

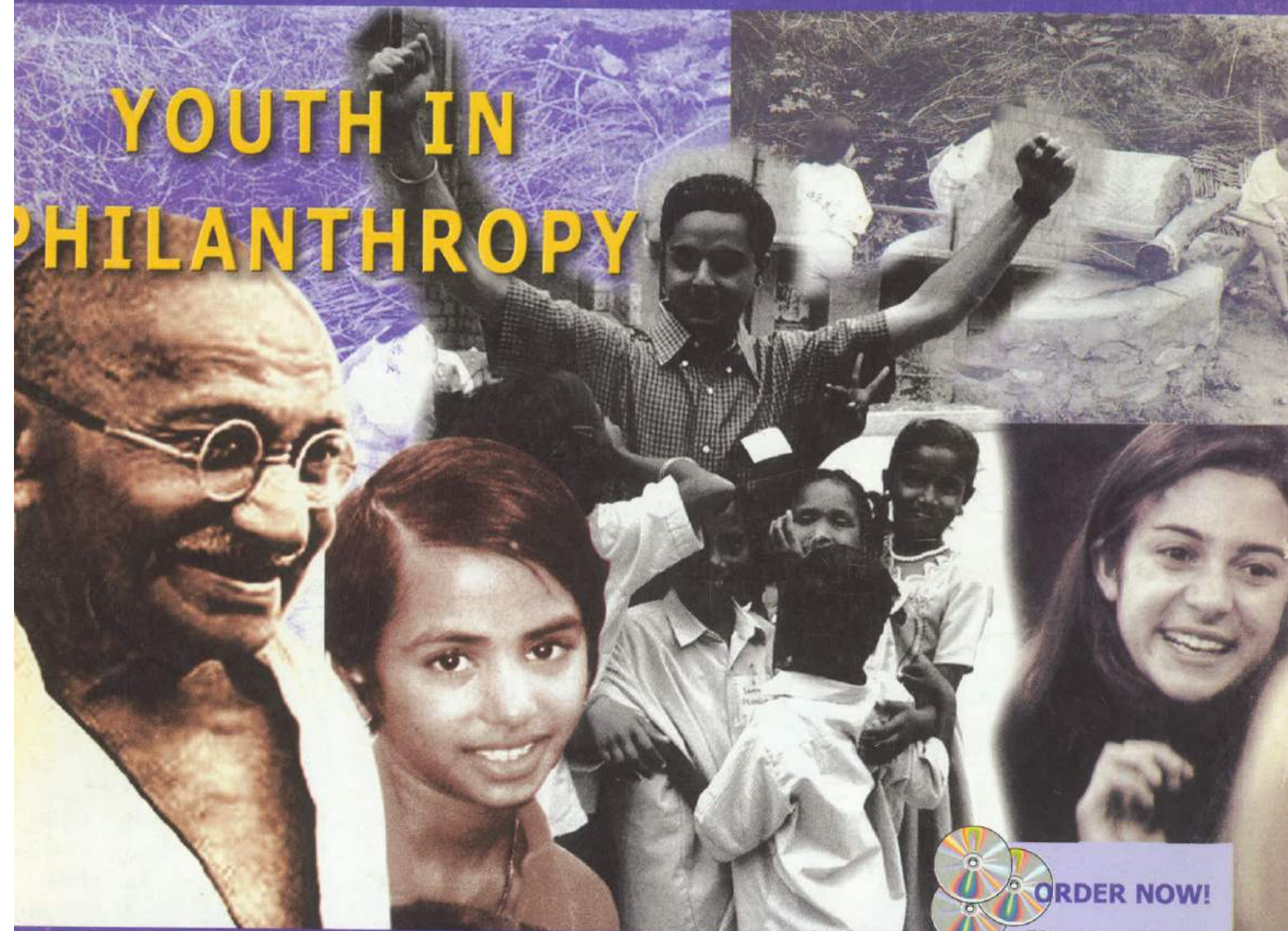
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A bi-monthly bulletin of Sampradaan Indian Centre for Philanthropy

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Youth on the Path of Philanthropy

Mankind is standing at crossroads of history. The pre-industrial and industrial societies were mainly driven by the principles of labor and capital. This was embodied in the classical economic thinking and polarized political ideologies of the 19th century and large part of the 20th century.

The last few decades have seen emergence of knowledge as an important principle shaping social relationships. There are clear signs of a complex interplay between market and knowledge shaping human affairs in the foreseeable future. This is indicative of a structural shift in social organisation.

Today's youth are poised in a space defined by abundant opportunities for entrepreneurship and creation of wealth on one side and inequity in distribution of social goods on the other side. What is true globally for youth is true for Indian youth too. The success stories of young Indian entrepreneurs across the globe can repeat several times when the youth power in our populous country is rested on the foundation of strong citizenship and values conducive to sharing of resources. Thus, the contemporary youth are confronted with the challenge of creating wealth not only for themselves but also for the less endowed in our society.

There are no signs of an end to or slowing down of the young Indian Diaspora and in - country

movement of the youth in near future. No doubt this augurs well for our economy; however, there is a long way to go for the youth on the path of philanthropy in our country with regard to a well defined agenda and

from the editor's desk



development of an operational framework for youth volunteering.

The exciting prospects of becoming perhaps one of the world's biggest economies ought to be matched by a formidable spirit and system of strategic sharing of wealth, talent, time and positive values by the youth in our country. The great nations of the world have reached there because of dedicated young leadership with vision. This has been proven time and again in history. There have been concerted efforts by Foundations abroad to contribute towards improving the national higher education system. They expect the high schools to prepare all students for the demands of college, work and citizenship.

Indeed, philanthropy for and by youth is a social necessity that sets the agenda for the youth of 21st century India, which could be:

- developing entrepreneurship in business and agriculture,
- developing social entrepreneurship,
- enabling a social order based on the principle of equity.

Dr Sandeep Deshmukh



A Dreamer Dreams up Dream a Dream!

Vishal Talreja is an engaging 26-year-old whose soft exterior belies a tough determination to achieve whatever he sets out to do. He is now the chief energizer of the Bangalore based NGO, *Dream a Dream Foundation*. *Dream a Dream* works with poor, orphaned or street children to close some of the privilege gap between them and other children.

Dream a Dream has dreamt up some of the most innovative ways for mobilizing local resources. **Sampradaan** interviewed Vishal in between sessions of SICP's workshop on good governance in Ranchi and Hazaribagh, where Vishal kept participants engaged in discussions on how to keep the governing board engaged and productive.

Pushpa Sundar: Tell us what led you to *Dream a Dream*?

Vishal Talreja: *Dream a Dream* (DaD) was founded in 1999 by Brinda Jacob, and then 11 others, including me joined her initiative in the ideation stage. I was 21-years-old, had just finished B Com and was in a good corporate job with Xerox Modicorp in Bangalore. My initial dream was to become a millionaire by 30. Then came a four-month long cultural exchange trip to Finland. It proved to be a turning point in my life.

The dignity of labour implicit in the social equality in that society, where a bartender had the same status as a professional, made a deep impression on me, and made me reflect on the inequalities in our own country. I then made a commitment to myself that I will follow my dream to do something to bring about social equality.

When I got back I re-joined Xerox. That was when I met Brinda Jacob and the others in Bangalore. All 12 of us were idealistic and thought we would work for DaD as unpaid volunteers.

In June 2000, I moved to Mumbai to work with a startup investment banking firm called Technology Holdings and did fund raising for DaD. I saw that the NGO staff was committed but lacked management



**Some say I am Disabled
But you know that isn't
true**

**I simply have a challenge
A little different from you
I'm not really any different,
I cry, I laugh, I snore,
I don't want to be treated
As if I'm not a person
Anymore**

skills and therefore their work remained small. I felt that I could use my corporate management experience for social purposes. I decided it was important to join an NGO young and to make it a full-time job. In January 2002 therefore, I quit Technology Holdings and joined *Dream a Dream* full time. I took over as the chief executive in 2002.

PS: I understand that all your funds are raised from non government and non grant sources. Is this by choice or compulsion?

VT: While in Mumbai, I used to handle fundraising and finances for *Dream A Dream*. When we began fund raising we decided that we would keep it local and seek support from the public because we wanted involvement of the people in our cause; only that will lead to change. Also none of us had experience in raising funds from funding agencies and didn't know how to go about it. After our success with public fund raising we decided that we did not need and government grants. The first year we raised Rs 3.2 lakhs from family and friends. We spent only Rs 93,000. So we put the balance into a corpus. Our budget is now Rs 15 lakhs p.a., and all of it is

Dream a dream..

Continued from page 3

raised from individuals and companies.

