



Committee: Funding Committee of the City Bridge Foundation Board City Bridge Foundation Board	Date: 4 December 2023 7 February 2024
Subject: Alliance Partnership: BBC Children in Need	Public
Report of: Sacha Rose-Smith, Chief Funding Director	For Decision
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Summary

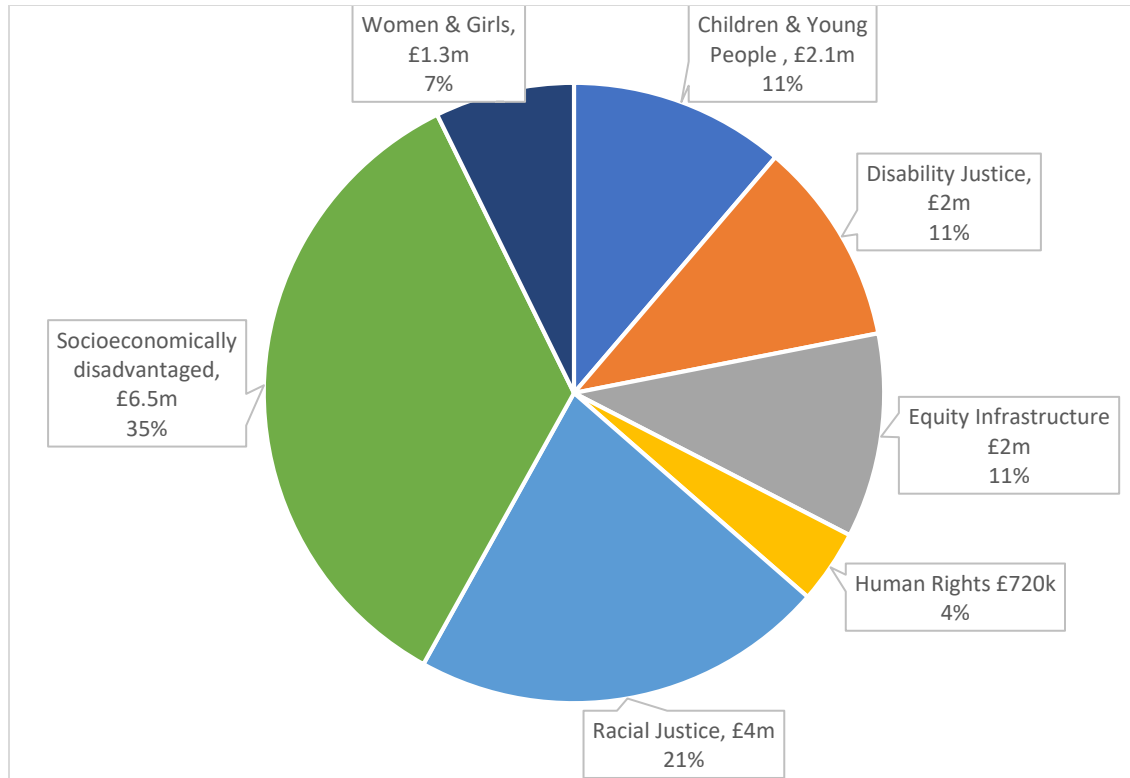
This report requests funding of £1,090,000 be awarded to Children in Need (CiN) for use toward onward grants in the BBC Children in Need Child Poverty Impact model, as an Alliance Partnership. The funds will be ringfenced for use towards onward grantmaking to organisations benefitting Londoners only. It also provides a general update on Alliance Partnership activity to date.

Alliance Partnerships utilise City Bridge Foundation (CBF) funds designated for grant making to advance the mission and vision of the Bridging Divides Strategy and are awarded to established funders towards programmes where the receiving organisation has a specialist knowledge which is additional to CBF's own, and/ or where the organisation has undertaken significant scoping and evidence review in developing the programme. Recipients of Alliance Partnership awards must also be able to restrict funds for use in work that benefits Londoners only.

Through Alliance Partnerships, CBF has modelled a collaborative, generous approach to the wider sector, acknowledging that it does not always need to be leading initiatives, and can sometimes be most facilitative of the needs of Londoners by instead supporting simply with additional or matched funding. Alliance Partnerships have also allowed CBF to benefit from proximity to more expert and specialist funders.

