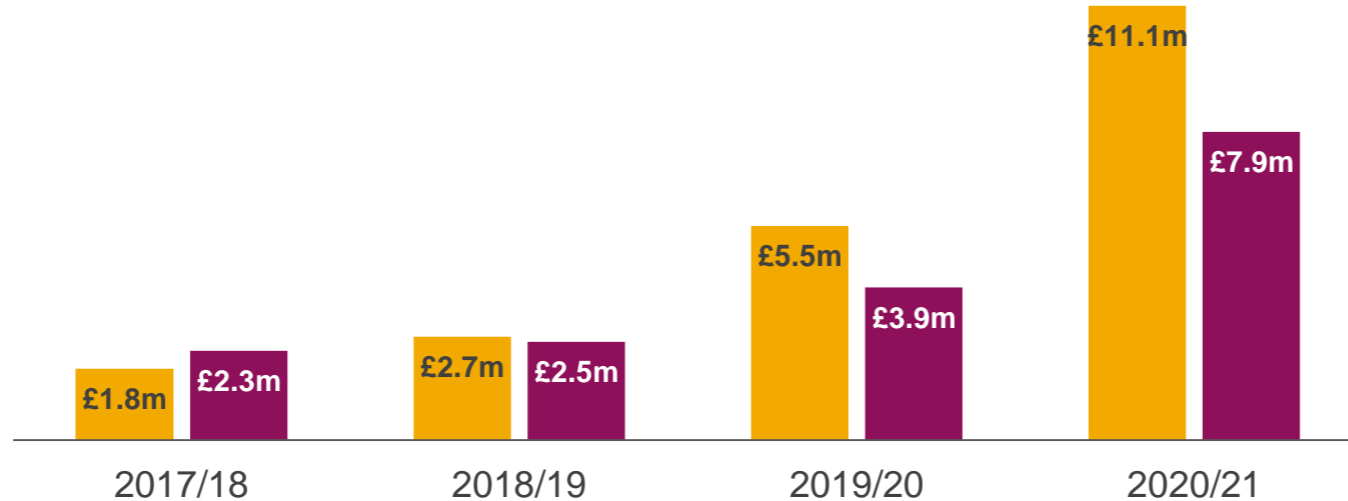
# Over the last four years, place based giving schemes in London have given substantial amounts of grants

