

Enabling Impact Creation: Rethinking private and third sector interaction

whatimpact white paper



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A whatimpact white paper
written by Nana Campbell

September 2020

A comment from whatimpact CEO:

This paper is intended for organisations invested in making a difference – this extends broadly to Trusts, Foundations, companies invested in making a social impact, local government, charities and social enterprises. Our focus lies specifically with the community engagement element of Corporate Social Responsibility (CSR).

Our mission here at whatimpact is to create a space that enables knowledge sharing, resource sharing and connectivity between the sectors, so that we can work towards a more sustainable future together. In Q4 2020 we are launching a two-way marketplace that will enable all change-makers to interact and share resources with ease, and understand the impact they are making together.

We take a range of perspectives to illustrate that there is a gap that needs to be bridged between those offering resources (companies and trusts, foundations and local governments) and those seeking resources (charities and social enterprises). The observations and recommendations are based on our own research and the rich secondary data that the UK market and various voluntary and CSR related organisations have to offer.



Tiia Sammallahti
CEO & Founder
whatimpact.com/whatCharity.com

We invite all parties interested and involved in social value creation to join the conversation. More importantly, we invite them to take action to improve their interaction and to make the most of the resources available - whether they are distributing or using the resources. We believe that all the challenges we face globally and locally, and all important matters to us as humanity and individuals, can be addressed. If we create a common mindset and systems to improve the efficiency of collaboration, the most important causes, the most impactful organisations and projects will get the support they need.

I would like to thank all the thousands of charities, companies, social enterprises and grantmakers who have contributed to our various surveys, attended workshops and helped with the development of our whatimpact platform and social impact reporting tool. This is a true joint effort.

*whatimpact.com - make a
difference you can see.*



Introduction:

A note to the change-makers

We all have a duty to work towards a sustainable future, whether your organisation is committed to the United Nations (UN) 2030 Agenda¹, or is invested in social impact as a means of appealing to consumers' consciences. The issue is, we all too often only identify possibilities for real change at a governmental level or an individual level. In that grey area in-between are organisations that have the capacity to be change-makers, but simply don't know how to harness their power. Social impact is a far-reaching arena, but our focus is on the community engagement aspect of CSR specifically.

We want to facilitate interaction between organisations with a shared vision of a sustainable future. We believe that for a true *systems change*, we must rely on cohesion, participation and a radical change in mindset when it comes to funding.

Systems Change:

Systems change is intended to address the root cause of social problems by altering the structures and networks that maintain the status quo. It is an intentional and purposeful process at an organisational/structural level.

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We conceptualise the third sector as a group of organisations that are distinct from both the public and private sector - they include charities, social enterprises, trusts and foundations. We go beyond these traditional boundaries to offer novel ways of interacting across different organisations.

Aside from individuals and governments, in our vision there are two types of organisations when it comes to social impact and community engagement: those that

have resources to offer towards a good cause (*Supporters*), and those that carry out the value driven work "on the ground" (*Recipients*). This paper will be of particular interest to Supporter organisations as we explore ways to make interaction with Recipient organisations more impactful.

We seek to pull voices from across traditional sectors to change the way people think about interaction between Supporters and Recipients and offer insights into a new funding landscape which could help tackle some of society's most stubborn issues.

Supporters:

Organisations that hold the resources to be distributed - companies, trusts and foundations

Recipients:

Organisations that receive resources in order to deliver social value - charities and social enterprises. These organisations often work directly with the individuals, communities and groups in need.

Collaboration between Supporters and Recipients is an important intersection in the fight for global sustainable development – it slots neatly in between government action and individual action and is the whatimpact solution as we work towards a brighter future. Here, we focus on the interaction between the private sector and the *third sector*, illustrating that the current landscape does not provide efficient opportunity for impactful partnerships.

¹ sustainabledevelopment.un.org/post2015/transformingourworld

Action Plan according to whatimpact

Mission impossible becomes possible when systemic change is made actionable and there are four key milestones on this journey:

1.

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Cultivating a mindset change in relation to philanthropy and giving. Organisations are typically characterised as “third”, “private” or “public” sector. We suggest that these boundaries are limiting when it comes to generating social impact and focus on the interaction between the third sector and the private sector. Turning our attention to the affinities between organisations offering resources (Supporters) compared to those seeking resources (Recipients) opens up more effective avenues for change.

