



Place Based Giving movement

londonfunders.org.uk

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The movement at a glance



Place Based Giving April Network day to shape the new vision and how we get there



H&F Giving's new campaign for 'A Better Hammersmith and Fulham.'



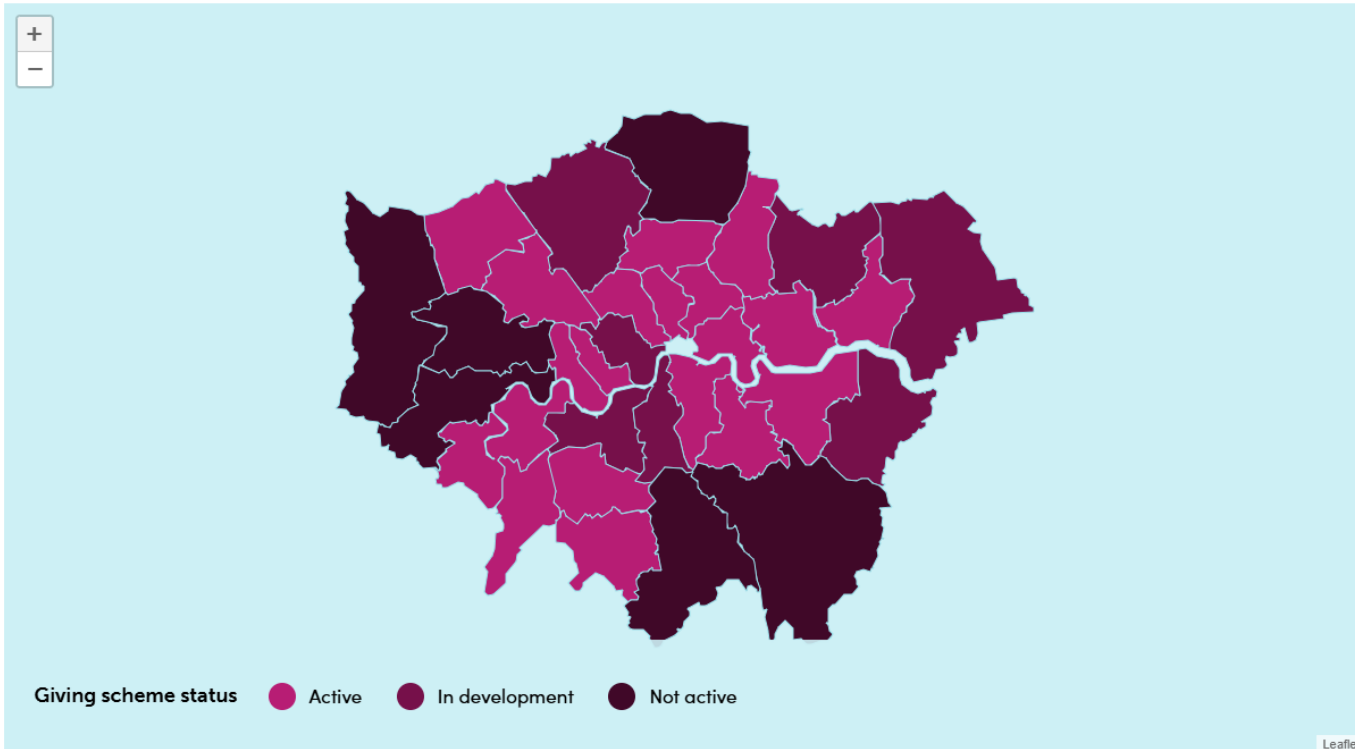
Celebrating 15 years of local giving in Islington



Launch of Kingston Giving and their new peer led research report on 'What Kingston Thinks'

A snapshot of Place Based Giving

A dynamic and evolving ecosystem



Place Based Giving schemes operate across a rich spectrum of change

- Transforming
- Revolutionising
- Reforming
- Replicating

Our new collective vision

Shaping systems change

What PBGS Do

- Bring together different groups with a stake in our place
- Listen deeply and respond to community needs
- ADVICE = $LEE + ADVANT.$
- Build trusting relationships in communities and facilitate knowledge exchange between communities, public, private and voluntary sectors
- Raise funds and redistribute them - to grassroots organisations, sometimes to individuals
- Create opportunities for people to give time, skills, resources - and to develop skills

How they do it

- 5 principles of place based giving
 - big focus on everyone has something to give
- Relational focus
- Participatory methods
- Cross-sector collaboration

