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This issue features a set of stories examining the philanthropic efforts of the Lopez family in the Philippines, which rebounded from persecution in the Marcos era to leading an array of businesses and philanthropic. Many of the family's businesses are in the area of mass media, and the family has leveraged its businesses' strengths and reach in its philanthropic efforts. It has also built partnerships with the government and leading nonprofit institutions to leverage its philanthropy.

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

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.

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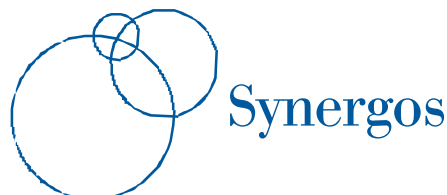
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Feature: Lopez Family Values – Philanthropy in the Philippines

For 200 years, the fortunes of the **Lopez family** have been closely intertwined with key moments in the history of the Philippines and the wider world. From generation to generation, dynamic leadership and a strong sense of family unity have sustained the family through numerous adversities, while an entrepreneurial spirit and commitment to country have guided their growth and renewal.

After losing nearly everything to the destruction of World War II, family patriarch **Eugenio Lopez** succeeded in creating the first airline in Asia, became a media magnate unafraid to take on the powerful and corrupt, and acquired and ran the country's largest power utility at a time when the biggest companies in the Philippines were foreign owned and directed. His philanthropic legacy includes the establishment of one of the earliest private museums in the country, the Lopez Memorial Museum, and major support for the region's leading graduate school of business, the Asian Institute of Management.

With the declaration of Martial Law in September 1972, the influential Lopez family was targeted for its denunciations of the corrupt regime of President Ferdinand Marcos. In retaliation, Marcos shut down the family's media outlets and arrested Eugenio's eldest son, **Geny**, on fabricated charges. With his son held hostage, Eugenio was forced to give up his holdings in a group of companies worth several hundred million dollars. Marcos failed to release Geny, and Eugenio Lopez died in 1975, his son still imprisoned.

Following the "People Power" revolution that swept Marcos from office in 1986, Geny and his brothers **Oscar** and **Manolo** proceeded to rebuild the family business, taking the company in strategic new directions. Upon Geny's death in 1999, Oscar, the senior member of the family, took the helm. Today, the Lopez Group of Companies includes holdings that range from media and telecommunications to public utilities and land development, and touch on virtually every aspect of the Filipino's daily life.

Now, as the children of Geny, Oscar and Manolo take the reins, they are guided by the values of the past but are creating their own vision for the future. Several members of this generation are heading philanthropic institutions that mobilize family assets-media holdings in particular-to address the substantial economic and social challenges that face their country.

- As Managing Director of the **ABS-CBN Foundation**, **Gina Lopez**, Geny's daughter, pioneered the concept of educational television and is using the company's broadcast resources to raise awareness and funding for child welfare and environmental protection.
- Oscar's daughter, **Rina Lopez-Bautista**, heads the **Knowledge Channel**, the first and only all-education cable channel in the country. She is wiring public schools in the most remote corners of the Philippines, including conflict zones in Mindanao.

- As President of the **Lopez Memorial Museum, Cedic Vargas**, Oscar's first daughter, seeks to instill a sense of cultural heritage in a younger generation of Filipinos, and is using the family's media outlets to promote awareness.

The Lopez Group possesses a powerful and profitable diversified media empire and the vision to harness it to promote philanthropic aims. Its ABS-CBN is the largest media broadcasting company in the country, reaching 97 percent of the more than 8 million television-owning households and 70 percent of the cable TV market, as well as other parts of Asia, the Middle East, Europe and the US.

“The younger generation of Lopezes have tried to make sure that they are able to identify causes they believe in fully, and they have, from the beginning, used the benefits of their media empire to be able to develop a constituency among the public for their causes,” said **Rory Tolentino**, Executive Director of the Asia Pacific Philanthropy Consortium.

“It is obvious that this generation of the family thinks in strategic terms in their philanthropic work-looking at what resources the family has in terms of the companies they control and how that can be used to generate concern and awareness,” she added.

