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#### Our mission and vision

We aim to increase the levels
of philanthropic support for
environmental causes and to improve
its overall effectiveness.







## Our pillars of work

#### We have three pillars to our strategy, aligned with our mission:



Expanding environmental philanthropy



Improving the Summer effectiveness of environmental funding



Supporting those that do environmental work to be more effective







#### Context for our work in 2023

2023 was the warmest year on record with average global temperatures rising far enough above previous years to shock many scientists. Emissions continued to rise, though growth in clean energy did limit their increase.

Public concern about nature and climate remained high, but in the UK, forces keen to delay action worked to turn climate into a political 'wedge' issue, and we saw policy reversals.

Philanthropic funding from UK sources for environmental causes continued to increase, but not across the board, and environmental initiatives told us they were still finding it very hard to secure funding.

The need for strategically-deployed environmental philanthropy has never been greater. EFN works to give funders the knowledge, networks and agency they need to address these key challenges of our time.



#### Our members

- **574** active members an increase of just under 20% from 2022:
  - 125 trustees of trusts or foundations (22%) and
     249 staff members (43%) from 240 trusts or foundations
  - 93 individual donors (16%)
  - 61 advisors (11%)
  - O 46 other\* (8%)
- 110 members gave us £338,000 in membership contributions a
   20% increase in the value of contributions compared to 2022
- In an average month, 50% of our members open our monthly newsletter (well above the charity/non-profit industry average), benefitting from its many resources, opportunities to donate and events to inform their giving.

'It is a place to belong, to be challenged and learn, and to feel secure in your journey as a funder of environmental work.'

'EFN is a vital resource for environmental grant-giving in the UK. The network of funders, linking to effective environmental campaigning organisations, informative speaker meetings and its own research mean EFN makes a very significant contribution to the environmental movement in this country!'

<sup>\*</sup> Includes consultants, philanthropy service providers and related stakeholders

#### Supporting the sector

#### **Green Fundraisers Forum (GFF)**

- 836 subscribers to the GFF's monthly email
   an increase of 30% from 2022 and with an impressive open rate of 55+%
- 590 organisations represented in the GFF
- 411 fundraisers on the Slack workspace
- 47 fundraisers attended our GFF away day
- 57 people on average attended our bi-monthly meetings
- 20+ individuals joined our research working group

#### **Further supporting the sector projects:**

- Just under 300 people attended three
   Inter-Narratives events
- £264,635 given to 22 organisations via our Rapid Response Fund
- The Climate Activist Speaker Fund gave 10 young climate activists £4,000 and 12 hours of formal training each



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#### Justice, equity, diversity and inclusion in 2023

EFN is committed to the principles of justice, equity, diversity and inclusion (JEDI), recognising their inherent value and necessity, including for effective environmental work. We reflect on how we operate and revise how we design our programmes considering this context on an ongoing basis.

#### What we did in 2023

- Provided a platform (blog and events) to those most affected by the environmental crisis to share their experiences
- Highlighted organisations doing important JEDI work in our monthly newsletters
- Changed processes for our Rapid Response Fund to better serve most-affected groups
- Developed the Climate Activist Speaker Fund based on JEDI principles

- Contributed to and promoted the RACE Report, a project driving progress on diversity and inclusion in the environment sector
- Worked to foster an inclusive staff culture, where everyone feels they can be themselves at work – including creating relevant policies (e.g. on microaggressions) and initiating a staff wellbeing survey
- Employed recruitment processes that reduce bias

