



**Centre for Philanthropy
University of Kent**

FOREWORD

Professor Philippe De Wilde, Deputy Vice-Chancellor, Research and Innovation

I am delighted to provide the foreword to this report, which has been produced with support from the University of Kent Impact Funding.

The Centre for Philanthropy embodies Kent's commitment to making a difference through research by sharing ideas and expertise to tackle global challenges.

Since 2008, the energetic team behind the Centre has:

Produced impactful research on philanthropy, charitable giving and volunteering that has been published in leading peer-reviewed journals as well as two dozen practitioner-facing reports.

Worked with leading philanthropy scholars across the world to advance the field of Philanthropic Studies.

Raised over £1 million in funding from research grants, enterprise and philanthropic income.

Helped shape public policy through regular meetings with civil servants; working with the Charities Tax Group; giving oral and written evidence to two House of Lords Charity Select Committee reports; and contributing unique data on 'million pound donors' to support the successful campaign against a cap on charity tax reliefs proposed in the 2012 Budget.

Engaged successfully with the general public in print and broadcast media, from appearing on Radio 4's Today programme and the Moral Maze, to providing comment on the giving of the rich and famous in Hello magazine.

Reached many thousands of people through social media activity on Twitter, the Kent Philanthropy blog and Think Kent talks.

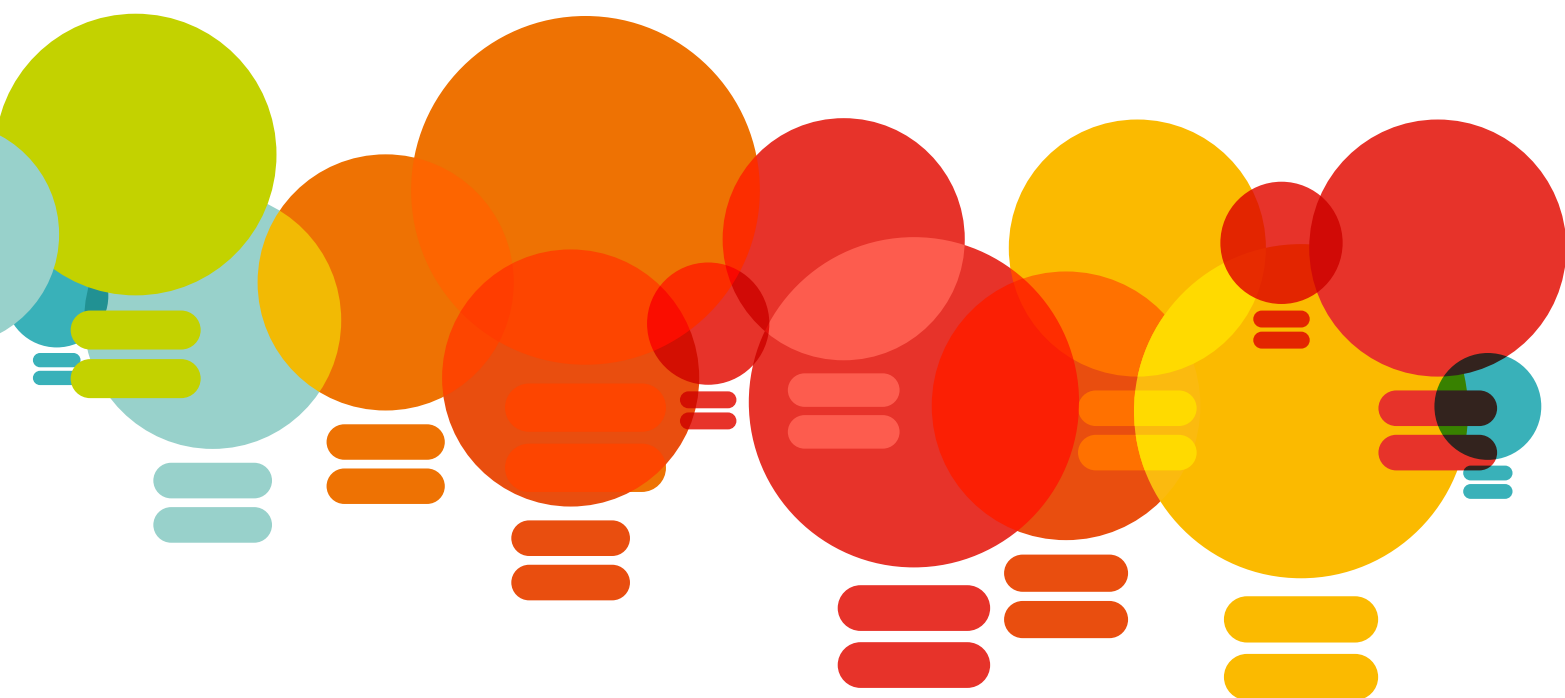
Given dozens of talks around the country to learn from, and share research with, the public and philanthropy practitioners.

Launched a highly successful Masters programme, delivered by innovative distance learning, to advance evidence-based practice and contribute to the professionalisation of the philanthropy sector.

As the UK's European university, it is fitting that our Centre for Philanthropy is a founding member of the European Research Network on Philanthropy, and attracts postgraduate students from across the continent.

The Centre also contributed a highly rated impact case study in the last Research Excellence Framework, which helped secure Kent's ranking in 17th place, outperforming 11 Russell Group universities.

I congratulate all involved with the Centre – the staff, students and supporters – for a highly successful first decade. I look forward to seeing the Centre go from strength to strength in the next ten years, as it continues to pursue its central aim of conducting high quality research, teaching and engagement activities in order to bring greater clarity to the meaning and purpose of philanthropy in contemporary society.



INTRODUCTION

Dr Beth Breeze, Director, Centre for Philanthropy

Welcome to this report in which we share the highlights of our first decade. We are also happy to have the opportunity to acknowledge the essential contribution of many people and institutions, and to outline our research outputs from 2008-2018.

In our first decade we have become an internationally known, well-connected and widely respected research centre, at the forefront of building the new discipline of Philanthropic Studies.

In the following pages you will find summaries of our publications, including a decade of key findings from our flagship 'Million Pound Donor Report', all of which are freely available on our website, as well as brief outlines of the books we have written.

