

A MAGAZINE BY CITY A.M.

DECEMBER 2018

GIVING

INSIDE: ROBIN WRIGHT ON HOW
HER PYJAMAS ARE HELPING
WOMEN IN CONFLICT ZONES
**NOBEL PRIZE WINNER DR DENIS
MUKWEGE ON ENDING WAR RAPE**
WHY WE NEED TO CHANGE THE
LAW FOR SOCIAL LOTTERIES



Sarah Brown

The international philanthropist talks exclusively to Giving about her charity Theirworld

PLUS: THIS YEAR'S EUROPEAN TOP 20 PRIVATE DONORS CHARITY INDEX

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challenge that
will change
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others

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Welcome to the 2018 edition of Giving magazine

Welcome to the fifth edition of Giving, City A.M.'s annual magazine that shines a light on the state of global philanthropy, in and outside of London. Five years in, we have a little anniversary to celebrate. There's plenty to feel festive about, which makes a welcome change to a daily news agenda more often focused on the challenges and uncertainty that stalk the globe. This edition of Giving presents positive stories on charitable initiatives and problem-solving innovations – big or small, local or global.

A cornerstone of Giving is the World Charity Index, the list of the world's biggest charitable donors. We decided this year to pay some extra attention to the donors in Europe's top 20. No fewer than seven out of 20 are based in Great Britain, representing major philanthropic institutions with ancient roots in our society.

So why have we chosen the name 'Giving'?



CHRISTIAN MAY
Editor, City A.M.

It suggests money and that certainly helps. But giving people opportunities is often just as important, as is access to education, the labour market, healthcare or banking. For many of us these things can be a certainty in life. But for others, that's sadly not the case.

Cover star Sarah Brown talks about her dedication to helping millions of children from around the world who don't attend school. London's City Bridge Trust is fighting inequality more close to home by investing in education and skills for those who need a little help to thrive in life.

Professor Muhammad Yunus lectures on social business as a way of making money and doing good at the same time. The 2006 Nobel Peace Prize Laureate is in good company with one of this year's Prize winners, Dr Denis Mukwege, also being interviewed by City A.M.

Staying in London's Good Hotel, buying pyjamas supporting women in Congo, playing a charity lottery or just stopping to talk to a homeless person – there are so many ways to give. And that's something we can celebrate every day. On behalf of everyone at City A.M. I wish you and your families all the very best for 2019.



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Christian May Editor, City A.M. | Billy Breton Creative Director | Sheree Fadil Designer
Linda Telemacque Production Manager | Gianni Cavalli Distribution Director

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

The World Charity Donor Index 2018

Professor Dr Theo Schuyt on *City A.M.*'s unique ranking of charitable giving from the private sector, and on making philanthropy visible



Here we present the fifth edition of *City A.M.*'s World Charity Donor list. The *City A.M.* ranking covers institutional private charity donors granting beneficiaries. Most of them are foundations, but not all. The European Foundation Center in Brussels has therefore recently launched the term 'institutional philanthropy' due to the variety of forms in which philanthropy expresses itself in Europe. Globally speaking, we face even more challenges to define what private donors are about, if we can even find them in the first place. That's why this column will address the question: "How to make philanthropy visible?"

That philanthropy exists is something nobody will deny. It's been around forever and is all around us. However, if you wish to map this every day social phenomenon, you first have to define it. This seems easier than it turns out to be. Does philanthropy mean 'helping behaviour', is it equivalent to altruism? Will you be called a philanthropist if you help your friends or family members? Probably not. Indeed, there is a concise definition of philanthropy, 'voluntary action for the public good'.

In the 'Giving in the Netherlands' and 'Giving Europe' studies, a more expanded definition is used: "Philanthropy stands for contributions in the form of money, goods and/or time (expertise), offered voluntarily by individuals and organisations (foundations, churches, companies and charity lotteries) to social goals, primarily for the benefit of these



PROF. DR. THEO SCHUYT

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

goals." However, do these definitions match with philanthropic acts all over the world? This depends on the context. Philanthropy differs depending on the cultural context in which it appears. Take the 'Giving Korea' study of the Beautiful Foundation in Seoul, which also qualifies "giving to relatives, not includ-



A concise definition of philanthropy is 'voluntary action for the public good'

ing immediate family, friends and neighbours" as being philanthropic. So, giving to your community, to your network at large has also been included.

Fortunately, researchers on philanthropy get a helping hand from governments that demarcate philanthropy in civil and or fiscal law. Treasures, particularly, adhere to two criteria. Firstly, the goal must be that of the common good.

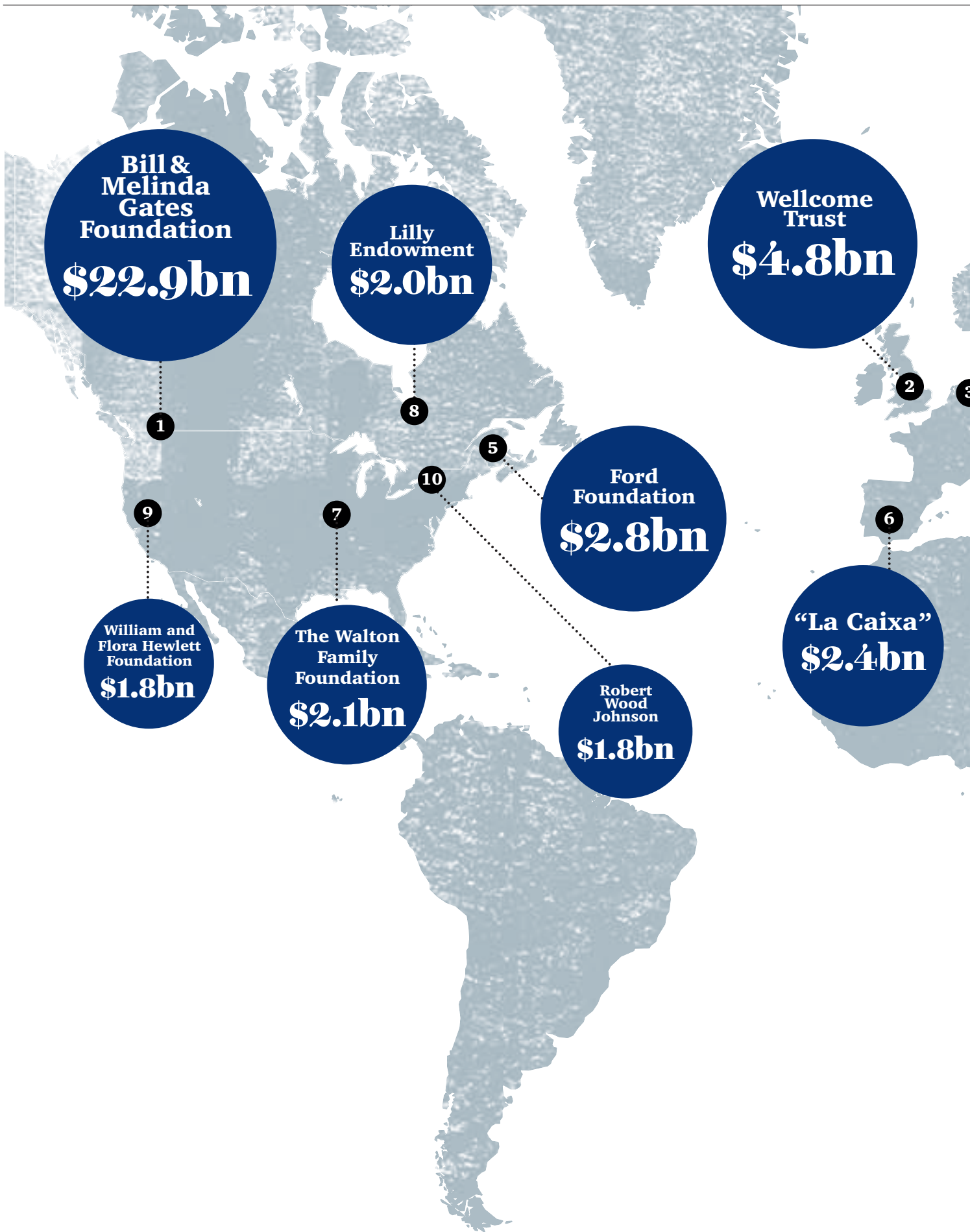
The second criterion is the intention, the motive for giving. The philanthropic contribution must primarily benefit the common good and not the giver's own interests. The word 'primarily' is crucial here. Otherwise we should unjustly exclude for instance the growing number of venture philanthropists and social investors, many of them readers of *City A.M.*

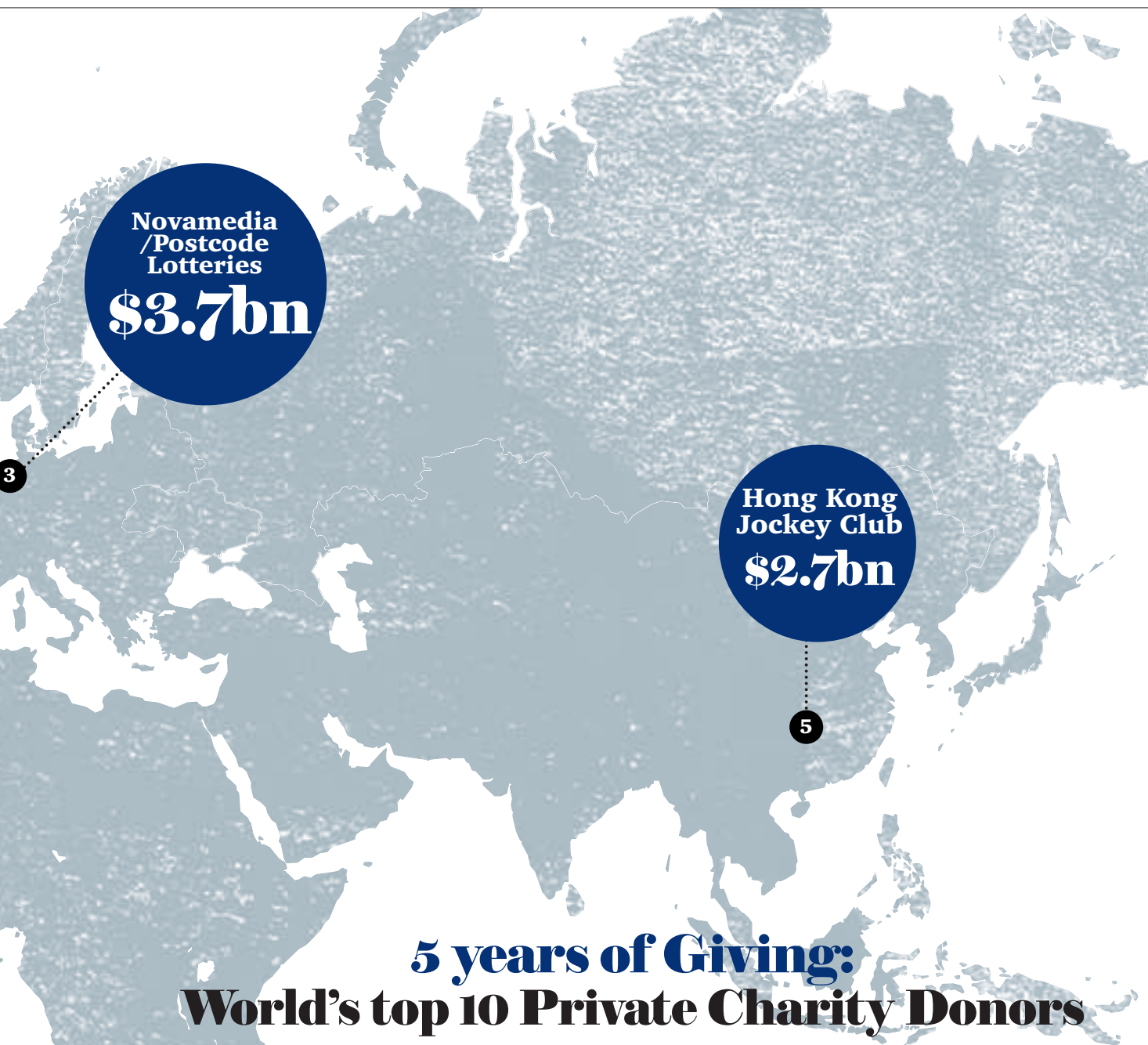
Facts, figures and data will make philanthropy visible, but they paradoxically make no sense if they are not part of social action, public attention and agenda-setting. The ranking in *City A.M.* is such an action, by drawing attention to charity donors in the world. The growing number of philanthropy researchers, academic centers and philanthropy professors is effective as well. The commitment of academia supports the legitimacy of philanthropy as a community asset. Special attention from academia has a catalytic function.

Since 2005 the philanthropic contributions of charity lotteries have been integrated in the overall macro-economic estimations of the Giving in the Netherlands study. Now, in 2018, we may proudly announce the appointment of a new, unique philanthropy chair on 'The societal significance of charity lotteries' at the Vrije Universiteit Amsterdam.

Back to the 2018 list: as we stated in earlier versions, ranking and the research that underlines it is difficult and, by its nature, an ongoing process (our methodological report is available). The more data academic research offers, the more philanthropic institutions become visible and publicly accountable. And the more the impact of this ranking will grow. I hope you enjoy reading it.