Four keys to system change

<p>Relationships</p> <p>People find joy in participating and coming together</p> <p>Deepening relationships within and across local communities</p>	<p>Equitable and democratic participation in shaping public services</p> <p>Deepening relationships between communities and those who run and administer public services</p>	<p>People feel heard by those closer to formal power</p> <p>Deepening relationships across sectors</p>	<p>Shifting from competitive model to relational model</p>
<p>Power</p> <p>Local people have increased access to opportunities to build personal skills and increase skills capacity to drive change</p>	<p>Facilitating citizens/residents so they know how to make change in their communities</p> <p>Unleashing, catalysing, facilitating the power citizens already have</p>	<p>Building power within, power with and power to in communities through participation</p> <p>Creating contexts where everyone has a seat at the table</p>	<p>Shifting power from top-down to bottom up</p> <p>Re-imagined attitudes to citizen power</p>
<p>Resource flows</p> <p>Residents know what's available and can access it</p> <p>Money flows to the grassroots</p>	<p>Public services improve through citizen participation</p> <p>Citizen knowledge flows to service providers and funders - and businesses</p> <p>Investment in infrastructure to support community development</p>	<p>Everyone has what they need to live well</p>	<p>Shifting away from deficit model - valuing all assets</p> <p>Shifting away from scarcity/competition to sharing/collaboration</p>
<p>Purpose</p> <p>More services include citizen participation as standard</p> <p>Local services meet local need</p>	<p>We centre joy and life in the work we do</p> <p>More equitable public services</p>	<p>Businesses have a stake in improving the community</p> <p>Pathways out of systemic / entrenched poverty</p>	<p>Systems facilitate rather than block communities</p> <p>Reinvigorate democracy</p>

Our North Star

- People feel connected, "part of their place or like they belong"
- Communities self-organise, lead change
- Everyone has what they need to live well
- Places people want to live

The movement is guided by four keys to systems innovation:

1. Purpose: What is the system for
2. Power: How it's distributed
3. Relationships: How they're structured
4. Resource flows: How resources flow

North Star

Our destination and how we get there

North Star (Vision)

Places grounded in justice, where people feel they belong and have what they need to live well.

The four pillars

1. **Purpose:** Justice drives every decision
2. **Power:** Residents shape what happens
3. **Relationships:** Communities are connected
4. **Resource Flows:** Resources are shared fairly

Place Based Giving - The Local Economy



Why it matters



Place Based Giving strengthens local economies by:

- Connecting businesses with community needs
- Stimulating local spending & circulation of wealth
- Funding grassroots enterprises
- Driving inclusive, equitable development
- Engaging corporates & anchor institutions
- Creating skills & employment pathways
- Building infrastructure & capacity

Businesses and communities

Examples

Greenwich Giving, Islington
Giving and Kensington &
Chelsea Foundation

- Partnerships between SMEs & charities
- Pro-bono and paid work opportunities
- Community engagement programmes
- Boosting social value & visibility

Circulating local wealth

Examples

Lewisham Giving, Camden Giving and Hammersmith & Fulham Giving

- Incentives to shop & spend locally
- Support for minority-owned businesses
- Partnerships with councils & NHS
- Building resilience & inclusion

Grassroots enterprises

Examples

Greenwich Giving, Camden Giving, Waltham Forest Giving, and Barking & Dagenham Giving

- Strategic community funding
- Wellbeing & support grants
- Investment readiness programmes

Inclusive development and social value

Examples

Greenwich Giving, Camden Giving, Barking & Dagenham Giving, and Hammersmith & Fulham Giving

- Funding underrepresented leaders
- Support for minority-led businesses
- Inclusive hiring & steward-ownership
- Building community wealth00

Corporate and anchor engagement

- Partnerships with corporates
- Anchor institutions adopting benefit schemes
- Integration into local strategies
- Amplifying community impact

Examples

Camden Giving, Lewisham Giving, and Islington Giving

Employment and skills

Examples

Kensington & Chelsea
Foundation, Camden Giving
and Islington Giving

- Skills training & apprenticeships
- Social enterprises creating income
- Confidence & employment building
- Connecting youth with local businesses

Infrastructure and capacity

- Strengthening community infrastructure
- Supporting investment-ready charities
- Flexible grant funding

Examples

Waltham Forest Giving and Barking and Dagenham Giving

Building a better London

- London Funders – the cross-sector network
- Supporting funders and investors in London's civil society



Place Based Giving - Social Capital and Community Agency



What do we mean when we say...

...Social Capital

The relationships, shared norms, values, and understandings that facilitate cooperation and collective action.

...Community Agency

A community's collective ability to act, make its own decisions, and influence its environment to achieve shared goals.



