

The Coutts Million Pound Donors Report

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and Social Justice (CPHSJ)

The Elephant in the Room...

“Charities lose faith and hope as funding crisis leaves them with £2.3bn black hole”

The Guardian, 1 December 2008

“Charity Donations Hit by Financial Crisis”

The Telegraph, 8 November 2008

“The Worst is Yet to Come”

The Guardian 18 February 2009

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What happened to....?

“Return of the philanthropist as high rollers make charity hip”

The Independent, 19 April 2004

“Philanthropy has become fashionable again”

The Sunday Telegraph, 22 October 2006

“Giving is the New Taking”

USA Today, 20 November 2006

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Sunday Times Rich List Giving Index

Year	Total Donations	Percentage of wealth given by donor ranked 30 th most generous
2004	£299 million	0.59%
2005	£333 million	0.68%
2006	£453 million	0.89%
2007	£1.2 billion	1.36%
2008	£2.38 billion	3.00%

“A new age of philanthropy is revealed”

The Giving Index in the Sunday Times, 27 April 2008

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Why do Rich People Give?

1. Belief in the cause
2. Being a catalyst for change
3. Self-actualisation
4. Duty and Responsibility
5. Relationships

Source: Theresa Lloyd (2004) *Why Rich People Give*. London: Philanthropy UK

The US research

“Philanthropy grows out of the donor’s sense of identity...
[Philanthropists wish to leave] footprints in the sand of time”
Francie Ostrower (1995) *Why the Wealthy Give*

“People are engaged in a search for meaning, and giving, over
time or in significant amounts, occurs when it helps people
achieve one or more of their needs for meaning”
Donald Ritzenhein (2000) *How Do You Motivate Donors?*

“With financial freedom, individuals no longer need to focus on
wealth-building. Rather they move to a higher level of
personal introspection, which relates to their life’s purpose
and calling.”

Randy Ottinger (2008) *Beyond Success*

The UK Giving Survey (CAF/NCVO)

- c.55% of people give
- Those who do give, donate c.£33 each month

Most popular charities 1977

Imperial Cancer Research
Oxfam
RNLI
Dr. Barnardo’s
Cancer Research Campaign
Save the Children Fund
Help the Aged
National Trust
Spastics Society
RNIB

Most popular charities 2007

Cancer Research UK
Oxfam
Red Cross
RNLI
Save the Children
Macmillan Cancer Support
NSPCC
Christian Aid
RSPCA
The Salvation Army

First the Good News...

There are c.120,000 people in the UK who
have £1 million or more in disposable wealth

Stuart Lansley (2006) *Rich Britain*, p.6

The ‘poorest’ person on the Sunday Times
Rich List 2008 had a net worth of £80 million

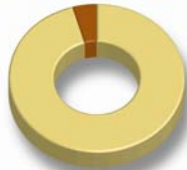
STRL 2008

There are 71 UK-based billionaires with a
combined wealth of £206 billion

STRL 2008

193 donations of £1 million or more were made in 2006/07
 £1.1618 billion = Total value of these donations
 £31 billion = Total income of general charities in 2006/07

Figure 1: Million pound donations as a percentage of total general charity income



4.3% Contribution of million pound donors
 95.7% Total income of general charities in 2006/07

Figure 2: The size of million pound donations

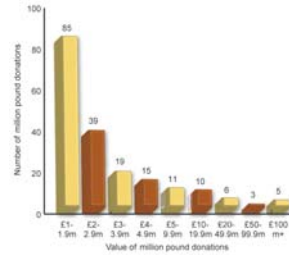


Figure 3: The source of million pound donations



53% Individuals (combined foundations & direct)
 34% Personal Foundations
 19% Direct Individual donations
 35% Professional Foundations
 9% Corporations
 3% Other / Unknown

Figure 4: The recipients of million pound donations

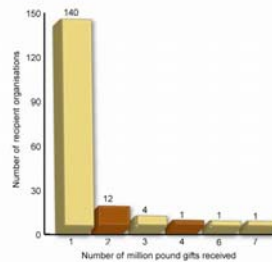


Figure 5: The percentage of million pound donations that are 'banked' and 'spent'

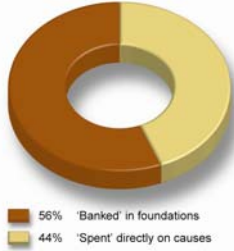


Figure 6: The prevalence of million pound donations for exact amounts

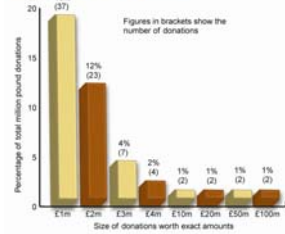


Figure 7: The distribution of million pound donations

Charitable subsector	Number of million pound donations	Mean value of million pound donations (£ million)	Median value of million pound donations (£ million)	Percentage of the number of million pound donations	Value of million pound donations (£ million)	Percentage of total value of million pound donations	Percentage of total value of 'spent' donations
Foundations	21	43.5	4.5	10.9	913.3	56.4	
Higher Education	45	6.6	3.1	23.3	296.5	18.3	42.1
Health	22	4.4	3.0	11.4	96.9	6.0	13.8
International Aid & Development	15	5.7	1.6	7.8	83.3	5.0	11.5
Arts & Culture	22	2.6	2.0	11.4	57.8	3.6	8.2
Religious organisations & causes	10	4.4	1.7	5.2	44.0	2.7	6.2
Human Services & Welfare	22	1.8	1.5	11.4	39.9	2.5	5.7
Education (not universities)	16	1.9	1.5	8.3	30.2	1.9	4.3
Environment & Animals	5	5.2	1.6	2.6	25.9	1.6	3.7
Other public service benefit	11	1.8	1.7	5.7	17.8	1.1	2.5
Overseas (outside UK, not development)	4	3.6	3.4	2.0	14.4	0.9	2.0
All	193	8.4	2.0	100	1,618	100	100



Full report available free online at www.kent.ac.uk/sspsr/cphsj

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