



Department
for Culture
Media & Sport

Charitable Giving Indicators 2014/15

Statistical Release

November 2015

Contents

Section 1: Indicators.....	2
Annex A: Technical Note.....	6

This publication has been updated on 13 November 2015 and 11 December 2015 to correct data in the Charitable Giving Indicators statistical release published on 12 November 2015.

Amendments on 13 November: Data for English Heritage have been revised in order to align with its NAO audited 2014/15 financial accounts. There are no changes for any other organisation and changes only apply to 2014/15 figures.

This revision has meant an increase to the 2014/15 overall figure for contributed income and the ratio of fundraising to Grant-in-Aid, as well as the equivalent figures excluding donated objects.

Amendments on 11 December: The value of donated objects received by the Victoria and Albert Museum in 2014/15 has been revised. There are no changes for any other organisation and changes only apply to 2014/15 figures.

This revision has not affected the overall figure for contributed income in 2014/15, or the ratio of fundraising to Grant-in-Aid in 2014/15, but it has lowered the value of these figures when they are calculated excluding donated objects.

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

Section 1: Indicators

Background

This release presents the total amount of charitable giving¹ to DCMS funded cultural institutions (previously a DCMS impact indicator) and the ratio of charitable giving to Grant-in-Aid received by DCMS funded institutions (previously a DCMS input indicator). The cultural institutions included in this measure are, Arts Council England and their National Portfolio Organisations; British Film Institute; British Library; Historic England and the English Heritage Trust; and the National Museums and Galleries².

Key Findings

- Total fundraising to DCMS funded cultural institutions in 2014/15 was £525m, an increase of £49m from £476m in 2013/14.
- When donated objects are excluded, the total fundraising was £428m in 2014/15, a decrease of £27m from £455m in 2013/14.
- The ratio of fundraising to Grant-in-Aid in 2014/15 was 54.5 per cent, an increase from 48.8 per cent in 2013/14, and a marked increase from 33.7 per cent in 2012/13. This means that for every £1 of Grant-in-Aid cultural institutions funded by DCMS received in 2014/15, they generated 54.5 pence in fundraising and/or contributed income.
- When donated objects are excluded, the ratio of fundraising to Grant-in-Aid was 44.4 per cent, a slight decrease from 46.7 per cent in 2013/14.

To note, the value of donated objects is usually dependent on a small number of high value objects and can vary substantially between years. Figures excluding donated objects show the more stable underlying trend in fundraising.

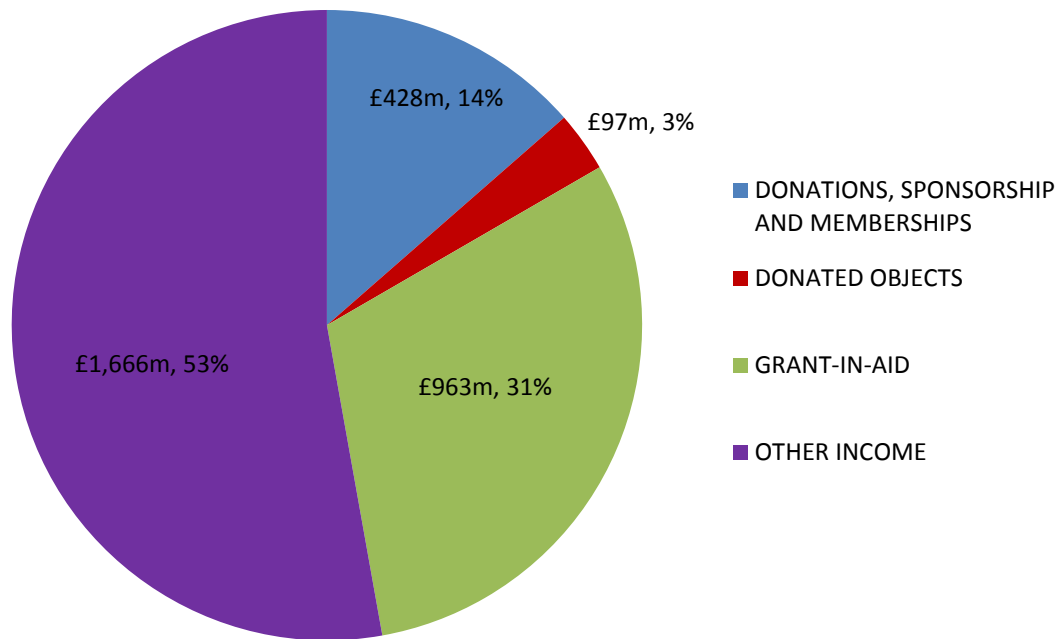
¹ For the purposes of this paper the term “charitable giving” is synonymous with fundraising and/or contributed income. This includes donations, sponsorships, memberships and donated objects, as defined in Annex A.

