A PORTRAIT OF PHILANTHROPY IN WALES

COMMUNITY FOUNDATION IN WALES

NOVEMBER 2014

COMMUNITY FOUNDATION IN WALES
SEFYDLIAD CYMUNEDOL YNG NGHYMRU

CONTENTS

Acknowledgements

Thank you to the following for their support, interest, and generosity of spirit in sharing their expertise, their stories and their philanthropy experiences:

- The clients, Fund holders, donors, staff and supporters of the Community Foundation in Wales
- The Community Foundation in Wales' Philanthropy Award winners
- Bangor University's alumni department, in particular Kirsty Thomson (Major Gifts Officer) and Natalie Jones (Researcher)
- Dr Bryan Collis, Research Officer at the Wales Council for Voluntary Action
- Welsh Government for preliminary research funding.

Please note: when researching data from a wide variety of sources, we found the term 'region' – as in region of the UK – often applied to Wales and the other devolved nations. To be faithful to the data, we've also referred to Wales as a region when the data we use is comparing Wales to other parts of the UK.

1. FOREWORD

The Waterloo Foundation has been delighted to support the progress and growth of the Community Foundation in Wales' work, and to see its enthusiastic and tireless efforts to encourage, promote and also to celebrate philanthropy in Wales.

The Welsh people are generous at heart, with many directly funding organisations through donations, and many more through the gift of their time. Per capita, I believe we have more philanthropists than anywhere else in the UK!

The Community Foundation in Wales has galvanised and extended the activities of the givers of Wales, at both large and small scale and in many different ways. This report, which gives a picture of current philanthropists and tells their stories and experiences, is one such way through which the Community Foundation in Wales hopes to help move philanthropy forward in Wales. Its ambition to establish a lasting endowment to support the community groups and charities across Wales is one we heartily endorse, and we trust this report will help enthuse you to be part of their work, whether as a nascent philanthropist, policy-maker or fundraiser. I hope you will enjoy reading these 'tales of philanthropy' and join me and these fellow philanthropists in supporting the Community Foundation in all that it does for the people of Wales.

Heather Stevens
Chair of Trustees
The Waterloo Foundation

2. CONTEXT

Where Philanthropy Meets Community

2014 is the centenary of the global community foundation movement; it is 100 years since the first community foundation was established in Cleveland, Ohio. The community foundation model is now an internationally recognised force for good, with a worldwide network of 1,700 community foundations and support from global institutions like the World Bank, which recognise their role in underpinning civil society.

Yet the picture of philanthropy in Wales has not been catalogued and there has been no dedicated research project which explores Welsh philanthropy. Research projects and initiatives in the other parts of the UK seldom feature philanthropic giving specifically in Wales. As the only country in Europe to have a 'third sector scheme' at the heart of the national assembly's agenda, the Welsh Government is keen to strengthen the voluntary sector and the infrastructure organisations which serve community groups, charities and social enterprises. And, convinced by the Foundation's strong case for support, Welsh Government has been investing a core grant in the Community Foundation in Wales for the last seven years, which has included funding the early research work for this report.

This report has several objectives: sharing our learning so that others can engage more productively with major donors; highlighting useful pointers for fundraisers and philanthropists; and inspiring more philanthropic giving to support communities, volunteering, and charities which do so much to underpin civil society in Wales. Although we have drawn on the reports of bodies which undertake a variety of philanthropy research, including Coutts philanthropy institute and the Centre for Charitable Giving and Philanthropy (with a special mention to Beth Breeze's Occasional Paper 1, 'How donors choose charities'), the scope of the project is limited to the Foundation's research amongst our philanthropic Fund holders, clients, and donors, and to the experiences of our staff, stakeholders and allies. We are speaking from our own pool of knowledge and experiences of walking alongside people who want to make a difference with their giving. And because we believe that everyone can be a philanthropist, regardless of the scale of their wealth and giving, the reflections we have gathered are from those who are considered to give at globally significant levels, as well as those who give very modestly. The data we highlight alongside the featured philanthropy stories and reflections is gathered from a variety of sources, and we are bound to point out that the data sets and the base numbers tend to be narrow and low, and sometimes contradictory.

Above all, we have enabled a range of individual philanthropists, many of whom benefit from the services of the Community Foundation in Wales, to speak from their hearts about their own experiences, interests and motivations to give to Welsh communities. We are particularly grateful for their insights, reflections and commitment to sharing their wealth.

Liza Kellett
Chief Executive
Community Foundation in Wales

'As the only organisation in Wales dedicated to promoting and managing philanthropy, the Community Foundation in Wales has a strong sense of responsibility and ambition to be at the heart of where philanthropy meets community in our nation. Our work in creating the Fund for Wales (the world's only national community endowment fund), and our annual national philanthropy week (again, Wales is the only nation to explore philanthropy in this way) are a testament to this.'

3. INTRODUCTION

What is Philanthropy?

The etymology of the word philanthropy simply means love of humanity. In practice, though, it has come to mean private initiatives for the public good.

For many people the word philanthropy conjures up images of Victorian paternalism, or perhaps more recently the pledges made by US billionaires Bill Gates and Warren Buffet to give away the vast majority of their considerable fortunes during their lifetime.

But philanthropy isn't something rooted in the past, nor is it only the domain of the super-rich. Philanthropy is modern, innovative and inclusive. It funds creative solutions to society's needs, engaging with the root cause of problems upstream and demonstrating a long-term commitment to bring about systemic change.

Philanthropy differs from charitable giving which tends to be reactive and more transactional in nature, responsive to the immediate symptoms of need, rather than their causes. In practice, however, as Matthew Bishop notes, the lines between philanthropy and charitable giving are often blurred (Bishop 2006) and celebrating private giving in all its forms is key to nurturing a strong philanthropic culture.

And philanthropy really can be for everyone. The Fund for Wales was set-up by the Community Foundation in Wales to enable just this: a vehicle for building a sustainable endowment fund which addresses Wales' strategic needs. With over three hundred donors who have each given from £1 to £1 million, they are united by a shared vision of a Wales with a strong civil society and thriving communities, underpinned by a long-term source of accessible funding.

Philanthropy is also about more than just money. Volunteers are the backbone of the 33,000 charitable and community organisations in Wales. Their work often takes place 'below the radar', the unsung supporters who are vital to the functioning of our civil society. Wales Council for Voluntary Action estimates that 932,000 people in Wales volunteered for a local charity last year, valuing this at £2.2 billion or 4.6% of Wales' GDP.

Philanthropy is continually evolving with new, innovative ways of addressing society's needs being developed. Venture philanthropy, for example, has successfully harnessed tried and tested business techniques and applied them to the charity world. Mentoring, board membership, pro-bono consulting and capital investment to provide a social, alongside the traditional financial, return are all increasingly elements of the new philanthropy landscape.

Philanthropy, then, is the combination of time, treasure and talent, harnessed towards addressing society's needs.

Or as Dame Stephanie Shirley (right) put it when speaking at the Community Foundation in Wales' annual philanthropy reception, 'Philanthropy is what has given my wealth meaning.'

'Philanthropy is what has given my wealth meaning'

Why is philanthropy important to Wales?

To fund innovative solutions to Wales' needs

Wales has many acute needs. Around a third of children live in poverty, the highest levels of any UK nation (Save the Children 2012), and 23% of working age adults also live on less than 60% of the UK median income (JRF 2013). In-work poverty is an increasing issue for many families as wages struggle to keep pace with the cost of living.

Over a quarter of working age people in Wales are economically inactive. Wales also has some of the highest rates of youth unemployment in the UK. Educational attainment is low, with the proportion of students gaining A-C grades at GCSE level lagging behind the rest of the UK and the recent PISA rankings show attainment levels in core subjects regressing (BBC 2013a).

Health outcomes in many communities in Wales are poor. A recent study pinpointed alarming levels of obesity with 37% of adults in their forties registering as obese (BBC 2013b). A programme brought in during 2011 to measure the height and weight of every school pupil at age five in Wales showed 28% were overweight or obese (Welsh Government 2013).

Life expectancy across the nation is lower than in England and there are health inequalities between communities within Wales with people in the least deprived areas, in some cases having a life expectancy over seven years longer than those in the most deprived communities (Welsh Government 2013).

Wales also has an aging population. It has the highest percentage of pensionable people in the UK and the highest proportion of people over the age of 80. Accoring to the Older Peoples' Commissioner for Wales there are over 100,000 pensioners living in poverty in Wales, approximately 20% of all people of pensionable age. Large parts of Wales are considered deeply rural and this presents its own problems around isolation, accessing services and cost of fuel, all of which impact more acutely on older people.

Philanthropic investments play an important part in the funding mix to enable the voluntary sector to research and develop innovative solutions to these pressing needs.

To support diversity and sustainability in funding

For the 33,000 charity and community organisations which are the foundation of civil society in Wales, covering their core costs is a challenge at the best of times, not least when public resources are becoming scarcer and demand for services is rising. Without sustainable funding, charities struggle to embed local solutions to local needs for the long-term. Ensuring that there is a healthy diversity in funding streams helps avoid dependency and is vital to sustainability, and philanthropy plays an important role in the funding collage.

In recent years, as budgets overall from UK Government and Welsh Government have reduced, this has had an impact on the third sector. In 2008/09 support from Welsh and UK government amounted to 32% of all income to the sector (WCVA 2011). By 2012/13 this had reduced to 18% (WCVA 2014). Charities have had to adjust to a new funding landscape and become less dependent on public sector funding. A conclusion from one piece of research was that the Welsh voluntary sector had 'particularly grown to depend on large proportions of their income coming from statutory resources' (Mocroft, 2011). Long-term, then, the development of more diverse income streams has the potential to create a more healthy funding mix, and there is increasing evidence that the third sector is embracing this, particularly with regard to service level agreements and contracts. Charities are also having to become more creative about how they fund their activities and services. It is interesting to note, for example, that the proportion of income the third sector receives from trading and investments has increased by 50% on the 2008/09 figures and is now 30% of third sector income. Philanthropy – private giving by the general public, businesses and trusts – is also growing and now represents 33% of third sector income.

Philanthropy forms a vital part of the funding ecology for the charities and voluntary groups across Wales which are doing such excellent work at grass-roots level to address Wales' most pressing needs. Individual and philanthropic giving ensures that the charitable sector has diverse funding streams, including endowment funds, which embed this funding at the heart of communities for the long term.

Tom Morris
Finance, Research & Grants Manager
Community Foundation in Wales

4. THE PICTURE OF PHILANTHROPY IN WALES

When time, treasure and talent are taken into account philanthropy constitutes over 70% of the resources underpinning the work of the 33,000 charities and voluntary groups in Wales.

However, the data suggests that Wales faces particular challenges when it comes to giving. Household giving in Wales has seen a decline over the last three decades and Wales now has the lowest proportion of households which give to charity, of any region of the UK. A glimmer of hope is that data for individual giving is more positive, with more people likely to give in Wales than the rest of UK. This discrepancy suggests further avenues of research are needed to develop a clearer picture of giving in Wales.

When it comes to the amount given to charity, people in Wales tend to give lower value gifts than other regions of the UK. This can be partly explained by economic factors with Wales being one of the least wealthy parts of the UK, and also having a lower number of high net worth individuals. However, the relatively high proportion of people giving in Northern Ireland, which has broadly comparative levels of wealth, shows that an absence of wealth isn't an absolute barrier to giving.

Philanthropy and charitable giving provide the foundation upon which our civil society is built. But what of our philanthropic culture in Wales? How, for example, does it compare to other parts of the UK?

Wales certainly has a rich tradition of philanthropy. From the community spirit of the miners of the south Wales valleys who pooled their earnings to build monuments to learning and the arts, to the individual acts of philanthropy which have so enriched some of our great institutions; people like David Davies who, determined to bring an end to the ravages of war, endowed the world's first department of international politics at Aberystwyth University; or his sisters, Margaret and Gwendoline, who bequeathed one of the finest collections of 20th century art in the UK to the National Museum of Wales. Truly Wales' first family of philanthropy!

The following chapter brings together some of the existing data on charitable giving and philanthropy to paint a picture of the giving landscape in Wales as it exists today.

With more than 33,000 charities and community organisations supported by 931,000 volunteers, Wales is a nation with a strong civic culture and thriving community spirit. According to one estimate by Wales Council of Voluntary Action, the third sector in Wales is funded to the tune of £1.6billion per year, £528 million of which, or 33%, is generated from philanthropic sources (public giving 27%, trusts 3%, businesses 3%) (WCVA 2014). Volunteering is valued at another £2.2 billion per year which means philanthropy – the giving of time, treasure and talent – contributes over 70% of the total resources for charitable organisations in Wales.

The proportion of people giving in Wales

Charitable Giving by Households

The proportion of households giving to charity in Wales is the lowest of any region of the UK at 24.4% (McKenzie and Pharoah 2013) . But this wasn't always the case. In 1978, it was more likely for a household in Wales to give to charity than a household in England. Between 1978 and 2011, the proportion of Welsh households giving to charity fell an estimated 10 percentage points, a slightly smaller fall than was observed in the proportion of households giving in Scotland (11%) but more than England (4%) (McKenzie and Pharoah 2010).

