



MORE TO GIVE

London Millennials NETWORKING Towards A Better World

*By Professor Cathy Pharoah and Dr Catherine Walker for CGAP @Cass
Commissioned by City Philanthropy - A Wealth of Opportunity*

TO BUSINESS HEADS

A CALL TO ACTION: ENCOURAGING A NEW GENERATION OF GENEROUS LEADERS IN LONDON

This research highlights a movement emerging in London that involves millennial workers taking a lead role in giving, philanthropy and generosity.

As representatives from giving networks across the City, we see an excitement, passion and drive among our professional peers who are coming together and joining our platforms to give while earning a living.

The findings contained in this report lend strength to our belief that we can and want to do more through our work than solely generate business profit: 80% of network members surveyed believe millennial employees are increasingly seeking companies which share a drive for social and environmental as well as business gains.

Ours is a grassroots movement. It now needs the continued encouragement and cultivation from senior business leaders like you. We are calling on London's business community to support this new model of millennial-driven philanthropy through your company CSR initiatives.

Engaging just 1% of London's workforce in giving networks is estimated to raise an extra £20m for good causes and offer thousands more hours of pro bono support.

Through our networks, we enable more professionals at the start of their careers to come together and give back. We encourage them along their philanthropic journey to become long-term, committed givers.

To generate much-needed extra resources for the important causes we all care about, we need the support working of business leaders to meaningfully engage more young professionals in this movement.

We ask those involved in developing the next generation of London's workforce through its CSR/HR/Talent departments to commit to:

- **Encourage your firms' social action and giving initiatives to develop ways of engaging the next generation of business leaders**
- **Engage your millennial professionals in evolving corporate activities that match their passion and drive their performance**
- **Embrace your role as an advocate for this type of social action whether you represent an entire corporation or you line manage millennial professionals.**

We are better together: working jointly we can achieve greater social impact and build future generous leaders.

Signed

Be More
BeyondMe
City Funding Network
Effective Altruism London
Junior Chamber International London (JCIL)
The Philanthropy Club
Raise Your Hands

MORE TO GIVE



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EXECUTIVE SUMMARY

This report *More to Give: London Millennials Networking for a Better World* presents findings on donor networking, the second part of London-wide research on giving commissioned by City Philanthropy. The first part *More to Give: London Millennials Working towards a Better World* (see Appendix 2) looked at the charitable involvement of London workers generally, revealing enormous potential for philanthropy among younger millennial (aged under 35) employees if given the right encouragement.¹

This second part *More to Give: London Millennials Networking for a Better World*:

- makes the first indicative estimate for all private giving in London, and asks if London's giving matches its dominant economic position in the UK.
- turns the spotlight on an emerging trend for millennial employees to take philanthropy into their own hands as part of 'donor-led' networks, motivated by a desire to create a better world.

Together this research, and the earlier study, present the broad view of the potential for giving among London's millennial employees; the benefits that donating money and skills delivers to donors and beneficiaries, and how this dynamic new movement can be supported and encouraged.

¹ Pharoah, C and Walker, C. (2015) *More to Give: London millennials working towards a better world*. City Philanthropy/ CGAP@Cass/ City Bridge Trust <http://www.cityphilanthropy.org.uk/reports/more-give-london-millennials-working-towards-better-world>

Key findings

London's giving is keeping pace with its economic contribution to the UK

- London's cash giving is estimated at **£5.6 billion** a year from all private sources; at **29%** of all UK giving this indicates the city's contribution is keeping pace with its contribution to UK GDP at **22%**.² But London is also home to many of the UK's wealthiest people. With Britain's top **1%** owning the same share of wealth as its poorest **55%**³ (discounting additional wealth held overseas) should we be raising the bar on what we expect from London as a philanthropy hotspot?

London millennials are networking to build a better world

- this research shows that network members have a strong desire to connect and together commit to social change and there is huge potential for this emerging trend to generate by 2020, **£20m** in cash donations a year and thousands of hours of pro bono support if just 1% of London's workers joined networks
- members of London's giving networks are unanimously committed to make a difference and build a better society
- network members aim to multiply social, personal and work connections around giving and want to deliver social value beyond their work roles
- network members are more likely to believe millennial employees are increasingly seeking companies which share their drive for social and environmental as well as business gains - **four-fifths**, compared with **36%** amongst London workers generally
- for **three-fifths** of members an important motivation is improving their local community or neighbourhood.

² "ONS Regional GVA 2013". Office for National Statistics. Retrieved 7 January 2014.

³ Inman, P. Britain's richest 1% own as much as poorest 55% of population. Guardian, 15.5.2014.

<http://www.theguardian.com/uk-news/2014/may/15/britains-richest-1-percent-own-same-as-bottom-55-population>

Involvement in giving brings mutual value to work, social and personal life

- **four-fifths** of network members surveyed say that they are motivated to use their work and professional skills for dual purpose – to achieve social well-being as well as business gain
- almost **three-quarters** say their involvement has substantially⁴ contributed to:
 - insight and knowledge in social, environmental and cultural issues
 - leadership and motivational skills
 - knowledge and skills-sharing
 - capacity to listen and empathise
- millennial network donors believe they can particularly add value to charities and community organisations in areas such as assessing effectiveness, developing approaches to tackle the root causes of social problems, and evaluating impact.

Network members are sophisticated and efficient givers

- network members are tax-effective donors and skilled volunteers. **Over half** are involved in payroll giving or employer matched giving, and **one-third** would welcome the opportunity for these. Almost **one quarter** donate through giving circles and other pooled giving initiatives, and **17%** through company schemes. A high **10%** are giving through private foundations and trusts or their own business donations
- members of giving networks are involved in multiple charitable activities, frequently volunteering at governance and expert or professional levels.

⁴ 'Substantially' refers to the options in the question for 'very much' and 'quite a lot'

Recommendations

From nascent to normal - growing the millennial-led movement for network giving in the city

We should seize the opportunity to expand this trend for millennial employees to take philanthropy into their own hands and for it to become a normal part of a career. If **1%** of London employees were to become involved in the network movement this could generate an additional **£20m** of giving and thousands of hours of pro bono support by 2020. Both this research and our previous survey (See Appendix 2) show a keen desire among younger employees to get involved: **53%** of under-35s working full time in London want to volunteer more than they do - this reaches **60%** in the youngest 18-24 age group.

To achieve the potential giving identified by our research we recommend:

- employers and companies have a pivotal role to play in encouraging networks, and should include support for the development of workplace-based networks as part of their CSR and company giving programmes
- those organisations, institutions and individuals concerned about encouraging a new generation of philanthropists or creating a culture of generosity in the city should invest in donor-led networks, providing core support and encouragement to grow, including space to operate from and back office support as well as access to charities and community groups
- the value of encouraging networking amongst those interested in charitable, community and philanthropic involvement should be promoted more widely within settings such as professional and trade bodies, interest groups and societies, institutes, schools and universities.

ABOUT THE STUDY

The specific objectives of the study were to:

- establish an estimate for total private giving from all sources in London
- understand and compare charitable and philanthropic attitudes, aspirations and activities between a general sample of London workers⁵ and a complementary sample of those already seriously committed to giving
- explore attitudes, aspirations and activities in committed, networked, givers in greater depth.

Methodology and sample

Giving estimate for London

Existing giving data⁶ were used to calculate an indicative estimate for gifts from all private sources, revealing London's contribution to charity from private givers.

Survey and sampling

Little is known about the actual or potential member population of giving networks in London, so a purposive sampling approach was taken, surveying members of networks known to City Philanthropy⁷ and aiming at a comprehensive picture of member experiences. An online questionnaire consisting of repeat questions from the first survey of London employees *More to Give: London Millennials Working Towards a Better World* (Appendix 1) and new dedicated questions, was distributed through network organisers.

5 Pharoah and Walker, 2015, *ibid*

6 It would require extensive research funding to carry out new, sufficiently representative, surveys of all the different sources of private giving, and the research would present serious practical and resource challenges which are beyond the scope of this project and probably not feasible in several aspects eg accurate estimates of major individual giving.

