

A MAGAZINE BY CITY A.M.

DECEMBER 2019

GIVING

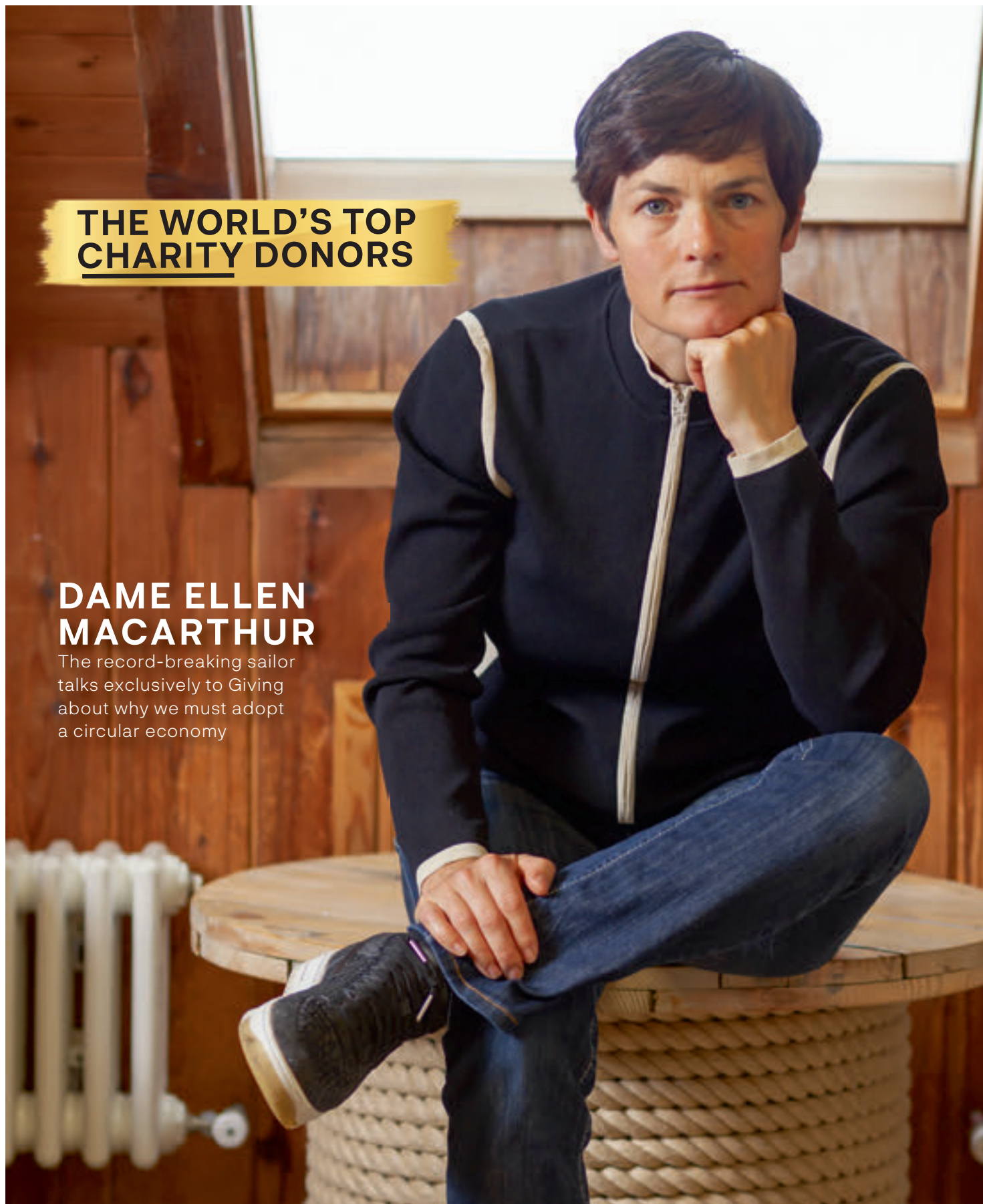
INSIDE: FGM CAMPAIGNER
NICE NAILANTEI LENG'ETE
**HOW 2019 BECAME THE YEAR
OF THE YOUTH ACTIVIST**
JOHN PRENDERGAST ON HIS FIGHT
TO END AFRICAN EXPLOITATION



**THE WORLD'S TOP
CHARITY DONORS**

DAME ELLEN MACARTHUR

The record-breaking sailor
talks exclusively to Giving
about why we must adopt
a circular economy



PLUS: HOW LONDON'S ROYAL PARKS ARE SAFEGUARDING BIODIVERSITY

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INSIDE THIS MAGAZINE



Welcome to the 2019 edition of Giving magazine. Each year City AM publishes independent research ranking the world's top institutional charity funders.

Identifying the most generous institutional private charity donors around the globe in the financial year ending 2018 was by no means a straightforward task. The vast majority, though not all, of the donors included in this year's list are foundations. There are no standardised criteria for what is meant by a charitable foundation, let alone an institutional private charity donor. Even once we have accessed the necessary accounts, deciding on the most accurate figure for grant-giving is not a clear-cut process.

As researchers, we would encourage institutional donors to be more transparent and open about sharing their financial data. At the same time, we need to be transparent about the limitations of our research and the approach taken.

This is not to undermine the value or rigour of this ranking. Great effort has been made to take a clear and robust approach, using a consistent methodology over time to enable comparisons with the rankings which have been compiled for City AM each year since 2011.

At this point, it is important to acknowledge the contribution of Professor Theo Schuyt of Vrije Universiteit Amsterdam. Professor Schuyt and his team were instrumental in developing the World Charity Donor List and we were honoured to be given the opportunity to continue their important work.

As always, the focus remains on institutional donors which derive funds from an endowment or a single private source of revenues, be it a family, an individual, a corporation or other organisation, and do not directly solicit funds from the public.

Foundations which are not independent of government are excluded. This explains why privately-managed charity lotteries are included in this study while state lotteries are not. Charity lotteries also receive income from a single source of revenue, in this case the sale of lottery tickets, and are therefore comparable to a foundation.

Joe Saxton and Sarah Eberhardt, nfpSynergy

● The full World Charity Donor List methodology can be found here: cityam.com/giving2019. To contact the researchers email joe.saxton@nfpsynergy.net or visit nfpSynergy.net

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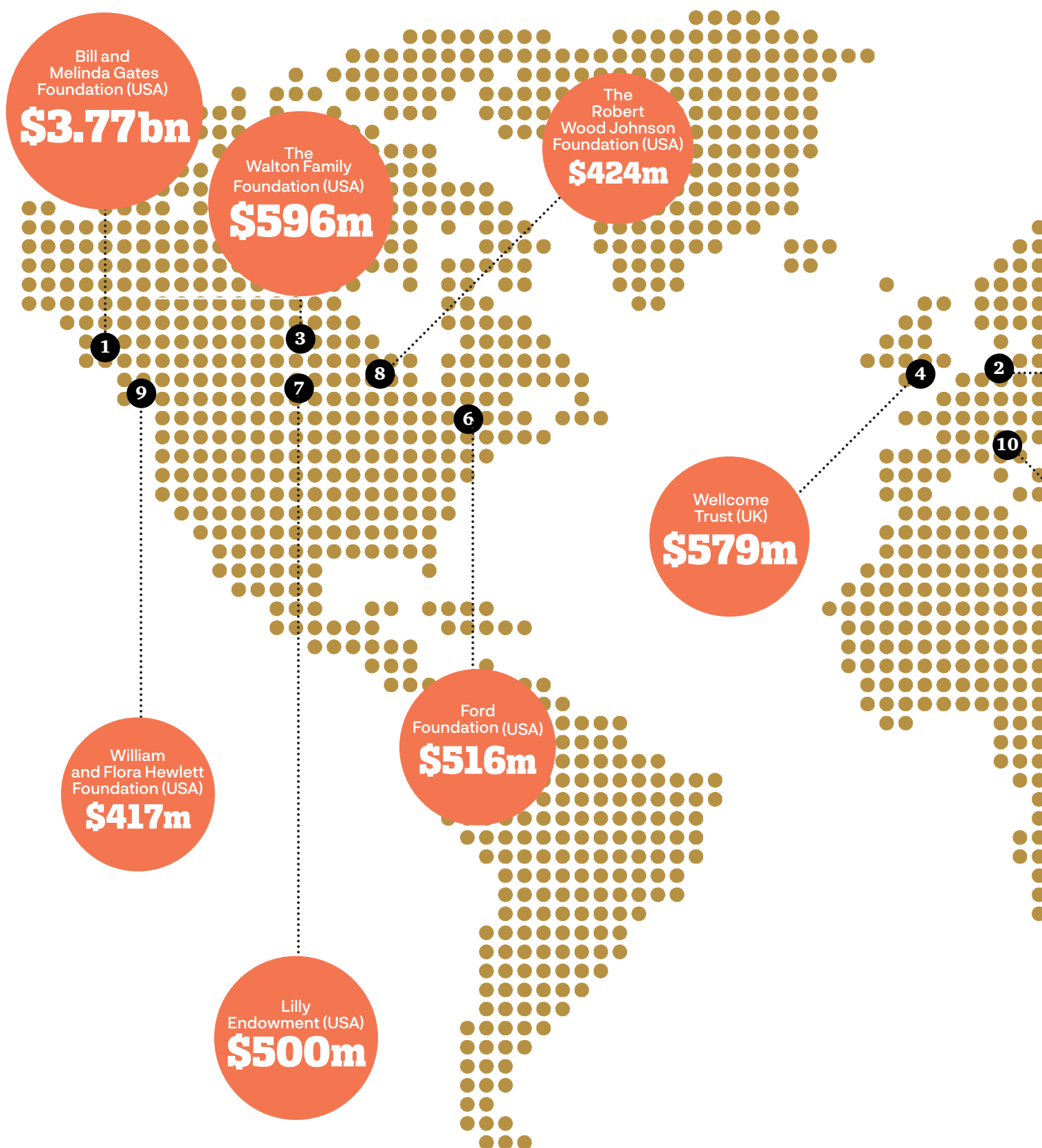


Steve Dinneen Editor | **Billy Breton** Creative Director | **Sheree Fadil** Designer
Linda Telemacque Production Manager | **Gianni Cavalli** Distribution Director

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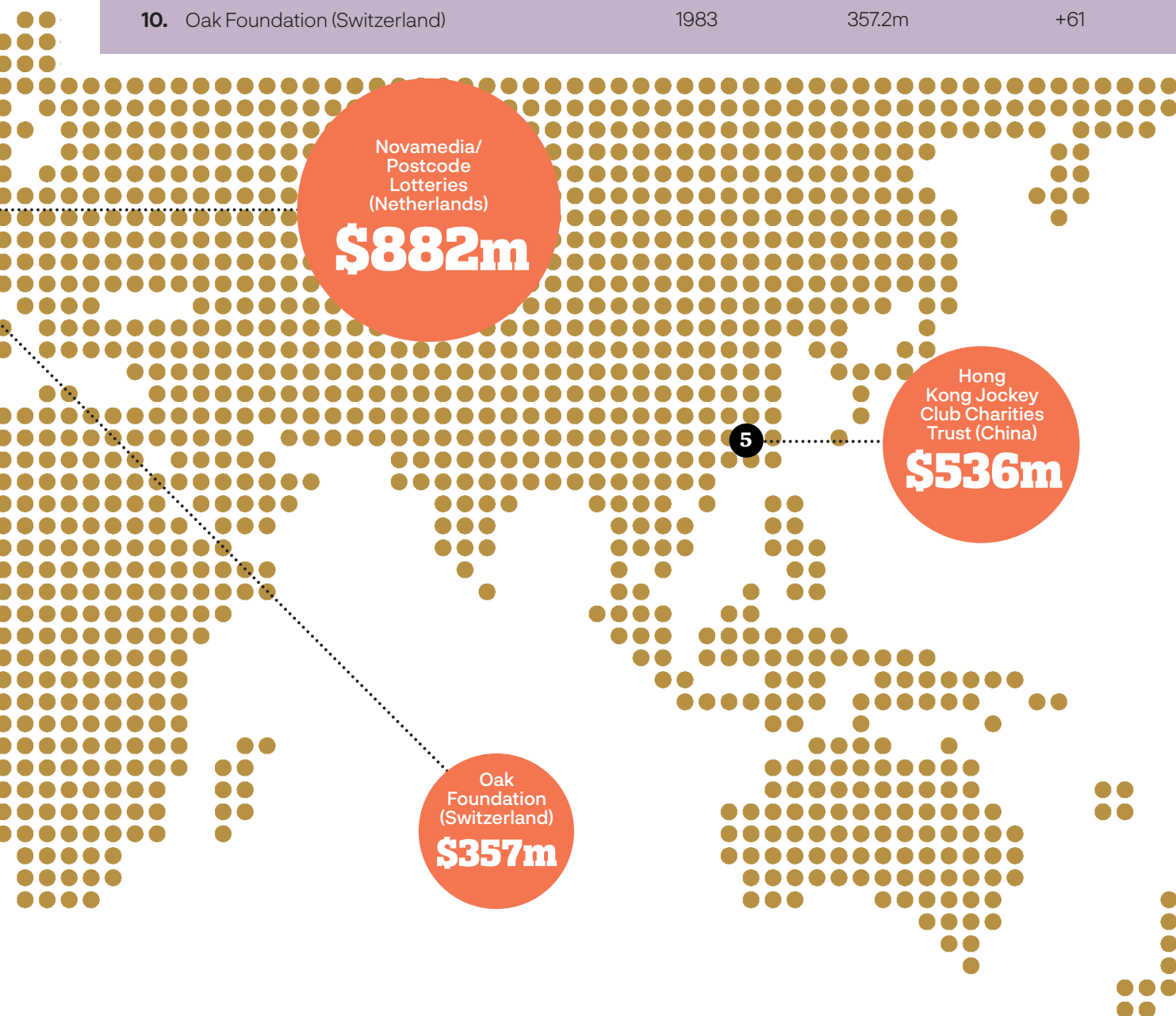
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HOW THE WORLD DONATES: THE YEAR'S BIGGEST GIVERS



THE WORLD'S TOP PRIVATE DONORS

	RANK, ORGANISATION (COUNTRY)	FOUNDED	\$2018/19	% CHANGE
1.	Bill and Melinda Gates Foundation (USA)	2000	3.77bn	-27
2.	Novamedia/Postcode Lotteries (Netherlands)	1989	881.6m	+4
3.	The Walton Family Foundation (USA)	1987	595.9m	+11
4.	Wellcome Trust (UK)	1936	579m	-53
5.	Hong Kong Jockey Club Charities Trust (China)	1993	535.9m	-45
6.	Ford Foundation (USA)	1936	515.5m	-21
7.	Lilly Endowment (USA)	1937	499.7m	-2
8.	The Robert Wood Johnson Foundation (USA)	1972	424.3m	+17
9.	William and Flora Hewlett Foundation (USA)	1967	416.8m	+2
10.	Oak Foundation (Switzerland)	1983	357.2m	+61



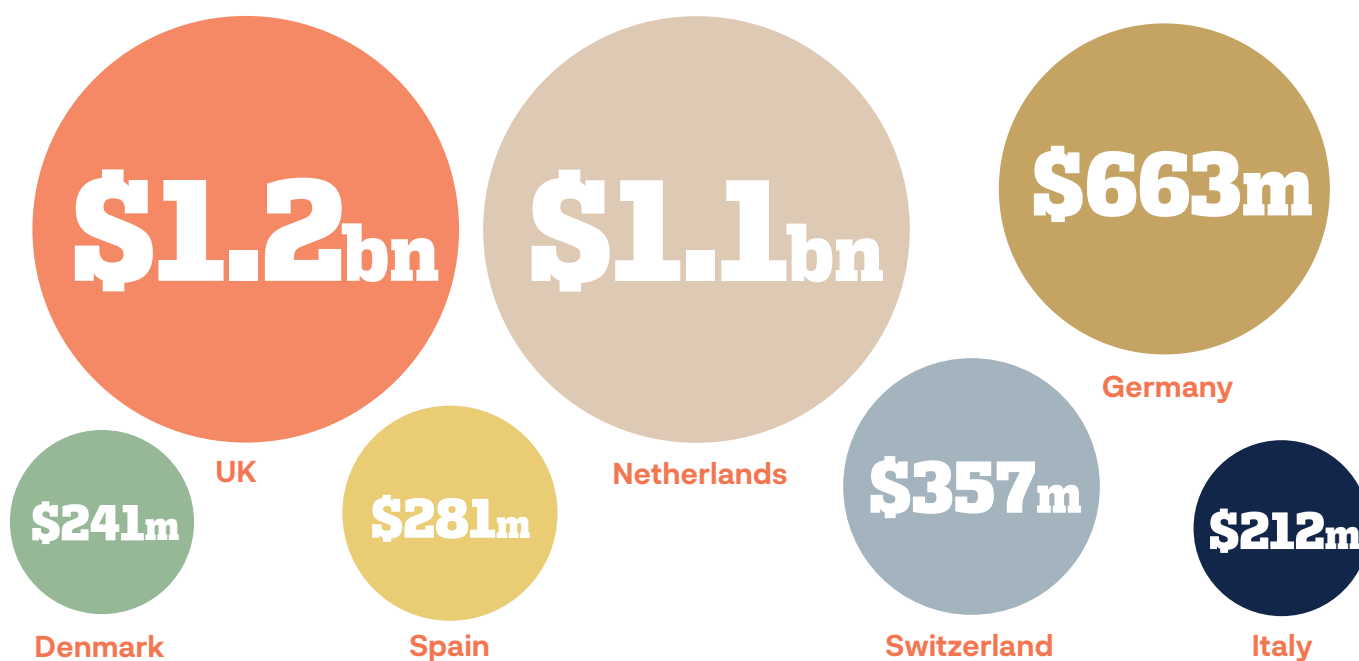
*Based on annual reports. Increase or decrease in grants funded compared to previous year, in original currency.