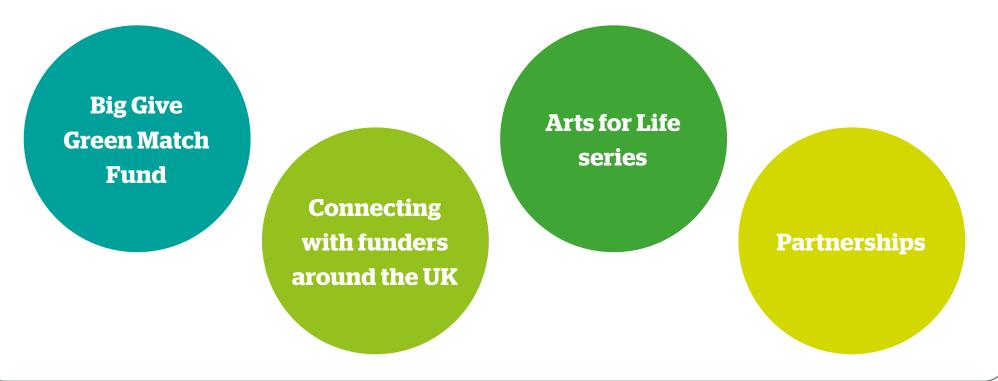


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#### Expanding environmental philanthropy

This strand of our work is focused on funders who do not currently give to the environment. We inspire them to act and help them develop the agency to do so.

Our initiatives raise awareness of the need for environmental philanthropy, highlight its catalytic power, and help funders of other issues see how the environment connects to the themes they already focus on. We also advise and support new donors, often in partnership with other networks, particularly focusing on the intersections between the environment and other social issues. Our workstreams include:



## Expanding environmental philanthropy: **Big Give**

In 2021, EFN and the **Big Give** launched the annual Green Match Fund, a campaign to raise public donations for environmental causes and the need for more funding in general to support environmental charities. Many of our members, as well as other individuals, foundations and companies, provide the match funding that makes the campaign possible.

The campaign is building in momentum, raising:

- £1.8 million for 112 charities in 2021
- £2.3 million for 146 charities in 2022
- **£4.3 million** for **178** charities in 2023

In 2024, we aim to significantly increase the 2023 amount and in coming years we are looking to scale the campaign drastically, culminating with a 'Children in Need'-style live event. Big Give are working with Shape History, a digital agency, to do a feasibility and scoping study on this level of campaign.







## 13 Expanding environmental philanthropy: **Arts for Life**

Arts for Life is a series run in collaboration with the Arts Funders Group to explore how funders can support the arts, culture and entertainment sectors to inspire action on the climate and nature crisis and to reimagine the world we live in.

Activities to date have included online briefings and in-person events incorporating design, music, photography and poetry. We have created a list of organisations working at the arts and environment intersection and are exploring the possibility of setting up a pooled fund.





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# Expanding environmental philanthropy: **Connecting with funders around the UK**

Our **field visits** aim to bring together EFN members and new funders to learn about a particular issue in nature, with a view to directing more funding towards it, or through stewarding their own land. In 2023, there were three field visits – to Pentwyn in Wales, on rewilding and philanthropic loans; to Hoyle and Lavington farm in Sussex, on nature friendly farming and wildflower restoration; and

to Sarratt in Hertfordshire, on chalk streams and freshwater conservation.

In November, we hosted an event in Manchester to support and inspire funders in that part of the country. Held at the Manchester Art Gallery alongside their exhibition on climate justice, the event was about the links between a thriving environment, healthy people and resilient communities.



Pentwyn, Wales, April 23



River Chess, Herts, Sept 23



## Expanding environmental philanthropy: **Partnerships**

We work in **partnership** with a wide range of philanthropy organisations, networks and advisors to support them and the people they work with to start giving to environmental causes, or to give more. This includes providing

bespoke advice, co-organising meetings and events, providing training, and contributing to resources to inform and inspire donors about how they can give impactfully to environmental causes.

#### Who we work with:















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## Expanding environmental philanthropy: **Environmental Finance & Learning Fund**

We were pleased to continue our partnership with the Esmée Fairbairn Foundation (EFF) to deliver the learning programme of the **Environmental Finance & Learning Fund** (EFLF).

15 funders participate and have contributed £679,000 towards the fund. The fund was then matched three times over by EFF to create a pot of £2.7m to deploy in environmental investments over three years.

In 2023, EFLF moved into its second year, continuing to help participants learn about and gain confidence in making environmental investments.

