

The **EQ** foundation



Annual Report 2020/1

Highlights

- Record amount of more than £550,000 donated
- This was more than doubled by donations from others resulting from our action
- Functionality of [GivingisGreat.org](https://givingisgreat.org) was enhanced and web traffic has increased tenfold
- A new donations platform – [Tythe.org](https://tythe.org) – was launched

Donations made

YEAR ENDED 30 APRIL 2021

We donated more than in any previous year, partly in response to the increased need resulting from the pandemic and partly to support some additional causes, notably:

- **Action Tutoring:** a similar intervention to The Access Project, they provide additional tutoring to bright children from deprived backgrounds but also extend this to primary schools.
- **The Borne Foundation:** has been set up by a leading obstetrician to promote research to reduce the prevalence of premature births. We were introduced via the Big Give and they raised over £150,000 on the back of our £25,000 support.
- **For Baby's Sake Trust:** experiences in the first 1,000 days after conception can have life changing impacts. This charity has developed an effective intervention that is geared at reducing the number of Adverse Childhood Experiences (ACEs) of young children.

After including the benefit of donations generated through our Big Give matching campaigns and Advent of Change (see below) we raised more than £1 million for highly impactful charities.

We carried out a rigorous review process on each of the charities supported in the previous year and have been delighted by how they have adapted by the change in circumstances. None appear to be at risk of failing and many have been providing a lifeline to those in desperate need throughout this time. A notable example is **City Harvest**, which redistributes surplus food and has quadrupled its output.

ADVENT } OF { CHANGE

theBigGive

Our participations in **Advent of Change** and **the Big Give Christmas Challenge** were highly successful in 2020. Our £35,000 grant to Advent of Change is their main source of charitable income and they managed to raise more than £230,000 for charities despite the difficulties posed by John Lewis shops closing. We donated £125,000 towards the Big Give Christmas Challenge and our charities raised over £650,000.

What did we achieve?

This is the crucial question. If we look at the five charities that we supported most over the last three years:

THE ACCESS PROJECT

We donated £75,000 which will have provided two years of extra tuition to about 25 pupils, with over 60% of those ending up at highly selective universities. That equates to about £5,000 to give a person from the marginalised end of society a great chance to become an above average earner.



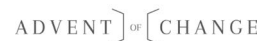
RESURGO – SPEAR PROGRAMME

We donated £74,000 which will have funded programmes for 31 young adults and typically 80% of these will end up in employment or further training. So that equates to about £3,000 per person which compares very well with the cost to society of people not being in gainful employment.



ADVENT OF CHANGE

We were the sole funder during this time, donating £70,000, which resulted in more than £450,000 being raised for charities that just would not have happened otherwise. In addition, these charities gained far more name awareness and many were proposed from our Selected list.



WEST LONDON ZONE

We donated £60,000 which will have funded two years of highly targeted interventions for about 12 pupils showing serious signs of disconnection with education. Typically, over 60% experience a radical improvement in performance amounting to about £8,000 per success. The long term cost of a NEET (Not in Education, Employment, or Training) is reckoned at more than £10,000 per annum.



BEST BEGINNINGS

Best Beginnings seeks to improve the outcomes from births by providing the Baby Buddy app and by educating mid-wives and other professionals. We view this type of intervention as high impact because it affects that critical first 1,000 days after conception. Our funding is intended primarily to assist the build of the next generation of the app but proportionately our donations of £60,000 should have resulted in more than 3,500 mothers accessing the current version.



Functionality of the site continues to be enhanced and algorithms created to analyse the composition of financial and trustee information on all charities with the aim of highlighting strengths and weaknesses.

Functionality for users who have created accounts has also been improved with the ability to personalise collections of charities and make a comparison that much easier. There may be scope for us to widen those services on a contractual, revenue generating basis in the future.



Recent additions to our **Selected Charities** include:

- **Give Directly** (a US based charity operating programmes in Africa that give small cash sums to people with no strings attached)
- **Foodcycle** (which operates in the UK providing cooked meals for people in need unconditionally)

In a bid to increase participation we have added other ways to support our Select Charities too via information on

- Volunteering opportunities
- Donating unwanted items, such as old electronics
- Need for pro bono professional services

Partly due to gaining access to \$10,000 per month of free Google Ads, site traffic has increased dramatically. In April, we gained an extra 2,764 visitors to the site and an extra 5,477 page views against this time last year and growth has continued subsequently.

