

International Dateline

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Notes from the Chair

By Woodward Wickham

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

International grantmaking is the focus of several events and discussions April 30 through May 3 in Los Angeles when the Council meets for its Annual Conference.

- Pat Mitchell, new president of the Public Broadcasting Service and long-time head of documentary production at CNN, speaks Sunday, April 30, at a reception and dinner hosted by the Council's International Committee. Her theme is the role of electronic media in educating the American people about international issues.
- Assistant Secretary of State Julia Taft appears Tuesday, May 2, at 8:30 a.m. at the session "Grantmakers Responding to International Emergencies: The Lessons of Kosovo and Rwanda." This session deals with a difficult issue for most foundations: whether and how to provide support in the wake of humanitarian emergencies around the world.
- Regular sessions address such topics as supporting unofficial NGOs overseas, exploring global issues through a women's lens and expanding civic participation in immigrant communities.
- In the World Game workshop, players simulate sectors of the world's population confronting global challenges. (For information, go to www.worldgame.org.)
- An introduction and demonstration of the Council's U.S. International Grantmaking Web site, www.usig.org, which highlights rules, regulations, documentation and other useful information for foundations interested in cross-border grantmaking.
- And on Monday, May 1, at the plenary luncheon, Her Majesty Queen Noor of Jordan speaks about philanthropy as she sees it as chair of the King Hussein Foundation.

For those who cannot attend, the Council has opened an excellent Internet window on the conference, giving distant visitors a chance to participate through audio, video and text. You can connect via the SimulConference Web site at classic.cof.org.

This is the season of changes within the International Committee. New members come on board in July. You will read more about them in this column in the next issue of *International Dateline*, written by my successor Connie Higginson, vice president for the philanthropic program at American Express. As I cycle off the International Committee, I am delighted that it will be in the hands of a person of Connie's commitment and good judgment.

News & Announcements

CEIP Launches Global Issues Database

The Carnegie Endowment for International Peace (CEIP) recently launched a free on-line database of experts, institutions, projects and publications concerned with the management of global issues, from financial markets to humanitarian aid.

The new Managing Global Issues Information Network is designed to enlarge the international community of scholars and practitioners interested in the comparative analysis of global issues

management. The network stores information on experts, publications, institutions/research projects and meetings.

Each entry is coded according to one of 20 global issues (e.g., weapons of mass destruction, labor rights, environment) and/or one of 16 global themes (e.g., NGOs, compliance, enforcement).

The network currently contains information on approximately 300 experts, 200 institutions and more than 1,000 publications pertaining to the study of managing transnational problems. The network helps participants disseminate information internationally about their own writings, research projects and meetings. It also allows users to identify the following according to specific global issues and themes:

- potential authors for research projects, books, articles and other publications;
- potential invitees and speakers for events;
- potential institutional co-sponsors of events and projects from different countries;
- bibliographic sources on global issues management; and
- research projects and upcoming meetings around the world.

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WINGS Hires Project Manager

Jayne Millar Wood has been hired as the project manager for the Worldwide Initiatives for Grantmaker Support (WINGS), which will be housed at the Council for the next two years. WINGS provides support to a network of more than 30 associations of grantmakers around the world. The purpose of the project is to encourage effective and responsible philanthropy, to share information and best practices, and to strengthen grantmaking organizations worldwide.

Wood brings to the WINGS project an enormous amount of energy, experience and talent in the design and management of international programs and projects. She served as director of public education at the Overseas Development Council in the 1970s and as president of her own international management consulting firm in the 1980s and 1990s.

She has worked on behalf of international development in more than 35 countries, in both the public and private sectors, at the grassroots level and with senior officials. In addition, she is a longstanding member of the executive committee of the Longview Foundation (a Council member) and has served on the board of Bread for the World and as president of that organization's Education Fund.

Wood earned degrees in sociology and education from University of California at Berkeley, and a master's degree in history from California State University with a specialization in African studies and diplomatic history.

Litow Receives Scrivner Award

Stanley S. Litow, president of the IBM International Foundation and vice president of IBM Corporate Community Relations, is the recipient of the 2000 Robert W. Scrivner Award for Creative Grantmaking. Litow, who runs one of the nation's largest corporate philanthropic programs, spearheaded IBM's groundbreaking Reinventing Education program. The award will be presented at a special awards tea and reception at the Council's Los Angeles Annual Conference.

