Credit Suisse Philanthropists Forum 2012

WORKSHOP IN PARTNERSHIP WITH THE NATIONAL UNIVERSITY OF SINGAPORE

November 16, 2012
Plenary Session One
Maximising Impact through Collaborative Giving

Chair

Dr Rob John
Asia Centre for Social Entrepreneurship & Philanthropy (ACSEP)
NUS Business School

Panel

Ken Ito
Keio University, Tokyo

Liza Green
New Day Asia, Hong Kong

Deval Sanghavi
Dasra, India
Ken Ito
Social Venture Partners
Tokyo
1. **SVP Tokyo – Adaptation of venture philanthropy model in US**

**SVP Tokyo**
- The first Asian affiliate organization of Social Venture Partners International since Oct 2006
- Partnership of 90+ partner members
- Supported 24 innovative non-profit and SEs with $300K funding
- Intensive hands-on support – 10-15 hours a week work by skilled volunteers

**Social Venture Partners International**
- A venture philanthropy organization started in 1997 in Seattle, Washington
- 29 affiliate organizations with 2,400 partners in North America
- Accumulated investment : US$46MM in over 500 non-profit

Adapting SVP framework into Japanese environment with modified model
2. SVP Tokyo’s Objectives – Motivation

SVP Tokyo’ Dual Mission

Create ecosystem for supporting innovative non-profits and SEs
- Innovative business model which can leverage limited resource
- Improved management capability of non-profit organization
- Sustainable value creation to beneficiary
- Social impact to the community – “Systemic Change”

Growth and development of “Engaged Philanthropists”
- Discovery of self-value through volunteering as a professional
- Self-realization by contribution to a solution to a social issue
- New lifestyle as a engaged philanthropist

SVP Tokyo focus on development of innovative non-profit and social enterprises
and creation of new lifestyle as engaged philanthropist
3. **SVP Tokyo’s Operation Model – Method (1)**

**Engagement Model: Provide Funding and Capacity Building Trainings**

- Grant making cycle: *once a year* to *invest in innovative non-profit organization*
- *SVP Tokyo provide funding to investee organizations with a unit of Yen one million per year with minimum 2 years of commitment*
- *SVP Tokyo also provide capacity building training and management support to the investee*
4. SVP Tokyo’s Operation Model – Method (2)

- SVP Tokyo partners involve in investees’ strategic planning before making final grant decision which also provide important information for due diligence.
- Projects to support investees are structured based on capacity assessment conducted and reviewed annually.
- Monitoring of organizational performance is conducted regularly and reviewed in a quarterly basis.

Hands-on Support for Enhanced Organizational Capability
## 5. SVP Tokyo’s Objectives – Means

### Examples of Capacity Building Trainings

<table>
<thead>
<tr>
<th>Area of Improvement</th>
<th>By Whom (SVP Tokyo Partner)</th>
<th>Description of Trainings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publicity</td>
<td>Journalist in a National Newspaper</td>
<td>“How to Write a Effective Press-Release” Workshop to Increase Media Exposure</td>
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<tr>
<td>Fund Raising</td>
<td>Certified Fund Raiser in Gov Aid Agency</td>
<td>Fund Raising Strategy Planning Workshop / Progress Monitoring and Advise</td>
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<tr>
<td>Strategy</td>
<td>Ex-McKinsey Venture Capitalist</td>
<td>Strategy Building Business Plan Analysis</td>
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<tr>
<td>Accounting Process</td>
<td>Business Process Analyst</td>
<td>Configuration of Package Accounting Software/ Accounting Process Analysis</td>
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**Capacity Training Utilizing Partner’s Business Expertise**
Investee Case: Florence

- A non-profit to provide temporary nursery for infants with slight sickness

Year of Establishment: 2005

Annual Sales: Yen 300MM

Business Model: Child care services to infants who has slight sickness or fever

Social Issue: Nuclear families in metropolitan Tokyo has critical needs for such service especially in case both of the parents work in a full time basis (Only 2% of public nursery provide care for infants with fever)

