



CIRCLE سيركل



BILL & MELINDA  
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April 25, 2024

**GROUND  
ED  
IN TRADITION,  
LOOKING TO  
THE FUTURE:  
UNDERSTANDING  
NEXT-GENERATION  
PHILANTHROPY IN  
THE MIDDLE EAST**



## FOREWORD

In the Middle East, charity is deeply ingrained in our culture, religion, and tradition. Too often, we have overlooked the opportunity to integrate more strategic practices in its deployment. Since 2017, the Pearl Initiative's Governance in Philanthropy programme, supported by the Bill & Melinda Gates Foundation, has been ensuring that regional philanthropists are equipped with the tools and mindset needed to address global challenges. Through this, donors have gained mentorship, education, and access to experiential learning resources, adopting strong governance practices, and maintaining accountability and transparency in their philanthropic journey.

With rapid urbanization, technological advancements, and shifting demographics, our region is poised for significant growth and transformation. This research project, *Grounded in tradition, looking to the future: Understanding next-generation philanthropy in the Middle East*, helps to deepen our understanding of the evolving philanthropic landscape.

Effective philanthropy requires a deep understanding of systemic challenges, cultural nuances, and social dynamics. As we navigate these complexities, it is crucial to adapt our approach to meet the evolving needs of our communities. This adaptation will not only nurture future generations of donors but also create the necessary infrastructure to scale solutions and partner with government and business to address global challenges. The upcoming \$30 trillion in global intergenerational wealth transfer over the next two decades, coupled with economic growth, will increase private wealth and philanthropic giving. By identifying and improving current systems and mechanisms, we can ensure that philanthropic capital generates its intended impact and helps meet our global development goals.

Our region has long experienced gaps in data, hindering our understanding of our ecosystems. This research project supports the creation of a comprehensive repository of information in high growth markets, enhancing our understanding of our current and future standing. The results of this profound research highlight the potential for donors to adopt more courageous and compassionate approaches to philanthropy. Through bold visions and collaborative action, I am confident that our next generation of philanthropic donors can unlock the full potential of our beloved region, leveraging the multiplier effect of philanthropy in service of future generations and our habitat. I hope this research inspires actionable strategies that advance the strategic practice of philanthropy across the region.

**Badr Jafar**  
Founder, Pearl Initiative



## FOREWORD

Over the last six months, I have had the absolute privilege of basking in the wisdom, experiences, and curiosity of a very vibrant, intelligent, and thoughtful community of next-generation philanthropists from or living in the Middle East. Through an expansive survey exploring why, how, and where they give, the teams at the Zovighian Partnership and Pearl Initiative heard from a diverse group of 83 next-generation givers at different stages of their philanthropic journeys. This report captures everything we learned from them.

To the friends, peers, and collaborators who joined us in this important research endeavor, I offer my deepest thanks for providing a window into how next-generation philanthropists are reimagining philanthropy, engaging in unique ways of giving back, and striving to build a safer, more peaceful, and thriving world.

As a philanthropist, I am deeply moved and inspired by what our community of givers can achieve in these extraordinarily difficult times of crisis, conflict, and genocide. Of all the insights I have gained from analyzing this data, the most powerful and inspiring is that the Middle East is awash in the generosity and care of many people who are deeply invested in its future and well-being. That commitment comes with the burden of responsibility and a moral imperative to do philanthropy not just well, but brilliantly. That is what our communities and causes deserve, and in this report, you will find that we have a generation that is on a special journey to bring out the region's highest potential.

All of us at the Zovighian Partnership are very happy to have co-funded this research project with the Pearl Initiative and the generous support of the Bill & Melinda Gates Foundation. It is a joy to publish this unique treasure chest of information in Arabic and English. I sincerely hope that it equips our next-generation of givers and funders with meaningful insights and empowers them to achieve new heights in their giving journeys.

**Lynn Zovighian**  
Co-founder, Zovighian Partnership  
Founder, Zovighian Public Office

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## INTRODUCTION

Philanthropy, derived from the Greek words “philos,” meaning love, and “anthropos,” meaning humanity, has long been a cornerstone of human civilization, reflecting a deep-rooted desire to aid those in need, support collective welfare, foster societal progress, and address pressing challenges. This love for humanity manifests in important customs and practices in the Middle East that are not only grounded in Arab culture and the Islamic faith, but also shaped by the diversity of other religious communities, ethnic groups, and nationalities that call the region home. Moreover, the region’s rich tradition of family and community support has fostered a unique philanthropic environment that emphasizes personal responsibility towards the protection and advancement of people and planet.

The Middle East is witnessing a new generation of leaders, givers, doers, and thinkers who have an extraordinary potential to reshape the region. They are honoring tradition while embracing strategic thinking and social innovation to address systemic challenges and unlock new opportunities. With many already established in their philanthropic journeys and others just starting out, these changemakers are seeking to achieve lasting impact by unleashing the power of community, collaboration, and technology. Their expansive fleet of change-making vehicles includes their own personal initiatives and entrepreneurial ventures, family foundations, family businesses, and family offices. Many are well-positioned to redefine private-public sector and private-philanthropic sector partnerships. They are investing in multiple personal and collective priorities, from education, healthcare, and the climate crisis to women, youth, and development, with a commitment to making a difference locally, regionally, and globally.

However, our understanding of next-generation giving remains limited. There is little research and data available in Arabic and English, and much of that is anecdotal and case-study specific. This research report is a strategic response to this dearth of data and aims to build a more detailed and evidence-based understanding of next-generation philanthropy in the region, including its unique drivers, complexities, and potential to shape the future of giving. Our results demonstrate that the significance of next-generation philanthropy in the Middle East extends beyond regional borders and can help anchor new global practices and outcomes in socio-economic development, impact sustainability, and beyond.

## METHODOLOGY

### RESEARCH DESIGN

This novel research on next-generation philanthropy in the Middle East was driven by five research objectives:

- Explore the motivations and giving practices of next-generation philanthropists to enable change in the Middle East.
- Identify the giving priorities of next-generation philanthropists.
- Identify challenges and obstacles that impede next-generation givers from achieving impact.
- Understand the needs of next-generation changemakers seeking to lead and support positive change and their outlook on philanthropy in the region.
- Help foster community-building amongst next-generation philanthropists and stakeholders in the philanthropic ecosystem.

Our research began with a consultative session with a diverse group of next-generation givers who come from different countries and communities in the region and are at different stages in their philanthropic journeys. The objective was to host a comfortable and supportive space for genuine dialogue through which participants could share critical insights into their views on personal and family philanthropy, key decision-making approaches, and the challenges and rewards of giving back.

Our consultative session informed the design of an exploratory quantitative survey, which we deemed an appropriate method of inquiry to begin addressing the paucity of information on next-generation philanthropy and philanthropists in the Middle East. The online survey covered six topics:

- Demographic information
- Giving priorities, motivations, and values
- Decisionmaking, influences, and sources of information
- Governance and accountability
- Engagement methods
- Future outlook of philanthropy in the region

The survey employed a mix of question types. Closed-ended questions that could be answered on a Likert scale of 1 to 7 allowed us to measure attitudes and opinions ranging from a strong disagreement to a strong agreement, and open-ended questions invited respondents to articulate their thoughts in their own words. By validating every question for clarity and relevance and testing the survey with a small pilot group before full deployment, we ensured that our instrument was both comprehensive and comprehensible.

We initially developed the survey in English, the common language amongst all collaborating teams, and then translated and wrote it in Arabic. This process was overseen by the lead survey designer, who is proficient in both languages. The survey was rigorously reviewed for clarity, cultural relevance, and consistency across both language editions.

## DATA COLLECTION

Our pool of potential research respondents was identified through peer networks and philanthropic communities; they included members of the Pearl Initiative, stakeholders and friends of the Zovighian Partnership, and members of NEXUS, a global community of young philanthropists, investors, and social entrepreneurs. Over a period of six weeks, we invited individuals to participate in our online bilingual survey via email with personal follow-ups to increase our response rate without inducing survey fatigue. The survey was hosted on a secure, user-friendly platform, ensuring ease of access for participants while safeguarding the integrity and confidentiality of their responses. A demographic and descriptive overview of our 83 recruited participants can be found in the section below, titled, *"Our sample in numbers."*

Participants opted into our survey with informed consent and were provided with information on the objectives for this research project and how the data would be aggregated and used. Strict data security measures were implemented for data collection and storage. Our respondents and their data were anonymized and names were replaced with participant identification numbers.

## DATA ANALYSIS

Survey responses were transferred to Excel and SPSS software and subjected to data cleaning to rectify any data issues and maintain the integrity of our dataset. All raw data was recoded into variables and organized into a consistent, analyzable format.

We employed a dual approach in our data analysis. Using descriptive statistics, we first summarized our dataset and identified underlying patterns to achieve a macro-level understanding of the responses. We then used inferential statistics to investigate relationships between variables, assess the influence of different factors on philanthropic behaviors, and identify significant trends and patterns. Key findings are attributable to our unique sample of next-generation givers. We are pleased to share these findings in this report.

## STUDY LIMITATIONS

Given the limited, albeit growing, number of next-generation philanthropists in the Middle East, our sample was restricted to individuals within our trusted circles who were willing to answer an intimate and detailed survey. Since a higher number of females opted to participate in our survey, our findings that reference a gender lens or women-specific behaviors and interests have been stress-tested to avoid a gender skew. Despite the diversity of our respondents, we would not assume that the findings of this research project are fully representative of the next-generation philanthropic community in the region, but we are confident that they offer both a meaningful window into this sector and critical insights into where additional research will be useful.

# OUR SAMPLE IN NUMBERS

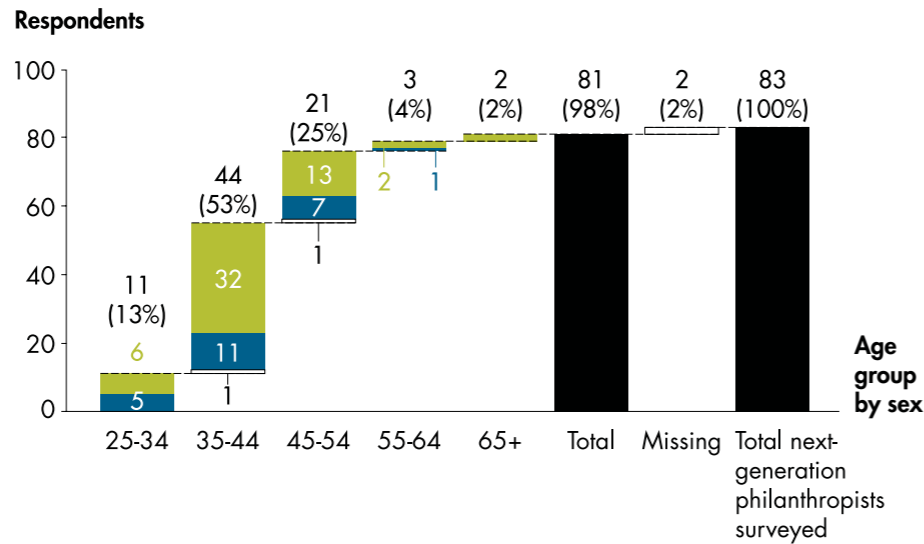
Our sample of 83 next-generation givers and changemakers is young and predominantly female. Over 50% of our participants are between the ages of 35 and 44 and over 65% are women.

**LEGEND**

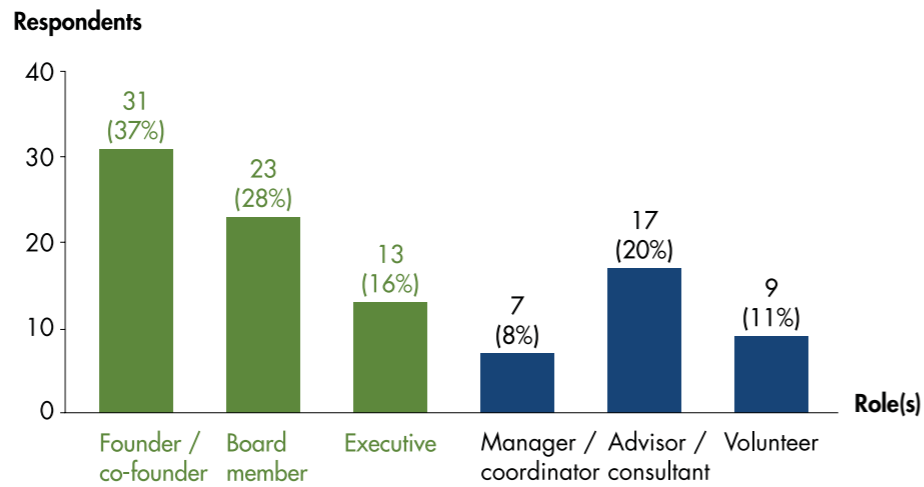
- Female
- Male
- Missing

Over 80% of our respondents hold a leadership position in their philanthropic endeavors and organizations, suggesting a significant opportunity to transform giving and doing in the Middle East.

