

philanthropy|uk:quarterly *inspiring giving*

The Beacon Award Winners 2010



Shining a light on giving

A quarterly e-magazine for all those interested in the development of philanthropy

In this edition:

Winsome McIntosh

Making the case for change

My philanthropic journey

Esther Rantzen

EuroView

The future of giving is with 'little Hans'

Influential reading

Martyn Evans

welcome



In this issue Philanthropy UK is delighted to showcase the winners of the 2010 Beacon Awards and also the recipient of a special inaugural award, made jointly by Community Foundation Network and The Beacon Fellowship, who came together in 2009 to continue to celebrate outstanding philanthropy through the Awards.

As a Beacon Awards scrutineer this year, I can say with conviction the process is as rigorous as it is uplifting.

When the hefty scrutineer pack thumped onto my desk last April I have to confess to a rather uncharitable feeling of: 'there goes another weekend,' – but five minutes into reading the first submission I felt humbled... and ashamed of my first thought!

The dynamism, dedication and drive that nominees display, often over many years, is both perplexing and awe-inspiring.

As I read though the submissions I was struck by the time, energy, innovation and passion these people give to their chosen causes. Yes, we are often moved to dip into our pockets by the plight of the vulnerable or indeed the wonder of the wonderful, but how many of us are actually moved to take hands-on action? Beacon Award nominees are. They not only act – they do so endlessly, doggedly and quietly. They are champions for their causes and pursue goals that might to many seem unattainable. Yet they achieve them.

Having digested the nominee submissions, it was I who felt honoured; to be part of a process that shines a light on the daily actions of a collection of people changing our world.

The difficult task of choosing between the great and the good was thankfully not mine, but fell to a panel of judges well qualified to make such decisions. For the Beacon Awards are peer-judged – the panel are leaders in the philanthropic field, who themselves have given and achieved for their own causes – and this makes the Awards even more powerful.

Beacon believes that by highlighting the achievements of the prize winners, and showcasing innovation and best practice in philanthropy, others will be inspired and encouraged to make their own contribution.

Read the stories featured in this issue and you can make your own judgements.

Best wishes,

A handwritten signature in black ink that reads "Cheryl". The script is fluid and cursive.

Cheryl Chapman
Managing Editor

Email: editor@philanthropyuk.org

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Managing Editor

Cheryl Chapman

Editorial Board

Dr Beth Breeze (publications editor)

David Emerson

Sue Wixley

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Philanthropy UK c/o ACF, Central House,
14 Upper Woburn Place, London, WC1H 0AE, United Kingdom

+44 (0)207 255 4490; www.philanthropyuk.org

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Philanthropy UK aims to inspire new giving by providing free and impartial advice to aspiring philanthropists who want to give effectively. An initiative of the Association of Charitable Foundations, we also publish *A Guide to Giving*, the essential handbook for philanthropists. www.philanthropyuk.org

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Beacon Award Winners 2010

Shining a light on giving

Described as the 'Nobel Prize of the charity world', the Beacon Awards are a UK-wide recognised prize scheme which acknowledges and rewards exceptional philanthropic acts by individuals that includes the giving of time, leadership, money, skills and innovation.

The Beacon Awards are now managed by Community Foundation Network.



The Beacon Prize programme is unique – it brings together a remarkable blend of people of different cultures and backgrounds. The fact that grass-roots activism is as well represented as million pound donations is testament to a process that makes the Beacon Prize such a powerful tool for changing the culture of giving in the UK.

Former prime minister Gordon Brown summarised the Awards' influence in commending them: *“This will be an important contribution to our collective efforts to promote a culture of giving and volunteering for all, strengthening and empowering our communities to play a full role in our society of the future.”*

The winners of the Awards join a coterie of inspirational people, which includes Lord Bhatia of Hampton and Dame Stephanie Shirley, as well as Sir Bob Geldof, Jamie Oliver and environmentalist Zac Goldsmith.

Along with these well-known names, Beacon also prides itself in shining a spotlight on many unknown and unsung heroes.

This year's winners will collect their Awards at a celebration event on November 4th hosted by broadcaster Martyn Lewis CBE, a former chair of Beacon.



At that event a *grand prix* winner will be announced, who will be given a cash award of £30,000, donated by Beacon partner Russell Investments, to be invested in an innovative way in a charity of their choice. Also, Geordie Greig of the London Evening Standard will be made Beacon Ambassador 2010 at the ceremony.

Over the next few pages we present the stories of the 2010 cohort of Fellowship members, who will enrich the work of the group adding their sum to the light the Beacon Awards shine on often game-changing philanthropy.

“This will be an important contribution to our collective efforts to promote a culture of giving and volunteering for all, strengthening and empowering our communities to play a full role in our society of the future.”

– Gordon Brown

Special Award

Community Foundation Network-Beacon Award for Services to UK Community Philanthropy

Winner

William S. White, chairman, president and CEO of the Charles Stewart Mott Foundation

William S. White.



In presenting this special award for the first time, Community Foundation Network (CFN) honours William S. White, chairman, president and CEO of the Charles Stewart Mott Foundation, a private philanthropy organisation based in Flint, Michigan, committed to supporting projects that promote a just, equitable and sustainable society.

The award marks White's personal commitment to philanthropy, his visionary and strategic approach through the foundation's investment in and development of philanthropy infrastructure, particularly in the UK. The award also acknowledges the Mott Foundation's 20 years of sustained financial support to CFN and to the movement as a whole – which has been close to £4 m. Mott support has been one of the major drivers of community philanthropy in the UK, says CFN.

White joined the Mott Foundation in 1969, became its president in 1976, and assumed the role of chairman in 1988.

Stephen Hammersley, chief executive of CFN, in making the award, says, "Bill White and the Mott Foundation's support have been fundamental to the building of our network of community foundations that now covers the

whole of the UK and through which more than £0.5bn has been granted to grass roots charities in support of UK communities.

"Further, this award acknowledges the creative and imaginative approach to leveraging new money into communities which Bill has inspired through his support of the first community endowment challenge programme of the 1990's."

The CAF/Mott Endowment Challenge Programme saw a £1m investment grow to £6m at three community foundations. The model of this early challenge was influential in the establishment of the UK government's £50m Grassroots Grants Endowment Challenge Programme which is scheduled to catalyse another £50m in support of local communities by the end of 2011.

Hammersley adds: "While the Mott Foundation's funding has been crucial to CFN's work, Bill's personal support - his advice and counsel, his provision of technical support and consultants to us and our members, and his willingness to advocate and be a voice for community philanthropy on numerous occasions has provided immeasurable value. We wouldn't be where we are today without this long-standing and consistent support and we

thank him for that."

Commenting on the award win, White says: "I am delighted to be a part of the Beacon Prize celebration and to be included with those who are being honoured for contributing to the betterment of their community. As long-time supporters of community foundations both at home and abroad, we well understand how they not only can provide financial resources to local charities, but also can establish partnerships, foster collaborations, nurture vitality and build endowments in ways that benefit communities for the long term. In fact, I'm hard-pressed to think of a better vehicle than a community foundation to channel an individual's charitable impulse for the common good."

Read our exclusive interview with William S. White, "Making connections, building communities" on page 15.

Award

Community Builder

Winner

Keith and Mary Woodworth, founders, Friends of Mulanje Orphans (FOMO)

Mary has a clear view of the injustices that exist in Mulanje, and with Keith works tirelessly to ensure that FOMO covers the provision of school materials, personal items and community based bore holes.

On being notified of the award Keith Woodworth explained the key contribution of FOMO: *“Though there are many high profile agencies within Malawi, our strength is in giving local, one-to-one help to the children.”*

Chairman of the Beacon Awards judging panel Stephen Cohen said: *“We were especially impressed by the*

