



Giving World Online and its Impact

A REPORT PREPARED FOR GIVING WORLD ONLINE

February 2017

Giving World Online and its impact

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Executive Summary

Giving World (“Charity”) approached Pro Bono Economics (PBE) to help it understand its impact on final beneficiaries. PBE matched Giving World with volunteer economists from Frontier Economics (“Frontier”) to undertake an impact analysis. PBE assisted Frontier in scoping the work and secured a peer-review of this report.

Giving World is a national charity whose objective is to enhance people’s life chances and to tackle poverty through the distribution of free surplus goods. It does this through a network of donors and distribution partners.

In 2015 Giving World distributed 73 tonnes of goods worth £710k¹, making a positive difference to up to 297,985 beneficiaries in the UK and overseas.² The majority (66%) of the goods were distributed in the UK valued at £434k (61% of the total value), benefiting some 222,264 beneficiaries.

Giving World’s activities target more disadvantaged groups in society: people with health problems, families on low incomes, children, young people, homeless people, unemployed individuals or elderly people – all groups that are at higher risk of poverty. This report focuses therefore on the impact Giving World has on its beneficiaries, who are generally part of more vulnerable economic / social groups.

The goods distributed include basic necessities (such as food and clothing) and other useful commodities such as education materials, toys for children, books or personal hygiene goods. Because of the nature, some of the goods have the ability to fulfil the everyday needs of people as well as enhance the lives of people who, in many cases, would be unable to buy such goods on the market had the Charity not existed.

Even though Giving World’s activities extend outside the UK, this analysis focuses on beneficiaries in the UK.

Survey data collected by Giving World indicate that Giving World’s activities have a positive impact on beneficiaries through the ability of the goods distributed to:

- **Improve the welfare of recipients** by adding to their income, fulfilling their needs and enhancing their feelings of safety;

¹ We note that all the monetary values presented in this analysis refer to the value at which the goods donated to Giving World were recorded by donating businesses.

² It is important to note that some people are likely to be beneficiaries of more than a single intervention. Therefore, the unique number of beneficiaries is likely to be lower, though it is not possible to reliably estimate this number as interventions cannot be traced to individuals.

- **Improve recipient's life chances**, such as improving their employment opportunities or skills; and
- **Reduce their feelings of isolation**, making it easier for them to integrate with their community and improve their relationships with friends and family.

Specifically, in 2015 the vast majority (96%) of beneficiaries reported that the item(s) they received fulfilled their needs. Recipients also report that as a result of receiving the good(s) they felt safer (80%).

A majority (66%) of individuals also reported that the goods they received helped them to improve their life chances. The improvement in 'people's life chances' is measured as the extent to which beneficiaries would agree that the item received has or will improve their skills (64%), confidence (88%), employment opportunities (36%), health (77%), living accommodation (54%), as well as to enhance their independence (77%).³

The vast majority (81%) of beneficiaries also reported reduced feelings of isolation as a result of the good(s) received. The reduction in feelings of isolation is measured as the extent to which beneficiaries would agree that the item(s) received has or will improve their relationships with friends and family (72%), make them feel less isolated (81%), and make them feel more involved in their community (92%).

Moreover, there is evidence that recipients may in many cases not be able to buy the good(s) on the market as they struggle to meet their living costs. Specifically, between 40% and 46% of the various categories of beneficiaries reported difficulties in meeting their everyday needs at least some of the time.

The work undertaken by ONS shows that the aspects of life that matter most to people are people's health, their welfare and ability to meet their basic needs, their relationships with people around them, as well as involvement with the wider community. All of these aspects are positively affected by Giving World's activities. Therefore, we consider that the improvements described above in recipients' feelings of safety and isolation, as well as improvements in life chances should be expected to be positively linked to individuals' overall well-being.

In addition to the impact on beneficiaries, it is also possible that Giving World's activities result in wider economic impacts through:

- having more people in the labour force, and thus less burden imposed on social care or healthcare systems;

³ The figures in brackets show the proportion of beneficiaries surveyed in 2015 that agreed that the item(s) they received has or will have such an impact. We note that the survey responses are fairly consistent across the years for which survey data is available (i.e. 2012-15) and across beneficiary groups.

- reduction in the proportion of people living in poverty and the associated costs; and
- reduction in environmental damage, resulting from finding uses for goods that would otherwise have been consigned to landfill.⁴

⁴ Nevertheless, we note that measuring accurately any wider impact of Giving World's activities is challenging and would require extensive data collection.

1 Introduction

Giving World is a charity based in the UK whose objective is to enhance people's life chances and to tackle poverty through the distribution of free surplus goods. Its activities are realised through a network of donors and distribution partners, who are vital components of Giving World's business model and contributes significantly to its impact.

In line with the above, in this document we assess the impact Giving World has on:

- the welfare of recipients through fulfilling recipients' needs, needs that in many cases are unlikely to be met;
- recipients' life chances (i.e. the potential of Giving World's activities to improve recipient's health, skills and employment opportunities);
- the integration and involvement of people with their community, their relationship with friends and family and their feelings of involvement in general.

We do this by drawing extensively on the data collected by Giving World ("the Charity"). In particular:

- Inventory of goods donated, providing information on the value of goods distributed as recorded in the books of donating businesses, the number of goods donated and number of beneficiaries reached;
- Survey of beneficiaries (specifically, the so called Beneficiary Feedback Survey, Short Beneficiary Survey and Children's Survey);
- Survey of partner charities (i.e. charities distributing goods to final recipients); as well as
- Case studies of partner charities and beneficiaries.⁵

Even though a considerable proportion of the goods donated are distributed overseas, the focus on this report is the impact of Giving World in the UK. Therefore, it is important to recognise that in practice the total impact of Giving World is likely to be higher if we were to expand the analysis beyond the UK.

This report is structured in the following areas:

⁵ The present analysis relies on survey of beneficiaries and the inventory of goods donated. Case studies were not included due to its rather qualitative character. Survey of partner charities shows that Giving World has a positive impact on beneficiaries, supporting the results obtained from the analysis of survey of beneficiaries. Nevertheless, due to the limited survey sample size, we did not include the survey of partner charities in our analysis.

- Chapter 2 provides an overview of Giving World;
- Chapter 3 describes the methodology employed to measure Giving World's impact, including a discussion of the counterfactual scenario;
- Chapter 4 discusses the direct impact of the Charity existence on its beneficiaries;
- Chapter 5 provides an assessment of the indirect impact of Giving World on recipients;
- Chapter 6 discusses the likely impact of Giving World activities on the well-being of recipients, including how this could be measured going forward;
- Chapter 7 discusses the wider economic impact of Giving World's existence, including its impact on the environment and poverty reductions;
- Chapter 8 summarises our conclusions reached in the previous chapters.

In the annex to this report we provide a summary of the data underpinning this analysis and some summary statistics.

We note that this report focusses solely on the evaluation of Giving World's impact given available survey evidence. Therefore, going forward we would recommend Giving World to further focus not only on how its activities can enhance people's life changes and ultimately personal well-being, but also on economic evaluation of costs and benefits of its interventions.

2 Giving World Overview

Giving World is a national charity based in the East Midlands whose objective is to enhance people's life changes and to tackle poverty through the distribution of free surplus goods. Its activities are realised through a network of donors and distribution partners.

The Charity's origins go back to 2001 when a predecessor charity, Konnect9, which was set up to address the 'market inefficiency' of brand new goods ending up in landfill. Over the next seven years, Konnect9 was able to distribute 200 tonnes of goods worth almost £1.5m, through a network of partner donors and charities.⁶ Over time, the Charity was able to expand its network of donor businesses and partner charities, making it possible to distribute more goods to people in need. Currently Giving World's total impact, measured purely in monetary terms⁷, is more than three times higher than in the early 2000s.⁸

In 2015 the Charity distributed close to 73 tonnes of goods with a value of £710k. The goods distributed made a difference to the lives of up to 297,985 recipients both in the UK and overseas.⁹ A majority (61%) of the value of goods distributed in 2015 benefited people living in the UK (valued at £434k). This meant that up to 222,264 people in the UK benefited from a wide variety of goods, including food, clothes, books, DVDs, educational materials, healthcare products, stationary or toys for children. Below we provide a short overview of the components of Giving World's business model.

Network of donors and partner charities

Giving World operates through a network of donor businesses and partner charities. Over time Giving World was able to expand its network of donors and partner charities. The total number of registered businesses and charities as at the end of December 2015 was 1,137 and 4,836, respectively. The total number of registered businesses and charities do not always overlap from year to year (as

⁶ Giving World, http://www.givingworldonline.com/en/about_us/History, accessed 17/11/2015

⁷ Monetary measures are increasingly considered to be an imperfect measure of prosperity or well-being in general. This has for example been suggested by Gus O'Donnell in an article for the Independent from October 2015 entitled "Let's measure prosperity in smiles, not cash".

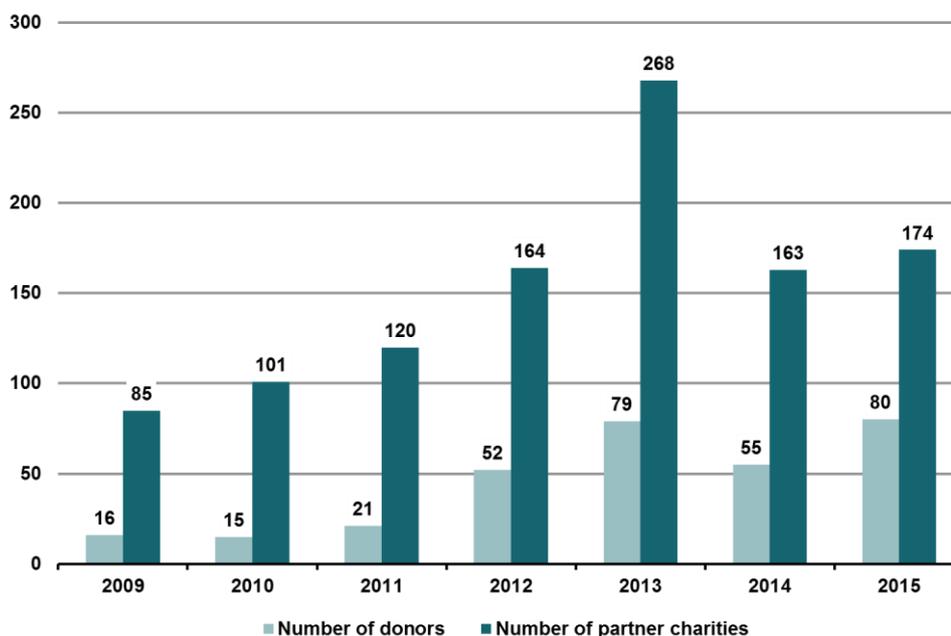
⁸ Konnect9 distributed goods worth £1.5m over 7 years in early 2000s. In 2014 and 2015, the total value of goods distributed by Giving World through its network of distribution partners amounted to £1.25m and £710k, respectively. The decrease in the value of goods distributed in 2015 as compared to 2014 is reflecting the Charity's focus on items that are most needed (such as napkins, pens, gloves or hats), items that are not necessary of considerable monetary value but have a more intrinsic value to the recipients.

⁹ It is important to note that some people are likely to be beneficiaries of more than a single intervention. Therefore, the unique number of beneficiaries is likely to be considerably lower, though it is not possible to reliably estimate this number as interventions cannot be traced to individuals.

businesses may only have surplus to donate every few years), and therefore the number of businesses and charities with which Giving World directly collaborates each year will likely to be lower than the overall number of registered business and charities.

In 2015, Giving World directly collaborated with 80 donor businesses and 174 partner charities as compared to 16 donors and 85 partner charities back in 2009. This in turn meant that the Charity has been able to assist more people in need in the recent years. The number of donor organisations and partner charities through which the goods are distributed in the UK is presented in **Figure 1**.