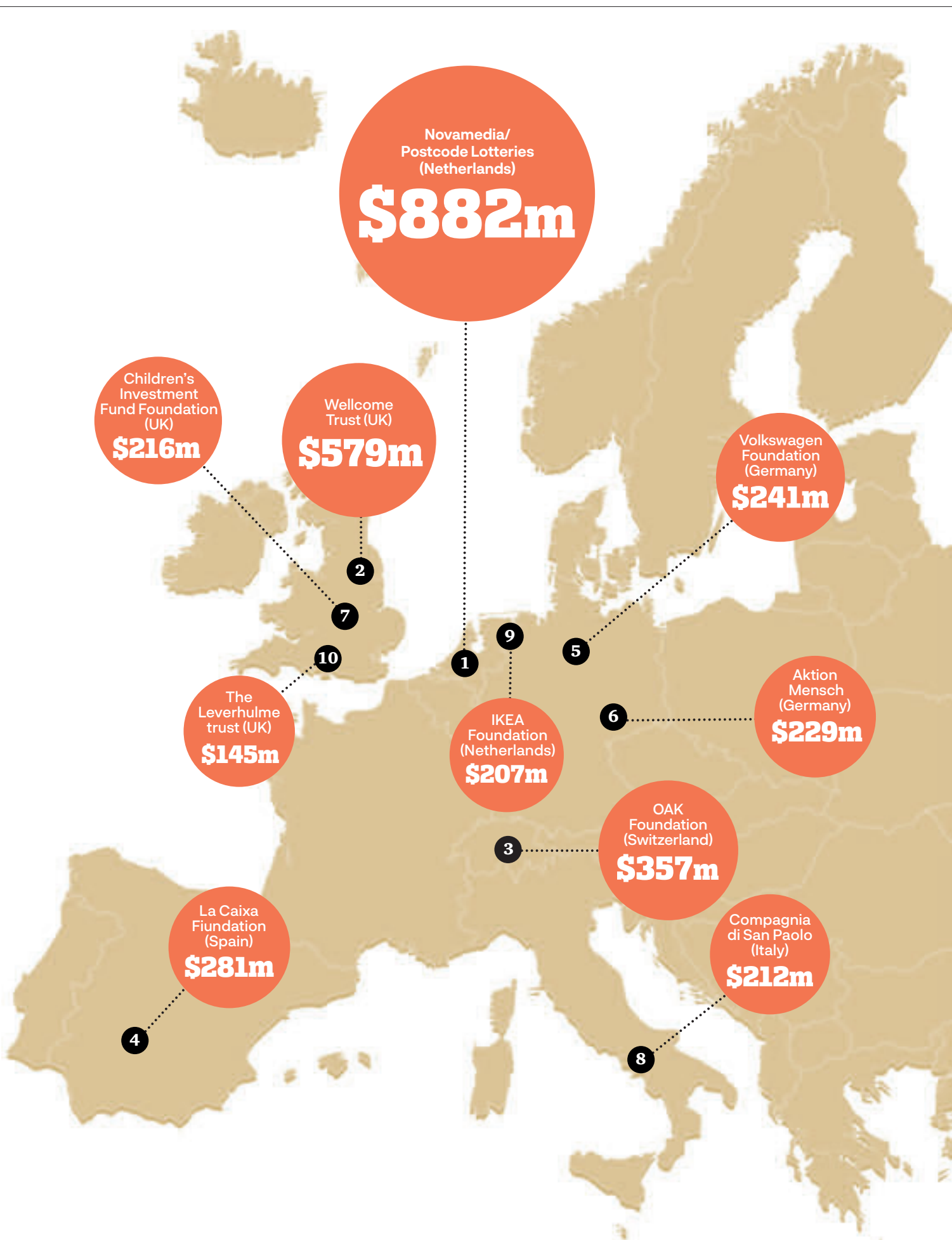
EUROPE'S TOP 20 PRIVATE CHARITY DONORS

RANK, ORGANISATION (COUNTRY)	FOUNDED	\$2018/19*	%CHANGE
1. Novamedia/Postcode Lotteries (Netherlands)	1989	881.6m	+4
2. Wellcome Trust (UK)	1936	579m	-53
3. OAK Foundation (Switzerland)	1983	357.2m	+61
4. La Caixa Foundation (Spain)	1990	280.8m	-6
5. Volkswagen Foundation (Germany)	1961	240.8m	+32
6. Aktion Mensch (Germany)	1964	229.2m	+6
7. Children's Investment Fund Foundation (UK)	2002	216m	-2
8. Compagnia di San Paolo (Italy)	1563	212.2m	+1
9. IKEA Foundation (Netherlands)	1982	207.1m	+22
10. The Leverhulme Trust (UK)	1925	145.2m	+41
11. Church Commissioners for England (UK)	1836	99.7m	-67
12. Garfield Weston Foundation (UK)	1958	92.5m	+9
13. The Lundbeck Foundation (Denmark)	1983	89.8m	+15
14. Realdania (Denmark)	2000	84.4m	-46
15. Robert Bosch Foundation (Germany)	1964	70.4m	-5
16. Villum Fonden (Denmark)	1971	67.2m	-51
17. Deutsche Bundesstiftung Umwelt (Germany)	1990	62.2m	+2
18. Lempriere Pringle 2015 (UK)	2015	61.6m	+310
19. Deutsche Fernsehlotterie (Germany)	1956	60.8m	-29
20. Stichting Benevolentia (Netherlands)	1951	58.4m	-1

*Based on annual reports. Increase or decrease in grants funded compared to previous year, in original currency.

EUROPE'S TOP 20 TOTAL DONATION PER COUNTRY







Optimism can be a powerful call to action. And it has a multiplier effect: the more optimists there are working for a better future, the more reasons there are to be optimistic.

– BILL AND MELINDA GATES

Financed by two of the three richest people in the world, the Gates Foundation has now made grants of over \$50bn since its inception in 2000. With nearly 15,000 employees, the Foundation uses its substantial portfolio of investments to create solutions to complex and entrenched problems. Its ultimate goal is to help all people to lead healthy, productive lives. Causes tackled have included producing a malaria vaccine, gun control reform and education reform.

The Foundation focuses on just a few issues at a time in order to have greatest impact, and to identify issues which are the biggest barriers that prevent people from making the most of their lives. So in developing countries, it focuses on health, hunger and extreme poverty. In the US it seeks to ensure that everyone, especially those with the fewest resources, has access to the opportunities they need to succeed in school and life.

For each issue it works on, the Foundation funds innovative ideas that could help remove these barriers: new techniques to help farmers in developing countries grow more food and earn more money; new tools to prevent and treat deadly diseases; new methods to help students and teachers in the classroom.

In 2018 the Foundation launched major new efforts to expand economic opportunity in the US and advance women's economic empowerment globally. It opened a new office in Berlin and established the Gates Medical Research Institute, a biotech non-profit dedicated to saving the lives of the world's poorest people through translational medicine.

The Foundation accepts and even expects that some of the projects it funds will fail. It recognises that an essential role of philanthropy is to make bets on promising solutions that governments and businesses can't afford to make. Philanthropists have the

opportunity to learn which bets pay off, to adjust their strategies and share the results so everyone can benefit. Through this process, the founders are optimistic that their investments will enable more children and young people to survive and thrive; that it will empower the poorest to transform their lives and inspire people to take action to change the world. As the Gates write in their most recent annual letter, "Optimism can be a powerful call to action. And it has a multiplier effect: the more optimists there are working for a better future, the more reasons there are to be optimistic."

Bill Gates made his fortune through Microsoft but now owns just one per cent of the company, having sold or given away much of his stake. His focus is predominantly his philanthropic work through the Bill and Melinda Gates Foundation. Warren Buffett donated the bulk of his fortune to the Foundation in 2006, initially doubling the Foundation's resources.

Bill and Melinda Gates and Warren Buffett are all in agreement that the right approach is to focus the foundation's work in the 21st century. Consequently the Foundation is set up to spend all of its resources within 20 years of Bill and Melinda's deaths. The decision to use the foundation's entire resources in this century underscores the Foundation's optimism for progress and determination to do as much as possible, as soon as possible, to address its comparatively narrow set of issues.

Both Gates and Buffett are keen to encourage a culture of giving among the wealthiest elite, and in 2010 created the Giving Pledge. This is an open invitation for billionaires, or those who would be if not for their giving, to publicly dedicate the majority of their wealth to philanthropy.

Today, the pledge includes 204 of the world's wealthiest individuals from 23 countries. It also provides a forum for philanthropists to discuss challenges, successes and failures, and devise ways to be smarter about giving.

1

Bill and Melinda Gates Foundation

USA, FOUNDED 2000

\$3.767bn





Above: Amal and George Clooney being interviewed at a People's Postcode Lottery event, for which they are ambassadors



Novamedia/ Postcode Lotteries

NETHERLANDS, FOUNDED 1989

\$881.6m

Novamedia is a social enterprise that aims to use its investments in lotteries, media and publishing to contribute to a fair and better world. Since its formation in 1989, Novamedia's charity lotteries have raised over £10bn for thousands of charities and social initiatives worldwide. Its Postcode Lottery model now operates in five countries across Europe and, at the start of 2018, the Lotteries reached the milestone of 10m subscriptions.

Novamedia's motto is 'making good citizenship fun!', reflecting its core values: to be sustainable, courageous, sharing and fun. As such, the Postcode Lottery's innovative approach involves people winning together with their neighbours whilst supporting hundreds of charities. Unlike the majority of entrants into the Giving List, whose funds are derived from an endowment, charity lotteries continuously raise money, which is donated to various charities. It is the players who make it all happen.

Novamedia's Postcode Lottery is based on a subscription model in each country in which it operates. For instance, in Great Britain, players sign up with their postcode and pay £10 per ticket (for up to six tickets) each month. This enters them into every prize draw, for which prizes are announced every day of the month. These include the £1,000 Daily Prize paying out £1,000 per ticket drawn; the Saturday and Sunday Street Prizes which award every ticket in one postcode £30,000; and the £3 Million Postcode Millions draw which shares out the

prize fund on a per-ticket basis.

Following in the success of Postcode Lottery operations in the Netherlands, Sweden, Great Britain and Germany, in 2018 the Norsk Postkodelotteri started in Norway. After years of attempting to gain permission in Norway, it has finally been granted, with 125,000 available subscriptions to the Lottery. At least 50 per cent of the net proceeds will go to SOS Children's Villages and the WWF, after deducting prizes.

The Postcode Lotteries worldwide are supported in their work by a number of prestigious International Ambassadors. The late Nelson Mandela was the first ambassador for the Lotteries, followed by Archbishop Desmond Tutu and Professor Muhammed Yunus, all three of whom are Nobel Peace Prize winners. Other ambassadors include Roger Federer, Emma Thompson, Bill Clinton, Richard Branson and George Clooney.

At the end of 2016, Stichting de Novamedia Fundatie (The Novamedia Foundation) became the sole shareholder of Novamedia, after Novamedia founders Boudewijn Poelmann and Annemiek Hoogenboom donated all of their shares to it. This Foundation was established to ensure that future profits will only be invested in new social initiatives, such as charitable lotteries. Doing so is intended to seal the social enterprise's mission and protect Novamedia permanently from any takeover bids. As Poelmann says, "We wanted to leave something behind – and that has become this company. Even after our departure, it should not fall into the wrong hands. That's why we've made it impossible that any shares can ever be sold".

THREE DECADES OF GIVING

Novamedia's Postcode Lotteries have been making dreams come true, raising billions and changing lives since 1989. We look back at some highlights of an extraordinary organisation.

Novamedia is best known for its Postcode Lotteries, which have raised 10 billion euros for charities and good causes around the world. The Postcode Lottery format is an international success story with a unique concept at its heart – neighbours winning together. Pictures of happy winners waving big cheques, accompanied by smiling Postcode Lottery ambassadors, are familiar to newspaper readers and television viewers.

But the story behind the success of the Postcode Lottery format is perhaps less well-known. The Dutch Postcode Lottery led the way. Nationale Postcode Loterij was launched in the Netherlands in 1989 to raise money for charitable organisations which work to create a fairer, greener world.

In 2005, the success of the Dutch Postcode Lottery prompted Novamedia to



Above: Postcode Lottery founders Boudewijn Poelmann and Annemiek Hoogenboom with Amal and George Clooney;
Below: Winners of People's Postcode Lottery in Hull celebrate after winning

launch two more lotteries – the Svenska PostkodLotteriet in Sweden and People's Postcode Lottery in Britain.

People's Postcode Lottery was first piloted in the north of England. Three years later, in 2008, it was launched in Scotland and since 2010 it has been operating throughout Britain. Players have raised more than £500 million for 7,500 charities and good causes in Britain and beyond.

In 2016, the Deutsche Postcode Lotterie was launched throughout Germany, and was followed by the Norsk Postkodelotteri in Norway in 2018.

In the Netherlands, Novamedia also operates two other lotteries – the Friends Lottery and the BankGiro Lottery, launched in 1998 and 2002 respectively.

Thirty years after the first Postcode Lottery was launched, there are now more than 11m players in the Netherlands, Sweden, Britain, Germany and Norway.

As the Postcode Lotteries enter a new decade, the big question is: Where next?



3

The Walton Family Foundation

USA, FOUNDED 1987

\$595.9m

According to Bloomberg's annual ranking, the Waltons are the richest family in the world. Collectively the family owns just under 50 per cent of the world's largest retailer, Walmart. The family foundation was set up by Walmart's founders, Sam and Helen Walton, in 1987. The foundation focuses on education, freshwater and marine conservation and improving the quality of life in the founders'

home region of Northwest Arkansas.

It is very much a family-led foundation, seeking to continue the legacy of the Walton family through focused philanthropy. The five board members are all children or grandchildren of the founders, and other family members serve the foundation through committees. In 2020 the foundation will be led by a new executive director, Caryl M Stern, selected after an extensive nationwide search by the foundation's board. Stern has more than 30 years experience in the nonprofit sector as a child advocate and civil rights activist, most recently serving for 12 years as president and CEO of UNICEF USA. In that role, she led the day-to-day work of the organisation's national office and 10 regional offices.

The Foundation prefers to partner with those who are closest to the problems, because they are usually closest to the solution. So in its environmental work, the Foundation works with farmers, fishermen, ranchers, businesses, conservationists and all those who live the places it works. And in its educational work, the Foundation supports the growth of schools that transform the lives of children, especially those from low-income communities. To do this it collaborates with schools of all kinds – public charter schools, traditional district schools and private schools – on bold ideas that will prepare students for a lifetime of success in school, career and life.

The Foundation seeks to tackle tough problems by making an impact that improves lives today, but also to ensure that it lasts to benefit future generations. So while there is an urgency to its approach, the Foundation is very much committed to the issues it works on for the long term, and constantly evaluates its efforts to make sure its solutions are effective and lasting.

