



department for
**culture, media
and sport**

Charitable Giving Indicators 2011/12

Statistical Release

March 2013

*Charitable Giving Indicators is an Official Statistic
and has been produced to the standards set out in
the Code of Practice for Official Statistics*

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Section 1: Indicators

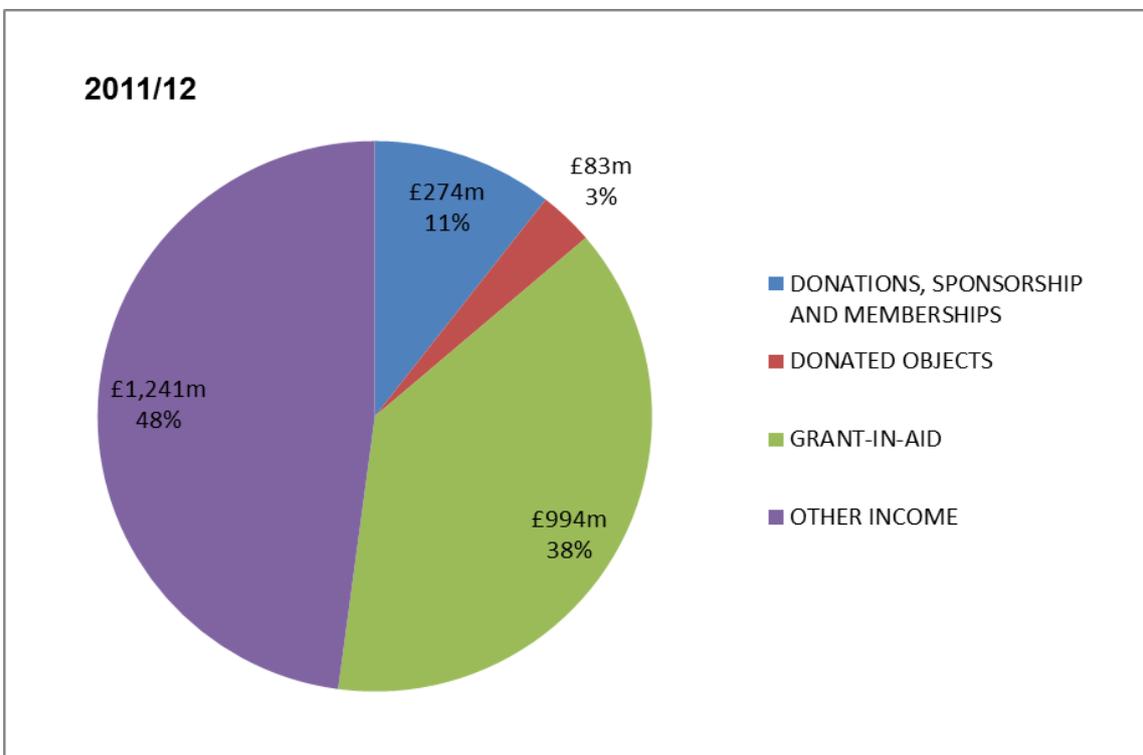
Background

This release presents both the DCMS impact indicator “Total amount of charitable giving¹ to DCMS funded cultural institutions” and the input indicator of “ratio of charitable giving to Grant-in-Aid received by DCMS funded institutions”. The cultural institutions included in this measure are, Arts Council England and their Regularly Funded Organisations, British Film Institute, British Library, English Heritage, and the National Museums and Galleries².

1) Impact Indicator 2011/12

In 2011/12, the cultural institutions DCMS fund collectively raised **£357m** in contributed income (as defined in annex A). £82.6m of this was from donated objects (23.2% of all contributed income). A breakdown of this in the context of total income of these cultural institutions is show in the pie chart below. The total income of these bodies in 2011/12 was £2,592m (see Figure 1).

Figure 1: Total income breakdown for DCMS-funded cultural institutions, 2011/12



¹ For the purposes of this paper the term “charitable giving” is synonymous with fundraising and/or contributed income. This includes donations, sponsorships, memberships and donated objects as defined in the Annex A.

² For a complete list of cultural institutions included in the indicator see Annex A.

2) Input Indicator 2011/12

The percentage of charitable giving to Grant-in-Aid (input indicator) was **35.9%**. This means for every £1 of Grant-in-Aid received by cultural institutions DCMS fund, these institutions generated around 36 pence in fundraising/contributed income. The increase in the input indicator this year is partly due to gifts-in-kind received by the National Gallery. Excluding donated objects, the percentage of charitable giving to Grant-in-Aid was 27.6% (i.e. 28 pence) in 2011/12.

Use of Independent Trusts

For some institutions included in this indicator a percentage of donations will be gifted by donors directly into Independent Trusts. Some Trusts then donate to institutions upon receiving a successful grant application. In these cases the indicator captures the donation when a Trust donates to an institution.

