

FUNDAMENTALS OF FAMILY PHILANTHROPY WEBINAR

Defining and Translating Motivations and Values

January 14, 2021 | 12:00-1:15 PM ET

Featuring:

Katherine Lorenz, National Center for Family Philanthropy;
Cynthia and George Mitchell Foundation

Jaimie Mayer, Nathan Cummings Foundation

Nick Tedesco, National Center for Family Philanthropy

Fundamentals of Family Philanthropy

The monthly *Fundamentals of Family Philanthropy* webinar series provides guidance on the core tenets of effective family philanthropy—from motivations and values to governance, grantmaking, and succession. The series equips giving families with the latest information on evergreen topics in the donor lifecycle through practical takeaways and diverse family stories that illustrate important practices. Designed for seasoned practitioners and newcomers alike, the series is available to our Friends of the Family and Partner Subscriber organizations.



Family Identity and Culture
February 11 | 12-1:15pm ET



Going Beyond the Private Foundation: An Exploration of Vehicles
March 11 | 12-1:15pm ET



Effective Governance: Principles, Policies, and Practices
April 8 | 12-1:15pm ET

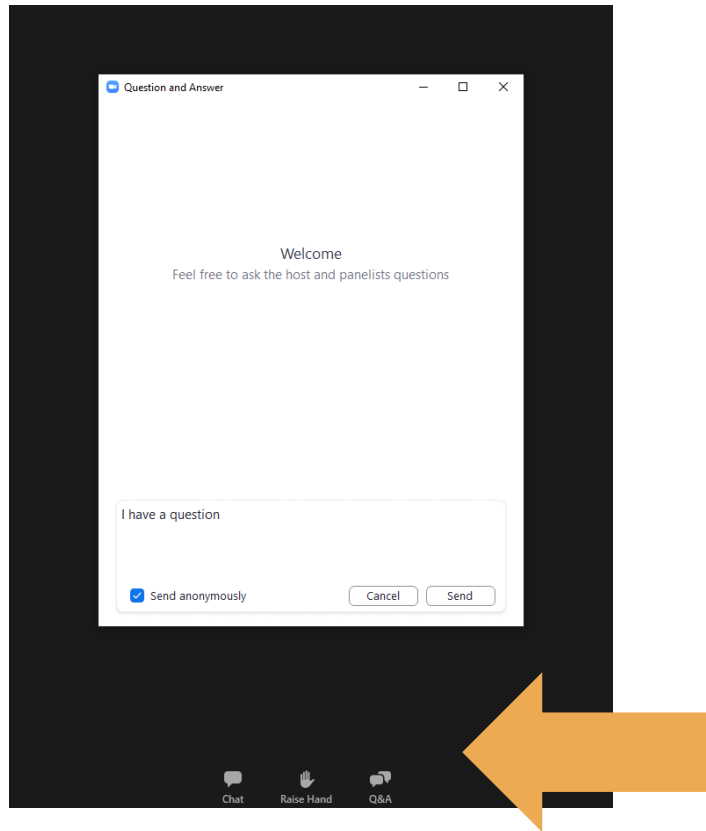


Demystifying Decision Making
May 13 | 12-1:15pm ET

Today's Conversation

- **Why** motivations and values?
- **What** are motivations and values in the context of family philanthropy?
- **How** do families define and explore their motivations and values?

Submit Your Questions



Submit your questions into the Q&A box on your control panel at the bottom of the screen or email them to jason.born@ncfp.org

Webinar Logistics

- If you have sound problems listening through your computer, try switching to a landline telephone or cell phone
- To ask a question, type it into the Q&A box on your control panel at the bottom of your screen or email jason.born@ncfp.org
- If you experience technical problems, please use the question box or email jen.crino@ncfp.org. Should there be a broader technical issue, we will send an email and share a message on screen
- This webinar is recorded and a replay will be made available to the field
- You may chat with us on twitter during or after the webinar using the hashtag #ncfpweb
- Keep an eye out for our post-webinar survey. We rely on your feedback!

Why motivations and values?

Why Motivations and Values?

Motivations and values guide both *what* a family funds, and *how* they approach their funding. They...

- provide a framework for making decisions
- are a measure of success and accountability

Why now?

