



The City Bridge Trust Committee

Date: WEDNESDAY, 23 SEPTEMBER 2015
Time: 1.45 pm
Venue: COMMITTEE ROOMS, 2ND FLOOR, WEST WING, GUILDHALL

4. **PHILANTHROPY**
Report of the Chief Grants Officer.

For Decision
(Pages 1 - 12)

Item received too late for circulation in conjunction with the Agenda.

John Barradell
Town Clerk and Chief Executive

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Committee	Date:
The City Bridge Trust	23 rd September 2015
Subject: Philanthropy	Public
Report of: Chief Grants Officer	For Decision

Summary

“Encouraging philanthropy” is part of The City Bridge Trust’s mission. This report considers the current context, summarises your grant commitments to date and visually maps them (at Appendix 1). These grants may be broadly categorised as having one or more of the following aims:

- Evidencing the need for more philanthropy (that is, the giving of time, talent and money in an informed, intelligent and engaged way) and trying to establish how much philanthropy is taking place
- Educating more people in philanthropy
- Inspiring/encouraging more philanthropy
- Co-ordinating/networking people interested in philanthropy to each other and areas of need.

The report notes considerable changes in the operating environment over the coming 12 months: from the impact of statutory cuts, to the £30M new philanthropy centre at the London School of Economics. It notes the research results that will emerge in the coming months and recommends that these, along with an analysis of the changed context, inform your work in the future. Whilst the shape of this work is not yet clear, it is clear that there is a continuing need to encourage and develop the tradition of philanthropy. You are encouraged to re-affirm your commitment in this regard whilst in principle agreeing to an evaluation of your work to date.

Recommendation

Members are asked to:

- Note the report.
- To reaffirm the Trust’s commitment to ‘encouraging philanthropy’ (as per the Trust’s agreed Mission statement).
- To agree in principle to an evaluation of your work to date.

Main Report

Introduction

1. The City has a rich tradition of philanthropy. This was captured in the 2013 *Philanthropy: The City Story* exhibition and book you funded and organised in partnership with City Philanthropy, the Museum of London and Charterhouse (you may have noticed some of the panels from this exhibition are currently on display on the hoarding outside the entrance to Guildhall North Wing).
2. You will recall that the City Bridge Trust mission is 'to support disadvantaged Londoners through grant-making, social investment, *encouraging philanthropy*, and influencing public policy'.
3. Building on the think tank, Policy Exchange's 2008 research on philanthropy and the City and its resulting report *Give and Let Give – building a culture of philanthropy in the financial services industry*, you funded a number of strategic initiatives to encourage more philanthropy. Many of these initiatives were new and the purpose of this paper is to consider the current context; to summarise the initiatives you have funded to date (including how they developed); and consider the future.

Context

4. The need to encourage more philanthropic giving is perhaps greater now than it has been for some time. There is much uncertainty about what the future holds for London, in particular in the light of the forthcoming comprehensive spending review and the negotiations for a devolution settlement. What is known is that the role of the state is shrinking and there will be public sector spending cuts on a significant scale. This will require a radical re-think of the future role of local government and the organisation and funding of civil society.
5. In this context the role of both the private and voluntary sectors has become increasingly important. This can result in tensions: smaller voluntary sector organisations find it difficult to bid competitively against the bigger private sector providers, and some voluntary sector organisations are being used by private sector partners as 'bid candy' whilst not being appropriately recompensed for their role in delivery. However, the context also has the potential to provide opportunities for creative partnerships that bring out the best in all three sectors (including statutory).
6. The current climate is also increasing the importance of 'place'. The changes that are being driven forward at present require that best use is made of all resources at our disposal, including social capital. Place-based giving can help to create stronger, more resilient communities.

7. A strong and vibrant voluntary sector can help to contribute to a sense of place and, in turn, can foster stronger communities. Philanthropy is vital to maintaining a strong and vibrant voluntary sector.

