



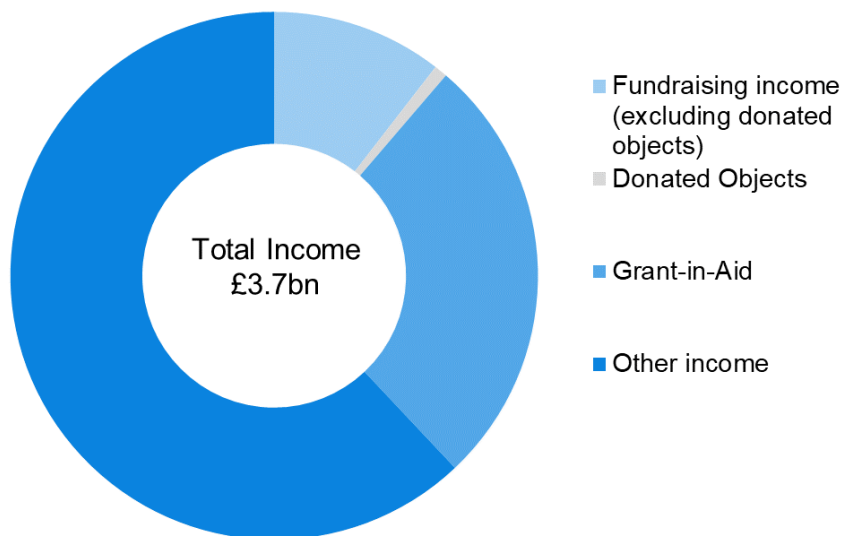
Charitable Giving Indicators 2017/18

In 2017/18, DCMS-funded cultural organisations generated £3.7 billion in **total income**. When comparing 2017/18 to 2016/17 on a consistent basis (Historic England figures were not included in 2016/17¹) this was an increase of 3.2% (£3.5 billion in 2017/18 compared to £3.4 billion in 2016/17).

Of the £3.7 billion generated in 2017/18:

- 62.0% (£2.3 billion) was accounted for by **other income**²
- 26.7% (£1.0 billion) was accounted for by **Grant-in-Aid**
- 10.5% (£0.4 billion) was accounted for by **fundraising income (charitable giving)**
- 0.8% (£0.03 billion) was accounted for by **donated objects**.

Total income breakdown for DCMS-funded cultural organisations, 2017/18



The **ratio of fundraising income to Grant-in-Aid was 42.3%**, slightly lower than 2016/17 (48.6%). This means that for every £1 of Grant-in-Aid DCMS-funded cultural organisations received in 2017/18, they generated 42.3 pence in fundraising income.

This release presents the total amount of income generated by DCMS-funded cultural organisations in 2017/18. These funded cultural organisations are:

- Arts Council England and their National Portfolio Organisations
- British Film Institute
- British Library
- Historic England
- DCMS sponsored museums and galleries, which are:
 - British Museum
 - Geffrye Museum
 - Horniman Museum
 - Imperial War Museums
 - National Gallery
 - National Museums Liverpool
 - National Portrait Gallery
 - Natural History Museum
 - Royal Armouries
 - Royal Museums Greenwich
 - Science Museum Group
 - Sir John Soane's Museum
 - Tate Gallery Group
 - Victoria and Albert Museum
 - The Wallace Collection

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¹ On 1st April 2015, English Heritage split into two organisations; Historic England and English Heritage Trust. Comparisons between 2015/16 or 2016/17 and other years are therefore not possible. As of 2017/18 Historic England's fundraising income reached a level that is comparable (£200,000) with those of other funded cultural organisations and is therefore now included in the report.

² Other income is constituted of any other forms of income not included in the definitions for fundraising income, donated objects and Grant-in-Aid. See further details in Annex A.

Chapter 1: Charitable Giving Indicators

In 2017/18, DCMS-funded cultural organisations generated £3.7 billion in **total income**. When comparing 2017/18 to 2016/17 on a consistent basis (Historic England figures were not included in 2016/17³) this was an increase of 3.2% (£3.5 billion in 2017/18 compared to £3.4 billion in 2016/17).

Figure 1: Total income generated by DCMS-funded cultural organisations, 2008/09 to 2017/18



Note: The dotted line represents where data for Historic England are not included. Comparisons between 2015/16 or 2016/17 with 2017/18 or pre-2015/16 are therefore not comparable.

