



PHILANTHROPY BUSINESS & THE ART OF GIVING

Paul Terrington of PwC with Sandara Kelso-Robb of Giving Northern Ireland.

Eye on Giving



Business Eye kicks off Eye on Giving - a new regular column in association with the Institute of Directors and Giving Northern Ireland examining the relationship between business and philanthropy. In the next few months we will be talking to leading members of the IOD asking why they choose to give their money, time or skills to help worthy causes.

Here are some thoughts about the series from our first subject, Paul Terrington, Chair of the Institute of Directors, NI and Sandara Kelso-Robb, Strategic Advisor to Giving Northern Ireland.

Paul Terrington: "When the Institute of Directors was asked by Business Eye and Giving Northern Ireland to be part in this new series in Business Eye, we did so without hesitation. We firmly believe that business has a major responsibility in helping charities and voluntary organisations develop and grow their vital work in the community. As an organisation representing business leaders in Northern Ireland, we want to encourage more people to use their talents and energies to contribute to society.

Sandara Kelso-Robb: "We were delighted when Business Eye and the Institute of Directors agreed to be partners in this series. As an organisation set up to champion the cause of philanthropy, we believe it is important that business leaders are aware of and are committed to the concept of strategic giving. Giving Northern Ireland has many top business people on our board and they serve a valuable role as ambassadors for philanthropy. Eye on Giving is an extension of this drive for social responsibility and desire to improve the lot of vulnerable members of our society."

Name, company, title in company and the length of time in the IOD

I'm Paul Terrington and I'm currently chairman of the Northern Ireland Division of the Institute of Directors. I was the regional vice chairman before becoming chairman in 2013.

My day job is regional chairman of PwC in Northern Ireland where I am involved with the

business community locally and across the UK. We employ over 950 very talented people and are growing rapidly.

1. What are your thoughts, in general, on charitable giving?

I'm not sure that I like the word "charitable" or the term "charitable giving" but I believe in the premise of social responsibility. Those who can help others - as individuals and businesses - have a responsibility to provide that help in whatever guise works best.

2. Is your giving personal or corporate or a combination of both?

Definitely a combination of both. As the leader of PwC in NI, I sponsor and get actively involved in our range of giving activities, which are centrally linked to our core purpose. Whilst our beating heart is about growth and commercial success, we see this pursuit in a wider context and recognise that profits alone are not the end game. Last year PwC in Northern Ireland donated over 10,000 hours of time to a variety of local causes from helping children learn to read, supporting social enterprises and fund raising for badly needed specialist medical equipment.

Similarly as chairman of the IOD, I support with my colleagues a nominated charity each year. This year it is Stepping Stones in Lisburn.

At a personal level, albeit woven with my business life, I am chairman of the NI Hospice Development Board, helping to secure gifts of significant impact from individuals and corporates to build a new bespoke hospice which will be fit for the future need for palliative care in Northern Ireland. The project will cost £13million of which over £11million relates to capital costs.

3. How do you give to charity: monetarily, your own time as a volunteer or your specialist skills?

Again it is a combination of all of these things. In PwC we do raise money and give it but our most significant offer is the donation of our people's time - we give time and expertise that people normally pay us good money for. This is fundamentally what our approach is about. Our people like and expect us to do it and are incredibly enthusiastic to become involved.

Our Partner team has recently established a Giving Circle to foster our sense of partner community as well as being a vehicle for giving to a range of good causes which resonate with us.

In my role in NI Hospice I give time, a little expertise and make use of business contacts. At the same time, I don't think you can ask others to support a cause financially without doing so yourself and so we have made a significant donation as a family.

4. What types of causes do you favour and why?

I suppose I'm naturally attracted to organisations in Northern Ireland who make a difference here and where I can make a difference to them. Place matters to me - as it does to my PwC colleagues.

The firm and I are also focussed on interventions that are long term and sustainable. We don't go for anything gimmicky.

5. Are there specific charities or causes that you give to regularly? How do you choose which to support?

Working with NI Hospice fits the bill in that sense too. It is unlikely that we will see another hospice facility like this built in our lifetime and it is a unique opportunity to make a difference for end of life care in society.

The challenge is significant - to date £10.4 million has been secured from a mixture of sources including government, philanthropic organisations, hospice own resources and the general public. This still leaves £2.6 million of capital to find without displacing the day-t-

day activities which fund the Hospice's revenue needs. The significance of the challenge and the vital importance of the outcome collectively appeal to me.

6. Do you believe that companies and individuals have a duty to help others? If yes, why?

I do believe there is a responsibility on us and at the same time involvement in helping others makes both good business sense, puts something back into the local community and is personally fulfilling and is frankly, the right thing to do. From a business point of view it is a great way to engage staff and communities, while clients want to work with businesses exhibiting these values. Being seen to be a good employer, supportive neighbour and a caring business is also important to prospective employees, suppliers and customers, so it becomes an indirect dimension in brand enhancement.

7. What is your message to business people who may be thinking about becoming more involved in strategic philanthropy?

It's good for your business and for you. Giving NI is a good point of contact for advice on how to do it very effectively.

8. Giving Northern Ireland was set up last year to champion Philanthropy. Why do you think it is important that there is an organisation that helps businesses and individuals think more strategically about giving?

I think Giving NI has a really important role in championing the whole topic of local philanthropy. It seems like a subject around which there is a reluctance to talk openly or to celebrate. One hundred and fifty years ago when Belfast was a world city of commerce and industry, our predecessors saw philanthropy as a responsibility that comes with success. We need to recreate both success and the sense of responsibility. A bit more of the US attitude would help and I see a big role for Giving NI here.