PS: Can you highlight some of your fund raising methods?

VT: One, we surveyed all the business sectors which were untapped or undertapped. And found that the hospitality and entertainment sectors were untapped. We also found that young professionals in the new boom sectors in Bangalore – IT, financial services – were not being tapped effectively. It was also clear that though people are willing to give for charity, they want something more than just emotional satisfaction in return. So we designed our strategy accordingly.

We created a data base of people who can help us market the events, sell tickets etc. Then we targeted hotels, restaurants and discos, and used branding successfully. We identified and struck deals with new restaurant owners, such that we will put them on “the most popular” list in the city in return for funds. We then designed and operated a special event for the partner restaurant, which attracted the young rich. In return the

restaurant owner gave us the entire bill amount for one table for a month, called the Dream Table for which we designed special accessories.

The concept was extended to a chain of restaurants. Once the idea caught on, owners began calling us themselves and offering donations in cash and kind. We also kept addresses of all the clients who had used the restaurant and the Dream Tables, and sent them receipts for the money donated.

Later we followed it up with a report on DaD and that brought us either volunteers or donors.

PS: Public fund raising is very time intensive. How do you manage it with a small staff?

VT: Our strength lies in our volunteers. We have 300 volunteers helping us with tasks big and small. The volunteers come from different backgrounds. They come because they are lonely, confused, hate their job or are at a loose end.

PS: How do you attract these volunteers?

VT: One article in the local media, and we get loads of applications asking what they can do. The next step is to get them involved. We personalize our communication with

them - again with the help of volunteers who do the writing, drawing up of templates, and so on. A group of senior volunteers handle the induction of volunteers. Each locality is given one volunteer team. Each team designs one fun programme for the children of their locality.

PS: What is your assessment of youth's involvement in social causes today?

VT: Most people are well intentioned and want to do something. But in about 90 per cent of the cases, the intention is not translated into action because of the lack of platform or forum which offers them flexibility to offer time, money at their own pace, and because they are caught up in their career and need a push. If we can tap into and activate their dreams to serve our purpose we are home and dry!

Vishal Talreja can be contacted at Dream a Dream, No 38, Maruthi Nilaya, Andhree Road, Shantinagar, Bangalore 560 027. Tel: + 91-80-2247745/ 51145413 email: info@dreadadream.org Web: www.dreamadream.org Donate online to Dream a Dream at www.giveindia.org .

Voluntary Sector on Planning Commission's Agenda

The Planning Commission called a meeting of representatives from the voluntary sector to discuss the Draft National Policy on the Voluntary Sector - 2004 on February 18, 2005. There was a warm response to the call. The day long deliberations were presided over by Dr Syeda Hameed, Member (VAC), Planning Commission,. The meeting decided to form four expert groups to revise the draft

policy. The four groups and their members are as follows. **I. Preamble & Vision; Objectives; and Definitions & Concepts.** Dr. Rajesh Tandon, PRIA,(Chair); Alok Mukhopadhyay, VHAI; Viraf Mehta, PiC; **II. Legal and Operating Environment; and Financial Issues.** Sanjay Aggarwal, AccountAid, (Chair); V. B. Eswaran, SPWD; Anil Singh, SANSAD; Sanjay Patra, FMSF; Dr. Sandeep Deshmukh, SICP. **III. Partnerships in Development:**

Ajay Singh Mehta, NFI, (Chair); Nirmala Deshpande, ABRS; Vice Admiral Johnson, CRY; **IV. Capacity Building & Training; and Governance:** P. C. Pandey, VANI, (Chair); Mathew Cherian, Helpage India; Dr. Prakash Louise, ISI; Rangan Dutta, ex- DG CAPART.

The groups are requested to come back for sharing with their recommendations for revision by April 30, 2005 .



Involving Youth in Volunteering

"Some men see things as they are and say, 'Why?' I dream things that never were and say, 'Why not?'" - Robert Kennedy

Today India is changing. By conservative estimates, India will become world's 2nd largest economy. The rapid industrial and technological advancements of the last decade have led to many breakthroughs, but they have also left millions confront an uncertain future. With real threats of environmental and economic collapse, terrible diseases, over-population, illiteracy, we as a country have much to overcome. Efforts by our governments and institutions have proven insufficient to reverse these destructive trends. Our best hope for the future of the country lies in the power and effectiveness of socially motivated, highly empowered individuals to fight for changes in the way we live, think and behave.

Young people shape the destiny of any country and more so in India where estimated 54 per cent of the population is below the age of 25. Some of them are in schools and colleges, bubbling with ideas, energy and enthusiasm. They are ready to adapt new technologies, ready to take on the world. There is a need to connect them to the real issues that are facing India otherwise they will grow up with the dreams of selling cola and soap and not work for rural development.

To promote the spirit of volunteerism among Indian youth, iVolunteer (www.ivolunteer.org.in), a non-profit initiative started by a few young alumni of the Institute of Rural Management, Anand, in association with Sir Ratan Tata Trust (SRTT) has introduced a new program called 'India Fellow'.

It is a six-week summer internship program meant to expose students to myriad development challenges that India as a country face today.

The objective of India Fellow is to sensitise the youth to the ground realities in pursuit of leveraging the marginalised. It is also a forum to convey to them that the various development-related problems are not going to get solved on their own, by some distant law-making body but they are very much the problems of the society of which each one of us are an active entity. This internship program is going to be a life changing experience. Sharing skills by living and working in the community would not only instill a sense of pride among the students but would also prepare them to tackle the dynamics of every situation.

We believe that in some years from now we will have thousands of "India Fellow" who will be practical dreamers and have the talent, skill and vision to solve the problems, to change India for the better and make it developed by 2020.

"India Fellow" will come forward and say "Yes India is my country and I will change it - but first I will be the change."

Rahul Barkataky

**For more information contact:
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Tel/Fax: 011-26217460
www.ivolunteer.org.in**

iVolunteer

In the year 2000 when the rest of their batch mates were busy applying for a business competition, three MBA students of the Institute of Rural Management, Anand, decided to take the road less traveled and set up MITRA, a non-profit organization for the promotion of volunteering in the country. The three friends were Rahul Barkataky, Rahul Nainwal and Shalabh Sahai. During their graduation days the trio had realized that one of the biggest problems facing the non-profit sector in India was its inability to attract good human resource.

Unlike the corporate sector, non-profit-organisations are not able to match the salary expectations. And to top this was a common perception that non-profit sector was not competitive or challenging. However, they also noticed that due to the change in social fabric of Indian society and sudden growth of the middle class, there are many individuals who were looking for ways to get involved with the communities to do some good work. With these issues in mind, the three friends Barkataky, Nainwal and Sahai conceptualized an initiative called iVolunteer which provided a platform for those who would like to volunteer and those who are in need of skilled professionals. Today iVolunteer has become a national programme with a vision to create a volunteering revolution in the country.

Defending the Rights of Women and Children

Jyotirmayee Mohapatra, 26, was selected as a 2004 YouthActionNet award winner for her work in India, educating and mobilizing women and girls to be forces for change in their communities. In the following interview, Jyoti talks about what inspired her to lead a grass roots movement.



Please describe how your childhood influenced your current efforts to empower women and girls across India.

As a girl growing up in the small village of Mantapada, my childhood was no different than other girls and women around me. I felt unprotected and suppressed. Most of my peers didn't finish high school, and my parents did not want me to go to university. They argued that it was too far away, and that there would be no one there to protect me. They also had concerns that my dowry would be too high if I were highly educated. So while I eventually went to university and received my master's degree, I grew up being very aware of how women and girls were suppressed in our society, and the obstacles they had to overcome. On the other hand, my parents were leaders in the community, and my mother was a member of the village council, so I saw that it was possible, as a woman, to play a role in society.

How did you launch the Meena Club concept, and what is its core mission?

After I finished my master's degree, I decided to go back to my village, and try to change conditions there. Along with a few neighborhood friends, I began to knock on the doors of every house in the village, to see if the women

and girls of the family wanted to get together to talk about how we could improve the community. Only five girls showed up for the first meeting. But they became inspired by the opportunity to talk about their lives and what they could do to improve them. For the next meeting, 60 people came. At the time, an animated film developed by UNICEF was circulating around

The only way people will change is if they feel ownership of the solution, and feel it is their responsibility to act, and not wait for the government to do something .

India. It portrayed the life of "Meena," a young girl who fought for her right to go to school. She was a real symbol of the movement in India to end discrimination against women and girls, so we decided to call our group the "Meena Club."

We believed that unity was our strength, so we wanted to involve the entire community. Our goal is to create a child friendly society, by changing people's attitudes toward women and girls.

