



Our journey to

30

ICAP CHARITY DAY  
SOCIAL IMPACT REPORT





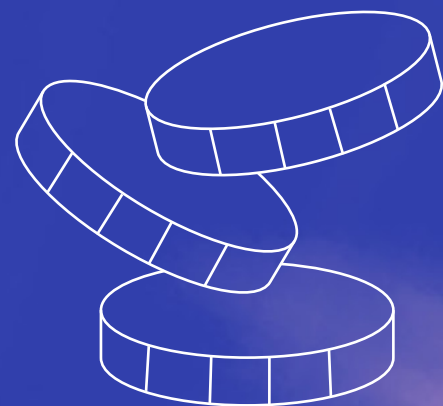
# Contents

EXECUTIVE SUMMARY	PAGE 04 - 07
THE CHARITIES SUPPORTED	PAGE 08 - 11
ISSUES SUPPORTED	PAGE 12 - 19
OUTCOMES FOR ORGANISATIONS	PAGE 20 - 23
OUTCOMES FOR PEOPLE	PAGE 24 - 31
GLOBAL PRESENCE	PAGE 32 - 33
METHODOLOGY	PAGE 34 - 38

Independent impact assessment research conducted by:







**£155m**

**Donated since 1993**

# Executive Summary

**Since 1993, ICAP Charity Day has donated £155 million through 2,847 donations to 1,728 charities around the world.**

Ahead of the 30th ICAP Charity Day on 7 December 2022, Bean Research was commissioned to assess the outcomes and impacts of this social investment. This report seeks to summarise these findings.

**2,847** donations made since 1993 to 1,728 charities in 25 countries

**3 in 4** supported charities are Small & Medium in size, with an income under £1m

**45%** of supported charities have been able to broaden their services

**CAUSES SUPPORTED** Medicine, Education, and Relief from Poverty are the most supported causes

**CHILDREN & YOUNG PEOPLE** are the most supported demographic, followed by people with ill health or who are socially disadvantaged

**1.5M** people directly supported in the last five years

**86%** of charity delivery is local or national

**98%** of charities funded are very likely to recommend ICAP Charity Day

## EXECUTIVE SUMMARY

### Focus on smaller charities

76% of the charities supported are classed as Small & Medium in size (annual income of less than £1m), usually working at a very local or national level. 37% of ICAP Charity Day grantees focus their delivery within a specific location, with a further 57% focused within their country. While ICAP Charity Day supports charities around the world, only 1 in 7 charities supported (14%) operate internationally.

### Impact on people

In the last five years, ICAP Charity Day has directly supported at least 1.5 million people. Children & Young People is the group of people most supported, followed by those of ill-health or who are socially disadvantaged.

### Addressing critical challenges

In terms of issues, ICAP Charity Day has made a significant contribution to Health and Medical causes (with support for 647 medical charities, including 101 cancer charities). The second biggest issue addressed is Education & Skills. Other notable themes supported include community engagement, relief from poverty, neurodiversity, and mental health.

### Strengthening organisational capacity

ICAP Charity Day plays a significant role in strengthening the organisations it supports. While 67% report using funding to maintain services, 45% are able to broaden and expand. Evidence also shows strengthening of grantees' facilities, profile, and their ability to leverage or match more funds.

### Trusted partner

The charities supported are very positive about ICAP Charity Day as a funder. 98% are very likely to recommend the funder to similar charities. They cite how much ICAP Charity Day helps smaller organisations and the partnerships that have been built with the local ICAP offices. They also highlight that funding can be used to support and continue core programmes, and the increased profile charities receive by participating in the day itself.

**In the last five years, ICAP Charity Day has directly supported at least 1.5million people.**



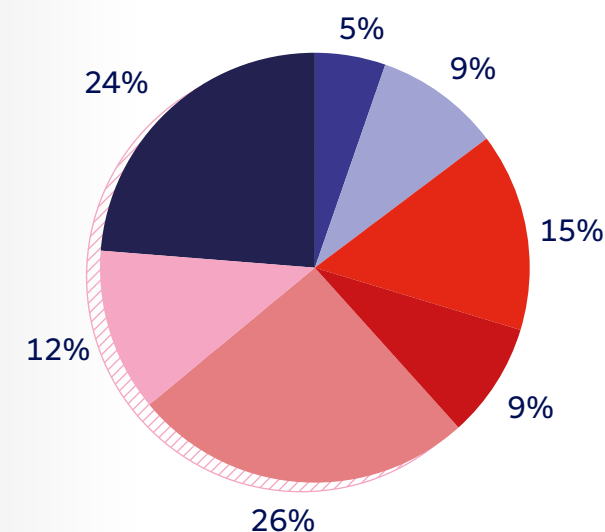
# The Charities Supported: Global reach with local delivery

Since 1993, ICAP has funded **£155 million to 1,728 charities** globally through 2,847 donations.

