

Press release

Geneva Global featured in international study on the future of philanthropic giving

Report explores the priorities of the next generation of givers

Philadelphia, Pa., July 16, 2009 – [Geneva Global](#), one of the world's leading international philanthropic advisory services, features prominently in a report released this week by Barclay's Wealth, a division of UK-based Barclay's Bank, that explores current trends in philanthropy in both the US and the UK. Doug Balfour, CEO of Geneva Global, was one of 20 philanthropic advisory experts interviewed for "Tomorrow's Philanthropist," produced in cooperation with Ledbury Research, explores the impact of the economic downturn on philanthropic giving as well as the priorities of the youngest generation of wealthy givers.

Along with Balfour and other experts, 500 high net worth individuals were interviewed to create this timely study. Encouragingly, the research shows that the wealthy are still giving despite the current economic climate, with the youngest high net worth individuals actually *increasing* their donations. It also indicates that a new breed of philanthropist is emerging, with younger donors increasingly seeking to support global causes, and to see the impact of their charitable investments in a tangible way.

Balfour observes that these new givers expect to be informed: "They expect that if they're going to make an investment, they're going to know exactly what happened with it." In this atmosphere, it becomes increasingly important for organizations to provide clients with the tools to monitor and measure the impact of their charitable gifts. As a result of this trend, the report predicts that charities will need to embody greater transparency and efficiency, adopting the business practices that the next generation of donors—many of whom are entrepreneurs—are accustomed to in their professional lives. Balfour notes: "There used to be two silos, one of which was business activity, and the other, charity. Never the two would meet...The boundaries between those silos have become much more like a continuum..."

"This report confirms what we have long believed," says Balfour, "that more and more people are realizing that charitable giving should be measured in terms of its impact--in terms of the lives it changes--rather than by a dollar amount."

The report can be viewed in its entirety on the Barclays Wealth in the Americas website, <http://www.barclayswealth.com/files/americas.htm>

About Geneva Global

Geneva Global Inc. is a philanthropic advisory firm headquartered in suburban Philadelphia, Pa. Founded in 1999, Geneva Global provides independent research, advice and grant management to philanthropic investors. Through advisory services and research consultants around the world, Geneva Global assists clients in cutting through the complexities of international giving to connect the best community-owned solutions to humanitarian needs. Geneva Global provides world-class philanthropic advisory services, helping each client make effective investments for lasting change in the world's hardest places. On behalf of its clients, Geneva Global has managed more than \$81 million in philanthropic investments, placing clients' funds into more than 1,650 projects in 109 developing nations and bringing measurable life change to more than 6 million people.

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