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Sharing what we've  
learnt so far



London's  
*Giving*

# CELEBRATING A GROWING MOVEMENT

# THE PLACE BASED GIVING MOVEMENT



Image: Islington Giving

**The Place Based Giving movement has emerged from a recognition that the complex task of achieving real change in communities can only happen through collaboration across the public, private and voluntary sectors.**

**At the heart of [Place Based Giving](#) is the belief that we all have something to give – be that time, skills or money. Giving schemes bring together local people, businesses and organisations to channel these resources into local communities and build a better borough for everyone. This can be through fundraising, volunteering, in-kind giving, grant-making, capacity<sup>[1]</sup> building, influencing and convening.**

Across London the movement is maturing and is enabling communities to mobilise at a grassroots level to act to strengthen their boroughs. Currently there are over 15 active Giving schemes across the capital, each leading different collaborations to achieve change locally. London Funders – the membership organisation for funders of London's civil society – supports schemes to grow and learn from each other.

Building on the learning from the [‘People, Partnerships and Place’](#) report, published in May 2020, we're now sharing data that we have commissioned our colleagues at Rocket Science to collect since 2017 to understand the individual and collective impact of London's Giving – and how this has changed over time. [More detailed findings and analysis of the data can be found in the full slide pack.](#)

<sup>1</sup>The following boroughs shared their data for this report: Camden, Hammersmith & Fulham, Haringey, Harrow, Islington, Kensington & Chelsea, Kingston, Lewisham, Merton and Sutton.

# THE NUMBERS



The numbers here summarise the impact of schemes supported by London's Giving for the financial year 2019/2020 and the total value generated by London's Giving schemes since 2017.

**These headline figures are almost certainly an underestimation - the schemes are small, and many do not have the capacity to collect a lot of data. But despite this, the data schemes were able to share clearly demonstrates their exponential growth.**

The last financial year represents over half of the total funding raised. Many schemes are reaching maturity, and have been able to leverage more corporate and private donations, alongside longer-term support from trusts and foundations. Looking specifically at 2020 - a challenging and catalytic year - many developing schemes accelerated their progress and distributed emergency funding in response to covid-19. Others have used this as an opportunity to reflect

on and review local need whilst building on local connections and networks. We expect that this response to the crisis will provide a firmer foundation for the future of Place Based Giving in London.

This data helps show the impact of place based giving but we know it is just a partial picture. Place based giving is about more than grant-making, or volunteer hours committed: it is also about leveraging the many other assets within a local place. It is about being a platform for local voice and working inclusively to find solutions for local issues. Place Based Giving's biggest prize is the added value of collaboration, and over the next year London Funders will work with Rocket Science and Place Based Giving Schemes's to look at how we can best demonstrate this wider value that they bring to their local area.

Image: East End Community Foundation

## PHASE 2 TOTAL (APRIL 2017 TO MARCH 2020)



Income raised  
**£9.99 million**



Grants given  
**£8.71 million**



In-kind income generated  
**£551,466**



Value of volunteering  
**£1 million**

## FINANCIAL YEAR FIGURE (2019 TO 2020)



Income raised  
**£5.5 million**



Grants given  
**£3.9million**

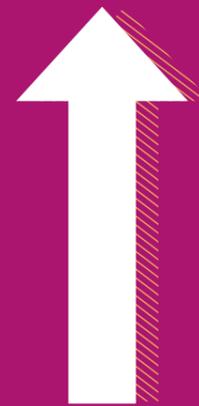


In-kind income generated  
**£164,000**



Value of volunteering  
**£195,756**

## LONDON'S GIVING IN NUMBERS (2019 TO 2020)



**£3.9 million**  
worth of grants  
disbursed, a rise  
of 41%

**£2.2 million**  
extra as a response  
to Covid-19 since  
April 2020

**£2.94 million**  
worth of corporate  
grants secured

## LONDON'S GIVING IN NUMBERS (2018 TO 2019)



Corporate grants  
increased by  
**£2,175,265**

**More funding  
distributed**  
to all areas of need  
except housing)

Value of in-kind  
support has  
**decreased  
by 13%**



Data is based on figures shared by ten local Giving Schemes so is an under-representation of the collective impact of all the schemes.

