



13 May 2020

We have launched a new philanthropic organisation: Impact 100 London. Our mission is to channel the power of **collective philanthropy** and award transformative grants directly to charities in London, with an emphasis on charities working with **women and girls**.

The challenges many of us are facing as a result of the COVID-19 is only the tip of the iceberg for many vulnerable women and girls. We have all seen first hand the power of community coming together during these difficult times, and we're pleased to add to that effort through our collective philanthropy work.

What is Impact 100 London?

Impact 100 London members each contribute £1,000 to the fund and vote on which charities receive our funding. By awarding significant grants, we can help strengthen not only the infrastructure for existing programs and also invest in new programmes. As part of the process, we aim to learn about the challenges facing marginalised/underserved women and girls in London to help guide the decision-making.



This is an **innovative and important step forward in philanthropic giving** in the UK. It enables individuals to make a bigger impact by pooling their resources, and giving in an informed and strategic way.

We launched *Impact 100 London* in February 2020, before the Coronavirus pandemic hit London. We could have never imagined how timely this initiative would be, both in terms of the increased need and the loss of funding in the current environment.

Our model of collective philanthropy means building a group of members who contribute funds equally and jointly decide on the grants that we make. As part of the process, we aim to share learnings about the challenges facing marginalised women and girls in London, as well as dynamic local charitable organisations. Our focus on charities working with women and girls reflects both a chronic short-fall in funding in this area and increasing demand for their essential services.

Our progress so far

We have just closed our very first funding cycle and have in fact exceeded our goal of 100 founding members: we have raised over £125,000 for our first fund. We have implemented a rigorous grant review process over the past three months and will be presenting three finalist charities to our members.



The vote will be held on June 3rd. We will decide on a significant award for one of the finalists and merit awards for the two runners up.

Please find attached a two-page document which further explains our model and our work. More information on our website:

www.impact100london.org/

I would love the opportunity to discuss this further with you, and would be so grateful if you could forward my email to colleague journalists and editors who might be interested in writing about Impact 100 London.