

## **Philanthropy to Canadian organizations from Asia**

As a fundraising consulting organization with an active presence in Asia, Global Philanthropic has established a few guidelines for potential clients to consider in their planning processes:

Major gifts from overseas markets will not be achieved through “philanthropy tourism”: annual tours typically comprising receptions in key cities and a few meetings with important individuals, where discussions never seem to lead to action. Transformational gifts will result from a comprehensive program of engagement involving thoughtful, well-planned conversations with alumni (in case of universities and schools), and other constituents and their representatives that lead to concrete action. The following outlines the key planks of such a strategy.

### **Diversity and Inclusion**

Major gifts from international and visible minority audiences will occur when they see themselves as part of the “inner circle”. They want to feel that their opinions count, that they are included in major decisions about the future and direction of the organization, and that they have an equal place in your organization’s life. The impact of diversity and inclusion is far reaching, ultimately reflected by the make-up of the organization’s beneficiaries and staff.

### **Cultural Proficiency**

One of the keys to success will be understanding and embracing Asian culture. This will require: (1) modifying the way North American organizations develop and sustain relationships; (2) increasing respect for and understanding of cultural nuances, and (3) reflecting this in the way the organization is presented to Asian families. It should also be noted that while wealthy Asians are increasingly philanthropic, they expect to be joining a community of their peers.

### **Market Intelligence**

It is challenging to conduct major gift research in Asia, and especially Mainland China. With few exceptions, people keep knowledge of their wealth under the radar. Not only is it inappropriate to talk or brag about money but, given security issues, wealthy individuals avoid drawing attention to themselves and their families.

The best way to understand wealth capacity as an indicator of philanthropic potential, is ongoing engagement by key institutional staff and/or appropriate intermediaries. Global Philanthropic is frequently called upon by clients to act as their intermediary in negotiating gifts with Chinese philanthropists. Our services include prospect research, establishing a charitable Foundation in Hong Kong, as well as engagement with prospects and donors on behalf of our clients in Asia.