

## Results of Philanthropy Research by YouGovStone

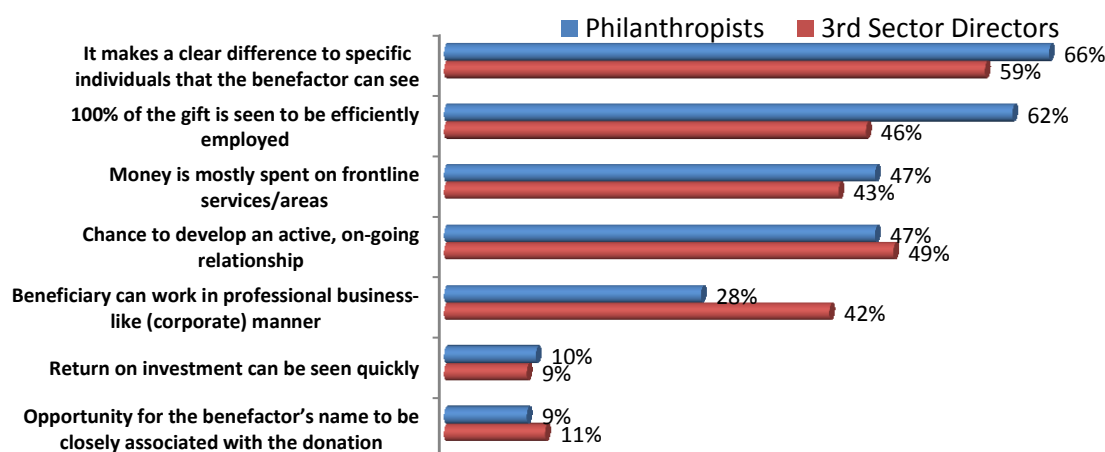
You can create wealth by giving it away – that is the verdict of 58% of the 721 members of YouGovStone’s ThinkTank of influential people who completed an anonymous online survey about philanthropy at the end of March 2010. Respondents were all leading people drawn from across the public, private and third/charitable sectors in the UK.

### Being a Philanthropist

68% of respondents say they have ‘supported important social or developmental issues in a philanthropic way, taking an active and on-going interest in how their donations are spent’. 92% of these philanthropists say such giving is ‘fulfilling’ and 83% ‘recommend it to others’. Three quarters (73%) say it is ‘easy to do’ and two thirds (67%) say it is ‘better than traditional charitable giving’. But almost a quarter (22%) found it complicated and 16% say it was too time consuming.

### What Benefactors Want

All survey respondents were asked what they thought the three most important factors were that a potential benefactor looks for. There were some differences between philanthropists and those working in the third/charitable sector



### Attitudes to Philanthropy

Respondents were asked whether they agreed or disagreed with a number of statements. This table shows the percentage who agree and disagree with each:

	Agree	Neither agree nor disagree	Disagree	Don't know
More tax breaks should be made available to encourage wealthy donors to provide more charitable giving	73%	9%	18%	1%
Not enough good causes think creatively about how they can benefit a donor in return	59%	19%	15%	6%
You can create wealth by giving it away	58%	21%	17%	4%
Charities must resist calls to become more corporate in their approach	40%	22%	34%	4%
Philanthropists struggle to find valid causes to support where a clear difference can be made	33%	22%	36%	10%
Senior business people should be made to give up a proportion of their bonuses to charity	32%	15%	53%	1%
Would-be philanthropists are often put off giving because of fears of potentially negative unintended consequences	31%	32%	27%	10%
Most senior business people have a social conscience	30%	26%	39%	4%

**PLEASE NOTE, YOUNGOVSTONE IS A PREDECESSOR OF YOUNGOV'S REPUTATION DEPARTMENT.** YouGov now regularly surveys MPs, business leaders and other groups of high level decision makers in the UK and internationally. If your organisation needs to know what these individuals think, please contact Oliver Rowe, Director of Reputation Research on +44 (0)207 012 6032 or email [oliver.rowe@yougov.com](mailto:oliver.rowe@yougov.com)