

# Module 4. Philanthropy in Sport – Wealth Transfer in and Through Sport

## Unit 4.1

### Introduction

In this final module, we will speak about philanthropy, and how we can move wealth through sport. We will discuss the reasons why somebody might wish to be philanthropic with their resources, and perhaps how this is not just about money. How some individuals or groups will do it for reasons that are nothing to do with money, and are willing to invest their accumulated fortunes into organizations that are close to their heart. We will then discuss how this can benefit sport specifically from a wealth transfer perspective and impact on both organizations, wealthy or not, and the individuals who participate in the sport itself.

We will summarise the reading before outlining an activity to bring together this reading and the previous one. But let us begin by outlining the ideas and concepts of wealth transfer and philanthropy.

### Philanthropy and Wealth Transfer

As we begin to tackle this topic, it is important to think about the examples from your regions or countries. Have you seen this in action? Perhaps you might have even been a beneficiary of someone's philanthropy. These examples, even from your experience, can allow you to consider what impact this type of action has on both those who give the gift and those who receive it. Before we get going, however, let us define philanthropy and remind ourselves about wealth transfer.

#### Wealth Transfer

Put simply, wealth transfer is the movement of funds, or wealth, from one individual or organization to another. The transferring of wealth can then be done in many ways and at many times in a person's life.

For example, we might often think about wealth transfer in the terms of giving in wills. When a person dies, any remaining assets or funds after tax are given out to those named in the person's will. Typically, this will be family members, but this is not always the case and is an excellent example of wealth transfer.



However, we do not have to be dead to move money. We can move money to other organizations or individuals while we are still very much alive. Again, the methods here are varied and vast. What we might think of doing is putting our money into trusts, as we have detailed before in these readings. Another method we might consider is that of philanthropy.

## **Philanthropy**

Philanthropy can be defined as the desire to promote the welfare of others, expressed especially by the generous donation of money to good causes. This is probably the most common definition that you will find when looking in the dictionary. Often, when we think about philanthropy, we think about it solely in financial terms, of hugely wealthy individuals giving some of their vast fortune out to those that are in need.

But this definition is arguably too narrow in this current day and age. For example, there is a much greater sphere including different methods of giving time. There are many reasons why people give resources in this nature. For example, someone who may not be able to give much financially will instead be able to donate themselves and their time. They might do this for of wider society, or to provide opportunities for members within this society to have the same opportunities that they themselves were given previously. Butler (2014) provides a list of some of the areas where we could be philanthropic with our time, these are within a UK context, but similar schemes and areas will exist all over the world.

- magistrate
- special police constable
- school governor
- working with prisoners or detainees
- hospital visitor
- advocate for vulnerable individuals
- visiting elderly people
- education support
- National Trust, RSPCA, RSPB, etc.

Although most philanthropy is still based around the levels of finance that can be gifted to organizations, these gifts can be life or direction-changing for the organization or individual that receives them. Philanthropy is a worldwide phenomenon, it must be noted



that there are regions where it, while perhaps not being so popular, still plays a big role within society.

### **Regional Differences**

As we have already highlighted, typically, when we think about philanthropy, what we are thinking about are financial gifts and benefits. In some countries, this is more popular than in others. In the United States of America, these philanthropic acts are a regular occurrence, with potential donors regularly parting with vast sums of money.

To highlight this example, a study found that only 18% of wealthy individuals in the UK said charitable giving was one of their top three spending priorities, compared with 41% of their US counterparts (Ledbury Research and Barclays Wealth, 2010).

There is a mountain of reasons why this might occur across different regions and countries. There have been many studies seeking to measure which is the 'kindest' nation, using all sorts of metrics that claim to put one country ahead of another on many scales. However scientific these claims profess to be, they are all largely subjective as it is rare that two countries are the same and the citizens of that country experience life in the same way, let alone the whole world.

We might find that citizens of those countries who give more of their wealth away do so because they are brought up in a society that rewards that behaviour. This might be financially, for example, in the USA, there are generous tax breaks on offer for those who do give large charitable gifts which can be a useful way of saving money year-on-year.

Although, it might be more to do with social standing. Can the person who is giving the gift improve their relationships and importance in an area by doing so? Success in this area might be to do with giving themselves contact with like-minded individuals who could help them expand on other business interests.

