



Annual Report

2016



BEYOND
PHILANTHROPY

Summary

2016 has been **an eventful year** for us. In this report, we would like to share with you what has **moved us over the last 12 months** and **what lies ahead for us.**

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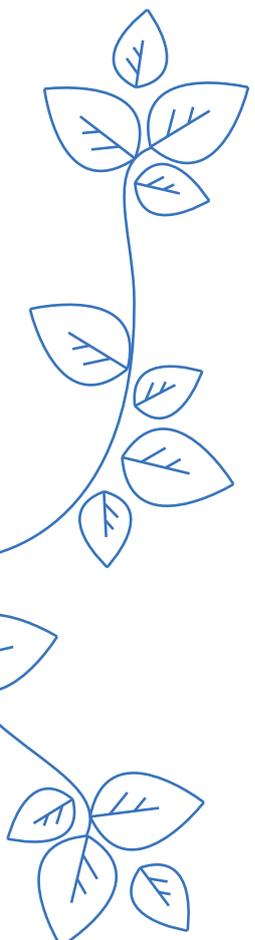
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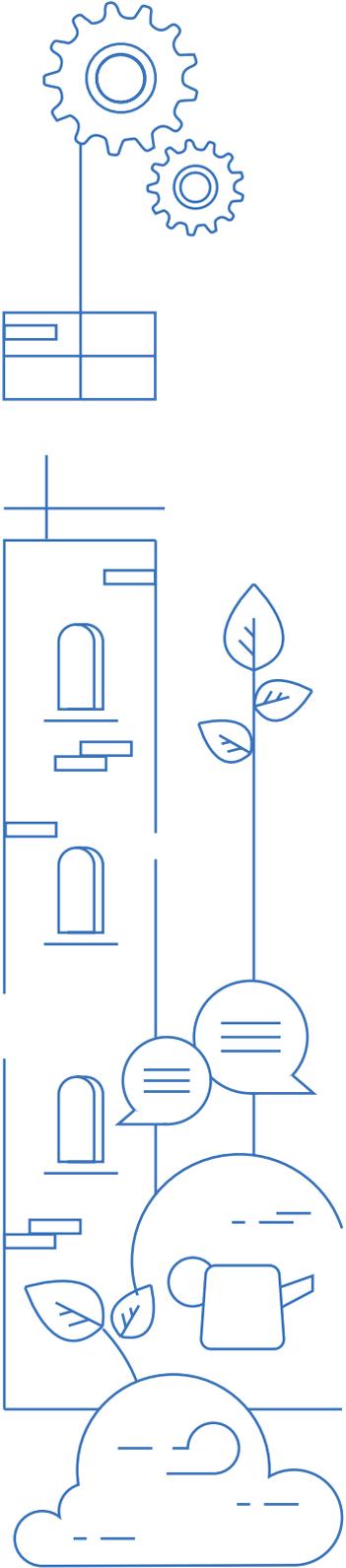
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Beyond Philanthropy is an advisory firm for companies, foundations and individuals, specialising in corporate social responsibility (CSR), philanthropy and social investment. We provide innovative, strategic guidance to help our clients design, develop and implement the most effective social change projects.

Our main services



Research & Analysis



Strategy Design & Development



Implementation Services

Our focus groups



Companies



Foundations



Individuals

Beyond Philanthropy works with a **global network of partners**. An important pillar of this network is the **strategic partnership** we formed with the advisory firm **goetzpartners** so that our clients can benefit from our deep sector expertise and knowledge in the fields of **CSR, philanthropy and social investment** and goetzpartners' business consulting know-how in the fields of **strategy, M&A and transformation**.



Some of our topics:

- Eating Disorders
- Healthy Lifestyle
- Highly Talented Children
- Holocaust survivors
- Refugees
- STE(A)M Education



44 Projects completed

3 Projects with goetzpartners

Approx.

€800k

Revenue

22

Clients

2

BP babies born

5th

Anniversary

What we learned in 2016



A server breakdown earlier this year made us reevaluate how we engage with our IT environment. Given how much we rely on IT nowadays, we figured that the good old carrier pigeon was not so bad after all, but nevertheless hired a new IT firm to improve our systems.