2.

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Bridging the gap between companies and charities / social enterprises in particular – this is about deepening relationships by developing a shared language, understanding how all organisations operate and what are the activities and investments creating the biggest impact. Companies are increasingly being held to account when it comes to socially responsible policies - by their employees and customers. It is well established that doing good is good for business, but what this means in practice is harder to decipher: we are still seeing companies implement CSR programmes as tick-box exercises rather than strategically constructed policies that benefit stakeholders, business goals and Recipient organisations. We explore how these partnerships can be more effective.

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Reconceptualising the funding landscape. This means exploring the ways grant-makers as trusts and foundations operate inefficiently and the changes in mindset, tools and processes that would help to fund social value organisations more transparently, efficiently and democratically.

4.

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Understanding the importance of setting impact goals, measuring the outcomes and reporting on them in a comparable and transparent way. Here we emphasise the significance of communication and standardisation, celebrating success in a way that benefits all parties and inspires further innovation.

Mindset change: Moving beyond philanthropy

Moving beyond philanthropy includes understanding giving and social impact as a collaborative process rather than a pure act of “goodwill”. Understanding “giving” at an organisational level in this way should always mean working with the idea of shared goals

in mind. Effective partnerships are cultivated when partners share the same vision for the future; partnerships become mutually beneficial rather than one-directional. This mindset change requires a reorganisation of the way we categorise different organisations.

Breaking down the barriers between the first and third sectors

In the current landscape, the third sector and the private sector are polarized, for many, they serve very different roles within society. From our research and experience of trying to bring these two sectors together, there is a shared understanding of the potential that could come from effective collaboration but not enough action to actually merge interests.

We propose a reconceptualization of social impact from a process of linear “giving” from private to third sector, to a collaborative process between those with resources to offer and those seeking resources.

In practice, this means moving beyond traditional philanthropy by breaking down the rigid barriers of the “third sector” and the “private sector” when it comes to social impact. This strict dichotomy keeps organisations in silos, rather than encouraging them to solve issues together, even when they have mutual interests.

Understanding the social impact economy as a process of exchange between Supporters and Recipients

Companies seldom see themselves as grant-makers or key players in building sustainable futures, whilst Trusts and Foundations are all too often considered in a league of their own as the main benefactor to charities. When we begin viewing charitable activities

more holistically, two camps emerge; those offering resources (Supporters) and those seeking resources (Recipients). Suddenly, the opportunity for collaboration and resource pooling becomes much easier.

It has much in common with thinking from the fields of prevention, collective impact and strategic philanthropy—there is a need to collaborate, to build a learning culture, to involve beneficiaries and not to over rely on top-down leadership. ²

London Funders

² “Systems Change: What it is and how to do it” Rachel Wharton, London Funders

Currently, there is not enough scope for organisations to connect in innovative ways; companies lack knowledge on the third sector in general and whilst they may hold valuable resources, they do not have the capacity to reinvent novel methods of resource distribution. On the other hand, independent grant-makers have a deep understanding of the charity sector but are rigid in their approach to funding.

The current funding model is a top down approach; funds flow from Supporter organisations to Recipient organisations. Recipient organisations are expected to manage implementing all the value driven work but are confined to the bounded criteria of Supporter organisations.

Social Impact economies should always be a process of exchange. Cross-sector collaboration takes all perspectives into consideration. With a greater emphasis on the needs of Recipient organisations,

and a system that matches them with complementary Supporter organisations, we begin to see a more effective culture of social impact creation.

It is notable how few collaborative efforts there appear to be which are designed to change the entire system; indeed, most social change initiatives are isolated initiatives uncoordinated with others.

Supporting Social Change, A New Funding Ecology

what impact vision for the market: Cross-sector collaboration is the source of future impact creation



The power of tech

Encouraging partnerships across sector lines is solid conceptually, but how does this work in practice? Creating a platform that allows interaction is a good place to start. Cultivating a specially designed space for organisations to communicate about social issues allows knowledge, resources and needs to be effectively discussed. Currently, there isn't a single platform that brings together Supporters, including grant-makers and companies, with Recipients, including charities and social enterprises, so it is not surprising that there is a lack of understanding between the two parties.