In our mid-term survey of participants, we found:

- **58%** of respondents reported that their environmental investing has already increased as a result of the programme
- 50% said they plan to increase the funds they commit to environmental investments in the future
- A third of respondents reported that their environmental giving has increased as a result of the programme
- 75% reported increased confidence and skills for environmental investing

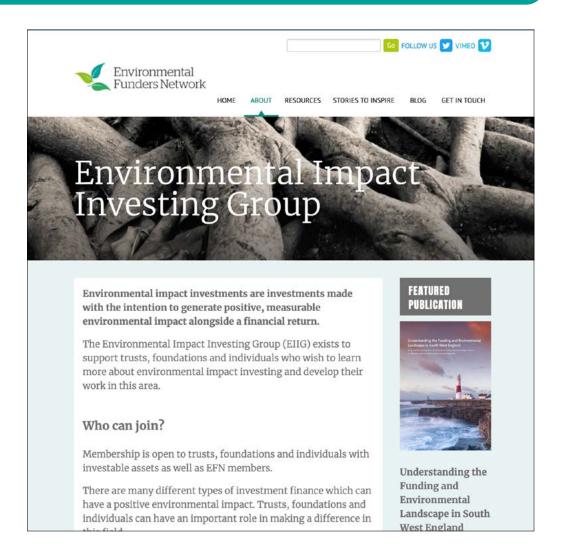
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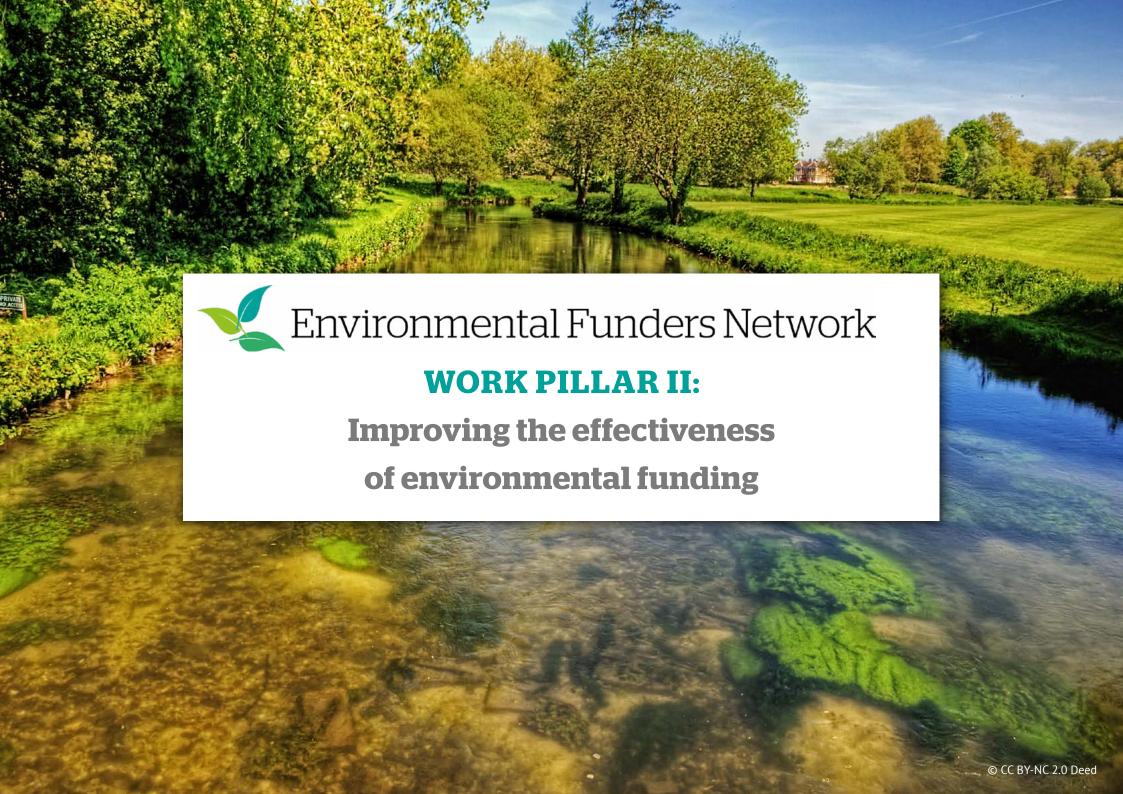
## Expanding environmental philanthropy: **Environmental Impact Investing Group**