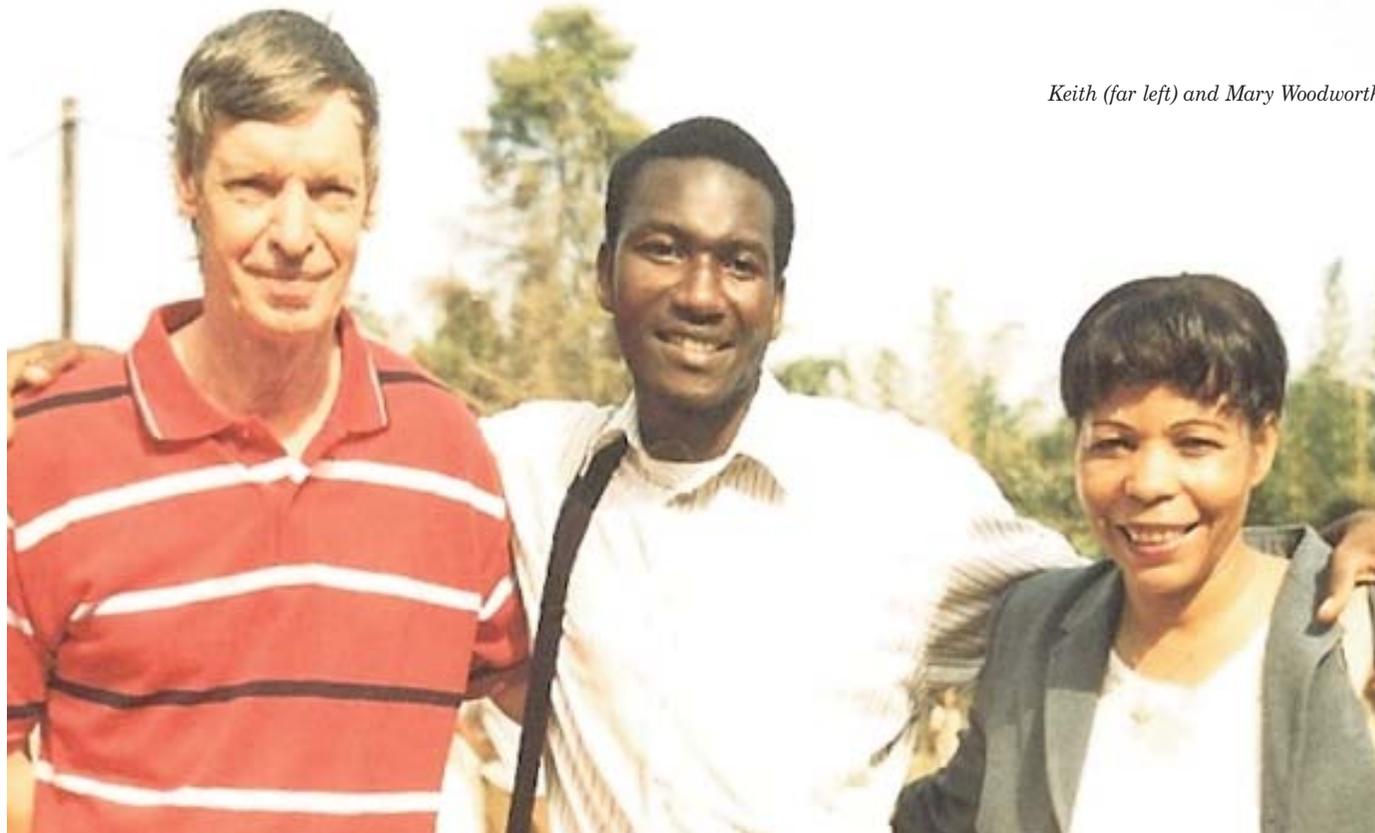
combination of perseverance and pragmatism in the Woodworth’s long history of generosity and community spirit. Bringing these skills into helping those who are disadvantaged has had a phenomenal effect in implementing a sustainable system for improving the lives of thousands of Mulanje residents.”

► www.fomo.co.uk

Keith and Mary Woodworth are the inspirational husband and wife team behind a community-based orphan care programme supporting over 5000 children through a network of 13 centres in the Mulanje district of Malawi.

The seeds of the idea for the formation of Friends of Mulanje Orphans (FOMO) stemmed from the many harrowing stories relayed back to Mary Woodworth from her friends and relatives still living in her home village in Mulanje. During a visit in 2000, Mary and Keith were able to see and hear of the desperate plight of many of the local children and as a result FOMO was born.

Determined to make the FOMO idea a reality, Mary contacted relatives and friends, who over the years had been helping many orphaned children. Mary, who speaks Malawi, remains the bridge between FOMO UK, a small fundraising arm, and FOMO Mulanje, where 200 volunteers and a small staff provide for health, education, food and security needs of the orphans. The aim is to meet the basic human needs and develop the potential of all the orphaned children of Mulanje.



Keith (far left) and Mary Woodworth.

“To me, philanthropy comes naturally because I know that when you pass out of this picture, you don't take anything with you,” John Kluge, billionaire businessman and founder of Fox TV, (1915- 2010)

Award

Leadership

Winner

**Dr James Partridge OBE, founder,
Changing Faces**

Dr James Partridge was 18 when a car accident left him disfigured. The resulting loss of self-esteem and the alienation he suffered led him to write the book, now a self-help bible, *Changing Faces: The Challenge of Facial Disfigurement* and found a charity of the same name. Since the charity's launch in 1992, the coping strategies and confidence-building techniques detailed in the book have formed the basis for the social skills training provided to people with facial disfigurement.

The charity, which at the outset comprised of Partridge and a desk, has in its 18 years notched up some notable victories, most importantly getting people with serious disfigurement covered by the Disability Discrimination Act. The charity is contacted by up to 1,000 new clients annually and counsels and supports 2,000 ongoing cases.

Partridge, an articulate advocate, has used controversy and the media to champion this cause and challenge the taboos that surround facial disfigurement, gaining huge attention last year when he presented Channel Five News for a week.

Changing Faces offers counselling, educates, raises awareness and challenges prevailing attitudes through events and award-winning adverts. The majority of its £1m annual income comes from charitable foundations.

Partridge said on winning the award: *"I am absolutely thrilled to win this Beacon Leadership Prize – and am delighted that the hard work of my team at Changing Faces, to gain people with disfigurements the support, respect, dignity and independence they have a right to, is being honoured."*

Stephen Hammersley, chair of the Beacon Awards scrutiny panel, said: *"James' work shows a clear presence of dedication and intelligence. From the outset, Changing Faces has clearly been underpinned and informed by academic evidence and research, which is an essential tool used to tackle the emotional and social fallout of facial disfigurement."*

► www.changingfaces.org.uk

Dr James Partridge OBE



Award

New Initiatives

Winner

Angus MacDonald OBE, and Mrs Angus MacDonald, founders, Moidart Trust



Angus MacDonald OBE.

Entrepreneurial husband and wife team Angus and Michie MacDonald's pragmatic approach to tackling the ongoing decline of communities in the highlands of Scotland has won them the Beacon New Initiatives Award.

In 2006 they significantly adapted their charitable giving through their Moidart Trust to a new initiative focused on local enterprise in rural, isolated and dispersed communities in the West and North-West of Scotland. Their grants support their theory of change: *'invest in small yet ambitious local businesses, the wealth and job creation will follow and community will regenerate'*

Angus explains the inspiration to help was their concern that the spirit of enterprise was deserting the area: *"Local people with get up and go were leaving, often for educational reasons, and not returning. We felt we could help by stimulating and expanding the local businesses people had proved they had the gumption to start."*

"Being able to keep young locals in the highlands and islands rather than see them head off for a job in the South has been a challenge for hundreds of years, if the Moidart Trust can make a difference here we would be thrilled."

Angus is also the founder of the Caledonian Challenge, in which teams are sponsored to cover 54 miles of Scotland's finest scenery in 24 hours, and raise money for local communities.

He admits to plagiarising the idea from Hong Kong and since its inception in 1996 has raised more than £10m and attracted 15,000 participants.

Angus has completed the challenge eight times: *"I dread it,"* he says. Though now not running it physically he does organise it, with the Macdonald's hallmark entrepreneurial approach: *"It is run as a business, with sales targets and a proper management team,"* says Angus.

In making the award, chairman of the Beacon Awards judging panel Stephen Cohen said: *"The Caledonian Challenge is a fantastic institution and the Moidart Trust shows an intelligent and caring approach to the well-being of an oft-overlooked community."*

Angus said: *"We are thrilled to have won and think the Beacon concept is a wonderful idea."*

Award

Young Philanthropist

Winner

Robert Wilson, founder, READ International

Robert Wilson.

Robert Wilson's inspirational vision, entrepreneurial spirit, and excellent leadership has led to better access to education for over 260,000 school children in Tanzania, enabling 3,640 Tanzanian teachers to teach, and has empowered young global citizens around the world. As founding director of READ International, Robert has successfully led the organisation from his Dad's kitchen table to the award-winning charity it is today.

The idea was simple, to collect books from local schools, sort them and send the most relevant, up-to-date, and high quality ones to schools in Tanzania and Uganda. Any books collected which were not relevant or appropriate to send were sold online or recycled to generate funding.

At the same time the charity delivers school workshops to British children about global citizenship and young social entrepreneurship.

Wilson founded READ International while studying politics at the University of Nottingham. He graduated from university in 2006, took READ International on as a full time commitment and oversaw its expansion beyond Nottingham. It now has 10 staff working from offices in London and East Africa; there are close to 1,000 student

volunteers involved, working from over 45 UK university sites; and they have corporate partnerships with KPMG, DHL, Big Yellow Storage, British Airways and Staples. To date they have sent more than 850,000 books to East Africa and the current turnover is £400,000.

Broadcaster Martyn Lewis, former chairman of Beacon, who will be hosting the prize ceremony, said: "*READ International's truly innovative model has strong ethical relevance in that it is active in addressing many social as well as environmental global problems and impacting positively on a wide range of beneficiaries.*"

On hearing of his Beacon Award win, Wilson says: "*It's fantastic to have our hard work recognised. Our doors will always be open to collaborative, student-led projects that take on educational problems.*"

Wilson's achievements have already been celebrated with READ International winning 'Best New Charity' in the Charity Times Awards 2007 and personally winning Enterprising Young Brit 2010 in the Ethical, Social and Environmental category, among others.

► www.readinternational.org.uk



"Philanthropy exists because of two truths about the human condition: things often go wrong and things could always be better".

Robert L. Payton and Michael P. Moody, authors *Understanding Philanthropy: Its meaning and mission*

Award

Effective Giving

Winner

Alec Reed CBE, founder, Reed Foundation and The Big Give

Philanthropy has always been a part of Alec Reed's working life. The founder of Reed Recruitment has created a range of philanthropic projects, including **The Big Give**, a search engine for philanthropists; Challenge Funds, which catalyse giving by matching donations, as well as the Reed Foundation itself, founded in 1986 from the sale of the drug company Medicare.

