

Philanthropists & Donors

Transmission Private is the leading global strategic communications advisor to successful individuals and their businesses. We are a global leader in advising philanthropists & donors 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 philanthropists leverage their profile to shine an important light on the worthy causes they support, and leverage their commitment to charity to build new relationships and, ultimately, create goodwill amongst stakeholders.

We have worked with some of the world's most significant philanthropists, helping them give careful, subtle, and dignified visibility to their charitable activity as well as their underlying mission.

Our Philanthropists & Donors team are strategic, discreet, and thoughtful. We have decades of experience balancing the need to give understated visibility to our clients' impact while ensuring their privacy is protected at all times. The team are sensitive, media-savvy, and principled.

Our service

Our Philanthropists & Donors team acts for long-standing philanthropists, as well as individuals who are now only taking their first steps.

Our key services include:

- Strategic communications advice on personal positioning;
- Assistance with setting your philanthropy strategy;
- Creating websites for charitable trusts and foundations;
- Building brands for charitable trusts and foundations;
- Finding the language to articulate your mission, purpose, and narrative;
- Taking control of your personal digital profile, and ensuring your digital profile captures your impact;
- Securing positive, selective coverage of your philanthropic activity;
- Announcing new charitable gifts, and coordinating all press engagement;
- Putting in place measures to protect your privacy;

- Raising the profile of your impactful work amongst the right audiences.

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

Our experience

Our Philanthropists & Donors team has supported a wide variety of clients, including individuals involved in direct giving, impact investment, and other forms of impactful activity.

Our recent highlights include:

- Designing and launching a website for a healthcare-focussed private foundation (spending in excess of £1.5 million), with a view to giving selective online visibility to the work of the underlying philanthropist.
- Acting as the single media point of contact for a significant philanthropist (£3 billion net worth), with a view to staying abreast of media coverage and protecting their reputation at all points.
- Setting the communications strategy for a property developer (\$80 million of real estate assets), with a view to highlighting the impactful community work undertaken by the owners amongst very specific decision-makers.
- Announcing a landmark gift for a family to a higher education institution (£200,000), with a view to securing positive coverage that both highlighted their personal philanthropic mission and captured the positive work of the university project itself.
- Responding to hostile media inquiries on behalf of a noted philanthropic family. The inquiries concerned false allegations that the family was trying to repair their reputation through philanthropic giving.

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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