“The key element in the philanthropic work they're doing is that they're actually using the base of their wealth as a tool for transformative change. In fact, they're getting into the core of the problem by changing consciousness in society,” said **Corazon “Dinky” Juliano-Soliman**, Secretary of Social Welfare and Development, whose department partners with Gina's ABS-CBN Foundation in the provision of child welfare services.

Gina Lopez and the ABS-CBN Foundation: pioneering media-based philanthropy

If her father, Geny, was a pioneer in bringing the Philippines into the modern era of broadcast through the expansion of the ABS-CBN broadcast network in the 1950s and 1960s, **Gina Lopez** was the first in her family to systematically harness the technology of that media in novel ways for social good.

The vehicle for this philanthropic revolution is the first of the family's corporate foundations, the ABS-CBN Foundation, Inc. (AFI – www.abs-cbnfoundation.com), established by Geny in 1989.

The foundation evolved when ABS-CBN broadcasting corporation's frequent appeals for help for victims of natural disasters generated substantial sums of money. AFI was incorporated in 1989 as the legal repository to collect and dispense donations for its child-centered programs and projects.

During the turbulent era of Martial Law, Gina had been away from the Philippines, facing her own personal challenges. In 1972, she joined a religious organization called Ananda Marga and spent the next 20 years ministering to the needy, living a hand-to-mouth existence while running orphanages and nursery schools in Africa and other

impoverished parts of the world. “If I look back on it now, it really developed my will, because I had to survive,” she said, reflecting on this period. “I would never have been exposed to that life if I’d stayed at home, and it developed in me a sensitivity to what the poor go through.”

One of her first moves as the head of AFI was to redirect its focus toward educational television (ETV) and succeeded in popularizing it in the Philippines. ABS-CBN was already donating airtime and production services to the foundation but Gina was convinced that much more could be done with these resources.

Oscar Lopez: creating a new framework for corporate social responsibility

When **Oscar M. Lopez** took the helm of the Lopez Group of Companies in 1999, he decided to apply the same hands-on management style to corporate social responsibility (CSR) as he did to the family’s diverse portfolio of businesses, which included 143 firms employing more than 22,000 people.

He brought in Tuck Global Consultancy, a branch of the Amos Tuck School of Business at Dartmouth College, to examine the Lopez Group’s social responsibility activities in 2001. To help implement Tuck’s recommendations, Oscar has recently announced the creation of the **Lopez Group Foundation, Inc.**, a new framework for the coordination of his company’s many and varied corporate philanthropy programs.

In addition to priorities such as child welfare and education (see main story in this issue), the Lopez Group’s philanthropic agenda includes environmental protection and poverty alleviation. To conserve some of the world’s richest-and most endangered-regions of biodiversity, Oscar Lopez in 1999 established **First Philippine Conservation, Inc.** (FPCI), which partners with **Conservation International** on projects such as protection of the country’s largest remaining block of old-growth rainforest in the Sierra Madre range. Oscar’s son **Federico** (“Piki”) is president of FPCI. On the business side, Piki heads the Lopez Group’s holding company for its power generation investments, First Generation Holdings Corp.

The Lopez CSR portfolio also includes a range of community development initiatives. Under the leadership of **Manolo Lopez**, Oscar’s younger brother, for example, the family’s electric distribution company, Meralco, has undertaken an electrification program for depressed urban and rural areas in its franchise that has benefited nearly 500,000 households. The Lopez Group is also partnering with **Philippine Business for Social Progress** and a range of local stakeholders on an integrated development project for 4,440 families uprooted by a Manila Bay reclamation project in 1993.

With the new umbrella foundation in place, Oscar said he expects the Lopez Group to be “more organized and group-oriented in our CSR activities. We can come up with strategies to work together to promote better group-wide coordination and synergy. It also does not hurt to take the extra effort to make the community know what we are doing to demonstrate our good citizenship,” he added.

Gina developed a science show for children called *Sine’skwela* and convinced the Secretary of Education to make it mandatory viewing in all public elementary schools in metro Manila. She then proceeded to equip these schools with donated television sets, which she acquired through a fundraising campaign that yielded money to purchase the equipment.