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**

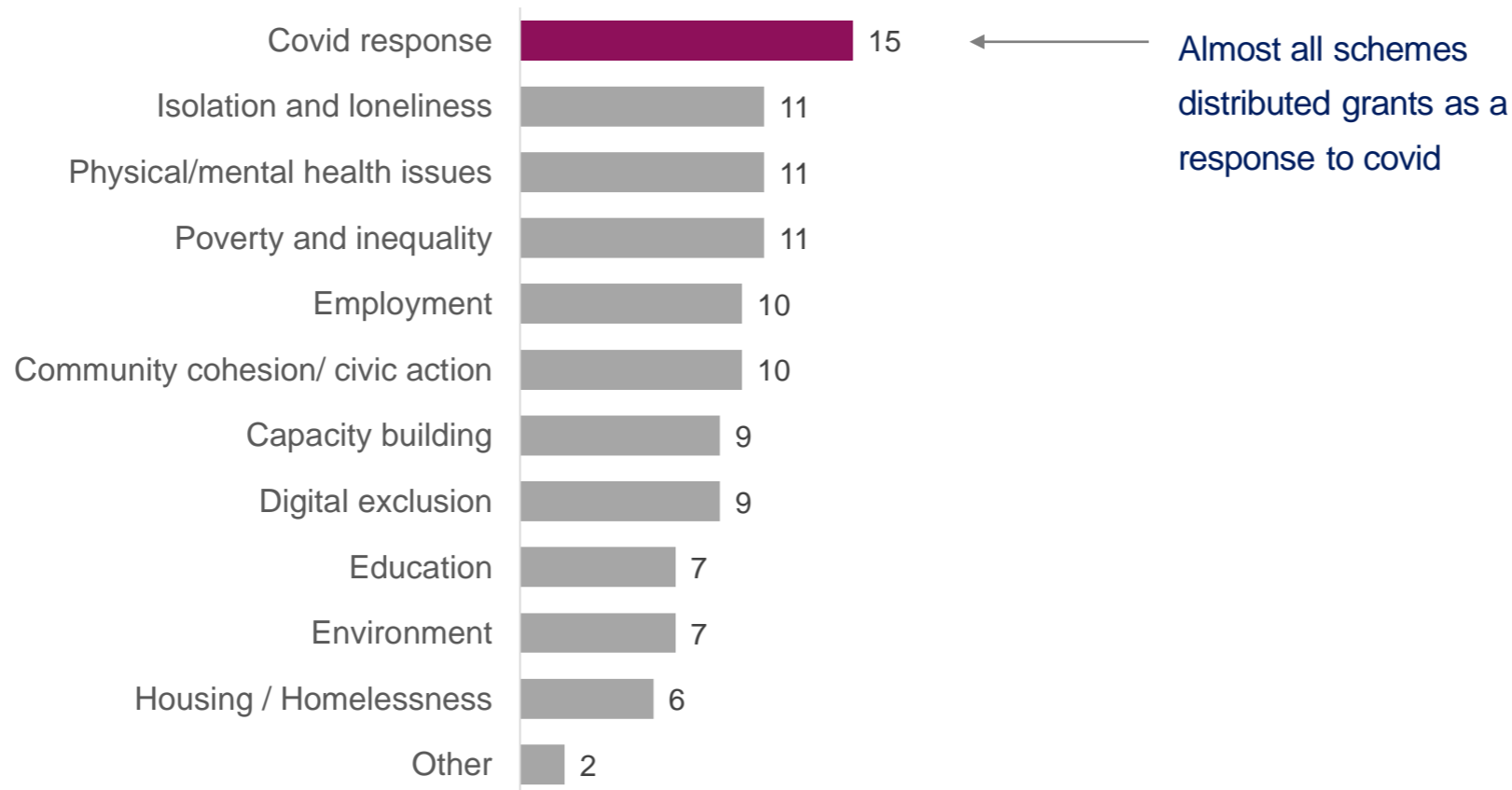
and gave grants totalling

**£16.6m**



# In 2020/21, grant giving was largely focussed on the covid response

Grant giving by topic area (number of schemes)



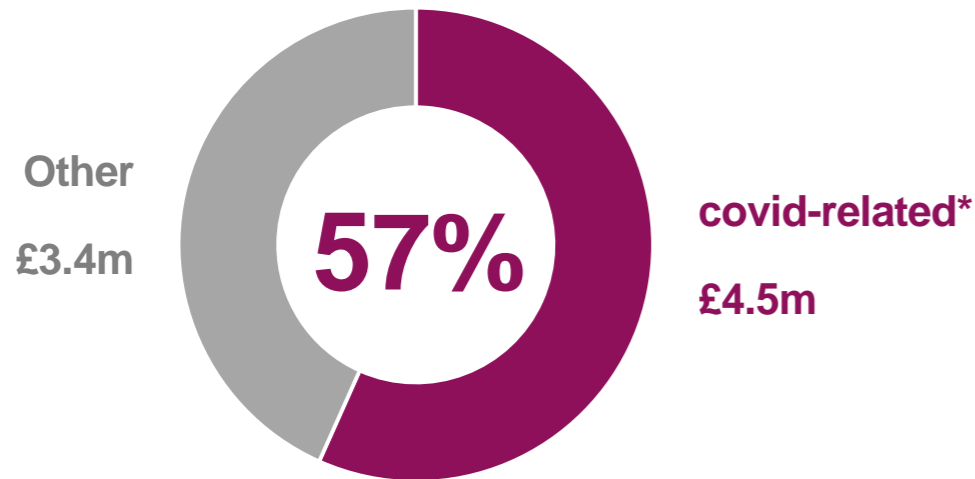




# Giving

## More than half of all grant awards were covid-related from a range of sources

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)

\*Includes grants that schemes reported as covid-19 emergency funding or funding related to covid-19. However, a distinction of covid-related versus non covid-related funding is difficult to make as most funding went towards supporting communities in need during a pandemic.



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

Hackney Giving was preparing for a public relaunch when lockdown hit. The original plan was to raise £50k in Year 1, they have given out just under £1m in grant rounds for covid response and vaccine awareness on behalf of the CCG and Public Health.

*"The Public Health team now has a more positive working relationship with the voluntary and community sector, people know each other. They were able to work with HCVS (Hackney Giving's host) as a trusted organisation, they wouldn't have been able to work with the individual groups. The single place of giving really helped them to do that"*

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

PBGS can reach parts of the community that other funders and institutions 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

***"These organisations don't have access to larger funders, they're just not geared up to it. We spend the time with them and say we really want to fund you, you are hands down doing the most incredible work, but we do need you to look at the application form again. It is about those conversations and it is about showing we care and going the extra mile for smaller organisations who'd just have a flat no, or wouldn't know where to go."***



# London's Giving schemes supported large numbers of beneficiaries from various backgrounds

Number of schemes supporting different beneficiary groups



In 2020/2021, place based giving schemes supported a total of ...

**196,441** Individuals

**3,633** Families

**867** Organisations

...through providing grants and other direct support such as phones, laptops and more.



Giving

# Directly managed volunteering has decreased but participation is increasing

Most PBGSs brokered some ad hoc volunteering and in-kind donations. In boroughs with developing schemes the majority of volunteer brokerage at scale was managed by local experts and PBGS referred individuals to them. Several mentioned a desire not to duplicate or 'tread on the toes' of other local agencies.

