

Cambridge Judge Business School

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# ACTIONABLE KNOWLEDGE TO CATALYZE GREATER PHILANTHROPIC IMPACT

## CENTRE FOR STRATEGIC PHILANTHROPY

Webinar 2 July 2020 hosted by:

The John D. Gerhart Center for Philanthropy, Civic  
Engagement & Responsible Business



# Strategy Summary



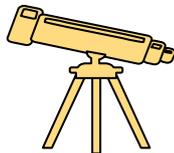
## Context



## Implications for CSP

- SDGs significantly **underfunded**
  - Global South has **limited voice** in global development forums
  - Global South philanthropic capital sources **growing faster** than northern ones with significant intergenerational wealth transfer
- Need for new dialogue about **what works and what doesn't**
  - Growing demand for skills, competences & **professionalization** of sector
  - Opportunity to avoid duplication and **'reinventing the wheel'**

## CSP's Vision (the WHY?):



Unleash the huge potential for strategic philanthropists from global growth markets to be leading sources of solutions to societal problems and accelerate positive sustainable change worldwide.

## CSP's Mission (the HOW?):



To become the leading centre of actionable knowledge to catalyse greater philanthropic impact from the world's fastest growing regions on global development and humanitarian outcomes.

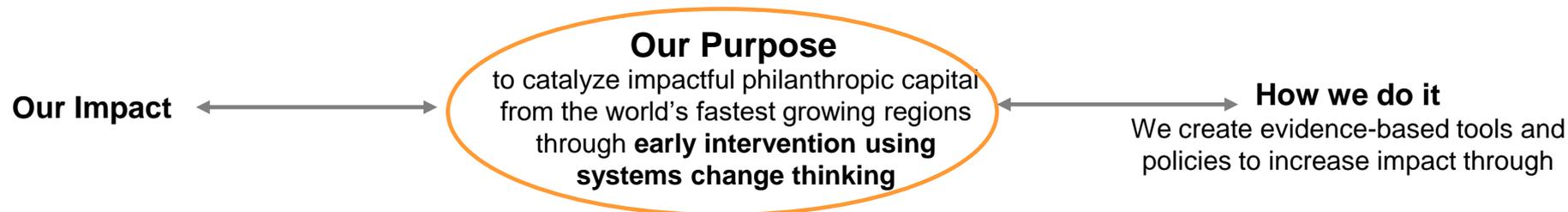
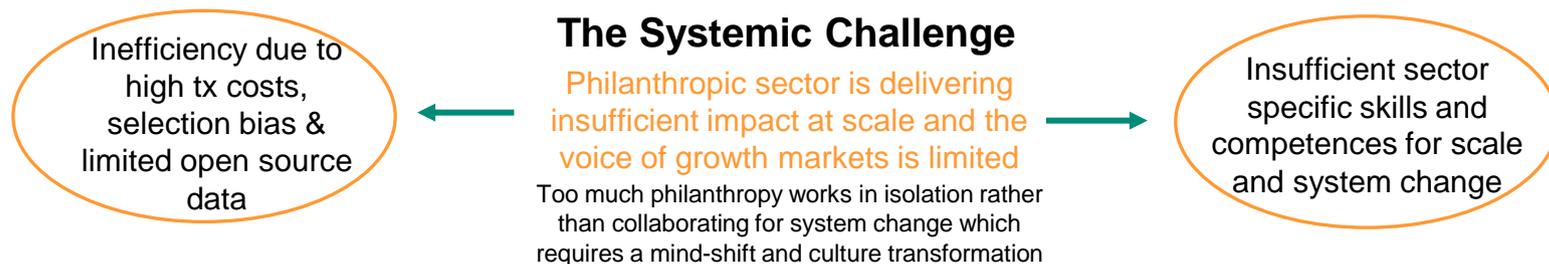
# What We Already Know

- 21<sup>st</sup> century will see rapid rise of 'emerging economies'
- Economic power will move south and east
- Similar shift in philanthropy could lead to lasting social change
- Growth markets = MENA, Asia, India, China, L America
- Next 10 years, 14,000 UHNW will pass on [\\$ 3.9tn](#) and a further \$26tn in subsequent 20 years
- Majority of future wealth 'passed' on in [global growth markets](#)
- Emerging markets will account for roughly 50% of global GDP by [2030](#)
- Middle class in growth markets will double by 2025 with annual consumption of [\\$30tn](#)

