

Global Giving

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The recent tsunami disaster in Asia resulted in massive loss of life, economic disruption and human suffering. It has also brought about a massive outpouring of support for relief and recovery from around the world.

Along with these expressions of generosity, there is more widespread recognition of the difficulty that relief agencies face in reaching affected populations in this crisis. These challenges underscore the critical importance of collaborative approaches to humanitarian logistics such as the ones highlighted in the current issue of *Global Giving Matters*.

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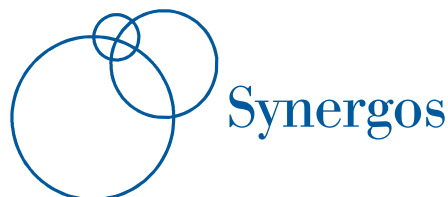
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www.globalgivingmatters.org

comments@globalgivingmatters.org



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. If you would like to subscribe to this newsletter, to unsubscribe, or to designate someone else in your organization to receive it in your stead, contact us at comments@globalgivingmatters.org.

Feature: Strategic philanthropy for humanitarian relief

Lynn Fritz: Mobilizing business expertise for measurable gain in humanitarian relief

A pioneer in the global logistics industry, Lynn Fritz was Chairman and CEO of the Fritz Companies Inc. until his firm was acquired by UPS Inc. in 2001. Under his leadership, Fritz Companies was transformed from a family-owned documentation company to a global organization of 10,000 employees in 120 countries.

He founded the nonprofit, San Francisco-based **Fritz Institute** (www.fritzinstitute.org) in 2001 to bring together business best practices and academic research to strengthen the capabilities of humanitarian organizations engaged in disaster relief around the globe.

Through a comprehensive, integrated strategy that includes convening the key players in humanitarian aid, providing access to state-of-the-art technology from the commercial arena, and creating a worldwide network of scholars to research best practices, Fritz Institute seeks to improve the delivery of disaster relief.

Fritz also serves as a member of the **World Economic Forum's** Logistics and Transportation Governors, and is a founder of the **Disaster Resource Network** (see box on next page), an initiative of the Forum that channels support in disasters, particularly from the engineering, construction and logistics industries.

Fritz recently spoke with *Global Giving Matters* from Geneva, where his agenda included meetings with potential private sector partners for a new Fritz Institute initiative in Africa. Following are highlights from that conversation that focus on one of his current priorities: getting the private sector more involved in disaster relief.

Global Giving Matters: *Why did you decide to orient your philanthropy toward humanitarian relief, and what motivated you to create the Fritz Institute?*

Lynn Fritz: Like most philanthropists, my efforts were well-intentioned. As I got more interested in philanthropy, however, I saw a curious lack of interest in real accountability, strict business practices, and the use of metrics. I really wanted to get involved in a way that could utilize my business skills and networks, to see if there was a way to apply it to philanthropy.

After some thought and consultation with colleagues, I came to the conclusion that few causes were more in need of global operational expertise than humanitarian aid organizations. They're all global, complex organizations and the Fritz Companies – that's all we did, we served complex global organizations.

I thought that there would be all kinds of examples of private-public partnerships in this area, only to find out that there were not. It seemed like a wonderful opportunity to do what I wanted to do with my philanthropy, so I created the Fritz Institute.

GGM: *How is the Fritz Institute helping to transfer commercial practices and technologies used in global business to the humanitarian relief sector?*

Fritz: On the operating side, when you get down "under the hood," to the actual day-to-day running of the business—procurement, warehousing and distribution—we had seen every one of these issues before. We began to turn our attention towards developing technologies that would go across all these humanitarian relief organizations. *[See article on the Fritz Institute's Humanitarian Logistics Software on next page.]*

We have been able to bring in the expertise of our colleagues from the private sector, not just from the Fritz Companies, but from **Intel**, and **Philips**, and other corporations. We're bringing in people who work in purchasing, logistics, financial control, governance, and human resources, and saying, we want you to apply your knowledge to very similar problems in another sector, except you'll be helping millions of people in need and your expertise will be used in a highly leveraged situation.

GGM: *What's in it for the private sector companies that get involved in your work?*

Fritz: First, it's an easy and effective way for them to respond to their sense of social responsibility. They're asked for a very specific expertise which is focused in a relatively short-term basis. With Fritz Institute as an intermediary, they can fulfill their corporate citizenship while optimizing their corporate investment.

