

The graphic features a light grey background with several large, irregular, teal-colored shapes that resemble torn paper or abstract brushstrokes. The text is arranged in five horizontal bands, each with a different background color: teal, orange, orange, teal, and teal. The text is in a bold, white, sans-serif font.

5TH

OLGA

ALEXEEVA

MEMORIAL

PRIZE

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Olga Alexeeva

OLGA ALEXEEVA MEMORIAL PRIZE

Olga Alexeeva made her name as a leader in her native Russia where she was an inspiration and engine behind many innovations in the emerging philanthropic sector, including development of community foundations, employee and online giving, growth of high net worth philanthropic giving and corporate social responsibility.

Her integrity, values and passion made her a role model for new emerging leaders in the sector, and she is still warmly remembered by many. Her legacy lives on in the work of CAF Russia, which she led for many years, and in many other organizations that she nurtured and helped to develop.

Olga worked tirelessly to develop philanthropy in many other countries of the world, and this was the mission of Philanthropy Bridge Foundation, the organization she founded a year before she died in 2011.

Set up to celebrate Olga Alexeeva's legacy, the Olga Alexeeva Memorial Prize is for an individual 'who has demonstrated remarkable leadership, creativity and results in developing philanthropy for progressive social change in an emerging market country or countries'.

Through all of its activities the Olga Alexeeva Memorial Prize aims to:

- Raise the profile of philanthropy in parts of the world where it is not well known, and showcase excellent examples of social justice philanthropy and innovative grantmaking from across the world
- Recognize visionary leaders around the world and support their activities
- Recognize and encourage innovative and creative forms of philanthropy
- Provide valuable resources on philanthropy in emerging market countries
- Keep the memory of Olga Alexeeva and what she stood for alive

Thanks to the support of our donors, all finalists are funded to attend a global philanthropy conference and given a platform to share their work – both at the conference and in this supplement. This year, the finalists will be funded to attend *Investing in Philanthropy Development - WINGS International Meeting for Funders* in Barcelona, 26-27 March. The overall winner receives a prize of £5,000 to be used at their discretion.

'Winning the Olga Prize was very important for me personally and also for its impact on the Chinese philanthropy sector. The Olga Prize gave me and my colleagues an example and a benchmark in this field and brought a new vision to Chinese philanthropy.'

He Daofeng, China Foundation for Poverty Alleviation (CFPA), 2014 Olga Alexeeva Memorial Prize winner

PAST WINNERS



Jane Weru and Kingsley Mucheke

The First Olga Alexeeva Memorial Prize was awarded in 2013 to **Jane Weru** and **Kingsley Mucheke** of the Akiba Mashinani Trust, Kenya 'for their innovative work to build assets among the most marginalized community in Kenya - landless slum dwellers - and for the way they have developed a philanthropic mechanism to support transformational efforts by that community'.



He Daofeng

The Second Olga Alexeeva Memorial Prize was awarded in 2014 to **He Daofeng**, CEO of the China Foundation for Poverty Alleviation (CFPA) and chair of the board of the China Foundation Center, for his 'significant, creative, far-reaching and, at times, courageous contributions to expanding the field of Chinese philanthropy and putting it on a trajectory to support progressive social change'.



Alina Porumb

The Third Olga Alexeeva Memorial Prize was awarded in 2015 to **Alina Porumb**, strategic philanthropy programme director of Romania's Association for Community Relations (ARC), for 'the scale and quality of her accomplishments; her indefatigable and inspiring leadership in support of the development of community foundations across Romania; her intellectual leadership and her outreach internationally'.



Bhekinkosi Moyo

The Fourth Olga Alexeeva Memorial Prize was awarded in 2016 to **Bhekinkosi Moyo**, executive director of the Southern Africa Trust and chair of the Africa Philanthropy Network, for 'his broad and long-term contribution to African philanthropy, playing different roles and critically contributing to building African institutions and networks ... dedicated to strengthening philanthropy in Africa and helping to create the potential to achieve progressive social change in a sustained manner'.