"Stan's innovative efforts to support structural school reform via uses of advanced technology are widely known," Council on Foundations President and CEO Dorothy S. Ridings said. "IBM is now recognized by foundations, businesses and nonprofits as a model for strategic philanthropy."

Prior to joining IBM in 1993, Litow served as the Deputy Chancellor for Operations and Chief Operating Officer of the New York City Board of Education, which serves the nation's largest school system. He also has served as founder and president of Interface, a nonprofit "think tank," a member of New York State's Industrial Cooperation Council, the New York State Job Training Partnership Council, and the School and Business Alliance. Litow also served as an aide to the New York City mayor.

Litow's articles and books on public affairs and education have appeared in numerous publications including *Foundation News & Commentary*, *The Brookings Papers*, *Journal of the Center for National Policy*, *City Almanac*, *Yale Law Review* and *Urban School Journal*, as well as the *New York Times* and *Newsday*. Litow has served as an adjunct professor of urban studies and education at the Graduate School of the New School for Social Research, Long Island University and the City University of New York. He is the recipient of awards from the Anne Frank Center, the Martin Luther King Commission and Manhattanville College.

The Robert W. Scrivner Award for Creative Grantmaking was established in 1984 to recognize a grantmaker who has demonstrated outstanding creativity. It honors grantmakers who possess a combination of vision, principle and personal commitment to make a difference in a creative way. The award was created as a memorial to the late Robert Winston Scrivner, former staff associate of the Rockefeller Brothers Fund and first executive director to the Rockefeller Family Fund, by his friends and colleagues. The award includes a \$10,000 grant-to be used for the recipient's ongoing professional enrichment and development-and a specially commissioned crystal sculpture.

The Challenge of Global Emergencies

Council President and CEO Dorothy S. Ridings moderated a series of roundtable discussions, carried on the Internet, previewing some of the issues and themes that define this year's annual conference in Los Angeles. "The Challenge of Global Emergencies" session featured representatives from the international philanthropic community, who discussed how foundations today operate in a global environment.

Participants included Kumi Naidoo, President and CEO, CIVICUS: World Alliance for Citizen Participation; Kavita Ramdas, President, Global Fund for Women; and Rien van Gendt, Executive Director, Bernard van Leer Foundation. Below is an excerpt of that discussion.

The complete discussion and additional roundtables can be found at classic.cof.org/simulconference/ac2000.

Dot Ridings: Let me direct the first question to Kumi Naidoo of CIVICUS. Kumi, globalization, and particularly modern communications technologies, have opened up new challenges in dealing with crises and emergencies around the world. How are foundations helping to meet these challenges by forming alliances and leveraging resources?

Kumi Naidoo: One obvious thing that foundations need to start thinking about is having some contingency funds that will enable them to respond quickly. More important are the networks, the access of the trustees, the very organizations that they fund in different parts of the world—all these are resources that can be harnessed in times of crisis, especially if foundations bear in mind that today 85 percent of philanthropic giving is still being done globally by individual citizens. And individual citizens, because of the high profile the media gives to these crises, can be moved, if supported by foundations, to make a positive contribution.

There also appears to be a numbing effect because of so much media coverage around so many different crises. Foundations run the risk of people becoming a bit numb to the crisis. So that's one challenge—how we creatively appeal to people's humanity.

Dot Ridings: Kavita, the Global Fund for Women supports groups that help women around the world work toward full equality and social justice. Tell us how foundations can respond to women's needs on an urgent basis, when such action is called for.

Kavita Ramdas: I would say the first thing is to ask women themselves what they most need. During the earthquake in Turkey we were thinking women's groups would be asking us for intermediate shelters for the women and children they were serving. Yet one of their concerns was that the Global Fund would move into emergency relief and neglect to continue to strengthen the infrastructure and the ongoing development around women's voices in civil society, which they felt was even more important in a time of crisis.

Related to that is a willingness to extend trust to NGOs around the world in civil society. That means really being willing to provide funds so that groups can use them as they see best in the situation of the emergency.

