



THE BEACON PHILANTHROPY FORUM

SCHEDULE OF THE DAY

Wednesday 25 March 2020 at Old Library & Print Room, Guildhall Yard, London, EC2V 5AE

8:30	Registration	
9:15	Welcome	<i>Catherine McGuinness, Chair of Policy & Resources at The City of London Corporation</i>
9:25		Order of play - <i>James Goad, Managing Director at Owen James and Chair</i>
9:35	Keynote	The role of different forms of capital to tackle social challenges - <i>The Rt Hon. the Baroness (Diana) Barren MBE</i>
10:05	Breakout session #1	The participants will break out into four streams in roundtable format. Each roundtable will focus on a specific challenge (see topics below)
11:15	Coffee	Refreshments and informal networking
11:35	Panel Discussion	<p>Overcoming Challenges - Learning from Individual Philanthropists</p> <p>There are many challenges faced by individual philanthropists in the UK: fragmentation in the non-profit and philanthropy sectors, negative connotations for philanthropy, misalignment between donors and fundraisers and limited access to advice and best practice. Most philanthropists find their own ways to navigate these challenges, but what could we do collectively to smooth the path for those who may follow?</p> <ul style="list-style-type: none"> - <i>Sir Harvey McGrath, Chair at Big Society Capital</i> - <i>Antonia Packard, CEO at A Million Realities</i> - <i>The Rt Hon. the Baroness (Usha) Prashar CBE</i> - <i>Sir Richard Stilgoe OBE</i> - <i>Alice Ross, Editor of Trade Secrets at the FT (Chair)</i>
12:35	Lunch	
13:20	Keynote	The barriers to giving and how to overcome them - <i>Emma Turner, Director, Philanthropy Service at Barclays and Cath Dovey, Co-Founder and Lead Coordinator at The Beacon Collaborative</i>
13:50	Breakout session #2	In this session, we will run the same topics with the same facilitators, but with a new selection of participants at each table. Philanthropists, advisers and sector leaders will be mixed and can learn from what was discussed in the first breakout session and bring their wider perspective (see topics below).
15:00	Keynote	Beacon update and closing words - <i>Matthew Bowcock, Trustee at The Beacon Collaborative</i>
15:25	Networking	Refreshments and informal networking
16:00		Wave goodbye

BREAKOUT TOPICS FOR DISCUSSION

1. BUILDING NETWORKS: HOW CAN PHILANTHROPISTS COME TOGETHER TO ENCOURAGE MORE AND BETTER PHILANTHROPY?

It takes experience to understand there are significant challenges to giving effectively. These challenges may not be immediately obvious to new philanthropists. So, how can those with experience share what they have learnt? And, where might such collaborations take us?

This session links to research undertaken by New Philanthropy Capital on the role of cause-related networks to encourage new philanthropy.

- What is the need for cause-related networks and what roles can they play?
- What cause-related networks exist already and what are the ingredients for success?
- How can we ensure that cause-related networks encourage more and better philanthropy?

2. WHAT ARE THE OPPORTUNITIES FOR TRANSFORMING PHILANTHROPY THROUGH TECHNOLOGY?

Technology transformation is a given in the commercial world and is now gaining a foothold in the non-profit sector. So, what can technology do for the philanthropy ecosystem? And, what can philanthropists do to support technology innovation?

This topic has been raised by the parliamentary members of the All Party Parliamentary Group on Philanthropy and Social Investment. It will also help us to explore some of the emerging opportunities to engage and support the next generation of philanthropists.

- How can technology help to build relationships between philanthropists and NPOs?
- Do millennials see technology as essential to enhancing their experience of philanthropy?
- How can we support NPOs to invest in the technologies that matter most for their mission?
- What is the role for entrepreneurs and entrepreneurship?
- When is technology not enough?

3. HANDS ON PHILANTHROPY: ARE WE DOING ENOUGH TO SUPPORT THOSE WHO GIVE THEIR TIME AND SKILLS?

When it comes to philanthropy cash is king, but many new philanthropists seek first to donate time and expertise. Are we doing enough to support these donors on their giving journey?

This session links to results from the HNW Research into giving behaviours to understand how the philanthropy sector can support different kinds of donors to overcome the barriers to giving.

- What are the different profiles of major donor and what kinds of support do they need?
- How do we overcome the unspoken barriers to giving?
- How good is the philanthropy sector in supporting philanthropists who give their time and talent, as well as their treasure?
- What is the role of a trustee and why is it important to be dedicated to the commitment that this entails? What training and support is required to carry out these duties?

4. CRITICS SAY PHILANTHROPY IS JUST AN “ELITE CHARADE”: WHAT’S OUR RESPONSE?

Taking just a few recent examples, does philanthropy “prop up an already broken system”? Is philanthropy a “side-hustle doubling as a vanity project”? Why are these narratives so pervasive and why are we so poor at answering our critics?

This session links to work underway by the Beacon Collaborative to improve the promotion and celebration of philanthropy.

- Why does philanthropy have so many critics?
- How valid are their judgements?
- What have we failed to communicate that allows these narratives to persist?
- What can we do to respond?
- What is the positive narrative we want to tell?
- How can we tell it to a varied audience of supporters and sceptics?

5. COULD BETTER COLLABORATION ACHIEVE A MORE ETHICAL ECONOMY?

For those who wish to integrate their social values into all aspects of their lives, is the system fit for purpose? To what extent are philanthropy and social investment still either/or options? And what is the role of advisers and the wealth industry to help clients navigate these complex choices and trade-offs?

This session links to the All Party Parliamentary Group on Philanthropy and Social Investment. It will also support the work underway to improve training for wealth advisers.

