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giving wisely

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A bi-monthly bulletin of Sampradaan Indian Centre for Philanthropy

Just Good Business

IN THE lobby at the London headquarters of Marks & Spencer, one of Britain's leading retailers, the words scroll relentlessly across a giant electronic ticker. They describe progress against "Plan A", a set of 100 worthy targets over five years. The company will help to give 15,000 children in Uganda a better education; it is saving 55,000 tonnes of CO2 in a year; it has recycled 48m clothes hangers; it is tripling sales of organic food; it aims to convert over 20m garments to Fairtrade cotton; every store has a dedicated "Plan A" champion. The M&S ticker says a lot about the current state of what is commonly known as corporate social responsibility (CSR). First, nobody much likes the CSR label. This is convoluted code for something simple: companies meaning (or seeming) to be good. Second, the scrolling list shows what a vast range of activities now comes under the doing-good umbrella. Third, the M&S ticker demonstrates that CSR is booming. A survey carried out for by the Economist Intelligence Unit, shows corporate responsibility rising sharply in global executive's priorities. None of this means that CSR has suddenly become a great idea. But in practice few big companies can now afford to ignore it. Beyond the corporate world, CSR is providing fertile ground for think-tanks and consultancies. Governments are taking an ever

keener interest: in Britain, for example, the 2006 Companies Act introduced a requirement for public companies to report on social and environmental matters. And the United Nations promotes corporate responsibility around the world through a New York-based group called the Global Compact. Business schools, for their part, are adding courses and specialized departments to keep their MBA students happy. "Demand for CSR activities has just soared in the past three years," says Thomas Cooley, the dean of New York University's Stern Business School.

Why the boom? For a number of reasons, companies are having to work harder to protect their reputation—and, by extension, the environment in which they do business. Scandals at Enron, WorldCom and elsewhere undermined trust in big business and led to heavy-handed government regulation. An ever-expanding army of non-governmental organizations (NGOs) stands ready to do battle with multinational companies at the slightest sign of misbehaviour. Myriad rankings and ratings put pressure on companies to report on their non-financial performance as well as on their financial results. And, more than ever, companies are being watched. Embarrassing news anywhere in the world — a child working on a piece of clothing with your company's brand on it, say - can be captured on

camera and published everywhere in an instant, thanks to the internet.

Now comes concern over climate change, probably the biggest single driver of growth in the CSR industry of late. The great green awakening is making company after company take a serious look at its own impact on the environment. It is no surprise, therefore, that 95% of CEOs surveyed last year by McKinsey, a consultancy, said that society now has higher expectations of business taking on public responsibilities than it did five years ago.

Investors too are starting to show more interest. For example, \$1 out of every \$9 under professional management in America now involves an element of "socially responsible investment", according to Geoffrey Heal of Columbia Business School.

As well as these external pressures, firms are also facing strong demand for CSR from their employees, so much so that it has become a serious part of the competition for talent. Ask almost any large company about the business rationale for its CSR efforts and you will be told that they help to motivate, attract and retain staff. "People want to work at a company where they share the values and the ethos," says Mike Kelly, head of CSR at the European arm of KPMG, an accounting firm.

(Source: *The Economist*, January 17, 2008)



Myths & Realities of Philanthrocapitalism

Michael Edwards

Over the last 12 months, my email has been deluged with news from conferences, speeches, newspaper articles and reports that promise to ‘save the world’ by revolutionizing philanthropy, making non-profit organizations operate like businesses, and creating new markets for goods and services that benefit society. The supporters of this approach, nicknamed ‘philanthrocapitalism’ for short, believe that business principles can be successfully combined with the search for social transformation. There’s no doubt that this is an important phenomenon. Very large sums of money have been generated for philanthropy, particularly in the finance and IT industries.

