

# DESIGN SHOP on...

## A NEW GLOBAL PHILANTHROPY INFRASTRUCTURE

Convened by Jonah Wittkamper of NEXUS and Eileen Fisher of Eileen Fisher Inc.

Final REPORT

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On December 9th & 10th, 2016, a group of nearly 40 people representing diverse segments of global philanthropy came together at the Auburn Seminary in New York City to explore:

1. **UN WEEK:** Convening a September 2017 conference on global philanthropy during UN week, stepping into the void left by the departure of the Clinton Global Initiative annual meeting.
2. **TWO ISSUES:** Collaborating to address two of the greatest problems of our time: The Conflict in Syria and the Destruction of the Amazon
3. **LOCAL LEVELS:** Examining opportunities for cross-network collaboration and follow up convenings at local levels around the world
4. **PHILANTHROPIC LANDSCAPE:** Strengthening the current landscape of global philanthropy

## IMMEDIATE ACTIONS

There were 5 follow up actions:

1. **SURVEY:** [A survey](#) will be distributed to measure interest and support for a coalition.
2. **DECISION-MAKING STRUCTURE:** The results of the survey will foster the creation of a planning committee and decision-making to develop the coalition.
3. **INVITING CO-CONVENERS:** An overture will be made to a handful of families to partner with us to provide leadership for the September 2017 convening process.
4. **PITCHING PARTNERSHIP:** A select group of ideas created will be summarized and presented to the philanthropic community for possible collaboration/investment/partnership and project development.
5. **MAPPING THE SECTOR:** An effort will be made to more extensively map the sector of "global philanthropy" in order to identify niches and recognize gaps.

## A SERIES OF DISCUSSIONS

We had a series of panel discussions and breakout sessions on diverse topics. Presenters included:



### On Philanthropy:

Amir Dossal, Global Partnerships Forum  
Amy Hart Clyne, Family Office Exchange  
April Soler, The Concordia Summit  
Bill Wetzel, Clinton Global Initiative  
Dipti Pratt, The Philanthropy Workshop  
Eileen Fisher, Eileen Fisher Foundation  
Jeff Ubois, MacArthur Foundation  
Jonah Wittkaper, NEXUS  
Sarah Brown-Campello, Worldwide Initiative for Grantmaker Support

### On Amazon/Syria/Conflict Resolution:

Atossa Soltani, Amazon Watch  
Ambassador Cameron Munter, East West Institute  
Claudia Maffettone, Search for Common Ground  
Lana Awad, A Syrian refugee  
Liza Hester, One Earth Future  
Lynne Twist, Pachamama Alliance

### Facilitation by:

Robert Evans, Imaginal Labs

# LEARNING

Our discussions inspired debate, partnership, commitment to action and more. We learned a lot.

## Quick Notes from Panel on Global Philanthropy

CGI: A commitment-to-action model. Convened 12 global events, 3 times outside the US in 12 years. 3500 commitments, median gift \$1m-\$2m. Over time, became less about money, more about partnerships. CGIU and CGI commitments portfolio will continue. WINGS: Network of grantmaker associations. 100 members, 39 countries. Support for philanthropy infrastructure. Transparency, culture of giving, SDGs, data collection, networking. How to work together? Capacity building. UN Foundation: Ted Turner's \$1b gift. Leveraged \$600m additional funding. "Turner put his money where is mouth is." Creation of UN Office on Partnerships. Many applications within UN system. Global Partnership Forum: Hosting multi-stakeholder partnership conversations. UN Week: Monday: 35-75 side events. Tuesday: Open general debate. US President is 2nd speaker. Wednesday-Thursday good for multi-stakeholder meetings. Wise to focus on one or two causes. MacArthur Foundation: Big Bets. Chicago. Human Creativity. Philanthropic infrastructure. 100 & Change. A \$100m grant.



