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This newsletter is a perfect opportunity for me to introduce myself. I am Denise Simpson and have recently joined CAFAmerica as Director of Donor Advised Giving. For the last 3 ½ years I was the Business Planning and Development Manager with the Charities Aid Foundation (CAF) in the UK.

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The current rural education landscape in South Africa is marked by staggering obstacles.

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**THE ELEPHANT FAMILY – a unique approach to conservation**

The Elephant Family is a UK based charity which works across Asia to save the Asian Elephant. Populations of the docile Asian giant face almost certain extinction in every place they exist in the modern world. The main threat to their existence is encroachment on their habitats and migratory routes by ever-expanding human development. Numbers are further decimated by ivory poachers, illegal capture for work or tourist camps, and hunters seeking elephant hide, meat, or teeth.

Only 25,000 to 35,000 wild elephants now roam the Asian continent, leaving another 15,000 elephants living in captivity.

The wild population plays an important part in maintaining natural habitats by fertilizing seeds, creating natural drainage systems, exposing forest areas to light-dependant plants, and digging wells used by other wildlife. And once domesticated, they are also useful for forestry, patrolling and anti-poaching operations.

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Dear Colleagues and Friends,



Welcome to the Summer 2007 issue of the CAFAmerica e-Bulletin.

This has been a challenging but rewarding year for CAFAmerica. Despite facing rising competition we have increased donor receipts year after year. I am very proud to announce that CAFAmerica has now received and given over \$100m in grants since 1993.

In 2006/07 alone CAFAmerica received over \$19.3 million in donations. That's an incredible \$6.5 million ahead of target and represents a nearly 50% increase from the previous year, when receipts totalled \$12.88 million. During this fiscal year, 1,300 global grants were made on behalf of 749 CAFAmerica donors. In addition, over 85% of these were made within one month of the original donation; an industry high.

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**FOCUS ON GRANTMAKING – Total grant-making from CAFAmerica exceeds \$100m**

Since 1993, CAFAmerica has dedicated its efforts to expanding borderless charitable giving. During this time, successive U.S. lawmakers and regulators have sought to introduce stricter rules and guidelines to international giving by U.S. donors.

Thankfully, our initial fears have proven to be largely unfounded and our cross-border giving has grown year by year. We are very proud to announce that we have received and distributed over \$100 million in donations to international charities. Much of this grant activity was created by receipts (\$34million) to our popular Donor Advised Fund service, which was launched in 2000. Since then, we have extended our international donor advised grantmaking into 30 new countries.

New U.S. donors are constantly drawn to CAFAmerica because of the innovative, tax-efficient solutions we provide.

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## Introduction from Susan K.E. Saxon-Harrold



Dear Colleagues and Friends,

Welcome to the Summer 2007 issue of the CAF America e-Bulletin.

This has been a challenging but rewarding year for CAF America. Despite facing rising competition we have increased donor receipts year after year. I am very proud to announce that CAF America has now received and given over \$100m in grants since 1993.

In 2006/07 alone CAF America received over \$19.3 million in donations. That's an incredible \$6.5 million ahead of target and represents a nearly 50% increase from the previous year, when receipts totalled \$12.88 million. During this fiscal year, 1,300 global grants were made on behalf of 749 CAF America donors. In addition, over 85% of these were made within one month of the original donation; an industry high.

Though busy, we have still been able to keep donors in the U.S. informed about the introduction of new charity reform legislation during 2006, and also complete 20 site visits to charities in Europe, Australia and Thailand.

This has been a period of extraordinary growth and I would like to express my thanks to everyone who has made this possible; generous donors, hard-working staff, as well as committed and caring charities around the world.

For the future, we will continue to provide a high level of personal service and offer seamless global giving for U.S. and international donors. CAF America services are still relatively unknown, so we are increasing awareness of what we do and the qualities that make us special. First on the agenda in this regard is the imminent launch of our new website (more about this in our next e-Bulletin). Please check out our News and Updates for additional important changes at CAF America.

Meanwhile, elsewhere in this issue, we highlight the important work of our grantees, notably [the Elephant Family's](#) unique approach to conservation, and the work undertaken by the [KLM Foundation](#) with disadvantaged children in South Africa. We also assess the impact of two philanthropy events in the U.S.

Best wishes for a happy summer!

