



**WAAS, Athens,
Strategy Day
Fund Raising
Discussion Materials**

**Ketan Patel
13-15 November 2023**

Executive Summary

A Platform with Human Security as its Purpose



“Carrying the torch of our eminent founders, we seek a limited number of senior partner-donors to join us in this critical mission at the level of the World Academy’s platform and for these key programmes”

Garry Jacobs

*President and Chief Executive Officer
The World Academy of Art & Science
on behalf of the Board of Trustees*

The World Academy of Art and Science seeks funding partners for its mission of enhancing human security for all

The key impact areas that will be funded are:

- 1. The Platform: The World Academy offers a unique platform for advancing human security for all to create a more fair, sustainable and secure world**
- 2. Global Awareness and Call to Action Campaign: A UN partnered programme to advance human rights, sustainable development and multilateralism**
- 3. Transforming Education: Person-centered, contextual, transdisciplinary, value-based education as a driver for conscious social evolution**
- 4. Financing Solution Creation: Innovative financial and technological solutions to enhance human security and sustainable development**
- 5. Engaging the Global Public: Building global human consciousness and identity to unleash a movement for global social transformation**


Executive Summary

The Platform and Programme

 World Academy of Art and Science

WAAS 10-years funding program

Targets

| | | |
|--|------------------------------|---|
|  | <p>Human Security</p> | <p>A multi-year, multi-phase campaign launched with the UN and backed by a global network of partners to generate public awareness; foster political commitment; increase investment & technological innovation; revamp critical policies and programs; align educational content to enhance student capacity to adapt to global challenges, thrive personally and contribute collectively; and unleash a global social movement to promote human security for all.</p> |
|--|------------------------------|---|

1,000
Organisations mobilised

Three Key Programmes Advancing Human Security for All



**Education Security
Transforming
Education &
Learning**

Transforming education will create a new paradigm in higher education through a low-cost, global delivery system; affordable, value-based, transdisciplinary, life-centered, person-centered curriculum that fosters human security, independent thinking, creativity, innovation, universal values, responsibility, development and collective action for the global public good.

1mn
Students benefited



**Financial Security
Financing
Sustainable
Development**

Innovative financing strategies combined with technological innovations can fill the gap between global investment needs and funding required to achieve the 17 sustainable development goals and addressing the full range of human security needs. This initiative involves engagement with business and technology leaders and top global financial institutions to highlight opportunities that are financially, commercially and socially viable.

100 mn
People benefited by financial inclusion



**Democratic Security
World Citizen
Participation**

Global Voices is an initiative to enable the emergence of collective global social consciousness and identity by designing, launching and validating a transnational, global platform reflecting the collective voice of humanity and empowering the global public to express their aspirations, ideas and proposals for fundamental global systems change.

1 bn
People participating

This funding program aims to establish a permanent staff and organization for the Academy's central administration and develop teams of professionals to manage the Academy's expanding program of work, augmenting the current voluntary system

HS4A Campaign



**CAMPAIGN
PARTNERS**



**United Nations Trust Fund
for Human Security**



**World Academy
of Art and Science**

A global campaign initiative launched by WAAS and UNTFHS in January 2023 in support of the United Nations' commitment to Human Security

A bridge linking the UN with other sectors of global society

Placing human beings at the center of global policy priorities

What We Offer Partner-Donors

“We live in a complex world. The United Nations cannot succeed alone. Partnership must continue to be at the heart of our strategy. We should have the humility to acknowledge the essential role of other actors, while maintaining full awareness of our unique convening power.”

- Antonio Guterres, UN Secretary General



- ☑ **A unique chance to influence human security for all at a critical juncture for humanity**
- ☑ **The opportunity to participate in exciting forums on the major issues facing the world**
- ☑ **A place to apply your organization, network and resources to make a difference to something you care about**
- ☑ **As a *platform partner-donor*, join a small group that influences the policy and direction of the institution**
- ☑ **As a *program partner-donor*, join a group making a critical issue-opportunity you care about happen**

Fund Raising Overview

Examples of distinct categories of fund raising

1. Scientific projects
2. Social impact projects
3. Raising at not-for-profit institutional level
- (4. Raising for private sector: structured funds, companies, corporate projects)

Example of funding categories

1. Government and regional bloc institutions
2. Large mission driven family office
3. HNWI
4. Corporate institutions
5. The public

Each of these have different fund raising content, processes and targets and therefore require different skills to raise funds

Overview of Process

Process and preparation that is required includes:

1. **Regulatory clarity for key markets**
2. **Meet fund set up requirements, including structure for receiving money, bank accounts, tax rules etc, including where appropriate external legally compliant funds administrator who can accept money**
3. **Appoint external fund raiser or hire internal expert (retainer, with performance structure if appropriate)**
4. **Appoint and operationalise central internal coordinator to do the outreach, secure meetings/calls, ensure completion of tracker including standard format debrief notes, and follow up actions**
5. **Develop and provide script(s) for what can and cannot be said and briefing of all involved**
6. **Set up a tracker for full audit trail of who originated, who has the relationship, who has been approached, in what manner, with what script,**
7. **Manage the pipeline to a conclusion (usually 5-10 steps involved), usually by someone full time for any substantial multi-regional fund raise.**

US (Certain States) Fund Raising Snapshot

**PERMITTED TO FUNDRAISE
(NO LOCAL REGISTRATION
REQUIRED)**

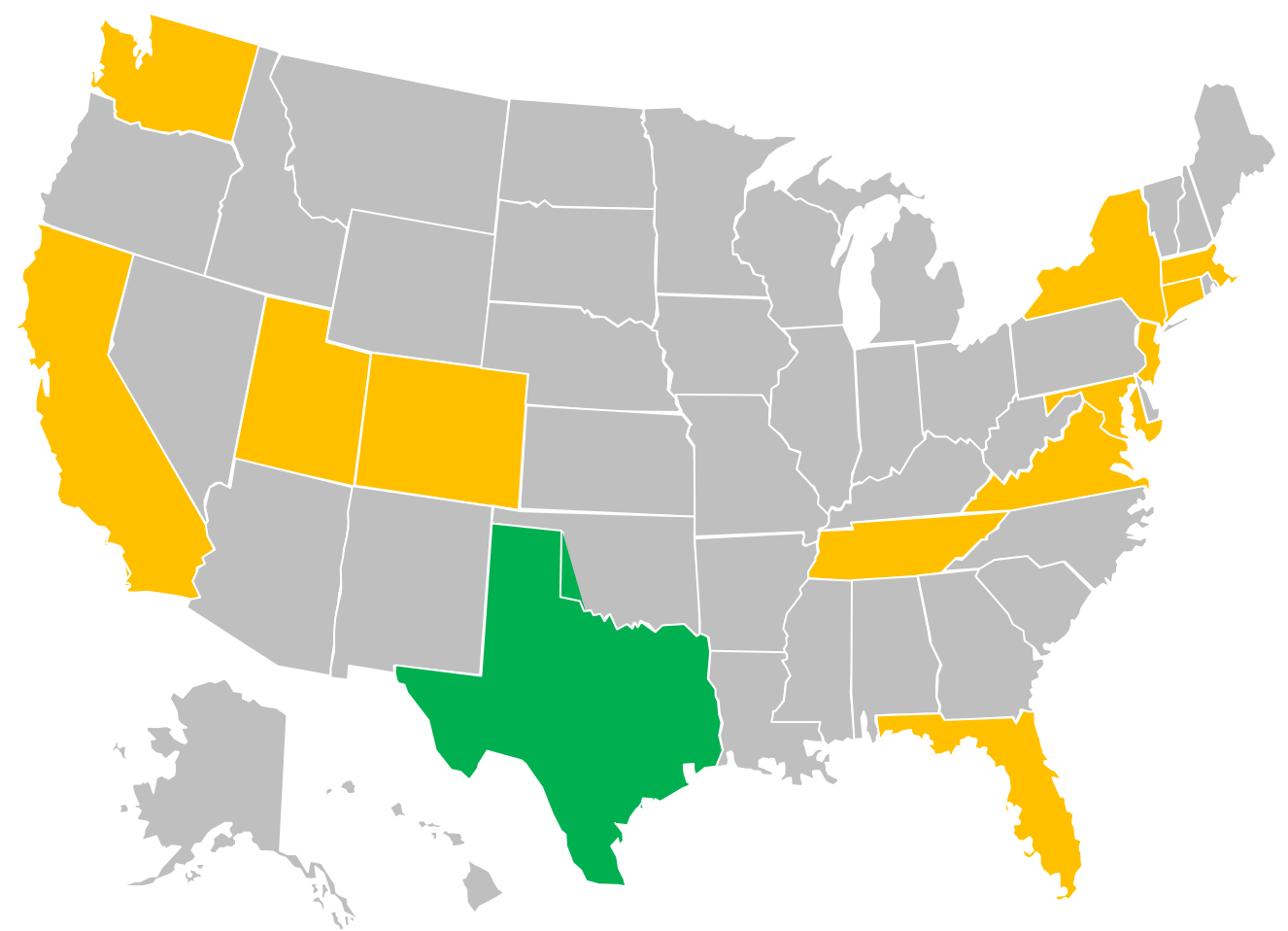
- Texas

**PERMITTED TO FUNDRAISE
(LOCAL REGISTRATION
REQUIRED/
ISSUES TO BE CONSIDERED)**

- California
- Colorado
- Connecticut
- District of Columbia
- Florida
- Maryland
- Massachusetts
- Jersey
- New York
- Tennessee
- Utah
- Virginia
- Washington

**FUNDRAISING NOT
PERMITTED**

N/A



US (Certain States) Fund Raising Snapshot

This overview is qualified by, and must be read in conjunction with, the more detailed Paul Hastings documents titled: 1. ‘Certain U.S. State Legal Requirements for Solicitation of Charitable Donations’, and 2. ‘Summary Note: Charitable Fundraising in the EU and UK’.

| Jurisdiction | Permission to Fundraise? | Notes |
|----------------------|--------------------------|---|
| California | | WAAS already registered with the California AG as a charity |
| Colorado | | WAAS may wish to consider if an exemption to registration applies. See ‘Certain U.S. State Legal Requirements for Solicitation of Charitable Donations’ |
| Connecticut | | WAAS may wish to consider if an exemption to registration applies. See ‘Certain U.S. State Legal Requirements for Solicitation of Charitable Donations’ |
| District of Columbia | | Although registration is required for solicitation, for Internet donations, WAAS may not need to register in D.C. if not doing business in D.C. |
| Florida | | WAAS may wish to consider if an exemption to registration applies. See ‘Certain U.S. State Legal Requirements for Solicitation of Charitable Donations’ |
| Maryland | | WAAS may wish to consider if an exemption to registration applies. See ‘Certain U.S. State Legal Requirements for Solicitation of Charitable Donations’ |
| Massachusetts | | Although registration is required for solicitation, there is no requirement to register for Internet donations |
