

The background is a collage of various colored rectangles and squares in shades of green, yellow, orange, purple, and blue. Some of these shapes are being held by stylized hands. For example, a hand is visible holding a yellow rectangle in the upper right, and another hand is holding an orange rectangle in the lower left. The overall aesthetic is modern and artistic.

PHI
NEO

Modern Philanthropy. Strategic by Design.

LET'S BEGIN ...

Modern philanthropy begins with questions:
What do you want to change?
What do you want to pass on?
What matters most to you – now and in the future?

Anyone exploring philanthropy starts with personal questions.

These questions are an important starting point – and provide orientation.

We support wealthy individuals and families in building targeted and sustainable engagement for the common good.

WHAT IF ...?

What if engagement started right where you are?

Little time, but the wish to make a difference

You want to get involved but don't have the capacity to go into detail.

What's needed: a clear framework, reliable implementation, and a project that fits you.

Multiple perspectives – one shared goal

You want to engage as a family, in a group, or as an organization.

What's needed: space for exchange, clarity, and sound decisions.

Concrete ideas, but open questions

You already have a concern or project idea.

What's needed: someone who thinks along with you, structures, complements – without taking over.

What sets us apart:

Trustworthy support and full discretion

If you want to be visible, we'll support you. If you prefer to stay in the background, we ensure complete anonymity.

Strong network and cross-sector cooperation

We connect philanthropists with partners from civil society, academia, and politics – for more impact through collaboration.

Expertise and holistic perspective

With 15 years of experience, we know NPOs, business, academia, government, and philanthropists – always keeping the bigger picture in mind.

Hands-on approaches and proven strategies

We work with tried-and-tested concepts that support funders in a practical, impact-oriented way.

Non-profit and independent

PHINEO is a non-profit organization. Your effective engagement is our focus – without compromise.

We know how to generate impact – and how to make it visible.

For socially and ecologically sustainable transformation, we support and connect civil society, business, and the public sector.

- +** 470 +
Wirkt-Siegel (Seal of Impact)
awarded
- +** 4.000 +
Impact analyses conducted
- +** 250 +
Impact managers trained
- +** 2.000 +
People trained in workshops
- +** 35 +
Municipalities supported on their path to greater diversity
- +** More than a dozen
wealthy families and private individuals supported in their engagement

PHINEO in the public sphere:



Through our own formats or as a thought leader in professional media – we make knowledge accessible and show how strategic engagement succeeds.

We unlock
philanthropic capital
and transform it into
impactful engagement.

Philanthropic capital with
powerful effect –
strategically applied and
wisely invested.

€ 100 million

SKala Initiative

93 nonprofit organizations sustainably strengthened.
A flagship project for strategic large-scale giving.

€ 10 million

Family Offices

PHINEO developed tailored funding strategies for lasting social impact.
Discreet, trust-based, long-term, and sustainable.

€ 4 million

Initiative for a New Mobility Culture

22 projects funded over 6 years.
For livable, climate-friendly spaces.

€ 1 million

Corona Relief Fund

Supported 32 organizations, securing their existence and fostering innovation and adaptability.

€ 500K

Integration Fund

Supported 6 organizations for one year to strengthen structural integration work.

Examples of effective engagement.



Funding initiative:
SKala-Initiative

Goal: Nonprofit engagement in the areas of “Inclusion and Participation”, “Forgotten Crises”, “Bridging Generations” and “Skills and Civic Engagement Development”.

Volume: 100 million €

Period: 2016–2022

PHINEO support: full-service from concept to final reporting.

What makes it special: largest single donation in Germany to date.



Funding initiative:
Initiative Mobilitätskultur (Initiative for a New Mobility Culture)

Goal: support a mobility transition with less motorized traffic and more quality of life in cities and rural areas.

Volume: single-digit million amount

Period: 2018–2029

PHINEO support: full-service from concept to communication.

What makes it special: support for innovative initiatives at the intersection of civil society, government, and politics.



