

GENEROSITY

A Festival of Philanthropy and Giving
7-27 November 2018

Evaluation Report



Photos from the front cover. (Clockwise from top left) Audience at 'Transformational Philanthropy in Action'; Neil Dickinson, winner of the overall Unsung GeNERosity Hero award; participants at 'First Time Trustees'; part of the panel at 'The Great Philanthropy Debate'; Superfolkus performing at 'Avison to Tickell: Musicians as Philanthropists for the North East.'

FOREWORD

From 7-27 November 2018, the GeNErosity Festival of Philanthropy and Giving took place across North East England. The first event of its kind in the world, the GeNErosity Festival looked at philanthropy and giving from every angle, past, present and future, through a series of 50 events and activities, taking place over three weeks from Berwick-upon-Tweed to Teesside.

Everything we did helped us to achieve one or more of our three Festival aims:

- to celebrate and raise awareness of what philanthropy has achieved in the North East;
- to question, debate and inform the future role of philanthropy in the North East;
- to encourage more philanthropy and philanthropists, in all its forms, by demonstrating the joy of giving and the good it can do.

We decided that 2018 was the right time to hold this unique and one-off regional Festival for three main reasons.

1. Newcastle University were completing research into how philanthropy and giving had helped to shape North East England over the last 900 years. We wanted to tell this story, and highlight how philanthropy touches all our lives, and has done for hundreds of years, even if we don't realise it.
2. With the retrenchment of the welfare state, and continuing austerity, we thought it was timely to rethink our response to

social need, and our collective responsibilities as part of civic society. Linked to this, as the 21st century comes of age, and regional entrepreneurial wealth continues to grow, we think there is a real opportunity to encourage more philanthropy in North East England.

3. 2018 was Community Foundation Tyne & Wear and Northumberland's 30th birthday. We wanted to use the occasion to showcase the brilliant work that we see local charities delivering, day in day out, and the role philanthropy plays in helping them to deliver. This is especially important in a time when charities are under increasing scrutiny following some high-profile fraud issues which must be dealt with appropriately, but which do not reflect the fantastic work being delivered by charities in our local communities.

Sandra King and Charles Harvey





Taken at the 'Crowdfunding Philanthropy for Good' event.

EXECUTIVE SUMMARY

The GeNErosity Festival of Philanthropy and Giving lasted three weeks in November 2018 with 50 events and activities taking place across the North East. It had three main aims:

- to celebrate and raise awareness of what philanthropy has achieved in the North East;
- to question, debate and inform the future role of philanthropy in the North East;
- to encourage more philanthropy and philanthropists, in all its forms, by demonstrating the joy of giving and the good it can do.

Main findings:

- The GeNErosity Festival was unique. It seized the moment to champion philanthropy in a way that has never been done before, regionally or nationally.
- The Festival succeeded in meeting all three of its aims.
- The research provided by Newcastle University gave invaluable historical context. It allowed us to tell the story of

philanthropy in North East England to a depth that was previously unknown.

- The Festival recorded a huge spike in social media activity throughout, which led to increased levels of engagement and sharing.
- The events were attended by an audience of at least 1,381 people, with an additional 1,222 joining through live streams, making 2,603 in total.
- Evaluations were completed by 384 people, charting very strong scores against the three aims; 8.1, 8.2 and 7.7 (out of ten) respectively.
- The Festival website recorded high numbers with 6,930 unique visitors and 30,387 unique page views.
- For groups running events, the higher their engagement, the more they got out of it.
- The Unsung GeNErosity Heroes competition was an element of the Festival that was difficult to manage given the constraints of

GDPR, but it still garnered 1,003 votes.

Legacy

The nature of the GeNErosity Festival means that it is hard to predict the medium or longer-term impacts. A future philanthropic act can't necessarily be attributed solely or directly to the Festival. However, we will be able to see some evidence from longer term evaluations and people telling us what influenced them in their giving, for example.

In the short term, the research is housed on a website that will continue beyond the life of the Festival. Schools' packs are being created and teacher training will be run so students can start learning about the impact of philanthropy in the region.

We can be certain that the GeNErosity Festival has created a buzz and started a conversation about philanthropy that didn't exist before. Other community foundations are considering running their own versions in future, as a direct result.

As Dr Beth Breeze, Director of the Centre of Philanthropy at the University of Kent said: *'I think this is exactly what Community Foundations should be doing'.*

'The more events like this that can happen, the better our community will be.'

Evaluation feedback



Professor Charles Harvey speaking at the GeNERosity Festival Launch event at the Discovery Museum, Newcastle.

INTRODUCTION

GeNERosity: A Festival of Philanthropy and Giving, ran between 7 and 27 November 2018, with 50 events and activities taking place across the North East of England (a list of all the events can be found in Appendix 1).

This *Evaluation Report* assesses whether the GeNERosity Festival was successful in meeting its three key aims, namely:

- 1) to celebrate and raise awareness of what philanthropy has achieved in the North East;**
- 2) to question, debate and inform the future role of philanthropy in the North East;**
- 3) to encourage more philanthropy and philanthropists by demonstrating the joy of giving and the good it can do.**

To do this assessment, we have collated data and information from a number of sources including:

- evaluation surveys,
- event attendance numbers,
- social media engagement,
- website statistics,
- sponsors' feedback,
- individual feedback.

The report also evaluates:

- collaboration with partners;
- sponsor satisfaction;
- attendee impact;
- #poweredbyphilanthropy group engagement;
- GeNERosity Festival campaigns.

Many people helped in making this Festival happen. A full list of Partners, Sponsors and Supporters can be found in Appendix 2.



Sandra King from Community Foundation Tyne & Wear and Northumberland, speaking at the GeNERosity Festival Launch event.

Aim 1: To celebrate and raise awareness of what philanthropy has achieved in North East England.

Overview

North East England is a region impacted by philanthropy. There's a proud tradition of giving that spans over nine hundred years that still exists today.

The first aim was about celebrating this rich history and creating greater awareness of our philanthropic past. By explaining the history, we also sought to give context to the GeNERosity Festival itself.

What we assessed

As part of assessing whether we reached this aim, we considered a variety of ways that we looked to

engage our audience. This included the research undertaken by Newcastle University, our website and film

8.2

'I have greater awareness of the impact philanthropy and giving has had in the North East.'

Average score (out of ten) taken from 384 evaluation respondents.

commissions and our social media coverage.

What the evaluation revealed

For each of the three aims, we had a specific evaluation question. The question for the first aim was: *'I have a greater awareness of the impact philanthropy and giving has had in the North East'*. We asked respondents to tell us how strongly they agreed with this statement, one being the lowest score and ten being the highest.

The evaluations were made available immediately after every event. They could be completed online or on paper.

From 384 respondents, the average score (out of 10) was 8.2. This indicates that the GeNErosity Festival has greatly improved awareness. Indeed, of these respondents, 99 gave it the top score of ten out of ten. Only 32 people gave a score of 5 or less. Not every event was addressing aim 1 and the lower scores appear to mainly come from these events.

What the analysis tells us

There are several other sources of evidence beyond the evaluation we have assessed for this aim.

Newcastle University research and GeNErosity Festival website

These two areas are heavily intertwined. The website was commissioned with two main purposes in mind. First, as a resource that would house all the research Newcastle University had undertaken and, second, as a home for all the information about the GeNErosity Festival.

'The history of giving in the North East was phenomenal'.

Evaluation feedback from the Launch event

At the time of writing this report, the research on the website encompassed profiles of 108 notable philanthropists dating back to 1125, fifty-eight beneficiaries and 33 Trusts and Foundations. To our knowledge, this is the most comprehensive research undertaken in the UK specifically looking to uncover the philanthropic history of a particular region. Certainly, nothing of this scale has been attempted in North East England.

For the GeNErosity Festival, this provided an unprecedented level of evidence that not only demonstrated the impact philanthropy has had for nine hundred years but also told the stories of people who showed the way.

30,387

Number of unique
page views on the
website

Period: 1st Sept – 4th Dec 2018

The key for the first aim was being able to share this evidence as widely as possible, for which the website became the focal point.