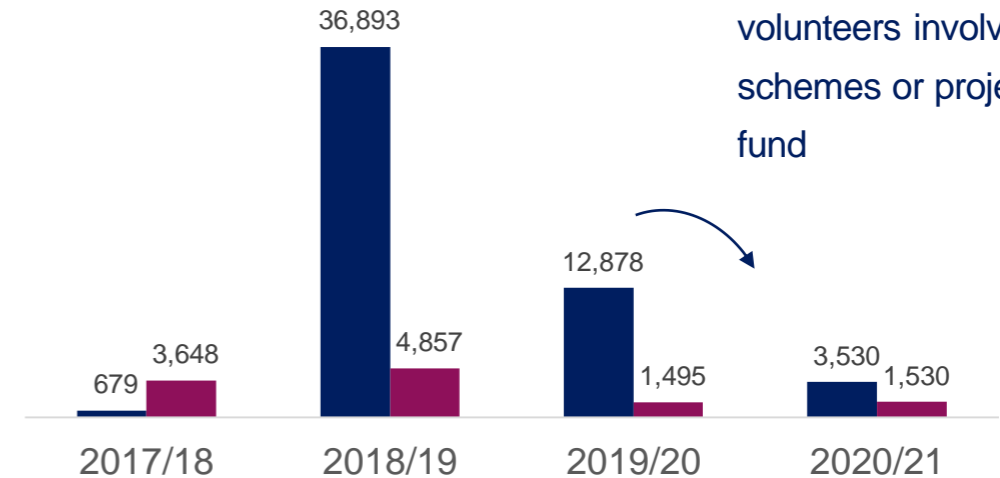
Much pre-existing employee volunteering was put on hold due to covid, and the future of this remains uncertain. Plans to progress volunteering programmes in several developing schemes became secondary to distributing funds to meet immediate need.

**Camden Giving** are moving away from separate employment and volunteering programmes to taking a holistic approach to connecting requests for help *"We meet once a week to connect requests from panellists, surveys or one to one conversations with offers from businesses and other partners. We have connected around 100 opportunities from access to jobs, equality consultations in partnership with UCL, in-kind donations and representation at council meetings."*

The majority of PBGS are either using participatory approaches, have started to put these in place or plan to do so in the near future. Residents involved have described a more profound personal impact after being part of decision-making processes. As one scheme who worked with local young people said: *"Each one of them said that it was the highlight of their covid experience, that we gave them responsibility to be part of that"*.

## Total volunteering hours

■ Volunteers ■ Board members



covid-19 restrictions have impacted on the number of volunteers involved in schemes or projects they fund

**£109,695**

The total value of volunteering in 2020/21



Engagement

# Schemes all well connected and engage with a range of stakeholders

Number of stakeholders involved by type of involvement

Microbusinesses are the largest group engaged with overall, although most of the engagement is based on one individual scheme

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
<b>Total</b>	<b>1729</b>	<b>591</b>	<b>244</b>	<b>143</b>

Volunteers are most likely to come from large businesses and microbusinesses

Community organisations provide useful links and networks



Engagement

# The types of stakeholders and ways of engagement differ greatly between schemes

## Examples

Despite the pandemic, some schemes have been able to hold a number of events. In particular, three schemes organised 85% of all 67 events held during 2020/21 leading to engagement with local businesses and community groups. This includes Camden (35), Harrow (12) and Barking & Dagenham (10).

Lewisham has been particularly successful in engaging microbusinesses and community organisations, resulting in more than 500 businesses offering discounts on products and services, and 100 community organisations engage in networks.

Kensington & Chelsea, Haringey and Hammersmith & Fulham had higher engagement with High Net Worth Individuals compared to other schemes.

- Stakeholder engagement is a core aspect of place based giving models, growing local networks and getting different parts of the community involved. The types of engagement can vary depending on the local context and the assets available in the area.
- Microbusinesses and community organisations were the largest stakeholder group for both inner and outer London schemes.
- Overall, inner London schemes have secured more engagement across all areas. This is mostly apparent in terms of engaging with small, medium sized businesses and larger businesses.
- However, there are big differences between individual schemes showing the variety of ways in which schemes choose to engage with different stakeholder groups (see box on the left).





Engagement

## Awareness and engagement with residents & donors increased, developing PBGS have proved their effectiveness

*"One big thing that has come out is being able to demonstrate we are a really agile, responsive, accessible funder and we do have reach where other funders and infrastructure don't"* Outer London giving scheme

*"With covid, we fast forwarded 2 years. We had a mailing list of 100 people max before and now we have a list of 600 donors. We're in a good place because sometimes the hardest bit is to get someone to know who you are and give for the first time"* Inner London giving scheme

*"It gave us a real call to action to speak to our donors. It focused everyone's attention on their own community, many of our donors give nationally or internationally but suddenly they were keen to understand what was going on locally"* Inner London giving scheme

*"We have seen a lot more appetite, interest and understanding from our donors to invest in the issues"* Outer London giving scheme

*"We've got a giving scheme that is pretty first class by any measure, which is great because it will be very active in the long-term"* Outer London giving scheme.

