

Giving White Paper One year on

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Foreword

Britain is a generous country. Millions of us give time and money to help others, and the impact of that generosity on our national quality of life is extraordinary. But we cannot take the givers in society for granted. We rely on a heroic minority who do most of the giving, both of time and money. For example just 8% of the population contribute 47% of total charitable donations, by giving £100 or more per month¹. As we said in the Giving White Paper, we believe that people want to live in better-connected communities in which more people are working together for the common good. This is not just about unlocking the potential for charities to improve more lives. There is ample evidence of the beneficial impact of giving on the givers. So this is also about rebuilding the trust and social capital that underpins our prosperity and wellbeing.

If we are to inspire more people to get involved, we know that a different approach is required. This can't only be about Government, because previous interventions have failed to make a sustainable difference. So our approach is to work closely with a coalition of the willing in both the business and voluntary sectors, who want to help shape a long term shift in cultural attitudes. We have also got to recognise that this is a time when many people feel they have less time and money, and may be reluctant to be asked to do more. So we are very focused on making the act of giving much easier and more compelling for a broader base of people.

The Giving Summit, which took place on the 8th May, was a good illustration of our approach. We will work closely with all those who want to help shape a long-term shift in cultural attitudes. Over 200 people took part in 18 different Action Groups, representing a diverse cross-section of business, academia and charity. That work has helped shape our forward agenda but has also generated many ideas that others are taking forward themselves.

¹ The National Council for Voluntary Organisations/Charities Aid Foundation (2010). UK Giving 2010. An Overview of Charitable Giving in the UK, 2009/2010. NCVO/CAF: London.

Executive Summary

One year on from the publication of the Giving White Paper, much has been achieved against the goals we originally set ourselves. We have made giving easier – through the roll-out of ATM giving and the investments of the Innovation in Giving fund. We have focussed on making giving more compelling – introducing new tax incentives and simplifications, match funding, and programmes aimed at encouraging social action at a young age. We are also supporting those who provide others with the opportunity to give – through the Social Action Fund and the Transforming Local Infrastructure fund.

In the year ahead we aim to focus on three priorities that allow us to broaden the culture of giving and unlock the benefits that this opens up to charities and to givers themselves.

- We aim to stimulate social action to help solve social challenges – the allocation of £40 million for social action and social innovation will fund campaigns that can inspire and help millions.
- We will continue to establish giving as a social norm – encouraging closer connections between business and charity; getting serious about payroll giving; encouraging legacy giving and the next generation of givers; while doing more to value those who give.
- We will also continue to support the providers of opportunities – by helping them embrace innovation and demonstrate their impact.

One year on: what has been achieved since the Giving White Paper

The Giving White Paper articulated important challenges: to make it easier and more compelling to give, and to support those who provide others with opportunities to give. We have been impressed by the positive response of business and civil society to those challenges, and by the numerous collaborations that have followed. Government's priority has been to encourage such co-operation and take concrete steps, both in terms of funding and policy, to meet those aims. This update is intended to highlight what we have been doing, and to celebrate a small proportion of the generous initiative being shown every day by people and organisations across the country.

I. Making giving easier

Since the publication of the White Paper, we have been proactive in encouraging new ideas to help make giving a part of everyday life. We worked closely with **LINK** to introduce **ATM giving**, which allows people to donate to charity at the push of a button when they withdraw money from the cash-point. This opportunity is now available at all 12,000 ATMs belonging to Bank Machine and RBS, with other operators to follow later in 2012 and 2013.

We have invested £10m in the **Innovation in Giving Fund** (see inset), which will identify and develop innovative platforms and approaches to giving. The fund has backed a number of exciting new developments, such as PeopleFund, it, the Good Gym and The Pennies Foundation among others.

Innovation in Giving

Through Phase 1 of the Innovation in Giving Fund – run in partnership with NESTA – we have backed over 30 exciting new platforms. We are working with NESTA to introduce some of the most innovative approaches in charities.

We have now opened Phase 2 and there is up to £7.5 million of this £10 million fund still to be invested. The focus will be on innovations that connect people with business skills to charities who need those skills. Phase 2 will also be an opportunity for pioneering Volunteer Centres to test ideas for modernising their offer.

Organisations and individuals interested in finding out more about Phase 2 should visit NESTA's website (www.nesta.org.uk).

JustTextGiving, a collaboration between Vodafone and JustGiving, harnesses the power of mobile technology to make giving appealing to a younger generation. The service allows people to make donations of up to £10 easily through text messages, with 100% of the donation going to the charity of the donor's choice. Currently, users can donate to a directory of over 16,000 charities, and 30,000 individuals have signed up in the first year of operation to give through their mobiles.

