

Olga Alexeeva Memorial Prize 2014

The shortlist

Olga Alexeeva (pictured) died in July 2011 – she was truly unique, an irreplaceable loss to the field of global philanthropy to which she devoted herself. This is the second time we have held the Olga Alexeeva Memorial Prize in her honour. In 2013, the first Olga Alexeeva Memorial Prize was awarded to Jane Weru and Kingsley Mucheke for their innovative work to build assets among landless slum dwellers in Kenya.



The Olga Prize is for an individual ‘who has demonstrated remarkable leadership, creativity and results in developing philanthropy for progressive social change in an emerging market country or countries’. Once again we were struck by the high quality of the nominations and the inspiring examples they presented to us. With 19 nominations from nine countries, creating a shortlist was a challenging process and inevitably involved some painful omissions.

This year’s shortlist is once again extremely diverse, both geographically – with finalists coming from Brazil, China, India, Latvia, Russia and Turkey – and in terms of the approaches to building philanthropy for social change that it represents. Both Natalya Kaminarskaya in Russia and He Daofeng in China have done much to transform philanthropy into a more integral part of the life of their country, stressing the importance of transparency, accountability and information sharing. Both Dhaval Udani in India and Rūta Dimanta in Latvia have developed hugely successful online giving platforms

in countries where giving by individuals was until recently almost unknown,

while Itır Erhart and I Renay Onur are promoting philanthropy in Turkey by raising money through sporting events. While Lucia Dellagnelo is the founder of Brazil’s second community foundation, Larisa Avrorina has been supporting community foundation development in Russia for over a decade.

Highlighting these people and their work through the prize is a fitting way to pay tribute to Olga. In some cases there are direct connections: while Larisa Avrorina is very directly carrying on the work of developing community foundations in Russia that Olga began, Rūta Dimanta knew Olga and acknowledges her as a ‘wonderful teacher’. In all cases Olga would have been excited and inspired to meet these people working so effectively in such different contexts. If she wasn’t working with them already, she would certainly have wanted to make sure she was doing so in the future.

WHAT HAPPENS NEXT?

The final winner will be selected by a distinguished panel of five judges:

Akwasi Aidoo TrustAfrica, Senegal

Ana Valéria Araújo Brazil Human Rights Fund

Shenyu Belsky Rockefeller Brothers Fund, China

Christopher Harris Independent consultant and former Philanthropy Bridge Foundation trustee, USA

Kavita Ramdas Ford Foundation India

There will also be a public vote, to be conducted through our *Latest from Alliance* blog. The outcome of this vote will be announced on the blog.

The judges’ decision will be announced during the coming *WINGSForum*, to be held in Istanbul on 27–29 March, where the winner will give a lecture. All shortlisted candidates are funded to attend the Forum.

The future of the prize

Finally, we have an exciting announcement to make. From this year the Olga Alexeeva Memorial Prize will have a permanent home with *Alliance*. Owing to the generous support of the Lodestar Foundation and the Vladimir Potanin Foundation, and the continued generosity of the Mott Foundation, we will certainly be running the prize until 2016 and we hope beyond.

Maria Chertok, Caroline Hartnell and Jenny Hodgson

Dhaval Udani

CEO, GiveIndia



Dhaval Udani started volunteering for GiveIndia seven years ago, typically devoting 10–15 hours a week to it alongside his more than full-time job as a management consultant. Two and a half years later he joined GiveIndia as a staff member, becoming CEO in 2011.

When he joined GiveIndia, it was raising \$1.5 million from its core activities. Five years later it is raising \$5.5 million – in a country where structured and regular online giving by ordinary individuals was unknown until ten years ago. Not only is www.GiveIndia.org one of the first online

donation marketplaces in the world but it is also one of the first e-commerce marketplaces in India.

As CEO, Dhaval has initiated India's largest online fundraising event, the India Giving Challenge, which encourages NGOs to raise money from their supporters, and companies to raise money for NGOs through their employees and customers, with the Challenge offering matching grants to stimulate a sense of competition. Over the last four

years, the Challenge has raised \$1.6 million. More importantly, the event is a practical lesson for NGOs on how to fundraise effectively. GiveIndia also organizes workshops for NGOs on donor outreach, engagement and retention, and works with them on implementing these lessons during the Challenge.

