



Beth Johnson

FOUNDATION

looking at ageing in new ways

Funding of Intergenerational Practice

Report of the Findings of a Survey

Tabea Schlimbach

**“The idea of IG projects has become more main stream but the
funding hasn’t become easier.”**

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1. Foreword

We are fortunate to have Tabea Schlimbach working with the Foundation for a number of months as a Leonardo Intern from Germany. Tabea has been active in the field of intergenerational work in Germany for several years.

This report is based on a research study she undertook for the Foundation in the last part of 2006 on the funding of intergenerational projects.

At a time when intergenerational work has achieved a high profile and there is increasing recognition by national government of its important contribution to social cohesion, citizenship and challenging ageism a picture emerges of funding still being difficult at times. There is still a need to help funders understand the impact that IP can achieve and for funding to be delivered over longer periods to build the capacity of organisations.

We would like to thank all the contributors to this report. In particular our thanks go to Tabea for her hard work in producing it.

We hope you will find it helpful.

Alan Hatton-Yeo, Director

2. Introduction

The Beth Johnson Foundation (November 2006) carried out a survey to find out more about how Intergenerational Practice (IP) is funded.

123 organisations were contacted by email to ask if they wanted to take part in the survey. 36 organisations agreed to take part. 19 of them did a phone interview, 14 of them asked for an online questionnaire to fill in. Out of these 14, 7 finally sent back a completed questionnaire. 3 organisations were not able to take part. The following analysis is based on 26 questionnaires which provide valuable information about the funding for a total of 75 different intergenerational projects that were being run by the organisations in the survey.

3. Methodology and Data Analysis

To gain data, semi-structured interviews by phone were carried out. If the interview partners had no time to join a phone interview, they were able to complete a questionnaire by email. In both cases a combination of open questions and multiple-choice questions was used as appropriate to the topics.

As it turned out the phone interviews gave the more valuable results. This method helped to create closer contact with interview partners, which enhanced their willingness and engagement in the survey and also ensured thorough handling of the questions. Further inquiries could be made as we talked to help to avoid misunderstanding of the answers given by interview partners.

The respondent rate for phone interviews was 100% but for the email questionnaires only 50%.

Structure of the Questionnaire:

The organisations were asked about their fund raising for intergenerational projects they were running within the last two years. In detail, we gathered information about:

- The number of projects
- Funding streams
- The funding amount
- The funding period
- Reasons for the implementation of IP
- Availability of funding for intergenerational work
- Concerns about funding

See attached questionnaire for detail.¹

The data analysis followed the questionnaire structure. Multiple choice questions were analysed by Excel. Open questions were clustered. Results are shown tabularly and/or graphically (as appropriate) and are discussed in text.

¹ Since these were semi-structured interviews, the structure differed slightly (order of questions, phrasing etc.). The structure of phone interviews followed the course of conversation. According to the email questionnaires, more information was given to ensure the right understanding. Contents were identical. Two additional questions were asked afterwards via email.

4. Results

4.1. Funding Streams

To categorise the type of funding, 7 main funding streams were identified:

Local Authority:

Organisations applied to and received money from the Local Authority.

PCT:

Organisations received money from the Primary Care Trust.

Government:

Organisations received Government Funding.

Trust Funding:

Organisations received money from Trusts/ grant making foundations.

Own Contribution:

Organisations funded the projects from their own resources.

Company Funding:

Organisations were supported by profit-making companies.

Partnership Funding:

Organisations undertook projects with partner organisations. The partner organisations (co-)financed the projects.

Others:

Contributions that do not fit any of the above categories, e.g. private donation, support by a university and European Social Fund.