Henry Tims & Asha Curran

92Y #GivingTuesday, USA p10



Frederick Mulder

The Funding Network, UK p08



Priya Naik

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Puja Marwaha

CRY, India p14



Florencia Roitstein

Ellas: Women & Philanthropy, Argentina p06



Smita Ramakrishna

Rang De, India p16

FINALISTS FOR THE 5TH OLGA ALEXEEVA MEMORIAL PRIZE

FLORENCIA ROITSTEIN

Florencia Roitstein,
ELLA-Mujeres y
Filantropía,
Argentina



Florencia Roitstein worked in the public, private and non-profit sectors, including a stint as under-secretary of state for sustainable development in Argentina, before setting up ELLAS-Women and Philanthropy, which she describes as a philanthropic movement for the common good.

The initiatives it has launched include a website devoted to the role of women in philanthropy, the first Spanish-language handbook for developing women's giving circles, two women's giving circles in Argentina, and a philanthropy initiative involving one of the wealthiest families in Buenos Aires.

She believes that philanthropy led by women is a key element of stronger civil societies and greater social justice and democracy. In addition to promoting the role of women in philanthropy in Latin America, she

has led cross-sector partnerships, such as the collaboration between the Fondo de Mujeres del Sur (Argentina, Paraguay and Uruguay) and Argentine retailer, Garbarino, in a programme to advance the role of poor women in technology.

Determined to democratise philanthropy, she would like to see '...Latin American philanthropy as a movement that has no offices, no assets of its own, but with millions of volunteers and mobilizing billions in money and local resources for the common good.'

In her own words...

'Latin America is the most unequal region of the world in terms of access to water, education, health, etc, and in terms of opportunities for women's empowerment and development, so I came up with the idea of an initiative that would promote philanthropy for

women by women. I called Andres Thompson, who is an expert on the region's civil society, and said, "I have this idea. Do you know of any other initiative in the region like it?". He said, "No, but I'd love to do it with you," so that's the way it started and we have run the project together. It's

"People don't realize the correlation between philanthropy and the strength of the third sector and therefore democracy."

on a completely voluntary basis. We don't get any money. Generally speaking in the world of NGOs, people say, "we don't have money, so we can't do this, we can't do that". The whole idea of the project was to show that we can make social change without creating an institution and that, without resources except for people like Andres and myself who are committed, we have the expertise and can inspire others to join us. Every initiative of the programme has been undertaken without a single dollar in funding.

From my perspective, the big philanthropy institutions lack innovation, they lack reach, they lack understanding of the complexity and the ecosystem of social development. It's disappointing that there are so many organizations working in philanthropy that are very conventional in the way in which they operate and think.

I always work from a multi-stakeholder perspective so in every initiative I do, I include people from the public sector, from the private sector, from NGOs and from the media, to put all this experience and understanding of reality together, so I'd say one of my biggest achievements is to inspire people from other sectors to join the

initiatives, either ELLAS, or those I put together through ELLAS.

We have two big projects on hand, one short-term and one long-term. The short-term one is that we are writing a book on women and philanthropy in Latin America in order to give visibility to new forms which are trying to understand the complexity of social change. We expect to finish that at the end of this year. The long-term project is that we are creating a school of philanthropy for the whole region, based on one we ran successfully for the Fondo Region Colonia in Uruguay in 2017.

Governments have not been able to instigate change in Latin America, even in times of economic success - even in Argentina we still have 35 per cent living in poverty - so we need to change the rules and the only way is by making people realize that they have to get involved to create social change. People don't realize the correlation between philanthropy and the strength of the third sector and therefore democracy. We need to raise awareness of that relationship because democracy is so weak in the whole region now. That's the biggest challenge for philanthropy in Argentina, to be able to show that.'

FREDERICK MULDER

Frederick
Mulder, founder,
the Funding
Network, UK



The Funding Network (TFN) was co-founded in the UK in 2002 by Frederick Mulder. It holds over 20 live crowdfunding events in the UK and Ireland every year and has raised more than £10 million, from over 10,000 individual givers, for 1,500 grassroots social change projects.

