

**ROCKET
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London's Giving report

**Phase 3 year 2- results from annual data
collection**

October 2022

London's Giving





Introduction

Background / context of London's Giving

- For eight years, London's Giving has supported Place Based Giving Schemes (PBGS) by convening a network to share lessons and experiences, offering one to one support on common issues such as governance and recruitment. This support is offered by the London Funders team, consultants and Rocket Science, who have been London's Giving's impact and evaluation partner since it launched.
- There are now 14 active PBGS in London at different stages of development and with different areas of focus, but all rooted in their communities and working in partnership to make their boroughs better.

Survey remit and aims

- This report includes data from an annual survey to capture data on key indicators such as income, expenditure and stakeholder engagement as well as feedback captured from interviews with PBGS staff.
- The objective is to track the progress of the growing network, to demonstrate its collective impact on London communities and to highlight the challenges and opportunities that are likely to impact on its future development.



Evaluation support

Support for PBGS 2021/2

- In addition to the annual survey and interviews in June/July, this year a series of interim interviews in February helped to take a 'temperature check' and inform support from London's Giving through spring and summer. PBGS said they had ambition to capture connectivity and influence and awareness as well as income and grants distributed
- A subsequent Theory of Change workshop was well received, although several who planned to take this forward have not yet found capacity to do so
- A stakeholder mapping tool has been developed and will be trialed Autumn 2022



The schemes

12 active schemes responded



We received 12 survey responses this year (down from 16 last year, which also included Barnet, Tower Hamlets & Newham), and 12 participated in interviews.

The respondents were equally split between inner and outer London-based schemes.

Five of the responses came from Directors or CEOs, with the other seven from team managers and assistant directors.



The post-Covid context

- PBGs are supporting a sector '*battered by permanent crisis*' with the cost of living crisis presenting additional challenges this year
- Council relationships have been strengthened, but the money that flowed through them for the Covid response is drying up
- A need has been established for hub organisations which isn't going away '*Bringing people together and providing a human connection in place is something we can do which others can't do as well*'
- Recruiting people into grants, communications, corporate engagement roles is very difficult but crucial to the success of the PBGs
- Interest from other funders in participative approaches is growing '*We're small and flexible and can take the risks they can't*'
- Funding from developers is an opportunity and has been a source of income for some schemes but can be challenging and is dependent on strength of local relationships.



Same vision, different challenges

As PBGs develop there is a widening gap between the experience and support needs of schemes depending on the stage they are at:

Established PBGs (large scale partnership working, innovative practices, influencing partners)

- Innovative work on social investment, community participation and partnership, working with councils
- Ambition for wider impact *'We are interested in spreading ideas and influence even if we are not the ones who do it'*
- Evidence that being able to become much more than grant makers and fundraisers and innovate and influence more widely is only possible with a significant investment to start with

Growing PBGs (testing or rolling out participative approaches)

- Several have been massively accelerated by covid funding but also derailed from their original intent and still need to build the networks and skills for sustainability (e.g. business engagement)
- Capacity remains the key challenge






Emerging PBGs (sole focus on fundraising and grant making)

- Need support in developing steering groups/boards to embed partnership working and drive development



Overview

More than £20m has been distributed by place-based giving schemes since 2017

	 Income raised	 Value of in-kind income	 Grants given	 Cash value of other support	 Value of volunteering
Financial year 2021/22:	£8.3m	£244k	£5.0m	£193k	£64k*
Total since 2017:	£29.5m	£1.1m	£21.6m	£509k	£1.1m

