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BARRON'S COVER

Giving Wisely

By **SUZANNE MCGEE**

BILL GATES AND WARREN BUFFETT MAY get all the ink, but it takes more philanthropists than that to make the world go 'round. Hundreds of others also are leaving big marks -- not necessarily because they have giant foundations but because they give wisely. They know how to make their dollars go far.

Barron's asked Geneva Global, a top consulting firm in philanthropy, to identify 10 donors who epitomize thoughtful and effective giving. Some of these folks work far behind the scenes -- Lynn Fritz, for instance, supports training and technology for disaster-relief workers around the world -- while the efforts of others are quite visible. The Jacobs family of San Diego has given a remarkable second life to a poor neighborhood there.

The works of all 10 donors stand as valuable object lessons as this year's season of giving gets under way. Anyone interested in having a real philanthropic impact is bound to learn something from these donors, (see below for profiles).

"There are lists everywhere of who the biggest philanthropists are, but that doesn't answer the real question; the biggest givers may not be the most effective," says Steve Beck, chief executive officer of Geneva Global. After all, he points out, no one measures the caliber of an investor by the size of the portfolio, but by the returns.

The consulting firm, based outside Philadelphia, assembled the list from its own research and the insights of experts on philanthropy in five broad areas: higher education, international health, domestic poverty, international poverty and disaster relief. Assisted by IFF Advisors, Geneva Global closely examined more than 100 candidates, looking for giving that has had measurable and important impact on people's lives. The 10 finalists may not be absolutely the most effective givers in their fields -- but they are unquestionably close.

"We narrowed the list down to people who have made a sustained and significant commitment over a period of many years, because people who aren't willing to focus their efforts and stick to it for a while will not produce real change," says Tim Ogden, Geneva Global's chief knowledge officer.

Geneva spells out its methodology -- and offers expanded information about the 10

donors -- on one of its Websites, www.beyondphilanthropy.org². The firm doesn't have broad consulting relationships with any of the 10, but has done some work for one, David Weekley, and has indirect ties to others. *Barron's* approved of the lineup after studying supporting material and interviewing each.



The 10 donors, who support everything from executive education in the U.S. to water wells in Ethiopia, all are having real impact in their own lifetimes.

These donors share more than a passion for their causes: Regardless of how much wealth each may bring to bear on a particular problem, all 10 want to see real, noticeable change within their lifetimes. "We're 66 years old and don't have time to mess around with stuff that doesn't work," says Steve Alderman who, with his wife Liz, founded an organization to provide treatment to victims of mass trauma in countries such as Rwanda and Cambodia.

Being effective means finding the right way to give. "We saw that we could have a significant impact with small dollars, if they were given to the smaller rural organizations that also worked most closely with the people who needed help," says

Kerry Olson, who along with husband David Katz launched the Firelight Foundation to help children infected with or orphaned by AIDS. "Most donors don't want to give small gifts, but that money hits the ground running."

See below for Peter C. Alderman Foundation Profile

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Steve and Liz Alderman

After their son, Peter, was killed in the Sept. 11, 2001, terrorist attacks, the Aldermans struggled to find a way to honor him. "When I saw a *Nightline* program dealing with issues of mass trauma, and heard that a billion people have experienced torture or some other kind of mass violence, it just clicked," says Liz Alderman, 66.

STRATEGY: The couple, through the Peter C. Alderman Foundation, fund a training center run by the Harvard Program in Refugee Trauma, allowing doctors from developing countries such as Cambodia and Rwanda to meet and discuss their experiences treating traumatic depression. The centerpiece is an annual event in Orvieto, Italy, now attended by some 26 physicians from a dozen or more countries. The Aldermans also are setting up clinics in developing countries.

REACH: The foundation, started with money the family received from the 9/11 victims' compensation fund, now totals more than \$1 million. Over the past four years, its programs and clinics have reached more than 55,000 individuals.

EFFECTIVENESS: Each doctor attending the program trains a dozen or so health-care workers, such as teachers, midwives or even village elders. The Aldermans try to ensure that the programs meet local needs; in Cambodia, all patients go to a Buddhist monastery for spiritual healing.

PLANS: Clinics will open next year in Uganda and Rwanda