Figure 1. Giving World’s network of donors and partner charities Giving World has directly collaborated with in the UK (2009 – 2015)



Source: Frontier Economics analysis based on data from Giving World

Note: This excludes businesses and charities that only deal with international distribution or charity's own use.

Goods distributed

Giving World distributes categories of items that can be regarded as essential to people’s lives such as food or clothes in addition to a broader set of products which can be regarded as adding value to people’s lives such as books, educational materials or toys for children. These items are distributed both to the recipients in the UK as well as overseas. Over the period 2009 to 2015, more than half (57%) of the items were distributed to recipients in the UK.

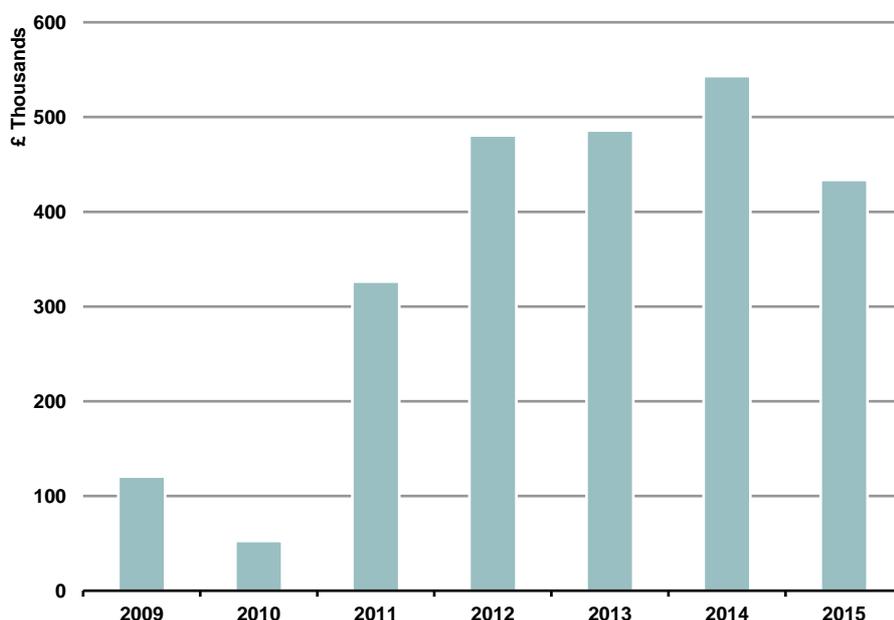
That is, whereas the Charity’s focus is very much the UK, a proportion of the goods is distributed overseas. For example, in 2015, 34% of the items were distributed abroad. This arises in cases when this is either directly requested by

Giving World Overview

the donor partners, for reasons of brand protection, or due to external regulation imposed on Giving World. That is, some items are subject to regulation in the UK which implies they cannot be distributed in the UK (such as medical items).

As the Charity has been able to expand its network of donor businesses and charities through which the goods are distributed (with some decrease in 2014 and 2015), this in turn increased the number and the value¹⁰ of items distributed as shown in **Figure 2**.

Figure 2. Value of goods distributed in the UK (2009 – 2015)



Source: Frontier Economics analysis based on data from Giving World

Note: the value of the goods represents the value at which the goods were recorded by donating businesses.

The impact of receiving these goods on people can be measured both directly by the value to the recipients; and also indirectly in terms of how these donations benefit the overall well-being of the recipients, their health or skills. In relation to this indirect impact, there is information available from surveys undertaken that enabled us to undertake the present analysis. The methodology for our evaluation is described in Section 3.

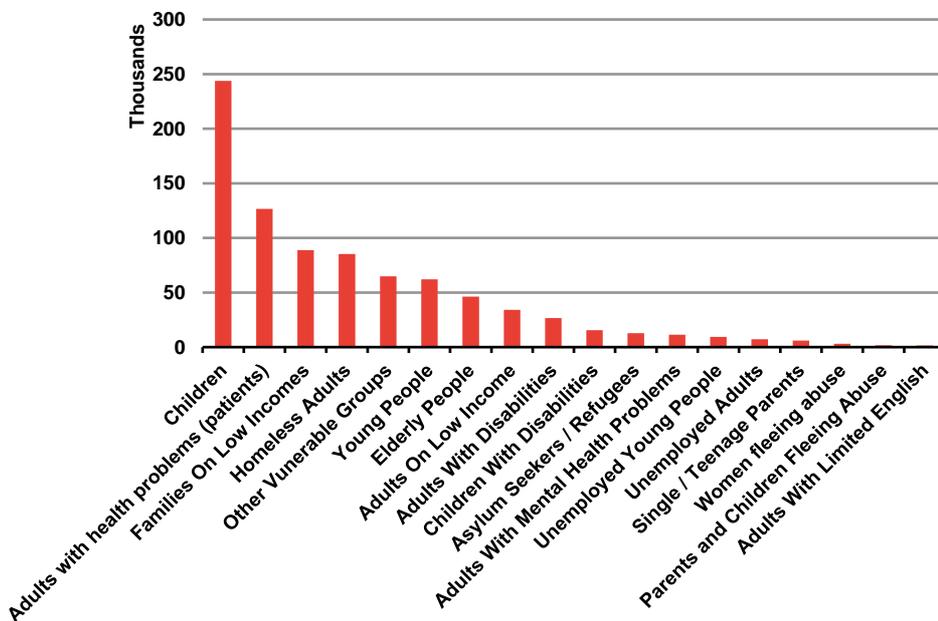
¹⁰ When we quote a specific monetary value in this report, we note that this is the value at which the goods were recorded by donating businesses and that this varies from business to business. In 2015, 49% of the value of the goods was recorded at wholesale value, 36.6% at retail value, and 14.4% at write-off value (14.4%).

Beneficiary groups

Giving World assists a wide range of people with diverse needs. The Charity’s activities target disadvantaged groups in society, notably people with health problems, poor families, children, young people, homeless people, unemployed individuals or elderly people.

Between 2009 and 2015, Giving World assisted up to 1.3m individuals out of which 65% were recipients in the UK. **Figure 3** summarises the primary beneficiary groups and the number of recipients in each group that received support between 2009 and 2015 in the UK.

Figure 3. Number of recipients by beneficiary category in the UK (2009 – 2015)



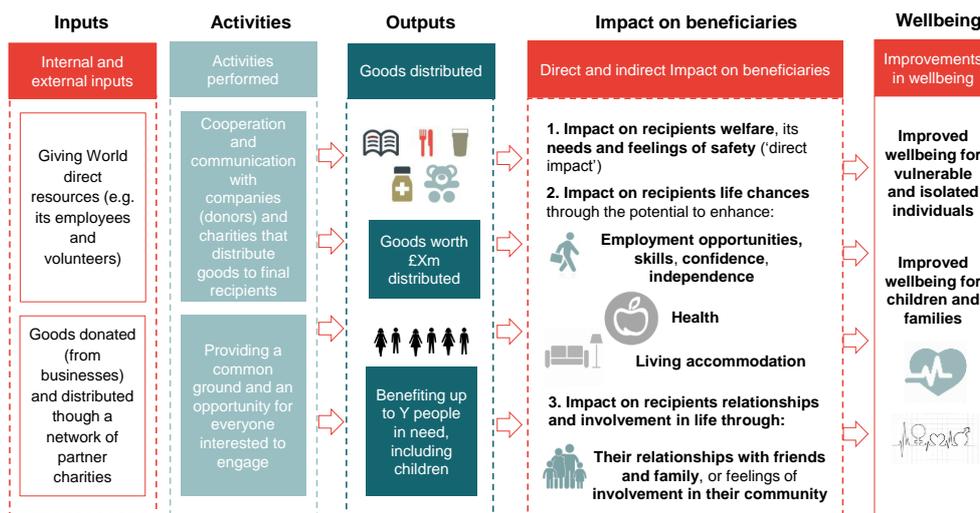
Source: Frontier Economics analysis based on data from Giving World

Figure 3 makes it clear that a considerable proportion of individuals Giving World is trying to help are people that struggle in life because of insufficient funds. These include families and adults on low incomes, homeless people or unemployed young people. Giving World’s activities are nevertheless broader in scope and target other individuals that may struggle in life not because of money deprivation but because of other forms of deprivation, such as isolation. These include adults with health problems, adults with disabilities, asylum seekers or refugees. The category that Giving World has supported the most are children, with up to almost 250k children supported between 2009 and 2015. We note that many of these children are the offspring of parents that are unemployed or are on low income, and therefore are so are susceptible to poverty.

3 Methodology

The activities Giving World is performing through its network of donors and partner charities, as well as the impact of these activities on final beneficiaries, is shown in **Figure 4**.

Figure 4. Giving World and its impact on beneficiaries and their well-being



Source: Frontier Economics analysis based on data from Giving World

Of note:

- The Charity makes it possible for essential life-items such as food or clothes to reach people in need as well as to enhance lives of recipients through the distribution of other categories of products such as household goods, toys for children, books, educational materials and personal hygiene goods. That is, there is likely to be a direct impact on recipients' welfare, as well as an impact on their needs, desires and feelings of safety.
- There is also potential to improve recipients' life chances (i.e. through improved health, skills and hence employment opportunities as an example); and
- There is also potential to reduce feelings of isolation by making it easier for people to get involved with their community and/or improve their relationship with friends and family.

The above impacts are studied in this report by drawing on survey of beneficiaries and any impacts in this report are therefore self-assessed impacts by the recipients.

The survey evidence of beneficiaries suggests that the goods donated have a positive impact on measures of consumer welfare such as health, living accommodation and relationships with friends and family, amongst other things. As these measures are all linked to well-being, by inference the Charity's activities are very likely to have a positive impact on personal well-being.

In view of the nature of the Charity's activities, and the likely ways in which they affect recipient's welfare, the impact on well-being seems to us an important metric to measure (we return to a discussion of this metric below). That is, we would like to answer the question about the difference in well-being following the Charity's intervention as compared to the pre-intervention state of each individual.

Even though as it stands there's no data available on the difference in well-being of recipients following an intervention, recipient's responses suggest the impact of receiving the goods is far reaching (e.g. improvements in health) and can only partially be couched in monetary terms. Therefore, in the following we evaluate the difference Giving World makes to the lives of individuals, relying on the *subjective* reported feelings of individuals such as their perceived impact on health, skills, employment opportunities or their relationships with friends and family.

That is, our analysis focuses on the Charity's impact on recipients through:

- its ability to **improve the welfare of recipients** directly, by distributing brand-new goods that both fulfil a need and enhance feelings of safety ('direct impact'); and
- the consequential positive impact the received goods are likely to have by **improving people's life chances** or **reducing feelings of isolation** ('indirect impact').

Both improvements in recipients' welfare and the positive social and economic effects are likely to go hand in hand with improvements in well-being.

It is recognised that well-being is difficult to measure, though significant progress has been made in recent years. For example, the Office for National Statistics is developing new measures of national well-being. The idea behind this is the increasing recognition that monetary measures are an imperfect measure of prosperity or well-being in general.¹¹

Therefore, in the longer term, well-being measures should supplement existing economic, social and environmental measures. If the Charity was to track these it could better assess its impact so this is further discussed in section 6.

¹¹ This has for example been suggested by Gus O'Donnell in an article by Independent from October 2015 entitled "Let's measure prosperity in smiles, not cash".

We note that a formal assessment of the impact of the Charity's activities on recipients' well-being would require a comparison of people's "life paths" where similar individuals had either benefitted or not benefitted from the Charity's interventions. Such an evaluation would likely involve significant costs, so in what follows we focus our analysis on the Charity's direct impact (reflected in monetary measures), a qualitative assessment of the indirect impact on individuals and assess the potential to measure the Charity's impact on personal well-being going forward.

Finally, we also briefly discuss the likely wider economic impact, including a non-negligible reduction of environmental footprint and in poverty.