- What is the role of the philanthropy sector and the wealth management sector to support transition to a more ethical economy?
- How far have we got and how far do we still have to go?
- Whose responsibility is it to lead this transition? Government? Asset managers? The business sector? Or will it fall to individual philanthropists and social investors?

6. MAINTAINING THE MOJO: COULD FELLOWSHIP SUPPORT PHILANTHROPISTS?

Philanthropists so often work in isolation on difficult challenges with little external support. Sometimes the going gets tough. In this session, we would like to explore the role of fellowship to support philanthropists to do their best work.

This session links to work underway by the Beacon Collaborative to develop a national fellowship for philanthropists.

- How useful is it for philanthropists to talk to their peers?
- What does a good fellowship look like?
- Why is it important to avoid echo chambers?

7. HOW CAN WE CELEBRATE PHILANTHROPY AS A REWARDING WAY OF LIFE?

The rewards that come from philanthropy are highly personal and often intensely private. Yet, how can we encourage others to give more if we do not openly celebrate this as a meaningful way of life? Is too un-British to open up about the rewards of giving?

This session links to work underway by the Beacon Collaborative to promote philanthropy as a positive lifestyle choice.

- What exactly are the rewards that come from philanthropy?
- How can we share the positive messages and strike the right tone?
- Do role models help to encourage others?
- Is there a role for public celebration of philanthropy?
- If so, by whom?



8. IS PHILANTHROPY A RISKY BUSINESS? UNDERSTANDING AND MANAGING RISK

When matching investors to investment opportunities, risk tolerance is a critical measure of investment suitability. Yet, philanthropy has been labelled “the risk capital of society”. Is there such a thing as low-risk philanthropy and how can we match new donors to these opportunities?

This session links to the work of Philanthropy Impact to train advisers on how to support their clients in their philanthropy and social investment. It will also support work to understand the opportunities for creating easy entry points to giving.

- What is the relationship between risk appetite and giving?
- What risk should government take, where is there a need for philanthropists to act?
- What risks are necessary to increase impact potential and how can we minimize them?
- Are there more/less risky strategies and which are most likely to capture the attention of new givers?
- Should we encourage new philanthropists to play it safe?
- What is the role of an advisor to mitigate or understand risk?
- Is place-based giving a low risk form of philanthropy? How can we maximise it?

9. THE MISSING LINK: HOW DO WE EQUIP OUR WEALTH ADVISERS TO FILL THE ADVICE GAP?

As ESG funds take off in the asset management world, advisers are building their competencies to introduce these solutions to their clients. Yet, values-based investing is just the tip of iceberg when it comes to aligning personal wealth with social values. Are our wealth advisers equipped enough to deliver the holistic advice needed in this area?

This session links to the work of Philanthropy Impact to train advisers and develop accreditation standards that will support the wealth management industry to overcome the advice gap.

- What do advisers need to know to have meaningful conversations with clients about a values-based approach to wealth management?
- What tools do they need to turn those conversations into advice?
- How can we ensure advisers grow their knowledge and experience to match their clients?
- What role do adviser have to motivate clients to give and invest socially?
- What are the barriers they may need to help their clients overcome?

10. HOW CAN WE USE DATA TO NORMALISE GENEROSITY AND ENCOURAGE MORE AND BETTER GIVING?

Social norms have a powerful influence on individual behaviour. So, by promoting the norms of giving among wealthy people, social science tells us that we can expect others to start to conform to those norms. Yet, generosity is, by definition, an extraordinary act of kindness. If we try to normalize generosity, do we risk diluting the meaningfulness of the act and might we, unwittingly, create the basis for unhelpful social judgements?

This session links to the HNW Research into giving behaviours and tackles the ethical questions of using data to encourage more and better giving?

- Is it helpful to have norms for giving? And who is it helpful for – individuals, advisers, government?
- What experience can we draw on from other cultures to understand the role of social expectations in giving?

11. HOW CAN WE MAKE THE UK COMPETITIVE AS A GLOBAL CENTRE FOR PHILANTHROPY AND SOCIAL IMPACT?

The UK has many advantages when it comes to giving and social investment: including our legal and tax system, our professional services and our approach to charitable regulation. Yet, could we call ourselves world-class?



This session links to work underway by EY to map the UK's philanthropy ecosystem and consider what it will take to make the UK competitive as a global centre for philanthropy and social investment.

- What are the advantages the UK already has a hub for philanthropy and social investment?
- How could these advantages be improved?
- What are the pros and cons of setting out to become a global leader in this sector?
- And, what are the challenges in the current political climate?

12. WHAT CAN WE TEACH WOULD-BE DONORS TO ENSURE THEY GIVE WISELY AND WELL?

If education is about knowing and training is about doing, then what is the best way to equip new philanthropists for success? What can we teach would-be donors to ensure they have the confidence, knowledge and skills they need to give wisely and well?

This session will explore the role of education to encourage new donors:

- Is there a basic level of knowledge that would help new philanthropists get started?
- How can this knowledge be made easily accessible?
- Or, is philanthropy a subject that is too complex to be taught?

13. WHEN IS SOCIAL IMPACT INVESTING A PERFECT COMPLEMENT TO GIVING?

As social impact investing is gaining momentum, philanthropists may choose to invest as well as – or instead of – giving. There will always be a need for donations as not everything can be structured into a repayable model, but there are many circumstances when social impact investing will be a more appropriate form of funding. By getting smarter at supporting charities to get the funding they need, we can also encourage new funders to come forward.

This session will be a discussion with fellow practitioners to help philanthropists who are also social investors or thinking of using this tool. It will:

- Share ideas and criteria for when it's better to use give and when it's better to invest.
- Offer some tips from experience to help you engage in social investment,
- Provide some connections if you are interested to know more.