360 Giving

Unleashing the Impact of Grants Data

2022 - 2025 Strategy

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Note: This is a provisional strategy, subject to securing funding.

Unleashing the Impact of Grants Data

About 360Giving

Our vision and mission

Our vision is for grantmaking in the UK to become more informed, effective and strategic.

Our aim is for more money to go to where it is needed most to support communities and good causes through a more informed understanding of the grantmaking picture.

Our mission is to help UK funders publish their grants data in an open, standardised way, and support people to understand and use this data to improve charitable giving.

Our approach

Everything that we do – and everything we intend to do – as an organisation is embedded in our five core values. We are driven by principles of being:

1. Purposeful
2. Open
3. Curious
4. Collaborative
5. Inclusive

These values and principles are embedded into our culture, practices and priorities. They formed the drivers for, and the basis of design and development of, our new strategy. We're also striving to ensure that inclusion is embedded throughout our strategy, plans and practices.

What we do

We support funders to publish their data using the 360Giving Data Standard. This enables them to share information on who, where and what they fund in a way that others can access and use for free.

We also help people to access and use the data, and have created tools to make it easy to explore, download and visualise. Because the data is standardised, it can be looked at and analysed all together, helping us to see and understand grantmaking across the UK.

Our story

It is more important now than ever before for funding to be distributed strategically, as the needs of society far outweigh the available grants. Yet historically, funders have had limited visibility of how each other spends their money, making it hard to identify shared opportunities and challenges, or to assess UK grantmaking – and its impact – as a whole.

This however is changing. Over the last couple of years, publishing open grants data has become the norm and expected practice, rather than best practice, for a range of grantmakers. This means there is now a critical mass of open, comparable information available on UK grants.

By early 2022, over 220 funders have published over 600,000 grants worth over £110bn. Over 30,000 people a year access and use this data in the 360Giving tools alone. For the first time in the UK, it's possible to see and analyse grants given by different funders all together. Having this information means funding can be more informed and effective. We are creating real and meaningful change in the sector. We need to build on this momentum, and use our learning and the tools we have developed to get UK funders to shift the norm from merely sharing data to using it in their day-to-day work. This includes using data published to the 360Giving Data Standard to inform more strategic initiatives and collaborations.

Now is the time for a permanent transformation in data culture and practice. Our strategy sets out how we are going to work towards this aim.

A group at a table viewing 360Giving data on computers, featuring the 360Giving logo in a bubble at the top left.
Text on illustration reads "360Giving helps people to publish and use open grants data".

Our goals

Our goals explain how we are seeking to deliver our vision for UK grantmaking to become more informed, effective and strategic, and the outcomes that we will work towards.

Goal 1 - Increase relevant data available for informed decision-making

a) Retain and proactively recruit funders in priority groups: We need to fill the gaps in key funders publishing to support more meaningful insights into UK grantmaking. These include missing large funders that are impacting our understanding of the overall grantmaking picture and key place-based funders affecting the local picture.

b) Improve the ease and efficiency of data publishing: This is a priority to allow us to support a growing number of funders to publish, and will improve the efficiency and customer experience for organisations publishing their data.

Goal 2 - Improve the quality and depth of data for increased usefulness

a) Increase the quality of data: We have made significant progress over recent years in increasing the volume of grants data available, but more focus is now needed on improving data quality and timeliness. This will be achieved through improved tools, guidance and support for funders. We will also implement a mechanism for grantees to request amendments to correct data published about them.

b) Enhancing the scope of data: With more data being shared, we are now able to deepen the information available by developing the 360Giving Data Standard and guidance. This will include adding new forms of data, such as recording grants to individuals (anonymously), and development of new categorisations to improve the understanding of data. It will also include clearer signposting of grants given to other funders for onward distribution, and improving the data on where grants are spent geographically.

Goal 3 - Enhance data use for greater impact

a) Increase people accessing the data: With more data available, we need to increase the number of people accessing the data to realise its impact. This will be achieved through development of our existing tools and developing new ways for people to access these and the data.

b) Increase skills, confidence and knowledge to use the data: It is not enough to just have the data available, we need to support people to have the skills, knowledge of potential uses, and confidence using it, so they get the most out of it. We will achieve this through our Data Champions personal development programme, a series of training courses and workshops, supporting peer networks and keeping our Resource Library relevant and informative.

c) Increase analysis and shared use: We will actively support funders to use their own data, other grantmaking data, and external datasets to learn from and improve their work. This will include taking a more active role in cross-funder data use and supporting funder collaborations and networks.

