

# PROGRESS REPORT ON THE NATIONAL GIVING CAMPAIGN



## EXECUTIVE SUMMARY

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Philanthropy, planned giving and fundraising capacity are all underdeveloped in Ireland and Ireland lags behind other developed nations, such as the US and the UK, in terms of a strategic approach to fund development and private investment in the non-profit sector. The number of people and corporations in Ireland involved in providing philanthropic, i.e. thought-out and sustained financial support, is low relative to comparable countries. Also, the amounts of money contributed in this way are relatively low.

However, the Irish people are generous with 89% of people giving to charity on a regular basis and historically Ireland has responded very generously to appeals for aid such as Live Aid or the Haiti relief.

This contrast in Ireland between a widespread readiness to give spontaneously and, on the other hand, the relatively low levels of personal and corporate giving in a more proactive, purposeful, engaged way, represents a major opportunity; namely to harness the latent, untapped potential to widen the extent of planned giving and the amount given among the general public and businesses.

In order to address these challenges, both to develop the sector and to increase the level of private investment in good causes in Ireland, the Forum on Philanthropy and Fundraising (a joint Philanthropic/Government initiative) agreed a strategy with the stated aim of increasing the level of charitable giving from the current level of €500m to €800m by 2016. The Government committed to funding 50% of the cost of implementing the strategy and has already committed €2.49m.

The strategy comprised of four key initiatives:

- A National “Giving Campaign”
- Improving the fiscal environment and infrastructure for giving
- Developing fundraising capacity among not-for-profits
- Creating a National Social Innovation Fund.

The strategy is an integrated one and all of the elements of the strategy will need to be delivered if the targets are to be met.

This report details the progress so far on the National Giving Campaign, now called the One Percent Difference Campaign.

The campaign is working from the premise that the Irish general public, Irish corporates and high net worth individuals are currently underfunding the voluntary and not-for-profit sector in Ireland and abroad. While Ireland has a proud legacy in volunteering and the Irish are generous in responding to charitable requests, there is clear evidence indicating that we give less and in a less planned manner than most other EU states. The National Giving Campaign objective was to kick start a national discussion and place a focus on the topic to inspire a gradual cultural shift from giving ‘on demand’ towards planned and sustained giving by all members of the public.

Prior to designing the campaign, Philanthropy Ireland commissioned research agency Pathfinder to test the public mood and attitudes to giving in Ireland. The research was a mixture of focus groups and expert interviews.

Amongst the key findings were:

- There was broad acceptance of the potential for a national giving campaign
  - There is a desire to rally around a tangible vision, cause or outcome
  - There was hesitation around any government sourcing or such a call to arms
- Public understanding of planned giving was low and the benefits of planned giving would need to be explained
- There were also significant barriers to giving including
  - The recession - there is a real and growing squeeze on the public pot of giving;
  - We think we are more generous than we are
  - Reduction in the levels of trust and concerns about CEO salaries and the cost of administration were undermining sustained and planned giving.

Philanthropy Ireland approached Open Communications at the end of June 2012 to help them identify and in put in place a selection process for a full service advertising agency – including a media planning and buying function - and a PR agency to partner with them in the development and rollout of their communications programme. As a result of the selection process, PublicisQMP was selected as the advertising and media buyer and Drury as the public Relations Firm.

Following the selection process work began on the design of the campaign. The key challenge was not that the Irish don't give, but that they don't give enough or in a considered and sustained manner which would enable charities and worthy causes to plan over the long term. To change this, a cultural shift is needed in Irish people's giving habits and the campaign needed to show that every single person can make a difference. The key insight that the campaign was designed around is fellow feeling, that Irish people have a strong sense of fellow feeling and a real desire to help their people who are in need.

A number of creative options were considered (see Section 3) but the option chosen was the One Percent Difference, it doesn't matter who you are or what you do, everyone gives the same – one percent. If everyone gave just one percent, either financially or of their time, it would more than double current giving levels.

This approach enabled us to reach all three defined target audiences; companies, high net worth individuals and ordinary members of the public in Ireland.

During the design of the strategy the campaign team informally shared ideas and concepts with a number of senior people in the charity sector to "sense test" before finalising the strategy. The team also set up an advisory group from amongst the largest fundraising charities and held briefing meetings with members of the Wheel and ICTR to ensure that the smaller charities were kept fully up to speed with the campaign's plans.

In order to draw on the experience and skills of members of the Forum on Philanthropy and Fundraising, a steering committee was created to provide advice and strategic input.

The One Percent Difference Campaign was launched on the 19th of June 2013 by former President Mary Robinson and the Minister for the Environment Community and Government Phil Hogan T.D. (for media coverage see attached report- Appendix 1) and by Frank Flannery the Chairman of the Forum, before an invited audience from the sector of approximately 300 people in the Smock Alley Theatre.

In addition, rugby star Ronan O’Gara, celebrity chef Clodagh McKenna, author Fran O’Brien, and president of the GAA Liam O’Neill supported the launch by posing for photographs and in the case of Ronan and Clodagh doing follow-up media interviews. The launch was supported by an advertising campaign designed to introduce the concept of the One Percent Difference to the public.

