



BY DEBORAH HARRIS

PLAYING A BIGGER GAME

PHILANTHROPY AT THE CORE OF BUSINESS



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Philanthropreneur

- Mother of 5 young adults
- Wife for 27 years
- Best selling author
- Master Trainer for The Entrepreneur's Institute
- Internationally awarded entrepreneur
- Co-founder and Director of The Grow CFO Co.

As a mother of 5 young adults, I wondered whether there would be a bigger brighter future for my children. And I wondered what role my husband and I would play - not just for our children, but for families everywhere.

And I knew our world was facing some enormous challenges which the United Nations have set down as the Sustainable Development Goals. So my interest in this space led me to participating in 3 collaborative books with B1G1 with the latest one "Legacy" being another best seller. In this book I speak on the role of sustainable cities and communities.

I have also been on an entrepreneurial pathway trying to make sense of how our industry needed to change to adapt to the new economy and technologies. So I became a Master Trainer for the Entrepreneur's Institute and received an International entrepreneur award for timing in starting our new venture - The Grow CFO Co.

We wanted to provide social entrepreneurs and impact centric businesses with access to great financial strategic advice without it being prohibitively expensive because we know that for our world to flourish, it will be driven by the impacts these businesses make through their products and services or their philanthropy.

WHAT I WONDERED...



THE 3 KEYS TO PHILANTHROPY

Understanding the art
of giving



The topics then are those that I have wondered about and been on a voyage of discovery and learning. I wondered:

What is philanthropy?

What is the bigger game - especially in terms of the United Nations Sustainable Development Goals?

How can I create a business that has philanthropy at the core - not just in giving impacts but in customer selection, brand image, business model and leveraging resources?



The 3 Keys to Philanthropy

What is philanthropy?

Google defines it as "the desire to promote the welfare of others, expressed especially by the generous donation of money to good causes" but I think it is more than money.

Physical Resources



The 3 Keys to Philanthropy

Certainly money is a part of philanthropy but it can also be the provision of physical resources

Physical Resources
Time & Attention



The 3 Keys to Philanthropy

The second key of philanthropy is Time and Attention.

When we don't have physical resources to give, we can often give time. There are millions of volunteers around the world contributing their time to worthy causes like soup kitchens and packing days for girls hygiene kits.

We can also give our time in other ways: by blogging, speaking and communicating about the needs of these projects.

Drawing attention to the worthy cause and the specific needs of a project and creating awareness for the challenges is a great aspect of philanthropy. This is especially true in the heady days of social influencers.

Physical Resources

Time & Attention

Knowledge



The 3 Keys to Philanthropy

The third key of philanthropy is using iur knowledge.

Applying the things we have learnt and our intelligence around business and problem solving - especially to give perspective to an emerging community.

And the knowledge those communities can bring to you may also broaden your perspective and create new ideas and opportunities for your business.

- **Make our own impacts using 1% of our Revenue**
- **Invest in our customers who are also making impacts**



Resources Philanthropy

So to reflect back on the 3 keys of philanthropy, we are utilising our resources philanthropy through our own giving and through investing in customers who are also making impacts.

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- The background of the slide features two keys. A gold key is positioned at the top, and a larger blue key is in the foreground. Both keys have the letters 'B1G1' embossed on them. A semi-transparent white triangle is on the left side of the image.
- **Share the stories of us, our customers, B1G1**



Time & Attention Philanthropy

We create time and attention philanthropy when we share our stories like spending time in the school in Supingstad where we have been helping them to build a sustainable goat herd and grow crops to not only feed their own community better but to supply the game reserve with produce giving them the opportunity to have a sustainable community rather than a hand out. By working with the Tau Foundation this way we have had a significant impact on this community where 80% of the adult population are HIV positive.

These are the stories we share with our customers.

We also share about B1G1 and the inspiring platform they have created and the traction they are gaining.

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- A large purple key and a smaller blue key are positioned on a white background. The purple key is in the foreground, oriented horizontally, with its head on the right. The blue key is partially visible in the upper left corner, also oriented horizontally. The keys appear to be made of a metallic material with a matte finish.
- **Grow our customers**
 - **Grow our business**
 - **Grow the projects**



Knowledge Philanthropy

And finally through our knowledge philanthropy we are creating growth in our customer's businesses while we grow our own and we are sharing our knowledge with worthy causes to help them also build a sustainable model.

WONDER-FILLED TAKE AWAYS



THE 3 KEYS TO PHILANTHROPY

- Resources
- Time and Attention
- Knowledge



So to sum up, there are three keys to philanthropy - resources, time and attention, and knowledge.

Gamifying our giving by collaborating and making it fun will help us ensure no one is left behind.

And using these keys and the idea of gamifying the philanthropy of our business can help us put philanthropy at the core creating sustainable growth, opportunities for others and leveraging of our impacts.



DEBORAH HARRIS

Connect with me



growcfoco.com/blglx