When: Wednesday 14 August 2024

Where: In person at London Funders office and Zoom

Attendees:

**Anne Utting, Integrate Agency (Setting up Battersea Giving)**  **Lucy Bardner, Harpur Trust**

**Cecilia Moynihan (Merton Chamber)**  **Morag Smith, K&C Foundation**

**Hicky Kingsbury, Kingston Giving**  **Paul Kellett, Bedford Giving**

**Lisa Robinson, Islington Giving**  **Rachel Wright, Harrow Voluntary Action**

**Louise Wilson, H&F Giving**  **Yodit Tesfamariam, Camden Giving**

Detailed learning needs from Thematic Analysis

***We looked at the detailed feedback from the thematic analysis about support and opportunities for partnerships and fundraising. The f*ull presentation is** [**here**](https://londonfunders647.sharepoint.com/%3Ap%3A/g/EbfVIV4HXKNBnI8o2fKb4coBo6dBJAcQ_5Hp2oXLl-JqIw?e=P1JuZl)

Partnerships – partnerships with the council and with neighbouring schemes was the most requested

Fundraising – key areas of feedback include establishing a fundraising group; linking into funder networks; developing and building corporate support; income diversification; securing funding to embed participatory approaches; and implementing individual giving. Other less requested areas included funding for start ups; social investment; social value; practical support; and exploring legacies.

Other areas members felt might be missing include:

* Developing a collective voice and advocacy work but it was agreed this should sit in the ‘Communications & Impact subgroup’
* Running a local giving campaign / a ‘give’ campaign, but it was agreed this would sit in the ‘Communications & Impact subgroup’
* Recognising that the work of the ‘Communications & Impact subgroup is foundational for this group and this group will build on it.

Purpose of the group

***We considered the*** [***terms of reference***](https://londonfunders647.sharepoint.com/%3Aw%3A/g/EaNNS9KOr8RKtJY97ioBp2oBYROQwhzU3LG24AesRCmfvQ?e=bnjKyq) ***and collectively agreed the remit of the subgroup***

Learning, skills development, and training should sit outside of this subgroup and should sit in the network-wide learning and training programme.

The key remit of this subgroup should be about collaborating on a shared partnership or on fundraising opportunities. We should work on something actionable.

Funding Ideas

**A few ideas were put forward**

1. A joint bid to a funder – corporates (e.g. Amazon, Google, Barclays), trusts & foundations, or the lottery – ***(nb. this was voted on to take forward as the priority)***
2. A joint fundraising event, e.g. marathon
3. A TFL advertising campaign – it was agreed this should sit with the ‘Communications & Impact’ subgroup
4. The Big Give – to trial during local giving week, specifically focused on local giving, which could be matched by a corporate like Amazon. PBGS could connect around a central theme with a local angle for each PBG.
5. Developing our approach to micro businesses

Impact

The group discussed how to showcase our impact, given the lack of data we have in some areas to showcase this, particularly in the last two years. There is a lot of information on need and statistics on reach that could be used in place of impact. There was also a sense that for many stakeholders, place based giving is a new message, as they’re more familiar with community foundations.

* Funders have utilised the giving movement to showcase their impact (e.g. Harpur Trust / Cripplegate Foundation) Can we explore what research they’ve done and why they chose to fund a place based giving scheme?
* Amazon covers London and is close to Bedford with a number of distribution centres in Bedford as well, which could be a good corporate to bid to.

Priorities

Members voted to develop the following ideas:

|  |  |
| --- | --- |
| **Joint corporate pitch** | **Joint lottery pitch** |
| Battersea | Camden |
| Bedford | H&F |
| Camden | Islington |
| H&F | Kingston |
| Harrow |  |
| Kingston |  |
| Merton |  |

Next steps

A small task & finish group for each opportunity should work on pulling something together to share with the rest of the group and the wider network.

* Islington to lead the joint pitch to the lottery
* Open invitation for someone to put themselves forward to lead the joint pitch to the corporate. If we do not get an internal network person, which is preferable, we will need to bring in an external person.

The person leading work on the joint pitches will be remunerated by the Resource Hub.

Prospect research needs to be undertaken on the top ten prospects. These should be agreed upon at the next meeting.

The group is to meet in two weeks to discuss risks and mitigations, and consider the information shared by Lisa about the previous Fundraising Collective group, shared [here.](https://londonfunders647.sharepoint.com/%3Aw%3A/g/Ea7gSP2CCihJjIL4r_h7omABoMmNKDY10M9MoFIHgMrGxw?e=YFdxtY)

Next meeting

Topic: London's Giving Partnerships and Fundraising sub group

Time: Sep 5, 2024 10:00 AM London

Join Zoom Meeting

<https://us02web.zoom.us/j/86074113238?pwd=0raSopgdDlRjNlmbrwpLZgB1cDW6cw.1>

Meeting ID: 860 7411 3238

Passcode: 342711