



SPARK

GLOBAL PHILANTHROPIC FOUNDATION

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FOUNDATION

2018 – 2019 PROGRAM



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SPARK

GLOBAL PHILANTHROPIC FOUNDATION

OUR MISSION

Our mission is to engage, empower, and educate people of all ages on the important and rewarding aspects of philanthropy, with the ultimate goal of enhancing society.

We bridge communities of wealth, young investors, social entrepreneurs, philanthropists and the like to address global issues and make lasting positive change.





SPARK

GLOBAL PHILANTHROPIC FOUNDATION

ABOUT US

We have established The Spark Global Philanthropic Foundation (SPARK) to promote and teach strategic philanthropic practices that empower youth to understand and navigate charity.

We assemble groups of highly motivated students who share the common objective of enhancing society, those who aspire to be future innovators and leaders in charitable organizations, social enterprises, philanthropic foundations, and government.

Spark provides them with unique experiences and unimaginable access to some of the world's top leaders and philanthropists. (President Clinton, Michelle Obama, David Foster, Princess Salimah Aga Khan, His Holiness the Dalai Lama, Frank Giustra, etc.).

Students also receive a Stanford based course on philanthropy and course material provided by Rockefeller Philanthropy Advisors and the Rockefeller Foundation. Historically, the program has raised over \$2.5 million to deliver programs that teach youth about philanthropy, and provide humanitarian aid and education for women, children and refugees worldwide.

We teach them not only about giving, but also about monitoring their impact thereof. Students receive an allocation of charity dollars that they are accountable for to donate, amplify and measure.

Our objective is to develop a philanthropic curriculum which becomes embedded in courses offered by academic institutions throughout the Nation.

The Spark program marks the beginning of each student's ability to purposefully and productively contribute to society. First, by making money, and secondly by giving it away in a well thought out productive manner. Taking the long view, this program will no doubt change each participant's very outlook on life.

Thank you in advance for making a difference and being part of this transformative group.

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HOW WE TEACH



LEVEL 1 – SPEAKER SESSIONS

Experience “Philanthropy taught by Philanthropists.” Attend seminars with unimaginable access to some of the world's top leaders and philanthropists:

President Clinton, Michelle Obama, David Foster, Princess Salimah Aga Khan, His Holiness the Dalai Lama, Frank Giustra, Ian Telfer, Joe Segal, etc.



LEVEL 2 – ACADEMIC COMPONENT

Complete a Stanford based course on philanthropy and academic sessions on the history of philanthropy, impact investing, top foundations in the world, the role of philanthropy in corporations, etc. Course material provided by Rockefeller Philanthropy Advisors, UBS and the Rockefeller Foundation.



LEVEL 3 – PHILANTHROPY PROJECT

Dollars in motion. Activate your own personal philanthropic portfolio and foundation account. Donate an allocation of charity dollars to a foundation of your choosing. It is your responsibility to amplify and measure these funds. Realize your ongoing purpose, curated, measured and managed with the help of Spark.



LEVEL 4 – ENDOWMENT MANAGEMENT PROGRAM

This is a significant undertaking on the part of Spark and its students, requiring the highest level of ethical and academic standards. A three-year program for Spark graduates of Level 3. Work with the top fund managers in the country to jointly manage Spark's endowment funds. Learn the skill set required to manage an investment portfolio and become a sound financial steward of capital.

- Learn how institutions manage investment and endowment portfolios
- Learn to manage your own portfolio
- Learn the structure and strategy of each of the portfolios and how they measure against other professionally managed portfolios.

PHILANTHROPY

CHARITY vs PHILANTHROPY

What is the difference between charity & philanthropy?

- **Charity** focuses on eliminating the suffering caused by social problems, while **philanthropy** focuses on eliminating the very social problem itself.
- **Philanthropy** is more long-term and strategic. It is focused on rebuilding. There is charity, which is good, and then there is problem-solving charity, which is called philanthropy.