## Quick Notes from Panel on The Amazon

NASA calls the Amazon the heart of the global weather system. Absorbs big percentage of global carbon dioxide pollution. Key for climate change. 6 football fields deforested per minute. 20% gone, 20% highly degraded. "Anywhere indigenous people have land rights you will find the highest rate of diversity." Hunt for oil -> deforestation. 2020-2030 is tipping point. "We are not running out of oil. We are running out of the atmosphere to use it. That comes from

the Amazon." Consider: [UN Permanent Forum on Indigenous Peoples](#). "If we can solve Amazon we will solve everything; is a microcosm of all human challenges." "Economy is a subset of ecology, not the other way around." **Ideas:** Join forces with climate change movement. Jeff Bezos as champion of Amazon. Credit card for permanent protection of the Amazon. Pay governments to keep the oil in the ground. Coalition to focus on Amazon for UN week.

## Quick Notes from Panel on Syria

Lana Awad involved in democratic, non-violent movement, for human rights. Political retribution. Pressure from family. Asylum in 2014. Search for Common Ground: Syria conflict is complicated. SFCG is connected to 100 actors at grassroots levels, keeping youth away from violent extremism. 500k dead. 11m refugees. Few in Europe. Turk/Kurd/Iran/Saudi/Russia/US proxy war. "It's all about security." Youth as driving force for peace. Political will for no fly zone. "Assad is inevitable." **Ideas:** [President Carter Op-Ed: Stop the Killing](#). Philanthropic money effective on addressing refugees. Work on countering violent extremism.

# DESIGN CHALLENGES

To better understand the successes and shortcomings of global philanthropy infrastructure and the Clinton Global Initiative we hosted breakout sessions on some key design challenges.

1. **UN WEEK:** What strategies can best harness UN week as a platform to advance global philanthropy?
2. **MILLENNIALS + PHILANTHROPIC CULTURE:** How can we more effectively involve younger generations, under-represented groups, and all people in philanthropy?
3. **ADDRESSING INEQUALITY:** How can we inspire more donors to learn about and address inequality in their giving?
4. **REGIONAL COLLABORATION:** How can the culture and activity of global philanthropy be propagated internationally and less American-centric?

### **SUMMARY 1: UN WEEK**

Women's philanthropy. Reclaim Mother's Day. Campaign: Moral economy; fair laws; women's rights = human rights. Create Coalition for Gender Equity -> in Public/Private/Civic sectors. "Ethical spectacles." Unfunded list: Sourced from MacArthur's 100&Change. Sort by SDGs. Screened for quality. Award ceremony during UN week. Leverage \$100m to inspire \$1b in donations. Big focus on the Amazon. Ideas: Failure museum. Global media campaign for generosity. Joint actions of global philanthropy coalition.

### **SUMMARY 2: MILLENNIALS + PHILANTHROPIC CULTURE**

Create a "Next gen philanthropy council" to help coordinate. Involve entertainers. Unite philanthropists with celebrities. Push crowd funding. Scale through student networks. Other ideas included: A Philanthropy Week, A Global Lottery, TV show, giving games, viral pledges. A new global currency. Advice: Bring excitement to giving, eg. The Ice Bucket Challenge. Involve celebrities by focusing on the cause, not the celebrity.

### **SIMMARY 3: ADDRESSING INEQUALITY**

"Inequality keeps disparities alive." A frame for all issues: eg. Climate change vs. Climate justice. Trigger events for people to shift? Inter-generational wealth transfer. "Recognize our role in the structure." Access, rights, power. Evidence: A) Unconditional cash transfers; B) Participatory budgeting. Historically: Working poor, no say in politics. Idea: Multi-stakeholder approach to philanthropic giving. More access to info and results. "Picking winners and losers." Pilot projects: 1) Global survey (masses decide priorities), 2) Guaranteed basic income, 3) Global challenges/best ideas funded/standardize philanthropic reporting, 4) Access to research. "Social movements are system for justice." Book: [Just Give Money to the Poor](#).



### **SUMMARY 4: REGIONAL COLLABORATION**

Global networks unite for local collaboration. Online platform facilitates. Playbook for local activities. Desired local outcomes: 1) Convene regularly, 2) Have a strong sense of community, 3) Unite diverse parties across divides of haves and have-nots, 4) Give visibility to innovation, 5) Uphold personal development as an important part of the philanthropic journey, and 6) Facilitate investment into needy local stakeholders. Ideas: Local support for Global Campaign + UN Resolution on Tax Incentives for Philanthropy. Global Philanthropy Infrastructure Index. Philanthropy Awards + Prizes. Just Because Fund.

