

Press release
7 June 2011

'My Kind of Philanthropy'

Introduction

Philanthropists Thomas Hughes-Hallett, Harvey McGrath and Lloyd Dorfman were key-note speakers, sharing their insights and informing discussion at *Cause4's* Philanthropy Seminar '*My Kind of Philanthropy*' on Tuesday 7 June 2011 hosted by Forsters LLP. Addressing an audience of other philanthropists and charity leaders, they shared their own personal experiences and insights as philanthropists at a time when the Government has recently published its *Giving White Paper* and when The Philanthropy Review being chaired by Hughes-Hallett is shortly to publish its conclusions.

Philanthropists Thomas Hughes-Hallett, Harvey McGrath and Lloyd Dorfman were key-note speakers, sharing their insights and informing discussion about philanthropy at *Cause4's* Philanthropy Seminar '*My Kind of Philanthropy*' on Tuesday 7 June 2011 hosted by Forsters LLP. Addressing an audience of other philanthropists and charity leaders, they shared their own personal experiences and insights as philanthropists at a time when the Government has recently published its *Giving White Paper* and when The Philanthropy Review being chaired by Hughes-Hallett is shortly to publish its conclusions.

Thomas Hughes-Hallett

Talking very personally about his past and episodes within his family which shaped his thinking – the loss of a daughter at a tender age and his son's being cured from a stammering condition - Hughes-Hallett explained that charitable giving had become an intrinsic part of his family's way of life and was 'a no brainer' for those with means to give. Referencing a donation of £100,000 his family had recently made to the Suffolk Community Trust, he talked of the satisfaction this had provided for the family in supporting initiatives close to their home. At the same time he expressed dismay that those who have least to give generally give most, on average four times more as a proportion of their income than the most affluent.

In November 2010, following a meeting with Sir Gus O'Donnell at The Cabinet Office, Thomas was invited to lead The Philanthropy Review. Its purpose, he said, was to promote ways by which to increase the amount of money given by residents in the UK, a figure which currently stands at £10.6 Billion, by a further 10% by 2015.

He identified the importance of utilising peer-group pressure amongst high-net worth people and believed that, instead of Government's looking to impose pressure, it would be more effective if encouragement to give came from those who themselves were already active philanthropically. Alongside this, he suggested that private banks, lawyers and accountants needed to promote philanthropic activity much more prominently when advising their wealthy clients. He also questioned why it is that CAF alone provides a charity bank, arguing that every mainstream bank should introduce charity banking to help make giving the norm.

Thomas suggested that younger generations are much more charitably-minded than their predecessors and thought that more could be done to capitalise upon this within schools to instil the habit of giving during formative years. In the workplace, he argued that Pay Roll Giving, the most tax-effective of all schemes, is under-utilised and should be more roundly promoted by corporate leaders.

Expressing broad approval for the Government's *Giving White Paper*, he was nonetheless dismayed that attention had not been given to establishing Living Legacies and hinted that The Philanthropy Review would be making a very simple proposal whereby donors could receive tax relief during their life-times and charities could receive donations in advance of the deaths of those making legacies.

Philanthropic success, he pointed out, would arise from an upsurge in giving from the mass affluent - those earning £50,000-£100,000 and that initiatives to promote giving should target this group in particular.

When asked about any experiences that had deterred him from offering philanthropic support, he referred to a standard impersonal acknowledgment letter which had been sent by one charity from 'The Donor Processing Department.' He was quite certain that he would not be offering this charity further support.

Harvey McGrath

Harvey McGrath, Chairman of Prudential, explained that he regarded his philanthropy as very personal matter and suggested that it stems from his own life experiences growing up in working-class family in Northern Ireland. Whilst his motivations were not religious, they were, he said, nonetheless driven by a moral imperative. 'If you have time, skills and money, you have an obligation to give something back.' At the same time he stressed that giving skills and helping to build relationships and capacity within charities are just as valuable as giving money.

