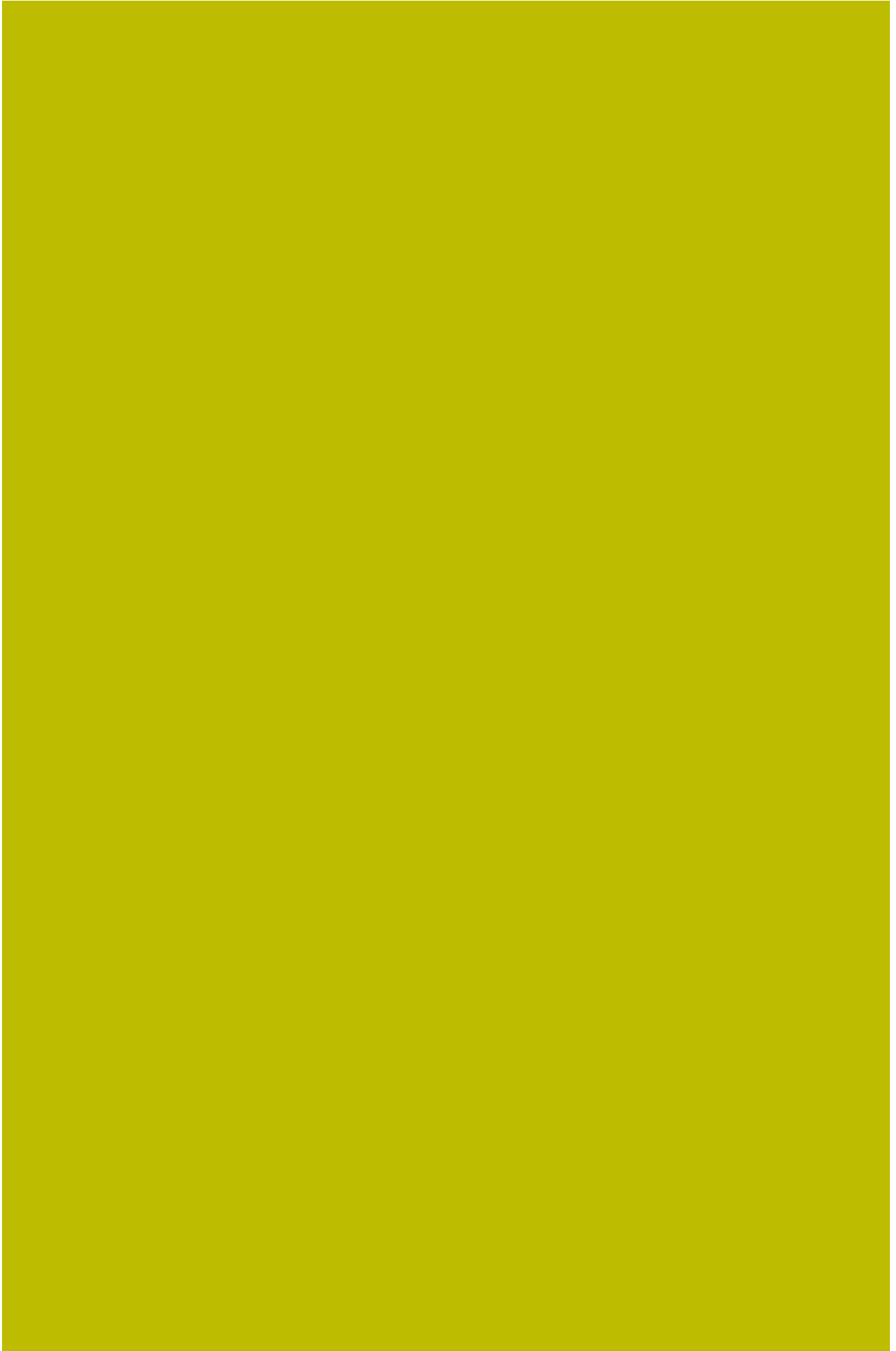


# Giving

Green Paper



time money knowledge skills enthusiasm assets care energy



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# Introduction

It is this government's ambition that we build a stronger society – a Big Society. This is about creating a country in which people are in more control, supported to pursue their collective and individual goals, and are less reliant upon the state.

We believe that there are three key elements to the government's role in building the Big Society. **Empowering communities**, giving local councils and neighbourhoods more power to take decisions and shape their area. **Opening up public services**, enabling charities, social enterprises, private companies and employee-owned cooperatives to compete to offer people high quality services. And **encouraging social action**, people giving what they have, be that their time, their money, or their assets, knowledge and skills, to support good causes and help make life better for all.

This paper focuses on the vital ingredient of social action – specifically, how we can increase levels of giving and mutual support in our society and catalyse a culture shift that makes social action a social norm. It sets out our initial thinking, and the ideas of others, but its primary purpose is to kick-start a debate which will feed into a White Paper on giving that we intend to publish in spring 2011.

Our work on social action sits alongside, and will be reinforced by, the other reforms we are pursuing to make the Big Society a reality. So, for example, the **Localism Bill**, which empowers communities, will encourage social action by giving people the power to really change things in their local area. **Public service reform** will allow for more local involvement in shaping services, and will make it easier for charities and social enterprises to become involved in delivery.

“Volunteering is associated with increased life satisfaction – not only among volunteers, but in the community around them.”

David Halpern: Giving, wellbeing and behavioural science

## Making a difference

Although the UK is a generous nation we could do so much more – for example, the UK ranks only 29th in the 2010 World Giving Index for 'giving time'. It is difficult to increase social action and previous attempts to stimulate higher levels of giving have not had a transformative impact.

So we want to do things differently this time - learning from past attempts to stimulate social action here as well as successes abroad; and taking advantage of new technologies and the lessons of behavioural science.

The main lesson is to **acknowledge the limits of government**. Social action is not something that government can, or should, compel people to do; it has to be built from the bottom up, on the back of free decisions by individuals to give to causes around them. This is not easy, particularly given the pressures of life in 21st century Britain. For many of us it can feel like a struggle just to keep up with commitments spanning work, family, and friends.

**“To promote charity and volunteering, we need to work with human nature as it is.”**

Geoffrey Miller: Harnessing human nature for charity and volunteering

So the call to social action needs to speak to individuals' motivations and account for the obstacles to giving; to fit with people's lifestyles and interests. In short, giving should be made as easy and attractive as possible.

**Communities** can play a critical role in this – by acting locally people can identify where need is greatest, see and feel the impact of their action, and build connections with people in their neighbourhood. This is why we are pursuing a range of ideas and interventions to strengthen community giving.

**Business** can offer valuable support too by, for example, encouraging employees to give time and money, introducing payroll giving, making company resources available to community groups, and helping employees learn how to get involved in social action. In Every Business Commits, which the Prime Minister announced on 2nd December 2010, we outlined practical ways for business to help build the Big Society, and what government can give in return.

We also want to emphasise the **role of reciprocity** – to move away from a caricature of giving as a one-way street. We believe that by emphasising the benefits of social action, and making those benefits as tangible and immediate as possible, we are more likely to encourage people to give and then keep giving.

Social action is about much more than formal volunteering opportunities – helping those around you, such as checking in on an elderly neighbour, is every bit as valuable as giving time to organised activity. However, we are also acutely aware that volunteers and philanthropic donations are the lifeblood of **charities, community groups and social enterprises**. Our aim is therefore to encourage vital new resources into the sector during these times of austerity.

Finally, we are excited about the potential that **technology**, and in particular the development of social media offers; both in terms of overcoming obstacles to giving, and in creating and sustaining new social norms.

### Our approach

This is not a conventional green paper. We want it to embody a collective approach to building culture change – so this paper is written from a variety of perspectives. In addition to our own proposals and announcements, we have highlighted many ideas from outside of government; and we have asked external thinkers and doers to present their thinking in a series of essays which accompany this document.

Taken together, the ideas and examples in this paper highlight the huge amount of innovative and creative activity going on across the country, and beyond our borders, to stimulate social action.

We do not, however, claim to have all the answers here; we want to hear about problems you have encountered, your ideas on overcoming the obstacles to giving, and on the roles we can all play – government, business, charities, communities, and individuals – to make change a reality.

## What we want to achieve

If, collectively, we take up the challenge we can catalyse a culture shift towards a more giving society:

- Where individuals and communities are empowered to act together to make a positive difference to their own lives and those of others; one where people help people, and social action is seen as the norm.
- Where giving – of money, assets, time, skills, knowledge, and energy – is simple, flexible, high impact, and properly recognised and celebrated.
- That brings vital extra resources to charities, community groups, and social enterprises; and effectively matches the creativity and skills of its citizens with the organisations and communities that need them.
- That involves the whole of society – government, the private sector, social sector, communities, families, and individuals; and engages the young from the outset.

## This paper

The chapters that follow outline the route to a more giving society:

- How we can achieve a culture change
- Why we can achieve a culture change

Finally, we set out how you can contribute to a broad discussion on the topics discussed in this paper, as well as giving more generally, in advance of the White Paper we intend to publish in spring 2011.

## How we can achieve a culture change

There is a wide range of ideas and interventions we think have the potential to create a culture shift around giving. In this chapter we introduce some of the thinking we are most excited about, and explain how these ideas can help create a more giving society.

Many of the ideas presented here are from outside of government. This is as it should be. Government has an important role to play in setting a clear direction, leading by example, encouraging (and occasionally cajoling) and bringing people and organisations together to share ideas and celebrate success. We can and will provide concrete support, both financial and non-financial, to communities, charities and social enterprises. But our approach is different from attempts by previous governments to encourage social action and giving because we are clear that culture change can only be built and sustained from the bottom-up. Our approach is about empowering communities, reducing barriers to giving, and providing new opportunities for charities and social enterprises to make a positive social impact.

