



MAGAZINE

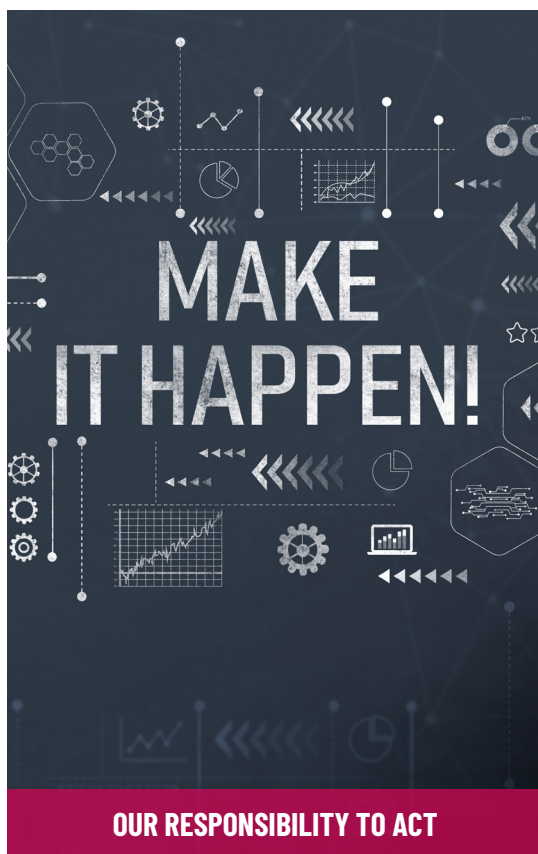
THE CAMPAIGN FOR
GROWING
MODERN
PHILANTHROPY

**FACING OUR GREATEST
IMMEDIATE CHALLENGE – THE
ROLE OF PHILANTHROPY**

**PART TWO OF
A THREE-PART
SERIES**

**THIS ISSUE:
ON THE FRONT LINE**

Definition of heroism – “Ordinary people doing extraordinary things out of simple decency.” Camus



OUR RESPONSIBILITY TO ACT



**COVID-19 REVEALS THE LONG BATTLE AHEAD:
CREATING HEALTHIER SOCIETIES**



**THE ROLE OF THE NEW PHILANTHROPIST:
THE POWER OF CATALYTIC CHANGE**



LEARNING TO FUND THROUGH A CLIMATE LENS

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The purpose of the magazine is to share information about philanthropy in a domestic and international context. We welcome articles, letters and other forms of contribution to Philanthropy in Philanthropy Impact Magazine, and we reserve the right to amend them.

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EDITORIAL

ACTIVE SHAPING OF OUR FUTURE

RENNIE HOARE - WWW.HOARESBANK.CO.UK

We have heard a lot about the 'new normal' in recent months – to the point that, along with the equally overused 'unprecedented', it triggers the 'off switch' in our collective consciousness.

In the past few months, 'the new normal' has been used to describe everything from how we will shop and where we will live to the shape of our working day. It has been talked about so much that it has been enshrined as a certainty, the inevitable destination at the end of our COVID journey. This is a dangerous misconception.

How the world looks once we are through the crisis can be forged and changed by those who are looking to make a difference. And those who have risk-taking philanthropic capital, innovative solutions and a desire to collaborate, can now make a huge difference. Philanthropists, advisors and charities all have a stake in this battle for what comes next. We can, and should, move up to the 'front line'.

Being on the front line will take many forms. The richness and diversity in the UK philanthropy sector showed that, even before the crisis, there was considerable work to be done. It is deeply unfortunate that the crisis has served only to increase inequalities and expose the most vulnerable, whilst also creating myriad new issues to tackle.

As the crisis has unfolded, we have seen considerable giving channelled into immediate health needs and the broader societal requirements that have arisen in lockdown. At C. Hoare & Co., we have seen customers rise to this challenge with grants totalling £25m from our donor-advised fund, the Master Charitable Trust. These significant gifts have helped those applying triage to the most pressing problems. Without this, and numerous other acts of generosity, the task of shaping the future we want to see would have been even more difficult.

So, how can we move from passive acceptance of the 'new normal' to the active shaping of our future?

First, we need to get creative. Gifts to impactful causes are only one of the tools at our disposal. From social-impact investment all the way through to collective petitioning, there are ways of



getting things done. Our charitable trust, the Golden Bottle Trust, subscribes to the concept of 'total portfolio impact'. For us, this means making sure that our investments are doing good in the world alongside the positive impact of our grants. Where it can be useful, we are also willing to lend our name to sympathetic initiatives.

We also need to focus on the areas where we can make the biggest impact. The current pandemic has put huge strains on UK charities by cutting off critical income streams. Worst-case modelling of the effects of lockdown predicts that more than 80,000 charities will be forced to close, knocking away support from society's most vulnerable just when it is needed most. The challenge, then, for funders is to identify the charities that are most impactful and work closely with them to ensure their survival.

Finally, the scope of our activities needs to expand beyond the philanthropy ecosystem. Front-line action must be collective and should comprise the broadest possible group of stakeholders. Working in tandem with the UK government's coronavirus support measures is a good example of this expanded scope. Beyond this, however, we must look for new, like-minded and equally committed partners. UN Sustainable Development Goals (SDGs) are now used much more within charities. If we are to make the necessary strong links with other critical sectors, we will have to become significantly more adept at working with them.

Readiness is all. We must be alert to developing issues, nurture causes where we have the deepest expertise, and battle resolutely, not for some pre-ordained 'new normal', but for a better, thriving world.

OUR RESPONSIBILITY TO ACT

LESLIE JOHNSTON - WWW.LAUDESFOUNDATION.ORG

**The Laudes Foundation (formerly C&A Foundation):
Moving beyond the fashion industry towards supporting
the transition to a just and regenerative economy.**

We are living in a fragile world. The Covid-19 pandemic has resulted in the disproportionate suffering of vulnerable communities across the globe, exposing deep inequalities and discrimination in our global economic system. And as thousands take to the streets to demand justice in the wake of the killing of George Floyd and countless innocent black men, women and children, never has this systemic inequality and injustice been more apparent. Economies are sliding into recession; according to the World Bank, the global economy will shrink by 5.2 per cent this year. The already profound economic disparities between the haves and the have nots are widening. All of this is happening while we are also facing an existential climate crisis.

We, as foundation leaders and social impact investors – must step up.

We need to step up to tackle the root causes of the deep inequality and climate breakdown that we are all experiencing.

We need to step up to influence the emerging policies, stimulus packages, and bailouts to ensure we can build back better.

We need to step up to nudge business and industry to be a force for good. Not simply “less bad.”

Only six years ago, we launched a corporate foundation – C&A Foundation – which was focused on transforming the global apparel industry. I am proud to share that we have had many successes, from founding the world’s first collaborative platform for innovation in sustainable fashion (Fashion for Good) to accelerating the uptake of sustainable cotton by the industry, thus improving lives and livelihoods for tens of thousands of farmers. Our KPIs tracked beautifully (e.g. increase in collective bargaining agreements, number of forced and child labourers freed, uptake of circular business models by the industry, etc.) and our closing [Annual Report](#), made compelling reading, showing a positive trend in our results.



***“THE GROWTH LOGIC OF
CAPITALIST BUSINESS MODELS
WAS – AND CONTINUES TO
BE – THE ISSUE. ONE CANNOT
TRANSFORM THE FASHION
INDUSTRY WITHOUT TACKLING
WHAT APPEARS TO BE A
FLAWED FRAMEWORK FOR
ECONOMIC DEVELOPMENT”***



LESLIE JOHNSTON

But did we succeed in changing the global fashion system? No. In fact, in January 2019, the Union of Concerned Researchers in Fashion issued a manifesto berating the fashion industry for doing too little, too slowly. Specifically, they said:

“Planetary systems are under threat. Fashion and clothing products and activities contribute to the destruction of these systems. They also contribute to the increasing disconnection between humans and Earth. We, the Union of Concerned Researchers in Fashion, recognise that the response of the fashion sector to the intensifying ecological crisis has been – and continues to be – oversimplified, fragmented and obstructed by the growth logic of capitalist business models as they are currently realised and practiced.”

“WE BELIEVE THAT COMBINING THE PHILANTHROPIC PURPOSE OF PHILANTHROPY WITH THE SCALE AND REACH OF BUSINESS CAN HELP INDUSTRY TACKLE ITS MOST PRESSING ISSUES”

The growth logic of capitalist business models was – and continues to be – the issue. One cannot transform the fashion industry without tackling what appears to be a flawed framework for economic development.

Specifically, we need to question whether the market – and neoliberal capitalism, which has created so much wealth, creativity and opportunity in the world – can get us to a place where people are valued, and nature is respected. As it is currently designed, the answer is no.

For that reason, we made the difficult decision to retire C&A Foundation and launch a new foundation with a bolder and broader mission: one that aims to tackle the dual crisis of inequality and climate breakdown through the lens of industry.

