

## Putnam Consulting Group Philanthropy Advisor of the Year - USA

Established in 1999, Putnam Consulting Group is a global philanthropy advisory and consulting firm. Following its well-deserved success in the LUX Global Excellence Awards 2020, we got in touch with Kris Putnam-Walkerly to find out more.

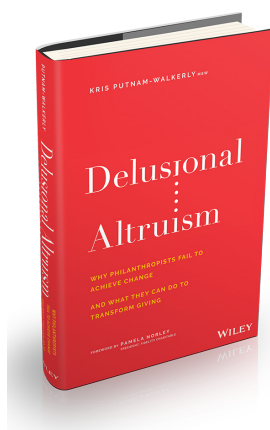
For over 20 years, Putnam Consulting Group has advised global philanthropists to transform their giving and catapult their impact. To start, Kris provides a brief overview of the firm and offers more insight into its clientele.

“As a philanthropy advisory firm, we advise ultra-wealthy families and leaders of foundations, corporate giving programmes, family offices, and financial institutions. Naturally, our clients want to achieve dramatic impact with their charitable giving. But they often feel overwhelmed and unsure of their next steps, because the world is constantly changing and it can feel impossible to plan for an unknown future. Through trusted advice, strategy development, strategy implementation and VIP strategy and coaching days, we help our clients navigate their philanthropic journey with confidence.”

Across the USA and around the world, the firm is in direct competition with a number of philanthropy consultants, however as Kris points out, its availability for clients is often what gives them the edge over some of its closest rivals.

“Putnam Consulting Group is the only philanthropic advisory firm that offers unrestricted and unlimited access to philanthropy expertise. Clients can receive timely advice and a strategic sounding board whenever they need it, to discuss any aspect of their work, strategic or tactical. Whether it's on the phone, via email or text or on Skype and Zoom, we respond in rapid time. If not immediately, I will return all phone calls within 90 minutes and all emails within 24 hours.

Kris is also a globally-recognized philanthropy thought leader and award-winning author. She regularly writes about effective charitable giving for Forbes.com and recently published her second book, *Delusional Altruism: Why Philanthropists Fail To Achieve Change And What They Can Do To Transform Giving* (Wiley).



To ensure clients are offered high-quality and timely advice, Kris regularly engages with experts both inside and outside of her industry. As part of a global consulting community, she discovers the best practices in consulting from others. By doing this, Kris regularly develops her professional expertise.

Despite the outbreak of COVID-19, the firm has still managed to prosper during these difficult and uncertain times as Kris explains further.

“The United States where we are headquartered has a long-standing culture of giving. In 2019, charitable giving showed solid growth, climbing to \$450 billion (US) in giving by individuals, bequests, foundations, and corporations, one of the highest years on record for giving. In fact, about half of all Americans and 90% of high-net-worth individuals give to charity.

“In response to COVID-19, over \$23 billion (US) was donated. The ultra-wealthy also pledged \$7.4 billion to COVID-19 and the social justice cause during the period January – October 2020. Unexpected opportunities included donors who dramatically changed their giving practices to respond more rapidly, with greater agility and with increasing recognition in the futility of spending a year to create a five-year strategic plan (by the time you've created your plan, the world will have changed, rendering your plan obsolete). Ultimately, these opportunities allow us to help our clients maintain their new practices and rapidly create agile, sentient strategies.”

Looking ahead to what the future holds for the firm, Kris and the team at Putnam Consulting Group plan to continue to grow the firm in the years to come, as they look to expand their advisory services globally. Whichever path the firm takes, we are certain that LUXlife's Philanthropy Advisor of the Year - USA will have tremendous success.

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