

L'Initiative Philanthropique

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STRATÉGIE DE MÉCÉNAT ET CRÉATION DE FONDATIONS

The philanthropic advisory firm L'Initiative Philanthropique was founded in 2001 to counsel, in Europe and in the US, families, individuals or their counsellors (family offices, private bankers, lawyers and institutions such as BNP-Paribas Wealth Management and Natixis Private Equity) on their philanthropic organisation and activities. Besides, the company helps non-profit organisations and institutions such as museums and foundations (among them, Musées de Strasbourg, UNITAID Foundation, Fondation Antoine de Galbert, Biennale di Venezia and Musée du Louvre) in their development and companies in their corporate giving strategies. L'Initiative Philanthropique has just finished, in collaboration with l'Ecole des Hautes Etudes en Sciences Sociales, a large survey on the philanthropic motivations of HNWLs (65 interviews of wealthy individuals or family with between €5M to €13 billions) in Europe for an international private bank.

The company is strongly committed to developing venture philanthropy in Europe, not only by being a member of the EVPA, but also by helping individuals or companies to set up their own VP vehicles and activities or to identify beneficiaries.

Before founding L'Initiative Philanthropique, Jerome Kohler, its director, was the deputy director of the foundations department of Fondation de France (the main community foundation in France with more than 600 funds), adviser to the CFO of the Caisse d'Epargne Bank, head of the corporate giving of the l'Oreal Group, adviser to the chairman of the Louvre Museum and executive director of the American Friends of the Louvre in New York.

He is also a member of the board of non-profit organisations such as Humanity in Action, Fondation Demeter, Paris-Musées and was part of the credit committee of PlanetFinance and of the board of the ESSEC alumni association.