To date, the foundation’s E-Media program has produced eight award-winning shows for TV and radio that reach around 14 million schoolchildren in more than 5,000 public elementary schools nationwide. Developed in coordination with the Department of Education’s curriculum needs, the shows supplement the overtaxed instructional capacity of the public school system. They also form an important source of programming for the Knowledge Channel, a cable-and satellite-based ETV service run by Gina’s cousin Rina Lopez-Bautista.

Another AFI initiative – **Bantay Bata 163** (Child Watch), a 24-hour hotline and child abuse intervention program – soon followed. Launched in 1997, Bantay Bata 163 benefited from access to media outlets of ABS-CBN to advertise the hotline number and provide other programming to make the public aware of its services (“163” is the number to dial for the hotline). Overwhelmed by calls in its first year of operation, Bantay Bata has evolved from a media-based hotline to an integrated child protection system combining rescue,

medical care and rehabilitation, shelter and aftercare, provided by social workers and other trained and licensed professionals.

A key factor in the effectiveness of Bantay Bata is its partnership with the national **Department of Social Welfare and Development (DSWD)**. “We work with other foundations and organizations, but Bantay Bata is unique in that it is the only one licensed to do rescue,” said Corazon “Dinky” Juliano-Soliman, DSWD Secretary. An average of seven children a month, some referred by DSWD, are removed from abusive homes by Bantay Bata’s rescue staff and all are placed in Children’s Village, the foundation’s new PhP 120 million (about \$2.15 million) state-of-the-art integrated care facility in Bulacan, about an hour from Manila.

Bantay Bata and DSWD are also working together to raise money and public awareness to address the problem of child abuse. “Violence in the home has been until recently a private thing,” the Secretary said. “It’s very significant that a major TV network has taken this on as advocacy.”

In addition to child welfare, ABS-CBN Foundation advocates for environmental protection through its **Bantay Kalikasan (Nature Watch)** initiative. Established in 1998, Bantay Kalikasan in its first year conducted a media-based drive that helped collect more than 5 million signatures for the passage of the Clean Air Act in 1999, and has led a major reforestation effort in the La Mesa watershed that serves Metro Manila.

Gina said her foundation’s media savvy will be helpful in meeting the new goal for a more coordinated approach to corporate social responsibility among the Lopez Group companies (see related feature). For example, her uncle, Oscar Lopez, Chairman of the Lopez Group, has made biodiversity and watershed protection a priority through the foundation he created, **First Philippine Conservation, Inc.**, a partner of **Conservation International**. “I have an environmental show on ABS-CBN where I can help them with media, so there’s a lot of opportunity for synergy,” Gina said.

With child rescue operations as far away as Mindanao, Gina says that finding the funds for her staff-intensive services is a constant concern. AFI spends about PhP 20 million a year to administer its various programs, and Gina would like to raise a PhP 200 million endowment.

While Gina is breaking new ground with her ETV and media-assisted outreach programs, her work is squarely in the tradition of Lopez family values. “Many times, I feel like my father is very happy. The motto of ABS-CBN is “In the service of the

Bantay Bata 163 (Child Watch)

Vital Statistics

1.3 million	Average calls per year received by hotline
18,540	Average calls per year needing follow up
7	Children rescued per month and placed in Children’s Home
40%	Percentage of children rescued who are reintegrated with family
100	Current residents in Children’s Home

Source: ABS-CBN Foundation, Inc.

Filipino.” And the foundation just brings it to another level. I really do feel like I’m carrying on the family tradition.”

Rina Lopez and the Knowledge Channel: bridging geographic and social divides

With the launch of the **Knowledge Channel Foundation, Inc.** (KCFI – www.knowledgechannel.com) in 1999, **Rina Lopez-Bautista** took her family’s move into media-based philanthropy a step further by creating the first and only all-educational cable television channel in the Philippines.

Rina’s vision is a new twist on the Lopez family’s longstanding goal of using its broadcast empire to unite the disparate people and places of the Philippines. She hopes that the Foundation’s flagship project, the Knowledge Channel, will help equalize the learning field by making quality educational materials available to poor students in her country’s public schools.