Change since 2008/09

Table 1: Charitable Giving Input and Impact indicators 2008/09 to 2011/12

	2008/09	2009/10	2010/11	2011/12
Total Fundraising (Impact indicator)	£304m	£236m	£250m	£357m
Total Fundraising (Excluding donated objects)	£204m	£218m	£234m	£274m
Total DCMS Grant-in-Aid	£1,064m	£1,077m	£1,047m	£994m
Ratio of Fundraising to Grant-in-Aid (Input indicator)	28.6%	21.9%	23.9%	35.9%
Ratio of Fundraising to Grant-in-Aid (Excl. donated objects)	19.1%	20.2%	22.3%	27.6%

To note, data are in current prices and have not been adjusted for inflation.

The value of donated has had a substantial variation over time. It contributed between 7% of total fundraising in 2010/11 and up to almost a third in 2008/09. Donated objects contributed 23% to total fundraising in 2011/12. This variation is largely due to a small number of high value donations. In 2011/12, the National Gallery acquired Titian's Diana & Callisto as a gift-in-kind worth £68.5m (see figures 2 & 3 below).

Therefore the percentage of funding to Grant-in-Aid (Impact indicator) has fluctuated over time, but is currently at its highest level (35.9%). Whereas, the percentage of Fundraising to Grant-in-Aid *excluding* donated objects has increased steadily over time, again currently at its highest level (27.6%) (see table 1 above).

Further Detail

A published table³ with individual breakdowns by cultural institutions accompanies this report. Individual breakdowns have been included for transparency purposes, to show how the totals were calculated, and are *not* reported for comparisons between cultural institutions.

³ https://www.gov.uk/government/publications?departments%5B%5D=department-for-culture-media-sport&publication_filter_option=statistics

Figure 2: Total income breakdown for DCMS-funded cultural institutions over time (current prices)

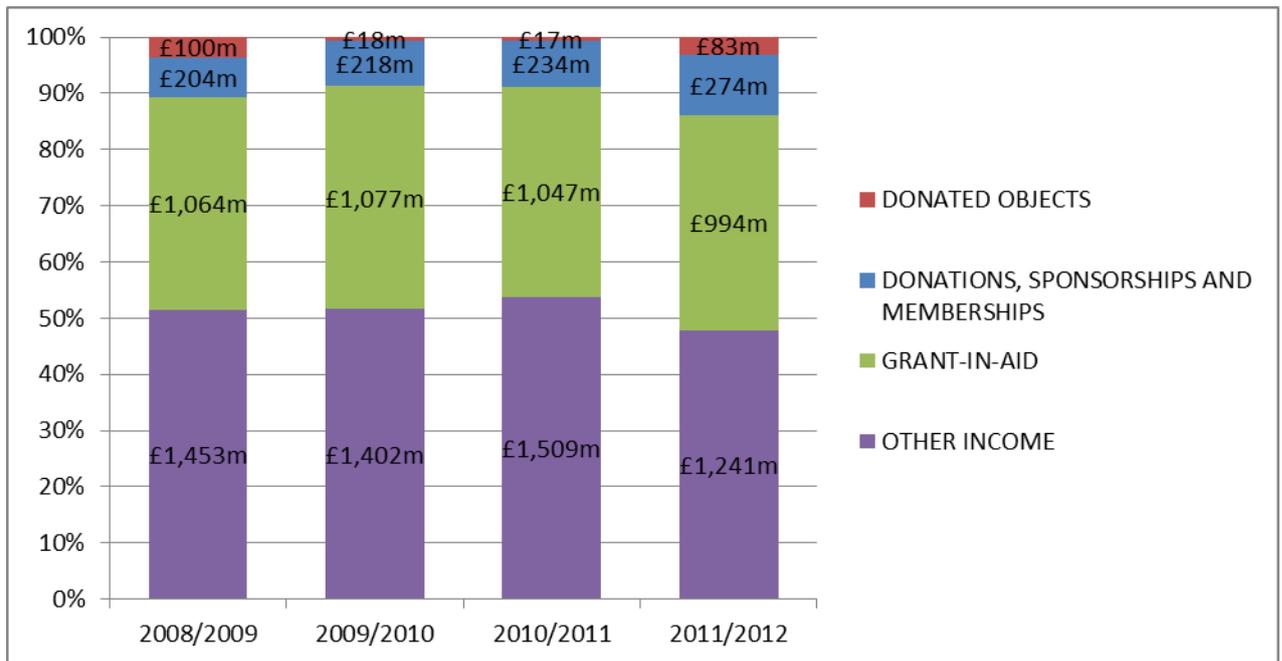
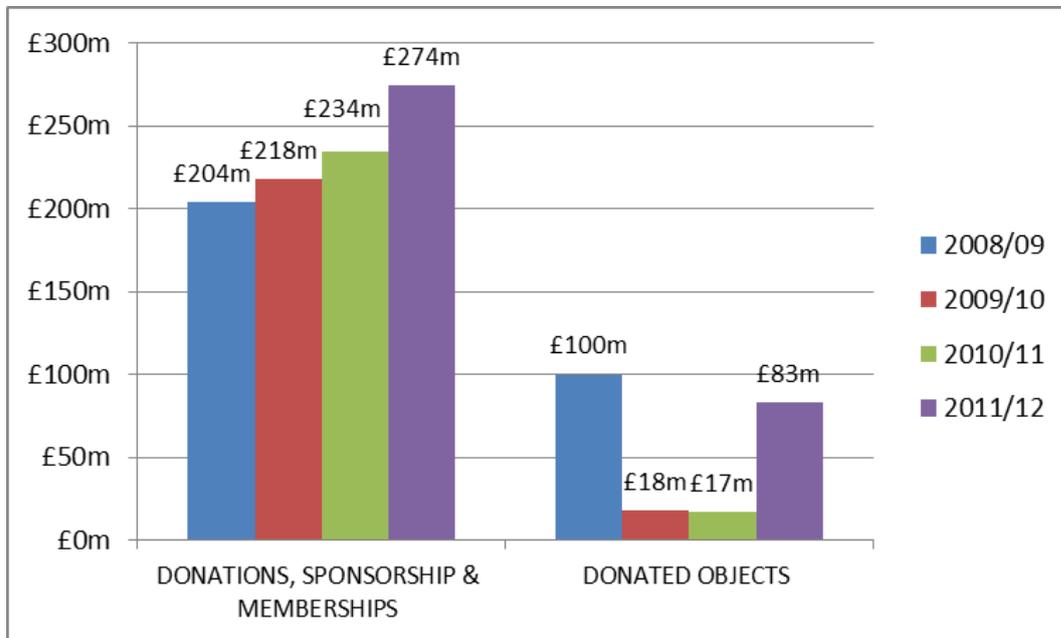


