

# A Study of the Impact of Participation in UK Giving Circles

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## Executive Summary

Giving groups or circles represent a trend emerging across the UK in which groups of donors collaborate to support—through giving and sometimes volunteering—individuals, organizations, or projects. Members often conduct research on potential beneficiaries and make joint or coordinated decisions about the use of resources. More than 80 giving groups or networks of groups have been identified in the UK and new groups continue to be created and discovered.

This research sought to address the following questions:

1. Has participation in a giving group influenced members' *behavior* related to giving, volunteering, and civic engagement?
2. Has participation in a giving group influenced members' *knowledge, attitudes or beliefs* about giving, volunteering, charities, civic areas, and well-being?

To address these questions, a survey was administered electronically to all or a selection of participants in a convenience sample of seven different giving groups or networks and a control group. There were 359 useable responses—201 giving group respondents (56%) and 158 control group respondents (44%). Survey findings were supplemented with data from interviews with giving circle members.

Overall, the findings suggest giving groups have had a **positive impact most significantly** on **giving** and **learning** and **development** related to giving and the charitable sector. Giving groups have also had **positive but less impact** on **volunteering, well-being, and civic engagement**, and **negligible positive impact** on **political engagement**. Length of participation, number of groups, volunteering and number of hours volunteering as part of the group, and the model of giving group seem to have an association with impact on these behaviors. Findings are similar to what has been found in the U.S.

Regarding influence on members' **behavior**, findings suggest giving group respondents are:

- Increasing their giving due to the giving group. This was one of the largest areas of impact, where nearly four out of five (77%) respondents said the group caused them to increase or substantially increase the amount they give each year. They are also giving significantly more than the control group—more than double the amount (£235 vs. £114 per month). Hearing from and learning about charities and making a pledge or commitment to give as part of the group had the most impact on increasing giving.
- Increasing the number of organisations they support due to the giving group. They are also giving to a larger number of organisations than the control group.
- Significantly more likely to give to the areas of women and girls, ethnic and minority groups, and citizenship or community development than the control group.
- Significantly more likely to use strategic giving approaches—consider effectiveness of an organization, conduct research, use organisational performance data, assess how well charities fulfilled their mission or goals, and collaborate with others—than control group respondents.
- Increasing the amount of time they volunteer each year and planning and budgeting for giving and volunteering. Nearly half of giving group respondents said the group influenced them to increase these areas. Giving group respondents indicated volunteering for significantly more total organizations (1.95) in the past 12 months than control group respondents (1.48) and they volunteered more overall hours per month (7.21 vs. 5.36 hours).

- Significantly more likely than the control group to say they volunteered in the area of poverty, homelessness or provision of basic necessities.
- Increasing professional and social networks, leadership skills, and participation in efforts to address problems in the community.

Giving group respondents indicated only a small but positive impact of the giving group on their involvement in changing government policies.

Regarding influence on members' **knowledge, attitudes** or **beliefs**, findings suggest giving group respondents are:

- Learning about the charitable sector and how organisations operate and about evaluation and assessment of charitable programs and organisations. These were areas of the largest impact, where nearly four out of five respondents agreed the group caused them to increase in this area. Giving group respondents were also significantly more likely than the control group to agree they understand the issues and challenges facing charitable organisations.
- Developing a long-term commitment to giving and volunteering. Giving group respondents were significantly more likely than the control group to agree they have this commitment and the extent of this agreement increased as length of participation in a giving group increased.
- Significantly more likely than the control group to list as a top reason for giving “because it makes me feel good” and significantly less likely than the control to give “Because a relative, friend or I benefited in the past or may benefit in the future.”
- More likely than the control group to agree they have the ability to influence public policy and can help find a solution to community problems. As participation in the number of giving groups increased, respondents were more likely to agree they have the ability to influence public policy.
- Increasing their sense of well-being.

Giving groups appeared to have little or no impact on helping respondents learn more about public policy and how government works.

The data also show **variations across the giving groups**, indicating different giving groups, with differing goals and strategic aims, seem to have positive impact in different ways. For example, respondents from **BeyondMe**, the group with the most emphasis on volunteering and professional development, were on average most likely to say the group increased the amount of time they volunteer each year.

Respondents in **The Bread Tin**, the group focused the most on research, were most likely to say they conducted research to help decide which organisations to support and to agree the giving group helped them learn more about the charitable sector and how charitable organisations operate. Respondents in the group most focused on effectiveness, **Giving What We Can**, were most likely to say they considered the effectiveness of an organization, used organisational performance data, and assessed how well charities fulfilled their mission or goals in making decisions about support. Respondents in the group using live-crowd funding events, **The Funding Network**, gave to the largest number of organisations in a year and the most per month overall and through the group. Finally, along with The Bread Tin respondents, **Other Groups** (Give Inc.; Medway 100 Fund; & Norfolk Future Fund) respondents were most likely to say the group increased their participation in efforts to address problems in the community, and along with BeyondMe respondents, to say the group increased their social or professional network. These differences show each group fills particular niche areas in the giving group “market” and may benefit from working together to meet donors’ needs and grow philanthropy.

With all of these findings, **caution** should be exercised when generalizing results since they are based on a convenience sample that might not be representative of the population.

## Introduction

Giving groups or circles represent an innovative trend emerging across the UK in which groups of donors collaborate to support, through giving (and sometimes volunteering), individuals, organizations, or projects of mutual interest. Members often conduct research on potential beneficiaries, and make joint or coordinated decisions about the use of resources. Giving groups also typically include a meaningful degree of social interaction and learning. At least 80 giving groups or networks have been identified in the UK and Ireland (Eikenberry & Breeze, 2015) and new groups continue to be discovered.<sup>1</sup> Hundreds more exist in the U.S. and elsewhere (Bearman, 2007a, 2007b; Dean-Olmsted et al., 2014; Eikenberry, 2009; John, Tan, & Ito, 2013; Rockefeller, 2009; Rutnik & Bearman, 2005).

Eikenberry and Breeze (2015) found through interview research there are generally six types of giving circles in the UK and Ireland: Mentored, Live Crowd Funding, Hosted, Independent, Brokers, and Hybrid. They also found that giving circles are formed for various reasons, including grassroots initiatives in response to a need, a desire to ‘do philanthropy differently,’ and as a result of encouragement from staff in hosts and federated networks. Giving circles are active in three main areas: giving money and/or time, making charitable decisions and conducting due diligence, and educating members/organising events. The demographic makeup of participants seems to encompass a range and mix of backgrounds with a *minority* based on a single ethnicity or gender (unlike in the U.S.). People join giving circles to make their giving more meaningful and personal, to normalise giving, to make better giving decisions, to grow philanthropy, to network and socialize, and to achieve social change. Eikenberry and Breeze did not focus on understanding the *impact* of giving circles on participants.

Research in the U.S. suggests participation in giving circles influences members to give more, give more strategically, and give to a wider array and number of organizations (Eikenberry & Bearman, 2009). Participation also increases members’ learning or knowledge about philanthropy, nonprofits, and the community (Eikenberry & Bearman, 2009; Moody, 2009) and deepens social connections (Dean-Olmsted et al., 2014). U.S. giving circles have a mixed influence on members’ attitudes about philanthropy, nonprofit and government roles, and political/social abilities and values (Eikenberry & Bearman, 2009).

Unlike what has been the case in the U.S., many giving groups in the UK are part of a network or federated system and many take on forms or models that do not appear to exist in the U.S. (Eikenberry & Breeze, 2015). Thus, findings on the impact of giving circles on participants in the U.S. may or may not apply in a UK context. This research begins to address this gap by answering the following questions regarding giving circle participants in the UK:

1. Has participation in a giving group/circle influenced members/participants’ *behavior* related to giving, volunteering, and civic engagement?
2. Has participation in a giving group/circle influenced members/participants’ *knowledge or attitudes/beliefs* about giving, volunteering, charities, civic areas, and well-being?

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<sup>1</sup> The most recent count identified 160 giving groups, including sub-teams or groups of giving circle networks.

## Methodology

These research questions were primarily addressed through a survey, administered electronically via Survey Monkey between April 2014 and February 2015, to all or a selection of members/participants in a convenience sample of giving circles or networks (some with several sub-groups or teams within the network) and a control group.

Seven giving circles or networks of circles participated in the survey, including two “mentor” groups focused on engaging young professionals (BeyondMe and The Bread Tin—each with several sub-groups), one “broker” group (Giving What We Can) focused on promoting effective altruism, one “live crowd funding” group (The Funding Network), two “hosted” groups (Medway 100 Fund and Norfolk Future Fund), and one “independent” group (Give Inc.). See Appendix A for an overview of these giving groups.<sup>2</sup> Thus, the sample represents a diversity of varying types of giving circles, with an oversampling of mentor groups. It is fairly reflective of the broader landscape of giving circles in the UK, including that mentored groups account for the largest number of circles and participants (Eikenberry & Breeze, 2015).

Respondents were counted in the survey analysis as “giving group members” if they had participated in a giving group for one month or longer. If a giving group respondent indicated they were “just starting” the group, they were included in the analysis as part of the “control group.” In addition, donors who participated in the survey through the University of Kent (and deemed not to be in a giving circle via a survey question asking about this) were also included in the control group.

In total, about 4,184 people were emailed the survey link (through contacts at each giving group or University of Kent) and 507 people answered part or all of the survey—an overall response rate of 12.1%. The response rate varied by group as shown in Table 1, ranging from a 100% to 5% participation rate. Ultimately, there were 359 useable responses—201 giving group members (56%) and 158 control group respondents (44%).

Table 1: Survey Response Rate by Group

Groups	Number Sent Survey <sup>3</sup>	Number Took All or Part of Survey	Response Rate
BeyondMe	500	171	34.2%
The Bread Tin	79	51	64.5%
Giving What We Can	2,500	156	6.2%
The Funding Network	40	29	72.5%
Give Inc.	33	11	33.3%
Medway 100 Fund	8	8	100%
Norfolk Future Fund	24	15	62.5%
Kent Univ Donors	1,000	66	6.6%
<b>Total</b>	<b>4,184</b>	<b>507</b>	<b>12.1%</b>

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<sup>2</sup> It should be noted that the groups under study continue to evolve and this data was collected only at one point in time. For example, right before the data collection took place, BeyondMe had recently transitioned in September 2014 from an earlier model and taken on a new name (previously it was Young Philanthropy). Thus, the existing and past members are more likely to reflect the impact of the previous model rather than the new model. See Appendix A for more details.

<sup>3</sup> BeyondMe sent the survey to active and past members (of then Young Philanthropy) and to all new (just starting) BeyondMe team founders. The Funding Network sent the survey to a selection of their most active members. All of the other groups sent the survey to their entire mailing lists of members/participants.

In the case of Giving What We Can (GWWC), it appears the survey was sent to all members, including those outside of the UK. To keep the survey focused only on the UK, GWWC respondents (as well as a few members from other groups who indicated they were living outside the UK) were omitted from the analysis. In addition, respondents were omitted from analyses if they did not indicate how long they had been in the giving group. Finally, responses related to number of organisations supported and amount of giving and volunteering that were three standard deviations from the mean were excluded from the analysis related to those questions.

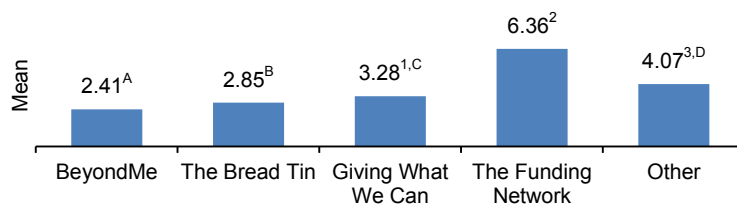
Table 2 provides a summary of the length of current or past participation of giving group respondents (respondents were asked: About how long have you participated or did you participate in this giving group?). About one-third of respondents were just starting the group so were included in the analysis as part of the control group.

Table 2: Survey Respondents by Length Participated and Giving Group

	All Respondents		BeyondMe		The Bread Tin		GWWC		TFN		Other Groups	
	#	%	#	%	#	%	#	%	#	%	#	%
Just started	92	31%	64	46%	10	29%	17	26%	0	0%	1	3%
1 to 6 months	27	9%	13	9%	0	0%	8	12%	0	0%	6	21%
6 months to 1 yr	55	19%	22	16%	15	44%	13	20%	0	0%	5	17%
1 to 2 years	50	17%	27	19%	5	15%	11	17%	2	8%	5	17%
2 to 3 years	28	10%	10	7%	2	6%	5	8%	4	16%	7	24%
3 to 4 years	13	4%	4	3%	2	6%	5	8%	2	8%	0	0%
4 years or more	28	10%	0	0%	0	0%	6	9%	17	68%	5	17%
<b>Total</b>	<b>293</b>		<b>140</b>		<b>34</b>		<b>65</b>		<b>25</b>		<b>29</b>	

Comparing across groups, on average, respondents from BeyondMe had a significantly shorter length of participation (1 year or less) than most of the other groups, while respondents from The Funding Network (TFN) had a significantly longer length of participation on average (about 4 years) compared to all other groups. This difference reflects in part that the groups have existed for different lengths of time, with BeyondMe, The Bread Tin, and GWWC only having formed in the last few years and TFN having existed since 2002. The Other Groups categorized together for analysis' (Give Inc.; Medway 100 Fund; and Norfolk Future Fund) average participation length (1-2 years) was also significantly longer than BeyondMe, The Bread Tin, and GWWC.

Figure 1: Mean Length of Participation by Giving Group<sup>4</sup>



\* Statistically significant at 95%: 1 > A; 2 > A,B,C,D; 3 > A,B,C<sup>5</sup>

<sup>4</sup> Mean was calculated using the following: 1 = Just started, 2 = 1 to 6 months, 3 = 6 months to 1 year, 4 = 1 to 2 years, 5 = 2 to 3 years, 6 = 3 to 4 years, 7 = 4 years or more.

<sup>5</sup> This guide shows that the category marked as 1 (Giving What We Can) is significantly greater than the category marked A (BeyondMe); the category marked 2 (The Funding Network) is significantly greater than the categories marked A, B, C, D (BeyondMe, The Bread Tin, Giving What We Can, and Other Groups); and the category marked 3

Two-thirds of respondents indicated they participate in only one giving group while about one-third said they participated in more than one giving group.

Table 3: Number of Giving Groups Participated in Last 5 Years

	Giving Group Respondents	
	Count	Column %
1 Group	187	67%
2 Groups	55	20%
3+ Groups	37	13%
<b>Total</b>	279	

Table 4 provides a summary of the key characteristics of the survey respondents included in the data analysis. The demographic characteristics of the giving group and control group respondents are largely similar except for a few areas noted in blue where they are significantly different. These include that the control group has **more**:

- Males—55% in the control group compared to 44% in the giving group.
- People of Asian background—9% of the control group and only 2% of the giving group.
- Retirees—16% of the control group and 7% of the giving group.
- People living in South East England and East Midlands—23% and 6% of the control group versus 12% and 1% of the giving group.
- People living less than 1 year in a community—19% of the control group and 8% of the giving group.
- People who are single/not married—51% of the control group and 37% of the giving group.

And the control group has **fewer**:

- 30 to 39 year-olds—32% of the giving group and 17% of the control group. (There was no significant difference between mean ages of the two groups.)
- People “finding it difficult on present income”—making up 2% of the control group but 8% of the giving group.
- People in a married or in a long-term partnership—43% of the control group compared to 56% of the giving group.

Table 4: Key Demographic Characteristics of Respondents, Comparing Giving Group with Control Group

	Demographics of Respondents							
	All Respondents		Giving Group			Control Group		
	Count	Column %	Count	Column %	Row %	Count	Column %	Row %
<b>Group Membership</b>								
BeyondMe	140	39%	76	38%	54%	64	41%	46%
The Bread Tin	34	9%	24	12%	71%	10	6%	29%
Giving What We Can	65	18%	48 <sup>6</sup>	24%	74%	17	11%	26%
The Funding Network	25	7%	25	12%	100%	0	0%	0%
Other Giving Groups (Give, Inc.; Medway 100 Fund; Norfolk Future Fund)	29	8%	28	14%	97%	1	1%	3%
Kent Univ Donors	66	18%	0	0%	0%	66	42%	100%

(Other Groups) is significantly greater than A, B, C (BeyondMe, The Bread Tin, and Giving What We Can). A similar format is used throughout the report.

<sup>6</sup> Cells highlighted in blue indicate a significant difference at 95% confidence level.