The global and UK market is rich in one-off donation and volunteering platforms and their white labelled formats for companies to use. CRM-type software is also popular amongst the bigger corporates to manage their employee driven money-giving and volunteering programmes. Some organisations have built their own internal charity platforms and manage onboarding charities themselves. Grant-makers make use of various software to manage their grants.

These systems are fairly infantile in their application to collaborative approaches. Often different systems are employed by different departments within a single organisation. These “do-good” internal initiatives often lack the capability and foresight to organise as a cohesive unit, leaving partnerships unrewarding or lacking in impact. What's more, token company/charity partnerships and inefficient tools result in apathetic engagement with social causes, even when there is a real desire to make a difference.

Today, many platforms cater to either giving and volunteering needs or grantmaking, reflecting a general understanding of the split between corporate citizenship and grants teams within organizations.

RWI Technology Review 2019



Tech is not the solution itself but it is a vehicle to deliver change and it provides a great opportunity for collaboration, and building networks across sectors has never been easier. How the technology is built hinges on the philosophies of social value, which to be effective must be collaborative, strategic and fluid, otherwise they remain linear, A to B systems that fulfil the needs of the Supporter organisations but not the Recipients.

whatimpact enables cross-sector collaboration so that organisations can interact more effectively. We provide a tech-based two-way marketplace that bridges the gap between funders and, broadly speaking, beneficiaries. Our platform connects companies, grant-makers, social enterprises and charities so they can share resources in one space.

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“We at Pivigo are very excited and optimistic about the opportunities to apply Artificial Intelligence (AI) to make better matches between organisations made possible through the whatimpact platform. To date, there has not been a platform like this that serves as an expansive, scalable marketplace that allows charities and donors to share and view their charitable aims, missions, projects and needs in their own language. The platform will be a critical vehicle for collecting data on these relationships and developing the algorithm originally based on topic modelling even further.”

Maryam Qurashi, Senior Data Scientist, Pivigo – algorithm specialist for whatimpact

We believe funding is most effective when funders collaborate across sectors, working strategically across systems to target resources.

London Funders



Shared vision of the future

Bringing collaborative partnerships to life requires a shared vision of the future. It is essential that partner organisations have the same goals in mind, in other words, they are keen to see the same change within society.

Partners should be inspired by making the same difference; this means, harmony in values and mission. Understanding shared value as a key driver for change goes beyond cause-oriented philanthropy and levels the playing field for smaller, more diverse Recipient organisations to access resources. Working on the basis of a shared vision automatically increases impact when you have multiple parties working together to solve the same issue and provides benefits for both parties.

On the whatimpact-platform, companies, grant-makers, social enterprises and charities can all create a profile, highlighting their resource offering, their resource needs, their past projects and their missions. We harness AI technology to match organisations based on shared values, using a specially formulated algorithm as we move towards strategically aligned, bespoke matches between organisations, regardless of their "sector" or the popularity of their cause.



Creating impactful company- charity collaborations

Investigating company-charity collaborations is looking at the above in practice. It goes without saying that the beneficiaries of charities often overlap with the work force and client base of almost every kind of company. It is only logical then, that as companies support charities, they enhance the wellbeing of key stakeholders by default. Charities work with a variety of issues and industries and hold the key to vast amounts of expertise and data which can prove very useful in regards to business development. With a well planned knowledge and resource exchange, charities can give companies access to very unique insights, data and co-innovation opportunities. This kind of reciprocity is essential for the future of our communities, social, climate and economic stability. Listening carefully

and responding to the needs of charities can deliver both a positive impact on a societal level and in terms of employee engagement, when strategically aligned.

"whatimpact does not only enable firms to find charities with similar values but more crucially it enables a paradigm change by integrating the private sector CSR and civil society into value sharing collaboration. This helps solve wicked problems in our complex world in which most problems as well as solutions are intertwined."

Dr Anna Kotsalo-Mustonen⁴

Doing good is good for business: Current motivations to give

It is well established that "doing good is good for business". Companies that offer volunteer opportunities have a higher rate of employee retention and engage better with external and internal stakeholders. Demonstrating

socially impactful policies has become a requirement for certain companies looking to win government tenders and value-conscious companies are favoured by consumers.