| New Jersey | | WAAS may wish to consider if an exemption to registration applies. See ‘Certain U.S. State Legal Requirements for Solicitation of Charitable Donations’ |
| New York | | WAAS may wish to consider if an exemption to registration applies. See ‘Certain U.S. State Legal Requirements for Solicitation of Charitable Donations’ |
| Tennessee | | WAAS may wish to consider if an exemption to registration applies. See ‘Certain U.S. State Legal Requirements for Solicitation of Charitable Donations’ |
| Texas | | |
| Utah | | |
| Virginia | | WAAS may wish to consider if an exemption to registration applies. See ‘Certain U.S. State Legal Requirements for Solicitation of Charitable Donations’ |
| Washington | | WAAS may wish to consider if an exemption to registration applies. See ‘Certain U.S. State Legal Requirements for Solicitation of Charitable Donations’ |

This document is an informal summary which may apply differently to you and/or may have been affected by subsequent changes in local law or policy. We can only advise on English law; this summary is intended as a starting point and should not be relied upon or treated as a substitute for seeking full advice.

Regulatory Guidance, US

Certain U.S. State Legal Requirements for Solicitation of Charitable Donations

Executive Summary:

In the United States, approximately 40 states require charitable organizations to register when engaged in solicitations in the state, and the specific requirements vary state-by-state and the relevant laws are typically administered by the state's Attorney General. For consideration in connection with fundraising in the U.S. for the World Academy of Art & Science, Inc., a public benefit membership organization incorporated in the State of California ("WAAS"), which is also a tax-exempt non-profit corporation under Section 501(c)(3) of the U.S. Internal Revenue Code of 1986, as amended, we have prepared the following summary to include certain states that have ranked higher in recent statics as the more charitable states in the U.S., covering the metropolitan areas of Los Angeles, San Francisco, Denver, Washington D.C., Miami, Boston, New York, Nashville, Houston, Dallas, Salt Lake City and Seattle.¹ In preparing this chart, we are assuming that WAAS will solicit donation (i) using its own personnel (i.e., not engaged with any third-party solicitors),² (ii) through in person meetings as well as phone, mail and email outreach, and (iii) the donation page on WAAS' website.³

Exemptions: Given the purpose and nature of WAAS, WAAS does not appear to be eligible for most of the exemptions from registration provided under state law, except that in certain states, WAAS may be able to rely on a *de minimis* exemption as set forth below. However, given the ceiling amounts for such exemptions are generally quite small (from \$5,000-\$50,000, for the states included in this document), it may be impractical for WAAS to rely on such exemptions.