Laudes Foundation launched in January to join others in accelerating the transition to a just and regenerative economy. With our lessons learned from C&A Foundation as well as the six generations of entrepreneurial and business experience of our founding family, we want to help transform our global economic system so that it values people and respects nature. We can do this by leveraging the market power of business and industry. Specifically, we aim to support brave action to inspire and challenge industry to harness its power for good. We believe that combining the philanthropic purpose of philanthropy with the scale and reach of business can help industry tackle its most pressing issues.

But we have not abandoned the fashion industry. Rather, Laudes Foundation works both via specific industries (fashion and the recently added built environment) and via capital markets to influence the flow of capital throughout the system for good.

And what excites and motivates me personally is that we are not the first to take this approach. Many excellent organisations and funders have been working towards a new economy, and we want to contribute and accelerate their efforts. In fact, in the wake of the devastating impact of Covid-19 and growing social unrest, we see an increasing number of leaders – in policy, business, civil society and philanthropy – willing to use their resources and power to “step up, not step back.” This is part of a [call to action](#) by the Ellen MacArthur Foundation that we have proudly supported to embrace the circular economy as a solution to “build back better.”

Despite the vast, systemic challenges before us, I remain optimistic that positive change is possible.



LESLIE JOHNSTON

Leslie Johnston launched Laudes Foundation as its first Chief Executive Officer in January 2020, bringing over 20 years of management experience across multiple sectors. At Laudes Foundation, she is leading the development of its initial vision, strategy and operating model to deliver on its aspiration for global markets that value all people and respect nature.

Previously, Leslie was the first Executive Director at C&A Foundation where she led the development of the foundation's first global strategy, anchored on making fashion a force for good. She also served as Executive Director of the Argidius Foundation and Deputy Director for West & Southern Africa of TechnoServe.

She currently serves on the boards of COFRA Foundation (CH), GoodWeave International (US), the European Venture Philanthropy Association (BE), and Fashion for Good BV (NL). She previously served on the Executive Committee of the Aspen Network for Development Entrepreneurs and the boards of CottonConnect (UK) and Organic Cotton Accelerator (NL).

COVID-19 REVEALS THE LONG BATTLE AHEAD: CREATING HEALTHIER SOCIETIES

ANNA PURDIE & SONJA TANAKA - WWW.GLOBALHEALTH5050.ORG

Despite accounting for the largest proportion of early deaths around the world, non-communicable diseases have been largely neglected by the global health system. The COVID-19 outbreak has demonstrated how this neglect is fuelling vulnerability around the world and may be contributing to higher rates of death among men. Given their influence over the sector, funders and philanthropists should consider how they can drive gender-responsive attention to non-communicable diseases and build healthier, more resilient societies.

Over the last 100 years, the world has made remarkable progress in improving the health of people across the globe. But over the last few months we have been reminded of the fragility of this progress.

COVID-19 emerged as a new infectious disease in late 2019, and since then, the world has watched with growing alarm as the virus has spread rapidly across the globe, with an awareness that the worst may be yet to come.

The pandemic has illustrated that our resilience to ill-health and our health systems are not as robust as we might think. What could have been done differently to prevent this outbreak in the first place? And what investments should be made to prevent a similar catastrophe in the future?

The coronavirus outbreak reveals fault-lines and vulnerabilities in our societies like never before, with the elderly, men, minorities and people with a pre-existing condition appearing to be at higher risk of severe illness or death.

Based on current data compiled by Global Health 50/50, which currently offers the most comprehensive [database of COVID-19 data broken down by sex](#), men appear to be dying in higher numbers than women. This is not just a reflection of more men becoming infected; men, once infected, appear more likely to die. Across many countries where data is available, they appear to be almost twice as likely to die once infected with COVID-19.

We are also seeing that people suffering from pre-existing chronic diseases such as cardiovascular disease, respiratory disease, diabetes or cancer are at higher risk of dying from COVID-19.

Chronic illnesses, or ‘non-communicable diseases’ (NCDs), are on the rise. Historically, the leading causes of death were infectious diseases. Today, people are living longer but are more likely to die or live with disability as the result of a chronic illness. Such illnesses are now responsible for the greatest proportion of early deaths (death below the age of 70 years) globally. In the UK, NCDs are estimated to account for almost 9 out of 10 deaths.

Despite the threat NCDs pose to health, they are worryingly under-addressed and under-funded in global health. The recent *Global Health 50/50 report: Power, Privilege and Priorities*, compares the stated focus of global health organisations with the current global burden of disease across different areas of health. What it finds is that certain areas of health are (relatively) well-prioritised and funded, while others, such as NCDs, are not.

In particular, the report finds the priorities of funders and philanthropists are sorely lacking when it comes to NCDs, with only one in three funders found to be working in this area.

The consequences of this neglect are grave. Rates of childhood obesity are creeping up worldwide, as are rates of diabetes and cardiovascular diseases. This means that, while many of us are living longer, it is with more years of ill-health and disability, posing challenges to individual health, economies and health systems not equipped to deal with chronic illnesses.


But there is also a more immediate risk. As we are seeing now, people with comorbidities are less resilient to health emergencies and outbreaks such as COVID-19. The challenges of infectious



ANNA PURDIE



SONJA TANAKA



"UNHEALTHY GENDER NORMS ARE OFTEN FURTHER EXPLOITED BY CORPORATIONS TO MARKET THEIR PRODUCTS."

and non-communicable diseases are fundamentally intertwined, and addressing the urgency of infectious diseases requires addressing the slower-moving, less glamorous risk of non-communicable diseases. But crucially, it also means addressing gender.

Men's higher risk of death is not unique to COVID-19. The same pattern was seen in other coronaviruses such as SARS and MERS. More broadly, men suffer from a higher burden of chronic illnesses than women, tend to have worse health outcomes across almost all areas of disease and, on average, die younger.

When it comes to COVID-19, these higher rates of mortality among men are likely in part due to biological differences between men and women. But gender, which refers to the socially constructed behaviours, attributes and expectations of men and women, is undoubtedly playing a role in driving these stark differences. Higher mortality rates among men have been linked to comorbidities, which are driven by alcohol consumption, smoking and poor diets, habits which we know are in turn driven by gender norms and what constitutes 'masculine' behaviour.

Unhealthy gender norms are often further exploited by corporations to market their products. While globally, men have higher rates of NCDs than women at present, these risk behaviours are increasingly seen among women as corporations target new markets and exploit women's greater societal freedoms.

Despite the intimate relationship between gender and the health outcomes of all members of societies, *Power, Privilege and Priorities*, in its unprecedented birds-eye view of the global health landscape today, finds that

many organisations are flying gender-blind and failing to work to tackle those gender norms which are harmful to health. Only one in five funders were found to be collecting sex-disaggregated data, and just 7 per cent were found to be working to transform gender norms that drive health inequities.

When organisations do work on issues of gender, it is often with an exclusive focus on women and girls. While this work is essential, it must be complemented with an approach that understands and addresses the role gender norms also play in determining health outcomes in men.

We are now seeing the stark consequences of societies that are failing to tackle the drivers of chronic illness or prioritise health. To reverse these trends, we require a global health system that can help shape these societies. Yet *Power, Privilege and Priorities* finds that the global health system is fundamentally out of date, unequal and unfit for purpose when it comes to delivering health for all. The priorities of organisations, including funders and philanthropists, were found to be misaligned with the areas of health causing the most illness, early deaths and disabilities today. Unless we redress this, we will struggle to create healthier, more resilient societies.

Funders and philanthropists have an essential role to play in determining the priorities of those they fund, with the power to demand that grantees focus on these gaps in the agenda and address the crucial role gender plays in driving poor health for all populations.

The current outbreak can, and must, serve as a crucial reminder of the fundamentally intertwined nature of infectious and chronic diseases, and the essentiality of preventing and addressing

NCDs and the propagation of gender norms to build resilience for future outbreaks.

The healthier our societies and populations, the more resilient we are likely to be to future outbreaks.

SO WHAT CAN FUNDERS DO?

- Consider mandating that grantees collect and report sex-disaggregated data.
- Promote gender as an essential pillar of the bodies and health programmes you fund — internally, in their workplaces, and also in their programmatic work — working to transform harmful gender-norms that drive ill-health for all people.
- When deciding what to fund, look at the evidence. Consider investing in slower-moving, but equally essential areas of health, such as NCDs, which urgently require further financing and political and social resources.

ANNA PURDIE

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THE ROLE OF THE NEW PHILANTHROPIST: THE POWER OF CATALYTIC CHANGE

STUART SHORT - WWW.POWEROFNUTRITION.ORG

A very positive response to the COVID-19 pandemic has been an increase in community engagement and philanthropic giving. Whilst most people think of philanthropy as the giving of money to a cause, philanthropy has grown in our communities with people taking the opportunity of having more time to take on new challenges. Just think of the 750,000 people in the UK who offered to work voluntarily for the NHS by taking over some non-medical responsibilities from staff.