The Foundation measures progress in its



Above: The Walton Family, whose foundation invests heavily in educational and environmental programmes; **Below:** One of the farming communities working with the Foundation

conservation work by the increasing use of conservation solutions that benefit nature and people, the number of wetland acres or river miles restored, and recovery of depleted fisheries. "We believe in conservation solutions that make economic sense and stand the test of time. That's how we answer urgent problems today and benefit future generations."

Meanwhile, it measures the progress of its educational programmes by the number of children, especially those from low-income communities, who can access schools that prepare them for success. It favours public policies that put educators in charge of decisions that matter most, such as staffing and curriculum, and helping more parents to find high-quality schools that best meet the needs of their children, helping them to reach their full potential.





Above: The Wellcome Trust operates the Wellcome Collection, which promotes medical and health literacy

4

Wellcome Trust

UK, FOUNDED 1936

\$579m

When the pharmacist, medical entrepreneur, philanthropist and collector Sir Henry Wellcome died in 1936, his will included instructions to establish a charity for “the advancement of medical and scientific research to improve mankind’s wellbeing.” In his lifetime, Wellcome-funded scientists developed antitoxins for tetanus, diphtheria and gas gangrene, as well as developing antihistamines, standardised insulin and other medicines. The Trust’s approach today reflects the breadth of Wellcome’s interests, and his conviction that health can be improved when research generates, tests and investigates new ideas.

The Trust supports researchers, tackles big health challenges, campaigns for better science and helps everyone to get involved with science and health research. For instance, one of the world’s biggest challenges is how to be better prepared for the next major epidemic.

Some of the ways the Trust is helping to outsmart epidemics include co-funding the development of a new Ebola vaccine; funding studies such as the Wellcome Global Monitor, which surveys attitudes to science, health and vaccines across the world, informing research and policy; training health workers to reduce risk of infection; research into the ethics of medical trials involving pregnant women (of urgent importance during the Zika virus); developing research leaders in regions most affected by infectious disease; encouraging governments and global businesses to take part in building a more secure future for global health; and public engagement, such as ‘Contagious Cities’, an international cultural project supporting local conversations about epidemic preparedness.

This year the Wellcome Trust has slipped from second to fourth place worldwide, and from first to second in Europe. Its grant-giving in 2018 was less than half of its value in 2017. However, this reduction simply reflects the timing of significant commitments in a year with no renewals after major five-year grants and one-off commitments in 2017. As the Trust’s director, Jeremy Farrar, says, although no large funding commitments were made this year, over the next five years the Trust will maintain its total spending.

Wellcome’s work is funded by its £25.9bn investment portfolio. Despite the turmoil in the global economy, its annualised nominal return from its portfolio has been 11.7 per cent over the last decade. Over this period as a whole, its charitable commitments have increased. However, the Trust is not complacent and recognises that the investments environment requires caution and such outstanding returns cannot be expected to continue indefinitely.

In July 2018, the Wellcome Trust introduced its £250m Leap Fund, inspired by the technology and venture capital industries as an additional model for funding research. Its aim will be to bring scientists and innovators together to pursue specific exceptional breakthroughs in science and health. This Fund will invest in early, high-risk ideas, with the aim of achieving genuine breakthroughs in a much accelerated timeframe.



Above: The Hong Kong Jockey Club Charities Trust obtains its net earnings from racing and betting

5

Hong Kong Jockey Club Charities Trust

CHINA, FOUNDED 1993

\$535.9m

Founded 135 years ago, the Hong Kong Jockey Club obtains its net earnings from racing and betting. Throughout its history, the Club has been an integral part of Hong Kong society, contributing to the city's social and economic progress. It is committed to always be "riding high together for a better future" with the people of Hong Kong.

The Club's long tradition of donating to charitable causes became integral to its operation in the 1950s, as Hong Kong struggled to cope with post-war reconstruction and a massive influx of immigrants. In 1993 The Hong Kong Jockey Club Charities Trust was established to administer donations from the Club. Approximately 90 per cent of the Club's annual operating surplus after tax is donated to the Trust, enabling it to play a significant role in the community's development.

Working with government, non-governmental organisations (NGOs) and community partners, the Trust is committed to improving the quality of life of the people of Hong Kong, and providing immediate relief to those most in need. As a philanthropic organisation in its own right, the Trust also proactively identifies and initiates projects that anticipate future community and social needs.

The Trust funds a very wide range of projects, but over the next three to five years

has a strategic focus on four areas: empowering youth for a hopeful future; building an age-friendly Hong Kong; making sports fun and accessible to all; and building a culturally vibrant Hong Kong by enriching lives and promoting social inclusion.

The substantial drop in the Hong Kong Jockey Club's grant-giving of 45 per cent in 2018 should not be seen as evidence of an overall decline in giving. The value given in 2017 was almost twice the Club's usual giving, due to a special donation to construct the Hong Kong Palace Museum, as part of the celebrations to mark the 20th anniversary of Hong Kong's transfer in 1997 from British colonial rule to China. Without this additional donation, there was a 2 per cent increase on grant-giving in 2018 on the previous year. Furthermore, grant-giving in 2018 was higher than the average over the last decade.

“

The Hong Kong Jockey Club Charities Trust is committed to improving the quality of life of the people of Hong Kong, and providing immediate relief to those most in need

6

Ford Foundation

USA, FOUNDED 1936

\$515.5m

In 1936, Edsel Ford, son of Henry, founder of the Ford Motor Company, established the Ford Foundation with an initial gift of \$25,000. Today it's no longer a local Detroit foundation but an international organisation with a \$12bn endowment, annually granting around half a billion dollars to organisations around the world.

Addressing inequality is at the centre of everything the Ford Foundation does. Around the world, billions of people are excluded from full participation in the political, economic, and cultural systems that shape their lives. The Foundation views this fundamental inequality as the defining challenge of our time, one that limits the potential of all people, everywhere. It is dedicated to the advancement of human welfare through reducing poverty and injustice, strengthening democratic values, promoting international cooperation and advancing human achievement.

To address and respond to the underlying drivers of inequality it has identified, the Foundation makes grants in seven

interconnected areas: civic engagement and government; creativity and free expression; the future of work(ers); gender, racial, and ethnic justice; just cities and regions; natural resources and climate change and technology and society. It is at the intersections of these areas that real change is believed to be possible.

Throughout its history, the Foundation's approach has been characterized by a continuous emphasis on three 'I's': institutions, ideas and individuals. The Ford Foundation has helped launch institutions like Human Rights Watch, the Public Broadcasting Service, and South Africa's Legal Resources Centre. The Building Institutions and Networks (BUILD) initiative is a five-year, \$1bn investment in the long-term capacity and sustainability of up to 300 social justice organisations (current grantees) around the world. The ideas, insights, and research that have seeded pioneering movements like public broadcasting, microfinance, legal services for the poor, community development, and internet rights – to name a few – have received

support from the Foundation. Nearly 50 Nobel laureates were Ford Foundation grantees before they won their prizes. Thousands of extraordinary individuals, ranging from Martin Luther King Jr to Nelson Mandela, James Baldwin to Gloria Steinem, Muhammad Yunus to Ai-jen Poo, have received investment from the Foundation.

The Foundation moved from Detroit to New York in 1953 in order to become an international philanthropy organisation. After initially leasing space in the city, in 1967 an iconic headquarters building was constructed, later designated a landmark.

A major renovation and restoration project from 2015-18 has created a contemporary workspace that is collaborative, open and environmentally friendly. The Ford Foundation Center for Social Justice is a hub for social good. Home to the Ford Foundation and three organisations aligned with its mission, the building features 81,000 square feet of convening space for the social sector, and a historic atrium garden and social justice art gallery which are both open to the public.



Above: 'Miss Azania', a fictional beauty contest competitor for a fictional African nation, an artwork that was on display at the Ford Foundation Gallery in New York



Lilly Endowment

USA, FOUNDED 1937

\$499.7m

Below: The Lilly Endowment focuses heavily on community programmes in its home state of Indiana; here a community gathers to watch the solar eclipse

According to family legend, it was on the porch of the Lilly family summer cottage at Lake Wawasee in north-central Indiana in 1936 that Eli Lilly suggested to his father and brother that they form an organisation to continue the family tradition of being generous in public affairs. Lilly Endowment Inc was formally established in 1937 with gifts of stock in Eli Lilly and Company, the family's pharmaceutical firm founded in 1876. Over the last 80 years, the Endowment has made grants totalling nearly \$9.9bn to nearly 10,000 charitable organisations.

Founded for the "promotion and support of religious, educational or charitable purposes", the Endowment has sought to nurture the human spirit, intellect and character throughout its history. The founders viewed character and human development in the context of community and encouraged unselfish concern for the welfare of others. The value they placed on philanthropy was expressed by Eli Lilly when he said: "Owing everything we are to the past and present generations, each of us must be willing to give unstinted help to others".

The founders shared the conviction that philanthropy was something to be quietly practiced and not heralded. As a consequence, the Endowment has typically maintained a relatively low profile and encouraged any attention to be given to its grantees, their staffs and volunteers who actually carry out the charitable work.

The Endowment supports community development, education and religion. In particular it is interested in supporting projects that benefit young people and that strengthen financial self-sufficiency in the charitable sector. After identifying experienced organisations and emerging efforts that have the potential to address effectively important challenges and needs, the Endowment provides more than just grants. In addition to funding, it helps organisations to realise their potential by providing consulting and technical assistance, research and evaluation support, and connections to other organisations with relevant aims and experience.

While programmes are funded throughout the US, especially in the field of religion, much of the Endowment's grant-making reflects its founders' commitment to their hometown, Indianapolis, and home state of Indiana. For instance, in 2019 the Endowment awarded nearly \$15m to the National Fund for Sacred Places to support congregations and preserve significant portions of America's religious and cultural landscape.

Beyond religion, the Endowment also supports (on an invitational basis) programs that enhance higher education opportunities for African-Americans, Native Americans and Latino Americans throughout the US; key organisations in the US's philanthropic infrastructure and selected research and educational programs important to the advancement of giving and volunteering; and disaster relief and recovery efforts and public policy organisations throughout the US.





Above: The Robert Wood Johnson Foundation, which focuses on healing through community programmes rather than primary care

The US's largest philanthropy dedicated solely to health, the Robert Wood Johnson Foundation has worked for over 40 years improve the most pressing health issues facing America. The

Foundation was created in 1972 after Robert Wood Johnson II bequeathed over 10m shares of Johnson & Johnson common stock, or about \$1.2bn. Johnson was one of the sons of Robert Wood Johnson I, the co-founder of Johnson & Johnson, the world's largest manufacturer of healthcare products. Johnson's vision was to improve health and healthcare in America, especially for those most in need. In his words: "There is no area of social responsibility more important than the care of the sick and the injured, and I think it best to confine my Foundation to the area of healing."

Just as Johnson turned the family business into one of the world's largest healthcare corporations, the Foundation established in his name has grown from a small community foundation to influencing nationwide changes. For instance its impact has been felt in efforts to improve the nation's health and healthcare, from the development of the 911 emergency call system to the improvement of care at the end of life. Nevertheless, the US spends more money per person on

8

The Robert Wood Johnson Foundation

USA, FOUNDED 1972

\$424.3m

healthcare than any other advanced nation, yet its health outcomes lag behind.

Today the Foundation remains dedicated to building a Culture of Health that provides everyone in America a fair and just opportunity for health and well-being. This is to recognise that health cannot be improved by focusing primarily on the healthcare system since our health is influenced significantly by where we live, learn, work and play.

So for instance, the Foundation supports the Build Healthy Places Network, a national initiative which is fostering collaboration between the community development and health sectors to advance health equity. It is working to expand understanding of the similarities between the root causes of poverty and poor health, and develop tools to assist leaders and practitioners who are helping create communities where all people have the opportunity to live healthy and rewarding lives.

The Foundation is also aware that no single organisation or sector can change the trajectory of America's health alone. To achieve this will take unprecedented collaboration: a movement for better health. Bringing about lasting change is only possible by working alongside others with the shared belief that everyone should have the opportunity to lead a healthier life.

9

William and Flora Hewlett Foundation

USA, FOUNDED 1967

\$416.8m

Established in 1966, the William and Flora Hewlett Foundation is a nonpartisan, private family foundation that advances ideas and supports institutions to promote a better world. The range of grantmaking reflected the Hewletts' lifelong interests in other cultures and societies, and in improving the quality of life of people both locally and globally.

Following Bill Hewlett's death in 2001 and the transference of his estate, the Foundation's assets more than doubled to \$8.5bn, making it one of the largest private foundations in the US.

For over half a century the Foundation has supported efforts to advance education for all, preserve the environment, improve lives and livelihoods in developing countries, promote the health and economic well-being

of women, support vibrant performing arts, strengthen Bay Area communities and make the philanthropy sector more effective.

The biggest proportion of grants in 2018 (totalling \$168m) were made as part of the Foundation's work on the environment. The Foundation describes climate change as an urgent global crisis that affects every problem philanthropy seeks to solve, whether it's improving health, alleviating poverty, reducing famine, promoting peace, or advancing social justice.

The Hewlett Foundation has been investing for a number of years in various strategies to avoid the worst effects of climate change and spare human suffering by reducing greenhouse gas emissions. Grants focus on cleaning up power production, using less oil, using energy more efficiently, preserving forests, addressing non-CO2 greenhouse gases, and financing climate-



Above: The William and Flora Hewlett Foundation, one of the largest private foundations in the world, supports charities both locally in the US and globally

friendly investments. The Foundation makes grants both in developed countries with high energy demand and developing countries with fast-growing energy demand or high deforestation rates.

The Hewletts cared not only about the issues and institutions they supported, but also innovation in the field of philanthropy itself. This concern is still in evidence today, as reflected through the Foundations' Effective Philanthropy Programme, which in 2018 comprised \$21m in 174 grants.

For instance, the Fund for Shared Insight is a collaborative effort among funders that pools financial and other resources to make grants to improve philanthropy. The Hewlett Foundation's organisational effectiveness grants provide targeted support to their existing grantees to help strengthen their internal systems, enabling them to do their work better and enhance their impact.

10

OAK Foundation

SWITZERLAND, FOUNDED 1983

\$357.2m

The Oak Foundation was established in 1983 by British-born billionaire businessman Alan Parker and his wife Jette Parker, who still serve on the board of directors today. Now aged 80, Alan Parker was co-owner and CFO of the Hong Kong-based firm Duty Free Shops International (today DFS Group) which retails luxury goods in major airports and resorts worldwide. The Foundation is based in Geneva, Switzerland, but also has a presence in Denmark, India, Tanzania, the UK, the US and Zimbabwe.

Established to address issues of global, social and environmental concern, particularly those that have a major impact on the lives of the disadvantaged, today the

Foundation has 11 programmes and has made over 4,000 grants to organisations around the world. The Foundation's six main programmes are: the environment; preventing child sexual abuse; housing and homelessness; international human rights; issues affecting women; and learning differences. It also funds four national programmes relating to Brazil, Denmark, India and Zimbabwe. In addition, Oak provides special interest grants to organisations outside of the budget of its programmes, which in 2018 consisted of seven grants worth almost \$124m (significantly higher than grants awarded within any single programme). As well as health, philanthropy and learning-related special interest grants, Oak has recently focused on human rights, resulting from concern about it being the end of the human rights era, and on climate change.

In September 2018, in the largest-ever philanthropic investment focused on climate change mitigation, 29 philanthropists pledged \$4bn over five years to combat climate change. Oak has pledged \$75m, representing its commitment to accelerate proven climate and clean-energy strategies, spur innovation and support organisations around the world to protect the air we breathe and the communities we call home.

In all its work Oak pursues rights-based approaches, gender equality and partnership with the organisations it funds. The Foundation supports civil society as a pillar of democracy and justice and seeks to nurture innovation and visionary leadership within it.



Right: Oak Foundation supports marginalised groups, particularly ethnic minority women, homeless people, children, immigrants and refugees

11

W.K. Kellogg Foundation

USA, FOUNDED 1930

\$345.1m

Top right: The Cooking Up Change initiative, which helps children learn about nutrition



The W.K. Kellogg Foundation was established by its namesake in 1930, with instructions to “Use the money as you please so long as it promotes the health, happiness and well-being of children.” Guided by the belief that all children should have equal opportunity to thrive, the Foundation has worked ever since with communities to help vulnerable children realise their full potential in school, work and life.

Based in Battle Creek, Michigan, the Foundation works throughout the US and with sovereign tribes, concentrating up to two-thirds of its grant-making in priority places of Michigan, Mississippi, New Mexico and New Orleans, Chiapas and the Yucatán Peninsula in Mexico, and in Central and South Haiti.