Figure 3: Total charitable giving for DCMS-funded cultural institutions 2008/09 - 2011/12 (current prices)



Since 2008/09 to 2011/12, cultural institutions DCMS fund have collectively raised £1,146m in fundraising/contributed income.

Annex A: Technical Note

1. Charitable Giving Indicators is an Official Statistic and as such has been produced to the high professional standards set out in the Code of Practice for Official Statistics. For more information, see <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/code-of-practice-for-official-statistics.pdf>.
2. Charitable Giving Indicators are part of a series of DCMS Performance Indicators. These are split into input and impact indicators. Impact indicators give information on the outcomes of our work.

Input indicators show what is being 'bought' with public money, ie the resources being invested into delivering the results that we and our partners are aiming to achieve. They reflect the quality and effectiveness of the programmes and priorities set out in our business plan see <https://www.gov.uk/government/organisations/department-for-culture-media-sport/series/performance-indicators>

3. Definition

Fundraising/contributed income is defined as any money or gift received from an individual, charity or private company in one of the following forms: bequests, legacies, donations and capital grants from individuals, charities, foundations, trusts and private companies; income raised through sponsorship and income from membership schemes. This does not include any money received from a publicly funded organisation, central government grants, investment income or lottery grant funding.

We have summarised this in the table below:

Donations, legacies, bequests and similar income	Included
Donated objects	Included, but identified separately
Trading income	Not Included*
Sponsorship	Included
Investment income	Not Included*
Admissions & exhibition fees	Not Included*
Other income	Not Included*
Development funds	Not Included*
Donations from connected charities + Other donations	Included
Capital grants and donations (not from public bodies)	Included
Membership schemes	Included
Activities for generating funds	Not Included*

*All "not included" would be categorised as other income in Figure 1.

Cultural Institutions Included in the Indicator

British Museum	Royal Armouries
Geffrye Museum	Sir John Soane's Museum
Horniman Museum	Tate Gallery
Imperial War Museum	Victoria and Albert Museum
National Gallery	Wallace Collection
National Maritime Museum	English Heritage
National Museums Liverpool	British Library
Science Museum Group	Arts Council England Regularly Funded Organisations
National Portrait Gallery	Arts Council England
Natural History Museum	British Film Institute

4. Sources

The data used to calculate these indicators are from submissions made by relevant cultural institutions and individual statutory accounts. DCMS Annual Report and Accounts is used for figures relating to Grant-in-Aid funding. This excludes other public funding such as Strategic Commissioning, the Wolfson Foundation fund, and grants to the National Historic Ships Committee.

The data source used for the Arts Council England's Regularly Funded Organisations is the RFO annual submission. The figures reported are from the full sample in 2008/09⁴ (850 RFOs), 2009/10⁵ (836 RFOs) 2010/11⁶ (829 RFOs) and 2011/12⁷ (832 RFOs) for "Contributed income, which includes sponsorship, trusts and donations".

5. Caveats

For a full list of caveats please see the notes under the published data table that accompanies this release.

6. The responsible statistician for this release is Thor Sodha thor.sodha@culture.gsi.gov.uk
7. Next Release: the next release is scheduled for December 2013 and will present the annual estimates for 2012/13.

⁴ http://www.artscouncil.org.uk/media/uploads/annual_sub_stat0809/Allorgs_0809.xls

⁵ http://www.artscouncil.org.uk/media/uploads/transparency/TopLineTables_200910_v3_Excel_2007.xls

⁶ http://www.artscouncil.org.uk/media/uploads/xls/2011-09-20_TopLineTables_201011_RFO_ONS.xls

⁷ http://www.artscouncil.org.uk/media/uploads/pdf/RFO_report2012.pdf