**76% of the charities supported have an annual income of less than £1m, classing them as Small & Medium Charities (SMCs).**

The breadth of funding across the charity sector, combined with the local engagement of staff, customers, and suppliers in the 25 countries supported, demonstrates the depth of local impact ICAP Charity Day has achieved around the world.

## THE CHARITIES SUPPORTED



### Charities Funded - Income

- £0 to £10,000
- £10,001 to £100,000
- £100,001 to £500,000
- £500,001 to £1,000,000
- £1,000,001 to £5,000,000
- £5,000,001 to £10,000,000
- £10,000,001 plus

The social value of small charities is important to note. Small charities often work quickly and responsively in specific locations. They have been shown to be best positioned to build relationships in the community. Their *"distinctiveness in who they support, how they carry out their work, and the role they play in their communities"* (Lloyds Foundation, 2020) makes them best placed to respond to a crisis. **37%** of ICAP Charity Day grantees focus their delivery within a specific location, with a further **57%** focused within their country. Only **1 in 7** charities supported (**14%**) operate internationally.

Coupled with this local focus is another key benefit regularly cited by grantees – flexibility, sometimes achieved through unrestricted funding. This is seen to show significant trust in these small charities to deliver support where they feel it is most needed, crucial when facing a fresh challenge or when operations need to pivot and adapt quickly.



United for Colombia is a small charity that has an income of less than £100,000. The four donations from the ICAP Bogota Office provided 10 landmine survivors with prosthetic limbs and supported 115 of its most vulnerable people in the pandemic.



There are some significant global umbrella organisations supported, such as Ronald McDonald House, which has received 17 donations from seven offices around the world. Just one donation from the Durham office: *"fully covered 470 nights of care and lodging for families with children being treated at UNC Hospitals."*



## THE CHARITIES SUPPORTED

Charities are very positive about ICAP Charity Day as a funder. **98% are very likely to recommend the funder to similar charities.** They cite how much ICAP Charity Day helps smaller organisations, the partnerships built with local ICAP offices, and that funding can be used to support and continue core programmes or salaries. They also recognise the opportunities to raise their charities' profiles that the day itself offers.



*"ICAP's approach of supporting smaller charities like ours without the resources of major organisations is important. ICAP's significant donation has allowed us to be more ambitious with our goals and the impact of our work."*



*"Administratively, it's a straightforward process to apply for the grant. And our beneficiaries enjoy visiting ICAP's office during the event."*

NHS CHARITIES  
TOGETHER

**"ICAP Charity Day not only raises a significant amount of money every year, but the day also helps raise awareness of vital causes. Being a part of it feels extremely special and I would encourage anyone to apply!"**

