

CITYA.M.

Researched and compiled by Tom Shepherd

GUIDE TO GIVERS 2012

WELCOME to City A.M.'s second annual Guide to Givers, bringing to the limelight business individuals and organisations that have donated not just their resources, but also their time and effort towards improvements for those less fortunate than themselves.

As belts are being tightened, public charitable spending is understandably at a significant low point, putting emphasis on private sector giving.

This year's guide reveals our top 20 list of private sector foundations and trusts from around the globe, taking into consideration spending and the implementation of grants. Keen to highlight the altruism of the City, we have also put together a list of 10 City of London donors.

The lists have been compiled after speaking to several charity industry bodies, in addition to a number of the givers themselves. The donation figures for 2011 have been taken from each foundation's annual financial statement, and the numbers have been verified by KPMG.

With any such list, our Guide to Givers is not exhaustive. Any thoughts or improvements from any industry experts or individual donors for future editions are, of course, welcomed.

One or two organisations have been excluded when it has been deemed that the money given away is in some way related to the group's main business.

While on the subject of charity, we would like to thank all those who have responded to the City A.M. Christmas appeal so far and have made a donation to the microfinance charity Opportunity International, which helps build businesses and encourages secure saving in Africa. So far the appeal has raised over £1m, a figure that has surpassed expectations.

We hope you enjoy the guide.

**Our guide to
20 of the world's
top charitable
donors**

CITYA.M. has compiled the rankings of the charity sector's top givers. **KPMG** has verified the donation figures.

20 of the world's largest donors

1

BILL AND MELINDA GATES FOUNDATION US

The Bill and Melinda Gates Foundation was formed in 2000 through the merger of the William H. Gates Foundation and the Gates Learning Foundation, adopting their previous agendas of improving global health and education.

With offices in the US, India, China and UK, the foundation has a global reach of over 100 countries and total assets of \$34.6bn (£21.4bn), making it the largest philanthropic organisation in the world. Last year the foundation gave away grant payments of \$4.4bn.

The foundation is led by chief executive Jeff Raikes and co-chair William H. Gates Snr, under the direction of Bill and Melinda Gates and Warren Buffet. In 2011, Bill Gates spoke at the G20 summit, the first philanthropist to do so. "I got the strong impression that the leaders are very sympathetic to the case that aid budgets should not be cut, even as governments reduce their spending," he wrote in his 2012 Annual Letter. "However, this will be possible only if their constituents understand that aid, which is less than 1 per cent of the budget in most countries, has a significant impact on people's lives."

Current projects: Providing internet access in libraries of emerging countries. Helping farms in Africa and South Asia boost incomes.



£2.7bn

2

THE WELLCOME TRUST UK

Founded in the will of American businessman and pharmaceutical philanthropist Sir Henry Wellcome in 1936, the Wellcome Trust funds scientific studies, biomedical research and has influenced health policy across the world. Based in London, the Wellcome Trust has net assets of £12.4bn and donated £642m in 2011, with focus towards research concerned with human and animal health.

"Sir Henry could hardly have imagined how biomedical science would progress and change in 75 years," wrote director Mark Walport (pictured) in his 2011 Annual Report. "We will continue to fund excellent researchers who will use all the tools at their disposal to make new discoveries, develop better treatments and improve health for people across the world." The trust also dedicates itself to the public understanding of medical science and history, and has hosted a series of exhibitions at its affiliated museum, The Wellcome Collection. Recent projects: MRI scanner small enough to use in neonatal intensive care units. Largest ever clinical trial of patients hospitalised with severe malaria - which led to revised guidelines on the treatment of the disease.



£642m

3

NOVAMEDIA / POSTCODE LOTTERIES Netherlands

Novamedia/Postcode Lotteries started the Dutch National Postcode Lottery in 1989 to raise money for global charities. Headed by chief executive Boudewijn Poelmann (pictured), the organisation now runs five separate charity lotteries across Europe, including Britain's People's Postcode Lottery.

