WHAT INFLUENCES WEALTHY DONORS TO GIVE TO DIFFERENT CAUSES?

A research review

NOVEMBER 2017
THE ENVIRONMENTAL FUNDERS NETWORK (EFN)

EFN is collaborating to secure a truly sustainable and just world, fit for people and nature. Our mission is to increase financial support for environmental causes and to help environmental philanthropy to be as effective as it can be. Our members are funders, mainly based in the United Kingdom, who pursue these aims at home and overseas. As their network we will work inclusively, efficiently, transparently, accountably, and to high standards of social and environmental responsibility.

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With thanks to the philanthropy advisors who generously shared their knowledge and experience with me; and to Beth Breeze, Bernard Mercer, Adrian Sargeant and Florence Miller for their input and comments.
Introduction

Donations to the environment are estimated to represent less than four per cent of total foundation giving in the UK and less than five per cent of public donations. In research about the causes to which the wealthy give, the environment is always a low priority. In an attempt to understand the reasons, this paper summarises the state of knowledge around what facilitates wealthy individuals to donate to different causes, with a particular focus on environmental causes. It summarises the key learnings from this knowledge, provides a reading list, and makes recommendations for the Environmental Funders Network’s strategy for expanding environmental philanthropy, as well as for environmental charities running major donor programmes. In general, the information reviewed is recent (within the last 10 years), and is either UK-focused or includes the UK along with other populations. Research entirely focused on other countries has not been reviewed, because the influences on philanthropy can be very different in other contexts and cultures. There is an enormous amount of literature about what influences high- and ultra-high net worth individuals (HNWs and UHNWs) to give, and this is intrinsically linked to why they give to different causes. However, there has been less in-depth research into how donors decide which charities to support. There is virtually no research on motivations or barriers for giving to the environment — apart from personal stories from donors, there is only one public UK-based study that seeks to explain why relatively few HNWs give to environmental causes.

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1.a. General motivations

There have been numerous studies into the attitudes of HNWs towards philanthropy (see reading list, Appendix 1), including their general motivations for giving. *Richer Lives: Why Rich People Give* by Beth Breeze and Theresa Lloyd, a UK-focused study on why and how HNWs engage with philanthropy, compiles learnings from a thorough and broad-ranging methodology (surveys, interviews, a literature review, and a secondary analysis of primary data published by other sources) and builds on similar research carried out in 2004. It concludes that rich people give when they feel a resonance with a cause to which they can make a tangible difference, because they feel they can — and should — do something about it, and know they will develop themselves and enjoy the relationships that emerge as a result of their gift.

All of the other research broadly reflects these findings, with minor differences depending on how the research was carried out, the type of questions asked, and the population studied. The studies all agree that giving is motivated by a complex array of factors. Both formal research studies and philanthropists’ stories show that wealthy people have a strong sense of duty to give (driven by religion, family, or responsibility to share their wealth), and usually have a personal connection to the cause from childhood experience, family history of giving, or a life-changing event. The *Major Donor Giving Research Report* by the Institute of Fundraising is an excellent synthesis of the research into major donors and philanthropic giving, including motivations and barriers to giving, that had been conducted prior to 2012. *Insights into the Future of Philanthropic Innovation: Philanthropy Literacy for Future Leaders* aims to identify the changing landscape of philanthropy through extensive literature reviews plus interviews and surveys with sector leaders (including, but not limited to, philanthropists). It draws on a knowledge of philanthropic psychology to propose that individuals have a core of six human needs that may potentially be met through the practice of philanthropy, and suggests that future philanthropic innovation should maximise the value that donors get in each of these areas (which they define as: our need to make a difference, for autonomy, positive relations with others, growth, purpose in life, and self-acceptance).

As would be expected, the motivations of HNWs are not significantly different to the general population (see reading list, Appendix 1), although there is evidence that wealthy donors are increasingly influenced by the level of engagement they can have with the causes they support, the impact of their donation, organisational effectiveness, and the potential to be ‘in the driving seat’ (to use their natural entrepreneurial and leadership skills for good).
1.b. Motivations of ‘new philanthropists’

Wealth in the UK is changing. When the Sunday Times Rich List started in 1989, only 21 per cent of those listed had made their fortunes themselves, whilst in 2013, almost 80 per cent were self-made. Many of the studies reviewed found that this new generation of self-made HNWs engage with philanthropy in a very different way to people who have inherited their wealth.