It has committed to working in these priority places where there are high concentrations of poverty and where children face significant barriers to success for at least a generation.



Above: The David and Lucile Packard Foundation provides summer opportunities for kids across California

In 1939 in a small rented garage in Palo Alto David Packard and Bill Hewlett founded what would become one of the world’s leading technology companies, Hewlett-Packard. David and his wife Lucile formalised their long-standing commitment to philanthropy in 1964 when they established the David and Lucile Packard Foundation.

The Foundation seeks to promote positive, lasting change related to the environment, science, children, reproductive health and their local community.

After David’s death in 1996, the Foundation was named the beneficiary of a major portion of his estate. Today, their children and grandchildren take an active role in the work of the Foundation and

12

David and Lucile Packard Foundation

USA, FOUNDED 1964

\$333.8m

continue the important work begun by David and Lucile. For instance, demonstrating the Foundation’s long-term commitment to conserving natural resources, it commissioned the largest Net Zero Energy certified building in the world for its headquarters. The Foundation hopes to inspire others to construct buildings that are more environmentally sustainable.

13

Andrew W. Mellon Foundation

USA, FOUNDED 1969

\$309.5m



Above: Mariska Hargitay speaks at the NCCS Rays of Hope gala at the Andrew W Mellon Auditorium

Born in 1855, Andrew W Mellon excelled as a businessman and banker, a politician, an art collector and a philanthropist. Among the many companies Mellon helped to found and fund were ALCOA, Carborundum, Koppers, and Gulf Oil. Acquiring extensive holdings, by 1914 he was one of the richest men in the US. He became Secretary of the Treasury (1921-32), during which time he cut taxes, enforced prohibition, and presided over a period of unprecedented financial prosperity until the Great Crash of 1929, which ultimately led to his resignation.

After his death in 1937 his son and daughter established two separate

foundations, which they merged in 1969 and named in his honour.

During his life, Mellon gave away nearly \$10m, mostly to educational and charitable institutions in his native Pittsburgh, but he also established the National Gallery of Art in Washington DC, which the Foundation has continued to support intermittently over the years. The Foundation seeks to promote the centrality of the humanities and the arts to human flourishing and to the well-being of diverse, fair, and democratic societies.

Grants are made in four core program areas: higher education and scholarship in the humanities; arts and cultural heritage; scholarly communications; and international higher education and strategic projects.



Above: The Gordon and Betty Moore Foundation supports various conservation initiatives

Co-founder of Intel Corporation, the creator of the world's first microprocessor, Gordon Moore helped to shape what we now recognize as Silicon Valley and the technology sector. In 2000, Gordon and Betty Moore established a foundation to create positive outcomes for future generations and make a significant and positive impact in the world.

In pursuit of that vision, the Foundation fosters scientific discovery, environmental conservation, patient care improvements and preservation of the special character of the San Francisco Bay Area. In 2016 the Foundation launched 'Moore Inventor Fellows', a program which each year invests in five early career scientist-inventors and their inventions, so creating the scientific and technological revolutions of the future.

The 2019 fellows are focusing on areas from 3D printing to underwater autonomous vehicles, plant immunity, improved on-chip photodetectors and an immune system in a test tube.

With more than \$4.5bn in assets, each year approximately five per cent of the endowment is paid out. In 2018, Gordon Moore transitioned to chairman emeritus and Paul Gray became the second chairman.

14

Gordon and Betty Moore Foundation

USA, FOUNDED 2000

\$295.7m

15

John D. and Catherine T. MacArthur Foundation

USA, FOUNDED 1970

\$285.7m



Above: Mary Reid Kelley, the 2016 MacArthur Fellow; the foundation supports creatives among others

John D and Catherine T MacArthur were quiet philanthropists in their lifetime, giving primarily to organisations in cities where they lived: Chicago and Palm Beach. In 1970 they set up a foundation with assets from the immensely successful Bankers Life and Casualty insurance company and real estate holdings. After John's death in 1978, when his assets of \$1bn were assumed by the Foundation, it has made grants totalling more than \$6.8bn to organisations in around 50 countries.

The MacArthur Foundation supports creative people, effective institutions, and influential networks building a more just,

verdant, and peaceful world. The Foundation makes 'big bets', that is, significant and urgent investments to achieve transformative change on some of the world's most pressing social challenges, including advancing global climate solutions, decreasing nuclear risk, promoting local justice reform in the US, and reducing corruption in Africa's most populous country, Nigeria.

In addition to the long-running MacArthur Fellows Program, in 2019 MacArthur opened the global 100&Change competition, which offers a \$100m grant to fund a single proposal that will make measurable progress toward solving a significant problem.

16

La Caixa Foundation

SPAIN, FOUNDED 1990

\$280.8m



Above: Picasso's Retrato de Jacqueline, on display at the La Caixa supported Museo

The largest charitable foundation in Spain, 'la Caixa' was established in 1990 and stems from the Spanish bank founded in 1904 by Catalan lawyer Francesc Moragas.

The Foundation is committed to building a better, fairer society in which the most vulnerable have more opportunities. It seeks to fund programmes with the greatest power to transform society, such as those tackling child poverty and social exclusion, and promoting employment and improving the living conditions of the most vulnerable.

The Foundation's vision also includes making science and culture available to all segments of society. While a lot of la Caixa's social, educational and cultural work focuses on Spain and Portugal, it also has an international arm, and seeks to combat inequalities faced by the most vulnerable groups in countries in Africa, Asia and Latin America via programmes that help to achieve the UN's Sustainable Development Goals.

The Mastercard Foundation was created in 2006 by a gift of shares from Mastercard International shareholders on the day of its initial public offering. It operates independently from

Mastercard and is based in Toronto, Canada. With commitments of over \$2.2bn, the Foundation has partnered with more than 150 visionary organisations to increase financial inclusion and access to youth learning in Africa and ultimately to improve the lives of over 33.8m families.

Building on learning from its first decade of work, as well as extensive consultation at all levels, the Foundation decided to focus primarily on youth unemployment in Africa. In 2018, Young Africa Works, the Foundation's strategy for the next decade was launched with the announcement of the ambitious goal of enabling 30m young people to

secure dignified and fulfilling work by 2030. This approach builds on the Foundation's experience in financial inclusion, education and training, using youth employment as an indicator of its progress in poverty reduction and improving lives.



17

Mastercard Foundation

CANADA, FOUNDED 2006

\$267m

Left: The Mastercard Foundation has the ambitious goal to help 30m young people into dignified work by 2030

18

The Simons Foundation

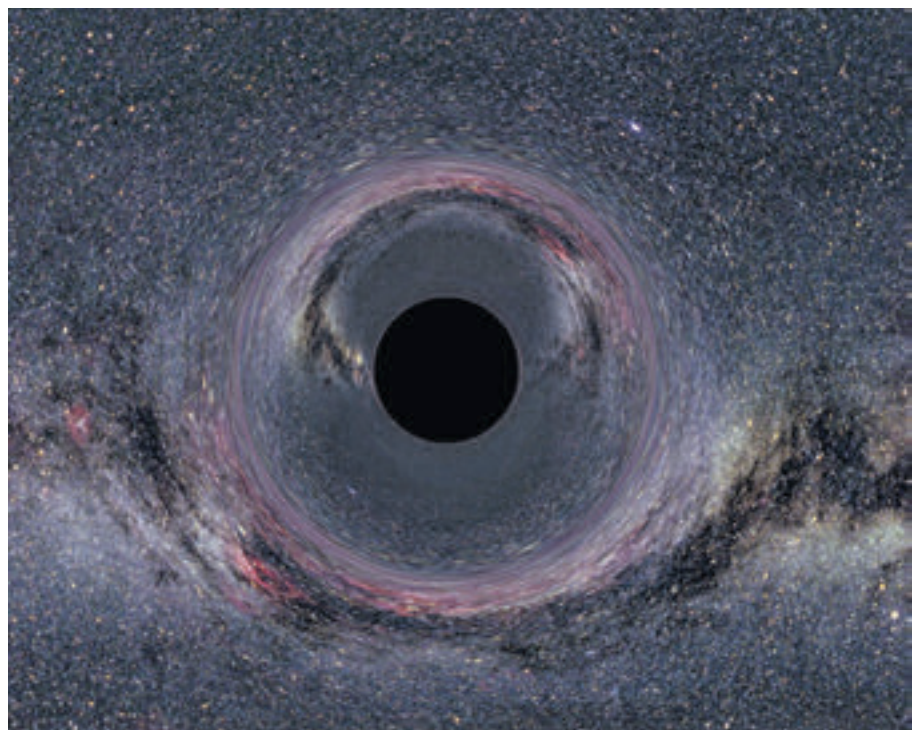
USA, FOUNDED 1994

\$255m

The Simons Foundation was founded in 1994 by American mathematician, billionaire hedge fund manager and philanthropist Jim Simons and his second wife, economist Marilyn Simons,

who has run the Foundation for the last 25 years. The Foundation exists to advance the frontiers of research in mathematics and the basic sciences. It supports research by making grants to scientists working in mathematics and physical sciences, life sciences, autism research and outreach and

education. With the launch of the Flatiron Institute in 2016, the Foundation also conducts computational scientific research in-house, however only the Foundation's grant-making activities have been used in compiling the *City A.M.* ranking in accordance with our methodology.



Above: The Simons Foundation supports research into mathematics and physical sciences

19

Helmsley Trust

USA, FOUNDED 2011

\$246.1m

The Leona M and Harry B Helmsley Charitable Trust aspires to improve lives by supporting a range of organisations with a major focus on health and medical research, in addition to supporting work on conservation, education, social services, and cultural access. Current programmes are varied and include Crohn's disease, Israel, New York City, rural healthcare, type 1 diabetes and vulnerable children in Sub-Saharan Africa. The Helmsley real estate empire began in the 1930s and made an indelible mark on the New York City skyline. Harry B Helmsley (1909-1997) became one of the country's biggest property holders, owning the Empire State Building and many of New

York's most prestigious hotels. During her life, Leona was known as a ruthless businesswoman and earned the title 'Queen of Mean'.

In 1989 she was convicted of federal income tax evasion and served 19 months of a 16-year sentence in prison. Nevertheless, she and her third husband Harry left a great philanthropic legacy during their lifetimes, donating many millions to a wide range of causes, focusing primarily on health-related institutions and efforts.

The Helmsley Charitable Trust began its active grantmaking in 2008 after the passing a year earlier of Leona Helmsley, who left nearly all of her estate to the Trust, giving its trustees the responsibility to decide which charitable purposes to support.



Above: The Helmsley Trust's work includes helping vulnerable children in Sub-Saharan Africa



Above: The Volkswagen Foundation only funds academic institutions, supporting higher education and research in science, technology, the humanities and social sciences

20

Volkswagen Foundation

GERMANY, FOUNDED 1961

\$240.8m

The Volkswagen Foundation is the largest private research funding foundation in Germany. The Foundation only funds academic institutions, supporting higher education and research in science, technology, the humanities and social sciences. It places a special emphasis on providing support for

junior researchers and fostering cooperation between researchers across disciplines, cultures and nation states.

Contrary to what its name may suggest, the Volkswagen Foundation is neither a corporate foundation nor affiliated to the motor company; its decision-making bodies are autonomous and independent. After the Second World War, claims to the Volkswagen factory were made by several parties, but there

was no clear owner. After lengthy disputes, government 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. In 1961 this new foundation, known as Stiftung Volkswagenwerk until 1989, was set up and began its activities a year later. Since then, it has supported over 30,000 projects.

FOCAL POINT: THE CHARITY YEAR IN PICTURES

Some of the most striking images that show the amazing benefits of charitable donors around the world, from specially trained sniffer rats to disaster relief



Picture by Marcus Bleasdale for Human Rights Watch:

Children living with albinism in the central Mozambican province of Tete are widely discriminated against, stigmatised, and often rejected at school, in the community, and sometimes by their own families. Here Flavia Pinto, head of Azemap, a volunteer-run organisation that supports people with albinism, smiles with a toddler she is in the process of adopting. The child's father was convicted of attempting to sell him.

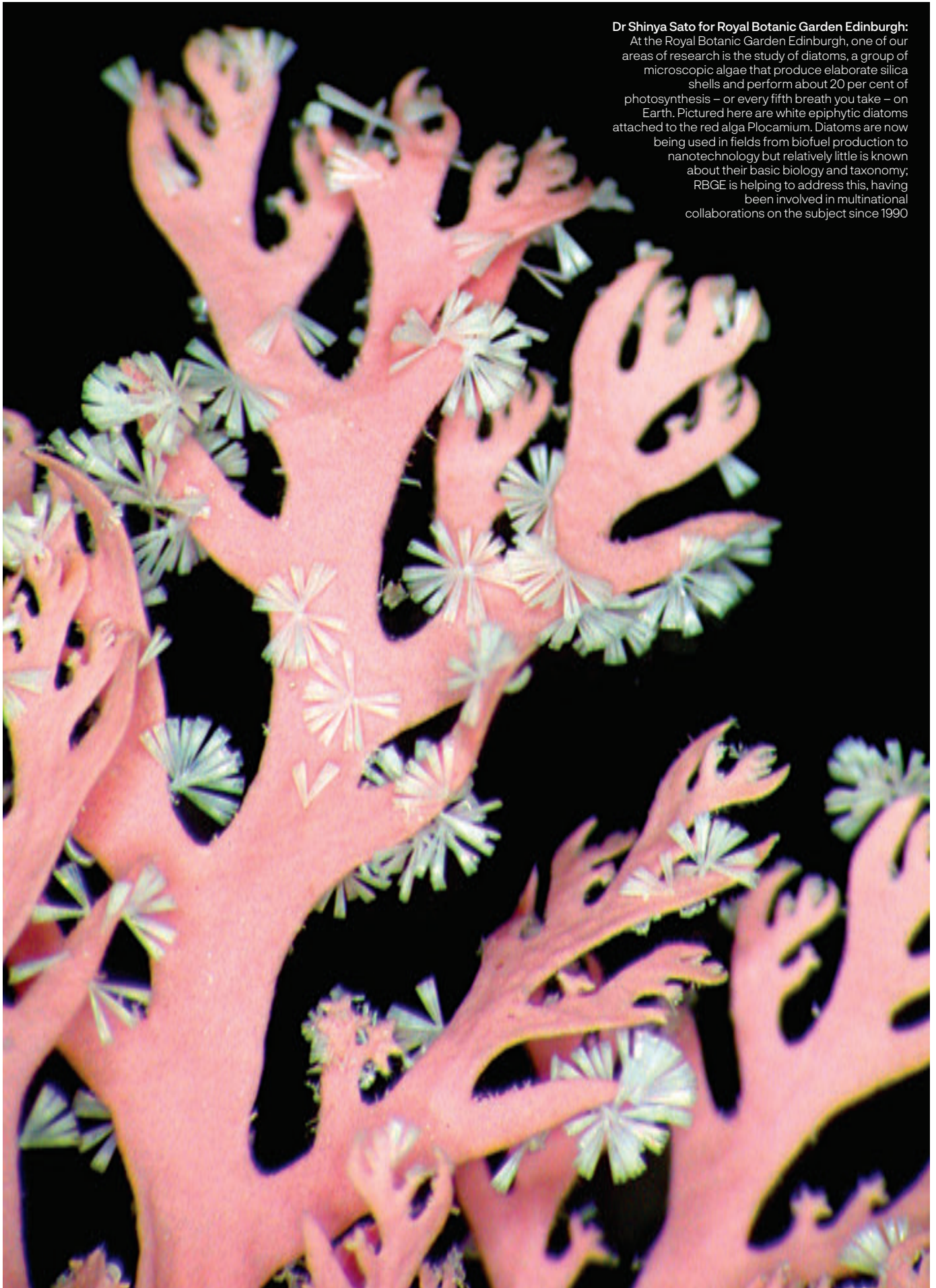
Picture by APOPO: HeroRATs searching for buried explosives in Angola. The rodents are trained over nine months to sniff out landmines so they can be safely deactivated. Angola has struggled with explosive remnants of war since 2002, when its decades-long conflict finally ended. An estimated fifth of the population is affected by landmines, which not only kill and maim innocents but also deprive communities of basic needs such as water and fields for livestock. Charity APOPO has worked in the country since 2012 and has had a positive impact on tens of thousands of lives and allowed hundreds of people to return home and farm their land.



