



NATIONAL CENTER FOR
FAMILY PHILANTHROPY

Family Giving Online Knowledge Center Sample Forms, Checklists, and Policies

TITLE: Philanthropic Values of the Rockefeller Cousins and Fifth Generations

SOURCE: *Collaborative Grantmaking:
Lessons Learned from the Rockefeller Family's Experiences*

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PHILANTHROPIC VALUES OF THE ROCKEFELLER COUSINS AND FIFTH GENERATIONS

- Think long term
- Keep every topic within the larger context
- Serve effectively within communities
- Manage resources effectively
- Participate enthusiastically
- Nurture family through generations
- Maintain unity
- Respect diversity
- Be willing to take risks
- Maintain importance of leadership, responsibility, and stewardship
- Be leaders of social change