Since inception, the lotteries have given €4.9bn (£4bn) to over 240 charities, including UNICEF, War Child and Greenpeace, as well as providing publicity. In 2011, the organisation gave €508m. 20 per cent of every ticket sold by People's Postcode Lottery goes to charity, with funds supporting causes in Great Britain. Poelmann is chairman of *City A.M.* Recent projects: €7m to Oxfam to connect remote areas of north Uganda to the internet.



£413m

4

ELI LILLY AND COMPANY FOUNDATION US

The Eli Lilly and Company Foundation was set up as a philanthropic arm of American pharmaceutical giant the Lilly Company in 1968. The foundation aims to improve healthcare in low-income countries, aid scientific research and enhance US public education. Based in Indianapolis, the foundation has focused on improving the understanding of chronic and non-communicable diseases such as diabetes, cancer and mental health. It has also provided hunger relief, disaster relief and has supported community developments in Indianapolis. In 2011, the foundation gave \$597m (£368.2m) towards these causes. Recent projects: Indiana Science Initiative aims to improve scientific teaching in the state. Improving education for underserved children.



£368.2m

5

FORD FOUNDATION US

Established in 1936 by a gift of \$25,000 (£15,424) from Edsel Ford, son of motoring pioneer Henry Ford, the Ford Foundation's founding charter stated that the resources should go towards "scientific, educational and charitable purposes, all for the public welfare." In 2012, the foundation's remit has been stretched to include the promotion of human rights, economic fairness and supporting sustainable development, while the reach of the organisation's philanthropic arm has also grown, with projects in North America, Latin America, Africa and Asia. In 2011, the foundation gave grants of \$413m. Luis A. Ubinas (pictured) is the foundation's ninth president. Recent projects: Alleviating poverty caused by the early marriage of girls.



£254.7m

Private philanthropy is more crucial than ever before

IT IS widely recognised that this is a tough time for the charity sector in the UK. Public donations to charities have fallen by 20 per cent in real terms in the past year, with £1.7bn less being given. £81bn in spending cuts will also have far-reaching consequences, with a third of charities' funding (£13.9bn) currently coming from the government. These changes are hitting charities hard, with one in 10 facing closure in 2013.

In times when funding is scarce, the role private foundations play becomes increasingly important. Private foundations have a unique position: decisions are made by trustees who aren't accountable to shareholders or the public, meaning their funding is independent,



RACHEL FINDLAY

flexible and can be redirected to address the areas of greatest need.

One of the greatest advantages of private foundations is their ability to take risks. Accountable only to their trustees, they can fund risky and early stage projects. Charities need to find new ways of tackling social problems - they need to innovate - but finding public sector funding to do this can be difficult.

Private foundations can fund a pilot programme to identify whether the approach works. If it doesn't, then lessons can be learned and future programmes stopped; if it does, an evidence base has already been built and other funders can help to fund at scale. Impetus, for example, invests in early stage organisations that are ambitious to grow. In 2008, it invested in IntoUniversity, which engages young people from disadvantaged backgrounds to attain a university place and other chosen aspirations, by offering long-term, out-of-school study support. Prior to Impetus' investment, IntoUniversity operated on one site and helped approximately 700 people. By March 2012, it had expanded to three sites

and helped around 12,100 people. Over this time, the charity's income has grown from £0.16m to £1.84m.

Private funders also fund "grittier" issues or those that are deemed to be political, such as asylum seekers, domestic violence, offending and human rights. These causes are harder to sell to donors and often struggle for funding. For example, the Diana Memorial Fund supported the Prison Reform Trust to dramatically reduce youth custody over a period of five years.

Finally, with many charities facing the withdrawal of statutory funding, private funders play an important part in deciding the future of these organisations. Each foundation needs to make a decision based on the strength of each charity and the

context in which it is working. If the charity is strong, private foundations can offer a lifeline during tough times.

With the various roles private foundations can play, intelligent funding has never been more important. Private foundations need to be well informed - about the issues they are funding and the policy changes taking place. They need to undertake detailed due diligence before a funding decision. Most importantly, foundations must work together to recognise what others are doing and avoid duplication, and as a larger body, raise the profile of the issues and organisations they are supporting.