Since the website was launched at the beginning of September 2018, it has welcomed 6,930 unique users, encompassing 30,387 unique page views. These users stay an average of 3:37 mins and visit 3.63 pages.

This shows that not only are users visiting the website, but they are staying and looking at multiple pages. With over two hundred web pages, it's difficult to drill down into the minutiae of each but we can see the bigger picture. The key menu page for all Philanthropists had 635 unique page views (2,190 non-unique). The North East Philanthropy Story menu page had 788 unique page views (1,565 non-unique).

It is worth noting that a version of the website will continue to exist beyond the GeNErosity Festival. The current site will be re-designed, but all the event information will be archived there. It will be a resource that can be used for research and interest in the future. This means that the North East Philanthropy Story will be accessible to all who wish to learn more about our rich philanthropic history.

GeNErosity Festival Launch Event

At the Launch, to an audience of 250 people and 379 people joining on livestream, Prof. Charles Harvey told the North East Philanthropy Story for the very first time. This was the culmination of three years research.

The event was also professionally filmed, and an edited version of Charles' lecture will be available in January 2019. The lecture had a significant impact on the audience, with one saying, 'he really brought the history of philanthropy to life', another adding it was a 'wonderful talk' and a third commenting it was, 'exactly what they hoped it would be.' As well as this, Community Foundation staff were inundated with people telling them how enthralling and fascinating it was. It set the tone for the rest of the Festival, as one that significantly raised the awareness of philanthropy in the region.



The Walking Tour in Elswick with Newcastle Association of City Guides.

Guided Walking Tours

Another element of sharing the rich history of philanthropy was through two Walking Tours, delivered by Newcastle Association of City Guides. There was one in Newcastle city centre and another through Elswick. There was also a tour through St. Nicholas Cathedral, Newcastle, hosted by the Cathedral themselves.

The tours gave a fascinating insight on the people and places that impacted the area, including many significant

landmarks whose philanthropic influences were previously little known.

An attendee said it was a 'a very good walk. The guide was completely 'on message'', others adding 'fantastic walk', 'wonderful talk and tour' and 'the tour was brilliant'.

Film Commission

Whereas the university research allowed us to demonstrate the historical impact of philanthropy, the film commission had a different purpose. It gave awareness of the organisations and charities who are making an impact in the region now.

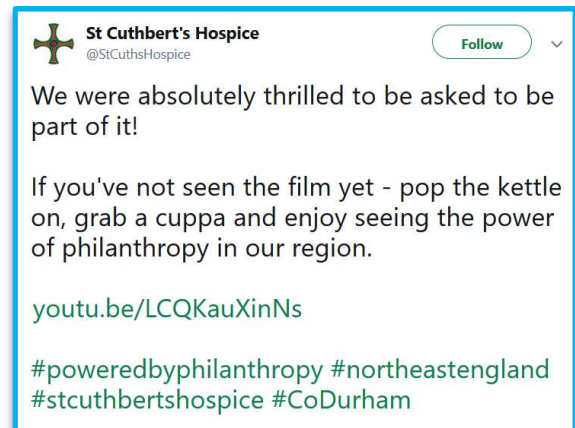
Titled *'What does philanthropy mean to us?'*, the film featured interviews and short segments on a number of charities across the North East. It gave practical examples of philanthropy in action and how the term could be interpreted in different ways. It was showcased at the Launch event, as well as the County Durham and North Northumberland Roadshows. This

'The film was fantastic.'

Evaluation feedback from the Launch event

means it was seen by at least 333 people. In addition, there have been 441 views on YouTube, totalling 774 people.

The film – as with the website – will last beyond the life of the GeNErosity Festival and provides insight on how



Tweet responses from two groups involved in the film.

philanthropy is having a positive effect in the region. It will also be repurposed for use by the Community Foundation Tyne & Wear and Northumberland and other relevant organisations.

Did we reach our aim?

Given the evidence, we can be confident that we have reached our aim of celebrating and raising awareness of what philanthropy has achieved in the North East.

The research provided us with strong foundations. Having this historical grounding, equating to around 200,000 words of written profiles and essays, gave us academic rigour and confidence in the message we wanted to convey. We could not only show but *prove* how North East England was informed by philanthropy. The findings were staggering and, dating back 900 years, showed a pattern of philanthropy that exists to this day.

The film allowed us to celebrate modern examples of philanthropy happening across the region. This served to make it relevant here and now. In this way we were celebrating giving in the past and in the present day.

It's worth remembering that this story hasn't been told before. It is unique. The assumption that the North East is a generous area can now be proved. For many people who engaged with the GeNErosity Festival, this was a very strong message to take away.

As one evaluation observed about Charles' lecture: 'it was fascinating to hear the historical perspective: the past informing the present and preparing the grounds for the future'.



Baron William Armstrong by W. and D. Downey, 1890, National Portrait Gallery (CC BY-NC-ND 3.0). One of the philanthropists covered in the research.

Lessons learnt

A key question is whether we could have reached more people. We can be happy with the figures recorded for the website but – as always – the more people we can engage, the better. As far as the research goes, we are delighted that it will remain in perpetuity as a resource that people can reference for years to come.

A similar reflection would be about whether we could have shared the video more widely. We are delighted with its quality and the impact, but there may have been other avenues through which we could have shared it.

If we consider the film views, Charles' lecture and livestreams, that accounts for 1,514 people.

With the website, there was a conscious decision to make the content as accessible as possible, so that it was easy to navigate. Looking back, we could have structured the content around the regional map better. Whilst it's a really useful tool, there is a sense that it wasn't used to its full potential.



Professor Roger Burrows speaking at the 'Great Philanthropy Debate'.

Aim 2: To question, debate and inform the future role of philanthropy in the North East.

Overview

Philanthropy can be a confusing and sometimes divisive topic.

We wanted to embrace this ambiguity and raise questions that would get people thinking about philanthropy.

What we assessed

We put on several events that specifically aimed to question the role of philanthropy, debate its impact and inform its future role.

These included: 'The Great Philanthropy Debate'; 'Transformational Philanthropy'; 'Muckle LLP: Make a difference: Game-changing CSR ideas for business'; 'Challenging Austerity: The role of philanthropy in driving civic identity'; and 'Future Good: How will

8.1

'I have more understanding of the important role philanthropy and giving can play in the North East in future'.

Average score (out of ten) taken from 384 evaluation respondents.

disruptive technology change philanthropy?

In addition, we had the theatre commission that looked at young people's perception of philanthropy.

As well as reviewing these events, we have considered the reaction through social media and evaluation forms.

What the evaluation revealed

For this aim the evaluation question was: 'I have more understanding of the important role philanthropy can play in the North East in future?' We asked respondents to tell us how strongly they agreed with this statement, one being the lowest score and ten being the highest.

From 384 respondents, the average score (out of 10) was 8.1. As with the first aim, this represents a strong response with a high score. Ninety-eight people gave top scores, with only 35 marking it as five or less.

What the analysis tells us

Aim 2's success is mainly demonstrated through a series of events which purposely questioned, debated and informed the future of philanthropy:

BBC television and radio coverage

We secured coverage of the GeNErosity Festival on BBC local television and radio. On 2 November, the Festival was previewed on Look North during the morning, lunchtime and evening editions. A longer five-minute segment was recorded during a day of filming, that was included on the regional edition of 'Sunday Politics'. This was then discussed and debated live in the studio with guest speakers.

We were also featured on BBC Radio Newcastle on three separate occasions and BBC Radio Teesside. Sandra King was interviewed twice by Lisa Shaw,

firstly discussing Unsung GeNErosity Heroes and then announcing the winner live on air. Adam Lopardo was also interviewed by Sue Sweeney, discussing the Festival generally.

'It was a privilege to hear the thoughts of four such committed and impactful philanthropists'.

Evaluation feedback from the Transformational Philanthropy event.



(l-r) Transformational Philanthropy speakers; Bill Holroyd; Sir Paul Marshall; Fran Perrin; Sir Peter Vardy; Prof. Mairi MacLean.