# PLACE BASED GIVING SCHEME



**Every scheme is different, because it reflects the different needs, assets and aspirations of its local community.**

**Diversity is the strength of the London's Giving movement**

Image: Lewisham Local / Breakfast Drop Ins

**Our learning from the first six years of Place Based Giving showed us that it is not what you do but how you do it. There is no single way of delivering a local giving scheme, and the wider system and characteristics within a borough will shape the way its develops. But whatever this context, every scheme has its strengths.**

In 2017, we developed a typology to better understand what different schemes and areas can achieve. Indicators include access to and quality of the corporate sector, quality of local civil society infrastructure and whether there was a local funder to work with.

All of the schemes who shared data for this year's impact report are either in a 'multiple asset borough' or a 'borough with less assets but good local infrastructure'. The table below draws together some of the common experiences of PBGS depending on the characteristics of where they are.

Boroughs with some assets	Multiple Asset borough
<ul style="list-style-type: none"> <li>• At least one local funder</li> <li>• Active local infrastructure</li> <li>• Less access to corporates but some potential</li> <li>• Likely to be outer London, high wealth areas</li> </ul> <p><b>Good returns from donations and local funding and increasing local volunteering.</b></p>	<ul style="list-style-type: none"> <li>• At least one local funder or dedicated funding for the place</li> <li>• Active local infrastructure</li> <li>• Access to larger businesses/corporates</li> <li>• High wealth area</li> <li>• Likely to be inner London/City borders</li> </ul> <p><b>Significant returns from donations, corporate investment/volunteering and local funding.</b></p>
Boroughs with fewer assets	Boroughs with greater potential
<ul style="list-style-type: none"> <li>• Active local infrastructure</li> <li>• No local funder</li> <li>• Predominantly micro business</li> <li>• Lack of employer/business networks</li> <li>• Likely to be outer London/dormitory borough – least wealthy</li> </ul> <p><b>Very modest returns achieved through themed campaigns and catalysing local volunteering.</b></p>	<ul style="list-style-type: none"> <li>• Active local infrastructure</li> <li>• No local funder</li> <li>• Access to larger businesses/Business Improvement Districts/corporate HQ</li> <li>• Likely to be outer London but in high growth area or wealthy area</li> </ul> <p><b>Modest returns through themed campaigns, individual donations, corporate volunteering.</b></p>

With this diversity in mind, we have seen new relationships, wider networks and increased activity across much of the London's Giving network over the past year.

How have schemes helped local areas? And who are they working with?

FIGURE 1. WHO ARE SCHEMES ENGAGING WITH?

Schemes have worked with businesses of all sizes, local community organisations, the public sector and other key stakeholders

Micro-businesses



SMEs



Large businesses



Community organisations



Public sector organisations



Other funders\*



High Net Worth individuals



Other



- Engaged in events/campaigns
- Provided volunteers
- Provided discounts or access to products/space
- Provided helpful links or access to networks

\*Others include: individuals, local government officials (including a borough mayor and local MPs), and training programmes.

FIGURE 2. WHO HAS BENEFITED FROM THE FUNDING?

Funding has increased across nearly all themes in the schemes who their shared data with us this year. Place Based Giving Schemes are supporting volunteering and social action, reducing isolation, tackling physical and mental health issues and more...

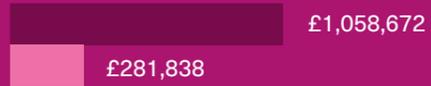
Who benefits	2018/19	2019/20	Difference in funding
<b>Community cohesion/ civic action</b> – supporting communities to work together - volunteering	£647,137	£835,866	+£188,729
<b>Tackling isolation and loneliness</b> – supporting people to access help, support, networks and activities such as art and social events	£572,707	£772,487	+£199,780
<b>Tackling physical and/or mental health issues</b>	£486,545	£687,933	+£201,388
<b>Other</b> – including, environmental initiatives	£195,744	£640,115	+£508,175
<b>Employment</b> – supporting people into work	£291,567	£460,563	+£168,996
<b>Capacity building/support for charities/groups</b>	£44,805	£189,269	+£144,464
<b>Education</b> – supporting people to access educational opportunities	£134,399	£180,395	+£45,996
<b>Housing/homelessness</b> – supporting people with their housing issues including homelessness	£148,208	£54,809	-£93,399

**FIGURE 3. WELL-FUNDED SCHEMES ATTRACT MORE FUNDING**

**Schemes have received funding from charitable foundations, corporates, public sector and through private donations.**

It is clear that investing in schemes helps to leverage more funding, and that schemes in high-asset areas receive more financial support. However schemes in lower-asset areas tend to be stronger at harnessing in-kind support.

