

Global Giving

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In This Issue

This issue of Global Giving Matters highlights two individuals who are charting new paths in Brazilian philanthropy. Both are using their considerable personal wealth to stimulate strategic community partnerships that address persistent social problems in the challenging urban environments of Rio de Janeiro and São Paulo. The pioneering philanthropic efforts of Geraldo Jordão Pereira and Marcos de Moraes are all the more worthy of note in a country with few legal or fiscal incentives to spur private giving.

— **James M. Brasher III, Director**
Global Philanthropists Circle

2 Feature: Geraldo Jordão Pereira: Betting on Rio's community foundation model

4 Feature: Marcos de Moraes: Creating viable alternatives for street kids in São Paulo

5 Global Giving Round-Up

- Schools going online in Africa-wide e-Schools initiative
- Youth job training partnerships expanded in Middle East
- Sigrid Rausing Trust celebrates 10th anniversary with awards for leadership
- Partners in Health awarded \$1.5 million Hilton Humanitarian Prize
- Nominations sought for international development prize
- AIF/UN Summit: Jury still out on meeting Millennium Goals in India
- Kresge Foundation awards \$5 million to YMCA for Mexico Initiative
- Robert H. Dunn joins Synergos as President
- In memoriam: Waldemar Nielsen

9 Resources & Links

- Spotlight on philanthropy in Romania
- Why German philanthropists give
- Exploring diaspora giving and equitable development in Mexico
- Remittances a growing economic force for developing countries

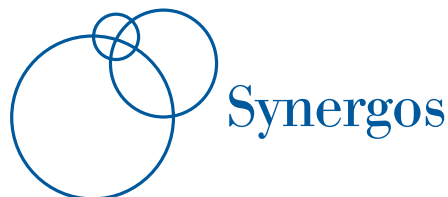
11 Your Ideas Wanted

Global Giving Matters presents best practices and innovations in philanthropy and social investment around the world. It is an initiative of The Synergos Institute's Global Philanthropists Circle and the World Economic Forum, under the direction of Adele Simmons, Senior Advisor to the Forum, and James M. Brasher III, Director, Global Philanthropists Circle. Lynn Peebles is the lead writer. Rockefeller Philanthropy Advisors provides support for its distribution.

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Feature: Geraldo Jordão Pereira: Betting on Rio's community foundation model

Even for a seasoned book publisher who gambles on the success of new titles every day, the past decade has brought more than the usual share of risks and rewards for **Geraldo Jordão Pereira**.

In 2003, Jordão underwent a liver transplant, after languishing for four years on the national waiting list for a donor. During this time, he also played a hunch and purchased, at a bargain price, the Brazilian publication rights for the *Da Vinci Code* before it shot to the top of the best-seller list for several years running.

Thanks in part to the success in Brazil of the *Da Vinci Code*, Jordão, 67, decided to follow his intuition once again and invest in quite a different type of venture, the country's first community foundation, **Instituto Rio**. A community foundation is a non-profit organization endowed by members of a community that uses its assets in local grantmaking and other activities. For Jordão, success will be measured not in book sales for his Rio-based publishing house, Editora Sextante, but in the future prospects for some of the most disadvantaged residents of Rio de Janeiro.

Launched in 1995 with the support of **The Synergos Institute** and the **Ford, Avina and Inter-American Foundations**, Instituto Rio concentrates its work in the *Zona Oeste* (West Zone) of the city, where human development rankings are some of the lowest in Rio de Janeiro, despite a vibrant and growing commercial and industrial sector.

Creating an endowment to ensure sustainable growth

Instituto Rio fulfills its mission both through grantmaking to local organizations and by providing skills and expertise to help them build capacity. While the number of organizations assisted by Instituto Rio has continued to grow, without an endowment the long-term sustainability of its operations remained in doubt.

In August 2005, a \$700,000 (\$1.5 million *reais*) gift from Jordão, unprecedented in the history of Instituto Rio, made the long-awaited dream of an endowment fund a reality.

"I had thought for some time of creating such a fund for Instituto Rio, but the success of the *Da Vinci Code* helped a lot," said Jordão.

"It is my hope that the endowment will be used to leverage other donations," Jordão added. "It's a way of giving back to my community – I believe in the people who are involved in Instituto Rio."

Jordão's commitment to social change in the West Zone is not a new one. An active philanthropist for several decades, he serves on the board of Instituto Rio and has supported, individually and through his business, numerous projects that benefit residents of the West Zone.