Deloitte's Volunteerism Survey suggests that 89% of companies agree that companies who sponsor volunteer activities offer a better overall working environment than those that do not

Deloitte Volunteerism Survey

50% of employees who participate in company volunteering programmes are more likely to feel "very loyal" toward their company

Deloitte Volunteerism Survey

⁴Dr. Anna Kotsalo-Mustonen, has a broad business background, founder of the BSAG foundation, lead investor and board member of whatimpact

Creating a shared language

Despite the perks of company/charity collaboration and plethora of existing partnerships, research shows that engagement is not as effective as it could be; there is a disconnect between what companies offer charities and what charities really need. This is in part due to the top-down nature of giving that we have already explored; a situation that obscures the voices of beneficiaries. Another factor that could contribute to ineffective company-charity engagement is the absence of a shared language between the two sectors and a lack of shared information.

whatimpact's Great Company Charity Survey aimed to amplify the perspective of charities and illustrates the lack of communication between Supporters and Recipients:

50%

of the offers that charities receive are for unskilled team volunteering days (painting fences, gardening etc.)

Only

29%

of charities need this. What charities are crying out for are pro bono support, skills sharing/training, and fundraising

Three hands Employee Volunteering report 2018

40%

of charities do not benefit from one off / one day voluntary input

over

40%

of charities ranked unskilled time as the least important resource they get

only

14%

of survey respondents say they have been able to establish long term partnerships with companies⁵

Over 50% of charities report taking on volunteers they did not need in order to secure partnerships with companies

NPC⁶

⁵ Findings based on responses from whatCharity's Great Charity and Company Survey 2019, 558 respondents

Unskilled volunteering time as a popular model for CSR engagement does not take into consideration the needs of most charities and can, in the long run, be detrimental to charities, using their time and resources with little long-term reward. There are alternatives: skills, goods and services are all extremely valuable to charities and social enterprises, but these needs are seldom met.

10%

of charities are currently mentored by company representatives whilst over 45% claim they would value this

40%

of charities receive skills-based volunteering but 70% would benefit from this ⁷

“Money is tight – but skills are high and time is available – companies could offer their skilled workers for strategy, design, training remotely”
(Survey respondent)

“We are a relational charity. People engaging with us is key, and whilst large grants from companies will help in the short-term, it is the long-term engagement of people which will sustain charities like ours heading into what is currently an uncertain future”
Survey respondent ⁸

“Britain’s small and local charities are facing three distinct challenges: lack of awareness, competition from bigger charities, and insufficient resources”

Small But Vital: Local Charities Matter, TSB 2016

1/3

of Brits can’t name a local charity – despite these representing 97% of Britain’s charity sector

Small But Vital: Local Charities Matter, TSB 2016 ¹¹

Listening to the needs of charities and social enterprises is essential in the implementation of CSR programmes to ensure that resources are benefiting charities and social enterprises rather than hindering their productivity.

We must also consider how to choose the right partners. According to City Philanthropy’s Report, “30% of London-based employees would volunteer more if they had better access to charities and could find more local opportunities more easily”⁹. When you conflate these statistics with the fact that **1.5% of charities get 70% of the sector’s income**¹⁰, it is clear that we are witnessing an inefficient distribution of resources that doesn’t meet the needs of the majority, and can be considered undemocratic.

⁶ www.thinknpc.org/wp-content/uploads/2018/07/NPC-Building-Impactful-Corporate-Partnerships-Web.pdf

⁷ Findings based on responses from whatCharity’s Great Charity and Company Survey 2019, 558 respondents

⁸ Findings based on responses from whatCharity’s COVID-19 Response initiative survey, 249 respondents

⁹ More to Give: London Millennials Working Towards A Better World Report commissioned by City Philanthropy

¹⁰ Statistic based on data from the Charity Commission

¹¹ Local Charities Matter - TSB

whatimpact uses Artificial Intelligence (AI) technology to understand the key drivers influencing the mission of different organisations. We have developed an algorithm which matches organisations based on shared values. Not only will this make accessing information on charities of all sizes much easier, but it will also work to illuminate a popularity bias when it comes to supporting charities. This enables partnerships to be based on the change made, together.