RANK ORGANISATION (COUNTRY)	FOUNDED	\$M 2013-17
1. Bill and Melinda Gates Foundation (USA)	2000	\$22,968
2. Wellcome Trust (UK)*	1936	\$4,842
3. Novamedia/Postcode Lotteries (Netherlands)	1989	\$3,732
4. Ford Foundation (USA)	1936	\$2,810
5. Hong Kong Jockey Club (China)**	1884	\$2,694
6. "la Caixa" Foundation (Spain)	1990	\$2,352
7. The Walton Family Foundation (USA)	1987	\$2,065
8. Lilly Endowment (USA)	1937	\$2,033
9. William and Flora Hewlett Foundation (USA)	1966	\$1,823
10. The Robert Wood Johnson Foundation (USA)	1972	\$1,774

1 October 2012 - 30 September 2017

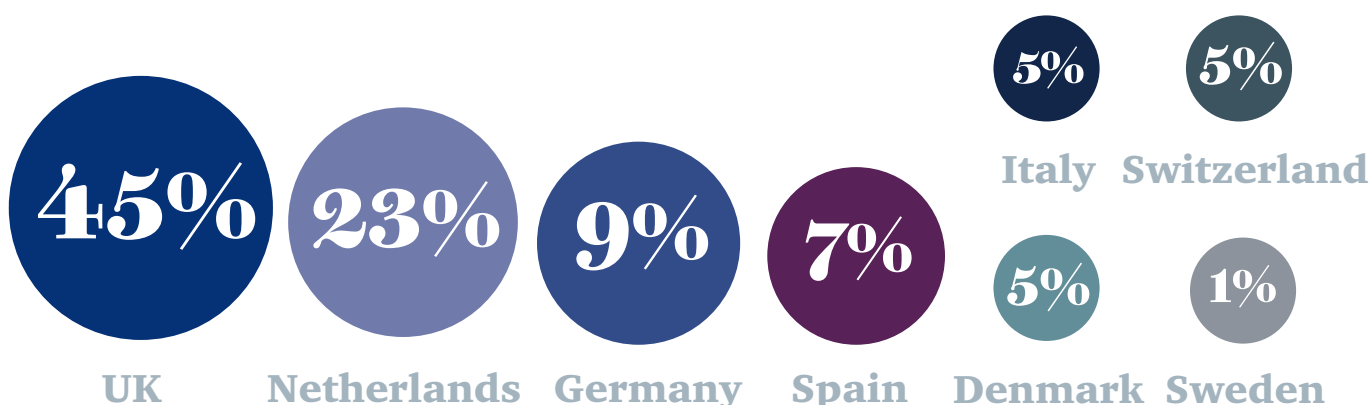
** 1 July 2012 - 30 June 2017

Europe's top 20 Private Charity Donors 2018

RANK ORGANISATION (COUNTRY)	FOUNDED	\$ 2017*	% CHANGE
1. Wellcome Trust (UK)	1936	\$1.2bn	30%
2. Novamedia/Postcode Lotteries (Netherlands)	1989	\$809m	8%
3. Church Commissioners (UK)	1948	\$291m	-2%
4. "la Caixa" Foundation (Spain)	1990	\$287m	11%
5. OAK Foundation (Switzerland)	1983	\$222m	2%
6. Children's Investment Fund Foundation (UK)	2002	\$219m	5%
7. Compagnia di San Paolo (Italy)	1563	\$200m	7%
8. Volkswagen Foundation (Germany)	1962	\$175m	53%
9. IKEA Foundation (Netherlands)	1982	\$163m	2%
10. Villum Foundation (Denmark)	1971	\$132m	22%
11. The Leverhulme Trust (UK)	1925	\$99m	-2%
12. Deutsche Fernsehlotterie (Germany)	1956	\$82m	-19%
13. Garfield Weston Foundation (UK)	1958	\$82m	7%
14. The Lundbeck Foundation (Denmark)	1954	\$75m	5%
15. Robert Bosch Foundation (Germany)	1964	\$71m	4%
16. Deutsche Bundesstiftung Umwelt (Germany)	1990	\$58m	1%
17. Stichting Benevolentia (Netherlands)	1951	\$56m	2%
18. Esmée Fairbairn Foundation (UK)	1961	\$52m	-4%
19. Riksbankens Jubileumsfond (Sweden)	1964	\$50m	-2%
20. Henry Smith Charity (UK)	1628	\$40m	10%

*Based on the figures in the annual reports 2017. Increase or decrease in grants funded compared to 2016, in original currency.

Europe's top 20 donation per country







1.

The Wellcome Trust

UNITED KINGDOM
\$1.2bn

Supporting over 14,000 people in more than 70 countries, the Wellcome Trust is the unbeaten number one private charity donor in Europe, and, after the Gates Foundation, number two in the world. All the work Wellcome supports is funded from its \$29.7bn investment portfolio, allowing it to plan for the long-term, while having the independence to act flexibly and responsively.

In the coming five years, the Wellcome Trust aims to spend up to \$6.4bn helping thousands of curious, passionate people all over the world to explore ideas in science, population health, medical innovation, the humanities and social sciences, and public engagement.

The vision and values of the founder, Sir Henry Wellcome, are still alive in the work of the Trust today. Born in America and interested in pharmacy from a young age, Henry Wellcome moved to the UK with his friend Silas Burroughs to found a pharmaceutical company in 1880. They soon built the company into a multinational enterprise. Henry strongly believed that science and research expand knowledge by testing and investigating ideas. This is still the vision of the Wellcome Trust today.

LONG-TERM INVESTMENTS

Long-term investments are made to ensure discoveries and knowledge are freely available to all for generations to come. Whenever possible, different people and strands of activity are brought together to create something greater than the sum of its parts; examples are the Wellcome Sanger Institute and the Wellcome Collection.

The Wellcome Sanger Institute played a key role in the Human Genome Project, map-

ping 30 per cent of the human DNA sequence as part of an international collaboration. The Wellcome Trusts' continuous support kept the results public, which meant researchers could freely – and permanently – access the data. The 1993-founded Wellcome Sanger Institute continues to be a world leader in genome research today.

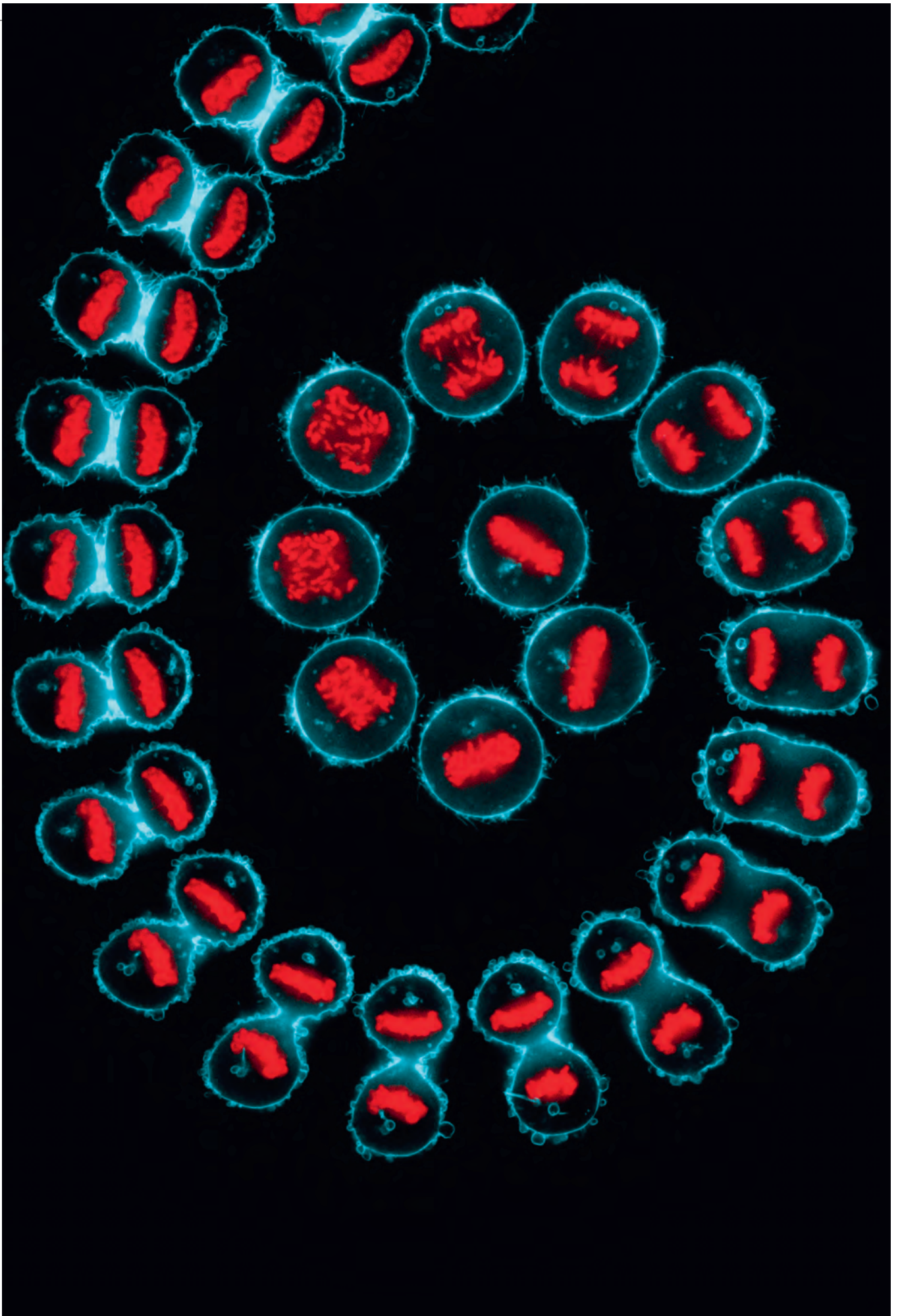
The Wellcome Collection is a free destination in central London that's open to everyone. Next to the museum, it is also home to the Wellcome Library, one of the world's best resources for the study of medical history.

Through exhibitions, collections, live programming, digital, broadcast and publishing, Wellcome wants to create opportunities for people to think deeply about the connections between science, medicine, life and art.

CONTAGIOUS CITIES

This year Wellcome developed an international cultural project named Contagious Cities. The project marks the centenary of the 1918 flu pandemic, during which a third of the world's population was infected and 50m people died.

Cities bring people – and germs – together. Through the stories it tells, Contagious Cities explores the outcomes of this co-habitation, and the relationship between microbes, migration and the metropolis. Combining different perspectives and expertise, partners in the project are co-producing artist residencies, exhibitions, interactive experiences, events and broadcasts. Together, they are investigating the physical, social, economic and cultural effects of infectious disease. Contagious Cities is running till winter 2019 and staged across Geneva, New York and Hong Kong.



2.

Novamedia Postcode Lotteries NETHERLANDS \$809m

Novamedia, a social enterprise, sets up charity lotteries worldwide to provide financial support for organisations and initiatives of an idealistic nature. The unique formula of people winning together with their neighbours, sharing prizes and supporting hundreds of charities and projects at the same time is further embraced around Europe.

After setting up successful Postcode Lottery operations in The Netherlands, Sweden, Great Britain and Germany, this year the Postcode Lottery made its entrance in Norway, thanks to a licence obtained by WWF and SOS Children's Foundation. Novamedia keeps on increasing the circle of people who are doing good and having fun at the same time and is keen on continuing to do so.

10M TICKETS

Operating in five countries, the Postcode Lotteries' family has donated a total of \$9.8bn to charities since 1989. Unlike a lot of charity foundations, which take their grants from past earnings, the lotteries raise money every year for the charities they support. And the players are the ones who make it all happen. In January 2018, the Lotteries all together reached the milestone of 10m subscriptions.

Next to raising as much as possible for charities it's the Postcode Lotteries' mission to raise awareness for the work being done by the beneficiary organisations. "Being able to reach out to millions of people in Europe is just a start,"



says founder and CEO Boudewijn Poelmann. "We want to set up charity lotteries around the whole world to support civil society. We believe the world is better off with strong social organisations and well-informed citizens. There can be no change without them."

NOBEL PEACE PRIZE

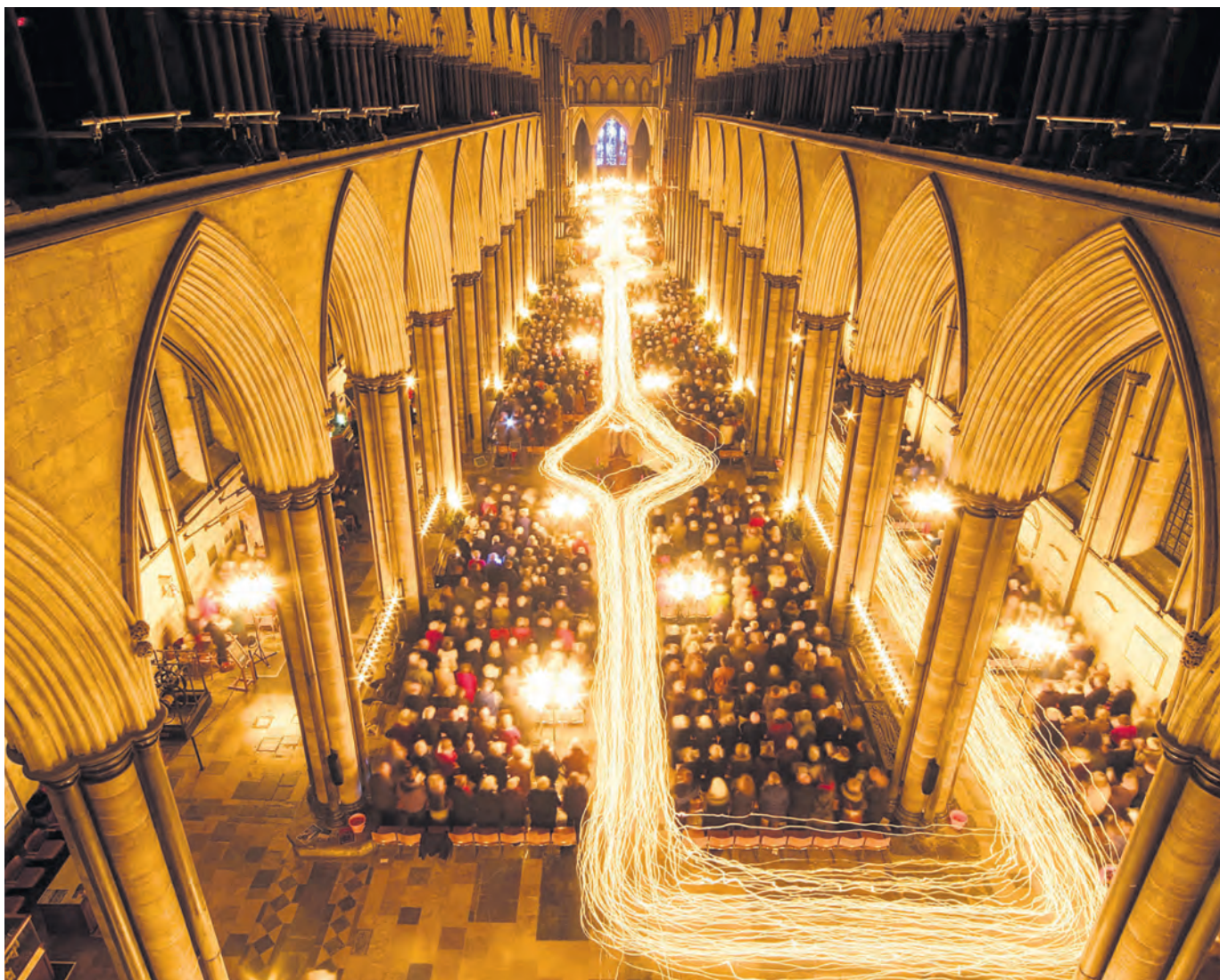
Within the group of International Ambassadors for the Postcode Lotteries, Nobel Peace Prize winners are well-represented. The late Nelson Mandela was the first ambassador for the Lotteries, followed by Archbishop Desmond Tutu and Professor Muhammad Yunus. The Nobel Peace Prize 2018 was awarded jointly to Dr. Denis Mukwege and Nadia Murad for their efforts to end the use of sexual violence as a weapon of war and armed conflict. The tremendous work of Dr. Mukwege has been supported by the Postcode Lotteries for many years already. For the full interview with Dr. Mukwege and his outstanding contribution to humanity, see pgs 42-43.