Can you give us some examples of how you are able to change the hearts and minds of citizens living in such a male-dominated society?

About 300 Meena Clubs are now operating as an informal village-level network across India. We have more than 10,000 members, all trying to address issues like infant and maternal mortality, child labor, sexual abuse, parenting, health, and youth participation. We don't try to challenge ingrained customs, like dowries and not letting girls go to school. Instead we create awareness about the impact these traditions and policies are having on people's lives. We work in a non-hierarchical way to encourage new leaders among the girls and women who participate in the clubs.

The only way people will change is if they feel ownership of the solution, and feel it is their responsibility to act, and not wait for the government to do something. For example, Meena Club members will go around to each home in the village with a questionnaire, and ask family members health-related questions, such as whether everyone brushes their teeth every day, takes a bath, and uses the latrines. This sensitizes people to the issues, but we don't dictate the solutions. They must do that themselves. We've found, for instance, that when girls join a Meena Club, it begins to change the attitudes of the boys. They know that these

girls are intelligent and questioning people, and boys begin to see them as "cool." It's beginning to change attitudes toward dowries, for example, because boys realize that the girls in the Meena Clubs may not want to be part of that system anymore. Girls bring their brothers to the meetings, and say to them, why do you not ever ask us for our ideas? We are intelligent, we can help answer questions.

We have something to say.

What strategies do you use to expand the Meena Clubs, and do you think your model can be replicated in urban areas and in other parts of the world?

Change is coming from the grass roots, not the government. And we encourage that. This idea is an idea whose time was ripe. The Meena Clubs have spread so rapidly because there is a great need for this kind of activity. When people from different villages ask me to come and establish a Meena Club, I tell them they need to start one themselves, and then I will visit and work with them.

This model can be replicated because there are few costs associated with establishing the clubs, and it's a simple concept. I think it can work in urban areas, and not just in India. But you need strong networks, like we have in India with the village councils. Also, women in many countries have a lot of time to think about these issues – many are not allowed out of their houses. So they have time to organize.

What are your future plans?

Some day, I want to be India's prime minister.

(Source: *Perspectives on Children & Youth*, December 2004)

■ ***The Giving Book – Open the Door to a Lifetime of Giving***, published by Watering Can Press. This book engages, teaches and inspires children aged 6-11 to figure out their wishes and dreams for the world and the power of their actions to do things to make those dreams come true.

■ ***Best Practices in Youth Philanthropy*** published by the Coalition of Community Foundations in July 2002 - written by Pam Garza and Pam Stevens and is available online at www.ccfy.org

■ ***Changing the Face of Giving: An Assessment of Youth Philanthropy***

published by the James Irvine Foundation in 2001 written by the Youth Leadership Institute and available online at the foundation's website. The website also has a list of youth grantmaking models and e-newsletter. View everything on their website.

■ ***Philanthropy for Youth: A Booklist*** compiled by Brianne Williams, Youth Librarian, Multnomah County Library, OR in May 2002, pm www.alabamagiving.org.

■ Appalachian Ohio Giving developed a booklet "*The Perfect Gift*" to teach children about youth philanthropy. "*The Perfect Gift*" can be downloaded on the Foundation for Appalachian Ohio's website at: <http://www.appalachianohio.org/page18501.cfm>.

■ African American Legacy Program in partnership with Learning to Give, created an philanthropy educational program for school age children, with an African American perspective that includes a curriculum and educational posters. The curriculum has been distributed to the

majority of schools in the Detroit area. This curriculum, along with standard philanthropy curriculums for grade school, middle school and high school are available at the Learning to Give website, www.learningtogive.org.

■ Youth Grant-

makers published two reports,

Leadership, Volunteerism and Training, a longitudinal study to evaluate the long-term effects of youth grantmaking and Engaging Youth, an evaluation of their best and worst practices. These reports, along with sample documents, a youth grantmaking database, and other resources is available on their website www.youthgrantmakers.org.

■ ***Raising Children with Philanthropic Values*** by Ellen Remmer, Vice President at The Philanthropic Initiative, Inc., provides practical guidance, perspective and action steps for parents who are seeking to encourage charitable attitudes and behavior in their children. This is the first in TPI's Venturesome Donor Series, intended to help donors achieve effective giving. Available on their website.



YOUTH PHILANTHROPY TOOLS



Social Entrepreneurship: An Overview

By Pamela Hartigan
and Jeroo Billimoria

We'd like to jump headlong into the discussion on social entrepreneurship by asking you, the reader, five questions:

- *Do you regularly take at least three weeks' holiday a year?*
- *Do you give any thought to what you will do when you retire, looking longingly at the time when you will no longer have to be in the office from nine to five – or often much later?*
- *Does the thought of not having a regular monthly pay cheque drive you to the medicine cabinet in search of a tranquillizer?*
- *Do you need to feel that your friends and co-workers approve of what you are doing?*
- *Do you spend any less than 24 hours a day obsessing over new ways to transform society?*

If you have answered 'yes' to at least two of those questions, chances are that you are not a social entrepreneur. We want to assure you that very few people are social entrepreneurs. Indeed, a world populated by social entrepreneurs alone would be as unbalanced as one filled only with public servants or corporate sector representatives. What is important is to be able to recognize social entrepreneurs, and the vital innovative and transformative role that they play,

and ensure that they are fully supported by other sectors. What a social entrepreneur is ... A social entrepreneur identifies practical solutions to social problems by combining innovation, resourcefulness and opportunity.



Committed to producing social value, these entrepreneurs identify new processes, services and products, or unique ways of combining proven practice with innovation to address complex social problems. Whether the focus of their work is on enterprise development, health, education, environment, labour conditions or human rights, social entrepreneurs are people who seize on the problems created by change as opportunities to transform societies.

The organizations set up by social entrepreneurs defy pigeonholing. They cannot be lumped easily into the non-profit or for-profit worlds that we cling to. Increasingly, social entrepreneurs are setting up their organizations as for-profit entities, though most are still constituted as not-for-profits. The point is that the legal form chosen for the entity is simply a strategic decision

based on how best to achieve the mission. They don't shun existing economic models, but most social entrepreneurs are pragmatic about the limitations of market economics and persistent about finding ways to use markets to empower the poor. Most experiment with and perfect business models that allow the poor to have access to the wide variety of technologies that the more fortunate among us take for granted – from information communications technology and health care to ways of ensuring good housing, clean water, access to energy, decent wages, relevant education and so on. Social entrepreneurs undertake both public and private sector functions simultaneously. On the one hand, they work with people that governments have been unable to reach effectively with basic public goods and services. On the other, they address market failures by providing access to private goods and services to markets where business does not operate because the risks are too great and the financial rewards too few. With little market reward or assistance, social entrepreneurs are reshaping the architecture for building sustainable and peaceful societies. Social entrepreneurs are the ultimate scenario planners of our time. They see desirable futures in present conditions, and act to bring them about, generally in spite of efforts to persuade them to the contrary. They are disrupters and activists who challenge the notion of incremental, continuous improvement. Social entrepreneurs don't believe in more of the same, and they appear to relish what keeps the rest of us

awake at night – uncertainty and risk.

The benefits of working with social entrepreneurs

The greatest challenge for social entrepreneurs lies in persuading all other actors to reinforce and support them. Neither governments, businesses, multilateral and bilateral institutions, foundations, philanthropists, and academia nor the civil sector have yet caught up with this emerging field, and they too often stand in its way.

Yet all these groups stand to gain tremendously from stimulating and supporting social entrepreneurship. And social entrepreneurs need the support of imaginative, compassionate and talented people from all sectors who can help social entrepreneurship live up to its promise.

The public sector

Government has a critical role to play in supporting social entrepreneurs. However, with few exceptions, governments and government bodies have yet to recognize social entrepreneurship as a legitimate field of endeavour. This recognition is crucial if governments are to provide a better fiscal and legislative environment for social entrepreneurs, including the review of tax laws and the elimination of burdensome regulations, arbitrary decision-making and other requirements and practices that hamper them.

Companies

Increasingly, companies are beginning to appreciate the merits of working with social entrepreneurs, mainly for three reasons, all related to competitiveness.

From a financial perspective, reaching untapped markets can be greatly facilitated by

working with social entrepreneurs who have spent decades designing, implementing and refining innovative ways of bringing previously excluded groups into the marketplace.

Increasingly, companies are discovering that consumers expect them to pay some heed to the social effects of their operation. Companies are discovering that they can ‘outsource’ the social innovation element to social entrepreneurs in the same way they have done with product innovation and business entrepreneurs.

From a human resources perspective, the ability to attract top talent is a major challenge for companies. But the best and brightest today are looking for more than impressive salaries and stock options. They want something that gives meaning to their work and their lives. Supporting social entrepreneurs in different ways shows that companies care about more than the bottom line.