For example:

- They are more analytical and looking for greater effectiveness. They want evidence about the likely impact of their donation both before making it, and through regular updates afterwards.
- They want a deeper engagement and a more active role with charities they support, and to be able to use their business and entrepreneurial skills to improve organisational effectiveness.
- They are more interested in using entrepreneurial investment techniques (sometimes called ‘socially conscious investments’) to create more sustainable organisations, which improve the way the organisations address social needs and deliver broader benefits to society, like training and job creation.
- They take a more long-term view, give more strategically, and are more likely to align other aspects of their lives (e.g. their investments) with their giving.
- They are more risk tolerant. (The paper Risk and Philanthropy examines how risks in international development philanthropy are defined, assessed and managed. The findings and recommendations are relevant to other sectors.)
- They are less likely to give out of a sense of duty or responsibility.
- They give away more of their wealth – once they start giving. They often put off philanthropy as they are focused on building their businesses.
- They are more likely to seek advice about giving (from philanthropy advisors, family members or peers) and more likely to involve their children in their giving decisions.

Several of the studies reviewed describe the characteristics of different types of donors that have emerged from their analysis or different ‘donor journeys’ which affect the way HNWs give. These portraits of donors can be useful for charities when considering what types of donors to target.

1.c. How donors choose different causes

Breeze and Lloyd also explored the question of how HNWs decide whether to consider a cause or not, and why wealthy donors change their giving. They found the following factors (or ‘filters’) were important in deciding whether to consider a cause or not:

- Prior interest in the cause
- Being asked by someone they know and respect
- Belief that the donation will make an impact – donors show a preference for considering requests that will lead to tangible and significant benefits
- A fit with pre-determined objectives – showing a more strategic approach to giving

1.d. Barriers to giving

Many studies found that a consistent barrier to giving more or to a particular cause/charity is not being able to understand the impact of a donation. Concerns about the ways charities are run is also an issue for the wealthy, and once they have decided on a general cause, it is efficiency and the amount spent on administration which are the two most important factors when deciding whether to consider a cause or not.
selecting an individual charity (89 per cent and 88 per cent respectively\textsuperscript{12}). The majority of the wealthy (53 per cent) believe that charities are inefficient in managing donations\textsuperscript{12}. Men are more sceptical than women and the very wealthy the most sceptical\textsuperscript{12}. Of UK–based high net worth individuals (defined as those with over £3m in investable assets in this study), 65 per cent believe charities are inefficient\textsuperscript{12}.

The majority of HNWs say they would be motivated to donate more if they had a better understanding of the positive impact of their giving and if they could see how their contributions effected social change\textsuperscript{15}.

Personal financial considerations were also identified as a barrier to donating larger amounts, especially for HNWs with financial dependents and other commitments\textsuperscript{8, 15}. It is an individual’s perceived level of wealth and financial security that determines the amount they give, not their actual level of wealth.

\textbf{1.e. Other general trends identified in the literature review}

- Giving circles and networks are becoming more popular, and HNWs involved in giving circles tend to give more than those who aren’t\textsuperscript{16}. Giving circles and informal collaborations are particularly popular amongst younger philanthropists\textsuperscript{11, 22, 38}.

- Philanthropists are often attracted to giving locally – to the area where they grew up, where they live, or where they have their business/made their wealth\textsuperscript{17, 22}.

- Research into match-funding has found this is a successful and popular way of incentivising greater giving – both more people giving and people giving more – and that this is particularly true for the new generation of younger philanthropists\textsuperscript{22, 40}.

- More HNWs are looking for advice on their philanthropy, from wealth/philanthropy advisors, family or peers\textsuperscript{9, 26}.
There is very little research that explores motivations for giving to environmental causes, and only three pieces of literature that relate to this, summarised here:

2.a. Research conducted by the Australian Environmental Grantmakers Network (AEGN)

In 2012, AEGN commissioned research to analyse what motivated its members to give to environmental causes, and what they perceived were the barriers to giving. AEGN members had a genuine interest in environment issues and a strong belief that they are among the most important issues of our time. The research identified these drivers for giving to the environment:

1) **A love, respect and awe for the environment.** Many respondents grew up in or visited natural environments when they were young, or had travelled extensively. There was reference to the peace people feel in nature and the spiritual connection. Most had careers involving science (e.g. physicians, ecologists, geographers, biologists), and therefore had a genuine interest and deep understanding of the importance of the environment for our existence. AEGN members were generally highly informed, and had a strong interest in and respect for science.