Charting a new path for individual philanthropy

“Geraldo is changing the practice of philanthropy in Brazil,” said **Cindy Lessa**, the president of the board of Instituto Rio and director of Synergos’ programs in Brazil. “While there is certainly charitable giving in Brazil, most individuals give through their businesses, not out of their own pockets.”

“Giving such an amount in the form of an endowment, for a new type of organization, is quite extraordinary in this country. It will leave a lasting legacy, for Instituto Rio and the people of the West Zone,” said Lessa.

The fund will be invested in the financial market and managed by a blue-ribbon panel of experts in finance and business nominated by Jordão. The advisory committee, which has already begun work, includes **Armínio Fraga**, former president of the Central Bank of Brazil during the administration of President Fernando Enrique Cardoso. Each year, part of the proceeds of the endowment fund will be used to support local organizations selected by Instituto Rio’s grant program.

According to Instituto Rio board member **Angela Danneman**, it is still too soon to gauge the broader impact of the organization’s innovative community foundation approach, but there is no doubt it is showing results in the short term.

Building capacity in local organizations

From its original six grantees, Instituto Rio is now supporting 24 community-based organizations. Over the past year, Instituto Rio’s board members have stepped up their involvement in key areas and the organization has hired an executive director, **Elio Raymundo Moreira**.

To build capacity and increase the impact of nongovernmental organizations (NGOs) in the West Zone, Instituto Rio offers training in areas such as management and finance. Danneman said that more than 35 local NGOs have gone through the organization’s capacity building workshops. Instituto Rio is also bringing in local businesses to educate them about opportunities to fulfill their social responsibility by contributing money or expertise to Instituto Rio and its grantees.

For his part, Jordão acknowledges that if Instituto Rio is to have lasting impact in the West Zone, the endowment is just a first – though vital – step in broadening needed support. “We have to continue to strengthen Instituto Rio. The endowment alone will not be sufficient, we will have to seek other funders.” As a next step, Jordão is quietly working with experts inside and outside of government to promote new legal and fiscal incentives to encourage private philanthropy in Brazil.

Asked about his vision for Instituto Rio, Jordão replies, “I have not been doing much visioning – I’m too busy looking into the here and now! However, if we do the ‘now’ properly, with all the energy and love we can put into it, I am sure that Instituto Rio will have a very bright future.”

Feature: Marcos de Moraes: Creating viable alternatives for street kids in São Paulo

When a pilot program aimed at street kids from the slums of São Paulo was launched last September, it kicked off in the unlikely location of Pinheiros, one of the most affluent neighborhoods in the city.

“That’s where the kids go, because they’re guaranteed to get money there,” explained **Angela Danneman**, director of the newly created **Instituto Rukha**, which is mounting an ambitious effort to assist street kids and their families at risk in the favelas, or squatters’ settlements, of São Paulo.

The Pinheiros example illustrates the creative manner in which Instituto Rukha is addressing persistent problems in Brazilian society. The project is a central undertaking of Rukha, founded with more than \$13 million in seed capital from São Paulo-based philanthropist and technology entrepreneur **Marcos de Moraes**. The name Rukha was inspired by a Biblical passage and is an Aramaic term that means “breath of life.”

De Moraes is well known to Brazilians as the founder of Internet service provider Zip.Net; the sale of the company in 2000 was the largest Internet deal to date in Brazil. More than just a successful entrepreneur, de Moraes, 38, has also been a champion of efforts to “democratize the Web.” Under his leadership, Zip.Net extended free Internet services to students and teachers in more than 6,000 schools in the state of São Paulo. De Moraes also serves on the board of **The Synergos Institute** and is a member of its **Global Philanthropists Circle**.

Mobilizing diverse community stakeholders with a common aim

Through his latest philanthropic project, Instituto Rukha, de Moraes aims to mobilize a diverse group of community stakeholders to address a complex range of problems including housing, health, education, domestic violence, substance abuse and exploitative child labor.

“In São Paulo, there are numerous institutions doing a very good job and making a difference, but they’re not doing it together. We are trying to create a circle of complementarity that will operate for a long period of time to address the interconnected problems faced by these children and their families,” said Danneman. (Danneman also serves on the board of Brazil’s first community foundation, Instituto Rio – see related story on page 2.)

Rukha has assembled at least 14 community partners, including NGOs, businesses, private individuals and the public sector. In the pilot phase, trained outreach personnel from a partner nongovernmental organization (NGO), **Fundação Projecto Travessia**, will individually approach a target group of 100 children “working” on the streets, in activities such as begging, cleaning windshields, and selling candy, in an effort to gain their trust.

