



Annual Report of the 2012 Nexus Global Youth Summit

Dear Colleague,

Thank you for your interest in Nexus. Two years ago a small group of friends gathered to consider a compelling question:

If women's issues could unite women, inspire new generosity, and galvanize new philanthropic leadership among women, then could youth issues and the larger issues of the millennial generation unite young people and galvanize a movement of young global philanthropy?

We stepped into this question with uncertainty, found a resounding YES, and Nexus was our answer.

Welcome to our annual report, a journey through the 2012 activities of Nexus in New York City and beyond. Please join us!

Best wishes,

Co-Founders

Jonah Wittkamper and Rachel Cohen Gerrol

www.nexusyouthsummit.org



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What is it?

In the past year Nexus has grown from an event into a movement. The initial gathering of 350 people at the United Nations and elsewhere around New York, back in July of 2011, has captured the imaginations of hundreds and grown into a global network of nearly 1000 young wealth-holders, social entrepreneurs, and allies from over 60 countries. In 2012, the network convened regional summits in Beijing and London, building up to the global summit in New York. Immediately preceding the United Nations General Assembly, the Global Summit convened from September 19 to 22, 2012.



The mission of Nexus is to catalyze new leadership for addressing global problems. The vision is a global movement of young change-makers who transform decision-making processes to be more effective, innovative, and inclusive. To this end, the goals of Nexus Summits are to:



1. Bridge communities of wealth and social entrepreneurship for dialogue, education, and collaborative problem solving.
2. Inspire young global philanthropy and social investment.
3. Advance the potential of next generation leadership across nations and sectors.

The 2012 Global Summit was well received, with over 99% of the surveyed participants offering to recommend friends, family and colleagues to future events. In the words of one participant, “The Nexus Summit is the greatest expression of youth-led philanthropy and innovation available on the world stage today.” The Summit served as a stage for the latest young heroes in social entrepreneurship to showcase their work and connect with the latest innovators in global giving. It also served as the homecoming party for a global community that first met a year ago and has been collaborating ever since.

As a movement, Nexus is growing quickly. Fashioned as a platform for action, teams have come together to host six regional summits next year, up from just two in 2012. In addition, the Global Summit announced several key projects that were born from the network and that will use it to scale. Beyond helping to





advance new leadership in communities of wealth and social entrepreneurship, Nexus is also developing policy recommendations as part of a Global Campaign for a Culture of Philanthropy to help countries better prepare for next generation giving and innovation.

The future of Nexus is bright, but its success depends on allies like you. To help demonstrate the possibilities, this report shares some of our highlights from 2012 and outlines key opportunities for the future.

Who came?

The London, Beijing, and New York Nexus Summits of 2012 enjoyed the participation of nearly 300 presenters. The New York Summit alone was joined by nearly 600 participants over a period of four days. Participants came from over 60 countries and from families with a combined net worth of well over \$100 billion USD.

Some of the participating families were world famous like the Rockefellers and the Saudi Royal family. Others were from families behind some of the world's largest companies like 7-Eleven, Hewlett-Packard, Hilton Hotels, Dell Inc., Facebook and more. Finally, there was a strong presence of lesser known but highly influential business leaders, including the founders of several leading Internet companies.



The social entrepreneurs that were selected to attend came from diverse networks and worked on a wide set of issues ranging from poverty alleviation and environmental sustainability to democracy reform and job training.

The average age of participants was 27. The target age range was from 18 to 40, with a few exceptions on the younger end. A few "elders" over 40 were also included to serve as mentors, experts and sponsors. For all summits, the Nexus organizers selected participants to ensure a ratio of wealth-holders to non-wealthy of 2 to 1.



The names and biographies of all speakers are available on the Nexus website.

What was the impact?

The inaugural 2011 summit inspired many new partnerships and millions of dollars in new social investing. The 2012 Global Summit showcased some of these partnerships and invited Nexus participants to join in.



One project, Satsifeito, was conceived at the 2011 summit by Marcos Nisti and Ana Lucia Villela, and then presented at the 2012 summit by Ana Lucia Esteves. Satsifeito is a campaign that invites restaurants to modify their menus to offer customers the choice of ordering smaller portions, but at the same price. When customers choose smaller dishes, the restaurants save money and donate it to non-profits that feed children. Dozens of Nexus members were inspired by the idea and stepped forward to help scale it and bring it to their cities and countries.

Another project, the PVBLIC Foundation, was created by Sergio Fernandez de Cordova and Antonio Ruiz-Gimenez. They founded a new business together after participating in the 2011 Summit. The Foundation, served by the media holdings of the new company, harnesses the power of unused media assets to drive social change. At the 2012 Summit they invited Nexus participants to organize twitter campaigns to compete for \$250,000 of in-kind media support. The winners were announced at the closing plenary of the summit with a lot of excitement.



