



An overview of philanthropy in Europe

Executive summary

Everywhere in Europe, the foundation sector is flourishing. At the same time, behaviours in terms of individual giving are extremely disparate, given the wide variety of historic and cultural backgrounds, socio-economic factors, state models and taxation rules. There is no one-size-fits-all portrait of the European philanthropist or donor, nor are there dominant models.

In comparison with the United States, the percentage of European donors (44%) and the total amount given (€22.4 billion) are very low in relation to American figures (95% of donors for €224 billion). On the other hand, foundations are more numerous (130,000 in Europe compared with 100,000 in the USA), and above all more dynamic: their vitality index, or spending/assets ratio, is 12% in Europe, compared with 7% in the United States.

All European states now recognise the role of private philanthropy in works that benefit the public interest, as demonstrated by the introduction of tax incentive mechanisms (Sweden was the last country to introduce such a mechanism in 2012). Tax breaks encourage people who are already donors to increase the amount of their gift, rather than promoting the emergence of new donors. The French deductibility system is particularly advantageous for donors, compared to neighbouring European countries. In several countries, a proportion of tax is directly allocated to religion or the charity sector. In Germany, the church tax (*Kirchensteuer*) is added to any tax due at a rate of 8 to 9%.

While some countries have a long philanthropic tradition, European foundations today are primarily characterised by their youth, a sign that the philanthropic culture is continuing to make progress and the result of changes to legal and fiscal frameworks. European foundations often mobilise resources other than the initial endowment (fundraising, legacies, etc.) and many function with a donation inflows model, as opposed to the stock model predominant in the United States. The relationship to funding has evolved: philanthropists favour dynamic spending and fast social impact rather than the need for perpetuity.

European philanthropic capital is extremely concentrated, mainly as a result of very large corporate foundations: in Germany, the Robert Bosch Foundation holds assets worth €5 billion. German foundations account for one third of total foundation spending in Europe. In Italy, savings bank foundations, created in the 1990s, hold half of all Italian philanthropic assets, or 21% of the European total. At the other end of the spectrum, numerous foundations with very limited assets are also emerging in Europe.

Accounting for half of all individual donations in Europe (€11.5 billion), the United Kingdom confirms the existence of an Anglo-Saxon model highly committed to giving. The British public benefit from two mechanisms offering attractive incentives: Payroll Giving and Gift Aid.

The three causes which Europeans give most to are international aid, largely funded by the Germans, Swiss and Belgians, social welfare (France and Spain) and religion, accounting for a large proportion of giving in the United Kingdom and Netherlands.

In addition to the traditional activity of donating money to charity and the creation of foundations, two defining phenomena in the philanthropy sector, other indicators are also of interest: in some countries, national lotteries collect colossal sums of money (€500 million in the Netherlands; €800 million in United Kingdom), and new methods of giving (fundraising events; crowdfunding) are developing and contributing to the evolution of giving behaviours and trends.

SCOPE OF THE STUDY

Ten countries studied:

Belgium – France – Germany – Italy – Netherlands – Poland – Spain – Sweden – Switzerland – United Kingdom

These ten countries represent 78%¹ of the population in the area made up of the EU and Switzerland, and 86% of its GDP.

Areas studied:

We are examining two main forms of philanthropy here: **individual giving** (donor population/giving total/average donation/causes supported), **the foundation sector** (number and economic weight/models/causes supported), and all the environmental parameters of each country likely to have an impact on these two phenomena.

KEY FIGURES

Individual giving in Europe:

% of donors (10 countries): 44.3%

Individual giving total (9 countries): €24.4 billion

Giving as a proportion of GDP (9 countries): 0.2%

Foundations in Europe:

Number: 129,975

Total expenditure: €54 billion

Total assets: €433 billion

Vitality (expenditure-to-assets ratio): 12.7%³

Expenditure as a proportion of GDP (9 countries): 0.45%

¹ Eurostat

² Data compiled by DAFNE in September 2014. The number of foundations is taken from 19 European countries; assets and expenditure are the estimates for 13 countries. This study covers 10 countries (106,630 foundations).

³ Vitality and expenditure as a proportion of GDP are calculated on the basis of the nine countries in the study for which we have data (no data available for Poland).

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I. HOW SHOULD PHILANTHROPY IN EUROPE BE MEASURED?

A/ Methodology and data collected

The production and analysis of data on philanthropy in Europe is still developing and not yet standardised: this is one of the first observations to have emerged from undertaking this study. One of our aims is in fact to lay down a marker in this work, by compiling the data available in ten European countries on the principal aspects of philanthropy: individual giving and the foundation sector.

The figures presented in this study are taken from 24 different sources. While we had access to a compilation of data on foundations in Europe, such work has not yet been carried out to measure individual giving.

The data on individual donations includes the giving population as a percentage of the national population, and the individual giving total. These figures were collected from nationally produced reports and surveys, and sometimes refined following discussions with the organisations disseminating them. These bodies produced them using a variety of methods: donor surveys and self-declared information, extrapolation based on data collected from a panel of charities, and data provided by the tax authorities. When several values were available for the same indicator (mainly as a result of different methodologies), we selected those that were most reliable and which offered the greatest comparability with the values of other countries. The reference year is 2012 as more recent figures were not available for all countries, and some figures relate to 2011 or to an intermediate period between 2011 and 2012.

Data on the activity of foundations can be easily compared, thanks to the work of the European Foundation Centre (EFC) and its Donors and Foundations Network in Europe (DAFNE) which brings together 24 national foundation networks. In the absence of a common legal definition of a public benefit foundation, DAFNE has proposed the following, accepted by its members:

*"[Public benefit foundations are] independent, separately-constituted non-profit bodies with their own established and reliable source of income, usually but not exclusively from an endowment, and their own governing board. They distribute their financial resources for educational, cultural, religious, social or other public benefit purposes, either by supporting associations, charities, educational institutions or individuals, or by operating their own programmes"*⁴.

On the basis of this definition, DAFNE has collected data on the number and economic weight of foundations (spending and assets) from national foundation networks. We have updated some of these figures. Here again, despite this essential standardisation work, comparability of data is not absolute: these figures sometimes relate to estimates or partial sets of data, and for some countries refer to different years. Nevertheless, as in the case of individual giving, the main trends and discrepancies between national situations are clear enough to be included in our analysis. An international comparative study was produced in 2008 by the European Foundation Centre which in the document [Foundations in the European Union, Facts and Figures](#), analyses the data collected on foundations from a large number of European countries between 2003 and 2008. While our figures are more recent, the trends and observations are fairly similar and we will refer to this work on a number of occasions.

Details on sources and national data collection methods are given at the end of this document.

All this data can be used to compare the volume and weight of philanthropy in the different countries in terms of absolute value, and to identify the main contributors to European philanthropy as a whole.

⁴ In several European countries, the term "foundation" can also refer to structures which, although pursuing a disinterested and non-profit objective, do not fall within the public benefit definition.

Using these figures, we have also recalculated a certain number of relative values in order to estimate the weight of philanthropy in terms individual countries, and to compare national situations: volume of donations or volume of foundation spending as a proportion of national GDP, and foundation density (number of foundations per 100,000 inhabitants).

We have also created a foundation vitality index, which can be used to measure the dynamism of the sector by comparing two indicators expressing the economic weight of a country's foundations: total assets and total expenditure.

These methodological issues, as well as reminding us of the caution necessary when comparing figures, underline the need for a standardised approach to collecting European data, particularly as transnational cooperation on philanthropy continues to grow.

Private contributions to public benefit organisations: beyond traditional giving and foundation activity

The study focuses on two traditional aspects of philanthropic expression: individual giving and the activity of foundations, as these established vehicles remain central to the expression and measurement of philanthropy, and because existing data is available and comparable.

However, in addition to charitable giving and foundations, a range of other private resources exist which allow the voluntary sector to accomplish its missions. Among the most significant are legacies to philanthropic organisations, which continue to grow in most countries for which data is available, and constitute a very important resource.

National lotteries are another essential resource of the third sector in several European countries (most notably the United Kingdom, Netherlands, Belgium and Germany): financed by the money of individuals, collected by the state and awarded to public benefit undertakings, sometimes via the creation of a foundation, these resources sit at the border between public and private initiatives and provide very substantial amounts of funding. In the Netherlands, six national lotteries contribute just under €500 million to the voluntary sector, which is more than the grants awarded by foundations to non-profits⁵. In the United Kingdom, the Big Lottery Fund has distributed almost €800 million (which is not included in the present figures and comparisons), the equivalent of one-fifth of all foundation spending⁶.

Lastly, new ways of giving, whether through crowdfunding or fundraising events (galas, races, etc.), are changing the philanthropic landscape without, however, at this stage affecting the major trends described here. Transformations in giving habits and ways of giving will be an important area of analysis for the future.

⁵ 2011 figures. [Giving in the Netherlands 2013](#), Center for Philanthropic Studies, Amsterdam University.

⁶ 2012/2013 figures. [Giving Trends, Top 300 Foundations, 2014 Report](#), Association of Charitable Foundations.

The growth of legacies in Europe: some encouraging figures

Although amounts are not always known and the figures available are often constructed from partial estimates, existing data underlines the importance of legacies in Europe, the contribution of which is far from negligible. The development by fundraising professionals of a philanthropic offer dedicated to legacies suggests that this method of giving will continue to grow, following the demographic curve of the European population and boosted by the willingness of the oldest generations to give.

- Germany:

One in ten Germans aged over 60, or 10% of this age bracket (and 30% when there are no children), intends to bequeath part of their estate to a charitable organisation.⁷ For comparison, in France, "intentionists" account for around 4% of this age bracket.

Approximate legacy total (2006): **€5 billion**⁸, **an amount close to the individual giving total.**

Mein Erbe tut Gutes (My Legacy Does Good) campaign, run jointly by the German fundraising association and several major German charities.

- United Kingdom:

€2.5 billion, an amount close to total foundation grant-making to the charity sector⁹.

- Italy:

€1.1 billion¹⁰

- Netherlands:

€256 million¹¹

Up 9% from the previous year.

- Belgium:

Approximate legacy total (2013): **€72 million**, up 38% from 2012 (or an increase over three times higher than the rise in individual giving and grant-making).¹²

Both total amounts and the number of charity wills have risen, the latter up 36% in 2013¹³.

Testament.Be campaign

Ongoing growth: figures from the Belgian tax authorities show a rise of 40% in charity legacies between 2006 and 2010.

- Switzerland:

€32 million¹⁴.

⁷ Source: European Fundraising Association, at the launch of the campaign *Mein Erbe tut Gutes*

⁸ *Gesellschaftlichen Wandel gestalten Drei Ansätze für mehr Philanthropie in Deutschland*, McKinsey & Company, 2008: report and proposals for the development of philanthropy in Germany.

⁹ 2012/2013 figures. *Giving Trends, Top 300 Foundations, 2014 Report* (Association of Charitable Foundations).

¹⁰ ASSIF (Italian fundraising association)

¹¹ 2011 figures. *Giving in the Netherlands 2013*

¹² Amount for 284 associations. Source: Fundraisers Forum.

¹³ *Fédération des Notaires de Belgique*, in an article *De Morgen, Het Laatste Nieuws* (April 2014), quoted by the Fundraisers Forum.

¹⁴ Figure calculated by extrapolating the percentage given to Zewo-certified non-profits in 2012 to the entire Swiss charity sector. (*Zewo Statistiques des dons 2013*)

B/ The countries studied, a representative selection of the different faces of European philanthropy

Ten countries studied:

Belgium – France – Germany – Italy – Netherlands – Poland – Spain – Sweden – Switzerland – United Kingdom.

These ten countries represent 78%¹⁵ of the population in the area made up of the EU and Switzerland, and 86%¹⁶ of its GDP. The study therefore covers philanthropic expression for most of the European population and allows us to provide a tangible indication of its overall contribution.

A wide variety of sociocultural contexts

Cultural heritage, historic upheaval, current economic difficulties, fiscal backdrop, conception of the role of individual and community, organisation of the charity sector, but also the professionalisation of fundraising methods: generosity in Europe is expressed in a multitude of different contexts, and there are as many types of European philanthropy as there are countries. Why do people choose to give or not give? Why support one cause rather than another? Why is the average donation much higher in one country than in its neighbour? The study aims to contextualise the relationship to giving and philanthropy in these different countries in order to try and provide explanations to the discrepancies observed in the figures.

There is no one-size-fits-all portrait of the European donor. Quite the contrary in fact, and a wide variety of profiles, motivations and practices exist. Philanthropy is being globalised, trade is intensifying and boundaries are becoming blurred. However, as in other areas, this globalisation is accompanied by a strengthening of national identities and characteristics.

Among the countries in the study, the different models of society are the backdrop, the framework within which philanthropy is expressed and implemented: Germany, a country where the foundation sector dates back centuries and has deep roots in society, France, where civil society first developed strongly through its associations, the United Kingdom illustrating the Anglo-Saxon model where philanthropy is an integral part of daily life, Sweden, the country of a social-democratic culture leaving little room for the individual to take responsibility for the collective good, Italy and Spain, southern European countries where the state and religious institutions have for many years shared works of public benefit, and Poland embodying an emerging and dynamic philanthropy at work in Central and Eastern Europe.

We will see that any attempt to fit a state, culture or situation into a fixed model is a risky undertaking. Let's take the example of Sweden, the social-democratic model of a welfare state where citizens benefit from a high level of social protection, varied and numerous community services, and significant and fair redistribution of wealth. This backdrop is usually presented as being unfavourable to philanthropy. We will see that certain indicators strongly suggest that this apparent causality is in fact not so clear-cut.

Despite the lack of data available, we have chosen to include Poland in this overview because the Polish example contributes to the diversity of faces in the European philanthropic landscape.

The organisation of giving behaviours in Poland, whether in the form of individual giving or foundation activity, is an important regional indicator: against a backdrop of increasing professionalism in the

¹⁵ Population total (aged 15 and over) of the 10 countries covered = 336,441,297. Population total (aged 15 and over) of the 28 EU countries: 425,867,635. Eurostat sources, 2012 figures.

¹⁶ GDP total of the 10 countries covered = €11.932 billion. GDP total of the 28 EU countries = €13.426 billion. Eurostat sources, 2012 figures.

fundraising industry, philanthropy is growing rapidly in Poland, as it is in other Central and Eastern European countries.

II. EUROPEAN PHILANTHROPY, A SIGNIFICANT PLAYER IN A GLOBAL CONTEXT

A/ European philanthropy compares favourably with its American counterpart

Giving, private generosity, philanthropy: these concepts are often associated with American society and an Anglo-Saxon culture where attitudes to wealth are more relaxed, and where private initiatives to transfer part of that wealth to the common good are an integral part of the individual's relationship with the society he or she belongs to.

In Europe, the birth of philanthropy dates back to the Middle Ages, fostered by the Judaeo-Christian tradition of charity. Its modern form remained relatively discreet during the second half of the 20th century, a period when the welfare state model was widespread in Europe and assigned responsibility for protecting citizens and developing infrastructure for the common good, whether in terms of healthcare, social security or education. Discreet but nevertheless present, philanthropy therefore focused on complementary areas such as culture and religion.

While its development was in some instances radically interrupted by the Second World War, the history of contemporary European philanthropy is anchored in the context of post-war Europe, and has undergone remarkable and widespread expansion over the last two to three decades: sustained by the wealth creation marking the second half of the 20th century, European philanthropy is currently redefining the role of private initiatives in the public arena.

Does this European philanthropy, taken as a whole, bear comparison with its American counterpart?

Europe	USA
Foundations ¹⁷ : Number: 129,975 Total expenditure: €54 billion Total assets: €433 billion Vitality (expenditure-to-assets ratio): 12.7% ¹⁸ Expenditure as a proportion of GDP (9 countries): 0.45%	Foundations : Number ¹⁹ : 104,107 Total expenditure: \$71 billion (€53.5 billion) Total assets: \$823 billion Vitality (expenditure-to-assets ratio): 8.6% Expenditure as a proportion of GDP: 0.45%
Individual giving : % of donors (10 countries): 44.3% Individual giving total (9 countries): €24.4 billion Giving as a proportion of GDP: 0.2%	Individual giving : % of donors: 95.4% Individual giving total: \$229 billion ²⁰ Giving as a proportion of GDP: 1.5%

If we compare data on the donor population and total individual giving amounts, Europe pales into

¹⁷ Data compiled by DAFNE. The number of foundations is taken from 19 European countries; assets and expenditure are the estimates for 13 countries.

¹⁸ Vitality and expenditure as a proportion of GDP are calculated on the basis of the nine countries in the study for which we have data (no data available for Poland).

¹⁹ 2013 figures. Foundation Center.

²⁰ 2012 figures. [Charitable Giving in America: Some Facts and Figures](#). National Center for Charitable Statistics

significance next to the United States (Europe²¹: 44.3% are donors, giving total as a proportion of GDP: 0.2% --- USA: 95.4% are donors, giving total as a proportion of GDP: 1.5%).

The United Kingdom, which is the highest ranked European country for indicators associated with giving (total amounts and individual giving as a proportion of GDP: 0.56% of GDP²², way ahead of the rest of Europe) is still a long way off the American figures.

However, further investigation of this observation somewhat qualifies received ideas on America's philanthropic hegemony. Estimated total giving by foundations in nine European countries is equivalent to that of all American foundations (€54 billion for nine European countries - \$71 billion for the United States, or €53.5 billion²³). In relative value (as a proportion of GDP), the European foundation sector is just as committed as its American counterpart (0.45%).

While philanthropic wealth (total foundation assets) is much greater in the United States than in Europe, its allocation to public benefit activities is much more dynamic in Europe. The foundation vitality index (expenditure-to-assets ratio) illustrates this: half of the European countries studied, including France, have a higher philanthropic vitality index than that of the United States. With an expenditure-to-assets ratio of 34%, France can therefore be considered one of the countries with the most dynamic foundations, this ratio being four times higher than that of American foundations (8.6%).

In addition, on a worldwide scale, there are many encouraging signs for the future of European philanthropy as a whole.