NHS Charities Together



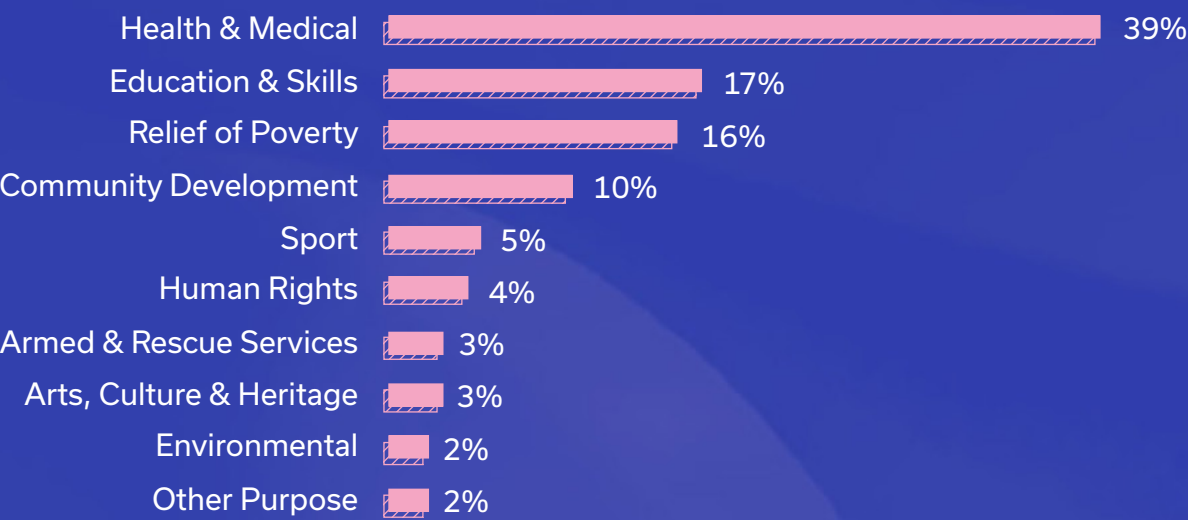


# ICAP Charity Day as a Funder

The variety of issues supported reflects the breadth of charity partners across the world. From building local schools in Uganda to new treatments for bowel cancer, this report attempts to demonstrate that breadth. It is supported by a wealth of case studies and stories of what difference has been made to organisations and to the people they support.

## CHARITIES FUNDED

### What are they supporting?



## ISSUES SUPPORTED

### Health & Medical

**39%** of charities supported by ICAP Charity Day focus on Health & Medical, **17%** supporting Education & Skills.

The charities that work within Health & Medical vary in how they do so, from awareness campaigns in Singapore to end-of-life care at Hospice Forum Denmark. ICAP Charity Day has funded 101 cancer charities globally – helping to treat patients and advance medical research focused on prevention and cure.



The ICAP Copenhagen office has consistently funded this charity over nine years to support 500 Danish families with children suffering from cancer, organising hospital visits, support from psychologists, as well as summer retreats, visits to theatres and amusement parks. Last year alone, the donation from the ICAP Charity Day accounted for more than 1% of the organisation's entire annual budget, contributing to the administrative overhead of day-to-day running of the organisation as well as funding individual support services.



ICAP's New York Office has a long-standing relationship with MSK, with eight donations made since 2002. This has been instrumental in helping MSK's Cycle for Survival accelerate progress in rare cancer research, bringing new and better treatment options to people.



*"Building on the research ICAP helped to fund in the UK, our researchers showed that a new drug called tolinapant combined with standard chemotherapy has a powerful effect against bowel cancer cells grown in the lab. The team is now pushing ahead with clinical trials, hoping this work brings a new treatment."*



New Zealand's leading men's cancer charity provides support, funds research and advocates to reduce the impacts of the disease. ICAP Charity Day funded (through two donations) support services for 200 men and their families living with prostate cancer.



As a result of ICAP Charity Day funding, Fundação Laço Rosa Breast Cancer Awareness charity developed Brazil's only online wig service for cancer patients. It has donated at least 1,250 wigs every year since the donation in 2015.

# ISSUES SUPPORTED

47 charities support research into a range medical conditions other than cancer. These include diabetes, epilepsy, kidney disease, cerebral palsy, and multiple sclerosis.



TESS Research Foundation in the Netherlands improves the lives of those affected by SLC13A5 Epilepsy, through cutting-edge research, support to people affected and increasing awareness about this neurological disorder.

*"ICAP Charity Day was just the boost we needed to strengthen and grow our programming for 150 families with genetic epilepsy around the world!"*



*"All the advances toward a cure and treatments that are now available are due to the generosity of ICAP through its 13 donations, and others like them!"*



ICAP Germany has made 13 donations to Arque since 2003. This has enabled the charity to support more than 1,500 people with Spina Bifida on their way to independent living. This impact has been achieved by purchasing special vehicles for transporting people who use a wheelchair, and for training specialists who have then gone on to support several hundred more with Spina Bifida.



Three donations have funded pioneering research into the Early Detection of Neurodegenerative diseases (EDoN) initiative to pick-up the earliest signs of diseases like Alzheimer's years before symptoms start, using big data, smart technologies and bringing together 70 experts across 49 universities.

**"ICAP Charity Day's donations are helping to make early detection a reality."**

Alzheimer's Research UK





## ISSUES SUPPORTED

### Education & Skills

17% of the charities supported are Education & Skills focused, the majority of which (77%) assist Children & Young People. In absolute terms, ICAP Charity Day has funded 219 charities supporting skills and education for young people.