Foundations and philanthropists

These are best placed to support social innovators, as they are free of the voting booth and the financial bottom line, the forces that dominate the decisions of government and business respectively. But too many foundations and philanthropists seem content to fund demonstration projects that they hope will produce dramatic results in a very limited time. This is unrealistic, misplaced and costly. As so many successful social entrepreneurs can

vouch, it often takes years before their idea takes shape into a viable and scalable solution. Even then, the approach must be constantly modified to respond to unforeseen obstacles or dynamics along the way.

A social entrepreneur continuously adapts. As Ela Bhatt, founder member of the ground-breaking Self-Employed Women’s Association (SEWA) in India, put it, ‘The biggest thing we have learned after 30 years of existence is that there are no definite victories or defeats. The most important thing is to keep on going.’ Foundations need to rethink their focus on supporting demonstration projects. They can have much greater impact by scaling up demonstrably successful social innovations initiated and implemented by social entrepreneurs. The wheel does not need to be reinvented, just adapted to travel in new terrain.

Multilateral and bilateral development organizations

It is evident that multilateral and bilateral development organizations, to a greater or lesser degree, have all increased their collaboration with non-state actors, including social entrepreneurs. Much of this change has occurred in the last decade in response to general calls for reform to make these organizations better equipped to respond to the challenges of the 21st century. In particular, strong criticism has been made of those multilateral institutions responsible for finance, development and trade for their failure to consult civil society and interest groups on their policies. Some institutions have responded by devoting time and energy to dialogue with non-state actors. But more needs to be done. We are in an interesting phase of new thinking and experimentation, and these institutions have a vital and



Corporate Philanthropy Goes Global

For Fortune 500 companies, the response to the tsunami that devastated South Asia may have marked the first step in the globalization of corporate philanthropy, the *Charlotte Business Journal* reports. Fortune 500 companies have contributed more than \$250 million to tsunami relief, in the process becoming, as a group, one of the world's top ten donors to the relief effort. Philanthropic experts say the response of corporate America to the disaster reflects the reality of an ever-shrinking world, where improvements in telecommunications, the globalization of commerce, and widespread immigration have combined to raise the profile of

disasters and humanitarian crises in formerly remote parts of the world.

"This was an issue that goes beyond philanthropic priorities and focus areas," said Andrew Plepler, president of the Bank of America Charitable Foundation. Bank of America Corp., which has between 5,000 and 7,000 associates overseas, many in Asia, anticipates that it will give more than \$1.7 million to tsunami relief, including matching employee contributions of \$640,000. The sheer magnitude of the disaster also affected local philanthropic efforts. Randy Wheelless, spokesman for Duke Energy in Charlotte, North Carolina, said the company does not have any operations in

Asia but nevertheless committed to matching individual employee donations to tsunami relief of up to \$100, an amount that eventually exceeded \$120,000.

Michele Quintaglie, a former United Nations worker and now a senior vice president at public relations firm Hill & Knowlton, says businesses are getting more involved in global crises outside the scope of their usual philanthropic activities. Many companies, she adds, are even publishing annual reports on their philanthropic activities. "They would never have thought to do that five to ten years ago." Bank of America expects to make charitable contributions well in excess of \$100 million in 2005.

(Source: *Charlotte Business Journal*, February 11, 2005)

Social Entrepreneurship..

Continued from page 9

catalytic role. They should make it a priority to spot and legitimize social entrepreneurs who have the capacity to imagine and the ability to implement what they imagine through disciplined innovation.

Academia

Finally, the academic sector has a key role to play in fostering social entrepreneurship and advancing knowledge about it. Important strides have been made, particularly at university level, but we have barely begun to instill entrepreneurial thinking in younger students. And while we all know that entrepreneurship is not something to be learned out of a book, it must be cultivated. The entrepreneurial mindset has been described in terms of the following characteristics: commitment and determination; leadership; obsession with opportunity; tolerance of risk, ambiguity and uncertainty; creativity; self-reliance; ability to adapt; and motivation to excel. Primary and secondary schools across the globe



should be supported in their efforts to develop a curriculum that instills these characteristics in future global citizens, whether they become social entrepreneurs or not.

Summing up

Perhaps the most important qualities of social entrepreneurs are courage and resilience. Their courage allows them to champion a cause and to take risks others wouldn't dare to take. Their resilience enables them to endure the obstacles and setbacks along the way to achieving transformational social change for as many as possible, as soon as possible. We cannot expect the systems and structures that created the problems we face to come up with solutions to those problems. Too many of us have

lived within those systems for too long, blinding us to other possibilities. As historian Barbara Tuckman noted, men and woman '...will not believe what does not fit in with their plans or suit their prearrangements'. Social entrepreneurs, with their hybrid approaches derived from inspired pragmatism, can work with any and all sectors, offering new and very different approaches to what many of us say we want to do – change the world.

Pamela Hartigan is the Managing Director and a Board Member of the Schwab Foundation for Social Entrepreneurship, a Geneva-based organization dedicated to improving the state of the world through social entrepreneurship.

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Creating a Quiet Change

By Uday Khemka

In front of us, a new India is arising. Quietly we sense change weeping through our cities and our towns, our workplaces and businesses.

A new confidence seems to be sweeping through our country. The way we think and act, what we want and expect is changing. And it's exciting. We hear of the new pace of GDP growth, of companies competing globally, of infrastructure being built and of new knowledge cities, more glass than steel, springing up. It is a century of Indian emergence and of strategic partnerships. Of confidence, of acceleration, of possibility.

And yet, and yet...

Somewhere deep within, I hear the sound of an old

hymn, "*Vaishnav jan to taynay kaheye...*". I see an image of a pyre burning, an evening when the sky had never seemed more sacred nor more sad, grown men and women weeping, a deep wracking pain. The rich wept with the poor, Muslims and Hindus and Christians... Calcutta was still. There was no violence ...

Nehru said, "The light has gone out of our lives and there is darkness everywhere". But perhaps even he was wrong... perhaps the light had never burned brighter than that evening. Nehru knew that too, deep in his soul. "the light has gone out, I said, and yet I was wrong. For the light that shone in this country was no ordinary light, The light that illuminated this country for these many years will still be seen in this country and the world will see it. For that light represented the living truth ... the eternal truths, the right path, taking this ancient country to freedom."

In our own small way, through Youthreach Spirit, we invite you in remembering what is already in each of our hearts, remembering the place of depth and kindness, of connection and purity within ourselves.

But for Gandhiji, spirituality was not an individual solipsism. His connection flowed outwards from deep within and



then, reflecting back from the beauty and struggle of the world, fed his soul. Ahimsa was living soul force, loving kindness just as it was non-violence. Gandhiji's truth reached outwards to the disempowered and dispossessed and wronged, to the weak, to the forgotten, to the poor, In a time when an Empire's strength was in its economic

power, its political power, its strength of arms, he spoke of another force, Of love and justice.

The miracle of our country is that that force triumphed even if for a brief moment... not wholly (for we remember the horrific riots and killings) or permanently (for we know the corruption and disconnection that has plagued our state in the years that followed), but still, that force of non-violence, of moral courage and soul force triumphed. We ask you

to remember with us not Mahatma Gandhi the icon, but Mohandas Gandhi the man; one of the many great Indians, but a very special human, a man of boundless spirit and whose inspiration and vision have huge importance today in a world of increasing materials, inequity and violence. We would like you to join with us in an exploration of Gandhi and his relevance to India, Today. To rediscover Gandhiji and reconnect with his ideas in the context of modern India.

Although the heart of our country's freedom movement was spiritual, it succeeded not by spirit and emotions alone. It required tremendous strategic and tactical insight and organisation to achieve independence. Perhaps those of us who work in the development sector can see the model of the freedom movement as a model for our own efforts.

I cannot help feeling that we must now take ourselves to a very different level of strategic activity and intervention. In 1970 India had approximately 700 million people of whom perhaps 20 million could have been considered middle class, Today we have a population of 1.05 billion but, amazingly perhaps 300 million fall into that category.

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What this says is that our own country, our own society has vast new resources that can help address the problems of poverty if only we can help build a bridge of substance between our increasing resources and those who need them. Such a bridge must be built both on a mass scale but also in a very thoughtful and strategic way. How can we engage the mass media to raise awareness? How can we engage the educational system in a comprehensive way? How can we as citizens, influence the creation of a policy and partnership with government? How can we bring all the private sector's resources to bear to enable and empower many dedicated NGOs throughout our country.