Picture by CARE International:

Lucia Francisco, 33, is a mother of six children. She is seen with her six months old youngest daughter. They live near the village of Tica, Mozambique, an area greatly impacted by Cyclone Idai, which not only affected her region, but 2.6m people across three countries. When humanitarian photographer Josh Estey took the picture she had just returned to what had been a flooded home and was trying to salvage what remained of her life. CARE International works with victims of humanitarian emergencies around the world, helping people get back on their feet after everything from military conflict to natural disasters.





Dr Shinya Sato for Royal Botanic Garden Edinburgh:

At the Royal Botanic Garden Edinburgh, one of our areas of research is the study of diatoms, a group of microscopic algae that produce elaborate silica shells and perform about 20 per cent of photosynthesis – or every fifth breath you take – on Earth. Pictured here are white epiphytic diatoms attached to the red alga Plocamium. Diatoms are now being used in fields from biofuel production to nanotechnology but relatively little is known about their basic biology and taxonomy; RBGE is helping to address this, having been involved in multinational collaborations on the subject since 1990



Left: Dame Ellen says moving towards a circular economy model can generate billions as well as help to save the planet

A CIRCULAR ECONOMY TO SAVE THE GLOBE

DAME ELLEN MACARTHUR broke the world record for being the fastest solo sailor to circumnavigate the globe in 2005. But she gave up her life as a professional racer to face a new challenge — changing the future of our global economy. She sets out her plan for change.

In 2008, I made a decision I never thought I would make, to give up my dream job of sailing around the world and focus on a new challenge — to change the future of our global economy. Spending 71 days alone at sea with nothing more than the bare essentials made me understand something for the first time: the meaning of the word finite. My boat was my entire world and the things on it were the only things I had for my survival. I had to manage every last item carefully. Stepping off the boat at the finish line, I realised that, just like my boat, our world is a system of finite resources.

Once I had made that connection, I couldn't put down the thought. I began a journey of learning, speaking to CEOs, scientists, economists and experts across industry and academia. One thing that I learnt very quickly was that the issue wasn't just about fossil fuels. It was also materials like tin, copper, zinc and silver, which will all eventually run out, some in less than a generation.

As I learned more, I began to adapt my own behaviour. I started to buy less, use less, do less, but it never sat right with me. Surely this was not the answer. Even if everyone on the planet started using fewer resources, that would still just be a way of buying ourselves more time, making the materials we have stretch a little further. I realised the system itself is fundamentally flawed and that we needed to rethink and reshape our entire global economy.

But what should that look like and how would we get

there? Could we move away from the overriding message that we just need to reduce our impact on the world and instead of trying to do less harm, actively try to do good? What if we had a system that was regenerative and restorative by design — one that uses resources, rather than using them up? Could we create a world with no waste — a world where pollution, landfill and ocean plastic are things of the past?

In natural systems, materials flow in cycles. The nutrients from one species become food for another, organisms live and die, and eventually they are returned to the soil and the cycle starts again. But, as humans, we have created a different system. Our system is linear, extractive and wasteful. We take materials from the planet, make products from them, and eventually throw them away.

When we have finished wearing our clothes, they are burned or end up in landfill, currently at a rate of one truckload every second. When we remove a piece of plastic packaging from a product, we throw it away, with only 14 per cent getting recycled. If we continue to produce more new plastic and allow much of it to leak into the environment, there could be more plastic in the ocean than fish by 2050.

These actions not only damage the environment around us but they allow value to be lost from the economy. Each year, the fashion industry alone loses \$500bn due to clothing becoming waste. In the plastics sector, 95 per cent of packaging material value is lost to the economy after a first use cycle, equating to \$80-120bn each year. ►



► Transforming our linear economy into a circular economy offers a huge opportunity to recapture this value by designing out waste and pollution, keeping products and materials in use, and regenerating natural systems. If we acknowledge that waste and pollution are the results of issues overlooked during product design, it follows that we can choose to view waste and pollution as a design flaw instead of an inevitable outcome. We can then innovate our way towards its elimination.

Take a drinks bottle, for example. Instead of being designed to be thrown away, it can be designed so that it can be sent back to the bottler, to be washed and refilled. The bottle can be designed to be more durable, so it lasts longer and can be reused many times. When it reaches the end of its usable life, the materials that make up the bottle can then be recovered and remanufactured into a new one. For fast moving consumer goods, like bottled drinks, there is an estimated material cost-saving potential of up to \$700bn globally in a circular economy.

To keep more complex products and materials in use for longer, we can also rethink product ownership. Take a car, for example. The average European car is parked

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For fast moving consumer goods, like bottled drinks, there is an estimated material cost-saving potential of up to \$700bn globally in a circular economy

92 per cent of the time, meaning it is significantly underutilised. For most people, the important thing is having access to transport, not owning the materials that make up the car. Car manufacturers can sell mobility as a service, rather than selling cars. By moving to a shared transport model, car utilisation can be increased and, because the vehicles are still owned by the manufacturer, can be designed to last as long as possible, and repaired and remanufactured.

We can also design out waste and pollution in our biological systems, starting by rethinking how we produce and consume food. Imagine a food system where you can not only enjoy a delicious and nutritious meal, but where all of the ingredients also help to tackle climate change and biodiversity loss. A system that regenerates nature instead of degrading it, and enables food to be sourced locally when appropriate, where we make the most of our food.

By 2050, 80 per cent of food is expected to be consumed in cities. Cities are also hubs for businesses whose innovation capabilities can drive transformation of the food system. Food product developers within brands and chefs in restaurants can design products and



Above: Dame Ellen MacArthur delivers a speech after changing her vocation from sailing to saving;
Right and below: Dame Ellen during her days setting world records on the high seas



menus that support environmental regeneration and waste elimination. Through sourcing, they can support regenerative farming practices that move us away from a system that impacts the health of our ecosystems to one that rebuilds them.

Regenerative farming is most associated with the creation of healthy soil but it also incorporates practices such as agroforestry – trees and shrubs grown near crops to improve biodiversity and limit land erosion – and new seafood production methods that benefit marine ecosystems. It also has the potential to reduce annual greenhouse gas emissions by the equivalent of permanently taking nearly one billion cars off the road.

To unlock the economic, societal, and environmental benefits of such a transition in our European food system, an investment of €70bn is expected to be needed. While this is significant, globally, actions taken by cities alone towards a circular economy for food could generate annual economic, environmental and health benefits worth \$2.7 trillion by 2050.

The potential for a return on investment in a circular economy across systems has encouraged pioneering financial institutions to step forward to accelerate change. Italian



Food product developers within brands and chefs in restaurants can design products and menus that support environmental regeneration and waste elimination

banking group Intesa Sanpaolo has committed to helping redefine business strategies and to provide financial support for investments, addressing the redesign of the industrial system. The EU has allocated €650m for circular economy research and innovation under Horizon 2020, and €5.5bn under Structural and Investment Funds for waste management.

Most recently, investment management company, BlackRock launched its first circular economy fund with the Ellen MacArthur Foundation, driving investments in businesses already contributing to, or benefiting from, the transition to a circular economy.

With funds being targeted towards growth of a circular economy, it is time for us all to consider the role we can play in designing out waste and pollution, keeping materials and products in use, and regenerating natural systems. We have a unique opportunity to secure a better future for businesses, society and the environment, moving away from our reliance on finite resources. I believe we can succeed in tackling the challenges that face us, by seizing the opportunity to redesign our global economy and by acting now.

🔗 To learn more, visit the foundation's website at ellenmacarthurfoundation.org/circular-economy ■

HOW THE FASHION BUSINESS MIGHT BE ABOUT TO CHANGE FOREVER

Whether you're an advocate or an avoider, we should all care about fashion. Each item of clothing we invest in comes at a high cost to both the environment and the economy, says Make Fashion Circular's **FRANCOIS SOUCHET**

Greenhouse gas emissions from textile production are equivalent to all those created by international flights and maritime shipping annually. To make our clothing, 93 billion cubic metres of fresh water are used every year. These numbers are only increasing, with the amount of new clothing being made doubling in the last 15 years. Yet the number of times we wear an item before it is discarded has fallen by 40 per cent and almost three quarters of all the fibres we make end up in landfill or are incinerated.

The damaging impact on the environment is accompanied by significant losses to the economy. An estimated \$500bn of value is lost every year due to clothing becoming waste and the profitability of the industry is also at risk. The Pulse of The Fashion Industry report projects that by 2030, if fashion brands continue business as usual, they could see a decline in earnings. This would translate into an industry profit reduction of \$52bn.

It doesn't have to be this way. Leaders from across the fashion industry, including brands, manufacturers and innovators, along with cities, philanthropists, and NGOs, are coming together to change the future of fashion. Supporting new collaborative efforts, the Ellen MacArthur Foundation's Make Fashion Circular initiative sets out a vision for a new fashion system: a circular economy in which our clothing is used more, is made from safe and renewable materials, and is remade into new clothing when we have finished

wearing it.

For this vision to become a reality, our clothes must be designed and made to last, and new business models developed through which clothing can be resold, repaired and recycled.

Designers have a vital role to play. They have the power to inform material choices and clothing composition. They can make design choices that enable clothing to have many lifecycles beyond a single owner.

In June, Make Fashion Circular launched the Jeans Redesign Guidelines, bringing together leading fashion brands and manufacturers to transform the way we make jeans. The guidelines set out minimum requirements on garment durability, as well as material health, recyclability, and traceability. They build on existing efforts to improve jeans production and have resulted in 16 organisations committing to putting the first pairs of redesigned jeans on sale by May 2021.

Participant MUD Jeans has gone beyond the guidelines, developing its business model to ensure all of its jeans have more than one life. Alongside purchasing jeans in a conventional way, customers can choose to lease MUD Jeans for €7.50 per month. After one year, they then have three options: swap their jeans for a new pair and continue leasing for another year; keep the jeans and wear them as long as they like; or they can return the jeans to MUD and receive a voucher for a new purchase.

Leasing models like MUD's are growing in popularity, along with subscription models that offer customers affordable access to the latest trends. YCloset offers an online clothing subscription service for \$80 per

month in Beijing, Shanghai and Guangzhou. Its success has attracted \$50m in investment from Alibaba, SBCVC, and other companies, to further expand its offering.

Subscription model development is complemented by growth in the resale market. Having grown 21 times faster than the retail apparel market over the past three years, resale is expected to be worth \$51bn by 2023. Peer-to-peer resale business Depop has raised \$62m to expand its business across Europe and Asia, and luxury fashion resale business The Real Real has partnered with brands including Stella McCartney and Burberry to give clothing a second life.

The Make Fashion Circular #WearNext campaign, which took place in New York in March, saw brands and other key industry actors work with New York City collectors, recyclers and resale companies to give the city's old clothes a new life. As a result of the campaign, clothing collection volumes have increased by an average of 15 per cent across seven drop-off locations in the city between 2018 and 2019 – an increase of 583 tonnes.

The success of projects and emerging businesses shows an appetite for change in the fashion industry and a new perspective on 'what good looks like'. Over the next two years, Make Fashion Circular will work to broaden this perspective to encompass more products, going beyond jeans to establish a shared level of ambition across the industry.

The initiative will also work to ensure the vision is understood and adopted by leading creatives, to change the way products are designed and used, and to change the stories around them.

Circular fashion could not only help save the world – it could also generate billions



THRIFT STORE PARADISE

Wherever you are in Europe, there's never been a better time to head off the beaten high street path and pick up some ethical bargains

With the fashion industry named and shamed as the world's second-biggest polluter, there's a growing need to make more sustainable choices. The 'cheap', 'imported' and 'fast' 21st century approach to buying has seen last season's trends quickly becoming this season's landfill.

But charity shops are working hard to encourage a more circular approach. Gone are the days of rummaging through long-forgotten loft junk, with charities such as Oxfam launching organised superstores. An ethical treasure trove of colour-coordinated rails and handcrafted homewares, its Oxford branch is brimming with eco-friendly bargains and even a drive-thru donation point. As major shopping destinations become increasingly cut and paste – with the world's most iconic shopping streets housing all of the same brands – it sometimes feels impossible to make a one-of-a-kind purchase. And, as if you needed another reason to shop second-hand, there are many worthy causes benefitting to boot.

LONDON

Gravitate towards London's more expensive postcodes such as Marylebone and Chelsea, where the crockery, fashion and bric-a-brac is of the pre-loved and designer ilk. Make a visit to the quirky Mary's Living and Giving in Highgate and you might even luck out on an iconic Chanel quilted bag. Walking into Shelter's 'Boutique' in Kings Cross you'd be forgiven for thinking you'd stumbled into All Saints. Not your average charity shop, it boasts unique vintage pieces at a fraction of the usual cost.

AMSTERDAM

If old items being given a new lease of life is your thing, De Lokatie recycle around 550 tonnes of household goods a year, from furniture and clothing to books and electronics. The recycling retailer boasts three stores in the city, with two of these located in family-friendly North Amsterdam. Whilst there, take a wander around the flea markets at NDSM Werf, an old shipyard transformed into a creative haven. The markets offer everything from second-hand kitchen supplies and jewellery, to upcycled chairs and lighting.

OSLO

If "outside the box", rather than "box-fresh" makes you tick, ultra-hip Grünerløkka is the place for you. The cozy street of Markveien is home to some of Oslo's finest vintage shops. Frøken Dianas Salonger and Ny York vintage & 2nd offer some rare Norwegian and Scandinavian design gems. When in Grünerløkka, a visit to the Salvation Army's own store Fretex Unika can be well worth the visit, as it offers a wide selection of fashion items, handpicked and salvaged by Frelsesarmeen's very own trend spotters.

STOCKHOLM

Södermalm is the charity shop mecca of Stockholm – no matter if you're looking to renew your wardrobe, replace your furniture or get all the kitchen utensils you'll ever need. The Swedish Association of City Mission has several shops in the district. You'll also find a few of the Salvation Army's charity-shop Myrorna, as well as the Red Cross's shop and two shops held by the Swedish NGO Emmaus – one vintage-focused and one a bit more mainstream. If shopping makes you thirsty, you're in the right area as Södermalm offers a wide range of trendy bars, restaurants and pubs.

DÜSSELDORF

Being one of the leading fashion cities in Germany and home to many a fashion company, Düsseldorf's link to Haute Couture is obvious. Yet, there is a vastly developing and ever growing fair and secondhand scene when it comes to clothing or accessories and – not to forget – charity shops run by charitable organisations raising money for a variety of good causes.

Picking the neighbourhood with the best charity shops isn't easy. There are social welfare shops in every bigger district of the bustling Rhine metropolis. Yet the neighbourhood triangle of Friedrichstadt, Unterbilk and Bilk south of the city centre with its accompanying thrift shops, secondhand basics and cozy independent coffee places is a particular paradise for those on the lookout for bargains and hoping to do some good at the same time.





Opposite page: Shoppers in Oslo's Frøken Dianas Salonger; **Left, from top:** King's Cross' excellent Shelter Boutique (also pictured above); A mural at Stockholm's vintage focused shop run by Emmaus; Furniture for sale at Amsterdam's Furniture at De Lokatie



I FOUND MY DREAM WEDDING DRESS IN A CHARITY SHOP

LOUISE DONKIN, EDINBURGH

I didn't initially think about buying my dress from a charity shop. I was meant to be going wedding dress shopping with all my bridesmaids the following week but I was in the vicinity so I decided to try it. I thought it would be good to try some dresses on, if only to eliminate some styles to make the process easier. But the very first dress I tried on fit like a glove and I fell in love with it.

It was in a charity shop specialising in wedding dresses and it only cost £250 – bargain! I have always been one for looking around a charity shop and often spend the day doing so. The key is to go in with an open mind and not to think seasonally – if you see a warm jacket that you love with in the middle of summer, go for it and put it away in a cupboard. I find this really helps me to enjoy the process. Charity shops are so important as they create much needed funding for a range of different causes and they also add something unique to your wardrobe, without breaking the bank (particularly when you're saving for a wedding).

I would highly recommend anyone looking for a wedding dress to hit the charity shops first as you never know what you might find. Wedding dresses in particular are a great find as in most cases they have only be worn once!



ENDING THE HORROR OF FGM

After running away from home the day she was due to be 'cut', Nice Nailantei Leng'ete has become one of the world's most high-profile FGM campaigners.

