CELEBRATIONS THAT GIVE BACK™: IGNITING THE SPIRIT OF GENEROSITY IN GIRLS
A Case Study in Teaching Charitable Values

by: Laura Wells McKnight,
Leanne Breiby,
Kristen Koenen
& Hailey Eisenbarth

Copyright © 2011 Greater Kansas City Community Foundation
Giving Back: What Are the Facts?

Philanthropy in America represents approximately 2 percent of Gross Domestic Product. And, in 2010, Americans contributed about 2 percent of disposable personal income to philanthropic causes, a number that has remained remarkably consistent over the decades, regardless of economic climate.1

American individuals, corporations and foundations donated $290.89 million to the more than 1 million nonprofit organizations organized under Internal Revenue Code Section 501(c)(3) last year. This number is an increase in charitable donations after two previous years of significant decreases. Giving USA 2011 asserts that giving remains a core American value. The report goes on to say that giving is at the heart of who we are as a society, and it is underlined, if occasionally deferred, by hardship.2

Throughout the country, giving to nonprofits for public-society benefits such as the United Way increased by 6.2 percent last year after a decline of 4.4 percent between 2008 and 2009.3 And still millions more Americans give to charity in ways other than donating directly to a particular nonprofit organization. Americans give directly to individuals in need, support school fundraising activities and opt for transactions where a portion of product sales or company profits supports a charitable cause. President Barack Obama called for a “Summer of Service,” asking people to donate their money and time to help the disadvantaged, and people have responded by working to better their communities.4 Many Americans, in many ways, are hitting the pavement to help.

The cache of charitable giving extends well beyond private donors and family foundations. The corporate sector is catching on, in a big way. Consider the fact that in 1968, 70 percent of Americans answered “yes” when asked, “Does business act responsibly?” By 2008, that percentage had dropped to 20 percent.5 This is an era when no CEO can deny the importance of corporate social responsibility (CSR), embracing operating principles that respect the people, communities and environments where business is conducted.

CSR directly affects a company’s bottom line because consumers demand it and employees expect it. Plenty of statistics prove it. For example, the results of the 2006 Millennial Cause Study conducted by Cone Inc. and AMP Insights confirmed that well over half of 20- and 30-somethings consider a company’s social commitment when deciding where to shop. In fact, 83 percent of consumers in that critical demographic will place more trust in a company if it is socially and environmentally responsible. That same study found that 79 percent of Millennials surveyed want to work for a company that cares about how it impacts and contributes to society, and 56 percent would flat out refuse to work for an irresponsible corporation.6

Laws may change, also, to further CSR. California introduced a bill early in 2011 that will make it easier for businesses to pursue a social or environmental mission as much as they pursue profits. The bill would establish a new model of business called a “flexible purpose corporation,” allowing companies in California to give equal weight to all elements of the triple bottom line (people, planet and profit). Additionally, several states are introducing bills to assist Benefit Corporations, a new class of corporations that are required to create a material positive impact on society and on the environment.7

Giving is big business, and clearly it is on the minds of most Americans, even during the recent challenging economic times. Although nearly four out of five people said they felt the recession’s impact, 68 percent explored ways to have a more meaningful life and how they could give back to the community.8

Women are particularly generous. The Women’s Philanthropy Institute reports that 95.5 percent of female heads of households who earn more than $103,000 annually give to charity, compared with 75.8 percent of men at the same income level, and the average annual giving by those women was $1,910 versus $984 for men. Of the women who earn between $67,532 and $103,800, 81.7 percent give an average of $733 annually, compared with 57.2 percent of the men who give an average of only $305.9

Kansas City is a major player in the giving industry and we are proud to call it home. Year after year, the region ranks nationally for charitable giving—third in the country in 2010, in fact, according to the Daily Beast. Kansas City’s leaders in philanthropy focus on some pretty incredible statistics to thank donors for participating and to encourage others to get involved:

In Kansas City, 72.4 percent of households donate to charity.10

Individuals in Kansas City with an income of $100,000 or more give almost twice the national average to charity each year.11

The average annual household charitable gift in the Kansas City area is 50 percent greater than the national average.12

The growth rate of individual giving in Kansas City increased by a notable 128 percent between 1997 and 2007. In comparison, the national rate of increase was just 30 percent over the same period.13

Foundation assets per capita in Kansas City are extraordinarily high at $3,239 per person compared to the national average of $2,053 per person.14

Charitable donations by Kansas City-based companies make up 7 percent of total giving, compared with a national average of just 5 percent.15

