



Call for Articles

**An invitation to write an article for the next
*Philanthropy Impact Magazine Issue 29 (Autumn Edition 2023)***

Working Theme:

Increasing The Flow Of Capital For Good Across The Spectrum Of Capital

Trust in Philanthropy and Impact Investing

Investing and Giving for Good

Recent research highlights that many people are sceptical about how high-net-worth givers and impact investors distribute their wealth and what they want to achieve with their philanthropic giving and impact investing while acknowledging that they can make a positive contribution to society.

The lack of understanding and the idea that donors benefit from their own donations also extends to impact investing, which gives donors the chance to advance their philanthropic goals by investing in projects that generate positive societal impact in addition to a financial return.

In this Issue we want to explore the many opportunities and benefits of giving and impact investing, the value of trusting the partners you work with, and how Professional Advisors can support their clients to create philanthropy and impact investment strategies for long-term impact.

Discussion points may include but are not limited to the following. Please note articles should address the theme from the author's perspective, or an author may propose an alternative topic within the theme for this edition.

- Explore what ‘Money for Good’ means and how it applies to philanthropic giving and impact investing
 - What does ‘good’ look like? How can this be achieved?
 - Are client expectations changing?
- The importance of operating across the spectrum of capital to achieve money for good
- The importance of growing values based purpose driven wealth management – the philanthropists and impact investor living their values, enabling their motivations, achieving their ambitions and vision
- The growth of and relevance of B-Corps as an addition to corporate philanthropy
- The generational difference in approaches to giving and impact investing between GEN Z, millennials, and older generations
- Application of family values across the spectrum of capital
- The role of the private client wealth space in enabling wealthy individuals in engaging in values-based wealth strategies that include philanthropy, social investment, impact investing, and sustainable business practices
 - What is driving professional advisors to get involved in conversations with clients about their values?
 - Will a values-based approach across the Spectrum of Capital enhance the value of the advisory firm?
- The importance of demonstrating impact, and the fundamental things professional advisors need to understand when approaching impact with clients
- Explore what the industry often calls ‘traditional philanthropy’ is no longer the general approach individuals want to take. Simply gifting is not enough. Measures of success are required, involvement is more prevalent, and engagement with a cause makes for longer lasting relationships between philanthropist and cause.
- Application of SDGs and such issues as environmental issues, gender and racial equity, etc
- Implications of consumer Duty and customer centricity, and the extension of the suitability concept
- The catalytic power of blended finance
- The role crypto can play as a force for good across the spectrum of capital from philanthropy to impact investment
 - Exploring who the crypto donors and investors are and their characteristics, motivations, and interests. Do they differ from non-crypto donors?
- The importance of trust-based philanthropy
- The role of media in promoting the culture of giving and influencing the public perception of philanthropy
- Measuring impact and reputation
- How to harness public opinion as a force for good
- The issues related to the power imbalance between funders and recipients of funding and how they can be addressed
- Issues related to the effectiveness of charity and how to measure it

Submission guidelines

Articles should address the theme from the author's perspective, or an author may propose an alternative topic within the theme for this edition.

It is important to hear from professional advisors as well as philanthropists, social/impact investors, trusts and foundations, charities, and other key stakeholders.

When published, the magazine has an initial exposure to our contact and social media list (5,000+ contact list and over 10,000 on LinkedIn) composed of professional onto (U) HNWI (private client advisors, wealth management, private banking, independent financial advice, tax, and legal sectors), philanthropists and social investors, trusts and foundations, and charities.

By 18 October 2023, please email John Pepin john.pepin@philanthropy-impact.org with your suggested topic prior to writing the article. The ideal article length is around 1,000 words. The deadline to submit an article is 2 November 2023. For examples of past magazines go to <https://www.philanthropy-impact.org/philanthropy-today/magazine/archive>



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