

International Dateline

January 2000 - Issue 54

Notes from the Chair

By Woodward Wickham

Vice President, John D. and Catherine T. MacArthur Foundation
Chair, International Committee

The International Committee of the Council on Foundations plays an active role in advising the International Programs (IP) staff and suggesting new projects to advance international grantmaking. But it is the staff themselves—and in particular the director—who make things happen. Since Helen Seidler stepped down earlier this year to be with her family, the IP staff has kept things moving very well. In January, International Programs will be at full strength again with the arrival of a new director.

After a nationwide search that produced a strong field of finalists, the Council has named Robert I. Buchanan to the position. I had the pleasure of meeting with Rob shortly before he was offered the position, and I think that everyone who cares about international grantmaking will be delighted with this choice. He combines on-the-ground development experience in Africa with foreign policy work on Capitol Hill. He has been both grantmaker and grantseeker. Perhaps most important, Rob's modest style belies a passionate lifelong commitment to peace, justice and sustainable livelihoods for all people.

After Johns Hopkins, where he earned his B.A. and M.A. in international relations and international economics, Rob spent four years as an aide to Rep. Lawrence Coughlin. He then joined the Africa staff of Oxfam America, one of the most respected international development organizations in the United States. During his ten years with Oxfam, Rob was Program Coordinator/Director for the Horn of Africa and later Washington Representative for Oxfam America. In these roles, he coordinated humanitarian assistance in the field and in Western capitals; designed and carried out projects in areas as diverse as organic farming, microcredit, education for homeless children; and coordinated HIV/AIDS education by traditional healers. He became particularly knowledgeable about Sudan, but his experience includes much of Africa and Latin America as well.

Rob left Oxfam to become legislative assistant to Sen. Olympia Snowe, providing advice on foreign policy, security, trade and related issues. During the past year, he has coordinated a coalition of nongovernmental organizations conducting advocacy in Washington on issues of food security, soil degradation and water scarcity.

Committee members will meet Rob at our spring meeting in Washington, D.C., March 6–7. Our many internationally minded colleagues will see him at several events sponsored by the committee at the 2000 Annual Conference in Los Angeles, May 1–3. We are delighted to have Rob at the helm of the International Programs.

And all the best for a prosperous and healthy New Year.

News & Announcements

New Publications from the Council

New Resource on Law of U.S. Charities

The Rules of the Road: A Guide to the Law of Charities in the United States brings together the

fundamental legal rules that govern charities in the United States. Anyone who deals with a U.S. nonprofit—lawyers, accountants, board members, trustees, nonprofit employees or grantseekers in the United States or abroad—will benefit from this book. You'll be far more effective if you understand the legal framework in which U.S. charities must operate. Topics addressed in Rules of the Road include the following:

- How to qualify as a charity and what economic benefits flow from that qualification.
- What the differences between private foundations and public charities are and why it matters.
- The scope of a charity's ability to be a forceful advocate on issues of public policy.
- How U.S. law treats a charity's revenue-producing activities.
- The economic benefits that U.S. law offers donors in order to encourage them to support charities.
- Why U.S. law makes international grantmaking a complex procedure and how to make it easier.
- What the law expects of a charity's governing body.

(Order #610; members and nonmembers: \$30 plus shipping and handling.)

To purchase online [click here](#).

Grantmaking Basics Debuts

Grantmaking Basics: A Field Guide for Funders is the book that every funder needs when starting out. It reveals the strategies and secrets of successful grantmaking in clear, concise terms—giving funders a fast, better way to develop the knowledge and judgment they need.

Grantmaking Basics was developed by senior grantmakers to teach you to do the best job. It explains how to evaluate proposals, what you need to do to conduct site visits, how you should make judgment calls and how to award and decline grants.

You will learn how to review nonprofits' financial statements, and it will help you cultivate your professional skills so you can better communicate with your board of directors. *Grantmaking Basics* is filled with checklists and worksheets, appendixes and an extensive glossary to help you with terminology.

It will show you how to excel in your field and what you should do to make the biggest impact on the community you serve.

(Order #508; members: \$35; nonmembers: \$55 plus shipping and handling.)

To purchase online [click here](#). TO ORDER either publication, CONTACT:

Tel: 301/645-7303 or toll free 888/239-5221

(Mon.–Fri., 9 a.m.–5 p.m., EST)

Fax: 301/843-0159 (24 hours a day)

International Fellowship Available

The International Programs department of the Council is accepting applications for its International Fellows Program. This experience will provide the fellow with an invaluable exchange of knowledge that will be beneficial to him or her and the organization from which he or she comes. The program also will provide the Council with the opportunity to learn from the fellow about philanthropy in the area from which he or she came.

