



# HONEYBEE CAPITAL

December 2012

## HONEYBEE #24: GIVING ISSUE

### SUMMARY:

We are pleased to present our year-end giving issue, a publication in two parts:

- **Part One: The Honeybee Fund!** Our first annual report.
- **Part Two: Alterna-Giving Ideas** – by popular demand, we have included a recap of alterna-giving resources we've highlighted over time (plus some new ones). If you are looking for meaningful gifts, look no further!

### SEASONAL QUOTES:

*It is our Light, not our Darkness, that most frightens us.*

- Marianne Williamson

*I hate the giving of the hand unless the whole man accompanies it.*

- Ralph Waldo Emerson

*He who obtains has little. He who scatters has much.*

- Lao-Tzu

*There are two ways of spreading light: to be the candle or the mirror that reflects it.*

- Edith Wharton

*There is a crack in everything. That's how the light gets in.*

- Leonard Cohen

## **GIVING, PART 1: HONEYBEE FUND – 2012 SUMMARY**

I am delighted to present the first annual summary of support from our Honeybee Fund. As you may recall, this fund was created last year with the goal of providing philanthropic support to organizations that are in turn fueling our own thinking (and doing). It is still early days, but so far this has proven a wonderful vehicle for the Honeybee “pollination model”: a significant portion of Honeybee profits are dedicated to this fund, which then supports organizations that are aligned with our key philosophical and investment themes. So, your support of Honeybee has a direct impact on our own operations, while also having a ripple effect out in the broader world... which then inspires our own work all the more. A great cycle!

### **THEMATIC SUMMARY:**

As you might deduce from the list below, there are several categories of focus for the Honeybee Fund to date:

- **Creative thinking** – putting creative and energetic thought to giant complex issues.
- **Slower investing** – yes, I said slower. Organizations that are reconnecting investment with the actual world, and the pace thereof.
- **Local investing** – models for investing in local communities, including local food systems and education. More directness, more connection.
- **Investing in women and girls** – infinite potential + under-invested-group = obviously a terrific opportunity.

These categories in turn correspond to some of Honeybee’s key themes, which will be familiar to most readers:

- **Connecting ideas** amongst varied fields - creative, independent thought! We believe this is what leads to optimal long-term decision-making.
- **(Re)- Connecting investing to the real world.** True investing (as opposed to many parts of finance) is inherently a connected activity, intertwined with the real world, and of benefit to that same real world - not confined to the world on the screen.
- **Fostering new models.** Different models – philosophical, intellectual, and operational – are needed to re-align investing with its original purpose: service to our communities and our planet.

## HIGHLIGHTS OF SUPPORTED ORGANIZATIONS: (alphabetical order)

- **CRITERION INSTITUTE** <http://criterioninstitute.org> *Criterion has restructured as a nonprofit over the past couple of years – we have benefitted especially from their leadership on Systems Thinking and their Women Effect Investment initiative.*
- **DONELLA MEADOWS INSTITUTE (SUSTAINABILITY INSTITUTE)** <http://www.donellameadows.org> *We've highlighted Dana Meadows' work in our resilience pieces this year – the Institute promotes her work (and all of its relations) out in the wider world.*
- **FARM SCHOOL INC** <http://www.farmschool.org> *The Farm School is just that – a school that's a farm, and a farm that's a school. Fantastic.*
- **GREEN AMERICA** [www.greenamerica.org](http://www.greenamerica.org) *Green America's mission is to harness economic power—the strength of consumers, investors, businesses, and the marketplace—to create a socially just and environmentally sustainable society. They support a long list of creative, action-oriented initiatives towards these ends – bravo!*
- **LONG NOW FOUNDATION** <http://longnow.org> *Long Now orients our thinking towards the long term – the REALLY long term. Their clock is set for thousands of years, not days or quarters... this automatically leads to differentiated insights.*
- **MARION INSTITUTE** <http://www.marioninstitute.org> *Amongst other things, the Marion Institute organizes the awesome Connecting for Change conference, a truly inclusive and thoughtful gathering – all too rare, and much appreciated.*
- **NEW ENGLAND COMPLEX SYSTEMS INSTITUTE** <http://www.necsi.edu> *This innovative complex systems research group focuses on the intersection of "science and society"- such as their great work linking speculation in agricultural commodities to social unrest.*
- **OMEGA INSTITUTE** <http://www.eomega.org> *Omega has a new Women's Leadership Center, which we were proud to support this year. They are focused on women leading in all sorts of ways in all sorts of fields – not only on women who are succeeding in traditional big institutions.*
- **POP TECH INSTITUTE** <http://poptech.org> *As you've read many times in our pages, PopTech provides connection to an amazing breadth of artistic, scientific, and applied creativity through its conferences and programs.*