The percentage of household earnings donated totals 3.5 percent—in a city where the average household income is $84,923.16

Annual giving per foundation totals an impressive $863,85717

Kansas City supports 470,800 annual volunteers, with 22.8 percent of the population volunteering each year.18

Laura McKnight, August 2011
Celebrations that Give Back™

A Really Good Camp for Girls

If anything, the Web page invitation was intriguing:

In fact, Kansas City’s charitable giving industry can be described, unapologetically, as innovative. New products arise on the market regularly (and quickly), engaging emerging donor communities and making charitable giving fun, meaningful and rewarding for charitable givers of all ages and demographics. Kansas City’s list of charitable giving firms includes an online charitable fund management system, a real estate charitable foundation, donor investment in a major league baseball team, a charitable birthday party package, Teen Giving Institute, Camp Charity and the Giving Card. In short, there is no better place for a giving back test kitchen than Kansas City to create products and services that make charitable giving fun and rewarding.

A One-of-a-Kind, Really Good Camp for Girls

Good cooks, good cakes & good deeds.

Good cooks, good cakes & good deeds. A beautiful summer afternoon with great stories and great lessons. The girls learned why cake is important and how amazing women can be. They learned about teamwork, how to discover and share talents, and useful problem solving skills (use scraps and cover it up with icing)! After forming teams, laying down ground rules and carefully following a recipe, it was time to learn how it all related to charity.

Hope comes from anywhere. Even a homemade cake from a basement. When one does something to foster hope inside oneself, it can then be projected onto others. And better still, cake mix is affordable. You can pass this delicious slice of hope on any budget. Working together to make the cake allowed the girls to get to know one another and to find the hope within themselves.

As a prize for such wonderful cake baking, each team was given a Giving Card worth $100. We wanted them to experience the feeling of taking the hope and passing it forward (and secretly, we wanted to see what they would do with the money—and more importantly, why). From four different options, the girls discussed and negotiated which entity would be the lucky recipient of their generosity for the day. We listened to their rationales—one particular entity receives donations from their schools, and they thought that balance with that fact the other entity gives life sustaining tools (food), as opposed to financial assistance to help grow a business.

But what was really so awesome about today? Both teams of girls elected (on their own accords, without suggestion from the adults) to spread the hope—and the wealth. The girls gave $25 to each of the four charitable entities rather than $100 to one. “Everyone deserves some,” they said.

Gratitude every day: Giving back gives back to you!

Would you believe that if you took some time, each day, to write down three things for which you are grateful, you would feel better? It is true—consistently. From this list that you will assemble, over time you will see the happenings in your life that have both rewarding and meaningful—knowledge of which, of course, helps you give back! What a pleasant little circle.

Today we provided each girl with a Giving Guide from the Greater Kansas City Community Foundation. This booklet served as a tool and their personal avenue to put into words their experiences, as a tool and their personal avenue to put into words their experiences, their interests and their values. From these pages they can extract ideas for their own giving and can provide their parents with further insight into who they are and the young women they are becoming. They each took home a Giving Card with instructions to sit with a parent while they went online and selected one of the hundreds of amazing nonprofit organizations that encompassed their interests and values with which to share their donation. Together, with their families (which, by the way, is one thing for which they are each grateful!), they can create a giving plan that allows them to participate in Mom and Dad’s charitable giving, as well as to give on their own.

Gift of health = gift to yourself.

Good gracious! Why manners matter.

So fortunate were we to have this opportunity to talk to the girls about becoming lovely young women. At the close of this wonderful camp we provided the girls with the tools (literally, with paper and pens—and metaphorically, with some spelling tips) to write thank you notes to the guest speakers from previous camp sessions. Thank you notes are essential to being a lady, and the girls learned key words and proper timing for this piece of extra credit in life!

As an arguably more important lesson for the day existed in our discussion of manners. At age 10, according to the girls, this means being a good friend, not gossiping, saying kind things and not using curse words. Although those are good rules to live by no matter how old you are! Kindness and graciousness foster a never-ending cycle of good giving.

What Did We Learn?

The Celebrations that Give Back™ camp experience produced much more than cake. Indeed, we confirmed seven hypotheses in our quest to make charitable giving fun, rewarding and easy.

What were some of the helpful living tips of the day?

Spend time outside, chew your food well, do one thing every day to clean up the space around you and wear your favorite clothes. When we focus on what is good in life—including good food—we are in the right state of mind to keep doing good.

The space that gives back . . . your home.

