SUSTAINABLE PHILANTHROPY

JUNE 2014

2ND EDITION



blue&green tomorrow

EDITOR'S LETTER

"I believe that every right implies a responsibility; every opportunity, an obligation; every possession a duty" – John D Rockefeller, first president of the Rockefeller Foundation.

What are you doing for others? Martin Luther King Jr – the father of the civil rights movement – once said that was "life's most persistent and urgent question". In the context of philanthropy, this question comes with many different answers today than it would have in King's day.

Philanthropy was initially about giving back to society and creating a personal legacy. Wealthy individuals would help build or fund a library, a hospital or a university, for instance – which were then duly named after their benefactor. While this was – and still is – a noble and important part of the giving spectrum, philanthropy in the 21st century is about much more.

It has evolved to become more about tackling pressing social issues – poverty, homelessness, disease and so on. Philanthropists are getting to the root causes of problems more than ever before. And with the rise of social and impact investment, the returns are not just emotional – but financial, too. All of a sudden, philanthropists have become investors and vice versa.

We explore some of these trends in The Guide to Philanthropy & Giving 2014, the second annual edition of the guide. We hear from some industry experts about what philanthropy will look like in the future, in terms of demographics, geography, age and the causes they back. What we are left with is a glimpse into the future of giving – and it's more inclusive than ever before.

So, what are you doing for others? Nearly five decades on, it's a question that we should all ask ourselves and make sure we are comfortable with the answer.



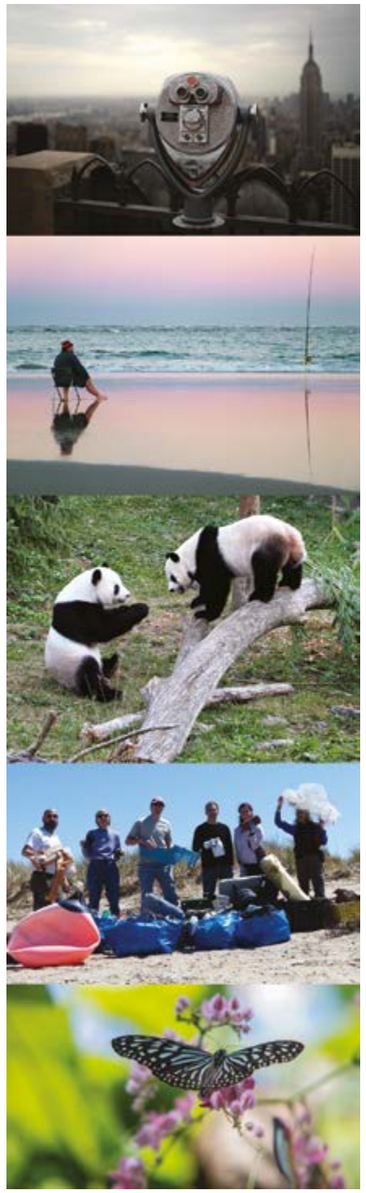
Alex Blackburne

Alex Blackburne
Editor, Blue & Green Tomorrow



Rockefeller Centre, New York.
Photo by NICOLE KOTSCHATE via freeimages.com

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A BRIEF HISTORY OF PHILANTHROPY



Athens Academy with Plato statue. Photo by TILEMAHOS EFTHIMIADIS via Flickr

Philanthropy's roots go almost as far back as civilisation itself. Literally meaning '*the love of mankind*', it generally refers to the giving of resources – financial or otherwise – by the rich to the masses for some sort of social benefit. There is evidence of philanthropic giving in most cultures from history – stretching as far back as the ancient Greeks, with Plato's renowned philosophy academy first founded as the result of an endowment in around 387 BC.

Philanthropy developed through into the middle ages, with the established church playing an influential role in maintaining the balance between the between the rich and the poor. Hospitals and universities became big beneficiaries of philanthropic giving, most notably in the US and UK. Harvard University, for instance, was set up in 1636 following a donation of books and half of the estate of the British clergyman John Harvard. Elsewhere, rail tycoon Leland Stanford donated nearly $1 billion of his wealth (in today's money) to establish Stanford University in 1885 and Scottish-born industrialist Andrew Carnegie was notable for his donations to public libraries – more than 3,000 in total in the US, Canada, UK and Ireland.

Philanthropy became more structured in the 20th century, with the creation of philanthropic foundations set up exclusively to help wealthy families, individuals and organisations donate to causes of their choosing. The Wellcome Trust, the UK's wealthiest foundation, was established in 1936 – following in the footsteps of the Rockefeller Foundation in the US, which by that time already had two decades of work under its belt.

The 1960s and 70s saw philanthropy expand into social justice issues. It became a way to alleviate poverty and create opportunities for the poorest in society – and not just improving hospitals or furthering education provision. In recent decades, major donors such as Microsoft co-founder Bill Gates – through the foundation he set up with his wife Melinda – and businessman Warren Buffett have led from the front in philanthropy. The pair created the Giving Pledge in 2009, encouraging the richest in society to give away half their wealth to charity.

USEFUL RESOURCES

Institute for Philanthropy – a charity that works with the philanthropy sector to increase and catalyse positive social change.
www.instituteforphilanthropy.org

Centre for Philanthropy – philanthropy research centre based at the University of Kent.
www.kent.ac.uk/sspssr/philanthropy

Forbes – a leading US business magazine that posts news, insight and data about philanthropy.
www.forbes.com/philanthropy

Young Philanthropy – organisation that seeks to help the next generation of philanthropists make a difference in the world.
www.youngphilanthropy.org.uk

Centre for Charitable Giving and Philanthropy – research centre supported by five UK universities that aims to develop philanthropic thinking.
www.cgap.org.uk

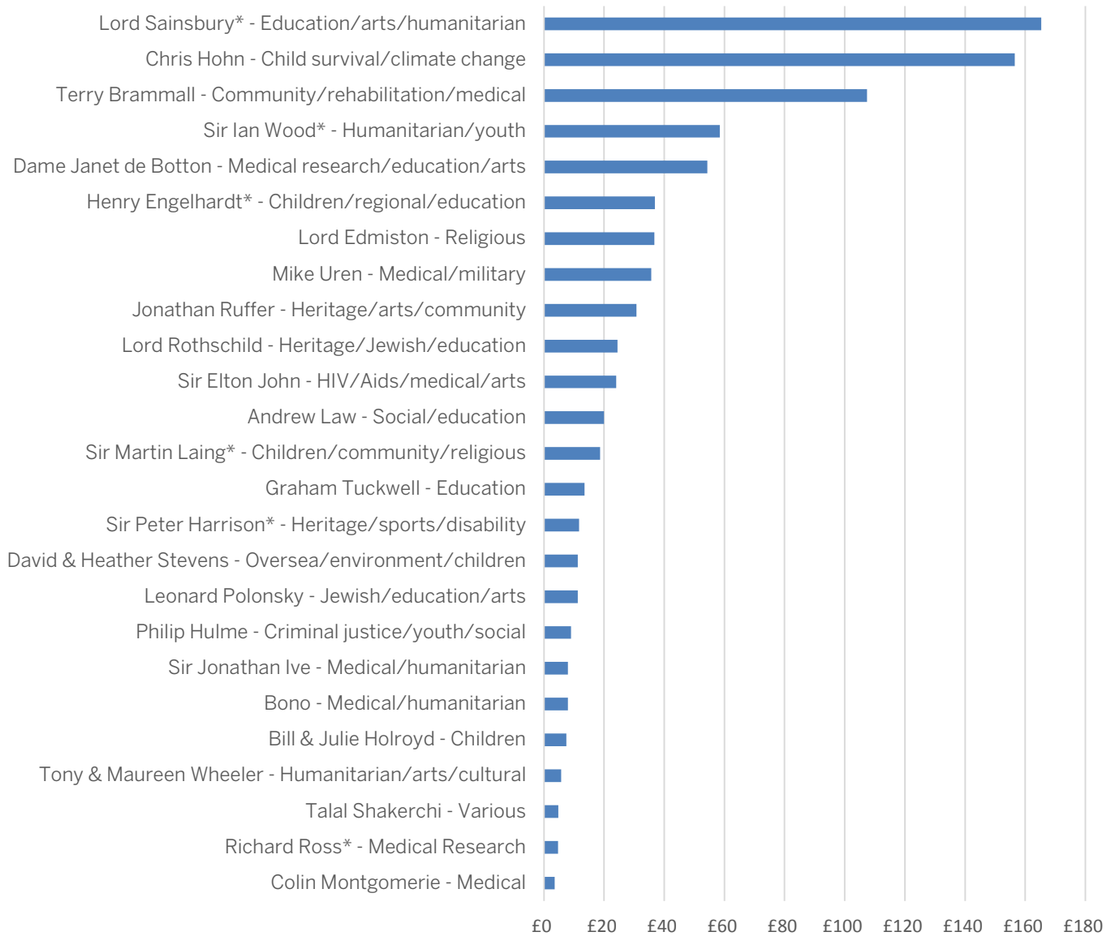
Philanthropy Impact – organisation that brings together the European Association for Philanthropy and Giving (EAPG), Philanthropy UK, and the Philanthropy Advisors Forum (PAF) to make sense of an inspire philanthropy.
www.philanthropy-impact.org

PHILANTHROPY AND THE SUPER-RICH

Each year, the Sunday Times compiles its acclaimed rich list - a ranking of the richest people in Britain. Working with the Charities Aid Foundation (CAF) for the past few years, it has also produced a giving list, which ranks the super-rich on their philanthropy. In total, 165 individual donors and families gave away more than £1m each of their wealth to charity – with 20 giving more than £25m each.

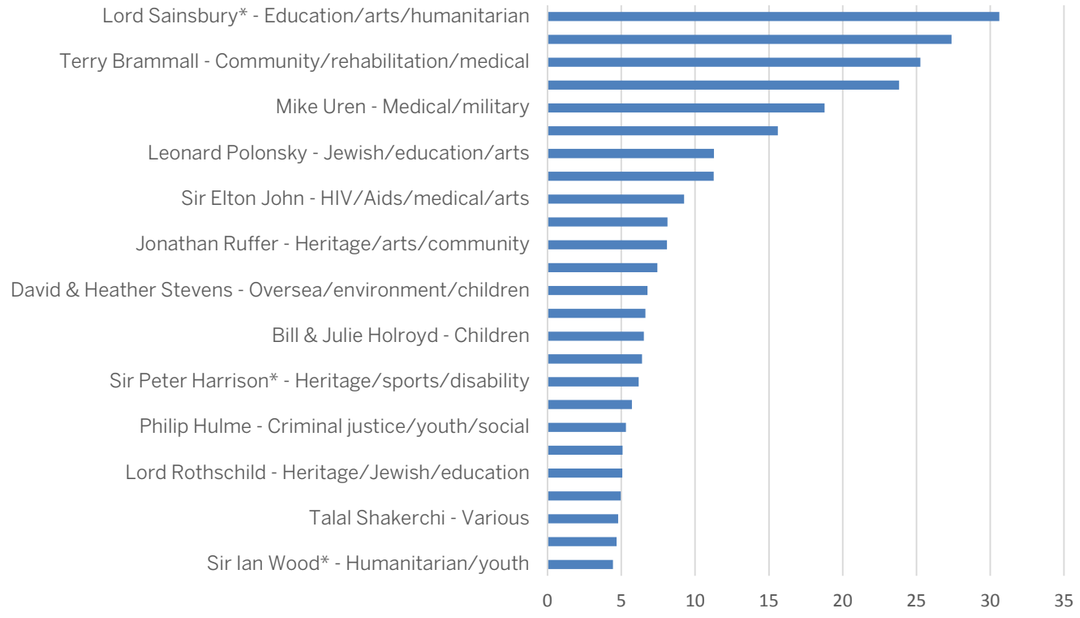
For the full list of the top 200 donors, visit *www.cafonline.org/sunday-times-giving-list-2014.aspx*

RECENT PHILANTHROPIC DONATIONS BY DONOR WITH THEIR MAIN BENEFICIARIES AND AMOUNT (M)

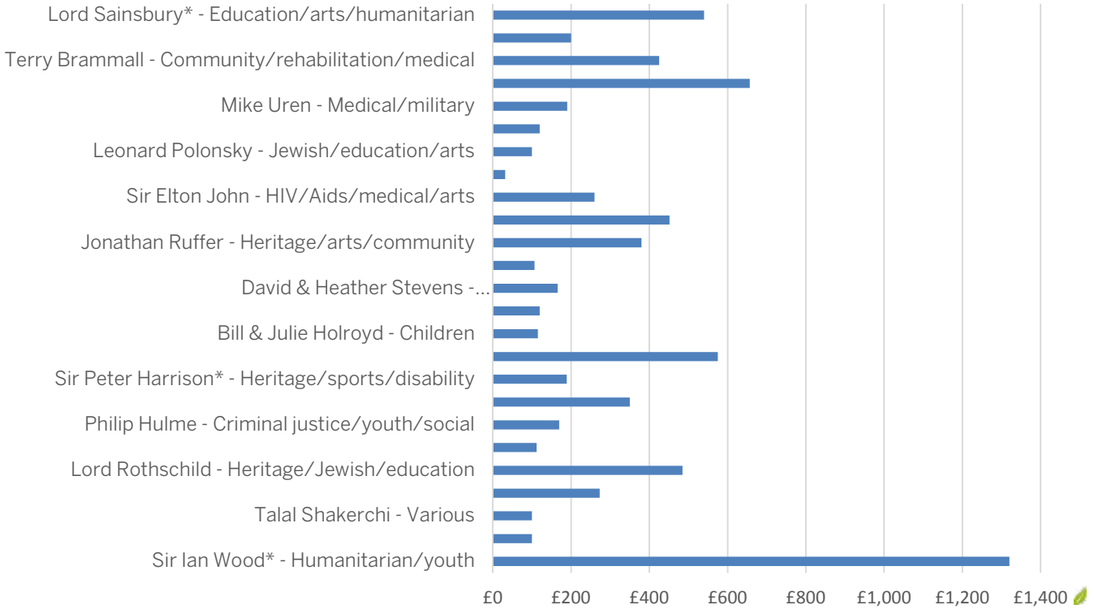


* - denotes family wealth

PERCENTAGE OF WEALTH DONATED BY PHILANTHROPISTS



PHILANTHROPISTS' TOTAL WEALTH



COMING SOON

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Photo of Mark Zuckerberg by TECHCRUNCH via Flickr

PHILANTHROPY IN THE NEWS

From Bill Gates leading India's fight against polio to the Australian businessman who left his entire $3 billion estate to charity after his death, there have been lots of landmarks in the philanthropy world in the past 12 months. Here are our picks.