We often work with clients to find suitable partner NGOs to co-develop and implement ideas of social change. This year, we made the experience that our client and an NGO were about to establish a new partnership, only to be “vetoed” last minute by existing funders. Our learning



was that if an NGO is entering into discussions with one of our clients, it is important to communicate with all existing stakeholders and funders early on.

Our clients

We offer our services to **companies, foundations, and private individuals** who want to improve their social impact. Over the last five years, we have worked with clients from over 30 countries. Just in 2016, we covered 25 topics. We look forward to continuing our relationship with our existing clients and to work with new partners **towards social change.**

“

Thanks to Beyond Philanthropy's expertise and empathy, we were able to develop a focused strategy. Their support and knowledge in the international arena and intelligent methodology further aided our programme development.

Dr. Barbara Filtzinger
SIEMENS | Stiftung

“

As a private donor, it is important to me to deploy my means with a strategic focus. Beyond Philanthropy has supported this process at all levels, from analysing funding gaps to actually supervising the projects I support. I very much appreciate our open and reliable cooperation.

Ingvild Goetz

Ingvild Goetz Philanthropy

Some of our clients:

Eberhard von Kuenheim Stiftung
Stiftung der BMW AG
BMW Stiftung
Herbert Quandt
ab jetzt gemeinsam



SIEMENS

FREUDENBERG STIFTUNG



Lumia Stiftung
Hilfe für Familien mit einem Kind im Wachkoma



privatequityfoundation

MAC AIDS FUND

auridis

Heinz Sielmann Stiftung

BNP PARIBAS WEALTH MANAGEMENT

DB DEUTSCHE BAHN STIFTUNG

WALTER BLÜCHERT STIFTUNG

Generali
Zukunftsfonds
Eine Einrichtung der
GENERALI

Our projects



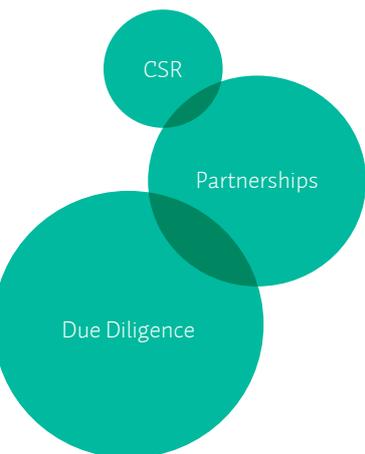
Generali Strategy Development

Generali, the world's third-largest insurance company, devised its **new global strategy** for the community: The Human Safety Net (THSN). We were asked to conduct several risk analyses before the THSN implementation was launched.

Our team is always driven to find the **best strategic fit between our client's abilities, resources, and ideas and the societal challenges** they want to tackle. With this in mind and in collaboration with goetzpartners, we undertook **country, organisational and project risk analyses**

to determine the best possible partners and approaches for Generali. The result: a comprehensive set of due diligences with tailored recommendations for THSN implementation.

What we learned: Building meaningful cross-sectoral partnerships has tremendous potential to drive societal change. However, in order to get there, facilitation skills are crucial. This is particularly true when working with corporate clients, for whom societal engagement is one of many important areas, whereas it is the core for NGOs.



Ninette Implementation Services

On behalf of our **client Ingild Goetz** and together with the Interactive Media Foundation, we worked intensively on the **interactive platform Ninette.berlin**.

The project aims to raise **awareness for eating disorders**. Almost a third of girls aged 11-17 show first signs of eating disorders, but until now, there were no innovative projects to directly engage the target audience. **"Ninette" is an interactive comic about a girl who becomes anorectic, but finds her way back into life**. The platform contains further information on eating disorders

and it is possible to receive online based counseling directly on the platform. So far, **more than 100.000 people** have watched the comic **and 700.000 people** came across it on social media.