B/ Confidence in the future and the strong potential of European philanthropy

Several studies highlight the rapid growth of giving in Europe. Firstly, despite the difficult economic backdrop, European fundraising organisations have expressed a certain amount of confidence in the future. In the report "Fundraising in Europe 2013/2014", published by the European Fundraising Association, fundraising professionals in 17 European countries gave their predictions for the future. While in 2012, only 25% predicted that fundraising income would rise, 53% predicted increased income a year later. Thus, while they identified the economic backdrop as the main obstacle to growth, they viewed the development of European giving with measured but increasing confidence.

The indicators are also encouraging when it comes to major donors: the culture of large-scale European philanthropy is booming. This is the portrait painted in the Individual Philanthropic Index produced by BNP Paribas and Forbes Insight, where they construct a philanthropic index for four main regions of the world (United States, Europe, Middle East and Asia), based on a survey of individuals with more than \$5 million in investable assets. While the survey does not provide information on the amounts given by these major donors, it gives an insight into how philanthropy is viewed in these regions, on the basis of criteria such as current and projected giving, the conception of philanthropic commitment – particularly in terms of innovation and assessing the impact of their gifts – but also the willingness to publicise their giving. According to the Index, Europe is in second place behind the United States for all indicators, apart from that of innovation.

²¹ Average of the 10 countries in this study for the donor population, and average of 9 countries for individual giving as a proportion of GDP.

²² UK Giving 2012 (Charities Aid Foundation/NCVO).

²³ *We have used an average euro/dollar exchange rate here for 2013, the year to which these figures refer. This comparison with the United States would be significantly different if we applied the current exchange rate which is much more favourable to the dollar. When making international comparisons, the vitality index of the foundation sector has the advantage of being independent of exchange rate fluctuations.*

While very few of them have yet joined the Giving Pledge community – an initiative launched by Warren Buffett and Bill Gates encouraging the world's wealthiest individuals to dedicate at least half of their wealth to philanthropic causes, and to announce it publicly – high-net-worth Europeans are making their giving increasingly known, and want to play a key role in the major challenges of European societies by committing to long-term initiatives.

Although the rise in major donors is still discreet in many European countries, where one of the main obstacles continues to be a fear of arousing a certain degree of suspicion, the potential for large-scale giving by wealthy individuals is considerable. For example, in the United Kingdom, where disclosure of large individual donations is accepted (the Sunday Times Giving List publishes a ranking of the largest British philanthropists, like the list established by Forbes in the United States), it is estimated that the richest 10% only account for just over 20% of total giving while they hold more than 50% of all wealth.²⁴

Some examples of European philanthropists who have made their support public: Diego de la Valle, Italian president of leather goods group Tod's, who donated €25 million to restoration of the Coliseum columns in Rome, and Hasso Plattner, a German businessman who made his fortune cofounding IT group SAP and offers long-term support to numerous large-scale philanthropic projects, including a donation of €200 million to set up a computer engineering institute in Germany and California.

C/ Transnational networks and initiatives: new impetus for European philanthropy

While philanthropy is expressed in different ways in each country, effective networking of European players, both in the fundraising and grant-making sector, can only strengthen the contribution and future influence of European giving, both individually and in terms of foundation activity.

The main European philanthropy networks:

- ✓ In the area of fundraising, the European Fundraising Association brings together the national fundraising platforms of 19 European countries.
- ✓ In the foundation sector, the European Foundation Centre represents more than 200 key grant-makers in Europe. It hosts the Donors and Foundations Network in Europe (DAFNE) representing national foundation platforms.

Examples of transnational initiatives:

- ✓ Project to create a European foundation statute.
- ✓ Fostering specific collaborative initiatives, such as those of the Network of European Foundations (NEF), by involving foundations in international operational projects.
- ✓ Engaging some of the largest European foundations in a coordinated project entitled The New Pact for Europe which promotes debate and sets out the strategic vision of philanthropic stakeholders on Europe's future.

²⁴ [Richer Lives: why rich people give](#), Theresa Lloyd and Beth Breeze, 2013.

- ✓ Skill sharing in themed networks, such as the European Venture Philanthropy Association, which represents European organisations (and especially foundations) working in the field of venture philanthropy.

Facilitating flows of European philanthropic capital:

In addition to stakeholder networks and knowledge sharing, the promotion of European philanthropic development includes making it easier to donate, in particular through the Transnational Giving Europe mechanism. Thanks to a partnership between major foundations throughout Europe, individual and corporate donors from 17 European countries can benefit from the tax breaks in their own country of residence when they support a public benefit organisation in one of the other 16 countries.

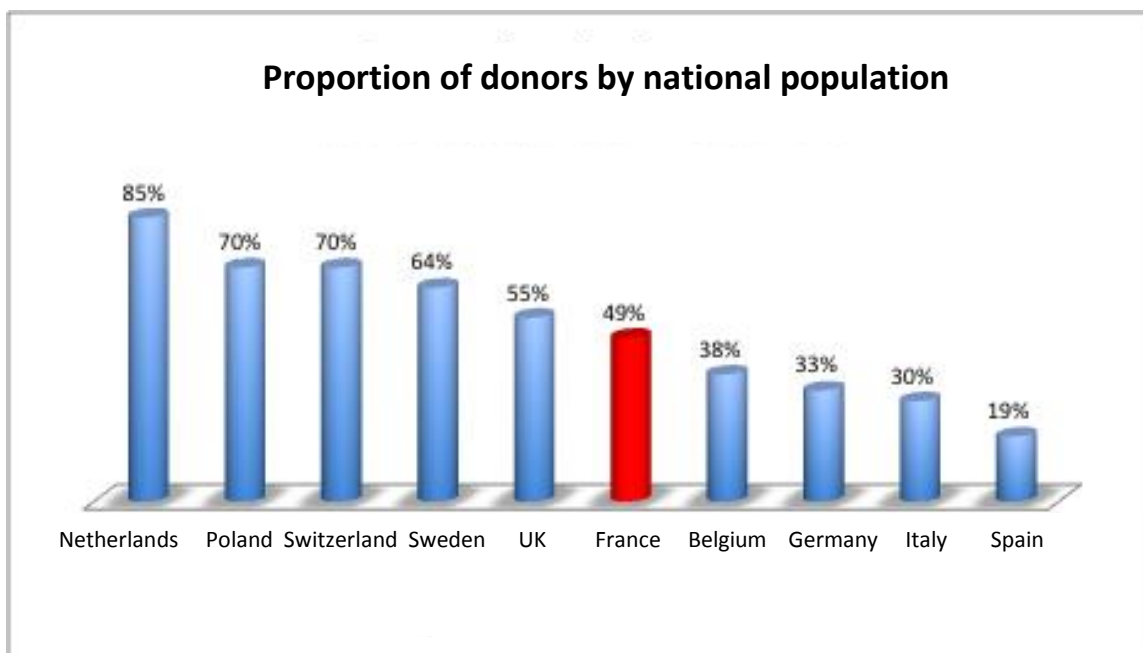
III. EUROPEAN DONORS

Who are European donors? Which countries have the largest percentage of donors? At European level, which countries contribute the most to the donor population as a whole? Which contextual factors help to explain significant discrepancies between national situations?

The number of donors and the percentage they represent in a country's population is a first useful indicator for assessing philanthropy and comparing national situations. This data is available for all the countries studied, but it should be treated with caution. Being based on surveys, it is of declared value only. We have observed that in several cases, comparing the figure for individual giving amounts and the average donation resulted in inconsistencies. There are several explanations for this, mainly due to fluctuations in data depending on the sources and methods used to collect it, and a propensity to declare being a donor which may be distorted (when a couple regularly donates to non-profits, do both people view themselves as donors?).

However, while they may sometimes be difficult to tally mathematically with other giving indicators, the proportions of donors in each country are values that can be compared, and the discrepancies between countries are fairly significant, allowing the analysis of certain trends.

These percentages illustrate the way in which Europeans in different countries choose whether or not to make an economic contribution to good causes. Giving means choosing a cause, an organisation and a beneficiary. It means contributing to a private and disinterested initiative for the good of the greatest number. But it also and above all means, through the act of becoming a donor, deciding that the very definition of what should be of general interest is not only the preserve of public institutions, and that it is possible to bring one's own personal vision to this definition and its implementation.



Data based on surveys conducted in each country. See appendix for sources.

The countries with the highest proportion of donors are the Netherlands, Switzerland, Poland and Sweden. The countries of northern Europe are at the top end of the ranking, and the countries of southern Europe (Italy and Spain) bring up the rear, with Spain having a very low rate of only 19% compared to the others.

France is in sixth place, with 49% of the population giving to charity, a value which places it above the average donor proportion for all ten countries²⁵ (44%).

It is interesting to note the position of the United Kingdom in fifth place, ahead of France by only 6 points.

These percentages cannot be used to predict giving amounts in the countries concerned, but as we will see below, they give an interesting insight into the way in which Europeans feel responsible or not for voluntarily contributing to the common good, for whatever reason: sense of social duty, willingness to support a particular cause, commitment to the voluntary sector, etc.

Everyone a philanthropist in the Netherlands

Whether for individuals or foundations, numerous indicators agree²⁶: giving and grant-making are an integral part of Dutch society, both in terms of individual behaviour (85% of the Dutch population are donors, placing the nation top of the European countries studied), and in terms of contributing economically to the common good (as a proportion of GDP, the giving total is the second highest in Europe and foundation spending is the highest in Europe).

Dutch companies are also an equally important part of this trend: 71% of them are donors, and the volume of corporate grant-making has on several occasions exceeded the volume of private giving over the last 15 years, a situation remarkable in Europe.

²⁵ Taking the demographic weight of each country into account. Population aged 15 and over (Eurostat sources)

²⁶ [Giving in the Netherlands 2013](#)

A/ Giving time and giving money: concordant behaviours

In the Netherlands and Sweden, the voluntary sector is highly organised and professional. In these countries, citizen engagement traditionally involves giving time and taking part in voluntary work (50% of Swedes devote an average 16 hours a month to volunteering²⁷. In the Netherlands, 38% of the population devote an average 21 hours a month to voluntary work²⁸). The high proportion of donors in both these countries shows that volunteering and giving are not mutually exclusive forms of engagement, in fact, quite the contrary²⁹.

On the other hand, in Germany, another country where volunteering is highly developed and encouraged by the government, this giving time/giving money correlation does not exist. More than 70% of Germans participate in voluntary work, and 36% take part in long-term volunteering initiatives³⁰, but the proportion of donors is among the lowest in Europe (33%). We will see in the following section that the fiscal backdrop – and in particular the German church tax – is not unconnected with this low donor rate.

B/The fiscal environment: between impediment and incentive to giving

➤ Tax incentives to encourage giving

It is remarkable that in all the countries studied, the state offers tax benefits to donors, in recognition of private initiative and individual expression of commitment to benefit the common good. While such a system has existed in the United Kingdom since the 1920s, the last country to introduce tax breaks for charitable giving was Sweden in 2012.

It is difficult to compare these tax incentive mechanisms (especially where tax deduction and not reduction is involved) but they appear to have more influence on the size of gifts made rather than whether to give or not: in France and the United Kingdom, countries with more generous tax breaks than elsewhere, the proportion of the donor population is only average, while average donation amounts are the highest in Europe.

²⁷ FRII (*Frivilligorganisationernas Insamlingsråd* – Swedish Fundraising Council)

²⁸ Giving in the Netherlands 2013

²⁹ By way of comparison, only 17% of the French population do voluntary work (*Baromètre de la confiance*, 2013) and in Belgium this figure is between 11 and 15% (*Le Soir*, "Plus d'un millions de Belges sont bénévoles", Dec. 2012)

³⁰ Gesellschaftlichen Wandel gestalten Drei Ansätze für mehr Philanthropie in Deutschland, McKinsey & Company, 2008

Tax incentives for giving in Europe³¹

Two types of mechanism exist:

Tax deduction: the gift amount is deducted from taxable income

This is the mechanism used in the United Kingdom, Switzerland, Germany, Italy (although variants exist depending on the type of beneficiary), the Netherlands, Poland and Sweden.

The deduction has an upper limit which varies according to the country.

The United Kingdom has a special tax deduction system through its Gift Aid and Payroll Giving mechanisms.

Tax reduction: a tax credit is granted, the amount of which is proportional to the donation

This is the mechanism used in Belgium, France and Spain.

France has the highest rate (66% of the donation amount, compared with 45% in Belgium and 25% in Spain) and the highest upper limit (20% of taxable income, compared with 10% in Belgium and Spain).

➤ **Tax burden, an impediment to giving**

In most countries where taxation is high, the proportion of people who give is lower. France, Belgium and Italy, where tax revenues exceed 40% of GDP, are all in the bottom half of the ranking: in most countries where the population make a large contribution to good causes through high tax levies, more than half the population choose not to give.

This trend reveals an interpretation of how roles between individual and state are divided: a strong state with high levels of public spending funded by high tax levies guarantees the allocation of tax to the common good, and citizens are then less inclined to take part in helping to solve societal problems.

Against the current economic backdrop which has led to a higher tax burden, the proportion of tax having increased significantly, individuals have to make choices on the money left to them.

Sweden is a genuinely special case as it has both the highest income tax rate (57%) and the joint highest public spending rate with France (52%), but despite this, 64% of the population are donors.

➤ **Direct allocation of tax to the common good**

Direct allocation of tax is a mechanism present in at least six European countries (Germany, Italy, Spain, Sweden, Switzerland and Poland), but absent in France. In these countries, tax can be redirected towards a public benefit cause or organisation. In most cases, this is a percentage of the tax due (1% in Poland, 0.5% in Italy, etc.) which taxpayers can choose to allocate not to the state but to the cause of their choice. It frequently takes the form of a religious tax, but in some cases, it can also benefit the voluntary sector. The best-known example is that of Germany, where a very high rate of church tax, the *Kirchensteuer*, is added to the initial tax payable (additional tax of 8 to 9%).

When they choose to direct a proportion of their tax to the voluntary sector, the behaviour of donors appears to be influenced by this: even if in most cases it does not mean additional expenditure, this form of direct fiscal allocation apparently gives taxpayers a sense of already having undertaken their own targeted individual giving. This is borne out by the fact that the three countries with the lowest percentage of donors in the population practice this type of tax levy.

The German tax, which represents a significant tax burden, could explain the relatively low proportion of donors in the country (33%). We will see that religion is the primary cause supported by donors in several European countries, in particular the Netherlands and United Kingdom, where it represents 40% and 17% of total giving respectively. If at least part of these donations to religious works were made via taxation,

³¹ Legal and fiscal country profiles, European Foundation Centre

the proportion of people giving to them would certainly be lower.

Countries where a proportion of tax can or must be allocated to the church or voluntary sector³²

- Germany

Protestants and Catholics pay a mandatory religious tax of between 8 and 9%, which is additional to income tax. In 2012, the amount collected by the Catholic Church alone of €5.2 billion exceeded total individual giving to the charity sector.

- Italy

Italian taxpayers have several options, which can be combined.

A share of their tax, equivalent to 0.8%, can be paid to a Catholic, Protestant or Jewish religious institution.

Another share of 0.5% can be allocated to the voluntary sector. Through this mechanism, the state pays out more than €400 million a year.

- Spain

Spaniards have the option of allocating around 0.5% of their tax to the Catholic church or to a charitable organisation.

- Sweden

Swedes pay a church tax of around 1% of tax owed.

- Switzerland

Many cantons collect a church tax. In some cases, this is a percentage of the tax already owing, and sometimes an additional tax.

- Poland

57% of Poles voluntarily³³ support a mechanism allowing them to allocate 1% of their tax to the organisation of their choice, which represents one of the largest sources of revenue for the sector. This arrangement has existed since 2004 and an increasing number of Poles choose to subscribe to it each year.

Mistrust, an impediment to giving

Choosing to give means placing one's trust in an organisation and in the operation of the charity sector in general. This trust, while never definitively acquired, nevertheless appears to be shared by the majority. This is the case in France, for example, where 52%³⁴ of people say that they trust the non-profits and foundations asking for their help. On the other hand, mistrust can predominate, as in Spain, where only 33% of the population express trust in the sector. In this country where development of the third sector has been relatively slow, generosity and solidarity are traditionally expressed more within family networks, while the common good is entrusted to the state and religious institutions.

³² Pew Research Center. 2014

³³ Data from the Polish Ministry of Finance, transmitted by *Polskie Stowarzyszenie Fundraisingu*, the Polish fundraising association

³⁴ *Baromètre de la confiance 2013*, TNS/Comité de la Charte

C/ National trends and characteristics

Almost one in five European donors is French

The estimated total number of donors for all 10 countries in the study is just under **149 million people**³⁵, or **44.3% of the total population**. This estimate is based on self-declared data and should therefore be treated with caution. In several cases, it cannot be mathematically compared with the giving amount³⁶, but it is, however, of useful indicative value.

The country with the largest number of donors is the United Kingdom with an estimated donor population of almost 28 million.

France has the second largest number of donors with an estimated donor population of more than 25 million.

Germany and Poland are next, with roughly similar estimated donor numbers of around 23 million.

Thus in the area studied, one in five donors is British, almost one in five donors is French, and almost one in six donors is Polish.

These four countries alone, the United Kingdom, France, Germany and Poland, account for 68% of the donors covered by the study.

These raw figures do not provide information on the amounts given by individuals, but it is interesting to cross-reference them with the charitable sectors that donors favour, and thus attempt to determine which causes are the most popular among givers in Europe.

High levels of citizen engagement in Poland

The position of Poland is a remarkable one. While a large and increasing percentage of the population opt to allocate 1% of their tax to a public benefit organisation, 70% of the Polish population declare themselves donors, one of the highest proportions in Europe³⁷. Poles are therefore highly motivated and willing to support public benefit undertakings, in a country where a culture of private giving is relatively recent. The young Polish philanthropic sector is booming, undergoing real and rapid professionalisation and benefiting from the relaxation of legislation on fundraising³⁸. Created in 2006, the Polish association of fundraisers has already trained more than 5000 people in fundraising techniques, and has a membership of at least 300 professional fundraisers. The vitality of the sector is boosted by international debate and support from professionals in other countries³⁹.