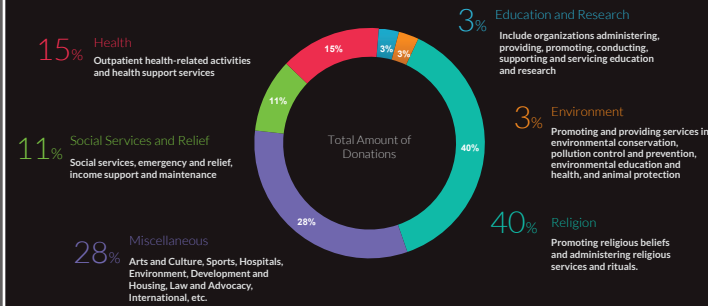
R . A . D . A . R

The Road Map to Philanthropy

R	A	D	A	R
Reflect	Access	Decide	Act	Refine
Heart Speaking Identify the goal and objectives: What am I passionate about? What change do I want to make? What are my goals and objectives? Are they measurable?	Mind Speaking Identify possible approaches: What are the different ways these goals can be achieved? What do I want to give: Time, Talent or Treasure? What will have the most impact?	Choose a course of action: Which option makes most sense to pursue? Who is doing it now? How successful are they? Are there more efficient ways?	Execute on the course of action. Roll up your sleeves and implement, act or finance.	Refine your strategy: What was the measurable outcome? What changes will lead to a more efficient process? Do I continue?

CHARITABLE GIVING

The Impact of Religion on Philanthropy



SOCIALLY RESPONSIBLE INVESTING

What is socially responsible investing?

- Also known as values-based or ethical investing
- Refers to the practice of integrating social and environmental factors within investment analysis to avoid investing in companies that have negative impacts on the environment and society
- i.e. Investing in companies with "do not harm" policy

8 RUNGS OF GIVING CHARITY — Maimonides

The transition from charity to philanthropy

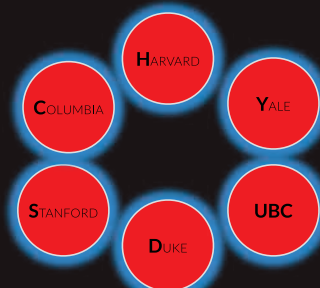
8. Philanthropy

The highest form of charity. Giving treasure, time or talent to enable an individual to be self-reliant



PHILANTHROPY COURSES AT COMPARATOR INSTITUTIONS

How do Others Teach Philanthropy?



CURRENCY OF PHILANTHROPY

Where do you fit in?



IMPACT INVESTMENTS

- Investments made into companies, organizations, and funds for the purpose of **generating social and environmental impact + financial return**
- Impact investing challenges the long-held views that social and environmental issues should be addressed only by philanthropic donations, and that market investment should focus exclusively on achieving financial returns

EXAMPLE 1

Investing into a provider of affordable homes designed for low-income families in rural or devastated settings.

EXAMPLE 2

Investing in companies that provide solar energy to rural communities in developing countries with limited access to energy.

EXAMPLE 3

Investing in companies that set up water purification plants in rural villages.

EXAMPLE 4

Investing in a company that implements drought resistant or permaculture farming.

PERFECT CIRCLE

Altruism

Greek 'altru' = other
Altruism is regard for others, without regard for oneself.



Charity

Being generous in donations to relieve the needs of ill, helpless, or indigent persons or animals.

Philanthropy

Greek 'phil' = love
Greek 'anthropos' = mankind
Helping mankind with charitable efforts.

SURGE IN PHILANTHROPY

Why is philanthropy so fashionable today?

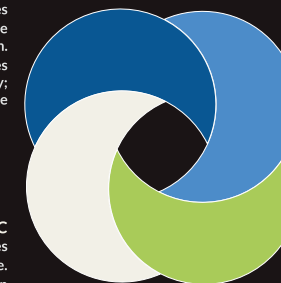
- Philanthropy has been around for thousands of years & the reasons people give has not changed much.
- Surge in philanthropy today is attributed to the rapid wealth-creation recently and its uneven distribution.
- 20 wealthiest people in US, now own more wealth than the bottom half of the US population, a total of 150 million people. There is a strong movement to balance the distribution.

MODELS OF CORPORATE SOCIAL RESPONSIBILITY

Intersecting Circles Model

PHILANTHROPIC Responsibilities
Be a good Corporate Citizen.
Contribute resources to the community; improve quality of life

ECONOMIC Responsibilities
Be Profitable.
The foundation upon which all others rest



ETHICAL Responsibilities
Be ethical.
Obligation to do what is right, just and fair; Avoid harm

LEGAL Responsibilities
Obey the Law.
Law is society's codification of right and wrong; Play by the rules

ROLE OF PHILANTHROPY IN CORPORATIONS

What is Shared Value?



What is Shared Value?

- A management strategy in which companies find business opportunities in social problems.
- While Philanthropy and CSR focus on "giving back" or minimizing the harm business has on society, shared value focuses on the economic success of solving social problems.





THE **EXPONENTIAL** POWER OF DONATING TO SPARK

With regular charitable giving, your money goes directly to the selected charity achieving a one-time return. When you choose to invest in SPARK, the value of your donation is increased exponentially by:



INVESTING IN YOUTH

Our students are taught strategic philanthropic practices that empower them to understand and navigate charity — a foundational skill set they will use for the rest of their lives. Investing in youth is investing in our future.



