

A dark blue world map is centered in the background of the slide, showing the outlines of continents in a slightly lighter shade of blue.

How New is the 'New Philanthropy'?

Dr Beth Breeze
University of Kent

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“[New philanthropists] are individuals, still in the prime of life, who have been successful in their chosen careers, made money, sometimes a lot of it, either in business or in their profession.

Having made enough for their own needs they now want to use their money, their skills and their abilities to get things done to create something transparently useful in society.

They talk of making a difference, of giving something back, but they aren’t satisfied by writing cheques to worthy causes, valuable though such charity can be.

*These people **want** to be in the driving seat because that’s where they belong...*

‘The chance to do this,’ one interviewee said, ‘makes the whole business of making money worthwhile’”

Charles Handy (2006) *The New Philanthropists*, p.9

1. **New types of donors**

They are younger, richer, self-made, entrepreneurial and living a cosmopolitan lifestyle.

2. **New types of causes**

They support emerging issues notably global health problems and the environmental crisis.

3. **New approaches to giving**

They conduct their philanthropy in a hands-on, controlling, strategic, innovative, catalytic, leveraging and outcome-focused way

NB: 'New philanthropy' is synonymous with:

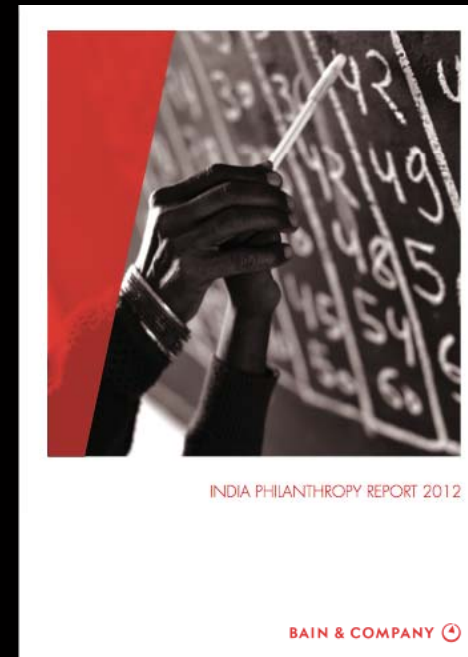
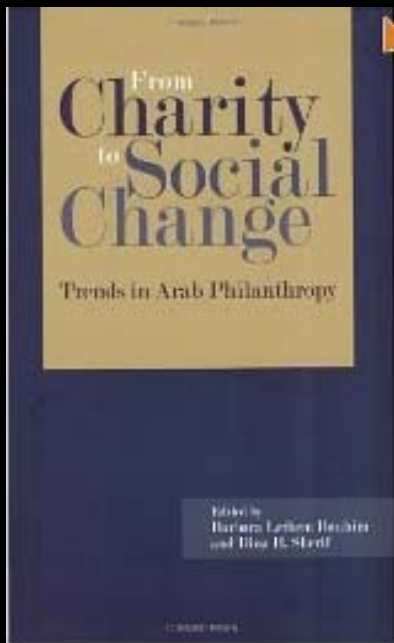
- Venture philanthropists
- Philanthrocapitalists
- High-engagement philanthropists



New Philanthropist traits have been identified on both sides of the Atlantic

“Britain's new philanthropists share with Buffet and Gates a mixture of impatience and business acumen that is shaking up the charity world. Reluctant to sign away their money to traditional [charities], they are adopting a hard-nosed approach that insists on looking at the bottom line. They want to make a difference, but balk at feeding the maws of self-perpetuating bureaucracies that squander money on administration and promotional campaigns. If charities don't cut the mustard, they are prepared to go it alone.”

Sunday Times 2/7/06



- Wholly new?
- Particularly widespread?
- Specific to philanthropic activity?

Are they distinctively younger, richer, more likely to be self-made, entrepreneurial and living a more cosmopolitan lifestyle than philanthropists from the past?

Andrew Carnegie

John D. Rockefeller

Thomas Guy

Isaac Wolfson

Joseph Rowntree

Are they distinctive in dealing with emerging issues?

Prevailing issues change over time, e.g.:

15th C – replace pre-Dissolution poor relief, help poor maids to marry

16th C – pay ransoms for people captured by pirates

17th C – rebuild London after the Great Fire

18th C – support for foundlings, building Hospitals,

19th C – abolition of the slave trade, building schools

20th C – support for soldiers, relief for war refugees and war-torn countries

21st C – global health problems notably AIDS, climate change

The role for philanthropists in any given era depends on the wider context, social norms and what needs are failing to be met by the private and public sectors

“The worthy citizen of the eighteenth century relieved his conscience by a gift to an orphanage; the benevolent lady of the nineteenth century distributed soup and blankets. Her daughter ‘taught the orphan boy to read and the orphan girl to sew’; her grand-daughter went ‘slumming’. The twentieth-century lady is on the committee of the village institute; her daughter is a guide captain and her son helps at an unemployment centre”

“The garden of charity needs constant pruning and weeding and replanting. Schemes which have outworn their usefulness must be allowed to die; others showing fresh shoots must be strengthened, and new growths must be tended and nurtured”

Elizabeth Macadam (1934) The New Philanthropy

Are they more likely to conduct their philanthropy in a hands-on, controlling, strategic, innovative, catalytic, leveraging and outcome-focused way?

17th C – Emergence of 'associational philanthropy'

18th C – Loan finance for hospitals' running costs, Foundling Hospital cost-benefit ratios

19th C – Social housing movement and 'Five percent philanthropy'

20th C – Measuring need (e.g. Booth), sustainability through earned income (eg. blind homes)

Why has the idea of 'New Philanthropy' gained widespread acceptance?

1. The loss of historical memory
2. The 'preference for novelty'
3. The desire for distinction



The role of the philanthropist is continually being re-invented to reflect contemporary needs, dominant values, available wealth, technological developments and the broader socio-political context.

‘New philanthropy’ is primarily a presentational trope and a strategy to make philanthropy more appealing to both potential donors and the observing public.

Philanthropy is no ‘newer’ today than at any period in the past.

Philanthropy is now, as it always has been, a product of its time.

"I know that other big givers often have a strong theory behind their giving but mine is quite simple. I have made some money and think I ought to give something back to the people and places that are significant in my life."

Jimi Heselden, £25m+ to Leeds Community Foundation

"Perhaps if I had a family member with a different health problem, like autism, then I would be supporting a charity that helps autistic children rather than the Great Ormond Street Hospital. But this is the situation that I find myself in."

Heather Beckwith, £1m to GOSH for research into a condition affecting her grandson

"Talent, hard work, young people heading to the top. But of course – I have to like them"

Barrie Wells, £2m funding for talented young Olympians, talking about how he chooses who to fund

"The only yardstick that I can ultimately use to judge my philanthropic decisions, is the tingling sensation I get in my body, which means: that is what I need to do."

George Koukis, 2012 Million Pound Donors Report



Dr Beth Breeze

Centre for Philanthropy, University of Kent

email: b.breeze@kent.ac.uk

website: www.kent.ac.uk/sspsr/cphsj

twitter: [@UKCPhilanthropy](https://twitter.com/UKCPhilanthropy)

blog: blogs.kent.ac.uk/philanthropy