

Global Giving

MATTERS

Issue 21
February–April 2005

In This Issue

In trying to understand why the amount and impact of philanthropy in some countries seems greater than in others, those who are studying philanthropy are finding answers beyond differences in tax legislation. Clearly, a country's culture and religious traditions are important, but perhaps the most decisive factor in some places has been leadership and examples set by one or two leading families.

The Tata family in India is one such case. As they developed an approach to philanthropy that focused on improving the quality of life of the poor in India over time, they showed that private money could change a village, and as others saw what was possible, a philanthropic tradition in India took form. This issue of *Global Giving Matters* provides a glimpse of the influential philanthropy of the Tata family.

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

2 Feature: Tata philanthropy in India – Leveraging tradition and capacity

- The Tata Group: Empowering communities
- Ratan N. Tata: Linking shareholder value and social responsibility

9 Global Giving Round-Up

- Bristol-Myers Squibb expands partnerships to combat HIV/AIDS in Africa
- Hong Kong businessman creates philanthropic beachhead in Canada
- Aga Khan honored for bridging gap between Islamic and western cultures
- Businessman lends logistics expertise to Asian tsunami relief and recovery efforts
- Tsunami giving spurs concerns about impact on other worthy causes
- Private-public alliance sparks historic exchange on restorative justice in Colombia
- Gates Foundation, Norway boost fund for child vaccines in developing countries

13 Resources & Links

- International Workshop on Resource Mobilization comes to Bangkok in May
- Private philanthropy in Asia: filling the information gap
- Social gains through cross-sector partnerships in Latin America
- March Alliance explores the latest thinking on social enterprise

14 Your Ideas Wanted

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: Tata philanthropy in India – Leveraging tradition and capacity

The Tata Group: Empowering communities

As the **Tata Group**, a leader in Indian business and philanthropy, observes the centenary of the death of founder **Jamsetji Tata**, the company is riding on a wave of national economic growth that its successes have contributed to in measurable ways. With 2004 revenues of more than \$14 billion, the firm accounted for 5 percent of India's exports, and 2.6 percent of its GDP.

In the philanthropic arena, Tata Group Chairman **Ratan N. Tata** faces complex challenges. While India enjoys strong economic growth and has recorded an impressive 19 percent reduction in poverty over the past decade, those figures mask deep regional disparities in access to resources.

An estimated 400 million people remain under poverty, three-quarters of them living in rural areas. Forty percent of the population is illiterate, with rates even higher for women, tribal people and scheduled castes. And at least 171 million lack access to safe drinking water.

Several factors have now opened a window of opportunity to address these conditions, including an increase in private wealth, the beginnings of a philanthropic infrastructure, a diverse and growing civil society sector, and a recent change of government that is bringing new focus to poverty at national and regional levels.

A new opening for philanthropic leadership

As even India's new leaders have acknowledged, however, the vast scope of the challenges facing the country are placing great pressure on all sectors of society – particularly the private sector – to help to mobilize resources, expertise, and innovative thinking.

Whether an effective response is mounted to these challenges will depend largely on the efforts of leaders such as the Tatas, says **Pushpa Sundar**, Executive Director of the

Computers help tailor literacy training to needs of adult learners

Toward the end of his tenure at Tata Consultancy Services (TCS), Fakir Chand Kohli, widely regarded as the father of India's software industry, began to wonder whether his company's vaunted expertise in software development could be applied to one of the most pressing problems in Indian society -- the high rate of illiteracy.

In the midst of a technology-driven economic boom, it was a source of great concern that 300 million of India's adults -- an estimated 35 percent -- were unable to read at even the most basic level. Comparison with other countries suggested the social and economic impact of illiteracy: for example per capita income in China and India were almost the same in 1990; by 2000, China, with a literacy rate of 92 percent, had nearly double the per capita income of India.

Given the urgency of the problem, conventional methods of literacy training were just too slow -- at the rate of increase recorded by traditional literacy education, India was not expected to reach 90 percent literacy for another 30 years.

Under the aegis of TCS, a volunteer team of experts from divisions across the company came up with a

[continues]

New Delhi-based **Sampradaan Indian Centre for Philanthropy** (SICP – www.sampradaan.org) one of a small handful of organizations to emerge at the national level in India in recent years to facilitate philanthropy and increase its impact.

"It's part of the Indian ethos – each one plays on their own and there is little collaboration between funders," says Sundar. She maintains that the Tatas are one of the few philanthropic forces in India with the potential, by virtue of their credibility, professionalism, and reach, to play a convening role for collaborative action on the problems that threaten individual, local and national development.

