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Philanthropy Impact

Inspiring Philanthropy and Investing for Impact

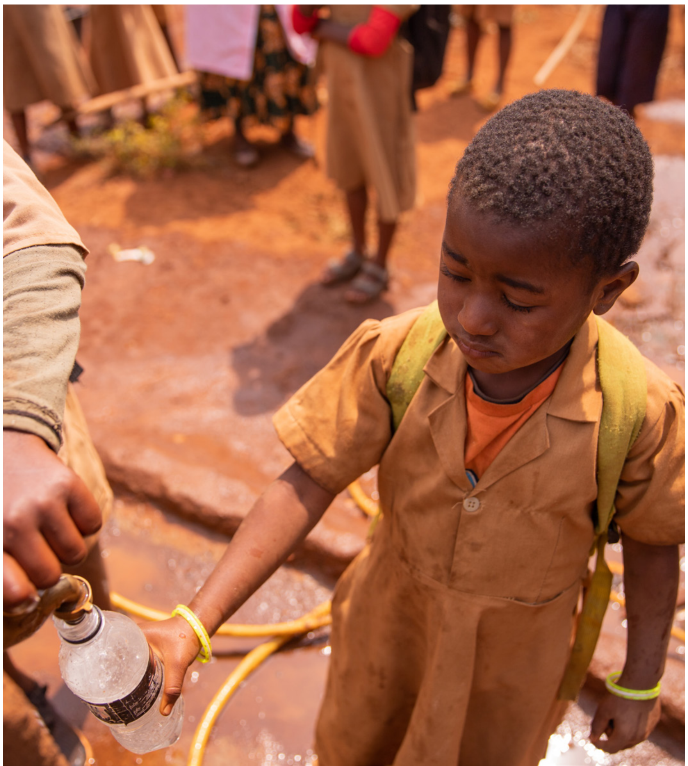
MAGAZINE

PHILANTHROPY AND IMPACT INVESTING

MODELS, TRENDS, AND CHALLENGES ACROSS THE SPECTRUM OF CAPITAL

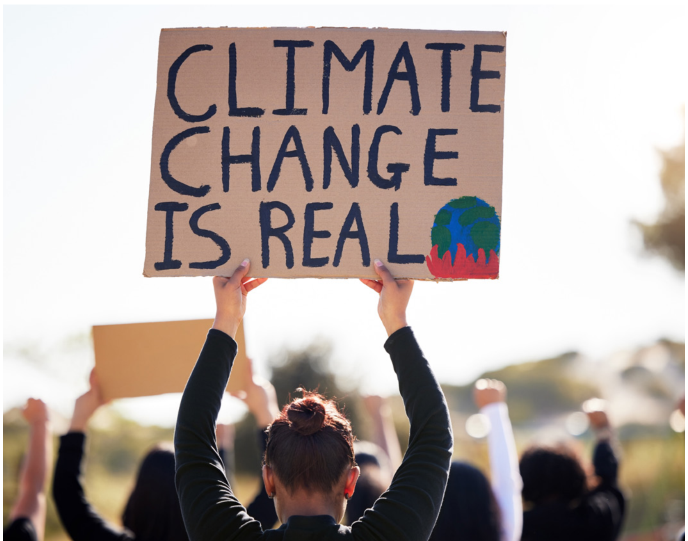
THE SECOND ISSUE OF A TWO-PART SERIES

EDITORIAL: INVESTING FOR LEGACY



UNLOCKING POTENTIAL: PHILANTHROPIC INVESTMENT IN THE WATER SECTOR

WHY BACKING SMALL CHARITIES IS MORE IMPORTANT THAN EVER: AND HOW TO DO IT WELL



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PHILANTHROPY IMPACT

Philanthropy Impact is a capacity building non-profit organisation at the intersection between philanthropy, social investment, ESG and impact investment. Our mission is to increase the flow of capital for good.

We are a membership network creating opportunities to increase and improve impact/ESG investing, social investment and philanthropy; as well as providing opportunities for professional advisors across the spectrum of capital to network with other advisors building relationships creating opportunities to work together to gain referrals and to achieve growth.

We achieve this by building the will and capacity of professional advisors (private client advisors, wealth management, private banking, tax and legal sectors) to support their (U)HNW private clients on their philanthropic and impact investment journey.

Our means for realising our vision includes thought leadership and sharing intelligence, events, CPD Certified CISI Endorsed training, 23 Impact, bespoke networking opportunities, campaigning, publications including a magazine, and resources for advisors and other stakeholders.

Our stakeholders also include philanthropists, impact investors, trusts and foundations, and charities and social enterprises.

Centre of Excellence
- Training for professional advisors: bespoke CPD certified and CISI endorsed training courses, providing philanthropy and impact investment advice to help them support their clients' social impact investment journey.
- Training for wealth advisors: bespoke CPD certified and CISI endorsed training for wealth advisors and other professional advisors with an interest in suitability issues and ESG investing.
- Training for major donor and corporate fundraisers: bespoke CPD self-certified training for high-value fundraisers working with (U) HNWI, to help them understand the role of their professional advisors and to strengthen professional relationships that will transform their fundraising.
- 23 Impact: The new platform to enable online networking opportunities.
- Events: a comprehensive programme of self-certified CPD events, including networking among professional advisors, philanthropists and social impact investors.

Publications and Research
- Developing our 'body of knowledge'
- How-to best practice guides
- Technical content and analysis
- Market research and case studies
- Philanthropy Impact Magazine

Philanthropy Impact Public Affairs
- Advocacy: lobbying for policies and regulations that encourage philanthropic giving and impact investment
- Engagement with government and key policy stakeholders

Chief Executive and Editor: John Pepin
Co-Editors: Rachele Menditto, Director, Communications and Relationships, and Morgan Axinn Cattai, Director, Membership and Development

Philanthropy Impact, 218 Strand, Room 12, London WC2R 1AT

Tel: +44 (0)20 7407 7879 / +44 (0)780 305 1674
www.philanthropy-impact.org

@PhilanImpact
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The purpose of the magazine is to share information about philanthropy and impact investment in a domestic and international context. We welcome articles and other forms of contribution, and we reserve the right to amend them.

Please contact the Editor at editor@philanthropy-impact.org

Philanthropy Impact is supported by its members, donors and sponsors. Magazine design and artwork by antmadethis.co.uk

BECOME PART OF THE EVER GROWING PHILANTHROPY IMPACT NETWORK BY BECOMING A CORPORATE MEMBER TODAY.

Philanthropy Impact

Inspiring Philanthropy and Investing for Impact

COME AND JOIN PHILANTHROPY IMPACT TODAY:

FOR SUPPORT

Philanthropy Impact offers guidance to support your clients through the challenges faced in their philanthropy and impact/ESG investment journey.

We offer a programme of training and educational events.

We support your team to ensure you are offering your clients a high quality service for philanthropy and impact/ESG investment advice to help them achieve their goals and ambitions.

TO ACCESS

As a Philanthropy Impact member, you will have access to an active network of professional advisors to (U)HNWI including private client advisors, wealth managers, private bankers, tax and legal advisors, as well as philanthropists, impact/ESG investors, and charities and trusts.

Benefits include free access to networking events both online and face to face and priority to present at events.

TO DEVELOP

Our extensive resource hub will give you the skills and knowledge to develop your client service offer, empowering you to have values based conversations with your clients and support them on their philanthropic and impact/ ESG investment journey.

Philanthropy Impact members automatically receive our online magazine subscription and are able to access information from many of our partners at a discounted rate.

TO ENGANGE

Philanthropy Impact members can actively engage in topic discussions and by providing content for our newsletter and contributing to our magazine.

As a member you will improve your firm's visibility in the philanthropy and impact/ESG investing space by being featured on our website and through various platforms.

We give you a space to share your best practice experience, innovations and learnings with others in the network.

OUR REACH

Our audience continues to grow daily. Current numbers are:

- **6,500+** active on our contact list
- **15,700+** CEO connections on LinkedIn
- **11,000+** connections on PI LinkedIn page
- Over **50 countries** across Europe, Asia, North America and Latin America

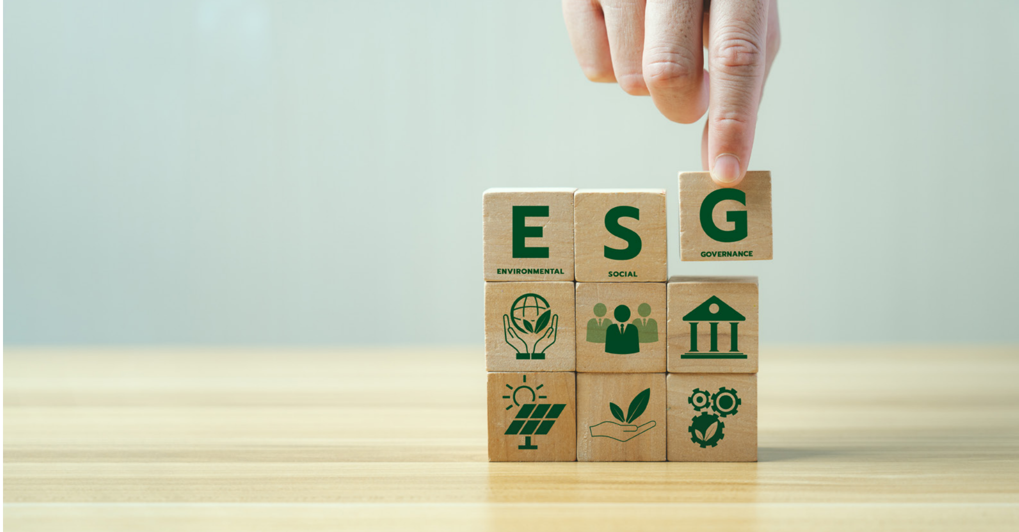
JOIN US TO:

- Expand Your Professional Network
- Stay Informed and Educated
- Enhance Your Visibility
- Join a Supportive Community

Get in touch with the team today to learn more:

E: membership@philanthropy-impact.org

"IF THE FAMILY BUSINESS IS FINANCIAL SERVICES, INVESTING IN IMPACT INVESTING FUNDS, GREEN OR BLUE BONDS, AND OTHER FINANCIAL IMPACT VEHICLES CAN LEVERAGE THE CORE COMPETENCIES..."



EDITORIAL

INVESTING FOR LEGACY

LINA CONSTANTINOVICI – WWW.INNOVATION44.ORG

This issue investigates the various forms of philanthropy and impact investment and their impact on society, reflecting the important role private capital addressing social and environmental issue. Family offices are a key component of this as they are uniquely positioned for long-term thinking and a systems approach to impact investing. As a member of the Hermes family famously said: "We do not inherit the family business, we borrow it from our grandchildren", multi-generational families are more focused on legacy than quarterly or five-to-seven year returns.

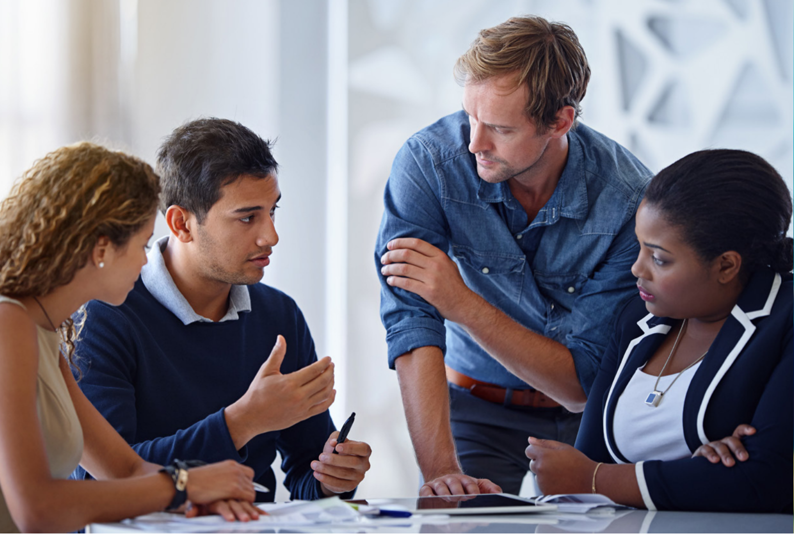
What does legacy mean in practice when it comes to impact investing? For some families, it may mean investing in solutions that are in the same sector as the family business - for example, a new family office that either operates or has sold a company in the food business, may choose to invest in food related impact companies, bringing a great deal of expertise in addition to capital when investing. For other families, a systems approach to investing based on a theory of change that takes into account urgent existential threats (like plastics or climate for example), can provide an opportunity to deploy key catalytic capital at the forefront of innovation that matters.

