

# Wooing Wealthy Donors With an ‘IPO Road Show’

By ALEX DANIELS

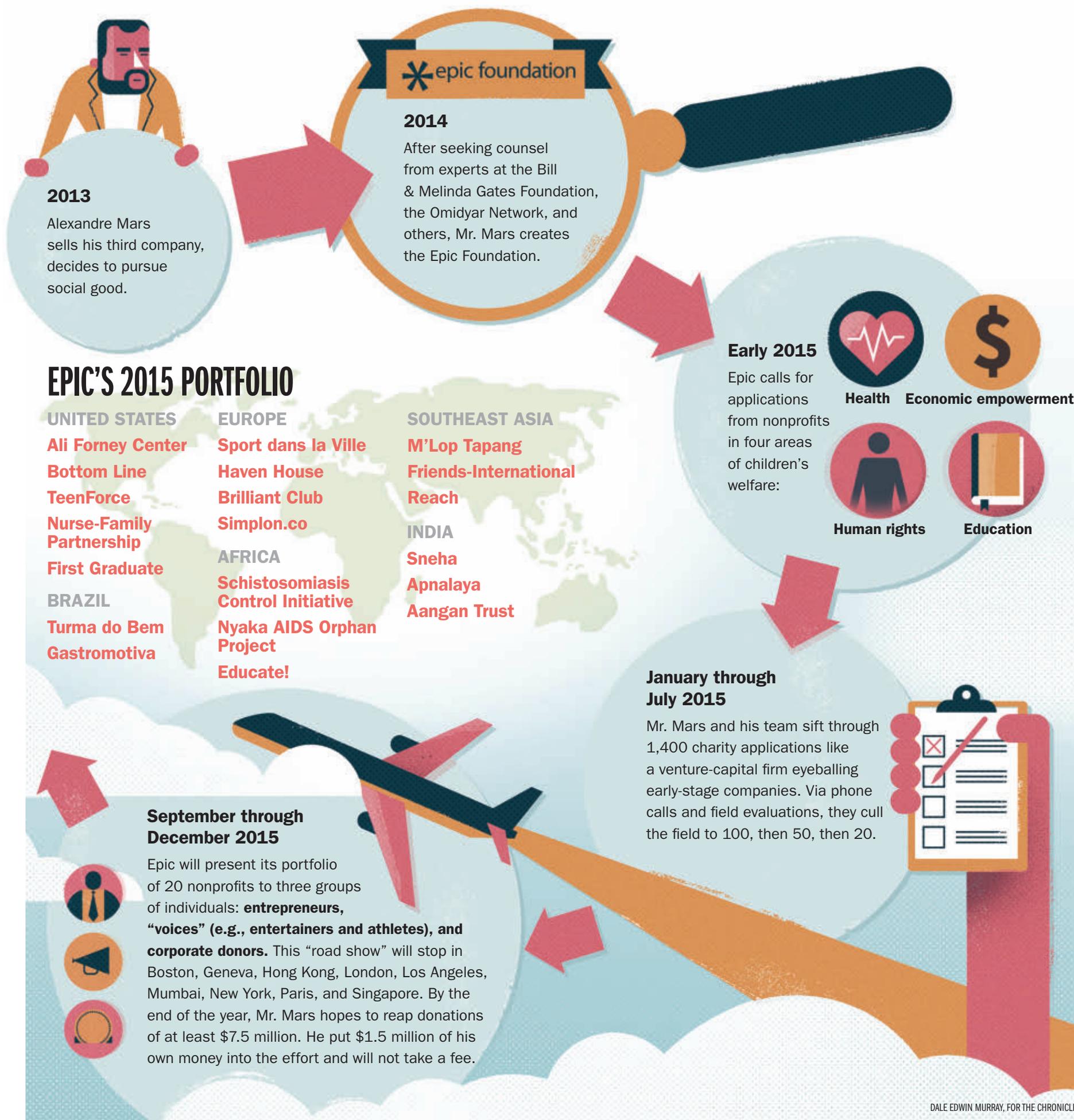
An entrepreneur debuts a business-style worldwide tour to pitch nonprofits to the newly wealthy

Newly minted millionaires often balk at making charitable gifts — not because they’re stingy but because they don’t know which nonprofits to trust. That’s according to Alexandre Mars, a technology entrepreneur who is turning his energy to doing good.

To inspire confidence and spur donations, Mr. Mars created a new instrument of philanthropy: a foun-

dation that promotes vetted charities to donors in the same way a business woos investors for an initial public offering.

The venture will debut this fall, when Mr. Mars will travel the globe during a promotional tour — one that will mimic a road show before a stock IPO. Here’s how he turned his idea into reality:



DALE EDWIN MURRAY, FOR THE CHRONICLE