The Pennies Foundation

We're familiar with the idea of dropping the coins from our change into the charity box sitting on the shop counter.

Nowadays, these boxes are less prevalent, as people move to new ways of shopping and paying. That's where Pennies comes in. The electronic charity box is exactly the same idea, but it works when we pay by card or electronically, whether shopping on-line or in a high street shop or in a restaurant.

The Pennies Foundation received £50,000 from the Innovation in Giving Fund to support the scaling up of their platform

The effective use of technology by charities is essential to growth in giving. The **Go On campaign** has helped get charities online through their network of Digital Champions. Through their Give an Hour campaign they encourage people who are online to donate time in getting others online.

We have also acted to remove barriers that get in the way of people volunteering. For a long time, organisations that work with volunteers have been expressing their frustration with the Criminal Records Bureau (CRB) checking process. The **Protection of Freedoms Act 2012 will radically improve the "portability" of CRB certificates**, and reduce the number of regulated activities for which checks are required.

2. Making giving more compelling

Tax incentives can encourage people to give more. We announced in the **2011 Budget a lower rate of inheritance tax** for estates where 10% or more of the estate is left to charity. This has resulted in a dynamic, independent campaign – Legacy 10 – that aims to promote and encourage legacies to fully benefit from this new incentive.

We also introduced in the 2011 Budget changes to enable **gift aid to be claimed on small donations**. The Small Charitable Donations Bill has just been published and will, from April 2013, make claiming Gift Aid on small donations much easier.

We have backed innovative campaigns that aim to inspire people in new ways, by providing total match funding of £2.2m for great initiatives like the **Evening Standard Dispossessed Fund, Street Smart, Localgiving.com** and **Text Santa**. Building on this success we will launch another match challenge: **every £1 donated by a member of the public to charity through localgiving.com in September 2012 will be matched during that month (up to £500,000)**. This will be followed by a number of other exciting new targeted match funds.

Localgiving.com

Localgiving.com is a website that allows members of the public to find and give money to charities and community organisations that are based in their local area, even those that are too small to be registered with the Charity Commission.

The Cabinet Office has supported the growth of Localgiving.com through the Innovation in Giving Fund, and two recent match campaigns.

Giving, whether time or money, is hardest in communities with low levels of financial and social capital, with less tradition of working together to help themselves. It is in these areas where the biggest impact can be felt. We have already deployed 113 senior **Community Organisers** with the objective of listening, creating social cohesion and sparking social action in these communities. In order to support the work that Organisers are doing in their communities, **we have committed an extra £7.5m to support their work** following the year long training to help them get established in their communities.

Similarly, with our support Business in the Community have helped to ensure that 22 **Business Connectors** have been seconded by their employers to make better connections between local community groups and local businesses. **Big Lottery Fund** will now continue this programme with a plan to deploy 670 new Business Connectors over the next 5 years.

Business in the Community's Business Connectors are a fantastic case study in corporate engagement with local communities. The Prime Minister launched Every Business Commits as a call-to-arms for SMEs to highlight their often-unsung contribution to society. The **Trading for Good** platform that has emerged as a result of Government, business and social enterprise coming together will be a great tool to facilitate even greater engagement.

The **Community First** programme makes available to 600 of the most deprived wards some £30m of grants. These grants will be distributed by residents in line with the priorities identified by local people for their communities and matched by local resources, whether money, time or in kind. The opportunity to invest in the future of communities across the country is also provided with **£50m match funding for contributions to a national endowment** which will be a source of long-term, sustainable funding to build social capital in communities. The response to the match challenge has been impressive with £17m already invested.

Money and incentives only get us so far. We want to establish giving as a social norm. That starts with young people, over 8,000 of whom undertook **National Citizen Service** last year, contributing 250,000 hours of community service. This year, we have scaled NCS up to make 30,000 places available and have committed to provide 90,000 places in 2014.

We are continuing to support the **Citizenship Foundation** with core funding to deliver their two key programmes that work to create a culture of giving for school children, Go Givers for the primary age range and Giving Nation for secondary. Both programmes have also been awarded grants through the Social Action Fund, which will enable them to scale up and reach many more schools and young people.

Spice Time Credits

Spice has pioneered the development of complementary currencies or time credits systems in South Wales for over seven years. The Spice approach offers a 'thank you', or time credit, for helping out in the community. With funding from the Social Action Fund Spice is now able to scale-up the model in England.

We are also helping to scale up the Youth and Philanthropy Initiative, which runs competitions in schools where teams of young people pitch for grants for a local charity or community group of their choice.