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

1) Charitable Giving 2014/15

In 2014/15, the cultural institutions funded by DCMS collectively raised £525m in contributed income (as defined in Annex A). £97m of this was from donated objects (19 per cent of all contributed income). A breakdown of this in the context of the total income of these cultural institutions is shown in the chart below. The total income of these bodies in 2014/15 was £3155m (Figure 1).

Figure 1: Total income breakdown for DCMS-funded cultural institutions, 2014/15



2) Ratio of charitable giving to Grant-in-Aid 2014/15

The percentage of charitable giving to Grant-in-Aid was 54.5 per cent. This means that for every £1 of Grant-in-Aid cultural institutions funded by DCMS received in 2014/15, they generated 54.5 pence in fundraising and/or contributed income. There has been an increase in this ratio from 48.8 per cent in 2013/14, and a marked increase from 33.7 per cent in 2012/13. The longer term increase from 2012/13 may be due to a number of cultural institutions running major fundraising campaigns; such as the redevelopment of Tate Modern's Bankside Power Station, and the Imperial War Museum's Lambeth redevelopment. Excluding donated objects, the percentage of charitable giving to Grant-in-Aid was 44.4 per cent (i.e. 44.4 pence for every £1) in 2014/15.

Use of Independent Trusts

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

3) Change in the last five years

Table 1: Charitable Giving indicators 2009/10 to 2014/15

	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
Total Fundraising	£236m	£250m	£357m	£348m	£476m	£525m
Total Fundraising (Excluding donated objects)	£218m	£234m	£274m	£293m	£455m	£428m
Total DCMS Grant-in-Aid	£1,077m	£1,047m	£994m	£1,032m	£974m	£963m
Ratio of Fundraising to Grant-in-Aid	21.9%	23.9%	35.9%	33.7%	48.8%	54.5%
Ratio of Fundraising to Grant-in-Aid (Excl. donated objects)	20.2%	22.3%	27.6%	28.4%	46.7%	44.4%

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

The value of donated objects has varied over time. Donated objects contributed 19 per cent to total fundraising in 2014/15 (Figure 2 and Figure 3). This variation among years is largely due to a small number of high value donations, which this year included donated works to Tate. These included three Cy Twombly paintings valued at £15 million each, and David Hockney's 'George Lawson and Wayne Sleep', valued at £7.4 million.

The percentage of Fundraising to Grant-in-Aid *excluding* donated objects increased steadily over time between 2009/10 and 2012/13, but saw a sharp increase in 2013/14 to 46.7 per cent. The percentage has remained high in 2014/15, but fallen slightly to 44.4 per cent.

Further Detail

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

³ <https://www.gov.uk/government/collections/charitable-giving-indicators>

Figure 2: Total income breakdown for DCMS-funded cultural institutions over time, 2008/09 - 2014/15