What is extraordinary about this project, which is under the auspices of Germany's Minister of Health, Hermann Gröhe, is the **collaborative spirit** it is based on. Experts from different organisations worked intensively together, but not only that: they took ownership for the project and keep working on its continuous enhancement.



Interview



Michael Alberg-Seberich is **Managing Director at Beyond Philanthropy**. He heads the advisory work of Beyond Philanthropy and handles all questions relating to **philanthropy, CSR and impact investing**.



Felicitas von Peter is both the **Founder and Managing Director at Beyond Philanthropy and Active Philanthropy**, linking both the for-profit and non-profit worlds. At Beyond Philanthropy, she works with several of our individual and family clients.

→ **What do you think makes Beyond Philanthropy special?**

F: With our dedicated, experienced team and global network, we support our clients in their efforts to achieve positive social change. We do so with an in-depth knowledge of issues and the sector that is based on decades of practical experience and with a commitment and passion that you can only find in a mission driven organisation.

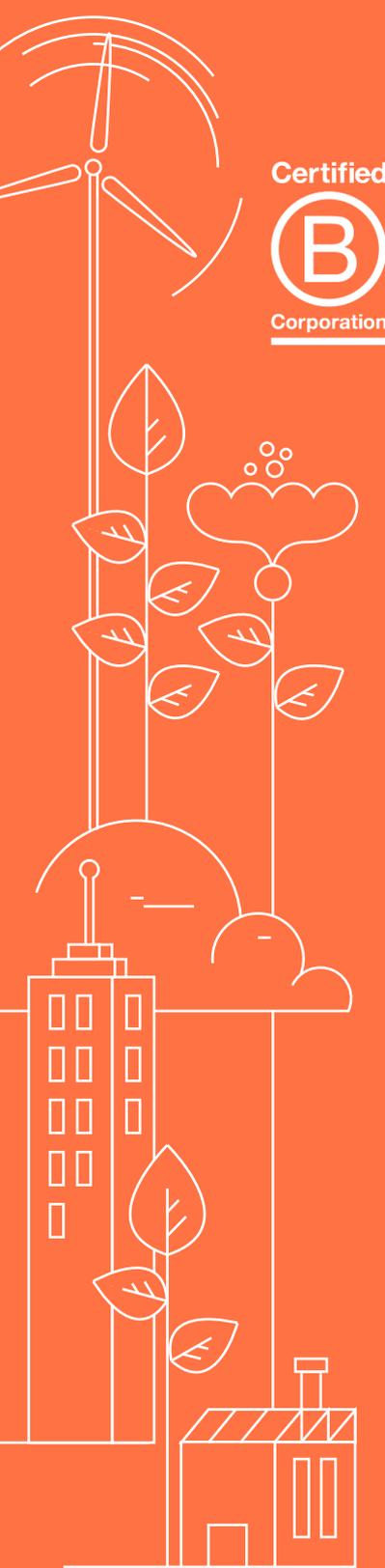
→ **What lies ahead for Beyond Philanthropy?**

M: 2017 will be an exciting and challenging year. Exciting because we will publish our first benchmark on corporate citizenship together with our partner goetzpartners and are working on new products for foundations. Challenging because our organisation is changing with speed.

→ **What was your personal highlight in 2016?**

M: 2016 was our corporate sector year. We developed partnerships with several large corporations. Working with them on their next level of corporate philanthropy and corporate impact investing is very exciting for us. Our work with the Carina Foundation in Herford (Germany) was special for myself, because it showed how a local foundation can contribute through a clear strategy and a long-term commitment to system changes in early childhood education.

F: The other highlight, for sure, was the 10th anniversary of Active Philanthropy. For me personally, the Ninette project was also very special. We managed to mobilise a broad cross sectoral support base and have developed a fantastic and successful campaign and tools to address eating disorders.



Beyond Philanthropy is among the first B Corps in Germany. We meet rigorous standards of social and environmental performance; accountability, transparency and sustainability are at the heart of our day-to-day work. We also work in close cooperation with our charitable parent organisation, Active Philanthropy.