Social action is not something that government can, or should, compel people to do; it has to be built from the bottom-up, on the back of free decisions by individuals to give to causes around them

Alongside a different role for government and a less centralised state, new technologies and insights from behavioural science have enormous potential. Taken together, the ideas presented in this chapter show how we can overcome the obstacles to people giving more, or at all, and provide new opportunities to tap into their motivations.

We have identified five elements to build and sustain momentum behind social action by changing social norms:

**G** **Great opportunities:** we need more exciting, enticing, flexible, and convenient opportunities for giving that go with the grain of people's lives.

**I** **Information:** we need better information so that people can easily find opportunities to give that are right for them.

**V** **Visibility:** we need giving to be more visible – the more people see that their peers are giving, and how much they give, the more likely they are to give or give more themselves.

**E** **Exchange** and reciprocity: we can encourage people to give in new ways by making the benefits of giving more tangible and immediate – giving is not a one-way street but a mutually rewarding experience.

**S** **Support:** we need to support communities, charities, and social enterprises to scale up good projects and take on new responsibilities; and to inspire and encourage businesses to be ambitious in their support for the Big Society.



In the following pages we will explore each of the elements of our approach in more detail, and highlight some of the exciting ideas and interventions that are already galvanising social action, and have the potential to do much more.

## G I V E S

### Great opportunities

If we want people to choose – freely – to give, rather than do other things with their time and money, then they need to be presented with attractive ways to do so. This is partly about making giving as easy and convenient as possible, so that barriers of time and effort are low; and about providing more opportunities for people to give what and how they can – no matter how little or how much.

#### Affordable giving

There are a number of innovative ideas that encourage frequent giving of affordable amounts of money on a large scale; and that have the potential to persuade people who do not give currently to start. For instance:

- The Pennies Foundation has developed marginal giving technology that allows customers to ‘round up the pound’ and so give small amounts every time they make a payment with a debit or credit card. As the number of cash transactions declines and the use of cards continues to grow, this could generate significant new funds for charities. Some UK businesses, such as Domino’s Pizza, have already started working with the Pennies Foundation, and we want to see others following their lead. *In the New Year we will convene a working group of businesses to discuss the roll-out of a ‘Round Pound’ initiative in conjunction with the Pennies Foundation.*

- The Colombian system of ATM giving allows customers to make a donation every time they withdraw money. *We want banks and ATM providers to let us know how we might make this happen in the UK and whether there are ways we can facilitate this.*
- There are also applications that allow users to donate money to charity at no cost - simply by searching the internet. Everyclick provides an internet search engine which people can use when shopping online. Everyclick collects the fees online retailers pay it for referrals to their websites and then donates these fees to a charity chosen by the user. *We would like to hear about other ideas for ‘cost free’ giving and whether there are ways government can help encourage or promote it.*

Giving is sustained by a generous minority; eight per cent of the population contribute 47 per cent of total donations

#### New technologies

New technologies offer enormous potential to make giving time and money easier, while at the same time making it more fun, interesting, and relevant.

- Online donation agencies like justgiving and virginmoneygiving have made it easier both for people to raise money and for people to give. *We would like to hear from charities, the agencies, and the public about the opportunities and barriers to growing these platforms in the future.*

Although 58 per cent of adults shop online, only seven per cent of donors give money online

- Applications and websites, such as the forthcoming Givey, allow donors to give time or money while they're on the move using mobile phones or portable computers. These applications can also help make the experience of giving more involving and relevant by allowing users to track and record their donations. It can also help harness the efforts of crowds, and particularly younger donors, who want to donate time in bite-sized chunks while they're going about their other activities. *We want to hear from mobile providers about what they are doing to make giving from mobile phones easier and more accessible and whether government can play a facilitative or promotional role.*
- Internet platforms like slivers.com match organisations with people who want to 'micro-volunteer' or donate short periods of time. Help from Home uses the internet to allow people who find it hard or inconvenient to leave their homes to participate in community activities by contributing online in short bursts of time. *We want to hear how platforms like these can help people to donate time in non-traditional ways. In particular, we want to know where they can help people who otherwise might not be able to donate their time at all and whether government can do more to help these groups participate.*

**“Only 32 per cent of small charities offer online donations, and 37 per cent of charities use emails for fundraising... Some 24 per cent of charities haven't redesigned their website for over 3 years.”**

Nick Aldridge: The Big Society online: harnessing technology for social change

### **New opportunities to ask**

Certain situations prime the mind for making decisions about giving – creating 'trigger moments' – and there are some interesting ideas about taking advantage of these opportunities. It can also help if the person making the proposal is an authoritative messenger and can give credibility to the proposal. For instance, New Philanthropy Capital and STEP suggest that private client advisers are well placed to refer wealthy individuals to places where they can access good quality advice on philanthropy. The advisers are credible, and able to make proposals at a relevant time, perhaps when considering a range of other investments, or tax reliefs available for giving. This is already the norm in the U.S.

### **Great opportunities in the public sector**

There are opportunities for us to think creatively about promoting giving to causes outside of government at points where individuals interact with public services, for example when filling in tax returns, or when applying for driving licenses or passports. We will say more about these in the White Paper. But giving is not only about charities and community groups – the public sector already provides interesting and rewarding ways to give time directly, and has the potential to do much more.

Hospitals, schools, prisons, courts, libraries, police services, and cadet forces have long made use of volunteers, and we think more public bodies should develop ways for people to give time to their services.

This is not about providing public services on the cheap. There are significant benefits for those who give their time – in terms of building skills, making new friends and connections, and even for their health. There are benefits for communities too – by including volunteers in service delivery, we can increase the sense of ownership by the communities that access these services, and can improve community cohesion.

People who give their time can also add value in ways that paid staff cannot. The Commission on the Future of Volunteering<sup>1</sup> found that volunteers bring unique perspectives to services, including:

- A user voice and expertise as former service-users;
- A personal, human touch that staff might be prevented from providing, making services feel genuinely caring;
- Innovation and a fresh perspective; and
- A source of local and other knowledge.

A number of government departments are already developing new and attractive ways for people to give their time:

- The Department of Health is refreshing its Strategic Vision for Volunteering in Health and Social Care, for publication in March 2011. The vision will aim to influence decision makers in the health and social care field to consider more systematically how volunteering could be integrated into the way services are designed and delivered in future. The strategy will also explore the positive health impact of increased community resilience that comes through more social action.
- The recent Ministry of Justice Green Paper, 'Breaking the cycle: effective punishment, rehabilitation and sentencing of offenders' aims to increase community awareness of and involvement in a range of local social action on crime and justice issues, whether informally or through more formal volunteering opportunities.

The Olympics and Paralympics are also providing a great opportunity for people to give their time to help the events run smoothly in return for being part of the experience. The Games Maker volunteer programme has attracted 240,000 applications for up to 70,000 games-time volunteering opportunities and around half of those people have never previously volunteered.

## National Citizen Service

National Citizen Service will open up a host of new opportunities for 16 year-olds to give time. It will play an important role both in building social cohesion by creating new connections between young people, and in demonstrating the benefits of social action to them. We will be piloting NCS with 10,000 young people in summer 2011, growing to 30,000 young people in 2012. If the pilots prove successful, we want every 16 year old to have the chance to take part in the scheme.

**“Giving is more an attitude than something you only do when you have money. It’s easiest if you learn it young.”**

Marcelle Speller: Giving in Local Communities

## Opportunities for all

Whilst we aim to ensure that giving is as easy and attractive as possible, we do recognise that some groups face different barriers to participation than others – for example barriers associated with health or disability, or a lack of time due to caring responsibilities. So we need to make sure that there are opportunities to give that are accessible to all. We are excited by the potential for this created by new technology detailed above, but we know that this is not the only answer. *We are interested to hear your ideas on how we can ensure that giving is inclusive to all.*

We also recognise that some individuals will find it more difficult to participate simply because there is currently less organised social action within their neighbourhoods than in others. We want to ensure that those who live in less active communities receive the support they need to galvanise social action. A number of our programmes to support communities (for example Community First and Community Organisers, which we discuss later in this chapter) will help to address these inequalities.

## G I V E S

### Information

Providing great opportunities to give is only relevant if people know about them. We want to see an information revolution for giving so that people and organisations can easily identify opportunities that interest and motivate them to participate and donate.

#### Identifying opportunities to give

Larger charities are pretty good at providing information about their activities and opportunities, so we are particularly interested in how smaller charities and community groups can make their presence felt. Linking people to opportunities to give in their communities can be particularly effective because it taps into key motivators; people are more likely to give if they feel a strong sense of connection with the cause, and if they have the opportunity to see at first hand the difference their contribution makes.

“Online social networks have made it infinitely easier to take the first step – spreading awareness of a cause by encouraging people to share information with friends and contacts.”

Nick Aldridge: The Big Society online: harnessing technology for social change

The internet and mobile phone applications are now providing an unparalleled opportunity to access information on how to make a difference:

- New internet-based platforms, such as localgiving.com, and globalgiving.com highlight the work of small local groups that could not otherwise afford to have a web presence, and allows donors to track the impact of their donations.
- Do-it.org, the national volunteering database, now receives over one million applications to volunteer per year and links them up with opportunities that might otherwise be hard to find.
- vinspired's new iphone application allows young people to find out how they can make a difference in their local area.
- Facebook page owners can now send up to 5,000 email invitations to become a fan of their page with a new feature called 'tell your fans'. This is only available for newer pages and is a really good way for smaller organisations to build their presence and spread their visibility further than they could previously.
- Our network of Community Foundations and Volunteer Centres are currently a key source of intelligence for people who want to find out about how they can make a difference in their communities.

“The most effective way of establishing a commitment to philanthropy is through the example of the older members of your family.”

Alan Hutton-Yeo: Giving and the 'baby boomer' generation

Not everyone, especially those in older groups, yet has access to the internet, and there are more traditional methods of providing information about opportunities.