## The Opportunity

- Enhance awareness levels
- Multiply Impact
- Mobilize Capital for SDGs
- Investment Convergence
- Attract Top Talent

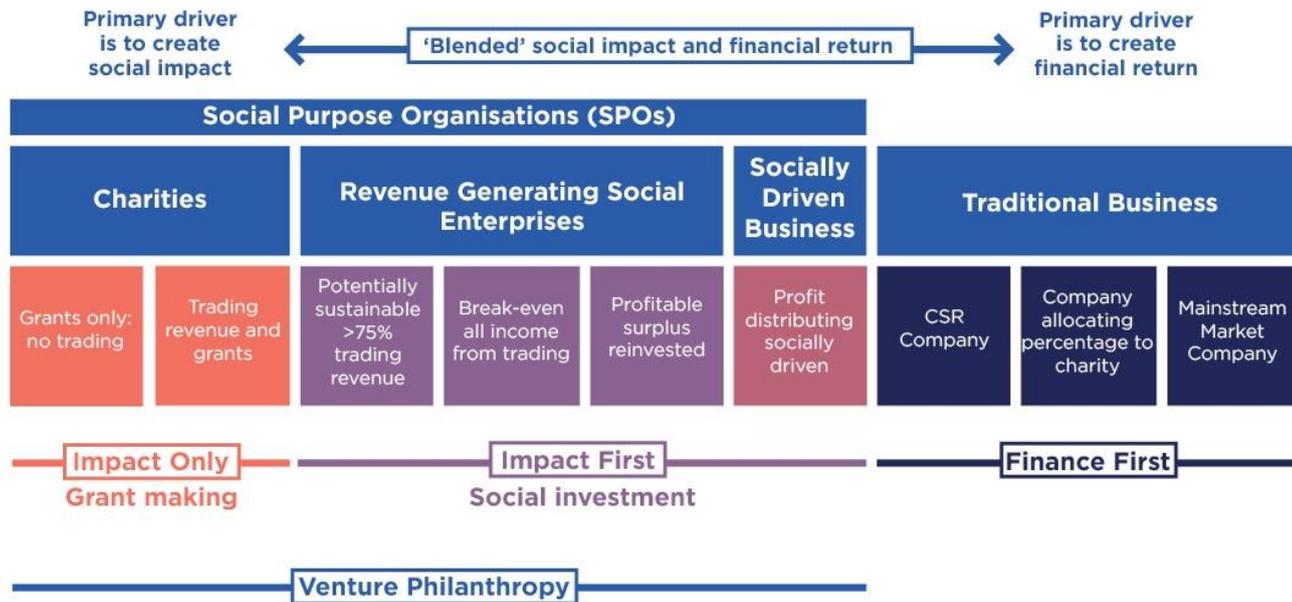
# Our Theory of Change



# Our Differentiators

1. Embrace **new instruments** for social change (e.g. strategic grantmaking, varies financial instruments and new models)
2. Breakdown silos and **encourage collaboration** and partnership
3. Offset 'western' perspective bias and **foster local solutions**
4. Promote **truly representative** global development discourse
5. **Leverage capital** emerging from global growth markets
6. Develop philanthropic competences and **leadership**
7. Ensure philanthropy delivers **systemic solutions**
8. Explore growth markets with **focus on Middle East, Africa and S.E. Asia**

# Defining Our Place on the Continuum\*



\*Source: EVPA

# Sector Trends

## A Convergence with Impact Investing



- Traditional foundations looking at impact investing
- Infrastructure orgs promoting new financial instruments (e.g. SIBs, loan guarantees)
- Next Gen interest in social enterprises

## B Collaboration for Scale



- Growing recognition of need to pool capital for scale
- Better due diligence and cross-sector deal flow
- Specific vehicles being structured to pool for scale

## C Revisiting Regulation of the Sector



- Debate about Tax vs Philanthropy
- New regulation in growth markets
- Moves to regulate social enterprise

# Provisional Research Agenda



Governance, Regulation & Risk



Scaling Impact



Brand Equity



Effective Partnerships



Building Effective Teams



Innovative Finance



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