Of the £3.7 billion total income generated by DCMS-funded cultural organisations in 2017/18:

- 62.0% was accounted for by **other income**
- 26.7% was accounted for by **Grant-in-Aid**⁴
- 10.5% was accounted for by **fundraising income (charitable giving)**
- 0.8% was accounted for by **donated objects**.

Other income

In 2017/18, DCMS-funded cultural organisations generated a total of £2.3 billion through other activities. When Historic England is excluded from the 2017/18 total, ensuring that the 2016/17 and 2017/18 totals are comparable, this was an increase of 7.4% from £2.1 billion in 2016/17.

³ On 1st April 2015, English Heritage split into two organisations; Historic England and English Heritage Trust. Comparisons between 2015/16 or 2016/17 and other years are therefore not possible. As of 2017/18 Historic England's fundraising income reached a level that is comparable with those of other funded cultural organisations and is therefore now included in the report.

⁴ [DCMS Annual Report and Accounts](#) are used for figures relating to Grant-in-Aid funding. This excludes other public funding such as Strategic Commissioning and the Wolfson Foundation fund.

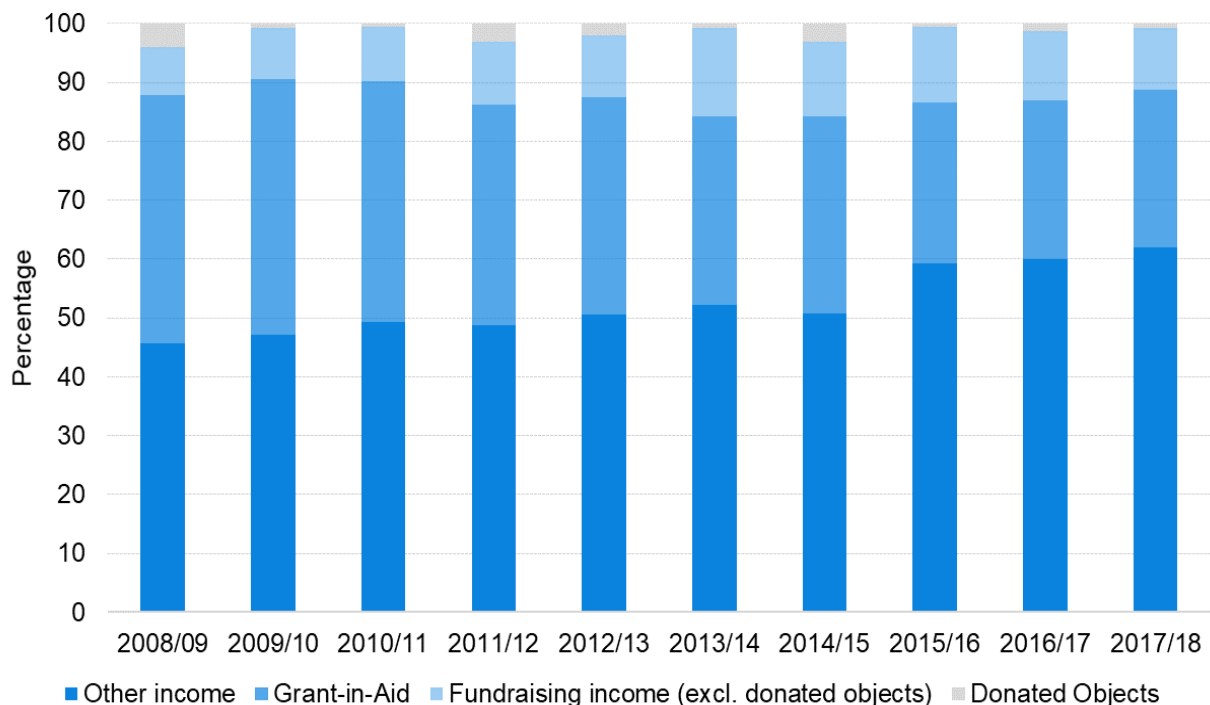
Fundraising income (charitable giving)⁵

In 2017/18, DCMS-funded cultural organisations generated a total of £421 million through fundraising income (including donated objects). When Historic England is excluded from the 2017/18 total, ensuring the totals for 2016/17 and 2017/18 are comparable, this was a decrease of 6.1%.

