Public perceptions of public benefit

Report prepared for:

The Charity Commission

February 2007

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1. Introduction

1.1 Background

The new Charities Act explicitly requires all charities to have charitable purposes which are for the public benefit. The changes introduced by the Act mean it will no longer automatically be assumed that charities set up for the advancement of education and religion or for the relief of poverty provide benefit to the public. The Charities Act includes a number of requirements for the Charity Commission in relation to public benefit:

- To promote awareness and understanding of the operation of the public benefit requirement;
- To publish guidance to help meet its public benefit objective and
- To carry out what consultation they consider necessary before issuing that guidance.

1.2 Aims and objectives

The Charity Commission commissioned Opinion Leader because it sought a better understanding of what the public understands and expects on issues related to public benefit. In particular, the Charity Commission wished to ascertain where, and how big, the gaps are between what the public understands about the benefit that charities provide, what public benefit they would expect to see charities providing, and what case law will currently support.

More specific questions included:

- What is the public's understanding of the meaning of the term 'charity'?
- What is their knowledge of the range of charities?
- When shown what the range of the charitable sector actually is, what do they think is the public benefit these charities bring?
- What do they think public benefit should mean in general and for specific sectors (i.e. charities which charge fees, religious charities etc.)?

In addition:

- How much value does the public attach to different dimensions of possible benefit, for example the ability to access fee paying charities' services?
- What should be the minimum levels of access to the benefit a charity provides?
- If certain charities were no longer to be deemed registerable what would the public lose?
- What is the public's understanding of the benefits of charitable status?
- What information do they think should be publicly available about the benefits of charitable status?

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1.3 Approach

The chosen method was a one-day Citizens' Forum involving 51 people. A Citizens' Forum is a unique approach which combines qualitative techniques with deliberation to enable citizens to give informed opinions and recommendations on complex issues.

While this is not a quantitative exercise, and the findings are indicative rather than conclusive, there were a number of common themes coming from different table discussions and a high level of consensus and consistency which lends weight to the findings and provide a firm foundation for the conclusions reached in this report.

The Citizen's Forum was held on 15th November 2006 in London. Participants of the Forum were recruited according to quotas set to reflect the demographics of the UK population in terms of:

- Gender;
- Age (18-75);
- Socio-economic groupings;
- Ethnicity; and
- Working status.

Volunteers in charities were limited to a maximum of 15 participants and board members or paid workers in charities were excluded.

The format of the day included a mix of plenary and smaller table discussions. In the table discussions, participants worked in groups of 10, each with a facilitator. Each table was selected to reflect a heterogeneous range of people. Issues discussed followed an agreed framework and participants received presentations and briefing notes to consider. Participants were also periodically convened into plenary sessions to hear general briefings and feed back on the results of their own deliberations. Speeches were followed by briefing notes that were handed out to participants as a point of reference for discussion.

Prior to the Citizens' Forum, Opinion Leader held two pilot groups in London:

- Each with 8 members of the public;
- One group with younger people (18-39);
- One group with older people (40-75);
- People in a range of lifestages; and
- At least 2 BME participants in each group.

The discussion guide and materials were tested in the pilot groups and the agenda and materials for the forum were fine-tuned as a result.

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1.3.1 The scope of the discussion

The agenda for the forum is appended to this document.

Given the time available in the Forum and the need to focus the discussion on concrete examples to foster meaningful debate, it was not possible to discuss all twelve charitable purposes in detail. In consultation with the Charity Commission, the following charitable purposes were selected for specific consideration:

- Charities for the prevention or relief of poverty;
- Charities for the advancement of religion;
- Charities for the advancement of health or the saving of lives;
- Charities for the advancement of the arts, culture, heritage or science;
- Charities for the advancement of amateur sport;
- Charities for the advancement of environmental protection or improvement; and
- Charities for the advancement of citizenship or community development.

In addition, guidelines on public benefit were drawn up by participants for the following charitable purposes:

- Charities for the prevention or relief of poverty;
- Charities for the advancement of religion;
- Charities for the advancement of health or the saving of lives;
- Charities for the advancement of the arts, culture, heritage or science; and
- Charities for the advancement of environmental protection or improvement.

1.3.2 A note on the presentation of the findings

As the deliberative Forum was a qualitative methodology, the results are not quantifiable into specific numbers. General terms such as ‘some’, ‘many’ and ‘most’ are used to express general levels of consensus within the table and plenary discussions. These terms are not meant as substitutes for exact numbers of participants.

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2. Executive Summary

This Citizens' Forum was a first for the Charity Commission and an innovative way of getting input from the general public into guidance issued by regulators. Deliberative research methods used in the Forum allowed the participants to gain an in-depth understanding of the topic and enabled shared solutions to be reached during the day. While the findings are qualitative rather than quantifiable, they provide a firm foundation for understanding public perceptions of public benefit, due to the wide consensus that was reached by the participants during the forum discussions. The process itself shows that members of the public can engage in high quality, high level debate about complex issues.

Participants had a narrow definition of what constitutes a charity

Some of the findings reinforce previous research carried out for the Charity Commission in 2005 on the public's trust and confidence in charities. For example, participants had a narrow definition of what constitutes a charity and did not readily think of themselves as beneficiaries. In this context, participants did not initially understand why public benefit is an important requirement for charities. Instead, benefiting the 'needy' was the more obvious and valued benefit to begin with and this belief was based on trust rather than scrutiny of charities' activities. However, once people were introduced to the wider benefits of charities, and to the variety of charitable organisations, they began to see that public benefit is important.

Public benefit should be judged within a charity's purpose and aims

Participants perceived that public benefit means benefiting as many relevant people as possible, according to the charity's purpose and aims. This means that charities catering to specific 'needy' groups should not be penalised for not benefiting large numbers.

But access can be an issue in demonstrating public benefit

Access did not emerge as a key issue for fee paying charities such as private hospitals and independent schools. The 'subtle' and 'knock on' benefits that charities provide were seen as being as important as more obvious direct benefits, but more challenging to demonstrate. Participants also felt that where benefits are more subtle and the need is less obvious, the charity should aim to benefit as many people as possible.