7 City Philanthropy is a project funded by The City of London Corporation's Charity, City Bridge Trust to encourage philanthropy as part of a City career and provides an informal hub for giving networks in London

Research approach

The network members' sample

A sample of 102 members responded which comprehensively reflected networks membership, with a wide spread of income, age and professional background though, liked the networks, was biased towards younger and male employees:

- **nearly two-thirds (60%)** of respondents are male
- over **two-thirds (68%)** are aged 18-34: around **one-sixth** each are 35-44, and over 45
- **three-quarters** earn between **£30k-£150k** (with **one-third £50k- £150k**): at the opposite ends of the scale, **8%** earn over **£150k** and **one-fifth** between **£10k-£30k**
- the largest group (**24%**) work in financial services, with a surprising **12.4%** in the charity/not-for-profit/social sector; **20%** were consultants in various areas
- respondents are from **21** networks (see Appendix 3), of which just under one-half are not workplace-based.

Comparison with first survey sample

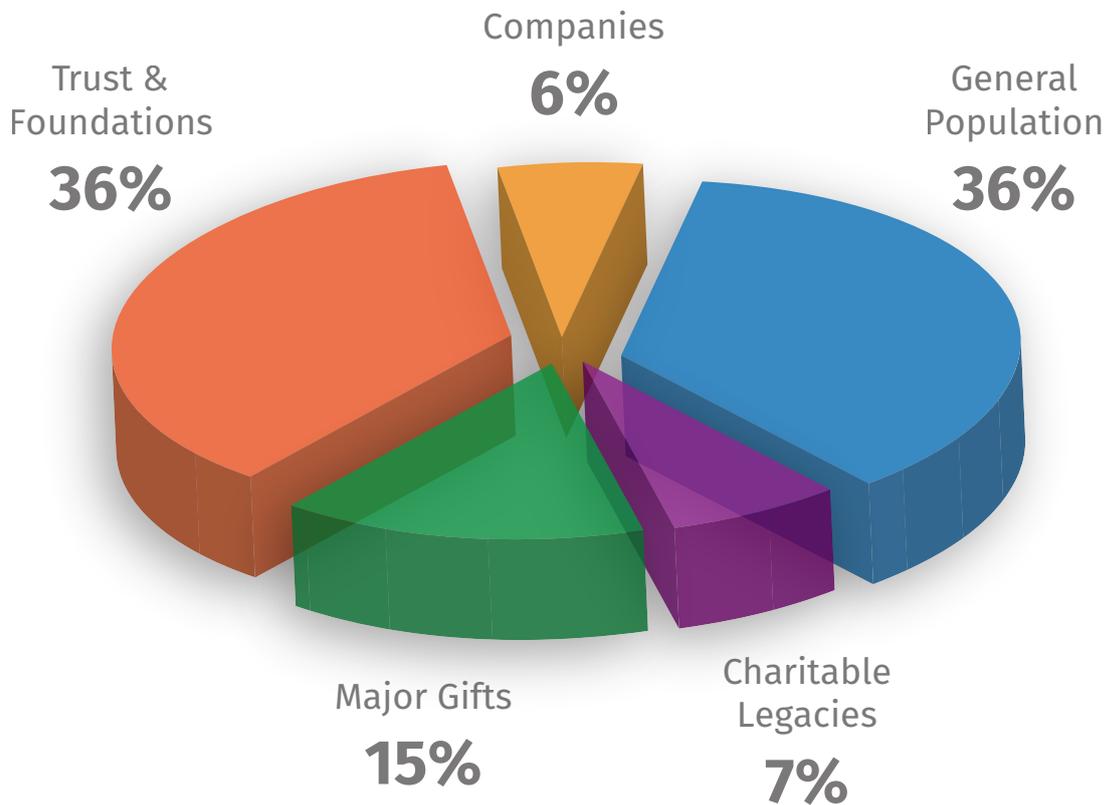
Compared with general London workers in the first survey⁸ the network members' sample had markedly higher earnings, with **40%** more at the **£30k-50k** level, and **14%** more at the **£50k** and over level.

8 Pharoah and Walker, 2015 ibid

1. How much does London give?

An estimated £5.6 billion cash contribution

Using data from different sources, the table below sets out an indicative model for calculating London’s giving. This includes what is given to causes and charities both inside and outside London itself. It estimates a total of **£5.6 billion**, representing **29%** of the total estimated for private giving in the UK.⁹ Details of the method used to calculate estimates are given in Appendix 1.



London’s £5.6 billion giving

9 Pharoah, C, Jenkins, R, Goddard, K. (2015) Foundation Giving Trends 2015. ACF/ CGAP/ Pears Foundation

A model for London's giving

Source of giving	Estimated amount*
Individual giving by general population in London	£2.0 billion
Charitable legacies given by Londoners	£0.394 billion
Major gifts made by Londoners	£0.856 billion
Independent trusts and foundations in London	£2.01 billion
Giving by companies in London	£0.327 billion
GRAND TOTAL	£ 5.6 billion

Note There are very few studies of city-based or local giving encompassing all of its aspects, not because there is no interest in such data, but because studies are difficult and costly to do. The benchmark for London's giving indicated here is derived from estimates. It is based on existing data rather than dedicated London studies, piecing together figures from different sources, collected in different ways for different years. Extensive research funding would be required to carry out new, sufficiently representative, surveys of the different sources of private giving. Additionally such research presents big practical challenges. For example, there is no published data on the population of major givers, nor any record of major gifts – even if a common definition of 'major' could be agreed.¹⁰

* See Appendix 1 for notes of calculation and data sources

¹⁰ Pharoah, C. (2013) 'The State of Knowledge on Major Giving'. Philanthropy Impact. 12.03.2013. <http://www.philanthropy-impact.org/article/state-knowledge-major-giving-it-time-progress-seeing-bits-building-full-picture>

2. London millennials networking for a better world

Taking philanthropy into their own hands

Networking around giving and social change is an emerging and fluid space. There is no formal definition or structure for networks, which vary in their age-groups, the professional and work orientations of members, member requirements (from serious commitment to light touch contact), and formality and intensity of activities. Championed by self-motivated organizers, they can be self-developed or promoted by employers and companies. While some networks are well-established, others are still at a fledgling stage, keen to communicate with, motivate and grow membership.¹¹ What they have in common is that they are all self-directed groups bringing professional and other work peers together around doing good, sharing expertise and experiences of giving and volunteering, engaging with charitable organisations or raising funds – and also making contacts and having fun.

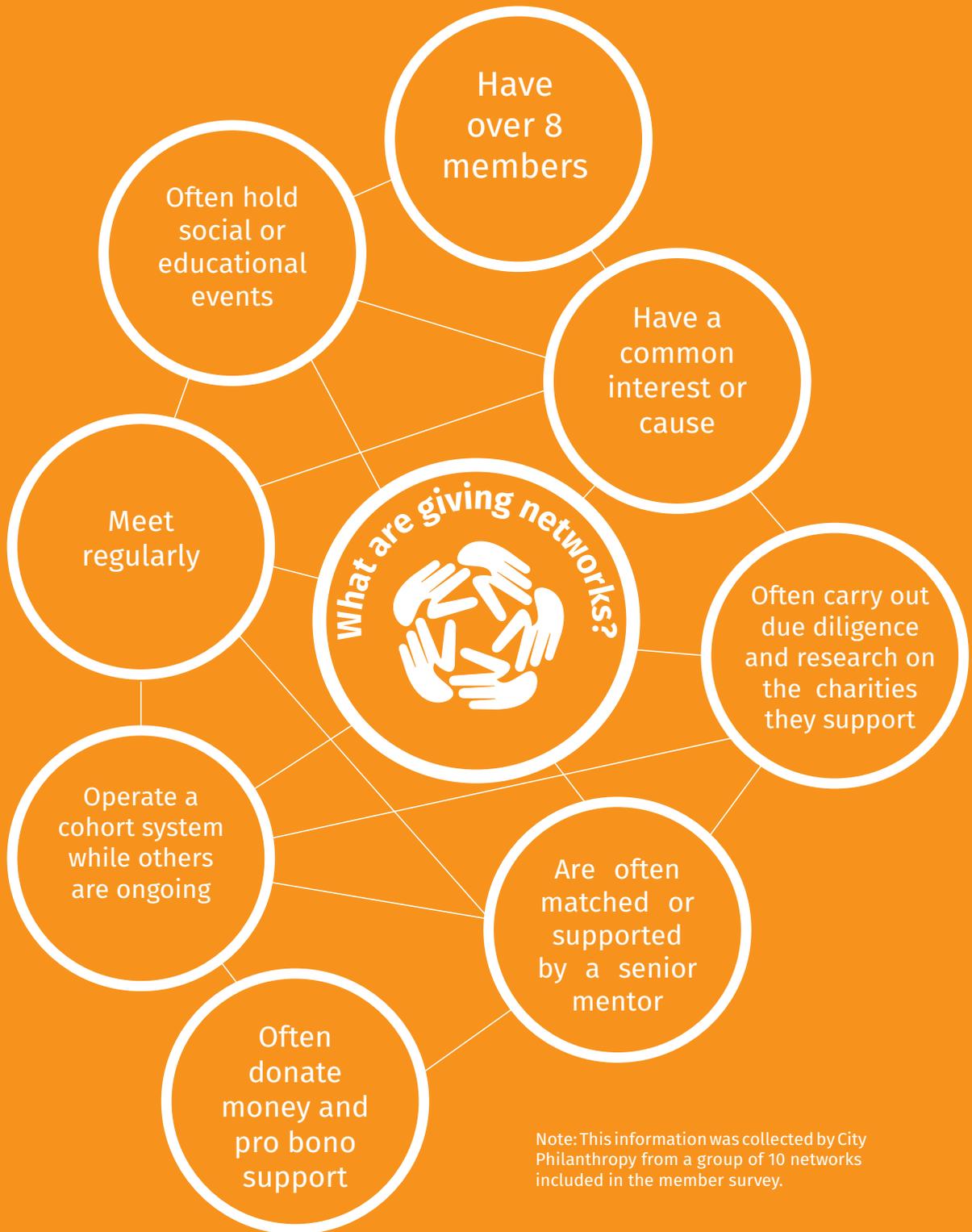
The shape, size and potential of network giving

