

Prioritising research topics about charities & giving

More information at www.giving-evidence.com/consultation

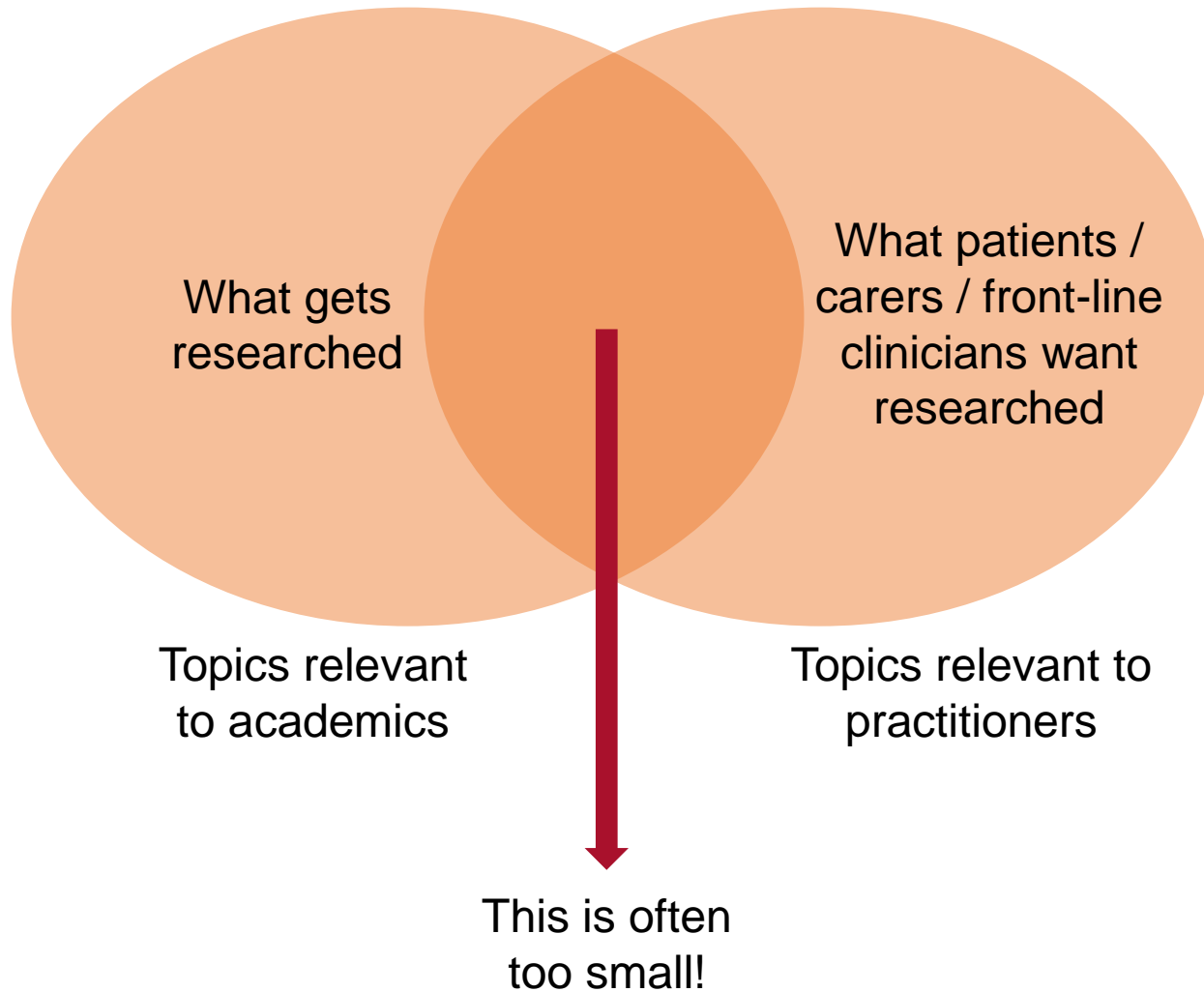
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Giving Evidence
Enabling **giving** based on sound **evidence**

The mismatch



We're doing this specifically in / for research around charities and philanthropy*



CHARITY
FUTURES

*excluding fundraising

Goal:	To enable charitable activity and <i>giving</i> to be based on sound <i>evidence</i>
Observation / problem:	1) For lots of the decisions that charities & donors need / want to make, there isn't (adequate) evidence 2) So there's a long list of topics which need more research.
So:	We need to choose (somebody will choose) the questions to prioritise

We can make this choice explicitly and deliberately

Our project / method

We are asking	Charities = Any operational non-profit (faith-based, CIC, social enterprise...)	'Donors' = Foundations, individuals, public sector, impact investors...
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“ What research / evidence / data / insights would help you? ”



Who we are

Advisory group

Michael Cooke, Give Directly

Sara Llewelin, Barrow Cadbury Fdn

Michele Acton, Fight for Sight

Carolyn Cordery, Aston U.

