



PHILANTHROPY
SCOPE

P.S.

The Journal of Philanthropy Ireland



Beyond the Gloom

Stepping stones to growing
philanthropy in Ireland

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Jackie Harrison
Philanthropy Ireland

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Welcome to the 2nd edition of *Philanthropy Scope* - the biannual Journal of Philanthropy Ireland. Our first edition was published in March 2009 and focused on the recession - "How philanthropy is tackling the global economic downturn". Unfortunately, we are still in recessionary times, as illustrated by the findings of Trinity College's Centre for Non Profit Management's research, which indicates that in the first half of 2009, 58% of the charities surveyed experienced greater demand for their services while, at the same time, 70% experienced a drop in income. Recent figures show that these issues are not confined to Ireland-Philanthropy UK reported at the end of September 2009 that donations to charitable organisations in the UK had fallen by 11% in 2008-09. The difficulties that many community and voluntary organisations are facing throughout the country are also highlighted in Owen Keenan's thought-provoking article on 'preserving the values and riches of our social fabric in a recession'.

However, the theme of this *Philanthropy Scope* is "Beyond the gloom - stepping stones to growing philanthropy in Ireland" and we profile a number of good news stories, including the Bill and Melinda Gates Foundation's recent grant of \$41m to Concern; The CRH Simon Safety Challenge, winner of the 'responsible employer' category at the Chambers Ireland President's Awards for Corporate Social Responsibility; and The Community Foundation for Ireland's announcement of three new donor advised funds. We also interview Leslie Buckley, who tells us about Haven, a charitable foundation established earlier this year that is dedicated to building and upgrading houses for the poorest of the poor, with an initial focus on Haiti. Although not based in Ireland, another inspiring Irish philanthropist is Philip Berber, who was recently hailed as 'the real star at the Clinton Global Initiative' by Robert Frank of the *Wall Street Journal*, for his work

with his wife Donna in their Glimmer of Hope Foundation. We also include a round-up of voices from the field and a profile of the Katherine Howard Foundation, which describes how the Foundation seeks to maximise its impact through collaborative working.

In terms of stepping stones to growing philanthropy in Ireland, Philanthropy Ireland considers that tax is a tangible way that the Government can create an encouraging environment for planned giving. The recent report of the Commission on Taxation has received a lot of attention and comment since it was published last month and includes specific recommendations in relation to charitable giving and philanthropy. We review the Commission's proposals and also a new report by FGS Consulting - *Research into Tax and Regulatory Policy in Ireland to Encourage Greater Philanthropy* - commissioned jointly by Philanthropy Ireland and the Irish Charities Tax Research Group.

A related topic is whether there is a role for philanthropy in a welfare state and my colleague Jordan Campbell has written an interesting article on philanthropy in the Nordic countries, which concludes that while we tend to look to the United States for inspiration, we can find valuable lessons and potential models of philanthropy on either side of the Atlantic.

We were delighted that the first issue of *Philanthropy Scope* was well received earlier this year and thank everyone who sent us feedback. I would also like to thank those who contributed to this issue of *Philanthropy Scope*.

Jackie Harrison
Chief Executive of Philanthropy Ireland



Jordan Campbell,
Philanthropy Ireland

Is There a Role for Philanthropy in a Welfare State?

by Jordan Campbell

It is tempting for Ireland to look to the United States to see how its philanthropic sector may develop over time. Despite a 2% drop from the previous year, charitable giving in the United States totalled \$308 billion¹ in 2008, over \$41.2 billion of which was donated or bequeathed by individuals. With a well-developed culture of giving and community service and non-profit and philanthropic sectors that are becoming increasingly professional and transparent, there is no doubt that Ireland has a great deal to learn from the United States. As our own philanthropic sector begins to take shape, however, we may also look at countries closer to home for an alternative picture of the role and the potential of philanthropy in a welfare state.

The latest issue of the European Foundation Centre's (EFC's) *Effect* magazine explores the role philanthropic organisations play in the Nordic countries of Denmark, Finland, Iceland, Norway and Sweden.

The EFC article 'Focus on Nordic Foundations' explains that, like many others in western Europe, these countries emerged in the post-World War II era as social welfare states in which the state assumes responsibility for social protection and care services and in which private philanthropy plays a minor role². The articles note that in the Nordic countries—as in Ireland—the belief that the state should be the primary caretaker of its people has led to a degree of scepticism about philanthropy and its ability to yield positive social change. Because ultimately it is the state that bears

responsibility for the well-being of its citizens, many argue that private funding is not an acceptable substitute, both because it allows the state to escape its obligations and because private monies are subject to the whim of donors and are therefore less likely to be allocated to areas of greatest need.

The European Commission's 2009 *Taxation Trends in the European Union* reports that total tax-to-GDP ratio in Ireland (31.2% in 2007 compared to 37.4% average among the EU-27) is the fifth lowest in the Union and the second lowest in the Euro area. This is compared to an average 45.9% tax-to-GDP ratio for Denmark, Finland, Norway and Sweden for the same year. So Ireland, somewhat paradoxically, has relatively low taxation (like the United States) and a history of strong public support for social welfare (like the Nordic countries).

Finding itself both geographically and philosophically between continental Europe and the United States, it is no wonder that the Irish public's opinions regarding philanthropy are ambivalent. Charitable giving and volunteerism, on the one hand, are embraced as positive contributions to society whereas philanthropy, by contrast, is often perceived as a plaything of the über-wealthy or, most notoriously, of tax exiles.

What role, then, should philanthropy play in Ireland?

In *Foundations in Ireland*, Freda Donoghue of the Centre for Nonprofit Management in Trinity College asked representatives of philanthropic organisations what role their organisations currently play in Ireland as well as what role they might play if the sector were better developed. The majority responded that philanthropic organisations currently play a complimentary role to the state, filling gaps in services provided by the state or supplementing existing services by offering project funding.

When asked what they thought the ideal role for philanthropic organisations in Ireland would be, the same group responded that they would support innovation and policy change over direct service provision.

Philanthropic organisations in the Nordic countries have targeted their investments in just this way, supporting research, arts and cultural initiatives and ‘controversial causes’ rather than direct service provision. Representatives of the philanthropic sectors in Norway and Finland interviewed for the piece in *Effect* magazine noted that there is growing awareness that the state is unable to do ‘all things for all people’ and that philanthropy’s role should be to step in where state money cannot go—to support innovative, experimental and sometimes risky endeavours, to preserve artistic and cultural achievements and to challenge the status quo.