Internet Donations and the Charleston Principles:⁴ We note that with respect to solicitations on the Internet, generally, registration is required under the "Charleston Principles," which provides that if (i) the charitable organization targets a person in that particular state (e.g., vial email to a person known to be resided in that state), (ii) the charitable organization engages in passive solicitation (e.g., a "donate now" button on the website), but receives "substantial" or "repeated and ongoing" contributions from residents from a particular state, then the organization would be required to register in that state.

Legal/Regulatory Guidance, US, Example

| State | What is “solicitation”? | Registration required for solicitation? | Registration required for Internet outreach/donations? | How to register? | Potential applicable exemptions for WAAS? |
|-------------------|---|---|---|---|---|
| California | Any request, plea, entreaty, demand, or invitation, or attempt thereof, to give money or property for charitable purposes. | Yes. | Yes, if required under Charleston Principles. | See the registration page here . <u>The registration fee is \$25 and there is an annual renewal and reporting obligation, with a renewal fee of \$0-\$300 (based on a sliding scale.</u> | N/A – WAAS is already registered with the California AG as a charity. |
| Colorado | Direct or indirect request for anything of value (e.g., money, credit, property, financial assistance) on the plea or representation that such contribution will be used for a charitable purpose or will benefit a charitable organization | Yes. | Yes, an organization domiciled outside of Colorado (such as WAAS) must register if it solicits contributions through an interactive website (or invites offline contributions or establishes contacts to promote websites) and either targets persons physically located in Colorado for solicitation or receives contributions from Colorado on a repeated and ongoing basis or a substantial basis through its website. | See the registration instructions here . The registration fee is \$10 which also require an annual renewal, with a renewal fee of \$10. | If WAAS does not (1) receive gross revenue in excess of \$25,000 / year from Colorado (excluding government grants or contributions from other 501(c)(3) organizations) or do not receive contributions from over 10 person from Colorado, and (2) contract with a paid solicitor to solicit within Colorado, WAAS could potentially be exempt from registration in Colorado. |

European Fund Raising Snapshot

JURISDICTIONS WHERE NO LOCAL REGISTRATION IS REQUIRED FOR WAAS PRE-SOLICITATION

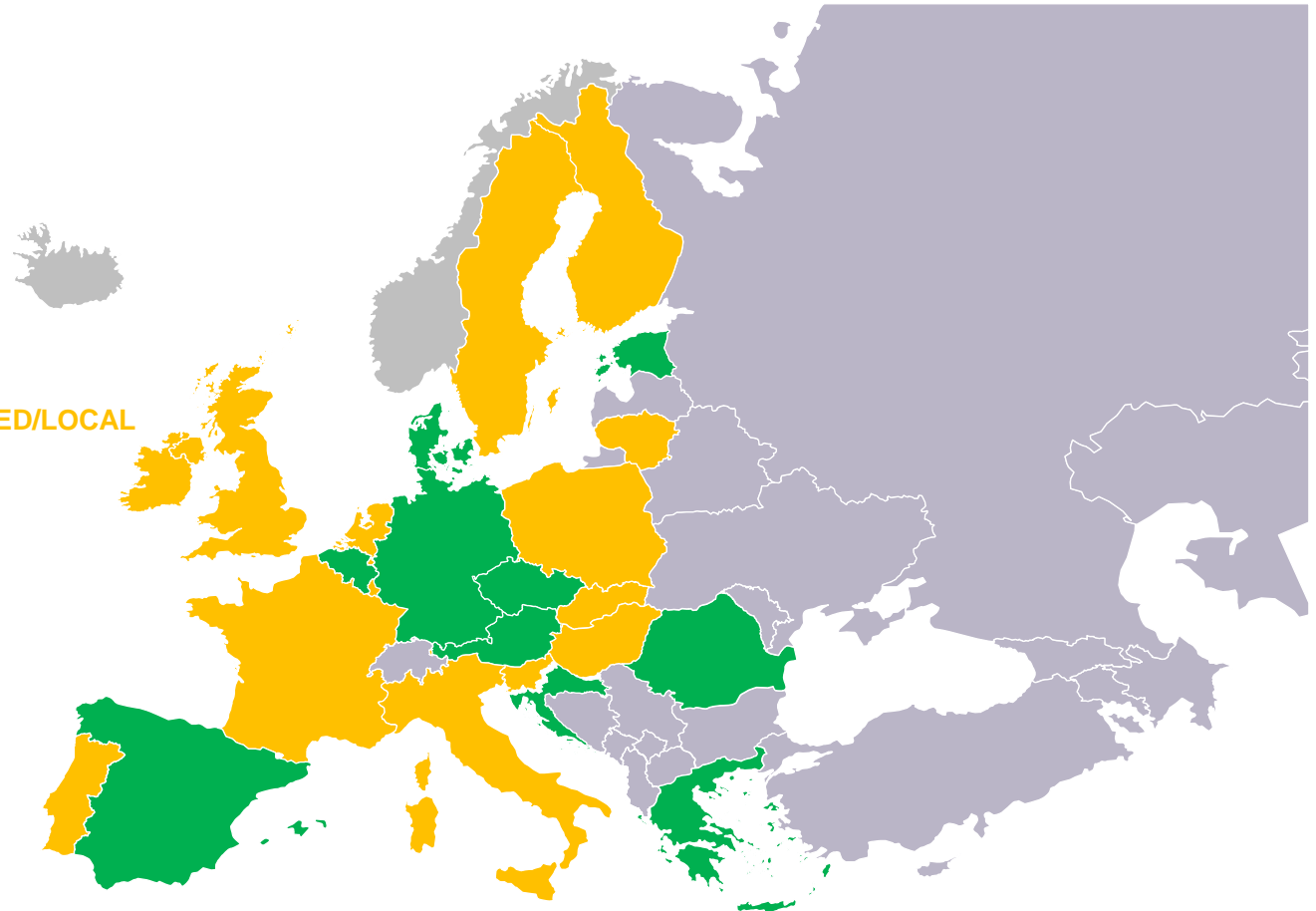
- Austria
- Belgium
- Croatia
- Czech Republic
- Cyprus
- Denmark
- Estonia
- Germany
- Greece
- Luxembourg
- Romania
- Slovenia
- Spain