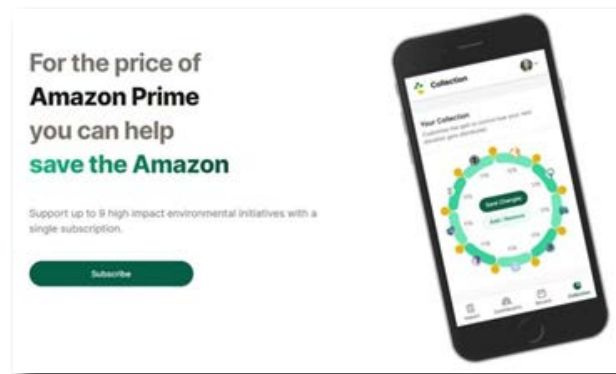
GivingisGreat.org	April 21	April 20
Total website visitors	3,182	418
Total page views	7,282	1,805

We also know that the site is being used actively and regularly by a group of professionals and there may be scope for us to widen those services on a contractual, revenue generating basis in the future.



This website launched quietly in January and continues to be developed by founder Dan Kwiatkowski. It currently offers a £7.99/£24.99 regular donation to a portfolio of 14 environmental charities curated by Giving is Great. The EQ Foundation has funded the establishment costs and funds the matched giving offers.

During March an enquiry generated by our free Google ads has led to a donation of £65,000 from a hedge fund management company.



Our objectives for 2021

- Continue to enhance analytical tools on Giving is Great to make it the 'go to' site for people considering donations
- Extend our Selected Charities list, particularly in areas where we are under-represented e.g. Early Years Interventions, Gender Equality, Third World, Animal Welfare, Climate Action
- Track usage of **Donate Now** buttons to see if there is an appetite for us to bring donations internally
- Support Tythe to increase traffic on-site via paid advertising
- Support Advent of Change to create online donation top-ups
- Explore opportunities for work with medium size grant makers who lack infrastructure for investigating in charitable causes

An example of one of our selected charities

Giving is Great

[Charity Search](#)
[Top Charities](#)
[Tips](#)
[Blog](#)
[Library](#)
[Grant Makers](#)

[Login](#)

Best Beginnings ★

Best Beginnings provides engaging educational video content and digital tools via their Baby Buddy app that support pregnant women and new parents in the transition to parenthood. The NHS has been highly supportive and the plan now is to upgrade the app with an ambitious target of growing their reach to 3 million families over the next 5 years compared with a current download rate of around 60,000 per annum.

Founder and CEO, Alison Baum OBE, has also led the charity in campaigns to help combat issues affecting new mothers and organised collaborations with partner charities that have progressed public awareness of these challenges with the aim of improving the UK's poor record relative to other developed countries.

Source: Giving is Great

working to give every child
the best start in life

Established: 14 years

www.bestbeginnings.org.uk

info@bestbeginnings.org.uk

📞 02074437895

Mums talking about using Baby Buddy

from Best Beginnings

Tweets by @bestbeginnings

Best Beginnings Retweeted

Dr Andy Mayers

@DrAndyMayers

Check out this great @bestbeginnings blog discussing fathers' #mentalhealth. Grateful for the

Embed View on Twitter

UN SDGs 🌐

3

4

5

10

How you can help

Donate now

Financial Data ?

- Known Grants
- Government Grants
- Unspecified Grants
- Activities
- Govt. Contracts
- Fees & Trading (net)
- Investment
- Unspecified Income

