




It Depends on What You Mean by Give: A Future Without Definitions



Susan Raymond, Ph.D.
Executive Vice President
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Fundraising – Corporate Social Engagement – Interactive Services | New York | London | Los Angeles | Washington DC | Boston



Things that are changing: Wealth and age

- Andrew Carnegie
 - Age at serious philanthropy: **54**
 - Life expectancy of an American male: **52**
- Bill Gates and Jeff Skoll
 - Age at serious philanthropy: **39 and 34**
 - Life expectancy of an American male: **78**
- Median age of Facebook employee: **26**
- Average age of Facebook Board members: **44**

Of the top 50 philanthropists, many are **young**

- Of the Americans, over half (11) were under the age of 65, and all of these had wealth from technology
- All Russians in the top 50 are under age 60.
- But all of the Europeans and nearly all of the Asians are over age 60.

In 2012, \$1.1 billion in new major gifts came from billionaires under the age of 40.

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New Wealth and New Expectations


- **Investment not Charity** – What is the long term gain from my short term support?
- **Impact, Impact, Impact** – How will you FIX what is wrong? And how will you measure it so that I know?
- **Engagement** – How can you use what is between my ears as well as what is between the covers of my wallet
- **Sustainability** – How will the good you do go forward when I stop giving you money to do it?
- **Accountability** – Report not on my money, but also on the financial performance of the organization.

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The expertise to do it right.
The passion to see it through.

Traditional Philanthropy

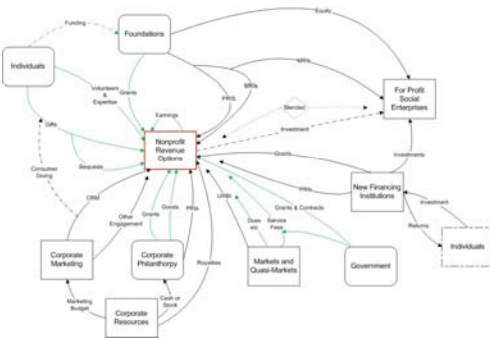
Donations → **Foundation** → **Grants** → **Nonprofit**




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Whole-of-Resource View of Revenue

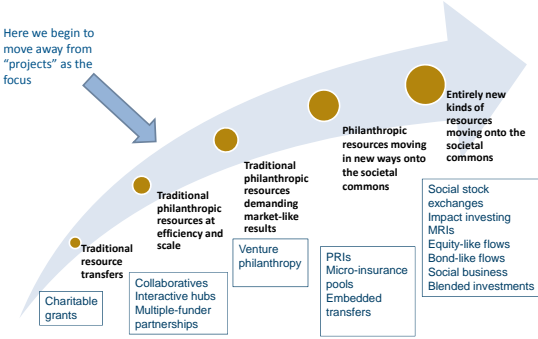


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The Arc of Innovation in Philanthropy

Here we begin to move away from "projects" as the focus



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What does the end of definitions really mean?

Give a man a fish.

Traditional resource transfers

Teach a man to fish.

Traditional philanthropic resources at efficiency and scale

Traditional philanthropic resources demanding market-like results

Philanthropic resources moving in new ways onto the societal commons

Impact invest in the fishing net business.

Provide a PRI to start a fishing net nonprofit.

Assess the fish market and provide TA for a fishing net business plan.

Entirely new kinds of resources moving onto the societal commons

It is still all about getting fish to the hungry. The objective is the same. The methods and consequences are very different.

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- And you do not need to be in Silicon Valley to make this work!

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Trappist Monastery at Gethsemane, Kentucky
"Ora et Labora"

Your Choices

- Chocolate Bourbon
- Walnut Bourbon
- Mint Julep Bourbon

Made With
 4 year old, 100 proof
 Jim Beam Bourbon

PS – "The bourbon is added to the fudge at just the right time to enhance the flavor and retain the alcohol."

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