

Valuing the Black Philanthropic Pound

Patterns and Motivations
for Black Giving in Britain
2022

*Give***BLACK**

In partnership with



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Executive summary

What we set out to learn

- How do HNWI's define Black philanthropy?
- What motivates Black HNWI's to give?
- What are the patterns of giving among Black donors?
- How can we galvanise Black giving in the UK?



Something needs to happen – something big – to make us feel uncomfortable, then stop and realise we need to change... until then we will remain disjointed as a [philanthropic] community in the UK.

Anonymous HNW interviewee



Over the last two years, calls to eradicate the structural racism that still plagues British society have grown louder. At the same time, high-profile acts of philanthropy by individuals like the footballer and anti-poverty campaigner Marcus Rashford have raised public awareness of the vital role that Black¹ philanthropy – for too long largely hidden – can play in addressing social injustice.

In April 2021, **GiveBLACK** appointed VSA Associates to carry out Phase 1 of a study into Black giving in the UK. The aim was to enhance understanding of identity-based giving and learn how we can build the foundations for a wider Black philanthropic movement.

In addition to carrying out a literature review, we interviewed 16 Black high net worth individuals (HNWI's) and held focus groups with ten mainstream Black donors and ten representatives of Black-led charitable organisations.

Key findings

Unlike in the US, here in the UK very little data is available on Black giving. There is a clear need for better tracking of racial data on donors and beneficiaries and for more research to map Black philanthropy in every region of the UK and shine a spotlight on it.

Our study uncovered valuable insights into how Black donors see Black philanthropy and what motivates them to give their money or their time. Donors talked passionately about their strong desire to 'give back', empower the Black community and create opportunities. We learned that some HNWI's face barriers to giving – the fear of slipping back into poverty is common. As a result, trust is often a key factor in giving decisions. While HNWI's are very keen to support Black-led organisations, they need them to demonstrate strong governance and provide clear messaging about their purpose and outcomes. Importantly, HNWI's are frustrated at having to rely on their own networks to identify worthy Black causes.

Black-led charitable organisations told us they are often overlooked or even excluded from applying for large pots of funding. Although the Black Lives Matter movement has led to some recent increases in giving, organisations are worried this trend won't last. They very much want to receive donations from Black HNWI's, but they don't know enough about who those HNWI's are, how best to approach them or what they require in order to give. There is an urgent need for Black-led organisations to have access to information about how to engage with affluent Black donors, how to build trust and how to communicate about the way their programmes are run and the outcomes they achieve.

¹ 'Black' in the context of this report denotes people who are of Black African and Black Caribbean origin or of mixed heritage.

Six key emerging themes

These should be used as drivers for the future development of Black philanthropy in the UK:

- 01 Targeting Black HNWLs
- 02 Supporting charitable giving amongst Black HNWLs
- 03 Developing a foundation for Black philanthropy
- 04 Exploring notions of gender within Black philanthropy
- 05 Recognising the importance of trust and accountability
- 06 Harnessing personal histories and lived experiences



Recommendations

If you are a Black donor or potential donor, you need to:

- make a commitment to engage and network with other donors to share knowledge and ideas and galvanise Black philanthropy
- identify the spheres of influence you can use to promote Black causes

If you are a local or national institutional funder or policy-maker, you need to:

- ensure Black causes have fair access to funding and ring-fence money for Black-led organisations responding to a proven need
- publicly recognise the success of Black-led organisations and the generosity of Black donors so as to make Black philanthropy more visible

If you represent a charitable organisation, you need to:

- identify and engage with Black HNWI's more effectively based on their specific interests, values and expertise
- be more transparent about how you operate and learn how to articulate your impact more efficiently

We all need to:

- identify, learn from and implement models of good practice in Black philanthropy
- support the creation of a new foundation for Black philanthropy, the primary aims of which will be to enable networking and match prospective Black donors with worthy, standard-verified causes

Conclusion

There are Black HNWI's in the UK who want to make a difference and are willing to be part of a new movement to promote Black philanthropy. Although not a homogeneous group, HNWI's and other Black donors are overwhelmingly driven to help lift up disadvantaged, under-served communities. Donors need a reliable vehicle for Black philanthropy that will help them connect with worthy Black causes and network with each other to increase their impact. As one of our participants put it,

“...together we can create something big.”



Next steps

- create a foundation for Black philanthropy that will galvanise and support Black giving and benefit Black communities around the UK
- carry out more research into all kinds of Black giving in this country – we intend to do this in Phase 2 of this study

Foreword

By the **GiveBLACK**
co-founders

Over the past decade, several studies have provided valuable insights into Black² philanthropy in the United States. Sadly, in the UK similar research has been woefully lacking until now. **GiveBLACK** commissioned this study in partnership with University College London (UCL) Cultural Engagement to fill that gap by examining the motivation, aims and patterns of Black giving in the UK. We are grateful to the research team of VSA Associates for committing their time and expertise to this project.

Black-led charitable and non-profit organisations suffer from the same cultural bias that affects other parts of British society, which means they are less likely both to receive donations from the general public and to be supported by institutional funding bodies. This lack of funding forces many Black-led organisations to operate with very few members of staff, and often with no dedicated fundraiser, which makes establishing fruitful relationships with funders and donors even more difficult. In the face of these challenges, identity-based Black giving has the potential to play a crucial role in the ability of such organisations to support Black causes.

Despite an acknowledged racial wealth gap³, a growing population of Black professionals and entrepreneurs are creating a Black middle and upper class. This is an important sign of economic empowerment. Our findings show that Black people who have overcome racial barriers and have succeeded in acquiring wealth naturally want to look after those who are dear to them. But they also want to ‘pay it forward’ to help raise up others who are less fortunate, and many affluent Black donors are actively seeking effective ways to do just that.

However, Black philanthropy is not and should never be limited to the kindness of a small group of high net worth individuals – instead, it is about Black people from every background pooling their resources. Through our intentional giving, whatever the amount donated, we can underpin community wealth building and create virtuous cycles of sustainable, mutual support.

It is our sincere hope that **Valuing the Black Philanthropic Pound** will galvanise Black giving in the UK at every level, because no-one knows better than Black people themselves what our community’s priorities are. We must find ways to connect Black donors and prospective donors with each other and with Black-led charitable and non-profit organisations. We must explore how we can help organisations dedicated to advancing Black causes to demonstrate their impact to prospective donors and access more funding opportunities. We must advocate for local and national institutional funding bodies to increase diversity among their decision-makers and ensure Black causes are always considered fairly for funding.

Phase 1 of our study clearly highlights the need for further investigation and a deeper understanding of Black giving in the UK. We are committed to continuing to gather more insights and will endeavour to secure financial support to make this vital work possible.

Britain’s Black communities have long been seen primarily as recipients of charitable giving rather than as donors. We believe our collective generosity – if we are able to channel it – has the power to change this narrative for good.

² ‘Black’ in the context of this report denotes people who are of Black African and Black Caribbean origin or of mixed heritage.

³ See: Runnymede Trust, *The Colour of Money*, 2020; and Inequality Risk: *The Black British Wealth Creation Report*, 2021

GiveBLACK was created in 2019 by four UK-based Black women in senior leadership roles in the arts, education and business. Their aim was to stimulate and support a more self-sustaining ecosystem of giving by and for Black people.

Althea Efunshile CBE



Althea has had a 40-year career working primarily in the fields of education, the arts and children and young people. She is chair of Metropolitan Thames Valley Housing, and of Ballet Black.

Althea was a chief officer with the London Borough of Lewisham before spending six years as a senior civil servant in the Department for Education and Skills. Althea then became Deputy Chief Executive of Arts Council England where she led on the Investment Strategy and on cultural education and work for children and young people.

Althea has previously been a trustee and non-executive director of a number of organisations, including University College London Hospitals (NHS) Trust; Channel 4; and Goldsmiths College, University of London.

Yvette Griffith



Yvette is Co-Chief Exec of the Black-led not-for-profit Jazz re:freshed and co-launched Jazz re:freshed Outernational, placing a global spotlight on the UK jazz scene. In 2020 Jazz re:freshed won Independent Label of the Year in the Association of Independent Music Awards and the Innovation Award in the Jazz FM Awards.

Yvette's extensive events experience includes working with some of London's best-known theatres, as well as The London Eye. As a freelance consultant, she has secured over £1.5 million in funding for predominantly Black clients within the arts.

For her contribution to British jazz, Yvette was awarded the H100 Award for Services to Music in 2019. She is also a director of The New Black Film Collective and co-founder of the Black Funding Network.

Patricia Keiko Hamzahee FRSA



Patricia is an advisor, investor and philanthropist.

After some 20 years in banking and finance, Patricia now helps social enterprises attract private capital and advises private capital providers on their responsible investment strategies through her consultancy Integriti Capital. As co-founder of Extend Ventures, she also works to improve access to funding for Black and other diverse business owners. As co-founder of Black Funding Network, she supports intentional funding of small, Black-led non-profit organisations.

She is a Trustee of Ballet Black, Theatre Royal Stratford East, Social Enterprise UK, Areté Network and International House New York as well as a Director of the Windrush Caribbean Film Festival CIC. She is a member of Women in Social Finance, and on the Advisory Boards of Money A+E and the Shaw Trust Foundation.

Sue Woodford-Hollick OBE



Sue was an award-winning current affairs producer/director for Granada Television before becoming the founding Commissioning Editor of multicultural programmes for Channel 4. Sue has made a significant contribution to supporting inclusion in the UK in broadcasting and the arts, including as a former chair of Arts Council England – London. She is a former trustee and current advisor to Music for my Mind, and was the founding chair of the Stuart Hall Foundation. She is a patron of the Runnymede Trust and One World Media.

Sue has held many directorships in the arts and business and is currently a trustee of the Hollick Family Foundation.

Sue was awarded an OBE in 2011 for services to the arts.

A message from our academic partner

Since its foundation in 1826, University College London (UCL) has championed independent thought by attracting and nurturing the world's best minds. UCL is a diverse global community of world-class academics, students, industry links, external partners and alumni. Our powerful collective of individuals and institutions work together to explore new possibilities. UCL is one of the world's leading academic institutions, established in the top ten of global rankings. Through our research we seek to address the great challenges facing the world – bringing benefits in health, culture, policy, business and beyond.

We know from research across a range of areas, including health, environment, arts and culture and innovation, that communities do better when they are empowered. The need to get resources to the people who need them and the willingness of communities to help themselves, with the support of charitable organisations, has been further amplified by both the

COVID-19 pandemic and the rise of the Black Lives Matter movement. One of the world's leading Black voices, Lonnie Bunch, Secretary of the Smithsonian, commented recently that the global population has been facing not one but two pandemics, COVID-19 *and* racism, with the latter being the more pernicious. This report, the first of its kind in the UK to begin to explore and understand giving in Britain's Black community, is therefore both timely and informative.

