

CFUnited

All-In The AdNet, CommA and ProNet Conference

THE MIRAGE | LAS VEGAS | MARCH 18 - MARCH 21, 2018

Engaging tomorrow's philanthropists today



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Session goal

Participants will leave session encouraged and empowered to focus on philanthropic education for donors' children and grandchildren as a service value-add, having learned from our (and other participant's) experiences and successes.

But basically, we all want to know...

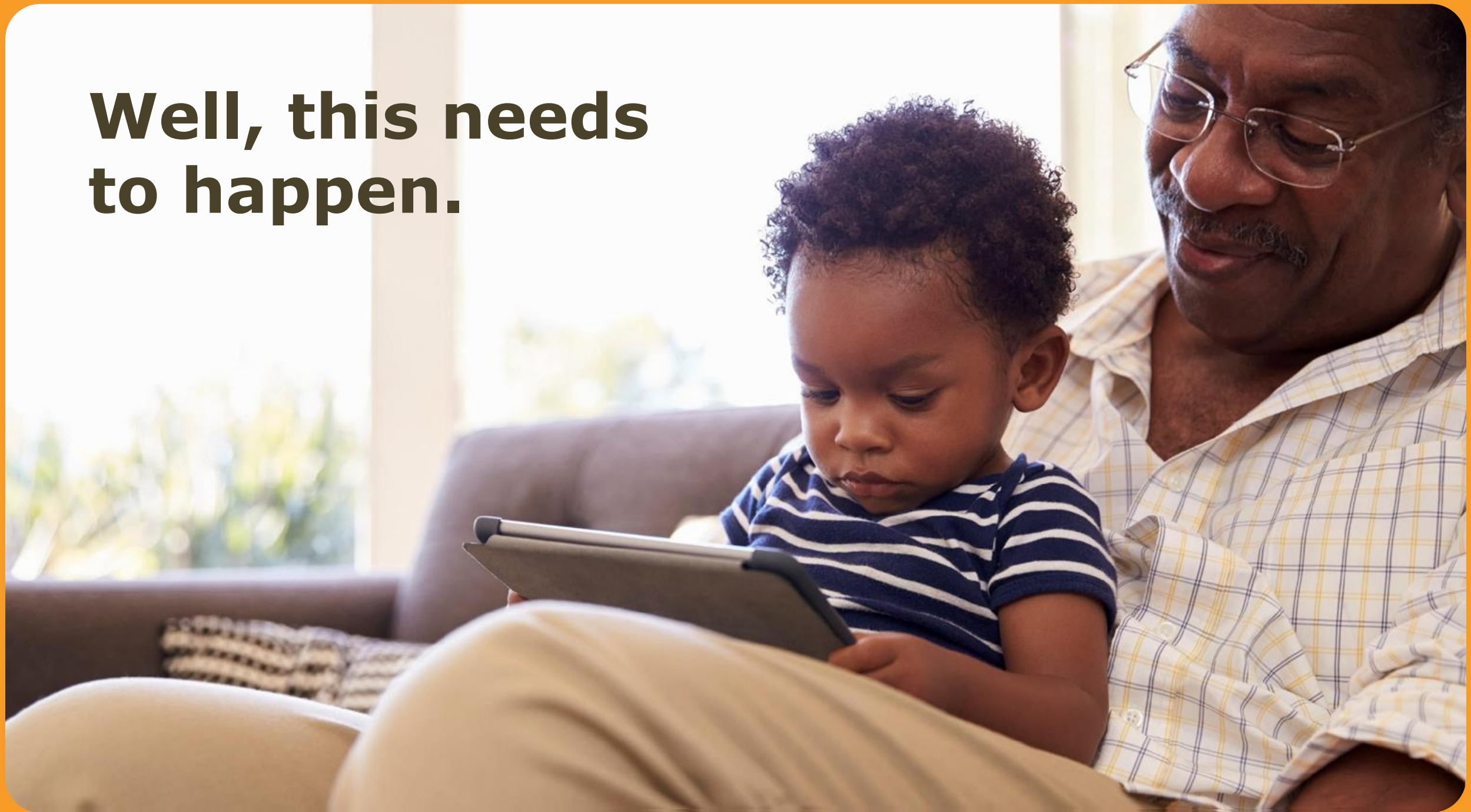


How to turn this...