	Demographics of Respondents							
	All Respondents		Giving Group			Control Group		
	Count	Column %	Count	Column %	Row %	Count	Column %	Row %
<b>Total</b>	<b>359</b>		<b>201</b>		<b>56%</b>	<b>158</b>		<b>44%</b>
<b>Gender</b>								
Female	163	51%	99	55%	61%	64	45%	39%
Male	158	49%	79	44%	50%	79	55%	50%
Identify with other gender	1	0%	1	1%	100%	0	0%	0%
<b>Total</b>	<b>322</b>		<b>179</b>			<b>143</b>		
<b>Age</b>								
20 to 29	95	30%	49	27%	52%	46	33%	48%
30 to 39	82	26%	58	32%	71%	24	17%	29%
40 to 49	49	15%	27	15%	55%	22	16%	45%
50 to 59	38	12%	18	10%	47%	20	14%	53%
60 to 69	36	11%	15	8%	42%	21	15%	58%
70 to 79	15	5%	10	6%	67%	5	4%	33%
80 and over	4	1%	2	1%	33%	2	1%	67%
<b>Total</b>	<b>319</b>		<b>179</b>			<b>140</b>		
<b>Race / Ethnicity</b>								
Asian	16	5%	4	2%	25%	12	9%	75%
Black/African/Caribbean	5	2%	3	2%	60%	2	1%	40%
Mixed/Multi ethnic grp	8	2%	4	2%	50%	4	3%	50%
White	284	88%	163	91%	57%	121	86%	43%
Other race/ethnic group	8	2%	6	3%	75%	2	1%	25%
<b>Total</b>	<b>321</b>		<b>180</b>			<b>141</b>		
<b>Income</b>								
£0-£10000	10	3%	7	4%	70%	3	2%	30%
£10,001-£34370	97	31%	50	29%	52%	47	34%	48%
£34,371-£50,000	61	20%	32	19%	52%	29	21%	48%
£50,001-£75,000	52	17%	28	16%	54%	24	17%	46%
£75,001-£100,000	39	13%	20	12%	51%	19	14%	49%
£100,001-£150,000	30	10%	20	12%	67%	10	7%	33%
£150,001-£250,000	11	4%	7	4%	64%	4	3%	36%
£250,001-£500,000	6	2%	4	2%	67%	2	1%	33%
£500,001-£999,999	3	1%	3	2%	100%	0	0%	0%
£1m or above	1	0%	1	1%	100%	0	0%	0%
<b>Total</b>	<b>310</b>		<b>172</b>			<b>138</b>		
<b>Feeling About Present Income</b>								
Living comfortably	196	67%	96	62%	49%	100	72%	51%
Getting by	77	26%	43	28%	56%	34	25%	44%
Finding it difficult	16	5%	13	8%	81%	3	2%	19%
Finding it very difficult	3	1%	2	1%	67%	1	1%	33%
<b>Total</b>	<b>292</b>		<b>154</b>			<b>138</b>		
<b>Education</b>								
Qualifications achieved at school (O or A levels)	15	5%	12	7%	80%	3	2%	20%
Undergraduate degree	145	45%	79	44%	54%	66	47%	46%
Post-graduate degree	127	40%	66	37%	52%	61	43%	48%
Other qualifications	34	11%	23	13%	68%	11	8%	32%
<b>Total</b>	<b>321</b>		<b>180</b>			<b>141</b>		
<b>Employment</b>								
For profit business/corp	172	55%	99	57%	58%	73	53%	42%
Public or govt org	42	14%	28	16%	67%	14	10%	33%
Charitable org	20	6%	11	6%	55%	9	7%	45%
Social enterprise/hybrid	6	2%	4	2%	67%	2	1%	33%
Self-employed	26	8%	14	8%	54%	12	9%	46%

	Demographics of Respondents							
	All Respondents		Giving Group			Control Group		
	Count	Column %	Count	Column %	Row %	Count	Column %	Row %
Retired	35	11%	13	7%	37%	22	16%	63%
Not currently in paid employment	10	3%	5	3%	50%	5	4%	50%
<b>Total</b>	<b>311</b>		<b>174</b>			<b>137</b>		
<b>Region Live</b>								
London	199	62%	120	66%	60%	79	56%	40%
South East England	53	16%	21	12%	40%	32	23%	60%
South West England	12	4%	9	5%	75%	3	2%	25%
Eastern England	16	5%	11	6%	69%	5	4%	31%
West Midlands England	6	2%	2	1%	33%	4	3%	67%
East Midlands England	9	3%	1	1%	11%	8	6%	89%
North East & Yorkshire England	7	2%	3	2%	43%	4	3%	57%
North West England	7	2%	6	3%	86%	1	1%	14%
Northern Ireland	2	1%	2	1%	100%	0	0%	0%
Scotland	4	1%	2	1%	50%	2	1%	50%
Wales	4	1%	1	1%	25%	3	2%	75%
Other	3	1%	3	2%	100%	0	0%	0%
<b>Total</b>	<b>322</b>		<b>181</b>			<b>141</b>		
<b>Years in Community</b>								
Less than 1 year	40	13%	14	8%	35%	26	19%	65%
1-2 years	41	13%	25	14%	61%	16	11%	39%
2-3 years	29	9%	21	12%	72%	8	6%	28%
3-4 years	14	4%	7	4%	50%	7	5%	50%
4-6 years	22	7%	15	8%	68%	7	5%	32%
5 years or more	173	54%	97	54%	56%	76	54%	44%
<b>Total</b>	<b>319</b>		<b>179</b>			<b>140</b>		
<b>Religious Attendance</b>								
Never	146	45%	83	46%	57%	63	45%	43%
Occasionally	118	37%	63	35%	53%	55	39%	47%
Nearly every week	34	11%	19	11%	56%	15	11%	44%
More than once a week	23	7%	15	8%	65%	8	6%	35%
<b>Total</b>	<b>321</b>		<b>180</b>			<b>141</b>		
<b>Marital Status</b>								
Married/long-term partner	160	50%	100	56%	63%	60	43%	38%
Widowed	7	2%	4	2%	57%	3	2%	43%
Divorced or separated	13	4%	8	4%	62%	5	4%	38%
Single	138	43%	66	37%	48%	72	51%	52%
<b>Total</b>	<b>318</b>		<b>178</b>			<b>140</b>		
<b>Children at Home</b>								
0	260	87%	145	86%	56%	115	88%	44%
1	20	7%	13	8%	65%	7	5%	35%
2	13	4%	6	4%	46%	7	5%	54%
3	4	1%	3	2%	75%	1	1%	25%
4	1	0%	1	1%	100%	0	0%	0%
<b>Total</b>	<b>298</b>		<b>168</b>			<b>130</b>		

The survey was based on a similar one administered in the U.S. by Eikenberry and Bearman (2009), but with several modifications and additions to fit the local context and after extensive discussion with and

input from several giving groups in the UK. In addition, some giving groups and the control group received slightly different versions of the survey but all received the same basic questions.<sup>7</sup>

To analyze the data, the original Survey Monkey data files were combined in Excel and then loaded into SPSS and Market Sight. All data were checked to ensure they were the correct data type (numeric or string) and measure (nominal or scale) for the analyses that would be required. A data label and value guide were also created. Within the master Excel data file, fields were named to match the questions to which they corresponded. Labels were created for fields and their values to ensure final reports were clear and easy to read.

Frequencies and percentages were calculated for all items and means were calculated whenever applicable. Descriptive statistics were created based on all respondents, comparing giving group respondents to control group respondents, and comparing across giving groups. Crosstabs were then created using SPSS Custom Tables and Market Sight for questions that contained at least one nominal response field. Z-tests were performed to determine whether percentages were statistically significantly different and t-tests were performed to determine whether means were statistically significantly different. When two continuous numeric variables were examined, correlations were performed.

The survey findings are supplemented with findings from interviews conducted with giving circle members—22 conducted as part of an earlier study (Eikenberry & Breeze, 2015) and 8 more conducted as part of the current study—and other documentation produced by giving circles. Combined, the members interviewed came from different types of giving circles, including from: mentor groups (9 or 40.9%), independent groups (6, 27.2%), Live Crowd Funding groups (3, 13.6%), Hybrid group (2, 9.0%), Broker group (1, 4.5%), and Hosted group (1, 4.5%). Secondary data from previous research, publications and testimonials from were also included in the analysis.

MAX QDA qualitative data analysis software was used to systematically organize, code, and analyze the data from interviews, documents, and notes. Analysis followed a strategy that involved an iterative process of contextualizing and categorizing strategies. This process included: listening to the entire interview and reading transcripts and other documents completely through to get a sense of the whole, re-reading and coding segments, re-coding and grouping codes into broad clusters of similar topics or nodes, primarily around the research questions though allowing for emergent topics. These clusters were then iteratively re-coded into more specific and simplified nodes, creating “trees.”

## Results

This section provides a presentation of the results, focusing on impact on the areas of giving and volunteering, and the charitable sector; giving; volunteering; civic knowledge, attitudes/beliefs and engagement; and well-being.

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<sup>7</sup> For example, each group received a bespoke link to the survey so the giving group’s name could be included in some of the questions. In addition, some Bread Tin members received a pilot version of the survey so were not asked all of the questions. The BeyondMe and TFN survey included some additional bespoke questions of particular interest to the group. The Kent University donor control group were asked a couple of additional questions to determine if they were affiliated with a giving group. For a copy of this last survey, which includes all of the questions also asked of the giving groups, go to:

<https://drive.google.com/file/d/0B0D7zXPukgEQbHliY2EzNkRiNjQ/view?usp=sharing>.

## Giving, Volunteering and the Charitable Sector

Giving group members were asked generally about the impact of the giving group on their behaviors, learning/development, and attitudes/beliefs related to volunteering and giving and the charitable sector. In this section are questions that pertain to these areas broadly; below are sections that focus on questions related directly to giving and volunteering respectively.

### Behaviors

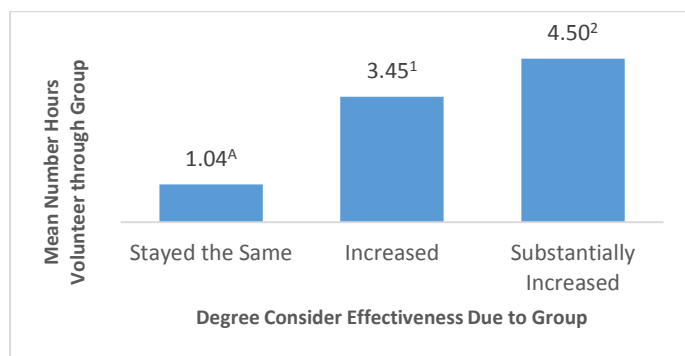
Regarding the impact of the giving group on behaviors related to volunteering and giving, 56% of giving group respondents said the giving group increased or substantially increased the degree to which they **consider the effectiveness** (i.e. number of lives saved per £ spent) **of organisations they support**. The mean for this item was 3.68 on a scale from 1 = substantially decrease to 5 = substantially increase.

Table 5: Degree Consider Effectiveness of Organisations Supported Due to Giving Group

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Substantially increased	17	12%		
Increased	60	44%		
Stayed the same	59	43%		
Decreased	1	1%		
<b>Total</b>	137		3.68	0.70

Respondents who said their consideration of the effectiveness of organisations supported due to the giving group increased (N=53) and substantially increased (N=14) were on average significantly more likely than those who said it stayed the same (N=51) to volunteer a higher mean number of hours as part of or due to the giving group in one month. Respondents who said their consideration of the effectiveness of organisations had substantially increased volunteered 4.50 hours per month through the group on average compared to respondents who said it remained the same, volunteering only 1.04 hours per month through the group. While the number of respondents is relatively small, this finding indicates an association between volunteering through the group and consideration of effectiveness of organisations supported.

Figure 2: Degree Consider Effectiveness of Organisations Supported Due to Giving Group by Mean Number of Hours Volunteered through the Group



\*Statistically significant at 95%: 1,2 > A

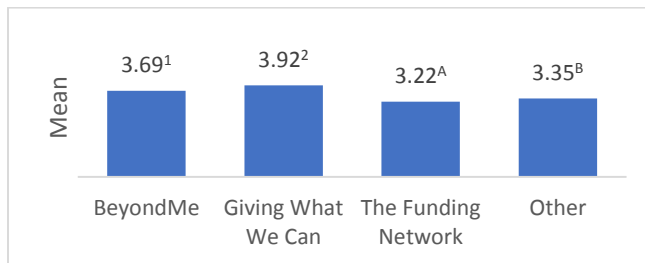
In addition, 53% of giving group respondents said the giving group increased or substantially increased the degree to which they **conduct research** to inform their giving and volunteering. The mean for this item was 3.61 on a scale from 1 = substantially decrease to 5 = substantially increase.

Table 6: Degree Conduct Research to Inform Giving and Volunteering Due to Giving Group

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Substantially increased	13	9%		
Increased	61	44%		
Stayed the same	63	45%		
Decreased	2	1%		
<b>Total</b>	139		3.61	0.68

Respondents from BeyondMe (N=74) and GWWC (N=25) were significantly more likely on average than respondents from TFN (N=23) to say that participation in the group increased the degree to which they conduct research to inform giving and volunteering. GWWC respondents were also significantly more likely on average than respondents in Other Groups (N=17) to say this is the case. The Bread Tin respondents did not receive this question.

Figure 3: Degree Conduct Research to Inform Giving and Volunteering, by Giving Group



\*Statistically significant at 95%: 1 > A; 2 > A,B  
 1 = substantially decrease; 5 = substantially increase

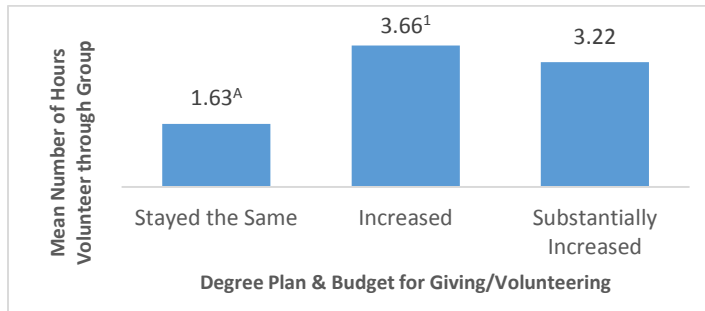
Finally, a little less than half or 46% of giving group respondents said the giving group helped to increase or substantially increase the degree to which they **plan and budget for giving and volunteering**. The mean for this item was 3.56 on a scale from 1 = substantially decrease to 5 = substantially increase. Differences across the giving groups were small and not significant for this area.

Table 7: Degree Plan and Budget for Giving and Volunteering due to Giving Group

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Substantially increased	16	10%		
Increased	58	36%		
Stayed the same	88	54%		
<b>Total</b>	162		3.56	0.67

The mean number of hours volunteered per month as part of the giving group was significantly higher for those who said their planning and budgeting increased (3.66 hours; N=44) than for those who said it stayed the same (1.63 hours; N=68), suggesting an association between hours volunteered through the group and degree of planning and budgeting.

Figure 4: Degree to Which Plan and Budget for Giving and Volunteering and Mean Number of Hours Volunteered through the Giving Group



\*Statistically significant at 95%: 1 > A

### Knowledge/Attitudes

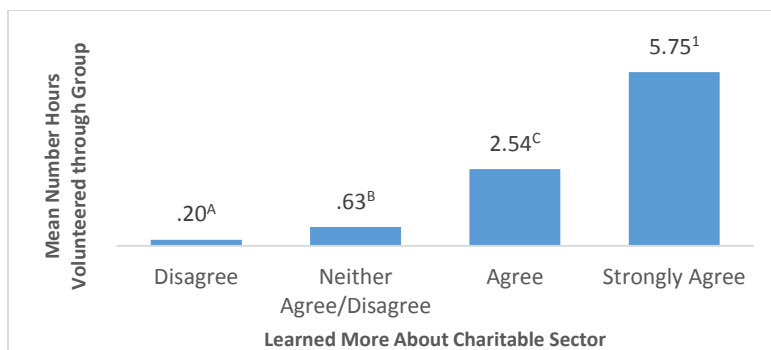
One of the areas with the most agreement by respondents on impact of the giving group was learning more about the **charitable sector** and **how charitable organisations operate**. Among giving group respondents, 78% agreed or strongly agreed the giving group helped them learn in this area. The mean for this item was 3.93 with 1 = strongly disagree to 5 = strongly agree.

Table 8: Learned More about the Charitable Sector and How Charitable Organisations Operate

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Strongly agree	33	20%		
Agree	94	58%		
Neither agree/Disagree	29	18%		
Disagree	6	4%		
Strongly disagree	1	1%		
<b>Total</b>	163		3.93	0.76

The extent to which respondents agreed that they learned more about the charitable sector and how charitable organisations operate due to the giving group may be associated with mean number of hours volunteered per month through the giving group. The mean number of hours volunteered for those who strongly agreed (5.75 hours; N=16) was significantly higher than the means for those who just agreed (2.54 hours; N=76) or neither agreed nor disagreed (.63 hours; N=24).