This organised expansion of Polish philanthropy is indicative of a coordinated regional dynamic, as illustrated by the networking of fundraising professionals in the countries of Central and Eastern Europe at an annual conference (Central and Eastern European Fundraising Conference).

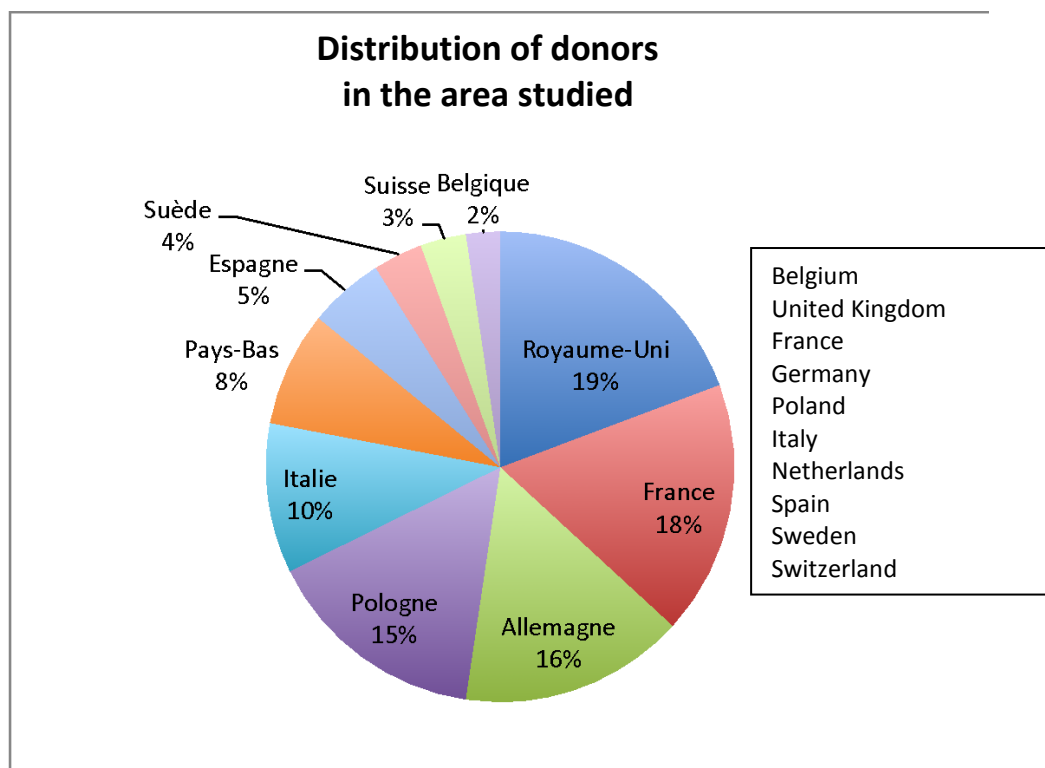
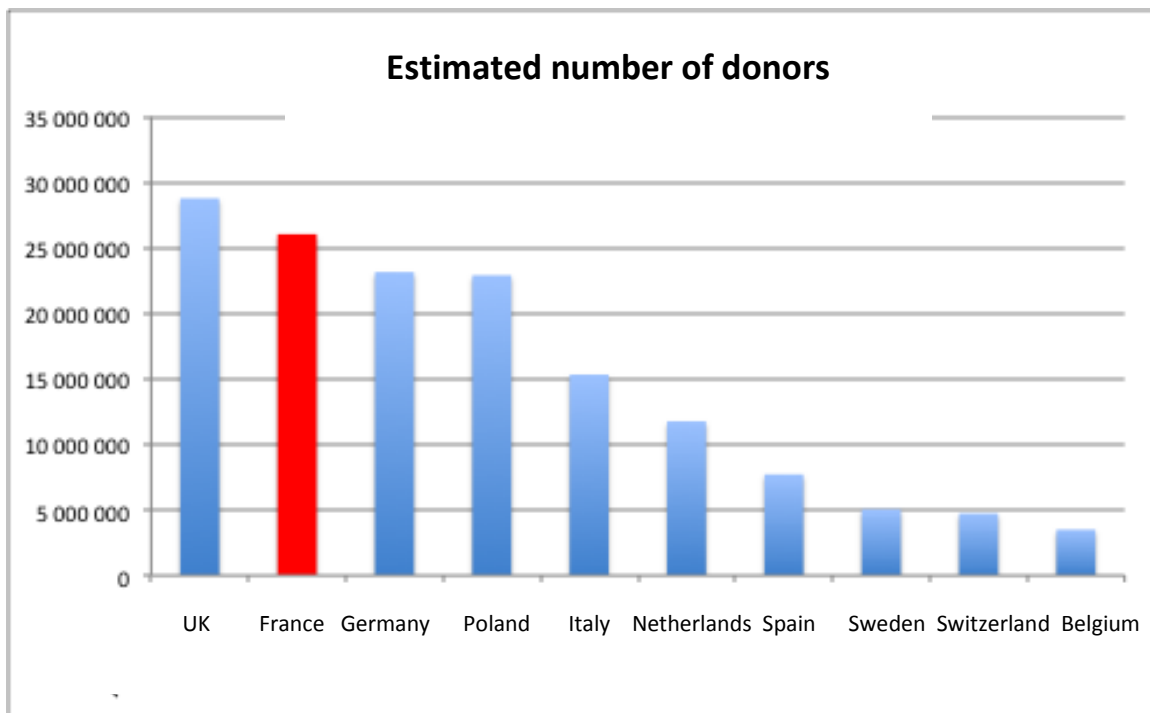
³⁵ By applying the proportion of donors declared to the population aged 15 and over of the different countries.

³⁶ In the example of France, the giving amounts (total amount and average donation) per household are taken from figures declared to the tax authorities, while the donor population is estimated from a survey in which donors are considered to be people who give "several times a year", "around once a year", but also "every two to three years".

³⁷ 2012 figure, provided by the organisation Klon/Jawor, which conducts an annual survey with the Millward Brown institute: 70% is the figure for those giving directly to a non-profit, and not via the tax allocation option.

³⁸ With the 2014 repeal of a law requiring non-profits to acquire a permit for raising funds from the general public. A simple declaration is now sufficient. (Source: European Fundraising Association)

³⁹ In particular, via a partnership with the German fundraising association, and organisation of an international fundraising conference. (Source: European Fundraising Association)



The donor population: what long-term trends?

It is interesting to note that the percentage of people giving is increasing in some countries and dropping in others⁴⁰. Is this trend an effect of the financial crisis? The result of demographics? The consequence of improved fundraising methods? We will see that these developments affect total giving amounts at national levels. While in Germany, Belgium, the Netherlands, Poland, and France to a lesser extent, donor populations are increasing, conversely in Italy and the United Kingdom, the number of donors has been dropping for several years.

D/ Marked geographical disparities within countries

Within these national percentages, there may be marked geographical disparities which can be explained by the historic, cultural or political context.

Some examples:

- In Germany, 37% of the population in the west of the country are donors, while in the east this figure is only 27%⁴¹.
- In Switzerland, the proportion of donors is equally balanced between French-speaking and German-speaking areas, but the average donation is much higher in German-speaking Switzerland (CHF 430 for 2012) than in the French-speaking part (CHF 217 for 2012)⁴².
- In the United Kingdom, disparities vary depending on whether the number of donors or the average donation is being considered: Northern Ireland is the most generous region in terms of donor population, while the Scots give higher amounts than the English, despite the fact that the income of the latter is higher.
- Some regional disparities also exist in France. The proportion of donors is higher in eastern France (particularly in Alsace and the Doubs) and in the west of the Paris region, while the lowest donor percentages are found in Corsica and Seine-Saint Denis⁴³.

⁴⁰ Sources: see appendix.

⁴¹ *Deutscher Spendenmonitor 2011*, TNS/Infratest.

⁴² *Spendenmonitor*, GFS Zürich.

⁴³ 2012 figures. *Baromètre de la générosité 2014*, France Générosités-Cerphi.

IV. INDIVIDUAL GIVING: AMOUNTS AND TRENDS

A/ Weight of national giving in Europe

Individual giving: almost €25 billion of donations

For all of the area studied (excluding Poland, for which data is not available), philanthropy expressed in the form of individual giving totals more than €24.4 billion.

Further details on the data used:

The giving total data for different countries was collected using a variety of methods. When several figures were available, we opted for those calculated using the most robust methods, and provided by benchmark organisations in those countries (detail of sources in the appendix).

The different methods used to estimate total giving in an individual country:

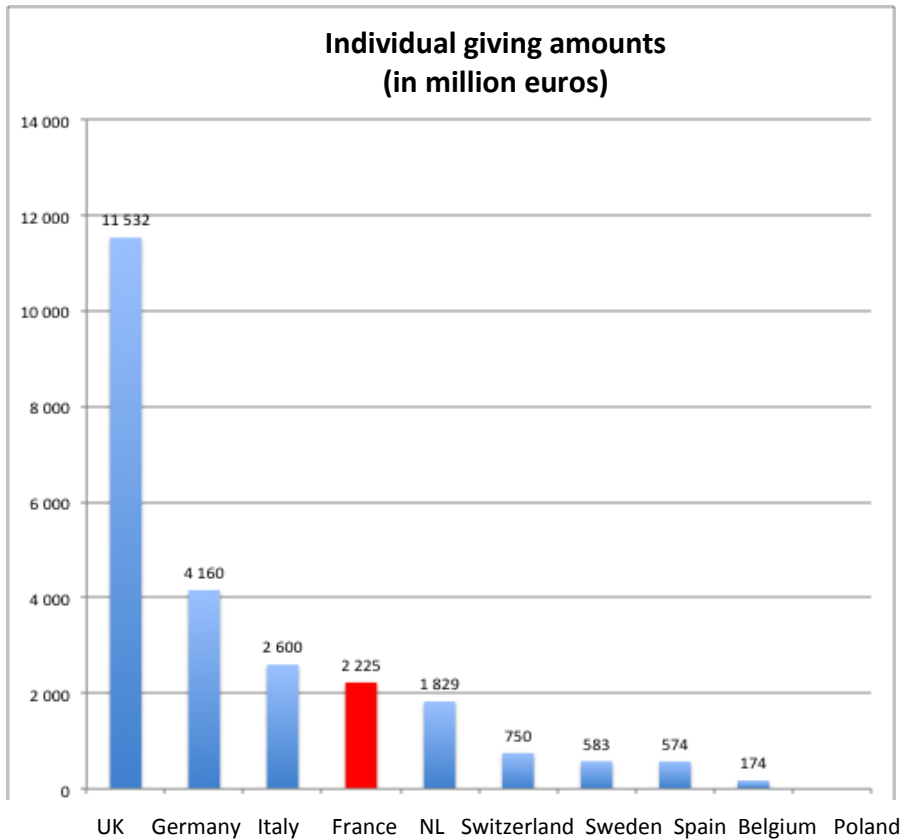
- Extrapolation from donor surveys: Germany, Spain, United Kingdom, Netherlands
- Figures provided by the tax authorities (donations declared in tax declarations): Belgium, France
- Fundraising figures taken from non-profit accounts (Sweden), sometimes extrapolated by us to all of the sector (in Switzerland, on the basis of funds raised by organisations holding the Zewo label)

For at least four countries, these total amounts are likely to be underestimated:

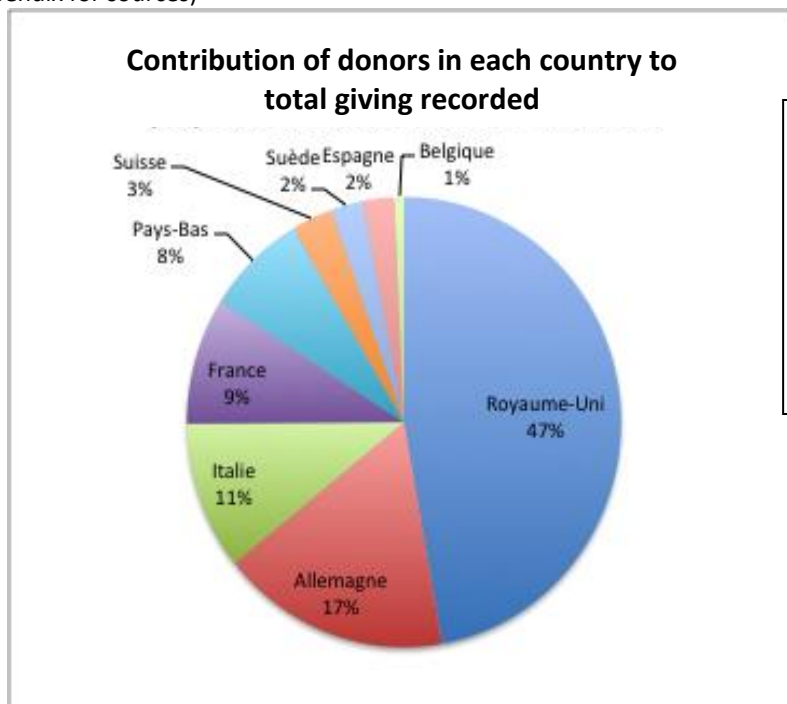
- Germany, as the total does not include donations over €2500.
- Sweden, as the total only includes organisations with a particular status – 90-account – and therefore does not include fundraising by museums, hospitals, etc.
- France and Belgium, as these figures are taken from actual tax declarations which therefore only include declared donations. For Belgium, for example, annual contributions of less than €40 do not give rise to a tax deduction.

On the basis of some estimates, France would be ranked higher than Italy.

The individual giving figure provided by the Italian fundraising association, ASSIF, included legacies (€1.1 billion). In the interests of comparability, we have deducted legacies from the giving total.



(See appendix for sources)



Belgium
United Kingdom
Germany
Italy
France
Netherlands
Switzerland
Sweden
Spain

NB: no data for Poland

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The United Kingdom, the highest-ranked contributor of individual giving in Europe

The three countries whose individual donors contribute the most to the total giving amount recorded in the scope of this study are the United Kingdom, which contributes almost half of the European giving total, Germany and Italy.

French donations are ranked fourth in this list and represent around 9% of all European gifts.

United Kingdom, the country of giving

One in five donors is British, the leading nation among European donors.

In absolute value, the United Kingdom is by far the largest contributor in terms of European individual giving: although the total donations collected in the country have dropped considerably and are at their lowest level since 2004, British donors contribute €11.5 billion⁴⁴, or almost half the European giving total (€24.4 billion).

First place on the European giving podium is corroborated by the relative value of individual giving (ratio of giving volume to GDP), here too far ahead of the countries that follow. The average donation (€402) is also the highest in Europe, in absolute value and in relation to GDP per capita.

In Anglo-Saxon culture, philanthropy is a widespread, daily practice: giving is an act of social recognition, willingly made known, and not private and personal as it can be in France. This culture of giving is also instilled here from the youngest age, often in celebratory and entertaining ways. The organisation of the fundraising industry in the United Kingdom and the wide variety of methods available to the British public for giving (Payroll Giving, Gift Aid, etc.) are also important features.

However, the dominance of British giving can be somewhat qualified:

- The proportion of British donors is declining, and only average compared to other European nations.
- The United Kingdom stands out through the volume of individual giving, both in absolute value and as a proportion of GDP, but the grant-making of its foundations relative to GDP is the lowest in the study (0.14%). When comparing the relative weight of individual giving and foundation activity, the British situation is similar to that of the United States: a landscape in which philanthropy is expressed predominantly through individual giving rather than through the foundation sector, whereas in all other European countries, the weight of foundation activity is much greater than individual giving.

⁴⁴ UK Giving 2012, Charities Aid Foundation/NCVO.

B/ International aid, social welfare and religion: priority causes for Europeans

Three areas top the list of causes supported in the different countries (in terms of giving amounts), demonstrating different conceptions of solidarity.

For the Germans, Belgians and Swiss, international and humanitarian aid is the priority, accounting for 74% of total German donations, 61% of Belgian donations, and 43% of Swiss donations.

Elsewhere in Europe, and particularly in France, national causes are dominant: French and Spanish donors direct their gifts primarily to assisting their most vulnerable fellow citizens. In France, 37% of donations are given to social welfare initiatives, while combating poverty and programmes supporting children are the main concerns of Spanish donors.

In two countries, the Netherlands and United Kingdom, religion is the first cause supported by individual philanthropy. In the Netherlands, 40% of individual giving is devoted to it.

We should, however, point out that while they do not generate the largest amounts of money, health issues are supported by a very large number of donors. In the Netherlands and United Kingdom for example, health, medical research and support for hospitals mobilise the largest number of donors.

The main beneficiaries of European giving

It is not possible to estimate the distribution by area of total European giving. However, by taking the giving volume of the different countries and the weight of the priority causes chosen by their donors, the following can be deduced, for example, at European level:

- British religious organisations receive almost one in twelve euros donated in Europe
- German humanitarian organisations also receive almost one in twelve euros donated in Europe

Growth and decline, contrasting trends in European giving

It is striking to note that developments in individual giving follow very different trajectories depending on the country, and are not solely related to the economic crisis.

Belgian, German and French giving is on the rise:

- Belgian giving has reached record levels over the last few years: this increase is due to a rising trend in the number of donors and not the average giving amount⁴⁵.
- Although the volume of German giving has dropped since 2010, the overall trend since 2006 is upward.⁴⁶
- France is also one of the countries where individual giving is increasing⁴⁷.

Spanish, Dutch and British giving is in decline:

- Although the proportion of donors is tending to rise, total Spanish giving has dropped significantly (down 47% in eight years), due largely to a marked decline in the average contribution per donor⁴⁸.

⁴⁵ 2012 figures. *Indicateurs de la générosité des Belges*. Institut de Développement Durable, 2014.

⁴⁶ *Der Deutsche Spendenrat eV*. Fundraising organisations collective, study conducted by the GfK research institute.

⁴⁷ 2012 figures. *Baromètre de la générosité 2014*, France Générosités-Cerphi.