Business is a crucial partner in establishing giving as a social norm. **Waitrose's Green Token Scheme** allows both their customers and employees to decide how to distribute over £3 million per year to charitable causes. This democratic model has recently been expanded into their Partner Volunteering Scheme which invites people to nominate the charities with which they would like Waitrose's staff to volunteer.

We have looked to recognise groundbreaking initiatives to support volunteering, which is why Waitrose, along with four other corporate organisations – BT, UBS Bridge Academy, Orange Rock Corps and LinkLaters – have recently received a Big Society Award from the Prime Minister.

Government, as a large employer, has a clear role to play. We want Civil Servants to volunteer 30,000 hours each year, and senior managers across the Civil Service have the promotion of volunteering as part of their assessment criteria.

Join In

Government has provided start-up funding to enable the launch of Join In. On 18/19th August (the first weekend after the Olympics and before the Paralympics), Join In will encourage everyone across the nation to head down to their local sports club. Whether sports clubs want to sign up more members, supporters or volunteers, the Join In weekend will provide a once-in-a-lifetime opportunity to attract local people – capturing the enthusiasm for sport generated by the Games.

3. Supporting those who provide others with opportunities to give

To make the best use of the skills and energy behind volunteers and those wanting to volunteer, better matching between opportunity and skills is essential. That is why we invested **£30 million in the Transforming Local Infrastructure Fund** which has benefited 74 areas across the country and provides an opportunity for local CVS and volunteer centres to sustain and upgrade their service. We have also invested in Do-it.org through the Innovation in Giving Fund to support the technological development of new search functions. It will enable organisations to search, find and connect to volunteers. This builds on the great work that other organisations are doing to help volunteers make the best use of their skills and to enable organisations to benefit from them.

We set up the **Social Action Fund** to back established programmes that are creating opportunities for more people to get involved in social action. To date we have invested over £20 million in backing a wide range of campaigns working within communities. Whether it is helping to reduce cyberbullying, getting kids more active in primary school or helping out at the local sports club in the Olympic year, more people will get the chance to join in and make a difference.

Future First

Private schools have long known the value of alumni communities. Future First champions their use in the state sector, creating social action opportunities for adults in their old school communities, including giving inspirational careers talks and acting as a volunteer mentor. With the grant from the Social Action Fund, Future First will launch a new light touch, low cost scalable service that makes building an alumni network easy and inexpensive for any state school. This will enable an estimated 500 new schools to benefit from an alumni programme, creating a pool of 75,000 potential volunteers

The year ahead: setting out the direction of travel

The Giving Summit has generated a huge amount of good will, and great ideas. We intend to focus our effort on three strategic challenges, which underpin a broad-based culture of giving:

1) Stimulating social action to help solve social challenges

Having supported and invested in many pilots and small-scale initiatives, we want to focus this year on helping good ideas from inception to scale, not only with money but also with non-financial support. The Innovation in Giving Fund has started that process, and the Social Action Fund has also identified and scaled-up proven models.

Our strategic focus for the next year will be achieving scale through partnerships between Government, charities, social entrepreneurs and business. The Innovation in Giving Fund will continue to seek out more experimental innovations. But a crucial test for this year will be taking some of the great innovations uncovered in the first round to scale so that they can touch the everyday lives of millions of people. We are particularly interested in models that encourage reciprocity, such as complementary currencies. Achieving the scale we want will mean working with major charities, employers, technology platforms and others. We will also use Challenge Prizes to find the best ideas, particularly those which mobilise people most effectively.

We have allocated up to £40 million over the next three years to support social action and social innovation. This will focus on backing mass campaigns to use social action to help to solve big

social challenges, along the lines of the Evening Standard's "Get London Reading" campaign. We will be looking to build partnerships between charities, businesses and social entrepreneurs to scale what works and back compelling campaigns that encourage people to get involved.

2) Continuing to establish giving as a social norm

We will continue to encourage any and all activity which aims to make giving a common part of everyday life. This will involve facilitating connections between business and charity, continuing to develop the next generation of givers, encouraging a higher profile for legacy giving, and rewarding those who give.

Encouraging closer connections between business and charity

We know what business and charity can do when it joins in common cause.

- **Impetus** engage the UK's city professionals, setting them to work with community groups and charities across the UK on problems as diverse as reducing reoffending and improving the life chances of the young. Social Action Fund money will directly create over 800 high-impact social action opportunities for over 1,000 professionals.
- The social enterprise **Primetimers** and "The Professionals" model being developed by **CSV**, where networks of current and newly retired professionals deploy their time and skills for community benefit, are being supported through the Social Action Fund.