The donation of people's time was the response that philanthropy should always be in a disaster situation — unrestricted. These individuals were not insisting that their time be used in a specific way. They trusted that the NHS organisers would use their resources in the most efficient way and where the need was greatest. This example of catalytic and collaborative philanthropy triggered the ability for the NHS to direct its resources to where they were most needed and was only effective due to the large numbers of individuals all working together.

A NEW, DISCRETIONARY APPROACH

Trust the recipients

The urgent nature of the pandemic has highlighted the need for philanthropists to consider modifying their approach to giving. Philanthropists need to show more trust in the organisations that they choose to help — based on their expertise, experience and commitment to the cause, they will use the funds wisely — and grant them the flexibility to deploy funds where and when they are needed most. Donors working with The Power of Nutrition have trusted us to divert resources to our COVID-19 response, which has included strengthening targeted behaviour change interventions to raise awareness about the potential spread of the virus. This approach enables organisations to coordinate their responses with others.

In this instance, the immediate role of philanthropy has been to provide emergency financing to organisations for their COVID-19 response. Some of this philanthropic giving has been to replace loss of other revenue streams and in many cases has been essential in keeping many good causes afloat. Philanthropy has often been seen to provide a much-needed service that is not met by other means. This leads to philanthropists donating as a result of circumstances they are aware of either locally or nationally, but a consequence of this pandemic has been to show the frequent inter-connectivity of the causes that are supported, demonstrating that philanthropy needs to be more joined up, more collaborative.

This comes at a time when at least a third of the global population will have suffered a lockdown at some stage of the pandemic. Global wealth creation is set to fall, the IMF is forecasting a 3 per cent drop in GDP for 2020 or, in real terms, approximately \$2.6 tn¹. This has the potential to result in reduced government spending on projects in countries with the greatest need. For instance, the UK is committed to spend 0.7 per cent of its Gross National Income on overseas aid every year². In 2019, the UK commendably spent £15.2bn of Official Development Assistance (ODA)³. So, if, again as predicted by the IMF, the UK economy shrinks by 6.5 per cent in 2020, the UK's ODA budget potentially will shrink by close to £1bn. This will immediately put at risk the funding of projects that, up to now, have made progress in improving



STUART SHORT

1. *World Economic Outlook, April 2020: The Great Lockdown, International Monetary Fund*
2. *International Development (Official Development Assistance Target) Act 2015*
3. *Statistics on International Development, Department for International Development April 2020*



the lives of so many. The pandemic has brought home to many the fragile nature of not only our own domestic healthcare systems but also the major shortcomings of developing countries' healthcare systems. The Power of Nutrition works on strengthening healthcare systems in countries that need it the most. The magnitude of the potential reduction in funding will increase the role that philanthropy will need to take on with in relation to these projects.

THE ROLE OF CATALYTIC PHILANTHROPY

Make change happen

At The Power of Nutrition, collaborative and catalytic philanthropy is core to our work. It is not just about the financial support. It is the role of philanthropy to be the initial risk-taker in a project — to get things started. Well-targeted philanthropy can, and should, lead to governments and businesses joining together. It should allow any project to grow to the scale necessary to ensure its effectiveness and long-term sustainability.

We have seen evidence of the power of a philanthropist, be that an individual directly or through their foundation, attracting committed recipient governments to join in a collaboration simply because the philanthropist has committed first. It is essential for governments to be involved in order to make healthcare projects sustainable. In October 2017, a philanthropist that was dedicated to ending stunting in Rwanda gave a grant to The Power of Nutrition of \$10m. That initial philanthropic investment brought in other donors and led to that initial investment

being leveraged into a four-year \$116m “Stunting Reduction Programme” that commenced in June 2018, supporting the government in the scaling up of nutrition interventions and cash transfers to enhance access to health services for the most vulnerable mothers. Additionally, our innovative partnership with Unilever on a nutrition programme we co-finance in India has also shown that the risk capital that a philanthropist brings has often brought a private sector company on board that brings with it its own skill set and allows us to add innovative approaches to our programmes.

“IT IS ESSENTIAL FOR GOVERNMENTS TO BE INVOLVED TO MAKE HEALTHCARE PROJECTS SUSTAINABLE”

We regularly see the inter-connectivity of causes bringing philanthropists together. For instance, an investment in improving the nutrition of a young child has the potential to improve their education. Educated adolescent girls are less likely to marry early and this promotes gender equality and can improve their earnings later in life. Those improved earnings will also allow parents to feed their own families more nutritious food, ultimately breaking the circle of undernutrition, as well as boosting a country's economy and tax revenues.

That initial investment in nutrition will also reduce the likelihood that that child will grow up to suffer from diseases such as diabetes or heart disorders and will reduce the demands on the country's healthcare systems. This highlights the

need for philanthropists, with varied interests, to join together to bring programmes to scale.

The role of philanthropy, therefore, is not just to give. The role of philanthropy is to make change happen and bring everyone together for the love of mankind. Because only by acting together can change really be sustainable.

STUART SHORT

Stuart Short has enjoyed a long and varied career with over 35 years of experience in international banking. After working for many investment banks, including UBS and ING in New York, Stuart joined JP Morgan Private Bank and led the Emerging Markets and Credit Fixed Income strategy for the bank. Subsequently he set up his own asset management business, providing advisory services and managing assets in excess of £250m for HNWIs, Corporations and Trusts.

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“The course gave me and my colleagues confidence to have conversations about philanthropy and how to fit it in when talking about tax and structures.”

Tax Advisor, Global Tax Firm



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Our research shows that Advisors play a key role e.g. UHNW individuals when supported by advisors on their philanthropic journey give 17 times more - £335k vs. £19K.

"ALTHOUGH COUNTRIES IN THE GLOBAL NORTH CONSTITUTE JUST 20% OF THE GLOBAL POPULATION, THEY ARE RESPONSIBLE FOR 80% OF CUMULATIVE HISTORICAL GREENHOUSE GAS EMISSIONS"¹



LEARNING TO FUND THROUGH A CLIMATE LENS

JULIE BROOME - WWW.ARIADNE-NETWORK.EU

'I know the climate is important, but I'm not a climate funder.'

'Climate change is a priority, but there are so many priorities. If I give money to climate solutions, I won't have money to support other important issues.'

Do these statements sound familiar? We have heard them in different donor spaces when the issue of climate change is raised. But choosing between climate and other social issues does not have to be a zero-sum game. And there are many ways to be a climate funder.

Ariadne is a network of European funders for social change and human rights. Our membership spans 22 countries and includes a wide range of foundations from small, local trusts up to large, international foundations. What they all have in common is an interest in advancing progressive social values. While some may have environmental programmes, many do not. Last October, we organised a grant-skills workshop on funding with a climate lens, aimed at foundations that do not identify as climate funders. Our message was simple: you can support climate solutions while still supporting the issues you're already invested in.

Our 'masterclass' speakers, Tessa Khan of Climate Litigation Network and Majandra Rodriguez Acha of FRIDA Fund, posed the question, 'Who is impacted most by climate change?' They explained how climate change is already affecting the most vulnerable communities and marginalised members

of society. While those in Northern, higher-income countries are generating higher levels of carbon emissions and contributing more to global warming, it is lower-income countries in the Global South that are more likely to feel the impacts directly, through drought, flooding and food insecurity, for example. Although countries in the Global North constitute just 20 per cent of the global population, they are responsible for 80 per cent of cumulative historical greenhouse gas emissions¹. The world's richest 10 per cent are responsible for roughly 50 per cent of emissions, while the world's poorest 50 per cent are responsible for 10 per cent². Nonetheless, it is countries like Bangladesh, where sea level rise is predicted to make large portions of the country uninhabitable, that will be most affected by climate change. The World Bank predicts there could be as many as 13.3m climate migrants from Bangladesh by 2050³. The world's urban poor are at risk, both because they tend to live in the most hazardous areas and because they can't afford the energy costs to manage in rising temperatures. Philip Alston, UN Special Rapporteur on extreme poverty and human rights, describes 'a climate apartheid scenario in which the wealthy pay to escape overheating and conflict while the rest of humanity is left to suffer⁴'.



JULIE BROOME

¹ *Centre for Global Development, Climate Change and Development in Three Charts (August 18, 2015)*

² *L. Chancel, T. Piketty, Carbon and Inequality: from Kyoto to Paris (2015)*

³ *Rigaud, Kanta Kumari; de Sherbinin, Alex; Jones, Bryan; Bergmann, Jonas; Clement, Viviane; Ober, Kayly; Schewe, Jacob;*

Adamo, Susana; McCusker, Brent; Heuser, Silke; Midgley, Amelia. 2018. Groundswell: Preparing for Internal Climate Migration. World Bank, Washington, DC.