Other initiatives include partnerships with e-commerce portals across India, such as MakeMyTrip.com, PAYBACK, GroupOn and Snapdeal, which are expected to engage 100,000 new donors every year, and the First Givers' Club, an indigenous high net worth individual engagement programme that draws in over 100 HNWI families, raising over \$2 million in the last financial year. Altogether, GiveIndia has become perhaps the largest source of indigenously raised funds for NGOs; it is expected to raise and disburse over \$7 million this year.

Dhaval's work both as a volunteer for GiveIndia and as its CEO has demonstrated his commitment to philanthropy and his conviction of the power of the internet. Also important is that he has worked through an institutional framework, making sure that the gains and benefits are durable; this is of particular significance in India where philanthropic initiatives may last only as long as their founder.

I started working in the non-profit sector because I wanted to do something valuable outside my working life. GiveIndia contacted me and I began to work for them as a volunteer. You can call that serendipity. After two and a half years, I started working for them full time because I enjoyed the work more than my regular work and because I felt I could achieve more worthwhile things with GiveIndia.

I don't think in terms of any one big achievement. Our aim is to try to get more people to give and to give more and we are constantly trying to move beyond the benchmarks we set ourselves, so it's a question of constantly moving forward in small ways. Over the next three years, we have a target of raising \$20 million a year. Rather than branching out and trying to do five or even ten new things, we'd

like to scale up what we already do while starting two to three new things. But we will be very selective in picking our opportunities because we want each one of these new things to have the potential to raise \$3 million in five years. And once we have picked them, we will go all out to achieve them.

My biggest challenge is to try to find a way to get more passionate and committed people involved, the kind of people I met when I started volunteering at GiveIndia. There are already many such people involved in the social sector, but not enough. Getting the right people is the key thing. Once you have them, other things fall into place.

In terms of developing Indian philanthropy in general, I think the biggest challenges

are getting people who are already donors to talk about giving and to persuade others to do it. It's a cultural thing: people are happy to give, but uncomfortable asking others to do so. We also need to ingrain the culture of giving from an early age, so that people see it as a duty, as something you have to do, not something they might or might not do depending on how their income fluctuates.

Finally, the relationship between donors and organizations is a partnership, and donors have a right to demand accountability from the NGOs they support. At the moment, many NGOs don't see reporting to donors as an important part of what they do, more as a necessity. They need to become more professional about this and more ready to do it.

He Daofeng

Executive president, China Foundation for Poverty Alleviation; chair, China Foundation Center



He Daofeng is executive president of the China Foundation for Poverty Alleviation (CFPA) and chair of the China Foundation Center. In a country where suspicion of charities remains strong, CFPA now enjoys a good public reputation. In his work there and at the China Foundation Center, Mr He has pioneered the use of open and businesslike management methods in the philanthropy sector. His work with high net worth individuals and more modest givers has helped both to encourage the practice of philanthropy and to stress the importance of accountability.

At CFPA, a former GONGO (government-organized non-governmental organization), his introduction of business management methods has had spectacular results: its annual revenue has grown from US\$2 million in 1997 to more than US\$87 million in 2013; the number of beneficiaries has also risen, from 80,000 in 1997 to more than 1.85 million today.

CFPA is the first Chinese foundation to build cross-border, people-to-people relationships in Africa, where it has helped build community-based hospitals. It has also provided humanitarian aid to

disaster-stricken Indonesia, Kenya and Cambodia. It works with billionaires such as Cao Dewang, founder of the Fuyao Group, which manufactures glass for cars, who made a donation of US\$33 million to CFPA to support drought relief in south-west China.

Early this year, Mr He was instrumental in bringing a group of experts to help the provincial government of Yunnan to develop the first local charity law. This has led to a commitment by the provincial government to withdraw from fundraising and allow philanthropic money to support independent and robust civil society organizations.

In his role at the China Foundation Center, Mr He initiated the Self-Regulation Alliance for Chinese Foundations; he was elected chair in August 2013. The 42 private and public foundations involved in the alliance have pledged to disclose all information about donations received and grants made.

He Daofeng has also promoted media coverage of philanthropy, such as the story of a 90-year-old man who donated his savings to allow 100 students to finish high school. Finally, Mr He and his foundation are working with the World Food Programme and Tencent online donation platform to support a programme to provide rice for poor children in Cambodia.

He Daofeng's work has been pivotal in helping to transform Chinese philanthropy into a more integral part of China's social life, serving more effectively the needs of its beneficiaries.

I was a farmer for many years, so I understood the plight of poor farmers. I was also a researcher looking at China's rural reform in the 1980s and I saw that social reform was needed to underpin economic reform. After Tiananmen Square, I thought that it would be useless to push for political reform. Rather, we should promote philanthropy and cultivate social self-governance, the civil society spirit and citizen obligation. So social change was the industry sector I chose at that time.