Rachel Findlay is head of funder effectiveness at New Philanthropy Capital

People's Postcode Trust and People's Postcode Lottery



People's Postcode Trust has funded over 900 projects that improve local communities including the Cruyff Court Tottenham Hotspur in Haringey

"It's a great facility. I only wish there were more things like this available to me when I was young"

Ledley King,

Footballing legend and Tottenham Hotspur Foundation Ambassador

Thanks to players... £21.9 Million has been raised for good causes by players of People's Postcode Lottery. By playing you support hundreds of good causes.

Visit www.postcode lottery.co.uk to find out more.



gambleaware.co.uk

Not available in Northern Ireland. People's Postcode Lottery manages multiple society lotteries promoted by different charities supporting a range of good causes. For details on which society lottery is running each week visit www.postcode lottery.co.uk/society

6

ROBERT WOOD JOHNSON FOUNDATION

US

Robert Wood Johnson, whose father and uncles created Johnson & Johnson and invented the world's first antiseptic wound dressing, founded the Robert Wood Johnson Foundation (RWJF) in 1972. His desire was to improve the health and healthcare of all Americans; how it was distributed, paid for and the impact that it had for patients and their families.

RWJF has continued this aspiration and in 2011 donated \$327m (£201m) towards healthcare developments in the US.

"We so far have invested a total of \$9bn, delivering on our promise to make health care better and to improve the health of individuals and families, entire communities and populations," said president Risa Lavizzo-Mourey (pictured) in her end of year letter.

The foundation supports both private and public healthcare organisations, with 20 per cent of the foundation's grants going towards research on public health. Recent projects: Reversing childhood obesity with healthy schools programmes. Advancing end-of-life health care quality.

£201m

7

WK KELLOGG FOUNDATION

US

Breakfast cereal entrepreneur Will Keith Kellogg founded the WK Kellogg Child Welfare Foundation in his hometown of Battle Creek, Michigan, in 1930. Despite the name since being shortened to the WK Kellogg Foundation, its focus remains wholly concerned with children and education. In 2011, the WK Kellogg Foundation gave \$307m (£189.3m) to a series of programmes that work towards improved education, healthy lifestyles, secure families and racial equality for all children and their families. The foundation's work predominantly takes place in the US, Latin America and Africa, and is currently overseen by president Sterling K. Speirn, who acknowledged in the 2011 Annual Report the importance of their work during tough economic times.

"Economic pressures almost certainly will result in reduced public sector funding. We are addressing this challenge, by ensuring that our limited resources work as effectively and efficiently as possible." Recent projects: Improving children's access to healthy foods. New Options Initiative aims to help out-of-work 16-24 year-olds find career opportunities.

£189.3m

8

ANDREW W MELLON FOUNDATION

US

The Andrew W Mellon Foundation was formed in 1969 through the merger of the Avalon Foundation and the Old Dominion Foundation, whose roots go back to 1940. The two foundations were owned by siblings Paul Mellon and Alisa Mellon-Bruce, who named the new amalgamative foundation after their late father, a renowned banker and politician.

With offices in New York, Princeton and New Jersey, the foundation distributes its grants into the fields of higher education; scholarly communications and information technology; art history, conservation and museums; the performing arts and environmental conservation. Last year it gave \$243m (£149.9m) towards these areas.

Fifth president of the foundation, Don M. Randal (pictured) has held the position for the past five years, having previously served as the president of the University of Chicago. Recent projects: supported performing arts programmes, such as the Washington Drama Society and the New York Live Arts. Arts programmes at universities of Oxford, Princeton, Michigan and Virginia received funding. Supported South African university programmes.

£149.9m

9

GORDON AND BETTY MOORE FOUNDATION

US

The Gordon and Betty Moore Foundation was established in 2000 by one of the founders of Intel, Gordon E Moore, and his wife. Their founding vision was

"significant, lasting and measurable results in environmental conservation, science, patient care and the San Francisco Bay Area." The foundation gave \$223m (£137.5m) to these causes in 2011. Based in Palo Alto, California, the group is part of a new wave of Silicon Valley-based foundations. President Steve McCormick (pictured) wrote: "Our community is poised to be the vanguard for philanthropy and become a truly game-changing force, creating solutions to our most critical social problems." Recent projects: Andres-Amazon initiative promotes forest conservation.