In 1978, Wales had the second highest proportion of households which gave to charity (34.7%), second to Scotland (41.0%) and ahead of England (30.9%) and Great Britain as a whole (32.1%). Between 1978 and 2011, it would appear there have been three phases of household giving in Wales (Cowley et al. 2011; McKenzie and Pharoah 2013):

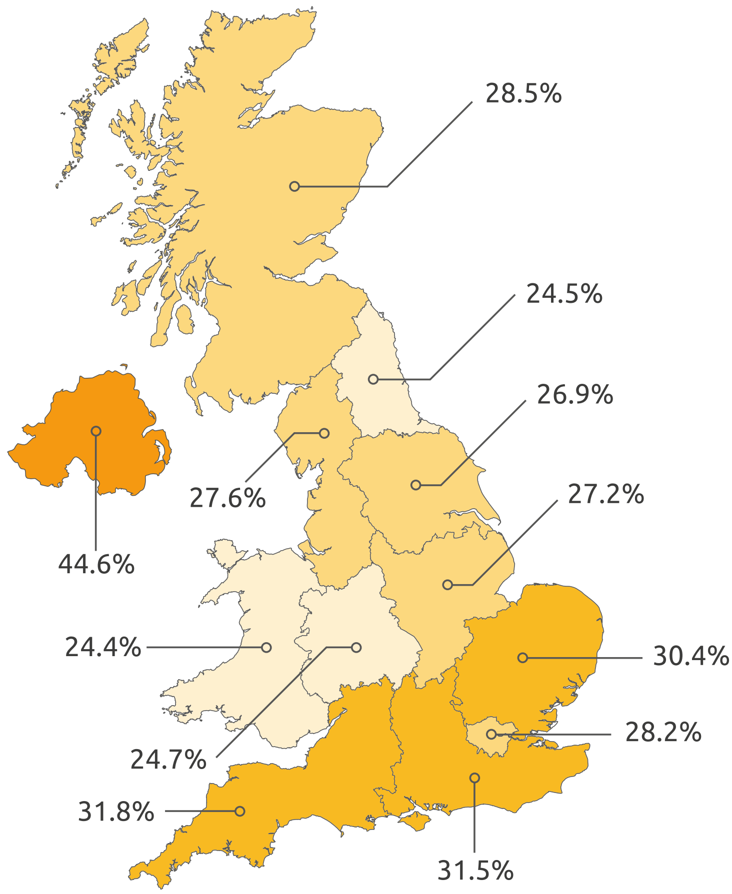
1978-1991:
A relatively high proportion of households giving to charity compared with England and Great Britain, but performing less well compared to Scotland.

1992-2002:
The proportion of households giving appears to converge with that for Great Britain and England and continues to lag behind Scotland.

2003-2011:
The proportion of households giving to charity in Wales falls behind Scotland, England and Great Britain.

Giving in Wales as a percentage of households is also lower than the other UK nations at almost every income decile, suggesting that the lower rate of household giving can be seen across the income scale (McKenzie and Pharoah 2013).

The data also suggests subtle regional differences in giving across the nation. Between 2002 and 2008, it has been estimated that the proportion of households participating in giving was slightly greater in South East Wales (26.36% of households participating)) compared with West and Rural Wales (24.17% of households) (Backus and McKenzie 2011).



Source: Derived rom McKenzie and Pharoah (2010, page 2), using pooled data from the Living Costs and Food Survey 2001-2011

Charitable Giving by Individuals

Wales Council for Voluntary Action (WCVA) has produced two analyses of the UK Charities Aid Foundation/National Council for Voluntary Organisations Giving Surveys of 2008-09 and 2010-2011 responses for Wales (WCVA 2012, WCVA 2012a). Between the two time periods, the following has been found:

- More people in Wales gave to charity and voluntary organisations in 2010-2011 than in 2008-09 with almost six in ten adults (59%) having made a donation in the 4 weeks prior to taking part in the survey
- The proportion of adults in Wales giving to charity and voluntary organisations overtook the UK rate in 2010-2011
- More people in Wales gave to charity and voluntary organisations in 2010-2011 than was the case for the UK population as a whole.

The most recent CAF giving survey 2012/13 has backed up these findings. Using a historic analysis of the data collected going back to 2005, interviewing 25,000 people across the UK, it concluded that between 2005 and 2012 60% of people in Wales gave to charity, more than any other region of the UK.

> *Giving in Wales, when measured at an individual level paints a more positive picture than when analysed by household.*

The two surveys use different methodologies, with individual giving data having a smaller sample size and a shorter historic time span. It could be argued that the household level analysis offers a more reliable picture of the giving landscape over the long-term and its findings are also consistent with other research which shows strong links between wealth and a propensity to give. The differences in the data collected at household and individual level does, though, suggests avenues for further research.

How much do people in Wales give to charity?

The average amount donated weekly by households in Wales in 2011 was £9.40, which was lower than in England (£9.81) and Scotland (£10.04). As with the proportion of households giving, Northern Ireland leads the way on average donation size at £15.39 per household (McKenzie and Pharoah 2013). The statistics show that between 2010 and 2011 there was a relatively sharp increase in Wales in the value of donation of approximately £2 per household, whereas the data for England show a more gradual and consistent rise over time.

Across the UK most households and individuals give very small amounts to charity (CAF/NCVO 2011). Only 7% of UK individuals who donated to charity gave more than £100 per month in 2010/11, which accounted for 45% of total donations made. Analysis carried out by Wales Council for Voluntary Action indicates that in Wales a smaller proportion of adults give £100 or more to charity a month than for the UK (WCVA 2012a).

The average gift size of people who donated in Wales in 2010/11 was £23.50 compared to a UK average of £34.42 (WCVA 2012a). Research carried out by CAF looking back at eight years of data collected on individual giving shows that despite high participation rates, gifts in Wales tend to be at the lower end of the value scale (CAF 2012).

There is also evidence of regional differences within Wales with the average amount given per household higher in the more densely populated south of the country (£2.31 per week) compared with the more rural North, Mid and West of Wales (£1.72) (Backus and McKenzie 2011). This goes against the UK pattern of people in rural areas donating more than those in urban areas (CAF/NCVO 2011).

Figure 1: Change in proportion of households everyday giving to charity, GB countries, 1978-1992, 1993-2008 and 1978-2008

	1978-1992	1993-2008	1978-2008
Wales	-7.5%	-4.4%	-9.7%
England	-2.7%	-2.0%	-4.1%
Scotland	-5.1%	-2%	-10.8%
Great Britain	-3.3%	-2.2%	-5.1%

Source: Derived from Cowley et al (2011, Table A1, page 50), using Living Costs and Food Survey

Who gives to charitable causes?

Giving by the general public in Wales is estimated to make up £432 million of the income received by Welsh charities and communities groups. The amount that people give varies quite considerably due to a range of socio-economic factors. Between 2003 and 2008, the top 10% of donors in terms of donation size (by household) contributed around 60% of all donations for the UK as a whole (Cowley et al 2011). Better off households are more likely to give (almost one in two in 2008) than those that are less well off (one in ten in 2008). Proportionally, older rather than younger people are likely to be donors and are more generous than young people in terms of amounts given.

Within Wales, according to analysis by WCVA, women are more likely to give than men and men also give considerably less than their counterparts in England – £7.96 median donation compared to £10 in England (WCVA 2012a).

Drilling down further, women in the age group 45-64 are the group most likely to give and are the group likely to give the largest average amount.

When analysed by socio-economic class, people in managerial and professional occupations are the most likely to give to charity, and also to give larger amounts, compared with people in manual occupations who give less (CAF/NCVO 2011). As Wales has one of the lower proportions of people in managerial and senior positions in the UK (ONS 2012), this may represent a barrier to raising giving levels in Wales. Research also indicates that people who consider themselves religious are also more likely to give to charity than those that do not (McKenzie and Pharoah 2010).

A recent analysis of 100 wealthy individuals in the UK, drawn from a wider database who had made philanthropic gifts during the period 2007-2010 of at least one million pounds, found that donors were predominantly older men and had made rather than inherited significant wealth (Shaw et al 2011). This confirms other research findings with wealthy individuals which found that the majority of higher net worth individuals are men (Lloyd 2004).

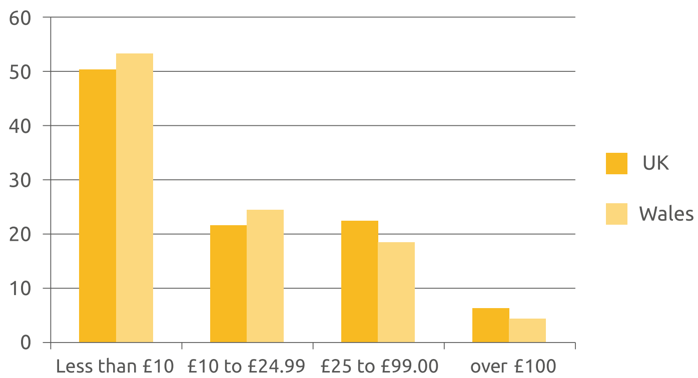
How people give to charity in Wales

The most popular method for giving to charity in Wales is cash, with direct debits and standing orders the second most popular. Together these two forms of giving contribute £242 million. Gifts by cheque, once popular, are declining in use. In 2010, £34 million was donated by cheque, a reduction of £102 million on the prior year (WCVA 2012a).

In terms of bequests on death, individuals in Wales along with those from Scotland have been found to be less likely to make a will than people from England and from those that do, are less likely to make a charitable bequest (Atkinson et al, 2009).

Wales has a lower rate of Gift Aid usage than the UK average. The CAF Giving Survey 2010/11 showed only 34% of people in Wales Gift Aided their donations compared to 42% across the UK as a whole (WCVA 2012a).

Figure 4: Variation in the amount given in last 4 weeks by individuals in Wales and the UK, 2010-2011 (WCVA 2012a)



Amount given in last 4 weeks

Based on 241 (Wales) and 4,364 (UK) respondents

Volunteering

Volunteering is a valuable demonstration of people's philanthropy. According to the National Survey for Wales pilot results 24% of adults stated that they had volunteered in the last 12 months for an organisation or a group (Welsh Assembly Government 2011). The most popular organisations were education/schools, youth and children's activities followed by hobbies and then recreational/social interests. With regard to the profile of people who volunteer, owner occupiers (27%) were more likely to volunteer than those living in social housing (14%). People living in rural areas were also more likely to volunteer than those living in urban areas.

Wales Council for Voluntary Action, in its analysis of the third sector in 2014, estimated that there were 931,000 people who volunteered or 'helped out' in third sector organisations over the previous year. This amounts to 211 million hours of voluntary time and has been attributed a monetary value of £2.2 billion or 4.6% of Wales' GDP (WVCA 2014).

The causes people give to

There is an absence of data on the main beneficiaries of major gift philanthropy, however research carried out by Coutts across the UK shows that in 2008-09, higher education was the sector in receipt of most million pound donations (37% of all million pound donations in terms of total amount donated and 33% of million pound donations in terms of number of donations) followed by arts and culture (12% of all million pound donations in terms of numbers and 8% of million pound donations as a proportion of the total value of donations) (Coutts 2010). This high rate of capture of million pound donations by the higher education sector in 2010 is attributed to the presence of matched funding schemes operated by the higher education funding agencies (HEFCE and HEFCW) which may have encouraged major giving. In 2011, million pound donations were most likely to be made to foundations for distribution at a later date, followed by gifts to higher education (23% of all million pound donations in terms of total amount donated) and arts and culture (4% of all million pound donations in terms of total amount donated) (Coutts 2010).

An analysis of 100 wealthy individuals in the UK, drawn from a wider database who had made philanthropic gifts during the period 2007-2010 of at least one million pounds, found that more than half (59%) of the sample had established a charitable foundation as a vehicle for managing their giving. Education was the most popular sector for donations with fifty-one of the one hundred individuals having given, followed by young people (37 of 100), science, health and medicine (21 of 100) and social welfare (19 of 100). Three quarters of the 100 individuals had a first or higher degree, many being from either Russell Group (UK) or Ivy League (US) institutions (Shaw et al. 2011).

The most popular causes supported in Wales were medical research, which received £90m or 20% of all giving in Wales, followed by children and hospitals. Religion also features strongly as a recipient of charitable giving, as does animal welfare and oversees charities. This is broadly similar to the pattern at UK level.

Wealth and Philanthropy in Wales

Research by Backus and Mckenzie into trends in charitable giving identifies clear evidence of a link between regional wealth and propensity to give:

> *'…more households donate and donor households tend to give higher amounts to charity in wealthier regions.' (Backus and McKenzie 2011)*

There are of course exceptions. The high rate of household giving in Northern Ireland (the highest in the UK) suggest other factors can be influential such as the strong role of religion in creating and sustaining a culture around charitable giving (McKenzie and Pharoah 2010).

However, Northern Ireland is an anomaly, and **the evidence across the rest of the UK suggests wealth, or lack of, is a key factor when it comes to propensity to give.** So, if we are to accept that wealth can be used as an indicator of the potential for charitable giving, then what does this mean for Wales?

Wealth in Wales

According to the Office for National Statisics Wealth in Great Britain Survey, average (median) net property wealth in Wales at household level between 2008-2010 was reported to be lower (£123,000) than for England (£150,000) and for Great Britain as a whole (£148,000). Compared to the British average, Wales also had a greater proportion of households reporting a net property wealth less than £125,000 and also a net property wealth in excess of half a million pounds.

When asked to report the estimated value of the contents of their main and other residences, collectables, vehicles and personal number plates, households in Wales reported an average (mean) value of £39,300 which was lower than for households in England (mean value of £41,300) and Great Britain as a whole (£40,900) (ONS, 2011). Estimated gross physical wealth amongst Welsh households was amongst the lower regional estimates alongside London (£35,900) and the north west of England (£36,400).

If we look at the number of higher rate taxpayers, figures provided by HMRC for 2011-12 show that Wales has the lowest proportion of higher and additional rate taxpayers of any UK region, just 7.7% or 108,000 people. The UK average is 12.4% (HM Revenue & Customs 2014) .

Economic context

The decline of mining and heavy industry in the mid to latter part of the 20th Century hit Wales particularly hard. The economy is still struggling to adjust to a post industrial landscape. Many ex-mining communities are blighted by several generations of unemployment and low incomes. Wales' Gross Value Added (GVA), a measure of a region's contribution to the productivity of the UK, is just 72.3% of the UK average (BBC Wales 2013c) . Wales has been called a branch factory economy, with the low skilled jobs being located in Wales, where there are cheaper labour costs, and the head quarters (the higher paid jobs) being located in England.