PHILANTHROPISTS URGED TO TAKE MORE RISKS AND 'TALK ABOUT FAILURE'

July 24, 2013

Philanthropists need to be more daring and less afraid of failure, according to leading economist Michael Green. In a lecture in Abu Dhabi, he said, *"Failure has a very potent part in our lives… but it seems to be an alien concept in the world of philanthropy. Failure is a chance to learn things. You learn more from failure than from success."*

Read full article: *www.bit.ly/RAAbGx*

BILL CLINTON: IRELAND CAN LEAD ON PHILANTHROPY

October 10, 2013

Ireland can become a world leader in philanthropy, according to former US president Bill Clinton. Speaking to an audience in Dublin, the 42nd president of the US said, *"This is a good and noble thing to do. It is in the Irish tradition and you can do something that I would really appreciate."*

Read full article: *www.bit.ly/QAGQjc*

FACEBOOK'S ZUCKERBERG TOPS US PHILANTHROPY LIST AFTER $990M CHARITY DONATION

January 2, 2014

Mark Zuckerberg has topped a list ranking the biggest charitable donations by individual US philanthropists in 2013, after handing $990m (£596m) worth of Facebook shares to a Californian foundation. It is the largest publicly announced single gift in the US in 2013, according to the Chronicle of Philanthropy.

Read full article: *www.bit.ly/1uUGuEr*

10 BIGGEST PHILANTHROPIC DONATIONS OF 2013 REACH $20BN

January 8, 2014

Multi-millionaires continued to donate large sums of money in 2013, with donations expected to grow again this year. The 10 biggest donors of the year pledged over $20 billion (£12.1 billion) to charitable causes alone, research shows. Cultural, academic, health and humanitarian charities accounted for 71% of the total amount of donations.

Read full article: *www.bit.ly/1iJZAIm*





Left Photo of Bill Gates by DEPT. OF INTERNATIONAL DEVELOPMENT AND RUSSELL WATKINS via Flickr

Right Photo by PIPPA RANGER, DFID via Flickr

PHILANTHROPISTS INCLUDING BILL GATES PRAISED AS INDIA BECOMES 'POLIO-FREE'

January 17, 2014

India has celebrated its third consecutive year with no new polio cases reported – a milestone that sees it declared a polio-free country. Bill Gates said, whose foundation with his wife Melinda donated some $225m (£137m) to the cause, described the milestone as *"one of the most impressive accomplishments in global health, ever"*.

Read full article: *www.bit.ly/1g2M6rN*

$78BN FORTUNE SEES BILL GATES REGAIN WORLD'S RICHEST MAN TITLE

March 4, 2014

US philanthropist and Microsoft founder Bill Gates has been once again named as the richest man in the world. His wealth is estimated to be $78 billion (£46.7 billion), according to Forbes magazine. Gates has now been the richest man in the whole world for 15 out of the last 20 years.

Read full article: *www.bit.ly/1omvKbT*

'SUPER-RICH' AFRICANS BOOSTING PHILANTHROPIC GIVING ACROSS CONTINENT

April 14, 2014

The emergence of 'super-rich' Africans has been met with the development of western-style philanthropy, a new report has found. The study, from the African Grantmakers Network (AGN), said that urbanisation across the continent and a corrosion of traditional norms and values were part of the reason that wealthy Africans were donating more money to social causes.

Read full article: *www.bit.ly/1nAkpt9*

PHILANTHROPIC GIVING IS 'URGENTLY NEEDED', SAY 79% OF HIGH NET-WORTHS

April 19, 2014

The majority of high net-worth individuals describe the worldwide need for philanthropic giving as "*urgent*", although top concerns vary among regions. The US, Europe and Asia are described as being roughly halfway to the philanthropic ideal. The Middle East was found to be around a third of the way there.

Read full article: www.bit.ly/1n1ZAUw

SOCIAL MEDIA BOOSTS AWARENESS AND PHILANTHROPY IN CHINA'S NON-PROFIT SECTOR

May 3, 2014

Technology and the use of social media have reportedly boosted China's third sector by engaging with the public, building trust and improving transparency. The Asia Foundation says that Chinese culture has historically encouraged charity, and following reforms to the welfare system, demand for philanthropy has risen.

Read full article: *www.bit.ly/1jyG8ik*

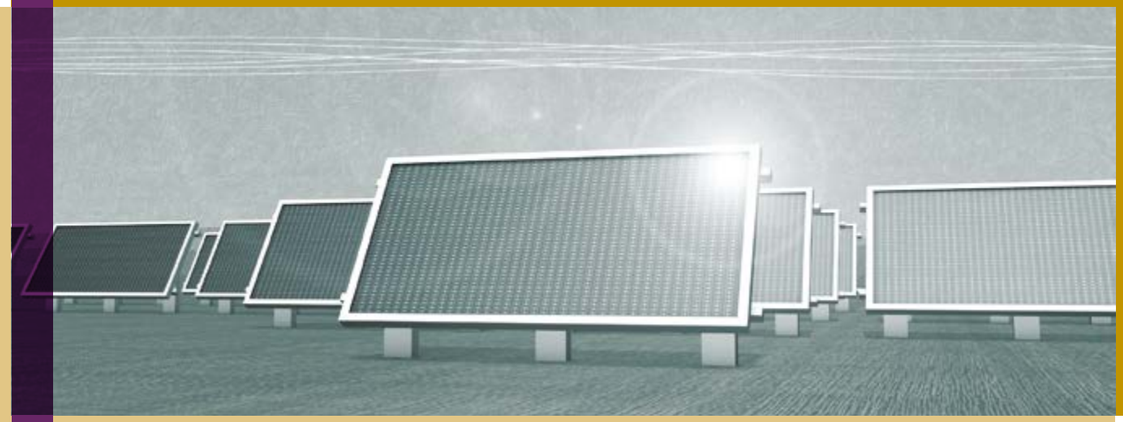
AUSTRALIAN PHILANTHROPIST LEAVES $3BN ESTATE TO CHARITY
MAY 7, 2014

One of Australia's richest men has left almost his entire fortune to charity. Paul Ramsay, who made his fortune through the healthcare business, passed away at the age of 78 following a heart attack he suffered a week earlier in Spain. He left behind an estate worth $3 billion (£1.65 billion) that he donated entirely to charitable causes.

Read full article: *www.bit.ly/1fOAyIX*

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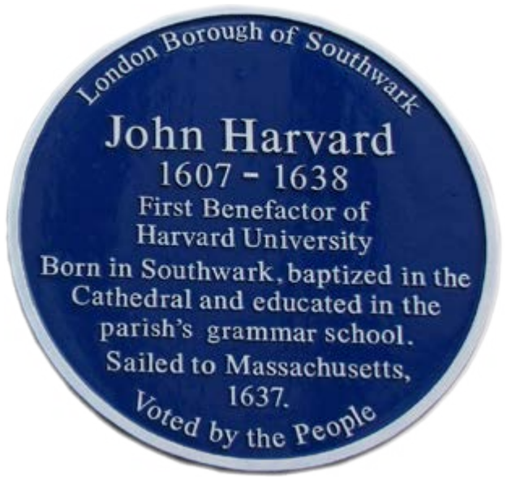
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REINVENTING PHILANTHROPY

BETH BREEZE and THERESA LLOYD analyse the history of philanthropy, finding it is not a simple, static activity, with philanthropists open to change.



Photo by RALPH HOCKENS via Flickr







By BETH BREEZE and THERESA LLOYD

Left photo by 51% STUDIOS ARCHITECTURE via Flickr

Right photo by INSAPPHO WETRUST via Flickr

Much of what we know – or think we know – about philanthropy is based on the three As: assumptions, anecdotes and American studies. The idea that there exists a '*new philanthropy*' is a good example of something that is widely assumed to be true being based more on speculation and selective examples, rather than on a reliable evidence base.

Why would anyone make such a claim without good reason to do so? A '*preference for novelty*' has been noted as a defining feature of our times because we assume that if it is new it must be intrinsically better. Tired products are repackaged as '*new and improved*' and political parties get a fresh lease of life by prefixing the word '*new*'. The opposite of '*new'* underscores this preference: obsolete, old-fashioned and out-of-date.

This preference for novelty is at least a century old: in Thorstein Veblen's caustic study of *"conspicuous consumption"*, published in 1899, he notes, *"A fancy bonnet of this year's model unquestionably appeals to our sensibilities today much more forcibly than an equally fancy bonnet of the model of last year; although when viewed in the perspective of a quarter of a century, it would, I apprehend, be a matter of the utmost difficulty to award the palm for intrinsic beauty to the one rather than to the other of these structures."*

But what have fancy bonnets or '*new and improved*' products got to do with contemporary major donors? The phrase '*new philanthropy*' emerged towards the end of the 20th century and gained traction over the past decade as interest grew in understanding the nature and motives of contemporary philanthropists. It has a triple meaning – new types of donors, giving to new types of causes and using new methods of giving – and is generally viewed as a change for the better, contrasting favourably with the allegedly careless and paternalistic approach of philanthropic forebears, especially bewhiskered Victorian industrialists and do-gooding Lady Bountifuls!

PHILANTHROPIC IMPACT

None of this stands up to historical scrutiny. Many major donors in the past exhibit characteristics that are supposed to be unique to today's new philanthropists: being young, entrepreneurial and first-generation rich: Thomas Guy, Isaac Wolfson and Joseph Rowntree all fit this description. Probably the best known British-born philanthropist, Andrew Carnegie, was self-made, started giving at a young age and bypassed existing charitable structures to set up his own vehicles to tackle the causes he cared about.

The suggestion that historic donors didn't care about impact is equally easily dismissed: in 1758 the philanthropist Jonas Hanway resigned as life-governor of the Foundling Hospital after calculating that it cost £60 to raise a foundling in the institution, which was more than twice the £25 needed to raise a child within a family.

The rise of new recipients of philanthropic spending is the easiest claim to substantiate – the emergence of the environment as a favoured cause and the extended scope of international development efforts are a result of scientific advances and the positive aspects of globalisation. But it is easy to overstate this change, as similar shifts in the focus of philanthropic attention have occurred throughout history. Just as climate change and global health are prevailing concerns at the start of the 21st century, it was popular to help poor maids to marry in the 15th century, to pay ransoms for people captured by pirates in the 16th century and to make contributions to rebuild London after the Great Fire in the 17th century.

As the most urgent social problems change over time, so too the philanthropic response alters, as noted in a 1934 book (called The New Philanthropy!) by Elizabeth Macadam: *"The worthy citizen of the 18th century relieved his conscience by a gift to an orphanage; the benevolent lady of the 19th century distributed soup and blankets. Her daughter 'taught the orphan boy to read and the orphan girl to sew'; her granddaughter went 'slumming'. The 20th century lady is on the committee of the village institute; her daughter is a guide captain and her son helps at an unemployment centre."*

In our recently published book, *Richer Lives: Why Rich People Give*, we present an in-depth study of why and how the richer members of our society give away their private wealth. We explore the question of the newness of '*new philanthropy*' and conclude that those making significant donations in the second decade of the 21st century cannot be characterised as any newer than philanthropists in any other era.

MYTHS OF OLD AND NEW

The role of philanthropy and philanthropists has been continually reinvented to reflect contemporary needs, dominant values, available wealth, technological developments, new forms of financing and tax structures and the broader socio-political context. In other words, philanthropy cannot be divided into '*old*' and '*new*' but is instead always evolving as a product of its time.

However, we are able to make comparisons between the older and younger donors operating today, as our study involved revisiting rich donors last interviewed in 2002 (the findings of which were published in *Why Rich People Give* by Theresa Lloyd) as well as adding a new cohort of donors, with a younger age profile, who we first interviewed a decade later in 2012. This research design creates a unique opportunity for a longitudinal study of UK philanthropists, which will be revisited again in 2022, 2032 and so on – a sort of '*10 up*' of the philanthropy world.