Frankly, I don't think I have had any major achievements, but I could say that I was the first volunteer leader of a GONGO that became a fully independent foundation, and this is an example for other GONGOs

that want to go the same way. It was very difficult because we were breaking new ground. If I didn't tread carefully, I felt it would incur the hostility of many parties, provoke a crisis for the whole sector, and maybe even put us in physical danger.

The next task is to guide CFPA to being a fully international foundation. We need more foundations on the international stage because it will help the people of China to become more outward-looking.

I also want to promote more collaboration among Chinese foundations through the China Foundation Center and greater democratic self-governance – an imperative for Chinese society generally. CFPA also started a microfinance

enterprise 18 years ago, which made small loans worth US\$300 million to 180,000 rural women in 2013. Our goal is to raise that figure to a million women over the next five years. The problem is that I'm too old to do all of these things!

Chinese philanthropy needs two main things: first, legislation to encourage more GONGOs to become independent charities, like CFPA. Second, philanthropy needs to be modernized. We need legislation to create a more equal market environment. This will require the education and involvement of the younger generation in philanthropy, more people giving and more people working in the sector. It needs a great effort by one whole generation.

Itir Erhart and I Renay Onur

Co-founders, Adım Adım (Step by Step), Turkey



Adım Adım (Step by Step) was founded by Itir Erhart (left), an assistant professor at Istanbul Bilgi University, and social entrepreneur I Renay Onur (right) in 2007. It raises money through sporting events, an idea that was unknown in Turkey at the time of its founding.

Adım Adım started with a group of six people and no sponsorship. Since then, the number of charity runners has grown steadily. Currently, it has 3,700 members who have raised US\$2.2 million from some 33,000 donors. This itself would be remarkable

in a country in which, according to CAF's 2012 World Giving Index, only 10 per cent of the population gives to charity. Even more noteworthy, however, is that through Adım Adım donors are supporting eight NGOs, in a country where giving to organizations is uncommon, with 87 per cent of those who do give preferring to give directly to individuals. The areas addressed by the NGOs Adım Adım supports include health, education, the environment and women. Adım Adım also provides training on health, safety, race training and nutrition, as well as fundraising and volunteering.

Its various activities are helping to increase recognition of the value of philanthropy in Turkey. Itir Erhart and I Renay Onur have been singled out by the Third Sector Foundation of Turkey (TUSEV) for its programme on Philanthropy Infrastructure Development in Turkey as examples of people who are making a significant difference in the community.

Itir I started running and fundraising at the same time while I was a PhD student in Chicago. I ran the Chicago marathon and raised some money by doing it. I wanted to do the same thing when I came back to Istanbul, but I had no idea where to begin. I started looking round for running groups, then I came across a newspaper article about Renay, who was the first to do charity running in Istanbul.

Renay I took up running after university, just in parks and in the streets. Eight years ago, I decided to enter the Istanbul marathon. A friend told me that her husband had raised money by running the London marathon and said, 'why don't you do it as a charity run?' As a person who is always exploring doing new things, it opened my eyes and I decided to do my first proper race as a charity run. Then I met Itir and here we are.

Itir We started with people we knew in the running group. It was more difficult to convince others, but we entered 48 people

in a race in Antalya, all wearing t-shirts advertising the group, and people saw it was possible to raise money by running in Turkey.

Renay I would like to single out two related achievements: first, that we are working with the most prestigious NGOs in Turkey and, second, that the contributions we help raise are 25–30 per cent of the overall donations to those groups.

Itir I'm amazed at the way it has grown. Now there are thousands of people involved who don't know us, the founders. On the other hand, despite our success, raising money for charity through sporting events does not seem obvious or normal to most Turks. I still sometimes have to go back to square one in explaining the idea to people I meet.

Renay One difficulty we've had is moving to a web platform. We've made two attempts in the last two years, but both have failed because we were

working through volunteers, and other commitments led them to drop out.

Itir That's our next step – to create a web platform and automated systems. At the moment, we do everything manually.

Renay There are only 10 to 20 who are quite involved, and at the moment we are trying to increase the number of dedicated and engaged volunteers. We need to get to a position where Adım Adım can go on successfully even if we're not involved.

Itir There's also the challenge that, as the group gets bigger, there are some who want to politicize Adım Adım. Our strength has been that we work on issues that concern everyone. We are inclusive and we need to keep it that way.