'Transformational Philanthropy in Action'

This event gave the audience the opportunity to hear from four of Britain's most dynamic and committed practitioners of transformational philanthropy: Bill Holroyd CBE, founder



An example of livestreaming stimulating conversation on Twitter at the 'Transformational Philanthropy in Action' event.

and chair of OnSide Youth Zones; Sir Paul Marshall, chair of ARK Schools; Fran Perrin, founder and director of the Indigo Trust and chair of 360Giving; Sir Peter Vardy, chair of The Vardy Foundation and Safe Families for Children.

Initially each speaker set out their future vision of philanthropy, highlighting the lessons they have learned during their entrepreneurial careers and philanthropic journeys.

The event demonstrated four strong and often opposing arguments, each with a strong body of evidence to back their particular viewpoint. The audience were presented with differing visions for the future and, by having a Q&A session, they were able to interact directly with the panel.

This event met the aim by allowing for a varied interpretation of philanthropy. One attendee commented in the evaluation that it had 'really interesting insights and [was] thought provoking' with another adding 'the event was excellent and uplifting and some interesting questions'.

With regard to content, one attendee said, 'three out of four speakers focused on the younger disadvantaged groups in society [...] there is much to be done to face and tackle the growing problems of the disadvantaged elderly'. Another called for 'more time for questions and debate ideally'.

Newcastle University – which organised the event – were pleased with the audience of 175 people. In addition to professional filming, we livestreamed the event which reached a further 328 people making 503 in total. The event was also live tweeted to engage with an audience beyond those present in the room.



Rhodri Davies, speaking at the 'Challenging Austerity' event.

'Challenging Austerity: The Role of Philanthropy in Driving Civic Identity' (with Rhodri Davies)

This was the first of two events delivered by Rhodri Davies of the Charities Aid Foundation, a recognised expert on philanthropy and technology for giving.

Through the design of the GeNErosity Festival we consciously wanted to ensure there were a spread of events

'A brilliant lecture. Deserves to be heard by a bigger audience in the North East'.

Evaluation feedback from the 'Challenging Austerity' event.

across the region. We also wanted to give the opportunity for geographical diversity for events with a strong element of discussing, questioning and debating. For that reason, 'Challenging Austerity' was hosted at Teesside University in Middlesbrough and 'Future Good: How Will Disruptive Technology Change Philanthropy', at Software City in Sunderland.

There were 27 attendees for 'Challenging Austerity' with a further 73



Audience at the 'Future Good' event.

joining through the livestream on Twitter. This event was also live tweeted.

The event, delivered as an hour lecture and thirty-minute Q&A, delved into the important role philanthropy can play in towns and cities by studying its past impact and looking towards its future. The audience evaluations were strong with one attendee saying it 'inspired me to get more involved and research the topic in detail' another that it was 'an excellent event [and] thought provoking' and a third commenting 'great to hear historical stuff in this area. He covered it all! Really great'.

There was a sense that Rhodri had sparked an interesting conversation for a captive audience including representatives from Middlesbrough, Newcastle and Sunderland Councils.

'Future Good: How Will Disruptive Technology Change Philanthropy' (with Rhodri Davies)

Rhodri's second event looked towards the future. It was a key component of the GeNErosity Festival addressing where philanthropy may go next and its technological implications. Attended by 50 people with 56 on livestream, Rhodri looked specifically at disruptive technologies such as AI and blockchain and how their increasing influence effects philanthropy.

The feedback demonstrated that it was a valuable topic for people at all levels. One evaluation respondent said it was 'really good to have this conversation in the North East where there's a lot of tech but not always a lot of conversation about ethics' and another who added 'as

'Fantastic and inspirational. Let's find a way to do this style of event around the network'.

Evaluation feedback from the "Future Good" event.

someone who works in the space, much of what Rhodri presented was known to me but I think it was a great overview for people less familiar with these technologies and also I still had several new takeaways'.

Another audience member questioned 'could [Community Foundation Tyne & Wear and Northumberland] be brave and start a crypto fund? A possible future development!

Muckle LLP: Make a Difference: Game-changing CSR Ideas for Business

The Festival's Gold Sponsors, Muckle LLP hosted this event. The expert panel consisted of: Richard Hutton, group finance director, Greggs plc; Andrew Haigh, CEO, Newcastle Building Society; Lisa Cappleman, principle advisor giving and philanthropy, Community Foundation Tyne & Wear and Northumberland; Nigel Smith,

chairman, Ringtons Limited; and Hugh Welch, senior partner, Muckle LLP.

The event was aimed at helping businesses in all sectors develop or improve their CSR strategy to make more of a difference. The focus was on giving practical advice with an interactive Q&A element through Slido. They welcomed a packed audience of 70 people.



The panel at the 'Muckle LLP: Make a Difference' event.

One attendee commented: 'this made the murky and diverse world of CSR much more approachable, friendly and human!' whilst another added 'this was a really unique and valuable opportunity to network with businesses in this context'.

The Great Philanthropy Debate

It was fitting that the final headline event of the GeNErosity Festival debated one of the big philanthropic questions, with the motion: "Philanthropy does more for donors than it does for society."

It was a long-term ambition of the GeNErosity Festival organisers that the Festival dealt with such an important question head-on. Rather than shy away from debate, the event aimed to tackle it in the public eye and let the audience decide the outcome.

For this event we welcomed an expert panel from across the country: Professor Diana Leat, associate of the centre for the Study of Philanthropy at St Andrew's University; and Professor Roger Burrows of Newcastle University, spoke for the motion. Dr Beth Breeze, Director of the Centre for Philanthropy at the University of Kent; and Dr Karl Wilding, Director of Public Policy and Volunteering at the National Council for Voluntary Organisations, spoke against the motion. Rob Williamson, CEO of the Community Foundation Tyne & Wear



A question being asked at The Great Philanthropy Debate.

and Northumberland was the chair.

Welcoming 105 attendees to the Great Hall at Northumbria University, and a further 280 through livestream, two speakers spoke for the motion and two against with a Q&A session afterwards. It's worth noting that this event was oversubscribed, and extra tickets had to be added to the online system four times to meet the demand. This showed there was a real appetite for the Debate.

Although the event was open to all and the Q&A included a diverse range of questions, given the nature of the Festival, the audience appeared to be made up more of people in favour of philanthropy. In this respect it is

understandable that the 'against' motion won but, that said, it was an overwhelming victory.

One attendee commented it was a 'great debate with excellent speakers and great audience interaction.' Further feedback from the evaluations said, 'very well structured and chaired to make a very focused, very informative event.'

On the converse, an attendee said that it was 'a bit too broad theme for the event' whilst another added 'we did not talk about short and long-term impacts. What if [Peter] Thiel is right?'

This shows that there was an appetite for the Debate with a range of perspectives both for and against philanthropy. It has stimulated a conversation and irrespective of the outcome, it's very positive that more people are talking and thinking about philanthropy.

Theatre commission

The theatre commission came about for two reasons. First, we wanted to present philanthropy in a new and innovative way. Second, we wanted to hear young people's views in the philanthropy debate.

The November Club was commissioned to put together a theatre piece in conjunction with sixth form students from Longbenton High School in Newcastle. This became an immersive performance when actors and students were placed amongst the audience and then 'challenged' a mock interview taking place on the stage. This



November Club performing at the GeNERosity Festival Launch.

concluded as a song performance of the 'Philanthropy Tango'.

A slightly unusual concept, the performance had an inventive element of surprise. As one attendee said, 'if I'm totally honest, it took me a few minutes to realise what was happening when November Club were on stage, very clever!' Another added 'loved the theatre – always slightly unsettling at the start, but conveyed stuff in an engaging way.'

The theatre piece allowed the GeNERosity Festival to showcase publicly young people's perspective on philanthropy and giving. The content was workshopped with 50 young people at four local youth charities which provided authenticity. Our Gold Sponsor Muckle LLP said that November Club, 'were an inspired choice and thoroughly thought provoking'.

General consensus was the performance was more effective in a smaller space due to issues with sound which was 'a bit tricky to hear at times.' But overall, it was a great element to

add to the Launch and North Northumberland Roadshow and contributed to a 'very good creative event.'

Did we reach our aim?

We can be confident that we met this aim. We provided a number of opportunities throughout the region where people could learn, question and debate philanthropy.

