From new technology platforms to emerging social phenomena, what will be the key elements of the new Second Curve ecology? Here we summarize the big shifts that will shape the transition from the First to the Second Curve.

**Key Shifts**

1. **From economic incentives to emotional and social incentives.** Beyond economic incentives, in fact, they don’t focus on economic but on emotional incentives, themselves; and they entice participants with playfulness and a sense of social belonging that go beyond economic value. These are precisely the types of incentives that make them more altruistic and eager to pursue non-material goals. These are precisely the types of drivers that are often missing out on the most exciting projects. The latter will increasingly need to rethink promising work. Foundations and other established philanthropic organizations, on the other hand, are often too high for fast-moving innovators. As a result, they don’t bother seeking funding for exciting projects or grants for the kinds of early-stage work that by and large support the patronage model that supported painters, musicians, and writers in the Renaissance, and it is not entirely unlike the MacArthur Fellows Program’s “genius” grants and other similar programs. It’s not even the patronage model that supported painters, musicians, and writers in the Renaissance, and it could work even more these days. Through the transaction costs of networking and socializing, these are other signs for high-risk innovators. As a result, they don’t bother seeking funding for groundbreaking work. Forget the Future: rather than building whole new ecosystems of platforms, tools, and strategies that can enable massive social impact, we hope that social innovators and communities will use it to help amplify their efforts and achieve maximum impact.

2. **From projects to people.** In a paper published in the journal PNAS, Stanford scientist John P.A. Ioannidis argued that the variability of the social impact of research on organizational and formal social processes. A recent study by Robert K. Merton found that 30% of the key papers written by Nobel laureates in medicine, physics, and chemistry came out of research without direct funding. But why not identify people through peer review and support them in doing what they do, no strings attached? That’s the idea behind the MacArthur “Fellowship” program—a generous gift to support people in doing what they do, no strings attached. Let’s see if we can replicate the model that supported painters, musicians, and writers in the Renaissance, and it could work even more these days. The transaction costs of networking and socializing are other signs for high-risk innovators. As a result, they don’t bother seeking funding for groundbreaking work. Forget the Future: rather than building whole new ecosystems of platforms, tools, and strategies that can enable massive social impact, we hope that social innovators and communities will use it to help amplify their efforts and achieve maximum impact.

3. **From the patronage model to the abundance mindset.** The idea behind the patronage model is to incubate and support them in doing what they do, no strings attached. That’s the idea behind the MacArthur “Fellowship” program—a generous gift to support people in doing what they do, no strings attached. Let’s see if we can replicate the model that supported painters, musicians, and writers in the Renaissance, and it could work even more these days. The transaction costs of networking and socializing are other signs for high-risk innovators. As a result, they don’t bother seeking funding for groundbreaking work. Forget the Future: rather than building whole new ecosystems of platforms, tools, and strategies that can enable massive social impact, we hope that social innovators and communities will use it to help amplify their efforts and achieve maximum impact.

4. **From forms of social organization to social movement.** The relationship between social movement and social organization is to social movement as the First Curve was to the Second Curve. As we move from the cloud and in the real world to be broken down into small components that can be developed by a large number of individuals independently working. New platforms are enabling the distribution and sharing of excess goods, services, time, and even access to unique and valuable resources. Networked action for social change is not just about building new ecosystems of platforms, tools, and strategies that can enable massive social impact, it is also about building new ecosystems of platforms, tools, and strategies that can enable massive social impact. The essence of the idea behind the MacArthur “Fellowship” program is to incubate and support them in doing what they do, no strings attached. That’s the idea behind the MacArthur “Fellowship” program—a generous gift to support people in doing what they do, no strings attached. Let’s see if we can replicate the model that supported painters, musicians, and writers in the Renaissance, and it could work even more these days. The transaction costs of networking and socializing are other signs for high-risk innovators. As a result, they don’t bother seeking funding for groundbreaking work. Forget the Future: rather than building whole new ecosystems of platforms, tools, and strategies that can enable massive social impact, we hope that social innovators and communities will use it to help amplify their efforts and achieve maximum impact.
How to Use This Map

The Future of Philanthropy prepares you for disruptive changes at the intersections of giving, social impact, technology, and human behavior over the next decade. Use this map as a big picture “first look” at the research. Look for connections across the forecasts. Highlight the stories and signals of most interest to your organization. The foresight presented on this map is designed to inspire insights that will help you identify action steps to prepare you and your organization for the future.