5 key citizens' standards for public benefit emerged from research

These standards are:

- Responding to need: seen as the essence of charitable activity;
- Enhancing lives: charities should strive to make an improvement to society;
- Education and development: charities are seen as providing education in a very broad sense;
- Fostering a sense of community: through caring about others and tackling problems in society; and
- Future generations: charities are felt to be guardians of heritage and values for the future;

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Demonstrating public benefit

Participants considered the ways in which charities could show that they do provide public benefit. The following principles were developed for demonstrating public benefit:

- All charities should assess the gap or need they will fill or meet;
- Charities should set their aims in terms of providing benefit and the target group they intend to benefit;
- Charities should measure whether they have achieved their aims and benefited their target group;
- Charities should also consult with their beneficiaries in order to ensure they feel they have received a benefit and to understand how the charity can provide more benefit in the future;
- Charities should be outward looking and think how they can let the wider community know about the benefits they provide (e.g. through posters, advertisements, newsletters and websites);
- The public benefit that charities provide should be in proportion to their size and income; and
- Charities should continuously provide public benefit.

Participants agreed that the Forum was a good way of communicating and consulting with them

The post-forum questionnaires also show how valuable the Forum was in terms of communicating ideas to the public as well as getting the public to participate in creating 'rules' or standards.

- 96% agreed that events like this are a good way of consulting the public about rules for charities; and
- 90% agreed that they learnt a lot from the event.

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3. Key Findings

3.1 The context: public understanding of charities

After a brief introduction from Opinion Leader and the Charity Commission, the participants had a table discussion about what they considered to be charities. This culminated in a short quiz that was filled out by each participant. They were asked to tick all the organisations that they thought were charities.

The findings from the initial questionnaire and subsequent discussion demonstrate that participants' initial understanding of charities was very limited. As found in previous research carried out by Opinion Leader[1], they did not know the full range of organisations that are charities. Initially 'charity' was associated mainly with health, poverty and care of vulnerable groups. As such, 'big brand' charities such as Oxfam, NSPCC and Save the Children were widely known. There was also some more specific awareness of local charities for local causes, for example hospices and local charities for people with disabilities.

"Charities help the needy"

"Supporting worthwhile causes for people in need"

Charities were assumed to be funded by donations from the public and participants said they tend to assess whether an organisation is a charity or not on the basis of whether they would or could donate to it. Participants demonstrated little scrutiny of charities: people tend to give to charities on trust, even when often they do not have the evidence on which to base this trust. That said, some participants did mention a few underlying issues about individual organisations that have received media attention for misuse of funds.

"They (charities) are not there to rip you off. They are there to help"

A speaker from the Charity Commission addressed the participants in plenary and gave a presentation on charities, charitable purposes, funding and the core principles of public benefit. A briefing note that summarised the main points of the presentation was handed out to participants (see Appendix 3).

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When given more information, participants expressed surprise at the range of purposes the charity sector covers. There was also surprise that fee charging organisations can be charities, especially those perceived to have a lot of money e.g. private hospitals and private schools. There was very low awareness of the tax benefits that charities receive. However, once revealed, some people were suspicious at the motives behind some organisations getting charitable status, especially charities that charge fees.

> *"Private schools wouldn't hand out scholarships – they might have charitable status just to get tax relief"*

> *"What are charitable organisations? That was very informative. It's difficult to make a judgement because those organisations are not necessarily seen as a charity"*

[1] Opinion Leader report; '*Public Trust and Confidence'* (2004) available at http://www.charity-commission.gov.uk/spr/default.asp

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3.2 Understanding of public benefit

3.2.1 Initial understanding of public benefit

After the presentation from the Charity Commission there was a table discussion that focused on understanding public benefit.

Towards the end of the discussion, participants were asked to focus on 5 purposes of charities that people may not have thought about before:

- Charities for the advancement of religion;
- Charities for the advancement of education;
- Charities for the advancement of health or the saving of lives;
- Charities for the advancement of the arts, culture, heritage or science; and
- Charities for the advancement of amateur sports.

The initial discussions on public benefit were largely informed by the perceptions of charities that participants brought with them at the beginning of the day. As has been mentioned, participants saw charities as benefiting particular groups in society such as the poor, disabled or elderly. Therefore, many people began the day by thinking that charities demonstrate public benefit by their nature:

> *"Charities are about making a better society"*

> *"It's an act of goodwill, they are there to make something better"*

Participants easily identified demonstrable benefits for specific 'needy' groups such as cancer charities that provide assistance to cancer patients. However, they struggled with the idea that charities could or should demonstrate identifiable benefits to the wider public.

> *"Make a Wish is for children that are disabled. The public themselves don't benefit because they don't have a child that's disabled – you won't benefit unless it concerns you"*

> *"What if you have a very rare disease and want to set up a charity – you can't because it is not 'sufficient'. A definition [of public benefit] should be about what you do, rather than numbers of people that benefit".*

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Participants also found it easier to identify public benefit among charities that are local to them, because they were able to see the effects of the charity in their local community:

> *"[To provide public benefit you] should serve the community in your local area"*

> *"After school clubs provide a public benefit because parents can work to support the family, kids are off street, and the family is not claiming benefits"*

Some of the charitable purposes that people discussed at this point were easier for people to identify a public benefit for than others, and some different types of charities within the charitable purposes caused more controversy than others. In particular, charities for the promotion of religion, charitable organisations that charge fees and international charities were initially more difficult to identify public benefit for than other types of charities discussed.

Fee charging charities

If charities charge fees, participants saw them as potentially excluding less well off people and therefore possibly limiting the charity's public benefit. However, when fee-charging charities are also providing a public service that would otherwise be covered by public institutions, some participants were able to see some knock on benefits to the public from their existence. For example, private schools and hospitals were perceived to potentially relieve pressure on the state education system and the NHS. In addition, people could see some benefit to a particularly high standard of care or education being given to a small number of people, as this potentially allows them to go on to be particularly useful to society.

However, participants also saw some obvious 'disbenefits'. For example, they saw having fee paying hospitals and schools as letting 'Government off the hook' and draining public sector institutions of their best talent with better salaries.

In order to mitigate these 'disbenefits', participants felt that charities that charge high fees need to actively find ways to ensure people in financial need who cannot afford the fees can still benefit.

> *"Private hospitals should help a percentage of NHS patients – they should have to give back to the NHS, for example by allowing use of equipment"*

> *"So all schools would need to donate for those less advantaged"*

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Charities for the promotion of religion

Some people perceive that receiving spiritual guidance is a benefit itself to followers of a religion. However, the inherent benefits of promoting religion are questioned by those who do not have religious beliefs. There is a general concern about the amount of public benefit provided by charities that only engage with a particular religious community especially given current concerns about community cohesion.

Participants felt that there was a need for charities for the promotion of religion to reach out to the wider community, without proselytizing to them. However, participants did not feel this should be enforced in a prescriptive way, rather, that each organisation should reach out in a way that they feel comfortable with.

