



Department  
for Culture  
Media & Sport

# Charitable Giving Indicators 2012/13

Statistical Release

November 2013

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

# Contents

---

Section 1: Indicators.....	4
Annex A: Technical Note.....	8

# Section 1: Indicators

---

## Background

This release presents both the DCMS impact indicator “Total amount of charitable giving<sup>1</sup> to DCMS funded cultural institutions” and the input indicator of the “ratio of charitable giving to Grant-in-Aid received by DCMS funded institutions”. The cultural institutions included in this measure are, Arts Council England and their National Portfolio Organisations, British Film Institute, British Library, English Heritage, and the National Museums and Galleries<sup>2</sup>.

## Key Findings

- The impact indicator in 2012/13, which measures total fundraising, was £348m, a decrease of £9m from £357m in 2011/12.
- When donated objects are excluded from the impact indicator, the total fundraising was £293m in 2012/13, an increase of £19m from £274m in 2011/12.
- The input indicator in 2012/13, which measures the ratio of fundraising to Grant-in-Aid, was 33.7%, a decrease from 35.9% in 2011/12.
- When donated objects are excluded from the input indicator, the ratio of fundraising to Grant-in-Aid was 28.4%, an increase from 27.6% in 2011/12.

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.

---

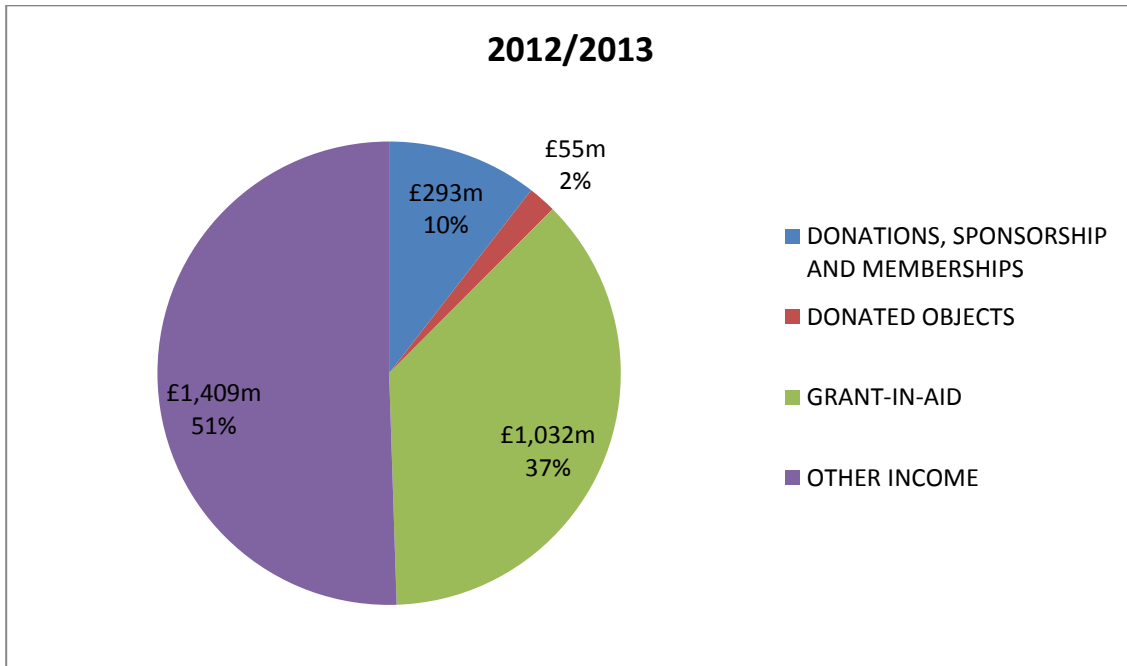
<sup>1</sup> For the purposes of this paper the term “charitable giving” is synonymous with fundraising and/or contributed income. This includes donations, sponsorships, memberships and donated objects as defined in Annex A.

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

### 1) Impact Indicator 2012/13

In 2012/13, the cultural institutions funded by DCMS collectively raised £348m in contributed income (as defined in annex A). £55m of this was from donated objects (16% 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 2012/13 was £2,789m (see Figure 1).