This partnership with CiN allows CBF to allocate the final sum remaining in the Alliance Partnerships allocation to a CYP organisation, balancing the thematic distribution of awards in the programme well.

Alliance Partnerships distribution by theme (including this recommendation, if approved)



Recommendations

It is recommended that the Funding Committee of the City Bridge Foundation Board, in the discharge of functions for the City Corporation as Trustee of City Bridge Foundation and solely in the charity's best interests:

- i) Endorse to the City Bridge Foundation Board a grant of **£1,090,000**, as an Alliance Partnership, to BBC Children in Need [Charity no: 802052] for onward grantmaking to organisations benefitting Londoners in the Child Poverty Impact model in years 0-4.

A payment schedule will be drawn up, allowing the funds to be paid to CiN in instalments over the course of the grant commitment period and to be received prior to onward grants being committed/paid.

It is recommended that the City Bridge Foundation Board, in the discharge of functions for the City Corporation as Trustee of City Bridge Foundation and solely in the charity's best interests:

- i) Approve a grant of **£1,090,000**, as an Alliance Partnership, to BBC Children in Need [Charity no: 802052] for onward grantmaking to organisations benefitting Londoners in the Child Poverty Impact model in years 0-4.



Main Report

Background

1. CBF has engaged in collaborative funding practices for much of its 28-year history – particularly, but not limited to, its support of London’s voluntary and community sector infrastructure. It has widely been agreed across the sector that collaborative funding approaches are required for a thriving civil society and should form a healthy part of the overall funding ecosystem.
2. At its meeting on 6th December 2021, the former City Bridge Trust Grants Committee agreed to earmark up to £15m (later increased by the Committee to £18m in September 2022) toward a series of ‘Alliance Partnerships’ which would advance the mission and vision of the Bridging Divides Strategy. It was agreed that Alliance Partnerships could be awarded where:
 - a. The funds will be awarded to established funders, with a track record of delivering grant funding programmes, where the organisation’s primary aim (or primary aim within civil society) is funding.
 - b. The funds will be awarded towards grant programmes which are in development, or recently begun, and which have a finite end point (this could include phased initiatives).
 - c. Initiatives to be funded must have involved significant scoping/evidence review work, where the funder has specialist knowledge of the funding theme/priority that is additional to CBF’s own reach. Evidence can include expertise by experience, including direct/lived experience.
 - d. The organisation receiving funds must be able to adequately restrict funding for onward distribution to work which benefits Londoners.
3. The proposal in this report meets the above criteria and, if approved, would see CBF strengthen its commitment to supporting some of the most disadvantaged Londoners through a partnership that will multiply the impact of the funding we have available.
4. This proposal represents the final Alliance Partnership that will be awarded from the £18m allocation. There is £826,343 remaining of the £18,000,000 allocation which means that £173,657 will be allocated from the usual Bridging Divides grants budget for the financial year, in line with usual strategic initiative funding.
5. A summary of Alliance Partnerships awarded to date is provided below, a more detailed update on each is provided in **Appendix 1**.



Rosa	£499,999.00
Greater London Authority (GLA)	£720,000.00
John Lyons Charity (JLC)	£1,020,000.00
USS	£500,000.00
Trust for London	£2,000,000.00
Trust for London	£1,500,000.00
Comic Relief	£2,069,375.00
Smallwood Trust	£864,283.00
Baring Foundation	£1,500,000.00
London Legal Support Trust (LLST)	£6,000,000.00
Vision Foundation	£500,000.00
Total	£17,173,657.00
Budget	£18,000,000.00
Remaining budget	-£826,343.00

6. Children and young people is a key thematic area for CBF, with £13.8m of active grants in the portfolio relating to this topic. CBF has a relationship with key child poverty stakeholders in London including significant interaction with the Mayor of London's New Deal for Young People mission, towards which CBF made £2.1m of grants under the Propel programme. CBF has also funded London Youth (LY) since 2009, which support the capital's youth sector to improve the lives of young people. LY provide trusted, high quality, capacity building for 600-member youth organisations and 30,000 youth workers across every borough. CBF have funded LY for youth leadership, quality mark work, mental health projects, among other things. CBF also partners regularly with Trust for London, which specializes in tackling poverty in London through grants and research.
7. CiN is the leading independent funder for children and young people in the UK. Whilst it was registered as a charity in 1989, the first televised appeal launched in 1980 and has raised funds annually for 42 years, to the tune of over £1bn.
8. Raising the majority of its income directly from the public, it awards c£60m per annum towards children and young peoples voluntary organisations in the UK. It is committed to funding the grassroots organisations and project workers across the UK that provide the vital positive relationships children need to help them navigate the challenges in their lives. CiN funds thousands of charities and projects in every corner of the UK, that support children and young people to feel and be safer, have improved mental health and wellbeing, form better, more positive relationships and be given more equal opportunities to flourish.
9. It specifically funds organisations which:
 - a. Work in the heart of their communities, particularly in times of crisis.