Then lastly, I would place a very high importance on openness to working with colleagues where possible. Don't feel that you have to do something special or unique that sets you apart, that puts you on the cutting edge. Ask what you can do to facilitate what others are doing, and be willing to work in close collaboration with colleagues, because all of us see these needs and care about these needs as people engaged with work for social justice and change.

Dot Ridings: Rien, the Bernard van Leer Foundation concentrates on community-based initiatives for the early childhood care and education of disadvantaged children around the world. How can foundations better meet the challenges of global emergencies when children are concerned?

Rien van Gendt: What we see is that foundations ought to take a long-haul approach and not just be involved with relief. Very often there is a public appeal and money is coming in. But the problem is the day after tomorrow, when public attention and public opinion is switching to another disaster. Then it is important for a foundation to take that longer approach and to see that social infrastructures are being built up again. I think it's also important to realize that foundations should not just come in with financial resources. For instance, if I look at Kosovo, rather than bringing in financial resources, we have brought in our experience in work with traumatized children—experience that was gained in Mozambique.

I think that if I look at Kosovo, I have seen many parallel activities that were very badly coordinated; I think there is a role for foundations—and associations of foundations like the

Council on Foundations, like the European Foundation Centre—to create a venue so that foundations and multilaterals are better aware of each other and what they do respectively.

Dot Ridings: Thank you all for some excellent illustrations of how the global nature of foundation activities is truly challenging us to transform the way philanthropy sees its role and performs its work.

New Web Site Launching May 1

The Council is proud to introduce www.usig.org, a new site to facilitate international grantmaking. The site's purpose is to provide forms, laws and other information that will support making cross-border grants.

In this site, foundations and grant applicants may fill out an affidavit on-line, view select countries' laws and codes, and download forms. Foundations or grantmaking organizations will also be able to search through affidavit forms that exist on-line.

The site provides the following information:

- Examples of affidavit forms and instructions grantmakers can use to assist grantseekers in fulfilling Internal Revenue Service (IRS) requirements when making international grants.
- Legal summaries and texts to assist grantmakers and their counsel in determining and evaluating local laws and how these laws could affect the foreign public charity requirements of the IRS.
- Grantor lists, names of local counsel and other resources to stimulate discussion and networking to facilitate the grantmaking process.

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Philanthropy Around the World

Bangladesh Freedom Foundation: A New Philanthropy

The Bangladesh Freedom Foundation (BFF) is a newly established national philanthropic institution with programmatic focus on problems of fundamental freedoms of the citizens of Bangladesh. The emergence of the BFF is an attempt at reviving Bangladesh's rich tradition of philanthropy as a social and cultural practice. It is an independent, nongovernmental, nonprofit and nonpartisan organization that provides financial support to initiatives aimed at promoting fundamental freedoms of the citizens in accordance with the ideals of the country's freedom struggle and provisions of the constitution, and various relevant international conventions, charters and other instruments.

The Bangladesh Freedom Foundation recognizes that

- it is only in an environment of freedom that the creative potential of a people finds its most productive expression,
- democracy provides the best guarantee for such an environment, and

- the idea of freedom, to be truly meaningful, cannot be confined only to the political sphere; but necessarily extends to economic, social, cultural and intellectual activities.

Accordingly, the foundation is committed to promoting three fundamental freedoms in Bangladesh—*freedom from poverty, freedom from ignorance, freedom from oppression*. The foundation's programs and grantmaking priorities emanate from these core concerns. Other areas of interest include freedom of expression, freedom of the press and media, human rights and equality before law.

The BFF believes that an actively involved citizenry can play a catalytic role in expediting the process of social and economic development as well as ensuring stable, consultative and equitable state-society relations. Hence, its programs are aimed at promoting excellence and vibrancy in civic capacity and civic activism in Bangladesh in order to facilitate positive transformation.

The BFF works through partnership with relatively smaller civic society groups or organizations, and by supporting programs that catalyze and strengthen civic initiatives and citizens' participation. With core programmatic priority on fundamental freedoms, the foundation is also concerned with multifaceted challenges of social stability, democratic institutionalization and economic transformation in Bangladesh.

The foundation aims at promoting professional excellence in various fields with a particular focus on the enormous reservoir of Bangladeshi talents, especially the new generation, for catalyzing positive and forward-looking responses to challenges facing Bangladesh in the new millennium. Programs that will bring the people closer to the state-of-the-art knowledge, information and technology in promoting the objectives of the foundation will be of special interest.