**Figure 1: Total income breakdown for DCMS-funded cultural institutions, 2012/13**



## 2) Input Indicator 2012/13

The percentage of charitable giving to Grant-in-Aid (input indicator) was 34%. This means for every £1 of Grant-in-Aid received by cultural institutions DCMS fund, these institutions generated around 34 pence in fundraising/contributed income. The slight decrease in the input indicator is partly due to the high value of donated objects in the preceding year, 2011/12. Total contributed income excluding donated objects has increased in 2012/13. Excluding donated objects, the percentage of charitable giving to Grant-in-Aid was 28% (i.e. around 28 pence) in 2012/13.

### Use of Independent Trusts

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

### Change since 2008/09

**Table 1: Charitable Giving Input and Impact indicators 2008/09 to 2012/13**

	2008/09	2009/10	2010/11	2011/12	2012/13
<b>Total Fundraising (Impact indicator)</b>	<b>£304m</b>	<b>£236m</b>	<b>£250m</b>	<b>£357m</b>	<b>£348m</b>
Total Fundraising (Excluding donated objects)	£204m	£218m	£234m	£274m	£293m
Total DCMS Grant-in-Aid	£1,064m	£1,077m	£1,047m	£994m	£1,032m
<b>Ratio of Fundraising to Grant-in-Aid (Input indicator)</b>	<b>28.6%</b>	<b>21.9%</b>	<b>23.9%</b>	<b>35.9%</b>	<b>33.7%</b>
Ratio of Fundraising to Grant-in-Aid (Excl. donated objects)	19.1%	20.2%	22.3%	27.6%	28.4%

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

The value of donated objects has had a substantial variation over time. It contributed between 7% of total fundraising in 2010/11 and up to almost a third in 2008/09. Donated objects contributed 16% to total fundraising in 2012/13. This variation is largely due to a small number of high value donations (see figures 2 & 3 below).

Therefore the percentage of funding to Grant-in-Aid (Impact indicator) has fluctuated over time, but has remained relatively stable since last year. Whereas, the percentage of Fundraising to Grant-in-Aid *excluding* donated objects has increased steadily over time, and is currently at its highest level (28.4%) (see table 1 above).

### Further Detail

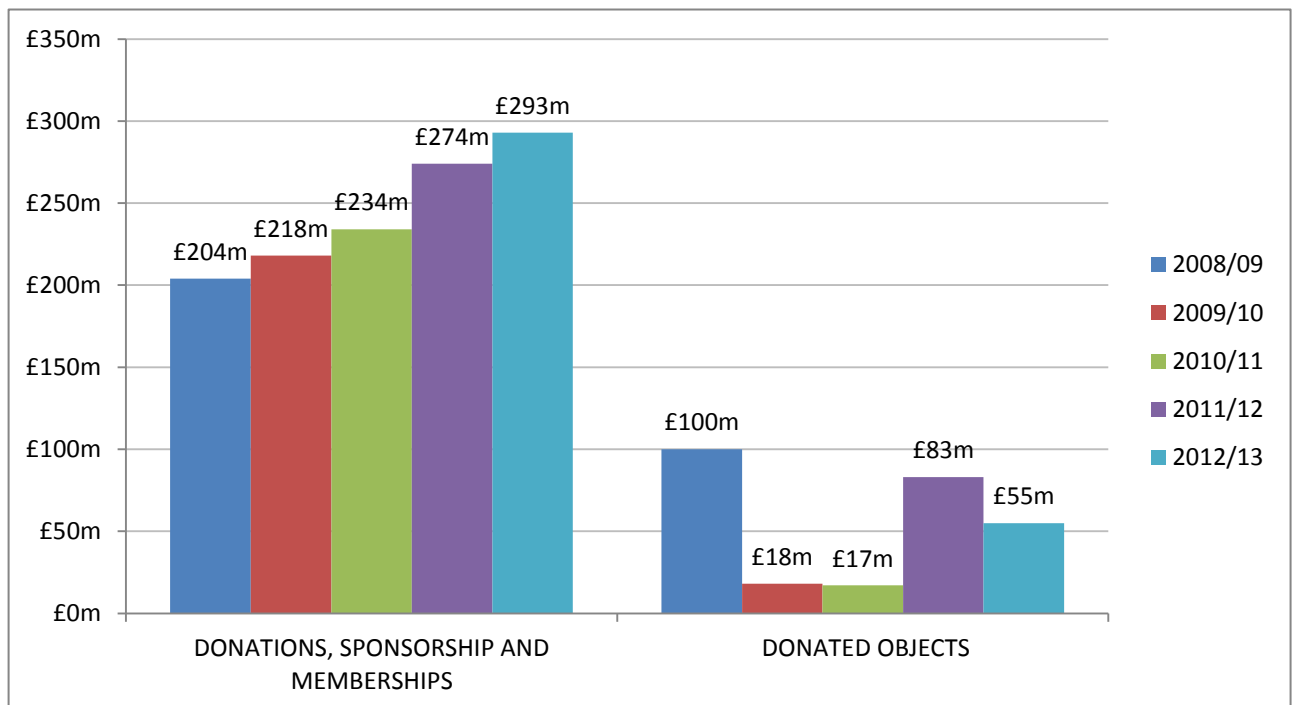
A published table<sup>3</sup> with individual breakdowns by cultural institutions accompanies this report. Individual breakdowns have been included for transparency purposes, to show how the totals were calculated, and are *not* reported for comparisons between cultural institutions.

