



SPARK

**SPARK
GLOBAL
PHILANTHROPY
PROGRAM REPORT**

2019 - 2020



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SPARK

ABOUT US

We have established Spark Global Philanthropy Canada (Spark) to promote and teach strategic philanthropic practices that empower youth to understand and navigate charity (registration #858558919 RR0001).

Spark assembles groups of highly motivated students ranging from elementary school to post-secondary universities, who share the common objective of enhancing society. It provides them with unique experiences and unimaginable access to some of the world's top leaders and philanthropists: President Clinton, Michelle Obama, Amed Khan, David Foster, Princess Salimah Aga Khan, Petra Nemcova, Stuart Weitzman, Chip Wilson, Ross Beaty, Frank Giustra, Joe Segal, etc.

Students receive a Stanford based course on philanthropy and course material provided by Rockefeller Philanthropy Advisors and the Rockefeller Foundation. Historically, Spark initiatives have raised over \$3 million to deliver programs that teach youth about philanthropy, support local programs and provide humanitarian aid and education for women, children and refugees worldwide.

The Spark program is immensely beneficial to students pursuing higher education at renowned institutions world-wide. It is a significant commitment on their part to enhance both themselves and society. Spark students go beyond volunteering and engage in a lifelong dedication to philanthropy and creating change.

Spark's philanthropy program has now been implemented as full credit course at the University of British Columbia, Sauder School of Business. This marks the first course on philanthropy to be taught at UBC and a major step in Spark's objective of implementing a curriculum of philanthropy in schools and institutions across Canada.

The Spark program marks the beginning of each student's ability to purposefully and productively contribute to society. First, by making money, and secondly giving it away in a well thought out productive manner. Taking the long view, this program will no doubt change each participant's very outlook on life.

Thank you in advance for making a difference and being part of this transformative group.

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OUR PHILANTHROPY PROGRAMS



SPARK PHILANTHROPY PROGRAM

Spark assembles groups of highly motivated students, ranging from grade 9 to post-secondary, from schools across the country, who share the common objective of enhancing society. It provides them with unique experiences and unimaginable access to some of the world's top leaders and philanthropists. Students also receive a Stanford based course on philanthropy, a foundation account of their own, and complete a Personal Philanthropy Project.



THE SPARK JUNIOR PROGRAM

Spark Junior is a creative initiative in partnership with the Philanthropic Leadership Foundation (PLF), aimed to inspire children aged 7 to 14 to become involved in philanthropy. This is a program for children and their families to learn the activities that will encourage a generous spirit in the next generation. Philanthropy in all its aspects, is a wonderful way for parents to share their values with their children while making a meaningful contribution in their local and global communities.



ENDOWMENT MANAGEMENT PROGRAM

The objective of the Spark Portfolio & Endowment Management Program is to teach students the skill set required to manage an investment portfolio and become sound financial stewards of endowed capital. Students work with and learn from top financial analysts, fund managers, and industrial tycoons. Students learn how institutions manage investment and endowment portfolios, portfolio structures and strategies, how to measure and compare portfolios and how to manage their own portfolio. The Spark Portfolio & Endowment Management Program is in partnership with the Philanthropic Leadership Foundation.

PROGRAMS

HOW WE TEACH



LEVEL 1 – SPEAKER SESSIONS

Experience “Philanthropy taught by Philanthropists”. Attend seminars with unimaginable access to some of the world’s top leaders and philanthropists:

President Clinton, Michelle Obama, Amed Khan, David Foster, Princess Salimah Aga Khan, Petra Nemcova, Stuart Weitzman, Chip Wilson, Ross Beaty, Frank Giustra, Joe Segal, etc.



LEVEL 2 – ACADEMIC COMPONENT

Complete a Stanford based course on philanthropy and academic sessions on the history of philanthropy, impact investing, top foundations in the world, the role of philanthropy in corporations, etc. Course material provided by Rockefeller Philanthropy Advisors, UBS and the Rockefeller Foundation.



LEVEL 3 – PHILANTHROPY PROJECT

Reflect, Assess, Decide, Act, and Refine your philanthropic strategy to understand your personal motivations for giving and available resources. Critically analyze the problems you hope to address and the specific actions you can take to create lasting positive change. Importantly, this project will integrate evaluation from the very beginning to facilitate continuous improvement now and into the future.



LEVEL 4 – DOLLARS IN MOTION

Activate your own personal philanthropic portfolio and foundation account. Donate an allocation of charity dollars to a foundation of your choosing. It is your responsibility to amplify and measure these funds. Realize your ongoing purpose, curated, measured and managed with the help of Spark.

PHILANTHROPY

WE GO BEYOND VOLUNTEERING



WORKSHOPS & SEMINARS

Spark programs teach so much more than just the principals of philanthropy. Our programs inspire students to become future leaders and innovators and the teach the skill set required to purposely and productively contribute to society.