Current priority areas in the foundation's funding activities include the following:

- women, children and minorities in poverty and disadvantage,
- good governance, accountability and transparency, and
- habitable and sustainable ecology and environment.

In selecting projects or initiatives for support within each program area, the foundation attaches priority to

- work of civic action groups and institutions as well as groups of citizens in urban and rural Bangladesh,
- programs that are likely to promote gender equity and nondiscriminatory participation of all social, religious, cultural and ethnic groups,
- activities that have positive effects on the life and living of the people and on the process of effective governance,
- devolution of policy and decisionmaking authority and mechanism through strengthening of local government institutions at all levels, NGOs and civic forums,
- outstanding small groups working on promising projects that may otherwise have difficulty in attracting funds,
- projects with new ideas and alternative visions that have a potential for widespread practical application,
- advocacy, awareness and campaigns on issues of public interest, including litigation, and
- smaller groups and initiatives, especially new and innovative ones that will be considered sustainable and replicable.

Some specific projects already identified for support include the following:

- awareness and advocacy campaign on the problem of gender violence in the form of acid-throwing on women and adolescent girls,
- production of television spots on a range of social issues including human rights, child rights, gender issues, literacy and environment,
- outreach program of the Liberation War Museum for school children,
- sustainable literacy program including moral education for rural children,
- learning from indigenous knowledge and people's wisdom from practical experience in disaster preparedness and management,
- women's empowerment through greater access to national resource allocation,
- awareness on protection of adolescent girls from sexual abuse through folk and local cultural media, and
- human rights fact finding, research and documentation program.

The Bangladesh Freedom Foundation has been set up with a generous support from the Ford Foundation, including a start-up grant and program support funds. While support from the Ford Foundation is expected to continue, the BFF hopes to widen and diversify its funding to include voluntary contributions and grants from other interested funding organizations, bilateral and multilateral donors, regional and international institutions, and private sector and individual donations from within and outside Bangladesh. The foundation explores and welcomes funding and programming jointly with similar institutions and other funding organizations at home and abroad for initiatives with shared objectives.

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A Conversation With...

Steven Hilton

President, Conrad N. Hilton Foundation and Conrad Hilton Fund

"There is a natural law, a Divine law, that obliges you and me to relieve the suffering, the distressed and the destitute." —Conrad N. Hilton: Last Will and Testament

In 1944, Conrad N. Hilton established the Conrad N. Hilton Foundation to make his philanthropic interests a reality. Conrad Hilton brought together his lifetime of professional achievements with his genuine feeling of concern and responsibility toward the less fortunate. Upon his death in 1979, the foundation received the bulk of his estate. Today, the foundation, fund and related entities have a total of \$1.7 billion in assets and have distributed \$257 million for charitable projects worldwide. The foundation and fund make an average of \$30 million per year in grant awards. International Dateline staff writer Isabelle Mack spoke with Steven Hilton, president, about the work of the foundation.

I understand the Hilton Foundation does not encourage unsolicited proposals for funding. How is the foundation's grantmaking accomplished?

We start with Conrad Hilton's last will and testament, which provides general guidance. The board then looks at areas of need where there is a gap and where we feel that we can make some difference. Once the board identifies an area, then the staff does research to get a greater understanding of the problem—who the players are and what position we might take.

Who are some of your partners?

We have a water project in Mexico with a group named Alternatives in which Hilton Foundation provided \$2 million and the Ford Foundation provided \$1 million to develop potable drinking water for the southern portion of Mexico. Another collaboration seeks to control or prevent trachoma—one of the leading causes of blindness. The foundation joined a global collaboration with the Edna McConnell Clark Foundation, Pfizer, Inc., and the World Health Organization's Get2020.

Could you comment on the core values that guide the foundation?

In the will, Conrad Hilton talks about alleviating the suffering of those in need. We try to find niches where we see there is a need in terms of poverty or distress and there are not sufficient resources to address the problem. For example, we are supporting a water project in Africa. We look at clean water as one of the essential ingredients for healthy life, because water is one of the most critical necessities of life. Another aspect of our mission is to be international in our grantmaking, and that comes directly from Conrad Hilton's will where he advises us not to have any territorial restrictions. He felt that because the money was coming from Hilton Hotels, which are based throughout the world, we should give throughout the world and not restrict our giving to the United States. He was once asked why he gave money outside the United States when the needs are so great within our own country. His response was that a dollar goes much farther in places like India than in the United States; therefore, he can provide help to more people.