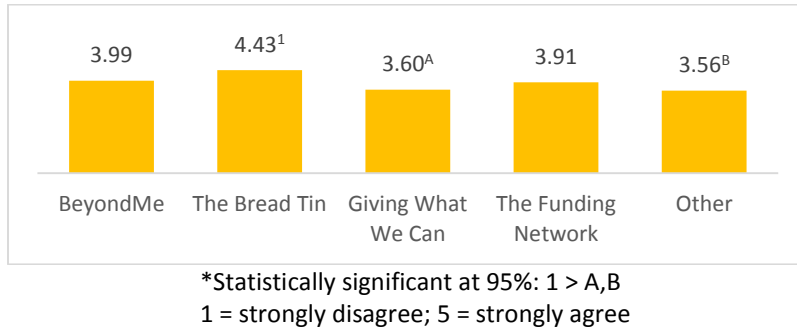
Figure 5: Learned More about the Charitable Sector and How Charitable Organisations Operate by Mean Number of Hours Volunteered through the Group



\*Statistically significant at 95%: 1 > A,B,C

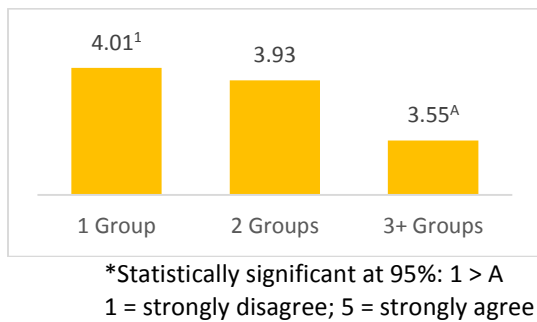
Respondents from The Bread Tin (N=23) were significantly more likely on average to agree they **learned more about the charitable sector and how charitable organisations operate** due to the giving group than respondents from GWWC (N=25) and Other Groups (N=18).

Figure 6: Learned More about the Charitable Sector and How Charitable Organisations Operate, by Giving Group



Contrary to what was expected, respondents in three or more giving groups (N=22) were significantly *less likely* than respondents in only one giving group (N=110) to agree that the giving group helped them learn more about the charitable sector and how charitable organisations operate. Respondents in two groups (N=29) were also less likely to agree with this statement but the difference was not significant. This might indicate that the impact on learning wanes as the number of giving circles increases or those who participate in several groups are already very involved in and knowledgeable about the charitable sector, so there’s not much more to learn as part of the group.

Figure 7: Learned More about the Charitable Sector and How Charitable Organisations Operate, by Number of Giving Groups



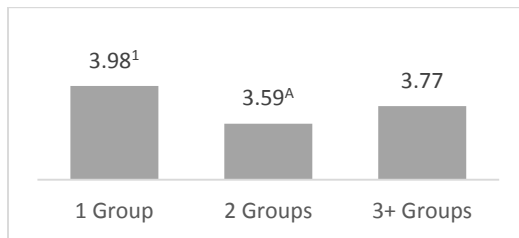
Three-fourths or 75% of giving group respondents agreed or strongly agreed the giving group helped them learn more about **evaluation and assessment of charitable programs or organisations**. The mean for this item was 3.89 with 1 = strongly disagree to 5 = strongly agree.

Table 9: Learned More about Evaluation and Assessment of Charitable Programs or Organisations

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Strongly agree	33	20%		
Agree	89	55%		
Neither agree/Disagree	31	19%		
Disagree	10	6%		
<b>Total</b>	163		3.89	0.79

However, respondents in two giving groups (N = 29) were significantly *less likely* to agree that the giving group helped them learn more about evaluation and assessment of charitable programs or organisations than respondents in only one giving group (N = 110). Respondents in three or more groups (N=22) were also less likely to agree with this statement but the difference was not significant. Here again, it may indicate that the impact on learning wanes as the number of giving circles increases.

Figure 8: Learned More about Evaluation and Assessment of Charitable Programs or Organisations, by Number of Giving Groups



\*Statistically significant at 95%: 1 > A  
 1 = strongly disagree; 5 = strongly agree

Among various areas of impact brought up in interviews with members of giving circles, learning was most frequent. This includes, learning about the funding area of focus, (new) projects/causes, the needs of others, how to cope with having wealth, how to do philanthropy, and about what's going on in the community. This learning happened most often informally through other members and the process of giving away resources. As a member of one independent giving circle that had no formal education process, noted:

...we talk about the quite often you know say for example it's about a project to help children being abused. So you know one member...a teacher will say yeah you know I have problems with that with my kids in class, they bring problems in from home, I help them and stuff. So you know or somebody else will talk about a third world health initiative and somebody will say well I know a bit about that. So we normally we have when we make a collection and you know we think about clean water or good eyesight or famine or...you know so we give some thought to all of these issues.—Independent 2

Likewise, a member of a giving circle with a more formal decision-making process said:

So I learned a huge amount through it, not only the support side of being with other people who were in similar situation and more choices in their life, but also about how you would approach charity, how you'd assess it, how you'd evaluate it, how you say no, which is quite a crucial thing and all that sort of thing...--Hybrid 1a

An impact report of The Funding Network done in 2012 also found that 66% of members surveyed said they were better informed due to TFN.

Among giving group respondents, 71% agreed or strongly agreed the giving group developed or solidified their **long-term commitment to giving and volunteering**. The mean for this item was 3.85 with 1 = strongly disagree to 5 = strongly agree.

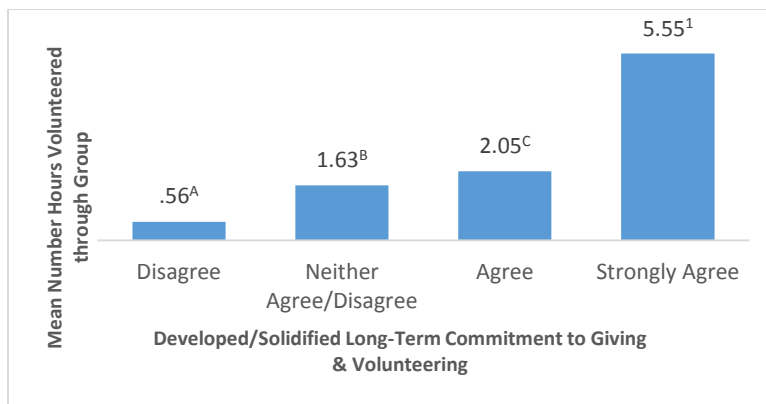


Table 10: Developed or Solidified a Long-Term Commitment to Giving and Volunteering

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Strongly agree	34	21%		
Agree	81	50%		
Neither agree/Disagree	38	23%		
Disagree	10	6%		
<b>Total</b>	163		3.85	0.82

The extent of agreement that the giving group helped respondents develop a long-term commitment to giving and volunteering may be associated with mean number of hours volunteered through the group. The mean for those who strongly agreed (5.55 hours; N=22) was significantly higher than for all other respondents (2.05 hours or less; N=100).

Figure 9: Developed or Solidified a Long-Term Commitment to Giving and Volunteering by Mean Number of Hours Volunteered through the Group



\*Statistically significant at 95%: 1 > A,B,C

Table 11 shows data on various attitudes and beliefs about giving, volunteering and the charitable sector, comparing giving group respondents to control group respondents. The data indicate significant differences (highlighted in blue) between the two groups. Giving group respondents were **significantly more likely** than the control group to agree that:

- Giving money and volunteering can have a positive impact on the health of a community.
- They understand the issues and challenges facing charitable organisations, and
- They have a long-term commitment to giving and volunteering.

Table 11: Attitudes/Beliefs about Giving, Volunteering, and the Charitable Sector

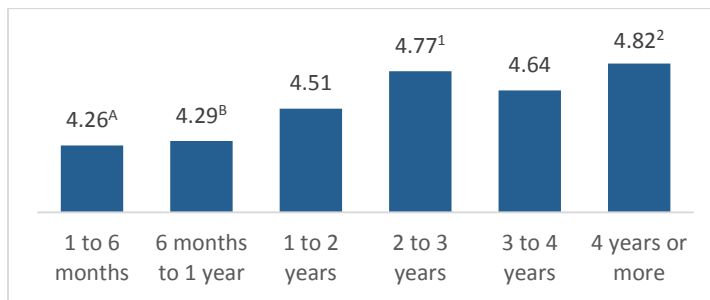
	Giving Group				Control Group			
	Count	Column %	Mean	Std. Dev.	Count	Column %	Mean	Std. Dev.
Giving money and volunteering can have a positive impact on the health of a community								
Strongly agree	116	59%			67	46%		
Agree	79	40%			70	48%		
Neither agree/Disagree	3	2%			8	5%		
Strongly disagree	0	0%			1	1%		
<b>Total</b>	198		4.57	0.53	146		4.39	0.63

	Giving Group				Control Group			
	Count	Column %	Mean	Std. Dev.	Count	Column %	Mean	Std. Dev.
I understand the issues and challenges facing charitable organisations								
Strongly agree	49	25%			25	17%		
Agree	107	54%			71	49%		
Neither agree/Disagree	34	17%			40	28%		
Disagree	7	4%			9	6%		
<b>Total</b>	197		4.01	0.75	145		3.77	0.81
I have a long-term commitment to giving and volunteering								
Strongly agree	100	57%			60	42%		
Agree	66	38%			61	43%		
Neither agree/Disagree	9	5%			17	12%		
Disagree	0	0%			4	3%		
<b>Total</b>	175		4.52	0.60	142		4.25	0.77

5 = Strongly agree, 4 = Agree, 3 = Neither agree/disagree, 2 = Disagree, 1 = Strongly disagree

Giving group participants were also more likely to agree they have a **long-term commitment to giving and volunteering** the longer they participated or had participated in a giving group. In particular, participants in a group for 2 to 3 years (N=26) or 4 years or more (N=28) were significantly more likely to agree with this than respondents who participated for 1 month to a year (N=65).

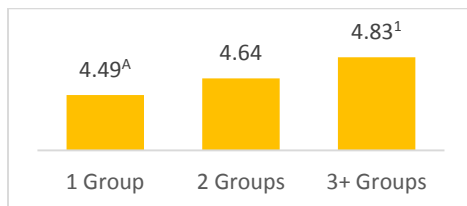
Figure 10: Long-Term Commitment to Giving and Volunteering, by Length of Participation in Giving Group



\*Statistically significant at 95%: 1 > A,B; 2 > A,B  
1 = strongly disagree; 5 = strongly agree

In addition, the more giving groups a respondent participated in, the more they agreed giving money and volunteering can have a positive impact on the health of a community. Respondents in three or more giving groups (N=29) were significantly more likely on average to agree with this than those in only one giving group (N=128).

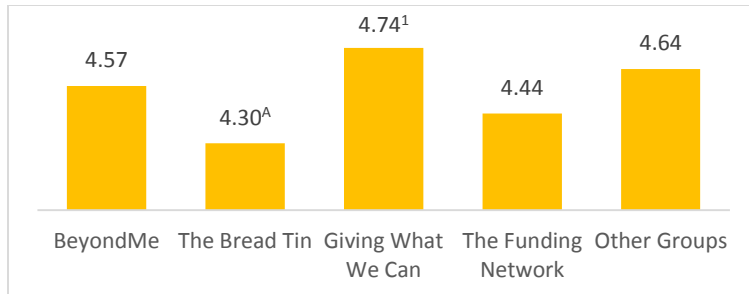
Figure 11: Giving Money and Volunteering Can Have a Positive Impact on the Health of a Community, by Number of Giving Groups



\*Statistically significant at 95%: 1 > A  
1 = strongly disagree; 5 = strongly agree

GWWC respondents (n=46) were the most likely of all the giving groups to agree that giving money and volunteering can have a positive impact on the health of the community. GWWC respondents' mean in this area (4.74) was significantly higher than that for The Bread Tin (4.30, n=23).

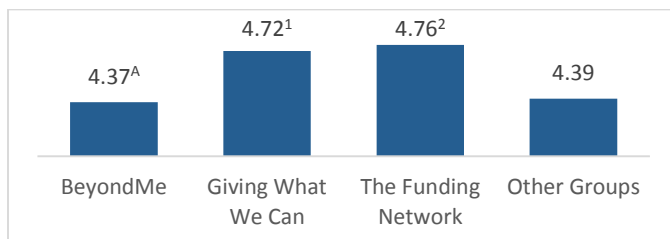
Figure 12: Giving Money and Volunteering Can Have a Positive Impact on the Health of a Community, by Giving Group



\*Statistically significant at 95%: 1 > A  
 1 = strongly disagree; 5 = strongly agree

Respondents from GWWC (N=46) and TFN (N=25) were on average significantly more likely to agree than respondents in BeyondMe (N=76) that they have a long-term commitment to giving and volunteering. The Bread Tin respondents did not receive this question.

Figure 13: Long-Term Commitment to Giving and Volunteering, by Giving Group



\*Statistically significant at 95%: 1, 2 > A  
 1 = strongly disagree; 5 = strongly agree

## Giving

This section focuses on questions related to giving behaviors, learning/development, and motivations.

### Amount of Giving

Among giving group respondents, 77% said the giving group caused them to increase or substantially increase **the amount they give each year**. The mean for this item was 3.93 with 1 = substantially decrease and 5 = substantially increase; one of the highest means among all the items measuring the impact of giving groups on behaviors, learning/development, and motivations.

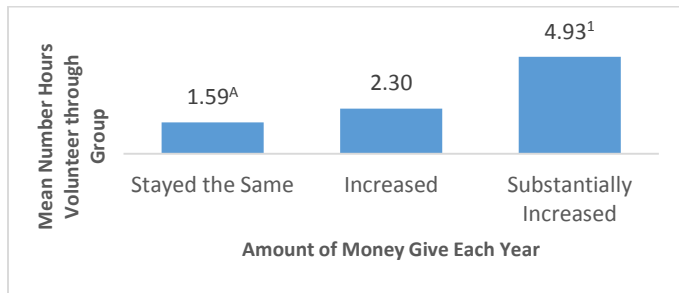
Table 12: Changed Amount of Money Given Each Year Due to Giving Group

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Substantially increased	26	16%		
Increased	101	61%		
Stayed the same	38	23%		
<b>Total</b>	165		3.93	0.62

A perceived increase or expansion in giving was also brought up frequently in interviews with members. In addition, reports on impact done by TFN in 2012 found that 66% of TFN members said they give more to charity as a result of their participation in TFN and 40% of YTFN (TFN geared to young people) said they donated more to charity.

The extent to which giving group respondents said the total amount of money they give each year increased due to the giving group may be associated with mean number of hours volunteered per month through the giving group. The mean number of hours volunteered for those who said it substantially increased (4.93 hours; N=14) was significantly higher than for those who said it stayed the same (1.59 hours; N=27).

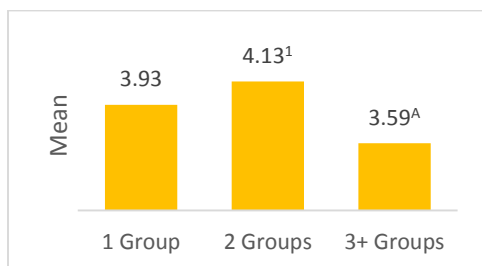
Figure 14: Change in Amount of Money Give Each Year and Mean Number of Hours Volunteer through the Giving Group



\*Statistically significant at 95%: 1 > A

Contrary to what was expected, respondents in three or more giving groups (N=22) were significantly *less likely* to say their giving had increased due to the giving group compared to respondents in two giving groups (N=30).

Figure 15: Change in Amount Giving Each Year, by Number of Giving Groups



\*Statistically significant at 95%: 1 > A

1 = substantially decrease; 5 = substantially increase

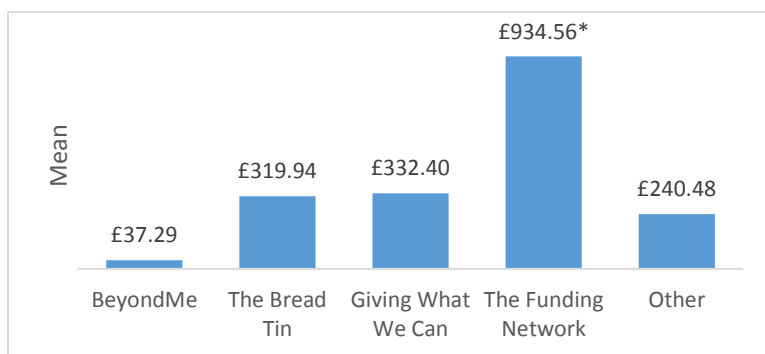
Giving group respondents **gave significantly more** in total per month on average than the control group (£235 vs. £114 per month). This difference is largely due to giving by those with household incomes of £75,001 or above. In this income category, giving group respondents gave significantly more per month (£353.42) than did control group respondents (£102.83).