- Many PBGSs raised significant funds from residents, some for the first time.
- PBGS profiles were raised with donors and community organisations. Developing PBGSs established themselves and built a track record.
- Several reflected that donors were more open to giving unrestricted funding and seeking advice on local needs.
- Many ended the year feeling in a stronger position to support their communities, although there are significant and ongoing concerns about sustainable funding and finding the capacity to cultivate the new relationships and networks that have been forged.



Engagement

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

**Haringey Giving** worked closely with Haringey Council and other partners to share intelligence and get financial support to local groups, especially emergency food provision *“it was a much more 'whole Haringey' team than we've ever had. Haringey Giving was central to that response”*

**Lewisham Local** became a partner in the boroughs covid Response Hub, working with the council and 3 other charities to offer Information, Advice & Guidance, a volunteer hub, food parcels, medication pick-ups and phone befriending. *“We played a leadership role in bringing together the voluntary and community sector to pool their assets. A joined-up offer across the borough wouldn't have happened if we hadn't been involved, and there would have been a lot more duplication and confusion”*

**Islington Giving** also strengthened their relationship with the council *“We worked with them closely on the crisis appeal, shared a lot of information and hosted a cross-borough meeting every week for the council, community organisations and umbrella groups... we were able to bring some resource and 'fleet of footness' into the borough. It's helped us to think about the networking and convening role we have which is hugely important”*

Prior investment in relationship building, their independent status and grassroots reach brought new partnerships to PBGS and / or put them at the heart of borough-wide partnerships.

***“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”***

Giving scheme trustee



## Business relationships have shifted

The **big business** response has been varied, with some putting relationships and discussions with PBGS on hold because they were focusing on their core business, and others approaching PBGS for the first time because they were focusing on local impact.

*“When covid hit we were thinking about how we show up in key European cities. The pandemic forced me to think 'who am I to know where to start on this? I really need to speak to people who have the credibility locally. I was desperately casting about for people to help me navigate’”* Giving scheme business partner

We are starting to see examples of PBGS changing the way their partners work, and working with PBGS to employ local people.

For example, the Kensington & Chelsea Foundation engaged fintech business LMAX Group with the Spear employment programme and were so impressed by the candidates, they have now started offering apprenticeships to local people.

Several PBGS have re-framed their relationships with **SMEs**, who were struggling to survive the pandemic, from asset holder to beneficiaries.

*“A lot of our giving projects were quite reliant on local businesses giving something, giving a discount, giving access to their toilets, giving their skills away for free. Our messaging completely changed during covid to ‘support your local businesses at this time’. They are our main giving audience, but it flipped the other way.”* Outer London giving scheme

*“We made a decision as a board early on that smaller businesses were part of our community, so there wasn't a line between private and voluntary sector in terms of community response”* Outer London giving scheme

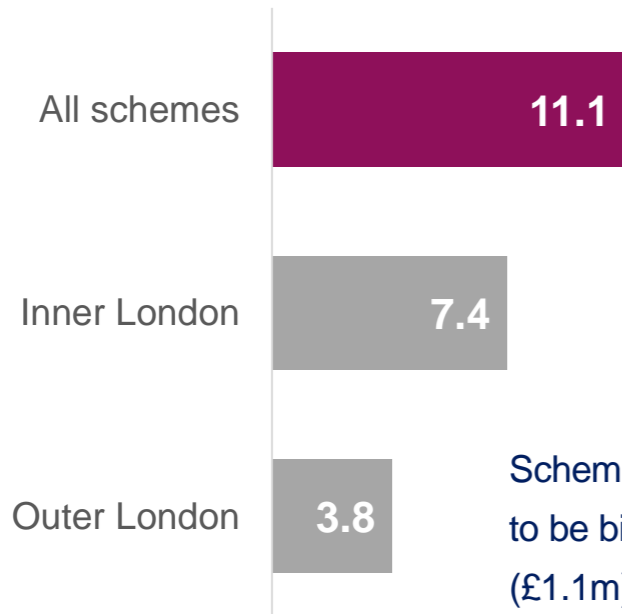
**Some developing schemes**, for whom businesses had been a target audience, focused on attracting individual donors and delegated funds to meet demand, and planned to cultivate business relationships as a next step.



Finances

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

Total income in 2020/21 (£m)