Given UCL's commitment to achieving equality and diversity in all areas, I did not hesitate when I was asked by **GiveBLACK** if we could support this research. It is a small first step but one that I hope will lead to a better understanding of the barriers and challenges that those organisations supporting Black communities face in accessing funding, as well as giving others who are focused on fundraising for the Black community insight into the motivations of those who give.



Simon Cane

Director of
Cultural Engagement



A message from Arts Council England

Arts Council England is pleased to support this important research, and we are grateful for the work of the researchers and the **GiveBLACK** team since our investment in March 2020.

We invested in this research because we want all arts and cultural organisations to be as resilient as possible, to diversify their income streams and to feel confident in raising income from a range of sources. We are committed to investing in a cultural landscape that is fully diverse and reflective of the society in which we live. And that means we want to see thriving Black-led organisations who are able to benefit from both public and private sources.

This research will be vital in helping the Arts Council and the sector to understand the particular challenges facing Black-led organisations in their quest to raise money from private sources. From an Arts Council perspective we want all organisations, Black-led or not, to be able to increase their income from all private

sources. We support **GiveBLACK**'s efforts specifically to encourage greater Black philanthropy for the benefit of organisations serving Black communities. This important report provides a clearer insight into what motivates Black donors to give, the historical barriers they face to doing so, and some practical measures that could help to overcome these barriers and foster an inclusive fundraising culture.

We are pleased to see that the report confirms the generosity of Black donors from all parts of our society, and we value the vital role they play in addition to other supporters of good causes, including arts and culture. Donations create further positive impact across the country and amplify the investment from government and other public and private sources, helping organisations achieve much more. The mixed-funding model can help sustain organisations at all stages of their development. With a wide range of support all organisations can thrive as much as possible and deliver outstanding work for their communities.



Dr Darren Henley CBE
Chief Executive



Introduction

The last two years have seen a significant increase in calls – in the UK as in the US – to support Black⁴ causes to address racial inequality. Whilst it is unclear how long this focused attention will last or what overall impact it will have, there is an opportunity for all Black giving to play a significant role in tackling the racial divide.

If we know how best to harness it, the contribution made by the UK's Black high net worth individuals (HNWIs)⁵ could be particularly valuable in helping to level the playing field for Black communities.

In April 2021 **GiveBLACK**, in partnership with UCL Cultural Engagement, appointed the research consultancy VSA Associates to carry out a study into Black giving in the UK. This report reflects the insights from Phase 1 of the research, which focused primarily on providing a snapshot of the patterns and motivations for charitable giving amongst a select group of 16 Black HNWI through a series of one-to-one interviews. We also conducted focus groups with representatives of Black-led charitable and non-profit organisations and mainstream (i.e. non-HNW) Black donors. For information on what Phase 2 of the research will entail, see page 41.

The names of the participants who took part in the study have been anonymised.

This report presents our key findings, consisting of:

1. A review of literature on Black philanthropy in the UK and US
2. Analysis of the insights and data from the interviews and focus groups and the identification of six key emerging themes to act as drivers for future development
3. Recommendations for actions stakeholders can take and further research

We hope these findings will help to:

- Build the foundations for a Black philanthropic movement in the UK that encourages and facilitates more charitable giving to Black causes
- Secure support for further research into Black philanthropy and individual charitable giving as an important stimulus for wealth creation in Black communities

What we set out to learn

Our research focused on exploring the following key questions:

1. How do HNWI define Black philanthropy?
 2. What motivates Black HNWI to give?
 3. What are the patterns of giving among Black donors?
 4. How can we galvanise Black giving in the UK?
-

What is the difference between 'Black philanthropy' and 'Black giving'?

Black philanthropy and Black giving are generally seen as differing in scale – the term 'Black philanthropy' relates to large capital investments, whereas 'Black giving' incorporates smaller donations from all sectors of society. The standards applied to philanthropy are more rigorous and rigid than the less formal approach that tends to be associated with Black giving.

In the course of our research, we found that most of our respondents concurred with this broad description. When participants spoke about Black philanthropy – although not everyone agreed on a single definition – they were usually referring to wealthy individuals donating large amounts of money. However, when participants talked about Black giving, they could be referring to donations of any size made by Black people of any economic status and doing anything from putting cash in a church collection plate to underwriting scholarships or setting up a family foundation.

⁴ 'Black' in the context of this report denotes people who are of Black African and Black Caribbean origin or of mixed heritage.

⁵ For the purposes of this study, 'high net worth individual' refers to the Coutts definition, i.e. a person who has £1 million in ready financial assets or the ability to give a £100,000 gift if so motivated.

Methodology

At a glance

For the purposes of this study, we interviewed 16 Black high net worth individuals (HNWIs), most of whom were donors or prospective donors. We also conducted five focus groups with mainstream (i.e. non-HNW) Black donors and Black-led charitable or non-profit organisations working to advance Black causes.

The research process was facilitated by a small project team of consultants from VSA Associates, **GiveBLACK** and UCL Cultural Engagement, supported by an advisory group whose membership was drawn from a range of charitable and non-profit organisations, fundraisers and leaders in the charitable/philanthropic community.

For a detailed description of the research methods we used, including ethical considerations and challenges, see Appendix 2.

36 Participants in total All selected by **GiveBLACK**

Each participant was asked to complete a profile questionnaire

16 Black HNWIs

Participated in one-to-one, semi-structured interviews



One-to-one interviews

23 July – 1 October 2021



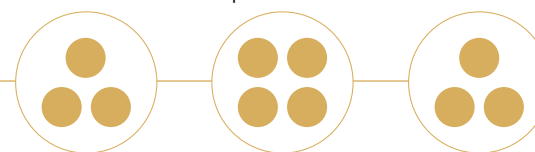
10 Mainstream Black donors

Each took part in one of three focus groups (three or four people in each group)



Focus groups

September 2021



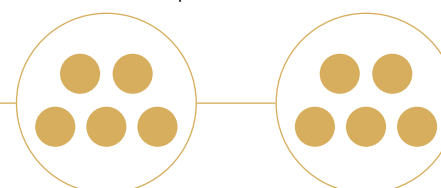
10 Representatives from a total of nine Black-led charitable/non-profit organisations

Each representative took part in one of two focus groups (five people in each)



Focus groups

September 2021



Findings and recommendations



01

Literature on Black philanthropy

Although we were not expecting to find substantial amounts of information documenting the historical patterns of Black philanthropy in the UK, we were surprised by how little there is. We identified some examples of literature which examined how UK donors made their choices, however there was a noticeable lack of data broken down by ethnicity.

We were unable to find any data on the year-on-year percentage figure for Black HNWLs in comparison to the wider UK population, how much they donate to philanthropic causes or the different ways in which they donate. There is a clear need to address this gap and undertake a comprehensive mapping of Black philanthropic activity across the UK, and we are pleased to start this work with this study.

In contrast to the UK situation, in the US research into Black philanthropy is extensive. Historians and researchers documenting the US Black philanthropic experience have traced the origins of African American giving to pre-colonial West Africa. They have shown how traditions of charitable giving and sharing survived among Black people in the US, despite the horrors of slavery and the many injustices perpetuated post abolition by Jim Crow legislation.^[1] Documentary evidence demonstrates how charitable giving from Black churches, mutual aid societies and educational institutions, as well as the philanthropic efforts of prominent Black individuals, have long helped address social ills affecting Black communities in America and continue to do so today.

From our analysis of the US literature, there is an emphasis on:

1. Highlighting the historical links to the past, overcoming adversity and the need to give back to the Black community.
2. Mapping the patterns of Black giving, either regionally⁶ or through family foundations⁷.
3. Examining the types of giving by donors, which extend beyond giving cash donations to looking at the notion of ‘testimony’:

“...it is not a large check that makes you a philanthropist, but the culmination of small checks written among peers. Nor is money the only or last thing worth giving.”

“In collective giving, especially in Black collective giving, we use the three Ts, which is time, talent, and treasure, and in recent years, a fourth T was added, which was testimony. ...You can volunteer your time, you can volunteer your skills, you can refer someone for a board seat or refer someone to sit on a panel that needs more of a different voice. [With] testimony, you can share with your elected officials issues that are important to your communities. It’s just not about money.”^[2]



⁶ See: Giving Black in Los Angeles, Donor Profiles and Opportunities for the Future, 2012; Giving Black, An Intimate Portrait of Black Stewardship in Boston, April 2015; Giving Black Cincinnati, A Legacy of Black Resistance & Stewardship, December 2018.

⁷ A Growing Tradition? Examining the African American Family Foundation, Marybeth Gasman, University of Pennsylvania, 2010.



02

Black HNWIs and philanthropic giving

In the course of our research into Black philanthropy in the UK, we carried out semi-structured, one-to-one interviews with 16 Black high net worth individuals (HNWIs). Although from very varied backgrounds, when discussing their approach to giving many of these HNWIs cited remarkably similar influences, including family, friends and their past experiences and aspirations in life.

“

I am at the stage where I am able to return, through money and time, and if I see a need, then I will give.