**EXHIBIT 1:  
TOTAL NEXT-GENERATION PHILANTHROPISTS SURVEYED  
BY SEX AND AGE (2023-2024)**



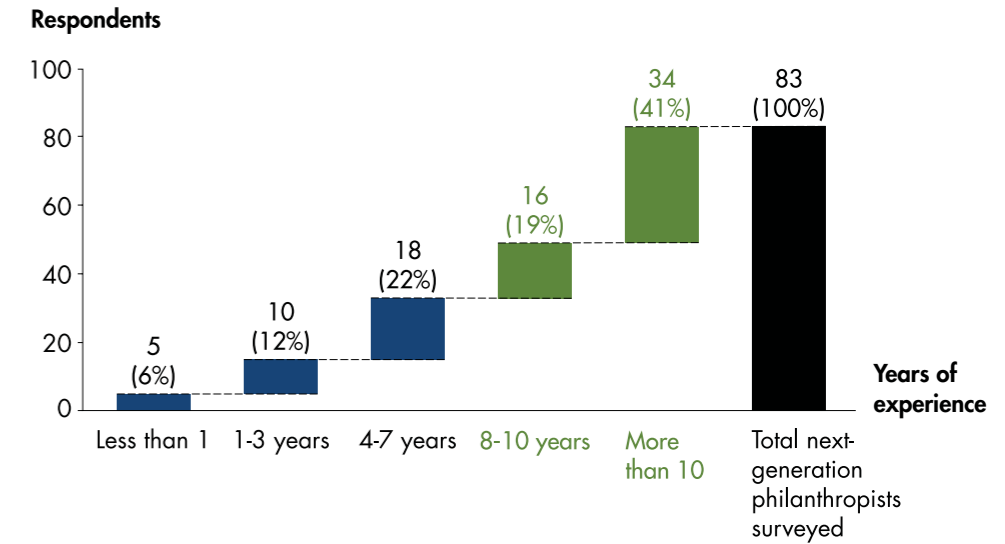
**EXHIBIT 2:  
TOTAL NEXT-GENERATION PHILANTHROPISTS SURVEYED BY  
THEIR ROLE IN THEIR GIVING ORGANIZATION (2023-2024)**



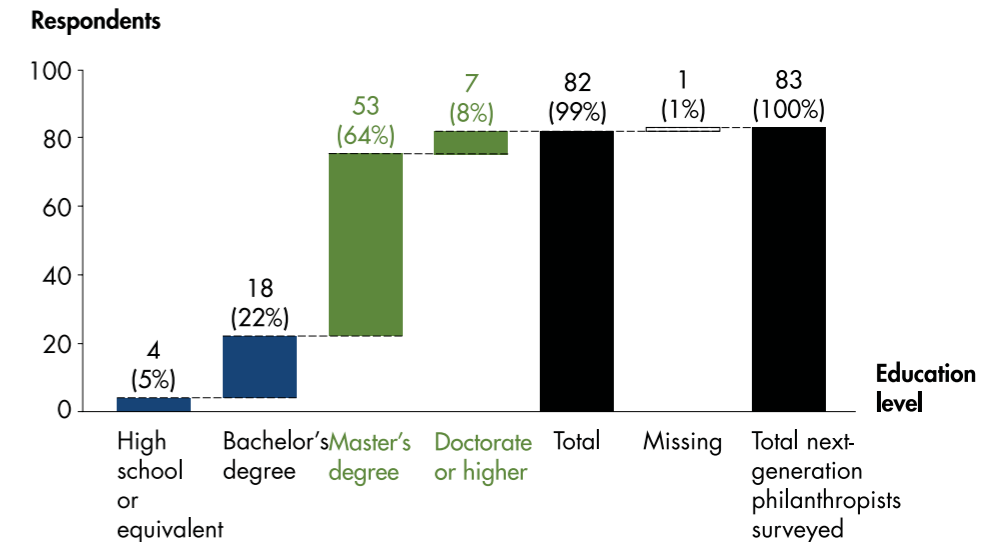
They also have many years of experience in giving: 50% of our group has been involved in giving activities for eight or more years.

Our sample is highly educated, with a vast majority holding bachelor's degrees or higher, indicating a well-informed cohort poised to leverage their education for philanthropic impact.

**EXHIBIT 3:  
TOTAL NEXT-GENERATION PHILANTHROPISTS SURVEYED  
BY YEARS OF EXPERIENCE IN GIVING (2023-2024)**



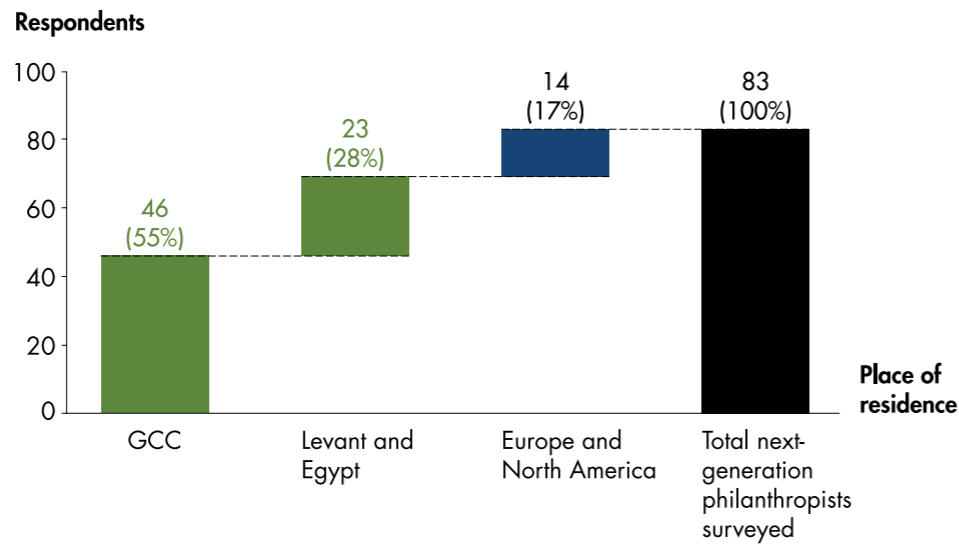
**EXHIBIT 4:  
TOTAL NEXT-GENERATION PHILANTHROPISTS SURVEYED  
BY EDUCATION LEVEL (2023-2024)**



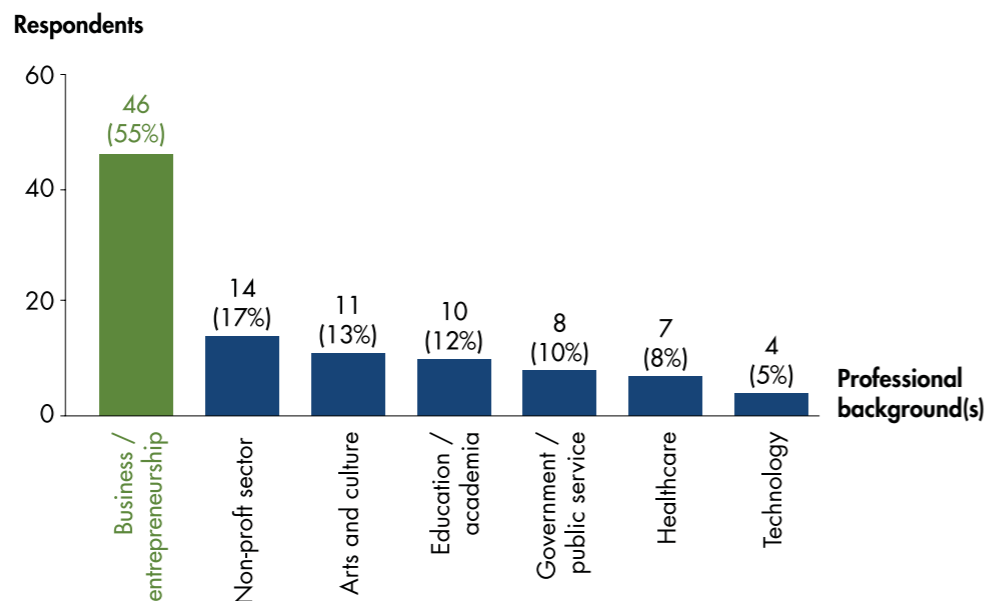
Our next-generation philanthropists predominantly hail from or are based in the Gulf Cooperation Council (GCC) countries, Levant and Egypt, and some are based in North America and Europe. The top three represented countries are: the United Arab Emirates (27%), the Kingdom of Saudi Arabia (24%), and Lebanon (22%).

Most of our next-generation givers (55%) have embarked on their philanthropic journeys with entrepreneurship and business backgrounds, and a smaller group (17%) have careers in the non-profit sector.

**EXHIBIT 5:  
TOTAL NEXT-GENERATION PHILANTHROPISTS SURVEYED  
RESIDING IN THE GCC, LEVANT AND EGYPT, AND EUROPE  
AND NORTH AMERICA (2023-2024)**



**EXHIBIT 6:  
TOTAL NEXT-GENERATION PHILANTHROPISTS SURVEYED  
BY PROFESSIONAL BACKGROUND (2023-2024)**

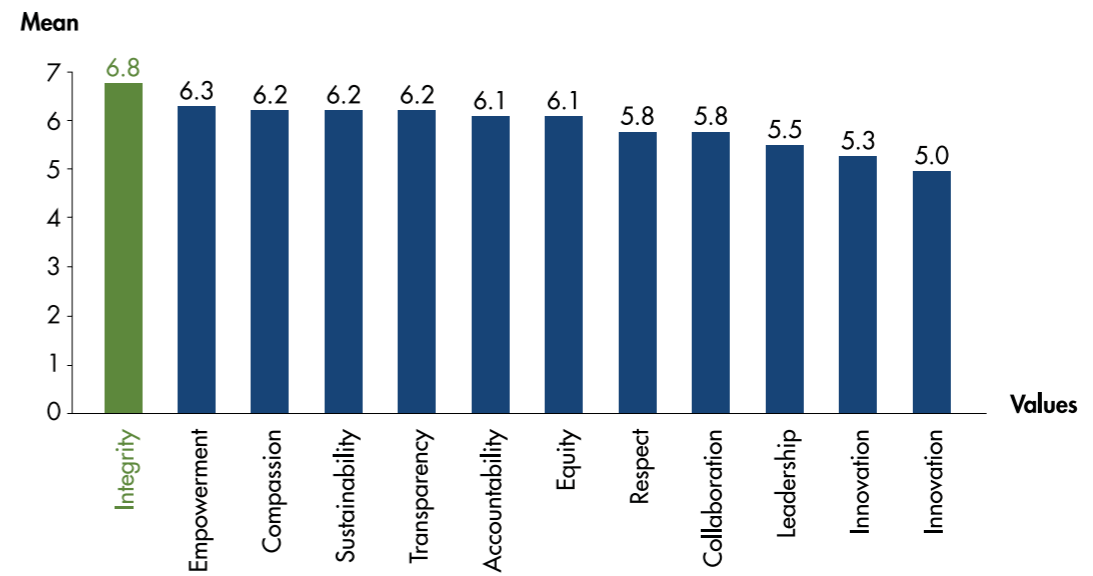


## KEY FINDINGS

### GIVING VALUES AND MOTIVATIONS

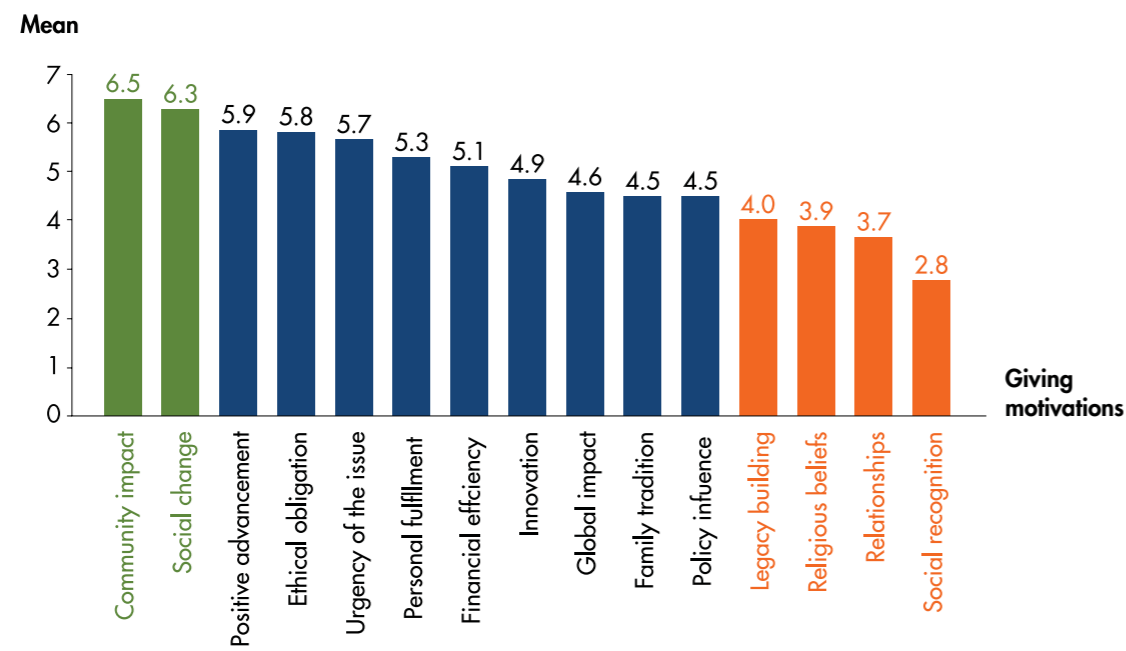
When asked to reflect on the belief system underpinning their philanthropic practices, our sample of next-generation philanthropists assigned a value of at least five out of seven to all the values and practices offered. Integrity received almost a perfect score, followed closely by empowerment, compassion, sustainability, and transparency.