In 2012, Mulder helped to launch TFN International. The programme has affiliates in Canada, the US, Poland, Slovakia, Hungary, Serbia, Ireland, Bulgaria, Rumania, Turkey, South Africa, Singapore, Australia and New Zealand and is also beginning to work with partners in Russia, Albania, Mexico, Palestine, Italy, France and Kenya. Since the programme launched, over \$2.8 million has been raised for more than 400 social

change projects internationally. Not only are the funds raised significant, but their recipients are often the worst-served by philanthropy or state provision – small, local social change projects, often working on the needs and rights of marginalized groups such as LGBTQ, asylum seekers, Roma and the mentally ill, raising awareness of their plight and strengthening community ties in the process.

In his own words...

‘In 2002, four of us formed a peer group of givers and I figured that if we wanted to work together there must be a market for others who wanted to be involved in giving with other people in a setting where a group (3-4 each event) of organizations could pitch live, with a level playing field – asking for the same amount of money and given the

same amount of time to pitch and answer questions etc. We also wanted the giving to be live and public, and although we wondered whether complete strangers would be willing to call out amounts in front of each other, we tried it, and it’s been a real part of its success. It makes people feel they’re making something happen as a group and doing it instantly.

Having live funding events is still our thing. My own charitable foundation is currently providing a grant to any organization that wants to use the TFN model in a new city. We’ve had 17 new takers in the last nine months, which is great. It’s not a huge amount of money but sometimes it just takes someone to invest, say, the first thousand euros for the venue in the projects that present, which gives people the courage to get started.

All my personal philanthropy has been devoted to the people you don’t see – not only people in overseas communities, but also future generations because they get the least voice. To me, the environment isn’t about hugging trees, it’s about protecting the rights of future generations. I take the line that if we don’t preserve the resources future generations need, we’re stealing from them.

The biggest achievement for me is having started an organization that’s easily replicable. When I started it, I hoped it would spread to a few cities in England but I never dreamed that it would be all over the world and now my ambition is to have us be the most extensive live crowdfunding

“To me, the environment isn’t about hugging trees, it’s about protecting the rights of future generations. I take the line that if we don’t preserve the resources future generations need, we’re stealing from them.”

organization in the world. We’re in 17 countries but we’re not in Africa or South America and we’re not in any of the big countries in Asia. Those are the obvious places I’d love to see us develop over the next five years.

The challenges of spreading the model are very different in different places. We face real challenges in countries where governments are now tending to restrict the actions of NGOs – I’m delighted that we’re getting started in Russia because if the model can work there, it can work anywhere. In most new places we’re trying to provide a platform for local people to present projects that affect the local constituency. Obviously, we have a social change bias. I make no bones about the fact that those of us who started it wanted to use it to change the world in some way. And because so much attention from charities goes to cultivating big donors and it felt to me that the middle classes had been left out of that, I wanted to create a setting where ordinary people could see and hear about what needed to be done, and where together they could make the projects happen. I’m delighted it’s gone so well.’



Henry Timms and Asha Curran, representing the #GivingTuesday movement

In 2012 New York non-profit 92Y came up with the idea of a campaign to celebrate and encourage giving to counterbalance the growing commercialism of Black Friday and Cyber Monday.

So simple is the concept of #GivingTuesday and so strong its appeal that it has spread rapidly, with 40 countries taking part in 2017, more than half of them from emerging or developing countries. Moreover, some of those adopting the model – among them Brazil, Uruguay, Uganda, Liberia, Russia, India and Singapore – have vastly different philanthropic cultures.

The movement has not only encouraged increased giving, it has inspired creativity and innovation among fundraisers and social impact initiatives and has often also succeeded in overcoming suspicion of the charitable sector in many of

the countries of its operation. To give one example, in Brazil #Diadedoar (as it is known locally) reached 16 million people on social media in 2017 and generated over \$250,000 in donations.

If the simplicity of the concept is one reason for its success, the leadership of Henry Timms, Asha Curran and others of the 92Y team, as well as those who have led the campaign in other countries, is another. 92Y developed a deliberately decentralized movement which embraces innovation and co-creation in order to encourage national, regional and local leaders to fit the movement to the needs of their countries.

In their own words...

