

News

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Satisfaction: Alan Mak with children at a breakfast club in Birmingham

Young philanthropists in the City aim to shake off 'bloodsucker' image

Ross Lydall Chief News Correspondent

A NEW generation of City professionals is helping to change the image of the Square Mile by donating time and

money to good causes. About 1,000 "young philanthropists" use their financial knowledge to maximise the income for hand-picked charities, some of which are selected through Dragons'

Den-style auditions. The City of London Corporation has given the process a kick-start by recruiting a philanthropy manager, Cheryl Chapman, to help turn London into a global centre for philanthropy to rival New York with its charity galas, celebrity endorsements and political enthusiasm.

She said: "People think there is only one kind of banker – the bloodsucker who wants everybody's money. But it's honestly not the case. Hearing that a banker donates money is like hearing that Dracula donates blood."

Alan Mak, 29, who began his City career as a lawyer at Clifford Chance, said there had been an increase in philanthropy among young City workers.

"There is a growing trend for my generation of professionals, especially in the City," he said. "I think doing good is as important as doing well. I get huge personal satisfaction from it."

He is president and trustee of schools club Magic Breakfast. Each day it feeds 8,500 children in 250 primary schools, half in the capital. "The opportunity to help other people in a diverse city like London, where there are big gaps in wealth, is very important," he said.

Adam Pike set up Young Philanthropy with friend Michael Harris and has seen it grow to 650 members across 20 big organisations, such as Deloitte, PwC, KPMG, Ernst & Young, Accenture and the civil service. Its syndicates have donated more than £100,000, a figure expected to rise to £1 million by 2015.

One syndicate invested £7,500 in Cancer Research UK's Young Scientists of Tomorrow programme. Another put £6,500 into a new kitchen facility and life skills programme for one of Centrepoint's homeless shelters.

Each syndicate is set up by a member who identifies a cause then recruits friends and colleagues. An experienced philanthropist oversees operations.

Mr Pike, who has taken a year out from Deloitte to run the scheme, said: "We set it up Young Philanthropy to educate and empower a new generation of philanthropists. Our networking breakfasts regularly attract over 100 young professionals and interest is growing."

IN BRIEF



A chance to view rare UK treasures

SOME of England's rarest treasures, including this bronze weight in the form of a bearded satyr unearthed at Richborough Roman Fort in Kent, will go on display from tomorrow in a new exhibition at Wellington Arch, Hyde Park Corner.

The exhibition – A Monumental Act: How Britain Saved its Heritage – marks the centenary of the Ancient Monuments Act which recognised the state's duty to protect historic sites.

Hunt for thief 'who sounds like Arnie'

POLICE are hunting an armed thief who "sounds like Arnold Schwarzenegger" following a robbery at knifepoint. The description came after a woman came forward to police following a robbery in Brentwood, Essex, on Saturday. A police spokesman said: "The suspect had an eastern European accent and is described as speaking like Arnold Schwarzenegger."

Free legal advice centre faces axe

A LEGAL advice centre that helps vulnerable people with housing problems faces closure after Hammersmith and Fulham did not renew a £53,000-a-year contract. Three staff will lose their jobs at the Fulham Legal Advice Centre, which opened in Fulham Road more than 40 years ago and also offers help from lawyers who volunteer their time. The council said advice would be available from a new service.

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Hoteliers told to use small plates to reduce food waste

Nicholas Cecil
Deputy Political Editor

LONDON hoteliers were today urged to cut the size of plates in their restaurants to tackle food waste.

The advice came from the Government's Behavioural Insights Team which aims to "nudge" people into changing their habits.

It hailed "impressive results" from a study by Norwegian organisation GreeNudge into hotel buffets.

"They found that reducing plate size and communicating that it's okay to come back for another serving resulted in a decrease in food waste

whilst hotel guest satisfaction remained the same," said the team.

Cabinet Office minister Francis Maude today announced that the "nudge unit" will become a profit-making business.

The team of experts, who have outlined a string of ideas on changing behaviour including how to persuade students to have less sex, will join with a commercial partner to become the first policy unit to be spun out of Whitehall. As a mutual joint venture, the new business would be part-owned by the Government, with a partner putting in new investment and the employees owning the remainder.