Despite its great potential, this movement is flawed in both its proposed means and its promised ends. It sees business methods as the answer to social problems, but offers little rigorous evidence or analysis to support this claim, and ignores strong evidence pointing in the opposite direction. Business will continue to be an inescapable part of the solution to global problems, and some methods drawn from business certainly have much to offer. But business will also be a cause of social problems. As Jim Collins, author of *Good to Great*, concluded in a recent book, ‘we must reject the idea – well-intentioned, but dead wrong – that the primary path

to greatness in the social sectors is to become more like a business.’ [1]

Philanthrocapitalism’s other promise is to achieve far-reaching transformation by resolving entrenched social problems, yet its lack of understanding of how change occurs guarantees that this promise is unlikely to be achieved. There’s a huge gulf between the hype surrounding this new philanthropy and its potential impact. Some of the newer philanthropists have come to recognize this – but too many remain captivated by the hype. Philanthrocapitalism has seized on an important part of the puzzle of how to square democracy with the market, but is in danger of passing itself off as the whole solution, downgrading the costs and trade-offs of extending business and market principles into social transformation. I argue that:

- The hype surrounding philanthrocapitalism runs far ahead of its ability to deliver real results. It’s time for more humility.
- The increasing concentration of wealth and power among philanthrocapitalists is unhealthy for democracy. It’s time for more accountability.
- The use of business and market thinking can damage civil society, which is the crucible of democratic politics and social transformation. It’s time to differentiate the two and reassert the independence of global citizen action.
- Philanthrocapitalism is a symptom of a disordered and profoundly unequal world. It hasn’t yet demonstrated that it provides the cure.

There’s justifiable excitement about the possibilities for progress in global health, agriculture and access to microcredit among the poor, stimulated by huge investments from the Gates Foundation, the Clinton Global Initiative and others.

Philanthrocapitalism may claim to attack the ‘greatest inequities’ in society, but those are caused by the nature of our economic system and the inability of politics to change it. Disparities in health and education are symptoms of those problems, and they will reappear elsewhere if the causes go unresolved. Philanthrocapitalism fails to recognize this basic lesson of history.

It’s time for a different kind of conversation, more open to different and dissenting voices. The outcome will be messy and uncomfortable for some, but it will be more democratic, and more effective in nurturing bold new approaches to social and economic change. Civil society should participate in this debate as a full and independent equal, proud of its traditions, self-confident about its achievements, and unafraid to reject or criticize business models that are inappropriate for its purpose. The result could indeed be a world transformed.

1 Jim Collins (2006) *Good to Great and the Social Sectors Century*.

Michael Edwards is Director of Governance and Civil Society at the Ford Foundation.

(Source: *Alliance*, Vol 13, No 1, April 2008)



Philanthropy for Play Grounds



Darell Hammond, Co-Founder and CEO, KaBOOM!, was a college student when he built his first playground. Within a few years he had helped create *KaBOOM!*, which since its establishment in 1995 has built or renovated more than thirteen hundred public playgrounds, skate parks, and sports fields in the United States. Recently, *Philanthropy News Digest* spoke with Hammond about the organization's evolution, its efforts to build a hundred new playgrounds in the Gulf Coast region, and why healthy, sustainable play spaces for kids should be considered a necessity rather than a luxury. (Excerpts)

Philanthropy News Digest: When you created KaBOOM! in 1995, there weren't many groups like it. To what do you attribute the organization's success?

Darell Hammond: Our fundamental premise is that individuals and communities can discover their own voice and power when they come together and do something. And because kids need places to play, you can solve both problems at the same time. Organizationally, I think we succeeded in part because we were slow and deliberate about building our product, our processes, and our people, rather than concentrating on our marketing and communications.

PND: Tell me about the Rally Strategy.

DH: Rally, which is brand new for KaBOOM!, is a public movement to build support for play. It's about building a sustainable, local movement and infrastructure which demonstrates that play is important. We know where the play opportunities are for kids, and we're going to advocate for a legislative

plan of action to improve the conditions that obstruct those opportunities as well as a plan to measure the gap between quality and distance. Last year, the first year for the initiative, we recognized thirty-one communities across the country that are making commitments to make play an important component and priority in their communities. But we need to do more. People are beginning to see that play is important to success in school and in fighting the obesity epidemic. They're beginning to see that it is an old-fashioned solution to a host of modern-day problems. But the thing we've got to do is turn interest into action, and Rally is the action we're asking people to take.

