

THE POWER OF GIVING

PHILANTHROPY'S IMPACT
ON AMERICAN LIFE



THE
PHILANTHROPY
INITIATIVE
AT THE
NATIONAL MUSEUM
OF AMERICAN HISTORY

National Museum of American History
Washington, DC

December 1, 2015

#AmericanGiving

THE POWER OF GIVING

PHILANTHROPY'S IMPACT
ON AMERICAN LIFE

9:00

SMITHSONIAN WELCOME

David J. Skorton

9:05

LAUNCH OF THE PHILANTHROPY INITIATIVE
AND DONATION CEREMONY

John L. Gray

HISTORIC PERSPECTIVES ON PHILANTHROPY

9:20

“REAL AND PERMANENT GOOD”:
EXAMINING A CENTURY
OF AMERICAN PHILANTHROPY

INTERVIEWER:

David Rubenstein

PANELISTS:

Warren Buffett | David Rockefeller Jr. | Olivier Zunz

10:05

Break

PHILANTHROPY TODAY: EVERYDAY GIVING

10:20

OVERVIEW

David Rubenstein

10:25

LESSONS FROM #GIVINGTUESDAY

Henry Timms

10:40

RISING TO THE CHALLENGE: BALTIMORE'S RESPONSE TO OPPORTUNITY AND CRISIS

SPEAKERS:

**Jamie McDonald | Sarah Hemminger | Joseph T. Jones Jr.
Diana Morris | Carla Hayden | Ricardo Amparo**

11:20

GIVING BACK, GIVING HOPE: THE BEST WAY TO MAKE A DIFFERENCE

INTERVIEWER:

Nina Easton

PANELISTS:

Melinda Gates | Nicholas D. Kristof | Sheryl WuDunn

FUTURE IMPACT: PHILANTHROPIC HORIZONS

12:05

UNLOCKING CITIZEN GIVING VIA TECHNOLOGY

Premal Shah

12:20

INNOVATION AND PARTNERSHIP: THE FUTURE OF PHILANTHROPY

Bill Gates

12:35

CLOSING REMARKS

David Rubenstein

12:40

ADJOURNMENT TO LUNCH

Guests are invited to view selected Giving Pledge letters on display in the LeFrak Lobby before proceeding to lunch in Liberty Square, Second Floor, West

SPEAKERS

RICARDO AMPARO

Ricardo Amparo is an 18-year-old Baltimore resident and filmmaker who works three jobs while attending his first year of college. Through the BridgeEDU program, he is taking classes at the University of Baltimore and Baltimore Community College. Amparo's short film, "A Teen's Dream," featured in this program, was produced for the Robert Wood Johnson Foundation's Equity Workshop at TED 2015 in association with Wide Angle Youth Media in Baltimore.

WARREN BUFFETT

Warren Buffett is a U.S. businessman and philanthropist. As chairman and chief executive officer of Berkshire Hathaway Inc., he has assembled a broad range of companies employing more than 300,000 people, from See's Candies to GEICO to BNSF Railway. In 2006, Buffett pledged most of his fortune to the Gates Foundation and to four charitable trusts created by his family: the Susan Thompson Buffett Foundation, the Howard G. Buffett Foundation, the Susan A. Buffett Foundation, and the NoVo Foundation (led by Peter A. Buffett).

NINA EASTON

Nina Easton is an author, TV commentator, and journalist. She writes a column for *Fortune* magazine and provides regular commentary on Fox News. Easton cochairs *Fortune's* Most Powerful Women Summit. She is the author of the acclaimed political history, *Gang of Five: Leaders at the Center of the Conservative Ascendancy*, and coauthor of *John F. Kerry: The Complete Biography* By The Boston Globe Reporters Who Know Him Best.

BILL GATES

Bill Gates is cochair of the Bill & Melinda Gates Foundation. In 1975, Bill Gates founded Microsoft with Paul Allen and led the company to become the worldwide leader in business and personal software and services. In 2008, Gates transitioned to chairman to focus full-time on his foundation's work to expand opportunity to the world's most disadvantaged people. Along with cochair Melinda Gates, he leads the foundation's

development of strategies and sets the overall direction of the organization. In 2010, Bill and Melinda Gates and Warren Buffett founded the Giving Pledge, an effort to encourage the wealthiest families and individuals to publicly commit more than half of their wealth to philanthropic causes and charitable organizations during their lifetime or in their will.

MELINDA GATES

Melinda Gates is cochair of the Bill & Melinda Gates Foundation. While involved in setting the overall direction of the organization and shaping its strategies, her focus on keeping women and girls at the heart of the global health and development agenda is a critical driver of her work at the foundation. Gates received her bachelor's degree from Duke University and an MBA from Duke's Fuqua School of Business. After joining Microsoft Corp. in 1987, she distinguished herself as a leader in the development of many multimedia products. In 1996, she retired from her position and since then has directed her energy toward the work of the foundation as well as the Giving Pledge.

