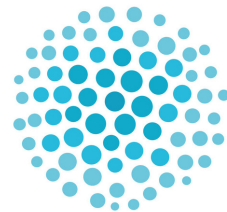


# IMPACT 100 LONDON

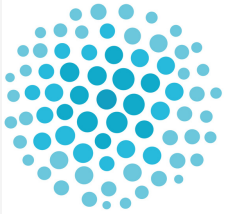


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## ANNUAL REVIEW



# 2020



IMPACT  
100  
LONDON

Registered Charity number  
1099682

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Launched in March 2020, **Impact 100 London** represents a **unique and important step forward in philanthropic giving in the UK.**

It enables individuals to have a bigger impact by pooling their resources and making more informed and strategic giving decisions.

The size of our grant fund is determined by the size of our combined membership donations during a given cycle plus the added benefit of gift aid.

Impact 100 London is a collective fund operated under the auspices of Prism The Gift Fund with the Registered Charity number 1099682.

**LAUNCHED  
MARCH  
2020**

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# VISION & MISSION

Our model of collective philanthropy is **based on building a group of members who equally contribute funds and jointly decide on the grant awards that we make.** These awards are determined by a vote of the full membership at our annual event.

**Our vision** is of an engaged community of donors contributing to a world where women and girls are safe, confident and independent.

**Our mission** is to enhance philanthropic engagement by pooling resources and investing collectively in charities benefitting marginalised women and girls in London.

## THE POWER OF COLLECTIVE PHILANTHROPY

A PHILANTHROPIC IMPACT FUND TO GIVE  
TRANSFORMATIVE GRANTS TO LOCAL CHARITIES THAT  
BENEFIT WOMEN AND GIRLS IN LONDON



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# THE NEED

Women's organisations are chronically underfunded. The pandemic has exacerbated an already dire situation as funding for many charities has diminished and demand has increased dramatically.

Historically, funding for women's organisations has been negatively affected by:

- Austerity measures since 2010.
- The move away from local and national grants to competitively tendered-for contracts to deliver services, which particularly affects smaller, specialist charities.
- The short-term and project-based nature of many contracts and grants.
- Lack of funding to cover core costs.

Additionally, funding for women's organisations does not currently reflect the social value they generate nor the money they save the state.

**“On average, over five years, for every £1 invested in women's services, between £5 and £11 worth of social value is generated for women, their families and the State.”[1]**



**“AUSTERITY HAS A DISPROPORTIONATE IMPACT ON WOMEN'S LIVES. WHEN IT COMES TO CUTS IN PUBLIC SPENDING, WOMEN ARE AFFECTED BY A 'TRIPLE WHAMMY'.”**

They use more public and welfare services; they make up a majority of the public sector workforce; and, they are more likely to have to make up for lost services via unpaid work. [2]

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# OUR MODEL

100% of the Impact 100 London team is volunteer based.

100% of member donations to the grant fund are awarded directly to the selected charities.

100% of members get one, equal vote.