Disaster Resource Network: Linking business know-how with communities in need

Within hours of the earthquake that rocked Bam, Iran, in December, 2003, Uwe Doerken, CEO of DHL Worldwide was on the scene, using his company's global expertise in transportation logistics to help coordinate the flurry of incoming flights carrying relief supplies and personnel that threatened to overwhelm the capabilities of the tiny local airfield.

DHL Worldwide was one of more than a dozen companies mobilized for the relief effort in Bam by the Disaster Resource Network (DRN), an initiative of the World Economic Forum (www.weforum.org). The network leverages the resources of member firms around the globe – particularly those involved in engineering, transportation, construction and logistics – to assist humanitarian organizations in the immediate aftermath of a disaster.

In the case of Bam, DRN members worked with humanitarian organizations on the ground to arrange for the transport of emergency teams to the site and of more than 435 tons of relief supplies. Critical satellite communications channels were also made available to aid agencies through DRN.

The impetus for the creation of DRN was the 2001 Gujarat earthquake, which killed more than 20,000

(continues, next page)

The second thing is that we don't engage in any of this work without having a strong element of measurement, so companies can show their constituencies that their people, their expertise, and their products really have successful social application.

GGM: *To date, you've largely underwritten the cost of Fritz Institute yourself, spending \$6 million of your own funds. You've recently begun to seek financial contributions from external sources – what impact do you expect this move to have on the Institute's work?*

Fritz: The idea is to establish an august list of great companies from around the world, recognize them as "**Corporations for Humanity**," and to work with them on an ongoing basis because our efforts are getting wider and deeper on so many levels.

We are now focused on raising more money than my own for a couple of reasons: because there is so much work to be done that will require more resources; because we want to make sure that it has for all the constituents an absolute sense of ongoing permanence; and because the more prestigious organizations and foundations that join, the more credibility it lends to what we do.

In private business, I never asked partners to join me unless I was satisfied that we had an absolutely compelling, cogent value proposition. We just started about three months ago to go out not only to corporations, but to other private foundations, to say that if you really want to invest your money and you're interested in the

Disaster Resource Network, continued

Indians and left hundreds of thousands homeless, according to DRN Executive Director **Robert Bellhouse**, who serves pro bono from his position as President of **PB Telecommunications, Inc.**, a subsidiary of **Parsons Brinckerhoff, Inc.**

The idea for DRN grew out of the desire expressed by corporate executives attending the January 2001 meeting of the World Economic Forum in Davos to channel and coordinate their contributed goods, services and expertise to such disasters in a more effective manner. A year later, in January 2002, DRN was launched under the auspices of the Forum.

"Having one place to access these resources saves time. Every hour saved, means more lives saved," said Lynn Fritz, Director-General of the Fritz Institute and Co-Chair of the DRN Founding Committee. **Robert Prieto**, Chairman of Parsons Brinckerhoff, Inc., also served as Co-Chair of the DRN Founding Committee.

DRN has operational chapters in India, Mexico, the US and Europe, and will soon add a chapter in the Mideast. The work of DRN is facilitated through a clearinghouse that connects requests for disaster relief services with DRN members, and the **DRN Executive Network**, a community of regional business leaders who are committed to providing help when disaster strikes their region. DRN also provides training in disaster relief operations to business executives and employees.

The DRN is now a foundation, registered as a nonprofit organization in Geneva. It has entered a Memorandum of Intent with the **UN Office for Coordination of Humanitarian Affairs (OCHA)**, to collaborate to increase the involvement of the private sector in international disaster relief efforts.

A new, web-based information resource on disaster management worldwide is up and running at www.DRNglobal.org. The user-friendly website will contain country profiles, and a wealth of emergency response data down to the community level. The rollout of the website focuses on Jordan, site of **World Economic Forum in Jordan** May 20-22. For more information on the Disaster Resource Network, contact drn@weforum.org.

humanitarian sector, we can demonstrate that our approach is a leveraged, measurable way of focusing your funding.

GGM: *Looking ahead, what role do you see the Fritz Institute playing three years from now?*

Fritz: What we were about in our first three years was getting to know the various key constituencies of the humanitarian ecosystem-providers, the academic community, the private sector, and governmental donors. In three years, if we are successful, the Fritz Institute should be able to go from incremental impact in thought leadership, to making measurable, systemic improvements in the manner and method of humanitarian aid.