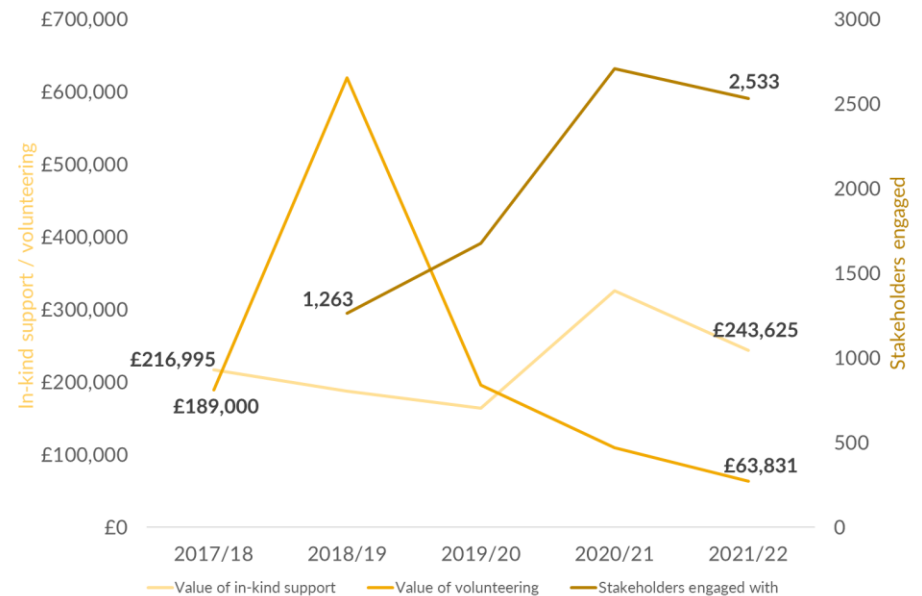
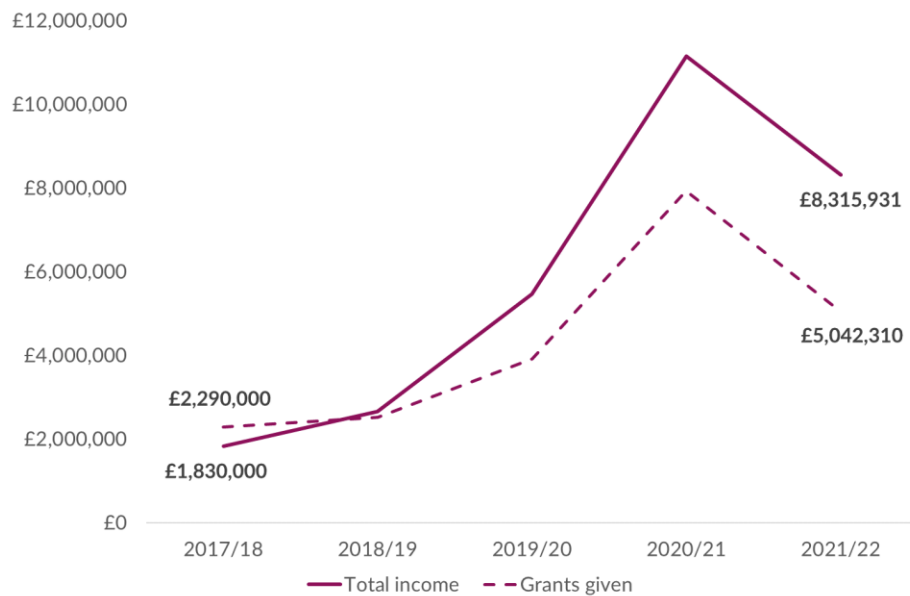
* The value of volunteer hours is likely to be an underestimate, as not all respondents provided their volunteer hours. For example, Kensington & Chelsea did not provide hours, but stated that they "will be significant".



Overview

The impact of the scheme has increased significantly over the last five years

London's Giving had a large impact this year, with £5m in grants given and over £8m income raised. Over the last five years there has been a strong positive trend in measures of impact such as income raised, grants given, stakeholder engagement, and the value of volunteering.



Compared to the financial year 2020/21, there has been a decline in income and grants distributed, however, in 2020/21 this was disproportionately high due to the increase in need from Covid, and so a decrease is to be expected.