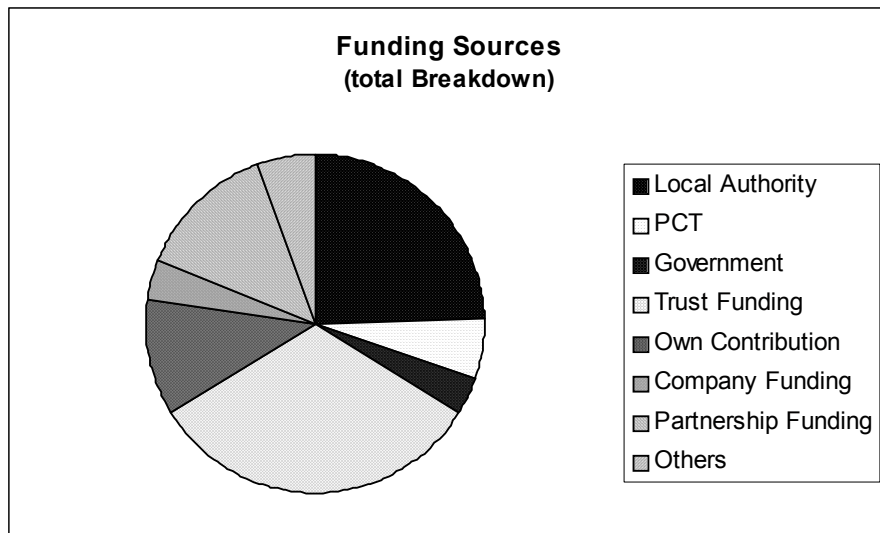
The following spreadsheet shows the results (remember: multiple answers were possible – that is why total sums is over 100%).

Chart 1: Funding Streams

Funding Streams	No. of Organisations (total from 26)	% of organisations funded by this stream
(Multiple answers possible!)		
Local Authority	13	50%
PCT	3	12%
Government	2	8%
Trust Funding	17	65%
Own Contribution	6	23%
Company Funding	2	8%
Partnership Funding	7	27%
Others	3	12%

It is important to recognise that most organisations receive funding from more than one source averaging two different funders per organisation. The pie chart below illustrates the total breakdown for different funding sources.

Graph 1: Funding Sources



17 organisations received funding from Trusts and 13 organisations received funding from their Local Authorities; these are the two main funding streams but are not exclusive of other funding. It is important to note that 6 organisations use significant amounts of their own financial resources to run intergenerational projects. A similar number of organisations use project

partnerships to fund their intergenerational work. Not very significant is the PCT (only 3 organisations receive PCT money), which is a common funding stream for projects working with older people. That is a surprising result. Either the organisations did not apply to the PCT for their intergenerational programmes, or IP did not fit the programme profiles. Other less common funding sources for IP are Government funding and company funding (both 2 organisations).

Out of the 13 organisations that have successfully applied to their Local Authority, 5 organisations specified that they received some money from the Neighbourhood Renewal Fund.

The category “Trust Funding” includes Lottery funding. Out of the 17 organisations that received Trust Funding, 11 received Lottery funding amongst other Trust grants. 6 of them were supported by Awards for All. Only 2 of these 11 organisations run their projects solely with Lottery money.

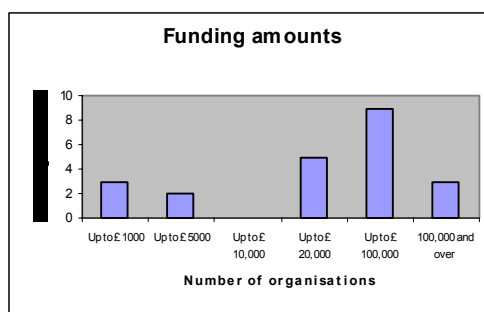
4.2. Funding Amount

22 organisations provided information about the funding amount they received for intergenerational projects. There is a wide variety of funding amounts, depending on a huge number of variables such as type of project, number of participants, own resources and, above all, the funding period. 3 organisations received very small amounts of money under £ 1000, whereas another 3 organisations raised substantial funding amounts of more than £ 100,000. But both groups are rather exceptions (see chart and graph below).

Chart 2: Funding amounts

Funding amounts	Organisations total (from 22)	in %
≤ £ 1000	3	14%
≤ £ 5000	2	9%
≤ £ 10,000	0	0%
≤ £ 20,000	5	23%
≤ £ 100,000	9	41%
> £ 100,000	3	14%

Graph 2: Funding amounts



5 organisations received over £ 10,000 up to £ 20,000 and 9 organisations (41%) indicated to receive between £ 20,000 and £ 100,000. It is important to link these results with the funding period. The first group got the funding mostly for short time periods such as one-off-activities whereas the 3 organisations with funding amounts of over £ 100,000 ran several projects over several years. The 5 organisations with funding amounts up to £ 100,000 were funded for at least a year and the major group of organisations receiving up to 100,000 had an average funding period of 2 ½ years.