For more information on Corporations for Humanity, contact: corporationsforhumanity@fritzinstitute.org, or call +1 (415) 538-8302.

Lessons learned from private sector strengthen links in humanitarian supply chain

A dynamic new global partnership is applying the lessons learned from the corporate supply chain revolution to the operations of humanitarian relief organizations and saving time, money-and lives-in the process.

The work of this alliance offers a promising model for overcoming a formidable array of obstacles to effective delivery of aid to the more than 200 million people each year around the world affected by natural disasters and humanitarian crises.

The prime movers in this partnership are the world's largest humanitarian organization, the **International Federation of the Red Cross and Red Crescent Societies (IFRC)** and the San Francisco-based **Fritz Institute**, a nonprofit founded by philanthropist and former global logistics executive, **Lynn Fritz** (see interview above).

The flagship product of this collaboration, the first-ever Web-based supply chain software, is designed to connect all the steps of the logistics chain, from the launch of an emergency appeal, to procurement, donations, warehousing and distribution. At a time when nonprofit organizations are coming under increased scrutiny by donors, the software also serves to increase transparency by making it easier to track where contributors' money goes.

Humanitarian Logistics Software (HLS), developed by the Fritz Institute and tailored to the needs of the IFRC, enables real-time

matching of the needs of a population affected by a disaster with the supplies that hold the key to survival and recovery. (A demonstration of the HLS software is available on the Fritz Institute website www.fritzinstitute.org.)

Development of the software was enhanced by private sector expertise, gained from Lynn Fritz's long career in global logistics, as well as from in-kind consultations with a variety of supply chain veterans from the corporate world.

The effectiveness of the supply chain infrastructure is a critical factor in the performance of humanitarian relief organizations, yet this sector has been slow to make much-needed investments in logistics.

Among the reasons identified by industry leaders are funding mechanisms that favor direct relief over infrastructure; fierce competition for scarce donor funds that hampers collaboration; high employee turnover that limits institutional memory; and ineffective leveraging of technology.

HLS addresses some of these barriers by offering the benefits of standardization while being easily customized to meet the specific needs of different users. The proprietary software is being offered free of charge to qualified aid agencies in the hope that it will eventually be adopted widely across the humanitarian relief sector.

Increasing the speed and quality of the relief process

In-depth analysis of some of the largest relief operations undertaken by the IFRC indicates that the speed of the relief process can be increased 20 to 30 percent using HLS. The software was officially adopted by IFRC's Geneva Secretariat in September 2003 and is eventually expected to become standard for Red Cross and Red Crescent operations around the world.

HLS will also be a central tool used by a network of major **African Red Cross and Red Crescent Societies** as part of a new initiative announced by the Fritz Institute and IFRC in November 2004. The **New Partnership for Red Cross, Red Crescent Societies** (NEPARC) is the first attempt at a regional collaboration to build local capacity among Red Cross and Red Crescent chapters on the African continent. The initiative will attempt to mobilize a range of new resources to empower these Societies, particularly local companies and multinationals with a presence in Africa.

IFRC operations have been enhanced by the use of HLS in response to Hurricane Jeanne in Haiti, Hurricane Ivan in the Caribbean, the earthquake in Morocco, and with Sudanese refugees, according to **Birgitte Stader-Olsen**, head of resources mobilization for IFRC. The list of users continues to expand, with its roll-out to all logistics personnel at IFRC headquarters in Geneva, and its field testing in Dubai and Panama (IFRC's logistics base in the Americas).

While development of HLS has been a major commitment for the Fritz Institute, it represents just one of a number of complementary and integrated strategies for strengthening the capabilities of humanitarian relief organizations. A key aim is to create a "community of practice" sharing knowledge in humanitarian logistics, which is

long-overdue. Toward this end, an annual Humanitarian Logistics Conference convenes key players in humanitarian aid and a global network of scholars and research is being assembled to develop and document solutions to common problems.

Another priority is the mobilization of the underused private sector; after several years of bringing in corporate expertise on an ad hoc basis as circumstances required, the Fritz Institute has recently created a more formalized program, “Corporations for Humanity,” to channel business support for humanitarian logistics (see interview with Lynn Fritz, above).

