

## **Appendix 1 to City Bridge Trust Philanthropy Strategy Report of 02.05.2018 : Philanthropy currently undertaken by the CoLC and its associated charities**

1. CoLC is very active in the philanthropic space and has excellent foundations from which to build. It gives away, directly or through its related charities, some £55m p.a to support culture, education and social change in London, and encourages staff to volunteer. It has also recently developed a volunteering strategy to enable employees and City residents to volunteer their time and skills in support of CBT grantees and its own programmes, with a view to implementing this strategy in late 2018.
2. Beyond its giving commitments, the CoLC also actively solicits philanthropy around a range of projects and initiatives. Fundraising is undertaken by some individual Departments.
3. The CoLC also provides advice and encouragement around corporate philanthropy through the Responsible Business team in the Economic Development Office ('EDO'), albeit as a minor part of a much broader, and evolving, responsible business agenda focused on enterprise, employability and trust. EDO's research team also lead research into philanthropy including qualitative and quantitative research currently underway into giving by the Financial and Professional Services sector.
4. A range of charities who are hosted by, and enjoy a close association with, CoLC are also active in this space. CoLC is the Corporate Trustee of Bridge House Estates ('BHE').
  - Its charitable funding arm City Bridge Trust ('CBT') is the largest independent funder in London. It gives around £20m p.a, with grants to over 500 organisations in management at any one time, spanning every London Borough.
  - CBT also manages BHE's £20m social investment fund, achieving a social as well as a financial return.
  - CBT also runs the Central Grants Programme which ensures robust governance of the City of London's other grant making functions. The Programme currently funds around 50 charities to the tune of c£500,000 (which is likely to increase to around £800,000 this year).
5. CBT has launched its five year strategy 'Bridging Divides' for 2018-2023 following extensive consultation with civil society organisations across London. A preliminary analysis of the underlying asset base of BHE suggests there is scope to increase the value of its charitable funding, with the value and legality of the potential uplift currently being assessed.
6. Heart of the City is an independent charity hosted in EDO with the Lord Mayor as its co-president. It has a strong reputation as the convenor of the largest SME Responsible Business Network in the UK, and provides advice and guidance on corporate giving, staff fundraising and volunteering as part of this broader responsible business agenda, supported by c.90 expert businesses.

7. The Lord Mayor's Appeal ('TLMA') is an independent charity which fundraises a significant sum each year for nominated charities and also has a growing range of campaigns to raise awareness and change corporate behaviour around its four pillars (inclusiveness, health, skills and fairness). City Giving day is a notable addition to the philanthropic mix and TLMA have recently secured the agreement of Birmingham City Council to pilot an equivalent day locally on the same date.
8. Cultural partners such as the Barbican, Museum of London, Guildhall School of Music and Drama and the London Symphony Orchestra also undertake significant fundraising and encourage volunteering, with this fundraising activity only set to increase. The CoLC's independent schools also have strong fundraising functions to generate bursaries, building improvements etc.
9. The Livery give away c£45m p.a. and are involved in extensive volunteering, generating an impressive contribution to the overall total of giving across the City.
10. The strong traditions and current practices of giving across the City and Livery Companies are amplified in speeches, press work and broader messaging undertaken by the Chairman of Policy and Resources, the Lord Mayor and the Chairman of the City Bridge Trust.
11. In summary, there is a broad portfolio of philanthropic activity across the CoLC and its associated charities whether focused on the giving of money/time/talent/assets, advising on what good philanthropy looks like as part of a broader responsible business portfolio, or actively soliciting philanthropy. A more detailed snapshot is set out on the next page.

## CoLC philanthropic activity

Giving by the CoLC /its associated charities	SUPPORTING THEIR STAKEHOLDERS TO GIVE
<p><b>Giving of money</b></p> <ul style="list-style-type: none"> <li>• Academy Sponsorship</li> <li>• Bursaries to our private schools</li> <li>• Funding for Heart of the City</li> <li>• Cultural investment e.g. Barbican, Guildhall School of Music and Drama, Museum of London etc</li> <li>• Emergency relief donations</li> <li>• CBT grants programme</li> <li>• CBT Social investment programme</li> <li>• Central grants programme</li> <li>• Gifts to nominated charities from The Lord Mayor’s Appeal</li> <li>• Livery Giving</li> </ul>	<p><b>Technical advice and support for business around Philanthropy</b></p> <ul style="list-style-type: none"> <li>• London’s Giving</li> <li>• Heart of the City Advice and support to business around effective Community Engagement (including giving, fundraising and volunteering)</li> </ul> <p>[Additional advice and support around the broader responsible business agenda eg</p> <ul style="list-style-type: none"> <li>• Power of Diversity</li> <li>• This is me</li> <li>• Future ready]</li> </ul>
<p><b>Giving of money, time and talent to not for profit orgs</b></p> <ul style="list-style-type: none"> <li>• Staff Volunteering with our schools, libraries, open spaces etc</li> <li>• Staff volunteering in support of Funder Plus for CBT grantees</li> <li>• Staff volunteering for non COLC-brokered causes</li> <li>• Staff payroll giving</li> <li>• Staff fundraising</li> </ul>	<p><b>Supporting Business/others to volunteer</b></p> <ul style="list-style-type: none"> <li>• Support for City residents to volunteer with CoLC/CBT charities</li> <li>• Support for other volunteering brokers e.g. ELBA, City Brokerage, Beyond Me, Pro-finda etc</li> </ul>
<p><b>CoLC in kind support to not for profit orgs</b></p> <ul style="list-style-type: none"> <li>• Office space</li> <li>• Back office support eg HR/IT/Finance</li> <li>• Events space, shared platforms etc</li> </ul>	<p><b>Amplifying Giving</b></p> <ul style="list-style-type: none"> <li>• Speeches, press and broader messaging from LM, CPR, Chairman/Director CBT,</li> <li>• Dragon Awards (as part of the broader Responsible Business agenda)</li> <li>• Beacon Awards</li> <li>• City Giving Day</li> <li>• Qualitative and quantitative research of FPS giving</li> </ul>
<p><b>CoLC fundraising</b></p> <ul style="list-style-type: none"> <li>• Open Spaces</li> <li>• DBE</li> </ul>	<p><b>Fundraising by the CoLC’s associated charities</b></p> <ul style="list-style-type: none"> <li>• The Lord Mayor’s Appeal</li> <li>• Cultural offer - Barbican, Guildhall School of Music and Drama Centre for Music, Museum of London etc</li> <li>• Heart of the City membership fee and broader fundraising</li> <li>• School fundraising</li> </ul>