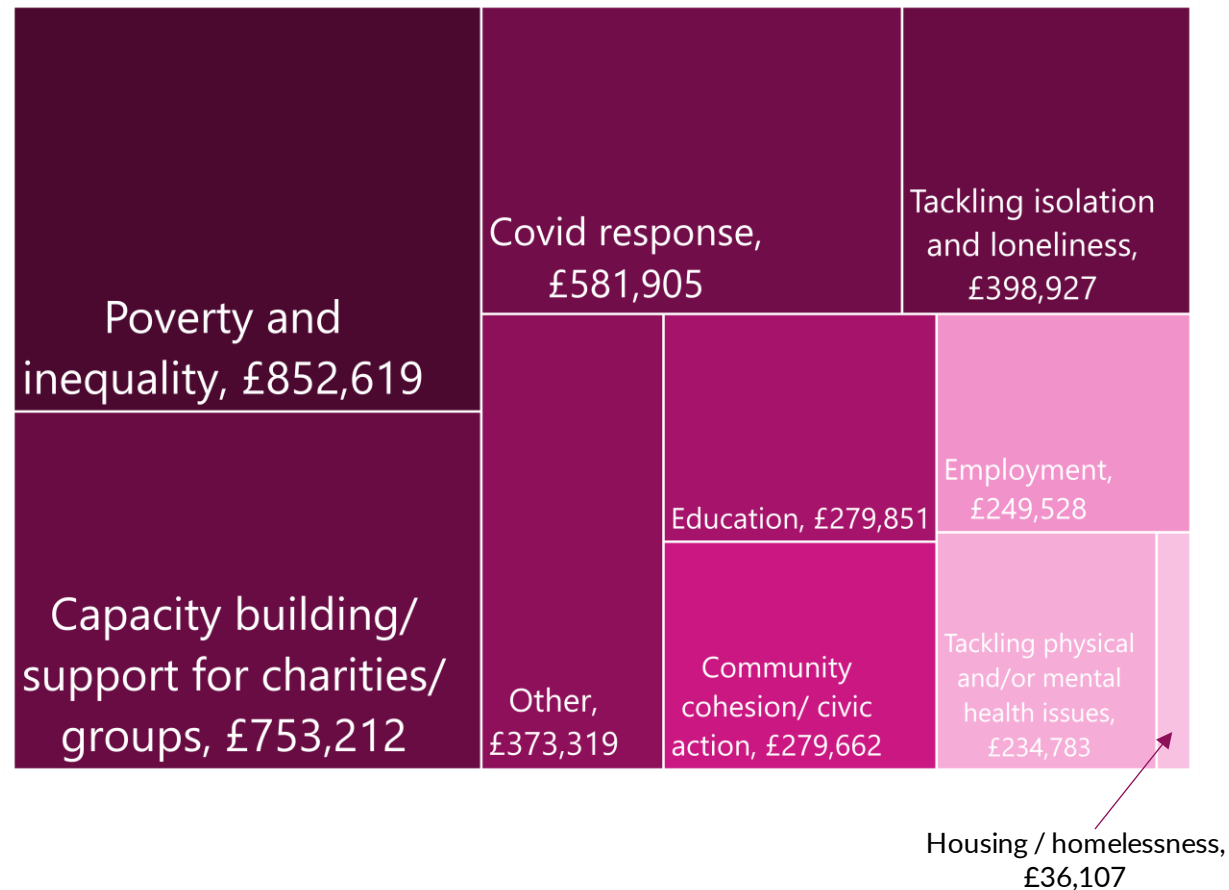
Giving

£5m of grants were given out in total, contributing towards 10 different areas

Organisations were asked to identify where their funding was targeted, across 10 topic areas. 40% of all grants went to tackle 'poverty & inequality', and provide 'capacity building support for charities/groups'. A further 14% of grants went towards 'Covid response', while the remaining 46% (£1.9m) was spread over the other areas in broadly similar proportions.

Compared to last year, there has been much greater focus on poverty & inequality, and support for charities/groups. By contrast, fewer grants were directed at community cohesion/civic action and tackling health issues.

Separately from the 'Covid response' grant topic area, organisations were asked what proportion of support they provided (across all topic areas) was related to Covid. They indicated that **25% of grants were Covid-related**.