On this Friday, the girls separated into groups and created skirts about keeping house. Cleaning may not be the most exciting thing you do in a day, but these girls found a way to make it fun! Laura also shared with them a song about housework she remembered from her childhood. Generations of women are turning this necessary chore into entertainment.

And yes, there was more to the day than learning to maintain a beautiful home. Through the skirts, the girls indicated to us that art and drama are ways that they can express themselves, be responsible and accepted for who they are. “Art is beauty,” said one insightful 9-year-old. When you feel comfortable with yourself, you are more apt to give to others.

Dotting i’s and crossing t’s: Celebrating organizing.

A clutter-free space is a clutter-free mind. The girls organized themselves into two groups and then organized a decades-old collection of lipstick—and from those piles, organized a business. One was called “Sticks” and one was called “Lipstick Love.” Five weeks in, and they continued to amaze us.

For this task they had some fabulous guidance. Joni Cobb, President and CEO of PIPELINE, was a guest speaker who taught the girls that business gives back. The girls are young, but they are aware, and they know times are difficult. And while we doubt they learned the technical phrase, “corporate social responsibility,” they did learn that it is business that creates jobs and thus stimulates the economy. They now know that a business can be socially responsible and help a person by giving her the opportunity to help herself.

What wonderful examples they have right here in Kansas City in the Kauffman Foundation and the Hall Family Foundation. So, to put the lesson into action, they built a business all of their own in order to help others.

Good gracious! Why manners matter.

So fortunate were we to have this opportunity to talk to the girls about becoming lovely young women. At the close of this wonderful camp we provided the girls with the tools (literally, with paper and pens—and metaphorically, with some spelling tips) to write thank you notes to the guest speakers from previous camp sessions. Thank you notes are essential to being a lady, and the girls learned key words and proper timing for this piece of extra credit in life!

As an arguably more important lesson for the day existed in our discussion of manners. At age 10, according to the girls, this means being a good friend, not gossiping, saying kind things and not using curse words. Although those are good rules to live by no matter how old you are! Kindness and graciousness foster a never-ending cycle of good giving.

What Did We Learn?

The Celebrations that Give Back™ camp experience produced much more than cake. Indeed, we confirmed seven hypotheses in our quest to make charitable giving fun, rewarding and easy.

What were some of the helpful living tips of the day?

Spend time outside, chew your food well, do one thing every day to clean up the space around you and wear your favorite clothes. When we focus on what is good in life—including good food—we are in the right state of mind to keep doing good.

The space that gives back . . . your home.

On this Friday, the girls separated into groups and created skirts about keeping house. Cleaning may not be the most exciting thing you do in a day, but these girls found a way to make it fun! Laura also shared with them a song about housework she remembered from her childhood. Generations of women are turning this necessary chore into entertainment.

And yes, there was more to the day than learning to maintain a beautiful home. Through the skirts, the girls indicated to us that art and drama are ways that they can express themselves, be responsible and accepted for who they are. “Art is beauty,” said one insightful 9-year-old. When you feel comfortable with yourself, you are more apt to give to others.

Dotting i’s and crossing t’s: Celebrating organizing.

A clutter-free space is a clutter-free mind. The girls organized themselves into two groups and then organized a decades-old collection of lipstick—and from those piles, organized a business. One was called “Sticks” and one was called “Lipstick Love.” Five weeks in, and they continued to amaze us.

For this task they had some fabulous guidance. Joni Cobb, President and CEO of PIPELINE, was a guest speaker who taught the girls that business gives back. The girls are young, but they are aware, and they know times are difficult. And while we doubt they learned the technical phrase, “corporate social responsibility,” they did learn that it is business that creates jobs and thus stimulates the economy. They now know that a business can be socially responsible and help a person by giving her the opportunity to help herself. What wonderful examples they have right here in Kansas City in the Kauffman Foundation and the Hall Family Foundation. So, to put the lesson into action, they built a business all of their own in order to help others.

Good gracious! Why manners matter.

So fortunate were we to have this opportunity to talk to the girls about becoming lovely young women. At the close of this wonderful camp we provided the girls with the tools (literally, with paper and pens—and metaphorically, with some spelling tips) to write thank you notes to the guest speakers from previous camp sessions. Thank you notes are essential to being a lady, and the girls learned key words and proper timing for this piece of extra credit in life!

An arguably more important lesson for the day existed in our discussion of manners. At age 10, according to the girls, this means being a good friend, not gossiping, saying kind things and not using curse words. Although those are good rules to live by no matter how old you are! Kindness and graciousness foster a never-ending cycle of good giving.
Positive reinforcement is a must. As with any successful learning experience, positive reinforcement is a must in teaching the values of charitable giving. In particular, to reinforce that every charitable gift is good regardless of the profile of the giver, the size of the gift or the nature of the recipient.