Of course, the GeNERosity Festival was a celebration of philanthropy, but we also attempted to present a range of perspectives. From the 'Transformational Philanthropy in Action' panel with their specific interpretations, to questioning the very core of the philanthropic movement at the 'Debate'. From sparking social media conversations to looking at the future and the implications of disruptive technology, we embraced the contentious, the known and unknown.

What we learnt

A key lesson is that there is an appetite for discussing philanthropy in the region. Whether a view is shared or questioned, there are many strong opinions.

The 'Transformational Philanthropy in Action' and 'The Great Philanthropy Debate' could have benefitted from a longer Q&A section, but this speaks more for the quality of the panels and the questions they provoked, rather than anything else.

Rhodri Davies' lectures were excellent, and the feedback was very strong. It would have been good to present this to

a larger audience and, although the livestreams did help bring his content to more people, others would have greatly benefitted from seeing him speak in person.

There was a tricky balance to find between having a genuinely regional Festival versus putting on events in Newcastle where we would get a bigger audience. We feel if we ran Rhodri's events in Newcastle, we would have sold out at both.

The impact that Rhodri and other guest speakers made not only added value to the GeNErosity Festival from a knowledge perspective but helped reinforce the region as one greatly informed by philanthropy and as Prof. Charles Harvey described it, being, 'an early mover.'

'All the events have been marvellous, but Monday night's Debate especially so'.

Feedback from the 'Debate' event.



A bidder at the 'Avison to Tickell' fundraising event.

Aim 3: To encourage more philanthropy and philanthropists by demonstrating the joy of giving and the good it can do.

Overview

This was perhaps the most significant aim for the GeNERosity Festival as it encouraged people to *take action*. It also intrinsically linked to the first two aims.

It is difficult to measure success against this aim because it won't always be possible to uncover the particular motivation for a future philanthropic act. In addition, outcomes might not be clear in the short term as we are only judging the immediate aftermath of the GeNERosity Festival.

If we were to re-evaluate in a year or eighteen months' time, we could have a fuller understanding of the long-term impact.

7.7

'I am more likely to be philanthropic and generous by giving money and/or time in future'.

Average score (out of ten) taken from 384 evaluation respondents.

What we assessed

There are several pieces of evidence we used to judge the success of this aim. First, the two major campaigns: *Unsung*

**'I was inspired
by the Launch
event to join
the Giving
Network'.**

*Feedback from the 'Launch'
event.*

GeNErosity Heroes and the pledge cards. Then there were the #poweredbyphilanthropy activities and the 'Avison to Tickell' fundraising event. Other evidence has been drawn from social media coverage and sponsor evaluations.

What the evaluation revealed

The evaluation question was: 'I am more likely to be philanthropic and generous by giving money and/or time in the future.' We asked respondents to tell us how strongly they agreed with this statement, one being the lowest score and ten being the highest.

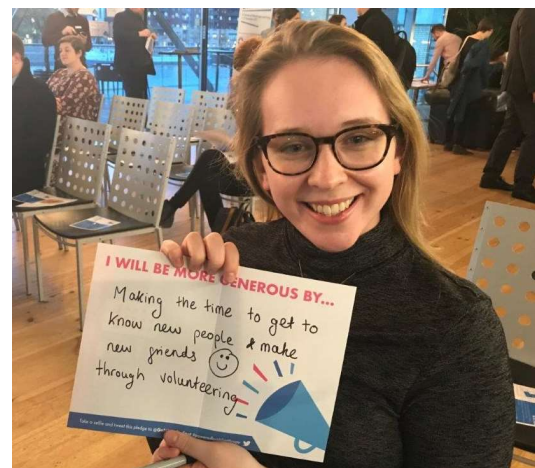
From 384 respondents, the average score (out of 10) was 7.7. Eighty respondents gave it top scores (ten out of ten), whilst 64 scored it five or less.

This marks a difference from the first aims which were scored similarly and more highly. Often when a respondent gave a lower score for the third aim, the first two were higher. And this wasn't necessarily a reflection on the event, with positive comments often accompanying lower final aim scores.

Another consideration is a low score doesn't necessarily mean the individual won't be philanthropic. As one person put it, 'lower score on the last one because I'm already committed' and another saying, 'the only reason not to score higher is that I am involved in philanthropy'. In this sense, perhaps the interpretation of the question is different and – in retrospect – it should have been re-phrased. Nevertheless, it was a strong score for the aim with 7.7.

What the analysis tells us

There is a lot of evidence to consider against the third aim.



A pledge card from the 'Trustee' event.

Pledge cards

The idea behind the pledge card was simple: give people the opportunity to commit to doing something philanthropic. A call to action that could be relevant to all, no matter how much money they have. It could be as simple as donating to a local foodbank or as significant as setting up a fund for their giving.

A selection of some of the pledge cards we received:



A lot of the GeNErosity Festival was based around the research and the historical impact of philanthropy in the region. With this aim, we wanted to focus on the present day and ask what local people would do now to help benefit the world on their doorstep. They were invited to write a pledge on their card and in turn inspire others. The text on the reverse read 'I will be more generous by...' with space underneath to write their pledge.

Pledge cards were available at all events and pledging culminated with 'International Giving Tuesday' on 27 November when we shared 76 completed pledge cards on our Twitter stream (a selection of which can be viewed in this report).

The campaign had a positive impact on Twitter with analytics revealing a big spike in activity on that day. We had:

- 84 link clicks (average 14);
- 123 retweets (average 17);
- 160 likes (average 29);
- 24 replies (average 3).

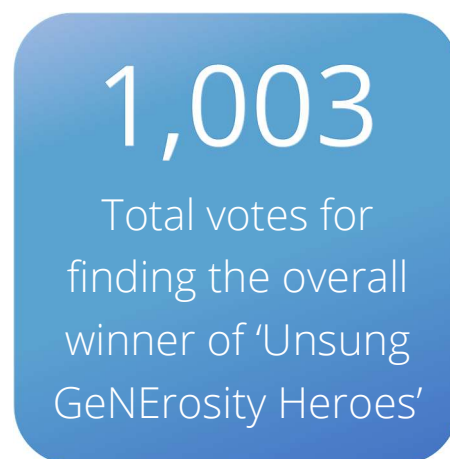
The pledge cards were a strong visual campaign but, on reflection, it took people longer to complete them than expected. It wasn't as immediate and reactive as we first thought and required careful thought. So, at later events we took completed cards with us to use as examples to help spark ideas.

As part of the pledging campaign, we were pleased that our sponsors joined us in sharing pledge cards from within their organisations. This helped share the message to a wider audience.

Unsung GeNErosity Heroes

The second campaign we ran was about highlighting the everyday generosity of people from all walks of life whose giving makes a huge difference, but usually goes unnoticed.

This gave individuals and organisations the opportunity to nominate someone who they thought was worthy of winning across five different categories: 'Diverse GeNErosity Hero'; 'Employers' GeNErosity Hero'; 'Lifetime GeNErosity Hero'; 'Past GeNErosity Hero' and; 'Young GeNErosity Hero'.



The winner of each of these five categories (who claimed a £1,000 donation towards a charity of their choosing), then went through to a public vote to find the overall winner (who would be given an additional £3,000 towards the charity of their choosing).

This campaign was important as it built on the legacy of the research from Newcastle University. But also – in contrast – rather than looking at significant historical figures, often with vast wealth, it focused on everyday people who are making significant

impacts in their community with whatever they have to give. Their names may not be on a building, but they've made an indelible impact on local causes.

This is key for the third aim as we wanted to highlight the difference philanthropy is making across the region right now. This also helped demonstrate the good a person can do and the pleasure they get from it.

Logistically it was a difficult campaign to run as GDPR constraints meant that permission had to be sought before nominations could be made. This complicated and slowed the process which impacted on how many nominations we received. The *Unsung GeNErosity Heroes* webpage was the third most popular on the site with 2,021 unique page views. Unfortunately, this did not translate to as many nominations as we would have hoped.

In contrast, when the category winners went up for the vote to find the overall winner, we were delighted to receive 1,003 votes, which showed a marked interest in the campaign.