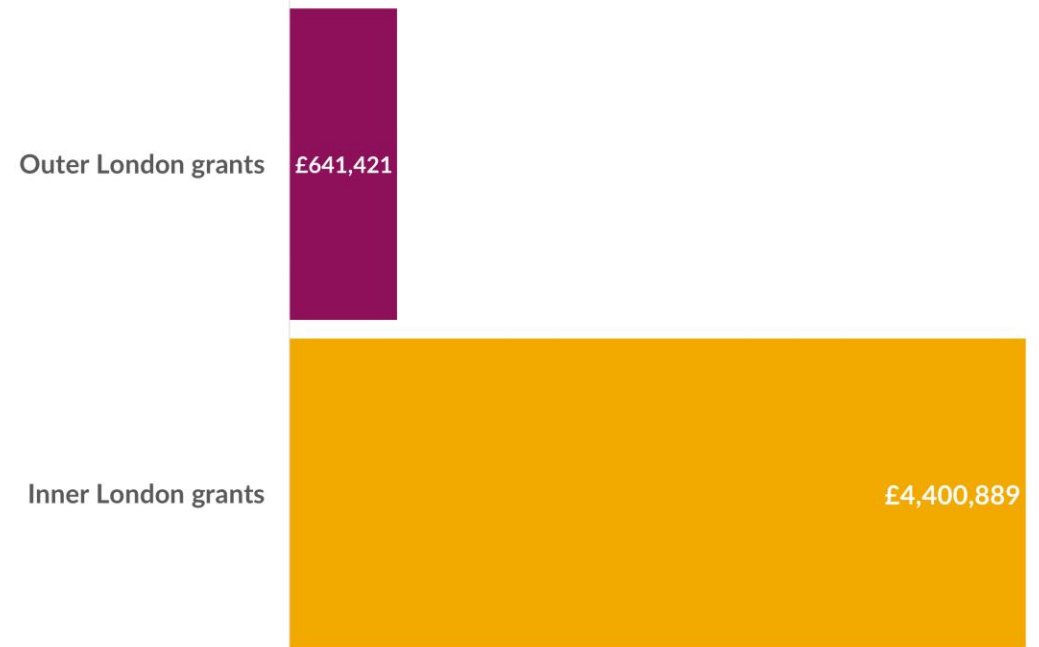


Grants focussed on poverty & inequality, and support for charities, with the majority coming from inner London

The grants given were **dominated by inner London schemes** who gave £4.4m, compared to £641k from outer London programmes.

This pattern is driven both by all the inner London organisations generally giving more grants, as well as particularly high grant giving from the specific areas of Kensington & Chelsea (£1.7m), Islington (£969k), and Camden (£844k).

Grants split between inner and outer London schemes





Over 46,000 people, families and organisations received support this year

Schemes supported a total of:



44,947

Individuals



940

Families



799

Organisations

They organised:



116

Campaigns



39

Events

... engaging a range of stakeholders

Although the number of people, families and organisations supported has fallen compared to 2020/21, there has still been a very wide reach across the network.

The combined **number of campaigns and events is actually greater** than last year, despite the reduction in overall income and grant giving.

Most of the support provided was in inner London, with 70% of all individuals, families and organisations in inner London boroughs.



Types of engagement with stakeholders

Micro businesses and **community organisations** were the groups engaged with the most, which is in line with previous years. Large businesses and public organisations were also important in providing volunteer support. There was high engagement in events and campaigns in the 'other' category, however we note that 500 of this count were solely from Hammersmith & Fulham (which they stated were local residents).





Engagement

Engagement across inner and outer London



The vast majority – 84% – of all stakeholder engagement came from the **inner London** schemes.

In particular, inner London programmes accounted for large proportions of micro businesses and community organisations that were engaged with, as well as the 'other' category which is primarily made up of local people recorded as being engaged with Hammersmith and Fulham events.