These publications are helping to build our academic field, to facilitate knowledge exchange with practitioners, and to populate the reading lists on the courses taught at Kent and much further afield.

We look forward to the next eventful and energetic decade, in which we will continue building on these achievements, growing our team, extending our outputs and impact, and remaining at the forefront of this new disciplinary field.

60
MA Philanthropic
Studies students

100
academic
presentations

16
peer-reviewed
journal articles

80
presentations
to charities

9
working papers

28
appearances
on TV and radio

16
funders

150
undergraduates
on 'Volunteering'
module

42
quarterly
e-newsletters

200
mentions in
print and online
news reports

5
books

300
attendees
to on-campus
conferences

100
local fundraisers at
Fundraising Camps

23
practitioner
reports

4,000
Twitter
followers

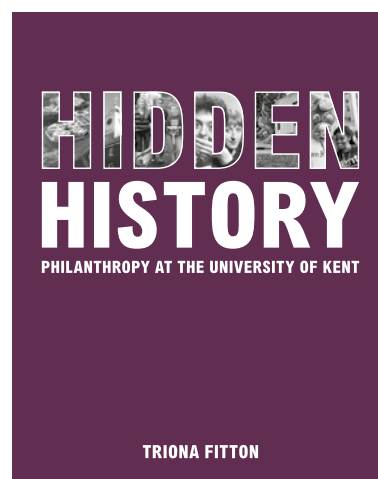
Hidden History

The University of Kent stands proudly on land that was originally a gift to Augustine, first Archbishop of Canterbury, from Æthelberht, the Anglo-Saxon King of Kent. The philanthropic heritage at its heart and in its very foundations continued, as the university was built with the aid of gifts from local people, businesses and charities. It has been a prominent institution within the county since it was first chartered in 1965; yet the philanthropy that continues to spur the University's development has never received due recognition.

Hidden History: Philanthropy at the University of Kent reveals the secret philanthropic past of the institution. Published as part of the university's

50th Anniversary celebrations in 2015, it tells the story of how philanthropy aided the initial formation of a University in Kent, and how it has contributed to the development of the campus, continued excellence and innovation in teaching and research, and embedded the university within the local Kent community.

This book recounts some of the most interesting and evocative tales of philanthropic gifts to our University which may have otherwise been lost to the sands of time. It also acts as a beacon for future fundraising: illustrating the importance of philanthropic funding in a changing Higher Education environment.



Freely available on our website at www.kent.ac.uk/sspsr/philanthropy/publications

Richer Lives

***Richer Lives: why rich people give* is an in-depth study of why and how the wealthy give, what causes they support, their feelings about being asked for money, and their insights into the growing philanthropy advice industry. It contains extensive new data, drawn from surveys and interviews with 110 wealthy donors, philanthropy experts and advisers, and is accompanied by a comprehensive review of the philanthropy sector in the UK.**

The research, carried out with leading philanthropy adviser Theresa Lloyd, shows that philanthropy is of growing importance in rich donors' lives and that they largely feel the political and cultural climate for giving in the UK has improved over the past decade. Philanthropy is revealed as a complex, ever-changing field of activity populated by donors who are open to new ideas about how best to use their private wealth for the public good.

Almost all those who give substantial amounts of money also give substantial amounts of their time – the days of the 'armchair philanthropist' are very much in the past. A virtuous circle leads to deeper and longer-lasting commitments to good causes, which in turn heightens the enjoyment and satisfaction of using money for good.

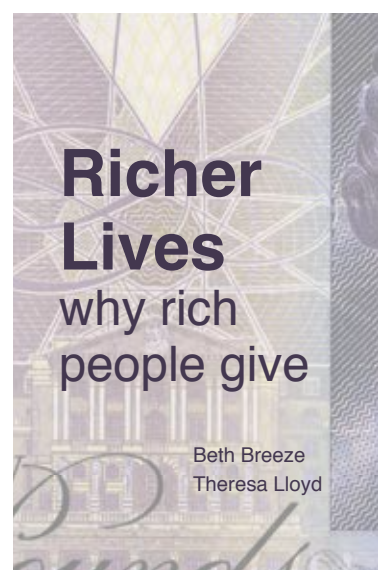
The book concludes with a series of recommendations to government, charities, philanthropists and advisers on how to further develop the sector.

"Theresa Lloyd and Beth Breeze bring their wealth of expertise to produce a work that is invaluable to those asking for money for good causes and to those trying to give it away effectively. It should also be of great interest to anyone seeking to encourage a stronger philanthropic culture in the UK."

Sir Trevor Pears CMG, Pears Foundation

"This book makes an important contribution to the enduring issue of philanthropy and its role in building a better society."

Sir Stuart Etherington, Chief Executive, National Council for Voluntary Organisations



All profits from the sale of this book will be used to revisit the study again in 2022. It can be ordered from www.dsc.org.uk/publication/richer-lives-why-rich-people-give

A free Executive Summary is available on our website at www.kent.ac.uk/sspsr/philanthropy/publications

The Philanthropy Reader

The Philanthropy Reader is a one-stop resource containing essential and engaging extracts from key texts and major thinkers, and frames these in a way that captures the historical development, core concepts, perennial debates, global reach, and recent trends of this field.

The book includes almost 100 seminal and illuminating writings about philanthropy, equipping readers with the guiding material they need to better grasp such a crucial yet complex and evolving topic.

"Finally, the book long awaited by scholars, practitioners, and students of philanthropic activities all over the world has been published. This excellent collection of global perspectives on philanthropy opens a window through which both Western and non-Western readers can view the scale and significance of philanthropy."

Toru Shinoda, Faculty of Social Sciences,
Waseda University, Japan

"A treasure trove of ideas, debates, findings and recommendations for the study, practice and policy of philanthropy, this marvellous collection of essential essays will guide students of philanthropy for generations to come."

