

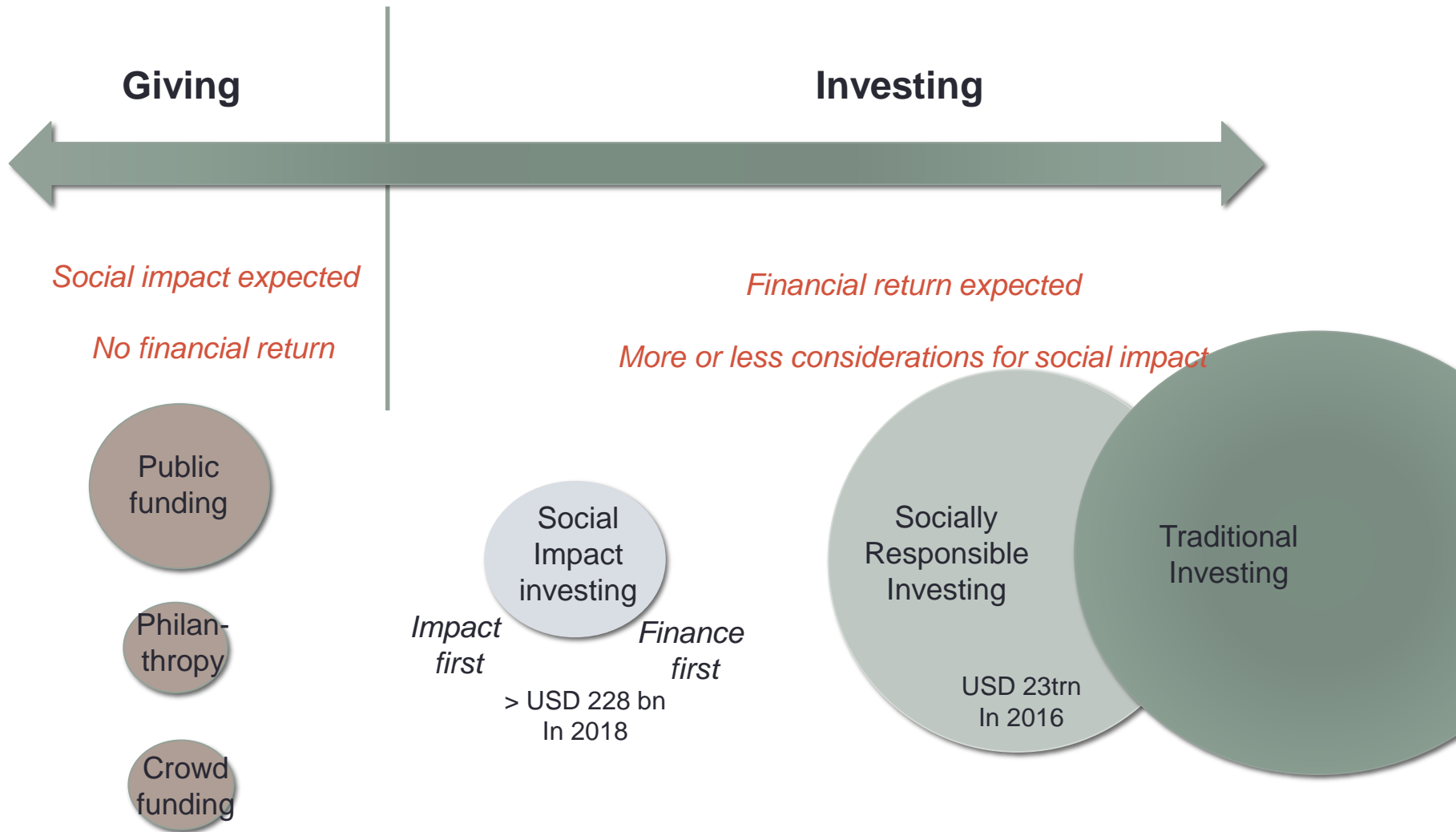
ORIENTATION ON THE FUNDING LANDSCAPE



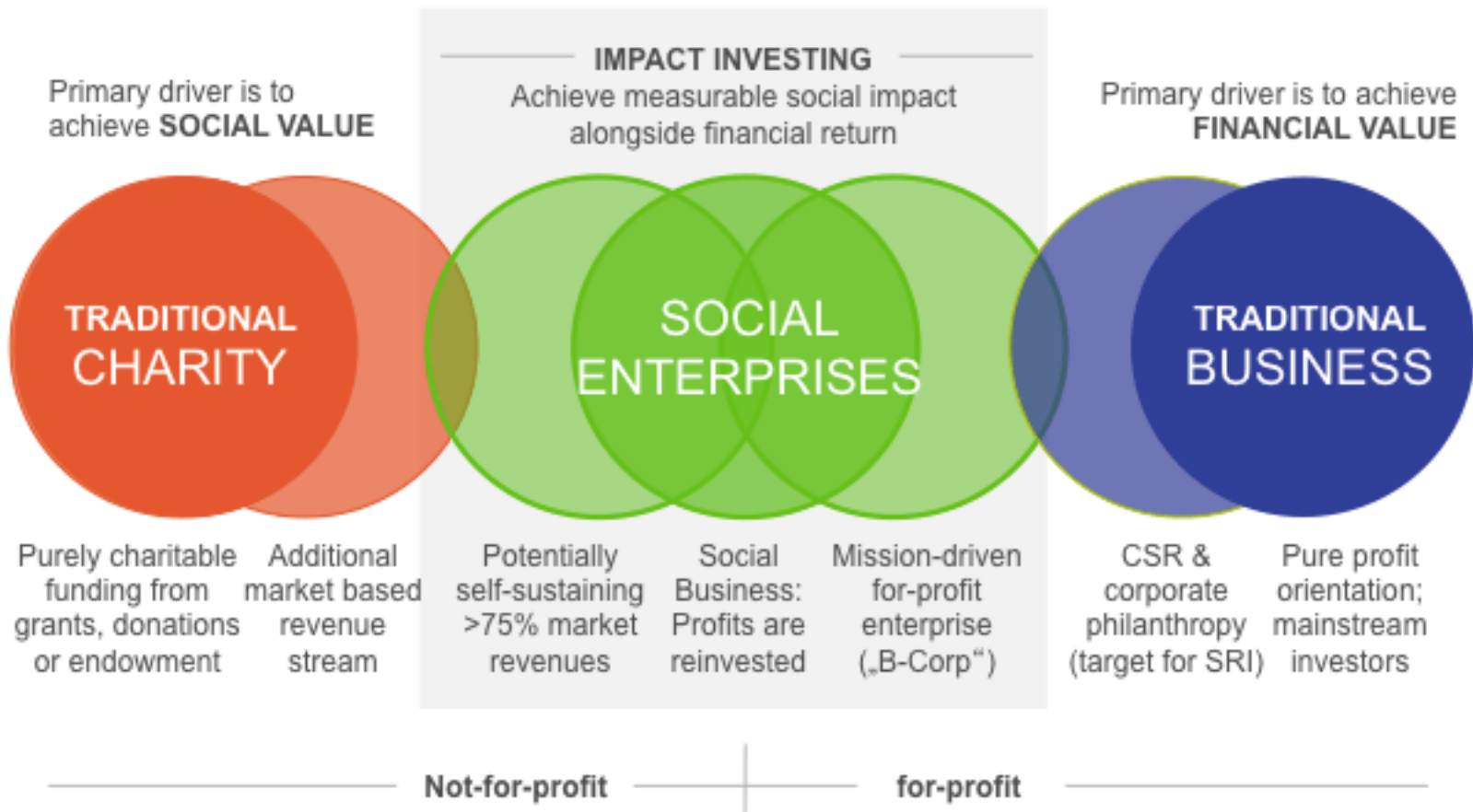
Philanthropic & Humanitarian Initiatives
Karin Jestin

January 22, 2019

The so-called funding continuum



A blending is slowly taking place



Source: Adapted from J. Kingston Venturesome, CAF Venturesome, and EVPA.

THE IMPACT INVESTING CONTINUUM:

inside the drivers and growth of the impact market



Though growing, philanthropy is dwarfed by public giving

- **Public funding** is by far the largest pool of granted funds
- **Philanthropy for development** represents about **5% of ODA** (official development assistance)
- Philanthropy for development comes **dominantly from the USA**