1 100 individuals



2 Each donates £1,000

**£100,000**

3 Donations are pooled to create a £100k fund



4 A small group of members performs due diligence & choose finalists



5 Finalists present to full membership, members vote



6 Large grants are awarded, up to £100k

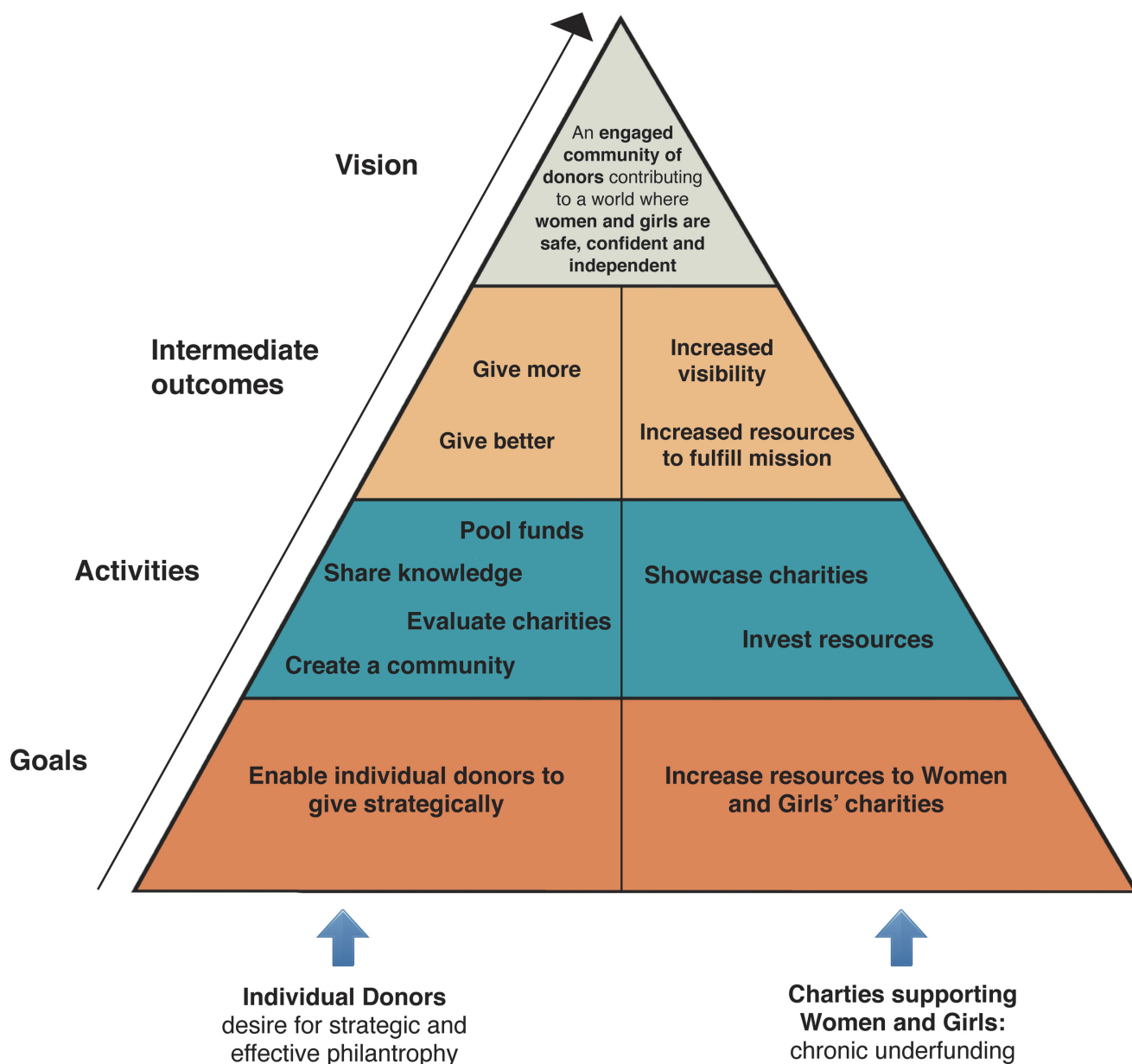
7 100% awarded to local charities

*“Impact 100 is a brilliant way of making sure that the money you give to charity goes further. I like the idea of being part of **something larger than myself** - a co-operative of people working together to make a difference to the lives of women and girls in London.”*

**Kirsten Westlake, Founding Member and Founder, Two Magpies**

# THEORY OF CHANGE

WE HAVE RECENTLY UNDERTAKEN TO DEVELOP OUR THEORY OF CHANGE, A TOOL THAT DESCRIBES THE CHANGE WE WANT TO MAKE IN THE PHILANTHROPIC SECTOR AND THE STEPS INVOLVED IN MAKING THAT CHANGE HAPPEN.



