

A MAGAZINE BY CITY A.M.

GIVING

INSIDE PEOPLE'S POSTCODE
LOTTERY'S STELLAR YEAR
**THE LORD MAYOR AND
THE POWER OF MUSIC**
40 YEARS OF THE
PRINCE'S TRUST
HOW TO GIVE SMART

CHARITY & PHILANTHROPY TODAY

DECEMBER 2016

Not on our watch

Oscar winner and human
rights activist George
Clooney's quest to help the
vulnerable and dispossessed



CHARITY EXCLUSIVE: WE PRESENT OUR ANNUAL INDEX OF THE WORLD'S TOP CHARITY DONORS

Newborn hearing screening. Made possible
by Action on Hearing Loss funded research.

Make curing hearing loss your gift to the world

Imagine never hearing a comforting voice, or feeling the warmth of family conversations. A world without laughter, music or the waves crashing against the shore.

Thousands of deaf children, like Molly, live in a silent world. But it doesn't have to be this way. With your help, we could give back the miracle of sound.

For your free legacy information pack call 020 7296 8114,
email legacies@hearingloss.org.uk
(quoting "CAM12") or complete the coupon below:

☐ **Please send me my free legacy info pack**

Mr/Mrs/Miss/Ms/Other

Address

Postcode

We'd like to keep you updated with the many ways you can help people confronted by hearing loss - including fundraising, campaigning and volunteering - and the help we can offer, including our products and services. By submitting your details below, you are confirming you are happy to hear from us in this way.

Phone

Email

☐ **If you do not wish to hear from us by post in future, please tick this box**

Please send this coupon to: **Freepost Plus RTSZ-HYHY-ZYLT,**

Action on Hearing Loss, 19-23 Featherstone Street, London EC1Y 8SL

No stamp required. Reg. Charity Nos: 207720 & SC038926.

Names have been changed to protect the privacy of individuals.

CAM12



A national charity since 1911

Contents

05. CITY A.M. EDITOR'S LETTER

Christian May's welcome to this year's City A.M. Giving magazine and Charity Donor Index

06. LORD MAYOR'S APPEAL

Alderman Dr Andrew Parmley on changing the lives of Londoners through the power of music

08. INTRODUCTION BY THEO SCHUYT

Prof Dr Theo Schuyt of the Vrije Universiteit Amsterdam on compiling the rankings

10-12. GIVING IN NUMBERS

The top rankings for the world's and Europe's top charity donors, plus the top fundraising donors

CITY A.M. WORLD CHARITY DONOR INDEX

14~34.

All you need to know on the world's biggest private charity donors

35. PEOPLE'S POSTCODE LOTTERY

The almost 2m players of this charity lottery have generated £155m for good causes to date

38. CITY A.M. MAGGIE'S APPEAL

Maggie's and City A.M. reach for a million to help fund the new Centre at St Bartholomew's Hospital

40. CHERYL CHAPMAN

On the importance of London's community-led philanthropy and the positive changes it brings

42. THE POWER TO CHANGE

With a big idea and a bit of business savvy people can take back control over the places they live

44. THE PRINCE'S TRUST TURNS 40

Trust Chairman Lloyd Dorfman CBE on return in investment and supporting a million young people

46. SMART GIVING

Emma Turner, head of client philanthropy at Barclays, shares insights on smart, successful giving

48. OCEAN'S BEST FRIEND

Celebrities and new patrol vessel the Ocean Warrior help charity Sea Shepherd to protect the high seas

50. DAN CORRY

With goodwill and understanding, philanthropy will play a key role in making society function well



COVER IMAGE: George Clooney visiting South Sudan for one of the projects of the charity he co-founded, Not On Our Watch © Tim Freccia

Christian May Editor, City A.M. | Jeroen Gerlag Editor, City A.M. Giving
David Riley Art Director | Rosie Klein Designer | Greg Sigston Picture Editor
Jeremy Slattery Sales Director | Abigale Borsberry Production Manager | Gianni Cavalli Distribution Director

Published by City A.M., 3th Floor, 130 Fenchurch Street, London, EC3M 5DJ, Tel: 020 3201 8900
Printed by Precision Colour Printing, Halesfield 1, Stirchley, Telford, TF7 4QQ, United Kingdom,
Distribution helpline: 020 3201 8955 or distribution@cityam.com © City A.M.

Pay for a Day at Maggie's

We are calling on businesses and their employees to help fund a day at their Maggie's Centre. All the money raised will go directly to providing practical, emotional and social support to people with cancer in your community.

On average a Maggie's Centre sees up to 100 people a day, providing support to anyone affected by cancer through a team of trained professionals in a warm and welcoming environment.

It costs £2,400 a day to run a Centre and we are only able to keep our doors open, free of charge thanks to the support we receive from organisations and individuals.

To find out more about supporting your local London Centre contact Ali Orr at ali.orr@maggiescentres.org or on **020 7386 3523**

www.maggiescentres.org/payforaday

maggie's

People with cancer
need places like these



Social business and community projects are becoming more and more popular

Community giving in London is gaining ground

Welcome to the fifth edition of City A.M.'s annual World Charity Donor Index. For the third time, we have included this definitive list of the world's biggest charity funders in our magazine *City A.M. Giving*, and we hope that the response this year will be as positive as ever.

The UK has a proud tradition of philanthropic activity and it is particularly warming to see the City – and London more widely – stepping up to the plate to raise money for such a wide range of charities and causes.

A special focus in this edition of Giving is the ever-increasing cooperation between governments and private philanthropy. We also take a keen interest in community business: local projects that are neither charities nor private companies, but something entirely distinct, aiming to create a lasting social impact. As Vidhya Alakeson, chief executive of the independent trust Power to Change, puts it: "With a big idea and a bit of business savvy, local people can take back control over the places they live."

In this edition, you will also find contributions from the Lord Mayor, and charity experts Cheryl Chapman (director of City Philanthropy) and Dan Corry (chief exec of New Philanthropy Capital). We also feature Lloyd Dorfman's view on 40 years of the Prince's Trust (of which he is chairman), as well as useful hints on how to donate intelligently from Emma Turner, head of client philanthropy, wealth and investment management at Barclays.

Together with our readers, City A.M. has a proud track record of supporting charity. Last year we launched a £1m fundraising campaign to help cancer charity Maggie's bring vital support services to the City of London. The money raised through our campaign will help the charity's staff deliver Maggie's unique programme of support to people affected by cancer from the City and east London at a new Maggie's Centre, Maggie's Barts, that's being built in the grounds of Saint Bartholomew's Hospital in Smithfield.

You can still donate through maggiescentres.org/cityam. On behalf of all at City A.M. I wish you and your families all the very best for 2017.



Editor, City A.M.
CHRISTIAN MAY



It is warming to see the City, and London more widely, stepping up to the plate to raise money for charities and causes



Singing the City's praises

Here's how the new Lord Mayor of the City of London, Alderman Dr Andrew Parmley, hopes to change the lives of thousands of Londoners in 2017 through the transformational power of music

The Lord

Mayor's Appeal is one of the most recognisable charities in the Square Mile, raising huge sums each year for important causes. On 11 November, Alderman Dr Andrew Parmley became the 689th Lord Mayor of the City

of London. Stepping into the prestigious role, he pledged that his Lord Mayor's Appeal would support three particularly worthy musical charities over the next 12 months. "All three have the power to 'Educate, Support, Inspire'," he added, reiterating his motto for 2017, "and I am delighted that through my Appeal I will be able to contribute to their transformational work."

The first charity to benefit will be LSO Discovery, the London Symphony Orchestra's pioneering education and community programme, bringing people of all ages and backgrounds into contact with 100 of its world-class musicians.

Founded in 1990, it reaches 60,000 people every year, from across the City, Greater London and the world. Through inspiring musical experiences and insights, support and training, it enriches lives and encourages creative interests and skills.

The second charity, Music in Hospitals, has been improving the health and wellbeing of adults and children who find themselves in a healthcare facility since 1948. Over the last year, Music in Hospitals has provided around 500 live music sessions in a variety of healthcare venues across the capital.

The Lord Mayor's Appeal will also be fundraising for St Paul's Cathedral Outreach Programme, which has reached thousands since 2014 through Sing at St Paul's, the Hackney Children's Choir and its Organ Project. Any admirer of St Paul's Cathedral will know of its world-renowned choir and organ. Music plays an important role in the landmark's history and central to its ministry is the training of choristers.

A BETTER CITY FOR ALL

In 2016, the Appeal raised vital funds for the Juvenile Diabetes Research Foundation



All three charities have the power to 'Educate, Support, Inspire' and I am delighted that through my Appeal I will be able to contribute to their transformational work

The Lord Mayor of the City of London, Dr Andrew Parmley



Main left: Bundles of energy at the LSO Junior Discovery Choir Rehearsals; top, St Paul's Cathedral Music Outreach Choir; The Rt Hon directly above, the Lord Mayor Alderman Dr Andrew Parmley; right, Music in Hospitals perform live music in hospitals, hospices, day care centres, special schools and care homes



(JDRF), a charity committed to finding new treatments for Type 1 diabetes, and the Sea Cadets, a national youth charity working with 14,000 young people, many from economically challenged areas.

From a golf day and go kart grand prix to a beer festival and pop-up film screening, 2016 was full of fundraising events and initiatives. In June, the Lord Mayor and Lady Mayoress took to the skies in a hot air balloon regatta over some of the City's famous landmarks. Then in October they were joined by 45 other brave individuals, including City A.M.'s co-founder Lawson Muncaster and editor-in-chief Christian May for an abseil down the tower at St Lawrence Jewry.

The annual City Giving Day saw over 200 companies showcase the great contribution they make to their local communities as well as fundraising for the Lord Mayor's Appeal and their own nominated charities. The new

City Giving Day #GoRed theme encouraged staff in over half the businesses taking part to wear something red or organise red-themed events as a way of bringing people together to raise awareness of the great corporate social responsibility and philanthropy going on in the City.

This year also saw a milestone for the Lord Mayor's Appeal with the launch of 'This is Me - in the City', a pioneering mental health campaign. Based on a highly successful initiative first developed by Barclays, This is Me - in the City encourages employees who have experienced mental health problems to share their stories with colleagues, via a video message, for example.

In just seven months since the launch, 22 organisations have taken part in this award-winning scheme.

On top of this, the third Power of Diversity Breakfast Series ran throughout the year,

which was developed to empower collaboration across the City through creating inclusive working cultures. Over 100 City companies were involved, and the breakfasts were held alongside a number of exclusive dinners, all raising money for the Lord Mayor's Appeal.

The Lord Mayor's Appeal goal going forward is to help one million individuals thrive by creating a better City for all - an inclusive City, a healthy City, a skilled City, and a fair City. With this in mind, the Lord Mayor's Appeal will be building on the success of 2016 by encouraging more companies in the Square Mile to get involved in their flagship programmes, City Giving Day, Power of Diversity and This is Me - in the City.

For more information about all the Lord Mayor's Appeal initiatives and events for 2017, please visit thelordmayorsappeal.org

The World Charity Donor Index 2016

Prof dr Theo Schuyt on *City A.M.*'s unique ranking of charitable giving from the private sector and on the pioneering role of philanthropy



We welcome this fifth edition of the World Charity Donor Index from *City A.M.*, which shows how the effects of philanthropy are increasingly felt around the world. In committing themselves to the public good, people are expressing hope for a better world.

As in former years, our research, conducted by the Center for Philanthropic Studies of the Vrije Universiteit Amsterdam, results in two rankings: the top 20 largest philanthropic organisations in the world by expenditure and the top 20 largest Philanthropic European organisations by expenditure, in the year 2015.

The process of ranking this year is partly affected by fluctuations in the exchange rates, so don't look at the absolute figures only, but also at the percentage change in the expenditures.