...into this.

**Well, this needs
to happen.**



Living
begins

AT



And this is how we help.



Let's get to know each other

Share with the people around you:

- What matters to you?
- What drives your philanthropy?
- What do you want most to impart to your children/grandchildren or the next generation?
- Why is philanthropy one of your core values?

Our history with philanthropic education



THE CENTER
FOR EFFECTIVE
PHILANTHROPY

The Community Foundation for Greater February 2015 Donor Survey

CEP Confidentiality Policy:

The Center for Effective Philanthropy always treats responses as confidential:

- CEP does not report or share individual results or identify respondents with community foundations.
- We will only report your responses in aggregate with other donors.
- Your information will be kept confidential.

Please respond by March 6, 2015.

Please respond to as many questions as possible. Previous responses to this survey takes approximately 20 minutes to complete.

Foundations are listening: Your response is very important as we work to help foundations improve their ability to work with donors.

Please feel free to contact Laurel Mitchell at CEP with any questions.
Toll Free: 866-545-0800 ext. 255
Email: donorsurvey@effectivephilanthropy.org

Thank you for your participation in this study.

Word Cloud

Donors were asked, "At this point in time, what is one word that best describes the Foundation?" In the "word cloud" below, the size of each word indicates the frequency with which it was written by donors. The color of each word is stylistic and not indicative of its frequency. Seventeen donors described CFGA as "Effective," the most commonly used word.



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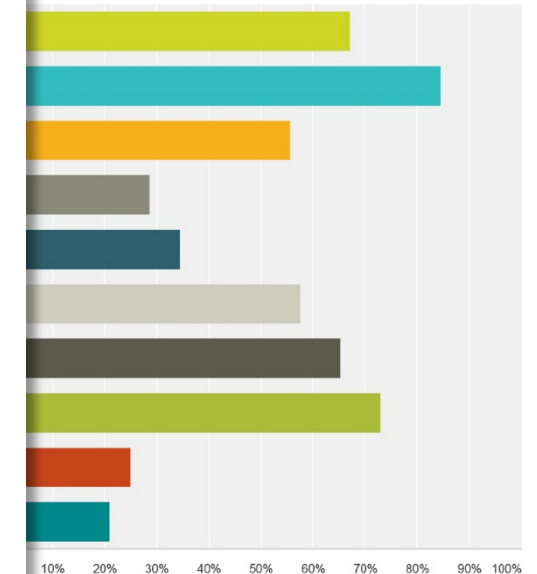
Q6

Customize Export

Where do your clients live? Check all that apply.