Stiftung Nachhaltigkeit (Sustainability Foundation), Stadtparkasse Düsseldorf

Goal: Founding and strategic development of the foundations funding and field of action.

Volume: 20 million €

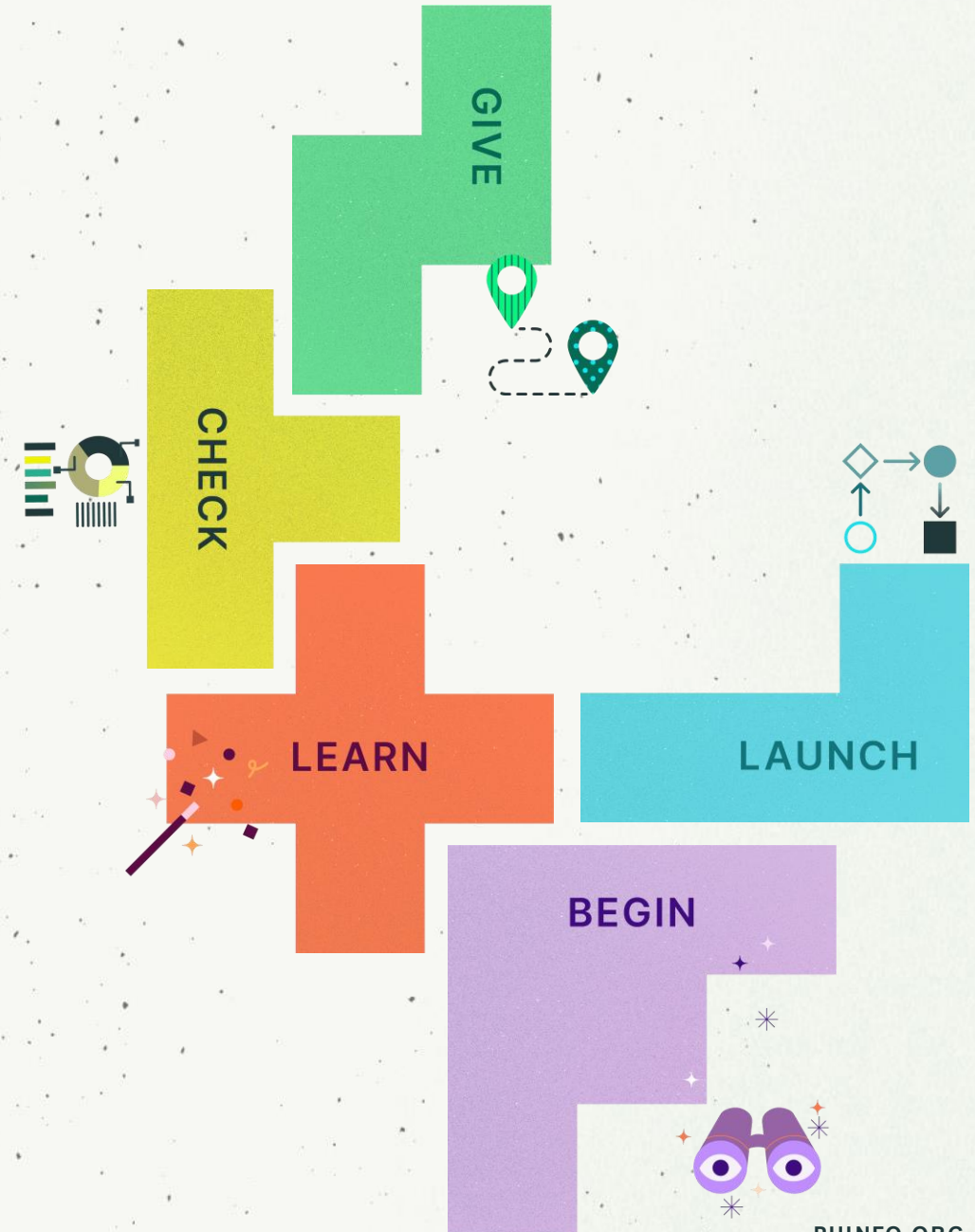
Period: 2024–2025

PHINEO support: strategy and operations, developing model projects, visual identity.