Whilst acknowledging the many businesses of all sizes and sectors making a positive contribution to Wales' social economic and environmental challenges, Rosie Sweetman, Director of Business in the Community Wales, recognises the specific challenges:

> *'The difference in Wales is our marketplace. We have one Welsh headquartered FTSE100 company and 98% of our businesses have under 50 employees.'*

High net worth individuals in Wales

Research by Barclays Wealth highlighted that Wales has a lower proportion of millionaires than any other region of the UK. Its 2011 Wealth Map identified 22,000 millionaires (Barclays Wealth 2011) based in Wales which is 0.33 millionaires per thousand residents (Wales Online 2011). The report estimates that Wales will also have the lowest growth in millionaires by 2020, with an expected rise to 28,000.

And this lack of millionaires isn't simply a modern phenomenon. Whilst Wales once generated great wealth, fuelling the industrial revolution, the spoils were not necessarily kept within the nation.

> *'Look back to the development of Wales' industries, be they iron, coal or slate quarrying, and the entrepreneurs were almost exclusively from outside Wales. And fast as they could develop their new wealth, they took it outside Wales. As a result, unlike the north-east of England or Scotland for example, little if any wealth remains to develop art galleries, museums or charitable foundations' (Bevan Foundation 2013).*

And yet Wales isn't without its own class of super rich. The Sunday Times Rich List identifies 26 wealthy individuals with strong links to Wales whose combined wealth is £9.4 billion (The Sunday Times 2014) . Five of these individuals feature in the UK Giving List, which identifies the UK's 196 leading philanthropists, including two who feature in the top 20 (The Sunday Times 2014) .

Major Gifts Philanthropy

The Sunday Times Giving List 2014 features five Welsh-based philanthropists. Two of these are ranked in the top 20 and between them gave £48.2 million in the last year, mainly through their charitable trusts. However an annual survey by Coutts, the Million Pound Donors Report, had yet to feature one major gift over £1 million emanating from Wales, the only region of the UK to consistently fail to feature in the report year on year. Having said that, this year's report will record its first Welsh recipient of a million pound donation.

A conference convened by the Waterloo Foundation, entitled 'It's time to think about Wales', concluded:

> *'Only a handful of the UK's wealthiest individuals come from or live in Wales, in contrast to Scotland which has a far greater per capita number of such potential donors. Very few of those that are linked to Wales have philanthropic interests and seem not to have engaged with the notion of 'giving back."*

The last few years, though, have seen some encouraging developments when it comes to major philanthropy in Wales. Two substantial family foundations have been established which has thrust their benefactors into the upper reaches of the Sunday Times annual UK Giving Survey. The Moondance Foundation, endowed with over £70m, distributed in excess of £5m to Welsh charities in 2013, including one grant of £1.6 million and three gifts of over £500,000. The Waterloo Foundation, set-up in 2007, has over £100m endowed and has given over £2.1 million to Welsh causes over the last two years.

The Fund for Wales, the world's first national endowment fund for communities, has espoused the message that everyone can be a philanthropist, and provided a strategic vehicle for everyone who loves Wales to be involved in philanthropy. This Fund recently received its first gift of £1 million from a retired doctor who recognised the importance of giving something back to the communities in West Wales where he grew up.

Philanthropy and Welsh charities

An analysis of 20 of Wales' largest charities identified a total of 189 donations worth £1,000 or more in 2010-2011, with a combined value of £6.4 million. As some donors made multiple donations known to be or estimated to be £1,000 plus in 2010-2011, a total of 160 different donors were identified, consisting of 100 trusts, foundations and societies, 8 businesses and 52 individuals.

Two thirds (127, 67%) of major gifts originated from trusts, foundations and societies, representing 87% of the total identifiable major gift income received by the 20 charities in Wales in 2010-2011. 65 of the 189 gifts could be identified as "Welsh" i.e. coming from a trust or organisation located or operating principally in Wales, having a clear priority for funding activities in Wales, or from individuals who appeared to live in Wales or had a strong link to the country.

5. THE PORTRAIT OF PHILANTHROPY IN WALES

Recent years have seen a burgeoning literature on donor behaviour, exploring what motivates their giving and what influences their choices of who they give to. This Portrait of Philanthropy in Wales builds upon works such as Theresa Lloyd's 'Why Rich People Give' (Lloyd 2004), and Beth Breeze's study 'How donors choose charities' (Breeze, 2014). It brings a uniquely Welsh dimension, focusing on philanthropists who live, work, and give in Wales.

The philanthropy stories and reflections featured in this report go beyond definitions and experiences, and explore how and why real, everyday philanthropists – those currently giving to Welsh communities and charities – give.

Methodology

Our findings were underpinned by the experiential learning shared by professional advisors, fundraisers, donors, charity directors and trustees. These were complemented by 20 philanthropists sharing their insights and reflections with the Foundation's team over the research period. Furthermore, over the last three years, the team at the Community Foundation in Wales conducted 15 face to face interviews with philanthropists who are clients, Fund holders, donors, supporters or simply interested in the work of the Community Foundation in Wales. These structured yet informal interviews lasted between 30 minutes and four hours. The questions were based on the research objectives, and also on those recommended for use by senior staff of community foundations when they are discussing giving with their Fund holders and potential donors as well as by the Institute of Philanthropy. They also were informed by those Beth Breeze asked in her research paper on how donors choose charities.

Their philanthropy tales, case studies and comments are featured in the following pages.

PORTRAIT – A WELSH PHILANTHROPIST WHOSE GIVING MAKES A DIFFERENCE THROUGH THE ARTS

'I was born and brought up in Cardiff, and Ely – for those who don't know – is a very large post war Council estate on the West End of the city. Our family were the first to live in the Council house, that was a new build council house, in 1952. My earliest memory was the coronation of 1953 and I was certainly there as I came third in the fancy dress parade! I had quite a happy childhood there. Not a particularly happy adolescence later, but a very happy childhood. Both my parents became teachers in a school called Hywel Dda which is in Ely, and I went to cubs, to Sunday School, and to church there. Looking back on it, there were a lot of people in that community really doing their best for others in that community, and I owe them a debt of gratitude.

The Pennsylvania Dutch have got a lovely expression which is 'Too soon old, too late wise' and I think that's quite a good expression in terms of charitable giving. I wish I could have said thank you to those people in Ely, but they've all gone now, so there are different ways of doing it.

I had reached 60 and I had a lump sum pension kicked in. We were fairly comfortably off – not high net worth but very comfortably off. My wife was involved in a lot of charitable activity in Norfolk where we now live, when we sat down and talked about it I said I'd like to fund something back in Wales if she was going to do this work in Norfolk. It was pleasure to find that you could have a Named Fund – the Sloman Family Fund, and secondly that it could concentrate on Ely. Both of those made quite a difference to me in terms of giving– a Named Fund for a small area.

One project which I took great pleasure in supporting is the funding of the orchestra at the Church of the Resurrection – Making Music Changing Lives. That was terrific. I didn't realise the impact that it was going to have until I heard it, and indeed saw about it on Songs of Praise. £500 from the Sloman Family Fund was used for the original purchase of instruments. I used to attend the Sunday School at the Church of the Resurrection, and I couldn't play a triangle, frankly, or a cymbal. But, what a lovely thing to do. It's been a huge success in an area that needs it. It gives people self confidence, it gives people self belief, it gives people a sense of community. It involves the whole family.

My wife has got a good eye for art, and some long time ago she was wandering through an antiques market in London, Camden Passage, she came across four painted panels which a dealer was about to sell to someone who would take the pictures out and use the frames for mirrors. And she said this is wrong (very idealistically!). She bought them for £50. They were in our house in North London for a very, very long time.

When our children had left home, we downsized our property and my wife had always said she would will them to Dutch museum – she'd found out that they were by somebody called Matthijs Maris. She got in touch with the Rijksmuseum in Holland, who said to send us a picture, because everybody thinks they've got a Rembrandt in their attic! She sent the picture, and the curator of decorative arts of the Rijksmuseum was in London on the following plane, wandering around the house, and said, 'I do not believe this'!

To cut a long story short, six months later there was a party at the Rijksmuseum to commemorate the gift and return of the missing Maris panels, which are widely regarded as the best example of decorative arts of the Hague School had gone missing in 1913 and had somehow or other ended up in a London antique market.

Where to complete? That party at the Rijksmuseum was marvellous. And when people say, why did you do this? The only answer is what Duke Ellington said about jazz: 'If you have to ask the question, you won't understand the answer..'

REFLECTIONS FROM PHILANTHROPISTS

Philanthropy and the landscape of giving in Wales

We were keen to explore how philanthropists view the concept of philanthropy, how they self-identify; whether they are comfortable with the term 'philanthropist' and what they think it means to be philanthropic. We were also interested to learn how much our interviewees know about the current landscape of giving in Wales.

What does philanthropy mean, and how would you describe a philanthropist?

The concept of philanthropy being a combination of time, treasure and talent was one that was broadly shared by the philanthropists we have worked with.

'It's an investment, either a financial or a time investment or a skills investment. Not necessarily just money, putting time, effort and expertise into something which might have legs.'

'My definition of philanthropy has changed in the last five years. It means a lot to me that the Community Foundation in Wales recognises that giving in return for business benefit can also be philanthropic.'

'It's someone who recognises his commitment to, and obligations to, society.'

Though a more traditional notion of philanthropy as being primarily about sharing wealth was held by others:

'A philanthropist, I guess is someone who uses their wealth to benefit society more generally.'

'someone who gives away a good percentage of their wealth to causes that appeal. A financial relationship, not time or talent.'

How do you feel about being called a philanthropist?

The interviewees were split on the question of whether they considered themselves to be philanthropists. Several were very comfortable with the term but there was reticence from others. One interviewee thought that the word implies status and is exclusive, not inclusive. Other comments included:

'I don't think I'd describe myself as a philanthropist… I'm not what is described as a high net worth individual, but I'm fairly comfortably off and I'm quite happy to be a 'giver', which I think is a slightly different thing.'

'I don't see myself as a philanthropist – I don't like the term. Other people use it, I'd rather not be classified like this.'

'Do I regard myself as a philanthropist? In the sense that I give away a considerable percentage of my current income, I guess I am. But I'd never thought of it quite in that way. There's an old story around this… that if you seek credit for doing that which you should do, you undermine the purpose of doing it and the purpose in the first place. And I think those of us who are in the fortunate position to give money away, we do it because we should do it.'

'Not particularly but the word philanthropy is hard to define. If it includes giving time then yes.'

'I don't want to be seen as something different or special. If I'm a philanthropist then you are too. Philanthropists are people who share, and we all have that ability in us. You can see it in a young child in the playground who willingly shares their sandwiches with their classmates.'

Interestingly most of the people who were wary of being labelled philanthropists, recognised that what they were doing was philanthropic.

What is the picture of philanthropy in Wales?

We were interested in people's perceptions of high level giving in Wales. Many of those we interviewed felt they didn't know enough to comment, and the lack of information on this was one of the key drivers behind this report. The following reflections were shared though:

'Philanthropy is much more private in Wales.'

'My understanding is that the numbers, or the percentage of people who give, is higher than in many other parts of the country. The average contribution is lower, which reflects lower income levels. I think the stats also tell us, perhaps unfortunately, that the nature of giving is focused mainly on national charities and not local charities. And that, in a way, is disappointing, because there is sufficient need as you know, at home, and perhaps people like me should reflect more on that and make sure in future that more of that which we give is directed to Wales rather that to what are often national charities.'

MOTIVATIONS FOR PHILANTHROPIC GIVING

We wanted to explore what it was that inspired our philanthropists to start giving; what influences or formative experiences they consider significant, and to what extent they think giving something back to Wales is important.

As expected, the reflections were quite broad when it came to what it was that inspired their philanthropic journey.

Several of the people we interviewed were driven by an awareness of need.

'Where we have seen the stats, in the Merthyr Valley, it's consistently cited as one of the areas in the UK with the highest unemployment, and the highest youth unemployment. Clearly there is a problem. That's the sort of problem that we probably can, in a small way, change things, try and get some regeneration in the area.'

'I realised I had an opportunity to make a difference after completing a dissertation for my second degree, which focussed on eating disorders. My research indicated a stark lack of provision across Wales in this field. I had also witnessed the needs first-hand through my voluntary work for a Cardiff charity which counsels and supports 14-25 year-olds who have experienced self-harm.'

A societal obligation for wealthy people to give generously was a key factor for another of our philanthropists. Becoming wealthy after selling his delivery business, one North Wales-based philanthropist thought philanthropy was something he 'should' do.

A passion for a particular geographical area, or cause, motivates many philanthropists.

'I like doing it! One does get a lot of reward, I particularly enjoy funding the arts because of the enjoyment the arts give me.'

Faith was an important factor for others:

'If you were brought up like I was, a non-conformist, you find it hard to spend money. I don't spend money on myself. I don't buy expensive things.

Personal and family background was an important driver for others.

One philanthropist, was a teacher prior to setting up a successful North Wales business with her husband, and developed a specific interest in the fortunes of young people. When approached by an innovative arts project which wanted to develop a theatre workshop warning of the risks of crime for young people it seemed a natural step to provide a substantial initial donation to launch the initiative.

'Being born into a philanthropic environment and growing up in a philanthropic environment: my parents were both philanthropists and had a great influence. My father always aimed to die without any money at all and I aim to do the same.'

One North Wales-based philanthropist recounted how his father had influenced him when he was just six years old, informing him that one day his inheritance would make him instantly wealthy. His advice was that there is no joy in life from spending money on more possessions, but the joy is in giving back and supporting those who have less. He has followed this approach all his life.