Vuleka Schools helps children from disadvantaged backgrounds and low-income families to receive an education by providing scholarships, necessary materials, and transport. South Africa's ICAP Charity Day donation allowed them to purchase a minibus to be able to transport students safely to school.



In Mexico, ICAP's six donations to Asociacion Cultural Internacional AC/ Colegio Montefalco has funded four full scholarships.

*"When you give an education to a rural girl, you change the student and her family's life for generations."*



Working in rural Uganda, Sfl builds schools to provide communities with quality education. In 2020, ICAP Charity Day's donation funded the employment of 16 teachers for a year, each teaching at least 50 students. ICAP funding has given these children the opportunity to go to school, helping to break the cycle of poverty.



Persatuan Kebajikan Hope Worldwide has received five donations from ICAP Charity Day in Kuala Lumpur.

*"It helps us to continue to organise our education programmes that engage with children and youths, bridging knowledge and skills that will shape their character."*

## ISSUES SUPPORTED

### Disasters: Immediate Relief & Long-Term Support

Since 1993, ICAP Charity Day has made 40 donations to 32 charities to help communities heal and repair after disasters. Causes include the 2004 and 2011 Tsunamis, the Australian bushfires and floods, 9/11, and the COVID-19 pandemic. Support focuses on both providing aid in the immediate aftermath of a disastrous event, and longer-term community development.



ICAP has provided funding to The Foundation for International Development / Relief in Japan. This charity provides emergency response, rehabilitation assistance, and sustainable development of local communities.



The Tunnel to Towers Foundation in America was created in the aftermath of 9/11 to provide urgent assistance to firefighters. ICAP Charity Day's donations have helped to provide 450 mortgage-free homes to Gold Star and fallen first responder families. ICAP funding has also helped build custom-designed smart homes for catastrophically injured veterans and first responders.



*"The donation provided critical support to our operations during Hong Kong's Fifth Covid Wave, helping us provide almost 40,000 meals to people in need."*



Provides financial assistance, food hampers, care packs, and mental wellbeing support to over 1,300 communities across Australia. One donation from the 2021 ICAP Charity Day in Sydney directly supported 500 Primary Producers and their families through the 'Buy A Farmer Christmas Lunch' initiative, which enabled farmers to provide a meal or gifts for their families.

*"The ICAP funding has warmed hearts, lifted spirits, and minimised the pain of natural disaster. THANK YOU!!"*

ISSUES SUPPORTED

Environmental

While the majority of ICAP Charity Day funding supports people, 41 charities focusing on protecting the environment and animal welfare have also benefitted. These range from the Japan Guide Dog Association to African Conservation Trust, Fauna & Flora International to Louisville Zoo Foundation. Others include:



*"The ICAP Charity Day funding has allowed us to initiate our seahorse population survey education survey in Johor, Malaysia."*



*"ICAP Charity Day has allowed the expansion of our social media, our data collection, and our scientific publications."*



*"ICAP Charity Day helps us to support our activities in Bogota throughout the year. We pay rent, employees and meet the basic needs of the animals."*



*"ICAP Charity Day funding allowed us to deliver a pan-African conservation education campaign."*



2,847

Donations made  
to 25 countries  
since 1993



# Outcomes: For Organisations

**It is clear from the research conducted that ICAP Charity Day's contribution is not just financial.**

Its support and understanding of charities' needs and challenges, and willingness to fund the 'less glamorous but crucial' causes are regularly mentioned. As are the close connections with the ICAP Charity Day local leads. Analysing comments from over 300 funded organisations, donations have strengthened the grantees' capacity to operate, profile, and leverage. Crucially, ICAP Charity Day support has enabled organisations to maintain delivery, particularly as other funding tightened.