HOW GOVERNMENTS AND PHILANTHROPY COULD MEET

In the face of huge cuts in state budgets, governments have sought more intense cooperation with philanthropy. Apart from these political shifts, philanthropy itself re-emerged autonomously at the end of the 20th century. Driven by economic wealth and prosperity, demographic changes and a growing desire to "Do it yourself", we have seen a revival of philanthropic initiatives. 'Modern philanthropy' occurred, encompassing a broad spectrum of public causes, including research, employment programs, social ventures, social investments, social innovation, nature preservation and cultural heritage.

However, public policy and philanthropy represent two different worlds with regard to constituency, legitimacy, values and structure.



PROF. DR. THEO SCHUYT

VU University Amsterdam and University of Maastricht, Chair of the European Research Network on Philanthropy (ERNOP)

Problems may occur if these worlds try to meet. Some governments have a rather critical stance towards private philanthropy, suspecting that the rich simply seek tax deductions, or worrying about uncontrolled financial transfers. Other governments take the opposite position, considering philanthropy to be an additional income source for their public policies.

PHILANTHROPY IS NEVER TRULY PRIVATE

Philanthropy has to legitimise itself. It must serve a public purpose, which calls for public accountability. However, even more importantly, 'private philanthropy' is not truly private. Philanthropic institutions make use of tax facilities, supported by governments, that favour 'pluralism' in society. From this perspective philanthropy always has a double face: a private and a public one. That public side urges accountability.

Because of their independency – regulated by law – foundations are able to react nimbly and immediate to issues or problems and are free to experiment. Governments, from their part, possess different characteristics: planned budgets, fixed procedures and political accountability. Governmental organisations are appropriate for some tasks, while for other others you need philanthropic ones.

GENTLEMAN'S AGREEMENT

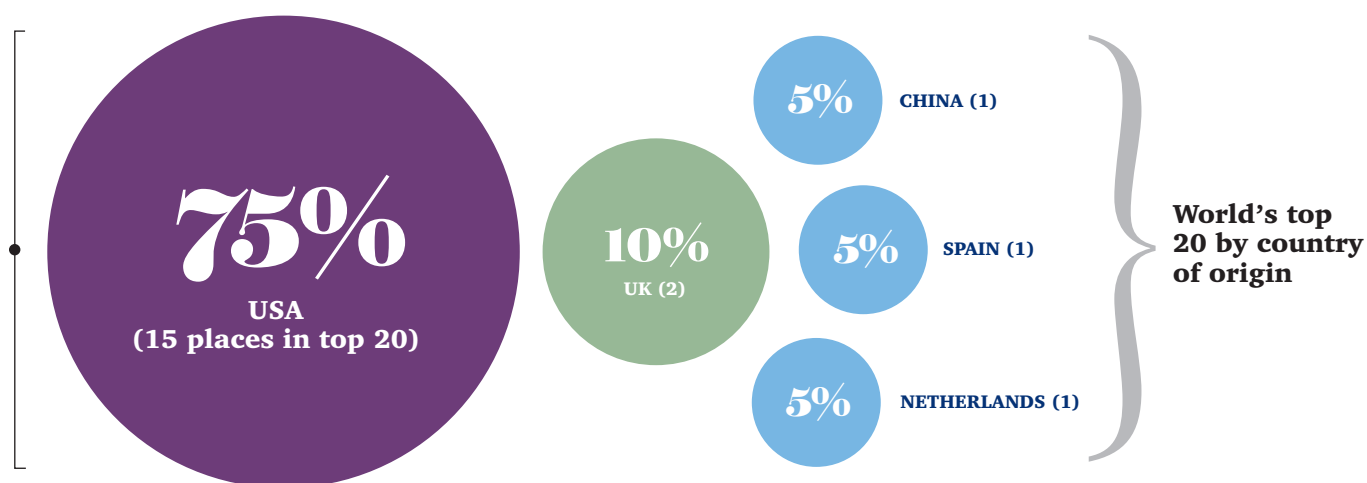
So governments and philanthropy are not always easy bedfellows. To break down the barriers between them, a gentleman's agreement may offer a promising solution. Both parties promise to be open towards each other in the pursuit of public goals and to accept each other's independence on the basis of mutual respect and honesty.

Contractual agreements – besides delivering benefits for both parties – help to avoid over-regulation and state bureaucracy. Contracts bring new dynamics to relationships and open doors to fresh ideas and innovation. Additionally, a contract is flexible, it is valid for a specific period, it evokes extra attention and energy, and above all, it offers legitimacy to the parties involved. Transparency and accountability are, as always, key.



In committing themselves to the public good, people are expressing hope for a better world

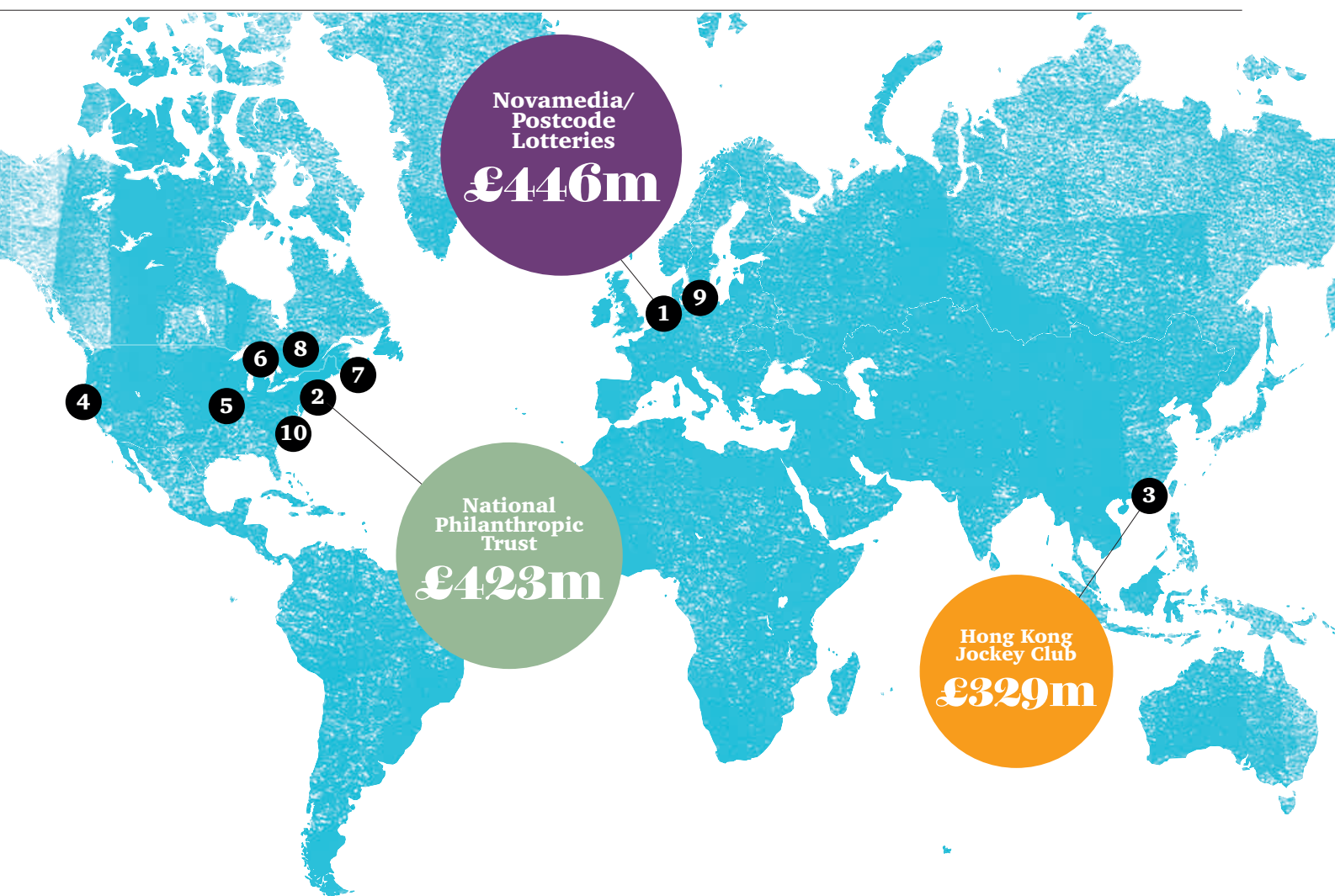




World's top 20 Private Charity Donors 2016

Rank	Organisation (country)	Founded	£2015	% change*
1	Bill & Melinda Gates Foundation (USA)	2000	£3.6bn	61%
2	Wellcome Trust (UK)	1936	£606m	9%
3	Novamedia / Postcode Lotteries (Netherlands)	1989	£446m	6%
4	National Philanthropic Trust (USA)	1996	£423m	38%
5	Lilly Endowment (USA)	1937	£364m	59%
6	Ford Foundation (USA)	1936	£351m	4%
7	Hong Kong Jockey Club (China)	1884	£329m	1%
8	La Caixa Foundation (Spain)	1990	£323m	2%
9	Silicon Valley Community Foundation (USA)	2007	£314m	1%
10	The Atlantic Philanthropies (USA)	1982	£262m	42%
11	William and Flora Hewlett Foundation (USA)	1967	£262m	11%
12	The Walton Family Foundation (USA)	1987	£245m	-/-1%
13	Church Commissioners (UK)	1948	£219m	1%
14	The Robert Wood Johnson Foundation (USA)	1972	£208m	-/-12%
15	John D. and Catherine T. MacArthur Foundation (USA)	1970	£205m	37%
16	Helmsley Trust (USA)	2008	£198m	25%
17	Andrew W. Mellon Foundation (USA)	1969	£183m	17%
18	Gordon and Betty Moore Foundation (USA)	2000	£181m	26%
19	Greater Kansas City Community Foundation (USA)	1978	£181m	5%
20	David and Lucile Packard Foundation (USA)	1964	£176m	5%

*increase or decrease in grants funded compared to 2014, in original currency

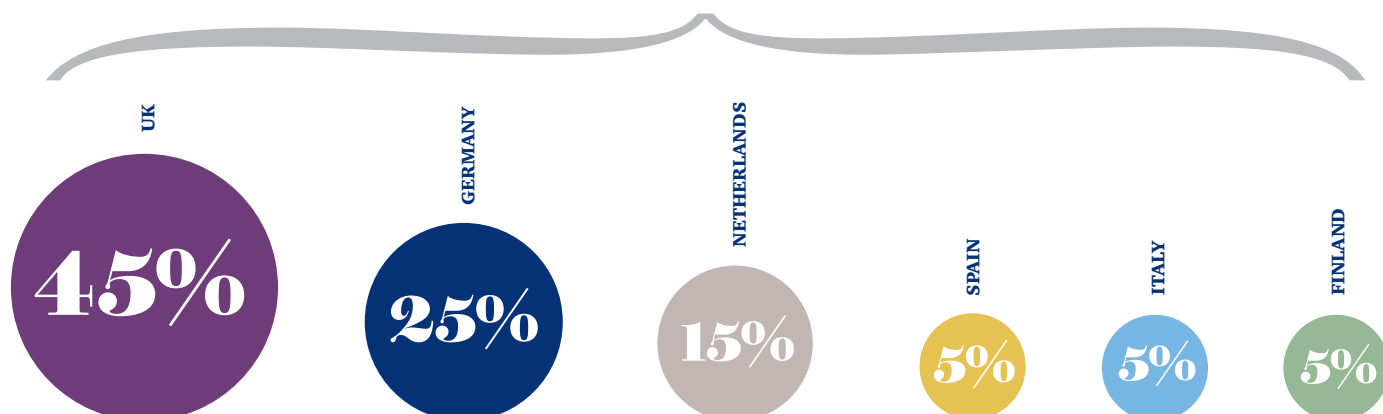


World's top 10 Fundraising Private Charity Donors 2016

Rank	Organisation (country)	Founded	£2015	% change*
1	Novamedia / Postcode Lotteries (Netherlands)	1989	£446m	6%
2	National Philanthropic Trust (USA)	1996	£423m	38%
3	Hong Kong Jockey Club (China)	1884	£329m	1%
4	Silicon Valley Community Foundation (USA)	2007	£314m	1%
5	The Atlantic Philanthropies (USA)	1982	£262m	42%
6	Greater Kansas City Community Foundation (USA)	1978	£181m	5%
7	Chicago Community Trust (USA)	1915	£170m	30%
8	New York City Community Foundation (USA)	1909	£108m	5%
9	Cleveland Foundation (USA)	1914	£70m	5%
10	Deutsche Fernsehlotterie (Germany)	1956	£32m	-/-3%