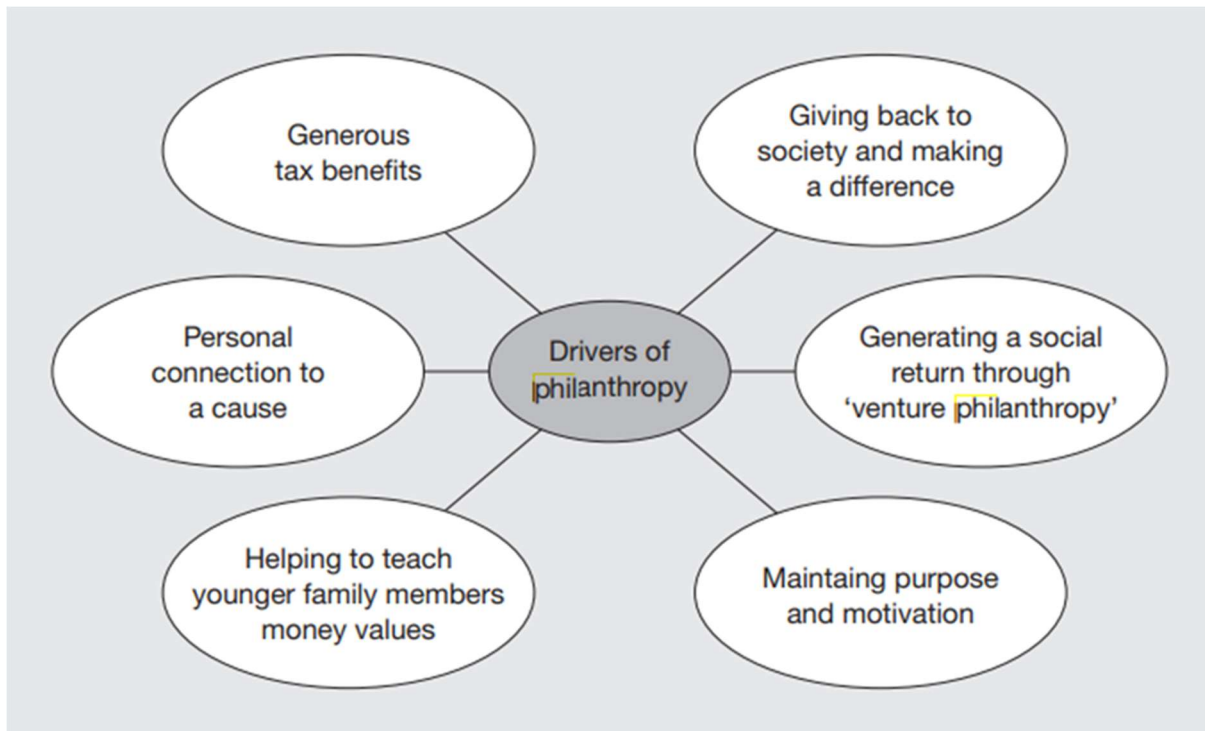
It might just be down to acting the way that is expected within communities, maybe with a strong religious aspect. All of these aspects and some others will be covered in the following section, the motivations for philanthropy.

### **Motivations for Philanthropy**

There are many reasons why an individual or group of individuals will feel that they wish to be philanthropic. The figure below will go through some of these, but it is not meant to be an exhaustive list, nor is it simply saying that these are the only motivations that an individual or an organization will have. There is often a combination of reasons, some of those of which are listed below, that motivate the act of philanthropy.



**Figure 1: The main drivers of philanthropy**



Source: Butler, 2014.

When we think about philanthropy, we are often thinking about the concept of giving back to society and making a difference. We envisage wealthier individuals donating vast sums to of organizations or individuals who might be less fortunate.

And this is true, there are many philanthropists who operate in this way. We as 'normal' citizens also partake in this, we give to charity, perhaps not on the same scale as some of the higher net worth individuals, but maybe in the same way. These contributions are valuable to the beneficiaries as they can support their actions, but differ from philanthropy as there is a lack of control. If we give \$20 to a charity, we do not have any say over how this is spent and no real expectation that we will be able to guide the strategy of the charity that we give to.

But this is what most philanthropists aim for, they want to be able to direct the strategy and the areas that the organization should invest in. They would like to be able to make an impact and change things that they are not happy about, and they have the financial resources to do so. It can be a way of maintaining legacy and making sure that their name or that of their families is remembered positively long after they have gone.

Philanthropists might aim to do this through a concept known as 'Venture Philanthropy'. This method relies not upon investing in charities or such, but on other businesses. It is done in much the same way as a venture capitalist would invest in their money in a new start-up in an effort to see a return. Venture Philanthropists are not interested in the return



as much as normal venture capitalists would be, for example, as long as their initial investment is covered, they will be satisfied rather than aiming to make a profit.

A proponent of this method is Sir Tom Hunter, a Scottish businessman who made his initial fortune through sports equipment. After being successful with several business transactions, Hunter set up his foundation that could offer support to fledgling businesses, explaining his motivation through the following quote.