The Tatas were the first of India's wealthy private donors to move beyond charity into organized, strategic giving, says Sundar, who has researched and written extensively on private philanthropy in India. "They operate one of the very few grantmaking foundations in India – the oldest and certainly the largest."

"This grant support is valued by NGO grantees since there are very few private, non-governmental sources of support in India. They are more able via smaller grants than foreign donors to fund indigenous initiatives. Foreign donors find it difficult to reach smaller, but worthy NGOs due to governmental regulations," says Sundar.

The Tatas are distinguished by their professional, "arms length" approach to philanthropy, and for the transparency of their operations, through publication of detailed annual reports. They also employ an endowment funding strategy, unusual in India, according to Sundar.

[Literacy training, continued]

low-cost, technology-based approach that promises to substantially increase the country's literacy rate.

The Computer-Based Functional Literacy (CBFL -- www.tataliteracy.com) method, which focuses on reading, rather than writing, is designed to provide a basic 300-500 word vocabulary to adults over the course of 40 hours -- about a third of the time of traditional training. CBFL uses a combination of animated graphics and repetition of sound patterns to engage the learner. The computer-based curriculum provides flexibility to adjust to the varied schedules of working adults with families, and does not require trained teachers.

"You don't need a state of the art computer for this program to really fly," says Tata Group Chairman Ratan N. Tata, which means that the training can be conducted on donated 486 Pentium computers deemed obsolete by many users but adequate for CBFL.

CBFL has been field tested in five of India's 18 languages -- Telegu, Tamil, Hindi, Marathi, and Bengali, with the help of government and NGOs in various locations throughout India. To date, nearly 50,000 adults have learned to read at a functional level using computer-based training. In the early phases of the program, most instructors were retired teachers or part of the state literacy effort; many classes are now conducted by those the program made literate.

As the program grows, so do the applications of CBFL across many sectors of society. Companies are organizing CBFL courses for less literate members of their workforces, and some self-help and savings groups are beginning to use CBFL as a prerequisite for loan applications. In rural communities in numerous parts of India, existing Internet kiosks that provide a variety of online services to consumers are incorporating CBFL into their offerings.

CBFL has even been exported to South Africa, thanks to the interest of First Lady Zanele Mbeki. A TCS team is helping experts in that country to map the sounds of unwritten South African languages and develop a script for use in computer-based literacy training.

While advocates of CBFL say that national roll out of the program could help India achieve 90 percent literacy in a matter of three to five years, *instead of*

[continues]

The Tata legacy: “constructive philanthropy”

Jamsetji Tata set the tone in the 1860s with his determination to harness his wealth to bring self sufficiency to Indians at a time when its citizens were still laboring under the yoke of British colonial rule. The founder’s values of “constructive philanthropy” became embedded in Tata Group’s business ethics and giving philosophy.

The next generation of Tatas helped carry their country into the industrial age by establishing India’s first private sector steel mill and power utility. The Tata concern for nation building was exhibited not just in industry, but in the area of human development. Jamsetji’s sons used their wealth to endow the **Sir Ratan Tata Trust (SRTT)** and **Sir Dorabji Tata Trust (SDTT)**, the first large Indian grantmaking foundations of a national, multi-purpose character.

The Trusts established a number of pioneering institutions – including the first institute for higher learning in science, the first institute for social sciences, the first cancer hospital and research center, and the first institute for basic research in mathematics and physics. Beyond these institutes, the Trusts’ main grantmaking priorities include natural resources management – particularly water harvesting and conservation – rural livelihoods and communities, education, health, civil society and governance and arts and culture. Together, the Trusts disbursed nearly \$18 million to grantees in 2003-2004.

A survey of wealthy donors in India suggests that Jamsetji Tata’s legacy remains a role model for many of today’s private philanthropists, according to **Noshir Dadrawala**, Executive Director of the Mumbai-based **Centre for Advancement of Philanthropy (CAP – www.capindia.org)**. Dadrawala’s survey was conducted as part of a study of private giving practices in a number of Asian countries by the Asia Pacific Philanthropy Consortium.

Adapting to complex challenges

To meet the challenges of philanthropic leadership in today’s complex global society, Tata Group Chairman Ratan N. Tata is combining the institution-building legacy of his predecessors with the more freewheeling, entrepreneurial style of giving emerging

[Literacy training, continued]

30, substantial challenges remain: the size and diversity of India’s population; red tape surrounding the importation of donated computers; and the need for more and better collaboration with government, which has the reach and the authority critical to widespread implementation.