*increase or decrease in grants funded compared to 2014, in original currency

Europe's top 20 by donation per country



Europe's top 20 Private Charity Donors 2016

Rank	Organisation (country)	Founded	£2015	% change*
1	Wellcome Trust (UK)	1936	£606m	9%
2	Novamedia / Postcode Lotteries (Netherlands)	1989	£446m	6%
3	La Caixa Foundation (Spain)	1990	£323m	2%
4	Church Commissioners (UK)	1948	£219m	1%
5	Volkswagen Foundation (Germany)	1961	£162m	19%
6	Children's Investment Fund Foundation (UK)	2003	£150m	71%
7	The Leverhulme Trust (UK)	1925	£111m	34%
8	Compagnia di San Paolo (Italy)	1991	£104m	6%
9	IKEA Foundation (Netherlands)	1982	£87m	15%
10	Garfield Weston Foundation (UK)	1958	£58m	8%
11	Robert Bosch Foundation (Germany)	1964	£56m	49%
12	Bertelsmann Foundation (Germany)	1977	£39m	7%
13	Deutsche Bundesstiftung Umwelt (Germany)	1990	£36m	-/-6%
14	Deutsche Fernsehlotterie (Germany)	1956	£32m	-/-3%
15	The Wolfson Foundation (UK)	1955	£32m	-/-1%
16	Finnish Cultural Foundation (Finland)	1939	£25m	8%
17	Sigrid Rausing Trust (UK)	1995	£22m	9%
18	Gatsby Charitable Foundation (UK)	1967	£21m	-/-29%
19	VSF Fonds (Netherlands)	1990	£20m	-/-2%
20	Shell Foundation (UK)	2000	£12m	-/-46%

*increase or decrease in grants funded compared to 2014, in original currency



Even Mr Churchill is helping us to release potential in the community (well, sort of!)

An evening with author David Lough in aid of The ClementJames Centre

Talking about his critically acclaimed book

'No More Champagne: Churchill and His Money'

The first full, lifetime narrative of Winston Churchill's precarious private finances

WEDNESDAY 18 JANUARY 2017

6.30pm at 95 Sirdar Road, London W11 4EQ

TICKETS £30 (incl. drinks and canapés)

Please visit:

<https://mydonate.bt.com/events/davidlough>

Or contact us on 020 7221 8810 or reception@clementjames.org

The ClementJames Centre is an award-winning charity that empowers the community to release its potential through education and employment support in one of London's most deprived areas.



95 Sirdar Road, London W11 4EQ
www.clementjames.org



Microsoft co-founder and former chief exec Bill Gates and his wife Melinda, who also worked for Microsoft, set up their foundation in 2000. They focus on poverty and disease globally and on education in the US, with what they call “catalytic philanthropy”, investing for big returns. They run their foundation like they would run a business: setting clear targets and focusing on output and impact.

MEDAL OF FREEDOM

On Tuesday 22 November, US President Obama gave his last round of the Presidential Medal of Freedom, the nation’s highest civilian honor, to 21 artists, sports figures, scientists and philanthropists. At the White House, Bill and Melinda Gates were amongst those awarded the Presidential Medal of Freedom, which recognizes people who have made significant contributions to national interests, world peace and other public or private endeavours. President Obama called the pair “impatient optimists” and applauded their fight to improve the world.

ANNOUNCING GATES’ PHILANTHROPIC PARTNERS

With over £29bn given away since 2000, the spending power of the Bill & Melinda Gates Foundation on development aid is bigger than that of most countries. This spending budget not only comes from the Gates family and close friend Warren Buffet: The Bill & Melinda Gates Foundation also received around £25m in donations from individuals since its inception. In a climate of growing demand for transparency and trust, people are now even more inclined to give to renowned philanthropies like the Gates Foundation. The Gates Foundation has announced Gates Philanthropic Partners, a new public charity designed as a vehicle for individuals who want to further the work that the foundation is doing. All donations will support existing Gates Foundation grantees and will be directed to projects where additional funding can be absorbed quickly and accelerate work already being done.

EARMARKED DONATIONS

There is a downside to the growing demand

for transparency, resulting in more and more donations being ‘earmarked’ for specific goals. Earmarked donations make it more difficult for organisations to work towards their mission, with non-earmarked donations allowing the charity to put the money to use where they feel it is needed most, based on their expertise and experience.

ALWAYS WORKING IN PARTNERSHIPS

Despite having nearly 1,400 employees, the Bill & Melinda Gates Foundation considers itself “very small when compared to the problems we are trying to solve, many of which are centuries old and incredibly complex”, according to CEO Sue Desmond-Hellmann. “That’s why everything we do is arm-in-arm with others. We forge partnerships across sectors and industries and geographies to



Bill & Melinda Gates Foundation

UNITED STATES

£3.6bn



change the way the world thinks about and tackles big problems.” Desmond-Hellmann cites an African proverb: “If you want to go fast, go alone. If you want to go far, go together.”

FIGHTING TOBACCO

Nearly 6m people die of tobacco-related diseases each year, including more than 600,000 non-smokers who are exposed to secondhand smoke. If current trends persist, the tobacco epidemic could kill more than 8m people each year by 2030, 80 per cent of them in developing countries. Since 2008, the Gates Foundation has committed over £180m to partners who are working to address the tobacco epidemic in more than 30 countries in Africa and Asia, mostly with program partner The Bloomberg Initiative. According to



Since 2008 the Foundation has committed over £180m to those working to address the tobacco epidemic

CEO Desmond-Hellmann, The Bill & Melinda Gates Foundation aims to “curb the tobacco epidemic, with a revenue-generating solution, the proceeds of which are reinforcing the larger health system.” She refers to an example of country-led tobacco control in the Philippines. In 2013, the Philippine Government implemented the Sin Tax Law, which increased taxes on tobacco by up to 820 per cent. After one year, the government earned £785m in new tobacco tax revenue – far exceeding projections. Cigarette prices also increased, leading to an overall decline in smoking in the Philippines, while revenue from the Sin Tax nearly doubled the Philippine Department of Health budget, and financed the extension of fully subsidized health insurance for more than 43m poor Filipinos.

Above: Bill and Melinda Gates were amongst those awarded the Presidential Medal of Freedom by President Obama. Left: since 2008 the Foundation has committed over £180m to those working to address the tobacco epidemic

Below: The Wellcome Trust funds research into fighting a huge variety of infectious diseases around the world

2.

Wellcome Trust

UNITED KINGDOM
£606m

BENJAMIN MCMAHON



The Trust funds a wide array of medical research into how genes affect health, how the brain functions and solutions to combat a variety of infectious diseases

The Wellcome Trust is the world's largest medical research charity, funding research into human and animal health. Its motto: improve health by helping great ideas to thrive.

American British pharmaceutical entrepreneur, Sir Henry Wellcome (1853-1936), was one half of the founding duo of pharmaceuticals company Burroughs Wellcome & Co. His passions were opening research laboratories and collecting books and objects on the history of medicine. He started the Wellcome Foundation, which he left to be held in trust, saying the capital should be used to advance medical research "to improve mankind's well-being" and an understanding of its history.

The Wellcome Trust funds 4,000 scientists and a wide array of medical and biomedical research including on how genes affect health, how the brain functions and solutions to combat a variety of infectious diseases.

On 21 November, Prime Minister Theresa May opened two new buildings at the Wellcome Trust Sanger Institute. The Bridget Ogilvie Building will contain both the Sanger Institute's sequencing facilities, and the sequencing operation that is delivering Genomic England's 100,000 Genomes Project. Whole Genome Sequencing is a laboratory process that determines the complete DNA sequence of an organism's genetic material at a single time.

The Biodata Innovation Centre will house start-up genomics companies. Some of these will be spun off from local academic research groups, while others will come from elsewhere in the world.

Already businesses from the US, Europe and Asia have moved to the Centre to collaborate with UK scientists.

PM May described what she had seen as "an excellent example of research from across the UK and around the world coming together with commerce to deliver benefits for everybody, including patients in the NHS. We want the UK to be the 'go to' place for scientists, innovators, businesses and investors. This really is a very good example of that."

BENJAMIN MCMAHON





Above: Supported by a team of vets and conservation experts a sedated five tonne elephant is being hoisted onto a truck for safe transportation. The move of hundreds of elephants gained global media attention. Right: Winners of the Postcode Lotteries share prizes

In last year's edition of *City A.M. Giving*, Novamedia/Postcode Lotteries founder and CEO Boudewijn Poelmann expressed his wish to extend their number of charity lotteries. Now a sixth Novamedia operated charity lottery has started. The Deutsche Postcode Lotterie launched in 2016 across Germany, making it the fourth territory (after Great Britain, Sweden and The Netherlands) where Novamedia has set up a Postcode Lottery. Especially for the Deutsche Postcode Lotterie, Germany's first ever 'Postcode' system has been created, allowing people to play and win with their neighbours. The Deutsche Postcode Lotterie will support charities local to them, with focus on education, social cohesion, human rights and environmental conservation across all federal states in Germany.

WORLD'S BIGGEST FUNDRAISING DONOR

Thanks to their 6.1m players with 9.1m tickets monthly, the Novamedia charity lotteries together have donated £6.2bn to over 340 charities such as Theirworld, Royal Voluntary Service, WWF, Unicef and the Red Cross. In 2015, Novamedia's lotteries raised more than £445.5m for charity, an increase of almost 6 per cent (£26.5m) compared to 2014.

This total makes Novamedia/Postcode Lotteries the biggest private funder to charities in the world that actively fundraises the money it gives away. Unlike a lot of charity foundations, which take their grants from past earnings, the lotteries working with Novamedia's formats raise money every year for the charities they support.

"One of our mottos is making good citizenship fun," according to chief exec Boudewijn Poelmann (who is also non-executive chairman of the board of *City A.M.*). "We make this happen through our charity lotteries, raising funds for charity organisations and increasing awareness of their work, and also through other activities, such as book publications and media."

CLOONEY AND CRUIJFF

International Goodwill Ambassadors for the Postcode Lotteries include Desmond Tutu, George Clooney, Bill Clinton, Rafael Nadal, and the late Nelson Mandela. Dutch soccer legend Johan Crujff, who passed away on March 24



this year, was also an ambassador. His Cruyff Foundation teaches children to play together and be health conscious, through sports activities and through the famous Cruyff Courts.

FLYING ELEPHANTS

The charities and projects that the Postcode Lotteries support are ground breaking and life changing. One of the most prominent projects last year, which gained media attention from the BBC to CNN and Al Jazeera, was the move of 500 African elephants over 280 miles through Malawi. The elephants are moved from two overcrowded wildlife reserves in the country's south, Majete and Liwonde, to Nkhosakota Wildlife Reserve.

African Parks Network, with funding of more than £2.7m from the Postcode Lotteries, has taken over the management of these parks to ensure the best possible circumstances for its wildlife populations.

HIS ROYAL HIGHNESS PRINCE HARRY

Wildlife numbers in Nkhosakota Wildlife Reserve have been devastated by poaching in the past. To provide a safe haven for hundreds of animals in the park now, a team of vets and conservation experts are using a fleet of flat-bed trucks, helicopters and cranes to move the 500 African elephants. The first 250 animals were successfully moved recently with the second group of 250 being transported in 2017. His Royal Highness Prince Harry also worked with the project in August. "There has to be a balance between the numbers of animals, and the available habitat. Just how nature intended it," said Prince Harry.

