Training 101
Case Study for Role Play

Developing a Family Philanthropy Plan: Goals for the Family

Mara – a donor

You and Nick built a very successful travel agency business that you just sold for $30 million. While Nick will be staying on with the business during the transition, you are suddenly and delightfully "retired." You and Nick have had a donor advised fund at the community foundation for over five years, set up primarily to receive tax appreciated securities for making annual gifts to a variety of nonprofit groups and educational institutions that you care about. With this sudden new wealth, you are thinking that it might make sense to set up a family foundation and involve your children in it. You had mentioned this to someone at the community foundation, who suggested you come in and talk with them about your options.

You have two grown children. Emma is 19 and a sophomore in college about 2 hours away. She's studying psychology at the moment, but who knows where that will go. Zach is 23, a recent college graduate and is now happily working in a software startup on the other side of the country. You're not sure if your kids will be able to find the time to work on the family foundation right now, but you are increasingly enthusiastic about the prospect of having a vehicle that would give you an opportunity to connect with your kids and keep them connected with your home town.

While you are waiting for the community foundation staff person to enter the conference room, you and Nick will have a 5 minute conversation about the upcoming meeting.

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Nick – a donor

You and Mara built a very successful travel agency business that you just sold for $30 million. You are committed to stay on with the company for 2 years, and expect to be working very hard. Mara recently raised the idea with you of starting a family foundation with some of the proceeds of the sale of the business. You are not sure what that would entail exactly or whether it is something that your kids would be interested in. After all, one of the reasons that you sold the business was because the kids had specifically said that they didn't have an interest in taking it over.

You have two grown children. Emma is 19 and a sophomore in college about 2 hours away. She's studying something in the liberal arts, but you can't quite remember what it is. Your son Zach is 23 and after graduating from college last year has finally found a promising job in a software company on the other side of the country.

You agreed to come to this meeting because Mara is so gung ho about this idea of a family foundation. You don't really know what you hope to get out of the meeting, except to learn more about what's involved in creating a family foundation.

While you are waiting for the community foundation staff person to enter the conference room, you and Mara will have a 5 minute conversation about the upcoming meeting.

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Community Foundation Staff Member

You don't know much very much about Nick and Mara. While they have had a donor advised fund at the community foundation for about 5 years, they have not called on the foundation for any advice or special help. Their gifts have gone to alma maters and about a dozen community organizations ranging from the arts to human services. Through their business, they are also known as good community citizens. The meeting came about because you happened to see Mara at a community event, congratulated her on the sale of the company (a travel agency business which was sold for $30 million according to an article in the paper) and she said something about the idea of starting a family foundation. You immediately followed up with an invitation to come in and talk. You know they have children because they are listed as successor advisors on the DAF, but you have never met them.

Your hope is that they will enlarge the DAF, but your community foundation also offers back office services to private foundations. Your objective in this meeting is to get a better idea of Mara and Nick's goals for their philanthropy and for engaging their children.

While walking down the hall to attend the meeting, you and a colleague/observer will have 5 minutes to strategize your approach to the conversation. You will need to fill your colleague in on the situation during the 5 minutes. **{However, the staff member will not be in the room with you, but acting as an observer}** As you facilitate the meeting with the donors, you may want to use the *Giving Together* workbook, and especially worksheets #1-5.

By the end of the meeting, please try to know the following:

1. What are their primary goals for the family's philanthropy?

2. What are the next steps with this family?

3. What other information do you still need to find out? What questions do you want to ask the next generation?

4. What are the red flags, if any, which you want to be prepared to address going forward?