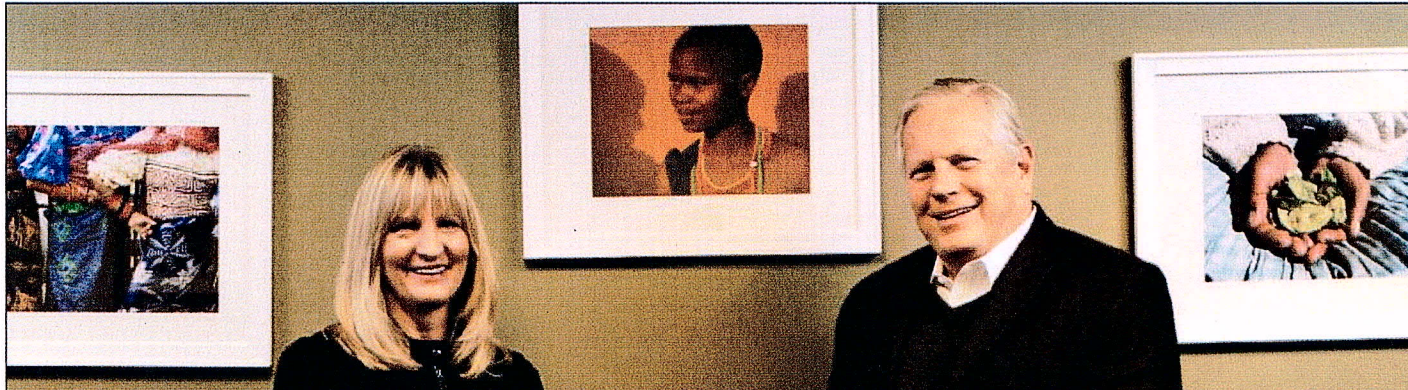


IN PERSON

QUESTIONS FOR | BILL AND PAULA CLAPP

CO-FOUNDERS, PRESIDENT AND VICE PRESIDENT, SEATTLE INTERNATIONAL FOUNDATION



BUSINESS JOURNAL PHOTO/Laurely Bolante

Bill and Paula Clapp are among Seattle's most distinguished philanthropic couples. While Paula is making news this week with a new program for local youths (see page 1), the couple has made it a personal mission to build the region into an international philanthropic hub. In 1994 they founded Global Partnerships, a microloan nonprofit serving parts of Latin America. Since then they've created the Seattle International Foundation and Global Washington, organizations that have strengthened Seattle's reputation in the global health and development sector. This week the Clapps discussed putting Seattle on the world's philanthropic map, leveraging existing charitable pipelines and what role businesses should have in global development.

WHAT SETS WASHINGTON'S PHILANTHROPIC COMMUNITY APART, AND HOW DO YOU WANT THE REGION'S INTERNATIONAL PUBLIC IMAGE TO TAKE SHAPE AS A GLOBAL HEALTH AND DEVELOPMENT LEADER OVER THE NEXT 10 YEARS?

PAULA: I think people (here) are creative, they're entrepreneurial, they appreciate what they have accumulated and they want to share part of what they've accomplished, either in time (or) resources, in advocacy for other groups.

BILL: That's my vision: that we lead the country in philanthropy, we become a true center of international development and thought leadership here.

IS MEASURING SUCCESS A CHALLENGE IN REACHING AND ACQUIRING NEW DONORS?

BILL: We all would like to see metrics, and I think we're more willing to take it on faith if it's right here at home and we can see it, as opposed to the sort of sense of despair that people get about the world. Is money making any difference? Is it a hopeless situation? Well, you know, it's hard to deflect whatever trajectory a country is on, but if you look at a life saved by a Pap smear, we've seen a lot of that. If you've seen a life saved or improved through microcredit or through health (care), those are real. They're statistics, but we can't accumulate them, you know, we can't say we've had a 6 percent change in the dynamics of a country because there

are too many other forces at play. But these are lives we're talking about. So our metric is making a difference in people's lives, and that's what it comes to. But I can see where people would say "What's the goal?"

YOU OFFER DONORS A CHANCE TO PAY THEIR OWN WAY ON TRIPS TWICE A YEAR TO SEE THE IMPACT OF THE MICROFINANCE WORK. HOW CRITICAL IS IT TO GET DONORS IN THE FIELD?

PAULA: It was a pivotal moment in our lives when we traveled to El Salvador 20 years ago and stood with a group of women who were getting their first loan. At that time it was probably \$25. And to hear what they'd endured during the war, and how they were raising their children and wanting to make a difference in their lives and communities was absolutely amazing. The women are still with me today. I can still feel that camaraderie and that acceptance of being with them and hearing their stories. One woman lived in a ditch, and she fed her kids grass soup, and she was praying for help. And she had a tarp over the ditch. One day a church group drove by and noticed her, talked to her, and they gave her a piece of corrugated tin, and she said, "Isn't God good to me?"

BILL: Another one who really stuck with me out of that (visit) was a woman who said, "Nobody's ever asked me my opinion" — in life! I mean, how would you like to be your age and nobody's ever

asked you your opinion? ... If we could get everybody down there — and you talk about how to move the needle — if we could get everybody down there, we could change the world.

WHAT IS THE LATEST WITH THE SEATTLE INTERNATIONAL FOUNDATION?

BILL: One of our missions is to increase international philanthropy awareness in the Northwest. So while we've got a lot of good programs, we've also got to concentrate on helping philanthropists understand the value of being able to have their dollars do a lot of good work overseas — and not being afraid of investing overseas. Especially since there's an awful lot of good programs here.

ANY MAJOR RECENT CHANGES FOR ANY OF YOUR ORGANIZATIONS, OR PLANNED FOR 2012?

BILL: Global Partnerships is branching out on an expansion on the microcredit (work) that we're doing by adding new product lines, if you will, using the network we have throughout Latin America. (We're using) the microcredit circuitry to take health care down to people through that process, or agricultural assistance. So Global Partnerships is kind of evolving from building this giant network throughout Latin America of microcredit organizations to trying to figure out what other products can be taken down that pipeline, if you will. At a very reasonable and sustainable cost.

—Interview conducted and condensed by VALERIE BAUMAN

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