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# MEMBERSHIP

Being a member of Impact 100 London offers an opportunity to:

- Pool resources to create a larger philanthropic fund
- Participate in educational sessions
- Learn about the work of incredible charities based in London
- Vote to decide which charity will be the recipient of the £100,000 Impact 100 London Grant Award
- Get involved by volunteering with Impact 100 London or directly with the charities we fund.

**We conducted a survey and asked our Founding Members why they joined Impact 100 London:**

*"I COVER STORIES OF PEOPLE ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS ALL OVER THE WORLD AND AM EXCITED TO BE PART OF A GROUP MAKING A DIFFERENCE TO WOMEN AND GIRLS WITHIN 5 MILES OF MY HOME"*

**EDIE LUSH, FOUNDING MEMBER & FOUNDER, EDIE LUSH COMMUNICATIONS**

*"WHAT ATTRACTED ME ABOUT IMPACT 100 WAS THE EMPHASIS ON CHARITIES THAT HELP WOMEN AND GIRLS AND ALSO THE COMMUNITY ASPECT OF THE ORGANISATION. I WAS LOOKING FOR A PROJECT THAT WOULD MAKE ME FEEL LIKE I WAS REALLY MAKING A DIFFERENCE, HOWEVER SMALL. I LIKED THE IDEA OF GETTING TO KNOW THE CHARITIES THAT ARE SELECTED AND ALSO OF BUILDING LINKS WITH THEM SO WE CAN SEE THEM GROW AND HELP THEM ACHIEVE THEIR OBJECTIVES OVER SEVERAL YEARS."*

**PAOLA DECAROLIS, FOUNDING MEMBER AND JOURNALIST**

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# TESTIMONIALS

Two of our Founding Members from the first cycle have recently joined our leadership team:

*"I was fascinated by the innovative group-philanthropy approach that encourages members to get involved and allows an efficient structure, as there are no intermediaries between the donors and the charities."*

**Sabine Chatin, Finance Lead, Impact 100 London**

*"Upon hearing about this initiative and meeting the impressive group of women spear-heading it, I knew I wanted to be involved somehow. Working on the grants side and meeting directly with charities, it's clear the potential impact we can have, especially in this current environment where there is more need than ever and charities are being forced to adapt their strategies to meet the needs of those they serve."*

**Staci Arnovitz, Impact Manager, Impact 100 London**

**SOME OF OUR MEMBERS HAVE ALREADY VOLUNTEERED DIRECTLY WITH OUR GRANTEES.**

**FOR EXAMPLE, AS MENTORS FOR THE GIRLS' NETWORK AND TO HOST A CAREER COACHING WORKSHOP FOR WOMAN'S TRUST STAFF.**

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# INITIATING CONVERSATIONS

On 5 November 2020, we hosted a virtual conversation for our members featuring our 2020 Grant recipient, Woman's Trust, and moderated by one of our founding members, Edie Lush. The event was attended by over 90 participants.

**Tackling Domestic Abuse:** In Conversation with Heidi Riedel, CEO of Woman's Trust and Nicole Jacobs, Designate Domestic Abuse Commissioner for England and Wales.

Access the [recording on our website:](http://www.impact100london.org/new-page)  
[www.impact100london.org/new-page](http://www.impact100london.org/new-page)



Heidi Riedel, CEO Woman's Trust



Edie Lush, Founding Member and Founder, Edie Lush Communications



Nicole Jacobs, Domestic Abuse Commissioner for England and Wales

Nicole Jacobs,  
Designate Domestic Abuse Commissioner for England and Wales

Other opportunities to get involved for members:

- **Host an introductory event** to help broaden our membership - virtual or live
- **Join our charities' assessment team** as we gradually expand it with members in this cycle
- **Sponsor a member** - approximately 10% of our members are sponsored by members or other parties. We would love to see this ratio maintained as our membership grows.

