

DRIVING IMPACT THROUGH ALL YOU DO

Fozia Irfan OBE

**BBC
CHILDREN
IN NEED**



**The Rise:
The 1990's to early
2000's**



**COMIC
RELIEF**



The Fall: Late 2000's

News > UK > Home News

Fewer Britons donate to charities after scandals erode trust

Sector faces challenge as study shows proportion directly pledging cash falls to 57%

UK | England | N. Ireland | Scotland | Alba | Wales | Cymru | Isle of Man | Guernsey | Jersey | Lo

Kids Company was mismanaged, Charity Commission finds



Poppy seller who killed herself got 3,000 charity requests for donations a year

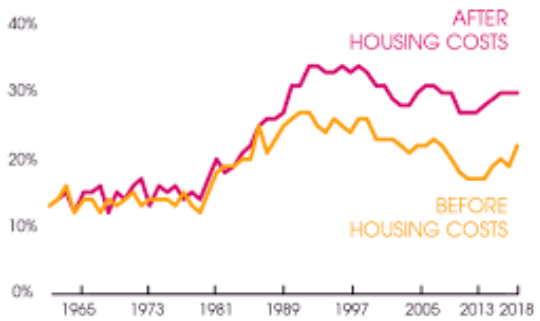
Questions raised about charities' tactics after regulator's report says Olive Cooke, 92, was overwhelmed by approaches before her suicide

Oxfam failed to act on reports its workers were being paid as much as £142k a year





% CHILDREN LIVING IN POVERTY



Multiple crisis



08-15-18 | FUTURE OF PHILANTHROPY

As companies become purpose-led, where does that leave charities?

As companies become more outwardly focused on doing good, how can nonprofits react?



Larry Fink, CEO of Black Rock, one of the biggest asset managers in the world, recently wrote a letter to global CEOs stating that, “Without a sense of purpose, no company, either public or private, can achieve its full potential; it will ultimately lose the license to operate from key stakeholders.”

Donations to RNLI rise 3,000% after Farage's migrant criticism

UK lifeboat charity raises £200,000 in single day after CEO hits out at Nigel Farage's 'taxi service' claim



Working with Purpose



CIVILSOCIETY

News | Voices | Finance | Fundraising | Governance | Technology | Events | Training | Shop | Awards

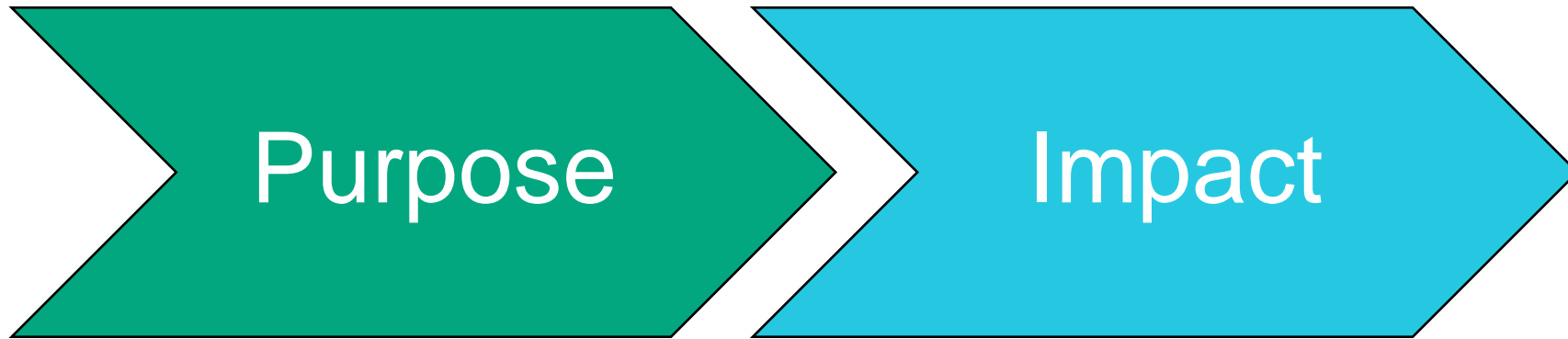
Homepage > Voices > Kirsty Weakley: Criticism of the National Trust reached a new low this weekend

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26 Oct 2020 Voices

Kirsty Weakley unpicks a news story about the National Trust facing regulatory scrutiny for looking into racism and colonialism

Purpose Drives Impact



**The Reason for your
existence**

**The Change you want
to create**

OUR MISSION: We support organizations, scholars, leaders, and initiatives focused on shifting the balance of power toward communities, families, and individuals who continue to be excluded from shaping society and from sharing in its rewards and freedoms.

Our purpose is to inspire and support creative problem solving — within and across sectors — to make our region better for everyone. Everything we do is to advance this purpose. It is what ties all our work together. **Bush Foundation**

The Collective Future Fund brings together social justice movements, survivors, and donors to heal, resource, and mobilize to shape a collective future free from all forms of patriarchal violence.

