

“CGI HAS BEEN INSTRUMENTAL IN SHAPING OUR MODEL AND THE FOCUS OF OUR PHILANTHROPIC WORK.”

Martin Segal, Managing Director, The Segal Family Foundation



Martin Segal, Managing Director, and Andy Bryant, Executive Director of the Segal Family Foundation at CGI's 2013 Annual Meeting.

CGI MEMBER: SEGAL FAMILY FOUNDATION

MEMBER SINCE: 2006

COMMITMENTS MADE AND PARTNERED ON: 15

AFTER FOUR DECADES OF PRIVATE SECTOR EXPERIENCE, CGI HELPS GUIDE BARRY SEGAL'S PHILANTHROPIC FOCUS

In 2004, after almost 40 years of successful management of Bradco Supply—a roofing materials company—Barry Segal decided to apply his private sector skills to philanthropy and step down from his role as CEO.

A suggestion to join CGI came from one of his sons in 2006, where they thought he might meet partners who could help guide his philanthropic venture. Nine years later, the Segal Family Foundation (SFF)—officially founded in 2008—has made and partnered on 15 Commitments to Action and remains an active and influential member of the CGI community.

Determining a Philanthropic Vision

Barry Segal made his first commitments in 2006, after developing connections with several CGI members at the 2006 Annual Meeting. One of these connections was Susan Davis, president and CEO of BRAC USA. This relationship led to SFF partnering with BRAC as a financial supporter of their 2006 commitment—“Promoting Health and Eradicating Poverty in Africa”—which expanded BRAC’s proven holistic development approach to the countries of Liberia, Sierra Leone, Sudan, Tanzania, and Uganda.

Then, at the 2007 Annual Meeting, Barry Segal was invited to visit Rwanda by another CGI

member. This trip—in combination with his engagement with BRAC USA—solidified his interest in Sub-Saharan Africa as the region where he felt his foundation could make the greatest impact.

SEGAL FAMILY FOUNDATION FINDS CGI PARTNERS THAT INFLUENCE ITS STRATEGY AND GOALS

Since 2006, Barry Segal has expanded SFF’s involvement with CGI to include his son, Martin Segal, the managing director of SFF and Andy Bryant, the executive director. They continue in his footsteps, forming partnerships and developing commitments that support the foundation’s geographic focus and organizational strategy, much of which can be attributed to CGI. “CGI introduced Barry to grassroots African NGOs, leading to our interest in supporting organizations that are place-based, embedded in communities in Africa, and that tend to be holistic service providers,” described Bryant.

Through interactions with partners like Agahozo-Shalom Youth Village, Tanzanian Children’s Fund, and BRAC USA—all of which Barry Segal met through CGI—SFF formed its thematic interests: Reproductive Health, Youth Engagement, and Food Security.



AS A MEMBER OF CGI, THE SEGAL FAMILY FOUNDATION HAS DEVELOPED MORE THAN 25 SUCCESSFUL PARTNERSHIPS, SERVING AS BOTH A FUNDER AND AN EXPERT IN ORGANIZATIONAL CAPACITY BUILDING

- Agahozo-Shalom Youth Village
- Akilah Institute for Women
- BRAC USA
- Building Tomorrow
- Dikembe Mutombo Foundation, Inc.
- Gbowee Peace Foundation USA
- Georges Malaika Foundation
- Global Health Corps
- Habitat for Humanity
- Ipas
- Jeff Gordon Children's Foundation
- Last Mile Health
- Living Goods
- Lwala Community Alliance
- mothers2mothers
- Nyaka AIDS Orphans Project
- Partners in Health
- Population Services International (PSI)
- Sanergy
- Scientific Roets
- Sustainable Health Enterprises (SHE)
- Sustainable South Bronx
- Tanzanian Children's Fund
- Tostan
- Women for Women International
- Worldwide Orphans Foundation

Funding for Impact

Working with trusted organizations from within the CGI community, SFF has funded more than 25 entities and has made many successful commitments, including “Safe Motherhood in Lwala, Kenya,” which—through an expanded health facility and the creation of a team of Community Health Workers (CHWs)—has massively expanded access to maternal health services in the region, leading to a 70 percent increase in the number of women delivering babies in healthy facilities and a 58 percent increase in the number of well-child visits conducted. CGI continues to play an important role in helping to refine SFF’s thematic focus, geographic scope, and partnership portfolio.