BREEAM OUTSTANDING

Practise what you preach also resonates in the way the Postcode Lotteries, as an employer and organisation, operate. Just recently, the new headquarters were opened in Amsterdam, by the Dutch Queen Maxima. An existing, neglected building has been transformed into the most sustainable renovated building in the Netherlands. The building is of the latest highest sustainable standards and electric-



ity neutral thanks to 949 solar panels and earth-heat-systems. All furniture from the previous office has been re-used. Sustainable heating and cooling is done with the latest technology of climate ceilings. There are beehives on the roof as well as worm hotels for composting purposes. The Restaurant – also open for the neighbourhood – is a social business. The Colour Kitchen employs people who are struggling to enter the labour market. When you're next in Amsterdam, come have a look at the Beethovenstraat 200.



3.

Church Commissioners

UNITED KINGDOM
\$291m

The Church Commissioners, founded in 1948, exist to support the work and mission of the Church of England across the country, helping it to remain a Christian presence in every community. It manages the historic property assets of the Church of England, and funds missions in churches, dioceses and cathedrals.

Today the Church Commissioners manage an \$8.3bn investment fund, using the money they make from their investments to contribute towards the cost of mission projects, dioceses in low-income areas, bishops, cathedrals, and pensions. Last year, a total of \$290m was donated to the Church of England, around 15 per cent of the Church's overall income, which makes the Church Commissioners one of the largest charitable givers in the UK.

The Church Commissioners' funding is divided into two streams – Strategic Development Funding and Lowest Income Communities Funding. Strategic Development Funding supports major projects within dioceses that can make a significant impact on their mission to the communities they serve. Since 2014 around \$64m has been given to projects across the country, including for church planting, multi-faith work, work in schools, and help for rural parishes

to develop the use of their buildings.

Lowest Income Communities Funding is given to 25 dioceses, determined by a formula that takes into account average income and population. It is designed to give dioceses extra capacity to serve less financially well-off communities.

AMAZON STAKES

The Church Commissioners investment policy is to hold a diversified portfolio of investments across a broad range of asset classes consistent with its ethical guidelines. In 2018, Church Commissioners had to defend holding a multi-million-pound stake in Amazon after the Archbishop of Canterbury accused the company of "paying almost nothing in tax".

A spokesperson for the Church Commissioners said, "The Church Commissioners openly disclosed its holding in Amazon in our 2017 Annual Report. We have previously been on the record that we consider aggressive tax avoidance or abusive tax arrangements to be both a business risk and an ethical issue. As with other issues, we take the view that it is more effective to be in the room with these companies seeking change as an active shareholder than speaking from the side-lines."



Above: A la Caixa science research and environment programme about conservation of natural spaces;
Right: Over the decade since 2008, la Caixa has worked towards child vaccination in Africa



4.

La Caixa Foundation

SPAIN
\$287m

The “la Caixa” Banking Foundation was founded in 1990 and stems from the Spanish bank that was set up over a century ago by a Catalan lawyer Francesco Moragas Barret. The bank was created to encourage savings and retirement planning, objectives which today might appear to be merely financial but were, in that historical context, intended to help the working poor to achieve a measure of financial independence and security.

Today’s mission of “la Caixa” Foundation still focuses on helping to build a better, fairer society, providing opportunities to the people who need them most. Over 60 per cent of the Foundation’s annual budget is granted to programmes dedicated to eradicating poverty and protecting socially disadvantaged groups, or those at risk of exclusion such as children

from needy families or the elderly.

QUESTIONS FOR THE FUTURE

Investment in research is another priority set by “la Caixa” in its strategic plan. This year, the organisation devoted \$79.6m to knowledge, research and innovation, and plans to increase this figure up to \$102m, next year.

Select national and international researchers are empowered to, in the best universities and research centres in Spain and Portugal, change the future of people through research. “Questions for the Future” is the slogan embracing these 75 projects. Can we create new materials with extraordinary properties? Can the liver reveal malaria’s Achilles’ heel? Can we treat cancer by inducing cellular aging? Just three out of 75 questions that hopefully will be answered soon.



The OAK Foundation, formally established in 1983 by Jette and Alan Parker. Alan Parker is an international investor and was co-owner and CFO of Duty Free Shops International. The Oak Foundation supports non-profit organisations throughout the world.

Early grants were made in Denmark to organisations supporting single mothers and torture victims (1983) and in Zimbabwe to groups supporting vulnerable children and families, primarily at community levels (1984). It also works to combat HIV/AIDS, to provide clean water to rural areas, and to keep alive hope for democracy and human rights in the country.

Grants continued to be made annually in several countries until a new phase for Oak Foundation began in the early 1990s, when annual grant-making increased and staff were hired to run substantive programmes.

Since then OAK has been growing steadily and today supports 11 programmes, through which more than 4,000 grants have been

5.

**OAK
Foundation**
SWITZERLAND
\$222m

made to organisations around the world. The main programmes are: Environment, Child Abuse, Housing and Homelessness, International Human Rights, Issues Affecting Women and Learning Differences.

The foundation's early and continued support for the International Council for the Rehabilitation of Torture Victims has had a major impact on the torture abolition movement and has funded a global network of rehabilitation centres to restore the lives of torture victims. Important contributions have been made in the area of public health with support for work on learning disabilities and by establishing the Parker Institute and Muscle Laboratory, which focuses on neurological diseases and provides medical exams to 7,000 outpatients each year.

Oak Foundation has its main administrative office in Geneva, Switzerland and a presence in seven other countries: Bulgaria, Denmark, India, Tanzania, the United Kingdom, the United States and Zimbabwe.

6.

Children's Investment Fund Foundation

UNITED KINGDOM
\$219m

Established 16 years ago, the Children's Investment Fund Foundation (CIFF) was set up by Chris Hohn and Jamie Cooper to improve the lives of children and young people living in poverty in developing countries because 'every child deserves to survive and thrive'. This mission has not changed. On the contrary, CIFF has developed an even stronger focus with priorities in the areas of childhood & adolescence, climate change and child protection. The Foundation is headquartered in London and has offices in Nairobi and New Delhi.

ACCESS TO TREATMENT

One of the early programme investments in children's health was to increase treatment and care for paediatric AIDS in developing countries. Working with multiple partners, the foundation played a catalytic role in increasing the number of children who were properly treated for HIV.

By underwriting the cost of children's antiretroviral medications, CIFF and other funders helped shape a market for a long neglected area in children's health. The result helped reduce the wide disparity between AIDS treatment offered to adults and children.

SHE DECIDES

Another example of a major achievement is the key role CIFF played in establishing SheDecides, a global movement to promote, protect and enhance the rights of women and girls worldwide.

SheDecides was created in 2017 as an immediate response to US President Donald Trump's reinstatement of the Mexico City Policy, also known as the Global Gag Rule, which prevents organisations outside the US from receiving US government funding if they provide safe abortions or information about abortions.

This attack on women's human rights prompted then Dutch Minister for Foreign Trade and International Development, Lilianne Ploumen, along with her counterparts in the governments of Belgium, Denmark and Sweden, to launch SheDecides as a global initiative to defend those rights.

They were immediately joined by other governments, organisations and individuals. SheDecides also developed a clear manifesto, signed by over 40,000 individuals and 140 organisations worldwide.

CIFF hosted the movement's support unit and helped raise \$500m to compensate for the global impact of US policy change.



7.

Compagnia di San Paolo

ITALY

\$200m

The history of the Compagnia di San Paolo goes back to Torino in the 16th century where, on 25 January 1563, seven citizens founded a brotherhood, the Compagnia di San Paolo, in order to help the needy and to block the expansion of the Protestant Reformation. In 1991, the Compagnia di San Paolo Foundation was established in its current legal form, and it still supports projects and programmes in Torino and its surrounding areas, as well as the rest of Italy and abroad.

EARLY CHILDHOOD

Investing in early childhood has significant gains in terms of improving health in later life, economic productivity, good citizenship and responsible parenthood. This is why the Compagnia di San Paolo strongly believes in investing in children aged below six-years-old. One of the programs called ZeroSei favors integration and co-ordination between a multitude of services in care and education in Torino and Piedmont. Projects supported by the Compagnia for children in this age group benefit from a systematic, multidimensional, inclusive, innovative and integrated framework.



8.

Volkswagen Foundation

GERMANY

\$175m



Scientists test for radiation in the environment

Contrary to what the name implies, the Volkswagen Foundation is not affiliated to the automobile manufacturer. Not directly, at least. After the Second World War, claims to the Volkswagen factory in Wolfsburg were made by several parties, but there was no clear owner.

After lengthy disputes in the 1950s, governmental bodies finally agreed to turn the company – then known as Volkswagenwerk GmbH – into a public company listed on the German Stock Exchange, and to set up a Foundation from the proceeds. This new foundation, until 1989 going by the name Stiftung Volkswagenwerk, was set up in 1961 and started its activities a year later.

In the meantime, with an annual funding volume of around \$175m, it is the largest private science funding foundation in Germany. The funds allocated by the Foundation are generated from its capital and assets of currently about \$3.6bn. These funds are sup-

“

The Volkswagen Foundation funds research projects in path-breaking areas and provides assistance to academic institutions for the improvement of the structural conditions for their work

plemented by profit entitlements accruing from Volkswagen AG shares held by the Federal State of Lower Saxony.

Today, in the foundation's office in Hanover, about 100 employees are working on increasing the assets of the Foundation and putting the income to effective use in line with the mission: funding the humanities and social sciences as well as science and technology in higher education and research.

The Volkswagen Foundation funds research projects in path-breaking areas and provides assistance to academic institutions for the improvement of the structural conditions for their work. It places a special focus on providing support for junior scholars and scientists and fostering co-operation between researchers across the borders of disciplines, cultures, and national states. Since the start of funding activities in 1962, it has supported over 30,000 projects.

9.

IKEA
Foundation
NETHERLANDS
\$163m

The philanthropic arm of INGKA Foundation, the owner of the IKEA group, is nimble, employing just under 40 people. The IKEA Foundation's programmes are run by 74 partners in 41 countries, and emphasise collaboration and cost-efficiency in pursuit of two interconnected goals: protecting the planet and helping families afford a better everyday life.

The IKEA Foundation has been around since 1982, but in 2009 it expanded the scope of its programmes to focus on helping children. This year, the IKEA Foundation further refined its strategy to address the root causes of climate change and poverty, two of the biggest threats to children's futures. The IKEA Foundation's strategic priorities aim to build momentum for climate action, eradicate energy poverty, support agricultural livelihoods, and promote dignified employment and entrepreneurship opportunities in impoverished communities. Strategies to support refugees are integrated across its portfolios.

The IKEA Foundation is already well-known for its climate-friendly and income-

generating programmes, particularly in the humanitarian sector. Probably its most notable achievement in this space is the first solar farm in a refugee camp. The Azraq camp in Jordan is home to 41,000 Syrian refugees and the solar farm is a result of a partnership with the UN Refugee Agency. The IKEA Foundation is also working closely with Médecins Sans Frontières to support children and families caught up in conflicts and disasters that are under-reported, such as in Yemen and Nigeria.

The IKEA Foundation is set to reach approximately \$193m in grantmaking in 2018 and \$227.6m in annual grantmaking by the end of 2020. Recently it announced plans to spend \$341.4m between 2021 and 2023 to fight climate change, building on an earlier climate pledge of \$455.1m from 2015 through 2020. Some of the Foundation's most notable climate partners include We Mean Business, the Purpose Climate Lab and the SHINE campaign. This year, the IKEA Foundation has also given new grants to the European Climate Foundation and Shakti Sustainable Energy Foundation.



10.

Villum Foundation

DENMARK

\$132m

The Villum Foundation, or in Danish Villum Fonden, was set up in 1971 by civil engineer Villum Kann Rasmussen (1909–1993). It funds curiosity-driven research in science and technology. The goal is to foster world-class research at Danish universities and research institutions.

By supporting the most talented researchers, Villum hopes to fund innovative research at the highest international level. The Foundation wishes to give individual researchers the best possible conditions for pursuing pioneering research, allowing new ideas to be conceived and nurtured.

ANNUAL AWARD

Villum Kann Rasmussen wanted to support technical and scientific research and to pro-

vide better opportunities for creative scientific work to benefit and inspire Danish researchers.

Through his work, Rasmussen demonstrated remarkable creativity and entrepreneurship, not least in the construction of the VELUX skylight window, for which he took out 55 patents, hinting at his experimental approach.

The Villum Kann Rasmussen Annual Award in Science and Technology is the largest individual Danish research award, given to a Danish researcher in recognition of a particularly valuable contribution to the technical and natural sciences.

A total of 37 researchers have received the annual award since it was first given in 1987. It includes DKK 5m (approximately £600,000) in prize money.