Renay The difficulty for philanthropy in Turkey generally is still that the culture of giving is quite traditional. People want to give to people they know and to see immediate results. It's still a challenge to get people to support an organization and a project that is remote from them.

Larisa Avrorina

Manager of Community Foundations
Development Programme, CAF Russia



Larisa Avrorina began working in the NGO sector in the mid-1990s, when she worked on various environmental protection projects. Since 2003, she has been the manager of CAF Russia's community foundations development programme.

She identifies and supports local community leaders who are creating community foundations, which is critical to the survival of new initiatives. She encourages local authorities, business and NGOs to get involved in community foundation activities, and facilitates the

exchange of knowledge and experience among community foundations both in Russia and beyond, tracking new developments internationally and relaying them to Russian community foundations. As an example, she recently proposed the adaptation

by Russian community foundations of the 'Vital Signs' approach originated in Canada.

There are now over 40 community foundations in Russia and the number is growing. Most of them were established and maintained through the support and assistance of Larisa Avrorina. In a country like Russia where attitudes to philanthropy and the non-profit sector are ambiguous, the creation of a nationwide network of local philanthropic institutions has been of incalculable value in encouraging philanthropy. Community foundations are becoming an important – in some cases the only – source of financial and technical support for local civic initiatives, and a critical factor in civil society development in Russia.

The community foundation concept was brought from abroad and promoted in Russia by Olga Alexeeva. In a very real sense, therefore, Larisa Avrorina is continuing the work that Olga began. She is also a member of the Working Group of the Russian School of Grant Managers and a member of the International Program Evaluation Network.

I have been working at CAF Russia since 2001. It was Olga Alexeeva, who always supported the community foundation concept, who got me involved in community foundation development in Russia and she and I started to look at community foundations as a model for rural areas, not just big cities with a lot of resources.

I think my main challenge has been to understand and to persuade others that philanthropy is possible without large investment; to make people believe that a community foundation can work successfully in their area, bringing new leaders to the community, developing new resources and bridging social gaps. The model has been adapted for Russia and is working in different environments and communities – 40 per cent of Russia's community foundations are in rural areas.

This I believe is our main achievement: community foundations have proved to be the best model for local philanthropy development and have contributed to local leadership development. Almost 90 per cent of Russian community foundations provide support to grassroots initiatives, which almost nobody else does. Community foundation staff and people who take part in grant competitions held by community foundations gradually become leaders in their communities.

I feel most disappointed when a community foundation stops developing or even shuts down, which happens for different reasons. One of these is the new so-called law on foreign agents which limits the outlook and opportunities for cooperation of Russian community foundations with international organizations. In fact, I see the main threat both for community foundations

and for the Russian NGO sector as a whole as its relations with the government. For instance, local authorities often try to use community foundations to deal with the issues they do not have the resources for. To work with the state but to remain the community foundation for your particular community, not for the state or business, is the biggest challenge all Russian community foundations face today.

Meanwhile, we have completed the adaptation stage. At first, community foundations were established with the support of international foundations and large companies, but today they can emerge without external support and they are resource centres for NGO support and development. In short, community foundations in Russia are not just a copy of their western counterparts. The next stage is dissemination and replication of the best practices in Russia.

Lucia Dellagnelo

Co-founder and chair, Instituto Comunitario Grande Florianopolis (ICOM), Brazil



Lucia Dellagnelo is co-founder and chair of Instituto Comunitario Grande Florianopolis (ICOM), the first community foundation in south Brazil and only the second in Brazil (Instituto Rio being the first).

ICOM is a pivotal organization in Florianopolis, stimulating a culture of giving to the non-profit sector which was largely absent before; bringing together representatives of the different sectors of the community; drawing attention to local needs; helping donors understand and support organizations to meet those

needs; and acting as a local grantmaker. Since it began, ICOM has mobilized over US\$2 million in

donations, of which almost one third has gone to grants to local NGOs.

ICOM also supports local NGOs to become more strategic, more effective and more open. It undertakes a regular mapping of the local NGO sector and has launched a Portal of Transparency website, used by 181 organizations, to help improve NGO management and governance.

Following its establishment in 2005, Lucia served as the CEO of ICOM, and she has subsequently become chair of the board.

She is also Vice Secretary of State for Sustainable Development in Santa Catarina state and has worked as technical adviser for the State Secretary of Education, developing partnerships with companies and non-profits to improve public education.