Trusts and foundations are increasingly conscious about the need to align their investments to support – rather than undercut – their missions. Many are doing this through screening out harmful industries by investing in funds that promise less harm, but fewer have adopted an approach to investing for impact.

#### The Environmental Impact Investing

**Group** (EIIG) is a pilot initiative to help philanthropic investors learn about how to invest for positive environmental impact while building a network of investors who know and trust one another. In 2023 we pre-launched the pilot and now the EIIG has **115** participants signed up.





## 19 Improving the effectiveness of environmental funding

We are approaching key tipping points in terms of global climate and biological systems: action taken today has a much greater chance of success than 10 or 20 years down the road.

In this window of opportunity, it is vital that funders act on a keen understanding of how to give funds away most effectively. Our events and research in this strand of our work support funders to strengthen their impact while connecting them to others with whom they can partner to accomplish more than they could alone.

'EFN is a community of allies, with resources. Our participation in various aspects has deepened our knowledge, which in turn has informed our grant making choices. The community has also enabled new collaborative work, which in turn is creating new possibilities for impact.'



#### Improving effectiveness: **Events for Funders**

Our 2023 **events for funders** included **40** online sessions plus several in-person meetings, visits and field trips. Top-attended events included:

- Two-day annual retreat at Hinxton Hall in Cambridgeshire
- In-person networking lunches focused on political advocacy, toxic chemicals and marine conservation
- Edinburgh networking event celebrating environmental philanthropy in Scotland
- Quarterly Climate Funders Group meetings (online and in-person)
- Meetings to update funders on UK policy developments, COP15 biodiversity and COP28 climate summits
- Forests webinar series organised in partnership with several EFN members who support forests-related work

'There is so much going on in response to climate breakdown that attending such well curated introductions to a range of interventions, including getting to hear from those doing the work, is always useful and enlightening. It also enables me to keep *more up-to-date with what* other funders are thinking and doing and to make connections about possible collaborations/learnings from their experiences."

#### Improving effectiveness: **EFN Retreat**

Our annual two-day **EFN retreat** provides funders of all kinds – trustees, individual donors, staff members – with a chance to develop new perspectives on their funding while getting to know each other.

We organise a mix of sessions to provide a stronger intellectual understanding of what environmental philanthropy could accomplish while also giving attendees a chance to spend time in nature and reconnect with their core purpose.



'My first retreat and I loved it – will definitely be back! Brilliantly run and facilitated, lots of inspiration and energy – thank you EFN team!'

'I loved the mix of
sessions – how there
were more technical
sessions as well as
incorporating art and
poetry. The ones that
involved connecting to
nature were particularly
useful and a great reset.'



#### Improving effectiveness: Philanthropy Lab

In partnership with the Bio-Leadership Project, we set up the **Philanthropy Lab** to foster new ways of working that support more collaborative and systemic approaches to philanthropy, with the goal of creating 'economies in service to life'.

Six trusts and three individual donors participated in the first two phases of the Lab. Together, they developed three work streams: the rights of nature, tax justice and nature, and regenerative investment. The Lab continues to welcome new funders. Contact us to join one of the work streams or start a new one. Learn more at www.philanthropy-lab.org.uk.

'The Lab has given me
the bandwidth to think
very differently about our
work. How can we work
more 'upstream'? It's
definitely informing the
implementation of our
organisation's strategy'



## Improving effectiveness: **Climate Funders Group**

Our **Climate Funders Group**, co-coordinated with Tessa Durham of Gower Street and Greg Hilditch of Global Greengrants Fund UK, helps funders embrace more effective climate philanthropy in the UK and globally to support action on the climate crisis.