Network giving is well-established in the USA and we have seen an upsurge in new circles of various kinds in the UK over the last decade. They arrived at the turn of the 21st Century with pioneering organisations such as The Funding Network (www.thefundingnetwork.org.uk). Since then we have seen them spread and there are thought to be now about 80 across the UK and Ireland.¹²

There are a mix of models, from the more formal that stipulate how much should be donated and have a set lifecycle, such as the Bread Tin, (now BeMore, <http://bemore.co.uk>), to the more loosely constructed networks that allow more freedom of choice about how much donors might contribute such as Raise Your Hands (<https://raise.yourhands.org.uk>). Some, such as the Women for Change Breakfast Club (www.shivafoundation.org.uk/innovative-ideas/women-for-change-breakfast-club) that launched in the City in September 2015 are special interest memberships, in this case enabling women to donate to charities that support women and girls. Some networks conduct collective research on potential beneficiaries, and make joint or coordinated decisions about the use of resources. These groups typically contribute pro bono support alongside cash allowing for deeper engagement, such as BeyondMe (<https://beyondme.org>) that creates workplace-based teams of city professionals who donate time and money matched by a senior mentor and makes the connection between leadership and generosity.

¹¹ Informal conversations at a meeting of networks convened by City Philanthropy, 14.07.2015.

¹² Eikenberry, A. M., & Breeze, B. (2015). Growing philanthropy through collaboration: The landscape of giving circles in the United Kingdom and Ireland. Voluntary Sector Review, Online first.



Note: This information was collected by City Philanthropy from a group of 10 networks included in the member survey.

Studies in the US and UK have begun identifying emerging patterns of networks and giving circles, and the way in which they work.¹³ This research aims at insights into the motivations, contributions, aspirations, rewards and preferences of committed network members which can show pathways to encouraging others to get involved, as well as suggesting how networks might be supported as a platform for engaging future donors. A list of the participating networks and their descriptions is available at the end of this report (Appendix 3).

Fit for the city

The network model of giving can work well in the city where there is a concentration of employment opportunity alongside a large number of charities and where wealth and need exist side by side. It offers the potential to make greater use of professional skills that many city workers have and creates new links between society's stakeholders.

Growing the net contribution

Drawing on figures provided by 10 London networks in the research sample, it can be estimated that networks are currently donating around £0.7m cash a year to small charities and projects and more than 10,000 pro bono hours. Based on existing figures available, it can be estimated that network members raise an average £233 per year. If employers extended network membership to just **1%** of London employees by 2020, an additional £20 million could be raised per year for charity. (See Appendix 1)

13 Eikenberry, A. M., & Breeze, B. (2015). Growing philanthropy through collaboration: The landscape of giving circles in the United Kingdom and Ireland. Voluntary Sector Review, Online first.

3. Net gains of giving

Case study: PwC and BeyondMe

Business & Senior Leaders

Partner and Senior Sponsor
Andy Moore,
Partner, PwC:

"I encourage partners at PwC to sponsor a BeyondMe team as a way to support the community and build stronger relations with younger members of the firm."

PwC Foundation
David Adair,
Head of Community Affairs, PwC:

"BeyondMe's model of donating time, money and professional skills to charities complements our community engagement strategy and mission to drive social impact."

Talent
Gaenor Bagley,
Head of People, PwC:

"We partner with BeyondMe because they inspire our talent to develop skills, grow networks and deepen relationships with colleagues."

Partner
and Wellbeing of Women BeyondMe Team Sponsor
Hemione Hudson,
Partner, PwC:

"It's an incredibly rewarding experience supporting and mentoring BeyondMe PwC teams who are passionate about making a meaningful difference."



Millennial Professionals

BeyondMe Champion
Peter White,
Senior Associate, PwC:

"I lead a team of 13 volunteers at PwC to grow BeyondMe in our firm. Our ambition is to inspire more partners and colleagues to get involved."

BeyondMe Team Member
Emma Oppong,
Senior Associate, PwC

"My team has built a strong relationship with Renewable World and we donate our skills and resources to a project I know is having a positive impact."

Greater Impact

Charity
Marie Hounslow,
Fundraising Manager, Renewable World:

"The BeyondMe PwC team's financial analysis and communications expertise is invaluable to us as we grow. They have also helped raise funds for our water pumping programme benefiting rural Nepalese communities."



BeyondMe

BeyondMe is a movement that brings professionals, businesses and charities together to make a meaningful impact on the world beyond them. It supports professionals to team up with colleagues and donate their time, money and skills, with funding and mentoring support of a senior sponsor at their firm.

PwC is a founding partner of BeyondMe, launching their first team four years ago. Currently, there are 22 BeyondMe teams at PwC, engaging over 200 PwC professionals across five cities, supporting a range of causes including international development, health and wellbeing, education and social mobility.

Giving and the work/life balance

Charity may start at home but this research indicates that charity is getting closer to work and career in younger people's lives. Network members are very much more likely to attach importance to the actual and potential links between charitable involvement and the workplace than London workers generally.

Well over **four-fifths** of network members:

- believe that opportunities at work to get involved in supporting charities and community groups help employees to develop work-related skills (**53%** amongst London workers generally)
- attach personal importance to their employers offering opportunities to get involved in supporting charities and community groups (**34%** amongst London workers generally): a staggering **three-fifths** of network members attached 'strong importance' to this.

Around **one-third** of members:

- give through initiatives directly encouraged by their employer (or workplace department) such as Charity of the Year, company fundraising and giving schemes, and another third would like this opportunity
- take part in occasional talks and discussion about charity/philanthropy organised by their employer, for example by HR departments, and a further **two-fifths** would welcome the chance.

Attitudes of network members and of London workers generally strongly converge when it comes to the social responsibilities of companies. Around **four-fifths** of each group disagree that since companies already offer employment, taxes and products and services, they do not need to get involved in giving money or time, expertise, skills to the community. Both groups also believe the wealthiest people in our society have the biggest responsibility to give, but the proportion is markedly higher amongst network members; three-fifths of London workers generally, and **74%** of network members.

Network members have high levels of engagement of various kinds through their work:

- **over half** are involved in self-organised or informal fundraising at work, and one-fifth would like the opportunity for this
- **almost half** work voluntarily for a charity in paid work time, and 30% would like the opportunity to do this
- just **over two-fifths** are involved in informal unpaid volunteering initiatives with other colleagues, and one quarter would like the opportunity for this
- **one-third** are involved in giving money in ways encouraged by their employer (eg Charity of the Year, donations to company foundations), and a further **third** would like to do so.

More to give...

Though clearly already committed donors, most network members are ambitious to do more. **Two-fifths** say they would like to increase the amount of money they currently give, even higher than the **27%** of the general population of London workers who say this. The same proportion would like to volunteer more, with **just half** feeling they are volunteering at the right level for them.

Volunteers are engaged at a high level. Over half give pro bono expert help, around **one-third** act as charity trustees or committee members, with another **one-third** promoting charitable activities through public speaking and writing articles. The 35 and over age group are more likely to want to give more money, and the under 35s, who are probably less well-established in their careers, to volunteer more.

More to gain...

