

PLACE-BASED GIVING AND NATIONAL DEMOCRACY WEEK

14 OCTOBER 2019

BRIEFING FROM THE CHARITIES AID FOUNDATION

INTRODUCTION

Getting involved in civil society is a great way for people to make change happen in their local area. As part of National Democracy Week's mission to increase democratic participation, the Charities Aid Foundation has outlined the role that local government can play in developing place-based giving in their communities. Our recommendations show how civic leaders can use their unique position to bring together local government, business and donors for public benefit and civic renewal.

ABOUT PLACE-BASED GIVING

Britain has a proud charitable heritage and the contribution that generous donors have made to the development of civic life is plain to see. However, as the fortunes of communities have changed over time so too has philanthropy.

Recent years have seen ideas from across the political spectrum for tackling societal challenges. But amid discussions about attracting investment and reinvigorating civic identity, there has not been enough consideration for how philanthropy can positively contribute to improving life across the UK.

Place-based giving empowers communities to adapt to the challenges of the future, is a catalyst for growth and helps reinvigorate a sense of civic pride. It builds upon Britain's strong philanthropic traditions as well as lessons from outside the UK. To usher in a new age of civic philanthropy, we need a concerted effort to recognise the potential and capitalise on this moment of real opportunity.

CAF'S RECOMMENDATIONS

We use the knowledge from our research and our years of helping charities and donors, in order to build philanthropy for the future and make giving go further. Through this work, we aim to put charity back at the heart of debates about our communities.

To find out more about our recommendations and read our reports *Giving a Sense of Place* and *Chain Links*, please visit www.cafonline.org/place-based-giving.

Local government & public sector

- **Establishing Local Philanthropy Partnerships:** Local government should adopt the same model as the successful Local Enterprise Partnerships, to bring together parties with shared aims.

- **Sharing on local needs and priorities:** Public sector commissioners should engage with funders on an ongoing basis to share knowledge, rather than limiting their conversation to procurement.
- **Linking new industrial identity and corporate philanthropy:** Corporate philanthropy should be a key part of the strategy when identifying the future industrial base of a region.

Mayors

- **Convening stakeholders:** Mayors should play a key role in using their profile to bring together public sector bodies, companies, charities, and local philanthropists to identify shared goals.
- **Appointing a philanthropy liaison officer:** This officer would develop relationships with the donor, funder and charity communities as well as coordinating opportunities for partnerships.
- **Publishing a philanthropy strategy:** This would outline the narrative and details of the approach the Mayor and their office are going to take to developing civic philanthropy.



Central Government

- **Publishing a philanthropy strategy:** This would outline the narrative and details of the approach the Mayor and their office are going to take to developing civic philanthropy.
- **Developing a clear narrative about civic philanthropy:** Government should highlight how philanthropy can strengthen civic identity, so it can be incorporated into new initiatives and policies.
- **Increased funding to boost development of civic philanthropy:** Where money is available for developing localism or civil society, consideration should be given to how it could be used to stimulate a culture of civic philanthropy and leverage additional resources.

THREE THINGS YOU CAN DO FOR NATIONAL DEMOCRACY WEEK

1. **Raise awareness in your council:** Share our briefing with the relevant people in your council.
2. **Arrange a meeting with CAF campaigns team:** Discuss how your council can get involved. From tabling a motion to implementing the policy recommendations in this briefing, we're here to help.
3. **Share on social media:** Sample posts for Twitter or Facebook:
 "To support #NDW19, @CAF is working with the @LGA to raise awareness of place-based giving as a way that you can get involved in helping people in your area
[Insert Link to page briefing]"

For more information about place-based giving or any of our other campaigns, please contact:
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