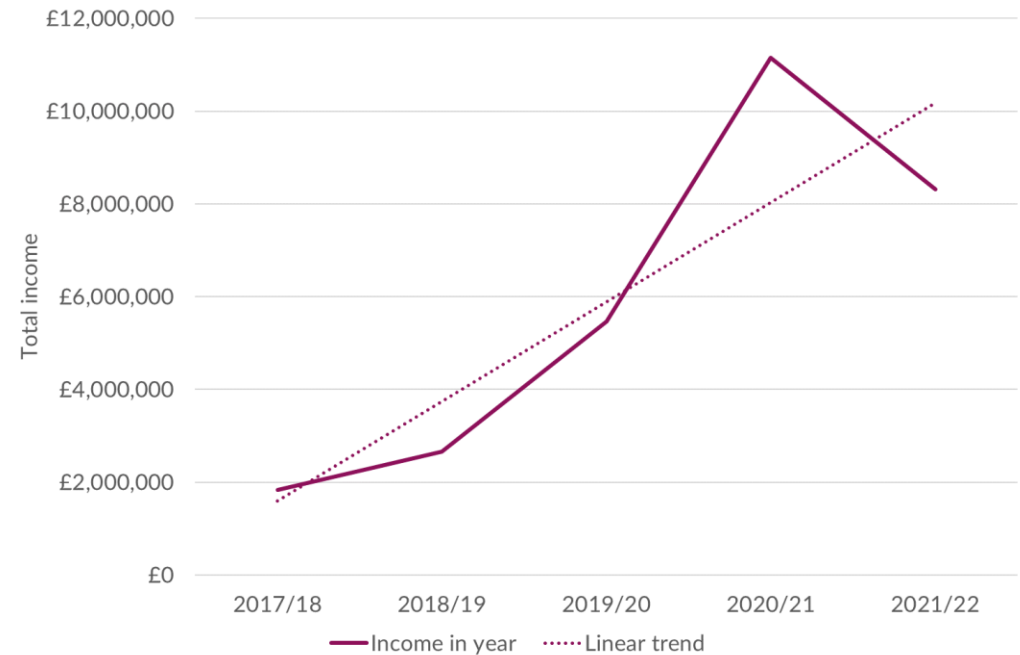
By contrast, outer London schemes had proportionately more engagement with SMEs and high net worth individuals.



Income

Annual income has increased significantly since 2017/18

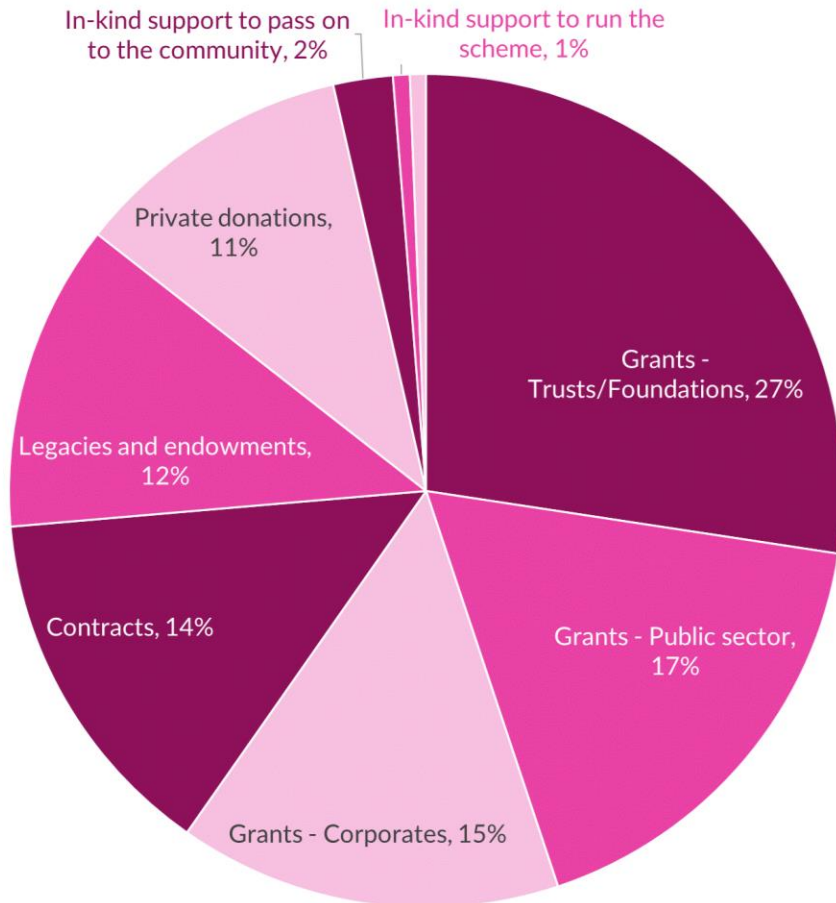
In 2021/22 total income was **£8.3m**. As explained, this is £2.8m less than the previous year due to the impact of the pandemic. Even with this drop, annual income is on a **strong positive trend**. Compared to the first evaluation in 2017/18, income is up by 244%.



