

THE COUTTS HANDBOOK
FOR PHILANTHROPY

FOR CLIENTS OF COUTTS

Foreword by David Carrington
Chair, Philanthropy UK Editorial Board



Introduction

For all of those interested in making the world a better place, philanthropy can provide a real sense of purpose and happiness. With the urge to help those in need so strong, new approaches to giving such as venture philanthropy and social investment, combined with new technology, are creating new opportunities to get involved.

At the same time, it is getting more difficult to give wisely and well. Most obviously, in a world of suffering and misfortune, there are simply too many deserving causes, so even the most generous philanthropist will face many hard decisions. And, if you want your giving to make the greatest possible impact, there are further complications - such as how to gauge a specific charity's performance before you decide to support it, and then how to monitor the way in which your money is being spent.

Whether you are just starting out or are already somewhere down the road, this handbook has been designed to promote discussion. It aims to distil the accepted wisdom of experienced philanthropists and professional advisers into a series of practical tips and high-level checklists. Some will be more appropriate than others, depending on the level of involvement, and there is not necessarily a right or wrong way of doing things.

The charitable organisations that have been involved in putting this handbook together are mentioned throughout. Coutts also works with a wide range of other organisations, such as those detailed under Section 13 of this handbook, and those listed in *'A Guide to Giving'* by Philanthropy UK, in association with Coutts.

You will find this handbook useful if you are thinking about issues like these:

- Making the biggest difference with your money
- Using your time to best effect
- Supporting your local community
- Bringing the next generation on board
- Becoming a charity trustee
- Selecting which charities to support
- Monitoring the performance of charities
- Creating a giving strategy
- Making philanthropy fun

Throughout our 300 year history, Coutts has pursued a wide range of charitable interests, most famously, perhaps, in the time of Angela Burdett-Coutts, one of the great Victorian philanthropists (*see section 14*). Today we advise clients who are giving anything from a few thousand pounds to tens of millions.

We hope this handbook helps you and your family ask some of the right questions at the right time, avoid some of the common pitfalls, and consider some of the ways in which you can make a difference.

A handwritten signature in black ink, appearing to read 'Mark Evans', is written over a series of horizontal lines. The signature is fluid and cursive.

Mark Evans - Head of Family Business and Philanthropy
Coutts & Co

Foreword

There's been an upsurge in personal philanthropy during the last decade. Charities of all kinds have attracted new donors, among them people who are prepared to make large donations, but who are also keen to learn more about the cause and how it can best be tackled – to become more engaged in charitable activity. Many of the new donors have also found they and their families gain a significant personal return from the experience; as their philanthropy grows and deepens, it becomes a prominent part of their lives and involvement in the wider community. The more confident and informed the donor becomes, the more active and discerning they become as philanthropists, both in their support for the charities on which they choose to focus their attention and also in their advocacy among friends and colleagues of the personal value they derive from their philanthropy.

The upsurge in philanthropy has been reflected in a dramatic increase in media coverage and profile. The charity sector has begun to understand the diversity of interests and enthusiasms among the new donors, to explore ways of involving them and drawing on their skills, of responding to their concern to understand better the impact and social changes that their generosity is helping the charity to achieve. The sometimes shallow rhetoric of much fundraising is being replaced by efforts to build a more mature dialogue and trusting partnership with active donors.

The upsurge has also prompted the emergence of a range of donor services. Coutts has been among the leaders in developing ways of encouraging new donors and supporting their development as active philanthropists. Producing this handbook is just one of the many practical steps they have taken to inform and stimulate philanthropy. The handbook should not only be useful to donors just setting out on their own philanthropic journey; the questions it asks and the lists of 'things to think about' also make it a valuable reference resource to established philanthropists wanting to reflect on what they do; or to a family wishing to introduce members of a younger generation to the positive opportunities and pleasure of joining the philanthropic community.

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Coutts contacts

If you would like to find out more about any aspect of our comprehensive range of services for high net worth donors, we would be happy to hear from you. Please send an email to philanthropy@coutts.com or contact:

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Leeds Liverpool Manchester Milton Keynes Newcastle upon Tyne Nottingham Oxford Reading
Tunbridge Wells

From identifying core values to assessing impact, donors can find objective, practical information and resources in this concise, comprehensive text.

Melissa A. Berman, President & CEO, Rockefeller Philanthropy Advisors

Discerning givers will find much useful guidance in this handbook which reflects Coutts leadership in encouraging strategic, intelligent philanthropy.

Beth Breeze, University of Kent

An excellent, step-by-step guide to philanthropy, which will inspire people to 'make a difference'.

Michael Dickson - author of 'The More You Give, The More You Get'

Coutts is pioneering new philanthropy in the UK and this handbook is an example of its commitment to helping its clients to give effectively.

Nigel Harris, Chief Executive, New Philanthropy Capital

This handbook provides key insights to help underpin the critical decisions which engagement with philanthropy brings.

Professor Jenny Harrow, Co-Director, ESRC for Charitable Giving and Philanthropy, Cass Business School, City University, London

This handbook for philanthropy is an essential tool for everyone seeking to maximise the input of their personal giving.

John Lowe, Chief Executive, Charities Aid Foundation

This handbook provides a concise and useful guide for all those who are interested in effective philanthropy.

Sir John Weston, Honorary President, Community Foundation Network (formerly UK Ambassador to the United Nations, and Non-Executive Director, Rolls-Royce)

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