Prof. Kesav V. Nori, TCS Executive Vice President for Research and Development and a member of the core team that developed CBFL, takes it as a hopeful sign that he was recently invited to join the Executive Committee of the government’s National Literacy Mission Authority. In his view, CBFL is essentially a partnership venture involving the government and other agencies, with TCS providing the technical and technological support.

“If we could reach 85 percent literacy in five years, it would be satisfying. What seems important is to seed beginnings in areas that have very poor literacy rates and substantial gaps in literacy between genders,” concludes Nori. “The start up is very hard and requires enlightened administration. The logic for literacy is very compelling for us, but opaque to those very poor people who have been steeped in illiteracy for centuries.”

For his part, Tata said he is “hopeful that if we can register success and showcase in larger areas the benefits of what we’re trying to do, then I think there is every likelihood that we will succeed.”

Connecting water and livelihood in India's tribal drylands

"The poorest people in India live in its tribal drylands," says Dr. Mihir Shah, director of Samaj Pragati Sahayog (SPS), one of India's largest NGOs working on water and livelihood security. Largely neglected by the mainstream development process in the nearly 60 years since independence, the residents of these forgotten tribal drylands today are experiencing massive problems of poverty, unemployment and outward migration.

Using watershed development as a focal point for intervention, Samaj Pragati Sahayog (which, loosely translated, means Association for Social Advancement in Hindi) is mobilizing these rural communities and building their capacities to take over the leadership of their own development process.

Headquartered in the drought-prone Dewas tribal district of Madhya Pradesh, SPS has for the past 10 years worked with about 50 tribal villages in the region, often with women's self-help groups as key facilitators. Together SPS and villagers have conducted projects including drought proofing, micro-irrigation, sustainable dryland agriculture, biodiversity conservation, renewable energy, low-cost housing, sanitation, and women's empowerment.

Results have been dramatic, with the addition of one million cubic meters of water storage in the region, drinking water security for 20,000 people, a three-fold increase in irrigated land, a doubling of the value of agricultural output, 90 percent reduction in indebtedness, and an 80 percent decline in out migration.

Rather than expanding its own operations, SPS has chosen to build on its achievements by training and supporting NGOs and other community-based organizations. A key element of this support is provided through the Baba Amte Centre for People's Empowerment established by SPS at the tribal village of Neemkheda.

The Centre is located in the middle of two micro-watersheds and serves as a "living laboratory of learning" for others to adapt to their own locations and needs. Through the training and support programs of the Centre, the lessons learned in the 50 tribal villages of Dewas are benefiting some of rural India's most resource-deprived districts.

SPS is one of the Tata Trusts' most significant partners in a steadily growing commitment to watershed protection. Over the past eight years, about 25 percent of SPS grant funding has come from the Sir Dorabji Tata Trust. Without support from the Trust, Shah says, the Baba Amte Centre's very survival would have been in doubt. Recently, the Trust provided a grant for the corpus fund of the Centre, a move which will build sustainability through core support.

Shah says such funding strategies display a flexible and welcome approach to "the ever-changing challenges of working in remote rural India. We have found a great intimacy in the way we both look at challenges of rural development."

For more information on the work of Samaj Pragati Sahayog, contact samprag@sify.com.

among the wealthy drivers of the tech boom. Under his leadership, corporate social responsibility activities of the diverse Tata Group companies have been coordinated and professionalized. As he expands the Group's business activities in the area of new technologies, he has shown a corresponding interest in the application of new developments in this field to Tata philanthropy.

In recent years, the Tata Trusts have been attempting to leverage philanthropic resources by forging synergies and links between grantees wherever opportunities exist. The Trusts increasingly have turned to corpus grants to nongovernmental organizations as a means of building capacity and sustainability in a sector that is diverse but underdeveloped.

SICP's Pushpa Sundar sees room for even further work in these areas, and would welcome a return to the grand vision and larger-scale institution building that vitalized the earlier days of Tata giving.

While Tata philanthropy continues to evolve, what has remained constant is the strategy of empowering marginalized communities to take the reins of their own development. As the following initiatives of the Tata Trusts and Tata Group social responsibility illustrate, this commitment will be vital for addressing the daunting challenges facing India today.