# GET INVOLVED

*"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."*

Margaret Mead



Sneak Peek Event - January 2020



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# OUR GRANTS

We seek to provide grants that are **multi-year and available for core funding.**

Our due diligence, based on the New Philanthropy Capital [3] framework, focuses on four areas:

Purpose, Impact, People, Finance

**Grant applications are by invitation only.**

## CHARITY DUE DILIGENCE

### **PURPOSE**

**DOES THE CHARITY'S MISSION RESPOND TO A WELL-DEFINED NEED?**

### **IMPACT**

**DOES THE CHARITY ACHIEVE RESULTS?**

### **PEOPLE**

**HOW STRONG IS THE CHARITY'S LEADERSHIP?  
HOW SOUND IS ITS GOVERNANCE?**

### **FINANCE**

**IS THE CHARITY FINANCIALLY SECURE?**

# 2020 GRANT AWARDS

*"What an incredibly inspiring and well coordinated event. It was so wonderful to hear from three equally ambitious and compelling organisations.*

*Thank you to all of the leadership committee and coordinators whose hard work and passion have resulted in increased funds to these remarkable causes. I for one have already started my application to become a mentor for The Girls' Network."*

Emily Wilkie

Founding Member and Director of Development, Magic Breakfast

Together, and thanks to gift aid, **we voted to award a total of £130,000 to our three charity finalists** at our virtual Grant Awards Event in June 2020.

Over **90% of our 118 members** submitted a vote, either live or absentee.

## £130,000

**AWARDED  
IN OUR INAUGURAL EVENT**

Jenny Anderson | Katherine Arie | Staci Arnovitz | Elisabeth Ayvazian | Anthea Bamford | Heidi Baravalle | Daniela Barrera | Carolyn Barshall | Charlotte Bavasso | Emilie Bellet | Vinni Bhandari | Chandrima Biswas | Alexandre Blanchard | Sejel Bodereau | Isabelle Bourette | Vanessa Boz | Monique Branchmoore | Sam Broadhead | Ginanne Brownell | Evgenia Bukhantsova | Ingrid Cajfinger | Inge Cajot | Michele Campbell | Coco Campbell | Carol Campili | Melanie Cassoff | Audrey Chan | Sabine Chatin | Catherine Chattwell | Lilly Che | Erica Coope | Patrizia Cozzoli | Laura Davies | Paola DeCarolis | Collette Delaney-Smith | Debora Del Favero | Sally Dyson | Gabriella Espinosa | Diane Feeney | Graziella Ferrari | Tina Fordham | Liz Forgash | Kat Foster | Chrysanthy Fox | Amber Freeth | Lynn Frieda | Britta Jacobson | Noriko Gallagher | Nancy Gardiner | Kim Gieske | Olivia Gillan | Betsy Gottlieb | Leila Govi | Lisa Gozali | Lauren Gross | Elly Heaton-Virgo | Martha Hirst | Annick Huber | Saira Howe | Lauren Jacobson | Zipporah Kissi | Amanda Lambert | Nicole LeClair Wartchow | Carine Lee | Dee Lehane | Emmanuelle Lepic | Victoria Lewis | Edie Lush | Fiona Mactaggart | Julie McEver | Carly Madhvani | Micaela Maguolo de Souza-Girao | Jouja Mamri | Mary Marsh | Lani Martin | Claire Maxey | Janet McClaran | Niamh Mesch | Karen Millen | Emma Morgridge | Shannon Mosawi | Aliya Nedungadi | Lisa Noel | Kasey O'Connell | Betsy Olson | Sotonye Oye-Somefun | Michelle Pinggera | Juliana Polastri | Kavita Raj | Joanna Riley | Claudia Rimington | Devon Rose Turner | Mariam Satrap | Bari Shaffran | Aniela Shuckburgh | Bonnie Smith | Maureen Smith | Carolyn Soning | Meg Stone | Sophie Straziota | Barbara Sulzberger | Diana Swartz | Saloni Thakrar | Stacey Towfighi | Tugba Unkan | Anna Ursinis | Nicola Osborne | Erica Wax | Noel Wax | Efrot Weiss | Kirsten Westlake | Dodi Wexler | Liz Whiu | Ellecia Whiu | Emily Wilkie | Jeanne Work | Jenny Weden | Elizabeth Zimdahl



