

## Charitable Giving Indicators 2009/10

### Background

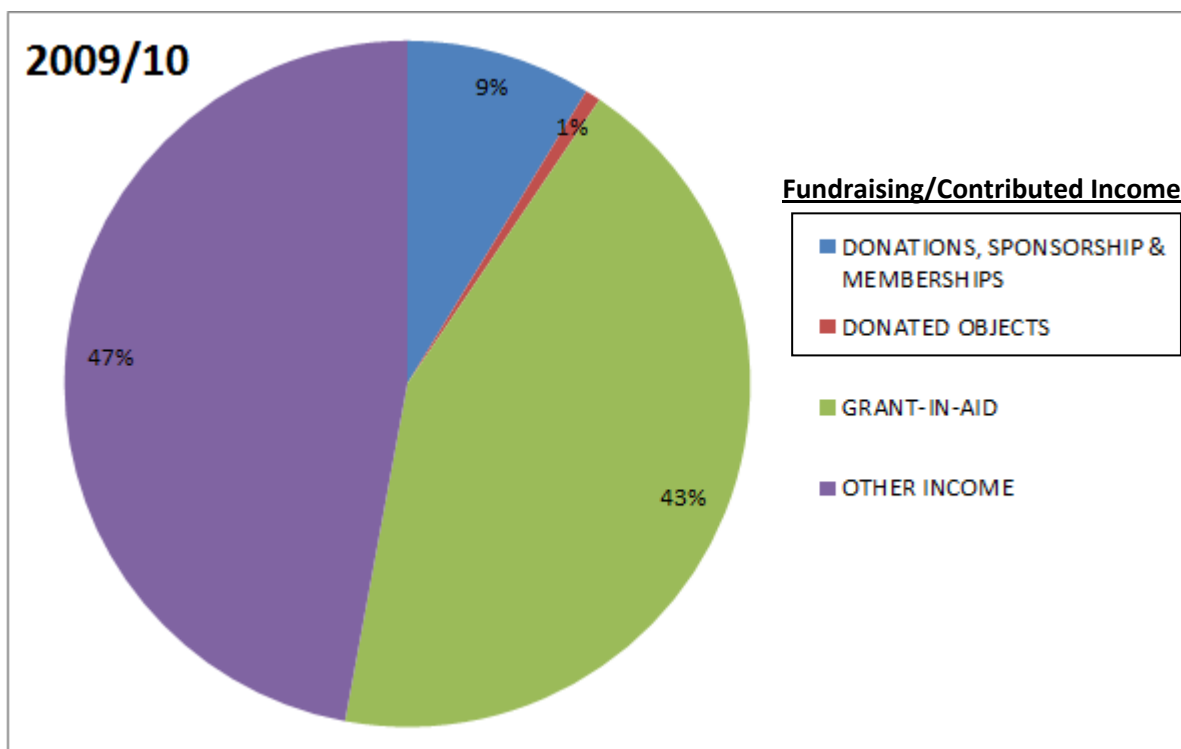
This release reports both the DCMS impact indicator “Total amount of charitable giving<sup>1</sup> to cultural institutions we fund” and the input indicator of “ratio of charitable giving to Grant-in-Aid”. The cultural institutions contributing towards this measure are, Arts Council England and their Regularly Funded Organisations, British Film Institute, British Library, English Heritage, and the National Museums and Galleries.

### Findings

#### 1) Impact Indicator

In 2009/10 collectively the cultural institutions we fund raised around **£234.9m** in contributed income (as defined in the technical annex below). £18m of this was from donated objects (7.7%). A breakdown of this against the total income of cultural institutions is show in the pie chart below. The total income of these bodies in 2009/10 was £2.480bn.

**Figure 1: Total income breakdown for DCMS-funded cultural institutions, 2009/10**



#### 2) Input Indicator

The ratio of charitable giving to Grant-in-Aid (input indicator) is **21.8%**. This means for every £1 of Grant-in-Aid received by cultural institutions DCMS fund, these institutions generate around 22

<sup>1</sup> 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 to the definition in the technical note.

