



## Concluding Thoughts

Philanthropy is not a new phenomenon but it is at different stages of maturity around the world. Similarly, our individual and collective philanthropic motivations, goals, approaches, ability to assess impact and degree of involvement differ.

As highlighted earlier, Schumpeter's waves of creative destruction, powered by the digital technologies that define our era, are expected to ensure that over the next decade changes in philanthropy, as elsewhere, accelerate. As societal attitudes, behaviours and commercial common sense adjust and align to a connected and data driven digital world, so will philanthropy.

Digital technology enables both atomisation and collaboration. A positive view might be that as society seeks to address the underlying causes of social and environmental challenge, longer- term

systemic and broader collaborative solutions will come to the fore. A more jaundiced view may assert that short-term self-interest and increasing polarisation will ensure that societal divides and environmental destruction will continue to worsen.

Leadership, be it from Government, the global elite or from crowd-powered citizens will guide the outcome. Positive use of Power, Knowledge and the earning and retention of the Trust of all stakeholders will be vital to success.

# Questions for the Future

As we move forward, there are clearly many issues impacting the future of philanthropy. Some of these will drive change for donors, charities, intermediaries and for corporates. Others will require action by governments and regulators. Below are a series of questions that could be considered in the planning of a future agenda.

## Five Questions for Donors:

- What **impact** do I wish to have with my gift?
- What **specific area** that I support can have the greatest influence over the future?
- Given all the options, who can I **best support and why** to create most impact?
- Which of **my daily choices** can play a part in changing the status quo?
- How can I **get involved** or who can I collaborate with to have even greater impact?

## Five Questions for Charities

- What is the most powerful role that we can **uniquely play** to help set the most impactful agenda in our chosen field?
- Who should we **collaborate with across the spectrum** to have more lasting impact?
- What actions can we take to increase **our legitimacy** and become more transparent and so more open to public scrutiny?
- How can we better **access, create, use and share our and others' data** to deliver more impact on the ground?
- How can we deliver **a more personalised experience** for donors to grow support?

## Five Questions for Intermediaries (Foundations, Advisors)

- Are we really focusing on the **right big issues** for the next decade?
- What is the **most powerful role** that we can play to help set the most impactful agenda?

- How can we **better use data** to deliver more impact?
- How do we add **human understanding** into our analytical approach?
- Who should we **collaborate** with to have greater impact in the future?

## Five Questions for Corporates

- Where can we use our existing capabilities and assets to **create new sources of value** for society?
- Who can we collaborate with **within and outside our sector** to have more impact?
- How can we better **share our views** about the big challenges in an effective way?
- How should we better **engage millennials** within our organisations?
- How do we increase **social and environmental capital alongside financial capital**?

## Five Questions for Government

- Are we really **focusing on the most important** big issues for the next decade?
- To what extent can we better use **taxation and policy** to influence behaviours?
- How can we work better with others to help **set the most impactful** agenda?
- Are we leaving the **most appropriate gaps** in social support for philanthropy to fill?
- How should we change our approach to engage better with the **needs and interests of the next generation**?

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## Key Insights from Global Workshops

Each expert discussion covered a wide range of issues and then focused on some of the key topics that will have impact in the future. This is a summary of the main issues raised per location grouped into three themes:

- Challenges that are seen as important to address
- Opportunities that are already on the radar
- Future Issues that are emerging and will become more important

In addition, we have included some key statements from the events