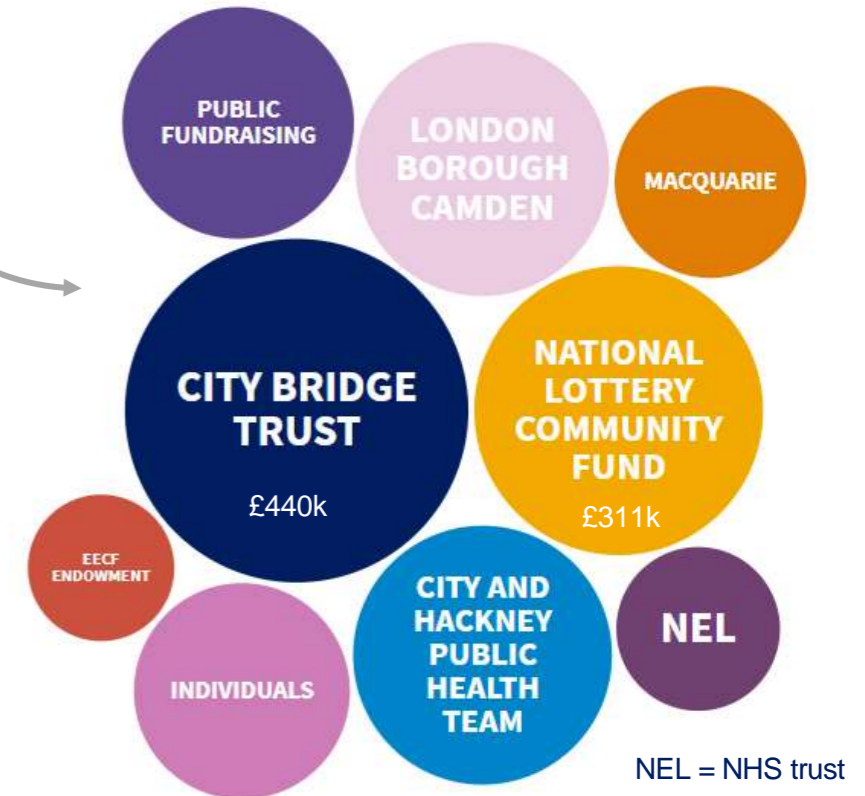


Schemes located in inner London tend to be bigger in terms of average income (£1.1m) compared to schemes in outer London (£0.5m)

## 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, size by £ given





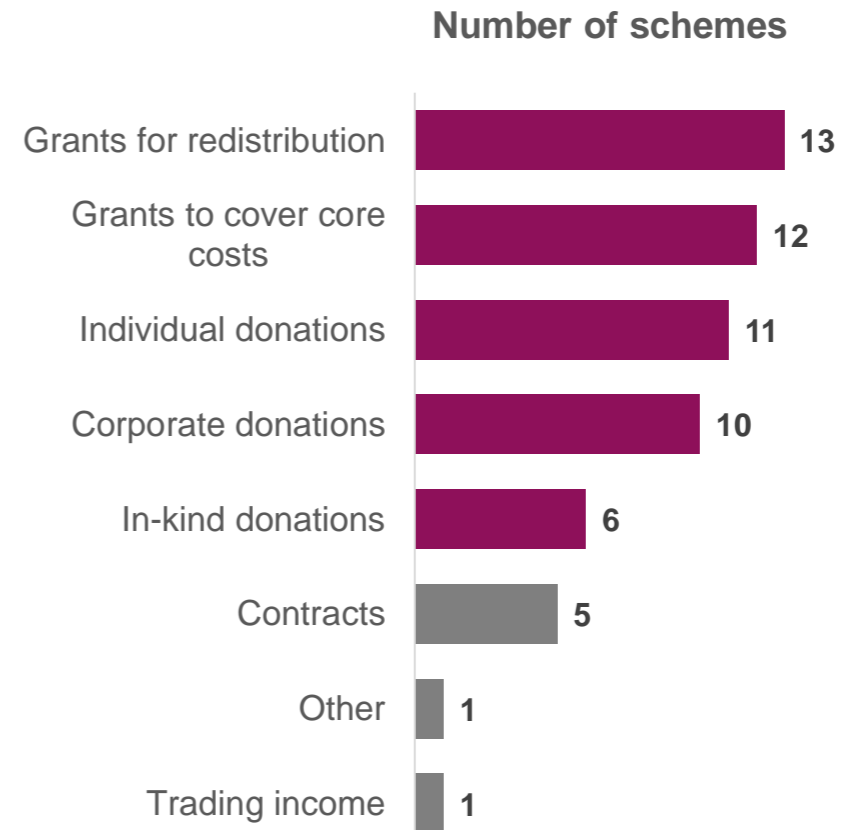
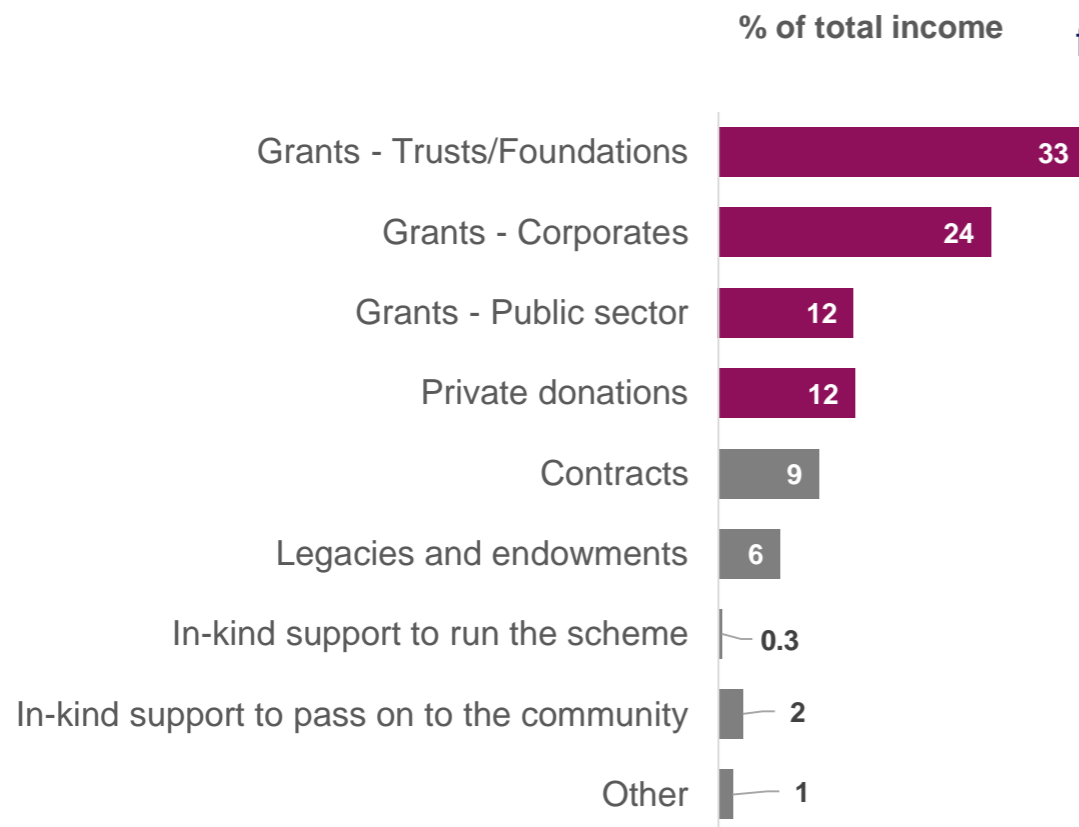
Finances

