

Voices of Philanthropy

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2017 Planned Giving Day Conference
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**Sicango Sioux
Lakota Nation
Rosebud Reservation
South Dakota**

How can we do a better job of working with our benefactors to further empower their philanthropic leverage on behalf of the organizations we serve? As our benefactors strive to **give a voice to their passion** and make a difference, we also must encourage a culture of philanthropy within the current and next generation. Visionary benefactors embrace transformational philanthropy as their legacy to challenge the status quo and change the landscape of tomorrow.

● For example: The systematic marginalization and disenfranchisement faced by Native Americans on reservations.

“What is it like to be a citizen of a nation, within another nation, whose dominant social, political, and economic interests are fundamentally at odds with your own?”

- Intersection of Empathy and Philanthropy: Focus on **dialogue and relationship building** in the power of stories to cultivate empathy – based on understanding issues.
- Co-Create a **conversation** together with your benefactor.
- **Expand the view of literacy** as the capacity to read the world and **cultural competency** as a way to create an image where more people are involved.
- **Storytelling is the voice** needed to amplify unheard voices so that their voices stay with us.
- Stories serve as the catalyst for action to **give voice** to the disenfranchised, marginalized, and venerable.



Sheila Johnson

Finding her own voice to help others ...

A co-founder of Black Entertainment Television in 1979 – BET was sold to Viacom in 2001.

Sheila has a reported net worth of about \$700 million and has donated almost \$20 million through her foundation. Sheila supports arts groups, children's charities, and education.

- Johnson says it was her disappointment in BET's current programming that led her to sell all of her Viacom shares. She now criticizes what BET has become. **"I really believe that African Americans have lost their voice."**
- Ranked No. 22 on Forbes new list of America's Richest Self-Made Women, Sheila also uses her money and influence to **give rise to the voice that's missing**, funding critically acclaimed documentaries and films featuring African American voices. She was the first investor in Lee Daniel's *The Butler*, the critically acclaimed 2013 movie that followed a former slave's rise to working in the White House. Johnson put \$2 million into the production, and then said she wanted to lead the rest of the fundraising, soliciting prominent African American philanthropists and celebrities.
- Cash from her share of selling off BET to Viacom makes up a large portion of her **estimated \$700 million net worth**. She's used some of the money to fund such ventures as a hotel management firm, stakes in three D.C.-based professional sports teams (the NBA Wizards, the NHL Capitals and the WNBA Mystics), a private jet charter service, and the sprawling 340-acre Salamander Resort and Spa in Northern Virginia she owns.
- Johnson is looking to **recreate the success** of *The Butler* scenario: She and *The Butler* producer, Pam Williams, have begun working on several other projects together. One is a television miniseries they are in the early stages of creating, which will be based on a forthcoming book detailing Thurgood Marshall's appointment to the Supreme Court. ("My dream director would be Ken Burns," Johnson says.) They're also currently pinpointing other projects to start developing, including the story of the Reagan-era, Cadillac driving "Welfare Queen" who stole multiple identities to increase her benefits.
- Now, among hotels and other ventures, Sheila has found her cause – **"It's champions who put their money where their mouths are** and I'm going to keep funding African American voices so they will heard in movies, television shows, and other media venues."



Alexandra Scott

Founder

Alex's Lemonade Stand
January 1996 to May 2004

- It all started with one front yard **lemonade stand**.
- Alexandra “Alex” Scott was born to Liz and Jay Scott in Manchester, Connecticut on January 18, 1996, the second of four children. Shortly before her first birthday, Alex was diagnosed with neuroblastoma, a type of **childhood cancer**.
- On her first birthday, the doctors informed Alex’s parents that if she beat her cancer it was doubtful that she would ever walk again. Just two weeks later, Alex slightly moved her leg at her parents’ request to kick. This was the first indication of who she would turn out to be — a determined, courageous, confident and **inspiring child with big dreams and big accomplishments**.
- When she was just four years old, Alex held her first childhood cancer fundraiser in her front yard. **Alex became the voice for other children sick with cancer**. She raised over \$2,000 and **had the confidence to do this**. By the time of her death in 2004, Alex had raise \$1 million and inspired a legacy of hope and cures for childhood cancer.
- In August of 2004, Alex passed away at the age of eight, knowing that, with the help of others, **she had raised more than \$1 million to help find a cure for the disease that took her life**. Alex’s family — including brothers Patrick, Eddie, and Joey — and supporters around the world are committed to continuing her inspiring legacy through Alex's Lemonade Stand Foundation.
- Since 2005, Alex’s Lemonade Stand Foundation has raised more than **\$140 million** to fund **550 childhood cancer research projects** at **102 top hospitals and institutions** in the US and Canada to find better treatments and cures for children with cancer.