Reed has been a volunteer with charities for 40 years, and began working with drug addicts in the West End of London in the early 1970s. It was by helping them find jobs through a registered charity he founded – AREA (Addict Rehabilitation Employment Agency) – that the trend was set for Reed's entrepreneurial approach to charity work. He has made investments in charitable ventures such as **Womankind Worldwide**, which aims to end women's suffering across the world through partnership projects, and **Ethiopiaid**, founded in 1989,

that works in partnership with projects in Ethiopia to relieve poverty and sickness, to preserve and protect health and to advance education amongst Ethiopians who are in need.

Commenting on his Beacon Award for Effective Giving, Reed said: *"I'm very pleased about the spotlight this will shine on philanthropy. It's not as easy as it seems to give money away intelligently. The Big Give is introducing intelligence into giving."*

While Stephen Cohen, chair of the Beacon Awards judging panel, said: *"Alec's long history of generosity and entrepreneurial spirit is impressive. Bringing his own business skills into helping those who are disadvantaged has had an exceptional effect in leveraging millions of pounds worth of charitable assistance."*

► www.thebiggive.org.uk



Alec Reed CBE.

Award

Philanthropy Advocate

Winner

Jane Tewson CBE, co-founder Comic Relief and Pilotlight UK



Jane Tewson CBE.

Jane Tewson believes in making charity “*active, emotional, involving and fun*”, by building connections between people of different backgrounds, culture and wealth. It is an approach that has helped build one of the world’s most well-known and successful charities; Comic Relief, which was born out of Charity Projects which Tewson founded, and for which she was awarded a CBE.

In accepting her CBE, Tewson was characteristically modest saying: “*I never see myself as anything special. I’m just lucky to be in touch with crucial issues and to work with exceptional and inspiring people who actually tackle and experience those issues on the ground.*”

In 1995, Jane left Comic Relief and started Pilotlight UK – a project which aims to create change by matching teams of senior business people with charities to coach them through the process of building measurably more sustainable and efficient organisations. This process, ‘Pilotlighting’ is an agent for social change, a *‘tiny flame sparking big ideas, projects, and alliances’*; tackling issues of injustice in creative and unexpected ways.

Jane’s work spans several countries, and her most recent project has seen Pilotlight successfully established in Australia, where she is now based. Focusing on doing more with less, the proof of Jane’s innovation is clear. Her work has turned the tables on ‘traditional charity’, making it fun, approachable and all-inclusive.

Other initiatives in which Jane has been instrumental includes Virgin Unite (the philanthropic arm of Virgin) and publishing *Dying To Know – Bringing Death To Life*, a book about palliative care.

On news of her award she says: “*I feel very honoured! – never a day without masses of inspiration from such a variety of people; always a boundary to push. What I also know is I get so much more out of it than I put in!*”

Neil Wates, manager of the Beacon Awards, said: “*Our judges were especially impressed by the wide reach of Jane’s work. Comic Relief is a household name that has raised over £600m over the years – that this is not her most awe-inspiring achievement is proof enough of phenomenal philanthropic activity.*”

► www.pilotlight.org.au

Award

Family Business Philanthropist

– in partnership with the Institute for Family Business

Winner

John Timpson CBE & Alex Timpson MBE

John Timpson and his wife Alex have made a significant philanthropic contribution over many years, giving time, money and skills to a wide variety of causes.

As well as committing high value donations to dozens of charities over the years, the Timpsons offer much more and it's this pioneering approach that has won them the Family Business Philanthropist Beacon Award.

John is a successful family businessman whose philosophy has inspired many and whose success in retail earned him a CBE in 1992. He describes his approach in *How to Ride a Giraffe* and his latest book, *Upside Down Management*, which was published in April. It reveals his deep understanding of the power of people.

He says in his book: *“Upside down management relies on good people. One of the best decisions we made was to stop employing shoe repairers. For 10 years we have recruited personalities and then taught them the skills. Our increased turnover and profit reflects the better calibre of our people.”*

It's this kind of thinking that has made their family business the success it is.

John Timpson CBE & Alex Timpson MBE.



The Timpson family business was taken over in 1973, but 10 years later John led a £42m management buyout. In 1987 he sold the shoe shops and concentrated on building the shoe repairing and key cutting business, which has diversified into engraving, watch repairs, dry cleaning and photo processing.

Timpson now has over 850 branches nationwide with a turnover of £150m and profits of over £10m.

As a mentor to the many organisations the Timpsons support, John generously shares his business insights and his consummate business skills.

While Alex has played a vital role in the development of today's Timpson business, and is a dedicated volunteer for many causes, her MBE was awarded in recognition of her contribution as a foster carer. The Timpsons have fostered over 90 children and are adoptive parents to two.

In commenting on their award, John says: *“This award really should recognise our entire staff. For Alex, myself, son James and the rest of the family, the transformation in trading, which enables our philanthropic activity, is well beyond our wildest dreams. The success has been created by a team full of superstars and we are very grateful for all the support from Timpson employees.”*

Andrew Wates, chairman of the Institute for Family Business, who headed the Beacon Awards family business scrutineer panel, said: *“Our judges commended the Timpson family business – it has a long history of generosity and entrepreneurial spirit. John has clearly brought his own business skills into helping those who are disadvantaged. Philanthropy and social responsibility are part of the DNA of family business. Family firms are often regarded as ‘ocal heroes’ supporting communities and Beacon helps to promote these values.”*

Award

Judges Special Prize for Exceptional Philanthropic Activity

Winner

Benita Refson OBE, founder, *The Place2Be*

Enthusiasm and dedication are at the heart of The Place2Be, a charity founded in 1994 by the inspirational Benita Refson, which works to provide emotional and therapeutic support to primary school children in an attempt to avoid problems later in life.

It was not until 'Benny's' own children were grown up that she took a counselling course and began working with young people; it was then she realised the enormous need for children to have a safe place to seek help.

By giving children the chance to explore their problems through talking, creative work and play, The Place2Be enables them to cope now and make better-informed decisions about their lives and help prevent more serious mental health and behavioural problems in later life. Refson's theory is simple – when children are happier and less preoccupied with problems, they find it easier to learn and so their educational chances are much enhanced.

The Place2Be is an example of a project that has successfully achieved scale, growing from a one school pilot to now supporting 58,000 children coping with problems such as bereavement, family breakdown, domestic violence, trauma and bullying through a network of 172 schools across the UK.



Benita Refson OBE.

Stephen Hammersley, chair of the Beacon Awards scrutiny panel, said: *“Dedication and kindness permeates Benita’s work. The benefits of bringing these skills into helping those at a young age are as evident as they are widespread.”*

Refson said of the award: *“What an honour – but I accept the award on behalf of the whole organisation. Our counselling services reach children in some of the country’s toughest neighbourhoods; places where poverty and deprivation challenge expectations from the very start.”*

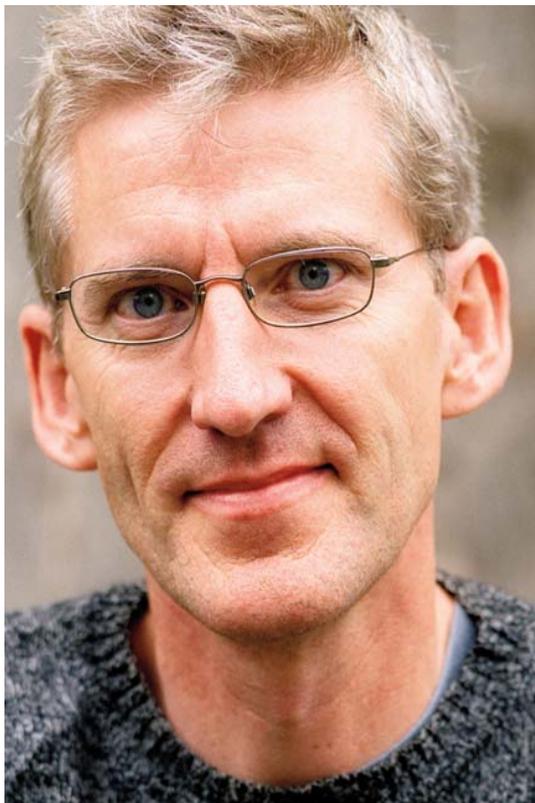
► www.theplace2be.org.uk

Award

Judges Special Prize for Exceptional Philanthropic Activity

Winner

Clive Stafford Smith OBE, legal director, Reprive



Clive Stafford Smith is an exceptional lawyer. Defending death row prisoners and for no money has earned him many labels and huge media attention. There is a fascination around Stafford Smith's motivation for spending more than 25 years representing people condemned by society. In that time Stafford Smith has saved hundreds of lives and counts his clients among his friends.

He says his work is a calling – his conscience being awakened at school on learning that the death sentence was still in use. As an adult, he had planned to become a journalist but after a summer spent meeting condemned prisoners he realised he would achieve more by representing them directly so trained as a lawyer and set up a legal practice to do so.

Clive Stafford Smith OBE.

Stafford Smith was awarded an OBE for 'humanitarian services' in 2000. He moved back to the UK in 2004 and now, as legal director of the UK branch of Reprive, an international prisoners' human rights charity founded in 1999, focuses on achieving due process for the detainees being held by the US in Guantánamo Bay, as well as continuing his work on death penalty cases.

Stafford Smith has won many plaudits: he is a **Joseph Rowntree Charitable Trust** 'visionary' and was previously a Soros Senior Fellow. As legal director, he is responsible for Reprive's casework programme.