The economic downturn has led to a decrease in state support for community and voluntary organisations, educational institutions and arts and cultural organisations. The Economic and Social Research Institute (ESRI) bulletin estimates a government deficit of €25.7 billion for 2009³, meaning that additional cuts in state funding are likely in coming months. As in the Nordic countries, there is growing awareness in Ireland that the state will be unable to provide adequate funding for the wider non-profit sector. This will put an increasing amount of pressure on philanthropic organisations in coming years, most especially after 2016, when three limited-life foundations close and the amount of money disbursed by philanthropic organisations each year could fall to about €13 million, a drop of about 85% from 2008 spending levels unless new funds are committed.

It is undoubtedly a time of uncertainty for Ireland. We are facing difficult questions about how we should be taxed, about the level and quality of services we expect our government to provide and about the role of the private sector and

independent funders. Whether the pendulum will swing towards ‘Boston or Berlin’ is unclear but, whatever the direction, we can find valuable lessons and potential models of philanthropy on both sides of the Atlantic.

¹ From a report by the Nonprofit Times, using figures from Giving USA 2008. Available to download here <http://www.nptimes.com/09Jul/090701SR.pdf>

² Olle Lundberg et al. *The Nordic Experience: Welfare States and Public Health*. (Stockholm: Stockholm University/Karolinska Institut, 2008)

³ From ESRI Bulletin July 2009. Available here <http://www.esri.ie/UserFiles/publications/20090716111221/QEC2009Sum.pdf>



International News: Philip Berber

Irish Philanthropist Hailed as 'Star' of the Clinton Global Initiative

In 2005, Former President Bill Clinton established the Clinton Global Initiative to 'turn ideas into action and to help our world move [toward] a more integrated global community of shared benefits, responsibilities, and values.' For the Initiative, heads of state, corporate and non-profit executives, academics, media representatives, religious leaders, university students and global citizens are invited to discuss and develop unique solutions to some of the world's most pressing challenges. At the conferences, some participants make Commitments to Action, which involve setting practical goals for their social change initiatives. Commitments to Action vary greatly in terms of scale and duration, and focus on diverse issues, regions, and types of activities.

This year, one of the participants invited to speak on his Commitments to Action was Texas-based Irish philanthropist Philip Berber. Berber was one of three speakers invited to report against the progress his and wife Donna's organisation—A Glimmer of Hope—had made since 2006, when they first pledged \$1 million over three years towards the organisation's micro-financing projects in Ethiopia. In 2008, having completed the first commitment a year ahead of schedule, the couple returned to make a second more ambitious one aimed at issuing \$1.25 million in new loans over a 12-month period. Again, A Glimmer of Hope exceeded expectations and finished this commitment well ahead of schedule. Having attended Initiatives over several years, Berber met with numerous philanthropists who were interested in A Glimmer of Hope and its approach to community development. Some of the philanthropists, including Ted and Vada Stanley, the Michael & Susan Dell Foundation, the Whole Planet Foundation and the Huber Charitable Trust, were so impressed that they made significant donations to A Glimmer of Hope to further its work.



In his online blog for the Wall Street Journal, writer Robert Frank hailed Philip Berber as the 'Real Star of the Clinton Global Initiative'. Frank met with Berber just before he took to the stage to talk about A Glimmer of Hope's micro-financing programme and the impact it had made on the lives of nearly 7,000 borrowers and their communities.

Frank questioned whether the Clinton Global Initiative really inspired people to give more or to give better, or whether it was little more than an exercise in self-congratulations by a select group of wealthy individuals. Berber assured him that the Initiative did inspire greater giving. For A Glimmer of Hope, the Initiative provided an excellent networking opportunity that allowed Berber to secure support from like-minded philanthropists whom he would not have otherwise met. Berber added that while he hoped to raise an additional \$1 million at the 2009 Initiative, a lot would depend on whether this year's crop of philanthropist participants were interested in the work of the Foundation and whether they had the capacity to make such generous donations amidst the economic downturn.

Philip Berber addressed an audience of business leaders, professional advisors and representatives of non-profit organisations at a Philanthropy Ireland event in June 2008. To date, A Glimmer of Hope has invested approximately \$35 million in more than 4,000 projects from which over 2.5 million people have benefitted in Ethiopia. For more information on the Berber's A Glimmer of Hope, please visit www.aglimmerofhope.org.



A Glimmer of Hope's microcredit initiatives have helped thousands of people in Ethiopia develop sustainable local economies.



Owen Keenan,
Middlequarter

Preserving the Values & Riches of our Social Fabric in a Recession. . .

Owen Keenan offers his observations on how the recession is affecting nonprofit organisations

While its focus has primarily been on the economy and the banks, the effects of the recession on vulnerable sectors of the community has received some media attention over the past year, usually in response to Government measures such as the proposed withdrawal of medical cards for the over 70s. More recently, as we've begun to anticipate with trepidation the content of the Government's forthcoming Budget - with signals of possible cuts in child benefit, the minimum wage, pensions and general social welfare payments - many groups are steeling themselves for a winter of campaigning to protect the less well-off and vulnerable from the full ravages of the recession.

But what of the many community and voluntary organisations throughout the country? How are they faring? What impact is the recession having on them and how will this affect their capacity to maintain services and represent the interests of their target groups?

Voluntary organisations, by their nature, are no strangers to financial crisis or to having to make do with less. Typically their commitment and aspirations are tempered only by their capacity to deliver - often against the odds. Undoubtedly they have a lot to offer other industry sectors in terms of the

imagination and tenacity needed to survive. And, while they are sometimes the butt of disparaging and patronising attitudes and remarks, recent events would suggest that they have a great deal to teach business leaders and bankers about integrity, prudence and proportionality.

They are feeling the pinch, nevertheless. Many organisations have had their funding cut; anticipated new developments have been shelved; there have been a significant number of redundancies and lay-offs so far - and it is likely that there will be more in the coming months as the full impact of cutbacks and savings come into play.

Most of the job losses to date have been virtually invisible - a few here and there, temporary staff let go, contracts not being renewed, and so on - but the cumulative number is likely to rival the equivalent of a Dell closure. As we near year-end we will inevitably see further evidence of the effects of cuts in Government funding and of fundraising targets falling short - in a climate where most of us have less disposable income and corporate discretionary spending has been decimated. This, unfortunately, is likely to lead to further redundancies and retrenchment and, potentially, to some organisations having to close.

This is happening, of course, at a time when these organisations are facing increasing demands, not only for their services but also to advocate and defend the interests of those they serve.