- **PROSPERITY CATALYST** <http://www.prosperitycandle.com> *Prosperity Catalyst is the non-profit sister org for Prosperity Candle, which has a great model for training women to own their own businesses, while providing coordinated and supported distribution for their beautiful products.*
- **SANTA FE INSTITUTE** <http://www.santafe.edu> *Most of you will already know how much I love learning from the folks at SFI, an oasis of creative, interdisciplinary work on complex adaptive systems.*
- **SLOW MONEY INC** <http://slowmoney.org> *The Slow Money movement seeks to redirect attention and investment to our local communities, specifically our local food systems. Dirt first!*

***Our sincere thanks to those who have inquired about supporting the Honeybee Fund directly. If you would like to do so, please contact me at [kc@honeybeecapital.com](mailto:kc@honeybeecapital.com) . Or, you can send checks payable to "Fidelity CGF" to: Katherine Collins, Honeybee Capital – 9 Walnut Street, Boston, MA 02108. (Please note that this is a donor-advised fund, so all of the benefits of this type of charitable contribution – as well as constraints – apply).***

## **GIVING, PART 2: ALTERNA-GIVING (REPRISE)**

*By popular demand, we reprint here some of the highlights from our alterna-giving issue of 2011, plus a few new additions. (The full past issue can be found on our website at <http://www.honeybeecapital.com/PDFs/HONEYBEE-PUBLICATION-18.pdf>). Please note that this compilation includes some charitable ideas, some “sponsorship” ideas, and some outright commercial ideas, so be sure to check the fine print with each organization if things like tax deductibility are important to you.*

### **EVERYONE’S GOT AN ALTERNA-LIST!**

*Here are some others that have provided inspiration to us this year:*

- Ideas from Nick Kristoff:  
<http://www.nytimes.com/2012/12/06/opinion/kristof-gifts-that-change-lives.html?ref=opinion>
- Ideas from Wonder Women of Boston:  
<http://wonderwomenboston.com/2012/12/03/5-holiday-gifts-that-make-a-difference/>
- Ideas from Jacki Zehner:  
<http://www.jackizehner.com/2012/12/11/adding-a-gender-lens-to-your-holiday-shopping/>

### **PRESERVE INDIE MEDIA:**

*The crowdfunding sites below feature some fantastic artsy media endeavors, and here are a few more ideas:*

- The Optimist – our new favorite quirky magazine/multimedia platform.  
[http://theoptimist.com/customer/gift?inf\\_contact\\_key=29d92c6109b30b006ca84be989b255dff59ce36fda57c8bb576034c9159f7985](http://theoptimist.com/customer/gift?inf_contact_key=29d92c6109b30b006ca84be989b255dff59ce36fda57c8bb576034c9159f7985)
- Coolidge Corner Theatre – or pick your own local (really local) moviehouse.  
[www.coolidge.org](http://www.coolidge.org)
- Brookline Booksmith – or Tattered Cover, or Parnassus Books – take your pick! [www.brooklinebooksmith.com](http://www.brooklinebooksmith.com)

## **HOW TO GIVE TO A COOL PROJECT: CROWDFUNDING VEHICLES**

### **KICKSTARTER, DONORSCHOOSE, & INDIE GO GO:**

These first three sites offer lots of projects that are looking for funding – from arts to technology to classroom needs to small businesses. All three require specific budgets and timelines for the funding, and all require some level of follow-up and follow-through on the part of the fund-ees. In many cases there are also perks involved with funding, like access to the finished product or offers to meet the makers, etc. I've heard about (and had) mainly great experiences with these platforms, though with the huge breadth of projects there are bound to be some that are not your cup of tea, or that are not managed to your liking. But it is way more fun sorting through these sites than sorting through bins of ugly sweaters at the mall!

**KICKSTARTER:** [www.kickstarter.com](http://www.kickstarter.com)

**INDIE GO GO:** [www.indiegogo.com/about/howitworks](http://www.indiegogo.com/about/howitworks)

**DONORSCHOOSE:** [www.donorschoose.org](http://www.donorschoose.org) - see their options for gift cards also, at <http://www.donorschoose.org/donors/giftoptions.html>

### **KIVA:**

Kiva is different from the above organizations in that you are sponsoring a loan to a small businessperson. You can also now give Kiva gift cards, so that the recipient can pick out their own loans – or you could do it together, a much better family activity than wrestling with the set-up instructions for that new gadget.

