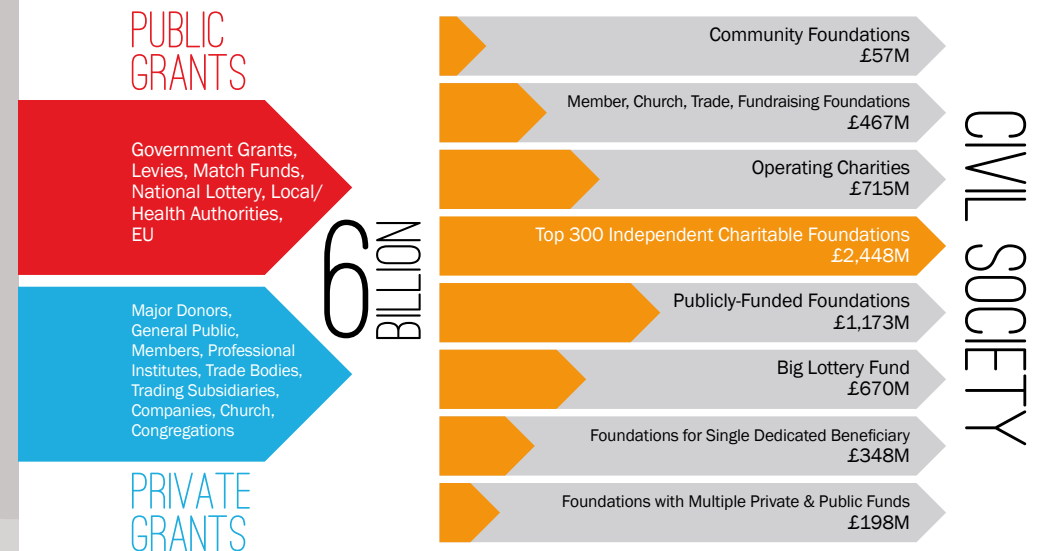# OUR STRATEGY

1 360GIVING'S VISION & MISSION

Our vision is that UK grantmaking is more informed, effective and strategic

Our mission:

As part of a more innovative approach to grantmaking, 360Giving supports organisations to publish their grants data in an open, standardised way and helps people to understand and use the data in order to support decision-making and learning across the charitable giving sector.

The figure below demonstrates the complexity of how UK grantmaking funds flow through different types of independent charitable foundations.[1] Given this complexity and the decreasing resources available, it is imperative that these funds are deployed as strategically as possible. Collaboration between grantmakers is key to achieving this; but they currently have little visibility of how other grantmakers spend their money and with what impact. This limits their ability to work together effectively.

PUBLIC GRANTS

Government Grants, Levies, Match Funds, National Lottery, Local/ Health Authorities, EU

PRIVATE GRANTS

Major Donors, General Public, Members, Professional Institutes, Trade Bodies, Trading Subsidiaries, Companies, Church, Congregations

6 BILLION

Community Foundations £57M

Member, Church, Trade, Fundraising Foundations £467M

Operating Charities £715M

Top 300 Independent Charitable Foundations £2,448M

Publicly-Funded Foundations £1,173M

Big Lottery Fund £670M

Foundations for Single Dedicated Beneficiary £348M

Foundations with Multiple Private & Public Funds £198M

CIVIL SOCIETY

At present, it is not possible to find a complete dataset on all charitable grants provided in the UK. Although charities are required to report their annual accounts to the Charity Commission, this information is often locked away in PDFs. Similarly, local authorities must publish details of all grants to voluntary, community and social enterprise organisations, but this information is produced separately and cannot be compared between local authorities, with central government grants or with Charity Commission reporting. This lack of open, comparable information means that it is not possible to assess UK grantmaking as a whole and its collective impact. It also limits the ability to look at shared opportunities and challenges and to hold grantmakers accountable for their activities.

[1] See p.9 of *Giving Trends: Top 300 Foundation Grant-makers 2015 Report* by C. Pharoah et al. for the original version of this table and for more data and analysis of the sector.

2 OUR AIMS

360Giving was set up to enhance charitable grantmaking, bringing greater visibility to the sector through the sharing of information in a simple way.

360Giving is a unique initiative. We aim to inspire best practice in grantmaking and want to leverage open data to help us do this. We hope that 360Giving will provide the foundation for a collective open data resource for grantmaking and that new forms of collaboration will be built on this.