Henry: 'The original idea was that after Black Friday and Cyber Monday, two days that are all about consumption, could we create a day that was all about giving and reverse the dynamics a bit? We also intended that this wasn't going to be owned by

a small number of people so we never branded #GivingTuesday. It's now in 100 countries, but its success – and the most important part of the story for us – is because local leaders have made it more meaningful for them and because literally hundreds of people have grabbed this idea and

made it more powerful. The more the lens is on the country leaders, the better. #GivingTuesday works because we've never made it about the centre. We've always made it about the network.'

Asha: 'That an idea like this can be so powerful in places that are so different really speaks to something that we all share. There may be pockets or sectors that don't quite get #GivingTuesday and don't make the best of it, but we don't need everybody to love the idea. What we need is the people who do love it to do great things with it.'

In the US, we have a relatively friendly policy landscape and history of individual giving and #GivingTuesday is growing fast in some regions where that's not true. The leaders in those regions are doing a phenomenal job and we need to think about how we support them.'

Henry: 'The biggest challenge initially was scepticism – people saying, "We've tried this kind of thing before, it won't work." Also, we've had to learn a lot about distributed leadership. The leaders are all part of one closed whatsapp group and they're communicating with each other just

as any team in your office might and supporting each other. It's a different way of thinking about leadership.'

Asha: 'That interconnection is really important. Some of the websites that are half a world apart look very similar because they share computer code with each other so they can lighten their resource load. The need to adopt digital tools and use them in a way that leverages the different ways that people are connecting to causes is key for non-profits to stay relevant individually and as a sector. For them to use #GivingTuesday successfully is great but my hope is that non-profits use it as a platform to become more innovative, forward-thinking and experimental generally.'

Henry: 'Essentially what #GivingTuesday does is create community. Many times, it's about groups of people coming together, volunteering together, fundraising together. The average gift is \$100. It's everyday people stepping up and making meaningful gifts. At a time when we are increasingly divided in so many ways, those moments where we demonstrate that there are ways in which we are the same is so important.'

“The more the lens is on the country leaders, the better. #GivingTuesday works because we've never made it about the centre. We've always made it about the network.”

Priya Naik, founder and CEO of Samhita Social Ventures, India



Samhita was founded in 2009 when few companies were engaged in corporate philanthropy and still fewer were strategic about it.

Samhita's aim was to attract not just philanthropic money from the corporate sector but to leverage its various attributes and to help it create real partnerships with the social sector. However, its activities have a much wider scope than corporate philanthropy. In addition to running companies' CSR programmes - it does everything

from devising strategy to stakeholder engagement - Samhita increasingly convenes multi-stakeholder partnerships, bringing together organizations from all sectors on issues such as water and sanitation, healthcare and energy access, in order to deploy the skills of the different sectors to achieve development goals efficiently.

In her own words...

'Samhita came about following a conversation I had with one of the co-founders of Infosys, who ended up funding us. We agreed that while there were different actors in the development sector, corporate India was not a key participant, so Samhita was established to engage companies more effectively and more strategically. We were agnostic about how companies should engage. The key thing was whether we were able to convince them to offer financial resources and technical expertise to solve problems in ways that only they could.

As we began working with companies, we realized that they were looking at development sector problems through the lens of their product, their geography, their stakeholders, which is not helping you solve systemic problems at scale; it's only helping you solve slices of something more complex. Increasingly, therefore, we now function as a backbone entity that creates platforms for multi-stakeholder collaborations, and works with funding and implementation organizations to plug the various knowledge and capacity-building gaps that exist in the Indian social sector ecosystem.

For example, we are working closely with the government of Maharashtra on water and sanitation. It has the budget to create the infrastructure, but not the technical expertise to address challenges of maintenance or behaviour change. So we asked them, "Which big gaps can companies address either through a financial contribution or their competencies?" Apart from water and sanitation, we have platforms in nutrition, social entrepreneurship and clean energy.

The next thing we want to do is to demonstrate that these collaborative approaches create greater impact than people doing it on their own and to attempt to standardize and codify them into templates for collaboration.

Bringing all these different stakeholders together in a way that they will continue working with or without us, and creating a strong value proposition along the way is still a work in progress. What's difficult is that, when you talk about bringing people together, it seems fairly simple but, often, it doesn't work for any number of reasons and funders don't have the flexibility or the patience to allow you to

“Bringing all these different stakeholders together in a way that they will continue working with or without us, and creating a strong value proposition along the way is still a work in progress.”

experiment. They want to solve big problems in exciting, innovative ways but they don't have the patience to support you through that process. I find that failure in the social sector is unwelcome, whereas in the entrepreneurial ecosystem, failure is tolerated, even desired. Those are the battles we find ourselves fighting.