PND: Where does most of your support come from, is it from corporate funders?

DH: We recently reached the \$100-million-raise. Yes, most of that has come from a corporate fee-for-service model. We succeeded with communities and corporations that were trying to bring their employees together in team-building events. So we built a product based on a fee-

for-service model for corporations working side-by-side with communities to design, plan, and construct places where kids could play.

PND: After Hurricane Katrina, you partnered with a lot of organizations in the Gulf Coast region with the goal of building a hundred playgrounds. Why do you think it's important given all the other challenges the region faces?

DH: After the storm, I remember going down there and questioning whether we should be building playgrounds when there were so many other immediate needs in the region. But, whenever I said what I could offer was a playground, nobody ever said no. So we committed to building just one playground. It was the first permanent structure along the Gulf Coast to be built or rebuilt. More than 600 people turned up for the opening. And that's when I realized that play is not a luxury, it's a necessity. And when done right, it can have a multiplier effect in communities.



Philanthropy Education in India

By Dr.Chittaranjan Mohanty*

Philanthropic activities value an approach to philanthropy based on the intellect; humility, hospitality, creativity and interest needed to instill social innovation. Primarily, philanthropy intends to enhance the private contributions for public purposes through individuals, corporations and various foundations. From the time immemorial, people used to give wisely for the betterment of their fellow beings and the concept of philanthropy is considered as old as the human society itself. In our attempts to rebuild a culture of philanthropy, the concept like philanthropy deserves to be construed as a specific discipline like other subject in social and physical sciences.

The art of philanthropy seems to have reached great heights in the developed countries and there is a great need for this in the developing world. If we analyze the applicability of philanthropy, then we find that philanthropy is deeply rooted within the developmental sector. This means that whether public or private, both directly or indirectly intend to provide or give wisely to the poorest people in the society for their development.

Conceptual Understanding

Philanthropy itself requires further research in order to vivify the conceptual clarification. Today it has many connotations. While a philosophical understanding of



philanthropy might focus on its religious bearing, but analytical understanding has to go beyond this to take cognizance of both the historically evolving forms as well as the sociological functions. Philanthropy should provide interdisciplinary forum for the exploration of issues, which is quite imperative for the development of gender, racial, ethnic, religious and various economic in the realm of social existence. It would not only sustain the emergence of civil society but it would explore the organizational aspect of the existing civil society. We can no longer ignore the colonial understanding about philanthropy just like as for the social services, the care for the poor and needy through the organized effort. That's why we need to have a leading umbrella organization for voluntary sector which examines how governance in such sector is evolving through philanthropy. As the civil society organization, charities, Trusts and other philanthropy institutions grow in numbers, there is a need to

review the governance and see whether it is fit for expected purposes.

Today the corporate sector has got down from profit making to profit sharing with the poorest people in the country like India through the philanthropic practices. However, there is a lack of appropriate understanding and appreciation of the role of philanthropy in social change and development. Also, there are no research development, no periodical surveys, no adequate national data and no documentation of the outstanding instances of philanthropy sector. Therefore, we are unable to explore what motivates people as well as donor agency to give wisely or what is the motto behind such giving.

Another area of studies could be related to what kind of policies would foster giving and volunteering. Of late, many corporates are becoming increasingly indulgent in the community in the areas of education, housing, childcare, environment and so on so forth, to ensure a better life for the poor.

Philanthropy sector requires strategic research oriented activities in order to boost to the development sector. This systematic research would be helpful in understanding the problems of community in the society.

(To be concluded)

* Dr.Chittaranjan Mohanty is Programme Assistant at Sampradaan Indian Centre for Philanthropy.



