



Sampradaan

Indian Centre for Philanthropy

E-Newsletter

Issue Number 76

June, 2013

(For private circulation only)

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Paradigm of PEACE for Philanthropy and Community Development

By Pradeepta Kumar Nayak

Effective community development is of prime importance both locally and globally and can be achieved with the application of many factors and actors including the governments, foundations, corporates and civil society organizations. While philanthropy plays a vital role in community development, development agencies in India have not taken enough steps to promote effective 'participation and contribution by the beneficiary and geographical communities', known as community philanthropy. Community philanthropy, also named as place-based philanthropy, can play incredibly important roles in reducing dependence, increasing self-reliance and practices of sustainable and participatory community development.

As a Senior International Fellow of 2013 with the Centre on Civil Society and Philanthropy, the City University of New York; I had a huge opportunity to learn the global perspectives and practices of civil society, philanthropy and foundations. With a view to learning lessons specifically for India, I explored, through readings, site visits, seminars, meetings and conversations, different ways of promoting place-based philanthropy and community development foundations.

One lesson is that community development through civic engagement is not only a goal, but also a strategy for development of effective local institutions and community resource mobilization. Mentioned below is a brief list of strategies for facilitating sustainable community development with leadership by the beneficiaries.

Strategies for Community Development with Civic Engagement:

1. Work at the grassroots level, convene public meetings and promote people's participation.
2. Organize the communities by promoting unity, practices and attitudes like self-reliance.
3. Lead the efforts for local people to come forward for their own discussions, decisions, solutions and development that is sustainable and inclusive.
4. Look for donors and partners willing to support the community on a long term basis.
5. Strike a balance with donors, but focus on community contribution, self-reliance and development.
6. Assess local needs, aspirations and resources of all kinds.
7. Initially focus on today, not tomorrow: food, shelter, clothing, illness and diseases.
8. Gradually shift focus from food to future, from today to tomorrow. Work on education, health, income generation, dignity, rights, and **PEACE**.

While working for community development, the leaders and volunteers should always remember 'peace', not only as an objective, but also as an approach. This would help the practitioners to avoid conflict and confrontation, so that they can adopt the approaches of cooperation and persuasion. Lack of peace has proved to be a great obstacle to the development efforts. Sometimes peace is disturbed because the managers and volunteers themselves fail to manage their community activities, to involve everybody concerned in the area, and to maintain transparency and accountability to the community.

Peace is also disturbed because of the issues of caste, religion, politics and day to-day neighborhood disturbances and divisions. While the development actors in India have their focus on the poor, many not-so-poor community members have shown evidence of jealousy, isolation, withdrawal and opposition. This is an issue of diminishing peace, and has two dimensions: one, the need for involving all the people, especially the potential local donors like the rich and generous, in development objectives has not yet been met; and two, the above evidence have led to some oppositions to development objectives.

The peace-based problem actually gives an opportunity for the development leaders to create a base for peace. They need to strategize in order to involve 'those who feel isolated or are withdrawn' in planning and implanting solutions, and convert them into 'contributors of change'.

There is a need to start a full-fledged process to mobilize the local rich into local resources and benefactors: the development practitioners can engage with and motivate the locally powerful and rich people to participate and contribute to the efforts of local development including upliftment of the poor neighbours.

In the interest of 'peace based development', the practitioners need the answer to two questions:

1. What are the efforts for common community issues that should be taken up to give the benefits to all community members?
2. What are the thoughts, perceptions and issues of 'non-cooperating local rich' when the efforts are made for their poor neighbors?

I also use **PEACE**, as an acronym to refer to the five areas or needs of the community that should be focused on while working for community development and engagement. These five needs are:

P: Place- People need place, geographically and otherwise. They want land for housing and agriculture, but they also want platforms of freedom and rights in civil society. When people have a place and a sense of belongingness to their place, it becomes easier to inspire place-based philanthropy and initiate place-focused development drives.

E: Education- A community can develop when there is investment on education. Education should focus not only on choice, information, skills and employment, but also on values and philanthropy.

A: Access- People should have access to health care and other development schemes; to freedom, rights and opportunities to meet their dreams and aspirations.

C: Culture- People are interested in their culture and religion. This is an important area to engage with the communities effectively. If giving can be made a part of a community culture, development can be comprehensive and qualitative.

E: Economic development- It is something the practitioners cannot afford to neglect. It is a priority need to eliminate or reduce hunger and poverty for equitable development and prosperity. Moreover, if people have economic power, they would be able to give and share. If people's development is effected with philanthropic contributions, today's beneficiaries can become tomorrow's benefactors.