Here is a simple example:

Wow! You gave $25! That is so great! Bet that felt good! How generous! I would love to hear more about your interest in helping that cause and what inspired you to make the gift.

Well, $25 is okay, but guilds you could do more I am sure. And what did you give it for? OHH. THAT of course! What did you give it for?...Well they are terrible. Let us help you make a better choice, assuming you are willing to write bigger checks.

Obviously, one approach encourages increased engagement in charitable giving more than the other. And, of course, real life is not nearly as extreme as these examples. It is interesting, however, to observe the subtle messages that fill the giving space in our society, online, in our communities, among friends, family, nonprofits and even by charitable givers themselves. In short, positive reinforcement has long been proven to be an effective motivator. It makes sense that the principle would hold true in giving.

According to Caroline Heudall, Professor of Psychology at the University of North Carolina – Chapel Hill, “Positive reinforcement is a powerful tool. Even in the most basic situations, adding a positive element to increase a response is more effective at motivating behavior, but it also prompts both parties to focus on the positive aspects of the situation. Punishment, when applied immediately following the negative behavior, can be effective, but punishment can result in extinction of the behavior altogether and evoke other negative responses such as anger and resentment.”

Positive reinforcement in charitable giving is effective because it reinforces that every charitable gift is good regardless of what it means to be philanthropic—from the giver’s own perspective.

Charitable giving should be defined expansively and inclusively. Conversations about giving back should go beyond discussions about big checks written to nonprofit organizations and traditional civic institutions. Certainly during the six sessions of camp, we observed that in teaching young girls to give, it is most helpful to cast a wide net around their definition of what it means to be charitable, often including things like participation in school fundraisers, adopting an older dog who needs a home, turning off lights, cooking dinner for neighbors in need, helping with a family member’s medical bills and recycling aluminum cans. Absurdness should be the prevailing mentality, with few guilt-based limitations to squash creativity and innovation in charitable giving, even when something is received in return for the gift. (“The chicken dinners and the wrapping paper counts,” they say “Even if it wasn’t all tax deductible!”)

There is much to overcome in the culture of giving as it has evolved. Why are some gifts better than others? Why can’t we just take credit for the things we are already doing? Like helping out good friends by pitching in for a rehearsal dinner, a ride to the airport or a bar at just the right time? Define giving for yourself and define in a way that makes sense to you. One Kansas City resident indicated that he tracks his mortgage interest and, as it goes down, his charitable giving is increased by that amount.14 One gift made in one way or at one time is not better than another, and with an expansive view, you can take credit for the things you already do, and do a lot more, with only a little more effort. The when, the how, the what and the why of charitable giving are completely up to you! “When you do charity, there is no wrong answer,” says one budding young philanthropist from camp. The world is full of gifts waiting to be given.

One project for the girls this summer was to look through the Giving Guide and count how many times the word “charitable” appeared. The adults participated as well, and let me tell you it was surprisingly difficult! We had noticed seven different groups searching for the magic word and we derived five different answers. It was easy to gloss over the word when it was hidden amongst so many common, everyday words. This is true in real life as well. Chances to engage acts of giving are numerous in our lives, and they are easy to miss. When we realize that opportunities to give exist in our everyday, mundane routines, the ordinary becomes the extraordinary. Defining giving within the parameters of how you define yourself allows you to experience charitable giving in ways you never thought to do before. Write your own mission statement and find out your interests, your passions and your inner-motivators. What motivates 10-year-old girls? (at least for the summer of 2003) 18 Animals, means, friends, family, trees, school, education, reading and writing, having a home, finding missing people, helping to rescue victims of natural disasters, and cleaning air and water. These individual pieces to their everyday lives add up to a plethora of charitable opportunities. You will too.

Positive reinforcement in charitable giving is effective because it engages the charitable giver’s own understanding of what it means to give, how, where and why. Positive reinforcement is necessary to reinforce the principle that every charitable gift is good regardless of the profile of the giver. It’s effective because it doesn’t have to cost the giver anything at all; it is simply the act of giving that gives the person taking part in the act a sense of purpose and self-righteousness.

Defining giving in a way (any way?) that helps you gain perspective and direction in your own life. And make it a daily occurrence. It takes seven days to develop a habit—in one short week, giving will be second nature. Are you eating cake? Do good. All are welcome.