Forging Partnerships

As we look to what's in store for in 2008, a mega trend that will continue to permeate the cause space is the move from transactional relationships to true partnerships. In this, partnership can and will be defined as a mutually beneficial and respectful relationship that meets the business goals and objectives of both partners while protecting and enhancing the overall mission of each brand. As you make resolutions to forge longer, stronger partnerships, here is a tool from Kristian at Cone's bag of tricks to help you get there (<http://www.doyoustandforsomething.com/2007/12/forging-partner.html>):

Partnership Bill of Rights

As a corporate partner, you ask your nonprofit partner to:

- Value you as a partner in achieving your shared mission
- Work together to drive positive social and business impacts
- Build a relationship with you as a key member of your team
- Respect and protect the integrity of your brand
- Recognize your capabilities and capitalize on them
- Remain open to creating new solutions to shared challenges
- Cultivate direct and constructive communication
- Publicly recognize your commitment and societal impact
- Establish realistic expectations and deadlines

- Give you the tools and information you need to be successful

And as a nonprofit partner, you ask your corporate partners to:

- Value you as a partner in achieving your shared mission



- Work together to drive positive social and business impacts
 - Strive to build a relationship that exceeds your expectations
 - Respect and protect the integrity of your brand
 - Engage you in ongoing, meaningful and honest dialogue
 - Share responsibility for the success of your relationship
 - Provide you with a talented, creative and experienced team
 - Do what it takes to meet your key objectives
 - Set realistic expectations and deadlines
 - Publicly recognize your commitment
- How can you get your message out to Generation Y?

Gen Y messaging isn't overly-difficult, but it does involve careful planning and execution according to "How to Tell Your Story to Generation Y", Sam Davidson (Thursday, September 20, 2007), <http://www.coolpeoplecare.org/blog/2007/09/20/howgeny>. While average donations and volunteer time may be smaller and less consistent, the goal should be to develop a relationship that lasts for years to come.

- Get digital. While direct mail may work for you, online communications work best for Gen Y'ers.
- Get relevant. Once you're online, you've got to make your message relevant to your readers. AdSense has made most ads people see on Web sites relevant to the content, so your message must blend in with their interests and passions.
- Get simple. Attention spans are decreasing faster than the icecaps. If you can't say it in less than 100 words, you won't have any takers. Your initial message only needs to result in the next step, not every step.
- Get practical. Don't ask for a big donation. Instead, ask them to do something during a commercial break or while they're killing time before getting to work. Ask them to spare you some pocket change.
- Get original. An original and creative idea (think sticky) has a better chance of getting these folks to take the next step



Advertising | Doing Good to Look Good

Campaigns designed around social issues help companies differentiate their brands from the competition, attract investors and create a favourable impression on trade bodies

Consumer electronics company TCL India Holdings Pvt. Ltd, a subsidiary of China's TCL Corp., launched a health awareness campaign in December through which it offered free health check-ups for consumers who visited any of its 24 retail branches in India. For a company that sells television sets and air conditioners, this new focus on health is part of its marketing strategy to differentiate itself from other consumer durable players in the market, and appeal to consumer mindsets.

"If you want to stand out in the market, you have to sell yourself in ways that interest consumers, and health consciousness is gaining importance among Indians today," says Sudhanshu Bhandari, assistant marketing manager, TCL. "Besides, no other consumer durable player has taken a stand on health," he adds.

Like TCL, several other companies are marketing their brands around social issues that appeal to consumers and strike an emotional chord.

"Social awareness among consumers is going up. They (consumers) are also feeling exploited by commercial messages that are 'in your face' at every touch point," says Sunder Raman, managing director, MindShare, a leading media buying agency.

This concept first became popular among fast moving consumer goods (FMCG) firms such as Hindustan Unilever Ltd (HUL), ITC Ltd and the Procter and Gamble Co. (P&G) that advertised their company's cause-marketing initiatives which involved donating a certain percentage of sales on select items towards a social cause.

ITC's Aashirwaad brand of wheat and flour, Sunfeast biscuits and Classmate stationery have supported rainwater harvesting, afforestation and rural education through cause marketing, while HUL's Surf Excel and Pond's cream promoted education through scholarships and fought for women's empowerment through a collaboration with the United Nations Development Fund for Women (Unifem). But now companies are carefully choosing the initiatives they advertise as a means to counter public perception of

unfavourable practices that have been linked to their businesses.