INVESTING STRATEGICALLY

Funds donated through SPARK are invested in projects that promote education, entrepreneurship, and social technologies in order to develop income-generating activities that lead to independence and self-sustainability. In doing so, we impact generations.



MULTIPLYING THE VALUE OF YOUR SPARK DONATION

Donations are multiplied by matching donations of SPARK partners.

“Leverage is the mantra of the times in philanthropy, and rightly so. People want to know that the charities they support are using donations as effectively as possible.”

— Harvard Business Review

THE SPARK GALA

The Spark's annual gala is a premiere event showcasing philanthropy at its best. The celebrations attracts some of the country's top philanthropists, business leaders and dignitaries. Proceeds from the gala support Spark's empowerment programs that teach youth about philanthropy, and provide humanitarian aid and education for women, children and refugees worldwide.



REFUGEE CRISIS

Providing humanitarian aid and support for refugees and immigrants who have fled violent conflict zones to build new lives. (Radcliffe Foundation, Amed Khan, Elpida Home and Zaka Khan Foundation).



EDUCATING WOMEN

Educating women and girls in the developing world who are denied opportunities. Enabling families rise out of poverty and become self-sufficient by educating and training women (Create Change).



ORPHANAGES WORLDWIDE

Supporting 66 orphanages and over 5,000 children in Africa alone. Self-sustainability through education and permaculture farming (Lift the Children).

THE FAMILY APPROACH TO PHILANTHROPY

“Any family can develop its own philanthropy program and craft the activities that will encourage a generous spirit in the next generation. Philanthropy, in all its many shapes and forms, is a wonderful way for parents to share their values with their children while making a meaningful contribution in the larger world.”

.... The Philanthropic Initiative.

In 2018 Spark will introduce its Junior program, a creative initiative aimed to inspire children aged 7 to 13 to become involved in philanthropy. Spark is committed to engage, empower, and educate children on the important and rewarding aspects of philanthropy.

In the Spark Junior Program, a group of driven students will have the unprecedented opportunity to learn, engage and participate in philanthropy.

Participants will also complete a Philanthropy Project, an activity designed to teach strategic and socially responsible investing that will create a lasting beneficial impact on society. Students will learn to identify their personal philanthropic goals and how to achieve those goals. They will then receive an allocation charitable dollars that they will be responsible to invest in their community.

This program will pave the way students to transition into the senior Spark program, inspiring them to become future leaders and innovators, equipped with the skills to purposefully and productively contribute to society.

Spark Junior is today's investment in tomorrow's leaders.



SPARK JUNIOR

THE SPARK ENDOWMENT MANAGEMENT PROGRAM

Spark Endowment Management Program is a three-year program for Spark graduates. Its objective is to teach students the skill set required to manage an investment portfolio and become sound financial stewards of endowed capital.

A small team of students will work in a group with two of the top portfolio managers in the country to jointly manage Spark's endowment funds. Students are to invest the funds and manage an investment portfolio with Connor, Clark & Lunn Private Capital Ltd. and Odlum Brown Limited.

Over a course of 3 years, students will receive Harvard and Rice University based course content on capital markets and investments. They will learn:

- How to manage their own portfolio
- Other institutions approach to money management
- The investment strategy of each portfolio
- The performance of each portfolio against other professionally managed portfolios
- How to evaluate the tradeoffs between investment risks and return in meeting investment objectives

This is a significant undertaking on the part of Spark and its students, requiring the highest level of commitment, ethical and academic standards.

The returns from all portfolios are to be donated to humanitarian programs. This marks the end cycle of the Spark program and the beginning of each student's ability to purposefully and productively contribute to society. First, by making money, and secondly by giving it away in a well thought out and productive manner.

Taking the long view, this program will no doubt change each participant's very outlook on life.

COMPLETING THE CIRCLE



FOUNDING MEMBERS CIRCLE

The Spark Founding Members Circle is a dedicated community of donors representing the model of philanthropic leadership. Their contributions are integral to Spark's sustained excellence and pave the way for Spark's future. They include:

The Giustra Family

The Mangalji Family

The Ladha Family

Ludwig Family

Goldcorp

The Xue Family

Alison Volken

Djavad Mowafaghian Foundation

The McCord Family

The Mindset Foundation

The Palffy Family

The Assadi Family

The O'Neill Family

John & Chawna Volken

The Spooner Family

The Alibhai Family

The Doman Family

Sandy Elliott