The Trust's Current Grantees

8. The different grants you have made in this area are summarised below, including detail of the funding history: this is intended to provide you with an over-view whilst also reminding you of the developmental nature of this work. A diagram is attached at Appendix A to assist. Whilst the grants have been made at different points in time, and their development has been organic, they may broadly be categorised as having one or more of the following purposes:
 - Evidencing the need for more philanthropy and trying to establish how much philanthropy is taking place
 - Educating more people in philanthropy
 - Inspiring/encouraging more philanthropy
 - Co-ordinating/networking people interested in philanthropy to each other and areas of need.

City Philanthropy – a Wealth of Opportunity: to encourage a new generation of City philanthropists and promote London as a global centre for philanthropy

9. The origins of City Philanthropy – a Wealth of Opportunity go back to the 2008 Policy Exchange research referenced above. The resulting report, *Give and Let Give – building a culture of philanthropy in the financial services industry*, made the case for establishing an independent, web-based hub to encourage more philanthropy in the City. The Trust awarded a grant of £6,000 for a feasibility study looking into this. The study was completed in November 2008. However, this coincided with the financial crisis in the banking industry making it too difficult a time to take the proposals forward.
10. Two years later, the climate had changed. There was a growing interest in philanthropy against a tighter fiscal position and public sector spending cuts starting to bite. There was an appetite amongst some young City professionals to distance themselves from the 'greedy banker' typecast. The time seemed right to encourage increased philanthropic activity in the City. The Trust therefore revisited the *Give and Let Give* research and the subsequent feasibility study both of which had emphasised the importance of finding a suitably neutral and independent home for any initiative around philanthropy and financial institutions.
11. At the time, Philanthropy UK, a project of the Association of Charitable Foundations (ACF) was providing independent, practical advice to would-be donors as well as facilitating the sharing of good practice. It seemed the ideal organisation to take forward an initiative to encourage more giving in the City. In September 2010, a grant of £80,000 over two years was approved for this purpose.

12. In 2012, Philanthropy UK merged with the European Association for Philanthropic Giving, to create Philanthropy Impact. Since the new organisation had an international focus, it was no longer thought a suitable vehicle for a City philanthropy initiative.
13. ACF agreed to continue to host your City focused work and in July 2012, 'City Philanthropy – a wealth of opportunity' was launched with a new website (www.cityphilanthropy.org.uk) and branding. You approved a grant of £160,000 over three years to fund a part-time director of City Philanthropy – a Wealth of Opportunity, together with a budget for running costs, activities and events.
14. In November 2012, you approved a grant of £30,000 over three years for a UK organisation, The Funding Network (a giving circle to support practical philanthropy and small to medium givers), to establish the City Funding Network, a giving circle of young City professionals. You also agreed a grant of £41,000 over three years to establish Beyond Me which runs funding syndicates within City firms. Both of these projects have operated under the City Philanthropy banner. All these grants were to cover the period January 2013 – December 2015. The Funding Network has recently appointed a new Chief Executive who is keen to explore how it can devote more time to the City Funding Network and proposals regarding this may come to you later in the year.
15. The Beacon Awards recognise individuals whose philanthropy has achieved demonstrable impact. You have previously approved a grant of £32,500, in April 2012, to create a new category award, the Beacon Award for City Philanthropy, again under the umbrella of City Philanthropy.
16. In January 2013, you also funded the City Philanthropy exhibition, Philanthropy: The City Story, in partnership with Charterhouse and the Museum of London with a grant of £152,000. The exhibition was hosted by Charterhouse and panels were installed on hoardings at New Street Square to coincide with last year's City Giving Day. These panels are currently on hoardings outside Guildhall, updated with information about this year's City Giving Day and with a quote from this year's Lord Mayor. You also funded a book to accompany the exhibition with a grant of £15,000 (£7,216 of this sum was returned to the Trust as a result of sales of the book).
17. In March 2014, you approved a further grant of £222,000 to enable the expansion of City Philanthropy – a Wealth of Opportunity from April 2014 until December 2015, including:
 - Increasing the Director's hours to fulltime
 - Employing a full-time writer/editor for the website, e-bulletins and other publications
 - A budget for events
 - A budget for research/impact measurement (this was undertaken by Cass Business School and the report, *More to Give* was published in July 2015).