£137.5m

10

DAVID AND LUCILE PACKARD FOUNDATION

US

Technology entrepreneurs David and Lucile Packard created the David and Lucile Packard Foundation in 1964, as a focused outlet for their philanthropic work. The foundation took a large concern in improving the lives of children and their families, but also covered conservation, science, health and community issues. In 2011, the foundation donated \$212m (£130.7m) to these areas. Headquartered in California, the organisation is still considered a family foundation, with many of the Packard's children and grandchildren sitting on the board of trustees. Carol S. Larson has held the position of president since 2004. Recent projects: US sex education programme. Conservation of the coastal ecosystem of California.

£130.7m

11

JOHN D AND CATHERINE T MACARTHUR FOUNDATION

US

Founded in the US in 1970, the John D and Catherine T MacArthur Foundation now has operations running in over 50 countries, including Mexico, Russia, India and Nigeria. Property and business tycoon John D MacArthur started the foundation with his wife to make good use of his wealth, and gave 92 per cent of his \$1bn fortune when he passed in 1978. Created to promote human rights, global conservation and security, the foundation remit has since expanded to include education, healthcare, media, arts and cultural projects. Led by president Robert Galluci (pictured), the foundation gave grants of \$205m (£126.4m) in 2011. Recent projects: supported Nigeria's free election last year through media monitoring and logistical assistance.

£126.4m

12

WILLIAM AND FLORA HEWLETT FOUNDATION

US

The William and Flora Hewlett Foundation was founded by computer entrepreneurs William and Flora Hewlett and their son, Walter, in 1967. The foundation's goals include helping to reduce global poverty, limiting the risk of climate change and supporting education and performing arts in their founding home, California.

With assets totalling \$7.2bn (£4.4bn), the foundation disbursed \$203m in grant and gift payments in 2011. It was to become a year of transition for the foundation, as the presidency was handed over to Larry Kramer (pictured) in September 2012. Recent projects: Restoration of 19,000 acres of the salt ponds in San Francisco Bay. Awarded \$3.5m to establish the California Education Policy Fund.

£152.2m

Maggie's Cancer Caring Centres and People's Postcode Lottery



With over £2 million received from players of People's Postcode Lottery, Maggie's Cancer Caring Centres is able to run a centre for four years such as the one located at Charing Cross

***"The work that Maggie's does to help people affected
by cancer is so important"***

Aggie McKenzie,
Maggie's Ambassador and broadcaster

Thanks to players... £21.9 Million has been raised for good causes by players of People's Postcode Lottery. By playing you support hundreds of good causes.

maggie's
People with cancer
need places like these



Visit www.postcodelottery.co.uk to find out more.



gambleaware.co.uk

Not available in Northern Ireland. People's Postcode Lottery manages multiple society lotteries promoted by different charities supporting a range of good causes. For details on which society lottery is running each week visit www.postcodelottery.co.uk/society

13

THE KRESGE FOUNDATION
US

Retailer Sebastian Kresge started the Kresge Foundation in 1924 with a stock gift of \$1.6m (£985,000) with the intention to help people on lower incomes. Now 88 years old, the foundation's remit has branched out to seven key areas: community, education, environment, arts, education, health, human services and the foundation's home city, Detroit.

The foundation donated \$152m last year, which included funds towards the long-term redevelopment of Detroit; the city's green credentials, healthcare, education and arts programmes are all to be improved. This move into strategic philanthropy is new ground for the foundation; something that president Rip Rapson (pictured) hopes to continue.

Recent projects: \$21m for the betterment of art spaces in the US. \$2.7m given to support higher education in Africa.

£93.7m

14

KNUT AND ALICE WALLENBERG FOUNDATION
SWEDEN

The Knut and Alice Wallenberg Foundation was founded in 1917 by chairman of Stockholm's Enskilda Bank, Knut Wallenberg, with an initial donation of SEK 20m (£1.8m). It was established with the aim of enhancing scientific research, teaching and education in Sweden. Based in Stockholm, the foundation granted funds of SEK 752m last year. The majority of the foundation's grants are donated to Swedish universities and academies, either in the form of project grants or equipment.