2) **A belief that the environment is at risk.** Some members mentioned personal experience of seeing land disappearing under development.

3) **An understanding that humans are inherently connected to the environment, and that the damage to our environment translated to a threat to the health and security of society.**

4) **A concern that not enough is being done** – and feeling obliged to do something.

5) **A belief that they can make a difference**, even if acting as a small cog in a larger machine.

The following barriers to giving to the environment or giving more to the environment were identified through the research:

1) **Other issues considered ‘more important’**. Other issues included giving to arts and culture, cancer research, mental health and disabilities. These are issues with a clearly defined problem and the giving is solutions-oriented. For many people there is also likely to be a direct personal interest in giving to these issues.

2) **Performance of environment sector and ‘radical greenie’ perception.** Even though the environment sector is broadly seen as having been successful, there was concern among philanthropists about how effective the sector continues to be. Many philanthropists are also ‘pragmatic idealists’ and are not drawn to the activist approach from some environmental groups.

3) **Vastness of the environment and lack of understanding.** Unlike other issues that people give to, the environment and the challenges involved are often seen as overwhelming and too large to be able to make an impact on.

4) **Invisibility of philanthropy.** People who give generally do not like to talk about their giving because they believe this involves them talking about their wealth.

5) **Not knowing where or how to give.**

From conversations with philanthropy advisors in the UK (Coutts, Barclays, J.P. Morgan, CAF), it is clear that these points are also significant issues for UK philanthropists, particularly other issues being seen as more important/urgent, the vastness of the environment sector and lack of understanding, and the perceived difficulty in having an impact. They also pointed out that most of their clients are initially
motivated to support a particular cause because of a personal connection to it, and this very rarely includes the environment. As a result, many funders are put off funding the environment and prefer smaller, more straightforward causes which they perceive as ‘solvable’.


Although this is a high-level guide for donors aimed at helping them to understand the major issues facing the world’s environment and the interventions to address them, it also includes information from consultations conducted in 2006 by NPC with a wide range of participants about environmental giving, including charitable trusts/foundations and private donors. Although the research is now over 10 years old and the numbers interviewed in each group were relatively low (100 participants in all, also including corporates, charities, consultants, advisers, think tanks, research institutes and governmental bodies), this is the only public study in the UK that focuses on giving to the environment.

The conclusions broadly agree with the Australian research and the messages from philanthropy advisors – that donors are deterred by the size of the problems, uncertainty over data and lack of guidance, and that ‘poverty and disadvantage are visible now: environmental degradation is often seen as remote from our everyday lives, with consequences to be felt in the future’.

In a recent discussion with the author (Bernard Mercer) about barriers to environmental giving, he pointed out that people often don’t fully understand their own motivations, or find it hard to articulate them, or will not tell you exactly what they think. In his experience, these are significant barriers to environmental giving:

### THREE WAYS IN WHICH THE SECTOR COULD ENCOURAGE MORE DONATIONS FOR THE ENVIRONMENT

**More funders:** There is an over-reliance on a handful of charitable trusts, which does little to encourage confidence that innovation and ambition will be rewarded by increased support from many donors. An increase in the number of funders is the sector’s most pressing need. So the simple act of joining efforts helps to address this problem.

**Better knowledge-sharing:** Knowledge-sharing and dialogue among funders and charities is essential. When networks and forums work well, lessons learned can be absorbed by others, groups can act in concert, and greater progress can be made. The sheer scale of environment problems demands more of this sort of collaboration.

**Better information and analysis:** Information, analysis and guidance are essential ingredients of success. Yet right across the environment charity landscape, further progress is being constrained by their absence. In many cases the primary data already exists, but a lack of energy, confidence and will has allowed a vacuum to develop, especially in the critical area of policy guidance. Funders could turn this parlous state of affairs around within a few years.
Herb behaviour: people will tend to give to causes that their peers, friends and family are supporting. The environment sector is small with few foundations/individuals giving really meaningful amounts compared to other causes.

Difficulty in relating to the environment: relatively few people feel they have a personal connection to the environment, and it is much easier to relate to other causes (e.g. children, medical charities, experience of poverty from travelling or personal roots).

Controversy: the environment can be seen as a controversial or risky sector to support (perhaps more than any other sector), and can be perceived as left-leaning and anti-capitalist.

There are disagreements within the sector, and a lack of cooperation between environmental organisations compared to other sectors.