The group meets quarterly (online and occasionally inperson) to hear from a range of insightful speakers about different topics, such as strategic communications, public mobilisation and phasing out oil and gas.



'I attend the Climate Funders Group meetings because I value being in a "room" with a group of likeminded individuals, hearing from a thoughtful line-up of climate focussed organisations. It helps me understand the space better: what's going on, who's doing what. Crucially, I get a great deal from the chat and the questions that are asked. We could meet these organisations individually but it would be nowhere near as useful because hearing the perspectives and questions of the other funders on the call is so valuable. Grant-giving can be lonely - the CFG makes me feel part of a community.'

#### Improving effectiveness: Research

In 2023, we started gathering data for *Where the Green Grants Went 9*, which will be the latest in our series of **research** analysing the distribution of environmental grants and funding from UK trusts and foundations. It will be published in early summer 2024 and will reflect on ways environmental philanthropy could be deployed more effectively.

We have started gathering funders' data through our Members Directory, which has around 70 entries (40 entries for the public version). We encourage as many funders as possible to submit their information to improve the efficacy of fundraising and funder collaboration. Going forward, we are exploring options for developing a dedicated online platform for the Members Directory to make it much easier to share, manage and access information.

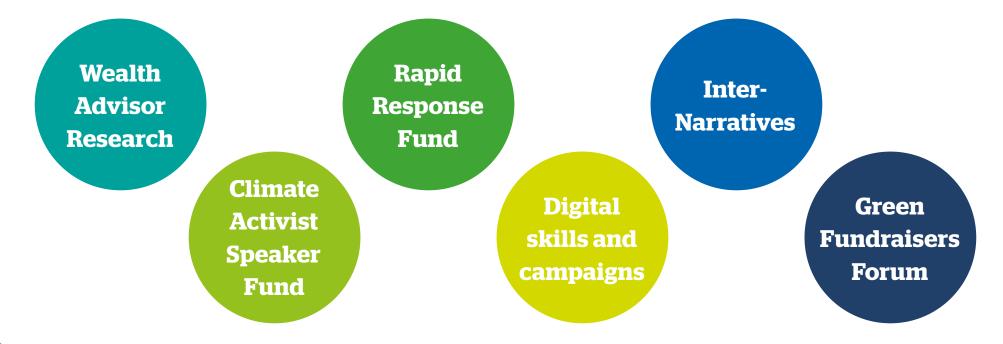




#### Supporting the sector

This strand of our work focuses on supporting the environment sector to become more effective. We have three main objectives, funding, communication and connectivity. Our ambition is to see an interconnected, resilient and impactful sector with a broad reach and sufficient funding.

Towards this aim, we host a popular 'Green Fundraisers Forum' and provide a mechanism for environmental organisations to access urgent funding (our Rapid Response Fund). We are also developing ideas to run a large-scale media appeal and map who is doing what in the UK environment sector. Our workstreams include:



#### Supporting the sector: Wealth Advisor Research

Our ambition is to bring significantly more funding into the environment sector.

In our sector collaboration workshops in 2022, fundraisers from across the sector expressed a desire to explore the potential of **wealth advisors** to catalyse the philanthropic fundraising efforts of environmental groups.

We have since interviewed 60 advisors and high-net-worth individuals, the findings from which will be published in 2024. We are also planning a series of events with wealth advisors in London and Edinburgh.

'Thanks for the work you're doing to direct funding to high-impact and often neglected environmental work, and to support us fundraisers in the sector – it's so appreciated.'

## 28 Supporting the sector: Climate Activist Speaker Fund

Through our **Climate Activist Speaker Fund** (CASF), we have continued to facilitate the support of individual climate activists by philanthropic funders. The pilot phase of this programme drew to a close at the end of 2023.