Professionals working in philanthropy outside the United States who want to learn about the Council and its members are welcome to apply for this 12-month position. The fellowship is open to the staff of grantmaking foundations or associations that serve grantmakers **outside** the United States, and applicants must be fluent in spoken and written English. The fellow will report to the Council approximately the week of August 14, 2000.

The fellow's job duties and responsibilities will be carried out with the assistance of the director and program staff of the department. The deadline for applications is February 11, 2000.

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WINGS Takes Off

As organized philanthropy becomes increasingly global, grantmaking organizations are springing up all over the world. Therefore, grantmaker *support* organizations also have begun to proliferate, with their number now exceeding 40 worldwide.

These grantmaker support organizations increasingly play important roles in linking their constituencies: providing technical assistance and information, communicating relevant and timely information, and offering guidance on key public policy and legal issues affecting philanthropy and the nonprofit sector. Support organizations also are involved in researching the needs of grantmakers and developing programs to increase philanthropy.

As this sector grows, it becomes more important for support organizations to have opportunities to learn from and support one another, to develop modes of communication and collaboration, and to contribute to the strengthening of philanthropy worldwide.

As a response to this need, grantmaker support organizations are meeting and forming networks to continue interaction and learning. Two of these networks, the International Meeting of Associations Serving Grantmakers (IMAG) and the Worldwide Community Foundation Support Organization Network (WCFSON), have held meetings that were well received.

Both groups independently realized the need to continue their efforts past a single meeting and began working on proposals to undertake projects that would allow for continued support of this sector. To avoid duplication and be more effective, the two networks decided to unite their efforts. The result: Worldwide Initiatives for Grantmaker Support (WINGS).

WINGS will serve as a meeting forum for support organizations. It will provide a mechanism for strategic visioning, communications and coordination, and for seeking both synergy and efficiency. It will strengthen global relationships and contribute to increased philanthropy around the world.

Activities will begin in 2000 and will serve the needs of organizations that serve all types of grantmakers, as well as those that serve only community foundations. The secretariat of WINGS will be housed at the Council on Foundations; WINGS-CF, the community foundation segment,

will be headquartered at the Community Foundations of Canada. As WINGS grows, other focus areas will develop, for example, to support corporate giving support organizations.

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Philanthropy Needs “Eternal Vigilance”

On November 8, Council on Foundations’ President and CEO Dorothy S. Ridings spoke on advocacy and communication at the European Foundations Centre’s (EFC) annual meeting in Berlin, Germany.

Ridings told the EFC of the Council’s experience under its Communications/Legislative Initiative (CLI). Launched following a rash of negative stories in the national media and in the wake of a congressional debate on the rights of charities to advocate, the CLI has boosted the media and government relations capabilities of the Council and its members.

“Foundations in old or new representative democracies have to demonstrate—on a parochial level—how they are making a difference,” said Ridings. “Members of Parliament, Members of Congress, members of national assemblies of any type care about what’s happening within their constituencies, so national associations representing charities need to engage their grassroots if they are to promote or defend the laws that safeguard philanthropy.”

At the same time, associations and their members must pay attention to the agenda-setting power of the press.” Ridings conceded, “It’s a lot of work, but it’s part of the ‘eternal vigilance’ that will allow organized philanthropy to survive in the United States,” and she argues, “in Europe, too.”

Ridings’ delivered her speech during the week of the tenth anniversary of the fall of the Berlin Wall.

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International Journalists in Residence Program

This program provides professional and educational opportunities for early and midcareer print and broadcast journalists or media managers from Africa, Asia, Central and Eastern Europe, the former Soviet Union and Central and South America. The program includes a combination of

journalism coursework, hands-on training at a local media organization, participation in lecture and seminar programs, and other activities contributing to an understanding of U.S. media. The program lasts for three to four months.

The journalists will spend four months in the United States taking courses at universities, participating in lectures and seminars and spending time at news agencies throughout the United States as part of the program.

“We place reporters and editors from countries as diverse as Ghana and Peru in U.S. classrooms and newsrooms so they can observe a free press at work in a democratic society,” said Charles L. Overby, chairman and chief executive officer of The Freedom Forum. “Our hope is that these journalists will return home invigorated with free-press ideals.”

Their host universities will be American University, George Washington University, New York University and University of California-Berkeley.