Other high level activities that followed the launch include:

1. A dance performance to publicise the campaign at the GAA Mayo Tyrone football semi-final in Croke Park. 100 dancers from the Jane Shorthall dance school marched on to the pitch to a drum beat during half time of the senior Tyrone V’s Mayo match. They danced to the music of Macklemore “Can’t hold us” track and lifted and brought together 100 mosaic boards over their heads to reveal the One Percent difference logo. The performance was seen live in the stadium by an estimated 60,000 people and reached a television audience of over 930,000. The piece was introduced to the TV viewers by Michael Lyster of The Sunday Game Live, who explained the concept of the One Percent Difference Campaign. To see the coverage please click on this link <http://youtu.be/I3iQAB8zf-0>
2. The 6th Annual Ray Murphy Lecture delivered by former President Bill Clinton. The President delivered the lecture to an invited audience of over 250 philanthropists, senior business leaders and high net worths at a dinner in the Conrad Hotel. The dinner was preceded by a live interview with President Clinton on RTE’s Six One News. Pat Kenny also interviewed President Clinton for his show which was broadcast on the following day. In addition, most of the print media carried coverage of the visit. The President strongly endorsed the One Percent Difference Campaign and urged corporate leaders to support the campaign. He described it as “a brilliant idea and one which other countries could learn from”.
3. National Giving week was the highlight of the One Percent Difference Campaign in 2013. This took place on the week of the 11<sup>th</sup> of November and was designed to, through the medium of National Media:
  - Raise awareness and understanding of the One Percent Difference concept
  - Put a value on the not for profit sector in Ireland
  - Demonstrate the importance of giving & philanthropy for future development of Irish Society.

The aim of the week was to demonstrate the importance of giving and philanthropy to the future development of Irish society. The week sought to initiate debate and discussion on the topic and participants were encouraged to sign up to the One Percent Difference Campaign – the national campaign asking every individual and business in Ireland to give one percent of their time or income to a cause they care about with the aim of increasing private sector investment in the not-for-profit sector in Ireland.

The campaign sought to drive home a number of key messages during the week:

- The not for profit sector and charities in Ireland deliver a host of services from medical research to search and rescue. Their efforts, and the efforts of thousands of volunteers, play a vital role in not only social services but our sporting and cultural life. They provide the heartbeat of community life in Ireland. Charities and not for profits are under pressure, fundraising and government income is down while the demands on their services have risen dramatically

- The need to create a debate about giving in Ireland and role of the not for profit sector in Irish life. The Irish people are generous but we need to create a culture of sustained giving in Ireland. Also, we all need to understand that giving and volunteering benefit everyone. People who give to good causes and volunteer are happier, healthier and more engaged with their communities. Everyone benefits
- Corporate Ireland also has a role to play. Philanthropy is not just a cost but is more something that can help build commercial success. Philanthropic endeavours within a company aid employee engagement, employee development and ultimately can end up sparking an idea that results in huge commercial success
- Our aim is to create a long term increase in planned and philanthropic giving in Ireland and to instil a culture of giving in Irish society, and that is the debate we're up for this week.

The campaign generated in excess of 50 pieces of National Coverage as well as numerous local radio and press pieces (for full coverage report see Appendix B).

National Giving Week was supported by a strong advertising campaign aimed at business and the general public from paid (TV, Radio, Digital Partnerships), owned (campaign website, mobile site, facebook page, youtube table, twitter page, blog etc) and earned media (facebook fans, twitter followers, shares etc).

Reaction to the campaign has been overwhelmingly positive and there has been surprisingly little negative comment given that we are asking people to give more at a time of national recession.

Preliminary research from Behavior and Attitudes suggests that:

- Recall of the One Percent Difference Campaign advertising is strong with 39% of all adults stating that they had seen the long ad and 35% had seen the short ad. The longer ad however, appeared to resonate more with under 25s, while the shorter ad had better recall amongst 25-64 year olds
- Over half of all adults considered - "The One Percent Difference. 1% of your time or money to a cause you believe in" to be the main message from the advert
- Call to action overall is strong, especially amongst females, farmers and those living in Munster, Connacht/Ulster with it being weaker in Dublin
- Awareness and understanding of philanthropy in Ireland has increased by 9% from 48% to 57%.

On the negative front, the Behavior and Attitudes research also shows a steep drop in charitable giving since similar research was done on 2011 with a fall in overall charitable giving from €130 per person per annum to €68 per person. The research was conducted in December 2013 during the CRC crisis which has had major impact on charitable giving and is consistent with other research available for the sector.

Amongst the key learnings from the campaign was the need to engage with the senior management of charities, in particular the CEO's. Another key finding was that business is doing a lot more than published research would suggest and this needs to be better researched and celebrated.

The One Percent Difference Campaign is already planning an all island Conference with Northern Ireland. However both the campaign and the Forum on Philanthropy and Fundraising need to

consider the impact of the breakdown of trust between the public and the charity sector and what both can do to contribute to the rebuilding of trust.