The stability of intergenerational programmes is dependent on organisations being successful in their fund raising and also on the availability of suitable funding streams.

Furthermore, the average funding amounts given by funding organisations do not cover the full cost. Therefore, organisations have to apply for different funding sources (see funding streams).

4.3. Funding Period

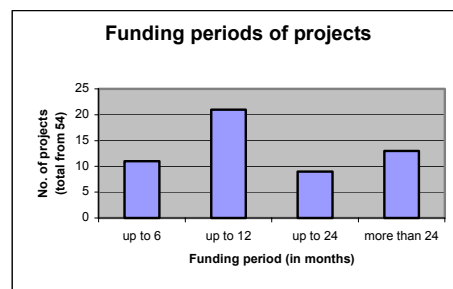
As for the amount of funding the period that funds are granted for depends on a number of different circumstances such as the number of projects and different funding streams. Not only are the different projects run by an organisation given funding for different lengths of time, it is also not unusual that a project is financed by different funding streams, all of them running over

different time periods. It also happens that organisations are confirmed to receive funding over a longer period of time but still have to reapply yearly. The information about funding periods is therefore difficult to generalise and needs to be handled carefully to make valid statements. It seems to be appropriate to analyse the funding period according to projects, not according to organisations. Chart 3 and graph 3 below are based on the 54 projects it was possible to examine in more detail.

Chart 3: Funding Period

Funding Period (in months)	No. of Projects (total from 54)	in %
≤6	11	20%
≤12	21	39%
≤24	9	17%
>24	13	24%

Graph 3: Funding Period



11 projects only were funded up to 6 months. 21 projects (that makes the biggest group) received funding up to 1 year. In 9 cases funding was granted for up to 2 years. It is interesting to have a more detailed look on the 13 projects that were funded over 2 years. In 6 cases organisations specified that they got funding for over 3 years. Only in 1 case funding was granted for 6 years (but with the need to reapply yearly). Another organisation got funding for a project over 5 years. Two projects were financed by permanent funding from their own organisation. In one case it was only one out of 4 funding streams for an intergenerational project that was funded longer than 2 years. For 2 projects in this category we were not provided with further information.

4.4. Reasons for the Implementation of Intergenerational Practice

Interview partners were asked about their motivation to establish intergenerational work in their organisation. This was an open question (multiple answers possible). Partners were asked to give a detailed explanation.

63% of the 19 organisations that answered this question identified a *need for intergenerational work*. The detailed answers are clustered and listed according to frequency in the chart below.

Chart 4: Reasons: Need for IP

Interview partners identified a Need for IP to...	Frequency (in total numbers)
... enhance the relationship between generations (overcome misunderstandings and barriers)	6
... develop social cohesion in community	4
... provide an opportunity of mutual learning/ mutual benefits	4
... address the fear of younger people amongst older population/antisocial behaviour	4
... develop the health improvement of older people	3
... support for younger people/individual attention	1

From the answers, the enhancement of intergenerational relationships was the most common reason to do intergenerational work (mentioned 6 times). Other important aims were the development of social cohesion in communities and of mutual learning possibilities (both mentioned 4 times). Also, 4 organisations stated that the concerns of older people about antisocial behaviour amongst young people led to the implementation of IP.

Interesting is that the benefit of IP for older people (mentioned by 3 interview partners) seems to be more likely to be recognised than the benefit for younger people (only mentioned once). However, there is a strong correlation

between the different motivations mentioned (intergenerational relationships – community development – antisocial behaviour – benefits for individuals).

Further answers:

In addition, 16 % of the organisations (3) started IP as a response to requests from other organisations or individuals. Two interview partners (11% of the organisations) stated that they implemented IP because funding for that was currently available and in 2 other cases staff members set up intergenerational work according to their previous work experience in IP.