⁴ *United Nations, Report of the special rapporteur on extreme poverty and human rights, Climate change and poverty (25 June 2019)*



Issues of inequality, therefore, lie at the heart of climate change. The climate crisis amplifies and exacerbates inequalities that already exist, and in order to find climate solutions, we need to empower those who are most affected. That is the approach, for example, of the [Climate Justice Resilience Fund](#), which seeks to build resilience in climate-affected communities by giving voice and power to women, youth and indigenous people. Similarly, the [CLIMA Fund](#) supports grassroots solutions to climate change. While these are examples of specific funds with this focus, any donor who is funding human rights or social justice can start to take climate into account through their existing grant-making.

Funders can start by asking the partners they support how they are affected by or preparing for the climate crisis. Many may already be adapting their work but not communicating that to their donors, believing that their donors might not be interested or might see it as a distraction from the core work. It's also a good opportunity to get those groups that may not have considered how they will need to adapt to consider these questions, and funders can support them to do this. Funders can also consider where they are funding. Are you funding in those places that are likely to be most affected by climate change? And are you funding the people who are most likely to be affected?

A world in which we have truly mitigated a climate crisis will be a world that is structured much differently from the one in which we currently live, as our dependence on fossil fuels is helping drive this crisis. Funders can play a powerful role in shaping what a post-fossil fuel world looks like, and they can help ensure that it is one which is fair and equitable. By supporting work

that puts affected people at the centre of solutions, funders can help people develop sustainable livelihoods that don't depend on the industries that are causing the greatest harm. They can support communities that are changing how energy is generated and distributed. They can support racial and gender justice to ensure that minorities do not bear the full burden of this crisis.

Foundations have powerful resources that go beyond their grant-making. During our grant skills workshop, we brought together investment managers from different foundations to talk about the impact they could have through their investments. This involves both divesting from companies and industries that contribute to climate change and investing in ways that promote positive environmental and social impacts. Foundations also shared how their operations are changing in response to the climate crisis: travelling less and in particular flying less; incentivising employees to limit their carbon footprints in their commutes; looking for opportunities to 'green' their buildings. There are many ways that funders can live and promote their values; grant-making is just one tool.

The COVID-19 pandemic has changed our world drastically and quickly, and the future is not likely to be 'business as usual'. As we look forward and start to shape what the future looks like, this is a good opportunity to think about how we can bring climate more towards the centre of our work. This does not mean abandoning the other social causes that we care about, but rather reinforcing our social aims by recognising that building climate resilience involves promoting social equity and protecting society's most vulnerable.

JULIE BROOME

Julie Broome has been Director of Ariadne since 2016. She has over 20 years of experience in the non-profit and philanthropic sectors, with a particular focus on human rights and transitional justice. She served as Director of Programmes at the Sigrid Rausing Trust, where she oversaw grantmaking to human rights organisations in Europe, Africa, the Middle East and the Americas, and previously managed technical rule of law assistance programmes in Central and Eastern Europe and Eurasia with the CEELI Institute in Prague and the American Bar Association's Rule of Law Initiative. She holds a PhD in Politics and International Studies from the School of Oriental and African Studies at the University of London, an LLM in International Human Rights Law from the University of Essex, an MA in International Studies from the University of Washington, and a BA from Sarah Lawrence College. She has an interest in bridging research and practice and is currently the chair of the advisory board of the Human Rights Data Analysis Group.

AS THE WORLD FACES MULTIPLE HEALTH CRISES, HOW DO WE ENSURE THAT NO ONE IS LEFT BEHIND?

MORNA LANE - WWW.SIGHTSAVERS.ORG

Good health and wellbeing are fundamental human rights, but more than 400 million people worldwide lack access to the most basic of healthcare services. This burden is mainly shouldered by those who are marginalised, such as people with disabilities, older people and those who are poor, who typically find it hardest to access and afford healthcare.

The pandemic we are now experiencing highlights, more than ever before, the critical need for equitable access to health services for all. So, as the world faces multiple health crises how do we ensure that no one is left behind?

Many low income countries struggle to allocate enough budget to healthcare, and ministries of health, which already face challenges in reaching those who are most marginalised, are now facing one of the biggest ever strains on public healthcare. When a crisis strikes, this can take an increased toll on those who were already being left behind before the emergency, as funding and priorities change.

This is where philanthropy can step in and help support positive and transformative change by filling in the gaps that struggling governments may be unable to cover and focusing on those who are often excluded.

These include people with disabilities, who rely on specialised and diverse services to access healthcare and who may also face discrimination from those who are meant to support them. They may also face barriers to accessing services which are expensive or not physically accessible, if only for the lack of simple adaptations like handrails, ramps or having information provided in braille. In much of Sightsavers-supported eye health work we have also found that in some communities women are reluctant to attend eye health services because health services are of poor quality, unaffordable or too far from their homes. In some cultures, women may need to be accompanied, which can cause them not to attend at all.

These issues may sometimes seem small, but they can have a huge impact on who actually receives care, which in turn impacts on their ability to learn, work and live a healthy and full life.

To support this, equity must continue to play a role in philanthropy's response to healthcare, and funders have the ability to pay specific attention to communities that are likely to suffer disproportionately during health crises due to systemic barriers that marginalise them.

But philanthropists cannot do this alone, and indeed they shouldn't. The best approaches require partnership between governments, funders, organisations and local health services, and communities. Interventions need to be sustainable and long-lasting, with local actors being enabled to have autonomy and input. This is what makes health systems more resilient.

It is especially important when trying to bring about positive change for marginalised groups to have them involved in discussions and decision making. This means working with trusted local and national advocacy organisations in-country, and developing programmes and responses with them at every stage. There should be nothing about them, without them.

For 70 years, we at Sightsavers have been developing our understanding of how healthcare can be accessed by those who are the most marginalised, through our own eye health programmes. And with the publication of WHO's [World report on vision](#) in 2019, we know that the global burden of vision impairment and blindness



MORNA LANE



falls heavily on low and middle-income countries, on older people and on marginalised communities.

“THESE PROBLEMS REQUIRE A GLOBAL AND COLLABORATIVE RESPONSE TO PROTECT OUR SHARED VULNERABILITIES”

We work closely with disability organisations in-country to identify and remove barriers. We have for example developed an [audit pack](#), which healthcare practitioners can use to evaluate their facilities to ensure they are accessible to all. We have, over time, developed a social inclusion strategy and continue to build on our research, testing just how inclusive our programmes are. In [Bangladesh](#) we have used our learnings about women’s access to eye care to ensure that eye camps are based within communities and are of low cost, so women are more encouraged to attend. In the [Sundarbans](#) in India, one of the country’s poorest and most remote regions, we played a key role in halving cases of avoidable blindness by reaching the most remote communities, even having health workers making house calls to ensure no one missed out.

We have also gained learnings from the Ebola crisis in West Africa, where we were able to put our resources at the disposal of governments in afflicted countries. Our strong focus on providing inclusive information to communities on how to keep hands and faces clean, and strengthening health systems as a whole, was able to be adapted to help countries tackle a challenging epidemic.

None of this work would have been possible without funders who have prioritised and supported this expertise, enabling programmes to run which might never have existed.

It is also vital that these concerns are not forgotten when a health crisis is over. The ability to react to major events in public health is dictated by how strong health systems are in normal times.

The current pandemic has also highlighted the interconnectedness of today’s global world and the fact that we are only as strong as our weakest health system. These problems require a global and collaborative response to protect our shared vulnerabilities. If we do not reach everyone, it becomes impossible to do things like eliminate diseases. At Sightsavers, we have learnt this through our work in neglected tropical diseases which cannot be eliminated without reaching all population groups, particularly those who live in the most inaccessible areas and who have least access to healthcare.

At a time when global health is in the headlines across the world, it is more important than ever to do all we can to strengthen health systems everywhere, not only for day-to-day health needs but also for crises, and to make quality health care accessible and affordable to all. We need strong, resilient health systems that are there for everybody everywhere and which ensure nobody is left behind. This cannot be done by governments alone and needs the support of philanthropy and civil society.

MORNA LANE - HEAD OF TRUSTS AND CORPORATE PARTNERSHIPS AT SIGHTSAVERS

Morna Lane is an experienced fundraiser with 16 years’ experience of working in the charitable sector who is passionate about working with others to help them realise their philanthropic goals. She has been working within international development at Sightsavers for over eight years on philanthropic partnerships with trusts and foundations, companies, and major donors.

STANDING UP FOR WOMEN AND GIRLS IN A GLOBAL PANDEMIC: HOW PHILANTHROPISTS CAN PLAY THEIR PART

DOMINIKA KULCZYK - WWW.KULCZYKFOUNDATION.ORG.PL

The COVID-19 pandemic is a disaster that has affected every country in the world. At the time of writing almost two million people have been infected and more than 100,000 have died. By the time you are reading this that figure will have increased considerably. The theme of this edition of Philanthropy Impact – the Greatest Challenges for Society over the Coming Years – would have seemed very different just a few months ago.