In addition to cuts in social welfare and services, policy advances and commitments achieved in recent years through negotiation and advocacy are now unravelling. The Carers' Strategy has been abandoned; our development aid budget has been massively cut; we still await the government's intentions in respect of the proposed children's referendum, and there has been little discernible progress on the National Positive Ageing Strategy. Meanwhile established targets, such as for development aid, reducing poverty, provision of special needs assistants or units for Cystic Fibrosis patients, are all too



Patrick Burke,
The Simon
Communities

easily expendable. Indeed many significant advances achieved by voluntary sector advocacy in recent years are now being reversed – one activist for carers has suggested to me that their agenda has been set back by the equivalent of fifteen years.

The government will counter by saying that its priority must be the management of the economy with the unavoidable realities that that involves. That may be so but it would do well to recognise that the purpose of the economy is to serve society. This is not to doubt just how serious the economic crisis is or that very difficult decisions need to be taken – but now is not the time for government to lose faith in civil society.

Indeed one feature of our current predicament is the resilience of a significant part of the community in the nature of its response to the fact we are in dire straits. This is exemplified by the apparent increase in the number of people offering to volunteer, several creative initiatives and processes that are beginning to emerge in the community and social action space, and by the continuing growth of social entrepreneurship – all of which are indicative of the spirit, energy and imagination of social activists.

Meanwhile the majority of voluntary and community organisations continue to achieve the apparently impossible every day.

The government is in danger of ignoring these contributions to society – to all our detriment. Perhaps it doesn't quite appreciate just how much it needs this activity. Perhaps, in time, it will be impossible to ignore it. But it would do well to recognise – and reach out to, and facilitate – these efforts to meet our present difficulties while preserving the values and richness of our social fabric.

Voices from the Field: The Simon Communities

CRH Setting an Example for Corporate Philanthropy

Homelessness never disappeared during the Celtic Tiger period. While increased statutory investment and generous philanthropic giving brought significant improvements to the range and quality of services for people experiencing homelessness in Ireland, the problem persists. The current economic downturn means that even more people are at risk of becoming homeless. The Simon Communities throughout the country are working to full capacity and are bracing themselves for increased demand for their services as the recession continues. The increased demand for our services comes at a time when a whole range of statutory funding sources are being significantly cut back. Now more than ever we need the help and support of corporate philanthropy to ensure that we are in a position to continue to support the most vulnerable in society.

The Simon Communities of Ireland has just celebrated the second year of its partnership with CRH, who have shown a strong commitment to supporting Simon in delivering these much-needed services.

The CRH Simon Safety Challenge is an all-island initiative that assists Simon's important work of tackling homelessness north and south of the border. For every accident free quarter (3 months) achieved at any CRH company location across the island of Ireland, a sum of money is donated to the Simon Community operating in that region.

Company locations that achieve a full accident-free year get to donate an additional 25% bonus payment on top of the four combined quarterly donations. Simon Communities in Dublin, Dundalk, Cork, Galway, the South East, the Midlands, the Northwest and Midwest and Simon Community Northern Ireland all benefit from this Challenge.

The CRH/Simon Safety Challenge produced €777,022 in 2008 and €842,355 in 2009. This significance of these donations cannot be overemphasised. As well as significantly improving the safety of their workplace, CRH staff are making a real difference to the lives of people who are experiencing homelessness. The contribution and continued commitment of CRH to this initiative is even more impressive in the context of the major challenges facing the construction industry these days. Their commitment to corporate philanthropy and to Simon has not waned – on the contrary, their contribution increased in the second year of the project and they have set themselves even more ambitious targets for year 3.

In addition to raising funding, the initiative has also helped to increase general awareness of the local Simon Community's work as well as the issue of homelessness to specific audiences. The Simon Communities of Ireland has undertaken a number of direct communications initiatives with CRH employees to inform staff of the outputs of the funds raised. CRH and the Simon Communities of Ireland have also worked together to profile the initiative through a public relations campaign. This has had the effect of helping to keep the issue of homelessness on the public agenda whilst underlining the importance of large corporate donors like CRH playing their part in helping some of the most vulnerable members of our society.

Simon and CRH place huge importance both on workplace safety and the continued commitment that this innovative approach to corporate social responsibility brings.

The Simon Communities are very happy to report that CRH won the overall award in the "responsible employer" category for the CRH Simon Safety Challenge at the Sixth Annual Chambers Ireland President's Awards for Corporate Social Responsibility on 24th September 2009. www.simon.ie



Philanthropy can't Wait

The Role of Tax in Encouraging Philanthropy

Jackie Harrison, Philanthropy Ireland

When this report was being commissioned the severity of the economic conditions in Ireland and the world economy were not anticipated. Two views can be taken on this: the first of these could be summarised as **philanthropy can wait**; we cannot afford to give any fiscal or tax concessions at this time... The other view acknowledges that demand for services provided by charitable and philanthropic organisations has never been greater and that something has to be done as a matter of urgency.
-FGS Consulting

In recent weeks, there has been considerable discussion regarding tax policy in Ireland, largely prompted by the publication in early September of the Commission on Taxation report, which included a number of recommendations in relation to charitable giving and philanthropy (see page 9).

Separately, FGS Consulting has just completed its Research on Tax and Regulatory Policy in Ireland to Encourage Greater Philanthropy, which was jointly commissioned by Philanthropy Ireland and the Irish Charities Tax Research Group (ICTRG). Philanthropy is still at an early stage of development and Philanthropy Ireland and ICTRG are committed to ensuring that there is an encouraging environment for philanthropy in Ireland. Irish and international research indicate that, whilst tax and fiscal incentives are not the main motivator to giving, they do ensure that there is an encouraging environment for giving and directly influence how much money or resources people give and how they give. Accordingly, the two organisations commissioned FGS Consulting to undertake an independent report into how tax and regulatory instruments could be used to incentivise greater philanthropy in Ireland.

There was a consensus between the reports on a number of important points: that charitable giving yields benefits for society and should be encouraged, that the value of smaller charitable donations should be acknowledged, and that relief on charitable donations should be decoupled from other reliefs for high earners.

The Commission on Taxation both acknowledges the 'general benefit to society from donations to charities and other approved bodies' and recommends that 'the State should continue to support this activity'. The FGS Report (see page 8) states that its report is 'built upon the premise that for a proper and decent society to function there is a clear role for the voluntary sector within the community' and quotes the Minister of State, John Curran, T.D. when he said: 'Philanthropy can often respond more creatively, more quickly and can take greater risks than the state [and that] such an approach promotes active citizenship, harnesses considerable private funds for additional public good, promotes fresh thinking and, alongside continuing State schemes, can significantly add to the resources available for community benefit.' Indeed, a number of articles in this edition of Philanthropy Scope have emphasised the importance of the community and voluntary sector in recessionary times, a point that was also articulated by ICTRG in its response to the Commission on Taxation report: 'The Charity sector can play an indispensable role in tackling the very human costs of the current recession.'