Leo Varadkar
Prime Minister
Republic of Ireland

- At 38 years of age became **Ireland’s youngest prime minister**. His father was a doctor from India and his Irish mother was a nurse, and his partner is male. In 2015, Ireland became the first country in the world to legalize same-sex marriage by popular vote.

- Leo pursued his interest in public administration at a most opportune time for this “**sea change**” in social attitudes.

- **Leo Varadkar** – focused on economic challenges, transportation infrastructure, affordable childcare, boost renewable energy, and promote social change.



Justin Trudeau
Canada

- He and others such as Canada’s Justin Trudeau (age 45), France’s Emmanuel Macron (age 39), and Netherland’s Mark Rutte (age 50) represent a **growing cohort of youthful leaders** who are defining themselves in opposition to an older order that is turning inward.

- **Justin Trudeau** – focused on refugee resettlement and addressing climate change on behalf of Canada.



Emmanuel Macron
France

- **Emmanuel Macron** – focused on pro-European Union, public investment and spending, and immigration to France.

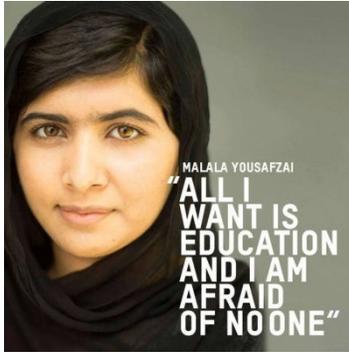
- **Mark Rutte** – focused on economic reform and tackling unemployment in the Netherlands.



Mark Rutte
Prime Minister
Netherlands

- They represent a “**Spirit of Millennial Openness**” and in favor of globalization and free trade.

- Ireland is seeking election for a nonpermanent seat on the United Nations Security Council in 2021-2022, for the first time in 20 years. Leo believes that by working together, “friends are able to say things to each other that are true, and a small country like Ireland can show **leadership in the world by using our voice.**”



Malala Yousafzai

2014 Nobel Peace Prize

- “I tell my story, not because it is unique, but because it is not – it is the story of many girls.”

Malala, the Nobel Peace Prize winner turned 20 in the Hassan Shami camp for displaced people outside Mosul, Iraq, a stop on her pre-college Girl Power Trip.

- “People often forget that this is the way refugee children have a future: you educate them. Otherwise it is a generation lost.”

- The camp lacks electricity and proper facilities and yet, the girls living there still have the **courage to continue their education and to have dreams**. They want to “change their community, change their education, and rebuild.”

- Similar challenges in Iraq as in her Pakistani home – lack of investment from the government and international community in the people and there are no schools. UNICEF needs sustained funding to make a difference. Raising awareness is needed for refugee families to understand the **importance of education for their daughters**.

- Her Girl Power Trip includes visiting a county in Africa, South America, and North America to meet girls who have **inspiring stories** and to encourage them to **raise their voice**. Refugee children have lived under terrorism and suffered but still have hope.

- Malala hopes to draw attention to these girls’ stories hoping people will listen to such incredible stories. “Situation that most people outside of these regions would not even imagine for a second are a reality other people are going through, and **we cannot be silent**.”

- There are millions of children who can’t access their education, and I can’t be silent. My aim is to appoint inspiring stars among these communities who want to speak up and to encourage them to do so. **If you keep waiting for someone else, things will never change**.

- Malala drew international attention and wanted to change the world when she was 11 years old. She believes in **raising your voice, you can bring change in your community**.

- She has finished school and plans to attend college. Malala was accepted to attend **Oxford University** and hopes she can maintain the grades needed to graduate. She wants to study the philosophy of politics at Oxford.

The Last Mile Connectivity Project



An initiative geared towards increasing electricity access to Kenyans across the country.

