

GIVING

Charity & philanthropy today

DECEMBER 2015

**INSIDE
MAGGIE'S
IN THE CITY**

City A.M. leads the charge to raise £1m for new cancer care centre

**CHARITY
EXCLUSIVE**

We present our annual index of the world's top charity donors

**NOT ON OUR WATCH**

George Clooney raises awareness – and lots of cash – for human rights

NEW KID ON THE BLOCK

MARK ZUCKERBERG AND HIS WIFE ANNOUNCE BABY DAUGHTER... AND A MULTI-BILLION DOLLAR FOUNDATION



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
[@dsmfoundation](https://www.facebook.com/danielspargomabbsfoundation)
[@foundationdsm](https://www.facebook.com/danielspargomabbsfoundation)

Registered charity no. 1158921
The Daniel Spargo-Mabbs Foundation is a company limited
by guarantee Reg. No. EW11052

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CITYA.M. GIVING

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Just
1%
of the national spend
on cancer research
has been allocated to
this devastating
disease

**GET YOUR
THINKING
CAPS ON!**

**SAVE
THE
DATE**

THURSDAY
**24TH
MARCH**

**WEAR A
HAT DAY
2016**



**Brain Tumour
Research**

Together we will find a cure



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ONLINE
TODAY!**

Registered charity number 1153487



Together with our readers we are fundraising £1m for Maggie's care centres

City A.M.'s annual celebration of giving

Welcome to our second annual charity magazine, *City A.M. Giving*. At the heart of this magazine you will find the fourth edition of our Charity Index, which ranks the world's private sector charitable institutions in terms of how much they have distributed during the year. Each year, the index, compiled by prof dr Theo Schuyt, an academic and expert in the field, gains prominence and credibility.

We are keen to raise the profile of the myriad charities raising money for vital causes and the buoyant state of today's philanthropy industry, with a special focus on the City of London. Inside you will find contributions from the Lord Mayor, from charity experts Cheryl Chapman (director of City Philanthropy) and Dan Corry (chief exec of New Philanthropy Capital), as well as an overview of the charitable activities from the City of London in 2015.

Londoners are generous folk: in the UK, nearly 300 charitable donations of £1m or more were made in 2014, and two-thirds came from the capital. London as a whole gives more than £5.5bn each year.

Together with our readers, we also take part in giving to charity. This year we launched a £1m fundraising campaign to help cancer charity Maggie's bring vital cancer support services to the City of London. The money raised through our campaign will help the charity's professionally qualified 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.

In this magazine you will read more about Maggie's, as well as invaluable charities like Opportunity International and Child Rescue Alert, of which we are also proud supporters.

I hope you enjoy reading this, and I wish you and your families all the very best for the year to come.



CHRISTIAN MAY
Editor, City A.M.

“

This year we launched a £1m fundraising campaign to help charity Maggie's bring vital cancer support services the City



The World Charity Index 2015

An introduction by the man behind City A.M.'s unique ranking of charitable giving from the private sector, prof dr Theo Schuyt

For the fourth year in a row, *City A.M.* presents its ranking of charitable foundations in order of those that contribute the most. As always, it's a work in progress; not all information is available or accessible. Nevertheless, the *City A.M.* Charity List grows in stature and reputation every year. For researchers at the Center for Philanthropic Studies at Vrije Universiteit Amsterdam, such as myself, it is an honor and a challenge to conduct this research. In doing so, we make philanthropic efforts more visible around the world.

These foundations are the essence of entrepreneurship. They are made up of High Net Worth Individuals (HNWI's), corporations and business-people selling their enterprise in order to make a difference. The shortest definition of philanthropy, after all, is: "voluntary action for the public good". Free will to act; to change, to take responsibility. There has been an exponential growth of new foundations in the last fifteen years, with family, corporate and com-



PROF. DR. THEO SCHUYT

Vrije Universiteit Amsterdam and chair of the European Research Network on Philanthropy



By conducting this research, we make philanthropic efforts more visible around the world

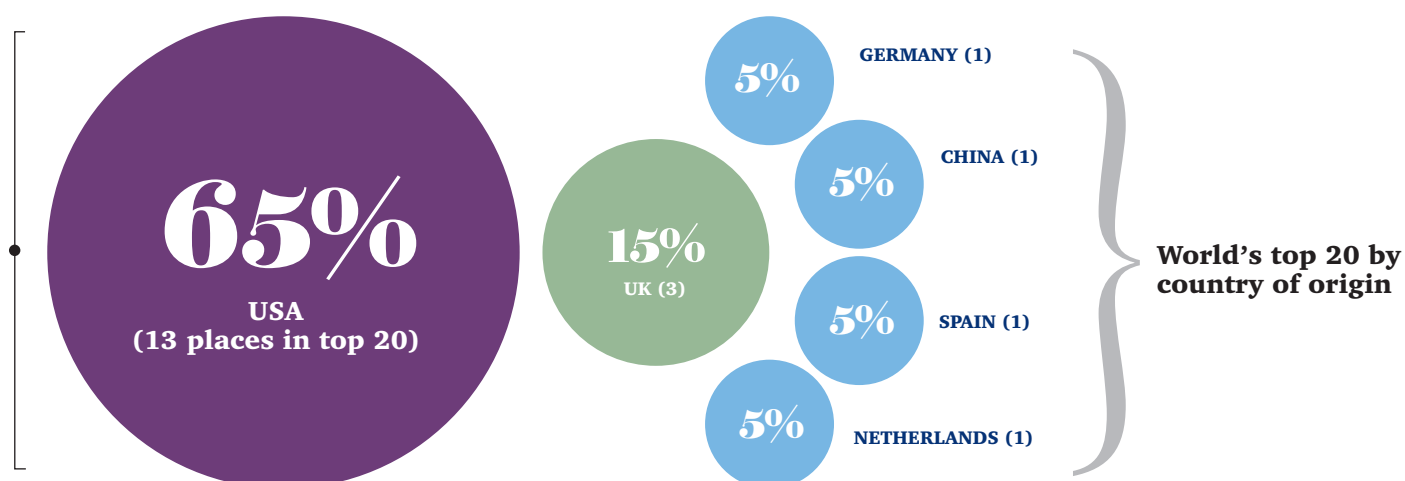
munity foundations becoming worldwide players.

GIVING AS A FREE-MARKET EXPRESSION

But why do particular business people take part in these activities? Firstly, the foundation market is a free market. Foundations belong, according to philanthropy experts Anheier and Leat, to the "freest institutions of the world, as they are not held accountable by the general public, political or market forces". Second, the world of foundations is a playground for entrepreneurial philanthropists who are eager to introduce business principles into the NGO sector. And remember: giving is not just giving away – it's investing.

The founder of the academic discipline of philanthropy, Bob Payton, sees a particular role for philanthropy. Together with his co-author Moody, he stresses the "advocacy" and "civic role" of philanthropy, which is essential in democracies: "We have argued that philanthropy plays an essential role in defining, advocating and achieving the public good. Philanthropic actions are a key part of the ongoing public deliberation about what the public good is and how best to pursue it... Both government and philanthropy provide public goods. Sometimes they do so in partnership – government money is a primary source of funding for non-profit organizations – and other times philanthropy steps in to provide public goods... when both the market and government fail to do so. Democracy needs philanthropy because democracy is not simply a political phenomenon".

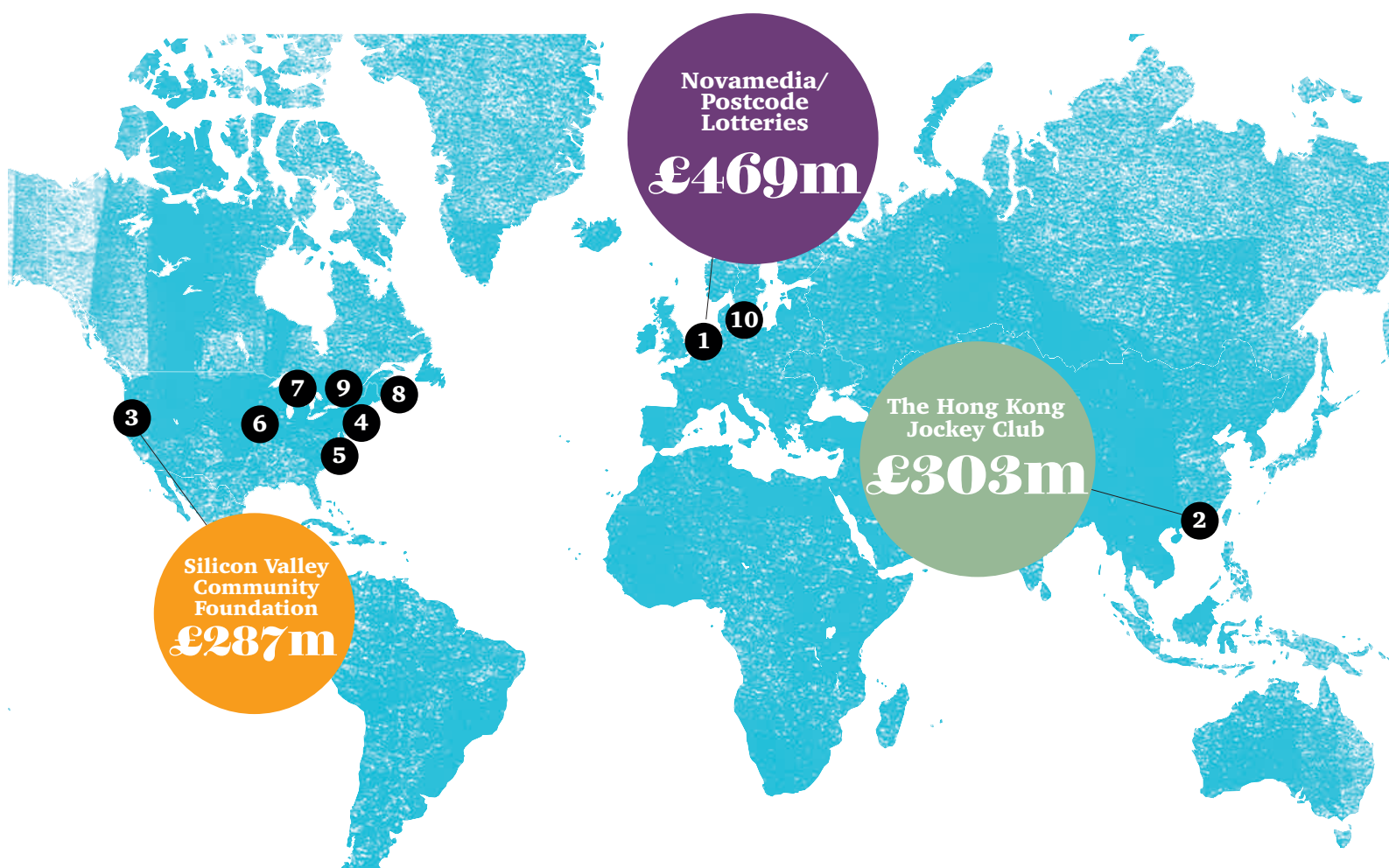
More than ever before, with the troubles facing the world today, democratic forces need to act. Foundations do.