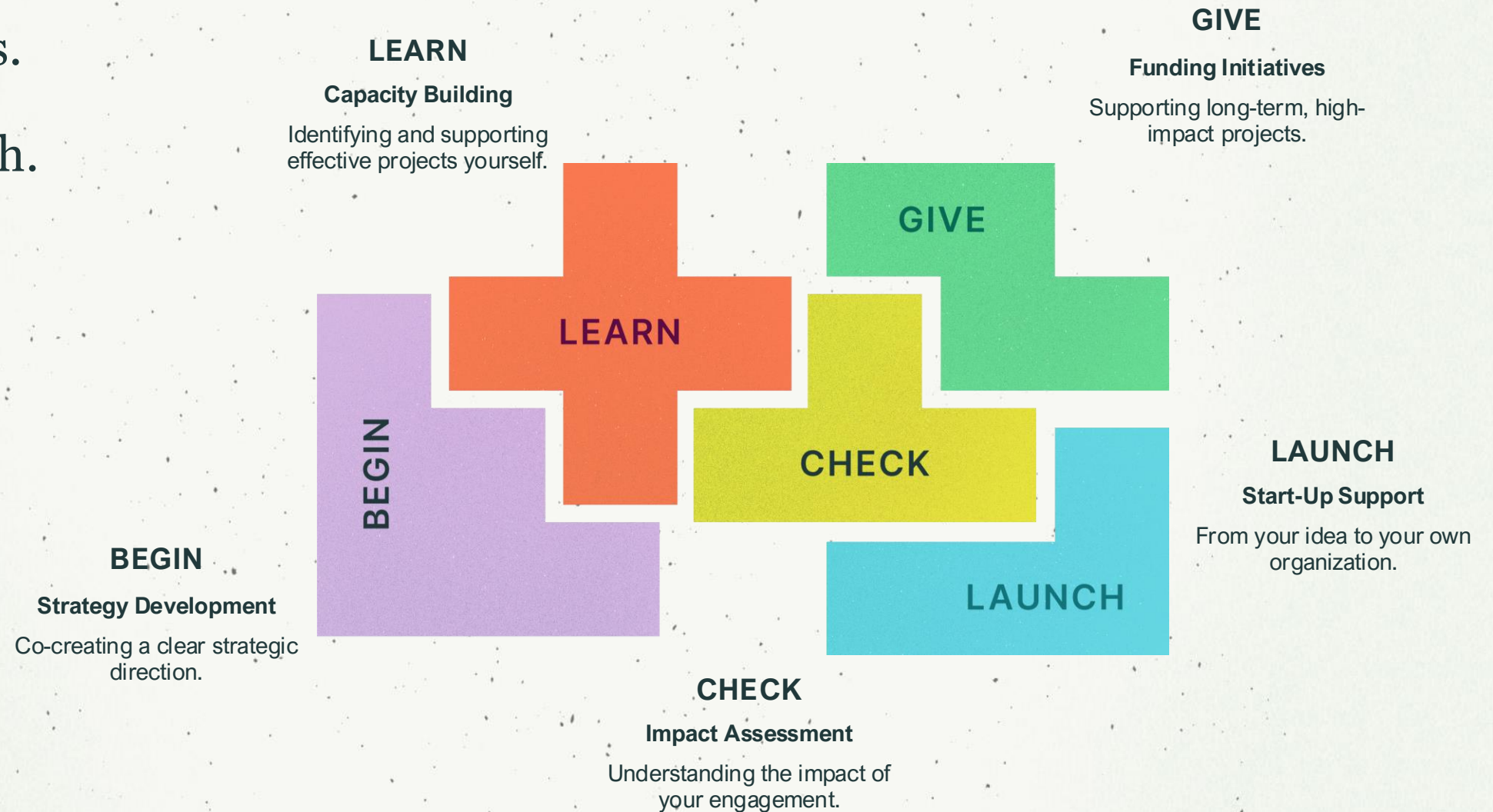
What makes it special: strong regional anchoring and pioneering citizen participation.

