

GLOBALWA

Smarter Approaches to a Changing World 6th Annual Conference



December 3, 2014
Bell Harbor Conference Center, Seattle

Introduction

As we enter our seventh year, Global Washington continues to support the global development community in Washington state that is working to create a healthier and more equitable world. We promote and support our members who are working to reduce poverty and disease, increase access to health care and education, protect the environment and strengthen economies and self-sufficiency in communities. With over 160 members, including some of world's most respected companies, NGOs, academic institutions and foundations, Global Washington draws the community together, raising the profile of Washington state as a powerful contributor to global development.

Our sixth annual conference convened 400 members of the global development community. This year's conference theme, *Smarter Approaches to a Changing World*, builds on last year's theme, *Catalyzing Collective Impact*. Returning attendees were encouraged to continue their conversations, and new members and guests joined the burgeoning discussion about developing better approaches and creating sustainable change across the globe so that we are better prepared to meet future challenges.

With three dynamic keynote speakers, two powerful plenary panel discussions, and a variety of interactive breakout sessions covering the topics that development practitioners and business leaders alike face in today's world, the 2014 Conference encouraged robust discussion and meaningful engagement. We move forward into 2015 with a clear focus of what lies ahead for the global development community.

Opening Keynote

Kevin Baldwin, Pacific Northwest Market Managing Partner, PwC *Five Megatrends and Their Implications*

Baldwin kicked off the conference challenging the audience to think about the macro-economic forces that are shaping our world today. He opened the discussion stressing to the audience, "If your organizations are not incorporating the trends I will talk about today, you run the risk of losing relevance with employees, stakeholders, donors, and the people you serve."



Megatrends are factual, scientific and data rich developments that can impact us globally in a myriad of ways. Baldwin emphasized accelerating urbanization, demographic shifts, climate change and resource scarcity. He also spoke of shifts in global economic power and technological breakthroughs. Baldwin provided the audience with three key things to think about: duality, networks and purpose. He went on to explain the significance of thinking beyond just strategy and execution, but also the importance of working in duality of the two. "Without this duality of leadership, there is no way to stay up with the speed of change." Baldwin also doesn't foresee two-dimensional partnerships being successful in the future. "It's going to take a network, a village, to get things done."

Baldwin's last point focused on the principal of purpose. "Future generations will want to work for organizations with a purpose where they feel they can have an impact," said Baldwin. "Leadership needs to continue to be superb; we must operate in duality of leadership serving a meaningful purpose ... or we may lose relevance and not be around."

Morning Plenary

International Development in Uncertain Times

Panelists: Mark Ferdig, Senior Team Leader, Strategic Response and Global Emergencies, Mercy Corps
KC Golden, Senior Policy Advisor, Climate Solutions

Jonathan Scanlon, Senior Advocacy Advisor, Oxfam America

Moderator: Deborah Wang, News and Feature Reporter, KUOW



After the audience heard about the most relevant megatrends, a panel of experts discussed current global threats, focusing on implications of the Ebola outbreak, food security and climate change. Ferdig opened the discussion by acknowledging the Ebola outbreak's recent economic impact and highlighted that “no one was paying attention.”

Mercy Corps quickly intervened by conducting a public health campaign and economic impact assessment in Liberia which revealed significant price increases in household staples, a decline in household incomes by 60%, with 85% of households skipping meals, 75% of households borrowing money, and a 25% - 50% decline in agricultural production. The startling data drove the predominant question, “What is being done to prevent these things from happening?” Ebola is not just a health crisis. It is devastating the economy and food supply.

On the climate front, Golden said, “There is more forward momentum in international negotiations now, which is a good thing.” However, he warned we are on a road to climatic disaster if we don't start responding to, and acting on, current climate concerns. Related to both the Ebola crisis and climate change, Scanlon shared that the Food and Agriculture Organization of the United Nations (FAO) recently announced there are 805 million malnourished people in the world.

What is currently being done to find resolutions to these problems? Organizations like Mercy Corps, Oxfam and Climate Solutions are taking the lead. The panelists agreed that organizations need to think and act globally with more team members coming from the leading frontier countries. There is a need to focus on teams that look beyond the boundaries of the countries they are dealing with, and it is crucial to look at regional aspects for flow of resource needs. Organizations will need to address these issues using a multidisciplinary approach.