If the child expresses a desire to leave the streets, Rukha will work with its NGO partners to offer a range of support services to the children and their families, for a period of up to five years. The aim is to reintegrate families and build their capacity to return to their respective natural roles--playing and learning for children, and supporting and providing for parents and other adult family members.

Creating a climate of trust among São Paulo's most vulnerable residents

Once the family's trust and commitment is gained, the fund created by de Moraes will help subsidize monthly stipends to the family of up to \$100, based on the child's participation in a range of developmental activities.

With an estimated 3,000 children and youth living on the streets of São Paulo, Rukha is seeking to widen its impact through more extensive networks of collaboration. "It's not a new social project, it's meant to be a mobilization process. We are putting together a group of NGOs and other institutions, including businesses, private individuals and the public sector, while avoiding duplication of efforts," Danneman said.

De Moraes is planning a widespread public awareness campaign emphasizing that "giving money to street kids is not only wasted, but harmful. We want to redirect resources in a constructive way. We have to show society we can create an alternative way of life for these kids," he said. The campaign aims to raise awareness and possibly additional funding for the program.

As Danneman puts it, "Lots of people have money but Marcos believes in using it to help society. He wants to stimulate change and he wants others to add to it."

Global Giving Roundup

Overviews of best practices around the world and links to learn more about them

Links to websites with more details are available at the online edition of Global Giving Matters at www.globalgivingmatters.org

Schools going online in Africa-wide e-Schools initiative

Lesotho High School in Maseru, Lesotho went online in August thanks to an ambitious international public-private partnership to connect more than 600,000 schools across Africa to the Internet. The high school is the first in Lesotho to be brought online as part of the ten-year **e-Schools** initiative of the **New Partnership for Africa's Development** (NEPAD) that is helping children in Africa catch up with the latest developments in science and technology. The first NEPAD e-School opened in Uganda in July. "This is the first time that African governments, the private sector, foundations, development agencies and civil society organizations have come together for a common ICT project developed and driven by Africans, and for Africa," said Dr. **Henry Chasia**, Deputy Executive Chair for NEPAD's e-Africa Commission. The initiative aims to bridge the digital and information divide in Africa by equipping primary and secondary schools with computers, radio and television sets, phones and fax machines and digital cameras, and connecting them to the Internet. Six demonstration schools from each of the 16 participating countries will be brought online during the 12-month pilot period.

Oracle Corporation is leading a consortium of private companies, including **Mustek, Sentech, Multichoice Africa, Intel, CompuTainer, Learnthings, Fujitsu-Siemens Computers** and **Cambridge-Hitachi**, that will provide ICT equipment, skills and knowledge to schools participating in the demonstration project. Announced at the 2003 **Africa Summit** of the **World Economic Forum**, the project will also include the provision of educational content and learning materials and establishment of health programs at participating e-schools. The e-Schools demonstration project is being monitored and evaluated by the Commonwealth of Learning and World Bank's INFODEV grant program. (NEPAD Press Release, August 1, 2005; *Science in Africa* magazine online – www.scienceinafrica.co.za, September 2005)

Youth job training partnerships expanded in Middle East

The **Education for Employment Foundation (EFE)** – www.efefoundation.org) has announced a series of new or expanded partnerships in Egypt and Jordan. EFE was founded in 2002 by New York real estate developer and entrepreneur **Ron Bruder** to address the growing problem of youth unemployment in Muslim countries and to improve relations between people of those countries and the Western world. Bruder is a member of Synergos' Global Philanthropist Circle; his work launching EFE was examined in the May-June 2005 issue of *Global Giving Matters*.

EFE's **Egyptian Nursing Career College (ENCC)** project provides an innovative accelerated second bachelors degree program for unemployed university graduates. A pledge of nearly \$900,000 from the Egyptian government in June for the operation of the ENCC in Cairo was matched by the **Global Development Alliance** of the **US Agency for International Development (USAID)**, which seeks to stimulate economic growth through public-private partnerships. The USAID grant will fund technical assistance from Boston-based Simmons College. Egypt's **T3A Pharma Group** has recently committed to fund scholarships for five Egyptian nursing students to attend the ENCC.