Answered: 52 Skipped: 1

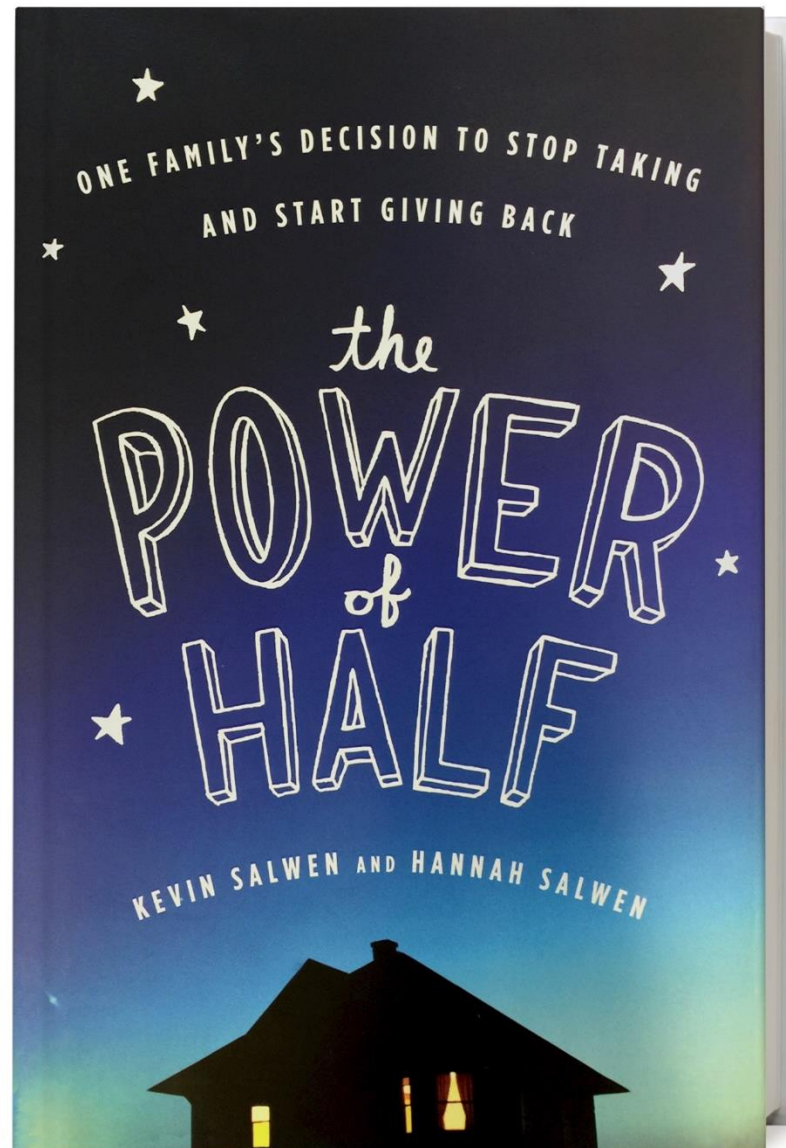
CONFIDENTIAL



	Responses	
	67.31%	35
	84.62%	44
	55.77%	29
	28.85%	15
	34.62%	18
	57.69%	30
	65.38%	34
	73.08%	38
	25.00%	13
	21.15%	11

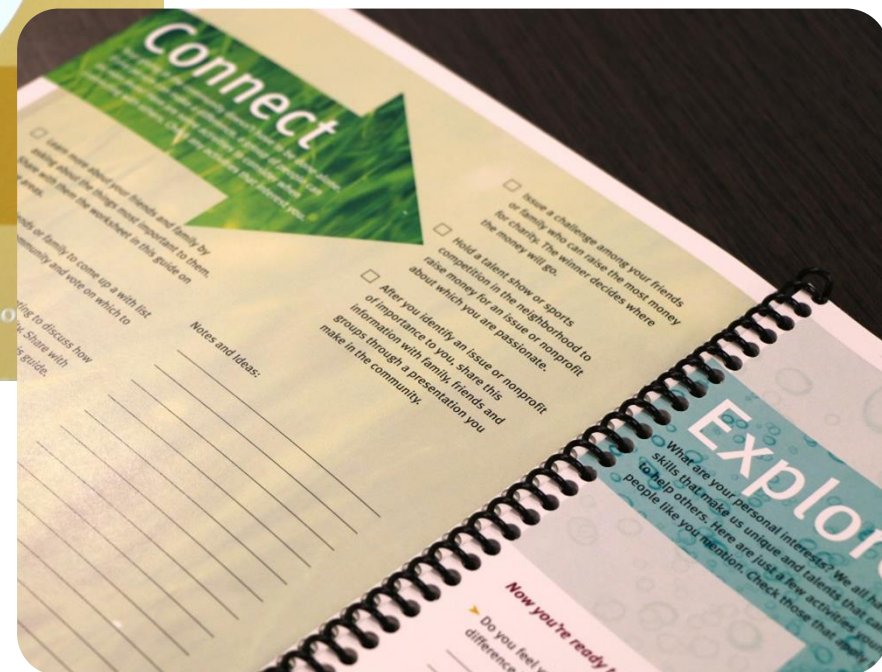
Customize Export

What is your goal in working with a high net worth philanthropic client? Check all that apply.









Other efforts

- Partnerships with local private schools – Westminster, Atlanta Girls School
- Family-specific events
- Kid-led workshops during Foundation family events



What did we learn?

Age breakdown is **REALLY** important



Partners matter. Leverage their expertise.