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

Income sources as proportion of income

Grants and donations are most important funding sources

Fundraising priority areas for schemes in 2020/21





Finances

# Outer London schemes receive a larger proportion of their funding from trusts and foundations

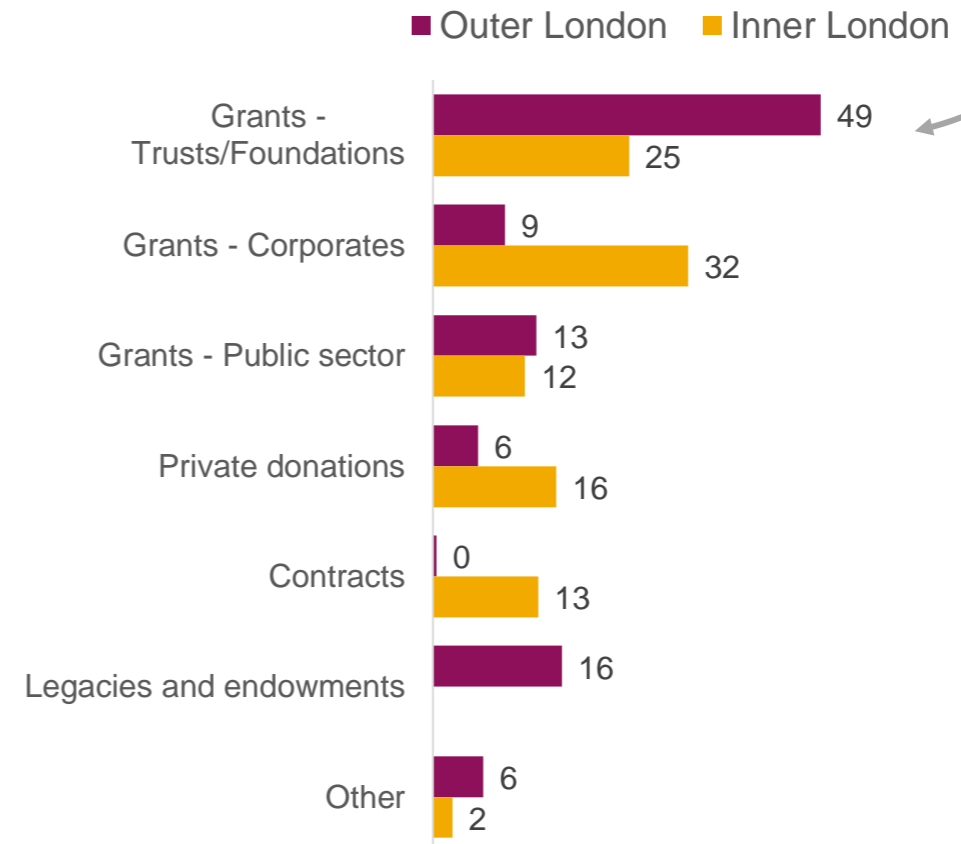
## Wider context

One of the reasons as to why outer London schemes may have received a larger proportion of funding is in relation to targeted funding by National Lottery Community Fund and others to respond to funding 'cold spots'.