Bringing together professional or career demands with philanthropic or social aspirations can be challenging – but clearly rewarding, with members noting gains in skills and knowledge as a result of giving. The different values and cultures of different worlds can make choices difficult, but ultimately bring more meaningful lives.¹⁴ The experience of network members is that there are many areas of work-life transfer and cross-over in personal and skills development. Strongest emphasis was placed on leadership and motivational skills, followed by wider insight and knowledge.

¹⁴ <http://news.stanford.edu/news/2014/october/aaker-happy-choices-10-22-2014.html>

Around **three-quarters** say their involvement has substantially¹⁵ contributed to:

- insight and knowledge in social, environmental and cultural issues
- leadership and motivational skills
- knowledge and skills-sharing
- capacity to listen and empathise.

Around **three-fifths** believe involvement in charity and philanthropy has substantially contributed to:

- job satisfaction
- high-level networking
- communication skills and ability
- teamwork and team-building skills.

Around **one-half** believe involvement in charity and philanthropy has substantially contributed to:

- project, time planning and management competencies
- problem-solving ability
- operational and administrative competencies. **(44%)**

Between **one-fifth** and **one-third** think other areas benefiting from charitable involvement were:

- capacities in change management
- talent development such as in sports, or music
- technical skills like accounts, IT and manual skills.

In other words, the experience of network members is that opportunities to broaden experience outside the narrow confines of particular roles or tasks bring high rewards. They can contribute measurably to the personal and professional development which many employees seek from their work choices today, and many areas of expertise which can enhance the capacity and effectiveness of charitable and philanthropic activities.

Effective and efficient

With an eye to making an impact through their charitable activities, network members make high use of the most tax-effective, regular, committed and structured ways of giving (eg through trusts). Strikingly they use a wide variety of giving methods, which can meet different or specific giving goals. While a large majority (**69%**) make spontaneous cash gifts, they also give regularly through direct debits, subscriptions and payroll giving (**67%**). This compares with just **53%** in the general employee population in London who say they 'give regularly'.

Evidence of the importance of the workplace to the giving of network members is strengthened in the finding that just **over half** are involved in payroll giving or employer matched giving, and **one-third** would welcome the opportunity for these.

These results show that network membership is linked to highly committed and tax-efficient forms of giving. It is not possible to say from this research how much of this results from membership, but it certainly shows that network membership has significant capacity to re-inforce effective ways of giving, share knowledge and expertise around these, and open up channels to new kinds of giving, such as pooled fundraising initiatives. Employers already offer access to payroll giving and might consider the value of also promoting giving further through encouraging or facilitating networks.

4. New identities, inspiration and influences

Who are we?

Charitable donors, philanthropists, volunteers, activists? - how do network members see themselves? When social and altruistic purposes are given an important place in wider professional, career and life choices they become part of our identity; how we see ourselves. This is important, because 'philanthropic identities' play a big part in motivating giving.^{16 17}

Victorians were comfortable with the notion of 'the philanthropist', but today both *philanthropy* and *charity* are more contentious notions. For some philanthropy means contemporary ways of giving that go beyond charity (as a simple gift of money or voluntary help), strategic engagement in organisational growth and aiming at root causes. For others gifts of money made without any personal engagement are 'cold charity'. Surprisingly, this study found almost one half of the sample (**46%**) tend to describe their involvement as the more traditional charity, with less than one quarter referring to it as philanthropy. A few use the more straightforward terms *voluntary work*, *volunteering*, or *pro bono work* for their activities and some take an instrumental approach, using both charity and philanthropy depending on the context of the giving and the audience, rather than on the type of activity, as some member examples show:

'I use both, depending on the setting. 'Charity' with people that do not know the space, and 'philanthropy' with people that do.'

'If it is professional work –related, I would call it charity: if it is personal/ group volunteering or encouraging clients to give money away, I would call it philanthropy. They are distinctly different.'

16 Kessler J et al. (2014) Identity in charitable giving. The Wharton School, University of Pennsylvania. https://site.stanford.edu/sites/default/files/kesslermilkman_identityincharitablegiving.pdf

17 MacLean, M et al. (2015) 'Identity, storytelling and the philanthropic journey'. Sage Journals. <http://hum.sagepub.com/content/early/2015/04/28/0018726714564199.full>

18 The Community Foundation for Ireland. (2015) Giving and Gaining. <http://www.foundation.ie/2015/04/giving-gaining-entrepreneurs-view-philanthropy-ireland/>

There is an age bias too in how donors choose to refer to their charitable involvement, with the under 35 age-group much more likely to use 'charity'. While understanding giving identities has a vital part in motivating charitable involvement, dangers can lurk in using stereotypes to capture the giving of younger city donors, as other recent studies have found,¹⁸

'..although two-thirds of respondents understand 'philanthropy' to be a strategic, more engaged and purposeful approach to charitable giving, only a third perceives that they give in such a way. The term philanthropy also generates some unease..... appearing elitist...'

This is a fluid space, and in the future terms like social change-makers, change agents, social activists may gain more currency.

The 'more than money' millennials

One of the hallmarks of giving among millennials is the desire for deep engagement - contribution to good causes goes beyond donations of money. Many of the networks facilitate volunteering by matching skills or creating opportunities for young professional to donate skills directly, such as BeyondMe and The Engaging Experience Philanthropy Network run by the Bulldog Trust (<http://bulldogtrust.org/philanthropy-network>).

Network donors are more questioning and active participants in social action. This may be part of a generally more questioning attitude to traditional organisations and institutions, and the purpose of business amongst millennials, which potential employers and others are increasingly taking into account. As a result, some companies, particularly in financial, accounting and related industries¹⁹ are changing their approaches to the millennial generation of employees whom they know are looking much harder at business purposes and impact, and new working styles with a strong focus on achieving social as well as business value. Millennials are no longer content with corporate profit as the sole bottom line for success.

'Generational differences in terms of what's valued and required to engage millennials are already bringing about changes in what forward-leading companies need to offer. It provides a challenge to leaders to have the self-awareness that what worked for them won't work for the next generation.'

Steve Bright, Director, International HR

¹⁹ See for example the PWC Next Generation Studies. <https://www.youtube.com/watch?v=LQON0ypx4Ww>;

As a leading think tank has recently stated,²⁰ over the last two decades

'...An entire generation of socially responsible consumers, millennials... is coming of age demanding that companies wishing to earn their generation's loyalty in the marketplace and in the workplace demonstrate support for causes millennials believe in... the desire of millennials for pragmatic action that brings results will overtake today's emphasis on ideology and polarization.'

Inspiration and influences

What are the key inspirations for and drivers behind the decision to get involved in giving networks? Trumping all other motivations, the survey found a unanimous desire amongst network members to make a difference and help change society for the better. **Three-quarters** also believe that newer generations of donors are more oriented towards achieving real social change through charity and philanthropy than previous ones. As one London employee said in *More to Give*²¹

'Giving and volunteering show that people want to make a difference, actively get involved rather than ignore the problem: involvement also makes a political statement that the status quo isn't good enough, and it's good for communities to get together.'

Different aspects of members' lives are brought together in this general ambition for social change, with the vast majority (around **four-fifths**) saying that they are motivated to use their work and professional skills to improve social well-being as well as achieve business gain.

Values, beliefs and sense of duty

With such strong personal commitment to changing society, and to personal choices which empower this, it is not surprising to find that there is also virtual unanimity that the motivation to get involved is driven by personal beliefs (in the cause), values around what it is 'right' to do, and a sense of duty to give to others in need. Faith and religious beliefs played a part for around **one-quarter** of the members.

20 Winograd, M, Hais, M. (2014) 'How Millennials could upend Wall Street and corporate America.' Governance Studies at Brookings. May 2014

21 Pharoah and Walker, *ibid*

Reciprocity

Feeling good from giving, and personal concerns and links with particular causes are vital motivations for network members. Almost all (**86%**) network members believe that people are happier when they give back to society through donating their time or money. The enjoyment of giving, meeting like-minded people and individual self-development through charitable involvement are all important to most members. Many (**67%**) think that gaining new skills that will develop their career is important. Most (**68%**) are motivated to support issues that have affected themselves or others close to them, and a very substantial minority (**39%**) support those who share a valued part of their identity (such as race, ethnicity, gender and sexual orientation.) The reciprocal value of charitable involvement was also noted by a respondent in the earlier study

‘(Giving or volunteering) improves society, has a real and direct impact on people’s lives - and indeed boosts the lives of those who give their time and money.’

