

Moonshot Philanthropy



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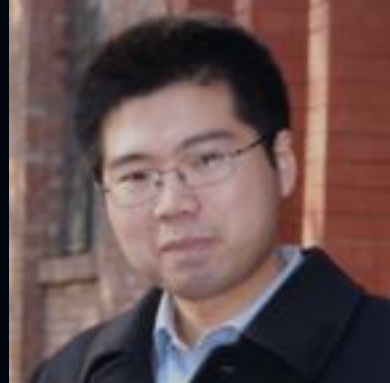
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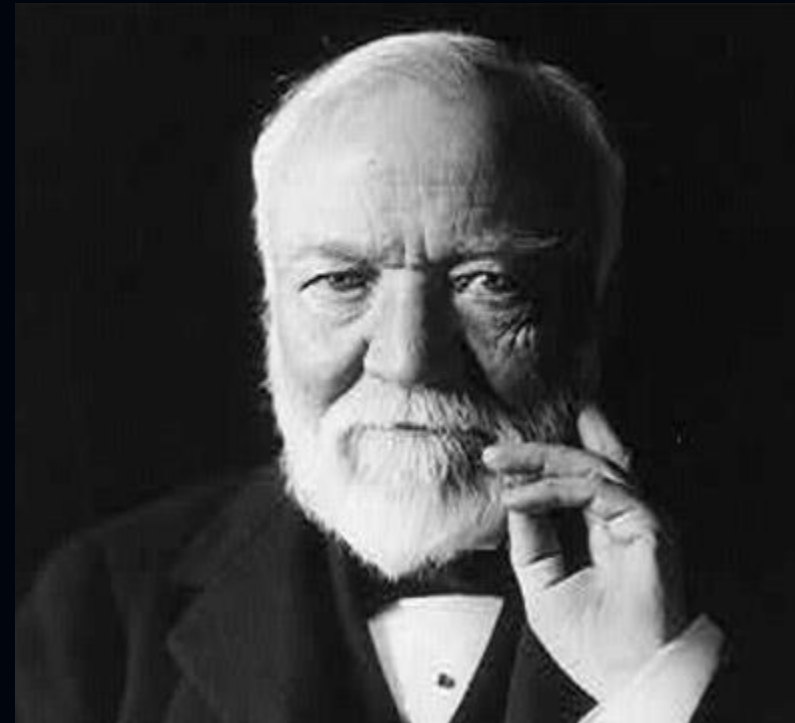
Moonshot Philanthropy Research Team