For instance, cola companies that have been blamed for depleting water resources and exploiting child labour have messages that counter such perceptions. Coca-Cola India Inc.'s recent "Drops of Joy" campaign features an emotional narrative from one of the 80 men of the Benares Deaf and Dumb Institute who have been given employment as bottle inspectors at Coca-Cola's bottling plant at Varanasi. And rival PepsiCo India Holdings Pvt. Ltd is also in the process of seeking approval from its head office to roll out a campaign based on its corporate social responsibility (CSR) activities on water and waste management, a senior executive of the company, who did not wish to be named, confirmed.

Some companies, meanwhile, are adopting social activities so that they can build a better connect with their consumers. Tata Tea Ltd, a tea manufacturing company, for instance, believes that one of the best ways to connect with consumers is to address issues that matter to them. The company recently tied up with the Jaago India Foundation—a Mumbai-based social awareness organization launched in October by Maverick Media Ltd, a production house—for an online initiative targeting youth on social and environmental issues. Tata Tea then launched an aggressive marketing campaign called "Jaago Re", which includes a 40-second television commercial and six smaller ones, along with initiatives on print, radio and outdoor media. "There is a realization among corporates to address societal issues. It is a Page 3 phenomenon on the corporate front, where these companies want to be recognized by (the) government and trade bodies for the work they do for the betterment of society," says N. Bhaskara Rao, chairman, Centre for Media Studies. Industry experts believe the reason behind the sudden surge in social advertising is that marketing wars on the basis of quality, technology and price have not succeeded in a fiercely competitive market, thereby pushing companies to address social issues as a product or service differentiator.

(Source: HT Live Mint, January 13, 2008)



Maharashtra School Gives Love, Hope to Shunned Children

Bhoogaon (Maharashtra): In a smart blue tunic and red ribbons in her hair, 12-year-old Komal's laughing eyes hide a fear of death that stalks every student in her village school.

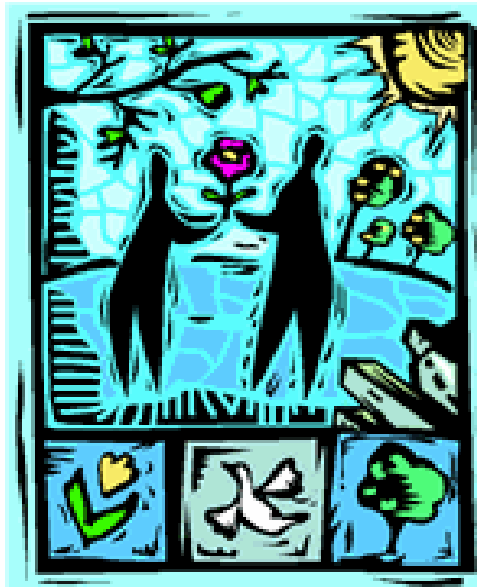
Within months or years she could be dead, but while she lives she is fulfilling a dream—of going to school again after she was expelled from previous one because she was infected with HIV.

“They used to throw water on me and tear up my books,” Komal says as she reminisced about her days at regular school. “Still, I wanted to go to school, but one day my teacher said don't come back.”

At Gokul, a school for HIV-infected children in this dusty village north of Mumbai, each student has a heart-wrenching tale of discrimination and suffering.

Common fate: HIV-infected children eat lunch at a school for them in Bhoogaon, some 130km from Mumbai. Stigmas and discrimination continue to hound people infected with HIV/AIDS in India, with hospitals turning away patients and regular schools throwing out the affected children. The disease orphaned all of them, some were thrown out of school for their HIV status or abandoned by families. All got the virus from their mothers. The school is among only a few across the country run by voluntary groups, where infected children expelled by “normal” schools receive education.

Children do not figure on India's estimate of 2.5 million people infected with HIV, but the government says about 50,000 children below 15 years are infected by the virus every year.