World's top 20 Private Charity Donors 2014

Rank	Organisation (country)	Founded	£2014	% change*
1	Bill & Melinda Gates Foundation (USA)	2000	£2,059m	-/-0.03%
2	Wellcome Trust (UK)	1936	£556m	-/-2%
3	Novamedia / Postcode Lotteries (Netherlands)	1989	£469m	5%
4	La Caixa Foundation (Spain)	1990	£350m	19%
5	Ford Foundation (USA)	1936	£314m	-/-5%
6	The Hong Kong Jockey Club (China)	1884	£303m	7%
7	Silicon Valley Community Foundation (USA)	2007	£287m	30%
8	National Philanthropic Trust (USA)	1996	£285m	69%
9	Atlantic Philanthropies (UK)	1982	£264m	104%
10	Susan Thompson Buffett Foundation (USA)	2004	£252m	-/-7%
11	The Walton Family Foundation (USA)	1987	£227m	15%
12	The Robert Wood Johnson Foundation (USA)	1972	£219m	0.2%
13	William and Flora Hewlett Foundation (USA)	1967	£218m	60%
14	Church Commissioners (UK)	1948	£216m	4%
15	Lilly Endowment (USA)	1937	£211m	31%
16	Foundation for the Carolinas (USA)	1958	£198m	95%
17	W.K. Kellogg Foundation (USA)	1930	£179m	14%
18	Greater Kansas City Community Foundation (USA)	1978	£159m	12%
19	David and Lucile Packard Foundation (USA)	1964	£155m	-/-11%
20	Volkswagen Foundation (Germany)	1961	£150m	19%

*increase or decrease in grants funded compared to 2013, in original currency

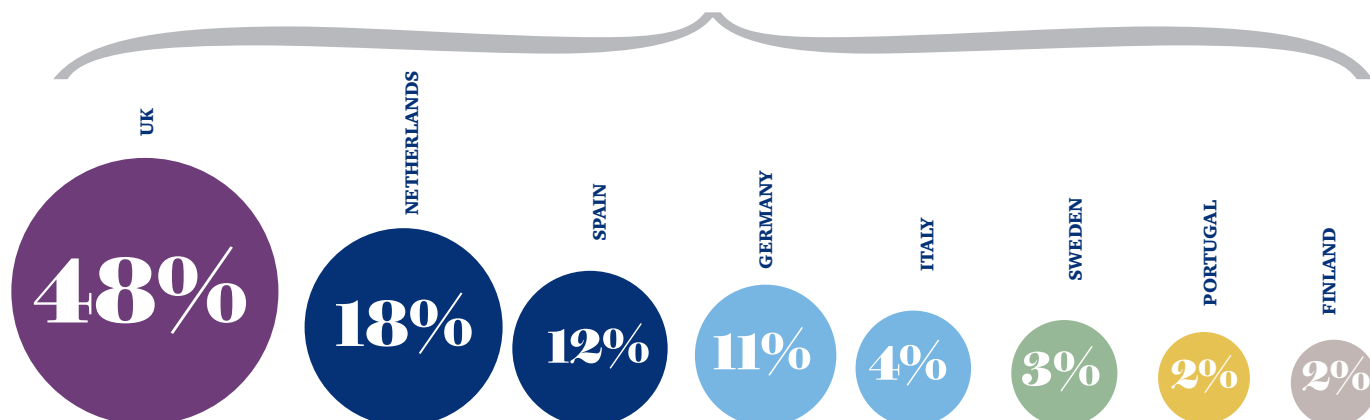


World's top 10 Fundraising Private Charity Donors 2014

Rank	Organisation (country)	Founded	£2014	% change*
1	Novamedia / Postcode Lotteries (Netherlands)	1989	£469m	5%
2	The Hong Kong Jockey Club (China)	1884	£303m	7%
3	Silicon Valley Community Foundation (USA)	2007	£287m	30%
4	National Philanthropic Trust (USA)	1996	£285m	69%
5	Foundation for the Carolinas (USA)	1958	£198m	95%
6	Greater Kansas City Community Foundation (USA)	1978	£159m	12%
7	Chicago Community Trust (USA)	1915	£121m	-/-4%
8	New York City Community Foundation (USA)	1909	£95m	4%
9	Cleveland Foundation (USA)	1914	£61m	17%
10	Deutsche Fernsehlotterie (Germany)	1956	£36m	-/-16%

*increase or decrease in grants funded compared to 2013, in original currency

Europe's top 20 by donation per country



Europe's top 20 Private Charity Donors 2014

Rank	Organisation (country)	Founded	£2014	% change*
1	Wellcome Trust (UK)	1936	£556m	-/-2%
2	Novamedia / Postcode Lotteries (Netherlands)	1989	£469m	5%
3	La Caixa Foundation (Spain)	1990	£350m	19%
4	Atlantic Philanthropies (UK)	1982	£264m	104%
5	Church Commissioners (UK)	1948	£216m	4%
6	Volkswagen Foundation (Germany)	1961	£150m	19%
7	Compagnia di San Paolo (Italy)	1991	£109m	-/-1%
8	IKEA Foundation (Sweden)	1982	£83m	-/-2%
9	The Leverhulme Trust (UK)	1925	£83m	59%
10	Children's Investment Fund Foundation (UK)	2003	£81m	20%
11	Garfield Weston Foundation (UK)	1958	£54m	10%
12	Deutsche Bundesstiftung Umwelt (Germany)	1990	£42m	13%
13	Robert Bosch Foundation (Germany)	1964	£41m	-/-8%
14	Calouste Gulbenkian Foundation (Portugal)	1953	£41m	51%
15	Bertelsmann Foundation (Germany)	1977	£40m	-/-6%
16	Deutsche Fernsehlotterie (Germany)	1956	£36m	-/-16%
17	The Wolfson Foundation (UK)	1955	£31m	-/-6%
18	Gatsby Charitable Foundation (UK)	1967	£29m	81%
19	Finnish Cultural Foundation (Finland)	1939	£26m	-/-3%
20	VSB Fonds (Netherlands)	1990	£22m	-/-4%

*increase or decrease in grants funded compared to 2013, in original currency

1.

Bill & Melinda Gates Foundation

UNITED STATES
£2,059m



With over £20bn given away since its foundation in 2000, the spending power of the Bill & Melinda Gates Foundation on development aid is bigger than that of most countries. The organisation formed by Microsoft co-founder and former chief exec Bill Gates and his wife Melinda, who also worked for Microsoft in various departments as project and general manager, is by far the biggest charity giver.

When the foundation made its first big grant for malaria research, it nearly doubled the amount of money spent on the disease worldwide. And since billionaire investor Warren Buffett pledged in 2006 to give the foundation most of his fortune, its firepower has almost doubled.

The foundation, which focuses on poverty and disease globally and on education in the US, aims for what Gates calls “catalytic phi-

“

A global group of private investors, which includes Amazon founder Jeff Bezos, Virgin’s Richard Branson and Alibaba founder Jack Ma, will “invest early, invest broadly, invest boldly, invest wisely and invest together”.

lanthropy” – that is, investing for big returns. It’s taken on huge global missions such as eradicating polio and malaria and has thrown its money towards causes that have so far been underfunded.

Bill Gates, who has pledged to give away 95 per cent of his wealth, has shaken up the charitable sector with his business-like approach to solving global issues. Linsey McGoey, author of the book *No Such Thing As A Free Gift*, calls it “philanthrocapitalism”.

According to her, a small group of private funders play “an outsized role in national and global policy-making”. She feels they “want to revolutionise the last realm untouched by the hyper-competitive, profit-oriented world of financial capitalism: the world of charitable giving.”

The author praises Melinda Gates’ openness in speaking out about the importance of contraception in developing countries, as well as



the pair's willingness to change their minds when the evidence suggests they have made mis-steps. "They don't seem afraid to admit their mistakes," says McGoey.

"We think an essential role of philanthropy is to make bets on promising solutions that governments and businesses can't afford to make. As we learn which bets pay off, we have to adjust our strategies and share the results so everyone can benefit," said Bill Gates.

Melinda says that while her husband takes a data-led approach, her attitude is more practical, working out, for example, how to persuade people to be vaccinated. "I think what I've taught him is to take that data and meet with people on the ground to understand: can you actually deliver that vaccine? Because the delivery piece is every bit as important as the science," she says.

On 30 November, during the first day of climate change summit COP21, Gates launched



Main: Bill and Melinda Gates, once again the leading charity givers in the world; a selection of images from charities who have benefited from the Bill and Melinda Gates Foundation

the Breakthrough Energy Coalition. A global group of private investors, which includes Amazon founder Jeff Bezos, Virgin's Richard Branson and Alibaba founder Jack Ma, will "invest early, invest broadly, invest boldly, invest wisely and invest together" so that scientists, engineers, and entrepreneurs can invent and scale the innovative technologies that will limit the impact of climate change while providing affordable and reliable energy to everyone.



2.

Wellcome Trust

UNITED KINGDOM

£556m

Mostly known for its work to improve human and animal health, the Wellcome Trust focuses on supporting talented researchers and accelerating the application of their research in the real world.

The 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.

In October, the trust announced it aims to invest £5bn over the next five years to improve health, as it launches a new strategic framework focussed on advancing the best ideas in science and research. Areas of research include drug-resistant infections, vaccinations and the link between human health and the environment.

The Wellcome Trust also informs the public on health related issues, often in a nonconventional way. Recent examples include *Brainstorm*, a play about the workings of the



The Wellcome Trust funds a wide variety of medical research

teenage brain produced with the Islington Community Theatre, and the National Rest Test, an online survey to investigate the nation's resting habits and our attitudes towards relaxation and busyness, as part of a wider collaboration between BBC Radio 4 and Wellcome Collection's researchers in residence, Hubbub.

Sir Henry Wellcome, born in a log cabin in the US in 1853, is the inspiration behind it all. As one half of the founding duo of pharmaceuticals giant Burroughs Wellcome & Co, its success enabled him to develop his passions: opening research laboratories and collecting books and objects on the history of medicine on a massive scale. With no wife (he was divorced) or children to leave it to, Sir Henry merged it all into 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 wellbeing" and an understanding of its history.



The Sea Shepherd boat funded by the Dutch Postcode Lottery, which helps to fight whale hunting. Below: winners of the lottery

3.

Novamedia/ Postcode Lotteries THE NETHERLANDS £469m



Making good citizenship fun: that is the motto of Dutch based Novamedia. Founded over 25 years ago, Novamedia, as the owner of various brands and lottery formats, sets up lotteries to raise funds for charity organisations and to increase awareness of their work. Novamedia organises charity lotteries in three countries, with the flagship lotteries being the Postcode Lotteries in The Netherlands, Sweden and UK. In total, thanks to their 5.5m players with 8.4m tickets monthly, the – at present – five charity lotteries that chief exec Boudewijn Poelmann (who is also non-executive chairman of the board of City A.M.) and his staff runs, have donated almost £5.5bn to a diverse range of more than 250 charities working towards a better world, from Maggie's to War Child; from Amnesty International to World Wildlife Fund. In 2014, Novamedia's lotteries raised over £469m for charity, a raise of over five per cent (£20m) compared to 2013.

ALL WIN

People who want to play provide a postcode

which then becomes their ticket number. Using the postcode means it's not just one participant who wins a prize, but all the players in an entire street (postcode) or neighbourhood (area code). Over 16m prizes were won in 2014. It's a simple format which, like any lottery, offers the opportunity to transform people's fortunes. But in the case of these lotteries it's not only the player's luck which will change, but also the charitable causes the lottery supports, because up to half of the money a participant spends on tickets goes towards good causes.

As Goodwill Ambassador Archbishop Desmond Tutu summed up, it gives people the "joy of playing the lottery and at the same time donating to something worthwhile".

GROUNDBREAKING AND COURAGEOUS

An example of a recent supported charity project is Girls not Brides, a global alliance of over 400 civil society organizations from more than 60 countries that want to end child marriage and empower girls to realize their opportunities (at this moment one out of nine girls in the developing world marries before the age of 18, with serious consequences for her health and future prospects).

Each Postcode Lottery has a so-called "Dream Fund", for projects it believes are both groundbreaking and courageous. Winners last year were Sea Shepherd, a project to build a modern, fast ship to fight whale hunting, and a project in The Netherlands in which six nature charities work together and where nature is restored and the water management of a large area is improved, providing a better environment for animals, plants and humans. The cooperating nature organisations received almost £10m for this flagship project, which made national and international headlines.

In line with current actualities, the Dutch Postcode Lottery also granted almost £8m to the Red Cross, Doctors without Borders and a Dutch based charity, for direct aid to the 20m refugees in the world.

NUMBER ONE FUNDRAISING ORGANISATION IN THE WORLD

Novamedia is a special organisation in this index: it is the biggest private funder to charities in the world that actively fundraises the money it gives away (see page seven for the full top 10). Unlike a lot of charity foundations, who take their grants from earnings in the past, the lotteries working with Novamedia's formats raise money each year again for the charities they support.

Poelmann says fundraising is part of the Postcode Lotteries' DNA. "We believe the world is better off with strong civil society organisations. There is no change without them. Our mission is to raise funds for these organisations and to increase awareness for their work. Our fundraising lottery model with such a high contribution to charities of almost £5.5bn to date is unique in the world and we're extremely proud of this."

Poelmann says Novamedia wants to expand further, eventually setting up charity lotteries worldwide.

A town in Catalonia that has benefited from the La Caixa Foundation; Below: Francesc Moragas, founder of the Foundation; Opposite: Henry Ford, whose company is one of the biggest charitable foundations



4.

La Caixa Foundation

SPAIN

£350m

The 110 year old La Caixa Foundation stems directly from the Spanish bank set up in 1904 by Catalan lawyer Francesc Moragas. Moragas had a deep sense of public responsibility and the bank was the first in Spain to provide social insurance. From 1918 La Caixa began to allocate part of its earnings to social projects, playing a pioneering role by donating to causes that had yet to gain any public funding, such as cheap housing, helping to promote women's employment and supporting healthcare.

The broad aim of the foundation is to improve people's quality of life. It helps fund education to get people into jobs and provides money for schemes aimed at securing decent and affordable housing. It also supports various health prevention initiatives, as well as giving money towards causes which allow older

people to enjoy their later years.