3.1 Counterfactual scenario

The reduction in environmental footprint as well as the impact Giving World has on its final beneficiaries is analysed by comparing two states:

- a world in which Giving World exists (i.e. actual world or actual scenario); and
- a world in which Giving World does not exist (i.e. a counterfactual scenario).

In order to be able to appropriately compare the two states of world, there is a need to make assumptions regarding what would happen in the absence of Giving World. This is described below as 'no intervention' scenario.

"No intervention" scenario

This scenario assumes that in the absence of Giving World, there would be no intervention at all. That is, surplus goods from businesses would end up in landfill or recycling plants, and as a result of this, there would be needs that would either have to be satisfied through other means, by increasing the amount of goods manufactured, or not be satisfied at all.

As mentioned before, Giving World distributes categories of items that include items such as food, medical items and clothes, in addition to a broader set of products, such as books, toys or educational materials. The need for a subset of these products would be expected therefore to continue to exist under the "without Giving World" scenario.

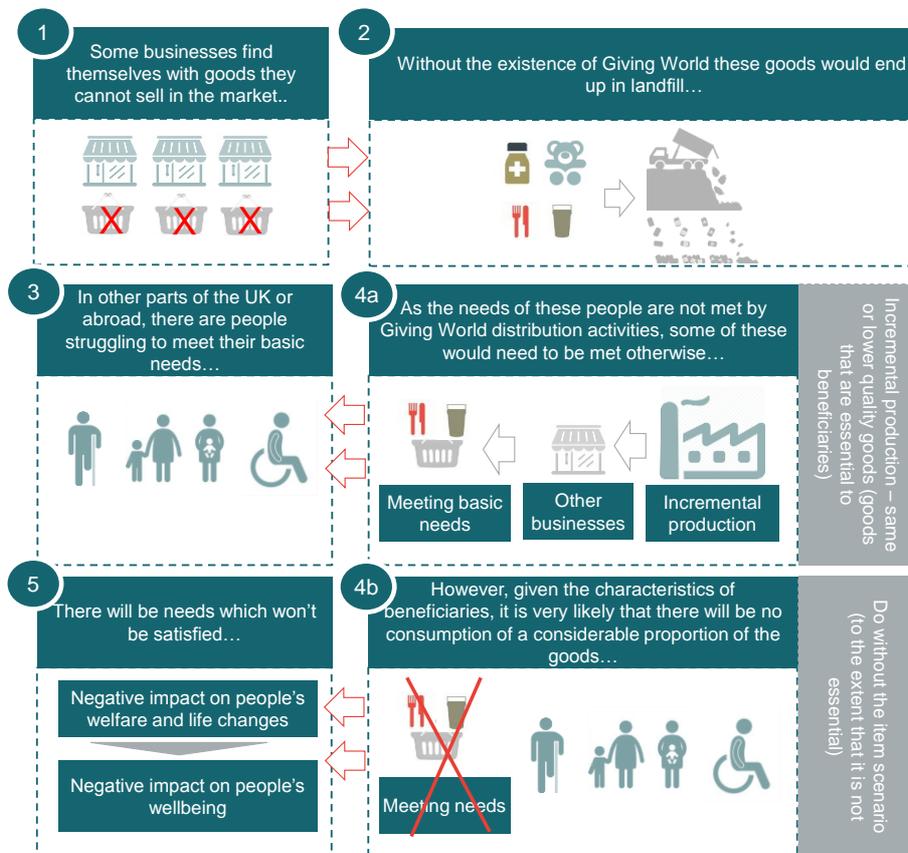
Our assumption therefore is that under the 'no intervention scenario', the beneficiaries may have bought a subset of goods that Giving World would have supplied (i.e. goods that are essential to beneficiaries), paying a market price¹², or

¹² An individual would buy the item if he/she has sufficient resources available or is able to borrow, and if the value they place on the item is greater or equal to the market price. In addition, if the

purchase a lower quality/value item at a lower market price, or do without the item. Whilst we do not have data available to assess the relative likelihood of these three alternative options, we expect given the targeted groups of beneficiaries that the most likely outcome would be no consumption of the good (to the extent that it is not essential), or consumption of a much inferior good (for essential items).

The counterfactual scenario assumed in this present analysis is depicted in **Figure 5**.

Figure 5. Counterfactual scenario



Source: Authors

4 Direct Impact on Beneficiaries

In this section we discuss the ability of Giving World, through its activities, to **improve the welfare of recipients** directly, by distributing brand-new goods. In

goods were bought by individuals with insufficient financial resources, the individuals would need to borrow money and incur additional interest expenses.

Direct Impact on Beneficiaries

addition, we focus on the potential of those goods to both **fulfil a need** and to **enhance feelings of safety**.

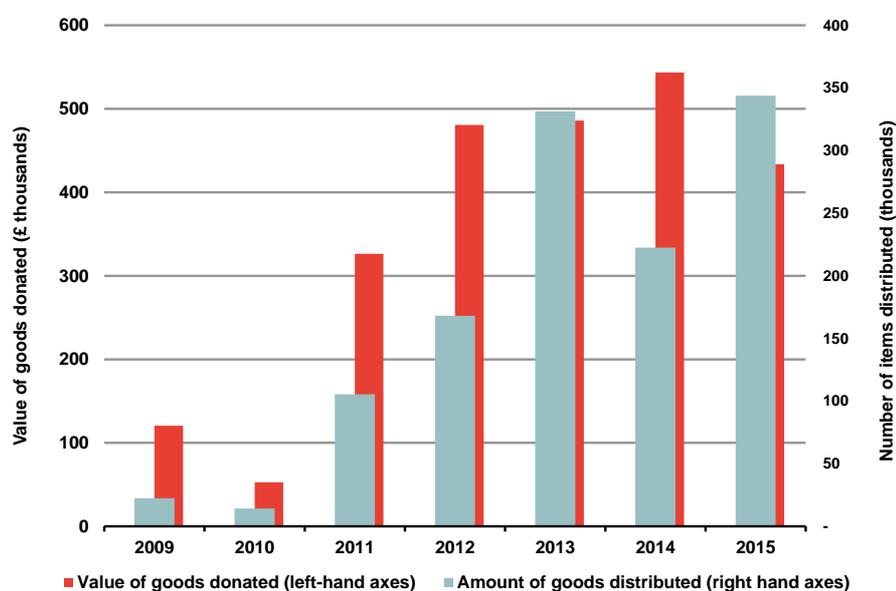
Improvements in the welfare of recipients

The goods distributed affect the welfare of recipients directly. This is because in the counterfactual scenario¹³, as explained above, the beneficiaries would need to either buy these or inferior items paying a market price or do without the item.

In this respect, the goods donated directly increase the welfare of final recipients.

Between 2009 and 2015, Giving World distributed goods to the value of £2.4m, helping up to 847,029 people in the UK. The number of items distributed, as well as the value of goods donated, is shown in **Figure 6**.

Figure 6. Value of goods donated and number of items distributed in the UK (2009 – 2015)

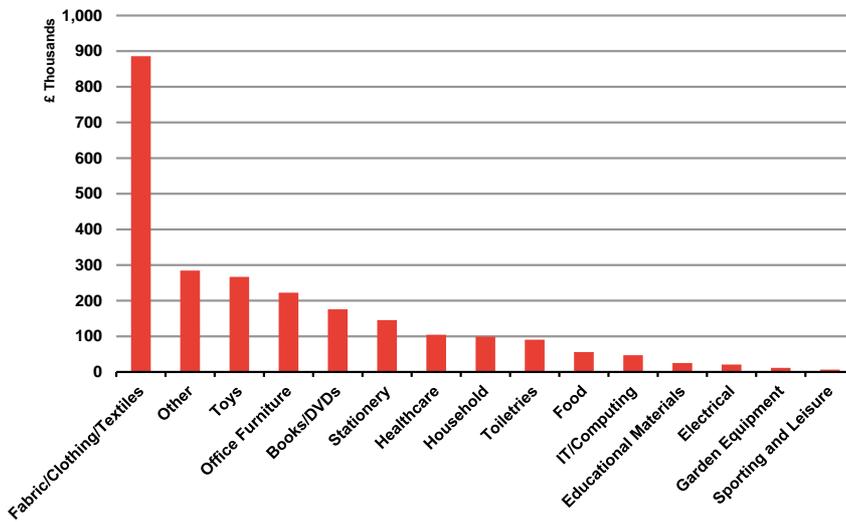


Source: Frontier Economics analysis based on data from Giving World

Note: the value of the goods represents the value at which the goods were recorded by donating businesses.

The breakdown of goods distributed by category is provided in **Figure 7**.

¹³ A counterfactual scenario refers to a scenario in which Giving World does not exist.

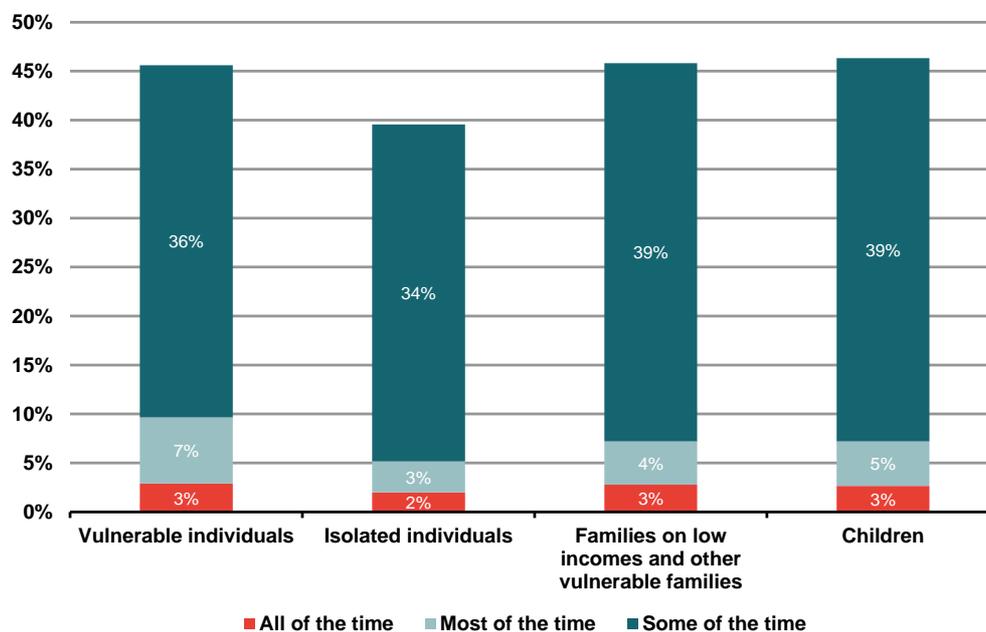
Figure 7. Value of goods distributed in the UK by category (2009 – 2015)

Source: Frontier Economics analysis based on data from Giving World

Moreover, there is evidence that recipients would in many cases not be able to buy the goods on the market as they struggle to meet their living costs. This further supports our findings with respect to the ability of goods received to directly increase the welfare of individuals. The proportion of recipients that find it difficult to meet their living costs is shown in **Figure 8**.¹⁴

¹⁴ For detail on which groups are included under each category please refer to Annex 1.

Figure 8. Percentage of recipients finding it difficult to meet their living costs



Source: Frontier Economics analysis based on data from Giving World

Note: the remainder of the recipients report rare difficulties or no difficulties meeting their living costs

We note that the economic value to final recipients may well be different to the £2.4m, as recorded in the books of Giving World and donating businesses. That is, each individual may place a different value on the goods donated, which is potentially lower than the retail price the good is typically sold at (under the assumption that the recipient would not purchase the good at the retail price).