So what are the key messages from the update of 2012? Consistent with our argument that there is no sharp divide between philanthropy in different eras, we find more similarities than differences between our two groups:

Philanthropy is a very important aspect of the lives of both younger and older donors

Over a quarter of all our interviewees rated the importance of philanthropy in their lives as 10 on a scale of 1-10 and, encouragingly for the future, the belief that philanthropy is of growing importance was 10 percentage points higher amongst emerging or newer donors. Whilst many of our interviewees reported instances of feeling unappreciated and unfairly criticised for their giving – notably having their motives questioned, but also their choice of causes – overall, they sense that the political and cultural climate for giving in the UK has improved over the past decade.

Photo by ALEXANDER RIST via freeimages.com

"Just as climate change and global health are prevailing concerns at the start of the 21st century, it was popular to help poor maids to marry in the 15th century, to pay ransoms for people captured by pirates in the 16th century and to make contributions to rebuild London after the Great Fire in the 17th century"

Donors give because it enriches their lives

Philanthropic acts are motivated by a complex array of factors, including different drivers for the same donor giving to different causes at different times. But the one shared motivation is that it is a means of enriching donors' lives in many ways. These include feelings of satisfaction at using their private wealth to support the causes they care about; the enjoyment of having unusual experiences and developing relationships with interesting people working in charities, as well as fellow donors and beneficiaries; the opportunity to integrate giving into their social life and retirement activities; and the beneficial impact on their family, as a way of sharing values across the generations and leaving a meaningful legacy beyond a simple sum of money.

Philanthropy is not a simple, static activity and philanthropists are open to change

Despite a widespread view of philanthropy as a straightforward, unchanging activity and the tendency to pigeonhole donors into '*types*' (such as '*driven by religious belief*' or '*focused on local causes*'), these simplifications sit uncomfortably with the reality of a complex, ever-changing sphere of activity populated by donors who are open to new ideas about how to best use their private wealth for the public good. Our book charts a widespread concern with being strategic, a desire to focus on underlying problems rather than symptoms, and a willingness to be more open about giving. These trends are aligned with new approaches and mechanisms, including social investment, venture philanthropy and taking up professional advice (though a willingness to pay for advice is more common amongst the younger donors). At the same time, we see renewed interest in old ideas such as tithing, giving anonymously and collaborative giving.

The end of the armchair philanthropist

Almost all those who give substantial amounts of money also give substantial amounts of time. Donors want to be involved with the cause they are supporting, though the level of engagement varies from donor to donor and from cause to cause, and changes over time, depending on their other commitments. The desire for involvement may create new pressures for time-stretched charities, but project visits ('*seeing is believing*') can create a virtuous cycle of deeper commitment that leads to more donations.

Fundraising is improving but needs the input of donors as askers

The donors we studied feel that fundraising has become more professional over the past decade, especially in terms of the right research being conducted before approaches are made, and fundraisers having a better understanding of how different donors might want to engage with causes. However, donors want to have relationships with the charity chief executive and the trustees, not just the fundraisers, and believe that sizable donations ought to create access to the charity leadership. Fundraisers also need more support from major donors. While many major donors do get involved in asking, a sizable proportion (especially of newly-emerging philanthropists) have never asked others to give. This needs to change, given the importance attached to being asked by someone known and trusted by the potential donor, and the role of peer pressure in securing a positive response.

WHY DO RICH PEOPLE GIVE?

In addition to the importance of being asked well, by the right person, at the right time, our study offers 10 further answers to the question incorporated in the book's title: why do rich people give? The original 2002 study identified five drivers behind the giving of wealthy people:

1. Because they believe in the cause, usually as a result of a personal encounter, such as ill health or proximity to a social problem. The affinity between the donor and the cause underpins and reinforces their enthusiasm for giving.



"The one shared motivation for philanthropy is that it is a means of enriching donors' lives in many ways"

Photo by BRIAN COOPER via Flickr

2. Because they want to be a catalyst for change and make something good happen that would not have occurred without their input.
3. Because philanthropy helps them to develop as a person by gaining new knowledge or putting skills to work in a new context.
4. Because they feel a duty and responsibility to share their wealth; despite its old-fashioned connotations, the concept of noblesse oblige is alive and well.
5. Because they enjoy the relationships that develop with the charity leadership, with fellow donors and with the beneficiaries.

Ten years on, we find these five factors remain in place as key drivers of giving, but we also identify five further explanations for why rich people choose to give away some of their private wealth to promote the public good:

1. Because they believe philanthropy is the right use of surplus money. Most people we spoke to were worth at least £10m and had large incomes on top of that wealth, so by any definition they have some to spare. Whilst we argue that the main reason some rich people do not give is because they feel financially insecure (however irrational that may be), our interviewees had a more accurate sense of their surplus and a desire to put it to good use.
2. Because they are clear about the complementary roles of government and philanthropy. There are many varied views about what should be funded by private individuals and what is the

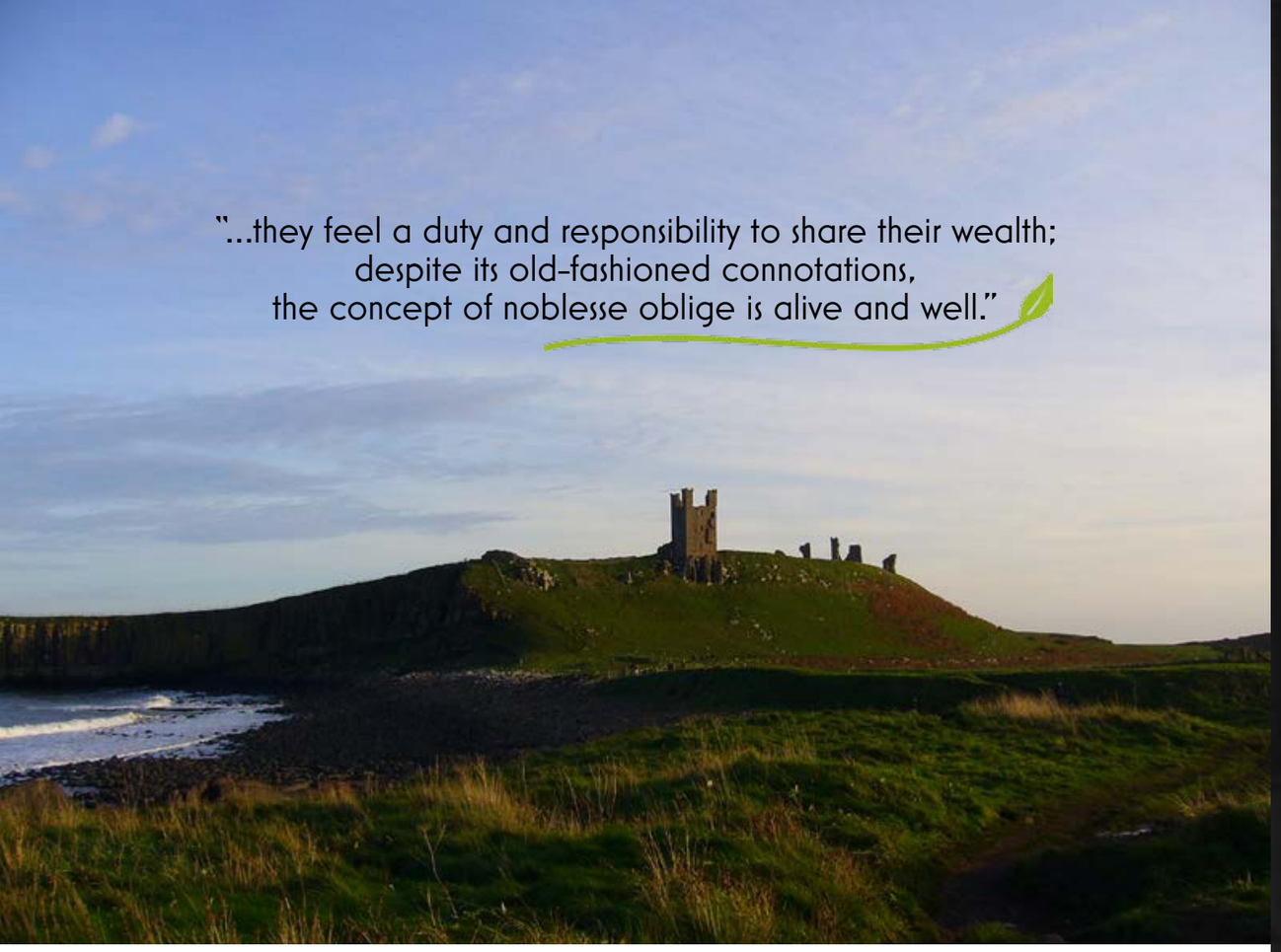


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responsibility of the state, but drawing a clear line allows donors to focus on funding what feels right and appropriate to them.

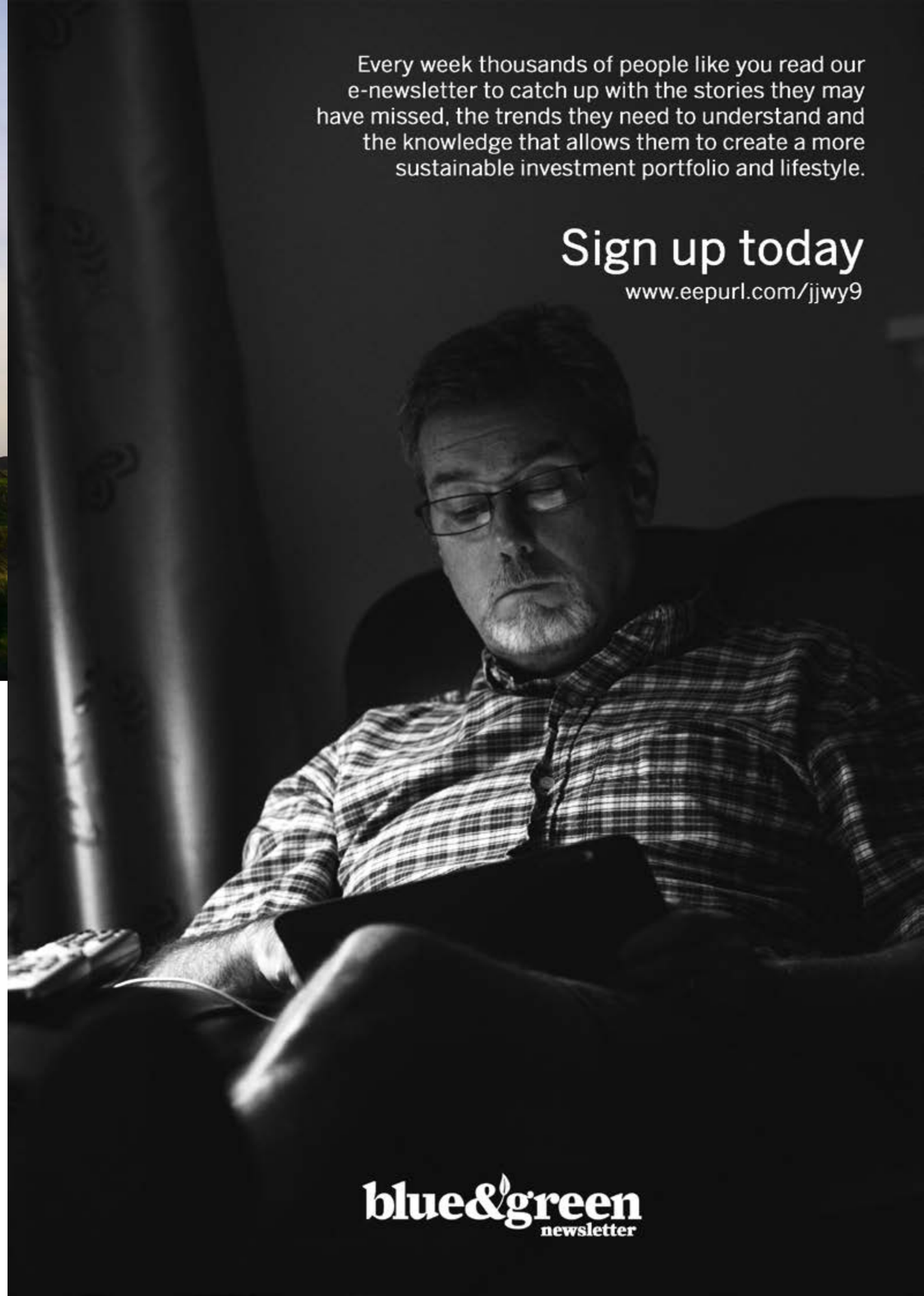
3. Because they believe philanthropy is a good parenting tool. The vast majority of our interviewees have children (89%) and many talked about their offspring when discussing their philanthropy – both in terms of involving them in funding decisions and in terms of choosing philanthropy as a better alternative to an over-large inheritance.
4. Because they appreciate appropriate recognition, despite awareness that it can fuel critics who see giving as driven more by ego than by generosity. Many of our interviewees felt that public appreciation – such as awards, naming opportunities and honours – was an enjoyable bonus. This view was held more strongly by established or older donors, one of whom explained, *"It's not an improper motive. There's nothing wrong with wanting to be recognised as a good guy."*
5. Because they get joy out of giving. The final and most important reason why rich people give is refreshingly simple: without exception, the people we spoke to give because in some way it enriches their life to do so. The book goes into more detail on all the points summarised above, but we give the last word here to one of the many rich donors who spoke of the richer life they lead as a philanthropist: *"I always say that philanthropy makes you feel good, and I don't mean goody-goody two shoes, righteously good, but it just makes you feel good inside. You get a buzz."*

Dr Beth Breeze is director at the University of Kent's Centre for Philanthropy. Theresa Lloyd is a philanthropy expert and consultant in strategic planning, fundraising and governance for charities. The book they wrote together, Richer Lives: Why Rich People Give, is available to buy on Amazon: www.amazon.co.uk/Richer-Lives-Rich-People-Give/dp/1906294798

This article originally appeared in the Charity Times. www.charitytimes.com

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THE GIVING PLEDGE: JOIN THE CLUB







By CHARLOTTE MALONE

Photo of Richard Branson by INMA & JARLE NAUSTVIK via Flickr

Can we really get all of the world's billionaires to give away half of their wealth to charity?

