

**THE PRINCE ALBERT II OF MONACO FOUNDATION AND THE TOCQUEVILLE FOUNDATION  
LAUNCH NEW AWARD FOR EFFECTIVE AND INSPIRING GIVING**

***HSH Prince Albert II of Monaco will award the Prince's Prize for Innovative Philanthropy January 28***

Monaco, **January 14**, 2014 — The Prince's Prize for Innovative Philanthropy — a prestigious new initiative by His Serene Highness Prince Albert II of Monaco — will be awarded January 28 in Monaco.

The Prize, which has been developed by the Prince Albert II Foundation and the Tocqueville Foundation, aims to showcase particularly creative and effective philanthropic initiatives, at a time when philanthropy is becoming increasingly important to fighting injustice and poverty worldwide.

The Prince's Prize is unusual in highlighting new and ingenious ways of giving money, and the often-neglected skill of effective giving. It results from Prince Albert's close involvement in The Prince's Roundtable on Philanthropy, an annual closed-door forum of leading international philanthropists. The Roundtable, now in its fourth year, is co-sponsored by the Tocqueville Foundation and the Prince Albert II of Monaco Foundation — the Prince's own Foundation dedicated to the preservation of our environment. Leading Roundtable participants have graciously agreed to act as a nominating and evaluation committee for the Prince's Prize, together with a select group of social entrepreneurs, foundation directors, academics and other opinion leaders.

The nominating committee proposed over 30 outstanding organizations and individuals, representing all five continents. Shortlisted candidates for the inaugural Prince's Prize for Innovative Philanthropy include three organizations and two individuals:

***charity: water***, a New York-based non-profit that raises funds and awareness for clean and safe drinking water in developing nations. Founded in 2006 by former nightclub promoter Scott Harrison, *charity: water* has used social media, colourful marketing, and compelling story-telling to promote awareness of the often neglected and underfunded issue of safe water. The group has raised over \$100M to date. 100% of public donations to *charity: water* are used to fund clean water projects, and have so far helped 3.5 million people in Asia, South America and Africa. Every water project funded by *charity: water* is documented with photos and GPS coordinates that are posted online.

**Clara Miller, CEO of The FB Heron Foundation**, which helps fund companies that create high-quality jobs for people working to escape poverty in the United States, while also promoting systemic economic changes to benefit low-income workers. Under Ms Miller's leadership, the endowment capital of The FB Heron Foundation has been re-allocated so that it is invested only in projects that are aligned with the foundation's mission — a concept that is inspiring others to explore how they too can maximize the strategic use of their endowments.

**Learning by Giving Foundation**, which seeks to use technology and outreach to advance understanding of philanthropy. In 2013, the Learning by Giving Foundation created the world's first Massive Open Online Course on philanthropy to help donors at any level identify and invest in high performing nonprofit organizations. The on-line classes, which registered more than 10,000 students from 111 countries, included interviews with philanthropists Warren Buffett, Doris Buffett, Cal Ripken Jr., Thomas Werner, Soledad O'Brien, and Ben Cohen & Jerry Greenfield, as well as a peer-review track that identified high impact grant submissions. By the course's close, \$130,000 had been distributed to 40 projects.

**Reeta Roy, CEO of The MasterCard Foundation**, an independent private foundation based in Canada, who has placed unusual emphasis on using partnerships to enable the rapid but sustainable expansion of the projects she supports, many of which focus on microfinance and youth education, mostly in Africa. One example: The MasterCard Foundation's lead investment in the Equity Group Foundations' youth scholarship program in Kenya has enabled the organization to grow from supporting 166 youth to over 10,000 in less than 5 years, and Reeta Roy's further outreach has inspired 3 bilateral donors, 2 large financial institutions, foundations, and key political leaders across Africa to invest in it as well.

**Volontärbyrån (The Volunteer Bureau of Sweden)**, a web-based platform that connects volunteers and project leaders via a matching site that has helped 37,000 volunteers engage with 1600 different NGOs across Sweden. The non-profit also supports training in volunteer management on how to attract, recruit, motivate and retain volunteers, and helps corporations to create employee volunteer programs.

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**The Prince's Prize for Innovative Philanthropy** is an initiative developed by the Prince Albert II of Monaco Foundation and The Tocqueville Foundation. Its goal is to highlight projects and initiatives that have triggered innovative activity in the field of philanthropy, seeking out individuals and organizations that inspire others. The Prince's Roundtable on Philanthropy, an annual closed-door forum of leading international philanthropists, takes place in Monaco every year following the annual World Economic Forum in Davos, and many of the Roundtable's members serve on the nominating and evaluating committee for the Prince's Prize.

**The Prince Albert II of Monaco Foundation**, created by HSH Prince Albert II of Monaco in 2006, addresses the alarming threats hanging over our planet's environment. The Prince Albert II of Monaco Foundation works for the protection of the environment and the promotion of sustainable development. The Foundation supports initiatives conducted by public and private organizations within the fields of research, technological innovation and activities to raise awareness of the social issues at stake. It funds projects in three main geographical regions: the Mediterranean Basin, the Polar Regions and the Least Developed Countries. The Foundation's efforts focus on three main sectors: Climate change and renewable energies, biodiversity, and integrated and sustainable water management together with the fight against desertification.

**The Tocqueville Foundation** is an international grant-making, prize-awarding and operating foundation registered in France under the auspices of the Institut de France. Its mission and vision are deeply rooted in Alexis de Tocqueville's social and political thought, and particularly his belief in the fundamental contribution of civil society to democratic and economic development. The Tocqueville Foundation fosters a dynamic civil society through learning, innovation and engagement. By promoting strategic philanthropy and social investing, building bridges across borders and generations, the Tocqueville Foundation promotes a well-developed and effective civil society where individuals, acting together, address common problems and build sustainable social equity for future generations.