Let us not rest even for a minute where we are. Help us to work with you to build a powerful, comprehensive partnership to develop our city and our country. Let us be as demanding to ourselves here as we would be in our professional lives, in our business or in any field of achievement. Let us marry our minds with our hearts. Our passion with our capability, our strategic sense with our heartfulness. Let us believe that we can make a difference not only to one child but, working together to every child, not only to one locality but to every region, not only to one category of the disempowered but to all Indians who do not yet live with freedom and safety.

Shortly after Independence Gandhiji said that Swarajya had not yet been achieved, freedom had still to be fought for. If that is true then an even greater "holding – to – truth" lies ahead of us. We too can fight for



To a boy who wanted to know how he could be of service, Gandhi ji said:

“I am sure you realize that poverty is the common lots of millions. The real way to pray to Lord Krishna is to do His name some little service to those who are less fortunate than ourselves; and when we show the spirit of service in daily life, unbelieving neighbors will begin to believe in God. You can do untouchability work by yourself going among untouchables and rendering such service as is possible to them as if they were members of our own family. If you do not know Hindi, you should quickly learn it.”

India's freedom – a deeper, more complete, more resonant, more human freedom in which every Indian is free of disease and hardship. Perhaps that freedom will not be fully won in our lifetimes ... perhaps poverty will not have ended completely, or pollution or corruption. But let us fight with the same passion, and hope, spirit, and humility. With the same faith, vision, unity ... and trust in the spirit that underlies everything. Once India's Independence too seemed an unattainable dream. But it was attained. Perhaps if we strive with enough passion and dedication we can win an even greater freedom for our country.

And then perhaps we will recollect an evening long ago, a pledge we made one beautiful, wracking, golden evening in our memories or in our imaginations and feel we have not forgotten, that we have fulfilled our old promises, generation after generation.

*“Vaishnav jan to taynay kayeeye,
Jay peerh parayee janneyray,
Par dukkhey upkar karey teeyey,
Man abhiman na anney ray...”*

(A servant of God is one who feels another's pain, who share's another's sorrow, and pride does disdain...) ■

* Uday Khemka is one of founding members of Youthreach, a Delhi based non-profit organization setup in 1997 to create a channel for young people to give back to the larger community.

(Source: Youthreach: Creating Balance, report April 2002-September 2004)



Realizing Positive Change: An Introduction to Youth Philanthropy

Youth philanthropy means different things to different people — from personal giving and volunteering, to fundraising activity, to organized grantmaking — all approaches demonstrating a generous impulse by young people to help their neighbors. For purposes of this publication, we define youth philanthropy as “those programs and initiatives in which youth develop knowledge of and participate in the formal practice of philanthropy, specifically grantmaking.”

Since the emergence of youth philanthropy in the mid-1980s, more than 250 youth philanthropy programs have been identified in the United States and several other countries (e.g., Canada, New Zealand, Poland), and new programs are on the drawing board in countless communities.

The benefits of these programs are just beginning to be documented — but it is becoming clear that youth philanthropy can make philanthropic values, principles and traditions come alive for youth and communities. Philanthropy in the United States has a long and varied history, a history made up in part by the traditions of many cultures and belief systems that encourage their members to share their money, time, and services to improve the quality of life for all. People in this country routinely give their money to causes and organizations of importance to them, such as religious institutions, cultural organizations, and individuals. Mutual aid groups, voluntary associations, nonprofit organizations, community foundations, united funds, and other philanthropic organizations provide an array of options for channeling individual resources to address important issues and help other people. Young people, too, are part of the culture of giving and serving — whether they are donating their allowance to buy coats for homeless

people or volunteering to read books to elderly residents at a local church. Underlying the best of youth philanthropy is a set of common values about encouraging, respecting and recognizing the contribution of young people and the responsibility of all citizens to contribute to the social health of the communities in which they live. What distinguishes youth philanthropy from other forms of charitable activity is that young people participate at a *decision-making level* — identifying community priorities, making grant decisions. But youth

philanthropy is about more than giving away money. It integrates *philanthropic tradition and values* with the principles of *youth development* — young people capably and actively involved in their own social, emotional, intellectual and physical development — and *community development* — human and capital assets harnessed to make life better for community residents — to create new options for developing young people and enhancing community life. Why youth philanthropy?

Youth philanthropy programs provide authentic opportunities for young people to develop skills and knowledge that will make them better students and citizens in the present and increase the chances that they will continue to play active roles in

the community in the future. Youth philanthropy programs promise to have a lasting effect on the young people and adults involved in them. They push organizations, community residents, and decision-makers to change the way they perceive and interact with youth — providing a view of youth as positive contributors and caring members of the community. *Coalition of Community Foundations for Youth* has found that exemplary youth philanthropy programs set goals that will lead to change at multiple levels, specifically:

- Promote positive youth development by engaging young people in meaningful activities that build their skills and capacity

Philanthropy is no longer the exclusive province of the blue-blooded and gray-haired. Teenagers are moving into the nonprofit world's boardrooms as grant-makers, making difficult decisions, often asking tougher questions than their adult counterparts.

-- *Syndicated columnist*
Neal Pierce

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- Build the interpersonal connections between youth from different backgrounds and experiences, and between youth and adults
- Enhance the operations of community organizations and institutions in the human services,



philanthropic, education, and government sectors by engaging youth voice

- Strengthen communities by utilizing the strengths and resources found in the community
- Help communities view young people in a positive light

Evidence from over a decade of research has begun to identify and document youth philanthropy's benefits, outcomes and impacts. A comprehensive study of

the Michigan Community Foundations' Youth Project over a ten year period found positive outcomes at the individual, organizational, community and regional levels:

- Youth philanthropy is an effective means of youth development. Youth develop skills, knowledge, confidence and leadership abilities. They start to perceive of themselves as leaders who can make a difference in their communities.
 - Youth continue to volunteer their time, donate money to charitable causes and serve in leadership positions at higher rates than the general population long after they stop serving on the Youth Advisory Committees.
 - Many grantees are starting to change the way their organizations involve youth in their work. Youth are required to develop and implement the grants received from youth grantmakers.
 - At the State level youth grantmakers worked to pass a new law allowing youth ages 16 and older to be voting members on nonprofit boards.
- We now know we can maximize the development of our youth as civic and community change leaders only if we foster and expect their fullest

Forum for Youth Investment Youth Development Framework

According to a framework prepared by the Youth Development Institute of the Fund for the City of New York, all young people need five conditions for a healthy adolescence and successful adulthood:

- ✓ a one-to-one caring relationship with an adult
- ✓ a safe environment
- ✓ engaging activities
- ✓ opportunities for contribution
- ✓ opportunities to make decisions with real consequences

participation in the social problem solving occurring in communities (Source: *Best Practices in Youth Philanthropy* by Pam Garza and Pam Stevens, published by *Coalition of Community Foundations for Youth*)
For details see: www.ccfy.org

GuideStar for Database, Dissemination Systems in India

Exploring the possibility of starting a GuideStar type of database generation and dissemination system with organisations in India, a team led by Mr. Buzz Schmidt, President, GuideStar International visited SICP on February 9, 2005. The meeting was facilitated by Mrs. Pushpa Aman Singh of Give Foundation. The system is already in operation in USA and UK

with satisfactory response from both the voluntary sector and charities administration in the country. Led by Mr. Schmidt, the founder of the

PHILANTHROPY NEWS

GuideStar services in the United States and United Kingdom, GuideStar International/CSS brings proven technologies and extensive operating perspectives to the task of building similar, independently-registered and governed services in new countries.

William and Flora Hewlett Foundation: A team of The William and Flora Hewlett Foundation visited SICP on March 22, 2005. The team included Mrs. Shweta Siraj-Mehta, Program Officer and Mrs, Smita Singh, Special Advisor for Global Affairs. The visit was part of the feasibility assessment tour to extend the operations of the Foundation to this region. The team sought advise from SICP on the nature and volume of Diaspora giving and in-country giving to India and the present state of the social sector in the country.



Social Partnership Should Become a Way of Life

The Reliance Group founded by Late Shri Dhirubhai H Ambani is one of India's largest business houses with a net profit of over Rs 3,600 crores and total assets of Rs 69,000 crores. The Group's activities span petrochemicals, synthetics, fibers, fiber intermediates, textiles, oil and gas, refining and marketing, power, telecom and infocom initiatives, financial services and insurance. Reliance emerged as India's Most Admired Business House, for the second successive year in a Taylor

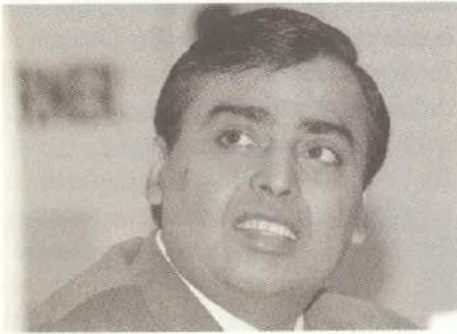
Gujarat. DAF is also planning to establish Dhirubhai Ambani University of Science and Technology, a post graduate university at Jamnagar which will focus on emerging knowledge areas, namely bio-science and engineering, computers science and engineering, energy engineering, food science and engineering, infrastructure engineering, materials science and engineering and ocean engineering.