In the first of its partnerships in Jordan, in May EFE signed an agreement with **Al-Isra Private University** of Amman to establish a nonprofit Career Training Centre linked to potential employers of youth in that country. EFE's board has recently gained a European perspective with the addition of Spanish philanthropist **Diego Hidalgo**, co-founder of the major Spanish newspaper *El País*. Based in Washington, DC, EFE also has team members in Cairo, Jeddah, New York, and Los Angeles. (EFE Foundation Update, October 25, 2005)

Sigrid Rausing Trust celebrates 10th anniversary with awards for leadership

To mark its tenth anniversary, the UK-based **Sigrid Rausing Trust** (www.sigrid-rausing-trust.org) announced ten awards of £100,000 (\$174,000) each to international organizations demonstrating outstanding leadership in the Trust's areas of interest: human rights, women's rights, minority rights and social and environmental advocacy. Awards were presented in London on September 15. One of the grants, for leadership in women's rights, went to **Bisi Adeleye-Fayemi**, for her work as Executive Director of the African Women's Development Fund, (AWDF – www.awdf.org). AWDF, the first

Africa-wide fundraising and grantmaking group for African women, supports more than 230 organizations on the continent. Adeleye-Fayemi is a Synergos Senior Fellow. In the October 2005 edition of the online *Alliance Extra* service of *Alliance* magazine (www.allavida.org/alliance), Adeleye-Fayemi discussed AWDF's plan to use the award money to launch a new women-led HIV/AIDS fund in Africa and leverage other funding for that work initiative, such as from the Stephen Lewis Foundation in Canada and United Artists for Africa.

Partners in Health awarded \$1.5 million Hilton Humanitarian Prize

Partners In Health (PIH – www.pih.org), an innovative healthcare leader for poor societies, was awarded the 2005 **Conrad N. Hilton Humanitarian Prize** of \$1.5 million. The **Conrad N. Hilton Foundation** (www.hiltonfoundation.org) awards the prize each year to an organization that is significantly alleviating human suffering. “The PIH model of training local people to be the community-based healthcare delivery system has transcended country and cultural boundaries and is now being adopted by governments and health organizations around the world,” said **Steven Hilton**, Chairman and CEO of the Hilton Foundation. From its original work in Haiti, PIH has expanded to work to Peru, Russia, the United States, Mexico, Guatemala, and most recently, Rwanda. Its HIV Equity Initiative, developed in Haiti, is a model for antiretroviral therapy for AIDS patients in resource-poor countries, and its protocol for multidrug-resistant tuberculosis has been adopted by countries around the world.

Dr. **Paul Farmer**, co-founder of PIH, said the Hilton prize was a “terrific boost as we seek not only to provide direct medical services in seven countries... but also to bring countless supporters into a broad and global movement to promote basic rights for the poor.” (Partners in Health News Release, September 26, 2005)

Nominations sought for international development prize

The **King Baudoin Foundation** is seeking nominations for the 2006-2007 **King Baudoin International Development Prize** (www.kbprize.org). The prize, worth \$175,500 (€50,000) is awarded every two years to recognize outstanding work toward development in countries of the southern hemisphere, or to solidarity between industrialized and developing nations. The 2004-2005 winner was **Ousmane Sy**, who has advanced the cause of democratic participation in his home country of Mali by spearheading a project to reform and decentralize governance. Used as a basis for negotiations with rebel Tuareg movements active in northern Mali, the project has become a springboard for Sy's creation of a Governance in Africa network comprising 14 nations in western and central Africa. The selection committee for the prize is currently chaired by **Peter Piot**, Executive Director of UNAIDS. Since its inception in 1980, the list of prize winners has covered fields including literacy, education of rural communities, technology transfer, new forms of credit, human rights and fair trade. For further information on the prize, contact Anneke Denecker at info@kbprize.org.

AIF/UN Summit: Jury still out on meeting Millennium Goals in India

A summit hosted by the **American India Foundation** (AIF – www.aifoundation.org) and the **United Nations Millennium Campaign** (www.millenniumcampaign.org) in New York in September provided a forum for dialogue among individuals whose organizations are supported by AIF and are serving as agents of social change in India. “While great progress has been made in India...the jury is still out on meeting the **Millennium Development Goals**,” said keynote speaker **Charles MacCormack**, President and CEO of Save the Children.