There is more great wealth in fewer hands than ever before in history. My own personal belief is that with great wealth comes great responsibility... all the material goals have all been settled some time ago, so now the philanthropy is the real motivator to continue to make money. The aim is to redouble our efforts in wealth creation in order that we can, over time, invest £1 billion in venture philanthropy through our foundation. (Marsden, 2007, para. 2)

In much the same way as Hunter has begun his foundation and continues to give until now, philanthropy can also be a way to maintain purpose and motivation. Some extremely wealthy individuals have reached the pinnacle of their profession, and therefore might feel slightly unfulfilled in their day-to-day lives. By being philanthropic, they can continue working on something, for example, on a project for of wider society that is perhaps close to their heart. This could be the thing which gives them the motivation to get out of bed in the morning and the feeling that they are making a difference.

We might also engage in these actions as a way of helping to teach younger family members money values. This can be a key lesson for young people to learn about how money is spent and the sacrifices that people sometimes have to make. Within wealthy families, there is a fear that some members can become detached from the world around them due to their wealth sheltering them from some of the harsher elements of life. As such, by providing avenues like this to give to charity or other organizations, lessons can be learned.

Those engaging in philanthropy often give to organizations that they have a personal connection to and promote or deal with a cause that is close to their heart. For example, we frequently see sports stars giving generously to charities that deal with cancer research or significant injury while playing. They recognise that it could happen to them or has impacted a family member or a close friend, and therefore they want to do their bit.

In this scenario, the organizations receiving the donation do not have to align with the individual or group making it. They might not share the same goals going forward, and



this might only be a one-time donation rather than constant investment. Although often they will be aligned and follow a pattern of long-term gifts and donations, as this might motivate the giver more.

Of course, not all investments of this nature are for purely the warm and fuzzy feeling we might benefit from by helping others out. There are generous tax benefits attached to philanthropy. Governments often offer these incentives as a way of encouraging giving and distribution of wealth to society for the financial and social benefits that this provides. We won't go too far into this now, as we will cover this in detail in following subsections. So far, a lot of this subsection has focused on giving at a time when wealth has already been made, but Butler (2014) highlights one of the possible issues with this thought process.

Just as it's never the 'right' time to start a family, it's never the right time to start charitable giving. If you wait until you feel wealthy enough, the opportunity to make a real difference to others is likely to have been missed. (p. 498)

There is never a right time to give either time or finances to an organization that is in need, and even the smallest of amounts will often be gratefully received. We have already touched briefly on the tax benefits that those gifting money can receive in certain circumstances. The following subsection will handle this in more detail.