Words by **CATHERINE DEVENEY**

In the inky blackness of the Kenyan night, eight-year-old Nice Nailantei Leng'ete climbed into the arms of a tree and hid in the foliage, waiting for dawn to break. Last time she ran away, her sister, Soila, came too but this time she was completely alone. If only her parents were alive, Nice thought, perhaps she wouldn't be here. She couldn't run because predators and wild animals might lurk in the dark, but neither could she return home because today was the day she was due to undergo "the cut", a brutal form of female circumcision enforced on all girls in her Maasai village. Lonely, frightened, but determined, Nice dug deep and waited for light.

At 4am, they would be looking for her to give her a cold shower, the only form of "anaesthetic" for the painful process which removes women's genitalia, usually the clitoris and the inner labia, or lips, of the vagina with unsterilized razors. Girls were forbidden to cry or even move their bodies, but Nice had witnessed the extreme pain they were subjected to and had even seen some bleed to death. She didn't want it. But she did want her sister. Soila was two years older than Nice and, this time, had submitted to the brutal procedure in the hope it would save her little sister, who could then return to school instead of being married off. Soila's love and sacrifice made Nice cry.

As the dawn light filtered through the leaves, Nice scrambled down. Now, she could see to run but she could not go by road. The men from the village would be out on motorbikes and cycles to find her and would beat her like last time. She would have to risk the bush where the wild animals lurked. Nice dried her eyes and fled, hoping

to reach her boarding school. Maybe her teacher could help her.

Twenty years later, a tall, dignified, young woman sits in the Edinburgh offices of People's Postcode Lottery. She has travelled to the Scottish capital to receive a Postcode Hero award, alongside George and Amal Clooney, for her ground-breaking work with the health charity AMREF Africa. Nice is 28 now and exudes gentleness with her softly spoken voice and dark, liquid eyes, but there is quiet steel in her approach to "the cut", or Female Genital Mutilation (FGM).

She travels from village to village in Kenya, educating communities and setting up an alternative 'rite of passage' project that has led to the cut being completely abolished in her own village. Her personal determination has saved around 15,000 girls in her community and she has been named by Time magazine as one of the 100 most influential people in the world.

It is estimated that around 200m girls worldwide have been subjected to FGM, with 3m still at risk annually in the 30 countries where it is still practiced, mostly in Sub-Saharan Africa. The first UK conviction for

FGM came in February this year, with a Ugandan mother sentenced to 11 years for offences against her daughter. The practice has no medical basis and can cause major health problem including urinary difficulties, repeated infections, infertility, life threatening complications when giving birth, and depression.

Removing the clitoris removes sexual sensation and FGM is therefore seen as a way of controlling women's sexuality, but it is also simply a cultural convention. "It's not because they don't like their daughters," explains Nice. "It's about culture, a rite of passage from girlhood to womanhood. They are telling you, wake up, you are no longer a child. You are a woman and can do what a woman is supposed to do, even if you are only 10 years old. You are ready to get married, to give birth. It is like giving you a certificate for marriageability."

As soon as a girl is cut, she no longer attends school, so the practice is connected to other social problems like child marriage and lack of education. Nice challenges all of it. "I knew very well from a young age that I wanted to fight for the rights of girls." Is she a feminist? "Yes," she says instantly, and her laugh is warm and joyous. "I see my friends right now and they are mothers of seven children, eight children. These women could be other people, great people, in society right now if they were just given the chance. Every child has a dream. I want to see every girl become the woman she dreams of being."

Perhaps she has her mother's genes. Her mother chaired women's groups in the Masai village, an early step on the feminist path. But her father, too, was a community leader, an award-winning environmentalist who showed his people that protecting

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I knew from a young age I wanted to fight for the rights of girls. Every child has a dream. I want to see every girl become the woman she dreams of being



Above: FGM campaigner Nice Nailantei Leng'ete says surviving the death of her parents and brother means she can get through anything

animals and building a National Park would attract tourists, and therefore help support the community financially. She was close to both, but Nice lost both parents, and a younger brother, all within the space of a year when she was just seven years old. It was a loss that shaped her. When her father was dying, she insisted on sleeping with her head on his chest. "You can never get parental love anywhere else," she says softly.

After both parents died, she and her siblings were divided between different households. But it toughened her up, realising there was nobody else to rely on but herself. "I have undergone so many things, lost so many people. You become responsible when you are young. That's why I am strong. It gave me more energy, more courage." Nothing fazes her because nothing

can ever be quite so challenging again.

"When I meet resistance in my work, I have always seen worse."

Nice was placed with her grandfather, an elder of the village and therefore a man of influence. When she ran away, she reached school but eventually returned to talk to him. "I remember telling him I will run away, become a street child, and never come back. That's when he realised, she's serious! I need to support her."

Given that he was a male elder, with all the power and privileges that traditionally entails, what made him listen to an eight-year-old girl? Nice beams. "He is one of the special men in my life because my father is not here. He inspires me on my journey. He is my good friend and he supports my work, talking about it anytime he has a chance."

As a child, she told him she didn't want to get married. She wanted to continue at school. "Leave her," her grandfather ordered the community. But as the only uncircumcised girl in her village, Nice became an outcast. She was a bad example and forbidden from playing with other girls. "I realised I needed to start talking about it. If I was alone, they would continue to laugh at me, but what if we had 100 girls, 1,000 girls, who had not undergone the cut? They couldn't laugh at all of us."

And so, her work with AMREF began. Women were not allowed to address the elders, but Nice made slow progress and eventually persuaded them to outlaw the cut for all girls in her village. She became the first woman ever to be given "the black walking stick", a badge of honour for ►



Above: FGM campaigner Nice Nailantei Leng'ete is currently writing a book that she hopes will inspire girls and women

► those displaying outstanding leadership. FGM is now illegal in Kenya and Nice is working towards AMREF's target of eradicating the practice worldwide by 2030.

She might not have wanted to marry then, but what about now? "The thing we want girls and women to realise is that they are in charge of their own bodies and should choose when to get married. But for myself... right now I am single still because of my busy work. Men want attention! In my last relationship, the man just said, 'You are too busy. Today you are outside Kenya and when you come back, you are in the community doing the work. You don't have time for a relationship.'"

Eventually, she hopes she will find someone who not only loves her but supports what she does, and that eventually, she will have children. But right now, her love affair is with her work. "To me, it's not just like any job that you wake up and do. It's my passion, something really dear to my heart because of my journey, my people and my community. I always say that it's like I am already married: to these women and communities. I want to make sure every girl can be the woman of her dreams."

Her own dreams are threefold. Firstly, she wants to write a book about her journey, which she has already started working on. An inspirational book, she says, that will encourage others. Next, she wants to build a leadership academy for girls that will act as a safe haven for any young women who run away from home to avoid either the cut or early marriage. "And after that, I am getting into politics. That's the only place you will have more influence and can make better policies for women and girls. And maybe

from politics you will move to international politics. Until you die! You never retire from politics in Africa!"

There is a need for urgency on the issue of FGM. But what's more important in the battle: legislation or education? "Both, but it is not easy to use force to fight attitude. It is very important to have laws because it is a violation of human rights, but we also have to talk to people, make them understand that this practice is wrong."

Remember, she says, that this is a cultural issue. That doesn't mean that Masai culture is ugly. "It is a beautiful culture," she insists. "Our dresses, our traditional beads, our songs and dances... it's good! Our culture teaches us generosity, love and unity, how to live with one another. Whatever small amount you have, how you can share it with friends and neighbours."

It is important to remember that because it puts FGM into a social context. This is about attitudes that are born of tradition. Nice has learned that it is dialogue that changes those attitudes. "More men are

coming out and speaking, more political leaders, more women, more girls like me, younger Nices, now coming out and speaking. Change can only come from within the community... it can't be the other way round."

There is no doubt that there is also a difficulty in her culture with women taking the lead and persuading men to change. Does the lack of respect for women not frustrate her? "Patience... I am a very patient person!" she says. "When I find such situations, the trick is to talk less and give people time to talk more. Listen to what they think... don't argue with them. Respect their views; that is the only way." She's also a psychologist, then? She smiles. "I give people time to change. If I talk to them today, I don't expect them to change tomorrow."

By avoiding the cut, Nice's life was transformed. Her sister was not so fortunate. After the cut, Soila was forced into an abusive marriage. But Nice's work has enabled her to rescue her sister, just as Soila once rescued her. It is payback. Now she and her sister live together but Nice is still haunted by Soila's sacrifice. "I need to encourage her," she says. "I need to make sure she understands there is hope for her and her three sons."

Nice has a middle name, "Reteti", which means hope. She is certainly full of that for the future. The frightened little girl who hid up the tree is long gone, and a confident campaigner has taken her place. She won't give up. "When I see the girls we have helped, it gives me hope. I know there is a long way to go but I see hope for Africa. I see hope for this world."

● To learn more visit amref.org ■

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We want women to realise they are in charge of their own bodies and should choose when to get married. Right now I am single still because of my busy work.

LET US DO MORE

Head of Public Affairs at People's Postcode Lottery **MALCOLM FLEMING**
on why the case for charity lottery reform has never been stronger



Malcolm Fleming with Lord Boateng, Priti Patel, and Clara Govier (MD, People's Postcode Lottery) and Jo Youle (Chief Executive, Missing People)

None in the United Kingdom needs any reminder that 2019 has been a year of unprecedented political turmoil. Against that backdrop, it's good to know that some things in life can be depended upon.

This year's edition of Giving magazine showcases just a few of the thousands of charities which are working around the clock, and around the world, to change lives for the better.

Of course, none of this could be achieved without funding – and the annual list of the world's top private charitable donors always makes fascinating reading.

At number 2 in the global list you will find Novamedia, the owner and originator of the successful Postcode Lottery format.

That format arrived in Britain in 2005 and players of People's Postcode Lottery alone have now raised more than £500m for charities and good causes.

The work of People's Postcode Lottery

complements that of the much larger UK National Lottery. Both are growing strongly, generating increasing funds for causes which really matter to their millions of players.

But there are important differences between the two organisations. For example, People's Postcode Lottery is an external lottery manager, which runs multiple lottery draws on behalf of individual charities and charitable trusts.

And fundraising by charity lotteries is the only type of fundraising to have limits placed on it by law.

Since 2005, the maximum amount that can be raised each year by an individual charity lottery has stood at £10 million. This results in excessive bureaucracy, additional administration costs and has also had the effect of limiting the amount of funds available to small charities.

People's Postcode Lottery, along with national charities, parliamentarians from across the political divide, as well as air ambulance and hospice charity lotteries, have been arguing for these limits to be

raised. That would cut bureaucracy and increase the funds available.

In July 2019, after years of consultation and debate, the then Civil Society Minister, Mims Davies, included a commitment to raise the charity lottery annual sales limit to £50 million with an aspiration to then move to a £100 million annual sales limit.

That was great news for charities across the land. But, unfortunately, the political impasse at Westminster has meant the changes – which were due to be implemented by early 2020 – are still some way off.

This may sound like an arcane political procedure, but it really matters – it is estimated the delay will cost local charities across Britain £13 million next year.

That is why we will continue to work with major charities and small community-based good causes to call for Britain's outdated charity lottery laws to be reformed.

Our message to the politicians remains the same – Let us do more. It's time to make the change for charity's sake.

YOUNG ACTIVISTS

Meet some of the top youth activists who are helping to mould a brave new future. Introduction by **TANYA STEELE**, chief executive of WWF-UK



From left: Penelope Lea, 15, from Norway; Lisa Storcks, 25, from Germany; and Holly Gillibrand, 14, from Scotland

The WWF's 2018 Living Planet Report showed that, since 1970, wildlife populations have declined by 60 per cent. And the climate crisis is the biggest environmental challenge we have ever faced.

Climate change and biodiversity loss are two sides of the same coin – both must be tackled together. We're the first generation to fully realise the harm we're causing the planet, but the last who can act to address it in time. Yet while public concern about the environment is at an all-time high, business, political and other leaders are not acting with the urgency required.

Nine of the 10 hottest years on record have happened this century, one in six species are at risk of extinction because of climate change, and sea-level rise could affect one billion people by 2050. This is not natural – it is human-driven destruction. The impacts of the climate crisis have already become a frequent, devastating reality for humanity, wildlife and our planet, with the poorest communities suffering most.

Inaction is not an option. Our global economy and individual businesses have much to gain by developing economic models that can function in harmony with our planet. The business sector has an immense role to play in driving the transition to a low-carbon economy as well as pioneering action to reverse nature loss and restore the planet's vital natural systems, on which economies, wellbeing and prosperity depend.

These are not far away issues – there is a real and imminent opportunity for the UK, as

the host of next year's climate change summit in Glasgow, to show it can still be a leader on the world stage by helping secure an ambitious global commitment to stop climate breakdown. As a country we have a proud track record – we were the first major economy to enshrine in law a commitment to stop contributing to climate change. 2020 is the moment for the UK to showcase a vision of a greener future, powered by renewable energy, with flourishing sustainable industries and a restored natural world that will help protect us against the impact of climate change.

The youth climate strikes have been a clear sign of growing disquiet about the world's failure to address the urgent problems of climate change and the destruction of nature. Young people are the generation who will be most affected by the climate crisis, and it is vital their voices are heard.

And we must all raise our voices alongside them to demand action. We urgently need governments, businesses, financial institutions and civil society to unite behind a New Deal for Nature and People that will tackle climate change, restore nature and enable the fundamental changes needed to feed the growing global population within the limits of our planet. The fate of the Earth is not a done deal, but we need to act fast. Young people who are demanding action and holding our leaders to account are showing us the way. We caught up with some of the most promising young voices.

LISA STORCKS, 25, GERMANY

Lisa Storcks is a 25-year-old climate activist

for the Youth Programme of WWF Germany. In 2017, she met German chancellor Angela Merkel on a TV live show, extracting a promise that she would hold the German target of 40 per cent greenhouse gases emission reduction by 2020 relative to 1990. Unfortunately, the goal was neither reached nor the promise held. But, she says, the experience showed her what is possible when people communicate heart to heart.

"I'm always searching for opportunities to get in contact with politicians and try to impress upon them the urgent need to act against climate change to save our future, she says. "Due to my studies – I'm doing a masters in economic policy consulting – I'm seeking to build bridges between the economy, the government and the civil society. By walking across these bridges we will save our future."

LILLY, 11, THE NETHERLANDS

Lilly is an international environmental champion. Her work includes being a youth ambassador for organisations including Plastic Pollution Coalition, HOW Global, The Ship of Tolerance London 2019, and YouthMundus.

At just 11-years-old, Lilly has achieved more than most adults and has already established herself as one of the world's most vocal environmentalists. She started 'Lilly's Plastic Pickup' at the age of seven after walking with her grandfather one day and seeing plastic in the streets. So she decided to take action.

Lilly's goal is to inform the world, including global politicians and policymakers, about the harmful effects of climate change and plastic pollution. She is one of the top 100 influencers who tackle plastic pollution in the world.



PENELOPE LEA, 15, NORWAY

Penelope Lea, 15, is a Norwegian activist who spoke at the Our Ocean conference in Oslo in October. She is named as one of 30 under 30 to make the world a better place by the largest business newspaper in Norway.

"When I was eight I read about the climate crises and understood that everything I love is in danger," she says. "I started working with environmental issues the very same day."

Her work includes joining the Norwegian Children's Climate Board, for which she compiled reports on Norwegian children's thoughts, fears and opinions about the climate crisis, later sharing them with decision makers and politicians. She has also attended several COPs, made speeches, participated in debates, written for newspapers, studied science and the impact of plastic pollution, and made documentary films.

She is now a Unicef ambassador with a focus on peace and climate. "I want to work to make sure it's safe for children and youth to participate in the public debate and speak out for what they believe in, without getting harassed," she says. "I am passionate about people's role in democracy. We have the right to knowledge, and the responsibility to keep giving decision-makers the power to do the job we need them to, while keeping them honest in their work."

"To me the fight for climate action is a fight for solidarity. I fight for the right to live, for myself, but also for my friends, for everything I love. Through my work I have made friends from all around the world, people I feel so close to. I want to work as hard as I possibly can to reallocate the



From top: Sofia Borén, 19, from Sweden wearing a sign that reads 'I am glued'; Tanya Steele, the chief executive of WWF-UK

world's resources, making the changes we know we have to make, right now."

SOFIA BORÉN, 19, SWEDEN

Born in Sweden, 19-year-old Sofia Borén is a musician, activist and creative who has spoken openly about her Aspergers syndrome. She is a leading voice in the youth movement taking part in peaceful protest and spreading the climate crisis message.

"I have been depressed most of my life," she says. "Ordinary life is hard, but it is when I see the cruelties of the world that I feel the most depressed, and the state of the world is what has made me seek out suicide as an

option, more than once in my life.