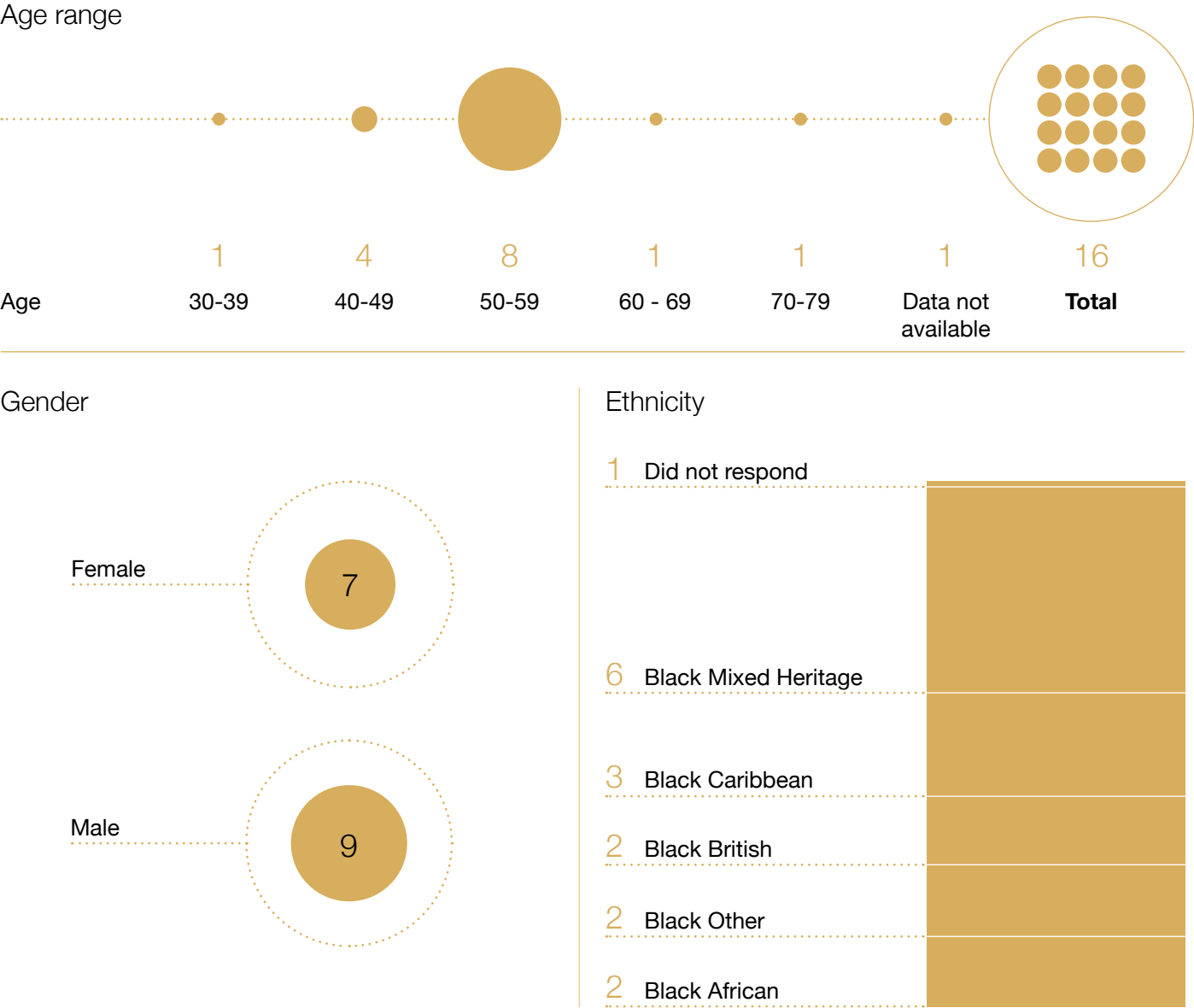
Anonymous HNWI interviewee

”

Ten of the interviewees told us they currently make donations to philanthropic causes. Some of the others described themselves as being prospective donors and/or as having previously donated. One respondent reported that they do not donate because they do not feel they are in a position to do so, their children’s financial future being their primary focus. The findings set out here are based on the interviews, each of which lasted one hour or more, as well as HNWI’s responses to a profile questionnaire (for more detailed information on our methodology, including ethical considerations, see Appendix 2).

For the purpose of this study, a HNWI is defined using the Coutts definition of an individual who has £1 million in ready financial assets or the ability to give a £100,000 gift if so motivated.

Profiles of the HNWI’s who participated in the study



How do HNWIs define Black philanthropy?

From our study it is clear that, among our respondents at least, there is no single, agreed idea of exactly what Black philanthropy is.

Some of the HNWIs we spoke to see Black philanthropy as consisting of an affluent Black or mixed-heritage person donating to whatever cause they choose – whether that be a Black cause or not – without the expectation of a return. Generally, when asked to describe what this person might look like, most interviewees referred to men, particularly those who are currently quite high profile, such as Ric Lewis, Stormzy, Marcus Rashford or Lewis Hamilton. One respondent defined Black philanthropy as “...putting your money where your mouth is and encouraging others to do the same.”



I think Black philanthropy is directed at Black causes and the betterment of the Black community.

Several HNWIs highlighted the differences between the terms ‘giving’ and ‘philanthropy’ (see also Introduction), with some seeing the latter as being much more the preserve of Black HNWIs. But not everyone agrees. One respondent thinks the scale of donating required to achieve ‘philanthropy’ can be a collective effort, saying, “Black philanthropy is a state of mind, it’s a way of life, it’s not about [having] to be a high net worth individual who is able to give a lot of money. It’s about bringing together a lot of people who you know may not be making a certain amount of money, but together we can create something big.”



It’s about being connected with the community and being connected to the principles of Black empowerment.



What motivates HNWIs to give?

We asked our respondents to explain their reasons for donating in general. Several of them expressed their desire to give something back to society. Interestingly, a few individuals said they don’t want to spend huge amounts of money on themselves, once their own needs and those of their loved ones have been taken care of. One person feels uncomfortable “with keeping so much money to myself” rather than using it to benefit others. Another HNWIs sees giving as their responsibility, as they have been successful and accumulated wealth.



I’m motivated by wanting to give something back.



Social justice is also a motivator for giving. One respondent acknowledged that “not all people have backgrounds that enable them to succeed” and therefore it’s important to “give people a better chance of making progress in their lives.” Most HNWIs recognise that they have been given opportunities to do well in life and so feel they have a responsibility to create similar opportunities for others.

One of the interviewees simply stated “Black people” when asked what motivates them to give, adding that knowing that the organisation is run by Black people and addresses the needs of Black people in the community is also key. Another mentioned “female empowerment” as well as “Black empowerment”.



Source: Jazz re:freshed/@icreatenotdestroy

What is the rationale for donating to Black causes?

“

I do give to Black causes... if I did not give then who would? It is my responsibility.

”

“

[Black giving] is about helping Black causes and the Black contingent to rise into their power and punch above their weight.

”

Most of the HNWIs we talked to donate to Black causes. When asked about the rationale for doing so, their answers were detailed and varied, but they had one thing in common – they showed the strong link the respondents see between donating to Black causes and personal morals and values. It is worth noting that many of our interviewees feel that giving their time to support Black people is just as important and valuable as making a cash donation.

Of the interviewees who donate to Black causes, many said that they do so in order to **address an imbalance**. One respondent said their goal in giving to Black causes is to “help people to become at least medium net worth individuals (MNWIs).” When asked to define what was meant by MNWIs, the respondent explained that Black people face considerably more barriers in almost every aspect of society and that therefore levelling up – by creating broader wealth amongst a wider population of people, rather than a small number of people – is the way to go.

Among the interviewees who do not donate exclusively to Black causes, one donor said they focus on causes that **promote inclusion**. They went on to point out that they actively challenge the prominent arts institutions they fund to reach out and engage traditionally excluded minority ethnic communities as a pre-condition of donation.

Many interviewees talked about their desire to **create opportunities** for others, often through **championing education**. One individual thinks Black giving is about “creating broad social progress, where recipients get the chance to take advantage of opportunities they might not otherwise get if help wasn’t being provided.” This particular respondent is very keen to provide support in the area of education for young people, with a focus on preventing them from disengaging from society. One interviewee said, “As you are learning, then you are earning, and then you are returning – this provides an interesting rationale to give Black.”

Another interviewee thinks Black giving is about **addressing long-term under-representation**. They see such giving as providing opportunities for successful people to pull their weight to enable others to rise into their power, or to help others up and not pull the ladder up behind themselves. This particular respondent wants to level the playing field, seeing today's society as being very elitist. As an individual from a mixed-heritage background, they also feel that by giving to the Black community they are able to **establish a connection** with that part of their heritage. They also spoke about using education and finance to improve the experiences of young Black people as well as change the status quo.

One of our interviewees commented that their rationale is predicated on **empowering Black communities** and that the best way to achieve this is by giving to Black causes. Another feels very strongly that there is no point in being a Black person with wealth and power if you do not use those things in a significant way to advance other Black people. They see that as the primary purpose of Black giving.

Another interviewee believes the basis for Black giving is identifying how you can **bring about mass change** to a lot of people. This is partly about education and equipping people to improve their lives, rather than just giving money. They used the analogy, "If you give a man a fish, you feed him for a day, but if you teach the man to fish you feed him for a lifetime." Other responses focused on the lack of achievement within the Black community despite people's capabilities. It was

acknowledged that there are some examples of people who have done very well for themselves, but these examples are seen as being few and far between.

Some respondents feel the rationale for giving to Black causes is about **overcoming disadvantage** through giving up one's time or money. One individual spoke about wanting to show others how this could be done – their aim is to give others the chance to learn from their example because they wish that somebody had told them certain useful things when they were younger. They used the metaphor of helping the Black community to climb a mountain in order to achieve. One respondent talked about the importance of addressing the high level of poverty within the Black community and identified education as being key to **breaking the cycle of poverty**. They explained that they were referring to education in its broadest sense, meaning not just formal education, but also financial education and literacy. This individual feels the community needs to come together to harness opportunities through education.

HNWIs talked about creating pathways to achievement, but recognised that different people have different definitions of achievement. One interviewee described wanting to equalise outcomes and provide individuals who have motivation with opportunity.

Two participants said their **faith** plays a major role in their choice to give to Black causes. "Being grateful and demonstrating this through giving back is part of being grateful for the gifts we have received."



Source: Jazz re-freshed/@createnotdestroy

“
If Black people don't give to Black people, who will? And if Black people aren't inspired to give to Black people, then who will give to our people? We must set an agenda for the interests of Black people.
”



Source: Black Lives in Music

Hidden Black philanthropy

Several of our interviewees were keen to make the point that it should not be assumed that Black HNWIs don't give significantly to Black causes. They explained that Black philanthropy is often unseen, such as when affluent individuals give discretely to local Black causes like their church or mosque, or to causes abroad that they are connected to. Many Black donors also provide considerable financial support to extended members of the family and this giving often gets overlooked.

“Being raised in a Caribbean or African country, where sending money to extended family members or local causes was part of one’s cultural heritage, has contributed to the notion that giving is fundamental to us as a community.”

What are HNWIs’ patterns of giving?