<http://www.kiva.org/about/how>

<http://www.kiva.org/gifts/kiva-cards> - /print

### **CITIZEN EFFECT:**

This group aggregates interesting projects from all over the world, working with local partner organizations. You can either become the champion for a project, leading the charge to garner support for it, or you can contribute to one that's already in the works.

[http://citizeneffect.org/about\\_us](http://citizeneffect.org/about_us)

## **HOW TO GIVE TO SMALL FARMERS AND LOCAL COMMUNITIES AROUND THE WORLD:**

*There are, thankfully, lots of ways to direct a gift to different sorts of local agriculture and community development, and you probably already know many in your own hometown. Here we highlight just a few – Oxfam, Heifer International,*

*Slow Money, and First Peoples Worldwide. You can sponsor baby chicks, water wells, art supplies, wood stoves... all kinds of great possibilities. One of Oxfam's most popular is a toilet – surely perfect for someone on your guest list!*

**OXFAM:**

<http://www.oxfamamericaunwrapped.com>

**HEIFER INTERNATIONAL:**

[www.heifer.org](http://www.heifer.org)

**SLOW MONEY:**

<http://www.slowmoney.org>

**FIRST PEOPLES WORLDWIDE:**

<http://www.firstpeoples.org>

**HOW TO GIVE STUFF THAT'S NOT MADE IN A FACTORY:**

*Okay, giving virtual gifts can be a lot of fun, but what if you really still want to have a **THING** to wrap up for your loved one? Never fear, there are plenty of great options here as well – again, we highlight just a few of the many choices available.*

**ETSY:**

We've highlighted Etsy before, and warn you that this site is addictive. Etsy is full of beautiful, reasonably priced, handmade goods – like a giant craft fair, without the overheated crowds and bad coffee. Etsy is not particularly charitably focused, but in buying here you are supporting small artisans who clearly love what they do.

[www.etsy.com](http://www.etsy.com)

**MADE BY SURVIVORS:**

This is a more focused organization (not a shopping clearinghouse) whose mission is to end slavery through economic empowerment. Products offered are from participants in MBS's training program, which provides opportunity for personal recovery as well as ongoing economic self-sufficiency. You could also consider donating directly to the group's nonprofit entity, TEN Charities, as noted on their website.

<http://www.madebysurvivors.com>

**WORLD OF GOOD:**

This organization within eBay offers thousands of products from all over the world – each has a section describing the product, plus one describing the producer (sometimes an individual and sometimes a group). They've also developed a "goodprint" scorecard that assesses products and organizations'

effectiveness on a variety of standards, and the report also shows who's verified the information – a helpful step towards greater transparency and accountability throughout the chain.

<http://www.worldofgood.com>

**PROSPERITY CANDLE:**

We love these candles! Please see our Honeybee Fund report (the first part of this issue) for more details on this great organization.

[www.prosperitycandle.com](http://www.prosperitycandle.com)

**HOW TO GIVE AN OPEN-ENDED CHARITABLE GIFT:**

*These options allow you to give a "gift for giving", where the recipient gets to choose the charitable beneficiary.*

**CHARITY GIFT CERTIFICATES:**

You can order gift cards from this site and the recipient chooses which charity to donate to (there is a long list to choose from, but it's not infinite – so check first if you have particular interests in mind). I discovered this organization when a colleague gave me one of these cards instead of a business card - it was even better than the guy from a (now-defunct) finance company who used to give out dollar bills.

[www.charitygiftcertificates.org](http://www.charitygiftcertificates.org)

**GIVING TO OTHERS THROUGH A CHARITABLE GIFT FUND:**

This one is specific to readers who happen to have a Fidelity Charitable Gift Fund – did you know that you can give an e-gift to another person, to "spend" from your own account? This allows freedom for the recipient to pick the charity they prefer, and allows you to pass along some of the giving power from the donations you've already made to your fund.

<http://www.fidelitycharitable.org/giving-account/gift4giving/how-it-works.shtml>



**THE FINAL WORD(S):**

***And now we welcome the new year,  
full of things that have never been.***

**– Rainer Maria Rilke**

Or, if you prefer...

***This is a new year.  
A new beginning.  
And things will change.***

**– Taylor Swift**

*Best wishes to all for a wonderful holiday season and a  
prosperous new year, full of peace and joy.  
Thank you for allowing Honeybee to grow and thrive!*

*With love and gratitude,  
Katherine*