Your engagement, your path – five modules to choose from

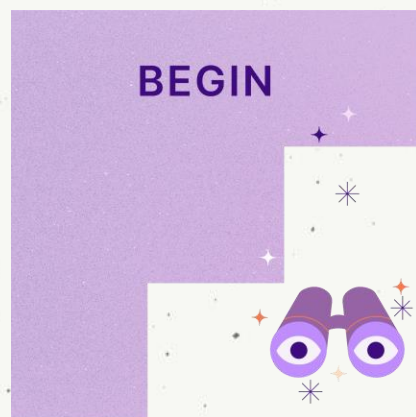
Our five modules provide flexible paths for effective engagement – from entry to implementation, individually or combined.



Five modules.
Many paths.
One approach.



BEGIN – Strategy Development



What do I want to achieve with my engagement?

This module provides **orientation for getting started with effective engagement.**

Goal: after the strategy meeting, you will be able to clearly articulate your values and motivations – and develop concrete approaches for strategically effective engagement.

Module in three phases

Preparation

- Agreements on the objectives of the strategy meeting
- Research on the thematic areas
- Interviews with stakeholders (e.g., family members)
- Motivation, core values, perspectives

Strategy Meeting (Implementation)

- Development of shared values and vision
- Overview of impact levels and options for action
- Focusing on topics and forms of engagement

Follow-up

- Documentation of results
- Optional debrief conversation

👉 **Format:** strategy meeting (online or in-person)

🕒 **Duration:** ~5h + preparation

💰 **Cost:** from 10.000 € (+ travel expenses)

Optional: Interviews, thematic research, preparation/follow-up

LEARN – Capacity Building



How can I recognize effective engagement?

This module provides the **fundamentals for independently assessing and selecting engagement opportunities.**

The goal is to understand criteria, set priorities, and be able to make informed decisions.

Module Content

Research

- How do I identify societal needs?
- How do I find suitable nonprofits?
- Which platforms, search terms, and experts are helpful?

Selection


- How do I make a choice, possibly together with my family?
- Which tools can support this process?

Assessment

- What should I pay attention to?
- What information does an organization need to show?
- Which criteria do I apply?


Approach & Support

- How do I make the initial contact?
- Which questions are useful?
- How much closeness and how much structure do I want in the collaboration?

 **Format:** workshop, optional sparring

 **Duration:** from 5 h

 **Cost:** from 5.000 € (+ travel expenses), sparring as needed

 **Location:** online or at a place of your choice

CHECK – Impact Assessment



What happens in a PHINEO impact check?

This module provides **thorough evaluations of organizations and projects** – based on defined impact criteria.

The goal is to assess impact potential and secure funding decisions.

Module Content

Research / Call for Proposals

Targeted research or call for proposals based on PHINEO criteria. Additional criteria (e.g., topic area, region) are defined collaboratively.

Evaluation


One-time or multi-stage evaluation based on impact criteria, and if necessary, organizational criteria.


Three levels of analysis:

- **Quick Check** (website analysis, 0.5 days)
- **Impact Check Light** (basic analysis, 1.5 days)
- **Impact Check** (Wirk-Siegel/Impact Seal level, including on-site visit, 3 days)


Selection

Occurs in coordination with subject matter experts and/or philanthropists. Reviewed projects are publicly available on www.spenden-mit-impact.de.

 **Format:** document analysis, video calls, optional on-site visits

 **Duration:** depends on the number and depth of the analyses

 **Time required:** at least 1 hour for goal clarification

 **Cost:** based on scope and desired evaluation path

 **Location:** flexible

GIVE – Funding Initiatives



How involved do I want to be –
and how much responsibility do I
delegate?

This module offers the opportunity to set **up a multi-year funding project**. You decide who takes the lead and assumes control.

The goal is to implement your engagement professionally and impactfully according to your specifications.

