

CONFIDENTIAL

Date Transcribed: 17 November 2018

Interviewer(s): Clare

Respondent(s): Jonathan Fagan (Trustee of the Ten Percent Foundation)

1 INT: Okay so erm what is the Ten >Percent< Founda::tion.

2 (1.0)

3 RES: The ↑Ten >Percent< Foundation is a charitable trust erm that was
4 set up in ↑two >thousand and< ↑two .hh to:oo deal with the
5 donations from the Ten >Percent< group of ↑web↓sites.

6 (1.2)

7 INT: So can ↑you tell me erm why and how it was established.

8 (2.0)

9 RES: .hhh It was es↑tablished because when we set up the Ten Percent
10 companies .hhh we thought >it would be a ↑good idea< to
11 donate ten percent of our profits to ↑CHArity every year.

12 (.)

13 .hh Erm and we realised quite ↑quick↓ly after ↑trying to donate
14 money to charities .hhh that it was a difficult thing to do .hhh
15 because charities were .hh erm a bit suspicious .hh as to why a
16 company would want to give them any money.

17 (2.0)

18 INT: .h So what did you do ↑next?

19 (1.2)

20 RES: Well we went through the ↑diffi↓cult erm experience of .hh
21 trying to (0.2) set up a charitable trust .hh er which took
22 for↑ever with the charity comm↑ission; .hh and erm but ↑that's
23 now in place and has been since two thousand and three_

24 (.)

25 .hh So we've been donating for fifteen years .hh into the
26 cha>rity<.

27 (1.0)

28 INT: And ↑why ten percent.

29 (2.7)

30 RES: .hhh Why ↑not be probably the best answer because we erm that
31 was a figure we thought was a good i↑dea >and it's connected
32 to the< .hh tithe principle going back into medieval times_
33 .hh erm and er that's (.) just what we ended up ↑doing?
34 (1.2)

35 INT: So can ↑you tell me a bit about the charities you've supported
36 so far.
37 (1.0)

38 RES: Well we've- we've supported numerous charities (0.2) around the
39 world, erm the- in Africa mainly and the UK_=so our charitable
40 principles .hh are that we donate to charities in those areas_
41 (0.2)
42 .hh We ↑won't donate to charities that have (0.2) staff salaries
43 of ↑more than about seventy thousand .hhh er because (0.2) we
44 don't think that's appropriate for .hhh any any charity to-to
45 be giving that sort of ↑money?
46 (.)
47 .hh Erm so (.) ↑types of charities we've donated ↓to have been
48 local charities <in the> northwest areas=so f- Centre sixty-
49 three and Kirkby_
50 (.)
51 .hhh Erm the- a domestic violence charity .hh in- on Merseyside_
52 (.)
53 Erm we've given money to local ↑sports clubs,
54 (.)
55 .hh Erm we've also supported erm the- Riding for the Dis↑abled
56 =the Clwydian Riding for the Dis↑abled, .hh erm and a
57 trampo↑lining erm group in .h ↑Denbigh.
58 (3.0)

59 INT: And how do you deci:::de what charities you are going to support_
60 (1.2)

61 RES: .hh We have ↑two >charity< trustees erm we meet fairly regularly
62 every year to >determine< who gets the money .hhh and we like
63 ongoing projects >so we've< been supporting .hh erm #d-# four
64 children in Tanzania .hh for about five years now through their
65 edu↑cation?

66 (.)
67 .hh Erm and >similarly< we've done work with a >couple< of
68 Liv- Liverpool charities .hhh erm (0.2) d- of a similar nature
69 .hh where we've been giving them ov- ↑on↓going support for a
70 number of years,
71 (.)
72 .hhh Erm and we look at new options that >come into us< from
73 members of the ↑public and our clients .hhh and go from ↑there?