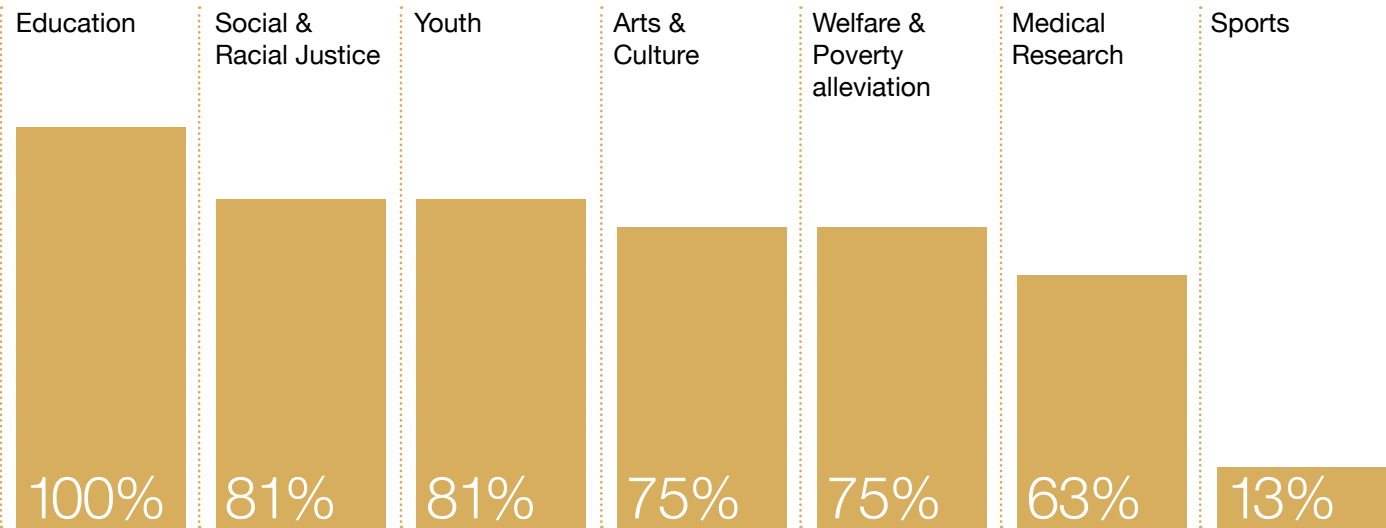
Of the HNWIs we interviewed, many said that their motivations for donating in turn greatly impact how they decide to donate, and which causes and organisations they choose to give to.

“I think that personal contact with people is really important. I think of giving as something quite direct to an individual.”

Which sectors do HNWIs donate to?

All 16 of our interviewees reported that they donate or have donated to educational causes or contribute to individual students’ education-related costs, reflecting what many HNWIs told us about how they see education as playing a vital role in creating opportunity for others. Similarly, the youth sector attracts donations from 13 of our participants, as do social and racial justice. Three quarters (12) of our respondents also make donations aimed at providing welfare and addressing poverty and contribute funding for cultural projects or institutions. While ten respondents support medical research, the sports sector fares the least well, with only two interviewees donating.

Percentage of HNWIs who donate/have donated to specific sectors



Which factors influence decisions to donate?

One interviewee commented that they are influenced by particular issues or people they have come into contact with. For example, they were made aware of a young man who had lived most of his life in the UK and wanted to go to university. He was being denied the opportunity because the authorities had classified him as a foreign student although he had lived in the UK since early childhood. When this donor looked into the issues surrounding the case, they found that many young people in the Black community were in similar positions and unable to pay the higher international university tuition fees.

Some donors said the main factor affecting their decision to donate is the extent to which the donation will help bring about societal change or social justice for Black people. This is linked to notions of systemic racism and living in a hostile environment. For some, it is important that Black people are involved in the organisations that will benefit from the donation or are at the centre of the decision-making process.

For some respondents, their decision-making is impacted by their faith, and several stated that they listen to advice from trusted family and friends. However, there were very few examples of respondents' giving decisions being influenced by wealth advisors (69% said wealth advisors had no influence at all). Some respondents explained they do not think most wealth advisors have enough knowledge or understanding of Black causes to be able to advise them effectively. Where tax advisors were mentioned, it was mainly in the context of advice about the tax advantages of giving, or about setting up charitable foundations.

How do HNW donors decide which organisations to support?

“Personal approaches enable me to give... If an organisation comes to me and I feel that they are credible... after doing an initial search, I then decide to speak to the organisation.”

In deciding which organisations to donate to, almost all the respondents said it is important to them to have a credible referral from a trusted family member, friend, colleague or faith leader. Another key factor for donors is whether the charity or individual aligns with their own values and interests. In addition to this, respondents said they look for strong governance structures and clear messaging and outcomes attached to donations. Organisations offering disruptive solutions to long-standing issues coupled with low administrative operating costs were also cited as being inspiring. One interviewee said it is about, “Black people making decisions to help themselves and identify areas where help is needed.” Another said that, for them, “...the organisation or the individual has to know what they are doing and the money that they would be given must be for Black or female empowerment, also they must be able to demonstrate impact.”

Do innovative fundraising approaches have an impact?

Today, more and more fundraisers are harnessing the power of technology in their campaigns, employing tactics such as livestreaming fundraising events and holding digital auctions. Many use social media to tell a story, show the impact of a donation or organise peer-to-peer fundraising. When we asked HNWIs about the impact of such innovative approaches, we received mixed responses.

For some interviewees, the more experience or exposure they have to technology, the more inclined they are to be influenced by it. Respondents who are positively influenced by this type of approach described being impressed by what they see or feeling excited if they gain a benefit (such as winning an experience day through an auction). Some of them also said high-tech donating methods make their giving easier to manage.

On the flip side, one individual described themselves as not being like most people and actually shunning most forms of social media, so they are not greatly influenced by it.

“To be honest I am the least social media person, I am not really engaged with it except for LinkedIn.”

One experienced donor said they are unlikely to be influenced by social media campaigns, although they feel less experienced donors might be more susceptible to them.

Social movements and patterns of giving

We asked respondents whether social movements such as Black Lives Matter and #MeToo influence the way they donate to causes – the responses were mixed. Some donors were adamant that viral movements do not impact on their giving, as they have a firm focus on where their time and money is spent. To others, particularly those who are relatively new to philanthropy, such movements do help shape their decisions.

“I do think that post Black Lives Matter this time around, I have had conversations which did not happen before. I believe that the spaces have opened up to enable a curious conversation on race to take place.”

Causes HNWIs would not consider funding

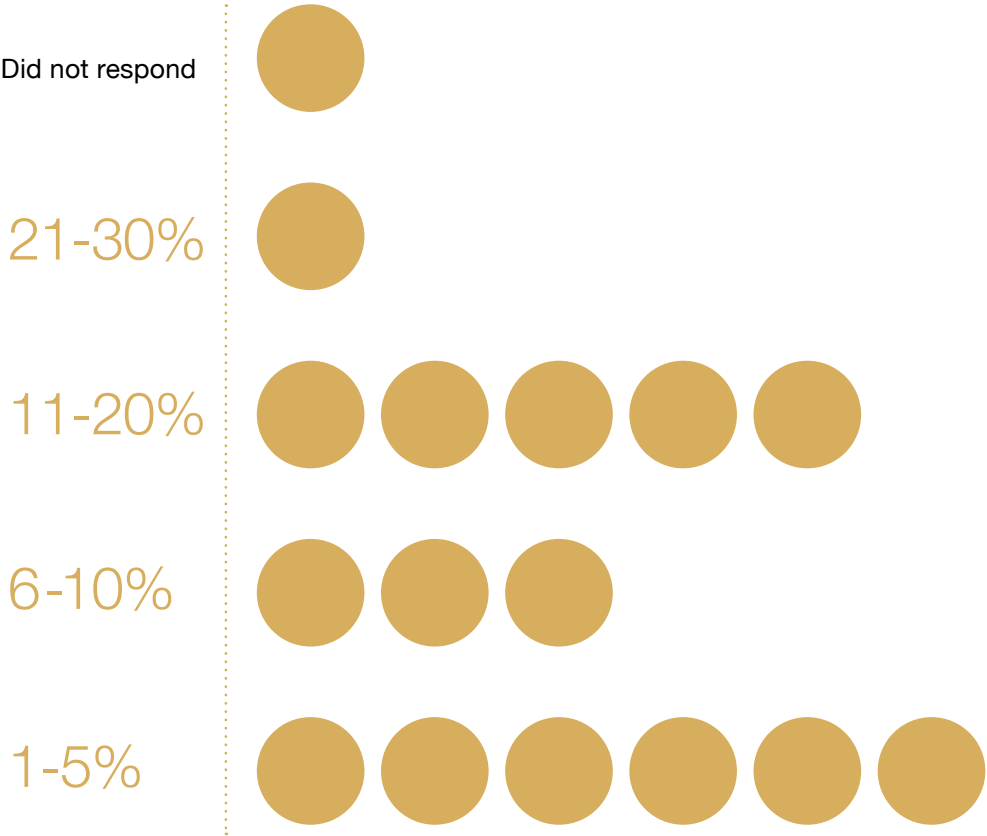
When we asked HNWIs which causes they would not consider donating to, the most common response was causes they perceived would receive a high level of support from the general population anyway, such as animal charities. Some donors are very focused on specific causes that are important to them and therefore would not support anything else, while others would avoid any organisations that were poorly run or did not align with their political beliefs. Some would not be prepared to donate money to religious causes unless they had a specific theme, such as supporting the homeless or a women’s refuge. However, some said they would not exclude any particular cause.

How do HNWI donors give?

The HNWIs we spoke to choose to give away varied percentages of their personal wealth and use a wide range of methods to both make and manage their donations.

We asked participants what percentage of their wealth they donate. Notably, six of the 16 Black HNW participants donate 1%–5% of their wealth, three donate 6%–10% and five donate 11%–20%. One respondent donates 21%–30% of their total wealth.

Percentage of wealth donated by each HNWI
(past and current donations)



How are donations made and managed?

“...I tend to give more of my time to coaching and mentoring.”

Most respondents reported that the methods they use to make their donations are varied. They include mentoring and other in-kind support, such as advice, coaching and business support, as well as direct financial support, such as tithing, money (i.e. a philanthropic donation, including a grant or bursary payment) and impact investing. The latter was described as investments made with the intention of generating positive, measurable social and environmental impact, as well as financial profit which is then recycled by the non-profit organisation. Respondents reported managing their donations using a portfolio mixed-method

approach of restricted and unrestricted funding to large and small organisations as well as individuals. When donations are made to individuals, these are known to the donor, who takes an interest in helping the person either through financial or in-kind support.

Some respondents spoke about adopting a legacy approach to giving, whereby they teach their children how to make and manage donations to charities. They give each child a set amount of money and encourage them to research charities within sectors they are interested in, such as the arts, sport or the environment. One person described this as fostering a culture of giving that would remain in a child’s “heart and DNA”.

What makes it easy to donate?

“There are so many excellent Black causes that it is hard not to give.”

When we asked respondents to describe any factors that make it easy to donate, several of those who have a history of giving explained that they have no difficulties. They feel the fact that they have set criteria that they apply to their decision-making makes donating straightforward. Some interviewees have backgrounds in financial services or accountancy – they are familiar with applying due diligence to their decision-making and ensuring recipients have a plan for obtaining benefits from the donation, approaches they also see as facilitating the giving process for them.

How HNWIs’ past and current donations are made and managed



What makes it difficult to donate and what are the barriers to giving to Black causes?

