



# Amaly Legacy Impact Investing, Sustainability, and Philanthropy Majlis

## Three-day Summit

17 – 19 October 2025 | Dubai

From 17 to 19 October 2025, Pearl Initiative's *Governance in Philanthropy Programme* participated in the Impact Investing, Sustainability and Philanthropy Majlis, a three-day summit convened in Dubai by Amaly Legacy.

As part of the Majlis, the Programme co-hosted two sessions with Amaly Legacy:

- **Storytelling for Impact**, an interactive workshop for ultra-high-net-worth individuals (UHNWIs) and family offices on using storytelling as a tool for engagement, accountability, and collaboration.
- **Philanthropy Roundtable**, a high-level dialogue exploring how global philanthropy is structuring its own funding stack to accelerate social and climate solutions, featuring global institutions including Jane Goodall Institute, Shell Foundation, Ford Foundation, Equity Group Foundation, Saif Al Ghurair Foundation, Rockefeller Foundation's Energy Alliance, and others.

Both sessions positioned governance as a bridge between intention and impact, highlighting how transparency, accountability, and effective reporting enable philanthropy to reach its full potential.

### Key themes

#### 1. Governance as the Architecture of Collaboration

Participants highlighted that governance is most powerful when seen as a catalyst rather than a constraint. It provides the structure that enables trust, clarity, and shared purpose among partners. Effective governance connects financial capital, communities, and institutions into a coherent system of change. It should be understood as a living practice that strengthens relationships and accountability rather than as a static framework.

#### 2. Building Enabling Ecosystems

A recurring theme was the need to strengthen enabling environments where diverse actors can contribute to collective impact. Collaboration depends on clarity of roles and alignment around shared goals. Participants discussed moving from one-to-many models of giving toward many-to-one ecosystems where partnerships, rather than projects, drive transformation. They also noted that true collaboration requires acknowledging that change is not linear and that multiple stakeholders must contribute to interconnected layers of progress.

#### 3. Storytelling and the Power of Soft Capital

With traditional aid flows becoming less predictable, storytelling has emerged as a strategic approach to mobilising funding and sustaining trust. Effective storytelling helps shape collective understanding of impact, foster emotional engagement, and strengthen accountability. Participants



described narrative and relationship-building as essential forms of soft capital that underpin financial investment and social change.

#### 4. **Family Offices and Next Generation Leadership**

A generational transition is underway within many family offices, with next-generation leaders reshaping governance cultures to be more participatory and values-driven. They are favouring collaborative investment structures that combine financial sustainability with social outcomes and prefer to co-invest in proof-of-concept initiatives that create opportunities for partnership and shared ownership.

#### 5. **Catalytic Finance and Nature-Based Solutions**

The discussion on catalytic finance focused on how voluntary and compliance carbon credit markets are converging to create recurring and equitable sources of funding. Nature-based solutions were recognised as a key opportunity, with strong potential to generate both environmental and community benefits while derisking private investment. Participants stressed the importance of strengthening the investment case and ensuring that community stakeholders have a meaningful role in ownership and benefit sharing.

### **Practical takeaways for philanthropists and donors**

1. **Invest in enabling environments:** Build the policies, systems, and shared platforms that allow collaboration to flourish.
2. **Prioritise proof of concept:** Support initiatives that test and validate scalable ideas before expanding.
3. **Strengthen storytelling capacity:** Equip changemakers with the skills and tools to communicate impact effectively and authentically.
4. **Cultivate catalytic partnerships:** Blend grants, equity, and community finance to create sustainable funding pathways.
5. **Treat governance as culture:** Embed accountability and transparency as shared values across every partnership, not only as compliance measures.

### **Closing Reflection**

The Impact Majlis demonstrated that governance is the foundation that shapes how capital, community, and collaboration come together. When governance is practiced as a culture of trust and shared responsibility, it transforms philanthropy from transactional giving into collective and strategic partnership.

The Governance in Philanthropy Programme will continue to build on this momentum by strengthening relationships, deepening collaboration, and ensuring that giving in the Gulf region is guided by transparency, accountability, and a long-term vision for impact.