Contributions to social capital and community agency



Key themes from an analysis of the work of Place Based Giving schemes

1. Participatory grant making & resident-led decision making
2. Amplifying marginalised voices
3. Building networks and social infrastructure
4. Community-led initiatives
5. Capacity building
6. Collaboration and collective action
7. Responsive and inclusive funding models

1. Participatory grant making & resident-led decision making

Resident-led panels unlock existing community skills and talent - and ensures funding flows to where it's needed most!



Panel members develop their social capital -

Participation fosters confidence, leadership, and civic engagement while building trust, networks, shared ownership.



New social capital leads to transformative outcomes –

Resident decision makers progress to lead local charities, join corporate youth boards, and pursue political careers.

Giving schemes in Barking & Dagenham, Camden, Hammersmith & Fulham, Greenwich, Islington, Kensington & Chelsea and Waltham Forest all use resident panels as part of their grant-giving.

From Panel Member to Youth Justice Advocate

Meet Maria, a Future Changemaker Fund panel member for **Camden Giving** in 2021 – helping to allocate funding for youth services across the borough.

“Joining a panel at Camden Giving changed my life and has had a huge impact on where I am today and the work I do.”

Maria is now a Case Manager at Camden Youth Justice, bring her own client to join the panel at Camden Giving!



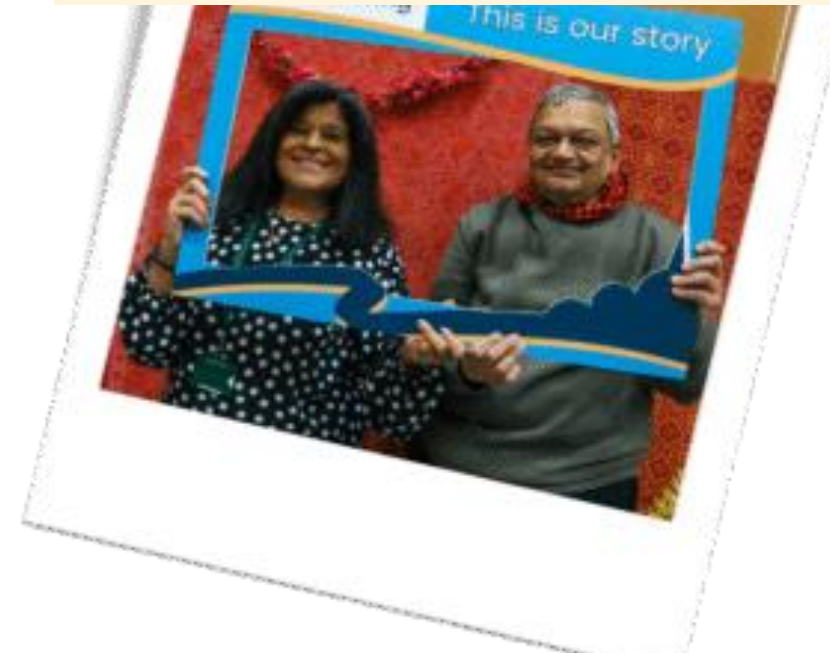
2. Amplifying marginalised voices

PBGs are intentionally engaging communities that are often excluded from decision-making through:

- Targeted community engagement
- Co-design of inclusive funding models
- Culturally rooted initiatives

Harrow Giving helps under-represented groups preserve and share their heritage through grants, training and community storytelling – e.g. *'Stories of Harrow'*

Waltham Forest Giving actively encourages applications from underrepresented groups and collaborates with local Community Health Champions to support volunteers from marginalised communities



3. Building new networks and social infrastructure in our boroughs

- **Networking events** to bring people together as mutual stakeholders in their community
- Facilitation of **mentoring and volunteering** between businesses and charities/community groups
- Supporting **leadership development** pathways for residents and community members

Hammersmith & Fulham Giving, Islington Giving, and Lewisham Giving's business networking events break down the barriers between the private sector and the rest of the borough.

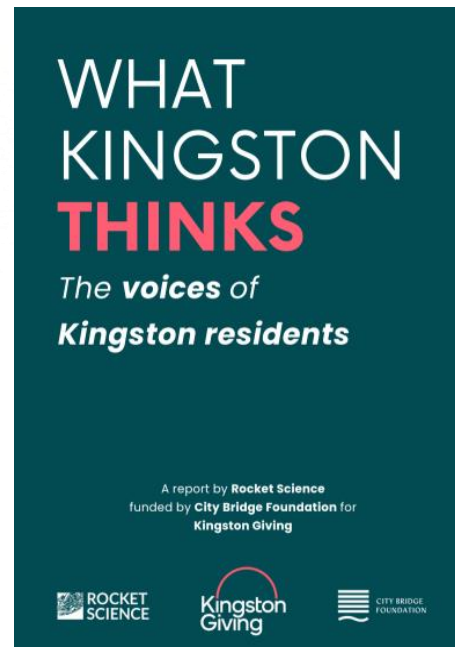
Camden Giving's alumni network (380+ former panellists and grantees) to foster ongoing leadership pathways.