“[One obstacle to giving is] holding onto our wealth because of our own histories, feeling we should not give too much away in case we slip back into poverty. This is something very deep that cuts across our community.”

Trust is a key issue – for several of our interviewees, a lack of trust makes it difficult to donate. Respondents spoke about their need to have confidence in the organisation or individual the funding is going to. They described being held back by concerns about how the money might be spent and whether it would actually go to the recipients it was supposed to benefit.

Time is also a factor, and this is closely related to the issue of trust. Some respondents struggle to find the time to do the research they feel is necessary about the individual or organisation to which they are considering donating, including looking for information about an organisation’s leadership and governance.

Identifying the right causes to support represents the greatest challenge for some Black HNWIs. They described how many organisations and individuals in need of support lack visibility, which makes them hard to find. This is particularly difficult if the HNWI has retired and is no longer connected to professional networks that could help connect them to suitable potential recipients. One respondent said they think a lot of disadvantaged

people do not know where to go for help, or which networks to tap into to identify willing donors. The Black community in the UK was described as being fractured. It was felt the community needs to be encouraged to come together to develop a long-term strategy for Black giving.

Constraints on charitable and non-profit organisations sometimes cause frustration for some HNW donors who work with or would like to work with them. Interviewees talked about charitable and non-profit organisations whose actions are limited by restrictions applied by local or national institutional funders. For example, organisations are not always free to operate in a disruptive way if they are bound by charitable obligations. As pointed out elsewhere in this report (see page 31), safeguarding issues sometimes also act as an obstacle to an organisation being able to follow through on donors’ requests, especially for proof of impact.

Fear of losing one’s wealth can act as a self-imposed barrier, preventing some respondents from giving in the way they would like. Some respondents said they cannot help worrying that they might one day lose their wealth, and this fear leads them to exercise a certain degree of caution when considering making a donation.

The impact of supporting extended family members came up a lot in our interviews, and this was highlighted by some respondents as being a barrier to giving. If their money did not have to go to extended family members, they explained, more of it would be donated to Black causes.



Donor partnerships

Most of our HNW interviewees said they had either already partnered with other donors or were thinking about doing so in the future, as this is seen as a useful way of pooling resources and having a bigger impact.

One respondent, who explained they didn’t donate a lot within the UK but mainly to Black causes abroad, described extending their impact by combining resources with friends from their university network.



Source: Chimekel

What do HNW donors need from recipients?



Information required from fundraisers before donating

Many of the HNWIs we interviewed told us they just want to know that their money will be used in a helpful way, although several said they need to see a clear plan as to how the donation will benefit the recipients. Some donors are keen to know details about the organisation they are giving to, such as who sits on the board of trustees, who the senior staff are and whether there have been any financial irregularities in the charity's past.

Impact/outcomes expected from donations

Overwhelmingly, respondents who make donations want to see significant impact as a result. That could mean, for instance, knowing that young people are achieving better outcomes due to the educational opportunities the donor is providing (for example, scholarships to universities or internships). Further research is needed to examine whether Black donors have higher outcome expectations than other groups of donors.

"I am a person that needs very little reporting. What I like to hear about is that there are goals and outcomes for the organisation or individuals who are looking to be funded."

Level of contact/information desired after donating

Responses varied as to the level of contact or information donors want to have after donating to an organisation or individual. Some commented that the level of involvement they require with recipients depends on the cause, size of donation and whether the donation is in time or money.

Where large donations (from £150,000) are made, donors said they expect regular feedback reports. Most of our respondents said they think a donor's relationship with a recipient should last for at least five years.

How much practical input do HNW donors want to have?

There is a need for further research with a larger cohort to learn how much input Black HNW donors in the UK would like to have in improving the running and operations of charitable/non-profit organisations working to advance Black causes and to explore questions such as:

- Do affluent donors want to be involved in the innovation of approaches and ideas to tackle issues such as good governance?
- Do Black HNWIs want to co-design charitable projects? If so, do they think this would help to build trust and give them more confidence in the impact of their donations? Or would the invitation to participate in co-design make donors feel charities were asking too much of them?



HNWIs' suggestions for galvanising Black philanthropy in the UK



Many of the HNWIs we spoke to recognise the need to invigorate Black philanthropy in the UK. One interviewee expressed their disappointment in what they see as the current lack of visible collective effort in this field, saying, "Collective thinking is what you do to improve a lot." They feel some individuals don't want to act, or don't want to be identified for doing so, mentioning the contrast with the US, where people tend to be explicit about what they do for charitable causes.

When we asked our HNW interviewees how they think Black philanthropy in the UK can be galvanised, they responded with a wide cross-section of suggestions, ranging from strategic to operational solutions.

Strategic solutions

- Define what is meant, in practical terms, by the catch-all phrase 'Black philanthropy'.
- Acknowledge that Black HNWIs are not a homogeneous group and therefore different strategies will have to be employed to engage them. For example, it is important to take into consideration the fact that for some individuals who have only recently acquired their wealth, the fear of losing it is real. Black people need to feel safe before they will consider donating and no-one should be 'guilt tripped' if they don't feel comfortable about giving.
- Do more to build trust and confidence in donating to Black causes – improving the way organisations communicate is key to achieving this.
- Research models of good practice around Black philanthropy and explore which ones might work well in the UK. One respondent gave an example from America, where there is an expectation that if an individual is offered a high-profile job, they will pledge significant amounts of their income to charity. Making good on their pledge often leads to a trusteeship in a prestigious charitable or non-profit organisation.

Operational solutions

- Fundraisers should challenge donors or prospective donors to give more by researching their backgrounds and identifying their net worth. This will help fundraisers to focus their funding requests on what that donor is likely to give.
- Fundraisers should publicise the different ways in which HNWIs can donate, such as impact investing. This generates a return for the charity, which can then recycle the money back into the organisation without the need for the donor to continue to give.
- Introducing a 'paying forward' programme, whereby if an individual has benefitted from a donation, they should seek to help another person or cause in return when they are in a position to do so.
- Organise events to create a groundswell of support by bringing Black HNWIs together. Establish forums where they can discuss the best ways of pooling their resources and build group power, solidarity and authentic leadership within Black philanthropy.
- Fundraisers and individuals who benefit from donations should communicate better with donors about the positive outcomes achieved.



Something needs to happen – something big – to make us feel uncomfortable, then stop and realise we need to change. If this does not happen, we will continue to step around [the problem] and pretend it's not about me as my life [is] okay and comfortable. We need to be made aware that it is about us and not the other – until then we will remain disjointed as a [philanthropic] community in the UK.





How can fundraisers engage with HNW Black donors in a meaningful way?

“Bring people together and get buy-in.”

It was clear from our study that many Black HNWIs really want to have more meaningful engagement with charitable/non-profit organisations. When asked how this could be achieved, several respondents said they would like fundraisers to draw them into in-depth conversations. Donors feel they need to be taken “on a journey” – perhaps illustrated by inspiring or moving stories – to help them better understand the causes they are being asked to support and the role philanthropy can play. One respondent suggested that fundraisers have to find ways to get into the “hearts and minds of donors” to obtain a real understanding of the levels of emotional investment required to secure funding for their causes.

Many interviewees said donor events hosted by fundraisers can be hugely valuable. Such events – especially if donors are segmented and invited based on their values, expertise, interests and personal histories – give fundraisers an opportunity to build a connection with donors who are naturally keen to learn more about specific causes.



03

Focus groups

In September 2021 we held five online focus groups – two with representatives of Black-led charitable and non-profit organisations and three with mainstream Black donors. These focus group sessions allowed us to explore in depth the experiences of participants, the issues they face and their thoughts on the role of Black philanthropy, today and in the future.

Of the 20 focus group participants, 16 were women and four were men. Each participant was given a profile questionnaire to complete. For more detailed information on the methodology used in the planning and running of the focus groups, including ethical considerations and challenges, see Appendix 2.

Representatives from charitable and non-profit organisations

Representatives from a total of nine Black-led charitable/non-profit organisations took part in two focus group sessions. The participants are based across Britain – all are working to benefit Black causes.

Each focus group was attended by five participants, who represented various interest groups, including:

- young women and girls growing up in the care system or experiencing disadvantage
- an education community interest company supporting vulnerable young people
- a Black cultural heritage organisation providing mentoring and career counselling
- a leading national policy and strategy umbrella organisation that addresses educational and economic disadvantage amongst Britain’s Black minoritised communities
- a range of smaller organisations in the arts and creative/cultural sector

The original premise for conducting focus groups with representatives of charitable and non-profit organisations was to explore not only their experiences as beneficiaries of funding from donors, but also any regional variations. However, we were unable to run regional focus groups because of COVID-19-related logistical challenges, so instead opted to merge participants from a cross-section of geographical areas in virtual sessions.

The charitable and non-profit organisations represented had a key characteristic in common – a high level of Black representation at leadership and board level. This was a positive sign, as many Black high net worth individuals (HNWIs) in our study told us they want to see Black representation at senior levels within the organisations they are considering supporting.

“
Black organisations suffer from stereotypes that white organisations don’t have. This stops us from receiving the funds required from donors.
”

Charitable/non-profit representatives

Ethnicity profile

Black African/Black British

Black Caribbean/Black British

Black Mixed Heritage

Black Other

What are the key issues facing Black-led charitable and non-profit organisations?

A range of key issues emerged from participants' discussions in both focus groups as they shared their common experiences:

1. Their organisations are often overlooked for funding from local or national institutions as well as private sources.
2. They have to jump through more hoops than white organisations when being considered for funding.
3. They have experience of being excluded from applying for large pots of funding.
4. The view was expressed that people don't traditionally donate to Black-led organisations or Black causes, but that the impact of the Black Lives Matter movement in 2020 has helped to attract additional funding (both in terms of cash funding and in-kind support). However, the charity representatives do not believe this increase in giving will be sustained in the long term, predicting it will dry up once the focus moves away from Black causes. One respondent said:

"There's like the odd person that wants to give or, you know, there's a few people [who] are feeling a bit guilty 'cos it's Black Lives Matter. So, there's a little bit of an interest, but you know, we know that it's just in vogue and it'll go back, it'll settle back down to what the norm is, which means that it's not an easy ask."