Ratan N. Tata: Linking shareholder value and social responsibility

As Chairman of **Tata Group**, India's largest and most diversified industrial house, **Ratan N. Tata** presides over a sweeping business and philanthropic landscape. Tata Group operates more than 80 companies ranging from software and automobiles to steel, consumer goods and telecommunications. With 200,000 employees across India, it is the nation's largest private employer.

Tata Group is also unique in that nearly two thirds of the equity of the parent firm, Tata Sons Ltd., is held by philanthropic trusts endowed by Sir **Dorabji Tata** and Sir **Ratan Tata**, sons of **Jamsetji Tata**, who founded the

family business in the 1860s. These multipurpose trusts, chaired by Ratan N. Tata, include two of the earliest and largest private grantmaking organizations in India. Through these trusts, Tata Sons gives away on average between 8 to 14 percent of its net profit every year.

Trained as an architect at New York's Cornell University, Ratan N. Tata opted instead to enter the family business, putting in time on the shop floors in key Tata industries. After assuming the Chairmanship of the Group in 1991, he proceeded to streamline the sprawling Tata Group around seven core business sectors. In corporate social responsibility he has given new direction and focus to the Tata Group's disparate activities with the creation of the **Tata Council for Community Initiatives (TCCI)** in 1996.

Safe drinking water for rural India: low-tech solutions from a high-tech lab

Thanks to a partnership between the research lab of software giant Tata Consultancy Services (TCS) and a range of local NGOs, clean and safe drinking water is available for the first time for thousands of households in rural Maharashtra.

These villagers are using a household water filter that relies on commonly available agricultural waste to screen out harmful pathogens, contaminants and sediments. Developed specifically for rural areas, the filter is the result of years of research and field trials by scientists at the Tata Research Development and Design Centre (TRDDC), the Pune-based R&D division of TCS.

"They've been trying to bridge the divide between the IT world and the rest of India, and this has come out of that effort," explains Ratan N. Tata.

While the connection between information technology and low-tech water filters may not be obvious, the project exemplifies Tata philanthropy's emphasis on rural communities and water conservation and is squarely in keeping with TRDDC's mission to use research to transform lives.

Known as the SUJAL filter, this innovation holds the potential to bring a range of benefits to rural households. Easily assembled from everyday items such as rice husk ash, pebbles, Portland cement, plastic containers, nylon mesh and sand, the cost of the basic unit is about \$7, less than commercial filters. The device yields about 20 liters of drinkable water a day, enough for a small- to medium-sized family.

TRDDC does not manufacture and sell the filters, but instead networks with interested NGOs, providing them with free training and other support as part of TCS's corporate social responsibility efforts. The research center is currently partnering with more than 25 local NGOs and UNICEF to make the SUJAL filter available to rural residents of Maharashtra.

To date, at least 200 people have been trained to fabricate the filters, which can be produced in a factory setting by local entrepreneurs, or put together by individuals on a "do-it-yourself" basis. More than 3,000 filters have been produced for village households in the region.

Meanwhile, TRDDC is working with Sir Dorabji Tata Trust, the Confederation of Indian Industry and local NGOs to pursue scaling up deployment of the filter technology in various regions of the country.

Named Business Man of the Year for Asia by *Forbes* in 2004, Tata serves on the board of the Ford Foundation and the program board of the Bill & Melinda Gates Foundation's India AIDS initiative.

Global Giving Matters: *Is your vision of philanthropy different from that of your predecessors in your family, and if so, how does your vision reflect current realities in Indian society today?*

Ratan N. Tata: There's not much difference in the fundamental vision. My predecessors decided that their efforts would not only raise the level of the quality of life for people of India, but they would also deal in human development. None of that has changed, but the fabric of the field of work has changed with time and I think the demands of philanthropy in India are today both in dimension and scope in some ways more intense than they were before.

In the early days, philanthropy was about creating development institutions such as hospitals, and initiatives of a nature which at the time were more about nation building than ours are today. Today, our philanthropic initiatives have greater focus, for example, on creation of awareness of things like discrimination against the girl child; on microfinance, to get people away from moneylenders; on water harvesting and conservation; in moving more to small community initiatives.

GGM: *What do you see as the primary challenges to effective philanthropy in India today?*

Tata: From our own grantgiving, we have found that the greatest challenge is to find appropriate, professionally managed grantees or NGOs. It's one of our

biggest problems. There are a lot of calls for money but there is often inadequate professionalism and management, which doesn't give us a lot of comfort in channeling money in that direction.