Dr. Susan K.E. Saxon-Harrold  
Chief Executive Officer

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**FOCUS ON GRANTMAKING – Total grantmaking from CAFAmerica exceeds \$100m**

Since 1993, CAFAmerica has dedicated its efforts to expanding borderless charitable giving. During this time, successive U.S. lawmakers and regulators have sought to introduce stricter rules and guidelines to international giving by U.S. donors. These well-intentioned developments, ostensibly aimed at preventing funding of terrorist-supporting organizations, threatened to have a hugely negative impact on our ability to deliver international grantmaking.

Thankfully, our initial fears have proven to be largely unfounded and our cross-border giving has grown year by year. We are very proud to announce that we have received and distributed over \$100 million in donations to international charities. Much of this grant activity was created by receipts (\$34million) to our popular Donor Advised Fund service, which was launched in 2000. Since then, we have extended our international donor advised grantmaking into 30 new countries.

New U.S. donors are constantly drawn to CAFAmerica because of the innovative, tax-efficient solutions we provide. In addition, our reputation for high levels of due diligence and a reliable and responsive service backed by strong grants administration procedures gives donors the assurance that, with our support, they can give regularly and securely overseas. Donors increasingly see CAFA as a trusted partner and source of information. And in spite of the legal context of U.S. international grantmaking, 80% of our grants are made within one month. All of which inspires confidence and encourages donors to give more, thus enabling them to make real impact in those overseas communities they choose to support.

We currently connect U.S. donors to local charities in 76 countries around the world. Our donor group is comprised of individuals/families (70%), corporations (25%) and foundations & foreign charities (5%). 60% of our donations are generated from corporations and 40% from individuals & families.

To sum up our growth, Susan Saxon-Harrold, Chief Executive Officer of CAFAmerica, comments:

“CAFAmerica is operating in a fiercely competitive arena. Despite this, the organization is two years ahead of its financial targets in terms of its own administrative costs and is on target to receive and distribute around \$19 million in this next financial year. All of which is great news for overseas charities.”

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## CAF America's new Director of Donor Advised Giving, Denise Simpson, attends Global Philanthropy Forum in Mountain View, California



This newsletter is a perfect opportunity for me to introduce myself. I am Denise Simpson and have recently joined CAF America as Director of Donor Advised Giving. For the last 3 ½ years I was the Business Planning and Development Manager with the Charities Aid Foundation (CAF) in the UK. Originally from the US, I jumped at the chance to return and join the CAF America team in such a vibrant philanthropic sector. My first entrée into my new role was to attend the Global Philanthropy Forum in Mountain View, California.

The Global Philanthropy Forum is an annual conference that serves to inspire, inform, and expand the international philanthropic community. It does so by matching individual grant makers to vehicles for overseas giving, assisting foundations and governmental donor agencies to find partners in global philanthropy, and highlighting international issues of concern.

This year's conference was held on the Googleplex campus, thanks to Google which has made a commitment to expand philanthropy and advance social change. The conference environment was full of "movers and shakers" in the international philanthropy arena. During dinner on the first night, Google co-founders, Larry Page and Sergey Brin, shared their personal strategies for global grantmaking by explaining how they continually look for ways to combine their business activities with their philanthropic endeavors. For example, not only can you zoom in on your home on Google Earth but you can see real pictures of the atrocities that are occurring in Darfur and learn more about how you can help.

On day two, Steve Case, co-founder of America Online, and his wife Jean, co-founder of the Case Foundation, explained how their philanthropy evolved. They began by giving from the heart to a variety of causes with no particular thought about impact or long term social change. This has now evolved to a process whereby they seek to balance this giving from the heart with the need to establish a vision, mission and strategic plan. Via this strategy, the Cases hope to achieve sustainable solutions to complex social problems by investing in collaboration, leadership, and entrepreneurship.

They highlighted the PlayPump™ water system, a project that provides easy access to clean drinking water for schools and communities in Africa. This is a children's merry-go-round (carousel) attached to a water pump: an innovative design that operates like a windmill turned on its side. As children play on the merry-go-round, water is pumped into an above-ground storage tank and later accessed by means of a simple tap. Billboards attached to the storage tank provide public service and promotional messaging, and provide revenue to help cover the cost of maintenance for 10 years.

The Cases also shared a couple of other lessons they had learned, providing valuable insights for grant makers. They suggested that people should utilize the skills that have helped them be successful in their professional lives. By applying this expertise and proficiency to their charitable activities, they will achieve greater impact. Finally, they suggested leveraging others to make the most of any giving; don't re-invent the wheel, rather look for collaborators and partners to realize lasting social change.

Please [email me](#) or telephone me at 001 (703) 338-1951 if you are interested in learning more about how CAF America's solutions can help you. To learn more about the Global Philanthropy Forum [click here](#).