The foundation's chairman, Peter Wallenberg (pictured), is a direct descendant of Knut Wallenberg, with several other members of his family sitting on the board.

Recent projects: Grants given to University of Gothenberg, Stockholm University and Sweden's natural history museum. Studies into degenerative brain diseases supported.

£70.1m

15

GATSBY CHARITABLE FOUNDATION
UK

The Gatsby Charitable Foundation was started in 1967 by David Sainsbury (pictured), great grandson of supermarket founder John James Sainsbury, agreeing its first grant payment of £50 to the Liverpool School of Tropical Medicine. Sainsbury is now settler.

One of the Sainsbury Family Charity Trusts, the foundation has distributed more than £1bn to charitable projects. The organisation concerns its donations in six areas: plant science research, neuroscience research, the economic development of Africa, science and engineering education, public policy research and the arts. Last year, the foundation donated £69m.

Recent projects: official launch of the Sainsbury Laboratory at Cambridge University - a plant development research facility. \$25m (£15.4m) private equity fund focused on small agricultural businesses in East Africa.

£69m

16

ROBERT BOSCH FOUNDATION
GERMANY

Based in Stuttgart, Germany, the Robert Bosch Foundation came into being following directions outlined in the will of German technology entrepreneur Robert Bosch. The foundation provides funding on international relations, science and research, education, health issues and humanitarian causes.

The Robert Bosch Foundation has given over £1bn (£810m) since its founding, and last year spent €68m on charitable causes.

The organisation employs over 130 people and is overseen by chairman Dieter Berg (pictured). The foundation has helped with the training of healthcare assistants and nursing for the elderly and disabled. It has also offered scholarships in civil engineering, from which Bosch himself developed his trade.

Recent projects: AcademiaNet: promotes the awareness of outstanding female scientists.

£54.6m

17

THE LEVERHULME TRUST
UK

The Leverhulme Trust was established in 1925 with the passing of soap entrepreneur Lord Leverhulme, who had outlined plans in his will for a proportion of his business interests to go towards charities and "scholarships for the purposes of research and education".

Situated in London, the trust now provides funding for a number of awards across all academic disciplines, including research grants, fellowships, academic collaborations, prizes and arts grants. In 2011, the Trust gave £53m. Chairman Sir Michael Perry argued in the 2011 annual report the importance of private foundations spending on research, particularly as they can invest in "high-risk" projects that public funding might shy away from.

Recent projects: The Leverhulme Arts Scholarship: set up to encourage students with innovative artistic development.

£53m

18

THE WOLFSON FOUNDATION
UK

Based in London, The Wolfson Foundation was established in 1955 by Scottish businessman Sir Isaac Wolfson. With the help of his wife and son (Lord Leonard Wolfson, who was chairman of the foundation until his death in 2010), Wolfson created the charity to fund progress in key areas such as science, health, medicine, education and the arts.

Last year the foundation gave £49.6m towards these causes, with a particular focus on medical research and healthcare.

The board of trustees still features members of Wolfson's family, including current chairman Janet Wolfson de Botton. Paul Ramsbottom (pictured) is the foundation's chief executive. Recent projects: £20m to University College London to set up the Wolfson Experimental Neurology Centre. The National Theatre received £1m for major redevelopment.

£49.6m

19

GARFIELD WESTON FOUNDATION
UK

The Garfield Weston Foundation was founded in 1958 by Canadian businessman Williard Garfield Weston (right). Creator of Associated British Foods, Weston endowed the foundation with family-owned company shares, before being succeeded as chairman to both the company and foundation by his son Garfield H Weston.

Based in London, the foundation supports projects in several categories, including arts, education, medical, religion, youth, community, welfare and the environment. In 2011, it gave £46.1m worth of grants. The foundation is one of a few to support religious causes, with significant funding spent on the restoration of some of the UK's oldest and listed churches.

Recent projects: £3m to National Theatre and Tate Britain improvements. Grants to Westminster Abbey and Salisbury Cathedral.