The International Journalists in Residence program is designed to promote better understanding of U.S. media among foreign journalists. All applicants must be working journalists with at least two years of experience plus proficiency in written and spoken English. The Freedom Forum covers travel costs to and from the United States and basic living expenses, but does not pay a salary or honorarium.

For information about the International Journalists in Residence program, contact Bob Paul at 703/284-2860.

Philanthropy Around the World

Funding Women of Color in Britain

*by Tara Parveen, John Moores Foundation, United Kingdom,
and Dipali Chandra, Barrow Cadbury Trust, United Kingdom*

“Women of color” refers to women of Asian, African, Caribbean and Middle Eastern heritage. “Asian” in this context refers to people of Indian, Pakistani, Bangladeshi or Sri Lankan heritage. This article first appeared in the Association of Charitable Foundations’ Trust & Foundation News (Issue 50).

Like white women, women of color have to combine careers and family responsibilities, but deep-seated and often misinformed assumptions about them continue to restrict opportunities. Their contribution to the economic, cultural and civic life of Britain is largely unrecognized by those in power.

There has been a proliferation of women of color groups since the first major waves of migration in the early 1960s. Some commentators could argue that, despite lack of recognition and inadequate resources, the creative approaches these groups take to overcoming inequality and discrimination and to delivering sensitive services are models of good practice.

One-dimensional Picture

Rita Patel, director of Belgrave Behno and chair of the 1990 Trust, highlighted the inadequate response of the women’s equality agenda to race, and of the racial equality agenda to gender, which has made the changing needs and concerns of women of color far less visible. Public and

media stereotyping of Asian women gives a one-dimensional picture of passivity, weakness, cultural introspection and language problems. However, as communities have changed over the three decades since the 1960s, the nature of Asian women's needs and how they see themselves being addressed in the media have also changed. Social and public responses must take account of these developments.

Asian women's experience of disadvantage is a result of the way that the whole of society is structured. Challenging and changing the culture of wider institutions (commercial sector, banks, central and local governments, police, etc.) is therefore crucial. Patel cited a group of Asian women in Leicester who approached local banks for business start-up loans. The banks saw the women as a "high-financial risk" and were willing to lend only to their husbands. Yet empirical evidence shows that in many cases, Asian women are the backbone of Asian businesses. Even in community activity, Asian women are the "community champions," but this is not easily recognizable because they are hindered from taking on leadership roles, and other roles are not equally valued. Yet by undertaking "small and quiet acts," Asian women often achieve success.

Historically, many women of color groups are reliant on local authority funding, which places constraints on how far they can challenge local policy and practice. Patel concluded that a diverse funding base and asset transfer would go some way toward changing the balance of power between grantee and funder.

Holistic Approach

Valery Small, cofounder of MPR Ltd., a research and training consultancy, spoke of her experience of working with African Caribbean women. Women of color always have had their own methods of supporting voluntary activity, often initiated by faith groups or professional associations. Such groups tend to take a holistic approach to meeting needs: childcare provision, welfare advice, refuge, supplementary education, cultural education and activities. This approach means that funds must be raised from a range of sources, taking up a disproportionate amount of staff time. Combined with the lack of power to influence policymakers, this approach has left women of color groups largely fragile and fragmented. Small argued that long-term investment from funders is needed to help develop infrastructure and secure a sound asset base for women of color.

Heidi Mirza, a professor at Middlesex University, offered an academic overview, based on her extensive research evidence. She confirmed that women of color groups experienced structural inequalities, based on race and gender, and that the creative approaches taken by such groups to tackle these inequalities have not been acknowledged. She emphasized that social change influenced by women of color, particularly in the education sector, does not always happen through collective action but through "invisible webs" and by developing informal outside networks. In her view, women were the powerhouses, reshaping the norm and leading the way.

"Problems" and Their Solutions

The speakers' experience of raising funds from charitable trusts showed that

- trusts failed to understand that women of color generally have a different approach to service provision,
- information about funding programs and criteria did not automatically reach women of color through the usual channels of dissemination,
- unhelpful feedback sometimes was given on unsuccessful applications,
- funders were unwilling to take risks for fear of being accused of being "politically correct,"

- assessment panels did not reflect racial and ethnic diversity. The speakers suggested that funders could
- improve access to their guidelines via directories,
- disseminate grants through ethnic minority organizations,
- fund organizations or individuals to provide information on funding availability, and/or
- develop specific funding programs to target women of color.

In conclusion, there is no single women of color “problem”: the same factors can affect on each ethnic group differently, and solutions must reflect the variation in needs. A blanket approach hinders progress, but a targeted and well-informed strategy can ensure that different women’s groups are supported in the most appropriate way.

