

## **Abstract**

The development of philanthropy in Greater China is an exciting and emerging area of activity that presents opportunities to contrast research and practice with other regions, such as the United States. In particular, how philanthropic foundations employ strategy and how they account for their impact raises questions about fundamental values as well as practical matters of implementation. This informal conversation will be an opportunity to discuss approaches to "effective philanthropy" as practiced by some U S philanthropic foundations and to explore their approaches to strategy and evaluation. The conversation will then turn to how foundations in Hong Kong and Greater China have addressed these and related topics. For example, contrasting perspectives in the U S focus on top-down versus bottom-up approaches to strategy design, and approaches to evaluation range from formal studies of net impact to more utilization focused reviews for program improvement and to requests for beneficiary feedback. In Asia, recent reports issued by regional experts and universities highlight existing practices of giving to sustain family businesses as well as newer approaches such as impact investing and developing social enterprises. In both regions of the world, how do philanthropic foundations think about being pursuing "effectiveness"? What are some case examples of how they actually implement these ideas? What are ongoing needs and opportunities to facilitate the development of philanthropic foundations? The conversation will be an informal opportunity for researchers and practitioners to compare perspectives, explore what goes on inside foundations, and identify opportunities for further progress.