Table 13: Number of Organisations Given To and Amount Given, Giving Group Compared to Control Group

	Giving Group							Control Group						
	Count	Mean	Med	Std. Dev.	Min	Max	Sum	Count	Mean	Med	Std. Dev.	Min	Max	Sum
Orgs gave to past 12 months	173	7.51	6.00	6.87	0.00	54.00	1299.00	145	7.01	6.00	5.01	0.00	30.00	1017.00
Amount given per month	173	<b>£235</b>	£45	£589	£0	£3,500	£40,622	143	<b>£114</b>	£40	£288	£0	£2,400	£16,311

TFN respondents were significantly more likely to give more per month on average than respondents in all other groups. The differences in part may be due to different expectations about how much to give through the group (see below) as well as differences in ages and incomes of members.

Figure 16: Mean Total Amount of Money Given Each Month, by Giving Group



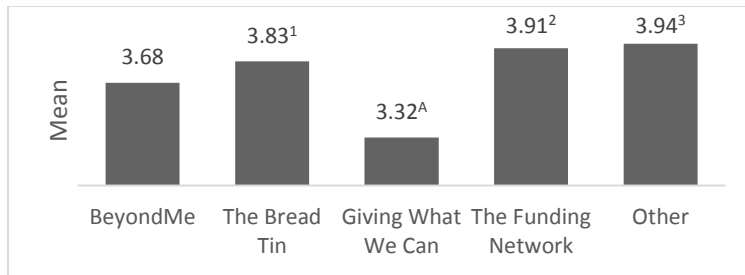
Additionally, 66% of giving group respondents said the giving group has caused them to increase or substantially increase the **number of organisations** they give to each year. The mean for this item was 3.71 with 1 = substantially decrease and 5 = substantially increase.

Table 14: Change in Number of Organisations Give To Each Year Due to Giving Group

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Substantially increased	10	6%		
Increased	98	60%		
Stayed the same	51	31%		
Decreased	3	2%		
<b>Total</b>	162		3.71	0.61

Respondents in The Bread Tin (N=23), TFN (N=23) and Other Groups (N=18) were on average significantly more likely than respondents in GWWC (N=25) to say they increased the number of organisations they give to each year due to the group.

Figure 17: Change in Number of Organisations Give To Each Year Due to Giving Group, by Giving Group

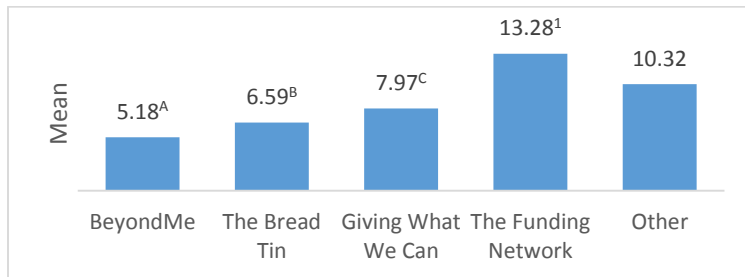


\*Statistically significant at 95%: 1, 2, 3 > A  
 1 = substantially decrease and 5 = substantially increase

Giving group respondents also indicated they gave to a greater number of organisations in the past 12 months (7.51) then the control group (7.01) but the difference was not significant (See Table 13).

TFN respondents (N=18) were significantly more likely to give to a larger number of organizations on average per year than respondents in BeyondMe (N=73), The Bread Tin (N=22), and Giving What We Can (N=25). Respondents in Other Groups (N=25) were also significantly more likely to give to a larger number of organizations on average per year than respondents in BeyondMe. These differences may be explained to some degree by the focus of each group: BeyondMe and The Bread Tin models support one organisation over the course of a year, GWWC recommend only a small number of charities, and TFN and Other Groups tend to support many organisations each year.

Figure 18: Number of Organisations Give to Each Year, by Giving Group



\*Statistically significant at 95%: 1 > A, B, C; 2 > A

Giving group respondents indicated they typically give on average £59 per month as part of or due to the giving group. As Table 15 shows, the average amount of giving through the group varies across groups, with the TFN average the highest and GWWC the lowest. TFN respondents gave significantly more per month through the group than respondents from all of the other giving groups.

Table 15: Amount Given through the Giving Group Each Month, by Giving Group

	Giving Group Respondents						
	Count	Mean	Median	Std. Dev.	Min	Max	Sum
BeyondMe	73	£15	£15	£9	£0	£50	£1,082
The Bread Tin	23	£82	£83	£44	£0	£167	£1,875
Giving What We Can	21	£9	£0	£24	£0	£100	£190
The Funding Network	18	£271	£150	£279	£0	£1,000	£4,870
Other Groups	15	£53	£30	£63	£15	£250	£796
<b>All groups</b>	<b>150</b>	<b>£59</b>	<b>£19</b>	<b>£128</b>	<b>£0</b>	<b>£1,000</b>	<b>£8,813</b>

## Areas of Giving

Table 16 provides a summary of the areas for which respondents indicated they give. There are similarities between the giving group and control group respondents for the most popular areas selected. Both groups listed as their **top areas**: international, overseas relief or development; poverty, homelessness or provision of basic necessities; and health, hospitals, and medical research.

However, the giving group respondents were significantly more likely than the control group to give to:

- Women and girls,
- Ethnic and minority groups, and
- Citizenship or community development.

Table 16: Areas of Giving in Last 12 Months, Giving Group Compared to Control Group

	Giving Group		Control Group	
	Count	Column %	Count	Column %
Arts, culture, heritage, or science	51	25.4%	44	27.8%
Ethnic or minority groups	29	14.4%	7	4.4%
Environment	42	20.9%	37	23.4%
Women and girls	66	32.8%	24	15.2%
Poverty, homelessness or provision of basic necessities	109	54.2%	72	45.6%
Health, hospitals, and medical research	87	43.3%	74	46.8%
Educational purposes	57	28.4%	79	50.0%
Animal welfare	36	17.9%	33	20.9%
Religious purposes	41	20.4%	35	22.2%
Sports and recreation	20	10.0%	20	12.7%
Citizenship or community development	49	24.4%	19	12.0%
International, overseas relief or development	116	57.7%	91	57.6%
Purposes other than above	24	11.9%	22	13.9%
<b>Total</b>	<b>201</b>		<b>158</b>	

Giving group respondents in three or more giving groups were also significantly more likely to give to ethnic and minority groups and for citizenship or community development than those in one or two giving groups.<sup>8</sup> The control group was significantly more likely to give for educational purposes. This might be explained by the fact that a large segment of the control group were donors to an educational institution.

## Reasons for Giving

The top two most common reasons cited for giving were the same for both giving group and control group respondents. Both indicated their top reasons to be: Passion about a particular cause/charity and I can afford to and feel I should (see Table 17).

In addition, the giving group respondents were significantly more likely to list as a top reason for giving because: It makes me feel good. This suggests the giving group respondents are more driven by this motivation than those not in a giving group.

Alternatively, the control group respondents were significantly more likely to list as a top reason for giving: Because a relative, friend or I benefited in the past or may benefit in the future. This suggests the control group respondents are more driven by this motivation than those participating in a giving group.

<sup>8</sup> The numbers of respondents is very small so caution should be used in drawing any firm conclusions.

Although not significantly different, the control group respondents were also more likely than giving group respondents to say they give because a friend or colleague asked.

Table 17: Reasons for Giving, Giving Group Compared to Control Group

	Giving Group		Control Group	
	Count	Column %	Count	Column %
A friend or colleague asked me	37	18.4%	36	22.8%
A representative of a charity asked me	15	7.5%	9	5.7%
Passion about a particular cause/charity	123	61.2%	99	62.7%
I received or saw information about a charity and its work	47	23.4%	35	22.2%
I feel uncomfortable refusing when asked	10	5.0%	9	5.7%
Because of an appeal or campaign in the newspaper, radio or TV	20	10.0%	20	12.7%
I can afford to and feel I should	116	57.7%	84	53.2%
Because of my religion	20	10.0%	23	14.6%
Sometimes I just feel like giving or volunteering	51	25.4%	36	22.8%
Because a relative, friend or I benefited in the past or may benefit in the future	33	16.4%	43	27.2%
It makes me feel good	67	33.3%	38	24.1%
My employer encouraged me	11	5.5%	6	3.8%
For some other reason not listed above or does not apply	13	6.5%	2	1.3%
<b>Total</b>	<b>201</b>		<b>158</b>	

### Giving Approaches

Table 18 provides a summary of data on respondents' approach and strategies related to their giving. The survey asked participants how often each of the statements applied to their giving during the past 12 months. The data indicate several significant differences (highlighted in blue) between the giving group and control group respondents. On average, giving group respondents were significantly more likely than the control group to:

- Consider effectiveness of an organization,
- Conduct research,
- Use organisational performance data,
- Assess how well charities fulfilled their mission or goals, and
- Collaborate with others when making giving decisions.

Giving group respondents were also *more likely* to support efforts that address root causes and attempt systematic solutions; support organisations based on advancing a vision for change; and consider culture, race, class, and/or gender in making decisions, but these differences were not significant.

Supporting an organisation for multiple years was rated as taking place more frequently by control group than giving group respondents.



Table 18: Giving Approaches, Giving Groups Compared to Control Groups

	Giving Group				Control Group			
	Count	Column %	Mean	Std. Dev.	Count	Column %	Mean	Std. Dev.
I considered the <b>effectiveness</b> of an organisation (e.g. most lives saved per £ spent) in making decisions about support.								
Always	46	28%			20	15%		
Frequently	43	26%			34	26%		
Sometimes	45	28%			49	37%		
Never	24	15%			22	17%		
Don't know/Does not apply	5	3%			8	6%		
<b>Total</b>	163		2.70	.75	133		2.42	.96
I supported efforts that address <b>root causes</b> and attempt <b>systematic solutions</b> to address issues.								
Always	29	15%			26	20%		
Frequently	84	44%			44	33%		
Sometimes	63	33%			37	28%		
Never	5	3%			17	13%		
Don't know/Does not apply	9	5%			9	7%		
<b>Total</b>	190		2.76	1.03	133		2.64	.97
I conducted <b>research</b> to help decide which organisations to support.								
Always	34	18%			11	9%		
Frequently	39	21%			15	12%		
Sometimes	68	37%			54	43%		
Never	39	21%			34	27%		
Don't know/Does not apply	6	3%			12	10%		
<b>Total</b>	186		2.70	1.09	126		2.03	.91
I supported organisations based on advancing a <b>vision for change</b> I'd like to see in the world.								
Always	42	22%			24	18%		
Frequently	78	42%			52	39%		
Sometimes	49	26%			38	29%		
Never	10	5%			10	8%		
Don't know/Does not apply	8	4%			9	7%		
<b>Total</b>	187		2.85	.84	133		2.73	.87
I supported an organisation for <b>multiple years</b> .								
Always	34	18%			23	17%		
Frequently	75	40%			56	41%		
Sometimes	46	24%			36	27%		
Never	22	12%			10	7%		
Don't know/Does not apply	11	6%			10	7%		
<b>Total</b>	188		2.68	.92	135		2.74	.85
I used organisational <b>performance data</b> (such as on impact or outcomes) to inform decisions about support.								
Always	16	9%			4	3%		
Frequently	37	20%			12	10%		
Sometimes	59	32%			31	25%		
Never	61	33%			58	47%		
Don't know/Does not apply	13	7%			19	15%		
<b>Total</b>	186		2.05	.97	124		1.64	0.83
I assessed how well charities <b>fulfilled their mission</b> or goals when making decisions about support.								
Always	34	20%			14	11%		
Frequently	52	31%			26	20%		
Sometimes	57	34%			57	45%		
Never	21	12%			20	16%		
Don't know/Does not apply	5	3%			10	8%		
<b>Total</b>	169		2.60	.96	127		2.29	.89

	Giving Group				Control Group			
	Count	Column %	Mean	Std. Dev.	Count	Column %	Mean	Std. Dev.
I asked for input or <b>collaborated with others</b> beyond my family to inform decisions about support.								
Always	16	9%			4	3%		
Frequently	50	27%			14	11%		
Sometimes	50	27%			25	20%		
Never	61	33%			64	51%		
Don't know/Does not apply	10	5%			19	15%		
<b>Total</b>	187		2.12	.99	126		1.61	0.86
I provided <b>general operating funds</b> (unrestricted support to maintain an organisation).								
Always	26	14%			18	14%		
Frequently	51	27%			32	24%		
Sometimes	52	27%			26	20%		
Never	33	17%			36	27%		
Don't know/Does not apply	28	15%			19	15%		
<b>Total</b>	190		2.43	.99	131		2.29	1.09
I considered <b>culture, race, class, and/or gender</b> in making decisions about support.								
Always	12	7%			8	6%		
Frequently	30	17%			17	13%		
Sometimes	54	30%			26	21%		
Never	69	38%			59	47%		
Don't know/Does not apply	16	9%			16	13%		
<b>Total</b>	181		1.91	.94	126		1.76	.97
Scale: 4=Always, 3=Frequently, 2=Sometimes, 1=Never. "Don't know/Does not apply" responses are excluded from means.								

Several giving group members who were interviewed also mentioned that they felt more involved with or thoughtful about their giving due to the giving group. For example, one member of a mentored group said:

The [giving group] has actually encouraged me to think more...about my giving, because I think prior to this I was already giving once a month to a chosen charity, and that was just a standing order. But I think one thing [the giving group] does is they challenge you to think outside of just donating and giving a bit of money, but actually engaging with that giving as well. And so yeah, and I strongly believe in that.

Some members also talked about how their giving is more focused due to the giving group. Another member of a mentored group noted:

...so the money continues to kind of accumulate and then because my donations are less frequent, more focused and because they're less frequent they tend to be larger. I no longer feel that kind of, I'll just give someone £20 kind of thing. I'll choose something, and it's still often to support someone doing a sporting endeavor of some sort but I'll say, what charity do I agree with da da da? I do think more about how the money's being—who is going to use the money.

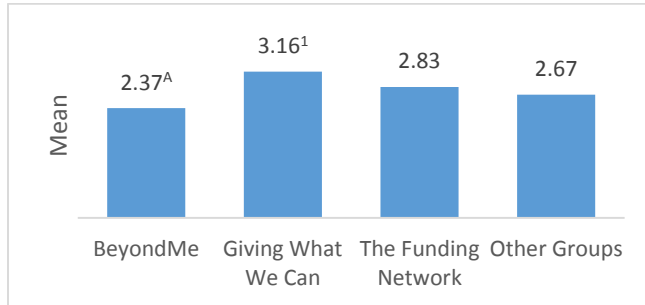
Some also indicated that they pay more attention to efficiency and effectiveness. For example, another member of mentored group said:

And on a kind of journey from, well, departure from, at least, a kind of entirely sort of heart-centered approach to giving, and that kind of very steep ascent into, like, the head approach. I think that's one thing I was surprised by in our process, was it was relatively, yeah, it was like

head-based, and that's not necessarily a criticism, but I was quite surprised by how kind of head-focused we were as a group.

The degree to which giving group respondents indicated they used strategic giving approaches varied by group for several areas. Regarding the consideration of **effectiveness** of an organization in making decisions, on average GWWC (N=43) respondents were significantly more likely than BeyondMe (N=67) respondents to say they always implemented this approach. The Bread Tin participants did not receive this question in the pilot survey.

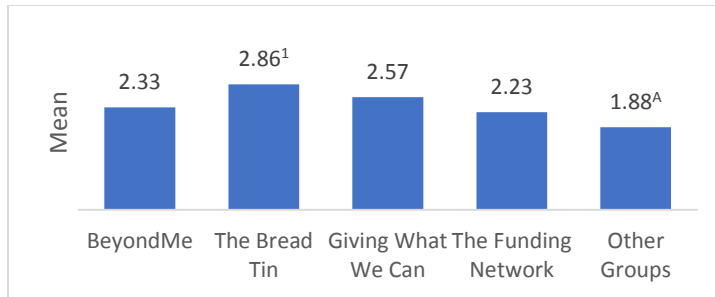
Figure 19: Considered the Effectiveness of an Organisation in Giving, by Giving Group



\* Statistically significant at 95%: 1 > A  
 1=Never, 2=Sometimes, 3=Frequently, 4=Always

Additionally, on average The Bread Tin (N=22) respondents were significantly more likely than Other Groups' (N=25) respondents to say they **conducted research** to help decide which organisations to support. The Bread Tin respondents were most likely among all the groups to say they do this.

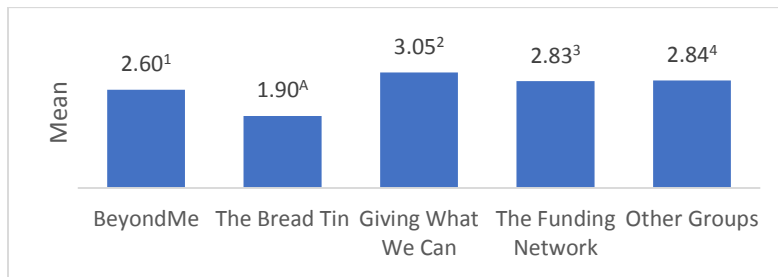
Figure 20: Conducted Research to Help Decide Which Organisations to Support, by Giving Group



\* Statistically significant at 95%: 1 > A  
 1=Never, 2=Sometimes, 3=Frequently, 4=Always

Conversely, all giving group respondents were on average significantly more likely than The Bread Tin (N=21) respondents to say they supported an organisation for **multiple years**.

