

London Funders

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The Fundraising Landscape in London & Greenwich – hot & cold spots

James Banks, Chief Executive

The funding landscape

Greenwich, 19 November 2019

James Banks
Chief Executive
@LondonFund

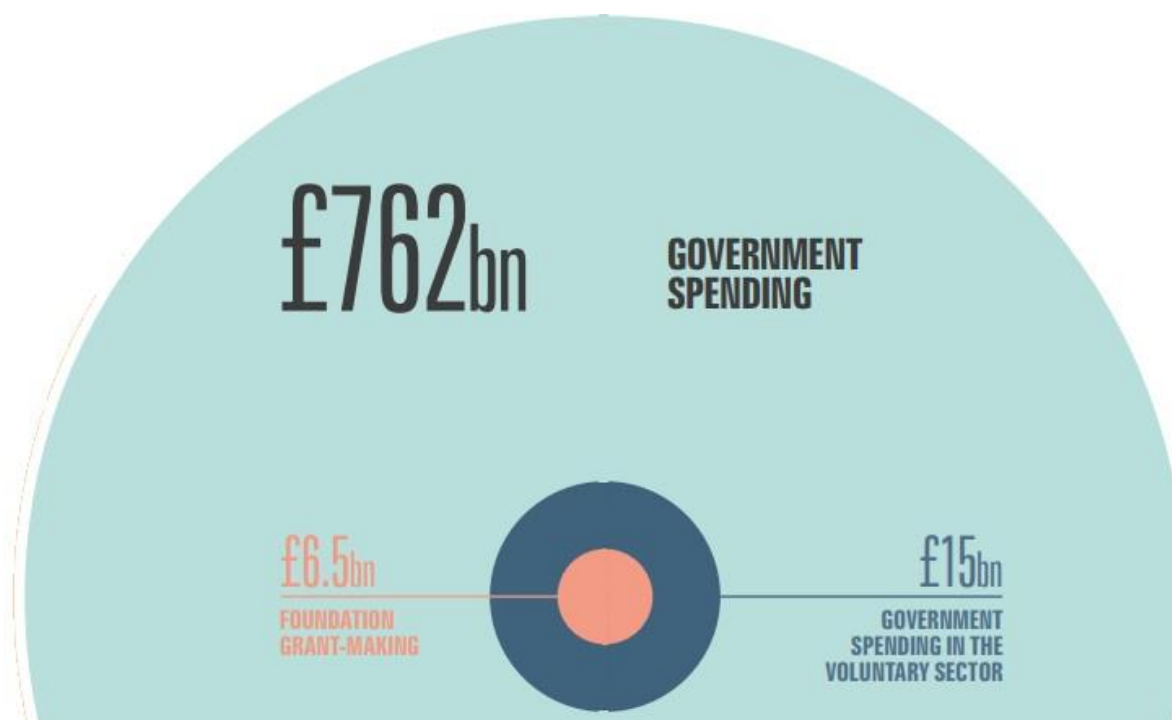


About London Funders

- London Funders is the membership network for funders and investors in London's civil society – 150 members, across all sectors
- We're here to enable funders from all sectors to be effective. We're focused on collaboration – convening funders to connect, contribute and cooperate together, to help people across London's communities to live better lives.



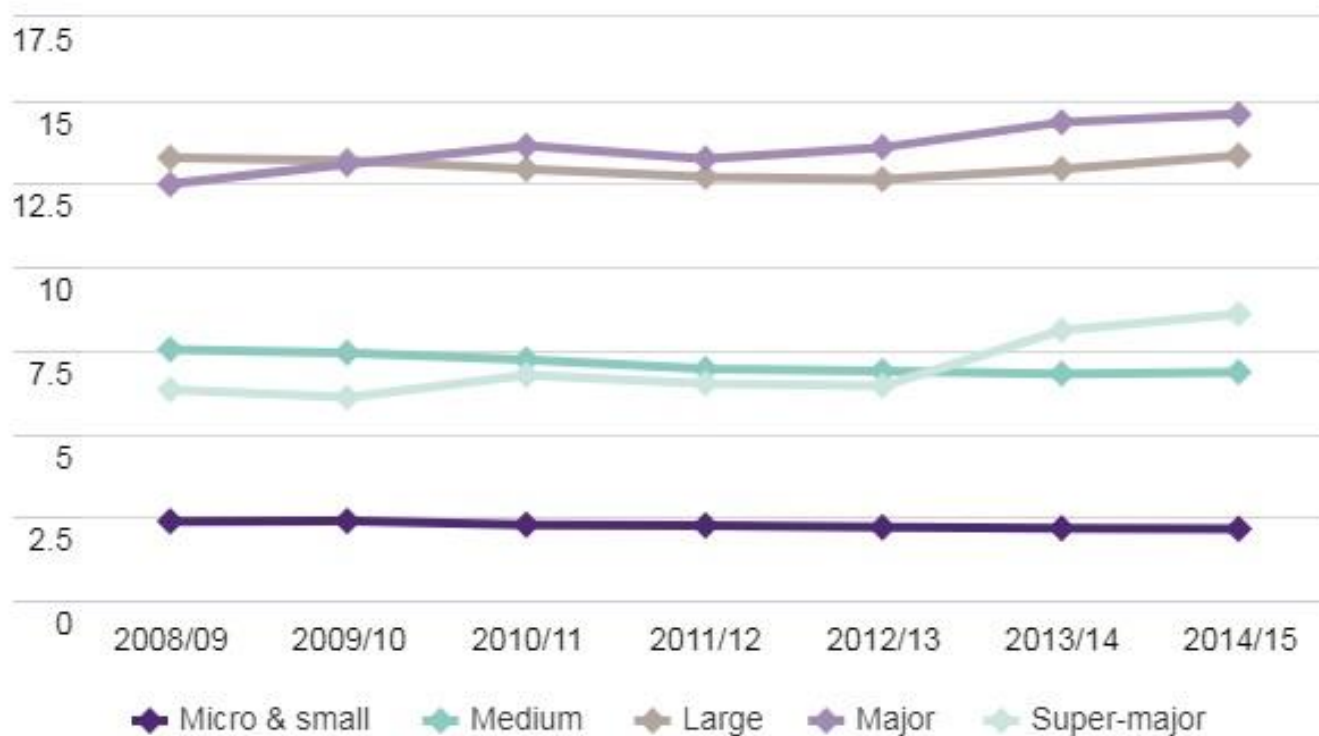
Putting it into perspective (£)



Association of Charitable Foundations:
Giving Trends

Putting it into perspective (who?)