La Caixa tries to solve social issues without losing sight of the underlying cause of these problems. As Isidro Fainé, chairman of the "la Caixa" Banking Foundation, puts it: "we cannot merely aspire to continue as organic institutions that serve and will serve, ad infinitum, by correcting the inequalities and imbalances created by the system. It is vital to look up, to look further and never give up resolving problems at their root".

Its work isn't just in Spain. Since 1997 it has also been helping to fund international programmes in Africa, Asia and Latin America, working together with local organisations and, through the CooperantesCaixa programme, providing the skilled technical assistance of La Caixa volunteers to different projects.



5.

Ford Foundation

UNITED STATES

£314m

Motor pioneer Henry Ford and his son Edsel established the Ford Foundation in the US in 1936 to advance human welfare. The organisation started with a gift of \$25,000 (£16,000) and now holds an £8bn endowment, having approved over £330m in grants in 2014.

Following a two year period of transition, Darren Walker, President of the Ford Foundation, announced the program FordForward. The program shifts the organisation's focus to 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 and learning; and creativity and free expression.

Under the new strategy, the Ford Foundation will double the amount it provides to grantees, enabling them better to cover administrative overhead costs. In the next five years, over £600m will be allocated towards strengthening social-justice organisations through what the Ford Foundation calls its BUILD program.

Meanwhile, the Ford Foundation's grant making will be brought down from 35 to 15 initiatives, cutting support of several initiatives, including LGBT rights in the United States, direct cash transfers in Latin America, and micro finance. The cuts will result in about 800 fewer active grants in Ford's portfolio, which has averaged about 4,000 in recent years.

“

In the next five years, over £600m will be allocated towards strengthening social-justice organisations



“

The HK Jockey Charities Trust donated over £300m in 2014 to 168 charitable and community projects

6.

The Hong Kong Jockey Club Charities Trust

CHINA

£303m

The Hong Kong Jockey Club (HKJC) is one of the oldest institutions in Hong Kong, founded in 1884. It is a company limited by guarantee with no shareholders and obtains its net earnings from racing and betting. The money remaining after payment of dividends, prize money, taxes, operating costs and investments to enhance Hong Kong's racing and betting facilities, is donated to charitable and community projects.

The Hong Kong Jockey Club Charities Trust serves as the vehicle through which all of the Club's charitable donations are distributed and administered.

The HKJC is Hong Kong's largest community benefactor, and is also the largest taxpayer in Hong Kong. The Club provides dining, social, sport and recreation facilities to its approximately 23,000 members.

The HK Jockey Charities Trust donated over £300m in 2014 to 168 charitable and community projects to support the different needs of the society and contribute to the betterment of Hong Kong. The Club also proac-



A community worker for the HKJC

tively identifies, funds and develops projects that anticipate and address social issues in the country.

The HKJC celebrated its 130th Anniversary in 2014.



Silicon Valley Community Foundation

UNITED STATES

£287m

In 2006, two community foundations merged into the Silicon Valley Community Foundation, with the aim to create positive regional change in the San Mateo and Santa Clara Counties in the Silicon Valley. The Foundation describes itself as a center of philanthropy, partnering with donors to strengthen the common good in the region. In spite of the wealth the Silicon Valley tech sector, there are social challenges in the region, most notably the chronic housing shortage, especially at the affordable end of the market, which disproportionately affects the area's one-third immigrant population and its nearly two-thirds under 18s.

SVCG supports hundreds of non-profit organisations every year: among its priorities are education and immigrant integration. The foundation is currently administering a grant program funded by Santa Clara County to help 50,000 undocumented immigrants who are eligible to stay in the US receive accurate information about their rights and receive legal services. At the same time, SVCG supported a new welcome center for immigrants established by San Mateo County.

The SVCG funded project The Big Lift is a finalist for the Google Impact Challenge to receive up to \$500,000 to help kids read. In 2014, SVCF awarded over £143m in grants to local charities in Silicon Valley.



The Silicon Valley Community Foundation has been responsible for construction projects aimed at helping to integrate immigrants



8.

National Philanthropic Trust

UNITED STATES

£285m

The National Philanthropic Trust (NPT) was founded in 1996. Since then, it has raised almost £3.5bn in charitable contributions and currently manages £2.6bn in charitable assets. NPT has made more than 121,000 grants totaling over £1.1bn to charities all over the world.

NPT is one of the organisations in this list that makes use of Donor Advised Funds or DAFs. These are the most popular and fastest growing charitable giving vehicle. It allows donors to make a charitable contribution, receive an immediate tax benefit and then recommend grants from the fund over time.

This June, NPT announced a dedicated UK branch of the organisation, NPT-UK, working with donors, advisors, financial institutions

“

Giving is about discovering what is most meaningful to you and translating that into action. Donor-advised funds can be a very useful tool in that process.

John Canady, CEO NPT UK

and foundations to identify and achieve philanthropic goals through DAFs. Former Director of London based philanthropy at Charities Aid Foundation and former worker in the London hedge fund industry John Canady heads this UK branch.

NPT considers itself a “public charity dedicated to providing philanthropic expertise to donors, foundations and financial institutions, enabling them to realize their philanthropic aspirations.”

Charities that received grants from NPT include an Arizona-based nonprofit protecting endangered species, a Cambodia based project where families build filtration systems in their homes to maintain safe drinking water and US-based food banks working to alleviate hunger.

9.

Atlantic Philanthropies UNITED KINGDOM **£264m**

New Jersey-born Chuck Feeney was an entrepreneur from an early age, selling Christmas cards door-to-door and teaming up with a friend to shovel sidewalks during snowstorms. After high school, Chuck enlisted in the US Air Force, serving in Japan during the Korean War. He took advantage of the GI Bill to attend University, becoming the first member of his family to go to college. Upon graduation, Chuck started a business selling goods to American troops stationed in Europe that eventually became Duty Free Shoppers, the world's largest luxury goods retailer.

In the mid-1980s, Chuck quietly gave most of his wealth to the Atlantic Philanthropies foundation, which he started in 1982.

In his biography, *The Billionaire Who Wasn't*, Feeney said, "I had one idea that never changed in my mind – that you should use your wealth to help people." And the impact of Feeney and the foundation has gone further – 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.

Atlantic Philanthropies has made grants of more than £4bn focusing on promoting education, health, peace, reconciliation and human dignity in Australia, Bermuda, Northern Ireland, the Republic of Ireland, South Africa, the United States and Vietnam.

Only one month ago, two longtime Atlantic grantees – the University of California, San Francisco and Trinity College Dublin – jointly announced the launch, with Atlantic's support, of the Global Brain Health Institute (GBHI). The support for GBHI is Atlantic's final grant in this area and, at £117m, is the largest single non-capital grant in the foundation's history.

The foundation is now winding down. By the time it makes its last grant in 2016 it will have contributed £4.8bn.



Chuck Feeney, the New Jersey entrepreneur behind Atlantic Philanthropies



10.

Susan Thompson Buffett Foundation

UNITED STATES

£252m

The Susan Thompson Buffett Foundation stems from the charitable organization that Warren Buffett formed many years ago to manage his charitable giving.

He renamed his Buffett Foundation to the Susan Thompson Buffett Foundation in honor of his wife when she died in 2004. Susan Buffett's will bestowed about £1.6bn to the foundation.

Bill Gates' original intention was to leave 99 per cent of his estate to the Susan Thompson Buffett Foundation, but he changed his mind and in 2006, announced that he would give 85 per cent of his wealth to the Gates Foundation, stating that this already scaled-up foundation would be able to spend his money more effectively.

Dubbed by trade website Inside Philanthropy as "a case study in non-transparency", the Susan Thompson Buffett Foundation "responds to questions about the Alice Buffett Outstanding Teacher Award and College Scholarships only. The Foundation does not respond to other inquiries."

The Susan Thompson Buffett Foundation donates to their College Scholarships project and the Alice Buffett Outstanding Teacher Award. Alice Buffett was a teacher, and the



aunt of Warren Buffett. "Delighted" to honor his aunt in this way, Warren Buffett called Alice "a terrific teacher. Every student was an individual to her." Occasionally running into his aunt's former students, Mr. Buffett notes, "every student she had remembered her and remembered her interest in them specifically."

Apart from study related charities, the Buffett Foundation also donates to charities and projects in the fields of family planning and reproductive rights.

11

The Walton Family Foundation

UNITED STATES

£227m



The world's largest retailer is Walmart, and the Walton family has a 51 per cent stake in the company. No wonder that the Waltons are the richest family in America.

The Walton Family Foundation was set up by Walmart's founders, Sam and Helen Walton in 1988, when they pledged to shake up the charity sector. "We are going to approach philanthropy with the same lack of reverence we gave to the traditional methods of the retail business when we started out there," said Sam Walton at the time. He vowed to shake up "time-honoured assumptions" about "how you can motivate ordinary people to do extraordinary things".

Main areas of funding are school education, freshwater and marine conservation and improving the quality of life in Northwest Arkansas, the founders' home region.

In November, the Walton Family Foundation announced an investment over £33m in Teach for America, the 25 year old project, supporting teacher recruitment efforts and the training and professional development of some 4,000 teachers.

The largest healthcare charity in the US originates from healthcare giant Johnson and Johnson



12.

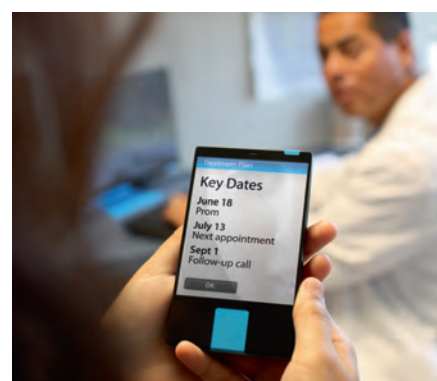
The Robert Wood Johnson Foundation
UNITED STATES
£219m

It's probably no wonder that the United States' largest philanthropy dedicated solely to health is the brainchild of the founder of healthcare giant Johnson & Johnson, Robert Wood Johnson, known as "The General" because he served in World War II.

The products his firm have created, such as Savlon, Neutrogena and Listerine, have become staples in many households across the world. When Johnson died in 1968, he left his 10.2m shares (then worth about £770m) to the foundation.

In the 1970s, the Robert Wood Johnson Foundation (RWJF) was instrumental in the creation of the national 911 emergency medical-response system across the US, and in the 1990s it helped to put tobacco control on the agenda.

On 9 November, together with the Reinvestment Fund, the RWJF announced the launch of Invest Health, a pioneering, multi-sector initiative that will align people, strategies and capital to improve health in cities across the country. The initiative aims to transform the way city leaders work together to help communities thrive, with specific attention to factors that drive health in low-income neighborhoods, including a scarcity of quality jobs, affordable housing and nutritious



food, high crime rates and unhealthy environmental conditions.

"Good health is the bedrock of prosperity, so it's more important than ever that we invest in communities where health challenges are greatest," said Donald Schwarz, MD, RWJF director. "Invest Health aims to give all families — especially in places hit hardest by poverty and poor health — the opportunity and the means to live the healthiest life possible."



Below: William and Flora Hewlett, who set up this foundation in 1967

Hewlett, one half of the duo that set up computer manufacturing giant Hewlett Packard, set up the foundation with his wife Flora and their eldest son Walter in 1967.

“Never stifle a generous impulse,” was one of William Hewlett’s favourite sayings and he kept his word. It was the personal generosity of Hewlett, who passed away in 2001, that has made the Hewlett Foundation one of the nation’s largest, with assets of almost £6bn.

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. Just like the Gates Foundation, it combines giving grants for immediate help with a programme of robust analysis, measuring the impact of its programmes and adjusting its work accordingly – or as the foundation calls it, helping people build measurably better lives.

