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**BRITAIN'S CHARITIES MUST LEARN TO SAY THANK YOU TO
WEALTHY DONORS**

High handed attitude is losing charities millions

Managing Major Donors, a study published today jointly by the Institute for Philanthropy and the Ansbacher Group, has revealed that many of Britain's charities are failing to meet or even understand the expectations of their wealthier donors. The insensitivity of some organisations could be costing them millions by deterring continued giving from existing donors.

The study, conducted by independent market researcher Judie Lannon, is based on the results of a survey that set out to investigate how charities currently manage their major donors and to contribute towards the development of Best Practice guidelines to increase the success of future fundraising efforts from this vitally important group.

The main findings are as follows:

- Charities lack a strategic approach to fundraising and rely on amateurish practices that are rooted in the past
- Fundraising should be part of the responsibility of trustees and senior executives and not simply left to the professional fundraisers
- Opportunities for fund raising from major donors remain largely unrecognized and so projects lack appropriate leadership, methodologies and resources
- Too little commitment to identify, grow and harvest relationships with both individuals and organizations
- Many donors want to become more involved in their chosen charities but are given very few opportunities to do so
- Donors can feel taken for granted and as a result either limit their giving or curtail it completely

The study sets out a set of guidelines which are intended to help charities to adopt more professional and commercially appropriate processes. A full copy of the report can be viewed or downloaded from the Ansbacher web site: www.ansbacher.com, or the Institute for Philanthropy web site: www.instituteforphilanthropy.org.uk

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Judie Lannon, the report's author commented on her findings:

"This shows that charities must take a far more professional and pragmatic approach to the relationships they have with their major donors or risk losing them completely. The well meaning, amateurish approach has got no place in a tough commercial world - giving has come of age and charities must respond accordingly."

Hilary Browne-Wilkinson, director of the Institute for Philanthropy said;
"6% of people contribute some 60% of all monies donated to charities. Anything which can be done to improve the understanding of the needs and motivations of this important group can only be of help to the sector as a whole. We are really grateful for the support we have received from Ansbacher in carrying out this work."

Ansbacher Group CEO Richard Spilg said:

"Many of our clients are major benefactors to a wide variety of organizations and institutions and we are delighted to have supported the Institute in this study of a very interesting and important element of the donor/recipient cycle. We shall also be looking forward to sponsoring further research studies in the future."

Notes to editors:

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The Ansbacher Group is part of the FirstRand Group, one of South Africa's largest financial services group. The FirstRand Group has total assets under management of approximately US\$45 billion as at 30 June 2002.

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The Institute for Philanthropy, based at University College, London is a non-profit making organisation which was set up in 2000 to develop a greater understanding of philanthropy and its place in modern society, and ultimately to allow philanthropy to thrive by:

- promoting research into the incentives and barriers to giving;
- devising improved methods for increasing giving;
- ensuring that the maximum benefit reaches the ultimate cause.

www.instituteforphilanthropy.org.uk

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