These investors for impact support social purpose organisations (SPOs) to fulfil their potential and build track records worldwide...

... by providing extensive non-financial support (NFS), with the majority of them even before the investment (63%).

The top 3 types of NFS provided are:

- Strategic support: 88%
- Support with IMM: 85%
- Support with fundraising: 85%

% of respondents, multiple choice (n = 59)

... and the most common ways to deliver NFS are providing coaching and mentoring (88%) and offering access to networks (81%)

... by measuring and managing social impact, focussing on outcomes (88%), mostly to use the data collected to assess investees’ progresses on impact (81%).

These investors for impact use different IMM frameworks:

- Own Framework: 24%
- EVPA five-steps process: 17%
- Impact Management Project: 12%
- Principles for Responsible Investment (PRI): 10%
- Social Value International principles: 8%

% of respondents, multiple choice (n = 59)

41% also measure the risk of not achieving the expected impact.
Foundations and engaged grant-makers support SPOs thanks to the financial and non-financial resources they have available:

These investors for impact’s financial resources come from different sources:

**Budgets**

- **< €1m (n = 21)**
  - Paid external contributors: 24%
  - Pro-bono contributors: 28%
  - Unpaid volunteers: 19%
  - Paid employees: 15%
  - Interns: 14%

- **€1m – €5m (n = 20)**
  - Paid external contributors: 30%
  - Pro-bono contributors: 25%
  - Unpaid volunteers: 27%
  - Paid employees: 15%
  - Interns: 18%

- **> €5m (n = 19)**
  - Paid external contributors: 30%
  - Pro-bono contributors: 28%
  - Unpaid volunteers: 16%
  - Paid employees: 15%
  - Interns: 11%

... and they are channelled to support a variety of sectors and final beneficiaries, targeting different SDGs:

**Top 5 sectors supported – % of respondents, multiple choice (n = 61)**

- Education: 51%
- Health: 41%
- Social services: 38%
- Agriculture: 25%
- Culture and Recreation: 25%

**Top 4 beneficiaries supported – % of respondents, multiple choice (n = 65)**

- Children and youth: 58%
- People in poverty: 52%
- People with disabilities: 42%
- Women: 40%

**Top 5 SDGs targeted, % of respondents, multiple choice (n = 52)**

- Quality education: 62%
- Good health and well-being: 62%
- Reduced inequalities: 65%
- Gender equality: 67%
- Life on land: 85%

Distribution of total funding made available to respondents by source, and per type of budget category (n = 60)
Foundations and engaged grant-makers deploy €8.7m (n = 62) on average, tailoring their financial support to:

- the SPO’s business model: 64%
- the SPO’s stage in the life cycle: 57%
- the macro-environment: 57%

Top 3 elements to choose among different FIs – % of respondents, multiple choice (n = 28)

... and 44% deploy more than one financial instrument (FI) to provide a better customised support:

One of the reasons why these investors for impact also use other financial instruments rather than grants is to support SPOs for longer:

However, although they use different financial instruments, the majority of the resources is deployed through grants:

% of total spend in € by respondents per financial instrument (n = 61)
1% of “others” not reported
Foundations and engaged grant-makers work to foster the mobilisation of resources in the social impact ecosystem by proactively enhancing collaboration:

41% engaged in at least one hybrid financing mechanism, such as Social Impact Bonds (SIBs) or Development Impact Bonds (DIBs).

38% Payment by Result

23% Guarantee schemes

54% SIB/DIB

% of respondents, multiple choice (n = 26)

98% engaged in at least one form of collaboration with a variety of different actors:

Engaged grant-makers collaborate with:

- Public Institutions: 66%
- Academics: 62%
- Incubators and Accelerators: 57%
- Foundations: 75%
- Public Funders: 38%
- Corporations: 35%

Engaged grant-makers co-invest with:

- Foundations: 80%
- Engaged grant-makers: 20%

% of respondents (n = 65)

WHO ARE THESE INVESTORS FOR IMPACT?

- Organisations set up as foundations, deploying grants and/or other financial instruments
- Engaged grant-makers: organisations deploying grants for at least 60% of their total investment

Respondents by country (n = 65)

- Ireland 3
- Spain 2
- Hungary 1
- Estonia 1
- Bosnia and Herzegovina 1
- France 4
- Belgium 4
- Poland 2
- Netherlands 12
- Switzerland 4
- United Kingdom 11
- Germany 3
- Italy 6
- Portugal 3
- Slovakia 2
- Georgia 1
- Russia 2
- Norway 1
- Belgium 4

% of respondents (n = 65)

The analysis is based on data collected by EVPA from 112 investors for impact of which 65 have been categorised as foundations/engaged grant-makers. Data mostly refers to fiscal year 2019.

For more information: https://evpa.eu.com/knowledge-centre/publications/the-2020-investing-for-impact-survey

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