PORTRAIT OF A VENTURE PHILANTHROPIST, INVESTING IN MICRO LOANS AND ENDOWMENT

"I was born in 1956. My father was a machinist in an engineering factory and my mother charred every morning. We were not poor but money was always tight. Like Jeremy Paxman, I too had an ancestor who died in the workhouse, in my case my great grandfather. My parents wanted me to go as far as possible with my education and were delighted when I went to grammar school and then to university, the first member of my family to do so. I qualified as a solicitor, worked in high street firms and ran my own firm, with a partner, for 17 years. My wife, who has a background very similar to mine (our ancestors lived on adjoining streets in London in the 1870s) also qualified as a solicitor. We do not have children, and possibly as a result(!) we're able to retire when I was 53. A couple of years later we were the beneficiaries of an unexpectedly large inheritance

Having made provision for our small families, close friends and ourselves we wanted to make charitable donations. I had been working with a food bank, not out of religious convictions (we are both atheists) but because I feel that in a rich 1st world country it is a disgrace that people, even those in work, sometimes do not have enough money after paying housing and utility costs to feed their families. We were able to pay 5 years rent on a warehouse for the food bank to enable them to expand their operation.

We were also glad to have the opportunity to provide start up funding for Purple Shoots. We had read something of the Grameen Bank and thought this was a very positive way of trying to lift people out of poverty. When Karen mentioned that she wanted to establish a similar scheme in South Wales we were delighted to be able to assist. We have known Karen and her family as friends for many years and we had no doubt that she had the qualities needed for Purple Shoots to succeed. It is not just the funding but the many years of experience as a business adviser that she has that enables her to mentor the loanees. I know how hard self-employment can be but also how rewarding and we are hopeful that Purple Shoots will enable at least some people to have the dignity of labour that will enable them to provide for themselves and their families and also perhaps for at least some of those businesses to expand and employ others.

We also established another charitable trust of which we and a close friend are the trustees and operate on a voluntary basis so that expenses are kept to the minimum. We are hopeful that this fund will generate sufficient income to permit grants of about £200,000 pa to be made indefinitely. The charity has a wide discretion as to its donees but we anticipate it will concentrate on alleviation of poverty in the UK and abroad".

Several of the people we spoke to were driven by an awareness that there are limits to the satisfaction that personal wealth can bring.

Dame Stephanie Shirley, former UK Ambassador for Philanthropy, emphasised this when speaking at the Community Foundation in Wales' annual philanthropy reception:

'I put as much effort into learning to give money away wisely – and take just as much satisfaction – as I got from earning it in the first place. My wealth has transmuted from figures on a sheet of paper to something meaningful. Once classed as the seventh wealthiest woman in Britain (the arithmetic was doubtless wrong),

I'm proud to have given away enough to take me out of the rich list... giving has made my wealth significant.'

This sentiment was echoed by a businessman and philanthropist from North West Wales:

'My own needs were catered for, there is an excess which one could invest in funds to grow even more wealth but you think, well what's the point of that, wealth is only good if it's used for something, it's nice, it's pleasurable, it's humbling, I'm in a privileged position, making a big difference to somebody's life and that's a great thing.'

Business making a positive contribution to their community.

We interviewed several corporate philanthropists who place a real emphasis on their business making a positive contribution to their community. Their views were particularly interesting in that they were not necessarily driven primarily by marketing considerations but rather a sense that a local business should give something back. Our interviewee commented:

'Because I could see the difference it could make, supporting activities in the community, people are amazingly grateful for this. It's about giving back, the business was always a community business, needed them and they needed us. Because we're rural we can easily see it making a difference.'

Another stated:

'We give in part for the feel good factor. It is difficult for us to measure the return on investment very easily, for example, if we gave Hope House several thousands of pounds within a year did our sales go up directly because of this donation? The impact it can have on your staff in a small team is important. When they recognise what you are doing locally as a SME in a small rural location the effect is very motivating. Everyone is connected in the area and our philanthropy is an incredibly powerful motivator for our staff; in some ways it is more direct and easier to provide motivation through our philanthropy than implementing a staff training programme.'

Personal tragedy was the spur for others.

Ill health and loss can be a powerful motivator and is one of the key reasons why medical research receives the highest proportion of private giving in the UK. One of the people we spoke to began her philanthropic journey as a result of having a son who was autistic. She recognised that funding better care and research for her son would also benefit thousands of others in similar positions.

Another interviewee has this particularly moving reason for his philanthropy:

'We've made a significant donation over time to endow a fellowship in Cambridge University, in the department of neuroscience. We picked that department because it is the frontier of what's happening in medicine at the moment.

And the reason we gave it, is a personal reason. We've had five children but we lost our daughter. And we always said we should do for Angharad that which we've done for our other children. And so we decided that we would, through establishing a fellowship, do for Angharad, that which we've done for our boys. Because when you think of it, our boys hopefully will make a contribution to the world through that which they do, and Angharad sadly can't do that. So this is our way of allowing Angharad to make her contribution to this world, even though she's not with us.'

The importance of giving back to Wales

Several of our interviewees confirmed that giving to Wales was important for them. The idea of hiraeth, that wonderful Welsh term which expresses a longing or yearning for home, was particularly strong amongst the Welsh diaspora that we spoke to.

'As a Welshman living in London, there is a wish, a need, to be reminded of where we came from, and the word hiraeth comes to mind… How would I define hiraeth? It's very simple, longing.'

'Well you seek an attachment, don't they say that "all men seek the place they are from". I probably spend as much time worrying about, thinking, considering, the plight of the residents in my home town in the valley compared to people suffering oversees, whereas the plight there is significantly greater, but we feel by focusing on that, we can perhaps make a difference. We identify as a family as being Welsh, our roots. We go over the Severn bridge and we're home.'

'I have always regretted that so many Welsh people do well and become rich, but retire to the south of England instead of coming back to Wales and helping the local economy.'

Another 'adopted' Welsh philanthropist has grown to recognise the value of keeping his philanthropy within Wales:

'I'm from Cheshire, born there. Went to university in Cardiff. I've grown to love Wales. My wife is Welsh. My sons are all very proud to be Welsh. And I support Wales, naturalised Welshman. I have two geographic areas of focus. One to the locality and the other is Wales... I wouldn't go further and say UK. If my trust got bigger it would stay in Wales.'

For others the idea of Wales was not that strong a pull, including one interviewee who said it's 'not a factor' and another pragmatically stated that it was only because he lived here, and if he lived elsewhere that would be the focus.

A priority for local community over 'nation' was voiced by several of the people we spoke to:

'(Wales) not important per se – we were philanthropists in Reading before moving to Wales, but find it easier here, more of a close community of projects and funders and peer networks.'

'I don't think Wales should be treated as a special case… but I think those of us who have been brought up in certain areas must inevitably feel an affection for that area, and also a certain amount of gratitude to people in that area, which is what has motivated me to give to the Community Foundation in Wales.'

Two philanthropists we spoke to had emigrated to Wales from the middle east as refugees. Their sense of gratitude at the warm reception they got from the Welsh communities they moved into, was a great motivator for them wanting to 'give back.'

PORTRAIT OF A BUSINESSWOMAN GIVING TIME, TREASURE AND TALENT

Lulu was born in Devon, moving to Wales over 20 years ago. Lulu and her husband settled in Cardiff, where they had five children, and both created successful Cardiff-based businesses. Fuelled by their charitable giving and attendance at a Coutts Philanthropy Forum, the couple felt a responsibility to make more of a difference. So the couple approached the Community Foundation in Wales for philanthropy advice.

Lulu realised she had an opportunity to make a difference after completing a dissertation for her second degree, which focussed on eating disorders. Her research indicated a stark lack of provision across Wales in this field. She had also witnessed the needs first-hand through her voluntary work for a Cardiff charity which counsels and supports 14-25 year-olds who have experienced self-harm.

After several meetings exploring motivations, interests and investment considerations, the couple established a Fund at the Foundation.

The Foundation undertook research into needs, current Welsh Assembly Government strategy, and service provision. This included interviews with politicians, providers and health professionals. Building on her own knowledge and the research, Lulu established the Fund's theme: building self-esteem in children and young people, and supporting a strategic framework for increasing the provision of advice to those with eating disorders. She felt that the geographical focus (Cardiff & South Wales), coupled with the scale of her giving, would enable her to achieve a bigger impact in local organisations. The local focus also came from her desire to support communities where she and her family live, and where their businesses have thrived.

The Foundation commissioned a range of applications, and Lulu made

four grants from her fledgling Fund to discreet projects which met her criteria: three to small, local charities, and one to a pan-Wales organisation running a local project. Lulu was keen to be actively engaged in her philanthropy. In partnership with the Foundation she advised a further charity on premises; watched a school anti-bullying project which she had funded; and visited two flagship projects which support children in developing confidence, physical and mental health, and expanding horizons.

Lulu was particularly moved by the breadth of needs, and the sense of passion and compassion in the charities which she visited. Whilst heartened by the impact her philanthropy was having, her philanthropy strategy broadened. For example, she engaged her own children in setting up a family philanthropy programme, with each child deciding for themselves which charities they wanted to support. At this stage, she is considering how she can create greater leverage and impact, both in her chosen field of interest as well on a much larger scale, by focussing more upstream in encouraging others to give and investing in philanthropy education. Lulu's philanthropy extends beyond giving: she actively fundraises for several charitable initiatives, including Atlantic College; and she is a trustee of the Community Foundation in Wales and on the advisory board for Live Music Now! Wales.

'Philanthropy is the place where donors and do-ers meet in their desire to make a difference. The Community Foundation in Wales is uniquely positioned to facilitate these meetings and to lead on education, encouraging and managing community philanthropy in our nation.'

APPROACH TO PHILANTHROPY

This section explores the nature of philanthropy, what it looks like in practice, the causes the philanthropists we spoke to choose to support, and the reasons behind this. We also look at the strategies they adopt for their giving and the advice they take. Questions were structured to gain insights into how the philanthropists approached the issue of risk, their thoughts on recent innovations in philanthropy and their level of involvement or how 'hands-on' they like to be.

Reasons for supporting chosen causes

The philanthropists we interviewed addressed a broad range of issues through their giving and each had their own varying reasons which underpinned their decisions. Personal experience was a key reason for one philanthropist who undertook a life-changing Outward Bound course when he was young. The memories stayed with him for life and after selling his business he was able to channel his philanthropy to the charity Outward Bound as he wanted other children to have the opportunity to benefit in a similar way.

Another philanthropist, who migrated to the UK and, starting from nothing, built up a hugely successful telecoms company, recognises the power of enterprise to transform lives and has decided to focus his support on enterprise clubs to nurture and support budding entrepreneurs.

For others it was a personal interest or passion:

'I particularly enjoy funding the arts because of the enjoyment the arts give me.'

A sense of community was a very powerful driver for one couple who grew up in the South Wales valleys:

'When we were children I felt it was a very proud community, whereas now it's harder to be proud of those communities. People were hard working, respectable, honest, and proud. There would be an ambition for people to go to college, get an education. Whereas I feel as if a lot of this has been lost, that there isn't the pride that people can have in themselves.'

A desire to support small 'under the radar' community organisations which have particularly acute needs around funding was a particular priority for another of our interviewees:

'The Charity Commissioners report that 1.2% of charities account for just under 70% of giving. Now they are very, very worthwhile charities, so what there is a need for a lot of infilling the things that fall between the cracks of otherwise what wouldn't happen. I don't think Wales is a special case but any developed country will have a need for localised, leveraged and well managed giving… and that's what I think you're doing through your local initiatives…I don't think Wales is different, but that sort of thing matters a lot.'

Philanthropy strategies and advice

Charitable giving is often referred to as a transactional gift, less a strategic act and more a response to an immediate need or emergency. Philanthropy tends to be more planned, and many people take advice on their giving, developing a strategy to maximise their impact. In practice the lines between philanthropy and charitable giving are blurred and we were interested to talk to our interviewees about how they go about their giving.

'That's the key, regeneration, not just investing in something which has a finite lifecycle, but investing in something which can grow, is scalable, can develop into something which can involve more people.'

An increasingly common way for people to give is through bespoke charity bank accounts:

'We have a Charities Aid Foundation account so it means we can write a cheque for anyone who is doing any local work, any sponsored work for charities etc. Then I will also give to anything that is pretty big in terms of international disasters. So Syria, the typhoon that hit the Philippines for example. What I think is good about that is the DEC initiative, the Disasters Emergency Committee, so it means that if there is anything that really affects you, you can give that way. Now the Tsunami, we had actually been on holiday in Sri Lanka a month before the Tsunami, so we were obviously very concerned indeed about the people at the hotel we were at. Similarly, Christchurch Canterbury, I had actually taught at that University just six months before the earthquake there. So, I give through those ways [via Disasters Emergency Initiative], through Charities Aid [Foundation], and I've established the Sloman Fund at the Community Foundation in Wales.'

Another interviewee has developed his own strategy to manage his family's giving:

'I've always said, and my wife would say as well, you have three pockets of giving. The one pocket is for big projects, where you've set out as a family an objective or charity or cause you want to support, and for that you will write, in any year, a bigger cheque than you would for others. It is, if you like, a dominant theme of that year. The second pocket of giving is for those charities with whom you have a personal commitment, often for personal reasons. And so we had a daughter who died at two-and-a-half, who was a Downs baby with a heart complaint. So part of our regular giving will be to those charities in that area, British Heart Foundation, Mind etc. And the third pocket of giving is a sum of money which is available to friends who say they're going to do things. I call that the Marathon Fund. Anybody who commits time and effort to raise money for charity, deserves support. So we have a pot of money so when someone says they are running a marathon, and you write to me for support, you will automatically get £100, because I know you and I know the commitment you've made for charity.'