<sup>3</sup> [https://www.gov.uk/government/publications?departments%5B%5D=department-for-culture-media-sport&publication\\_filter\\_option=statistics](https://www.gov.uk/government/publications?departments%5B%5D=department-for-culture-media-sport&publication_filter_option=statistics)

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



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



Since 2008/09 to 2012/13, cultural institutions DCMS fund have collectively raised £1,494m 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 are part of a series of DCMS Performance Indicators. These are split into input and impact indicators. Impact indicators give information on the outcomes of our work.

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

### 3. Definition

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

We have summarised this in the table below:

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

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



**Cultural Institutions Included in the Indicator**

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

**4. Sources**

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

The data source used for the Arts Council England's National Portfolio Organisations (NPO) (formerly known as Regularly Funded Organisations) is based on the NPO annual submission. The figures reported are from the full sample in 2008/09<sup>4</sup> (850 RFOs), 2009/10<sup>5</sup> (836 RFOs) 2010/11<sup>6</sup> (829 RFOs), 2011/12<sup>7</sup> (832 RFOs) and 2012/13<sup>8</sup> (696 NPOs) for "Contributed income, which includes sponsorship, trusts and donations".

**5. Caveats**

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

6. The responsible policy officer for this release is Catherine Mardell, [catherine.mardell@culture.gsi.gov.uk](mailto:catherine.mardell@culture.gsi.gov.uk) and the responsible statistician is Thor Sodha, [thor.sodha@culture.gsi.gov.uk](mailto:thor.sodha@culture.gsi.gov.uk).
7. Next Release: the next release is scheduled for Autumn 2014 and will present the annual estimates for 2013/14.

<sup>4</sup> [http://www.artscouncil.org.uk/media/uploads/annual\\_sub\\_stat0809/Allorgs\\_0809.xls](http://www.artscouncil.org.uk/media/uploads/annual_sub_stat0809/Allorgs_0809.xls)

<sup>5</sup> [http://www.artscouncil.org.uk/media/uploads/transparency/TopLineTables\\_200910\\_v3\\_Excel\\_2007.xls](http://www.artscouncil.org.uk/media/uploads/transparency/TopLineTables_200910_v3_Excel_2007.xls)

<sup>6</sup> [http://www.artscouncil.org.uk/media/uploads/xls/2011-09-20\\_TopLineTables\\_201011\\_RFO\\_ONS.xls](http://www.artscouncil.org.uk/media/uploads/xls/2011-09-20_TopLineTables_201011_RFO_ONS.xls)

<sup>7</sup> [http://www.artscouncil.org.uk/media/uploads/pdf/RFO\\_report2012.pdf](http://www.artscouncil.org.uk/media/uploads/pdf/RFO_report2012.pdf)

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



Department  
for Culture  
Media & Sport

4th Floor, 100 Parliament Street  
London SW1A 2BQ  
[www.gov.uk/dcms](http://www.gov.uk/dcms)