18. By this time, Beyond Me had become very successful and you approved a grant of £71,750 over three years in April 2014 to enable it to increase its staffing and develop a self-sustaining funding model (it plans to be self-funded by March 2017).

Islington Giving & London's Giving

19. You are a founder funder of Islington Giving, awarding a grant of £119,500 in April 2011. Islington Giving began as a coalition of 6 funders, hosted by the Cripplegate Foundation, working together to tackle poverty and inequality in the LB Islington.
20. In February 2014, you approved a further grant to Islington Giving of £120,000 over two years. At the same time, you approved a grant of £100,000 over two years to build on the learning and inspiration from this initiative to encourage more local giving networks ("place-based giving") in other London boroughs under the banner of London's Giving. Hosted by London Funders, London's Giving is sharing the evidence base, lessons learnt and know-how from local giving campaigns to help interested London boroughs to create their own locally tailored initiatives.
21. London's Giving network launched at an event in February 2015 attended by over 60 people from a range of funders, local authorities, corporates and the voluntary sector interested in place-based giving and collaboration. London Funders has provided a web portal for it on its website <http://londonfunders.org.uk/londons-giving-transforming-and-energising-local-giving> and an online London's Giving Toolkit is available. It is gradually evolving as additional resources and examples of good practice emerge. A series of masterclasses began on 17th June 2015 in The City Centre. (The second is on 23 September 2015 and so clashes with this Committee meeting). The network receives regular e-bulletins from London Funders.
22. In May 2015, you approved a grant of £172,500 over three years to East End Community Foundation (EECF) to develop local giving networks in the boroughs of Hackney, Newham and Tower Hamlets. EECF is working closely with London Funders/London's Giving and is committed to sharing its learning, experience and expertise within the London's Giving Network.
23. Establishing local giving schemes needs slow, careful lead in time, if they are to have longevity and so this is a long-term piece of work. There are a few boroughs emerging where conditions¹ are right to take the development to its next stage. Whilst it is not proposed that the Trust supports the cost of Development Workers in every borough, there may be occasions where local funds are available and a modest grant from the Trust might help to close a funding gap. There are two boroughs in particular that have access to local

¹ For example, local funders able to 'seed-fund' and with the mechanisms to distribute new funds raised to local groups; the right voluntary sector infrastructure; interest from local business; interest from the local authority. This list is not exhaustive and any combination of these, and others, might create the 'right conditions'.

funding where a modest grant would make a real difference. Proposals are likely to be submitted to the Trust to be considered as Strategic Initiatives and for decision by delegated authority (the amounts required will be less than £50,000). This paper trails the likely call on your funds to reassure that what could appear as random proposals from this or that borough are in fact part of a strategic whole.

24. Your officers are currently in discussion with London Community Foundation regarding closer working with regard to London's Giving and proposals for taking this forward will be brought to you later in the year.

Heart of the City

25. Heart of the City is a network of 700 small, medium, and large businesses all operating across London. It is a hub to encourage businesses to become involved in Corporate Social Responsibility to measurably improve society (including activities such as increasing volunteering and developing more responsible supply chains).
26. You may recall that in March 2015, you awarded a grant of £278,328 over three years to enable Heart of the City (HOTC) to expand its programme to all London boroughs. This builds on its success in working with those boroughs that surround the City that you have supported with two previous grants (£157,500 over 3 years in September 2009; £108,000 over two years in April 2013).
27. HOTC plays an important role in bridging the private and voluntary sectors and, as stated above, it will be represented on the reference group overseeing the research into the infrastructure needs of London's.
28. HOTC is working with the Trust and City Philanthropy to electronically overlay each others networks of charities, businesses, and philanthropist to encourage more connections. HOTC is also working with London's Giving to ensure local business engages with local giving.