As it seeks to give greater visibility and support to humanitarian logistics, the Fritz Institute is working on multiple levels to establish a broad-based, professional, community that will invest jointly to advance the field. Collaborative efforts such as Humanitarian Logistics Software demonstrate that such an approach is already paying off with measurable dividends.

Feature: Sharp drop in contributions projected from US estate tax repeal

Repeal of the United States’ federal estate tax, scheduled under current law to occur in 2010, is likely to result in a substantial reduction in charitable giving and bequests by wealthy individuals in the US, according to the **Center for Budget and Policy Priorities** (CBPP), a progressive think tank.

In its analysis of recent findings by the nonpartisan **Congressional Budget Office** (CBO), the group concludes that charitable donations and bequests could fall by as much as \$25 billion per year in the wake of repeal of the estate tax. The estate tax encourages affluent individuals to donate more than they otherwise would, since estate tax liability is reduced through donations made both during life and at death. Such giving from individuals amounted to \$196 billion in 2000.

Federal tax cuts proposed by the Bush Administration and enacted in 2001 provide for the gradual phase-down of the estate tax, and its elimination in 2010. The 2001 law set the amount exempted from the estate tax at \$1 million (\$2 million for married couples) in 2002; \$2 million (\$4 million for married couples) in 2006; and \$3.5 million (\$7 million for married couples) in 2009. It also decreased the top tax rate gradually from 55 percent to 45 percent in 2009.

In 2010, the estate tax is scheduled to be eliminated for one year, then revert to the pre-2001 tax structure, with a \$1 million exemption (\$2 million for married couples). Yet few observers expect this to occur – this provision is generally viewed as budgetary sleight-of-hand to hold down the official cost of the 2001 tax cut package.

The Bush Administration is now seeking to make the 2001 tax cuts permanent, including the repeal of the estate tax. According to CBPP, the likely compromise alter-

native will be reform, rather than outright repeal, of the estate tax. Many reformers favor making permanent the estate tax policy that will be in place in 2009, with exemptions set at \$3.5 million (\$7 million for married couples).

Bill Gates, Sr., co-chairman of the Bill & Melinda Gates Foundation and a leading opponent of estate tax repeal, carried his message to Washington during the 2004 Congressional debate on reform proposals. “We want responsible reform that raises the wealth exemption, but doesn’t greatly diminish the revenue the estate tax generates,” said Gates. “If we settle for accelerated repeal or irresponsible reform, we’re going to leave another kind of inheritance to the next generation: deep and distressing debt.”

The CBO study concludes that a reformed estate tax would still serve as an important tool in encouraging charitable contributions, and would reduce such giving by about \$1 billion to \$6 billion, compared to the \$13 billion to \$25 billion reduction in donations projected to occur through repeal of the estate tax. (For more details, see the CBO report, *The Estate Tax and Charitable Giving* (July 2004) at www.cbo.gov and the Center’s analysis at www.cbpp.org/8-3-04tax.htm.)

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

Queen Rania cuts ribbon on first Intel Computer Clubhouse in Jordan

In December Her Majesty Queen Rania of Jordan inaugurated her country’s first **Intel Computer Clubhouse** – an after-school program that provides community-based technology learning for youth in underserved areas. A partnership of the **Intel Corporation**, the **International Youth Foundation (IYF)**, the **Jordanian Hashemite Fund for Human Development (JOHUD)** and the **Museum of Science-Boston**, the Intel Computer Clubhouse, in Hashemi Al Shamali, will serve young people aged 10-18 by providing them with access to state-of-the-art computer equipment, professional software and volunteer mentors. Queen Rania serves on the board of IYF, which operates in more than 60 countries, and previously partnered with Intel to create the first Computer Clubhouse in the Arab World, in the West Bank. The Intel Computer Clubhouse in Jordan is part of a network of more than 90 clubhouses worldwide. Intel, the world’s largest chip-maker, provides financial, technical, career, and volunteer mentor support to promote the Computer Clubhouse Network globally. In addition, **Adobe Systems** and the company **Procreate** have all committed a total of more than \$10 million in software, hardware and services to the Intel Computer Clubhouse Network. Other organizations involved include the **Bill & Melinda Gates Foundation**, **LEGO Systems** and **Haworth Inc.** (*The Jordan Times*, November 30, 2004)

