



Impact & Learning from our Funded Orgs

May - July 2022



August 2022
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& Jen Durrant

Feedback on CBT

120

Impact &
Learning
Forms

87%

Rate us Very
Good (71%) or
Good (16%)

10

Anonymous
GrantAdvisor
Reviews

86%

Good rating
on "reaching
our goals"



APPLICATION TIME

Average: 33h ± 33h
One said 96 hours
(From GrantAdvisor)

APPLICATION TIME COMPARISON

PHF: 35h
Esmee Fairburn 17h
Lloyds 15h

APPLICATION ISSUES
"Be clear and
avoid complicated
English words or
sentences"
Anonymous



EFFECT ON FUNDRAISING

90% said we have a
positive impact on
their fundraising



TREND: POSITIVE IMPACT ON FUNDRAISING

Last 3 quarters:
88% - 92% - 88%
We are regularly doing this

FUNDRAISING: COMMON THEMES

- Our reputation adds credibility
- Longer grants increase sustainability
- Project funding helps build evidence base
- Helps develop networks & partnerships
- Increases staff capacity for fundraising

FUNDRAISING: CREDIBILITY

"A grant from City Bridge acts as a **positive kite mark** for our work and therefore has a positive effect on our broader fundraising."



Positive Comments

Common themes:

We are flexible, supportive & communicative; staff are helpful; core costs conversion, reduced reporting and longer grants appreciated; application process generally good and we support our funded organisations with more than money



NEW THINGS WE HEARD THIS TIME

- LEAP programme beneficial
- Media Trust film raised awareness with funders & community
- In-person meetings appreciated



"One of our staff members recently attended the Trust's **networking and learning day** at the Guildhall and found it both **inspiring and insightful**."

"We have benefited from **grantee meetings** and the opportunity to explore the Corporation of London **LEAP volunteering scheme**."

"Our dealings with the Trust have been **exemplary**. We have found the organisation to be **supportive, responsive** and **understanding** of the changing needs of survivors, particularly in very difficult times."



"We love CBT!"




Improvements for CBT



Provide additional funding for cost of living crisis; offer a Word version of online forms; clarify project aims when funding is revised; simplify process for continuation funding; improve communication if FM changes

"Our first grant was for one year only; we had to apply again for another two years' funding. Then you extended it again which meant that we had to apply again for another 2 years ... We will have **had to make three formal applications for 5 years' funding**. For a small group this has been a **huge burden** for us and we feel that the **process/ rules could have been more considerate/ sympathetic**."

"Please **provide a Word version** of your application form and report form on your website, that we could download to work offline, prior to submitting." 
[Note we do this already - will be easier to find on new website]

"With the ongoing challenges around the **cost of living crisis**, could there be a mechanism to look at the value of the grant and where appropriate **take account of unexpected and increased costs**?"

continues below...

Project Changes and Learning



May - July 2022



FEEDBACK
RELATES TO:

BD
£12.7M
82 grants

LiL
£1.3M
14 grants

SI
£1.5M
7 grants

TOTAL
£16.4M
120 grants

PROJECTS REPORTING
CHANGES DUE TO
COVID



58% of projects
Last 3 quarters:
53% - 55% - 57%

TOP 3 REPORTED
CHANGE TYPES
DUE TO COVID



Online Support
Hybrid
Getting back to
normal

PROJECT CHANGE
TYPE: BIGGEST DROPS
V FEB - APR 2022



Hybrid
Pivot Provision
Suspended

Key Learning: Empowerment and Evaluation



"We have learned that we need to **empower those from within the community** to deliver some of the elements of the upcoming engagement and training. ... Our match funding and Yr 1 surplus will ensure that we can **hire in an Education Manager** which we will seek **from within the community we are working with.**"



"We concentrate on things people with **Dementia CAN** do rather than think of things that make it difficult. ... There is a huge need for what we are providing."

"We involved young people in deciding what changes to make and evaluating how the changes are affecting them to assist us in determining which changes to keep long term. Digital learning **enabled them to develop skills and autonomy** to independently pursue other learning opportunities."

"We have increased our knowledge and experience of **measuring the impact of green social prescribing projects.** We will soon have the Thriving Communities partnership end of project report with additional evidence."

"**Maximising the use of our well established monitoring and evaluation systems** (including Google Forms and Telephone/WhatsApp surveys), to better analyse service users data enabling **more evidence based decisions**, reviewing processes and evaluating impact more efficiently."

Challenges and Concerns: Cost of Living Crisis



TOLL ON CLIENTS & STAFF

"The **cost of living crisis** and other events have taken a **high toll** on victims of domestic abuse and our frontline staff ... with **additional pressure** on their high case loads and **greater exposure to vicarious trauma.**"

ONE CRISIS AFTER ANOTHER

"The real concern we have is the **impact that living through one crisis, followed by another**, is having on people's overall well-being and that the choice of "**heating or eating**" is a very real one our clients are facing."

NEED FOR SUBSISTENCE SUPPORT

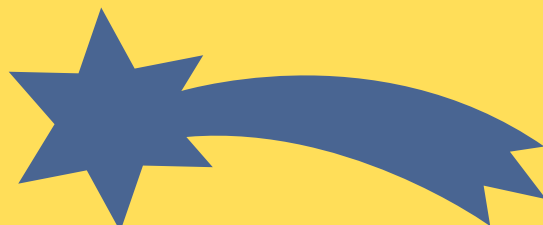
"We are **increasingly referring women to foodbanks** and seeking to obtain more food and transport vouchers. Sadly, we don't see any solution in the short term other than **continue seeking external support** to provide to the women we work with."

HARDER TO ADDRESS STRUCTURAL ISSUES

"Our member organisations and those they work with are **increasingly focused on day to day survival** which **limits their ability** to engage in longer-term work to **address the structural inequalities** that drive child poverty."

Positives: A Strategy of Joy

"We know that many elderly people are dealing with grief, ill-health, poverty and other issues. But **what we see is people who love to dress up and dance, be with their friends, laugh together, support each other** - and also welcome new people who need more joy in their life. This learning has helped us to **include joy as one of our organisation's new strategic aims.**"



Feedback to Emma, Jen or
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