4.5. Availability of Funding for Intergenerational Work

Organisations were asked if they thought it had become easier to receive funding for intergenerational activities.

- 8 interview partners confirmed this on the grounds that there is more recognition of IP since it is on the government agenda and has become a political priority.
- According to the answers of 4 interview partners, funding for IP continued to be difficult.
- 7 interview partners declared they had no personal experience in fund raising and therefore were unable to comment and 4 interview partners did not answer this question.

4.6. Concerns about Funding

In many phone interviews, the discussion noticeable changed with the question about concerns. Often, the interviewer recognised worry in the voices of the interview partners. Again, this question was an open question.

Chart 5 lists the clustered answers according to frequency.

Chart 5: Concerns about Funding

Answer (multiple answers possible)	Frequency (in total numbers)
Uncertainty of future funding	11
IP not eligible for funding	7
Effort to apply/reapply	6
Competition around IP funding	3
Disappointment if bid unsuccessful	2
No resources to extend IP work	2
Funders don't understand complexity of IP	2
Hard to get core funding	1

85% (22 organisations) have major concerns about funding.

What worried 50% of the organisations was the uncertainty of future funding. Furthermore, 7 organisations had failed with their applications for funding because IP was not eligible for funding sources available. 6 Interview partners mentioned the amount of time and organisational effort to apply for funding. In 3 cases, the competition around funding for IP was mentioned. Other concerns addressed the disappointment if a bid was unsuccessful after much work preparing it, not being able to obtain resources to extend their intergenerational work and the fact that the complexity of IP (time effort as well as organisational and financial effort) is not appreciated. One interview partner mentioned that she has problems to receive core funding for her intergenerational work.

Only 4 organisations (15%) indicated not to be concerned about funding.

5. Resume

Funding was found to be a big concern for organisations. Funding for IP mainly came from a variety of different funding streams and only over a limited length of time. It was rather unusual for organisations to have permanent funding that enabled them to build up sustainable intergenerational work.

The insecurity of funding strained organisations and had a negative impact on the quality and sustainability of intergenerational work and on the organisations themselves. Organisations found it hard to do long term planning for IP without secure funding.

A lack of funding hindered the implementation of sound intergenerational concepts and endangered the sustainability of successful projects.

Organisations grew and shrank very quickly; projects were set up and interrupted irregularly depending on the funding they received.

Furthermore, there was a special difficulty in fund raising for IP.

Intergenerational work includes two target groups: older people and younger people. But according to their programmes, funding organisations often focused on supporting one or other of these groups. However, organisations did feel an increasing recognition of intergenerational work among funding organisations. But the proportion between the amount of funding available for IP and the increasing number of practitioners looking for grants meant they were more disadvantaged than in widely accredited and well developed fields. The shortage of funding created a highly competitive situation and turned organisations that could have worked together as partners into competitors.

Fund raising required a time-consuming application process and created huge pressure on organisations and their projects. Short-term funding, small grants and multiple funding streams complicated the funding process and multiplied the work required. Projects were often dependent on different funding streams to cover their costs, but different funders granted money over different periods

of time. Therefore, organisations needed to continuously write funding proposals and at the same time needed to keep up to date about other funding opportunities as only some funders allowed organisations to reapply. It is understandable that organisations were highly disappointed when a bid was denied and the invested time and effort was in vain. Also, organisations complained that their work was not appreciated by funders.

The main funding streams for IP were Trust Funding (mainly Lottery funding) and Local Authority. The results show that both were important funding sources but not sufficient as the only income. Besides other resources, IP only existed to the extent found because of the engagement of the project leaders and with the help of volunteers. Also, a great deal of creativity was required by the practitioners to work with very small funds. However, organisations recognised a significant need for intergenerational work, they were convinced of the benefits of IP and were highly motivated to continue with their intergenerational work in spite of the difficulties of funding.

From the organisations involved in this research none received funding from grant streams to do with young people. IP in England is still largely led by Older People's concerns and this needs to be practically addressed.