- b. Put children and young people at the centre of everything they do, from design to delivery.
- c. Address the challenges the children and young people face, build their skills and resilience, empower them and extend their choices in life.
- d. Are keen to keep learning about their work so that their ability to make a difference in children and young people's lives can keep on improving.

10. The 2023 televised appeal took place on 17 November.

About the Child Poverty Impact Model

11. There were 4.2 million children living in poverty in the UK in 2021-22ⁱ. That's 29 per cent of children, or nine in a classroom of 30ⁱⁱ. 44 per cent of children living in lone-parent families are in povertyⁱⁱⁱ. Lone parents face a higher risk of poverty due to the lack of an additional earner, low rates of maintenance payments, gender inequality in employment and pay, and childcare costs. Children from Black and minority ethnic groups are more likely to be in poverty: 48 per cent are now in poverty, compared with 25 per cent of children in white British families^{iv}.
12. Work does not provide a guaranteed route out of poverty in the UK. 71 per cent of children growing up in poverty live in a household where at least one person works^v. Children in larger families are at a far greater risk of living in poverty – 42 per cent of children living in families with 3 or more children live in poverty^{vi}. Between 1998 and 2003 reducing child poverty was made a priority - with a comprehensive strategy and investment in children - and the number of children in poverty fell by 600,000^{vii, viii}.
13. London has the highest child poverty rate in England, with a third of children (600,000) living in poverty^{ix}. While other cities in Europe have seen their rates of childhood poverty decline, London's has been increasing for the past five years (as at the latest available figures, from 2021^x. As one of the most expensive cities in the world, low levels of household income are compounded by extremely high housing, transportation and childcare costs. Additionally, cuts to benefits and tax credits as part of a larger restructuring of the British welfare state have contributed to higher levels of poverty.
14. The same report revealed that more than half of children growing up in Tower Hamlets were found to be living in poverty, while the figure was more than 40% in five other London boroughs - Barking and Dagenham, Greenwich, Hackney, Newham and Waltham Forest. That is compared to a national average of 29%.
15. As early childhood development has a profound influence on later life outcomes, the situation is in dire need of attention^{xi}. Statutory services provide some services within a specific remit, but struggle to provide adequate welfare support due to operating within a constant state of crisis. There are a number of national children's charities operating multi-issue campaigns and service delivery, but they are fighting many and varied battles. The Child Poverty Action Group (which has received CBF funding in