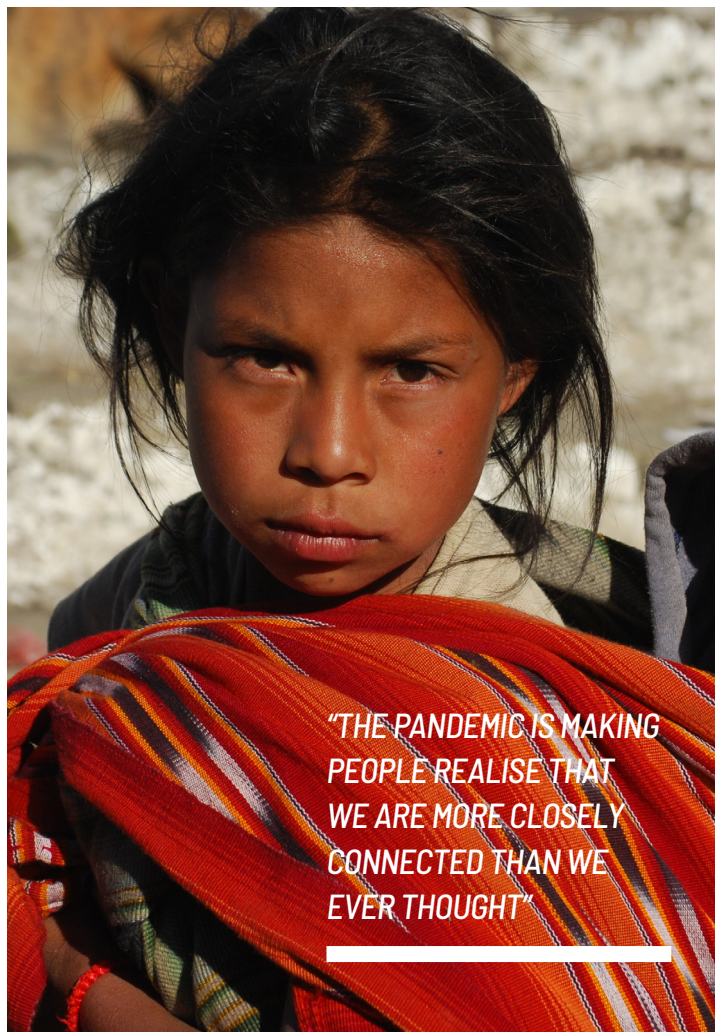
The extent of COVID-19's social and economic effects are not yet fully understood, but we can say with confidence that they will be catastrophic and will fall most heavily on women and girls, especially those living in poverty.

As President of the [Kulczyk Foundation](http://WWW.KULCZYKFOUNDATION.ORG.PL), and a journalist who has reported from impoverished places around the globe, I am used to seeing the challenges faced by the world's most vulnerable people. But COVID-19 introduces a new set of problems that exacerbate the existing injustices.

The pandemic is making people realise that we are more closely connected than we ever thought. I hope that as the world heals from COVID-19 it will remember this lesson, responding with generosity and cooperation to the many challenges of the future.

740 MILLION WOMEN IN INFORMAL JOBS

UN Women has outlined some of the ways in which women and girls are being disproportionately affected. Of those who are in employment, a high proportion of women have insecure jobs or are economically dependent on men. Before the pandemic, 740 million women were in informal employment without their incomes protected.



**"THE PANDEMIC IS MAKING
PEOPLE REALISE THAT
WE ARE MORE CLOSELY
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EVER THOUGHT"**

These precarious jobs do not always qualify women for government job retention schemes or income support where proof of a permanent contract is required. And when support is received it is often paid to households rather than individuals, which can compound women's dependence on men in their homes or families.

The UN's statistics also show that women are responsible for three times as much unpaid care work as men, a large amount of which takes place in the home and is increasing in this situation. We know that the greater the burden of unpaid labour placed on girls and women, the less likely that they will receive the education they deserve, and the more limited their future earning potential.



DOMINIKA KULCZYK

A SURGE IN DOMESTIC VIOLENCE

So too, we know that women stuck in cramped and pressurised situations are more likely to be the victims of violence and sexual exploitation. This wave of ‘intimate terrorism’ is the other, less reported pandemic happening today, which we have seen evidence of globally, including affected areas of China reporting a threefold increase in reports of domestic violence during the lockdown and calls to Britain’s national domestic abuse hotline up by 25 per cent.

“THEIR ‘360-DEGREE MODEL’ IS A TWO-YEAR PROGRAMME OF EDUCATIONAL AND PSYCHOLOGICAL SUPPORT”

The partner organisations we work with – in more than 60 countries around the world – confirm the scale of these dangers. We are seeing huge changes for the women and girls that our projects support, and since the beginning of the pandemic we have been working with our partners to innovate in ways that mitigate the impact.

QUARANTINE IS A ‘SOCIAL TRAP’ FOR THE VULNERABLE

In Colombia, the Juanfe Foundation supports adolescent mothers to overcome the cycle of disadvantage that prevents girls from accessing education and fulfilling their potential. Juanfe works with young women who find themselves in the middle of a complex pattern of family instability, violence and crime. Their ‘360-degree model’ is a two-year programme of educational and psychological support focused on transforming pregnant teens into empowered mothers who can break the poverty trap and pass on better life chances to their children.

Almost every aspect of Juanfe’s programme is based on face-to-face contact. All the centres from which the Foundation operates have now been closed. As they put it: “Quarantine is a social trap for the most vulnerable and we know that in times of crisis the population at the bottom of the pyramid is the most at risk.” Juanfe fear that there will be an increase in cases of sexual and physical violence against the women they help.

Since COVID-19 struck, the Juanfe Foundation have been forced to adapt their programme from being primarily based on in-person group classes to using more one-to-one forms of communication.

They have been doing everything they can to keep in contact with their young mothers. They are paying for the women’s mobile services and have assured us that 100 per cent are receiving regular remote attention. A team of volunteer psychologists has been recruited to speak with the teens, identifying any issues as best they can. And although classrooms are out of bounds, Juanfe have managed to keep on their teachers and are continuing to run some classes online and over the phone.

The situation remains extremely challenging. Not least because of the additional cost of mobile services. But the Foundation is a good example of how projects are quickly adopting technological solutions to continue providing value, in this case keeping young women engaged with their education and identifying those who may be at risk while isolating.

PERIOD POVERTY IS DEEPENING

Projects are also having to adapt their distribution networks and find new ways of getting goods and services to their beneficiaries, an issue that we have been tackling with partner organisations that fight period poverty.

DOMINIKA KULCZYK

Dominika Kulczyk is a Polish philanthropist, journalist and entrepreneur, who has implemented aid projects all over the world. She is an international humanitarian activist, a socially responsible global investor and a strong believer in effective and strategic philanthropy. Dominika is the Founder and President of Kulczyk Foundation, an organisation that helps the neediest by supporting transparent and effective development projects internationally.

Dominika is also the producer, lead reporter and host of the landmark Polish documentary series, *Domino Effect*, an internationally recognised work of impact journalism that seeks to make audiences feel the need to act for the benefit of others less fortunate than themselves. The program has highlighted individuals and NGOs in some of the poorest regions of the world, demonstrating the work that they are doing to help make a real difference to those who are most in need. The 7th series of *Domino Effect* is currently airing on TVN in Poland. Dominika also collaborates with CNN drawing attention to modern slavery and child labour in different parts of the world in selected documentaries of the CNN *Freedom Project* series.

COVID-19 is making it more difficult for women to look after their menstrual health and the problem is most acute in places where the issues of period poverty and stigma already exist – places such as Nairobi, Kenya, where another of our partners [Project Elimu](#) operates.

In the Kibera district of Nairobi, 1,000 young women have benefited from Project Elimu's Smile Bank initiative, supported by the Kulczyk Foundation. The project puts on a programme of sexual and reproductive health training for the girls and distributes sanitary products through 12 schools in exchange for at least three hours a week of social work at school or in the community.

Before the project began, research showed that girls on their period were often unable to afford basic sanitary products and were using cotton wool, cloth, pages from their exercise books, or even sponge from old mattresses as improvised alternatives. The health implications of these practices are of course very serious, as are the shame and embarrassment that cause girls to miss out on their education while menstruating.

With schools now closed in Nairobi, Project Elimu is struggling to distribute sanitary products to the girls who most need them. Its programme of sexual and menstrual health training has been paused. Pads are able to be collected from the Project's main office, but the government is advising against travel and the centre is a long walk for many of the young women.

Project Elimu is doing its best to adapt and has been setting up kiosks from which girls can collect their pads without dramatically increasing their exposure to the risks of COVID-19. The situation is changing rapidly, and further innovation may be required in due course – working with other suppliers of essentials perhaps, or couriers who are travelling the city and can deliver to the most affected girls.