2.c. ‘Philanthropology: The Evolution of Giving’

This paper was based on an in-depth quantitative study in March 2009 of 500 HNWs (defined here as investible assets of over £500k/$1million), including 150 UHNWs (investable assets of over £3million/$5 million) in the UK and the US on attitudes towards philanthropy. The report broadly defines six different types of HNW donors, what their characteristics are and what motivates them. It identifies and describes two types of donor most likely to give to the environment, ‘eco-givers’ and ‘privileged youth’, as well as ‘altruistic entrepreneurs’ who give to all causes (see Appendix 2). Eco-givers are most likely to give to the environment and are typically young, self-made businesswomen who are concerned about climate change and interested in causes that alleviate environmental disasters and help to slow or reverse climate change.

In addition to the three papers above, personal stories show that those who do give to the environment were often influenced by a personal experience (e.g. seeing ice caps melting), childhood experiences (e.g. being brought up in the country and being very connected to the natural world) or history of the family giving to the environment.

‘Eco-givers are most likely to give to the environment and are typically young, self-made businesswomen’
3. Recommendations for EFN’s Expanding Environmental Philanthropy strategy

- Conduct research with UK HNW philanthropists about their attitudes to giving to environmental causes, to further inform strategy.
- Produce guides on giving to the environment, to help philanthropists and wealth advisors navigate this complex area. Consider mentoring programmes and courses.
- Use research into donor profiles to carefully target certain groups of people (e.g. ‘eco-givers’, younger self-made entrepreneurs, more independent-minded donors) and ensure our programmes will appeal to them (e.g. speakers at salons).
- Make connections with causes that are perceived as important and urgent (e.g. poverty alleviation, refugees, health problems) and demonstrate their connection with environmental issues.
- Work with giving circles and funding networks (both formal and informal) to raise the profile of the environment amongst donors. Look into the feasibility of a women’s environmental network, like Rachel’s Network in the USA, and work with Local Community Foundations. Seek to present at events attended by wealthy donors (e.g. family office network events).
- Explore the potential impact of match funding on encouraging donations for the environment, e.g. by working with the Big Give, or by running a pledge campaign.
- Ensure the impact of donations and grants is communicated in our work (e.g. through telling funders’ stories), and consider providing training in impact reporting for environmental charities.
- Find ways to ‘mainstream’ environmental philanthropy, and find creative ways of involving people and giving them opportunities to connect with the cause and network, e.g. PR around large gifts for the environment from new funders; bringing together targeted groups of people to connect with and support certain causes (e.g. yacht owners – marine projects).
- Work with fundraisers at environmental organisations, as they are the largest army of advocates for encouraging more philanthropy to environmental causes.

4. Recommendations for environmental charities

- Provide strong, convincing evidence of the likely impact of donations before they are made, and provide donors with regular updates afterwards.
- Find ways to provide HNWs with a deeper engagement with the causes they support, and consider asking if they will use their business and entrepreneurial skills to improve your organisation’s effectiveness.
- Be aware of entrepreneurial investment techniques, and develop programmes that allow donors to give in this way.
- Use donor profiling to identify the types of HNWs who are most likely to support a particular cause, and target efforts towards these groups.
- Consider match funding schemes, and include giving circles and funding networks in your fundraising strategy.
- Make it clear to potential donors how your organisation works collaboratively with other organisations towards common goals.
Appendix 1  Reading list and references

PERSONAL STORIES: GENERAL

A publication that looks at eight outstanding UK philanthropists’ lives in the hope of inspiring others. Includes quotes and comments from the philanthropists.
http://www.thinknpc.org/publications/philanthropic-lives/

Personal stories collected from 19 high-profile individuals about what charities they support and ways they first became involved, collected 2006 to 2012.
http://www.thinknpc.org/publications/my-philanthropy/

A selection of inspiring stories from fellow philanthropists who are sharing their approaches to and strategies for giving.
http://philanthropy-impact.org/inspiration/personal-stories

Case studies that offer insights into effective philanthropy.

Fourteen stories of AEGN members that explore why they became involved in environmental giving, the types of projects they give to, how their giving has developed over the years and what they personally gain through their support of environmental projects.