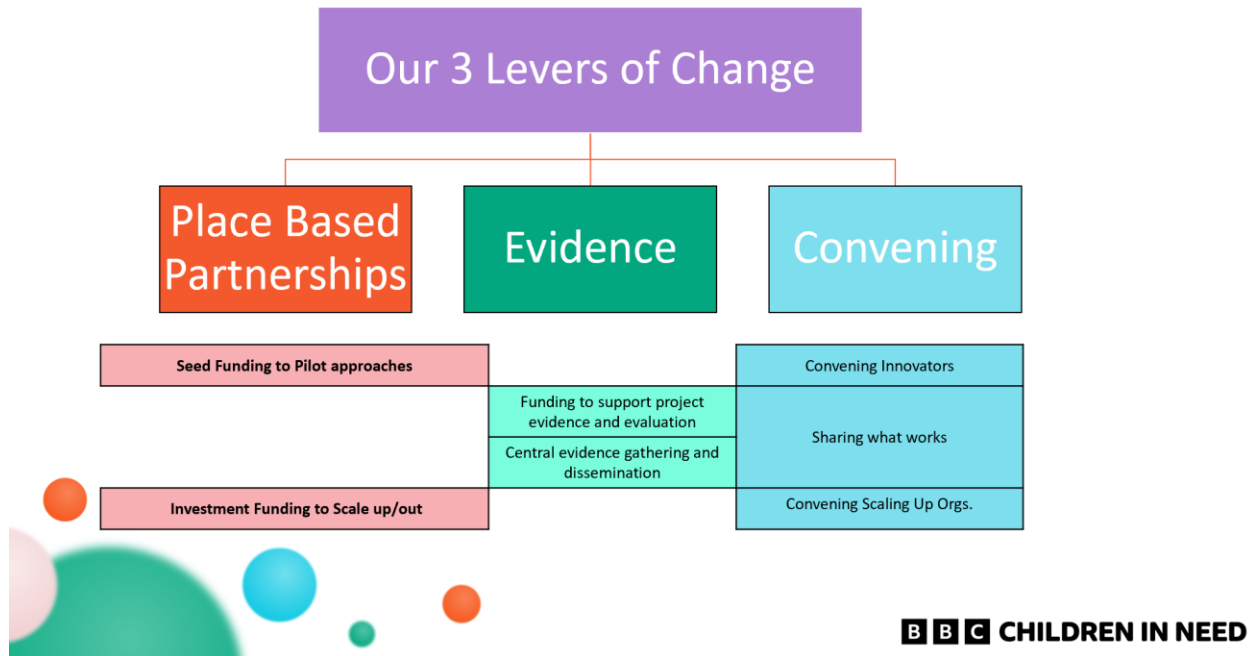


the past) focuses its work and research on the welfare system and low pay with resultant calls to action targeting the benefits system and structure. Local charities offer well-positioned often place-based support, but they are piecemeal and suffer from a lack of support, funding and ability to scale. Finally, academic research and evidence is also funded and undertaken in a piecemeal manner, and often not translated into projects within the voluntary and community sector.

16. Cross-sectorally, it is clear there is significant work underway to understand and tackle childhood poverty, but there is currently a lack of a cohesive and co-ordinated approach, issues with siloed initiatives, difficulty co-ordinating evidence-based solutions or best practice, a focus on short term symptom alleviation and a task that seems too overwhelming for one sector or organisation to tackle.
17. CiN proposed a centralised c£50m initiative providing investment and building evidence and approaches to long term solutions to address the impact of child poverty. The intention is that this will become the largest national co-ordinated initiative to address the impact of child poverty across the UK at scale. With its convening credibility, national reach and existing portfolio, specialist expertise and knowledge, experience delivering place based and regional grantmaking, a rigorous evidence and evaluation team, it is uniquely placed to co-ordinate this initiative.
18. CiN is working with the Child Poverty Action Group, Turn2Us, and the Buttle Trust on the initiative with representatives from all three organisations sitting on the advisory panel.
19. This transformative philanthropic model will find and fund scalable solutions to the impact of poverty faced by children and young people in London and the UK. The sector knows that solutions exist, but the most promising strategies cannot reach far enough fast enough without significant resources. This initiative will bring together philanthropists, corporates, statutory agencies, and the charitable sector to pool and scale solutions from cradle to career. Viewing onward grants as investments, it will provide the flexible transformative capital that visionary social sector leaders need to dream bigger and pursue long term change. Beyond simply funding, it will provide capacity and evidence building support as well as strategic convening.
20. This approach will build on CiN's established credentials as an expert in CYP funding with transformational investments led and designed by communities, that recognise the importance of place within an ecosystem, build a body of evidence, invest in ideas, convene stakeholders, and lead to long term systemic change as well as responding to immediate need (see Theory of Change at **Appendix 2**).



Structure of Investments



21. A highly targeted and evidenced approach will be taken using three intersecting lenses of geography (targeted using a data led approach via the Indices of Multiple Deprivation, child poverty rates etc), demographic (targeted via disparity of outcome) and issue (targeted by complexity and intersectionality). Intersectional issues targeted will include health and wellbeing, supplementary education and stigma/emotional support, but the following issues will not be targeted as they are out of scope for this work:

- a. Welfare and Benefits System (CPAG)
- b. Careers and Employability (YFF)
- c. Youth Violence (YEF)
- d. Statutory Provision
- e. Accommodation Provision

