

JON CRACKNELL - ENVIRONMENTAL FUNDERS NETWORK – www.greenfunders.org

- UK environment giving from trusts and foundations is increasing . Whole 'market' estimated to be around £90 - £100m p.a. today, with c. 130 foundations. However US foundations give more than 4 times more per capita on environmental issues .
- Foundations between 5 - 10% of NGO income in UK. In US 14 - 19%, in Israel over 40%.
- New funders entering the field in the UK. Many leading trusts starting to engage in some way.
- But overall share of charitable grants remains small - only around 3% (cf. 17% for health). In US environment c. 7% of all foundation giving.
- Despite this UK foundations very important in European context (along with Netherlands and Italy).
- Essentially three different types of foundations: a) gift-givers; b) investors; c) advocates – styles and focus differ in important ways – overall distribution of funds is scattergun and rather blind.
- **Issues foundations like to support:** Biodiversity and species preservation, terrestrial ecosystems, agriculture.
- **Approaches foundations like to support:** Research, education, awareness-raising, hands on conservation work, demonstration projects (at small scale), household names
- **Issues that foundations are reluctant to support:** Population growth, re-thinking economic growth, consumption, materialism, advertising, wellbeing, subsidies and tax reforms, corruption/governance, transport/mobility
- It is perhaps useful to think in terms of eight 'discourses' of environmentalism. The availability of funding for these varies widely.

Mainstream discourses:

Countryside management	Well-funded, relative to others
Conservation	Very well-funded, relative to others
Environmental regulation	Well-funded, relative to others
'Light green' sustainable development	Very well-funded, relative to others

'Alternative' discourses:

'Dark green' sustainable development	Funding limited in relation to changes sought
Environmental justice	Very little funding available
'One planet – fair shares'	Funding poor, relative to other discourses
Anti-globalization/global justice	Very limited funding available

The role of environmental philanthropy



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UK foundation giving to the environment



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UK foundation giving to the environment (2)



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Things UK foundations like to fund



- Biodiversity and species preservation, terrestrial ecosystems, agriculture.
- Research, education, awareness-raising, hands on conservation work, demonstration projects (at small scale), household names

Thematic issue	EU	UK	USA	Canada	Australia
Terrestrial ecosystems & land use	19.7%	8.3%	19.8%	25.7%	15.8%
Biodiversity & species preservation	16.9%	35.2%	12.0%	14.5%	52.6%
General environment/multi-issue	15.9%	14.2%	7.9%	7.5%	8.6%
Climate & atmosphere	12.4%	2.3%	7.1%	3.5%	9.3%
Coastal & marine	11.2%	3.7%	17.8%	22.6%	3.0%
Sustainable agric. & food systems	7.5%	18.3%	5.8%	5.5%	0.0%
Energy	5.9%	2.8%	6.7%	4.5%	0.9%
Toxics	2.9%	2.5%	1.2%	0.7%	0.0%
Fresh water/inland water	2.5%	2.7%	5.5%	8.2%	7.7%
Transportation	2.1%	1.6%	1.8%	0.6%	0.1%
Sustainable cities/communities	1.8%	4.4%	5.7%	4.9%	2.0%
International trade & finance	0.9%	3.1%	0.4%	n/a	0.0%
Material consumption & waste	0.2%	0.9%	0.5%	1.5%	n/a
Other categories	n/a	n/a	8.0%	n/a	n/a
TOTAL	100%	100%	100%	100%	100%

Issues foundations don't like



- Population growth
- Economic growth
- Consumption, materialism, advertising, wellbeing
- Subsidies and tax reforms
- Corruption/governance
- Transport/mobility

Discourses of environmentalism



Name of discourse	Funding availability
MAINSTREAM	
Countryside management	Well-funded, relative to others
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ALTERNATIVE	
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For more information



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