Nonprofit partners have included:

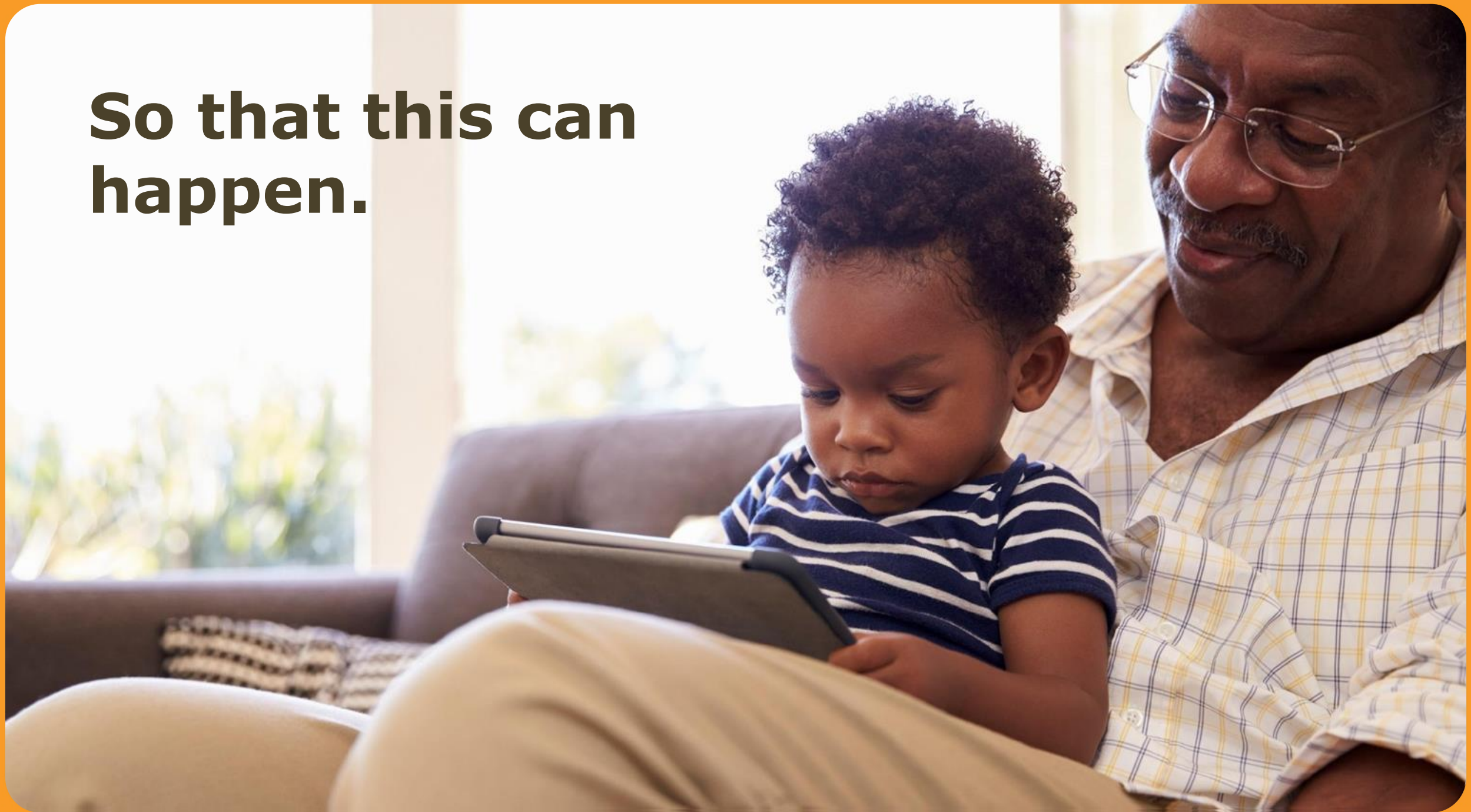
- Atlanta Community Foodbank
- Center for Puppetry Arts
- Fernbank Museum of Natural History
- Zoo Atlanta



Find the right audience



**So that this can
happen.**



Bea
do-gooder



**Planet
Philanthropy**

Collateral

**Philanthropic
Education**

Why PhilanthropyATL?

We were already using it!

Facebook x The Magazine Interview x Campaigns | MailChimp x Smartimage | Collection x Alicia Philipp (@philanthropyATL) x

Twitter, Inc. [US] | <https://twitter.com/philanthropyATL>

Home Moments Notifications Messages Search Twitter Tweet

The Joy of Giving



Alicia Philipp
@philanthropyATL
President, Community Foundation for Greater Atlanta
Atlanta
cfgreateratlanta.org
Joined January 2018

Tweets 1,016 Following 962 Followers 2,428 Likes 21 Lists 0 Moments 0 Edit profile

Tweets Tweets & replies Media

 **Alicia Philipp** @philanthropyATL · Mar 7
In 2018, the Community Foundation welcomes four new members to our Board of Directors.
Get to know the fourth and final member, Studie Young, over on our blog:
bit.ly/2FBayCq

Your Tweet activity
Your Tweets earned **1,775 impressions** over the last week

Mar 3 Mar 9



Case Study: PhilanthropyATL book

Focused on parent/grandparent audience, using philanthropy to bring the family closer together and foster the next generation of philanthropists







“Watching our children grow in social and financial awareness as they grow in giving is powerful.”