Another approach can be community-based with the goal to improve the conditions of the community where the family business operates by investing in education, infrastructure, health, and economic growth. Each approach to investing in impact companies can build the family's legacy and generate multi-generational impact.

If the family business is financial services, investing in impact investing funds, green or blue bonds, and other financial impact vehicles can leverage the core competencies the family can bring into the diligence process. Taking inventory of the family's core competencies can bring significant clarity to defining the impact investment mandate for the family office and the additional skills/expertise needed to undertake investments outside of existing areas of expertise. This is particularly key in deep tech innovation investments that can both be transformational for entire industries with significant global impact, and at the same time challenging to diligence when there may be a small number of experts qualified to evaluate the technology and/or its market potential.

How could you improve the ability of your existing team to evaluate impact investment opportunities and expand your network of global experts you can access for advice in the diligence process? How do you build in a reoccurring evaluation process to ensure alignment of your impact investments with your legacy? How do you ensure there is alignment among family members regarding what legacy means in practice and synthesize a collective definition from each family member's vision of legacy?

If the family is at the beginning of its impact journey, investing in active impact investment areas (such as renewable energy, real estate, etc.) where there are many peer-to-peer learning opportunities and many developed structures and models, may serve the family best. If the family has extensive experience



investing in impact, the opportunity to be a pioneer in under-invested impact areas that represent urgent priorities (such as ocean health, with SDG 14 being the second least invested in SDG while producing 50%-80% of the oxygen we breathe) can not only build a compelling legacy for the family, but also ensure the survival of our species and improve societal conditions for many generations to come.

"HOW COULD YOU IMPROVE THE ABILITY OF YOUR EXISTING TEAM TO EVALUATE IMPACT INVESTMENT OPPORTUNITIES AND EXPAND YOUR NETWORK OF GLOBAL EXPERTS..."

LINA CONSTANTINOVICI – FOUNDER AND CEO, INNOVATION 4.4

Lina Constantinovici, MBA is the Founder and CEO of Innovation 4.4, an NGO based in the United States and focused on accelerating the commercialization of innovations most relevant to meeting the goals of the Paris Agreement and the UN SDGs. Lina is also a Founding Partner of BVC Fund, an impact investing early-stage fund focused on water, waste to value, material science, and energy innovation. As an investor, advisor to family offices, innovation pioneer, and sustainability expert, Lina is passionate about early-stage technologies as a key economic prosperity and resilience driver towards addressing the world's greatest challenges through innovation. Lina has evaluated over 18,000 early-stage cleant tech companies, advised several hundred early-stage startups, and built global innovation eco-systems for solutions that matter.

23 IMPACT

Supporting you across the spectrum of capital

THE NEW ONLINE PLATFORM DEDICATED TO CREATING BEST PRACTICE IN PHILANTHROPY AND ESG/IMPACT INVESTMENT ADVICE

Grow your Network

CISI CHARTERED INSTITUTE FOR SECURITIES & INVESTMENT — ENDORSED CPD — CONTINUING PROFESSIONAL DEVELOPMENT

FOR ALL PROFESSIONAL ADVISORS

- Enhance your online presence, highlight your expertise
- Establish relationships with professionals who complement your expertise
- Collaborate on projects, share resources, and refer clients to each other

FOR TRUSTS, FOUNDATIONS AND CHARITIES

- Meet with like-minded individuals who share your passion
- Look for advisors with expertise and experience that align with your specific needs
- Engage & connect with local & global nonprofit organisations working in areas of interest to you

FOR PHILANTHROPISTS, IMPACT AND ESG INVESTORS

- Find your experts, unlock your potential by connecting with experienced advisors
- Increase visibility, maintain an online presence among impact investors and philanthropists
- Build relationships, discover new avenues for growth and collaboration by connecting with new realties and stakeholders

BUILD YOUR PERSONAL PROFILE TO:

- Find a network of like-minded people
- Learn about the 23 services and the Private Advice Chain
- Discover a space that promotes best practice in impact investment and philanthropy advice
- Receive CISI-endorsed CPD points related to professional advisors' standards and competencies

For further information register here
or email: morganaxinncattai@philanthropy-impact.org

Philanthropy Impact
Inspiring Philanthropy and Investing for Impact

TRAINING

CPD CERTIFIED The CPD Certification Service

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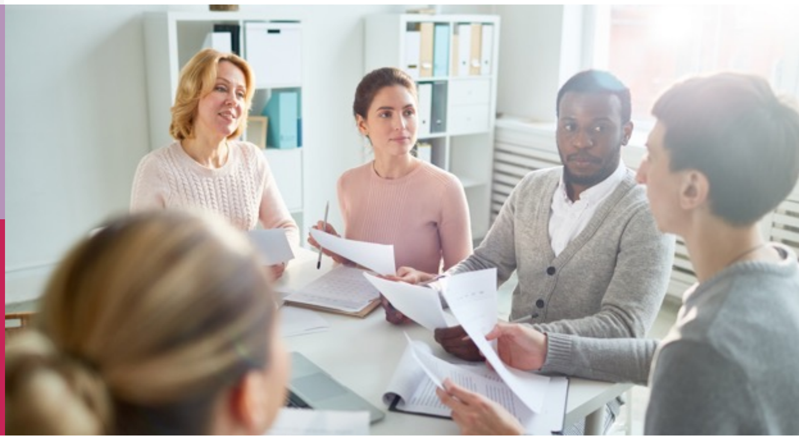
CHANGING TIMES:
Meet the Growing Client Demand for Philanthropy and Social Investment Advice

This course has been developed specifically for private client professional advisors



THE NEED FOR THIS TRAINING IS DRIVEN BY

Benefits to Advisors and Firms – Professional advisory firms that are customer centric offering their clients support on their philanthropic journey had 6x the median assets of those who do not offer this support, 3x organic growth, 1.3x new money, and higher trust levels.

Client Demand – The world is changing and with it the needs and expectations of wealth holders. They are seeking to align their wealth with their values. They expect support from their advisors with their purpose driven investment activities including on their philanthropic journey.

To be Customer Centric – It is essential for professional advisors to be equipped to talk to their clients about their values, motivations, ambitions and goals as part of the development of a sustainable investment and philanthropic strategy.

WHY ATTEND THIS COURSE

In this live, interactive, tutor led training course, we take you through how you can:

- **Understand the commercial opportunity** for providing support to clients on their donor journey
- Learn **best practice approaches** to improve meeting clients' wishes to align their wealth with their values, resulting in becoming the first call for clients
- Learn about the **23 distinct services** a (U)HNW client needs on their philanthropic journey and develop ways to **incorporate client support** into your advisory practice
- **Reach new clients**, enhance retention rates, leveraging philanthropy support services reinforcing a values based purpose driven advisory business leading to commercial growth

Rating by (U)HNW clients of professional advisors for their philanthropy advice:

5.9/10

This course could help advisors achieve a rating of:

10/10

BOOK NOW TO OPEN THE DOOR TO FINDING WAYS TO MEET CLIENT NEEDS AND EXPECTATIONS

TO LEARN ABOUT OUR CPD CERTIFIED AND CISI ENDORSED TRAINING PLEASE CONTACT

training@philanthropy-impact.org

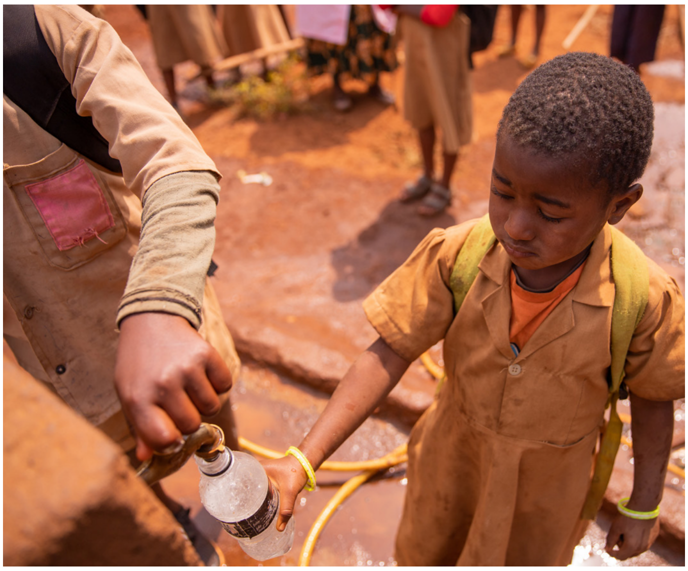
DISCOUNTS AVAILABLE FOR PHILANTHROPY IMPACT PARTNERS

LEARN WITH PHILANTHROPY IMPACT

As an organisation at the intersection between ESG and impact investment, social investment and philanthropy our mission is to increase the flow of capital for good by enabling private clients and their families to match their purpose driven wealth strategies with their values, capturing their sustainable, social and ESG/Impact investment and philanthropy preferences across the spectrum of capital.

This course is intended for professional advisors such as: private client advisors, wealth management, private banking, financial advisors, tax and legal sectors with an interest in values-based, client-centric solutions for HNW clients

UNLOCKING POTENTIAL: PHILANTHROPIC INVESTMENT IN THE WATER SECTOR



JENNY WELLS – WWW.WATERAID.ORG

We cannot speak about climate change without considering its relationship with water. People, businesses and ecosystems experience the impacts of climate change through either too much of it (floods) or too little (droughts). Therefore, safely managed water and sanitation systems are vital for climate resilience, and essential for human and environmental health.

We are already facing a water crisis. Today, more than a quarter of the global population lacks access to safely managed drinking water, while nearly half of the world lacks adequate sanitation facilities (United Nations, 2023), resulting in waterborne diseases, such as cholera, being a daily fact of life in many countries. Factors such as population growth, rapid urbanisation, and agricultural demands exacerbate these challenges, and climate change multiplies these threats. Despite these risks, only 5% of total global climate finance is spent on helping communities and business adapt, and water programmes received less than 3% of all tracked global climate finance (WaterAid, 2020). This has resulted in a significant funding gap of approximately $200 billion per year that public finance alone can't bridge (Blended Finance Taskforce, Systemiq, WaterAid, 2022). The role of the philanthropic sector here is key. Philanthropic funding can help turn the page on the failing existing approaches and open up new avenues on the front line of the climate crisis. By helping to de-risk and crowd in private capital in the water sector; deliver proof of concept with multiple co-benefits, and develop new ways of innovating and thinking, ultimately offering an opportunity to bridge the gap and deliver efficient, inclusive, and nature-positive water systems.

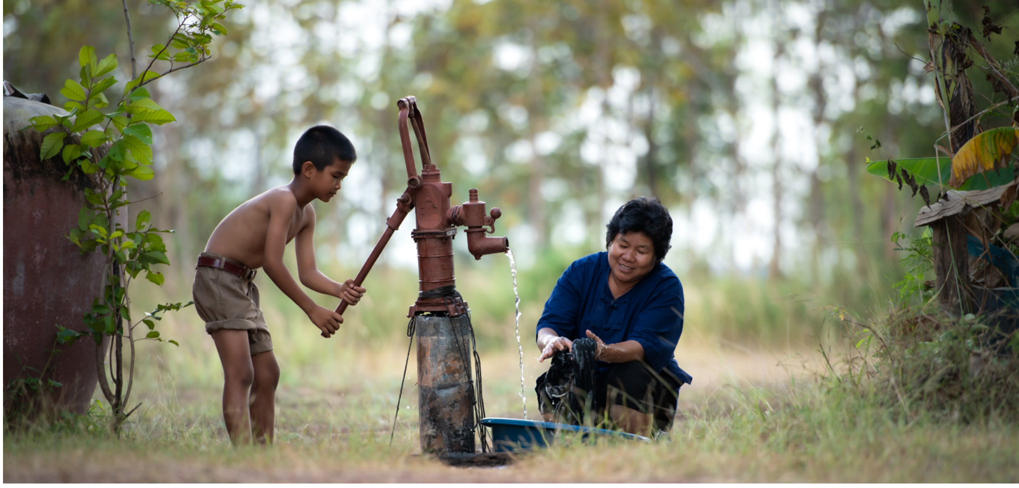
Historically, obstacles such as cost, monetisation, the perception of low Returns On Investment (ROI) and a lack of investible deals, currency risk and governance have impeded investment in the water sector. But it doesn't have to be this way. We are seeing that philanthropic funding can be the engine of change to inspire the public and private sectors to mitigate risks, overcome key barriers, and strengthen the development of high-quality pipelines of investible deals in regions and industries where the need and potential are greatest.