The 2009 *Report of the Commission on Taxation* and the FGS Consulting Report both acknowledge the value of smaller donations to charity, but they recommend different changes to the tax relief threshold. Importantly, both recommend the decoupling of charitable giving from the scope of the measure to restrict the annual tax relief available to high earners. In the case of the Commission, however, it is recommended that tax

Recommendations of FGS Consultants

- Lowering the minimum tax relief threshold from the current rate of €250 to a new rate of €175 (but maintain relief at marginal rate of 41%)
- Amending the restriction on donations by higher earners. Currently the Finance Act 2006 limits the use of tax reliefs by higher earners (applying to those who have an adjusted income over €250,000) including relief obtained on donations to charity. Recommend that the tax relief applying to donations to charitable organisations should be decoupled from other tax reliefs as the donor does not receive any benefit from the donation. In keeping with the recommendation of the Commission on Taxation we recommend that this relief be capped at an upper threshold of €500,000.
- Extending the provision of tax relief on cash and securities donations to charity to include donations of property.
- Introducing tax benefits in relation to the donation of property through the use of split/charitable remainder income trusts. Split Income Trusts involve the donors putting property in trust for a charity with the rights to the capital and income elements being split between the donor and the recipient.
- Introducing a VAT subsidy for charities to compensate for VAT incurred on inputs. The subsidy system envisaged by us would be similar to the Danish system whereby a charity would receive a subsidy from the State in relation to the VAT that it incurs on its costs (such as utilities, professional fees etc.) with the subsidy based on the proportion of funds received by the charity from the private sector.
- Relaxing the rule restricting those associated with a charity to receiving tax relief on donations to said charity on 10% of their annual income.
- Removing of the two year waiting period on the granting of charitable status in relation to obtaining tax relief on donations. Currently charities must wait for two years before being granted charitable status and therefore eligible to claim tax relief on donations.

relief should be at the standard rate in all cases and that there should no longer be two separate systems for self-employed and PAYE earners. The FGS Report, by contrast, recommends that the relief would continue at the marginal rate.

For its part Philanthropy Ireland is concerned that applying the standard rate (20%) of tax relief to charitable donations is likely to result in reduced income for charities and other approved bodies.

Where philanthropy is widely acknowledged as being at an embryonic stage in Ireland, there is a strong case for exempting charitable giving from the general move towards standardising tax rates and for retaining the relief at the marginal rate (41%). ICTRG expressed a similar concern in its response to the Commission's proposals: "The proposal to standardise the reliefs is, however, a significant disappointment and is likely to effectively cut the benefit to charities". Philanthropy Ireland also believes that the Commission's recommendation for a single system needs careful consideration to ensure that, if implemented, it would not prove detrimental to the growth of philanthropy in Ireland. Transferring the tax relief directly to the charity or approved body rather than to the self-assessed tax payer could impact on the quantum of giving and hinder efforts to promote greater philanthropic giving amongst higher net worth individuals and families.

Issues such as a VAT subsidy have been promoted by representative organisations, notably ICTRG over the past few years. Equally, the potential of looking at new vehicles for

“It is our belief that public policy alone cannot create such a culture but it is an imperative that public policy does not act as a gate against the development of a philanthropic culture. This is recognised internationally with a number of countries actively pursuing policies to promote philanthropy within their jurisdictions such as New Zealand’s “Promoting Generosity” or in the UK strategy “A Generous Society”. FGS Consulting

transferring wealth in Ireland have been mooted on a few occasions in particular with reference to the United States. However the FGS report is valuable in that for the first time such mechanisms are assessed in an Irish context and the report concludes that ‘...the application of tax relief to other valued assets has ensured the setting up of more sophisticated vehicles for transferring wealth. In the US for example, Charitable Remainder Trusts and Split Income Trusts have been established against the backdrop of a more developed philanthropic culture. The development of such vehicles has facilitated donors in becoming more planned and strategic in their charitable giving.’

A key priority for Philanthropy Ireland is to ensure an encouraging environment for philanthropy and, to that end, Philanthropy Ireland will lobby in collaboration with ICTRG and other stakeholders to ensure that optimal tax arrangements are put in place to encourage the development of philanthropy in Ireland.

Recommendations of the Commission on Taxation

Main recommendations made by the Commission on Taxation that relate to philanthropy and charities:

- The threshold on the eligibility of individual donations to charities and approved bodies to attract tax relief should be reduced from €250 to €100.
- The relief for individuals under the above Recommendation should be at the standard rate of tax in all cases.
- An upper limit of €500,000 per person on the annual value of donations that may attract tax relief is recommended. This limit should be enforced using the principles of self-assessment and audit.
- The self-employed should be treated in the same way as PAYE earners under the scheme inasmuch that the tax relief is paid directly to the charity or approved body.
- In relation to donations from companies, the amount that would attract tax relief should be the same as for individuals (i.e. a maximum of €500,000 per annum). The rate of tax relief on corporate donations should be the corporate tax rate and, as with donations from individuals, the tax relief should be paid to the charity or approved body.
- The tax relief scheme available on donations to sports bodies should be modified. The tax relief regime that is recommended in respect of donations to charities and other approved bodies should also apply in relation to relief for donations to sports bodies and aggregate limits should apply to both reliefs.
- The tax exempt status of philanthropic and sports bodies should continue. However, the capital gains tax exemption should be discontinued where development land is disposed of.



Geraldine Prizeman, Centre for Nonprofit
Management at Trinity College Dublin

Charitable Fundraising in an Economic Downturn

In February 2009, the Centre for Nonprofit Management at Trinity College launched a survey that explored charities expected changes in fundraising income and activity due to the economic downturn.

By Geraldine
Prizeman and
Siobhán McGee



In total 267 organisations took part in the survey, and the Centre launched a report, *Charitable Fundraising in an Economic Downturn*, which showed how some Irish charities were responding to the crisis

In July, the Centre carried out a follow-up survey with the same respondents in order to ascertain the actual changes, if any, their organisations had experienced during the first half of the year. A total of 137 organisations took part in the follow-up survey, which found that organisations are:

1. Experiencing greater demand for their services (58%)
2. Reducing staff numbers (29.3%)
3. Experiencing a drop in income (70%)
4. Maintaining fundraising efforts in an increasingly competitive funding environment (82%)

Many respondents to the follow-up survey indicated that the threats they identified at the beginning of the year have been realised. They have had to reduce staff numbers or adapt staff working arrangements, including reduced hours and pay cuts. They have experienced reductions in statutory funding and are concerned that more reductions will be imposed in 2010, all while corporate and philanthropic donations are decreasing. Overall, many organisations reported that they are trying to minimise costs while maintaining the availability and quality of services.