ATTITUDES TO PHILANTHROPY AMONGST HNWs

This study aimed to assess current attitudes to philanthropy among existing and potential high net worth individuals in the financial services industry, and in particular, what motivated them and what the barriers were. The methodology was largely qualitative, including 55 face-to-face, in-depth interviews with individuals from the financial services (predominantly in London), philanthropy and policy sectors. Includes case histories of individual philanthropists.
http://www.academia.edu/10245922/Give_and_Let_Give_building_a_culture_of_philanthropy_in_the_financial_services_industry

This summary contains findings from qualitative research (44 in-depth interviews conducted in September and October 2006) with wealthy people (defined as annual income of £200k plus) on their views of charitable giving. The aim was to explore the current barriers to and incentives for wealthy people to engage in charitable giving, and which tax incentives would prove beneficial.

PERSONAL STORIES: ENVIRONMENTAL FUNDERS

Two collections of interviews with environmental funders, providing varied illustrations of what motivates donors to give to environmental causes and how they ensure that their giving is as effective as it can be.
https://www.greenfunders.org/resources/

Interviews with 34 ultra-high net worths and family offices (19 from the UK) with a net worth of at least $100 million. Analysis is split between ‘new philanthropists’ who are entering the philanthropy field for the first time, and ‘institutional philanthropists’ who draw on a family history of philanthropic giving.


Based on a research project with Scorpio Partnerships drawing on a 2010 survey of 5,975 wealthy individuals worldwide with an average wealth of £1.5m, including interviews with some philanthropists. It identifies what matters to young wealthy givers (“Y” givers) and how their attitudes may shape philanthropy in the future.


12. **Barriers to Giving.** Barclays Wealth with Ledbury Research, March 2010.

Based on an in-depth quantitative study of 500 HNWs (investable assets of over £500k/$1million), including 150 UHNWs (investable assets of over £3million/$5 million) carried out by Ledbury Research in March 2009 in the UK and the US on attitudes towards philanthropy. This is a deeper analysis of this data which looks at motivations for giving and what is holding the wealthy back from giving more.


Results of a philanthropy survey sent to over 600 single- and multi-family offices in the UK between March and May 2010, aimed at giving an insight into the philanthropic nature of some of the UK’s wealthiest families.


Interviews with “a new generation of practical philanthropists, men and women who have made their own fortunes and decided to move on from financial success to try to help those in need. They are doing so not simply by giving their money away to charities and agencies but by helping actively, working on the spot with the very people who need their aid, ensuring that the initiatives are sustainable in the longer term.”

[https://www.penguin.co.uk/books/1036799/the-new-philanthropists/](https://www.penguin.co.uk/books/1036799/the-new-philanthropists/)


Online survey of 85 respondents aged early 20s to mid 70s (net worth not indicated). Explores the relationships between giving attitudes, intentions and behaviours.


A synthesis of the research that had been carried out into major donors and philanthropic giving up to 2012.

[https://nfpsynergy.net/major-donor-giving-research-report](https://nfpsynergy.net/major-donor-giving-research-report)

17. **Inspiring Local Philanthropy.** Coutts and City Philanthropy, August 2012.

A report written for philanthropists but which highlights the influence of local causes on giving. Includes case histories of individual philanthropists who give locally.


This paper examines how risks in international development philanthropy are defined, assessed and managed. It reports the conclusions from a series of 27 interviews conducted with development philanthropists, philanthropic intermediaries, grantmakers from leading international foundations and sector academics in April 2012. It recommends ways through which risk that promotes innovation and expands opportunities might be optimised.


Based on the research carried out by Scorpio Partnerships in 2010 (survey of 5,975 individuals worldwide with an average wealth of £1.5m) and other sources, this explores different approaches to philanthropy and how they are evolving. Includes interviews and comments from philanthropists.

https://www.cafonline.org/my-personal-giving/long-term-giving/future-of-philanthropy/be-a-catalyst-for-change


Drawing on the same Scorpio research above and other sources, this examines innovation from the perspectives of donors and charitable organisations.


Based on an online survey of 1,005 HNW donors (average wealth level of £7.5 million and £1 million liquid assets) in the UK carried out in September 2013, this analysis explored their philanthropic approaches and activity, as well as their 'socially conscious investments' aiming for both social and financial returns.


A comprehensive study on why and how HNWs engage with philanthropy. Methodology included surveys (mostly online) with ‘established’ donors, ‘emerging’ donors, philanthropy experts and philanthropy advisors; 20 in depth interviews with HNW donors; a literature review; secondary analysis of primary data that has previously been published. Chapters 4 and 5 are most relevant to HNW donor motivations and barriers to giving.