Since the Giving Pledge was made public four years ago, 127 of the world's wealthiest individuals have signed up to it, representing 12 countries and a strong desire to provide solutions to a wide range of global issues through philanthropy. Business magnate Warren Buffet and founder of Microsoft Bill Gates, along with his wife Melinda, launched the campaign in 2010 in order to encourage the rich and their families to help address some of society's most pressing problems.

Billionaires, or those that would be billionaires if not for their philanthropy, are invited to sign the Giving Pledge and commit to giving more than half of their wealth to worthy causes either through their lifetime or in their will. The idea came about following discussions between the founders and other philanthropists. It was during one of these discussions that media entrepreneur Marguerite Lenfest proposed, *"The rich should sit down, decide how much money they and their progeny need, and figure out what to do with the rest of it."*

The Giving Pledge states the following, *"The idea takes its inspiration from efforts in the past and present that encourage and recognise givers of all financial means and backgrounds. We are inspired by the example set by millions of people who give generously (and often as great personal sacrifice) to make the world a better place."*

The pledge doesn't involve pooling money or supporting a particular set of causes or organisations, but is instead a moral commitment. As a result, the causes supported by signatories vary widely from environmental to educational to health. In addition to encouraging philanthropic donations, the group also aims to inspire conversations that lead to innovative approaches to tackling current issues and the exchange of knowledge.

Notable backers include the British entrepreneur Richard Branson and Facebook's founder Mark Zuckerberg. Their reasons for signing the pledge and the charities and causes they choose to put their money behind may differ, but all donors have a goal of contributing to making the world a better place for their children and future generations.

In his pledge, former mayor of New York City Michael Bloomberg writes, "*If you want to fully enjoy life – give. And if you want to do something for your children and show how much you love them, the single best thing – by far – is to support organisations that will create a better world for them and their children. Long-term, they will benefit more from your philanthropy than from your will. I believe the philanthropic contribution I'm now making are as much gifts to my children as they are to the recipient organisations.*"

Another notable name on the list is the Rockefeller family, which has been associated with philanthropy for five generations. Their pledge says, *"Our family continues to be united in the belief that those who have benefitted the most from our nation's economic system have a responsibility to give back to our society in meaningful ways."*

"If you want to fully enjoy life – give"
Michael Bloomberg, former mayor of New York City

As with all initiatives, the Giving Pledge has attracted criticism. Back in 2010, when just 40 people had signed the pledge, the idea was labelled as "*ostentatious*" by an asset manager of one of the billionaires contacted by Gates. He added that many of the world's wealthiest had already transferred large portions of their assets to charitable foundations without the publicity.

German billionaire and philanthropist Peter Krämer emerged as one of the biggest critics of the Giving Pledge. He argued that it transfers power from the state to the billionaires involved, noting that whilst they may be doing good, the decisions on what to back are still *"very personal"*. Speaking to German publication Der Speigel, Krämer said, *"It is all just a bad transfer of power from the state to billionaires. So it's not the state that determines what is good for the people, but rather the rich want to decide. That's a development that I find really bad. What legitimacy do these people have to decide where massive sums of money flow?"*

Photo of Mark Zuckerberg by KRIS KRUG via Flickr

Photo of Michael Bloomberg by RALPH ALSWANG via Flickr

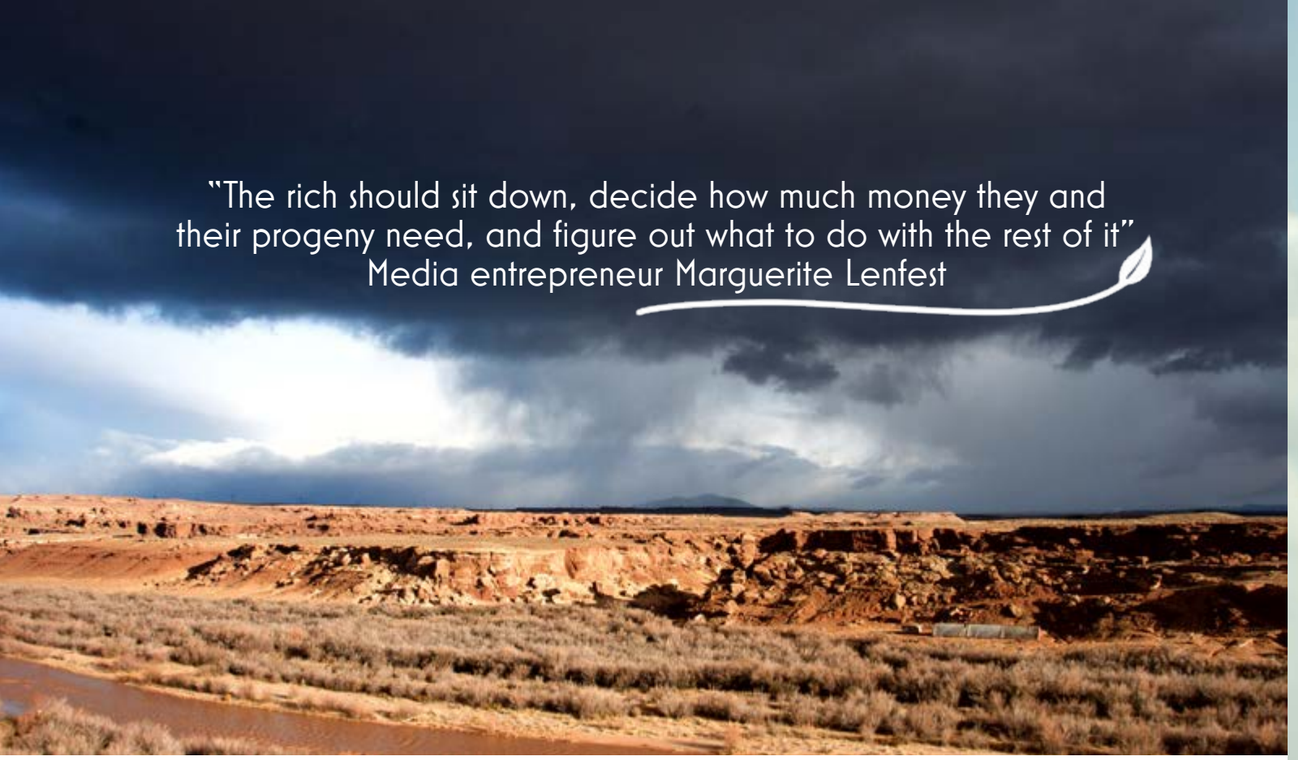


Photo by STUDIOTO via freeimages.com

Another of Krämer's criticisms, which has been noted by other critics, is that the initiative can be used as a tax break. Others have argued that a "*loophole*" exists because signatories can pledge their money to family-run foundations. However, despite the criticisms the Giving Pledge has received, the donations the signatories give are undeniably having a positive impact across the world. Latest figures from Forbes show the number of billionaires now stands at 1,645, with an aggregate wealth of $6.5 trillion (£3.87 trillion). Around 8% of the world's billionaires have committed to giving away at least half of their wealth. If the Giving Pledge can encourage more to join, the positive social and environmental impact could have a huge and long-lasting effect.

www.givingpledge.org

NOTABLE GIVING PLEDGE SIGNATORIES

Michael Bloomberg – US businessman; former mayor of New York City

Sir Richard and Joan Branson – Entrepreneur and investor; founder of the Virgin Group

Warren Buffett – business magnate; chairman and CEO of Berkshire Hathaway

Bill and Melinda Gates – co-founder of Microsoft and founders of Bill & Melinda Gates Foundation

Vinod and Neeru Khosla – venture capitalist and clean technology investor

George Lucas – filmmaker behind Star Wars

George P Mitchell – businessman who first experimented with shale gas extraction

Elon Musk – entrepreneur and founder of Tesla and PayPal

David Rockefeller – banker, oldest living member of the Rockefeller family, philanthropy pioneers

David Sainsbury – former chairman of Sainsbury's; now a member of the House of Lords

Vincent Tan – Malaysian businessman; owner of Cardiff City Football Club

Mark Zuckerberg – founder and CEO of Facebook

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TEACH A MAN HOW TO FISH...

Blue & Green Tomorrow speaks with MICHELLE WRIGHT, chief executive of Cause4, a social enterprise that helps individuals, charities and social businesses develop effective philanthropy strategies that tackle the root causes of the issues they feel closest to.

By ILARIA BERTINI



Photo by ANGUS WURTH via freeimages.com

"The most conventional modern definition of philanthropy is commonly understood as private initiatives, for public good, focusing on quality of life"

HOW DO YOU THINK PHILANTHROPIC PROJECTS STAND BETWEEN INDIVIDUAL CITIZENS' ACTIONS AND INSTITUTIONAL POLICIES? WHICH IS THEIR ROLE?

My best understanding of philanthropy is that it seeks to solve problems at root causes, for instance by teaching a man how to fish for himself, rather than giving him a fish, which is also the key difference between the concepts of philanthropy and charity. The most conventional modern definition of philanthropy is commonly understood as private initiatives, for public good, focusing on quality of life. When this is combined with the word's root, such as '*love of humanity*', linked to the solving of root causes, it really takes the concept of philanthropic projects way beyond the day-to-day action of individual citizens' action and the more often self-interested development of institutional policy and into the territory of catalytic projects that make things actually happen.

YOU USE THE CONCEPTS OF EFFECTIVE AND INEFFECTIVE PHILANTHROPY WHEN TALKING ABOUT THE WORK YOUR ORGANIZATION DOES. WHAT DO THEY MEAN?

Effective philanthropy addresses key issues and can demonstrate both the impact of the intervention and its sustainability. I come across many people that wish to be philanthropic and with a '*good idea*' but in fact the approach ends up replicating existing initiatives and not being collaborative. The best and most effective philanthropy will either address a new idea or will join up individuals and organisations, so that the sum of the parts addresses new and key areas that are important in solving problems at root causes.



Photo of MICHELLE WRIGHT, Chief Executive of Cause4

RESEARCH BY THE ENVIRONMENTAL FUNDERS NETWORK HAS SHOWN THAT THE ENVIRONMENT IS ONE OF THE LEAST POPULAR SECTORS FOR PHILANTHROPIC GIVING. WHY DO YOU FEEL THAT SOME AREAS (FOR INSTANCE, EDUCATION) ARE MORE POPULAR AMONG THE WEALTHY THAN OTHERS?

Another key to effective philanthropy is that it needs to be passion-led, which means that the philanthropist will invest the best amount of time, energy and resources in areas where they are completely committed to the change that is needed. I think as an emerging area of interest it makes sense that the environmental sector will see more philanthropists as it becomes an ever more important area to address.

Another trend that I am seeing is that, as the economy gets tougher, philanthropists are keen to invest in their local area, and the concept of attachment to a particular place becomes very important. Otherwise causes will usually emerge from the interests of the specific donor.

"[Philanthropy]...seeks to solve problems at root causes, for instance by teaching a man how to fish for himself, rather than giving him a fish, which is also the key difference between the concepts of philanthropy and charity."

Photo by BENJAMIN EARWICKER via freeimages.com



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ROBERT LINDER
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"Effective philanthropy addresses key issues and can demonstrate both impact of the intervention and its sustainability"

PHILANTHROPY OFTEN RECEIVES CRITICISM FROM PEOPLE WHO ARGUE THAT IT SIMPLY SERVES THE INTERESTS OF THE DONOR. WHAT WOULD YOU SAY TO THAT AND HOW CAN PHILANTHROPY GENUINELY HELP SOME OF THE WORLD'S BIGGEST CHALLENGES?

It could be argued that there is some self-interest in all endeavour and philanthropy is not immune. In my work, I am just interested in making sure that philanthropy is effective and sustainable and as long as the motivation to solve an issue is realistic and tangible, then a philanthropist should be able to take good comfort and enjoyment from setting in train an important development. The best philanthropy should also be fun!

With foreign aid budgets under increasing pressure, the significance of the potential in global philanthropy becomes ever more important. Philanthropy can provide a real source of innovation in development and without the political accountability and economic spending constraints of aid budgets. Philanthropists are also better placed to take on more risk and to foster new approaches and partnerships than foreign aid organisations, and the best will also do so with great accountability.