- Dorothy and Dave Markert,
Community Foundation donors



There are many opportunities to start a conversation about giving with kids in this stage of extreme curiosity. You open the door every time you give to a nonprofit organization, serve on a board or volunteer your time. **Talk about what you're doing and why.**

For example, share how the work makes you feel and who will benefit from it and how. Invite your child to share what they think the benefit is.



Planet Philanthropy is the Community Foundation's annual event for donors' children and grandchildren. Our goal is to teach children how rewarding giving can be in a fun and casual environment.

Often children will want to give directly to a person in need. Tools like GoFundMe have made it easier to make this type of personal connection and contribution. Emphasize that by giving to a nonprofit organization, your child's money may have a greater impact. Many people working together toward a shared goal can make change happen on a larger scale, improving many lives.

Donors and children can learn more about a nonprofit by going to its website and reading its annual report. Pay special attention to how nonprofits spend and save money. The Community Foundation does in-depth due diligence of all of the organizations that receive grants from one of our competitive programs. Your philanthropic officer would be happy to help your children identify excellent organizations to donate to in their areas of interest and help them on their giving journey in any way they need.

What makes a nonprofit strong

When donating to a nonprofit organization, there are several ways a donor can make a difference. All of these types of giving are very important to help a nonprofit operate well and make an impact. We encourage donors to look at the whole picture when evaluating a nonprofit to fund, including financial need. To help you explain these to your children or grandchildren, we have included some real-life examples from Zoo Atlanta, a past host of our annual Planet Philanthropy event.

Operational

An operating fund, so that the nonprofit can pay its employees to work and pay its bills to keep the lights on in its building. For Zoo Atlanta, these funds might be used to pay the zookeeper or elephant caretakers. This is the hardest funding for a nonprofit to get but often what it needs the most.

Programmatic

A specific program, such as books for a literacy initiative or supplies for a mobile dental clinic. For Zoo Atlanta, these funds might be used to purchase food or enrichment toys for elephants.

Capital

A fundraising campaign that goes toward building something new, renovating a building or creating an endowment. For Zoo Atlanta, these funds might be used to build a new habitat for elephants or make sure the elephant program has funding to last forever.



Here are some of our favorite ways to ignite a passion for giving in the older elementary set:

Philanthropy at home

- As you plan the family calendar for the following month, reserve at least one date for volunteering and discuss as a family what everyone wants to do. Make sure everyone's voice is heard and if it's someone's birthday month, let that person choose the volunteer project.
- Teaching kids how to be responsible with money is a task in and of itself; helping them understand how to manage it and even allocate some to *give* to others, can be difficult. Encourage your child to keep save/share/spend jars. Check out the pocket at the back of this section for stickers to make your own. While you craft, discuss how much money gets allocated toward each jar per month.
- Parents can offer to "match" a child's donation to double the impact.
- Share stories of your own giving. What are some of the meaningful experiences you have had? How did your parents or grandparents encourage philanthropy?
- How did you discover your passion? Discuss why having passions can help you be most effective with your giving strategy. Once your child identifies a passion, you can help seek out opportunities to make a difference by researching local nonprofit organizations.
- Invite your children to come with you to present one of your own donations. Consider having them physically hand over the check.
- Go through the *Extra Wish* catalog together and talk about which projects you would like to fund and why.



Check out the pocket at the back of this section for stickers to make your own Save, Share, Spend jars. While you craft, discuss how people decide how much money gets allocated towards each jar per month.



Doing
GOOD
IS
AWESOME
GRADES 6-8



Grades 6–8

Doing good is awesome. When your child reaches middle school, opportunities to give and to serve expand. They understand more and can do more. Many organizations allow preteens to participate in a variety of projects and middle school students may have more ways to earn money that they can donate to their favorite causes.

