

The Business of Philanthropy Advising: How far should we go?

Executive Summary

The work achieved in the Philanthropy Fellowship UK pilot, funded by Esmée Fairbairn from 2012 to 2014, led by nine Community Foundations in this county, working in collaborations with many others, has driven up standards in our offer to philanthropists. We as a Community Foundation movement are increasing in competence and capability in our philanthropy advice in the UK due to a greater focus on facilitating private funds, especially since the end of major Government programmes in 2011/12. In comparison to our competitors we continue to be best placed to expertly facilitate philanthropy due to our connecting role between philanthropists and communities. The creation of the Philanthropy Advising Framework by Community Foundations with CASS Business School, supported by UKCF is a legacy to the Philanthropy Fellowship UK and provides a milestone in our ambition to compete effectively in the advising market place. This report provides 14 recommendations to support this ambition.

CASS Business School believes that Community Foundations are the biggest driver of philanthropy in the UK, and their consultancy research, including the creation of the Philanthropy Advising Framework, will enable Community Foundations to establish a formal philanthropy advising approach that does not exist as yet in the UK; they consider this to be simply “ground-breaking”.

“There are no other (known) frameworks documenting key competencies in the area of philanthropic advice in the UK, nor any specialist, practical training provision available to develop such skills.” CASS Business School, December 2014

As we take our next steps in the philanthropy advising field we must ensure the following for our future success:

- a) Be aware of our place in the marketplace, promote our Unique Selling Points in comparison to our competitors and ensure high standards in delivery;
- b) Ensure we are professionally confident in our offer to philanthropists, differentiating ourselves from the competition, due to our community knowledge and ability to at least offer monitoring, if not social impact reporting;
- c) Up-our-game in our advising offer, especially to increase our capability, competence and confidence, including training and professional development from within the Community Foundation movement and from external providers;
- d) Pilot, review and embed the Philanthropy Advising Framework, developing or creating essential tools to support all Community Foundations;
- e) Embed best practice over a number of years, working from the Framework, exploring the possibility of including practice standards in Quality Accreditation Five in 2019;
- f) Facilitation and support from UKCF to regularly review and develop the Framework.

The most important thing is to keep the Philanthropy Advising Framework alive and the exchange of best practice in the UK and with peers internationally in order for Community Foundations to compete effectively in the advising market place, offer consistently high standards and to continue to be relevant. This report aims to support this.

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