



## Frédéric Jousset



### 1. Background

- Family of entrepreneurs
- Graduated from HEC (#1 business school in Europe, Financial Times)
- Long term military involvement after graduation, still volunteer in the army (Colonel in French Air Force)
- Age 35, he gave €1m to the Louvre Museum

### 2. Professional experience

- L'Oréal
- Bain & Company
- 2000: launch Webhelp.com to answer users' questions
- Changed to a B2B strategy after internet crash, subcontracting services from internet companies (e.g. to answer e-mails of other companies).
- Today: Webhelp has 5,500 employees in France, Romania, Morocco, turnover of €110m (2008)
- Webhelp has a corporate foundation (focus on sustainable development)



Source : La nouvelle philanthropie, Virginie Seghers, 2009, autrement

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## Frédéric Jousset

### 1. Why Philanthropy?

- "I thought about philanthropy before changing my car!"
- "I want to be useful to the community, and to pay back, in my own way, a bit of what it has given me."
- As a reserve officer he feels he is involved in the community



Source : La nouvelle philanthropie, Virginie Seghers, 2009, autrement

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## Frédéric Jousset

### 2. Why the Louvre Museum?

- **Interest** : He loves museums (his mother used to work for the Beaubourg Museum of modern arts).
- **Involvement** : Before his major gift, he was a member of the Louvre Young Donors Circle.
- **Recognition** : To be a Louvre major donor is to be part of a privileged world with access to professionals, with private exhibitions, involvement in specific commissions, etc.
- **Donor oriented** : The Louvre Museum has customized specific projects linked to Frédéric Jousset's aspirations :
  - A project linked to his **job**: creation of a website dedicated to young people.
  - A project linked to his **childhood dreams**: archaeological digs in Sudan and Jordan that he could visit.
  - A project linked to his **social concerns**: a conference programme in prisons



Source : La nouvelle philanthropie, Virginie Seghers, 2009, autrement

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## Frédéric Jousset

### 3. What is “new philanthropy” for Frédéric Jousset?

- “Old” Philanthropy was to secure needs after someone’s death. The new philanthropy is to try to change the world while we are living.
- New philanthropists are much more involved in the follow up of projects, with a businesslike attitude.
- Efficiency and impact, not fame

Source : La nouvelle philanthropie, Virginie Seghers, 2009, autrement

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Is there really a new European donor?

## The evidence



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## The Evidence

- La Nouvelle Philanthropie
  - Virginie Seghers, France, 2009
- De Nieuwe Mecenass
  - Renée Steenberghe, Netherlands, 2008
- Why Rich People Give
  - Theresa Lloyd, UK, 2004
- La Filantropía: Tendencias y Perspectivas
  - Víctor Pérez-Díaz, Spain, 2009
- Factory Research
  - Netherlands 2007



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FROM FRANCE

## La Nouvelle Philanthropie

- More numerous, richer and younger
- Philanthro-capitalists and venture-philanthropists
- Not heirs
- Personally engaged
- “Social investment”, not “charity”
- Efficiency, effectiveness

La nouvelle Philanthropie, Virginie Seghers, Autrement, Paris, 2009



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FROM FRANCE

## New services targeted to individual philanthropy

- 90% of wealthy individuals are asking for professional advice regarding their philanthropy\*.
- Lawyers and audit companies create new services dedicated to the non profit sector.
- Private banks (BNP Paribas Wealth Management, UBS France, HSBC, Compagnie Financière Edmond de Rothschild): new services related to philanthropy (Fondation de l'Orangerie at BNPP)\*\*

(\*) "The role of advisors in philanthropic services for individuals" Study commissioned by New Philanthropy Capital, Wise and the Bertelsmann Foundation, based on 34 European families of over 100 M€ of personal wealth.  
 (\*\*) La nouvelle Philanthropie, Virginie Seghers, Autrement, Paris, 2009



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FROM THE NETHERLANDS

## De Nieuw Mecenas

*“...in the last decade wealth has become more socially acceptable [in the Netherlands]; the immediate consequence has been that benefactors are more ready to step into the spotlight.”*

De Nieuw Mecenas, Dr Renée Steenbergen, Business Contact, Amsterdam 2008



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FROM THE NETHERLANDS

## Cultivating Giving

- Reliable government support
  - Donors do not want to replace public funding
- Culture of asking
  - Fiscal regime must be right
  - Organisations must ask
    - Develop a culture of giving via "young friends" societies

De Nieuw Meenas, Dr Renée Steenbergen, Business Contact, Amsterdam 2008

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FROM THE NETHERLANDS

## Philanthropy as a continuum

- The example of Noaber Stichting

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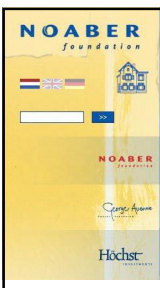
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NOABER foundation

NOABER foundation

Spang-Hoorn

Höchst

### Current Investment Portfolio



Current Investment Portfolio

€ 100k

€ 200k

€ 300k

€ 400k

€ 500k

€ 600k

€ 700k

€ 800k

€ 900k

€ 1000k

€ 1100k

€ 1200k

€ 1300k

€ 1400k

€ 1500k

€ 1600k

€ 1700k

€ 1800k

€ 1900k

€ 2000k

€ 2100k

€ 2200k

€ 2300k

€ 2400k

€ 2500k

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€ 8500k

€ 8600k

€ 8700k

€ 8800k

€ 8900k

€ 9000k

€ 9100k

€ 9200k

€ 9300k

€ 9400k

€ 9500k

€ 9600k

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€ 9800k

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€ 10000k

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FROM THE UK

## Why Rich People Give

- In 2008, the 30 largest major donors in UK gave £3.5 bn to charities.