Goal 4 - Lead and influence practice for impact

a) Inform decision-making and inspire practice: We will increase the amount and variety of analysis we do proactively, and will publish more research ourselves. In addition, we are aiming to establish a flagship analysis project and write more think-pieces and 'deep dives' into the data. We're hoping that through this work, we will provide new insights and inspire others to use information published to the 360Giving Data Standard.

b) Develop, lead and share good data practice: We will continue to be open about what we're doing and will support the sharing of good (and responsible) data practises. We will share our learning about what's working and will be open about where we can improve. In addition, 360Giving will explore how we can work with other data standards to increase opportunities for data use and impact.

c) Championing a supportive environment: We recognise that we do not work in isolation, and therefore wish to influence local and national government data policy, regulators and collaborate with other 'data for good' initiatives. By doing so, we hope to encourage a better environment for data availability and use for the wider civil society sector.

What's different?

We're going to build on our previous successes, but this strategy also marks a step-change in several key areas:

More proactive and strategic: We will take a more proactive role influencing policy, targeting key funders to become publishers, and we will increase our engagement with funder networks. We will also have a greater role in sharing learning and a voice in advocating for good practice.

Process improvement: Reflecting the scale of publishers 360Giving is now working with, we are intending to simplify publishing processes and increase "self-servicing" options to make it easier for funders to get started with publishing and to share and update data without relying on intensive support.

Changes to our business model: We will be moving towards charging for some additional services during the course of this strategy. It is anticipated that we will continue to be majority grant-funded, and that our core publishing support and access to data will remain open and free. However, increasing the levels of earned income will support our longer-term sustainability, and these new activities will be aligned to our strategic goals and will allow us to extend our reach and impact.

Increased focus on data use: By having a greater focus on using the data – both supporting others to do so and publishing more analysis ourselves – we are seeking a permanent shift in the culture and practice in how funding organisations view and use data.

Partnerships: While we have always worked with others, we're looking to work even more collaboratively with more funder networks, sector bodies, corporate partners and associates to deliver this strategy.

Priority activities

360Giving Data Standard development

We will continue to develop the 360Giving Data Standard to ensure that it remains relevant to users' needs. This will include:

- Adapting the Standard to support recording of grants to individuals (anonymously) to allow us to understand this funding's role in the overall grantmaking picture.
- Enhancements to improve understanding of the data, such as location information about where the delivery is taking place, or where a grant has been given for onward regranting.
- Increasing categorisation, such as recording when a participatory grantmaking model of funding has been used.
- Adding thematic extensions, further to the DEI Data Standard already implemented in 2021.

We will also develop the 360Giving Data Standard Stewardship Committee, the consultation process and engagement in the design and governance of the Standard. We will also explore data exchange/ aggregation with other open data standards - especially in relation to contracting and social investment - in order to better understand resourcing of the sector.

Products and tools development

The 360Giving tools are designed to support the publishing process and support access to, and understanding of, the data.

During the course of the year we will develop several new tools. These will include:

- **Helpdesk tools:** We will create new tools to support funders to publish their grants independently and increase the efficiency of the publishing process.
- **Amendments:** We will introduce a mechanism for grantees to request amendments and corrections to data published about them. This development is intended to address power imbalances, improve the quality of data, and to show leadership on responsible open data practices.

We will also develop a series of tools to support improved access to the data. These will include:

- **Widgets:** In order to promote our tools to a wider audience and enable publishers to promote their published data, we will develop widgets to allow funders and networks to embed their GrantNav and 360Insights views into their websites.

- **API:** We will develop an API (Application Programming Interface) providing direct access to 360Giving data. This will encourage use of up-to-date data and allow developers (including grantmaking database providers) to read data and integrate it into their software.
- **R and Python Packages:** These will support researchers to more easily access and analyse the data, encouraging advanced users to make better use of it.

We will also continue to enhance our existing tools, in line with development in the 360Giving Data Standard and user needs. These include:

- [GrantNav:](#) Our grants search engine continues to be our flagship tool, and we will regularly update and improve it to meet emerging needs.
- [360Insights:](#) We will further develop 360Insights to make visualisations and reporting easier. As part of this, we will deliver thematic trackers, bespoke dashboards and reports for funder networks or collaborations.
- [Resource Library:](#) We will continue to promote and develop our Resource Library to share knowledge and uses of data.
- [Publisher Guidance Platform:](#) We will enhance the platform and develop more tailored guidance to target priority groups of funders and make processes easier for existing publishers.
- [Data Quality Tool:](#) This tool will play a key role in supporting the improvements to the publishing process and improving the quality of data published.
- [Data Quality Dashboard:](#) We will enhance this tool, which shows the scope and qualities of 360Giving data, to make it easier for users to understand how the data can be used, and encourage publishers to improve the quality of their data.