It’s an ambitious goal, given the dismal quality of public elementary and secondary education in the Philippines. In the country’s 41,350 public schools, the student-to-teacher ratio is approaching 1:70 and the book-to-pupil ratio 1:8. The massive public school system suffers from a widespread shortage of everything from chairs to schoolhouses, teaching materials to competent teachers.

Doris Nuval, the resource mobilization director for KCFI, said the Knowledge Channel responds directly to a UNDP *Human Development Report* that concluded that modern information technology and communications may offer the only feasible medium for delivering high-quality instruction to the millions of pupils in so many schools and places across the Philippines.

“Given the business we were in, we were able to access many resources that were needed for use in this program,” said Rina, citing cable TV infrastructure around the country, satellite transponder space, programming and production consultants, and links with other cable companies and suppliers nationwide. The ABS-CBN Foundation was already producing and airing curriculum-based programs for its radio and TV stations, and agreed to let the Knowledge Channel use them in programming for public schools.

The Gift of Knowledge: What Donations Buy for the Schools (in US\$)

\$20	Printing 6 program calendar guides & 5 sets of teacher study guides
\$144	2-day training workshop for 3 teachers
\$1,000	Integrated cabling package for 1 school for 10 years (includes support services, training for school personnel, program calendar guides & teacher study guides)
\$3,000	Integrated satellite connection package (includes dish & receiver installation)

Source: The Knowledge Channel Foundation, Inc.

To date, KCFI has introduced the Knowledge Channel to 1,220 public schools serving 2.2 million students around the country. Programming and instructional materials are coordinated with the Department of Education's prescribed curriculum. The Department has declared the Knowledge Channel mandatory viewing for elementary and secondary students in the public schools.

KCFI offers schools a complete, integrated package that includes free cabling to schools with access to a local cable provider, or the installation of wireless (satellite) technology to remote areas unreachable by cable. To improve the odds that schools will receive the full benefit of the Knowledge Channel, KCFI provides reference materials and training for teachers and administrators.

The Lopez Group has invested about PhP 200 million (about \$3.6 million) in this project, mainly for capital expenditure and production of programs, and continues to provide support through ABS-CBN. Other funders have contributed about PhP 80 million. "We used seed money and existing infrastructure of the Lopez Group. But to expand our reach into the different parts of the country, we look for sponsors for the schools," said Rina.

To accomplish this goal, KCFI has forged partnerships with Citigroup, United Way Philippines, Caltex Philippines, Procter & Gamble, Wyeth, Coca Cola Export Corp., Nestle Philippines and others. Beyond the corporate support, Knowledge Channel continues to find sponsors in far-flung and unexpected places.

One of the most recent partnerships was struck by Rina in the Autonomous Region of Muslim Mindanao (ARMM), a part of the country that has suffered from years of violent conflict and government neglect. There, a respected local leader and businessman, **Datu Ibrahim "Toto" Paglas** has committed to make the Knowledge Channel available to schools in his community, with the goal of expanding the channel to the rest of ARMM with the support of his family's business holdings, the Paglas Corp.

National leaders, as well, have taken note of the role that KCFI can play in addressing educational needs and bringing other partners to the table. "In the 500 insurgency-influenced barangays (villages) where teachers fear to go, the Knowledge Channel has already helped," said President **Gloria Macapagal Arroyo**, addressing a gathering of Filipino leaders in corporate social responsibility in 2003. She encouraged corporate foundations to provide the support required for continued access to educational TV.

For families who own neither radios nor TV sets, the Knowledge Channel is the only window to a wider world for some children. Particularly in the provinces, where a higher proportion of households are without television, the Knowledge Channel has reduced truancy levels dramatically because "kids come to school excited to watch," said Doris Nuval, who believes that the channel has created a "thirst for learning among the most marginalized of our children."

Cedie Vargas and the Lopez Museum: preserving the past and building for the future

Cedie Vargas learned about the family's media operations from the ground up. Tapped in 1986 to oversee the physical rebuilding of the ABS-CBN broadcast network after it had been shut down for years by President Ferdinand Marcos, Cedie found the company's once-proud facilities in a shambles.