Despite the fall in fundraising income, there were notable differences between 2016/17 and 2017/18 amongst a few of the organisations, notably:

- The **Geffrye Museum** had a substantial increase (272.5%) in the amount of fundraising income it generated to fund its two year capital project which commenced in January 2018.
- The **National Gallery** (increase of 142.8%) which raised £9.7 million to purchase ‘*Bellotto’s The Fortress of Konigstein from the North*’ and £2.1 million to purchase the ‘*Zurbaran’s Still Life with Lemons*’. In addition £4.9 million worth of heritage assets donated to the Gallery⁶.
- The **Horniman Museum** (increase of 56.6%) which raised funds to support the opening of its new ‘*Butterfly House*’ in August 2017 which featured hundreds of free-flying butterflies in an outdoor tropical garden. Much of this growth was driven through ticket sales for the popular family exhibition ‘*The Robot Zoo*’ exhibition.
- The **National Portrait Gallery** (increase of 45.7%) which raised funds to finance its major capital project ‘*Inspiring People*’. The project is designed to refurbish the gallery by creating more public and gallery space, enhancing the main entrance and creating a state-of-the-art Learning Centre for the museum⁷.

Figure 2: Proportion of the main forms of income to the total income generated by the DCMS-funded cultural organisations, 2008/09 - 2017/18



Note: Data for Historic England are not included in the 2015/16 and 2016/17 figures. Comparisons between 2015/16 or 2016/17 with 2017/18 or pre-2015/16 are therefore not comparable.

⁵ See Annex A for full definition.

⁶ The National Gallery Annual Report and Accounts for the year ended 31 March 2018, page 9, note 5 on fundraising income.

⁷ National Portrait Gallery Annual Report and Accounts 2017-18, Inspiring People project, Page 18

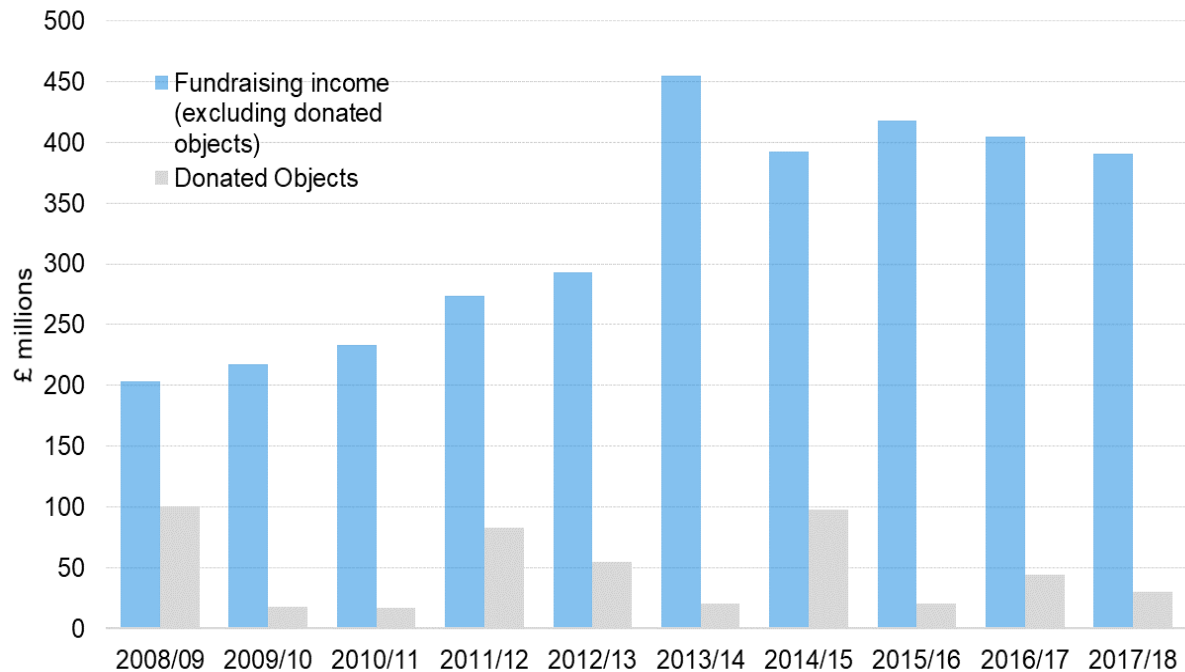
Donated objects

The value of donated objects varies considerably over time. Caution should therefore be taken when comparing year on year figures.