Among the students in Bhoogaon is Ramesh, whose father, his care-giver says, infected his mother because he wanted her to suffer his deadly fate. All the students are aware of the fatal nature of their ailment. Seven children have died at the school in the past few years. All of the school's 53 pupils are HIV positive, but none has AIDS yet and they are receiving expensive antiretroviral treatment. “When one of us falls sick and is taken to hospital we keep wondering if he or she is going to come back,” says Ramesh. Some of them remember cremating their parents and then being subjected to torture by their relatives and finally fleeing

home. “Gokul was born out of the social rejection of these children,” says Ujwala Lawate, the school's managing trustee. “Some of them were sent from government remand homes, some we picked up from villages and some were brought in by their families.” The residential school, the size of half a football field, has students ranging from two to 16 years. “Villagers threatened us. They said our children were a risk,” says Lawate. “In fact they said if our children bit their children they could get AIDS.” The locals relented after government health workers intervened and promised to keep the children within the confines of the school's high walls. Lawate says her school is an effort to provide dignity and purpose to the lives of HIV-infected children, but she has critics as well. “Instead of separate schools we should fight for equal rights of an HIV/AIDS child,” says Meena Sheshu, whose state-based anti-AIDS group Sangram opposes Lawate's efforts.

“No child should be thrown out of a school. But a separate school only institutionalizes the stigma and discrimination.”

The government's stand is ambiguous. It provides financial aid to schools such as Gokul and says no school should turn away any student, but at the same time the government has yet to ban discrimination against those with HIV/AIDS.

(Source: *HT Live Mint*, January 14, 2008)

Google's Offering to NGOs



The Internet search company Google has opened a **new portal** for nonprofit groups that explains how to adopt various Google features and software for charitable work. The Google “suite” of applications includes an e-mail program, mapping software, blog software, tools to analyze Internet traffic, and a grants search engine, among other items.

These applications are free for nonprofit groups, and the new site offers tips on how to use the applications for philanthropy. For instance, the site suggests that an environmental group could use the maps feature to take donors on a “virtual tour” of land it is trying to conserve. Or a group could use the calendar feature to help send reminders to donors about upcoming events. For non-technical people, each application’s page on the site comes with a video tutorial to explain how it works. The pages also include instructions on how to set up accounts, as well as provides links to outside groups that have incorporated a Google application into their daily work. Google supports a number of philanthropic programs through its **Google.org** site, but the new portal is not part of that venture. Instead, it extends services for Google.com, the for-profit company, to the nonprofit world. The project was put together by Google employees who came together on their own to work on it.

US Charity List Topped by Living Donors for First Time

New York: US philanthropists are increasingly giving during their lifetimes rather than after their deaths, with the 50 most generous Americans committing \$7.3bn to charity in 2007, according to the Chronicle of Philanthropy.

That figure is up slightly from 2006, when donors made gifts of \$6.6bn (•4.5bn, £3.4bn), excluding Warren Buffett’s historic donations of \$43.5bn. “We had more living donors in 2007 than gifts through bequests,” said Stacy Palmer, Chronicle editor. “More people are giving while they are alive as they see urgent needs and want to take care of them. They also want to be involved in giving away their money and not just leaving it to their heirs.”

Last year was the first time since the Chronicle started compiling the list in 2000 that all 10 of the biggest gifts came from living donors.

Palmer said 2007 was an “extraordinary” year, given that there were 20 gifts of at least \$100m at a time when there were fears about the economy. Universities, museums and libraries were among the biggest beneficiaries.

Twenty of the top 50 donors gave to their private foundations.

Palmer attributed some of the largesse to Mr Buffett, who in June 2006 pledged the bulk of his fortune to charity - mainly to the Bill & Melinda Gates Foundation. His gift inspired others to think about their philanthropy, she said, adding: “Buffett is not on this year’s list but you can see his fingerprints on it.”

Topping the Philanthropy 50 list is Barron Hilton, former co-chairman of Hilton Hotels. Last December he pledged \$1.2bn, his windfall from the recent sale of the Hilton Hotels Corporation and the pending sale of Harrah’s Entertainment, the world’s biggest casino company, to the Conrad N. Hilton Foundation established by his father. Hilton also said that he intended to follow further in his father’s footsteps by giving 97 per cent of his fortune to the foundation when he died.