Clare Brooks, CFN's director of philanthropy said: "*Clive's dedication to so many people living in such extreme situations clearly made an impact on the judges. He has an extraordinary story to tell.*"

Stafford Smith says on winning the award: "*I am up for anything I can do to help encourage the world of philanthropy, since we're all going to need it!*"

► www.reprive.org.uk

Philanthropy UK: *interview*

William S. White: *Making connections, building communities*

William S. White, winner of the special Beacon Award for services to UK communities (see page 5), talks exclusively to Philanthropy UK.

Philanthropy UK (P-UK): As you may know, community is very much at the centre of the UK's government ideological 'Big Society' concept, which proposes the 'rolling back' of the state and the 'empowerment' of the individual to take greater responsibility for themselves and their communities. As a community champion yourself, in your experience what are the key factors needed to create a thriving community?

William S. White (WSW): I think there are several important elements – and I cite these based, in part, on the experience we've had in the Mott Foundation's hometown of Flint, Michigan, where there have been some encouraging signs of renewal in the past few years.

First, you need **leadership**. Ideally, that would come from several sectors: the business community, the non-profit community, government, philanthropy and individual citizens. In Flint, we also have a number of key institutions – among them several colleges and a vibrant cultural center – that I often refer to as “centers of strength,” which help enrich and enliven the community.

Second, I think you need an atmosphere that is open to **partnerships**. Clearly, more can be accomplished



The Mott Foundation's hometown of Flint, Michigan, faces a number of community challenges that are being addressed through innovative grant-supported projects.

through partnership than through individual effort. That's why it is so important not only for people to be willing to work together, but also to have people in leadership positions who have the desire and the ability to build partnerships.

“Even small changes can become contagious, leading to more changes that can eventually help re-energise a community.”

Third, you need adequate **resources** – and by that I don’t mean only money. You also need people, talent and skills, plus a willingness to apply energy and elbow-grease to the task at hand.

Finally, I think you always need a few **risk-takers**. It’s very helpful if someone – or some group – is willing to be the “pioneer,” to go first and blaze the trails. That often is enough to get others to come in, which can create real synergy. But obviously, not everyone has the resources, the patience – or the stomach – to take a gamble.

P-UK: What are the barriers that stand in the way of building and sustaining community?

WSW: When you lack many of the factors I mentioned (above), it certainly becomes more difficult to build and sustain a sense of community. Moreover, a true community requires a sense of connectedness. So when people build walls – whether real or imagined – when there are sharp divisions among people, there can be no true community.

Cohesive communities emerge when people work in partnership with each other and with various organisations and institutions. From my perspective, partnerships and civic engagement are really what undergird a sense of community.

P-UK: How do you believe disaffected people can be re-engaged with their communities?

WSW: In the US, there has long been talk about people being apathetic and uninterested in civic participation. And although it may well be true that membership in traditional service clubs or fraternal and volunteer

organisations isn’t what it used to be, I’m not convinced that means people are disengaged. Maybe they are just moving to a new social/civic space.

Look at the phenomenal number of people who are connecting via social networking sites on the internet. People my age may prefer more direct contact with each other, but a whole generation is establishing a form of community online.

But if you are asking, how can we get people more involved in their local community, I think it starts when people begin to believe it is possible to create change. And that often happens when people are able to actually institute a change. Even small changes can become contagious, leading to more changes that can eventually help re-energise a community.

So we have to help create opportunities for people to reconnect with each other through projects and activities they choose – and they care about.

And, of course, going back to your first question, strong, effective leadership that values partnerships can help re-engage people who are uninvolved or simply standing on the sidelines, waiting.

P-UK: There is much talk in the UK that private funding will be expected to fill the gap left by severe government cuts as it grapples with a huge deficit. In principle, should philanthropy pay for the things government can no longer afford?

WSW: I’ve been in meetings with my counterparts from other US foundations recently who are struggling, as we are at Mott, with how to find a balance between using our

philanthropic dollars to support innovation or trying to meet basic human needs that are going unmet because of the harsh economic times. Do we invest in innovative education and job training programmes in various communities nationally? Or do we ensure adequate police protection and wholesome recreational opportunities in our home community? These are the tough, tough choices we are facing today.

Still, I don’t believe it’s possible for private funding alone to meet all the needs out there. But I think one thing we as philanthropists can do is take a thoughtful look around us to see where we could have a significant impact.

It may sound trite but we really do need to work with others. We need all sectors rowing together – government, business and the nonprofit sector, which includes private philanthropy – because the job is too huge for any one of us to go it alone.

► www.mott.org

Winsome McIntosh,
philanthropist and campaigner



Winsome McIntosh: *Making the case for change*

Clare Thomas, chief grants officer of City Bridge Trust and former chair of the Association of Charitable Foundations recently caught up with campaigning philanthropist Winsome McIntosh and discovered the passion, strategies and motivations behind her and her husband Michael's pioneering approach to change, as well as their plans to take on the UK legal system.

CT: How did you first become involved in philanthropy?

WM: Through my husband initially. Very shortly after we were married my husband's mother died and left him a foundation which had been in existence since 1949. It had really been a 'paper foundation' in that it allowed them to do their personal giving through a legal entity but it did not have an endowment or staff or any of the trappings of a foundation at that time. So all of a sudden at the age of 24, and my husband aged 34, we took on a foundation. It's been a marvellous 40-year journey since 1971. As youngsters we essentially learned through trial and error to some degree and also through a sense of business perspective because both of us are business majors and we came out of family businesses. So naturally we thought of philanthropy as a business, applying business principles to it and thinking of it in terms of 'how do you focus?', 'how do you get the greatest degree of leverage for your money?' etc.

CT: What are your objectives for your Foundation?

WM: We are basically long-term thinkers and tend to identify strategies. We approach an issue in a way that

will hopefully bring about a systemic change which will solve the problems produced in the particular area. We are advocacy-orientated, though in the short-term we tend to be very flexible with money, assisting with funding where there is a real need and where no one else is willing to assist.

CT: What are your priorities and how do you decide them?

WM: There are several philosophies we use in determining what we want to do with our funds. One is we tend to look to invest in people, very talented people. If you invest in the right people the programme will follow. So, virtually all of our funding for the last four years has been general support grant funding which is highly unusual. We understand that any group of committed or talented individuals trying to solve a problem need to eat, have the lights on and need to have the capacity to do that, so we tend to be entrepreneurial in that respect.

The second thing we look at is the difference for us between charity and philanthropy and it guides us always. Charity in our minds is giving money to solve something that is happening right now (short-term),

“There are several philosophies we use in determining what we want to do with our funds. One is we tend to look to invest in people, very talented people. If you invest in the right people the programme will follow.”



whether it's feeding the homeless or sponsoring a piece of research and you are probably doing that over and over again to sustain something. Philanthropy in our minds is when you take the risk of looking at what is causing the need for a charity and address the systemic change that will resolve that so the charity can move on.

We are a very small foundation in the scheme of things and try to get the 'biggest bang for our buck' which is what Americans like to do. We think that if we can bring about systemic change then we have done something. This means that we invest in institutions and stay with them for at least 10 years. So we are not in and out with the big grant over a two-year period and looking for the next big thing. We don't do that. We really want to build capacity in the areas in which we are working and that means staying with them for the long-term and investing in the right people and giving them the flexibility to get the job done.

CT: There are so many good causes, so how do you identify which of these are good causes you would stick with in the long-term?

WM: We sorted that out by ourselves about 35 years ago. We knew we were not going to have enough money to solve all the ills of the world and so we began to find issues where no one else was funding but where there was a need. When we began in the mid 70s, the foundation community was generously funding the Civil Rights movement which was a priority in our country. At that time, the environmental movement was considered radical, non-charitable and off the charts and there was

no money going to this emerging new issue area. We decided to be one of those first and few foundations to take the plunge and begin to try and build capacity in the movement.

CT: That has been inspirational for all of us. The Holy Grail for funders and foundations is quest for impact. You've given me some idea how you stick with a cause and watch it develop but how do you really measure the impact of your philanthropy?

WM: That's an interesting question. I think because we look long-term we don't expect dramatic changes immediately so we don't delude ourselves with that. If we see some changes we hope that our contribution in working in 'public interest law' has helped to bring that about. We know we have made a huge impact on the environmental community and in our society because we were the first to bring about this recognition that the court and legal system can be used as a strategy if all else fails, not only by the NGO community but also by the funding community.

CT: Is that not very expensive?

WM: No interestingly it is not. You can take \$50,000 and if you are a traditional funder and like land, and we are land people, you can buy 10 acres somewhere and set it aside forever. Or you can take that same \$50,000 and fund a small group to bring a lawsuit against our federal government, which is what we did initially. It was based on an 1869 law that was still on our books that says you must mark and designate every tree in the national forest

“I don't think you ever stop giving. And it's not just about being able to write a check. It's being able to touch somebody's life.”

Oprah Winfrey, American television host, actress, producer, and philanthropist (1954-)

before you can cut it down. We are talking about a time when our native forest was being ‘clear cut’ right and left at a low cost to the government and just decimating our national forest system. We won the case and that shut down ‘clear-cutting’ on natural forest for a full year. The case brought a political question to the fore: “is this the proper use of national forest?”. It started the debate which goes on today but I can tell you there is very little ‘clear-cutting’ even today done in our national forest without tremendous oversight and scrutiny by both the public and government through the environmental protection agency.

CT: What has been your most rewarding experience - the project or initiative of which you are most proud?