Total voluntary sector income by size of organisation, 2008/09 to 2014/15 (£bn, 2014/15 prices)



NCVO UK Civil Society Almanac | Built with Highcharts

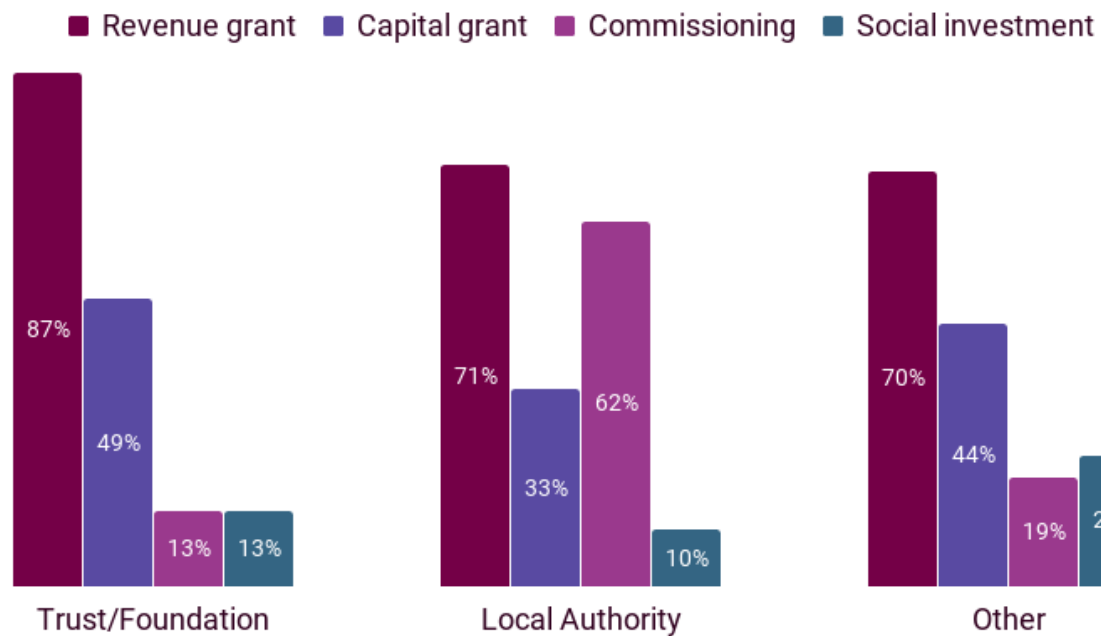
Funders in London

- 150 members of London Funders
- Mapping of £0.5bn annual spend
- Detail at 360Giving