Module Content

Two ways of implementation

Funding Consulting Plus

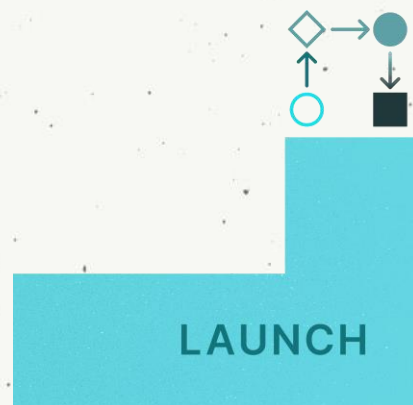
- PHINEO implements a thematic, focused funding program with you.
- Research, call for proposals, and evaluation are carried out on your behalf.
- Collaboration: Service with standard market daily rates.

Funding Initiative

- PHINEO develops a multi-year initiative in collaboration with you.
- Implementation within the framework of PHINEO's nonprofit work.
- Collaboration: Partnership-based, on a cost-covering basis (nonprofit sector) tax exempt.

- 🕒 **Format:** Funding project with a duration of 3+ years
- 🕒 **Coordination effort:** ~5 days throughout the project duration
- 🏠 **Cost:** 3–15% of funding amount (depending on scenario & scope)
- 📍 **Location:** Coordination online or in-person
- 🌐 **Europe-wide**

LAUNCH – Start-Up Support



Which organisational form fits my engagement?

This module supports the **start-up of your own organization** – e.g., a foundation or a charitable LLC.

The goal is to create a structure that sustains your engagement long-term – strategically sound, legally appropriate, and culturally compatible.

Module Content

Starting your own organization is a significant step – with great potential for sustainable impact. At the same time, it requires clarity about the goal, role, and structure. We support you in making the right decisions and implementing the start-up process in a structured manner.

Clarifying whether and when starting your own organization makes sense

- For intergenerational engagement
- When you want to make your own values and working methods visible
- For long-term projects with tax advantages

Consulting on fundamental questions

- Grantmaking, operational, or both?
- Vision, mission, focus areas of impact
- Choice of legal structure (e.g., foundation, charitable LLC)

Support during the start-up process

- Structure, culture
- Role distribution and governance
- Referral to a law firm for legal incorporation

- 👛 Format: Consulting and process support during the start-up
- 🕒 Duration: depends on the desired outcome and availability
- 💰 Cost: based on scope, typically mid five-figure amount (+ travel expenses)
- 📍 Location: online or at a location of your choice
- 🌐 Location of the organization: Germany

Collaboration starts with clarity – this is how you can plan with us.

After the **initial meeting**, we will clarify your needs together and provide a customized offer. The introductory meeting is, of course, **free of charge**.

In our calculations, we **focus on proportionality, effectiveness, and efficiency** – in case of uncertainties, we also work with optional components in the offer.

We get to know each other and **understand your situation, needs, and concerns**.

Funding initiatives and multi-year projects are often designed as **nonprofit cooperation projects**. In these cases, cost-covering daily rates apply, which can be claimed for tax purposes.

We work transparently – including effort and costs.

We will discuss whether, by when, and with which modules we will **develop a customized offer**.

Our daily rates are tailored to the specific framework.

Modern philanthropy is teamwork – this is how we are organized.

PHINEO combines expertise in analysis, consulting, and communication.

We work interdisciplinarily and as a team – with over 70 experts who want to think about and shape societal engagement.

Depending on the task, we bring together the right competencies, both internally and externally. We draw on a proven network of specialist partners – from academia to law to impact communication.

This is how sustainable solutions are created: strategically, effectively, collaboratively.

Feel free to contact us!



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NEXT STEPS

If you want to think further

An initial meeting is always possible – confidential and at eye level.

We take the time to work with you to understand your goal and how to achieve it.

Whether as a sparring partner, impulse provider, or close advisor on the path to greater impact:

We look forward to your ideas – and to turning them into reality together.

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PHI
NEO

Thank you!