**EXHIBIT 7:  
GIVING VALUES OF SURVEYED NEXT-GENERATION PHILANTHROPISTS ON  
A LIKERT SCALE OF 1-7 (2023-2024)**



Our next-generation givers are highly motivated to achieve community impact and social change, followed by advancing society, ethics, and urgency. Community need is the most influential factor for giving amongst our group of next-generation philanthropists. Family giving and cultural influence are the factors least affecting their philanthropy. The themes of responding to community needs and personally engaging in giving are further examined in this report.

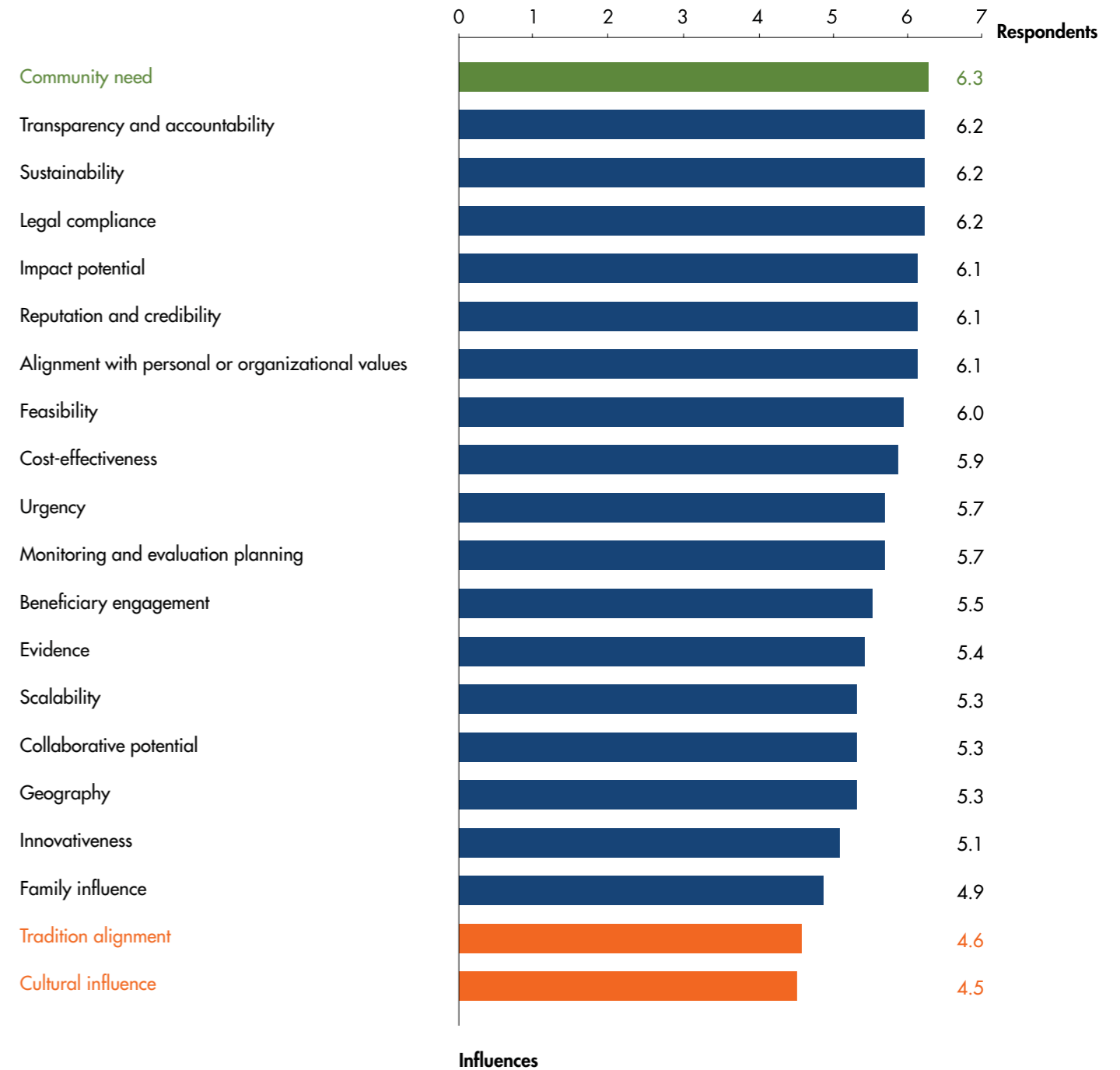
**EXHIBIT 8:  
GIVING MOTIVATIONS OF NEXT-GENERATION PHILANTHROPISTS  
SURVEYED ON A LIKERT SCALE OF 1-7 (2023-2024)**



Legacy building, religious beliefs, relationships, and social recognition are the lowest giving motivations amongst our respondents. However, when correlated against all giving motivations and influences, legacy building consistently stands out as the factor that correlates the most with other giving motivations.

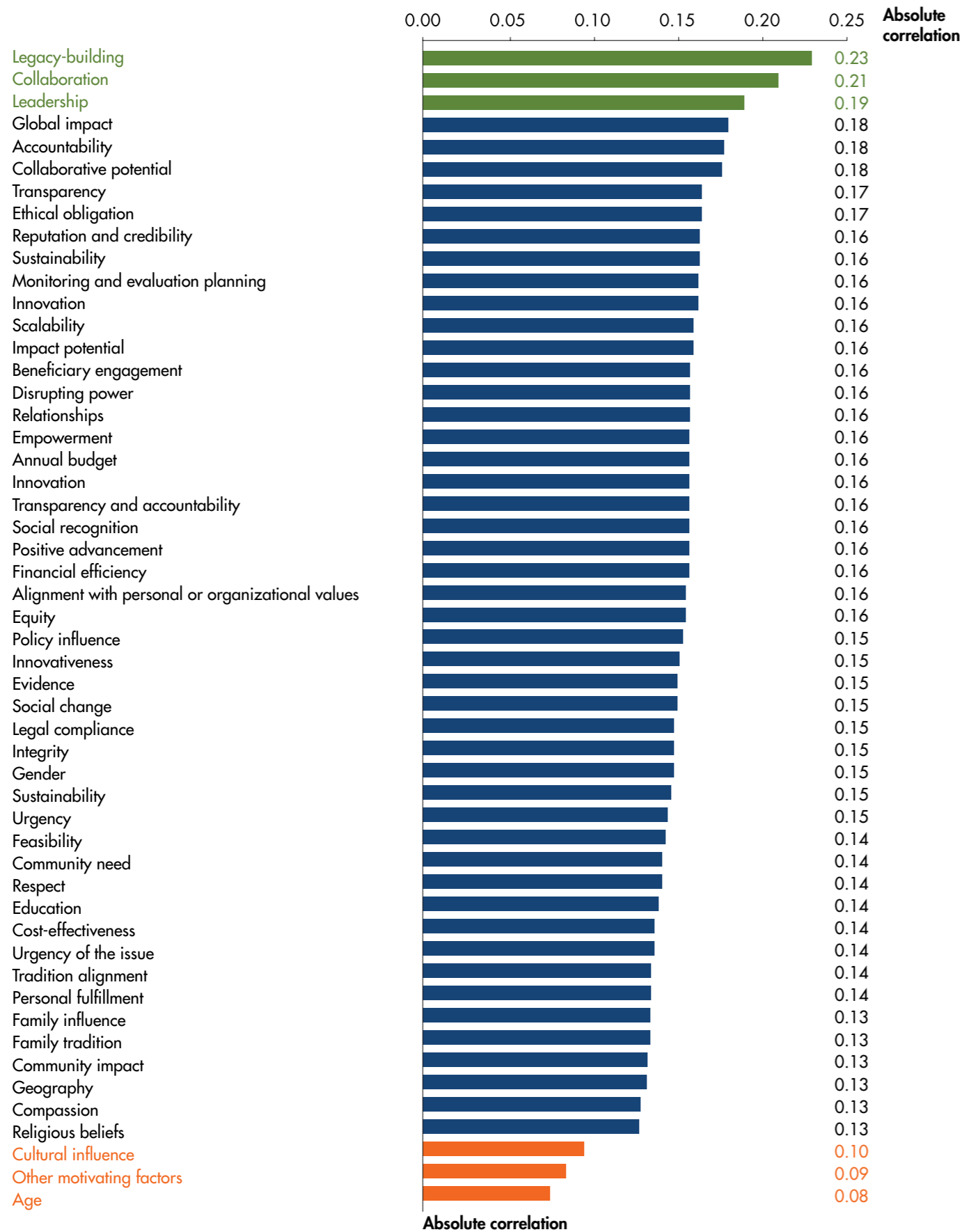
Our data reveals that family recognition, ethical obligation, relationship building, and legacy building are positively correlated as giving factors, suggesting that the presence of one is likely to indicate the presence of the others. Our analysis also shows that social change is positively associated with factors such as financial efficiency, global impact, and policy influence. Our assessment of giving influences demonstrates that family influence, cultural influence, and tradition are positively and strongly correlated.

**EXHIBIT 9:  
GIVING INFLUENCES OF SURVEYED NEXT-GENERATION PHILANTHROPISTS  
ON A LIKERT SCALE OF 1-7 (2023-2024)**

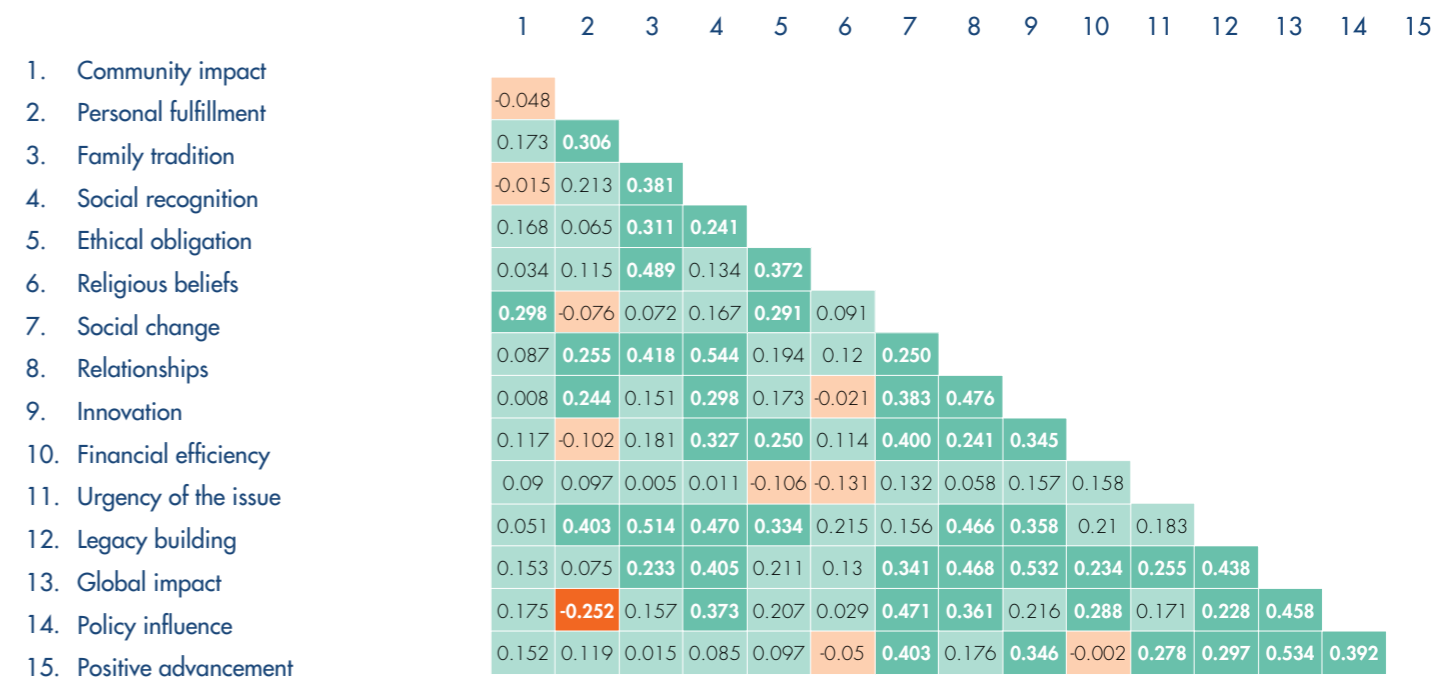




**EXHIBIT 10:  
AVERAGE ABSOLUTE CORRELATION OF ALL ATTITUDES TOWARDS GIVING**



**EXHIBIT 11:  
CORRELATION MATRIX FOR MOTIVATIONS TOWARDS GIVING**



**Legend**  
■ Positive significant relationships  
■ Negative significant relationships

Although religious beliefs scored low as a giving motivator in our sample, religious beliefs stand out as a central motivator that influences giving across various sectors. This absolute correlation suggests a complex relationship between the spiritual values and the giving choices of our next-generation participants.