Philanthropic giving vs. official development finance, 2013-15

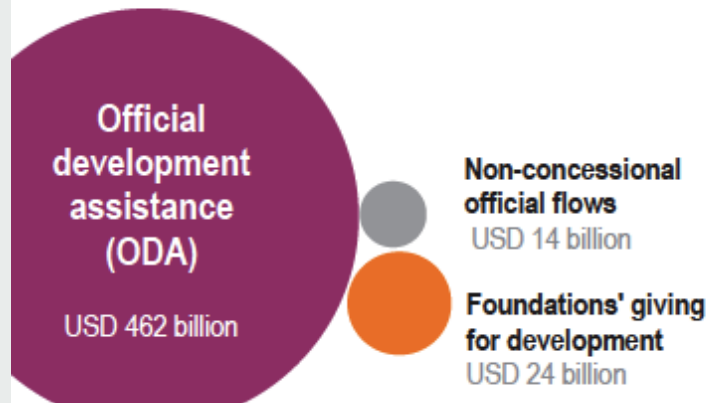
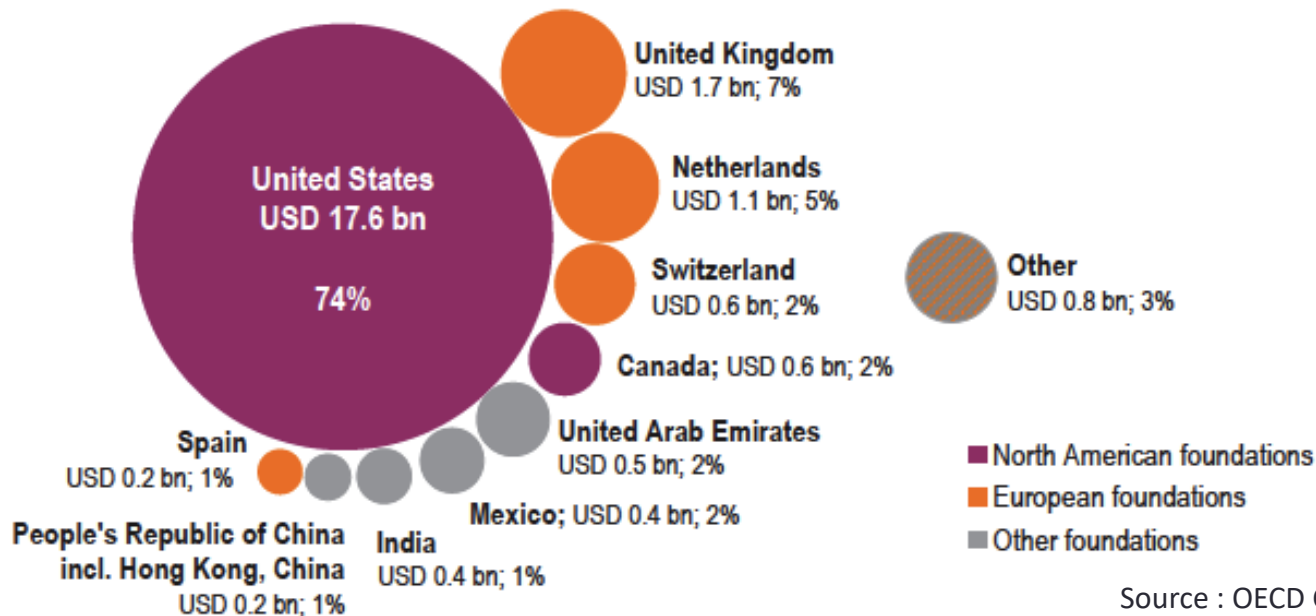