Although many networks are work-related, personal links remain important. For **three-fifths** of members an important motivation is improving their local community or neighbourhood. Many are motivated by their workplace too with a shared sense of corporate responsibility to give back.

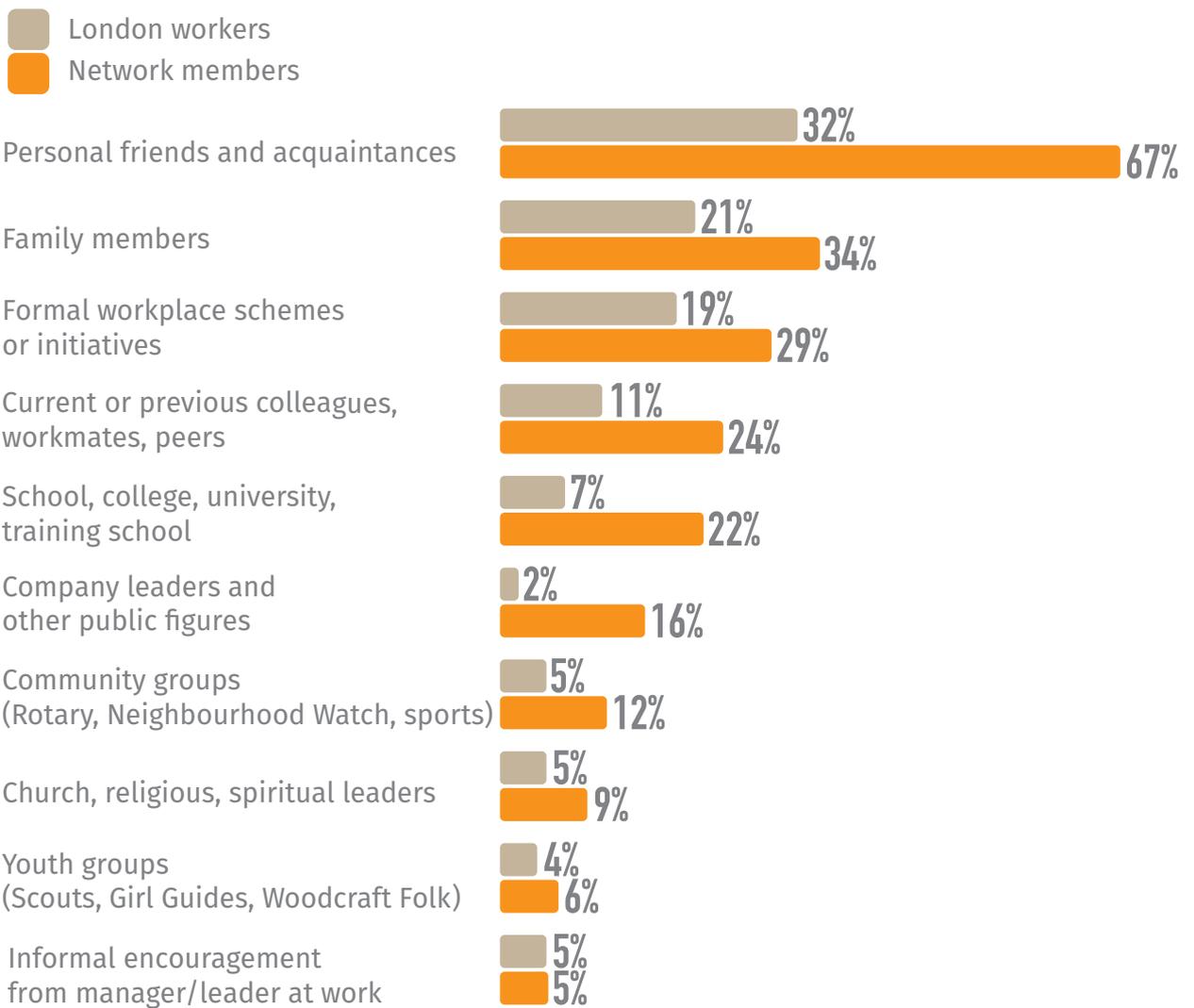
Open to influences

Personal and professional relationships are a very strong source of influence on the involvement of network members in giving and volunteering. They are **twice** as likely as the general population of London workers to say that friends and acquaintances are a key influence. This demonstrates the impact of network membership, as studies of giving circles have shown,²² and some members directly mentioned their networks as influential for their giving. More generally, network members seem to have experienced greater influence from other figures, including managers and colleagues, teachers and community groups than London workers more generally.

Employers were shown to be important influencers over London workers’ giving generally, and this influence was even stronger on network members (**19%** for workers generally, and **29%** for network members). This may reflect the life opportunities of network members (who have higher earnings, generally related to greater access to higher education and employment), but also shows the valuable effect which key influencers can have in motivating people to get involved in charitable action.

22 Eikenberry, A et al (2015) A Study of the Impact of Participation in UK Giving Circles.
http://www.academia.edu/15260901/A_Study_of_the_Impact_of_Participation_in_UK_Giving_Circles

Key influencers on the giving of network members and London workers generally



5. Philanthropic futures

Good things to come

Members' motivations around creating a better society and a holistic work-life balance mean they see charitable involvement as having an important place in their futures. This holds great potential for charities and social causes over the next few decades as they face a critical time for resources.

Around **one-half** of the members believe that the importance to their lives of charitable and philanthropic activities will grow in:

- professional or career development
- personal development.

Around **two-fifths** think the importance of charitable and philanthropic activities will grow in:

- their values, commitments and concerns
- business or work-related development.

Around **one-third** think the importance of charitable and philanthropic activities will grow in:

- their community and neighbourhood life
- social life, and meeting and making contacts and friends.

Around **one-fifth** believe the importance of charitable and philanthropic activities will grow in:

- their personal, family or household lives
- their leisure and recreational activities.

For those motivated by their religion or faith, charitable and philanthropic activities are likely already to have a strong place, but nonetheless **7%** of members envisage that the importance of giving to their spiritual life will grow.

Motivating others

Based on their own experiences, network members have valuable insights into what might most effectively prompt others like themselves to get involved in philanthropy. Asked about a range of possible approaches, the option with the top rating, selected by almost all network members, was the opportunity to apply their skills and experience more widely. It is hard to imagine a more positive affirmation of the importance that network members attach to linking their professional and charitable worlds, and adding value to philanthropic activities action through contributing their own particular expertise. As a volunteer from the earlier study of London workers commented

‘Passing on skills and support services by those who can make a difference assists others in need... providing opportunities they would not get otherwise.’

What approaches would encourage others to get involved? - % choosing each option	Highly effective	Quite effective	Not very/not effective
Learning by getting more involved in charity/philanthropy	56	32	12
Talks with like-minded peers on experiences of charity/philanthropy	55	39	5
Maximising effectiveness of charitable and philanthropic involvement	51	36	12
Occasional expert workshops on aspects of charity/philanthropy	47	41	12
A personal mentor to support/advise on my charity/philanthropy	42	40	18
Talks by prominent business people/celebrities involved in giving	39	51	10
Social investment approaches	32	31	38
Face-to-face training and courses	28	43	28
Information about mission, finances, activities of charities	25	56	19
Giving options-foundations, donor-advised funds, pooled giving	24	45	31
Tax-efficiency, methods and vehicles	14	46	39
An online group to access wherever convenient	14	47	39
General information about the charitable sector	11	41	48
Self-directed online courses with materials to use as convenient	8	20	72
Self-directed online courses with printed materials to use as convenient	7	19	74

Network members also attach high importance to the scope which charitable involvement offers to widen the boundaries of their knowledge, experience, skills in new social areas. The chance to improve knowledge and understanding of social needs was seen as having some importance²³ in incentivising others by **four-fifths** of them, with just over **two-fifths** rating this potential benefit as extremely important.

Around **three-quarters** rated as moderately or extremely important the opportunities to access opportunities to do new and different kinds of activities, gain greater understanding about opportunities, develop new transferable skills and experience, and contacts in related businesses and professions.

Just do it...

Members reveal a strong preference for experiential learning, or ‘learning by doing’. Learning by getting more involved in charity and philanthropy was regarded by the vast majority as an effective approach, with **56%** rating it highly effective. (See table opposite). It was more highly rated than both formal or informal training/information activities, though talks by like-minded peers sharing their own experience of charity and philanthropy come a close second. These findings reveal the desire of network members both for openings and bridges into the real world of charitable activity, and opportunities to ‘get their hands dirty’. Consistently with this emphasis on immediate experience, self-directed distance learning courses are the least highly rated.