This April, William and Flora Hewlett Foundation president Larry D Kramer and David and Lucile Packard Foundation president Carol S Larson jointly stated that it’s not too late for grant makers to make a big difference in curbing climate change by pro-

William and Flora Hewlett Foundation

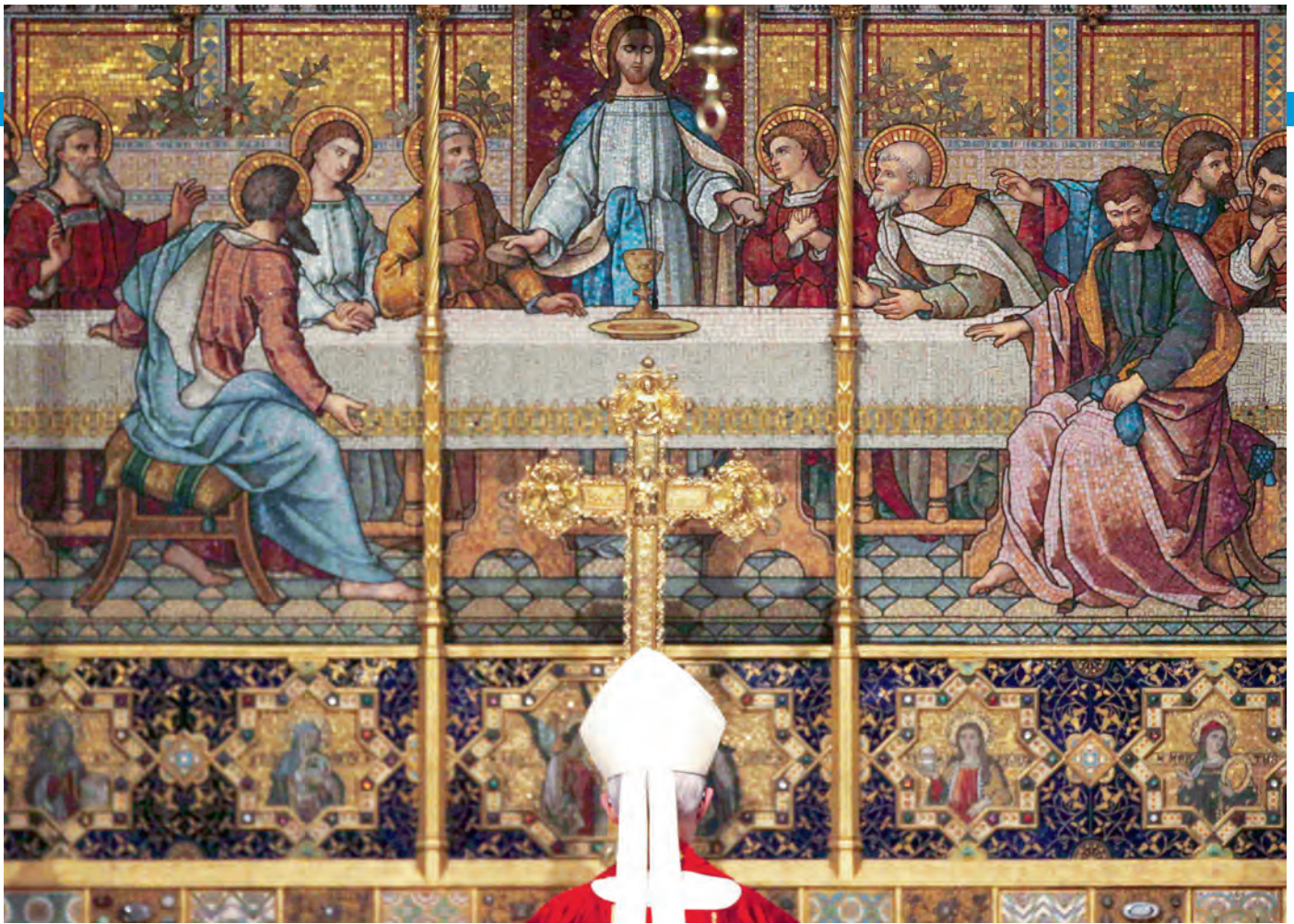
UNITED STATES

£218m

13.

moting alternative energy and working collaboratively on a range of efforts. They claimed: “Currently less than two per cent of all philanthropic dollars are being spent in the fight against climate change. That is not enough given how big of a threat we face. Left to its current course, the impact of global climate change threatens the long-term success of every other effort foundations support. It is time to act in whatever ways we can. It is time to get going.”





14.

Church Commissioners UNITED KINGDOM **£216m**

The Church Commissioners main role is supporting the Church of England by managing its investment portfolio – valued at £6.7bn last year – and it can trace its history back to Queen Anne's Bounty of 1704, set up to support poor clergymen.

The Church Commissioners manage investments within ethical guidelines; this means they do not make direct investments in companies if their revenues from defence, tobacco, gambling, high cost lending, pornography and human embryonic cloning exceed thresholds specified by the Church's Ethical Investment Advisory Group.

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 Refugee

and Migrant Project (RAMP), for instance, works in the London Borough of Newham with refugees, offering advice, food and clothes to people in desperate need. Using monies from the City Church Fund, Chelmsford diocese supports RAMP's 'Food for a Penny' scheme, which acts as a food bank, supplying fresh fruit and vegetables on a weekly basis, and as an emergency food and clothing store for asylum seeker and refugee families with no income.

Another project, Community Turf, also in Chelmsford diocese, focuses on adults and young people working together to find solutions to entrenched and dangerous behaviours. Sixty adults have been trained to work with vulnerable students in three secondary schools, and 12 adults have been trained to work with young people who face social exclusion, grief and loss. This work helps to address the cycle of risk-taking behaviours, shame and violence, and the hopelessness that many community members face at any age.

“

In total, the charity contributes 15p in every pound it costs to run the Church of England



Supporting people
for 50 years

ATAXIA
Ataxia UK

Ataxia is a rare progressive neurological disorder that affects
around 10,000 people of all ages in the UK

There is currently no cure

This Christmas, help us support those with the condition and fund research to find treatments and a cure

Please donate at **www.ataxia.org.uk**
Or call **020 7582 1444**

Ataxia UK works across the whole of the UK and is a charity registered in Scotland (no SC040607) and in England and Wales (no 1102391) and a company limited by guarantee (4974832)

15.

Lilly Endowment
UNITED STATES
£211m



The pharmaceutical company Eli Lilly and Company was founded in 1876 by Colonel Eli Lilly. Eli Lilly and Company was the first to mass-produce penicillin, the Salk polio vaccine, and insulin. Lilly is also the world's largest manufacturer and distributor of psychiatric medications such as Prozac.

When Eli Lilly died in 1898, three subsequent members of the family – J.K. Lilly Senior and his sons Eli and J.K. Junior – founded Lilly Endowment in 1937 with gifts of stock in the pharmaceutical company, operating as a private family foundation.

The founders of the Endowment believed strongly that they wanted to “give back” to the city and state that had been so good to them in their business operations, Indianapolis and Indiana. Generally, 70 per cent of the grants paid each year go to charitable organ-

“

They wanted to “give back” to the city and state that had been so good to them in business

isations in the state. Areas in which grants are given are community development, education and religion.

In November, the Lilly Endowment announced £660m in grants to 14 Indiana and Indianapolis-based arts and cultural groups to support initiatives that strengthen each organisation’s long-term financial well-being. Recipients include the Children’s Museum of Indianapolis, Indianapolis Museum of Art, Indianapolis Symphony Orchestra and Indianapolis Zoo.

There is also an 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.



The Carolina Theatre in Charlotte is set for renovation, and will soon serve as a civic hub.

16.

Foundation for the Carolinas

UNITED STATES

£198m

Since 1958, the Foundation for the Carolinas has connected individuals, companies and organisations to needs and philanthropic opportunities across North and South Carolina (combined population over 14m), and beyond.

As a community foundation, the Foundation for the Carolinas works in cooperation with donors, civic leaders and non-profits to help achieve charitable goals in various fields. The total assets owned and represented exceed £1bn.

In 2013, the foundation bought the Carolina Theatre in Charlotte for \$1, with the aim to renovate it for £23m. The 36,000sqft Carolina Theatre building has been vacant since 1978, and the Foundation plans to partner with a developer on a new multi-story building at the corner of Tryon and Sixth streets featuring office space or a hotel.

17.

W.K. Kellogg Foundation

UNITED STATES

£179m

Will Keith Kellogg made his fortune developing and marketing breakfast cereals. Before becoming one of the richest men in America, he pledged: “If I am successful in getting out of debt, and become prosperous, I expect to make good use of any wealth that may come to me.”

He kept his word and in 1930 the W. K. Kellogg Foundation was established, with the aim to promote the welfare of children and young people. “Use the money as you please so long as it promotes the health, happiness and well-being of children,” he told the foundation’s trustees.

The foundation receives its income primarily from the W.K. Kellogg Foundation Trust, which was set up by Kellogg. The trust also has a substantial stake in the Kellogg company.

With the motto “Putting Children First”, the W.K. Kellogg Foundation focuses its work on early childhood – from before birth to age eight.

The W.K. Kellogg Foundation focus on the health and well-being of children

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If I am successful in getting out of debt and become prosperous, I expect to make good use of any wealth that comes to me





18.

Greater Kansas City Community Foundation

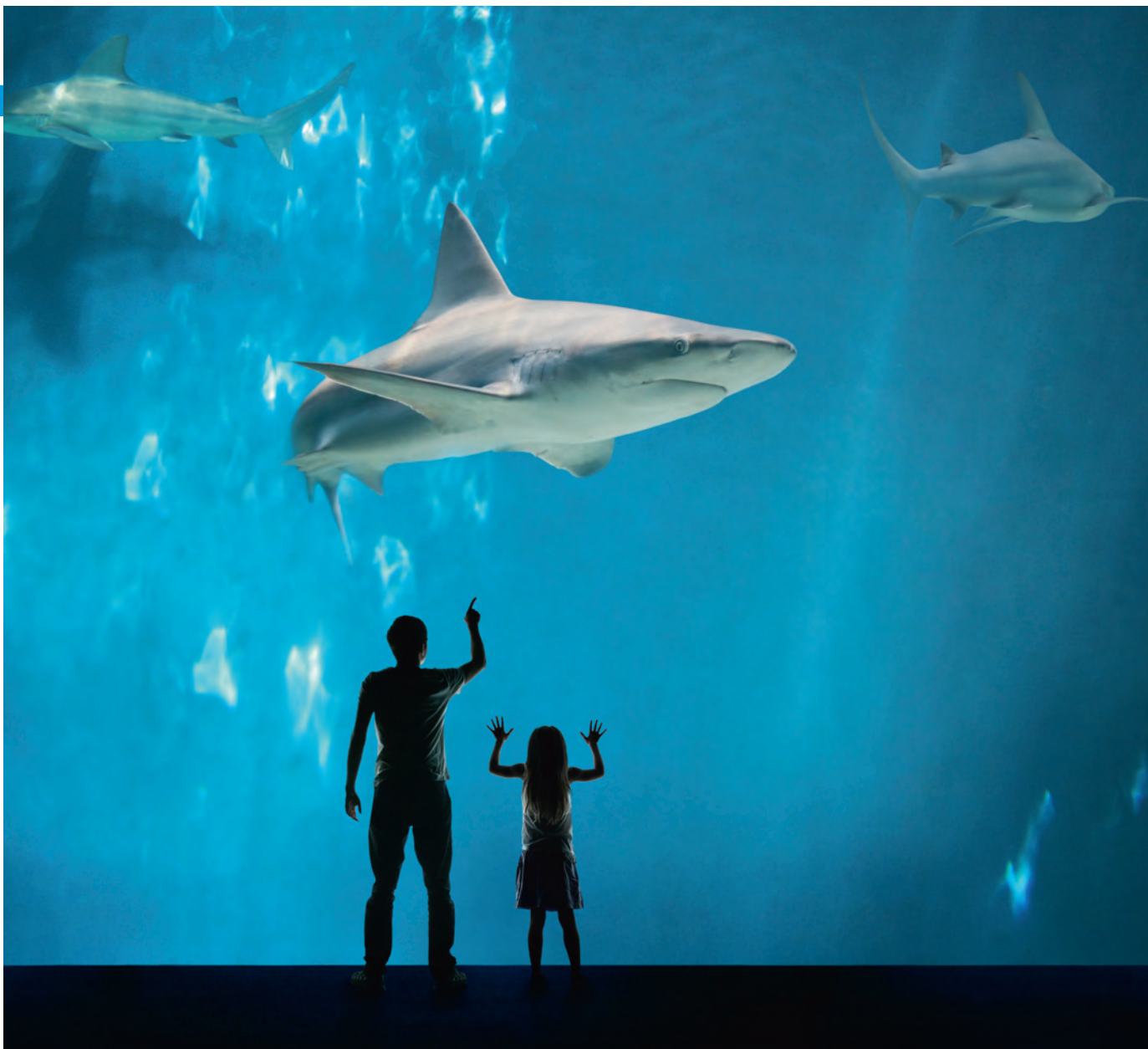
UNITED STATES

£159m

The story goes that the founders of the Greater Kansas City Community Foundation passed around a hat in 1978, collecting \$200 and some spare change and that's how this enormous charity was begun, with the idea that charitable giving should be the responsibility of the many, not just a select few.

Projects granted by the Greater Kansas City Community Foundation aim to improve the Kansas City metropolitan area. The foundation manages more than £1.3bn in assets and houses more than 3,500 charitable funds established by individuals, families and businesses to support the charitable causes that are important to them.





19.

David and Lucile Packard Foundation

UNITED STATES

£155m

David Packard, one half of the duo which set up one of the world's largest tech firms, started the foundation with his wife Lucile in 1964.