How has your international grantmaking impacted or benefited your local grantmaking?

I think it gives the staff a much greater insight into the world of philanthropy as a whole. The humanitarian needs in the world are so great; and when we go outside this country, I think it deepens our understanding of those needs. It makes us more knowledgeable in the work we do because we have those experiences we can draw on outside this country. One way I have seen that work is through the Conrad N. Hilton Humanitarian Prize that we give each year, amounting to \$1 million. It is the largest humanitarian award in the world. We actually go out to do site visits all over the world. It really deepens the knowledge base that we as a foundation have by being involved with some of the most exemplary nonprofit organizations in the world. More directly, on some occasions we will fund nonprofits that don't get the prize but have been brought to our attention because of the nomination process. In that sense, it also assists us in finding worthwhile charities to support.

Who are some of the recipients of this prestigious award?

In 1999, the award was given to the African Medical and Relief Foundation based in Kenya. It's an African organization involved in healthcare and operated by Africans. The award was given to Doctors Without Borders in 1998 and to the International Rescue Committee in 1997.

What are some of the challenges you encounter in your work abroad?

I don't feel that there are tremendous challenges to international grantmaking. The solution to any obstacle we could encounter is through our reliance on organizations that are based in the United States, which simplifies what we are doing. For example, we worked through World Vision—which has a strong presence in the United States—to do the water project in Africa. So using U.S.-based nonprofits helps our grantmaking be successful. In cases in which the grantee is not U.S.-based, we will take "expenditure responsibility," which imposes certain additional responsibilities; or in some cases we will have our attorney write an "equivalency letter." Another challenge is that it's more difficult to monitor a distant project than one within the United States. Physically getting there to follow up is more difficult. I think it is like anything you do in this country, you want to look closely at the organization and have a level of confidence that they know what they are doing and have a proven track record and have integrity. It is the same whether you are looking at a U.S.-based or international organization.

What are the major sources of satisfaction in your work?

On a personal level, it's feeling that I am continuing a tradition my grandfather started and that I am able to carry out his vision. There is a spiritual reward of feeling that our work here in the foundation touches millions of lives all across the world. It's a phenomenal sense of personal enrichment. It's exciting to meet some unbelievably creative, talented and committed people who are in the trenches carrying out the work directly while our role at the foundation is to provide the financial backing to make it all happen.

What advice do you offer to your colleagues and others regarding global grantmaking?

First of all, you have to start out with the donor's intent, and if there is a restriction to what you can do, then the foundation should honor the intentions of the donor. But in those cases where the foundation has flexibility to go beyond the United States, I think the needs are so much greater outside. We live in one of the wealthiest countries in the entire world, and what is considered poverty here would be a good life for those in many developing countries. If you are trying to make a difference in improving the lives of those in need, going outside the United States will give you greater impact than you will realize within the United States.

If the world was finally fixed—no more poverty, life is good, all the social ills solved—what would the Hilton Foundation do next?

I would say the foundation would go back to the drawing board and look at Conrad Hilton's will and try to select an area of the will that might not address a social need. For example, we have the Hilton College of Hotel and Restaurant Management as a grantee. The College does not address a social or economic need, but rather it's a way to improve the education and talents of those in the hotel and restaurant industry. I think we would focus on those things that touch on Conrad Hilton's interests but that are not necessarily social needs or economic needs.

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About the African Medical and Research Foundation

The African Medical and Research Foundation was the recipient of the 1999 Conrad N. Hilton Humanitarian Prize for its ongoing commitment to find African solutions to African health problems. Founded in 1957, it is the largest indigenous international nongovernmental health organization in Africa. AMREF serves more than 3 million people in 21 countries. Approximately 200 million people benefit indirectly from AMREF's services.

AMREF has five main program areas that reflect the health priorities of the East African communities: Sexual and Reproductive; Child and Adolescent Health and Development; Environmental Health; Health Policy and systems Reform; and Clinical Services and Emergency Response.

For more information, please see AMREF's Web site: www.amref.org.