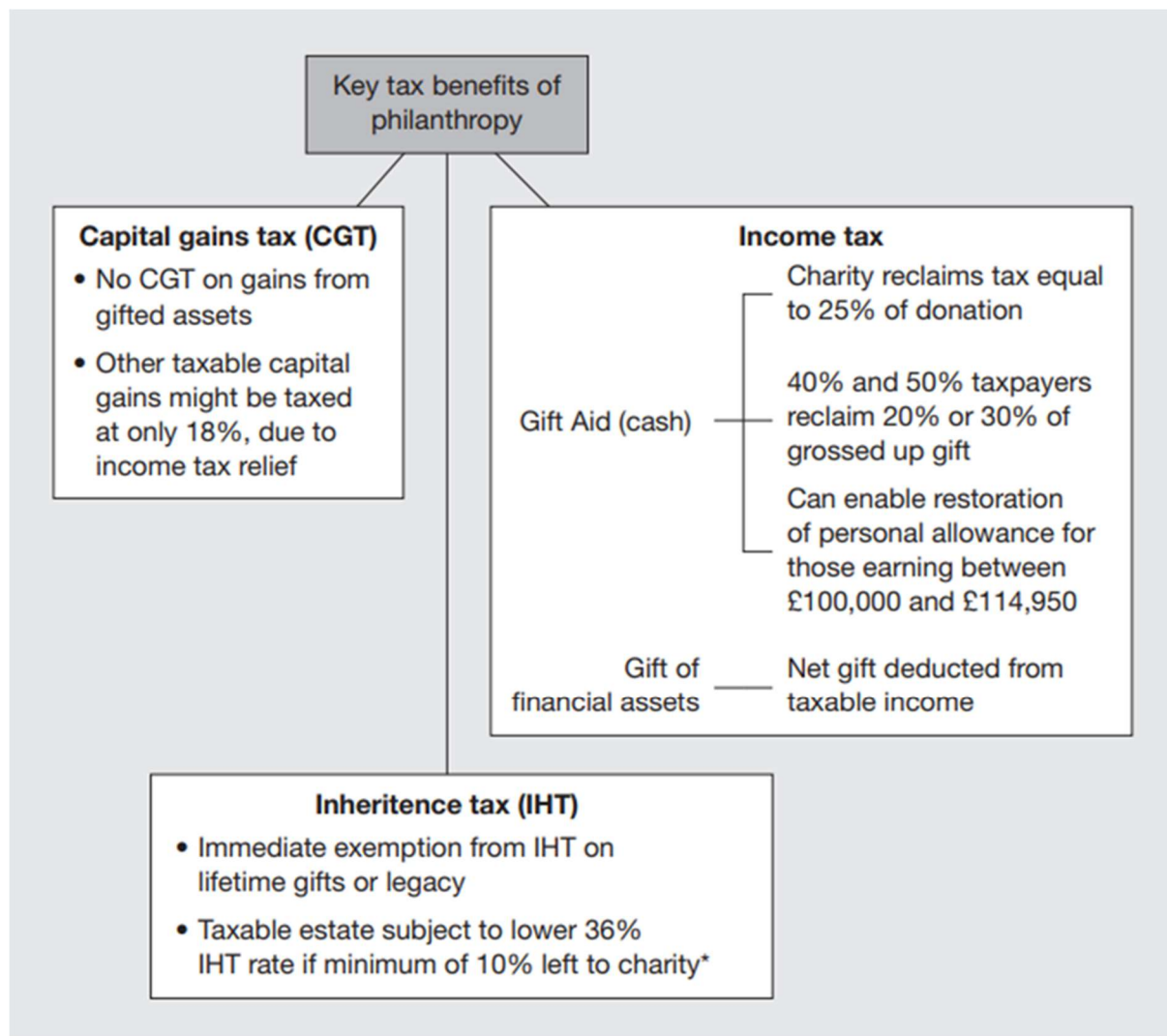
### **Financial Motivations**

Everyone's motivation for providing support, either financial or time, is different. We have focused in the previous section on perhaps the more altruistic motivations, individuals feeling like they are doing the right thing over any need for reward, financial or otherwise. But of course, there might be other reasons such as generous tax benefits than solely the benefit of wider society.

Regularly, in countries when we give to causes like this, we can expect to receive benefits in terms of offsetting certain levels of tax against other earnings. So, it could be financially beneficial for us as well as the organization that is being supported. The figure below details exactly how this method of wealth transfer can be beneficial for an individual in terms of saving tax, within a UK context.



Figure 2: UK tax benefits for charitable gifts made by individuals



Source: Butler, 2014.

So, let us go through these sections, one by one. The act of philanthropy can reduce the tax payable on gifts, through capital gains tax, to nothing on assets that have been gifted. This can be extremely useful if we wish to protect our assets by gifting them to members of our family, but also making sure that the organization in receipt of the gift gets to keep as much money from it as possible.

It is a similar story for gifts that are made as lifetime gifts, or those made upon an individual's death. The inheritance tax that would have to be paid is significantly reduced, allowing once again for any recipient the ability to keep as much of the gift as possible.

Income tax can also be minimised by making gifts for philanthropy. The value of the gift can then be deducted from any future taxable income. This could end up being a substantial amount depending on the size of the gift. Most philanthropists prefer this as



they can directly influence where the money they are gifting goes, compared to tax, which is at the discretion of the government collecting it.

Within income tax benefits, there is an item called gift aid, which can prove even more useful for the philanthropist and the beneficiaries. The concept of gift aid and how it might work in practice is displayed in the following figure.

### Figure 3: Gift aid example

Claudia is a higher-rate taxpayer and gives £8,000 to a recognised charity. Under the Gift Aid scheme, this will be treated as a gift of £10,000 (£8,000 grossed up by 25%), from which the basic-rate tax of £2,000 has been deducted at source. The charity can reclaim the basic-rate tax of £2,000 directly from HMRC, so it will receive a total of £10,000.

As Claudia is a higher-rate taxpayer with taxable income of £45,000, she may claim higher-rate tax relief on the gift. This is calculated as follows:

Grossed gift	£10,000
Tax relief at 40%	£4,000
Less: tax deducted when gift made	(£2,000)
Reduction in Claudia's tax liability	£2,000

If Claudia were an additional (45%) rate taxpayer, the corresponding reduction in liability would be £2,500 (i.e. 25% of £10,000).

Source: Butler, 2014.

While this was originally a UK only scheme, it was then extended to involve charities in all countries across the European Union. As we can see from the example, there is a vast amount of money to be made back should the philanthropist apply for gift aid. These transactions can make a big difference to the beneficiary if set up to receive gift aid, with the gift amount being able to be increased and do much more with it.

Philanthropy does frequently happen and in every way. But are there times when all of these types of philanthropy happen more regularly?

### When Philanthropy Happens Most

As we have said, philanthropy constantly occurs, but there are times when philanthropy occurs more often. There are many reasons why an individual or group of individuals will feel that they wish to be philanthropic at a particular point in time.