In February 2009 respondents identified a number of opportunities; however, there was little talk of opportunities in July in the follow-on survey. Organisations were planning for the short-term (4 to 6 months) only and they were fearful of what 2010 will bring for them and their service users.

The Centre hopes to conduct a similar survey early next year so that trends in fundraising income and activity can be tracked as organisations continue to cope in this uncertain economic climate.

Geraldine Prizeman and Siobhán McGee, Centre for Nonprofit Management, Trinity College.

Charitable Fundraising in an Economic Downturn is available to download from the Centre for Nonprofit Management's Web site www.cnm.tcd.ie



Stephen Rourke,
St. Stephen's Green
Trust'

3 New Donor Advised Funds for The Community Foundation for Ireland

The economic downturn has not stopped The Community Foundation for Ireland from adding to its portfolio of Donor Advised Funds. The Foundation announced in September that three new funds had been established—an Anonymous Family Fund, the Ulster Bank Staff Fund, and The Chello Foundation (Ireland) Fund. The €900,000 Anonymous Family Fund was set up proceeds from a business sale and distribution to charitable causes will start soon, while the Ulster Bank Staff Fund will be supported by staff contributions, which will be matched by the Bank's parent group, The Royal Bank of Scotland, that will fund numerous organisations, including the Irish Hospice Foundation, The Children's Medical and Research Foundations, Focus Ireland and Goal. The Chello Foundation (Ireland) Fund was set up at The Community Foundation in October 2009 and focuses on providing funding for educational scholarships to children affected by HIV and AIDS in Sub-Saharan Africa. Its goal is to help the poorest of the poor to help themselves and their communities. To find out more, please visit www.chellofoundation.org

The Community Foundation now operates 30 Donor Advised Funds. In 2008, its Donor Advised Funds disbursed over €500,000 to 94 non-profit organisations, primarily across Ireland, but also overseas. An additional €484,000 was disbursed funds under the full discretion of The Community Foundation. In total 455 grants were made last year.

Voices from the Field: St. Stephen's Green Trust

The St Stephen's Green Trust has recently embarked on a drive to communicate the impact of its grant giving to a niche target group. 3 of the 4 funders of the St Stephen's Green Trust are religious orders, the Oblate Congregation, the Discalced Carmelites and the Daughters of the Cross of Liege. A common reason among these 3 orders to use the Trust as a vehicle to disburse grants on their behalf was a recognition that 'outsourcing' the work would allow them to maintain their charism in particular areas. At a time when many Congregations have to reduce their involvement in key areas of ministry, these 3 Orders were able to maintain their desire to continue to reach out to people while physically unable to do so. The key mission of the Trust to support organisations working with people affected by poverty, disadvantage and social exclusion through its Christian ethos accords with the mission of religious congregations.

The Trust has a 17 year track record of implementing this mission and has built up a wealth of experience among its Board of Trustees - a history which has reassured our client religious organisations. Over the past 4 years, the Trust has also developed its grant management structure through a series of measures. The Trust has a small, flexible administrative function which was enhanced recently when the Grants & Development Director achieved qualifications in Grant Management from the CASS Business School in London. The Trust will continue to develop good practice in its work, particularly in the area of openness, transparency and accountability. Annual Reports which give a complete picture of grants made and the full financial position of the organisation have been published since 2003. By continuing to draw new supporters, the Trust hopes that it will continue to make a difference in the lives of some of the most vulnerable groups in Irish society for many years to come.



Announcing the establishment of the new funds, Chief Executive of the Community Foundation Tina Roche said, 'It is wonderful to see, even in these tougher times, the generosity of people coming to the fore. There is still huge potential for philanthropy in Ireland and we are hopeful that more new funds will be established in the months ahead.'

www.foundation.ie

Tina Roche,
The Community Foundation for Ireland

From One to Many

**Creating Opportunities for
Communities**

**A New Fund for Social
Entrepreneurs**

Arthur Guinness and his family were responsible for some of the most well-known acts of philanthropy in Ireland and, to honour and continue this legacy, Guinness established The Arthur Guinness Fund as part of the Guinness 250 celebrations. Guinness & Co. in Ireland have committed up to €2.5 million to the Fund following a successful signature campaign that ran earlier 2009. For every signature received in pubs and bars around Ireland, Guinness & Co has committed €2.50 to the Arthur Guinness Fund. Since the campaign was launched last May over 850,000 people have lent their support to the fund by signing their names beside Arthur Guinness's signature.

The Arthur Guinness Fund will provide 25 social entrepreneurs in Ireland with up to €100,000 over a two-year period. The Fund will seek to identify, support and empower social entrepreneurs whose initiatives are innovative, impactful and sustainable—those that will make a real difference to Irish society. Successful applicants will benefit from financial support and practical support as well as access to the Social Entrepreneurs Ireland Alumni Network.



Pictured at the announcement which Arthur Guinness donated to the City of Dublin, are Peter O'Brien, Corporate Relations Director, Diageo Ireland and Annalisa O'Carroll, Communications Director, Social Entrepreneurs Ireland



Emma Lane-Spollen,
the One Foundation

Peter O'Brien, Corporate Relations Director, Diageo Ireland explained "As well as being a visionary businessman, Arthur Guinness understood the importance of supporting and developing communities. He chose to invest his skills, energy and good fortune in activities that helped many people and many communities - from improving conditions for the poor in Dublin to donating the Iveagh Gardens and St. Stephen's Green to the state. The establishment of the Arthur Guinness Fund is our way of ensuring that our founders' social philanthropy is celebrated and continued in a truly unique way".

Annalisa O'Carroll, Communications Director at Social Entrepreneurs Ireland noted that "The Arthur Guinness Fund marks a significant milestone in the growth and development of social entrepreneurship in Ireland. Guinness & Co. has shown great vision in recognising the impact social entrepreneurs have in bringing innovative solutions to some of society's entrenched social problems and Social Entrepreneurs Ireland is delighted to be working with Guinness & Co. on such an inspiring project."

All details regarding the application process are available on www.guinness.com, along with a full list of selection criteria and application guidelines. The deadline for submitting application to the Fund is 31st October 2009.

Voices from the Field: One Foundation

One Foundation is a 10 Year fund focused on achieving impact by 2014. We invest in high-potential organisations with excellent leadership and a strong track record - organisations that can deliver results. By this we mean demonstrable impact of a game-changing nature. We invest for a social not a financial return. We look to address root causes not symptoms, by not simply alleviating the status quo but by changing it.

We invest with our heads and our hearts, and we ask the same of our investees. This means clarity of mission, strong accountability and a focus on results.