These are simply two examples of projects that came out of the network and helped weave it together. Some Nexus members donate to the non-profits of others, some invest in the social impact companies of others, and some join the boards of others. Nexus increasingly serves as a “nexus” for collaboration, but often in ways that transcend traditional divides. For example, the Common Ground Donor Network, a donor affinity group created by Nexus members, convenes conservative and liberal philanthropists to “break bread” and find common ground on policy ideas.

Beyond developing and scaling partnerships, Nexus 2012 served as a venue for more than 70 sessions categorized in the following themes: Business, Philanthropy, World Regions, Global Issues, Wealth & Wellness, and Skills Development. The diverse content of the sessions offered something for everyone. Session titles included Generations in Philanthropy; The Arts as a Vehicle for Social Change; Best Practices for Families and Family Offices; After the Spring: The Coming Age of Arab Youth; Giving Youth a Voice; Trust & Quadruple Bottom Line Business; Boards, Partnerships, and the Learning



Process; Investing in Social Entrepreneurs; and much more. Unique in its approach, the great majority of Nexus speakers were young, and the summit served as a mouthpiece for younger generations of wealth-holders and social entrepreneurs to tell their own stories and voice their dreams.



Evaluation of the summit was conducted through participant interviews, review of recorded content, and an online questionnaire. More than 83% of participants reported that the event gave them a “greater understanding” and appreciation of the complex challenges of philanthropy and philanthropists. More than 77% said the event helped them “change the way they see themselves and their roles in addressing global challenges.” In addition, 99% praised the event as “offering the opportunity to meet inspiring people and broaden their network of peers,” which is a 4% increase from the 2011 summit. Finally, 99% reported that they were satisfied with the overall selection of presenters and speakers.

Beyond networking and learning, 44% percent of participants are planning to invest (or have already invested) in the projects of other Nexus members, 80% are exploring collaboration on a project with another member, and 44% wished to help organize follow-up Nexus events in their cities. Finally, 86% of those participants who identified as “entrepreneurs” and had no prior experience with philanthropy, reported that they are now more likely to engage in philanthropy and social entrepreneurship as a result of Nexus.



All of this connecting and goodwill has inspired many to take action on behalf of Nexus itself. The following teams have come together to develop regional Nexus events in 2013 and beyond.

Africa: HRH Prince Cedza Dlamini received a five year grant from a South African technology firm to convene Nexus events in Africa, starting with an African Regional Summit in December of 2013.



Middle East: A large team of Nexus members from countries in the Middle East are coming together to convene events in their own countries that will lead up to a regional summit in the second half of 2013 or 2014.

Latin America: Sebastian Carducci and other Mexicans have come forward to host a Latin American regional summit in Mexico in 2013.



Europe: Federica Fanari organized the first Nexus European Regional Summit in London in June of 2012 and has teamed up with James Hurrell to convene another, most likely in May of 2013.

Oceania: Aron Ping D'Souza has formed a committee to convene Nexus Australia in late 2013, and as of November 2012, had already secured nearly half of the necessary financial resources to make it happen.

Asia: Abbie Jung organized the first Nexus gathering in Asia during July of 2012 in Beijing, and is now taking steps to do it again in 2013.

In addition to these gatherings, a good number of alumni are taking steps to host country level events. Tara Singh is forming a team to develop Nexus India, Paula Senna Lalli is working on Nexus Brazil, and Margarita Kogan is exploring the ideas of creating Nexus Russia and Nexus Ukraine.

Beyond these projects and regional summits, Nexus 2012 has also launched efforts to move the needle on public policy. To promote global generosity and the idea of a United Nations resolution calling for a Global Campaign for a Culture of Philanthropy, Nexus has partnered with McDermott, Will and Emery LLP (the largest tax law firm in the United States) to develop a Global Charity Law Index. It ranks countries on their philanthropic readiness by examining the status of their national legislation in three areas: tax exemption for non-profits, tax incentives for philanthropy, and estate taxes that encourage the creation of donor institutions. The results of the first nine countries were announced at the Nexus Summit in New York, and the rankings of all 193 UN member countries will be announced in the first half of 2013. This Index will serve as a reference and benchmark for developing UN resolutions on philanthropy, and it will help civil society groups to encourage their governments to improve their philanthropic readiness.



In addition to tax readiness, Nexus is developing other policy proposals as part of the Global Campaign for a Culture of Philanthropy. Two were featured at the 2012 summit including: 1) the role of government-appointed philanthropy ambassadors (inspired by the work of Dame Stephanie Shirley), and 2) national philanthropy awards. More proposals will be presented in the future.

What's next?

To better serve its membership, the Nexus team is developing other programs beyond Summits. They include:

- 1) **Learning Journeys:** To help advance young donor education globally we will develop a program to bring cohorts of young wealth-holders and social entrepreneurs on trips with each other through different regions of the world, starting with Rwanda in 2013. The goals will be: 1) To expose young potential investors to key organizations that are led by young people (their peers in age), and 2) To learn, as a group, about nonprofits, philanthropy, and social change. We find that young wealth-holders get inspired and engaged by their peers who are “doing good” for the world. Inspiration leads to generosity and experiential learning leads to wise giving. More information about this project is available upon request.