However, it is also possible that the value recipients place on some of the goods received is higher than the value as recorded by Giving World and the donating businesses. The reason for this is that the valuation method used for some of the goods is based on wholesale (49% in 2015) or write-off values (14.4% in 2015). These are likely to be lower, and potentially materially lower, than the retail value of the goods. In this respect, the economic value for the recipients of the goods received may exceed the valuation as recorded in the accounts of Giving World. We have illustrated this point in the annex under the (simplifying) assumption that absent the Giving World intervention the recipients would not consume these goods (or would consume lower quality substitutes). As the (average) value of goods donated is recorded at a price below the retail price, it is possible that the welfare improvement to the recipients is higher than the value of the good as recorded by Giving World.

We have not embarked, however, in the direction of seeking to estimate an 'appropriate' factor to derive a precise estimate of the economic value to final recipients, as data limitations would likely imply this is a very challenging task.

The availability of survey evidence on the impact of the distribution of Giving World goods on recipients enables also the assessment of the indirect impact of the Charity's activities. This is particularly useful in this case, in view of the nature of the goods distributed and the vulnerability of the recipient groups. We consider this evidence next.

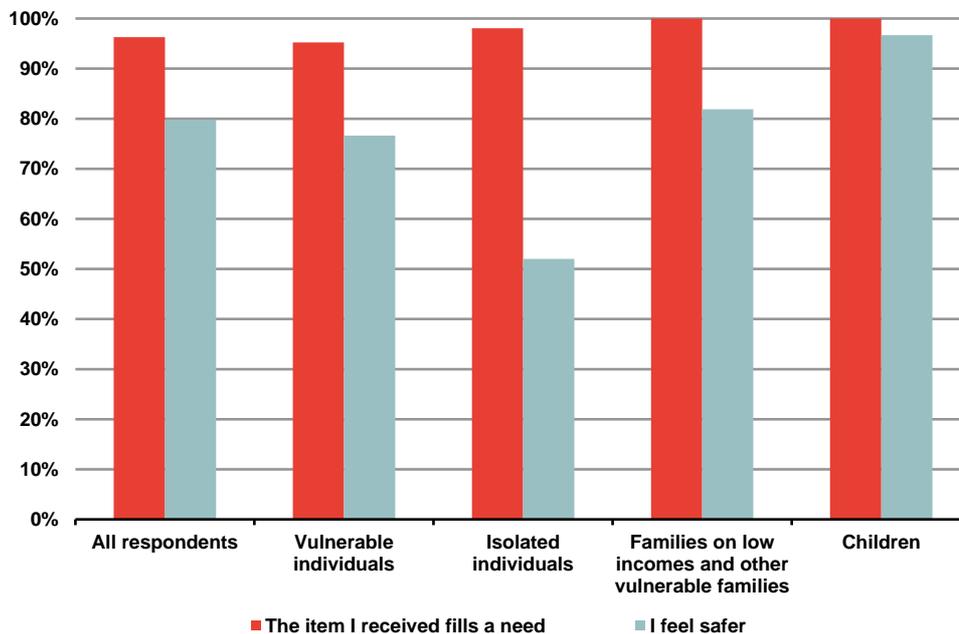
Items filling a need and enhancing feelings of safety

The goods donated include items such as food, clothing, toys, books, educational materials and personal hygiene goods. Because of this nature, the goods should be expected to have the ability to meet an identified need and make recipients feel safer.

In 2015, 96% of respondents would agree that an **item received fulfilled a need**. Recipients also report that they **feel safer** (80%).

Moreover, these findings are consistent across beneficiary groups with only small differences to the extent to which people would agree that an item fulfils the need or makes them feel safer, as described in **Figure 9**.

Figure 9. The proportion of people that would agree that an item fills a need or makes them feel safer (2015)



Source: Frontier Economics analysis based on data from Giving World

Direct Impact on Beneficiaries

5 Indirect Impact on Beneficiaries

In this section we provide an assessment of the indirect impact of Giving World's activities by improving people's life chances and reducing feelings of isolation ('indirect impact'). The below conclusions are based on 799 survey responses for the year 2015. We note however that the findings are consistent across all the years for which survey data is available (i.e. 2012 to 2015).

Improving life chances and reduction in feelings of isolation

Beneficiaries report **improvements in life chances**, including the positive impact the good(s) donated have or will have on their skills, confidence, employment opportunities, health, living accommodation and independence.

The vast majority (66%) of individuals reported that the goods received helped them to improve their life chances¹⁵. That is, recipients would agree that the help they received has or will improve their:

- skills (64%);
- confidence (88%);
- employment opportunities (36%);
- health (77%);
- living accommodation (54%); as well as enhancing their
- independence (77%).

When considering the indirect impact on final beneficiaries through the ability of goods distributed to **reduce their feelings of isolation**, 82% of individuals reported reduced feelings of isolation in 2015. The vast majority of people would agree that the help they received has or will:

- improve their relationship with friends and family (72%);
- reduce the feelings of isolation (81%);
- make them feel more involved in their community (92%).

Moreover, these feelings of improved life chances and reduction in feelings of isolation are fairly consistent across all groups of people supported (i.e. vulnerable and isolated individuals, as well as children and families with children). The improvements in 'life chances' and reductions in feelings of isolation are

¹⁵ The improvement in 'people's life chances' is a compound measure of the degree to which people would agree that the item received has or will improve their skills, confidence, employment opportunities, health, living accommodation, as well as enhancing their independence. The same weight is given to each answer.

based on subjective reported improvements in areas that are tightly linked to improvements in well-being such as health, skills or living accommodation. Below we discuss the impacts on beneficiaries split by primary beneficiary group. For details on which groups are included under each category please refer to Annex 1.

Indirect impact on vulnerable individuals

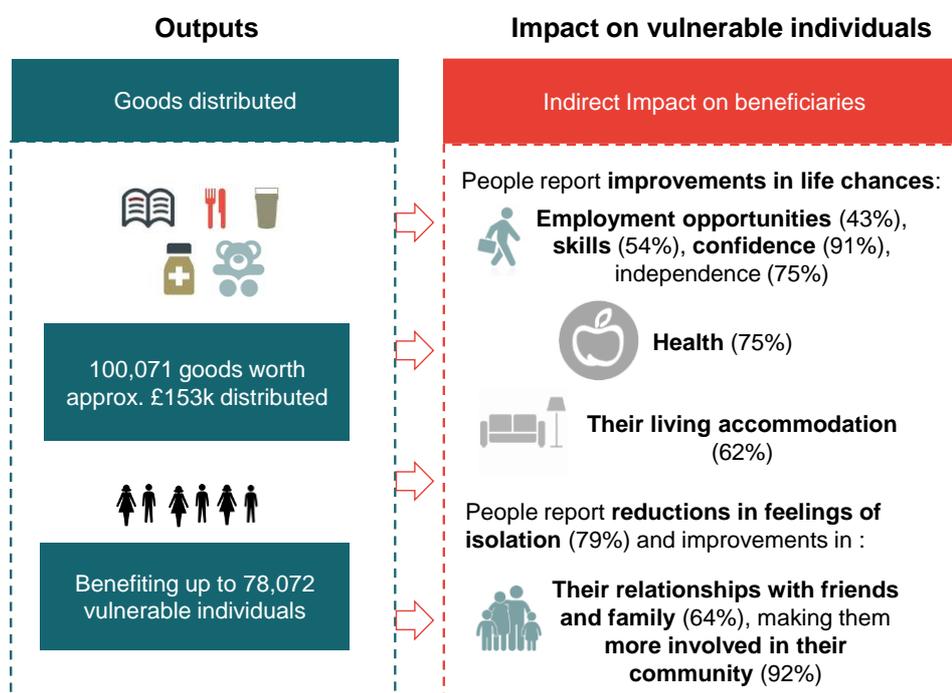
Between 2009 and 2015, a total of 276,168 items were distributed to vulnerable individuals with a total value of approximately £800k. In 2015, 100,071 items worth £153k were distributed to up to 78,072 vulnerable individuals in the UK.

As a result of the goods received, vulnerable individuals report improvements in their employment opportunities (43%), skills (54%), confidence (91%), independence (75%), health (75%) and their living accommodation (62%).

Vulnerable recipients also report reductions in feelings of isolation (79%) and improvements in their relationships with friends and family (64%), making them more involved in their community (92%).¹⁶ This is shown in **Figure 10**.

¹⁶ The analysis for the year 2015 is based on 385 responses. Nevertheless, as not all the survey questions were answered by each individual as well as not all survey questions were included in each specific survey, the average response rate is 313 answers. We however note that the self-assessed impact is consistent with previous years for which more survey responses were available. This holds also for other categories of beneficiaries surveyed.

Figure 10. Self-assessed impact on vulnerable individuals (2015)



Source: Frontier Economics analysis based on data from Giving World

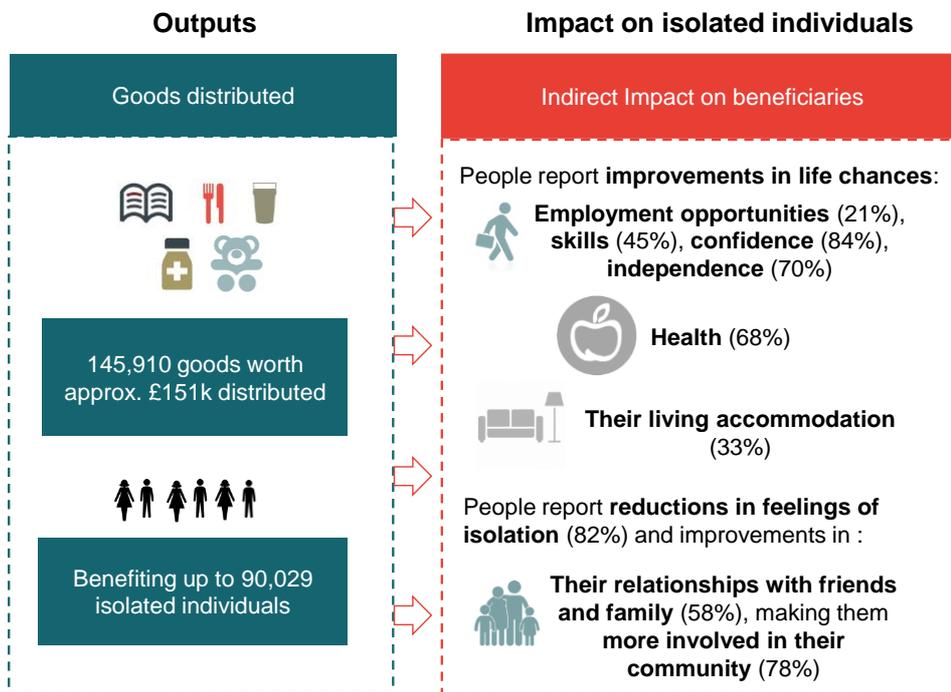
Indirect impact on isolated individuals

Between 2009 and 2015, a total of 443,323 goods were distributed to isolated individuals with a value amounting to over £706k. Only in 2015, 145,910 goods worth £151k were distributed to up to 90,029 isolated individuals in the UK.

Isolated individuals reported improvements in their employment opportunities (21%), skills (45%), confidence (84%), independence (70%), health (68%), and their living accommodation (33%). They are also reporting reductions in feelings of isolation (82%) and improvements in their relationships with friends and family (58%), making them more involved in their community (78%).¹⁷ This is shown in **Figure 11**.

¹⁷ The analysis for the year 2015 is based on 161 responses.