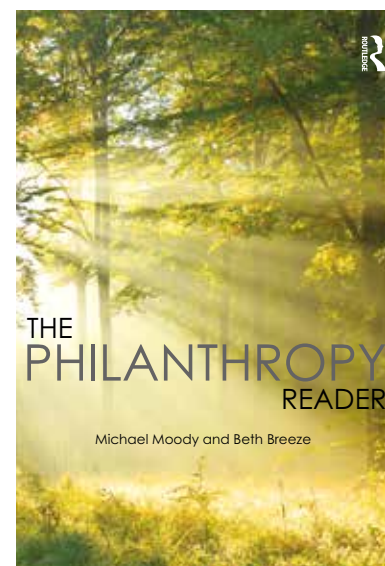
René Bekkers, Center for Philanthropic Studies,
Vrije Universiteit Amsterdam

"Michael Moody and Beth Breeze travel widely across time and space in this one-of-a-kind reader on the art of giving and its consequences for our lives. They artfully balance policy proposals with philosophical considerations and historical accounts, and they give voice to critics as well as advocates of philanthropy. A must have!"

Olivier Zunz, University of Virginia and
author of 'Philanthropy in America'

"A thoughtful distilling of the great works that can influence our own thinking and choices."

Wendy Scaife, Director, Australian Centre
for Philanthropy and Non-Profit Studies



To order with a 20% discount enter the code FLR40 at the checkout
www.routledge.com/The-Philanthropy-Reader/Moody-Breeze/p/book/9781138903593

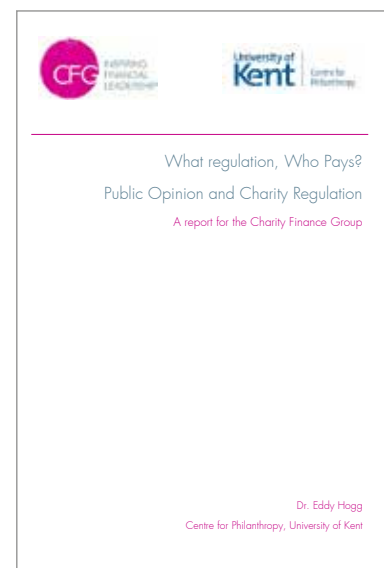
What Regulation, Who Pays?

Conversations around what charity regulation in England and Wales should look like, and in particular who should pay for it, have gained momentum in recent years. This report contributes to the debate by exploring public attitudes to these questions. It presents the findings of four focus groups with a representative sample of regular and non-regular donors (including non-donors).

Whether participants believed that charities should make a financial contribution to the regulator's funding was far from clear cut. Whilst there was broad support for charities making some contribution towards the cost of the regulator, a significant minority felt that the Commission should be funded wholly through taxation and a very few held that charities should be the sole funders. One of the key disincentives for a wholly charity-funded regulator was the threat that this might pose to the Commission's independence.

Where the view that charities should make some form of contribution to the regulator was expressed, participants spoke of relatively small amounts of money that would be in addition to, rather than a replacement of, government funding. This, it was felt, would help boost the Commission's budget – thereby increasing its capacity to both support and regulate charities – as well as symbolising charities' commitment to their regulation.

Overall participants felt that their giving behaviour would not necessarily be negatively affected if charities were to make a financial contribution to their regulation. However, any decision to direct money away from the front line services that charities provide needs to be carefully considered.



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Side by Side

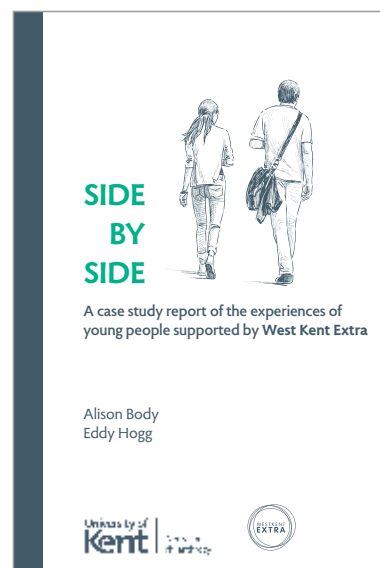
This report studies charitable youth work in a context of austerity, welfare reform and commissioning, highlighting the long term impact a voluntary sector organisation can have.

Working with West Kent Extra (WKE), Alison Body and Eddy Hogg engaged 10 past participants and explored what they felt the charity had done for them and how it had influenced their life journey so far. The findings in this report both show the impact of the work of WKE and highlight lessons for all voluntary sector organisations working with children and young people.

Considering young people's involvement with voluntary sector organisations as a journey, the research identified a multiplicity of pathways into the WKE service. However once

engaged, relationships emerge as the single, most dominant factor in terms of sustaining engagement of young people in communities. Other significant factors include having a voice, feeling that they can have influence in decision making processes which affect them, feeling cared about and having the chance to experience new things through trips, activities and access to facilities or equipment otherwise unavailable to them.

The findings show that beneficiaries define their experiences and relationship to a project through their relationship with individual staff and volunteers supporting them, and less so with services, projects or the wider organisation. Furthermore service provision which focuses on giving young people a voice has clear lasting impacts.



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The Logic of Charity

What is charity? Who does it benefit? And what should we expect it to do? This important book tackles the most common misunderstandings and misconceptions of charitable activity in contemporary British society, with a particular focus on how these affect the thinking of politicians and policymakers.

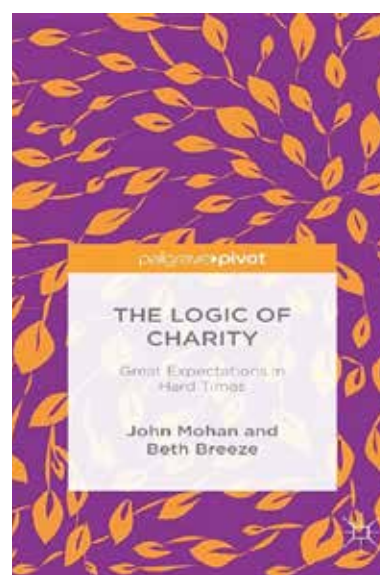
Despite charity being a consistent feature of life in the UK, there is a lack of understanding about how it operates. The authors begin by summarising the different organising principles found in government and charity, and note that the logic guiding charitable activity is not well understood by politicians who seek to encourage charity, and harness it in support of their political programmes.

The historic role and contemporary nature of charity are reviewed, then a discussion of data on public attitudes regarding the role that charity does and should play in relation to government funding, highlights how those attitudes have endured and changed over the past 25 years.