The latest education initiative of the Reliance Group is the 'Dhirubhai Ambani International School' being set up at Bandra-Kurla Complex, Mumbai. This school will offer K-12 education of world class standards and is seeking affiliation to national and international education boards. The DAF continues to encourage district level meritorious students at the annual SSC and HSC examination by presenting merit rewards and undergraduate scholarships.

The Dhirubhai Ambani Hospital at Lodhivali is an 82-beds state of the art hospital catering to an industrial and rural population in the Raigad district of Maharashtra. It provides free outpatient and subsidized inpatient treatment for needy and poor patients as well for senior citizens.

Reliance also attaches a high level of importance to improving the quality of life in the communities surrounding all its manufacturing complexes. The initiatives include coming to the rescue of the community in times of crises, and also long-term efforts in areas of education, health and programmes for social uplift.

Reliance runs its own schools at its manufacturing sites which provide high quality education to children living in nearby areas. It also supplies drinking water to Jamnagar from its state-of-art seawater desalination plant during summer periods of shortages. DAF has established a sanatorium at Chorwad, Gujarat, for the use of patients needing change of climate and recuperation. Reliance also undertakes community works in villages adjoining its Jamnagar and Hazira complexes, to improve the quality of life of people. These



Mukesh Ambani

Nelson Sofres – Mode survey for 2002. Reliance believes that organizational growth objectives need to be married with the overall developmental imperatives of the society and the community at large, for ensuring sustainable all-around growth. Reliance's social welfare and community development initiatives focus on the key areas of education, healthcare, and the overall development of the communities in which the company operates.

The Dhirubhai Ambani Foundation (DAF) has established the Dhirubhai Ambani Institute of Information and Communication Technology at Gandhinagar near 'Infocity', in



activities include supply of fodder, organization of blood donation camps, regular health check-up camps and mobile dispensary services, reconstruction of temples and assistance to several voluntary organizations to carry out cultural and social festivals/functions etc.

According to Mukesh Ambani, "Business like any other human activity, is carried on in a specific cultural milieu." In Indian culture, it is not merely an activity for individual profit. Ambani, an MBA from Stanford University, said, "Our saints and sages tell us that *Dharma*, *Artha*, *Kama* and *Moksha* are four

important goals of human endeavor. These are described as “*purushartha*”. Every person is enjoined to live and perform one’s duties according to the code of ethics. This is *Dharma*.”

“*Artha* is creation of wealth,” he continued. “It is the function of business. Our culture encourages individuals to enjoy healthy pleasures

Non-governmental organisations place corporates under greater scrutiny – especially the latter’s use of natural resources and human rights abuses. This is as it should be. Business must not frown upon it. Similarly, NGOs must also change their mindset. Society as a whole will be benefited if the two work in a true spirit of cooperation.”
– **Mukesh Ambani.**

of life. And ultimately, they are guided to find liberation from the cycle of birth and death,” he said. In the Indian tradition, a business person is called ‘*mahajan*’. Literally, it means a great man. According to the Indian value system, the path that a *Mahajan* treads is the path to be followed. “*Mahajan yena gatah sa panthah*.” The producer of wealth is honoured as *Shreshtha*, a superior man.” Ambani gave several persuasive and compelling reasons why business houses should embrace social responsibility. He is convinced that business cannot thrive if it remains insensitive to the

needs of the society. He also believes that an island of prosperity is unsustainable in an ocean of poverty. Ambani is of the firm belief that we are in an age of profound changes. “The hierarchical order is yielding ground to an order based on networking. The concept of domination has become outmoded. Partnership is the central ethos of this age. This is in keeping with our tradition and civilization. It is also in harmony with the Laws of Nature,” he said.

Ambani recalled the powerful metaphor used by Kautilya, the great Indian philosopher of statecraft, to convey this message. The king, according to Kautilya, should behave like the sun in the heaven. The sun draws water from the rives and the seas, allows it to float as clouds in the sky; ultimately returns it to our planet in the form of rains – filling wells, tanks and rivers and thereby brings prosperity to the people. This is the spirit that should guide business activity. “Social stability and economic prosperity will inevitably follow if we act in harmony with the Laws of Nature,” said Ambani.

Ambani believes that a revolution of galloping aspiration and rising consciousness is sweeping our planet. “The spirit of ‘take’ permeated the Old World. The spirit of ‘partake’ flavours the ethos of the New World,” he said. “In the New World, partnership is the cornerstone of business ethos.” He continued, “Philanthropy was the cornerstone of the Old World, while sustainable development, human dignity and business ethics is the philosophy of the New World. In the Old World, kindness manifested itself as charity while in the New World,

empowerment is the enlightened approach.” Alluding to the chasm between business and NGOs, he felt that both seem to relate to each other in a confrontational mode. This must change. According to Ambani, “Non-governmental organisations place corporates under greater scrutiny – especially the latter’s use of natural resources and human rights abuses. This is as it should be. Business must not frown upon it. Similarly, NGOs must also change their mindset. Society as a whole will be benefited if the two work in a true spirit of co-operation.”

Ambani also feels that there is an urgent need to give greater depth to the concept of social partnership. “To consider issuing a generous cheque for a good cause is too narrow a definition, I think businesses can

make a lasting contribution in several other ways. They can significantly improve the productivity of social investments. The quality of services in the social sector is presently dependent on dedication and efficiency of individuals. There is an

urgent need to complement this by providing efficient processes, flexible and dynamic organizational structures and modern management methods. We need to put in place vastly improved processes and systems.” Ambani strongly believes that business and social well-being should not be viewed in isolation from each other. “They should be enmeshed in an interwoven fabric. In other words, social partnership should become a way of life,” he concluded ■

(Excerpts from *Merchants of Philanthropy: Profiles of Good Corporate Citizenship* by Noshir H.Dadrawala, 2003)



Tips for a Charity Auction

Organizations from local schools to national nonprofits are utilizing auctions to raise needed funds and fill the gap left by shrinking budgets and dwindling funding sources.

Is an auction right for your organization? Here are some things to consider:

Budget

While auctions can raise literally thousands of dollars in just a few hours, there are a variety of costs associated with running an event. Expenses can include auction invitations and catalog publication, food, beverages, flowers, venue, entertainment, computer management systems, rental equipment, etc. Don't skimp on lighting, sound system, or a good auctioneer, all of which can make or break an auction.

To get a handle on your budget, outline auction goals and estimate all preparation and associated costs. Good numbers to keep in mind when budgeting are that 70 percent of revenue comes from the live auction portion of the evening (85 percent of the items' stated value is received by the charity), 20 percent from the silent auction (50 percent of the stated value is made), and 10 percent from "fund-a-cause" (of which 100 percent benefits the charity). Utilize ticket sales and sponsorships to cover these costs. By planning ahead, you can accurately determine how much you'll need to raise through auction revenue to reach your goal.

Planning

Planning should start 11 months ahead to make sure there's enough time to secure a venue, recruit volunteers, procure items, and organize and publicize the event. In addition to recruiting an auction chair and co-chair, it's a good idea to form committees of volunteers to oversee such areas of responsibility as procurement, silent

auction, live auction, decorations/set up, entertainment, invitations, volunteer coordinator, publicity, registration, check out, item pick up, and clean up.



Procurement

Procurement is perhaps the most important — the success of an auction depends on the value and demand for items up for bid. The best lots are items, experiences, and activities that are not easily purchased, which have greater value and will encourage people to attend the event. When determining procurement items, think about the make-up of prospective attendees, their likes/interests, and a realistic budget range for bidders. School auction? Put kids' artwork or class projects, the latest computer or entertainment systems, a family ski trip, or vacation to Disneyland up for bid. Be creative with your lots! Assign committee members specific categories to target, such as restaurants, hotels, and entertainment. Find out who knows whom, and leverage those relationships.

Also, evaluate how an auction fits in with your other fund-raising activities. Will your donors be receptive? Are there new audiences you are trying to reach? How can you make your auction different from others in your market?

What time frame is best for holding it when competition is minimal? Consider talking with top donors and other key influencers to gauge their interest in an auction and what would make them attend.

