

Summer 2020

The **EQ** foundation



Quarterly report

Remaining effective through difficult times

Covid-19 has presented the charitable sector with a perfect storm. Organisations are struggling with a combination of:

- Sharply increased demand for their services
- Practical difficulties over delivering those services
- Significant loss of income

As a result we expect thousands of charities to collapse, and sadly this will include many that have been doing great work. In this sector the strongest charities are not necessarily those that are the best run, it's more down to the security of their income streams.

Carrying on business as usual no longer appears viable, so there is a unique opportunity to drive through fundamental change and revolutionise the way this sector operates. Limited collaboration and antiquated systems have led to chronic inefficiency, while lack of reliable impact reporting makes it tough to identify who is really delivering good outcomes.

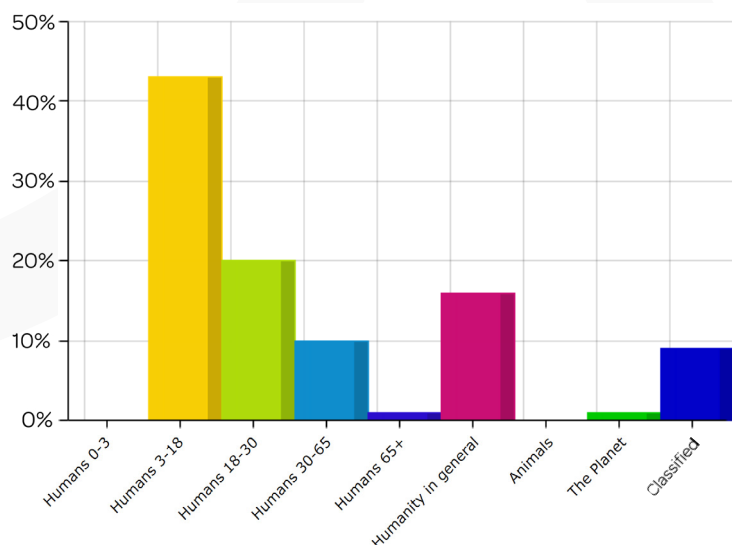
The Prime Minister has commissioned an urgent review of the sector to which we were invited to contribute and we are hopeful that major change will ensue. If so, this should greatly improve the effectiveness of the organisation and donors will become more confident that their money is being used wisely.

Our Grants

In these challenging times we have continued to be supportive of causes that we have previously identified and in some cases allocated additional funds to cope with unforeseen challenges.

The main theme that we have followed in our grant making hitherto has been to improve social equality. We seek a world in which life prospects are not linked to your gender, race or the wealth of your parents.

We have implemented this strategy primarily by improving the education and employability of young people from disadvantaged backgrounds. This is reflected in the beneficiaries of our grants mainly being people aged under 30:



We continue to rate this is one of the most pressing needs but we now also want to address a couple of other issues: **Early Years** and the **Environment**.

Early years

There have been many studies showing that the first 1,000 days after conception are the most critical in terms of human development. People who are unfortunate enough to be in an environment where love and care is not regularly provided who experience at least one Adverse Childhood Experience (“ACE!”) are likely to struggle to cope in later life. Money spent by intervening at this stage can reap huge dividends and some of our recent new grantees are leaders in providing this.



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 resources 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 supports 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. They have a national remit to improve the experiences and care of women facing health and social inequalities in the perinatal period through training, research and influencing change.

Environment

We’ve also made several grants to charities who are helping to clean up our planet and, crucially, educate young people on how to behave.



Hubbub Foundation creates environmental campaigns with positive and playful designs that inspire people to make healthier, greener lifestyle choices. With strong leadership it has grown rapidly in recent years, helped by strategic relationships with Starbucks and others.



Originating as a beach cleaning charity in 2012, **Surfers Against Sewage** has evolved to drive holistic societal change in attitudes toward the environment. They now campaign on government policy, create plastic free urban communities and have a presence in schools, educating future conservationists.

Finally, we’ve made some special grants for organisations caught in the thick of Covid-19 issues.

The Big Issue has been sold on our streets since 1991. Founded by John (now Lord) Bird, it has given purpose back to the life of so many homeless people but with lockdown the streets were deserted.

The Cares Family connects people across the generations. Young adults visit older people living alone, enriching the lives of both. Social distancing made a physical meeting impossible but they managed to adapt to video.

City Harvest developed a special facility to help get food to NHS workers when supermarket shelves were bare.

There is a full list of grants made by the EQ Foundation at [GivingisGreat.org](https://givingisgreat.org), as well as a list of our favourite charities currently.

Helping to tackle the obesity crisis

In 2016 we funded 'Off the Scales' – a report by the **Centre for Social Justice** into the root causes of childhood obesity and potential solutions. The report was well received and most of the recommendations were adopted by the All-Party Parliamentary Group on Obesity in 2018. Then Brexit intervened and there was no bandwidth in Government to drive this forward.

However, Boris Johnson's close call with Covid-19, probably worsened by him being overweight, has brought this major issue back to the forefront. We are expecting an announcement later this month that action will be taken to address this deeply depressing fact of modern life in the UK.



[GivingisGreat.org](https://givingisgreat.org), the website we introduced in 2019, is now regarded by many professionals in the sector as the first choice when checking out the credentials of any UK registered charity. We continue to make enhancements to the site in our quest to provide as much meaningful information as possible:



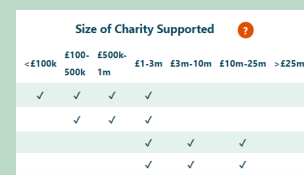
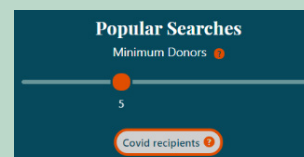
We can now identify charities that have received Covid-19 related donations.



We can analyse grants in relation to the size of the recipient so charities can more easily see which grant makers might be worth applying to.



We've improved our analysis of the various streams of charities' income. This is of critical importance at a time when most are under severe financial pressure.



Size of Charity Supported					
<£100k	£100-500k	£500k-1m	£1-3m	£3m-10m	£10m-25m >£25m
✓	✓	✓	✓		
	✓	✓	✓		
			✓	✓	✓
			✓	✓	✓



In our next phase of development we hope to add functionality to allow people to make donations into selected groups of charities that we have selected and receive regular updates.

eqfoundation.org.uk

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

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