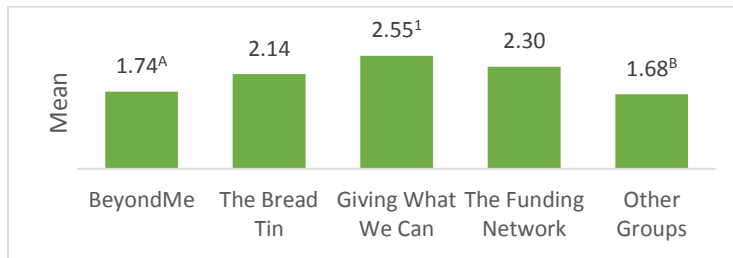
Figure 21: Supported an Organisation for Multiple Years, by Giving Group



\* Statistically significant at 95%: 1, 2, 3, 4 > A  
 1=Never, 2=Sometimes, 3=Frequently, 4=Always

GWWC (N=40) respondents were on average significantly more likely than BeyondMe (N=66) and Other Groups' (N=22) respondents to say they used **organisational performance data** to inform decisions about support.

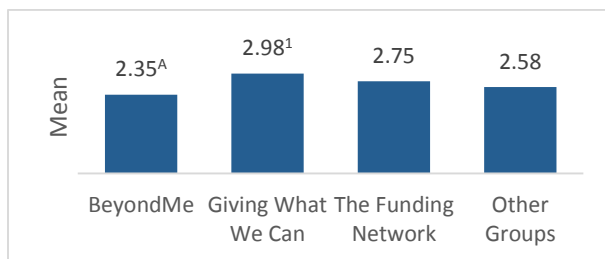
Figure 22: Used Organisational Performance Data, by Giving Group



\* Statistically significant at 95%: 1 > A,B  
 1=Never, 2=Sometimes, 3=Frequently, 4=Always

GWWC (N=42) respondents were significantly more likely than BeyondMe (N=72) respondents on average to say they **assessed how well charities fulfilled their mission or goals** to inform decisions about support.

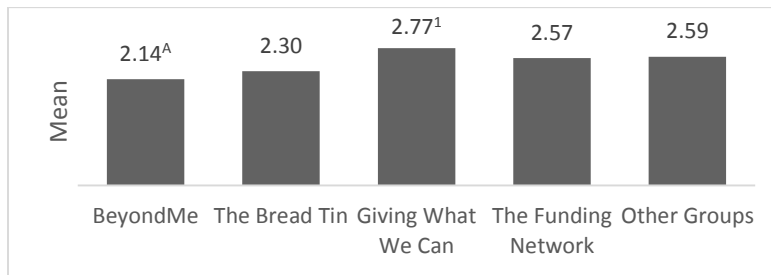
Figure 23: Assessed How Well Charities Fulfilled Their Mission or Goals, by Giving Group



\* Statistically significant at 95%: 1 > A  
 1=Never, 2=Sometimes, 3=Frequently, 4=Always

GWWC (N=39) respondents were significantly more likely on average than BeyondMe (N=58) respondents to say they provided **general/core operating funds**.

Figure 24: Provided General/Core Operating Funds, by Giving Group



\* Statistically significant at 95%: 1 > A  
 1=Never, 2=Sometimes, 3=Frequently, 4=Always

### Aspects of Group

The survey also asked giving group respondents what impact various aspects of the giving group had on their giving, shown in Table 19.

Giving group respondents indicated on average that the aspects of the group with the **most impact** on their **giving** were:

- Hearing about the impact of support on a beneficiary supported or recommended by the group—61% of respondents said it increased or substantially increased their giving (mean 3.84).
- Learning about new charities or projects through the group—61% of respondents said it increased or substantially increased their giving (mean 3.76)
- Making a pledge or commitment to give as part of the group—55.5% of respondents said it increased or substantially increased their giving (mean 3.77)
- Hearing charities make a pitch through the group—54% of respondents said it increased or substantially increased their giving (mean 3.81).

Respondents said all other areas listed increased on average; however, the areas that increased the **least** were:

- Attending educational sessions or events through the group (mean 3.43).
- Mentoring from a philanthropist or senior member of the group (mean 3.38).

Table 20 compares responses on the impact of various aspects of the giving group across different giving groups. There were several areas where, compared to **all** of the other groups, The Bread Tin respondents were **significantly more likely** on average to say had a positive impact on increasing their giving:

- Other members of the group,
- Discussing charities or projects,
- Mentoring from a philanthropist or senior member of the group, and
- Learning about new charities or projects.

Table 19: Aspects of the Giving Group and Impact on Giving

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
<b>Other members of the group</b>				
Substantially increased giving	19	12.6%		
Increased giving	36	23.8%		
No impact on giving	79	52.3%		
Does not apply	17	11.3%		
<b>Total</b>	151		3.55	0.73
<b>Participating in making decisions about which beneficiaries the group supports or recommends</b>				
Substantially increased giving	18	11.8%		
Increased giving	56	36.8%		
No impact on giving	55	36.2%		
Does not apply	23	15.1%		
<b>Total</b>	152		3.71	0.70
<b>Volunteering with a charity supported or recommended by the group</b>				
Substantially increased giving	9	5.8%		
Increased giving	32	20.6%		
No impact on giving	63	40.6%		
Does not apply	51	32.9%		
<b>Total</b>	155		3.48	0.65
<b>Hearing charities make a pitch through the group</b>				
Substantially increased giving	22	14.3%		
Increased giving	61	39.6%		
No impact on giving	47	30.5%		
Does not apply	24	15.6%		
<b>Total</b>	154		3.81	0.71
<b>Hearing about the impact of support on a beneficiary supported or recommended by the group</b>				
Substantially increased giving	24	15.6%		
Increased giving	70	45.5%		
No impact on giving	47	30.5%		
Does not apply	13	8.4%		
<b>Total</b>	154		3.84	0.69
<b>Making a pledge or commitment to give as part of the group</b>				
Substantially increased giving	17	11.0%		
Increased giving	69	44.5%		
No impact on giving	48	31.0%		
Does not apply	21	13.5%		
<b>Total</b>	155		3.77	0.66
<b>Discussing charities or projects in the group</b>				
Substantially increased giving	19	12.3%		
Increased giving	59	38.3%		
No impact on giving	58	37.7%		
Does not apply	18	11.7%		
<b>Total</b>	154		3.71	0.70
<b>Attending educational sessions or events through the group</b>				
Substantially increased giving	9	5.8%		
Increased giving	34	21.8%		
No impact on giving	78	50.0%		
Does not apply	35	22.4%		
<b>Total</b>	156		3.43	0.63
<b>Matching funds provided by a philanthropist or senior member of the group</b>				
Substantially increased giving	11	8.4%		
Increased giving	56	42.7%		
No impact on giving	46	35.1%		

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Does not apply	18	13.7%		
<b>Total</b>	131		3.69	.64
<b>Mentoring from a philanthropist or senior member of the group</b>				
Substantially increased giving	7	4.6%		
Increased giving	26	17.0%		
No impact on giving	71	46.4%		
Does not apply	49	32.0%		
<b>Total</b>	153		3.38	0.61
<b>Learning about new charities or projects through the group</b>				
Substantially increased giving	18	11.5%		
Increased giving	77	49.4%		
No impact on giving	54	34.6%		
Does not apply	7	4.5%		
<b>Total</b>	156		3.76	0.65
5=Substantially increased giving, 4=Increased giving, 3=No impact on giving, 2=Decreased giving, 1=Substantially decreased giving. "Does not apply" responses excluded from means. Zero responses not reported.				

The Bread Tin respondents were also significantly more likely on average than respondents from all of the groups except one to say the following had a positive impact on increasing their giving:

- Participating in decisions about which beneficiaries the group supports or recommends,
- Hearing about the impact of support on a beneficiary supported or recommended by the group.
- Hearing charities make a pitch through the group.

Table 20: Aspects of the Giving Group and Impact on Giving, by Giving Group

	Giving Groups									
	BeyondMe		The Bread Tin		Giving What We Can		The Funding Network		Other Groups	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
Other members of the group	3.35	60	4.35	23	3.40	15	3.45	20	3.44	16
Participating in making decisions about which beneficiaries the group supports or recommends	3.62	61	4.29	21	3.17	12	3.58	19	3.88	16
Volunteering with a charity supported or recommended by the group	3.64	61	3.80	10	3.10	10	3.00	10	3.15	13
Hearing charities make a pitch through the group	3.76	59	4.32	19	3.29	14	4.04	24	3.43	14
Hearing about the impact of support on a beneficiary supported or recommended by the group	3.74	61	4.39	23	3.53	19	3.77	22	3.88	16
Making a pledge or commitment to give as part of the group	3.76	62	4.18	22	3.50	14	3.65	20	3.63	16
Discussing charities or projects in the group	3.57	61	4.55	22	3.43	14	3.52	23	3.63	16
Attending educational sessions or events through the group	3.51	59	3.77	13	3.31	13	3.26	19	3.18	17
Matching funds provided by a philanthropist or senior member of the group	3.66	65		0	3.57	14	4.04	23	3.27	11
Mentoring from a philanthropist or senior member of the group	3.29	51	4.05	20	3.00	10	3.17	12	3.18	11
Learning about new charities or projects through the group	3.56	64	4.45	22	3.67	21	3.79	24	3.67	18
5=Substantially increased giving, 4=Increased giving, 3=No impact on giving, 2=Decreased giving, 1=Substantially decreased giving. "Does not apply" responses excluded from means. Zero responses not reported.										

Additionally, The Bread Tin respondents were significantly more likely on average than GWWC respondents to say making a pledge or commitment to give as part of the group had an impact on increasing their giving.

Finally, 23.9% (N=48) of giving group respondents who answered the question indicated that they contributed money to a beneficiary in addition or beyond their support through the giving group and 35.8% (N=72) suggested that a friend or colleague support a beneficiary.

## Volunteering

This section focuses on questions related to volunteering behaviors and motivations.

### Amount of Volunteering

Among giving group respondents, only 45% said the giving group helped to increase or substantially increase the **amount of time they volunteer** each year while the majority of respondents said their amount of volunteering had not changed. The mean for this item was 3.54 for this item, with 1 = substantially decrease to 5 = substantially increase.

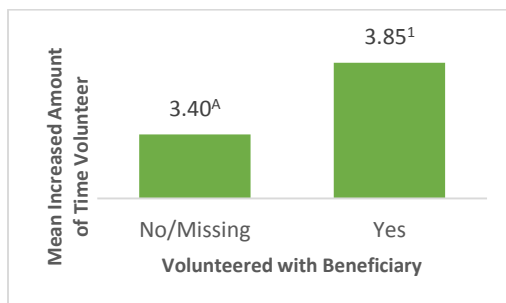
Table 21: Change in Amount of Time Volunteer Each Year Due to the Giving Group

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Substantially increased	15	9%		
Increased	57	36%		
Stayed the same	87	54%		
Decreased	1	1%		
<b>Total</b>	160		3.54	0.67

The impact report on TFN done in 2012 also found that 29% of respondents said they volunteered more or had become a trustee to an organisation they had met through TFN.

Respondents who said they volunteered with a beneficiary supported or recommended by the group (N=36) were significantly more likely on average to say they increased the amount of time they volunteer each year due to the giving group than did those who did not volunteer with a beneficiary supported or recommended by the group (N=121).

Figure 25: Change in Amount of Time Volunteer Each Year Due to the Giving Group and Volunteered with a Beneficiary

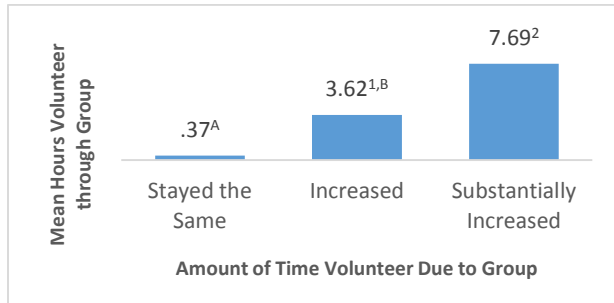


\*Statistically significant at 95%: 1 > A (1 = substantially decrease; 5 = substantially increase)



The mean number of hours volunteered each month through the group was significantly higher for those who said participation in the group substantially increased (7.69 hours; N=13) or increased (3.62 hours; N=53) volunteer time than for those who said it stayed the same (.37 hours; N=76).

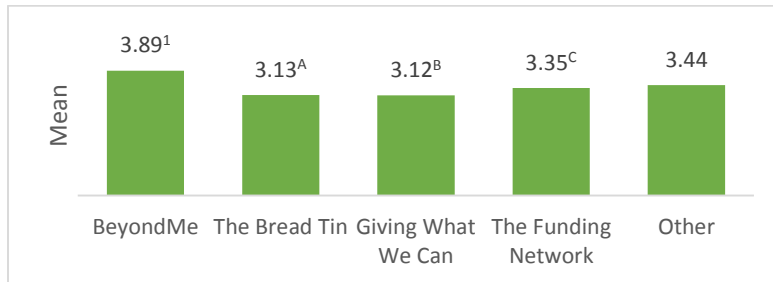
Figure 26: Change in Amount of Time Volunteer Each Year Due to the Giving Group and Mean Hours Volunteered through Giving Group



\*Statistically significant at 95%: 1 > A; 2 > A,B

Respondents from BeyondMe (N=73) were on average significantly more likely, compared to all of the other respondents except those in Other Groups, to say the group increased the amount of time they volunteer each year.

Figure 27: Changed Due to the Giving Group—Amount of Time Volunteer Each Year, by Giving Group



\*Statistically significant at 95%: 1 > A,B,C

1 = substantially decrease to 5 = substantially increase

On average, giving group respondents indicated volunteering for a significantly larger number of organizations in the past 12 months (1.95) than control group respondents (1.48). They also volunteered for more hours per month (7.21) than the control group (5.36) but the difference was not statistically significant.

Table 22: Number of Organisations and Hours Volunteered, Giving Group Compared to Control Group

	Giving Group						Control Group					
	Count	Mean	Med	Std. Dev.	Min	Max	Count	Mean	Med	Std. Dev.	Min	Max
Number orgs where volunteer past 12 months	146	1.95	2.00	1.88	0.00	12.00	138	1.48	1.00	1.45	0.00	10.00
Ave. number hours volunteer per month	151	7.21	3.00	10.00	0.00	60.00	136	5.36	2.00	9.30	0.00	45.00

While not statistically significant, the average number of organizations for which a respondent volunteered and the average number of hours volunteered in a month also increased as number of giving groups in which respondents participated increased.

Giving group respondents indicated they typically volunteer on average 2.37 hours per month as part of or due to the giving group. As Table 23 shows, the average amount of time volunteered through the group varies among groups, with BeyondMe respondents averaging the highest. Bread Tin respondents did not receive this question in the pilot survey.

Table 23: Hours Volunteered through the Giving Group Each Month

	Volunteered through the Group Each Month						
	Count	Mean	Median	Std. Dev.	Min	Max	Sum
BeyondMe	73	3.26	2.00	4.62	0.00	20.00	238.00
Giving What We Can	21	0.00	0.00	0.00	0.00	0.00	00.00
The Funding Network	18	2.61	0.00	5.01	0.00	20.00	47.00
Other Groups	15	1.07	0.00	1.58	0.00	5.00	16.00
<b>All groups</b>	<b>127</b>	<b>2.37</b>	<b>0.00</b>	<b>4.18</b>	<b>0.00</b>	<b>20.00</b>	<b>301.00</b>

### Areas of Volunteering

Table 24 provides a summary of the areas for which respondents indicated they volunteer. There were some differences between the giving group respondents and control group respondents for the most popular areas selected. In particular, giving group respondents were significantly more likely to select volunteering in the area of poverty, homelessness or provision of basic necessities. Giving group members were also more likely to volunteer in all other areas except arts, culture, heritage, or science; for religious purposes; and sports and recreation.