Philanthropy strategies and advice

Community Foundations are an established means of helping donors plan their long-term giving strategy. Several of our Fund holders and supporters commented on how important it was to have the Community Foundation in Wales helping them with their giving, and this was even the case for those who have their own grant-making foundations who tend to use our services to penetrate their grant-making into smaller community projects that they are not aware of.

'When I was living on the estate in the 1950s, my father had a win on the football pools. It wasn't very much… £120… not insubstantial. And we were getting begging letters and people coming to the door, and that sort of thing. It was quite upsetting really… I don't want to be involved in the grant giving, I'm wholly unsuitable for it.'

'We are lucky to have a good set of skills in house, but it only goes so far. We take advice from people, like the Community Foundation, who have extensive knowledge and are sensitive to the changing nature of our communities and their needs. Taking advice on giving helps ensure value for money and efficiency in spending. These are very business –like terms but just as essential to the small business which doesn't give huge amounts, relative to big corporate givers.'

One interviewee stated that whilst they have a focus for their giving, they rely on the Community Foundation to apply the strategic element:

> ***'I think this is the beauty of the Community Foundation, that for that initial sum we could invest it, [but] even now we don't have time to think about it. The Community Foundation has a strategy and we are entrusting you, going on the back of your strategy.'***

Another corporate client was blunt in his reasons for using the services of the Community Foundation:

'As one of the largest employers in this city, I am seen as wealthy and community-minded. But being asked constantly for charitable contributions by staff, business associates and friends is difficult to handle. So I tell them that I direct all my giving through the Community Foundation in Wales and to apply to them for a grant from my Fund – that way you get to decide and say no or yes. What's more, because you have other pots of money from different clients, you can sometimes signpost them to other sources of funding from within your own programmes.'

One corporate philanthropist explained how she had a mixed approach to giving for her business, part strategic, thinking about the interests of the business, and part simply to make a positive difference:

'When choosing projects to fund across the year I like to get a balance between projects which have commercial benefit and personal reward, so we are strategic in our giving and not reactive. We form two or three partnerships that strike that balance but in different proportions of commerce and feel good factor. For example, we currently give 1% of our sales to Hope House to celebrate our joint 30th birthday this year. That's a feel good type of project which we think is unlikely to have large impact on our sales. But this particular charity is extremely important for the work that they do.'

Incentivising Giving

The Community Foundation in Wales has recently been running an endowment match challenge with the Big Lottery Fund. Even before this was achieved, one philanthropic donor pledged a £100,000 gift if we could find someone else to match it!

Incentives have proved to be successful in stimulating new philanthropy both in Wales and through government funded initiatives in England. We wanted to understand to what extent incentives influence the decision of the philanthropists we interviewed.

A business minded approach to giving has been very important for one North Wales-based philanthropist. When approached for the first £250,000 donation to Liverpool Polytechnic, he said he'd give £100,000 up front if the University would guarantee the balance.

Another person we spoke to was split on this issue, depending on whether he was giving from his business or personally:

'When I had a corporate involvement, it was a consideration and indeed I would sometimes look for schemes where there was match funding because 'double your money' sort of makes sense. Funnily enough, on an individual level, it is far less important for me. Because the principle reason for giving, is giving. It's nice that if I give a pound someone else gives a pound, but that isn't the primary reason why I'm giving to you. I give money to the Community Foundation because you do a good job.'

Another commented:

'Financial incentives to give can be very powerful, particularly to help small businesses dip their toe in the water and try something new. Match funding from the public purse which is governed by policy can help sustain investment and meet very real needs from a grass roots perspective. Often, small businesses don't know the needs of their community, they just react to requests for investment and it is too difficult to be strategic and effective in giving. Because the private sector needs guidance on giving, very often an effective system of leverage can help structure financial giving in an effective way. I like the concept of match funding very much. It's vital that it's operated in a flexible way that is sensitive to the needs of the SME and is sympathetic to the rural context of Wales too – funding systems that genuinely encourage and aid giving, and don't just present more obstacles.'

How involved do philanthropists get with their giving?

There was a mix between those who simply use their wealth to make a difference, and were quite hands-off in their giving, and those who recognise that a commitment of time, skills and experience can also be vital to charities.

One couple gave financially to kickstart an innovative youth justice campaign in North Wales. The rest of their philanthropy is in time and influence. They have established enterprise networks using their time and influence with their senior business contacts as mentors, and are passionate about expanding this across Wales, with support from Welsh Government.

Another interviewee expressed dissatisfaction with the short-termism of 'give and walk away' and the monetary transaction aspect of most fundraising approaches. He wanted to be more strategic and central to the project he is supporting.

One of the philanthropists we spoke to sees his impact more in time and skills than money:

'I don't think about impact with money but with time – I want to see more robust relationships within and between organizations – upskilling – bringing learning from one place and applying it to another.'

Whilst at the other end of the spectrum, another of our interviewees was very hands-off:

'My job is to provide the money and for other people to spend it.'

Family orientated philanthropy

We know from talking to philanthropists that upbringing and the instilling of a culture of giving early in life can be instrumental in starting people on their philanthropic journey. Therefore we were really keen to understand to what extent philanthropy was seen as a family matter.

Many of the philanthropists we interviewed recognised the importance of involving their children in their giving.

'What do I gain from giving? I think what does the family gain from giving. Because it's a family effort, it's a family discussion, it's a family focus. And you gain, at a simple level, personal pleasure from so doing, you also gain friends from so doing, and I guess those are the drivers… the main driver of course, is that it's right to do it.'

'… the importance of engaging the family… in many ways you could argue that it's critical, because if you think of it, the money I am giving away is my children's money, because if I didn't give it away there would be more left for them to have'!

'So we talk in general terms (with our children) of what we do, we talk in general terms about the main areas. But in terms of the fellowship at Cambridge we talked specifically about that because we wanted them to be as supportive as we are of that, because we wanted them maintain their involvement when we're not here.'

'What we've done now, however, is that we're extending it so it involves other members of the family, particularly the next generation down. My two sons and my niece and nephew. Now neither of them are at the stage in life where they can put their hands in their pockets themselves. But all of them are very pleased to be involved in this [philanthropic] initiative, and I think to the future… I'll also be mentioning the Fund in my will, so when I go to the great millennium stadium in the sky, there'll be some extra funding going in.'

'I set up a sort of family philanthropy programme, with each child deciding for themselves which charities they wanted to support.'

Another was hopeful that his sons would eventually follow in his footsteps:

'Yes, they don't think philanthropically yet, but I'm hoping they will. I have involved my 35, 33 and 28 year old sons. Two sons have served as trustees for the trust, the third one will. They will all have experience and exposure. I've transferred a small amount of wealth for them to manage. The next stage of that is to teach them how to manage that wealth and where to give it. But they are young, they are still building their lives and houses and families at different stages. I'm laying the foundations for them.'

One philanthropist was keen to instil a sense of responsibility in his children:

'I've told my children that I've given a lot of our money to our foundation – and I've also told them that they won't get too much, and even less if they don't use it wisely!'

Risk

One of the defining features of philanthropy is that it can be more risky, funding the innovative solutions which other sources of funding may shy away from. It is interesting to explore the level of risk people are willing to accept with the projects they support.

One of the philanthropists told us about a considerable investment he had made in a university-owned educational business. He took a big risk and gave considerable money, a risk venture that failed when it was sold for just £1.

Another commented:
'High risk? If it makes a difference, yes, I wouldn't feel that you'd be adding much if all the money was spent on day trips. What I would like is that that money was put into training and areas where people can better themselves, and create something which is then sustainable of its own account.'

Many felt that although grant investment into activities can sometimes seem to disappear, or that there is a risk of not knowing or seeing the direct results, the lasting impact on people of experiences and exposure to new things – often in ways that can't be foreseen, mitigates the short term risks of being unaware of the difference they are making.

PHILANTHROPY AWARDS

Following a fascinating seminar at McKinsey & Company which was based on the publication of its July 2009 research publication 'Using prizes to spur innovation' (Bays et al, 2009), and building on the UK Community Foundations' work with the Beacon Awards for philanthropy, the Community Foundation in Wales decided to award its own prizes for philanthropy in Wales.

As a highlight of its annual Philanthropy Reception the Foundation honours three philanthropists each year, who have contributed their 'time, treasure, and talent' to support Welsh communities.

The first year's theme focussed on philanthropic giving which has sprung from successful businesses, and last year's awards focused on recognising 'donors and do-ers.' The stories of their philanthropy are featured here, and their insights have contributed more broadly throughout this report.

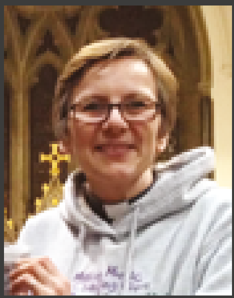
Ken and Lorraine Grayson

Ken and Lorraine run their family business, Peninsular Home Improvements, on Anglesey employing 22 staff. They have sponsored 11 local organisations which show the impact the arts have on improving people's lives, and have created a further 14 partnerships to fundraise for, and support, local charities. Over the last ten years they have increasingly put corporate social responsibility at the heart of their business strategy, and the Foundation particularly commends their leadership in inspiring other businesses to recognise the value of walking alongside local communities.

Gloria Jones-Powell

Gloria has an impressive track record of volunteering in Powys, which includes serving as a Trustee, and formerly Chair, of the Powys Association of Voluntary Organisations. She serves as a Board member on the Powys Teaching Health Board, and is Vice President of Powys Carers Service which she helped to create. Currently, Gloria is a Trustee of Brecon Cathedral Choir Trust and the Edmund Jones Charity which makes education and training grants in Brecon. The Foundation first met Gloria when it awarded a grant to Powys Carers Service, and we are struck by the warmth, respect and high regard those she serves with, and for, have for her.

Rev. Jan Gould



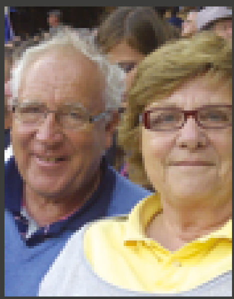
Formerly an award-winning professional viola player, Jan is now Priest in Charge at the Church of the Resurrection in Ely. In addition to significant community and spiritual responsibilities, Jan set up Wales' first community project giving music lessons to children in deprived areas based on the Venezuelan 'El Sistema' model. The Community Foundation in Wales has been honoured to support Jan's work for her charity 'Making Music Changing Lives', which brings a sense of joy, commitment and community pride to Ely.

Peter Saunders

As well as receiving an award for his commitment to philanthropy in Wales, Peter Saunders has been named UK Business Angel of the Year in 2012.
Peter, who made his name establishing and developing Halo-Foods Group into a business with a multi-million pound turnover, has always been passionate about Wales, and has showed this through the Peter Saunders Trust. The trust has given away more than £250,000 in awards to support communities and individuals since its inception.

The Trust, "supports projects that others might find hard to support, perhaps because they break new ground, involve risk or lack popular appeal," and has provided funding to a variety of causes, including, helping students to undertake volunteering projects abroad, creating opportunities for young people to work alongside professional film-makers, and renovating Llanegryn's village hall.

John Timpson



The Timpson family has a long history of philanthropic giving and supporting worthwhile causes with its work as well as running a number of schemes which include, The Timpson Academy, The Chefs Academy and After Adoption. The Timpson Academy provides training to prisoners and supports them with job opportunities on leaving. After Adoption assists adoptive parents and also runs a support programme called SafeBase that helps children with an Attachment Disorder.

One of its newest programmes, headed up by John Timpson and his wife Alex, is The Chefs Academy, located at Rhosneigr on the Isle of Anglesey. The Maelog Project is a multi-million pound investment which will provide opportunities for disadvantaged young people on the island by offering skills, training and work placements in the catering industry.

All of these schemes are an excellent example of philanthropy in action and how the Timpson family are committed to community philanthropy and providing solutions to local problems.

The family have also previously received the Family Business Philanthropy Beacon Awards 2010.

Trevor Pears

Trevor Pears CMG gave up his business career to become a full time philanthropist, setting up the Pears Foundation in 1992. Trevor was appointed Companion of the Order of St Michael and St George for his services to the community in 2011.

The Pears Foundation supports a number of organisations that encourage confident identities in young people and adults. The foundation supports Schools Linking Network (SLN) which works with young people, schools and local authorities to explore identities, diversities, equality and community and 3FF which educates people about religion and beliefs and promotes inter-faith dialogue.

The Community Foundation in Wales was invited to join the Wales advisory group to support a new campaign which grew out of the Philanthropy Review programme. The Directory of Social Change's independent review and evaluation of this 'Give More' programme in December 2013 described it thus:

> 'Against a backdrop of a global recession and national austerity measures, Give More was conceived as a 12-month UK campaign to encourage as many people as possible to share their passion for the causes they are about by making a public commitment to give more money, time or energy, and to get people talking more about giving. This was a unique and ambitious undertaking to "raise the tide for all ships" and benefit all charities, causes and communities. It was entirely funded by the Pears Foundation, a family foundation chaired by Trevor Pears CMG.. Launched in February 2012 the campaign closed in December 2013. The four key objectives underpinning the campaign were to:
>
> - Encourage people across the UK to make a public commitment to give more money, time or energy to the causes they care about
> - Invite oragnisations to sign up to the Give More partner commitments
> - Focus public attention on safeguarding the vital contribution of the UK voluntary sector
> - Publicly celebrate the giving of time, money or energy to the causes people care about.'

A YouGov poll survey commissioned by Give More has shown that when you consider all types of giving - including volunteering - Wales is in fact the most generous nation in the UK

IMPACT OF PHILANTHROPY

This section explores the changes our interviewees seek to bring about, how they feel about their giving, and reflections on their philanthropic journey.