Now more than ever, as philanthropy evolves and the responsibilities of a donor grow, it is increasingly important to approach your funding, investments, and all aspects of your giving through a values lens

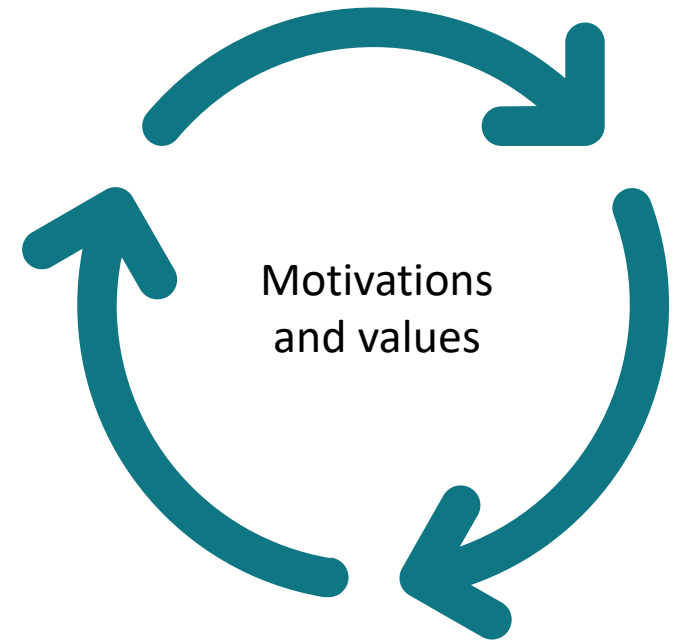
Grounding Your Family Philanthropy Effort

Motivations and values are fundamental to building a family philanthropy structure. Give yourself a solid foundation of clear motivations and values to ground your effort in the long-term.



An Ongoing Process

Motivations and values are ever-evolving. The exploration is an iterative process.



What are motivations and values in the context of family philanthropy?

Motivations

Motivations | Noun

mo·ti·va·tions | \ ,mō-tə-'vā-shəns

The inspiration and rationale behind why a donor gives—the purpose and the aim, the core of why one commits to philanthropy



Motivations

Philanthropy is a deliberate choice, and it is one that you have to assert time and time again. Motivations give language to that continuous choice.



Values

Values | Noun

val·ues | \ 'val-(,)yüs

When we talk about values, we mean the core principles, characteristics, and behaviors that underlie all our decisions and actions—ones that we feel are most importance and influence our everyday lives and philanthropic choices



Values

Values provide a common purpose and shared direction. They guide decision making and help donors focus their giving around an aligned goal.