Firstly, philanthropic funding can de-risk investments to help attract commercial capital from private investors who would otherwise not be interested.

Secondly, early-stage philanthropic investment can help bear the high upfront costs associated with pipeline development. This upfront funding is crucial for identifying opportunities, financing project development, and organising investments. One example is the Private Infrastructure Development Group (PIDG) which provides upfront funding, knowledge delivery, capacity building, and targeted technical assistance to make projects more commercially viable and creditworthy. With these high costs covered, philanthropy has the capacity to tackle intractable problems that are often deemed too challenging for other actors. For example, in America, over 5,000 water utilities have been abandoned, jeopardising the health and well-being of millions. Private companies won't go in and buy them because the cost to upgrade them is too high to obtain minimum returns. So, by blending philanthropy into these deals, the private companies can afford to purchase and upgrade and run these utilities.

Thirdly, philanthropy can utilise flexible capital to drive 'first-of-a-kind' investments, new business models and proof-of-concept initiatives that deliver both social and environmental benefits. By investing in projects with built-in social and environmental impact, philanthropy can demonstrate the viability of innovative approaches, foster new ways of thinking and pave the way for broader adoption by other investors. In March this year, the Bill & Melinda Gates Foundation committed $6 million to the African Water Facility to support the operationalisation of the Africa Urban Sanitation Investment Initiative - a new financing window dedicated to improving sanitation in African urban cities. In the first 10 years of operation, it aims to mobilize $320 million for operations, $7 billion in investments, and 10% investment finance from climate finance sources. It targets up to 50 projects with benefit to an estimated 15 million people.

"IT'S CLEAR THERE IS PENT-UP DEMAND AND HUGE NEED TO SECURE WATER IN THE FACE OF UNPRECEDENTED THREAT, BUT TO REALISE THAT DEMAND NEEDS A COLLECTIVE FOCUS."



With resilience and adaptation emerging as critical priorities in the face of climate change, whilst often overlooked in the face of mitigation efforts, philanthropic efforts can lead the way in finding innovative solutions to these complex issues.

Philanthropic funding can also drive innovation, enhance productivity and broaden our understanding of water systems through supporting the incubation of early-stage technologies and business models in the sector. Notable philanthropic investors in this area have been the Bill & Melinda Gates Foundation who have invested over $1 billion in the water sector since the early 2000s; the Conrad N. Hilton Foundation who have committed over $200 million to water initiatives in low-income communities; The Stone Family Foundation and Ikea Foundation, and the Coca Cola Africa Foundation.

PepsiCo and Water.Org have shown how philanthropic funding can galvanise private investment into venture builders by providing early-stage capital and technical assistance to cover transaction costs, project development and pipeline building activities. Their 'Water Credit Initiative' emerged to address the challenge of individuals lacking access to affordable financing for essential household water and sanitation solutions. In many developing economies, traditional financial institutions do not offer tailored loans for such purposes. Recognising this gap, Water Credit partnered with local institutions to provide small grants to enable people to access loans to install taps or toilets in their homes. By blending philanthropic and private funding, the initiative has facilitated over 8.5 million loans totalling $3.1 billion for water and sanitation projects.

There's a well-known saying that it's harder to give away money than it is to make it. In this context, there is a perception of a lack of viable, investible water projects. This is where organisations such as the Resilient Water Accelerator (RWA) come in. Created to increase the flow of private and public finance into water projects that help the most climate-vulnerable communities build resilience to climate change, the RWA brings relevant decision makers, technical experts and investors together to create bankable deal pipelines for funders looking to address water risk and strengthen resilience.

It's clear there is pent-up demand and huge need to secure water in the face of unprecedented threat, but to realise that demand needs a collective focus on the huge benefits to people, nature and climate resilience. This is the sort of vision we look to philanthropy to provide, the vision to lead the conversation on these global challenges and open the gates so that policy makers and business may follow. ■

JENNY WELLS – POLICY AND COMMUNICATIONS MANAGER, RESILIENT WATER ACCELERATOR

Jenny is an experienced policy and communications professional with over 6 years in the international development sector. She leads strategic communications at the RWA, shaping awareness, developing policy, and advancing the organisation's mission. With a Master's in Water Science, Policy and Management from Oxford and a background in International Relations, Jenny is passionate about addressing the impacts of climate change through water, particularly in developing countries.

"ACROSS THE COUNTRY THERE ARE THOUSANDS OF SOCIAL ENTREPRENEURS WITH THE COST-EFFECTIVE, HIGH-IMPACT SOLUTIONS WE NEED TO MAKE REAL CHANGE HAPPEN IN COMMUNITIES."

WHY BACKING SMALL CHARITIES IS MORE IMPORTANT THAN EVER - AND HOW TO DO IT WELL

MARY ROSE GUNN – WWW.THEFORE.ORG

The year 2024 could be said to be looking bleak. The challenges we're facing as a society are mounting but cash-strapped government's ability to innovate, regardless of the election result, looks more limited than ever. However, this does not mean nothing can be done. In fact, it creates a vitally important opportunity for those who are lucky enough to have some funding to share.

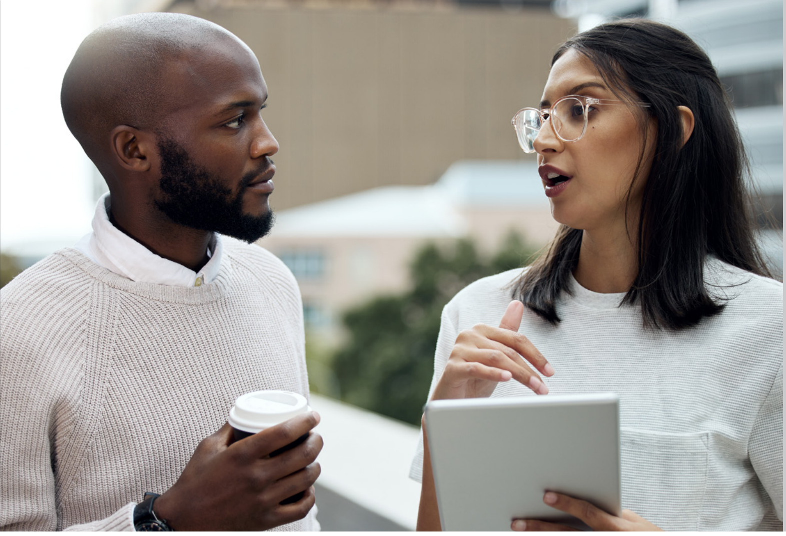
Across the country there are thousands of social entrepreneurs with the cost-effective, high-impact solutions we need to make real change happen in communities. The potential locked up in the charities these leaders run is huge but what many people don't realise is that even a small gift can be the catalyst for massive change in these organisations and consequently across society.

To small, community-based organisations, a few hundred pounds can make or break things. When the recipient is chosen carefully, small sums can start systems change because the budgets of many charities are mind-bogglingly small. Take the recycling charity Sal's Shoes: founder CJ Bowry began in her garage, sending her son's old shoes to children in need. Today, with just a handful of staff and volunteers, they provide a million pairs of pre-loved shoes a year to children in 60 countries across the world. Or Escapeline, which rescues children from horrific County Lines drug gang abuse. Since 2019 it has worked with over 20,000 children and 500 professionals – and all on a budget of less than £200,000. For £30,000 they are currently piloting a project with Wiltshire police that will be scaled to protect children across the whole of the UK if it works. For small charities like these, making the smallest unrestricted donation can have a massive impact.

So, what is the best way to support smaller charities – whether it's sharing your funds or even your skills? It comes down to three things: research, respect and risk.

Research may seem obvious, but it is something that many potential donors forget when they start out. In the age of the internet there is no excuse for not being informed about an issue that you care about enough to be thinking of supporting. Philanthropists who have a basic understanding of what's worked and what hasn't in helping solve knife crime or isolation amongst the elderly can ask the sort of questions that will quickly reveal a good project over a bad one. Research will give insights into where the support is needed – it may be that youth mental health provision in your area is quite well covered but there are access problems for a specific group. 360giving provides data on grant funding given in the UK by the top 200 funders, while organisations like The Fore publish all our awards so anyone can benefit from existing due diligence to find high-quality small organisations. Community foundations based all over the UK are also fantastic sources of local charity knowledge. Collaborating with others has the potential not only to save time and money, but also to share knowledge and risk. This is still far too rare in the philanthropic world.

When it comes to more detailed insights, speaking to local experts is invaluable. Social entrepreneurs are passionate about their causes and bend over backwards to help, especially if they think you might support them. But be careful not to take advantage. Donating a small sum in recognition of time that might have been spent, if you decide a bigger donation isn't appropriate, will always be appreciated because time with you is time away from their beneficiaries. Starting with a smaller donation is also an excellent way to get to know an organisation. Check back in after six months and find out how things have developed before suggesting going further if progress is strong (maybe even before they ask for it!).



Second, and perhaps the most important of all, is respect. In the philanthropic world there is long running debate about the unhealthy power dynamic between funders and funded – highlighted by the increased awareness of social and racial justice. When one person has something the other needs, it is never going to be a meeting of equals. If funders are aware of the power they hold and respect the knowledge and time of those running small charities and social enterprises, much of the negative impact of the power dynamic can be mitigated. I don't know many philanthropists keen to solve homelessness who know how to persuade someone sleeping rough into a shelter, but I do know fantastic grassroots social entrepreneurs who can. Without the expertise and ability to connect with beneficiaries that charity staff and volunteers possess, the philanthropist's wish to create social change is going to be a lot harder to achieve.

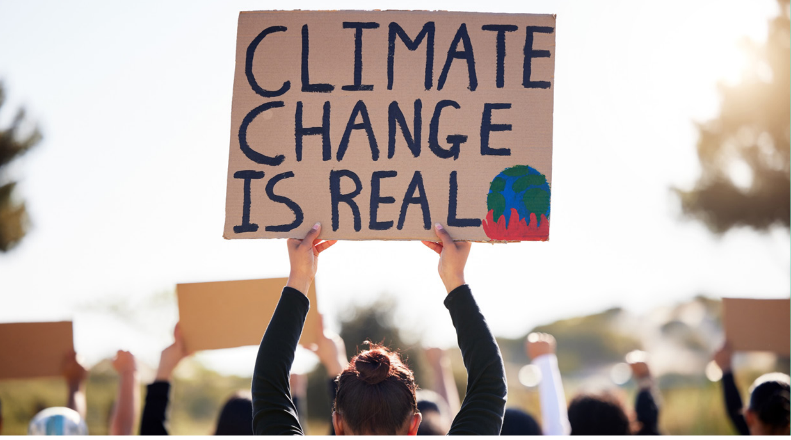
Finally, we need to talk about risk. Everyone knows that no one ever changed anything without taking some chances, but philanthropists often want unrealistic levels of certainty when supporting social causes. The funders who really create impact recognise there are two types of risk: the uncomfortable kind and the exciting kind. The first happens when people aren't convinced of each other's motives and parties are not aligned in what they are trying to achieve. But in good philanthropy the risk feels exciting – yes it might not work, but if it does the results will be thrilling. And the trust that relationships are based on provides the flexibility needed to ride the bumps in the road when they occur and provide an environment where everyone can learn from failures before trying again.

There is no time to be lost with the cost-of-living crisis ever present and communities continuing to struggle. However you support – with money or skills – if you follow these principles it's hard to go wrong and, as you watch the charities you work with change lives, the reward of knowing you played even the smallest part will be electric.

"IN THE PHILANTHROPIC WORLD THERE IS LONG RUNNING DEBATE ABOUT THE UNHEALTHY POWER DYNAMIC BETWEEN FUNDERS AND FUNDED..."