- We will be investing in the frontline **Volunteer Infrastructure Programme** to begin in March 2011. The delivery organisations will provide information to members of the public on local volunteering opportunities in an accessible manner, and provide support to organisations that manage volunteers.
- U.S. foundation The United Way raises substantial sums of money for local charities and providers (\$3.8 billion from 14 million donors annually). It achieves this by making those projects visible to a huge audience through working with major corporations as well as via its websites. The United Way is partnering with Liverpool Charity and Voluntary Services to pilot the approach in the UK.

There's much that we can do as government to make sure the right information exists. For instance, volunteering can play an important role in helping unemployed people keep in touch with the labour market and gain confidence, skills, and experience which can help them in their search for work. The volunteering initiative 'Work Together' was launched earlier this year to encourage all unemployed people to consider volunteering and to ensure that people have access to the information they need to find local opportunities.

Some businesses are also thinking creatively about how volunteering can improve people's skills. McDonald's provide advice to candidates who have been unsuccessful in their applications for jobs at the company. Their rejection email suggests some alternative ways for candidates to obtain the skills and experience needed to build their CV and employability. McDonald's linked up with People 1st to prompt candidates to find out more about training within the sector, and they endorse vinspired.com, which connects 16-25 year olds with volunteering opportunities in England, as another way to build candidates' skills and improve their CVs.

### Transparency

In addition to identifying the variety of opportunities to give, donors need to be able to decide which opportunities are right for them, and where they feel their time and money will be best spent. A number of 'ratings' and comparison websites for charities, such as New Philanthropy Capital's [intelligentgiving.org](http://intelligentgiving.org), have launched over recent years, and we anticipate that as momentum behind social action builds, demand for information sources like this will grow.

Of course, transparency is also important in the context of opening up public services to enable charities and social enterprises to deliver services. Public service reform will provide new funding streams for the sector, but in return they will be required to clearly demonstrate their social impact.

We want transparency to focus on the right metrics – there can be a tendency to focus on simple inputs such as administration costs, which are not necessarily a good indicator of effectiveness. This suggests we need to measure the impact of donations on a larger, more systematic, and rational basis.

We fully support the efforts being made by charities, community groups and social enterprises to identify more effective reporting on social impact. We understand that this is a complex area, and we intend to explore it in more detail in the White Paper. *We want to hear from charities about how they can do more to improve their social impact reporting, particularly from smaller organisations that have less resource, and whether there is a role for government in facilitating their work on this.*

16 per cent of non-donors believe their donation will be wasted on administration and 10 per cent feel charities lack of achievement is an issue

## G I V I N G

### Visibility

We want social action to become a truly mass-phenomenon – and to encourage people who currently give only sporadically, or not at all, to join the band of committed individuals who regularly give their time and money to social causes.

Behavioural science tells us that individuals are heavily influenced by other people's behaviour, so-called "peer effects". From littering to smoking to choice of music, the behaviour of other people is a very powerful influence on our own behaviour. For example, studies have found that a person is around four times more likely to drop a piece of litter if there are many similar bits of litter on the ground already than if there is only a single piece of litter<sup>2</sup>. Of course, peer effects can have positive as well as negative effects on behaviour. We know that people underestimate how much other people give in terms of time and money. By making what people actually give more visible to others, and doing so in engaging and creative ways, we can create a peer effect that leads to giving spreading and growing.

“Our behaviour is generally far more influenced by what we see other people doing than what we think they should be doing.”

David Halpern: Giving, wellbeing and behavioural science

## Social media

Social media platforms offer enormous potential to normalise giving. They can be used to convey messages about giving habits among a wide network of peers – and as the messages come from trusted peers, they have a significant impact. Facebook is enabling people to show what causes they care about and share information about them with their friends. These tools help make giving a visible part of life. Similarly, Twibbons – tags that are added to Facebook and twitter avatars – allow people to show their support for a cause in the online environment, just as wearing a charity badge or ribbon allows people to do offline. These symbols provide an inexpensive way for charities or other groups to increase the visibility of their causes.

Online pledges are a good way of declaring support for a cause but also bringing others with you, as the pledgebank website shows. This allows donors to pledge to give money, but only if their contributions are matched by other users, driving up the sums of money raised.

We want to help catalyse further innovation in social media to support giving. *We want to bring together social media experts and developers with charities, community groups and social enterprises to explore how to harness the power of social media to enable giving and welcome views on how we might facilitate that or contribute to an event organised by others.*

## Traditional media

The role of traditional media is, of course, vital too, particularly when it comes to reaching members of society who are not online frequently or at all. Traditional media frequently champions giving, for example, Channel 4 shows the popular TV series ‘Secret Millionaire’ in which major philanthropists give both money and time, and which highlights how personally rewarding giving can be when donors develop a strong connection with causes and individuals.

The BBC has done a lot of work to make programmes that focus on giving part of the national discourse, with the regular television appeals of Children in Need, Comic Relief and, more recently, Sport Relief. As television viewing grows more sophisticated with the creation of ‘Youview’ – an integrated internet and television platform – the opportunities to allow people to respond to television appeals instantly, and hence take advantage of ‘trigger moments’, are greatly increased.

31 per cent of donors give spontaneously – because they ‘felt like giving’

Clearly we don’t want to compromise editorial independence, but we recognise the compelling nature of current programming. *We would be willing to help the media in their work on this agenda and welcome views on whether the government can provide data or other resources that can assist them.*

## Celebrating giving

Visibly celebrating giving is important in a number of ways. It sends an important signal that we, as a society, see giving as valuable; it highlights the work of individuals who can serve as an inspiration to others; and, of course, it rewards people for the positive impact their giving has on society.

Only nine per cent of the total value of legacies goes to charities, 91 per cent goes to families and friends

Giving is already celebrated across society. For instance, galleries can name wings after donors, or charities can hold events to thank their donors. However, we can do more directly to recognise and reward giving through government. The honours system does recognise giving and volunteering at all levels, but there are necessary limits to the number of people who can be recognised through this route. There are also more specific rewards such as the Queen's Awards for Voluntary Service, for groups who demonstrate outstanding voluntary contributions, the Prince of Wales medal for Arts Philanthropy, and the recently introduced Big Society Awards, given by the Prime Minister. *But we would like to seek views on how we can honour giving more broadly, for instance: thank you letters from Ministers; a national day to celebrate donors; a televised weekly 'thank you' to national lottery winners who have donated; or other innovative approaches.*

100 individuals gave donations of £1 million or more in 2008/09, with a combined value of £1 billion

We would also like to explore the possibility of expanding the philanthropy ambassadors programme begun by the previous government. We could expand the number of philanthropic role models so that more people can visibly champion giving and who, like the original philanthropy ambassador, Dame Stephanie Shirley, can articulate how and why they give with impact. *We would welcome views on the benefits and drawbacks to expanding the philanthropy ambassadors programme.*

### Government leading by example

Government has the opportunity to encourage its employees to lead by example, and in so doing help build new social norms. Plans are already underway to develop a 'civic service', whereby civil servants are encouraged to contribute to their communities. Our aim is to provide civil servants with opportunities to use their skills to support civil society organisations and to play their part in growing the Big Society. We will do this by promoting social action as a means of professional development for civil servants, and providing better recognition for those giving their time.

Government can also lead at an organisational level. Government departments and other public bodies can take a more proactive role in their local communities as good "corporate citizens". For instance, the Department of Health provided £5,000 to Southwark Voluntary Action (the Council for Voluntary Service local to one of the Department's office buildings) to compile a directory of local community venues that could be used for external meetings and events. This has multiple benefits of increasing links with local community groups, reducing public spend on venue hire and pumping more public money into the local community.

20 per cent of non-volunteers are not aware of any formal opportunities to give their time

In addition to showing what we do, we want to be transparent about the charities we work with and encourage giving to these charities. We will use the government's web estate (our network of websites across government departments and public bodies) to raise the profile of charities we work with. By increasing their visibility and giving recognition to their work which could boost the numbers of potential givers to these organisations.

### Making giving visible from a young age

We have already detailed the role of National Citizen Service in demonstrating the benefits of social action to 16 year-olds. We also want to ensure that younger children have the opportunity to learn about giving from a young age. We are looking to fund a programme for younger school children to find out about giving and establish a social norm at an early stage of life.

### Establishing social norms directly

Finally, we want to consider whether we should be trying to establish social norms directly. For instance, some have advocated that we aim to make giving one per cent of income a social norm – but others would say that the level should be far higher, as much as ten per cent, which is in line with tithing levels. And there are similar questions about levels of giving of time. *The government can play a role in creating the choice architecture and entrenching norms for giving, and we invite views on whether we should be looking to establish social norms around the giving of time and money, and what those norms should be.*

## G I V E S

### Exchange & reciprocity

Giving is rarely a one-way street. For example, behavioural experiments have shown that although people often expect that spending a given sum of money on themselves will make them happier than spending on others, in fact the reverse is true. Spending money on others, including charities, makes us happier than spending on ourselves; we get something back – the ‘warm glow’ that comes from giving<sup>3</sup>. Giving time can make us feel good about ourselves too, while at the same time enhancing other aspects of life: socially, for instance, as a way of making new friends and building ties in your community; and professionally as a means to learn new skills.

The average UK citizen spends nearly 17 hours a week watching TV, but only one hour on voluntary work

While powerful motivators in many situations, the prospect of feeling good about ourselves, making new friends or gaining experience, are not enough on their own to encourage us to give in new ways, to new causes or for non-givers to start. This is where exchange and reciprocity become particularly important. If we want people to give in new ways, and then keep giving, it is helpful for people to see and feel the benefits they can derive from contributing as well as the impact their contribution has on others.

“Evolution has endowed us with a social brain that predisposes us to reciprocate acts of kindness, not just to blindly help anyone and everyone, regardless of how they treat us.”