Greenwich Giving facilitates skilled volunteering opportunities for local businesses and reverse mentoring from community leaders.

4. Community-led initiatives

- **Community co-design of local spaces**
- Community-led research
- Community empowerment through funding

Kingston Giving's "What Kingston Thinks" report - a community-driven research report. 20 peer researchers interviewed 200 fellow residents to surface local issues



BD Giving & Greenwich Giving both involved in community-led space revival on local estates - co-design with residents and pro-bono support from corpor



Kensington and Chelsea Giving's 'Community Spirit' grant programme provides micro grants led by community members which promote joy, healing and community cohesion.

5. Capacity building: individuals & organisations

- **Developing personal skills and confidence** of the residents who get involved, with appropriate funding and training
- **Capacity building for local groups:** working alongside or as part of the local CVS, and with local businesses
- **Community-led infrastructure leading to sustainable support:** initiatives for skill sharing and resource exchange

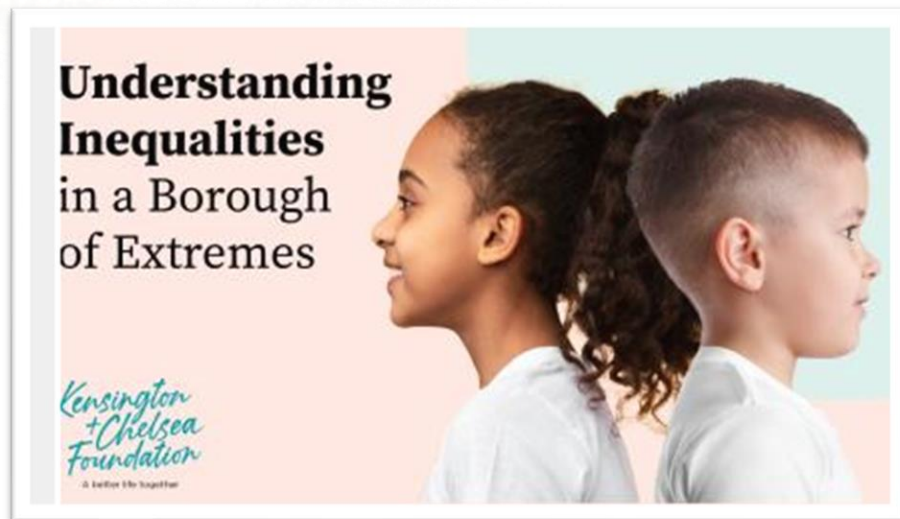
Harrow Giving offers grants and training through initiatives like “Stories of Harrow” to support underrepresented groups to build their storytelling capacity.

Kingston Giving recruits trustees to strengthen local charity governance

Islington Giving works with the BIG Alliance who connect community groups with businesses for mentoring and volunteering.

6. Collaboration and collective action

- **Campaigns for collective action**
- Collaborating with VCSE
- Unifying events



Waltham Forest Giving collaborates with the CVS and many other groups cross-borough to exchange knowledge and create joint action

Greenwich Giving brokering consultation for the VCSE with the council's social value team.

Kingston Giving Week is a borough-wide annual campaign that unifies residents and organisations around giving, with match-funding to amplify impact.

Kensington & Chelsea Foundation chairs a cross-sector collective to co-develop an anti-poverty action plan

7. Responsive and inclusive funding models

- **Fast & responsive funding**
- Inclusive & equitable design
- Community-led and trust-based approaches



Barking & Dagenham Giving centres its participatory approach on the belief that those most affected by funding decisions should shape them – like their Grow Fund

Lewisham Giving’s “Warm Welcomes,” “Essentials Grants,” and “Food Justice Grants” respond to urgent needs while maintaining dignity and agency.

Hammersmith & Fulham Giving’s “Emerging Needs Fund” is designed to respond quickly to new challenges, with community voice embedded in decision-making.

Place Based Giving - Equity and Justice



A Post-Equity and Justice Era?

- **Corporate retreat from DEI**
- **De-investment in London Councils**
- **Rise of Reform and far-right politics**

London's Giving are London's Consensus-Builders, coming together to understand each other and take action.

- Advocating for policy change
- Participatory Grantmaking
- Community Knowledge
- Experts in network building



Equity and Justice

Our unique insight means we're taking big steps

- Targeted funding.
- Policy shifts
- Community Research.