£46.1m

20

DEUTSCHE FERNSEHLOTTERIE
GERMANY

The Deutsche Fernsehlotterie's (German TV Lottery) roots go back to 1948, to a charity known as "A Place In The Sun", which provided vacations for underprivileged children from Berlin. In 1956, the charity held the nation's first TV lottery with broadcaster ARD.

The lottery has since undergone numerous name changes, and in 2012 became the German Television Lottery. While its charity funding is still prioritised towards children, the lottery has also supported rehabilitation centres, disabled facilities, hospices and special education.

The non-profit lottery vows to donate at least 30 per cent of its proceeds to charitable causes, and has given a total of £1.4bn (£1.1bn) to more than 6,350 institutions since its inception. In 2011, the charity lottery gave away €53m.

Recent projects: development of St. Anna Munderkingen dementia community centre.

£43.1m

Ten top City of London givers

MICHAEL SPENCER
BROKING

The Icap Charity Day celebrated its 20th anniversary this December, raising £11m for charities in the process. The annual pre-Christmas event is a celebrity-studded occasion on which all revenues and commissions from the world’s leading interdealer broker are donated. Chief executive Michael Spencer has played a major role in the success of the event, which has raised over £100m since its inception in 1993.



JONATHAN RUFFER
INVESTMENT MANAGEMENT

Brought up near Middlesborough, Jonathan Ruffer’s philanthropic focus is on deprived areas of the North East, and this year gave £1m to the County Durham Community Foundation. In 2011, he paid £15m to save a set of Christian paintings at Auckland Castle, where he plans to spend a further £18m on developments. Ruffer is founder of boutique investment house Ruffer, but took a step back from his role this year.



ARPAD BUSSON
HEDGE FUNDS

Arpad Busson has used his City status to promote his children’s charity ARK. The charity’s annual gala dinner is one of the biggest events on the City calendar, and this year raised £14.5m for the charity. ARK’s work focuses on health, education and child protection, and has opened academies in the UK. Founder of hedge fund group EIM, Busson had a baby girl in July with actress Uma Thurman.



SIMON BORROWS
M&A; PRIVATE EQUITY

In 2012, Simon Borrows was appointed chief executive of 3i, having joined the private equity and venture capital firm as chief investment officer in 2011. Borrows has his own foundation, which distributes funds to art charities and provides bursaries for children who cannot afford public school. He sits on the advisory board of The National Theatre, to which he has contributed heavily in recent years.



CHRISTOPHER COOPER-HOHN
HEDGE FUNDS

Hedge fund manager Christopher Cooper-Hohn co-founded the Children’s Investment Fund Foundation (CIFF) in 2002 with his wife Jamie Cooper-Hohn. The foundation receives a portion of profits from Cooper-Hohn’s London-based hedge fund The Children’s Investment Fund Management. Since starting, CIFF has given over £175m. The charity directs its funding towards children living in poverty.



HARVEY MCGRATH
INSURANCE

Former chairman of the British insurer Prudential, Harvey McGrath stepped down in 2011. He is currently chairman of governors at Birkbeck College and trustee of several charities, including the Royal Anniversary Trust and iCould. He is also a founding member of New Philanthropy Capital. In October 2012, Harvey was announced as new chairman of Heart of the City, which encourages CSR in businesses.



JOHN STUDZINSKI
PRIVATE EQUITY

Though born in the US, a large share of John Studzinski’s philanthropy takes place in the UK. In 2001, he founded the Genesis Foundation, which supports young individuals in the arts and this year launched the Genesis Prize, a biennial award of £25,000. Studzinski is senior managing director at Blackstone Group and serves on the board of several institutions such as CREATE and The Royal College of Art.



LLOYD DORFMAN
CURRENCY EXCHANGE

Founder of the Travellex Group, Lloyd Dorfman is heavily involved with arts philanthropy and is a significant donor to institutions such as The Royal Opera House, the Roundhouse and Saddlers Wells. Most notably, Dorfman has made substantial donations to the National Theatre, where he has sat on the board since 2007. In 2011, Dorfman was awarded the Prince of Wales Medal for Arts Philanthropy.