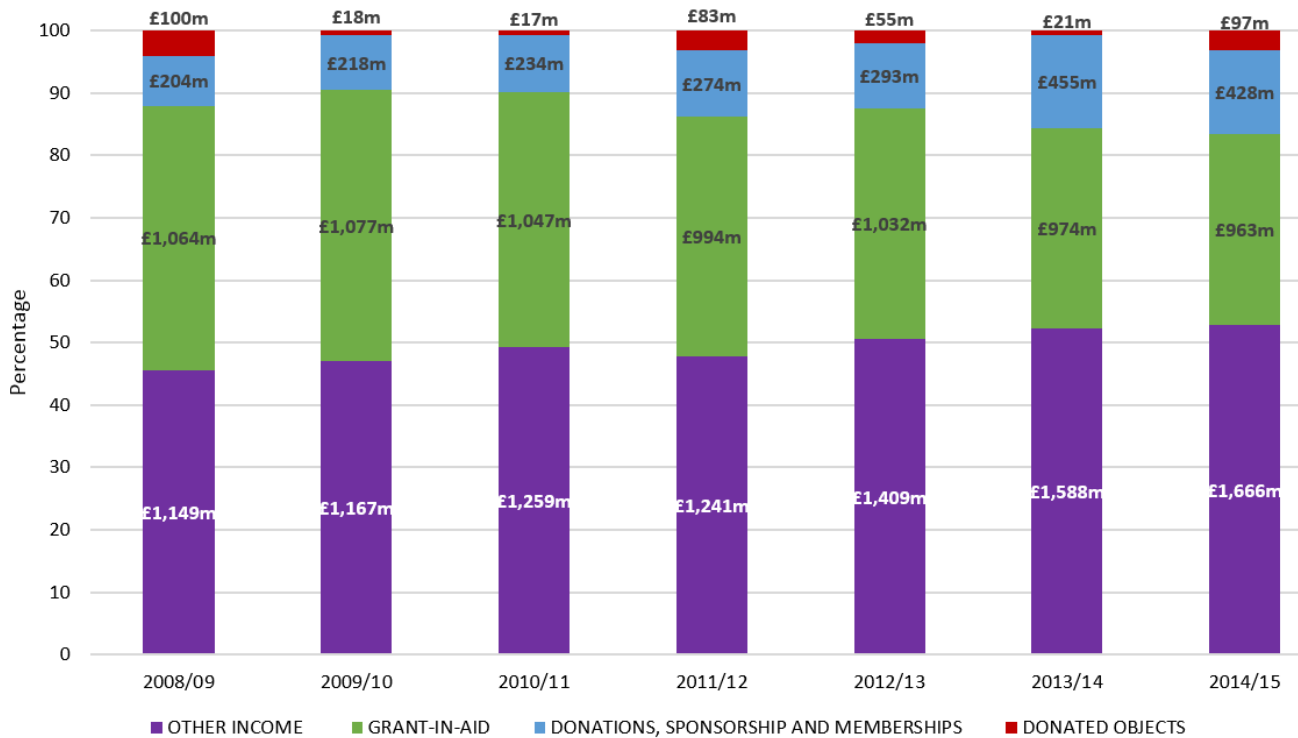
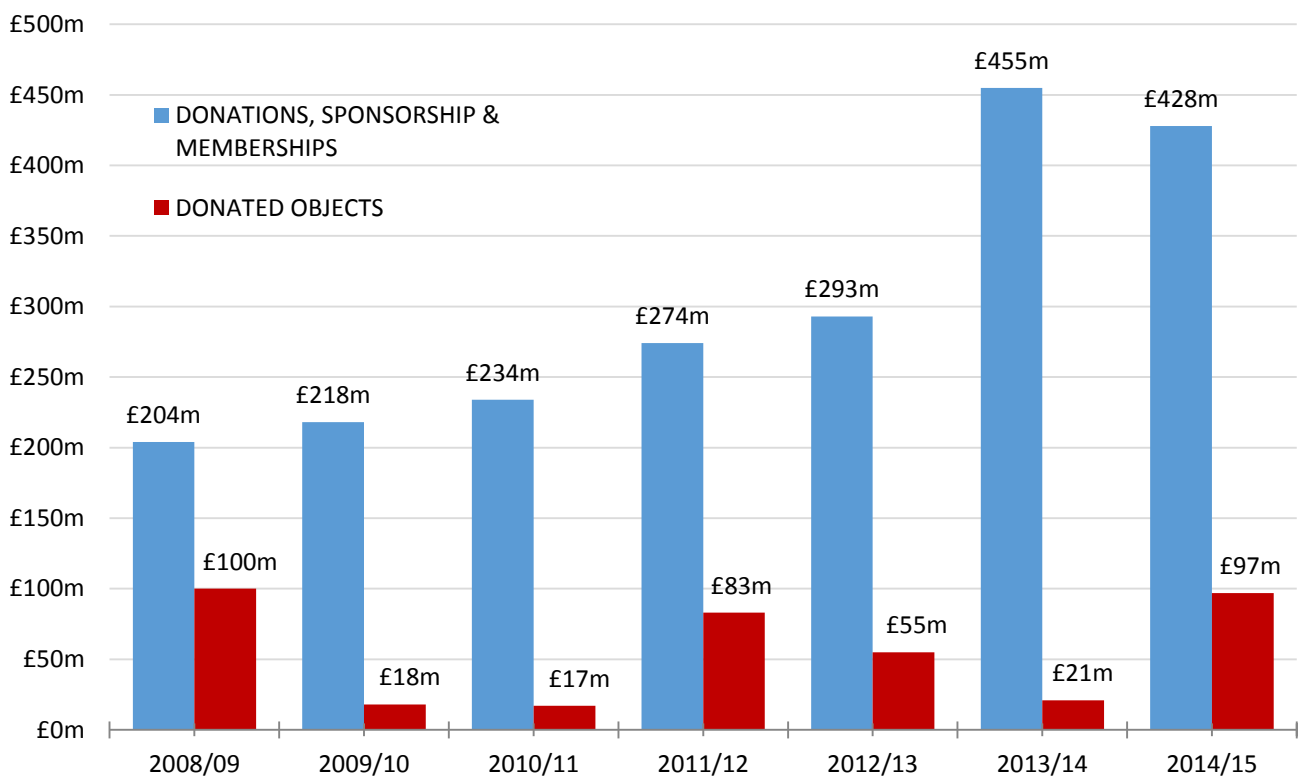