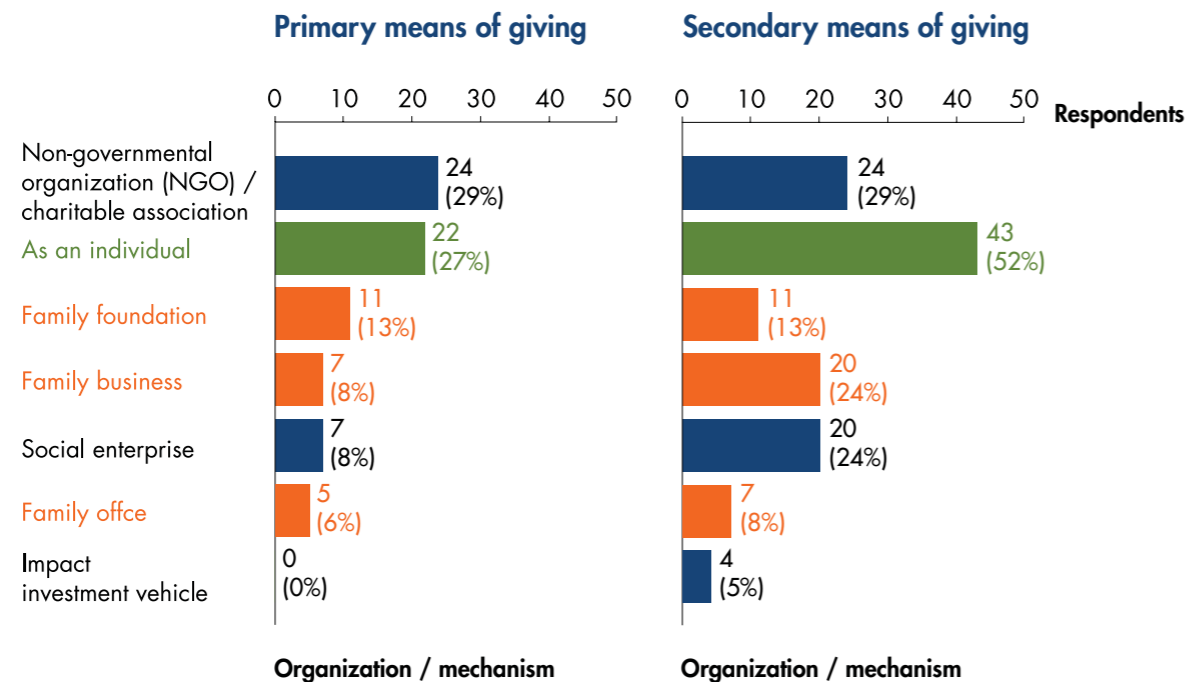
## GIVING STRATEGIES AND METHODS

Our research offers insights into the philanthropic methods and vehicles our next-generation philanthropists use to manage their giving.

### Individual versus family philanthropy

Giving is very personal and individually driven in this group. When asked to rank their preferred vehicles for giving, 80% shared that they engage in their philanthropy at an individual level (27% primary; 52% secondary). This is in sharp contrast to the anecdotal understanding that philanthropy in the region is largely driven by family foundations and family offices. Few of our next-generation philanthropists primarily or secondarily participate or leverage their family foundations (13% primary; 13% secondary). Even fewer primarily drive their impact through their family businesses (8%).

**EXHIBIT 13:  
PRIMARY AND SECONDARY MEANS THROUGH WHICH SURVEYED  
NEXT-GENERATION PHILANTHROPISTS MANAGE THEIR GIVING ACTIVITIES  
(2023-2024)**



However, almost 25% of our respondents leverage their family businesses and social enterprises as key secondary vehicles for giving. This possibly signals a diversification of giving strategies and a broadening of the philanthropic toolkit of our respondents. Nearly 30% use their non-profit organizations as their primary and secondary giving vehicles.

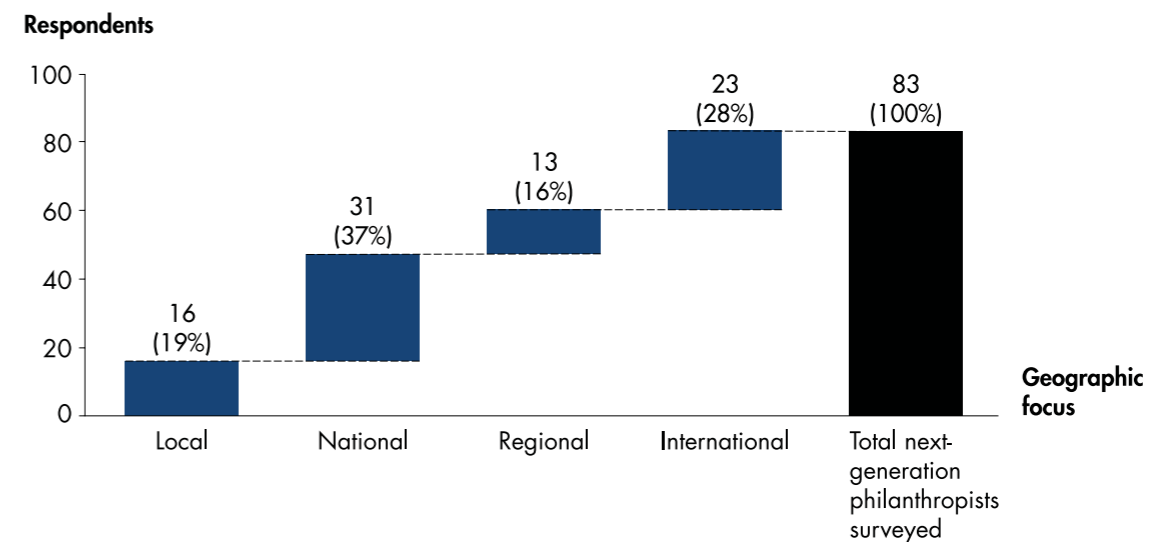
As shown in the section “Our sample in numbers,” these next-generation philanthropists frequently assume pivotal roles – either as founders, board members or executives – within their own philanthropic organizations. This positioning, in principle, grants them significant decision-making power and underscores their preference to manage their giving through a structure that is autonomous from a family institution.

As seen in the same section, many have professional backgrounds in business and entrepreneurship, possibly carrying over an individualized drive for change into their philanthropy.

### Geographic focus areas

While located in the Middle East, the next-generation philanthropists in our study do not place geographic constraints on their giving. Fewer than 20% focus on local giving, while almost 40% give nationally, and almost 30% support global causes.

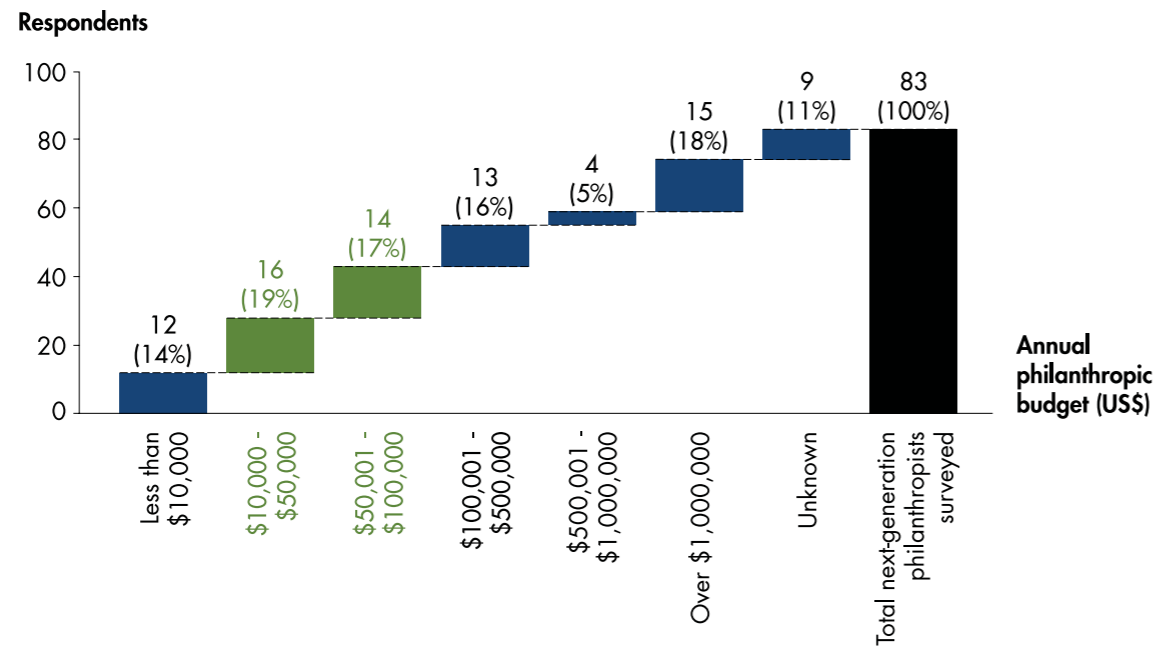
**EXHIBIT 14:  
GEOGRAPHIC FOCUS OF SURVEYED NEXT-GENERATION PHILANTHROPISTS  
(2023-2024)**



**Philanthropic budgets and financial contributions**

On average, our respondents dedicate US\$ 50,001-100,000 per year to their philanthropic activities. Over 10% give less than US\$ 10,000-50,000 and almost 20% give over US\$ 1,000,000 in annual budget and contributions.

**EXHIBIT 15:  
 ANNUAL BUDGETS DEDICATED TO PHILANTHROPY OF SURVEYED  
 NEXT-GENERATION PHILANTHROPISTS (2023-2024)**

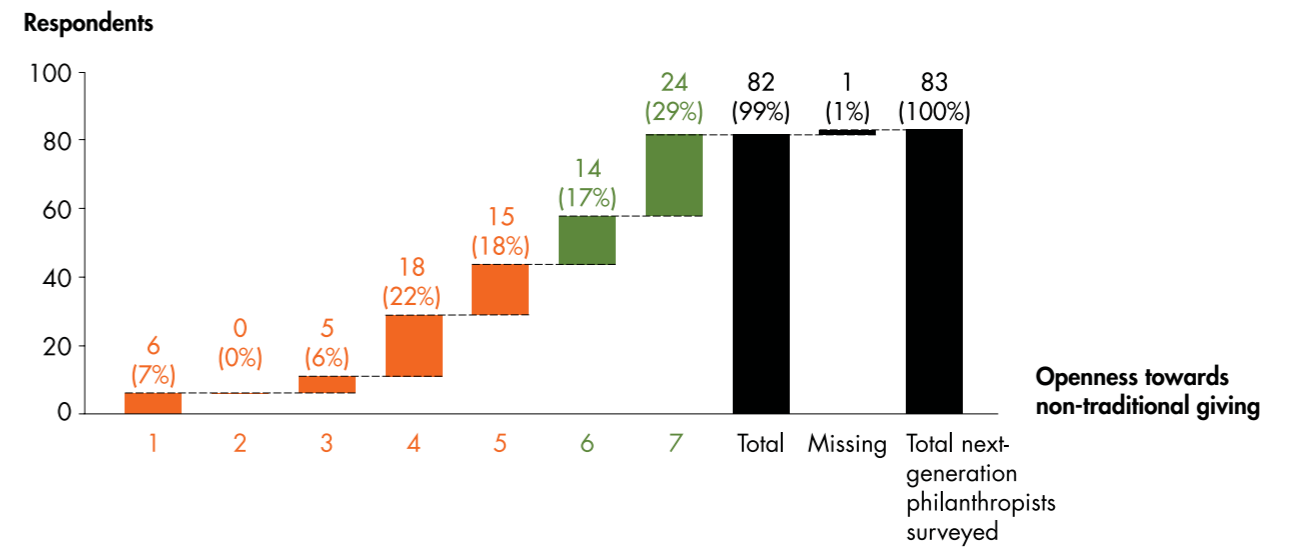


Higher giving budgets amongst our surveyed next-generation philanthropists correlate strongly with increased contributions towards education, healthcare, and initiatives benefiting women and girls. Next-generation respondents who manage their family philanthropy tend to have higher budgets to support their giving activities, possibly due to the pooling of family donations. Our correlation analysis also reveals that respondents with higher annual giving budgets are more likely to have a professional background in the non-profit sector.