WM: This is so hard because there are a lot of them. I think we are most proud of introducing and developing public interest law for the environment of our country. I think that’s our greatest contribution. It’s not just one thing, it is a whole strategy over many years.

CT: I want to ask you about your work in protecting the Tongass National Forest in Alaska. How did you mobilise other funders and policy makers to engage in that?

WM: We were, for a very long time, practically the only funder. We had family ties to Alaska through Michael’s family’s business, the largest fish processing company in Alaska. We thought that if we could solve issues in Tongass, the largest forest in our system and the last remaining temperate rainforest in the northern

hemisphere with 1000-year-old trees, then it would naturally follow, that the laws would be applied to every forest in our country. So, again we used a strategic approach to leverage our impact.

CT: Is it a replicable strategy?

WM: Yes, it’s a tough one to take on. We took it on full force 30 years ago and believe me we are still going at it. It’s been political and very defensive in the last eight years under the Bush administration and it is not looking much better under the Obama administration unfortunately. We are at a stage where the rest of the funding community is beginning to understand our strategy, know what we are doing and to take an interest and move into Alaskan issues. The whole Tongass issue is

now extremely important because changes going on are most dramatic in Alaska with glaciers melting and forests dying to some degree and it’s not going to be the frontier it used to be if we don’t really pay attention to it now.

CT: You have a novel way of encouraging ‘seeing is believing’ through the setting up of The Boat Company, that provides luxury eco-cruises through the Tongass on converted minesweepers.

WM: Yes, we’ve actually done some pretty novel things. The reason we put it together back in the early days, in 1980, was that we had to gain credibility in the eyes of the Alaskan people and to gain their support. We had to be perceived as more than just ‘tree-huggers’ and we did



The Boat Company, incorporated in Alaska in 1979 by the McIntosh Foundation, is a non-profit educational organisation offering luxury eco-cruises on the M/V Liseron (pictured) and M/V Mist Cove through Southeast Alaska.

that by establishing a business up there that brought more business to the small towns in South East Alaska. First it was an eco-tour and then we started bringing boards of NGO's, corporate leaders, journalists and politicians to Alaska so that they would go back and become our champions. Unfortunately, Alaska is so very far away from the rest of our core country that people forget that 80% of it is owned by the public. So we are sometimes unduly influenced by the small population of Alaska (which is only 650,000 people) their demands and the demands for the use of the land in ways that are not really conducive to good stewardship for the public.

CT: How important is environmental litigation and legal challenge in tackling climate change and supporting the work of the NGO's, such as you have done through Client Earth?

WM: It's important that there is a court of last resort. Just being a campaigner and trying to generate public support doesn't always get the job done. At this point in time, if you have the ability to take your case to court, you get a great deal more attention from the authorities you are debating with, be they governments or corporations, than you would by standing at a corner with a placard or by writing lots of letters. Those things work and they are effective for engaging with public sentiment but sometimes there has to be a hammer, and the hammer is the courts.

CT: Client Earth in terms of what's happening in Europe, has already had an amazing impact. Could you tell me a little bit about why you decided on the UK and Europe?

WM: We discovered there was a law over here called 'the costs rule' which means the loser of a court case is liable for the winner's expenses as well as their own. An NGO might bring a case through one lawyer charging \$150 per hour, yet facing 30 lawyers from one of the major law firms, charging \$500 per hour. If the one lawyer doesn't win the case, then the NGO is bankrupted through having to pay for the other side's expenses. In some very serious cases this is done on purpose and the NGO goes out of business. The UK does not have a 'public interest' access to the courts and we looked at that and said "that's unconstitutional". It made us appreciate how open our court system is and galvanised in Michael and I the thought that maybe our next big venture in philanthropy could be taking on that issue in the UK. This is how it first started. Our aim is to open up the court system for a modest amount of money – now tell me that's not leverage or that's not important. It was too tempting not to do. We now have an environmental public interest law firm, with an office in Brussels and one in the UK to address this issue and others. Good laws are being made in the EU that are not being enforced in any way in the 27 member states as there are no mechanisms in place to make that happen. If we can effect good change in EU law then that means we effect a change in 27 countries.

"I think we are most proud of introducing and developing public interest law for the environment of our country. I think that's our greatest contribution. It's not just one thing, it is a whole strategy over many years."

"I am of the opinion that my life belongs to the community, and as long as I live it is my privilege to do for it whatever I can."

George Bernard Shaw, Irish playwright and co-founder of the London School of Economics (1856 –1950)

“By us being here now, my hope is that you’ll begin to see more law firms crop up and see organisations hiring young attorneys and building legal departments.”

CT: It’s an area we in the UK are very reluctant to engage in, not least because I think there has been concern that, until relatively recently, it was never clear for charities how far they could be seen to be campaigning. That’s now a lot easier. I think there are lots of lessons to be learned .

WM: Very few NGO’s in this country and in Brussels have a legal attorney on their staff role. NGO’s may campaign for a new law and win, but don’t really have the expertise to analyse if that law is written properly and is foolproof and does not have loopholes. By us being here now, my hope is that you’ll begin to see more law firms crop up and see organisations hiring young attorneys and building legal departments. We hope that becomes pro-forma, something that one must have if you are a campaigner and an advocate. If that happened we would know that we would have had an impact on building the expertise and the effectiveness of the NGO community.

CT: I just want to move on from Client Earth’s work to Rachel’s Network. How did that come about?

WM: It is a network I put together about 10 years ago. When we moved from Florida to Washington, about 16-17 years ago, I was asked to go on a lot of environmental boards and discovered that I was one of a handful of woman out of a board of 30 or 40. So I asked their development department to put a gender lens on the money they raise every year and this can be anywhere

from \$1m – \$80m a year. I asked them how much came to them as a result of a decision made by a woman and interestingly enough almost all of them came back and said more than 50%. I then turned around and said “what’s the matter with the story” you have less than 25% of women on your board and yet they are giving more than 50% of your dollars. They said “*we want more women on our board but we don’t know where to find them*” and that motivated me to start Rachel’s Network which works to promote women philanthropists as impassioned leaders and agents of change dedicated to the stewardship of the earth. I knew that there were very many talented woman out there, all funders, leaders in their community, but woman do not promote themselves and therefore don’t achieve the leadership levels that they should. I have put more than 35 women on boards so far.

The network also provides a safe haven where they can talk about money. We were all brought up not to talk about money as it is not a ‘lady-like’ thing to do and yet just the 95 woman currently in the network are responsible for more than \$500m in grants per year. They make those grants and those decisions often in a very lonely way in their community. The network is a safe

place to come where they can talk about everything from good to bad grants that they’ve made and what they’ve learnt from it and to share their experience, support each other and collaborate. It’s truly empowering network.

I have decided however that I will be standing down as network president to spend more time in the UK. I’m really intrigued with what I’m doing over here now because it is an extension of our years of experience in the USA and I can see a need for it here. It’s another way to contribute. I think I can have an impact over here.

▶ www.clientearth.org

▶ www.rachelsnetwork.org



My philanthropic journey

Giving along the line

by *Esther Rantzen*

“There are those who give to huge, ambitious causes, and I respect them. Richard Curtis sets out to make poverty history, Bill Gates aims to save the world from disease, and there could be no higher ideals. But for those of us who lack their vision, their resources and their renown, it may be more practical to support small niche charities. And personally I prefer them. I suppose it’s in my genes.”



“Is this philanthropy? If that implies sacrifice on my part, or altruism, or unselfishness, no. The reverse is true, my motives are selfish, for I have received so much more than I have ever given.”

I was born into a matriarchy; my beloved maternal grandmother had four daughters, all of whom were passionately devoted to helping very specific causes. My aunt Jane, my wonderful godmother, was a probation officer working with children and young people. My aunt Marion, the wise guide and mentor of the family, supported the patients of a psychiatric hospital. My aunt Nancy, who became not just an aunt but also a dear friend, worked in a settlement in the East End. My mother Katherine until she was almost 90 was a governor of a children’s day nursery in Tower Hamlets; it is there to this day. Mother had a way of raising money for them with a bric-a-brac stall which miraculously converted rubbish begged from her friends’ lofts into gold, admittedly very small amounts of gold, but it all added up. So not only was she a philanthropist, but come to think of it, she was also a recycler before we had ever heard the term. These four women created the framework of our family, so the idea of service was part of my family’s DNA.

I can’t remember exactly why I decided in my early twenties, with a group of friends, to create a charity, The Out and Abouts, offering meetings and outings to disabled people. It taught me so much. Climbing the heights of local tower blocks I learned how terribly

“If I am not for me, who will be? If I am only for me, what am I? If not now, when?”

isolating disability can become. For some of our members our meetings were literally the only moments they spent outside the prison of their homes. Things have improved since then, but there are still unseen, unheard prisoners. Now I am a patron of Vitalise, which offers disabled people and their carers holiday breaks, I take their message wherever I go that respite is vital.

In my late twenties I became aware of child abuse, partly through the horrific stories that throughout my life-time have burst into the headlines, and partly because Aunt Marion's youngest son, my cousin Roger, rang me one evening to ask me to visit some children in residential care. He was working in a children's home in Camden. I was a very new television reporter, and I warned him that I had such an erratic working life that it might be difficult to visit them regularly. He brushed my worries aside. *“Come when you can, Esther, at the moment they have no-one to remember their birthdays, to take them out to tea, to wish them luck at exam time.”* I visited them for seven years.