**"ICAP Charity Day is catalytic, providing holistic support for an organisations aims and vision. This fosters ambition and strategic stretch. And quite apart from that, it is tremendous fun!"**

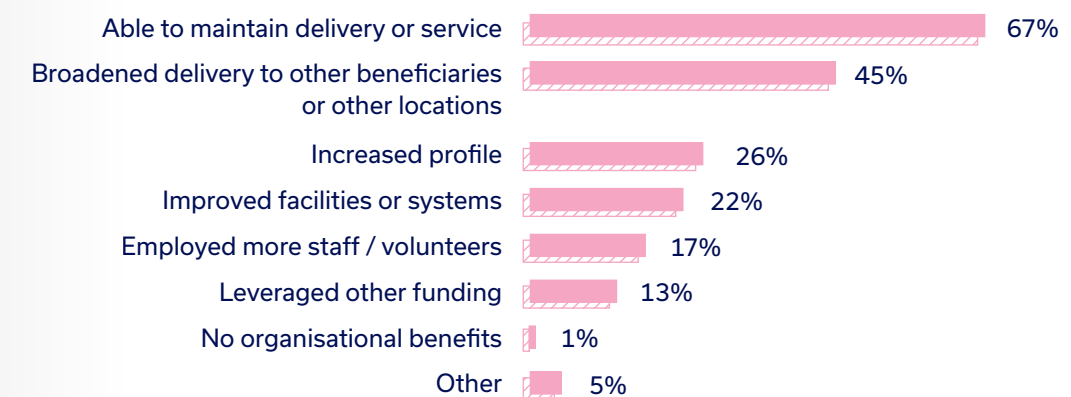
The Foundling Museum, UK

## OUTCOMES FOR ORGANISATIONS

The majority of organisations use ICAP Charity Day funding to maintain their delivery. This type of funding is particularly important for the smaller organisations that ICAP Charity Day supports.

Research has shown that funding enables organisations to have greater control of cash flow. ICAP Charity Day's support is also seen to add significantly more value by enabling better use of expertise, increasing flexibility and agility, streamlining processes, reducing organisational risk, and creating greater resilience.

### Organisational benefits



**45%** of charities were able to broaden or expand delivery – to different communities or in different ways. For example:



Fundacion Liberate in Colombia received three donations from ICAP Charity Day. These have helped "to broaden our reach, help more families" in the prevention and treatment of substance abuse and addiction.



Ten years ago, ICAP Charity Day funding enabled Missing People to launch a new national free Helpline assigned by Ofcom to 'protect people in great difficulty'. As a result, it has been able to support more than 52,000 children and adults in crisis. A second donation in 2020 enabled Missing People to revolutionise their digital support, by switching the helpline to a digital system; launching a new website & weekly Virtual Support Group. This digitisation was crucial to maintaining services in Covid-19. Approximately 14,500 people, so far, have benefitted from this digital support as a result of the ICAP Charity Day's funding.



Down Syndrome Association, Singapore received two donations from ICAP Charity Day which backed 47 beneficiaries enabling the charity to broaden its delivery.

*"Our beneficiaries received therapy services and daily activities training which helps to improve their participation in everyday activities."*

## OUTCOMES FOR ORGANISATIONS

### New Systems or Facilities

22% of charities report that ICAP Chairty Day funding supported new systems or facilities.

Funding of new equipment is particularly relevant for the 33 hospitals that have been directly supported – from New York to Argentina, and Denmark to Kuala Lumpar. For example, the Children's Hospital Westmead in Sydney reported that ICAP Charity Day funding has benefitted children with liver disease who undergo transplantation, via equipment obtained with ICAP support.



*"The funds enabled us to purchase a purpose-designed and built safety patrol boat which will enable us to run learn to sail and racing classes for many years to come."*



*"The funding from ICAP enabled us to create a whole new area for training and employment for adults with learning disabilities."*



ICAP has supported World Vision Foundation of Thailand since 2010, in six projects throughout the country. Funding has improved the physical infrastructure and supported the construction of new buildings including Library improvement, Canteen, Dormitory and School Building Construction, and an Agriculture and Life Skills Projects initiative.



ICAP Charity Day funded a role at Coppafeel! to engage healthcare professionals.

*"This has hugely contributed to changing attitudes and behaviours around breast awareness. By engaging healthcare professionals as ambassadors of our work we have extended the reach of our vital health education message to more young people in the UK. The ICAP funding across three years helped us to do this."*

## OUTCOMES FOR ORGANISATIONS

### Leveraged Funding

Crucially, many of charities managed to leverage the funding received, increasing the value of ICAP Charity Day funding still further. Examples include:



*"ICAP Charity Day donations enabled us to pursue new partnerships, including with a grantmaking organisation to support a scientist investigating a key symptom of our disorder and a new animal model of SLC13A5 Epilepsy. This will be available for scientists worldwide to use in their research".*



*"ICAP funding supported new autism research that helped in our efforts to develop new treatments for children with autism. We were able to achieve an additional grant because of it."*



**"It was a huge impact for a small charity. It secured funding for an important research project for six years."**

Orchid, United Kingdom



# Outcomes: For People

**Bean Research estimates that ICAP Charity Day has directly supported at least 1.5 million people over the last five years.**

This data solely relates to the 504 grants to 338 organisations over the last five years. However, we know that ICAP Charity Day has in fact provided 2,847 grants to 1,728 organisations since 1993, although there is less detail on many of these.