**Traditional versus alternative giving methods**

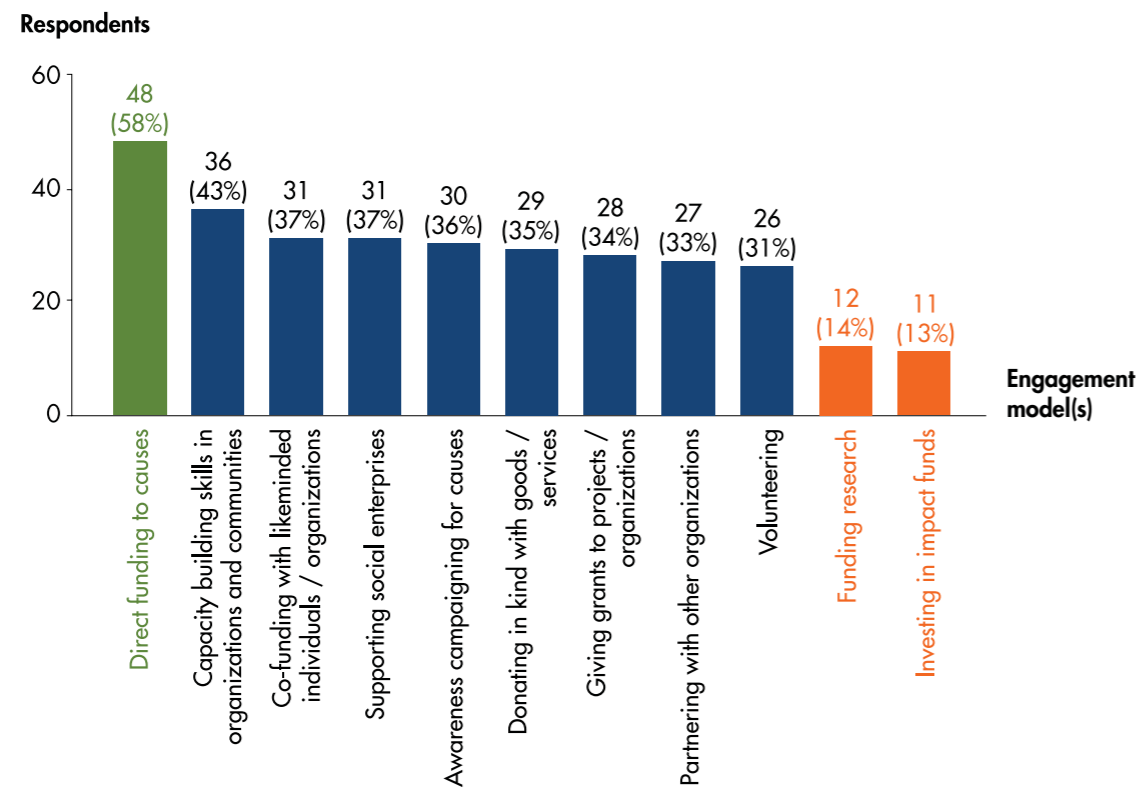
Over 45% of our next-generation philanthropists have a high degree of openness towards employing non-traditional giving methods, such as impact investing, microlending, and donor-advised funding. Over 50% prefer more traditional approaches. This data demonstrates an eagerness to explore diverse tools and strategies to amplify their impact.

**EXHIBIT 16:  
 OPENNESS TOWARDS NON-TRADITIONAL GIVING METHODS OF  
 SURVEYED NEXT-GENERATION PHILANTHROPISTS ON A LIKERT SCALE OF  
 1-7 (2023-2024)**



Nearly 60% of respondents believe that direct funding is the most effective giving strategy. Impact investing, despite receiving modest support overall (13%), correlates with an interest in engaging in non-traditional methods and co-funding initiatives with like-minded collaborators. This pattern suggests that philanthropists who are open to innovation are also more inclined to pool resources for greater effect. This is further explored in a dedicated subsection of this report.

**EXHIBIT 17:  
ENGAGEMENT MODELS VIEWED AS MOST EFFECTIVE BY SURVEYED  
NEXT-GENERATION PHILANTHROPISTS (2023-2024)**

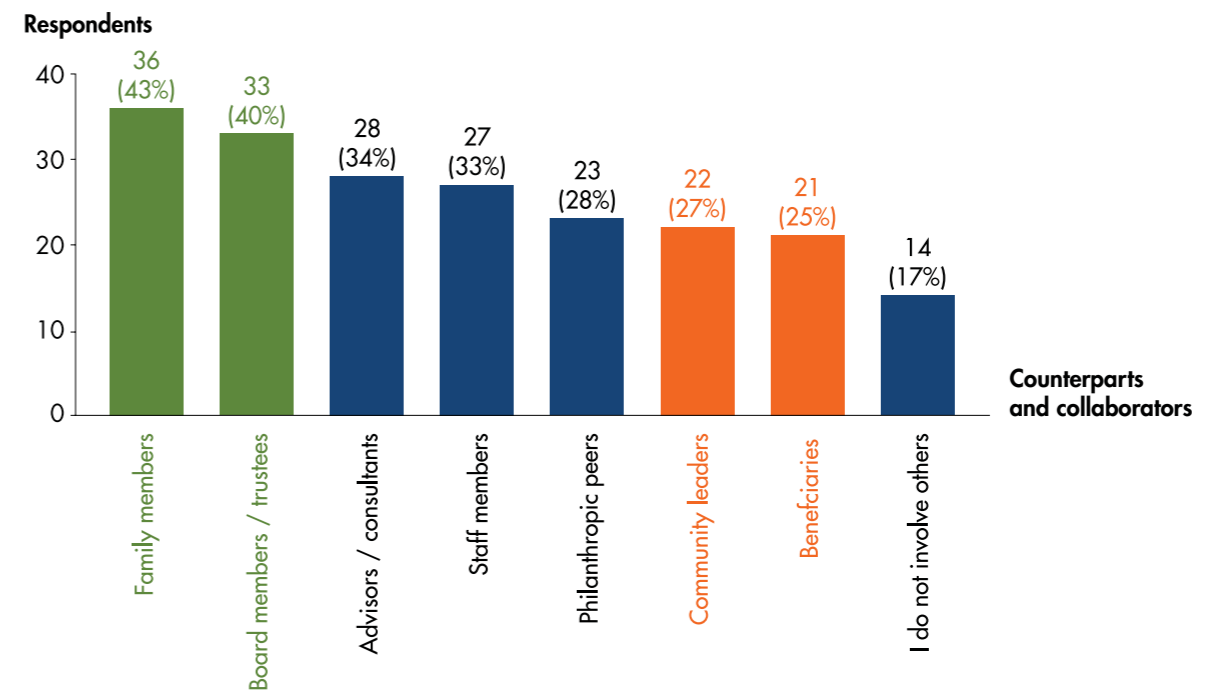


Over 40% of our respondents support capacity-building of local organizations and communities, and 35% donate gifts in kind, such as services, intellectual capital, and non-financial resources to communities and causes. However, funding research scored poorly with less than 15% identifying it as an effective giving method. A correlation analysis shows that those who support awareness campaigns recognize the effectiveness of funding research.

**Decision-making influences and sources of information**

Although our next-generation philanthropists value autonomy in their giving, and many are not giving through their family organizations or motivated to give because of family, family is still the highest decision-making influence factor (43%). Our correlation analysis reveals that the younger the philanthropist, the more they trust family when making giving decisions. Accordingly, the older the philanthropist, the less they trust family in decision making in their philanthropy.

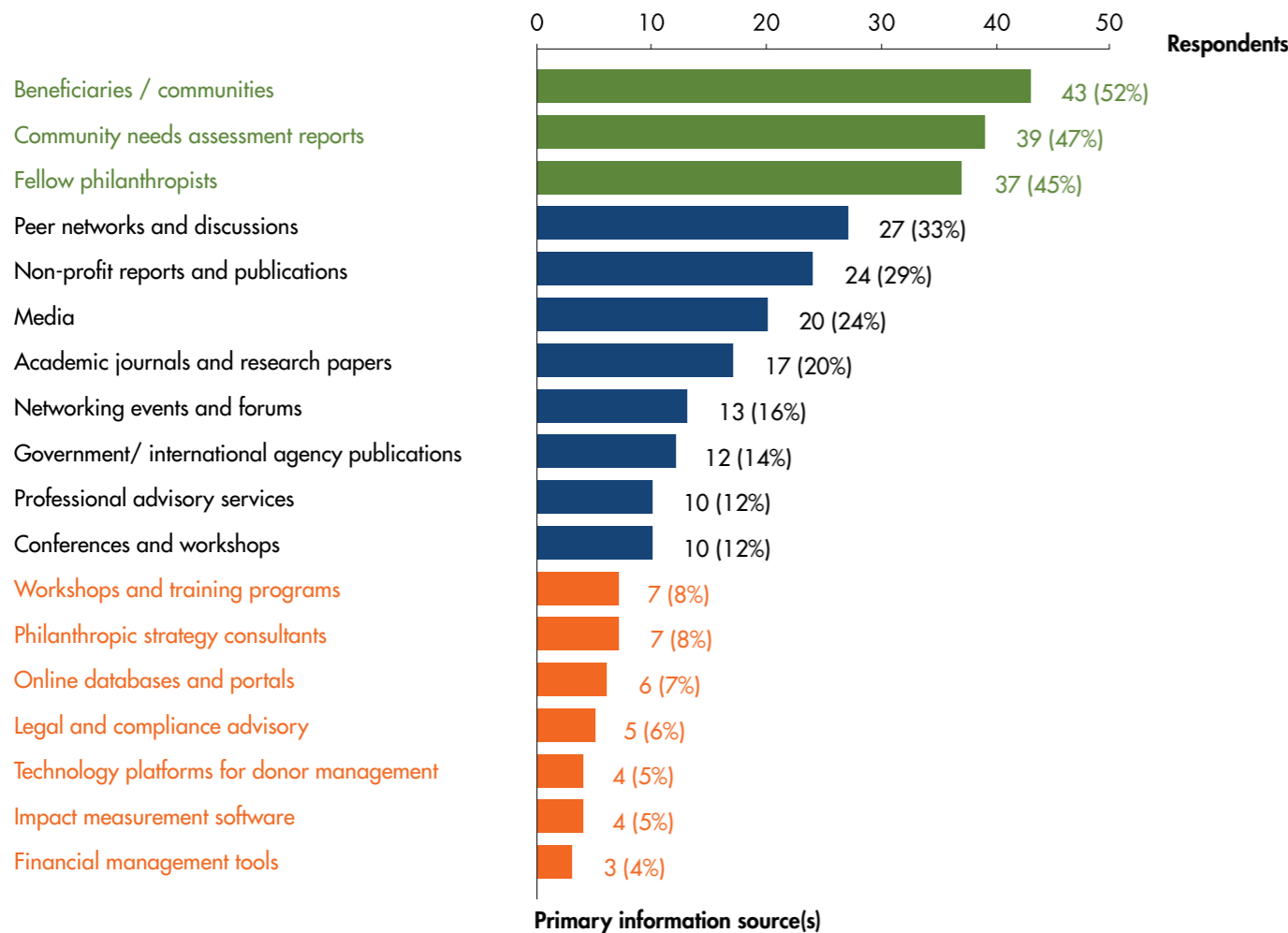
**EXHIBIT 18:  
INCLUSION OF OTHERS IN DECISION MAKING OF SURVEYED NEXT-  
GENERATION PHILANTHROPISTS (2023-2024)**



While our respondents are very driven by community need and are striving to give through direct funding, our data reveals that they consult community leaders (27%) and beneficiaries (25%) less than any other stakeholder. Our correlation analysis shows that those who rely on advisors for decision making in their giving also rely on community leaders and philanthropic peers.

However, when surveyed on their primary sources of information, our respondents largely rely on information from beneficiaries (52%), community needs reports (47%), and fellow philanthropists (45%). A correlation analysis also shows that next-generation philanthropists who trust academic research also tend to trust beneficiaries as primary information sources when making giving decisions.

