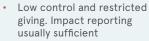
# Co-Impact's Typology of Philanthropists

From "Promoting Higher-Impact Philanthropy: What We've Learned". Few philanthropists follow

	ney — many engage simultaneously i	· · · · · · · · · · · · · · · · · · ·	·
	Spontaneous Philanthropist	Focused Philanthropist	Systems Philanthropist
Experience	O-10+ years  "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."	O-10+ years  "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."	*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."
Giving	Incremental/ project focused  • 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  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  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  • 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	Proactive  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.	Proactive  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

# Engagement

## Focused on attribution



Usually funds financially only,

year to year funding or a range of

one-off donations and focuses on

minimizing administrative costs

"I give and expect no corruption and a good report at the end of the year. That is enough for me."

Minimal engagement and time spent on philanthropy. Sometimes as a "hobby"

## Focused on attribution

 High control and restricted giving. Strong focus on metrics and impact reporting

(milestones) and beginning

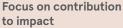
non-financial resources

to support with financial and

"I give against specific milestones. I need to make sure my money is not being squandered."

Goes from a hobby to an intentional role. Participates in networks. For some, philanthropy can become a full-time occupation

- trusting others' due diligence
- Longer term commitments supporting the overall capacity of organizations and the broader ecosystem for social impact



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- Low control and unrestricted
- giving. Focused on outcomes "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."

Keen to collaborate, engage with and learn from peers and experts. Some spend much of their time on philanthropy

# Learn more at www.co-impact.org