Types of funding

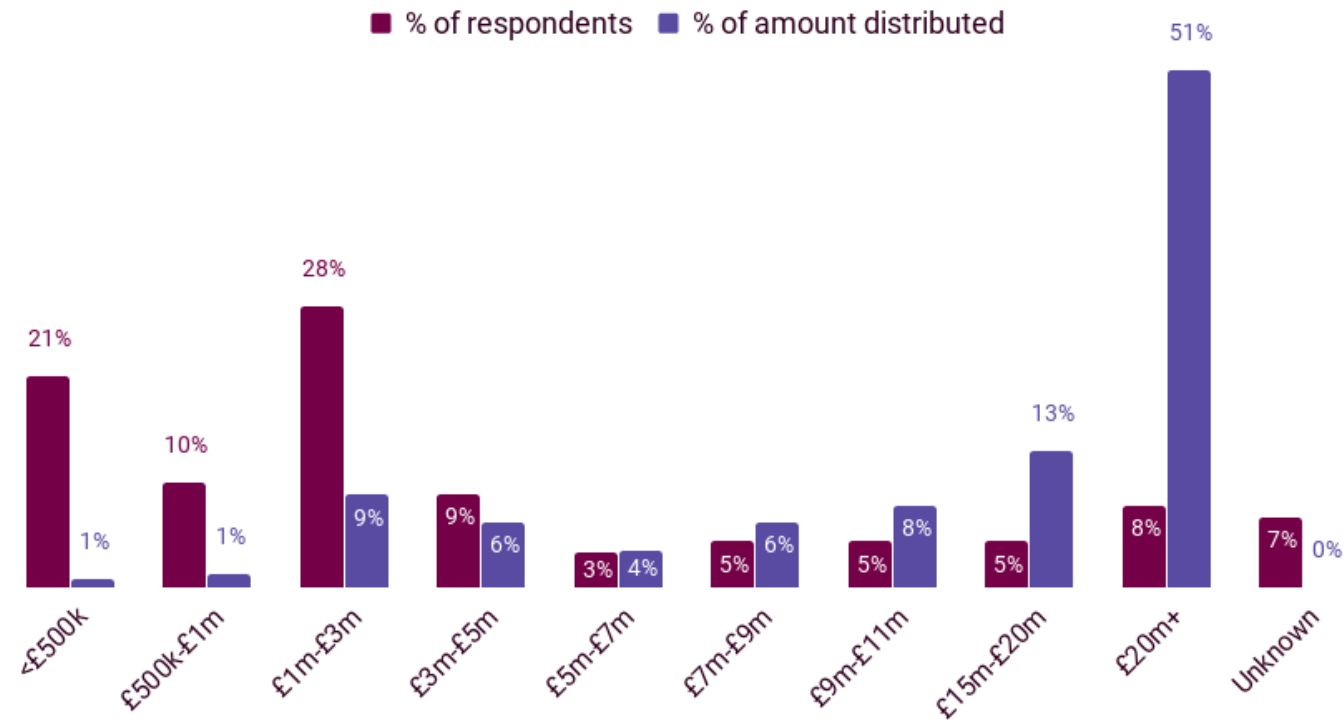
Types of funding available

By type of funder



Amounts invested each year

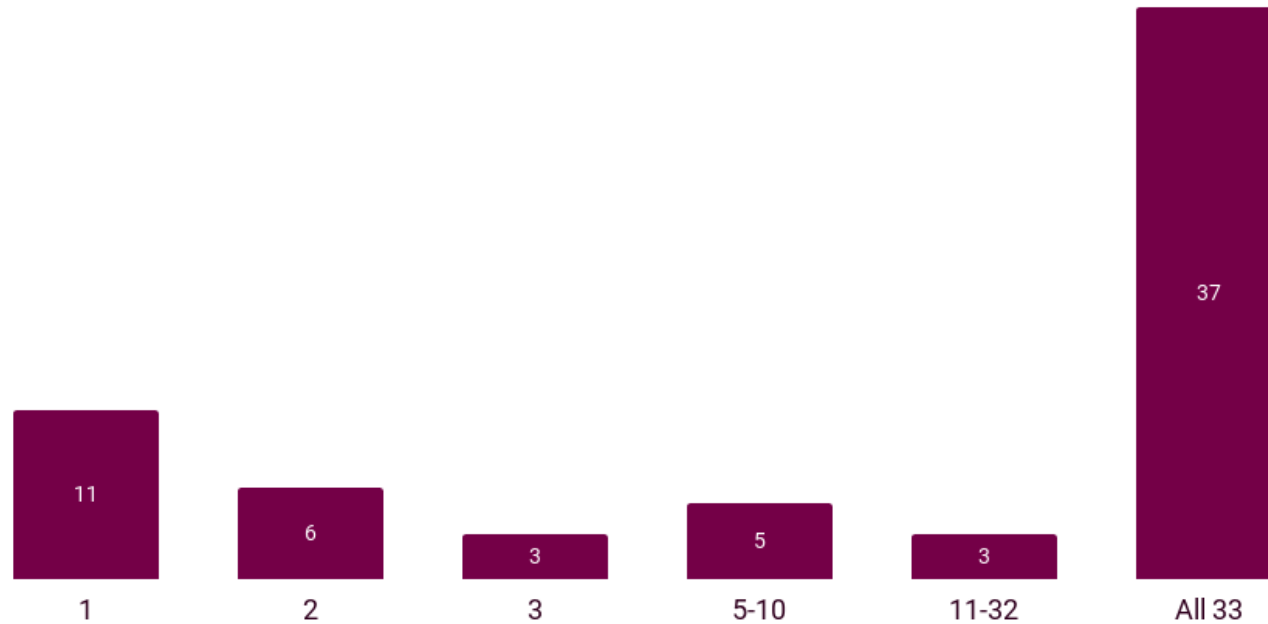
Amount distributed in latest year



How many boroughs?

Number of boroughs each respondent works in

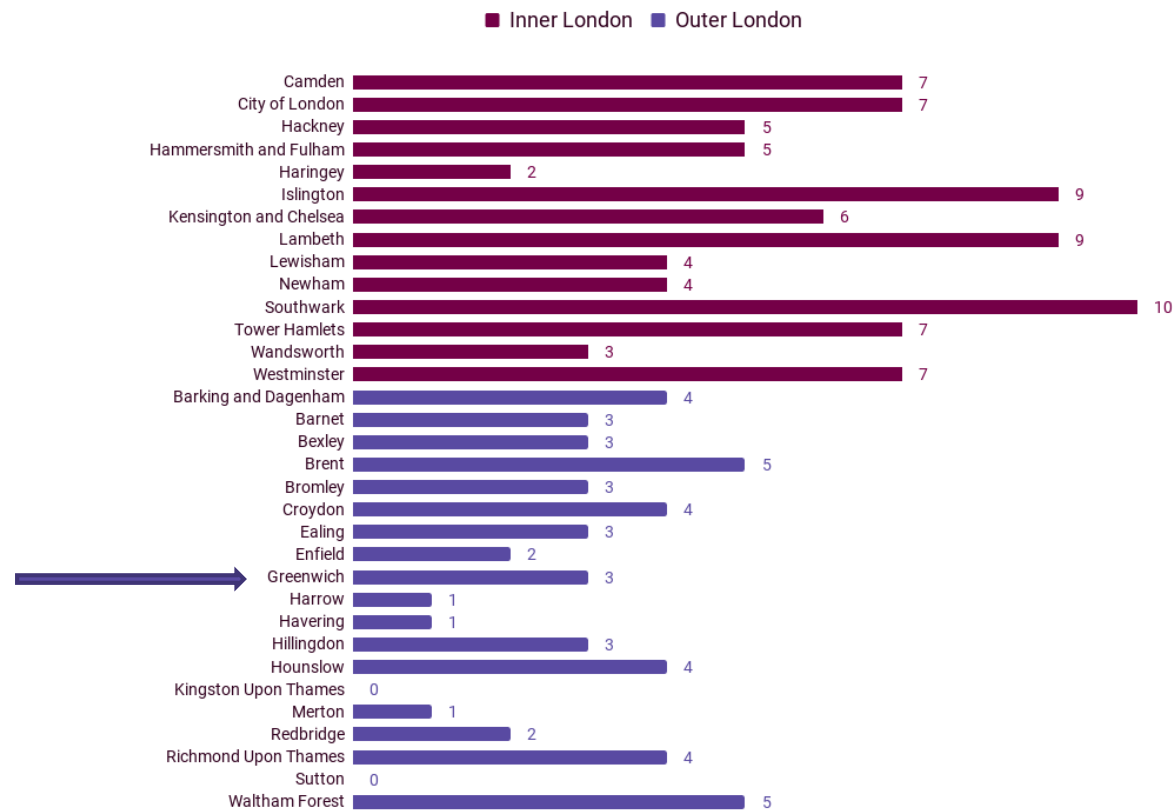
Excludes local authorities



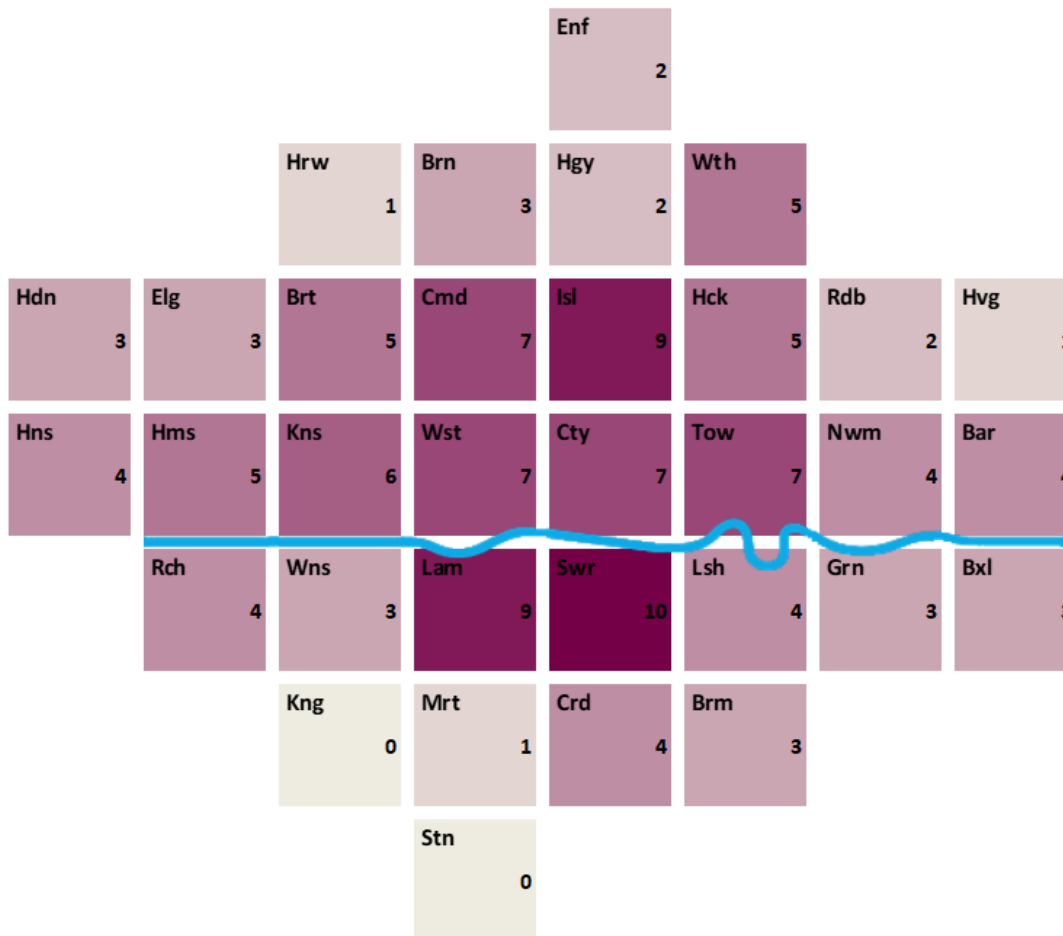
Which boroughs?