The most giving communities are ones where donors are greeted with enthusiasm, open arms and a roll-up-your-sleeves-welcome—almost like family. We insisted on establishing this as the campers’ culture—legacies that Giving Guide’s impetus was a terrific example, where people of all generations work together on important community projects. According to the Center on Philanthropy at Indiana University, using data from KnowledgeWorks, Midwesterners give to charity to make their community better. In fact, Midwesterners are more likely than people in any other region in the country to cite “make community better” as their top reason for giving, listing this reasoning above giving to charity to support a specific need, giving to help the poor instead of giving out of a sense of equity.20 This is the city, after all, where the Convention Hall was destroyed by fire and rebuilt in just 90 days in time to host the Democratic National Convention of 1900.

Making the community better is essential no matter where you live, but it has proven to be a main priority here in Kansas City. Kansas City is made up of a dynamic, diverse and exceptional group of people who live, work, play and raise families here. The Kansas City, Missouri Commission on Violent Crime stated that this is an area of social instability that has been suffering from the ravages of poverty, violence and substance abuse for many years. The policies of housing, employment and education in this city have led to successively fewer assets and opportunities for advancement in this same geographic area that has historically been plagued by the greatest homicide rates. This area is known as the Midwestern center for violence, poverty and substance abuse.22 Even worse, a neighboring Missouri zip code is known as the “murder factory.” In just the first quarter of 2001, Kansas City, Missouri, suffered 20 homicides,23 and the police recovered more than $19 million worth of narcotics and 66 handguns. Three-thousand dollar worth of narcotics and 66 handguns. Three-thousand dollar worth of narcotics and 66 handguns. Three-thousand dollar worth of narcotics and 66 handguns.

They have a power and direction all of their own.

Ten-year-olds are different today than when we were all 10. They are assertive, aware of news and world affairs, and most importantly, Internet savvy. When we sent them home with Giving Cards and instructions to have a parent or guardian help them find their way to the redemption site, they returned to report that they are themselves masters of the World Wide Web. When asked how they know so much about giving, the children all responded, “We just Google it!” They like to figure things out on their own. With the tiniest bit of guidance and a lot of encouragement, their ideas go a long way.

You must think like a child in order to teach a child to think like you. Let your child’s interests guide your lesson on giving. Kids, like adults, want to give to their interests—to encourage and provide for the things that mean the most to them. Also, we discovered that their interests are overwhelmingly based in the way they were raised. You do, however, have a strong power of suggestion as the adult. Kids do not necessarily know how to find the exact names of charitable entities, and they certainly do not know what 501(c)(3) means, but they remember a place after they’ve told it does lots of good for good-meaning people. Repetition, repetition, repetition.

You cannot sell charity like you sell cereal.

This group of girls gave a surprising (and overwhelming) indication that they would actually be somewhat dissuaded from giving to a certain cause or entity because of television advertisements. As adults, we react to Marlo Thomas and Jennifer Aniston when they advocate for children’s health—and we provide the desired response because we see the little green magnifying glass on the cash register at the store. Children—we learned—do not necessarily think like that.

Further, address the issue of charitable giving with children from a reductionist point of view. Kids are brilliant, wonderful and perceptive, but they do have short attention spans. We learned that these girls want to be a part of what we were trying to share with them. We used the “Why” most simple of forms. Also, from a reductionist point of view. Kids do not necessarily know how to find the exact names of charitable entities, and they certainly do not know what 501(c)(3) means, but they remember a place after they’ve told it does lots of good for good-meaning people. Repetition, repetition, repetition.

Celebrate!

Charitable giving is something worth celebrating. An atmosphere of fun brightens the overall mood and keeps kids (and adults) engaged. Every session included cake, of course. Try tying giving to all of life’s celebrations. Are you celebrating a birthday? Collect toys for a children’s charity or for an animal shelter? Getting married? Collect monetary donations for your favorite cause in lieu of gifts, or make your own monetary donation in the names of your guests as the favor at your reception. Have you been blessed with a new baby? Find a way to help other young families in need. And remember, things are more fun when they are pretty and pink!
Celebrations that Give Back™

Kansas City Community Foundation. Each week the kids came together under the auspices of a cake party to learn about each other, about important life skills such as personal hygiene, nutrition, organization, and entrepreneurship, and about the value of being charitable.

I tried to make it a point to ask my kids (and some of the others) about the camp each week. Their response to simple questions such as “did you like the camp today?” was generally predictable. The girls didn’t always agree on what they liked best, but everyone had a favorite topic.