360Giving aims to:

- **Learn** about what information is needed and how different groups want to use it.
- **Demonstrate** the relevance and usefulness of open, comparable grants data.
- **Build** a coalition of the willing to support publication and use of open grants data.
- **Support** the work already being done by grantmakers to open up their data.
- **Innovate** the ways that grants data is used for decision making, monitoring impact and learning.

We value:

- **Collaboration** and will work alongside data providers and users to experiment and learn about what information and tools are needed to make grantmaking as strategic as possible.
- **Openness** and the need for transparency and accountability in charitable activities, including our own activities, funding and governance.
- **Impact** and the need to ensure that our work remains focused and has a positive impact in line with our mission and vision.
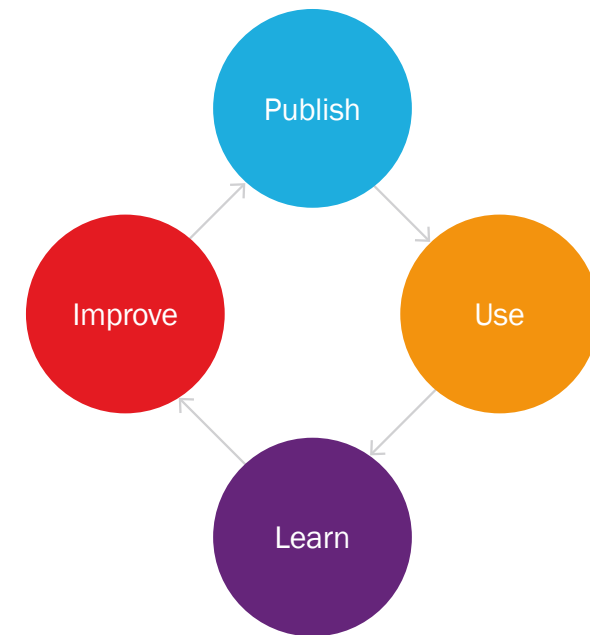
There are three core components to 360Giving:
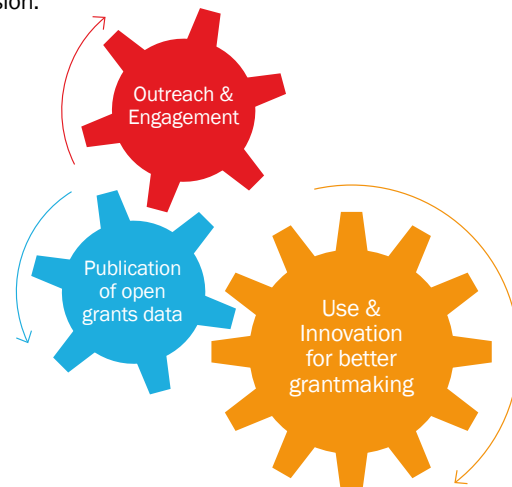
3 OUR GOALS

We will focus on three goals in order to achieve our mission:

1) We will support organisations to publish their grants data in an open, standardised way.
2) We will help people understand and use the data.
3) We will support decision making and learning across the charitable giving sector.

Our primary aims are to:

1. Reduce siloes between grantmakers and beneficiaries by bringing like-minded organisations and individuals together to share ideas on new approaches to their decision-making and learning.

2. Embed 360Giving within the UK grantmaking infrastructure, so that openly sharing and using grants data becomes the norm within the sector.

3. Ensure that more informed decision making and learning is happening among different groups and in different contexts, resulting in changed approaches throughout the sector.

4 WHAT IS OPEN DATA?

Open data is defined as data and content that can be freely used, modified and shared by anyone for any purpose.[2]

There are already some organisations publishing their current grants as open data. They are leading the way by opening up and sharing the information they hold in a timely way, but it is important that this becomes the norm rather than the exception. It is also important that the information published can be easily accessed and compared, rather than having to go to individual websites to access the data in different formats and with different information provided. This is why we have developed an open, standardised format for presenting this information – the 360Giving Standard.

Using a common, open standard for providing grants information is a simple step that gets us closer to better informed, targeted and effective giving; that is if every charitable grantmaker shares its data. As long as the data is published to the agreed standard and can be freely accessed, used and reused by anyone, it meets the needs of 360Giving.[3]

The characteristics of high quality data:

For data to be considered high quality, it needs to be comprehensive, timely, accessible and comparable.