GGM: *Do you see that situation changing at all – are you optimistic about the ability of that sector to grow and become more professional in India?*

Tata: All I can say is that more and more people are being driven by a real dedication, but they're still individuals, they still need help in creating institutions. We have recognized that those people have to be encouraged, almost cajoled, into building an organization that will survive beyond them.

Philanthropic institutions in India still believe they're charitable and therefore must operate on a shoestring, that creating an organization is almost a luxury. This needs to change – they have to recognize that a nonprofit has as much responsibility for being professionally run as a corporate body.

There's a tremendous need to move into grassroots levels and create savings programs in villages, education, hygiene awareness, and help for water harvesting and water conservation, but not many organizations are doing these things. The few we have found, we support very heavily, but not all of them have the organizational strength to really grow in this area, to have a meaningful presence in the country.

Where they do operate, the results are phenomenal. I think some of our water conservation grantees have transformed the areas in which they are working, and whatever we have seen there is just amazing. A number of our grantees have worked with villages – villages starved of water that have had no livelihoods – and with water harvesting and conservation, they've created year-round water supply and changed the entire fabric of these villages [see box on *Samaj Pragati Sahayog's work in Madhya Pradesh on page 5*].

GGM: *You took TCS (Tata Consultancy Services, India's oldest and biggest software firm) public last year in the country's largest IPO ever, and it generated a lot of attention as well as a lot of income. Can you tell me what impact this new infusion of funds will have on the work of the Trusts?*

Tata: The Trusts will have an increase in cash of about Rs.100 crore (US \$22.7 million) The holdings of the Trusts by and large are holdings in Tata Sons Ltd., which is still a privately held company. We gave all the shareholders of Tata Sons about 10 percent of the shares of TCS, which they can liquidate after the [lock-in] period is over.

One of the things we're looking at with the Trusts is another round of building major institutions, such as my predecessors built. Another possibility is the computer learning initiative to promote literacy for adults [see box on the *Computer-Based Functional Literacy program on page 2*] – we might give that substantial support. Simply putting more money into the same type of programs we've been doing is, as I've said, difficult, because we have problems locating and funding appropriate grantees. We'll probably make an announcement in this current year because this is our centenary.

GGM: *Given what I've read in the press about your desire to expand your business operations on a more global footing, do you see your philanthropy being focused externally as well, or are you intending to keep your efforts mostly at home?*

Tata: I think we'll keep our efforts largely at home. A few years ago, we reactivated the Chair in development economics at the London School of Economics established by Sir Ratan Tata at the turn of the century, and we're looking at doing something similar in Indian or Asian studies in another institution outside of India. We are also exploring opportunities in computer based functional literacy and vocational skills in South Africa. But barring some isolated instances of this nature, our philanthropic activities will be focused mostly on India.

GGM: *A July 2004 cover story in Business Week [India] quotes an investment banking source as noting that your challenge is to "ensure that the Tata group's sense of social obligation doesn't collide with shareholder value creation." Is there anything about these two goals that is inherently incompatible in your view?*

Tata: My personal view is that they're not incompatible. What we've done in our discharge of social responsibility should be of value to our shareholders. Our efforts result in a more prosperous country, and lead to a greater quality of life that benefits all. Our failure to do so contributes to a poor India with continued shortages and inequities.

Companies end up supporting these societal needs, either through the costs of corporate social responsibility or taxation, so all companies pay one way or another. However, the cost is relatively small, and the benefits are relatively great.

GGM: *You've said that you plan to retire as Chairman of the Tata Group in 2007. What's ahead when you retire?*

Tata: I want to retire when I can still walk. I've seen colleagues still in office when they can hardly get around on their own. When I have more time, I would like to pursue some of the causes that are most important to me. I can't truly define them at this time, but I will say that I am very much a nationalist and I would like to give more of my time to the development of India and to South Africa, for which I feel a great deal of love and affection. I will continue to remain Chairman of the [Tata philanthropic] Trusts.

