

PROVIDING CHOICE DELIVERING IMPACT

POVERTY

ENGAGED PHILANTHROPY



Amador Lopez Cardenas tends to his bees in Peru. Christian Aid partner IEME pays for the beehives and running costs of keeping bees. Amador gets 40 per cent of the honey and IEME 60 per cent. IEME uses the honey to produce natural health remedies, which it sells locally, and Amador receives a regular income, helping him to feed, clothe and educate his children



RELEASING THE POWER OF PHILANTHROPY

Over the past five years, philanthropy has grown to become one of the core services provided by the wealth-advisory community to their clients. Research carried out by the Scorpio Partnership consultancy firm indicates that wealth advisors across Europe are receiving up to five requests for philanthropy services a month – and this is expected to rise.

With 60 years' experience working on the causes and consequences of poverty, Christian Aid is now launching its own philanthropy service for the wealth-advisory community.

With about 600 partner organisations in around 50 countries, we can offer high-quality advice on fighting poverty in the developing world, as well as providing value for money.

Through specialist research, analysis and advice, Christian Aid can guide philanthropists through the complex area of giving to international development.

CHRISTIAN AID: AN EFFICIENT, EFFECTIVE AND EXPERIENCED ORGANISATION IN THE FIGHT AGAINST POVERTY

Recent years have seen Christian Aid acclaimed as an efficient and effective provider of solutions in international development.

Intelligent Giving

Intelligent Giving, the independent donor-advisory website, has recently included Christian Aid among its top-ranked charities – following its quality assessment of annual reports. Intelligent Giving, which was set up to help donors evaluate charities, said that Christian Aid’s annual report pointed to a charity ‘committed to being transparent and accountable’.

2007 Global Accountability Report

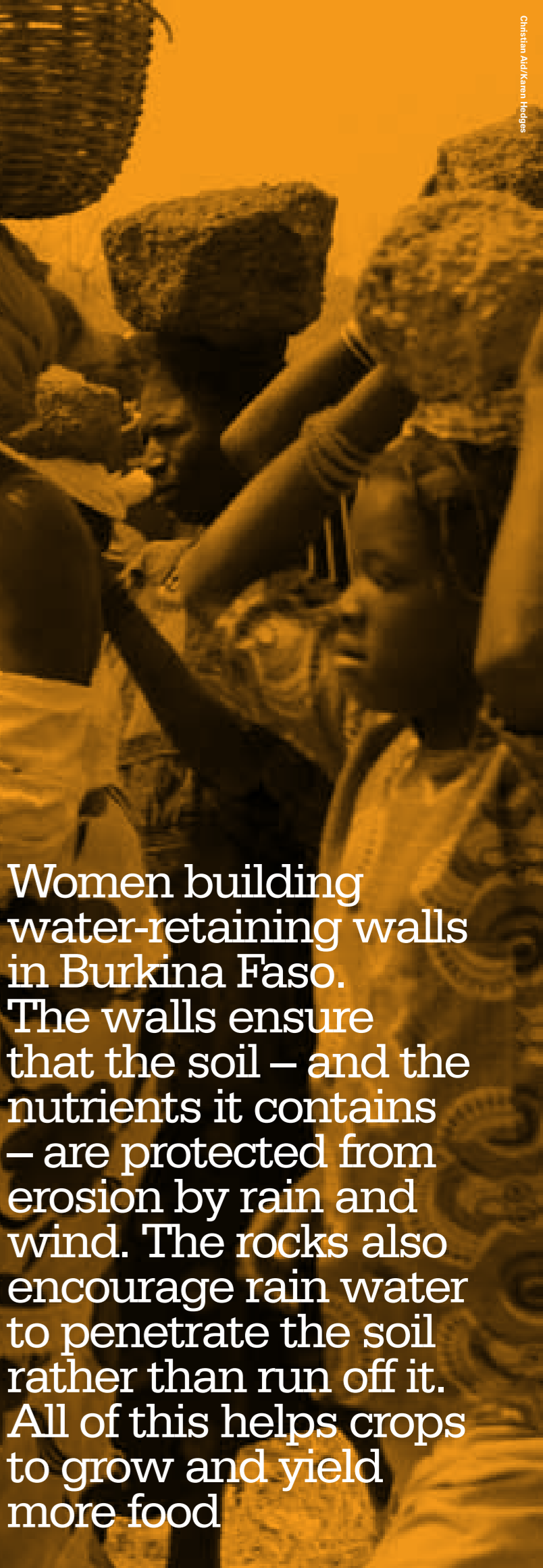
The *Global Accountability Report* assesses the transparency, participation, evaluation, and complaint and response mechanisms of influential organisations in relation to the people they affect. In the 2007 report, Christian Aid was declared a top performer among 30 global organisations across intergovernmental, corporate and non-governmental sectors, and ranked first among the 10 non-governmental organisations assessed. The report stated that:

‘Christian Aid’s overall accountability score is significantly higher than the average accountability of any of the three sectors.’

Christian Aid’s tsunami response: ‘strongly positive’

An independent evaluation three years after the Asian tsunami highlighted Christian Aid’s efficiency and effectiveness in responding to perhaps the largest humanitarian crisis of our time. Noting our experience and expertise in working alongside local partners, the evaluation praised ‘the richness and diversity made possible by Christian Aid’s partnership approach’. The report concluded:

‘This not only allows for a more locally relevant response, but also greatly facilitates the transition process from relief to recovery and wider social development.’



Women building water-retaining walls in Burkina Faso. The walls ensure that the soil – and the nutrients it contains – are protected from erosion by rain and wind. The rocks also encourage rain water to penetrate the soil rather than run off it. All of this helps crops to grow and yield more food

HOW IT WORKS: THE ENGAGED PHILANTHROPY VALUE PROPOSITION

The diagram below indicates the processes used throughout our Engaged Philanthropy programme.

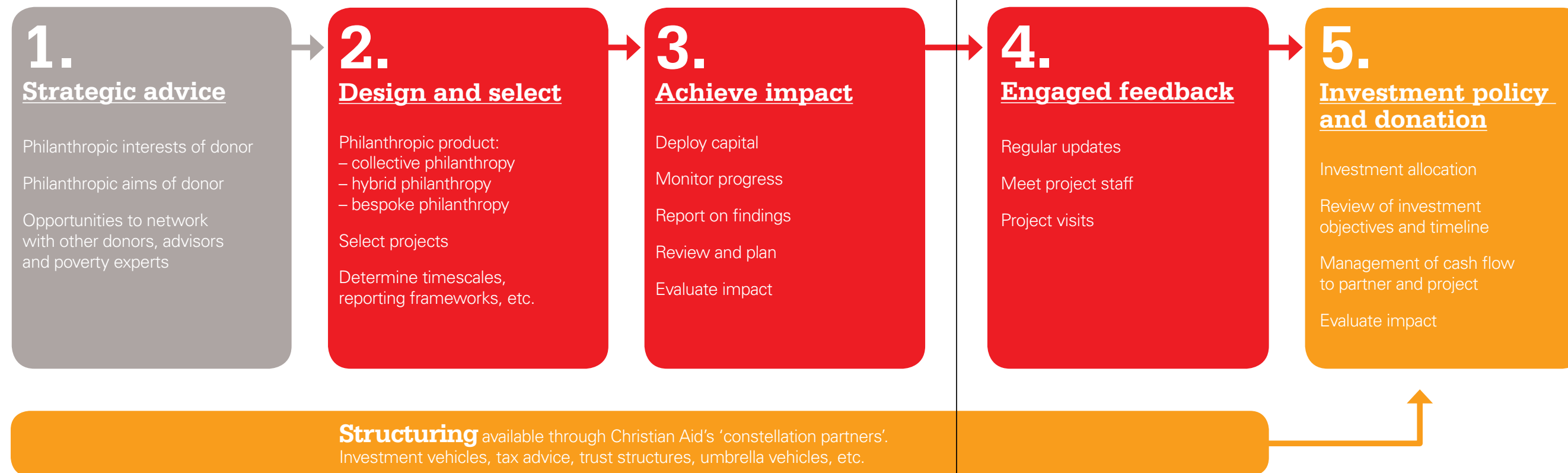
Investors

Individuals, families, trusts and foundations

Philanthropy advisory services

Outcomes

Project achievements



Key

- Carried out by wealth advisers and Christian Aid
- Carried out by Christian Aid staff, experts and partners
- Carried out by wealth advisers

ENGAGED PHILANTHROPY: HOW IT WORKS

As detailed in the value-chain diagram, there are three different ways in which Christian Aid's Engaged Philanthropy service can work with clients.

Collective philanthropy

This appeals to individuals interested in engaging in philanthropy alongside others. Called *In Their Lifetime*, the campaign seeks to harness the capital of philanthropists collectively to invest in some of Christian Aid's best-performing or most innovative projects around the world. One philanthropist who has invested £200,000 into *In Their Lifetime* describes his experience:

'Several factors make *In Their Lifetime* unique. Being able to see the need identified and then being part of the solution is tremendously satisfying. Furthermore, the opportunity to be involved in a much more intimate way with Christian Aid and its projects than normal is engaging, as is the opportunity to fund work alongside other similarly minded people. Ultimately, of course, it's the benefit of seeing a real difference being made that is so inspiring.'

Hybrid philanthropy