MARY ROSE GUNN – FOUNDER/ CEO, THE FORE

Mary Rose Gunn is the Founder and CEO of The Fore and has been a pioneer in the grant-making space since 2012. The Fore turbo-charges exceptional small charities transforming lives and society. It has distributed over £9m in grant funding and 12,500 hours of skills support to 576 small charities and social enterprises. Mary Rose previously ran The Bulldog Trust and its public programmes at Two Temple Place, and worked within politics and the media. She is Deputy Chair of INTBAU and a Fellow of the Royal Society of Arts. In 2018 she was named as one of the Pioneers Post's 100 Women In Social Enterprise. From 2020 to 2022 she served as a Commissioner on the Law Family Commission on Civil Society chaired by Lord Gus O'Donnell for Pro Bono Economics.



LEVERAGING COLLECTIVE ACTION TO DRIVE IMPACT FOR THE ENVIRONMENT: A CASE STUDY

KATE WILLIAMS – WWW.ONEPERCENTFORTHEPLANET.ORG

With climate change and environmental justice issues rising to the forefront, businesses and individuals are tackling systemic problems with collaborative giving mechanisms.

In the global push to combat climate change, philanthropy plays a pivotal role in successfully driving positive change for people and planet. We are at yet another inflection point, where our actions in the near term, particularly as they relate to decarbonisation, will have huge implications for our future. Though some positive progress has been made in recent years — largely thanks to global calls for urgent action through COP's and significant private sector action and advocacy — addressing climate risks, environmental injustices, and financial impacts has been too little and too slow. Critical challenges persist.

Driving impactful change in the runup to 2030 will require leveraging philanthropy to take swift and substantial action. Governments and climate technologies are essential players, and climate investing is playing an increasingly important role. Philanthropy represents a unique impact driver—agile, scalable, and able to act where there is not a market.

Philanthropy must be prioritised as a vital lever of change, offering direct support to charitable entities capable of delivering solutions swiftly and at scale. Charitable giving has already spurred significant outcomes, like enforcing environmental laws and providing clean energy to underserved communities — showcasing its indispensable role in confronting the climate challenges of our time.

COLLECTIVE ACTION: PHILANTHROPY IN ACTION

Collective action is a powerful philanthropic framework that drives change by fostering collaboration, pooling resources, and mobilizing stakeholders toward common goals.

It is an essential component for success at 1% for the Planet, which was started 22 years ago by Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies. 1% for the Planet was founded on a simple idea: because companies profit from the resources they take from the earth, they should protect those resources. Businesses donate 1% of their annual sales directly to nonprofit or charitable organizations in 1% for the Planet's network of environmental partners.

For its part, 1% for the Planet provides businesses with expertise in environmental giving, credibility consumers trust and the accountability to follow through. Each year, members provide annual revenue documentation (tax return, P&L statement, or letter from their certified accountant) and proof of monetary, volunteer, and in-kind support to approved environmental partners. 1% for the Planet reviews that documentation confidentially and certifies that business members have fulfilled their 1% commitment for the year.

The result: 5,200 businesses have given more than $600 million in certified giving to thousands of vetted environmental partners in 110 countries worldwide. These numbers grow exponentially as the 1% for the Planet network grows each year—proving the power of collective action. It is a sustainable model that drives environmental impact in part because the business members see tangible business results.

ONE TO MANY

1% for the Planet takes a single donation and maximizes the impact by adding it to a collective. The global movement is made up of small, medium, and large businesses, across most sectors; it is a diverse, democratic network in which donations of all sizes add up to impact at scale

Collective action also fosters relationships within the network. 1% for the Planet creates value for members by connecting a global community of thought leaders and innovators who are leaders in their fields. These partnerships are essential in driving impactful philanthropic action with environmental nonprofits. Examples of these powerful partnerships include:

- **Counting Coral:** With more than 40% of their funding from 1% for the Planet Business Members, Counting Coral is merging the worlds of art and conservation through coral restoration initiatives. The founder, Jolyon Collier, figured there was one way to truly capture the public's attention on coral reef deterioration: underwater sculptures that harbor restored coral species. Counting Coral installs individual sculptures beside damaged reefs to stimulate marine life—coral, seaweed, algae, sponges, and more—to migrate to the sculptures and propagate. Anarchist Wine Co has played a large role in contributing to Counting Coral's milestones since their partnership began in 2019. Their founders, Valerie and Philip Von Burg, traveled to Fiji for Counting Coral's first sculptural coral bank installation.
- **TreeSisters:** Pukka Herbs and TreeSisters have been partners since 2018— bringing people closer to nature and supporting community prosperity. In 2022, Pukka funded the restoration of the Cauvery River basin in India. The project allowed local farmers to turn toward agroforestry to diversify their income, create healthy soils and improve water retention. The farmers planted 100,000 trees, positively impacting the lives of 84 million people in the region. Pukka also supported the planting of food forests in the Amazon rainforest. The food forests were created in close partnership with the Asháninka Tribe, an indigenous community living in the heart of the Amazon. Ten million native fruit trees were planted, providing food for more than 1,000 locals, and creating income to invest back into the community.

A SECOND TOOL FOR DRIVING IMPACT

With more than two decades of testing and learning from its collective giving model, 1% for the Planet is now applying best practices to the 1% for the Planet Impact Fund at National Philanthropic Trust. This collaborative fund is dedicated to addressing environmental challenges—including climate change—by investing in and granting to solutions.

The Planet Impact Fund uses a dual-impact strategy. It annually disburses approximately 10% of its total assets to vetted environmental nonprofits while aligning its impact investment portfolio with the environmental grantmaking strategy and outcomes. All investment returns will be used to drive further investments and grants into innovative environmental solutions—today and in the future.

The Planet Impact Fund made its first grants in 2023 to six inspiring 1% for the Planet Environmental Partners. Recently, the Planet Impact Fund deployed its first private investments, which were selected to help limit net warming to below 1.5-2°C and prevent the worst of the climate crisis. These investments are already creating meaningful change:

- **Renewable energy and green infrastructure:** This fund invests in renewable energy installations, energy efficiency projects and sustainable infrastructure. It has renewably produced more than 6.7 million megawatt-hours of electricity, the equivalent of more than 926,000 homes' electricity use for one year, and has also supported more than 5,000 green jobs, conserved more than 4 billion gallons of water and planted more than 5 million acres of trees. The portfolio also supports innovation: one solar energy project is part of a research study with several academic institutions, exploring the potential for pollinator vegetation to improve panel efficiencies by generating a cooler microclimate or through the light reflectivity of specific plant species. (Sources: Organization's 2022 annual report and Greenhouse Gas Equivalencies Calculator)

KATE WILLIAMS – CEO, 1% FOR THE PLANET

Kate Williams is CEO of 1% for the Planet, a global movement that inspires action and commitment so that our planet and future generations thrive. Kate joined the 1% for the Planet team in 2014 and stepped into her role as CEO in May 2015 with a strong leadership track record, including roles as Board Chair of the National Outdoor Leadership School (NOLS), as Executive Director of the Northern Forest Canoe Trail, as founder of an agricultural business, and as an elected political official. She brings a deep passion for the power of collective action to all she does.

As CEO, Kate has led significant growth in 1% for the Planet's scale and impact, guiding deep work on best practices for implementing high-impact giving strategies, growing a global brand, and operating as a highly effective and innovative enterprise.

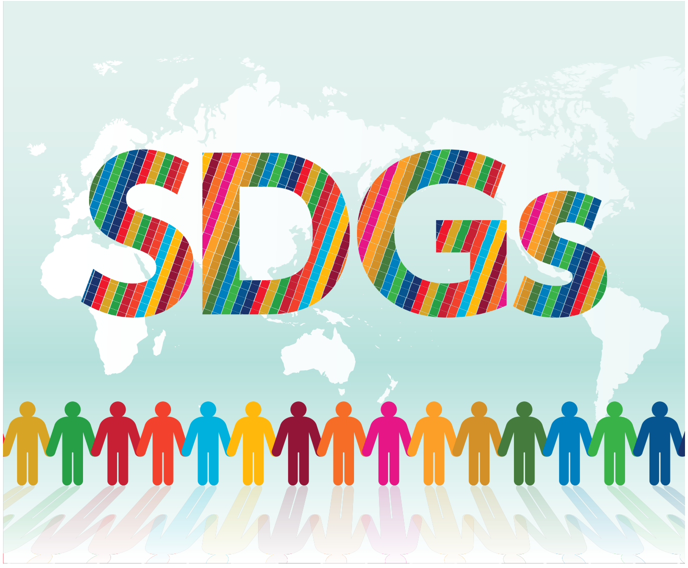
Kate earned a BA at Princeton University and an MS at the MIT Sloan School of Management, and has served on a variety of nonprofit boards throughout her career. She is a trail runner, active dog walker and kitchen gardener. Kate lives in Vermont with her husband and two children.

- **Sustainable forestry:** The sustainable forestry fund invests in sustainable commercial timberland, supporting forestry as a nature-based solution to climate change and biodiversity loss. This solution can help counteract global emissions, increase ecological resilience, and improve wildlife habitat. As of December 31, 2022, this group has planted 16 million trees across the entirety of its United States footprint. (Source: Organization's annual reporting survey)

Accelerated climate change action requires an all-hands-on-deck approach. The 1% for the Planet membership model of collective action and the collaborative, dual-impact structure of the Planet Impact Fund provide businesses and individuals with high-impact, low-lift solutions that are convenient for businesses, credible for consumers, and impactful for people and the planet.

REACHING THE SDGS WILL REQUIRE MORE THAN BAU[1]- AND WE KNOW IT

ANNIKA TVERIN AND ABIGAIL DE LEON – WWW.SAVETHECHILDREN.ORG.UK



The increase in global conflicts, the impact of the climate crisis and the fallout from the COVID-19 pandemic have reversed years of progress on the UN's Sustainable Development Goals (SDGs). In March this year, it was reported that 4.3m children are growing up in poverty in the UK (Goal 1);[2] 1 in 27 people around the world are predicted to require humanitarian assistance in 2024 (Goal 3)[3] and approximately 1 billion children are at an extremely high risk of the impacts of the climate crisis (Goal 13).[4]

Progress against the SDGs must be accelerated, and drastically. However, the gap between available resources and the funding required to achieve has widened: estimates vary but this funding gap is now around $30 trillion.

Closing such a funding gap will require a shift in mindset from all organisations involved in the ecosystem of social impact. We will need to engage with non-traditional actors in non-traditional ways if we are to achieve our goals. Business as usual is simply no longer good enough.

As the world's leading child rights organisation, Save the Children is now exploring various mechanisms which seek to capitalise on the inherent qualities of the private sector: its focus on innovation; it's speed of delivery; and its openness to collaboration.

BLENDED FINANCE MECHANISMS: MAKING EXISTING FUNDING GO MUCH FURTHER

Existing funding must be leveraged at all costs: we seek to do so by bringing together our philanthropic partners with private sector capital and innovative finance mechanisms like capital guarantees and insurance.

In South Africa and Rwanda, we recently announced support for 200 early childhood development centres funded through a combination of a traditional grant, a capital guarantee from USAID and concessional, private sector capital – which saw the funding available for these centres dramatically increase.

Climate finance is another area where we see the value of blending different sources of finance. Climate change has rapidly become one of the biggest child rights issues in the world. However, it is estimated that only 1% of total philanthropic giving is focused on climate (2020)[5] and that the total climate finance needs to increase almost 600% by 2030 to achieve the 1.5C Paris Agreement target.

Climate finance needs to be accessed – and fast. This is why, in 2020, Save the Children sought accreditation to the Green Climate Fund which allows us to obtain large-scale grant funding for adaptation projects, matching this funding with private sector funding. Just this month, the Green Climate Fund announced a grant of $25 million to empower coastal communities in Sierra Leone to plan for climate change and improve their livelihoods. The grant is complemented by co-financing from the Government of Sierra Leone's Environment Protection Agency, the law firm Clifford Chance, and Jersey Overseas Aid.

NEW TYPES OF FUNDERS, NEW FUNDING POOLS: EMERGING TRENDS WITHIN PHILANTHROPY

Impact can only be reached through collaboration, and over recent years we have seen the power of collective philanthropy working in service of locally-led action.

Save the Children's Girls' Impact Fund paves the way for a new approach in how girls are supported, channelling specific funding for programmes designed with – and for – girls. Girls themselves must be at the centre of any investment aimed at gender equality and the Girls' Impact Fund was celebrated by UN Women at the UN General Assembly in 2020 as playing a "critical role in building and investing in girls' leadership".

Not only are grassroots girls' rights organisations taking a lead in designing their own solutions to the challenges they face, but we are now seeing the power of uniting local approaches with networks of philanthropists and social investors.

