Perpetual and Paul Brest talk philanthropy

By Perpetual Impact
18 October 2019

Perpetual and Paul Brest talk philanthropy strategic philanthropy, effectiveness, characteristics of great philanthropists and innovation.

As part of Perpetual's six-year partnership with the Stanford Center on Philanthropy and Civil Society (Stanford PACS), we held a series of events with its Faculty Co-Director Paul Brest in August 2019. Paul is one of the most significant philanthropic thinkers of our generation. He was President of one of the world's largest foundations, the William and Flora Hewlett Foundation, for a decade and is the co-author of *"Money Well Spent: A Strategic Plan for Smart Philanthropy"* as well as numerous scholarly articles.

Caitriona Fay, Perpetual's General Manager for Community & Social Investment, sat down to interview Paul for IMPACT.

In this video, Paul and Caitriona discuss the importance of strategy and evaluation, as well the mindset shift needed for more effective philanthropy, what makes a great philanthropist and whether innovation in philanthropy is as important as replicating effective strategies.

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