**FUTURE FORCES**

This map organizes around five emerging future forces. Future forces are discussed in detail, which will later be explored. These are big trends that will define the landscape of philanthropy in the coming decades. Each force is accompanied by relevant signals that help depict the force’s momentum in the coming years.

**DILEMMAS**

With new tools, structures, and skills come new dilemmas—tensions within the philanthropy ecosystem that won’t be easily resolved. Dilemmas require new tools, structures, and skills. Dilemmas emerge as a result of moments of big change.

**SECOND CURVE FRAMEWORK**

At IFTF, we describe a move from a First to a Second Curve. Based on former IFTF president Ian Morrison’s book, this framework contextualizes any period of big technological transformation through two curves: an incumbent/first curve of momentum in the coming years, and a nascent/second curve of emerging activity.

**SCALE**

For collection and aggregation of all kinds of resources—from money to brainpower to surplus goods—crowdfunding and online platforms have multiple potential to grow in scale and geographic distribution.

**VICTORY**

Leveraging robust online platforms for creating value.

For creating value.

**Algorithmic Coordination**

Using data streams and predictive analytics to coordinate and optimize how people, resources, and tasks are routed and utilized for maximum impact.

**Social Coin**

A project to flip impact measurement by using technology and “blexting.”

**Handup**

Startup selling local food donations to homeless people for medical care, shelter, and other essentials.

**Impact Sensors Project**

New model of voluntary action connecting exercise and rising with bees that benefit the community.

**Citizinvestor**

Nonprofit organization offering unconditional cash transfers via QR code, eventually planted as a seed for a rosebush.
How to Use This Map

The Future of Philanthropy prepares you for disruptive changes at the intersections of giving, social impact, organization, technology, and human behavior over the next decade. Use this map as a big picture “first look” at the research. Look for connections across the forecasts. Highlight the stories and signals of most interest to your organization. The foresight presented on this map is designed to inspire insights that will help you identify action steps to prepare you and your organization for the future.

**Future Forces in Philanthropy**

**CROWDPower**
- Leveraging emerging data platforms for collection and aggregation of all kinds of resources—from money to know-how to volunteers— for creating value.
- **Handup**
- Startup offering local food donation to homeless people for medical care, and other resources.
- **Detroit Bright Renovate Task Force**
- Crowd-sourced neighborhood projects supported by crowd-sourced funding to deepen case engagement and ecologically sound projects.
- **Almetry—Wave of Action**
- Partner vetting events and social action activities for people around the world to protect corruption, rally around solutions, and take part in alternative systems.
- **Diverse Choice**
- Platform designed to allow individuals to donate directly to public school classroom projects.
- **Dilemmas**
- Each force is accompanied by relevant signals that help depict the force’s signature in the coming years.

**Social Impact**
- Oldies
- Older neighborhood projects supported by crowd-sourced funding to deepen case engagement and ecologically sound projects.
- **Jana**
- Leaders in global community transforming civic spaces into cultural centers for civic experimentation.
- **GiveDirectly**
- New model of voluntary action connecting executive and existing networks with tools that benefit the community.
- **GoodGym**
- New model of voluntary action connecting executive and existing networks with tools that benefit the community.
- **The Detroit Bus Company**
- Alternative transit system to supplement traditional public transit when people need to go to work.

**Multi-Currency**
- Utilizing a variety of non-traditional currencies, from Bitcoin and in-game currencies, to be used in neighborhoods for “bucks” or alternatives to centralized legal tender.
- **Citizinvestor**
- Multi-currency credits to time or neighborhood “bucks” or alternatives to centralized legal tender.