At this juncture, young adults may be interested in the ins-and-outs of giving – how grants get made and how donor funds flow to the people who need help.

A challenge with this age group can be finding time for giving and volunteering. Students are busy with homework, sports, activities and social lives and may need help prioritizing and managing their time.

You can help your child find time for giving and service by modeling the giving life and finding opportunities to volunteer and discuss philanthropy as a family.



Philanthropy in the community

- 1 Interview an older family member about childhood memories. Record the conversation and share the video with family members who might not know the relative's story.
- 2 Offer to read to younger neighborhood children or host a story-time.
- 3 Hold a multi-family yard sale and donate the proceeds to a local nonprofit organization.
- 4 Plant a garden and have a neighborhood produce sale. Donate the funds that you raise from the cucumbers, tomatoes and squash to an organization that feeds hungry people.
- 5 Make a random act of kindness video together and share with extended family and friends or on social media.
- 6 For your child's birthday, brainstorm a random act of kindness for each year your child has been alive. Make a list and check them off as you complete them.



Big impact philanthropy



Build and fill a Little Free Library for your community. A Little Free Library, a small cabinet filled with books that neighbors are free to borrow, is a fantastic way to encourage reading. You can buy a library pre-built, buy a kit or make one.

Here are some tips for assembling a fantastic book resource:

- Decide where to put it. If your street gets a lot of foot traffic, your front yard might be ideal. Parks and schools also make great locations. Consult the government agency in charge of parks or the school principal for permission.
- Buy, assemble or build the library. With supervision, kids can do a lot of the work themselves.
- Paint your library and decorate it. Decoupage is a fun technique.
- Place a note somewhere inside or outside your library explaining that anyone is free to borrow a book, but please be sure to return it. Invite people to contribute their favorite books.
- Fill your library with books!



Grades 9-12

It's time to empower your teen for full-on philanthropy. High school is a great time for young people to try different types of volunteer work, support a favorite cause, learn about themselves and expand upon their passion for giving. They can inspire their peers, organize fundraisers and embrace giving and serving as central to who they are. The challenge may be finding time amid schoolwork, preparing for college and socializing.

You can help your high schooler grow into a passionate philanthropist by modeling giving as a way of life and educating your child about how philanthropy works.

Emphasize to your child or grandchild that it's not a race to see how many volunteer hours you can log. It's about having a meaningful experience and giving back to your community in a way that is in line with your values and your interests.





Grades 9-12: The hard conversations

High school students are often interested in social justice and race, but they may not be comfortable talking about the underlying reasons behind injustice and racism. You can start a conversation by telling stories from your past. When have you observed injustice and racism?

It may be tempting to suggest a colorblind approach, with a goal of not focusing on people's skin color. But children respond better to honest, open discussions about skin color, privilege and inequality. Help your child process the complex world we live in by exposing your child to diversity through experiences, books and media, and talking about your feelings and observations. A great place to start is by discussing a story in the news media that addresses racial disparity.

Volunteering is a great way to foster an understanding of how everyone in the community is connected. Seek out opportunities that involve volunteers from diverse backgrounds. Activities with an all-in-it-together feel will give your high schooler a sense of purpose and feeling of hope for a more equitable world.

Grades 9-12



Volunteer opportunities

The following nonprofits offer volunteer opportunities appropriate for teens in grades 9-12.

Lorem Ipsum Nonprofit

100 Main Street, City, State, Zip
nonprofitwebsite.org
phone number

Interest Area: Animals

Activity: Petting and feeding
of kittens and puppies

Books that promote giving and kindness

*Evicted: Poverty and Profit
in the American City*
by Matthew Desmond

*Nickle and Dimed:
On (Not) Getting by in America*
by Barbara Ehrenreich

Black Like Me
by John Howard Griffin

Philanthropic Resources



Your philanthropic officer will be happy to provide you with books and tools to support your family's giving journey.

Leverage your strength – internal and external

Development team included:

Philanthropy Team – philanthropic expertise & donor know-how

Marketing and Communications Team – creativity & project management

Vendors/partners

- Greater Good Communication – activity and conversation ideas
- Coreyography – graphic design wizardry
- Chris Piasck – artist and illustrator
- Pebbletossers – nonprofit and kid-volunteering expertise

Have something for everyone

- Content broken down by grades
- Each grade level has three activity sections:
 - Philanthropy at home
 - Philanthropy in the community
 - Big impact philanthropy
- Each level includes age-specific books and local volunteer opportunities
- Resources for parents and grandparents, including a list of books



It's time for Planet Philanthropy!