An analysis of philanthropic trends using the 2009 research conducted by Ledbury, plus a survey of 2,000 HNWs (wealth not defined) and a review of other publications. It investigates how the global landscape of wealth is changing and how wealthy individuals plan for their legacy and philanthropy, and categorises respondents into one of four ‘personality types’ that reflect the general approaches that wealthy individuals adopt when building a legacy for their wealth.


Based on the online survey of 1,005 HNW UK donors (average wealth level of £7.5 million and £1 million liquid assets) carried out in September 2013, this examines attitudes to giving and contrasts the views of individuals of Indian subcontinent or Asia-Pacific origin to those of 750 individuals with a British heritage.

https://www.cafonline.org/my-personal-giving/long-term-giving/future-of-philanthropy/international-giving


This paper examines what motivates billionaires to join the Giving Pledge and make a public commitment to give away at least half of their wealth. It is based on an investigation into what personal characteristics of billionaires are associated with becoming a pledger and a textual analysis of the pledgers’ letters.
describing their philanthropic outlook and classifying their motivation into ten categories. Motivational categories are then correlated with various personal characteristics of the pledgers.

http://www.personal.soton.ac.uk/mv1u06/Pledge_Sep_2014.pdf


Based on the online survey of 1,005 HNW donors as above. This analyses the views of HNWs on the state of philanthropy advice in the UK and whether wealth advisors were meeting their needs, and how they influence the way major donors engage with the organisations they support.

https://www.cafonline.org/my-personal-giving/long-term-giving/resource-centre/the-art-of-adaptation


A survey of 457 individuals from 4 regions (Europe, USA, Asia, Middle east) with at least $5 million investable assets, carried out Oct–Dec 2015. It measures and reflects the commitment of philanthropists in the four regions and includes case histories of individual philanthropists. It identifies the top factors influencing giving.


This edition of the annual attitudes survey sheds light on how the outlook of the world’s wealthy has changed over the past decade and takes a look forward to the next 10 years. It is based on the views of 400 of the world’s leading private bankers and wealth advisors who, between them, manage assets for about 45,000 ultra-high net worth individuals with a combined wealth of over half a trillion US dollars. Includes some information on attitudes to philanthropy.


This report examines how philanthropists are influenced, encouraged or discouraged in their giving. As well as reviewing the literature about donor motivations and the philanthropy advice market, expert interviews were carried out with NPC, the Philanthropy Workshop, Philanthropy Impact, Beacon Awards for Philanthropy, and Ten Years Time. It identifies three ‘donor journeys’, presents two theories of change for more and better philanthropy, and makes suggestions for how the philanthropy sector can improve.

http://www.thinknpc.org/publications/giving-more-and-better/


The purpose of this report is to provide insight into the future of philanthropic innovation and how it might best be managed. Through this, it gives insight into philanthropic psychology and needs that can be met through the practice of philanthropy. Methodology included a literature review of philanthropic innovation in the last 5 to 10 years; interviews with 25 sector leaders; a second literature review exploring the issues highlighted in the interviews; and a survey of 126 individuals from the Resource Alliance database.


PHILANTHROPY AMONGST HNWs, WITH INSIGHT INTO ENVIRONMENT


A high-level guide for donors aimed at helping them understand the major issues facing the world’s environment and the interventions to address them. Includes information from consultations with a wide range of participants about environmental giving (pp. 112–119), including: charitable trusts and foundations; private donors; corporations; international and
national charities; consultants, advisers, think tanks and research institutes; and multilateral, bilateral and governmental bodies and organisations. These consultations were carried out with 100 organisations and individuals during 2006.

http://www.thinknpc.org/publications/green-philanthropy/


Based on a March 2009 in-depth quantitative study of 500 HNWs (defined as investable assets of over £500k/$1million), including 150 UHNWs (defined as investable assets of over £3million/$5 million) in the UK and the US on attitudes towards philanthropy. The report broadly defines six different types of HNW donors that exist today, what their characteristics are and what motivates them. It identifies and describes two types of donor most likely to give to the environment, ‘privileged youth’ and ‘eco-givers’, as well as ‘altruistic entrepreneurs’ who give to all causes.


33. Why Give to the Environment? Essential Media Communications on behalf of the Australian Environmental Grantmakers Network (AEGN), February 2012.

An analysis of research into the attitudes of AEGN members, including their motivations for and barriers to giving. The research project explored commonality of interests among members and the values they share, which form the basis of the decisions they make with regard to giving to the environment. Research included telephone interviews with 18 members, and an online survey of 46 members.