3.

Novamedia/ Postcode Lotteries

NETHERLANDS

£446m

4.

National Philanthropic Trust

UNITED STATES

£423m



National Philanthropic Trust considers itself a “public charity dedicated to providing philanthropic expertise to donors, foundations and financial institutions, enabling them to realise their philanthropic aspirations.”

NPT was founded in 1996. Since that time, they have raised £4.9bn in charitable contributions and currently manage £2.2bn in charitable assets. NPT has made more than

“

National Philanthropic Trust has made more than 150,000 grants totalling £2.8bn to charities all over the world

150,000 grants totaling £2.8bn to charities all over the world.

NPT is one of the organisations in this list that makes use of Donor Advised Funds or DAFs, the most popular and fast-growing charitable giving vehicles.

It allows donors to make a charitable contribution, receive an immediate tax benefit and then recommend grants from the fund over time.



Above: Lilly Endowment fellowship winners have travelled worldwide to study diverse student populations



Lilly Endowment

UNITED STATES

£364m

The second pharmaceutical-based foundation in the list. The pharmaceutical company Eli Lilly and Company was founded in 1876 by Colonel Eli Lilly. It was the first to mass produce penicillin. When the colonel died in 1898, family members founded Lilly Endowment in 1937, with gifts of stock in the pharmaceutical company, operating as a private family foundation.

The Lilly family is from Indianapolis, Indiana, and that is where most of their grants are awarded. Grants are given towards community development, education and religion.

There is also the Eli Lilly and Company Foundation, established in 1968. This foundation awards grants for philanthropic initiatives dedicated to improving the lives of people who lack the resources to obtain quality healthcare, and to strengthening public education in the United States.

Last spring, Lilly Endowment called educators to apply for their 2017 Teacher Creativity Fellowships and design personal renewal projects that will nurture their commitment to education. Previous fellowship winners have travelled worldwide to understand the cultures reflected in their increasingly diverse student populations, for instance, and others have pursued interests in the arts, scientific exploration and the natural world. The program offers 100 grants at £9,000 each.



This foundation awards grants for philanthropic initiatives dedicated to improving the lives of people who lack the resources to obtain quality healthcare

6.

Ford Foundation

UNITED STATES

£351m



Established in 1936 by Henry Ford, the purpose of the Ford Foundation is to advance human welfare. The focus of grants lies in the fields of combating inequality, addressing what they consider to be the five drivers of inequality: civic engagement and government; gender, racial, and ethnic justice; equitable development, inclusive economies; internet freedom; youth opportunity, learning, creativity and free expression.

Throughout its history, the foundation's approach has been characterised by a continuous emphasis on the 'Three Is': building institutions and networks, investing in individuals

and leadership, and supporting new ideas.

From 2016 to 2020, the Ford Foundation is dedicating some £158m each year toward institutional strengthening efforts, an effort they call Build. One recent example of a project they support is Open Immersion: A Virtual Reality Creative Doc Lab, which seeks to explore and share VR knowledge and experience, in collaboration with the National Film Board of Canada, the Canadian Film Centre's Media Lab and JustFilms.

Open Immersion will be an innovative, experimental creative documentary lab for diverse creators from Canada and the US.

Above: Ford Foundation CEO Darren Walker; left: Ford Foundation's Open Immersion project will direct funds towards virtual reality in the creative industries



“

The foundation's approach emphasises the 'Three Is': institutions, investing and ideas



The Hong Kong Jockey Club also provides dining, social, sport and recreation facilities to its members

7 ●

Hong Kong Jockey Club

CHINA

£329m



One of the oldest institutions in Hong Kong, founded in 1884, the Hong Kong Jockey Club obtains its net earnings from racing and betting. It donates grants to charitable and community projects on behalf of its 23,000 members.

In 2015, the charitable donations benefited 215 charitable and community projects, mainly focused on the benefit of youth, the elderly, and sports.

On 22-23 September, delegates in the field of philanthropy from around the world gathered in Hong Kong at the Philanthropy for Better Cities Forum, organised by The Hong Kong Jockey Club Charities Trust. They debated key social issues confronting the world's urban populations. The two-day forum was the first in the Asia-Pacific region to focus on metropolitan social issues. It featured some 60 prominent speakers from around the world, who shared their views with 1,300 thought leaders and delegates from NGOs, government agencies and philanthropic organisations. The Philanthropy for Better Cities Forum was the opening event of the 2016 Hong Kong International Philanthropy and Social Enterprise Week.



The century-old La Caixa Foundation has pledged £75m to social outreach, research, culture and education programmes

8.

La Caixa Foundation

SPAIN

£323m

Over 110-years-old, the La Caixa Foundation stems from the Spanish bank which was set up in 1904 by a Catalan lawyer. The new 2016-2019 strategic plan launched by La Caixa Banking Foundation in April this year reflects the organisation's commitment to the three main strategic lines of action: social outreach; research; and culture and education. With a budget of £75m set aside for research, the foundation means business.

In 2015, the foundation signed an agreement with the British Museum. The first result is an exhibition in Barcelona, titled 'The Pillars of Europe. The Middle Ages at the British Museum'. Its purpose is to show the medieval world through the treasures and material culture that belonged to both the dominant elites and other groups of society. The exhibition will include over 260 objects from the collections of the British Museum, many of them exhibited for the first time.



9.

Silicon Valley Community Foundation

UNITED STATES

£314m

In spite of the huge wealth that Silicon Valley's tech sector generates, there are many social challenges in the region. There's a chronic housing shortage, for instance, which disproportionately affects the area's one-third immigrant population.

The Silicon Valley Community Foundation (which celebrates its tenth anniversary in 2017) wants to create positive regional change in the San Mateo and Santa Clara Counties in California. It does so by partnering with donors to strengthen the common good in the region. The foundation supports hundreds of non-profit organisations every year, making education and immigrant integration key priorities.

Netflix founder Reed Hastings' first job out

of college was as a high school maths teacher, and his love for education stuck. To expand educational opportunity, Hastings created a £78m philanthropic vehicle, called The Hastings Fund, which is administered by SVCF.

The importance of the work of the SVCF helping those in need in the Valley areas is also underlined by the findings of the study "The Giving Code", published by consulting firm Open Impact. The study found that only about seven percent of all giving by private foundations in Silicon Valley – £73m out of a total of £940m – went to local non-profits in 2013. Just three percent went to community-based organisations, defined as small nonprofits addressing local needs.





10.

The Atlantic Philanthropies

UNITED STATES

£262m



Entrepreneur Charles ‘Chuck’ Feeney (co-founder of Duty Free Shoppers - DFS Group, luxury shopping) quietly gave most of his wealth to The Atlantic Philanthropies Foundation, which he started in 1982. His philosophy of “Giving While Living” was also an inspiration behind the Giving Pledge, an initiative created by Warren Buffett and Bill and Melinda Gates to persuade many of the world’s richest people to give their wealth to philanthropy.

Focus areas for The Atlantic Philanthropies are education, health, peace, reconciliation

“

The Atlantic Philanthropies is a limited life foundation – it shuts itself down in 2020. By then, it will have given away more than £56.2bn

and human dignity in Australia, Bermuda, Northern Ireland, the Republic of Ireland, South Africa, the United States and Vietnam.

The Atlantic Philanthropies is a limited life foundation – it shuts itself down in 2020. By then, it will have given away more than £56.2bn, often in the form of what it calls Big Bets: awards over £7.5m. The idea behind this is: if you find the right strategy, you can fund your own tipping point. Other major philanthropists like Bill Gates and Mark Zuckerberg have launched their own radical ‘bets’ on a similar principle.

11.

William and Flora Hewlett Foundation

UNITED STATES

£262m



Hewlett, of Hewlett-Packard fame, set up the foundation with his wife Flora and their eldest son Walter in 1967. The foundation's ambitious goals include helping to reduce global poverty, limiting the risk of climate change and supporting education and performing arts in their home state of California.

In honour of the William and Flora Hewlett Foundation's 50th anniversary in early December, the foundation brought together experts from philanthropy, non-profits, business, academia

and government, for a two-day symposium at Stanford University on the history of philanthropy and future challenges.

The William and Flora Hewlett Foundation makes grants to a broad range of institutions, such as research universities contributing to public knowledge and performing arts centres engaging local diverse communities, to grassroots organisations representing millions of individuals and multilateral groups working on international development.



The Hewlett Foundation's grants reach a broad range of institutions, from performing arts centres to grassroots organisations representing millions



12.

The Walton Family Foundation

UNITED STATES

£245m

The Waltons are the richest family in the USA, owning 51 per cent of stakes in the world's largest retailer Walmart. The family foundation was set up by Walmart's founders, Sam and Helen Walton, in 1988. Main areas of funding are education, freshwater and marine conservation and improving the quality of life in Northwest Arkansas, the founders' home region.

"There's no limit to what plain ordinary working people can accomplish if they're given the opportunity, the encouragement and the incentive to do their best," according to Sam Walton, meaning that change can occur when you empower people to do good.

The Walton Family Foundation is poised to invest £1.6bn over the next five years, mainly in education and environmental programmes, and programmes that measurably improve the quality of life by creating cultural, educational and economic opportunities throughout northwest Arkansas and in the Arkansas and Mississippi Delta region.

In terms of environmental programmes, the foundation supports work in Indonesia and the Americas – the US, Mexico, Peru and Chile – to significantly reduce overfishing and improve ocean health over the next 10 to 20 years, focusing on policy changes, innovations in fisheries management and market pressure.

The Walton Family Foundation benefits communities throughout northwest Arkansas and the Mississippi Delta region



13.

The Church Commissioners

UNITED KINGDOM

£219m

The Church Commissioners support the work and mission of the Church of England across the country. It can trace its history back to Queen Anne's Bounty of 1704, set up to support poor clergymen.

The Church Commissioners manage an investment fund of £7bn, distributing £218.5m in 2015. This makes it the UK's third largest charitable giver.

The Church Commissioners investment policy is to hold a diversified portfolio of investments across a broad range of asset classes consistent with its ethical guidelines. This means, for instance, it does not make direct investments in companies if its revenues from defence, tobacco, gambling, high cost lending, pornography and human embryonic cloning exceed thresholds specified by the Church's Ethical Investment Advisory Group.

The Church Commissioners' responsibilities also include supporting dioceses with fewer resources with ministry costs, providing funds to support mission activities and paying for bishops' ministry and some cathedral costs.

In total, the Commissioners contribute 15p in every pound it costs to run the Church of England, with the rest coming from parishioners. Through the City Church Fund, the Church Commissioners also support six dioceses in and around London and all Church of England churches in the City of London, as well as local projects in these areas.

The Church Commissioners for England was named the best real estate investor at the IPE Awards & Conference in Berlin at the end of November. IPE is a leading resource for the global institutional real estate investment industry. The Church Commissioners also won awards for climate risk-related management, and environmental and social governance. For

Climate Related Risk Management, it won with a nearly perfect score of 19.75 points out of a possible 20.

A recent London-related project that The Church Commissioners support is a £1.7m refurbishment of the Great Hall at Lambeth Palace in 2015, which it owns, along with the home and office of the Archbishop of Canterbury. This was the first major repair of the Hall since its restoration in the late 1940s.

The Church Commissioners are also supporting pioneer ministry for the Queen Elizabeth Olympic Park in Stratford. The Revd Annie McTighe lives in the East Village (the Athletes' Village during the 2012 Olympics) and is based at St Paul's Stratford. In 2014, residents began moving into the East Village, mainly from the five surrounding London boroughs. The area and local community were unknown to them, resulting in little social cohesion, and no obvious sense of community. When Annie moved into the village in the summer of 2014 with the help of the Mission Development Funding grant, the Church was ideally placed to support the development of a community.



The £1.7m refurbishing of the Great Hall at Lambeth Palace was the building's first major repair since its restoration in the late '40s

14.