Figure 11. Self- assessed impact on isolated individuals (2015)



Source: Frontier Economics analysis based on data from Giving World

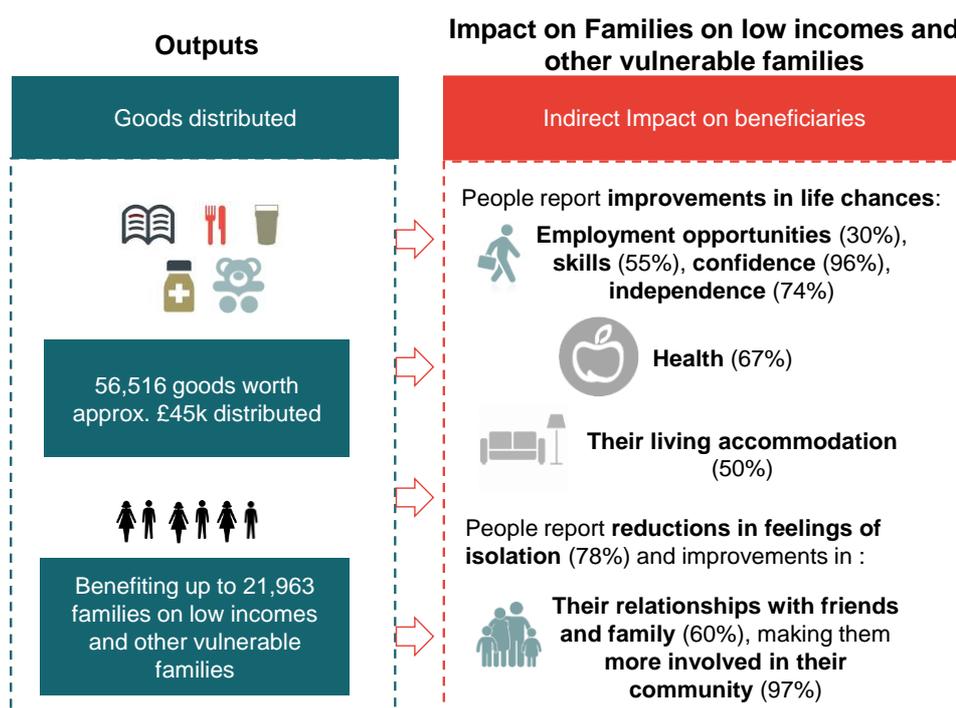
Indirect impact on families on low incomes and other vulnerable families

Between 2009 and 2015, a total of 205,008 items were distributed to families on low incomes and other vulnerable families with a total value of £421k. In 2015, 56,516 items worth £45k were distributed to these families.

Indirect Impact on Beneficiaries

Based on the 2015 survey data, families reported improvements in their employment opportunities (30%), skills (55%), confidence (96%), independence (74%), health (67%), and their living accommodation (50%). They are also reporting reductions in feelings of isolation (78%) and improvements in their relationships with friends and family (60%), making them more involved in their community (97%)¹⁸. This is shown in **Figure 12**.

Figure 12. Self-assessed impact on families on low incomes and other vulnerable families (2015)



Source: Frontier Economics analysis based on data from Giving World

Indirect impact on children

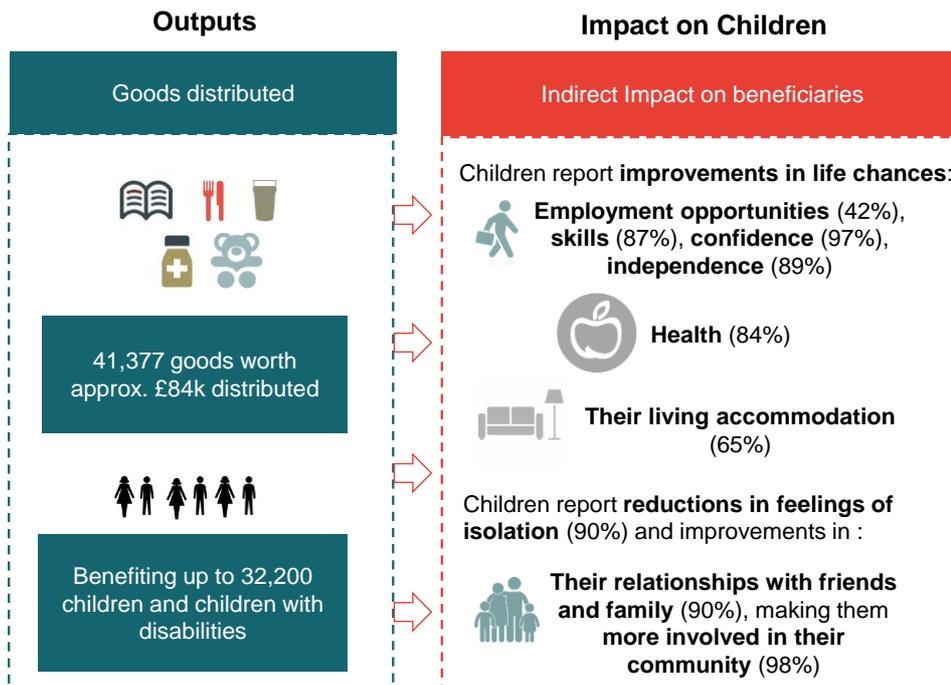
Between 2009 and 2015, a total of 283,543 items were distributed to children with a total value of £522k. In 2015, 41,377 items worth £84k were distributed to children, including to children with disabilities.

Children reported improvements in their employment opportunities (42%), though the proportion of children that would agree that the good received has or will improve their employment opportunities is considerably lower as they are most likely far from working age. Children report improvements in skills (87%), confidence (97%), independence (89%), health (84%) and their living

¹⁸ The analysis for the year 2015 is based on 118 responses.

accommodation (65%). They are also reporting reductions in feelings of isolation (90%) and improvements in their relationships with friends and family (90%), making them more involved in their community (98%).¹⁹ This is shown in **Figure 13**.

Figure 13. Self-assessed impact on children (2015)



Source: Frontier Economics analysis based on data from Giving World

¹⁹ The analysis for the year 2015 is based on 290 survey responses.

Indirect Impact on Beneficiaries

6 Impact on Well-Being of Individuals

There is an increasing recognition that an important driver of personal welfare is overall ‘well-being’. We have therefore considered this as an important indicator of the impact of the activities of Giving World²⁰. Well-being is a function of a number of parameters in addition to just ‘income’ such as education and skills, health, our relationships or the place we live.

Moreover, it is widely recognised that improvements in health, skills, relationship with friends and family discussed in sections 4 and 5 are tightly linked to individuals’ overall well-being. Based on the survey responses and subjective improvements in measures that are associated with overall well-being, the evidence suggests that Giving World and its partner organisations have the potential to enhance recipients’ well-being.²¹

Even though currently no data has been collected to be able to adequately measure the ultimate impact of Giving World’s existence on recipients’ well-being and the degree to which Giving World’s interventions are likely to result in improvements in well-being, it will be important to measure this impact going forward. For example, Giving World could draw on the analysis and methodology set by the Office for National Statistics.

Since April 2011, ONS regularly measures and monitors 41 different measures of well-being, including those related to relationships with friends and family, health, personal finances, education and skills²².

Specifically, personal well-being in the UK is monitored and measured as part of the Annual Population Survey (APS). The focus is to measure people’s life satisfaction, the degree to which they find their life worthwhile, as well as to measure feelings of happiness and anxiety. The APS survey asks the following four questions²³:

1. Overall, how satisfied are you with your life nowadays?
2. Overall, to what extent do you feel the things you do in your life are worthwhile?
3. Overall, how happy did you feel yesterday?
4. Overall, how anxious did you feel yesterday?

²⁰ Fujiwara et al. (2013), Wellbeing and civil society, Estimating the value of volunteering using subjective wellbeing data, Department for Work and Pensions,

²¹ It is important to note that the survey questioning does not currently explain why this is the case - one issue to consider for the future is the design of the survey questionnaire to provide more explanation as to why/how the Giving World’s donations achieve the reported impacts.

²² Office for National Statistics (ONS), Personal Well-being in the UK, 2014/15, September 2015

²³ Ibid.

People are asked to give their answers on a scale of 0 to 10, with zero meaning “not at all” and 10 being “completely”. In this respect, the APS survey related to well-being questions asks people to make a subjective assessment of their life overall and an assessment of their feelings of happiness and anxiety²⁴.

More specifically, as per the ONS work and well-being definition, well-being comprises both objective and subjective measures. The above questions are used to derive measures of subjective well-being (feelings of happiness, anxiety, etc.). Whereas objective measures of well-being are based on assumptions about basic human needs and rights. These include both ‘traditional economic measures’ such as net national income or inflation as well as other measures that can be measured in a more objective way such as life expectancy, crime levels, greenhouse gas emission or the incidence of certain health conditions²⁵.

Going forward, we recommend Giving World considers introducing these (or similar) questions to the surveys it collects to be able to measure (subjective²⁶) improvements in well-being of its recipients. Being able to measure the improvements in well-being would then enable the assessment of the Charity’s overall impact; i.e. the difference it makes to the lives and well-being of recipients.

This could also provide an insight as to how perceptions and feelings change following an intervention if a control group of beneficiaries²⁷ can be identified and asked the same questions. Alternatively, beneficiaries’ responses to the above questions could be compared to the ONS data for individuals with similar characteristics (e.g. individuals on low income).

We however note that based on the survey responses, and the link between the surveyed dimensions of impact (e.g. health), there exists evidence that recipients’ well-being is improving as a result of Giving World’s existence. This is because Giving World is making a positive impact on people’s health, relationship with friends and family, among other things, is able to affect the areas of people’s lives

²⁴ The ONS notes that even though “yesterday” may not reflect a typical day in individual’s life, the large sample of respondents that are asked means that any day to day differences in happiness and anxiety “average out” and provide reliable estimates of anxiety and happiness levels.

²⁵ Objective dimension of wellbeing can be measured through self-report (e.g. asking people whether they have a specific health condition), or using more objective measures (e.g. life expectancy collected by the National Statistical Office) – see Wellbeing, Why it matters to health policy, Department of Health.

²⁶ It is worth noting that it would be very difficult to adequately evaluate the improvement in objective measures of wellbeing such as whether the life expectancy of beneficiaries increased as a result of intervention due to the challenge of ‘tracking’ beneficiaries’ lives, as well as the wide variety of goods donated.

²⁷ That is, individuals that are similar in characteristics to beneficiaries, individuals that are however not affected by Giving World’s intervention (i.e. do not receive goods).

Impact on Well-Being of Individuals

that matter most to them²⁸. The work undertaken by ONS to date shows these include:

- the importance of our health to our well-being;
- the importance of having adequate income or wealth to cover basic needs;
- the environment around us, and the need to connect with other people, including partners, children, wider family, work colleagues as well as the wider community²⁹.

Indeed, these are areas that recipients say Giving World has or will have a positive impact on. Specifically:

- a considerable proportion of beneficiaries (77%) say that their health has or will improve as a result of good(s) received;
- recipients say that the item received met their needs (96%); recipients that often find themselves with insufficient income to meet their living costs³⁰;
- Giving World has a positive impact on beneficiaries' relationships with friends and family (72%), making people more involved in their community (92%)³¹;
- There is also potential that Giving World is contributing towards the reduction in environmental damage as a proportion of the goods donated would likely end up being bought and therefore more goods would need to be manufactured to meet the needs of recipients as discussed in section 3.1 of this report.

²⁸ Measuring What Matters - national Statistician's Reflections on the National Debate on Measuring National Well-being, ONS July 2011.

²⁹ Ibid.

³⁰ In 2015, 46% of vulnerable individuals, families on low incomes and other vulnerable families and children and 40% of isolated individuals reported that they found it difficult to meet their living costs.

³¹ The numbers in brackets measures the proportion of people that would agree or strongly agree that the item(s) received has or will make a positive impact on them in a given area. This is based on 799 survey responses received in 2015.

7 Wider Economic Impact

In this section we provide a short overview of the possible wider economic impact Giving World has through:

- for example having more people in the labour force;
- the reduction in the proportion of people living in poverty; and
- its possible contribution to the reduction of environmental damage.

Below we discuss each of them in turn.

Growth enhancing impact

It is possible that Giving World has growth enhancing impacts on the wider economy by:

- increasing the number of people in the labour force (and hence reducing the need for social security payments) on the one hand, and
- enhancing the health conditions of people in need (and hence decreasing the requirements imposed on national health system), on the other hand.