There has been concerted efforts across London-based and national funders to start to invest in places where they have little or no traction. Outer London boroughs tend to fare less well in terms of funding more generally, can sometimes have less infrastructure and access to parochial or endowed funders who can provide support and hosting such as the way Cripplegate Foundation supports Islington Giving,

It will be important to monitor this over time and whether there are any patterns emerging in terms of scale and scope of investment.

Proportion of income by source and scheme location (% of total income)





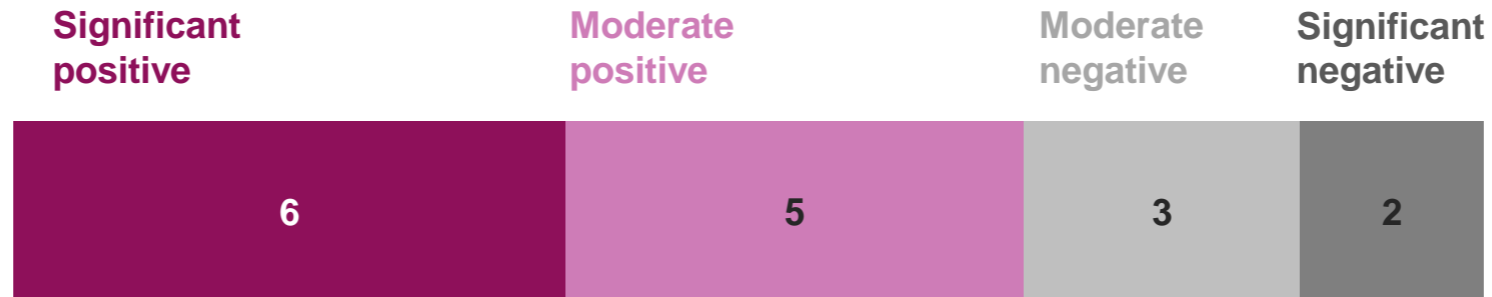


covid-19

# 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 'We have done a lot of high-speed road testing about what works best'

*“Made people aware of us, seen as relevant, trusted partners, joining the council in many partnerships, financially more confident, huge reach which was unimaginable before in such a short time.”*

## 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

*“Unable to deliver our Giving activities due to the pandemic. We had to cancel visits to corporate offices and all in-person volunteering. We trialled some online versions of our activities but the programme does not translate as well online. The pandemic affected our ability to raise funds.”*



covid-19

# The pandemic has acted as an accelerator for schemes but strategic and long-term planning was put on hold

## Case studies

Especially acute for emerging and developing schemes, the important work of strategic planning was put on hold while they dealt with local need:

*"We built the plane as we were still flying, and we still are"*

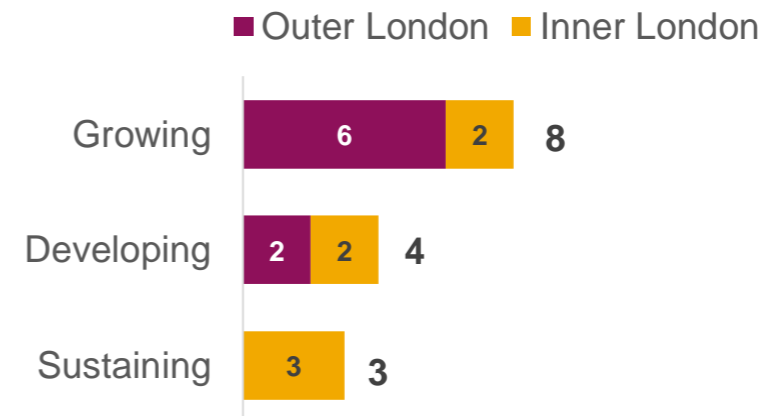
*"It's like being washed up after a big storm, are we really heading in the same direction we started in or are there other things we feel that we're good at?"*

*"We changed direction overnight"*

*"Almost everything got thrown up in the air and our regular supporters disappeared. Thankfully new ones emerged. But we're not anywhere near meeting demand"*

- A total of eight schemes said that they were growing while four were developing and three sustaining – for further information about the phases of PBGs click [here](#).
- Outer London schemes were more likely to say they are growing than inner London schemes, which were more likely to be established. Even though the pandemic has led to growth or development of schemes, long-term planning has been challenging
- Many schemes have prioritised racial justice strategies and have been working to make their own governance and systems more equitable

## Number of schemes by development stage and location





## 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 they 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

***"What is our role in shaping how philanthropy works, how developers work, how we leverage that trust we are building? I would consider it a failure if giving schemes became the front runners of doing participatory work and are not able to then influence the broader politics about what it means to work in a place"***

***"Now we're a bit more established we can push back on partners and say when we have concerns when we feel something is not right for the people involved in it...helping our partners understand what is a good way to work with local communities"***