Based on the data received from more recent grantees, Bean Research is confident to surmise that ICAP Charity Day has directly supported approximately **7.7 million people**.

## OUTCOMES FOR PEOPLE

We also asked funded organisations the depth of the impact they were able to achieve. 20% did not report on the depth of impact on individuals, as the donation funded facilities or research to which “the number of beneficiaries” figure would be meaningless. Yet these are likely to positively affect many lives.

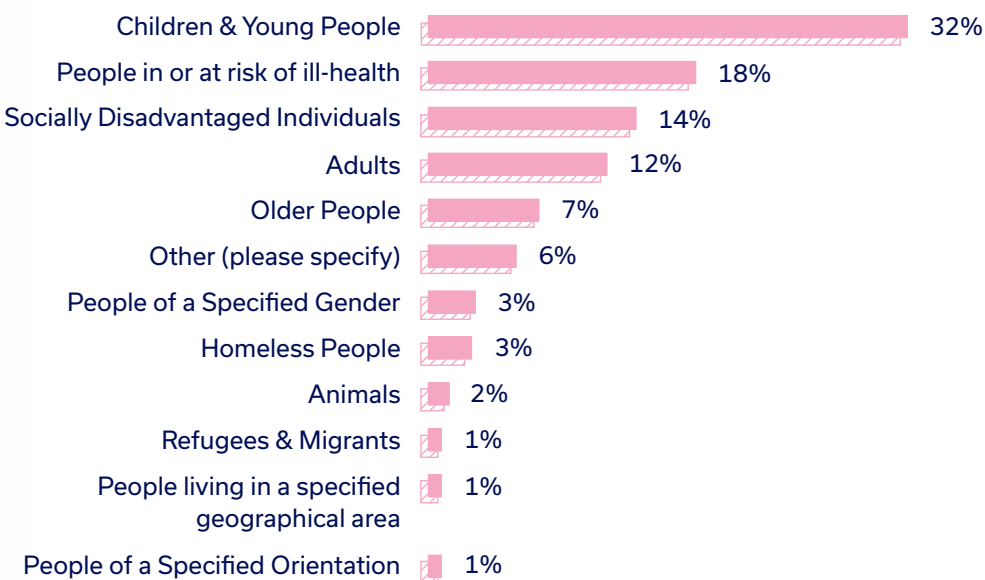
Of those able to report, 38% feel beneficiaries engaged in a programme of activity that increased awareness or understanding of an issue or opportunity of community connections. 39% report beneficiaries made a substantive improvement in their lives or change in behaviours as a result. 22% report a transformational change in circumstances for their beneficiaries as a result of funding.

### Who are the People Supported?

The make-up of these people is also varied, and of course, spread across 25 countries. However, our research indicates that there are themes and people more likely to have received funding from ICAP Charity Day since 1993.

Children & Young people are among the most supported, with 832 charities (32% of all charities funded). 120 of these are medical charities focussed solely on children.

#### Charities Funded – Who are supported?



OUTCOMES FOR PEOPLE

Children & Young People



ICAP Charity Day provided 120 children with clean and new school uniforms in Malaysia.

*"With the support received, children are able to attend school with dignity."*

The impact on the Yayasan Chow Kit beneficiaries was substantive, allowing them to engage with education regularly.



ICAP funded Special Days for 315 seriously ill young adults and their families, supporting 1,260 people in total. This enabled them to spend uncomplicated quality time together and capture precious memories.



Beyond schools, donations have supported community centres and programmes, such as Into Film in the UK.

*"Moving Minds gave young people experiencing mental health concerns a voice to tell and share their own stories through film."*



In Hong Kong, ICAP Charity Day funded the Kids4Kids programmes that help develop young people to believe that they are never too young to change the world.



