



## What is **Philanthropy**?

The etymology of “philanthropy” is a combination of two ancient Greek words: “philos” meaning “loving” in the sense of benefitting, caring for or nourishing; and “anthropos”, meaning “human being” in the sense of “humanity”. Philanthropy, therefore, can be translated to mean “love of humanity”. In the modern world, philanthropy is generally understood as voluntary action or private giving of time or valuables for the public good, or more specifically, for improving the quality of life of all human beings. Philanthropy plays an important role in the development of civil society and how philanthropy happens will continue to evolve as we seek to maximize the way our contributions impact society for the better.



## The **Philanthropy Lab**

Philanthropy is one of the main focuses of Phase 2 of the ExCEL3 Project. The Philanthropy Lab provides serial capacity building programmes of knowledge exchange for change makers in the Greater China region and worldwide. We aim to leverage evidence-based philanthropic models and to connect different segments of philanthropy in the context of social governance and innovation.

In the training provided by the Lab, we will analyse the motivation and mission of philanthropists and foundations using case studies of nonprofits that seek resources through entrepreneurial social innovation. Cases of success, effectiveness and failure will all be discussed. Participants will examine the fundamental principles for rallying community support, the behaviour and protocols of Giving and Asking in the public sphere, and most importantly the values underpinning these actions.

Participants in the Philanthropy Lab will have improved understanding of

- 1 core concepts of philanthropy and fundraising, social relationships and social capital;
- 2 various modes of giving;
- 3 resource development strategies for nonprofits;
- 4 the basics of planning and evaluating initiatives to seek community support;
- 5 the role of and values involved in philanthropy in civil society;
- 6 the range of possibilities and innovative solutions philanthropy can give rise to.



## **Forthcoming** Forum Series

### **Forum on Rediscovering Individual Giving and Volunteerism** Tuesday June 16, 2015

As giving goes viral in the era of public participation and new technologies, how far does individual donation and volunteering go? Increasing individual giving (philanthropists and volunteers) calls for dialogues about fundraising approaches, issues of trust, effectiveness, donor-recipient connection. The forum will discuss how generosity makes changes. Topics of the forum include: Individual Giving as A Social Engine; Ways to Engage Individual Donors; Volunteering in HK with Innovations and Time; and Effectiveness of Individual Giving.

### **Forum on Measuring Impact: Accounting for Value in Philanthropy and Corporate Social Responsibility** Wednesday July 8, 2015

Philanthropists, responsible corporates and social purpose organisations make tremendous contributions to advancing the public good. How do we understand, measure and manage the societal values they create? Can the contributions or impact on wellbeing and sustainable growth be measured and maximized? Topics of the forum include an introduction of the True Value Approach by KPMG and the concept of Social Return on Investment by Hong Kong Institute of Social Impact Analysts (HKI-SIA) in assessing the monetary value of social benefits. The presentations will be followed by facilitated discussions among stakeholders on their efforts in impact evaluation.

### **Forum on Engagement-focused Corporate Giving in Hong Kong** Wednesday October 7, 2015

For years, corporate giving has been flourishing in different scales, with diverse and innovative approaches with non-profit and community organisations. The forum deliberates different aspects of corporate engagements and explores factors and impact in practices; and expedites dialogues in searching of effective corporate philanthropy. Topics of the forum include: Establishing a Corporate Charitable Foundation: The Way Ahead; Corporate Value of Social Inclusive Growth: A Scenario Planning; Revisit Models of Hong Kong Corporate Giving; and Priority of Corporate Social Engagements.

### **Forum on Grant-Making** Wednesday November 4, 2015

The science of grant making manifests value of giving. It involves cross-disciplinary knowledge and skills of needs articulation, planning for changes and envision of impact. What are the societal synergies behind? How grantcraft leverages changes for impacting philanthropy? The Forum consists of Hong Kong Session and the Mainland China Session. Topics of the forum include: The Donor's Thoughtful-giving; Risk-Management in Grant Making; Participatory Philanthropy: Who Decide; The Role of Intermediaries; Accountability in Grantcraft; and The Logic between Fundraising and Grant Making.

## **Past Event Highlights** on Philanthropy

Please visit ExCEL3 Project website at:



[www.socsc.hku.hk/ExCEL3/philanthropy-events](http://www.socsc.hku.hk/ExCEL3/philanthropy-events)

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