

The Bellagio Initiative

The Future of Philanthropy and Development in
the Pursuit of Human Wellbeing

Global Dialogue Report

INGOs: Amsterdam

The Resource Alliance

November 2011

Draft

Copyright is jointly held by the three Bellagio Initiative partners: Institute of Development Studies (IDS), the Resource Alliance and the Rockefeller Foundation.

IDS is a leading global charity for research, teaching and information on international development. Its vision is a world in which poverty does not exist, social justice prevails and economic growth is focused on improving human wellbeing. IDS believes that research knowledge can drive the change that must happen in order for this vision to be realised.

The Resource Alliance has a vision of a strong and sustainable civil society. It aims to achieve this through building skills and knowledge, and promoting excellence. To help organisations increase their fundraising capabilities, the Resource Alliance provides a range of services and resources, including conferences, international and regional workshops, accredited in-depth courses in fundraising and communications, tailor-made training and mentoring, research, publications, newsletters and award programmes.

The Rockefeller Foundation has a mission to promote the wellbeing of people throughout the world. It has remained unchanged since its founding in 1913. Its vision is that this century will be one in which globalisation's benefits are more widely shared and its challenges are more easily weathered. To realise this vision, the Foundation seeks to achieve two fundamental goals in its work:

1. It seeks to build resilience that enhances individual, community and institutional capacity to survive, adapt, and grow in the face of acute crises and chronic stresses.
2. It seeks to promote growth with equity so that poor and vulnerable people have more access to opportunities that improve their lives.

In order to achieve these goals, the Foundation provides much of its support through time-bound initiatives that have defined objectives and strategies for impact.



For further information on the Bellagio Initiative:
E-mail: contact@thebellagioinitiative.org
Web: www.bellagioinitiative.org

INGOs: Amsterdam

Date: 20 October 2011

In analyzing the environment within which philanthropic organisations has to operate, the following factors were stressed: Creation of tax incentives where none presently exist; creation of planned giving vehicles where none presently exist; targeted tax incentives – possibly incentivizing particular causes and media; driving change in banking systems to permit electronic payments; simplifying the registration and regulation of nonprofits; removing the requirement for multiple registrations for INGOs; creation of ‘Development Zones’ for philanthropy – providing access to government incentives, fast-track to registration, access to university partners (for training and new staff) etc.; development of investment funds for philanthropy; development of central government resources (and other funds) that can be invested in fundraising to grow giving.

Education in philanthropy. Key points emerging included: Use of new media, development of teaching resources to illustrate best practices for both large and small nonprofits; development of a knowledge hub – a central location for fundraisers to access teaching and learning resources. This would possibly involve work with or a link with the Resource Alliance or www.studyfundraising.info. It might be based in academic institution to include academic research; secondments to INGOs from staff from small indigenous nonprofits; development of a fundraising “body of knowledge” and development of educational - qualification programmes. Philanthropy can be grown by improving the quality of the ‘ask’; encouragement of a newer and wider pipeline of fundraising talent. This would possibly require work with education providers to create new courses in fundraising to draw talent into the profession. There are parallels here with how other professions generate their talent pool.

Research on philanthropy: further research priorities and recommendations included: establishment of baseline giving data for emerging fundraising markets; provision of donor insight, who gives, why they give, how they give, how their view their philanthropy, factors that might encourage others to give, efficacy of different communication channels, basic figures on fundraising performance; researching attitudes of younger generations. How do they perceive aid and development needs? How do they view our current approaches to fundraising. What do they understand and not understand about our work? What case(s) for support and through what media would be likely to stimulate their engagement?; research into the psychology of giving, focusing on the use of emotion in appeals and the impact on the donor of certain approaches. Actors should seek new ways to add value in the relationship; research the diffusion of fundraising innovation – i.e. look at identifying early adopters of new forms of giving. Identify ways to reach out to these individuals, who can stimulate philanthropy among their peers; explore possible learning from how other industries have handled globalization issues; provision of evidence base to government about why growing philanthropy is desirable and what it would deliver, both for charitable beneficiaries, but also for wider society (e.g. social capital); development of a ‘toolkit’ of ideas for governments seeking to grow philanthropy

Donor-centred philanthropy: The consultation suggested that there is a need to: develop a global campaign by INGOs – to raise awareness and education of key publics in respect of development needs and enhance collaboration between organisations to promote key messages; increase understanding of what can be achieved through investment in development. Development, however, cannot be guaranteed as a wide range of factors can influence the outcomes; find new routes to engage emergency donors to continue their support. Is this really possible – and if so how?; focus on growing individual philanthropy rather than fundraising technique. Develop added value for donors by allowing them to have a variety of impacts on the cause.

Public trust and confidence. Issues which need to be addressed include the following: improving the quality and accessibility of impact measurement; taking steps to improve the poor image of the sector – education of the public and the realities of modern charities; education of the public in respect of what they should look for in the organisations they support (i.e. not fundraising and administration costs); development/promotion of INGO accountability charter. There is a need to educate public not only about performance, but what good performance might look like; possible development of international accreditation for development NGOs to boost public trust and confidence.

New audiences and channels; There is potential for development among youth, middle classes and, geographically, emerging markets

The impact of the INGO approach. A number of issues requiring further empirical research were noted. There are a number of hypotheses where development of an evidence base would help to establish what is actually occurring - crowding in versus crowding out of local philanthropy; crowding in or crowding out of local fundraising activity, and poaching of the most qualified staff – who are drawn away by higher salaries in INGOs.