22. In particular, the onward grantmaking element will focus on investing in organisation which are:

- a. Addressing the direct impact of child poverty but building long term solutions.
- b. Developing innovative new initiatives to tackle the impact of child poverty.
- c. Tackling barriers to economic and social mobility.
- d. Creating pathways away from the impact of child poverty.
- e. Working in a place-based approach, centred on communities and children/young people.
- f. Using digital and technological solutions to tackle the issue of poverty
- g. Displaying an understanding of the intersectionality of poverty



Timeline

23. See Appendix 3 for detailed timeline:

- a. **Years 0-3:** £30m seed funding awarded in the form of £2m grants, the preliminary learning from which will be utilized to begin discussions about scaling up.
- b. **Year 3, 4:** Applications for scaling up submitted.
- c. **Year 5-8:** Scaling up funding awarded.
- d. **Years 0-8:** Convening dissemination



Budget and Fundraising

Indicative budget		
Seed funding phase (years 0-4)		
Raised By Trusts and Foundations	£15m	To be raised via trusts and foundations* (£15m) This is £1m from BBC CIN Matched by 4 other funders - £1m each Plus £10m from Lottery Total = £15m
Match funded locally	£15m	Each locality will be then be asked to match the funding given to them. Eg 10 locations age given £1.5 m each They will raise matched funding of £15m
Total Onward Grantmaking	£30 m	
Management costs including grantmaking administration, development, evidence gathering, convening, and	£1.35m	Covered by each contributor including CIN giving an additional 9% on top of their contribution (9% of £15m = £1.35m)
Total	£31.35m	
Scale up phase - greater details about the financials will also be developed depending on what the needs of the organisations are eg social impact investing or a mixed model etc		
Onward grantmaking (seed funding years 0-4)	£15m	To be raised via trusts and foundations* (£10m) and matched fuding (£5m), with potential to further scale up matched funding.
Managament costs including grantmaking administration, development, evidence gathering, convening, and evaluation.	£1.35m	As above, each foundation will give 9% on top of any contribution
Total	£16.35m	
Grand total	£47.7m	
<p>* whilst no funds have been confirmed from trusts and foundations, the NLCF has indicated a willingness to consider £10m in each phase, CIN are also in active discussions with Pears Foundation, Esmee and a number of Scottish foundations. CiN will know their commitment in January. In addition a number of corporate foundations have been approached.</p>		



Financial information

24. Children in Need (CiN) are now delivering to the financial plan of their 5-year Financial strategy (2023-2027), as they navigate their way through a period of transformational change.
25. The organisation remains in a positive financial position, with total income of £50m at the financial year end 30 June 2023 (fye), down by £20m from the previous year largely due to external factors including the effects of the war in Ukraine; the cost-of-living crisis and the compounding rising inflation.
26. Expenditure in 2022/23 was £39.8m with a net surplus of £10m against income due to the pause in grantmaking over six months. However, in 23/24 CiN, forecast a spend down on grantmaking.
27. CiN states a minimum of £12.75m unrestricted reserves in their Reserve Policy to ensure sufficient funds are available as a contingency and available to fund anticipated activity. A buffer of £5m is held to cover any volatility in investments. Reserves were held above target in all years under assessment.
28. CiN holds an Impact continuity fund that forms part of their designated funds and retains most of their income from donations (with the exception of income from Gift Aid, investment income and up to 5p in every £ from donations), this will be allocated before new income is generated from the CiN's next Appeal in November 2023.
29. CiN held healthy investments of £15.7m in 21/22 with a gain of £600k on investments in the same period. CiN had a small (unrealised loss) of £54k in the year ended June 2023. However, in the first quarter of 23/24 CiN have generated a (unrealised) gain of nearly £1m.
30. Income continues to be under pressure however, CiN use a weighted income pipeline, to ensure more accurate forecasting. Any immediate shortfall in income will be funded from CiN's reserves. Going forward, CiN has identified several significant income generation opportunities to invest in and has evidenced clear and robust business planning to support income growth activity over the next 5 years.