The Villum Foundation funds engineers in a number of fields



Trinity Laban Conservatoire of Music and Dance receives funding from The Leverhulme Trust

11.

The Leverhulme Trust

UNITED KINGDOM
\$99M

Born in 1851, William Hesketh Lever made his fortune making soap and cleaning products. His company, Lever Brothers, whose products included Sunlight Soap and Lux, sold across the globe. William Lever became 'Lord Leverhulme' in 1917, 'Hulme' being the name of his wife Elizabeth, who had died four years previously.

Already a committed philanthropist, Lord Leverhulme left a share of his holdings in his company to charity, with the explicit aim to offer 'scholarships for... research and education'. The Leverhulme Trust was established in 1925 to undertake these charitable aims. In 1930, Lever Brothers merged with Margarine

Unie to form Unilever – one of the world's major multinational companies – and the shares held by the Leverhulme Trust became shares in Unilever.

Three times a year, the Trust Board comes together to decide on which applications will receive funding. Members of the board are primarily recruited from the highest levels of Unilever, an arrangement requested by Lord Leverhulme himself. In making decisions about funding, the board seeks the advice of a range of peer reviewers and experts who offer an assessment of the academic merit and significance of applications.

Since 2001, the Trust has annually awarded

30 researchers at an early stage of their career whose work has had international impact and whose future research career is exceptionally promising. The so-called Philip Leverhulme Prizes commemorate the contribution to the work of the Trust made by Philip Leverhulme, grandson of the founder.

So far, 467 prizes have been given to researchers from 58 universities. Each prize is now worth \$128,000 and may be used for any purpose that advances the prize winner's research. In 2019, the Trust will invite nominations for prizes in archaeology, chemistry, economics, engineering, geography, languages and literature.

12.

Deutsche Fernsehlotterie

GERMANY
\$82m

The Deutsche Fernsehlotterie – German Television Lottery – was founded in 1956 by the German TV channel ARD to raise funds for social projects. The lottery's first revenues were used to provide vacations for children with special needs in Berlin. Through the lottery, which adopted the slogan 'A place under the sun', players could win a car, an instant pension or a house. On the other hand social

projects got supported.

The first draw raised over \$900,000, allowing the lottery to send 55,000 disadvantaged children on holiday. Today, the lottery focuses on supporting municipalities and cities to strengthen social cohesion in poorer neighbourhoods.

Every year the ARD-Fernsehlotterie supports around 400 charitable and social projects, from facilities for the elderly or

disabled, to hospices and youth projects.

In 2017, the Lottery's turnover was \$208m, with around 40 per cent of revenues going to beneficiaries, 30 per cent in prize pay-outs, 17 per cent going to the state as special lottery tax and the remaining 13 per cent funding the operation of the lottery.

Since its beginnings over \$2.1bn has been donated to more than 8,500 projects in Germany.





13.

Garfield Weston Foundation

UNITED KINGDOM
\$82m

Another foundation that got its name from its founder: the visionary Canadian businessman W Garfield Weston. Weston moved his family to England in 1935 and built a successful international business empire, overcoming challenges presented during the Great Depression and World War II.

During his lifetime he contributed to numerous humanitarian causes, both personally and through his companies. In 1958 he established the Garfield Weston Foundation with an endowment of shares in the family business, 'Wittington Investments' – a sum which represented 80 per cent of his family's wealth.

"I don't feel in any way the sense of having given up a lot of money.... it has helped to give me a feeling that perhaps I was making a contribution in the world that would benefit the lives of many, many people, without actually grasping too much of it myself," he said in 1958. Sixty years later, the Foundation

continues to flourish, underpinned by Wittington Investments' diverse portfolio, the largest of which is a controlling interest in Associated British Foods (ABF) along with hotels, property and retail interests including the iconic Fortnum & Mason. ABF is responsible for an array of everyday brands that can be found in our homes such as Kingsmill, Twinings, Ovaltine and Primark. It's ordinary, down-to-earth things like bread, tea and affordable fashion that enable the Foundation to do so much good.

The Foundation has a preference for charities directly delivering services and activities to those in need, especially charities in the welfare, youth and community sectors and also in regions of economic disadvantage.

In 1958 the Garfield Weston Foundation supported four charities. Today, almost 2,000 charities across the UK benefit each year from grants, ranging from small community and volunteer projects to large national organisations.

14.

The Lundbeck Foundation

DENMARK
\$75m

The Lundbeck Foundation was established in 1954 by Grete Lundbeck, widow of the founder of the Danish trading company H Lundbeck & Co, which eventually became the international pharmaceutical company H Lundbeck.

Grete Lundbeck was one of the most powerful female business executives in Denmark in the 1950s. At the age of 19, she was hired by Hans Lundbeck as his first employee and clerk, quickly rising to a key position in the company.

In 1940, only three years before Hans' death, she married him. In 1950, Grete took over the positions of managing director and chair of the board of directors of Lundbeck, which experienced strong growth under her leadership, based on a broad portfolio of antibiotics. The foundation inherited all of Grete's shares in Lundbeck when she died in 1965.

The Lundbeck Foundation now owns 70 per cent of the company. The Foundation's annual grants of around DKK 500m (£60m) for Danish-based, biomedical sciences research, primarily focuses on the brain, with the Foun-

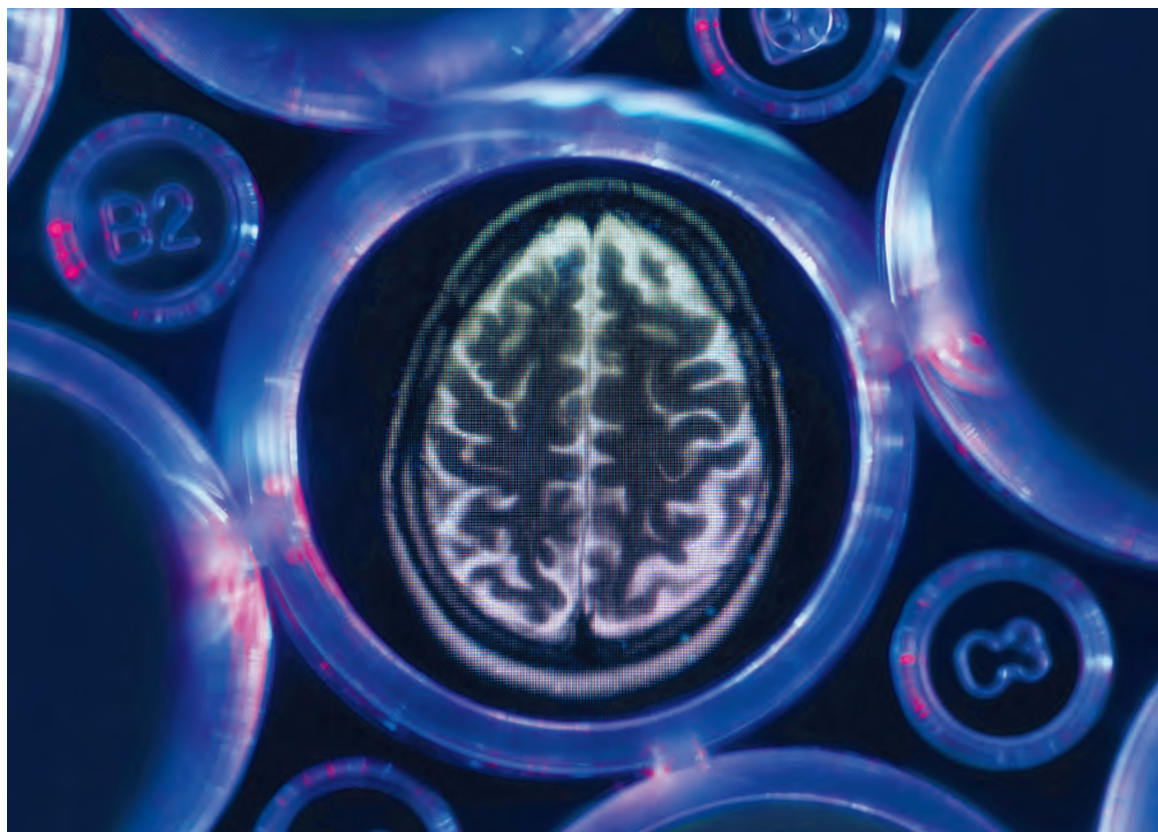
dation's vision being to create better ways of life through new knowledge.

The Lundbeck Foundation has in recent years increased its focus on personal grants, with its latest initiative, Lundbeckfond Emerge, aiming to accelerate the commercialisation of early scientific projects by way of investment and active project participation.

BRAIN PRIZE

The world's largest brain research prize is also founded by the Lundbeck Foundation. Since 2011, £1m is awarded every year to between one and three, primarily European, brain researchers who have had a groundbreaking impact on brain research.

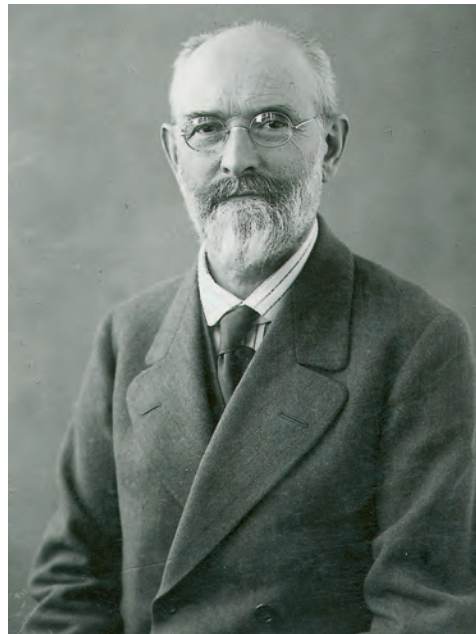
In recent years, there have been 100 candidates for The Brain Prize, all of whom have been nominated by their colleagues. An international selection committee recommends its choice to Lundbeck Foundation's board of trustees, which then makes the final decision. The prize and associated activities are at the very forefront of the Foundation's ambitions to make Denmark the world's leading brain research nation.



15.

Robert Bosch Foundation

GERMANY
\$71m



Right: Robert Bosch;
Below: A youth project at
the Broschüre Stadion

The German Robert Bosch Stiftung is one of the major foundations in Europe associated with a private company, the multinational engineering and electronics company Bosch. The company is 92 per cent owned by the Robert Bosch Foundation, with its core areas of operation being mobility solutions, consumer goods, industrial technology and energy and building technology.

The company was founded in 1886 by the eponymous Robert Bosch, one of the greatest German entrepreneurs of the 20th century. He was a liberal democrat who, as a citizen and benefactor, took up the social challenges of his era. He was the first employer in Germany to introduce the eight-hour day. He supported educational opportunities for citizens and was politically active in support of Franco-German reconciliation and against anti-Semitism. The example he set as a responsible citizen continues to influence the Foundation's activities today.

In 2017, the Robert Bosch Foundation approved over 700 new projects in the fields of international relations, health, science, education, and society. In the coming years the Foundation will increasingly direct its activities on three areas; migration, integration, and inclusion; social cohesion in Germany and Europe; and sustainable living spaces.





Above: Repairing mountain trails in Berchtesgaden National Park, part of a refugee and local residents project run in association with the German Alpine Association; Right: Professor Dr Antje Boetius, winner of the 2018 German Environmental Award



16.

**Deutsche
Bundesstiftung
Umwelt**
GERMANY
\$58m

The Deutsche Bundesstiftung Umwelt (German Federal Environmental Foundation) was set up in 1989 after the minister of finance agreed to use the proceeds from the privatisation of the federally owned steel company Salzgitter AG for an environmental foundation. The sales revenue of \$1.46bn constitutes the foundation capital, while its yearly income from its assets is used for funding activities.

The Deutsche Bundesstiftung Umwelt (DBU) funds innovative, exemplary and solution-oriented projects for the protection of the environment, with special consideration of small and medium-sized enterprises. Since 1991, the DBU has funded nearly 9,700 projects with \$1.98bn. At the same time, the foundation capital was increased to around \$2.548bn.

Funded projects should achieve sustainable effects in practice, give impulses and lead to a "multiplier effect". It is the objective of the DBU to contribute to the solution of current environmental problems, in particular, which result from unsustainable business practices and lifestyles. The DBU sees the crucial challenges primarily in the areas of climate change, biodiversity loss, unsustainable

use of natural resources, and harmful emissions. The funding topics are linked both to current scientific findings on the Planetary Boundaries and to the United Nations' Sustainable Development Goals.

ENVIRONMENTAL AWARD

Every year the DBU awards the German Environmental Award with \$569,000 in prize money. In 2018, the award went to marine biologist Antje Boetius and an interdisciplinary team of wastewater experts from Leipzig who have made the distant vision of "Clean Water for All" a truly tangible goal in Jordan.

The DBU emphasises the importance of the seas for climate, biodiversity and food supply and warns of climate change, environmental pollution and overfishing. "Living oceans are a must. Without them, we cannot exist," says DBU secretary general Alexander Bonde.

At the same time, the United Nations' Goal to make clean water available to the entire world population by 2030 and to ensure adequate sanitation for all, along with the award for Boetius and the Leipzig Waste Water Experts, seems achievable.

17.

Stichting Benevolentia

NETHERLANDS

\$56m

The Dutch foundation, Stichting Benevolentia, builds on a long tradition of charitable giving that dates back to Clemens and August Brenninkmeijer, the two brothers who founded the clothing retailer C&A in 1841. The first record of a gift can be found in the personal ledger of August who, only months after founding the company, recorded a donation "to the poor".

It was from these modest beginnings that the culture of responsibility and engagement developed. As the business grew gradually, an increasing contribution was made to Dutch society and abroad. In 1951, the personal commitment of the members of this entrepreneurial family was enshrined when it set up the Stichting Benevolentia (Latin for 'wanting something good').

Ever since, Stichting Benevolentia has provided financial means to a large range of charitable causes in the field of education, society, faith and care. Its Catholic social values are reflected in all of the projects supported around the world, safeguarding human dignity and social justice.

The board of Benevolentia still consists of three Brenninkmeijers, and, due to the fact that the foundation hasn't got any staff, the international organisation Porticus acts as an advisory organ for all its activities. As natural as it was for the company's founders to share their good fortune with the needy, so too was it natural for them to do so quietly.