The Robert Wood Johnson Foundation

UNITED STATES

£208m

The Robert Wood Johnson Foundation is the United States' largest philanthropy dedicated solely to health. It was initiated by Robert Wood Johnson, the founder of Johnson & Johnson (creators of brands such as Savlon, Neutrogena and Listerine).

The Foundation's mission is to improve the health and healthcare of all Americans. In order to do this, the foundation has developed the Culture of Health Action Framework, which sets a US national agenda to improve health, well-being and equity. It contains a series of high-level objectives which, when addressed together, can lead to improved population health, well-being and equity – specific types of activities that are critical to achieving better health at the national and local level. This is backed by data points representing social, economic and policy measures that can support the tracking of progress over time.



Long before the internet, Johnson & Johnson was a big lover of cats. The furry felines appeared throughout the company's early medical catalogues, accompanied by humorous captions



“
The Health Action Framework is a series of objectives which can lead to improved population health, well-being and equity

15.

John D. and Catherine T. MacArthur Foundation

UNITED STATES

£205m



John D. MacArthur (1897-1978) developed and owned Bankers Life and Casualty Company and other businesses, and had property in Florida and New York. His wife Catherine (1909-1981) held positions in many of these companies and served as a director of the foundation.

The John D. and Catherine T. MacArthur Foundation supports people and organisations "building a more just, verdant, and peaceful world."

Its focus is on big projects that deliver progress on social challenges such as over-incarceration, global climate change, nuclear risk, and significantly increasing financial capital for the social sector.

MacArthur is one of the nation's largest independent foundations. Organisations supported by the Foundation work in 50

countries. In addition to Chicago, MacArthur has offices in India, Mexico, and Nigeria.

In 2016, the MacArthur Foundation launched 100&Change, a competition for a £78.5m (\$100m) grant to fund a single proposal that will make measurable progress toward solving a significant problem.

It deliberately did not focus on one topic or field. The rationale behind the amount and strategy for the project is that some problems can't be solved by grants of the size that foundations typically provide. According to The US Foundation Center, the average size of a foundation grant was about £108,000 in 2012.

By funding at a level far above what's typical in philanthropy, the MacArthur Foundation hopes to address problems and support solutions that are radically different in scale, scope, and complexity.



Shwetak Patel is a computer scientist and recipient of the MacArthur Foundation Fellowship in 2011



Helmsley-Spear is one of the United States' biggest property holders, and owns the Empire State Building

The Helmsley Charitable Trust (or in full The Leona M. and Harry B. Helmsley Charitable Trust) aspires to improve lives by supporting projects in the U.S. and around the world in health, selected place-based initiatives, and education and human services.

Harry B. Helmsley (1909–1997) was an American real estate billionaire. His company, Helmsley-Spear, became one of the country's biggest property holders, owning the Empire State Building and many of New York's most prestigious hotels. In 1971, Harry divorced his first wife and a year later he married Leona Roberts, vice-president of one of his companies. Together they kept building the portfolio of prestigious buildings and hotels. Leona Helmsley served 19 months in prison, on counts of tax evasion and filing false personal tax returns.

After her death, Leona left nearly all of the Helmsleys' estate to the Trust, which began its active grantmaking in 2008.

Recent grants include support for the Technion-Israel Institute of Technology and the Weizmann Institute. With the donations from the Helmsley Charitable Trust, researchers from both institutions have created a new technology to improve the conversion of solar radiation to alternative energy. This breakthrough could improve the efficiency of photovoltaic cells and help meet the world's energy consumption demands.

In the US, the Trust awarded 37 rural hospitals a grant to purchase a new CT scanner through a funding opportunity last year. This allows the hospitals to provide a vital service to patients close to home.

16.

Helmsley Trust

UNITED STATES

£198m

17.

Andrew W. Mellon Foundation

UNITED STATES

£183m

Andrew Mellon was part of the same generation as John Rockefeller, Andrew Carnegie and Henry Ford. He was a banker, who helped to found and fund companies like ALCOA, Carborundum, Koppers and Gulf Oil. Mellon was a passionate art collector, as well as a politician. During his life, Mellon gave away nearly £6.4m, with his most famous gift being the money and the artwork to establish the National Gallery of Art in Washington, DC.

When Mellon passed away in 1937, his son and his daughter established separate foundations, which were merged in 1969 to create the Andrew Mellon Foundation. At the end of 1969, the assets of the Foundation totalled

“

Mellon gave away nearly £6.4m, with his most famous gift being the money and the artwork to establish the National Gallery of Art in Washington, DC

£214m. By the end of 2015, the total endowment was approximately £4.8bn; annual grant making came to approximately £164m, giving grants to a variety of projects aimed at preserving the artistic and cultural heritage of the US as well as supporting the study of human culture, higher education and diversity.

In November, the New York University announced that it received a £1.6m grant from The Andrew W. Mellon Foundation for the Center for Ballet and the Arts (CBA) to continue and expand its work as the world's first research center devoted to the study and creation of ballet and its related arts and sciences. The new grant will cover CBA's operating expenses through 2019.





18.

Gordon and Betty Moore Foundation

UNITED STATES

£181m



Gordon Moore is one of several figures in the history of computing to make it into the top 20 of the City A.M. Charity Index. Moore is considered one of Silicon Valley's founding fathers. Five decades ago, he predicted computing power would double every two years – the so called “Moore’s Law”. His prophetic prediction (the desktop computer had yet to be invented) foretold the ongoing stream of faster, better and cheaper hi-tech products which are the norm today.

He went on to co-found chip maker Intel, where he served as both executive vice president, chief executive and chairman. Just before he retired from the firm, Moore, together

with his wife, established the Gordon and Betty Moore Foundation. It focuses on the three areas the couple are committed to improving: environmental conservation, patient care and science. It also works to support land conservation and science learning in the San Francisco Bay Area.

In the UK, the Gordon and Betty Moore Foundation supported the University of Cambridge in 2001 with a gift of £7.5m to open the Betty and Gordon Moore Library, which marked a new stage in the development of central library services for the University.

“I’d rather do a few big things that have an impact than a lot of little things. Swing for the fences.”

“

Moore’s law predicted the ongoing stream of faster, better and cheaper high-tech products which are the norm today

19.

Greater Kansas City Community Foundation

UNITED STATES

£181m

The founders of the Greater Kansas City Community Foundation passed a hat in 1978, collecting \$200 and some change. The Community Foundation started with the idea that charitable giving should be the responsibility of many, not just a select few. Projects granted by the Greater Kansas City Community Foundation aim to improve the quality of life in Greater Kansas City by increasing charitable giving, educating and connecting donors to community needs they care about.

The foundation manages more than £1.5bn in assets and houses more than 3,500

charitable funds established by individuals, families and businesses, working with the ever more popular Donor Advised Funds (DAF). At the Greater Kansas City Community Foundation, clients can set up a charitable giving account (the DAF) to help organise and maximise their giving. They can choose to name younger generations as future advisors on the account.

The Greater Kansas City Community Foundation accepts cash, stocks, or other assets like real estate or life insurance policies. Because the Community Foundation is a public charity, donations are tax deductible.





The Packard Foundation counts environmental concerns among its top priorities

20.

**David and Lucile
Packard Foundation**
UNITED STATES
£176m

David Packard, one half of the duo which set up one of the world's largest tech firms, HP (see also entry 11 on page 23), started the foundation with his wife Lucile in 1964. "Think first of the other fellow," was the first of his 11 rules to life.

In his foundation, this means promoting positive, lasting change in the areas the couple cared most about: the environment, science, children, reproductive health and their local community. A recent example of environmental support is the announcement the

“

Over the past half century, the Packard Foundation has made over £1.3bn in investments to expand our understanding of the ocean and improve its long-term health

Foundation made at the annual Our Ocean Conference in Washington, DC in September, of the foundation's new 15-year ocean grant making framework.

Over the past half century, the Packard Foundation has made over £1.3bn in investments to expand our understanding of the ocean and has worked with partners to improve its long-term health. In support of this strategic framework, the Foundation intends to commit over £430m over the next five years to advance ocean science, protection and effective management.



Clooney visiting
one of Not On Our
Watch projects

People's Postcode Lottery's sweet '16

Last year, the players of People's Postcode Lottery generated over £54m for hundreds of charities and good causes; this year will top even that.

It was a 'sweet '16' for People's Postcode Lottery, which saw continuous monthly growth over the last year and will have more than 2 million players by the end of 2016.

No wonder then, with such a passionate and driven team, that People's Postcode Lottery was named in this year's The Sunday Times 100 Best Small Companies list as one of the top workplaces in Britain. More recently they were awarded the Marketing Society's coveted Employer Brand of the Year.

PASSION FOR CHARITY

Last year, the players of People's Postcode Lottery provided funding of over £54m to hundreds of charities and good causes, and this year will top even that. To date, People's Postcode Lottery players have generated £154.8m for good causes. Here are some of the charity highlights for People's Postcode Lottery.

YOUTH EMERGENCY ACCOMMODATION

Nightstop South Yorkshire, run by homelessness charity Depaul UK, gives young people emergency accommodation, providing an alternative for those who face sleeping on the streets or in other unsafe places. The →



Top Left: PDSA provides care to the sick and injured pets of people in need. They received a £550,000 funding boost from players of People's Postcode Lottery. Top Right: National Trust received funding totalling £500,000; Bottom: Supported charities Street League and Missing People both receive vital funding

service, funded by a £200,000 award from players of People's Postcode Lottery, has expanded the range of options available to young people who find themselves homeless in Sheffield and South Yorkshire. Depaul UK provides 125,000 young people safe overnight accommodation each year.

OVER £6.8M FOR MAGGIE'S CENTRES

Maggie's, the charity which provides free practical, emotional and social support for people with cancer as well as their family and friends, turned 20 this year. The original centre, in the grounds of the Western General Hospital in Edinburgh, was opened in November 1996. Since then there have been more than 1.3 million visits to Maggie's Centres across the UK and beyond. Players of People's Postcode Lottery have awarded over £6.8m to support the fantastic work carried out by the charity. City A.M. is also an avid supporter of Maggie's (see page 38).

CLOONEY'S NOT ON OUR WATCH

Two-time Oscar winner and human rights activist George Clooney founded the humanitarian aid focused charity Not On Our Watch in 2008, together with fellow Hollywood stars including Brad Pitt, Matt Damon and Don Cheadle, to generate lifesaving assistance and protection for the vulnerable, marginalised and displaced. Not On Our Watch received a funding boost of £175,000 from players of People's Postcode Lottery in November 2015. George visited the People's Postcode Lottery offices to personally accept the cheque on behalf of his charity. At the annual Good Money Gala (Goed Geld Gala) of the Dutch Postcode Lottery last January, he received an additional cheque for £400,000 for his charity. "I believe in the goodness of man, I am an optimist," Clooney said in a live stage interview at the gala. "I have never seen anything like the Postcode Lottery. It lets you join together and also do well, the fact that I am involved is an honour. Standing united as an international

community, this funding will help us to increase global attention to human rights violations across the world." Clooney is International Goodwill Ambassador for the Postcode Lotteries.

LOOKING AFTER SPECIAL PLACES

Since 2013, players of People's Postcode Lottery have helped National Trust with funding totalling £500,000, supporting their mission to look after special places forever, for everyone. 2016's support from players enabled National Trust to secure the future of Heritage Open Days, the UK's biggest heritage festival, for another year. Heritage Open Days invites all to enjoy free access to England's architecture and culture for four days every September, celebrating the value of local heritage and green spaces.

ENDING YOUTH UNEMPLOYMENT

With help from players of People's Postcode Lottery, a vast number of young people's lives have changed for the better. Street League's vision is



Clooney at the annual
Gala of the Dutch
Postcode Lottery

to see an end to youth unemployment in the UK, and last year alone they supported 1,281 unemployed 16-24 year olds into jobs and training. The funding from players, which so far totals £600,000, has helped fund Street League's award-winning Academy programmes in Leeds, Birmingham, Sheffield, Ayrshire and Clyde West.