Students receive seminars on and support with:

- Public Speaking
- Networking & Social Etiquette
- Resume & Interview Preparation
- Leadership Skills
- Financial Literacy



SPARK GLOBAL SUMMITS

Spark students now have the opportunity to participate in annual Spark Summits which include unparalleled opportunities and experiences. Spark’s inaugural summit to New York and Washington, DC allowed 53 participants to interact with renown philanthropists, world leaders and government officials to discuss the scope of global challenges and opportunities to solve them.



EXCLUSIVE VOLUNTEER & INTERNSHIP OPPORTUNITES

Our elite roster of speakers, which include international industry tycoons and UN recognised philanthropists, are also our partners. Spark students have unlimited access and exclusive opportunities to work alongside and learn from the best in the world.

Our students are working to better the lives of refugees with Elipda Home in Greece, build schools effected by natural disasters around the world with Petra Nemcova, developing giving strategies with some of the biggest financial firms in New York, and providing access to education for girls in Northern Ghana with Create Change. These are just a few of the amazing opportunities available to Spark students.

OPPORTUNITIES

CHARITY vs PHILANTHROPY

What is the difference between charity & philanthropy?

- Charity focuses on eliminating the suffering caused by social problems, while philanthropy focuses on eliminating the very social problem itself.
- Philanthropy is more long-term and strategic. It is focused on rebuilding. There is charity, which is good, and then there is problem-solving charity, which is called philanthropy.

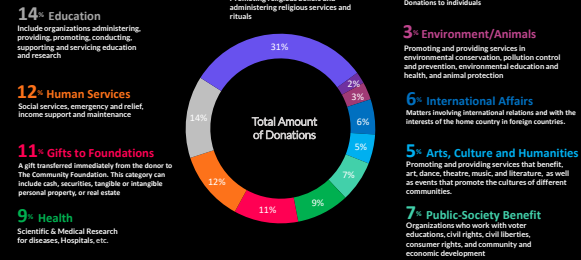
R . A . D . A . R

The Road Map to Philanthropy

R	A	D	A	R
Reflect	Access	Decide	Act	Refine
Heart Speaking Identify the goal and objectives: What am I passionate about? What change do I want to make? What are my goals and objectives? Are they measurable?	Mind Speaking Identify possible approaches: What are the different ways these goals can be achieved? What do I want to give: Time, Talent or Treasure? What will have the most impact?	Choose a course of action: Which option makes most sense to pursue? Who is doing it now? How successful are they? Are there more efficient ways?	Execute on the course of action: Roll up your sleeves and implement, act or finance.	Refine your strategy: What was the measurable outcome? What changes will lead to a more efficient process? Do I continue?

CHARITABLE GIVING

Charitable Giving



SOCIALLY RESPONSIBLE INVESTING

What is socially responsible investing?

- Also known as values-based or ethical investing
- Refers to the practice of integrating social and environmental factors within investment analysis to avoid investing in companies that have negative impacts on the environment and society
- i.e. Investing in companies with "do not harm" policy

8 RUNGS OF GIVING CHARITY — Maimonides

The transition from charity to philanthropy

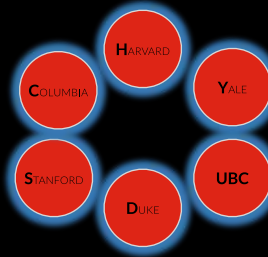
8. Philanthropy

The highest form of charity. Giving treasure, time or talent to enable an individual to be self-reliant.



PHILANTHROPY COURSES AT COMPARATOR INSTITUTIONS

How do Others Teach Philanthropy?



CURRENCY OF PHILANTHROPY

Where do you fit in?



IMPACT INVESTMENTS

- Investments made into companies, organizations, and funds for the purpose of **generating social and environmental impact + financial return**
- Impact investing challenges the long-held views that social and environmental issues should be addressed only by philanthropic donations, and that market investment should focus exclusively on achieving financial returns

EXAMPLE 1

Investing into a provider of affordable homes designed for low-income families in rural or devastated settings.

EXAMPLE 2

Investing in companies that provide solar energy to rural communities in developing countries with limited access to energy.

EXAMPLE 3

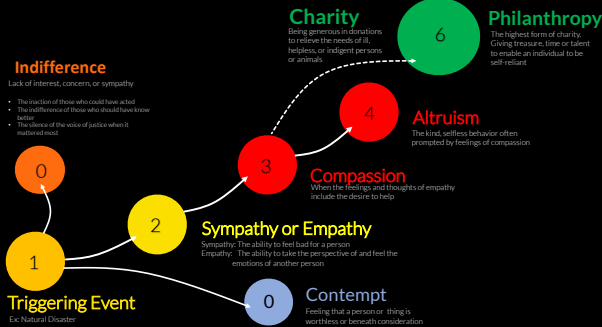
Investing in companies that set up water purification plants in rural villages.