Yay! Another great donor program from



Planet Philanthropy
Saturday, August 20, 2016

Center for Puppetry Arts
1404 Spring Street, NW
Atlanta, GA 30309

9 a.m. Registration
9:15 a.m.-1:30 p.m. Program and Lunch
1:30 p.m. Pick Up



Our children are invited to Planet Philanthropy!

If you have children, grandchildren or special young friends between the ages of 4 and 12? This year, Planet Philanthropy will be held at one of Atlanta's most unique cultural institutions - Center for Puppetry Arts.

Participants will learn about philanthropy in a fun and age-appropriate puppet show and Create-A-Puppet workshop. The Community Foundation's program will include philanthropic education and a fun making activity (see the back of the detachable card at right).

For more information, please contact Angela Hunter at 404.588.3212 or visit: philanthropy2016.eventbrite.com

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What is Planet Philanthropy?
Planet Philanthropy is all about planting seeds and getting kids involved in philanthropy at an early age. This event is meant to engage, teach and inspire the young ones in our lives to begin thinking about how they can change the world!



Planet Philanthropy on Saturday, August 20 will be a day of fun and learning, and all participants will get to make two grants! The first grant of \$250 will be to the Center for Puppetry Arts, who will propose several funding needs that the participants will get to vote on.

The second \$250 involves the Planet Philanthropy participant, and your family! Parents/adults: please review this panel and discuss with your participant what types of helping they are interested in. Help people get food? Help people learn? Have your child/grandchild select his/her favorite picture and help them choose a nonprofit in that issue area to receive a grant of \$250!



Animals



Environment



Health/Food



Arts



Education



Shelter

My name: _____

Name of nonprofit I want to support: _____

Tear off this panel and have your young person bring it with them to the event. If you have multiple children, please contact your philanthropic advisor for additional forms.



Calling all kids and grandkids –
It's time for Planet Philanthropy!
Guess where it is?



Saturday, August 26, 2017
9 a.m. - noon

Fernbank Museum
of Natural History
767 Clifton Road
Atlanta, GA 30307

There's something for every age
at Planet Philanthropy!



This year, the littlest children and grandchildren of our donors will roar with the dinosaurs and explore Fernbank while their older siblings learn age-appropriate lessons about the importance of giving time, talent and treasure.
A light breakfast as a group is included. Donors' children and grandchildren are encouraged to bring a special friend. Philanthropy is fun with friends!

Planet Philanthropy activities include:

Pre-K - Grade 2: Little ones join the group for breakfast, receive a book and set out on their all-access adventure pass to explore the museum with their parents or grandparents.

Grades 3 - 5: Children will investigate the possibilities of philanthropy while having fun, learning about nonprofit needs, grantmaking basics and actually making a grant.
A \$500 gift is required for children in grades 3 - 5 participating in Planet Philanthropy. Each participant will have a hands-on opportunity in a group exercise to learn the art and science of grantmaking with their peers and make a collective grant using these gifts. As a donor, this \$500 may be deducted from your fund. The \$500 gift requirement also applies to friends in grades 3-5.

Grades 6 - 8: Preteens will experience a morning of volunteering at Fernbank, entitled "Philanthropy in Action," and then participate in a lively discussion about what they learned.

Register now! Contact Kasey Brinson at kbrinson@cfgreateratlanta.org or 404.526.1132.

About Planet Philanthropy
Planet Philanthropy is a part of our new PhilanthropyATL program, which includes classes, events, educational materials and personalized philanthropic family services utilizing our unique expertise. Planet Philanthropy is hosted at a different local nonprofit each year to introduce our donors' children and grandchildren to the fun and rewarding experience of giving.



PhilanthropyATL
Growing tomorrow's philanthropists today.