JOHN L. GRAY

John L. Gray is the Elizabeth MacMillan Director of the Smithsonian's National Museum of American History, dedicated to preserving and sharing an unparalleled collection of national treasures. Under Gray's leadership, the Museum is boldly reimagining its three-floor West Wing around dynamic exhibitions and programs on the themes of Innovation, Democracy and the Peopling of America, and American Culture. Prior to becoming the Museum's ninth director, he was founding president of the Autry National Center of the American West in Los Angeles. He serves on the board of St. John's College in Annapolis and Santa Fe.

CARLA HAYDEN

Carla Hayden is chief executive officer of the Enoch Pratt Free Library, one of the oldest free libraries in the United States. She was elected president of the American Library Association in 2003. She has been honored with the Andrew White Medal by

Loyola College, the President's Medal by Johns Hopkins University, and the Legacy of Literacy Award by the DuBois Circle of Baltimore. She is a member of the boards of the Maryland African American Museum Corporation, Goucher College, the Franklin and Eleanor Roosevelt Institute and Library, and the Maryland Historical Society.

SARAH HEMMINGER

Sarah Hemminger is chief executive officer and cofounder of Thread. She has eleven years of experience in nonprofit management and expertise in the development, expansion, and replication of innovative, paradigm-shifting models of mentoring. Hemminger has been awarded fellowships from Ashoka, Echoing Green Foundation, Open Society Institute, and the Albert Schweitzer Fellows Program, which support social entrepreneurs with innovative ideas.

JOSEPH T. JONES JR.

Joseph T. Jones Jr. is founder of the Center for Urban Families, a Baltimore nonprofit service organization established in 1999 to empower low-income families to achieve family stability and economic success. He currently serves on President Barack Obama's Fatherhood and Healthy Families Task Force and several boards, including the Open Society Institute-Baltimore, the Baltimore Workforce Investment Board, and the National Fatherhood Leaders Group.

NICHOLAS D. KRISTOF

Nicholas D. Kristof has been a columnist for *The New York Times* since 2001. Kristof has won two Pulitzer Prizes for his coverage of Tiananmen Square protests and genocide in Darfur, along with many humanitarian awards such as the Anne Frank Award and the Dayton Literary Peace Prize. With his wife, Sheryl WuDunn, he has written several books, most recently *A Path Appears: Transforming Lives, Creating Opportunity*, a *New York Times* best-selling book about altruism and how to bring about change in our society using evidence-based strategies.

JAMIE MCDONALD

Jamie McDonald is founder of Generosity Inc. Her professional mission is to spur people to give, act, and innovate on behalf of communities, causes, and schools. After sixteen years as an investment banker, McDonald shifted her personal mission from startups and venture capital to innovation and growth of the generosity economy. Most recently, she was the chief giving officer of Network for Good, the nation's largest online charitable giving platform, after it acquired GiveCorps, the network she founded in 2011. In 2013, she led BMoreGivesMore, the movement that raised \$5.7 million in a day on #GivingTuesday and earned Baltimore the #MostGenerousCity in America honor.

DIANA MORRIS

Diana Morris is director of the Open Society Institute-Baltimore, the sole field office of the Open Society Foundations in the United States. Established in 1997, the office supports efforts to reform policies perpetuating discrimination and preventing residents from participating fully in the civic, economic, and social life of the region. While a significant portion of the work relates to state policy, the office looks to the Baltimore community to identify needs, demonstrate effective approaches, and measure impact, given the city's demographics and importance to the state. Previously, she has served as executive director of the Blaustein Philanthropic Group, a set of eight Baltimore family foundations which award local, national, and international grants.

DAVID ROCKEFELLER JR.

David Rockefeller Jr. is chairman of the board of the Rockefeller Foundation. Rockefeller is a director and former chairman of Rockefeller & Co. and has been an active participant in the nonprofit arena, especially in the areas of environment, philanthropy, arts, and public education. Rockefeller is an advisor and former vice chair of the Alaska Conservation Foundation, and a founder of the Alaska Fund for the Future. He is also a member of the Council on Foreign Relations.

SPEAKERS *continued*

DAVID RUBENSTEIN

David Rubenstein is cofounder and co-chief executive officer of The Carlyle Group, one of the world's largest private equity firms. Rubenstein is chairman of the boards of trustees of the John F. Kennedy Center for the Performing Arts and Duke University, a regent of the Smithsonian Institution, cochairman of the Brookings Institution, vice chairman of the Council on Foreign Relations, a trustee of the National Gallery of Art, and president of The Economic Club of Washington.

PREMAL SHAH

Premal Shah is president and cofounder of Kiva.org, a nonprofit crowdfunding website that connects people through lending to alleviate poverty. Since 2005, over one million small businesses in more than seventy-five countries have been financed by Kiva lenders, with a ninety-eight percent repayment rate. The site has been named as one of Oprah's Favorite Things and as a top 50 website by *Time* magazine. For his work as a social entrepreneur, Shah was named on *Fortune* magazine's "40 Under 40" list.

DAVID J. SKORTON

David J. Skorton is the 13th Secretary of the Smithsonian. He assumed his position on July 1, 2015. Secretary Skorton oversees nineteen museums and galleries, twenty libraries, the National Zoo, and numerous research centers. Skorton, a board-certified cardiologist, previously was the president of Cornell University.