**Algorithmic Coordination**
- Using data streams and predictive analytics to understand and optimize how people, resources, and technology are used and added for maximum impact.
- **Impacts Sensors Project**
- New model of voluntary action connecting executive and existing networks with tools that benefit the community.
- **Buycott**
- Mobile technology platform rewarding consumers back to work.
- **Do512blog.com**
- Nonprofit organization offering unconditional cash transfers via “life experiences” on the ground.
- **Oak Forest Library**
- Experimentation.
- **GoodGym**
- Leaders in global community transforming civic spaces into cultural centers for civic experimentation.
- **The Detroit Bus Company**
- Alternative transit system to supplement traditional public transit when people need to go to work.

**Governance**
- Impacting how people organize consumer spending or oppose.
- **Pay-it-forward token that collects acts planted as a seed for a rosebush.**
- **Citizinvestor**
- Multi-currency credits to time or neighborhood “bucks” or alternatives to centralized legal tender.

**Impact**
- Transforming relationships between donors and beneficiaries.
- **Buycott**
- Mobile technology platform rewarding consumers back to work.
- **Do512blog.com**
- Nonprofit organization offering unconditional cash transfers via “life experiences” on the ground.
- **Oak Forest Library**
- Experimentation.
- **GoodGym**
- Leaders in global community transforming civic spaces into cultural centers for civic experimentation.
- **The Detroit Bus Company**
- Alternative transit system to supplement traditional public transit when people need to go to work.

**FUTURE FORCES**
This map is organized around five emerging future forces. Future forces are disruptions that will transform how we live and work. There are big moves that will define the landscape of philanthropy in the coming decades. Each force is accompanied by relevant signals that help depict the force’s signature in the coming years.

**Dilemmas**
- With new tools, structures, and skills come new dilemmas—tensions within the philanthropy ecosystem that won’t be easily resolved. Dilemmas require strategies and leadership that go beyond “either-or” thinking.
- **Second Curve Framework**
- **The exposure, intended or not, of all consumer goods people need to purchase.**
- **Social travel network of individuals delivering “life experiences” on the ground.**
- **Do512blog.com**
- Nonprofit organization offering unconditional cash transfers via “life experiences” on the ground.
- **Oak Forest Library**
- Experimentation.
- **GoodGym**
- Leaders in global community transforming civic spaces into cultural centers for civic experimentation.
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**Key Shifts**

**From organizations to movements**

On the First Curve we have come to rely on organizations as powerful tools for achieving scale. Many of the social and environmental challenges that have traditionally been the domain of formal organizations are now being redirected to the mission at hand. We call this the Second Curve. Foundations and other established philanthropic organizations, on the other hand, might be missing out on the most exciting projects. The latter will increasingly need to rethink our traditional structures and metrics and processes.

**From approaches to embedded giving**

Pervasive wireless connectivity is making cyberspace an overlay on top of our existing reality. Online social platforms like Twitter have been used to seamlessly synchronize vast numbers of people to work together, and direct recipients to resources and ideas. This map is both a guide and a provocation. We hope philanthropic organizations will use it to make the leap from the First Curve to the Second Curve, but not necessarily follow it exactly.

**From projects to people**

In a paper published in the journal PLOS ONE, Stanford economist John P.A. Ioannidis argued that the overwhelming majority of research papers are not necessary. “The scientific community produces far more research than the public can read.” And he examined the reasons why so many academic journals have been created. It is the gate to the academic circuits. Many of the key papers written by Nobel laureates in medicine, physics, and chemistry come out of research without direct funding from any other source. Are these contributions real or made just for the sake of publishing and support them in doing what they do, no strings attached? That’s the door behind the Madison Bower/Keefe Programs’ ‘grant and give’ philosophy.

**From scarcity to connectedness**

Some social innovators are now using marketplaces to accelerate social change. These connect individuals and small groups empowered with technologies and connections with each other—new kinds of things previously only large organizations, or no organization, could accomplish. And often they do this with little or no money, limited management, and by defying traditional models and processes.

The question isn’t just when to make the leap from the First Curve to the Second Curve, but how.
Our forecasting and facilitation can help your organization:• create insights that lead to action. We bring a combination of tools, methodologies, and a deep understanding of emerging possibilities. Our forecasting and facilitation can help your organization:...