With respect to Giving World's ability to increase the number of people in the labour force, ideally, we would like to measure the number of people in the labour force in a world with Giving World's existence as compared to the world in which Giving World did not exist. Due to data limitations, and especially to the limitations to trace the lives of people Giving World helps, it is nevertheless difficult to adequately measure such an outcome.

Nevertheless, based on the survey evidence, recipients report feelings of improvements in their skills (64%), confidence (88%), health (77%), independence (77%), all of which are likely to lead to brighter chances to find a job in the labour market. Lastly, a proportion of the beneficiaries say that as a result of good(s) they received their employment opportunities are improved (36%).³²

On the latter point, there is a body of evidence that poverty results in increased health costs. For example, Canadian researchers found that people with lower income, lower education, housing issues or similar disadvantaged circumstances are more likely to place a high burden on the national health-care systems.³³ It is acknowledged that reducing poverty would render health-care systems more

³² Based on 799 survey responses in 2015.

³³ Institute for Clinical Evaluative Sciences (ICES), <http://www.ices.on.ca/Newsroom/News-Releases/2015/The-risk-of-becoming-a-high-cost-user-of-health-care-strongly-linked-to-SES>

sustainable and improve health among vulnerable and disadvantaged individuals.³⁴

Reduction in poverty

Poverty is still a persistent topic in the UK. The evidence shows that nearly one third (19.3 million people) of the UK population experienced poverty³⁵ in at least one year between 2010 and 2013. Moreover, for a considerable proportion of people experiencing poverty this is not a one-off occurrence but rather a persistent issue as 4.6 million people (7.8% of the population) live in conditions of persistent income poverty.^{36,37}

Where Giving World provides essential goods to people in need, the above evidence would be consistent with this activity likely leading to improvements in the financial situation of individuals by providing goods that would otherwise likely need to be bought on the market. In addition, if the goods were bought by individuals with insufficient financial resources, the individuals would need to borrow money and incur additional interest expenses. We however note here that not all the goods distributed would have been bought on the market under the counterfactual scenario and that recipients would need to do without the item, possibly leading to a negative impact on their life chances and ultimately wellbeing.

Moreover, alleviation of poverty can have wider economic and social impacts by, for example, reducing crime and associated costs. Even though there isn't necessarily a direct causal relationship between crime and poverty, poverty generates conditions that make people more likely to engage in delinquent and criminal activities than would otherwise be the case³⁸. In this respect, there is also a potential for the Charity's activities to influence people's conditions (increase their welfare) and thus reduce the likelihood they would engage in such activities.

³⁴ Looking Beyond Income and Education, Socioeconomic Status Gradients Among Future High-Cost Users of Health Care, *American Journal of Preventative Medicine*, August 2015 Volume 49, Issue 2, Pages 161–171.

³⁵ Poverty refers to relative income poverty. As per the poverty threshold used by the ONS, an individual is considered to be in poverty if they live in a household with an equalised disposable income below 60% of the national median.

³⁶ Office for National Statistics (ONS), *Persistent Poverty in the UK and EU, 2008-2013*. Persistent income poverty refers to poverty experienced both in the current year and at least two out of the three preceding years.

³⁷ Office for National Statistics, *Persistent Poverty in the UK and EU, 2008-2013*.

³⁸ *Poverty and Crime Review, Anti-Poverty Strategies for the UK*, Joseph Rowntree Foundation, May 2014.

Reducing the environmental damage

In 2015, Giving World was the channel through which 73 tonnes³⁹ of brand-new goods were distributed to people in need, potentially diverting these goods from landfill or recycling plants.

As it is likely that a proportion of these goods would have been bought in the market, had the Charity not existed, Giving World can be thought as contributing to the reduction in environmental damage. This is because under the counterfactual scenario, there would be a need for incremental production to meet some of the needs of recipients.

³⁹ Goods distributed both in the UK and abroad.

8 Conclusions

This report provided an assessment of the impact of Giving World's activities on their final beneficiaries, people that are generally part of more vulnerable economic / social groups, such as people with health problems, families on low incomes, children, young people, homeless people, unemployed individuals or elderly people. All these categories of supported individuals are at higher risk of poverty.

Giving World improves people's lives by distributing free surplus goods through a network of donor businesses and partner charities. In 2015 Giving World directly collaborated with 80 businesses that found themselves with surplus goods. These goods worth £433k were distributed through a network of 174 partner charities to reach up to 222,264 beneficiaries in the UK. In addition, goods worth £276k were distributed outside of the UK, assisting some 75,721 beneficiaries.

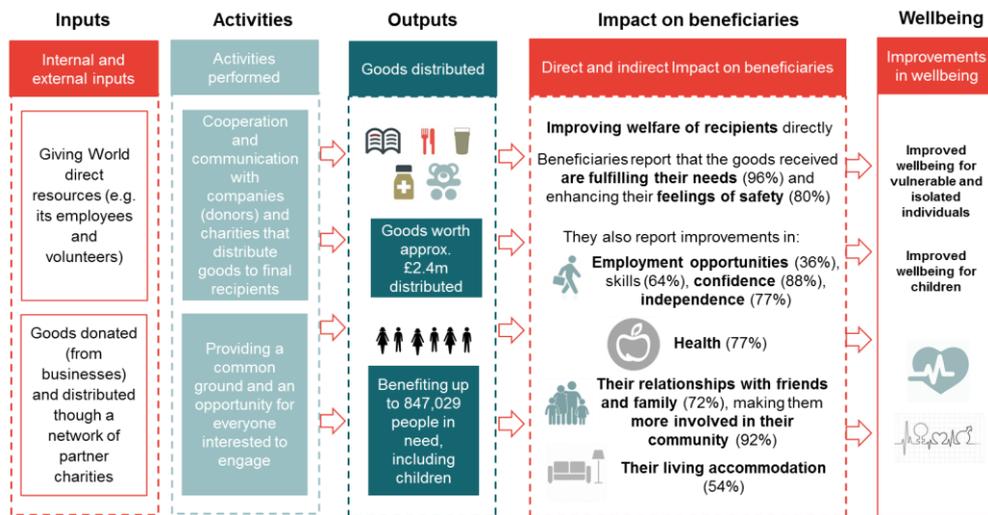
Looking at a wider time frame, throughout the period 2009 to 2015, the Charity was able distribute a total of 2.1m items worth £4.5m, making a positive difference to up to 1.3m people both in the UK and overseas.

Giving World's impact, measured in simple monetary terms, has also generally increased over time. In the years 2009 to 2011, Giving World distributed £167k worth of goods on average per annum in the UK. In recent years (2012 to 2015), Giving World's impact has tripled, distributing goods worth £486k on average per annum. This in turn directly improved the welfare of up to 160,370 beneficiaries on average per annum as compared to up to 68,516 recipients in the previous years.

Giving World distributes categories of items that can be considered essential life items (such as food, medical items and clothes) in addition to a broader set of products, which can be regarded as adding value to people's lives (such as books, toys or educational materials). Because of the nature of the goods distributed and due to the characteristics of the Charity's beneficiaries, the goods donated do not only have the potential to improve people's welfare but also their life chances and can reduce their feelings of isolation with a positive ultimate impact on well-being.

We have identified and assessed these channels of Giving World's likely impact, which are summarised in **Figure 14**.

Figure 14. Channels through which Giving World has an impact on final beneficiaries



Source: Frontier Economics analysis based on data from Giving World

Note: The impact on beneficiaries is based on survey data and thus relates to the self-assessed impact by final recipients.

That is, Giving World's impact is wide ranging and goes well beyond simple monetary terms. Looking at the 2015 survey evidence, the majority (66%) of beneficiaries reported improvements in life chances. Specifically, beneficiaries report improvements in skills (64%), confidence (88%), employment opportunities (36%), health (77%), living accommodation (54%), as well as enhanced independence (77%).

There is also evidence that the goods distributed have the ability to reduce feelings of isolation. In 2015, 82% of recipients reported reduction in feelings of isolation (81%), improvements in their relationship with friends and family (72%) and feelings of a greater involvement in their community (92%).

These findings of improvements in people's life chances and reductions in their feelings of isolation are consistent across all the groups of people supported and the years for which data was available (i.e. 2012 – 2015).

As Giving World's activities have the potential to lead to improvements in health, skills or relationships with friends and family, the evidence suggests that Giving World's activities have also the potential to enhance recipient's well-being. This is because well-being is a function of a number of parameters in addition to just 'income' such as education and skills, health, the quality of relationships with friends, family and community. We expect a positive impact on well-being of beneficiaries though Giving World's impact on people's life chances, health or

Conclusions

their relationships with friends and family, aspects of life that matter most to people.

It is also possible that Giving World has a wider economic impact by contributing to the reduction of environmental damage by diverting goods from landfill or recycling plants. It is also likely that Giving World contributes to the reduction in poverty, an issue which still exists in the UK. As people report improvements in their skills and employment opportunities, it is possible that Giving World's activities have a growth enhancing impact, by increasing the number of people in the labour force (by improving their skills or employment opportunities), with corresponding reduction of social security payments on one hand; and enhancing the health conditions of people in need (and hence reduced demand on the National Health System), on the other hand.

Annex 1 – Beneficiary groups and value of goods distributed

The impact on beneficiaries was analysed in the following categories:

- Vulnerable individuals;
- Isolated individuals;
- Families on low incomes and other vulnerable families;
- Children.

Vulnerable individuals include the following categories of beneficiaries:

- Adults fleeing violence;
- Adults in ill health;
- Adults on low income;
- Adults with addictions;
- Adults with disabilities;
- Adults with mental health problems;
- Elderly people;
- Lesbians, gay men and bisexuals;
- Sex workers;
- Unemployed adults;
- Unemployed young people;
- Women fleeing abuse;
- Young people; and
- Other vulnerable groups.

Isolated individuals include the following categories of beneficiaries:

- Adults with limited English;
- Asylum seekers and refugees;
- Ex-offenders;
- Homeless adults;
- Hospice patients;

- Hospital patients; and
- Other isolated groups.

Families on low incomes and other vulnerable families include the following categories of beneficiaries:

- Families being rehoused;
- Families on low incomes;
- Parents and children fleeing abuse; and
- Single and teenage parents.

The children category comprises children and children with disabilities.

Below we provide a summary by broader beneficiary category of the quantity, weight, value and number of recipients that benefited from the goods distributed over the period 2009 and 2015 (**Table 1**) and in the year 2014 (**Table 2**) and in the year 2015 (**Table 3**).

