

Who Gives, Who Gets

The relationship between givers and receivers
and the social space bridged by donations

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Outline of Presentation

- Approaching philanthropy and redistribution
- Existing data
- Our methods
- Our data
- Emerging qualitative data

Lester Salamon (1992)

- 1992 study of private charitable giving in the United States
- Surveyed CEOs of charitable organisations
- Evidence that charitable organisations focus far less on the poor than is often imagined

Philanthropy in the United States

- Reich: *“Based simply on examining the distribution of charitable dollars, then, it is at best very difficult to claim that charitable contributions benefit the poor.”* (2006)
- Eikenberry: philanthropy in the US is largely non-redistributive and inadequate (2013)
- Odenhal: *“Philanthropy is primarily a system whereby the wealthy help to finance their own interests and institutions”* (1989)

Back in the UK...

Sir Stuart Etherington:

“There is some evidence that philanthropy is between those who occupy a similar position in the social hierarchy: for example, do the wealthiest choose to support charitable endeavours that are closely matched to their own leisure pursuits?” (2012)

What Existing Data Tells Us

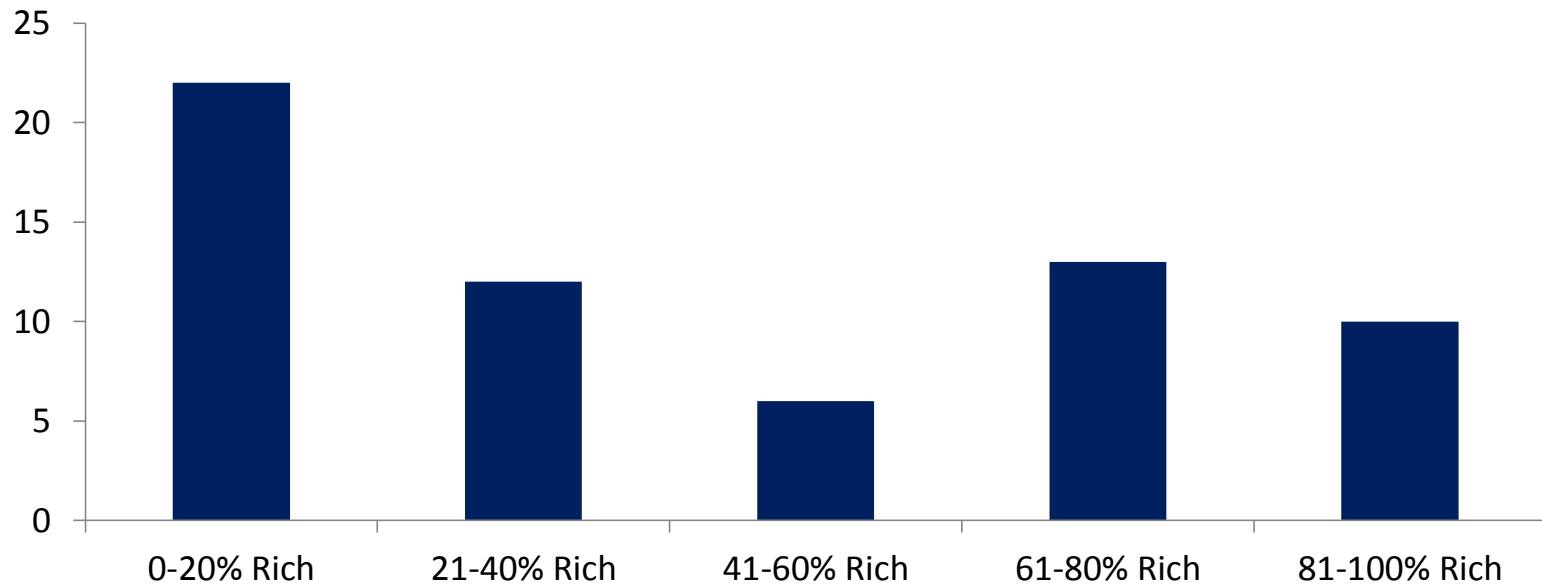
- Who Gives
- Who Gets
- The importance of place

Our Methods

- Literature Review
- Online survey of CEOs and Fundraising Managers
 - Over 150 responses
 - 64 fully completed
- Case Studies of six organisations