There was a moderate agreement that support activities from expert workshops and personal mentoring to information on more specialised topics including social investment and options for giving could all play a role in encouraging others. And lower enthusiasm for information on tax-efficient approaches probably reflects many members’ existing extensive use of such products.

23 Respondents could choose ‘not important’, or ‘slightly’, ‘moderately’ or ‘extremely’ important.

6. Acting for impact

Network members work in business and professional contexts where high standards of performance and achievement are expected, as well as business acumen. They bring this culture to charitable and philanthropic activities, identifying areas they think could be improved and seeking tangible impacts

Inevitably experience and expertise varies, particularly as applied to the non-profit world. To help identify how networks might support and stimulate member development, members were asked to rate firstly the importance of various assessment tools and approaches and secondly their own level of experience and understanding of options (on a scale of 1-7, where 1 was the lowest rating).

Member rating: Their understanding and the importance of criteria for project assessment



Acting for impact with effective intervention in difficult social issues is complex,²⁴ and has various aspects, for example:

- assessing the most effective use of (necessarily limited) resources
- analysing the different layers of social need
- determining inputs most likely to lead to successful outcomes
- evaluating impact.

Striking examples of the challenges of effectiveness were given by respondents in our earlier study:²⁵

'I volunteered for a community-led public realm design charity... and in my 4-5 months there they didn't actually do any design projects with communities, just hosted discussions/debates. I think volunteering for community groups can be really effective because then they are less limited by their income and administrative (capacity) constraints.'

'(Making a difference) depends on the skillset of people and the needs in society. Where these are well-matched giving time to charities and community groups can make a difference. Where it is a gathering of disorganised and uninformed people it is probably less effective.'

In several areas most network members feel they have the experience and understanding, probably because they are already involved in various charitable and philanthropic projects, and are sharing information in their networks. Areas where members rated their experience and understanding highest are assessment of what can be achieved within different resource budgets, and evidence of results. These areas relate to tools and skills which many members are likely to be using in their professional and business lives.

The largest gap between ratings of importance and of personal experience and understanding occurred in appraising potential for preventive approaches to social problems and needs identification amongst target beneficiaries. This is not surprising, as these issues encompass the most difficult and intransigent problems which face

²⁴ In relation to the community context see for example The Community Toolbox <http://ctb.ku.edu/en/best-change-processes/implementing-effective-interventions/overview>

²⁵ Pharoah and Walker (2015) *ibid*



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effective intervention. Many contributing factors can be involved, some of which may lie beyond the scope of the charitable project. The challenge is in successfully identifying where a real difference can be achieved, and evaluating this can be formal or, as one respondent in the earlier study expressed it, informal and immediate:

'Society does best when people buy in to what is trying to be achieved. By people taking part they can easily see what impact their time and efforts are having.'

The importance of most issues was generally rated higher than knowledge in most areas, as the graph shows. This suggests that members might welcome the opportunity for further information or back-up, particularly where they are already facing issues within charitable activities. Topics for further learning could include assessing scope for innovation and change, evaluation, the role and tactics of advocacy and campaigning, social investment, charitable governance.

7. Capitalising on London's philanthropic potential - A call to action

This study aimed to assess London's giving, and find out how millennial employees' desire to make a contribution to society can be strengthened and encouraged, specifically through exploring the charitable and philanthropic involvement of giving network members.

It finds that:

- London millennials are connecting to make a bigger difference to society
- network members have a more holistic approach to life and want to live their values at work as well as in their social and personal lives
- network members are highly engaged and 'hands on' – offering money and pro bono hours in support
- networking reinforces the impulse to do good, and builds philanthropy
- networking educates members about the charitable sector and equips them with new skills they can use in the workplace.

£20m a year by 2020

This second study amongst networks of employees and peers has shown how donor or supporter-led networking can build communities of interest in charitable activities and motivate people through access to sharing experience, learning more about opportunities, meeting like-minded people, growing commitment and having fun.

We know London is contributing to charity on a scale that matches its contribution to GDP, but we also suggest it could do more considering the concentration of wealth that resides in the capital, and indeed the wealth it attracts from abroad. To that end we are calling on London employers and other funders to make the most of the potential for giving through networks among young employees to help it grow to a value we indicate could be in excess of £20m a year by 2020. (See Appendix 1 for calculation).

- employers and companies have a pivotal role to play in encouraging networks,

and should include support for the development of workplace-based networks as part of their CSR and company giving programmes

- those organisations, institutions and individuals concerned about encouraging a new generation of philanthropists or creating a culture of generosity in the city should invest in donor-led networks providing core support and encouragement to grow including space to operate from and back office support as well as access to charities and community groups
- the value of encouraging networking amongst those interested in charitable, community and philanthropic involvement should be promoted more widely within settings such as professional and trade bodies, interest groups and societies, institutes, schools and universities.

Much More to Give

The research presented in the two companion 'More to Give' reports shows that London's younger workers, whether already highly active and networked around giving or at an early stage of involvement, want to get more involved in giving and volunteering. Whatever stage they are at, they need more opportunities, leadership and support if they are to contribute their full potential to building a better society. Employers and workplaces are particularly critically placed to offer the range of involvement opportunities attractive to employees at different stages of their career and personal development, and to gain from the benefits which, as the research shows, accrue from this investment. They should work with other key influencers and agencies in London to ensure that giving and volunteering become a normal part of life and work in the city.

8. Appendices

Appendix 1

Notes on calculating a figure for London giving

Source of giving	Estimated amount	Notes on calculation
General population individual giving	£2.0 billion	CAF/NCVO UK Giving 2005 ²⁶ survey of individual giving estimates London accounted for 19.5%. CAF's UK Giving 2014 ²⁷ survey estimated current total giving of £10.6 billion. 19.5% of £10.6 billion = £2 bn.
Charitable legacies	£0.394 billion	Londoners pay 25% of all inheritance tax = £755 million out of the UK total £3,051 million. ²⁸ Assume Londoners also get 25% of the total IHT relief of £630 million = £157.5 million = charitable bequests of = £394 million (IHT calculated at 40%).
Major gifts	£0.856 billion	These need a separate estimate from general population giving. Very large gifts are too thinly distributed in the population to get included in sample surveys (even if the wealthy were at home when survey companies telephone!) Londoners pay 36.5% of all tax collected on incomes above £50k per annum. ²⁹ If they get 36.5% of HRT charitable tax relief = £171.5m = £857.5 giving (incl. tax back to charity). ³⁰
London's independent trusts and foundations	£2.01 billion	39% (978) of grant-makers have an address in Greater London. ³¹ Their grants total was £2.01 billion in 2012. (Excludes the Big Lottery Fund whose funds are raised nationally and allocated by government).
Company giving	£0.327 billion	159 companies give an address in London, and the giving of these companies is included in the figure. ³² In total these gave cash donations worth over £327 million in 2011.
GRAND TOTAL	£5.6 billion	

26 CAF/NCVO UK Giving 2005/06

27 CAF. UK Giving 2014
<https://www.cafonline.org/docs/default-source/about-us-publications/caf-ukgiving2014>

28 HMRC. Table 12.10a Inheritance Tax. Dec 2012-2013

29 HMRC. Table 3.11 Income Tax by gender, region and country. Dec 2015

30 HMRC. Table 10.2 Costs of Tax Relief. Dec 2014

31 Traynor, T and Walker, C. (2015) Sector Insight: UK Grant-making Trusts and Foundations 2015. DSC: London and DSC The Directory of Grant Making Trusts 2014/15. DSC: London.

32 Walker, C. (2013) The Company Giving Almanac. DSC: London.

Notes on calculating a figure for the potential of network giving in London

Figures shared by 10 London networks suggest that they currently donate around £0.7m cash a year in aggregate to small charities and projects. They have around 3000 members altogether, meaning average giving per member is £233. The workday population of the London region is around 8.7 million,³³ therefore it can be estimated that if employers extended network membership to just **1%** of London employees by 2020, and each of these gave or raised £233 in that year, an additional £20 million could be collected for charity.

³³ London DataStore. <http://data.london.gov.uk/dataset/workday-population-by-sex-and-age-borough-and-ward>

Appendix 2

MORE TO GIVE: LONDON MILLENNIALS WORKING TOWARDS A BETTER WORLD

EXECUTIVE SUMMARY

This report reveals that there is a strong motivation amongst younger city employees to support the work of charities and community groups through giving and volunteering.