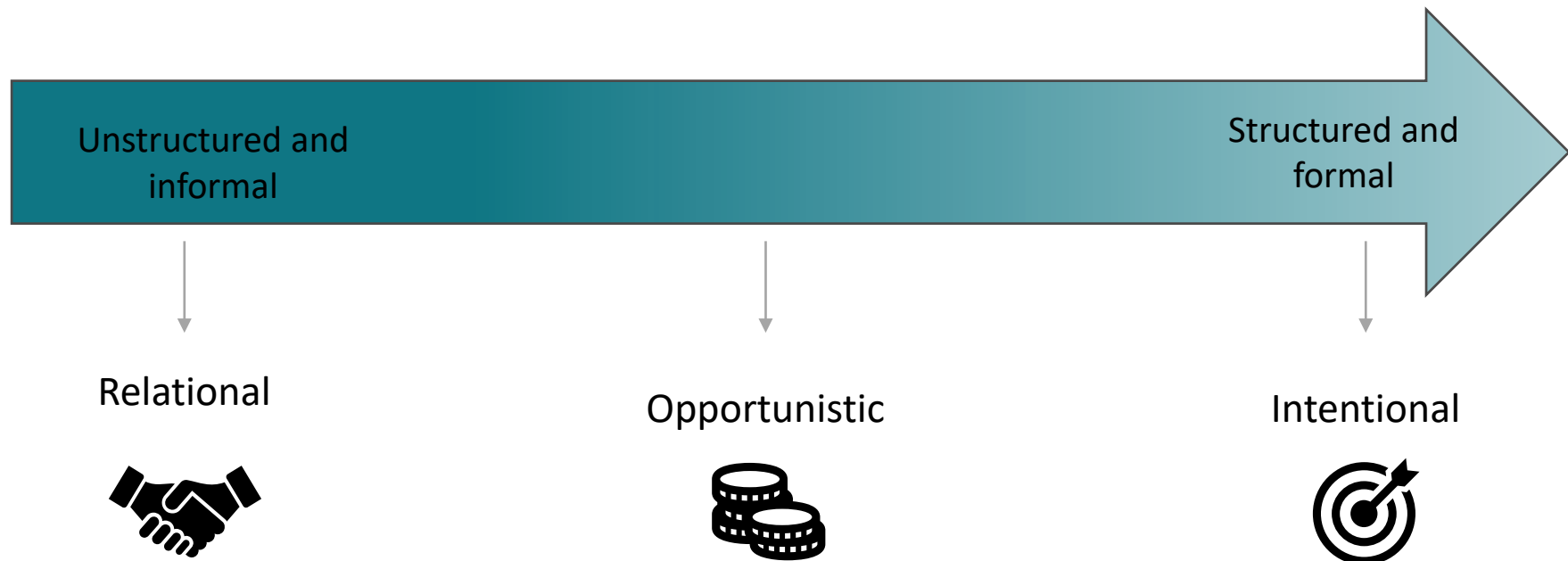


Sample Values



Giving Styles & Motivations for Giving

Giving styles often follow a natural evolution from informal and relational to intentional and structured.



Giving Styles

Giving styles and approaches often stem from and reflect a family's motivations. And they often evolve over time.



Questions for Reflection

- What motivates you to give?
- What do you want to accomplish with this effort?
- What are the values that are important to you and your family?
- Why did you choose the identified values?
- How will you align your giving with your values?

How do families define and explore their motivations and values?

Five Tips for Getting Started

1. Take your time: This process is slow-going, and requires patience and a willingness to listen to all voices
2. Hire a trained facilitator: A facilitator can ensure all voices are heard in a safe space
3. Tell stories: Sharing stories about family traditions, values, and passions helps to get these conversations moving
4. Identify conflicts and trouble spots: Opening naming topics where there are strong disagreements may help reduce tension and allow families to focus on areas where there is agreement
5. Document the process for future generations: Record the founders, board members and others discussing family values so others can refer to these principles later on

Identifying Your Motivations & Values

The process for identifying motivations and values consists of two stages. First, families need to engage in a conversation with each other and dig into what's driving them, what they want to achieve, and what principles they want to maintain. Second, they need to name those the motivations and values by articulating statements that reflect the outcomes of honest dialogue.



Define Values Statements

Cynthia and George Mitchell Foundation

The Cynthia and George Mitchell Foundation is guided by the intolerance of prejudice, principles of social responsibility, respect for the individual, reverence for the natural environment, and as expressed in the lives of its founders. Their leadership—characterized by innovation, collaboration, creativity, and a passion for knowledge—guides our pursuit to foster a more just and sustainable world.

Nathan Cummings Foundation

We fulfill our mission and live out our beliefs and first principles by upholding these commitments:

- Focusing on what the world needs from NCF, not on what NCF can do for me;
- Focusing on wicked problems and making the “impossible” possible;
- Supporting those who have the least to participate meaningfully in solving the problems that affect them; and
- Using innovation, risk-taking, and unorthodox thinking to disrupt conventional definitions and political divides and to generate new possibilities and alliances; amongst many more commitments.

Define Mission and Vision Statements

Surdna Foundation

Mission

The Surdna Foundation seeks to foster sustainable communities in the United States—communities guided by principles of social justice and distinguished by healthy environments, strong local economies, and thriving cultures.

For over five generations, the Foundation has been governed largely by descendants of John E. Andrus and has developed a tradition of innovative service for those in need of help or opportunity.

Vision

A just, equitable, and sustainable society in which all individuals can reach their full potential and all communities can thrive.