> *"People who will directly benefit the most will be those of the faith. However, they should not be exclusive. All people should be able to benefit in some way"*

International charities

Participants thought that local charities would always find it easier to demonstrate public benefit as they work in a small geographical area and their work is evident to the community. The public benefit of national charities is potentially more complex but still demonstrable. International charities are more difficult cases – people struggled to understand 'public' is an international term. In addition, international charities were perceived as less accountable than local or national charities because the public who benefit from their activities are far removed from the public who contribute funds to the charitable activities.

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3.2.2 Understanding of public benefit subsequent to presentations from charities

Representatives from four types of charity gave presentations:

- Charities for the advancement of education: Independent Schools Council;
- Charities for the advancement of citizenship or community: Community Matters;
- Charities for the advancement of arts, culture, heritage or science: The National Trust; and
- Charities for the advancement of religion: League of British Muslims UK.

The particular types of charities chosen represented a broad range of charitable purposes. The speakers from each type of charity gave brief presentations and brought to life the work that their charity did and highlighted the benefits that they think they provide for the public, paying particular attention to the more 'subtle' benefits.

After the presentations, participants began to understand a wider definition of public benefit and to think of charities as helping more than just the needy. At their tables they identified many new benefits to the public that they had not recognised until that point.

People were surprised and convinced by the number of benefits, particularly 'knock on' benefits that the charities were able to demonstrate:

- e.g. mosques providing social centres for elderly people and youth;
- e.g. schools providing facilities for others to use;
- e.g. community umbrella organisations supporting community charities; and
- e.g. long-term custodianship of heritage and culture.

> *"I didn't realise that the Mosque had such wide ranging community benefits"*
>
> *"It's important to encourage community spirit, you need an organisation to help these charities"*
>
> *"I didn't realise that the independent schools support the state schools"*
> *"The educational aspects of the National Trust wouldn't be something that springs to mind"*
>
> *"The National Trust [provides] a very good benefit for general public – socially, recreationally and economically"*

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3.2.3 Understanding of different types of public benefit

This table discussion was followed by a presentation in plenary from the Charity Commission on different types of public benefit and practical examples of what the different types of benefit are, this included presenting:

- Direct and indirect benefits (phrased as "First hand" and "second-hand" or "knock on" benefits);
- Tangible and intangible benefits (phrased as "obvious" and "subtle" benefits);
- Disbenefits.

The pilot research demonstrated the importance of phrasing the different types of benefit in a way that is accessible and easy for lay-people to understand and use themselves.

Participants were encouraged to discuss the different types of benefits with reference to imaginary scenarios of different charities, developed for the purpose of further clarifying these terms.

Participants argued that obvious benefits are not necessarily more important than subtle benefits. They noted that subtle benefits may be less apparent but felt that they could provide the strongest public benefit because they often benefit the widest number of people.

For example:

- Charities that help offenders to give up drugs also benefit the wider community; and
- Charities that work to safeguard heritage for future generations.

> *"Public benefit is the improvement of overall quality of life and lifestyle of children, families, and the community they live in"*

However, where benefits are more subtle, or the need is less obvious, participants expected that a greater number of people should benefit.

> *"Is a sufficient number benefiting [in a private hospital]? Maybe they should commit to take a percentage of NHS patients. The second hand benefit to the NHS does not justify it being a charity."*

> *"Bringing art into the community so that it's accessible for everyone and not elitist"*

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3.3 Developing citizens' standards

3.3.1 Citizens' standards for 5 different charitable purposes

The afternoon session was dedicated to developing citizens' standards for how charities can provide public benefit. Standards were initially developed for five different charitable purposes:

- Charities for the advancement of education;
- Charities for the prevention or relief of poverty;
- Charities for the advancement of religion;
- Charities for the advancement of arts, culture, heritage or science; and
- Charities for the advancement of environmental protection or improvement.

Standards were developed within the following framework:

- Who should benefit and how many?
- What are the most important public benefits these types of charities provide?
- How can they show public benefit?

Finally, 5 overarching standards for all charities were developed.

Participants spent the morning unpicking the nuances of 'public benefit' and gaining a greater understanding of the term. The afternoon session developed that understanding and was dedicated to looking at what public benefit means *in practice* for charities – this was done by developing citizens' standards. The afternoon started off with each table discussing a different charitable purpose and developing standards for that charitable purpose.

Charities for the advancement of education

In terms of who and how many should benefit, participants felt that as many people as possible should benefit, but in particular gifted or disabled people should benefit. With this in mind, participants argued strongly that charities should not limit their activities to those who can afford to pay. Those charities for the advancement of education should provide bursaries to enable less advantaged people to benefit. In order to benefit as many people as possible, they were keen that educational charities should share their facilities with public institutions and members of the public.

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Participants could see many benefits that charities for education provide. The most important benefits identified were:

- Providing a high quality of education;
- Giving gifted people and those who cannot be educated in mainstream education a chance to thrive;
- Providing educational support and services to the wider community;
- Teaching people how to make a positive contribution to society;
- Providing some sort of qualification to show that they have provided improvement of skills; and
- Training staff to recognised standards.

Participants said that educational charities would be able to show public benefit by letting people know about the successes they have had in academic and other fields. They also wanted evidence of how charities spend their income:

- E.g. by conducting a cost-benefit analysis of the time and money that has been spent on educational activities and what success they have achieved in providing education with that investment; and
- E.g. by giving figures of how many people have been supported financially to use their services.

Charities for the prevention or relief of poverty

Participants stated that those who are in most need of financial assistance should benefit from charities for the relief of poverty, and that this assistance should also include their families and especially their children. They wanted to see these charities focus on particular, restricted groups such as single parents so that they can make a positive difference to those groups, however they do not think that charities should discriminate by religion or ethnicity (for example by only helping people of one faith).

Charities for the relief of poverty were identified as being able to provide many important public benefits. However, participants focused on the following as being particularly important public benefits:

- Not just providing short term benefits (i.e. one off grants or help), but giving longer term support;
- Longer term poverty relief strategies were felt to provide the greater public benefit; and
- Empowering people, with the eventual goal of making them self-sufficient.

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Participants were also able to identify 'knock on' or subtle benefits for society provided by charities for the relief of poverty. These 'knock on' or subtle benefits were thought to be among the most important public benefits provided by charities for the relief of poverty because they include the widest number of people. These benefits include:

- Regeneration of 'bad areas';
- Improvement of behaviour of children and young people at school and in public;
- Eventual improvement in the local economy; and
- General improvements in society and in social cohesion: increased affluence is associated with greater participation in society (for example, the labour market and tax contributions).