Therefore, Porticus manages and develops all philanthropic programmes of charitable entities established by the Brenninkmeijers. They provide strategic advice on programmes and offer a full array of grant management services. Every year, approximately 2,000 projects are supported in this way in almost 90 countries around the world.





18.

Esmée Fairbairn Foundation

UNITED KINGDOM
\$52m

The Esmée Fairbairn Foundation aims to improve the quality of life for people and communities throughout the UK. It funds the charitable work of organisations that are building an inclusive, creative and sustainable society.

"In these times of political uncertainty, the flexibility, continuity and long-term aims of independent funders are even more needed," says the Foundation.

It was in 1961 that Ian Fairbairn, British financier and leading City figure, decided to endow a charitable foundation in memory of his second wife Esmée.

Fairbairn pioneered the unit trust industry at M&G Investments, which he joined in 1931. He strongly believed that investments in equities should be available to everyone so that there was a wider ownership of stakes in the nation's economy.

Esmée Fairbairn had played a prominent role in developing the Women's Royal Voluntary Service and the Citizens Advice Bureau. She was killed in an air raid during the Second World War. Her sons from a previous marriage, Paul and Oliver Stobart, also contributed generously to the Foundation established in their mother's memory.

In 1999, the Foundation sold its holding in M&G and as a result of this sale its endowment grew significantly in value, as did the size and scope of the grants it was able to make.

Today, the Esmée Fairbairn Foundation is one of the largest independent grant-making organisations in the UK. It supports work that focuses on the arts, children and young people, the environment, food and social change with an average annual budget of £40m with which it makes grants.

19.

Riksbankens Jubileumsfond

SWEDEN

\$50m

The Stiftelsen Riksbankens Jubileumsfond – the Swedish Foundation for Humanities and Social Sciences – promotes and supports research in these fields, as well as theology and law. It was founded in 1964 after a resolution from the Swedish parliament and an endowment from the Swedish Central Bank. The aim was to commemorate the 300th anniversary of the Central Bank in 1968 by supporting ‘an urgent national objective’.

This urgent national objective evolved into the current purpose of Riksbankens Jubileumsfond, promoting and supporting academic research connected with Sweden. No area of research is excluded from receiving grants, but priority is given to areas of research where funding needs are not otherwise well provided for. Funds will be used, in particular, to support large, long-term research projects and special attention is given to new research needs requiring prompt, aggressive measures.

As of 2005, research has been financed by single grants to projects, post-doctoral work, infrastructural support and research

initiation. Grants are announced once a year, except for grants for research initiation, which can be applied for year-round.

EUROPE AND GLOBAL CHALLENGES

One of programs is called Europe and Global Challenges. The purpose of this category of grant-making is to encourage European researchers to join colleagues in other parts of the world in tackling the great challenges of our day. Ideally, this initiative has an impact on the internationalisation of European and Swedish research in the social sciences and humanities.

Last year's call was done jointly and in co-operation with two of Europe's leading research funders – also in Europe's Top 20 Private Charity Donors – the German Volkswagen Foundation and the British Wellcome Trust. The response from the research community was significant, with over 300 research teams submitting applications. After evaluations by an international panel 14 were named to a final review and, finally, six projects were awarded funding.





20.

Henry Smith Charity

UNITED KINGDOM

\$40m

Another newcomer in the top 20 of the European Charity Index is the Henry Smith Charity. One of the oldest grant makers in Britain, it has been helping to combat disadvantage and poverty since 1628.

The eponymous Henry Smith was born in Wandsworth in 1549. Smith was an astute businessman and the success of his charity has everything to do with his foresight and understanding of the value of land. The land owned by the Charity has been the foundation of its income since its formation. Smith made his fortune lending money to many landed families of his time. It was only after his death that his trustees were to make the most important acquisition; the purchase for \$2,559 in the 1640s of a marshy estate of mainly market gardens just outside London, in the parish of Kensington.

“

Smith was an astute businessman and the success of his charity has everything to do with his foresight and understanding of the value of land

Smith left a detailed will as to how his estate was to be administered and spent much of his energy in his final years refining the details of his legacy. As a result, his philanthropic wishes have been maintained throughout the centuries with a remarkable degree of consistency and continuity.

Nearly a hundred years after being established, the Henry Smith Charity is funding organisations that work with people to reduce social and economic disadvantage with about \$38.4m a year. The largest two grant programmes of the Henry Smith Charity are 'Improving Lives' and 'Strengthening Communities'.

Smith could not have known that his charity would travel so successfully into the 21st century, but its survival and success would no doubt have given him the greatest satisfaction.

Charities unite on raising society lottery limits

Leach week

across England, Scotland and Wales, in cities, towns and villages, large golden envelopes with cheques inside – often worth five or six-figure sums of cash – are being handed to winners of People's Postcode Lottery.

Ambassadors are renowned for turning up on winners' doorsteps to surprise them with brilliant prizes, but players know that signing up isn't just about winning money.

Indeed, changing one person's life with a cheque is one small part of changing and saving hundreds of lives, because players of People's Postcode Lottery give a phenomenal amount of money to good causes each year.

Over £100m has gone to charities this year alone and a staggering £360m has been awarded since the lottery launched in 2005. Now, 13 years later, the lottery has a simple goal; to give even more money to charities, but only if current restrictions placed on society lotteries are lifted by the government.

Ministers' recommendations on the future of society lottery limits – the restrictions on the total value of lottery tickets which can be sold per year, and per draw – will be published early next year following a consultation, which closed in September.

Charities have joined forces to make the case for the annual sales limit and the per draw sales limit to be increased. The government wants to increase the annual sales limit from £10m to £100m and People's Postcode Lottery is backing this. However, the per draw sales limit will only rise from £4m to £5m under the current proposals and charities are echoing calls for this to rise to £10m, to future-proof the new limits for the decade ahead.

At present, more than 60 well known charities receive regular funding through 18 Trusts and People's Postcode Lottery manages society lotteries for 29 other good causes.

The woman at the helm of People's Postcode Lottery is Clara Govier, who joined the organisation in 2010 and was appointed managing director this year. We ask her why she's pushing for change.



Clara Govier, managing director for People's Postcode Lottery

WHAT'S THE RATIONALE BEHIND RAISING SOCIETY LOTTERY LIMITS?

These arbitrary rules are actually stopping us doing our job properly. People's Postcode Lottery started 13 years ago as a really small operation, but we started out with clear purpose right from the beginning and that was to be a vehicle for supporting charities.

As we've grown, we're now at the stage where four out of five small grant applications are turned down largely as a result of the current limits. There's also an administrative burden on the lottery, which we want to address. Changing the law now will mean that players can help charities do so much more in the years to come. The draw limit needs to be increased to £10m so that we do not have to revisit this issue again in the near future. The current limits have been in place for a decade, so we should future-proof the limits now.

WHAT'S THE MOOD AMONG CHARITIES?

This issue is uniting charities who need increased funding to be able to continue transforming lives in communities across the country. Thanks to players, charities get access to unrestricted funding to really make a difference in our society. Dame Ellen MacArthur and Dame Kelly Holmes have spoken publicly about their support for changes and are fantastic ambassadors for this cause. Maggie's chief executive Laura Lee has also said that, the way things stand, the £10m turnover limit means that, as the number of players grow, organisations such as Maggie's actually receive less funding. What we're calling for is also supported by more than 70 well known charities as well as The Lotteries Council, The Institute of Fundraising, The Hospice Lotteries Association and, in terms of the political arena, we've had cross-party support, too.

RESPOND TO CAMELOT'S CLAIMS THAT CHANGES WOULD 'ERODE' THE DISTINCTION BETWEEN THE NATIONAL LOTTERY AND OTHERS?

The changes we want are about reducing excess bureaucracy and administration costs, so it is very difficult to see how they would impact on the National Lottery in any way. Crucially the Gambling Commission, the official regulator of the National Lottery, has, on three separate occasions, looked into whether society lotteries impact on the National Lottery, and each time they found no statistically significant effect whatsoever.

The win-win for the country is to get both sources of charity funding growing at the same time and that has indeed been the case for most of the last decade. Charity fundraising by society lotteries complements the fundraising of the National Lottery, and many of the charities supported by the players of People's Postcode Lottery also receive funding from the National Lottery. The main differentiator between the National Lottery and society lotteries is the size of the top prize, and even with these proposed changes there will still be a huge difference in the maximum top prize between the National Lottery and society lotteries.

NOVAMEDIA, OF WHICH PEOPLE'S POSTCODE LOTTERY IS A PART OF, APPEARS EVERY YEAR IN THE TOP OF THE WORLD'S CHARITY INDEX, YOU MUST BE PROUD OF THIS ACHIEVEMENT?

This is certainly something we are all really proud to be a part of. People's Postcode Lottery was set up 13 years ago with help from Novamedia and it's been great to see other lotteries being set up across Europe, with Norway being the latest location.

We operate solely in Great Britain, but everyone involved with Novamedia exists to make the world a better place and we all take our social responsibilities extremely seriously to deliver this mission.

YOU'VE HAD AN AMAZING PERSONAL JOURNEY WITH PEOPLE'S POSTCODE LOTTERY. WHAT HAVE BEEN SOME OF THE HIGHLIGHTS?

I've seen the lottery go from strength-to-strength and as player numbers grow, so too does the amount raised for good causes. Our mission has always been to be a supportive partner to charities and listen to what they need. Communities are benefiting from the funding that charities receive and players can see the impact of what they're contributing to, so we're all connected by this mission.

I also love that I get to see charitable projects in action. I've recently returned from an inspiring trip to Ghana, where I got to visit Afrikids. The charity has received more than £1m from Postcode African Trust. What we are striving to do – to generate more money for charities – is a noble and worthy cause. We want to offer more hope and greater opportunities.

In hard times charities fight for every penny

A decade of crises, an era of conflict and carnage, yet after 10 years of global chaos there remains a glimmer of hope. People still care.

In Great Britain, we are bound by an unwavering spirit. Even through what history will regard as an age of major financial uncertainty the defiant, core message from every community is loud and clear: We look after those who need it most.

So many major and smaller charities throughout the country and across the globe have endured a torrid time following the 2008 financial crash and year after year of austerity. Many have shed staff and others have been forced to scale back on ambitions as financial constraints bite.

Even in the final throes of Brexit, there is the looming threat that millions in EU funding may be cut altogether from many British charities. It has been monumentally tough but charities are run by people who don't quit and who will fight for every penny.

People's Postcode Lottery, a charity lottery, recognises this and encourages them every step of the way. More than £360 million has been raised to date for good causes and this figure rises substantially each month. The majority of funding is unrestricted, which means charities and good causes can spend it where it will have the biggest impact. That has changed the landscape for many good causes who receive regular awards.

Yorkshire Dales Millennium Trust's chief executive David Sharrod described the decade-long partnership as transformational. He said: "This year we are celebrating 10 years of support from players of People's Postcode Lottery. During this

time, funding has helped us deliver a wide range of projects that support the people, landscape and wildlife of the Yorkshire Dales.

"It has enabled us to continue long-running projects such as woodland planting, whilst also helping us respond to the changing needs of the area with new ventures such as our community grants programme.

"In times of financial uncertainty, this long-term, flexible funding has allowed us to continue to deliver important projects that make a big difference to communities across the Yorkshire Dales." Another two charities who've reached 10-year partnerships with People's Postcode Lottery this year are Maggie's and Children North East.

Maggie's Chief Executive Laura Lee, said: "Since Maggie's and People's Postcode Lottery started working together in 2008 we have received almost £12 million pounds to support people across the UK. "The impact of this funding from players cannot be underestimated. Unrestricted as it is, it has allowed us to respond to the needs of people with cancer, as well as their family and friends. "Most recently, thanks to players, we have been able to develop a series of workshops designed to help manage relationships

while living with cancer, to be rolled out to all of our 20 UK centres."

Jeremy Cripps, CEO of Children North East, said: "Being part of People's Postcode Lottery for the last 10 years has been a godsend during austerity. It has helped to cover core costs while we have re-oriented the charity to be financially sustainable and more accountable to donors and supporters.

"Family life has changed hugely in 10 years. With this support from players, our services have changed to respond to the crisis in emotional health and well-being of children and young people; the school experience of the 28 per cent of North East children who are in poverty; children going hungry during the school holidays; and the absolute essential of a loving relationship for every baby with its parents."

The reach of charities supported by players is far and wide. More than 5,500 organisations now receive funding from 18 grant-giving Trusts and a further 29 good causes receive funds from their lotteries managed by People's Postcode Lottery for their own charitable purposes like Maggie's. A decade ago 20 per cent of ticket sales went to good causes but that per-





centage has now risen to 32 per cent.

A recent independent survey of supported charities, conducted by nfpSynergy on behalf of People's Postcode Lottery, showed that overall they considered this partnership as much more a relationship of equals, rather than the power imbalance between grantee and funder that's often the case.

Joe Saxton from nfpSynergy said: "It's hard to overstate the difficult times charities have had over the last decade. As austerity has bitten, and government spend fallen, many charities who deliver public services have been hit hard by cut backs. At the same time the financial crisis combined with a variety of public scandals over CEO pay, fundraising techniques, new data protection regulation and dips in public trust in charities have all combined to make it harder to fundraise cost-effectively.

"This is a real tragedy not just for charities, but also for those who need their help. And that isn't just a small percentage of us. Charities provide services that are part of almost every aspect of life, from fundraising in schools through PTAs to debt and benefits advice to over half of all medical research in the UK. So when charities raise less money it is vulnerable people who feel it.

"Charities like unrestricted income, money they can spend where the need is greatest and on the costs of keeping going. Our research shows that charities, particularly small charities, would often accept a smaller grant of unrestricted income, over a larger grant with strings attached. Flexibility is that important to



Charities including YDMT (opposite), Children North East (top) and Maggie's (above) have to fight for every penny during these difficult financial times

them. The need for unrestricted income is a particular challenge because what government income remains tends to be restricted to delivering particular programmes or services, and grant-makers like the Big Lottery typically give money for a particular project.

"It is for all these reasons that the funding from People's Postcode Lottery is so welcome. It's unrestricted and it's long-term and it often goes to causes that struggle to raise money in the first place."