SUPPORTING MISSING PEOPLE AND THEIR FAMILIES

Missing People is the only charity in the UK which is dedicated to bringing the 250,000 children and adults that go missing every year back together with their families. The charity has recently seen an unprecedented increase in demand for its services, helping 60 per cent more children in the last year and launching over 300 more searches for vulnerable missing adults than the previous year. The charity has benefited from money raised by players since 2009. This year will see the cumulative total raised for the

charity by players of People's Postcode Lottery reach £4m.

NATURE RECOVERY ON LAND AND AT SEA

There are 47 individual Wildlife Trusts covering the whole of the UK and the Isle of Man and Alderney. Together, the Wildlife Trusts are the UK's largest people-powered environmental organisation working for nature's recovery on land and at sea. The Wildlife Trusts receive generous funding from players of People's Postcode Lottery, over £3m awarded so far, supporting a wide range of projects, providing educational programmes for school children, an osprey protection programme, funding of rangers and a whole host of public events.

.....
Players of People's Postcode Lottery pay £10 for 10 draws paid monthly in advance. A minimum of 30 per cent goes directly to charities, with guaranteed winners every day. Visit postcodelottery.co.uk or call 0808 1098765.

YOUR PPL QUESTIONS ANSWERED



Rachel Ruxton
is the Head of
Communications
at People's
Postcode Lottery

◉ LAST YEAR YOU INCREASED THE PERCENTAGE AWARDED TO GOOD CAUSES. WERE YOU ABLE TO BRING MORE GOOD NEWS THIS YEAR IN TERMS OF TICKETS SOLD AND MONEY TO CHARITIES?

Yes we were! In July, we once again increased the amount our players award to good causes from each ticket by an additional 2.5 per cent, meaning that the minimum amount awarded to charities now stands at 30 per cent. 2013, 2014 and 2015 all saw similar increases in support of our mission to raise funds for – and increase awareness of – charities and good causes. In 2015, our almost 1.4 million players won over 2.4 million prizes and awarded over £54m to charities and good causes. Currently society lotteries are restricted by regulations on the amount of money our players can raise so our ultimate goal is to have these limits increased and see more money making its way to those in need. That's our big ask for 2017.

◉ WHAT WERE YOUR HIGHLIGHTS FROM 2016?

It has been a sweet '16 for People's Postcode Lottery, starting with our annual Charity Gala in January where we welcomed First Minister Nicola Sturgeon to present supported charity Street League with a cheque for £200,000 on behalf of our players. My own personal highlight was releasing our social campaign '500 Elephants' highlighting the transportation of 500 African Elephants 280 miles to a new habitat. Our players helped make it happen and I'm so proud of that. (see also article on page 15).

◉ LAST YEAR YOU ANNOUNCED GEORGE CLOONEY AS AMBASSADOR. ARE THERE ANY FAMOUS NEW NAMES?

We were thrilled to welcome George to our office last year, where he was presented with a cheque for £175,000 for his charity, Not On Our Watch. He caused what could be described as fan-demonium outside our office. This year we welcomed two new Street Prize ambassadors to join the People's Postcode Lottery family, TV presenters Matt Johnson and Jeff Brazier. In the six months since being appointed the pair have been charging around the country presenting cheques to winners and have made such a great impact with our players and team.

◉ DID YOU MEET UP WITH ANY BIG LOTTERY WINNERS LAST YEAR?

With more than £3m awarded in prizes every month we always get the chance to meet lots of winners, all with their own dreams and plans about how they'll spend their money. In September, we headed to London for our first Postcode Millions in the capital which was held at supported charity, Battersea Dogs & Cats Home. It was really special to bring our winners to the home of a charity that they are supporting.



Maggie's and City A.M. reach for a million

A cancer diagnosis is made every 20 minutes in the UK: each one comes with tough questions, exhausting treatment and difficult emotions, not only for those with cancer, but their family and friends, too

People are referred to Barts Hospital with cancer diagnoses from 19 hospitals across the London North and East cancer network. The new Maggie's Centre there is crucial to providing cancer support, including benefits advice, nutrition, group support sessions, psychologists and advice on treatment options, in a part of London which includes some of the most deprived and ethnically diverse communities. Once established, the new Centre is expected to receive 20,000 visits a year from people affected by cancer and will offer everything from benefits advice, nutrition, relaxation, psychologists and specific cancer support groups, via a carefully chosen team of professionals.



Frank was diagnosed with a brain tumour in 2006 and now visits Maggie's regularly for advice and support



Maggie's has enabled Frank to continue to feel like himself despite the changes in his life

FRANK'S STORY

Maggie's only other London Centre is based in west London, in the grounds of Charing Cross Hospital, and supports around 100 people a day. Frank, one of its regular visitors, was working as head of research for a large bank in London when he was diagnosed in 2006. After experiencing signs of epilepsy, he was sent for an MRI scan; he was at Disneyland Paris with his wife and two children when he got the call from the neurologist to say he had a brain tumour. Expecting the treatment to be much worse than it was, Frank continued working until his seizures became more episodic. Eventually he had such a large seizure that he ended up in palliative care. He survived against the odds, but was left in a wheelchair. Losing his career and adjusting to a very different pace of life has proven difficult for Frank, so he comes to Maggie's for support, receiving counselling and advice on things such as receiving a Freedom Pass from TfL. He attends the weekly men's group in the Centre as well as the monthly brain tumour support group. Maggie's has enabled Frank to continue to feel like himself despite the changes in his life.

NEW CENTRE AT BARTS

Built in the grounds of NHS hospitals, Mag-

HOW THE £1M WILL SUPPORT PEOPLE WITH CANCER

It costs around £500,000 to run a Maggie's Centre for a year; enabling the provision of free practical, emotional and social support to people with cancer, and their family and friends. The £1m that *City A.M.* has committed to support Maggie's to raise will fund the running costs for the first two years for the new Centre at St Bartholomew's Hospital in London. This funding is crucial, and by joining the *City A.M.* campaign for Maggie's, you will be helping to ensure the doors of the new Centre can remain open and that Centre staff can provide vital support to people across the City and East London.

HOW YOU CAN HELP

● MAKE A DONATION:

You can make a one-off gift of £10 to Maggie's Barts simply by texting MAGG10 £10 to 70070 or set up an ongoing monthly donation at maggiescentres.org/donate

● GET YOUR COMPANY INVOLVED:

Companies can support Maggie's Barts by offering payroll giving, matching employee fundraising or choosing Maggie's as your next charity partner. Through charity partnerships, Maggie's can offer support back to your employees through well-being sessions and Cancer in the Workplace workshops. There are also volunteering opportunities, places in challenge events and the opportunity to host private events in our Centres with talks from leading figures in the fields of art, architecture and health.

● SPONSOR A DAY:

It costs around £2,400 to keep the doors open of a Maggie's Centre for a day, in which time it supports an average of 80 people affected by cancer. By sponsoring a day at Maggie's Barts in the opening month, you will be supporting people in the City and its surrounding seven boroughs, including some of the most deprived and ethnically diverse communities in London.



● 2017 ACTIVITIES:

We have an exciting calendar of events taking place throughout 2017 including working with some incredible corporate partners. Pick up a copy of *City A.M.* to find out about upcoming events in the city.

.....
To find out more about any of the options above or for more information on supporting the new Maggie's Centre at Barts, please contact Ali Orr: ali.orr@maggiescentres.org / 07701 395508

Opposite and below: patients and families find support, advice and relaxation at Maggie's Centres.

Below: The new site at Barts where Maggie's will be able to help many more people with cancer and their loved ones (artist impression)



gie's Centres are unique, welcoming and uplifting places designed to be different from the clinical buildings where people with cancer receive their treatment. Every Centre has a team of qualified professionals on hand to offer a programme of support that has been shown to improve physical and emotional wellbeing.

The new Centre at Barts has been designed by world-renowned architect Steven Holl and will be a three-storey 'urban townhouse' full of open space and light. A new garden to surround the Centre has been designed by Darren Hawkes, who has also designed a garden for Maggie's at the RHS Chelsea Flower Show, and will be open to patients, staff and the public. The Centre will follow in the footsteps of 19 Maggie's Centres currently across the UK, online and abroad.

Maggie's relies on voluntary donations to support and grow its network of Centres across London and the UK and to develop its unique, high quality programme of support.

For further information and to ensure Maggie's continues to provide its programme of support please visit maggiescentres.org/barts and help make the biggest difference possible to people living with cancer and their family and friends across the capital.





Power shift marks a new age of philanthropy

Philanthropy – private wealth for public good – has never been more important than it is now, writes **Cheryl Chapman**

Local authority budgets are under pressure, and demand for charitable services is increasing. While philanthropy will never be a substitute for government, it must now play a leading role for community provision, just as London's philanthropists have done for centuries, providing hospitals, schools, housing, infrastructure and other services.

There is some encouraging news on the giving front; philanthropy is experiencing a 'boom time' says Coutts, with £1m plus charitable donations in the UK at their highest level since 2008, according to its latest report. It shows that £1.83bn was given in 355 gifts to causes or foundations in 2015, with the majority from London.

Even more encouraging, there were 68 first-time million pound donors in 2014 and 2015, and seven of the first-time donors from 2014 gave again at this level in 2015.

So, we can tentatively hope that a culture of philanthropy is emerging once again among



Cheryl Chapman, director of City Philanthropy, on the importance of London's community led philanthropy and the positive changes it brings to communities and people's lives.

London's rich, numbering 4,400 according to 2015 figures from data provider Wealth Insight.

Of course, the poor have always been generous and partake in informal philanthropy in their own communities. New evidence of this is contained in The Big Give's London heat map of generosity.

A study of over 18,000 London donations by theBigGive.org.uk finds that some of London's most deprived boroughs are also demonstrating some of its highest levels of generosity.

Residents of Tower Hamlets, Newham, Hackney and Haringey, where child deprivation rates are above 30 per cent, which means many kids go hungry particularly during school holidays, give the most. While those from Richmond, Wandsworth and Bromley are the least generous donors, according to the research.

Despite their giving, the poorest have not traditionally had a say in how to tackle social issues. But that is changing.

In a new spirit of 'co-production' and an understanding that 'the shoe-wearers know where the shoes pinch most' as the African proverb goes, there is a grand vision for London to "own its own future" as set out in the London Funder's report *The Way Ahead*, funded by the City of London Corporation's charitable funder, City Bridge Trust.

"We see a re-ordering of civil society where Londoners work with those in power and each other, so that all voices are heard equally in developing a shared understanding of need and in crafting solutions to make London a better place," explains David Warner of London Funders.

The hashtag #shiftthepower is how the or-



A study of over 18,000 London donations by theBigGive.org.uk found that residents of Tower Hamlets, Newham, Hackney and Haringey give the most charitable donations

ganisers of the recent Global Summit on Community Philanthropy sum up this move away from traditional donor/recipient relationships, to people-led development.

'Islington Giving' is living proof of this new philanthropic contract. It launched in 2010 following the Invisible Islington report, commissioned by Cripplegate Foundation, which explored the day-to-day lives of Islington's poorest residents and allowed them to share their stories of debt, ill-health, isolation and lack of opportunity.

It revealed a borough suffering from a 'split personality' where London's richest and poorest residents existed side by side, living entirely different lives.

"The report allowed us to identify what we care about and what's happening in our own backyards and for us all to take action. People do not want to be 'done to'. No one has a monopoly on the solution, particularly when poverty and inequality are so entrenched in Islington," says Kristina Glenn, Islington Giving Director.

"Islington Giving is based on the simple idea that everyone can give, whether that's time or money, and when they do we all benefit. It's about reciprocity," she explains.

Since its launch it has raised more than £5m and engaged thousands of community volunteers. In 2016 alone it granted more than £1m to local projects and touched the lives of 4,500 residents.