The authors present and discuss over a dozen studies, including large datasets on the geography and funding patterns of third sector organisations, and interviews with a wide range of donors, charity leaders, fundraisers and philanthropy advisers. This data enables them to explore the logic of charity in terms of the distribution of resources across causes and communities in the UK, and the processes behind philanthropic decision-making, to reveal a picture of charitable activity at odds with widespread assumptions.

"A timely work geared toward politicians and policymakers who may think charity will somehow come to the rescue to solve many or all of our social ills in the face of hard times."

Angie Eikenberry, Chair, ARNOVA



Available as Hardback or eBook at www.palgrave.com/gb/book/9781137522634

User Views of Fundraising

The use of visually striking images in fundraising materials can raise large sums of money for charities, yet has also lead to accusations of exploitative 'poverty porn'. This report explores the tension between discomfort at the use of emotionally manipulative images and the resulting success of fundraising appeals.

Based on focus groups with homeless young people, it is the first research to explore the opinions of those represented in domestic charity campaigns.

The findings show that charitable beneficiaries are largely supportive of methods that maximize income, yet would prefer fundraising imagery that elicits empathy and 'tells stories' about how people find themselves in need of charitable assistance, rather than pictures that provoke pity and depict beneficiaries at their lowest ebb.

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Rising to the Challenge

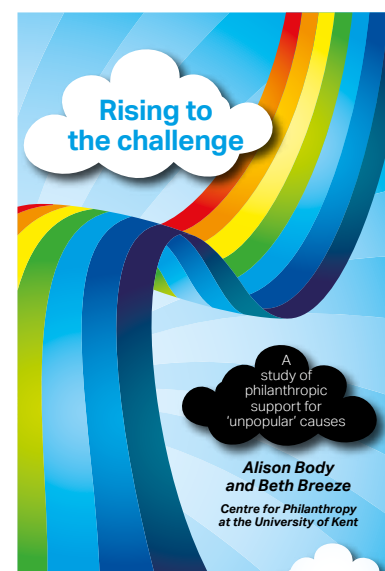
Terms such as 'unpopular causes', 'unfashionable causes', 'neglected causes' and 'Cinderella causes' are widely used and understood, but lack an agreed definition. This report explores the concept of 'unpopularity' in the charity sector, especially in relation to its impact on fundraising.

After unpacking what these loaded phrases mean, we identify barriers faced by those seeking support and share ten 'best practice' case studies of charities that have overcome perceived unpopularity to achieve fundraising success. The final section summarises what can be done to increase the flow

of donated funds to charities that feel themselves to be 'unpopular causes'. The report ends with a useful tool to help charities understand which barriers may be preventing them from maximising their philanthropic income.

We suggest that by re-framing the cause, and focusing on the 'ask', no charity need assume it is their destiny to languish at the bottom of the fundraising league tables.

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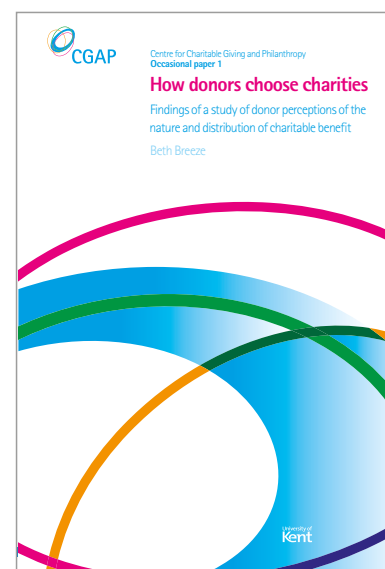
How Donors Choose Charities

There are tens of thousands of fundraising charities in the UK, and even the most generous donors can only support a tiny fraction of these good cause. This report examines how donors go about choosing which organisations to give their money to.

Based on interviews with sixty committed donors, it explores how people define charity, what they think about charitable beneficiaries and the rationale behind their giving decisions.

Despite widespread assumptions that need is the primary driver of charitable donations, this study finds that giving decisions are also based on four other factors: donors' tastes, personal experiences, perceptions of charities' competence and a desire for personal impact.

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Ten years of data on Million Pound Donors

From 2008 to 2017 we published an annual report that described and analysed data on all donations worth £1m or more, made by UK donors or given to UK charities by donors based in other countries. These donors include individual philanthropists as well as institutional donors (charitable trusts and foundations, and private sector corporations, including corporate foundations).

All ten publications, known as 'The Coutts Million Pound Donor Report', are freely available on our website. They offer unique insights into key trends in major philanthropy over the past 10 years. Every report also contains interviews with 'million pound donors' that bring the data to life by providing insights into the motivations and experiences of people able to give at this level.

Key findings:

- **c.2,500** separate donations worth £1m or more were made during the decade.
- The number and total value of 'million pound donations' has fluctuated over the decade, with an **overall positive trend**.
- In total, **£15 billion** has been given over the decade by individuals, foundations and corporations making donations worth £1m or more.
- There has been a general trend **upwards** in both the numbers of those giving and receiving donations worth £1m or more.
- **913** different organisations received at least one 'million-pound donation' during the decade, as some recipients received multiple gifts.
- **All** types of charitable cause received some million pound donations.
- Across the decade, over two-thirds of the total value has been shared by **two** destinations: Foundations were the top recipient by value over the 10-year period, with a total of £5.2 billion, whilst Higher Education received around £4.8 billion.
- However, Higher Education institutions received the **highest** number of donations of £1m or more (600), compared to 467 received by foundations.
- The most common size of donation that we found is exactly **£1m**. In all ten editions of the Million Pound Donors Report, the mode (the most commonly appearing value) is exactly £1m, with these gifts representing 15% of the total number of donations.
- The annual median size of donations is around **£2m**, and the mean across the decade is £6.2m, though of course that figure is distorted by the handful of 8-figure gifts and very occasional 9-figure gift.
- Whilst donations of £10m or more account for just 13% of the number of donations they represent well over **half** (63%) of the total value (£9.3bn), meaning that a small number of large donations make up the bulk of the total value.
- **'Mega-gifts'** (worth £100m or more) have predominantly been gifts to charitable foundations from private individuals, demonstrating the importance of charitable foundations as vehicles through which major donors are able to 'bank' significant gifts to distribute over time as their philanthropy strategy develops.
- The number of identified donations to UK-based organisations from donors located outside the UK has increased 10-fold since the report began, from three to thirty. The total value of these donations has increased by over **2,500%** – from £9.8m in 2006/7 to £263.5m in 2016.