Community
Foundation
for Greater Atlanta





2017 Event Breakdown by Ages:

Kids in Grade 2 or younger

Museum Tour

- Toured Fernbank with a parent/grandparent





2017 Event Breakdown by Ages:

Kids in Grades 3-5

Planet Philanthropy Program

- Learned about philanthropy
- Made a collective grant
- Experienced hands-on activities
- Completed a Philanthropy Scavenger Hunt







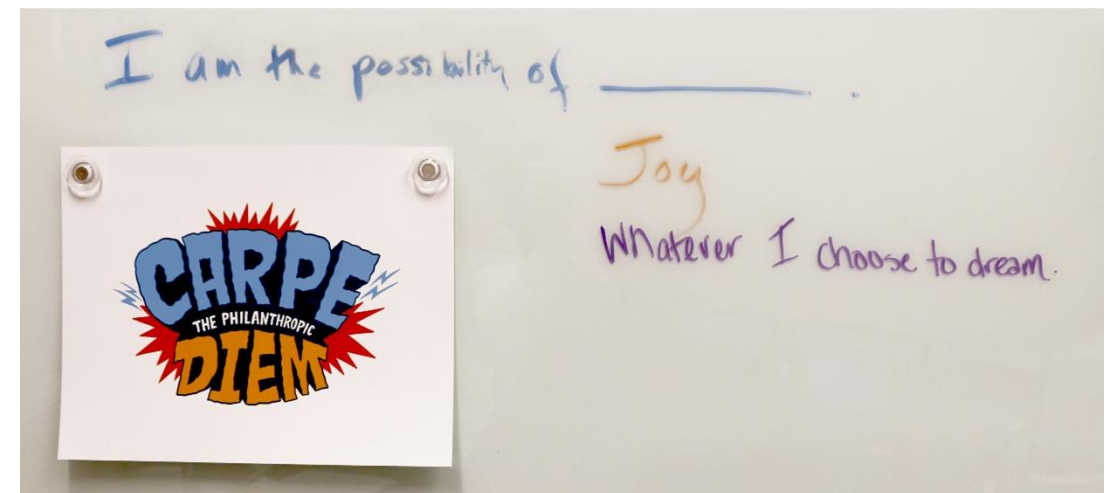
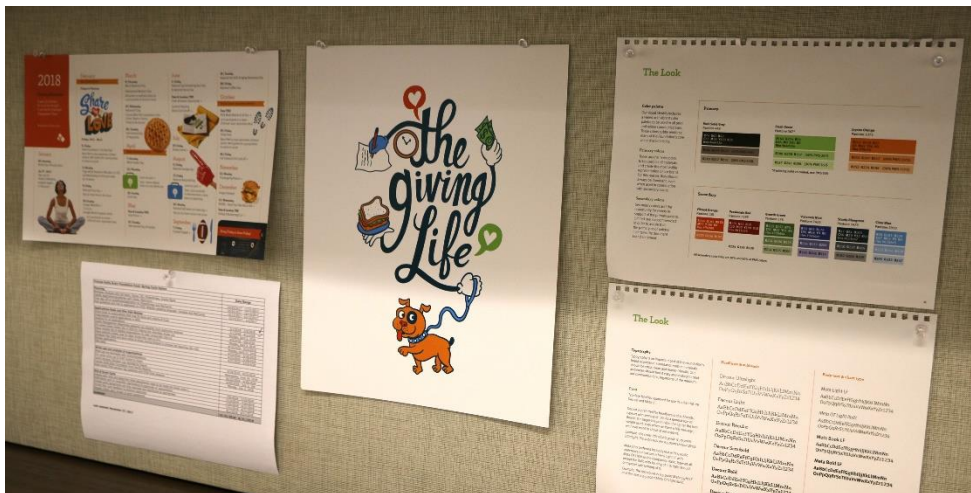
2017 Event Breakdown by Ages:

Kids in Grades 6-8

Volunteer Opportunity

- Kids partnered with Fernbank staff and shadowed either an animal keeper or ranger
- Kids got credit at school or scouts









Where is PhilanthropyATL going next?

Here's what we're thinking:

- Bundling all programs!
- Exploring new programs for different age groups – coming next, high school!
- Planning for next generation programming

How do you engage the next generation?

- What are you doing to engage the next generation of philanthropists?
- What kind of donor feedback have you gotten?
- Where do you want to go?
- What has not worked? What has?
- What are you doing with high schoolers?



?

Health/Food

eat less bad
food

All kids have
Sandwiches

Everyone have
Doughnuts
& donuts
more natural food

make non-soda
buy them

Start?

Continue the conversation



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