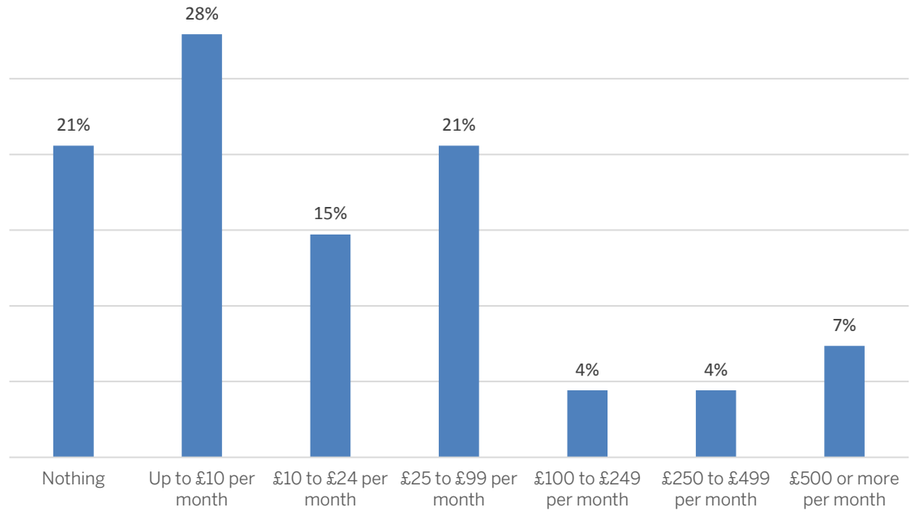
Michelle Wright is chief executive of Cause4.
www.cause4.co.uk

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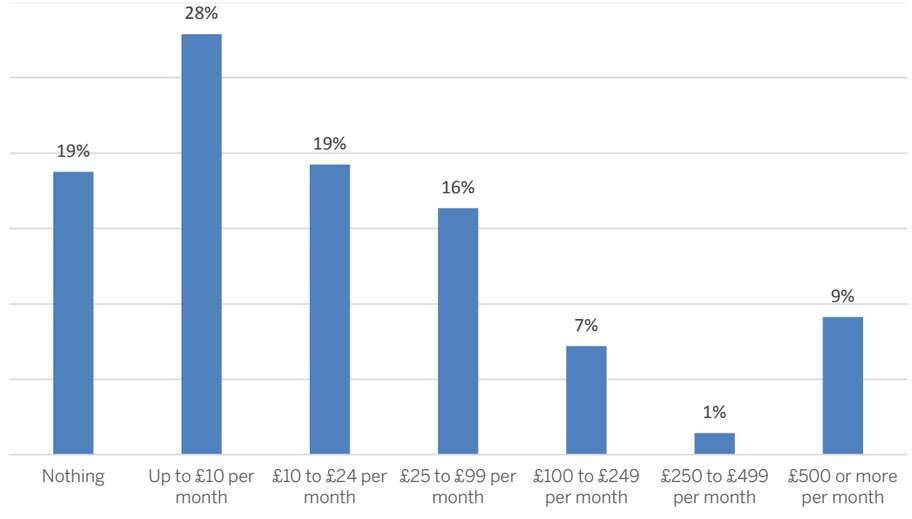
BLUE & GREEN TOMORROW READERS' POLL

IN THE LAST 12 MONTHS, ON AVERAGE, I HAVE INDIVIDUALLY GIVEN TO CHARITY...

2013 RESULTS - READERSHIP OF 12,000



2014 RESULTS - READERSHIP OF 60,000



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WEALTH DOING GOOD

"The multi-billionaires of this world no longer see the need to just continue to leave every single penny to the next generation; they want to give some back in a philanthropic way"

By ALEX BLACKBURNE

UBS is at the leading edge of the financial services world, with assets into the trillions of dollars. David Rowe, the man responsible for the bank's UK charity business, speaks with Blue & Green Tomorrow about its clients' increasing interest in philanthropy.

WHAT IS UBS'S INTEREST IN PHILANTHROPY?

We've known for over a decade that many globally wealthy families had more money than they thought they needed for the next generation, and therefore they intended to give significantly to charity.

We have, for the last 12 or more years, invested in our philanthropy services as a way of meeting our clients' needs. One of the key drivers was the pretty certain knowledge that there was going to be a wave of philanthropic giving at some stage in the not-too-distant future.

That was because we knew the average age of the people who had a lot of money, and their intention was to give it away either during their lifetime or on their death. There were so many very wealthy families who had more money than they would ever need. If that was the case in 2002, it has to be even more the case in 2014.

The multi-billionaires of this world no longer saw the need to just continue to leave every single penny to the next generation; they wanted to give some back in a philanthropic way. That's where one of our interests in philanthropy started. At about the same time, we set up our own foundation – the UBS Optimus Foundation.

DO CLIENTS HAVE A SAY IN WHAT THE OPTIMUS FOUNDATION DOES?

Optimus is very clear. It serves the needs of children and focuses on early intervention in children's lives.

We decided, after a lot of academic work 12 years ago, that the greatest return you get as a philanthropist is by investing in children in the earliest years of their lives.

The grants Optimus gives are sustainable. Rather than being an act of charity, which is great but doesn't necessarily address long-term issues, our projects will be long-term. They will not be dependent on our funding forever. We want them to be adopted by national governments so the work that we do is sometimes pioneering and at all times has a long-term impact, rather than being something that you do once and then stop.



Photo of David Rowe



Photo by
SCOTT LIDDELL
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UBS UNVEILED THE DONOR ADVISED FOUNDATION IN JANUARY. WHAT DOES IT DO AND WHY DOES IT EXIST?

The Donor Advised Foundation is an umbrella charity that allows clients to donate money under that umbrella. The idea was to make it much easier for people to put money into their own philanthropic vehicle – to take advantage of current legislation and then, given time, to make up their mind who we give the money to. They lose control when they give it to us, but we respect their wishes thereafter unless they want to donate money to something non-charitable.

WHAT HAS THE INTEREST BEEN LIKE FROM CLIENTS IN THE FOUR MONTHS SINCE ITS LAUNCH?

The interest has been very strong – but I always thought it would be. For individuals that want to give money to charity but can do without the complexity, administration and responsibility, it absolutely ticks all the boxes they could ever want. Simplicity, lack of cost and anonymity are very important to many clients.

What has been a surprise is that if a mother and father set up a foundation in the hope that their children will get involved, their children – now in their mid-30s with children of their own – often don't particularly want to get involved with the mechanics of being a charity trustee once it is passed down to them. The elder family wants the process to be made even easier, so the children can focus on giving money away but don't have all the rigmarole around trustee duties. They can collapse the charity into the Donor Advised Foundation and do away with the regulatory issues that their children want to avoid, and they can then stay on as grant recommenders.

HOW DOES THE UBS DONOR ADVISED FOUNDATION DIFFER FROM SERVICES AVAILABLE FROM OTHER PROVIDERS IN THE SPACE?

Community foundations all have donor advised foundations, so they're a separate pot. Some of the institutions that offer a similar service are Hoare & Co, the Charities Aid Foundation and Prism. They principally have the same structure and all have slightly different rules and costs.

What sets ours apart is that there is no cost to the donor at all for the administration of the charity. We bear the complete cost. There are no rules about how much money you can put in or how much you can donate. We've tried to make setting up one of these foundations as easy as we possibly can – so there's nothing difficult about putting money in, taking money out or giving money away.

"The greatest return you get as a philanthropist is by investing in children in the earliest years of their lives"



Photo by MARTIN ABEGGLEN via FLICKR

"The goals of philanthropists are not a million miles from what people what to achieve from investing"

WHAT TRENDS ARE YOU SEEING MORE GENERALLY IN TERMS OF CLIENTS AND PHILANTHROPIC GIVING?

Indications from the Donor Advised Foundation and Optimus suggest there is certainly interest. I don't think we have yet got to the point where we've seen the surge of philanthropic giving that we're expecting.

One of the reasons we set up the Donor Advised Foundation was to try and make it easier for people to give more money away. We haven't seen an enormous surge, but clearly both foundations have got off to good starts.

HOW DO YOU THINK PHILANTHROPY LINKS WITH SOCIALLY RESPONSIBLE INVESTMENT?

The goals of philanthropists are not a million miles from what people want to achieve from investing. Philanthropy looks to address issues and some of these cross issues into where socially responsible investing (SRI) sits.

SRI looks to invest in a way that influences the outcome of what businesses do. We as shareholders invest in companies we like; we can disinvest from companies we don't like; and we can protest at the AGMs of companies we think need to behave better. That is very close to what a philanthropist wants to do – they want to see projects that they invest in have an actual impact on the issues that they are concerned about. I think there is a crossover point where the needs of a philanthropist meet those of the socially responsible investor.

WHAT ARE YOUR PREDICTIONS FOR THE FUTURE OF PHILANTHROPY IN THE UK?

Our vision – set out 10-12 years ago – that philanthropy would become increasingly important to our clients still holds true, and in actual fact more so. We have committed this year to match funds that clients give through Optimus. We believe this area has growing interest and firms have to align themselves with their clients and the society in which they work.

The trends are all for businesses and individuals to act in a more socially responsible way – both in terms of the environment and investing. The clients want this and will put more money – in one form or another – into it. The trend is entirely positive; it's just not at the breakneck speed that we always thought it would occur.

David Rowe is a managing director at UBS.
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ENVIRONMENTAL PHILANTHROPY: A GIFT FROM YOU TO THE FUTURE

By ILARIA BERTINI

Environmental causes still represent a small proportion of philanthropic giving – but the natural world's interconnectedness means that won't always be the case.

People have mixed feelings about philanthropy. Some might see it as a way for wealthy people to serve their own interests, while others praise the efforts and commitment of affluent individuals and organisations in helping tackle global problems. Regardless of your view, the impact and legacy of philanthropic giving is clear for us all to see – in our museums, hospitals, galleries, monuments and national parks.

One area that generally provides donors with less tangible or visible outcomes – but which has benefits for everyone and everything on the planet – is the environment. The latest report by the Environmental Funders Network (EFN) revealed that UK foundation grants and lottery funding for environmental projects totalled £383m between 2010 and 2012 – with 66% coming from just 10 foundations. While this is an increase over previous years, the total still represents less than 4% of all grants by UK charitable trusts.

The green investor and philanthropist Ben Goldsmith, who co-founded the EFN in 2003, told Blue & Green Tomorrow in last year's Guide to Philanthropy & Giving, *"People assume that the environment will just always be there and will always keep on giving, and therefore they look to focus on the more immediate problems. It's like they're putting sticking plasters onto the symptoms of environmental collapse and trying to deal with things at the end of the pipe, rather than going to the beginning of the pipe and trying to solve the cause of some of those problems. That's the transition that philanthropists need to make."*

A year on from Goldsmith's rallying cry, and not enough progress has been made. Mark Kenber, CEO of the climate change organisation the Climate Group, notes that philanthropic giving still struggles to break away from its focus on health, education and poverty.

In a cruel twist of fate, these three important issues are being worsened by climate change: pollution from the burning of fossil fuels for energy and transport is killing people globally; heatwaves, droughts and other extreme weather cause disruptions to education provisions; and developing world families are being pushed further into economic anguish as farmland becomes useless and food harder to come by.

Kenber says, *"[Environmental and conservation work] are areas where the devastating effects of climate change are having the greatest impact on millions of people across the globe, with heatwaves, floods, droughts, wildfires and pollution disrupting education, forcing families from their homes and causing people to fall ill. This will accelerate unless we act now and undermine much of the progress made in areas that receive the bulk of philanthropic support.*

"Philanthropic funding and charitable giving to environmental organisations has the potential to revolutionise the fight against climate change, creating an impact that will be felt by the global community."

There are many notable examples of trusts, foundations and also individuals that have made a difference by deciding to direct their giving towards environmental initiatives. For example, the Canada-based Oak Foundation offers grants to projects that address the causes of and solutions to climate change and the oceans crisis. The foundation is the primary funder of the TckTckTck network – also known as the Global Call for Climate Action, which puts together over 450 organisations campaigning for climate action.

Another notable British organisation, the Whitley Fund for Nature (WFN), offers grants to the leading environmental protection projects. Its annual awards help fund the world's top conservationists. Among last year's winners are biologist Zahirul Islam, who worked to protect sea turtles in Bangladesh, and Daniel Letoiye, whose efforts to preserve species and grasslands in Kenya were praised.

There are also philanthropic foundations in the US leading the way, with the Cynthia and George Mitchell Foundation deserving of a special mention. George Mitchell, who died last year, was the father of fracking, developing the process to extract shale gas by hydraulically fracturing shale rocks. At the time, Mitchell knew little about the seriousness of climate change, the economic case for leaving fossil fuels in the ground or the effects of fracking on the environment and the water table. His legacy has therefore been, through his foundation, to find

Photo by THAD ZAJDOWICZ via freeimages.com

"Every act of wildlands philanthropy, large or small, demonstrates care for the land, love for wildlife and concern for generations to come"
Kristine McDivitt Tompkins, environmental philanthropist

Photo by VERA AND JEAN CHRISTOPHE via Flickr.com



"Philanthropic funding and charitable giving to environmental organisations has the potential to revolutionise the fight against climate change"
Mark Kenber, the Climate Group

"innovative, sustainable solutions for human and environmental problems".