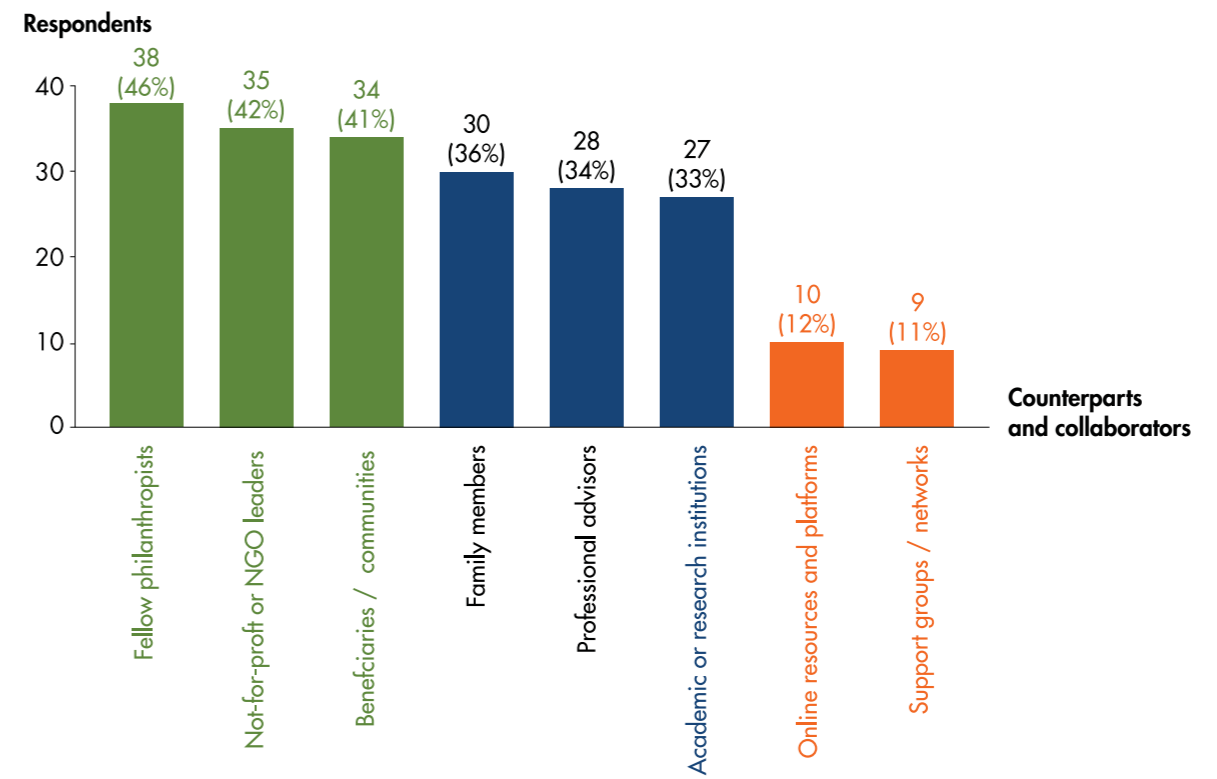
**EXHIBIT 19:  
PRIMARY SOURCES OF INFORMATION USED BY SURVEYED NEXT-GENERATION PHILANTHROPISTS (2023-2024)**



Most of our respondents do not rely on information from workshops, consultants and advisors, or platforms and tools. Our correlation analysis also suggests that those who trust online sources tend to rely on impact measurement software, online databases, and workshops as their primary sources of information.

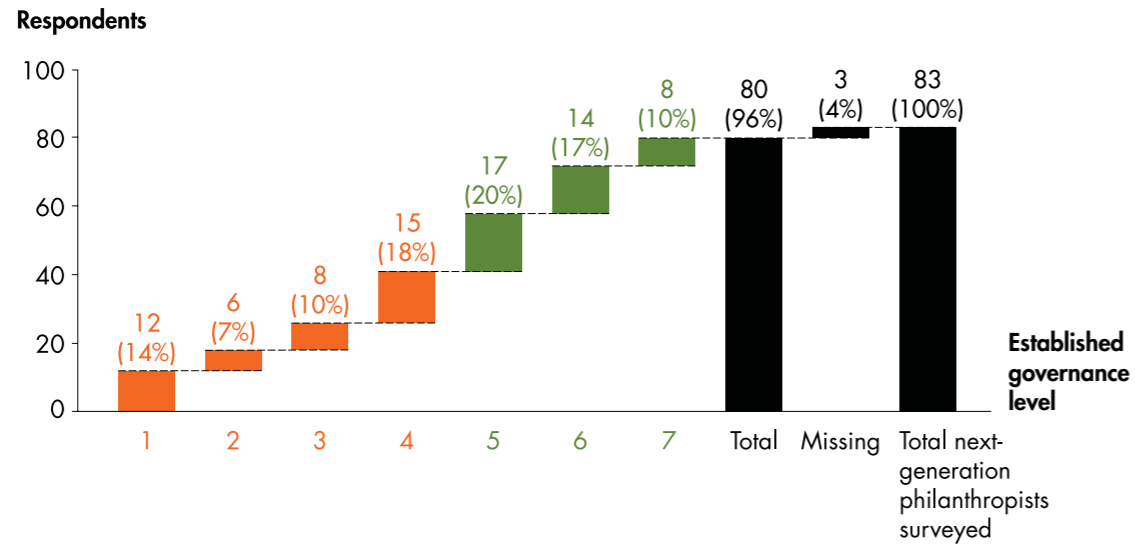
Our surveyed respondents trust fellow philanthropists (46%), NGO leaders (42%), and beneficiaries (41%), while online resources (12%) and support groups (11%) are trusted the least. Further correlation testing shows that those who trust online resources tend to not engage beneficiaries as their primary source of information.

**EXHIBIT 20:  
TRUST IN OTHERS WHEN MAKING DECISIONS FOR SURVEYED NEXT-GENERATION PHILANTHROPISTS (2023-2024)**

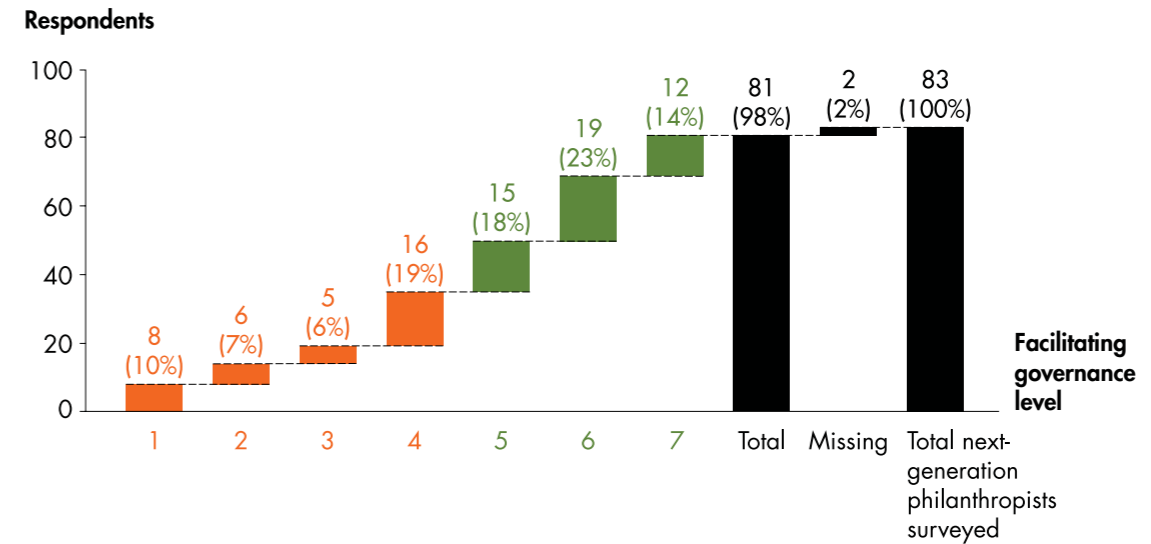


**Governance**

**EXHIBIT 21:  
LEVEL OF ESTABLISHED GOVERNANCE FRAMEWORKS OF SURVEYED NEXT-GENERATION PHILANTHROPISTS ON A LIKERT SCALE OF 1-7 (2023-2024)**



**EXHIBIT 22:  
DEGREE TO WHICH GOVERNANCE FACILITATES GIVING DECISION MAKING FOR SURVEYED NEXT-GENERATION PHILANTHROPISTS ON A LIKERT SCALE OF 1-7 (2023-2024)**

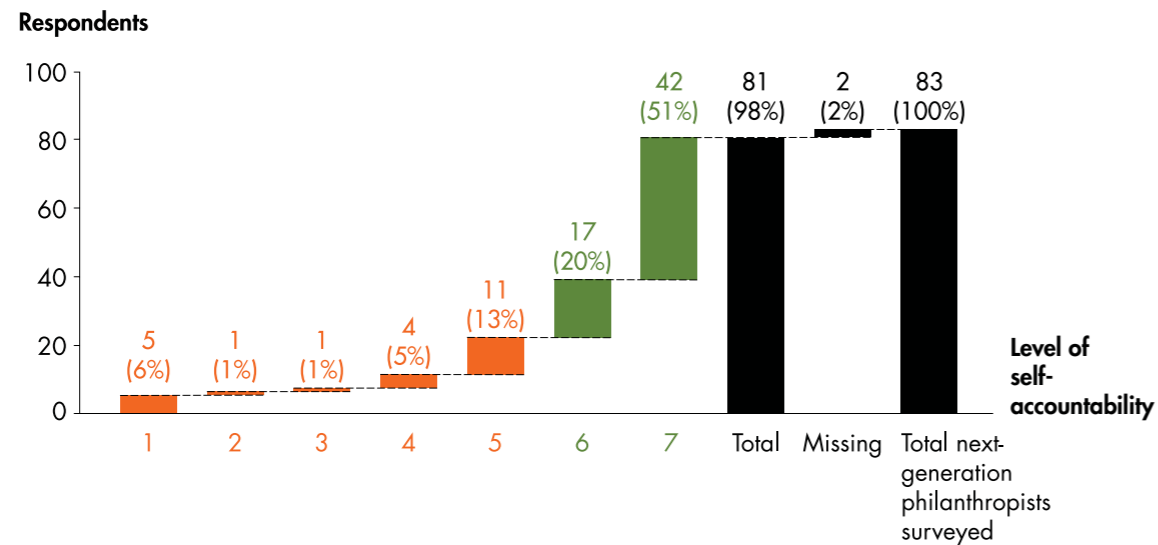


Although almost 50% of our next-generation philanthropists report having well-established governance frameworks for their giving, over 50% said their governance is less established. While 55% of our respondents self-assessed that their governance scored above the group mean, there is a self-awareness that more investments need to be made in governance systems for philanthropy to be more efficient and impactful.

**Accountability**

Next-generation philanthropists exhibit a strong commitment to self-accountability, with over 70% of our respondents self-reporting that they hold themselves accountable above the mean of our sample. Our correlation analysis also reveals that self-accountability is closely associated with several key factors: a higher annual philanthropic budget, reliance on the advice of trusted advisors, beneficiaries, and philanthropic peers, adherence to established governance structures, and notably, being a female philanthropist. Those who prioritize self-accountability also tend to believe their governance model is well-established. These relationships illuminate what accountability for effective and responsible philanthropy looks like for this group of givers.

**EXHIBIT 23:  
 DEGREE OF IMPORTANCE OF HOLDING SELF-ACCOUNTABILITY FOR  
 SURVEYED NEXT-GENERATION PHILANTHROPISTS ON A LIKERT SCALE OF  
 1-7 (2023-2024)**



**EXHIBIT 24:  
 CORRELATION MATRIX FOR ACCOUNTABILITY**

	1	2
1. How would you rate the importance of holding yourself accountable in your giving endeavors?		
2. How would you rate the importance of frequent reporting from beneficiaries?	0.525	
3. Age	0.012	0.109
4. Gender	-0.352	-0.319
5. Annual budget	0.292	0.367
6. Advisors / consultants	0.318	0.137
7. Beneficiaries	0.229	0.064
8. Board members / trustees	0.347	0.428
9. Philanthropic peers	0.293	0.117
10. I do not involve others	-0.407	-0.310
11. Academic or research institutions	0.128	0.112
12. Family members	-0.057	-0.072
13. Professional advisors	0.287	0.277
14. Academic journals and research papers	0.128	0.249
15. Beneficiaries / communities	0.419	0.137
16. Community needs assessment reports	0.231	0.121
17. Media	-0.083	-0.311
18. How well-established is the governance framework of your giving vehicle?	0.462	0.478
19. To what extent does your governance facilitate your giving decision-making?	0.334	0.477

**Legend**  
■ Positive significant relationships  
■ Negative significant relationships

Over 50% of our respondents believe that frequent reporting from beneficiaries is important. Our data reveals that those who do not involve others in their giving decision-making are less likely to hold themselves and their beneficiaries accountable.