HENRY TIMMS

Henry Timms is executive director of the 92nd Street Y, the renowned cultural and community center in New York City. He is the founder of #GivingTuesday, a global philanthropic movement which engages more than 27,000 partners worldwide. Timms is a practitioner-in-residence at the Stanford University Center on Philanthropy and Civil Society. He was named *The NonProfit Times*' Influencer of the Year in 2014 and was honored among the *Crain's New York Business* "40 Under 40" in 2015.

SHERYL WUDUNN

Sheryl WuDunn is the first Asian American reporter to win a Pulitzer Prize. She currently works at a small banking boutique helping growth companies, including those operating in emerging markets. She also cofounded FullSky Capital, a social enterprise advisory firm, and advises several growth companies. With her husband, Nicholas D. Kristof, she is a coauthor of *A Path Appears: Transforming Lives, Creating Opportunity*, a *New York Times* best-selling book about altruism and how to bring about change in our society using evidence-based strategies.

OLIVIER ZUNZ

Olivier Zunz is the Commonwealth Professor of History at the University of Virginia. His most recent book, *Philanthropy in America: A History*, is an in-depth exploration of the 20th-century growth of American philanthropic and mass-giving organizations. He is also the author of *The Changing Face of Inequality*, *Making America Corporate*, and *Why the American Century?*

Please join us on #GivingTuesday 2016—
November 29—for our next program and the opening of the
Giving in America permanent exhibition.



SMITHSONIAN INSTITUTION

The Smithsonian Institution is the world's largest museum and research complex, consisting of nineteen museums and galleries, the National Zoological Park, and nine research facilities. Its mission is to shape the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world. The Smithsonian was founded in 1846 with funds bequeathed from James Smithson (1765–1829), a British scientist who left his estate “to the United States of America, to found at Washington, under the name of the ‘Smithsonian Institution,’ an establishment for the increase and diffusion of knowledge.” Every visitor who walks through the Smithsonian’s doors—or visits its collections online—benefits from Smithson’s unexpected philanthropic act.



NATIONAL MUSEUM OF AMERICAN HISTORY

The National Museum of American History, with more than three million artifacts and documents, is the nation’s largest institution devoted to American history. The Museum’s unrivaled collections, rigorous research, and dynamic public outreach explore the past to make sense of the present and shape a more humane future. Each year, five million visitors experience its immersive exhibitions and provocative programs connected to American ideas and ideals. The Museum’s three-floor West Wing is currently under transformation—boldly reimagined around the themes of Innovation, Democracy and the Peopling of America, and American Culture.

**From the Museum's Collections:
Benjamin Franklin's Suit**

Often described as the “Father of American Philanthropy,” Benjamin Franklin believed that society’s needs could be addressed through the mutual action and generosity of like-minded individuals. The nation’s first hospital and public subscription library are just two institutions that bear his philanthropic imprint. Franklin introduced an alternative way of thinking about the improvement of mankind—a way that strove to be more democratic, egalitarian, creative, and resourceful, much like the new nation itself.

As a diplomat, Franklin consciously projected this spirit in his manner and dress. He wore this understated three-piece suit, embodying the character of a new nation, as he stepped into the opulent French courts to secure the 1778 Treaty of Alliance. It is the only example of Franklin’s clothing in existence.

Franklin supported the concept of public-private partnerships for the common good. That model of collaboration and philanthropy allowed the Museum to acquire this suit through the donation of Marilyn L. Brown and Douglas N. Morton and matching funds from the Charles Bremner Hogg Jackson Fund.



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With the launch of the Philanthropy Initiative, the National Museum of American History embarks on a long-term project to collect, research, document, and exhibit materials relating to the history and impact of American philanthropy. Changing exhibits, programs, and public outreach will explore the collaborative power of giving in all forms and at all levels across a wide spectrum of issues and movements. The Philanthropy Initiative’s annual program, *The Power of Giving: Philanthropy’s Impact on American Life*, coincides with #GivingTuesday, a global day of giving on which individuals, communities, businesses, and other organizations come together to donate gifts of time, talent, expertise, and funding.



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Image credits:

Draft of James Smithson’s 1826 will creating, “under the name of the Smithsonian Institution, an establishment for the increase & diffusion of knowledge.” © Smithsonian Institution.

Detail of Star-Spangled Banner patches and mends. © Smithsonian Institution.

The Smithsonian Institution Building (“The Castle”) in Washington, D.C., at dusk. Photo: Ken Rahaim, Smithsonian. © Smithsonian Institution.

The Smithsonian’s National Museum of American History, Kenneth E. Behring Center in Washington, D.C., with the Washington Monument and National Mall in the background. Photo: Jeff Tinsley, Smithsonian. © Smithsonian Institution.

Benjamin Franklin’s suit, circa 1778. Object on long-term loan by the Massachusetts Historical Society. Photo courtesy of the National Museum of American History. Photos by Harold Dorwin.