Among the top 10 givers in 2007 were: Jon and Karen Huntsman (\$750m); T. Denny Sanford and George Soros (\$474.6m); John Kluge (\$400m); Sanford and Joan Weill (\$328.5m); Michael Bloomberg, New York City’s mayor (\$205m); T. Boone Pickens (\$200.8m); Robert Day (\$200m); and Eli and Edythe Broad (\$176m).

Palmer noted that two bequests, from the hotel magnate Leona Helmsley and Helen Walton, widow of the Wal-Mart founder Sam Walton, would probably have led the list, but their multi-billion-dollar estates had not yet been settled. As for the outlook for 2008, “all indications are that the very wealthy are doing well enough and will continue to be generous”, Palmer said. (Source: *Financial Times*, January 15, 2008)



Eight Charities Win MacArthur Prizes

Nonprofit groups that promote human rights in Russia, protect the environment in Madagascar, and improve public radio in the United States are among the winners of a foundation prize recognizing the contributions of small, adept organizations around the world. Eight nonprofit groups — three in the United States and five abroad, one of which from India, will each receive up to \$500,000 from the John D. and Catherine T. MacArthur Foundation, in Chicago, as this year's winners of the MacArthur Award for Creative and Effective Institutions. The award, first handed out in 2006, was created as a counterpart to the foundation's renowned fellows program, often called the genius prize. "MacArthur has been known for its recognition of creative individuals," says the foundation's president, Jonathan Fanton. "With these new awards, we wanted to also celebrate and support creative institutions, especially small ones that make a huge difference." Like the fellows program, there is no application process — any nonprofit organization with an annual budget of less than \$2.5-million that has ever received a MacArthur grant is eligible — and the money comes with no strings attached. Foundation program officers nominated the charity winners from a pool of more than 1,000 eligible organizations.

Improving Data Collection: This year's award winners say they will use the money for a variety of purposes, including buying new office space, expanding their ability to do

research, and establishing a reserve fund. Project Match, a Chicago group that studies work-force trends and runs programs to help keep low-income people employed, will use some of its prize to improve its data gathering.

PRX Public Radio Exchange, in Cambridge, Mass., which provides independently produced programming to public radio stations around the country, will spend some of its money improving its software and other technology capabilities. Among other efforts, the group wants to allow its Web-site users to be able to create their own playlists of audio pieces — from the more than 20,000 available — thus helping to curate and organize collections of works for use online or for broadcast. The MacArthur foundation will award a total of \$2.4-million in this year's prizes, \$350,000 each to the winning groups with annual budgets of less than \$1-million, and \$500,000 each to the groups with budgets between \$1-million and \$2.5-million. Along with Project Match and PRX, the other winners were: Centro de Derechos Humanos de la Montana, a human-rights group in Mexico; the Juvenile Law Center, in Philadelphia; the Kazan Human Rights Center, in Russia; the Legal Defence and Assistance Project, in Nigeria; Sangath, a mental-health organization for children in India; and the Tany Meva Foundation, an environmental group in Madagascar.

(Source: The Chronicle of Philanthropy, April 9, 2008)

Chevrolet Commits Up to \$1 Million to Build Awareness of Autism

Chevrolet, in partnership with for Autism Speaks, has announced a new promotion to help generate up to \$1 million to fund research and create greater awareness of the disorder. The company will commit at least \$500,000 and contribute additional funds for every person who takes a "virtual test drive" of one of its new cars during April, which is Autism Awareness Month.

Individuals can participate in a virtual test drive by visiting the Autism Speaks, Chevrolet, or General Motors Web sites. Autism is a complex neurobiological disorder that impairs a person's ability to communicate and relate to others. More common than pediatric cancer, diabetes, and AIDS combined, the disorder occurs in all racial, ethnic, and social groups and is four times more likely to strike in boys than girls.

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