Participants expressed the opinion that charities for the prevention and relief of poverty should demonstrate public benefit by carrying out a needs assessment of potential beneficiaries and then clearly stating their aims and the target group they wish to benefit. These commitments would then be used to judge the benefit provided by each charity.

Participants wanted to see charities engaging with beneficiaries to ask them how empowered they feel after receiving help and what it has enabled them to do with their lives. This kind of consultation was seen as both a measurement of public benefit and a process of continuous assessment in order to improve their service. They also suggested that charities could assess their public benefit by looking at the changes that they have effected in the wider community.

Charities for the advancement of religion

Discussion of charities for the advancement of religion caused a great deal of debate. The participants who considered charities for the advancement of religion agreed that they could focus their activities amongst people of their own faith and still provide public benefit, but thought that they should also contribute to the community as a whole. As such, any wider social or community activities beyond worship should not exclude those not of their faith. For example, they should be open to inviting the wider community to open days, fairs or social events that they organise.

As mentioned previously, those who do not have religious beliefs themselves debate the inherent benefit of promoting religion. As a whole, however, the participants agreed that religious charities did provide public benefit such as:

- Providing spiritual guidance and support to people of their faith;
- Providing an opportunity to share their religion and increase understanding between communities; and
- Demonstrating the positive beliefs and teachings of the religion.

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Participants wanted charities for the advancement of religion to show evidence of their achievements, events and services they have put on. The charities should give evidence of who attended to show inclusiveness and of how many attended to show that they provide benefit to a substantial number of people. Participants think that charities should be open and transparent and publicise their activities to the wider community through websites and reports

Charities for the advancement of art, culture, heritage and science

Participants mentioned that charities for the advancement of art, culture, heritage and science should provide open access so that they benefit as many people as possible. Participants felt it was particularly important for these types of charities to take particular care to include disabled people, those with special needs, youth, the elderly and those on low incomes.

People identified many benefits that charities for arts, culture and heritage charities can bring:

- Teaching people about the arts and encouraging artistic appreciation;
- Emotional development: self expression and exploration;
- Identifying and developing talent;
- Providing funding and materials for those who want to practise the arts;
- Improving cultural understanding: locally, nationally and internationally; and
- Fostering social inclusion.

In order to show that they are providing open access to benefit as many people as possible, participants wanted charities that have access to a building or facility to make it accessible to the public and also to let people know that this space exists. They should provide and promote a list of facilities that they have available, and encourage public performances and exhibitions. Participants were also excited about the idea of 'taking art to the people' by, for example, holding events in public places that the wider community can attend. Accountability is also important and participants stated that charities should show that they are providing public benefit by providing strategic documents detailing the aims of the charity. Further to this, participants said that they would like to see these charities consulting with the public and beneficiaries about the benefit they provide. They thought that having feedback mechanisms for beneficiaries is particularly important.

Charities for the advancement of environmental protection or improvement

In terms of how many people should benefit, environmental charities were seen to have the most far-reaching beneficial effects. There was a belief that the activities of environmental charities eventually benefit everyone in the world. In planning their actions, participants felt that environmental charities should aim to benefit as many people as possible. However, they were also thought to specifically benefit those who volunteer and are interested in their activities and this is also seen as a very valid group to benefit.

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Environmental charities were seen to provide a wide range of diverse benefits, a majority of the benefits that are identified as most important are more subtle or 'knock on' benefits:

- Providing public education and raising awareness about environmental issues;
- Preserving resources and providing infrastructures for others to preserve their resources;
- Giving the community volunteering opportunities; and
- Benefiting the country as a whole by preserving its natural environment so it can be enjoyed by all.

Participants stated that they would like more information from charities for the advancement of environmental protection or improvement and think that they should advertise their achievements and the public benefit they provide, for example, through newsletters and internet, showing examples of good practice and testimonials. Participants would like these charities to be transparent and accountable and provide clear information about how they use their resources. They would also like these charities to be open to audits and/or monitoring.

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3.3.2 Overarching standards

After each table had discussed their own specific charitable purpose, they summed up their discussion and chose one participant from their table to feedback their main points in plenary. Even though each tale was talking about a different charitable purpose there was strong consistency between the tables. The plenary feedback allowed participants to hear from other tables before moving on to developing more overarching standards – standards that could encompass all charities regardless of their charitable purpose.

Again, there was a great deal of consistency from the discussions at the tables and 5 key overarching standards emerged:

Responding to need

Responding to need was seen as the essence of charitable activity. Participants felt that charities should benefit particular groups in society such as the poor, sick, disabled or elderly. Charities were also seen as able to help fill a gap in state provided services. In terms of how many people should benefit – participants felt that it is legitimate for a charity to benefit a small number of people if those people are in great need. However if the benefits are less obvious or more subtle and are not responding to great need, a greater number of people should benefit

"Public benefit is about helping people in dire straits - unfortunate people"

"(It's about) helping someone who needs help and isn't getting it from elsewhere"

Enhancing lives

Participants said that charities should strive to make an improvement to society and, in so doing, benefit as many people as possible. They said that charities should aim to enhance peoples' lives, by providing obvious benefits to their beneficiaries but also by providing subtle benefits to the wider community. In addition, charities were seen to enhance lives by allowing people to volunteer and get involved with charitable activities.

"You help one person but you also help their family and the community"

"It's about improving people's quality of life"

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Education & development

Education was understood by participants in the broadest terms. There are several aspects to the education charities can provide, including personal improvement and edification of beneficiaries/volunteers. Charities were also expected to share their specific knowledge and skills with beneficiaries, volunteers and the wider public. Participants also welcomed the opportunity for charities to develop public understanding of their charitable cause.

> *"They need to make people aware of what is going on"*

> *"The educational aspects of the National Trust wouldn't be something that springs to mind but they encourage people to develop their skills and learn about their heritage"*

Fostering a sense of community

Charities were seen as caring about others and tackling problems in society. Participants felt that charities helped to create awareness of social problems and inequalities and reach out to the community. Participants believed that charities should promote social cohesion through their activities and should also be socially inclusive as possible and engage the wider community – especially charities that cater for particular religious or cultural groups.

> *"It's important to encourage community spirit"*

> *"I knew nothing about the Mosque, they get a lot of bad press so it was good to know what they are doing in the Mosque"*

Future generations

Charities are felt to act as guardians of heritage, cultural practice and the positive, cohesive structures of society. Charities that consider the knock on effects of their activities for future generations provide greater benefit than those that focus only on the present.

> *"They must have a long term vision and think about the impact on the future"*

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3.3.3 Additional issues relating to charitable activities

The discussion of charities in the forum was focussed on the issue of public benefit. Therefore, participants' comments and responses focussed on this particular topic. Some areas that might, intuitively, have been raised by participants were not. These include the campaigning activities and the innovative role of some charities in society.