PHILANTHROPY CAN FOSTER NEW CONNECTIONS

This last observation points to the need for charitable initiatives to share best practice and work together where they can. This must include the sharing of distribution networks, remote technologies and other forms of infrastructure that are increasingly important in this time. Philanthropic foundations are excellently placed to foster these collaborations between projects and to make the equally vital connections with business and the public sector.

Philanthropists are correctly keen to support the emergency healthcare response to COVID-19. But in the challenging months and years ahead the philanthropic community must also prioritise the adaptation of existing programmes that can mitigate the worst social and economic outcomes, especially for women and girls. It is not good enough for our projects to be on hold while the struggles of the most vulnerable continue.

As demonstrated by the two examples I have mentioned, the deep social problems we focused on before the pandemic (including domestic abuse, lack of access to education, period poverty) are not going away and are mostly getting worse. We have a responsibility to help the projects we support to innovate new ways of generating social value. And women must always be at the forefront of our efforts.

"IN THE KIBERA DISTRICT OF NAIROBI, 1000 YOUNG WOMEN HAVE BENEFITTED FROM PROJECT ELIMU'S SMILE BANK INITIATIVE, SUPPORTED BY THE KULCZYK FOUNDATION"

PHILANTHROPY IN 21ST CENTURY BRITAIN – BRIDGING SOCIAL DIVISIONS AND EMPOWERING THE VULNERABLE

JOHN NICKSON & PAUL DONOVAN - WWW.OURCOMMONGOOD.ORG.UK

In 2014, a philanthropist told John Nickson: “As a country, we must find new ways of working and a new template if we are to solve our seemingly intractable problems.” He was responding to the impact of the 2008 crash: drastic reductions in local public services; growing divisions between those who have and those who do not; escalating social problems beyond the capacity of the state and increasing pressure on charities to meet more demand with less money.

In 2017, in his book *Our Common Good*, John Nickson asked: if the state provides less, who will provide more? He found compelling evidence of philanthropists finding innovative ways of working with others to find solutions to problems beyond the capacity of any single sector acting on its own. The exemplar was Onside Youth Zones founded by philanthropist Bill Holroyd in response to reduced youth services. Youth Zones offer disadvantaged young people first class opportunities for recreation via sport and the arts, therapy, training, mentoring and preparation for employment.

The key to success was the creation of a replicable model built upon an equal partnership between local authorities, donors, professional youth workers, volunteers and the young Youth Zone members. Crucially, public sector funding is accepted only on the charity's terms. The positive impact upon communities has been verified by Treasury statisticians, persuading government to commit £500m to expand the network. There are now 15 Youth Zones with more planned, made possible by philanthropic vision, leadership and commitment.

In 2018, John met Paul Donovan, an entrepreneur and philanthropist with a shared concern about our divided society and disempowered communities. Together, we resolved to follow the Youth Zone model of philanthropically led initiatives by working with partners across the sectors to find local solutions to national societal problems that can be replicated elsewhere.

We believe that failure to solve our problems is not only because of lack of money or expertise but due to poor coordination and collaboration. The not-for-profit sector has no shortage of brilliant ideas but many never achieve sufficient reach. Lack of core funding inhibits the ability of charities to develop the necessary capacity and capabilities. Systemic problems are rarely resolved working in isolation. Collaboration is a prerequisite for lasting change, and we need more of it.

We believe that by working with others, philanthropists and social entrepreneurs have a key leadership role to play in bridging social divisions and helping to empower the most vulnerable.

Amongst the challenges we face are these:

- In the last decade and prior to the government's response to COVID-19, funding for local government and public services was cut by £27 billion in real terms (UK Government statistics).
- Despite increasing personal wealth, charitable giving has not grown in real terms for decades (Charities Aid Foundation). Only 5% of the wealthiest give more than 5% of their wealth each year (Scorpio Partnership).
- Local charities serving the most vulnerable are in the greatest need and few believe they will survive the next five years. Many lack the funding and the know-how to build capacity to meet growing demand.



JOHN NICKSON



PAUL DONOVAN



In 2019, we founded Our Common Good, a Donor Advised Fund housed within Oxfordshire Community Foundation, initially capitalized with £160,000 of our money. Ten of Oxfordshire's 83 neighbourhoods are amongst the 20 per cent most deprived in England.

THIS IS WHAT WE DO:

- We identify and reimagine solutions to problems at a community level, incubating and accelerating innovative charities, social enterprises and pilot projects that demonstrate potential and that could be replicated nationally.
- We foster cross-sector collaboration, convening new approaches to empower local communities.
- We encourage more philanthropy by developing compelling cases that deliver impact and sustainable change, backed by evidence based on measurement and evaluation.

We have committed £100,000 to developing and seed-funding three pilot projects:

COMMUNITY LARDERS

Community Larders are community-based membership schemes which help to empower people in need with food and advice in a place where they feel they belong.

A weekly fee gives people access to surplus donated groceries at heavily subsidised rates. But Community Larders are about more than food. Volunteers provide support to those in need, to address debt, to apply for savings on utilities, to access benefits and to promote healthy eating. The Larders are staffed by community volunteers, students and young people, creating an awareness of civic responsibility and building confidence to promote future employability.

Working with Oxfordshire-based social enterprise SOFEA, which piloted the concept with funding from Asda and Fareshare, Our Common Good has developed a business plan for growth. Our £50,000 funding has empowered leadership, enhanced marketing and introduced impact measurement. In March 2020, there were eight Community Larders in Oxfordshire. Since then, the network has expanded with the demand created by COVID-19. For the duration of the pandemic we are offering a free box delivery service to the most vulnerable. Our ambition is to help SOFEA launch 100 Community larders by 2021 and to develop a franchise model to speed national expansion.

JOHN NICKSON - VENTURE PHILANTHROPIST & CO-FOUNDER OF OUR COMMON GOOD, A DONOR ADVISED FUND

John Nickson is the Co-Founder of the Our Common Good fund. He has worked in the private, public and not-for-profit sectors for 50 years. With responsibility for fundraising at the British Council, English National Opera and as a former Director of The Royal Academy of Arts Trust and Director of the Tate Foundation, he is one of the UK's most experienced fundraisers. John is now a philanthropist who also campaigns for more philanthropy. He is special adviser to Philanthropy Company, a trustee of UK Community Foundations, Beacon Collaborative Charitable Trust, the Royal College of Music and London Music Masters. He is an ambassador for the Blackpool Pride of Place regeneration project. John is the author of *Our Common Good and Giving Is Good For You* (Biteback Publishing).

PAUL DONOVAN - VENTURE PHILANTHROPIST & CO-FOUNDER OF OUR COMMON GOOD, A DONOR ADVISED FUND

Paul Donovan is Co-Founder of Our Common Good. Paul is a businessman, investor and philanthropist. He is CEO of Arqiva Group Ltd and his previous senior executive roles were with Mars, Coca-Cola, Apple Computer and Vodafone. He is a non-executive at Thames Water Utilities and is Principal of Parktown Consulting. Paul is a former philanthropy advisor to Sir Christopher Hohn and CEO of the CH Foundation and COO at The Children's Investment Fund Foundation. He is founder of the Daymark fund, which provides opportunities for gifted underprivileged children from Africa. Since 2018, he has been a trustee of the Oxfordshire Community Foundation.

GROWING MINDS

Growing Minds is a project uniting the voluntary, private and public sectors to tackle educational inequality from the earliest age. Our Common Good donated £40,000 to develop the concept and also provided underwriting for initial fundraising which has stimulated philanthropic interest. The project has brought five separate charities together in a partnership managed by Oxfordshire Community Foundation. Launched in January 2020, £400,000 has been secured and pledged to date, more than 40 per cent of the budget for the seven-year project.



School readiness matters as children brought up in poverty start school on average 4.3 months behind their peers. Growing Minds supports families in two of the most socially deprived areas in Oxfordshire. Families are supported by multiple agencies to promote home learning and educational aspiration. More than 800 children will be helped over seven years. The project is being evaluated by Oxford and Oxford Brookes universities.

Growing Minds is preventative, collaborative, place-based and transferable. We are in discussion with a number of regionally based community organisations about the possibility of replication outside Oxfordshire.

MENTORS UNLIMITED

Mentors Unlimited is a concept in development, funded by £25,000 from Our Common Good, to create an organisation that develops the skills of business leaders to act as trustees and mentors for charities. Our objective is to build a national mentoring organisation for charity and social enterprise leaders.

COVID-19 presents us with unprecedented challenges that require an immediate response. Although a million people have volunteered to support the health, care and voluntary services, almost 75 per cent of charities fear going bust without emergency funding.

Whilst we are responding to the crisis, we are also focused on the long term. Collaboration and partnership will be needed more than ever. We know that by working with others, philanthropists can make a real impact, change lives for the better and strengthen our communities and our country. Please join us and enable us to invest in more social impact projects across the UK. Together with our partners, we can demonstrate that progressive change is possible for the benefit of Our Common Good.