Year*	Number of £1m donations made that year	Total value (£ million)	Number of donors making gifts worth £1m or more	Number of organisations receiving donations worth £1m or more
2008	189	1,370	89	152
2009	182	1,390	90	146
2010	196	1,540	91	158
2011	168	1,270	59	133
2012	229	1,230	99	161
2013	226	1,580	102	174
2014	292	1,360	144	220
2015	298	1,530	156	246
2016	326	1,760	149	253
2017	310	1,830	139	246
Total	2,416	14,900		

* Donations made in previous financial year until 2010/11, then previous calendar year from 2012 onwards.

Destination of £m donations	Total number of £m donations received	Total value of £m donations received (£ million)
Foundations	467	5,160
Higher Education	600	4,790
Overseas	346	1,350
Arts, Culture & Heritage	270	1,040
Health	198	718
Human Services	186	538
Religious	58	332
Education	107	263
International development	61	252
Public and Social benefit	58	222
Environment	49	147
Other	16	41
Total	2,416	14,900

While every philanthropist is unique, our interviews with 'Million Pound Donors' highlight three key themes and some common expectations and aspirations as illustrated by these quotes from the data:

- **IDENTIFICATION** – donors support charitable beneficiaries with whom they identify as a result of personal connections, common experiences and shared membership of social networks.

"All the charities that I've supported with large donations have been local to me. But personal reasons are the most powerful factor behind my giving... I believe that many philanthropic acts are driven by the kind of personal experiences that our family has, unfortunately, experienced."

- **CONFIDENCE** – donors are motivated by having confidence in the competence of chosen charities to use their money efficiently and effectively.

"As a major donor, you are very concerned to make sure you've chosen the right projects, that you're working with the right people and that your objectives are going to be achieved."

- **IMPACT** – donors want their gifts to be transformational, to make something new happen.

"We want to know what the organisation will do in a really big and meaningful way that it wouldn't have done otherwise."

In addition, the case studies show that these biggest donors are also seeking:

Personal engagement with the causes and organisations they support

"In all these cases it wasn't just a case of signing a cheque but of being personally involved as a family, because we prefer to make a contribution that's about more than just money."

To extend their **experiences and relationships**

"We support the best medical researchers ... Meeting people like neuroscientists is more interesting than anything I will ever do in any other part of my life."

To put surplus money to **a good and interesting use**

"I would suggest that [other] people ask themselves what they could do with their 'spare' money that is truly interesting and exciting... [my donation] has really been the most exciting and fascinating opportunity and it has changed my life for the better."

To do something **innovative**

"I aim to be pioneering, we never fund 'more of the same', no matter how worthy."

To fund **solutions not symptoms**

"We have funded a lot of activities for young people with issues from chaotic and deprived backgrounds. After being involved in this area for some time it became clear to us that many of these young people came from broken homes and the fostering system... We therefore decided to focus on supporting adoption in order to get to the root of the issue, rather than always dealing with the problems when they have arisen at a later stage."

To provide **core funding and partnership**

"I've always been attracted to things where it's harder to raise money, or for core budget items. The temptation for funders can be just to fund the interesting project – but if you trust the charity and their approach, then building capacity and sustainability in that charity through a developing relationship can have huge long term benefits."

So what do we now know about million pound donors as a result of this research?

Donations worth £1m or more are a significant source of total charity income, support all types of causes, and appear to be increasing in number and amounts.

Million pound donors' giving decisions are shaped by their life-long experiences and their desire to achieve a positive – and, ideally, identifiable – impact on their favoured causes.

Philanthropy is supply-led, not demand-driven, but intermediaries – especially fundraisers – play a crucial role in making the right ask, for the right amount, at the right time and in the right way.

The economic climate matters, but so does the cultural context: attitudes towards wealth and public generosity affect the scale and development of major philanthropy in the UK.

For more information see www.coutts.com/donorsreport

Some notes on methodology

The data was gathered from publicly available documents such as charity annual reports and accounts, as well as media coverage, it is therefore likely an under-estimate as some people prefer to give anonymously.

Donations from corporate foundations are included in the 'corporations' category. The 'foundations' category includes private foundations (where the founder or a family member is still present to direct grant decisions), as well as professional foundations (where the founder is no longer present to direct such decisions).

Million pound donations that are 'banked' in charitable foundations and trusts are included, as well as donations that are given to operating charities. We recognise that including 'banked' amounts risks occasional double counting when the original sum put into the foundation is added to the value of grants worth £1m or more that are distributed over time from that same pot.

Although social investing and impact investing are related to the concepts of philanthropy, they are not included in this data.



Order direct from the publisher for a 20% discount
www.policy.bristoluniversitypress.co.uk/the-new-fundraisers

The New Fundraisers

Charitable fundraising has become ever more urgent in a time of extensive public spending cuts. However, while the identity and motivation of those who donate comes under increasingly close scrutiny, little is known about the motivation and characteristics of the 'askers', despite almost every donation being solicited or prompted in some way.

This is the first empirically-grounded and theorised account of the identity, characteristics and motivation of fundraisers in the UK. Based on original data collected during a 3-year study of over 1,200 fundraisers, funded by a Leverhulme Trust Early Career Fellowship, the book argues that it is not possible to understand charitable giving without accounting for the role of fundraising.

"Few people 'get' donors and fundraisers like Beth Breeze. Her encyclopaedic knowledge combines with thorough professional analysis to provide an indispensable resource for the entire voluntary sector."

Ken Burnett, author, 'Relationship Fundraising'.

"This book provides an important insight into the way fundraising actually works. In doing so Beth Breeze nails the lie that fundraisers force people to act against their will."

Peter Grant, City University of London.



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Good Asking

Fundraising is necessary to pay for the work of charities, but the processes by which funds are raised are not well known or widely understood.