There was a perception that sections of the public feel Black charities or non-profits can't be trusted to handle large donations or expected to have strong governance or management structures.
5. All the participants think a donor relationship should last for at least three years.
6. None of the charitable or non-profit organisations specifically target Black donors.
7. Participants said they do not always know how to identify affluent Black donors – they feel this group is largely invisible because many of them want to remain anonymous. Black causes also lack visibility, it is felt, for prospective HNW donors. This means that establishing meaningful communication and mutual understanding between wealthy Black donors and fundraisers is challenging. One of the participants indicated that they think donations from philanthropists are "... made on the whim of an individual and [it isn't always clear] ... whether or not that individual knows what they are doing."
8. The importance for Black-led charities and non-profits of having effective leadership and strong governance structures in order to gain potential donors' trust.
9. Participants recognised that the charitable and non-profit organisations they represent have a skills gap and a lack of knowledge to grow their organisations to enable them to move to the next level. This leads to concerns that there is no dedicated expertise or quality assurance system and governance in place to meet the requirements of Black HNW donors.



Charity and non-profit representatives' suggestions for galvanising Black philanthropy in the UK

One focus group participant said there should be "... a high-profile campaign asking all the Black wealthy people in the country to donate ... This is like an old-school thing, you know, like the pardner system⁸ ... that kind of thing where you all donate and it doesn't matter ... which organisation you are, you will be guaranteed to get a pot of money when it's your turn."

Another idea was "... to promote and [publicise] around what non-profit organisations and charities have done with different levels of donations, like on the Oxfam websites. But we are trying to say something like if you donate, you know, £20, that might be half an hour of mentoring for a young Black boy to stop them being excluded from school."



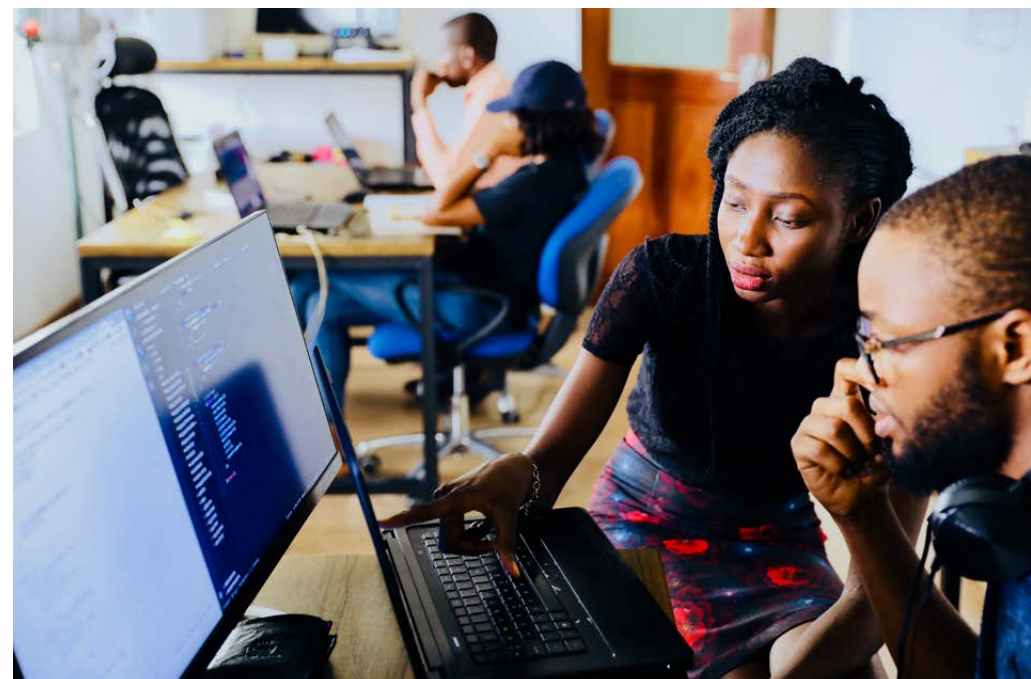
Source: Rugby Portobello Trust

⁸ The pardner savings system is common practice among people from the Caribbean in the UK. It is essentially a partnership among people to save collectively. See: <https://www.bbc.co.uk/news/av/uk-england-coventry-warwickshire-53725185>

Are organisations able to attract funding from Black donors?

During the focus group discussions, we asked whether any of the charitable/non-profit organisations represented received funding from Black donors. Four of the ten participants reported that their organisations have not received donations from Black donors; three respondents were unable to answer this question due to a lack of tracking of donors' racial identity. Three respondents were able to confirm that they have secured funding through Black donors, and we asked them to describe the process. Some explained that they had received an invitation to a pitching event hosted by the Black Funding Network (BFN). (The BFN is

a Community Interest Company, or CIC, dedicated to providing a platform for Black-led charitable and non-profit organisations seeking small amounts of funding – under £50,000 – for projects dedicated to improving social mobility, racial equity, arts and cultural advancement, education, and youth services.) Gaining visibility – and in some instances funding – from events such as these is seen as instrumental by participants in helping to secure funding from Black donors. However, this line of questioning also exposed the lack of awareness amongst Black-led charitable and non-profit organisations of the few platforms such as the BFN that exist.



Source: Talawa Theatre Company

What do Black donors expect in exchange for funding?

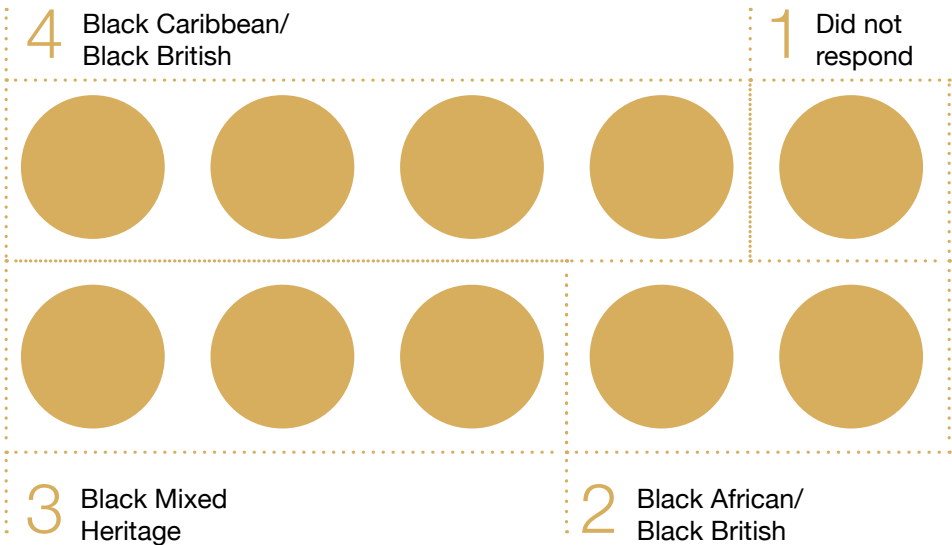
We asked participants who have experience of working with Black donors to describe what level of contact and/or information those donors require from charitable or non-profit organisations. Representatives expressed that donors' key expectation seems to be a demonstration of impact as a result of the funding. One participant explained

that there are some instances where this request is not in line with the organisation's operating requirements. This is of particular concern in regard to safeguarding issues, which can mean it's not always possible to share information or allow access to certain individual beneficiaries without following strict guidelines.

Mainstream Black donors

We invited ten mainstream (i.e. non-HNW) Black donors selected by **GiveBLACK** to take part in three separate focus groups, each with three or four participants. We were especially interested in exploring what motivates donors to give to particular charities/individuals.

Ethnicity profile



“I notice that I tend to give more to organisations where I have some level of involvement, in one way or the other.”

What motivates mainstream Black donors to give?

When we asked donors to explain their motivations, they spoke about a combination of factors, including their **personal involvement** in the work, their **relationship with the recipients**, and the degree to which the organisation is **Black led**.

Trust is also a key issue in motivating giving. One person stated, “I need to be able to trust the organisation and the leadership of the organisation before I give. Let me explain what I mean by trust: it is that people get things done and are who they say they are.” Another said, “Believing in the work that’s being done, that ... it does make a difference, but also trusting the organisation that they’re serious about delivering to a high standard. I think trust is a very big thing for me.”

Another participant described how their **faith** influences their decision-making process: “Faith is a big part or informs a lot of what I do and from this faith perspective I’m super conscious that the world is overwhelmed with needs.”

It is also important for donors to **see how their donations are impacting recipients**, with one participant explaining, “...for me, it’s working and giving to charities that have impacted my community and, you know, Black and ethnic minorities in my community, where I can see that they’re actually making change. And then the second part of my giving is more aspirational, where it’s ... to food banks and you know, that the food banks are giving to particular people that are in need.”

Phase 2 further research: Learning about mainstream Black donors

In Phase 2 of our research, we hope to study what motivates mainstream Black donors’ giving in more depth, as well as exploring:

- donor partnerships as a way of galvanising Black giving
- what support donors want, if any, going forward

04

Six key themes

Drivers for future development

Our research uncovered six key themes that emerged from the participant questionnaires, interviews with HNWIs, and focus groups with charitable and non-profit organisations and with mainstream Black donors. We believe these themes, which are set out below, should serve as drivers to shape the future development of Black philanthropy in the UK.

Theme 1

Targeting Black HNWLs

Our research highlighted the inherent difficulty in identifying Black HNWLs and persuading them to form part of a network to fund Black causes. This is due in part to the lack of UK statistical data around Black and minority ethnic HNWLs (i.e. where they are located, their interests and funding activities) and the fact that Black HNWLs are often reluctant to publicise their wealth for fear of attracting criticism or an avalanche of funding requests.

Several HNWL respondents spoke of wanting to facilitate the engagement of other Black HNWLs within their own networks, through what they described as peer-to-peer engagement. Many participants in our study also highlighted the need for mechanisms to bring donors or prospective donors and fundraisers together.



Theme 2

Supporting charitable giving amongst Black HNWLs

The notion of a wealthy Black philanthropic elite in the UK is a relatively new concept. The HNWLs we spoke to said they would welcome support, for example to help them network with like-minded individuals, receive information on Black causes and identify partners with whom they could pool resources to achieve greater impact.

Many of our sample of Black HNWLs, being the first generation to become affluent, fear losing their wealth and want to guarantee financial security for future generations of their own families. Fundraisers should therefore seek to offer reassurance by

emphasising that donors are in control of their giving, as well as providing evidence that donors' money is being well spent and is making a positive impact.

Fundraisers should also work towards having better relations with philanthropy/wealth advisors or wealth management companies. This is a key consideration as our research has shown that Black HNWLs do not think that specialists such as wealth advisors have enough knowledge or understanding of Black causes to advise them effectively.