"FAMILIES ARE SUPPORTED BY MULTIPLE AGENCIES TO PROMOTE HOME LEARNING AND EDUCATIONAL ASPIRATION. MORE THAN 800 CHILDREN WILL BE HELPED OVER SEVEN YEARS"

SOUTH ASIA'S COLLECTIVE DIVISIVE FIGHT AGAINST COVID-19

BILAL AHMAD PANDOW - WWW.SAVAE.ORG.IN

All nations are facing huge difficulties during the COVID-19 pandemic, but the South Asian region faces some unique challenges in dealing with the outbreak. High population density and alarming pollution levels, coupled with poor healthcare infrastructure, make the battle against the virus extremely difficult in this region.

The South Asian population, comprises of around 24.89 per cent of the total world population, houses 1.93 billion people, and has a population density of 303¹/km². While the population growth (annual percentage) of the region is at 1.16, with the urban and rural populations making up 36.6 and 63.4 (per cent of total population) respectively. India has the biggest population in the region, followed by Pakistan and Bangladesh. This high population density coupled with high levels of rural habitation is a scenario that will present each country in the region with difficulties fighting the present pandemic.

The toxic smog has become a new normal for the South Asian region, with 15 of the world's 20 most polluted cities in India in 2018 (latest report released by Greenpeace and IQAir AirVisual). While, Lahore in Pakistan and Bangladesh's capital Dhaka also figure in the top 20, making South Asia a toxic region. Also, in one of its reports, the United Nations Environment Program observed that toxic-air kills 7 million people each year, while another study by Lancet Planetary Health says about 1.24 million deaths in India since 2017 are due to pollution.

The poorer the public health for a region, the more challenging it is to deal with the pandemic. Also, the region comprises 2/3 of the world's population living on less than 1-USD a day. And the poor public spending on health makes it even more difficult for the region, as South Asian countries, including India, Pakistan, Bangladesh, Nepal and Sri Lanka on average spend about 3.2 per cent of their gross domestic product (GDP) on health, while the global average is 8.2 per cent of GDP. The region has an estimated 0.7-2.8 critical care beds per 100,000 population.

SITUATING COVID-19 PANDEMIC

The pandemic has already consumed human lives at a disquieting figure of 2317 and there are 81,941 total coronavirus cases in the region. India has registered the highest number of deaths, at 1,568 followed by Pakistan, at 486, and 182 in Bangladesh. The remaining countries are mercifully either at single or double digits, and everything is not as gloomy in the region as there are nations like Bhutan and Nepal which, as of May 5, 2020, had registered no deaths.



BILAL AHMAD PANDOW

COUNTRY WISE CORONAVIRUS CASES AND RESULTING DEATHS

Country	Total Cases	Total Deaths	Recovered
Afghanistan	2,469	72	331
Bangladesh	10,143	182	N/A
Bhutan	7	0	5
India	46,433	1,568	12,726
Maldives	551	1	17
Nepal	82	0	16
Pakistan	21,501	486	5,782
Sri Lanka	755	8	194
Total	81,941	2,317	19,071

Source: SAARC Disaster Management Centre



As of 5th May 2020, 3,435,894 people have been affected by COVID-19 worldwide. About 239,604 lives have been lost (Source: WHO), thereby suggesting that the South Asian region has less than 2 per cent of global COVID-19 cases.

Though the South Asian countries should come together at this critical time, the varying figures of positive coronavirus and resulting death cases in the respective countries calls for a collective and nation specific response.

COVID-19 EMERGENCY FUND

While steps in this direction had already begun on March 15th, when the South Asian Association for Regional Cooperation (SAARC) nations discussed via video conference measures to tackle the outbreak of COVID-19 in the region. In the meeting, the member countries proposed the creation of a COVID-19 Emergency Fund and pledged a total of USD 18.5 million.

Given the population size in the region, the total pledged amount will not be enough. At the same time, to complement the efforts by the SAARC, other agreements like South Asian Free Trade Area, South Asian Regional Standards Organisation, should be invoked to minimise trade barriers, and facilitation of goods & services flow in the region.

PLEDGES FOR COVID-19 EMERGENCY FUND

Sr. No.	Country	Contribution
1	Afghanistan	USD 1,000,000
2	Bangladesh	USD 1,500,000
3	Bhutan	USD 100,000
4	India	USD 10,000,000
5	Maldives	USD 200,000
6	Nepal	NPR 100,000,000 (USD 831,393.45)
7	Pakistan	USD 3,000,000 (Proposal made for SAARC Secretariat)
8	Sri Lanka	USD 5,000,000

Source: SAARC Disaster Management Centre

INDIVIDUAL CHALLENGES

Notwithstanding the pledges, each country has its own suffering and challenges. For example, the Indian economy is projected to slow down to a GDP of 4 per cent, (forecast made by Asian Development Bank²), which makes it difficult for the country to provide enough funds to limit and fight this pandemic. Though the country has taken measures like 21 days lockdown, this step was misunderstood by the Indian migrant laborers leaving them stranded and vulnerable. A country of 1.38 billion people was locked down with zero preparation and just four hours' notice.

"EQUALLY, NEPAL IS STRUGGLING WITH THE DISTRIBUTION OF FOOD RELIEF TO ITS POOR CITIZENS..."

Similarly, Pakistan's factional federalism, coupled with fiscal constraints makes it tougher for the country to combat and contain the challenges thrown by COVID-19. While Bangladesh faces the dilemma of how to deal with the Rohingya refugee camps in Kutup along with Cox's Bazar, and a shocked refugee community fearful for their futures. In addition, Bangladesh's economy is closely knitted to that of other countries that drive its ready-made garment industry.

Equally, Nepal is struggling with the distribution of food relief to its poor citizens, who are in dire need of an emergency relief package. While, Sri Lanka is using censorship and threats of arrest for anyone speaking out in criticism of the government's coronavirus response.

ECONOMIC SLOWDOWN

In its latest report, the [South Asia Economic Focus](#) forecasts a sharp economic downturn in the region, due to a halt in almost all economic sectors, crumbling trade and an inordinate stress on the banking and financial sectors.

Meanwhile, the World Bank also projects a growth fall in the region in a range of 1.8 to 2.8 per cent in 2020, as against the 6.3 per cent expected six months ago. According to the bank, this will be the region's worst ever performance in the last 40 years. "The priority for all South Asian governments is to contain the virus spread and protect their people, especially the poorest who face considerably worse health and economic outcomes," said [Hartwig Schafer](#), World Bank Vice President for the South Asia Region.

REVISION FORECASTS FROM OCTOBER 2019

Country	Fiscal Year	2019(e)	2020(f)
Afghanistan	December to December	-8.9 to -6.8	-0.2 to 0.4
Bangladesh	July to June	-5.2 to -4.2	-6.1 to -4.4
Bhutan	July to June	-5.2 to -4.5	-3.9 to -3.4
India	April to March	-1.2 to -1.0	-5.4 to -4.1
Maldives	January to December	-18.5 to -14.0	0.7 to 1.7
Nepal	mid-July to mid-July	-4.9 to -3.6	-5.1 to -3.6
Pakistan	July to June	-4.6 to -3.7	-2.7 to -2.1
Sri Lanka	January to December	-6.3 to -3.8	-3.5 to -2.5

Notes: For India, 2020 refers to FY19/20. e: Estimate
f: Forecast. Source: World Bank

COLLECTIVE FIGHT

The need is to rise above the petty politics, boundaries and religious restrictions to address the coronavirus pandemic. The region should take this as an opportunity to bring in inclusive, long-lasting peace and prosperity. South Asia can put up a good fight in the battle against coronavirus and save a billion lives, but this will only happen through collective efforts.



BILAL AHMAD PANDOW - CO-FOUNDER OF SOUTH ASIAN VOLUNTARY ASSOCIATION OF ENVIRONMENTALISTS

Bilal Ahmad Pandow is the Co-Founder of South Asian Voluntary Association of Environmentalists, a developmental organisation working for the environment and people of South Asia. He has been a consultant to many local and international organisations. He frequently writes on the environment, South Asia and ecological economics. Tweeter handle @savae8.

¹ <https://www.worldometers.info/world-population/southern-asia-population/>
² <http://www.adb.org/countries/india/economy>

FOOD: FEEDING LIFE CHANCES

LAURA SANDYS - WWW.FOODFOUNDATION.ORG.UK

At conception, what are the most important factors determining a child's life chances? Of course, there is a big impact from the economic circumstances of their families – but beyond that I would state that love and food are the key drivers of increasing or reducing opportunities for that child.

Love for a child is difficult to mandate but despite this there are wonderful groups that address parenting and bonding. Food, however, is more measurable, easier to address and desirable outcomes already well established and evidenced.