From those children I learned another crucial lesson which has stood me in good stead ever since – that you always get back far more than you give. I still remember the fun of our Christmas lunches, the trips in a friend's battered sailing boat, the teas of egg and chips at the end of an outing. Years later I met one of the boys and he told me that a male worker in the home had abused 10 of the boys there. *“Why didn't you tell me?”* I asked in shock.

“Because”, he said, *“the times we spent with you were the only happy memories of my life, and I couldn't bear to spoil them.”*

I rang my cousin Roger when I got home and he was as shocked as I was. *“Why didn't we guess?”* I asked him. *“Because that idea wasn't even on our horizon as a possibility,”* he said.

It is now. In 1986 after one edition of the consumer show *That's Life!* we opened helplines for the children in our audience, and the lines were jammed with children disclosing abuse who had not been able to ask anyone else for help. Clearly they too were living in a prison, condemned to silence by fear and shame.

That discovery gave me the idea of starting ChildLine as a helpline that could be permanently open 24 hours a day, every day of the year. Since then two and a half million children have been helped, ChildLine has been copied in 150 countries around the world, and it has become the centre of my life.

Indeed, it has changed the whole fabric of my life. Because of my work with ChildLine as a volunteer counsellor, trustee and fundraiser, many other niche charities regularly come to ask me to help by speaking on their behalf, making contacts for them, offering them support and advice.

So now I am working daily to support charities working with disabled children, hospices, schools, anti-bullying charities, ranging from Hearing Dogs for Deaf People to The Red Balloon learning centres which recover badly bullied children.

All are niche charities that do exactly what it says on the tin. Is this philanthropy? If that implies sacrifice on my part, or altruism, or unselfishness, no. The reverse is true, my motives are selfish, for I have received so much more than I have ever given. By donating my time, and such skill and experience as I possess, although the knowledge I have gained is sometimes painful, the rewards are fantastic.

I often recommend people, particularly retired people who have the time and the skills to offer their services to the voluntary sector. It's never too late. Hillel put it best two thousand years ago, *“If I am not for me, who will be? If I am only for me, what am I? If not now, when?”*

► www.childline.org.uk/Pages/Home.aspx

EuroView: *The future of giving is with 'little Hans'*

by *Michael Alberg-Seberich*

“Was Hänschen nicht lernt, lernt Hans nimmermehr” (“What little Hans does not learn, big Hans will never learn.”), my Bavarian grandmother always used to say. The essence of the saying is an observation that is shared in many cultures, and it is backed up by research in the social sciences.

Our basic set of values is formed during childhood and adolescence. But what does that mean for philanthropy? Do we need to expose children and youth to giving early on? Can you actually learn to give?

I think you can! Ironically, this is one of the areas of education that we often forget about in the world of philanthropy. More than 20 years ago the Council of Michigan Foundations in the US created ‘youth giving boards’ in community foundations. In Canada the Youth and Philanthropy Initiative of the Toskan Casale Foundation is teaching secondary school students about charities and how to support them through giving. This is a programme that the London-based Institute for Philanthropy has also introduced to the UK.

In Europe, while there is curiosity and some experimentation with learning to give, there is also hesitation. But there is a compelling case to try to help a new generation of donors to make (engaged) philanthropy a part of their (family) heritage. More important still may be that we ensure that young people all over Europe



Michael Alberg-Seberich

experience giving early on in their life so that philanthropy, as a form of civic engagement, becomes one of their lifelong values.

The children of wealthy donors – often called the ‘next gen’ in philanthropy jargon – are increasingly served by philanthropy advisors and banks in Europe. In addition we may see the emergence of one or two independent platforms for these donors in Europe that are similar, for instance, to Resource Generation’s CORE programme in the US. The ‘curriculum’ for these young men and women covers the basics of grant-making, the role of philanthropy in a family, legacy, an introduction to the third sector and character development. The programmes are organised outside the school or university. They are experienced based and bring together peers who face similar questions. The next generation in Europe certainly seems to have choices if it wants to embark on a social journey early in life.

In the end, philanthropy is about a deed that we all value highly: giving. This is why on the secondary school curriculum of the US ‘Learning to Give’ initiative – part of the organisation ‘The League’ – philanthropy is defined as the giving of “time, talent and treasure”. The core of philanthropy is universal!

Learning to give benefits the whole debate about providing a service and the promotion of civic engagement: everyone that gives ought to be able to ask the right questions about a cause or a charity. Educating young people about giving is the not-for-profit guise of consumer education. Transparency in the third sector ultimately only makes sense if we all know what the numbers, the stories and the challenges stand for.

Learning about giving early on can bring a positive outlook into a young person’s life. I recommend that you attend a youth bank meeting in Northern Ireland, England, Germany or the Balkans at least once. Or listen in at a meeting of a youth giving council of the German NGO ‘Children for a Better World’. Young people here talk about the needs in their community, they talk with people who offer solutions to those challenges and they give out small grants. If you think you’re a tough donor or professional grant-maker, think again. These young people take on this responsibility with stunning rigor, care and passion.

If you are in New York you may want to visit ‘CommonCents’, an organisation that runs the ‘Penny Harvest’, the largest youth philanthropy programme in the US. In this programme, six to 12-year-old students turn something of very little value – cent coins – into, on average, a \$1,000 cheque, and hand this money to causes they consider important. The programme is a service to the community but crucially for these young people it is also proof that they can actively contribute to a better world.

These are all innovative approaches to learning to give. They are part service learning, part character education and part philanthropy education. There are many other examples of in- and out of school programmes that encourage children and young people to learn to give.

It looks like sowing the seed of philanthropy early on with “Hänschen” is possible. It is up to us to create the opportunities all over Europe that allow young people to do so.

Michael Alberg-Seberich is executive partner at Active Philanthropy.

► www.activephilanthropy.org

You can contact Michael at

► alberg-seberich@activephilanthropy.org



If you require any further information on these stories or have a social investment news item, please contact Adam Ognall, adam.ognall@uksif.org

Adam Ognall
deputy chief executive at
UKSIF



Impact investing

A brief round-up of developments from the impact investing world

by Adam Ognall, UKSIF

Social Impact Bond (SIB) pilot launched

The Social Finance-run SIB pilot is the first scheme that uses new funding from investors outside government to reduce reoffending with offenders. Investors will only receive returns on their investment from the Ministry of Justice if they reduce reoffending by a set amount ('payment by results'). The Big Lottery Fund is providing £6.25m funding to help pilot the SIB and initial investors in the bond include charitable foundations and private investors.

► www.socialfinance.org.uk

Big Issue Invest announces first closing of social enterprise investment fund

The first tranche of the £10m Big Issue Social Enterprise Investment Fund closed at over £3m. The Fund will provide finance to socially-driven businesses. CCLA is the FSA-authorized Fund Manager for the fund.

► www.bigissueinvest.com

Big Society Bank plans announced

The Cabinet Office has set a target of April 2011 for the first funds to be available from a Big Society Bank. The commitment to establish a bank to finance social enterprises and charities using funds from dormant bank accounts was in the Coalition Agreement.

► www.cabinetoffice.gov.uk

Charity Bank and Investing for Good merge

The merger combines Charity Bank's banking infrastructure of deposit and lending with Investing for Good's regulated authorisation as an investment adviser. Charity Bank also announced that it agreed loans of £20.9m in the first half of 2010, compared to £22.9m for the whole of 2009.

► www.charitybank.org

Bridges Venture makes first investment in a public company

Bridges has agreed a £5.5m cornerstone invest in AIM-listed organic waste solution business, TEG.

► www.bridgesventures.com

Truestone Asset Management to launch impact investment arm

The new dedicated impact investing service will offer investment opportunities, advice, events and even the opportunity to visit impact investing projects.

► www.truestone.co.uk

CSFI report proposes social enterprise tax incentive

Investing in Social Enterprise: the role of tax incentives, published by the Centre for the Study of Financial Innovation (CSFI) identifies how the legal forms chosen by social enterprises often preclude tax reliefs.

► www.csfi.org.uk

Co-operatively owned football club launches community share offer

The FC United of Manchester Ten Acres Lane Community Share aims to raise £1.5m to construct a new community stadium.

► www.fc-utd.co.uk

Development Trust Association publishes community shares guide

'Investing in community shares' was launched as part of the Community Shares Programme that explores how members of the public can invest in local community enterprises.

► www.dta.org.uk

Global Alliance for Banking on Values aims to touch lives of a billion people

The Alliance, a network of 10 sustainable banks made a commitment in 2009 to raise \$250m in new capital from its members in three years. Seven of the network's members, including Triodos, raised almost \$400m within a year. The Alliance is now pledging to touch the lives of a billion people with sustainable banking by 2020.

► www.gabv.org

Forthcoming Impact Investing events

National Ethical Investment Week 2010:

7-13 November

The Week brings together individuals, community and financial organisations and charities through events and other activities to let people know that they have green and ethical options that may help them 'make money and make a difference'.

► www.neiw.org

Good Deals 2010 Social Investment Conference:

15-16 November

Now in its third year, the conference brings together social entrepreneurs with innovative investments.

► www.good-dealsuk.com

Impact Investing Forum 2010:

30 November-1 December

Joining investors, development finance institutions, foundations, funds and the industry that serves them to discuss how to unlock the potential of impact investing.