To really appreciate the value of this camp, though, I simply had to ask the girls each week what they learned about charitable giving. The answers were often surprising, and always satisfying. Some of my favorite discussions with my daughters and two of their friends came after the girls learned about how to start up and operate mock lipstick companies. One of my favorite discussions with my daughters and two of their friends came after the girls learned about how to start up and operate mock lipstick companies.

For instance, one of my favorite discussions with my daughters and two of their friends came after the girls had the chance to start up and operate mock lipstick companies. We asked them what they liked best about camp. “The cake, definitely the cake” was always the first answer, what they liked most about the camp. “The cake, definitely the cake” was always the first answer, but then the real answers followed: “I really liked having a lipstick business,” or “it was so fun when we did the house cleaning play!” The girls didn’t always agree on what they liked best, but everyone had a favorite topic.

The girls learned to take their interests and turn them into something positive. They learned how to help other children and families, how to help rescue animals, and how to use theatre and art to help better their community. They learned that they cannot expect to be their best at helping others if they aren’t good to themselves first. This group of young women (albeit, quite young!) now knows that a successful company facilitates employment in the community and that a business can use charity to make our community a better place.

What wonderful knowledge for the next generation to possess. One parent said that their answers to what they learned about charity were “surprising, and always satisfying.” And all the while, they were having fun—and eating cake. When he asked his daughters if they liked camp each Friday, the response became predictable: “It was just awesome, soooooo much fun!”

Andrew Hahn, director of the Sillerman Center, has indicated that, “the real agenda is not teaching students about working in the nonprofit sector, but a wider social goal—to help them understand social conditions and social justice and imbue in them the spirit of generosity.”

The father of two of our campers indicated that, “there are few things more satisfying in life than watching your children go through a process of discovery.” We know that these girls learned a lot about giving and a lot about themselves this summer. They took away from this camp a desire to be kind, gracious and charitable.

Giving and the Next Generation: Emerging Trends

Charitable giving is ever-changing. Emerging trends are establishing a much-evolved culture of giving of the givers who are 10 right now, but will not be 10 forever.

• A sorting out of information for donors is beginning to emerge from the numerous sites like Guidestar and Charity Navigator that house valuable data about nonprofit organizations. Impact, sometimes equated with a moral system that makes it so very easy to give!

We hope that through this experience, we have fostered within these girls a spirit of giving that will last for the rest of their lives. We are confident that, at least, they will return to school this fall with great manners, knowledge of how to be a good friend, knowledge of giving far surpass traditional monetary donations. Do you use a credit card often? Donate your credit card points to charity! Are you active with a group of friends? Beyond the traditional 5K, there are now pub crawls for your favorite cause! And, chances are, your employer has a payroll-deduction system that makes it so very easy to give!

Conclusion

So, is it possible to tie giving into the everyday activities of a good girl? That is a troubling yet. Theories of working with children and charity have now been based tested—and approved. Children are so excited about so many things, and giving can certainly be one of them. As it turns out, there is a lot about life (and yourself) that you can learn on summer vacation. Cake is good (but fondant is also too good)—and so is giving.

We hope that through this experience, we have fostered within these girls a spirit of giving that will last for the rest of their lives. We are confident that, at least, they will return to school this fall with great manners, knowledge of how to be a good friend, a desire to live a healthy life and lots of kindness to give. And also, some cake to share.

From our own observations, and from the words of their parents, we know that they learned a few things this summer. And because they learned, we know that they grew into even more wonderful girls than they were at the beginning. And because they were able to grow, they changed. And because they changed, they will change the world.
Above all, Leanne enjoys spending time with family and friends. She is thrilled to work for an organization that is committed to making her hometown a better place and is continually in awe of Kansas Citians’ generosity—yet another reason why Leanne adores Kansas City!

Kristen Koenen
Kristen Koenen is a lifelong resident of Kansas City and is proud to call it home. Kristen attended Benedictine College (Atchison, Kan.) where she earned degrees in business administration, economics and finance and graduated Summa Cum Laude. Kristen then earned her Juris Doctorate from the University of Kansas School of Law—the first Jayhawk in her Kansas City family. In September 2011, Kristen will join the Wealth management firm Creative Planning, located in Leawood, Kan.

Few things make Kristen happier than a good book and a good cup of coffee. She is passionate about reading (most of which concerns United States history or was written by Jane Austen) and Broadway musicals. If she had an ounce of talent she would have left New York long ago. Rather, she is content making the trip (as often as possible) to sit with the audience and dream of what it would be like on stage.

Kristen is the youngest of two children and will be married this coming fall. She was raised to believe in the power of helping others and feels so very fortunate to have been a part of the Celebrations that Give Back™ camp experience.

