

# You Say, We Say



**You**

The charity sector



**We**

Young High Earners

## What is charity?

### You say...

Charity is identifying a need and a solution.

It is about creating opportunity and situations for all to prosper and be equal. Prioritising those most in need and empowering the left behind or marginalised.

International in scope, changing the world one step at a time through redistribution of wealth.

Part of a broader life philosophy incorporating sympathy and empathy which is impartial and non-judgemental.

### We say...

Charity is about supporting those in the community.

It is about providing immediate and direct help to a pressing need. Quick and demonstrable fixes to visible problems.

Local and small scale for the most part, with deep personal ties.

It's something which is done but is not a fundamental part of personal identity. It's what you do, rather than who you are.



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## What is impact?

### You say...

Changing lives for the better.

Related to the beneficiary community and not the donor.

Measurable, evidence based and comparable over time, focusing on the long-term impact of a charity.

Systemic change by influencing decisions and behaviours of others to achieve wide scale impact.

It is reducing infant mortality rates by reducing instances of sickness due to children drinking cleaner water.

### We say...

Seeing the changes I have contributed to.

Wanting to see the actual improvements my contributions have enabled.

Often personal and small scale.

It's feeling a sense of achievement through arranging a successful charity event or knowing that a financial donation has contributed to something directly.

It is seeing the boy from down the road recover from a serious illness or providing nappies for a local woman's shelter.

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## What is activism?

### You say...

Using the voice of the many to achieve political change and creating wide scale change to societal issues by campaigning, protesting and advocacy.

Small scale and large scale. From campaigning for a speed bump by a primary school to advocating for changes in fossil fuel policy at government level

It is linked to charity and giving however it doesn't necessarily require money to support, but needs support in terms of changing own behaviour and requiring others to do the same

### We say...

Activism is political and disruptive (sometimes even trouble making!).

It is large scale movements.

It is not linked to giving or charity. They are something separate. Even if I'm interested or support the cause itself, I don't see it as being linked to my giving, nor how it could be.



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## What do charities need?

### You say...

They need money and equipment that supports doing the job

The experts need to be able to do their job

A relationship with the donor based on mutual trust and an understanding of the need for patience to achieve real change

Expertise from outside the sector – e.g. digital skills, financial management, etc. that others can help with

### We say...

Giving money, unless it is a major donation, is the weakest type of support.

Giving up time through volunteering is far more valuable.

Donating affordable amounts now is the easiest option but increasing time with charities is something for the future.

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## How can giving be meaningful?

### You say...

By seeing global change, "solving" an issue or the eradication of need for charity.

Supporting individuals and communities to better lives and improved prospects whereby they no longer need help.

Having a personal connection with a cause but seeking a global, national or regional solution that helps everyone.

Engaging over time to see gradual but sustainable change.

Associating your giving with achieving a goal or aligning with the Sustainable Development Goals and seeing your contribution in wider setting.

### We say...

Meaning comes from having personal connections with charities which are close to the heart due to personal experience.

It comes from the act of giving itself, which relies on individuals rather than charities themselves, although feeling needed by them is important.

## Summary

This work draws on insight and opinions from 24 high earners across the UK. In a series of virtual workshops we were able to learn how wealthy professionals and inheritors approach their philanthropy and charitable giving. The research highlights that wealthy millennials are ready to be engaged in giving and voluntary work, but on their terms. Charitable organisations will need to consider how they can welcome this new generation of givers and how they can encourage them to give and learn in the ways that are most meaningful for them.

In partnership, Beacon Collaborative and Savanta have undertaken an in-depth qualitative study looking into the motivations and experiences of young high earners.

This work, funded by Arts Council England, is an important look at the top 10% of wealthy millennials in the UK. You can find out more about this research and its findings using the links.

Stories of how others give:

<https://www.beaconcollaborative.org.uk/stories-from-our-network/page/3/>

Debate about generosity:

<https://www.beaconcollaborative.org.uk/blog/generosity-threshold-in-uk/>

Wider research into barriers to giving in the UK's wealthy population:

<https://www.beaconcollaborative.org.uk/blog/overcoming-personal-barriers-to-giving/>

2020 review of philanthropy and COVID:

<https://www.beaconcollaborative.org.uk/2020-in-review-has-covid-led-to-more-collaboration-within-the-philanthropy-sector/>

Savanta's Top 100 Most Loved Charity Brands 2020 report:

<https://info.savanta.com/brandvue-top-100-most-loved-charity-brands-2020-download>