





















Co-Impact's Typology of Philanthropists

From "Promoting Higher-Impact Philanthropy: What We've Learned". Few philanthropists follow a linear journey – many engage simultaneously in behaviours described across the three categories.

	Spontaneous Philanthropist	Focused Philanthropist	Systems Philanthropist
Experience	0–10+ years    <i>"I give to various causes when asked. I support a few NGOs and I sit on the Board of my university. I can help where I can and impact some people's lives."</i>	0–10+ years    <i>"It's important to be strategic and focused. We have a family foundation focused on education for girls. I can do a lot to impact many people."</i>	5+ years    <i>"We can't have sufficient impact alone. I want to help change systems, not just alleviate symptoms. I can contribute to solving some of humanity's biggest problems and benefit millions of people by working with others."</i>
Giving	Incremental/project focused    <ul style="list-style-type: none"> Mostly local with a focus on more "popular" causes (education, health, the arts) – in some cases also national Specific, tangible and well defined issues, focus on symptoms e.g. provision of breakfasts to school age children in a specific low-income school Short to medium term 	Reformative/project or program focused  <ul style="list-style-type: none"> Causes connected to life experience – local, national and/or international Larger, concrete and well defined issues, e.g. ensuring girls in one city of a middle income country go to school Medium to long term 	Transformative/systems focused  <ul style="list-style-type: none"> Open to giving to a broad range of causes and geographies Larger, intangible, systemic and not always well defined issues, e.g. improving the education system in a low-income country so that all children learn Longest term
Approach	Reactive  <ul style="list-style-type: none"> Usually does not have own giving vehicle, or gives via a Donor Advised Fund and sometimes gives via intermediaries in an ad hoc manner Professionals not required Give to peer recommended and well-known organizations (recognized large NGOs) as no need for due diligence Usually funds financially only, year to year funding or a range of one-off donations and focuses on minimizing administrative costs 	Proactive  <ul style="list-style-type: none"> Usually own vehicle and planned yearly giving Professional expertise is helpful and own (business) experience is valuable. Sometimes has professional staff within foundation. Conducts own due diligence. Considering multi-year commitments (milestones) and beginning to support with financial and non-financial resources 	Proactive  <ul style="list-style-type: none"> Usually own vehicle and also pooled funding, meta funding, and almost vehicle agnostic Planned multi-year giving strategies and usually hires sector experts and professionals No need to conduct own due diligence in all cases – willing and comfortable trusting others' due diligence Longer term commitments supporting the overall capacity of organizations and the broader ecosystem for social impact
Engagement	Focused on attribution  <ul style="list-style-type: none"> Low control and restricted giving. Impact reporting usually sufficient <i>"I give and expect no corruption and a good report at the end of the year. That is enough for me."</i> Minimal engagement and time spent on philanthropy. Sometimes as a "hobby" 	Focused on attribution  <ul style="list-style-type: none"> High control and restricted giving. Strong focus on metrics and impact reporting <i>"I give against specific milestones. I need to make sure my money is not being squandered."</i> Goes from a hobby to an intentional role. Participates in networks. For some, philanthropy can become a full-time occupation 	Focus on contribution to impact  <ul style="list-style-type: none"> Low control and unrestricted giving. Focused on outcomes <i>"Only strong organizations can transform systems. Change is not linear, sticking to rigid strategies does not work. I want agreement on outcomes, but the path to get there can change. Only together we do things that are bigger than ourselves."</i> Keen to collaborate, engage with and learn from peers and experts. Some spend much of their time on philanthropy

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