Comprehensive: The information should be complete. In order to confirm data comprehensiveness, we provide tools to check which data fields grantmakers are publishing, and to give feedback on how to ensure all the information that users need is being provided according to the standard.

Timely: The data needs to be current, i.e. not only for historical activities but for grants that are being implemented at the moment.

Accessible: Publicly available in machine-readable format. The data should be released under an open licence (public domain or attribution only) and users should be able to bulk export it. Grantmakers should actively promote access to and use of their data.

Comparable: Data should be disaggregated and detailed to allow different users to access, use and compare it with other data sets in many ways. At present, the only standard that allows this for UK grants is the 360Giving Standard.

5 WHY OPEN DATA LEADS TO IMPACT

We believe that grantmaking can be improved by providing open, comparable data on what is being funded, where and for what purpose.

The opportunity:

Open data offers exciting possibilities for changing the way grantmakers engage with one another and with their beneficiaries. By opening up their data, grantmakers will facilitate their ability to engage and deliver, and by sharing this information, they give others the opportunity to improve their services as well.

By publishing different funders' grants information in a standardised way, 360Giving data users will be able to map giving by any number of variables including sector, location, organisation type and size. Comparing information on charities and charitable funders will be possible, reducing the resource burden and duplicated efforts, enabling more effecting grant seeking and making.

In the longer-term, we anticipate that 360Giving will support the move over time of funding organisations to digitise their grant funding processes and to improve their internal knowledge management and data collection systems; as well as greater use of web and cloud tools by both funders and a new generation of grant seekers.

Who benefits from opening up grants data?

The lack of open, comparable grants data affects organisations and individuals in different ways, reducing their ability to deliver as effectively and strategically as possible.

Many grantmakers are providing funding to organisations working in the same sector or region and would benefit from having access to data on what their counterparts are doing, where and with what outcome. Open grants data would mean they could better track the impact of their funding in the longer-term and assess their role compared to others that are supporting the same sector/region. It would also be quicker for them to see what other funding sources their grantees have received, making it easier to identify funding patterns and if their grantmaking is as targeted as it could be.

From a citizen's perspective, open grants data would mean they could easily discover how different grants are distributed within their community, how they fit together and who that benefits.

[2] See: http://opendefinition.org/

[3] See section 8 for more details on the 360Giving Standard and the information items it includes.

6 ENGAGING & LEARNING

Engaging with organisations and learning how open data can support better grantmaking are at the core of what we do.

Building a movement:

We will work in partnership with like-minded organisations with the aim of building a supportive coalition, so that it's not only 360Giving that is championing open grants data, but other stakeholders and leading influencers within the sector. Our engagement will involve a mixture of advocacy, publishing advice, technical development and policy analysis.

In order to support these different activities, our engagement work will focus on:

1. Networking

Identifying who we need to support us and building "coalitions of the willing" to help us meet our goals.

2. Communicating

Explaining what 360Giving is, what we want to achieve and to share the experiences of different stakeholders of how they are publishing and using the data.
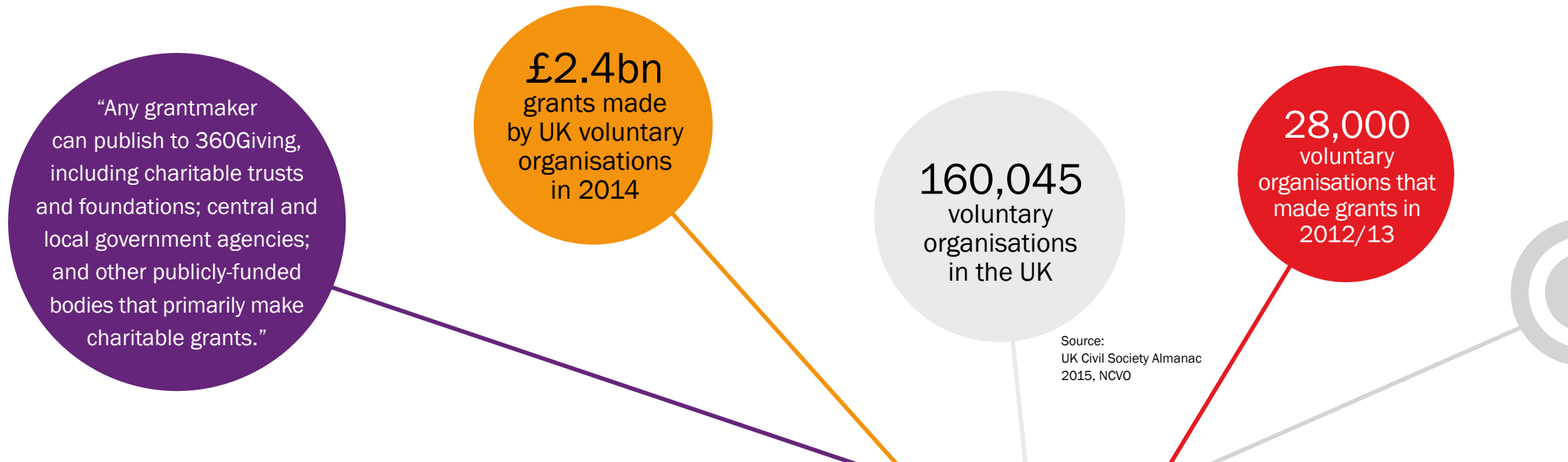
3. Evidence