ATTITUDES TO PHILANTHROPY AMONGST THE GENERAL POPULATION


An analysis of questions about charitable giving commissioned by the Institute of Philanthropy as part of the British Social Attitudes survey.


This article presents findings from a qualitative study of 60 committed donors (CAF account holders) with a spread of gender, age and income levels, who were interviewed by telephone between January and August 2009. It is concerned with the question of how donors select charitable beneficiaries, and the extent to which assessments of need are a factor in giving decisions.

https://www.kent.ac.uk/sspssr/philanthropy/documents/How%20Donors%20Choose%20Charities%202010.pdf


Using the same qualitative study of 60 committed donors, this paper addresses the under-researched question of how donors decide which charities to support as opposed to questions about whether to give and how much to give.

https://kar.kent.ac.uk/36115/


This study included a literature review and learning from Money for Good USA; qualitative research with six focus groups and six interviews with ‘high income donors’ (defined as household income of over £150,000 per year) carried out in March 2012; and a survey of 3,000 individuals in October 2012. The aims
of the report were to increase understanding of ‘high income donors’, to understand donor motivations (especially around impact) and create a segmentation, and to consider how giving levels and impact might be increased.

http://www.thinknpc.org/publications/money-for-good-uk/


A presentation on research that examined the landscape of giving circles in the UK and Ireland, drawing on primary data from unobtrusive measures such as websites, news articles and documentation; around 30 interviews with members and staff of giving circles; and observations of giving circle events in the UK and Ireland; as well as secondary data from previous studies on giving circles in the U.S.


39. Qualitative research to understand charitable giving and Gift Aid behaviour amongst better-off individuals. Caroline Booth, Katrina Leary, Fiona Vallance. HM Revenue & Customs, May 2015.

Based on 32 interviews (mainly face-to-face) conducted by Ipsos Mori in February and March 2015 with higher and additional rate taxpayers, with an income of at least £100k p.a., to understand their attitudes towards charitable giving and how this was influenced by Gift Aid.


An analysis of 138,000 donations made through the Big Give online giving portal, a survey of 1,215 Big Give donors, interviews with 17 experts involved in match-giving in the UK, and a literature review (mainly US-based).

https://cdn.thebiggive.org.uk/static/docs/A-Great-Match-ETVersion.pdf

UK GIVING TRENDS


An annual analysis of £1 million+ donations made in the UK, 2008 to 2017. Includes case histories of individual philanthropists.

https://www.kent.ac.uk/sspssr/philanthropy/whatwedo/charityresearch/couttsmilliondonor.html


The sixth edition of Where the Green Grants Went provides the most comprehensive overview yet of grants to environmental initiatives from UK foundations, the National Lottery, and public sector funding programmes. It focuses on 5,857 grants from foundations and the Lottery which together were worth £383 million across the two financial years 2010/11 and 2011/12. Includes case histories of individual environmental philanthropists.

http://www.greenfunders.org/resources/where-the-green-grants-went-6/


This edition merges the previous year’s separate publications – Foundation Giving Trends and Family Foundation Giving – into a single report. It brings together research data on the top 300 independent foundations, the top 150 family or family business foundations, and the top 50 corporate foundations, all by size of giving. The report aims to paint a cumulative, illuminating and easily accessible picture of the nature and extent of foundation giving in the UK. For the first time it also includes information on where the money was spent, with a new analysis of 16,500 grants.

44. **CAF UK Giving Report 2017. CAF, May 2017.**

For this report, CAF increased the sample size compared to previous reports, with 1,000 interviews conducted each month between May 2016 and May 2017, to show giving patterns throughout the year and an even more detailed picture of how people in the UK support charities. The report includes attitudes to major events such as the initial impact of the EU referendum result on charitable giving, and also includes an examination of trust in charities. [https://www.cafonline.org/about-us/publications/2017-publications/uk-giving-report-2017](https://www.cafonline.org/about-us/publications/2017-publications/uk-giving-report-2017)

**NOTE ON PAUL SCHERVISH, PROFESSOR OF SOCIOLOGY AND DIRECTOR OF THE CENTER ON WEALTH AND PHILANTHROPY (CWP) AT BOSTON COLLEGE.**

The work of Paul Schervish has not been reviewed or referenced in this paper as it is US-focused, although it is widely referenced in other publications that have been included. Professor Schervish’s work is considered fundamental to our understanding of influences on philanthropy. All of his papers can be found here [http://www.bc.edu/research/cwp/publications/by-topic/wealthphil.html](http://www.bc.edu/research/cwp/publications/by-topic/wealthphil.html)