David Halpern: Giving, wellbeing and behavioural science

Peer-to-peer lending and financing platforms like Zopa, IndiGoGo and Sponsume allow people to give money to individuals or projects who post requests for funding online. They enable a clear sense of connection between sponsors and those needing funds, and allow for reciprocity – in the form of benefits in kind, or a real financial return on money invested. We believe there is great potential to use peer-to-peer platforms as a way to encourage more lending and giving to community-based organisations. *We want to kick-start a discussion about how we can make this happen and welcome views on the role of the government in doing so.*

There are a number of schemes across the country that facilitate and promote sharing between people who may never have met before:

- Time banking and complementary currencies offer a compelling way of providing tangible benefits for giving time. For example, SPICE Community time credits in Wales enables people to trade their time for credits that can be used to access activities (provided by local public and private sector partners) or exchanged between people as a local currency. SPICE encourages the community to use its own hidden resources in ways that meet social needs and encourage greater participation. We think that these approaches have great potential and *invite views on which models are most effective, the barriers to scaling them up and the appropriate role of government in doing so.*
  - With SPICE, we are exploring the development and testing of the SPICE approach in a number of local areas in England.
  - Government departments are working with the Royal Borough of Windsor and Maidenhead - a Big Society 'vanguard community' – to develop and test a reciprocal time credit scheme that will encourage greater giving of care and support to people with social care needs in the local area.
  - NESTA will commission work to identify which time banking models are most effective at increasing participation and the factors that will enable scaling-up. This research will inform the development of a major programme of practical experimentation throughout 2011.
- Orange Rock Corps rewards people who donate their time with tickets to exclusive gigs – and in so doing reaches out to people, especially the young, who might not otherwise have thought about donating time.

- Participle is a service shaped by older people, that helps people from their 50s upwards live the lives they want to live, primarily through member interaction with people called Neighbourhood Helpers. These are people of all ages who share their talents and skills. This was started with matched-funding from DWP, local government, and the private sector.
- Freecycle is a movement, supported by a network of groups and a popular website, that allows people to pass on unwanted goods for free. It not only provides obvious benefits to both parties in the exchange, but helps fosters community by explicitly promoting giving as a way of connecting with others.
- Landshare has done great work in matching people who want to live a more sustainable lifestyle and grow their own food with people who cannot manage all the land that they have and want to allow others to use it. This approach broadens communities, bringing people together with the benefit for the owner of having their land managed.

## G I V I N G S

### Support

Communities, community groups, charities, and social enterprises are essential to catalysing and sustaining social action. We want to do all we can to support them, and to encourage businesses to continue and expand on the important help they provide as well.

### Supporting Communities

At its heart, the Big Society is about putting more power in people's hands – a massive transfer of power from Whitehall to local communities. We believe that with more power people will take advantage of new opportunities for responsibility – in this case personal responsibility and social responsibility; people playing their part to make a difference.

We want to start by supporting communities to step up to these responsibilities. Whilst charities with paid staff are absolutely key to the growth of social action, small community-based grassroots organisations are also important engines of growth. More needs to be done to support small, informal volunteer-run groups and associations. As part of this we would like to announce the **Community First** programme, which will:

- Provide funding to neighbourhood groups to help them implement their projects and plans. It will be focused on areas with low social capital and significant deprivation. It will seek to encourage the giving of time, money, goods, services, and facilities for wider community benefit by matching these donations with money.
- Provide **at least £50 million** of match funding over the next four years to encourage the building up of local endowments

Alongside this, we have already announced a range of programmes that will enable communities to build momentum behind social action:

- Through the **Community Organisers** programme 5,000 individuals from within communities will be trained to galvanize those around them to become more active. Community Organisers will build up a rich picture of need and opportunity in a community, identify leaders and those willing to take action to improve life locally. They act on barriers to engagement and take advantage of the assets a community already has.

## The role for business

“Many business people are enthusiastic about making a difference. We have barely scratched the surface in terms of connecting professional pro bono expertise in the business world with the world of social change.”

Harvey Koh: Building powerful agents of change: a perspective from venture philanthropy

Successful businesses are responsible businesses – many businesses already play an important part in supporting giving and, through that, helping people and communities to solve their problems or grasp opportunities to make life better. We hope that more will be inspired to continue and extend that support. In Every Business Commits we set out some of the ways business can help, for example:

- Continue to support employees who are already giving their energy and time.
- Make available and actively promote payroll giving to all employees.
- Encourage volunteering and philanthropy – perhaps by making your company's time, skills, and resources available to neighbourhood groups, local arts organisations and for social action.
- Help employees learn how to get involved in social action, for example by supporting them to take a Citizen University course.

Businesses and their staff can also play a valuable role in encouraging entrepreneurship in charities and social enterprises in a range of ways – for instance mentoring a social entrepreneur, or sitting on the boards of charities – and we encourage more businesses to take advantage of these opportunities.

77 per cent of business leaders say they could do more to scale up strategic support for communities across their business and 80 per cent feel they could do more to engage other businesses to scale up their support

## Charities, community groups and social enterprises

We want to do all we can to support charities, community groups and social enterprises to continue and expand on their vital contribution to growing the Big Society. We know, for example, that managing volunteers is resource intensive, especially for more formal roles. So we will launch two programmes to directly fund volunteering opportunities, and support organisations that are considering taking on volunteers:

- A new **Volunteering Match Fund** worth up to £10 million per annum will match private donations to volunteering projects on a pound for pound basis helping to build momentum behind fundraising efforts and enabling an expansion in the number of volunteering opportunities.
- An England-wide **Volunteering Infrastructure** programme worth £42.5 million over four years that will provide brokerage as well as frontline support to volunteers and the organisations that manage them. We are currently consulting on the shape of this programme as part of the Supporting a Stronger Civil Society consultation.

These measures are in addition to actions we have already announced to financially support charities and social enterprises:

- **The Big Society Bank** will help to capitalise the market for social investment, making it easier for social entrepreneurs to access the finance they need to nurture and scale-up effective programmes.
- The **Transition Fund** will provide £100 million grant funding over this and the next financial year to help charities and social enterprises that are currently heavily reliant on public funds to move to a more diverse funding model, and to take advantage of future opportunities presented by the Big Society.

We want to explore funding opportunities outside of government. For example, private foundations are already a major source of funds for voluntary and community organisations. Some suggest that foundations should make a minimum pay out annually, as is the case in some other countries, as this could result in extra income for charities. Others suggest that a requirement would not help charities in the long term, and could generate unintended consequences. *We would like to explore this issue further and welcome views on foundation giving.*

36 per cent of the total value of million pound donations is in trusts and foundations for use at a later date

We are also interested in a relatively new approach to providing funding for charities and social enterprises – venture philanthropy (VP). VP applies the approach of the hands-on investor to philanthropy, providing not just capital but expertise and close performance monitoring too. VP funds, such as Impetus and the Private Equity Foundation in the UK, have had significant successes in helping smaller charities and social enterprises to scale-up their activities and impact.

**“We invest heavily in the charities – in their leadership, their staff, their volunteers, their infrastructure – because we believe they have the potential to be agents of change.”**

Harvey Koh: Building powerful agents of change: a perspective from venture philanthropy

In addition to funding, we can offer support in other ways— for example:

- **CRB** checks are frequently cited as an obstacle for people and organisations that want to give time in their communities. We are reviewing the checks to ensure we balance safety and common sense.

49 per cent of non-volunteers who would like to give time are put off by bureaucracy

- We have also launched a **Red Tape Taskforce** to identify other ways to reduce regulatory burdens on charities, community groups and social enterprises so more of their time and effort can be focused on social impact, rather than form-filling and compliance.
- We will **open up under or un-used spaces in the government estate** to charities, community, and social groups who otherwise might struggle to find a place to meet.
- The Department of Culture, Media and Sport's new strategy for boosting philanthropy in the cultural sector was recently announced<sup>4</sup>. We know that tax reliefs for charitable giving provide incentives for donors and support to charities more generally. *We will review the relationship between financial incentives and giving.*

“Across the board, there was a consistent call to Government to work with businesses to help remove the red tape that holds companies back from doing more.”

Stephen Howard: Great companies support communities through difficult times

We want to hear views on these and other measures government might take to support the sector. At the same time we are also inviting discussion on the role of the sector. Many of the contributors to this Green Paper clearly make the case that there is more the sector could be doing to demonstrate impact, to collaborate in their fundraising efforts, and to make use of new technologies. We are supportive of Recommendation 5 of NCVO's Funding Commission report, 'Funding the Future' that aims to encourage a "Better Ask". We hope charities, community groups, and social enterprises can rise to that challenge, and that these government initiatives will contribute to the resources they need to do so.

## Why we can achieve a culture change

We know we can create a more giving society because across the spectrum – from everyday givers to major donors and business – the evidence shows that we give frequently and generously, but also that we can achieve much more. Across our analysis the latent demand to give is substantial – many of those who do not give are willing to start, and many of those who already give are willing to do more.

### Everyday giving: time

Individuals contribute to their community and society in many and varied ways ranging from informally helping neighbours, acquaintances or strangers, to participating in formal activities such as charitable volunteering, working as a school governor or sitting on youth justice panels. In 2009, 71 per cent of adults chose to give their time either through formal activities or informally at least once<sup>5</sup>.

This is a good foundation, but we can go further by (i) getting more people involved, (ii) encouraging more people to give their time regularly and, (iii) supporting those who want to do more. For example:

- There is scope to grow the number of people who give time by catalysing latent demand in the system: 26 per cent of non-volunteers (~3.3m people) are willing to start giving time through volunteering<sup>6</sup>.
- International comparisons suggest there is scope to go further. The UK is ranked only 29th internationally for 'giving time' and ties in 26th place for 'helping strangers'<sup>7</sup>.
- Although giving time extends beyond volunteering, the average UK citizen spends nearly 17 hours a week watching TV, but only one hour engaged in voluntary work<sup>8</sup>.
- Although young people are less likely to volunteer, when they do they volunteer more regularly<sup>9</sup>.

- People at risk of social exclusion including those with disabilities are less likely to formally volunteer<sup>10</sup>.