Using data and case studies to demonstrate the need for 360Giving, what information is available and how it can be used for better decision making and learning.

7 KEY MILESTONES

360Giving has a "moon shot" goal of 80% of UK charitable grants to be published openly by 2018.

We have identified 8 key milestones to help us achieve our moon shot goal:

- 80% of top 60 UK charitable grantmakers publishing to 360Giving.

- Three grantmaker networks established and publishing and using data on specific sector/region.

- 360Giving data is being published and used by at least four UK statutory bodies or providers of regional/local government grants.

- Challenge Fund established and first round of products commissioned in 2017.

- Two new visualisations/prototypes commissioned each year using 360Giving data and used by key user groups.

- 360 data is being used in two commercial products.

- The tech and open data community is engaging with the development and governance of the 360Giving Standard.

- Annual strategic review completed with ambitious targets assessed and updated as needed.

"Any grantmaker can publish to 360Giving, including charitable trusts and foundations; central and local government agencies; and other publicly-funded bodies that primarily make charitable grants."

£2.4bn grants made by UK voluntary organisations in 2014

160,045 voluntary organisations in the UK

Source:
UK Civil Society Almanac 2015, NCVO

28,000 voluntary organisations that made grants in 2012/13

8 THE 360GIVING STANDARD

The 360Giving Standard provides a structured way to share transparent and interoperable information on grantmaking.

The key idea behind the standard is that the data provided is comprehensive and comparable, therefore providing a 360 degree view of grantmaking and supporting in-depth analysis of grants, grantees and beneficiaries, both between and across different grantmakers, sectors and regions. The standard is not intended to replace the information management systems used by grantmakers, but instead to unlock that data so it is presented in an open and comparable format that anyone can access, use and re-use for their own purposes. Any grantmaking organisation can publish to the standard, regardless of where they are based or which countries, sector or regions they support.

Key information items that are included in the 360 Standard are:

• Basic information about the grant
• Planned and actual dates of activity
• Details of the recipient and funding organisations
• The location of beneficiaries (and allowing for multiple beneficiaries)
• Details of the grant programme funding is from
• Any supporting documents

The standard has been designed to be easy to use, with a simple spreadsheet for publishing and consuming data, backed up by a structured data model. The process that publishers are guided through is outlined below, with support provided by 360Giving at every stage. There are a range of tools available for converting, validating and exploring the data to be published, to help ensure that it is as comprehensive and high quality as possible.

PLEDGE The organisation is engaging with 360Giving and has expressed a commitment to publish its grants data.

PREPARE The organisation is actively researching and processing data with a view to publication.

PUBLISH The organisation has successfully opened data on its grants, using the 360Giving Standard.

PROGRESS The organisation is regularly updating and using 360 data for its own purposes as well as encouraging others to use it.

Publishers and users of 360 data are encouraged to engage in any reviews and upgrades of the standard as part of ongoing efforts to ensure that the information provided is as relevant and useful as possible.

More detailed information about the 360Giving Standard, including the full schema and supporting documentation, is available at: http://www.threesixtygiving.org/standard/

Open data
for more effective
grantmaking