Collectively, DCMS-funded cultural organisations received £30.1 million in the form of donated objects⁸ in 2017/18, a fall of 31.4% from the previous year (£43.8 million).

The **Tate Gallery** received the highest value of donated works of art worth £15.9 million in total, although this is lower compared to £21.0 million in 2016/17.

Figure 3: Total fundraising income (charitable giving) for DCMS-funded cultural organisations, 2008/09 - 2017/18



Note: Data for Historic England are not included in the 2015/16 and 2016/17 fundraising income figures. Comparisons between 2015/16 or 2016/17 with 2017/18 or pre-2015/16 are therefore not comparable.

Ratio of fundraising income (charitable giving) to Grant-in-Aid 2017/18

In 2017/18, the ratio of fundraising income to Grant-in-Aid was 42.3%. This means that for every £1 of Grant-in-Aid DCMS-funded cultural organisations generated 42.3 pence in fundraising. This is a fall of 6.4 percentage points compared to 2016/17 (48.6%).

When Historic England is excluded from both the 2017/18 Grant-in-Aid and fundraising income totals ensuring that the 2016/17 and 2017/18 totals are comparable there is a 2.2 percentage point decrease in the ratios between the two years (48.6% and 46.4% respectively).

When donated objects are excluded from the fundraising income total, the ratio of fundraising income to Grant-in-Aid decreases to 39.3%, 4.6 percentage points lower than 2016/17 (43.9%).

However, when donated objects are excluded from the fundraising income total and Historic England is excluded from both the fundraising income and Grant-in-Aid totals, ensuring that the 2016/17 and 2017/18 totals are comparable, the ratio increases to 43.1%.

⁸ This figure excludes the Geffrye Museum, Wallace Collection, Historic England, ACE National Portfolio organisations and the British Film Institute as these do not receive donated objects.

Table 1: Ratio of fundraising income (charitable giving) to Grant-in-Aid¹, 2011/12 to 2017/18

	2011/12	2012/13	2013/14	2014/15	2015/16 ²	2016/17 ²	2017/18
Total fundraising ³	£357m	£348m	£476m	£490m	£438m	£448m	£421m
Total fundraising (excluding donated objects)	£274m	£293m	£455m	£393m	£418m	£405m	£391m
Total DCMS Grant-in- Aid	£972m	£1,032m	£974m	£1,043m	£975m	£1,010m	£996m
Ratio of fundraising to Grant-in-Aid	36.7%	33.7%	48.8%	47.0%	49.6%	48.6%	42.3%
Ratio of fundraising to Grant-in-Aid (excluding donated objects)	28.2%	28.4%	46.7%	37.6%	47.3%	43.9%	39.3%

Notes:

1. Data are in current prices and have not been adjusted for inflation.
2. Figures for English Heritage are not included from 2015/16 following the split into two organisations Historic England and English Heritage Trust. However figures for Historic England have now been included in 2017/18 totals.
3. The total fundraising income and Grant-in-Aid figures presented in this table for 2017/18 include figures for Historic England.

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 the [Code of Practice](#).
2. On 1st April 2015, English Heritage split into two organisations; Historic England and English Heritage Trust. Comparisons between 2015/16 or 2016/17 and other years are therefore not possible. As of 2017/18 Historic England's fundraising income reached a level that is comparable with those of other funded cultural organisations and is therefore now included in the report.

Definitions

3. Fundraising income (charitable giving) 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.

This is summarised 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.

4. Other income is constituted of any other forms of income not included in the definitions for fundraising income, donated objects and Grant-in-Aid. For example this includes trading income, investment income, admissions and exhibition fees, development fund, activities for generating funds, etc.

Use of Independent Trusts

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

6. Sources

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

The data source used for the [Arts Council England's National Portfolio Organisations](#) (NPOs) (formerly known as Regularly Funded Organisations, RFOs) is based on the NPO annual submission. The latest figures reported are from the 663 organisations that were funded between April 2015 and March 2018 by Arts Council England.

7. For a full list of caveats please see the notes under the published data tables that accompany this release.
8. The responsible statistician is Wilmah Deda. For enquiries on this release, please contact evidence@culture.gov.uk or 02072112376.
9. The next release Charitable Giving release is scheduled for Autumn 2019 and will present the annual figures for 2018/19.



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