Inner London schemes earned almost **50% more** than outer London. Notably, the gap in income is much less than the gap in grants.



Grants were the most important income source



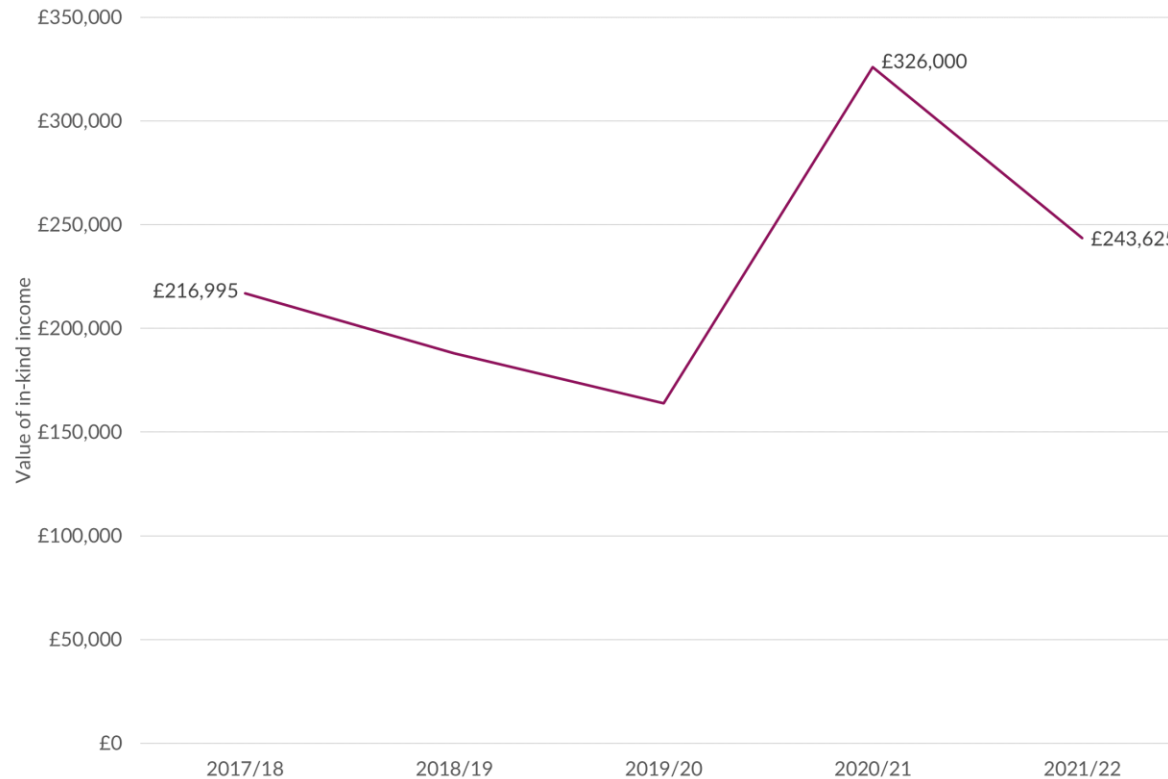
Of the **£8.3m income** this year, the bulk came from **grants** (59%, or £4.9m), with trusts and foundations being the biggest source of funding.

The split of income sources is **broadly similar to last year**, but there has been a large increase in the proportion of income coming from legacies and endowments. This comes almost entirely from Barking & Dagenham Giving*.