Year end as at 30 June	2022 Signed Accounts £	2023 Signed £	2024 Budget £
Income & expenditure:			
Income	69,928,000	50,078,000	43,500,000
Expenditure	(74,522,000)	(39,823,000)	(12,500,000)
Gains/(losses)	600,000	0	0
Surplus/(deficit)	(3,994,000)	10,255,000	31,000,000
Reserves:			
Total endowed	0	0	0
Total restricted	4,256,000	2,587,000	1,600,000
Total unrestricted	33,220,000	45,090,000	22,400,000
Total reserves	37,476,000	47,677,000	24,000,000
Of which: free unrestricted	33,220,000	45,144,000	22,454,000
Reserves policy target	12,750,000	12,750,000	12,750,000
Free reserves over/(under) target	20,470,000	32,394,000	9,704,000



Communications

31. CBF and CiN both benefit from dedicated comms resource within their respective staff teams. This funding will provide an opportunity to champion this work in London and benefit from CiN's national and London profile. Both teams' comms and media staff will work collaboratively to maximise the opportunity of this potentially high-profile work.

Conclusion

32. CBF's funding collaborations regularly achieve more than the sum of their parts as, amongst other things, they provide opportunities for greater expertise to be harnessed; for learning to be shared; and for the sector to see funders support their work and raise their issues through unity of voice. Alliance Partnerships have provided a unique opportunity to expend uplift funds in a collaborative, collegiate manner facilitating the sustainability of civil society organisations, including fellow funders. It has demonstrated CBF's commitment to funding work which meets its mission and values, regardless of whether CBF itself is in the driving seat of delivering the funding. Alliance Partnerships to date have provided excellent leveraging opportunities, with multiple other funders (from both the charitable and corporate sectors) also supporting the majority of the programmes supported.

33. CiN have demonstrated a track record over 40 years as the largest national independent funder for children and are excellently placed to deliver this pioneering work to tackle childhood poverty at scale. A grant of £1,090,000 will contribute a significant sum towards onward grantmaking in London with transformational potential, as well as an opportunity for CBF to inform its own activity in the CYP space via learning from the model. CiN's platform with the BBC also allows for a unique opportunity to showcase an innovative new approach, that will come at a timely moment as CBF moves into its new brand and explores its funding direction for the future.

Appendices

- Appendix 1 – Alliance Partnerships Update
- Appendix 2 – Theory of Change
- Appendix 3 – Timeline

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Appendix 1: Alliance Partnerships Update