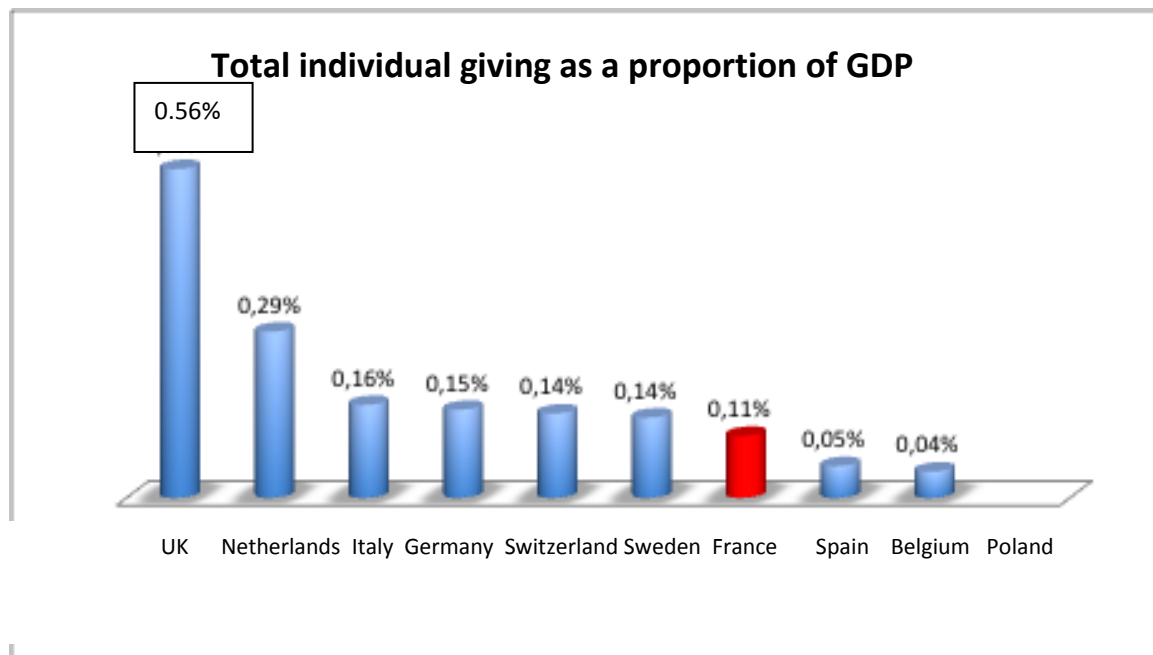
⁴⁸ 2012 figures. *Giving Spain 2014*. Published by the Spanish fundraising association, with market research firm Salvetti & Llobart.

- Since 2007, individual giving in the Netherlands has also declined, where the volume is now lower than it was in 2003, due to a consistent drop in the average donation over the last 10 years.⁴⁹
- Although the volume of British donations is well above that of other European countries, it is constantly declining (down 20% between 2011 and 2012), and is currently at its lowest level since 2004.⁵⁰

It should also be remembered that national figures can sometimes disguise very significant regional disparities, both in terms of the proportion of people giving and donation amounts.

C/ Weight of individual giving in national economies

While total giving amounts can be used to assess national giving volumes at European level, relating these totals to the GDP of each country allows us to evaluate the magnitude of private philanthropy within each country.



If a high estimate for individual giving in France is used, it would move into third position.

The countries where individual giving is highest compared to GDP are the United Kingdom and the Netherlands, which, although a long way behind the United Kingdom, has a ratio twice that of the countries below it.

Italy, Germany, Switzerland and Sweden make up a relatively homogenous group, with values between 0.14 and 0.16%.

France, with a ratio of 0.11% is behind them in seventh position, only ahead of Spain and Belgium, where the relative weight of private giving is very low (0.05% or less). The ratio of private giving in France is half the average value of the countries in the study (0.21%).

⁴⁹ 2011 figures. [Giving in the Netherlands 2013](#)

⁵⁰ [UK Giving 2012](#) (Charities Aid Foundation/NCVO).

However, we should point out that according to a high estimate of individual giving (€4 billion in total), which we have not used, France would move into third place in this ranking.

The United Kingdom confirms its status as the most generous country

Both in terms of giving volume and giving as a proportion of GDP, the United Kingdom has a commanding lead over the countries below it. Private giving here plays the most decisive role in supporting public benefit organisations out of all the countries.

The Netherlands, second most generous country in Europe?

The Netherlands is near the top of the ranking and has remarkable values in two main indicators of individual giving: it has the highest donor population and is second-highest in terms of individual giving compared to GDP, far ahead of the countries below it.

Like Sweden, the Netherlands is traditionally viewed as a society dominated by a strong state culture anchored in social-democratic tradition. In this context, where social needs are predominantly the responsibility of public institutions funded by high taxation – a model which is not the most favourable to the growth of private giving – Dutch donors appear to have distanced themselves from this model, and overwhelmingly express their willingness to participate in societal challenges. The causes they are most keen to support are religion, which receives the highest amount of donations (40% of the total giving amount) and health, which has the largest number of donors (more than 70%)⁵¹.

Germany: average values which belie the magnitude of giving

Total German giving is ranked relatively highly in terms of European giving volumes, mainly because of the size of the country. Yet when private philanthropy is compared to GDP, Germans are less generous than the average. It may be, however, that these values conceal another reality, and create a distorted vision of German philanthropy.

Firstly, it should be remembered that the giving total is underestimated as it does not include contributions from major German donors.

In addition, regional disparities between the eastern and western halves of the country remain marked and contribute to a lower national average.

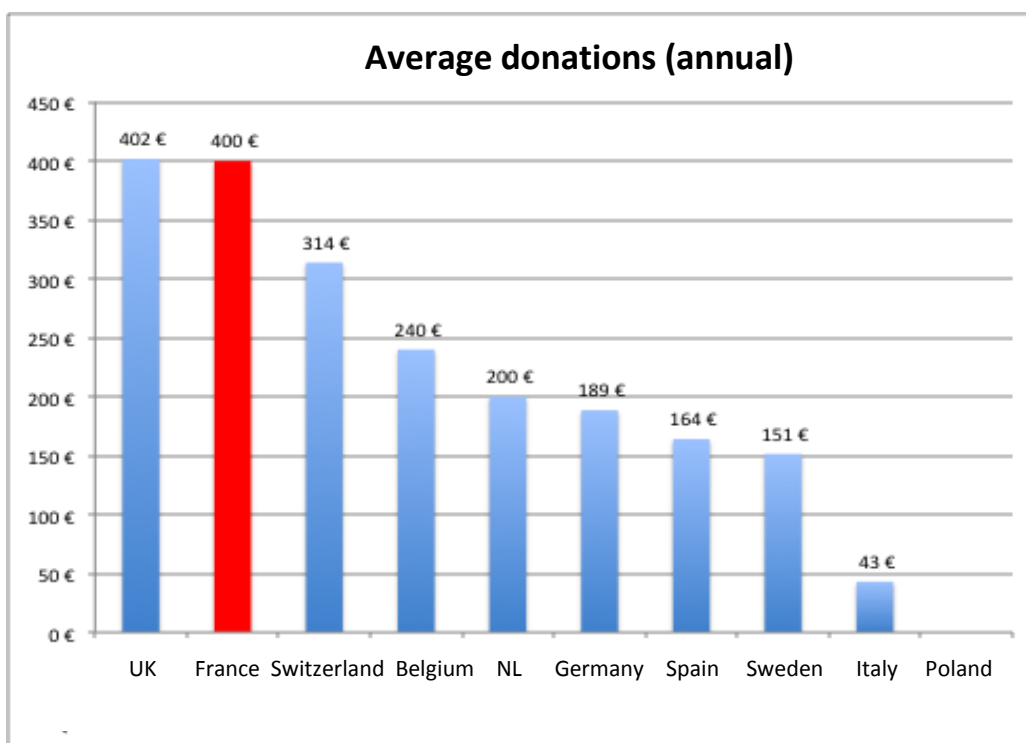
Lastly, Germans make a huge contribution to religious works through taxation, a cause which receives the largest proportion of donations in other countries. If the church tax collected by the German Catholic church alone is added to the total giving amount, the ratio of private giving to German GDP would be 0.33%, putting Germany in second place behind the United Kingdom and ahead of the Netherlands (given that 40% of Dutch donations are allocated to religious works).

Taxation and giving

Just as it influences the number of people who give, a country's tax burden also appears to have an influence on private philanthropy volumes. France, Belgium and Sweden, countries with the highest public spending rates in Europe and large tax revenues, are all at the bottom end of the giving amounts ranking. It is also worth noting that compared to the rest of Europe, Switzerland appears to be relatively ungenerous given its economic weight and low tax burden.

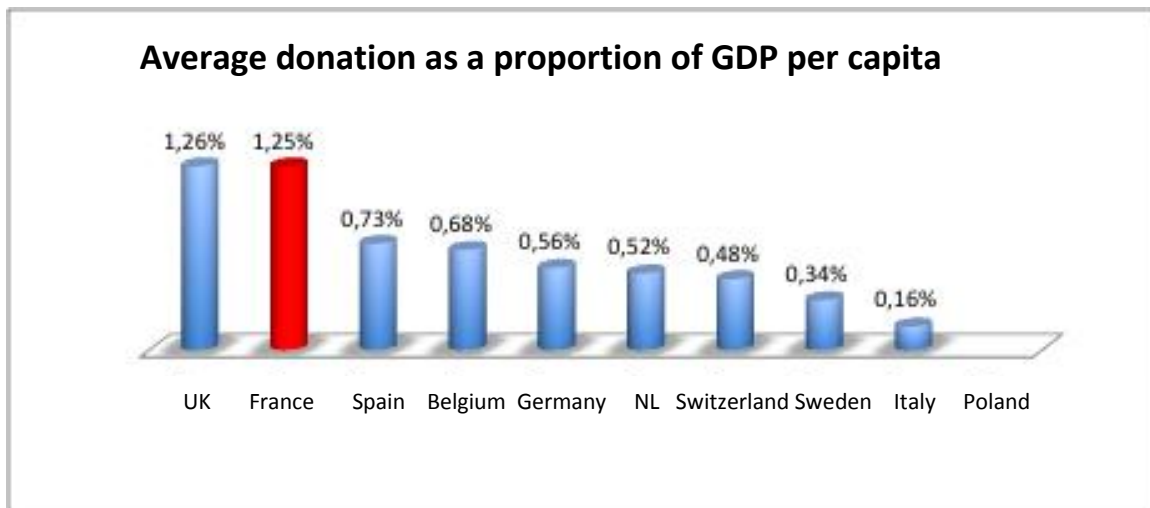
⁵¹ 2011 figures. [Giving in the Netherlands 2013](#)

D/ The average donation: how much do European donors give?



See appendix for sources

NB: for France, Switzerland and Belgium, this data is in all likelihood overestimated compared to other countries. This is because it corresponds to the average annual contribution per donor household, and not per donor. For France and Belgium, it should also be remembered that this value does not include donations undeclared to the tax authorities, which most probably contributes to an overestimation of this average donation amount.



The value of the average donation does not indicate how gifts are distributed by amount bracket, and can therefore lead to very different conclusions. It can, however, be used for comparative purposes and gives an indication of the amounts that donors choose to give to good causes, on a country by country basis. By comparing these values to GDP per capita, we can then estimate how much of their income European donors commit to charitable giving.

With an annual average contribution of €402, British donors come top of the European giving ranking, closely followed by French donors

British donors give more than their European neighbours, not only in absolute value, but also as a proportion of their own wealth (calculated by comparing the average donation to GDP per capita).

On the basis of these two indicators, they are very closely followed by French donors who give an average €400 a year, representing 1.25% of French GDP per capita.

France and the United Kingdom are considered to be the countries with the most advantageous tax incentives to giving.

While tax breaks are perhaps not a driver of giving (as pointed out above, given the low donor populations in these countries), they do seem to have a favourable impact on the amounts given. On the other hand, German and Swedish donors, who receive relatively little fiscal encouragement to give, contribute lower amounts. It is interesting to note the correlation between donation amount and incentive, and tax breaks are occasionally the subject of debate, most notably in the United Kingdom, where David Cameron's government announced in 2012 that it would limit tax relief on donations, before retracting the measure. A survey in the United States measured the possible impact of a reduction in tax incentives to giving, and found that almost 70% of major donors would reduce their contributions if a tax measure increased the "cost" of their gift⁵².

Another factor explaining the generosity of the British is perhaps due to the methods available for giving. Through the Payroll Giving mechanism, British employees can choose to make charitable donations from their salaries. The employer makes the donation from the employee's pre-tax salary, making it eligible for

⁵² Bank of America and Center on Philanthropy at Indiana University survey, quoted by [The Economist](#), June 2012

tax relief. The cost of giving for the donor is lower because of this tax relief and can therefore seem less painful, which probably encourages higher donations.

Another option subscribed to by almost 40% of British people is giving via the Gift Aid system. When a donor signs up to the system, the registered charity benefiting from the gift can apply to the tax authorities and claim an additional 25% on top of the gift, funded by the tax paid by the donor in previous years (the gift also giving the donor the right to claim tax relief on donations made in the current tax year).

In both these cases, the amount ultimately given to charity is greater than the amount paid by the donor, which helps to explain the UK's high average donation.

In Sweden, numerous donors but low contributions

While Sweden is ranked fourth in Europe in terms of donor population (64%), the amounts given by Swedes are relatively low, the average gift being €151, representing only 0.34% of GDP per capita. This observation should be qualified by the strong commitment of Swedes to the voluntary sector, where contributions to public benefit organisations are more often in the form of subscriptions rather than gifts, which would explain both the high proportion of donors and the low average contribution per donor. This commitment is illustrated by the fact that on average every Swede is a supporter of three non-profits.

Donors concentrated among the wealthiest Spaniards?

At the opposite end of the scale to Sweden, a very small proportion of the population gives to charity in Spain (19%, the lowest in Europe), but the average gift as a percentage of GDP per capita is relatively high (0.73%, placing it third after the United Kingdom and France). A possible explanation is that while the culture of giving seems far from widespread in Spain, a propensity to philanthropy is concentrated among those with more resources at their disposal, and they therefore make higher average contributions. Conversely, where giving is more widespread, as in Sweden and the Netherlands, the average donation suggests donors are more evenly distributed between the wealthy and less wealthy. This hypothesis could be verified by studying, for example, the distribution of gifts in each income tax bracket.

Social inequality, a driver of giving

It is remarkable that the three countries in the study with the highest GDP per capita are at the lower end of the ranking comparing the average donation to GDP per capita.

With the highest GDP per capita in the study (€64,800), Swiss donors are in seventh position (0.48%).

With the second-highest GDP per capita (€44,500), Swedish donors are ranked eighth (0.34%).

With the third-highest GDP per capita (€38,200), Dutch donors are in sixth place (0.52%).

In these three countries, social inequalities are less marked than in the rest of Europe.

Conversely, the three countries in which the average donation is highest, the United Kingdom, France and Spain, are among the countries where distribution of wealth is the least equal in Europe⁵³.

This would support the hypothesis that a propensity to philanthropy is fed by a context where social inequalities are the most marked. Being confronted with the needs of vulnerable people and the difficulties society can have in meeting them may be one of the factors driving the rise in solidarity and its expression through philanthropy.

⁵³ *Observatoire des inégalités*. The Gini index measures distribution of income inequalities in European countries. From this point of view, Sweden and the Netherlands are the most egalitarian countries in Europe, while Spain has the highest social inequality.

V. FOUNDATIONS IN EUROPE

What are the characteristics of European foundations? What economic weight do they have and how do they operate? How can disparities between countries, both in terms of the size of the sector and types of foundation, be explained?

Defined by the irrevocable allocation of financial resources to a public benefit cause, and traditionally (but not automatically) by the establishment of an endowment, foundations represent part a country's wealth, dedicated to the social, cultural and common good.

In most countries, the fund and foundation sector has been booming for the last two to three decades, a sign that the philanthropic culture is continuing to make progress and the result of changes to legal and fiscal frameworks. The introduction of new, more flexible legal forms, such as the endowment fund in France, has also had the effect of changing the types of foundation created. The traditional foundation model based on permanent funding from significant investment assets, the income of which is sufficient to support long-term philanthropic activity, is not the only face of foundations in Europe.

We will see that it is also interesting to consider the development of foundations in relation to that of the third sector in general: the philanthropic sector develops differently depending on whether it is evolving in an environment with or without a dense and organised network of non-profit associations.

The data collected can be used to measure the development of the foundation sector and its economic weight in the different countries. These figures conceal very different realities in terms of foundation types, the areas in which they intervene and even the way in which they act (grant-making foundations which focus on awarding grants, prizes and scholarships, and therefore on funding public benefit undertakings, and operator foundations).

The question of who or what initiates the creation of these foundations is significant: is organised philanthropy the domain of individual founders, and thus an extension of private generosity, representing an instrument of giving chosen by a minority of major philanthropic donors? Or does it express the issues championed by other types of stakeholder such as public authorities, companies, and other organisations in the third sector?

An organised European philanthropic network

The foundation sector is well-organised: everywhere in Europe, at country and sometimes regional level, as well as at continental level, founders are connected through networks, allowing them to meet their peers, access support and have their interests represented. By strengthening collaboration, disseminating essential resources and promoting recognition of the sector, these bodies contribute to the development of philanthropy as a whole. National platforms are members of the Donors and Foundations Network in Europe (DAFNE), which brings together 24 national foundation networks and donors from across Europe. DAFNE is an initiative of the European Foundation Centre, which for the last 25 years has been defending the interests of European foundations and offering its members (currently more than 200) numerous opportunities to exchange ideas and share their experiences of grant-making, as well as networking in theme-based working groups.

National foundation networks:

- Belgium: *Réseau Belge des Fondations* (founded in 2004)
- France: *Centre Français des Fondations* (founded in 2002, more than 250 members)
- Italy: *Assifero* (founded in 2003)
- Netherlands: *FIN* (founded in 1988, more than 330 members)
- Poland: *Polish Donor Forum* (founded in 2002)

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-Spain: *Asociación Española de Fundaciones* (founded in 2003, through the merger of two associations in existence for more than 20 years), and regional foundation coordination bodies (Catalonia, Andalusia, Basque Country and Extremadura)

-Sweden: *Stiftelser i Samverkan* (founded in 1989, 163 members)

-Switzerland: *SwissFoundations* (founded in 2011, 85 members)

-United Kingdom: *Association of Charitable Foundations* (founded in 1989, more than 300 members)

-Germany: the largest and oldest foundation network in Europe

Founded in 1948, the German association of foundations, *Bundesverband Deutscher Stiftungen*, currently has 3900 members. It also has links with more than 7000 foundations hosted under the auspices of its member foundations, and in total represents around three quarters of German foundation assets.