We envision a world where racism, economic exploitation, and disregard for the wellbeing of the planet no longer destroys whole communities to benefit a few; a world where all people have power to shape the decisions that affect their lives, and to flourish. **Solidaire Network**

Scope is well known as a disability charity. But now it's going to change to become a social purpose organisation.

At scope, we are 'redoubling our focus on **our core purpose**. Scope's mission is to achieve an equal society in which all disabled people have the same opportunities as everyone else.

This means our focus must be on achieving structural change within society—influencing public policy, law, markets and attitudes.

So now Scope has chosen to become a mission-led social business. We will focus resolutely on core mission and stop or exit or transfer everything else.

Working for social change

We want to be known for being a social change organisation—a force that brings us ever closer to everyday equality. We will focus on the areas in which disabled people face the greatest barriers and move away from being a charity that 'does' to one that 'facilitates'. We want to create the platform that allows disabled people, through Scope, to drive change.



SCOPE

= Equality for disabled people

This move will also allow Scope to refocus on doing less, reaching more and having **greater impact**.

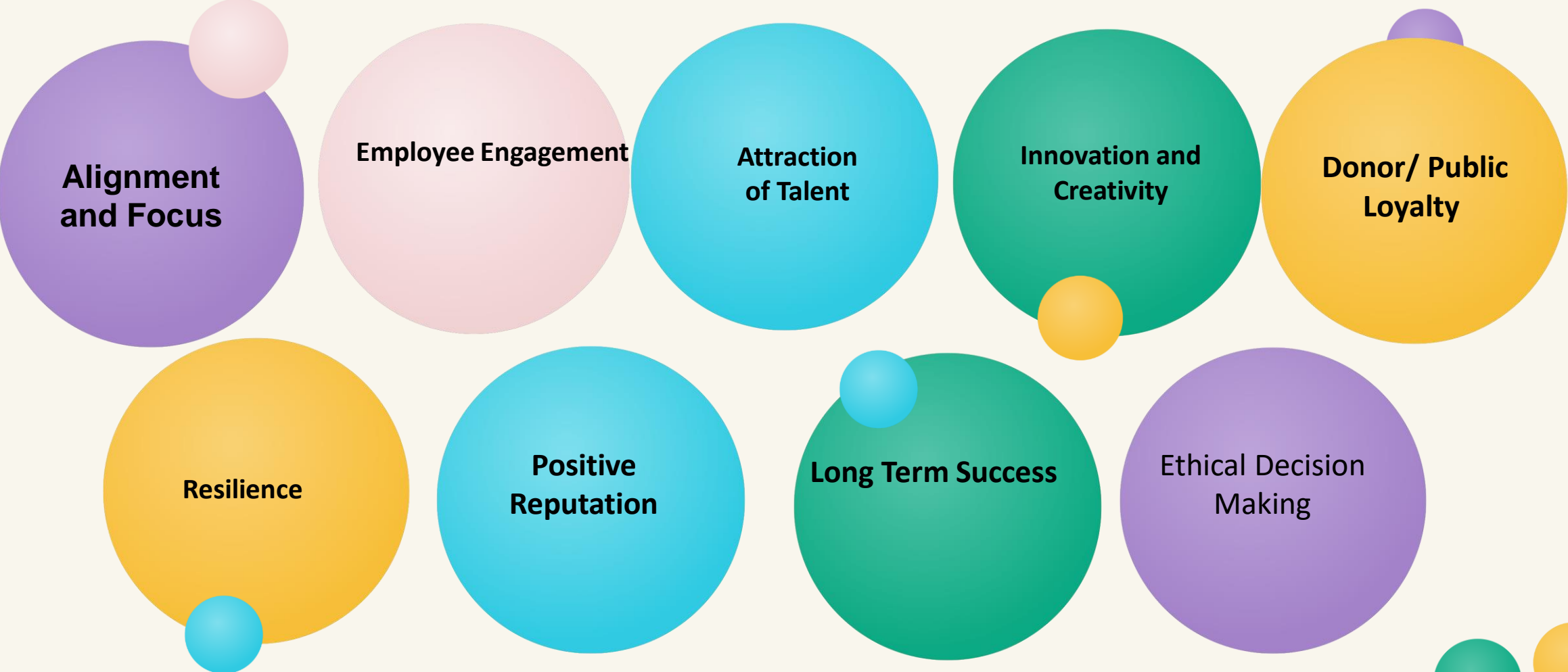
It will, however, mean an initial reduction in our annual income by 40% and see the number of employees reduce by two thirds.



Raising income can not be the core purpose for your organisation – because if it is, the most important impact measurement for you will be the amount of money you raise.

This will become the focus, dominant narrative and culture of your organisation and will drive behaviour, rather than the change you want to create in society

HOW PURPOSE INCREASES IMPACT





OUR PRINCIPLES

BRINGING OUR CHARITABLE
AMBITION TO LIFE THROUGH...