*See: <https://bdgiving.org.uk/endowment-fund/>



In-kind support

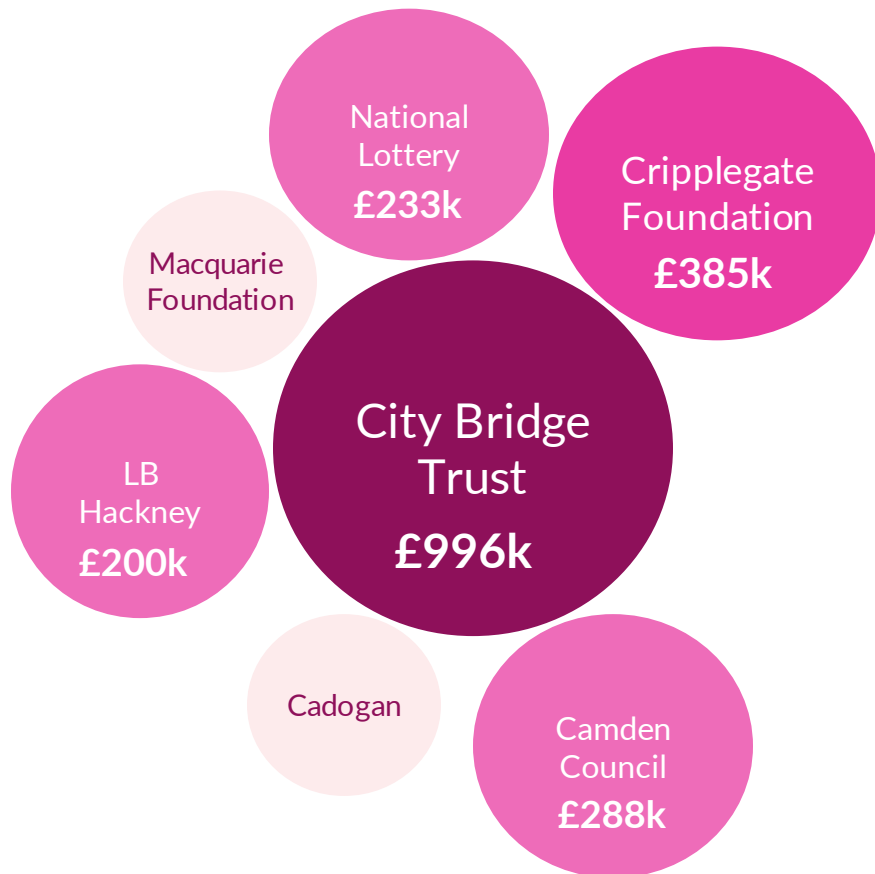


In-kind support relates primarily to donations from businesses such as IT equipment for young people, meeting and event space. This allows businesses to support communities in a more direct way and supports PBGS roles as convenor and connector, but requires resource to broker.

The value of in-kind income in 2021/22 was £244k. This is higher than the three years before the Covid pandemic, but does not match the steep upward trend seen for total income.



Largest contributors expected for next year



There is approximately **£3.9m** of funding expected from each organisations' three largest contributors for next year. £2.9m of this is towards inner London programmes, and £973k for outer London. This funding is primarily direct income, but also includes £537k of cost covering support.

The highest contributor is the **City Bridge Trust** who will provide close to a million pounds across nine of the organisations.

This is consistent with previous years, in which the City Bridge Trust has again been the largest contributor. Notably, the funding provided by the City Bridge Trust in 2020/21 was £440k, and so is expected to have increased vastly in the last two years.

The National Lottery Community Fund is less than 2020/21 (£311k), when it delegated Covid support funding through a number of PBGS.



Recommendations and next steps

- **Annual data collection is well established** and has shaped the way a number of emerging schemes collect and track their data. This will require minimum administration to continue on an annual basis.
- **Some aspects of data collection will be revisited**, especially questions around volunteering as the idea at the outset that scale volunteering would be a standard part of the PBGS offer has not transpired, instead schemes are matching opportunities in a more ad-hoc and responsive way. Participatory grant making is now core to many PBGS, so the contribution of panelists will be recognised.
- **One to one support will be delivered to a sample of PBGS in developing Theories of Change and Stakeholder Maps.** This work will be captured in a toolkit for all PBGS to articulate their outcomes and demonstrate non-financial impact.

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