**"ICAP's funding has provided the children with cancer we serve hope, joy and comfort when needed the most. Thank you!"**

Kids Cancer Alliance (Indian Summer Camp), Louisville, United States, recipient of eight donations.





## OUTCOMES FOR PEOPLE

### People with Neurodiversity

ICAP Charity day has supported 45 charities for people with neurodiversity, while 58 charities have been supported to help people with physical disabilities. Examples include:



*"Over 700 students with The School for Children with Hidden Intelligence have received the gift of mobility. These formerly wheelchair-bound students are now enjoying walking, running, and independence."*



As a result of the Wellington's office's two donations, "35 children and 90 adults with Down syndrome accessed a year of speech therapy to learn to speak, read, and write."



Down Syndrome Association, Singapore received two donations from ICAP Charity Day supporting 47 people, broadening its delivery. "Our beneficiaries received therapy services and daily activities training which helps to improve their participation in everyday activities."



*"It directly influenced all our learners (approx. 30) plus all our staff (approx. 12 people) as well as all our parents. Without funding, we would not have been able to launch a state-of-the-art media centre for special needs children."*

### Support for 'Socially Disadvantaged Individuals' is also significant, with funding through 361 charities.



ICAP Charity Day's six donations to Samarthanam Trust for the Disabled in India contributed to their Resource Centres. Which has trained 24,933 underprivileged young people to lead a sustainable livelihood and be economically independent.



Four donations have supported this Colombian charity in projects focused on transforming communities through supporting 70 children and women from vulnerable sectors.

*"We develop skills for life in children, young people and their parents through play, sports and psychosocial support, and female empowerment."*

## OUTCOMES FOR PEOPLE

### Veterans' Mental Health

ICAP Charity Day has supported 48 charities supporting Armed & Rescue Services, several of which focus on the mental health and wellbeing of veterans.



The 4 Aussie Heroes Foundation based in Australia, exists to aid and support first responders and military personnel, past and present, who are suffering and struggling with PTSD and related mental health issues. ICAP funding supported 30 personnel, funding two sets of "Triumph over Trauma" (11 days) and related "Refresh" (3 days) Live-in-Programmes, free to Participants.



The Royal Air Forces Association launched 'Finding it Tough', a training course aimed at improving the mental well-being of the RAF community in the UK.



Association of Amputee Surfers supports Veterans with disabilities. Through five donations, since 2019, from the New York Office, ICAP Charity Day has helped 500 people each summer season through Adaptive Surf Therapy.

*"We use the healing power of the ocean through surfing to help vets and special needs individuals in the healing process."*



For three years, ICAP Charity Day supported Veterans In Motion in Denmark, an association of wounded veterans for wounded veterans. With the help of extreme activities, they try to push the limits of physically and mentally injured veterans to give the veterans increased self-confidence and an everyday life outside the Armed Forces. ICAP Charity Day helped support their Greenland project in 2019 with 20 physically or psychologically injured veterans to complete a 400 km long and tough kayak expedition in remote East Greenland.

# OUTCOMES FOR PEOPLE

## Relief from Poverty

1 in 4 of the charities supported provide relief from poverty.



Food from the Heart in Singapore report:

*"ICAP Charity Day's funding has enabled FFTH to provide continuous food support for 1,000 people and raise awareness on reducing food waste."*



Of the charities funded, 84 support People of a Specified Gender, such as Casa Hogar Alegria in Mexico through three donations, to support vulnerable girls with a home and education, currently sheltering 200 people in four locations.



The funding from ICAP's Charity Day in Madrid supported the Social Action programme benefitting vulnerable people to meet their basic needs. Through longer-term programmes, individuals have been supported to improve their situation, by providing autonomy, emphasising their abilities, and addressing family and work needs. 2,000 people have been supported over the years through ICAP Charity Day.



Pertiwi Soup Kitchen in Malaysia is one of 77 charities funded that support Homeless People. ICAP Charity Day's two donations delivered healthy meals and clean water four nights a week for 500 beneficiaries.

*"We were able to continue to provide the meals to the beneficiaries"*





# Global Presence

**ICAP Charity Day is an international event, with colleagues and clients from over 25 countries taking part. As a result, the difference it makes is truly global.**

Underpinning that global reach, local intervention and engagement is key, given that 4 in 5 charities' delivery is regional or national. Many of the charities report on the strong relationship with the local ICAP Charity Day representative that has been built over the years. This is illustrated by 1 in 4 charities having been funded more than once, while 1 in 7 have received donations for three years or more.