PEACE has special relevance for philanthropy promotion organizations like community foundations and other forms of community philanthropy organisations, but other development agencies should also follow this paradigm that can ensure effective, inclusive and sustainable development with contribution of both external and internal promoters, and also drive development processes and outcomes with leadership of the local people and their local needs, aspirations and resources. I hope, people persist with **PEACE** !

Latest Publications of SICP, Order Your Copies!

1. Directory of Donor Organisations in a CD	Rs. 500/-
2. Leadership for Grassroots Social Development by Local People and their Organizations	Rs. 100/-
3. Civil Society in South Asia: The Need for Local Community Foundations	Rs. 100/-
4. How to Establish Place Based Organisations for Peace Based Development	Rs. 250/-
5. The Basics of Community Foundations for Place, Peace and Philanthropy	Rs. 250/-
6. The First Steps of Local People's Development Foundations for Resource Mobilization, Fundraising, Grantmaking and Community Leadership	Rs.250/-

Please add Rs.75 per CD and Rs. 50/- for each of the other publications for postage/courier. Payment can be made through Demand Draft or Cheque drawn in favour of "Sampradaan Indian Centre for Philanthropy"

Why Markets for Good May Go Wrong

David Bonbright, chief executive of Keystone Accountability, considers how Markets for Good has drifted away from a focus on those who should be benefitting from social change.

Bonbright, who was part of the initial debate exploring how to create greater social impact through the philanthropic ecosystem, has written [this article](#) in response to Buzz Schmidt's article on the *Alliance* website, which was titled [Divining a vision for Markets for Good](#).

In his article, Bonbright explores an inconvenient truth about Markets For Good, while making the case that it would be a far more exciting and impactful enterprise were it to open its doors to beneficiaries. He reflects on the points made in the previous article and offers his own amendments to Schmidt's vision.

"...Instead of holding to the original vision of the beneficiaries as the core agents of change, it seems that Markets For Good is settling on a neutered understanding of beneficiaries as consumers of information about service availability and eligibility requirements. For the beneficiaries, the information flow is one-way, top-down. This prompts the troubling question, why is an exemplary process tending towards the wrong result? If Markets For Good is in every visible way a well-intentioned enquiry seeking a clear result – better lives for those who most need it and solutions to our big societal problems – why is it tending towards technocratic investments in information collaboration, like taxonomies and coding and data interoperability, rather than honouring the more politically seasoned theory of change that occasioned its birth?..."

"...I have been pondering what it would take to bring the beneficiaries back to the foreground at Markets For Good...It would be complicated and inconvenient – but not impossible – to figure out ways to represent beneficiaries directly in the Markets For Good enterprise. Maybe now is the time to give this some thought, before it is too late..." [Read more >](#)

The full article is available on the *Alliance* website: www.alliancemagazine.org

Philanthropy and Power

Power and money are inextricably connected, in philanthropy as in other areas of life. The power imbalance between funder and funded is a perennial thorny issue. How can power be shared with grantees, beneficiaries and other stakeholders? Is power sharing an end in itself or a means to an end, e.g. social change, a more sustainable world? Are bottom-up approaches right for all issues? New donors may want to do things differently, but can larger foundations share power? Are they ready to experiment? These are some of the questions that will be addressed as a special feature in the in the September 2013 issue of *Alliance* magazine, which will look at a range of models for sharing power drawn from around the world.

Source: <http://www.alliancemagazine.org/en/content/forward-features>

Snubbed by Family & Cops, Elderly Want a Room of Their Own

Lakshmi Devi, a senior citizen, had exhausted almost all her options. The 69-year-old had been dispossessed of her property and a complaint to the [cops](#) drew a blank. As a last resort, she approached an NGO on Monday to lodge a complaint against her daughter, who used to misbehave with her and had turned her out of the house. Cops, who visited her house earlier, had asked her to resolve the matter or spend some time at an old-age home.

Lakshmi Devi's plight is shared by hundreds of Delhi's senior citizens, who are given short shrift by cops, the authorities and even their own children. The recent case of an [elderly](#) couple from Gujarat seeking the collector's permission to commit suicide on being abused by their son and daughter-in-law and a litany of similar complaints, have prompted the city-based Agewell Foundation to write to the Prime Minister, demanding provisions for securing the rights of elderly people.