The campaign caught the attention of the local media and was featured on BBC Radio Newcastle three times, including announcing and then interviewing the eventual winner, Neil Dickinson (see photo on the cover), along with Sandra King.

First Time Trustees

This event benefitted from working in partnership with the Young Professionals Forum. A total of 72 people attended to either share their



Photo from the 'First Time Trustees' event.

own trustee experience or learn about how they can get involved. With three young people delivering personal accounts about being a trustee, it was a strong and realistic advocacy of giving 'your time and talent'.

This event would be an example of one where aim 1 and 2 are less relevant. The event was more focused around the third aim. As this comment attests, 'this event was less about philanthropy than encouraging young people to become trustees of local charities. I believe it succeeded in this. It was an excellent event'.

Other comments added that it was a 'really useful opportunity to connect with trustees and CEO's of charities and understand more about how to get involved' with further feedback saying, 'very inspirational' and 'it's a good thing to be happening in the North East'.

#poweredbyphilanthropy activities

To help us demonstrate philanthropy in action across the North East and

encourage people to think philanthropically about local groups, we enlisted the support of thirty charities to run activities throughout the course of the GeNErosity Festival. With at least 50% of their income coming from philanthropy, these charities were demonstrating they were #poweredbyphilanthropy.

For the thirty #poweredbyphilanthropy groups, in the end, 26 ran activities which represented a strong retention rate bearing in mind initial applications were submitted back in June.

There were a series of special one-off activities ranging from a walking tour in Jesmond Old Cemetery, to a ukulele workshop in Darlington and breadmaking classes in Newcastle. Attendance for these events varied from 6 to 70, depending on the focus of the organisation. For the most part, each charity had the autonomy to design and run their activity with the emphasis on making them relevant to the three aims of the GeNErosity Festival.

As part of preparing for the Festival, we ran training sessions in Newcastle and Durham, along with an optional additional session with Matt Wilson at Goodlabs, to work on structuring their activity.



A stand at the Millin event.

Seventeen groups responded to the post-Festival survey with their feedback. The following are some key findings from this. All closed questions were asked on a scale with numeric values, which allowed us to create an average. The scale was: 1 – Strongly Disagree; 2 – Disagree; 3 – Neither Agree or Disagree; 4 – Agree; 5 – Strongly Agree.

- **4.3** - Whether the groups felt briefed enough.
- **4.2** – When asked if they had enough ongoing support.
- **3.8** – Did the event meet their expectations.
- **3.7** – Did it meet their objectives.



Storytelling time at the Seven Stories event.

From this we learn that the GeNErosity Festival preparations were strong along with the support that was provided. The success of the events, from their perspective were a little lower.

When asked the open-ended question: 'will you change the way you engage with potential supporters as a result of the GeNErosity Festival?' there were a range of responses. Ten groups responded positively, comments including, 'it has encouraged us to try and engage more with major donors', another adding, '[we will be] more accountable and visible to our



Streetwise Opera performing at MIMA.

supporters and funders' and a third saying 'it's certainly made us think about how we market events in future – more partnership working where possible'.

Of the remaining seven groups, comments reflected that 'I don't think it changed anything for us' along with more straightforward responses such as 'probably not'.

Asked to rate their involvement in the GeNErosity Festival on a five-point scale (1 – Very Unsuccessful; 2 – Unsuccessful; 3 – Neither Successful or Unsuccessful; 4 – Successful; 5 – Very Successful), this averaged out at exactly 4. Eleven groups rated their involvement as 'Successful' and five 'Very Successful', with only one score rated at 3 and nothing below this.

Comments attributed to this reflected a positive reaction: 'we doubled our usual audience for our event'; also, 'the event raised our profile and allowed us to sit alongside many well-regarded charities in the North East' and '[it] gave us focus and allowed us to tell our story, raising our profile'.

There were also some constructive thoughts mainly regarding to attendance, 'our individual event wasn't as well attended as we had hoped'.

Their overall rating for the GeNErosity Festival was scored at 3.9 with comments on the overall scale and impact of the Festival, '[it] seems to have had a large impact across the whole of the North East', someone else adding 'awareness was raised over philanthropy and it brought organisations together', and another saying, 'everyone who attended was inspired and enthused'.

Other feedback from the opposite viewpoint highlighted a 'lack of diversity' and questioned the legacy, saying, 'without more regular events I worry [the awareness] would not last'.



Breadmaking at West End Women and Girls Centre.

Overall, the scores and feedback has demonstrated a positive reaction to being involved in the GeNErosity Festival. The points raised about attendance are interesting to consider and something we looked at in the 'Executive Summary'. We think that those charities that put the most into it and embraced the Festival, got the most out of it. Those with higher levels of

engagement generally had events with more attendees' present.

Avison to Tickell: Musicians as Philanthropists for the North East



The Lake Poets (Martin Longstaff) performing at the 'Avison to Tickell' event.

'Avison to Tickell' was a fundraising event, with all the proceeds going to the Young Musicians Fund at the Community Foundation Tyne & Wear and Northumberland.

Newcastle University's research had shown how musicians including Charles Avison and Kathryn Tickell, have used their income from performances over the years to be philanthropic and help local good causes. The event aimed to showcase this aspect of North East Philanthropy.

Hosted by renowned folk artist Kathryn Tickell, it showcased musical performances from young musicians who have directly benefitted from the fund, including The Lake Poets, Superfolkus and students from West Denton Primary School. There was also

an auction with a collection of handwritten lyrics from regional musical luminaries including Bryan Ferry (Roxy Music), Mark Knopfler (Dire Straits) and Paul Smith (Maximo Park).

The event linked to the third aim because it demonstrated the impact of philanthropy, through the performances and testimonials of the young people. The headteacher of West Denton Primary School remarked about his students that, 'on the bus on the way back to school the children were absolutely buzzing. [...] This was their first experience of a university and The King's Hall was the perfect venue for an introduction to the world of higher education'.



Jimmy Nail helping to auction his handwritten lyrics.

The event was hugely inspiring and through a combination of 131 tickets sold (at £40 each) and the auction, £11,000 was raised for the Young Musicians Fund.

One attendee requested 'more of such events – [it's] great to publicise philanthropy and generosity in this way', with another saying the 'music was amazing'.

Speaking Confidently about Philanthropy with your Clients



Networking before the 'Speaking Confidently...' event started.

This event was specifically created for Professional Advisors as people who have the opportunity to advocate philanthropy to their clients. After all, 66% of wealthy individuals feel that professional advisors could and should give them philanthropy advice. This event addressed exactly that, with an expert panel sharing their tips on when, where, how and why they speak to their clients about charitable giving.

The panel was made up of: Hugh Welch, Senior Partner, Muckle LLP; Nicholas Wilson, Divisional Director – Investment Management, Brewin Dolphin; Andrew Moorby, Managing Partner, Tait Walker; Lisa Cappleman, Principal Advisor Giving and Philanthropy, Community Foundation for Tyne & Wear and Northumberland.

It was important that there was an event that addressed this topic and with 41 attendees, it had a receptive audience.

This event was filmed and we will be looking to re-use this in 2019 as part of the legacy.

Did we reach our aim?

We certainly met this aim. Given the wealth of evidence, we provided a great deal of opportunity to encourage more philanthropy and philanthropists whilst highlighting the joy of giving.

We engaged with as many people as possible for which using social media was a key component. Having Twitter as the focal point for the pledge card campaign, encouraged more people to get involved. Unsung GeNErosity Heroes – although it was a difficult competition to run – eventually created good engagement and a fantastic narrative for the Festival as a whole: anyone can give and be a hero within their own community.

The #poweredbyphilanthropy groups involved in the activities and events, provided a real variety of opportunities for people to engage with. They also gave us a good geographical spread across the region.

The 'First Time Trustees' event was important in enthusing young people to become trustees and appreciate the impact they can make in the role.

What we learnt

Organising a Festival of this scale was a new experience for Community Foundation Tyne & Wear and Northumberland. As we reflect on its success, there are also lessons that we can take on board. The third aim has the most evidence, particularly as it is most relevant for our partnership working. As such, there is more to review.