Her task, to preserve as much as she could of value from the past while building for the future, provided good preparation for the mission that now confronts her as director of the **Lopez Memorial Museum** (she also continues to head the logistics division of ABS-CBN). "The Museum was the first institutionalized philanthropic project established by my grandfather. He was a lover of books, and every time he traveled, he would go to an antiquarian bookstore and seek out books about the Philippines," she explained.

In 1960, **Eugenio Lopez, Sr.** donated the bulk of his personal collection to the museum. One of the earliest private museums in the Philippines, the Lopez Memorial Museum has more than 17,000 books, 539 works of fine art and 89 pieces of pottery. This varied collection is explored through exhibitions, lectures and workshops open to the general public, and is the subject of numerous scholarly publications by the Eugenio Lopez Foundation, Inc., established in 1968. The Lopez Memorial Museum is funded primarily through donations from the Lopez Group companies.

"It's a very traditional institution, but what I wanted to do was to explore ways to use new media and more visual learning. I also wanted to make the Museum more visible in all our network's platforms – TV, radio and glossies [magazines]. We have a lot of segmented channels in cable, so I advertise there and am able to reach a wider audience that way," said Cedie. The Museum is also broadening its audiences through a consortium with several other cultural institutions – the Ayala Museum, the Ateneo Museo and the Museum for Children – that all come together to mount an annual show around a single theme.

"We're not a museum-going public. People are more concerned with survival, with basic needs. The sad part is that the Filipino is so artistic – we have such a rich and varied culture but it does not take precedence because 90 percent are below the poverty level," Cedie said. "So one of my goals is to promote museum-awareness among the younger generation."

"If Gina is feeding the body and Rina is feeding the brain, I guess I would be nourishing the soul," said Cedie, referring to the respective contributions of the philanthropic organizations headed by her cousin, her sister, and herself.

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

Indonesian firm's campaign to fight AIDS gets international honors

Southeast Asia's largest tire manufacturer, **Gajah Tunggal**, received an award in May from **UNAIDS** and the **International Labour Organization** in recognition of its workplace campaign in Indonesia to combat HIV/AIDS. Gajah Tunggal is the largest domestic corporation in Indonesia to actively promote AIDS education and prevention among its employees. The company's efforts are currently focused on its factory site, Tangerang, outside Jakarta, which employs around 7,500 workers. A key partner is Indonesian NGO **Yayasan Kusuma Buana**, which helps Gajah Tunggal train its employees in HIV/AIDS awareness and prevention techniques. **Cherie Nursalim**, executive director of the Gajah Tunggal Group, and a member of the Global Philanthropists Circle (GPC), said the inspiration for the campaign came from a GPC country visit to South Africa in 2003 that focused on the challenges of AIDS prevention and treatment. Nursalim said the impact of her company's effort was greatly enhanced through partnerships with civil society to leverage expertise and resources, and by the spillover of knowledge to the families of workers and their surrounding communities. Gajah Tunggal's program had its origins at the company's polytechnic near the Tangerang factory, where the young community of students were trained to educate their peers about the disease. Gajah Tunggal has plans to expand the program to the company's shrimp farm in Sumatra, which employs 20,000 workers, and is considering extending the campaign to its operations in China. (*Jakarta Post*, May 7, 2004).

Singapore bank first to specialize in Asian charitable asset management

A Dutch private bank in Singapore is the first financial institution in Asia to offer philanthropic asset management services for high net worth individuals. **MeesPierson** wants to link the region's estimated 3,000 to 4,000 individuals and families with assets of at least \$1 million to nonprofit organizations that can use the money. "Asia has more millionaires than any other part of the world. It's easier (for them) to make money than to give it away. So, we're helping them with their philanthropic focus," said **Terry Alan Farris**, head of MeesPierson's Charity Management, Asia. MeesPierson hopes to tap into the growing number of wealthy families looking for social returns on their investments. The bank also offers asset management services to nonprofit institutions such as UNICEF to help them grow their funds and become more transparent. The bank estimates that nonprofit organizations in Asia hold between \$15 billion to \$20 billion in assets. **Kees Stoute**, the bank's managing director of Private Banking, Asia, said the call from the public for more transparency in managing charitable funds has been growing. The bank foresees resistance to this from some wealthy Asians concerned about