"Needless to say, I am extremely worried over the climate emergency. What scares me the most is that the people who are already the most disadvantaged, are the ones who will be most affected by the consequences of climate change and ecological breakdown."

"Young people tend to see things as black and white. Many adults say that's a weakness, but I say it is one of our greatest strengths. We are uncompromising in our pursuit of justice, and in a world as cursed as ours, that kind of tough love is exactly what is needed."

HOLLY GILLIBRAND, 14, UK

Holly Gillibrand is a 14-year-old environmental activist from Scotland. She is one of a growing number of young people who are willing to make sacrifices in her personal life to raise awareness for the causes she is passionate about. "It is not cool that I am striking from school every Friday because I am worried that I might not have a future," she says.

"It is not inspiring that I am sacrificing my education because nobody is doing anything. We who are on strike are just children and the older generations should be ashamed that we are having to do this."

"My love of the natural world and the anger and frustration that I felt because nothing was happening to prevent the catastrophic collapse of our ecosystems and the climate led me to start my activism. The people in power seem to think that they can continue to get away with business as usual but they are wrong. This is only the beginning. The youth are rising and we will not back down."

● To learn more visit wwf.org.uk

There are amazing, nature-saving initiatives under way, but we can all do more to help preserve natural diversity, says

TOM JARVIS, director of parks at The Royal Parks

Lying in the heart of London, the historic grounds of St James's Park once resonated with the sound of bellowing stags and thundering hooves. Established in 1532 as Henry VIII's private hunting ground, this land formed one of the first of London's eight Royal Parks, all created as monarchs' deer parks and pleasure gardens before being gradually opened to the public over the centuries.

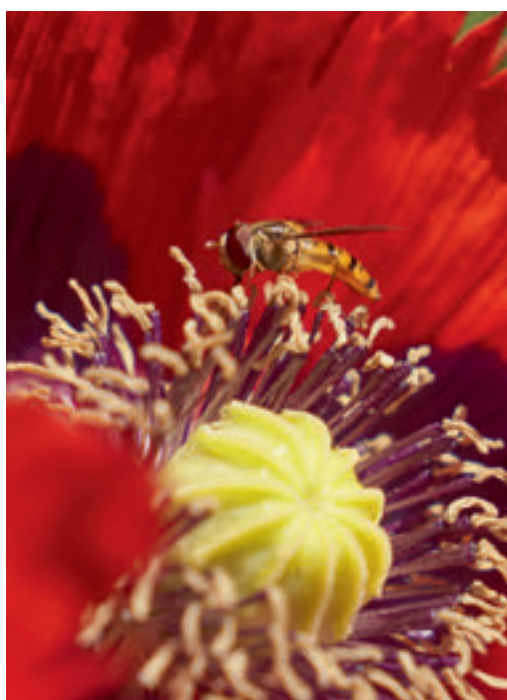
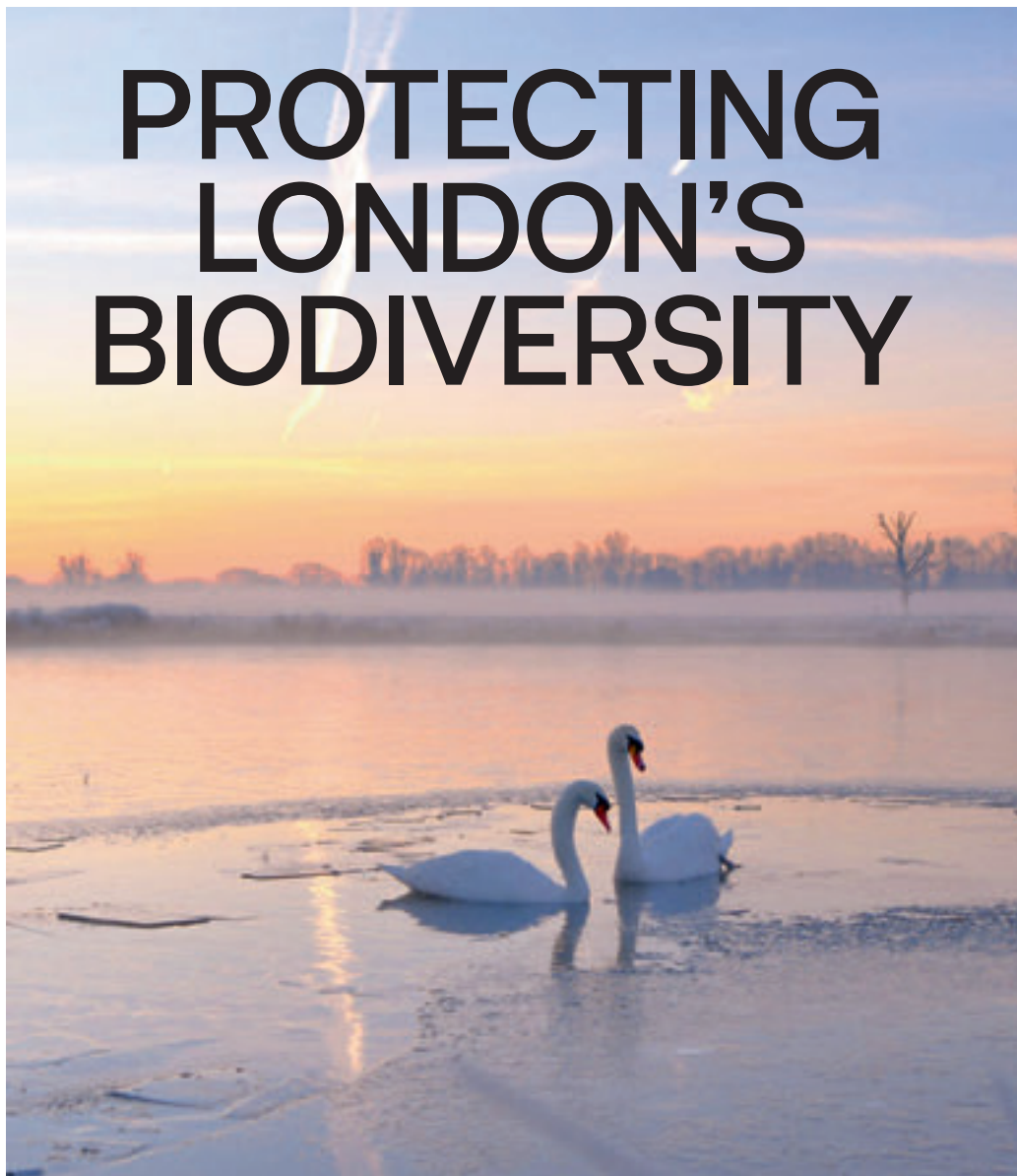
Protected by their royal status, the parks – which also include Hyde Park, Kensington Gardens, The Green Park, The Regent's Park, Greenwich Park, Richmond Park and Bushy Park – are home to hundreds of buildings, statues and memorials, giving a fascinating insight into London's heritage. Covering over 20 square kilometres of the capital, the diverse landscapes hold a rich ecological legacy too; one which, as environmental degradation worsens globally, it is becoming ever more vital to protect.

The Royal Parks charity was founded in 2017 to manage the parks on behalf of the Department for Digital, Culture, Media and Sport. Balancing the needs of 77m visitors annually, for whom the parks provide much needed spaces to relax, exercise and explore, with protecting and enhancing wildlife and preserving natural capital for future generations is at the heart of the charity's work.

Since 2011, London's population has been growing at twice the rate of the rest of the UK and is projected to reach 9.3m by 2021. Associated urbanisation and changes in garden design have resulted in the destruction of 21 Hyde Parks' worth of vegetated domestic gardens between 1998 and 2008, with knock-on effects for London's wildlife. Where green space has been irreversibly lost to development, there is a pressing need to enhance the habitats that remain. The scale and maturity of the Royal Parks make a unique contribution to London's biodiversity. The four central parks form an almost unbroken green chain stretching 4.5km across the city, with lakes, meadows, and mature trees providing vital homes for dragonflies, butterflies and birds. Further west, Bushy Park and Richmond Park, with their nationally important oak trees and acid grasslands are designated Sites of Special Scientific Interest.

The Royal Parks cares for 170,000 trees, from newly planted saplings to 700-year-old veterans. As well as providing habitats for hundreds of species of wildlife, the trees

PROTECTING LONDON'S BIODIVERSITY





Clockwise from left: Swans in an icy lake during a cold snap, photographed by Amanda Cook; A red deer covered in foliage, photographed by Jules Cox; A pair of little owls in Richmond Park, photographed by Paula Redmond; A red deer roars at dusk, by Jules Cox; A hoverfly in Richmond Park



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In Hyde Park alone, 104 species of tree remove 2.7 tonnes of pollutants each year, including sulphur dioxide equivalent to that produced by 2,240 cars

filter pollution and cool the air. In Hyde Park alone, 104 species of tree remove 2.7 tonnes of pollutants each year, including sulphur dioxide equivalent to that produced by 2,240 cars. As horse chestnuts planted in Victorian times reach the end of their lives, and, along with the iconic London plane trees, face increasing pressure from disease and invasive pests, the charity is focusing on new management techniques to combat these growing threats.

The charity's Mission: Invertebrate initiative, which aims to enrich wildlife across the Royal Parks, has received over £2m of support from players of People's Postcode Lottery. Invertebrates, such as insects, spiders and snails, are the cornerstone of biodiversity, supporting birds and mammals, soils and water quality, plant species and tree health. Funding has enabled a programme of expert research to better understand invertebrate populations living in the parks, followed by large-scale projects to help them thrive. Across the parks, new wildflower meadows and orchards buzz with life, while a formal Pollinator Garden in Richmond Park offers gardening inspiration for visitors wishing to create their own habitat havens to provide year-round food for insects.

The Royal Parks charity works to sensitively enhance habitats. Veteran trees have been fenced or left where they fall, their decaying wood sheltering rare and important invertebrates. Mowing has been relaxed, allowing nature-rich grassland to develop, and new reed beds, bankside planting and clearance works are improving the quality of the parks' waterways.

While much can be done in the parks, to truly transform the biodiversity of London's green spaces, habitats must be linked. From garden to churchyard, school playground to park, 'green corridors' allow wildlife to forage over wide areas. Crucially, The Royal Parks is sharing knowledge gained through research and conservation trials with other organisations and works closely with partners on joint projects to positively influence other green spaces in London.

Halting and reversing the net loss of nature requires a combined effort. Since Mission: Invertebrate launched in 2017, over 27,000 people have learnt what they can do to help invertebrates in the parks and beyond. Over 96 per cent of our visitors cite experiencing nature as a key factor in their choice to visit a Royal Park. By investing in people and places, The Royal Parks is ensuring that these evolving landscapes continue to be a haven for wildlife and Londoners amid the bustle of the city.

● To learn more visit royalparks.org.uk

Down to Earth helps vulnerable people in the community by giving them purpose and skills, while creating spectacular, environmentally-conscious buildings like these

BUILDING LIVES

MARK MCKENNA, director of social enterprise Down to Earth, explains how social investment schemes are paying dividends in the beautiful Welsh countryside

In an age when charities and good causes are facing huge demand for their services, it's vital that every pound, euro or dollar of funding makes a real impact. That's why social investment schemes are increasingly in the spotlight. Rather than giving grants, funders provide loans to social enterprises. Once repaid, the money is used to benefit others. Some funders provide a mix of both grants and loans.

At Down to Earth we are taking advantage of this amazing model from the Postcode Innovation Trust. Imagine houses built by and for the people, houses which deliver health care during their construction and then improve the health of occupiers when they are completed. Houses built entirely out of natural materials – materials which are good for people and good for the planet. Imagine creating homes which tackle fuel poverty through good design, and which generate more energy than they consume. Homes which challenge inequality in people and inequality in the environment.

You're imagining a project by Down to Earth. We offer life-changing experiences to south Wales' most vulnerable groups by creating spectacular buildings. Our goal is to tackle inequality through good design, taking an evidence-based approach and applying it to the social and affordable housing sector. Down to Earth then works with housing associations to make sure the homes are fit for the future, built with natural materials, and with sustainable land management in mind.

We help rehabilitate adults with brain

injuries and those who have experienced a stroke. We provide opportunities for people with mental health issues. In fact, we work with individuals from a broad range of backgrounds, including asylum seekers and refugees, people experiencing homelessness and domestic violence, and young people who are not in mainstream education or employment.

Down to Earth was created to help achieve what may, at first, appear impossible. So, it was perhaps inevitable that we would build a relationship with People's Postcode Lottery which has the Nelson Mandela quote "Everything seems impossible until it is done" prominently displayed in the reception of its offices in Edinburgh.

The Postcode Innovation Trust's funding comes from the players of People's Postcode Lottery. There aren't many funders which understand that to achieve what may initially seem impossible, we must do things differently. Or to take another famous quote, this time from Albert Einstein, "The definition of insanity is doing the same thing over and over again and expecting a different result."

Why, then, do so many grant-givers insist on applying the same approach to funding? Why do funders think we must keep creating "new projects" when we already have evidence-based projects which are highly effective? Why do we not invest in scalable projects and approaches which we know work, which is what the private sector does, rather than jettisoning them for something "new"?

Of course, we understand grant sources

are finite and there are many hungry mouths to feed. But if we were truly trying to change the world, is backing short-term, non-scalable projects the way to do it?

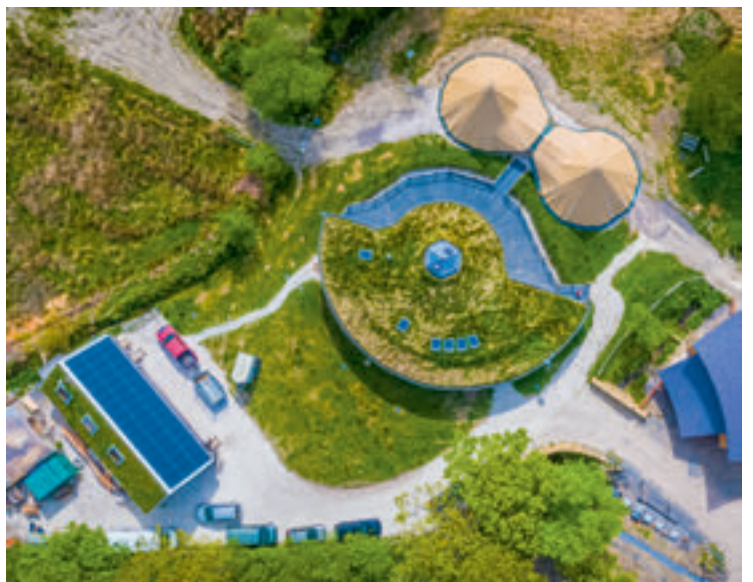
At the other end of the spectrum, we have "impact investment", a hot topic in social entrepreneurship. Aligning with more conventional investment models, investing for impact demands not only a return for investors, but for society as well, which makes it relatively high risk for the social entrepreneur.

Then you have the Postcode Innovation Trust – a genius idea which brings it all together in a way which hasn't been done before. Down to Earth benefits from long-term support, which provides a blend of grant and low interest repayable loan.

We want to develop social and environmental projects which are commercially viable. It is not without risk, but we are never going to achieve what seems impossible by playing it safe and doing things the way we always have.

● To learn more visit downtoearthproject.org.uk





Swedish Algae Factory has been awarded the €500,000 top prize as winner of the Postcode Lotteries Green Challenge 2019. The start-up business grows algica, which naturally absorbs light and can be used to make solar panels more efficient. During the final in Amsterdam, Sofie Allert, CEO and founder of Swedish Algae Factory, left a tremendous impression on the international judging panel.

The runner-up prize of €200,000 was awarded to Nuventura, which has developed an alternative to switching installations that use the extremely harmful greenhouse gas SF6. The other three finalists, Desolenator, Field Factors and TEXEL Energy Storage were each awarded €100,000 to grow their businesses. Sofie Allert said: "We are so happy and honoured to win this prize. This helps us reach more personal care and solar clients and increase our production capacity faster." Algica reduces CO2 by 200 tons per year for every kilogram of algae applied to solar panels, and replaces harmful and less efficient ingredients in personal care products such as face cream.

In addition to the prize money, the five finalists receive six months of support and coaching in furthering their business during the Green Challenge DeepDive.

Postcode Lotteries Green Challenge was started in 2007 to enhance the work being done to tackle climate change in the business sector. It is one of the world's biggest annual competitions in the field of sustainable entrepreneurship and focuses on advancing the work of innovative and creative entrepreneurs.