Private sector lending a STEP-UP to poor neighborhoods in Metro Manila

A pilot partnership between private corporations and local governments in the Philippines is showing gains in the form of community development and sustainable

livelihoods in neighborhoods in Metro Manila hard hit by unabated rural-to-urban migration. An estimated 3.4 million informal settlers or squatters live in extreme poverty and environmental degradation in Metro Manila. The partnership is facilitated by **Philippine Business for Social Progress (PBSP – www.pbsp.org.ph)**, a private foundation established more than 25 years ago by leaders of the country’s business sector to address a variety of critical social problems. Through its **STEP-UP** program, PBSP is rallying its more than 180 member corporations to work with communities to reduce poverty by leveraging corporate resources through skills sharing, mentoring, in-kind services and targeted financial assistance. For example, **Tinig ng Nagkakaisa Homeowners Association**, one of the beneficiaries of the project in Bayanan, Muntinlupa City, an economically depressed and flood-prone community, has received a new paved road and upgraded drainage and water systems through STEP-UP, as well as training for local residents in meat processing, vegetable production and aquaculture. The **Asian Development Bank** supports STEP-UP with a \$3.6 million grant from its Japan Fund for Poverty Reduction. STEP-UP has allotted a \$6.93 million outlay for its projects over three years. Some 35,000 residents of 23 communities in Metro Manila are expected to benefit from the projects. (*Asia Pulse*, October 15, 2004)

Media executives pool resources to combat HIV/AIDS in Eurasia

Meeting on October 27 at the first-ever **Eurasia Media Leaders Summit on HIV/AIDS**, media executives committed to pooling their resources to raise public awareness of the epidemic in a region that is experiencing some of the highest rates of growth of new HIV infections in the world. The **Russian Media Partnership to Combat HIV/AIDS (RMP)** will deliver AIDS messages to the Russian population via public service advertisements on television, radio, print and online platforms; in longer-format radio and television programming and print publications; briefings for journalists to improve the quality of coverage of HIV/AIDS; and in special events. To date, partners have pledged over \$30 million in commercial airtime for the first year of the campaign. The summit was organized by **Transatlantic Partners Against AIDS (TPAA)**, **Gazprom-Media**, and the **Global Media Initiative**, a collaborative effort of **UNAIDS**, the **Henry J. Kaiser Foundation** and the **UN Department of Public Information**. Philanthropist and actor Richard Gere took part in the summit and is helping to mobilize local celebrities for the campaign with support from TPAA and **Bristol-Myers Squibb Company**. (October 28, 2004 press release from US Department of State, Bureau of International Information Programs, usinfo.state.gov)

Microlending and healthcare in Haiti offer opportunities for social investment

Fonkoze, the largest microfinance institution in Haiti, has teamed up with **Zanmi Lasante**, a leading rural healthcare provider, to offer one-stop shopping for a variety of financial, educational, and medical services in the Haitian countryside. The **Boucan Carre** bank office is expected to serve 2,500 clients over the next five years, providing microloans, savings, currency exchange and money transfers. The hospital, established with the assistance of the **Haitian Health Ministry**, is expected to register more than 60,000 patients annually. “I am tired of bringing people on the edge of death from

tuberculosis, AIDS or other diseases to the point where they can become economically active, then watching them suffer because they have no way to make a living,” said **Paul Farmer**, founding director of Zanmi Lasante and subject of the book by Pulitzer Prize-winning author **Tracy Kidder**, *Mountains Beyond Mountains*. **Ann Hastings**, director of Fonkoze, ties the partnership with Zanmi Lasante into global trends, noting that “if we are to serve the poorest, we must be able to provide more than just microcredit – helping the poorest to make their way out of poverty requires the integration of micro-finance, education and health care services.” Social investors in the US can support Fonkoze while earning a 3 percent return by purchasing investment notes from Fonkoze USA, which lends the proceeds to Fonkoze in Haiti, who then makes the funds available to its loan clients. (SocialFunds.com, October 22, 2004)