LIKE CGI, SEGAL FAMILY FOUNDATION RECOGNIZES THE STRENGTH IN BRINGING PEOPLE TOGETHER

Through its involvement with CGI, SFF began to realize the strength that lies in bringing people together to tackle a challenge. The importance of networking, face-to-face interaction, and the creation of small communities within larger focus areas is essential to the CGI model, and SFF found this to be a successful strategy for its own philanthropic endeavors. To support this, SFF hosts an Annual Meeting to bring their partners together, as well as a variety of smaller events and group meetings that help drive projects forward throughout the year.

Above left: A grandmother works on her bookkeeping as part of a program run by the Nyaka AIDS Orphans Project. This program provides life skills training to 6,500 grandmothers who have lost their children to AIDS and are now raising their orphaned grandchildren. SFF met Nyaka through CGI in 2009, and has continued to provide flexible funding to this locally-led, place-based holistic service provider.

Evolving from Funder to Capacity Builder

SFF has formalized this approach with their Active Partnership model, which works to leverage the collective resources of the foundation and its networks to advance the institutional capacity and connections of select grantees. The model centers on two types of networks—Programmatic Networks, which bring together organizations with the same programmatic areas to promote best practices and resource-sharing, and Regional Networks, which convene diverse organizations within countries to promote networking and partnerships. SFF also leverages connections with donors, NGOs, and government entities for their grantees, recognizing that funder-to-funder connections sometimes work better than the typical grantee-to-funder relationship.

In addition to bringing people together and creating these networks, SFF provides tailored capacity building. Based on years of experience, “we have an understanding of what works and what doesn’t work, and we can provide that experience to our grantees,” described Martin Segal. SFF conducts extensive multi-day needs assessments to identify capacity gaps and set milestones with

grantees that have the potential to increase their impact. In addition, “we help them develop promotion plans and get them in front of interviewers to help spread their message to both donors and supporters,” Bryant explained. “We are trying to accomplish these supports as easy wins—doing it economically with minimal time involvement for both us and our grantees.” Through their CGI engagement and the application of this efficient model, SFF currently supports more than 130 organizations in 18 countries, an impressive scope for a small family foundation.

AS AN EXPERIENCED FUNDER AND CAPACITY BUILDER, SEGAL FAMILY FOUNDATION CREATIVELY ADDRESSES CHALLENGES ACROSS SUB-SAHARAN AFRICA

Through a connection to Karl Hofmann—president and CEO of Population Services International (PSI)—which was forged at CGI’s 2012 Annual Meeting, SFF is currently working to apply their Active Partnership model to development in Burundi. The majority of the population of Burundi—approximately

88 percent—lives on less than \$2 per day. Simultaneously, the country has one of the highest population growth rates in the world and a fertility rate of 6.4 children per woman. This high fertility rate results in high maternal mortality rates, with an estimated 866 deaths per 100,000 live births. The need to increase and improve maternal and child healthcare is tremendous.