With support from six funders, the CASF pilot phase provided 10 young climate activists with:

- £4,000 each as compensation for their speaking and messaging work
- 12 hours of formal training and support, including climate communications, overcoming imposter syndrome and individual coaching sessions
- Support in reaching desired platforms and the chance to network, exchange and learn from peer activists



Ewi Lamma



Selma Bichbich



Tori Tsui



Umesh Balal Magar

## Supporting the Sector: Rapid Response Fund

Our Rapid Response Fund (RRF) is designed to provide funding to groups trying to seize unexpected opportunities or respond to unanticipated crises. Participating funders provided £264,635 in funding to 22 proposals in 2023, a 16% increase compared to 2022. Amongst other initiatives the funders were able to support:

- Fern to protect forests through mandatory paper reductions in the EU Packaging Directive
- Hope for the Future to take up an unexpected opportunity with Channel 4, mobilising viewers following a three-part series, to hold MPs accountable for Climate Change Committee recommendations.
- Ferret Media to produce a series of investigative news stories exposing the failure of Scotland's environmental regulator, SEPA, to protect our environment.

'I find the RRF a good way to mobilise my own personal money quickly and effectively.'

'Your RRF allows us to be introduced to policyrelated work that can strengthen our likely impact, and promote that strand within our grantmaking.'

## Supporting the sector: **Digital skills and campaigns**

Our ambition is to strengthen the sector's communications and reach.

In our sector collaboration workshops in 2022, fundraisers from across the sector agreed that a large-scale media appeal for the environmental sector, similar to Children in Need, was needed to communicate a sense of emergency and to catalyse action and donations. EFN is working with the Big Give and communications agency Shape History to develop the Green Match Fund into this kind of media event/campaign.

In 2023 we also worked with Lightful to help deliver their digital skills training program for charities and non-profits to 30 environmental organisations.







#### Supporting the sector: **Inter-Narratives**

EFN houses **Inter-Narratives**, a community for people who work on (or are curious about) narrative change and the role it plays in system change.

Building on the work of its predecessor, Reset Narratives, Inter-Narratives was launched in May 2023 by Ella Saltmarshe and Paddy Loughman. Every month Inter-Narratives runs either a public or community event. The public events are led by an expert curator and speakers, covering different issue areas, such as fighting disinformation and fake news and narrative strategies. Community sessions give our community of practitioners a space to share and discuss work.

The Inter-Narratives newsletter shares narrative insights and examples of effective narrative-change work with nearly 800 subscribers from a range of sectors.

Inter-Narratives is: '[a] space where the breaking edge of interdisciplinary storytelling can meet in order to make meaning of these times of great change.'

'I intend to bring what I've learned to future work and conversations, it's all been profound and insightful. This work isn't about being productive, it's about being, which I am sharing with others.'

'(It gives me) a deepening of understanding of the context and reference, connecting up with the broader network of those looking at narratives; it's helped me link my references to those doing narratives beyond climate justice'

## Supporting the sector: **Green Fundraisers Forum**

Our **Green Fundraisers Forum** (GFF) mailing list now has over **800** subscribers, **400** of whom are also part of our GFF Slack workspace. The forum enables people working within a wide range of environmental groups to connect and share, fostering a culture of collaboration and providing opportunities for learning, discussion, and relationship building.

We have also begun spotlighting GFF members working on 'Cinderella' issues – these are vital issues that our research shows are chronically underfunded in the sector – to help encourage more funding toward these areas.



'As someone recently joining the environmental funding sector, I've found the knowledge, networks, and experience of the GFF invaluable. The Slack channel is a "go to" place for *me when I want to connect,* ask questions, and find answers. The newsletter is always informative, ensuring we're up to date with opportunities, and the bi-monthly meetings are a great place to network and share experiences. Thank you!

#### EFN Scotland

Our **Scotland programme** has grown substantially since March 2020 when we first hired our Scotland Coordinator (Julie Christie) to network and inspire funders to support Scottish environmental work.

With support from the Scotland Advisory Group, our successes included delivering our first ever funder field trip to Southwest Scotland to showcase some of the region's world-class natural heritage and 'best-in-



class' environmental projects; and our inaugural Celebration of Environmental Philanthropy networking event in Edinburgh, kindly hosted by the Edinburgh Earth Initiative.