**ADDENDUM**

**Going Beyond Giving. Rachel Cardone, Kimberly Dasher Tripp. The Philanthropy Network, November 2017.**

The Philanthropy Workshop commissioned research in 2016–17 to learn from philanthropists both within and beyond its membership network about their choices and practices. They surveyed 219 high and ultra-high net worth individuals from around the world (19% from the UK), about their philanthropy knowledge, attitudes and practices, followed by qualitative interviews with 20 respondents. The report includes a summary and analysis of the data, plus an interpretation of findings. This research report below was published before this paper was written, but is very relevant: [http://www.tpw.org/events/entry/the_philanthropy_workshops_perspectives_on_philanthropists_special_report](http://www.tpw.org/events/entry/the_philanthropy_workshops_perspectives_on_philanthropists_special_report)
Appendix 2 Typologies of environmental donors

Reproduced with permission from Philanthropology: The Evolution of Giving (Barclays Wealth with Ledbury Research, Nov 2009). Based on an in-depth quantitative study of 500 HNWs (defined as investible assets of over £500k/$1million), including 150 UHNWs (investable assets of over £3million/$5 million) in the UK and the US on attitudes towards philanthropy, carried out in March 2009. These are the portraits of donors who are more likely to give to environmental causes:

ECO GIVERS
Cause: Environment
Motivation: Save the planet

This group is typically younger and, of all six groups, the most likely to be female. They live very comfortably but do not believe that children should inherit large amounts of money, and feel very strongly that it is important for children to be brought up with a strong work ethic. They themselves have worked hard for their wealth.

The Eco Givers primarily donate to environmental charities and to disaster relief, being fundamentally concerned that climate change is now reaching the point of no return, and believing that funding causes that alleviate environmental disasters and help slow or reverse the effects of climate change are the most important way for them to help. They also support children’s and social welfare charities.

Predominantly successful businesswomen, this group is knowledgeable and demanding of how donations are spent and, though they don’t give as much time to charities as most other segments, they do give generously and are happy to organise charitable/fundraising events.

PRIVILEGED YOUTH
Cause: Social Welfare & Environment
Motivation: Desire to engage

Typically younger, and having inherited some or all of their wealth, the Privileged Youth tend to enjoy a comfortable lifestyle yet feel an element of guilt regarding their wealth. They are somewhat uneasy with the idea of an unequal society, and this has been exacerbated by the economic downturn which has caused them to question the ‘winner–takes–all’ capitalist model.

For the Privileged Youth, giving their time and energy to charity is a means of offsetting some of this guilt, and it provides them with a mechanism to give back to those less fortunate than themselves. Furthermore, they have been brought up to believe in the importance of charitable work, and similarly wish to set an example to their own children.

As a group they are well–travelled, heavy internet users, and see themselves as citizens of the world. As a result, they tend to support global causes, especially social welfare causes such as homelessness.

This group is not as wealthy as the others, being younger, potentially still earning and building their assets, and so do not donate as much financially. Indeed, in the economic downturn they have been one of the groups that have reduced the amount they give to charity. However, they are very generous with their time – actually increasing the amount of charity work they do to compensate for their lower donations, and are very happy to use their network of wealthy peers to raise funds.

ALTRUISTIC ENTREPRENEURS
Cause: All
Motivation: Duty to give back

Altruistic Entrepreneurs are typically middle-aged business owners, with teenage children, who have already experienced several liquidity events. They are entirely self–made and still have strong ties to their roots.

This group strongly believes that the wealthy have a duty to give and to share their wealth, and in particular they support causes that give back to the communities where they grew up. Religious beliefs also play a part in their desire to be philanthropic.

Altruistic Entrepreneurs are very generous, and
make few demands on the charities they give to; furthermore, they are the least likely group to cut back on their donations during difficult periods in the economy. They are not a group that needs any public recognition for their donations, and indeed are happy to leave their wealth to be donated and spent after their death. For Altruistic Entrepreneurs, their charitable activity is fundamentally driven by personal fulfilment. This type of philanthropist is also proactive in engaging their family, in particular their children, in supporting the charities and causes they serve.

This group tends to donate across the major causes – spanning education, social welfare, and environment – and aside from their (often quite substantial) financial donations, they are happy to be very active fundraisers.