Adding to the toolbox to help solve the biggest challenges

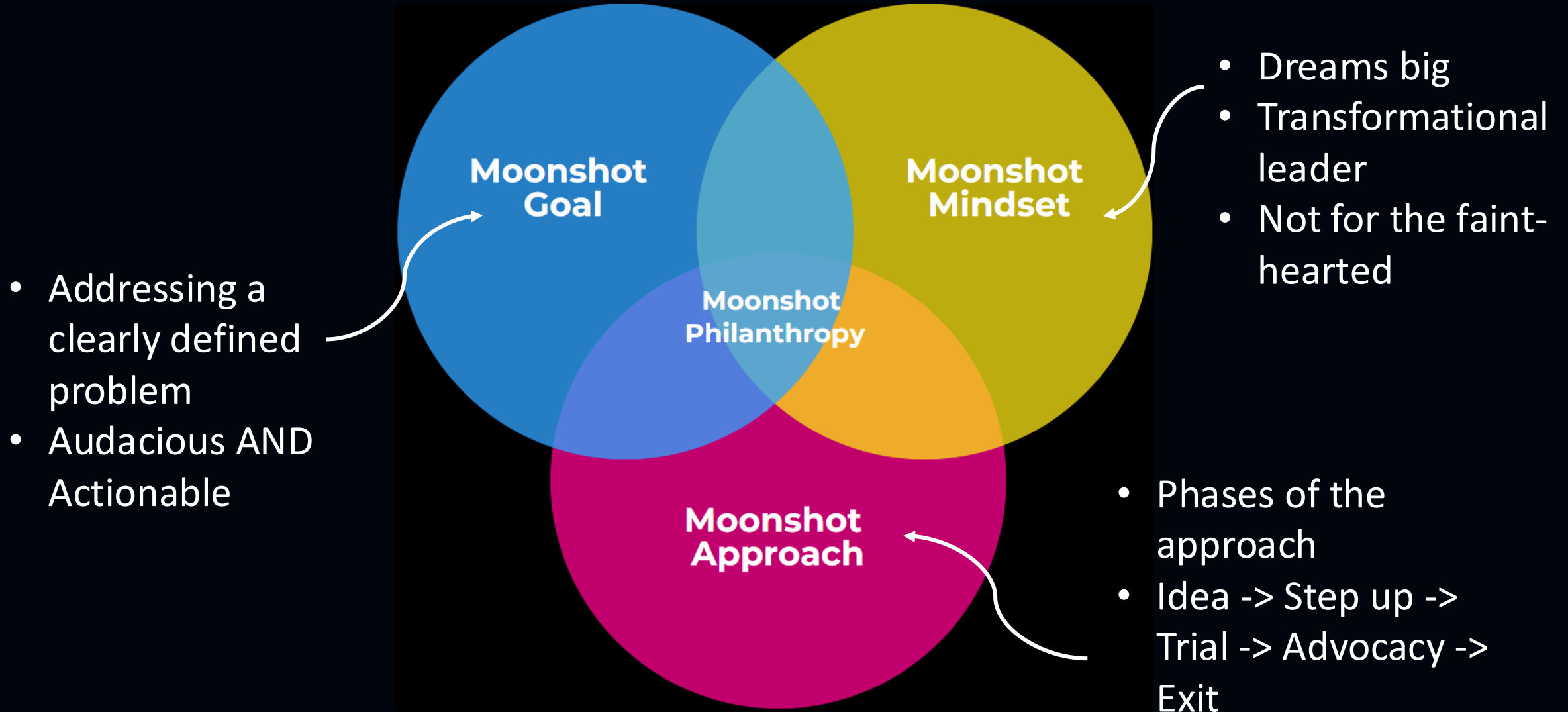


Moonshot goals are not new....

An ambitious goal to address a complex challenge, requiring innovation to generate transformative impact



Moonshot goals are not enough....



The Moonshot Goal

- Not all missions are moonshots
- Problem definition is often the biggest challenge
- What moon are you trying to reach?



