

PHILANTHROPIC GIVING BY LIVERY COMPANIES: RESULTS FROM THE 2021 SURVEY

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INTRODUCTION

An initial survey of charitable giving by Livery Companies was undertaken in 2018, followed by a second more detailed survey in 2020. This section reports on the findings from the third such survey – launched in September 2021 and analysed in early 2022. It incorporates data from the most recent year for which each Livery Company had firm information, typically for financial years ending during 2021, thus covering a period that was heavily impacted by the covid-19 pandemic.

The findings reported below include data from all 110 Livery Companies along with several Guilds and Companies without Livery. They include financial support provided by over 200 Charitable Funds overseen by Livery Companies as well as direct charitable giving by Parent Livery Companies. They also include the donations, fundraising and volunteer effort from more than 27,000 Liverymen and 20,000 Freemen.

The following sections provide an analysis of financial support provided to charities, along with an overview of the increasing role played by pro-bono and in-kind support. It also includes an analysis of the sources of charitable income and the scale of personal donations and fundraising by Members.

The findings from the survey show that the livery movement provides a range of philanthropic support to deserving causes – both from the careful management of historic assets and from the time and funds provided by its current membership. However, with the additional needs exposed by the covid-19 pandemic, it is perhaps timely to seek to do more, and to communicate better what we do.

OVERALL FINANCIAL SUPPORT PROVIDED TO CHARITIES

The aggregate financial support reported by Livery Companies increased by 4.4% over the 2020 figure to £75m – and a cumulative increase of 12% over the past three years. This was during a period when the pandemic had two contrasting effects: on the one hand a general reduction in charitable fund investment returns, and on the other hand additional funding provided to help meet urgent needs arising from covid.

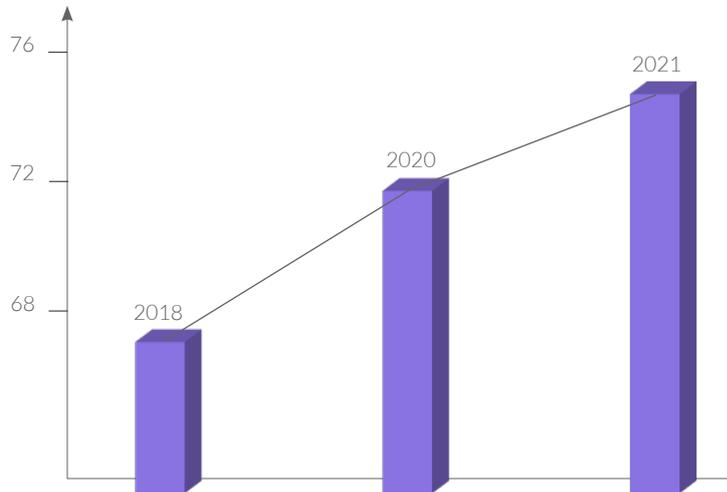


Figure 1 - Total financial support - £m

The largest categories of support were for education at £30.2m and the provision of almshouses and care homes at £9.2m. The reduction in support to young people was more than offset by grants to a wide range of other beneficiaries reflecting needs arising from the covid pandemic.