Theme 3

Developing a foundation for Black philanthropy

Many participants in this study feel the problem of stakeholders operating in isolation or in silos contributes to Black philanthropy's lack of progression. They see considerable value in the creation of a foundation for Black philanthropy that could:

- allow Black donors, charitable/non-profit organisations and recipients to network, share their lived experiences and gain greater understanding of each other
- provide an effective resource base and act as a safe space for Black HNWIs to network with each other, research good causes and improve their philanthropic endeavours
- help Black HNWIs to identify standard-verified charitable/non-profit organisations and discuss with them how their funding could have a greater impact
- enable fundraisers across the board to become much more knowledgeable about Black HNWIs in the UK and how to attract donations from them
- enable Black-led charities and community organisations to work in partnership with each other to create bigger, more impactful and sustainable projects that are generational (i.e. the beneficiaries become future project leaders to ensure the continued delivery of charitable activity where it is needed)
- map Black philanthropy in every region of the UK
- provide an 'umbrella' organisation to support smaller, low-resourced/low-capacity organisations, which may remove some of the barriers and challenges Black philanthropists can face when trying to support their own community in particular
- identify and share models of good practice and support charitable and non-profit organisations to meet sector standards

“ Building an organisation that not only provides donors, prospective donors and charitable and non-profit organisations with support, but also sector standards is key. This organisation would need to be strongly focused on breaking performative patterns by remedying ignorance with education, and platforming/sharing lived experiences so varying social groups and communities may better understand one another. The aim being to shatter pre-conceived notions and stereotyping. If major donors can look to one consolidated organisation that ‘vets’ on their behalf – one which is authentic and genuine in purpose, messaging and outcomes – it could help to ease much of the anxiety, uncertainty and issues arising from a lack of adequate support structures.

Anonymous participant

”

“ Creating a home-grown, UK-based funding vehicle (these seem to mainly exist in the US) with generational wealth and equity at the centre of it is key. An organisation or joint project of this kind would need prolific leadership, a great track record of those involved (and authentic branding) and a strong reputation built. Donor trust would be earned (not expected) via this approach, through genuine and honest interactions, with lots of visibility on how funds are invested and/or utilised.

Anonymous participant

”



Theme 4

Exploring notions of gender within Black philanthropy

Throughout the research, the majority of respondents made references to Black male philanthropists and very few examples were given of Black female philanthropists. When asked why this was the case, we were told that many Black HNWI's are self-made, with a high proportion of entrepreneurs. When you look at the funding that goes towards supporting entrepreneurs within the UK, only 1% of investments are directed towards Black female entrepreneurs.^[3]

Donors should be critically reflective, so they recognise their own prejudices and biases in relation to requests for donations, including around gender. One respondent reported a conversation about funding female entrepreneurs in which a colleague described female entrepreneurs as being only interested in setting up hairdressing businesses, clearly a stereotype.

Theme 5

Recognising the importance of trust and accountability

Respondents spoke about the need to ensure that recipients use donated money to enhance and empower the Black community. Black HNWI's and mainstream donors alike require recipients to do more than convince them their cause is worthwhile – they also have to show their operation is effective and well managed. In particular, Black HNWI's told us that when they are deciding which organisations to support, transparency and accountability are key factors, as is a strong evidence base demonstrating clear outcomes. One HNWI asked, “If you do not trust the leadership then how do you know where the money is actually going?” This raises an important question as to whether fundraisers have the skills or knowledge to supply prospective donors with the evidence they need. If they don't, many Black HNWI's in our research wondered how they could support fundraisers to get them to where they need them to be.

Theme 6

Harnessing personal histories and lived experiences

Personal histories play a part in helping to shape patterns of giving for some Black HNWI's, and this is something fundraisers need to explore and understand if they are to better engage with those donors. For example, many of the HNWI's we interviewed came from disadvantaged socioeconomic backgrounds but achieved early social mobility thanks to educational scholarships to grammar or independent schools. For them, this experience influences the way they make their donations and has shaped their belief that giving is fundamentally important and is therefore a habit they should pass on to future generations.

“The personal is political and the political is personal. It needs to mean something to the donor. It [needs to] touch the heart and mind.”
Anonymous participant

05

Recommendations and further research

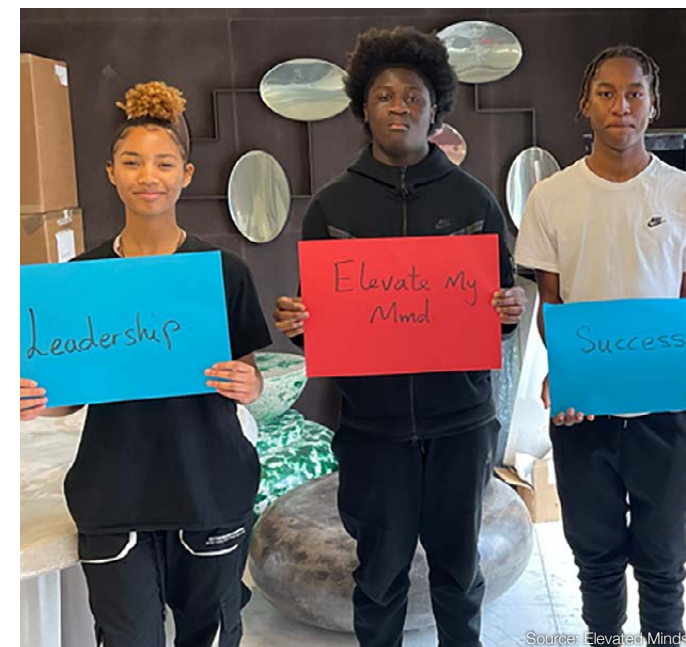
If we are to succeed in galvanising Black giving in the UK, it is crucial that all key stakeholders show leadership. Here are some ways we can each take action to bring about positive change.

Black donors and potential Black donors need to:

1. Identify other HNWLs within their networks so a consistent community of potential donors can be built and filtered through to specialist organisations such as the Black Funding Network.
2. Carry out due diligence where there are concerns about financial mismanagement and/or weak leadership within Black-led charitable and non-profit organisations. Offer guidance wherever possible.
3. Make a commitment to network and engage with others to produce a groundswell of support for the creation of a foundation for Black philanthropy in the UK.
4. Consider disrupting notions of achievement so other routes to success, such as high-quality apprenticeships, are developed alongside independent public school education, university and high-paying jobs.
5. Learn from the example of Marcus Rashford, who uses his profile as a successful footballer to campaign against poverty and childhood hunger, as well as to fundraise for groups providing free food parcels and other support to struggling families. Donors should identify their spheres of influence to support and/or promote Black causes, i.e. press, political power or personal celebrity.



Source: Rugby Portobello Trust



Source: Elevated Minds



Source: Black Cultural Archives

Local or national institutional funders and policy-makers need to:



Source: A2i Dyslexia

1. Ensure that Black causes are fairly considered for funding. This can be achieved by introducing training for funding decision-makers in the area of cultural competency as a mandatory requirement.
2. Develop robust impact assessments and take responsibility and be accountable for decisions made where there are negative unintended consequences for Black communities.
3. Recognise when their approaches clash so that they can work with beneficiaries to achieve their respective outcomes.
4. Increase their efforts to ring-fence money for Black-led charities and non-profits where it is proven that extra support is needed for Black causes. For example, it has been proven that COVID-19 has disproportionately affected Black and minority ethnic communities.
5. Ensure they have diversity on their boards and senior leadership teams. Set targets in line with the Parker Review⁹, where possible, and apply those same standards of representation in forums where important decisions are made about who and what to fund to ensure Black-led charities and non-profits are not disadvantaged.
6. Allow more external scrutiny of funding decisions where disparities in funding are apparent and take swift action to address this. As referenced in the report, the charitable and non-profit organisations we spoke to told us that larger local or national institutional funders often set the bar higher for them or exclude them from applying for certain funding. Funders, therefore, need to regularly review their funding criteria, communication and engagement processes.
7. Consider giving grants to build development teams in small, resource-constrained charitable/non-profit organisations.
8. Actively support the creation of a foundation for Black philanthropy and provide funding for new tools and techniques to support the bringing together of Black donors, potential donors and Black-led charities and non-profits. This can also be achieved through the development of directories of Black funders or apps to match funders to charitable/non-profit organisations. These efforts should also include the bringing together of Black community focused foundations and trusts to create a visible ecosystem of support and eliminate the silos that diminish collective influence.
9. Consider supporting the development of an organisation that will act as a 'sector standard verifier'. Funders, corporates and all sectors alike would need to agree to abide by operating standards which are values-led or promote equity for all.
10. Do more to host events that showcase how far charities and non-profits have come in their development. There is a need for publications to highlight and dispel myths concerning mismanagement and 'set the record straight'.
11. Find ways to give recognition to donors who give regularly to Black causes. Conferences and special recognition events would help to achieve this.
12. Equip Black HNWI's interested in donating with the skills to engage with Black causes. There are a number of Black umbrella organisations that can undertake this work if funded, e.g. the Ubele Initiative, Action for Race Equality (formerly known as Black Training & Enterprise Group, or BTEG) and the Baobab Foundation.

⁹ See Ethnic diversity of UK boards: the Parker review – GOV.UK (www.gov.uk)



Charitable and non-profit organisations (including registered charities) need to:

1. Provide general awareness training about Black causes aimed at donors to ensure the latter gain a better understanding of the current needs of the Black community.
2. Target their offering to the interests and expertise of the prospective donor or group of donors when requesting donations from Black HNWI's.
3. Work towards building better relations with philanthropy/wealth advisors or wealth management companies. Our research has shown that Black HNWI's do not think specialists such as wealth advisors have enough knowledge or understanding of Black causes to advise them effectively.
4. Publicise the different ways in which HNWI's can donate, such as impact investing and 'paying forward' programmes.
5. Develop an understanding of the value they can bring to the philanthropic community in terms of social change by better articulating their social impact from an environmental, social and governance perspective.
6. Build professional networks with potential donors/funders to support the Black community, and actively support the creation of a foundation for Black philanthropy.
7. Seek assistance from local and national institutional funders and policy-makers to help implement the monitoring and tracking of donations. Our research found there is currently limited tracking of the racial identity of donors via websites.
8. Investigate new ways of reaching potential donors via apps or other forms of technology.
9. Engage in events such as Black Pound Day. There is a stronger appetite to support Black causes in light of the injustices highlighted by George Floyd's murder and movements such as Black Lives Matter. Consider creating an event such as a day to champion and/or support Black charities and causes: #GiveBlackDay.
10. Find new ways to fully describe the social and or personal impact of the gift/donation received from donors. This is something that charities are increasingly beginning to do.

Further research – Phase 2

This report sets out the findings from Phase 1 of our study, which has highlighted the urgent need for more research in the field of Black philanthropy in the UK.

GiveBLACK are committed to continuing to investigate and develop an understanding of intentional Black giving across all socioeconomic groups.