It presents the findings of the first London-wide research on employee involvement and attitudes around giving back to society. Placing a spotlight on the aspirations of the 'millennial generation', it finds a distinct generational giving profile.

Entering city employment from 2000 onwards, in the wake of 9/11, the millennial generation has experienced economic and social turbulence unknown to its predecessors who had enjoyed the heady growth of the '80s. This research finds many millennial employees have high expectations of how they, their employers and the wealthy could make a bigger contribution to building a more equable and sustainable society. Moreover, the youngest employees are looking for opportunities not only to give money, but to apply their existing professional or business skills to help charitable organisations, in turn gaining new expertise which benefits their working and personal lives.

A distinct millennial profile has emerged. The desire to get more involved in giving and volunteering is most positive for the younger, millennial generation of employees and declines consistently across the older age-groups. This particular age-trajectory, or age-linked trend, showing strongest and most positive results for younger employees, is repeated across almost all the other aspects of philanthropy studied. Motivation to give more, expectations of what employers can contribute, the desire for more philanthropic information and for workplace and other opportunities to give time or money are all highest in the younger age-groups, consistently tailing off across older age-groups. This is a strong indicator of the specific value of investing in the millennial employees' willingness to give. With the pressures on London's infrastructure growing daily, and a further era of spending cuts imminent, this philanthropic impulse is a potential asset for the voluntary sector which we cannot afford to neglect.

Key Findings

The research is based on existing studies, and an online survey of 1,007 full-time workers aged 18-plus in Greater London, carried out by YouGov¹ in March 2015. Key findings are:

Active current involvement in giving and volunteering

*'...the act of giving itself (time or money) makes people more invested in the community moving forward, and therefore more likely to participate'
London worker²*

- four-fifths (**80%**) of workers give money (ad hoc or regularly) to charity and community groups, **78%** amongst the under-35s;
- **43%** of respondents aged under 35 in London volunteer (ad hoc or regularly) for charity and community groups, compared with **37%** of those aged 35 and over.

Strong desire to do more amongst younger employees

- **35%** of respondents aged under 35 want to give more money than they do, compared with **21%** in the 35 and over group;
- **53%** of the under-35s want to volunteer more than they do, this reaches **60%** in the youngest 18-24* age-group and it compares with **35%** for the oldest age-group of those aged 55 and over.

1 <https://yougov.co.uk/find-solutions/omnibus/london-and-citybus/>The fieldwork was undertaken between 9th-17th April. The total sample size was 1007 adults, with 400 respondents aged between 18-34, of which 42 were in the 18-24 age band, and 607 respondents aged 35 and over. The largest single group of respondents worked in media/marketing/advertising/PR and sales (151), closely followed by the Financial Services sector (137).

2 All quotations in this report are from London workers included in the survey, except where otherwise noted.

* 400 respondents were aged between 18-34; 42 of these were in the 18-24 age-band and although this 18-24 age-group is not statistically robust, assumptions can be made about it from this sample.

Main influences on giving – the role of employers

- Current and recent workplace schemes and initiatives are the second largest influence on the current giving and volunteering of the under-35s surveyed, with over one quarter (**26%**) mentioning its positive influence, dropping to 15% in the 35 and over group;
- Managers and team leaders (**9%**) and colleagues (**12%**) are more influential than company leaders and other public figures (**2%**) to those respondents aged under 35;
- Friends and acquaintances are the most important role-models at all ages: overall **32%** mention them as sources of influence on their giving and volunteering;
- The workplace has an important influence on younger respondents aged 18 to 24 compared with those aged 55 and over (**17% vs. 11%** respectively). However, community groups and spiritual leaders are more important for 55 and overs (**2% vs 12%** respectively).

High expectations & aspirations for giving back to society

- Three-quarters of all full-time London employees (**75%**) agree giving back makes you happier, with little variation across the age-groups;
- Over three-fifths of under-35s agree opportunities at work to get involved in supporting charities help employees to develop work-related skills (**62%**), compared with **48%** in the 35 and over group;
- **38%** of under-35s say the global economic crisis made them think it is important to give something back, compared with **30%** in the 35 and over group;
- Nearly half of under-35s agree that employees are looking for companies which aim for social and environmental value as well as business success and profit (**46%**), compared with **29%** in the 35 and over group;

* 400 respondents were aged between 18-34; 42 of these were in the 18-24 age-band and although this 18-24 age-group is not statistically robust, assumptions can be made about it from this sample



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- Over two-fifths of under-35s say that whether companies offer opportunities to get involved in supporting charities and community groups is important to them (**42%**), compared with **29%** in the 35 and over group.

Encouraging more giving

- **27%** say more information that their financial donation has had an impact on beneficiaries would encourage them to give more, rising to **48%** for 18-24 year olds;
- **31%** of 18-24 year olds want more information on tax-efficient giving, compared with **17%** for the sample as a whole;
- Over a fifth (**21%**) of under-35s are interested in alternative ways of giving such as social investment, rising to **29%** amongst 18-24 year olds.

Encouraging more volunteering

- Factors which would encourage volunteering amongst respondents are access to someone who could match skills and experience with an appropriate charity (**30%**), more information about local needs (**29%**), and opportunities to use existing skills and experience (**28%**) or gain new ones (**28%**);
- **36%** of 18-24 year olds believe that access to someone who could match their skills and experience with an appropriate charity would encourage them to volunteer, twice the proportion for respondents in the 55 and over age-group (**18%**).

Financial Services sector in the spotlight

- Employees who currently work in the Financial Services sector could already be working in a culture of workplace giving; **35%** of its employees cite workplace schemes or initiatives as a key influence on giving, against an average **19%**.

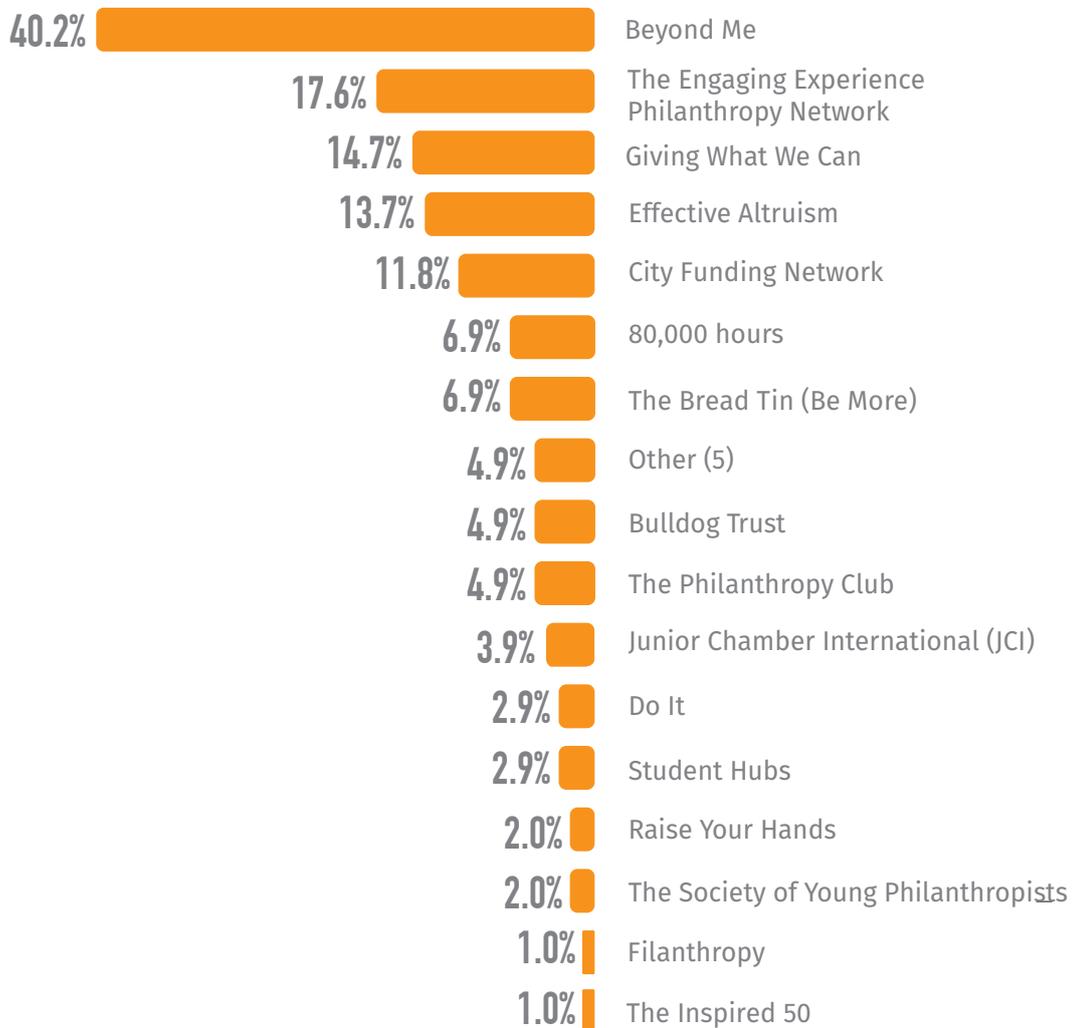
Recommendations

Clear messages emerge about how to capture and make the most of the potential of younger people in the city to get more involved in giving and volunteering:

- London's leaders should more explicitly value giving, volunteering and philanthropy amongst the city's young employees, and encourage these through the city's many channels;
- London's employers should create more workplace-based opportunities to get involved in volunteering and giving, to tap the huge philanthropic potential amongst London's young employees, and to attract and develop younger employees;
- More ways of supporting younger employees in London in starting and pursuing philanthropic activities alongside other work and life choices should be established;
- Charities and community groups should address young employees' clear knowledge gaps with easy and engaging information platforms;
- Companies should openly value employee volunteering and philanthropy in ways such as incorporating them in personal development and corporate responsibility targets, 'Volunteering and Philanthropy in the Workplace' Certificates, Volunteer Awards schemes, Annual Volunteer Days or Thank-you Days.

Appendix 3 Participating networks

The following networks participated in our survey that attracted 102 responses.



BeMore (Formerly The Bread Tin)

Be More was founded as The Bread Tin by social entrepreneur Peter West in 2009. It has since raised over £200,000 and supported a variety of causes from helping young Londoners find employment to building a new hospital ward in Madagascar. Teams of donors each donate £1,000 over the course of a year. A 'core donor' then donates £5,000 to create a pot of up to £20,000. The group meets monthly to decide on a charity and project to fund. This in-depth process of discussion, research and planning ensures that groups are able to maximise their impact with their donation.

www.bemore.org

BeyondMe

BeyondMe is a growing movement bringing professionals, businesses and charities together to make a meaningful impact. BeyondMe creates teams of seven colleagues and a senior sponsor who join together to donate their time, skills and money to a charity for one year. Since the network was founded in 2011 by Millennials Adam Pike and Michael Harris, it has created 80 teams donating £350,000 and 12,000 hours of business skills. BeyondMe seeks to inspire future leaders to be generous and therefore cultivate the culture of giving in the UK.

www.beyondme.org

The City Funding Network

The City Funding Network launched in July 2012 and is based on The Funding Network's high energy 'Dragon's Den' live crowd-funding model, with charities making a short pitch to a roomful of funders, followed by rounds of pledging. It meets twice a year and has raised more than £160,000 for 18 charities.

www.thefundingnetwork.org.uk/city-funding-network/

Do-It Trust (London)

The Do-It Trust launched in 2012 as ivo with the aim of modernising volunteering and social action through the use of new and emerging technologies. A registered charity, Do-It is a leading volunteering voice that harnesses digital to mobilise people to effect social change. Do-it.org lists over 1m volunteering opportunities that are posted by volunteer centres, national/local charities and voluntary groups. Enabling 250,000 people every month to donate their time and build their skills, Do-it ensures that over 50,000 organisations find the help they need to provide vital services to the community.

<http://doittrust.org/>

Effective Altruism London

This informative and social group is for anyone based in London who is interested in making the biggest possible difference in the world through high impact philanthropy or other evidence based methods. It aims to encourage more people to give effectively and to support those who already do so and are living and working in London.

www.effectivealtruismhub.com/groups/london-effective-altruism

Engaging Experience Philanthropy Network (Bulldog Trust)

The EEPN, founded by philanthropist Dame Stephanie Shirley in 2009 and run by The Bulldog Trust assists network members by connecting them with volunteering and pro bono opportunities with suitable charities, projects and social enterprises. Network events are held every few months at The Bulldog Trust headquarters in Two Temple Place, London.

www.bulldogtrust.org/philanthropy-network/

Filanthropy*

Filanthropy* organises fun parties that cultivate collaboration for social change. Three selected, inspirational social entrepreneurs share their stories and break down how they would spend £1,000 to a crowd of funders. There is an opportunity to ask questions, chat to the entrepreneurs and socialise, before donating time, money and other resources.

www.filanthropystar.org

Giving What We Can

Giving What We Can is an international society dedicated to eliminating extreme poverty. Members pledge to donate at least 10% of their income to relieving suffering caused by extreme poverty. The network also advises on the most effective charities working in poverty relief in the developing world.

www.givingwhatwecan.org

JCI London

Junior Chamber International (JCI) is a voluntary, world-wide personal development organisation for young professionals and entrepreneurs in their twenties and thirties. The mission of JCI is to provide development opportunities that empower young people to create positive change. JCI focusses on five areas: business, training, international, community and social.

<http://www.jcilondon.org.uk/>

Inspired 50

The Inspired 50 is a London network of ‘adventure philanthropists’ who undertake extreme challenges around the world while creating social impact in the countries they visit. As a network they share information and provide support.

<http://inspired50.com/>

The Philanthropy Club

The Philanthropy Club is a members-only club of philanthropists and aspiring philanthropists. This club holds social and networking events, philanthropy master classes and Secret Circle events for members to exchange stories and experiences, learn about strategic giving and engage directly with selected causes.

www.thephilanthropyclub.com

Raise Your Hands

Raise Your Hands is a fundraising community that allows members to give easily and effectively. Members donate a minimum of £10 per month online that gives them a vote on which 6 of the carefully selected charities should be funded from the pooled resource. In 2014 their 130 plus members raised around £190,000.

www.raiseyourhands.org.uk

Society of Young Philanthropists

The Society of Young Philanthropists is the UK division of the World Council of People for the United Nations. They are dedicated to incentivising and facilitating the involvement of young current and future leaders in social action.

The Society operates in various ways, including:

- providing a platform for charities and social action projects to make their needs understandable and accessible to members
- hosting salon-style dinners to encourage discussion and activity; and larger-scale fundraising events
- helping people do good: either volunteering, donating, or fundraising

<http://theyoungphilanthropists.com/>

Student Hubs

Student Hubs is a national network established by students committed to improving the delivery of social action. The team implements and evaluates projects that bring students and the community together. The hubs benefit from the opportunities to share learning and resources across its network that operates in 10 universities

<http://www.studenthubs.org/>

80,000 Hours

80,000 hours is an Oxford-based organisation that conducts research on the careers with positive social impact and provides career advice online, through one-on-one advice sessions and through a community of like-minded individuals. The organisation is part of the Centre for Effective Altruism, affiliated with the University of Oxford. The organisation's name refers to the typical amount of time someone spends working over a lifetime. Members of 80,000 Hours must 'use their careers, at least in part, in an effective way to make the world a better place'. The only formal requirement is that they report on their altruistic activities once a year. William MacAskill is the Founder and President of 80,000 Hours and the co-founder and vice-president of Giving What We Can.

<https://80000hours.org/>

About CGAP

CGAP@Cass is a consortium of researchers at, or linked to, Cass Business School, City University. It is dedicated to advancing our understanding of giving and philanthropy, and to sharing and disseminating knowledge in philanthropy research, policy and practice. CGAP's current programme looks at the contribution of charitable trusts and foundations, individual and corporate giving, as well as philanthropy education, and the challenges of new institutions and modes of giving, building on an initial award from the ESRC, Cabinet Office and Scottish Government. For further information see: www.cass.city.ac.uk/research-and-faculty/centres/cgap. **Research outputs can be accessed at www.cgap.org.uk/**



Cathy Pharoah is Visiting Professor of Charity Funding and co-Director of the Centre for Charitable Giving and Philanthropy at Cass Business School, City University. She has a long track record of research in voluntary sector income and funding trends, specialising in philanthropy.

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About City Philanthropy

City Philanthropy - A Wealth of Opportunity is a project funded by the City of London Corporation's charity, City Bridge Trust. It aims to encourage a new generation of City philanthropists and promote London as a global centre for philanthropy. It is involved in a range of activities that inspire, inform and educate younger donors; and offers support, networking and giving opportunities to enable more philanthropy. Through its convening role it works to encourage collaboration among those involved in philanthropy in the City and www.cityphilanthropy.org.uk





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