The original funding for the Girls' Impact Fund was provided by a collective of female philanthropists and corporates in the UK and US – 100 Strong & Women's Network. This transatlantic community of philanthropists are combining forces to give girls a platform and champion their rights around the world – leveraging each other's funding, networks, and influence to create maximum impact.

The desire to provide funding and influence is also clear in a new emerging generation of philanthropists and social investors: Next Generation (Next Gen) philanthropists, aged under 40, who are moving beyond the traditional to take a partnership-based approach that centres on maximising tangible impact - and using their voices and influence to scale that impact. More radical indicators of impact are being explored in order to enable more community-led action and greater equity in partnerships: not # of individuals reached, but assessing which systems and programmes need to be built – and which need to be dismantled – and the speed of progress in those spaces.

Spearheaded by a young Nigeria-borne philanthropist and brand ambassador, Save the Children is co-creating a new approach to philanthropy with Next Gen philanthropists. Our hypothesis is that Next Gen are global, borderless citizens. They are not afraid to disrupt the status quo but are looking for both scale and to shift the power to local communities. They feel that they have a responsibility to do something with their privilege in a way that reflects their values and principles. This work will help us test and develop a new and innovative approach to philanthropy.

IMPACT INVESTMENT FUNDS: NEW WAYS TO GENERATE IMPACT

Created in 2022, Save the Children Global Ventures is our centre of excellence for impact investing and blended and climate finance. Impact investing represents a pool of around $1 trillion that NGOs like Save the Children have not traditionally had access to.

In 2020, Save the Children closed its proof-of-concept impact fund; since then, the fund has made 11 investments across 8 enterprises, mostly in health tech and edtech start-ups. One of our early investments was in life-saving social enterprise ThinkMD, a business that has developed smart software that helps frontline community health workers in places like Bangladesh to improve maternal and child health diagnostics. We are now rolling out this technology across potentially more than 50 countries, providing a financial return to ThinkMD, but also making a significant contribution to the SDGs. Later this year, we aim to launch a $50+ million debt fund that supports education, health and nutrition provision in Sub-Saharan Africa.

SO MUCH ACHIEVED, SO MUCH TO DO

There are reasons to be hopeful: it is estimated 2.4 billion people will enter the ranks of the middle class by 2030. There are also projections that women will inherit 70 percent of intergenerational wealth transfers by 2035. Analysts argue these two trends, plus a post-pandemic reset in charitable donations, could spark a philanthropic resurgence.

However, we will not succeed in our goals of reaching the SDGs without unlocking more private sector funding. In a world where there is more than $400 trillion of private sector capital, even small shifts in how this is allocated can generate significant positive change. Save the Children's challenge is to do a much better job of crowding in this private sector capital at the scale we need to achieve the SDGs by offering mechanisms that meet investors' expectations of risk, but also reward. If we get it right, the prize is much greater and more sustainable change for and with children.

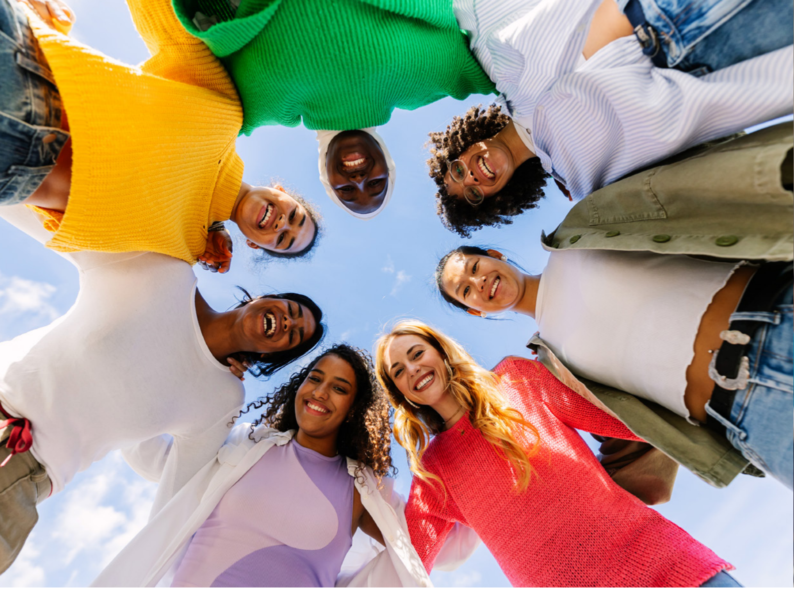
ABIGAIL DE LEON – HEAD OF UK PHILANTHROPY AND STRATEGIC FOUNDATIONS, SAVE THE CHILDREN

Abigail leads Save the Children UK's high value fundraisers, building partnerships with trusts, foundations and individual philanthropists.

ANNIKA TVERIN – HEAD OF IMPACT AND INVESTMENT, SAVE THE CHILDREN UK

Annika co-ordinates and manages Save the Children UK's fundraising for Save the Children Global Ventures' impact investment funds and blended finance mechanisms.

[1] BAU is shortform for business as usual.
[2] https://cpag.org.uk/child-poverty/poverty-facts-and-figures
[3] https://resourcecentre.savethechildren.net/pdf/HumanitarianPlan_2024_Update.pdf
[4] https://www.unicef.org/stories/impacts-climate-change-put-almost-every-child-risk
[5] https://rethinkpriorities.org/publications/climate-philanthropy-landscape



CREATING A RIPPLE EFFECT THROUGH LOCAL INVESTMENT

BEN ROBINSON – WWW.UKCOMMUNITYFOUNDATIONS.ORG

At UK Community Foundations (UKCF), we often talk about the ways in which local action can drive impact at a national level. Yet zoom out even further and it can feel overwhelming to think about the many international issues we are facing, including global inequalities, emerging and ongoing conflicts, food insecurity, demographic change and particularly the climate crisis. This is clearly far too much for one organisation, sector or country to tackle alone. So, what can local action really achieve?

The Covid pandemic highlighted what can be accomplished through investing in communities, not just by applying sticking plasters but by helping communities to recover and adapt for the future in their own way.

Charities Aid Foundation's UK Giving Report 2024 revealed giving has increased in some of the least affluent areas of the UK, showing that people are caring more about giving locally, and for good reason. Local organisations and charities tackle the immediate needs of communities, but they can also address some of the gaps in the social investment market that statutory bodies cannot. Devolving resources towards local areas or communities can enable groups to think about and build the future their service users want, rather than juggling the urgent concerns of expenses and capacity.

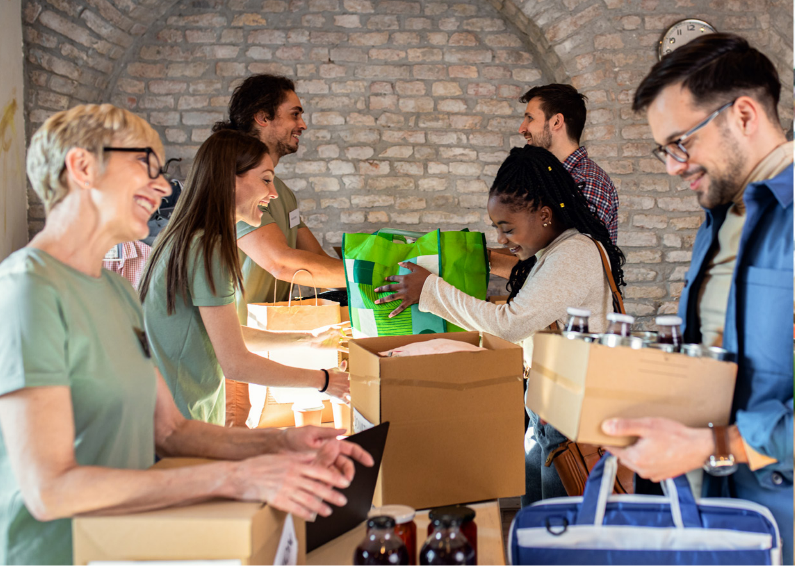
Accredited community foundations each represent and focus on a specific region or nation, forming and maintaining relationships with local networks and partners. Many have been in existence for over three decades, building trust within their areas. They draw on the insights and expertise local people to then inform partners with practical advice.

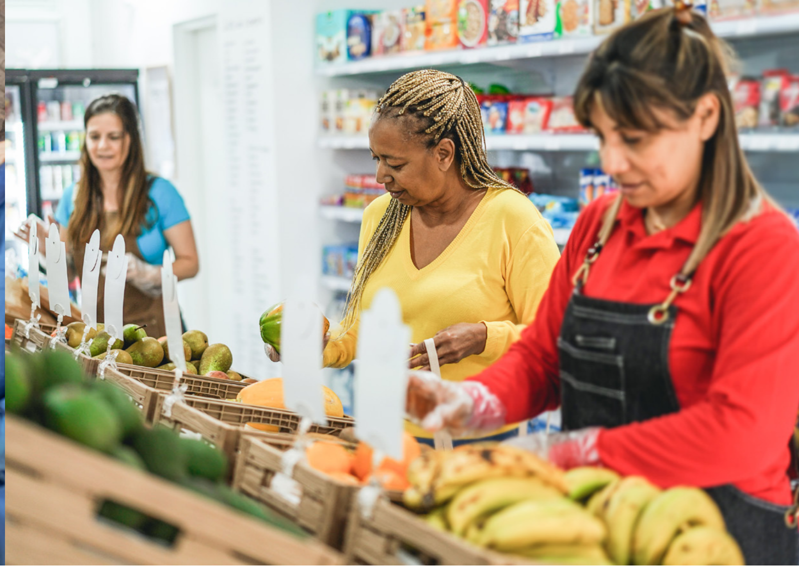
Local investment can tackle big issues on a smaller scale to experiment with new ideas. For instance, Somerset Community Foundation recently part loaned, part granted, a local charity to transform a vacant historical building into a venue for the Shepton Mallet community, through its Social Enterprise Fund. With high streets struggling across the country, the 'retail lab' will test out new approaches to help establish local charitable organisations, free of rent. Imagine what it would look like to invest in community-managed physical assets across a nation, securing the work of small charities and voluntary groups for the long term.

The ripple effects of local initiatives have the potential to be huge. Take food insecurity, for example. Norfolk Community Foundation recognised the steep increase in food poverty following Covid, with household costs soaring and mental health declining. Many people are unable to access basic supplies or reach food banks, with a lack of transport links and work opportunities to support them. While temporary government provisions like the Household Support Fund might award small amounts to families, low-income households still could not afford food in the major supermarkets.

Norfolk Community Foundation decided to launch the Nourishing Norfolk initiative with the backing of its local partners. Today, there are 24 social supermarkets spread across Norfolk – also referred to as food hubs or pantries – supporting over 26,000 people. They provide fruit and vegetables for free and packaged food at heavily discounted prices for anyone on a low income, regardless of whether they have been means tested.

Volunteers help visitors to plan their limited budget and think about what meals they can make from the purchased ingredients. Nutrition is paramount, which is why the fruit and vegetables are given away for free to compliment the other cheaper products. To meet rural needs, one of the food hubs is mobile, driving out to remote communities and setting up on regular days in village halls.





Having a main warehouse in place ensures reliable and consistent provisions so people in crisis using the hubs know they are there whenever they are needed. The company that owns the warehouse, Nors, is a private company that works with the Norfolk County Council. They deliver the goods free of service, knowing the impact to local people far outweighs the distribution costs.

Will this solve the root causes of food insecurity in the whole region of Norfolk? This is a complex question. It won't necessarily ease the burden of house bills or create new jobs, but over time it will ensure that low-income households remain fed, get the mental health support they need, build confidence through volunteering opportunities, make connections in their communities, remain financially in control and feel more equipped to collectively tackle the wider issues affecting their region.

Local philanthropy is the perfect testing ground for larger-scale investment, learning from the impact of a project on a particular community and assessing its potential success elsewhere. While Nourishing Norfolk might work for Norfolk communities, food insecurity in Scotland or Cornwall might need a completely different approach. The reality is that creating a ripple effect of change requires communities and philanthropists to come together around a common goal and think creatively about how different companies, councils, charitable organisations and funders can embrace a plan and commit to it. Investors might not see immediate results, but recognising the true impact of any investment takes patience and continuity.

Scaling up place-based philanthropic investment to a national and international level, networks such as UK Community Foundations, European Community Foundations Initiative, Council on Foundations and the Global Fund for Community Foundations, can target local needs and ambitions, plug the gaps of statutory support and equip local organisations with the resources they need to transform lives.