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

Bristol-Myers Squibb expands innovative partnerships to combat HIV/AIDS in Africa

Pharmaceutical giant **Bristol-Myers Squibb** continues to break new ground – literally and figuratively – in its \$120 million Secure the Future (STF – www.securethefuture.com) program to build capacity in communities in sub-Saharan Africa for the prevention and treatment of HIV/AIDS (see the Oct.-Nov. 2003 *Global Giving Matters* story on STF). In Africa in January for a series of site visits, CEO **Peter R. Dolan** was greeted in Drifontein, South Africa by a crowd of 6,000 residents of rural Kwa Zulu Natal Province who gathered to mark the launch of STF's model **Community-Based Treatment Support** program in nearby Ladysmith. The Ladysmith program is operated in conjunction with local NGO **Mpilonhle Project**, the **Ladysmith Provincial Hospital** and its Social Work Unit, and the **Provincial Department of Health**. It offers a range of services to the district's 600,000 residents, including a clinic providing comprehensive, daily antiretroviral treatment, counseling, support for orphans and children, food security, community education and income support. The new center is one of six similar community-based programs funded by STF and sited in some of the most resource-constrained rural locations in South Africa, Swaziland, Lesotho, Namibia, Botswana, and Mali.

Dolan also was on hand to break ground for the first pediatric HIV/AIDS medical center in Swaziland, a partnership between STF, the **National Ministry of Health and Social Welfare**, and the **Baylor College of Medicine's** International Pediatric AIDS Initiative. The Swaziland facility is modeled on the continent's first pediatric AIDS hospital, in Gaborone, Botswana, also a public-private partnership including STF, Baylor and the government of Botswana. Opened in 2003, the Botswana Center currently cares for more than 1200 HIV-infected children, one of the largest concentrations of children under treatment for HIV/AIDS in the world. The new center, in Mbabane, Swaziland will be linked to other pediatric AIDS centers operated by Baylor in Africa and elsewhere around the globe. Construction of another STF-supported pediatric AIDS center is scheduled to begin in Maseru, Lesotho in late 2005. With world attention focused on the Asian tsunami while he was in Africa, Dolan urged his fellow corporate donors not to forget the millions around the world infected and impacted by AIDS. He estimated that 9,000 people globally die of AIDS and its complications every day, the equivalent of "having a tsunami come at us about every three weeks." Bristol-Myers Squibb donated \$7.5 million worth of drugs to the tsunami relief effort, \$1.2 million in cash and matched donations from more than 2000 employees.

Hong Kong businessman creates philanthropic beachhead in Canada

Li Ka Shing of Hong Kong, long an influential donor in Asia, is establishing a major philanthropic base in Canada. Li, who has already given more than US\$800 million to Hong Kong charitable causes, will create the **Li Ka Shing Canada Foundation** with proceeds from the sale of his 4.9 percent stake in the Canada Bank of Commerce. The sale is expected to yield approximately \$1 billion. The new Canadian foundation will address a broad, but as yet unspecified range of causes. Born and raised in China in humble circumstances, Li built a fortune from investing in real estate and acquiring a well-known British trading house. Today, as chairman of the Cheung Kong Group of Companies, which includes Hutchison Whampoa Ltd., he is one of the world's wealthiest individuals, with a fortune estimated at more than \$12 billion. Li established the original **Li Ka Shing Foundation** (www.lksf.org) in Hong Kong in 1980; it provides funding for a variety of initiatives in mainland China and Hong Kong, including education, health care, community welfare, culture and sports. More recently, Hong Kong's Li Ka Shing Foundation and **Hutchison Whampoa Ltd.** together contributed more than \$3 million toward tsunami relief in southern Asia. In establishing what could be one of Canada's two largest foundations, Li said he was recognizing the "warm welcome Canada has extended to me and to our group of companies over the years." (Association of Fundraising Professionals Release, January 24, 2005; *Wall Street Journal*, February 4, 2005)

Aga Khan honored for bridging gap between Islamic and western cultures

His Highness the **Aga Khan** was awarded the National Building Museum's **Vincent Scully Prize** in Washington on January 26, in recognition of his contributions to promoting design excellence, rural and urban revitalization, and historic preservation in countries with a significant Muslim presence. The Aga Khan, the hereditary spiritual leader of the world's Shia Ismaili Muslims, created the world's largest architectural prize, the **Aga Khan Award for Architecture**, in 1977 to identify and encourage building concepts that address the needs of Islamic societies worldwide. In accepting the award from the National Building Museum, the Aga Khan said he would donate the \$25,000 Scully Prize money, together with a matching gift of his own, to support architectural students from developing countries studying at Harvard, Yale and MIT.