Firstly, they are in a healthy financial position, and they feel that they can now contribute to the financial needs of an organization or another group of people, purely so that they can feel good about their contribution to wider society.

They might also suggest that because they have done well in life, again feeling that they are in a strong financial position, that they can now help an organization that helped them during their formative years. They might believe that this organization then deserves some of their finances so that it can continue the good work with the next generation.

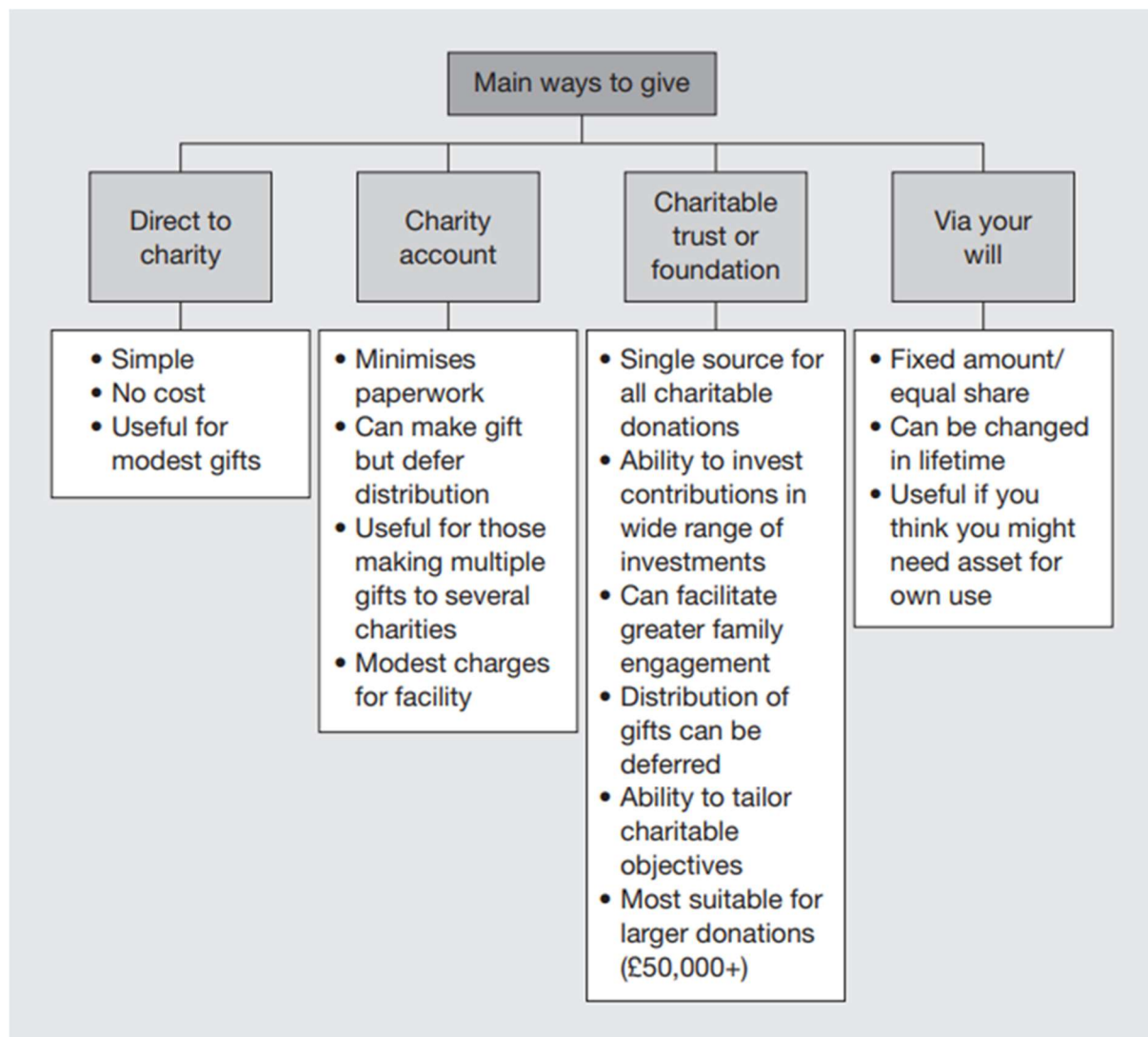
There are more popular times of the year to give as well, December is the month that most people will find it within themselves to give to charity. We might also see an uptake at the end of the tax year when people begin to get their affairs in order for the new tax year.

However, it does not really matter too much, as the opportunity to give and to support something that the philanthropist wishes to might not coincide with these times of the year. Philanthropists, even though they are the ones with the money or time to give, must be flexible with their donations. In the next subsection, we will study what are the best ways in which to give.