BEN ROBINSON – INTERIM CO-CEO, UKCF

Ben Robinson is Interim CO-CEO of UK Community Foundations (UKCF). He explores ways to develop UKCF's practice and delivery and build relationships with strategic partners so they can experience the value of working with community foundations at a national level. Ben also oversees UKCF's portfolio of national programmes of grant making, as well as its membership and learning function.

Ben's career has spanned policy and delivery roles across the civil service, including think tanks, local government and a frontline charity. Most recently, Ben has been advising independent trusts and foundations on how to shift their funding to tackle the root causes of social problems with a focus on long-term sustainability.

"THE PANDEMIC ERA MARKED A SIGNIFICANT CHALLENGE AS WE EMBARKED ON AN AMBITIOUS PROJECT TO EMPLOY 65 YOUNG INDIVIDUALS DISTANCED FROM THE LABOUR MARKET."

PRIVATE CAPITAL, THE FUTURE OF WORK AND COMMUNITY: A CASE STUDY

ROB PYE – WWW.ETHOSVO.ORG

In the late 1990s, during the height of the dot-com bubble, we were three consultants at an international consultancy, driven by a shared frustration with bureaucracy and its dampening effect on human potential and social equity. This frustration became the catalyst for our departure from the conventional corporate world, propelling us towards exploring innovative 'future of work' organisational structures. This exploration was deeply entwined with the early Internet, enabling us to take real communities, like the Entrepreneur of the Year, online long before the advent of social media giants like Facebook and Twitter.

Fast forward to today, and our venture, EthosVO.org, stands as a testament to the power of social entrepreneurship in leveraging private capital for social and environmental solutions. Our journey has seen the creation of initiatives such as teamarmy.org, which united around 100 charities to promote wellbeing through sport, and more recently, teampolice.uk, aimed at supporting the UK's police force. These endeavours, rooted in building ecosystems of trust rather than mere products, have taught us the importance of collaboration across charities, donors, and businesses to achieve meaningful impact. Teamarmy for example has donated more than £14m of profits directly to communities through its fundraising.

Our foray into technology, especially with projects like wildersensing.com, has allowed us to integrate sensing technology into natural ecosystems, showcasing our commitment to environmental stewardship. These ventures, each with its unique funding and operational challenges, have illuminated the diverse pathways through which private equity, government, and charitable funding can catalyse societal and environmental benefits.

The pandemic era marked a significant challenge as we embarked on an ambitious project to employ 65 young individuals distanced from the labour market. We employed them and asked that they develop their roles by exploring meaningful work without our direction. We tracked their stories using our Value Exchange System and paid them a stipend for 6 months to 2 years. The results were simply amazing and provided deep insights into the transformative potential of focused, community-centric initiatives.

Reflecting on over two decades of relentless innovation and learning, we've distilled two key insights:

- **The Primacy of People and Community:** Our experiences have reinforced our belief in the centrality of people and communities in driving systemic change. While navigating the complexities of governance and self-organisation, we've witnessed the transformative power of giving voice and agency to those with lived experiences, demonstrating that grassroots initiatives can indeed foster lasting social change.
- **Redefining the Role of Money:** Faced with a constellation of systemic challenges, we've come to question the traditional roles and expectations of financial resources in addressing societal issues. Our journey has highlighted the limitations of financial models to change embedded behaviours[1]. Rather, the urgency for innovative approaches that prioritise equitable solutions and systemic change over financial returns is rapidly increasing.

It is perhaps worth expanding on this second point. Today, we're navigating through an era marked by unprecedented systemic challenges, unique in both scope, scale and complexity. The climate crisis, war, famine, inflation, the cost of living crisis, and the pandemic have converged into what are now termed the '*poly crisis*' and '*meta-crisis*'. This confluence of crises demands innovative solutions; **we cannot simply apply old methods and expect new results**. It has become essential to address the root causes, not just the symptoms, and to critically examine the role of financial mechanisms in our response.

The current approach to financing societal challenges, including traditional philanthropy and emerging financial instruments like impact investing and corporate ESG initiatives, often falls short. When financial returns are in the mix, the genuine social impact can become secondary,

[1] For anyone who is interested in a visualisation of our current financial system and how its complex nature is like a black hole which sucks us into its gravity, we recommend you watch this amazing award winning animated film in 2 parts: the "waterworks of money".

leading to unchanged behaviours and minimal societal benefit. For instance, Social Impact Bonds may aim to achieve specific social outcomes (e.g., reducing crime), but if they're structured to ensure financial returns, the intended social impact may not materialise effectively. Similarly, the UK's Social Value Act, intended to integrate social value into government procurement, has sometimes led to a superficial "financialisation" of social value, allowing business as usual to prevail without driving sustainable community transformation or behaviours.

Recent efforts, such as the UK government's £254 million investment in violence reduction, were independently assessed as delivering "no statistically meaningful results"[2]. Yet, it's undeniable that financial resources are crucial for addressing system challenges.

In response to these reflections, we've shifted our focus towards enabling community projects to embark on their own exploratory journeys into sustainability and wellbeing, emphasising the importance of personal transformation and narrative over predetermined outcomes as they discover sustainability and work first hand. We do this by providing a stipend for up to two years for those with lived experience, giving them the support they identify, not the solutions we may have in mind. This shift means we no longer develop our "own" projects but tend to support others.

We figured that if we focused on the 1.5 billion[3] people of working age outside the labour market, we could support the building of a new, sustainable economy in parallel with the established one. Thus enabling an "outside in" systems change. Rather than increase the existing pie, why not create a new one? One with a focus on social justice, climate change and sustainability. This needs to be facilitated by a new philanthropy. One which sees systems change, both ecological and social, as the primary outcomes. Not commissioned outcomes but through trust and experimentation. In the next 10 years alone $100 trillion[4] of private wealth will transition to GenZ/millenials who want a different set of things than their boomer wealth holders.

So why would philanthropy be interested in financing this change? We see three types of need to be addressed:

1. **GenZ are not driven by the same values as post-war boomers.** They value wellbeing and climate change. They have a different mindset and want to explore new and sustainable solutions. They crave innovation and systems change.
2. **Wealth holders are dissatisfied with the choices offered for their philanthropy.** Many advisors are offering the same solutions as they did five or more years ago. The world has moved on. They are reading about: Donor Advised Trusts (DATs), giving circles, trust based philanthropy, P2P foundations, open source, blockchain, longevity experiments, Distributed Autonomous Organisations (DAOs), Flow Funding (Marion French Rockefeller) and Venture Philanthropy. Many of these new initiatives offer the opportunity to get closer communities than previously. ESG stock no longer cuts it for them.
3. **They crave creative solutions that create stories about independence, innovation and learning.** These are future-of-work stories. Not stories of dependency or spiralling demand. They see a future of work which is about re-imagination from communities not about projecting economic falsehoods like "a rising tide lifts all ships" or that inequality is the result of laziness. They see economic inequality as the cause and are leading with their behaviours and open-mindedness to enable those who are somehow dis-advantaged to re-imagine a sustainable future.

ROB PYE – APPLIED PHILANTHROPY FOR SYSTEM CHANGE

Rob Pye left EY in 1999 and set off on a journey with colleagues Annabelle and Tony to discover less bureaucratic forms of organisations that put people and planet wellbeing at the centre of things. Twenty four years on and they are still exploring and innovating through their organisation ethosvo.org. Today, their project 'The Commons' Fund enables communities to chart their own course towards a sustainable future of work by funding stipends for project participants for up to 2 years in order for them to explore what sustainability means for their communities and the natural world.

We took our learning into a new project called The Commons Fund which gathers funders who wish to explore a trust based approach, a funding community which focuses on enabling global cohorts of projects, for up to a period of 2 years, which will scale through minimal bureaucracy and not involve grant competition. On the other side of the model are those charities, nonprofits and community groups which are amazing routes to participants.

Communities have already been engaged with us with their incredibly innovative projects. For example, we have a project where water is legally owned by the community, not a municipality. We have a soil regeneration project which does not rely on fertiliser or anything synthetic. We have web3 solutions and those that focus on developing local finance communities. We have members who are collectives for reforming education or reoffending stories through empowering those with lived experience. This is just the beginning.

As AI increasingly displaces labour (money for time) as the dominant 'means of production', how will we choose to define work in the future? The Greeks used to differentiate intellectually significant 'work' from the manual and repetitive 'labour'. This is a distinction perhaps worth re-visiting.

[2] *https://www.gov.uk/government/publications/violence-reduction-units-year-ending-march-2022-evaluation-report/violence-reduction-units-year-ending-march-2022-evaluation-report*

[3] *In 2021 there were 4.8bn working age adults* in the world vs *3.26bn in jobs*. Therefore 1.54bn people of working age are not part of any labour market. That's 32% of working age adults outside the labour market. Wow.

[4] By 2027 global wealth is predicted to be $629 trillion against a global GDP of $127.5 trillion. By 2027: Ken Costa predicts $100 trillion of wealth will transfer to GenZ/Millennials.

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"DELIVERING PROJECTS THAT TACKLE THE ROOT CAUSES OF ISSUES IS A COMPLEX PROCESS REQUIRING A SUBSTANTIAL INVESTMENT OF TIME, FUNDS, AND EXPERTISE."

LEARNINGS FROM A CASE STUDY: BUILDING LONG-LASTING CHANGE

DAVID HOBDEY – WWW.STJOHNSBATH.ORG.UK

The main aim for charities and those who support them is to create positive societal change. This goal also drives philanthropists and impact investors when deciding where to donate or invest the funds that are a lifeline for so many charitable organisations.

There is, however, a significant distinction between creating positive change through short-term project support to alleviate immediate need, and long-term systemic change, with the approach to strategy and funding being entirely different.

With donors and philanthropists increasingly looking for opportunities to make lasting change, it is helpful to review cases where this has happened and reflect on how and why a project has been successful.

I explore some key points within this article that need to be considered, and the expectations they should have when extending their support for such projects.

As part of this, I draw on my experience as CEO of community charity St John's Foundation as a live and ongoing case study addressing educational inequality, among other examples.

WHAT IS THE BIGGER PICTURE?

Many charities offer vital support to people facing crisis by providing immediate relief. However, for organisations dealing with deep-seated societal issues, such as poverty or prejudices, addressing the root causes is often a more beneficial long-term approach as it can help alleviate or even resolve key contributing factors. This has the potential to bring about lasting change for the better of society with the goal, ultimately, to forge a community that no longer needs that charity's support.

A very literal example of this is the approach of many charities, such as Ripple Effect and Farm Africa helping families and communities in Africa to achieve food security by promoting and supporting sustainable farming practices.

Closer to home, the work of homeless charities such as Crisis, are campaigning endlessly to garner government support and bring about legislative change to end homelessness in the UK, including repealing the Vagrancy Act and tackling the actions of rogue landlords.

Delivering projects that tackle the root causes of issues is a complex process requiring a substantial investment of time, funds, and expertise. Running alongside this, the need to address the short-term problems, the symptoms of the 'root cause', will need to be considered.

Shifting public opinion or perception is often a key factor, which is a time-intensive process. For example, building awareness and action around climate change is the result of the sustained driving force of a plethora of environmental charities, campaigners and coalitions such as Let's Go Zero and The Climate Coalition over many years. Together, they are constantly pushing for legislative and behavioural change and simultaneously influencing public perception.

The first stumbling block that stops charities from exploring a bigger picture approach is the financial commitment. Many organisations, including well-known ones, face daunting fundraising targets just to remain operational. Regular funding sources may be abruptly cut off, especially in the current economic conditions, and charities struggle to focus on anything other than the short-term year after year, the challenge of securing enough funds to survive, slowly over-shadows the possibility of devising, sustaining, and executing a long-term strategy for lasting change.

“THERE HAS TO BE ENOUGH RESEARCH TO ENABLE DELIVERY OF A PROJECT TO COMMENCE, BUT THERE IS ALSO A NEED TO GET STARTED AND THIS, WITH A PROCESS OF CONTINUOUS ADAPTATION AND IMPROVEMENT, MUST BE BALANCED AGAINST THE NEED FOR DETAIL.”

So how can philanthropists help to bring about systemic change for the good of society? A large sum of money by itself may not be enough. A big picture approach requires financial commitment over time with a willingness to remain flexible and open to evolving needs.