—●— Income —●— Spending

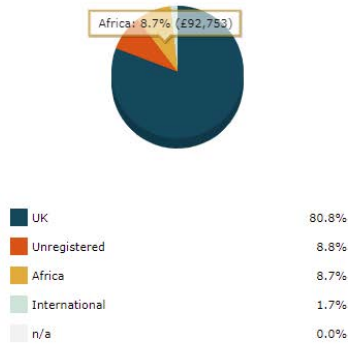
What it does

- Education/training
- The Advancement Of Health Or Saving Of Lives

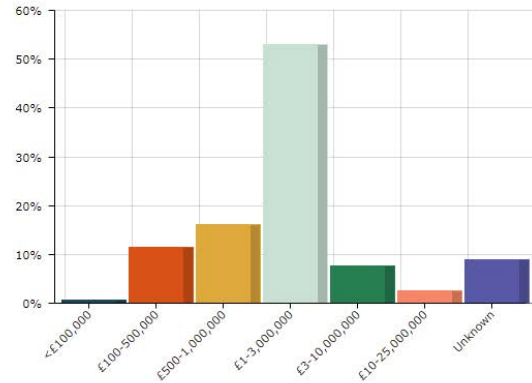
Best Beginnings creates and disseminates engaging, evidence-based resources including the Baby Buddy phone app, From Bump to Breastfeeding DVD, Small Wonders DVD, Baby Express Magazine and Maternal Mental Health films. These

Analysis of Grants Made in Last 3 Years

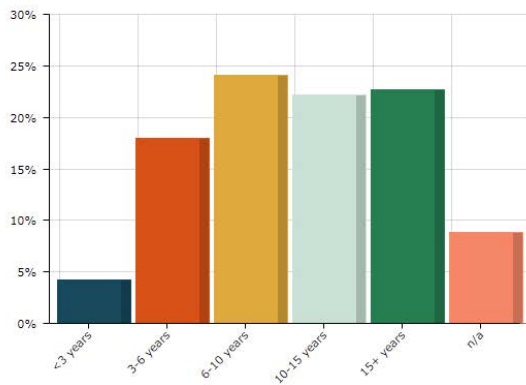
Where are the Beneficiaries?



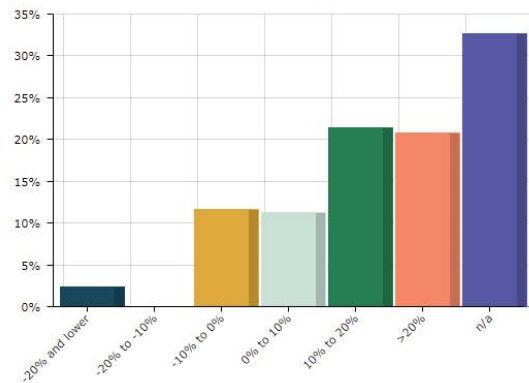
How big are the Recipients? ?



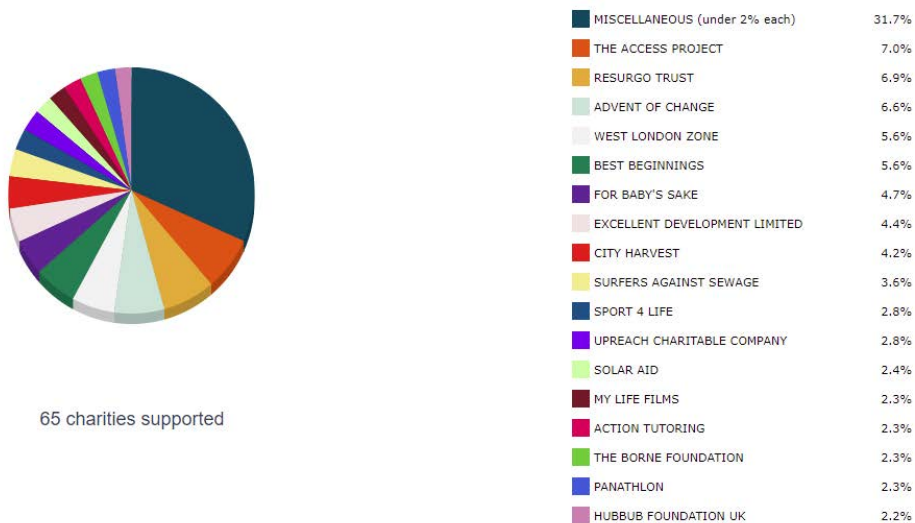
How old were the charities when supported?



Growth in Spending per annum over last 5 years



Main Charities supported



eqfoundation.org.uk

The EQ Foundation is a Charitable Incorporated Organisation
Registered Charity Number 1161209