“I felt like I was in a different world, because my house was well lit....”
Seline Akinyi Mumba

- A three phase project beginning with access to the existing distribution transformers by maximizing their reach. Phase two and three will require additional transformers to be installed enabling a total of **2.5 million Kenyans to have access to electricity.**

- This is a partnership with the Government of Kenya, The African Development Bank, World Bank, and International Development Association.

- **Kenya gets over 60% of its energy from renewable resources**

Benefits include:

- The population being connected to the distribution system.

- An increase in economic activity (industrial, agricultural, commercial) and social wellbeing (households and social institutions)

- **Electricity installation cost lowered by 60%**

- The reduction of reliance of Kerosene as a source of light.

- This changes the lifestyle of the people. Children can study at night, they can have appliances for basic household chores. **It frees up time for other commercial or recreational activities for women to contribute more to their own finances.**

- “Nighttime is when the personal impact of electricity is most visible....**Seline’s house is a beacon for school children to come do their homework...**”Christopher Livesay.

- **This private/public partnership has allowed the voices of many people struggling for greater access to technology, education and appliances to improve their lives have been heard.**



HRH Prince Harry

The Invictus Games

“You are role models that any parent would be proud to have their children follow”

Prince Harry 2016

The 2017 Invictus Games will be held in Toronto, Ontario, Canada September 23rd – 30th.

550 competitors from 17 nations will compete in 12 adaptive sports.



Christy Wise 2017 Co-Captain Team USA

- The Invictus Games were created by Prince Harry in 2014 to allow wounded, sick or injured armed services personnel and veterans to take part in sports. Originally created for the Commonwealth Realms. **Invictus – Latin for “unconquered” or “undefeated”**
- The games include wheelchair basketball, sitting volleyball, power lifting, Paralympic swimming, Paralympic track and field, and indoor rowing to name a few.
- In 2016 the games were held in Orlando, Florida. This made the games available to more participants and non-commonwealth countries were able to participate.
- Christy Wise, co-captain of the U.S. team, lost her leg below the knee in a boating accident. She says that it is a way of showing people you were a teammate and participated in sports before you were injured, and you still can.....
- Wise also is impressed by the commitment of Prince Harry. **“He saw people injured...He says we owe these people the best – whatever they’ve given, whatever we can do for them”**
- **Prince Harry has been a voice for Armed Forces, Conservation, Mental Health, and Young People along with his brother and sister in law TRH The Duke and Duchess of Cambridge.**



Jerry Lewis

“I shall pass through the world but once. Any good, therefore, that I can do or any kindness I can show to any human being, let me do it now. Let me not defer nor neglect it, for I shall not pass this way again.”



MDA has funded more than \$1 billion in neuromuscular disease research since 1950.

- Lewis served as MDA’s honorary national chairman during the decades when the organization was developing the most comprehensive program of research and medical and community services of any nonprofit health agency in the country. Through telethons and other fundraising activities carrying his name, **Lewis brought worldwide attention to the fight against dozens of neuromuscular diseases.**

- One of the most notable turning points in understanding neuromuscular disease came in 1986 when Louis Kunkel, Ph.D., discovered the genetic defect that causes Duchenne muscular dystrophy (DMD). Kunkel is a longtime MDA research grantee whose achievement, said Lewis, “was staggering.”

- **“To see this breakthrough tells me that indeed in my lifetime, I’m going to see ‘my kids’ better than they are today,”** Lewis said at a press conference during the announcement of the discovery.

- Lewis became associated with MDA in 1952, shortly after the organization was formed by a few adults with muscular dystrophy, parents of children with the disease and the late Dr. Ade T. Milhorat, then virtually the only American physician specializing in muscle diseases.

- In the early 1950s, Lewis and his show-business partner, Dean Martin, held telethons broadcast in New York for MDA. The children with neuromuscular diseases that Lewis met during numerous personal appearances for MDA began to call themselves “Jerry’s kids,” in gratitude for the compassion they received from the country’s favorite young comedian. **Lewis said over the years the children referred to themselves so often as “Jerry’s kids,” that it finally became a familiar phrase to millions.**

- During the next 50 years, Lewis courted sponsors for MDA; appeared at openings of MDA care and research centers; addressed meetings of civic organizations, volunteers and the MDA Board of Directors; successfully lobbied Congress for federal neuromuscular disease research funds, and made countless phone calls and visits to families served by MDA. **He was the voice of MDA for decades.**