EXAMPLE 4

Investing in a company that implements drought resistant or permaculture farming.

THE VOCABULARY OF GIVING

The Road Map to Philanthropy



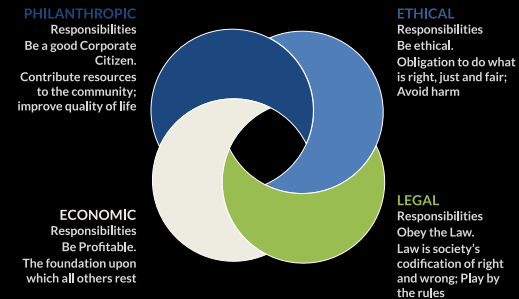
SURGE IN PHILANTHROPY

Why is philanthropy so fashionable today?

- Philanthropy has been around for thousands of years & the reasons people give has not changed much.
- Surge in philanthropy today is attributed to the rapid wealth-creation recently and its uneven distribution.
- 20 wealthiest people in US, now own more wealth than the bottom half of the US population, a total of 150 million people. There is a strong movement to balance the distribution.

MODELS OF CORPORATE SOCIAL RESPONSIBILITY

Intersecting Circles Model



ROLE OF PHILANTHROPY IN CORPORATIONS

What is Shared Value?



What is Shared Value?

- A management strategy in which companies find business opportunities in social problems.
- While Philanthropy and CSR focus on "giving back" or minimizing the harm business has on society, shared value focuses on the economic success of solving social problems.



HOW FAR WE HAVE COME

In just three years Spark has grown from a small group of dedicated students to a global society of future leaders poised to create change.

Our elite roster of speakers has also advanced from local entrepreneurs to international industry titans, world leaders, and United Nations recognised philanthropists, working in all sectors of philanthropy.

Spark programs now teach, engage, and mentor youth from the age of seven through high school, post-secondary education, and into the job market, the skill set required to be active and contributing members of society.

We can't wait to see what the next three years will bring.



SENIOR MILESTONES



THE **EXPONENTIAL** POWER OF DONATING TO SPARK

With regular charitable giving, your money goes directly to the selected charity achieving a one-time return. When you choose to invest in Spark, the value of your donation is increased exponentially by:



1

INVESTING IN YOUTH

Our students are taught strategic philanthropic practices that empower them to understand and navigate charity — a foundational skill set they will use for the rest of their lives. Investing in youth is investing in our future.

2

INVESTING STRATEGICALLY

Funds donated through Spark are invested in projects that promote education, entrepreneurship, and social technologies in order to develop income-generating activities that lead to independence and self-sustainability. In doing so, we impact generations.

3

MULTIPLYING THE VALUE OF YOUR SPARK DONATION

Donations are multiplied by matching donations of Spark partners.



“Leverage is the mantra of the times in philanthropy, and rightly so. People want to know that the charities they support are using donations as effectively as possible.”

— Harvard Business Review

THE SPARK GALA

Spark's annual gala is a premiere event showcasing philanthropy at its best. The celebration attracts some of the country's top philanthropists, business leaders and dignitaries. Proceeds from the gala support Spark's empowerment programs that teach youth about philanthropy, and provide humanitarian aid and education for women, children and refugees worldwide.



The Spark Founding Members Circle is a dedicated community of donors representing the model of philanthropic leadership. Their contributions are integral to Spark's sustained excellence and pave the way for Spark's future.

They include:



SPARK PROGRAMS

Our greatest impact is in our community and with our youth. We are working to cultivate a new generation of leaders that share the common goal of enhancing society. This group will no doubt shape the future in a meaningful way.



REFUGEE CRISIS

Providing humanitarian aid and support for refugees and immigrants who have fled violent conflict zones to build new lives.

(Radcliffe Foundation, Amed Khan, Elpida Home and Zaka Khan Foundation).



EDUCATING WOMEN

Educating women and girls in the developing world who are denied opportunities. Enabling families rise out of poverty and become self-sufficient by educating and training women (Create Change).

BENEFICIARIES

*The Mangalji Family
Goldcorp*

*The Ladha Family
The Xue Family*

*The Giustra Family
The Lupton Family*

*Alison Volken
Djavad Mowafaghian Foundation*

*The McCord Family
The Palffy Family*

*The Mindset Foundation
The Assadi Family*

*The O'Neill Family
The Spooner Family*

*John & Chawna Volken
The Ludwig Family*

*The Doman Family
Aziz Shariff*

*Sandy Elliott
The Alibhai Family*

The Ball Family

FOUNDING MEMBERS



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