GDPR meant that running Unsung GeNErosity Heroes was tougher than originally thought. With nominating

someone else and therefore passing on their personal details, this meant permission needed to be sought. Therefore, the process became more extensive and onerous for the person nominating. Given the evidence, we think this put people off nominating. The campaign was an important part of the GeNErosity Festival but if we were to run elements again, we would look at the feasibility of something of this kind. It may be that people could nominate themselves, but this would take away from the spirit of the scheme.

Another lesson concerns attendance. Some events were highly attended, others less so. Across the #poweredbyphilanthropy activities there was a real range. (Two events had no attendees at all.) On reflection, it seems that those groups that engaged most with the Festival got the most out of it. That said, if we were to do something similar again, we could look at running a promotional strategy with groups. This way they would understand how we would market and support the events, and what was expected of them. Perhaps this wasn't clear enough from the beginning.

With the events themselves, keeping groups engaged for such a long period was tricky and whilst we wanted to encourage autonomy to develop their ideas, we could have done with more touch points to help everyone stay on track.

‘Brilliant initiative, delivered with a mix of fun, reserve, heart and hard facts’.

Feedback on the GeNErosity Festival.



The GeNERosity Festival featuring on BBC Look North

MEDIA, SPONSORS AND AUDIENCE

There were several cross-Festival elements relevant to all three aims. These are included in this section, where we will review presence in the media, through social media, sponsor involvement and our audience.

Social Media

Social media was a big part of the GeNERosity Festival, as it was identified as a way of being able to engage with a lot of people, quickly and across different platforms. It helped us engage nationally.

We used Facebook and LinkedIn for advertising and promoting events. Twitter was used extensively for running the pledge card campaign, livestreaming events, live tweeting events, advertising upcoming activities, sharing the research and general correspondence (liking, sharing, retweeting).

5.3 million

Number of impressions for
#poweredbyphilanthropy
tweets

The Twitter account @GeNERosityFest was set-up in May and started gaining followers by sharing content early on. As would be expected, followers steadily increase (with the exception of August) through to November, when figures hit their peak. This upward trend with a spike in November is common across the key demographics in the six areas we assessed (see graphs for exact figures). The spike is fairly significant as social media engagement was ramped up through the GeNERosity Festival itself. That said, it also shows that people were engaging. Retweets hit 919

in November, a 643% increase on the previous month. Mentions increased by over a thousand and Likes rose from 201 to 1,400.

Throughout the Festival we were active in using the hashtag #poweredbyphilanthropy, something that we will continue to use in future. The hashtag became an important tool for sharing information and assessing engagement.

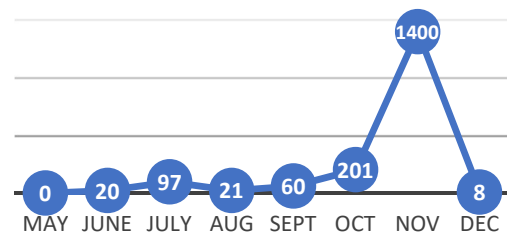
Between 1 May and 4 December, #poweredbyphilanthropy tweets reached 1.4 million unique users accounting for 5.3 million impressions.

We can see that we had 449 unique users who posted with the hashtag accounting for 2,821 posts. There were an additional 1,608 engagements (such as, likes, comments and shares).

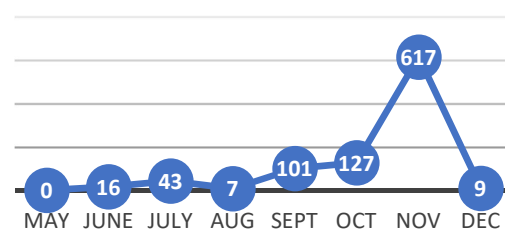
Once again, the spike of activity coincides with key Festival events. The highest activity was recorded on the final day and the Launch, when the hashtag was trending. There were 475 posts using #poweredbyphilanthropy on the Launch event alone. There were 276 on the final day.

This represents a very strong social media presence and justification for creating a unique hashtag that can tie specifically to the GeNErosity Festival.

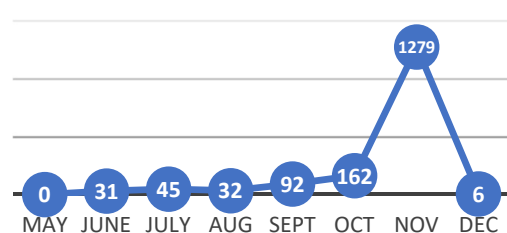
Likes



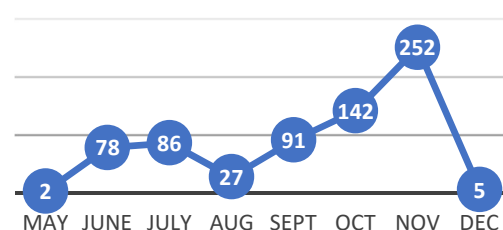
Link clicks



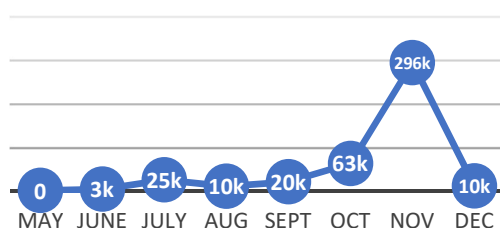
Mentions



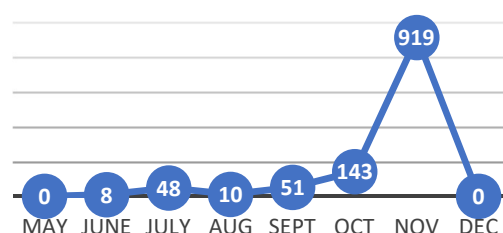
New Followers



Impressions



Retweets





An interview with Mark Squires for the BBC Sunday Politics Show.

Media Coverage

Media coverage was critical for getting the word out about the GeNErosity Festival. Working with our PR company 'Filament' and utilising our networks, we were able to get a range of content across television, radio, print and online media.

We were pleased with the amount of coverage we were able to get and think this helped with getting the Festival 'out there'.

A lot of coverage was organically created, and we relied on our networks to help spread the word.

The following is a comprehensive list of coverage we achieved in the build up to, and during the GeNErosity Festival:

Television

- **BBC Look North - Morning News (02/11/18)** – Section previewing the GeNErosity Festival.
- **BBC Look North - Lunchtime News (02/11/18)** – as above.
- **BBC Look North - Evening News (02/11/18)** – as above.

- **BBC Sunday Politics Show (04/11/18)** – Five-minute segment on the GeNErosity Festival followed by studio discussion about philanthropy.

Radio

- **BBC Radio Newcastle (30/09/18)** – Adam Lopardo interviewed by Sue Sweeney, discussing the launch of Unsung GeNErosity Heroes.
- **BBC Radio Newcastle (19/10/18)** – Sandra King interviewed by Lisa Shaw, previewing GeNErosity Festival.
- **BBC Radio Newcastle (27/11/18)** – Sandra King and Unsung GeNErosity Hero, Neil Dickinson, interviewed by Lisa Shaw.
- **BBC Radio Teesside (22/11/18)** – coverage of the #pbp Streetwise Opera event at MIMA.



Neil Dickinson, our Unsung GeNErosity Hero overall winner, with BBC Newcastle Radio presenter Lisa Shaw and Sandra King, in the studio.

Newspapers

- **Newcastle Journal (16/10/18)** – North East Charity Awards with half-page advert for GeNErosity Festival.

- **Northern Echo (08/11/18)** – events listing.
- **Northern Echo (20/11/18)** – previewing 'Avison to Tickell'.
- **Newcastle Evening Chronicle (21/11/18)** – full page article on 'Avison to Tickell'.
- **Berwickshire News (22/11/18)** – discussing £2m legacy fund announced at the 'North Northumberland Roadshow'.
- **Berwick Advertiser (22/11/18)** – article about the legacy fund and mentioning Roadshow.
- **Newcastle Journal (22/11/18)** – positive article reviewing 'Avison to Tickell'.