"Think first of the other fellow," was the first of his 11 rules summing up his approach 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.

In the field of science and conservation, grantmaking is focused on ocean and land conservation, climate change mitigation, and scientific research.

From the Packard Foundation mission statement: "We invest in action and ideas that conserve and restore ecosystems while enhancing human well-being. We support public policy reforms, changes in private sector practices, and scientific activities to develop essential knowledge and tools for addressing current and future priorities."

This November, the David and Lucile Packard Foundation announced the first students selected to participate in the Children's Health Leadership Network, a results-based leadership development initiative. The net-



The Foundation gives grants to ocean and land conservation projects around the world

work aims to both strengthen and expand the field of leaders from across the country who are effectively advocating for improved outcomes for children's health and well-being in their communities.

20.

Volkswagen Foundation

GERMANY
£150m

The Volkswagen Foundation (Volkswagen Stiftung) is Germany's largest private science research funding foundation. More than 50 years ago, the original funding for the foundation came from the German federal government and the Federal State of Lower Saxony, from proceeds of the privatisation of the car company. Now, the funds allocated by the foundation are generated from its capital and assets. Apart from the historical link, the car company and the foundation are no longer affiliated.

Since its conception, the foundation has given more than £3.3bn to support over 30,000 projects.

The Volkswagen Foundation supports the humanities and social sciences as well as science and technology in higher education and research. It develops its own funding initiatives with a focus on "pioneering future-oriented" fields of research. In particular it aims to provide support for junior researchers and seeks to foster cooperation between researchers across the borders of disciplines, cultures and nation states. It also places a strong emphasis on facilitating structural improvements to education and research in Germany.

A recent project that the Volkswagen Foundation funded is the development of an alternative treatment method that could eliminate the use of biocides and chemicals used to fight lice. The researchers have developed a special plasma lice comb, in which a high-voltage generator sends electrical pulses to the metal teeth that serve as electrodes. The air between two electrodes, or teeth, is ionized in the presence of the high-voltage pulses; thus, plasma is generated out of thin air. The cold plasmas kill both the lice and the nits without harming the hair or scalp and the process is completely harmless to humans.



An engineer at
the Volkswagen
Foundation

Miracle on George St: the stars align for charity lottery

People's Postcode Lottery is currently in its tenth year awarding funding to a variety of worthy causes. Here are just a few of the charities its players have helped in 2015.

It's not unusual for Edinburgh's George Street to be teeming with people at this time of year. But last month, it was brought to a standstill, not by Christmas shoppers, but the most famous "George" in the world. Double Oscar-winner George Clooney (sorry, Prince George) was in town to drop into the offices of People's Postcode Lottery (PPL), which presented him with a cheque for £175,000 for his charity Not On Our Watch, on behalf of its players.

The money was raised by players of the lottery who pay £2 a ticket to submit their postcode into a draw. If their postcode is picked, they win a prize. From each ticket sold, 55p is distributed to charities and good causes

across Great Britain. These range from animal welfare organisations to charities tackling poverty in Africa; PPL players have awarded over £95m to date.

Clooney's charity intends to spend its share on distributing humanitarian aid to vulnerable, marginalised and displaced peoples in war torn countries. Founded in 2008, Not On Our Watch was set up with fellow Hollywood stars Brad Pitt, Matt Damon and Don Cheadle. On receiving the funding, Clooney said, "Standing united as an international community, this funding will help us to increase global attention to human rights violations across the world."

Clara Govier, head of charities at PPL, called

its work "ground-breaking", adding that the money will "provide support to countries suffering at the hands of political unrest by bringing humanitarian injustices into the spotlight."

PPL is currently celebrating its tenth year and it proudly proclaims that, as one of the charity lotteries group, working with the Novamedia format, it's part of the third largest private charity donor in the world. While Clooney was a highlight, it's had many shining moments funding good causes in 2015.

One such organisation is Mary's Meals, which has been awarded £200,000 by players of PPL to fund free, nutritious meals for



Above: George Clooney visits PPL's HQ in Edinburgh. **Left:** a happy client of the Riding for the Disabled Association. **Top right:** recipients of Mary's Meals. **Bottom right:** Clooney receives his cheque from the players of People's Postcode Lottery.



This funding will help us increase global attention to human rights violations

children. It started in Malawi in 2002 where founder Magnus MacFarlane-Barrow met a young woman called Emma who was unable to provide for her children as she was dying from AIDS. When he asked her 14-year-old son what he hoped for in life, he replied that he would like enough food to eat and to go to school one day, so the charity aims to make that dream a reality for children across 12 countries in the developing world. This year, it fed over one million children and it hopes to use the money to expand further.

Players of PPL have also funded a project with similar goals in Great Britain, Magic Breakfast, which sets up free breakfast provision in some of the country's most deprived communities for pupils that are often too hungry to learn. This year, it was given a cheque of £300,000 and, with each breakfast costing 22p, players have funded 1.3m breakfasts. The small team currently feeds 22,000 children in the mornings



in 462 primary, secondary and special educational needs schools, and pupil referral units. The extra money raised will also allow Magic Breakfast to expand to the North of England where 35 per cent of children are eligible for free school meals.

Funding from players of PPL have also helped children in Lebanon to school by funding charity Theirworld. Founded by Sarah Brown, wife of former Prime Minister Gordon Brown over a decade ago, it aims to improve access to education and good healthcare to children around the world. The money raised by players will be used to roll-out an innovative double shift school system in the war torn region, which also means an additional 200,000 Syrian refugee children will get to go to school this year.

Another organisation that has benefitted is Sistema Scotland, which has been offering free music education to more than 1,300 children to foster in them greater confidence, teamwork and pride. They received an award of £300,000, which will help run its Big Noise orchestras in Raploch, Govanhill and Torry.

A huge funding pot of £425,000 was also handed to Riding for the Disabled Association (RDA), which uses horse and carriage riding to rehabilitate disabled adults and children. RDA chief executive Ed Bracher said the money from players of People's Postcode Lottery will "make a massive difference. This year, for example, we've been able to run small, medium and major grants programmes to help as many of our 500 groups around the UK as possible."

Players of PPL pay a monthly subscription in advance by Direct Debit, credit card, by phone or online via PayPal. There are five draws a month with prizes every day. Visit postcodelottery.co.uk or call 0808 1098765.

YOUR PPL QUESTIONS ANSWERED

Nuala Kennedy is the head of insight and retention at the People's Postcode Lottery in Edinburgh



WHAT NEW CHARITIES HAVE YOU BEEN WORKING WITH THIS YEAR?

This year, almost 500 additional charities were supported, taking the number of good causes awarded funding by players of People's Postcode Lottery (PPL) to over 1,500, from local grass-roots projects to large, global charities. Our most recent additions to the list of player supported charities include Greenhouse Sports, Mary's Meals and AfriKids, which each received £200,000 this year.

HOW DO THE TRUSTEES DECIDE WHICH CHARITIES SHOULD RECEIVE FUNDING?

The majority of funding awarded is flexible and long-term as Trustees are keen to give charities the opportunity to build capacity and enable them to become more sustainable for the future. The unique benefit of being a subscription-based lottery is that we get great insight into the charities that are of interest to our players.

WHAT'S YOUR FAVOURITE PIECE OF FEEDBACK FROM A PLAYER?

There are so many wonderful stories from our players. Some of the best are from players who have been able to do things that they could never have done without winning sums of money from playing PPL. We have seen people who have been able to get married, go on holiday, visit relatives they have not seen in years and even foster children as a result. It is truly amazing to see how lives can be transformed.

WHAT PLANS DOES THE PPL HAVE TO GROW AND WORK WITH MORE CHARITIES OVER THE NEXT FEW YEARS?

The growth of PPL in 2015 has allowed players to continually increase the amount that is raised for good causes. £39m was raised by players for charities in 2015 alone, an almost 50 per cent increase on the total charity award from the previous year. With the continued growth of the Lottery, opportunities for efficiencies have been acknowledged and, as a result, the percentage awarded to good causes from each ticket increased in July from 25 per cent to 27.5 per cent. Similar increases were introduced in 2013 and 2014 that supports our mission of raising funds and generating awareness for charities and good causes.



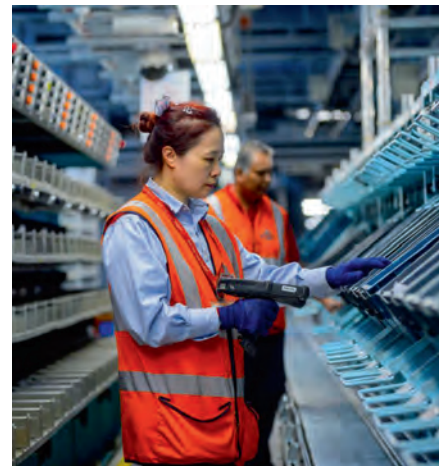
Using technology to keep children safe

By partnering with social media apps and crime agencies, charity **Missing People** is reaching a greater number of people than ever before

A high-tech service is helping to revolutionise the way the public is alerted to missing or abducted children in the hours after they disappear. Using social media and partnerships with crime agencies, Child Res-

cue Alert is able to notify greater numbers of people than ever before about potentially at-risk youngsters and how the public can help in ongoing investigations.

Statistics show that the initial hours after a child is abducted are crucial, and a sighting by a member of the public can make a vital contribution to the safe recovery of a child. Child Rescue Alert can be applied anywhere in England, Wales, Scotland or Northern Ireland at local, regional or national levels. An Alert can be sent directly to individuals – for example by text message and email – and reach many more people through broadcast media such as television



The initial hours after a child is abducted are crucial, and a sighting by a member of the public can make a vital contribution to the safe recovery of a child

and digital billboards. Child Rescue Alert is managed by the charity Missing People, the National Crime Agency (through its CEOP Command) and its technology partner Groupcall.

The first enhanced Child Rescue Alert was issued in March this year for a 14 year old girl from Nottinghamshire. This was made possible thanks to funding from players of People's Postcode Lottery Dream Fund. The subject of the alert was later found safe and well.

In September, Missing People announced a new partnership between Child Rescue Alert and Facebook, harnessing the power of the

social media giant's community when a child's life is believed to be at immediate risk. The partnership with Facebook is a game-changer for the Child Rescue Alert system: using the latest cutting edge technology, Facebook will target Child Rescue Alerts to all registered Facebook users in area from in which the child went missing and any areas it is thought the child might be. Alerts will be automated and appear as the second item in users' newsfeeds.

November 2015 marks the first anniversary of the partnership between Missing People and Royal Mail. In addition to distributing weekly alerts for high-risk missing people

through the hand-held scanners of postal workers across the UK, Royal Mail has announced it is contributing £50,000 to fund the Child Rescue Alert system in 2016. These funds will ensure the operation of a 24 hours a day, seven days a week, 365 days a year system, for one year. The specific criteria and urgent nature of Child Rescue Alerts means that the charity's expert helpline team must be trained and ready to issue an alert at any time.

It's the kind of charity you hope you'll never have to call upon, but if the worst happens, you'll be glad this vital, innovative service is there for you.

Impact investment is transforming the landscape of charitable giving



Dan Corry, chief executive of thinktank New Philanthropy Capital, on how London's biggest givers can get more bang for their buck

THE CITY of London has learned a thing or two about bad press in recent years. But attention moves on, as it always does, and in 2015 it has been the turn of charities to face tough headlines.

The days of leaving the voluntary sector to get on with its work away from the glare of publicity have been disrupted. Chief exec pay has been scrutinised, and some appalling fundraising tactics have been exposed. The public examination of Kids Company, and its mismanagement of donors' money, drags on and on.

The good news is that major charity philanthropists – city bigwigs among them – can help mend some of the damage. Nearly 300 charitable donations of £1m or more were made in 2014 according to new data from the wealth managers Coutts, up from the year before. Two-thirds came from the capital, which means that London accounted for over £1bn in these mega-donations.

A separate study of cash-giving, conducted by City Philanthropy, estimates that Londoners as a whole give more than £5.5bn each year. This is philanthropy on a staggering level. Money isn't always given evenly across causes and regions, of course. But even taking this into consideration, charities clearly have a deep swell of financial support to help them through the bad times.

So we can ask a different, more interesting question. What does all this money actually do? Or to be more exactly, what more could the same resources achieve?

This brings us into questions of impact, and how much good charities are doing. My consultancy and think tank, New Philanthropy Capital, has spent more than a decade looking at how charities perform, and it's pretty rare



Impact investment involves committing your assets to getting a social return as well as a financial one

to find organisations that are fatally flawed or totally fail their beneficiaries (although it isn't unheard of).

What we see far more often are charities that could, with a tweak to their services or a fresh look at their strategy, improve the impact they have for the people who rely on them for help. Some charities may have drifted away from their mission and need a sharp nudge back towards their founding principles.