Table 1. Split of goods donated by broader beneficiary group in the UK (2009 - 2015)

Broader beneficiary category	Number of beneficiaries	Value	Number of items	Weight of items (kg)
Vulnerable individuals	266,045	£794,749	276,168	197,497
Isolated individuals	224,953	£705,729	443,323	144,323
Families on low incomes and other vulnerable families	96,629	£420,579	205,008	90,786
Children	259,402	£522,022	283,543	89,877
Total	847,029	£ 2,443,079	1,208,042	522,484

Source: Frontier Economics analysis based on data from Giving World

Table 2. Split of goods donated by broader beneficiary group in the UK (2014)

Broader beneficiary category	Number of beneficiaries	Value	Number of items	Weight of items (kg)
Vulnerable individuals	26,283	£184,290	52,575	27,173
Isolated individuals	20,181	£164,144	57,827	17,290
Families on low incomes and other vulnerable families	13,708	£84,720	27,270	15,958
Children	56,266	£110,200	84,864	21,738
Total	116,438	£ 543,354	222,536	82,159

Source: Frontier Economics analysis based on data from Giving World

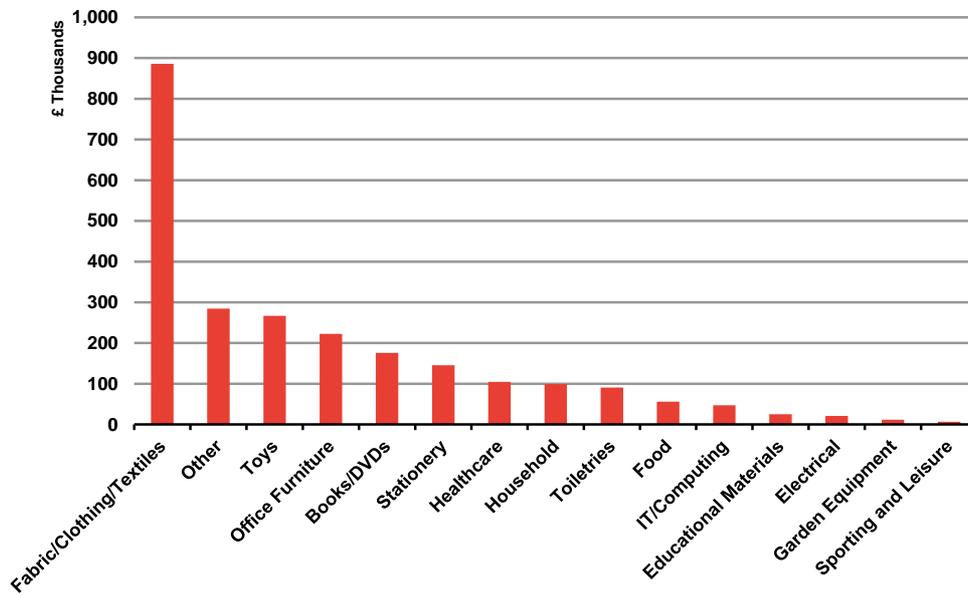
Table 3. Split of goods donated by broader beneficiary group in the UK (2015)

Broader beneficiary category	Number of beneficiaries	Value	Number of items	Weight of items (kg)
Vulnerable individuals	78,072	£152,923	100,071	24,004
Isolated individuals	90,029	£151,175	145,910	13,492
Families on low incomes and other vulnerable families	21,963	£45,132	56,516	8,527
Children	32,200	£84,412	41,377	9,004
Total	222,264	£ 433,642	343,874	55,027

Source: Frontier Economics analysis based on data from Giving World

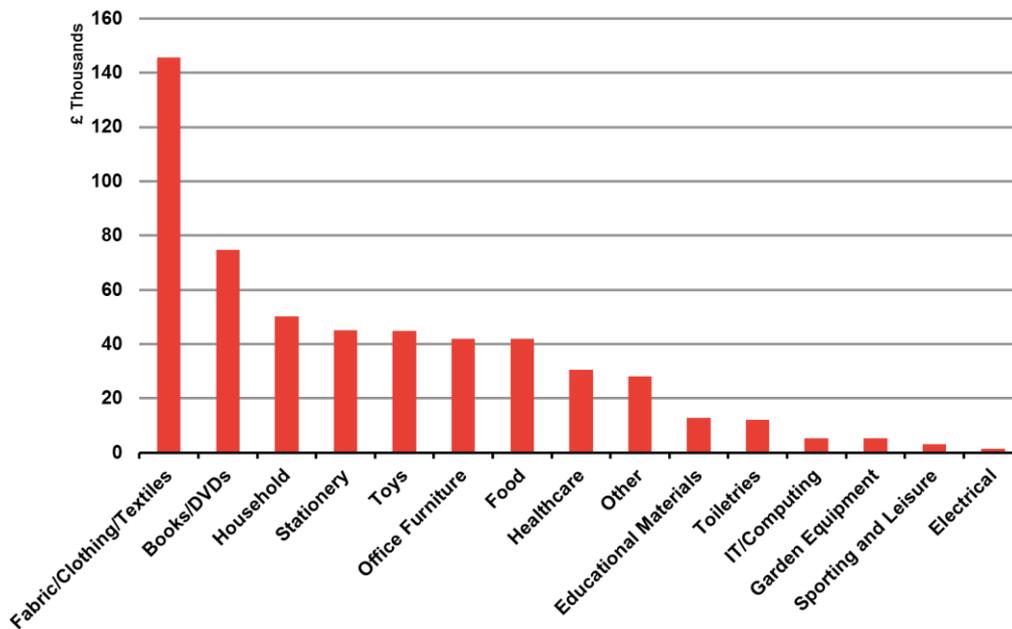
Figures below summarises the value of goods distributed by category.

Figure 15. Value of goods distributed in the UK (2009 – 2015)



Source: Frontier Economics analysis based on data from Giving World

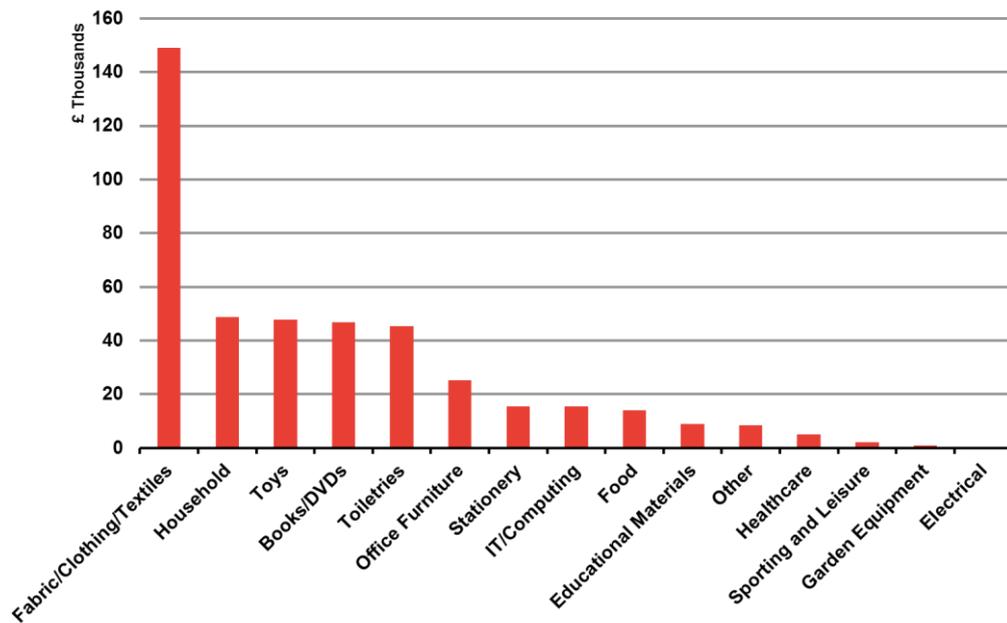
Figure 16. Value of goods distributed in the UK in 2014



Source: Frontier Economics analysis based on data from Giving World

Annex 1 – Beneficiary groups and value of goods distributed

Figure 17. Value of goods distributed in the UK in 2015



Source: Frontier Economics analysis based on data from Giving World

Below we provide a summary of the survey responses by broader beneficiary category over the period 2012 and 2015 (**Figure 18**), in the year 2014 (**Figure 19**) and in the year 2015 (**Figure 20**). Survey questions highlighted in green relate to the ‘direct impact’, questions highlighted in violet relate to measures of people’s life chances and questions highlighted in blue relate to measures that shed light on the ability of Giving World’s intervention to reduce feelings of isolation.

Figure 18. The reported direct and indirect impact on beneficiaries (2012 - 2015)

Question asked/The item I received has or will...	2012	2013	2014	2015	Weighted average (2012 - 2015)
The item I received fills a need	97%	98%	98%	96%	97%
I feel safer	55%	63%	78%	80%	65%
Improve my confidence	86%	71%	87%	88%	76%
Improve my health	63%	76%	76%	77%	74%
Improve my skills	56%	46%	66%	64%	52%
Improve my living accommodation	35%	41%	61%	54%	43%
Improve my employment opportunities	48%	31%	57%	36%	37%
Improve my independence	83%	62%	76%	77%	68%
Improve relationships with friends/family	77%	67%	74%	72%	70%
I feel less isolated	62%	72%	80%	81%	72%
I feel more involved in my community	67%	79%	86%	92%	79%

Source: Frontier Economics analysis based on data from Giving World

Based on the weighted average data for the years 2012 to 2015⁴⁰, 59% of recipients would agree that the good(s) donated has or will improve their life chances (with 76% of recipients feeling that the item(s) has or will improve their confidence, their health – 74%, their skills – 52%, their living accommodation – 43%, their employment opportunities – 37%, and their independence – 68%).

The survey evidence summarised in **Figure 18** also suggests some improvements in 2014 and 2015 over 2013. For example, in 2013 46% of beneficiaries reported improvements in their skills as compared to 66% in 2014 and 64% in 2015.

We however note that in 2013, a larger sample of responses were collected (7,719 survey responses) compared to 1,409 and 799 survey responses collected in 2014 and 2015, respectively.

⁴⁰ Number of responses in each year are used as weights.

Figure 19. The reported direct and indirect impact on beneficiaries (2014)

Question asked/The item I received has or will...	All respondents	Vulnerable individuals	Isolated individuals	Families on low incomes and other vulnerable families	Children
The item I received fills a need	98%	98%	98%	98%	98%
I feel safer	78%	70%	62%	75%	96%
Improve my confidence	87%	85%	79%	81%	72%
Improve my health	76%	72%	65%	69%	84%
Improve my skills	66%	60%	56%	65%	95%
Improve my living accommodation	61%	60%	45%	73%	41%
Improve my employment opportunities	57%	58%	47%	59%	37%
Improve my independence	76%	78%	60%	83%	68%
Improve relationships with friends/family	74%	65%	66%	66%	96%
I feel less isolated	80%	81%	82%	81%	92%
I feel more involved in my community	86%	85%	77%	92%	98%

Source: Frontier Economics analysis based on data from Giving World

Figure 20. The reported direct and indirect impact on beneficiaries (2015)

Question asked/The item I received has or will...	All respondents	Vulnerable individuals	Isolated individuals	Families on low incomes and other vulnerable families	Children
The item I received fills a need	96%	95%	98%	100%	100%
I feel safer	80%	77%	52%	82%	97%
Improve my confidence	88%	91%	84%	96%	97%
Improve my health	77%	75%	68%	67%	84%
Improve my skills	64%	54%	45%	55%	87%
Improve my living accommodation	54%	62%	33%	50%	65%
Improve my employment opportunities	36%	43%	21%	30%	42%
Improve my independence	77%	75%	70%	74%	89%
Improve relationships with friends/family	72%	64%	58%	60%	90%
I feel less isolated	81%	79%	82%	78%	90%
I feel more involved in my community	92%	92%	78%	97%	98%

Source: Frontier Economics analysis based on data from Giving World

Annex 2 – Details on Surveys

Giving World started collecting survey data in 2011. The surveys are completed by beneficiaries, often with the help of distribution partner support workers, and then returned to Giving World by distribution partners.

Below we provide details on the survey data collected by Giving World and which was used in the present analysis to assess the impact Giving World has on its recipients. That is, Giving World collects feedback through its:

- Beneficiary Feedback Survey;
- Short Beneficiary Survey; and
- Children’s Survey.

Beneficiary Feedback Survey

Beneficiary feedback survey is the most comprehensive survey conducted by the Charity. This survey asks individuals about what items they have received and whether the items: fill a need; improve their confidence; health; relationships with friends and family; improve their skills; improve their living accommodation; employment opportunities and independence.

This survey also asks participants whether and if yes how often they are finding it difficult to meet their living costs. The survey questionnaire is provided below.



Giving World Beneficiary Survey

Organisation Name

Giving World is a charity that helps to distribute goods to people in need. Our service is free, but only because of our generous funders. As a condition of our funding, we need feedback from people who receive and benefit from the goods we distribute. You can help to maintain this service by filling out this questionnaire.