Hailey Eisenbarth
Hailey Eisenbarth, currently interning with the Greater Kansas City Community Foundation, is a 2011 graduate from Kansas State University. She earned a Bachelor of Science in journalism and mass communications with a focus in public relations and a minor in business administration. She grew up in the small town of Seneca in northeast Kansas and is the youngest of three siblings.

In her free time, Hailey enjoys being with family and friends, especially when it involves game night around the family dinner table. Hailey is passionate about people and their narratives, which is why she loves film, television, music and pop culture. She’s social media fanatic, coffee addict and comedy guru who loves nothing more than to laugh and make others laugh, too.

Hailey truly values making people feel better any way she can by cheering them up, helping them out or improving their lives, even in the smallest ways. She considers volunteering an essential act and has enjoyed donating her time and enthusiasm to organizations including the Musical Dysrhythmia Association and American Red Cross. Hailey especially enjoyed the opportunity to teach young girls the importance of charitable giving at Celebrations that Give Back™ during the summer of 2011.

Gina Claypool
Gina Claypool is currently a student at the Institute for Integrative Nutrition (IIN) where she is studying over 100 dietary theories, nutritional healthy lifestyle habits, and health coaching and counseling methods. Before attending IIN, Gina was an avid reader of nutrition, health and wellness books. Now, she’s using her interest in nutrition to help other people through one-on-one and group health counseling, corporate wellness programs, and public seminars with her company, Soul. Body. Food.

Joni Cobb
As founding president and CEO of PIPELINE, Joni Cobb has led the development of the nationally-acclaimed entrepreneurial fellowship program, which is designed to equip high-growth entrepreneurs with training, networks, resources and mentors. Prior to PIPELINE, Joni successfully started Cobb Communications, LLC, which provided comprehensive business planning, strategic communications and public affairs consulting services to technology and bioscience organizations, as well as foundations and organizations with high emphasis on public sector engagement. Joni graduated with a Bachelor of Arts in economics and political science from the University of Missouri, and earned her Juris Doctorate from the Washington University School of Law.

Lily Kaufmann
Lily Kaufmann has participated in numerous theatre productions around the Kansas City area, including shows with New Theatre Restaurant, Theatre in the Park and Musical Theatre for Young People. Show credits include: “Funny Girl,” “Fielder on the Roof,” “Curtains,” “Les Misérables,” “Zombie Prom,” “White Christmas,” “Dirty Rotten Scoundrels,” “Urinetown,” “The Music Man,” “ Bye Bye Birdie,” “Footloose,” and “Beauty and the Beast.” Lily has studied dance since age 4, and she’s been involved in the Miller-Marley Youth Ballet for six years. Lily studies voice with Melissa MacDonald and hopes to pursue a future in musical theatre. Lily currently is a junior at Shawnee Mission East High School, where she is actively involved in dance, choir and theatre.

Our Favorite Giving Resources
The Giving Book, by Ellen Sabin (most appropriate for ages 6-11)
Silver Spoon Kids, by Eileen & Jon Gallow
Raising Charitable Children, by Carol Weinman
K & K Celebrate Life Through Charitable Giving (most appropriate for 7th grade and up)
The Kids’ Guide to Service Projects, by Barbara Lewis
The Giving Tree, by Shel Silverstein

Moornjar, www.moornjar.com

Yankelovich and CNN USA Today Gallup Poll
“Millennial Cause Study,” Cone Inc. in collaboration with AP Impact, 2006.
Women Gov. 2010: Deborah J. Moch, Ph.D., Women’s Philanthropy Institute at the Center on Philanthropy at Indiana University, October 2010.
“Giving in Kansas City,” The Center on Philanthropy at Indiana University, Summer 2009
www.city-data.com
Kansas City, Missouri Commission on Violence Crime Executive Summary
1st Quarter 2011 Homeless Quarterly, Kansas City, Missouri Police Department, March 31, 2011
“Who’s Who,” Kansas City, Missouri Police Department, 1st Quarter 2011.
“2009 Annual Report,” Kansas City, Missouri Police Department, 2009
“Who’s Who,” Kansas City, Missouri Police Department, 1st Quarter 2011.
Photos courtesy of Phil McKnight, father of Laura McKnight.

© 2011 Greater Kansas City Community Foundation

We hope you enjoy this case study. Feel free to share it with friends, family and colleagues. But please don’t copy or reproduce. It makes our lawyers grouchy.