This in turn means that philanthropists will get more bang for their buck. Personal passions will guide donors to the cause they want to support – from greyhounds to refugee rights – but their focus can then turn to giving to the most effective charities working on those causes.

A philanthropist who looks at these sorts of questions is not alone: due diligence before giving, even of a simple kind, is a growing trend. And it's good for charities, too. One way to hit back against bad press is to measure and prove robustly the good they are doing every day.

But a small number of philanthropists have gone even further, getting involved in the rather niche world of 'impact investing'. This whole concept is still a work in progress, but it's particularly well suited to people who, having made their money by keeping a smart eye on market returns, want to adopt the same principles when deciding to give that money away.

Impact investment involves committing your assets to getting a social return as well as a financial one. This might mean putting your investment into not-for-profits trying to save the environment, or into funds that make loans to people creating jobs in forgotten parts of the world, so that every penny does good.

We have been digging deeply into this at NPC recently, working with Silicon Valley millionaires-turned-impact investors at the KL Felicitas Foundation on a way to measure those social returns. Our findings, published last month, were encouraging. You can measure the social impact of your investments, and the market will give you a decent financial return as well.

Good news for anyone who catches the impact bug.

DAN CORRY is chief executive of New Philanthropy Capital

Urgent call for help to save the eastern lowland gorilla issued by Fauna & Flora International.
Your response by 4 January could make a huge difference.

Photo: Simon J. Childs/Intergalactic Gorilla Productions



Without action now the eastern lowland gorilla could be gone forever – cut the coupon or go to www.FFIGorilla.org to help protect the remaining 10,000 gorillas.

Consumed by conflict and caught in the grip of a severe conservation crisis, the eastern lowland gorilla – the world's largest gorilla – is fighting for survival.

Fauna & Flora International (FFI) has put out an urgent call to the global community to save the remaining 10,000 or so eastern lowland gorillas.

Funds are sought immediately to help protect new community nature reserves that are essential to the survival of the remaining gorillas between the Maiko and Kahuzi-Biega National Parks in the Democratic Republic of Congo (DRC). It is a crucial step towards protecting these elusive and Endangered apes from complete extinction.

The eastern lowland gorilla faces multiple threats to its survival – all of them due to human activity. A major expansion of agriculture and pastures in the DRC in recent years has put enormous strain on the gorilla's shrinking habitat. Industry, too, has taken its toll, with natural habitats squeezed by extensive mining for gold and coltan – a mineral used in making mobile phones. Hunting and the continuing consumption of illegal 'bush meat' have also caused many apes to be killed. What's more, continuous conflict has made it incredibly challenging to enforce wildlife protection.

As a result, numbers of eastern lowland gorillas have plummeted. Just 15 years ago there were around 17,000 eastern lowland gorillas in the wild. Today, scientists believe that at most 10,000 may still remain alive. Experts don't know for sure exactly how many there are, but scientists are carrying out population surveys to find out exactly how low the gorilla population has dropped.

The critical conflict problems in the DRC mean the population has gone almost completely unmonitored since 1996. Now, with your help, FFI wants to change that.

FFI wants to protect existing gorilla families in a vulnerable – currently unprotected – area between the Maiko and Kahuzi-Biega National Parks. These families are vital to saving the remaining eastern lowland gorillas from extinction.

This gorilla protection has only

become possible in recent years. Since the elections in the DRC in 2006, and the increased stability that came with them, conservation teams are starting to consolidate a series of community reserves to ensure the gorillas are fully protected.



Photo: Gill Shaw

"The Maiko and Kahuzi-Biega National Parks in the DRC are home to some of the most endangered species in Africa, including the eastern lowland gorilla. However, as human populations in the region expand so too does the risk from habitat loss. A participatory form of conservation is giving these communities a means to exist and is helping the eastern lowland gorilla and other wildlife. Time is short and I urge supporters of FFI to quickly back this vital work that is crucial to the survival of the eastern lowland gorilla."

**Sir David Attenborough OM FRS,
Fauna & Flora International
vice-president**

For the species to remain genetically viable, it is crucial that the gorilla families can interbreed and not separated by deforestation and agriculture expansion in an unprotected area. FFI knows community managed land is a sustainable way to achieve this.

These community reserves are absolutely vital to the future of the remaining eastern lowland gorillas – because they will prevent the gorilla population becoming fragmented.

To do all this FFI needs to raise £130,489.56 to protect 10,847.67 km² of forest, where the gorillas are at risk. The £130,489.56 must be raised as soon as possible so that the team at FFI have time to plan ahead.

Meanwhile unprotected gorillas are dying from the threats they face every day. The eastern lowland gorilla is on the very edge of survival. Together we can save it. Please send your gift by 4 January at the latest.

One of the world's rarest apes faces extinction

Population plummets from 17,000 to less than 10,000

Fauna & Flora International (FFI) have launched an emergency appeal to raise £130,489.56 that will enable them to push ahead with the protection of new Community Reserves in the Democratic Republic of Congo. This is crucial to the battle to save the Endangered eastern lowland gorilla from extinction. You can contribute by cutting the coupon below, visiting www.ffigorilla.org or calling 01223 747719. Please respond by 4 January.

How you can help save the eastern lowland gorilla

£130,489.56 is sought to urgently protect a series of community nature reserves that will safeguard the gorillas in unprotected areas - where they are at risk of losing their habitat and being killed by hunters. These are a few of the items urgently needed:

- **£40.10 could pay for rations for a gorilla survey team**
- **£129.36 could pay for fuel to run the team's off-road vehicle for a month**
- **£258.72 could pay for a GPS unit and batteries, to help the teams locate gorilla families in the dense rainforest**
- **£679.15 could pay for a satellite phone, to help the teams report and respond to emergencies**
- **£19,180 is also needed to fund the entire DRC conservation team for six months.**

Any donations, large or small, will be received with thanks and could go a long way to helping us to save the eastern lowland gorilla.

Cut the coupon below and return it with your gift to FFI, to help save the remaining 10,000 Endangered eastern lowland gorillas. Alternatively, go to www.ffigorilla.org or call 01223 747719. Thank you.

I want to help save the remaining 10,000 eastern lowland gorillas with a donation of £



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If you'd prefer not to be mailed ☐, emailed ☐, or telephoned ☐, please tick the appropriate box or contact us at any time.

**Please return to: Gorilla Appeal, c/o FREEPOST RRHG-GBGG-CAGG,
Fauna & Flora International, 4th Floor, Jupiter House, Station Road,
Cambridge, CB1 2JD, UK
or go to www.FFIGorilla.org to donate online now.**

Registered Charity No. 1011102. Registered Company No. 2677068.

Please note: If Fauna & Flora International succeeds in raising more than £130,489.56 from this appeal, funds will be used wherever they are most needed.

FundRaising
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THE CITY REMAINS TOP DOG FOR CHARITABLE ACTIVITY



Lord Mountevans, Lord Mayor of the City of London, on the City's charitable highlights

The year is drawing to a close and for the City, it has been a fantastic year for charitable outreach.

In addition to promoting the City as a global centre for financial and professional services, I will be picking up the baton from my predecessor Alderman Alan Yarrow in championing the outstanding charity work that goes on here in the City every day. The former Lord Mayor has helped show the other, softer, side of the City.

The City has been associated with philanthropy since the days of the medieval Lord



Mayor, Dick Whittington, and people in need still benefit from the fortune he bequeathed all those centuries ago. But at the City of London Corporation, we are concerned with making philanthropy and other charitable activities relevant for the 21st century. For the City and the economy as a whole to succeed, it is vital we have a buoyant voluntary sector to improve the lives of the most vulnerable. We also recognise the important convening role as well as funding role we play in supporting and strengthening charities across the capital. There were some great examples of this work in 2015 and we will seek to build on this in 2016.

HOW BUSINESS EXPERTISE IS STRENGTHENING CHARITIES

Fundraising through charity bike rides, bake sales and fancy dress is particularly visible in City offices around this time of year, but there is also a lot of valuable and important volunteering that goes on behind the scenes. This year our City Action initiative matched 618 business volunteers with community groups and charities across the capital. Many of these volunteers use their professional expertise in areas such as financial planning, PR and marketing, data analytics and HR to improve charities' practices, so they can deliver a more effective service to the people who really need it. Across London, billions of pounds' worth of support is given to community projects by City employers and employees.

This year's Lord Mayor's Dragon Awards was a fantastic demonstration of skills-based volunteering and a chance to acknowledge the fruitful relationships between the corporate and charitable worlds. Between them, the 2015 applicants volunteered over 92,000 hours, delivered an equivalent value of £6m and benefitted almost 300,000 Londoners. The quality of this year's winners should motivate other businesses to start their corporate social responsi-



2015 has been a fantastic year for charitable outreach

bility journey or share best practices.

Alium Partners, one of the Awards' winners, used its expertise in recruitment to volunteer with a youth charity working with young people in east London facing significant barriers to employment. The volunteers provided employability and CV writing workshops, as well as boosting the confidence of the participants.

They found that despite usually coaching chief executives and MDs for top jobs, some of the principles around interview techniques were very similar for people trying to secure entry level jobs. Alium's pro bono support resulted in half of the job candidates entering work after just three months and 75 per cent sustaining employment after nine months.

Another inspirational winner was Barclays, which won in the long-standing achievement category for its relationship with Ian Mikardo High School in Tower Hamlets. The special school teaches boys who have learning disabilities and complex behavioural issues. Barclays volunteers provided mentoring to the pupils, helped them develop financial and budgeting skills and provided funding for a support worker to strengthen the school's ties with parents and the local community. This holistic approach saw 97 per cent of the pupils who were

From top: A student from Ian Mikardo high school; Interns from the City Business Traineeship programme

at risk of becoming a NEET (not in education, employment or training) enter work or further study when they finished school. I am very much looking forward to my Lord Mayor's Dragon Awards next autumn and celebrating more inspirational City stories.

GIVING EVEN MORE

Another charitable highlight of 2015 was the 20th anniversary of the City of London Corporation's charity, City Bridge Trust. The Trust has awarded over £300m in grants since it was established in 1995. To mark that anniversary City Bridge Trust, which is the largest independent grant-maker in London, increased its annual grants budget from £15m to £20m per year, meaning there will be even more financial and strategic support available to charities across the capital.

And of course, we can't talk about giving without mentioning City Giving Day, in which City A.M. played a vital role. Hundreds of City workers (many in fancy dress) from firms large and small took to the streets on 30 September to, celebrate the fantastic charitable work that goes on in the Square Mile. Money was raised and spirits were lifted by what proved to be a fun-filled day, while a defiant message was sent that Corporate Social Responsibility (CSR) is very much alive. During my year in the Mansion House, I hope to make City Giving Day even bigger.

MAKING SURE OUR YOUNG PEOPLE ARE UP TO THE JOB

The City of London Corporation recognises that for the City to flourish and remain a key driver of economic growth, we need a skilled and talented workforce. Indeed our policy chairman Mark Boleat often speaks about the importance of young people from all walks of life seeing the City as their engine for growth. Much of the Corporation's charitable outreach is focused on boosting the employability of young people from our neighbouring boroughs, some of whom live in the poorest areas in England. Last year, through various initiatives, the City of London Corporation introduced over 3,000 residents from the City's fringe boroughs to employment and learning opportunities in the City.

Our flagship City Business Traineeship programme is just one example of young people from diverse backgrounds getting that vital leg-up into the City's job market. The young people complete paid internships at firms including Société Générale, Deloitte, RBS and the Bank of England, learning about investment banking, trading, marketing, sales and much more. This year, over 100 A-level students benefitted from the programme, 91 per cent of whom were from black or ethnic minority backgrounds and 55 per cent female. This initiative not only allows employers to benefit from a pipeline of untapped talent, but helps them to diversify their workforce.

2016 will undoubtedly produce many more charitable highlights for the Corporation and the City as a whole. I'm looking forward to being a proud ambassador of this work as well as raising awareness for my chosen charities, JDRF (the type 1 diabetes charity) and the Sea Cadets.

How you can help Maggie's £1m fundraising campaign



As the year draws to a close, we take a look at the *City A.M.* fundraising efforts helping to bring Maggie's support to its new centre in Smithfield

This year has

been an especially important one for Maggie's, the independent charity providing vital cancer support to the City of London.

2015 saw *City A.M.* launch a £1m fundraising campaign to help to deliver the charity's unique programme of support from its new centre, Maggie's Barts. Located in Smithfield,

the new centre is being built on the grounds of Saint Bartholomew's Hospital and has been designed by renowned architect Steven Holl. Following in the same design principles of Maggie's existing 18 centres – which include their RIBA Stirling prize-winning centre in Hammersmith – the new site will give emotional and social support to people with cancer, their friends and family.