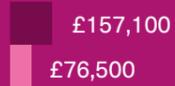
**Grants - Trusts/Foundations**



**Grants - Corporates**



**Grants - Public Sector**



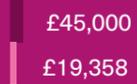
**Endowments**



**Private donations**



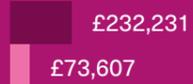
**In-kind support to run the scheme**



**In-kind support to pass onto the community**



**Other**



- Schemes in higher asset boroughs
- schemes in lower asset boroughs



Image: Lewisham Local / Rough & Ready

**“We need to focus on support given to the small and grassroots organisations, that is the bread and butter.”** Hackney Giving

# WHAT WE'VE LEARNED

**From our work we have identified five key principles that underpin a Place Based Giving Scheme, all of which guide their development and implementation.**



Image: Islington Giving

**As we embark on the next year of London's Giving, we reflect on these principles, some of the key issues schemes have shared with us, and what this means for the future.**

Everyone has something to give	
Reflections from schemes	Where next?
Financial power and social capital often play a part in giving; however, key to effective Place Based Giving is a recognition that all engagement is equitable and not just about funding.	Schemes are working to ensure that all engagement is celebrated and appreciated. As we move towards recovery there is an opportunity to tap into the renewed sense of community spirit which emerged during the pandemic.
Building a shared understanding of local needs	
Reflections from schemes	Where next?
There is acknowledgement that needs do change, and an increasing importance on ensuring that solutions are shaped by lived experience and that local people are involved in research and decision making.	Covid-19 has amplified disadvantage and widened inequality. It is more important now than ever to ensure that a comprehensive understanding of local needs is gathered.
Listening to/sharing power with local people	
Reflections from schemes	Where next?
Listening to local people about the local area's needs have been key to ensuring Place Based Giving is successful and effective. No-one better understands what is happening on the ground in a community more than the people who live and work there.	Schemes are looking to engage even more with local people. There is a move towards participant-led initiatives which ensure that local voices are at the heart of all giving. Likewise, many schemes are working to ensure their grant panels are diverse and representative of the wider community.
Collaborating with partners	
Reflections from schemes	Where next?
Evidence of collaborations becoming increasingly important for both the sustainability and reputation of schemes.	Covid-19 has accelerated collaborative efforts and in turn has built trusted relationships between partners and other stakeholders. Schemes feel they are in the best place to corral efforts and coordinate responses and are now being trusted to disburse funding for others.
Independence from any one stakeholder	
Reflections from schemes	Where next?
Independence is challenging and differs depending on where schemes are at in their journey. Although real evidence that equality of voice is fundamental and that trust is built as part of the journey as schemes mature.	The need to continue to collaborate with others and find new networks and contacts to link up with. Independence is linked to trusted relationships and some schemes are still finding their feet as they progress.

# STAY INFORMED

## How can I find out more?

**London Funders is passionate about the potential of the capital's place based giving movement. Through London's Giving and its wider work on place based funding, London Funders is working to secure a sustainable legacy with the mechanisms in place to support place based giving in London and beyond into the future.**

If you are a funder, community group, local authority or other organisation interested in supporting the PBGS movement, we'd love to tell you more about the potential of PBGS and how you can be involved.

Contact us at [info@londonfunders.org.uk](mailto:info@londonfunders.org.uk)

The London's Giving team brings London's Place-Giving Schemes together to provide tailored advice, learning and opportunities for networking.

**Find out more about how we can support you.**

To explore more detailed data and figures from Phase 2, please [view the full slide pack here](#).



Image: Barking & Dagenham Giving

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