Our approach is to apply business principles to the non-profit sector. Our thesis is that a strong management team, properly resourced and enabled, can achieve significantly more with a given set of resources. One test of our investment approach will be how many of our investments will emerge strongly out of the downturn - leaner, better positioned, and more able to take advantage of the upturn.

We are optimistic. Our investments are working innovatively: they have proven effective solutions, and they show good value for money. In the current climate, that is the kind of language the Department of Finance wants to hear.

The challenge remains that there is insufficient risk capital in the non-profit sector. Philanthropic money can be strategic, flexible and highly leveraged, delivering real results. We have just completed planning with an organisation and for every euro we put in we leverage twenty times that. That extra euro pushes growth from 10% to 70% over 5 years.

These are the results that can be achieved.

There are great opportunities out there to back innovative and leading organisations that are clear in their aims, focused on results, and ultimately successful at effecting change.

Philanthropy is exciting. Change does happen. With limited resources, now is the time to be bold.

The One Foundation: Investing for Change

Research shows that for young people having one significant adult in their lives increases their ability to cope with tough times. Big Brother Big Sister is a proven, volunteer youth mentoring programme that matches an adult volunteer with a young person who would benefit from some one-on-one time with an adult. One Foundation invested €2.5 million over 5 years to scale-up the programme to a national level in a co-investment with The Atlantic Philanthropies. In its second year, Big Brother Big Sister secured €1.2 million in government funding and, currently in its fourth year, it is on target to reach 2,000 matches per year. www.onefoundation.ie

A photograph of a woman with dark hair, wearing a blue shirt, smiling warmly as she reads a book to a young girl with long brown hair and bangs. The girl is looking down at the book with an open mouth, appearing engaged. The scene is brightly lit, suggesting a sunny day. The background is a soft, out-of-focus light color.

Partnership in grant making

Adding value through strategic small grants

By Noelle Spring
Katharine Howard Foundation

The Katharine Howard Foundation (KHF) is an independent grant-making foundation in Ireland with niche expertise in allocating small grants particularly supporting community projects and initiatives in areas that are socially disadvantaged. The Foundation undertakes advocacy and development work, provides funding through small grants and commissions and co-funds research. Part of KHF's work over the past 10 years has included the funding of organisations and community groups involved in the provision of quality services and opportunities for young children and their parents. With limited resources, the Foundation has become very influential in helping to build the capacity of small, community-based preschool playgroups, after school projects, parent & toddler groups and a range of other community based organisations. This impact has been achieved through attracting appropriate partners and the thoughtful strategic approach adopted by the Foundation since the early 1990's. This short account provides information on a recent strategic partnership that KHF has been involved in by way of demonstrating the opportunities that exist to maximise the impact of philanthropy in Ireland. Working together is particularly pertinent in Ireland today as the economic and social climate requires creative use of collaboration by all sectors to ensure Ireland provides adequately for its most vulnerable citizens.



Noelle Spring,
Katharine Howard Foundation

KHF has cultivated partnerships on specific policy and good practice projects with statutory departments and agencies and other Foundations. Since 2002 KHF has focused on collaboration in the field of early childhood care and education and has undertaken a number of special initiatives. The rationale for focusing on this sector was greatly influenced by the growing awareness that early intervention and family support are critical to lessening poverty and disadvantage in adulthood. It was also obvious to the Foundation that investment in the field of early childhood care and education in Ireland was inadequate and required consistent and committed efforts by a range of stakeholders to ensure prioritisation by government. KHF's most recent partnership was with a statutory agency of a government department, the Office for the Minister for Children and Youth Affairs (OMCYA) which resulted in the mainstreaming of grants to parent and toddler groups throughout the Republic of Ireland. This partnership allowed KHF to build on structures at regional and local levels (County & City Childcare Committees) in order to facilitate increased government support for children and their families, particularly in areas designated as disadvantaged.

The Parent and Toddler Group Initiative was developed as a special project within the National Childcare Investment Programme (NCIP) 2006-2010. The aims of the project were to design a framework of funding and support for parent and toddler groups in Ireland and also to develop mechanisms for the transfer of this through the thirty-three City/County Childcare Committees (CCCs) in 2009. The Initiative gave KHF the opportunity to provide strategic small grants while influencing child and

KHF has enjoyed the contact with all the parent and toddler groups under this scheme over the past number of years. The Foundation is very pleased with the growth of parent and toddler groups throughout the country (828 groups in December 2008) and that the profile of such groups has been raised through the Initiative.

family policy. The partnership approach to planning and developing the Initiative with the OMCYA ensures that these grants will be provided into the future and become part of national family support policy. The support of grants by the government ensures recognition that parent and toddler groups are providing informal support to parents, grandparents and child-minders, as well as to young children. These groups are an important source of social contact and family support especially for parents of young children and families new to an area. They can also create important learning opportunities for the children who attend them and provide 'stepping stones' that help to prepare children for the transition to pre-school education. Through the Parent and Toddler Group Initiative grants totaling €451,118

"New toys and equipment help to keep the children happy and enthusiastic and interested in returning to play each week."
Parent & toddler group grant recipient

"The grant ensures equal access to all parents by keeping the weekly subscription fee small."
Parent & toddler group grant recipient



were provided to 569 groups over the two year funding period. A framework for enhanced and coordinated information and support for parent and toddler groups was established through the development of a national database of groups and an information pack for all CCCs to ensure a consistent but flexible approach to grant assistance and support throughout the country. It was agreed that the OMCYA would provide funding for grants in 2007 and 2008, with KHF establishing the structure to develop and implement the Initiative, and provide for the direct administration of the grants.

The social impact arising from the grants was measured through self reporting from the groups as they were required to provide a progress report. This account was substantiated through reports from the County and City Childcare Committees. The feedback from these reports highlighted the role that parent and toddler groups play as a self-help community response organised and run by parents. In addition, these reports emphasise the groups' capacity to lessen isolation by encouraging social contact for both children and parents. Parent and toddler groups grow and develop depending on local needs and small grant support goes a long way in ensuring the development and sustainability of these groups.

The Trustees and staff of KHF are pleased that this project was so successful, in no small way due to the efforts and commitment of a large number of people. KHF is a small organisation and is consequently reliant on partners to achieve the realisation of many of its objectives. The experience of this particular partnership and the

Lessons learned from the Parent Toddler Group Initiative

- Small grants provide much needed practical support to groups
- Grants should be planned and administered in a flexible way that responds to the actual needs and timeframe of groups
- Tracking and monitoring the funding to groups is an important part of grant assistance and can be achieved through brief progress reports which provide information on how grants were spent by groups but also provide invaluable information and insights about the work and development of funded groups
- A supportive relationship with applicants is essential in ensuring that groups, particularly new groups, have the capacity to meet the requirements of the grants process
- Working with other organisations and agencies with 'on the ground knowledge' provides real learning opportunities for the development and implementation of new initiatives
- In the case of the Parent and Toddler Group Initiative, establishing the Advisory Group was central to the overall framework for the grants process.

positive relationships with the staff at the OMCYA, Pobal and the CCCs reinforces the Foundation's belief in the benefits of collaboration and working together.