What's more, in India, unlike Europe and the US, the philanthropy ecosystem is not well developed. For us to create a large-scale collaboration around water and sanitation or nutrition, the knowledge base around that particular cause needs to be robust and it's not. There are many other organizations working in Indian philanthropy but we have neither a common networking platform nor a common taxonomy.

Along with our partners and funders, we are committed to addressing challenges of each player in the Indian social sector ecosystem to ensure self-sufficiency, sustainability and depth of impact.'





Puja Marwaha,
chief executive,
CRY - Child Rights
and You, India

Over the last 38 years, CRY has been a pioneer in the area of public philanthropy in India, introducing the retail model of giving to the country through what were at the time innovative means such as selling greeting cards, direct mailing and the country's first face-to-face marketing channel of giving.

By these means, it has encouraged over 1,800,000 modest, individual donors to see that they could, by their contributions, support an important organisation in the field of children's welfare. Not only are these donations the mainstay of CRY's fundraising, this approach has enabled individuals, irrespective of age or means, to become philanthropists and its participatory basis has, in turn, helped lend

credibility both to CRY and to the concept of giving in the country. CRY has supported over 300 grassroots initiatives across India, often in remote and economically backward parts of the country and has changed the lives of more than four million children. Its work focuses on addressing malnutrition, enhancing educational opportunities, and ending child labour, early marriage and other forms of violence against children.

In her own words...

'When I was training to be a human resources (HR) professional, our training institution sent us on a rural exposure to get us, in retrospect the privileged, to meet the underprivileged in our country and it was a huge shock to see how differently people in the same country have to live. I think the seed of wanting to work in the non-profit sector was planted then. When I started looking in the

sector, in 1994, I was very clear that I wanted to do something with my HR skills, so it would have a multiplier effect, and CRY had this idea of getting relevant skills from wherever they could. Its ambition to become a sustainable, professional organization was clear even then. Also, its mission talks about ensuring and enabling privileged Indians to take responsibility for the Indian child, so it just came together for me.

"I was convinced it was unfair that one part of the society should get along without any concern for the other and here was an organization that said the same thing. That's what drew me and what has kept me here"

I was convinced it was unfair that one part of the society should get along without any concern for the other and here was an organization that said the same thing. That's what drew me and what has kept me here. Our entire ambition is to change society.

We have transformed many times. Selling greetings cards, for instance, was our main source of income, but when we realized way ahead of the curve that cards were going to be dying, we decided to move to individual fundraising. That to me is a huge achievement. It's not a story of "will we survive somehow?" but that we've reinvented and reimagined ourselves and in the process I've reinvented and reimagined what I thought Puja was capable of.

One of the things we haven't achieved is that we set out to transform the way Indian society takes action on behalf of children and I find that becoming narrow. There's a lot of philanthropic money going to education but not to holistic child development. We haven't done enough to help people to understand that a malnourished child cannot learn. We have to invest in more holistic ways of caring for the young.

Our greatest challenge is to reach a lot more people than we currently do and to get more and more people to understand that children have rights. Only when we transform through policy, through the media, the way people and society think about children will they start taking action. In 2000, we had ten volunteers, today we have four or five thousand committed volunteers, so people are changing. I just wish they'd change faster!

We need an evolution of philanthropic thinking. People are looking for a simple, scalable model. There's little understanding that development takes time or acceptance that people have rights, so there's little investment in rights-based work. I think the second big challenge is that India is growing disappointed with its democratic, political institutions so we want to do it ourselves. But you can't. In our field, there are 400 million children in India. No NGO or corporate can help that many. The only credible provider is the state and if you are able to hold policyholders accountable, especially at local level, they will deliver. It's up to us to hold them accountable.'



Smita Ramakrishna,
co-founder and
managing trustee,
Rang De, India

Rang De is India's first online micro-lending website. Its premise is that poverty can be overcome by helping people become economically self-reliant.