Magazines

- **North East Times (Oct 2018)** – preview of Festival.
- **Contact (Oct – Nov)** – preview of Festival.
- **NE1 – Get into Newcastle (Nov 2018)** – preview of some GeNErosity Festival events.
- **The Crack (Nov 2018)** – previewing Festival.
- **Northern Insight (Nov 2018)** – preview of events.
- **Northern Insight (Dec 2018)** – Two-pages of photos taken at the Launch.
- **North East Times (Dec 2018)** – photo page from Muckle LLP CSR event.
- **The Northumbrian (Dec 2018)** – article about the research.

Online / e-newsletters

- **Muckle LLP (14/06/18)** – announcing sponsorship of the GeNErosity Festival.

- **Tait Walker (14/06/18)** – as above.
- **Newcastle Gateshead Initiative (NGI) (July 2018)** – previewing Launch of Festival.
- **Muckle LLP (02/07/18)** – providing further details about the Festival.
- **Bdaily (03/07/18)** – previewing Festival.
- **Business Up North (04/07/18)** – as above.
- **Age UK Darlington** – as above.
- **Voluntary and Community Action Sunderland** – as above.
- **November Club** – about their commission for the theatre piece.
- **Visit Northumberland** – preview Northumberland Wildlife Trust event.
- **UK Fundraising (25/07/18)** – previewing Festival.
- **Bdaily (19/09/18)** – call for Unsung GeNErosity Heroes
- **Business Up North (20/09/2018)** – as above.
- **Neconnected.co.uk (20/09/2018)** – as above.
- **NGI (Oct 2018)** – search for Unsung GeNErosity Heroes.
- **VONNE (Oct 2018)** – promoting Festival and Unsung GeNErosity Heroes.
- **UKCF (04/10/18)** – coverage on homepage.
- **Blyth Town Council (04/10/18)** – previewing Festival.
- **Tees Valley Business Club (05/10/18)** – promoting Rhodri's 'Challenging Austerity' event.
- **St Cuthbert's Hospice** – advertising their event.

- **Headway Arts** – as above.
- **VODA** – previewing the Festival.
- **All Events** – Festival events listed.
- **St Chad's College, Durham University** – previewing Festival.
- **UNW (18/10/18)** – promoting three key events and Festival in general.
- **BG Live (19/10/18)** – Festival, first story on front page of North East section.
- **Newcastle University (19/10/18)** – previewing 'Transformational Philanthropy in Action' event.
- **Newcastle University (19/10/18)** – previewing 'Philanthropy and the Making of Newcastle University'.
- **BQ (19/10/18)** – previewing Festival.
- **The Crack (22/10/18)** – as above.
- **Newcastle University Blog (23/10/18)** – as above.
- **AIA Worldwide (23/10/18)** – link to Launch event.
- **MyNewsDesk (06/11/18)** – previewing Festival.
- **Durham Community Action (07/11/18)** – promoting Festival.
- **Newcastle University (08/11/18)** – reviewing research undertaken by the university, for the Festival.
- **Entrepreneurs Forum (12/11/18)** – Festival mentioned in newsletter.
- **NIBE (12/11/18)** – as above.
- **Bdaily (13/11/18)** – promoting two Rhodri Davies events.
- **Berwick Advertiser (15/11/18)** – previewing legacy fund

announcement at North Northumberland Roadshow.

- **North Tyneside VODA (16/11/18)** – mentioning Festival and Meadow Well Connected event.
- **The Northern Echo (19/11/18)** – previewing auction at 'Avison to Tickell' event.
- **North East Funders (19/11/18)** – Festival mentioned in newsletter.
- **ChronicleLive (20/11/18)** – as above.
- **Berwick Advertiser (22/11/18)** – mentioning legacy fund announced at Roadshow.
- **The Berwickshire News (24/11/18)** – as above.
- **Northumberland Gazette; News Guardian; Berwick Advertiser; Blyth and Wansbeck Today; Morpeth Herald (all 02/12/18)** – previewing Northumberland Theatre Company's Christmas show, referencing GeNErosity Festival.
- **Newcastle University Courier (03/12/18)** – review of 'Avison to Tickell' event.
- **UKCF (Dec 2018)** – newsletter reviewing Festival.

Sponsor Feedback

We had five key sponsors for the GeNErosity Festival; Muckle LLP (Gold); Brewin Dolphin (Silver); Newcastle Building Society (Bronze); Tait Walker (Bronze); Centre for Philanthropy, University of Kent (Bronze).

The sponsors' support was hugely important both in helping to fund the

Festival but equally important, helping us to engage with a wide audience by using their networks. Part of their involvement meant they could access nine of the headline events, with guaranteed places at each. This meant that we could target particular audiences for certain events, ensuring the message was heard by the most relevant people.



Audience at the 'GeNErosity Festival Launch' event.

As part of evaluating the GeNErosity Festival, four of the sponsors completed a survey. Regarding the question, 'to what extent did we meet your expectations in terms of the Sponsorship Agreement?' all four gave the highest marks of five-out-of-five, which represented 'Completely'.

When asked, 'did it represent value for money for you?' three marked it as '5 – Strongly Agree' and one '4 – Agree'.

One piece of reasoning for the positive score was because of 'the volume of activity that was undertaken and that we could be part of; the visibility of our involvement over the period', with another recognising, 'I believe we worked very well in partnership.'

When assessing their own involvement, 'how would you rate your involvement

in the GeNErosity Festival?' one said, 'Very Successful' and three 'Successful'. Comments identified busy schedules for denoting less involvement, 'our own significant activity levels curtailed how much time we could spend attending/supporting/promoting', whilst others showed how they helped support the Festival, 'from the start we were invited to help promote and support the Festival, from people to banners, social to sharing'. The engagement with sponsors was key for getting the message out.

When focusing on positives with the open-ended question, 'what went well?', sponsors identified that 'the events were varied in topic and well attended, and importantly, spread geographically'. Another added, 'from the Launch through to the last event, the Festival was well attended. The coverage was great on both social and regional press/radio and TV'. On a logistical level, another said, 'we were kept informed and involved throughout the planning and the Festival'.

When considering 'what could have been better?', one comment was that 'some of the events had small number of attendees', another reflected that 'I saw a lot of the same faces at the events' whilst another mentioned their work volume being an inhibiting factor, 'for us it was a lot to commit to over a short period with our own volume being high also'.

On 'is there anything you will do differently as a result of the GeNErosity Festival?' there were positive responses including, 'we will make our giving more

visible [and] replace Christmas gifts between the team with donations to support a number of homeless people'. Another said they 'will continue to work with charities to help publicise their great work [and] encourage more businesses to engage in giving'. A third said they'll 'promote philanthropy to our staff and clients a lot more.'

When asked 'what is your overall impression of the GeNErosity Festival?' two responses simply used one word each; 'brilliant!' and 'exceptional!' A separate response commented that 'the ambition of the Festival was impressive, and it was delivered on'. The final one said 'it was excellently organised from start to finish. The team did a great job of understanding what we wanted to achieve and also keep us informed all the way. Our team raved about the Launch event and this set the scene for the Festival as a whole'.

The final question asked the respondents to rate the GeNErosity Festival ('1 – Very Unsuccessful'; '2 – Unsuccessful'; '3 – Neither Successful or Unsuccessful'; '4 – Successful'; '5 – Very Successful'). There was an even split with two saying 'Very Successful' and two saying 'Successful'. A couple of additional comments expanded on this, 'the level of media coverage and buzz was good, it was sustained throughout the run up to the 3 weeks and brought together donors and beneficiaries which is not easy to pull off'. Another added, 'each event was very busy (if not full), there was great engagement on social media and the general media helped support the coverage'. They rightly identified that 'if we are rating on a

giving scale only time will tell' but that 'looking at the 30 selected [#poweredbyphilanthropy] charities I think they had a huge boost'.

Overall, we can be very happy with the satisfaction of our sponsors. It was always an ambition to have the sponsors as an intrinsic part of the GeNErosity Festival and it's great to see that not only was it a positive experience for them, but that some of their practices have changed as a result.



Audience gathering at the 'North Northumberland Roadshow' in Berwick.