Making a difference through philanthropy

It was interesting to note that in general our interviewees recognised the strategic, transformational potential of their giving. For our philanthropists, this was not a transactional relationship but something deeper.

'We are very interested in supporting projects that help people to transform their lives, and impact on those who have chaotic lives and allow them to gain more meaning and direction.'

One client confirmed that at this stage she is considering how she can create greater leverage and impact, both in her chosen field of interest as well as on a much larger scale, by focusing more upstream in encouraging others to give and investing in philanthropy education. Another confirmed that his giving has enabled a specific percentage rise in participants benefiting from the project he is funding, and that he is motivated by bringing his business and entrepreneurial skills to achieve transformational change. One philanthropist we interviewed affirmed that he has been personally enriched by seeing the impact of giving, and is very interested in being involved at the level of measuring social impact.

For another it was about building relationships and sharing ideas:

'I don't really think about impact with regards to money, but I want to see more robust relationships within and between organisations. Cross fertilization, for example, bringing learning from one place and applying it to another.'

One philanthropic couple emphasised the importance of measuring impact. They were modest when it came to their expectations about the difference they could make through their giving:

'We're very much aware of these issues, we're not blind to that but we appreciate we're only ever going to be able to make a very little difference. Whereas, I think there are probably things which can be done locally where a tangible difference can be made.

It's really important to measure outputs and outcomes – I have done this with all major projects I've supported.'

Another was motivated more by the inspirational stories from his giving rather than statistics:

'I don't think you can measure the impact of giving, I don't think anybody can measure the impact of giving. If I take an example of a project supported from my Fund, which is Making Music Changing Lives, I would never have guessed that could have had the impact on the area that in fact it does… so I don't want to

measure it, I seek assurance that the funding is being put to good use, and providing I have that assurance I'm happy to leave it at that.'

And giving can be a reciprocal act, one that benefits both giver and receiver:

'Seeing a young person achieve a PhD is the most rewarding part of this work. Because I'm in [university town] a lot, I would go and sit down with the PhD student and have a chat and discuss his research, I was learning from him but always providing a bit of mentoring too. That gives me an awful lot of pleasure. To see the young people go through my scholarship fund is hugely rewarding. It is seeing young people achieve that gives me such pleasure – it takes me back to my own studies.'

We were interested in finding out what people have learned through their philanthropy and whether there was any advice that could be passed on to new, budding philanthropists.

'Starting small is key. Developing relationships over time that allow trust to grow is also vital. Giving is all about people and the relationships you have. Learning from others who have done it well and taking advice from the experts helps you get the most from your giving. I think more people would be encouraged to give if they were shown how to do so in small 'safe' steps. Seeing the impact of investment in a non pressurised way is incredibly powerful.'

For several of our philanthropists, the experience has been humbling and helped them better understand the real problems facing people in communities across Wales.

'I've learnt about different strands of the community, and that some people really struggle through life. I learnt how cruel life can be, especially when I come across illness. I've learnt how difficult it is to change things. I've learnt that some people are so so thankful when you give them a small amount of money, and that others take it for granted when you give them a big sum of money. But I probably knew most of this before.'

'Some people are resilient, others can't cope. It's nobody's fault. I judge much less.'

'Through my volunteering I recognise that we are all so similar, it's just that some people are victims of circumstance.'

BROADER REFLECTIONS ON PHILANTHROPY

Nurturing a culture of philanthropy can inspire others to give. We were interested in finding out from the philanthropists we spoke to, and work with, whether they thought there was a responsibility to encourage others to give and what more could be done to inspire greater levels of philanthropy.

Many are reticent about personally encouraging others to give, and some have been disappointed when they have done so. One successful business couple who had seedcorn funded a project and tried to galvanise others to support it, were disappointed and surprised when others didn't follow. Another philanthropist had also been disappointed by his friends' and colleagues' slowness in 'joining in.'

Others felt philanthropy was something people should do, but felt reluctant or unable to force their views on others:

'Not so long ago I had to witness the will of a friend of mine and I was aghast that he never told us that he was well off, but he never left any money to charity. I was appalled.'

Several philanthropists we spoke to talked about how they were initially very reserved and unwilling to talk about their personal giving:

'Only by example not proselytising', but went on to explain that they had eventually realised that in telling other people about what they support and why, it encourages others to give too.

The boundary between philanthropy, charity and the state as well as role of government in stimulating philanthropy was discussed and several of the philanthropists we interviewed offered their contrasting thoughts:

'I think it should be part of the government's job to do that [encourage philanthropy]. They would have their own interests at heart to do that. It's raising money in a way. Just voluntary, instead of taking it through tax.'

'I see philanthropy as a private matter, not one for government.'

'National statistics for Wales would say we're an older, less healthy, poorer part of the [UK], and if that is right then needs will flow from that. So it's inevitable that we will need support both from the state and from the voluntary sector, to meet, or seek to address those needs. I say as a comment, that I've never believed the state can, and even should, seek to provide for all those needs. Because many of the needs for communities, should, in my view, be met by that community.'

'I was brought up and remain a Keynsian economist, and I believe that without government intervention we will create massive inequalities and a lot of joblessness and poverty… Beyond that, however, I think we've all come to realise – whatever one's fundamental political position, that there will always be a need for in-filling projects, which can only be done at a local level and on and individual basis.'

There was also an interesting reflection on corporate philanthropy and the changing relationship between business and charity which is developing mutually beneficial partnerships:

'Until recently, the charitable sector has suffered an image problem of not being relevant to business. Culturally there is a fascinating shift from the 'begging bowl' mentality of charity. Now more and more charities are increasingly confident about their significance and have modernised their image and are better at offering a collaboration that is professional and delivers results. This has positioned them as more relevant to business and opened new doors for greater corporate philanthropic investment.'

And as to the future of philanthropy in Wales, the philanthropists we interviewed offered these comments:

'I would like to see more people who are in the same position as I am, which is fairly comfortably off, professional couples who've been in work most of their lives – the baby boomer generation… I'd like to see more of them establishing more localised funds... There's an opportunity for developing those funds.'

'There's a growing gap between those who are comfortably off and those people who are not… so I think in a sense those who are comfortably off need to ask ourselves how we give and what we give to, and the way in which we give. I think we're in a situation now where it's inevitable that there will be an increasing role for personal 'in-filling' into what was once done by the welfare state. Rightly or wrongly… but inevitably… so we have to ask ourselves about our attitudes to personal giving.'

'So what is the role of philanthropy in this century? It is, as it's always been, to give back to community because you can, and you should.'

6. OBSERVATIONS AND REFLECTIONS

Having reviewed the picture of philanthropic giving in Wales, and given voice to philanthropists who are currently donating to Welsh communities and charities, this chapter highlights observations and considerations made by the philanthropy team at the Community Foundation in Wales. These are based on our experiences of working with philanthropists and major donors, with charities and fundraisers, and with statutory and Trust funders. They are complemented by observations of respected professionals from the fields of higher education, the arts, and responsible business.

On philanthropy in general

Philanthropy comes from the heart, head and pocket of people who want to share. It is fundamentally a personal choice, and results when perceived needs match private interests and passions.

Philanthropy is not just about money – investing time through volunteering, pro bono support, board memberships and advice, are all hugely valuable, and valued, forms of philanthropy.

It is freely given – tax is what you must pay, philanthropy is what you choose to give. As Beth Breeze explains in the executive summary of her report on how donors choose charities, 'Giving and philanthropy have always been supply-led rather than demand-driven: the freedom to distribute as much as one wants, to whom one chooses, is what distinguishes giving from paying tax.'

Because it is freely given, it is most often given according to the wishes and interests of the donors, whose definitions of, and responses to, need vary enormously.

'Giving is a very personal experience for people – the culture of giving in the UK is such that people do not tend to shout about their giving, but they are passionate about it. A campaign attempting to raise the bar on giving needs time to bed in, and needs to engage people on a personal journey rather than just relying on them to join the dots between needs and action. Rising awareness is only the first part of that journey',

Give More Campaign Review & Evaluation, December 2013, independently carried out by the Directory of Social Change.

Philanthropic behaviour is experiential and life enriching.

Philanthropy can be more tolerant of risk. It backs innovation and puts faith in inspirational people with embryonic yet transformational ideas. Trust is at the heart of the relationship between donor and do-er.

Philanthropy eschews bureaucracy. It is responsive and flexible to a charity's true needs meaning there is less need for charities to 'shoehorn' funding proposals to fit with rigid criteria.

PROFESSOR APRIL MCMAHON, VICE-CHANCELLOR, AND LOUISE JAGGER, DIRECTOR OF DEVELOPMENT AND ALUMNI RELATIONS, ABERYSTWYTH UNIVERSITY

The establishment of Aberystwyth University is one of the great romantic, indeed heroic, stories of modern Welsh philanthropy. It was the work of a small group of patriots, led by Hugh Owen, a London Welshman, who sought from the 1850s onwards to raise enough money by public and private subscription to establish a college of university status in Wales. It was almost an impossible ambition. In 1872, the University was opened in a half-finished hotel building on the sea front in Aberystwyth. As the Old College, this building has achieved an iconic status in the history of education and scholarship in Wales and indeed worldwide. Initially, there were 26 ill-prepared students and a teaching staff of three. The first dozen or so years were a desperate hand to mouth struggle for survival. The generosity of a few individual beneficiaries and organised appeals for support from the people of Wales, kept the University in being, and, perhaps more importantly, deeply rooted it in the affection of the Welsh people. Our Old Students Association, founded in 1892, was crucial to our fundraising in our early days and continues to play a key role in our philanthropy through an international membership of over 8,000 students and the strategic support of its Committee and President. Philanthropic support has continued to be crucial to our ability to grow our University to its capacity of over 11,000 students today. Our main site on Penglais campus was gifted to us by local landowners. A finely landscaped site with spectacular views over the town of Aberystwyth and the sea, it is home to buildings themselves made possible by philanthropic contributions, including major arts and science developments, halls of residence, a leading Arts Centre attracting 750,000 visitors each year, and first rate sports facilities.

It is a matter of considerable pride amongst our family of staff, students and supporters and our wider local community that philanthropy made such a significant contribution to social inclusion and social mobility from the very first days, including crucial support from miners and their families putting pennies in church collection plates because they wanted there to be a University in Wales and for Wales. As well as being one of the first institutions to admit female students, we have continued to lead initiatives to widen access and participation in higher education in Wales and have one of the best scholarship and bursary programmes thanks to philanthropic support. Indeed, in the last few years, our scholarship programme has grown significantly thanks to the generosity of two bequests, the largest in many years, from a former member of staff and an alumnus.

As Vice-Chancellor and Director of Development, we are conscious of the huge debt we owe our donors and constantly delighted at the levels of support and engagement shown by our 50,000 alumni and friends though an increasing range of fundraising activities, including our Annual Fund which raises over £100,000 each year for scholarships, welfare and special projects. This support and passion for the University has helped develop our ambitions for the largest philanthropic campaign we will have undertaken since our early days, namely the plans to develop the Old College as an international educational and cultural resource with significant socio-economic benefits to the wider community and West Wales.

We are therefore especially pleased to work so closely together to attract donations and help, and to ensure

we thank our alumni and other supporters and keep them engaged and involved. Philanthropic donations of money are vitally important – but so are offers of assistance from alumni with mentoring and student employability, and we are just as grateful for these. One of us, April McMahon, also represents the wider UK Higher Education sector on a Universities UK Philanthropy Task Force established in 2013 to drive forward the recommendations of the influential Pearce report of 2012 which set the ambitious target of £2 billion of philanthropic income to the Higher Education sector by 2022.

We feel it is important to stress that we in the UK are in many cases still in the start-up phase in terms of philanthropy. We have to manage expectations – in a diverse sector, where fundraising is a new strategic imperative among many existing ones, in challenging times, and at a period when alumni are increasingly alumni of multiple institutions across the world, which are all competing for lifelong relationships with their graduates. We need to build in time to build capacity – relationships need nurturing, and if we rush things and fail to embed learning from any setbacks, then Executive teams and Governing Bodies may well start to feel philanthropy is not for them or for their universities. We also have to give more consideration to how we measure return on investment, and over what period. All of which means our development professionals need to work closely with colleagues in planning and finance, so this becomes part of business as usual.

We need to learn from Higher Education in other countries, and to be open to experience from other sectors. We also work with organisations aiming to encourage philanthropic giving in general and are particularly delighted to be working with the Community Foundation in Wales. These cross-fertilisations could help the whole sector develop new and effective approaches.

For this to feel natural we need training for academics and professional support staff who may be or become involved in philanthropy – and that can be hard to predict, because it isn't always obvious where donors will come from. Some will be alumni, and some may have no history with the University, but may be impressed by or interested in something we are doing. It's also more natural to talk about giving if you can weave that into a narrative that fits your University. For us at Aber, it's easy, because this reflects and builds on our history and identity as a University founded by philanthropic giving. That gives us a great opener with prospective donors – though we have to be cautious not to get too tied to the past. Alumni may sometimes like the idea of the University as it was, not as it needs to be for the future, and it's our job as University leaders and Development professionals to help them understand how one leads naturally to the other, and to identify the right, receptive audience for each project.

On philanthropists

You don't have to be rich to be a philanthropist, especially when the definition of 'being rich' varies so much. It is the philanthropic behaviour, rather than the value of their giving, that unites philanthropists: an interest in learning and exploring; a hunger to make a difference at a root causes level; and wanting to invest for longer term impacts and outcomes.

Not many people actively like being called a philanthropist! However, they do tend to appreciate the term, and the value of philanthropy.

Most people who give significant amounts don't care about the definition distinctions between charitable giving and philanthropy – that's for the philanthropist/philanthropy 'anoraks.' They care about making a difference. However, they do define and evidence this differently.