Whilst there was no overt mentions of campaigning charities, there were also no comments explicitly against campaigning charities and various points suggest the implied importance of this aspect. In agreement with our previous research, participants perceived that charities have a strong moral basis and that they are able to see need and act where others cannot. The idea that charities have the power to foster debates on issues and tackle more controversial matters was seen as an essential educational aspect of a charity – educating people about the issues and engaging the public with their campaign.

Innovative charities were also not directly explored in this research. However, there is a preference to see charities 'filling the gap' in innovative ways. Participants wanted diversity and specialism and were keen that small charities should thrive. There was also an openness to be educated about the activities and priorities of charities that suggests that people do want charities that 'think outside the box' and do things that the public may not have thought of.

> *"Charities should fill the gaps where Government doesn't provide services"*

Bearing in mind the implied importance of the campaigning and innovatory activities of charities, further consultation may need to be conducted to decide how important this aspect is to the public and whether the citizens' standards should be expanded to include charities' role in campaigning.

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3.4 Demonstrating public benefit

Participants developed a number of suggestions for ways in which charities could demonstrate that they provide public benefit. Participants were looking to charities first to assess the need or gap they would fill and to outline their overall aims with respect to public benefit. Demonstrating public benefit at its most basic is then understood to be about actively measuring outcomes against these aims.

Another key element identified by participants is the need to consult with beneficiaries in order to ensure they feel they have received a benefit and to understand how to potentially improve public benefit the charity provides in the future. Participants said that charities should also be outward looking and think about how they can let the wider community know about the benefit they provide, for example, by publicising activities and benefits through:

- Posters;
- Newsletters;
- Websites; and
- Interaction with the community (e.g. setting up a stand in the city centre, open days).

> *"(I'd like to see) case studies of who they have helped, maybe on the internet. Also statistical evidence that is accessible to the public about how charities distribute funds, in simple terms like pie charts. I'd like them to be clear about where money is going."*

Participants had a flexible view of what 'public' means in terms of demonstrating public benefit. There were seen to be different levels of 'public' to whom the 'benefit' can be applied. This includes specific groups and can range from local to national or international definitions of the 'public'.

Participants voiced some concerns that a rigid set of 'rules' could negatively affect smaller charities and discourage people from setting up charities and carrying out very positive work. Participants were keen that the public benefit requirement should not be too narrowly defined. Charities should be able to specialise and diversify in order to provide more effective benefits to specific audiences.

> *"Could the Charity Commission please ensure that they do not impose a 'one size fits all' set of rules"*

> *"Please make the standards encouraging and not scare away charities or people who are providing for good causes"*

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There was a consensus that the public benefit that charities provide should be considered in proportion to their size and income. For example, smaller charities with fewer resources should have a lesser public benefit requirement. However, access does emerge as an issue for some charities. Charities that charge fees need to ensure that people on low incomes can benefit, for example by offering scholarships or bursaries.

Participants felt that charities need to continuously demonstrate public benefit (not just pre-registration). However, they did not expect registered charities to be suddenly deregistered for not providing public benefit. Rather they expected those charities which do not show that they demonstrate sufficient public benefit to be shown how to provide more public benefit and to be given help and guidance to do so. Penalties were seen as the ultimate sanctions should charities not improve the public benefit they provide. The Charity Commission was felt to be the appropriate body to assess public benefit on the public's behalf.

In summary, participants developed the following principles for demonstrating public benefit:

- All charities should assess the gap or need they will fill or meet;
- Charities should set their aims in terms of providing benefit and the target group they intend to benefit;
- Charities should measure whether they have achieved their aims and benefited their target group;
- Charities should also consult with their beneficiaries in order to ensure they feel they have received a benefit and to understand how the charity can provide more benefit in the future;
- Charities should be outward looking and think how they can let the wider community know about the benefits they provide (e.g. through posters, advertisements, newsletters and websites);
- The public benefit that charities provide should be in proportion to their size and income; and
- Charities should continuously provide public benefit.

3.5 Use of language

During the pilot group discussions and the Forum itself, the language used to express public benefit was found to be crucially important in engaging the general public and enabling them to understand the complexities of public benefit.

Participants found terms such as 'direct' and 'indirect' benefits very difficult to conceptualise. They require a lot of explanation using terms such as 'subtle' to enable people to understand what they mean. Participants also responded well to concrete examples that bring the terms to life. Given that public benefit itself can be a difficult concept to convey, it is essential that it is expressed in terms that are easy for the public to understand.

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3.6 Impact of consultation

This Citizens' Forum was a first for the Charity Commission. It is an innovative process to engage with members of the public and is particularly unique in its solution orientated approach. This Citizens' forum used deliberative methods to allow shared solutions to be reached during the day. The afternoon session was dedicated to creating 'Citizens' standards' for the Charity Commission.

Despite the fact that this was qualitative, rather than a quantitative research, the findings from this research provide a strong basis for understanding the public perspective on public benefit. In addition, the consistency between the tables and strong consensus reached during the day suggest that these findings can be understood in a wider context.

The process itself shows that members of the public can engage in high quality, high level debate about complex issues. It demonstrated that using the right language and the correct tools for supplying them with information, the public can understand and engage with complex matters. Participants gave thoughtful responses and engaged with many of the more difficult points in a considered manner.

Indeed, the feedback from the post-forum questionnaires demonstrates the positive impact of the event:

- 98% agreed that they enjoyed taking part in the event;
- 94% described the day as interesting.

The post-forum questionnaires also show how valuable the Forum was in terms of communicating ideas to the public as well as getting the public to participate in creating 'rules' or standards.

- 96% agreed that events like this are a good way of consulting the public about rules for charities; and
- 90% agreed that they learnt a lot from the event.