keeping their donations out of the public eye. But Farris is hopeful their attitudes will change, saying “It’s a way to bring family members together in a non-threatening way. In Hong Kong, we had a family whose members haven’t talked to each other in years,” he said. They ended up meeting regularly to discuss their philanthropic efforts. “There is enough money in Asia to fund Asia, but we need to organize it.” (*TODAYonline* (Singapore), April 2, 2004)

Templeton Prize winner to fund poverty alleviation in South Africa

The world’s largest annual monetary prize for individual achievement, the **Templeton Prize** (www.templetonprize.org) for science and spirituality, has been awarded to **George Ellis**, a professor of applied mathematics at the University of Cape Town. Dr. Ellis has pledged to use half of his \$1.4 million in winnings to help fight poverty in South Africa through education and social welfare programs. A leading theoretical cosmologist known for his contributions to the dialogue between science and religion, Ellis in the 1970s was an unrelenting critic of the Nationalist government and its system of apartheid with his writings on homelessness among black South Africans. The son of atheists, Ellis became a Quaker in 1974, and credits the resilience shown by the black majority in South Africa with giving him a sense of faith. Ellis says that South Africa’s journey from apartheid to multi-cultural democracy has informed some of his most important discoveries and writings in the realm of science and religion, crediting the “transformatory actions” of leaders such as Desmond Tutu and Nelson Mandela with preventing widespread bloodshed. The world’s best known religion award, The Templeton Prize was founded by Sir **John Templeton**, a financier who pioneered global investment strategies. When he created the prize in 1972, he stipulated that its monetary value always exceed that of the Nobel Prize to underscore that advances in spiritual discoveries can be more significant than those honored by the Nobels. (*VOA News, USA Today*, March 18, 2004)

Foundations forge partnership to engage Russian donors

The **Eurasia Foundation** and the **William and Flora Hewlett Foundation** have announced the launch of a \$400,000 partnership to promote strategic philanthropy in Russia. The **Social Investment Initiative** will provide major Russian corporations and philanthropists with strategic and practical training in methods of charitable giving, helping them to define their philanthropic goals, build accountable and transparent mechanisms of charitable giving, and develop their philanthropic missions and strategies. The program will consist of two social investment forums focused on information sharing and training for high net worth individuals and top-level Russian executives, as well as internships and seminars offering training for corporate social managers working at the operations level. It is expected to involve many of the most influential corporate executives in Russia. **Andrei Kortunov**, Eurasia Foundation Vice President for Russia, said Russian companies and individuals are becoming both increasingly sophisticated and strategic in their contributions to society but noted that most still lack a clear understanding of how to implement social investment programs. (Hewlett Foundation press release, February 19, 2004; Eurasia Foundation press release, January 27, 2004)

Unclaimed assets to be harnessed for social investment in UK, worldwide

A new vehicle for securing financial institutions' unclaimed assets and reinvesting them for social benefit was launched in the United Kingdom in March. Estimates of the amounts that could eventually be freed up for philanthropic purposes range from £5 billion to £20 billion, said **Michael Webber**, a Trustee of the new **Balance Charitable Foundation for Unclaimed Assets** (www.balancefoundation.org.uk) and former UK Charity Commissioner. The Foundation expects to begin making grants in the final quarter of 2004; guidelines for application will be posted on the website as soon as they are finalized. Initially, the newly appointed trustees expect to concentrate on "social exclusion" issues, including educational disadvantage and financial literacy. The primary focus to date of the Balance Foundation has been on investment banks, with wider participation being sought throughout the financial sector. Retail banks are believed to be the main holders of unclaimed assets, mainly in the form of dormant bank accounts. The Balance Foundation is an independent initiative of the **Gatsby Charitable Foundation**, the **Esmée Fairbairn Foundation**, the **Paul Hamlyn Foundation** and the **Hunter Foundation**. (*Philanthropy UK*, March 2004)