In many senses, the only thing they have in common is that they want to make a difference. They have experienced very different ways of making, earning or inheriting their wealth, they have very different ways of, and reasons for, giving it away, and they give to very different causes. From a charity's point of view, this makes philanthropy a valuable form of giving but one which cannot be viewed as dependable or 'resource light', especially when compared to some other forms of income generation.

Philanthropists are real people behind the 'high net worth individual' tag – they are individuals with their own idiosyncratic histories, viewpoints, expectations and experiences. They make personal choices about their charitable giving based on a number of factors including their family, business life, experiences and background. We can discern general patterns and categories, however we cannot presume.

From talking to philanthropists about supporting different needs and causes, the impressions that we get are very similar to those reported by Beth Breeze (Breeze, 2010) in her study on how donors choose charities.

'There is a widespread belief that charities exist primarily to help needy people and that the desire to meet needs is a key criterion in the selection of charitable beneficiaries. However, this study finds that people do not give to the most urgent needs, but rather they support causes that mean something to them. In particular, the study finds four non-needs-based criteria that commonly influence donors' decision-making:

- Donors' tastes, preferences and passions, acquired as a result of an individual's social experiences. These motivate many giving decisions, even among donors who perceive themselves to be motivated by meeting needs.
- Donors' personal and professional backgrounds, which shape their "philanthropic autobiographies" and influence their choice of beneficiaries.
- Donors' perceptions of charity competence, notably the efficiency with which they are believed to use their money, often judged on the basis of the quality and quantity of direct mail.
- Donors' desire to have a personal impact, such that their contribution makes a difference and is not "drowned out" by other donors and government funding.'

Philanthropists are altruistic AND smart, critical, discerning and sometimes demanding. And often surprising!

They are not reactive givers (although they are great responders to emergency appeals), as they tend to think more strategically and take a structured approach to their giving… even when they don't think that they have a personal giving strategy.

Some philanthropists give for themselves, and by themselves, whilst others enjoy the leverage of collaborative giving. Many like to be part of a bigger 'team' and enjoy collaborating or giving together with other people of similar attitudes/interests. (For examples, see The Funding Network's giving circle programme, or the Clearly Social Angels model).

Many philanthropists prefer to give anonymously, or to be discreet in their giving. Even those who give at the level where their philanthropy is recognised publicly (such as naming buildings or being on 'donor boards') tend to be less motivated by this public recognition than by the results of what their giving has enabled.

Some philanthropists appreciate the gratitude, respect and recognition that their giving results in, whilst others firmly believe that you should seek no credit or reward. Whether someone is giving anonymously or in a manner which is very public and visible, they want to know that their gift has been received, and that it has gone to the purpose it was given for.

People who have allocated some of their personal wealth for charitable giving still want value for money and to know the impact of their giving.

ROSIE SWEETMAN, DIRECTOR OF BUSINESS IN THE COMMUNITY WALES

Business in the Community Wales is a business-led charity that stands for responsible business. We work with almost 200 businesses of all sizes across Wales. Our vision is for every business in Wales to behave responsibly, achieving commercial success in ways that honour their values, whilst respecting people, communities and the local and wider environment.

In response to our Welsh members' priorities and concerns relating to the future workforce and stimulating the local economy, we focus on activity that leverages private sector support into our education, employability and enterprise challenges.

We know many businesses across Wales are values-led organisations, behave responsibly and "give something back" whether that is in the form of money, time or resources. For example, many Business in the Community members volunteer in schools, or work with local charity and community groups and support youth sports clubs. They will also be conscious of their environmental impact, saving money by reducing energy costs or innovating in their day-to-day work as well as supporting the development of their staff and supply chains. There are many businesses of all sizes and sectors making a positive contribution to Wales' social economic and environmental challenges. The difference in Wales is our marketplace. We have one Welsh headquartered FTSE100 company and 98% of our businesses have under 50 employees.

Understanding how responsible business practices support wider commercial objectives helps management to invest further in the practices that work for their business. Benefits can range from winning work, increased profile, employee engagement, professional development, communicating values to saving money.

For me, at the heart of a responsible business, and philanthropy, is mutual benefit. If a company understands and communicates their drivers and impacts (both to their colleagues and to external stakeholders), the more they will do and the greater the positive impacts they will create. If an individual achieves their goals and understands the impact of their philanthropic activity, the clearer the reason to contribute further.

There was a time when Corporate Social Responsibility, CSR, was simply shorthand for philanthropy or spending on good causes. Times have changed and now responsible business practice is increasingly recognised as driving competitive advantage and innovation.

In our experience many of these smaller businesses are already doing positive things in their local community without necessarily calling it CSR. As a result we don't tend to use the jargon of CSR as it suggests it's something just for the Corporates! We talk about Responsible Business Practice (RBP) and our emphasis is the business case as we're usually talking to the owner manager.

On incentivising giving

Financial incentives create the opportunity to make the proposition financially compelling.

Even philanthropists who don't like incentivised giving, still appreciate the role of a catalyst – whether that's around leveraging, matching, or working alongside another fund, or kick-starting or completing a campaign.

Most donors are turned on by the idea of 'something for nothing' – but not to the same degree! 'If you give someone a financial incentive, they're more likely to listen to what you've got to say, consider whether the incentive is strong enough to engage with, and then work out whether that is going to actually deliver value for money.'

Donors like to see that the charities they are giving to understand the value of tax effective giving – and that they are maximising this by ensuring Gift Aid declarations are made.

On philanthropists and fundraising

'Working in the world of philanthropy is about supporting the donor, working from their perspective to address the issues they care about. Working in the fundraising world is about the fundraiser or organisation seeing an organisation, programme or object that needs funding, and making a good match with a like-minded donor.'

Philanthropists often give because of the relationships they have with the fundraisers of the charities they support. It is particularly helpful when a 'peer' is the fundraiser (i.e. Chief Executive, Trustee, Vice Chancellor or Director). The personal connection and ability to trust the person, and the organisation, they are dealing with is very important to them.

Philanthropists who give their time, energy and connections to fundraise particularly appreciate how hard it is to raise money for causes and charities!

'I couldn't believe it… I invited my friends and business contacts for a splendid evening to tell them about the excellent work of [charity], how and why I had supported it, and asked them to do the same… And not a single person made a donation.'

Philanthropists are increasingly using the services of professional advisors (i.e. wealth managers, solicitors, and bodies such as community foundations and philanthropy advice charities).

Philanthropists are much less concerned about boundaries than other funders tend to be, and this is particularly so with regard to geography, and the distinctions between statutory/non-statutory/charities/other funding agencies. Although there's a definite desire to see a local impact to their giving, and there's also a sense of passion and 'hiraeth' for Wales amongst many philanthropists, above all most tend to be more interested in supporting good work, excellent practice and great charities. It's the impact and the outcomes they are more interested in, rather than who is (or isn't) in charge, responsible or engaged.

Philanthropists care about impact but not at the expense of over-burdening charities. They often like to see the personal stories behind the causes they give to; they like to know how they have affected people's lives, and the stories of how people have benefitted from their philanthropy are very powerful. The personal satisfaction of seeing someone achieve is very tangible and rewarding – either on a named individual level or in terms of broader family, beneficiary or community impact.

LUCY STOUT, DIRECTOR OF DEVELOPMENT, ROYAL WELSH COLLEGE OF MUSIC & DRAMA, PREVIOUSLY DEVELOPMENT DIRECTOR FOR ARTES MUNDI AND WELSH NATIONAL OPERA

My first experience of philanthropy was when I was Development Director at the National Theatre in the late 80s – a "charmed" environment for it in many ways because the institution was high profile, admired and already loved, the vision was exciting, the activity broad, the UK Capital was wealthy and arts philanthropy was relatively new but developing fast. We set up the National's Private Contributors Scheme and saw the list of donors grow steadily every day. The first emerged from the Board and Development Council and their contacts and then, most excitingly, the long established and passionate audience started to show their appetite to give and to become arts philanthropists. It suited some to contribute annually to a general fund while others identified particular projects in which to invest very personally. A significant foundation of philanthropic support quickly developed and it continues to sustain the National today.

The philanthropists came forward because all the ingredients to encourage philanthropy were or could be put in place. An inspiring proposition, great stories of the impact of support across wide ranging activity, leadership by example from the trustee body, respect for donors across the organisation, a professional team to provide first class personal care and attention, an established and loyal audience and a large population of people with the capacity to give.

So which of these factors, necessary for the stimulation of arts philanthropy, were absent or hard to develop when I came here to build a similar donor base for Welsh National Opera in Wales? Certainly there was no large population of wealthy people but the rest was strongly in place and, because of that, it was still possible to attract major six and seven figure donations, from both local families as well as national foundations and to create, from the loyal audience, the Partnership donor scheme (annual philanthropy) and then syndicates or circles of collective philanthropy for particular projects. All these served a strategy that placed a high value on individual philanthropy which, since, has helped WNO through incredibly challenging financial times.

Wales is not a rich country and clearly we have fewer very wealthy people living here than many other cities in the UK, let alone London, can offer up to their cultural fundraisers. Clearly too, there is a huge and relevant tension between Wales' cultural success (and therefore continuing ambition) and the nation's capacity to support a relatively large number of world class organisations and projects from within its borders and from its small population. The core group of arts philanthropists who already give generously and widely even as new projects, such as Artes Mundi are created, may be reaching their limits. But, acknowledging this, interesting questions and answers arise and it is actually those that are stimulating the strategy that we are now pursuing at the Royal Welsh College with some optimism.

New wealth is emerging in the country and, through the

communication of visionary projects and their impacts, we can play our part in inspiring those individuals who benefit, to consider philanthropy. The two hugely significant family foundations, born out of Admiral, provide a powerful example of what can happen.

We can also work to inspire the wealthy, who were born or have family history in Wales but whose focus has been outside the country for many years, to consider opportunities for philanthropy here. Some may be new philanthropists but there are others, already established as donors and who regularly support projects in London and elsewhere but not in Wales, who could also be approached, inspired and moved to act. Ian Stoutzker, who gave to the College, and indeed everyone in Wales, the exquisite Dora Stoutzker Hall, in memory of his mother, shows us what is possible.

Wales is also a country in which many people have studied, trained, honed talent, had first opportunities and, memorably to them, developed the contribution they now make to the world. If these people – whether they be artists or business men and women, doctors or lawyers – are now very successful and working globally, no matter if they are Welsh or not, they too offer those of us working in the charitable sector here, a chance to seek them out and inspire them to consider philanthropy.

The word "inspire" keeps coming up and is the key. I believe that, while the country is rich in its power to inspire – and it certainly is culturally – hard work, research, commitment and respect for the potential new philanthropists will bring about some exciting results in the years to come.

THE COMMUNITY FOUNDATION IN WALES' RECOMMENDATIONS AND CONSIDERATIONS FOR PHILANTHROPISTS

- Enjoy your giving. Remember philanthropy is a life-enriching experience. If it is becoming onerous, then get help with your giving.

- Use the resources of those you fund, and other agencies, to understand how you can maximise the impact of your giving.

- Think strategically. Go upstream. Have a plan – and change and adapt this as you learn, experience, and hear back from those you fund.

- Involving family members in philanthropic decisions adds a new dimension to family life (and decision making!) and more philanthropists are doing so to engage, stimulate, and broaden the horizons of their children.

- Consider supporting core and ongoing running costs. These days, project funding or fundraising for single issues/events/items can be easier to attract than fundraising for getting the basics covered (including staff and premises). Although many donors are turned off by what they perceive as high administration costs, charitable activity does cost – and even for charities and projects which have no paid staff there are very real costs which need to be covered.

- Consider giving to endowment funds. Several larger charities in Wales are working to grow their endowment to provide a long-term source of funding, and this underpins financial sustainability, independence and an ability to deliver, and build, on the core purpose of the charity.

- Do delve further if you're concerned about recent media or public concern about high salaries and lack of thrift in some charities – the vast majority of charities are very efficient and prudent.

- If you are trustees of a grant-making charity, consider collaborative giving, for example with your trustees, other foundations, or in partnership with agencies you support. And if you're finding it difficult or onerous to award grants, fulfil your governance obligations, or to maximise the return on your investments, then do consider following the Charity Commission's advice to transfer your asset to your local community foundation: we are a proven model for effective stewardship of charitable assets, and we always honour the wishes of our philanthropist donors and Fund holders.

> ***'My focus is probably more on the now… and the reason for that is most charities struggle to cover their operational costs. And I understand that. I understand charities have to have infrastructure to do their job effectively. So, perhaps unusually, I'm quite happy for money I give to go towards the admin costs, the operational costs, and I'm not as picky or choosy, as many are, on insisting every penny they give has to go to the good cause. Because I understand in the absence of operational funding, you can't do your job'.***

RECOMMENDATIONS AND CONSIDERATIONS FOR CHARITIES AND FUNDRAISERS

- Understand that working with philanthropists requires different skills and expertise than other elements of the fundraising collage such as community fundraising, trusts & foundations fundraising, and commercial partnerships. The time it takes, the emphasis on building and stewarding relationships, and the need to respond to philanthropists' interests and inquisitiveness, mean that building an 'offer' for philanthropists, and achieving philanthropic gifts, require significant resourcing.

- Work on your long term relationships: communicate regularly with your prospective supporters and donors – but in line with their wishes.

- Know your donor, use your data about them intelligently, stand in their shoes and understand what makes them tick.

- Be professional, respect confidentiality, be credible.

- Be able to provide excellent evaluation and feedback on the impact of the donors' gifts.

- Build in monitoring and evaluation to the project or area of work funded.

- Commoditise gifts, but don't commoditise philanthropists.

- Remember the truism that people give money to people… the person who asks is critical to a donor relationship.

- Be generous of spirit about other charities, their purposes and their people. People – including philanthropists – don't like to hear churlishness or petty rivalries between charities.