We were also delighted to recruit a new Scotland-based Trustee, Nick Addington from the William Grant Foundation.

'It was a real privilege to be part of such the group *looking at gold standard* work in Scotland, These ideas and initiatives are exactly the kind of fodder that's useful for me to feed into the work I do with broadcasting to help vision the collaborative. restorative worlds we must be building rather than the dystopian visions of climate breakdown and fear so favoured by much of the media and climate comms.'

#### EFN Scotland: activities

Our Scotland-focused activities during the year included:

- Events: we organised five in-person gatherings and one online event, attended by 130 people of whom just under 75% were funders.
- Research: we produced and distributed a new publication, 'Supporting effective environmental action in Scotland'.

- Funding: we helped to secure £150,000 of match funding from Scotland-based funders for this year's Big Give Green Match Fund campaign. As a result, 15 eNGOs secured nearly £250,000 for work in, or delivered from, Scotland.
- Relationship-building: we connected with, and supported, scores of individual funders, eNGOs and their networks.









#### Our team in 2023



Florence Miller Director



Emma Clyde
Operations Manager



**Aliyah Green** *Communications & Network Coordinator* 



Olly Armstrong
Environment Sector
Programme Lead
– maternity cover
support



**Tara Cooper** *Communications Manager* 



**Helen Mian** *Finance & Governance Manager* 



Jane Cabutti Growing Philanthropy Director



Sophia Cooke
Environment Sector
Programme Lead –
maternity cover



Natasha Ratter Environment Sector Programme Lead – maternity leave



Julie Christie
Scotland Coordinator



Patricia Cremona
Programme &
Research Coordinator



Jenny Sansom
Learning
Programmes for
Environmental
Impact Investing



#### Our trustees

#### **Board of Trustees**

**Catherine Bryan (Chair)** *Trustee, Synchronicity Earth & Co-Chair of Trustees, Shoal Initiative* 

**Nick Addington** *Chief Executive, William Grant Foundation* 

**Sian Ferguson** Trust Executive, Aurora Trust, JJ Charitable Trust & Mark Leonard Trust

**Liz Gadd** Environment Lead, NPC & Trustee, Eating Better Alliance

**Hugh Mehta** *Director of Partnerships, Climate, Children's Investment Fund Foundation* 

**Fiona Napier** Independent Consultant & Africa Nature Lead, Climate Champions

**Champa Patel** Senior Director, Governments and Policy, The Climate Group

**Eva Rehse** Network & Ecosystems Director, WINGS

















#### Our advisors

## **Expanding Environmental Philanthropy Advisory Board**

**Dahlia Dana** Finance professional, Trustee, Design Museum & Co-founder, Entrepreneurs Hub

**Cindy Forde** Founder, Planetari

**Ben Goldsmith** *Trustee*, *JMG Foundation* 

**Anna Guyer** Founder, Greenhouse Communications

**Rachel Harrington** Executive Director, Coutts Family Office & Coutts Institute

**Becky Holmes** *Trustee, The Helvellyn Foundation & Conservation Officer, Langland Conservation* 

Nick Marple Co-founder, Gower Street

**Edward Mallinckrodt** *Trustee*, *Mallinckrodt Foundation* 

**Arizona Muse** *Model & Founder, DIRT* 

**Bianca Pitt** *Co-founder, She Change Climate* 

**Hugh Raven** *Chair of Trustees, Highlands & Islands Environment Foundation* 

Jessica Sweidan Co-founder, Synchronicity Earth

#### **EFN Scotland Advisory Group**

**Nick Addington** 

Chief Executive, William Grant Foundation

**Rory Gordon** *Trustee, William Grant Foundation* 

**Julie Hutchison** *Technical Director, Charities, LGT Wealth Management* 

**Tom Murray** *Founder, CharityFlow* 

Mary-Ann Smyth Environmental Consultant