Recommendations I

# Maintain momentum, embed principles and become the 'go to' organisations for local giving

Theme	Findings	Recommendations for London's Giving	Recommendations for Schemes
<b>Celebrate and communicate success</b>	covid-19 and the need for local community-based responses highlighted the important role PBGS play in their local communities. Without the investment in the collaborative and participative place based approach by CBT and other funders, communities would not have had access to this critical support.	It is imperative that London's Giving uses the insights and learning from schemes to present a case for investment to other funders and investors into place based Giving Schemes. The evidence developed from the schemes' impact and their role in supporting community-based responses provides a compelling narrative for funders, commissioners and donors.	Schemes also need to consider how they use their data and invest time to showcase their success within their local areas. As places recover, there is a recognition that we need to think and do differently. London's Giving has shown the impact local collaboration has made in listening and responding to local need, corralling and sharing resources and building firm foundations for the future.
<b>Embed and demonstrate principles</b>	Schemes, regardless of their status ie developing or established, have demonstrated the shared principles of place based giving. covid-19 has enabled many to build on the learning from older schemes, particularly in participatory grant-making, sharing a range of resources and support including equipment and time, as well as getting greater understanding of local need.	London's Giving needs to continue to promote and support these principles. Through the development support and evaluation activity it also needs to find ways to effectively demonstrate both the practice and impact these principles have to convince other funders, places in London and beyond of the benefits of a place based funding approach to addressing local need.	One of the challenges facing schemes is the risk of focusing purely on grant-making. The value schemes have provided is to reach communities other funders cannot. Schemes will need to be mindful of maintaining these principles and their USP so that they can continue to align with and build on the five shared principles. As well as find opportunities to articulate how these contribute to the impact of their work.

Recommendations II

# Maintain momentum, embed principles and become the 'go to' organisations for local giving

Theme	Findings	Recommendations for London's Giving	Recommendations for Schemes
<b>Communicate reach and impact</b>	<p>The pandemic has shown that schemes are well embedded in their communities and trusted by funders to distribute funding. Schemes have demonstrated their links into their communities and relationships with grassroots organisations.</p>	<p>Understanding how established schemes have achieved this will be helpful to share the learning and approaches with developing schemes and new schemes to embed best practice across the movement.</p>	<p>Schemes need to use their local connections and networks to demonstrate their role in making support more accessible to grassroots organisations. This will help them both make the case for support alongside reaching communities other funders cannot do.</p>
<b>Build on relationships</b>	<p>Many schemes have seen a growth in funding and their supporter base during covid-19. While some business had to stop their involvement, new businesses reached out to schemes eager to make an impact in their local communities.</p>		<p>As we move to recovery, it may make it less attractive to give as we return to the structural problems that existed before and exacerbated by the pandemic. It will be crucial to maintain these newly established relationships, find ways to build long-term trust with donors, councils and funders and to build on local partnerships and collaborations.</p>
<b>Plan for the future</b>	<p>While the pandemic has acted as an accelerator for many schemes, strategic and long-term planning was put on hold and had become even more challenging.</p>	<p>At this moment of change and evolution, schemes will need support to help them consider their offer and services and help to build their capacity so that they move from a crisis response into a recovery and future strategy. Focusing on covid-19 has impacted on their ability to plan for their future.</p>	<p>It will be important for schemes to think beyond their covid-19 response and consider their longer-term plan for sustainability and response to community need. In addition to building on the trust and networks generated through the pandemic, schemes need to consider the impact on staff, trustees and volunteers and what this might mean in terms of scaling up for the future.</p>

Recommendations III

# Maintain momentum, embed principles and become the 'go to' organisations for local giving

Theme	Findings	Recommendations for London's Giving	Recommendations for Schemes
<p><b>Funding the future</b></p>	<p>The pandemic has led to increased income for many schemes. As most of the funding and grant making was linked to covid-19, securing sustainable funding is now more important than ever to ensure schemes can maintain the infrastructure and relationships they have created.</p>	<p>Sustaining the place based giving movement has been challenging partly because its value is hard to quantify. The evidence from this 4<sup>th</sup> year of tracking illustrates the impact and reach of schemes, and the role they continue to play in supporting local need. London's Giving needs to showcase this impact and use its influence and networks to encourage other investors such as the GLA into the movement.</p>	<p>Schemes will need support to think about their operating model and what their needs are to continue and extend the reach of their work. This includes how they can mobilise local talent and resources to supplement their investment and support offer. It is also about demonstrating the benefits of collaboration to funders and donors to maximize help for their communities.</p>
<p><b>Investing beyond the money</b></p>	<p>Schemes have demonstrated their ability to distribute other resources beyond grants and it will be important for them to consider how they can tap into future resources to support their communities.</p>		



**Caroline Masundire, Director**

[caroline.masundire@rocketsciencelab.co.uk](mailto:caroline.masundire@rocketsciencelab.co.uk)

**Deborah Xavier**

Consultant London's Giving

**Lisa Hornung**

Data Analytics Lead

**Connect with us**

[www.rocketsciencelab.co.uk](http://www.rocketsciencelab.co.uk)



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



[Rocket Science UK Ltd](https://www.linkedin.com/company/Rocket Science UK Ltd)

**ROCKET  
SCIENCE**