Through The BIG (Business for Islington Giving) Alliance it offers business-supported employee a volunteer programme to strengthen links between businesses and community organisations, schools, colleges and universities

across Islington. This work goes from strength to strength and 2016 saw the 1,000th employee volunteer going out into the borough to share their skills and experience to support the social and economic regeneration of Islington.

Islington Giving is part of the London's Giving movement. So successful is this example of community-led philanthropy that City Bridge Trust is now funding the London's Giving project to develop and energise giving in every London borough.

Place-based giving partnerships have been established in Hackney, Kingston, Newham and Kensington and Chelsea, and are emerging in other boroughs such as Barking and Dagenham, Barnet, Camden, Lewisham and Sutton with more in the pipeline.

"Each is unique because it is built around the particular challenges and assets of the borough, but they are all based on a thorough understanding of the needs of residents and involve everyone – residents, businesses, funders – in finding solutions," says Deborah Xavier of London's Giving.

Philanthropy has gone through many iterations over the centuries from hand outs, to hand ups, but today we see most importantly it is about everyone having a 'hand in'.



Despite their giving, the poorest have not traditionally had a say in how to tackle social issues. But that is changing.

- For more information visit cityphilanthropy.org.uk
- To download the Coutts report, go to philanthropy.coutts.com
- More on the Global Summit on Community Philanthropy can be found here cpsummit.ngo
- More on London's Giving can be found here londonfunders.org.uk



Community business: Turning a local profit

With a big idea and a bit of business savvy, local people can take back control over the places where they live. Power to Change works to help people start community businesses, by **Vidhya Alakeson**

H

ead four miles south from the City of London and you reach Brixton. The contradictions of modern London stand out as clearly here as anywhere in the capital: all the signs of gentrification — jazzy new start-ups, laptops open

in coffee bars — are displayed a few hundred yards from a clutch of the most deprived areas of the UK.

Running up against Brixton rail-tracks is a quarter-mile strip of long-abandoned public land, fenced-off from local residents and visitors alike. This is Brixton Green, a place also marked by contradictions.

A new council estate is being built on one side, with million-pound townhouses on the other. Two hundred yards away is a street of boarded-up shops; they sit in the shadow of a stunning Gove-era academy school, designed by late architect Zaha Hadid.

The land is being taken over by local residents with ambitious plans. They want to build affordable homes on the site (Lambeth Council says there are 22,000 people on its housing waiting list), as well as a school, healthcare centre and small businesses.

Brixton Green isn't a charity because its success depends on turning a profit. But nei-

ther is it a private company, because it is aiming for local social impact, not shareholder dividends.

It is a community business: organised around a local asset, it answers to other local people for its decisions and ploughs any surplus back into helping that community. It is a simple enough model: with a big idea and a bit of business savvy, local people can take back control over the places where they live.

Power to Change, the independent trust I head-up, works to help people start community businesses. Sometimes this is through grants, from a few thousand pounds to support people as they develop a big idea, to much larger sums of money as people get those projects off the ground (we recently gave Brixton Green £230,000).

But we do much more besides, linking community businesses with one another and helping them build their own networks with charities and private companies where they



From pulling pints in the midlands to homemade pies in Liverpool: community business is thriving across England



Vidhya Alakeson is Chief Executive of the independent trust Power to Change and formerly Deputy Chief Executive at the Resolution Foundation.



work. Community businesses have the potential to change our sense of who delivers local services and how, and this will only happen if a real movement grows up around them.

The momentum is already coming from communities themselves. The most recent figures show the number of community businesses in England is up five per cent in the last year (this is more rapid growth than either charities or small businesses). They are responsible for re-opening pubs and renovating old libraries, generating new energy supplies and even shucking oysters. In the last twelve months, community businesses employed 36,000 people and turned over £1bn.

It is a new way of doing business and one to think about this Christmas. While festive charity appeals are as familiar as tinsel, community businesses offer new ways to give back to society which are intimately bound to the place where you live, from pubs in Brighton to libraries in Lancashire.

This can be as simple as local spending power. A community business is no different from any other kind of business — they thrive where there is demand for their goods and will struggle when there is not.

This is the logic behind Homebaked, a pie shop and community business developed on a Liverpool terrace once earmarked for demolition. Directly opposite Anfield, Homebaked bustles every match day with football fans choosing this food over the selection inside the stadium. They are buying for the quality but also making a choice open to us all about ethical consumption: when Homebaked isn't serving customers, it is working with nearby schools and running courses on preparing quality, affordable food.

There is a role for investors, too. Power to Change has put its weight behind community share schemes across England, match-funding capital to fund large projects.

In Leeds, this means teaming-up with local entrepreneurs who are trying to solve the city's housing shortage. The community shares will raise money for flats which can then be rented to people on the council's waiting list. We will match the first £100,000 they raise, guaranteeing enough capital to start the project in earnest.

This sort of investment promises big social impact rather than financial returns, and community share schemes need canny investors who want to get involved at an early stage. Done right, they are a great way to gear markets towards doing more good.

And community businesses need board members to help keep them competitive. These groups will be considering their options for the future: will success lie in starting new trading arms, for example, or acquiring new local assets? Some nous on business-building, and on the pressures unique to every local area, will be crucial.

The places where we live and work are changing. Community businesses offer the opportunity to shape that change ourselves.

40 YEARS OF THE PRINCE'S TRUST

Lloyd Dorfman CBE on generating return in investment and supporting a million young people in the next 10 years

Forty years ago, the Prince of Wales left the navy and set up a trust to help disadvantaged young people with his severance pay of £7,500. Four decades on, The Prince's Trust has evolved into the leading youth charity in the UK and now helps approximately 60,000 young people every year. A report published over the summer found that it had generated £1.4bn of value to society over the last 10 years alone. In terms of a return on The Prince's initial "investment", that's a return that would make any fund manager in the city proud.

Having been involved since 2000, becoming chairman of the Trust in the summer of 2015, I am extremely proud of its effectiveness and the many young lives it has changed. How has it done this? The recipe for success has come from a number of ingredients, but when I distil it down, I think about the four "Ps."



Lloyd Dorfman CBE is an entrepreneur and philanthropist. He is Chairman of The Prince's Trust and Prince's Trust International

First, the seven "programmes" we run to help young people from disadvantaged backgrounds into education, employment or training each fulfil a need, and have been honed over time. At one end of the spectrum is the Achieve programme, which runs in schools and colleges and is aimed at educational underachievers. At the other is the enterprise programme, designed to help young people, typically in their 20s, set up a business. Since this programme was set up, over 83,000 young people have launched a business. There have been some amazing success stories, with businesses set up by ex-offenders being sold for millions of pounds.

Second, the Trust works in "partnership" with a whole range of organisations from the public, private and charitable sectors. Added together, this comes to 1,200 operational and strategic partners, including the fire and police service, 40 professional football clubs and other sporting organisations. We also work with a range of corporate partners, from large companies like HSBC, RBS and M&S to entrepreneurs who support our work. Our strong partnerships, built over time, enable us to do things we wouldn't otherwise be able to do on our own.

Third, The Prince's Trust, like all high performing charities, is ultimately about its "people": not only the thousands of young people we help but also our 8,000 volunteers and our 1,200 staff. Without their efforts, we could not deliver the support to vulnerable young people that we do.

The fourth “P” is the “Prince” of Wales himself, who was so concerned about youth unemployment and disengagement in the 1970s, that he had the vision and determination to set up a trust to address this social problem. He is our founder and president, and remains the driving force behind the charity’s work. Not every charity has the benefit of a royal patron/president, but it obviously gives a tremendous lift and boost to our work.

Our 40th anniversary was a time not only to reflect on our achievements, but also to look ahead as to how we can do even more. As a consequence, this year has been a particularly busy one. We have been rolling out the One Million Young Lives campaign, which aims to support a million young people in the next 10 years (having helped 825,000 in the first 40 years). Mosaic, another charitable initiative of the Prince of Wales focused on Muslim communities, has also become part of The Trust. Finally, we have launched and been developing a sister charity, Prince’s Trust International, which aims to export the know-how of the Trust in the UK to other countries around the world. With over 70m young people unemployed globally, there is no shortage of need unfortunately.

Our work in the UK has a stellar track record. Three out of four people supported by The Trust move into some form of work, education or training. A common refrain from the young people we help is: “If it were not for The Prince’s Trust, I’d be in prison or dead.” A mother of a young person who had taken part in one of our programmes said: “It is not an exaggeration to say that the course gave me back my son and gave him back his life.”

The Prince’s Trust gives young people the skills and confidence to progress with their lives. It has done more than could be imagined when it was set up by the Prince in 1976, and its task remains as urgent and necessary as ever.



The Prince and the Queen cut a cake for the 40th anniversary of The Trust (above) and Lloyd Dorfman celebrates with supporters (below)



“

Our £1.4 billion value return to society would make any City fund manager proud

SMART GIVING

Charitable giving should be a two-way relationship between the donor and the charity. **Emma Turner** shares insights on smart and successful giving

In recent years I have noticed that while our clients are increasingly looking to become involved in giving, they often face challenges in getting started. With so much information out there, it can be difficult to know where to begin, particularly the first time.

PLAN FOR SUCCESS

All our accumulated experience with donors tells us that working through a period of reflection, self-questioning and research is the ideal way to start. This will help to clarify your thinking and to set some broad parameters for the journey ahead. Here are some of the questions to consider before you begin:

- What would you like to achieve or change?
- Is this charitable activity personal to you alone, or do you want to involve others?
- How hands-on do you want to be?
- Do you know what volume of funds you could give each year, or at the outset?
- What other resources and skills beyond money could you bring to the charity?
- What is your time frame?

WHAT IS 'SUCCESSFUL' OR 'SMART' GIVING?

The dictionary defines it as 'having the intended result', which is a good way to evaluate philanthropy. However, this can mean different things to different people depending on how involved they want to be in their giving.

Charitable giving should be a two-way relationship between the donor and the charity. Therefore, it is increasingly important that a charity is accountable to its donors for how they are spending their money and what it is achieving. This involves a process of getting to know one another; not being afraid to ask questions to ensure the organisation is doing 'what it says on the tin', and is roadworthy.



Emma Turner is Head of Client Philanthropy, Wealth and Investment Management at Barclays

Below are my top tips of things to consider when making a charitable donation:

LOOK BEYOND THE EMOTIONAL APPEAL OF THE CHARITY'S COMMUNICATION

Most campaigns asking for funds will involve some form of emotional appeal – one that may prompt a reaction because of your personal experience or interest in the cause. Before deciding, consider finding out more information about the charity, and think coolly about what you'd like to know about them and their activities.

CONSIDER THE 'RIGHT' CHARITY FOR YOU AND YOUR AREA OF INTEREST

If you know which charitable cause you wish to support, consider which charity best matches your own giving objectives. Don't assume that all charities achieve the same level of impact. Look for evidence of positive change demonstrated by a charity.

UNDERSTAND THE CHARITY'S PURPOSE

Is its mission and purpose clearly communicated on its website? Does the charity have an established 'theory of change' – can it describe how it intends to achieve its purpose? Look for evidence of the charity monitoring its impact regularly, and demonstrating that to others.

LOOK AT THE CHARITY'S FINANCES

Financial management is important for any charitable donation. Can you find its latest accounts; does it have diversified sources of funding (i.e. a lack of dependence on one or two funders)? Do it have reserves that could cover its operations for six months in case of problems with fund-raising or income?

CHECK THE PERSONAL DATA YOU ARE SHARING IS PROTECTED

Mismanagement of personal data is enough to put many people off giving to a charity. Always check the charity allows you to opt out of receiving approaches or marketing material from it. Check what form of contact it will take and ask how your data will be handled.

IN CONCLUSION

People should be able to enjoy their giving and give in an effective and smart way. Taking time, planning how you will approach your giving and selecting the right charity at the start should help avoid unpleasant surprises down the road. It will also help ensure that your giving is both successful and fulfilling.