Figure 2.3. Philanthropic giving by country of origin, 2013-15

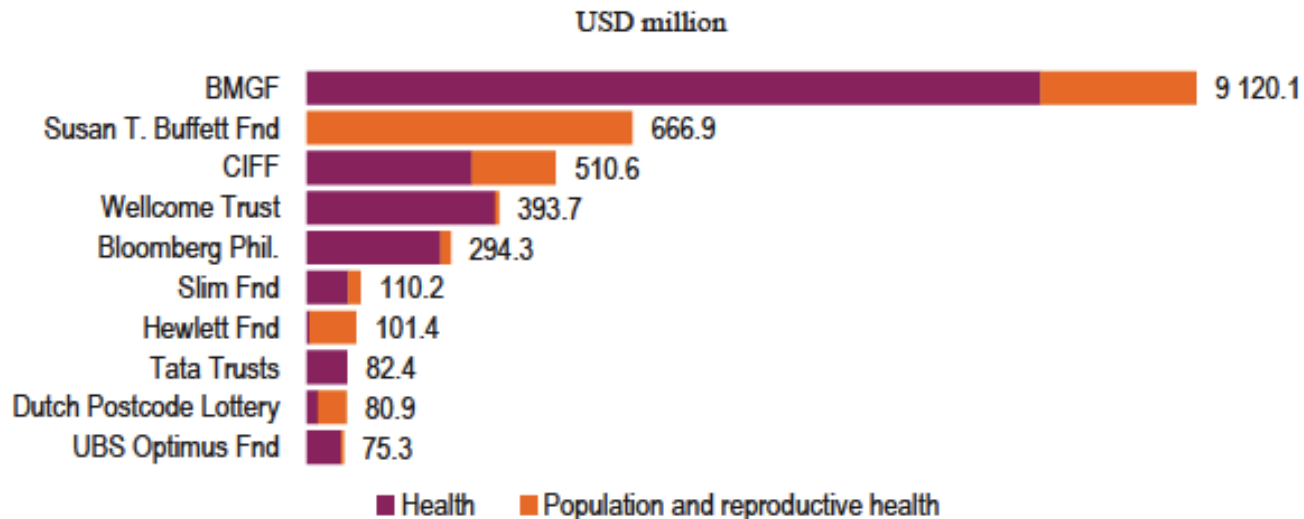


The health field is the main recipient of foundation grants



- **Health & reproductive health** is the largest beneficiary of philanthropic giving (more than half of philanthropic funds for development in 2013-15)
- **The Bill & Melinda Gates Foundation** is by far the main contributor

Figure 2.13. Top ten foundations supporting health and reproductive health, 2013-15



Note: The bar size for the BMGF was adjusted to 20% of the real size.



Private philanthropy for development

How does it work?

Where does funding come from?

And where does it go?

▶ ▶ 🔊 0:07 / 1:59



There is a kind of « division of labor » in the giving landscape

- **Crowd funding** is emotional, convinced by an idea / a story it wishes to see come through, not asking for much return. Family seed funding and some individual donors will function the same way.

=> best suited for early idea maturing ?

- **Philanthropic funding** is usually more strategic. It is quite rapid in decision-making, relatively un-bureaucratic and can afford to take risks.

=> best suited for early piloting phases ?

- **Public funding** applications are usually complex, lengthy and cumbersome. Grant volumes can be significant though.

=> best suited for replication ?

What foundations tend to look for

- Through their giving, foundations “buy” **future impact** in their areas of interest/focus
- They will generally look at the **soundness of the project** and **solidity of the organization**

PROJECT

- Understanding of context
- Soundness of the « theory of change »
- Expected outputs and impact
- Realistic implementation activities, means and timetable
- Solidity of project team

ORGANIZATION

- Strategy
- Governance and Leadership Team
- Funding structure and existing partners
- Past successes and impact to date

*That said, as the saying goes,
“when you know one foundation ... you know one foundation”*

In Switzerland alone

Claudia Genier @ EPFL Foundation Days, 6.9.18

Pool of **2'500 foundations**
focusing on research and science

Foundations have their **purpose**
and action mode **as DNA**

Big grants exist, also in Europe
and Switzerland

Obtaining private research
funding is **time consuming**

It is worth **building trustful relationships**
with specific foundations

- There are **many potential funders** out there
- When you understand **one foundation**, it is **one foundation**
- There are also many smaller ones (a few 10'000)
- There is **no free lunch!**
- Many funders give recurring grants – **trust** is a key component!

For foundations, AI is a recent field of grant-making

PAUL G. ALLEN FAMILY FOUNDATION AWARDS \$5.7 MILLION TO ADVANCE ARTIFICIAL INTELLIGENCE RESEARCH

12/3/2014

Northeastern receives \$50 million gift to further AI studies



Amin Khoury donated \$50 million to his alma mater, Northeastern University.

COURTESY OF NORTHEASTERN UNIVERSITY

By Allison Hagan | GLOBE CORRESPONDENT DECEMBER 17, 2018



TOPICS ARTICLES REPORTS PRESS SPEECHES

THE ETHICS AND GOVERNANCE OF ARTIFICIAL INTELLIGENCE FUND COMMITS \$7.6 MILLION TO ORGANIZATIONS THAT BOLSTER CIVIL SOCIETY EFFORTS AROUND THE WORLD



Botnar Challenge semi-finalists announced

« The digital leaders' strategy is not to fund university labs; it is to compete with them ».

FaberNovel, 8 facts about AI research funding, 13.03.2017