

## **CGF- additional insights**

### **Background – page 8 line 3**

The ‘social’ side is particularly relevant because of the European Year of Active Ageing and Intergenerational solidarity in 2012.

You will need to be creative about how the UK branch can impact the above by concentrating on social ills such as loneliness in old age. Why not use older people who have a wealth of knowledge and experience to assist young people and projects aimed at developing life skills, etc.

European cultural initiative – ‘Soul for Europe’ should offer the chance to co-ordinate efforts for the European Year of Active Ageing and IS so there is a range of activities across Europe to include older people who interact with the younger generation to pass on wisdom, expertise, and philanthropy.

Governments need to be challenged on important issues such as poverty. With sufficient political will by enough governments of richer countries, it would be possible to eliminate poverty altogether.(Emilio Rui Vilar).There is a need to challenge the inertia of Governments, societies, and multilateral organisations.

What do millionaires do with their money? They have spare cash – they just need to be targeted as high net worth individuals to support worthy causes!

CGF addresses issues relating to poverty and social exclusion by funding key projects throughout the world (no details given – allows scope for creativity by delegates!)

CGF – is a major player in promoting social, cultural and educational change.

Delegates need to put meat on the bones – specify creative ideas which are innovative, affordable and which will bring a return on investment, not just cash but positive outcomes! Lots of freedom to pursue philanthropic ideals

Philanthropy addresses the root causes of a problem – it is more enduring and valuable than just giving cash away.( I can give fish to the poor man to eat or I can show him how to fish and he will eat every day!)

There are many older people and individuals who would like to ‘give something back to society’ - page 9 – so CGF should actively target these latent philanthropists.  
Give examples.

Page 10 – Key characteristics of VP are high engagement with support that lasts a number of years and can be non financial, and involve capacity building in organisations and also performance measurement (metrics).

Page 11 – endowed trusts and foundations are free to support the groups and causes that do not command popular and political support. They are free to back ideas and activities that are

genuinely innovative and therefore carry a high risk of failure. Dichotomy – innovation /failure matrix. How many great new ideas actually make it commercially ( e.g. Sinclair's C5). These new ideas should be supported by trusts and foundations because change and innovation often flow from these activities.

Note of caution – sources of funding from private individuals can be highly variable as priorities switch from one pet project to another (page 12).

Cost control is now more favoured than maximising quality (page 12)

Page 13 – Critical section regarding 2012 as the year for IS in that the older baby boom generation is key to the strategy of contributing to society, giving something back – time, expertise, experience, mentoring, money. It is vital to mobilise the full potential of the baby boom cohorts.(page 14). Delegates must have a plan of creative ideas as to how this would work in practice. There is a useful prompt of ideas on page 14.

Page 16 - consider how you could develop the Box Office idea and how it can leverage sales from interaction with social networking sites such as You Tube and Facebook.

Page 17 – collaborative partnerships – vulnerable groups targeted are children, young persons, the elderly, the disabled, and immigrants. CGF funds cancer research projects and also tuberculosis. Parental training and support for adolescent parents attempt to break the cycle of dependency and disaffection. If you are brought up by alcoholic or drug taking parents what are the chances of children also being alcohol and drug dependent?

Page 18 – example of CGF embracing new online distribution methods – using Flickr to distribute materials and resources online.

Page 19 – social welfare – CGF supported Shelter and the Samaritans. The UK branch targets a broad area of charitable work – is this a strength or a weakness due to the dilution of impact?

French, British and Portuguese CGF colleagues have taken part in a series of seminars exploring the challenges associated with an ageing population in the U.K. and Portugal.

Page 20 CGF identifying, supporting and evaluating pilot intergenerational projects in the UK Ireland and Portugal- getting older people active in helping young people to develop will help solve the problem of isolation and loneliness in old age.

Page 21 – maximisation of older social entrepreneurs' potential which creates more jobs for younger people.

Page 22 – the philosophy of the UK branch is innovation and it retains a special fund dedicated to the support of innovative projects and unusual partnerships, such as the 'Making Every Adult Matter' coalition which is working with four agencies in the interests of some of the most excluded in society.

Page 22 - CGF lacks a dedicated branding approach. Is this hampering their awareness amongst prospects? Yes almost certainly. Therefore a branding question may well be on the cards!!

Page 23 – CGF – seeks to maximise the impact from its contributions and sees opportunities in bringing cultures together at the 2012 London Olympics. Delegates – think of creative ideas as to what CGF should do and how.

Also applies to major capital investment in Schools – turn a run down criminal infested School in to a shining example of community lead achievement.

Also applies to the challenge of ageing – lots of things can be done. Give examples.

Increasing UN focus on climate change. We need to change people's opinions and educate them. How?