CHANGING LIVES, FOR GOOD

By way of a ‘living’ example, St John’s Foundation is almost midway through an ambitious ten-year strategy to bring about lasting change for under-served members of our community, with results just beginning to show real impact.

St John’s supports children from pre-birth to the age of 12, adults over 55 and people in crisis in the UK region of Bath and North East Somerset. Throughout our 850-year history, the charity has been fortunate enough to be permanently endowed, with investment funds further supplemented by the generous gifts and legacies across the years from a host of philanthropic benefactors. We serve as an example of how enduring the impact of philanthropy can be.

Whilst planning St John’s new strategy, we investigated the key social challenges at play in our community. Despite the region’s veneer of prosperity, the educational attainment gap between pupils defined as ‘disadvantaged’ and those who are not, is fifth widest in the country. Factors influencing this begin before birth and drive down the whole-life chances of those from low-income backgrounds, or those who experience other disadvantaged circumstances.

Developed from our findings, we committed, in early 2020, to a multi-million-pound investment to support under-served children under the age of 12 through our Foundation Fund, with a key ambition to significantly reduce the educational attainment gap at this age by 2030.

To achieve this, we pledged to ensure children have access to nutritious food, a significant contributor to learning; professional, emotional and mental health support; extra support with reading, writing, and maths; and a safe place to go outside of school hours. The strategy will be achieved through a raft of initiatives working in collaboration with a range of delivery partners across targeted schools, childcare settings, and other locations.

Our hope is to lay the foundations for systemic change within the region and reveal strategies which could be applied elsewhere.

WHAT WE HAVE LEARNT

Funding security is key

St John’s’ financial strength allowed us the essential time we needed to plan and now execute our strategies, while allowing the breathing space to remain flexible to give them the greatest chance of success.

The first steps to identifying the root causes and nature of a societal issue can reveal all sorts of complexities. To then understand the contributing factors and establish how best to prioritise and tackle them is a further stumbling block. But whilst these detailed research and planning stages involve a considerable investment of time and funding, they are essential to underpin a strategy. They helped us lay the foundation for measuring our impact and making continual improvements, allowing our programmes and initiatives to adapt and improve as circumstances change.

There has to be enough research to enable delivery of a project to commence, but there is also a need to get started and this, with a process of continuous adaptation and improvement, must be balanced against the need for detail. For St John’s there was something fortuitous about the global pandemic beginning weeks after we finalised our strategy. It focused our minds, and solid preparation, along with secure funding, allowed us to adapt and focus quickly on initiatives that would have the greatest impact.

Patience and perseverance

With all the planning in the world, a big picture project cannot yield instant results. As multiple initiatives get underway and

"COLLABORATION IS ESSENTIAL FOR DRIVING SOCIAL IMPACT. RESOLVING SOCIETAL ISSUES REQUIRES COLLECTIVE EFFORT AND INPUT FROM EXPERTS WHICH IS WHY WE JOINED FORCES WITH A RANGE OF OTHER ORGANISATIONS."

become embedded, it is a long and tense wait for results to come through. Whilst St John's is already four years into its strategy it is still too soon for many of the initiatives to show tangible results, so we remain patient. For others, we are just beginning to see some real impact.

For example, our Language for Life programme supports speech and language development in pre-schoolers at 23 settings across our region. Over the course of two academic years, the number of children assessed as needing additional support has significantly reduced, with the programme showing successful signs of systemic change. As a result of its success, the programme is due to be rolled out to many more settings across the region.

This means more children are starting school at the right language level, which, in turn, helps them to not fall behind. We are optimistic about the longer-term outcomes for this programme.

We also know that where data suggests a scheme is not working, it is essential to have the honesty and flexibility to adapt and try a new approach.

Collaborate or fail

Collaboration is essential for driving social impact. Resolving societal issues requires collective effort and input from experts which is why we joined forces with a range of other organisations. For example, St John's works closely with the local authority, public health and educational settings, as well as social enterprises and charities. We have drawn experience and expertise from those who have the greatest understanding of each strand of our strategy and lean on them when we look to evolve.

IS LASTING IMPACT BETTER THAN ONGOING SUPPORT?

For philanthropists and impact investors to allocate funds to address the root causes of societal issues is highly beneficial. However, it is crucial for them to engage in projects with realistic expectations and for the focus to be on sustainable change.

DAVID HOBDEY – CEO, ST JOHN'S FOUNDATION

With a finance background, David initially joined St John's Foundation as Director of Finance and Corporate Governance in 2016 and became CEO just two years later. He believes passionately in the importance of St John's role in removing inequality of opportunity in the community it serves and fulfilling its purpose to change lives.

By doing this, the benefits of their support may be reaped for years to come, including by reducing the pressure on other charities and, significantly, many public services. For this to be done successfully, donors need to be willing to provide long-term, sustained support on a flexible basis, in case the focus of a project needs to alter.

There will also always be an urgent need for short-term project funding to alleviate the impact of social challenges on those who have already suffered the disadvantages that a long-term project may be trying to address. Therefore, in their funding choices, philanthropists and impact investors need to balance a short-term focus against the longer-term goal of achieving lasting change by tackling the root causes of societal issues.

"OVER TIME, THE LANGUAGE AND CRITERIA GOVERNING ALMSHOUSES HAVE EVOLVED, BUT THEIR CORE FUNCTION—PROVIDING HOUSING ASSISTANCE BASED ON CHARITY AND SPECIFIC ELIGIBILITY CRITERIA—REMAINS LARGELY UNCHANGED."

THE RENAISSANCE OF ALMSHOUSES: PHILANTHROPY'S IMPACT ON AFFORDABLE HOUSING FOR OLDER PEOPLE

ALISON BENZIMRA – WWW.USTSC.ORG.UK

In an era marked by a growing need for affordable housing and innovative investment strategies, almshouses are emerging as a beacon of hope - offering sustainable solutions to address the housing challenges facing a growing older population. With roots tracing back centuries, almshouses continue to undergo a renaissance. Propelled by philanthropy, this historic housing model provides a solution to the modern-day context of impact investment.

An Almshouse is a type of residential accommodation historically linked to charitable efforts aimed at providing shelter for those in need. These facilities typically originate from two main sources: monastic institutions of the Middle Ages and the philanthropic endeavours of wealthy benefactors during the Georgian and Victorian eras. The structure of an almshouse can vary, often comprising houses or flats that are owned by a charity and provided to individuals as part of the charity's mission.

The essence of almshouses is that they are made available under a license rather than a lease, which sets them apart from typical rental agreements. This licensing is exclusive to qualified beneficiaries who meet specific criteria set forth by the almshouse charity. Common eligibility requirements include having a connection to a particular locality, meeting a minimum age threshold, and demonstrating a need based on financial and/or housing circumstances.

Over time, the language and criteria governing almshouses have evolved, but their core function—providing housing assistance based on charity and specific eligibility criteria—remains largely unchanged. This makes almshouses a unique and enduring form of social housing in various regions, particularly in the United Kingdom.

Older people on a lower income generally experience a lower life expectancy than their wealthier counterparts. In the Almshouse Longevity Study https://www.bayes.city.ac.uk/news-and-events/news/2023/may/living-in-an-almshouse-boosts-life-expectancy-study-finds, Bayes Business School's actuary department analysed the death records of almshouse residents over a 100-year period. The findings showed that almshouse residents enjoyed a longevity boost compared to older people of the same socioeconomic demographic living in the wider community. Although this was a quantitative study, it begged the question 'what is it about Almshouse living that leads to a longer life?' Discovering what these longevity boosting factors are in almshouse living can add value to the development of an impact framework for investors in the affordable housing sector.

Appleby Blue, United St Saviour's Charity's newest almshouse in heart of inner-city London is blending tradition with innovation. Designed by Stirling Award Prize architect practice, Witherford Watson and Mann, the almshouse maintains the traditional courtyard design, providing 57 homes with a community kitchen and centre at the heart of the building. The name Appleby Blue celebrates the memory of one of UStSC's original benefactors, Dorothy Appleby. 'Blue' refers to the central marketplace of Bermondsey, rooting the development in its locale and noting the charity's ties to the area going back more than five hundred years.

Appleby Blue occupies a site previously occupied by a care home, which had fallen into disrepair and was no longer fit for purpose. It is the off-site social housing provision funded by a private residential development in neighbouring Bankside. The development has been made possible through a partnership between the London Borough of Southwark, who owned the land, and UStSC, who will manage it in perpetuity. This agreement, referred to in planning terms as the result of a Section 106 has produced high-quality social housing scheme.

Often older people living in urban settings have limited options. The sheltered housing options are often in a poor location, have poor services and low-quality design. Older

people living in social housing are pushed out into the margins, away from their communities and the places and people they are connected to. Appleby Blue's ethos is that good design and location should be available to all, irrespective of socioeconomic status or age.

With its 500-year history in Southwark, the charity has deep place-based experience and strong local relationships with authorities and beneficiaries. Appleby serves as more than just housing, it fosters a vibrant community that benefits not only its residents but also the wider community. By offering access to essential services through its resident support model and recreational activities and social networks through the community provision, Appleby promotes holistic wellbeing and combats social isolation. Additionally, the intergenerational programmes bridge the gap between older and younger generations, fostering mutual understanding and companionship. The result is an affordable, community-orientated housing solution for older people on low incomes.

Housing is the third leg of the health and social care stool. To maintain this crucial role in addressing these broader societal challenges, the success of almshouses hinges on sustainable models that balance financial viability with social impact. Collaborative efforts among philanthropic Almshouse charities, investors, governments and local communities are essential for scaling and replicating effective housing solutions, such as Appleby Blue. Impact investors recognise the social and financial returns inherent in supporting affordable housing for older people. By aligning capital with purpose, impact investors can work closely with almshouse charities to foster the development of almshouses as a viable investment opportunity. Through innovative financing models, investors can leverage their resources to address housing inequality which is disproportionally experienced by older people.

The UK government's Older Person's Housing taskforce is due to release its independent report in early summer of 2024. The task force's aim was to look at options for greater choice, quality and security of housing for older people, with a focus on those on middle incomes. The latest figures show 2.1 million (18%) of pensioners in the UK live in relative poverty. With the on-going cost of living crisis, increasing pension age, inadequate retirement savings and an increase in the private renter market, almshouses may be best placed to respond to the needs of our future older population. Almshouse charities may need to amend eligibility criteria to respond to the evolving housing needs of those currently classified as "middle income".

Appleby Blue epitomises the transformative power of philanthropy in not just building housing but rather in building a community. Through collective action and shared commitment, these philanthropic charities and impact investors can harness the potential of almshouses to create meaningful change, ensuring that every individual has access to safe, dignified and affordable housing in their later years.

ALISON BENZIMRA – HEAD OF RESEARCH AND INFLUENCE, UNITED ST. SAVIOUR'S CHARITY

Alison Benzimra is Head of Research and Influence at United St. Saviour's Charity. Alison has extensive experience in the housing and ageing sectors. She works closely with older residents, staff and research partners on a variety of projects. Alison's work is focused on demonstrating on how almshouse architecture and design in combination with the resident support models can lead to improved outcomes for residents and sharing these learning widely. Her involvement in the British Society of Gerontology's Ageing, Business and Society Special Interest Group underpins her belief that health and socioeconomic inequalities across the life course can be addressed by fostering a collaborative approach between the public, private and third sectors.

REVOLUTIONIZING SPORT FOR DEVELOPMENT FUNDING

DR CHIH HOONG SIN

When one thinks of money and sport, what tends to come to mind is the funding of elite sport, the budgets for high profile sporting events – such as the Olympic Games – or the salaries of top-tier athletes. Much less attention is paid to grassroots sport.

THE COST OF PHYSICAL INACTIVITY

Yet, the World Health Organization's (WHO) evidence point to a global physical inactivity pandemic, while data from UNESCO further showed that the COVID-19 pandemic led to a 41% decline in physical activity and a 200% increase in youth mental health conditions.

The cost of inaction is astounding. In relation to health, a 25% reduction in the rate of physical inactivity would prevent an estimated 1.3 million deaths a year globally. Without radical intervention, the economic burden of physical inactivity could cost US$ 27 billion annually to healthcare systems around the world.