Recipient	Update
Rosa, £500k	The Rise Fund offered two-year grants of up to £40,000 to Black and minoritised-led women's and girls' organisations in the UK which have been established for three years or more, and which have an average annual income of less than £100,000 per year. 35 projects were approved by the panel, of which 16 were in London. City Bridge Trust monies were fully spent, with grant award payments made in July 2022.
GLA, £720k	Round one's grants awarded in Summer 2022. The cohort continues to be supported and convened periodically by consultants, Community Regen. A first draft of the external impact evaluation has been seen and commented on by Funding Managers – final version to follow. Following expression of interest and second stage application windows, 21 round two grants were awarded in October 2023. As with round one, FM's were involved in the grants moderation panel. FM's also met grantees at two recent events convening round one and round two cohorts. The GLA coordinator postholder funded by CBT was recently reappointed; the previous absence was covered effectively by Civil Society department colleagues.
JLC, £1.02m	Funds from CBF are designated to JLC's Resilience Fund which is aimed at safeguarding the quality of youth delivery by supporting organisations where numerous pressures have arisen from the pandemic and other external factors. It has awarded five grants to date totaling £506k. A further three grants totaling £344k are going to its board in November. It anticipates the remaining £150k will be allocated in its March 2024 funding round.
USS, £500k	In year two of the partnership, USS will continue to align CBT funds alongside the same programmes as year 1: large grants, small grants and strategic grants. Funding continues to increase capacity and resources to support older people, build resilient communities and level the playing field, in Southwark.
Trust for London, £2m	In the first round of the fund, the RJF made six grants to organisations fighting for change and gave out £840,000. This leaves around £3.1m left to allocate in round two. The deadline for EOIs for round two of funding closed on Monday 30th October. Shortlisted applicants will then be invited to apply via email. The focus of round two is largely the same as the first round, reducing poverty in London's Black and minoritised communities via economic empowerment.
Trust for London, £1.5m	In the first round of the fund, the DJF made 16 grants to Deaf and Disabled People's Organisations (DDPOs) and distributed close to £1.1m. Round 2 is scheduled to open in late 2023 / early 2024 – approx £1.2m will be given out. The focus of round two is largely the same as that of the first round i.e. enabling a strong, vibrant, diverse and sustainable movement for social justice for Deaf and Disabled Londoners via funding DDPOs.
Comic Relief, £2.06m	Funding for Phase III of the GMF. Recruitment of 2 new members of the Fund Reference Group took place in October 2023 and their work is underway. The Curiosity Society are developing the Theory of Change for Phase III, and will also be working on the Evaluation of the fund. There are 11 Onward grants (£2,000,000) for grassroots organisations and Intermediary Investment partners, as well as 10 grants (£1,300,000) for Intermediary Partners. This is funding their organisational development and deepening 'shifting the power' good practice in grant making and strengthening.
Smallwood Trust, £864k	Smallwood Trust have recruited a consultant to support the co-production of the grant programme. The co-production phase started in September.
Baring, £1.5m	Currently looking for a Learning Partner. Deadline is 05/12/23. Development partners have started working on the programme and comms have been released. Open days were held in November, and more are planned in 2024.
LLST, £6m	<p>Commenced April 2023. The Advice Workforce Steering Group was borne out of ASA's Advising Londoners report, bringing together funders, representatives of advice umbrella and community organisations, to oversee the development of a strategy to address the workforce challenges. Propel – the funder collaboration stewarded by London Funders (and of which CBF is one of the founding funders) was the ideal opportunity to work collectively to fund projects piloting new ways of addressing recruitment, progression and retention issues in the advice sector. Through the first round of Propel funding, LLST have awarded eight Deliver and Develop grants, under the Robust Safety Net programme totalling £3.8m.</p> <p>Advice Services Alliance (ASA) and Phil Jew (an independent consultant) were appointed as learning partner to support funded organisations was appointed in October 2023. A thorough consideration of ways to support, train and enable funded organisations to be in control of their own learning and share this with the wider partnership and extensive knowledge and experience in the advice sector (both at community level advice and specialist legal advice) were used as two main selection criteria. Three of the grantee organisations also interviewed three shortlisted applicants.</p> <p>The three overarching learning questions to be addressed by the learning partner are: what are the most effective ways to recruit and retain staff; what are the main factors contributing to staff development and progression; and how can the lessons learnt from this work contribute to develop further solutions? A service level agreement is being finalised to ensure that all learning, including failures and areas for constructive development, can be shared with the wider sector without adverse harm to the funded partners. The learning partners will soon begin reviewing the funding proposals the delivery partners submitted and have scheduled frequent check-in meetings with a Learning Management Group, including the Senior Programme Manager at LLST. The funded organisations have been introduced to the learning partner, and initial visits are being scheduled to take place at the end of November. They will then work to establish a monitoring and evaluation framework to best support the delivery partners and provide the information required to feed into the steering group and task and finish groups. A meeting is also being scheduled with Propel's overall learning partner, IVAR, to avoid duplication, considering how busy the delivery organisations are, and share learning. Task and Finish groups have also been created to deal with the specific recommendation that came out of the initial report report: Pay and Conditions; Building Organisational Capacity; and Developing a London-wide Advice Strategy. These Task and Finish groups have just formed with first meeting due to commence in the coming months.</p>
Vision Foundation, £500k	The first round of the Vision Fund was open to applications between 1 October and 31 October. Round one applications currently under assessment, including scrutiny from a panel of experts by experience, with awards due to be announced in December 2023. Tranches two, three and four due to follow throughout 2024 and 2025.