La nouvelle Philanthropie, Virginie Seghers, Autrement, Paris, 2009

*"I gave £250,000 to [a major charity] and didn't hear anything after the initial acknowledgement.*

*I go back to grateful charities."*

*[Female, 50s, inherited]*

Why Rich People Give, Theresa Lloyd, London, 2004

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FROM THE UK

## Why Rich People Give

*"I would give 10/10 to an organisation which came back after a year and asked for 30 minutes of my time to explain what happened to the money and project, and what was achieved.*

*I have very little experience of this happening."*

*[Male, 70s, self-made/entrepreneur]*

Why Rich People Give, Theresa Lloyd, London, 2004

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FROM SPAIN

## Philanthropy amongst the elite

- Study of directors of public companies, Spain
- 65% made own fortune
- 74% agree that "wealth carries a social responsibility"
- 32% have friends who are philanthropic
  - They talk about philanthropy
- 75% [of interviewees] are on the board of at least one foundation, most on more than one

"En torno a la filantropía de las élites económicas", E. Chulia and J. Muñoz Comet, in "La Filantropía: Tendencias y Perspectivas" ed. Víctor Pérez-Díaz, Spain, 2009

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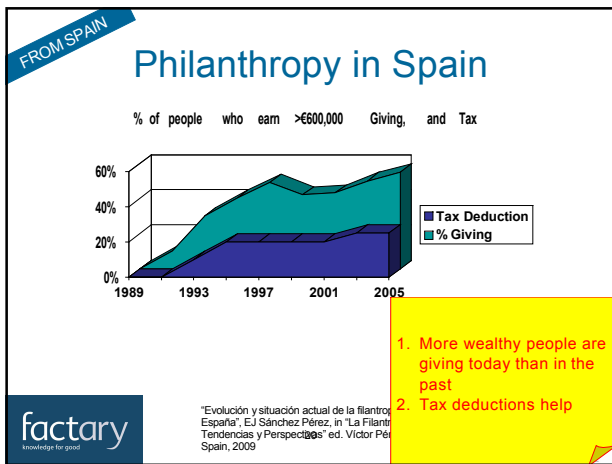
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New philanthropists

## What do they expect?

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**It's international, and networked**

- Donors regard networks as an important source of information
- *“Follow your passion when starting to give...but establish links and networks with other like-minded donors early in order to make a real difference” [Donor]*

Philanthropy amongst ultra high net worth individuals and family offices in Europe, Scorpio Partnership, 2007

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**Strong and efficient governance**

- Increase of individual foundations to control own funds (see « Fonds de dotation in France »)
- From venture philanthropy to non profit « private equity » (capital + management)
- Risks on global governance:
  - If the 10m wealthiest people in the world gave away 10% of their \$40,700 bn, this \$4,000 bn would equal a thousand times the annual spend of the Gates Foundation. What kind of influence on local and worldwide policies would they have?

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## Why so many new foundations?

- “The main reason why German donors who have established their own foundation chose this vehicle...is control and influence on how their money is spent.”

Stiften in Deutschland, survey of German Donors, Bertelsmann Stiftung, 2005, quoted in “What Donors Want”, Active Philanthropy, Zurich 2009

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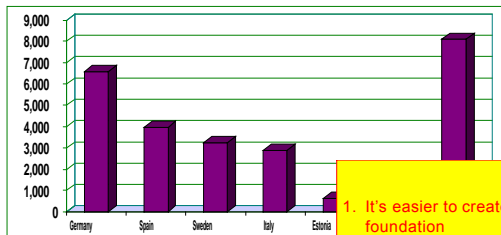
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## Volume - Growth

New Foundations Registered 1994-2004



1. It's easier to create a foundation
2. People want to create their own foundation

Source: “Foundations in the EU, Facts at EFC, 2006 and “Charity Commission UK

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## It's not all good news: Donor concerns VS NPO concerns

### Donor

- Reporting
- Core Costs
- Earmarked Giving
- Involvement
- Personalised Services

### Nonprofit

- Money
- Structure Growth
- Unrestricted Funds
- Control
- Confidentiality
- Equal treatment

“A Study of Major Gift Potential in the Netherlands”, Factory, 2006

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## Research Evidence, summarised

- They are giving:
  - 57% of HNWI's in Spain
- Philanthro-capitalists
  - It's a continuum
- New generation
  - Able to talk about money
- Social change
  - Individualisation
- Tax
  - It's cheaper to give
- Foundations
  - It's easier to create a foundation and people want to create their own.
- Impact
- Governance
- International, networked
- Gap between donor expectations and nonprofit offer

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Is there really a new European donor?

## The Qualitative Evidence

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## People we know

- Stories about people we know
  - The Italian Investor in Spain
  - Alumni and higher education in France: How much? How far?
  - Frédéric Jousset: a French Philanthro-capitalist

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## People you know?

- Stories about people you know

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The new European donor?

## Strategies

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## Finding the New Donors

- New trusts and foundations
  - Find them creating new trusts and foundations
- Social enterprise
  - See them investing in social enterprises
- Social and business Networks
  - LinkedIn
  - Facebook
- Informal information
  - Talk, talk, talk

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## Structures for the New Donors

- Involve
  - The fundraising “glass wall”
    - Getting past the “join our committee” paradigm
- Mix for-profit and non-profit
  - University consulting businesses
  - Start ups, incubators...

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## Services for New Donors

- Networking
- Naming
- More than just tax advice
- Due Diligence
- What’s your speed of response?

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## Case Statements, and the New Donors

- Advice on philanthropic “investment”: due diligence
- Measure impact
  - SROI tools
  - The example of a KPMG “certificate”

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**Your Action Plan**

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**Thank you!**

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