# Case Studies

## Africa & Bahrain

## Asia

## Australasia

## Central & South America

## Europe

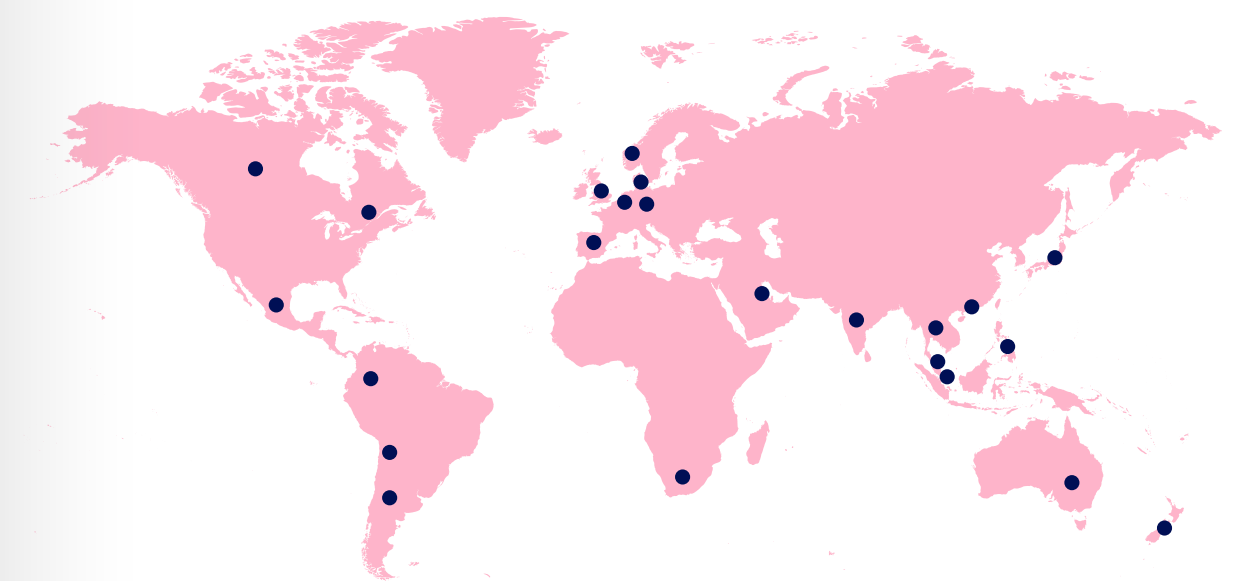
United Kingdom

United States &amp; Canada

## GLOBAL PRESENCE

Bean Research has worked with the local ICAP Charity Day representatives to gather information and connect with funded charities. This report is a testament to their support and dedication to an incredible annual event.

As ICAP Charity Day has helped so many organisations worldwide, this report highlights only a sample of charities funded. However, Bean has gathered a plethora of stories during this research, so in addition to the snippets in the report, even more case studies have been provided by geographical region.



Argentina  
Australia  
Bahrain  
Canada  
Chile  
Colombia  
Denmark  
Germany

Hong Kong  
India  
Japan  
Malaysia  
Mexico  
Netherlands  
New Zealand  
Norway

Philippines  
Singapore  
South Africa  
Spain  
Thailand  
United Kingdom  
United States

# Methodology

**Bean Research was commissioned by ICAP Charity Day to undertake an evaluation of the difference made, or the social impact created, as a result of grants made since 1993.**

Bean Research is an independent research company, specialising in social impact assessment and evaluation of responsible business initiatives.

Given this is ICAP Charity Day's first independent impact assessment, Bean Research developed an impact analysis approach based on grants provided and charities supported through primary and secondary research techniques, reporting inputs, outputs, and outcomes, including reach and depth of impact on people and organisational outcomes for charities. To bring to life the stories, over 60 case studies were selected to illustrate the emerging themes and the regions in the world where ICAP operates.

Full details of the methodology and assumptions used are available [here](#).

A clear objective of the impact assessment was to develop a more systematic approach to impact assessment going forward. With that in mind Bean Research has also provided ICAP Charity Day with a new approach to evaluation, so that every grantee can feed into a central global picture of the difference made by ICAP Charity Day going forward.







**CHARITY DAY**

Together we give 100%