Announced in June, the partnership between *City A.M.* and Maggie's officially launched in September and has already raised over £100,000 for the charity through a variety of giving initiatives and creative fundraising events.

Throughout the summer *City A.M.* staff formed a team to fundraise and take part in Maggie's Culture Crawl, the charity's annual fundraising event. Held in partnership with Open House, and sponsored this year by London Property Company Capco, Maggie's Culture Crawl is part 15 mile night-walk, part cultural adventure around the Capital.



Over 900 walkers, including the *City A.M.* team, started at Paternoster Square in the heart of the City, before heading out into the night to enjoy exclusive night time access to iconic London buildings including the Foreign & Commonwealth Office, Chelsea Physic Garden, the Victoria and Albert Museum, The Keeper's House at the Royal Academy of Arts and finishing in Covent Garden's iconic Market Building.

To mark the Lord Mayor's City Giving Day, *City A.M.* proudly supported Maggie's with cups of tea celebrated all over the City. Mag-



Clockwise from left: A beauty therapy class at a Maggie's centre; City A.M. staff before the Culture Crawl; Jim Carter and Laura Carmichael (right) from Downtown Abbey with Maggie's chief exec Laura Lee

gie's staff handed out free cups of tea, shared information about Maggie's and collected donations from passers-by in Paternoster Square, while back at the City A.M. offices we held a bake sale and enjoyed a cup of tea with the Lord Mayor, City A.M. co-founder and managing director Lawson Muncaster and Maggie's chief executive Laura Lee.

In November, with the festive season almost upon us, we announced our 2015 City A.M. Christmas Appeal calling on all of our readers to help us reach our target of raising £1m for the new Maggie's Centre. For this year's fundraising drive we've joined forces with innovative investment platform VentureFounders to help raise £250,000 for Maggie's to make the biggest difference possible to people living with cancer, their family and their friends, across London.

"We felt it was the perfect opportunity to offer our platform, our time and our resources in partnership with City A.M.," said co-founder James Codling. "We will be fully behind the initiative, from encouraging our investors to donate generously, as well as getting our team involved directly with fundraising and volunteering."

Laura Lee, chief executive at Maggie's, says, "I'd like to say a huge thank you to City A.M. for their enthusiasm and commitment to Maggie's Barts and their amazing fundraising efforts so far to help us to bring a new Maggie's Centre to the City. From night walks, to bake sales, from corporate events to individual donations the City has already shown enormous support for Maggie's Barts, support we hope will continue to grow in the lead-up to Christmas and throughout 2016."

"I'd like to extend special thanks to those within the City who have supported us to date including HSBC, VentureFounders, Savills, Bloomberg Tradebook and the Surface Design Show. Your support brings us one step closer to making the biggest difference possible to people affected by cancer across the City and beyond."

HOW THE £1M WILL SUPPORT PEOPLE WITH CANCER

The £1m that City A.M. has committed to raising will cover the running costs of Maggie's Barts in the first two years. This funding is crucial in enabling the Centre staff to provide each person with the support they need, be it psychological support, financial advice, access to information about their diagnosis and treatment or simply to sit quietly with a cup of tea. By helping us to raise this money, you will be helping to support people with cancer, their family and friends across the Capital.

HOW YOU CAN HELP

City A.M. needs your help to raise the money to ensure this vital cancer support, delivered by professionally qualified staff, is available to the City and its seven surrounding boroughs, including some of the most deprived and ethnically diverse communities in London.

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 www.maggiescentres.org/donate

GET YOUR COMPANY INVOLVED

Companies can support Maggie's Barts by offering payroll giving, matching employee fundraising or setting up a charity partnership. Through charity partnerships, Maggie's can provide Cancer in the Workplace workshops, places in challenge events, a wide range of volunteering opportunities at Maggie's Centres and the opportunity to host private events at their Centres with talks from leading figures in the fields of art, architecture and health.

City A.M. MONEY MAKER AWARD

At this year's annual City A.M. Awards we announced a special award category for 2016 to commemorate our pledge to raise £1m for Maggie's Barts; The Money Maker Award. This award will go to the company that raises the most



money for Maggie's Barts between Thursday 26 November 2015 and 30 September 2016.

Maggie's and City A.M. will support entrants by providing materials and help to shape fundraising ideas. We also encourage you to share your experience with us on social media using the hashtag #1M4MAGGIES – this could be a blog, video or photos. Our favourite ideas may be profiled in City A.M. throughout the year.

The winning company will be announced at next year's City A.M. Awards ceremony in November 2016. They will receive an additional prize from City A.M. and have an opportunity to host a celebratory event at the new Maggie's Barts. All entries will also be invited to a reception at the end of the partnership.

Visit www.maggiescentres.org/cityam for more information and to enter.

SPONSOR A DAY

It costs £2,400 to keep the doors of a Maggie's Centre open for one day supporting on average 80 people affected by cancer each day. Get together with your friends or colleagues to raise £2,400 and sponsor a day at Maggie's Barts.

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 London Development

Embrace, engage and encourage THE GENEROUS GENERATION



Cheryl Chapman, director of City Philanthropy, on how millennials are the workforce's next wave of charity givers

Millennials will make up the majority of the global workforce by 2025 (between 55 per cent and 75 per cent) according to various statistics. That's a fantastic opportunity for both charities and businesses, if they can adapt to meet the needs of this socially-motivated generation.

Who are the millennials? Agewise they are the under 35s who entered the workplace in the early 2000s. They're tech savvy, diverse and connected. They're activists for personal rights, as well as less prominent causes such as mental health and gender equality. They're blurring the lines between home and work, social and business.

They have experienced economic and social turbulence unknown to the "me me me" generations of the 80s, have small hope of ever buying a property and are instigators of a sharing economy.

As a result, they take a different view of ownership and responsibility than previous generations. As our two reports published earlier this year reveal, millennials have different expectations of what employers can contribute, desire more philanthropic information and seek workplace and other opportunities to give time or money.

London's millennial workers – particularly the youngest – want to give more than they currently do, according to our first report "More to Give: Millennials Working Towards a Better World (July 2015)", commissioned from the Centre for Giving and Philanthropy (CGAP) at Cass Business School.

35 per cent of respondents aged under 35 want to give more money than they already do, compared with 21 per cent in the 35 and over group. Similarly, 53 per cent of the under-35s want to volunteer more than they do, and this reaches 60 per cent in the youngest 18-24 age group. Compare that with just 35 per cent of those aged 55 and over.



Our second report, "More to Give: Millennials Networking for a Better World (November 2015)", highlights a growing trend for young people to join networks and collectively donate their money and skills to smaller charities.

It shows over four-fifths of network members in London want to use their skills and professional experience to make a difference, and three-quarters say their involvement in giving has improved their own leadership and motivational skills.

Peter White, Senior Associate at PwC and BeyondMe network member, says: "By tackling a cause with friends and colleagues, you can make a greater difference. I've found BeyondMe's model of donating time, skills and money a powerful approach to creating social impact. BeyondMe also helps develop my leadership skills, expand my network and is an experience I enjoy."

City solicitor Stephanie Brobbey, a member and trustee for The City Funding Network that raised over £30,000 for six small charities this year, says: "Although I am not in the high net worth category, I know that my contributions have an influence, particularly when I am able to see for myself how lives have been impacted. Finding out about smaller charities that seek to address quite specific causes has

developed my awareness about issues and has changed my attitudes, opinions and behavioural patterns. Ultimately this makes a difference in the long term."

Kawika Solidum, CEO of BeyondMe explains how the millennial generation today is asking more of their employers and asking more of themselves. "Study after study points to the importance of fulfilling a social purpose or contributing to the wellbeing of society as drivers for those at the start of their career climb."

"BeyondMe, like other networks, was built by millennials, for millennials. We're a social enterprise that motivates and mobilises City professionals to commit their time, skills and money as teams to causes they find meaningful. It goes beyond a direct debit or a donating a day of time."

Companies small and large have a greater role to play in encouraging their talent to give back in a way that both develops skills and is meaningful to charity. By striving for both, businesses can engage the full potential of their employees, especially millennials, to make a difference using their day-job skills.

We estimate that if one per cent of London employees became involved in the network giving movement this could generate an additional £20m a year and thousands of hours of pro bono support for charities by 2020.

To generate much-needed extra resources for the important causes we all care about, we ask those involved in developing the next generation of London's workforce through its CSR, HR or talent departments to help network giving achieve its potential by committing to:

- Encourage your firms' social action and giving initiatives to develop ways of engaging the next generation of business leaders

- Engage your millennial professionals in evolving corporate activities that match their passion and drive their performance

- Embrace your role as an advocate for this type of social action whether you represent an entire corporation or you line manage millennial professionals

Your impact will be to grow a new generation of generous leaders and as a business become a millennial magnet.

For more information and to download the research visit www.cityphilanthropy.org.uk



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**COMPANIES
SMALL AND LARGE
HAVE A GREATER
ROLE TO PLAY IN
ENCOURAGING
THEIR TALENT**

LORD MAYOR'S APPEAL



The 2016 Lord Mayor's Appeal is in full swing, raising funds for its charities chosen by **Lord Mountevans**



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ne of the most important – and most recognisable – charities in the City is the Lord Mayor's appeal, which raises money for charities that are close to the heart of the current mayor. The 2015 Appeal has been a huge success, raising a whopping £2.2m for previous Lord Mayor Alderman Alan Yarrow's chosen charities Scope and Mencap. A small percentage of the funds raised will also go to the City & Guilds of London Art School, The Royal Ballet School and the Royal Academy of Arts.

The 2015 appeal has seen a great variety of fundraising events and initiatives take place. The spring and summer were filled with events from fashion shows and golf days to horse racing and go-karting. In June the Lady Mayoress took part in the 25th Anniversary annual City Dip at Golden Lane Sports & Fitness, covering a distance of 5,000m together with a small team. In September the Lord Mayor was brave enough to abseil down the iconic Lloyds Building along with 85 others including Lawson Muncaster of City A.M.

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The spring and summer were filled with fashion shows, golf days, horse racing and go-karting

City Giving Day saw over 200 companies take part, celebrating the best of CSR and philanthropy in the City of London and raising money for the Lord Mayor's Appeal and the participating companies' own charity partners. Many City companies have also been involved in the Power of Diversity breakfast series.

A number of fundraising dinners were also held throughout the year in aid of the Appeal. In May David Stileman, the deputy chairman of the Lord Mayor's Appeal, hosted a fun dinner at the Royal Academy of Arts; in September the 'Magnificent 7' Sporting Dinner at Mansion House celebrated seven great sports in the presence of many legendary sportsmen and women; in October Mike Slade from Helical Bar hosted the exquisite Property Investor's Banquet at Guildhall. The Appeal year ended with a Back to the Future themed Grand Finale Dinner at Guildhall in November with HRH The Countess of Wessex as a special guest along with Darcey Bussell. The Royal Ballet School gave a spine-tingling performance of three dances.

LOOKING AHEAD

The new Lord Mayor of the City of London – Alderman the Lord Mountevans, who took on the reins on 13 November – is looking forward to building on the successful initiatives. With a theme 'Innovate here. Succeed anywhere,' his Appeal will benefit two charities which, each in their own way, innovate to benefit society. The first is JDRF, the type 1 diabetes charity. Researchers are on the brink

Clockwise from above: The Royal Ballet School; the JDRF type 1 diabetes charity researches new treatments; City A.M.'s Lawson Muncaster prepares to take the plunge



of revolutionising type 1 diabetes treatment – shifting from intensive routines of multiple blood tests, injections and complex calculations to life-changing new automated systems, one-a-day injections and once-a-year cell transplants. The medical research that will deliver these new treatments is underway by the best scientists and the brightest minds around the world. We need your help to free these people of their life sentence. Support for the Appeal will help JDRF cure, treat and prevent type 1 diabetes.

The other beneficiary is the Sea Cadets. As a national youth charity working with 14,000 young people in 400 communities, 45 per cent of which are in economically challenged areas, Sea Cadets understand the importance for young people to find confidence and inspiration, helping them to develop self-belief and valuable life skills.

As part of their offshore fleet of five vessels, they operate two Tradewind 35 yachts which have been operating for 16 years, giving 4,600 young people the chance to experience a voyage at sea and gain accredited RYA sailing qualifications. The Appeal will replace one – or hopefully – both of these yachts with a top of the range, UK-made successor.

The 2016 Appeal will make a real difference to these charities by raising money through City Giving Day and Power of Diversity and by hosting a number of other exciting fundraising events.

For further information on the Lord Mayor's Appeal initiatives and events in 2016 please visit www.thelordmayorsappeal.org.



How microfinancing has changed African communities for the better

Opportunity International is transforming lives in the developing world by giving entrepreneurs access to loans and training to set up schools that not only provide better education for children but also better employment prospects for parents.