Table 24: Areas of Volunteering in Last 12 Months, Giving Group Compared to Control Group

	Giving Group		Control Group	
	Count	Column %	Count	Column %
Arts, culture, heritage, or science	13	6.5%	12	7.6%
Ethnic or minority groups	10	5.0%	4	2.5%
Environment	20	10.0%	12	7.6%
Women and girls	19	9.5%	9	5.7%
Poverty, homelessness or provision of basic necessities	43	21.4%	14	8.9%
Health, hospitals, and medical research	24	11.9%	18	11.4%
Educational purposes	48	23.9%	35	22.2%
Animal welfare	8	4.0%	2	1.3%
Religious purposes	23	11.4%	22	13.9%
Sports and recreation	17	8.5%	19	12.0%
Citizenship or community development	38	18.9%	19	12.0%
International, overseas relief or development	19	9.5%	6	3.8%
Purposes other than above	19	9.5%	6	3.8%
<b>Total</b>	<b>202</b>		<b>158</b>	

### Reasons for Volunteering

The top three **reasons** for volunteering were similar between the giving group and control group. Both indicated their top reasons for volunteering to be: Passion about a particular cause/charity, it makes me feel good, and I can afford to and feel I should. There were no significant differences between the two groups.

Table 25: Reasons for Volunteering, Giving Group Compared to Control Group

	Giving Group		Control Group	
	Count	Column %	Count	Column %
A friend or colleague asked me	33	16.4%	21	13.3%
A representative of a charity asked me	15	7.5%	5	3.2%
Passion about a particular cause/charity	90	44.8%	67	42.4%
I received or saw information about a charity and its work	28	13.9%	15	9.5%
I feel uncomfortable refusing when asked	3	1.5%	1	.6%
Because of an appeal or campaign in the newspaper, radio or TV	6	3.0%	4	2.5%
I can afford to and feel I should	38	18.9%	31	19.6%
Because of my religion	14	7.0%	17	10.8%
Sometimes I just feel like giving or volunteering	39	19.4%	23	14.6%
Because a relative, friend or I benefited in the past or may benefit in the future	22	10.9%	20	12.7%
It makes me feel good	71	35.3%	43	27.2%
My employer encouraged me	19	9.5%	11	7.0%
For some other reason not listed above or does not apply	11	5.5%	13	8.2%
<b>Total</b>	<b>202</b>		<b>158</b>	

Finally, 14.4% (N=29) of giving group members who responded to the question indicated they have volunteered or provided professional skills for a beneficiary beyond or in addition to what they have done through the group and 10.4% (N=21) helped raised funds for a beneficiary beyond or in addition to what they have done through the group. A few members also said in interviews that they got involved with charities beyond the group. One person in a mentor group said for example: “So I ran a marathon during the process and one of the charities that we found during this whole thing, I ran the marathon for that charity because I thought it was a great one.”

### Civic Engagement and Attitudes/Beliefs

This section focuses on questions related to civic engagement and attitudes/beliefs.

#### Social and Professional Networks/Development

Among giving group respondents, 60% said the giving group caused them to increase or substantially increase their **social or professional network**. The mean for this was 3.73 for this item, with 1 = substantially decrease to 5 = substantially increase.

Table 26: Change in Social or Professional Network Due to the Giving Group

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Substantially increased	18	13%		
Increased	65	47%		
Stayed the same	55	40%		
<b>Total</b>	<b>138</b>		<b>3.73</b>	<b>0.68</b>

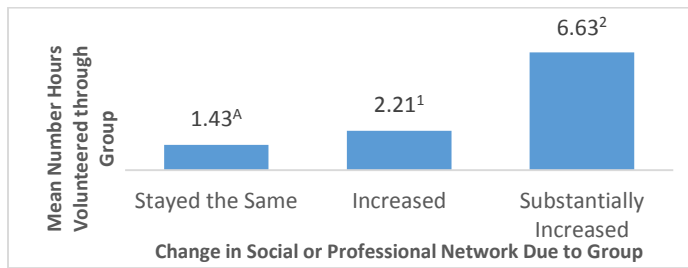
Several of the members interviewed also brought up gaining new and stronger personal and professional contacts through the giving group. One member of a mentor group noted: “I would never have the chance to sit in a room with such diverse, incredible people. It would just not happen.” And a

member of a live crowd funding group said: “You meet the most incredible people and that’s why part of the reason I say I’ve gotten so much more back than I have ever given.” The 2012 impact study on TFN also found that 57% of respondents said they had made new friends and contacts through the group.

Survey respondents who said they volunteered with a beneficiary supported or recommended by the group (N=33) were significantly more likely on average (mean 4.00) to say they increased their social or professional network due to the giving group than did those who did not volunteer with a beneficiary supported or recommended by the group (N=105; mean 3.60).

The mean number of hours volunteered each month through the group was significantly higher for those who said participation in the group substantially increased (6.63 hours; N=16) or increased (2.21 hours; N=66) their social or professional network than for those who said it stayed the same (1.43 hours; N=58).

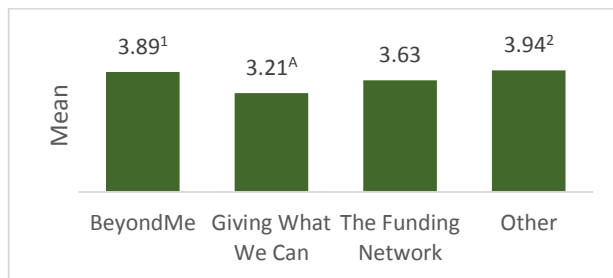
Figure 28: Change in Social or Professional Network Due to the Giving Group by Mean Number of Hours Volunteered through the Group



\*Statistically significant at 95%: 1,2 > A

Respondents in BeyondMe (N=72) and the Other Groups (N=18) were on average significantly more likely to say the group increased their social or professional network than respondents in GWWC (N=24). The Bread Tin respondents did not receive this question.

Figure 29: Increase in Social or Professional Network, by Giving Group



\*Statistically significant at 95%: 1,2 > A

1 = substantially decrease to 5 = substantially increase

Related to learning and development, 55% of giving group respondents agreed or strongly agreed the giving group helped them **develop new or expand professional or leadership skills**. The mean was 3.52 for this item, with 1 = strongly disagree to 5 = strongly agree.

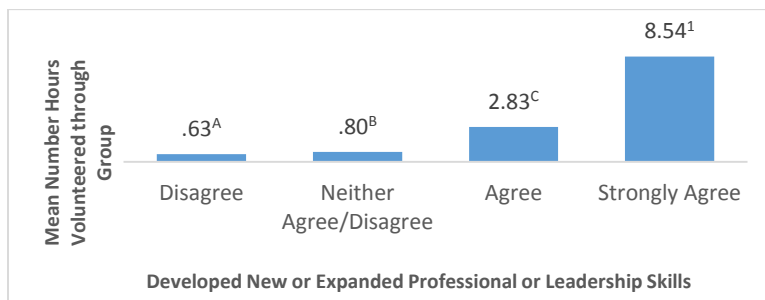
Table 27: Developed New or Expanded Professional or Leadership Skills Due to the Giving Group

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Strongly agree	19	12%		
Agree	70	43%		
Neither agree/Disagree	50	31%		
Disagree	19	12%		
Strongly disagree	3	2%		
<b>Total</b>	161		3.52	0.92

Respondents who said they volunteered with a beneficiary supported or recommended by the group (N=39; mean 3.88) were significantly more likely to agree the giving group helped them develop new or expanded professional or leadership skills than did those who did not volunteer with a beneficiary supported or recommended by the group (N=122; mean 3.34).

There may also be an association between hours volunteered through the group each month and expansion of professional leadership skills due to the group. The mean number of hours volunteered was significantly higher for those who strongly agreed that they developed or expanded skills due to the group (6.63 hours; n=13) than for those who just agreed (2.83 hours; n=58), neither agreed/disagreed (.80 hours; n=48) or disagreed (.63 hours; n=20) with this statement.

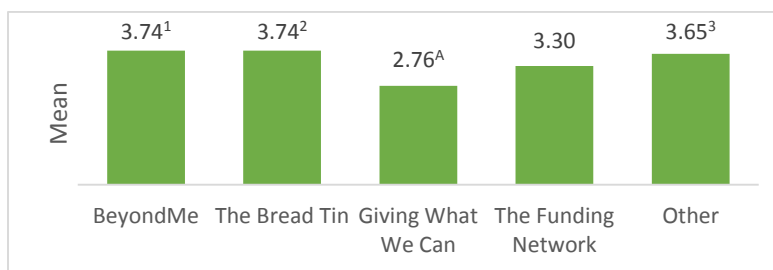
Figure 30: Developed New or Expanded Professional or Leadership Skills Due to the Giving Group by Mean Number of Hours Volunteered through the Group



\*Statistically significant at 95%: 1 > A,B,C

Respondents from BeyondMe (N=73), The Bread Tin (N=23), and Other Groups (N=17) were on average significantly more likely to agree they developed new or expanded professional or leadership skills due to the group than did respondents from GWWC (N=25).

Figure 31: Developed New or Expanded Professional or Leadership Skills, by Giving Group



\* Statistically significant at 95%: 1,2,3 > A  
1 = strongly disagree; 5 = strongly agree

## Community and Political Areas

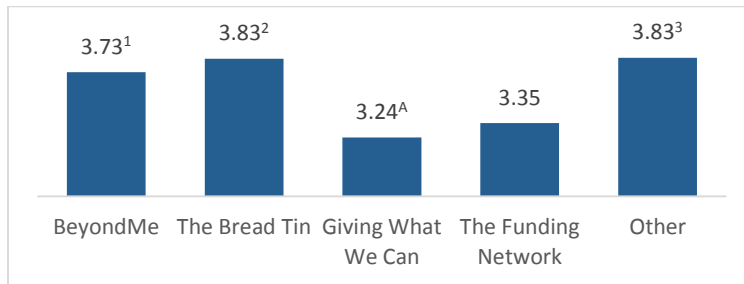
Among giving group respondents, 53% said the giving group caused them to increase or substantially increase their **participation in efforts to address problems in the community** while 47% said participation had not changed this area. The mean for this item was 3.62, with 1 = substantially decrease to 5 = substantially increase.

Table 28: Change in Participation in Efforts to Address Problems in the Community Due to the Giving Group

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Substantially increased	15	9%		
Increased	71	44%		
Stayed the same	76	47%		
<b>Total</b>	162		3.62	0.65

Respondents from BeyondMe (N=73), The Bread Tin (N=23), and Other Groups (N=18) were on average significantly more likely to say the group increased their participation in efforts to address problems in the community than respondents from GWWC (N=25).

Figure 32: Participation in Efforts to Address Problems in the Community, by Giving Group



\*Statistically significant at 95%: 1,2,3 > A  
1 = substantially decrease; 5 = substantially increase

Only 14% of giving group respondents said the giving group caused them to increase or substantially increase their **involvement in changing government policies**. The mean for this item was 3.16, with 1 = substantially decrease to 5 = substantially increase.

Table 29: Involvement in Changing Government Policies Due to the Giving Group

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Substantially increased	3	2%		
Increased	19	12%		
Stayed the same	137	86%		
<b>Total</b>	159		3.16	0.42

Additionally, only 22% of giving group respondents agreed or strongly agreed the giving group helped them **learn more about public policy and how government works** and about the same amount disagreed with this statement. The mean was 2.99 for this item, with 1 = strongly disagree to 5 = strongly agree.

Table 30: Learned About Public Policy and How Government Works

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Strongly agree	4	2%		
Agree	32	20%		
Neither agree/Disagree	90	56%		
Disagree	29	18%		
Strongly disagree	6	4%		
<b>Total</b>	161		2.99	0.79

Interviewees also indicated that politics was not a focus of the group; although it can come up indirectly. One person in a mentor group noted:

In [giving group] everyone's very polite so you probably won't get much about politics. I guess it doesn't have a political agenda either....I mean [giving group] is very much kind of work out what kind of charity you want to invest in and invest in it. A debate might come up like during an initial discussion session when you're trying to think about different interests and where needs, what kind of part of the NGO sector needs funding. Maybe that might lead to politics. Otherwise, I don't think, it's not really that into political discussion basically.

Table 31 shows data on various **civic attitudes and beliefs**, comparing the giving group respondents to control group respondents. The data indicate two significant differences (highlighted in blue) between the mean responses of the two groups. Giving group members were significantly **more likely** to agree that:

- They have the ability to influence public policy.
- If they see a problem or need in the community, they can find out whom to contact to help find a solution.

Table 31: Civic Attitudes and Beliefs, Giving Group Compared to Control Group

	Giving Group				Control Group			
	Count	Column %	Mean	Std. Dev.	Count	Column %	Mean	Std. Dev.
<b>I have the ability to influence public policy</b>								
Strongly agree	18	9%			7	5%		
Agree	64	33%			37	26%		
Neither agree/Disagree	62	32%			47	33%		
Disagree	43	22%			42	30%		
Strongly disagree	9	5%			8	6%		
<b>Total</b>	196		3.20	1.03	141		2.95	1.00
<b>I have a responsibility to help others in need</b>								
Strongly agree	104	53%			66	45%		
Agree	76	38%			63	43%		
Neither agree/Disagree	16	8%			11	8%		
Disagree	2	1%			3	2%		
Strongly disagree	0	0%			3	2%		
<b>Total</b>	198		4.42	0.68	146		4.27	0.85
<b>Usually, if I see a problem or need in the community, I can find out whom to contact to help find a solution</b>								
Strongly agree	17	9%			6	4%		
Agree	69	35%			34	24%		
Neither agree/Disagree	76	39%			63	44%		

	Giving Group				Control Group			
	Count	Column %	Mean	Std. Dev.	Count	Column %	Mean	Std. Dev.
Disagree	32	16%			35	25%		
Strongly disagree	3	2%			4	3%		
<b>Total</b>	197		3.33	0.90	142		3.02	0.88
<b>I can make my community a better place to live</b>								
Strongly agree	55	28%			33	23%		
Agree	104	53%			82	57%		
Neither agree/Disagree	35	18%			21	15%		
Disagree	3	2%			7	5%		
<b>Total</b>	197		4.07	0.72	143		3.99	0.76
<b>Companies have a duty to commit to corporate social responsibility</b>								
Strongly agree	94	54%			74	53%		
Agree	56	32%			53	38%		
Neither agree/Disagree	14	8%			9	6%		
Disagree	9	5%			2	1%		
Strongly disagree	1	1%			2	1%		
<b>Total</b>	174		4.34	0.88	140		4.39	0.79
<b>Government should do something to reduce income differences between rich and poor</b>								
Strongly agree	72	36%			54	38%		
Agree	74	37%			55	38%		
Neither agree/Disagree	38	19%			23	16%		
Disagree	13	7%			9	6%		
Strongly disagree	1	1%			3	2%		
<b>Total</b>	198		4.03	0.93	144		4.03	0.99
<b>Government should ensure that everyone has a decent standard of living</b>								
Strongly agree	71	36%			56	39%		
Agree	84	43%			67	46%		
Neither agree/Disagree	30	15%			14	10%		
Disagree	12	6%			6	4%		
Strongly disagree	0	0%			2	1%		
<b>Total</b>	197		4.09	0.87	145		4.17	0.87
5 = Strongly agree, 4 = Agree, 3 = Neither agree/disagree, 2 = Disagree, 1 = Strongly disagree								

Giving group respondents were also **more likely** to agree that they have a responsibility to help others in need and they can make their community a better place to live than the control group but the difference were not significant. Compared to other civic statements, responsibility to help others in need was rated most highly by all respondents.

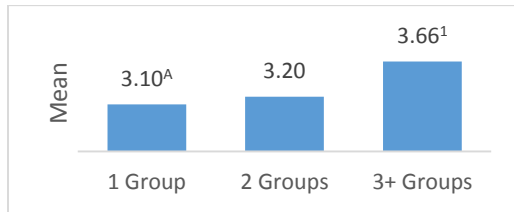
Giving group respondents were **less likely** than the control group to agree that companies have a duty to commit to corporate social responsibility and government should ensure that everyone has a decent standard of living. These differences also were not significant.

Both giving and control group respondents were equally likely to agree that government should do something to reduce income differences between rich and poor. The mean for both groups was 4.03.

As participation in the number of giving groups increase, respondents were *more likely* to agree that they have the **ability to influence public policy**. Respondents in three or more giving groups (N=29) were significantly more likely than respondents in one group (N=128) to say this.



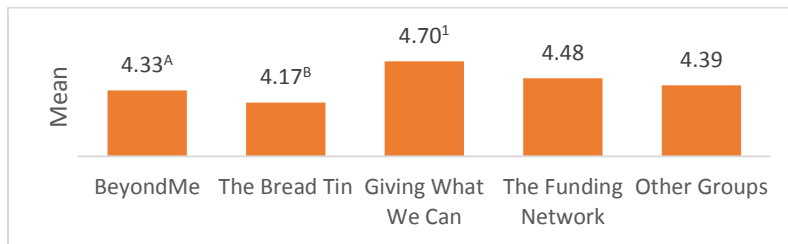
Figure 33: Ability to Influence Public Policy, by Number of Giving Groups



\* Statistically significant at 95%: 1 > A  
1 = strongly disagree; 5 = strongly agree

Comparing responses across giving groups, GWWC (N=46) respondents on average were significantly more likely to agree that they have a responsibility to help others in need than respondents from BeyondMe (N=76) and The Bread Tin (N=23).