As well as this no strings attached approach to funding, charities also cite the longterm nature of support as beneficial.

Sanjay Singh, from the charities team at People's Postcode Lottery, said: "We buy-in to the mission, vision and values of a charity. That helps us to build a relationship and trust charities to decide the best way to spend their award. They can choose to invest in delivering programmes or core costs knowing that the funding is secure. I hear time and again from charities just how valuable that funding model is. The charities we support can also tap into each other's expertise within the sector because we eliminate competition for funding and that also creates fertile ground to collaborate."

As well as supporting charities that are household names, People's Postcode Lottery players support thousands of grass-roots initiatives that can apply for an award from £500 to £20,000. In fact, every single postcode area in Great Britain now has a project that has been supported through the lottery's community programmes.

M

y first school was tiny and halfway up Mount Kilimanjaro in Arusha, Tanzania. This was before I went on to a big international school in the country's capital, Dar Es Salaam. At the same time, my mum also ran a school in our back garden where my youngest brother was one of the pupils. Everyone there spoke both English and Swahili and seemed to do all the learning outdoors with lots of games and craft-making. At my school, we were behind desks learning more traditionally – and I probably benefited from the best of both teaching methods.

Later, back in the UK, I went to several schools around England before finishing my secondary education in North London at a mixed comprehensive. I loved the diversity of children and teachers and remain a fan of multiculturalism to this day. I believe we can and should learn and benefit from each other's cultures without the need to appropriate or cause offence.

My art teacher, Joe Kusner, was a major influence on me because he brought everyone together in his classroom which was, literally, situated in the heart of the school. Mr Kusner was a Lithuanian Jewish refugee who had made his way to South Africa only to be forced to leave again in the face of apartheid to settle in London. Whether you were creating a wonderful painting, doing your maths homework or just enjoying the creative atmosphere with friends, you were always welcome. He kept his classroom open for hours after school as part of a youth club. Everyone thrived and I remember one year when every single student from his class took the art exam and got an 'A'. I thought I was terrible at drawing and at creating art (and I'm still sure I'm pretty awful) but he taught me that everyone has something to create and offer – and to this day I still have pictures up in my office that I made in his classroom to remind me that we all start somewhere!

At school, I was definitely more academic than arty, and I went on to Bristol University to do a BSc degree in psychology. That opened up, certainly for me, a whole new world of learning and I still draw on some of the lessons of that degree in the workplace today.

WHAT ARE YOUR FONDEST MEMORIES OF THAT PERIOD?

I made friends at school that I still have to this day. It is such an important time for learning and studying, but also for personal development and wellbeing. Those friendships have seen me through any number of life experiences, good and bad, and at the end of 2017 a large group of us gathered together with our families on New Year's Eve at my house in Fife, Scotland, with our chil-

“ALL CHILDREN DESERVE THE RIGHT TO A BRIGHTER FUTURE

Sarah Brown on her own school journey and her charity Theirworld

dren. It was wonderful to share and to reflect upon how much everyone has achieved – and yet, at the same time, how everyone is still exactly the same person they were as teenagers.

DID YOU HAVE ANY PARTICULAR STRUGGLES DURING YOUR TIME AT SCHOOL? HOW DID YOU OVERCOME THEM?

When we had returned from Africa, my brothers and I began at new schools in England in the cold weather and everything surrounding the move was a real struggle. It strikes me now how we assume that young refugee children can just adapt and be resilient as they face trauma and change in their lives. School does offer a refreshing normality in the midst of turbulent times but it can also take some getting used to.

I vividly remember, at the age of seven, going to my classroom to discover that we were learning about African animals one day – perhaps because of me, perhaps not. I was sure this was my day to shine and put my hand up high to name the animals. Simba. Twiga. Tembo. Dudu. I knew I had nailed it but suddenly found that the classroom had gone very quiet with everyone staring at me, including the teacher. It turned out I had named all of the animals correctly in Swahili but didn't know their English name – lion, giraffe, elephant and bug. I can still feel the

embarrassment and the awfulness of being different. Being different is something I would actually celebrate today.

At my secondary school, I remember feeling a bit annoyed and frustrated – the expectations for pupils seemed too low and no one was encouraged to aim higher with academic exams if they were not already inclined that way. I knew deep down that everyone could do more, succeed more, achieve more in life if the opportunities were there. At my mixed state secondary school and in the political climate of the day, expectations were set way below the bar and, on reflection, I realise how much that affected my views and how much that same view exists today. I firmly believe that all children have the right to unleash their potential and have the very best start in life.

WHAT ARE THE BARRIERS STOPPING YOUNG PEOPLE FROM ACCESSING EDUCATION?

All children deserve the right to a brighter future. It is so frustrating to look around the world and realise that 260m children are denied the chance of an education and skills for future work and life chances. Not only does each child miss out, but the world misses out on all that talent.

Poverty is the greatest barrier; children are forced into unfair and unsafe child labour, child trafficking, early marriage and as a re-



sult, the loss of hope. Around the world we also have many wars and conflicts which are disrupting families' lives with catastrophic consequences, forcing people to flee and placing lives at risks. And environmental damage and climate change-driven natural disasters, such as floods and droughts, also disrupt lives, while education is the very thing that would bring better understanding and innovation to allow our precious planet to thrive. Education is one of the first things that a child will sacrifice, but also interestingly one of the highest priorities that parents and children themselves call for as they settle in new places and rebuild shattered lives.

TELL US ABOUT SOME OF THE INNOVATIVE PROJECTS THAT ARE MAKING A DIFFERENCE AROUND THE WORLD?

At my charity, Theirworld, we have been using our skills and networks to deliver innovative campaigning for change, as well as supporting pilot projects that explore the next great ideas to transform education and skills for the most vulnerable and marginalised children and young people.

Several years ago we convened a group of like-minded organisations and built a cohort of young activists in 90 countries around the world, to all call for the forward-looking changes we need to see. Our #UpForSchool

petition gathered more than 11m signatures so we knew we were on the right track.

This year has been a breakthrough year for innovation in financing education. The new International Financing Facility for Education (IFFEd) is building a \$10bn fund to allow countries to build education plans for all children. The Education Cannot Wait Fund that grew from our campaigning three years ago, has generated \$300m to invest in education in emergencies. This means that children displaced from their homes no longer miss out on their education just because they have been forced to flee their own neighbourhood, and often their own country, to survive.

Another innovation that has changed how education in emergencies can be delivered is double shift schooling. Theirworld published the first report by education champion Kevin Watkins that recommended introducing double shift classrooms in Lebanon to accommodate the huge influx of Syrian refugee children pouring over the border looking to escape war.

This means that each local school can run two different shifts of children, one in the morning, one in the afternoon, doubling the number of children who can be taught in one school building. This saved time, money and ensured that a safe, welcoming environment could accommodate refugee children

who were desperate to resume schooling. Since then more than 200,000 refugee children have been taught in double shift schools in Lebanon, and now in Jordan and Turkey, too. This work has been supported by players of People's Postcode Lottery. With the players' backing, we have also been able to help launch significant pilot projects, including girls' code clubs in Tanzania, Uganda, Nigeria, Kenya and Lebanon and the ongoing support of dozens of global youth ambassadors.

THEIRWORLD HAS RECEIVED MORE THAN £2.3M TO DATE FROM POSTCODE GLOBAL TRUST, AND AS YOU KNOW, CHARITY LOTTERIES ARE CAMPAIGNING FOR REGULATORY CHANGES AT THE MOMENT. DO YOU SUPPORT THOSE?

Of course, regulation is vital for charity lotteries, but the current rulings limit the amount that each lottery trust can raise and donate which is holding back the charity donations. It makes enormous sense for the government to make changes quickly so that funds going to charities can rise and less is spent on cumbersome and wasteful administration.

Lotteries around the UK raise an enormous amount of money for some wonderful charities. I know that many of these charities rely on the income to do their best work and know that the lottery players count on their ticket money to contribute to making a difference.

CAN YOU SHARE A SUCCESS STORY ABOUT A CHILD YOU'VE MET THROUGH YOUR CHARITY WORK?

I began a podcast called Better Angels for people with the activist spirit. When I put together the first episode I wanted to find someone truly inspirational who had overcome personal odds but was determined to bring change for others. I thought of Wanja Maina from Kenya, a Theirworld Global Youth Ambassador, who travelled all the way to the World Humanitarian Summit in Turkey.

Wanja was born in a small village in Kenya with a physical disability so her mother carried her on her back to school several miles every day so that she could study and learn. Now finishing her masters degree, Wanja is determined to build her own school near her village for other girls with disabilities so that they, too, can unleash their potential.

I interviewed Wanja for my first podcast and since then I have met so many other inspirational young people, whose own circumstances create their first challenge, but who never forget to help others.

HOW CAN WE ALL GET INVOLVED WITH THEIRWORLD'S #WRITETHEWRONG MOVEMENT?

Everyone can get behind the #WriteTheWrong campaign. The easiest thing to do is log on to theirworld.org or find @theirworldorg on Instagram, @theirworld on Twitter or any favourite media platform, and sign up to the weekly newsletter. This gives you inspirational stories and shares actions you can take.

You can also sign the #WriteTheWrong petition, share the film, take on a Theirworld challenge, support a global youth ambassador or Theirworld Code Club and start helping others unleash their potential, amplify their voices and unlock Theirworld.

A bridge to work

City Bridge Trust aims to make London a city where all people and communities can thrive, especially those experiencing disadvantage and marginalisation

Being part of and contributing to society are important, basic human needs. But in our society, this still isn't something we can take for granted. London is a capital of great divides, where some people still feel undervalued.

City Bridge Trust is the funding arm of the City of London Corporation and London's biggest independent grant giver, awarding grants of £20m a year to reduce inequality and tackle disadvantage across the capital. It wants to make London a fairer and better place to live and work.

City A.M. spoke with Alison Gowman, chair of the City of London Corporation's City Bridge Trust committee, about its current five-year charity funding programme, Bridging Divides, that will run until 2023.

WHAT IS BRIDGING DIVIDES ABOUT AND IN WHAT WAY WILL THE ALLOCATED £100M BE DISTRIBUTED AMONG CHARITIES IN LONDON? Bridging Divides, the follow up programme to our previous Investing in Londoners funding scheme, will continue to support disadvantaged Londoners and communities.

Every five years, City Bridge Trust conducts a review and assessment of the work that it does in fulfilling its vision of a fairer London. This ensures that we stay relevant and alive to the changing needs of Londoners. We asked Londoners, the capital's charities and community groups, public and private sectors, funders and policy makers for their views on the health of the charity sector.

The consultation revealed many in the capital are facing widespread inequality, poverty and disadvantage. Bridging Divides will see £100m distributed over the next five years to the capital's charities to help Londoners

most in need. It will fund a huge variety of projects across the capital, including charities providing debt, housing and welfare advice; support for young people as they leave care or for those who are carers themselves; and work with prisoners to help prevent them reoffending. The Trust will use all its networks and resources to make its vision for London come to life.

Supporting educational and employment projects are also very important to the Trust, especially in areas with the fewest resources to allow society's most vulnerable and disadvantaged to gain access to the opportunities they need to succeed in life.

BEFORE ENTERING THE LABOUR MARKET, EDUCATION AND GAINING SKILLS IS A PRECONDITION. HOW DOES CITY BRIDGE TRUST HELP WITH THAT?

A successful partnership between City Bridge Trust and The Prince's Trust has supported over 5,000 young Londoners to gain the skills and confidence they need to move into jobs, education or training.

We're giving £10m to The Prince's Trust as part of a 10 year partnership which goes towards its main programmes supporting young Londoners. This will provide essential support to young people facing the biggest barriers to education or employment, to move on successfully with their lives and build a brighter future.

The partnership is tackling youth unemployment in the capital, improving social mobility and supporting marginalised young people, such as those who are homeless.

This is one of the many educational initiatives we support. We also fund numerous educational environmental charity projects across the capital teaching young people, families and older people about nature, the environment and growing food.

CAN YOU GIVE AN EXAMPLE OF PROGRAMMES SUPPORTING LONDONERS INTO EMPLOYMENT?

Last year City Bridge Trust launched a separate initiative, 'Bridge to Work', a new £3.3m five-year scheme which is opening up a wealth of new employment opportunities for young disabled Londoners. This ground-breaking programme will narrow the employment gap for young disabled people by removing the barriers to work that they often face.

The Bridge to Work programme is funding



**CITY
BRIDGE
TRUST**



projects offering employability support for young disabled people and is strengthening links between employers and the disabled community. Grants were awarded to some of the UK's largest disability charities including Mencap, Inclusion London, Action for Kids, National Autistic Society, Muscular Dystrophy UK and Whizz-Kidz.

Working in partnership with these charities, City Bridge Trust pays for work experience, internships, personalised support for young disabled people looking for jobs, advice on employment rights, role coaching and a new online training resource for job seekers. An additional £1.25m was agreed to support people with mental health needs in employment.

To date, the programme has helped 215 young disabled people, all of whom have achieved positive outcomes including long-

term employment, paid internships, increased skills and experience.

WHAT WOULD YOU LIKE TO HAVE ACHIEVED IN FIVE YEARS TIME? WHAT GOALS SHOULD BE REACHED?

We have set a five-year strategy at City Bridge Trust to create a fairer London and to see that coming true would be a great endorsement of the work of the Trust and many other organisations.

It is unrealistic to think everything will have changed, but if we can see an improvement in youth employment with less imbalance among the disabled and those from BAME backgrounds, then I would know that London is building a more resilient and sustainable future using everyone's talent and ability.

WHAT DO YOU LIKE BEST ABOUT YOUR WORK?

The fact that we fund charities across Greater London and work to reach the areas and people that can be hard to reach or are hidden. No one in today's society should have to struggle.

HOW CAN LONDONERS PLAY THEIR PART?

Londoners created the Trust through donations and legacies to the historic endowment funds that were given in medieval times and have been managed and grown ever since.

There are a lot of great opportunities across London and many charities are working hard to give everyone the chance to thrive.

I want all Londoners to look around and see if they can do more to help others and for those in need or difficulty to be made aware of what help is on offer so that they know what possibilities and assistance is on hand.