JON MOULTON
PRIVATE EQUITY

British venture capitalist Jon Moulton is the founder of private equity firm Better Capital. The former Alchemy chief has given regular donations towards medical research and is a trustee of the UK Stem Cell Foundation. Moulton set up his own medical research foundation, the J P Moulton Charitable Foundation, and sits on the board at Great Ormond Street hospital. He donated around £4m this year.



MICHAEL HINTZE
HEDGE FUNDS

Michael Hintze is the founder of global multi-asset management firm CQS. Together with his wife Dorothy, Hintze established the Hintze Family Charitable Foundation in 2005, which has supported over 150 charities. The Australian is known for making regular donations to the arts, supporting institutions such as the Old Vic theatre, V&A Museum and the National Gallery, where he serves on the board of trustees.



Putting philanthropy at the top of the City’s agenda

LOOK out your office window and you will see a “philanthroscape” – the City’s bridges, hospitals, schools, prisons, alms houses and churches we walk past everyday were built on the donations of the wealthy businessmen of yesteryear, including its most famous lord mayor Dick Whittington. The City’s rich philanthropic tradition continues today – but quietly. While the City gives hundreds of millions of pounds every year through corporate programmes, individual donations, charitable grants, pro-bono work and volunteering, it is not a narrative that makes it into the wider world. The “Philanthropy in the City” story is drowned out by



the din of demonisation of bankers that dominates the media. Yet, in an age of austerity and an era of inequality, never has it been more important to celebrate and champion our giving – for the good of the City’s reputation, its business and for society. Alongside the potential for a good business in philanthropy, there is a dawning realisation that philanthropy and

corporate and social responsibility make for good business. From the many hundreds of corporates that engage with their communities, there is a growing body of evidence that such programmes improve employee retention, attract new clients and enhance reputation – a particularly vulnerable asset in the aftermath of the banking crisis. This sentiment is the springboard for the campaign “City Philanthropy – A Wealth of Opportunity”, funded by The City of London Corporation’s charity City Bridge Trust, that aims to capitalise on philanthropy for the good of society, donors, business and the City. Building on existing generosity, and acting as a hub for all things

philanthropy in the City, the campaign aims to inspire, educate, inform, facilitate and connect giving and givers, particularly the City’s next generation. It also positions London as a potential capital of global philanthropy for international givers, highlighting its local supply of world-class professional expertise, philanthropy friendly tax and policy rules, and its strategic geographic advantages. We are already seeing a groundswell of “new philanthropy” among young professionals, who are forming networks that allow them to socialise around giving to causes that motivate them. The Young Philanthropy Syndicate, led by Deloitte’s Adam Pike and PwC’s Michael Harris, The Bread Tin, The

Philanthropy Club and the City Philanthropy Campaign’s own City Funding Network, which raised £27,000 in an hour at its last event, bring fun and friendship to the serious business of giving. They also show philanthropy is not just for the wealthy – you can join these strategic philanthropists for less than a cup of coffee a day. Our aim over the next few years, with the backing of the current lord mayor Roger Gifford and his “City in Society” appeal, is to put philanthropy back on the City’s agenda and to champion the win, win, win opportunity for society, business, givers and the City. Cheryl Chapman is philanthropy manager for The City of London Corporation’s charity, City Bridge Trust.

WWF and People's Postcode Lottery



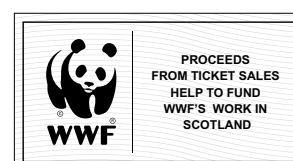
WWF has received over £400,000 for its work

“Never in human history has there been a more important moment to cherish natural diversity”

Nick Ross,
WWF Ambassador and presenter

Thanks to players... £21.9 Million has been raised for good causes by players of People's Postcode Lottery. By playing you support hundreds of good causes.

Visit www.postcode lottery.co.uk to find out more.



gambleaware.co.uk

Not available in Northern Ireland. People's Postcode Lottery manages multiple society lotteries promoted by different charities supporting a range of good causes. For details on which society lottery is running each week visit www.postcode lottery.co.uk/society