### **How to Give**

We probably consider that this is the most straightforward section in this reading. If we have the money, then we can just transfer it across to the cause we are passionate about. Though with anything involving money, there are ways in which we can gift our finances and in some instances taking a different approach than simply handing it over might be more beneficial. The figure below details the main ways to give philanthropic support.

Figure 4: Main ways to give



Source: Butler, 2014.

Direct to charity is the simplest method here and, as the figure suggests, it is more suitable for smaller donations. This simplicity often comes with a lack of control as once the money goes to the charity we might not have a say as to where this goes and what it is spent on. Therefore, that is something that we must factor in when we are utilising this method.

If we have a bit more of a gift to give, a larger amount in the account, we might consider using a charity account. Charity accounts have the benefit of being able to defer the distribution of the gift, exercising more control over the given amount.

A charitable trust or foundation is the most flexible of the options as we can move our wealth into a trust, again minimising tax on this movement while giving, but we can dictate exactly where the money goes. If, for example, we are focused on one area of society over another, we can have the power to decide that the finances should be



diverted in said direction. Therefore, we can tailor our charitable objectives which might allow us to keep involvement of our family which, as we have discussed, can be a good way of teaching children the value of money.

Via a will upon death is also a common way of leaving gifts and, as we have seen, it can be a good way of minimising tax obligations. It is a useful way of being able to hold on to and use an asset during a lifetime before moving it on upon death.

Of course, this diagram and these descriptions only highlight the giving to charity, there are forms of philanthropy that do not require the beneficiary to be a charity. The ways in which these gifts are given may be in the same way as those listed in the figure. We might give directly to an organization that has perhaps helped us in the past or played a key role in shaping our formative years. They do not have to be charities, but could well use the money similarly, for the local community or a subsection of it. We can often see this type of giving to business and their charitable elements within sport, which we will now focus on.

### **Philanthropy in Sport**

We have seen in the previous subsections just how philanthropy can be achieved in normal settings and the benefits for both those giving and receiving, but how can this benefit sport? In this subsection, we will seek to detail just how philanthropy can benefit sport, both for the sport itself and the individuals involved in the many sporting fields. We will also consider the drawbacks of philanthropy before summarising the reading.

Well, from its very early days, sport has a link with philanthropy. Those bosses who allowed the employees to play football on company time, in industrial England, for example, did so by covering their wages for that period. In some instances, the team was known after the factory and took its name. They then drew their players from that particular factory, Arsenal was named after the weapons manufacturing plant in London where the players worked.

As recreational sport increased, richer factory owners, or other wealthy business owners, within the UK, and no, increasingly further afield as footballs popularity grew, would then contribute financially to the local team. For this, there would often be a limited financial return, but they would continue to contribute. They might have continued to do so for the reasons listed in the previous subsection, to give back to the town or area that had supported them.

Whatever the reasons, it is clear from history that sport as a whole would not have grown into the industry that it has today had the earlier philanthropists not supported these activities in the way that they did. Philanthropy has not stopped despite the growth of the sports industry, and many examples can still be seen in modern sport.



## **In the Modern Day**

While perhaps not to the same extent as those sporting organizations in the past, some modern-day sports clubs and individuals still do rely heavily upon the support of philanthropists.

The support of Gretna FC by millionaire Brooks Mileson is one such example. After founding two companies in his late 30s, Mileson bankrolled Gretna from the English non-leagues to the top division in Scotland, where they also reached a cup final and played in European competition. Mileson received little benefit from his actions, instead stating that it was his “moral responsibility of a club to become involved in the community” (Harris, 2008, para. 7). It was not just Gretna that Mileson became involved in, as he would regularly gift amounts to other clubs in the local area.

One of the drawbacks of being solely reliant upon a philanthropist is that they control the investment and, if they decide to walk away or funding is taken away due to other factors, then the organization could cease to function. This is precisely what happened to Gretna, as Mileson began to suffer from poor health and his involvement with the club declined, eventually leading to Gretna folding and restarting in the lower leagues.

While some organizations do not experience the fall that Gretna did and do not require as much finance to continue to run, the impacts can be the same. It can be a lifeline for the organization, and the consequences of withdrawal or a change in circumstance can be equally damaging. Though, in the next section, we will stick with the benefits of philanthropy in sport.

## **Benefits of Philanthropy in Sport**

As with other sections of society, there can be many benefits of philanthropy when applied to the field of sport. We have noted in previous sections how sport and philanthropy have and continue to operate hand in hand. In this section, we will go a little deeper into that relationship.