> *"I think that the Charity Commission have heard what the groups have said and it will go a long way to helping charities"*

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4 Appendix

Appendix 1: Forum agenda

CHARITY COMMISSION PUBLIC BENEFIT FORUM AGENDA

SESSION ONE: (9.30 for) 10-11.45am
Aim of session: *To warm up participants by exploring **perceptions of charities** and introducing the idea of **public benefit***

9.30-10.00am	ARRIVE AND GET SETTLED • Registration, name badges, table allocation • Tea/coffee
10.00-10.10am (10mins)	INTRODUCTION (PLENARY) • Charity Commission representative introduces the day: ➢ The role of the Charity Commission ➢ The way charities are assessed will change ➢ Want to get public opinion on the proposed changes and what they should mean for charities • Opinion Leader Chair (Monique) welcome – ground rules, housekeeping, outline agenda for the day
10.10-10.25am (15 mins)	WARM UP: WHAT IS A CHARITY (TABLES) • *Table facilitator introduction (facilitator role, one at a time-fair say, taping/lap top, confidential, lots to do, breaks/lunch etc.)* • Everyone at the table introduces themselves • Discussion: What sorts of organisations are charities? • As a group brainstorm "what is a charity?" ➢ What do charities do? ➢ What do they not do? ➢ What makes a charity different from other types of organisations? • Moderator hand out quiz on which organisations are charities • Ask participants to tick all that they think are charities
10.25-10.30 (5 mins)	VOTING: WHICH OF THESE ORGANISATIONS ARE CHARITIES? • Lead moderator reads out the list of charities in the quiz • Show of hands: which are charities?

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10.30-10.45am (15 mins)	CHARITY COMMISSION PRESENTATION (PLENARY) • Charity Commission representative responds to vote ➢ Actually all those organisations are charities ➢ Discuss the broad range of organisations that are charities and the charitable purposes that are classed as charitable - Examples of charities for each charitable purpose ➢ How charities get funding – including donations but also other forms of funding ➢ The tax benefits that charities receive – gift aid and other tax breaks – this is money that comes out of the public purse ➢ The Charities bill and the requirement for public benefit – why public benefit is important, why it is now becoming a legal requirement and what this means for charities that cannot demonstrate sufficient public benefit ➢ The core principles of public benefit: sufficient sections of the public; identifiable benefit; not excluding those on low incomes
10.45-11.15am (30 mins)	UNDERSTANDING OF PUBLIC BENEFIT (TABLE) • *Moderator to hand out Briefing Note 1 (summary of Charity Commission presentation)* • Spontaneous response to Charity Commission presentation: what was interesting, new, surprising about what you heard? • What charities spring to mind spontaneously when you think about public benefit? • Can you think of any charities that you or people you know have benefited from? • Brainstorm: what does 'public benefit' mean to you with regard to charities generally? ➢ What do you think 'public' means? ➢ And what is a 'sufficient section of the public'? ▪ Who/how many should benefit? ➢ What is an 'identifiable benefit'? ➢ How could a charity 'demonstrate' benefit? • Moderator to introduce 5 purposes of charities that people may not have thought about before: ➢ Religious charities ➢ Schools ➢ Private hospitals ➢ Arts/culture ➢ Sport • For each one, explore as a group: ➢ What benefits can you identify for each category? ➢ What would the public lose if they were not there? • Overall, what is the top benefit you can think of for each of the 5 charitable purposes? MODERATOR RECORD ON FLIPCHART

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11.15-11.30am (15 mins)	BREAK (Participants told 10 mins) *Tea and coffee break*

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SESSION 2: 11.30am-1.20pm *Aim of the session:* *To broaden understanding of public benefit and introduce notions of* ***tangible/intangible; direct and indirect benefits as well as benefits vs disbenefits***	
11.30-11:55 (25 mins)	PRESENTATIONS FROM CHARITY SPEAKERS (PLENARY) • 5 minute presentation each from: ➢ The Independent Schools Council ➢ Community Matters ➢ The National Trust ➢ A representative from Ilford Mosque • Speakers to bring to life the work they do and the public benefit they think they provide, also introducing direct-indirect and tangible-intangible benefits
11.55–12.10pm (15 mins)	RESPONSE TO SPEAKERS (TABLES) • Spontaneous reactions • Which were the most compelling public benefits? • Were there any you hadn't thought of? • Did any of the presentations change your opinions about the public benefits of any types of charities?
12.10-12.20pm (10 mins)	PRESENTATION FROM CHARITY COMMISSION (PLENARY) • Charity Commission representative introduces the three key dichotomies we are interested in exploring ➢ Obvious benefits are clear to all and benefits that are the direct result of the charitable purpose (tangible and direct benefits) ➢ But the Charity Commission also need to think about other kinds of benefits when they are assessing the public benefit of a charity ➢ For example: ▪ 'knock on' benefits that may not be the main focus of charities ▪ benefits that are harder to see and measure but important all the same ▪ Things they do that may cause harm, and when they cause so much harm that they outweigh the public benefit they provide ▪ Illustrative examples to be provided

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12.20-1.00pm (40 mins)	EXPLORING DIFFERENT TYPES OF PUBLIC BENEFIT (TABLES) • *Moderator to hand out Briefing Note 2 (summary of Charity Commission speech)* • *Moderator hands out scenarios of different charities that illustrate the key dichotomies* • As a group, read through the scenarios and check comprehension • Go through each scenario as a group identifying: ➢ What types of public benefit the charity gives and to whom ➢ What are the direct and obvious benefits? ➢ What are the knock-on benefits? ➢ Are there any benefits that are less obvious? ➢ Which types of public benefit you have identified do you think are most important? ➢ Are there any disbenefits? ➢ Do they outweigh the benefits? • Looking at all the benefits you have identified here, and the benefits you identified with different charitable purposes earlier, what would you say are the top 5 most important types of public benefits you have considered so far? • Moderator to write down on a flip chart
1.00-1.45pm (45 mins)	LUNCH (Participants told 30 mins) *Participants to get buffet lunch from the foyer outside* *(can eat at their tables or standing in the foyer)*

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SESSION 3: 1.45-3.20pm
Aims of the session:
• *To develop guidelines for public benefit by charitable purpose* • *To develop overarching guidelines for charities in general*

1.45-2.05pm (20 mins)	PRESENTATIONS OF TOP 5 MOST IMPORTANT PUBLIC BENEFITS (PLENARY) • Each table (or sample of tables) present their 5 most important public benefits to the room

2.05-2.10pm (5 minutes)	PRESENTATION FROM CHARITY COMMISSION ABOUT THE PURPOSE OF CREATING PUBLIC BENEFIT GUIDELINES • Introduces the tasks that participants will be doing this afternoon – creating guidelines to help the Charity Commission understand how ordinary people want public benefit to be demonstrated, assessed and regulated
2.10- 2.40pm (30 mins)	IDENTIFYING GUIDELINES FOR PROVIDING PUBLIC BENEFIT FOR DIFFERENT CHARITABLE PURPOSES (TABLES) • *Moderator remind people that we are now going to be working on producing guidelines – imagine they are advising the Charity Commission on what to do* • Each table takes 1 charitable purpose to consider • Three different examples of charities and what they do will be included for each charitable purpose • Each participant given guidance notes with probes • Thinking about this charitable purpose as a whole, what guidelines do you think charities under this purpose adhere to make sure they provide public benefit? • Participants work individually prior to group brainstorm • Think about: ➢ What types of benefits should these charities be required provide? ➢ How many people should benefit? ➢ What sort of people should benefit? ➢ How can these types of charities demonstrate public benefit? ➢ What kind of information do they need to give about benefit provided? ➢ How should we measure this public benefit? ➢ Are some benefits more important than others in assessing public benefit? ➢ Who needs to be involved in measuring public benefit? • *Moderator to flipchart guidelines*
2.40- 3.05pm (25 mins)	REPORTING BACK GUIDELINES FOR CHARITABLE PURPOSES (PLENARY) • Each table reports back the guidelines that they have identified for one of the charitable purposes they have considered • Lead moderator sums up themes