Economic growth has been steady in India but more equitable access to resources remains the core issue, said **Salil Shetty**, director of the UN campaign. With the stakes so high – India has more than half the world’s poor – the task is “getting the people themselves to hold their governments accountable,” said Shetty. “India is a make or break case, and the picture is not looking very good right now, unless we move away from a ‘business as usual’ model.” Through a series of roundtable discussions, debates and audience dialogues, the summit provided a forum for examining how leaders, including AIF grantees, are working to improve livelihoods and expand access to education in India. “No sector of society can do it alone,” observed AIF Co-Chair **Rajat Gupta**. “It’s only when you have real collaboration between all three sectors that you can hope to achieve progress toward the millennium development goals.” AIF has funded 60 plus NGOs in India and estimates that its programs have directly impacted 100,000 families. For more information on AIF or the summit, contact Kavya Rajan at kavya@aifoundation.org.

Kresge Foundation awards \$5 million to YMCA for Mexico Initiative

The **Kresge Foundation** of Michigan, has awarded a five-year, \$5 million grant to the **YMCA of the USA** to advance philanthropy in Mexico, working in partnership with Mexican YMCAs. An initial \$2 million will go to the implementation of the **Kresge Mexico Philanthropy Development Initiative** to strengthen the capital and annual campaigns of the **YMCA of Mexico City**, the **YMCA of León**, and the **Mexican Federation of YMCAs’ Border Initiative**. The project aims to catalyze the YMCAs’ capacity to expand and sustain youth, family and community development services in Mexico by 2010. It seeks to achieve this goal through the sharing of best practices in fundraising, staff and volunteer development, the creation of philanthropic strategic alliances, the introduction of new fundraising technology, and strengthened partnerships among US and Mexican YMCAs. The grant will be co-managed by YMCA of the USA and the Mexican Federation of YMCAs. The two organizations will also make their own technical and financial contributions, valued at more than \$1 million each. (*Philanthropy News Digest*, August 26, 2005; YMCA of USA Press Release, 8/24/05)

Robert H. Dunn joins Synergos as President

Robert H. Dunn, a leader in the fields of responsible business practices, philanthropy and public policy, joined **The Synergos Institute** as President and CEO on November 3. He succeeded **S. Bruce Schearer**, who served Synergos for 18 years. Dunn has been

Chairman, President and CEO of Business for Social Responsibility (BSR), a nonprofit membership organization of major global companies. “Synergos and its broad network of partners are well-positioned to create innovative, sustainable and systemic change that will help create a more equitable and peaceful world in the coming years,” said Dunn. “I’m looking forward to being part of those efforts.” Schearer noted that like Synergos, BSR builds and supports cross-sector collaboration among government, business and civil society which is “essential to fighting poverty and other critical problems we face today. Bob brings deep understanding of those kinds of collaborative approaches plus fresh new perspectives that will greatly enhance Synergos’ impact around the world.” Dunn has also served as a board member or advisor of the Forum for Business Responsibility in the Americas, the International Advisory Committee to Instituto Ethos (Brazil), and Israel Business for Social Responsibility. Dunn was previously Vice President for Corporate Affairs at Levi Strauss & Co., where he led development of the company’s groundbreaking Global Code of Conduct, as well as programs addressing AIDS, community economic development and racial discrimination. He is currently also a lecturer at the Graduate School of Business at Stanford University.

In memoriam: Waldemar Nielsen

Waldemar Nielsen, a widely recognized expert on philanthropy, died in New York on November 2 at the age of 88. Nielsen’s influential books on American philanthropy, published in the 1970s and 1980s, have been credited with shaping the emerging self-consciousness of US foundations. Earlier in his career, Nielsen directed domestic and overseas programs at the Ford Foundation, becoming an expert on Africa, and, as President of the African-American Institute in the 1960s, fostered cultural and educational exchanges with a continent still struggling to emerge from colonialism. He started his own firm in 1970, Waldemar A. Nielsen, Inc., a consultancy on corporate social policy, which he ran in New York until 2001. In 2000, a Nielsen chair in philanthropy was endowed in his honor at Georgetown University’s Public Policy Institute. (*New York Times*, November 4, 2005)

Resources & Links

Activities, websites and other cutting-edge information for global givers

Links to websites with more details are available at the online edition of *Global Giving Matters* at www.globalgivingmatters.org

Spotlight on philanthropy in Romania

Allavida (www.allavida.org), which promotes locally based constructive change in communities around the world, has been working with a leading Romanian NGO to research the extent and characteristics of indigenous philanthropy in that country. One outgrowth of the collaboration with the **Asociatia pentru Relatii Comunitare** (Association for Community Relations – ARC – www.arcromania.ro) is the recently published study, *Romanians’ Generosity: Research into Philanthropy among Individuals and the Business Sector*. The study analyzes philanthropic behavior of both individuals and businesses, and considers the extent and reason for giving, donation strategies and

potential for future donations. It includes several case studies and gives examples of nonprofit organizations that have developed successful fundraising actions in their communities. The study also identifies challenges particular to conditions in Romania today, including the near impossibility of making Internet donations, the limited use of credit cards, and high bank charges that make individual donations difficult. A brochure that highlights relevant data from the study is available on the Allavida website.