Revenue Model: Membership fee costs $100-$120 a month (variable depending on service usage) and a member is eligible for on-call pickup of children and nursery service with clinical consideration

Innovation:
To fill the gap between government/private nursery and real needs of young families

SVP Tokyo’s Support: Building business strategy, financial planning, publicity and provision of IT facilities
Thank you very much

Contact me at itok@sfc.keio.ac.jp
New Day Asia

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Inspiration of New Day

- Observed the human tragedy of trafficking and the sex industry in Asia
  - Focus on addressing a specific area
- Active as well as passive engagement
  - Create a tool for others to get more involved
  - Break through the paralysis
  - Know exactly where and how funds are spent
  - Learn more about the issues affecting society
  - Experience first hand in order to convey insights to others
- Filling the gap
  - Support small, grass roots programs that may struggle to be funded
- Giving back in Asia
  - Mechanism to actively contribute to the society that gives them so much
Structure: Keeping it Simple

- Donor circle
  - Monthly direct debit / low entry point (affordable giving)
  - High membership retention
  - Budget forecasts
- Corporate and foundation partnerships
- 100% volunteer based
- Zero overhead
- Zero “fundraising”
How are we doing?

• Current membership
  • > 80 members - consistent growth since inception
  • Annual income of USD70k from members
  • Supplemented by corporate co-funding of USD25k (Linklaters / Norton Rose)

• Funding
  • USD343,000 disbursed to 15 charities in China, India, Nepal, Cambodia, Vietnam, Lao and Hong Kong since founding

• Size
  • Average project funding of USD10k – 20k

• Current focus
  • Creating long term impact by repeat funding for 4-5 projects
Seng Home, China

- Introduced by member
- 3 grants to date
- Significant challenges
- Meaningful engagement
- Impact:
  - core needs provided
  - funding security
  - more girls with more opportunities
What we have learnt

- Flexibility is key
- Be an impactful early donor
- Determine boundaries of influence
- Balance growth with realities of volunteer model
Successes of our Model

- Simplicity
- Build relationships
- Tool for others
- Outsourced CSR
- Showcase for charities
- Charity driven
- Site visits
- Changing our lives
Thank you!

New Day

www.newdayasia.org
Deval Sanghavi
Dasra
Why Collaborative Giving?

- **New wealth creation** in India over the past 20 years
- Individual philanthropists want to help **solve India’s problems**
- India now has a number of **large, efficient and trustworthy NGOs**
- Interest in **funding programs and solutions**, not just institutions
- Philanthropists are interested in using their **skills** as well as money
- Philanthropic giving is **challenging to do alone**
- Collaborative giving helps **build a community** of philanthropists
**Dasra Giving Circles:**
Enabling Strategic Philanthropy

- Use Dasra research to learn about **effective and scalable** interventions
- Evaluate business plans from **the leading non profits in the sector**
- **Engage** like-minded philanthropists in robust dialogue
- Collectively select a non profit to support
- Multiply your funding by **10x** by giving collaboratively
## Resources: Beyond Funding

The Dasra Giving Circle enables philanthropists to invest in the best, and to scale organizations that will impact the lives of millions in India.

### Support to Organization

- Providing Strategic Focus
- Leadership Development for Senior Management
- Operationalizing Growth Plans
- Improving Org. Structure
- Hiring Staff, Staff Development
- Implementing Financial Reporting Systems

### Support to DGC

- Site Visits
- Monthly Updates
- Quarterly Reports
- Quarterly Calls with org. Senior Management and Dasra
- Dialogue amongst DGC Members
- Events/Happenings at Org. Org. in the News
SNEHA works with slum communities in Mumbai and the Government Healthcare System to reduce all forms of malnutrition amongst children.

**Projected Budget Growth (USD):**
- Pre-DGC: 36,000
- Post-DGC: 900,000
  - Growth: 25x

**Projected Staff Growth:**
- Pre-DGC: 10
- Post-DGC: 130
  - Growth: 13x

**Projected Outreach (households):**
- Pre-DGC: 10,000
- Post-DGC: 300,000
  - Growth: 30x
Thank you

Visit us at: www.dasra.org
Q&A

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