Good Hotel London, located on the Royal Victoria Docks is a floating hotel in East London

Good by name, good by nature

Good Hotel London is a premium hotel brand and social business – donating all its profits to charity and housing its own training programme for locals in need, its model proves that keeping human value at the heart of its business means everybody wins.

It was a little Guatemalan girl with no shoes that caught Good Group's CEO and Founder Marten Dresen's attention whilst backpacking in Central America 12 years ago. Her name was Mirna and experiencing her plight meant Marten decided to buy her a pair of shoes. Seeing how happy this made her changed his life forever, and he began to think about what more he could to make a real difference to her fate. In 2006, Marten founded the NGO Niños de Guatemala with the belief that education could provide another – better – future for Mirna, her community, and future generations. After setting up Niños de Guatemala with great success, Marten was inspired by Nobel Peace Prize winner Muhammad Yunus's social business model. For Yunus, social business operates whereby all profits go back into pursuing a social cause, and for investors, the purpose is purely to help the social business achieve its social objectives, without any shares or monetary gain desired. Marten imagined a social business that would support organisations such as Niños de Guatemala and create other ways to stimulate education, training and skills. With this pledge, Marten founded the Good Group in 2012, and three years later, Good Hotels started welcoming guests and continues



Ona is just one of nearly 100 Good Trainees who have been taken from unemployed to employed with the help of Good Hotel's bespoke programme

to support Niños de Guatemala every day. Since opening, Good Hotel has donated over \$100,000, and is now working towards being able to donate \$500,000 per year to its NGO partner. Thanks to this funding and others, Niños de Guatemala has built three schools in some of the poorest communities in Guatemala and is educating over 500 children each year.

Every Good Hotel has its own local training commitment – in London, Good Hotel partners with Newham Workplace to identify people who have been in long-term unemployment, and offers them a fresh start, regardless of background. Good Trainees learn the hospitality and catering trade alongside building self-confidence and interpersonal skills. Good Hotel London has so far trained nearly 100 local people with over 70% going into permanent further employment.

ONA'S STORY

One such success story for Good Hotel London, is


that of Newham local Ona Brown. At 50-years of age, finding herself unemployed and disheartened after an unsuccessful course trying to set up her own commercial cooking business, Ona was left feeling like she was running out of options. Ona interviewed with the Good Group who immediately saw her potential. "I was excited and happy to be offered the opportunity to be able to show what I can do" says Ona, who not only succeeded in the Good Training programme and received a permanent job offer at Good Hotel, Ona was promoted to commis chef after just a few short months. When asked what the job offer meant to her, Ona says "I have gained my confidence back. It has changed the way I see life, it has showed me that age is not a limitation. You can start again at any age. I always look forward to coming to work."

Good Hotel currently has permanent hotels in London and Antigua de Guatemala with Rotterdam, Guatemala City, and Amsterdam all on track for opening by 2020. After a 'pop-up' year in the Netherlands, Good Group's floating hotel was pulled across the North Sea in 2016 to its new home at Royal Victoria Dock - just a stone's throw away from Canary Warf, ExCel and O2 Arena. Whilst based in Newham, one of the poorest boroughs in the capital, the area will soon see rapid development with £314m of investment going into the Royal Docks Enterprise Zone.

Good Hotel London has 148 rooms, meeting spaces, as well as offering breakfast, lunch, and dinner – all hotel profits go to charitable causes plus £5 per booking when you book direct.

Marten still meets Mirna and her family in Guatemala every year, but since their first meeting, he has offered more than shoes he has given her and her community the opportunity to forge brighter futures.

To learn more about Good Group go to: www.good.community

A close-up portrait of Professor Muhammad Yunus, an elderly man with grey hair, looking directly at the camera with a slight smile. He is wearing a light-colored, high-collared garment.

Professor Muhammad Yunus is the father of both social business and microcredit, the founder of Grameen Bank, and many companies in Bangladesh

The power of social business

Nobel

Peace Laureate Professor Muhammad Yunus has been empowering entrepreneurs to solve the world's problems for over 40 years. He believes that social business is the most powerful tool we have to fight poverty. Now he is galvanizing a new generation of philanthropists and business leaders to invest in and set up social businesses by focusing on the three zeros: zero poverty, zero unemployment, and zero carbon emissions.

"Over 836m people still live in poverty across the world. That's why the global community has put ending poverty at the top of its Sustainable Development Goals; I take pride in being an official ambassador of these goals. But in order to reach them, we need a truly transformative solution that changes the way we address the problem and makes better use of the philanthropic donations.

"I believe that the single most efficient way to solve poverty and other persistent human problems is social business. A social business combines the best of both worlds: the social mission of a charitable organisation with the business acumen of traditional for-profit businesses. Social businesses are set up to solve a specific problem to the benefit of the poor, and all other people, either through creating additional income or providing essential products and services like healthcare, clean water, or clean energy. Social businesses allow the poor the freedom to choose and supply the services and products they want rather than being the recipients of aid. It is a revolutionary way of seeing business, not as a tool to drive profits, but a mechanism to efficiently achieve social change. I know this is not a pipe dream because social businesses supported by my own Yunus/Grameen Network have collectively impacted over 27m people.

"I began my work in the 1970s when I was teaching at a university in Bangladesh. The economic theories that I learned stopped ringing true for me when I saw the misery of people all around me. I dropped the theories and set up the Grameen Bank, to provide banking for the poor.

"Working with the poor gave me a huge insight into the many problems they face, so every time I confronted a problem, I created a business to solve it. Later, I named this way of working social business. Over time, starting businesses became a habit for me. This approach makes sense to me because businesses are naturally organised to achieve

concrete goals – to provide goods or services that people need, want and can afford to pay for.

"Besides Bangladesh, where I created over 50 social businesses, there are examples all across the world that prove the model works to solve human problems. To highlight just two from our Yunus Social Business (yunusb.com) family; Godson Commodities in Uganda works with over 3,000 smallholder farmers so they can make a decent living from their produce by providing access to markets for their Chia harvest; and Rangsu-tra in India, which is owned by the same 2,500 artisanal women it seeks to empower by increasing their incomes by up to four times and allowing them to become financially independent.

"I am totally convinced that we should change in the way we view philanthropy. Let's invest in the ingenuity, knowledge and talent of young entrepreneurs that want to make social change in their communities. Supporting entrepreneurship is a dignified way of overcoming one of the fatal flaws in the mainstream economic model, so we can eradicate poverty with no reliance on government, corporations or aid."

Our Yunus network organisations invest in social businesses in developed and developing countries and also help large corporates to build ventures using their core competencies to some of the greatest human challenges. Find out more about the Social Business Movement at the YY Foundation (yyfoundation.de) and The Social Business Pedia (socialbusinesspedia.com).

Dr Denis Mukwege on ending rape as a weapon of war

We speak to the winner of the Nobel Peace Prize 2018 about his inspirational work treating women who are the victims of sexual violence in Congo and around the world



Dr Denis Mukwege is a world-renowned gynaecologist, human rights activist and Nobel Peace laureate from east Congo. He has become the world's leading specialist in the treatment of wartime sexual violence and a global campaigner against the use of rape as a weapon of war.

City A.M. had the chance to talk to this extraordinary doctor and tireless advocate for justice.

DR MUKWEGE, YOU HAVE WON MANY AWARDS, BUT WHAT DOES WINNING THIS YEAR'S NOBEL PEACE PRIZE MEAN TO YOU AND YOUR WORK?

The Nobel Peace Prize is a sign that the world is waking up and starting to recognise what is happening in wars around the world. For many years I've said, together with others, that rape is used as a weapon of war. The Nobel Peace Prize sheds a light on these crimes and I sincerely hope that the international community will finally act to end and prevent sexual violence, and to support survivors.

I've dedicated this award to them and it is very much their prize. But I should add, the Prize is not an accomplishment in itself. The international community is yet to act to draw a red line against these crimes.

IT'S A SHARED PRIZE WITH YAZIDI ACTIVIST NADIA MURAD. HAVE YOU MET WITH HER AND DO YOU PLAN TO WORK TOGETHER IN THE FUTURE?

Nadia is an incredibly courageous and strong partner with whom I've been work-

ing for some time. I was honoured to meet her for the first time in 2016.

Through the Mukwege Foundation, we have been working closely together to see how we can support women and girls who have been held as sex slaves by the so-called Islamic State.

In June I visited Northern Iraq to train local doctors and psychologists in treating these victims. I am grateful for the opportunity to collaborate in providing care to the women of Iraq, and to use the experience we have developed in Congo over the years.

YOU FOUNDED PANZI HOSPITAL IN 1999 AS A CLINIC FOR GYNAECOLOGICAL AND OBSTETRIC CARE, BUT WAR BROKE OUT SHORTLY AFTER, AND IT ENDED UP TREATING PATIENTS THAT WERE VICTIMS OF GRUESOME RAPE PRACTICES. YOU HAVE TREATED OVER 50,000 WOMEN SINCE. HOW IS THE SITUATION IN YOUR COUNTRY NOW AND ESPECIALLY IN PANZI?

Unfortunately, the situation in Congo has not really improved. There is still no peace and people are dying because of violence or,



Dr Mukwege, who survived an assassination attempt and now lives in a compound on his hospital complex

in some parts of the country, because of hunger. Because the conflict has been going on for so long, we are now treating the second generation. I have been operating on rape victims who are the daughters of women I helped several years ago. If we don't stop the violence soon, the third generation will arrive at our hospital gate.

Those who dare to denounce the continuing violence risk severe consequences from those who don't like to hear the reality.

IN 2012 YOU SURVIVED AN ASSASSINATION ATTEMPT IN YOUR HOUSE IN BUKAVU. IS IT NOW SAFE FOR YOU AND YOUR FAMILY TO STAY AND WORK IN CONGO?

Since the attack, I live on the compound of the hospital. The hospital is protected by UN Peacekeepers, but our teams who visit the countryside and the survivors who return often have to work and live in an insecure environment.

YOU AND YOUR FOUNDATION HAVE BEEN TEACHING OTHERS HOW TO TREAT VICTIMS AND WORK WITH SURVIVORS

IN DIFFERENT COUNTRIES. WHERE DO YOU WORK AND HOW DO YOU PROCEED?

At Panzi Hospital in Congo, we developed a model of care which includes medical care, psychological support, access to lawyers and the possibility to attend courses and livelihoods activities for reintegration – all at in place. The Mukwege Foundation works to implement this model in other countries.

We will soon start in Central African Republic where we bring lawyers and psychologists together in a local hospital. In other countries, like Guinea in West Africa and Iraq, we are organising training of local practitioners. The aim is to provide survivors of wartime sexual violence worldwide with the holistic care they deserve.

WHERE DO THE FINANCIAL RESOURCES COME FROM TO KEEP YOUR HOSPITAL AND YOUR FIGHT FOR PEACE GOING?

We are grateful for the support from individuals and organisations around the world. Smaller donations from individuals help, for example, to pay the school fees of children born of rape, who would otherwise be forced to leave school because no one supports them. Companies can help to finance the equipment for operations rooms.

However, as long as the violence doesn't stop, women will come and we will need donors to fund the treatment. The care a woman receives after having been raped should not depend on her income. Therefore, all support for victims of sexual violence at Panzi Hospital is free.

WHAT CAN NORMAL PEOPLE DO, LIKE OUR GIVING MAGAZINE READERS, TO HELP STOP THESE AWFUL ATROCITIES TOWARDS WOMEN AROUND THE WORLD?

We need people who can support us financially. But we also need people who are not afraid to speak out. Sexual violence, in war and in peace, is being committed because we allow the perpetrators to rape and to assault.

As long as the society remains silent, they will continue. Sexual violence in war is only an extension of what is happening in times of peace. We need to talk about the issue with our daughters and our sons, men need to talk about this, and we have to recognize the harm that is done to the victims. Only this way will the blame and shame be shifted from the victims to the perpetrators.

YOU ARE VERY POPULAR IN CONGO AND WORLDWIDE, AND A TRUE INSPIRATION FOR OTHERS. IS THERE SOMEONE THAT HAS INSPIRED YOU IN YOUR LIFE?

I haven't met anyone who inspire me more than the survivors I meet every day. Despite everything they went through, they show so much warmth and strength. When I had to flee in 2012 after the attempted assassination, the women started to save money to pay for my return flight. Most of them live on less than two dollars a day, but they were selling vegetables and fruits to buy the ticket. I've never seen so much determination. They are a true inspiration.

The Dr. Denis Mukwege Foundation is an international human rights organisation, dedicated to end rape as a weapon of war worldwide. The organisation works to provide medical, psychological, legal and socio-economic support to survivors of wartime sexual violence worldwide, to connect them in a global movement, and to recognise them as victims under international law. To learn more, visit mukwegefoundation.org.

W

e know Robin Wright from movies including *Forrest Gump* and *Wonder Woman*, as well as the Golden Globe-winning Claire Underwood in the American remake of *House of Cards*, with its final episodes now being broadcast on Netflix. In real life, Wright is not only an actor, but also an activist determined to amplify the voices of women in Congo.

WHAT INITIALLY MADE YOU INTERESTED IN AFRICAN ISSUES?

It was over 11 years ago that I watched a documentary about the humanitarian crises in Congo. I didn't know anything about it and the film basically showed me that I am a consumer of electronic products, that I speak through the telephone every day, and that the phone is powered by conflict minerals. And that, by being a consumer, I am, directly or indirectly, fuelling a war. Women are raped every day in and around these regions where the mines are located. I felt this was our responsibility, as purchasers of these products, to make noise.

WHY DID YOU DECIDE TO GO TO CONGO?

I really wanted to ask the women, who are survivors of the war, what they needed. They are used as a weapon of war. I wanted to hear from them what they needed most. What they were missing? And the consensus was: we need a voice. Because we don't have anyone. Can you be our voice? Go back to America, to amplify our message. That's what they needed. I said I'll do what I can.

WHAT MADE THE BIGGEST IMPRESSION DURING YOUR VISIT TO THE CONGO?

The hope for a different future they all had. Their dreams were not completely annihilated, even though they had nothing. Their husbands were forcibly recruited by the militia a lot of the time, their villages were burned down. Their children had to watch their mother being raped. It is horrific.