► www.hansonwade.com

Publications, reviews and notices

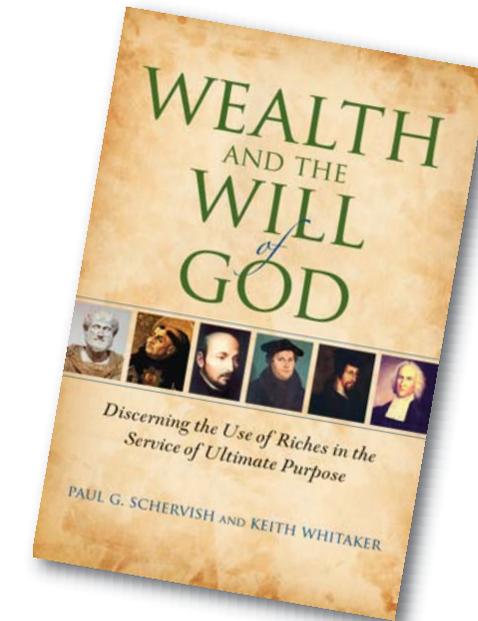
review

by Dr Beth Breeze, publications editor

Wealth and the Will of God: Discerning the Use of Riches in the Service of Ultimate Purpose
Paul G. Schervish and Keith Whitaker
 Bloomington, Indiana: Indiana University Press,
 May 2010. 210pp. Softback. ISBN 978-0-253-22148-3.
 \$65. www.iupress.indiana.edu

The explicitly religious title of this book will no doubt attract as many readers in the US as it repels in the UK. But in fact neither should be unduly influenced by the promise or threat contained in that title. Like most of Schervish's prolific output, this book is a reflection on the right use of wealth rather than a religious tract. The authors set out to show how wealthy people can marshal their resources in line with their moral compass and 'ultimate purpose', and is therefore as relevant to people who might describe themselves as broadly spiritual or generically moral, as it is to card-carrying Christians.

Whilst religiosity is probably an optional factor amongst the book's key audience, wealth is not. Schervish has made a life-long study of the wealthiest Americans, with a focus on how this tiny but growing minority can accommodate their substantial resources within a 'moral biography'. Despite stating on the first page that, "*individuals from any economic or social position may construct a moral biography*", the authors' interest is clearly focused on those they label 'hyperagents' – people who possess sufficient wherewithal to be beyond personal economic necessity. The defining characteristic of hyperagents is that they can shape the world rather than



just live in it, and the 'institution-changing capacity' of significant wealth holders includes their ability to define and shape charitable activity, rather than just join in with others to fund the causes they care about, as is the lot of the non-wealthy.

Whilst being an uber-rich, world-shaping hyperagent sounds attractive, the authors disagree: "*Liberation from economic necessity... is not always easy. Wealth holders find it challenging to read the moral compass that will guide them... They worry over how their riches will shape their own moral biographies and those of their children... Acquiring wealth, it turns out, is the beginning, not the end, of a moral biography of wealth.*"

The substance of the book then deals with the problems facing those who wish to be both wealthy and good. Six chapters consider, in turn, the contribution of six major thinkers, philosophers and theologians, exploring how their collective wisdom can help contemporary wealth-holders to work out how to align their financial capacity with their personal morals and 'ultimate purpose' in life.

“This is because the process of self-reflection provides donors with a more accurate understanding of their capacity to give, as well as a heightened awareness of the greater needs of others in comparison to their own needs and wants.”

Drawing on some of the Western world’s weightiest thinkers from the past two and a half centuries – including Aristotle, Thomas Aquinas, Ignatius Loyola and Martin Luther – the book could easily slide into prescriptions from the past. But Schervish and Whitaker adroitly organise the material, showing its relevance to the present day, so that it becomes a useful guide to making more discerning and deliberative choices in the 21st century.

Indeed, the aim of avoiding prescriptions permeates the book. No particular morals or ultimate purposes are claimed to dictate any specific actions, and the authors are at pains to emphasise that there is no universal formula for the ‘correct’ use of riches. The main guiding principle, derived from the work of Aristotle, is the importance of making wise choices; though this advice is ambiguous at best as ‘wisdom’ is itself left undefined. Whilst there is no easy crutch to lean on that can dictate our decisions and actions, the authors insist we must remain alert *“to the importance of choice and the need for some process of reflection, deliberation, or discernment that connects foundation with aspiration”*. In other words: well thought-out philanthropy is always better than knee-jerk, reactive giving.

Despite this book being aimed at providing guidance to today’s wealth holders, it contains many interesting messages for others involved in the wider philanthropic sector. For example, fundraisers will be heartened to read that wealthy donors who take a more discerning approach to their giving are alleged to increase both the quantity and the quality of their giving. This is because the process of self-reflection provides donors with a more accurate understanding of their capacity to give, as well as a heightened awareness of the greater needs of others in comparison to their own needs and wants.

Whilst the thinkers discussed in this book span over two thousand centuries, the authors insist there are many common themes in their work, as well as much useful variety. For example, Aquinas’ argument that wealth poses challenges to its possessor, is echoed by John Calvin’s provocative declaration that money is a test rather than a gift. Some disparity is evident in Loyola’s teaching of indifference to money, which leads him to conclude we should neither embrace nor disdain riches, whilst Jonathan Edwards is more positive about wealth, claiming that money is good because it emanates from God. However, Edwards’ view of money as a social good, rather than an individual possession, is allied to Luther’s

rejection of individual almsgiving in favour of communal support for those in need.

As can be seen from this briefest of summaries of the content, this book is essentially about the discerning use of wealth and how to draw on our common pool of wisdom to best conduct philanthropy in the 21st century. Most references to God could be deleted without substantially altering its meaning or point – and would likely increase book sales this side of the Atlantic!

Yet this book deserves to be read in the UK, not least because it takes an essentially optimistic approach to one of the big questions of our time: ‘How can thoughtful people connect their wealth to their spiritual aspirations?’ Schervish and Whitaker believe that the rich are seeking guidance on this issue, that they desire to be ‘financially moral’ and that the wisdom of the past can help the wealthy to make wiser choices today. As the number of billionaires continues to climb ever upwards (in both dollars and sterling, not to mention in rubles, rupees and renminbi), the question of how to reconcile financial success and moral fulfilment will become more pressing for a larger number of people, and we will need all the help we can get with addressing it.



“The Texan turned out to be good-natured, generous and likable. In three days no one could stand him.”

Influential reading: *Martyn Evans*

In each magazine, Philanthropy UK invites an influential person from the philanthropy sector to tell us what books have most inspired and shaped their approach to philanthropy.

Our ‘influential reader’ in this edition is Martyn Evans, chief executive of the Carnegie UK Trust. He can be contacted at martyn@carnegieuk.org.

Martyn says:

“If philanthropy is the effort to increase the well-being of humankind then the influences on me in my continuing journey to understand and deliver philanthropy have been varied and eclectic.

My route hasn’t been a straight line; I am sure my chosen books would have been different had I had to write this article at another time. And in writing about the three books that sprang to mind on this occasion, I would have to admit that books have played a peripheral role in shaping who I am compared to the many great people I have worked with who have supported, inspired and challenged me to be better and more effective.

I was bought up in army camps around the world as my father was a professional soldier. When I was in my early teens he gave me a copy of **Joseph Heller’s *Catch 22***. It was a revelation. I loved the way the book told of events from many different perspectives. I laughed out loud at the paradoxical style of writing and can still remember some lines after more than 40 years. *“The Texan turned out to be good-natured, generous and likable. In three days no one could stand him.”*

Most of all it altered the way I thought about other people. If my responsible, uniformed and (I thought) establishment father could enjoy this book then he and I had much more in common than I thought.



“In the world of competing policy ideas and proposals for change, often funded by philanthropy, a clearer grounding in the ‘is/ought question’ has been invaluable.”

Seeking what I have in common with others, even when we appear to disagree, has been an important part of my life as a campaigner for change. It also gave me the first experience of one of the great pleasures in life: to be given a book.

I moved on to university and rather than study for a practical degree as my brothers did (law and surveying respectively), I chose the definitely non-vocational subject of politics. I was exposed to a very wide range of political thought and philosophy for the three years of my first degree.

I then undertook a Masters degree in political philosophy. Of all the hundreds of books and articles I read over four or more years, one short essay had a truly profound effect on me. **John R Searle** wrote *How to Derive ‘Ought’ From ‘Is’*, which was published in *Philosophical Review*. Before I read it I had never even considered there was a problem. I took it for granted that there was nothing wrong with policy and political arguments run along the lines: ‘*x is the fact therefore y ought to happen*’. Searle’s essay raised the possibility that such arguments were illogical and one could never derive an ‘ought’ statement from an ‘is’ statement. He then proceeded to attempt to demonstrate (in a most convoluted way) how he thought it was possible!

I cannot do justice to the argument here but the essay led

me to read David Hume, whose original wisdom Searle was questioning, and to try to understand ‘Hume’s Fork’, then to consider ideas of uncertainty in science and much more. In the world of competing policy ideas and proposals for change, often funded by philanthropy, a clearer grounding in the ‘is/ought question’ has been invaluable.

To mark the 200th anniversary of Hume’s birth in 2011, the Carnegie Trust for the Universities of Scotland is sponsoring visiting professorships for Hume experts to celebrate one of our greatest thinkers. The David Hume Institute and the Carnegie UK Trust now work closely together.

My last choice of book is more recent. When I have resorted to books it has often been for explanations of dilemmas and conundrums that perplex me. In the early part of the decade, the problem I wanted to explore was the reducing public and policy confidence in the value of free-markets, competition and business and the resulting growing anti-globalisation movement and anti-market trend in progressive thinking.