Number of respondents operating in each Borough

Excludes respondents who work in all boroughs and excludes local authorities

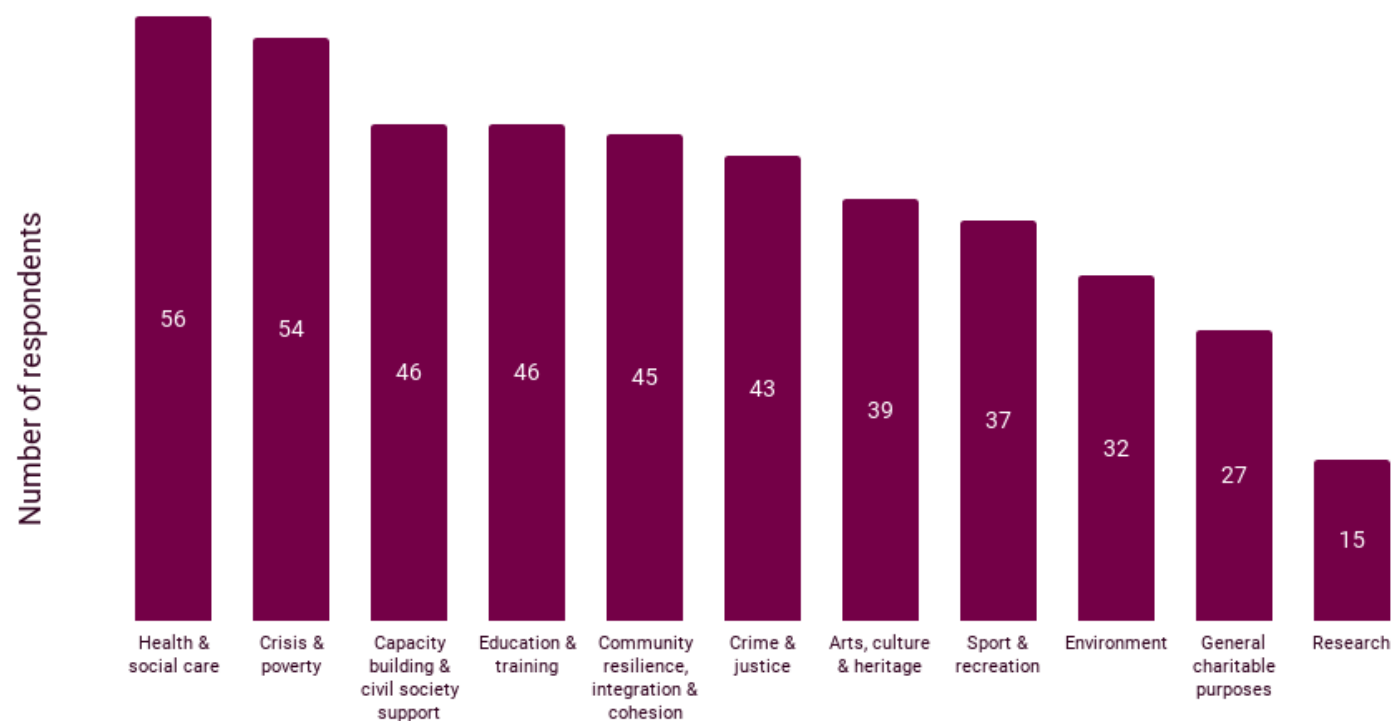


Hot & cold boroughs?

