

H&F Giving Needs Analysis Brief – April 2024

We are looking to undertake a Needs Analysis in Hammersmith & Fulham (H&F) to help inform H&F Giving's strategic growth as our organisation grows to the next stage of maturity. Our partner agency will ensure the voice of our local community is central to the project, developing intelligence on local needs via consultation with local people as well as drawing on available data. Details about H&F Giving and what we would like to achieve with this project are outlined below.

About H&F Giving

[H&F Giving](#) is a charitable foundation set up to support areas of need in the London Borough of Hammersmith & Fulham (LBHF). Densely populated and diverse, H&F is a borough with stark levels of inequality: we aim to connect the borough, so that every person and every generation can give what they can, or get what they need, to thrive.

Founded in 2018 in partnership with [Hammersmith United Charities](#) (HUC) and [Dr Edwards & Bishop King's Fulham Charity](#) (DEBK), we are part of the wider [London's Giving](#) place-based giving movement, which is designed to mobilise communities to give and support areas in need in their localities. Since we started, we have grown into a charity with an annual turnover of £0.5m+; and are working hard to become the go-to organisation in the London Borough of Hammersmith & Fulham, for funders and donors to understand and meet the needs of local people. Since 2018 we have distributed over £1 million to local community groups within the borough. We have also been the conduit to providing essential kit such as computers and refurbished bikes to people that need it in the community.

Our growth has been fuelled by mobilising hundreds of (corporate, foundation and individual) donors to give more than £250,000 to help local people in need. It also would not be possible without the generous support of key stakeholders including HUC and DEBK as our founding partners, City Bridge Foundation, and the local authority.

As part of our core activities, we run a range of targeted appeals and campaigns in the borough to help unlock support. For example, our appeal to support Ukrainians who fled the war to Hammersmith & Fulham and raising funds for a Christmas Day lunch for older and vulnerable people who would otherwise spend the day alone. We have also distributed more than £750,000 of Council restricted grants for heating, food, bills and other assistance, which has helped thousands of people in need throughout the cost-of-living crisis.

Key aims for this Project

There are three key aims:

- **Identify areas of need in H&F where we should focus H&F Giving's support strategically:** To date, we have typically been responsive to funding opportunities that are available. As we move to the next stage of maturity, we want to maintain our agility to respond to opportunities as they arise but also consider what our strategic areas of focus for future funding/support of local community organisations should be.

- **Ensure results support our Fundraising and Communications work moving forward:** We expect results to inform our strategic direction on where the greatest need in the community is and help us to build awareness for this need and unlock funding from our local community including corporates as well as major and individual donors. We will use results from the Needs Analysis to inform our communications strategy and expect to launch findings of this report through a range of communication channels including a number of strategic engagement/fundraising events, as well as face to face meetings with key stakeholders and communications across our digital channels. We will also plan some strategic joint communications with key partners including HUC, DEBK and the local authority (TBC).
- **Ensure the voice of our local community is central to the project:** Our partner agency will develop intelligence on local needs via consultation with local people as well as drawing on available data. Local stakeholders will participate in the process helping to decide priorities in their community.

What we would like the Needs Analysis to include:

Output: A full report including Summary of findings + Raw Data used to back up the report in a format that is usable internally. We expect this report to identify:

- Specific areas of need within the H&F Community evidenced by the voice of the community
- Specific areas that are underfunded
- Specific areas where there is an appetite to fund by key stakeholders (including businesses and individual/major donors)
- Stories and testimonials that will support H&F Giving's strategic communications & partnerships work moving forward

There are five key evidence strands that we would like to consider:

1. **General Public Data:** will be needed to help back up and identify areas of need in H&F. Due to the [new census data](#) being recently released and the recent changes in wards in H&F, now is a good time to be undertaking this work. We expect this to include updated demographics, census data, and ward data, as well as public health data. H&F Giving, as well as our founding partners HUC and DEBK also some previous analysis available for review that can support this strand.
2. **Voice of the community:** Without putting due pressure on our community organisations, we want to consider how we gather their voices (being mindful they might have been asked a lot) so it could be something that desk research can also pick up.
3. **Voice of the corporate/major donor/individual community:** Their voice on what it would take to unlock new funding pots. We are mindful of ensuring we work to unlock new support for our community organisations without cannibalising existing support available.
4. **The Funding Footprint in Hammersmith & Fulham:** who funds what: the footprint with HUC/DEBK/Council and a variety of other funders – there are some organisations that do microgrants as well as others we have come across such as The Earls Court Development Company ('Earls Court Community Fund' which we are now helping to administer), London Olympia etc., that fund organisations in the area. It would be good to understand this footprint as well as any potential national funders that can support community organisations.
5. **Other:** there may be other areas it is key for us to consider as the project develops such as the question of understanding the volunteering space in H&F. We welcome thoughts on approaches/areas of priority focus for this project.

Funds available

£20,000 – inclusive of VAT (maximum)

We appreciate that what we would like to achieve may not be possible to cover on this budget, or there may be elements that we can provide using alternate resources that can help maximise the impact of our investment in this piece of work, which we would be happy to explore. Please let us know what is achievable for this budget by your organisation.

Indicative Timeline* & Process to tender

Request for proposals: open to Friday 31st May 2024

Clarification Calls / Interviews with interested parties: Ongoing to June 14th 2024

Decision on how to proceed: w/c 17th June 2024

Schedule of Work: Work expected to begin end June/July as agreed with successful parties. We expect to begin to see results by September 2024 with a timeline for final completion of the project to be agreed with the successful partner.

Decision will be made based on overall quality of submission and any supplementary responses by an internal panel at H&F Giving.

*This timeline may be subject to change.

Thank you & Questions

Thank you for your interest. If you have any questions or would like to discuss your proposal any point, please contact team@hfgiving.org.uk.