CHARITY CHECKS TO MAKE THAT MATCH THE LEVEL OF YOUR DONATION

In this diagram Barclays gives you some guidance on giving to charity: how can you find out how your money will be used, how does the charity test and report its impact, and how well is the charity run (the quality of its governance). For each topic we have attempted to match the level of information we suggest you seek from the charity to the size of the monetary donation that you wish to give them. Of course, the levels of information we propose you ask for (based on specific donation sizes) are subjective. All we wish to convey here is that you might consider how much information to collect by taking into account the

size of your intended donation - both for your own benefit and in order not to place an unreasonable burden on the charity when your donation is a small one. Ultimately the questions you choose to ask at any level of giving will depend on your own wishes and interests, and perhaps on whether you intend that support to be regular or on a one-off basis.

CHARITY GOVERNANCE

£100 to £500

CHECK THAT ITS RECENT ANNUAL ACCOUNTS ARE AVAILABLE ON ITS WEBSITE.

Ensure the charity has a charity registration number (1)

Find out its main purpose; where it operates; and if its information is kept up-to-date

£100 to £500

Check who runs the charity day to day.

How many people does it employ and how many volunteers does it have?

Find out who are the people acting as Trustees and the Board Chair

£1000 & up

Check its latest Annual Accounts and Annual Return (2) for any of the following information:

Its level of cash reserves

Its financial status: total donations/revenues; total costs

What funders it attracts (type and scale)

How much funding it receives from government /local government in the form of either grants or payments against contracts delivered

When the charity last reviewed its financial controls

That appropriate checks are in place for relevant staff (e.g. DBS (3) checks)

USAGE OF YOUR DONATION

£100 to £500

Acknowledgement.

Expect thanks for, and acknowledgement of, the donation (by email or mobile)

£500 to £1000

Use of the donation.

Check what use will be made of the donation? (if it is not stipulated or clear)

£1000 & up

Consider any restrictions you want to place on the usage of your donation, e.g.:

To cover a specific programme/ activity/geography/demographic

To stipulate if it is for restricted funds/unrestricted funds

To stipulate that it won't be used for the charity's 'core' costs

IMPACT THAT THE CHARITY ACHIEVES

£100 to £500

Information about charity.

Receive a newsletter to give you some information on the charity's broad impact.

£500 to £1000

Receive charity's annual report.

Receive an annual report on the achievements of the whole organisation.

£1000 & up

Report on your donation's impact.

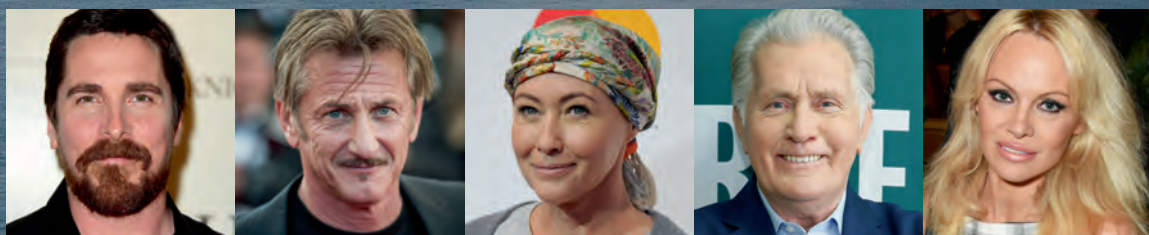
Receive a report or response on the impact of your donation in your specific area of funding.

(1) The registration number will demonstrate that the charity is registered with the Charity Commission.
(2) Viewable on the Charity Commission website: www.gov.uk/government/organisations/charity-commission
(3) Disclosure and Barring Services (used to be called Criminal Record Bureau checks).

The content on this page has been taken from 'Smart Giving - The Guide to Donating'. The full guide can be downloaded from barclays.com/philanthropy

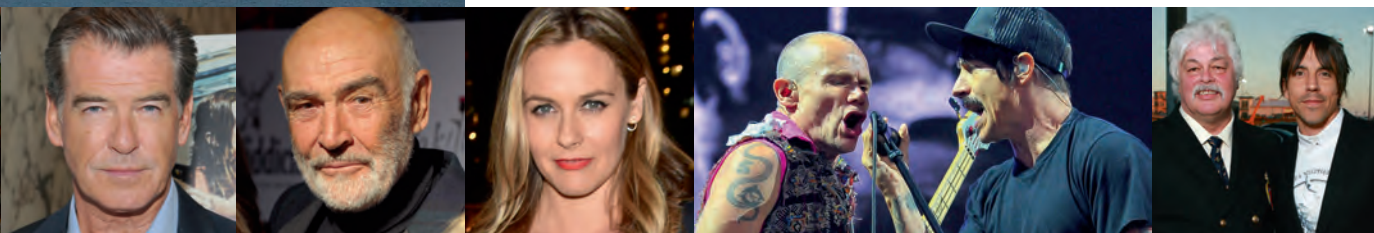
“

Red Hot Chili Peppers are longtime supporters of Sea Shepherd, and the work they do



The new patrol vessel, Ocean Warrior. Above, famous supporters of Sea Shepherd, left to right: Christian Bale, Sean Penn, Shannen Doherty, Martin Sheen, Pamela Anderson, Pierce Brosnan, Sean Connery, Alicia Silverstone, Red Hot Chili Peppers, Peppers frontman Anthony Kiedis with Sea

OCEAN'S BEST FRIEND



Celebrities and new patrol vessel Ocean Warrior are helping buccaneering Sea Shepherd to protect the high seas

Founded in 1977, Sea Shepherd is not your average charity. The Sea Shepherd Conservation Society (SSCS) is an international non-profit, marine wildlife conservation organisation, with a mission to end the destruction of habitat and slaughter of wildlife in the world's oceans. The idea of Sea Shepherd was formed when Captain Paul Watson founded the Earth Force Society in 1977 in Vancouver. In 1978, the Society purchased its first ship (British sea trawler Westella) and renamed it the Sea Shepherd.

Since those early days, Sea Shepherd has embarked on over 200 voyages covering many of the world's oceans, defending and saving marine life. Nowadays, Sea Shepherd is the world's leading direct-action ocean conservation organisation.

SEA-LEBRITIES

Amongst the list of supporters and ambassadors of Sea Shepherd (or Sea-lebrities as they are sometimes called) are some famous rock and movie star names: Aerosmith, Red Hot Chili Peppers, Tommy Lee, Smashing Pumpkins, Alicia Silverstone, Pierce Brosnan, Sean Penn, Martin Sheen, Sean Connery, Christian Bale and Pamela Anderson. They support the organisation with donations, advice, media attention and sometimes even go on a mission at sea.

Just last summer, Pamela Anderson joined Sea Shepherd on a campaign against fish farms, saying: "Fish farms in the oceans are

polluting the oceans, spreading sea lice and killing the wild populations of salmon."



OCEAN WARRIOR

In 2014, Sea Shepherd submitted to the Dutch Postcode Lottery its Dream Project *Stop Illegal Fishing in the Southern Ocean*, with the aim of building a much-needed new patrol vessel. In January 2015, Sea Shepherd received its biggest donation – almost £7m – from the Postcode Lottery, to do just that. The total donation that Sea Shepherd has received from the Lottery since 2007 has reached £13m.

In July this year, Sea Shepherd launched its latest weapon in the battle to protect the world's oceans: the new patrol vessel, Ocean Warrior. The Ocean Warrior is custom-built to operate in extreme weather conditions. This new ship is also equipped with a hybrid propulsion system, providing an extended range and drastic reduction of fuel consumption, both lowering fuel costs as well as limiting CO₂ emissions. With the new Ocean Warrior as the flagship in its Southern Ocean Patrol, Sea Shepherd is now more effective than ever in the fight against poaching on the high seas.

Philanthropy and the State: A tricky relationship

Dan Corry on understanding the relationship between philanthropists and the public sector

Although we are now eight years beyond the great financial crash, we still feel the consequences acutely in terms of government finances. Debt has remained stubbornly high, and deficits continue despite promises they would be gone in a few years.

Money for many desirable projects and causes remains tight and helps explain why philanthropy is in great demand, not least from all parts of the public sector. Not able to fund the local arts organisation any more given the pressure to fund social care? Search for a rich donor or a charitable foundation to help out. Not able to fund free wi-fi in the hospital when patients are queuing up for beds? Get the local philanthropic charity to come up with the necessary finance. From a government point of view, it makes perfect sense.

But this is not a straightforward relationship at all. Philanthropists and charitable foundations are proud of their independence and wary of funding things the government wants them to; if the government steer is too strong they will resist, and hard.

In the context of government cuts, many philanthropists worry they are replacing what the state really should be funding. If the state has decided not to fund it anymore, that is on its own head. Many philanthropists want their giving to do something *additional* to what the state should be doing. Many of them cherish their position and ability to fund innovation as well as tricky, unproven



Dan Corry is chief executive of charity think tank and consultancy New Philanthropy Capital



Philanthropists and charitable foundations are proud of their independence and very wary of just funding things the government wants them to

things where they believe they can add real value. They can take risks that the public sector is rarely prepared to take – and is even worse at taking in times of austerity.

But if philanthropists find the relationship with the state tricky, the government itself often finds the interaction awkward, too. Central government, especially the Treasury, has had a tendency to see philanthropists as simply a bunch of rich people getting and seeking generous tax breaks to fund their giving whims. This point of view was exposed in its full glory when the Treasury attempted – and badly botched – a raid on the charity tax break in the Budget of 2012. It also suspected (unfairly in most cases) that lurking behind the generosity is a desire for recognition in the form of an award or title.

In addition, quite often the charitable funders look to the public sector to mainstream the innovations they have funded and evaluated, and become impatient when the mixture of tight money, practical politics and different priorities result in a refusal to do so. And, of course, government – at a local level and elsewhere – should fund what is necessary and not be steered towards what it can get philanthropists to fund. Maybe this need for greater trust on both sides helps explain why local government often feels more comfortable working with geographically focused philanthropy – such as community foundations – than distant, national ones.

Politicians and public sector managers will also be aware that the public are not entirely sure about philanthropy. Who are these people? How do they choose to fund things? Are they just part of the now much-derided metropolitan elite? Indeed even in the US, where making money and giving it away is far more part of the cultural landscape, philanthropy is in danger of attracting some of the Trump movement backlash.

While the relationship between state and philanthropy remains, at times, inevitably tense, somehow we have to make it work. If relationships are right and there is respect on both sides, with goodwill and understanding, philanthropy can and will play an important role in making our society function well. It is worth working at.



DANIEL SPARGO - MABBS foundation

Supporting young people
to make safe choices
about drugs

about Dan and the foundation

Daniel Spargo-Mabbs was a bright, articulate and popular 16 year-old from south London with a great sense of humour and a huge zest for life. He died on 20 January 2014, having taken MDMA (ecstasy) at an illegal rave a couple of days earlier. This wasn't the kind of thing Dan usually did.

The Daniel Spargo-Mabbs Foundation has been set up by Dan's parents, in order to try to prevent such a tragedy happening to any other family.

what do we do?

We work with young people, families, teachers and professionals...

- delivering assemblies and workshops
- providing planning, resources and training for school staff
- working directly with young people through peer mentoring
- working with parents and carers
- using theatre in education
- working in partnership with other related charities and professionals

to find out more or contact us

Email: admin@dsmfoundation.org.uk

Website: www.dsmfoundation.org.uk

www.facebook.com/danielspargomabbsfoundation

@dsmfoundation

@foundationdsm

Registered charity no. 1158921

The Daniel Spargo-Mabbs Foundation is a company limited
by guarantee Reg. No. EW11052



THE ONLY RACE WHERE THE FINISH LINE CATCHES YOU

**£25 EARLY
BIRD OFFER**

**UNTIL 31ST
DECEMBER**

IN **CAMBRIDGE** OR WITH THE **APP** WHEREVER YOU ARE

7TH MAY, 2017, 12:00 P.M.

100% OF ALL MONEY RAISED GOES TO SPINAL CORD RESEARCH



WINGSFORLIFEWORLDRUN.COM