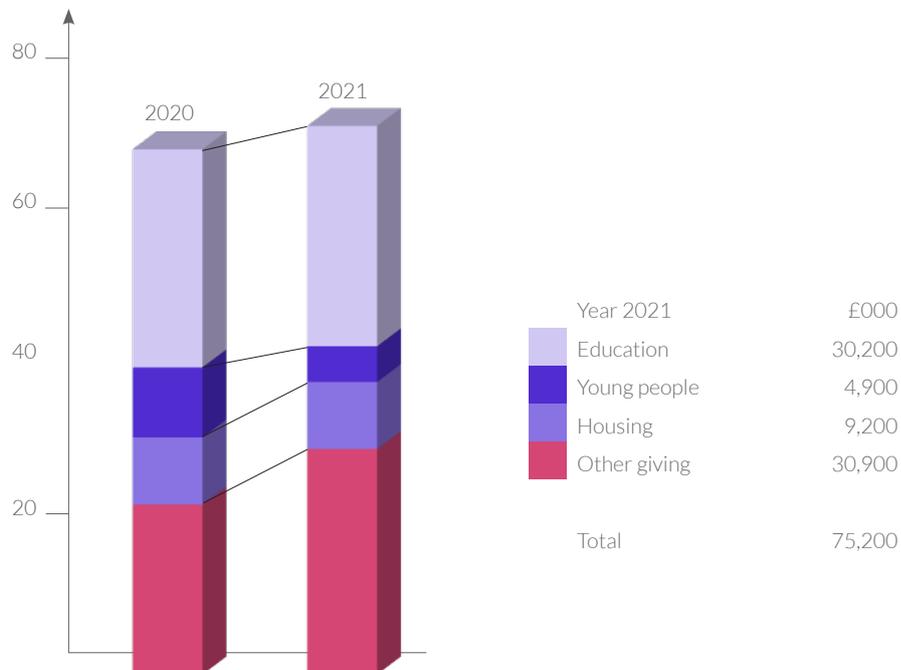


Figure 2 - Split by category - £m

EDUCATION

Financial support to education and research increased to just over £30m. Within this total there was a modest reduction in support to maintained schools and to trade-related education and research, which was offset by a significant increase in a wide variety of educational programmes designed to respond to educational needs arising from the pandemic. Many Livery Companies continued to provide bursaries and scholarships to disadvantaged pupils.

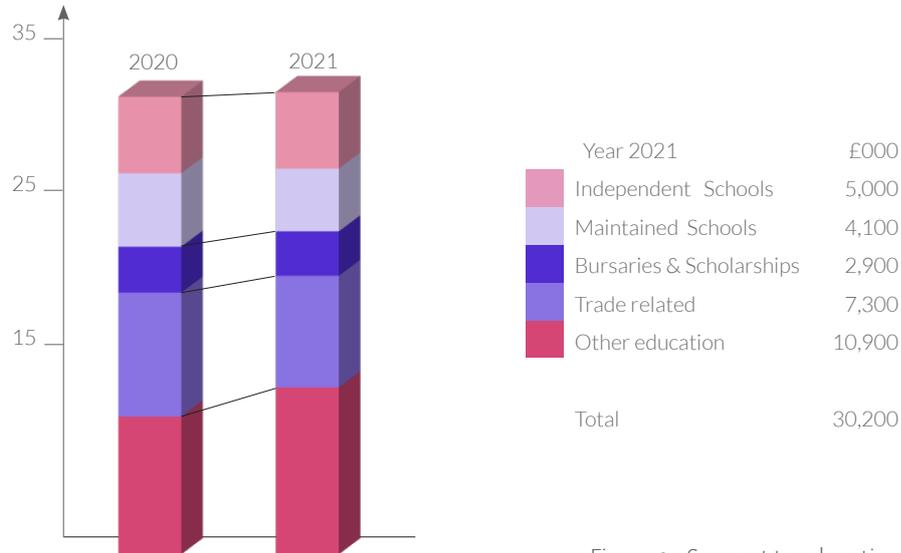


Figure 3 - Support to education - £m

OTHER COMMON FUNDING THEMES

Many examples of charitable giving defied the efforts of Livery Company respondents to classify them according to the survey categories. However, there were several commonly supported themes which illustrate the range of beneficiaries, as shown in the chart below.