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3.05-3.20pm	BREAK (Participants told 10 mins) *Tea and coffee break*

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SESSION 4: 3.20-5.00pm

Aims of the session:
• *To enable people to vote on the guidelines for public benefit* • *To explore how well these guidelines fit the various charitable purposes* • *To provide feedback from the Charity Commission about the results of the day*

3.20–4.00pm
(40 mins)
	OVERARCHING GUIDELINES FOR CHARITIES ON PROVIDING PUBLIC BENEFIT (TABLES)
	• Moderator asks the group to think about everything they have discussed today
	  ➢ The guidelines you have drawn up for the charitable purposes you have worked on
	  ➢ Other people's guidelines
	• Can you draw up some over-arching guidelines for charities in general?
	• Moderator to prepare flipchart with "to provide public benefit all charities should…"
	• Probe systematically with the following prompts:
	  ➢ What types of benefits should be evaluated across all charities?
	  ➢ How should 'sufficient public benefit' be interpreted across all charities?
	  - How many people should benefit?
	  - What sort of people should benefit?
	  ➢ What general guidelines should there be for how all charities should demonstrate public benefit?
	  ➢ What standard information do all charities need to give about public benefit they provide?
	  ➢ How should we measure public benefit across all charities?
	  ➢ Are some benefits more important than others in assessing public benefit across all charities?
	  ➢ Who needs to be involved in measuring public benefit across all charities?
	• *Moderator to write up on flipchart*
	• Once the moderator has written up all the guidelines, everyone at the table uses coloured stickers to vote on what they think are the top 3 guidelines overall

4.00-4.25 (25 mins)	COMMENTING ON GUIDELINES (PLENARY) • Each table feeds back on the top 3 guidelines • Lead moderator sums up key themes
4.25-4.30pm (5 mins)	FEEDBACK FROM CHARITY COMMISSION ON THE RESULTS OF THE DAY (PLENARY) • Commenting on interesting and new themes that have appeared • How the results of the day will be used going forwards

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4.30 – end (30 mins)	POST QUESTIONNAIRE AND DISTRIBUTION OF INCENTIVES (TABLES) • Hand out post-questionnaire and explain Q1 to participants • Distribute incentives and thank for taking part

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Is this organisation a charity?

	Yes	No	Don't know
Friends of the Earth	☐	☐	☐
Tate Modern	☐	☐	☐
Africa Policy Research Network	☐	☐	☐
Eton School	☐	☐	☐
The Fairtrade Foundation	☐	☐	☐
MS Society	☐	☐	☐
England and Wales Cricket Trust	☐	☐	☐
Methodist Church	☐	☐	☐

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Briefing note 1
Charities and Public Benefit

About charities

- There are 300,000 charities in England and Wales. 190,000 are registered charities
- Charities work in a variety of areas

    - Poverty *e.g. Oxfam*
    - Education *e.g. Mallard Primary School Trust*
    - Religion *e.g. The Muslim Council of Britain Charitable Foundation*
    - Health *e.g. Cancer Research UK*
    - Citizenship and community development *e.g. The Princes Trust*
    - Arts, culture, heritage or science *e.g. Tate Modern*
    - Sport *e.g. England and Wales Cricket Trust*
    - Human rights and conflict resolution *e.g. Amnesty International Charity Ltd*
    - Environment *e.g. WWF*
    - Helping people disadvantaged through youth, age, disability or ill-health *e.g. Riding for the Disabled*
    - Animal welfare *e.g. RSPCA*
    - Efficiency of the armed forces or the emergency services *e.g. British Forces Foundation*
    - Moral or spiritual welfare *e.g. British Humanist Association*
    - Recreation facilities *e.g. Caldecote Village Hall*
    - Rehabilitation of offenders *e.g. Another Chance Charitable Trust*

- Charities cannot exist
    - For personal gain
    - For political purposes
    - If they are too restrictive e.g. it cannot be a charity if it restricts too many people from accessing it

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How charities are financed

- Most people know that charities are financed through voluntary donations and legacies but they are also financed through:
  - Grants
  - Profits from any sections of the charity that sell things (e.g. a religious charity selling bibles)
  - Charging fees
  - Contracts e.g. a charity care service that provides care for older people because the Government have awarded them a contract to do so
  - Investment income

- Charities also get financial benefits:
  - Most charities are exempt from income tax, corporation tax and capital gains tax.
  - Charities that sell things as part of their charitable purpose (for example a religious charity selling bibles) do not pay tax.
  - If you sign up to Gift Aid, the charity can claim back a percentage of the income tax that you pay to the Government.
  - Charities get discounts on business rates

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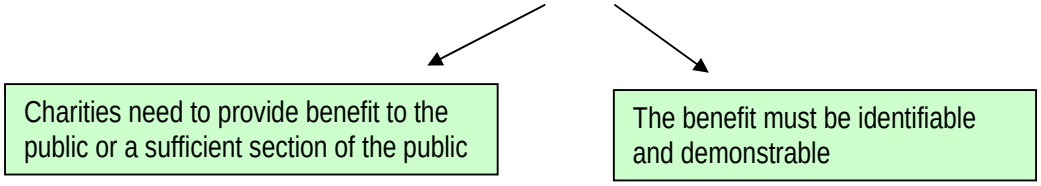
Public Benefit

Public benefit has always been essential to charities. In the past we assumed that poverty, religious and educational charities had public benefit. All other charities had to prove that they had public benefit.

Now **all** charities will have to prove that they benefit the public.