**Hugh Raven** Chair of Trustees, Highlands & Islands Environment Foundation

**Celia Tennant** Chief Executive, Inspiring Scotland

#### We are grateful to our supporters in 2023

#### **Grant contributors**

Calouste Gulbenkian Foundation

Co-op Foundation

Craignish Trust

Dunlossit & Islay Community Trust

Esmée Fairbairn Foundation

Garfield Weston Foundation

Impatience Earth

John Ellerman Foundation

**Lund Trust** 

Lister Charitable Trust

Mark Leonard Trust

Synchronicity Earth

The Castansa Trust

The JJ Charitable Trust

Waterloo Foundation

Wates Family Enterprise Trust

William Grant Foundation

and others who wish to remain anonymous

#### **In-kind supporters and partners**

Active Philanthropy

Arts Funders Group

Association of Charitable Foundations

Be the Earth Foundation

Beacon Collaborative

Big Give

Calouste Gulbenkian Foundation

Climate Leadership Initiative

Design Museum

EarthPercent

Edinburgh Earth Initiative

Fishmongers' Company's Charitable Trust

Funder Commitment on Climate Change

Impatience Earth

New Philanthropy Capital

Scotland Funders Forum

Shape History

Scottish Grantmakers

The Funding Network

#### We are grateful to our supporters in 2023

#### **Membership contributors**

22 North

A Team Foundation

ADM Capital Foundation

AIM Foundation

Alexia Tye

Anna Gavazzi Asseily

Anthony Rae Foundation

Apsara Capital

**Badur Foundation** 

Barrow Cadbury Trust

Be the Farth Foundation

Becky Holmes

Bianca and James Pitt

Big Give

Brian Mercer Trust

Calouste Gulbenkian Foundation

Carbon Technology Research

Foundation

Carman Family Foundation

Castansa Trust

Catherine Bryan and Tim Yetman

Changing Ideas

Children's Investment Fund

Foundation

Cindy Palmano

Claire Jones

Climate Finance Fund

Co-op Foundation

Cobalt Trust

Conservation Collective

Cycling Scotland

Edward Hoare and 'Edward Hoare

Charitable Fund'

Ennismore Foundation

**EQ** Foundation

Esmée Fairbairn Foundation

European Climate Foundation

Fishmongers' Company's Charitable Trust

Foundation for Integrated

Transport

Frederick Mulder Foundation

French American Charitable Trust (FACT)

Friends Provident Foundation

Gallifrey Foundation

Global Greengrants Fund

Gower Street

Greenwood Place

Grit Howe Charitable Trust

Hagan Family Foundation

Heather Currey

Human Capability Foundation

lan Lazarus

Impatience Earth

Inflexion Foundation

Inverclyde Community Fund

J Leon & Co

JA Clark Charitable Trust

JAM Today

James Thornton

John Ellerman Foundation

John Starbuck FRGS

Joseph Rowntree Charitable Trust

Kent Community Foundation

Kestrelman Trust

Kevin and Donna Cox

Kreitman Foundation

Laudes Foundation

Lauren Holmes

Levine Family Foundation

Ma'at Environment Fund

Mallinckrodt Foundation

Margaret Hayman Charitable Trust

Maria Spink

Marmot Charitable Trust

Martin Stanley Charitable Trust

MCS Charitable Foundation

Michael O'Mara Books

Montpelier Foundation

National Geographic Society Network for Social Change

Nick Perks Consulting

Nick Powell

Orp Foundation

Polden-Puckham Charitable

Foundation

Quadrature Climate Foundation

Robert Sansom

Robertson Trust

Roger Ross, Serve All Trust

Rothschild Foundation

Samworth Foundation

Savitri Waney Charitable Trust

Schroder Foundation

Solberga Foundation

Southwood Foundation

Stephanie and Stuart Mills

T&J Meyer Family Foundation

The Flora Fund

The National Lottery Community

Fund

The V & G Fund

Tinsley Charitable Trust

Treebeard Trust

Waterloo Foundation

Wates Family Enterprise Trust

We have the POWER

William Grant Foundation

Woodchester Trust Woodleigh Impact

And others who wish to remain anonymous