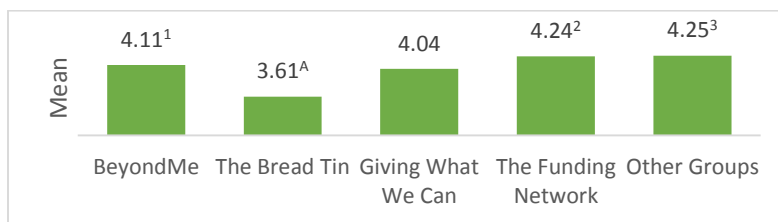
Figure 34: Have Responsibility to Help Others in Need, by Giving Group



\* Statistically significant at 95%: 1 > A, B  
1 = strongly disagree; 5 = strongly agree

Respondents from The Bread Tin (N=23) were significantly *less likely* on average than most of the other groups to agree that they **can make the community a better place to live**. As The Bread Tin respondents also indicated they were most likely to use research to make decisions, it may be the effect of more knowledge related to community issues and organisations leads to feeling less empowered to make the community a better place to live. The numbers are too low to draw any strong conclusions about this.

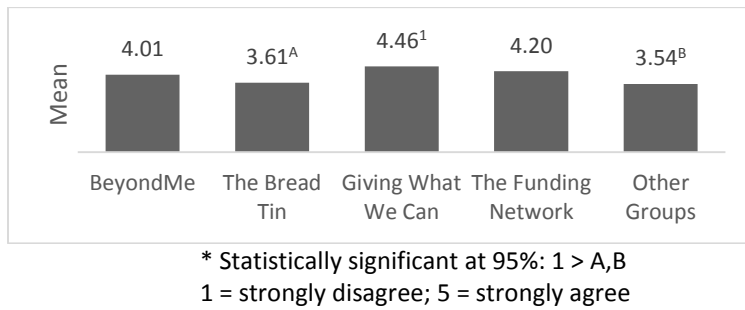
Figure 35: Can Make Community Better Place to Live, by Giving Group



\* Statistically significant at 95%: 1, 2, 3 > A  
1 = strongly disagree; 5 = strongly agree

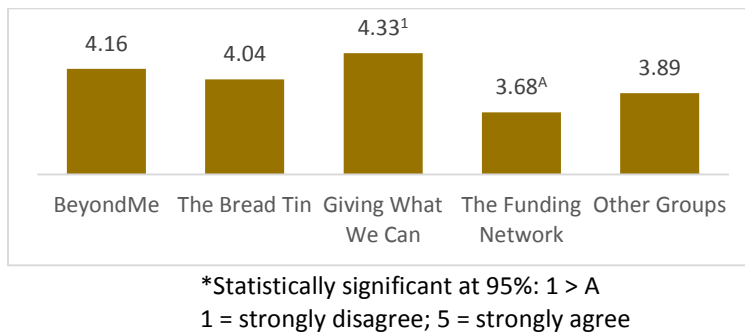
GWWC (N=46) respondents were significantly more likely on average than The Bread Tin (N=23) and Other Groups' (N=28) respondents to agree that government should do something to reduce income differences between rich and poor.

Figure 36: Government Should Do Something to Reduce Income Differences, by Giving Group



GWWC (N=45) respondents were also significantly more likely on average than TFN (N=25) respondents to agree that government should ensure that everyone has a decent standard of living.

Figure 37: Government Should Ensure That Everyone Has a Decent Standard of Living



Giving group and control respondents were quite similar in their participation in **civic activities** during the past 12 months, the largest and only significant difference being that a higher proportion of giving group respondents indicated they had worked together with someone or a group to discuss or address a problem in the community.

Table 32: Civic Activities, Giving Group Compared to Control Group

	Giving Groups		Control Groups	
	Count	Column %	Count	Column %
Took part in a protest, march, or demonstration.	28	13.9%	17	10.8%
Contacted a newspaper or other media to express your opinion about a political or social issue.	34	16.9%	25	15.8%
Helped raise money for a charitable cause.	137	68.2%	94	59.5%
Contacted or visited a public or elected official to express your opinion.	57	28.4%	38	24.1%
Belonged to a voluntary group or association, either locally or nationally. (For example trade union, professional association, political or social group, sports or youth group).	122	60.7%	85	53.8%
Signed a petition about a political or social issue.	124	61.7%	99	62.7%
Voted in a local, national, or European election.	141	70.1%	113	71.5%
Worked together with someone or a group to discuss or address a problem in the community.	104	51.7%	43	27.2%

	Giving Groups		Control Groups	
	Count	Column %	Count	Column %
Bought or not bought something because of the social or political values of the company that produces or provides it.	129	64.2%	95	60.1%
<b>Total</b>	<b>202</b>		<b>159</b>	

## Well-Being

This section focuses on questions related to subjective well-being.

Among giving group respondents, 59% said the giving group caused them to increase or substantially increase their sense of **well-being**. The mean for this was 3.68, with 1 = substantially decrease to 5 = substantially increase.

Table 33: Change in Sense of Well-Being Due to the Giving Group

	Giving Group Respondents			
	Count	Column %	Mean	Std. Dev.
Substantially increased	13	9%		
Increased	69	50%		
Stayed the same	55	40%		
Decreased	1	1%		
<b>Total</b>	<b>138</b>		<b>3.68</b>	<b>0.65</b>

The survey also asked respondents to indicate their sense of well-being by asking questions based on those used by the UK government to measure subjective well-being in the Annual Population Survey. Respondents were asked to rate items from 0 (not at all) to 10 (completely). While the average ratings for each item were not significantly different between the giving group and control group, there were some significant differences at certain rating levels as highlighted in blue in Table 34. In general, the giving group respondents rated their satisfaction with life, their feeling that life is worthwhile, and their happiness yesterday higher, and anxiety yesterday slightly lower, than the control group respondents.

Table 34: Well-Being, Giving Group Compared to Control Group

	Giving Group					Control Group				
	Count	Column %	Mean	Median	Std. Dev.	Count	Column %	Mean	Median	Std. Dev.
<b>Overall, how satisfied are you with your life nowadays?</b>										
0	1	1%				1	1%			
2	1	1%				0	0%			
3	2	1%				3	2%			
4	3	2%				4	3%			
5	<b>8</b>	<b>5%</b>				<b>15</b>	<b>11%</b>			
6	19	11%				11	8%			
7	45	26%				38	27%			
8	55	32%				47	33%			
9	<b>35</b>	<b>20%</b>				<b>15</b>	<b>11%</b>			
10	5	3%				7	5%			
<b>Total</b>	<b>174</b>		<b>7.44</b>	<b>9.00</b>	<b>1.50</b>	<b>141</b>		<b>7.18</b>	<b>9.00</b>	<b>1.62</b>
<b>Overall, to what extent do you feel that the things you do in your life are worthwhile?</b>										
0	1	1%				0	0%			
2	1	1%				0	0%			
3	1	1%				1	1%			
4	2	1%				6	4%			
5	15	9%				18	13%			

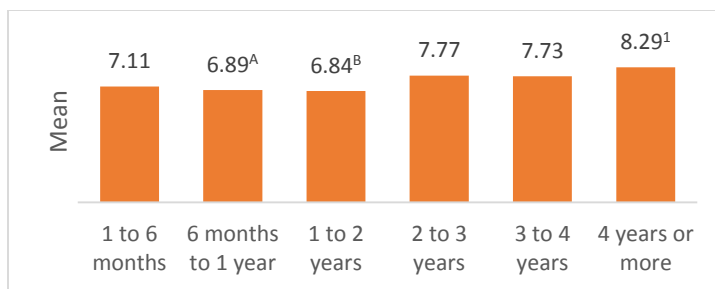
	Giving Group					Control Group				
	Count	Column %	Mean	Median	Std. Dev.	Count	Column %	Mean	Median	Std. Dev.
6	29	17%				24	17%			
7	39	23%				33	23%			
8	42	24%				39	28%			
9	<b>34</b>	<b>20%</b>				<b>15</b>	<b>11%</b>			
10	9	5%				5	4%			
<b>Total</b>	173		7.32	8.00	1.60	141		7.01	9.00	1.49
<b>Overall, how happy did you feel yesterday?</b>										
0	2	1%				4	3%			
1	1	1%				0	0%			
2	5	3%				1	1%			
3	4	2%				3	2%			
4	6	3%				3	2%			
5	13	7%				17	12%			
6	22	13%				18	13%			
7	36	21%				37	26%			
8	49	28%				29	21%			
9	30	17%				17	12%			
10	6	3%				12	9%			
<b>Total</b>	174		7.00	9.00	1.97	141		6.95	9.00	2.05
<b>Overall, how anxious did you feel yesterday?</b>										
0	15	9%				18	13%			
1	25	14%				15	11%			
2	<b>36</b>	<b>21%</b>				<b>16</b>	<b>11%</b>			
3	14	8%				19	13%			
4	15	9%				15	11%			
5	15	9%				19	13%			
6	19	11%				13	9%			
7	17	10%				14	10%			
8	12	7%				9	6%			
9	4	2%				1	1%			
10	1	1%				2	1%			
<b>Total</b>	173		3.75	6.00	2.62	141		3.80	6.00	2.59

Scale: 0 = Not at all to 10 = Completely

A few members interviewed also brought up improved life satisfaction due to the giving group. One person in a mentor group noted for example: "...it overall increases my satisfaction with life so it balances out my job as well. I'm not saying I'm dissatisfied with my job but I think it's important that – you can't always get everything from your day job so having something on the side is really beneficial..."

Survey data also show that generally, as length of participation in a giving group increased, so did giving group respondents' rating that the things they do in their life are worthwhile increase.

Figure 38: Things Do in Life are Worthwhile, by Length of Participation



\*Statistically significant at 95%: 1 > A,B

0 = Not at all to 10 = Completely

TFN respondents were on average significantly more likely than BeyondMe respondents to say they were satisfied with life nowadays and felt that the things they do in their life are worthwhile. TFN respondents were on average also significantly more likely than GWWC respondents to say they felt happy yesterday. Other Groups respondents were on average significantly more likely than BeyondMe respondents to indicate that the things they do in their life are worthwhile.

Related to well-being, several of the members who were interviewed also brought up the sense of empowerment they felt from being in the group. A member of a hosted women's giving circle noted in relation to individual member empowerment:

... some of the women want to do volunteering because eventually they want to go back to work. So this is another sort of thing that has kind of come out of it. It's almost getting women back into circulation begin involved in this group....And it's sort of very healthy networking internally, because then they are obviously meeting women who are working and one of them has already given another one some work experience. And she's got a job. So it's kind of a self-supporting group as well, in some ways.

In addition, one member of an independent women's giving circle said about women's empowerment more generally:

And I think for me in the long term, to have a group of 30 women who are at some level really thinking about issues that are affecting women and children, it does affect them and us and how we view society and decisions we make in loads of places in our lives. That was part of my thinking as well. It wasn't just the [inaudible] but it was trying to build up a group of people who would be more interested in having a better place to live for everyone. But that would never be formalized, but in terms of how you vote, how you think about things...

A member of mentor group also noted:

Maybe I realize how much – how it's possible because I didn't know that much about the smaller charities, and how easy it is to help them more hands-on. Because you always hear about the really big charities, and they're very difficult to just walk up and do some volunteer work. It has to go through very serious channels. But it's quite nice working with the smaller group. So I guess it's more about my perception of how I can help, too.

The YTFN impact report also found that 67% of respondents felt they have made a difference through the giving group.

### Reasons to Participate in a Giving Group

Appendix B includes a table with data on what giving group members say are the reasons they participate in a giving group. Among all giving group respondents, the most-cited reason for participating in a giving group was to "Be more effective in my giving." Out of 201 respondents, 69.7% (140) selected this reason. The largest share of respondents in BeyondMe (69.7%), GWWC (71.1%), and Other Groups (71.4%) selected this reason.

The next most cited reasons among all respondents were: "Be around like-minded people" (57.7%), "Connect with new charities or causes" (55.7%), "See more closely the impact of my giving" (52.7%), and

“Leverage or make my giving go further” (51.7%). The least-cited reason for participating by far was to “Be anonymous when giving” (6.5%).

Among Other Groups, the most frequently-cited reasons by respondents was both “Be more engaged in the community” and “Be around like-minded people” (71.4% of respondents selected both of these reasons). The most frequently-cited reason by respondents in The Bread Tin was “Be around like-minded people” (83.3%) and for TFN respondents it was to “Connect with new charities or causes” (88.0%).

There were some significant differences across the giving groups. Respondents in:

- All of the groups were more likely than GWWC to select: “Network or socialise with others in the group” AND “Be around like-minded people.”
- BeyondMe, The Bread Tin and TFN were more likely than GWWC to select: “Have fun”
- BeyondMe and TFN were more likely than GWWC to select: “Make giving or volunteering easier”
- BeyondMe were more likely than GWWC and Other Groups to select: “Engage more deeply with an issue or organization”
- GWWC was more likely than TFN or Other Groups to select: “Learn how to give or volunteer more strategically”
- Other Groups were more likely than all others to select: “Be more engaged in the community” (The Bread Tin did not receive this question)
- TFN was more likely than BeyondMe, GWWC and Other Groups to select: “Connect with new charities or causes”

## Summary and Discussion

Overall, the findings from a survey of giving group members who have participated for one month or more and a control group of donors not in giving groups or “just starting” a giving group suggests giving groups have had a **positive impact most significantly** on **giving** and **learning** and **development** related to giving and the charitable sector. Giving groups have also had **positive but less impact** on **volunteering**, **well-being**, and **civic engagement**, and **minor positive impact** on **political engagement**. Impact also varied across giving groups.

One of the largest areas of impact was on **amount of giving**, where nearly **four out of five** (77%) giving group respondents said the group caused them to increase or substantially increase the amount they give each year. Giving group members also gave **more than twice** on average per month than the control group (£235 vs. £114 per month; translated to £2,820 vs. £1,368 a year).<sup>9</sup> **Hearing from and learning about charities** and **making a pledge or commitment to give** as part of the group were reported to have the largest positive impact on giving, while attending education sessions or mentoring from other philanthropists had the least impact for all giving group respondents. This suggests the importance of direct contact with charities, learning about them, and making a commitment to give to increase giving. Data also suggest, however, that impact on giving may wane as the number of giving

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<sup>9</sup> Both amounts are much higher than what the average UK adult gave in 2012-13: £353 for the year. Total giving in 2012/13 was £10.4 billion, given by 29.5 million adults. Charities Aid Foundation UK Giving 2012/2013 report: <https://www.cafonline.org/pdf/UK%20Giving%202012-13.pdf>. The Cabinet Office’s Community Life Survey also found that in 2013-14 people gave on average £21 to charity in the four weeks prior to being interviewed, which if held steady would equate to £252/year.

circles increase. Participation in a giving group also had a positive impact on **number of organisations supported** and **use of giving strategies**.

In addition, the survey suggests giving group respondents are **learning** a good deal **about the charitable sector, how organisations operate**, and **evaluation and assessment of charitable programs and organisations**. Among giving group respondents, nearly **three in four** agreed or strongly agreed the group helped them learn more about the charitable sector and how charitable organisations operate (78%) and helped them learn more about evaluation and assessment of charitable programs or organisations (75%). However, these both generally *decreased* as participation in the number of giving groups increased, indicating the impact on learning may also wane as the number of giving circles increase. Nonetheless, giving group respondents were significantly more likely than the control group to agree they understand the issues and challenges facing charitable organisations. Learning was a key area brought up in member interviews as well.

Furthermore, among giving group respondents, **seven out of ten** (71%) agreed or strongly agreed the giving group caused them to **develop or solidify a long-term commitment to giving and volunteering** and agreement with this *increased* as hours per month volunteered through the giving group increased. Giving group respondents were also significantly more likely than the control group to agree they have a long-term commitment to giving and volunteering and this agreement increased the longer a respondent participated in a giving group.

A smaller percentage of giving group members, nearly **three in five**, said the giving group increased or substantially increased the **degree to which they consider the effectiveness** (58%) and **conduct research to inform their giving and volunteering** (53%). Given the focus of several of the giving groups on effectiveness and research, it's somewhat surprising these numbers were not higher; however, this might also reflect the **varied motivations of giving group members**. While many participate to be more effective in their giving, many also do so to be around like-minded people and to connect with new charities or causes, among other reasons. It is interesting to note in relation to this that the survey showed giving group respondents were significantly more likely to list as a top reason for giving "It makes me feel good" and the control group respondents were significantly more likely to list as a top reason for giving "because a relative, friend or I benefited in the past or may benefit in the future." Giving circle respondents seem to be motivated more by internal than external influences. Nonetheless, on average, giving group respondents were significantly more likely than the control group to consider effectiveness of an organization, conduct research, use organisational performance data, assess how well charities fulfilled their mission or goals, and collaborate with others when making giving decisions.