Khosla backs microfinance to speed rural India's economic growth

Vinod Khosla, a general partner at Silicon Valley's leading venture capital firm Kleiner, Perkins Caulfield & Byers and co-founder of Sun Microsystems, has announced that he will devote a substantial part of his professional time - and personal wealth - to the promotion of microfinance in rural India. During a recent tour of successful microfinance initiatives in that country and Bangladesh, the Delhi native observed that in their entrepreneurial approach, the developing world's best microcredit programs run more efficiently than most Silicon Valley organizations. Khosla said microfinance is a key to bridging the growing divide between urban and rural development in India. Khosla's support for the reinvigoration of rural India goes beyond microfinance to a comprehensive model of economic development. His paper on the "bicycle commute economy," a sort of Marshall Plan for the reconstruction of rural India, is available at www.kpcb.com/files/bios/RISCAug.2003.doc. (*Business World* (India) April 12, 2004; *New York Times*, March 29, 2004)

Pioneer in international regrating honored

Chet Tchozewski, founder and executive director of the **Global Greengrants Fund** (www.greengrants.org) has received the 2004 **Robert W. Scrivner Award for Creative Grantmaking** from the **Council on Foundations** (COF). Tchozewski was a pioneer in strategies for international regrating as a simple means to support the growth of civil society organizations in developing economies and emerging democracies. He is also a founding member of the funding network **Grantmakers Without Borders**. Since 1993, the Global Greengrants Fund has distributed more than \$5 million in grants via a global network of volunteer advisors to create more than 1,000 local grassroots groups in nearly 80 countries. COF President **Dorothy Ridings** said Tchozewski's ability to challenge conventional grantmaking practices had been instrumental in combating

poverty and environmental destruction in developing countries. The Scrivener award honors individuals who demonstrate vision, principle and personal commitment to making a difference in a creative way through grantmaking. An interview with Tchozewski can be found in the May/June 2004 issue of *Foundation New & Commentary* at www.foundationnews.org.

Foundation rewards inventions that help poor countries develop

A foundation known primarily for its support for the American inventor has announced that it is shifting its focus to fostering “sustainable invention” in the developing world. By 2006, the **Lemelson Foundation** (www.lemelson.org), named for prolific US inventor **Jerome Lemelson**, aims to devote half of its estimated annual \$13 million budget to this new direction in philanthropy. Meanwhile, the 10-year-old foundation has already begun to make modest investments in innovators and entrepreneurs in countries such as Costa Rica, Indonesia and Kenya. In part, the shift reflects the interests of Jerome Lemelson’s sons, **Rob** and **Eric**, who have overseen the foundation, along with their wives and their mother, **Dorothy**, since Jerome Lemelson died in 1997. Explaining the new emphasis, Rob Lemelson, an anthropologist who was a Fulbright scholar in Indonesia, said it was “important for Indonesians to realize that Americans and American foundations are interested in addressing key issues that are relevant to their lives like water purification and poverty.” Perhaps best known among the inventions supported by the Lemelson Foundation is a pump produced by **ApproTec**, an NGO in Kenya. The treadle pump, operated by foot pedals, allows a farmer to sharply increase the water used to irrigate crops. A Lemelson grant of \$100,000 went toward creating a drill to pierce the water table. ApproTec’s treadle pump and other projects have been credited with raising the gross domestic product of Kenya by \$35 million, or .35 percent. As it turns its resources increasingly toward poorer countries, the Lemelson Foundation is no longer stressing patents over the act of invention, since many developing nations have no patent system at all, or a poorly developed one. The ideas the foundation finances “don’t have to be patentable... they just have to improve lives on a basic level,” said Eric Lemelson, an environmental lawyer who operates an organic vineyard in Oregon. (*New York Times*, April 26, 2004)