Morning Concurrent Panels

Failing Forward – Case study presentations of productive failures and lessons learned from practitioners.

Panelists: Peter Drury, Director of Strategy, Splash
Peter Thorp, Executive Director, Rwanda Girls Initiative
John Tippet, Director, Mobile Health Innovations, Grameen Foundation

Moderator: Chitra Hanstad, Philanthropic Advisor, Seattle Foundation

This panel discussion revolved around two focus areas — system design mistakes and service delivery failure. Drury shared his perspective that truth telling and transparency hold social enterprises accountable to make an impact in the eyes of the donor. Splash uses a unique platform to prove their transparency and encourages organizations not to shy away from evaluation.



Thorp focused on culture as context as failure. If you fail at an exam in Rwanda, where Thorp runs a school, your progress will halt. This teaches youth that failure is a bad thing rather than a learning experience. The audience questioned how one clarifies their own values within foreign cultures? Thorp responded that he uses an advisory system set up much like focus groups. “They help in discovering what cultural values matter most.” The group also noted that programs can fail if there is a lack of understanding of the beneficiary and their cultural reality.

Challenging Traditional Grantmaking – Funders talk about new approaches to grantmaking that accelerates effective solutions.



Panelists: Therese Caouette, Executive Director, Partners Asia
Birger Stamperdahl, President & CEO, Give2Asia

Maya Winkelstein, Executive Director, Open Road Alliance

Moderator: Peter Blomquist, Adjunct Professor of International Studies, Seattle University

Blomquist framed the discussion by asking what is “distinctive, important and noticeable” in today’s grantmaking. Working at the local level as well as trust and transparency were themes among the panel. The panelists also

indicated that there is a current shift in the charitable model to resemble more of an investment where funding is brought in at mid-stage when there is a problem. Others agreed that there is a gap in large grants to small community groups as well as a scaling issue.

New grantmaking strategies included: eliminating the request for proposals (RFP) process, increased effort to help grow network and resources, impact investing, venture philanthropy and social enterprise, and different metrics that measure confidence rather than just outcomes.

Recommendations for the future include: funding small community groups; taking a community-to-community approach that is scalable at the local level; access to advocates who fund particular projects; and looking at projects as a way to build long-term relationships.

New Financial Models – Trends in NGO and social entrepreneurship financial models.

Panelists: Lukasz Czerwinski, Deputy Director, Program Partnerships, Landesa

Jason Henning, Vice President, Investor and Donor Relations, Global Partnerships

Manisha Kathuria, Associate Director, Non-profits, Russell Investments

Steve Schwartz, Co-founder and Director of External Relations, Upaya Social Ventures

Moderator: Patricia Reiter, Executive Director, Walton Sustainability Solutions Initiatives



The panel discussed how philanthropic funding can be a way to test new solutions. Investment can be used to grow the proven models and can provide both social and financial return. The grants versus investment dichotomy are becoming merged in the development field, said Schwartz. Grants are not solely philanthropic in nature while investment is not only about creating and maintaining capital. There is also a focus on transparency in funding and investment structures as well as a belief that investing in equity is better than a debt option as it will not pull money away from growing businesses.

***From Transactional to Transformational* – Highlighting the PATH/Abbott Ultra Rice collaboration to explore how business and nonprofit partnerships can improve lives.**

Panelists: Susan Beverly, Director, Global Citizenship & Policy, Abbott
Peiman Milani, Project Director, Maternal & Child Health and Nutrition, PATH
Dan Schmitz, Director, Analytical Research & Development, Abbott Nutrition

Moderator: Patty Russell, Managing Director, FSG



The discussion centered on the notion that companies can now go beyond using one model for business and then a separate, more traditional model for philanthropic activities. Creating shared value partnerships among businesses and nonprofits can maximize the effectiveness of both models by blending them and transforming the ways they impact change. Proper communication and planning in the early stages is critical to determine if a corporate/non-profit partnership will be successful, and each potential partner needs to be honest up front about specific goals.