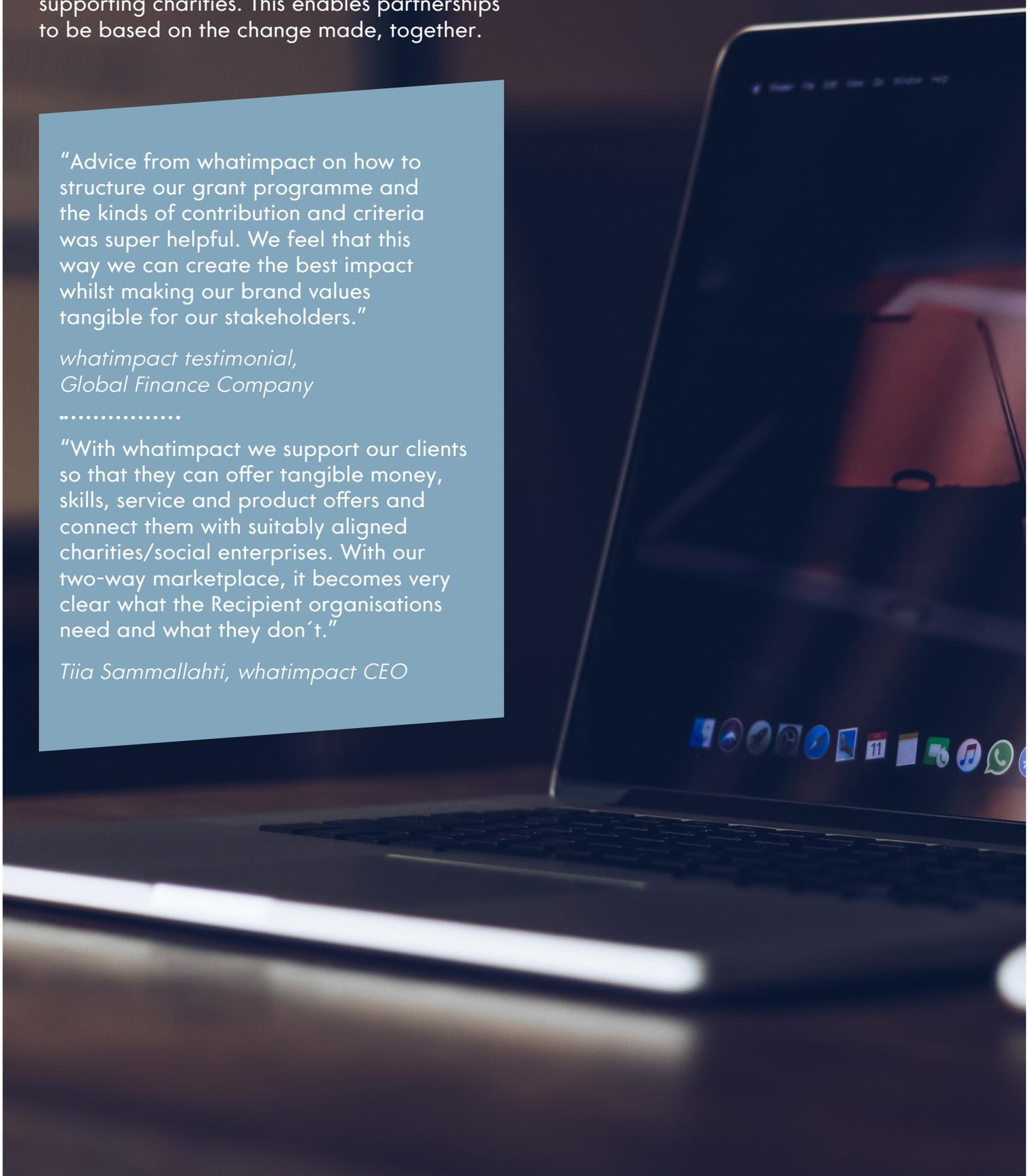
"Advice from whatimpact on how to structure our grant programme and the kinds of contribution and criteria was super helpful. We feel that this way we can create the best impact whilst making our brand values tangible for our stakeholders."

*whatimpact testimonial,
Global Finance Company*

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"With whatimpact we support our clients so that they can offer tangible money, skills, service and product offers and connect them with suitably aligned charities/social enterprises. With our two-way marketplace, it becomes very clear what the Recipient organisations need and what they don't."