The recently disseminated issue of *KHF: Community Matters* provides a summary of the Parent and Toddler Group Initiative 2006-2008 and can be obtained by contacting KHF. www.khf.ie



Frances Feeney
Social Capital Ireland

Voices from the Field: Social Capital Ireland

This time last year we launched our new company and new business model Social Capital Ireland. The launch coincided with the worst financial fallout in global history and in many ways our company launch could not have come at worse time.

At this stage our own in-house research had led us to the conclusion that the need for advisory services in terms of individual giving or philanthropy in Ireland was very limited. Giving in Ireland was and is unstructured, private and very relationship based. We concluded that it should be part of a broader model, in other words, to encourage people to be structured about giving where the return is purely social, we had to offer them the option of a blended return - that is a return that is both social and financial - or a purely financial return in which the investment product is ethical. In other words, positively screened products.

A year later where are we? Well everything has changed, the old order has gone and going forward all business models and professional service models will be tested and reinvented. The business landscape is continually changing. We, too, have reinvented ourselves to adapt to market demand.

In 2007, I met with Derek Gleeson the director of the Dublin Philharmonic Orchestra (DPO). He was taking the Orchestra on a 48 concert tour of the United States, the largest tour of its kind ever by an Irish Orchestra. Ireland was until this time the only country in Europe not to have an orchestra carrying the name of its capital city. The tour was a huge success and as a result the Dublin Philharmonic has been invited to Asia next June and will open the Beijing Festival an event which will be televised to millions of people. Needless to say the project requires funding to support the income it will receive from the tour itself.

We are creating Irelands first Venture Philanthropy Fund to support the DPO's tour. We are - as Serge Rainer the CEO of the European Venture Philanthropy Association stated in Dublin last week - testing the model, but then all conventional business models should be tested and will be tested in the current climate.

It will be a 'spend down fund' actively managed and the social,

cultural and financial return will be measured and reported upon. It will be a mix of sponsorship, pure philanthropy and fundraising and alongside creating the fund Social Capital will support the DPO as a young charity to build its own business model both from an operational perspective and from a governance perspective.

We recognise an excellent business opportunity in this young Irish Company, which also happens to be a charity. When the Pittsburg Philharmonic Orchestra travelled to Europe the Pittsburg Chamber of Commerce travelled with it. What better way to sell a country and the business opportunities it represents that on the coat tails of an Orchestral tour. These can be both inward and outward business opportunities. China is the fastest growing economy in the world. This tour also coincides with World Expo in Shanghai. This is an opportunity for Ireland Incorporated to realise a social, financial and a cultural dividend.

I don't like the phrase 'green shoots' but, in the absence of a better one, as a young private Irish Company we have been seeing some activity in the last number of months. We are in discussions with a large Irish Corporate Organisation to build a sustainability program for them that is in line with their core business competencies and strategies. We have had some expressions of interest regarding an international social fund which offers financial and a social return and we are in partnership discussions with the National College of Ireland, who are developing Irelands' first third-level centre for the study and research of strategic corporate citizenship and sustainability. After one of the most irresponsible periods in Corporate History, is it possible we are going to enter a new period of Corporate Sustainability, Responsibility and Citizenship? Going forward people-whether they are giving or investing in a traditional manner-are going to want and demand a new approach and a level of transparency that was not evident before. They will be more structured regarding financial matters and this could only be good for structured philanthropy. Companies will want to create social dividends alongside financial dividends for their stakeholders and, ultimately, all business activity will be measured from both a financial and a social perspective.

For more information visit www.socialcapital.ie or e-mail info@socialcapital.ie

A prestigious grant from the Bill and Melinda Gates Foundation doesn't relieve the financial stresses that Concern Worldwide and its beneficiaries are under, It certainly presented us with a dilemma in terms of announcing it to the media.

says Richard Dixon, Head of Fundraising, Concern

The Gates to Innovation

We'd been on the receiving end of four Government cuts to the overseas aid budget in the past year; we're in the midst of a recession when the need is even greater in the world's poorest countries and yet we were about to make an announcement that we were to receive \$41m (€29m) from the Bill and Melinda Gates Foundation (BMGF).

The key message our communications needed to convey was that this was a ringfenced project, that the grant from BMGF was for an exciting new and specific project (child and maternal health solutions) in six countries over five years; the money was not going into Concern's general funds but would only be released in stages by BMGF, not sitting in Concern's bank account.

I think we succeeded in conveying that message in late July as we've had very little misinterpretation since, either in the media or via feedback from our donors and supporters.

It was also kudos to Concern for beating off competition for the grant from 15 other international aid organisations, vindication that we are a highly professional and effective Irish NGO on the world



Richard Dixon,
Concern

stage, with a record of innovation and implementation in a hugely competitive arena. It was, and is, an Irish good news story but most of all it is a good news story for those who ultimately stand to benefit from such philanthropy.

As BMGF scrutinised our application, they would have noted also that Concern, for over 40 years, has been about the three 'Is': innovation, influence, impact. They would have noted Concern's Community-based Therapeutic Care (CTC) programme that was developed in partnership with Valid International as an innovative approach to treating severe malnutrition, which has significantly increased the survival rates of malnourished children in countries such as Malawi and which has been adopted by many other agencies. They saw that we only work with the poorest people in the poorest countries, that we work closely with 500 local partner organisations in our 28 countries of operation and that, in 2008, Concern programmes reached 10 million people directly (of which 3 million were reached for emergencies and 7 million for development work) and 25 million people indirectly.

The BMGF-Concern project (full name, 'Innovations for Maternal, Newborn and Child Health' or 'Innovations Project') will complement the national efforts of 6 countries to achieve UN Millennium Development Goals 'MDGs) 4 & 5' which are to reduce maternal, newborn and child mortality. It will be rolled out initially in Malawi, Sierra Leone and India in the coming months.

