

Living Wage Friendly Funders

Case Study



Barrow Cadbury Trust were one of the first to join the Living Wage Friendly Funder scheme, which promotes the Living Wage among charities by encouraging Funders to support charities in paying the real Living Wage through their grant-making.

We asked Debbie Pippard, Head of Programmes at Barrow Cadbury Trust, how becoming a Friendly Funder has impacted their work.

Q: What motivated your organisation to become a Friendly Funder?

We were already an accredited Living Wage employer before choosing to become a Friendly Funder and were actively supporting the campaign for the Living Wage in Birmingham through the funding of a Living Wage Intern with Birmingham Citizens. As a funder that seeks to address the root causes of social problems, we try to look at all aspects of an issue, and aim to use our resources - grant funding, endowment, people and brand - to further social justice. As funders, we have both hard and soft power; encouraging those we fund to explore becoming a living wage employer is an example of the latter. So, it was an easy decision for us to take.

Q: What was involved in the journey to become a Friendly Funder?

We have made small changes to our application and assessment process. Where relevant we've increased proposed salaries to ensure that they are paid at the Living Wage rate. We also make sure to signpost toward the Foundation those who want to find out more about becoming an accredited Living Wage

Employer, and have introduced an offer to cover accreditation fees of small organisations.

Q: How will you be monitoring the impact of implementing the scheme?

We monitor which organisations are Living Wage accredited at the start and end of our grants, and report back to trustees. We'll also be surveying our grantees annually to get feedback, to add to data from all funders in the scheme.

Q: What are your expectations of how it will affect the projects you fund?

It certainly raises awareness of the importance of the Living Wage and encourages grantees to think about the issues involved. Because more of our funding goes into research, policy and influencing work than direct services, only a very small number of posts we contribute to are low waged, which means it has had less of an impact on our grant making than it might with some of the larger volume funders and therefore it will probably have less direct impact on our grantees than on some other organisations. But, that said, where we have raised grants given so that an organisation could pay a Living Wage it makes an important difference to the success of those projects because of the operational benefits involved in paying staff the Living Wage.

Q: What would you say to other funders thinking of becoming a Living Wage Friendly Funder?

It's a very flexible scheme and we're a supportive group. We're very happy to help funders think through the implications. As anti-poverty organisations, it's important that we use the resources at our disposal to advocate for and encourage the scheme, and to see how we can enable more charities to go Living Wage!



Find out more about Living Wage Friendly Funders
www.livingwage.org.uk