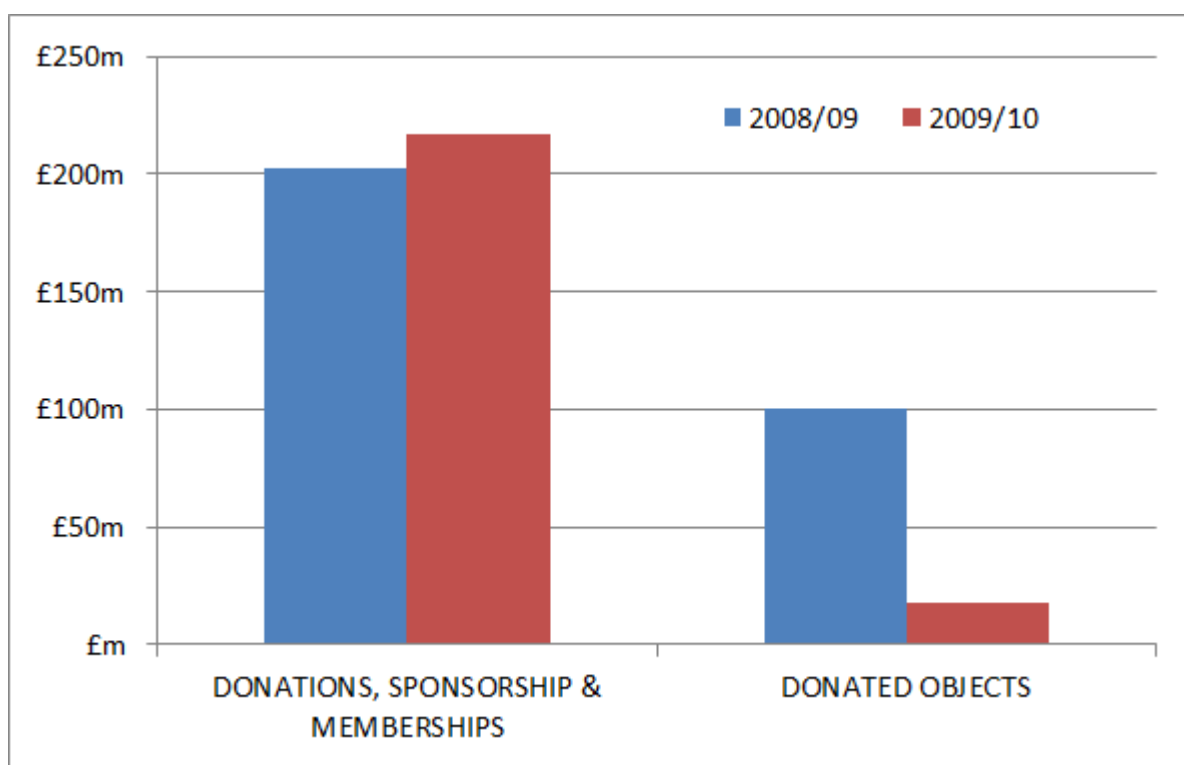
pence in fundraising/contributed income. Excluding donated objects, the percentage of charitable giving to Grant-in-Aid was 20.1% (i.e. 20 pence) in 2009/10.

#### Change since 2008/09

In 2008/09 the total amount of charitable giving received by the same cultural institutions topped £303m. However a third of this (£100.3m) was from donated objects, including £31.9m worth of donated objects given to the National Gallery, and £64m worth of objects donated to the Tate.

Therefore, excluding donated objects, charitable giving to cultural institutions funded by DCMS increased from £202.7m in 2008/09 to £216.8m in 2009/10 (an increase of 7.6%). This is illustrated in the chart below.

**Figure 2: Total charitable giving for DCMS-funded cultural institutions 2008/09 - 2009/10**



In 2008/09 for every £1 of Grant-in-Aid received by cultural institutions DCMS fund, they generated over 28 pence in fundraising/contributed income. However excluding donated objects, the percentage of charitable giving to Grant-in-Aid was 19% (i.e. 19 pence) in 2008/09.

#### Further Detail

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

## **Annex A: Technical Note**

### Definition

Fundraising/contributed income is defined as any money or gift received from an individual, charity or private company, which is from one of the following: bequests, legacies, donations and capital grants from individuals, charities, foundations, trusts and private companies, as well as income raised through sponsorship and income from membership schemes.

This should 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

The DCMS Grant-in-Aid figure is taken from the DCMS internal accounting system which reports the actual Grant-in-Aid sponsored bodies received. This excludes other public funding such as Strategic Commissioning, the Wolfson Foundation fund, and grants to the National Historic Ships Committee.

### Sources

The sources used to calculate these indicators are derived from individual sponsored organisation's statutory accounts.

The 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 2008/09<sup>2</sup> (850 RFOs) and 2009/10<sup>3</sup> (836 RFOs) for "Contributed income, which includes sponsorship, trusts and donations".

### Caveats

For a full list of caveats please see the notes under the published table.

<sup>2</sup> [http://www.artscouncil.org.uk/media/uploads/annual\\_sub\\_stat0809/Allorgs\\_0809.xls](http://www.artscouncil.org.uk/media/uploads/annual_sub_stat0809/Allorgs_0809.xls)

<sup>3</sup> [http://www.artscouncil.org.uk/media/uploads/transparency/TopLineTables\\_200910\\_v3\\_Excel\\_2007.xlsx](http://www.artscouncil.org.uk/media/uploads/transparency/TopLineTables_200910_v3_Excel_2007.xlsx)