He emphasised the three areas that concern him most: education, disadvantaged young people and capacity building within charitable organisations, whilst pointing out that in making donations he wants his time and money 'to work smarter'. As someone from a humble background in Northern Ireland who had succeeded in attending Cambridge University, it was unsurprising that ensuring educational opportunities for young people mattered to him alongside interventions that address the continued segregation of communities in Northern Ireland.

In making decisions regarding his own giving, he said that he looks for efficiency within charities and chooses projects with the potential to be scaled up. He also emphasised the importance of using positive outcomes to drive advocacy and encourage policy change within Government.

Lloyd Dorfman

Lloyd Dorfman, chairman of Travelex, pointed out that his own philanthropy has been a journey influenced by his own life experiences, as well as by his Jewish background in which giving within one's community was an expectation. Like Harvey McGrath, he believed that there was an obligation to give. 'If you have money, it is incumbent upon you to find some way to give something back'.

In determining to which causes he might lend his support, Dorfman said that he was not driven by a strict policy, but was led by a more entrepreneurial approach, by what seemed right at the time. That said, he had consistently supported Jewish causes, was concerned by the needs of disadvantaged young people and by education. He had resisted approaches to sponsor Academy schools, he said, and instead supported St. Paul's School, his *alma mater* and where he is also a governor, in helping to generate bursary funds.

Lloyd's giving had also been determined in part by Travelex's engagement as corporate sponsors, for example in cricket and in the theatre with The National Theatre. The success of these commercial sponsorships had encouraged him to extend his personal support as a way of recognising that his business had prospered. As such he had been pleased to support The Cricket Foundation's *Chance to Shine* campaign and had recently donated £10m to support The National Theatre.

Touching upon the issue of whether donors expect recognition, he explained that the decision to re-name The Cottesloe Theatre at The National in his family's name had been the subject of careful discussion but that he and his family were proud that their name should be linked to an organisation in this way.

He also talked about his own foundation of which each of his children are trustees to with their own specific fund to enable them to donate to causes as they so wished, in this way encouraging them at an early stage in their lives to immerse themselves philanthropically.

In conclusion he offered advice to emerging philanthropists suggesting that, at the end of the day, there are no magic formulas determining how and to what you might donate but that we all have issues about which we feel more strongly about than others.

For further information please contact:

Michelle Wright, Director, Cause4 – 07974 655294, Nick Gandon, Director, Cause4 – 07799 477758

A copy of the full report from this seminar is available from michelle.wright@cause4.co.uk

Other attendees and speakers comprised philanthropists from across the UK, together with Chairs, Trustees, CEOs and Directors from across the Charitable and Private Sectors. These included representatives from: *Herbert Smith, Art Fund, Brunswick Arts, Asia House, Hoares Bank, DancexChange, Spit Publishing, Prudential PLC, Leonard Cheshire, Think Again Media, Act Network, Cork Gully, DCMS, Afghan Action, Youth Music, Coutts, The Reading Agency, Travelex PLC, Localgiving.com, Spark, New Deal of the Mind, Greenhouse, Volant Trust, Association for Research into Stammering Children, ACEVO, CAF, The Cricket Foundation, Marie Curie Cancer Care, Camelot, City Bridge Trust, Forsters, Oxford Brookes University, Work Book Night, Martin Ring Associates and Tinnitus Clinic.*

About Cause4 – www.cause4.co.uk

Cause4 was launched in May 2009 by Nick Gandon, Michelle Wright and Charles Pike to support charities and social enterprises as development and fundraising partners across the community, arts, sports and education sectors.

Cause4 aims to influence change within The Third Sector, offering relevant and contemporary solutions for charities and social enterprises at a time when more creative, entrepreneurial approaches are much needed. We work with long-established national charities that wish to re-evaluate their approach to development, as well as with smaller local charities and social enterprises in their infancy.

Fundraising has never been without its challenges. In the current volatile economic climate, this Age of Austerity, the challenges have grown. Yet we believe that the possibilities for success remain endless - not least for organisations willing to think afresh and respond with agility and imagination to new opportunities.