German foundations also meet in sector-specific network such as *Stifterverband für die Deutsche Wissenschaft* in the area of science, or regional networks such as *Stiftungsnetzwerk Berlin* and *Stiftungsnetzwerk Südhessen*, among others.

A/ The remarkable rise of foundations in Europe

Everywhere in Europe, the philanthropic sector is growing strongly

Over the last two to three decades, foundation numbers have increased rapidly all over Europe. While some countries have a long philanthropic tradition, European foundations today are first and foremost characterised by their youth and vitality.

The figures speak for themselves:

Half of Swiss foundations are less than 20 years old.

Between 2001 and 2014, the number of French foundations grew by 267%⁵⁴.

In Germany, which has the largest number of foundations in Europe, more than 70% of them were founded after reunification, and the sector continues to grow⁵⁵.

In Belgium, more than half the foundations in existence in 2012 were founded after 1995, and the sector has expanded rapidly in the last decade⁵⁶.

In Spain, more than 69% of foundations are under 18 years old⁵⁷.

In Italy, between 1995 and 2005, the number of foundations grew by 133%.

Similarly in the Netherlands, the 2000s saw rapid growth in the number of foundations, with an increase of more than 40% between 2001 and 2007⁵⁸.

Economic and cyclical factors

Certain structural features of contemporary European societies can explain the rise in philanthropy⁵⁹. An essential economic factor, the wealth accumulated during the second half of the 20th century is an important source of current philanthropic capital. The transfer of this capital to the foundation sector is also due to a combination of demographic factors: as their families get smaller, the ageing post-war

⁵⁴ If endowment funds are excluded, the number of foundations grew by 100% in this period.

⁵⁵ German association of foundations, 2013

⁵⁶ *Les Fondations en Belgique, Réseau Belge de Fondations* (Nov. 2014)

⁵⁷ *El Sector Fundacional en España: Atributos fundamentales (2008-2012)*, Asociación Española de Fundaciones and Instituto de Análisis Estratégico de Fundaciones.

⁵⁸ Figures for Italy and the Netherlands: *Foundations in the European Union, Facts and Figures*, European Foundation Centre, 2008

⁵⁹ *Philanthropy in European welfare states: a challenging promise?*, Theo N. M. Schuyt (2010)

generation is sensitive to issues of public interest, and tends to transmit its assets to causes and organisations it feels close to. Significant contributing sociocultural factors are the promotion of private initiative, and the spread of a giving culture and citizen engagement, underpinned by the development of the fundraising sector and increasingly well-organised solicitation of donations.

Another not inconsiderable external factor, the decline in public funding in numerous areas is creating real demand, and a general environment in which calls on private generosity are increasingly frequent and necessary.

Evolution and relaxation of the legal and fiscal framework

In addition to these contextual features, internal changes to the foundation sector, starting with the foundation statute itself, explain the recent boom in the number of foundations in several European countries.

Just as governments encourage private generosity through tax incentives to giving, they recognise the need for independent and structured private initiatives, and the role that foundations can play. Foundations are no longer seen as forming a kind of opposition force whose independence is perceived as a threat, but instead as necessary players who take responsibility for missions of public interest which the state cannot invest in sufficiently, or as effective and long-term partners in public policy.

In France, the explosion in the number of foundations can be explained by the introduction of new tax incentives, the creation of new legal forms, and above all by the introduction of the endowment fund in 2008. This fund is characterised by its administrative flexibility with initially no start-up capital requirement, now amended to a low minimum threshold, and has led to the creation of more than 600 funds in the two years since the act modernising the French economy introduced this new type of foundation.

Like endowment funds, *Treuhandstiftung* in Germany have experienced similar success, the creation of which does not require legal approval from the authorities, and which is often a first step in the philanthropic strategy of their founders, before the creation of a more traditional foundation.

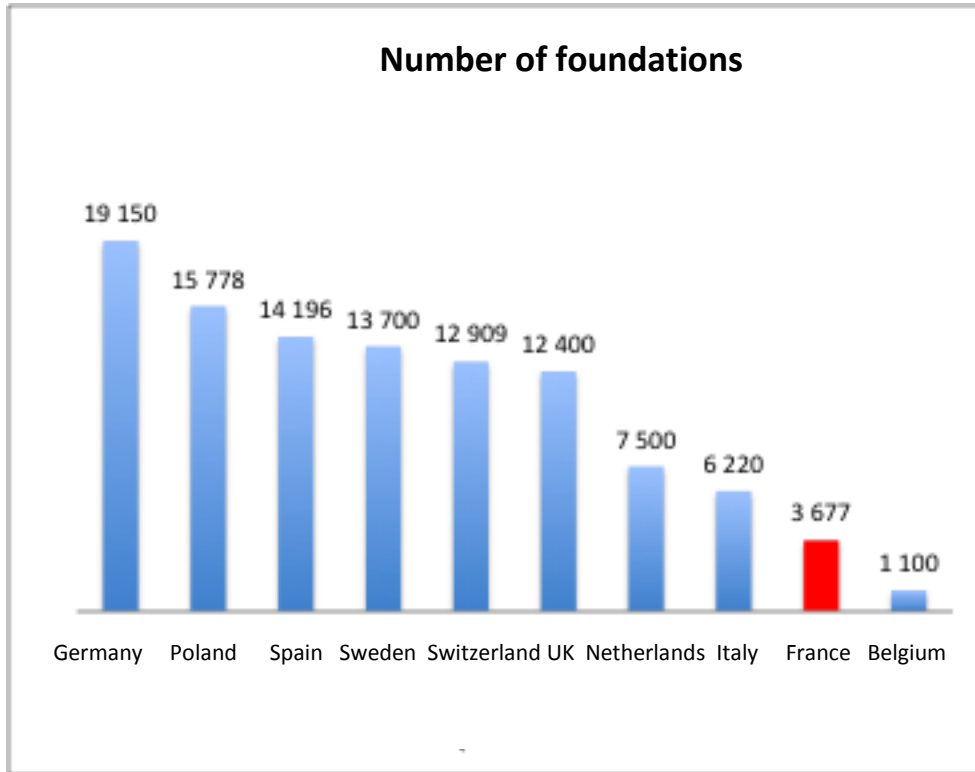
Similarly in Belgium, the already rapid growth of the sector has gained further momentum since 2002, when a new act governing the sector came into force, giving legal recognition to foundations⁶⁰.

Again in Spain, changes to the legal framework and measures affecting the development of the sector were introduced in two decisive years, 1994 and 2003⁶¹.

⁶⁰ *Les Fondations en Belgique, Réseau Belge de Fondations* (Nov. 2014)

⁶¹ *El Sector Fundacional en España: Atributos fundamentales (2008-2012)*, Asociación Española de Fundaciones and Instituto de Análisis Estratégico de Fundaciones.

WEIGHT OF THE FOUNDATION SECTOR IN NUMBERS AND DENSITY



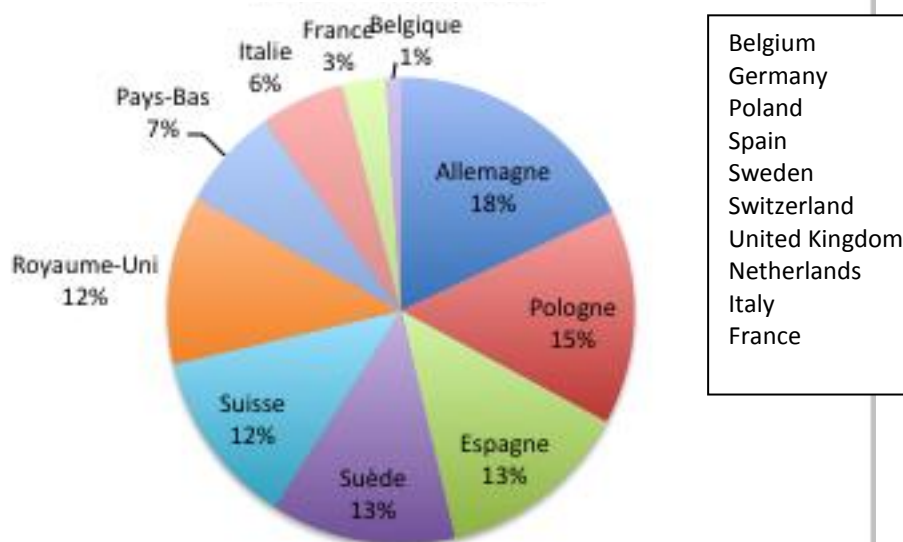
(See appendix for sources)

The total number of foundations estimated for all 10 countries in the study is 106,630 (out of a European total estimated at 129,000 by DAFNE).

The countries with the largest number of foundations in Europe are Germany, Poland and Spain, with Sweden, Switzerland and the United Kingdom not far behind.

Compared to the rest of Europe, France is near the bottom of the foundation numbers ranking, with 3677 funds and foundations, last but one of the 10 countries ahead of Belgium. The number of foundations in France is therefore three to four times smaller than in most of the countries represented.

Distribution of foundations in the area studied



Belgium
Germany
Poland
Spain
Sweden
Switzerland
United Kingdom
Netherlands
Italy
France

Foundations in Europe: distribution fairly evenly balanced between the main countries

Unlike the population of European donors which is mainly concentrated in four countries, the number of foundations in Europe is distributed more equally between the majority of countries.

Only four countries each account for less than 10% of the European foundation total: the Netherlands, Italy, France and Belgium. French foundations represent only 3% of European foundations.

Like the figures for donor numbers, we will see that the number of foundations per country is not in any way an indicator of their economic weight, the most obvious example being that of Italy, which with only 6% of the foundations in Europe holds more than a fifth of their assets, and that of France, where average annual spending per foundation is the highest in Europe.

An example of emerging philanthropy: Poland

For the ten countries studied:

1 in 12 donors is Polish

1 in 7 foundations is Polish

One in every 300 euros funding philanthropic initiatives is Polish

Poland's 16,000 foundations, representing just under 15% of the foundations in Europe, constitute a significant philanthropic force. Like the high proportion of donors in the population, the density of the foundation sector (40 foundations per 100,000 inhabitants, or around one and a half times the average European value of 27 foundations per 100,000 inhabitants) illustrates the widespread presence of philanthropy in Polish society.

Significant international support is behind the development of the sector which, in the post-communist era, contributed to the emergence of Polish civil society. The CEE Trust (Trust for Civil Society in Central and Eastern Europe) in particular, a consortium of some of the most influential American foundations present in the region (including the Ford, Rockefeller, Mott and Open Society foundations), worked intensively to organise the sector and consolidate the largest Polish foundations such as the Stefan Batory Foundation. An Academy for the Development of Philanthropy in Poland was also founded in 1988, initiated by American cooperation agency USAID and supported by 180 institutional donors.

While this support made it possible to lay down lasting foundations for the sector, the growth of Polish philanthropy is driven by the country's own internal momentum and resources.

An example is the development of community foundations, not only in Poland but the other Visegrad countries (Hungary, the Czech Republic and Slovakia), the purpose of which is to mobilise donors at a regional level⁶².

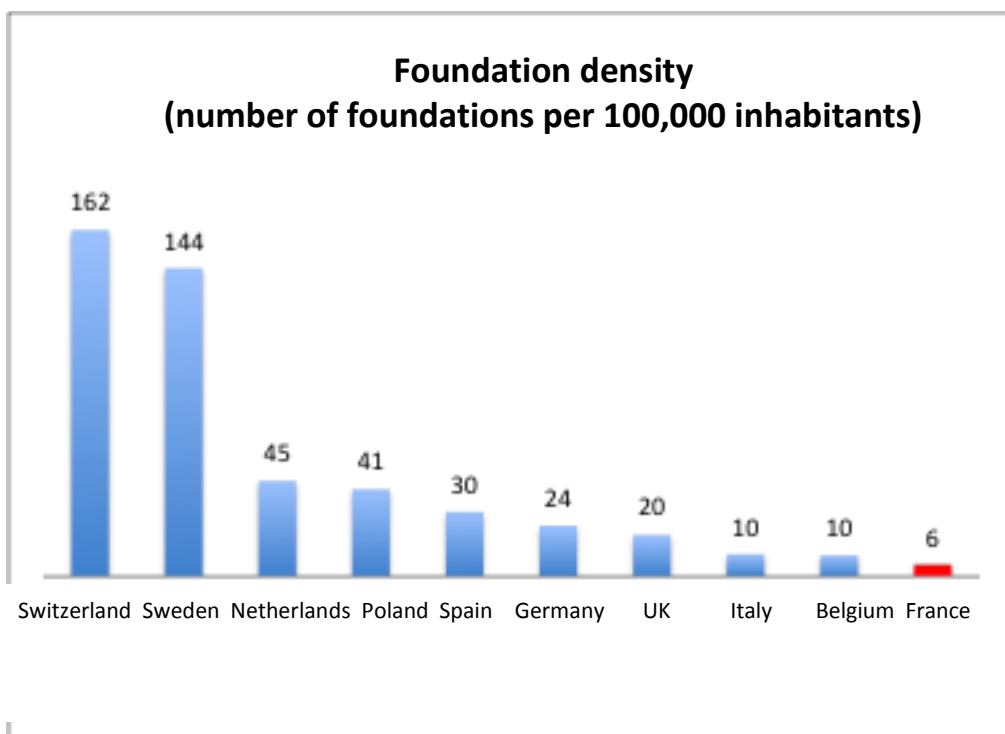
A means of expressing a strong social conscience in a country dominated by totalitarianism for many years, Polish philanthropic acts are often instigated by individuals, who represent almost 85% of foundation creators⁶³. As Agnieszka Sawczuk, President of the Foundation of Poland stated in 2011⁶⁴, although many obstacles still exist, and in particular the suspicion that it can arouse, the fundamentals for organised philanthropy in Poland are now present: wealth creation, a growing culture of giving and monitored development of the sector.

Relating the number of foundations to the population of each country and observing the density of the philanthropic network allows us to gain a different perspective on these figures.

⁶² Article on "Community foundations in Central and Eastern Europe 20 years on", Alliance Magazine, December 2014

⁶³ Klon/Jawor, 2008

⁶⁴ Philanthropy Impact magazine, February 2011



B/ Foundations: a dense but unevenly distributed European network

In Europe as a whole, with almost 30 foundations per 100,000 inhabitants, the presence of philanthropy is evident. However, the density of this philanthropic network varies considerably depending on the region and country.

On the basis of this indicator, Switzerland appears to be the country of foundations: with 162 foundations per 100,000 inhabitants, corresponding to one foundation for every 620 citizens, the Swiss foundation sector is extremely dense. There are, however, marked disparities within the country, the city of Basel being a very active centre of philanthropy, with 468 foundations per 100,000 inhabitants⁶⁵.

In several countries, the number of foundations and their density are influenced by some very pronounced internal geographical disparities, and these are perhaps even more striking in the context of data on individual giving. These regional differences are often a reflection of economic inequalities or cultural heritage.

In the southern European countries in the study i.e. Italy and Spain⁶⁶, the philanthropic landscape is literally split in two, between a northern half where the vast majority of foundations are located, and a southern half where the philanthropic network is much more dispersed.

In Germany, the country with the largest number of foundations in Europe, disparities are often very marked⁶⁷, as we have also seen for individual giving. The result of economic differences and the silencing of citizen engagement during the communist era, the States of eastern Germany (excluding Berlin) are home to less than 7% of German foundations. Another characteristic pointed out by the German

⁶⁵ *Rapport sur les fondations en Suisse 2013*, (DE/FR), Centre for Philanthropy Studies (CEPS) and Zentrum für Stiftungsrecht, SwissFoundations, 2013

⁶⁶ *El Sector Fundacional en España: Atributos fundamentales (2008-2012)*, Asociación Española de Fundaciones and Instituto de Análisis Estratégico de Fundaciones.

⁶⁷ German association of foundations (2013)

association of foundations is the fact that the cities with the largest number of foundations are those where merchant corporations played an influential role, and those which benefited from a historic statute such as university town or administrative centre, Hamburg being the city with the largest number of foundations (1301).

In Belgium, foundations are extremely concentrated⁶⁸, with 45% of Belgian foundations located in Brussels. However, with more than 40 foundations per 100,000 inhabitants, while the density of foundations in Brussels is very high compared to Flanders and Wallonia (5 and 7 foundations per 100,000 inhabitants respectively), the country does not fare well in international comparisons, not only in relation to cities such as Hamburg and Frankfurt (75 foundations per 100,000 inhabitants), but also when looking at foundation density across whole countries such as Switzerland and Sweden, or the Netherlands and Poland.

Why are there so few French foundations?

With six foundations per 100,000 inhabitants, the French philanthropic network is the most scattered in Europe, with French foundations representing only 3% of the sector at European level, despite the strong growth generated by the introduction of the endowment fund. Several factors explaining⁶⁹ this situation can be posited.

Firstly, in France, the relatively late development of the foundation sector is often linked to the complexity and lack of knowledge of the mechanisms available.

In addition, the principle of perpetuity was dominant for many years. For a foundation to be permanent, the endowment must be sufficiently large for its income alone to fund the foundation's activity (the endowment required to set up a public utility foundation is €1.5 million). This model was only challenged with the introduction of the corporate foundation in 1990, and especially during the 2000s following modernisation of the foundation statute and the possibility of expending allocated capital.

Another factor influencing the low number of foundations in France is a third sector dominated by non-profit associations.

Development of the voluntary sector, hindrance or driver of philanthropy?

While in France, the relative slowness of the foundation sector's development is linked to the presence of a large and well-organised voluntary sector with deep cultural roots in society, what is the situation like in the rest of Europe⁷⁰?

The same observation is valid for Belgium, where high numbers of non-profit associations can help to explain a foundation sector among the least developed in Europe.