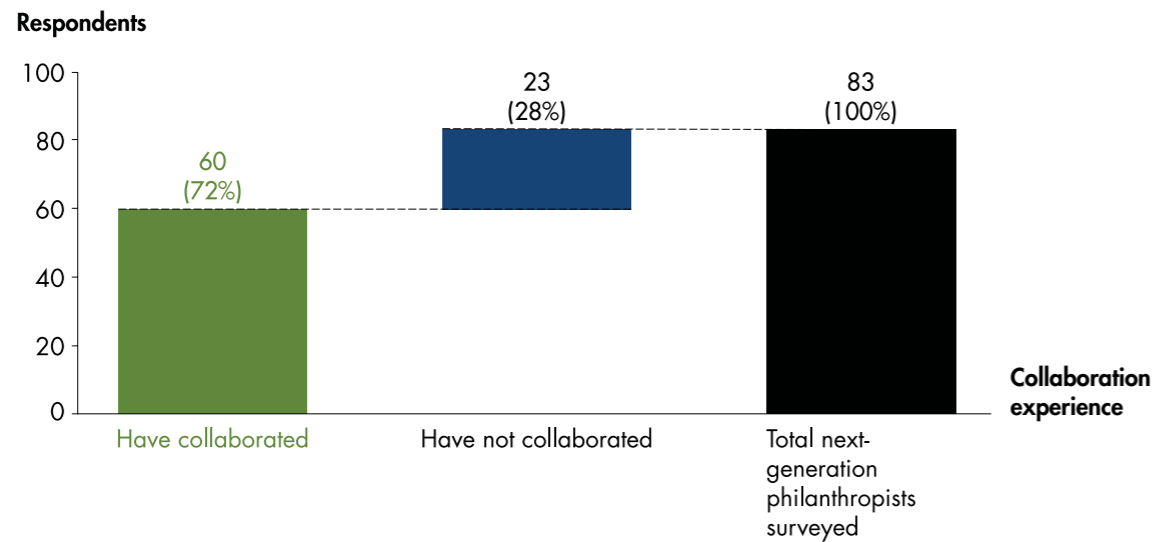


**Collaborations**

Despite showing less inclination towards traditional family-centered philanthropy, the next-generation givers we surveyed exhibit a notable openness to collaborating with their peers. Over 35% find co-funding with likeminded individuals to be very effective and almost 35% find partnering with other organizations to be an effective giving strategy.

This willingness to join forces underscores an appreciation for the enhanced impact that collective efforts can yield, particularly when tackling complex societal challenges. Nonetheless, our data reveals that a quarter of the surveyed philanthropists have not yet engaged in collaborative philanthropy, signaling an opportunity to further cultivate partnerships and cooperative initiatives within the philanthropic ecosystem.

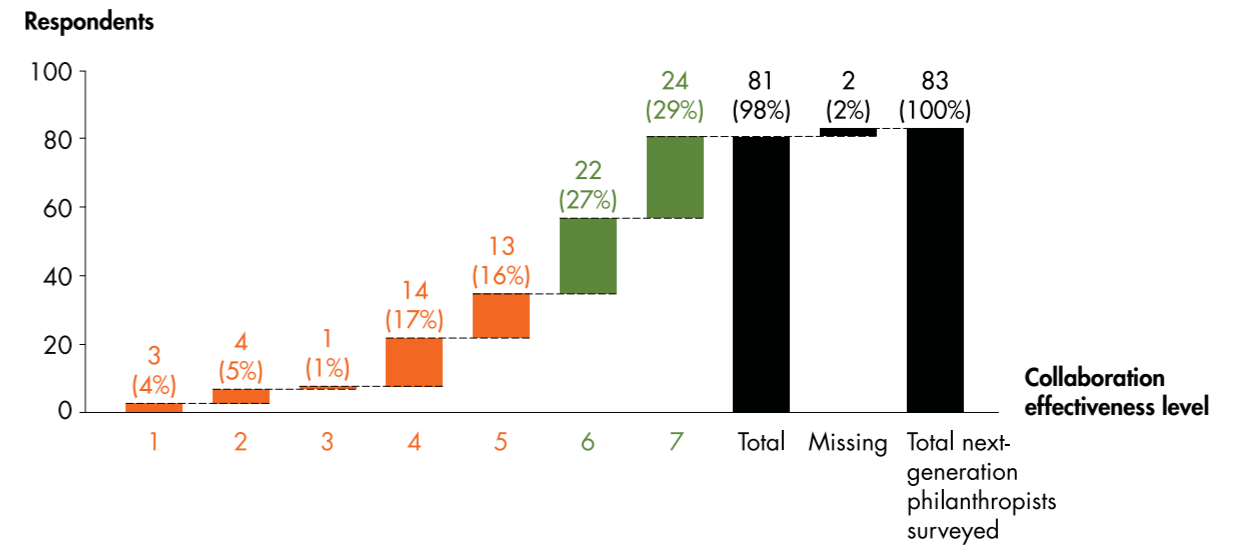
**EXHIBIT 25:  
 EXPERIENCE OF SURVEYED NEXT-GENERATION PHILANTHROPISTS IN  
 COLLABORATING WITH OTHER PHILANTHROPISTS (2023-2024)**



While the overall sentiment towards collaboration is positive (55%), with a high average (5/7) rating for its effectiveness, this enthusiasm is not universal. 42% of our respondents perceive collaboration with peers as less effective compared to the group average.

The acceptance of alternative giving methods notably aligns with previous collaborative experiences, particularly where such collaborations were viewed positively. This correlation suggests that exposure to and participation in collective philanthropic efforts may foster a greater openness to unconventional methods of giving.

**EXHIBIT 26:  
 EFFECTIVENESS OF COLLABORATING WITH OTHER PHILANTHROPISTS FOR  
 SURVEYED NEXT-GENERATION PHILANTHROPISTS ON A LIKERT SCALE OF  
 1-7 (2023-2024)**



## GIVING PRIORITIES

Our next-generation participants shared the sectors they are prioritizing in their giving and philanthropic endeavors.

### Education

Education is the top priority for our next-generation philanthropists, with over 65% of respondents giving to this sector. Of note, our analysis shows that a high commitment to accountability is highly correlated with a commitment to funding education. Furthermore, trust in family decision making correlates positively with giving to education. As presented earlier, next-generation philanthropists with higher annual giving budgets are more likely to support education. Also, respondents overseeing their family’s philanthropic endeavors are more inclined towards giving to education.

### Youth and children, and women and girls

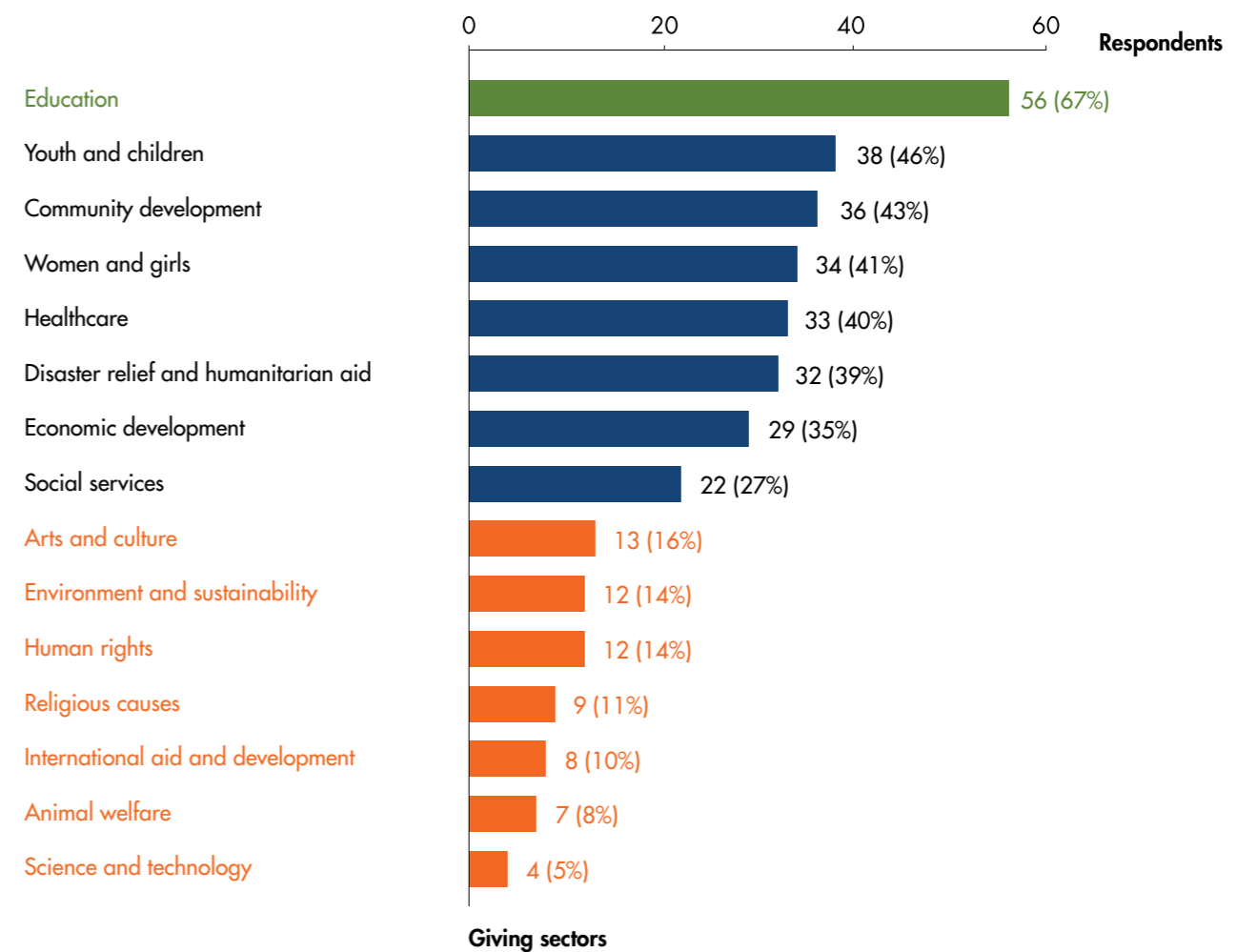
Female philanthropists in our next-generation sample show a distinctive pattern of giving to empower women and girls. This teaches us that boards and teams that do not have women members are markedly less likely to invest in women and girls, barricading funding to this group when boards are not diverse and inclusive.

Our research demonstrates that giving preferences towards youth and children are markedly influenced by family, cultural, and traditional values. Like education, next-generation philanthropists with higher annual giving budgets are more likely to support initiatives aimed at women and girls. Investments in women and girls are also closely associated with contributions towards youth and children, highlighting an integrated approach to empowering vulnerable populations. Our correlation analysis shows that next-generation philanthropists motivated by legacy building are less likely to give towards women and girls.

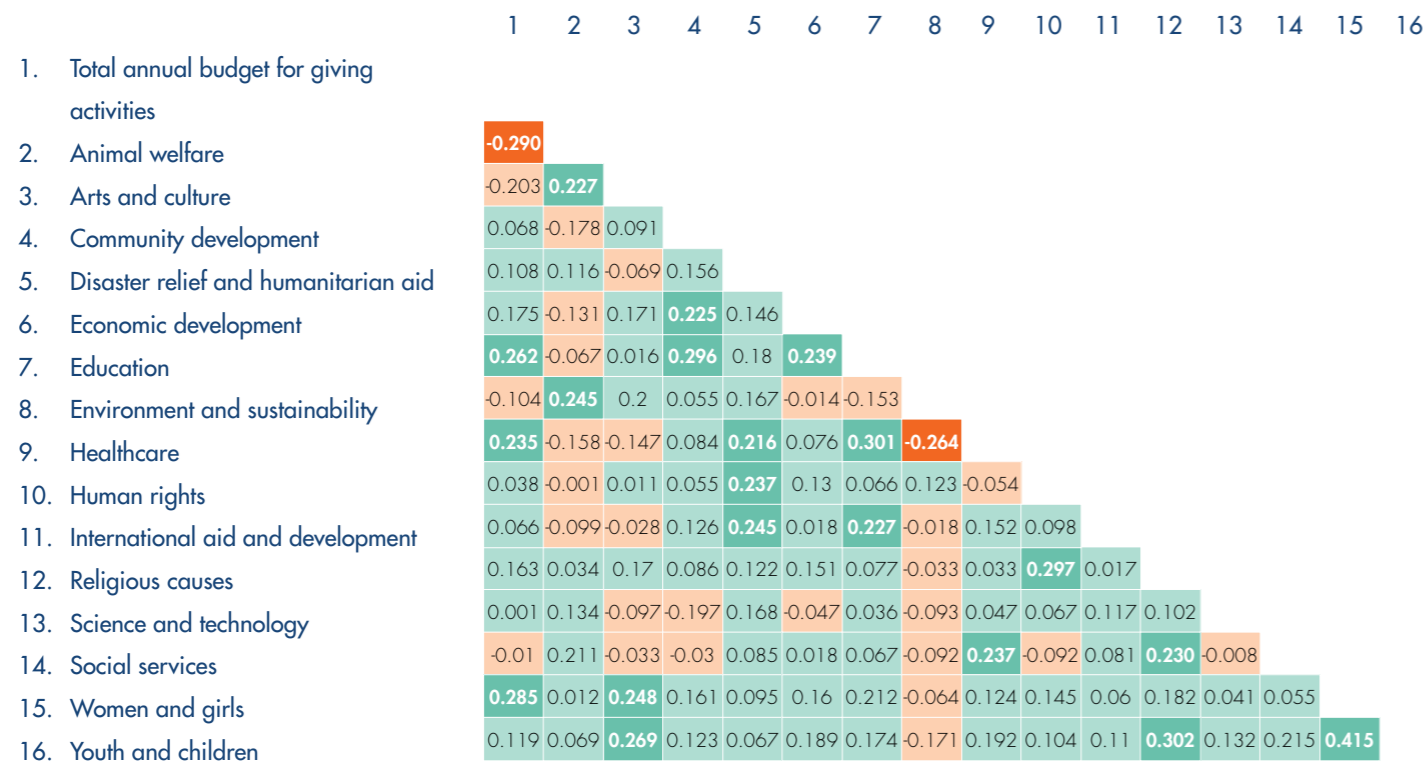
### De-prioritized sectors

Seven sectors do not receive funding or support from our respondents: culture, environment, human rights, religion, humanitarian aid, animal welfare, and science and technology. A correlation analysis shows that next-generation philanthropists with a background in arts and culture or non-profit sectors significantly boost interest in supporting culture. These underrepresented sectors indicate gaps in funding and support from the next-generation philanthropic community in the Middle East and could be opportunities for systems-based strategic philanthropy and innovation.