Himanshu Rath, founder of Agewell, says the Maintenance and Welfare of Parents and Senior Citizens Act is not enough to ensure the safety and well-being of the elderly. He has put together 11 provisions that can help the elderly assert their rights.

"The existing act doesn't square with the reality. For instance, the act stipulates the responsibility of children and relatives towards the elderly, but what about those who don't have children or family? In our culture, those with daughters are hesitant to go and live with the girl's family. They have nobody to lean on," says Rath.

The act also aims at setting up district tribunals to hear the appeals of senior citizens, but this has not been implemented properly.

Rath finds Latika Sarkar's example very instructive. Sarkar, who died in February, waged a lengthy legal battle to reclaim her Hauz Khas property, worth Rs 10 crore, appropriated by her onetime maid and an IPS officer who claimed to be very close to her. Sarkar, who was the first Indian woman to go to Cambridge and headed the law department in DU, was shorn of her property and could win it back only in 2009, when she was 87.

"She went through hardship despite being an expert in law and backed by prominent lawyers. Imagine the plight of ordinary citizens who might not have the wherewithal to pursue the matter or the support of the media. The government should create a system accessible to them," adds Rath.

Agewell Foundation's petition to the PM includes schemes like setting up a national fund for the aged, a self-employment scheme as well as a national-level commission for the elderly on the lines of the [National Human Rights Commission](#).

The helplines run by the foundation are having to field many more distress calls. Around 10,000 senior citizens call every day on the foundation's helpline, which operates in 610 districts across the country.

Source: TNN | May 20, 2013, 01.24 AM IST

What to Do When Donors Say ‘No’ or ‘I’m Not Sure’

By *Carol Weisman*

I don’t know about you, but I don’t exactly love rejection. I am just about over my dating experiences of 38 years ago. In fact, rejection is such a huge issue that most of us are extremely wary of major-donor solicitations. I can’t say that I love it when a potential donor does not come across with an enthusiastic “Yes!” but I do have some tips on how to find out what the issue is and make reluctance work for you.

Here are a few questions to ask if your donor says, “I’m not sure.”

1. What information do you need to make a decision?
2. Is it our charity or is the timing not right for you? If your potential donor says it is timing, ask when a better time to contact him would be.
3. I sense that you have some questions. Can you share them with me?

What to say when your potential donor has had a bad experience with your organization.

1. That is totally unacceptable. May I have your permission to look into this and find out what happened?
2. That is why I am here today. I’m afraid that at our current funding level this might happen again. What do you think we should do differently?
3. Is there anything I can do to make this up to you?

What to say when you realize the person you are speaking with is not the ultimate decision maker.

1. I sense that you are not sure. In addition to you, is there someone else we should include in our next conversation?
2. Is there additional information I should share with anyone else? Should I contact that person?

3. You know, I think I might have made a mistake. This is not my first. I sense that you make decisions with [your wife, husband, or financial adviser], and I probably should have invited him/her. (Then stop talking.)

How to deal with an emphatic “No!”

1. I hear that you aren't interested. Would you mind helping me out and sharing why?
2. Boy, that is disappointing. I want to do a good job for our organization. Is there anything we could do better so that you might be interested in our cause?
3. Is this a No now or forever?

Ultimately, reluctance is a marketing and fact-finding opportunity. If you hear the same thing over and over, it is time to make major changes in your organization. When you hear Yes, you leave richer. When you hear No, you leave smarter. Either way, you win.

Source: http://philanthropy.com/blogs/fundraisingwisdom/2013/05/28/what-to-say-when-the-answer-is-no-or-im-not-sure/?cid=pw&utm_source=pw&utm_medium=en, retrieved on 05 June 2013)

Donors' Directory in a CD, Order Your Copy Today!

We are pleased to share with the readers that we have come up with our latest database of donors in a CD form. We hope, our CSO partners and friends will benefit from this. As a part of our capacity building programme to facilitate strengthening of NGOs, we have been publishing the Directory of Donors since 1999. This directory contains the names of the donors, addresses, telephone and fax numbers, emails, websites and programmes. The directory is in different parts, namely:

Directory of Indian Trusts and Foundations	Directory of Foreign Donor Organizations
Directory of Awards and Scholarships	Directory of CSR and List of Corporates

The Donors' Directory, in Excel format, is available for Rs.575 per copy. Payment can be made through Demand Draft or Cheque drawn in favour of "Sampradaan Indian Centre for Philanthropy". We shall send the CD on receiving the payment. One may also collect it from our office.

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