Figure 3: Total charitable giving for DCMS-funded cultural institutions (current prices), 2008/09 - 2014/15



Between 2008/09 to 2014/15, cultural institutions DCMS fund have collectively raised £2,495m (when donated objects are included) in fundraising/contributed income.

Annex A: Technical Note

1. Charitable Giving Indicators is an Official Statistic and has been produced to the high professional standards set out in the Code of Practice for Official Statistics. For more information, see <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/code-of-practice-for-official-statistics.pdf>.
2. Charitable Giving Indicators were part of a series of DCMS Performance Indicators.

3. Definition

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

We have summarised this in the table below:

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

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

Cultural Institutions Included in the Indicator:

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

4. Sources

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

The data source used for the Arts Council England's National Portfolio Organisations (NPO) (formerly known as Regularly Funded Organisations, RFOs) is based on the NPO annual submission. The figures reported are from the full sample in 2008/09⁴ (850 RFOs), 2009/10⁵ (836 RFOs) 2010/11⁶ (829 RFOs), 2011/12⁷ (832 RFOs), 2012/13⁸ (696 NPOs) and 2013/14⁹ (701 NPOs). The RFO Annual Submission figures 2014/15 are from the full samples of National Portfolio Organisation and Major Partner Museum respondents¹⁰.

5. Caveats

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

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

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

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

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

⁸ <http://www.artscouncil.org.uk/funding/our-investment/funding-programmes/regular-funding-for-organisations/outcomes-and-evaluations/regularly-funded-organisations-statistics-201213/>

⁹ <http://www.artscouncil.org.uk/funding/apply-funding/funding-programmes/regular-funding-for-organisations/outcomes-and-evaluations/national-portfolio-statistics-201314/>

¹⁰ <http://www.artscouncil.org.uk/what-we-do/research-and-data/npo-and-mpm-annual-submissions/current-annual-submission/> <http://www.artscouncil.org.uk/media/uploads/ACE-Annual-Report-201415.pdf>

6. The responsible policy officer for this release is Sarah Lingard, Sarah.lingard@culture.gov.uk and the responsible statistician is Helen Miller-Bakewell, Helen.millerbakewell@culture.gov.uk.
7. Next Release: the next release is scheduled for November 2016 and will present the annual estimates for 2015/16.

© Crown copyright 2015

You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence.

To view this licence, visit www.nationalarchives.gov.uk/doc/open-government-licence/ or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: psi@nationalarchives.gsi.gov.uk



Department
for Culture
Media & Sport

4th Floor, 100 Parliament Street
London, SW1A 2BQ
GOV.UK/DCMS