## CONCLUSIONS AND BIG IDEAS

We developed the following ideas for follow up collaboration.

**1. OPEN SOURCE MEMBERSHIP MODEL + COALITION:** Global philanthropy institutions occupy diverse niches. Some depend on conference/membership fees and consequently have institutional ego. Ego limits collaboration. A coalition and a "cooperation-incentivization fund" could support collaboration among groups and enable an "open source" model to more effectively help mobilize wealth-holders and philanthropists globally, both for participation in UN week and in other events around the world. A coalition could be managed by a council of representatives, one each from a member organization, and it could divide tasks/responsibilities by niche and expertise, thereby keeping minimal staff. **NEXT STEP:** Survey sent out to measure interest and commitment for the coalition.

**2. CONVENING OPTIONS FOR UN WEEK:** A new standalone event could be developed or a pre-existing event could be expanded. The Concordia Summit convenes during UN week as a platform for public-private partnerships. Jonah Wittkamper of Nexus and Matthew Swift of Concordia have discussed the possibility of expanding Concordia's program to host a greater focus on philanthropy. If partnered with the Open Source Membership Model + Coalition described above, this could become a reality. **NEXT STEP:** Waiting for survey results and Coalition mentioned above.



**3. LEVERAGE GLOBAL STAGE TO CATALYZE NEW INVESTMENT:** The MacArthur Foundation will donate \$100m to a single project. The hard work done by many to submit 2000 proposals together with the analysis and due diligence done by the MacArthur staff, will create a portfolio of highly qualified projects, most of which won't get funded. By hosting an award ceremony for the finalist and presenting the wider portfolio on a global stage during UN week to a network of would-be philanthropists, we hope to leverage a \$100m gift to inspire \$1b in new giving. **NEXT STEPS:** Ask Jeff Ubois.

### **4. LOCAL LEVEL COLLABORATION FOR GLOBAL**

**PHILANTHROPY:** The path between wealth creation and strategic giving is a journey. The impulse for generosity flows from empathy. Empathy flows from connection with the "other." We imagined our global networks joining forces at local levels for Jeffersonian style dinners, collaboration and a process of discovery towards greater, better philanthropy. What could Rotary International, NEXUS, the World Congress of Muslim Philanthropists, the National Christian Foundation and others do together? **NEXT STEPS:** Waiting on the Coalition mentioned above.

**5. GLOBAL PHILANTHROPY INFRASTRUCTURE INDEX:** Composite indexes help decision-makers set priorities. What is the status of the philanthropic infrastructure in any given country? For a sector to professionalize it needs favorable tax regimes, professional associations, publications, academic specialization, advocacy institutions, etc. Indicators of healthy philanthropic infrastructure could be whether a country has a national association of foundations (like the Council on Foundations), a philanthropic-sector publication (like the Chronicle of Philanthropy), or a graduate level university program (like the Indiana University School of Philanthropy). An index of this kind could guide investors to strategically invest in the sector globally. **NEXT STEP:** Ask Jonah Wittkamper.

**6. UN RESOLUTION ON TAX INCENTIVES FOR PHILANTHROPY:** The Millennium Development Goals, agreed upon at a global level in 2000, gave civil society actors leverage to hold their governments accountable. Other UN resolutions have done the same. A civil society movement to advance a UN General Assembly resolution on tax incentives for philanthropy could help to significantly advance civil society actors who want to advance the sector in their countries. **NEXT STEP:** Review the Rules to Give By Index at [www.nexusglobal.org/campaign](http://www.nexusglobal.org/campaign) and contact Jonah Wittkamper.

**7. AMAZON + CLIMATE CHANGE + UN WEEK:** Amir Dossal suggested that one strategy for big impact during UN week would be to focus on 1 or 2 issues. The permanent protection of the Amazon was proposed, an action that would directly touch nine countries, but benefit all countries of the world. The forest produces 20% of the world's oxygen, is home to 20% of the world's fresh water, and drives the global weather system. What can be done during UN week to galvanize the world to action? How can we restore the legitimacy of indigenous peoples? How can we change the economics to reduce soy production, cattle grazing and oil exploration in the region? Can we compel the owner of Amazon.com to champion the Amazon? How can we join forces with the Climate Change movement to move the needle? **NEXT STEPS:** Ask Lynne Twist, Atossa Soltani, Carolyn Buck-Luce, Jeff Ubois.