- 2) **Online Networks:** After the 2011 Summit, participants communicated through a private Facebook group. For the 2012 Summit, Nexus members have used the same Facebook group in addition to a new online system hosted by Pathable, Inc. Both systems have been popular and useful to the community. In an effort to facilitate greater online communication and collaboration, Nexus staff will promote and facilitate online conversations by sharing content in these two online communities and linking between them where possible.



- 3) **Salons:** To advance the Nexus mission at local levels and to deepen the relationships among Nexus members, we will host “salons” in different cities around the world. Through the gatherings, Nexus members and select friends will discuss contemporary issues, explore collaboration, and learn from quality speakers as well as from each other.
- 4) **Nexus Fund:** A small working group met at the 2012 Summit to discuss the role of Nexus in serving as a grant-maker, a match-maker, or fund manager. Despite lots of excitement, no decisions have yet been made and a questionnaire is being designed to survey the network and measure its appetite for making and receiving investments.
- 5) **Nexus Media:** To help take the Nexus mission into the media, a small working group of Nexus advisors has formed to produce content. The leading ideas include: 1) publishing monthly profiles of Nexus members, 2) dedicating a staff member to Twitter and Facebook





organizing of the membership, and 3) producing a documentary about young philanthropy and social entrepreneurship.

Quotes from participants

The following quotes were written by Nexus participants in their evaluations and in emails that were recently sent to the Nexus team.

“There are few conferences where every participant is hell-bent on making the world a better place, fewer still where that determination is supported by resources to fuel it and experience to guide it. In that capacity Nexus is unique. It has all of the ingredients of a thirst-quenching change-the-world cocktail, so you'd better make it a double.” –John Kluge, Eirene

“Nexus was a fantastic experience. The discussions and openness of the attendees make this is a conference worth participating in.” –Monica Yunus, Sing for Hope

“The Nexus Summit has an amazing energy, there is a true sense of something being achieved here and not just for tomorrow, but for all our tomorrows and for the long term. The fact that the attendees are from all around the world also makes Nexus a truly global solutions provider. Congratulations to the team at Nexus.” –Patrick Williams, Worth Magazine

“In my career, I have attended hundreds of conferences. This was undoubtedly the BEST --- well thought out, well planned.” –Linda Odum, Humanity Helping Sudan Project

“Eye opening and truly life-changing.” –HRH Princess Muneera Al Saud

“You usually go to conferences expecting to have one or two interactions that matter. Maybe one or two people that you actually want to remain in touch with. I can't believe I'm saying this, but I think I experienced exactly zero interactions that weren't inspiring, interesting, or engaging. I met exactly zero people that I didn't want to stay in touch with. Amazing job.” –Ed Walters, Morningside



“The sessions, speakers, and hallway interactions with other organizations have really shown me the diverse ways that Indigenous Peoples can provide knowledge and resources to others looking to make positive impacts around the world.” –Isaac Kinney, Yurok Tribe

“A truly life-changing experience and chance to build relationships with a diverse and engaged community of change makers out to create a better world.” – Winston Ibrahim, Hydros

“I have never felt more comfortable, more truthful, or more committed than to the community that Nexus has nurtured.” –Jay Barrymore, Impact Investment Partners

“It made me realize that WE have the power to shape what our generation's legacy will be and the example we will set for future generations.” –Alexandra Douwes, Impact First



“An absolute transformation of the world of philanthropy led by the youth.” –Brian Waweru, RUWEWA



“What a fantastic gathering of interesting people from so many different places and professions! It was invigorating and inspiring!” –Melissa Kushner, Goods for Good

“The NEXUS Global Youth Summit far exceeded my expectations. The program presented a proven system of powerful ideas and principles that can be used to rapidly improve many areas in one's life.” –Michael Wolff, EisnerAmper

“I left Nexus with enough inspiration to fuel my work all year.” –Lana Volftsun, One Percent Foundation

“Nexus 2012 was a positive platform of empowerment for global south youth.” –Orain Edwards, Atlas Corps

“Nexus is an incredible group of people. I am always overjoyed after attending because of the many amazing participants I get to meet.” –Justin McAuliffe, Association of Sustainable Luxury Hotels

“The best compliment I can give to Nexus is that it's the only conference that no one seemed to want to end.” –Marni Mandell, Fundraising for Success

“There are people out there who dream big and make it happen for the sake of us all. Meet them at Nexus.” –Marie Mainil, Student Peace Alliance

“Surrounded by so much ambition, so much drive, so much determination, I have rarely felt such intensified motivation to keep pursuing my intention to be a change-maker.” –Alexandra Peterson Cart, Madeira Global



Our sponsors

Finally, we are grateful to our sponsors, for without their support this extraordinary conference would not be possible.



For more information about Nexus visit www.nexusyouthsummit.org

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