LOCAL REGISTRATION REQUIRED/LOCAL ISSUES

- England and Wales
- Finland
- France
- Hungary
- Ireland
- Italy
- Latvia
- Malta
- Netherlands
- Poland
- Portugal
- Slovakia
- Sweden

NOT POSSIBLE TO SOLICIT DONATIONS

- N/A



European Fund Raising Snapshot

This overview is qualified by, and must be read in conjunction with, the more detailed Paul Hastings documents titled: 1. 'Certain U.S. State Legal Requirements for Solicitation of Charitable Donations', and 2. 'Summary Note: Charitable Fundraising in the EU and UK'.

| Jurisdiction | How easy to solicit donations? |
|-------------------|--------------------------------|
| Austria | Green |
| Belgium | Green |
| Croatia | Green |
| Czech Republic | Green |
| Cyprus | Green |
| Denmark | Green |
| England and Wales | Yellow |
| Estonia | Green |
| Finland | Yellow |
| France | Yellow |
| Germany | Green |
| Greece | Green |
| Hungary | Yellow |
| Ireland | Yellow |
| Italy | Yellow |
| Latvia | Yellow |
| Luxembourg | Green |
| Malta | Yellow |
| Netherlands | Yellow |
| Poland | Yellow |
| Portugal | Yellow |
| Romania | Green |
| Slovakia | Yellow |
| Slovenia | Green |
| Spain | Green |
| Sweden | Yellow |

Actions

1. **Decide purpose and scope**
2. **Re-prepare pitch book**
3. **Determine target raise**
4. **Appoint internal administrator**
5. **Appoint external agent**
6. **Determine "easier" targets**
7. **Follow process for all others**

Important Notice

This document is a strictly confidential communication to and solely for the use of the recipient and may not be circulated or reproduced without Force for Good, F4G Foundation's or the issuer from those organisation's prior written consent. Further you may not use or disclose the information contained in this document without written approval from the issuer. The information is not intended as an offer or solicitation with respect to the purchase or sale of any security. The ideas remain proprietary to the issuer and the recipient will not pursue them independently.

Recipients agree the following:

1. Not to share this document with anybody without explicit consent from the issuer in writing
2. To keep the contents of the document confidential
3. Not to use the document or any of the intellectual property contained and names mentioned therein for any purposes beyond those proposed by or agreed with the issuer
4. To delete or destroy all copies of the document (including physical and electronic) upon explicit request of the issuer
5. To not mention the attendees and nature of their potential involvement without explicit written approval from the issuer.