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ducation is essential in breaking the cycle of poverty but, globally, over 57m children do not attend primary school and the majority of that number live in Africa. For those that do attend, they walk great distances to get there and, when they arrive, classes are often overcrowded and managed by overworked teachers. Opportunity International, a global microfinance charity, believes it's found the answer; changing the provision of finances to fuel education and create jobs for a whole community.

Founded in 1971 by Al Whittaker, former president of Bristol Myers International Corporation in the United States and Australian entrepreneur David Bussau, the non-profit organisation was one of the first to recognise the benefits of microfinance – in brief, financial services for people without access to banks or funding opportunities – and how this could be used to alleviate poverty in the developing world.

Today, the charity has supported over 12m men and women in over 22 countries, providing them with loans, savings accounts and financial management training that give people a better and more sustainable chance of setting up a business and working to provide for themselves and their families.

But the situation isn't going to change overnight. Opportunity International aims to create and sustain 20m jobs by 2020 so that whole communities can lift themselves out of poverty and work for a better future. Its education finance programme is key to achieving this; it focuses on supporting entrepreneurial school proprietors to build and grow good quality, low cost community schools.

"Our model is not a traditional top-down charity," says Nathan Byrd, head of education finance at Opportunity International. "We do not give anything away. Instead, we package extensive knowledge together with innovative financial products and services that enable men and women to work their own way out of poverty."





The charity has worked with more than 3,000 such educational establishments, where it has provided tailored loans and training to school proprietors to enable them to build better facilities and take on more students. Just in Uganda, 398 schools have benefitted from the programme. A recent study of 138 of these schools found that enrolment grew by 22.5 per cent on average and added one new teacher for every 15 students, which is a huge achievement in a country where the national average is one teacher to every 46 students.

The financial sustainability of each school has also increased by more than 60 per cent on average, and the majority of this money has been reinvested into improving infrastructure and education, expanding enrolment and offering tuition waivers for up to 15 per cent of children whose parents struggle to pay fees.

Many of the schools now play a vital role in providing education and jobs, overcoming the barriers of cost, distance and quality. Over



Evans Ssenabulya and, above, pupils at the Ridgeway School in Uganda. Left: Evans with his wife and daughter



A thriving community school boosts the local economy, providing more opportunities for parents

the years, they've become engines of economic development in their communities by creating jobs and further opportunities. Employing teachers, security guards, cooks and drivers – these same schools are also providing a market for utility services, uniform making, food sales, school supplies and construction. In other words, a thriving community school boosts the local economy which,

in turn, provides more opportunities for struggling parents to access and educate their families, break the cycle of poverty and transform their lives.

Like Evans Ssenabulya (pictured above), an educational pioneer in his community. Like most parents, Evans and his wife wanted a good education for their three daughters so they could see them grow up to do better than themselves.

Yet they noticed that many children in their village in Uganda – especially the girls – didn't attend state school because it was too far away and expensive to attend. So Evans decided to start a local school with 100 students meeting in a small wooden structure on a rented plot of land.

Now, just six years later and, with support from Opportunity International in the form of a loan and training, he owns the land and

has grown the Ridgeway School beyond all recognition. It now provides day and boarding education to over 900 students.

Not only have Evans and his wife given the children in their community a quality education, they've also provided jobs for their parents.

A number of individuals, trusts and charities support Opportunity International's work; these include City A.M., Players of People's Postcode Lottery, ANZ bank, Vitol Foundation, Old Mutual Group, Clear Channel and the Credit Suisse Foundation.

If you would like to find out more or make a donation to Opportunity International, please visit opportunity.org.uk or call 01865 725304. To make a donation by post please send cheques payable to 'Opportunity International UK' to Opportunity International, Angel Court, 81 St Clements, Oxford, OX4 1AW.

Helping refugees is a

Melissa York on how London's tech giants are turning their attentions to the refugee crisis

While there have been many causes worthy of our attention in 2015, the plight of Europe's refugees and migrants has been the most visible. There are currently 20m people fleeing violence and oppression around the world and many of them arrived on our continent's shores this summer in the hope of a better life. Shocking press images of young children and families crossing the treacherous Mediterranean Sea in flimsy lifeboats hit home and led to popular campaigns like Refugees Welcome and Rooms for Refugees that were inundated with support and donations.

Meanwhile, business people in the city were looking on and wondering how they could contribute. Many companies have used their monetary heft and donated large sums to the cause; the UN High Commissioner for Refugees received \$17m in donations from the business community in just six days in September, with Goldman Sachs, Ericsson, Volvo, Visa Europe, Audi, Zara and H&M all contributing large amounts. European football teams like Bayern Munich and Real Madrid also got in on the act pledging \$1.1m each to the cause.

Unsurprisingly, it was the tech giants who came up with the most imaginative initiatives to show they cared about the plight of refugees; the migration crisis prompted Google to add a dedicated "Donate" button to its search bar, promising to match any donation made up to £5m, Apple donated all profits from a charity song by Crowded House on iTunes, and Uber partnered up with Save the Children, utilising its drivers to deliver donations to the charity free of charge. Meanwhile, staff fundraising schemes raised millions at Ernst & Young, Johnson & Johnson, Pearson and the Swarovski Foundation.

While huge corporate fundraising programmes have undoubtedly brought in the big bucks, other companies have found ways to get new arrivals on their feet once they're here. Tech industry influencer and editor-at-large of website TechCrunch Mike Butcher has spent much of the autumn using his network of contacts to establish Techfugees. It aims to rally the close-knit tech community



in London around the cause and work together to help refugees find their feet in a new country and trace their families, which in many cases have been scattered by conflict.

London's tech cluster really came out for the cause. In the first 48 hours, Techfugees' Twitter and Facebook page picked up over 2,000 followers and it held its second conference this month to expand its network around the globe. Its hugely successful hackathons – not-for-profit events that bring tech engineers, entrepreneurs and startups together with NGOs to thrash out software solutions to common refugee problems – have also been instrumental in producing some impressive social enterprises and partnerships.

Two sponsors include family history website Findmypast.com, a company that uses Big Data to enable individuals to search public records for information on lost or historical family members. Needless to say, it's brought untold expertise to the cause, along with Skillsmatter, an online community that promotes sharing skills in software craftsmanship and progressive technologies.

Some of the most interesting apps to

emerge include Migreat, which helps refugees navigate the complicated EU visa applications system online, GeeCycle.org, a site where people can recycle their old mobile phones to refugees, Refugees on Rails, a coding school for refugees that recycles old laptops and Refugee Aid App, a crowdsourcing campaign to create an app that's a one-stop shop for all the services new arrivals will need depending on the location they're based. The company says the software is 90 per cent built but it needs £10,000 to pay part-time staff to run it for a trial period of six months.

Even closer to home, Brazilian national and serial entrepreneur Rafael Dos Santos is set to open Mi-Hub near The Gherkin. It'll be the first international workspace of its kind in Europe when it opens next month as a 6,700sqft office space that's specifically geared up to help new arrivals set up their own business.

Funded by social enterprise This Foreigner Can, hotdesks are available in the heart of the City for £320 or £199 for the first month if tenants sign up by the end of the year, with private offices also available. The price also includes a flexible rolling monthly contract, all bills included in the price, stationary, furni-

tech challenge



ture, access to showers and kitchens and free training and networking workshops run by City businesses at the weekends. Dos Santos set up the organisation to address some of the problems he found while trying to set up a business when he moved to the UK 10 years ago.

"The number one thing that migrants find difficult is funding," says Dos Santos. "Migrants don't have credit history so it's very, very difficult to get a bank to lend anything to you. Contacts is number two; obviously, migrants will turn to those in their own communities first but they don't have the knowhow either. Information and knowledge is number three: 90 per cent of people I've spoken to don't know what Companies House is, for example."

"Language is also a huge barrier. When you move countries and they don't speak your first language, it's a huge knock to your confidence. Especially if you want to start a business, you're really aware if you're mispronouncing what you're saying and if you sound funny when you want to be taken seriously."

This Foreigner Can recently held an event at London's Google Campus, where 300 migrants turned up to see how they could start a business, and another Dragon's Den-style event is in the pipeline, where people have 10 minutes to present their business idea on stage for the chance to win a £500 cash prize.

But it's not just about funding and office space, says Dos Santos; what these people really thrive on is community. "It's about being around people who are in the same position and sharing contacts, tips and ideas that will benefit everybody."

The migration crisis may be the worst our generation has ever seen, but it's a great reflection on London's corporate culture that it's finding increasingly enterprising ways to rise to the challenge.



GEECYCLE

This app – its name a portmanteau of "refugee" and "recycle" – helps refugees by encouraging people to donate unused smartphones. It's a fiendishly simple but hugely effective idea: who among us doesn't have at least one iPhone 4 or Samsung Galaxy S2 stashed away in a drawer somewhere? geecycle.org



MIGREAT

This is a website that offers invaluable help to asylum seekers going through visa-applications. It gives advice on where to apply and which type of visa is right for the individual and their family, including working, joint and study visas. The website works across multiple locations, including Europe and the US. migreat.com



REFUGEES ON RAILS

This fantastic organisation works with refugees to improve their IT skills, specifically teaching them to code. Refugees on Rails aims to give refugees the skills and confidence to move into a software development career, creating not only a safe new home but adding to the nation's productivity. refugeesonrails.org



FINDMYPAST

Findmypast has teamed up with Techfugees to try to help reunite families torn apart by conflict. Findmypast offers even greater reach than social media sites like Facebook, potentially reconnecting people who have been separated and even changed names. findmypast.co.uk



SKILLSMATTER

This online community is working with Techfugees to find skills gaps in the technology and IT start-up industry that could be filled by qualified refugees (an accountant, for instance, could fit fairly easily into a Silicon Roundabout start-up). skillsmatter.com



New Kid on the Block

Mark

Zuckerberg this month crashed into the list of the most important people in the charity sphere with news of his new philanthropic venture that will result in his giving away 99 per cent of his Facebook fortune. The announcement – made in the form of a letter to his baby daughter – caused a wave of appreciation for his generosity, as well as a healthy dose of scepticism. Here's the low-down on the Chan Zuckerberg Initiative that could become one of the most important charitable organisations in the world.

HOW MUCH IS HE SET TO GIVE AWAY?

Zuckerberg, along with his wife Priscilla Chan, currently own shares worth \$45bn (£29.8bn). They will give away no more than \$1bn of Facebook stock each year for the next three years, according to a report filed with the US Securities and Exchange Commission.

WHY ARE THEY DOING IT?

While their exact philanthropic focuses have

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The Chan Zuckerberg Initiative has been formed as an LLC, rather than a non-profit

not yet been made clear, the letter says the pair are giving the money away to “advance human potential and promote equality for all children in the next generation”, adding that “personalized learning, curing disease, connecting people and building strong communities” will be a priority.

SURELY NOBODY COULD READ ULTERIOR MOTIVES INTO THIS, RIGHT?

Well, actually... they have. The naysayers immediately cried “tax-dodge”, prompting Zuckerberg to clarify that the Initiative has been created as a limited liability company rather than a traditional charity, which will not qualify for tax deductions. There are potential advantages to this set-up, though: using an LLC, Zuckerberg isn't obligated to spend five per cent of the organisation's value every year, which is a requirement of a foundation. He's also permitted to turn a profit from the venture and spend more flexibly in areas outside of charity, such as startup investments and political donations. It's also worth noting that most non-profits are founded as conventional corporations and then later converted. At this stage, we say let's give them the benefit of the doubt...

HOW DOES HIS CONTRIBUTION COMPARE TO OTHER BILLIONAIRE ALTRUISTS?

He's going to be right up there with the best of them. Warren Buffett has pledged to give away 99 per cent of his own \$74bn fortune, while chart toppers Bill and Melinda have already given away \$29bn.

City A.M. Christmas Appeal

Help bring cancer support to
the City this Christmas

£30 could pay for an hour of immediate
advice and support for someone just
diagnosed with cancer with a Cancer
Support Specialist.

"The surgeon at the
hospital may have
saved my mum, but
the cancer support
specialist at Maggie's
saved me."
Emma, 14



at Christmas 2015

Join City A.M. and VentureFounders this Christmas
to support Maggie's Barts so that everyone affected
by cancer in London has access to the support they
need, for as long as they need it.



For any further information on
Maggie's in the City, contact:
lizzie.hunt@maggiescentres.org
or call 020 7386 3566

To make a £30
donation, please visit

www.venturefounders.co.uk/maggies

*There is a minimum donation of £20 through VentureFounders website. If you would like to donate less than £20, please do so by texting MAGG10 £5 to 70070. You will be charged for your donation plus your standard network rate and Maggie's will receive 100 percent of your donation.



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