Following the same logic, in the Netherlands, Poland and Spain, where for various reasons the voluntary sector is less well-established, foundations have been able to flourish more quickly.

In Spain, the third sector is historically relatively weak, with some of the lowest non-profit numbers in Europe. This may have enabled the foundation format to polarise the recent development of philanthropy, in particular thanks to a favourable legal framework⁷¹.

However, it is interesting to note that in countries where the voluntary sector is large and well-developed, it can also act as a driver of philanthropy by initiating the creation of foundations, as we will see in the section on founder typology: France and Sweden, countries with large numbers of non-profit associations, have a remarkable number of foundations set up by these associations themselves.

⁶⁸ *Les Fondations en Belgique*, Réseau Belge de Fondations, November 2014

⁶⁹ *Les fonds et fondations en France de 2001 à 2010*. Observatoire de la Fondation de France and Centre Français des Fondations

⁷⁰ *Analyse comparative des structures associatives dans le monde*, Deloitte, 2013.

⁷¹ *El Sector Fundacional en España: Atributos fundamentales (2008-2012)*, Asociación Española de Fundaciones and Instituto de Análisis Estratégico de Fundaciones.

The Swedish case: what impact does the social-democratic model have on generosity?

Philanthropy is much more present in Sweden than the model of Scandinavian society might suggest. In a country with a highly developed public sector, the state acts as the guarantor of individual social protection and the common good. Taxes here are very high, and Swedes trust the government and public institutions to redistribute this wealth fairly.

The highly-organised third sector features a movement of popular non-profit associations (*folkrörelseföreningen*)⁷² which Swedes support through voluntary work. The number of non-profit associations here is the highest in Europe.

This backdrop, which leaves relatively little scope for private initiatives dedicated to good causes, is usually presented as being unfavourable to philanthropy. In fact, a large proportion of the Swedish population are donors, and the foundation network is also very dense. The Scandinavian model is evolving: the public authorities no longer have a monopoly on the common good, and the state encourages philanthropy (introduction in January 2012 of tax incentives to giving, and creation of certain foundations by the authorities). With the state's support, philanthropy is being established in general interest niches where it is less present, such as support for research and scientific innovation (around 20% of foundations, almost 50% of spending and assets).⁷³

However, in terms of financial volume, this generosity is still relatively limited at country- and Europe-wide level⁷⁴, average spending per foundation (€44,000 a year) being the lowest in the study (apart from Poland).

C/ Typology of European founders

The growth of philanthropy is a sign that private stakeholders are increasingly motivated to work for the common good and are willing to contribute to the responses society is able to bring to current and future social, cultural, health and environmental challenges in Europe. However, the diversity of those involved underlines the variety of faces adopted by philanthropy in Europe. The majority of foundations are set up by individuals and families and in these instances fall within the category of individual philanthropy. However, foundations can also be a concrete expression of corporate social commitment, or demonstrate the impact of religion on good causes. Lastly, founders can include public authorities, illustrating the role that some governments entrust to philanthropy.

⁷² Scope, Roles and Visions of Swedish Foundations, Filip Wijkström, 2004

⁷³ *Filantropi genom Stiftelser* (report by the *Filantropiskt Forum* on Swedish foundations), 2012, published by the Entrepreneurship Forum (in Swedish)

⁷⁴ Weight of foundation spending as a proportion of GDP = 0.14%, while the average value of countries in the study is 0.45%. Weight of individual giving as a proportion of GDP = 0.14%, while the average value in the study is 0.20%.

Major European philanthropists, the largest group of founders

The vast majority of foundations are set up by individuals and families.

In some countries, these philanthropists are the most prevalent type of founder by an overwhelming majority. In the United Kingdom, Germany and Italy, they account for 90% of the total⁷⁵. In Poland⁷⁶ and Belgium⁷⁷, individuals also represent more than 85% of foundation creators.

In countries such as Italy and Germany, a large majority of these foundations, established during the lifetime of their founders, are based on family fortunes amassed through the prosperity of large corporations⁷⁸: the retirement of post-war company founders is resulting in a significant transfer of wealth towards the philanthropic sector. In the last ten years of the 20th century and the first five of the 21st, out of 8000 new foundations created in Germany, two thirds have been set up by businesspeople or companies⁷⁹.

Companies setting up foundations are very unevenly represented across Europe. They are particularly active in France, accounting for 25% of founders (by way of comparison, this proportion is 16% in Spain, but only 1% in Belgium).

France and Sweden: the remarkable role of non-profit associations

France and Sweden stand out from the rest of Europe in terms of founder typology. The proportion of individual founders is much lower here than elsewhere. In France, they represent only 57% of all founders, and this proportion is likely to drop further⁸⁰. The model of family or individual philanthropy is also not dominant in Sweden. The standout feature in both these countries is a much larger proportion of foundations created by non-profit associations than elsewhere, a sign of the leadership role played by a dynamic and dominant voluntary sector, and the attractiveness of foundations as fundraising vehicles for a large number of associations. Non-profit associations account for 18% of foundation creators in France and 17% in Sweden.

The impact of religion on organised philanthropy

While religious movements account for a very small proportion of founders in France (2%), the same cannot be said for numerous European countries, such as Sweden (8.5%) and southern European countries (8% in Spain). In Spain and Italy, contemporary philanthropy is marked by a strong sociocultural heritage: the state, religion and the family have for many years shared the different strata of solidarity and the common good between them. This heritage explains both the late emergence of philanthropy and the trends in its development.

The state, driving the growth of philanthropy

In Spain, the recent emergence of the foundation sector has been strongly supported by the state, in conjunction with a gradual reduction in public funding. While 80% of the Spanish philanthropic sector's financial resources now come from private sources, it is remarkable that the authorities accounted for

⁷⁵ Foundations in the European Union, Facts and Figures, European Foundation Centre, 2008

⁷⁶ Klon/Jawor, 2008

⁷⁷ Fondations en Belgique. Profil du secteur, Fondation du Roi Baudouin, 2008

⁷⁸ German association of foundations, 2013

⁷⁹ Survey conducted by the Bertelsmann Foundation, cited by the Maecenata Institute

⁸⁰ Les fonds et fondations en France de 2001 à 2010. Observatoire de la Fondation de France and Centre Français des Fondations
Observatoire de la Fondation de France / CERPhi – April 2015

more than a third of founders (35%), primarily in the autonomous communities (the main Spanish regions), followed by local authorities, rather than in government⁸¹.

Elsewhere, the state occupies a more modest position, but may have played an essential role by switching significant resources with a different status into private foundations. In Sweden, the proportion of public authority founders is notable (16%) and the decisive role of the state was apparent in the transformation of Swedish pension funds into private foundations (wage-earner funds) in the 1990s, essentially to support research and higher education, thus giving the philanthropic sector an essential role in the academic sphere, which has since continued to grow. Today, foundations cover 14% of the total research budget in Sweden, a third more than 10 years ago.⁸² Of the Swedish foundations supporting research and higher education, the largest in terms of assets is the Wallenberg Foundation, a private initiative founded in 1917. But the next five largest are all of public origin, and four of them were set up in 1994 following the disbanding of pension funds.

Following the same trend, the second-largest Belgian foundation, the *Fonds de la Recherche Scientifique* (FNRS), is 90% funded by public subsidies⁸³.

In Italy and Germany, while the authorities are not well represented (5 to 6% of founders⁸⁴), the privatisation of public companies such as Italian savings banks and German public industrial groups has contributed to the creation of very large foundations.

In France, the state, local authorities and public institutions represent around 10% of founders, mainly through the creation of scientific cooperation, partnership and university foundations, with public subsidies making up a quarter of their resources⁸⁵. Created more recently, the hospital foundation is also part of this public-private partnership trend in philanthropic organisations.

⁸¹ *El Sector Fundacional en España: Atributos fundamentales (2008-2012)*, Asociación Española de Fundaciones and Instituto de Análisis Estratégico de Fundaciones.

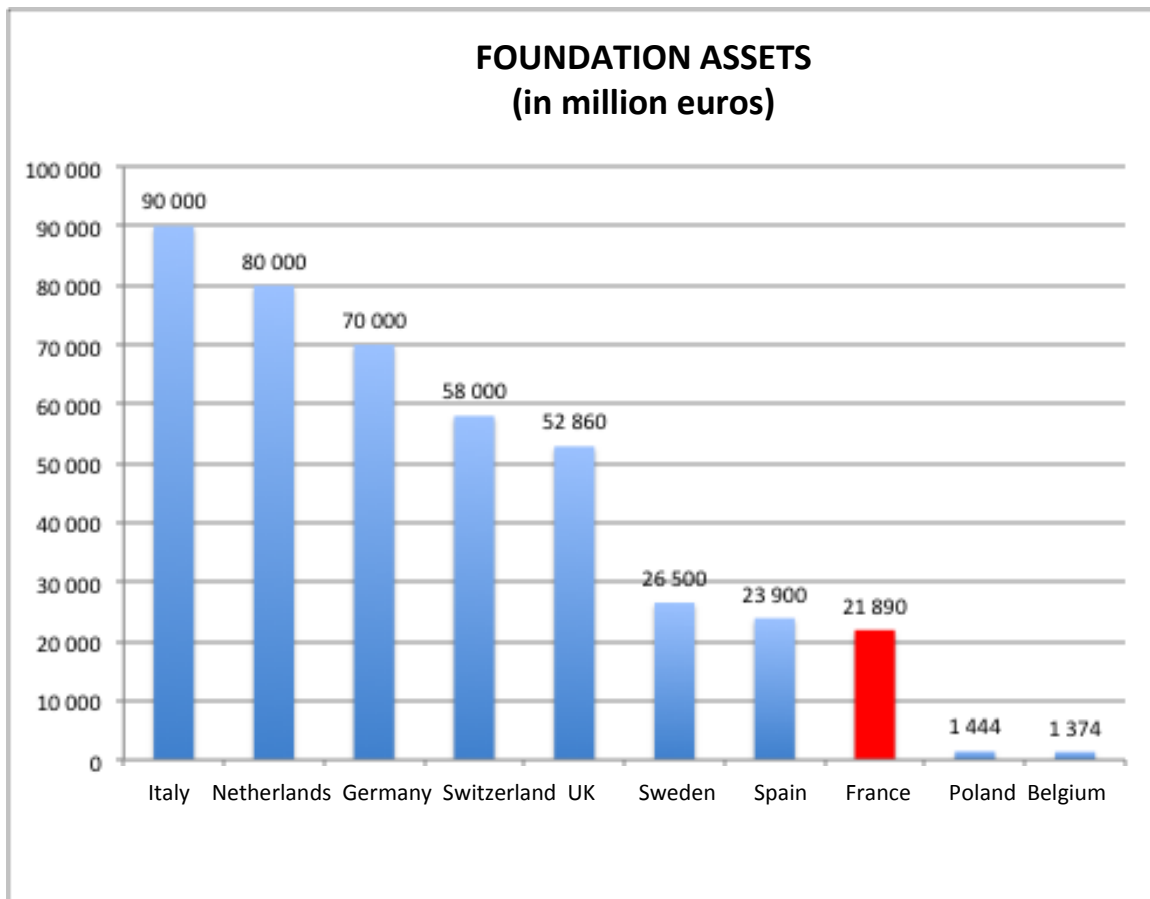
⁸² *Filantropi genom Stiftelser* (report by the *Filantropiskt Forum* on Swedish foundations), 2012

⁸³ *Les Fondations en Belgique*, Réseau Belge de Fondations (Nov. 2014)

⁸⁴ *Foundations in the European Union, Facts and Figures*, European Foundation Centre, 2008

⁸⁵ *Les fonds et fondations en France de 2001 à 2010*, Observatoire de la Fondation de France and Centre Français des Fondations
Observatoire de la Fondation de France / CERPhi – April 2015

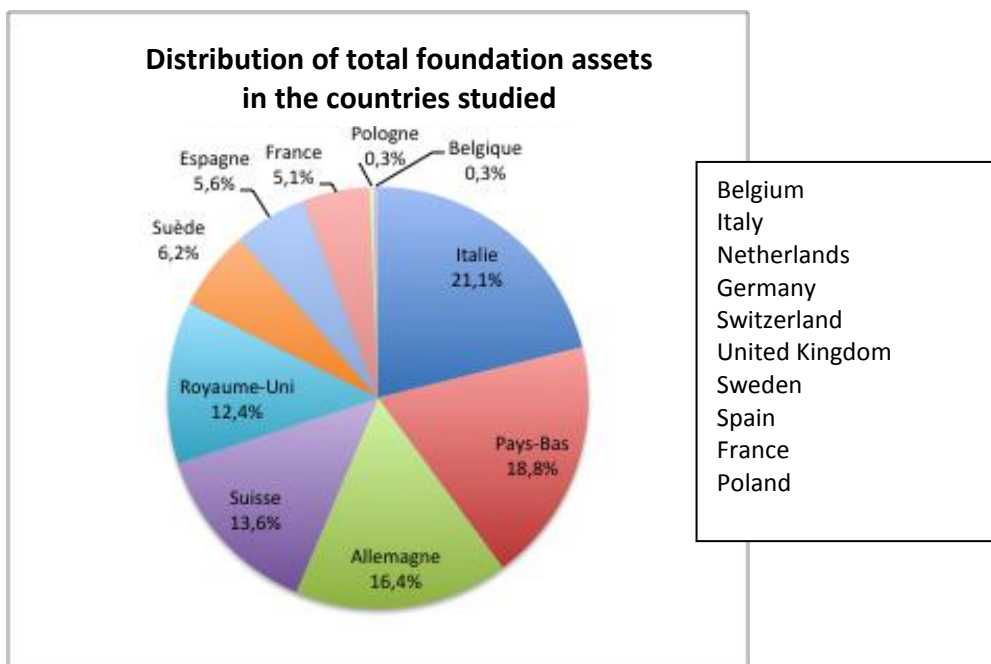
D/ Foundation capital: concentration and fragmentation



(See appendix for sources)

(N.B.: partial data for Belgium, the United Kingdom and Switzerland⁸⁶)

⁸⁶ The Belgian figure relates to 68 foundations declaring their assets for 2012, with the 15 largest accounting for €1.1 billion out of the total €1.4 billion of assets of these 68 main foundations. (*Les Fondations en Belgique*, November 2014, Réseau belge de Fondations). For the United Kingdom, the data is for the 300 largest British foundations. The Swiss data is a minimum estimate. Observatoire de la Fondation de France / CERPhi – April 2015



Where are European philanthropic assets located?

The ten countries studied hold €426 billion of capital irrevocably allocated to a mission of public benefit. (DAFNE estimates the Europe-wide total at €433 billion).

Five countries alone account for 82% of foundation assets in the study area.

Italy is at the top of the list with €90 billion invested to fund philanthropic initiatives, followed by the Netherlands and Germany.

Although there are many of them, Swedish and Polish foundations make a relatively small contribution to the economic weight of European philanthropy.

While France is relatively well positioned in terms of the average endowment per foundation, in a homogenous group where this value is between €3.5 and €4.5 million (a long way behind Italy and the Netherlands where average assets exceed €10 million), its absolute financial weight at European level is very limited because of the small number of foundations.

We should mention the largest British foundation here, the Wellcome Trust, which, with €16.5 billion of assets, dominates not only the British landscape but also the European one. Dedicated to biomedical research, the foundation was created from the fortune of Sir Henry Wellcome, a key figure in the pharmaceutical industry in the early 20th century.

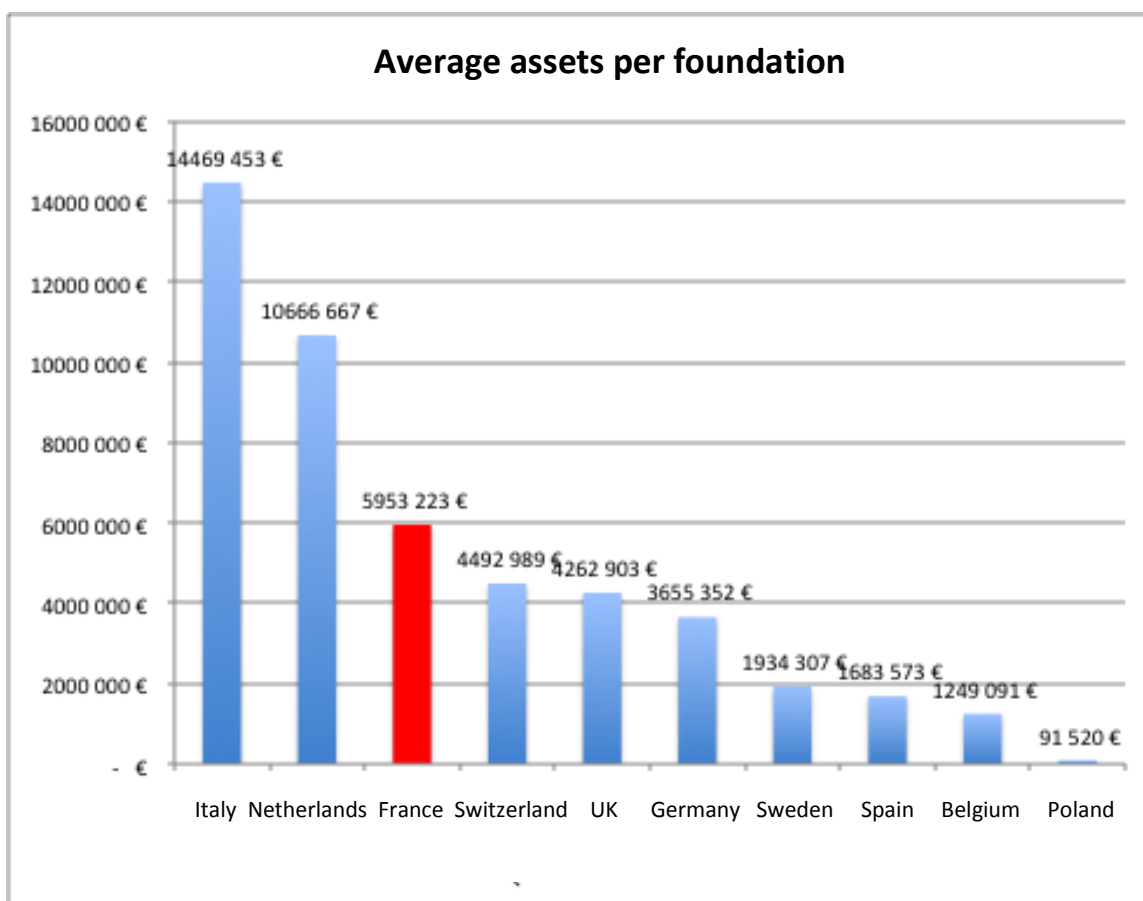
In countries which hold a significant proportion of European foundation capital, this is due to large foundations being created in particular contexts, such as the Italian savings bank foundations.