Wide range of stakeholders kick off International Year of Microcredit

Haiti’s **Fonkoze** is also a partner in the **International Year of Microcredit 2005** - www.yearofmicrocredit.org - an effort kicked off at the United Nations headquarters on November 18 by a range of supporters including microfinance providers, the private sector (financial and corporate), academia, civil society and NGOs. The initiative is aimed at building more inclusive financial sectors and increasing public awareness and understanding of microcredit and microfinance. The campaign will include a **Global Entrepreneurship Awards** project in developing countries, organized by **Harvard Business School** students; a partnership with multi-media companies in Latin America to highlight microenterprise themes in popular television soap operas; collection of data globally to fill the gaps in the current understanding of microfinance; and a special session on microfinance and the mainstream financial sector at the **World Economic Forum** meeting in Davos in 2005. Organized by **Brugger & Partners, Ltd.**, the session will feature leaders of financial institutions such as Citigroup and ING, speaking about how to promote inclusive financial systems.

Donor’s record donation for clean water in India doubled by Dell Foundation

Close on the heels of a record \$1 million donation from Silicon Valley philanthropist **Wynnette LaBrosse**, **WaterPartners International** (WPI – www.water.org) has received a matching gift from the **Michael & Susan Dell Foundation** (www.msdf.org) to launch **WaterCredit**, an initiative to expand access to safe drinking water to some of the world’s poorest communities, initially in India, Bangladesh and Kenya. LaBrosse, founder of the Agora Foundation – a donor-advised fund of the Peninsula Community Foundation in California – and the Texas-based Dell Foundation together had earlier granted WPI \$250,000 to help pilot the WaterCredit program. The \$1 million gift from LaBrosse was the single largest donation ever received by WPI. WaterCredit’s financing mechanism represents a new model for projects in the water sector, which to date have typically been funded in their entirety by grants, even when individuals served by the project have the means to share costs. Working through loans to established local NGOs, WPI will use market segmentation to identify and grant 100-percent funding of water project costs to the poorest communities. Localities that are able to pay for all or part of the expenses will be transitioned to loans, while those that fall

somewhere in between will be offered a combination of grants and loans. LaBrosse, whose Agora Foundation counts women's issues a priority, noted that the burden of gathering water in poor communities often falls to, and said she hoped that easier access to clean water would mean more time for education, among other benefits. (*PRNewswire*, November 30, 2004; *San Francisco Chronicle*, October 9, 2004)

Philanthropist teams up with Band Aid to combat global poverty

The United Kingdom's largest charitable donor, Scottish entrepreneur **Tom Hunter**, has made his first foray into international philanthropy with his pledge to match proceeds from sales of a chart-topping single – **Band Aid 20's** "Do They Know It's Christmas?" – and a **Live Aid** concert DVD, which are being dedicated to fight hunger in Africa. Hunter's commitment of up to £7 million is the single biggest donation that Band Aid – a coalition of musicians and celebrities working to combat global poverty – has received in its 20-year history. Hunter last year announced that he planned to use one-fifth of his wealth to establish the **Hunter Foundation**, which aims to nurture entrepreneurial skills in British schoolchildren. Proceeds from music sales, together with Mr. Hunter's contribution, will go towards humanitarian relief in Africa, particularly in Ethiopia and Sudan, and will help combat the epidemic of HIV/AIDS across the continent. Hunter's gift will also help kick off the **Make Poverty History** campaign (www.makepovertyhistory.org), a coalition of organizations and celebrities calling on world leaders to take a stand against global poverty in 2005. The campaign plans to take advantage of a series of high profile meetings in Britain in 2005 – the G7 finance minister's meeting in London in February, the G8 summit at Gleanegles in July, and Britain's presidency of the European Union – to raise visibility for its agenda. (*The Scotsman*, December 17, 2004)

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

First online database launched for cross-border giving in Europe

The Brussels-based **King Baudoin Foundation** (www.kbs-frb.be) has launched what is describes as the first online, interactive databank aimed at facilitating cross-border philanthropy in Europe. The **Giving in Europe** website – www.givingineurope.org – helps donors and their advisors understand the complex fiscal and legal rules that frequently serve as barriers to borderless giving in Europe, and offers concrete solutions to the specific situations that arise when a donor is in a different country from the intended beneficiary. The website currently covers 16 countries. Giving in Europe also provides information on the state of cross-border philanthropy, needed improvements and strategies for implementing them, key players in the sector, and an overview of the nonprofit sector in Europe with national and international databases of potential beneficiaries. The initiative was implemented with support from the **Conference of Notaries of the European Union** (CNUE), the **European Foundation Centre**, and fiscal and legal specialists. (King Baudoin Foundation press release)