This report, commissioned by the UK's Institute of Fundraising, shines a spotlight on one important aspect of the job that has received significant attention from the media and policymakers: it explains how and why fundraisers conduct research into prospective major donors.

Based on findings from an online survey of 347 fundraisers, research is shown to be a commonplace and cost-effective part of modern fundraising that enables fundraisers to approach the people most likely to respond positively, and to avoid making unwanted and inappropriate asks. This matters because donors rightly expect charities to spend as much money as possible on the cause and its beneficiaries, and to spend as little as possible on 'overheads', which includes fundraising costs. Research also enables communications to be tailored to suit the interests and needs of individual supporters, which enhances the experience that is offered to donors.

This report contains a number of examples and case studies to illustrate the positive impact of conducting research, and concludes by noting that fundraisers only have two options:

- **Blanket asks** – approaching anyone and everyone for support in the hope that they will strike lucky; or
- **Targeted asks** – approaching those who appear to have the capacity to give, and an interest in the cause.

As the first option is inefficient and irritating, and the second works, this evidence-based report argues that there is no magic alternative way of identifying major donors if fundraisers are prevented from conducting research.

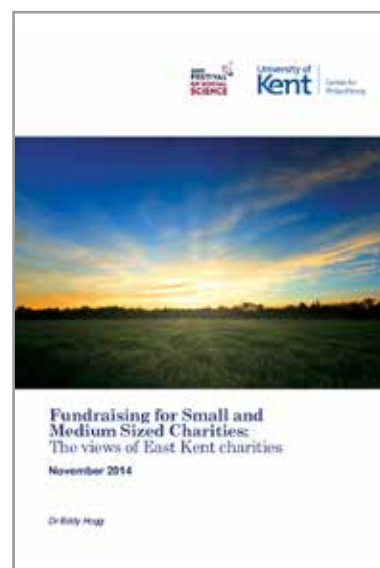
Fundraising for Small Charities

While public awareness of charities is dominated by 'big brands' such as Cancer Research UK, NSPCC and Oxfam, organisations such as these with trained professional fundraising staff are the exception rather than the rule. Volunteer fundraisers are therefore an extremely important resource for the charities they engage with.

This report outlines the key discussions and recommendations emerging from three events held for small and medium sized charities in East Kent in 2014. The events, held in Canterbury, Thanet and Deal, were attended by representatives of over 25 charities and social enterprises.

This report brings together the discussions at the three events by summarising the debate in five sections: getting trustees on board; volunteers as fundraisers; attracting and retaining donors and raising charity awareness; approaching funding organisations and; methods of fundraising. It concludes with a set of recommendations based on responses to the key question posed at each of the three events: "how can we work together?"

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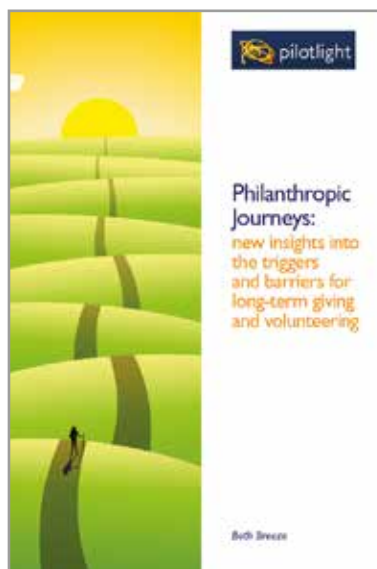
Philanthropic Journeys

This report explores how people's philanthropic journeys – defined as their lifetime voluntary contribution of time, treasure and talent – can be extended and deepened to the benefit of both recipients and the donors.

Unlike much research that takes a 'snapshot' of giving at a moment in time, we try here to understand philanthropy as a dynamic, life-long activity. The research involved a survey of 227 people and ten in-depth interviews. All respondents had engaged in long-term, structured volunteering opportunities organised by the charity Pilotlight, which connects senior business people with ambitious charities and social enterprises.

Three key findings show that:

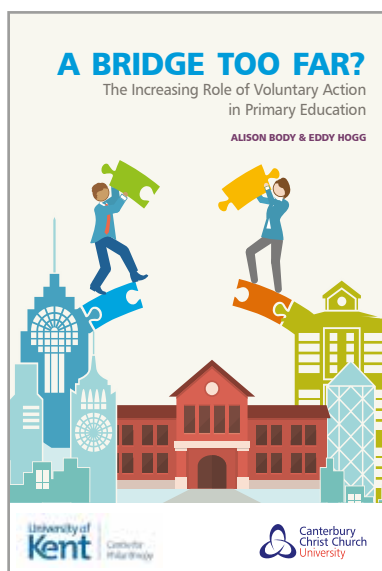
- The right initial experience of engaging with charities can generate significant future benefits, including a doubling of intention to volunteer, a 41% rise in willingness to make significant donations of £1,000 or more, and a three-fold increase in desire to serve as a trustee of a charity.



- Learning more about how charities operate, including the importance of 'core costs', helps volunteers to become more thoughtful and effective donors.
- Supported interventions in the form of structured, time-limited and appropriate volunteer placements can – and do – have the capacity to help senior business people overcome barriers to get involved in supporting good causes, so that they can begin and accelerate their philanthropic journeys.

This report builds on an academic paper published by Eddy Hogg, *Constant, serial and trigger volunteers: volunteering across the lifecourse and into older age*, which explores how volunteer engagement changes over the lifecourse in the wider context of other paid and domestic work activities. Understanding this is crucial: volunteering is not an activity that takes place in isolation but rather one that must be situated over time and within a range of other activities. Data from 26 life history interviews, which explore the incidence and nature of volunteering over the course of individuals' and their families' lives, are shown to support the proposition that there are three categories of older volunteers: 'constant' volunteers who have volunteered throughout their lives and have fitted it around other responsibilities; 'serial' volunteers who have dipped in and out of volunteering as their other roles – as parents and paid workers – have allowed and; 'trigger' volunteers who felt that their professional and domestic responsibilities had prevented them from volunteering prior to older age.

Freely available on our website at www.kent.ac.uk/sspsr/philanthropy/publications



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A Bridge Too Far?