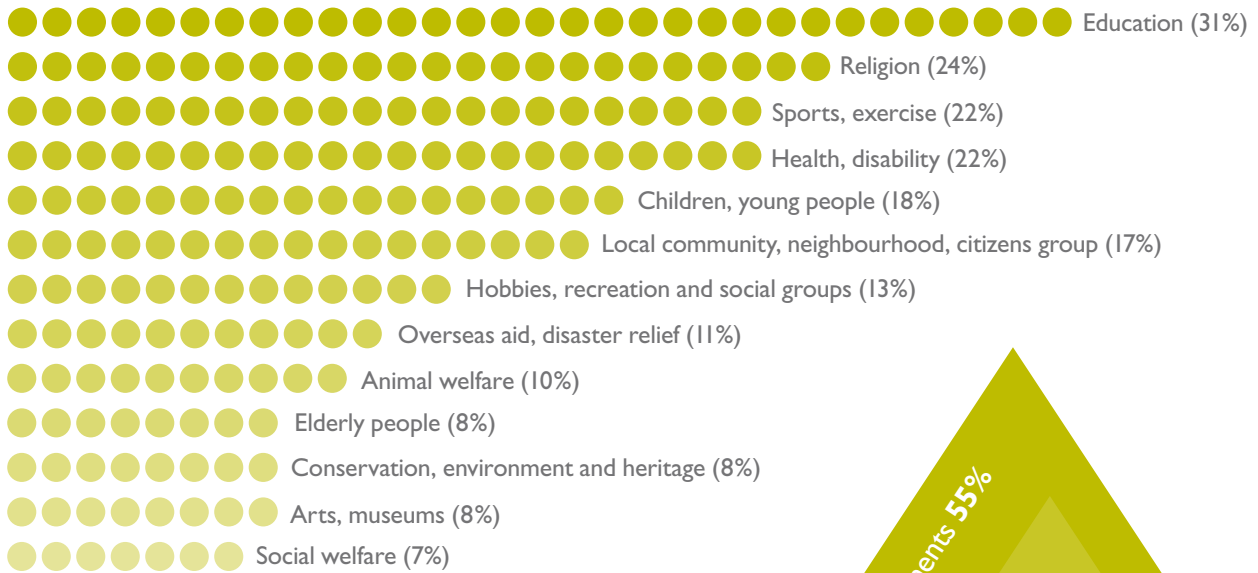
People frequently cite lack of time, information and bureaucracy as obstacles to giving their time<sup>11</sup>. However, there are opportunities to reduce the impact of these barriers:

- Although not everyone can commit equally, everyday giving does not need to involve substantial periods of time but can fit within and around people's lives. For example, time-use studies show that when people give time they often do so in short manageable bursts throughout the day, and almost half of all volunteering takes place in parallel with everyday roles and responsibilities for example, people read through charity reports while commuting or pick up neighbour's groceries while shopping for themselves<sup>12</sup>.
- Most people report getting information about volunteering opportunities through word of mouth connections (60 per cent), suggesting that leveraging social networks may be more important than relying on traditional publicity mechanisms<sup>13</sup>.
- Forty-nine per cent of non-volunteers who would like to start, report being put off by bureaucracy and these concerns appear to have increased in the last decade<sup>14</sup>. These barriers include multiple CRB checks, insurance, and health and safety rules<sup>15</sup>.

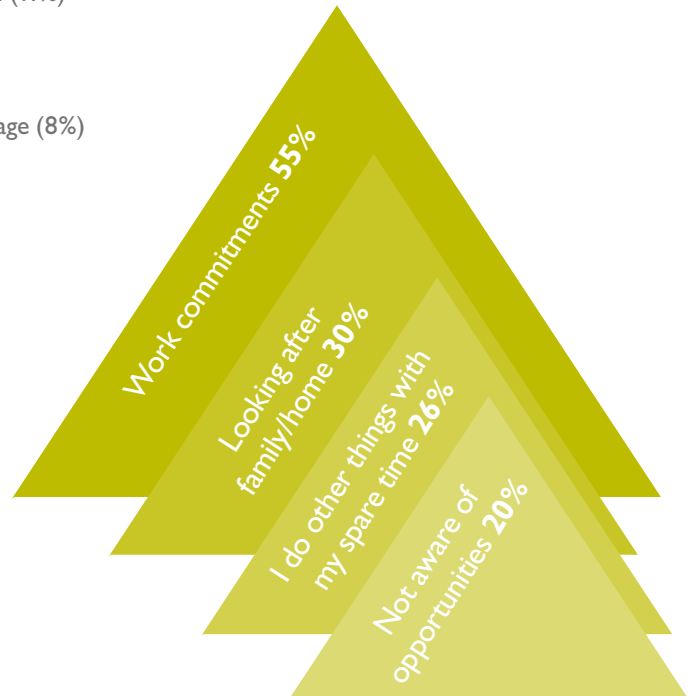
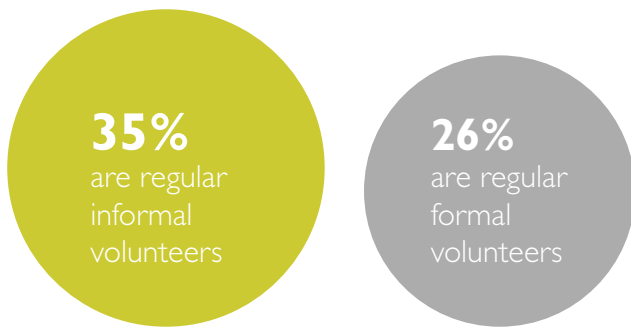
While removing these barriers to participation is necessary, it is not sufficient to bring about a step-change in the culture of giving time. Many people give time because they want to help, but there are also specific motivations which differ from person to person, and recognising this diversity is important<sup>16</sup>. If we can do this, our analysis suggests that more people will give more of their time.

## Everyday giving: time

### Types of activity volunteers were most likely to participate in (2007)



### Participation in regular volunteering



### Types of motivation for giving time



### Key barriers to giving time (2009)

■ Proportion of total volunteers by motivation    ▤ Proportion of the group willing to participate more

## Everyday giving: money

2009/10, 28.4 million adults (56 per cent) donated to charity in a typical month accounting for £10.6bn of total annual charitable donations. The median donation per donor per month was £12, an increase from £10 for the previous five years. The levels of giving over time have largely been in line with GDP growth and the proportion of people giving increased slightly in 2009/10<sup>17</sup>. Added to this, the UK leads most of Europe in its charitable giving, ranking next to the United States which is an outlier<sup>18</sup>. Giving money is strongly associated with giving time – 58 per cent of givers give both time and money<sup>19</sup>.

However, the potential exists to grow donations by (i) increasing the number of people who give, (ii) increasing the number of generous givers, and (iii) creating more regular givers by shifting the way that people give. For example:

- Levels of giving vary widely in the UK. Currently, charitable giving is sustained by a generous minority (eight per cent of the population) who contribute 47 per cent of total charitable donations by giving £100 or more per month. The median amount per donor among this generous minority is £145<sup>20</sup>.
- Lack of money is cited by 58 per cent of donors and 75 per cent of non-donors as a barrier to giving. However, although those on high incomes are more likely to give, donors on below average incomes contribute the most as a proportion of income<sup>21</sup>. Furthermore, people who give £100 or more a month are not exclusively the highest earners. Four per cent of donors in the lowest income quartile give more than £100 a month<sup>22</sup>.
- The visibility of giving is low and evidence suggests people underestimate the frequency and amount of giving by others which may prove a brake to giving more generally<sup>23</sup>.
- Giving by cash remains the most popular method of donation (50 per cent of donors use cash to donate) yet cash donations tend to be smaller and more irregular than methods such as direct debit<sup>24</sup>.
- There is the opportunity to make better use of technology – only seven per cent of donors made donations online compared with 58 per cent of adults who shop online<sup>25</sup>.

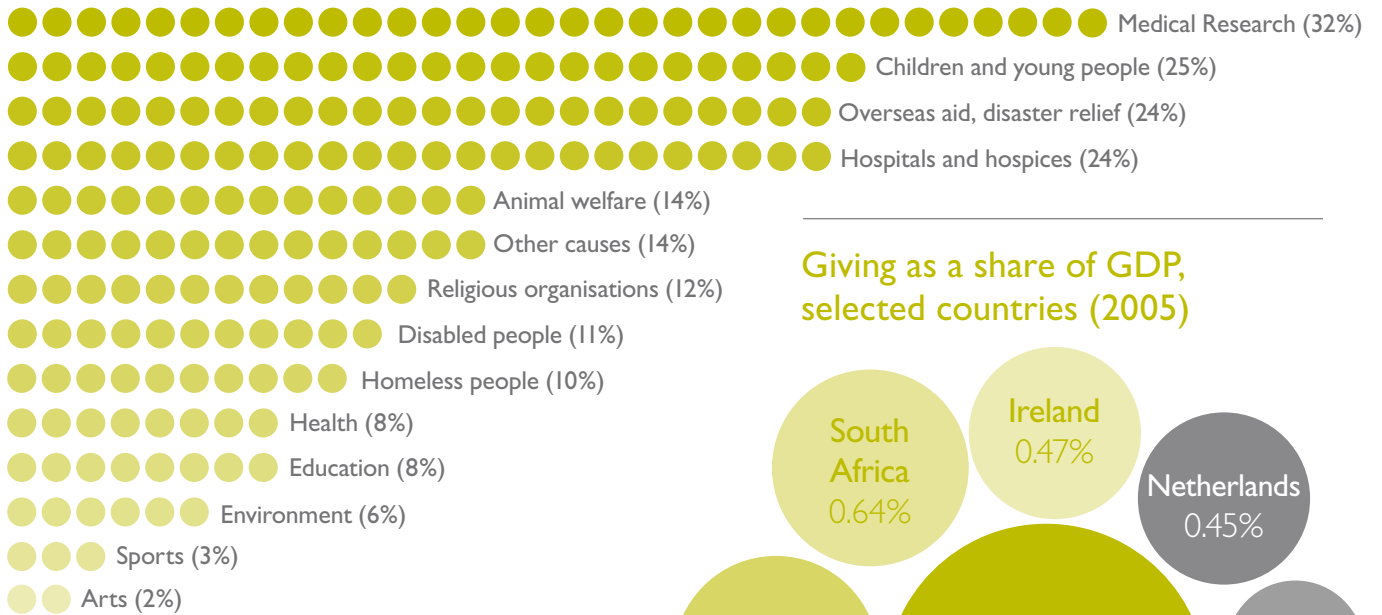
Individual donations are a crucial source of support to charities and community groups accounting for 37 per cent of total income<sup>26</sup>. However, people frequently cite a lack of confidence in the sector as a brake to giving, for example, 16 per cent of non-donors believe their donation will be wasted on administration and 10 per cent feel charities lack of achievement is an issue<sup>27</sup>.