A lot of the women I spoke to had to have somewhere between four and eight surgeries to repair themselves. So they can't even stand up, they can't work. I just wanted to give back some way, help them to get a sustainable life again, because they did have some hope inside. They could see outside the darkness.

SEEING THIS YOURSELF, IS IT DIFFICULT TO TAKE IT ALL IN?

It is extremely difficult. Some people might just be in despair to see this, some might be outraged. You have to channel these extreme emotions because there is no way you can experience interacting with people whose lives have been destroyed in so many ways like the lives of people in Congo have been. I tried to



“The lesson is not that it can be done, but that it must be done”

City AM spoke to *House of Cards* star Robin Wright about Pour Les Femmes, which supports economic empowerment for the women of Congo

channel these emotions into constructive action. It's not easy. But I tried the best I can.

YOUR SLEEPWEAR COMPANY POUR LES FEMMES SUPPORTS TWO CONGOLESE NON-PROFITS - ACTION KIVU AND SYNERGIES DEFEND - ON ECONOMIC EMPOWERMENT FOR WOMEN. WHY DID YOU PICK THESE ORGANISATIONS?

Frankly, they were the most in need. They needed funding more than the others. It was based on how many people they were housing and how little they had. And what they provide is psychological treatment, medical treatment, vocational skill training to give them the skill to be able to work, learn how to sew. Because a lot of the women can't stand up, for sometimes a year, they have to be seated.

So we got sewing machines donated to the villages, and they have a sewing centre. They have a woman come in who teaches them how to sew and they can start their own business

making traditional wear. That was the intention. And these two organisations already had their platform.

WHAT ARE SOME OF THE BIGGEST CHALLENGES YOU'VE ENCOUNTERED RUNNING POUR LES FEMMES?

Trying to get more people to buy pyjamas. And I am not kidding! The whole reason my partner, Karen Fowler, and I decided to start Pour Les Femmes was because we weren't getting the word across in Washington DC. People were not listening. So we decided to tackle it in a different way; by making simple, beautiful, high quality products while creating economic opportunity for women in conflict regions around the globe. Our message is, every time you purchase a piece of sleepwear, you are helping a woman in need in a conflict region.

Interested in buying a Christmas gift that supports women in Congo? Visit plfdreams.com



Style for Soldiers

Shirt-maker Emma Willis restores dignity and confidence to injured service men and women through her Jermyn Street clothing company. Words by **Gabriella Griffith.**

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hen actor Charles Dance walked into a bespoke shirt shop on Jermyn Street in March 2017, he had no idea it would lead to him starring in a short film written and directed by an injured service-man who had lost both of his legs and one arm to a landmine in Afghanistan.

Dance and Matt Weston met after the *Game of Thrones* star asked shirt-maker Emma Willis about the portrait of some dapper looking amputees in her shop. Willis told the actor about Style for Soldiers, her charity that helps boost the confidence of those returning from war with life-changing injuries by gifting them bespoke shirts, suits and shoes. Dance immediately asked how he could help.

Style for Soldiers was born in 2008, after entrepreneur Willis listened to a documentary on BBC Radio 4 interviewing injured service personnel. "I was incredibly moved by how young they were, the severity of their injuries and their outward courage," she says. "The only time they showed any fear was when they talked about leaving the Forces. Leaving their friends, their careers and their identities was devastating to them. I remember thinking I've got to try and do something."



As the founder of a luxury clothing company, Willis decided to do what she knew best – fit these men and women out with bespoke shirts. An initial visit to the Headley Court Military Rehabilitation Centre with her measuring tape was the start of a long relationship between the entrepreneur and the patients there.

"It helps with their self-esteem," she says. "They're used to wearing smart army uniforms but when they're discharged, they often lose themselves. Many say having a shirt made especially for them was the catalyst for taking care in their appearance again and helping them with confidence."

Realising that these young ex-servicemen and women would now be seeking new careers and therefore interviews, Willis decided the shirts weren't quite enough. With stores in every town, Marks & Spencer was the ideal

company for suits. Through a friend she met the then chairman Robert Swannell, followed by CEO Steve Rowe, who embraced the idea. The company has since given 750 vouchers for their best suits and pledged their ongoing support. Another fortuitous meeting led to Russell & Bromley providing hundreds of shoes.

The hard work of Willis and her team have brought the charity to the attention of an impressive list of donors and ambassadors. The Prince of Wales and Duchess of Cornwall have gifted bespoke walking sticks, model David Gandy is an ambassador, along with The Telegraph's fashion director Lisa Armstrong. Designer retail platform Mr Porter sponsored several of the charity's reunion parties – red carpet included – as well as organising the dapper portraits of the soldiers hanging in Willis' Jermyn Street shop.

This year, the charity hosted *Art in the Aftermath*, an exhibition of the creative work produced by injured servicemen. From poetry to portraiture, many of the wounded have used art as part of the psychological healing process.

While the charity doesn't receive government funding, Style for Soldiers did receive a boost from the Covenant Fund, set up with the proceeds of the Libor charges. Outside of that, the charity has grown almost exclusively through charity events, donations and tie-ups with brands. Willis' eponymous shirt company puts equal effort into the charity as it does the business – but the entrepreneur says it's a win-win.

"Customers from all over the world tell me they Googled British shirtmakers and chose us because of Style for Soldiers. It enriches the business and adds meaning to all of our work. Loyalty to the company is enhanced by our charitable side and this is very valuable."

A better City for all

The Lord Mayor's Appeal works hard all year round to make sure the City of London is fair and representative for everyone



In November 2017 The Lord Mayor's Appeal launched its multi-year strategy A Better City for All. Based on four key pillars, the strategy aims to create a City that is inclusive, healthy, skilled and fair, while at the same time helping 1m people reach their full potential. The Lord Mayor's Appeal is partnering with three inspirational organisations to deliver ground breaking programmes, which will not only change, but save people's lives.

One of the groups of people it aims to help is children. The Lord Mayor's Appeal's partnership

with Place2Be will enable it to deliver a transformational mental health programme in 180 schools in London, equipping school leaders with the skills and knowledge to support their pupils' emotional and mental health.

Supporting OnSide Youth Zones' motto of 'Somewhere to go, something to do, someone to talk to', their partnership with The Lord Mayor's Appeal will enable it to build five new state-of-the-art Youth Zones in areas of high deprivation in London.

The Lord Mayor's Appeal's partnership with Samaritans has enabled them to develop Wellbeing in the City, a revolutionary, online wellbeing programme for employees in London and beyond. This programme provides employees with the skills and confidence to support the emotional health of themselves and others.

During its first year, the Lord Mayor's A Better City for All strategy has already had an impact, especially for its three nominated partners. Place2Be have had an incredible amount of interest from school leaders for their Mental Health Champions programme funded by The Lord Mayor's Appeal; OnSide Youth Zones plan

to open their first three youth zones in early next year with their ambassadors spreading the word to young people in the targeted areas of London; and Samaritans' Wellbeing in the City tool is being rolled out in a number of companies, large and small, thereby arming the workforce with active listening skills and enabling employees to manage their own emotional health and look out for others, before they reach crisis point.

The Lord Mayor's Appeal's thought leadership initiatives have gone from strength-to-strength during the year and the Appeal will continue to develop the four existing initiatives that support the four pillars.

The first of these is The Power of Inclusion series of events, which aims to break down barriers to inclusion by empowering organisations to collaborate on creating inclusive workplace cultures, providing the tools and learning to tackle the challenges of diverse representation. In 2018, 105 organisations came together to collaborate and change by attending one of the Power of Inclusion events.

The second initiative is This is Me, a pioneer-



CLOCKWISE FROM TOP LEFT: A Better City for All reception at Mansion House; The Lord Mayor visit to Metro Bank offices on City Giving Day; Lord Mayor Peter Estlin (centre) during This is Me mental health awareness campaign; the Power of Diversity event held in June this year.



ing mental health campaign that aims to reduce the stigma of mental health, dispel the myths around mental health in the workplace and raise awareness of wellbeing. Alongside This is Me, The Lord Mayor's Appeal runs the Green Ribbon campaign, a visual way for thousands of people to demonstrate their commitment to #endthestigma of mental health.

The third campaign She Can Be... had its first outing in 2018. This is one unique day when young women and the City collaborate to provide a platform to change perceptions and identify what needs to change. This initiative aims to open up untapped talent blocked by barriers relating to gender.

And lastly, City Giving Day is a simple but impactful initiative that enables City companies and employees to celebrate and showcase their philanthropic and volunteering achievements to inspire others to create a fair society.

In addition to its thought leadership initiatives, every year The Lord Mayor's Appeal hosts an exciting range of fundraising events, from gala dinners to abseils to golf days.

For more information about all The Lord Mayor's Appeal initiatives and events for 2019, its charity partnerships or information on how to become a Lord Mayor's Appeal Corporate Partner, visit thelordmayorsappeal.org or email info@thelordmayorsappeal.org





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HELEN MANSON

Above: children learning at Top Care Junior School in Uganda. Right: Charles Wabwire, the school's founder

Education is the key to a better future

Opportunity International doesn't just help entrepreneurs, it also improves schools for the whole community

Education is a powerful tool to alleviate poverty. It has an accelerator effect that influences families and communities for generations. Opportunity International's pioneering education finance programme is playing a key role in keeping more children in school for longer; over 2.7m children, in some of the world's poorest countries, have benefited from the programme.

Every child deserves access to an affordable, quality education; yet an estimated 263m children are out of school, the majority in Africa. For those that do attend, it's often the case they have to walk great distances to get there and, when they arrive, classes are overcrowded and managed by overworked teachers. Opportunity International works with local partners to provide access to finance and training to change this. Its education finance programme focuses on supporting both parents to pay school fees and entrepreneurial school proprietors to

build and grow good quality, low cost community schools. These schools now play a vital role in providing a decent education, and jobs in many communities across Africa.

The tailored loans and training that Opportunity International provides access to enables school proprietors to build better schools, increase their capacity and generate economic growth. In Uganda, 441 schools have been improved by the programme, and those involved for three years or more experience a 24 per cent growth in enrolment on average, a 36 per cent increase in teaching staff and a 63 per cent growth in income.

Top Care Junior School in Uganda illustrates the powerful impact local school proprietors are able to have thanks to the work of Opportunity International.

TOP CARE JUNIOR SCHOOL

Everyday Charles Wabwire is determined to live up to the name of his school. He chose the name Top Care Junior School because he wanted his students to learn in the best facilities, his teachers to be paid and trained well, and the community to be proud and excited to be able to send their children to a good, local school.

Over the years, Wabwire has made dozens of improvements and expansions, including investing several Opportunity School Improvement Loans to build new classrooms and dormitories. As a result, his enrolment has grown from 24 students in 2005 to more than 890 in 2018.

"Without Opportunity International we would have been stuck. I couldn't move forward," says Wabwire. "Opportunity Interna-

tional has helped me put on more classes and, as a result, the pupils sit comfortably."

Celeste, an 11-year-old student at the school, says, "Our school has improved and I am proud to come here. This is the best school in our area. I feel safe here and am learning new things like English. When I grow up I want to be a doctor because, here in Uganda, we don't have enough hospitals for the many people."

Wabwire focuses on helping girls stay in school; a high proportion drop out of school when they reach puberty due to lack of sanitation facilities and safety.

As a father of three daughters, supporting girls to get a good education is one of his biggest priorities. He plans to use his next loan to expand his school's boarding facilities to provide more girls from rural communities with a safe place to stay and get an education.

Opportunity International helps people living in poverty build sustainable livelihoods with the creation of jobs, improvements to small-businesses and provision of quality education. By providing people with a hand up, not a hand out, Opportunity International aims to play a significant role in the eradication of extreme poverty in our lifetime. To find out more or make a donation, please visit opportunity.org.uk



Charities embrace the future of giving

While charities make greater use of new technologies, the fundamentals of fundraising remain the same, says Daniel Flusky

Alexa, open British Heart Foundation and donate money.” Saying that phrase out loud in your living room two years ago would have earned you a few puzzled looks and raised eyebrows from anyone who happened to be in earshot. But now people are starting to understand how they can use technology to be philanthropic, it’s becoming an increasingly popular way to support your favourite charity.

Charities’ fundraising methods have to change with the times. Oxfam has developed an app where you can track your monthly giving, see the work of the charity on the ground, and change your contact preferences. WaterAid launched a chatbot earlier this year to bring supporters closer to the people they are helping, allowing them to link up with Selly, a farmer and fisherman from a village in Sierra Leone. And it’s not just big charities that are innovating and trying new things – smaller charities have been starting to use contactless payment technology alongside traditional bucket collections for cash, building engaged local networks through social media and getting volunteers to make hand-held videos.

And while a lot of this seems new and exciting, fundraising itself is ancient – the oldest documented evidence of charitable giving was in the Egyptian Book of the Dead from 1550 BCE, and one of the first charities in the UK, the



Daniel Flusky is Head of Policy and External Affairs at the Institute of Fundraising

Hospital of St Cross in Winchester, is still in existence after being set up in 1136!

It’s great to see so many old charities innovating and trying new things; it’s so important they have the resources to do their work. Nine in 10 UK households have used a charity at some point, with 74 per cent doing so in the last year. That’s millions of people that use, need, and benefit from the great work of charities – and not forgetting the people and communities across the world that our donations also help. That’s not even counting animals, the environment, and all the arts and cultural projects, education and sporting activities that charitable donations support and champion.

Fundraising inspires around two thirds of the population to give to charity every year – donations are worth around £11bn annually and, in 2018, the UK moved up to fourth place in the world in terms of the number of people who donate.

We rightly celebrate and recognise the incredible generosity of people who give their hard-earned money to causes they care about, but what we sometimes don’t fully realise is the huge amount of hard work and commitment from fundraisers that trigger those donations and make connections between people and charities.

It’s that passion and drive from fundraisers that spurs charities on to try new things, to embrace new technology, to ensure that supporters get a great experience from the organisations they give to.

However, while we’re seeing fantastic new fundraising campaigns, the fundamentals of charity fundraising remain the same – to make a compelling case, create a connection with an individual, be respectful and honest with donors, and to thank and acknowledge support appropriately.

It’s those fundamental principles of great fundraising in collaboration with new technology that will ensure we can continue to inspire the donations and support that help so many people and causes around the world.

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