

Committee:	Date:	Ref No.
The City Bridge Trust	4 th September 2013	12008
Subject: Strategic Initiative: Youth and Philanthropy Initiative	Public	
Report of: Chief Grants Officer	For Decision	
<u>Summary</u>		
<p>This paper proposes that you commission the Youth and Philanthropy Initiative to pilot its schools programme (encouraging young people to a lifelong commitment to charitable giving) in 7 schools in the boroughs of Southwark, Tower Hamlets, Islington and Camden and in the City of Westminster. This will add to and enhance the current activities that you are funding under your <i>City Philanthropy – a wealth of opportunity</i> banner.</p> <p>Recommendation</p> <p>That the Youth and Philanthropy Initiative is commissioned to pilot its schools programme in 7 boroughs neighbouring the City, as well as the City of London School and the City of London School for Girls, at a cost of £48,330, to be charged against the City Bridge Trust Strategic Initiatives allocation for 2013/14.</p>		

Main Report

1.0 Background

- 1.1 The Youth and Philanthropy Initiative (YPI) is a project that was developed by the Institute for Philanthropy (IP). It recently registered as an independent charity in its own right. However, as it is newly registered, IP has agreed that should you agree to support this initiative today, it will accept the funding on YPI's behalf.
- 1.2 Established in 2000, IP is one of the world's leading organisations providing education and thought leadership in strategic philanthropy. With offices in London and New York, it works closely with a global network of leaders in the philanthropic sector, including wealth individuals and families engaged in philanthropy, analysts, private companies, trusts, foundations and schools. Its main activities centre on providing education for individual philanthropists and through the provision of knowledge development opportunities for philanthropists and the philanthropic community through research and surveys.

- 1.3 YPI aims to give young people a real-life experience of giving, with the longer-term vision of developing a new generation of socially active citizens who are more inclined to volunteer and give to their communities. Its programme for the academic year 2012/13 featured as an example of how young people can be encouraged to give in the Government's 2012 Giving White Paper.

2.0 The Need

- 2.1 In August 2012, a Charities Aid Foundation report found that "charities face a generational time bomb, as younger people lose the habit of giving". Many small charities do not have the resources to encourage under 18 year olds to volunteer. Consequently, the opportunity to engage young people with 'giving' is often lost by the time they reach adulthood. YPI was invited to give evidence at the Parliamentary Inquiry on Growing Giving chaired by the Rt Hon David Blunkett MP in 2013.
- 2.2 Ofsted's 2012 Framework for Schools explicitly states that the spiritual, moral, social and cultural development of children and young people should have a significant focus in all lesson observations, as well as overall school effectiveness. YPI provides schools with a programme that is found to grow the empathy of YPI participants.

3.0 The Model

- 3.1 YPI involves whole-year groups of students in a ten-week programme which combines in-class learning and active community engagement. Firstly, the students are challenged to research social issues in their community and identify local, grassroots charities they believe are best placed to make the most positive impact. They then visit the organisations, choose one to represent, meet staff and beneficiaries and, finally, pitch for their chosen charity in a school competition to a panel of teachers, students, parents and members of the community. The team judged to have made the best presentation in each school wins a £3,000 grant for their charity. The students remain involved with their charity in a voluntary capacity.
- 3.2 In the academic year 2012/13, YPI will train 500 teachers to deliver high-impact philanthropy lessons to over 15,000 pupils in 90 schools across England and Northern Ireland, thereby building bridges between schools, students and their communities.
- 3.3 YPI's early intervention means that over 85% of young people visiting charities through YPI are doing so for the first time. 83% of participants said that they would volunteer again. The following quotes from two participating students describes how valuable they found the experience:

"YPI helped me to understand that there are people right here in my local community working tirelessly to bring about change and do the right thing. Most people my age look at our community and struggle to

find inspiration but I've learnt that there are people right here in Hounslow working hard to make a difference and that's inspired me to try and do what I can."

"The YPI was a completely life changing moment for both of us, the whole process of the competition really helped us grow and mature in many ways, not just in our school work but in many aspects of our lives."

4.0 Proposed Partnership

- 4.1 In October 2012, you approved a programme of philanthropic activities for the next three years to be delivered under the banner of your *City Philanthropy – a Wealth of Opportunity*. This includes The City Funding Network, a giving circle that particularly targets young City professionals; Young Philanthropy, developing philanthropy syndicates in City firms; and the Beacon Fellowship Award for City Philanthropy. You are also funding a City Philanthropy exhibition, due to open at the end of October 2013, in partnership with the Museum of London and Charterhouse. Your three-day a week City Philanthropy Manager is overseeing all this activity whilst also developing the City Philanthropy website, providing independent information and news about philanthropy and philanthropists; providing regular e-bulletins; mapping and bringing together the various philanthropic City networks where appropriate; and contributing to the book on City Philanthropy due to be published for the launch of the exhibition.
- 4.2 One of the key strategic aims of *City Philanthropy* is to promote more effective philanthropy among City professionals earlier in their lives. The earlier that a culture of giving is embedded among young people, the more likely they are to continue this into adulthood. It is therefore proposed that a partnership between the Trust and YPI is piloted over 12 months where YPI will work in schools located in boroughs bordering the City of London. It will also work with the City of London School and the City of London School for Girls with a view to forging links between the two schools and schools in the surrounding boroughs. The aim is that this will both complement and enhance the work you are currently funding under the *City Philanthropy* banner.
- 4.3 It is proposed that YPI will work with 7 schools in the boroughs of Tower Hamlets, Islington, Camden, Westminster and Southwark as well as the City of London School and the City of London School for Girls, making 9 schools in total.

5.0 Cost

- 5.1 The cost is estimated to be £48,330, broken down as follows:

Cost of delivery per school	£2,370
Cost of grant per school	£3,000
Total cost per school	£5,370
Total for 9 schools	£48,330

6.0 Allocation from Strategic Initiatives

- 6.1 It is proposed that the cost of £48,330 is charged against your 2013/14 allocation for Strategic Initiatives of £747,500 (5% of the overall grants budget). If you approve this request, there will be a balance of £188,613 remaining for the rest of the year (see Table 1 below).

Table 1: Strategic initiatives 2013/14

Strategic Initiatives	Committee date	£
Allocation of 5% of 2013/14 grants budget		747,500
Already agreed in this financial year:		
Access and Sustainability Service	18/04/2013	192,900
Ladder for London	06/06/2013	84,230
Lord Mayor's Show	06/06/2013	29,227
City Philanthropy Book	06/06/2013	15,000
Web-based database of volunteer intermediaries	04/07/2013	6,000
	Total	327,357
Recommended at this meeting		
Youth & Philanthropy Initiative		48,330
Practical Guide for Charity Chairs		8,200
Learning & Knowledge Sharing Strategy 2013/14		175,000
Balance remaining		188,613

7.0 Conclusion

- 7.1 This is an opportunity to build on the existing work of your *City Philanthropy – a Wealth of Opportunity* by fostering a culture of giving in young people that will continue into their adult lives.
- 7.2 It is also an opportunity to build links between the relative privileged City-based schools and less well-advantaged schools bordering the City of London.

8.0 Recommendation

That the Youth and Philanthropy Initiative is commissioned to pilot its schools programme in 7 boroughs neighbouring the City, as well as the City of London School and the City of London School for Girls, at a cost of £48,330, to be charged against the City Bridge Trust Strategic Initiatives allocation for 2013/14.

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