While the figure below highlights the benefits of corporate philanthropy, we can still apply these to sport. Remember that, for many of the biggest organizations in sport, they now operate as corporate structures. Therefore, we are more than likely to see the same factors occur in the world of sport as we would in the world of normal business.



**Figure 5: Items for corporate benefits from corporate philanthropy**

<b>Benefit Category</b>	<b>Items</b>
Marketing benefits	Increased sales Expanded markets Increased profits
Tax saving benefits	Tax benefits in general Federal income tax deduction State income tax deduction
Social currency benefits	Advancement of executives' social positions among their business peers Approval from other corporate contributors Achievement of philanthropic standards held by business peers
Public relations benefits	Improved employee morale Company publicity/ positive media coverage Improved quality of life in community
Social responsibility benefits	Satisfaction of doing a good thing Enhanced company reputation as a socially responsible company Fulfillment of society's expectation as a corporate citizen

Source: Cho, 2009, p. 53.

As we have said, there are many of these elements in this figure that can apply to sport. We will be focusing on marketing benefits and social responsibility benefits to highlight this. Firstly, marketing benefits of philanthropy can prove as equally important for individuals and sporting organizations. If a sporting organization gives a gift to an organization that aligns with the views of their existing or potential fan base, then they could benefit from increased sales of their products. While this is perhaps not the main motivation for giving in this manner, it is of course something that can be beneficial to the organization and should not be ignored.

Regarding the individual, they themselves can operate similarly to a sporting organization. Those sport stars with a high profile can give gifts through a range of means that could correspond with their fans needs or wants, and again reap the benefits of increased interest in their products.

This feeds in a little to the social responsibility benefits. By gifting time or money to those who require it, the sports star or organization can promote themselves as agreeing with society and enhance their reputation. It might also simply boil down to doing a good thing.

Sports stars and organizations can get extremely wrapped up in the pursuit of excellence and feel at times like life is passing them by. They remain much the same as you and me,



wishing, on the whole, to be nice to people and make people happy. They are often because of the large salaries, able to help more regularly or in greater amounts, and it might as well provide them with good feelings or an element of purpose that their sporting pursuit does not. But it can also be beneficial for the sport itself.

### **For the Sport**

It is not hard to think that any form of philanthropy will be beneficial to those organizations involved in sport, and also those that benefit from philanthropy by the sporting organizations themselves.

### **The Consumers, Fans, and Community**

While the sport has developed away from its roots of relying upon philanthropy, this method still exists in the modern day, but what we are more likely to see are the contributions to charitable trusts and foundations. The consumers, fans, and community of sport are an important element that can feel the real benefit of sporting philanthropy.

Large and extremely wealthy sporting organizations will launch these trusts and foundations as a way of giving back to their community, but also realizing some of the Corporate Social Responsibility needed to function as a responsible business in the current day. It is not merely enough to give financially; it must also be demonstrated.

Fans are beginning to feel that the wealth within sport, especially football, should be shared around much more, both inside and outside the sport. A wealth transfer from the wealthiest to the least so is becoming increasingly important. The 'mega' clubs have responded by setting up various schemes to make sure that they can act on fans wishes.

The community organization of Chelsea is a good example of this. Chelsea is undoubtedly one of the wealthiest clubs in the world and is based in the richest borough of London. But their community organization, thanks to the club, provides activities for the local community. The wealth transfer from large sports organization can help the fans and community to participate in sport.

### **Sport Organizations**

One of the benefits of setting up a charitable trust or foundation is that the club or sporting organization themselves can dictate where the money gifted to the charity is then spent. If they have a particular need within the region that they reside in or have a particular goal that they would like to achieve, they can divert these funds into that area.

Not only is it a way for organizations to achieve business and financial goals, it is also a way for the sporting organization to retain a connection with the local population of the region in which it is based and with other potential consumers further away. Many



criticisms of modern sport are that it is so far removed from the previous ideals of mass participation and the game for all. High ticket prices for matches and high transfer fees and wages that the normal individual cannot hope to achieve in their lifetime have widened the gap between the organization and the consumer. Acts like this go some way to readdressing that balance, making the consumer, the fan, feel like they are part of the club and that the club has their best interests, and that of its community, at heart.

The Premier League also contributes in this fashion, with the league worth so much money, it does face accusations of hoovering up all the money that could go into football and using it for its member clubs. Again, to redress the balance, the Premier League makes sure that a portion of its revenue is redistributed to the clubs operating further down the pyramid. This, of course, helps the clubs, but also the sports leagues and organizations, as their leagues remain full and competitive.

### **For the Individual or Organizations within Sport**

We have already highlighted why individuals feel like they want to give philanthropically, but this can also be one of the benefits, so it is worth reiterating. In an article by Wilson, Professor Jen Shang explains how for sports stars priorities can shift which can lead to philanthropy.