Motivations for giving money differ to those for giving time and organisations may need to take a twin-track approach to encourage these complementary activities. People donate for a wide variety of reasons; some of the most important include<sup>28</sup>:

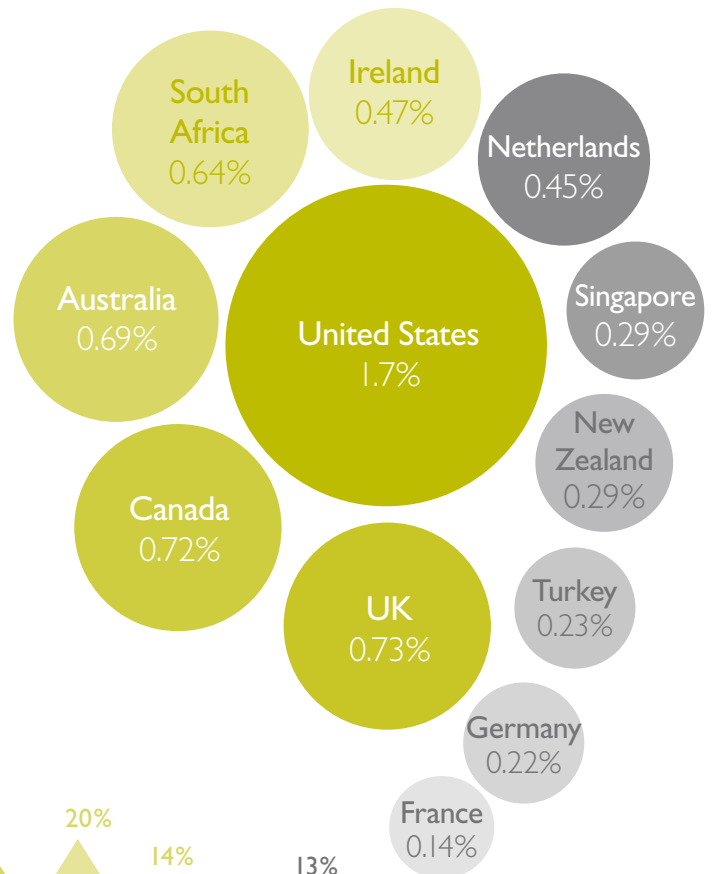
- Many donors want to feel that they are actively involved in **solving a problem**: 52 per cent of donors gave money because they consider the work of a particular charity to be important.
- Others feel a strong sense of **responsibility**: 41 per cent of donors gave because they felt it was “the right thing to do”.
- **Life experience** is also an important trigger: 25 per cent of donors gave because “something happened to me/relative”.
- Not all giving is premeditated: 31 per cent of donors gave because **“they felt like giving”** and four per cent reported increasing their donations since 2000 simply because they were asked to give more.

## Everyday giving: money

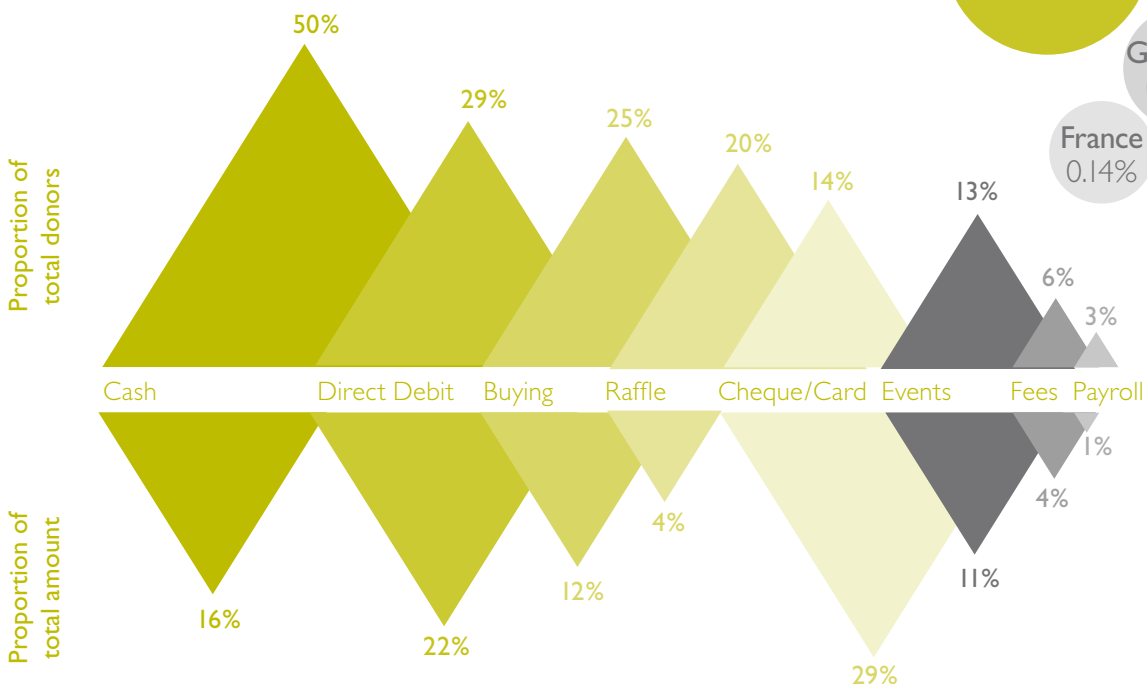
### Proportion of donors giving to different causes (2010)



### Giving as a share of GDP, selected countries (2005)



### Methods of giving (2010)



## Philanthropic giving

One hundred individuals gave donations of £1 million or more in 2008/09, with a combined value of £1 billion<sup>29</sup>. Many major donors in the UK give time as well as money to their philanthropic activities with 10 per cent spending more than five hours a week on charitable activities, a figure which compares favourably with other nations<sup>30</sup>. Legacies are also an important source of income, contributing six per cent (£2 billion) of all voluntary sector income in 2007/08<sup>31</sup>. However, there is potential to go further:

- Of the total value of legacies, only nine per cent is donated to charities compared to 91 per cent to family and friends<sup>32</sup>.
- Legacy income is heavily skewed towards major organisations. Over one-quarter of the total value of all legacies, was given to only 10 charitable organisations<sup>33</sup>.
- There is huge variation in the proportion of total wealth donated or pledged to charity among the UK's biggest givers – ranging from a giving index rating of 0.5 to 554<sup>34</sup>.
- Only 18 per cent of the wealthiest individuals in the UK say donating money to charity is one of their top three spending priorities, compared with 41 per cent in the US and 30 per cent in Ireland<sup>35</sup>.
- Thirty-six per cent of the total value of million pound donations is held in tax-efficient charitable trusts and foundations for use at a later date, rather than being distributed to operational charities<sup>36</sup>.

There are obstacles that prevent existing philanthropists from giving more money. There is a gap in the market for professional advice for philanthropists – currently, only one per cent of the wealthiest individuals use philanthropic advisors to help them determine where to invest<sup>37</sup>. We could also make giving more convenient, for example, by making it easier to claim the existing tax benefits<sup>38</sup>.

There are more similarities than differences between the motivations of major donors and everyday givers, but they do differ in a number of ways<sup>39</sup>:

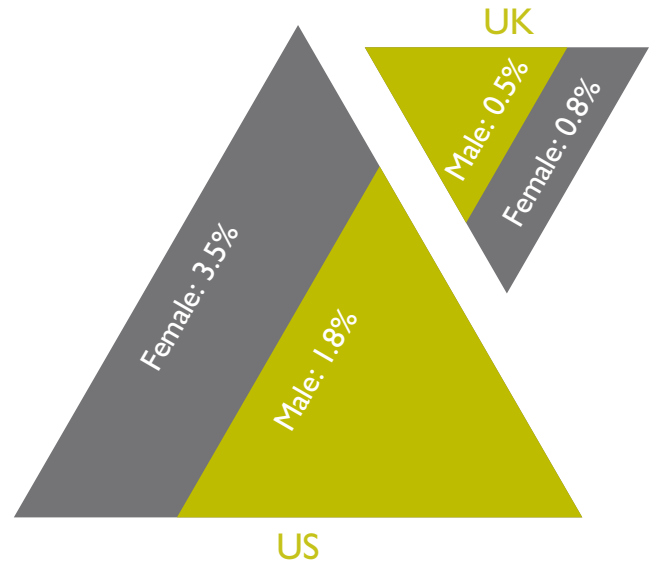
- The sheer scale of their donations can effect rapid change. This means it is often important for major donors to see the impact of their contribution, but they are also prepared to take risks if there is the potential to use their money to create substantial improvements. Persuading charities and community groups to openly discuss the impact of large donations and legacies on their work may be one way of encouraging wealthy people to give more.
- The type of organisations they donate to is distinct. While many very wealthy people support similar projects to those favoured by 'everyday' givers, those who give donations of over £1 million tend to favour universities, museums, arts, heritage, and cultural beneficiaries in addition to these causes. This implies that public recognition is an important motivator for some, but not all wealthy donors.
- Some major donors are heavily motivated by a sense of place, wishing to improve areas that are particularly meaningful to them for example, because they are where they grew up or they perceive an area as particularly contributing to their wealth.
- Peer effects, can encourage the wealthy to start giving, for example high profile initiatives such as 'the giving pledge' ([www.givingpledge.org](http://www.givingpledge.org)) where existing philanthropists talk about their positive experiences of giving has gained momentum in the US.