Audience

We know we engaged with at least 4,706 people through events, voting and Twitter (but likely a lot more). Of this audience we had people from the North East and across the UK including:

- Philanthropists
- Professional Advisors
- Voluntary sector workers
- Business people
- Public sector workers
- Local councillors
- Academics
- Students
- Charity Trustees

Lessons Learnt

A reflection was whether we could have engaged with celebrities to promote the Festival. Their potential reach would bring the Festival to a new audience too.

Another reflection was whether we could have leveraged major philanthropists to do something newsworthy and time it to link in with the promotion of the Festival.

‘We are all hugely inspired by the GeNErosity Festival, its fantastic. We are already planning to do one in Scotland in 2020’.

Feedback from the GeNErosity Festival.



Audience at the 'Transformational Philanthropy' event.

Conclusion

The GeNErosity Festival achieved what it set out to do. It raised awareness of our rich philanthropic past, it provided a forum for debating the future and encouraged people to think about their own philanthropy and giving.

Considering this is the first Festival of its kind, one of the key legacies is that it won't be the last. We have

demonstrated that not only is it possible to run a regional Festival on philanthropy and giving, but that there is a real appetite from people in other parts of the UK to do something similar.

On reflection the GeNErosity Festival has lit a spark. It's started conversations that will last well beyond the life of the Festival. We feel it will have a lasting impact and benefit the region for many years to come.

Appendix 1: Event Listings:

Date	Time	Event Name	Location
07 November	10am - 12:30pm	GeNErosity Festival Launch	Newcastle
07 November	Throughout	Northumbria University: Generosity Sound Trail	Newcastle
08 November	6 - 10pm	REfUSE: Feed Bellies Not Bins	County Durham
08 November	4 - 7pm	St Oswald's Hospice: Hands On Hospice Care	Newcastle
08 November	10:30am - 12:30pm	Crowdfunding Philanthropy for Good	Newcastle
08 November	5:15 - 7pm	Friends of Jesmond Library: A Celebration of Philanthropy	Newcastle
08 November	6 - 9pm	Skimstone Arts: Re-Boot: A Reality Boots performance	Newcastle
09 November	12 - 2pm	Speaking confidently about philanthropy with your clients	Newcastle
09 November	10 - 1pm	The Millin Charity: The Women's Trading Collective Pop Up Stall and Crafts	Newcastle
10 - 11 November	10am - 3pm	Northumberland Wildlife Trust: Wild Weekend at Druridge Bay	Northumberland
11 November	2 - 3:30pm	Newcastle Association of City Guides: Giving to the City – A Stroll Through Generosity	Newcastle
12 November	10:30am - 2pm	Land of Oak & Iron: Do philanthropists get their hands dirty?	County Durham
12 November	4 - 6pm	Trustee Week Event: First Time Trustees	Gateshead
12 November	6 - 8pm	Brewin Dolphin: Gifting Brighter Futures	Newcastle
13 November	5 - 7pm	NIBE: Corporate Philanthropy and Employee Engagement (Northumbria University)	Newcastle
13 November	6:30 - 8:30pm	County Durham Roadshow	County Durham
14 November	1 - 5pm	Transformational Philanthropy in Action	Newcastle
14 November	6 - 8:30pm	Bell View (Belford): Bell View made possible through Philanthropy	Northumberland
15 November	6 - 9pm	North Tyneside Arts Studio: What is the value of art?	North Tyneside

15 November	1 - 3:30pm	Age UK Darlington: Ukulele Group Open Afternoon and Performance	County Durham
16 November	11am - 1pm	Giving for the City: the role of philanthropy in driving civic identity (with Rhodri Davies)	Teesside
16 November	2 - 4pm	Scotswood Natural Community Garden: Wild about Scotswood	Newcastle
16 November	2:30 - 4:30pm	Future Good: how will disruptive technology change philanthropy? (with Rhodri Davies)	Sunderland
16 November	10am - 1pm	Alnwick Garden Trust: A Garden built on philanthropy	Northumberland
17 November	4 - 6pm	Sage Gateshead: CoMusica open session	Gateshead
18 November	1 - 2pm	St. Nicholas Cathedral Tour	Newcastle
18 November	1 - 2:30pm	Newcastle Association of City Guides: Philanthropy in Elswick – A Stroll Through Generosity	Newcastle
19 November	4 - 7pm	Berwick - Northumberland Roadshow	Northumberland
19 November	11am - 4pm	CREST: Seeing is believing	Newcastle
20 November	7 - 8:30pm	Philanthropy and the making of Newcastle University	Newcastle
21 November	6 - 8pm	St Cuthbert's Hospice: Celebrating 30 years of philanthropy	County Durham
21 November	1 - 5pm	Smart Works Newcastle: Fashion with a Purpose	Newcastle
21 November	2 - 5pm	Oasis Aquilla: How philanthropy is helping the homeless	Sunderland
22 November	8:30 - 11am	Muckle LLP: Make a difference: Game changing CSR ideas for business	Newcastle
22 November	10:15am - 1:30pm	Durham Wildlife Trust: Ways to be Wild	County Durham
22 November	3:30 - 5:30pm	Headway Arts: Hold Your Peace	Northumberland
22 November	1 - 2:15pm	Streetwise Opera @ GeNErosity Festival	Teesside
23 November	6:45 - 10:30pm	Avison to Tickell: Musicians as philanthropists in the North East	Newcastle
24 November	6 - 8pm	The Bowes Centre: Access to Art	County Durham
24 November	11am - 3pm	Meadow Well Connected: Better Together	Newcastle

25 November	12 - 2pm	Friends of Jesmond Old Cemetery: Heritage Tour	Newcastle
25 November	2 - 4pm	Seven Stories, the National Centre for Children's Books	Newcastle
26 November	11am - 2pm	West End Women and Girls Centre: Bread Making Social	Newcastle
26 November	6 - 8pm	The Philanthropy Debate	Newcastle
27 November	6:30 - 7:45pm	Northumberland Theatre Company: The Little Maid who danced to every mood (children's show)	Northumberland

Appendix 2: Partners, Sponsors, Supporters and Delivery Group:

The GeNErosity Festival was delivered by lead partners the Community Foundation Tyne & Wear and Northumberland; the Centre for Research on Entrepreneurship, Wealth and Philanthropy at Newcastle University; and in association with County Durham Community Foundation.

Our gold sponsor was Muckle LLP, our silver sponsor Brewin Dolphin and our bronze sponsors, Newcastle Building Society, Tait Walker Chartered Accountants and the University of Kent, Centre for Philanthropy. A full list of sponsors and supporters can be found on the following page.

The GeNErosity Festival Delivery Group, who were fundamental in the planning of the Festival, comprised the following people:

- Sandra King, Chair of the Delivery Group (Community Foundation Tyne & Wear and Northumberland);
- Adam Lopardo (Community Foundation Tyne & Wear and Northumberland);
- Iain Riddell (Community Foundation Tyne & Wear and Northumberland);
- Ali Walker (Community Foundation Tyne & Wear and Northumberland);
- Prof. Charles Harvey (Newcastle University);
- Dr Michael Price (Newcastle University);
- Michelle Cooper (County Durham Community Foundation);
- Sarah McIntyre (County Durham Community Foundation);
- Dr Siobhan Daly (Northumbria University).

Appendix 3: GeNErosity Festival Sponsors and Supporters:

The GeNErosity Festival is brought to you by:



In association with:



Our Gold Sponsor:



Our Silver Sponsor:



Our Bronze Sponsors:



Our supporters



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at the Community
Foundation

The John Bell Fund
at the Community
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Community Foundation serving Tyne & Wear and Northumberland

Philanthropy House
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If you have any questions about the GeNErosity Festival, please use the contact details below:

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www.generosityfestival.co.uk

Twitter: @CFTyneWearNland

Facebook: [CommunityFoundationTyneWearNorthumberland](https://www.facebook.com/CommunityFoundationTyneWearNorthumberland)

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If you have any questions or queries on 'Philanthropy the North East Story', the research undertaken for the GeNErosity Festival please contact the **Centre for Research on Entrepreneurship, Wealth and Philanthropy (REWP) at Newcastle University** using the contact details below:

T: 0191 208 2583

E: rewp.centre@newcastle.ac.uk