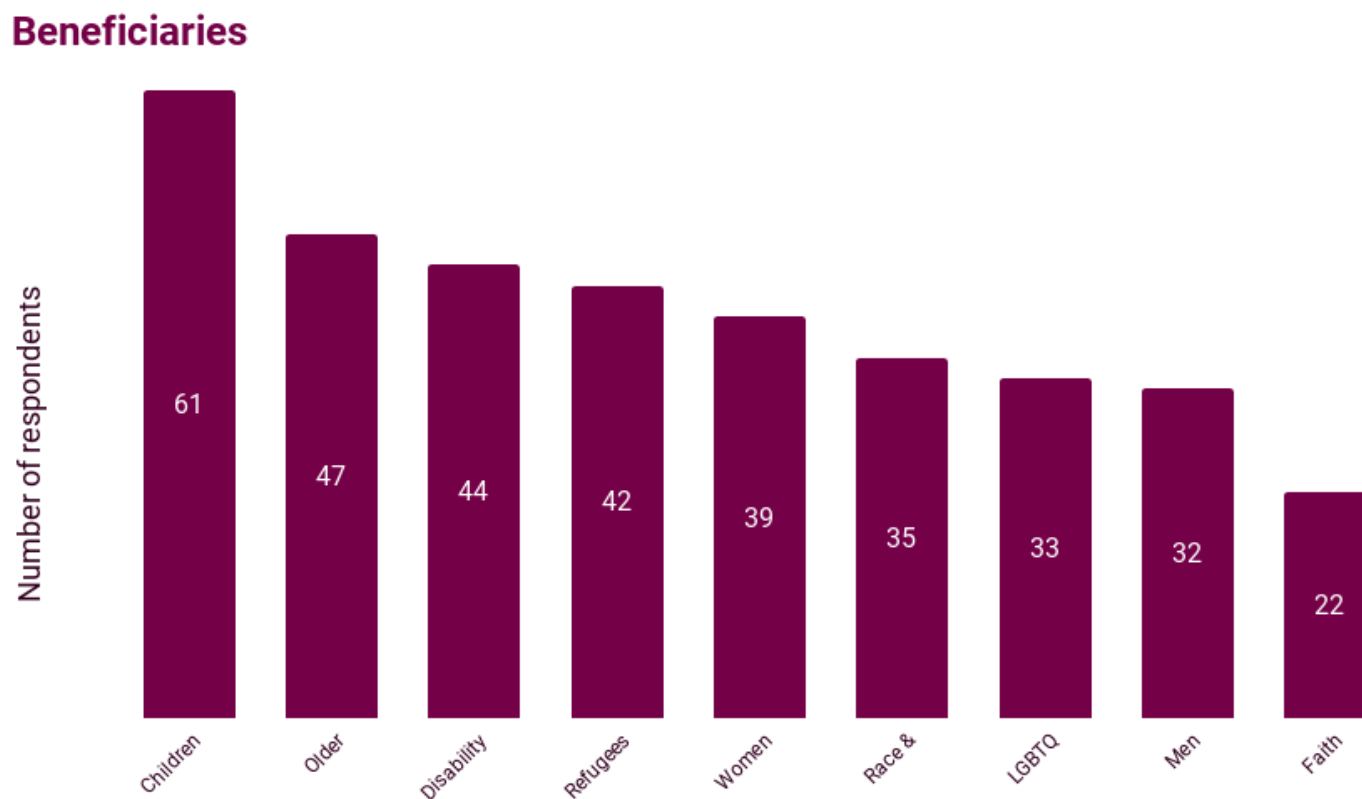


What themes do people fund?

Funding themes



What people/communities?

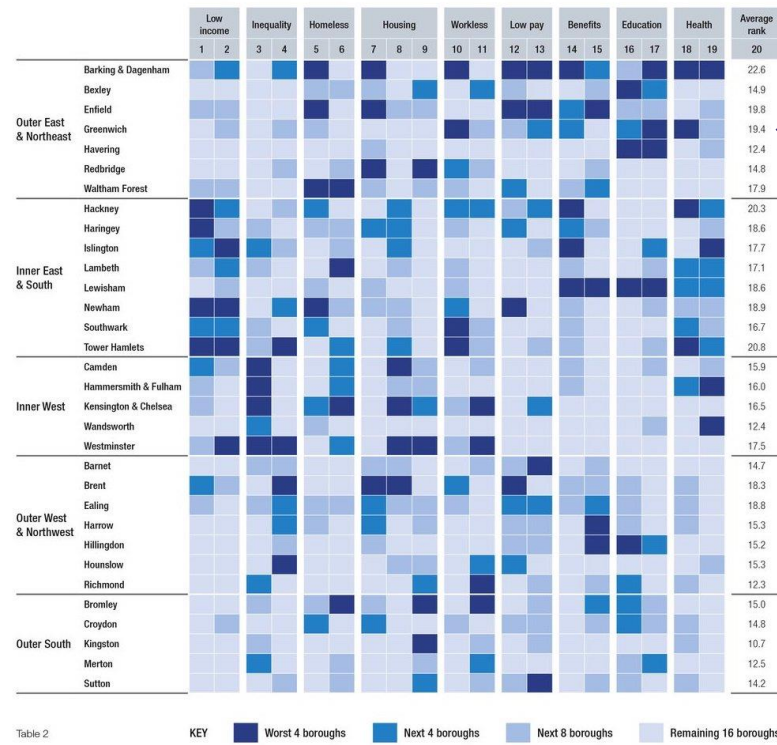
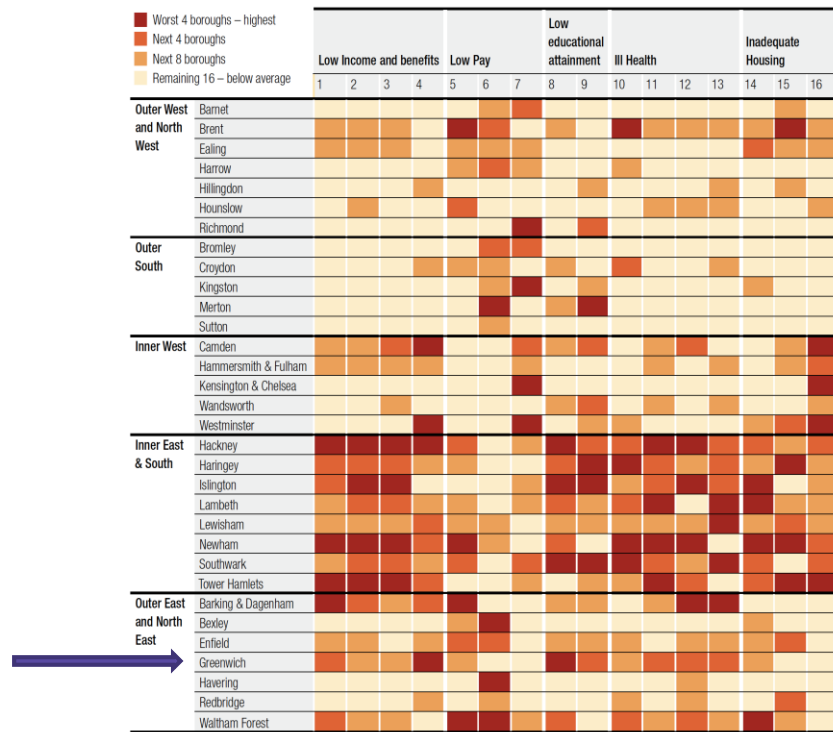


Where are the beneficiaries?



Map sourced from GLA Intelligence Unit, UK Open Government Licence.
Contains Ordnance Survey data © Crown copyright and database rights.