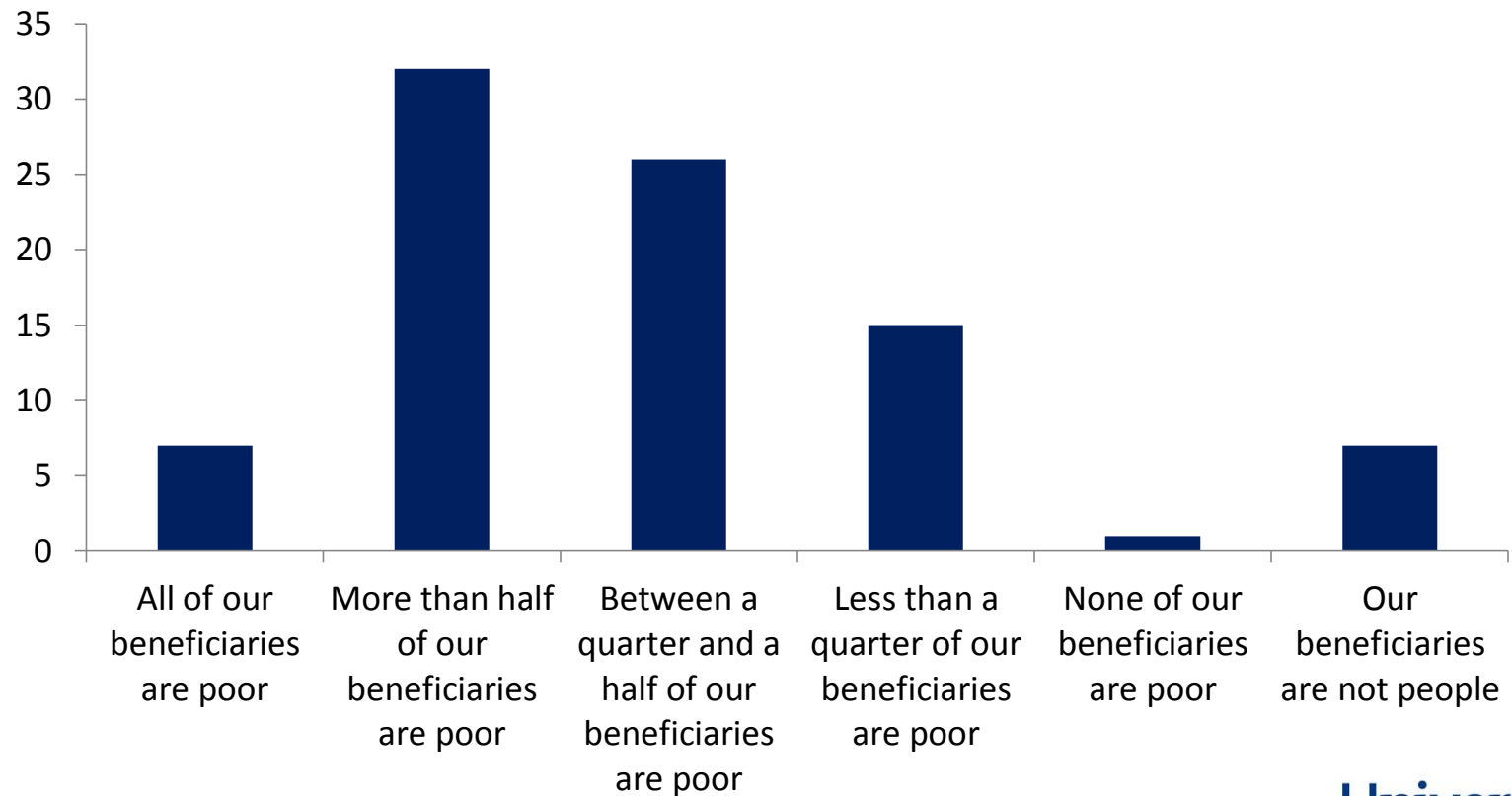
Workings 1: Donors

Socio-Economic Status of Donors, by Organisation

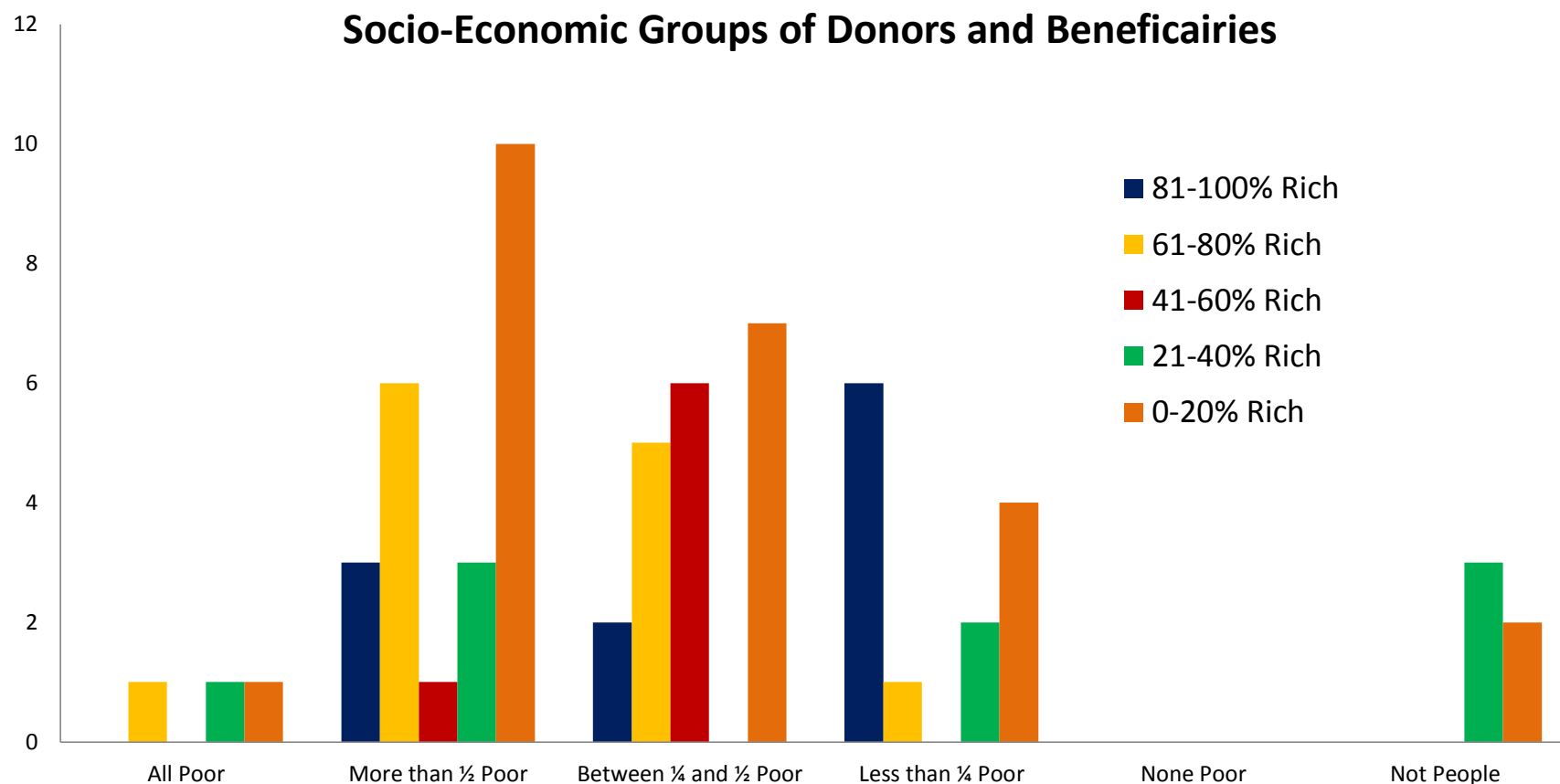


Workings 2: Beneficiaries

Socio-Economic Status of Beneficiaries, by Organisation



Workings 3: Donors and Beneficiaries



Donors and Beneficiaries

		Socio-Economic Status of Beneficiaries					
		All Poor	More than ½ Poor	Between ¼ and ½ Poor	Less than ¼ Poor	None Poor	Not People
Socio-Economic Status of Donors	0-20% Rich	1	10	7	4	0	2
	21-40% Rich	1	3	0	2	0	3
	41-60% Rich	0	1	6	0	0	0
	61-80% Rich	1	6	5	1	0	0
	81-100% Rich	0	3	2	6	0	0

Figure 1. Socio-economic status of donors and beneficiaries

Poorer giving to Poorer

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Poorer giving to Richer

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Case Studies

A more nuanced picture:

- Often social welfare organisations have a mix of poorer and richer donors
- Interest-based organisations are less diverse in their donor base
- Organisations don't always know!

What Next?

- More detailed quantitative data
- Would gift aid data give a bigger picture?
- Are CEOs the right people to ask?
- Is it possible to track donor intent?

Questions...

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