I've been involved in the social sector ever since I was 16 when I worked as a volunteer teacher in one of the shanty towns of Florianopolis. I was away from the city for 15 years studying and working and when I returned, I wanted to do something to make a real difference to the community. I'd come across the community foundation idea and was excited by it. I managed to communicate my enthusiasm to a group of other people who were active in the social sector, and we decided to set up ICOM.

That was important. It meant that ICOM began as a shared vision with a group of people bringing their perspective and ideas to it, not just an NGO established and driven by one person. I think that's the thing I'm most proud of: that all of the organization's members bring the same passion and commitment to it and it feels like a genuine community organization.

Nevertheless, it was hard to get ICOM going. At first, it was just me and my computer in a room. I had to dedicate two

years to it as a full-time volunteer, with no salary and no funding.

My biggest disappointment is that ICOM has not made a bigger difference to traditional giving habits in the city – though we are already seeing changes due to our work. I always appreciated that this would be a long process, but it's taking longer than I expected.

But the organization is growing steadily. Our biggest asset at this point is credibility and trust, among both NGOs and donors. ICOM is already a reference point for everyone who wants to make a difference in the community, a place where they will automatically go for information and advice or to make contact with others.

But what I'd like to see more in the future is more strategic giving from individual donors in our community. We also want to be open to newer forms of philanthropy. Information technology is playing an increasingly important role, especially among the young, so we've set up

Social Good Brazil to promote the use of technology for social change. I'm not very technologically adept, and it's important that ICOM is much better than its founder in this respect!

I think there are two big obstacles to the development of Brazilian philanthropy. One is that giving by corporate foundations dominates and there is little tradition of individual giving to community organizations. The other is that social sector organizations need both greater visibility – much of the work they do is not seen – and a greater degree of public trust. That's why ICOM started the Transparency Portal. It's a platform where NGOs can show their work, where their funding comes from and what they do with it. At first, NGOs were reluctant to participate but now they are keen to be on it. And there are signs that it is having an effect. One or two large donors have said to us, 'now that I know that particular organization is working with ICOM, I feel more confident about giving my money to them'.

Natalya Kaminarskaya

Executive director, Russian Donors Forum



Natalya Kaminarskaya is executive director of the Russian Donors Forum, a coalition of donor organizations that brings together leading Russian and outside foundations and companies working in Russia. Under her leadership, the Forum has become an instrument for improving and extending the activities of Russian donors, and it is highly respected both in Russia and internationally.

It is helping to make Russian grantmakers' practice more professional, more strategically oriented and better known and regarded. In a country where philanthropy is developing and where little infrastructure exists, its role is invaluable, both in supporting Russian donors

and in serving as a conduit for the experience of countries where philanthropy is more established.

Among the most important roles Natalya and the Forum play are building awareness about foundations' work in Russia, advocating for a better legal environment for giving, and promoting transparency and information sharing by donor organizations. One of the key achievements of the Donors Forum was building a community of endowed foundations in Russia. This began with advocating for an endowment law and continues through supporting a peer exchange platform and regular training events.

As well as working tirelessly to promote more and better philanthropy in Russia, Natalya was a driving force in the 'Emerging Societies, Emerging Philanthropies' Forum held in Peterhof, Russia last year.

I was working for CAF Russia when the new donors forum was launched. I was very enthusiastic about community foundations and thought the forum would be a good way to promote and support the model in Russia. I remember when I went to be interviewed for the coordinator's job, I spent most of the time trying to convince the interviewers how important it was to support community foundations in Russia.

I think the fact that the Russian Donors Forum exists at all is a major achievement. It was built from scratch by foreign donors, but its members are now mainly Russian foundations and companies and it has become a valuable part of the country's philanthropic infrastructure.

I thought when we started that the number of members would grow much more quickly than it has done. We had the good examples set by Potanin and Zimin, who were following the best standards set internationally, but not many followed suit. Compared to other countries, there are fewer foundations here. They *are* increasing but they are not necessarily

in the public eye, so few people know about them.

We have just done our own internal strategic plan, and the main thing we identified was a need to carry out a major public relations campaign to publicize foundation activities and make them more widely understood. At the moment, philanthropy is seen as something that is done voluntarily and doesn't need any infrastructure. We want to show how important infrastructure is and how foundations are the core of organized philanthropy, so we are going to hold a special European foundation day to promote them.

There are many challenges. In terms of the Forum, I have to combine the role of leader of the association and servant of the members. It's easy when you have a well-established membership that comes up with great ideas and you work in synergy. But that's not always the case. The personnel of foundations changes and foundations leave. Sometimes it seems you're continually starting again. I would

like the members to come up with a clearer vision of what the network can do for them.