Working with partners, Rang De identifies people, primarily women, who will benefit from small loans that can transform their lives. The organization also aims for complete transparency throughout the process. Everyone involved knows the interest being charged and where it goes, and investors, too, are kept in close touch with how their money is spent.

To date, Rang De has disbursed over 63,000 loans, 93 per cent of which are to women, and it has a repayment rate of 95 per cent. As Stan Thekaekara, of Indian NGO ACCORD,

who nominated Smita for the prize put it: 'What these loans achieve, very simply, is to give people the hope and courage that... with a little help and their own hard work, they can change their lives.'

Rang De also attracts a different kind of giver, small donors who may not previously have seen themselves as wealthy enough to be philanthropists, but who are nevertheless attracted by the modest but significant character of Rang De and who come to realize that they can help to contribute to social change.

In her own words...

'My partner, Ram, and I decided we wanted to do something in the social space and that crystallised when Muhammad Yunus won the Nobel Prize in 2006. That was the first time we'd heard of micro-credit and we were so ignorant that we didn't realize there was already a lot of microfinance in India, but when we began researching, we noticed the interest rates that the borrowers paid

were anywhere between 48 and 50 per cent APR and that didn't make sense. It's a tool to get out of poverty so the loans need to be given at affordable costs.

I think our biggest achievement is the fact that we've been able to get a lot of first-time givers on to the platform because the minimum amount is set at Rs100 (\$1.60). The idea was to appeal to small donors so even

students could feel empowered to come online and make a difference. In some sense, we've actually democratized micro-credit. Also, we're a country where there is a huge trust deficit and to see this kind of contribution from individual members of the public, that's an achievement. And we've been very transparent. We don't just share success stories, we also talk about failures. This is something our community of contributors really appreciates.

I think we could have done a lot better than we have. To be honest, we were first-time entrepreneurs and we made mistakes. The platform has potential for us to get a lot more people online and for us to support a lot more communities. The next step is to see how we can grow this, so that there are more contributors serving more communities and we are looking at how we can leverage technology more effectively to offer financial literacy programmes to communities so they can make informed choices about what kind of loans they take and what kind of financial products they need. That's something we're piloting now and will be scaling over the next few years.

Our biggest challenge was that, while crowdfunding and peer-to-peer lending is really commonplace now, 10 years ago, it was a very novel idea and it took us a long time to get people to trust and join the platform. The second thing was that, in India, there's not a lot of innovation happening in the development space. I wish there was a lot more so that we could feel like we were part of an ecosystem, just like there is an ecosystem in the for-profit world. I wish there was more collaboration, more joint learning and more funding available for our kind of work.

Non-profits in India need to make themselves accountable so donors feel they know exactly where their money is going because that is something that really worries them. The good thing is, though, that the millennials are really looking at giving back and unlike my generation, where there was a trust deficit, they are ready to try out new things but unless you innovate and catch their imagination, you will not be able to get a lot of philanthropy money from them. India has this huge population, so how do we actually leverage their philanthropic intentions? That's really the challenge we need to address.'

"We don't just share success stories, we also talk about failures. This is something our community of contributors really appreciates."

OUR DISTINGUISHED JUDGES

The final winner will be chosen by our international panel of judges.

The judges' decision will be announced via alliancemagazine.org and all shortlisted candidates will be funded to attend Investing in *Philanthropy Development - WINGS International Meeting for Funders* in Barcelona, 26-27 March.

We would like to thank all the judges for their generous contribution of time to the Olga Alexeeva Memorial Prize and their thoughtful and diligent decision making.



Amitabh Behar

Executive director, National Foundation for India



Andre Degenszajn

Executive director, Instituto Ibirapitanga, Brazil (chair)



Atallah Kuttub

Founder, SAANED for Philanthropy Advisory in the Arab Region



Janet Mawiyo

Executive director, Kenya Community Development Foundation



Natalya Kaminarskaya

Director, Blagosfera Centre, Russia

OUR FUNDERS

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We are grateful for their support, which both as funders and as partners has been invaluable to achieving our aims of raising the profile of emerging market philanthropy and keeping alive Olga Alexeeva's legacy.



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