Page 24 – Emilio Rui Vilar- rationalisation of resources and belt tightening financial prudence yet more emphasis planned on helping the poor and needy versus art for arts sake!

Page 25 – The Tate Triennial exhibition – dichotomy – Art versus philanthropy!?

Page 27 – A more uncertain future lies ahead for income for Charities due to the economic downturn. Trusts and foundations are being quite canny and not bailing out failing organisations.

The future is uncertain but some trusts are able to spend money from the good years they have had in the past.

There was also a suggestion that there may be more collaboration between trusts with some shared pooling of funds for some programmes of work they support. (page 28).

Charity Commission research – want further discussion and debate about opportunities for collaboration and risk sharing between trusts and foundations. Pooling of knowledge to collectively combat poverty for example

Conclusion – page 29

Dichotomy- the value of its investments is falling whilst the demand for its social intervention increases

Trustees in particular will be looking for greater assurance that the strategies pursued are the right ones and that risks have been appropriately mitigated.

Cultural activities are nice to do but are they essential?

Economic downturn can also bring opportunities to CGF. There is likely to be more openness and willingness among bodies to collaborate, recognising the need to pool resources towards common goals, less of a silo mentality.

CGF – committed to its core values and aims and will continue to persuade governments that poverty may be ended if the political will is strong enough.

However, this global issue remains unresolved as yet and may do so for some time.

## **Appendices**

### **Appendix 1**

Interview with Emilio Rui Vilar about ‘poverty is slavery’. He gives the example of slavery which took 100 years for it to be abolished. It will take time to eradicate poverty in the world but it could be achieved if governments worked together.

Foundations can be strong advocates. CGF has a role to play in supporting this initiative. L.D.C’s such as Africa have a particular problem with poverty and need help from the richer countries. Donations can mean immediate relief.

Vilar suggests that if people had work in their own countries they would not need to migrate. They would rather stay in their own countries if the conditions were more favourable.

Vilar is chair of the EFC (European Foundation Centre) so is in a position to influence collaboration. 30 foundations met recently in Lisbon to discuss the financial crisis and their own asset management strategies – working together and exchanging views, experiences.

### **Appendix 2**

Table of the top ten Charities

CGF is in 99<sup>th</sup> position in the league, yet is influential with Vilar having been elected to chair of the EFC.

### **Appendix 3**

There is an upward trajectory in income and grant making expenditure. Big Lottery Fund’s inclusion makes a considerable difference to the figures.

### **Appendix 4**

Top causes by funding preference are social care, health and education.

### **Appendix 5**

League table of the most popular museums in Europe have 5 from UK, 3 from France and 2 from Italy.

### **Appendix 6**

Table focuses purely on cultural activities within Europe. No surprises really.

### **Appendix 7**

Cultural employment table - Netherlands and Iceland share top spot on 3.8% of working population engaged in cultural employment, with Romania propping up the table on 1.1%. U.K. a respectable 3.1%

## **Appendix 8**

Average cultural expenditure – Denmark is in first place with 5.8% and Italy in last place with 2.4%. U.K has a higher percentage than the average (4.5%) with 4.9% and comes in sixth place.

## **Appendix 9**

This appendix is very important so read again!

Ageing of the population in Europe is a critical issue. Dichotomy - the younger generation and the older generation have discordant views. Intergenerational learning activities can contribute to equalising these disparities to build more inclusive societies.

Eurobarometer (2008) – 85% of EU citizens consider it important to use public budgets to support initiatives and projects which bring together older and younger people.

Policy initiatives centre around lifelong learning, skills utilization and development, and also social inclusion, particularly focusing on promoting the inclusion of elder people with economic, social and cultural life.

Intergenerational practice (IP) – definition – ‘IP aims to bring people together in purposeful, mutually beneficial activities which promote greater understanding and respect between generations’

Good IP is dynamic and connects across the generations and within the generations.

IP is assets based. It works with the generations to help them discover their strengths and then builds on these assets to build success, understanding and mutual respect.

IP challenges ageism. The young and old are the victims of ageist attitudes to varying degrees across Europe. IP gives both generations the opportunity to discover who they really are and what they have to gain from being more involved with the other generations.

## **Appendix ten**

There is likely to be large cuts in public expenditure this year and for the foreseeable future. Universities have already been warned about cuts!

Strategic review – 4 key changes in direction required.

- achieve greater impact by being more focused, and having purposeful aims and objectives
- develop a greater international focus, strengthening relationships with colleagues in HQ in Lisbon, and Paris
- to work in a more connected and involving way with partners, giving a smaller number of larger grants and monitoring them closely
- to re-emphasise the Foundation’s long standing and often influential support for innovation

**The UK branch is crying out for innovative ideas! This is where you come in!**