In Phase 2 of our study, we will build on the research presented in this report by carrying out a nationwide survey. We will aim to address the many gaps that remain in our knowledge about affluent Black donors and prospective donors by conducting interviews with a larger cohort of Black HNWIs from a wider range of sectors of activity. We will also use focus groups to investigate in more detail the important role, motivations and needs of mainstream (non-HNW) Black donors, as well as seeking to identify the kinds of support Black-led charitable and non-profit organisations might need to strengthen their organisations and make them more attractive to donors.

Some of the key themes we intend to explore in Phase 2 include:

- Identifying good practice to create resilient models in relation to Black giving and Black-led charitable and non-profit organisations
- Evaluating the investment power of the Black philanthropic pound
- Examining whether Black donors have different outcome expectations than other groups of donors
- Exploring the level of involvement Black donors would like to have in the running of charitable/non-profit organisations and in the design of projects
- Investigating donor partnerships as a way of galvanising Black giving
- Exploring how we can work with Black donors and recipients to build a Black philanthropic ecosystem that is self-sustaining

Conclusion



It is clear from this study that Black giving is happening all around us, in every part of society, and this is something that should be made visible, celebrated and encouraged. But there is work to do – Black-led charitable and non-profit organisations remain, on the whole, woefully under supported by Black and non-Black philanthropy. We must now come together to harness Black donors' remarkable generosity and create a widespread movement to galvanise Black philanthropy in the UK.

Our interviews suggest it is important for us all to recognise that there are Black HNWLs in this country who want to give something back and make a difference to their communities. Many of these HNWLs are driven and energetic philanthropists who are currently frustrated at being largely limited to relying on their personal contacts to find deserving causes to which to donate. We must, therefore, do a better job of identifying Black HNWLs and engaging with them in a more structured way. Only by doing this will we be able to develop a national platform to support philanthropic giving and channel much-needed funds to Black beneficiaries, be they individuals or organisations.

We believe our research has shown the need to develop a dynamic, well-resourced and high-profile Black-led philanthropic vehicle in the UK. This new foundation for Black philanthropy should have at its core a strong emphasis on supporting Black donors and prospective donors as well as charitable and non-profit organisations. As part of its mission, it should map Black philanthropy

regionally and nationally, provide greater visibility vis-à-vis funders and fundraisers, raise money for worthy Black causes, and support beneficiaries.

The last two years have seen the emergence of important initiatives such as Black Pound Day and the Black Creators Funding Initiative, which are focused on creating equity in their respective areas (retail and the creative arts). We should now do everything we can to support similar initiatives in the charitable sector.

These are the essential building blocks that will allow us to succeed in growing and sustaining a viable Black philanthropic legacy in the UK.

GiveBLACK would love to hear your views!

If you would like to stay connected as we develop the next phase of our work, learn how you can become part of the change we need or support **GiveBLACK** in any way, please email us at info@giveblackuk.org.

Appendix 1: Background data

As in the US, the UK experience of Black philanthropy and charitable giving can be traced back to a need to address discrimination and disadvantage as well as provide opportunities to improve the life chances for Britain's Black communities. The causes of inequality are deep-seated and systemic across key areas in society. Research data from organisations such as the Runnymede Trust^[4] and McKinsey & Company^[5] have highlighted a troubling picture.

Employment

1. In 2018 all ethnic minority groups had lower labour-force participation rates – defined as the percentage of 16–64 year olds who were working or looking for work compared with their white counterparts. For white workers, the combined participation rate for both sexes was 80%, followed by Indian workers at 79%, Black workers at 73% and Bangladeshi and Pakistani workers at 62%. The overall gap between ethnic minority individuals and white workers, although narrowing, was 9.5%.
2. In 2018, all ethnic minorities except Indians had higher overall unemployment rates than white people. The unemployment rate was 4% for white workers, 9% for Black workers and 8% for Bangladeshi and Pakistani workers.
3. Ethnic minorities are more likely than others to hold the lowest paid occupations.
4. A 2019 Bank of England report found that when comparing people with very similar individual and job characteristics, ethnic minority workers earned 10% less than white workers in the same period (2014–2019).

Education

1. Pupils from more disadvantaged backgrounds often lack the required digital equipment and study space to participate in effective remote learning.

2. Despite an increase in BAME representation rates from 14.9% in 2003/2004 to 23.6% in 2017/2018, BAME students are more likely to drop out of university than white students (Advance HE, 2019).
3. Almost 1 in 3 white graduates obtained a first-class degree compared to 1 in 5 ethnic minority graduates in 2018.
4. A study published in 2018 found that employment rates for all BAME groups six months after graduation were substantially lower than for white graduates and earnings were lower for some.

Health

1. Ethnic minorities have worse health outcomes than white people. In 2018, 74% of Black adults were overweight or obese, which is 11 percentage points higher than for white adults.
2. Black and Asian people have higher rates of diabetes than the population as a whole.
3. Poverty and other socioeconomic factors have been cited as reasons for higher COVID-19 mortality rates amongst ethnic minority groups. In July 2020, the age-standardised mortality rate for deaths involving COVID-19 in the most deprived areas in England was more than double the rate recorded in the least deprived areas. Compared to their white counterparts, Black men had triple the death rate, while for Black women the death rate was more than 2.5 times higher.

Opportunities

1. The National Federation of Self-Employed & Small Businesses found that the number of ethnic minorities who were self-employed rose 46% from 2011–2018, twice as fast as for the population as a whole. Black self-employment almost doubled during this period. Ethnic minority owned small businesses were more likely to export and engage in productive innovation.
2. The number of high net worth individuals (Black HNWIs) in the United Kingdom (UK) and in Europe from 2009 to 2019 has seen overall growth. Between 2018 and 2019, both the United Kingdom and Europe saw an increase in Black HNWIs. The UK has the fourth highest population of individuals that are in the top one percent^[6] globally. The vast majority of Black HNWIs reside in the Asia Pacific, North America and Europe.
3. Median total wealth for all households in Great Britain was £286,600 between April 2016 and March 2018, with medians ranging from £34,300 among those with a household head from the Black African group to £314,000 for the White British group^[7].
4. Households with a White British head were approximately nine times more likely to be in the top quintile of total wealth (wealth above £865,400) than those of Black African ethnicity and 18 times more likely than those of Bangladeshi ethnicity.

Appendix 2: Research methodology

The following is an outline of this study's design, its implementation, the methods used to answer the research questions and the approach to analysing the findings.

We adopted a mixed-methods approach – qualitative methods were used to develop an understanding of individuals' perceptions of the philanthropic world, whilst quantitative analysis allowed us to establish patterns and trends among the groups of participants. We used thematic analysis to create a deeper understanding of how Black philanthropy operates in Black communities.

Black epistemology underpins this research. This means that the theory of knowledge or the mind's relation to reality in this research is rooted in the experience of Black minority ethnic communities.

Data collection

When we began this study in April 2021, we faced some challenges, including the need to work under COVID-19 restrictions. Despite the best efforts of **GiveBLACK**, the recruitment of Black HNW participants from such a small population was also difficult – it proved impossible to attract interviewees from key sectors such as music, entertainment and sport.

We had hoped to create charity/non-profit focus groups with a regional focus, but in the event, we had to mix participants from different regions for logistical reasons.

This prevented facilitators from identifying regional differences.

The interviews with HNWIs took place from 23 July to 1 October 2021. The focus groups were all held during the month of September that year.

The research used a combination of secondary and primary sources of information, which included:

- research reports and articles
- a specially designed profile questionnaire for respondents
- data from the focus groups with mainstream Black donors and Black-led charitable/non-profit organisations and from the interviews with Black HNWIs

The sample: interview and focus group participants

The research participants are Black African and Black Caribbean heritage people working in the UK. All have parents born in Africa or the Caribbean or were born in Africa or the Caribbean themselves. The study also includes participants of mixed heritage with one parent of African or Caribbean origin. It is important to make a distinction between the heritage of diverse groups of Black people, as different groups

have different experiences. For the purposes of this research, we use the term Black to denote people who are of Black African and Black Caribbean origin or of mixed heritage.

Participants were recruited using a snowballing approach, which involves initial research participants then recruiting others. In this study, **GiveBLACK** used their network of acquaintances, colleagues and personal and professional contacts to select individuals who met the participant criteria.

A total of 36 people took part in the study:

- 16 Black HNWIs (out of 20 initially targeted) were interviewed in semi-structured, one-to-one interviews of one hour or more
- 10 other ('mainstream') donors each took part in one of three focus groups, with 3 or 4 participants per group
- 10 representatives from a total of nine Black-led charitable/non-profit organisations working to advance Black causes each took part in one of two focus groups, with 5 participants per group; participants included beneficiaries of **GiveBLACK**

Appendix 2:

Research methodology

Participant data

Participants represent a broad spectrum of experiences. In this report, individuals are referred to as ‘they’, rather than by name or ‘he’ or ‘she’, to preserve anonymity as far as possible. Given the small sample size, we have shown as much information as possible without revealing the identity of the participants.

Profile questionnaire:

Each participant was given a profile questionnaire to complete which consisted of 28 open and closed questions. Participants were able to submit their answers anonymously through a secure platform, which allowed them to respond openly to sensitive questions knowing that their identity would not be revealed.

Interviews with HNWI:

Each HNWI participated in a semi-structured, one-to-one interview of at least one hour. The aim was to learn as much as possible about the participant’s perceptions, thoughts and experiences in relation to Black philanthropy.

Focus groups:

The focus groups enabled us to obtain data from the purposefully selected groups of mainstream donors and representatives of charitable/non-profit organisations. During the focus group discussions, which took place online, researchers adopted the role of ‘facilitator’ to guide discussions and enable everyone to participate to the level they were comfortable with.

Data analysis

In addition to the profile questionnaire, interviews and focus groups provided rich qualitative data. Transcripts were thematically coded to extract the most relevant themes.

Ethical considerations

Some participants in the focus groups knew of each other which raised issues around feeling confident or comfortable with sharing information. In planning the focus group sessions, all these factors were considered. To ensure participants

could engage and feel included, they were presented with a set of ‘ground rules’ and participants were asked to consent to informal codes of behaviour.

Participants taking part in both the interviews and focus groups understood that the information provided would be discussed in focus groups. They were aware that data could be sensitive and should remain confidential to both the participant and the researcher. For this reason, the information captured in the interviews and focus groups has been anonymised.

Dr Showunmi upheld UCL’s Statement of Research Integrity (updated March 2020), and ethical issues which arose during this research project have been managed in line with these standards.

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**Research Team:
VSA Associates**

Dr Victoria Showunmi
Jacqueline Alcindor
Diana Skeete

Advisory Group

Preeya Anand,
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*Give***BLACK**

 @GiveBLACKUK

 GiveBLACKUK

info@giveblackuk.org

 giveblackorg

 GiveBLACK-uk

www.giveblackuk.org