Appendix 2: Philanthropy Strategy

Vision: Individuals and Communities, especially those experiencing disadvantage and marginalisation, thrive as a result of higher impact and higher value Philanthropy*. Mission: the City Corporation and CBT contribute to higher impact and higher value Philanthropy through our role modelling in London and our support and awareness-raising in the UK and internationally.

1. Role modelling

Strategic outcome: High impact philanthropy is role modelled by the City Corporation and CBT contributing, in particular, to a reduction in inequality and/or an increase in social mobility

2: Support

Strategic outcome: Higher impact and/or higher value philanthropy is generated from others as a result of the City Corporation and CBT's support for the philanthropic infrastructure

3: Awareness-raising

Strategic outcome: Key audiences are better equipped to generate higher impact and/or higher value philanthropy as a result of CoLC and CBT's awareness-raising activities about it

Workstreams

- The City Corporation and CBT ensure their philanthropy is compliant, efficient, impactful and strategically aligned
- The City Corporation and CBT test how their philanthropic engagement reduces inequality and increases social mobility
- The City Corporation fully harnesses its own expertise, assets, networks and those of its associated charities in support of CBT's 'Bridging Divides' Strategy.

Workstreams

- Greater collaboration through on and offline engagement and action
- Philanthropic infrastructure partnerships are funded and new ones scoped
- Our understanding of what our philanthropy has leveraged is deepened.

Workstreams

7. Understanding of what drives effective philanthropy is increased and amplified through convening, research, thought leadership etc.

Philanthropic focus: reducing inequality and increasing social mobility

London focused

Cause - agnostic

London, national and international focus

[.] The giving of money, time, skills and assets by individuals, businesses, trusts and foundations