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**HAMILTON BRADSHAW**  
Investing in people with passion

## How to be in the business of doing good for charity



James Caan

*Dear James,*  
**What makes a philanthropic investment a smart business decision?**  
*Nicola*

Supporting projects that have a social impact really gets me excited. When selecting a cause to support, I apply the same approach as when I invest in a business. Wherever I place my resources – be it financial, time or expertise – I need to ensure that it is going to have the best returns, and in the case of my philanthropy, those returns are social.

With more than 75,000 registered non-profit organisations in the UK, it's hard to choose from so many amazing causes. But most effective ones apply the same commercial rigour and metrics to ensure their donations and income help as many people as possible. This means I focus on the financials, return and sustainability of an organisation.

The objective must be to provide a return on investment on the donation. Is my money really having sustainable impact? Doing due diligence is the only way to estimate that ROI. It is through my approach of looking at my donations as smart investments that I have become involved with Cancer Research UK. I am patron of its Catalyst Club. By investing in its research, we will have a lasting impact on how cancer is treated across the world.

When I am investing my time in a philanthropic project, I look for organisations I am passionate about. Philanthropy is a smart investment, but do your research and be passionate.

■ *For the full article and James Caan's free app, go to [standard.co.uk/askjames](http://standard.co.uk/askjames). His book, *Start Your Business in 7 Days*, is out now.*