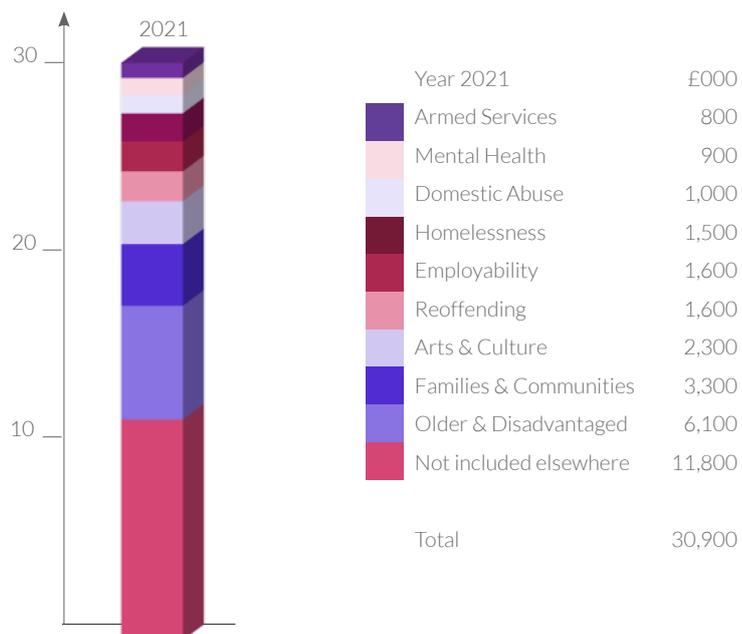


Figure 4 - Other financial support - £m

VOLUNTEER, PRO-BONO AND IN-KIND SUPPORT

An increasing element of philanthropic giving is provided by the time and effort volunteered by Liverymen and Freemen. While there is considerable under-reporting of such support, survey responses show that it includes as a minimum:

- The roles played by more than 1,000 School Governors and Charity Trustees appointed by their Livery Companies whose combined effort amounts to over 45,000 hours pa
- The voluntary effort provided by those Members who are Trustees of their own Charitable Funds who devote some 35,000 hours pa to assessing applications and making grants
- General volunteer support of more than 37,000 hours pa provided to front-line charities in a wide range of activities directly supporting beneficiaries
- Professional volunteer support of more than 26,000 hours to charities and other not-for-profit bodies in lieu of the need for commercial support

The last of these categories is growing in importance as Livery Companies whose membership is drawn primarily from the modern professions find it more rewarding and more beneficial to provide professional expertise from their members rather than raising large charitable funds.

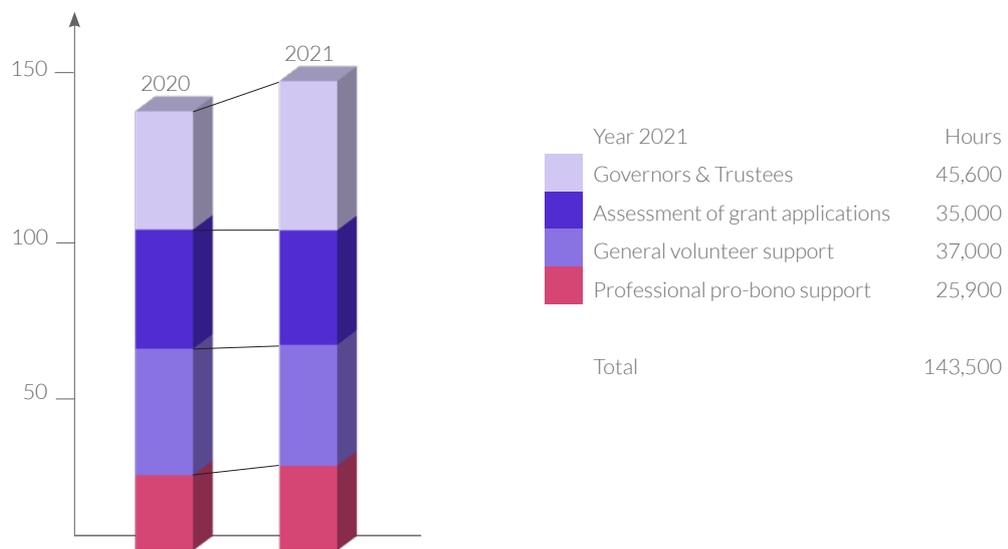


Figure 5 - Volunteer and pro-bono support - 1,000 hours

A number of Companies also provided in-kind material support – for example, the free or subsidised provision of venues (including peppercorn rents), or the provision of equipment and supplies.