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**FOCUS ON SOUTH AFRICA – The Kgwale le Mollo Foundation, providing education scholarships for economically disadvantaged, rural communities in the Mpumalanga Province of South Africa.**

The Kgwale le Mollo (KLM) Foundation is a charity that provides full scholarships to poor youths from rural South African communities.

The charity was founded in 2005 by two Peace Corps workers, Bowen Hsu and Allison Howard who, after returning to the U.S., worked in partnership with CAFAmerica, to ensure KLM's survival and growth.

The current rural education landscape in South Africa is marked by staggering obstacles. Fundamental needs like water, food, sanitation, and classrooms are often unmet. Experienced and professional teachers are rare and poorly paid. Corporal punishment is pervasive and HIV/AIDs imposes a heavy burden on the educational infrastructure. Unlike many charities currently operating in South Africa, KLM concentrates on individual recipients rather than broader targets. Its founders believe this narrow focus will complement wider ranging models while powerfully impacting the recipient's community.

To this end, the KLM Foundation places great emphasis on "reinvestment in the home community" and works to ensure that scholarship recipients give back to their families and communities. This spirit of community is reflected in the charity's very name, which was inspired by the South African proverb "Ge o swere kgwale, ke swere mollo" (if you have a partridge, I have fire). Another key KLM tenet is a commitment to each recipient's "social and emotional well-being." Scholarship recipients undergo a bridging process to ease the difficult transition from a rural school to a private school environment. This process involves input from the school and the home community, as well as supplementary English lessons, and the preparation of each student for the transition in every way possible.

By providing educational opportunities for select individuals from rural disadvantaged communities in the province of Mpumalanga, KLM hopes to slowly reverse the inadequacies in public education. Co-founder Allison Howard comments:

"We were development volunteers, living in and working with rural communities in the Limpopo Province of South Africa. Because of this intimate connection with the people, we saw a huge gap in access to and provision of quality public education. It was evidence of apartheid's grim legacy and we began thinking about creating a legacy of our own in South Africa."

In the past two years CAFAmerica has granted \$70,000 to KLM. Grants have been used to support full student scholarships for 5 years of secondary school for each student, as well as academic support services, counselling, and mentoring. A close partnership with Uplands College is at the core of the KLM program. Uplands College is committed to changing the landscape of post-apartheid independent schooling in South Africa. Working with KLM scholarship recipients is part of that ethos and Uplands commits significant fee reductions and staff time to supporting the successful transition of KLM students.

CAFAmerica also provides support for KLM's flagship fundraising event, an annual Peace Corps marathon held in South Africa. CAFAmerica receives donations from all over the world for this event, some for as little as \$25.00. But every bit helps and in 2006, the KLM marathon raised over \$12,000 (an increase of over \$3,000 from the previous year).

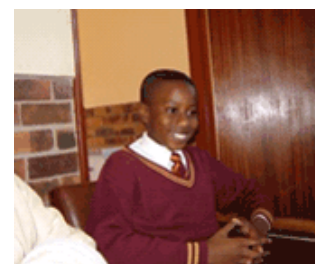
Now in its third year, the organization boasts three scholarship recipients. The 2006 inaugural scholarship went to Refilwe Ndimande, a twelve year girl from eastern Mpumalanga who dreams of becoming

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Refilwe Ndimande, dreams of becoming a pilot.



Sibusiso Shube, made a successful transition to the Uplands College.

a pilot.

This year's recipient is Sibusiso Shube, an art lover who has made a successful transition to the Uplands College community in White River, Mpumalanga with the help of peer and faculty mentors. Sibuh has demonstrated both the seriousness of purpose and the natural ability to meet the rigorous academic challenges he faces in a private school environment.

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**Council on Foundations – 58th Annual Conference:  
*Philanthropy and the Challenges of our Time***

Representatives of CAFAmerica attended this year’s Council on Foundations’ Annual Conference in Seattle, Washington between April 29 and May 1. This is the Foundation’s 58th annual conference and the theme this year was *Philanthropy and the Challenges of Our Time: Making a Difference at Home and Abroad*.

COF President and CEO Steve Gunderson, defined the conference’s aim as addressing “the opportunities and difficulties philanthropy faces as we seek to be more relevant and effective.” To enable delegates to do this, COF created dedicated ‘tracks’ for four key philanthropic issues: poverty, public health, environment, and disaster.

One of the major concerns that emerged from the conference is that foundations remain isolated from each other, seemingly unwilling to share ideas, assets or even manpower to more easily accomplish the common goal of improving our local and global society. This issue has been gathering momentum recently as instances of ‘new’ philanthropy, such as the work of the fledgling Bill & Melinda Gates Foundation, come under fire from more established philanthropic organizations because of their newer and more global approaches to giving.