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# 2020 GRANT RECIPIENT

## **WOMAN'S TRUST**

Received £100,000

Payable over 3 years for core funding

**Woman's Trust endeavours to help any woman in London affected by domestic violence and abuse to overcome the mental and emotional harm and rebuild her life, by providing women-only, client-led counselling and support services.**

*"Together, we will help even more women to overcome the trauma they have experienced - to improve, and in some cases, quite literally save lives. We hope your members will agree and feel that this is a powerful collective achievement; fulfilling the objectives of Impact 100 London. We look forward to continuing to work with you over the coming years."*

**Heidi Riedel, CEO - Woman's Trust**

The logo for Woman's Trust, featuring the words "woman's" and "Trust" in a bold, purple, sans-serif font. The "o" in "woman's" is stylized with a small arch over it, and the "T" in "Trust" is also stylized with a small arch over it.

**woman's  
Trust**

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# 2020 MERIT AWARD RECIPIENT

## THE CHANGE FOUNDATION

Received a £15,000 Merit Award

The Change Foundation uses **sport/dance to help marginalised youth improve their lives**, as measured by training, further education, employment, better self-confidence, improved social interaction and networks.

*"I learned so much from this whole experience, not only from a professional level but about myself. I found it so satisfying to be emotional about issues important to me with other women whom I don't know. I won't forget this time. I also loved the other projects."*

Navjeet Sira, Director of Design and Impact - The Change Foundation

The logo for The Change Foundation, featuring the text "THE CHANGE FOUNDATION" in white, bold, uppercase letters on a blue square background.

THE  
CHANGE  
FOUNDATION

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# 2020 MERIT AWARD RECIPIENT

## THE GIRLS' NETWORK

Received a £15,000 Merit Award

The Girls' Network works to **inspire and empower girls from the least advantaged communities by connecting them with a mentor and a network of professional female role models.**

*"Taking part in the Impact 100 London event was an incredibly uplifting and inspiring experience. Not only was it a great opportunity to be showcased in front of a network of members who are passionate about supporting girls and young women, but it also has led to great support and engagement from the community in terms of volunteering to mentor and directly supporting our girls, engaging across our social media channels and sharing the work that we do, but also, as some have, getting in touch to offer pro bono support enabling our organisation to be better equipped to support more girls and have a greater impact on those from the least advantaged communities around the country."*

Charly Young, CEO & Co-Founder - The Girls' Network

**The Girls' Network**  
Unlimited futures for all young women



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# BEHIND THE SCENES

*“It’s astonishing to think that not that many months ago, we were sitting in our offices discussing the possibility of a 2021 initial grant, and here we are now at the end of the first cycle (and running everything remotely).*

*Though, in reality this is just the start of an amazing process that, I am sure, will continue to grow year on year. I am really looking forward to interacting with all three charities and seeing how they develop in the future as well as becoming more involved with Impact 100 London.”*

Martha Hirst, Founding Member and Lawyer, Debevoise & Plimpton LLP

After the grant awards event, **Debevoise & Plimpton LLP**, our pro-bono legal counsel, offered their services to each of our finalists on a pro-bono basis providing support to further the charities' missions.





# THE YEAR AHEAD

## Impact 100 London 2021 Grant Cycle

We are very excited to have opened our 2021 Grant Cycle in October.