Spice

29. Your funding has been instrumental in supporting the development of Spice and its innovative approach to time-banking in London. You have awarded three grants in all: £163,980 in May 20011; £164,500 in October 2012; and £385,200 over three years in February 2014.
30. Spice works through a partnership of the private, public and voluntary sectors. Volunteers earn time credits or 'spice pounds' that can be exchanged for leisure and recreational activities or donated to another. As well as local leisure centres, cinemas and libraries who are offering facilities to Spice volunteers, 'spend' partners also include the Barbican, Tower Bridge, the CityLit, MBNA Clippers and Millwall FC amongst a growing number of partners.

31. Whilst it is early days in the development of London's Giving, there is much potential for time credits to form part of encouraging more volunteering at the local level and the links between the initiatives are being developed.

Lord Mayor's Appeal Charity and City Giving Day

32. You may re-call that you were instrumental in establishing the Lord Mayor's Appeal charity with a grant of £67,500 over one year to establish the post of a Development Director to help to establish the charity.
33. The Director of City Philanthropy – a Wealth of Opportunity has worked closely with the Lord Mayor's Appeal Charity last year and this year, in particular over the development of City Giving Day and the Power of Diversity events. Reference to the use of the 'Philanthropy: The City Story' to promote City Giving Day was made earlier. The Trust, the Lord Mayor's Appeal Charity and City Philanthropy – a Wealth of Opportunity are in discussion about how to further strengthen the relationship.

Research and benchmarking

34. Your officers are aware of the importance of being able to measure the impact of these various initiatives but are also aware that this is not an easy task.
35. Where it is possible to measure impact, your grantees are encouraged to do so. For example: last year the Funding Network estimates it raised c£1M for UK charities supporting 133 charities; Spice has surveyed its participants in the time credit scheme and 81% of participants said that the scheme had had a positive impact on their quality of life with 60% reporting an increase in their level of social contact and 46% having learned new skills; during the past three years, Islington Giving has raised over £3m, attracted over 1,000 volunteers and supported more than 40 local organisations working to benefit Islington's disadvantaged communities.
36. However, the nature of this developmental work means that it often needs patient commitment and the milestones are not as clear or measurable as one would like. Your investment in infrastructure to support philanthropy is not a pure fundraising exercise where you can quantify campaign costs and compare with funds raised. For example, City Philanthropy - a Wealth of Opportunity's Donawise course targeted at young City professionals is trying to achieve behavioural change over years – laying down patterns in one's 20s which may not pay big philanthropic dividends until one's 40s and beyond. Further, some initiatives are about improving the quality of the giving: Such work requires qualitative research to capture the impact and even then it is often difficult to prove causality.
37. Despite the challenges, efforts are being made to improve the evidence base to support the work in this area:

38. Part of your current grant to City Philanthropy was to enable some research to be commissioned that has been undertaken by Cass Business School. The first stage of this research was published in July 2015: The report ***More to Give: London's Millennials Working Towards a Better World*** included a YouGov survey of 1,000 London full-time workers aged 18 or above. It is the first ever London-wide research on employee involvement and attitudes to giving. 53% of under 35's working in London would like to volunteer more than they do, rising to 60% of those aged between 18 and 24 years. This compares with 35% of those aged 55 and above. The final research report is due to be published later in the year.
39. Whilst it is difficult to gather precise data on giving, this research should give us information on current trends and patterns, potential generational differences, and help us understand people's experience of philanthropy, motivation to get involved or reasons for failure to get involved, factors which triggered or inhibited involvement, and what might increase philanthropic engagement across the capital. It will particularly focus on exploring models for effective support for city employees such as through their individual 'philanthropic journeys', and the role which employers and other networks and organisations, whether professional, voluntary or social, might play in supporting them. Importantly, it will give us benchmarking data against which comparisons can be made in the future.
40. In addition, elsewhere in your papers for today's meeting is reported a grant of £19,000 to Centre for London. This is to enable it to work in partnership with Cass Business School to undertake the first phase of a wider strategic review of giving in the capital.
41. Currently, the amount of giving in London, of both time and money, is unknown. Given the current economic climate and its impact on London; the profile of changing need in the capital; and the changing profile of donors (for example, a growing older population with more time for volunteering; a growth in wealthy Londoners, opening up new opportunities for charitable given), it is timely to undertake a detailed, strategic review of 'giving' in the capital. The wider review will benchmark giving in London, look at how donating time and money has developed over recent years and how it compares with similar cities elsewhere. It will provide baseline data, against which comparisons can be made in future years.
42. In addition, a number of funders are becoming increasingly interested in how to engage with local place (both specific geographical areas, as well as smaller, locally-based organisations) in the context, amongst other things, of decentralisation and localism; cuts in local services; concerns about the pitfalls of 'parachuting' into a local area; and a growing interest among funders to support local communities to find solutions to local challenges. You are funding IVAR (Institute of Voluntary Action Research), alongside a cohort of other funders, with a grant of £5,000 for the London element of research into different models of place-based giving.

43. The resulting research report will be a very practical resource, populated with case studies, intended as a useful tool for funders with an interest in place-based funding. The proposed review will be invaluable to the development of London's Giving initiative, as well as complementing the City Philanthropy research.
44. In addition, in the 'Grants/expenditure considered under delegated authority' report included in your papers today is a grant of £50,000 towards scoping research into the future infrastructure needs of London's voluntary sector. The need for this research was trailed at your May Committee meeting in a paper that set out two strategic grant proposals as part of additional activity to mark the Trust's 20th anniversary as a grant-maker, including work to strengthen London's voluntary sector.
45. The research will be used to provide the evidence base of how infrastructure for London's voluntary sector can be most effectively delivered and will be used to make the case for funding. It will be disseminated to funders (including the Big Lottery Fund and London Councils); funders networks (Including London Funders) and voluntary sector networks (including those of LVSC). It will also inform future discussions with private sector actors with an interest in strengthening the voluntary sector.
46. The research will be overseen by a reference group which includes representatives from CBT, Big Lottery Fund, London Voluntary Services Council, Greater London Volunteering, Race on the Agenda, Heart of the City, LB Barking & Dagenham, LB Southwark and London Funders.
47. This piece of work is highly relevant to London's Giving. Building successful local giving schemes is in part dependent on a healthy and vibrant voluntary sector that has a key part to play in their development and, in turn, will help to make communities stronger.
48. Encouraging young City professionals to give more of their time, talent and money benefits London's voluntary sector: For example, several of the organisations supported by Beyond Me are London charities, including Cambridge House, North London Cares and the Single Homeless Project. This is not exclusively the case as of course some giving benefits UK or International organisations.

Conclusion

49. Encouraging philanthropy is part of the Trust's mission. Over the past 7 years, you have shown considerable commitment to developing this area of work.
50. As some of the early initiatives you have funded mature, and with some developments in the operating environment (from the impact of statutory cuts, to the £30M new philanthropy centre at the London School of Economics) the coming year will involve much change. The Trust, with the City of London