Promoting business-charity collaboration will be a key focus of the Innovation in Giving Fund over the next 12 months.

The trail-blazing work of the Cabinet Office Partnerships Team has united business, charities and Government in a way that has never been done before. Working together to tackle policy challenges where we have shared objectives delivers innovative and cost-effective solutions. Recent successes include the development of a new, non government careers advice service called **plotr**, which will inspire young people about their future and tackle youth unemployment.

Getting serious about payroll giving

Payroll giving continues to be a tax effective way for employees to give to charity and a valuable cost-effective and regular source of income for charities. Yet only 2% of employers offer payroll giving schemes and only 720,000 employees donate, accounting for just 1% of all giving. This amounts to £114million; in the USA, £3 billion pounds are raised each year through the United Way payroll giving scheme.

In March 2012, we challenged payroll giving agencies to modernise and streamline their services. We are currently reviewing their proposals and assessing what action would best lead to an increase in take-up of payroll giving.

We are also engaging corporate and charity partners, in a number of trials to understand what could make payroll giving more appealing and sustainable. Some pioneering partners, such as the **Zurich Community Trust**, the **Mid-Essex Hospital Trust**, and **Home Retail Group**, have already signed up to trials, which will begin in the coming months.

Continuing to encourage the next generation of givers

We will expand National Citizen Service (NCS) and introduce an alumni programme which will harness the NCS experience and build more social action skills over the coming years. This new programme aims to connect NCS graduates with opportunities for social action so that they remain engaged in their communities all year round. In addition, the

Prime Minister has asked **Dame Julia Cleverdon** and **Amanda Jordan OBE** to lead a process of consultation with key stakeholders over the next six months to identify how government, business, the voluntary and education sectors can work together to create and support a decade of social action for young people.

Encouraging more legacy giving

The Government's objective is to make the UK a country where it is the social norm for people to give a small portion of their Will to charity. Legacy 10 has begun to gain high profile supporters of its campaign to encourage people to leave 10% of their Will and the government has asked Remember a Charity and Co-operative legal services to test small variations to the Will-writing process to establish the most effective way of encouraging people to leave a legacy gift. This could potentially raise a further £1 billion a year for good causes.

Valuing those who give

We must do more to value those who give. Although people do not look for personal reward and recognition when giving, it is important to recognise and celebrate that generosity and what it achieves. For this reason, we will renew efforts to promote the Prime Minister's **Big Society Awards**, and the newly-launched **Diamond Jubilee Award**.

The Diamond Jubilee Award will run for this year only and will focus on national organisations involved in volunteering activities and those involved in volunteering around the Olympic and Paralympic games and their legacy. Together with the **Queen's Award for Voluntary Service**, these awards shed a light over remarkable work that people carry out all around the country.

3) Supporting the providers of opportunities

Being on the side of innovation

We want to help more charities to embrace the potential of modern technology to reduce their costs and increase their income. We also want to help them respond to the growing demands of donors for better evidence of impact.

Go ON UK – bringing the benefits of the internet to every individual and every organisation in every community across the UK

“Go ON UK has an exciting vision to make the UK the world’s most digitally capable nation where no one – old or disadvantaged – and no organisation – even the smallest – is left behind. This is a big challenge. But it is a challenge all of us in Go ON UK are wholly committed to, and given the combined strength of our extraordinary partners I’m confident we can deliver an outstanding national plan that will inspire real change”.

Martha Lane Fox, Chief Executive,
Go ON UK

The Technology Action Group, led by the Charities Technology Trust, discussed how digital capability can be supported by the sector. Suggestions included consolidating and raising awareness of the support already available and generating demand by helping organisations better understand the benefits of integrating technology into how they do business. These ideas are now being developed through the recently launched Go On UK, which is working towards a national action plan this autumn.

We will support this and other initiatives that can prove their potential to increase the take up of technology, and ultimately income for charities. We will also review the extent to which Government’s requirements and processes may get in the way of adoption of technology.

Helping charities to tell an even better story

We want to help organisations to achieve greater impact by measuring it, learning from the evidence they gather, improving what they do, and attracting resource based on their proven impact.

We have been working with the social sector to drive a new programme, called Inspiring Impact, designed to accelerate the uptake of impact measurement across the UK social sector over the next decade. Inspiring Impact has been developed as a collaborative venture by the social sector, for the social sector, with the support of the Cabinet Office, Big Lottery Fund, City of London Trust and the Diana, Princess of Wales Memorial Fund. It aims to embed a cycle of impact planning, management, measurement and review in the routine operations of charities, social enterprises, foundations, commissioners, investors and government.