Biologist harvests the sea to combat hunger in Eritrea

Dr. **Gordon Sato**, a respected cell biologist, left a successful academic career more than 10 years ago to help impoverished coastal communities promote sustainable agriculture in drought-stricken Eritrea. His innovative Manzanar project harnesses two of the region’s most abundant resources—sunlight and seawater—to grow mangrove plants that can be used not only to feed animals, but also to provide a habitat for fish and shellfish. Since Eritrea’s independence in 1993, Sato has spent about half of each year—and half a million dollars of his own money—there, planting more than 600,000 mangrove trees along the Red Sea coast in partnership with the Eritrean Ministry of Fisheries. His interest in Eritrea can be traced back to his experiences during World War II, when the US government held Sato and other Japanese-Americans in Manzanar, an internment camp in the California desert. In 1986, Sato decided to help alleviate Ethiopia’s

famine, which was primarily affecting the rebels who were trying to gain independence for the country's Eritrean minority. Sato said the plight of the Eritreans reminded him of the injustice of the treatment of Japanese-Americans by the US government. In 2002, Sato's efforts earned him a **Rolux Award for Enterprise**, given by the watch company to individuals deemed visionaries in improving the human condition. He is using the cash prize that accompanied the award to offset some of the Eritrean government's financial support of the project, which ranges between \$20,000 and \$50,000 a year. (*New York Times*, March 7, 2004; www.rolexawards.com/laureates)

Fellowship connects Filipino-Americans to heritage, service in homeland

Ayala Foundation USA, **LBC Foundation USA**, and **ChevronTexaco** have launched a summer fellowship program to reconnect young Filipino-Americans with their heritage, by exposing them to Filipino culture and tradition as well as the social issues that confront their homeland. Participants in the two-month **Filipino American Youth Leaders Fellowship Program** travel to the Philippines and work in a nonprofit organization engaged in social development work. Fellows also attend a series of lectures on "The Meaning of Being Filipino" by Ayala Foundation, Inc.'s Filipinas Heritage Library and live with host families so they can experience a real home in the Philippines. Upon their return to the United States, Fellows are expected to serve as "ambassadors of goodwill" by speaking on the work of their host organization. Fifteen fellowships are available for the 2004 program, which runs from July 5 to August 27. Applicants should be 18 to 25 years of age, display strong leadership potential, and be willing to work with a nonprofit organization anywhere in the Philippines for two months. For more information, visit www.ayalafdnusa.org, email afusa@ayalafoundation.org, or contact Christina Leano at + 1 (650) 598-3126.

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

Bentons recap rewards of a life spent in philanthropy

The **Council on Foundations** recently honored **Charles and Marjorie Benton** for a lifetime of achievement in philanthropy by naming them winners of the 2004 **Distinguished Grantmaker Award**. Charles is board chair and Marjorie a trustee of the **Benton Foundation** (www.benton.org), which seeks to create a public interest vision for the digital age and to demonstrate the value of communications for solving social problems. An interview with the couple can be found in the March/April 2004 issue of *Foundation News & Commentary* (www.foundationnews.org). Marjorie Benton discusses how her experiences working in developing countries changed her, and, as an American with long service in philanthropy, what she brought to the table as the first woman to serve on the board of the Bernard van Leer Foundation in the Netherlands. She also

shares some thoughts about why global giving is so important, and how she inspires others to give. Assessing his foundation's legacy, Charles Benton sees its greatest contribution as putting communication policy on the public and philanthropic agenda. He describes the challenge of a relatively small foundation such as the Benton Foundation trying to engage in various aspects of global communications policy in an era of rapid change and media consolidation. And he reveals plans to transfer the Benton Foundation's Digital Divide Network and digital literacy efforts to the Education Development Center in Boston to create a better framework to make an impact with the program.

Alliance magazine examines donor exit strategies

The June issue of **Alliance magazine** (www.allavida.org/alliance/) examines exit strategies with articles including an examination of how the long-term needs of civil society can be reconciled with the eventual exit of funders, a set of "twelve commandments" for foundations withdrawing from a country or region, and a look at **Social Venture Partners**, which explicitly builds withdrawal into its grantmaking. It also contains information about the new **Johns Hopkins Global Civil Society Index**, and an interview with **Lester Salamon**, director of the Center for Civil Society Studies.

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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