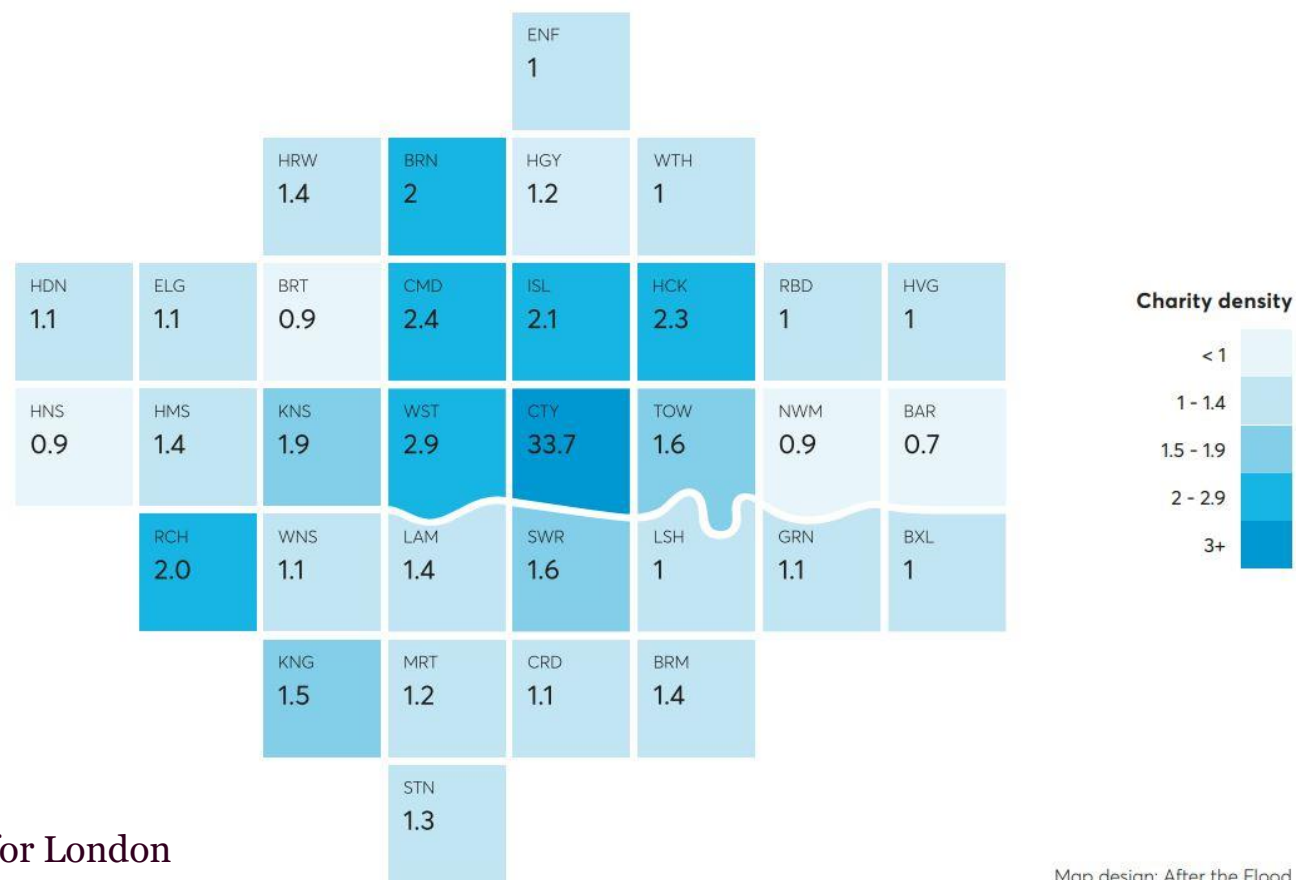
Changing needs



Trust for London: London's Poverty Profile



Charity density

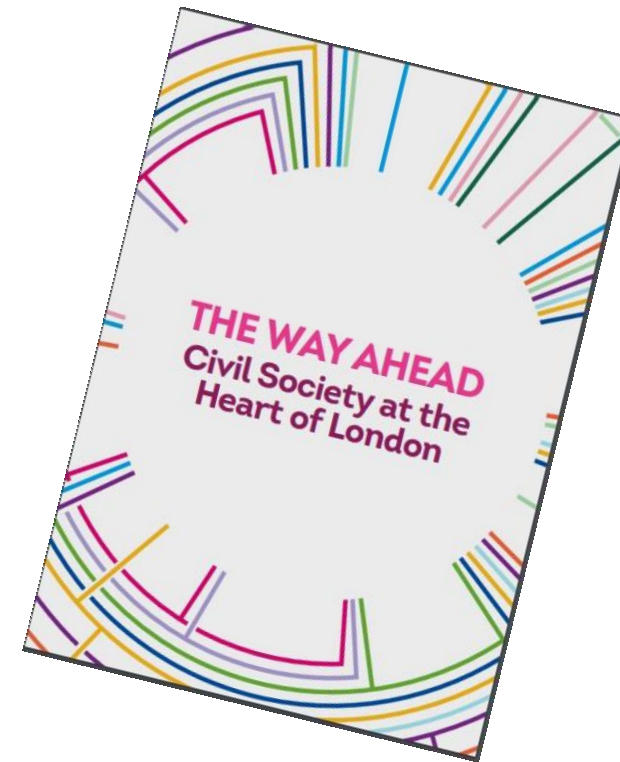
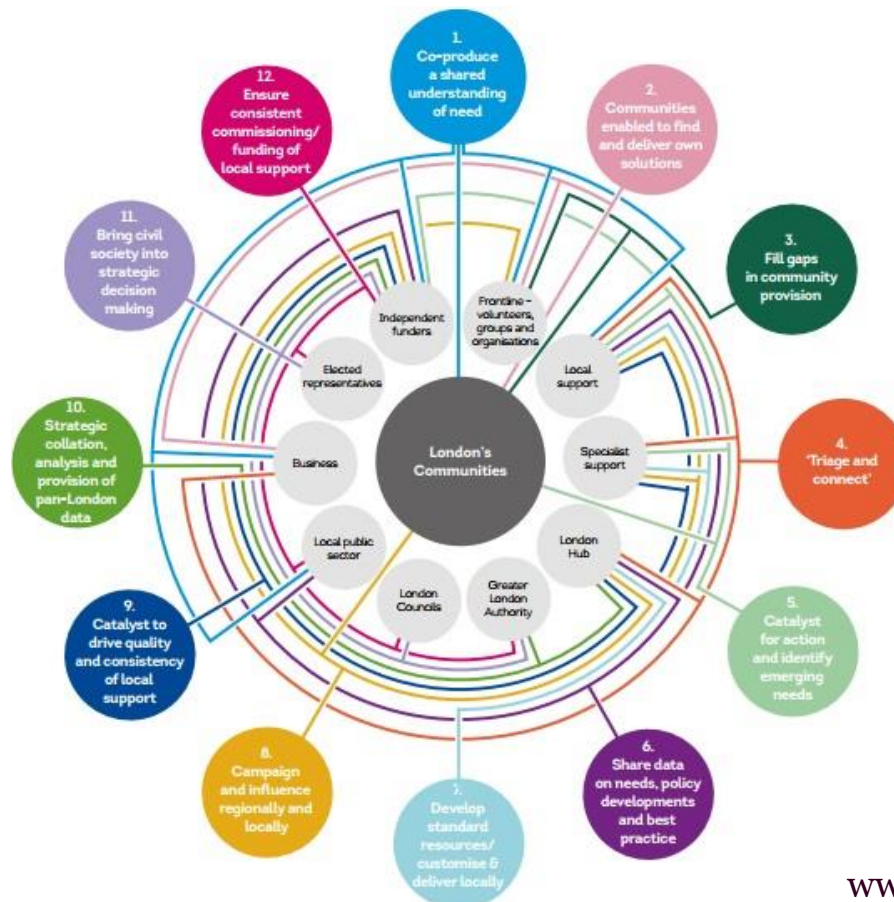


Centre for London

Map design: After the Flood



Infrastructure/support



www.thewayahead.london

What are we doing about it?