Susan Berresford, President of the Ford Foundation, drew attention to this apparent rift between “old” and “new” donors in a recent guest article in the *Seattle Post Intelligencer*:

“Philanthropy...is strong because it is diverse in its ambitions and approaches. This diversity is the true strength of American giving, and should be celebrated and reinforced. When we fall prey to false divisions, we undercut that strength, by suggesting that some kinds of donors may be less valuable or necessary over the long run.”

This debate will undoubtedly continue but one thing seems certain; the philanthropic sector must find workable solutions for successful cooperation whenever possible. It will be challenging, but failure to address this issue will only serve to undermine, and possibly under fund, some of the truly innovative and transformative philanthropic work undertaken around the world.

For more information about this year’s conference [click here](#) .

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## Elephant Family: Working to save the Asian Elephant

The **Elephant Family** is a UK based charity which works across Asia to save the Asian Elephant. Populations of the docile Asian giant face almost certain extinction in every place they exist in the modern world. The main threat to their existence is encroachment on their habitats and migratory routes by ever-expanding human development. Numbers are further decimated by ivory poachers, illegal capture for work or tourist camps, and hunters seeking elephant hide, meat, or teeth.



An elephant at a conservation centre enjoys its supplements: rice, corn and vitamin-mineral mix.

Only 25,000 to 35,000 wild elephants now roam the Asian continent, leaving another 15,000 elephants living in captivity. The wild population plays an important part in maintaining natural habitats by fertilizing seeds, creating natural drainage systems, exposing forest areas to light-dependant plants, and digging wells used by other wildlife. And once domesticated, they are also useful for forestry, patrolling and anti-poaching operations. Additionally, the Asian elephant plays invaluable cultural and religious roles throughout Asia.

Even in the wide spectrum of CAFAmerica grantees, the Elephant Family is unique. Each of its members own, or personally care for, an Asian elephant. They are driven by a desire to restore an ecological equilibrium and compensate for man's role in destroying the Asian elephants' habitat. This work is made possible through international donations, 100% of which go directly to their charitable projects. Since 2003, CAFAmerica has granted over \$200,000 to support the work of the Elephant Family.

The Elephant Family currently supports four captive elephant projects. The Elephant Healthcare Programme (EHCP) in Sumatra provides free veterinary services to five elephant conservation centers. Every month, EHCP vets visit each camp where they provide essential veterinarian treatment, record the health status, welfare and living conditions of each elephant, and provide routine husbandry training.

Another project that the Elephant Family supports is the Golden Triangle Asian Elephant Foundation (GTAEF) in Thailand, which works to rescue elephants from city streets, particularly those involved in begging. The GTAEF provides a safe haven for the elephants and the chance of legitimate employment for their owners.

The Elephant Family also lobbies local governments, helps raise awareness, trains local mahouts and supports three wild Asia elephant projects via an online multifund program.

Past CAFAmerica grants have contributed to free veterinary care for 53 elephants in Northern Sumatra, training of local elephant mahouts, and improved knowledge of elephant husbandry at five elephant camps. As a result, general elephant welfare has improved, as has awareness of the plight of the Asian elephant.



Pang Puang Phet had been living in the back of a 6 wheeled truck and making a living by walking the streets selling small amounts of sugar cane, which were then fed back to her. When she first came to the Four Seasons Tented Camp she was malnourished and ate for three days, unable to believe in a never ending supply of sugarcane! She is now fat, happy and always up for a photo shoot!

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## CAFAMERICA NEWS & UPDATES

- Just a reminder that charities who received a grant from CAF America from May 1, 2006 through April 30, 2007 should have received a CAF America 2006/07 Grantee Report form. These reports are due by August 1, 2007, so please contact [CAF America](#) if you have not received your Grantee Report form.
- We are keen to showcase examples of good fundraising practice in our e-Bulletin. So if, as an international recipient of a CAF America grant, you have successfully found and approached donors in the U.S., please let us know how you did this. Please include details about the project funded and any pictures you might have and send your story to [Lara Bensenia](#).
- CAF America is currently exploring the feasibility of enabling Canadian taxpayers to donate to international charities. If you are a Canadian charity or donor with any suggestions or comments regarding the viability of this plan, please contact [Susan Saxon-Harrold](#).
- CAF America will hold summer office hours from May 29 through August 31st. The office will be open from 8:00am to 4:00pm EDT.

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