Our 2016 report *To Bridge the Gap? Voluntary Action in Primary Education* was the first significant piece of academic research to measure the extent and distribution of private donations to primary education in England.

We found that voluntary action – the giving of time or money – was widespread within primary schools, with many examples of schools where generosity was resulting in increased opportunities for pupils.

In our 2018 report *A Bridge Too Far: The Increasing Role of Voluntary Action in Primary Education*, we revisited the same data sources we used in 2016. From this, we observed a significant growth in voluntary action between 2016 and 2018, the result of significant strategic approaches taken by schools.

However, we were cautious for three reasons:

- Firstly, the driver behind these efforts is declining budgets due to decreased statutory funding, and increased budgetary spending pressures.
- Secondly, we are seeing a growing gulf between the schools who can access significant resources of time and treasure in the communities and those who cannot, linked to socio-economic differences between areas.
- Thirdly, schools are increasingly having to do more than just educate and are raising money and recruiting to provide social welfare support for pupils and the wider community.

We are concerned that as this escalates, inequalities will grow and elements of what schools do will become privatised by stealth.



Freely available on our website at
www.kent.ac.uk/sspsr/philanthropy/publications

Great British Philanthropy

This report describes and documents the development of the Philanthropy Fellowship from 2012-2014. This programme was funded by the Esmée Fairbairn foundation, run by UK Community Foundations and evaluated by Dr Beth Breeze of the Centre for Philanthropy at the University of Kent.

The purpose of this report is to share the learning from this programme with all those working to encourage philanthropy development in the wider charitable sector.

'How to' advice from the nine regions within the programme succinctly captures and shares best practice for identifying and working with donors seeking support to become more generous and effective in their giving.

This practical advice includes:

- How to identify philanthropists
- How to get donors talking
- How to make philanthropy fun
- How to work with donors to explore and choose options
- How to appeal to younger professionals
- How to work with other trusted advisers
- How to set up and support giving circles.

In an inspiring set of profiles, twenty of the women, men and couples who have become Philanthropy Fellows reflect on their motivations, share their experiences of the programme and outline plans for their ongoing philanthropic journey.

Heritage Lottery Fund

We were commissioned by the Heritage Lottery Fund to evaluate the Catalyst: Endowment grant programme, which ran from 2013-2018 and offered up to £36 million in matched funding to 31 heritage organisations seeking to create or grow an endowment.

Annual surveys, workshops and intensive case studies enabled us to reach three recommendations for heritage organisations considering fundraising for an endowment:

- Make sure there is senior management and trustee support to ensure internal prioritisation of the appeal, set a realistic fundraising target and start planning as early as possible.
- Ensure that your messaging is clear and that you focus on the project and longevity to capture donor interest. Endowment fundraising can be a hard sell compared with more immediate and tangible projects.

- Encourage trustees to make lead gifts and teach them to make 'the ask' themselves; stay flexible and open to opportunities; and work closely with your Friends organisation.

The report also recommended that any future matched funding scheme should be accompanied by a budget for fundraising training and skills development in order to ensure that grantees are well-placed to maximise the opportunity of being able to offer a match. As a result, HLF introduced a new element to their Heritage Endowments programme which allowed organisations to apply for an additional 10% on top of their grant to resource their campaigns and support capacity building amongst grantees.



LOTTERY FUNDED

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Sport England

This review is the first to combine the findings of commercial reports and academic research into the motivations of sports volunteers with general theory understanding volunteers and volunteering. This provides a broader understanding of volunteering in sport and a useful resource for anyone in the planning, management and delivery of sports volunteering.

Volunteering and sports participation are both extremely popular activities for English adults. Volunteering in support of sports teams, clubs and other organisations is one of the most commonly undertaken types of volunteering in England. Volunteering is best understood as a process

through which volunteers move, not necessarily in a linear or a constant way, over the course of their lives. This variation over time can be understood as a consequence of particular values, circumstances and experience. Similarly, people move through different types of sports participation in response to personal circumstances and experience.

Thus promoting volunteering is best understood as facilitating a developmental progression through roles, rather than as targeting market segments with particular potential.

Motivations of Sport Volunteers in England

A review for Sport England



Dr. Geoff Nicholls, Caroline Knight,
Helen Milten-Boukourie & Cumaili Uri
University of Sheffield

Dr. Eddy Hogg
University of Kent













Ryan Storr
Victoria University, Australia



January 2016

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OUR COLLABORATIONS WITH GLOBAL PHILANTHROPY SCHOLARS INCLUDE...

-  Co-editing The Philanthropy Reader with Michael Moody, the Frey Foundation Chair for Family Philanthropy at the Johnson Center for Philanthropy at **Grand Valley State University, USA**.
-  Co-writing the fourth edition of **The Complete Volunteer Management Handbook** with renowned volunteering experts Rob Jackson and Mike Locke.
-  Visiting Queensland University of Technology in Brisbane, Australia, to work with Wendy Scaife, director of the **Australian Centre for Philanthropy and Nonprofit Studies**.
-  Hosting an ESRC-funded seminar on **Volunteering and Money: An Uneasy Partnership?** in September 2015, including a presentation from philanthropy and volunteering scholar Arjen de Wit from VU University Amsterdam, Netherlands.
-  Contributing co-authored chapters on philanthropy in the UK, and on fundraising around the world, in the **Palgrave Handbook of Global Philanthropy**, co-edited by leading philanthropy scholars Pamala Wiepking and Femida Handy.
-  Editing a special edition of the **International Journal of Nonprofit and Voluntary Sector Management** on the topic of 'Understanding Fundraising' with contributions from scholars working in Sweden, the US and the UK, that collectively seek to provide a step-change in our understanding of fundraisers and fundraising.
-  Conducting a study of giving circles in the UK and Ireland, with Angie Eikenberry of the **University of Nebraska, Omaha**, during her time in the UK as a Fulbright scholar.
-  Welcoming international charity accounting expert Carolyn Cordery, from **Victoria University of Wellington, New Zealand**, to campus in October 2016 to deliver a seminar on Volunteering Professionals: spillover and pro-bono work in accounting.
-  Serving on the editorial boards of international, peer-reviewed journals: **Nonprofit and Voluntary Sector Quarterly** and **Voluntary Sector Review**.
-  Being a founding member of the **European Research Network on Philanthropy**, to help advance, coordinate and promote excellence in philanthropic research in Europe www.ernop.eu
-  Participating in the inaugural seminar of the **African Chair in Philanthropy**, held in Johannesburg in 2015.
-  Presenting at the launch event of the **Centre for the Study of Philanthropy and Public Good** at the University of St Andrews in Scotland.