Based on the information provided, the combined value of pro-bono and in-kind support is at least £6.8m – an increase of 20% over the past year. A Pan-Livery initiative to further develop pro-bono support was launched in January 2022, and has already demonstrated the potential for significant growth.

SOURCES OF CHARITABLE INCOME

The 2021 survey showed that investment returns reduced from the previous year due to the economic impact of the covid pandemic, and that the level of charitable giving was maintained by drawdown of capital funds and/or transfers from parent livery companies.

As in the previous year, income from historic assets and transfers from Parent Companies together represented 75% of the total and was concentrated in a relatively small number of Livery Companies.

DONATIONS AND FUNDRAISING BY MEMBERS

Donations by Liverymen and Freemen raised £5.8m during the year plus Gift Aid of £0.8m. This represents an average annual figure of £128 per Member – an increase of 11% over the 2020 figure. The average giving across all Livery Companies typically varied from £30 to £300 per Member per year as shown in the histogram below.

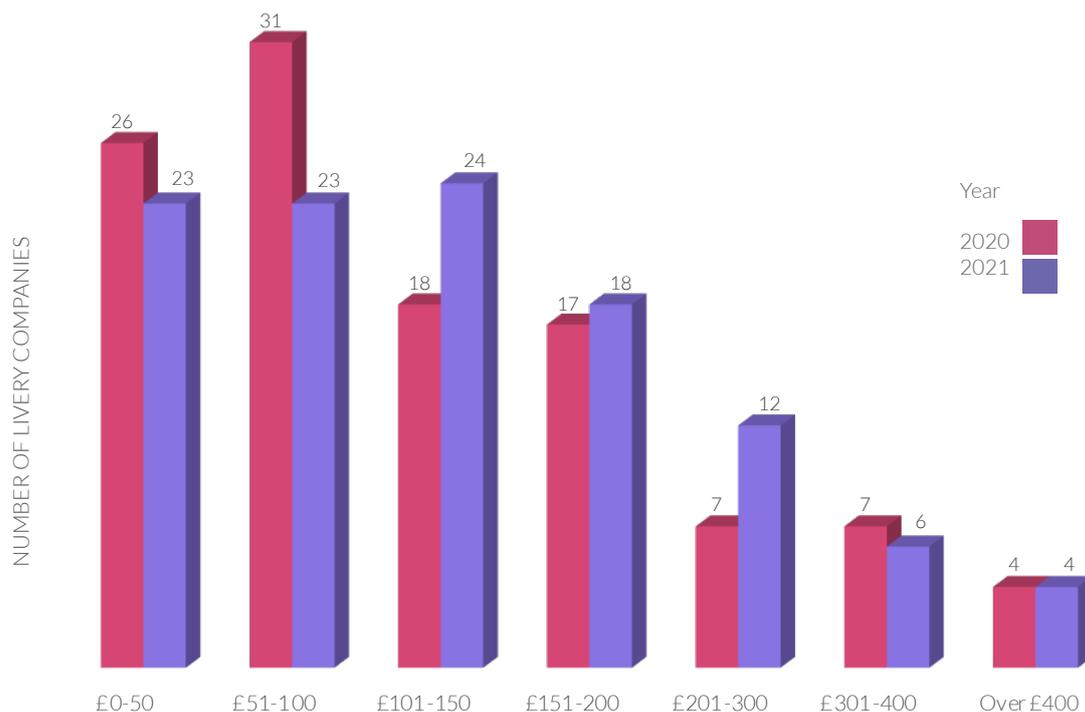


Figure 6 - Average giving per member - £pa

Comments included in survey responses suggest that these donations include both regular giving schemes and special fundraising initiatives – some directed at supporting specific appeals and others aimed at supporting charities that have been particularly hard hit by the covid pandemic.