ABOUT THE FINALISTS

SWEDISH ALGAE FACTORY (SWEDEN)

In dark and cold seas grow diatoms, algae that develop a shell with unique properties to survive in this dark environment. The material naturally absorbs light efficiently and can be used to make solar panels more efficient. The material also has a moisturising and cleansing effect, so it can be used as a natural ingredient in personal care products.



THE GREEN CHALLENGE

The Postcode Lotteries Green Challenge is one of the most hotly contested events in the environmental calendar, with a prize of €500,000 going to the winner and huge grants going to other exciting firms. Find out who came out top.



NUVENTURA (GERMANY)

A gas-insulated switch installation is an essential part of every electricity grid. These existing switching installations use SF₆, a greenhouse gas 23,500 times stronger (and therefore more harmful) than CO₂. Fabian Lemke, co-founder and managing director of the German start-up nuventura, has set himself the goal of replacing these switching installations and eliminating the powerful greenhouse gas SF₆. His team has developed a new switch that works with only air and is free from SF₆.

DESOLENATOR (UK)

A solar panel normally only has about 15 per cent efficiency in converting solar radiation into electricity; the rest of the energy input is released as heat and is wasted. Louise Bleach, business development manager, and her team at Desolenator have developed a technology that uses the residual heat from the solar panel to heat polluted or salt water. The condensation from the distilled water vapour is then collected and re-mineralised, creating drinking water.

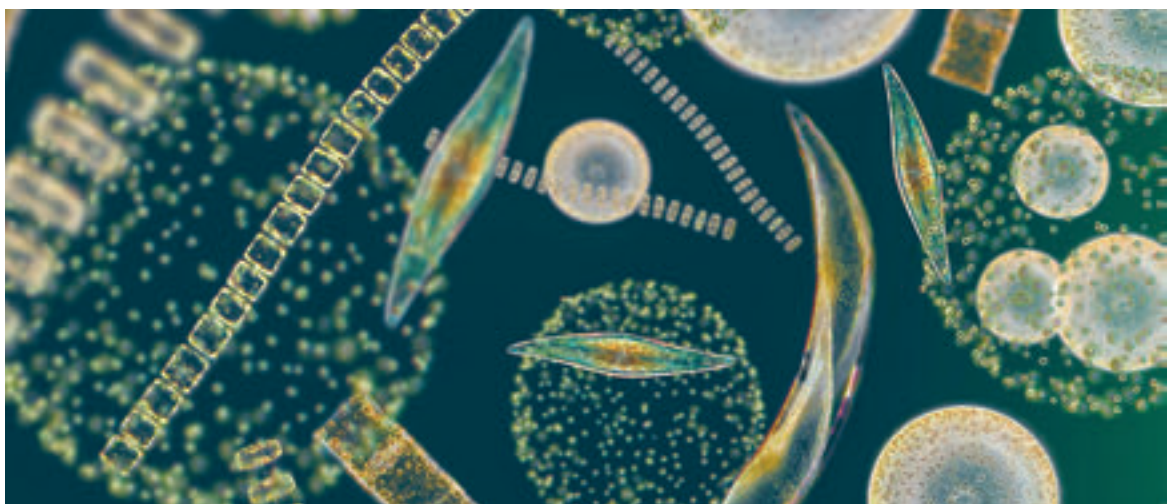
FIELD FACTORS (NETHERLANDS)

Most rainwater is wasted, while fresh water is one of the most important raw materials on earth. To combat this, Karina Peña, CEO of the Dutch company Field Factors, has developed the circular system Bluebloqs for sustainable rainwater management in the city. Rainwater is collected and purified in the Bluebloqs so that it can be used later for irrigation. Field Factors' mission is to use rainwater in a useful way, with nature as the starting point.

TEXEL ENERGY STORAGE (SWEDEN)

To be able to further expand the market for wind and solar energy and thus further reduce the use of fossil fuels and CO₂ emissions within the energy market, a cost-effective battery is required. Lars Jacobsson is CEO and founder of TEXEL Energy Storage. The TEXEL battery developed by TEXEL Energy Storage contains no rare or heavy metals, is 100 per cent recyclable and is up to 90 per cent cheaper than other technologies for storing wind and solar energy.

Above: Triumphant winners from this year's hotly-contested Green Challenge, where the winner, Swedish Algae Factory, walked away with a grant for €500,000; **Right:** The deepsea 'diatoms' – a form of light-absorbing algae, which can be applied to solar panels to make them more efficient



THE FIGHT FOR AFRICA

He has campaigned with George Clooney and produced a book with Ryan Gosling. **JOHN PRENDERGAST** tells us why the fight against exploitation in Africa has defined his life.



WHAT ARE THE ROOTS OF YOUR ACTIVISM?

I am a work-in-progress human rights and peace activist, constantly evolving to try to make the biggest impact I can with the gifts that I have been given. Ever since I was young, I have always identified with the underdog. From my own difficult childhood I developed a real discomfort with unfairness.

As I learned more about the world, and learned about the injustices and inequalities that are at the core of our shared global history, I reacted with a mixture of anger at the past and present along with hope for the future, if only enough of us would take a stand and raise our voices in support of threatened peoples and the environment. Fighting for human rights has been at the centre of who I am for much of my life.

GEORGE CLOONEY IS ONE OF THE FOUNDERS OF THE SENTRY – HOW DID YOU BECOME FRIENDS AND FELLOW CAMPAIGNERS?

We met at a rally for the people of Darfur and realised we had very similar backgrounds,

interests, and objectives. When he decided to ramp up his activism on Africa, we found ways to work more closely together, particularly by travelling to African war zones.

We faced many dangerous situations and were inspired by remarkable people everywhere we went. Those experiences have created a trust and bond that reinforces our commitment to do all we can to make a difference. We're two Irish guys from the midwestern US doing more than we ever thought would be possible. And I think we both believe we can do more together than we can separately.

YOU HAVE WORKED WITH CELEBRITIES INCLUDING DON CHEADLE, RYAN GOSLING, AND MATT DAMON. WHAT ARE THE BENEFITS OF WORKING WITH HIGH PROFILE PEOPLE?

As Don Cheadle would say, they are able to take a mirror and redirect all the light and attention on them as celebrities onto forgotten issues. Celebrities are like master recruiters to causes all over the world. Many people have learned about issues simply

because they follow the celebrities and learn from them. The celebrities also can help "make it loud," as George Clooney would say. They make it really hard for politicians to turn away or say they didn't know.

TELL US ABOUT THE SENTRY

For three decades I worked on humanitarian aid, development policy, peacekeeping, conflict resolution, and human rights monitoring, all in Africa. But through all this work, I concluded that all of the good efforts that organisations and governments in Africa and around the world were making on these issues were being undermined by systemic corruption.

I have come to believe that the biggest obstacle to peace and human rights in Africa's major wars is the phenomenon of state capture, where a small group of political and military officials and their international commercial collaborators hijack the state institutions and repurpose them for their own enrichment. All the good efforts at development and peace are put at risk because of the incentive structure in these countries, which favours



Clockwise from main: John Prendergast photographed in Congo, where he wrote a book about the remarkable people he has met through his charity work; Prendergast at a refugee camp in Uganda; Prendergast with George Clooney and Don Cheadle; Prendergast's most recent book

violence over coexistence, and looting over economic development.

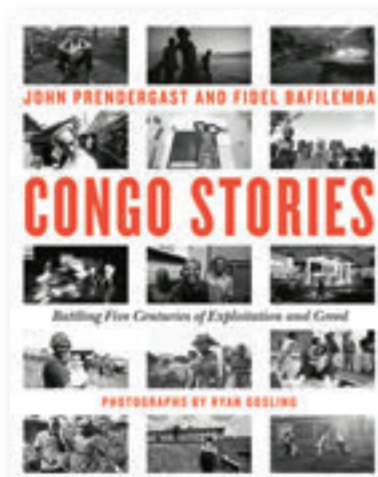
We decided to go after that looting machine that was robbing these countries blind and warping the incentives away from peace and human rights. The best way to do that, we thought, would be to follow the money and turn over the evidence to banks and governments around the world that can do something about the billions of dollars that are illicitly pouring out of Africa every year through the formal international financial system.

WHAT IS THE MAGNITSKY ACT AND WHY DOES IT MATTER BEYOND THE UNITED STATES?

It's a policy instrument that allows the US to impose sanctions on the basis of corruption and human rights abuses. The law is inspiring other countries to pass similar legislation, so more and more countries can utilize this policy tool. My dream is that some day there will be the same kind of accountability for human rights violations and grand corruption as there is for terrorism and narcotics trafficking.

TELL US ABOUT YOUR MOST RECENT BOOK

When I started doing research for *Congo Stories: Battling Five Centuries of Exploitation and Greed*, I was stunned at how deeply connected Europe and the US



have been to Congo for hundreds of years. Many have heard one or two things about the Congo's past through "King Leopold's Ghost" or maybe Mobutu and his reign, but the cumulative story was mind-boggling. Over a quarter of the people enslaved on America's plantations were from Congo.

Our auto industry has twice been dependent on Congo for its expansion: first for the rubber for the tires, and now for the cobalt in electric car batteries. Congo delivered the copper for weapons systems in World War I and the uranium for the atomic bombs in World War 2. The country was a major pawn in the Cold War, and it has supplied the essential ingredients for our cell phones and laptops.

The list goes on. Europe, America and now China have gone in and simply taken whatever they wanted – the people, the resources, the wildlife – and left the country in ruins. I was inspired by the efforts of the Congolese people to fight back against this tidal wave of unfairness, so the book profiles many of these "Upstanders," these heroes battling for a better future for their country.

This September I swapped writing about Brexit for talking to people about the benefits of impact investment. I miss the world of journalism, but it's not a swap I regret. During 18 years at the Financial Times, latterly as business editor, I was an observer of the financial services industry. During the financial crisis from 2008 onwards, I ran the FT's corporate news desk, a period that gave me a front row seat for many of its worst excesses.

Now I feel that I am working to bring out the opposite, in tandem with many people in the City who also think it is time for change. The new Impact Investing Institute, which I run as chief executive, has been established to speed up that change.

Impact investment is intended to generate positive, measurable social and environmental impact as well as a financial return. It does not just seek to avoid harm, for example by divesting in tobacco companies, but to actively contribute to solutions to pressing social challenges, like the need for more social housing or renewable energy.

Travelling around London during the summer as we prepared for the Institute's official launch was often not easy with Extinction Rebellion protesters sometimes in the City, sometimes at Westminster. But their energy and anger are part of the reason why I believe it is a propitious moment to be setting up the Institute, which we launched in Sheffield and London last month.

More and more people want to use their savings like their pension or their investments in a way that benefits society and the environment, as well as making a financial return. At the same time, there is growing awareness of the urgent need for more capital to address social challenges in the UK and elsewhere, and to achieve the UN's Sustainable Development Goals by 2030.

This trend has collided with an increasing belief in the City that sustainable investment brings with it many financial as well as non-financial benefits. Recent research from the London Business School demonstrates that companies which focus on improving sustainability in their particular area of business, for example mining companies focusing on environmental sustainability, deliver higher returns over the long run than their peers who ignore it.

A wave of new regulation is also propelling change. Under MiFID II investment firms providing advice and portfolio management must ask clients about their environmental, social and governance preferences when conducting suitability assessments. The UK's new Stewardship Code, which takes effect in January, sets a benchmark, according to the Financial Reporting Council, for the "responsible allocation, management and oversight of capital to create long-term value for clients and beneficiaries leading to sustainable benefits for the economy, the environment and society."

The Impact Investing Institute will try to harness these different trends. We will work with governments and regulators and multilateral bodies to influence policy and advocate for impact investment. We will



INVESTING FOR BOTH PLANET AND POCKET

How impact investing can help your money work for society and the environment, by **SARAH GORDON**

respond to the growing need for more information and guidance on impact investment, to address the current barriers to its growth and to build more links between institutional investors and the social sector. The social and environmental challenges impact investment helps address require urgent action. It is good to be part of that action.

The Institute has three objectives: to

increase the impact of big pools of capital, such as defined contribution pension funds; to make capital more accountable, by working on initiatives that improve the effectiveness and accountability of investment seeking to have a positive impact; and, finally, to empower people to save and invest in line with their values, by providing information and training that will help investors dedicate their savings to impact.

YEMEN CRISIS



DR CHRIS HOOK IS PART OF THE MSF EMERGENCY TEAM



A wounded Yemeni boy is treated at MSF's field hospital in Mocha, November 2018. Photo © Guillaume Binet/MYOP

"I was a part of a team setting up a hospital in Hodeidah in Yemen. After we arrived, the city was caught up in heavy fighting and shelling, with battles taking place close to the hospital.

We were inundated with trauma cases and severely injured patients. One day six young sisters were in a house that was hit by an airstrike. Three were killed instantly and, of the three survivors, one was taken to another hospital and two came to us.

One of the girls was in a very serious condition, with multiple injuries, nasty fractures and shrapnel injuries to the abdomen and chest. The team gathered and we got to work.

I'll never forget that day. A lot of the hospital's staff were inexperienced, but we'd spent every spare moment of the previous two weeks training them and making sure that everybody knew exactly what their roles were. And in that moment, everything came together.

We had 15 or 16 people in the operating theatre, all working as a team—runners fetching stuff, the surgeons shouting: 'I need more gauze, I need suction, I need blood!' And one, two, three people would just go—one to get suction sorted, one to get the blood, one to get the gauze.

Bullets and bombs had been flying around for weeks and we'd all been scared. But in that moment, all of that fell away, and it was just us in that room, pulling together to save this little girl's life. She survived, along with many others, thanks to the hard work of everyone there.

Our work in Yemen is expensive. Providing emergency medical care in a warzone doesn't come cheap.

But working here, I've seen first-hand where that money goes. I know that we don't waste a penny when it comes to saving lives.

Thank you for your support."

WHAT IS HAPPENING IN YEMEN?

Yemen is in the midst of a war. Since March 2015, a Saudi and Emirati-led coalition has been fighting Ansar Allah forces, resulting in bombing, gun battles and widespread destruction. Ordinary people are bearing the brunt of a brutal conflict. Many clinics and hospitals have been destroyed, while those that are still functioning are in urgent need of medical supplies.

WHAT IS MSF DOING?

MSF works in 12 hospitals and health centres in Yemen and provides support to more than 20 hospitals and health centres across 12 governorates.

THANK YOU

It's your financial support that enables us to provide lifesaving surgery and medical care in Yemen. We couldn't do it without you.

YEMEN FIGURES*

101,817	surgeries conducted by MSF
161,982	people treated for war and violence-related injuries
1,213,677	people treated in MSF emergency rooms

* March 2015 to September 2019

DONATE NOW

CALL 0800 408 3895

24 hours a day, 7 days a week or,
make your donation at: msf.org.uk/crisis

YES, I wish to help Médecins Sans Frontières continue to provide medical care in Yemen.

I WILL MAKE A DONATION OF ☐ £48 OR MY OWN CHOICE OF £_____

Please make your cheque/charity voucher payable to Médecins Sans Frontières UK

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Sign up to our monthly email, Frontline, which provides first-hand accounts of our work. You will receive Frontline, occasional emergency appeals, requests for donations and event invitations.

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RESPECTING YOU AND YOUR PERSONAL DATA

Your support is vital to our work and we would like to keep you informed with first-hand accounts from our staff and patients about the lifesaving impact your support is having, from combatting epidemics to providing emergency surgery.

We won't allow other organisations to have access to your personal data for marketing purposes and we won't bombard you with appeals.

By supporting MSF, you will receive our quarterly magazine Dispatches, event invitations, and occasional emergency appeals with requests for donations by post. You can change how you hear from MSF UK by emailing uk.fundraising@london.msf.org or calling 020 7404 6600. Visit our privacy notice for more: msf.org.uk/privacy.

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0800 408 3895 or make your donation online at: msf.org.uk/crisis



Charities across Britain are winning, thanks to players of People's Postcode Lottery

Players of People's Postcode Lottery have now raised more than £500 million for charities and good causes in Britain and beyond.

That money is benefitting projects in postcodes across the country – projects like Greenhouse Sports in London, which uses inspirational sports coaching and mentoring to engage young people growing up in disadvantage, to improve their life chances.

We want to thank the millions of people across Britain who have made this possible by playing People's Postcode Lottery.

Together, we are achieving positive change — for people and planet.

Thank you to our players. Together we make a difference.