The Moonshot Approach

Stage 1



**Problem &
Innovation
Phase**

Stage 2



**Prototyping
Phase**

Stage 3



**Scaling-up
Phase**

Stage 4



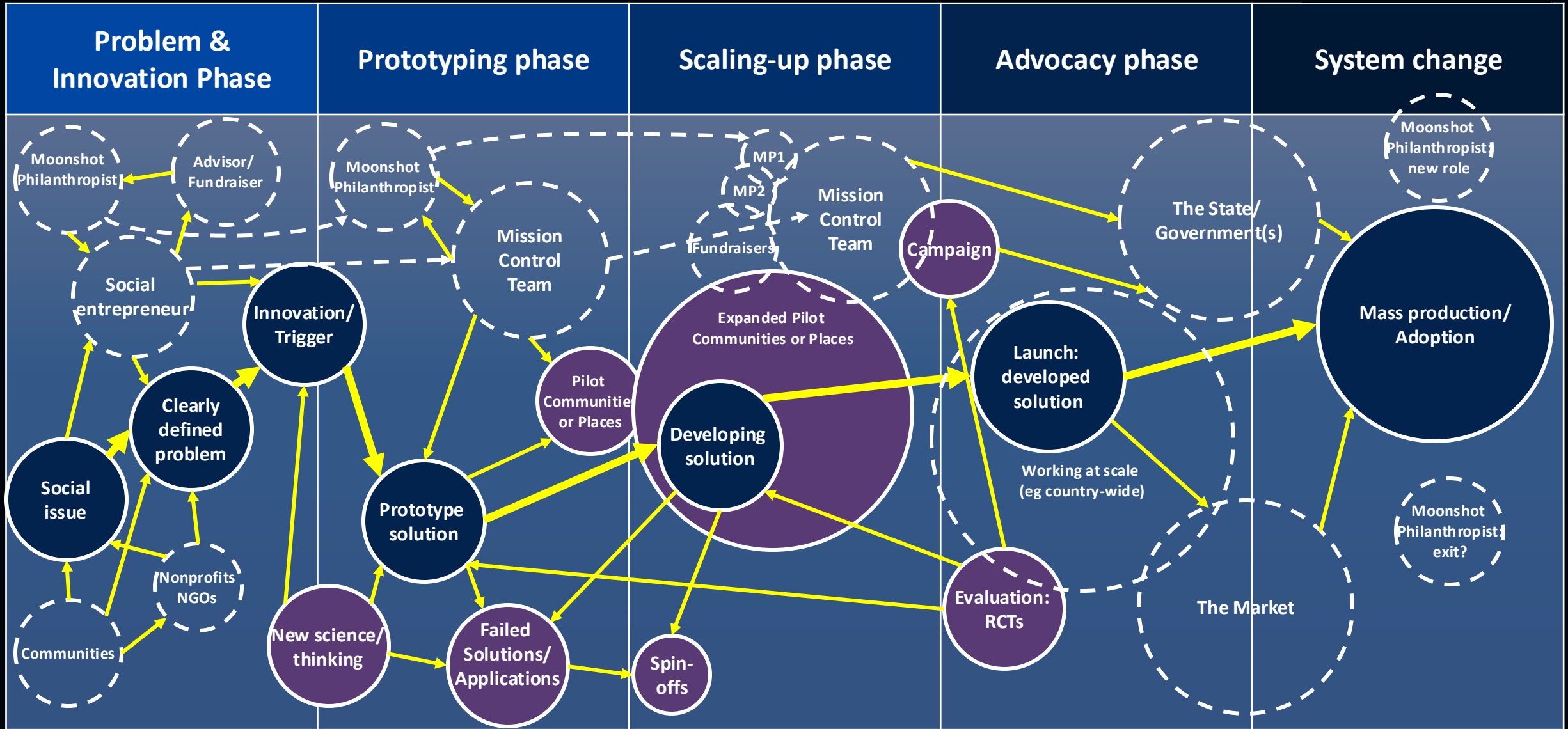
**Advocacy P
hase**

Stage 5



**System
change**

The Moonshot Approach



Moonshot Path →

Activities

Hypthesised moonshot stages

Main moonshot stakeholders

The Moonshot Mindset

Resourcefulness

Humility

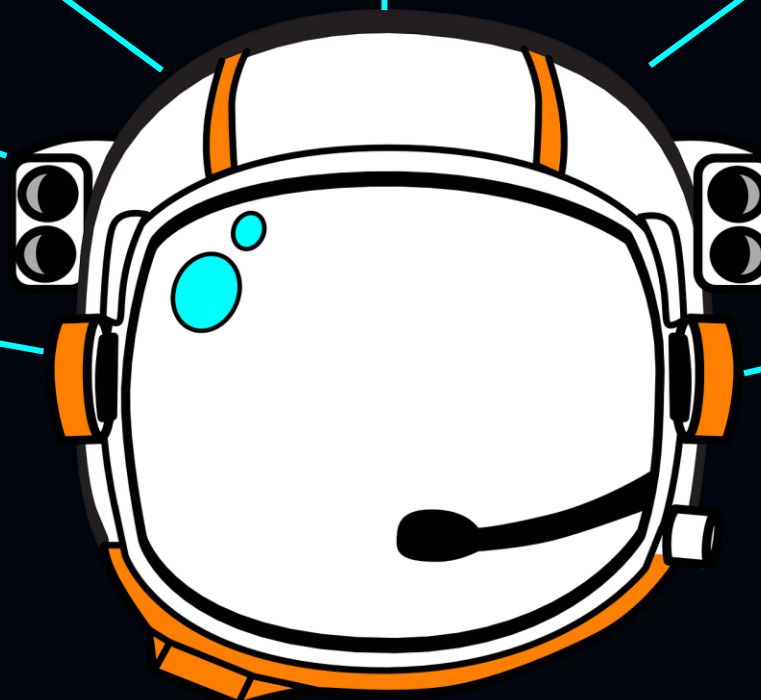
Endurance

Resilience

Trust in partners

Willingness to
bear costs

Dreams big



Leaders or Lunatics?

Spinster's £2m Present for the Past Stuns Museum

Scotland on Sunday

Adele Stewart

This Club is in my Soul

The Independent

Brooks Mileson

The Magic Roundabout

The Times

Torquil Norman

The Art of Eccentricity Wins by a Country Pile

Sunday Express

Peter Moores

How the Rich Can Save the World

The Wall Street Journal

Bill Gates



Leaders or Lunatics?

Spinster's £2m Present for the Past Stuns Museum

Scotland on Sunday

Adele Stewart: "someone with eccentricities"

This Club is in my Soul

The Independent

Brooks Milesen: "rags-to-riches tycoon of some eccentricity"

The Magic Roundabout

The Times

Torquil Norman: "a complete bloody lunatic"

The Art of Eccentricity Wins by a Country Pile

Sunday Express

Peter Moores: "a slightly bonkers undertaking"

How the Rich Can Save the World

The Wall Street Journal

Bill Gates: "we're sort of crazy enough to say, 'Let's eliminate malaria'"

The magic round about

A visionary philanthropist is making history in North London

Share

Save

It takes a big man with a big wallet to save a big building. Torquil Norman, Old Etonian, self-made toymaker millionaire, stands 6ft 7in in his socks. But for once he is dwarfed. He's inside the Roundhouse, the great Victorian train shed in Camden, North London, that he has rescued and transformed by raising £27 million from public and private sources — and lobbying everyone from, as he puts it, "the Prime Minister and Lord Chancellor downwards". Nearly £7 million came from his own pocket.