PARTNERSHIP	Maximising the collective difference we can make, through working with others and funding the smallest of local charities through to national networks.
LEADERSHIP	Using our platform and storytelling, our convening power and partnerships, to highlight and address the key challenges faced by children and young people.
INVOLVEMENT	Engaging children and young people as active participants in our work, acting on their input and amplifying their voices.
INCLUSION	Making equity and inclusion fundamental to our work and recognising the potential in all children and young people - helping them to feel safe, happy and secure so they're able to thrive.
INSIGHT	Using insight, evidence and learning across the charity to understand the aspirations, barriers and challenges faced by children and young people.

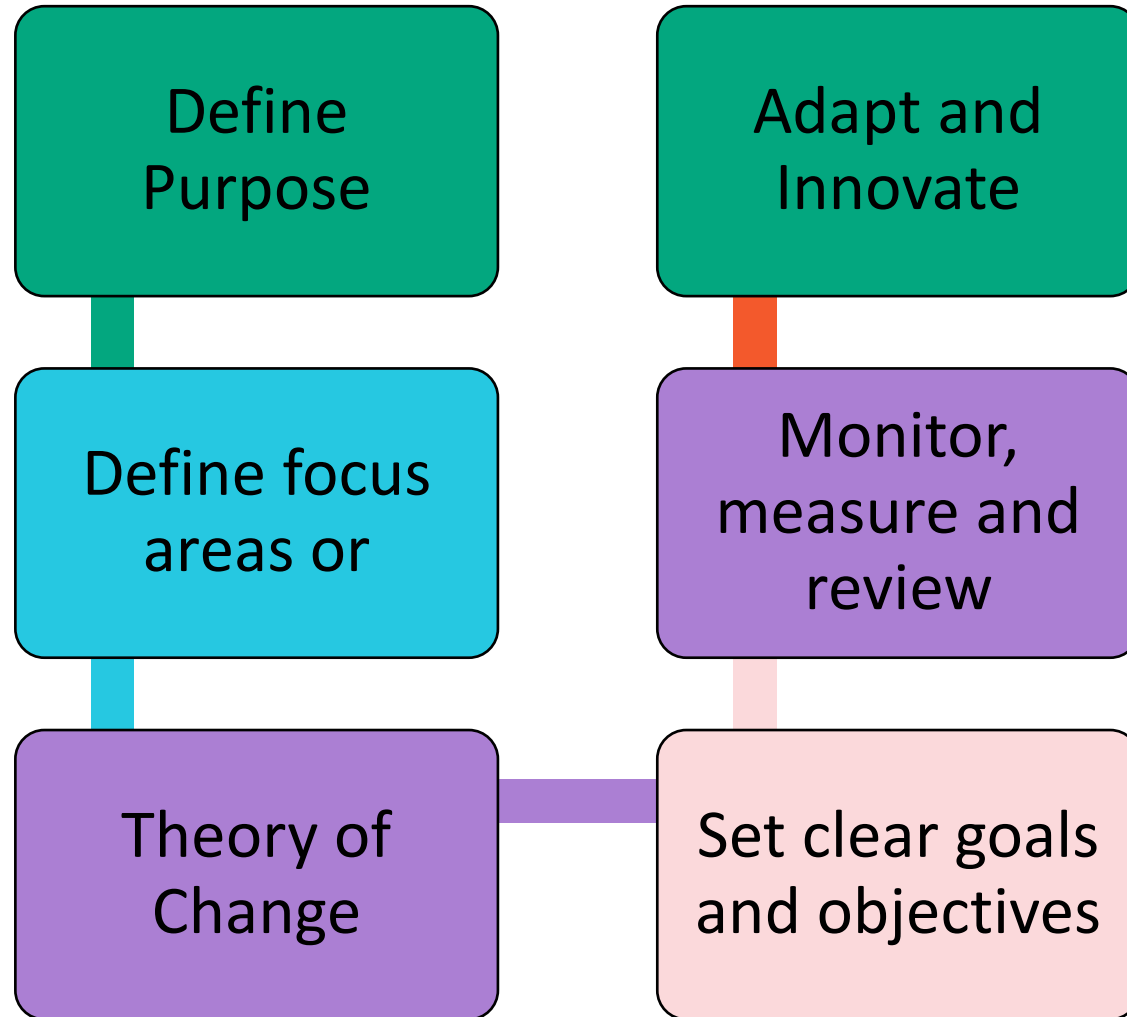
Changing from a Fundraiser to being purpose-driven in order to create more impact

The Charitable Ambition (our purpose) doesn't talk about income or fundraising.

Our 5 principles do not talk about income or fundraising

For the first time, we state the importance of our platform and our partnerships, to bring about change for children.

Building Purposeful Organisations which Drive Impact



THE FIVE B's of Purposeful Leadership



Be clear about your purpose as a human being



Be clear about who you serve as a leader



Be clear about your role as a leader



Be a value driven leader



Be an authentic leader

<https://hbr.org/2022/04/5-principles-of-purposeful-leadershi>



Charities are the heartbeat of compassion, the lifeline of hope, and the architects of positive change in the world