People

- One volunteering day per month for every employee
- Gender balance
- Free coffee and organic fruit for employees
- Regular trainings

Planet

- Recycling
- Sustainable and certified stationary
- Reduced carbon footprint
- ~1500€ paid to atmosfair



Profit

- All our profits are made in pursuit of social change
- Profits are transferred to Active Philanthropy



← transfers profits to parent of →



Active Philanthropy informs and inspires individuals and business families throughout Europe to invest resources strategically and sustainably for the good of society. Through expeditions, workshops, roundtables and publications, Active Philanthropy aims to activate its network to discover and understand complex societal challenges and to fully leverage their potential as philanthropists or social investors.

04/ Our team



Michael Alberg-Seberich
Managing Director



Dr. Felicitas von Peter
Managing Director



Theresa Bartsch
Management Assistant



Lea Buck
Consultant



Maximilian Grimm
Associate



Anne-Sophie Oehrlein
Analyst



Lisa Steinke
Analyst



Gabriele Störmann
Consultant



Fabian Suwanprateep
Consultant



Anna Wolf
Consultant

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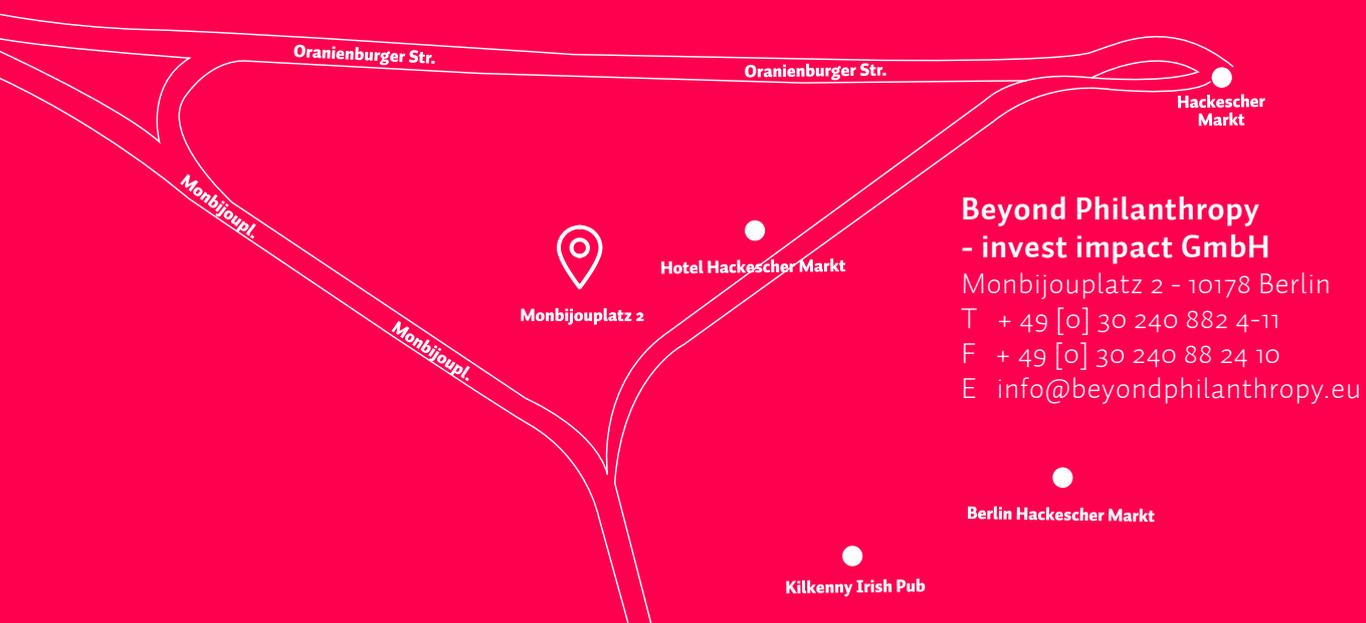
If you want to learn more about Beyond Philanthropy, visit our new website:

<https://www.beyondphilanthropy.eu/>

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