Looking at philanthropy in sport, and other professions, one may start out in one's career being motivated by external factors such as money or honours. But after a period of time it is unlikely that people are motivated so much by external rewards, and more by internal drives. (Wilson, 2019, para. 10)

It is important that they can break free from their sporting selves and focus on something else. Retirement can be particularly hard for an athlete in whatever discipline, and having something to maintain focus is no different or any less impactful than that of an individual who has made their money elsewhere.

The organization as well can benefit, instead of being seen as a vehicle in a relentless search for wealth it can be seen as a part of the community in which it operates with benefits that can even help with that search for wealth. As with everything that we have spoken about, we do need to be mindful that there are drawbacks that we must contend with.

### **Drawbacks of Philanthropy**

It might sound silly to suggest that someone is willing to engage in philanthropy and associated forms of wealth transfer might lead to a drawback, but this is undoubtedly what can happen. The giving of gifts like this can cause plenty of issues that can fall back on the sporting organization or individuals that have received them, and we do need to



be careful regarding this. But more plainly, the giving of gifts can have tax benefits for those individuals who give, as this quote below summarizes.

For example, “the US government gives them \$50bn in annual tax breaks. This is about the same as Washington’s combined spending on energy, the environment, food, and agriculture” (Luce, 2018, para. 4).

Organizations and individuals have become strategic in their philanthropy, and while there is nothing wrong with making sure that everything is done correctly when gifting money and to maximise any benefits for all parties, this does take away some of the past reasons and motivations for philanthropy. Previously, it could be argued that philanthropy was a way for wealthy individuals and groups to give money to a cause that would benefit from a financial injection. The gift was exactly that, a gift, with no strings attached, and those gifting the money would do so out of desire to make a difference.

However, now we see more strings attached with gifts of this nature. Some of those in the position to give financial gifts not for purely altruistic motives, but to receive something in return. Whether this is the tax breaks that we have described above or something more intangible, such as prestige or promotion for associated businesses, it can leave the gift feeling cheap, despite the possibly considerable amount handed over. Is it right that by giving money away we can save that amount, or possibly an even greater amount, by doing so? In the example above, what could that \$50 billion have done for society at large if it had not been written off? Is it fair that wealthy individuals can benefit from this, arguably even more than the beneficiaries of the initial gift?

Even focusing on the act of gift giving itself, many sporting organizations who have been in line to benefit from this type of gift have to now ask themselves why is this happening? What does the gift giver hope to achieve through the giving of this gift and the method in which they do so? Sport is ripe for people with ulterior motives to take advantage of, and the fall-out if this goes wrong would not just be on the shady gift giver, but also on the organization.

Take, for example, Allen Stanford, a businessman who took the cricketing world by storm as a result of setting up the Stanford Super Series tournament with a cash prize of \$20 million, the largest amount ever given as cricketing prize money. The English Cricket Board signed a five-year deal with the tournament, noting the amount of prize money and exposure on offer. The tournament did not last longer than the first outing as Stanford was arrested and subsequently charged, after a period on the run, with orchestrating a massive fraud that stretched over continents (Driver and Evans, 2009). By association, the ECB was also tarnished, with the reputation of the organization’s leaders heavily damaged. Stanford, who is serving a 110-year prison sentence after being convicted of the fraud, perhaps sums up why sports organizations should be wary of shadowy figures bringing large gifts.



“I was trying to grow the Stanford brand globally. I mean anybody would be foolish not to spend the money, and I spent about \$30-odd million on cricket in the West Indies in addition to what I spent on the 20/20 for 20 tournaments. But I certainly did want a return on that investment in terms of a business sense” (Roan and Nathanson, 2016, para. 21).

## Summary

In this module, we have covered philanthropy and how it can be applied or used in many settings. Which method of philanthropy is best in certain situations, and how this can be continued even after the main instigator is gone.

In addition, we have noted how this can be used in sport and the role that it has and continues to play within many fields. The benefits for all the actors within sport have also been considered, and why they might become even more important as we move into the future. We have also highlighted the drawbacks that could begin to be felt through philanthropic giving as the desire to protect one’s wealth becomes ever more important.

## Activity: Modules 3&4

The aim of this activity is to strengthen the knowledge that you have gained from these two modules.

For these two modules, the task is as follows:

Consider whether the top sports’ leagues, clubs, and individuals do enough to support the other actors in sport.

You might want to think about the following: When we see big leagues, clubs, and stars accruing vast wealth, are we worried that other sports or teams within the same competitions will be left behind?

What methods would you put in place to make sure that wealth can be transferred effectively from top to bottom? Or is the way that it currently works the best way to manage it?

This should be done in a maximum 5-slide presentation; recommendation is to use Microsoft PowerPoint.

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