



Leeds Conference

7th Dec 2010

Fundraising and philanthropy




Sally-Anne Greenfield
Chief Executive
Leeds Community Foundation

- Largest independent grant-maker
- £10 million to date
- Focus on deprived communities
- Encourage “Spirit of Giving”
- Link private sector to local needs



How to encourage Fundraising and Philanthropy



Philanthropy is used to describe a person or organisation who is very generous, usually by contributing personal wealth to charitable causes but can also refer to giving in other ways

**Private Individuals and Companies can
be Philanthropic**

**Corporate giving = under heading
Corporate Social Responsibility (CSR) or
Corporate Responsibility**

19th Century CSR?

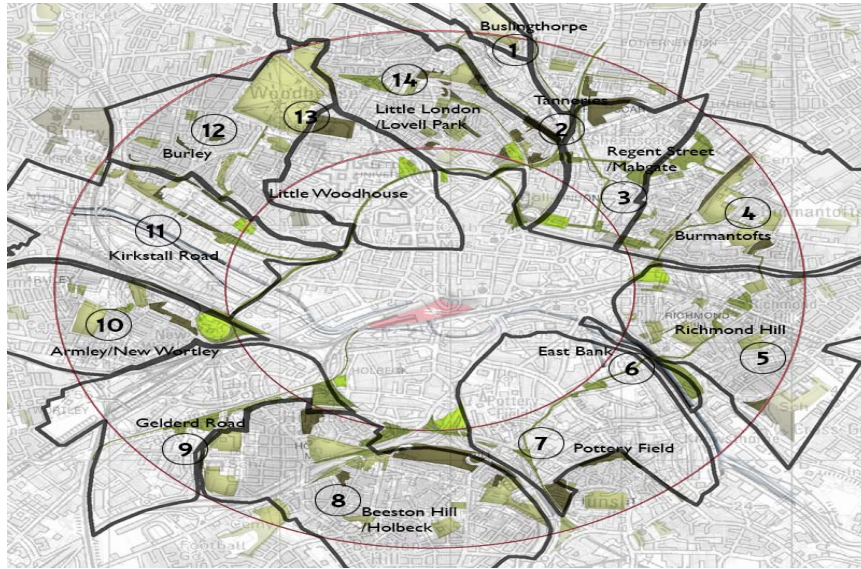


21st Century CR?



Altruism or just good business?

- Improves staff morale
- Helps recruit & retain staff
- Develops skills in staff
- Widens contact base
- Could result in new leads / business



Same city??

1. Encourage volunteering

- Mentoring school pupils
- Supporting community leaders
- Paint fences / dig ditches

2. Provide expertise / services

- Finance, legal, planning
- Allocate certain number hours
- Join boards of local groups

3. Encourage charitable giving

- Make Leeds charity of the year
- Benefits of giving locally
- Put **FUN** into **FUN**draising