Why German philanthropists give

A new report on private giving in Germany, **Bertelsmann Stiftung's** *StifterStudie* (Philanthropist Study) provides insights into who today's philanthropists are and why they get involved. The study, conducted by Dr. **Karsten Timmer** of Bertelsmann Stiftung's Philanthropy and Foundation Division, surveyed donors who had established foundations since 1990, and was supplemented by extensive interviews with the founders themselves. "The study provided us with very substantial information on the motivations and the thinking of contemporary donors," said Dr. **Volker Then**, Program Manager for Bertelsmann Stiftung's Philanthropy and Foundation Division. Almost half of the 1,360 individuals in Germany who have started a foundation since 1990 completed an extensive questionnaire, with 22 philanthropists providing detailed information on their attitudes and giving practices in detailed interviews. Among those surveyed, many were entrepreneurs with 53% saying their money came from their own business. Forty percent were younger than 60 when they set up their foundations and the majority said that they chose a foundation as a vehicle for giving because they wanted to make sure the money was spent on public benefit purposes over a long time. Bertelsmann Stiftung (www.bertelsmann-stiftung.de) plans to use the study as a springboard for further discussion with philanthropists about the benefits of giving, to help ensure that Germany's steadily growing wealth is used for the common good. An English language summary of the survey results is available. For more information, contact Timmer at karsten.timmer@bertelsmann.de.

Exploring diaspora giving and equitable development in Mexico

Although private giving from the United States to Mexico is growing in significance, the impact of these resources remains insufficiently understood. A new book will help address this information gap: *New Patterns for Mexico: Observations on Remittances, Philanthropic Giving, and Equitable Development*. Contributors to the book, which was edited by **Barbara J. Merz**, director of the **Global Philanthropy Program** of the **Global Equity Initiative** at Harvard University, illuminate various aspects of emerging patterns of cross-border giving. Merz said the book was intended to "inspire debate and dialogue on both sides of the border about how to increase the quantity and effectiveness of resources dedicated to equitable development in Mexico." Highlights include an analysis of the emergence of hometown associations, through which Mexican migrants in the US have organized themselves to raise money to finance a wide range of benefits for their communities of origin in Mexico. In another chapter, Merz and co-author **Lincoln Chen** also examine the evolution of philanthropic activity in Mexico by leading

US foundations, and conclude that they can play a leading role in advancing equity, but that the potential has not yet been realized. Merz and Chen highlight avenues for leveraging philanthropy's role in promoting equitable development. Each chapter is presented in both English and Spanish. Through its Global Philanthropy Program, the Global Equity Initiative aims to advance knowledge about global philanthropy and the role of private philanthropic investments in furthering global equity. *New Patterns for Mexico*, one in a series on diaspora giving, builds on the initiative's earlier work on diaspora philanthropy, *Perspectives on India and China*. For more information, contact Merz at merz@fas.harvard.edu.

Remittances a growing economic force for developing countries

Placing diaspora giving in a global context, remittances from migrants to their home countries, including India, are the second largest source of external finance for developing countries after foreign direct investment, according to the **Press Trust of India Limited** and the *Hindustan Times*. A **World Bank** study found that in some cases, remittances are even larger than official development aid. In 2004, remittances to developing countries exceeded \$126 billion, up nearly 48.7% from 2001 – though actual amounts are probably much larger because remittances often flow through informal and unrecorded channels. In 2004, India received an estimated \$17.4 billion; Mexico, \$14.6 billion; the Philippines, \$7.9 billion; and China, \$4.6 billion. The United States was the largest source of migrants' remittances (\$34.1 billion) followed by Saudi Arabia, at \$14.9 billion. (*World Bank Press Review*, August 4, 2005)

Your Ideas Wanted

Global Giving Matters aims to present information on best practices and innovations in philanthropy and social investment around the world. We encourage you to send us:

- Ideas about issues or people you would like to learn more about
- Examples of your own philanthropy
- Comments about this issue.

Write to us at comments@globalgivingmatters.org.

Global Giving Matters does not present solicitations of support for particular initiatives or organizations.

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