Brinson Foundation

Mission

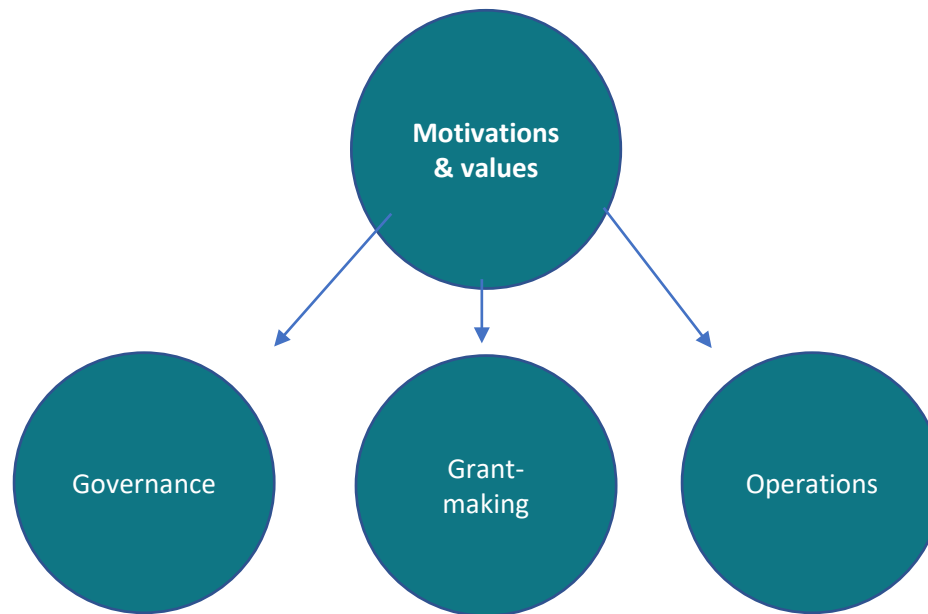
The Brinson Foundation is a privately funded philanthropic organization that provides an opportunity to focus our family's common interests in encouraging personal initiative, advancing individual freedoms & liberties and positively contributing to society in the areas of education and scientific research.

Vision

We envision a society that cares for all of its members and endeavors to enhance individual self-worth and dignity. We also envision a world where every individual is a valued and productive member of society, where all people are committed to improving their lives and the quality of their environments.

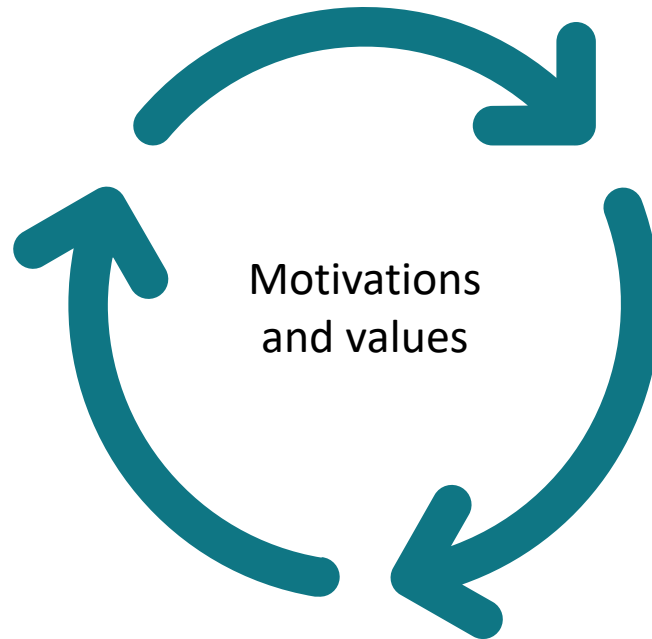
Translate Your Motivations & Values

Translating motivations and values is about how you apply the motivations and values into the work. Families can use their values as a measure or litmus test for the work you're doing.



An Ongoing Process

Motivations and values are ever-evolving. The exploration is an iterative process.



Today's Speakers



Katherine Lorenz
Board Chair, Cynthia and
George Mitchell
Foundation; Senior
Advisor, National Center
for Family Philanthropy



Jaimie Mayer
Board Chair, Nathan
Cummings Foundation

Next *Fundamentals of Family Philanthropy* Webinar

**FEB
11**

Family Identity & Culture

A clear family identity is driven by a shared purpose and philosophy, which in turn promotes a successful collective giving effort. How do families understand their shared purpose and ensure it faithfully guides them in their work? What is the role of the individual in relation to the collective? How does culture affect the approaches that families employ?

Register at ncfp.org/events

Join a Peer Network

Peer networks are for those interested in connecting to family philanthropy colleagues with similar objectives, challenges, and shared experiences.


Engaging Youth | Non-family Staff | Strategic Lifespan

Email Katie.Scott@ncfp.org to learn more and join

Connect with NCFP

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joining us!**

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for the webinar to all attendees.**

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