Tiia Sammallahti, whatimpact CEO



Changing the funding landscape

The whatimpact platform changes the lengthy, time-consuming grant application process to benefit both the applicants and the grant-makers who can easily evaluate Recipient organisations. Our comprehensive profiles, project information and streamlined due diligence process provides enough information for any grant-maker organisation to assess applicant suitability. Profile features allow grant-makers to instantly find who else is supporting the Recipient organisation, their previous impact and how well they are perceived amongst other donors. This makes it significantly easier to identify co-funding opportunities.

As we have watched funders and their grantees struggle and often fail to reach their ambitious goals, we have repeatedly felt a nagging suspicion that the conventional tools of strategic philanthropy just don't fit the realities of social change in a complex world

*Kania, Kramer and Russell, 2014*¹²

Inefficiencies within the current funding landscape

Independent funders occupy a specific position within society, they have a strict role, are seemingly rarely co-dependent and their purpose is rarely questioned. If they were to open their remit up to a collaborative network and ecosystem of change, drawing on co-innovation with companies and perspectives from charities and social enterprises, we could move past a linear model of philanthropy-style engagement with beneficiaries. The success of a system change depends on the participation and collaboration of all parties, including

independent funders, that are motivated by seeing a wider societal change rather than the individual benefit to their organisation.

After interviewing hundreds of charities on their needs, it is clear that many feel the current funding landscape has neglected their main concerns and the narrative of rejecting unsolicited applications creates an elitist environment.

¹² "Strategic Philanthropy for a Complex World", John Kania, Mark Kramer and Patty Russell 2014

Our own research proved that the main barrier for charities when seeking out funding from Trusts and Foundations was obscure information. Conversely, the biggest barrier for grant-makers was oversubscription to their grant-programmes and lack of diversity in the projects they fund:

30%

of grant-makers would like to see more/ new charities applying to their programmes

.....

over

50%

of respondents said it was difficult / time consuming to find grant-maker information and although 50% of charities rely on peer to peer recommendations or Google, these methods are not efficient and leave a lot of grant-makers undiscoverable

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45%

of grant-seekers found that the main barrier was being able to determine from the grant description whether the grant was suitable for their charity (e.g. as a result of vague guidelines or jargon). These are really important findings for grant-makers to consider as almost 30% of respondent grant-makers stated that applications could be more carefully prepared and of a higher quality.

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£3.2B

annually to obtain donations, of which £1.1 billion is used for applying to grants ¹³

Impact becomes diluted when grant-makers and companies ask too much of charities, lengthy application forms can use valuable charity time and resources. On the other hand, grant-makers want to see quality applications, which presents a catch-22. If grant-making was reconceptualised as a more fluid process, responding to the needs of charities based on shared goals, we would see more effective engagement.

The very specific questions of grant-maker applications do not always allow you to express the fantastic work you do. Funders are often looking for quick wins and fast results, but when working in our field we are not able to always show immediate outcomes.

whatimpact survey respondent

Grant-makers have too specific an area of focus, applications are too long winded and the associated monitoring outweighs the amount awarded.

whatimpact survey respondent

whatimpact believes that changing the funding landscape starts with a system that offers comparable, standardised information and lean application process. Democratic access for all organisations meeting the grant criteria is vital to find the most innovative and impactful activities to support and co-develop

¹³ Findings based on responses from whatCharity Grant Survey 2019, 523 respondents

Learning from the past

We can take lessons from emergency responses to better understand avenues for change within the funding landscape. Nowhere has the power of shared value been more apparent than throughout the COVID-19 pandemic, where we saw collectivised action against a single problem. London Funders for example, has provided an excellent case study for the power of funding coalitions and emergency responses.

The scope to change systems and scale impact through better collaboration could be substantial, but this will require funders to see their role less as guardians of self-identified change from issue-to-outcome, and more as partners within a well-functioning ecosystem of support for others.

Supporting Social Change: A New Funding Ecology ¹⁴

We can take these kinds of partnerships further than grant-maker coalitions; reaching across sectors to a true understanding of need and resources. Understanding the possibility for change based on goals rather than organisation type maximises impact. Imagine a grant-maker and a company collaborating on their mission to end homelessness, consulting with Recipient organisations on how best to distribute their resources. Defining the strategy for resource allocation together is an easy solution to tackling profound problems.