THE IMPORTANCE OF GRASSROOTS SPORT

Grassroots sport delivers a range of benefits that go far beyond the conventional sporting sphere. The Commonwealth Secretariat, with support from UNESCO, clarified the contribution of sport to at least 8 of the Sustainable Development Goals (SDGs). A recent systematic review of international cost-benefit evidence on sport reported ratios varying between 1:3 and 1:124. In other words, every $1 invested in a sporting intervention generates between $3 and $124 in value. As such, investment into sport for development can help narrow the US$ 4.2 trillion SDG funding gap while generating a number of outcomes that are meaningful for governments and their citizens.

Yet, development investment has largely bypassed sport, thereby missing some of the important grassroots-driven and inclusive mechanisms for transformation that sport presents. While everyone agrees that sport is a 'good thing', sustained funding at scale has yet to be a reality, while the siloed mentality means that sport is still largely funded through limited sporting budgets.

THE POTENTIAL PRESENTED BY IMPACT INVESTMENT

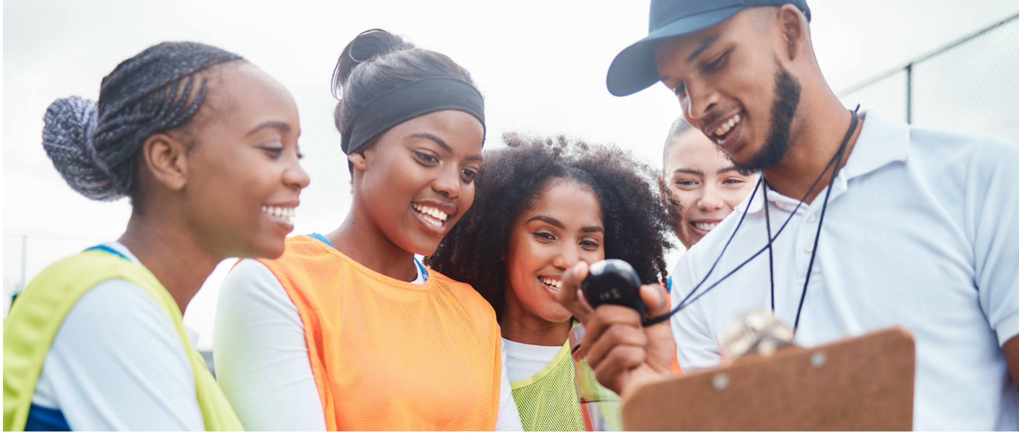
Impact investment may represent exciting opportunities for scaling up sustainable financing into grassroots sport to optimize the range of social outcomes it produces, thereby contributing towards the narrowing of the SDG funding gap. The Global Impact Investing Network (GIIN) estimated that 2022 was the first time the global impact investment market topped the US$ 1 trillion mark, and that it can be found in both emerging and developed markets.

In recent years, models of leveraging impact investment into professional sports and sporting infrastructure, have started to emerge and could be modified to inform efforts of scaling up the financing of grassroots sports. For example, the equity investment approach described in the example below is unlikely to be relevant to grassroots sport.

EXAMPLE OF AN EQUITY INVESTMENT IN PROFESSIONAL SPORT

Athletes Unlimited raised a US$ 30 million fund in 2022 to invest in the collective of professional women's leagues in the US. Investors capped their financial returns to a 6-10% annual rate of return, with any surplus going into a pool that is split equally between the players and efforts to further the company's mission, such as supporting their commitment to become carbon neutral.

"FOR INVESTMENT INTO SPORT FOR DEVELOPMENT, DIFFERENT PLAYERS WILL NEED TO BE MOBILIZED."



Instead, examples like some of the investments made through the Sporting Capital Fund in the United Kingdom, using unsecured loans may be more appropriate.

EXAMPLE OF AN SECURED LOAN INVESTMENT IN GRASSROOTS SPORT

The Sporting Capital Fund in the UK offers a loan-based impact investment approach specifically tailored to grassroots sport. Through unsecured loans of between £50,000 and £150,000, this Fund aims to support community organizations using sport to deliver wider social outcomes to become more financially sustainable through revenue generation.

DR CHIH HOONG SIN – INDEPENDENT EXPERT, SOCIAL OUTCOMES CONTRACTING & IMPACT INVESTMENT

Dr Chih Hoong Sin is an independent expert in social outcomes contracting and impact investment. With other 20 years experience in supporting public, private and social sector entities to improve outcomes, Chih Hoong is passionate about optimizing impact through innovative financing and funding, as well as through cross-sectoral collaboration and innovation. He provides expert support to governments and partners in the United Kingdom, Abu Dhabi, Japan, Hong Kong, Singapore, Chile, and more. Chih Hoong also provides strategic advice to international bodies such UNESCO, UNICEF and the World Health Organization, to effect positive social change at scale.

Over and above these common asset classes, there are other emergent forms of impact investment, some of which may be more applicable in certain countries and contexts than others.

For instance, in June 2020, the UK introduced the world's first social outcomes contract involving impact investment into grassroots sports – the Chances Social Impact Bond – with the objective of achieving a wide array of social outcomes for 'at risk' young people including improved engagement with education, reduced re-offending, etc. At least 10 other examples can now be found in Japan, the Netherlands, Canada, Denmark, and Israel, involve sport and physical activity either as the main form of intervention, or blended with other non-sport interventions. These generate physical and mental wellbeing outcomes, as well as financial savings and cost avoidance to health systems in particular.

Currently, UNESCO is working with the Development Bank of Latin America (CAF) and partners to model an approach for leveraging impact investment into grassroots sport, with the aim of scaling it up across Latin America and eventually across all 194 Member States, as part of its ambitious Fit For Life programme.

WORKING IN PARTNERSHIP

The need for, and forms of, impact investment will vary depending on both demand- and supply-side factors and there is growing awareness that more patient and flexible forms of capital will be required, and that impact investment needs to become more demand-driven.

For investment into sport for development, different players will need to be mobilized. There is, for instance, growing interest in using development capital to attract commercial and other capital through blended financing.

At the same time, the role of Governments should not be ignored. Over and above potential co-funding/co-investment, Governments can often play enabling or facilitative roles, for example, through stimulating the supply and growth of impact investment capital through tax relief schemes, seed investment schemes, or through the mobilization of dormant assets. Additionally, supportive legislation may be enacted to encourage impact investment alongside clear commitment towards social outcomes. Governments can also encourage the practice and culture of measurement and data-sharing, so that there is transparency and accountability. Finally, Governments may also support the growth of local ecosystem players that could accelerate and sustain the development of impact investment into sport for development and other purposes.

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Marketing
- Website; bi-weekly newsletters; quarterly thematic magazine
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WHAT NEXT?

If you would be interested in getting more information or chatting through the options in more detail, please contact either:

James Goad at Owen James Group on 01483 861334 or jamesgoad@owenjamesgroup.com

John Pepin at Philanthropy Impact on 07803051674 or john.pepin@philanthropy-impact.org

"THE DESTRUCTION WENT BEYOND JUST THE PHYSICAL; IT WAS A LOSS OF A SANCTUARY THAT HAD BECOME A BEACON OF HOPE AND A PLACE OF BELONGING FOR THE DOWN SYNDROME AND AUTISTIC COMMUNITY..."

JEB X SOS: REBUILDING A LOVING HOME TOGETHER: A CASE STUDY

MELANIE CHENG – WWW.JEBGROUP.COM

'There's a whole community that's come together. I'm very proud to be part of that community. We are now in a great space' said Carmel Armstrong, COO of Love 21 Foundation.

In the heart of Hong Kong, a story of resilience and community spirit unfolded, emerging from the ashes of tragedy. Love 21 Foundation is a registered charity dedicated to empowering and enriching the lives of individuals with Down Syndrome and autism through sport, nutrition, counselling and holistic support programmes. They faced a devastating setback when their premises were engulfed in flames. Yet, amidst the despair, a community rallied together transforming a disaster into a testament of strength and unity. With the help and coordination of Love 21's Chief Operating Officer, Carmel Armstrong and Blue Stone Management's, Managing Partner Paul Johnson, they were able to bring together a plethora of individuals, businesses and companies to donate, design and install a new state-of-the-art facilities for Love 21 and its families.

FROM THE ASHES: FIRE DEVASTATES HONG KONG CHARITY, TAKING 18 HOURS TO EXTINGUISH.

The fire, which broke out on January 28, 2023, in Kowloon at the San Po Kong Factory Building, took 18 hours to extinguish and required the concerted, dedicated combined efforts of 300 firemen and 70 fire engines. The destruction went beyond just the physical; it was a loss of a sanctuary that had become a beacon of hope and a place of belonging for the Down syndrome and autistic community, Carmel Armstrong, COO of Love 21 Foundation, expressed the unimaginable, profound sadness of seeing the fruits of their labour, a space designed to be safe, happy, and full of laughter, reduced to ashes.

'I didn't know what to do, we just didn't know what to do,' said Carmel. Accompanied by the police, Carmel and the Love 21 team surveyed the wreckage, which is where she witnesses the full extent of the damage done. Not only was the centre burnt, it was covered in water, unsafe, and beyond repair. In the aftermath, she found herself grappling with the enormity of the loss, unsure of how to proceed or how they would carry on. It was then that an unexpected offer of help arrived, sparking a chain reaction of generosity and collaboration across Hong Kong.

LIGHT AT THE END OF THE TUNNEL

Meara Johnson, a former intern at Love 21 and pupil at Kellett School, reached out with an offer from her father Paul Johnson who runs Blue Stone Management, a Project Management and Quantity Surveying company. Paul then act of kindness set off a wave of support leading to the involvement of top architects, property managers, and construction firms, all willing to contribute their expertise and resources pro bono. This was just the beginning of the whole journey.

Paul 'waved his magic wand' and introduced Carmel to Gensler a top global architectural firm based in Hong Kong who said they would like to design the centre for Love 21 free of charge. This then led to the likes of large corporations such as, Slaughter & May, TCG Construction, JEB Group, Sustainable Office Solutions, S&techs and CBRE teaming up to all contribute their skills, be it sourcing a property, furniture,

> *"THE NEW LOVE 21 FOUNDATION PREMISES ARE A TESTAMENT TO THE POWER OF COMMUNITY AND THE GENEROSITY OF THOSE WHO BELIEVE IN THE CAUSE."*

fitting it out, renovating the space etc... All being led and managed by the team at Blue Stone

RISING STRONG: A GREEN COMMUNITY GET TOGETHER

Blue Stone enlisted 2 of JEB Group's key businesses, their JEB Acoustic Partitions and Sustainable Office Solutions (SOS) to help with their partitions and furniture.

The rebuilding process was not just about replacing physical structures; it was about reaffirming the community's spirit and the foundation's mission. JEB Group, , stepped forward to assist with sourcing, relocating and reusing glass, acoustic partitions and furniture. Their commitment to sustainability and community engagement was evident in their efforts to repurpose and reuse pre-loved materials from other projects, ensuring that the new premises would not only serve the Love 21 team and families but also contribute to a circular economy.

The new Love 21 Foundation premises are a testament to the power of community and the generosity of those who believe in the cause. Each room layout was carefully and thoughtfully planned. The space was designed to be welcoming, creative, fun, and inspiring for the members to enjoy, learn, and grow. The repurposed office furniture and partitions, sourced from a bank in Tai Kok Tsui, not only provided a functional and aesthetically pleasing environment but also contributed to the diversion of waste from landfills.

IN SUMMARY

The rebuilding of Love 21 Foundation's premises is more than just a physical restoration; it's a celebration of resilience and the strength of community. It's a reminder that in the face of adversity, we can rise stronger and more united. The foundation's story is a powerful example of how businesses can contribute to good causes, not just through financial donations but through the provision of services and resources.

Parents of the members served by Love 21 Foundation have expressed their gratitude for the new venue, highlighting the high quality of the space that now allows their children to grow, learn, play develop and socialise safely and securely. The inclusive space is not just for the children but also their families who come together to form a sharing and supportive community for one another.

MELANIE CHENG – SUSTAINABLE SOLUTIONS STRATEGIST, SOS

Melanie is the Sustainable Solutions Strategist at SOS, her mission is to drive partnerships to expand SOS's impact as a circular economy solution.
Melanie has a background in architecture, her previous roles include sustainability consulting, focusing on the delivery of supply chain projects addressing human rights and environmental risks. She has worked with clients across industries including financial services, property development, manufacturing, F&B and waste management.
Outside of work, she strives to align her lifestyle with her passion for the environment, leading a zero-waste life, composting her own food waste and diving with a coral reef conservation group in HK.

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