“Transformational giving goes beyond typical giving; it creates amazing opportunities to maximize the ways in which corporations can give to non-profit organizations” said Beverly.

***More than Rain and Coffee* – Our region is in the process of building a global brand. Is it more than coffee, software and rain?**

Un-panel Facilitator: Hanson Hosein, Director of Communication Leadership, University of Washington

This popular and interactive un-panel looked beyond Seattle’s reputation for coffee, software and rain and explored the global story of Seattle. “Storytelling is the way of communicating with the world,” said Hosein. The group shared their contributions on the global brand of Seattle and discussed ways in which this story can be better told. The amazing work being done in international development and philanthropy must be part of our global brand as a region.

***From Advocacy to Results* – Advocacy comes in many forms, from raising awareness to changing policy. It can create sustainable solutions by generating “buy-in” and better policies. It can also be challenging to implement and to measure progress.**

Un-panel Facilitators: Julia Robinson, Cote d’Ivoire and Advocacy Programs, Health Alliance International
Jonathan Scanlon, Senior Advocacy Advisor, Oxfam America
Kammerle Schneider, Senior Policy Officer, PATH

Facilitators demonstrated tools that can help direct advocacy efforts and produce desired outcomes. Schneider highlighted a 10-part framework from PATH’s advocacy strategy, followed by a case study from their work in Zambia that needed support of neonatal and newborn health. PATH built a coalition with government officials, which later resulted in significant policy changes.

Scanlon talked about the importance of storytelling in advocacy because, as he said, “Stories stick.” He gave an example of the opening keynote speaker using storytelling, as well as politicians who use storytelling to advance their causes.

Global Hero Award

Global Hero Award – Presented to Akhtar Badshah, PhD
Founder and CEO of Catalytic Innovators Group and Former Senior Director of Global Community Investment and Employee Programs at Microsoft Corporation

Badshah was named the 2014 Global Hero. He is well known in the community for leading Microsoft's global philanthropic efforts over the past ten years. He was formally the CEO and president of Digital Partners Foundation and taught architecture and urban development at MIT. He has authored several books, published numerous articles, and remains Vice Chairman of the Board of Council on Foundations, Chairman of the Telecenter.org Foundation, and also serves on the Advisory Board of the U.S. Chamber of Commerce Foundation's Corporate Citizenship Center.



“The thing that has driven me is the whole issue of equity and sustainability” said Badshah when accepting his award. “There are two sides of the coin. You can't have equity without sustainability, and vice versa.” “Doing this life-changing work is really what Global Washington and their member organizations are spearheading. People in this room are the real heroes.”

Lunch Keynote

Sonia Nazario, Pulitzer Prize-winning author and former reporter for the *Los Angeles Times*



Nazario spoke to attendees in detail about *Enrique's Journey*, the story of a Honduran boy whose struggle to find his mother in the U.S. was the basis of her book, winning more than a dozen awards, among them the Pulitzer Prize for feature writing.

Nazario has spent more than 20 years reporting on and writing about large social issues in the U.S., such as hunger, addiction and immigration. Having written extensively about Latinos in the U.S., she has been named among the most influential Latino's by *Hispanic Business Magazine* and a “trendsetter” by *Hispanic Magazine*. Today Nazario remains an immigration activist, travelling the country and telling Enrique's story which has turned into her own powerful story, as conference attendees can attest.

“I've covered unaccompanied minors for 15 years. I felt like I had to be a voice for these kids.” Nazario wants to change the conversation and focus on the forces that are pushing people out of Latin American. It is not until we deal with what's pushing people out, Nazario believes, that we begin to solve the issue of unaccompanied minors.

Nazario, a clear favorite at this year's conference, believes one thing that will move the conversation forward is understanding the demographics. “Demographics are our destiny,” she states. Besides pushing for change in foreign policy and stronger government, she believes there is an immediate need to safeguard children who are coming right now. “They are refugees, someone who is fleeing from the very life and their government won't protect them. If we short due process, millions of immigrant children will be sent back to their countries.”

Afternoon Concurrent Panels

***Knowing When to Say When* – A private, invite-only session for Executive Directors and CEOs.**

Panelists: Ed Bland, Former President & COO, Unitus, Inc.