Additionally, giving group respondents were significantly more likely than the control group to **give in areas that are not typically as well funded by philanthropy**, including for women and girls, ethnic and minority groups, and citizenship or community development. Regarding giving to women and girls, this may be explained in part by the fact that women made up a larger percentage of respondents in the giving group sample and men a significantly larger percentage in the control group sample (although it should be noted only one giving group in the sample was a women-only giving group); women may be more likely to be giving to support other women and girls. For giving to ethnic and minority groups, however, the situation was the opposite—even though giving group respondents were significantly more likely to give to ethnic and minority groups, a higher percentage of White respondents made up the giving group sample than did the control group sample.

Regarding **well-being**, **three in five** (59%) giving group respondents said the giving group caused them to increase or substantially increase their sense of well-being. The giving group respondents were more likely to indicate their satisfaction with life, their feeling that life is worthwhile, and their happiness yesterday were higher and anxiety yesterday lower, than the control group respondents; but the differences between the groups were not significantly different. Data also show, nonetheless, that as length of participation in a giving group increased, so did giving group respondents' indication that the things they do in their life are worthwhile increase. Empowerment and "making a difference" were also key areas brought up by members in interviews.

The giving groups seem to have a less substantial impact on **volunteering**. **Less than half** said the giving group helped to increase or substantially increase the amount of time they volunteer each year but on average, giving group respondents indicated volunteering for significantly more organizations (1.95) in the past 12 months than control group respondents (1.48). They also volunteered for more hours per month (7.21) than the control group (5.36) but the difference was not significant.<sup>10</sup> While not statistically significant, the average number of organizations for which a respondent volunteered and the average number of hours volunteered in a month also increased as number of giving groups in which respondents participated increased. Giving group respondents were also significantly more likely to select volunteering in the area of poverty, homelessness or provision of basic necessities; however, there were no significant differences between the giving group and control respondents for motivations for volunteering. It should be noted that none of the giving groups in the sample, except one, specifically promote or arrange for volunteering with charities as part of the group (although all are run to some degree by volunteers).

Additionally, less than half of respondents said the giving group helped to increase or substantially increase the degree to which they **plan and budget** for giving and volunteering. It may be because the focus of many giving circles in the sample (and for the majority of survey respondents) are short term—a group only meets for one year or the group meets around events—there is less impact on longer-term planning and budgeting for giving and volunteering. However, as noted above, there is a significant impact on commitment to giving and volunteering. Interestingly, as volunteering through the giving group increased, so did the degree respondents said the group influenced them to plan and budget for giving and volunteering. Other areas that increased as number of hours volunteering through the giving group increased included:

- The degree respondents say they consider the effectiveness of organisations they support.
- The degree respondents say they plan and budget for giving and volunteering.
- Learning about the charitable sector and how charitable organisations operate due to the giving group.
- The development of a long-term commitment to giving and volunteering due to the giving group.
- The amount respondents say they increased their giving each month due to the giving group.
- The amount respondents say they increased their volunteering each month due to giving group.
- The degree respondents said they expanded their professional or social networks due to the giving group.

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<sup>10</sup> These are both lower than the average UK adult who volunteered in 2007 on average 10.9 hours per month. Source: Who Gives Time Now? Institute for Volunteering Research: [http://www.ivr.org.uk/images/stories/Institute-of-Volunteering-Research/Migrated-Resources/Documents/G/Final\\_Giving\\_Time.pdf](http://www.ivr.org.uk/images/stories/Institute-of-Volunteering-Research/Migrated-Resources/Documents/G/Final_Giving_Time.pdf).



- The development of new leadership and professional skills due to the giving group.

Volunteering with an organization supported or recommended by the group was also positively associated with an increase in: overall volunteering per month, the expansion of professional or social networks, and development of new leadership and professional skills. This suggests then overall that volunteering with and through the giving group may have an impact on other behaviors, learning, and knowledge/perceptions.

There was some but less substantial positive impact on **areas of civic engagement**. Among giving group respondents, nearly **three in five** said the giving group caused them to increase or substantially increase their social or professional network and their participation in efforts to address problems in the community. Nearly three in five also agreed or strongly agreed the giving group helped them develop new or expand professional or leadership skills. This was also brought up by many members in interviews.

There seemed to be little to no impact on **political engagement**. Less than **one in five** giving group respondents said the group caused them to increase or substantially increase their involvement in changing government policies and about the same amount agreed or strongly agreed the giving group helped them learn more about public policy and how government works. Thus, participation in a giving group seems to have a positive impact on personal development that might be relevant to civic engagement but this doesn't seem to translate into political learning and action.

However, giving group respondents were significantly more likely than the control group to agree that they have the **ability to influence public policy** and this agreement increased as participation in the number of giving groups increased. Giving group respondents were also significantly more likely to agree **if they see a problem or need in the community, they can find out whom to contact to help find a solution**. Giving group respondents then seem to have a stronger sense of empowerment related to influencing public policy and solving community problems than the control group and this increases, related to influencing public policy, as number of groups increase. Given the findings about doing little to change public policy due to the giving group and lack of learning about policy, this suggests either giving group members already felt empowered in this area before joining the group or the group helped provide a sense of empowerment without ultimately linking this to action on public policy.

It should be noted that none of the groups in the sample explicitly say they intend to influence members about policy or political engagement; however, many do express the desire for social change (and the process of deciding upon and giving money is inherently political). It may be that giving group respondents are already more politically engaged; however, there were no significant differences between the giving group and control respondents regarding their participation in various types of civic and political activities during the past 12 months, except for a higher percentage of giving group respondents indicating they had worked together with someone or a group to discuss or address a problem in the community.

Finally, the data showed several differences in impact across the giving groups in the sample. These differences seem to show that **different groups, with different specified approaches, goals and strategies, fulfill different niche areas/needs** in the giving group "market." Each group seems to have been successful in adding value in different ways. These different groups might benefit from working

together to meet various donors' needs and desires in relation to their philanthropy and to grow philanthropy more broadly.

Respondents from **BeyondMe**, the group with the most emphasis on volunteering and professional development, were on average **most likely** among all groups in the survey sample to say the group increased the amount of time they volunteer each year. In addition, along with respondents in Other Groups (due to low numbers, respondents from the Medway 100 Fund, Norfolk Future Fund, and Give Inc. were combined into this category), they were also most likely to say the group increased their social or professional network. And along with The Bread Tin respondents, they were most likely to agree they developed new or expanded professional or leadership skills and to say that volunteering with a charity supported or recommended by the group had an impact on increasing their giving. BeyondMe respondents were **least likely** among all groups in the survey sample to say they considered the effectiveness of an organisation in making decisions about support, they assessed how well charities fulfilled their mission or goals, and that they provided operational or core funds. It should be noted that these findings reflect the impact of the group before it transitioned to a new model, a core part of which now includes educating members on strategic and effective giving.

On average, respondents in **The Bread Tin**, the group focused the most on research, were **most likely** among all groups in the survey sample to say they conducted research to help decide which organisations to support. They were also most likely to agree the giving group helped them learn more about the charitable sector and how charitable organisations operate. In addition, along with Other Groups, The Bread Tin respondents were most likely to say the group increased their participation in efforts to address problems in the community and along with BeyondMe to agree they developed new or expanded professional or leadership skills. Finally, The Bread Tin respondents were most likely among the groups in the survey sample to say the following had contributed to an increase in their giving:

- Other members of the group
- Hearing about the impact of support on a beneficiary
- Hearing charities make a pitch
- Making a pledge or commitment to give
- Discussing charities or projects
- Learning about new charities or projects

The Bread Tin respondents were **least likely** among groups in the survey sample to support an organisation for multiple years, agree that they have a responsibility to help others in need, and agree they can make the community a better place to live.

On average, respondents in the group most focused on effectiveness, **Giving What We Can**, were **most likely** among groups in the survey sample to say they considered the effectiveness of an organization, used organisational performance data, and assessed how well charities fulfilled their mission or goals in making decisions about support. They were also most likely to give for general/core operating funds and agree they have a responsibility to help others in need, that giving money and volunteering can have a positive impact on the health of a community, and government should ensure that everyone has a decent standard of living. Along with The Funding Network (TFN) respondents, they were most likely to agree that government should do something to reduce income differences between the rich and poor. GWWC respondents were **least likely** among groups in the survey sample to say the giving group caused them to increase the number of organisations they give to in a year, increased their participation in

efforts to address problems in the community, or helped them develop new or expanded professional or leadership skills.

On average, respondents in the group using live-crowd funding events (and whose survey sample included its most active members), **The Funding Network**, gave to the largest number of organisations in a year and the most per month overall and through the group. They were also most likely among groups in the survey sample to say matching funds provided by a philanthropist or senior member of the group had an impact on increasing their giving and that they were satisfied with life nowadays and felt that the things they do in their life are worthwhile. Along with GWWC respondents, they were most likely to agree government should do something to reduce income differences between rich and poor. TFN respondents were **least likely** among groups in the sample to conduct research to make giving decisions or agree that government should ensure that everyone has a decent standard of living.

On average, along with The Bread Tin respondents, **Other Groups** respondents (made up of two hosted and one independent group) were **most likely** among all groups in the survey sample to say the group increased their participation in efforts to address problems in the community, and along with BeyondMe respondents, to say the group increased their social or professional network.

In conclusion, giving groups seem to have a positive impact on various areas of giving, volunteering, learning and development, civic engagement, and well-being. Length of participation and number of giving groups in which respondents participated, volunteering through a group, number of hours of volunteering as part of the giving group, and various models/types of the giving groups seem to matter in influencing these. These findings are similar to what has been found in the U.S.

Caution should be exercised when generalizing these results to the general population of giving and control group participants since they are based on a convenience sample that might not be representative of the population.

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## Appendix A: An Overview of Types of Giving Circles/Groups in the UK

### *Mentored Groups*

Mentored groups are geared toward mentoring young professionals to become better educated, empowered and engaged philanthropists. BeyondMe (formerly Young Philanthropy) and The Bread Tin are examples of mentored groups. Both are networks of small giving groups that pair young professionals with a mentor and/or more senior philanthropist who provides mentoring support and/or matching funds. Staff also help to administer the groups but funding decisions are made by the members.

BeyondMe is the new name of Young Philanthropy (YP), announced in September 2014. BeyondMe is made up of a network of teams, each team includes young professionals working at the same corporation, who together donate their time, money, and skills to a charity project for one year, often with matched funding and support from a senior leader in their business and their employer. During the study, along with a name change, BeyondMe transitioned from its former model with up to 15 people on a team, to a revised model with teams made up of 7 people. Also under the new BeyondMe model, teams start their year-long project as a cohort and go through a one-day Bootcamp that focuses on inspiring and educating members in various areas including assessing organizational effectiveness. On average teams under the new model donate £4,000 and 150 volunteer hours of business skills over 12 months to their chosen charity or social enterprise. In the survey sample, respondents analyzed as “members,” who had participated for one month or more (N=76; 54% of BeyondMe respondents), were generally involved in the former YP model, while respondents “just starting” and included in the control group (N=64; 46% of BeyondMe respondents) were part of the new BeyondMe model.

The Bread Tin groups include up to ten people not affiliated with any particular corporation, who commit to meeting for one year. Each group member commits to giving £1,000 for the year and this amount is matched by an experienced philanthropist, who may also provide some guidance and advice to the group. The groups are also matched with a mentor and guided through a curriculum that enables them to come to consensus around an area of focus and eventually, after nearly a year of research, the selection of a charity to fund. Each group gives the charity about £15,000 to £20,000.

### *Brokers*

With broker groups, members do not, as in most giving circles, join together to pool their resources; however, they do provide collective support for causes recommended or selected by the group and these groups play a kind of “matchmaking” or “brokering” role in connecting people to charities. The focus of these groups is promoting more effective giving and/or making giving easier to integrate into everyday life.

An example is Giving What We Can (GWWC), which asks members to pledge to give 10% of their income to the most effective charities working to end poverty around the world. GWWC also conducts independent research aimed at identifying the most effective charities, encouraging members to give to its top-rated charities directly. For GWWC, the “most effective” charities are those that save the most lives for the least amount of money spent. To recruit and support members, GWWC encourages the formation of locally-based community groups, which are run by volunteers and meet regularly to host talks and other events.

### *Event-Based Groups*

These are groups where individual donors gather at events to support small charities. Money is raised by members and non-members during events that typically feature a Dragons' Den-style live crowd funding element, during which a pre-selected number of charities pitch projects to the audience, who then make pledges in an auction-like session.

The most well-known example of this type of giving circle is The Funding Network (TFN), one of the first and largest networks of open giving circles in the UK. Live crowd funding events bring donors together to support small charities addressing injustice and poverty with the intent to create social change. Typically, TFN members propose charities for funding and a member-led selection committee chooses 3-5 charitable projects for an event. At the event, charities have six minutes to present their work and what they could do with a set amount of money (typically up to £5,000). This is followed by six minutes of questions and answers. After this, charity representatives leave the room and there is a facilitated pledging session during which members and other attendees can choose to pledge donations towards any of the charities as they wish.

### *Hosted Groups*

Hosted groups are typically funds managed by the host and the host provides staff support to the giving group. In many cases, the host recommends or even selects the particular projects or beneficiaries that receive funding. The hosts are typically independent charities or community foundations and for this reason, tend to be more formal in their structures and funding decision-making processes.

Hosted groups in the survey sample include the Medway 100 Club and Norfolk Future Fund, both hosted by their respective local community foundations in Kent and Norfolk. The Medway 100 Club is made up of a group of Medway business representatives who each give £1,000 or £2,500 a year. The aim of the Club is to bring together socially-responsible local businesses and connect them with innovative charity projects to make a difference in the local community. The Norfolk Future Fund is made up of members who commit to give £25 per month to collectively support local community social change projects in the county. Activities of the group include events, organisation visits, and other special projects.

### *Independent Groups*

These groups are typically made up of a small group of people who operate independently, some even forgoing tax benefits to keep the group's operations as simple as possible. They tend to give relatively small amounts (usually around £500 or less per gift) and their process of decision making tends to be informal; members suggest beneficiaries and the group decides by consent.

An example of this type of giving circle is Give Inc. in Belfast. Members give £1 a day (or £365 a year) and meet four times a year to decide on funding. The group, now with 27 members, typically funds individuals, mostly women in need and in areas that other funders do not provide support. Members put forward potential beneficiaries and often deliver gifts, usually in the form of a cheque, directly to grantees when they are funded. Members do not receive any tax benefits from giving as they feel it would add too much complexity to the group.

## Appendix B: Reasons to Participate in a Giving Group

	All Giving Groups		BeyondMe		The Bread Tin		GWWC		TFN		Other Groups	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Make giving or volunteering easier	76	37.8%	36	47.4%	6	25.0%	7	14.6%	15	60.0%	12	42.9%
Learn about community issues/areas	75	37.3%	29	38.2%	10	41.7%	10	20.8%	11	44.0%	15	53.6%
See more closely the impact of my giving	106	52.7%	48	63.2%	10	41.7%	17	35.4%	13	52.0%	18	64.3%
Learn how to give or volunteer more strategically	93	46.3%	35	46.1%	13	54.2%	30	62.5%	8	32.0%	7	25.0%
Be more engaged in the community	63	31.3%	30	39.5%			8	16.7%	5	20.0%	20	71.4%
Have fun	73	36.3%	35	46.1%	10	41.7%	5	10.4%	13	52.0%	10	35.7%
Be more effective in my giving	140	69.7%	54	71.1%	14	58.3%	36	75.0%	16	64.0%	20	71.4%
Network or socialise with others in the group	84	41.8%	38	50.0%	13	54.2%	5	10.4%	14	56.0%	14	50.0%
Engage more deeply with an issue or organisation	102	50.7%	52	68.4%	14	58.3%	18	37.5%	10	40.0%	8	28.6%
Connect with new charities or causes	112	55.7%	44	57.9%	15	62.5%	17	35.4%	22	88.0%	14	50.0%
Have purposeful discussions about causes or other shared interests	74	36.8%	26	34.2%	13	54.2%	14	29.2%	11	44.0%	10	35.7%
Be anonymous when giving	13	6.5%	3	3.9%	0	0.0%	6	12.5%	2	8.0%	2	7.1%
Be around like-minded people	116	57.7%	45	59.2%	20	83.3%	13	27.1%	18	72.0%	20	71.4%
Leverage or make my giving go further	104	51.7%	35	46.1%	13	54.2%	22	45.8%	18	72.0%	16	57.1%
Find a greater sense of purpose or well-being	91	45.3%	39	51.3%	12	50.0%	20	41.7%	11	44.0%	9	32.1%
<b>Total</b>	<b>201</b>		<b>76</b>		<b>24</b>		<b>48</b>		<b>25</b>		<b>29</b>	