6. Recommendations

Intergenerational work has a demonstrable positive impact on a wide variety of issues e.g. community development, social cohesion and integration as well as health, personal development, mutual learning and wellbeing of all generations. It addresses demographical changes and the social challenges that arise as a consequence.

- 1) People involved in IP at all levels need to identify ways to communicate to funders and policy makers the impact of IP.
- 2) Work has to be focussed on engaging with young people's organisations and funders that place stress on young people's concerns to develop their understanding and involvement with IP.
- 3) The Government in its Compact has stressed the importance of projects being funded more securely over longer periods of time. The findings of this report show this is still not being translated into practice for IP projects and this must be brought to the attention of relevant agencies.
- 4) IP should be recognised for its contribution to social cohesion and individual health and be seen as part of the overall approach to health promotion.
- 5) There is a need for the Centre for Intergenerational Practice to take a more proactive role in prioritising IP to funders and policy makers to create further opportunity for the development and recognition of IP.

7. Quotations

“A lot of the sources I have previously used have finished and there doesn't seem to be equivalents appearing to replace them.”

“The amount of work that is required in order to receive it is very off putting and can often be a barrier to accessing such funding to those who are unfamiliar with the processes involved.”

“IP is expensive – you need to organise the cooperation of 2 very different groups.”

“Raising up the next project will depend on the fundraising success.”

“Everyone sees and agrees the value of intergenerational work but very few funders are willing to participate.”

“We have had funding proposals for up and running projects rejected because they fall into a grey area between education and social services.”

“The idea of IG projects has become more main stream but the funding hasn't become easier.”

“... it [the funding] is not allowing us to expand our existing projects and develop new models and ideas that would provide opportunities to a wider audience.”

“Intergenerational work has now become a buzz word.”

“We have lost LSC funding for our programme, due to the changes in their priorities and their cuts in funding.”

“Worry about funding per se.”

“We need to seek funding to sustain the project and, also, we hope to grow it so that more older and younger people in the borough can be brought together to the mutual benefit of both age groups, and to the local community.”

8. Appendix

Questionnaire: Funding of Intergenerational Projects

An introductory email was used to explain the aim of the survey and to motivate fundraisers to participate.

Interview Partner*	Tel. Nr*
Organisation*	Location*
Date of Interview	Interview No.

**This information was given confidentially to the researcher and is not being used in the report.*

1. Which intergenerational projects do you currently run and over last 2 years?

- ①
- ②
- ③
- ④
- ⑤ ... please continue on an extra sheet of paper.

2. How are these projects funded?

2.1. Funding Organisation:

	①	②	③	④	⑤...
Local Authority	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Please continue on an extra sheet of paper.
Primary Care Trust	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Central Government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Trust Funding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Contribution from own organisation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Partnership Funding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Company funding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Others (please explain)

Further Explanation:

2.2. Funding Project*:

For each project please list the name of the funding programme or grant programme as appropriate.

- ①
- ②
- ③
- ④
- ⑤ ... (Please continue on an extra sheet of paper.)

**This information was used to clarify the answers in 2.1. and was not analysed explicitly.*

3. Which amount of money did you get from the Funding Organisations for your intergenerational projects? Please choose which is most appropriate of the following answers. Also I would ask you to enclose the average group size of the funded projects, if possible.

a) ≤ £ 1000

b) ≤ £ 5000

c) ≤ £ 10,000

d) ≤ £ 20,000

e) ≤ £ 100,000

f) more (please type out the sum) £ _____

4. For each programme please detail the period the funding is granted for.

	≤ 6 month	≤ 1 year	≤ 2 years	Longer (how long)
①	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____
②	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____
③	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____
④	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____

5. Is Intergenerational Practice a new area of activity for you?

Yes

No

6. What were the reasons for the implementation of Intergenerational Projects? (e.g. need for intergenerational work, availability for funding etc). Please give further information.

7. Has it become easier to receive funding for IP? Please indicate Why/ Why not.

Yes

No

Explanation:

8. Do you have any particular concerns about current or future funding for your intergenerational project(s)? Please give further information.

Additional Information

Thank you again for your participation! If you have any questions concerning this questionnaire, please send an email to: Tabea@bjf.org.uk.

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