Christian Aid is currently exploring a number of hybrid philanthropic products to appeal to investors with different agendas. We have spoken with a number of key players in the wealth-advisory sector about launching social-investment products. More details on these can be found by contacting the Philanthropy team at Christian Aid.

Bespoke philanthropy

Christian Aid's bespoke service offers to match individual client interests with current project opportunities – enabling philanthropists to understand cutting-edge development needs and choose how and where they want to engage. This could include bespoke reporting, trips to the project, meetings with key staff and wider engagement with Christian Aid, all tailored to the individual's time constraints, interest levels, and desire to engage their wider family. A philanthropist, who invested £650,000 in two projects through Christian Aid's bespoke service, describes how he came to choose Christian Aid:

'I chose Christian Aid through a competitive process. I was extremely impressed with the team. They were straightforward, obviously dedicated, very professional, very responsive.'

Alongside these three areas of philanthropy, Christian Aid has a range of professional partners offering their skills and expertise to clients.



Blind men, in Herat province in Afghanistan, make bags out of plastic fibres, which can be sold in the market to assist their income. Christian Aid partner ANAB works to challenge discrimination and stigma towards blind people. They also give help and support to blind people and their families

INVESTING IN A BRIGHTER TOMORROW

Christian Aid seeks to engage with the wealth-advisory sector and support them and their clients who are looking to invest in philanthropic solutions in international development. Please review the philanthropy service on Christian Aid's website at www.christianaid.org.uk/philanthropy

To discuss your philanthropic interests and devise a social investment strategy, please contact the Philanthropy team on **020 7523 2483**.



Juana Perez Gomes, working in a carnation nursery in Intibuca, Honduras. Christian Aid partner Coprodedpiy provides practical help and training to this small flower-growers' cooperative, Las Hortencias Women's Association

Cover photo: Velammal is from MGR Nagar, a dalit community devastated by the tsunami. She and her family are visiting the site of their new house, built by Christian Aid partners DPG. Velammal does manual work. Her new home will provide security for her children while she is away working.

Credit: Christian Aid/Tom Pietrasik

UK registered charity number 1105851

Company number 5171525

Scotland charity number SC039150

Northern Ireland charity number XR94639

Company number NI059154

Republic of Ireland charity number CHY 6998

Company number 426928

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