The Innovations Project hinges on a Dragons' Den-style approach to finding new solutions to maternal and child mortality. It's not about trying to impose top-down solutions. On the contrary, it will take a fresh approach whereby non-traditional sources in each of the six countries will be asked for their breakthrough suggestions, be they local community members, health workers, private sector companies or academics. Yet, it's not just about good suggestions; it's ultimately about the workability and practicality of implementation. If Concern, together with the Bill and Melinda Gates Foundation, can find workable solutions to reduce maternal and child mortality in countries like Sierra Leone - where 25% of children die before their fifth birthday - then it will be a huge success with enormous potential for further expansion.

Concern's overall operational income challenges remain. In 2008 we

experienced a fall of 10% in donations from the public compared to 2007, and most give smaller gifts now than before. Long term fundraising challenges remain, as a September 2009 study by the Centre for Nonprofit Management in Trinity found Irish charities are reporting sharp falls in income. For international aid organisations, as opposed to domestic NGOs, these problems are exacerbated by a disproportionate 22% cut to Irish Aid's overseas aid funding. Since the start of this year, Concern has shed over 500 jobs worldwide, remaining staff have been subject to pay cuts and we're having to phase out or scale down key programmes in certain countries while planning for our phased withdrawal from others. We are, and must be, responsible in such difficult circumstances: our priority has to be the beneficiaries and how to minimise the impact on them.

It is almost part of Irish people's DNA that they empathise with those who endure extreme poverty and hunger. Back when Concern was founded over 40 years ago, Irish people supported those in Biafra even when our own country was considerably less well-off than it is even in the downturn of today. The UN says there are now approximately one billion people going hungry every day, up 40 million from last year, and tackling hunger and malnutrition is Concern's number one priority. Given the world recession, you can be sure this situation will not improve in the foreseeable future. Indeed, it will worsen considerably as the need becomes greater.

It is totally unacceptable that human beings are dying of hunger in the 21st century. Concern is absolutely committed to tackling this crisis, for that is exactly what it is.

Eighty-seven cent of every euro donated to Concern goes directly to our overseas programmes and, no matter what fluctuations occur in our income as a result of the recession, this must continue to be the case.

Our donors are passionately committed to making a difference and would - indeed, should - accept nothing less.

Website: www.concern.net



Leslie Buckley is a founding director and Vice Chairman of Digicel, a telecommunications group with over 10 million subscribers across the Caribbean, Central America and the South Pacific.

Interview: Leslie Buckley

Building a Haven

In January 2009, Leslie Buckley established Haven, a charitable foundation dedicated to building and up-grading houses for the poorest of the poor, initially in Haiti, through long-term partnership programmes with Communities and an annual volunteer-based "Build It Week" which takes place twice a year.

Tell us a little bit about Haven

Haven's mission is to tackle poverty and improve the quality of life of impoverished and disadvantaged people. We aim to do this primarily by building homes for the poor and implementing development programmes in these communities which will involve training and empowering local people initially in Haiti and bringing volunteers from Ireland and elsewhere twice a year for an intensive Build It Week. Our target is to build 1000 new homes and upgrade 2000 in a 3 year period and therefore improve the lives of around 20,000 people.

What motivated you to set up Haven?

Through my business commitments with Digicel I have visited

Haiti many times over the past four years. Every time I go to Haiti; I am really horrified by the appalling poverty that pervades this country in the Caribbean. Life is genuinely a day-to-day struggle for the vast majority of 8.5 million Haitians: more than 75% of the population live below the official poverty line, on less than \$2 per day, and more than 50% live in abject poverty on less than \$1 a day. In Ouanaminthe (where we are building houses) the poverty is even worse and, as a result, people there live in really appalling conditions - I have seen little children completely naked, as they have nothing - the only covering they have to protect themselves from the harsh sun rays is mud. I felt compelled to do something in some small way so that's why my wife Carmel and I established Haven.

Are there other philanthropists whose work you admire or who inspired you to give?

Yes there are indeed - my close colleague Denis O'Brien is one of the greatest Philanthropists I know. Through Digicel Denis set up in the Digicel Foundation in Jamaica, Haiti and PNG. These foundations assist the local communities in which Digicel operates through a variety of projects and funding particularly in Education, Healthcare and Community Development. Denis is also an avid supporter of human rights though organisations such as Amnesty International and his own Human Rights Organization called Front Line. He is also very much involved in domestic charities here in Ireland.

Do you support other causes or organisations as well

Yes indeed. Before I set up Haven I had travelled quite extensively with GOAL which is an organisation I very much admire and who are doing really amazing work in very difficult

conditions. John O'Shea was very much an inspiration for me when I established Haven. Barnardos is another very worthwhile organisation which I'm proud to be involved in. Barnardos provide vital services to children who otherwise might be at a disadvantage in our society and aim to give these children the best start they can get in life in order to help them become well rounded, confident and educated adults.

Is there a philanthropic investment of which you are most proud?

I believe Haven is the most obvious answer here as it was a pipeline dream for me from the first time I travelled to Haiti some years ago. However there have been other successful projects which have been very worthwhile. Earlier this year, through the All Ireland Cancer Foundation, Denis O'Brien and myself were able to fund and launch Rapid Diagnostic Cancer Centres in St. James Dublin and Galway University Hospital. These centres are specifically aimed at men who are concerned they may have symptoms of Prostate Cancer and want a fast diagnosis with follow up treatment. It really is a wonderful initiative which we hope will be of benefit to many men in Ireland. The HSE are committed to launching similar centres throughout Ireland in the very near future.

What do you think would encourage more people to get involved in philanthropy in Ireland?

I believe the government has a responsibility to encourage philanthropic activity amongst corporate organisations in Ireland - Corporate responsibility is a very important issue these days. I also believe the government should lead by example particularly by reassessing their decision which has seen a slash in the budget for Overseas Development Assistance (ODA) by 21.8%

which now leaves Ireland short of our commitment to spend 0.7% of our GNP on ODA by 2012, which in my view is unacceptable.

What advice would you give to new or prospective philanthropists?

Get involved in something that really appeals to you and that you are willing to learn about. Be prepared to stick at it for the long term to see the results. There is a real satisfaction in helping a genuine cause achieve its goals and mission, whether it be through financial assistance or committing time and resources.



Editor:

Jordan Campbell

If you are interested in preparing a piece for *Philanthropy Scope*, or in obtaining hard copies of the publication, please contact Jordan Campbell at jcampbell@philanthropy.ie.

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Founded in 1998, Philanthropy Ireland is the Association of independent philanthropic organisations in Ireland, including grant making trusts and foundations. Our goal is to grow and support philanthropy in Ireland through advice, advocacy, research and membership services.

Our Web site, Philanthropy.ie, is Ireland's leading source of impartial advice and information on philanthropy. It features resources for current and prospective philanthropists, grant seekers and philanthropic organisations, as well as research and general information on philanthropy in Ireland and overseas.



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