I would make *The Truth about Markets* by **John Kay** required reading for all of us who consider ourselves progressives. Written before the current collapse of banking it tackles head-on, and with great distain, what Kay calls the ‘mantras of market fundamentalism’.

However, far from retreating into a helpless critique of capitalism, the book seeks to champion markets as instruments of free societies. Kay keeps a firm boot on the neck of state-planned economies as being inefficient and harmful. His book is a call for the active re-engagement of civil society in the regulation and management of markets and business. This line of reasoning is strongly reflected in the Carnegie Inquiry into the Future of Civil Society (2010). What Kay calls ‘disciplined pluralism’ is a way of managing the excesses of markets while benefiting from their efficiencies in production and distribution. This book is unusual for being so accessible and entertaining at the same time.

I will finish with another of my long remembered quotes from my first choice, **Catch 22**: “*The case against Clevinger was open and shut. The only thing missing was something to charge him with.*” This atmosphere of apparent logical irrationality pervades the whole book and has helped me come to terms with (but not always understand or appreciate) the pressures and vagaries of modern work and life.”

notices

by Dr Beth Breeze, publications editor

Women & Philanthropy: Boldly Shaping A Better World

Debra Mesch, Andrea Pactor,
Sondra Shaw-Hardy, Martha A. Taylor, Buffy
Beaudoin-Schwartz

This book argues that women have led the way in virtually reinventing the world of fundraising and ways of giving. Based on interviews and the authors' own experiences, this book covers key topics in 'women's philanthropy', including: the modern movement, women as prospects, how and why women give, overcoming barriers, developing gender-sensitive fundraising programmes, communicating with women, women as leaders and donors, couples and family giving, and how women can and are changing philanthropy. It also contains advice for women seeking to become philanthropic leaders.

San Francisco: Jossey Bass, September 2010. 304pp.
Hardcover. ISBN 978-0470460665. £28.99
www.amazon.co.uk/gp/product/0470460660

The World That Changes the World: How Philanthropy, Innovation and Entrepreneurship are Transforming the Social System

Willie Cheng and Sharifah Mohamed (eds)

Launched at the global Social Innovation Exchange annual conference, held in Singapore in September 2010, this book sets out to describe the 'social ecosystem', which is described as "*a pulsating, thriving community of very diverse, at times divisive players, all driven by a common mission: to change the world for the better*". This ecosystem is said to be organized around several million civil society groups with a presence in every country in the world, which is equivalent in size to the world's fifth-largest country, spending more than \$1.9 trillion a year, and providing more than 4.8 million full-time equivalent jobs. The book contains contributions by 21 international authors, who share their perspectives and insights on various facets of the social ecosystem, the change drivers and the macro-trends, including the UK's Geoff Mulgan and Rob John, writing respectively on *Stepping on the Accelerator of Social Change* and *Venturing into Entrepreneurial Philanthropy*. It is endorsed by Matthew Bishop who says: "*The philanthrocapitalism movement – in which the winners in our capitalistic society make doing*

good a core part of their personal and business strategies – now needs to effectively mobilise and impact the non-profits, social activists, capacity builders, regulator, and broader community. The World that Changes the World puts together the pieces of this puzzle by explaining how these varied actors of the social ecosystem function and interact with each other, and how philanthrocapitalism and other forces of change can bring about a better world."

John Wiley & Sons, October 2010. 408pp. Hardback.
ISBN 978-0470827154. £19.99
www.worldthatchangestheworld.com/

The Essence of Strategic Giving: A Practical Guide for Donors and Fundraisers

Peter Frumkin

This book is a distillation of the lessons contained in Frumkin's well-received book, *Strategic Giving* (reviewed in Philanthropy UK newsletter, March 2007). This version is designed to be a practical guide for all those involved in private philanthropy, including donors, fund-raisers and charity leaders. Five critical challenges are described, which must be addressed to ensure that philanthropy amounts to more than indiscriminate charity. These include: being aware of the time frame that guides a gift, specifying the intended impact being pursued, and recognising how a donation fits with a donor's own identity and style. This book argues that acknowledging and understanding these fundamental, strategic aspects of giving will help ensure philanthropy more effectively achieves its aims, and at the same time will help to build a lasting relationship between donors and the institutions they support.

Chicago: Chicago University Press, September 2010. 192pp. Paperback. ISBN 978-0226266275. £9.50.
www.amazon.co.uk/gp/product/0226266273/ref=pe_3421_21668461_snp_dp

Talking about results

Sarah Hedley, Sarah Keen, Tris Lumley, Eibhlín Ní Ógáin, Jane Thomas and Mathilde Williams

The latest report from NPC is based on analysis of the annual reports, annual reviews, impact reports and websites of 20 of the top 100 UK fundraising charities. The purpose of this research is to explore how well charities are communicating their impact, given the general and widespread consensus that impact matters to funders, and is a crucial factor behind giving decisions. The authors find that nearly all the charities were good at describing *outputs* (what they actually do) but less than half communicate clearly about their *outcomes* (what changes they achieved in people's lives). NPC therefore concludes that charities are missing an opportunity to communicate to potential supporters what they need and want to know. As usual in NPC's publications, this report has many useful pragmatic aspects – it highlights examples of good practice, and offers advice for charities wishing to take the findings on board, and take practical steps towards communicating what matters, in the most effective way possible.

London: New Philanthropy Capital. September 2010. 25pp. Free to download
www.philanthropycapital.org/publications/improving_the_sector/improving_charities/talking_about_results.aspx

Social Return on Investment (SROI) for Funders

Lucy Heady

Social Return on Investment (SROI) is a type of economic analysis that provides a framework for measuring social value. NPC believes that SROI has an important role to play in encouraging the collection and analysis of evidence, which enables charities to be judged by what they achieve for their beneficiaries. The SROI ratio represents the social value created for each £1 invested. Integral to this is the process of listening to stakeholders and understanding and valuing outcomes, either using evidence that a charity has already collected, or forecasting potential future returns. In this paper, written specifically for funders, NPC seeks to offer a starting point for discussion about how and when SROI is best used.

London: New Philanthropy Capital. September 2010. 22pp. Free to download
www.philanthropycapital.org/publications/improving_the_sector/charity_analysis/SROI_for_funders.aspx

A Guide to Giving 3rd edition

The essential handbook for 21st century giving

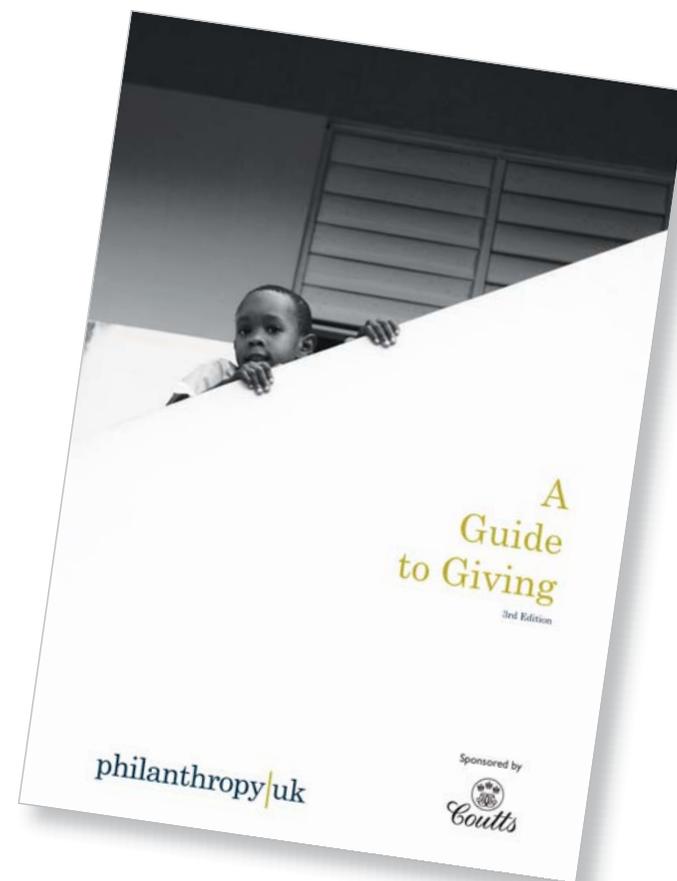
Published by Philanthropy UK with the continued support of private bank Coutts & Co, *A Guide to Giving* is a valuable and up-to-date resource for both philanthropists and their advisors that sets the benchmark for inspirational, practical and objective guidance.

This updated guide reflects the evolved and sophisticated approach donors now take in their giving. New topics include charity impact evaluation, community development finance, donor advised funds and sustainable finance; all written by experts in the field. A new section on family business and philanthropy explores the growing trend in corporate philanthropy as an expression of the ethos of family-owned businesses.

Profiles of both new and experienced philanthropists, including Sir Ian Wood, Stanley Fink and John Wates, engage readers in the journey of giving.

“The third edition of A Guide to Giving couldn't be more timely given the current turmoil in financial markets. Philanthropy UK are to be congratulated for showing just how easy and fun it can be to give time, money, encouragement and expertise to make the world a better place. It's all about balancing heart and mind.”

– **Mark Evans**, Head of Family Business & Philanthropy, Coutts & Co.



A Guide to Giving 3rd edition (144pp), £25, plus postage and handling. Email your order to info@philanthropyuk.org or order online at www.philanthropyuk.org/AGuidetoGiving/OrderBook

For further information please contact us at info@philanthropyuk.org or +44 (0)207 255 4490.