At a ceremony in Delhi in December, the Aga Khan presented the 2004 Aga Khan Award for Architecture, which carries a prize fund of \$500,000, to recipients from Egypt, Burkina Faso, Yemen, Jerusalem, Turkey, and Kuala Lumpur. One of the recipients, Iranian architect **Nader Khalili**, was recognized for recycling the materials of war – sandbags and barbed wire – for peaceful ends in his designs, which have been used by the United Nations in temporary shelters for refugees. The award is administered by the **Aga Khan Trust for Culture**, part of the **Aga Khan Development Network** (www.akdn.org), a group of private development agencies working to empower communities to improve living conditions and opportunities. AKDN is active in more than 30 countries in Europe, Asia, Africa and North America. (Aga Khan Development Network release, January 26, 2005)

Businessman lends logistics expertise to Asian tsunami relief and recovery efforts

In response to the tsunami disaster in Asia last year, philanthropist **Lynn Fritz** mobilized about 100 volunteers from global corporations with offices in the region to lend supply chain management and IT expertise to the relief effort. As described in the Dec. 2004-Jan. 2005 issue of *Global Giving Matters*, Fritz had founded the **Fritz Institute** to bring use private sector know-how to improve the delivery of humanitarian relief; together with the **International Federation of Red Cross and Red Crescent Societies**, the institute developed a special Humanitarian Logistics Software, which became fully operation just four months before the tsunami. In the aftermath of the disaster, several other global and local NGOs, including World Vision International, Mercy Corps, and a variety of Indonesian and Sri Lankan organizations, expressed interest in HLS; Fritz Institute is developing a “lite” version of HLS that will permit even the smallest relief organization to ramp up quickly without significant infrastructure investment. (*San Francisco Business Times*, January 7-13, 2005)

Tsunami giving spurs concerns about impact on other worthy causes

A central question has emerged following the unprecedented outpouring of private donations to aid in tsunami relief efforts: will this burst of generosity hinder giving for ongoing social and economic development work in other areas? While the jury is still out on this question, a January 20, 2005 article in the online journal *Slate* suggests that it will. Following the terrorist attack on the World Trade Center in 2001, the last time that a catastrophic event spurred an outburst of contributions among US donors (\$1.8 billion), *Slate*'s **Daniel Gross** asserts that overall levels of US giving actually declined by 2.3 percent in real terms. Similarly, he argues that the outpouring of tsunami donations in early January 2005 (more than \$500 million and counting) probably won't have much of an effect on overall giving levels. “The milk of human kindness is probably flowing at the usual rate...it's just getting channeled in other directions,” writes Gross. He notes that a large portion of giving isn't spontaneous at all, but instead derives from bequest and estates, multi-year commitments from foundations and individuals, and annual gifts from corporations, so the ability of any one event to inspire a fundamental shift in donation levels is limited. As **Ingrid Srinath**, Chief Executive of India's Child Relief and You and Synergos Senior Fellow notes, “In the outpouring of public grief and sympathy we all feel for victims of a disaster, it is all too easy to overlook those who confront similar threats on a daily basis.” Srinath urges donors “not to forget to continue to support the causes and organizations you care about.”

Private-public alliance sparks historic exchange on restorative justice in Colombia

An international symposium on restorative justice and peace held in Cali, Colombia in February was the backdrop for an historic exchange between veterans of the apartheid struggle in South Africa and stakeholders attempting to find their own resolution to five decades of civil war in Colombia. The event culminated in an offer from South African Nobel Peace Prize winner and former Archbishop **Desmond Tutu** to enlist his

government's aid in Colombia's peace process inviting rebel leaders for talks. The idea for the symposium was generated by an exchange between Colombian-born philanthropist **María Eugenia Garcés** and **Tokyo Sexwale**, a leader in the anti-apartheid movement, now Chairman of Mvelaphanda Holdings, at the annual meeting of the Global Philanthropists Circle in 2003. Synergos assisted Garcés in bringing together an unprecedented private-public coalition of sponsors for the symposium – and subsequent work on restorative justice – including Colombian foundations, religious and academic institutions, the **US Agency for International Development's Global Development Alliance**, international funders, and **Synergos**. The effort comes at a critical moment in Colombia, when the National Congress is debating legislation on the treatment of former rebels. More information on the international symposium is available on www.justicia-restaurativa-colombia.org.