Kate Cochran, Former Strategic Advisor & COO, Vittana

Cole Hoover, Co-Founder, Lumana

Moderator: Mary Kay Gugerty, Associate Professor, UW Evans School of Public Affairs

This session was off the record.

***The Business of Giving* – Trends in corporate philanthropy and where we are headed.**

Panelists: Patricia Devereux, Senior Advisor, Global Philanthropy, MasterCard Center for Growth

Shaunta Hyde, Managing Director, Community Relations, Alaska Airlines

Jane Meseck, Director, Global Citizenship & Public Affairs, Microsoft Corporation

Moderator: Melissa Pailthorp, Senior Program Officer, Bill & Melinda Gates Foundation and Former Senior Manager, Global Citizenship & Public Affairs, Microsoft Corporation

When a for-profit and non-profit combine resources, there is great potential for an impactful philanthropic program that is greater than the sum of the individual parts. Companies in the Pacific Northwest understand this and they take it seriously. Trends in corporate giving were discussed, including: employee engagement, development of volunteer and employee match programs, embracing of networks, and creating a network organizational bias.



Audience participant Akhtar Badshah commented, “At the end of the day, companies are made up of humans. There are many ways you can make these connections. But it comes down to a level of trust being built. Find employees that will both work and volunteer with you, advocate for you, and have a vested interest.”

***Beyond Bells and Whistles* – How to use innovative technology to advance your work.**



Panelists: Tom De Blasis, Design Innovation Director, Nike Foundation

Kevin Gallagher, Vice President, New Markets, Cascade Designs

Peter Scott, Founder & CEO, BURN Manufacturing

Chris Sheach, Deputy Director, Disaster Response, World Concern

Moderator: Emer Dooley, Executive Director, Alliance of Angels Seed Fund

The discussion centered on how innovation is advancing the work of both for-profits and NGOs and, in turn, having a great impact on lives around the world. Panelists provided real-world success stories, along with some stories of failure that enabled audience members to understand the road map to positive, innovative solutions as well as be warned of pitfalls to avoid on their way to finding these solutions.

Gallagher pointed out that good intentions are not enough and an analysis of market need is critical to success. Scott agreed and said that Burn Manufacturing had success with a household ROI evaluation to get the economics

right to sell clean cook stoves in developing countries. De Blasis emphasized the need to spend time on the product design that is best for the consumer and that it's better to work on prototypes in the field rather than pilots to scale. From an NGO perspective, Sheach said that NGOs are not equipped to manufacture products and that finding the right private sector partner can be challenging, but essential.

***Bribes Without Borders* – Stories and interactive case studies from NGOs, donors and businesses that explore practical solutions to corruption.**

Panelists: Randi Hedin, board member, buildOn
Chitra Nair, TRACE Scholar, UW Law School and Formerly with Global Impact India

Barbara Smith, Senior Director, Governance & Law, The Asia Foundation

Joe Whinney, Founder, Theo Chocolate

Moderators: Radha Friedman, World Justice Project
Marion McGowan, Mobility Outreach International



The group discussed educating leaders on the importance of consistency and transparency in ensuring equitable pursuits, and the need for checks and balances. Pricing should be based on quality alone. Panelists agreed that there needs to be a broader discussion about this issue because lives are at risk. While there are real trade-offs, the panel agreed that leaders should aim to be solution oriented and create policies to address these trade-offs.

Hedin put forward that buildOn has a zero tolerance rule where no bribes are accepted for any reason. They developed a whistle blower program that holds their employees accountable. Their employees understand that, if they pay a bribe, they will swiftly lose their job. With rigorous controls implemented, costs are internalized, making it is easier to address corruption.

***Fast Pitch* – Learn the techniques of pitching your organization and what's unique about messaging for international programs.**

Facilitator: Joy Portella, President, Minerva Strategies

In this popular and interactive un-panel, participants were given tips on how to best communicate their mission and vision to various audiences. They were able to practice their “pitches” and better understand what makes their organization unique and compelling. We expect to see these superstars featured in next year's Fast Pitch presentations!