Charitable giving encompasses much more than just monetary donations. One way the Community Foundation gives back is by using environmentally friendly products from responsible sources.
CELEBRATIONS

that give back™
**WEEK 1**

**good cookies, good cakes & good deeds.**

Cake! It’s one of life’s greatest joys, the perfect centerpiece for celebrating milestones big and small. Celebrations that Give Back™, a one-of-a-kind camp for girls, kicked off its first session with cake batter, frosting, fondant and, of course, giving to charity. Eight 10-year-old girls, divided into the purple team and the pink team, competed to construct a cake that looked most like the Good Girl Cake, pictured at center. The prize for the winning team was directing a $100 donation to any charity of the team’s choice. It was nearly impossible for the winning team of campers to agree on just one charity, so these savvy girls cut the prize into four delicious slices, sending $25 each to Wayside Waifs, Charlotte Street Foundation, Harvesters and Ronald McDonald House.

**WEEK 2**

**gratitude every day: giving back gives back to you!**

Studies show that expressing thanks and gratitude actually makes a person happier and healthier, and that was the message to the girls at the second camp session, which was dedicated to sharing the joy of charitable giving by making it easy, fun and rewarding. The girls wrote in their new gratitude journals, shared with each other three things for which they were grateful, completed their own Giving Guide workbooks and learned about charitable giving. Each of these really good girls went home with a Giving Card. The assignment? Give $25 to any charity of her choice and come back to camp with a report on which nonprofit received the money and why.

**WEEK 3**

**gift of health = gift to yourself.**

Session three kicked off with each of the eight girls reporting how she spent her $25 Giving Card. Wayside Waifs. Animal Haven. Charlotte Street Foundation. Ronald McDonald House. (Those just happened to be the sample organizations from Day 1 of the camp . . . the power of suggestion!?!?) The girls were then asked say one word to describe how they felt after giving to charity. Words like “proud,” “good,” “special,” “happy,” “glad,” “grateful” and “inspired.” After eight inspiring stories of giving back, our guest speaker for the day, Gina Claypool, came prepared with a preteen-friendly version of rules for healthy living. Be generous. Get enough sleep. Laugh. Go outside. Say thank you. Hum a happy song. Eat right. And eating right was the best part of the lesson because Gina brought samples. Three kinds of kale chips, brownies made with garbanzo beans (you couldn’t even tell!) and hot pink hummus dip (thanks to beets). In fact, the healthy treats were so delicious that all of the girls asked for seconds.

**WEEK 4**

**the space that gives back . . . your home.**

A place for everything and everything in its place. During the fourth session of Celebrations that Give Back™, the girls learned about the importance of keeping your space clean and organized. Housekeeping isn’t always fun, but it is a good way to make sure your space is giving back everything you want. The girls divided into teams and spent the afternoon working on two projects—come up with a skit about how house cleaning can be fun and beneficial to everyone, and paint a picture of the Good Girl Cake. The skits were outstanding! The girls proved that cleaning can be fun when you work together. One team even discovered that creating a song about cleaning can help make each cleaning task more enjoyable. The girls then showcased their art to each other and, of course, enjoyed a piece of cake!
Corporate social responsibility. How can you show a handful of 10-year-old girls that companies that give back are companies that move forward? That’s what we did during the fifth session of Celebrations that Give Back™. The answer was to sequester them in a basement storage room and issue a challenge to start a business. The rules? Only two. First, the business must involve lipstick. (What 10-year-old girl doesn’t love lipstick?) Second, the business must give to charity, even in a very small way. Fortunately, we had some inspiration. Joni Cobb, president and CEO of PIPELINE, and her daughter Lily joined us to share their stories of success. Joni leads the nation’s premier statewide technology entrepreneur fellowship program. Lily, following in her mother’s superstar footsteps, is already a talented teen actress, performing in this summer’s Les Miserables at Theatre in the Park, just one of dozens of performances in her repertoire. The results? Impressive! In just four hours, the girls launched two businesses (Lipstick Love and Stiks), celebrated doing good with gifts to two charities of Joni and Lily’s choice (PIPELINE and Music Theatre for Young People) and ate some really good cake.

WEEK 6
good gracious! why manners matter.

One of the most important traits of a good girl is her manners. During the sixth session campers searched through magazines to find photos of people with good manners and people with bad manners. They all agreed that Catherine, Duchess of Cambridge probably had the best manners of all the women in the magazine. Next, the girls learned the importance of saying thank you by writing personal thank you notes to each of our guest speakers. The afternoon ended with cake and a group discussion of what manners each of the girls thought were important. Responses included using kind words, including everyone and never gossiping. Great manners to possess no matter what your age!