Italian foundations, the highest concentration of European philanthropic capital

In 1990, the "Amato Law" on the privatisation of banks profoundly changed the landscape of Italian foundations. By separating the traditional social welfare activities of savings banks from their credit activities, the law led to the creation of 88 foundations, which, although they currently represent only 2% of Italian foundations, have reserves of €41 billion, just under half the assets of the country's philanthropy sector and almost one tenth of total European assets.

Accounting for more than 21% of European foundation assets, Italy has the largest pool of philanthropic capital in Europe (€90 billion).

It should be noted that this capital is concentrated in the northern half of Italy, where more than half of these savings bank foundations and more than 74% of their assets are located. With the income generated from their capital, foundations of banking origin are able to distribute more than €1 billion a year. However, because the scope of their action is usually limited to the region they are located in, Italians in the south of the country benefit very little from this large philanthropic reserve.



In Europe as a whole, the average endowment per foundation is almost €5 million, and national averages range from less than €100,000 in Poland to almost €15 million in Italy.

These figures can conceal a wide variety of situations, and significant distribution discrepancies in the different asset brackets. We do not have enough data for all countries to provide further details on this. However, our analysis of certain aspects below provides some perspective on these figures.

Observatoire de la Fondation de France / CERPhi – April 2015

European philanthropic assets: concentration and fragmentation

Two different trends are emerging as the European foundation sector continues to grow: concentration and fragmentation.

In many cases, a small number of foundations share a very high proportion of assets in the sector, and a very large number of small and medium-sized foundations make up the rest of the philanthropic landscape.

The situation in Italy is an obvious example. The British case is also very clear: the Wellcome Trust alone holds more than 30% of assets in the sector (€16.5 billion). If we include the assets of the two next largest foundations, the Garfield Weston Foundation and the Children's Investment Fund Foundation, together they account for more than 50% of the British foundation sector.

Assets are also very highly concentrated in Belgium. While almost 70 foundations hold capital of €1.4 billion, the 15 largest accounts for 83% of this total with €1.1 billion⁸⁷, the King Baudouin Foundation being way ahead of the others with more than €415 million of assets (almost half of which is represented by the assets of foundations created under its auspices).

France also illustrates this trend towards concentration: the 50 largest foundations hold more than 60% of the sector's total assets.

The other side of this trend is the widespread fragmentation of remaining assets in small foundations. In Germany for example, while the assets average (€3.7 million) is pushed higher by very large foundations, the sector is dominated by foundations with asset values in the small and medium brackets: almost three quarters of German foundations have an endowment of less than €1 million, and 28% hold no more than €100,000.

The same fragmentation of assets is seen in Spain, where only 54% of foundations have an endowment of more than €30,000.

An evolving relationship with philanthropic capital

The model consisting of permanent capital of sufficient size to fund a foundation's programmes or grant-making from its income alone, is not the only option in the foundation landscape: setting up a foundation in Europe today does not automatically mean locking up an endowment.

In France, while the success of the endowment fund model can be largely explained because no or little capital is required⁸⁸, and while spending out capital is now an option when setting up a foundation, it should be remembered that the minimum endowment necessary for creating a public utility foundation is in practice €1.5 million (which can be spread over 10 years).

The minimum amount required to set up a foundation varies widely across the countries of Europe⁸⁹. While in the Netherlands, United Kingdom, Sweden and Poland, founders can set up a fund with no initial capital, the minimum amount in Belgium, Spain, Switzerland and Germany is less than €50,000, and in Italy €100,000.

This factor may account for some of the differences seen across Europe. In countries such as Poland and Sweden, the absence of an initial capital requirement could help to explain the large number of foundations, correlated with a low average endowment per foundation. Conversely, in Italy and France, the philanthropic landscape is more scattered but the average capital amount held by foundations is larger.

⁸⁷ *Les Fondations en Belgique*, Réseau Belge de Fondations (Nov. 2014)

⁸⁸ When the mechanism was first set up, no endowment was required. However, the French act on the social economy in July 2014 was followed in January 2015 by a decree stipulating a minimum contribution of €15,000 to set up an endowment fund.

⁸⁹ *Legal and fiscal country profiles*, European Foundation Centre

In Poland, the recent development of the sector has not seen widespread adoption of the conventional endowment foundation model: more than 80% of Polish foundations have no endowment. The resources of the sector corroborate the predominance of the inflows model, with most Polish foundation assets generated from external sources: 65% of their total resources are derived from donations and subsidies, while foundation income from capital accounts for only 1.5% of their budget. This compares with income from invested capital representing 42% of resources in the British foundation sector⁹⁰ and 30% of the German foundation budget⁹¹ but only 6% for French foundations⁹². While the British and German figures suggest a certain degree of permanence of the long-term foundation model, the French situation is characterised by the importance of public utility foundations working in health and social welfare, almost half the income of which comes from "daily charges" allocated by the authorities. While they account for only 16% of French foundations, they hold 82% of the sector budget. Another example is Spain, where income from capital represents just over 10% of annual foundation resources.

Expendable capital, asset inflow foundations with no initial endowment, the success of community foundations focusing on local fundraising, and the proliferation of small foundations, are all features that shape the current European philanthropic landscape. The young foundations of Europe are dynamic and sometimes define themselves more in terms of their actions than their assets, the downside of this dynamism being perhaps the increased fragility of foundations when faced with economic and financial uncertainties, and greater dependency on external sources of income. In Spain, for example, micro-foundations (with a budget of less than €30,000) have been seriously affected by the financial crisis and their role in the sector was considerably reduced between 2008 and 2012⁹³.

Locked up but proactive assets: socially responsible investing

Both Europe and the United States are seeing increased interest in mission-related investing, which consists of choosing a financial investment strategy in line with the foundation's social mission. Half of all Swiss foundations are examining this issue⁹⁴, British foundations are considering different forms of responsible investment⁹⁵, and a working group of foundations and stakeholders has been set up in the European Foundation Centre (EFC Social Investment Group). Although the social impact of these investment strategies is difficult to accurately measure at this point, it gives European philanthropy a considerable pool of assets that can be mobilised to intensify the work of foundations to further the social good.

⁹⁰ 2012/2013 figures. [Giving Trends, Top 300 Foundations, 2014 Report](#) (Association of Charitable Foundations).

⁹¹ Alliance magazine, February 2013, based on information provided by the German association of foundations.

⁹² *Les fonds et fondations en France de 2001 à 2010*. Observatoire de la Fondation de France and Centre Français des Fondations

⁹³ *El Sector Fundacional en España: Atributos fundamentales (2008-2012)*, Asociación Española de Fundaciones and Instituto de Análisis Estratégico de Fundaciones.

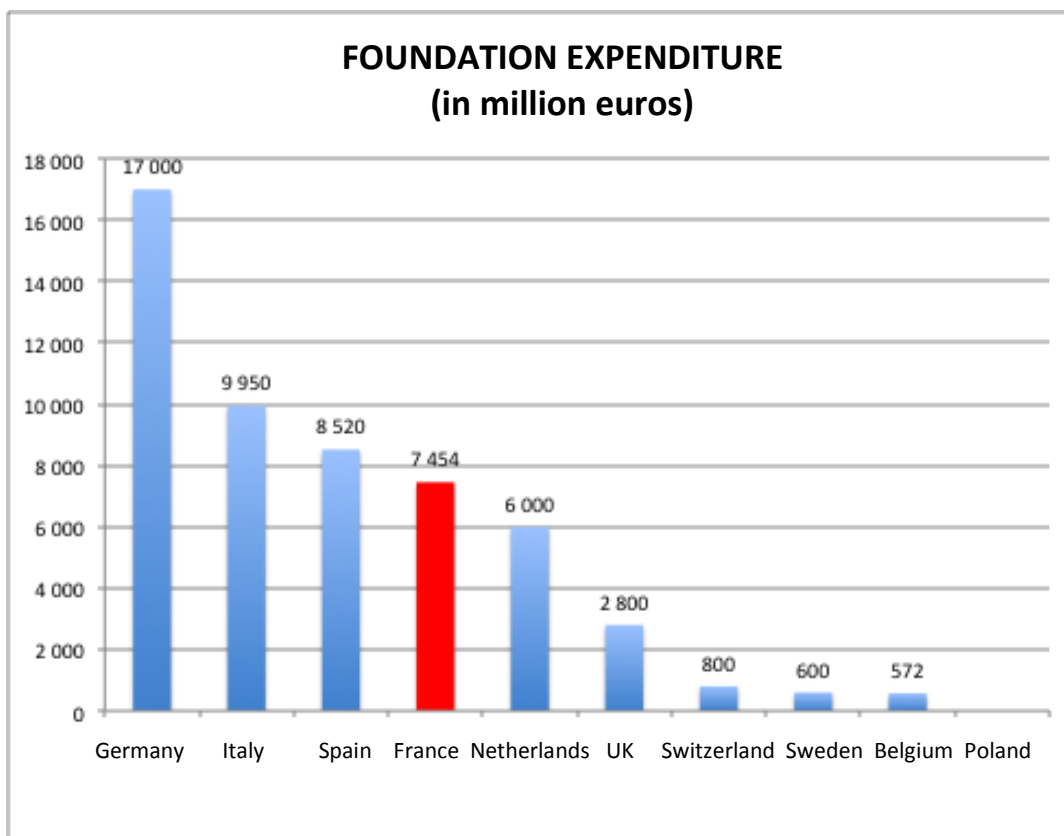
⁹⁴ *Rapport sur les fondations en Suisse 2013*, CEPS-SwissFoundations

⁹⁵ 2012/2013 figures. [Giving Trends, Top 300 Foundations, 2014 Report](#) (Association of Charitable Foundations).

E/ Spending: the vitality of European foundations

The budget of foundations in the nine countries for which information is available is estimated at €53.7 billion. This volume of activity is equivalent to that of American foundations which spent the equivalent of €53.5 billion in 2013⁹⁶. While in terms of individual giving Europe sits a long way behind its American cousin, the scale of the foundation sector in Europe is very much on a par with the American philanthropic sector, not only in gross value but also relative value (0.45% of GDP).

The spending of foundations can be used to measure their philanthropic activity but it also involves a wide range of intervention methods. Some foundations have a donor role and award grants, prizes and scholarships, thus providing essential resources to the charity sector. Others intervene directly by managing their own action programmes dedicated to improving society. The causes foundations support are also extremely diverse and provide information on the role entrusted to or acquired by foundations and on the conception of philanthropy prevalent in a given country, which, just like the causes individual donors choose to support, can vary widely from one country to another.



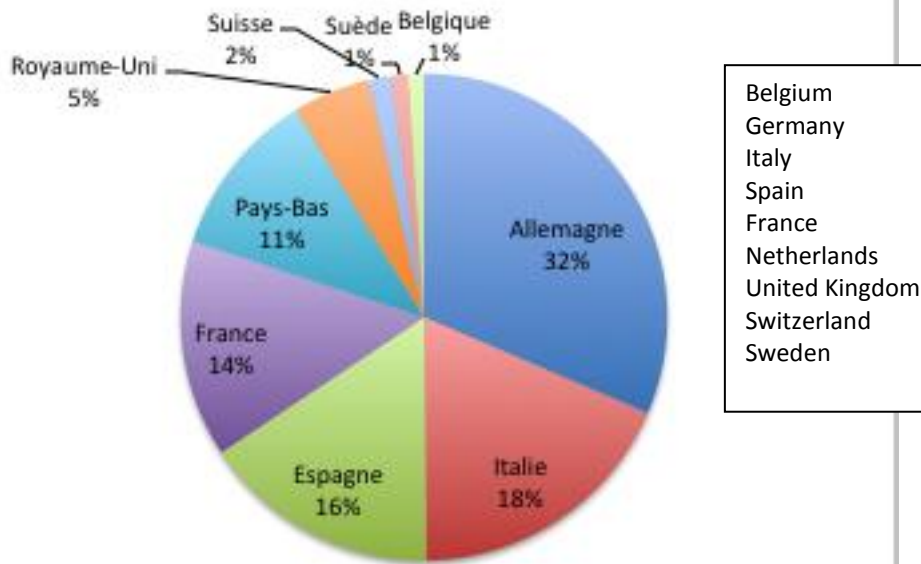
N.B.: for Belgium, data is from 2006⁹⁷. For the United Kingdom, Sweden and Switzerland, data is only partial⁹⁸. See appendix for sources.

⁹⁶ 2013 exchange rate average.

⁹⁷ *Fondations en Belgique. Profil du secteur*, Fondation du Roi Baudouin, 2008

⁹⁸ For the United Kingdom, this data is for the 300 largest British foundations, which account for 90% of grant-making volume in the sector. The Swiss data is a minimum estimate, and the Swedish figure relates to partial data only.

Distribution of total foundation spending in the countries studied



Belgium
Germany
Italy
Spain
France
Netherlands
United Kingdom
Switzerland
Sweden

NB: no data for Poland.

With the most foundations in Europe, Germany accounts for almost one third of European foundation activity

In terms of activity volume, German foundations have a commanding lead over other European countries, with total expenditure of €17 billion, almost double the spending of foundations in the next biggest country, Italy.

Four countries then each contribute volumes ranging from €6 billion to €10 billion: Italy, followed by Spain, then France and lastly the Netherlands. With €2.8 billion of expenditure, the British philanthropic sector has a relatively low position in the European ranking, followed by the combined spending of Swiss, Swedish and Belgian foundations.

French foundations: limited in number but among the most active in Europe

French foundations account for one seventh of total foundation spending in Europe, confirming their relatively high economic contribution given their limited numbers. France is ranked first in terms of average annual spend per foundation, with an average budget of more than €2 million a year. At the opposite end of the spectrum, the bottom of the ranking includes Sweden and Switzerland which have the densest philanthropic networks in Europe but the lowest average expenditure.

Switzerland or Germany: which is the country of foundations?

In terms of individual giving indicators, Switzerland does not stand out compared to other European countries: although a large proportion of the population give to charity, the giving total as a percentage of the country's GDP is not particularly high, especially given the limited fiscal burden on taxpayers.

On the other hand, with one foundation for every 620 inhabitants, or more than 16 foundations for every 10,000 inhabitants, Switzerland has the densest network of foundations in Europe, and this concentration is even higher in certain cantons (Basel-Stadt: 47 foundations for every 10,000 inhabitants)⁹⁹.

However, if we focus on the activity of these foundations and their economic weight, Switzerland is ranked near the bottom of the table with a low average spend per foundation.

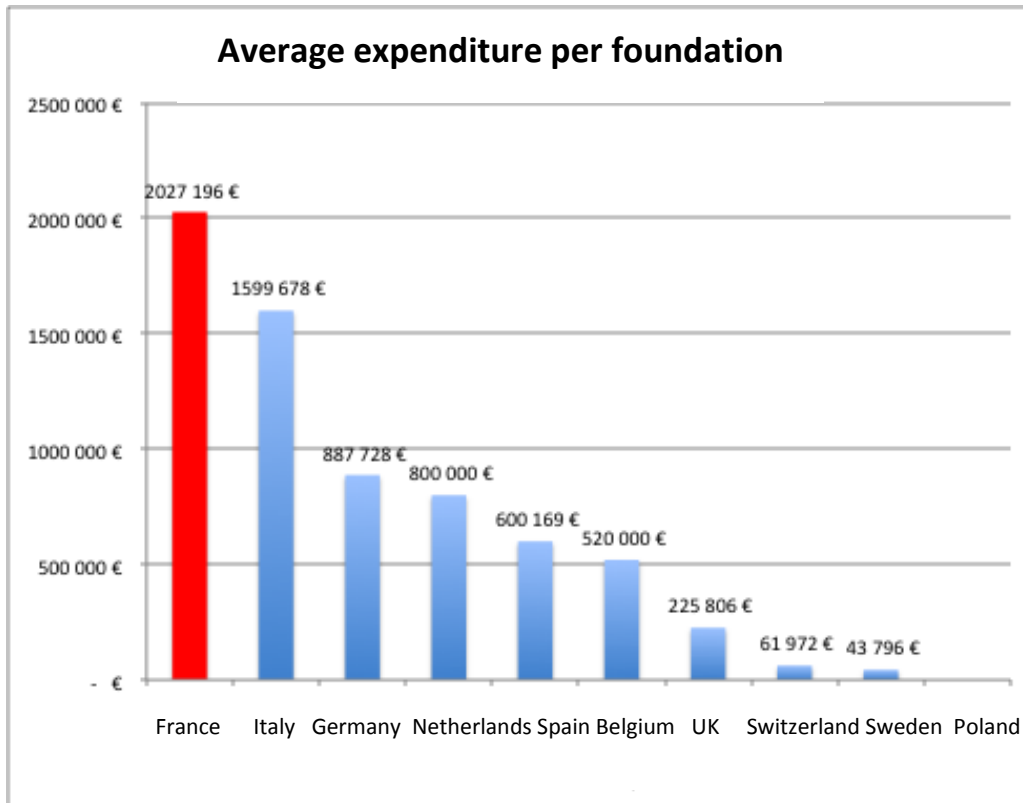
The Swiss philanthropic landscape is diametrically opposed to that of France which has the lowest concentration of foundations in Europe, but is ranked first in terms of average annual spending per foundation, with an average budget of more than €2 million a year.¹⁰⁰

While Switzerland holds around 14% of European foundation assets, it accounts for only 2% of European foundation spending.