- Often, philanthropists are concerned about a lack of joined-up thinking or collaboration between organisations with similar purposes or objectives. Showing how you are working in partnerships, supporting other agencies and sharing your learning and experience is an attractive feature of requests/applications.

- Be aware of donor fatigue.

- Ask more, and ask better! Steward well, keep your donors informed and excited about your work and the impact their giving has made.

- Consider supporting your philanthropic donors in getting their broader family involved, for example by inviting them to visit or come to events.

- Make sure your colleagues and trustees understand the importance of maintaining strong relationships with your donors, so there is a consistent, whole-organisation culture which underpins your work with philanthropists.

> ***'Charities are often poor at fundraising, because not unsurprisingly, they approach it on a commodity basis. Philanthropists, or individuals, probably need a bit more personal attention. But that comes not post-completion of the deal, but pre-the first meeting with a bit more research, a bit more thought about the individual, and about those things which may or may not interest them. And it's all about personal engagement. It's all about understanding, or trying to understand, motives and attitude'.***

> ***'It makes life a lot easier if you actually like the people you're working with and they like you. And that personal aspect, that personal contact, is hugely important. One of the big problems of the big national charities is that it becomes impersonal. You feel that you have no direct contact or involvement'.***

THE PHILANTHROPY LANDSCAPE

As people become more engaged in their giving, and take a strategic, philanthropic view of the impact of their donations (and the governance and effectiveness of the charities they support), beneficiary organisations will need to adapt to ensure they can provide information, share details, and respond to stakeholder ideas and input.

Philanthropy is becoming more fashionable. As donors recognise the impact of their giving, they talk about it, tell others their stories along with the stories of those they are supporting, and this fuels interest and further engagement.

There is an increasing expectation (from government, other types of funders, and charities), that philanthropy can help the third sector to address needs in a number of critical and often frontline areas, including those needs that were previously met by statutory funders. This expectation is dangerous: **there is not yet any evidence in Wales that indicates that the 'funding gap' is being filled by private giving. Private individual giving, of all shapes and sizes, already underpins the work of the charity and voluntary sector,** and of course has the potential to increase. However, the observations, comments and reflections throughout this report confirm that philanthropic giving thrives when there is a broad cultural attitude towards recognising the individual nature of philanthropy, and that instruments such as incentives and stewardship protocols are in place.

Because of the reduction in statutory funding affecting all areas of the third sector in Wales, there will inevitably be increasing competition for the existing funding and fundraising income streams. **Therefore the task for all sections of our sector, including advisors, supporters and funders, will be to create new and evolved plans to stimulate more philanthropic giving.**

As wealth is becoming more polarised and concentrated, there is an increasing need for educating, encouraging and nurturing a culture of philanthropy across all sections of society. At the Community Foundation in Wales we have seen some excellent examples of this cultural development. For example, schools are not only fundraising for charities but are also taking a community and a global view of philanthropy, and there is increasing evidence that 'new philanthropists' as well as those who have a long history of philanthropy in their family, are engaging their broader family networks and their children, in philanthropic decisions. **Philanthropists with a global profile are leading by example, and private trusts and foundations are also leveraging, collaborating and sharing their learning to maximise the value and impact of their giving. A powerful example in Wales is the work of the Size of Wales campaign.**

There's been a persistent expectation that diaspora giving, with the giving back to Ireland by American ex-patriots often cited as the best example, could be better explored and exploited by Welsh charities. Forays into this field by major Welsh charities have yet to demonstrate a significant return on investment. **The recent exploratory initiatives by the Community Foundation in Wales, in London and overseas, indicate that this is certainly an area to explore, but confirms that diaspora giving needs to be well resourced, strategic, and – like legacy campaigns – will only bear fruit over time.**

The evidence for the emergence of a new trend, that of collaborative giving, is more robust. Charities like Localgiving.com and 38 Degrees, along with technology driven tools such as online crowd funding, are facilitating more focused and/or strategic giving. And the pioneering work of organisations like The Funding Network and ClearlySo are demonstrating very successfully the power of collaborative giving and investing. Our Foundation's preliminary initiatives to explore these models in Wales have confirmed the potential for developing different 'offers' for philanthropists, particularly giving circles and angel investing. And our Fund for Wales offer to 'join a community of philanthropists who love Wales' is working well (over 300 people have donated, with gifts ranging from £1 to £1 million). **However more experiences and case studies are needed, across Wales and by a range of organisations, to help determine whether the return on investment of resources to achieve more, different**

and higher value philanthropic gifts through increasing the range of 'offers' is a valid strategic decision.

Similarly, whilst there is evidence in Wales that match funding and other forms of incentivised giving and campaigns undoubtedly result in new, different and larger gifts (for example via the HEFCW funded universities' endowment building scheme, and the Foundation's Fund for Wales) formal research and broadly disseminated reflections by Welsh charities are not in place to provoke further discussion and experimenting in Wales. The potential is clear, however. **Incentivised giving works.** In England, there have been two government funded schemes to incentivise philanthropic endowment giving to, and through, community foundations. The £100 million incentive 'pots' led directly to £100 million of matched giving, and helped to generate the momentum that raised a further £100 million of donations. These programmes have resulted in over £300 million being given to community foundation endowments to support their local communities in perpetuity, as a direct result of a financially compelling offer.

Concepts such as 'venture philanthropy' and 'impact investing' are encouraging an entrepreneurial approach to giving, including those which achieve a financial as well as social return. Those giving in this way think differently, and expect different things, not least a businesslike approach from those charities they give to and walk alongside. Our Foundation's experience of setting up the first Micro Venture Philanthropy Investment Fund in Wales, and evidence from ours and other charities and initiatives which seek to match expertise and mentoring from those working in the private sector with charity managers and social entrepreneurs, confirms the will to support social enterprises both financially and in terms of expertise.

With increased investment in building the capacity of the arts, heritage and higher education sectors in particular, to attract and benefit from private philanthropy, along with excellent initiatives such as that run by Arts & Business Wales to train arts development professionals, the need for 'better asking' by expert, professional, donor-focused fundraisers and philanthropy advisers, is undoubtedly now starting to be addressed. With Welsh Government's support to Wales' third sector infrastructure, including the renewed focus on up-skilling the sector to 'make a better ask',
the skills of those working with philanthropists and major donors will improve. We expect that this will result in more philanthropic giving in Wales.

This particularly so when there is a growing appreciation that philanthropy is not just for wealthy people: as we say at the Community Foundation in Wales, **everyone can be a philanthropist. And as we evidence in the data and stories throughout this report, most adults in Wales already are.**

7. REFERENCES

Atkinson, A.B. Backus, P.G. and Micklewright, J. (2009): Charitable bequests and wealth at death in Great Britain. Working Paper 09/03, Southampton, Southampton University, Southampton Statistical Sciences Research Institute.

Backus, P. and McKenzie, T. (2011): The market for charity in England and Wales. [Online]. CGAP Working Paper 1, London, Cass Business School. Accessed at http://www.cgap.org.uk/uploads/Working%20Papers/CGAP_Working_Paper_1.pdf on 04 July 2014.

Barclays Wealth (2011): UK wealth map. Accessed at https://wealth.barclays.com/en_gb/home/research/research-centre/white-papers/uk-wealth-map.html on 20 September 2014.

Bays, J. Goland, T. and Newsum, J. (2009): Prizes used to spark innovation are on the rise. Philanthropists—as well as players in the public and private sectors—must understand how to use them in the most effective way. London, McKinsey & Company.

BBC News (2013a): Pisa ranks Wales education the worst in the UK. Accessed at http://www.bbc.co.uk/news/uk-wales-25196974HYPERLINK on 23 August 2014

BBC News (2013b): Two thirds of middle aged people in Wales are overweight, says study. Accessed at HYPERLINK "http://www.bbc.co.uk/news/uk-wales-24847449on 23 August 2014" http://www.bbc.co.uk/news/uk-wales-24847449 on 23rd August 2014

BBC News (2013c): GVA figures: Welsh economy grows faster than most in UK. BBC News. Accessed at http://www.bbc.co.uk/news/uk-wales-politics-25333666 on 25 September 2014.

Bishop, M. (2006): A survey of wealth and philanthropy: The business of giving. The Economist Newspaper Limited.

Breeze, B. (2010): How donors choose charities. Executive summary, Occasional Paper 1 Centre of Charitable Giving and Philanthropy, University of Kent, Alliance Publishing Trust.

Charities Aid Foundation/Nation Council for Voluntary Organisations (2011): UK Giving 2011: An overview of charitable giving in the UK, 2010/11. [Online]. Accessed at http://www.cafonline.org/pdf/UK_Giving_2011_Full_Rep.pdf on 03 October 2014.

Charities Aid Foundation (2014): UK Giving 2012/13; An Update. [Online]. Accessed at https://www.cafonline.org/pdf/UK%20Giving%202012-13.pdf on 01 October 2014

Coutts (2010): The Coutts Million Pound Donors Report 2010. London, Wealth Division of the Royal Bank of Scotland and the Centre for Philanthropy, Humanitarianism and Social Justice, University of Kent.

Cowley, E. Mckenzie, T. Pharaoh, C. and Smith, S. (2011): The new state of donation 1978-2008: three decades of household giving to charity. CMPO,University of Bristol. Accessed at http://www.institute-of-fundraising.org.uk/library/the-new-state-of-donation/ on 02 July 2014.

HM Revenues & Customs (2014): Income Tax Liability Statistics 2011-12 to 2014-15. Accessed at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/306818/Income_Tax_Liabilities_Statistics_-_April_2014.pdf on 03 July 2014.

Joseph Rowntree Foundation (2013): Monitoring Poverty and Social Exclusion in Wales 2013. [Online] Accessed at HYPERLINK "http://www.jrf.org.uk/sites/files/jrf/poverty-exclusion-wales-summary.pdf" www.jrf.org.uk/sites/files/jrf/poverty-exclusion-wales-summary.pdf

Lloyd, T. (2004): Why Rich People Give. London, Association of Charitable Foundations.

McKenzie, T. and Pharaoh, C. (2010): UK Household Giving – new results on regional trends 2001-08. Centre for Charitable Giving and Philanthropy, Cass Business School.

McKenzie, T. and Pharaoh, C, (2013): Giving Back to Communities of Residence and of Origin. Centre of Charitable Giving and Philanthropy, London, Alliance Publishing Trust.

Mocroft, I. (2011): Government expenditure on the voluntary sector in Wales, Scotland and Northern Ireland. [Online]. Working Paper Number 2, Centre for Charitable Giving and Philanthropy, London, Cass Business School. Accessed at http://www.cgap.org.uk/uploads/Working%20Papers/WP%202%20ian%20mocroft.pdf on 19 July 2014.

Older Peoples' Commissioner for Wales. Equality & Poverty Factsheet. [Online]. Accessed at http://www.olderpeoplewales.com/Libraries/Factsheets_E/Equality_and_Poverty_Factsheet.sflb.ashx

Office for National Statistics (2011): Wealth in Great Britain: Main results, 2008-2010. [Online]. Accessed at http://www.ons.gov.uk/ons/rel/was/wealth-in-great-britain-wave-2/2008-2010--part-1-/index.html on 09 July 2012.

Office for National Statistics (2012): Labour Market Profile. [Online]. Accessed at http://www.nomisweb.co.uk/reports/lmp/gor/2013265930/report.aspx?town=wales on 04 July 2014.

Save the Children (2012): Child Poverty Snapshots: The Local Picture in Wales. [Online]. Accessed at http://www.savethechildren.org.uk/sites/default/files/docs/Child-Poverty-Snapshots-English.pdfhttp://www.savethechildren.org.uk/sites/default/files/documents/Child-Poverty-Snapshots-English.pdf

Shaw, E. Gordon, J. Harvey, C. and MacLean M. (2011): Exploring contemporary entrepreneurial philanthropy. International Small Business Journal. Accessed at http://isb.sagepub.com/content/31/5/580.short on 03 July 2014.

Welsh Assembly Government (2011): 2009-10 pilot for the National Survey for Wales: further analysis. Cardiff, Social Research Division, report SB 14/2011.

Wales Online (2011): Wales comes bottom in UK for predicted rise of millionaires by 2020. Accessed at www.walesonline.co,uk/business/business-news/wales-comes-bottom-uk-predicted-1847337 on 20 September 2014.

Wales Council for Voluntary Action (2011). Third Sector Statistical Resource 2011. Accessed at http://www.wcva.org.uk/media/181645/third_sector_statistical_resource_2011_en.pdf on 04 July 2013.

Wales Council for Voluntary Action (2012): Giving in Wales: a summary analysis of the UK Giving Survey 2008-09. Cardiff, Wales Council for Voluntary Action.

Wales Council for Voluntary Action (2012a): Giving in Wales: a summary analysis of the UK Giving Survey 2010-2011. Cardiff, Wales Council for Voluntary Action.

Wales Council for Voluntary Action (2014): Third Sector Statistical Resource 2014. Accessed at http://www.wcva.org.uk/media/1393252/wcva_almanac_2014_web.pdf on 30 September 2014.

Welsh Government (2013): Chief Medical Officer for Wales Annual Report 2012/13: Healthier Happier, Fairer. Cardiff. Welsh Government.

Winkler, V. (2013): Has Wales Given up Giving? Bevan Foundation. Accessed at www.bevanfoundaition.org/blog/os-wales-giving-up-giving on 01 October 2014.

NOTES

A Community Foundation in Wales
St. Andrews House
24 St. Andrews Crescent
Cardiff
CF10 3DD

E info@cfiw.org.uk
T +44 (0)2920 379580
F +44 (0)29202 20816
W www.cfiw.org.uk
/cfinwales
@cfinwales

Registered Charity 1074655
Company Number 03670680