



# RUGBY CHIEF'S CHARITY FOCUS

Shane Logan  
Chief Executive,  
Ulster Rugby  
IOD Member since 1998

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

I think it is right to do, individually and collectively, as companies or organisations. Having run a charity, I think that it is important to ensure that you are investing wisely and to treat it as an investment, not a subsidy and that there ought to be clearly defined returns. There are many good charities and some others that are others less good. I think you need to put your money where you get a good return.

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

Personally, I do give. I give to church and to other charities. As an organisation we have a charity of the year and we support the IRFU Charitable Trust, both of those very considerably. We also support a wide range of other charities on a one-off basis. We try to invest our time wisely to provide a good strong return, but as you might expect at Ulster Rugby, demand often exceeds our ability to supply, therefore we have to try and use our time judiciously.

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

Over the years, I have sat on a number of voluntary boards. I have been asked to advise on a number of charities. I have also been asked to speak at charity events. At Ulster Rugby, we try and do as much as we can within the constraints of having to deliver success on the pitch and to grow the game in clubs and schools.

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

I favour those that will help the most marginalised. I favour causes, both locally and internationally, who work with those who are in trouble, people in prison, people in poverty or people without hope. Therefore, I try and select causes that will address those issues.

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

I sponsor a child in Africa and I have done for many years. I collect once a year for Christian Aid and give regularly to Christian Aid. I support the church, which is a charitable organisation, and I would try to give freely when asked.

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

There is no question of that. In my past, I have been helped by others many times. I think the more successful companies organisations are, the greater the imperative to try and help others.

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

Make sure that it is strategic. Make sure that it is effective. Be clear on the return that you are expecting. Only invest in organisations that are really well run and be prepared to define the return on investment that they are going to give you. Be wary of the short term and organisations that are not as well run as they ought to be.