- Raising awareness of the issues
- Engaging in discussion on the reasons
- Exploring funder collaborations
- Open to ideas...

Useful resources

- **www.londonfunders.org.uk** – further information on our work and the discussions funders are having on sector issues
- **grantnav.threesixtygiving.org** – search through over 350,000 grants given by over 115 major funders

The National Lottery Community Fund

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Lara Rufus, Funding Manager (North & East London)



The National Lottery Community Fund

tnlcommunityfund.org.uk

| [Twitter](#) | [Facebook](#)



Our Funding

- The National Lottery Community Fund is the largest community funder in the UK, and one of twelve distributors of money raised by National Lottery Players.
- Last year in England, we awarded £511.1m across 12,143 grants.
- Most of our grants go to local charities, run by volunteers, and whether the grant is for £500, or £5m, our funding is used by communities to support amazing projects led by local people. thrive.

Your Local Contact – North and East London

Lara Rufus and Deborah Meyer-Lewis
Funding Manager - North and East London

Sonia Mehta
Funding Officer - Greenwich & Tower Hamlets

Our Vision: People in the Lead



We believe people should be in the lead in improving their lives and communities. Our approach will focus on the skills, assets and energy that people can draw upon and the potential in their ideas.

We feel that strong, vibrant communities can be built and renewed by the people living in them, making them ready for anything in the face of future opportunities and challenges.

'People in the Lead'

People Led

Meaningfully involving the people you're working with in the development and delivery of your activity.

Strengths based

Making the most of the skills that already exist in communities.

Connected

Understanding what other relevant organisations are doing and developing good working relationships.

Our funding priorities

Stronger relationships

We support ideas that bring people together, strengthening relationships in and across communities



Shared and sustainable places and spaces

We support people to shape and sustain the places that matter to them, like a park, community centre or online network



Early action to prevent problems and tackle disadvantage

We support activity that empowers people to fulfil their potential, working to address problems at the earliest possible stage



Our Funding in England

We give out money in three ways:

- £300 - £10,000 through [National Lottery Awards for All](#)
- Over £10,000 through new [Reaching Communities](#)
- Over £10,000 for people to work together through [Partnerships](#)

Under £10,000

[National Lottery Awards for All](#): our most popular funding stream, providing a quick and simple way to get small Lottery grants of between £300 and £10,000.

Over £10,000

[Reaching Communities](#): Flexible funding over £10,000 for up to five years to organisations in England who want to take action on the issues that matter to people and communities.

[Partnerships](#): Through our Partnerships funding, we make grants over £10,000 for organisations which work together with a shared set of goals and values.

Making a difference



We Can't Fund:

- Activities where a profit will be distributed for private gain
- Religious activity (although we are able to fund religious organisations if they are providing benefit for the wider community)
- Activity that replaces government funding, for example, we can only fund school activities that are additional to the curriculum
- Activities that benefit individuals, rather than a wider community
- Retrospective costs and loan repayments activities where a profit will be distributed for private gain

Rather than simply asking.....
“what’s the matter with your community”

We’re asking you.....
“what matters most to your community”
& “how can we support what matters”.

“What's strong about your region, not what’s wrong”

What do we need to know?

1. What you'd like to do:
2. Location of your project:
3. How much money you need:
4. How long you need the money for
5. About your organisation
6. Your contact details

The Application Journey

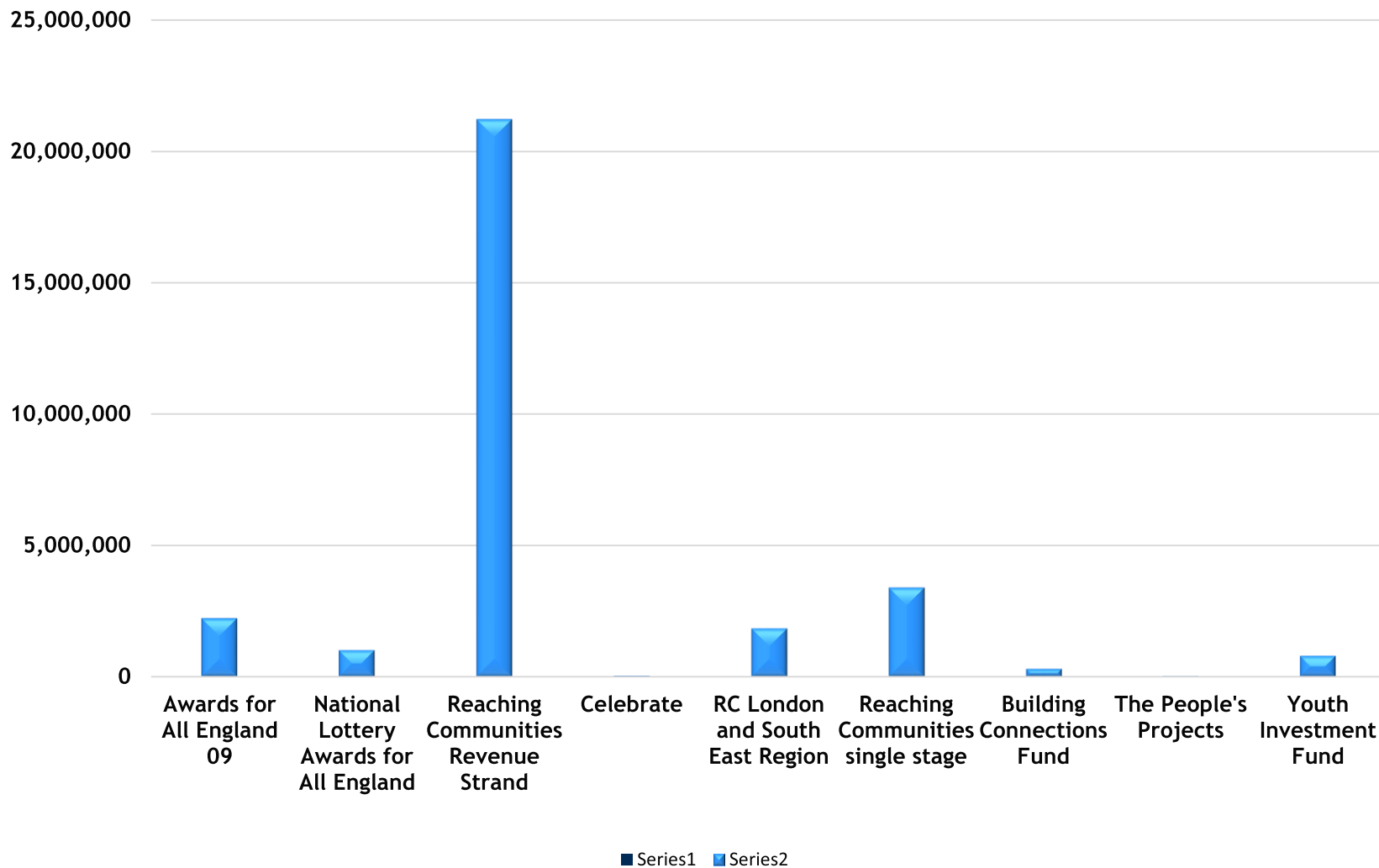


The Process:

Before you start:

Have a look at our website for [information about funding over £10,000](#). If you'd rather chat to us on the phone about your idea—[talk to us](#). If you [need less than £10,000 you can apply straight away](#)

National Lottery Awards made in Greenwich over the last 5 years *(Estimate)*



Awards made in Greenwich over the last 5 years (Estimated)

Programme	No. of Awards Made	Value of Awards
Awards for All England 09	115	£2,234,869
National Lottery Awards for All England	59	£1,008,999
Reaching Communities Revenue Strand	14	£21,222,117
Celebrate	3	£37,145
RC London and South East Region	2	£1,842,513
Reaching Communities single stage	2	£3,400,739
Building Connections Fund	1	£292,280
The People's Projects	1	£15,000
Youth Investment Fund	1	£802,008
Grand Total	198	£30,855,669

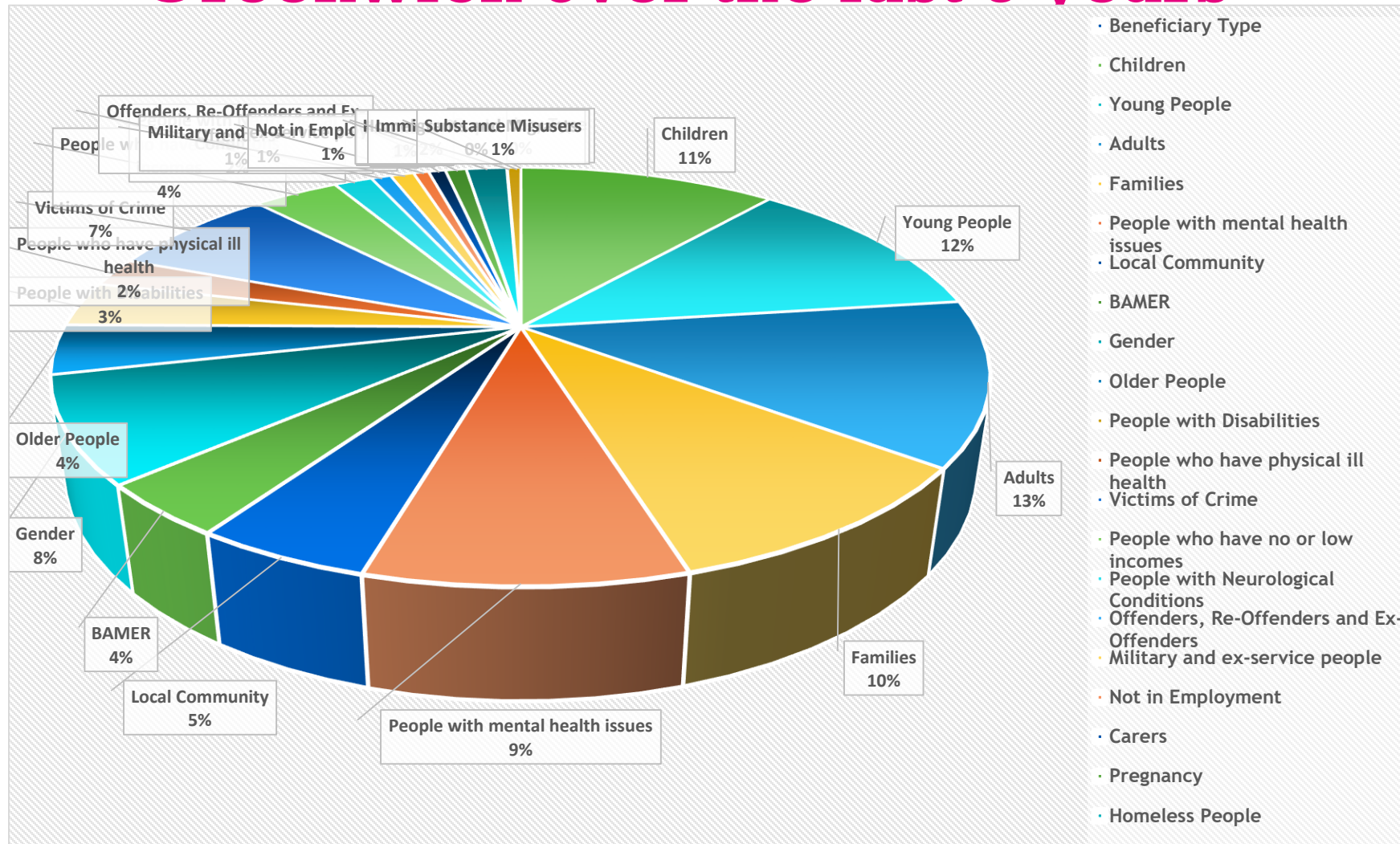
Number of Awards made per year in Greenwich

2014/15	42
2015/16	31
2016/17	44
2017/18	37
2018/19	44
Grand Total	198

Funding themes/trends in Greenwich

Beneficiary Type	Awards Made
Children	63
Young People	58
Adults	52
Families	45
People with mental health issues	41
Local Community	25
BAMER	22
Gender	22
Older People	22
People with Disabilities	18
People who have physical ill health	14
Victims of Crime	13
People who have no or low incomes	10
People with Neurological Conditions	6
Offenders, Re-Offenders and Ex-Offenders	5
Military and ex-service people	4
Not in Employment	4
Carers	3
Pregnancy	3
Homeless People	2
Immigrants and Migrants	1
Substance Misusers	1

Proportion funded thematically in Greenwich over the last 5 years



Finding out more

Sonia Mehta

Funding Officer - North East London region

Sonia.Mehta@tnlcommunityfund.org.uk

M: 07966 187971

- Website: <https://www.tnlcommunityfund.org.uk>
- Big Advice Team - 0345 4 102030