

Family Foundations

Transmission Private is the leading global strategic communications advisor to successful individuals and their businesses. We are a global leader in advising family foundations on their reputations, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

Introduction

Successful private foundations and trusts give subtle and dignified visibility to their impactful work, enhancing their reputations, showcasing the inspiring work of the causes they support, and building strong relationships with communities and stakeholders.

We have worked with some of the world's largest family foundations, giving careful visibility to their work while protecting the privacy of the family members themselves.

Our Family Foundations team is strategic, creative, and discreet. We have years of experience working with clients to give visibility to their impact, balancing the importance of demonstrating impact with their personal privacy.

The team are thoughtful, considered, and highly networked.

Our service

Our Family Foundations team acts for smaller regionally focussed foundations, as well as the philanthropic vehicles for significant global philanthropists.

Our key services include:

- Strategic communications advice on personal and corporate positioning;
- Advice on the visibility of the family within the charitable entity;
- Creation of collateral to communicate the impact and mission of the foundation;
- Curating and managing the online presence of the foundation, including in search results;
- Coordinating press and PR campaigns to secure positive, selective coverage;
- Managing digital and social communications campaigns;
- Mapping stakeholders who should know about the activity of the foundation;
- Gameplanning routes to ensure that the foundation is given visibility amongst important stakeholders;
- Auditing philanthropic activity for potential reputation risks;

- Leveraging philanthropic activity for community, political, and other forms of stakeholder engagement;
- Responding to all media enquiries on behalf of the foundation.

The challenges and opportunities that face charitable entities are unique. Every situation requires a bespoke solution, and our experienced team will devise a personalised plan of action.

Our experience

Our Family Foundations team has supported a wide variety of charitable vehicles, including conventional family foundations, trusts, and impact investment funds.

Our recent highlights include:

- Coordinating a media campaign to secure representative, positive coverage of a large philanthropic gift (in excess of £750,000) to a children's charity on behalf of a large family foundation.
- Creation and launch of a new website for a family foundation, giving visibility to the trust's mission online as well as a number of the causes they have supported.
- Acting as the point of contact for the media for a significant philanthropist (giving in excess of £10 million annually), ensuring that any resulting coverage is positive and reflective of their motivations.
- Mapping all the stakeholders who should know about the positive, impactful work of the philanthropic arm of a family-owned property development company, with a view to showcasing commitment to impact and community engagement.
- Enhancing the reputation of a family foundation amongst peers and financial institutions through a coordinated communications campaign, leveraging internal communications, PR and media, and social media.

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”

SPEAR'S500²⁰²⁰

“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”

**Family
Capital**

“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.”

SPEAR'S500²⁰¹⁹

For more information

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