

GENEROSITY

A Festival of Philanthropy and Giving
7-27 November 2018

"Philanthropy is the voluntary giving of money or time back to the community to make a visible difference."

Professor Charles Harvey

About the GeNErosity Festival of Philanthropy and Giving

The GeNErosity Festival of Philanthropy and Giving, in November 2018, will celebrate and influence the North East's rich philanthropic tradition by telling the North East's story. It will highlight our philanthropic past and look forward to how we can come together through philanthropic acts, large and small, for the greater good of our region.

The aims and objectives of the GeNErosity Festival of Philanthropy and Giving are:



- To **celebrate** and raise awareness of what philanthropy has achieved in the North East;
- To **question**, debate and inform the future role of philanthropy in the North East;
- To **encourage** more philanthropy and philanthropists, in all its forms, by demonstrating the joy of giving and the good it can do.

We want to share the messages that:

- Philanthropists give back money or time to the community to overcome challenges and make a difference.
- Philanthropy has shaped the North East and continues to shape our region.
- Anyone can be a philanthropist – many North Easterners already are – you might be!
- Giving while living is fun.
- We need philanthropy now as much as ever before.

This exciting project is a collaboration between **the Community Foundation Tyne & Wear and Northumberland** and **Newcastle University**. It is supported by a wide variety of sponsors and partners.

The GeNErosity Festival of Philanthropy and Giving itself will be launched in central Newcastle on Wednesday 7th November and the finale will be held on Tuesday 27th November in County Durham. Throughout the festival, there will be a series of events, roadshows and cultural events, as well as a high profile Transformational Philanthropy Debate at Newcastle University.

How you can support us

Here is a quick guide as to how you can get involved in the GeNErosity Festival.

We'd like you to help us promote the GeNErosity Festival of Philanthropy and Giving and share our messages with your colleagues, clients, friends, family.

1. GeNErosity pledge cards

Fill in one of our GeNErosity pledge cards which asks you to think of an action that is philanthropic by nature, such as giving up some time or making a donation. Write it on the card, take a selfie and post it onto Twitter using **#PoweredByPhilanthropy** and copy us in on **@GeNErosityFest**. The act of making a pledge and committing to do something good, can be contagious – so help us spread the word, join in and encourage everyone you know to take the pledge.

2. Nominate your GeNErosity heroes

We're looking for unsung local philanthropy heroes whose generosity is under the radar and deserves wider notice. You can help us promote our search, and you may know an unsung hero yourself – so get nominating.

3. Attend our GeNErosity events

For three weeks from 7-27 November there will be a whole host of events for you to enjoy from debates to performances and walking tours - so please bring your clients, colleagues and friends along. The full programme will be announced in September on www.geNErosityfestival.co.uk

4. Connect with us on social media

We have set up a dedicated Twitter account **@GeNErosityFest** and will be using the hashtag **#PoweredByPhilanthropy** to raise awareness of the campaign and share positive stories. You can support us by retweeting our Twitter posts to help spread our campaign messages and to further boost engagement. A good first step is to follow us **@GeNErosityFest** so you can keep up to date with campaign activity and retweet.

5. Share our videos

From our promotional film and our commissioned film talking about what philanthropy has done for us to philanthropists' and supporters videos, help us to share these far and wide.

6. Use our factsheet

We've put together a handy 'Did you Know?' factsheet that you can utilise as you see fit.

Festival factsheet – Did you know?

- The GeNErosity Festival of Philanthropy and Giving is a collaboration between the Community Foundation Tyne & Wear and Northumberland and Newcastle University.
- The festival is supported by a wide variety of sponsors and partners.
- The GeNErosity Festival of Philanthropy and Giving will run from Wednesday 7th November to Tuesday 27th November.
- A series of events, roadshows and cultural events will be held during the festival, as well as a showcase Transformational Philanthropy event with national speakers at Newcastle University.
- Professor Charles Harvey and his team at Newcastle University is researching the story of Philanthropy in the North East with a view to publishing a book in 2018/19
- A specially commissioned film, entitled 'What has philanthropy ever done for us?', and an innovative performance piece is being commissioned.
- Philanthropy has played a vital role in the North East through the ages - from the building of Newcastle to the establishment of churches, cathedrals and bridges, from the first hospitals and schools, through to the creation of universities and museums, galleries, parks and institutes.
- Philanthropy in the North East has resulted in: places of worship, almshouses, school, libraries and learned societies, hospitals and hospices, community and cultural venues, universities, parks and gardens.
- Philanthropy has been instrumental in the establishment of some of our most notable landmarks. These locations wouldn't have been in existence today if it wasn't for vital philanthropic acts: Grey's Monument, Holy Jesus Hospital, the Great North Museum and Jesmond Dene in Newcastle; Bowes Museum in Barnard Castle; Albert Park, Middlesbrough; Sherburn Hospital, near Durham; the Hospital of God, Greatham; and Shipley Art Gallery, Gateshead.
- Wealth generated from the land, mining, shipping, trade, commerce and industry has been invested in community assets and institutions that enrich our lives today.
- The North East boasts over 100 notable philanthropists who have literally changed our landscape, from the medieval era through to the present day.

To find out more visit www.geNErosityfestival.co.uk

Key contacts and information

The best place to find all the latest festival updates is: www.geNErosityfestival.co.uk or on twitter [@GeNErosityFest](https://twitter.com/GeNErosityFest) but if you need something specific you can contact Ali Walker, Project Officer for GeNErosity Festival – A Festival of Philanthropy and Giving in the North East

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