The foundation supports water programmes, clean energy projects in Texas and initiatives to make natural gas more sustainable. It says it *"supports the emerging regulatory, industry, environmental and academic efforts to reduce the negative environmental and community impacts of shale formation development and hydraulic fracturing while capturing the energy, environmental, and economic benefits of natural gas"*.

In the area of climate change, the Climate Group and the European Climate Foundation are major players. The first brings together governments, business leaders and policymakers to build a low-carbon future, while the latter funds – with its €25m annual budget – climate and energy projects that aim at reducing greenhouse gas emissions across the EU.

Some of the individual donors making a difference to the environment include Jeremy Grantham, chair of GMO investment group and founder of the Grantham Foundation for the Protection of the Environment, and also HP founder William Hewlett, who created with his wife the William and Flora Hewlett Foundation, which is committed to tackling social and environmental problems.

Another high-profile personality, Kristine McDivitt Tompkins, former CEO of Patagonia, created with her husband two organisations to help preserve land in Chile and Argentina. Tompkins bought a piece of land in Monte Leon national park in Patagonia and donated to the Argentinean National Park Administration. The couple have, in total, conserved over 2m acres of land in the two countries – reportedly more than any other private individuals.

Tompkins eloquently sums up the benefits of environmental philanthropy: *"More than a gift from me, Monte Leon national park's designation was a gift to me. Every act of wildlands philanthropy, large or small, demonstrates care for the land, love for wildlife and concern for generations to come. And finally it is something you do for your heart."*

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"We are very proud of the Climate Assets Fund. I joined Quilter Cheviot 5 years ago particularly to develop this investment strategy. Today, we have a dedicated team with 4-years' performance track record and an established investment process. The Fund has returned +40.50%*, since launch in March 2010, compared to the VMA Stock Market Balanced Index rising +38.98%."

CLAUDIA QUIROZ
INVESTMENT DIRECTOR

"Too many ethical funds have been overly volatile and not delivered on performance. At Quilter Cheviot, we are passionate about delivering a sustainable investment solution that is both multi-asset and offers an attractive dividend yield. The Climate Assets Fund benefits from the considerable depth of analytical resource that Quilter Cheviot can draw on."

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*Source: Financial Express, performance to 28 February 2014. A Accumulation share class performance, inclusive of charges, in GBP with net income reinvested. Past performance is not a guarantee of future results.

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FUNDING ENVIRONMENTAL ISSUES, ARMED WITH RESEARCH

By FLORENCE MILLER and JON CRACKNELL

Whatever your philanthropic passion is, the chances are it will not be immune to the environmental threats that affect us all.

Whatever causes you care about most deeply, a healthy environment underpins them all.

Charts opposite from *Where the Green Grants Went*

Let's start with the good news: according to recent research from the Environmental Funders Network (EFN), UK trusts and foundations are giving increasing amounts of money to environmental work after three years of declining funding. In 2012, in fact, the combined value of UK philanthropic grants to environmental issues reached its highest point in the last 10 years. That figure, though (and yes, this is the alarming news) was £112m. That's enough to buy just one of the two Van Gogh sunflower paintings currently exhibited at the National Gallery – should you wish to view that painting through your scuba mask after the sea levels rise.

We jest. EFN aims, through research and events, to make the case that environmental issues should be the concern of all donors. Whether your passion lies in the arts, education, human rights, health, or development, the issues you care most about will be affected by threats to the environment – be they air quality affecting children's ability to learn, climate change putting developing communities at risk or soil erosion threatening food supplies. Environmental issues are, at their heart, human issues that affect us all.

To help donors to environmental causes better understand the landscape in which they are operating, EFN undertakes *Where the Green Grants Went* research biennially, tracking not just the total amounts of philanthropic funding going to environmental issues but identifying funding gaps in terms of issues and geographies. This year's report, which analyses nearly 6,000 environmental grants from UK foundations and the National Lottery, also looks at the distribution of public sector grants for environmental initiatives.

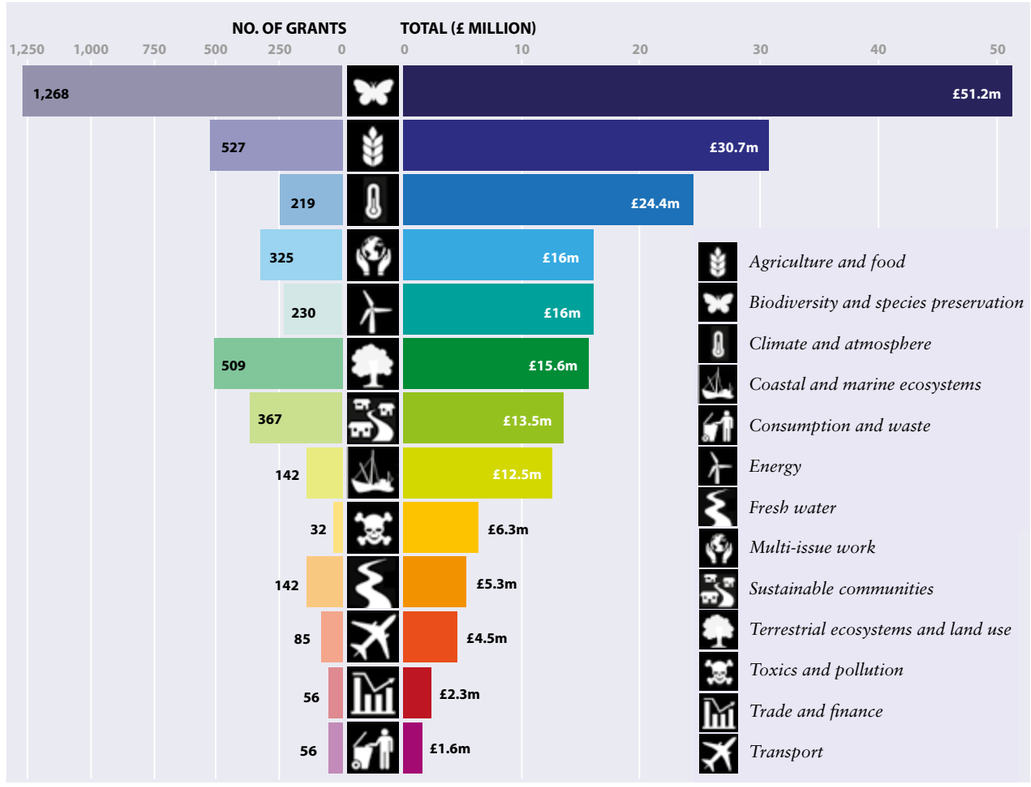
In addition to this detailed analysis of the 'supply side' of the environmental grants market, EFN recently published *Passionate Collaboration?*, which examined the 'demand side' of the market by surveying the chief executives of leading UK environmental organisations about a range of issues, including how they allocate their resources, the approaches and skill-sets they feel need more attention, and the challenges and opportunities they see for the sector. One hundred and forty chief executives of environmental organisations responded, and *Passionate Collaboration?* highlights in particular the significance and value of philanthropic grants for environmental organisations when compared with other forms of income.

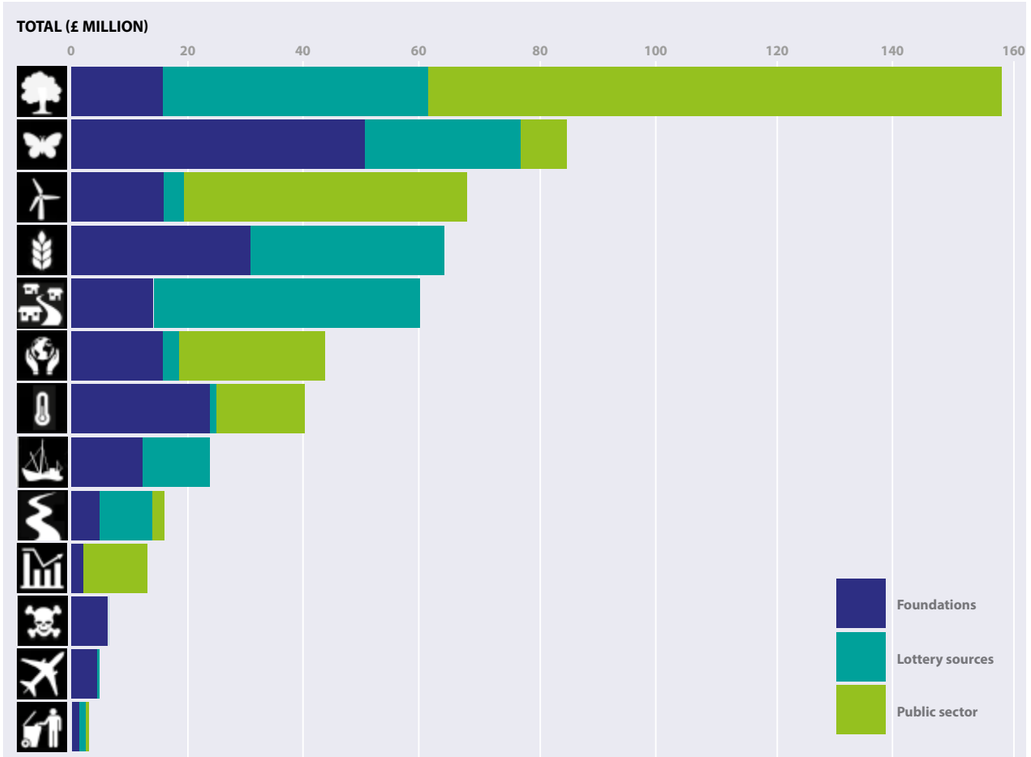
These reports represent groundbreaking and, we believe, unique research that can arm donors with more information than has ever been available about the state of a particular sector. They provide new insights into the environmental movement, highlighting funding gaps, sector priorities and opportunities for both environmental organisations and their funders.

Findings included the fact that the share of philanthropic grants directed towards systemic drivers of environmental harm, such as over-consumption, or trade and finance policies, is vanishingly small, constituting just 2% of total funding across the two years studied in the report. International comparisons and previous EFN reports show that these issues consistently attract the least funding from foundations worldwide, despite foundations being better placed than other grantmakers to support work of this kind.

Indeed, the lottery and public sector programmes within the UK are even less likely to fund work tackling the systemic drivers of environmental harm: across all lottery programmes that fund the environment, just 0.8% of funding was directed towards consumption and waste issues, and not a single grant was made on trade and finance issues. There is a gulf between the scale of investment that is needed and the ability of grantmakers like the lottery and public sector to meet that need, creating a clear role for private philanthropists to lead the way on innovative solutions to these systemic issues.

Turning to climate change, across the last decade the share of UK environmental philanthropy grants directed towards that cross-cutting issue has steadily increased, reaching 25% in 2012, up from just 9% in 2007. Yet despite this growth, over the two years





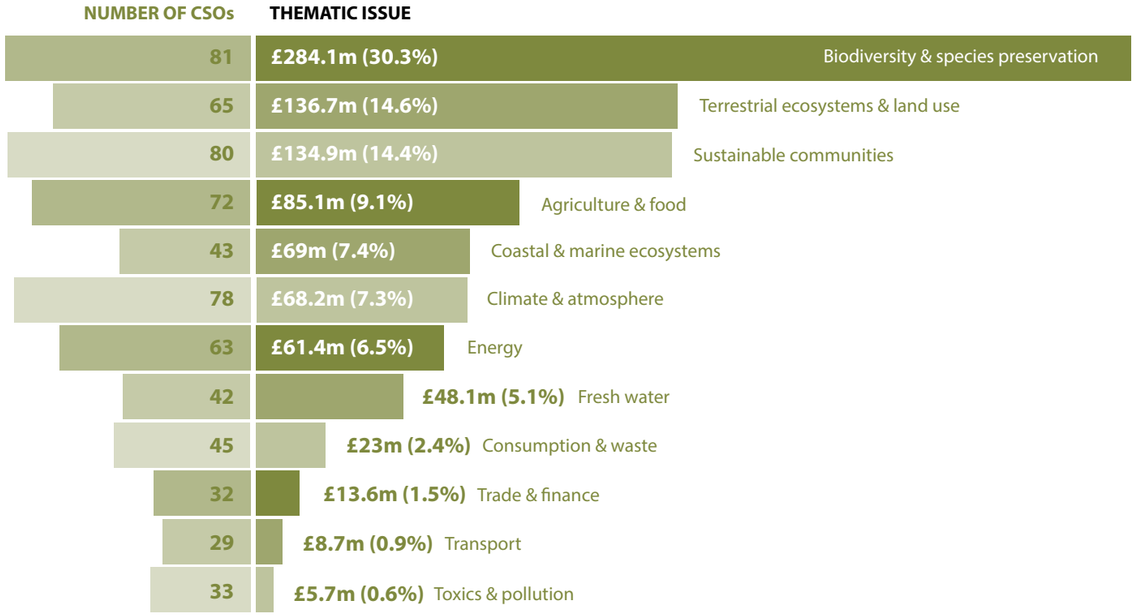


Chart above from *Passionate Collaboration?*

For better or for worse, only 1.2% of the surveyed organisations' expenditure is spent on activism towards government or corporations

examined by *Where the Green Grants Went 6*, philanthropic funding for climate mitigation amounted to just £44.8m – enough to buy one leg of footballer Gareth Bale following his world record-breaking transfer to Real Madrid.