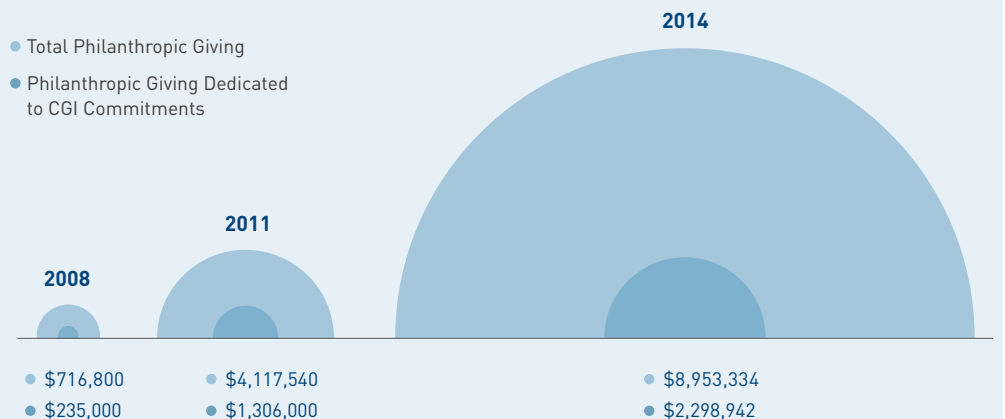
Weaving a Story of Positive Change

SFF knew that in order to begin changing the health and economic landscape in Burundi, Burundians had to take an active role by seeking out healthy behaviors themselves. “We wanted to figure out how to reach a majority of Burundians; we came across this model where you use something super engaging, like a soap opera, and you embed social messages in the story lines,” Bryant explained. SFF decided to disseminate this soap opera through radio—by far the most economical and far-reaching mass media channel in Burundi and the third most common source of health and family planning information.

Below: A health care provider treats an infant at the Lwala Community Hospital, which was expanded through a 2009 commitment made by Lwala Community Alliance and partnered on by SFF—“Safe Motherhood in Lwala, Kenya.”



SEGAL FAMILY FOUNDATION'S PHILANTHROPIC GIVING THROUGH CGI COMMITMENTS



SFF was motivated to develop the project in time to be announced as a commitment at the 2013 Annual Meeting, sharing the idea with the CGI audience and the world. This multi-stakeholder commitment, “Radio Soap Opera for Improving Health Outcomes in Burundi,” is a partnership between SFF, the United Nations Children’s Fund (UNICEF), the United Nations Population Fund (UNFPA), the Dutch Embassy of Burundi, Population Media Center (PMC), and PSI, and aims to create and distribute a radio soap opera in Burundi that embeds messages on reproductive, maternal, and child health within the plotlines of the program, encouraging listeners to adopt the characters’ values and behavior. SFF will provide \$100,000 in funding for each of the three years of the commitment, and a full-time Burundian staff member will coordinate efforts on the ground. PMC will create and broadcast the episodes, which will be written and acted by Burundians. In

addition, SFF will incorporate complimentary programming by supporting the training of clinicians to absorb the increase in demand for services and working with PSI to integrate the messaging of the soap opera into their product marketing for items like condoms and bed nets.

The impact of the commitment will be measured through surveys at clinics before, during, and after the airing of the program, as well as through surveys of listener groups to gauge their changing perceptions. This project represents the first nationwide Behavior Change Communications (BCC) program to be implemented in Burundi and, if successful, will prove that BCC is impactful. “If this is a success, it will be an amazing way for a relatively smaller funder like us to leverage our dollars for maximum impact,” explained Bryant. “We hope to scale this approach to other places.”

Building New Skill Sets for Growth

SFF’s other 2013 commitments include “Empowering Young Women for Careers in Burundi,” which will work hand-in-hand with the Burundian government to support young women in obtaining jobs in the expanding hospitality and tourism sector, and partnering on “Innovation Labs: Enabling Generations of Young Innovators,” a commitment by Innovate Salone which aims to create Innovation Labs in four secondary schools in Sierra Leone to provide students with tools, curriculum, and leadership to support their creativity.

Below left: A community health worker meets with a woman and her child in the Konobo District of Liberia as part of a medical outreach program. This program is supported through a 2012 commitment made by Last Mile Health and partnered on by SFF—“mHealth from the Ground Up in Rural Liberia.”

Below right: Burundian producers work to develop a radio soap opera that will spread critical messages on reproductive, maternal, and child health in Burundi, part of a 2013 commitment by Segal Family Foundation—“Radio Soap Opera for Improving Health Outcomes in Burundi.”