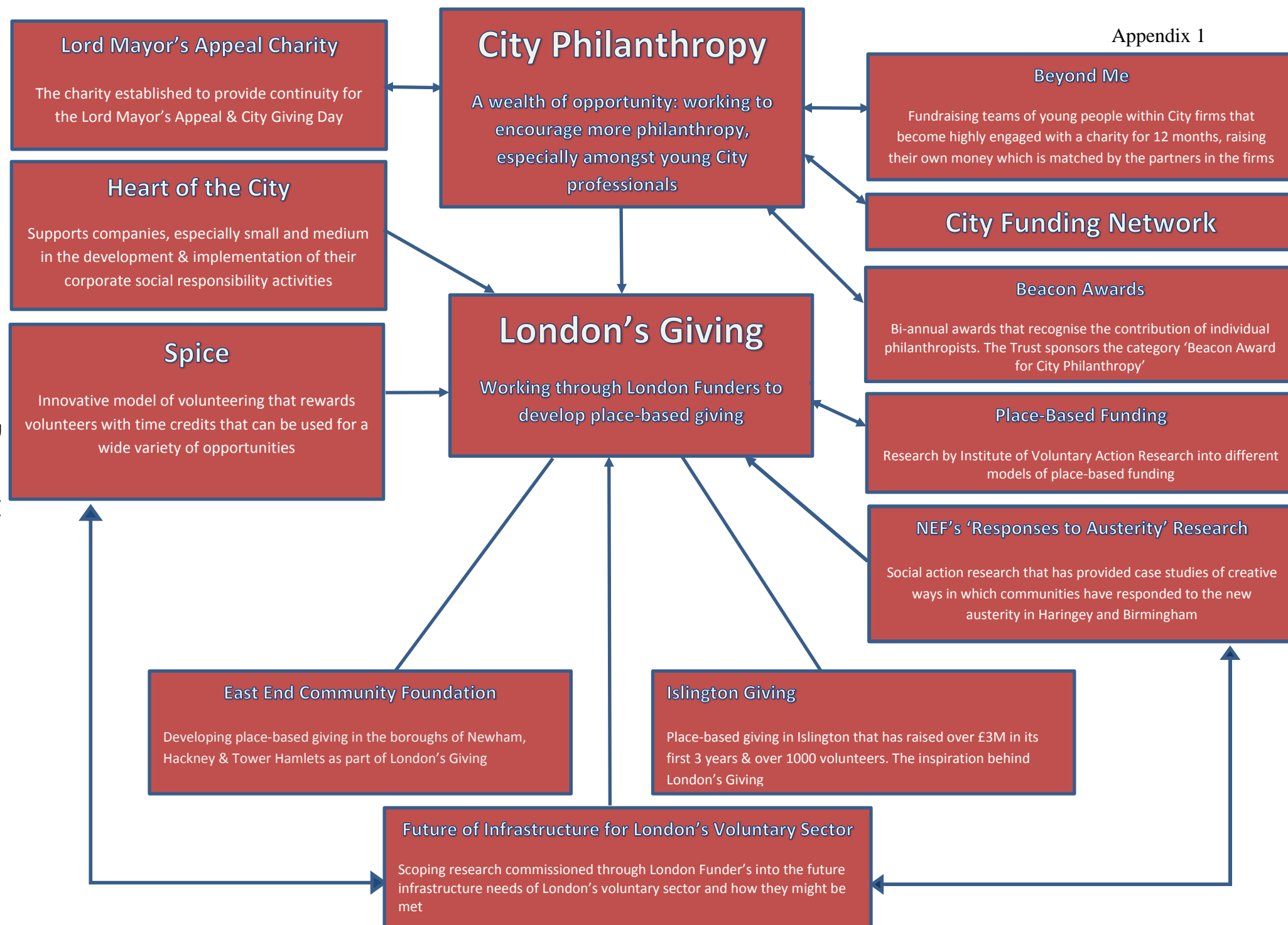
Corporation as its trustee and its access to networks throughout the voluntary, statutory, and private sectors, is well-placed to respond to the changes.

51. The exact nature of its contribution will need to be carefully considered over the coming 9 months as the significant changes in context occur and research findings emerge. It is recommended that these should be considered alongside an evaluation of your work to date: it is proposed that this is commissioned and a paper with recommendations is brought to your meeting in March/April 2016.

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