



The Power of Nine

How will philanthropists respond to the economic crisis? Here are nine to watch in 2009. All are pitting ingenuity against recession to turn their favored causes into catalysts of social transformation.

JOELLE BERDUGO-ADLER

The “indefatigable, mountain-moving Joelle Berdugo-Adler,” as the *Montreal Gazette* described her, is president of the Canadian subsidiary of Diesel, a name on the hip—pockets of fashionable youth all over the world. But if Joey Adler isn’t quite a household name outside of Canada, her foundation, One X One, which helps sick and troubled children in impoverished countries, has become a star-studded phenomenon since she took it global three years ago, with a gala that is one of the hottest tickets at the Toronto Film Festival. Among her grantees are H2O Africa, the group cofounded by actor Matt Damon to improve Africans’ access to clean water.

ANDREW AND PHYLLIS RABINOWITZ

The Rabinowitzes have been sounding an alarm: A baby born in Cuba or the Czech Republic has a statistically better chance of surviving than a baby born in the U.S., even if the parents are wealthy. Their two-year-old foundation, R. Baby, is their attempt to re-

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dress the death of their own 8-day-old daughter from a viral infection that doctors had failed to diagnose.

COO and CFO of Marathon Asset Management in New York, Andrew keeps a close watch on the foundation funds: Some 95 percent of its money, he says, goes directly to hospitals. In 2007, they raised some \$2.5 million at a \$1,000-a-plate gala hosted by Kelly Ripa. In 2009, the Rabinowitzes plan to go mass-market, raising funds at a New York Road Runners race and a \$250-a-head champagne brunch. “In the tougher economy,” says Andrew, “we are targeting the average mom and pop to focus on increasing our numbers and generating more awareness of our campaign.”

PAUL BRAINERD

A decade ago Brainerd was one of the West Coast high-tech entrepreneurs who helped develop the concept of venture philanthropy when he started Social Venture Partners, which supplies capital and expertise to nonprofits. Now Brainerd wants to save the environment, and fast—he has given himself 10 years to spend all of the \$45 million in his Brainerd Foundation. Look for Brainerd to provide capital for conservation efforts in the Northwest while serving as a quiet force behind the efforts of community activists. Since his funding won’t last forever, he is putting much of his energy into “developing citizen capacity,” as he puts it, to fight the good fight for years to come.

SHEIK MOHAMMED BIN RASHID AL-MAKTOUM

While much of the world talks about what it will take to turn Arab youth against terrorism, Sheik Mohammed, prime minister and vice president of the United Arab Emirates, wants to use the \$10 billion endowment of his eponymous foundation to educate young people in ways that lead to better understanding of the West. And he’s rallying others to the cause. Last January Sheik Mohammed called a meeting of prominent members of the royal families of Dubai, Jordan and Saudi Arabia, and the group began planning an organization called the Arab Philanthropy Establishment to foster philanthropy in the region. “You work at an individual level and are unknown to all the people,” Sheik Mohammed said. “Unifying and organizing your work will give you increased financial and social power.”

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THOMAS AND STACEY SIEBEL

Thomas Siebel made his fortune with the software company Siebel Systems, which merged with Oracle in 2006. He and his wife, Stacey, started the