JOIN US NOW

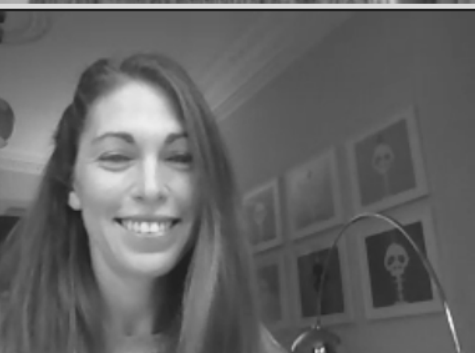
[www.impact100london.org/join-us](http://www.impact100london.org/join-us)  
[membership@impact100london.org](mailto:membership@impact100london.org)

We are looking forward to welcoming back our founding members, **over 80% of whom pledged to join us again.**

We also look forward to expanding our membership and our impact with new members.

# Over 80%

Pledge from founding members  
for 2021



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# 2020 / 2021 PRELIMINARY TIMELINE

- OCT. 2020**      **INTERNAL REVIEW OF INITIAL LIST OF POTENTIAL CHARITIES**
- NOV. 2020**      **MEMBERS' EVENT: TACKLING DOMESTIC ABUSE**
- JAN. 2021**      **MEMBERS' EVENT: OFFICIAL 2021 LAUNCH  
CHARITIES INVITED TO APPLY**
- MAR. 2021**      **CHARITIES SHORT-LISTED**
- APR. 2021**      **MEMBERS' EVENT:  
UPDATE ON CHARITIES LANDSCAPE (TBC)**
- MAY 2021**      **SELECTION OF FINALISTS BY GRANTS COMMITTEE  
FINALISTS ANNOUNCED  
EXECUTIVE SUMMARIES DISTRIBUTED**
- JUN. 2021**      **2021 GRANT AWARDS EVENT / MEMBERS' VOTE**



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# LEADERSHIP TEAM

**ERICA WAX, CO-FOUNDER**

**LANI MARTIN, CO-FOUNDER**

**STACI ARNOVITZ, IMPACT MANAGER**

**ELISABETH AYVAZIAN, GRANTS LEAD**

**VANESSA BOZ, COMMUNICATIONS LEAD**

**MICHELE CAMPBELL, EVENTS LEAD**

**SABINE CHATIN, FINANCE LEAD**

**LIZ FORGASH, MEMBERSHIP**

**JOANNA RILEY, GRANTS**

**ANIELA SHUCKBURGH, MEMBERSHIP LEAD**

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# **SPECIAL THANKS**

**WE ARE SO GRATEFUL TO THE FOLLOWING INDIVIDUALS AND ORGANISATIONS FOR THEIR INVALUABLE SUPPORT:**

**HARRY MALLIDIS AND THE TEAM AT PRISM, THE GIFT FUND**

**VERA LOSONCI, MARTHA HIRST AND THE TEAM AT DEBEVOISE & PLIMPTON LLP**

**CATH DOVEY - ROSA THE UK FUND FOR WOMEN AND GIRLS, THE BEACON COLLABORATIVE**

**PLUM LOMAX - NEW PHILANTHROPY CAPITAL**

**EDIE LUSH - EDIE LUSH COMMUNICATIONS**

**DOUG MILES - COMSPEC**

**DANIELA BARRERA - KITCHEN8**

**BAMBI MAVIN**

**PHILANOS, IMPACT 100 COUNCIL AND THE IMPACT 100 CHAPTERS AROUND THE WORLD**



The cost of designing, printing and posting this Annual Review was entirely paid for with a generous contribution from several Impact 100 London founding members.

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## REFERENCES:

**Page 4** - [1] According to the Women's Resource Centre (WRC), the UK's leading national umbrella organisation for the women's sector, having calculated the social return on investment (SROI) on the women's sector.

**Page 4** - [2] Women's Budget Group, February 2018.

**Page 11** - [3] NPC is the leading London-based charity think-tank supporting charities, philanthropists, funders and social enterprises to maximise their social interests.



THE POWER OF COLLECTIVE PHILANTHROPY

[WWW.IMPACT100LONDON.ORG](http://WWW.IMPACT100LONDON.ORG)