Programmes, workshops, training and learning

360Giving will continue to run the Data Champions personal development programme. Data Champions offers a cohort of attendees the chance to learn more about data culture, how to use data more effectively and influence its use at an organisational level. We will also expand learning events and skills-based development to include workshops, training sessions and offer in-house training to funders or networks. We will further develop our peer networks to support shared learning within our communities.

Analysis

We are looking to significantly increase the analysis that we publish. This will include developing a flagship annual report to complement existing sector reports to provide a more detailed analysis of UK grantmaking and where funding is going.

We will build on this overview with "deep dives" to look in more depth at a section of the data – either by focusing on a set of grants or recipients (eg a sub-sector like arts and culture) or by looking in more detail at a particular characteristic of grantmaking (eg focusing on capital grants).

Our analysis work might also include local area reports and bespoke reporting and analysis for specific groups of funders or networks to support them to see how they fit into a wider picture of grantmaking.

Additional services

As well as bespoke analysis, we will develop new services in response to demand. This will include data cleaning services to support funders to prepare their data for publishing or to update their systems (for example adding missing organisational identifiers or removing duplicates).
We will also develop data enrichment services which will match publishers' data to external datasets. This will support funders to undertake their own analysis of their performance and how well they are achieving against their strategic priorities - for example, appending Indices of Multiple Deprivation statistics, or size of the charities receiving funding to the grants data.
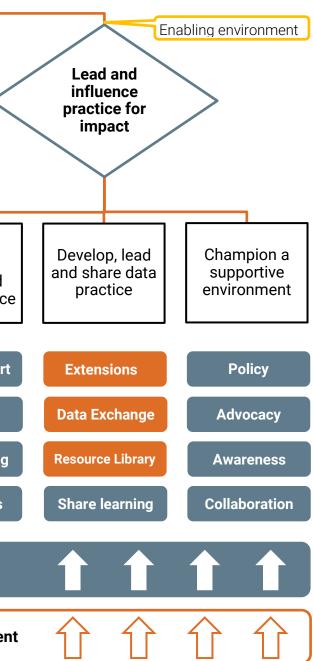
Partnerships

We have always worked collaboratively, but are seeking to grow this by forming strategic partnerships with networks or groups of funders for wider packages of support. These partnerships will cut across all our activities and goals, and we will look to add value to funder collaborations.

We also have initiatives planned to work with corporate partners and sector bodies – including in our policy and advocacy activities to champion a supportive data environment.

Provisional Framework: Strategy 2022-2025

Vision: UK grantmaking becomes more informed, effective and strategic

Impact

A key element of informed decision-making is data on the grantmaking picture. In order to paint this picture we need to increase the amount of data available, including filling in gaps in key funders. We need to improve the quality, timeliness and depth of the data, including more categories to support the data to be better understood and used.

More money is going to where it is needed most to support communities and good causes through more informed understanding of the grantmaking picture

In order for the data to inform decision-making, we need to increase people's ability to use the data. This requires improving skills and confidence to use the data effectively, making it easier to access and use, and inspire people in how it can be used. We need to permanently transform how data is seen, used and positioned across organisations, and advocate for supportive policies.

Outcomes

More data

Increase relevant data available for informed decision-making

Better data

Improve the quality and depth of data for increased usefulness

Improved data use

Enhance data use for greater effectiveness

Enabling environment

Lead and influence practice for impact

Retain and proactively recruit funders in priority groups	Improve ease and efficiency of data publishing	Increase the quality of data	Enhance the scope of data available	Increase people accessing the data	Increase skills, knowledge and confidence to use the data	Increase analysis and shared use	Inform decision-making and inspire practice	Develop, lead and share data practice	Champion a supportive environment

Outputs

Automation	Automation	Quality tool	Extensions	GrantNav	Resource Library	Bespoke dashboards	Flagship report	Extensions	Policy
Partnerships	Guidance	Corrections	Grants to Inds	Insights	Workshops	Data enrichment	Deep dives	Data Exchange	Advocacy
Helpdesk	Workshops	Dashboard	FindThatCharity	Widgets	Data Champions	Partnerships	Benchmarking	Resource Library	Awareness
Engagement	Peer mentoring	Data Cleaning	Working Groups	API/Packages	Peer networks	Bespoke analysis	Partnerships	Share learning	Collaboration

Inputs

Values running throughout: Purposeful, Open, Curious, Collaborative, Inclusive

Internal dependencies: People, £, Systems, Comms, Governance, Relationships, Policies & procedures, Development

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For information on how to get started publishing your grants data, please visit
https://standard.threesixtygiving.org.

Say hello on Twitter at @360Giving.

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