We can see another example of radical funding in beneficiary-focused responses, where all partners have an equal voice, fostering an effective ecosystem of resources sharing. We can draw on the 2017 funding response to the Grenfell Tower tragedy to illustrate how moving beyond top-down funding can be effective:

“Through the outreach and community-focused approach of funders after the Grenfell Tower fire, funding flowed to the groups best-placed to respond, not just those who were already well-resourced – 55% of the grants (representing 58% of the money) went to groups who were BAME-led¹⁵, in contrast to previous patterns of funding.”

London Funders ¹⁶

¹⁵ Black, Asian and minority ethnic

¹⁵ “Supporting Social Change: A New Funding Ecology”, Dr Henry Kippin, Collaborate

¹⁶ “How the lessons from the Grenfell funding experience are shaping our response now”, London Funders

Toward impact transparency

Whilst the localisation and democratisation of funding can help cultivate an understanding of a wider range of causes, it would seem understanding impact itself is still a barrier to effective engagement with charities and social enterprises, and although trust in charities has modestly increased, it is still below pre-2016 levels¹⁷.

“NCVO suggests that whilst a majority of donors claim to care about impact, less than half spend time researching before making a donation. They say “this could be for a variety of reasons: for example, trust in charities, insufficient interest in impact to move to action, a perception that information on impact is not available.”

Money for Good UK, NCVO

Understanding impact is vital to making effective partnerships; it helps us fully investigate whether goals are being met. It is essential to look at the methods the organisation employs to make change – if they are trying to end homelessness in inner city London, how are they doing that and what evidence do they have that their methods are effective? It is tempting to support the most well-known organisations, but beyond reputation, it is essential to unpack the actual difference they are making. We encourage funders be open to organisations which have alternative methods of problem solving – understanding impact will always help maximise contributions.

¹⁷ assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/897204/Public_Trust_in_Charities_2020_overview_of_findings.pdf

¹⁸ karmaimpact.com/sir-ronald-cohen-urges-big-business-to-account-for-impact

¹⁹ BS 8950 - Guide to enhancing social value, standardsdevelopment.bsigroup.com

The best formulated grant application does not always reflect the effectiveness or impact of operations. whatimpact gives transparent information on previous cases for due-diligence purposes through the impact reports and partnership information provided.

Though the recent report from the Global Impact Investing Network says the impact market has reached \$715 billion and is poised to grow even larger, one of the biggest hindrances to that growth is the lack of a single set of standards to measure a company's environmental and social impact.

*Sir Ronald Cohen*¹⁸

whatimpact provides a globally valid, comparable impact reporting, which is aligned with BS 8950¹⁹. The Recipient organisations are responsible for the quality and results of their work and hence should have systems in place to measure the results. Monitoring the impact is imperative for learning and improvement. Our reporting tool is easy, yet comprehensive online system to report back to funders and other stakeholders.

Looking towards the future

The inefficiency in grant-giving is a barrier to solving some of the world's most pressing issues. Rather than a lack of resources, the disconnect between those offering resources and those seeking resources means that the needs of Recipient organisations aren't met. It is seen as the responsibility of Recipient organisations to fill in the gaps where governments fail in helping disadvantaged groups, but in a world facing increasingly complex social issues, we must take a collectivised approach. This requires the participation of private sector organisations, trusts and foundations, to come together under the umbrella of Supporters, rather than opposing members of the private sector and third sector. We must move past a top-down approach to giving, to a democratic and transparent sharing of knowledge, needs and resources. Our approach is a

single platform that unites all parties, giving equal opportunity to organisations of every size and type to give and receive help, based on shared goals for the future and value driven work. This novel approach will facilitate the systems change needed to solve some of the biggest issues of our time.

whatimpact's Outcome Goals:

- Recipient organisations can receive more funding and other types of support, whilst simultaneously reducing their fundraising costs.
- Both Supporters and Recipients report higher satisfaction with partnerships based on successful matchmaking.
- Increased transparency in impact reporting by charities and increased trust amongst platform participants.

We hope to measure our success through a bi-annual quantitative questionnaire, including open answers, on the success of our matching algorithm (quality of matches), impact satisfaction (quality of work).



Charities and social enterprises struggle to get access to company funding and volunteering.



11 million adults in the UK get paid time for volunteering, but only a fraction use the opportunity²⁰.



1.5% of charities get 70% of the sector income²¹.