Gates Foundation, Norway boost fund for child vaccines in developing countries

The **Bill & Melinda Gates Foundation** announced that it will donate \$750 million over the next 10 years to make vaccinations available to more children in developing countries. The announcement came with a commitment by the government of Norway to contribute \$290 million to the effort, bringing total new funding to more than \$1 billion. The funds will support the work of the **Global Alliance for Vaccinations and Immunization (GAVI)**, a partnership between governments, aid organizations and the private sector. GAVI is the prime international mechanism for leveraging resources to speed development of new vaccines, strengthen delivery systems, and improve access to vaccines for poor countries. The latest donation by the Gates Foundation represents a doubling of the foundation's original \$750 million in 1999 to establish GAVI. Norway gave \$150 million in GAVI's start-up phase. Among governments, only the US gave more to support the childhood vaccine effort – \$290 million – in the start-up phase than Norway. GAVI says it has prevented 670,000 deaths since it was created and aims to immunize 90 percent of children in developing countries by 2015.

In other news involving Gates corporate philanthropy, Microsoft Chairman Bill Gates has committed to collaborating with the **UN Educational, Scientific and Cultural Organization (UNESCO)** to improve access to computers, the Internet and information technology training in developing countries. The program will also focus on training teachers and other professionals to use computers and online resources to share information. (Global Alliance for Vaccines and Immunizations Release January 25, 2005; Press Association, November 17, 2004)

International Workshop on Resource Mobilization comes to Bangkok in May

Leading fundraising experts from around the world will converge in Bangkok from May 6-8, 2005 for the **6th International Workshop on Resource Mobilization**. The theme of this year's workshop, "Meeting the challenges of a changing world – new skills for new challenges" will address recent developments in the resourcing environment and the implications for the operations of civil society organizations. Speakers include Dr.

Mechai Viravaidya from Thailand, **Nicanor Perlas** from the Philippines, **Shalini Mahtani** from Hong Kong, and **Tony Elischer** from UK. The workshop, sponsored annually by UK-based **Resource Alliance** (www.resource-alliance.org), is being organized in 2005 in partnership with the **Thai Fund Foundation**. The 5th IWRM in South Africa attracted nearly 300 participants from 48 countries. For further information, contact the Resource Alliance at iwrm@resource-alliance.org.

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

Private philanthropy in Asia: filling the information gap

A new survey by the **Asian Pacific Philanthropy Consortium** (APPC – www.asianphilanthropy.org) represents a preliminary effort to understand the little-known giving practices of high net worth individuals in six Asian countries. Based on face-to-face interviews with 81 wealthy individuals in Bangladesh, India, Indonesia, Pakistan, Philippines and Thailand, the report reveals a number of common attitudes: a sense of giving as a social and moral responsibility based on family values and faith; a focus on basic needs such as education, health and social welfare; strong belief in the importance of philanthropy to society; and a need for better information and support for donors. The APPC study was conducted with support from the **William and Flora Hewett Foundation**. Copies of *Philanthropic Leadership & Development: Perspectives from Six Asian Countries* are available from APPC; contact Tina Pavia, tinaappc@pltdsl.net.

Social gains through cross-sector partnerships in Latin America

Drawing lessons from 24 cases of cross-sector partnerships across the region, a new book, *Social Partnering in Latin America* analyzes how businesses and nonprofits are creating alliances to move beyond traditional corporate philanthropy. An American supermarket and a Mexican food bank, an Argentine newspaper and a solidarity network, and a Chilean pharmacy chain and an elder care home offer just a few examples of how business leaders are partnering with community organizations in powerful ways throughout Latin America. The book is the product of a major collaborative research effort by a group of leading business schools in Latin America, the Harvard Business School and AVINA Foundation. An excerpt from the book, coauthored by Harvard Business School professor **James E. Austin**, which explores the motivations behind such cross-sector partnerships, is available at www.hbsworkingknowledge.hbs.edu.

March Alliance explores the latest thinking on social enterprise

The March issue of *Alliance* magazine (www.allavida.org/alliance/) offers a worldwide perspective on the promise and challenges of social enterprise with guest editors **Pamela Hartigan**, Managing Director for the Schwab Foundation for Social Entrepreneurship, and **Jeroo Billimoria**, social entrepreneur and founder of Childline India and Child Helpline International. **Fazle Hasan Abed** talks about his work with BRAC in Bangladesh; **Victoria Hale** explains how the Institute for One World Health can help large corporations, governments and multilateral organizations work together; and various social entrepreneurs describe what they've learned from their mistakes. Also in *Alliance*: Celso Grecco on Brazil's pioneering new Social Stock Exchange; and the findings of a new report on the link between social enterprise and sustainable development initiatives in Asia. *Alliance* is a publication of **Allavida**.

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