

## **Saudi Businessman Amr Al-Dabbagh Wants To Teach You How To Become A Better Philanthropist**

Don't call Amr Al-Dabbagh a philanthropist; he's a philanthropreneur. The CEO of Jeddah-based Al-Dabbagh Group (see *Richest Arab Families*, page 80) set up two years ago Philanthropy University.

The group provides free online courses for non-profit sector professionals and entrepreneurs looking to make the right social impact with their money. The goal is to improve 100 million lives by 2020.

Al-Dabbagh, who's the former head of the Saudi Arabian General Investment Authority, reportedly spent millions of dollars through his family's London-based Stars Foundation to create a seven-course curriculum in partnership with the University of California, Berkeley's Haas School of Business.

Former Harvard professor Thomas Wolf, an adviser to non-profits, teaches "How to Connect With Donors," and Jessica Jackley, founder of micro-lending app Kiva, has a course on Global Social Entrepreneurship.

Since P.U.'s launch, 225,000 people have enrolled. Graduates don't get a diploma, but they receive a certificate in social sector leadership. Another perk: those who complete "Ten Rules for Impact and Meaning," a course Al-Dabbagh teaches, get a free download of his book *Omnipreneurship: An Organized Approach to Living a Life of Meaning*.

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