**EXHIBIT 27:  
GIVING SECTORS OF SURVEYED NEXT-GENERATION PHILANTHROPISTS (2023-2024)**



**EXHIBIT 28:  
CORRELATION MATRIX FOR GIVING SECTORS**

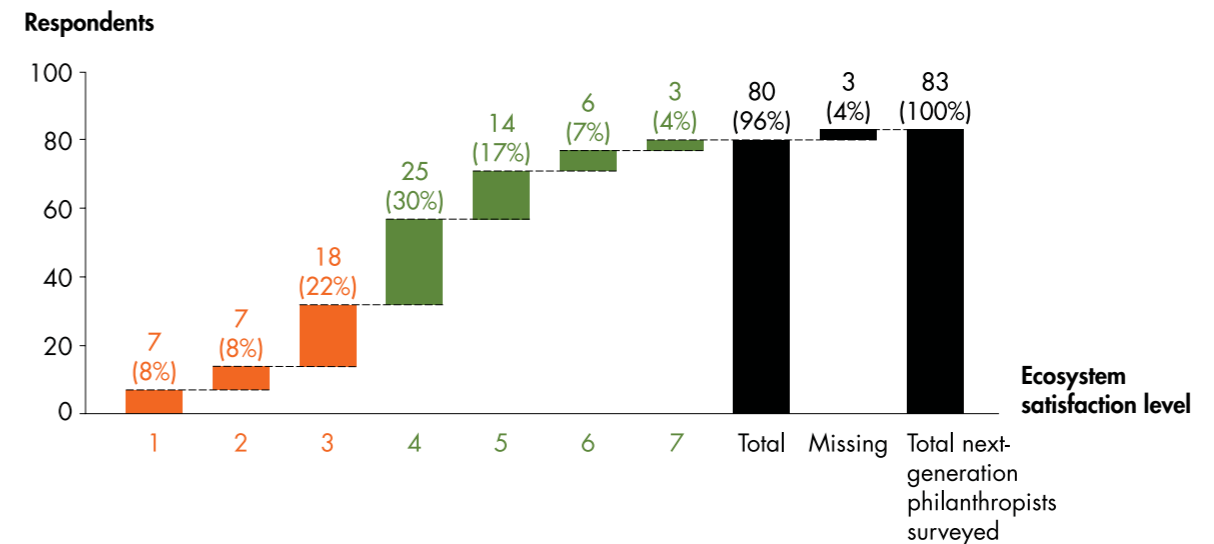


**Legend**  
■ Positive significant relationships  
■ Negative significant relationships

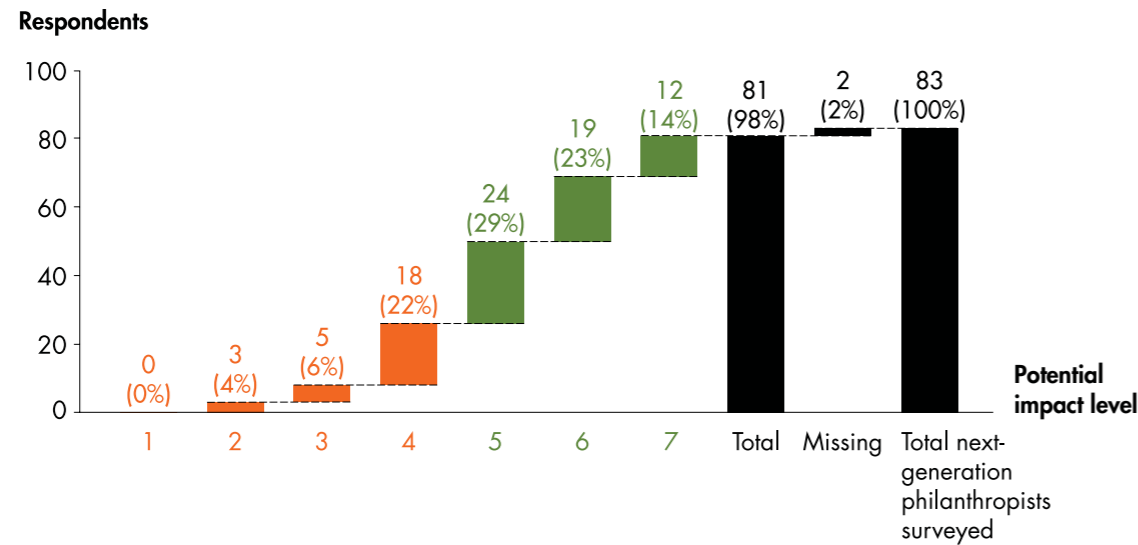
**Outlook on the region’s ecosystem and future of philanthropy**

Over 65% of our next-generation philanthropists expressed dissatisfaction with the support and ecosystem offering available to them. Additionally, despite a low mean, almost 40% of our respondents are less satisfied than the group average. While, over 65% of our next-generation givers have a positive perception of the impact of philanthropy in the Middle East over the next five years, over 30% of our respondents perceive that giving will be less impactful than the group mean. Individuals residing in GCC countries and those who emphasize local giving are more optimistic about the future impact of giving in the region. Those who reside in the Levant and Egypt are less likely to positively perceive the future impact of giving in the region.

**EXHIBIT 29:  
SATISFACTION WITH THE CURRENT ECOSYSTEM SUPPORT OF SURVEYED  
NEXT-GENERATION PHILANTHROPISTS ON A LIKERT SCALE OF 1-7  
(2023-2024)**



**EXHIBIT 30:  
 POTENTIAL FOR PHILANTHROPIC IMPACT IN THE REGION OVER THE  
 NEXT FIVE YEARS FOR SURVEYED NEXT-GENERATION PHILANTHROPISTS  
 ON A LIKERT SCALE OF 1-7 (2024)**



## CONCLUSION

Our sample of next generation philanthropists in the Middle East are thirsty for a more effective and dynamic philanthropic ecosystem, and their interests in individual philanthropy and innovative giving methods are opportunities for growth. Developing structured and accessible resources and platforms that are responsive to the needs and interests of these highly motivated next-generation givers is imperative if we are to unleash the power of this cohort. Building organizational capacity to increase accountability standards can help enable more ethical, transparent, and impactful giving across the Middle East and beyond. Tailoring these tools to the giving priorities and needs identified in this research – from direct funding to impact investing and trusted collaborative initiatives – can empower our next-generation givers to make more informed, impactful decisions.

Bridging the gaps between data, communities, funding, and decision making will change the course of philanthropy in the region. Enhancing mechanisms for direct community participation and evidence-centered decision making, as well as supporting the leadership growth and personal development of next-generation givers is critical. Bringing next-generation philanthropists closer to the communities they serve and fostering a regional philanthropic culture that encourages effective peer-based collaboration will help maximize impact. Family ventures that bring in the leadership, vision, and skill set of their next-generation will be able to establish newfound opportunities for impact and lasting positive change. Achieving this will build a more adaptable and resilient philanthropic sector that can address our contemporary challenges and complexities, while staying rooted in enduring values.

While our research has illuminated emerging trends and practices shaping next-generation philanthropy, it also underscores the necessity for ongoing inquiry to deepen our understanding and enhance the impact of giving in our region. The opportunities for further research are immense and relevant to today’s most urgent demands: better understanding the needs of next-generation givers; understanding how to increase the readiness of family institutions to bring in younger leaders; designing new governance and accountability frameworks to strengthen ethical engagement with community; and more. While our data taught us that research is not a giving priority for this cohort, we sincerely hope that this report, and others like it, will excite more next-generation funders to give back by enabling quality and authentic data for their peers and communities.

## ACKNOWLEDGEMENTS

We would like to express our gratitude to Dr. Ramzi Abou Ismail and Lynn Zovighian for conducting this research and for authoring this report. Our sincerest thanks go to Anissa Punjani for her support and expertise, and Rebecca Riccio for her thought leadership and guidance. We would also like to thank the Pearl Initiative and Zovighian Partnership teams, especially Sumaya Nair, Dima Toubaji, and Dahlia Bouri for their efforts.

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## ABOUT THE AUTHORS AND COLLABORATORS

### ABOUT THE PEARL INITIATIVE

The Pearl Initiative is the Gulf region's leading independent, non-profit organisation working to promote the business case for a corporate culture of accountability and transparency. The organisation was established in 2010 by regional business leaders in cooperation with the United Nations Office for Partnerships. The Pearl Initiative is the only private, non-profit Gulf business network to receive special consultative status from the United Nations Economic and Social Council. The Pearl Initiative runs a series of corporate governance-related programmes, including Anti-Corruption Best Practices, Diversity in Business Leadership, Governance in MSMEs, Governance in Family Firms, Governance in Tech, and Governance in Philanthropy. The organisation also conducts locally relevant research, hosts workshops and executive education training sessions, and convenes business leaders, policymakers, students, and non-profit executives to encourage a proactive approach to implementing best practices in the workplace across the Gulf region. With a growing network of over 40 regional and international partners, the Pearl Initiative continues to strive to be the leading business-led action-oriented platform to advance corporate governance as a key driver of competitiveness, job creation, and sustainable economic growth across the Gulf region.

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



## ABOUT CIRCLE

The Circle is a peer-to-peer network for institutional and individual donors connected to the Middle East looking to do more with their giving. The Circle network was established by and is jointly powered by the Pearl Initiative and Philanthropy Age. [www.circlemena.org](http://www.circlemena.org) provides specialist resources and content to support this network, inform and inspire better giving, and help deepen relationships and catalyse connections among members of the network. Users can register interest in joining the Circle network and community through the site and subscribe to the Circle newsletter. Membership to the Circle is free of cost, and benefits include access to exclusive workshops, roundtables, and networking opportunities, for members to share ideas, ask questions, and find new pathways to action. The network is a vibrant community where funders can learn, connect with peers, and explore synergies for collaboration. This past year, the Circle convened workshops on strategic philanthropy, impact investment, and measurement. Expert facilitators hosted these exclusive events from 21/64, the Mulago Foundation, and the Center for Effective Philanthropy, among others. The events featured a range of international keynote speakers, including Hadi Partovi, Founder of Code.org; Sara Ojeh, Ethos Philanthropy Founder and Director; and Shainoor Khoja, impact investment thought leader.

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



## ABOUT THE ZOVIGHIAN PARTNERSHIP

The Zovighian Partnership (ZP) is a family-owned social investment platform enabling public and private philanthropy and impact through community-led research, strategy and policy innovation, and governance. Since 2013, our team of researchers, data scientists, and data visualizers have been conducting community-centered research to help leaders make smart, safe, and ethical decisions to drive transformative impact in the Middle East. All commissioned research is based on participatory research and other community science frameworks. We utilize our own customized deeplisting methodologies to enable and safeguard strong community participation and self-determination to deliver meaningful and ethical data. In 2015, the Zovighian Public Office (ZPO), was established to serve communities facing crises and crimes of atrocity, such as crimes against humanity and crimes of war and genocide, in the Middle East and South Caucasus. We are dedicated to amplifying their voices through research, culture, advocacy, and diplomacy. All philanthropic commitments are funded by the Zovighian Partnership and the family shareholders.

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