The Charities Act 2006

- A new law is being introduced which changes the way that the Charity Commission will be assessing charities: this is called the Charities Act
- The Act requires all charities to show **public benefit**



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Briefing note 2
Different types of benefit

- There are different sorts of benefit
  - First hand or obvious benefits
  - Second-hand/'knock-on' or less obvious benefits
  - 'Disbenefits' or harms

- First hand or obvious benefits

First-hand or obvious benefits go directly to individuals in a way that is clear and can be measured

  - Giving grants or clothing to people in financial need
  - Giving medical care to people who are sick
  - Giving someone an education
  - Attending a religious service
  - Visiting an historic building
  - Providing motorised vehicles to elderly or disabled people
  - Providing counselling
  - Housing homeless people

- Second-hand/'knock on' or less obvious benefits

Second-hand/'knock on' or less obvious benefit may be harder to see and measure and often benefit society as a whole

  - Preserving an endangered species
  - Promoting the efficiency of doctors, nurses, or the armed or emergency services
  - Conserving the environment
  - Relieving public funds
  - Caring for sick, injured and homeless animals
  - Artistic or literary appreciation
  - Preserving the nation's historic buildings or landmarks
  - Appreciating a beautiful landscape
  - Spiritual or religious prayer or contemplation

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- ‘Disbenefits’ or harm

When what charities do may cause harm and when the harm they cause outweighs the public benefit the charity provides

- Preserving a species that is verminous or harmful
- Promoting something that is illegal or immoral
- Something that is damaging to the environment
- Something that is dangerous or damaging to mental or physical health
- Something that encourages or promotes violence or hatred towards others
- Restricting a person’s freedom
- Something which intentionally deceives or misrepresents

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Charity 1

- Charity 1 is a private hospital
- It provides medical services to people who have made regular contributions to a healthcare plan or who are able to pay for individual treatments
- It has up to date medical facilities and trains NHS staff in new surgical techniques
- This hospital covers the same area as a very busy NHS hospital

Charity 2

- Charity 2 is a small art gallery in East London
- It shows artworks by local artists and women artists in particular
- A small fee is charged for entrance
- The gallery works in partnership with local schools and organises talks and tours of the gallery for school children
- A local artist in residence is funded by the gallery every year

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Charity 3

- Charity 3 is a gymnastics club
- It teaches gymnastics to young people in the local area and organises for club members to compete in regional and national competitions
- People pay for membership of the club and to attend training sessions
- Fee reductions are available to talented gymnasts who would not otherwise be able to afford the fees

Charity 4

- Charity 4 works with young offenders with drug addictions
- It aims to help young people deal with their drug addictions whilst in prison and once they are released
- The charity offers counselling services and referral to drug rehabilitation programmes as well as support in the community to help prevent ex-offenders from returning to their old habits

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GUIDELINES FOR CHARITIES FOR THE ARTS

Examples of charities for the arts

- A charity that promotes drama, dance and the visual arts in education by working in and with schools. This charity aims to encourage appreciation of diversity through different forms of art. It also helps teachers to use and teach art forms in their lessons

- A charity that puts on about 6 classical concerts, including children's concerts, a year in a local church. Tickets cost £5 for adults and £3 for children

- A local community arts centre that teaches painting, drawing, sculpture and holds public art exhibitions

- Can you think of any others?

WHAT GUIDELINES CAN YOU THINK OF FOR THESE TYPES OF CHARITIES TO DEMONSTRATE PUBLIC BENEFIT?

TRY AND THINK ABOUT:

What types of benefits should these charities have to provide?	
How many people should benefit? What sort of people should benefit?	
How can these types of charities show public benefit?	
What kind of information do they need to give?	

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GUIDELINES FOR ENVIRONMENTAL CHARITIES

Examples of environmental charities

- A charity that co-ordinates volunteers across the UK to help with local conservation projects such as maintaining public footpaths, fencing and hedging, tree planting and felling and making ponds and canals.

- A charity that campaigns and raises awareness of the need to protect the cheetah and its ecosystem

- A charity that does expert research on energy efficiency and helps governments and other organisations put energy efficiency into action

- Can you think of any others?

WHAT GUIDELINES CAN YOU THINK OF FOR THESE TYPES OF CHARITIES TO DEMONSTRATE PUBLIC BENEFIT?

TRY AND THINK ABOUT:

What types of benefits should these charities have to provide?	
How many people should benefit? What sort of people should benefit?	
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What kind of information do they need to give?	

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GUIDELINES FOR EDUCATION CHARITIES

Examples of education charities

- A residential school for deaf children that helps them achieve their full potential with specialist teaching. It accepts children aged 5-16. Fees cost £25,000-£40,000 per year. Most fees are paid by the children's Local Education Authority.

- A charity that provides education in film making at a low cost for people who do not have the time or money to enrol in a full time course. It offers part-time courses year round that cost £590 per term.

- An adult education centre and internet café that provides basic skills training for adults on low incomes in the small town in the North of England where it is based.

- Can you think of any others?

WHAT GUIDELINES CAN YOU THINK OF FOR THESE TYPES OF CHARITIES TO DEMONSTRATE PUBLIC BENEFIT?

TRY AND THINK ABOUT:

What types of benefits should these charities have to provide?	
How many people should benefit? What sort of people should benefit?	
How can these types of charities show public benefit?	
What kind of information do they need to give?	

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GUIDELINES FOR CHARITIES FOR THE RELIEF OF POVERTY

Examples of charities for the relief of poverty

- A charity that provides support to Sudanese refugees in the UK by helping them get out of poverty through training, education and skills
- A charity that provides emergency food, money and an advisory helpline for elderly people on low incomes in a small town in Lancashire
- A charity that funds community initiatives to relieve poverty, such as handicraft making, agriculture, training and life skills in the UK and around the world
- Can you think of any others?

WHAT GUIDELINES CAN YOU THINK OF FOR THESE TYPES OF CHARITIES TO DEMONSTRATE PUBLIC BENEFIT?

TRY AND THINK ABOUT:

What types of benefits should these charities have to provide?	
How many people should benefit? What sort of people should benefit?	
How can these types of charities show public benefit?	
What kind of information do they need to give?	

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GUIDELINES FOR RELIGIOUS CHARITIES

Examples of religious charities

- A charity that runs Christian youth camps providing instruction in Christian teachings and practices for young people aged 8-18 who are of the Christian faith. They offer residential camps in the school holidays that cost about £200 per child

- A Sikh temple in Birmingham that runs religious services and organises Sikh festivals

- A Christian media charity that provides Christian books and pamphlets which are distributed to the public by volunteers. It also provides a Christian radio station transmitting Christian programmes and helpline that people can call for confidential advice from a Christian viewpoint

- Can you think of any others?

WHAT GUIDELINES CAN YOU THINK OF FOR THESE TYPES OF CHARITIES TO DEMONSTRATE PUBLIC BENEFIT?

TRY AND THINK ABOUT:

What types of benefits should these charities have to provide?	
How many people should benefit? What sort of people should benefit?	
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