Appendix 2 – Theory of Change

The Problem	Our Activities	Short Term Outcomes	Long Term Outcomes	Impact Overall Objective
Children in poverty do not have access to opportunities and initiatives which address the impact of poverty on them	Funding provided to local communities which involve those with lived experience, to advocate for local solutions based on a systemic approach with local stakeholders.	Increased opportunity to learn, raise aspirations and create avenues to address the impact of poverty	Barriers removed to social mobility and life enhancing opportunities realised	Children in the most economically deprived areas of the UK, thrive and fulfil their potential.
Children and Parents in local communities are not heard and given space to advocate in relation to the impact of poverty		Increased ability to advocate for and address the impact of child poverty locally	A network of communities across the UK become powerful and cohesive advocates in addressing child poverty	
The parents of children in poverty are unable to maximise income and reduce impact of poverty		Increased ability to maximise income or reduce or minimise cost of living	Initiatives which maximise income or minimise cost of living are systematically shared across the UK	
Local communities are not empowered to systematically deliver their own localised solutions to child poverty	Seed Funding provided for flexible initiatives which empower local communities	Communities are empowered to design hyper local solutions appropriate to their context	Local leadership is strengthened to deliver local poverty solutions	
Learning from local initiatives in relation to addressing poverty is not rigorously identified and disseminated across the UK	Evidence and Evaluation is gathered as to 'what works' and disseminated across the UK	Systematic baseline and short term evaluation is initiated to understand what works	Evidence is gathered and shared as to solutions to the impact of child poverty	
Local initiatives which are successful have limited ability to scale-up, replicate or share best practice in order to enable systemic change	Scale up funding provided to successful pilots, to enable growth and replication	A network of communities share best practice and learn from each other	Long-Term Scalable solutions are understood and replicated across the UK, to bring about systemic change	

Appendix 3: Timeline

Seed Funding (year 0- 3/4)

£10m	NLCF
£5m	BBC CIN (matched with other foundations)
£15 m	Local Matched Funding for each grant
Total £30m	(15 grants of £2m each)

Scale-up Funding (years 5-7/8)

£10m	NLCF
£5m	Matched Foundation Funding
Total £15m	<u>Plus</u> potential for further scale up matched funding, depending on need

*Plus 9 % management fee for BBC CIN to cover grantmaking, development, convening and evaluation of this complex initiative

Initial £20m for a 3 year phased investment (with potential to leverage more after year 3)

Timeline	Seed Funding (4 years) (15 grants)	Evidence Gathering	Scaling Up (phase 2)	Convening/ Disseminating
Year 1- First Half	Developing the Criteria, Application process and mechanisms for distribution Setting up the Advisory Board			Throughout the duration of the initiative, the team collect and curate research and evidence and disseminate any learning about tackling child poverty. They also convene the grantees, other stakeholders and an advisory group
Year 1 – Second Half	Launching the Application process and decision making – time given for development			
Years 2 and 3	Grant Agreements made and projects delivered	Preliminary learning collated and discussions about scaling up		
Year 4			Applications submitted for Scaling up/out if suitable	
Year 5 to 8			Scaling Up Funding for upto 4 years	

at this point)

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- ⁱ Households Below Average Income, Statistics on the number and percentage of people living in low income households for financial years 1994/95 to 2021/22, Table 1.4b. Department for Work and Pensions, 2023
- ⁱⁱ Households Below Average Income, Statistics on the number and percentage of people living in low income households for financial years 1994/95 to 2021/22, Table 1.4a. Department for Work and Pensions, 2023
- ⁱⁱⁱ Households Below Average Income, Statistics on the number and percentage of people living in low income households for financial years 1994/95 to 2021/22, Table 4_5db. Department for Work and Pensions, 2023
- ^{iv} Author's Calculations from Households Below Average Income, Statistics on the number and percentage of people living in low income households for financial years 1994/95 to 2021/22, Tables 4_3db & 4_5db. Department for Work and Pensions, 2023
- ^v Households Below Average Income, Statistics on the number and percentage of people living in low income households for financial years 1994/95 to 2021/22, Table 4.3db. Department for Work and Pensions, 2023
- ^{vi} Households Below Average Income, Statistics on the number and percentage of people living in low income households for financial years 1994/95 to 2021/22, Table 4_5db. Department for Work and Pensions, 2023
- ^{vii} Households Below Average Income, Statistics on the number and percentage of people living in low income households for financial years 1994/95 to 2021/22, Table 4.3tr. Department for Work and Pensions, 2023
- ^{viii} All stats summarised by CPAG: [Child poverty facts and figures | CPAG](#)
- ^{ix} Child Poverty Action Group (n.d.) Child Poverty In London Facts and Figures. Available at: <https://cpag.org.uk/child-poverty/child-poverty-facts-and-figures>
- ^x Department for Work and Pensions (2020) Households Below Average Income: 1994/95 To 2018/19. Available at: <https://www.gov.uk/government/statistics/households-below-average-income-199495-to-201819>
- ^{xi} [Childhood-Trust-London-Child-Poverty-Report-2021.pdf \(childhoodtrust.org.uk\)](#)