There is still not enough information about philanthropy in Russia – data on things like the number of foundations or the number of donations is expensive and unreliable. But I would say that trust is still the number one issue. With the foreign agents' law last year, philanthropic infrastructure is under attack. Neither the Russian public nor the government understand its importance and they don't trust non-profits. As a result, corporate donors establish their own projects rather than working with non-profits, so everyone is starting from scratch, trying to do something that is already being done. Getting organizations to work together is a huge challenge both for the Forum and for Russian philanthropy.

Philanthropy is increasing; more people are doing it and see it as fun and satisfying. But we need more resources, more organizations and more infrastructure to support and encourage them. And above all we need more enthusiastic leaders.

Rūta Dimanta

Founder and chair of Foundation 'Ziedot', Latvia



In 2003, Rūta Dimanta set up Foundation 'Ziedot' (donate), Latvia's first internet giving portal. She is now chair of the board. In the ten years since it began, 12 million Lats (over €17 million) have been raised through ziedot.lv, almost entirely from indigenous sources – companies, individuals and local foundations.

Prior to this, there was little local tradition of philanthropy and the Latvian NGO sector relied primarily on international donors. Under Rūta's leadership, the Ziedot Foundation laid the groundwork for corporate and individual philanthropy in Latvia.

Rūta has worked with a number of businesses on setting up corporate foundations and charitable

programmes. The Ziedot Foundation has also launched programmes for collecting donations of used clothes, shoes, household goods and food; it currently has 1,599 money donation boxes all over Latvia for various charity causes. Perhaps its most striking initiative was setting up a food bank and a massive campaign 'For a hunger-free Latvia' (*Paēdušai Latvia*) at the height of the economic crisis in 2009. During the initial campaign, over 47,000 food parcels (over 768 tons of food) were donated to families whose breadwinners had recently become unemployed.

No doubt one of the reasons for Ziedot's success is that it has managed to enlist the support of the media. Throughout the *Paēdušai Latvia* campaign, for instance, over €1.5 million of free media advertisement was obtained.

Before she set up the Ziedot Foundation, Rūta Dimanta was adviser to the Latvian community foundation movement and deputy director of the Riga NGO Centre.

I had come across the work of NGOs when I was a student in the 1990s and I later worked for the State Bureau of Human Rights and the NGO support centre, so I had already had experience of working with NGOs when I created Ziedot.lv. And I'd had a wonderful teacher, Olga Alexeeva. I first met her when I was working for the NGO support centre. She was a consultant for the creation of Latvian community foundations, and she knew how to captivate, persuade and inspire.

Creating the Ziedot Foundation from scratch wasn't easy, because there was practically no tradition of charity in Latvia, and trust in charity organizations was low. But in the 10 years that Ziedot.lv has been active, attitudes have changed, and donating to support common goals has become commonplace. People have begun to understand that giving can help solve some of the problems we face. The Ziedot Foundation has become the biggest charity organization in the country, collaborating with both central and local government as well as with other NGOs.

Most of the €18 million we have raised has come from local people. That's a considerable figure for a country with only 2 million inhabitants.

Our next step is a very immediate one: last November in Riga, the roof of a supermarket caved in and 54 people died. Ziedot.lv has been providing help and gathering donations. In two weeks €1.4 million was raised locally and internationally. Donations came from 20 countries. The next step is to turn that money into purposeful help.

Many challenges remain, of course. One is leadership in situations where no one is sure how to act. At Ziedot, we tried to set an example during the recession, launching a campaign to solve the country's food crisis. We got together voluntary helpers, an advertising agency, one of the biggest food shop chains in the country and TV to address people and companies. And it worked! Olga Alexeeva taught me that it is the responsibility of a charity to see the true needs of a society

and to convince donors to help meet those needs.

Still, it's disappointing that in the age of space flight and the discovery of the Higgs boson particle, we rely on philanthropy to meet basic human needs.

Olga Alexeeva understood the philanthropic potential of new wealth emerging in fast-growing economies. CAF shared this vision with Olga, who was a highly valued member of the CAF team for many years. She first led CAF Russia before moving to London to head up our global philanthropy services. CAF has been supporting the development of philanthropy and civil society in emerging economies for the past 20 years. We are delighted to support this supplement, which celebrates Olga's legacy and showcases the significant achievements of the shortlisted candidates.

John Low
Chief executive, Charities Aid Foundation

CAF Charities Aid Foundation