

# THE FOUNDATION OF PRINCE WILLIAM AND PRINCE HARRY

*“We are incredibly lucky, Harry and I. We know that. But both our father and our mother instilled in us, from the word go, that with these great privileges goes an absolute responsibility to give back.”*

Prince William 7th January 2010

## **The Foundation of Prince William and Prince Harry - The Story So Far**

### **Background**

The Foundation is the principal vehicle for the future charitable activities of Prince William and Prince Harry. It came into being in late September 2009 and received charitable status from the Charity Commission on the 8th October 2009. It has already received sufficient donations to cover its start up costs and at least the first eighteen months of operating expenses. The Foundation has appointed a Chief Executive and an experienced group of Trustees, chaired by Lord Janvrin who was previously Private Secretary to The Queen.

### **Areas of focus**

Its Patrons, Prince William and Prince Harry are two young men driven by a shared passion to make a difference in three particular areas:

Firstly, for Young People, particularly those of their own age and younger who are disadvantaged or in need of guidance and support at a crucial time in their lives.

Secondly, for the Environment, particularly to build on the growing awareness of the need to find better, more sustainable, models to balance development and the conservation of resources.

Thirdly, for the welfare of those who serve their country in the Armed Forces. Particularly looking after those who return broken in body or mind - or not at all - and their families.

### **The Princes' Profile**

The two Princes are recognised the world over and they have inherited their parents' philanthropic drive and spirit. They are uniquely placed to help. They have grown up in the Royal tradition of serving others, using their unique status to help the less fortunate, which has been a developing vision for the Royal Family for a hundred years. They also belong to a new generation, coming of age and embarking on their philanthropic lives at a time of unparalleled social, technological and cultural change. Like so many of their contemporaries, they want to harness this change to build a better world. Their position gives them a unique power to do this, and an ability to bring people together across cultures and age groups.

Chairman: The Rt. Hon Lord Janvrin, GCB, GCVO, QSO.

Trustees: Sir David Manning, GCMG, CVO, Edward Harley, Esq., Jamie Lowther-Pinkerton, Esq., MVO, MBE,  
Guy Monson, Esq., Mrs. Ian Shackleton, LVO.

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## **Three Key Points: Self-sustaining Endowment; Multiplier Effect; Long Term**

They see their Foundation as the key to achieving their ambitions by using these early years to build an endowment fund, which they hope will, in due course, allow their charitable activities to become increasingly self-sustaining. Secondly, their ability to attract media attention, public interest and other donors creates a powerful “multiplier effect” meaning that money raised for their Foundation will bring disproportionately greater benefit to those they support. Thirdly, the longer term nature of the Foundation, and building an endowment fund, will give them space and time to learn from others, particularly among the new generation of philanthropists, about how to use their unique circumstances to donate to maximum effect.

The Foundation of Prince William and Prince Harry has the fullest support and backing of The Queen, The Duke of Edinburgh and The Prince of Wales.

## **Case Studies – City Salute and Help for Heroes**

The extraordinary ability of Prince William and Prince Harry to bring people together and to inspire others was well illustrated in the 2008 City Salute. It was an early indication of the power of the “multiplier effect” and what is possible in the future. In three short months this event, a thank you to our Armed Forces by financial institutions in The City, was put together. The façade of St Paul’s cathedral was turned into a giant cinema screen, and the event was compered by Jeremy Clarkson. £1.3 million pounds was raised for the military hospital at Headley Court and for SSAFA in a single evening.

Also in 2008, The Princes were interviewed wearing Help for Heroes wristbands, thereby helping to put the charity on the map. Bryn Parry, the Co Founder and CEO of Help for Heroes, credits them with providing the initial impetus to H4H. It has since gone on to raise over £34 million for wounded personnel and was recently voted No 2, after the Bill and Melinda Gates Foundation, in the top ten non-profit Thought Leaders 2009.

The Foundation of Prince William and Prince Harry has been created to harness the extraordinary goodwill, commitment and support that exists for the Princes’ future charitable activities in the service of others both at home and overseas.

*“We are both massively excited at the prospect of being able to help in whatever way we can, where we can. As William said, if we can use our position to do this, we are ready to.”*

Prince Harry 7th January 2010

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