

Contents

List of Illustrations	vi
Acknowledgements	vii
List of Abbreviations	ix
Introduction	1
1 The Emergence of Charity Enterprise	9
2 Consuming Charity	35
3 Building and Protecting Charity Brands	59
4 Policing Fraud: Regulation and Accountability in the Charity Market	81
5 Aristocratic Fundraising and the Politics of Imperial Humanitarianism	99
6 Franchise Fundraising: Mansion House Appeals	121
Conclusion	143
Notes	151
Bibliography	197
Index	217