Until recently, we have all slept well in the knowledge that the food system works perfectly in the developed economies – food arrives cheap and cheerful into our supermarkets, and as hyper competitive businesses they fight through promotions and supply chain pressure to deliver even cheaper food. However, under this well-honed veneer of tranquillity, the food story in the UK has not been positive. The quality of our diets has deteriorated dramatically and we are now having to row back from high-sugar processed foods if we are to get a grip on childhood obesity. The content of food is not clear and while the consumer believes that they have choice, the food sector has not distinguished itself with transparency. And if there was one key indicator of a social policy failing that would be the massive rise in food banks.

The Food Foundation has known for several years that there is a growing and troubling undercurrent of food poverty – both in terms of the increase in hunger but also in relation to the quality of food children can access. Some listened, some acted but many didn't really believe that there was a problem to solve. However, they have had a significant shock to their assumptions as a result of COVID-19.

This dreadful pandemic has uncovered so many of our social ills that were hidden under the surface for many years. The Foundation's polling shows that more than



"THE FOOD FOUNDATION HAS KNOWN FOR SEVERAL YEARS THAT THERE IS A GROWING AND TROUBLING UNDERCURRENT OF FOOD POVERTY..."

3 million people had gone hungry within three weeks of lockdown starting, reporting that someone in their household had been unable to eat, despite being hungry, because they did not have enough food.

Food really matters. Access to good food does make a real difference to our young children's long-term life chances – their attainment, their health and their well-being. Children who are not properly fed in their first few years will perform less well at school. What we are feeding children in their early years is having a significant impact on their health with approximately 10 per cent¹ of children arriving at primary school obese – and sometimes malnourished. By the time they are 11 years old, these figures have increased to 20 per cent¹ with a significant bias towards lower income families. These impacts are not just one-offs that can be easily rectified – this bad start in life is the conveyor belt to type 2 diabetes, cardiovascular disease and cancer. What we are feeding children in their early years is shaping their health for their whole lives.



LAURA SANDYS

¹ National Child Measurement Programme, England 2018/19 School Year. NHS Digital.



Trajectory for children born in 2019

2019 100 CHILDREN BORN



The situation is worse if you have a low income

2023 START SCHOOL (RECEPTION)



23%

2030 YEAR 6 (AGE 11)



34%

2040 21ST BIRTHDAY



61%

2084 TURN 65



74%

Obesity and overweight affects 74% of older adults but we assume here that this co-exists with other diet-related disease outcomes.

● Overweight ● Obese ● Dead ● Cardio Vascular Disease ● Type 2 Diabetes ● Diagnosed with Cancer (6/10 cancers linked to obesity)



And this is only the start of the problem, as in the UK we are also experiencing a significant increase in food insecurity – a condition that would have been considered shocking post war and is normally associated with the less developed countries. With families skipping meals², children arriving at school hungry, holiday hunger a growing problem and the quality of cheaper food reducing, we have a food inequality crisis that is only getting worse with the advent of COVID-19. You only have to look at the dreadful increase in families relying on food banks to make ends meet. The

Food Foundation has been examining this in much more detail and launched a campaign driven and informed by young people called #Right2Food which calls for a total overhaul of what we consider a human right to enough food.

These trajectories must be reversed if we are to “level-up”, address long-term health problems and ensure that every child has real life chances that are not nipped in the bud in their first few years of life.

LAURA SANDYS, CBE - FOUNDER OF THE FOOD FOUNDATION

Laura Sandys is Founder of the Food Foundation and Co-Founder of POWERful Women, a Visiting Senior Fellow at Kings College and formally Deputy Chair of the Food Standards Agency.

Laura was previously a Member of Parliament for South Thanet, a member of the Energy and Climate Change Select Committee, and Parliamentary Private Secretary to the Minister for Energy and Climate Change. Described by *The Times* as ‘one of the sanest of all MPs’ and as ‘lateral-minded, original and free-thinking’.

² End Hunger UK. Shocking figures showing hidden hunger show why we need to find out more.

<https://www.endhungeruk.org/2018/01/30/shocking-figures-showing-hidden-hunger-show-need-find/>

SCHOOL CLOSURES HAVE EXACERBATED EDUCATIONAL INEQUALITIES

EMMA MORTOO - WWW.SHS.ORG.UK

'Research has shown that around 80 per cent of the difference in how well children do at school is dependent on what happens outside the school gates¹.'

Many children with poor school attendance face serious disadvantages at home. Issues such as poverty, poor housing, domestic violence and low family aspirations create barriers to learning. Parents let down by education themselves, or parents with poor mental health who are battling stress around debt, housing or food poverty struggle to prioritise children's education. Yet school attendance is a strong indicator not only of educational attainment, but also of future life chances. Whilst education is an important factor in creating social mobility, and attainment is important to help young people lead secure adult lives — poverty and disadvantage mean vulnerable children miss out on school, very often through no fault of their own. A significant portion of persistently absent children are growing up in poverty¹. In addition, school is the best place for vulnerable children: there they have structure and support and many schools have excellent programmes that help their more disadvantaged students. But children need to be in school to benefit from these.

Good school attendance and positive parental engagement are crucial to promoting social mobility and breaking the cycle of poverty, poor attainment and unemployment. The extent of school absenteeism in the UK is a cause for concern. In 2016/17, one in ten children (744,275 in total) across England were recorded as having been persistently absent during the year². They had missed at least 10 per cent of their schooling. Over the last five years, an average of 11.3 per cent of school-aged children in England have missed at least 10 per cent of their schooling. This equates to an average of over 750,000 children annually². The Department of Education continues to document the consequences of poor school attendance, stating that at any period during a pupil's school life, as the level of overall absence increases, the likelihood of achieving five good GCSEs decreases.



"THE EXTENT OF SCHOOL
ABSENTEEISM IN THE UK IS
A CAUSE FOR CONCERN"

As poor attendance leads to lower attainment, this in turn exacerbates youth unemployment and crime. Children missing from school are more vulnerable to becoming involved in dangerous behaviour like gang activity, drugs or alcohol. 83 per cent of young people arrested for knife possession were persistently absent from school³. A joint report from the Ministry of Justice and Department for Education has demonstrated that the majority of offenders aged 16 and 17 have previously had a record of being persistently absent from school. This ranges from 78 per cent for cautions to 94 per cent for custodial sentences⁴. The Audit Commission found that a quarter of school-age offenders have significant school non-attendance records and that the majority of school-age offenders progress to become adult offenders. School non-attendance is also associated with child, adolescent and adult mental health difficulties.



EMMA MORTOO

¹ Rabash et al, 2010 and Save the Children, 2013

Supporting parents to engage effectively in their children's learning and building family resilience and capacity makes a difference. The Sutton Trust acknowledged that educational opportunities and life chances are strongly linked to parents' socio-economic background. In addition, research undertaken by Dr Janet Goodall, University of Bath highlights the importance of promoting parental engagement in children's education and school. Dr Goodall advocates early intervention and work with parents that builds their confidence, so parents don't need to know the answers, but rather they need to be concerned that their children are able to find the answers. This gives great cause for optimism to charities working with families and parents themselves who may be concerned they can't help.

"THE CORONAVIRUS PANDEMIC IS AFFECTING EVERYONE, BUT THE MOST VULNERABLE FAMILIES ARE LESS ABLE TO ADAPT TO CHANGE"

With the current situation, more families are vulnerable and those already struggling are having a harder time. In my own charity, safeguarding referrals have increased by 58 per cent and the majority of these are due to domestic violence. Tackling educational inequalities in lockdown is challenging.

Many families don't have access to IT equipment and data so children can't access online learning. Ensuring children are safe and have access to food is a priority alongside supporting children's continued learning.

The coronavirus pandemic is affecting everyone, but the most vulnerable families are less able to adapt to change. They don't have a savings buffer to replenish lost employment and many don't have access to wifi and computers — which have now become essential for continued learning.

As we work to meet the needs of vulnerable children and to support families through the crisis, we are also planning for a smooth return to school when they reopen. School closures have exacerbated educational inequalities between rich and poor children, so as well as providing immediate support we must mitigate the risk of poor attendance by ensuring families are in a routine and that vulnerable children are in school, ready to learn when this crisis passes and the gates are open once more.



EMMA MORTOO

Emma Mortoo has worked at a senior level with a number of charities internationally and in the UK for causes including education international development, domestic violence and social entrepreneurship. Until very recently, and at the time of writing, she was responsible for corporate partnerships at School-Home Support, and has just moved to work with Prison Care Advice Trust.

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QUESTIONS TO BE ADDRESSED ON THE COURSE:

- What can fundraisers learn from advisors to change the way they view wealthy donors and philanthropy?
- Who are professional advisors and what motivates them? How can you as a fundraiser work together with them to help meet their client's needs?
- What is the spectrum of advisors and what are their roles?
- Managing expectations of fundraisers.
- What internal and external challenges do fundraisers face in this process?
- How can we make the fundraising sector more innovative and a space for collaboration not just competition?

PROFESSIONAL DEVELOPMENT: EARN 180 SELF-CERTIFIED CPD POINTS

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