



**Cass Business School**  
CITY UNIVERSITY LONDON



Centre for Charitable Giving  
and Philanthropy

## Family Philanthropy 2009

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# Family foundation Philanthropy 2009 UK, Germany, Italy, US

## Research partners

CGAP, Cass Business School

Maecenata Institute for Philanthropy and Civil Society, Humboldt University, Berlin

PhaSI, (Philanthropy and Social Innovation), University of Bologna

National Center for Family Philanthropy, US (with data from Foundation Center)

Pears Foundation

## Aims of the research

- Accurate trend-tracking of family philanthropy
- Comparative international benchmarking
- Greater understanding, transparency and accessibility
- Encouragement of giving

## Methods

- Agree common comparative framework (always a challenge!!)

*explain UK approach*

*review at international partners 'summit' meeting (Munich),*

*and with European Foundation Centre*

- Focus on largest 100 family foundations
- Use existing published data (..and if there isn't any?)

## Headline results

- Thriving family foundation philanthropy sector in all countries studied
- Real annual growth in family foundation charitable spending 2007

UK (10%, 15%) US (33.5%, 8.4%)

- Total charitable spending across the 4 countries studied £5.5 billion

UK	£1,174 m (701)	0.1% of GDP
US	£3,765 m	0.05% of GDP
Germany	£491 m	0.03% of GDP
Italy	£ 61 m	

## **Common international themes in motivation**

Protection of interests/ legacy

Relationship between personal, business and philanthropic activities

Social, intellectual, economic capital

Multiple family member and family 'dynasty' involvement

Strategic, social reform agendas

Contribution to research, science, technology, innovation, enterprise

Change and responsiveness

Impact

## Examples – Carl Zeiss and the SAP AG founders

*‘The overall goals of Abbe, which through its statute have determined the foundation’s purposes until today, were closely connected to the foundation companies and the well-being of employees, which for him could only be guaranteed by depersonalizing the ownership’*

*‘The five former IBM developers..all became super-rich and founders of charitable foundations and ..all show a strong relation to the personal preferences and values of their respective founders’*

## Examples - Benetton and Packard

*‘Luciano Benetton – at peak of career through ‘United Colours of Benetton’ established a foundation aimed at creating a resource for landscape management, architecture, and the social structures which essential to conservation and development’*

*‘While David and Lucille Packard knew that foundations alone could never be expected to shoulder society’s ultimate responsibility to its citizens, they believed a Foundation could complement in significant ways, combining ingenuity and innovation of free market with unrestricted charitable resources’*

# Common international family foundation challenges/ tensions

Asset base

Succession – modern family patterns

Professional v family management

Individual – generic/ national - international

Advocacy and independence and status (*'no man's land'*)

Privacy/ transparency

Growth, future roles, relationships

## The modern foundation?

*A foundation can both solve individual problems and work on systems development.*

*It is independent and only answerable to the common weal and to its own objectives.*

Reinhard Mohn, Founder, Bertelsmann Foundation