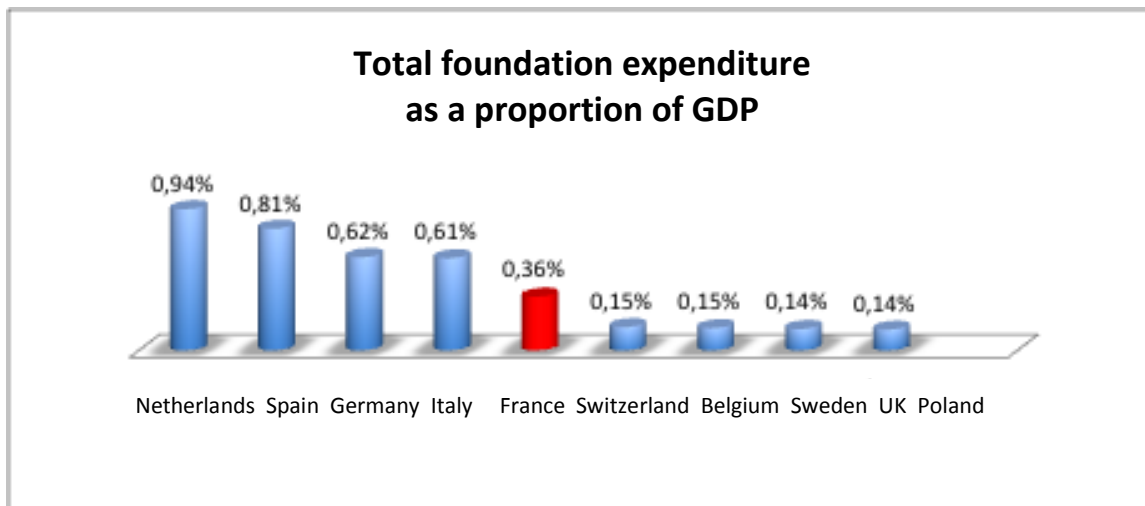
The title of country of foundations could perhaps instead be given to Germany then, which has the most foundations in Europe and, with €17 billion of assets, makes the highest contribution of any country (almost one third) to the total European foundation budget (€54 billion). In Germany, certain large foundations benefited from the economic prosperity of the second half of the 20th century and from a significant transfer of wealth, and others, particularly large corporate foundations, were created following a state order issued in the particular context of the post-war period. For example, the largest German foundation in terms of assets is the Robert Bosch Foundation (€5 billion), and the biggest grant-making foundation is the Volkswagen Foundation (€119 million of grants awarded each year).

⁹⁹ *Rapport sur les fondations en Suisse 2013*, CEPS-SwissFoundations

¹⁰⁰ In Germany, annual average spending per foundation is around €887,000, and in Switzerland this amount is less than €62,000.



As in the case of individual giving, we can compare the volume of foundation spending with the GDP of each country to measure the relative scale of philanthropy in each country.



Rhineland Europe and southern Europe: high foundation spending to GDP ratios

The countries with the highest ratio of philanthropic spending to GDP are the Netherlands, Germany and Italy, which were also ranked highly in terms of the ratio of total individual giving to GDP, and Spain, where conversely, the individual giving ratio is low.

France, where the volume of foundation spending is 0.37% of GDP, occupies the middle of the table, a relatively long way behind the four leading countries but well ahead of the next four, which all have a value of around 0.15%: Switzerland, Belgium, Sweden and the United Kingdom.

Although lower than the average value for European foundations as a whole (0.45%), the activity of the French foundation sector is respectable given that it has some of the lowest foundation numbers in Europe.

It should be noted that the United Kingdom, which stands out as the country of individual giving, is not the country of foundations when compared to its neighbours, the proportion of its foundations' expenditure relative to GDP being one of the lowest in the study. If we compare the relative weight of private giving and foundation activity, a similarity can be seen between the British and American philanthropic landscapes: philanthropy here is clearly dominated by the generosity of individuals rather than by the work of foundations. Conversely, in all the other countries of Europe, the weight of foundation activity is much greater than that of individual giving in proportion to their national economies.

Health and social welfare, the priorities for foundations in Europe

We have seen that the sectors favoured by individual European donors are religion, national causes and international aid.

In terms of total spending, health and social welfare are the priority issues for foundations in Europe¹⁰¹, France being the country where this trend is strongest. Philanthropy here goes hand in hand with solidarity: French foundations devote a significant and growing proportion of their expenditure to social welfare (35%) and allocate 40% of their budget to health issues¹⁰², following a similar pattern seen in French individuals who give 37% of their donations to social welfare projects.

Social issues are also priorities for foundations in Germany (29% of their budget)¹⁰³, Poland, Italy and Belgium (with 23% of total spending devoted to employment aid)¹⁰⁴.

While Dutch foundations allocate a large proportion of their budget to social welfare (31%), the main feature of the Netherlands is the predominance of international aid over other causes, accounting for 45% of their spending¹⁰⁵.

In some countries, promotion of scientific research is largely the remit of the philanthropic sector. In Sweden, foundations devote almost half their total budget to it (48%)¹⁰⁶, a sign that Swedish philanthropy is not a substitute for public action – which continues to take responsibility for social issues – but instead complements it, in an area where private funds and flexible procedures can be strong drivers of innovation. We have explained the decisive role of the Swedish state in creating very large foundations dedicated to this sector in the 1990s, but large private foundations have also been added to the

¹⁰¹ [Foundations in the European Union, Facts and Figures](#), European Foundation Centre, 2008

¹⁰² [Les fonds et fondations en France de 2001 à 2014](#), Observatoire de la Fondation de France, 2015

¹⁰³ German association of foundations

¹⁰⁴ [Les Fondations en Belgique](#), Réseau Belge de Fondations, November 2014

¹⁰⁵ [Foundations in the European Union, Facts and Figures](#), European Foundation Centre, 2008

¹⁰⁶ [Foundations in the European Union, Facts and Figures](#), European Foundation Centre, 2008

philanthropic sector in the last few decades. Among the most recent are the family foundation of IKEA founder, Ingvar Kamprad, with an endowment of more than €100 million¹⁰⁷.

Research and education are also the top priorities for foundations in Spain.

Swiss foundations are also expressing growing interest in the scientific sector. The number of foundations devoted to promoting science (almost 19%) is increasing more rapidly than the number of Swiss foundations in general¹⁰⁸, and worth mentioning is the recent initiative of the bank UBS which in 2012 set up a foundation to support economic research at the University of Zürich, with an endowment of more than €82 million.

In the United Kingdom, the Wellcome Trust spends €634 million on health and biomedical research, representing one fifth of total British foundation expenditure¹⁰⁹.

Where foundation assets are highly concentrated, foundation expenditure is also likely to be concentrated. The example of the United Kingdom is clear: 20 foundations account for half of total foundation spending, while the combined activities of 87% of foundations constitute one third of the sector's grant-making volume.

Although the activities of major foundations in each country are devoted to the priority causes cited above, a huge number of foundations devote themselves to a wide variety of public benefit missions, reflecting the inclinations and preferences of their founders. If we look at the number of foundations working in a particular area (and not on amounts spent), a very large number of foundations in several countries such as Belgium and France focus on art and culture, where foundations devoted to cultural activities are as numerous as those working on social issues¹¹⁰ (while art and culture account for only 5% of total foundation expenditure, compared with 32% allocated to social causes).

Lastly, the nature of spending can vary widely depending on the foundation profile: in France, 70% foundations are grant-making, while in Spain, three-quarters of foundations operate their own programmes.

The exuberant vitality of European foundations

The economic weight of the philanthropic sector can be measured in terms of assets – locked-up capital irrevocably allocated to a public benefit mission – or in terms of spending, the volume of its activity.

If we compare the American sector with the European one, Americans devote a much greater portion of their wealth to philanthropic projects, the assets of American foundations being around €620 billion¹¹¹, compared with €433 billion for European foundations¹¹². However, the activity volume of foundations in only the nine countries covered by this study¹¹³ exceeds that of American foundations: €53.5 billion for the United States, compared with €54 billion for nine European countries (and this is an underestimated total as sometimes based on partial data). Relative to their assets, European foundations are therefore more dynamic than their American counterparts. Out of every €100 invested for philanthropic purposes, €9 are spent in the United States, compared with average expenditure of €13 in Europe.

The lower vitality of American foundations can be explained by the marked predominance of independent foundations set up by individuals and families. Accounting for more than 90% of all American foundations, they have a much lower expenditure-to-assets ratio than other categories of foundation (especially corporate foundations which spend the equivalent of 24% of their assets). Primarily the result of a strategy to capitalise personal and family wealth, American foundations therefore spend a relatively low

¹⁰⁷ *Filantropi genom Stiftelser* (report by the *Filantropiskt Forum* on Swedish foundations), 2012

¹⁰⁸ *Rapport sur les fondations en Suisse 2013*, Centre for Philanthropy Studies (CEPS) and *Zentrum für Stiftungsrecht*, SwissFoundations, 2013

¹⁰⁹ *Giving Trends, Top 300 Foundations, 2014 Report* (Association of Charitable Foundations).

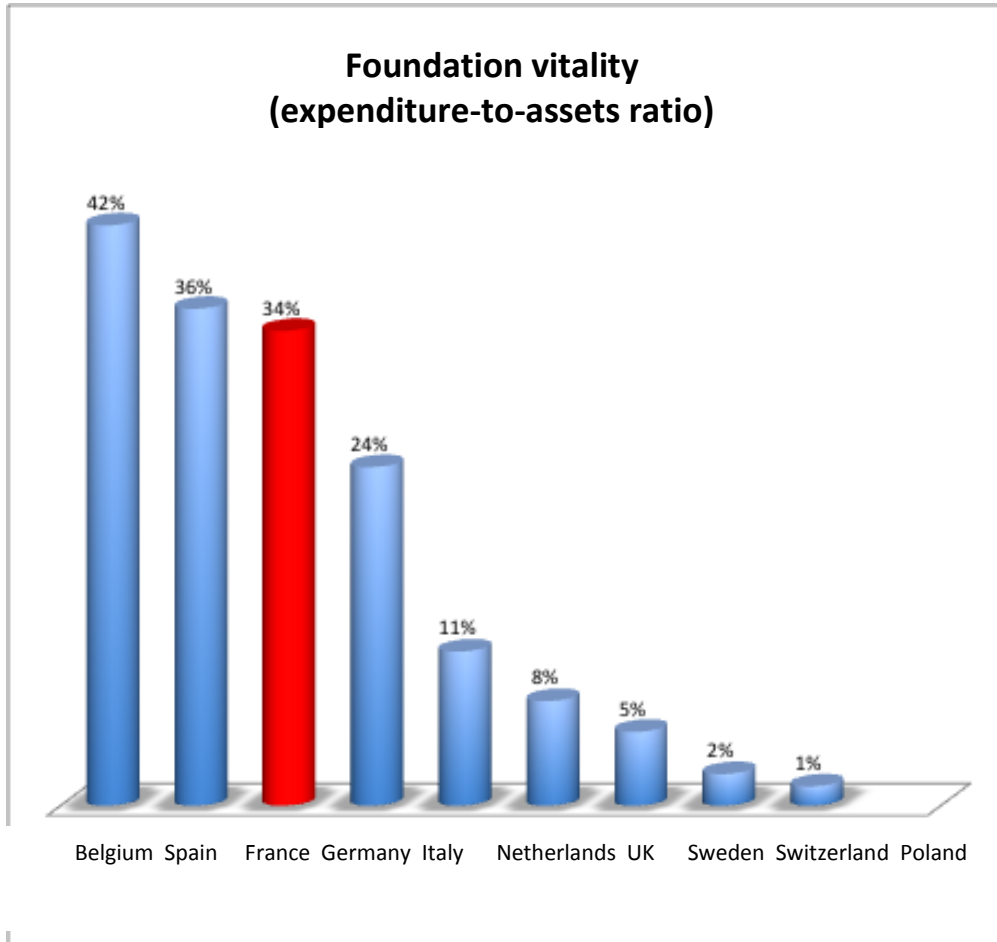
¹¹⁰ In France, however, the proportion of foundations devoted to cultural issues is dropping in favour of those with a social welfare remit.

¹¹¹ 2013 figures (Foundation Center) and 2013 exchange rate average.

¹¹² DAFNE, estimate for 13 countries.

¹¹³ In the absence of data for Poland.

proportion of their assets, and this ratio would in all likelihood be even smaller if independent foundations were not required by law¹¹⁴ to spend at least 5% of their capital each year. (Independent foundations have a vitality index of 6%, which shows that they observe the minimum threshold imposed by law but do not undertake significant additional philanthropic activity). With little focus on fundraising, American foundations therefore tend to adopt a financial stock model rather than one of asset inflows.



When this ratio is calculated, half the countries in Europe have a higher philanthropic vitality index than the United States. Four countries stand out in particular: Belgium, Spain, France and Germany. With an expenditure-to-assets ratio of 34%, France can therefore be considered one of the most dynamic philanthropic countries, with a vitality index almost four times higher than that of American foundations (8.6%).

In countries where average assets per foundation are highest (Italy and the Netherlands), this large pool of philanthropic resources appears to act as a drag on the vitality index, bringing it under the average. While countries where foundation assets are relatively limited, such as Belgium and Spain, have very dynamic sectors.

The healthy French vitality index appears to be more influenced by the country's very high average spend per foundation (ranked first in Europe).

¹¹⁴ The Tax Reform Act, 1969

The philanthropic dynamism of Europe can be explained largely through the variety of foundation models in existence and ways in which philanthropic wealth is viewed. The vitality of foundations can be encouraged by the state, through the introduction of new legal forms, the lack of a requirement for an initial endowment, and expenditure incentives (Spanish foundations are required to spend 70% of their net annual resources).

Young and active European foundations define themselves primarily in terms of their actions rather than their assets.

This dynamism may be inherent to the nature of young European foundations, but it is also perhaps made necessary by high social demand and the difficulty the public authorities have in meeting it. As an illustration of the philanthropic effort foundations are willing to make, foundation spending in Britain and Spain is increasing even though resources are dropping (in the United Kingdom, resources were lower than spending for the first time in 2012).

In periods of financial difficulty, when income from assets is particularly low and leads to a slowdown in the activity of permanent foundations, the flexibility of the asset inflows or expendable capital model ensures that immediately disposable resources are available. Through use of external resources, whether public or private, and not relying solely on the wealth of a single individual or family, foundations are mobilising an increasing number of stakeholders around public benefit projects, and thus contributing to the wider deployment of a philanthropic culture.

APPENDIX: SOURCES

	Giving and donors		
	Donor population %	Average gift	Giving total
BELGIUM	2012 figures. World Giving Index (Charities Aid Foundation): Gallup's World View World Poll, a self-declared survey of 1000 people aged 15 and over in 148 countries.	2012 figures. "Indicateurs de la générosité des Belges" study by the Institut de Développement Durable, published in 2014. Based mainly on giving taxation statistics published by Federal Public Service Finance. (Minimum deductible gift of €40/year/non-profit organisation)	
FRANCE	2012 figures. Baromètre de la Confiance. Comité de la Charte/TNS survey. (1052 people, aged 18 and over)	2012 figures. Baromètre de la générosité. France Générosités-Cerphi. Results based on data from the Ministry of Economy and Finance (income declared for 2012)	
GERMANY	2012 figures. Der Deutsche Spendenrat eV (fundraising organisations collective) (study conducted by the GfK research institute) (Figures extrapolated each year from a monthly survey of 10,000 donors aged 10 and over, including gifts to non-profits and the church. Excludes legacies, donations, foundation launches, and gifts over €2500) Figures published in 2013 for the year 2012. We have calculated the average gift by multiplying the giving amount by the annual frequency.		
ITALY	Source: ASSIF (Italian association of fundraisers) (no specific information on the data collection method)		
NETHERLANDS	2011 figures. Giving in the Netherlands. Published in 2013. Survey conducted every 2 years by the Center for Philanthropic Studies at Amsterdam University. Survey of 1500 people.		
POLAND	2012 figures. Provided by the association Klon/Jawor, which conducts an annual survey with the Millward Brown institute.		
SPAIN	2012 figures. Giving Spain 2014. Published by the Spanish fundraising association, with market research firm Salvetti & Llombart which has been collecting data every two years since 2004 (survey of more than 1900 individual donors and non-donors aged 18 and over)		
SWEDEN	2012 figures. FRIL Sweden, Swedish Fundraising Council. But does not include around 400 fundraising bodies with a 90-account: universities, museums and hospitals, for which data is not available. The data is taken from the accounts of these bodies placed under the control of the FRIL.		
SWITZERLAND	2012 figures. Spendenmonitor (giving monitor). Annual survey conducted by GFS-Zürich of 1540 people aged 18 and over. Figures: percentage of the donor population and average gift per household.	2012 figures, based on actual data from Zewo Foundation statistics. Calculation made using ZEWO STATISTIQUES ANNÉE 2012, by extrapolating the proportion of gifts and subscriptions identified in organisations holding the Zewo label (around 2/3 of fundraising) to all of the sector (total figure estimated by Zewo).	
UK	2011/2012 figures. UK Giving 2012 (Charities Aid Foundation/NCVO). Survey of 3300 people aged 16 and over (split into 3 annual waves) by the ONS.		

Foundations (if the source is not DAFNE or if DAFNE data is partial)			
	Number	Total expenditure	Total assets
BELGIUM	2013	2006 (Fondations en Belgique. Profil du secteur. Fondation du Roi Baudouin, 2008)	2012 = assets of 68 foundations declaring their assets, with the 15 largest accounting for €1.1 billion out of the total €1.4 billion assets of the 68 largest foundations (Les Fondations en Belgique, Nov. 2014, Réseau belge de Fondations)
GERMANY	2013	2012	2012
FRANCE	2013: Observatoire de la Fondation de France – Centre Français des Fondations figures		
ITALY	2011	2011	2011
NETHERLANDS	2013	2013	2013
POLAND	2014	-	2012
SPAIN	2013	2012	2012
SWEDEN	2012	2012 (partial data)	2012
SWITZERLAND	2013	Minimum estimate (2013)	Minimum estimate (2013)
UK	2013	2013 (figure based on the 300 largest foundations)	2013 (figure based on the 300 largest foundations)

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