THANK YOU

A huge number of wonderful people and organisations have been indispensable during the first ten years of our existence.

We are deeply grateful for the initial encouragement we received from the leadership at the University of Kent, which enabled us to get started in 2008 and then to grow our team and activities.


Thanks to all our staff, honorary fellows and associates, who have given, and continue to give, their time and talent to advance our mission.


Academic colleagues from across the UK, Europe and globally have collaborated with us on research and writing projects, and generously shared insights into developing a teaching programme.

Many practitioners have engaged in ongoing dialogue to ensure we understand the needs of the sector. We particularly appreciate those who have spoken at our events, and shared their experiences and wisdom with our students through guest lectures and participation in our on-campus study days.


We acknowledge the research councils and institutional funders that have funded our research, and the thousands of people who have participated in our many different research projects – their willingness to be interviewed, complete surveys, attend focus groups, or share their data in many other ways, has enabled us to advance knowledge on philanthropy, charity and volunteering.


Finally, heartfelt thanks to some very special friends:

 **Coutts** have supported and published the '*Million Pound Donor*' research for ten years – not only providing the necessary resources to fund the data collection and analysis, but also working alongside us to understand the patterns and motivations of the UK's biggest donors. Thank you to our colleagues in the Coutts Institute: Mark Evans, Maya Prabhu, Lenka Setkova and Rachel Harrington. You have been a pleasure to work with, and we thank you for your visionary commitment to integrating philanthropy advice into wealth management.


 The **Gandyr Foundation** and its CEO Dr Ronit Amit for backing our wish to create a global resource for philanthropy educators: '*The Philanthropy Reader*' would not have been possible without your help.

Our two newest supporters who are enabling us to deepen our commitment to the study and teaching of philanthropy:

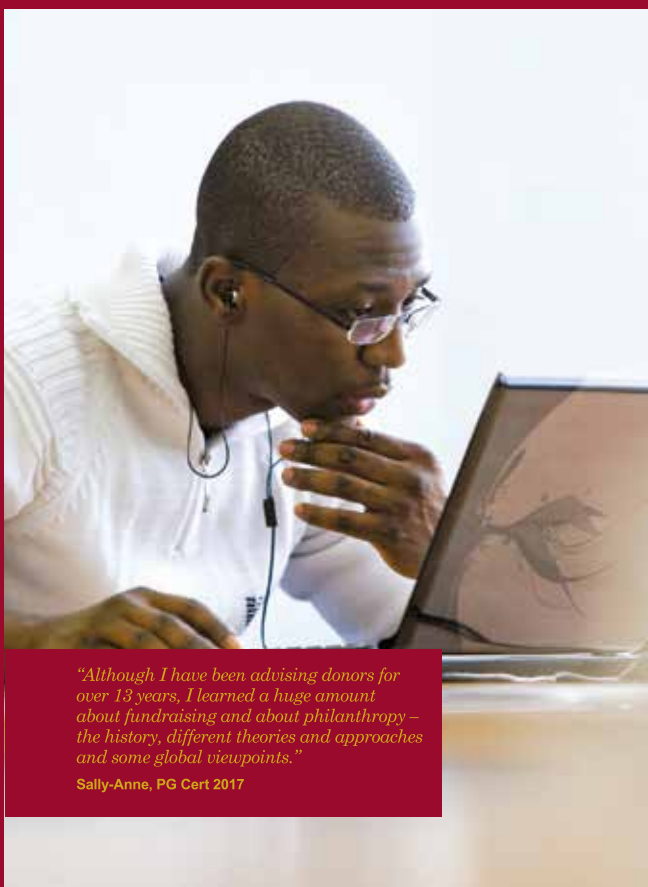
 The **Shirley Foundation** has given a generous grant to enable us to create a new UK Philanthropy archive in our university library, and we are delighted that Dame Stephanie Shirley CH, indefatigable champion of philanthropy, will be the first depositor in this resource, which will be digitised to enable access to all.

 **Blackbaud**, well known within the UK charity sector as suppliers of software and services to nonprofit organisations, as well as for having a corporate commitment to supporting the 'eco system of good', have kindly funded two scholarships on our MA programme.

Finally, our deepest thanks go to Sir Trevor Pears and all at Pears Foundation, especially Bridget McGing. The Foundation embodies the ideal of partnership between funders and those they support.

 **Pears Foundation** has been an absolutely essential part of our journey – we thank you for your encouragement, ideas, inspiration and motivation. We appreciate the time you take to visit us on campus, to meet our students, and to help us make connections with others for mutual support. Your funding of two Pears Philanthropy Fellows has been transformational in our ability to establish the successful MA programme, and your ongoing support means we can start our second decade with confidence. Thank you to Sir Trevor and the team at Pears, from all the staff, students and allies of the Kent Centre for Philanthropy.

Finally, many thanks to **YOU** for reading this report. We appreciate your interest in our research, teaching and engagement activities. We look forward to continuing the journey in your company as we strive to bring greater clarity to the meaning and purpose of philanthropy in contemporary society.



"Although I have been advising donors for over 13 years, I learned a huge amount about fundraising and about philanthropy – the history, different theories and approaches and some global viewpoints."

Sally-Anne, PG Cert 2017

MA PHILANTHROPIC STUDIES / DISTANCE LEARNING

This part-time MA, taught by distance learning, is a flexible and affordable way to combine career development with existing professional and personal commitments.

You are taught by leading academics, including Beth Breeze, author of *The New Fundraisers*. You will also benefit from guest lectures and interaction with grant-makers, philanthropists and philanthropy advisers.

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- Fundamentals of Philanthropy
- The Art and Science of Fundraising
- Global Philanthropy: Comparative Perspectives
- Volunteering and Society
- Advising Donors

For more information contact
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www.kent.ac.uk/sspsr/philanthropy