

## GLOBAL PHILANTHROPIC CAPITAL PROJECT

Coordinated by  
**The Philanthropic Initiative, Inc. and the Salzburg Global Seminar**  
(Updated May 2010)

Philanthropy, writ globally, holds immense promise in the 21<sup>st</sup> Century. Over the past two decades philanthropy has grown rapidly in most regions, and is an increasingly significant and important force for social change around the world. As the world emerges from global recession, philanthropic capital has an ever more important role to play in the recovery from the worldwide economic crisis, and the promotion of institutions, values and initiatives to advance equitable, sustainable economic growth and social justice.

Despite the growing significance and scale of global philanthropy, remarkably little is known about philanthropic resources and their deployment at the national, regional, and international levels. In most countries, neither governments nor private organizations collect or make available important data on philanthropy and social investment. Cultural traditions and political sensitivities further restrict and inhibit the sharing of information about philanthropic giving. With few exceptions, there has been little attempt to quantify the volume of giving, classify its purposes, or seek to understand its current and potential impact. The information that does exist is often anecdotal, incomplete and inconsistent. Moreover, given the different methodologies of existing studies, data is seldom comparable within or across regions.

Those who seek to optimize the impact of institutional philanthropy and social investing are hindered by this lack of reliable data and information. Improved knowledge of existing practice is an essential prerequisite to building greater philanthropic effectiveness. Better understanding of the scale and scope of global philanthropy will be of significant practical value to a large and varied audience, one that includes policy makers, philanthropists, nonprofit practitioners, activists, and academics.

The **Global Philanthropic Capital Project** (GPCP) is an unprecedented global effort to address this knowledge gap. It brings together a working group of global experts and is building a coalition of institutional partners around the world to develop and implement a methodology and work plan to track institutional philanthropic capital globally. GPCP's development is being coordinated by The Philanthropic Initiative, Inc. (TPI) and the Salzburg Global Seminar (SGS).

### THE PROJECT

The GPCP focuses on institutional philanthropy and social investment. The project recognizes that most charitable giving is and will likely remain an individual and private act. But given the enormous growth and strategic significance of institutional giving, it is here that the project will focus.

By way of example of the scope of worldwide institutional philanthropic resources and growth: effects of the 2008-2009 downturn aside, US private foundations hold over half a trillion US\$ in assets; Europe has 95,000 public-benefit foundations, a 50% increase since 2000; there are now more than 1,400 community foundations in more than 50 countries, giving away the equivalent of over US\$4 billion per year; in China, at least 600 new private foundations have been created in the last five years; and corporate foundations (representing one measure only of corporate giving) give billions of US\$ equivalent annually. Additionally, both private and corporate foundations are becoming civic leaders and role models in a number of countries.

The ultimate goal of the GPCP is to promote local philanthropic growth, improve its efficiency, strengthen its practice, and maximize its impact on economic advancement and social change in countries around the world.

Specific objectives of the GPCP are to:

- track and map institutional philanthropic capital, in solid empirical terms, in a significant number of countries
- establish a system to aggregate the data and compare it across countries
- build the capacity of organizations within individual countries to provide ongoing and regular data on the philanthropic sector
- develop a global network of institutions with the potential to undertake further collaborative research

In 2009, TPI conducted extensive background research including a scan of related projects and efforts, a literature review, and interviews with key experts. In November 2009, TPI and SGS convened an international expert working group to define the project's parameters and framework; develop a research methodology; outline a workplan; identify potential pilot sites; and initiate the formation of a coalition of global partners to lead the project.

GPCP expects to begin research in six to eight pilot countries in summer 2010. Local institutional partners will conduct country level research, employing a common research framework. Local partners may also elect to add additional country- or region-specific research elements.

GPCP recognizes and affirms that there are other initiatives underway to track philanthropic giving, often at the national or regional levels. As indicated, the GPCP envisions a global coalition that maximizes synergies, avoids redundancy, and vastly expands and deepens the information available globally on institutional philanthropic capital and flows.

The development of the project is being coordinated by The Philanthropic Initiative, Inc. and the Salzburg Global Seminar, working with multiple institutions across the world. We invite you to join us in this international effort to map and track philanthropic giving for equitable and sustainable economic growth and social change.

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The **Salzburg Global Seminar** is a unique international institution focused on global change – a place dedicated to candid dialogue, fresh thinking and the search for innovative but practical solutions. Founded in 1947, it challenges current and future leaders to develop creative ideas for solving global problems, and has brought more than 25,000 participants from 150 countries and regions to take part in its programs.

**The Philanthropic Initiative, Inc.** is a nonprofit organization whose mission is to increase the impact of philanthropy in society. TPI works globally to advance the field of strategic philanthropy and to advise individuals, families, foundations and corporate donors in their giving. TPI is a recognized leader in both research and direct efforts to strengthen philanthropy around the globe, including recent work on diaspora giving to Asia, Africa, and South America; and giving by high net worth individuals in Asia.

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