

The EQ foundation

Quarterly Report: August-October 2020

Since inception in 2015 the EQ Foundation has donated over £1 million. In this quarter we have:

- reviewed which charities that we will support in the **Big Give Christmas Challenge**.
- finalised the list of recommended Environmental charities to be offered via **Tythe** – the new donations platform that we are developing.
- continued to develop our **analysis**, particularly in three areas:
 - **Governance**: we now gather much more information about trustees (e.g. gender, age, dates appointed) and the way in which the board functions
 - **Finances**: we are looking closely at the sustainability of income streams, especially in such a challenging environment. Sadly, many charities will not survive.
 - **Impact**: we continue to refine the metrics that we use to help understand better the effectiveness of charities we support. You can see some of the output from this at: givingisgreat.org/donor-impact/?donorID=GB-CHC-1161209

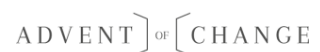
TFN Fund raiser

At this online fund raising event in September the Foundation was represented by 3 EQ staff (Jeannie, Emma & Zoe) who decided how to allocate £3,000 across the three charities presenting. Judging by their reactions this was an informative and uplifting experience – it was also good for all the charities who raised far more than was expected. Let us know if you'd like to be part of the team next time.



Advent of Change

We are the main financial supporter again. This season's products are now available via John Lewis & directly from adventofchange.com. In addition to the advent calendars there are now boxes of crackers, a 2021 Wall Calendar and an advent candle – all are great Xmas gifts. Early sales appear promising.



The Big Give Christmas Challenge 2020

We have committed to donate £110,000, our largest donation yet, to the following:

Best Beginnings creates and disseminates engaging, evidence-based resources including the **Baby Buddy** phone app, From Bump to Breastfeeding DVD, Small Wonders DVD, Baby Express Magazine and Maternal Mental Health films. These help to educate and empower parents and parents-to-be, increasing their confidence, knowledge and skills to give their children the best start in life.



Birth Companions support women experiencing severe disadvantages in the period before, during and after the birth of their babies. They run groups and give one to one support to women in four prisons and in the community in London.



Breaking Barriers empowers refugees to find stable and fulfilling employment through bespoke, 1-1 support. They work in partnership with the private, non-profit and public sectors to provide paid work placements and permanent job opportunities as well as offering practical skills workshops like English language and IT classes.



***Chance for Childhood** is an award-winning charity working in Africa to support the most vulnerable children, often invisible from society, such as street children, disabled children, children affected by conflict and children in conflict with the law. These children are often hidden members of their communities, unable to go to school, excluded from society and living in abject poverty.



Excellent Development supports rural dryland communities to work their way out of poverty with dignity. Working with local partners, they provide Sand Dams and Rain Water Tanks for schools to provide clean water to communities close to their homes.



***Solar Aid** combats poverty and climate change by providing access to solar lights in Africa to help catalyse solar markets and eradicate the kerosene lamp. Their social enterprise, SunnyMoney, sell lights via sustainable school networks and local enterprises to spark the market interest in alternative light sources.



***The Borne Foundation** is a medical research charity based in Imperial College School of Medicine's facilities at Chelsea and Westminster Hospital. Their aim is to identify the causes of premature birth to save lives, prevent disability and create lifelong health for mothers and babies through clinical studies and funding of expert research in the field.



The Cares Family is a community network that connects young professionals to the elderly in activities that help one another feel less isolated and reduce generational gaps. It operates via five satellite charities, in London (3), Liverpool & Manchester.



***The Amber Foundation** provides relief for persons aged 17-30, particularly those who are unemployed and/or homeless, by providing opportunities and facilities for training and work experience. Young people who come to Amber share their home with a community of around 30 others. The average stay is 6 to 12 months but there is no fixed limit.



***Trees for Cities** works with local communities to deliver tree planting projects. Their aim is to create high quality green spaces in the more socially and environmentally deprived parts of cities and towns, enhance social cohesion, and beautify cities through tree planting and community and educational initiatives.



***New grantee**

Tythe is the name of the new giving platform that we are helping to create with Dan Kwiatowski, a smart data scientist who created **CharityBase** (an open source database that we use to power part of Giving is Great). The concept is to provide curated lists of charities that we have reviewed and approved. They can be supported for about £8-10 per month. We will match donations (initially) and provide meaningful communications to help inform donors. A beta version is available at preview.tythe.org

The charities for the initial basket focus on the environment are:

Action for Conservation works with young people from diverse backgrounds through environmental workshop activities in schools that enable students to take conservation actions in their communities. They provide learning materials, organise work experience placements, and build online networks to develop a proactive youth conservation movement in the UK with a culture of greater awareness and participation.



Blue Marine Foundation (BLUE) exists to combat overfishing and the destruction of biodiversity through the creation of large-scale marine reserves and by delivering new models of sustainable fishing. Within a relatively short period since inception BLUE has become a significant force for protecting and restoring the oceans. The scheme for protecting in perpetuity the seas around Ascension Island will hopefully become a model for projects to protect other endangered areas.



ClientEarth is now a significant legal firm which has become established as one of the most prominent enforcers and drafters of environmental protection laws, not least against the UK government in respect of its failure to control air pollution.



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Hubbub Foundation creates environmental campaigns with positive and playful designs that inspire people to make healthier, greener lifestyle choices. Funding is largely provided through partnerships with corporate bodies who collaborate in creation of campaigns. Over 700 organisations have been part of their campaigns in the past.



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Surfers against Sewage is a national marine conservation and campaigning charity that inspires, unites and empowers communities to take action to protect oceans, beaches, waves and wildlife. They also now campaign on government policy, create plastic free urban communities and have a presence in schools, educating future conservationists.



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World Land Trust is an international conservation charity that protects the world's most biologically significant and threatened habitats acre by acre. Through a network of partner organisations around the world, they fund the creation of reserves and provide permanent protection for habitats and wildlife.