A Glimmer of Hope: update on social investment in Ethiopia

Business Week's annual report on giving includes an online interview with venture philanthropists **Philip and Donna Berber**, profiled in the July 2001 issue of *Global Giving Matters*. Following Philip Berber's sale in 2000 of his electronic brokerage group CyBerCorp, the Berbers created an endowment of \$100 million for a new family foundation, **A Glimmer of Hope** (AGOH – www.aglimmerofhope.org). AGOH relies on business principles in its development partnerships with community-based organizations in Ethiopia in the areas of health, education, water and famine relief. The Berbers have recently expanded their efforts to inner-city areas in London and their home base of Austin, Texas. In the *Business Week* interview, posted November 29, Donna Berber describes how her first visit to Ethiopia was instrumental in defining her philanthropic goals, and how subsequent trips with her family have instilled a strong social responsibility ethic in their three children. Philip Berber remains firmly committed to a businesslike approach to philanthropy, saying it is time for donors to “stop thinking in terms of giving anything away,” and assume the mindset of investors instead. Like many other philanthropists of their generation, the Berbers plan to invest the bulk of their fortune for social good during their lifetimes. (*Business Week*, November 29, 2004).

What would it take to really get global philanthropy going? Experts weigh in

The December, 2004 issue of *Alliance* magazine includes a special focus on the state of global philanthropy and what needs to be done to keep the growing movement going. Guest editor **Adele Simmons**, President of the Global Philanthropy Partnership and a member of Synergos' Board of Directors, assembled a distinguished group of experts from around the globe who provided insights on the current state of giving in their respective regions of the world; views on major topics such as diaspora giving, tax incentives and the public perception of NGOs; existing and proposed mechanisms to stimulate giving by making it easier; and how to motivate people to give in the first place. Among the common themes that emerged was the need for givers, both institutional and individual, to have more direct, personal contact with communities where aid is required. Fortunately, this need meshes with a desire on the part of many donors to become personally involved in the process of change. *Alliance* will host an online discussion on the subject of promoting global giving on **Social Edge** early in 2005, using some of the material in its December issue as background reading. For information about the online event, email alliance@allavida.org. *Alliance* is published quarterly by **Allavida** (“Alliances for voluntary initiatives and development”), an international development organization based in the United Kingdom.

Gates Foundation principals see benefit in the bully pulpit

Known for their commitment to building innovative philanthropic partnerships, **Bill and Melinda Gates** were initially reluctant to work alongside other groups when they launched their foundation five years ago, Melinda Gates acknowledged in a recent interview with the *Chronicle of Philanthropy*. “I don't think we had a full appreciation for just how important it is to work in close partnership. We have come to see that it

needs to be a core operating principle for our foundation, because we simply don't have the knowledge or resources necessary to solve by ourselves a single one of the big challenges we're taking on." As the *Chronicle* story observes, strategic partnerships to promote global health, education, libraries, and regional projects in the Pacific Northwest region of the US have become a hallmark of the **Bill & Melinda Gates Foundation** in the five years since it opened its doors. In wide-ranging interviews with the Gateses and Foundation executives, the *Chronicle* concludes that Bill and Melinda Gates have grown more comfortable in using their status as celebrities to draw attention to the causes they care about; remain committed to not letting their foundation's clout overshadow other philanthropic players; and plan to seek new opportunities in the foundation's established areas of grantmaking rather than branching out into new fields. Also featured in the three-part *Chronicle* story is the Gates Foundation's partnership with Seattle-based NGO, **VillageReach**, profiled in the January 2004 issue of *Global Giving Matters*. (*Chronicle of Philanthropy*, November 11, 2004)

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.

The Synergos Institute
 9 East 69th Street
 New York, NY 10021
 USA
 tel +1 (212) 517-4900
 fax +1 (212) 517-4815
www.synergos.org

The World Economic Forum
 91-93 route de la Capite
 CH-1223 Cologny/Geneva
 Switzerland
 tel +41 (22) 869-1212
 fax +41 (22) 786-2744
www.weforum.org

Rockefeller Philanthropy Advisors
 437 Madison Avenue
 New York, NY 10022-7001
 USA
 tel +1 (212) 812-4330
 fax + 1 (212) 812-4335
www.rockpa.org