## **OTHER IDEAS:**

Other ideas were proposed and are still in development.

**A. PORTAL:** Create a media portal to feature related news. **NEXT STEPS:** Ask Wesley Wittkamper, Jody Weiss.

**B. MANIFESTO:** Adopt a philanthropy manifesto to guide the proposed Coalition. **NEXT STEPS:** Waiting on the Coalition. Ask Claudia Maffettone, Jody Weiss, Sara Jacobs.

**C. JUSTICE PROJECTS:** Advance raft of pilot projects on structural inequality. **NEXT STEPS:** Ask Sara Jacobs, Dipti Pratt.

**D. NEW CARBON STRATEGY:** Demonstrate to oil industry leaders how to make more money from renewables than they do from oil. **NEXT STEPS:** Ask Jonah Wittkamper.

**E. PHILANTHROPY CAMPAIGN:** Media campaign with celebrities to promote culture of philanthropic giving. **NEXT STEPS:** Ask Lorraine Lannon, Atossa Soltani, Sarah Brown-Campello, Jessica Newman.

**F. MORAL ECONOMY CAMPAIGN:** Advance women's philanthropy by reclaiming mother's day and promoting fair laws and recognizing women's rights are human rights. **NEXT STEPS:** Ask Carolyn Buck Luce.

**G. NEW ASSOCIATION:** Formation of a global association of local level grant-making foundations. **NEXT STEPS:** Ask Sarah Brown Campello, Jonah Wittkamper.



## **CONTACT**

To reach out to any participant(s) contact Jonah Wittkamper at [JonahW@NexusGlobal.org](mailto:JonahW@NexusGlobal.org) or [coalition@NexusGlobal.org](mailto:coalition@NexusGlobal.org)

## **Partial List of Participants of the Convening Process**

Alexandra P. Cart, Madeira Global  
Amir Dossal, Global Partnerships Forum  
Amy Hart Clyne, Family Office Exchange  
Andrea Zucker, NEXUS  
April Soler, Concordia Summit  
Atossa Soltani, Amazon Watch  
Bill Wetzel, Clinton Global Initiative  
Bud Heckman, Interfaith Funders Group  
Cameron Munter, East West Institute  
Carolyn Buck Luce, NEXUS  
Catherine Hollander, Give Well  
Claudia Maffettone, Search for Common Ground  
Derek Kolleeny, Eileen Fisher Inc.  
Dipti Pratt, The Philanthropy Workshop  
Doniell Silva, Concordia Summit  
Doug Cavarocchi, Samueli Institute  
Eileen Fisher, Eileen Fisher Inc.  
Helen Reisler, Rotary International  
Jeff Smith, National Christian Foundation  
Jeff Ubois, MacArthur Foundation  
Jessica Newman, Just World International  
Jim Pitofsky, Templeton Foundation  
Jody Weiss, The Sports Pledge  
Jonah Wittkamper, NEXUS  
Kerin Hempel, Harris Family Charitable Foundation  
Lana Awad, A Syrian asylee  
Liza Hester, One Earth Future  
Lorraine Lannon, Synergos Global Philanthropist Circle  
Lynne Twist, Pachamama Alliance  
Matt Browne, Tent Foundation  
Matthew Bishop, The Economist  
Maya Winklestein, Open Road Alliance  
Rachel Cohen Gerrol, NEXUS  
Rha Godess, Move the Crowd  
Robyn Calder, ELMA Philanthropies  
Sara Jacobs  
Sarah Brown-Campello, Worldwide Initiative for Grantmaker Support  
Talia Lefkowitz, Paul E. Singer Foundation  
Usman Waheed, World Congress of Muslim Philanthropists  
Wesley Wittkamper, NEXUS  
Zack Graham, Alex Soros Foundation