

## Report back to The Funding Network

### 1. Name of your organisation and date funded by TFN:

The People Who Share  
Funded on Dec 8<sup>th</sup> 2011

### 2. What does your organisation do?

i.e. What are its aims and objectives? Have these changed since receiving TFN funding?  
We are a campaign to build a Sharing Economy, to foster a culture of sharing and to encourage people to share resources, knowledge and skills in their communities. Our aims remain the same.

### 3. When was your organisation first established?

January 2011

### 4. Since receiving funding from TFN how has your organisation changed?

Has your annual turnover changed?  
Has the number of beneficiaries reached changed?  
Can you quantify any other changes? Eg ...number of employees, number of projects, geographical scope.

**Since receiving funding, we have been able to run National Sharing Day on June 20<sup>th</sup> where we engaged 1 million people in the UK in the sharing of resources, knowledge and skills. We have therefore been able to reach many more beneficiaries.  
In addition, we have increased our numbers of volunteers by 20 people and grown our community to 280 organisations.**

### 5. Can you describe/measure the impact that the specific TFN funded project/work has had?

What actual change did the funded project generate? What proportion of the project/work did TFN fund (eg all/x%)? What evidence do you have for the success or failure of the funded project?

We had planned with the funding to run two Crowdfare events engaging 1,000 people to share precious resources.  
Via these Crowdfare events we diverted 3,541 items from landfill. (source: Crowdfare Evaluation July 2012)

Crowdfare events have brought together a total of 3,821 people to share skills, resources and knowledge. (source: Crowdfare Evaluation July 2012)  
Survey feedback from our events say they have inspired people to share goods and resources in their communities.

On average people attending sharing events say that they have made at least one new connection with someone in their community.(source: Crowdfare Evaluation July 2012)

Those attending events say they are more likely to share in the future following the event experience .(source: Crowdfare Evaluation July 2012)

Regular events and MeetUps offer people the opportunity to continue sharing, developing connections made at events.

Crowdfare events enabled low income families to access free clothing, books, baby items and children's toys diverted from landfill.

In addition, we also ran National Sharing Day – a mass engagement campaign to raise awareness about the need for a Sharing Economy and enabling people to share precious resources in their communities. We were able to engage 1 million people in the UK in National Sharing Day where sharing events took place up and down the country including: book shares in primary schools, clothes

swaps in low income communities, a freecycle event where those who could not afford furniture for their homes were able to access free furniture, a food share where food that would otherwise have gone to landfill was distributed to those who needed it.

Specifically, National Sharing Day delivered the following: Inspired and engaged over 1 million people in the UK to share in their homes, communities, schools and offices. Over 1 million people shared, swapped, and exchanged items and used car and ride sharing services. (source: National Sharing Day Partner Online Survey June 2012)

On National Sharing Day an estimated 1.73 tonnes of carbon was saved. (source: National Sharing Day Partner Online Survey June 2012).

National Sharing Day raised awareness of sharing services, providing people with ways to access previously unaffordable goods and services.

The National Sharing Day campaign was funded entirely using the TFIN funds raised.

In addition, as planned, money raised from TFIN enabled us to develop our marketplace of the sharing economy, [compareandshare.com](http://compareandshare.com) we were able to carry out the necessary early stage development, laying the vital groundwork for the marketplace prior to receiving other funding.

**6. Could you give us an estimate of how many people have been reached by the TFN funded project/work and by how much?**

As above, we engaged over 1 million people in the UK and reached over 3 million people via National Sharing Day.

**7. Did receiving the money from TFN make positive difference to your organisation? If yes, in what way? If no, please specify why not?**

Were there changes in non-financial support/leverage i.e volunteering hours, relationships, contracts, trustees or media coverage? Did it help to get other grants/donors?

The TFIN funds had a significant impact on our organisation. We were able to secure a Nesta innovation in Giving Fund of £50,000 providing the funds needed to build our marketplace of the sharing economy [compareandshare.com](http://compareandshare.com) and to launch this service, enabling people to car and ride share in the first instance. Securing Nesta funding won us media coverage and profile and engaged other funders. Securing Nesta funding also enabled us to secure some sponsorship funding. In addition, the TFIN funding enabled us to do ore outreach and bring on board additional partner organisations, we have in turn helped us to grow our campaign.

**8. Do you have any other comments regarding TFN funding?**

**The TFN funding has been a lifeline for us as a new, start up culture-change campaign. Our mission to save the world and change lives through the sharing of resources, knowledge and skills has grown considerably and we now have a network of over 60 million people in 147 countries.**

**9. Can you please include any relevant photos or clips that may relate to the project.**