## Philanthropic giving

Proportion of million pound donations made by....



Proportion of investable assets donated to charity each year



Percentage of total million pound donations made by individuals



“We go into our grants with enormous optimism. We take big bets with substantial risks but it is the potential for making a quantum leap in terms of impact that feels so exhilarating.”

Jamie Cooper-Hohn  
Children’s Investment Fund  
Foundation [Breeze 2008]

“I fund projects recommended to me by the Community Foundation for Tyne and Wear and Northumberland. They suggest projects that can be a bit edgy like funding a project that liaises between the travelling community and local schools.”

Guy Readman  
Readman Foundation  
[Breeze 2009]

## Corporate giving

In 2009, the total value of worldwide community investment including cash, time, and in-kind donations of the largest 300 UK corporate donors was £1.9 billion – the highest figure reported to date. These contributions come from a wide range of companies – the top 20 corporate donors in the UK include representatives from the following industries: pharmaceuticals, mining, food retailing, oil and gas, banking, telecommunications, insurance, alcohol, tobacco, and retail. Companies have diversified the way they give and often offer: employee volunteering schemes, mentoring, secondments, payroll giving, fundraising, marketing, and provision of facilities and equipment to voluntary organisations<sup>40</sup>.

However, there is potential to go further:

- International comparisons show that corporate donations make up only three per cent of all private cash giving to charities in the UK while in the United States the equivalent figure is five per cent<sup>41</sup>.
- Payroll giving accounts for only one per cent of total giving and only three per cent of donors give in this way<sup>42</sup>.
- Of the top 300 donors two companies gave away 48 per cent and 40 per cent of their pre-tax profit in 2008/09 but most firms in most industries gave much less. Pharmaceutical firms gave an average six per cent of their pre tax profit (including product donations), but in 56 out of 69 industries the average was less than one per cent. Variation within industries is large. For example, giving in the food retailing industry ranges from £49,600 to £1,600 per £ million of pre-tax profit<sup>43</sup>.
- Seventy-seven per cent of business leaders say they could do more to scale up strategic support for communities across their business and 80 per cent feel they could do more to engage other businesses to scale up their support<sup>44</sup>.
- Awareness of the existing tax incentives afforded by giving shares is poor in relation to other countries, most notably Canada<sup>45</sup>.

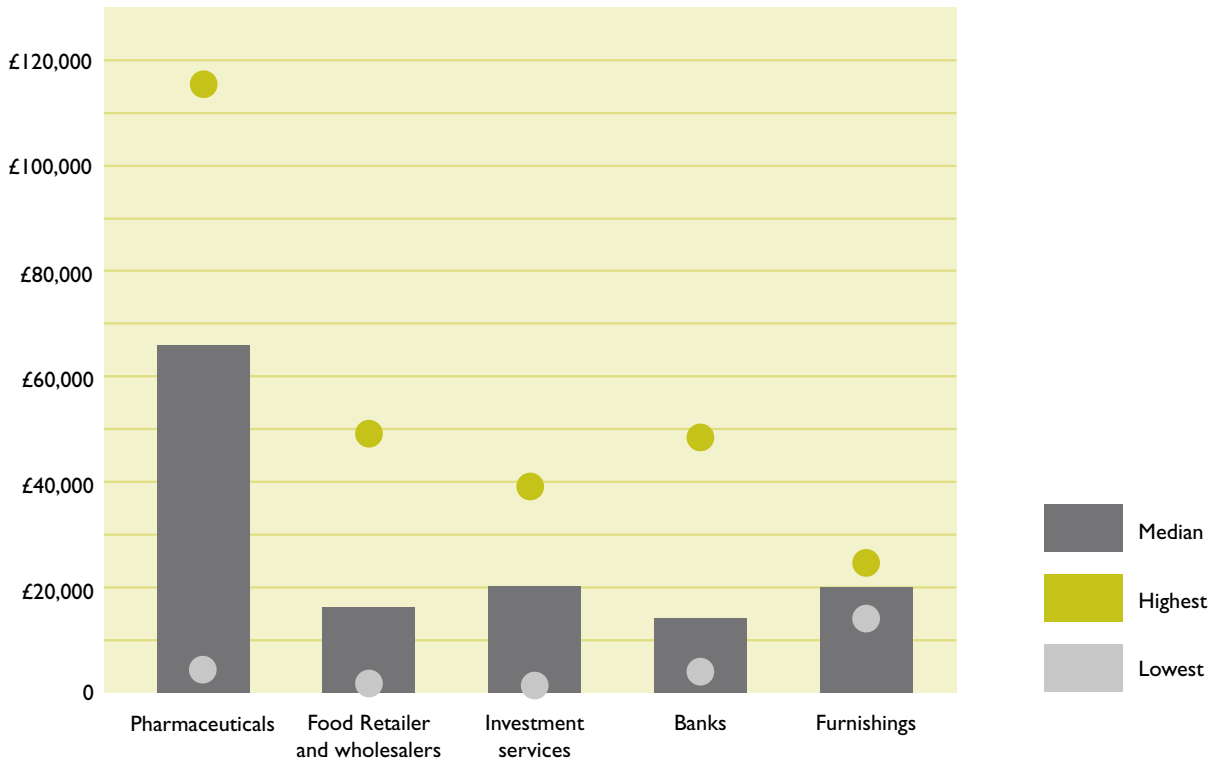
Red tape and lack of information are key obstacles to increased corporate giving. For example, introducing payroll giving is perceived as too time consuming for many small businesses. Current systems make it difficult for businesses and community groups to identify those organisations which share their values. The result of this is that the biggest corporate givers tend to support a relatively narrow range of causes which reflect core business aims rather than any wider issues which are important to the community in which businesses are based. It also means that large rather than small charities are more likely to form long-term partnerships with the most generous corporations. Larger charities are often better able to demonstrate the impact of their work which is important for companies who need to be able to demonstrate the value of their charitable partnerships to their shareholders<sup>46</sup>.

Many businesses have recognised that giving both time and money brings substantial benefits. For example, giving can help companies boost their reputation and differentiate themselves from their competitors. It can also be a source of fresh business ideas and can improve staff performance<sup>47</sup>. For many large companies, giving is incorporated within their corporate social responsibility (CSR) teams becoming an integral part of their business strategy. Others have established independent foundations to provide a structure and focus their giving.

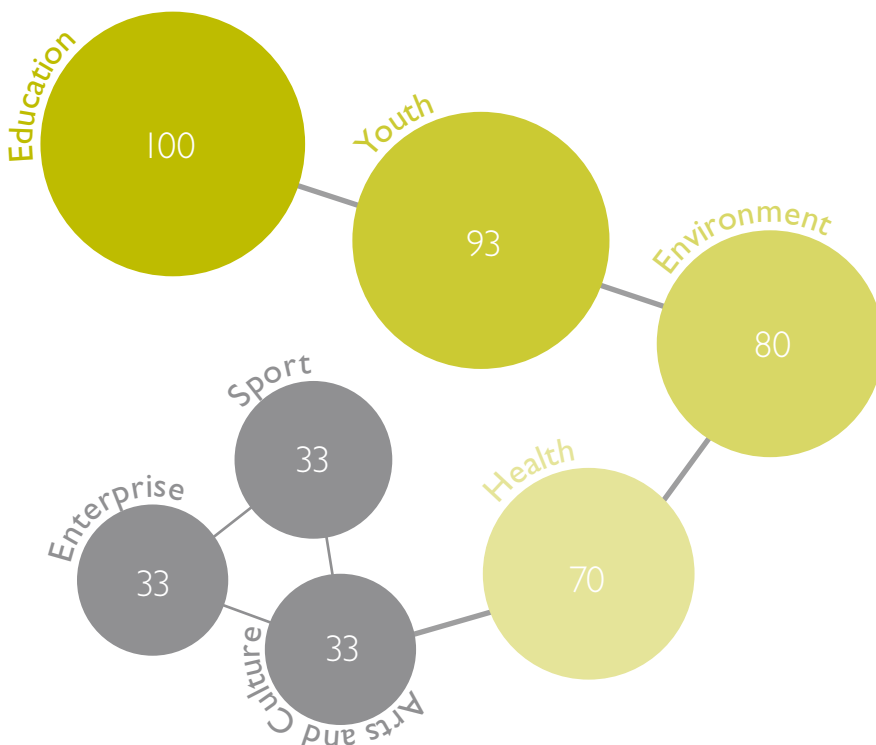
If we can address these obstacles and tap into the business motivations we are confident that corporate giving will increase.

## Corporate giving

Giving among the top five giving industries  
(£ per £ million pre-tax profit, excluding companies reporting losses)



Corporate giving issues of focus for top 30 companies in the Guardian Giving List



Rolls Royce operates a comprehensive giving scheme, requiring its employees to help local communities. Staff activities range from running sessions in schools about science in the workplace, working on environmental projects and working with arts organisations

Much of our philanthropy is focused on the north west because that is where the company started. I truly believe it is incumbent on companies to get involved in this way if they are in a position to do so. This is why the company gives 10% of its profit to projects where we operate”  
Mike Oglesby  
Brunwood Group  
[Breeze 2010]

## What happens now?

We have suggested how we think we can catalyse a culture shift to a more giving society, and explained why we think this is possible. There is a wealth of activity to encourage giving already taking place across the country, some of which is led by government, but much of which is driven by communities, charities, and social enterprises and we have highlighted some interesting examples in this paper. But we do not pretend to have all the answers here. The purpose of this paper is to spark a broader debate, and we want that debate to happen where it really matters – in the communities and organisations where social action already takes place, or it needs to happen more.