Passionate Collaboration? shows that systemic environmental problems are also a low priority for many environmental organisations. Only £5.7m or 0.6% of the total annual spend by the groups responding to the survey goes towards air, noise and water pollution, even though the evidence suggests these forms of pollution cost Britain more than £10 billion a year in healthcare costs and together generate more complaints than any other environmental issue.

The survey results also dispel the myth that environment groups are full of radicals. For better or for worse, only 1.2% of the surveyed organisations' expenditure is spent on activism towards government or corporations, and less than 3% of their expenditure is directed towards getting people to behave otherwise.

Foundation grants accounted for just 10% of the total income of the 140 environmental organisations surveyed in *Passionate Collaboration?*, but those organisation's leaders highlighted the irreplaceable roles that grants from trusts, foundations and individual donors play in supporting the field.

Chief executives told us that they really value the unrestricted funding (i.e. funding to cover their operational costs as well as their programmes) and 'patient' capital to their organisations that grants provide. In addition, they appreciate their smaller administrative burdens relative to other sources of funding and the freedom with which they provide organisations to challenge the status quo.

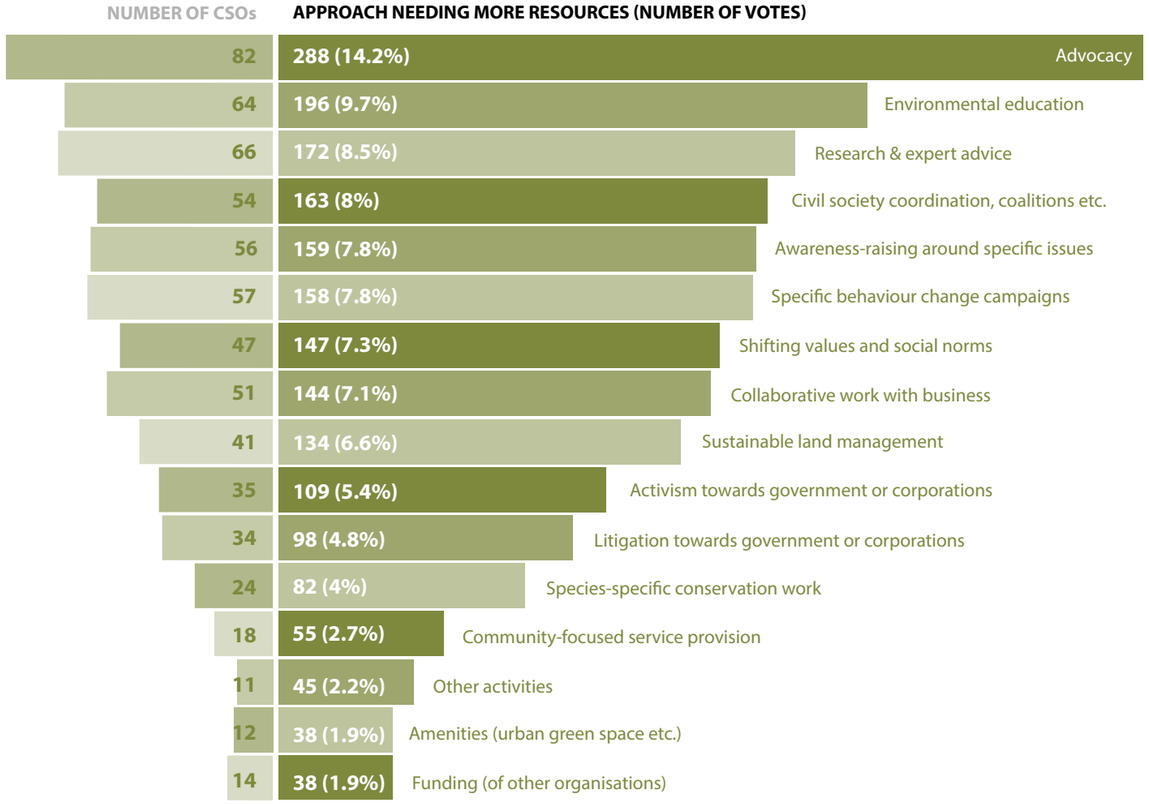


Chart above from *Passionate Collaboration?*

Philanthropic grants directed towards systemic drivers of environmental harm, such as over-consumption, or trade and finance policies, are vanishingly small

Experienced grantmakers interviewed for *Where the Green Grants Went* also highlighted the importance of philanthropic capital, arguing that donors like themselves are arguably much better placed than any other types of funders to take risks and to support new and unproven ideas, being answerable to no one but themselves. Chief executives from environmental organisations echoed the need to break out of tried and tested approaches, but expressed the challenge of doing this when trapped on a 'hamster wheel' of day-to-day fundraising and management. Funders could help provide space for reflection and joint conversation to address this challenge.

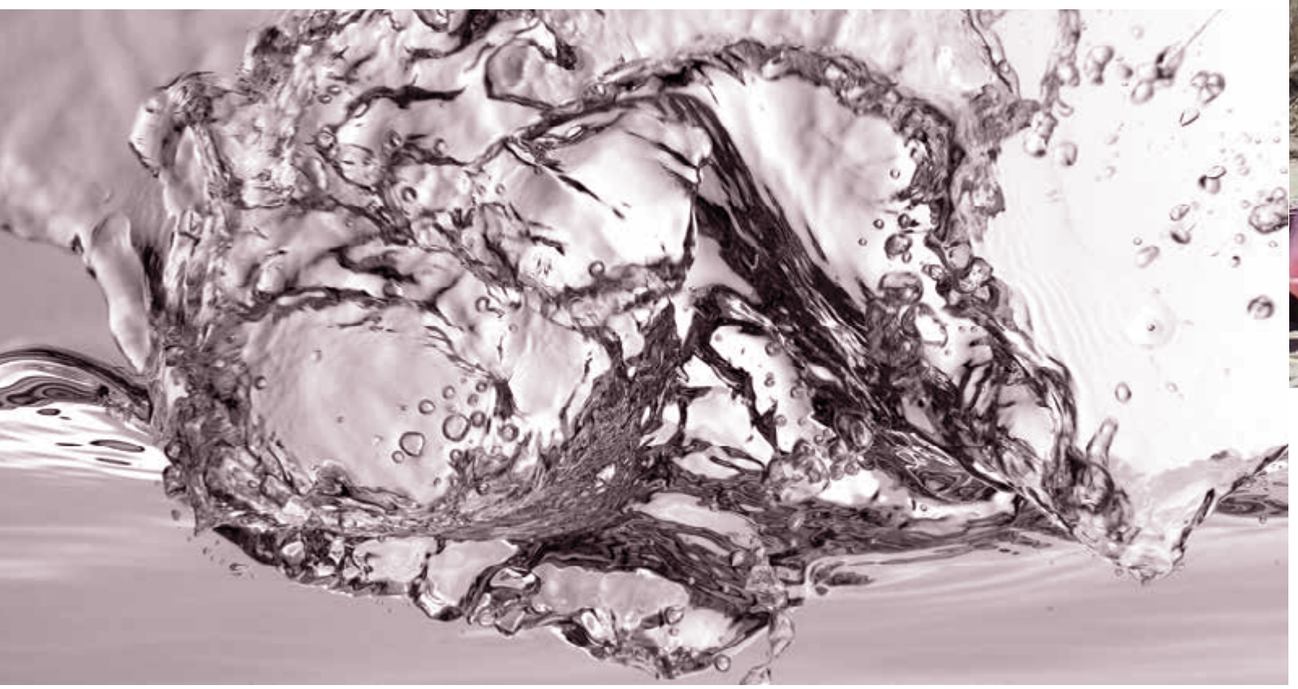
We hope that donors will find both *Where the Green Grants Went* and *Passionate Collaboration?* useful resources as they develop grantmaking strategies. Whatever causes you care about most deeply, a healthy environment underpins them all.

Florence Miller is the co-ordinator of the Environmental Funders Network and Jon Cracknell is a director at Goldsmith Family Philanthropy.
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TIME, TALENT AND TREASURE



By SETH KIRBY

Photo of CARE for the Cape & Islands Beach Clean Up, Cape Cod, Massachusetts

David Krantz from the Centre for Responsible Travel (CREST) speaks with Blue & Green Tomorrow about its Travellers' Philanthropy programme – where tourism businesses and travellers are going to extraordinary lengths.

HOW WOULD YOU DEFINE PHILANTHROPY?

When we refer to philanthropy, we're really talking about giving back through time, talent or treasure. Time and talent refer to volunteering, which could be manual labour such as maintaining a nature trail in the case of time, or a voluntarily applying a developed skill in talent. Treasure could be cash donations to a charitable organisation or donated goods (used or new) to a charitable cause. With these forms of give-back, the idea is to improve the world around us.

WHAT IS TRAVELLERS' PHILANTHROPY AND WHAT DOES IT MEAN FOR THE GLOBAL TRAVEL INDUSTRY?

Travellers' Philanthropy is tourism businesses and travellers making concrete contributions of time, talent and treasure to local projects beyond what is generated through the normal tourism business. This form of strategic giving has tremendous potential for the global travel industry. All over the world, travellers and travel companies are giving financial and material resources as well as volunteering time and expertise to further the wellbeing of local communities and conservation in travel destinations.

Travellers' Philanthropy is not about collecting loose change for charities; rather, it is about integrating tourism company and visitor support for local communities into the core definition of responsible travel. Travelers' philanthropy helps support and maintain the unique communities/environments





"The objective is to "give a hand up, rather than a handout" and this is much easier said than done"

Photos of Patacancha Community Project - CW Adventures - Peru

travelers want to visit, which ensures their ability to remain and prosper into the future.

WHERE DOES CREST'S INTEREST IN PHILANTHROPY COME FROM?

Our interest in philanthropy stems from our desire to use travel as a mechanism for stewardship of the Earth and its people, which is at the core of responsible travel. We've found that donations and volunteerism here and there at a travel destination do not create a reliable and sustainable form of support, as well-intentioned as they are. But there is a huge desire on the part of tourists to give back, so we're trying to harness that good will and use it to drive change. In order for travel giving, in all forms, to have lasting impact, it must be strategic.

WHAT CHALLENGES ARE THERE IN PHILANTHROPY?

We're seeing increasing evidence that consumers want to give back. We also know from research for our recent publication, *The Case for Responsible Travel: Trends & Statistics*, 50% of global consumers are willing to pay more for goods and services from companies that have implemented programs to give back to society, according to a 2013 Nielsen Global Survey on Corporate Social Responsibility poll of more than 29,000 online consumers in 58 countries. This is a 5% increase over a similar poll in 2011.

HOW CAN PHILANTHROPY ADD VALUE TO ECOTOURISM OR SUSTAINABLE TOURISM?

Travellers' Philanthropy is a value added for tourism businesses and their guests. When tourism businesses donate a portion of their profits, for example, they earn good will in the community. Then when the business needs something in the future from those who live nearby, they are more likely to get a positive response. Communities are also more likely to warmly receive visiting guests from a company that gives back.

From the traveller perspective, it feels good to know that your holiday is about more than just taking for yourself. You've come a long way to enjoy a particular place on the planet, and making sure your holiday destination stays wonderful enriches your experience on this trip and the next.

When westerners go abroad, we're likely to see things we may not be used to seeing at home, such as poverty, illiteracy, pollution, and environmental

"There is a huge desire on the part of tourists to give back, so we're trying to harness that good will and use it to drive change"





Left photo of Peruvian Mountains

Right photo of Sarapiqui Conservation Learning Center - Costa Rica - Holbrook Travel

destruction. This can elicit feelings of guilt, which one typically isn't looking for on their next vacation. So having a structured way to 'do something' about what we see, makes us feel less like voyeurs and more like part of the solution.

HOW CAN TOURISTS AND TOURISM BUSINESSES GET INVOLVED IN TRAVELLERS' PHILANTHROPY?

Where and how to get started isn't necessarily obvious. A good first step would be to contact us at the Centre for Responsible Travel, as we can advise tourism businesses (lodging providers, tour operators, restaurants, etc) on which steps to take first and how to move from there. Soon, we can add the business to our database of companies that are giving back and provide an online giving platform to collect and make secure donations that make a difference.

One first step we often recommend is to take a company policy decision to begin giving back. Start a small task force of staff members or assign one person who will be responsible for any Travellers' Philanthropy initiatives, then give them the space and support from the top to begin working on it. The annual or quarterly budget review can be a good time to start, as leadership might elect to dedicate a certain percentage of profits to a charitable organisation, or to match donations made by employees.

WHAT ARE YOUR PREDICTIONS FOR THE FUTURE OF PHILANTHROPY?

CREST has seen strong growth in Travellers' Philanthropy since we started looking at the issue over 10 years ago, and we see no reason why the growth shouldn't continue or accelerate further. It has become both more widespread and more professional over the years, and we expect this to continue.