***Sustainable Development Goals and You* – How the new SDGs connect to your work and how you can best position your organization.**

Facilitators: Reem Gaafar, Attorney and Land Tenure Specialist, Landesa
Micheline Mwendike, Activist, Lutte pour le Changement (LUCHA)
Johanna Torres, Legal Advisor, Fundacion Entre Mujeres

The Sustainable Development Goals currently include 17 individual goals that will take effect at the end of 2015 when the Millennium Development Goals expire. The goals are currently under final negotiation. Changes under consideration focus on implementing stronger education in a way that builds hope through social change as opposed to structural change, something the two iLEAP fellows on the panel feel strongly about. These professionals working in developing countries will be keeping a close watch on the SDGs and doing their part to create positive change in the world.

Afternoon Plenary

Funding Innovation

Panelists: Renee Kaplan, Chief Strategy Officer, Skoll Foundation
Will Poole, Managing Partner, Unitus Seed Fund

Dipendar Saluja, Managing Director, Capicorn Investment Group

Moderator: Kate Cochran, CEO, Skinny Rat Social Impact Solutions

There is consensus that organizations are increasingly seeing different kinds of investments, from funders seeking no returns to funders seeking market rate returns. Cochran asked the group to share examples of the range of funding from their organizations.



Saluja stated that Capicorn Investment Group has a bias toward technology and is often at the nexus of things that have large opportunities to generate positive impact. Kaplan said that Skoll Foundation seeks to disrupt the status quo by partnering with social entrepreneurs in perpetuity. Poole stated that Unitus Seed Fund looks for entrepreneurs who are leading for-profit businesses and can address unmet large scale needs in India.

“Does having a range of capital generate a risk continuum from market return to philanthropy?” Cochran asked. Kaplan suggested that foundations need to do a better job of incentivizing risk. “Measurements, reporting and infrastructure make it hard to be innovative and risk taking,” she said. What helps push risk forward is eliminating program officers and replacing them with principals. From a funding perspective, Kaplan said that Skoll Foundation “looks at unrestrictive funds so they can be applied where most impactful,” likely a popular sentiment shared by many in the audience.

Panelists suggested investing in a variety of things, especially venture style investing that can scale. Said Poole, “If companies fill a need, you will have a return.” Saluja echoed that statement and added, “We show that the money can have an impact that will build different opportunities for the non-profit models to step in.”

Closing Keynote

Debora Comini, Deputy Regional Director for Latin America and Caribbean, UNICEF



In 2013, 68,000 undocumented children were detained for having entered into the U.S. illegally. In the closing keynote address, Comini shared the stories of two children that migrated, the first from Guatemala and the other from Honduras, both having tragic accidents. “These are not young adventurers, to embark on such a journey. They must be escaping something truly bleak,” she confessed with a melancholy tone.

Comini scrolled down a list of astonishing statistics and through a slideshow of powerful pictures. Smuggling immigrants is the number one criminal activity in countries such as El Salvador, Guatemala and Honduras, exceeding activity of the drug cartels. Organized crime is the major engine of brutal and generalized violence that controls entire sections of Central America and many children name the fear of violence as their reason to migrate.

Comini talked about the Alliance for Prosperity of the Northern Triangle and their proposed strategies to generate employment and address poverty and inequality. UNICEF is building the capacity for states to look after their own citizens and provide immediate response to improve the reception of repatriated children. Comini expressed a need to “invest in quality education and dismantle organized crime and transnational trafficking” going forward. “All national communities and individual citizens in developed countries have a moral obligation to show their support.”

The Road Ahead

Global Washington will continue its efforts to bring people together, to foster connections, and encourage members of the Washington state global development community to work together to improve lives around the world. While our conference serves as a platform to measure the significant progress made globally, challenges remain. In the years ahead, we are confident that Washington state organizations will continue to lead the way in global development work and develop *Smarter Approaches to a Changing World*.

Conference Media Coverage

Humanosphere: [Pilgrims Podcast with Sonia Nazario, author of the immigrants tale Enrique’s Journey](#)

Minerva Strategies: [GlobalWA’s Annual Conference: Global concerns felt locally](#)

The Seattle Times: [An unexpected activist for children in the immigration reform debate](#)

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