Jane Leek, Porticus UK

John Mohan, U.Birmingham

Danielle Walker Palmour,
Friends Provident Fdn

Adrian Sargeant, U.Plymouth

Fran Perrin, The Indigo Trust

Grant Gordon, Reekimlane
Foundation

Véronique Jochum, NCVO

Keiran Goddard, Association of
Charitable Fdns

Rob Williamson,
Northumberland Comm Fdn

David Knott / Maria
Nyberg *The Office for Civil
Society*

Tom Hall, UBS
Rob Macmillan, Sheffield
Hallam University

Team

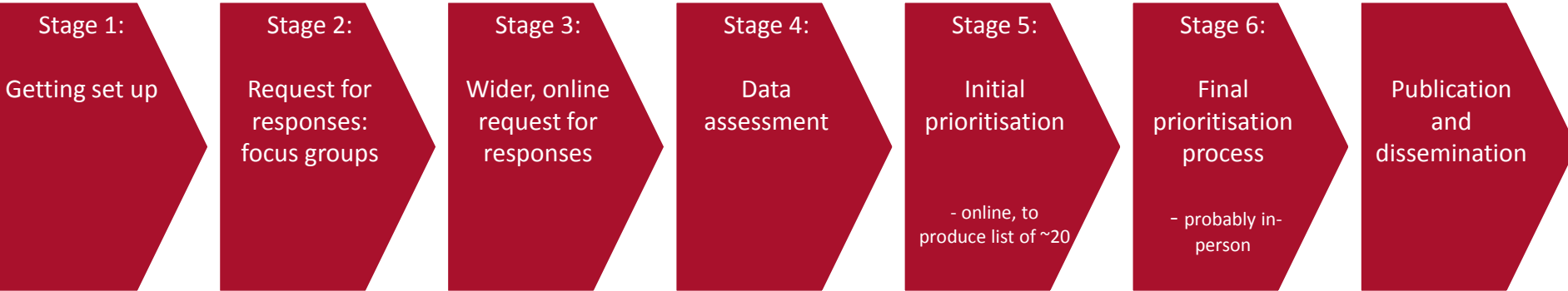
Katherine Cowan, senior facilitator with James Lind Alliance

Kristina Stanley, senior data analyst with James Lind Alliance

Dr Helen Owen, PhD epidemiologist

Caroline Fiennes

Our process



Estimated timing



↑
We are here – currently have open a survey to prioritise the research topics which were suggested

↑
You will certainly hear from us again here, if not before

The specific questions that we asked in the first (solicitation) survey

1. How often do you use the following types of research? (academic research, research by government, impact reports by charities / non-profits about their own work, etc.)
2. If you hardly ever or never use academic research, why is this?
3. What questions about charities and / or giving would you like research to answer? This could be to support the decisions you make or help overcome any challenges you face. (We gave some examples, such as ‘What is the best way to inform donors of the real difference a charity or a programme / project has made?’)
4. What additional data, evidence or information would help you in your work and why?

Results

- 51 responses
- 149 suggested topics from the survey, and a further 66 were raised in the focus groups
- Some were out of scope, mainly because:
 - too broad/ off-topic/ hard to understand
 - relating to causes, not charity/ donor related research
 - asking for information that is already available elsewhere
 - about fundraising
- Led to the final list of 50 questions for prioritisation -> the current (prioritisation) survey
- Lots of chatter about measuring impact
- Quite a bit of asking for things that already exist
- Lots of bemusement about academic research
- Several questions for which the answers are already known
- Several requests for 'things' that one might build
- Many expressions of problems in the sector

Get involved

Complete the survey (10 mins!):

www.giving-evidence.com/consultation

Ensure that you hear first about the findings:

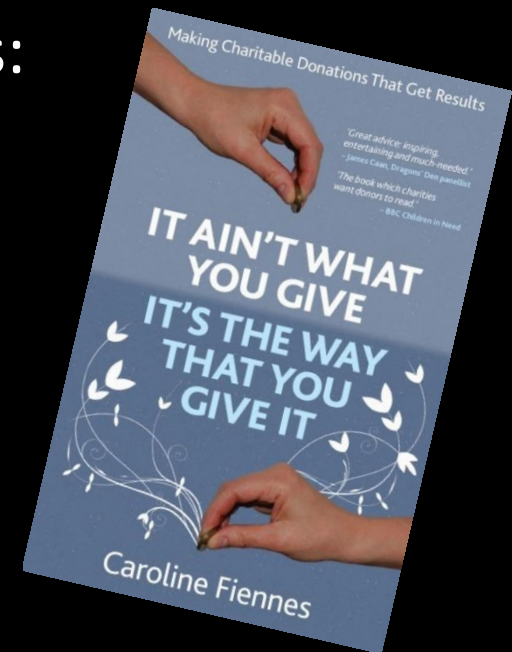
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