Charities use £3.2 billion annually to obtain donations²². £1.1 billion of this is used to apply for grants²³.

whatCharity / whatimpact Journey

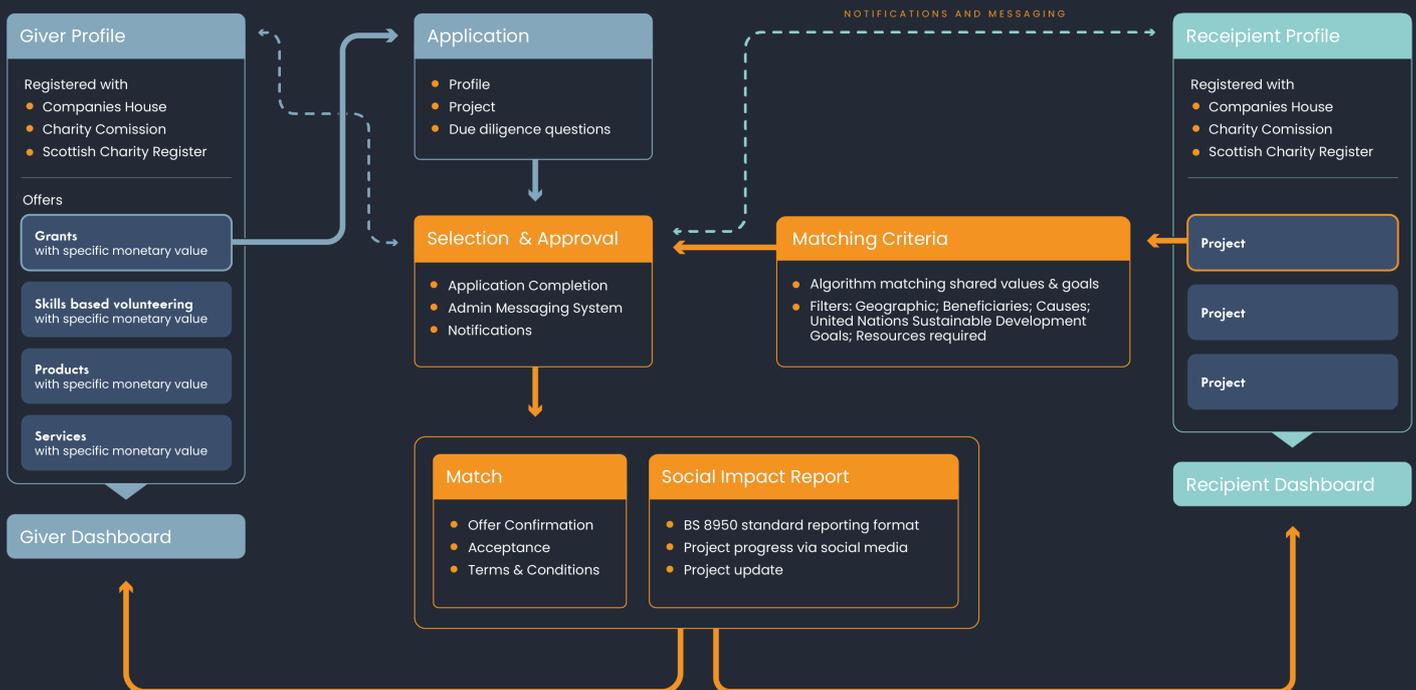
whatCharity is a UK based social impact technology start-up. We are known for our mission to increase transparency, utilise technology for improved efficiency and media acknowledgment by e.g. Sky News and the BBC.

Companies donate grants, skills-based volunteering hours and products and services through our efficient process. Our clients vary from small companies to nationwide and international names like Simplyhealth, Ericsson and EY.

Our 2 1/2 year-old platform is currently the #1 charity search site and matchmaking service matching companies and individuals with all charities in England and Wales.

In November 2020, whatCharity will evolve to whatimpact.com, an AI enhanced matchmaking marketplace for charities, social enterprises, companies and grant makers. This is funded by Innovate UK.

whatimpact Service flow



²⁰ Benefacto

²¹ Data obtained from the Charity Commission

²² Data obtained from the Charity Commission

²³ www.telegraph.co.uk/news/2019/10/11/charities-spending-11bn-year-applying-grants-63-per-cent-fail/