### Consultation questions

We welcome ideas on how we can collectively bring about a culture change in giving. Whilst we know that government has a role in supporting communities and the voluntary and community sector through formal programmes, ultimately we believe that the best ideas come from the grassroots. We want to hear about those ideas, but also welcome suggestions on what the role of government should be, and how we can facilitate, galvanise and, in some cases, scale-up the most effective approaches.

We have a number of formal areas that we would like to consult on, and these questions are listed below, but you should not feel restricted to these areas alone. *We would like to hear your views on what government can do more generally to support an increase in giving of time and money.*

We are aware that there will be things we have not thought about, and are interested to hear about areas or trends that we have missed. We hope the collection of essays that accompany this document will also help to spark thinking and ideas, as they represent the thoughts and views of a selection of interesting givers and thinkers.

We have divided the questions in line with their position in this paper:

### Great opportunities

- We want banks and ATM providers to let us know how we might make ATM giving happen in the UK and whether there are ways government can facilitate this.
- We would like to hear about ideas for 'cost free' giving (such as everyclick) and whether there are ways government can help encourage or promote it.
- We would like to hear from charities, the agencies and the public about the opportunities and barriers to growing online donation platforms in the future.
- We want to hear from mobile providers about what they are doing to make giving from mobile phones easier and more accessible and whether government can play a facilitative or promotional role.
- We want to hear how internet volunteering platforms like slivers.com can help people to donate time in non-traditional ways. In particular we want to know where they can help people that otherwise might not be able to donate their time at all and whether government can do more to help these groups participate.

- We are interested to hear your ideas on how we can ensure that giving is inclusive to all.

### Information

- We want to hear from charities about how they can do more to improve their social impact reporting, particularly from smaller organisations that have less resource, and whether there is a role for government in facilitating their work on this.

### Visibility

- We want to bring together social media experts and developers with charities, community groups and social enterprises to explore how to harness the power of social media to enable giving and welcome views on how we might facilitate that or contribute to an event organised by others.
- We would be willing to help the media in their work on the giving agenda and welcome views on whether the government can provide data or other resources that can assist them.
- We would like to seek views on how we can honour giving more broadly, for instance: thank you letters from Ministers; a national day to celebrate donors; a televised weekly 'thank you' to national lottery winners who have donated; or other innovative approaches.
- We would welcome views on the benefits and drawbacks to expanding the philanthropy ambassadors programme.
- The government can play a role in creating the choice architecture and entrenching norms for giving, and we invite views on whether we should be looking to establish social norms around the giving of time and money, and what those norms should be.

### Exchange

- We want to kick-start a discussion about expanding peer-to-peer financing and welcome views on the role of the government in doing so.
- We want to scale up time-banking approaches, and invite views on which models are most effective, the barriers to scaling them up and the appropriate role of government in doing so.

### Support

- We welcome views on foundation giving.
- We would like to hear your views on what government can do more generally to support an increase in giving of time and money.

We are planning a number of events over the coming months where people can come and give us their thoughts (see website for details), but in keeping with the approach taken in this paper, we do not want discussion to be limited to a few government-organised, government-directed events. During our informal testing of this paper, community and charity group representatives suggested that they would like to hold events that pick up on its themes and questions, and we urge others to consider doing this too. Please contact us with suggestions as we may be able to provide speakers and potentially venues.

The encouragement of a new social norm around giving is an on-going aim of this government, and over the coming years we hope, in collaboration, to continue to refine our ideas and approach. In the short term this period of intensive debate and discussion will be followed by a White Paper, which will provide a framework and guide to our activities in the future.

### How to respond to the consultation

This is a public consultation to which anyone with an interest may respond. The Government invites the contribution of evidence, ideas and recommendations in response to the questions posed in this Green Paper.

Responses should be sent to [giving@cabinet-office.x.gsi.gov.uk](mailto:giving@cabinet-office.x.gsi.gov.uk) by 9 March 2011. Alternatively, responses can be sent to the following postal address: Giving Team, Office for Civil Society, Cabinet Office, Admiralty Arch 2nd Floor, London SW1A 2WH.

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## Notes on charts

### Everyday giving: time

**Types of activity volunteers were most likely to participate in** [OTS (2007) *Helping Out A National Survey of Volunteering and Charitable Giving*. Cabinet Office: London.]

- Percentages sum to more than 100 as respondents could help more than one type of organisation.
- Only top 13 categories represented. Subsequent categories include Politics (4%); Safety and First Aid (4%); Justice and Human Rights (4%); Trade Unions (3%) and Other (35). Base includes all current formal volunteers.

**Key barriers to giving time, non-volunteers** [CLG (2010). 2008-09 Citizenship Survey Volunteering and Charitable Giving Topic Report. Communities and Local Government: London.]

- Graph only includes non-volunteers and only represents the top four barriers.

**Participation in the UK** [CLG (2010). 2008-09 Citizenship Survey Volunteering and Charitable Giving Topic Report. Communities and Local Government: London.]

- Formal volunteering refers to unpaid help given as part of a group, club or organisation to benefit others or the environment. Informal volunteering is defined as unpaid help given as an individual to someone who is not a relative.
- Regular refers to volunteering at least once a month.

**Types of motivation for giving time** [Internal cluster analysis based on CLG (2010). 2008-09 Citizenship Survey Volunteering and Charitable Giving Topic Report. Communities and Local Government: London.]

- Motivation categories have been defined based on an internal cluster analysis capturing motivations for giving time.

### Everyday giving: money

**Giving as a share of GDP, selected countries** [Charities Aid Foundation (2006). *International Comparisons of Charitable Giving*. Charities Aid Foundation: London.]

- Countries differ widely in their cultural approaches to giving. For example, in the US there are substantial tax breaks for donating money.

**Proportion of Donors giving to different causes** [National Council for Voluntary Organisations/ Charities Aid Foundation (2010). *UK Giving 2010 An Overview of Charitable Giving in the UK, 2009/10*. NCVO/CAF: London.]

- Category labels are abbreviated: "Disabled People" includes blind and deaf people, "Education" captures schools, colleges, universities and other education, "Environment" includes conservation, the environment and heritage, "Health" refers to physical and mental health care, "Homeless People" includes housing and refuge shelters.

**Methods of Giving** [National Council for Voluntary Organisations /Charities Aid Foundation (2010). *UK Giving 2010 An Overview of Charitable Giving in the UK, 2009/10*. NCVO /CAF: London.]

- Buying refers to buying goods (e.g. at charity shops, charity catalogue purchase, or the Big Issue); Card/ Cheque refers to credit/debit card or cheque payments; Cash refers to cash gifts (e.g. collections at work, schools, on the street, pubs or places of worship,); Direct Debit refers to direct debit, standing order or covenant; Event refers to fundraising events (e.g. jumble sales, fetes, charity dinners); Raffle refers to buying a raffle or lottery ticket (but excludes the national lottery); Payroll refers to payroll giving/ regular deduction direct from salary; Fees refers to membership fees and subscriptions paid to charities.

### Philanthropic giving

**Proportion of Million pound donations made by...**

[Breeze, B. (2010). *The Coutts Million Pound Donor Report 2010*. University of Kent Centre for Philanthropy, Humanitarianism and Social Justice/ Coutts: London.]

- The category 'individuals' includes donations direct from individuals or through personal foundations. Professional foundations are defined as those where the founding settler is no longer alive to direct the flow of grants.

**Proportion of investable assets donated to charity each year** [Ledbury Research & Barclays Wealth (2009). *Tomorrow's Philanthropist*. Barclays Wealth: London.]

- Analysis based on a survey of individuals all with investable assets of over £500,000/ \$1 million in the UK and US responses to the question "What proportion of your investable assets do you donate to charity each year?"

**Percentage of total million pound donations made by individuals to different causes** [Breeze, B. (2010). *The Coutts Million Pound Donor Report 2010*. University of Kent Centre for Philanthropy, Humanitarianism and Social Justice /Coutts: London.]

- To maintain comparability with similar research in the US, the categories are modified versions of the 10 broad categories of the National Taxonomy of Exempt Entities used in the US.

### Corporate giving

**Giving among the top five giving industries (£ per £ million pre-tax profit, excluding companies reporting losses)**

[Internal analysis based on Pharoah, C. (2010). *Charity Market Monitor 2010* (Chapter 8, 'Corporate Community Investment'). CaritasData: London.]

- Analysis is based on top 300 corporate givers in the UK.
- Analysis includes company contributions of cash, employee time and commitment, products, expertise, facilities and equipment. Pharmaceuticals companies make very large product donations.

- Companies posting a loss in financial year 2008/09 were excluded.
- Two outliers were excluded from the analysis because their donations were substantially greater than all other companies.

**Corporate giving issues of focus for top 30 companies in the Guardian Giving List** [International Centre for Corporate Social Responsibility, Nottingham University Business School (2006). An evaluation of Corporate Community Investment in the UK Current developments, future challenges. Charities Aid Foundation: London.]

- Detailed definitions for each category were unavailable.

We will continue to work closely with the Northern Ireland Executive, Scottish Government and Welsh Assembly Government, recognising their particular and varying responsibilities. While many of the policies in this paper are specific to England, the challenges are common to the four countries across the United Kingdom. Each will consider the most appropriate arrangements in those areas where they have devolved responsibility, to address the issues in ways that meet their own circumstances and need.

The proposed action and policies set out in this Green Paper will be consistent with the requirements of current and future public sector equality duties.

Please note that information provided in response to this consultation, including personal information, may be subject to publication or disclosure in accordance with the access to information regimes (these are primarily the Freedom of Information Act 2000 (FOIA), the Data Protection Act 1998 (DPA) and the Environmental Information Regulations 2004).

If you want information that you provided to be treated as confidential, please be aware that, under the FOIA, there is a statutory Code of Practice with which public authorities must comply and which deals, amongst other things, with obligations of confidence.

If you have questions about the way this consultation has been handled, please contact:

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