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www.acf.org.uk **A Conversation With...**

Charles L. Overby

Chairman and CEO

The Freedom Forum *Citizens of the United States often take their right to free speech and free press for granted. Yet those freedoms are yet to be realized in many new and emerging democracies. The Freedom Forum focuses on the global media and the challenges journalists around the world encounter in the quest for free press, free speech and a free spirit for all. The Freedom Forum funds only its own programs and related partnerships and does not solicit or accept financial contributions. Its work is supported by income from an endowment now worth more than \$1 billion in diversified assets. International Dateline staff writer Isabelle Mack spoke with Overby about the unique work of the Forum.*

Please tell our readers about the Freedom Forum and how it got its start?

The Forum is a nonpartisan, international foundation whose goal is to ensure free press, free speech and a free spirit for all people. The Forum operates offices in Arlington, Virginia; New York City; San Francisco; Nashville, Tennessee; Buenos Aires; Hong Kong; Johannesburg; and London. The Forum is the successor to what used to be called the Gannett Foundation, which was founded in 1935 by Frank E. Gannett. In 1991, the name was changed to the Freedom Forum because there was constant confusion regarding the Gannett Company and the Gannett Foundation. The Gannett Foundation has reverted back to the Gannett Company.

The Forum funds only its own programs and related partnerships. Who are some of your partners?

We work with many organizations. Five major partnerships include Inter American Press Association, International Press Institute, World Association of Newspapers, Committee to Protect Journalists and International Women’s Media Foundation.

Tell us what you mean by having “free spirit” at home and abroad.

A “free spirit” is that freedom that allows free press and free speech. It manifests itself in a lot of different ways but, by and large, it is the ability to be free to say and write whatever you would like. We think freedom of spirit is the foundation for all other freedoms. People abroad seem to understand the term free spirit better than people living in the United States. To most U.S. citizens, a free spirit means someone who is perceived to be crazy or acts out of the norm. In newly free areas like Central and Eastern Europe, it is pretty much understood to mean someone who takes chances for freedom.

Tell us about your international projects.

The Forum tries to work in two primary ways. One way is to try to work with newly free journalists to help them understand how to operate in a free environment. That might manifest itself as a seminar for photographers in Vietnam or by convening editors and publishers from Central and Eastern Europe to talk about common problems. Another way the Forum works is through its efforts in training. We are involved in training and workshops for journalists in Central and Eastern Europe, parts of Asia, Latin America and Africa. There has been an explosion of freedom in the last decade or two. Therefore, there are journalists who have never before had the freedom to say what they want to or write what they want to and now they can. There is a great opportunity to teach a whole new generation about the workings of a free press. Two decades ago, dictators mostly ruled Latin America. Now, every country in Latin America is free except Cuba.

What are some obstacles you encounter in your work abroad?

One thing we try to be careful about is not coming across as the arrogant, “ugly” American. Even though we try to be sensitive to this perception, it is always just below the surface. If we do a forum on the challenges facing journalists abroad, it is easy for the people in a country to assume that we are speaking on behalf of America. For instance, we did a forum in Berlin in November on *Media and the Reunification of East Germany and West Germany*. It was pretty clear that there was a feeling of the big Americans coming in trying to tell East Germans and West Germans what is best, but that was not what we were trying to do. We see that in small countries and big countries all the time, so this is our greatest challenge.

How does the Forum support journalists whose lives are in danger?

The Forum works with the Committee to Protect Journalists (CPJ) on specific programs to help free journalists. The CPJ is terrific about going and meeting with leaders in countries to try to get journalists out of jail. So the Forum supports the CPJ in efforts like that. There are other local organizations that are involved in protecting journalists as well, and we support those organizations on a local basis. In addition, we have sponsored safety-training seminars this past year at our European operation for prospective war correspondents. It is amazing how naïve some journalists can be before they enter into combat zones. The BBC, working with the Forum, has determined that if just a few basic safety techniques are known, it can go a long way toward saving journalists' lives. So, we have found that to be an effective program this year.

What has the Forum planned for the twenty-first century to enhance free press, free speech and free spirit at home and abroad?

The Forum can play an important role as a convener. We will endeavor to convene leaders in the media, government and education to talk about twenty-first century challenges. I am always amazed at how little discussion goes on abroad among those key groups. We will also continue our efforts in the area of training. Expanding the information age puts more pressure on

organizations like ours to help teach about the principles of journalism. Going into the next millennium is the most exciting time to be involved in a free press. There is so much more free press now around the world than there ever has been.

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