Resources

Determine whether you or a dedicated staff member have the time and energy to plan an auction and coordinate with the auction chair, co-chair, and committee members. You'll also need a team of volunteers on-site to support the event. The night of the event, a good rule of thumb is to plan one volunteer for about every 10 guests. Be up front with your staff and volunteers on the responsibilities and time commitment involved from them to ensure a successful event.

Event Management Software

Additionally, many larger organizations utilize event management software to electronically manage auction event planning and processes from procurement to bid tracking. New payment processing technology helps streamline auction check-in, virtually eliminate end-of-evening cashier lines, and speed fund transfer, meaning more funds directly benefit the organization.

Conclusion

Auctions can be fun social gatherings and great community-building events. If planned and executed well, donors go away feeling positive about your cause and often turn into long-term supporters. Guests admittedly enjoy auctions because they actually receive something tangible in return for their donation.

Sponsors appreciate the exposure, and the event can be a great team-building activity for your staff, volunteers, and supporters ■

(Source: GuideStar Newsletter, March 2005)

UK Commission Creates Framework for Youth Action

- How can we achieve a step change in youth volunteering?
- What can be done to encourage more young people to volunteer and get involved in their local communities?
- How can their contribution be better recognised?
- Why do we need a new national framework for youth action and engagement?
- Will it really make a difference to young people's volunteering?

Addressing these and many other questions in its recent report, the Russell Commission in UK proposed a national framework for youth action and engagement designed to transform the ways in which young people become involved in volunteering activity. Headed by Ian Russell, the commission highlighted the need to match the enthusiasm from young people to volunteer and the enormous goodwill from the voluntary and community, government and private sectors to support their involvement.

The framework recommended by the Commission is designed to benefit young people, volunteer-involving organizations and their communities, and society as a whole.

It recommended ways in which young people could develop new friendships, gain new skills and have opportunities to give greater expression to their altruism. It also proposed ways volunteer-involving organisations could build their capacity and deliver more for their customers, thus benefiting the society as a whole as young people express themselves as active citizens. It talked about benefits from the connections young people make when they volunteer – across classes, communities, neighbourhoods and generations. As a result society will be more cohesive.

The commission made the following specific recommendations:

1. A series of campaigns to promote awareness of volunteering, in order to establish volunteering nationally as a powerful force for change and an activity that all young people should aim to pursue.

2. A national volunteering portal to ensure that young people have ready access to information and advice on volunteering opportunities.

3. To ensure young people receive high quality advice and guidance on volunteering across the UK, a dedicated implementation body should contract to put in place 200 Youth Volunteer Advisers. To build the capacity of volunteer-involving organisations, the body should contract to put in place a further 200 Youth Volunteer Development Managers.

4. It should be commonplace for young people to volunteer whilst they are at school, college or in higher education. All education institutions should have a volunteering ethos.

5. To celebrate the achievements of youth volunteers, the implementation body should facilitate an annual youth volunteering award ceremony.

6. Young people should have access to a 'menu of opportunity', with details of the full range of volunteering activities.

7. Within the first five years of the national framework, there should be a significant expansion in the number of short-term and full-time opportunities.

8. The national framework should recognise the popularity and worth of international volunteering, by offering up to 1000 overseas volunteering opportunities through structured

programmes.

9. Government should develop strategies to encourage greater levels of volunteering within public services.

10. The quality of volunteering opportunities would benefit from greater assurance on a set of clearly stated criteria. Volunteering organizations should be encouraged to meet minimum standards governing the access, involvement, development and reward of young volunteers.

11. A system of accreditation and awards, including wider use of the Youth Achievement Award and more formal vocational qualifications where appropriate, to recognise young volunteers' personal development and to help them develop their skills.

12. Measures to make it easier for young people on benefits to volunteer.

13. Government should consider the establishment of a cross-departmental initiative to build the capacity of organisations to engage disabled volunteers effectively.

14. A dedicated implementation body to commission, through contracts, the delivery of the framework.

15. Public funding for young people's volunteering should be ring-fenced and routed through the implementation body. The private

sector should be involved in the development of the framework to maximise the potential for its long term support for youth volunteering.

16. The implementation body should measure the impact of the framework, and contract for a research and evaluation programme.

(Source: www.russellcommission.org)



Create Opportunities to Involve Youth in Philanthropy

by Lynn Haglin

Last year the Northland Foundation in Duluth, USA, collaborated with its long-time partner, Minnesota Power, to launch the KIDS PLUS: Youth In Philanthropy Program as a way to teach young people about the art of giving and the importance of civic involvement. The program is on the cutting edge of a growing national movement to infuse young people into leadership and decision-making roles.



The program is a part of Northland's decade-old KIDS PLUS Program, a multi-faceted youth development initiative that serves as the cornerstone of the foundation's long-term strategy to improve the well-being of children and youth in northeastern Minnesota. A core component of the philanthropy program is the Youth In Philanthropy Board, which is comprised of 14 young people, grades eight through 12, and three adult mentors from nine northeastern Minnesota communities.

Members of the Northland Foundation's KIDS PLUS Youth in Philanthropy Board gather to make grant recommendations for youth-focused programming — and learn valuable lessons about philanthropy in the process.

The board meets quarterly to review grant proposals and make funding recommendations for youth-

developed grants, which come from a funding pool designated by Northland each year. Grant awards of up to \$1,000 are available to schools and youth-serving organizations for projects that are planned and carried out by young people, and funding recommendations are submitted by youth and an adult advisor. To help young people to participate effectively in the process, Northland has offered regional trainings to introduce young people to the concept of philanthropy and provides opportunities to develop project planning and grantwriting skills.

During the past 12 months, a total of \$20,000 has been awarded to 23 youth-developed initiatives. These projects are providing more than 1,000 students from around the region with opportunities to assume leadership roles in areas such as peer mentoring, cultural diversity and community beautification. "It is really fun being part of a group that is helping other teens who want to make a difference in their schools and communities," says Angie Johnson, a high school junior and chair of the Youth In Philanthropy board. "It is a lot of responsibility deciding which programs will receive funding. This experience has helped me learn more about local needs and I have gained skills that will be useful throughout my life."

The program is all about valuing and recognizing young people as resources and connecting them with their communities in meaningful ways. Lessons learned during the program's first year include:

- **Youth grantmaking boards foster involvement.** Youth grantmaking programs are an effective means of helping young people

feel a sense of connection and civic responsibility as they see their own ideas create positive change. The opportunity to access grant funding stimulates youth involvement in volunteer activities.

- **Youth are capable decision-makers.** Youth bring creative ideas,

About Philanthropy

Some people think philanthropy is just about foundations giving away lots of money, but that's only one part of the picture. Philanthropy is really about people giving their time, care, and help to causes they care about.

Very simply put, philanthropy can be explained as anything you do to make the world around you a better place.

fresh perspectives, knowledge of their peers and a sense of community to the decision-making process. Young people develop practical skills through their involvement on the board and in youth-led projects.

- **Provide ongoing board development.** Orientation sessions, annual retreats and continuing education help youth board members better understand their responsibilities and duties. Staggered board terms and grade levels increase opportunities for peer learning.

Working Effectively With Youth Volunteers

The following ideas are based on tips developed by the Greater Coquitlam Volunteer Center.

1. **Utilize them to their fullest potential** – this will probably be much more than you think they are capable of!
2. **Treat them as you would an adult volunteer, with respect and trust.** Involve them in decision making wherever possible. Young people have excellent ideas, and your organization will benefit from giving them the opportunity to voice them.
3. **Be organized and keep them busy.** Make sure you have enough work to fill their time at your organization.
4. **Design service opportunities** that meet real community needs, and take the time to talk openly about these needs. It will help youth make the connections between their contributions and the “bigger picture”.

5. **Have a space for them to put their things,** so they do not feel as if they are in the way. It is often



already uncomfortable for a younger person to fit in an adult world, so making that small extra effort will help them to feel welcome.

6. **Be sensitive to the needs of young people** by making sure that transportation is affordable and accessible. Be prepared to provide bus tickets for youth volunteers.
7. **Consider timing.** Be aware that most teens are full-time students. Think in terms of semesters and exam

schedules. If you do, you are most likely to get consistent performance from them as volunteers.

8. **Be excited!** Make sure that your orientation is interesting and upbeat.
9. **Give your staff an orientation on working with younger volunteers.** Make sure that you introduce the young person around on his/her first day. Don't forget – this is your territory, and they may be shy about interacting with the staff. These steps may also help your adult staff and volunteers feel more comfortable – not everyone knows how to relate well to youth.