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Woman leaves museums £2m in will

The National Museums of Scotland has received its largest ever legacy, after an elderly patron left the institution £2m in her will.




Adele Stewart, 79, from Edinburgh, visited the Royal Museum regularly and became a museums patron in 2006.

She died later that year, but the details of her bequest have only now become public.

Museum directors will honour her love of the East Asia collections by naming the World Cultures galleries after her.



The new galleries are being created as part of the £46.4m modernisation programme for the Royal Museum in Edinburgh, which is due for completion in 2011.

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Brooks Milesen: 'This club is in my soul. I would have ended up croaking if I had not come to Gretna'

Tycoon behind Gretna, who face Clyde in the Scottish Cup today, tells Nick Harris about his grand design

Saturday 04 February 2006 01:00 GMT •  Comments 

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Brooks Milesen is one of Britain's wealthiest businessmen but he could easily pass for a roadie. His fortune could have bought access to many glamorous boardrooms. Instead, he has been a philanthropist to 70 non-league clubs, and owns the Scottish minnows, Gretna.

His medical record suggests he should be on his last legs, if not expired.

Final thought for now....

"A gamble puts something in jeopardy. A calculated risk puts something to work."



Research Insights

Other



Many donors have moonshots, but not all have a moonshot approach and mindset



Moonshot Goal

“For our founder, whether he used the term ‘moonshot philanthropy’ or not, he always had lofty ideals that fit the description of moonshot philanthropy.”

“Together as a family, we will continue to challenge the impossible.”

“There is a space for traditional charity but for some issues we need to try and make a dramatic difference that is sustainable”

“Our purpose of existence is 20 million children. How we get through to them is a means to an end, it’s not an end in itself.”

“If we believe in the power of entrepreneurship and disruptive innovation, what greater way to disrupt than to use our skills and mindset to make millions of lives better?”

Moonshot Approach

"We've been going at this for 30 years, and we've nearly done it. There are only a couple of countries left. But this is the hardest part - the part where its easiest to give up. Because we're almost there, and the last few countries feel like it is too hard to do"

"It's us going into places or projects and saying, if we can prove this up and we can measure along the way all the things we did – and it will be different in different places but here's something that worked – then it can be scaled"

"The real part for me was our capital has the opportunity, and then I realised no it's really more of an obligation, to take more risk... we were going to use our capital, whatever we had, to derisk drug development."

Moonshot Approach

“The biggest challenge for moonshot philanthropy is how to combine lofty goals with implementation paths at the meso level. It requires both lofty ideals at the macro level and a down-to-earth approach at the micro level.”

“We need moonshot philanthropy...some people should have higher pursuits, pursue systematic changes, pursue long-term goals. We need a diverse donation ecosystem.”

“We will persist because we pay attention to social problem itself and have the ideal to solve the problem. After we developed the solution, other NGOs can do it even without us”

Moonshot Mindset

"I believe that you can make a difference to the lives of others if you direct the same energetic, early-stage entrepreneurial mindset to your social goals as well as your commercial goals."

"Funding alone is not enough for bringing about any systemic change. You need ideas and innovations based on design thinking, and then a passion and perseverance to implement them. Also, no change or reform is possible unless you have political support and that is going to come only if your mission is on a large scale"

"We're hands-on – we visit the projects, stand in a field full of cow dung – these are not the normal 5 star experiences of rich people!"

"We need to be open and supportive, not prescriptive and off-putting, if we want to encourage more people – especially younger donors - to join us"

- Why are these approaches likely to be useful in solving big picture issues?
- What are the right conditions for these approaches?
- What kind of donors are using, or might want to use, these approaches?
- Might Moonshot Philanthropy be attractive to those not yet giving, or giving far below their potential?



- Who needs to be involved at different stages?
- How does the risk profile change over time?
- What evidence and learning are needed at different stages?
- What are the implications of shifts from personal, close projects to open, collaborative projects?
- How best to shift from prototyping, to scaling out, and then to replication?
- How do philanthropists move towards the exit?

Thank you



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