



Quarterly Spotlight

Diane Feeney's advice on How to Do the Most Good.

"How do I do the most good with my philanthropic dollars?"

This challenging question has guided my development as a bold giver for the past two decades.

I was 21 when my parents created a family foundation so their five children could learn about philanthropy. (They called it the French American Charitable Trust, or FACT, because my mother was French and we did some funding in France.) Over the next few years they endowed it with \$40 million. This may sound like an enormous sum, but you have to understand the context: my father, Chuck Feeney, was the co-founder of Duty Free Shoppers. A strong believer of "giving while living," he had already committed his entire business interests to Atlantic Philanthropies, set up the foundation to be run by professionals (not family), and declared that the foundation would pay out in his lifetime. Atlantic Philanthropies has now given about \$5.4 billion, so I understood from the start that our family foundation was a comparatively small player in the world of social impact. This was a hard but inspiring act to follow!

Read more: http://www.boldergiving.org/stories.php?story=Diane_Feeney

Your Impact

Rs. 33,798,640 Funds Channeled

Over 30 NGOs Supported

4,957 Beneficiaries Reached

Giving Days

2nd to 8th October - Joy of Giving Week

14th November - **Children's Day** - Enjoy a movie with your children and children of GiveIndia certified NGOs

Your Support Last Quarter

Girl Education: Community Aid & Sponsorship, VileParle & Goregaon

Higher Education: Foundation For Excellence, All India

Education: Mukangan, Mumbai

Elderly: Community Aid & Sponsorship, Andheri, Mumbai

Activities

First Givers Club members, Mr & Mrs Master hosted the third in the ongoing Education Forum series on 26th Aug, 2011. The NGO featured was Foundation For Excellence (FFE) that works to provide need and merit based scholarship for higher education. Ms. Sudha Kidao, CEO & Trustee, Foundation For Excellence, presented their model of work which is operational through their amazing volunteer network of close to 750 facilitators across India. 100% of donations reach the end beneficiaries. The goal/challenge is currently to scale up to give at least 5000 scholarships by next year (current # is around 3000). The path they are focusing on is to tap into their ~3000 past FFE scholars (alumni network). The members discussed and offered suggestions on incorporating a loan feature and use of social media to create a "FFE Scholar" brand. 2 champion members briefed the group on why they picked FFE to support and how they are helping the organization to attain sustainability & scale.

If you would like to participate in or host such forums, please write to us at deepa@giveindia.org

Upcoming Events



Giving can be in the form of time/money/skills/efforts during the week of 2nd to 8th October.

22nd October *Experience the Difference:* Field visits to NGOs supported by members

Books to Read

The Power of Half - Kevin Salwen & Hannah Salwen

Philanthrocapitalism - Mathew Bishop & Michael Green, with a foreword by Bill Clinton

"Happiness lies in the joy of achievement and the thrill of creative effort." - Franklin Roosevelt