10. **Be careful not to set arbitrary rules about age limitations** without considering why there is a restriction. Your agency might inadvertently be discouraging young people from volunteering, and you might be missing out on a source of energetic, committed and fun volunteers ■
(Source: *Vancouver Foundation's Youth Philanthropy Council*, www.yip.bc.ca)

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- **Prepare adult board members for their role.** Young people are better decision-makers when they control the meetings. Orientation training with the adult representatives helps to clarify their role as mentors to their younger peers.

- **Keep the process simple.** Create easy-to-read grant guidelines and an application form. Structure the grant review process to encourage all board members to voice their opinions. Meetings should be orderly, but allow for informal exchange between members.

- **Provide training and technical assistance.** Ongoing educational efforts are necessary to help young people, and their adult advisors, learn the basics of grantwriting and project planning.

- **Be committed and respectful.** Involving young people on a board requires continuous encouragement and genuine caring. Dedicated staff is critical to making the youth involvement authentic and the process work well.

- **Recognize board members.** Take the time to hold celebration and recognition activities to thank youth and adult board members for the time and energy they commit to the program.

- **Have fun!** All program-related activities should include opportunities to build relationships and rapport. Serving food and snacks helps the decision-making process to go smoothly.

The KIDS PLUS: Youth In Philanthropy Program taps the energy of young people to address local needs. When opportunities are created for youth to be involved in philanthropy they rise to the occasion ■

(Lynn Haglin is vice president/ KIDS PLUS director, Northland Foundation)

More information logon to:
www.northlandfdn.org/yiptraining.htm



Youth Workers Who Am I?

A Philanthropic Matching Game

Age:

- 12-18

Philanthropy is:

- Giving, serving and private citizen action intended for the common good.

Purpose:

- Participants will recognize important philanthropists and their contributions.

Objectives:

The young person will:

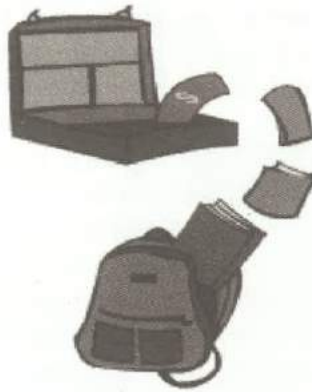
- become aware of famous philanthropists of today and yesterday.
- research famous philanthropists using the Internet.
- participate in a game to further their knowledge of famous philanthropists and their contributions.

Activity Theme:

"This activity helps you realize people in our life time and before, do good and you don't have to have money to do kind things."

Activity Steps:

- The facilitator hands the index cards to the participants, mixing them up beforehand. He/she tells the group that they are going to play "The Match Game". In this game the people are famous philanthropists. Each person has received a People or Story card. They are to hold the card in front of them, chest high, and walk around the room searching for their match. They can go up to any one to get information about their card or look up the person on the Internet and see if they can discover their match.
- After 10 minutes, halt the game and separate the pairs from the unmatched. Ask the matches to read the story and give the name; if correct, move to the next match. If incorrect, put them back into the group with the non-matches. Have the non-matches continue to resume the game. At the end of 5 minutes, repeat the separation of



matches vs. non-matches. Continue until all matches are made

Variation: Hold this session in a school or library where there is access to several computers. Encourage the participants to look up their match and add to the story card. Have them research other philanthropists and create additional People and Story cards.

Have the participants stand facing each other across the room. One line has the People cards and the other line the Story

cards. Begin by having the Story cards read. The participants in the people line confer and decide who should meet that person in the middle. Next, the people cardholders choose a name to call out. The story line participants decide which of their stories goes with this person. They meet in the middle of the room. If the match is not correct, both return to their line. Another story is read and so on until all matches are in the middle of the room. If participants have difficulty with some names and stories, the facilitator should let them use the Internet or supply additional clues for the cards.

Supplemental Activity:

Have the participants research other philanthropists and tell their stories. Have create People and Story cards that would be appropriate for children, ages 5 to 11 years. As a group project, take the cards to a class or meeting of younger children and facilitate the children playing, "Who Am I?" The facilitator might research in advance books available at the library about these famous philanthropists. Take a field trip to the library to review the books, use the computer, and research some of the stories ■

(Source: *Who Am I? A Philanthropic Matching Game Adapted from Community Partnerships with Youth Inc.*)

New Metrics : United Way of America has revised its performance standards and best practices to better determine how it is improving people's lives. The changes are designed to reflect the organization's strategic shift from fundraising, its previous focus, to supporting the long-term needs of communities, United Way says. The new standards cover areas such as community engagement and vision, impact strategies, relationship building and brand management, and organizational leadership and governance. The charity is encouraging its 1,350 local affiliates to adopt the standards and benchmarks for their own operations, and says those that do will make a greater impact in their communities. Traditional measurements, which focused on fundraising, were last updated in 1988, United Way says ■ (Source: www.Philanthropyjournal.org)

Idealist.org Founder Named Nonprofit 'Innovator'



Time magazine has singled out Idealist.org founder and executive director Ami Dar as a nonprofit "innovator" in its annual series highlighting men and women whose ingenuity, entrepreneurial spirit, and dedication to improving the lives of others have had a significant impact on their own communities and the world at large. Israeli-born Dar was chosen for his commitment to connecting talented and passionate people with nonprofit organizations that need help. At the age of eighteen, he was

drafted into the Israeli army and served in the Lebanese war of 1982. According to Dar, the misery and senseless destruction he witnessed in Lebanon, combined with the extreme poverty he had seen growing up in Latin America, led him to start New York City-based Idealist.org — the largest volunteer and nonprofit career resource on the Internet — to make it easier for people around the world to take action on issues that concern them. Launched in 1996, Idealist.org features volunteer opportunities, paid positions, and other information provided by more than 45,000 organizations in 170 countries. "We started in 1995 with the idea of creating a one-stop shop for volunteer opportunities and nonprofit services in communities around the world," said Dar. "Today, Idealist.org is a global organization that functions as the 'glue' between volunteers, job seekers, and nonprofit organizations." ■ (Source: *Time Magazine*, March 7, 2005)

Hewlett Foundation Awards \$45 Million in Grants

The William and Flora Hewlett Foundation in Menlo Park, California, has announced grants totaling \$44.9 million to 175 nonprofit organizations, including \$4.5 million to nonprofits in Mexico through its newly established Global Development program. In this round of funding, the foundation awarded \$6.2 million in grants to education programs across the country; \$12.3 million in support of environmental initiatives; and \$520,875 through its Philanthropy program, which supports organizations that conduct research, educate donors, and provide a variety of tools to advance the field of philanthropy. ■

(Source: *Philanthropy News Digest*, www.fdncenter.org/pnd)

NASA Foundation Help Dandi Yatra Participants

When Tushar Gandhi, the great grandson of Mahatma Gandhi, decided to reenact Gandhi ji's Salt yatra starting March 12, 2005, he was faced with a real challenge of providing basic necessities like food, shelter and clean sanitation and bath facilities to the participants of the yatra. Interestingly, while the other organisations made the eating arrangement, and provided drinking water and tents to the participants, the sanitation facilities were taken care of by the NASA Foundation.

Lasting 26 days and covering 240 miles, the 500 people strong procession led by Tushar Gandhi was to follow the same route that Mahatma Gandhi and his followers had taken way back in March 1930. The procession was to include more than 50 foreign participants. Arranging for the clean sanitation and bath facilities for these participants all along the route of the yatra was proving to be a big challenge for Gandhi.

This is when he turned to the NASA Foundation, an organization working on public sanitation in Gujarat and Maharashtra. Two years also, during the Gujarat earth quake, the NASA Foundation had successfully created toilets and bathrooms from molded plastic material and provided them to the quake victims.

Gandhi requested them to install similar system again.

NASA Foundation stepped in to develop moulded plastic

sanitation facility along with an innovative installation system to help the yatri. They divided its staff into four groups each comprising of 12 people. While one group would reach the place of night halt 8-10 hours in advance and dig a 8 x 10 feet deep and 100 x 150 feet long trenches near the tents of the yatri, the second group was given the task of installing the molded plastic toilets and bath on these trenches making them ready for use.

The third group had to clean the whole place after the marcher left, remove all sanitation units, while the fourth group was to transfer these sanitation units by trucks to the next halt.

In this manner, the NASA Foundation was able to ensure availability of clean and hygienic sanitation facility for the participants, both Indian and foreigners all along the route which passed through remote villages of Gujarat, where 40 per cent of the households lacked individual toilets.

This new challenge revealed a new facet of the NASA Foundation. Its staff worked tirelessly to provide the participants who marched 10-15 miles every day with clean, warm water for bath every evening. By providing some of the most basic of facilities, the Foundation helped maintain the health and hygiene of the participants. ■

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