1. What items have you received from Organisation Name?

<input type="checkbox"/> Art and craft materials	<input type="checkbox"/> Educational materials	<input type="checkbox"/> Nappies
<input type="checkbox"/> Babywear	<input type="checkbox"/> Electrical	<input type="checkbox"/> Outdoor wear
<input type="checkbox"/> Bedding	<input type="checkbox"/> Fabric	<input type="checkbox"/> Personal hygiene
<input type="checkbox"/> Blankets	<input type="checkbox"/> Furniture (Home)	<input type="checkbox"/> Stationery
<input type="checkbox"/> Books/DVDs	<input type="checkbox"/> Furniture (Office)	<input type="checkbox"/> Toiletries
<input type="checkbox"/> Clothing	<input type="checkbox"/> Healthcare	<input type="checkbox"/> Toys/Games
<input type="checkbox"/> Computers/IT	<input type="checkbox"/> Other (please specify):	

2. Please indicate how you feel about receiving these goods (tick any that you feel apply)

	<u>Strongly agree</u>	<u>Agree</u>	<u>Neither agree nor disagree</u>	<u>Disagree</u>	<u>Strongly disagree</u>
The item I received fills a need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel someone cares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel less isolated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel safer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel more involved in my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. How much do you agree that the help you have received has or will... (tick any that you feel apply)

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Improve my confidence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve my health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve relationships with friends/family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve my skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve my living accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve my employment opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve my independence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. How often do you find it difficult to meet your living costs?

All of the time	Most of the time	Some of the time	Rarely	Never
<input type="checkbox"/>				

5. On a scale of 1 to 10 please rate the overall impact receiving the items has had on your life (1 being the least impact, 10 being the most beneficial impact) _____

6. Do you identify with any of the following groups? (tick any that apply)

- | | | |
|-------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> Adults fleeing violence | <input type="checkbox"/> Elderly people | <input type="checkbox"/> Other isolated groups |
| <input type="checkbox"/> Adults in ill health | <input type="checkbox"/> Ex-offenders | <input type="checkbox"/> Other vulnerable groups |
| <input type="checkbox"/> Adults on low income | <input type="checkbox"/> Families being re-housed | <input type="checkbox"/> Parents and children fleeing abuse |
| <input type="checkbox"/> Adults with addictions | <input type="checkbox"/> Families on low incomes | <input type="checkbox"/> Sex workers |
| <input type="checkbox"/> Adults with disabilities | <input type="checkbox"/> Homeless adults | <input type="checkbox"/> Single/teenage parents |
| <input type="checkbox"/> Adults with limited English | <input type="checkbox"/> Hospice patients | <input type="checkbox"/> Unemployed adults |
| <input type="checkbox"/> Adults with mental health problems | <input type="checkbox"/> Hospital patients | <input type="checkbox"/> Unemployed young people |
| <input type="checkbox"/> Asylum seekers/Refugees | <input type="checkbox"/> International | <input type="checkbox"/> Women fleeing abuse |
| <input type="checkbox"/> Children | <input type="checkbox"/> Lesbians, gay men and bisexuals | <input type="checkbox"/> Young people |
| <input type="checkbox"/> Children with disabilities | <input type="checkbox"/> Other (please specify): | |

The following section is optional.

7. Name: _____

8. Gender: Male Female Other

9. Ethnic Origin

- | | | |
|----------------------------------------------------|-------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> White British | <input type="checkbox"/> White and Asian | <input type="checkbox"/> Other Asian background |
| <input type="checkbox"/> White Irish | <input type="checkbox"/> Other mixed background | <input type="checkbox"/> Black Caribbean |
| <input type="checkbox"/> Other White background | <input type="checkbox"/> Indian | <input type="checkbox"/> Black African |
| <input type="checkbox"/> White and Black Caribbean | <input type="checkbox"/> Pakistani | <input type="checkbox"/> Other Black background |
| <input type="checkbox"/> White and Black African | <input type="checkbox"/> Bangladeshi | <input type="checkbox"/> Chinese |
| <input type="checkbox"/> Other (please specify): | | |

Thank you for your feedback.

Short Beneficiary Survey

Short beneficiary survey was originally designed as part of a focused distribution of warm clothing in the North East England as the main beneficiary survey was considered too long to collect from as many beneficiaries as possible.

The questions asked are very similar or the same as the questions asked in the main survey. For the purposes of the present analysis, we combined the survey results together.

Questions asked as part of the Short Beneficiary Survey:

- 1) Do you feel that these items fill a need?
- 2) Does receiving these items help you to feel that someone cares?
- 3) Does receiving these items help you to feel less isolated?
- 4) Does receiving these items help you to feel more confident?
- 5) Does receiving these items help you to feel more independent?
- 6) Do you feel that receiving these items will improve your health?
- 7) Which of the following best describes how often you have difficulty meeting your living costs: frequently, occasionally or rarely?

Children's Survey

In 2013 the Charity designed a survey specifically to be able to collect feedback from children. The survey is much simpler, and thus allows the Charity to better engage and collect feedback from children and young people.



Giving World Beneficiary Survey

Organisation Name

Giving World is given items by businesses that no longer need or want them. These items are then given on to other people who can use them, so that things are not wasted.

We are also interested in how these items help those who receive them. In order to find this out, we would be grateful if you could answer a few questions on the item or items you were given.

Please circle the types of item you were given?

Art materials	DVDs	Stationery
Books	Educational materials	Toys
Clothes	Games	Other

Did this item make you smile?

Yes No

Will this item allow you to play more with your friends?

Yes No

Will you be able to share this item with your friends and family?

Yes

No

Does this item help you to develop skills or learn new things?

Yes

No

Will this item help you to improve your health and fitness?

Yes

No

Will this item help you to keep warm?

Yes

No

Other forms of feedback from beneficiaries collected by Giving World includes:

- Beneficiary forums - forums at which Giving World staff meet groups of beneficiaries to discuss their needs and the benefits of items they have received;
- Case studies – consisting of one-to-one interviews with beneficiaries asking specific questions about they perceived benefits of the goods received;
- Survey of partner charities – this survey is intended to collect feedback from partner charities instead of directly asking beneficiaries.

Case studies, Beneficiary forums as well as Surveys of partner charities support the conclusions reached in this analysis even though these sources of feedback information was not directly included in this analysis.

Annex 3 – Welfare impact of Giving World

Figure 18 below illustrates the welfare impact of Giving World. The figure shows a simple supply and demand diagram with quantities and prices depicted on the x and y axes, respectively. We assume that the demand curve shows the willingness to pay of different individuals. At price P^* , Q^* shows the quantity demanded. At this price, only the individuals to the left of Q^* would purchase the good.⁴¹

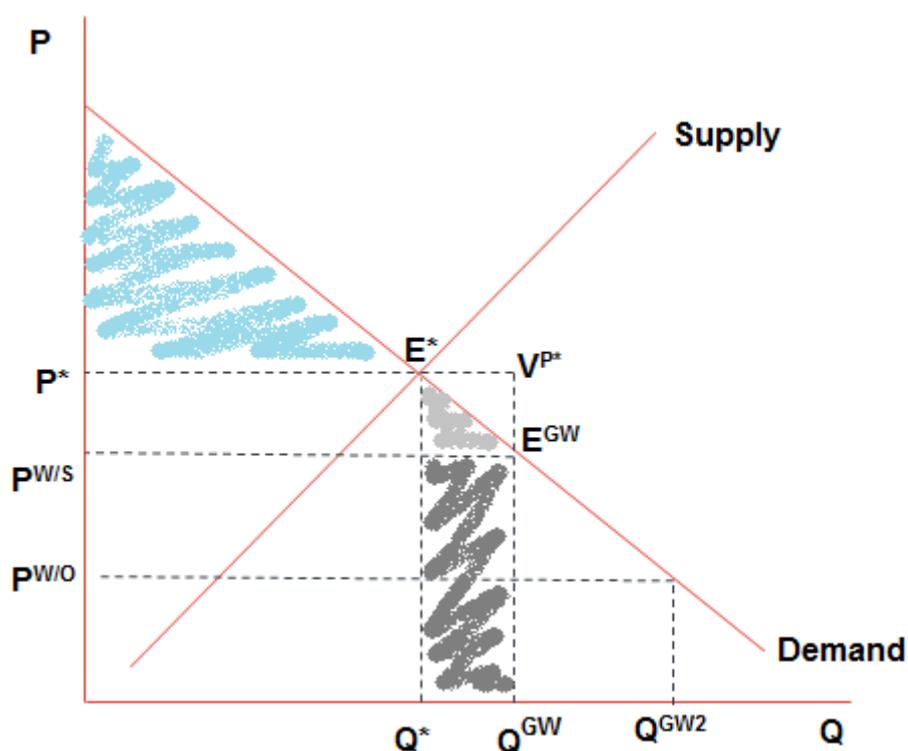
As consumers to the left of Q^* are willing and able to pay a higher price than P^* , but pay only price P^* , the realised transactions lead to an increase in welfare (this concept is known as consumer surplus in the economics literature and is shown as the blue area on the chart). Consumer surplus can be seen as the benefit from consuming a given good at a price that is lower than the willingness of the consumer to pay, which reflects the value of the good to the consumer.

As Giving World distributes free surplus goods, goods that were produced but were not sold at stated retail price, welfare of consumers is increased further by the area under the demand curve between Q^{GW} and Q^* (as shown by the shaded area in the chart below).⁴²

⁴¹ It is easier to understand this concept if we assume a real market let's say for books. We could assume that at price P^* which could be for example £6 per book, one million of books will be sold on the market. If the price of those books goes up (to let's say £10 per book), there will be less willingness to buy these books (i.e. demand goes down). On the other hand, if the price decreases (to let's say £4 per book), the demand for those books will increase.

⁴² For example, if Giving World distributed additional 1,000 books on the market, consumer welfare would increase by the area between E^* , Q^* , Q^{GW} and E^{GW} . This is based on a simplified assumption that consumers to the right of Q^* are the beneficiaries of Giving World activities. In reality, the beneficiaries of Giving World activities are people that often struggle to meet their living costs (47% in 2015) and thus it can well be the case that these consumers are located much further to the right of Q^* . Then, the consumer welfare would increase by less as the demand function will be closer to the x axis.

Figure 21. The reported direct and indirect impact on beneficiaries (2012 - 2015)



Source: Authors

This point also helps to illustrate that if the value of goods donated was recorded at the retail price (at P^*), then the value to the recipients would be lower than the retail value.⁴³ This is because if the value to them was equal or above the retail value they would have bought the good on the market at stated retail price P^* .

Nevertheless, if the recorded value is below the retail price (say at $P^{w/s}$), it is possible that the welfare gain of recipients exceed the valuation method as recorded in the accounts of Giving World. Indeed, in 2015, 49% of the goods distributed were recorded at wholesale values and 14.4% at write-off values, which are potentially significantly below the retail price. The additional welfare gain above the wholesale price ($P^{w/s}$) is equal to the shaded triangle (light grey). That is, the total value or welfare gain to the recipients would equal to the area

⁴³ That is, the value of the goods recorded at retail value would be equal to the rectangle between E^* , V^{P^*} , Q^* and Q^{GW} whereas the value to the beneficiaries would equal to the area between E^* , E^{GW} , Q^{GW} and Q^* which is lower than the former.

between E^* , E^{GW} , Q^{GW} and Q^* whereas the value as recorded in the books would equal to the rectangle (dark grey).⁴⁴

The welfare gain and whether this gain is higher or lower than the value at which the goods are recorded in the books of Giving World will ultimately depend on the shape of the demand curve, the percentage discount of the wholesale and write-off value relative to the retail price, and also on the beneficiaries of Giving World activities.

⁴⁴ If the goods were valued at the write-off price (say at $P^{W/O}$), then the value to the recipients would still be the same (i.e. equal to the rectangle between E^* , E^{GW} , Q^{GW} and Q^*) but as the value as recorded in the books would only be equal to very bottom rectangle (i.e. approximately half of the dark grey shaded area), the value to the recipients would significantly exceed the valuation method used (i.e. the write-off value of goods).

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