David Krantz is CREST's programme director and facilitates a variety of the center's projects.
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CHARITABLE GIVING JUST GOT SIMPLER

"It shouldn't be acceptable to waste money online when it could support the work of any UK registered charity"
Polly Gowers

A new online tool, Give as you Live, allows people to donate to charity while doing their groceries – at no extra cost.

If you were told that you could be giving to charity without actually parting with a penny more than you would otherwise, you would be forgiven for asking what the catch is. But Everyclick Ltd's Give as you Live is an easy to install and even easier to use tool that allows shoppers to donate a commission on every online purchase they make from collaborating retailers to a cause of their choice. Perhaps most importantly, this is done at no extra expense to the shopper, as the commission is already included in the price of their purchase.

Polly Gowers, chief executive and founder of Everyclick, explains that the initiative was inspired by a realisation of the need to modernise charitable giving. *"It's unacceptable not to recycle bottles and paper; it shouldn't be acceptable to waste money online when it could support the work of any UK registered charity"*, she tells Blue & Green Tomorrow.

"Having seen a close friend struggle to fundraise for charity 'offline' it became apparent that the way we raise money needed hauling into the 21st century. With the rise in consumer spending through online shopping, I wanted to tap into the online market. Potential online revenues were not being maximised, so my team and I developed Give as you Live."

To date, Give as you Live has raised about £4.2m for UK charities, and over 3,000 retailers have signed up to participate. These include such varied famous names as Sainsbury's, ASOS, Debenhams, Expedia and Pizza Hut. This success has earned much recognition. This year, Give as you Live won the title of most committed company to the sector at the annual Institute of Fundraising Awards. In 2013, it bagged business of the year 2013 and biggest social impact at the Smarta 100 Awards. The year before Gowers was awarded an OBE for services to British philanthropy.

She adds that the reaction from charities and retailers has also been overwhelmingly positive. *"Charities have been eager to roll out Give as you Live across their donor base in a bid to increase their unrestricted recurring revenue streams",* she says.

By TOM REVELL



Polly Gowers

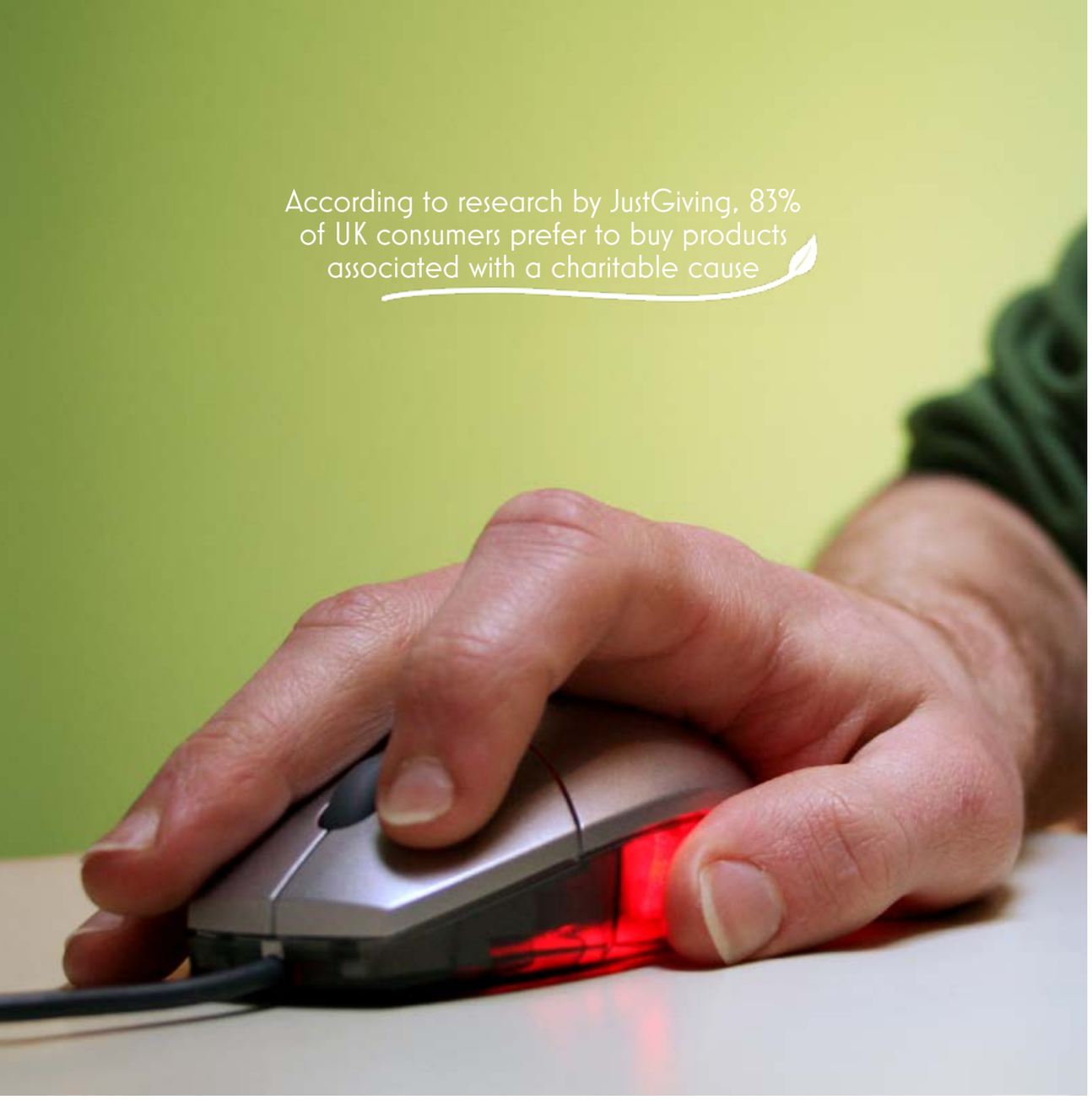


Photo by H BERENDS via freeimages.com

For retailers, involvement helps make their brand that much more appealing. According to research by JustGiving, 83% of UK consumers prefer to buy products associated with a charitable cause. *"Our own research shows that 79% of consumers would like to see retailers doing more for charity, and what's more is 50% of consumers say that would spend more with a retailer that is supporting a charity"*, Gowers adds.

For such a fascinating, yet simple idea, which offers a win-win-win situation for shoppers, charities, and retailers, the future can only be bright. Its designers' plans include an expansion into Europe and the US, and a move towards an approach more integrated to mobile internet use. Gowers says, *"From here, it's onwards and upwards."*

Polly Gowers is chief executive, founder of Everyclick. www.everyclick.com / www.giveasyoulive.com

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THE PHILANTHROPISTS OF THE FUTURE

The ages, motivations and interests of the most prominent and prolific philanthropists are changing. Welcome to the new generation of giving.

By TOM REVELL

Photo by AURELIY MOVILA via freeimages.com

"Young people have grown up with much more awareness of global issues and a more direct, personal connection with them"
Cath Tillotson, Scorpio Partnership

Philanthropy is changing. This is to be expected; even the wealthiest magnates age. As wealth – or some wealth, at least – passes down through the generations, it falls into the hands of a new breed of philanthropists with new ideas on how their money can do good.

Working with the Charities Aid Foundation (CAF), the Scorpio Partnership – a leading wealth management strategy firm – has recently surveyed the world of high net-worth and ultra-high net-worth philanthropy. The findings are not yet published, but, CAF's head of advisory Amy Clarke explains that the research sheds some light on a number of observed trends in the philanthropy world. It illustrates the rise of the under 40-45 philanthropist – the philanthropic emergence of the millennial generation.

Cath Tillotson



"We have one of the largest transfers of wealth that's ever happened between generations. Trillions of dollars of wealth are in the process of being transferred. Not all of it, but a lot of it is coming down the generations to the millennials, rather than across, so it's a really exciting time for philanthropy because these guys do things differently", Clarke says.

The under 40-45s are more engaged, she continues, eschewing the more traditional ways of giving, or *"what we term the Dickensian philanthropy, which is mainly about cheque writing"*. She goes on: *"They invest in a cause but they also invest intellectually. They bring their expertise and they bring their networks. They're very thoughtful, they're very strategic and they're very considered. They bring a lot more to the game."*

Cath Tillotson, Scorpio Partnership managing director, agrees. She notes that more high net-worths are becoming more hands on. But why, exactly, is this happening? *"I think it's partly because those young people have grown up with much more awareness of these global issues and a more direct, personal connection with them because of the technology which has enabled them to be more connected."*

Tillotson notes that the advisory community is wising up to changing attitudes, as philanthropy appears more often in conversations regarding financial planning and lifetime goals, and supporting further engagement. She says, *"I don't think we've quite got so far yet that it's regarded as a mainstream topic for discussion and a way of directing one's investment portfolio, but certainly I think there's a recognition within the advisory community that this may be a significant motivator for people."*

This revolutionary change in approach is perhaps best demonstrated by the emergence of social investment. Borne out of ethical and socially responsible investment, it combines financial returns with positive social outcomes – essentially making money from doing social good, rather than doing social good by philanthropically giving your money away. Because



"Ultra-high net-worths are beginning to realise that there's only so much money that one person ever needs in their lifetime"
Amy Clarke, Charities Aid Foundation

of this, younger high net-worths are becoming increasingly interested.

"We're seeing a huge uplift in private clients interested in using their philanthropic capital to stimulate growth in the charity sector but also to leverage that capital by making it available as repayable finance to charities, so it can then be repurposed time and time again. It's a little bit like leveraged finance in the City, they're pumping their philanthropic capital full of steroids and enabling it to do a lot more", Clarke adds.

But it is not all about those millennials. Diaspora communities – populations who have left their more troubled homelands – are also a driving force in the new philanthropic order, Tillotson adds, citing Britian's Indian community as a good example. *"Many international Indians who are either born in India and now work here, or were born here and have parents who originate from India, have very strong links with the country. They may have business links with the country. You often find that they are particularly keen to support India in overcoming certain social challenges."*

Such a motivation, a driving force, is often key to true engagement with philanthropy, Tillotson argues. Diaspora communities, through their familial and emotional ties with entire populations who may not be as fortunate as them, have a natural incentive to give. In more comfortable communities, this driving force can be lost. Tillotson says, *"I think this British community has been less engaged than either the previous generation or the future generations, simply because we've lived in a privileged society."*

However, Clarke suggests that older European generations are also playing an important part in

Photo by AURELIY MOVILA via freeimages.com

"In 10 years' time, it's not necessarily going to just be philanthropy, it'll also be about investing for impact"
Amy Clarke, Charities Aid Foundation

the evolution of philanthropy, as concern grows that children's princely inheritances may be poisoned chalices. *"People are becoming concerned that the transfer of wealth down from generation to generation can be toxic and can destabilise individuals and families"*, she says.

"There is a general awakening among ultra-high net-worths as they're beginning to realise that there's only so much money that one person ever needs in their lifetime. We're seeing a lot of families, European families especially, starting to think about how they safeguard against the toxicity of wealth and philanthropy is playing a massive part in that."

There is, however, some wisdom in the cliché that the more things change, the more they stay the same. Philanthropists' methods may be changing, but their concerns remain fixed. Tillotson says, *"The causes that attract the most attention are universal. Typically healthcare issues are very high on the agenda, followed by children and educational issues."*

Amy Clarke



Clarke lists a top three of *"health, education and animals"* as popular concerns among donors of all ages, genders and ethnicities. She notes that many experts expected a spike in philanthropy relating to environmental causes, as climate change became a more front-page issue, but if one is coming it is yet to arrive. *"I wouldn't necessarily expect huge change in the causes that people support, unless something catastrophic happens, and who knows what that could be?"*

So in 10 years' time then, when the next cohort of philanthropists emerges, what can we expect to see? *"What we're seeing with the millennials at the moment, that is only going to increase with generation Y and the generation after that"*, Clarke says.

"In 10 years' time, I think we're going to see a very different kind of philanthropy. It's not necessarily going to just be philanthropy, it'll also be about investing for impact. It is very exciting."

Cath Tillotson is managing director of Scorpio Partnership and Amy Clarke is head of advisory at the Charities Aid Foundation.
www.scorpiopartnership.com
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"The causes that attract the most attention are universal. Typically healthcare issues are very high on the agenda, followed by children and educational issues."
Cath Tillotson, Scorpio Partnership

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Having read through the Guide to Sustainable Philanthropy and Giving 2014, you might be wondering how else you can make a difference in your life. We encourage you to read our other in-depth reports, from both this year and last, on topics as varied as investment, energy and the media. But above all, we encourage you to act upon what you've read.



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e. ask@virtuowealth.com
w. virtuowealth.com

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Together we do this
0845 456 1640
goodenergy.co.uk

Would you like electricity that's local and natural?

We get our electricity from clean, green sources like Cornish sunshine, Scottish wind and Welsh rain.

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Find out more about switching to Good Energy at **goodenergy.co.uk/why-join-us**

Put our Customer Care team through its paces with your questions on **0845 456 1640**

Or for more information, simply print this page, fill in the form below and send it back to our freepost address:

Freepost RRAG-GRTB-ULXZ
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Please remember to quote 'Blue & Green Tomorrow' when you switch.

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