



Defining Your Family's Philanthropic Purpose

Navigating Family Philanthropy Series Webinar

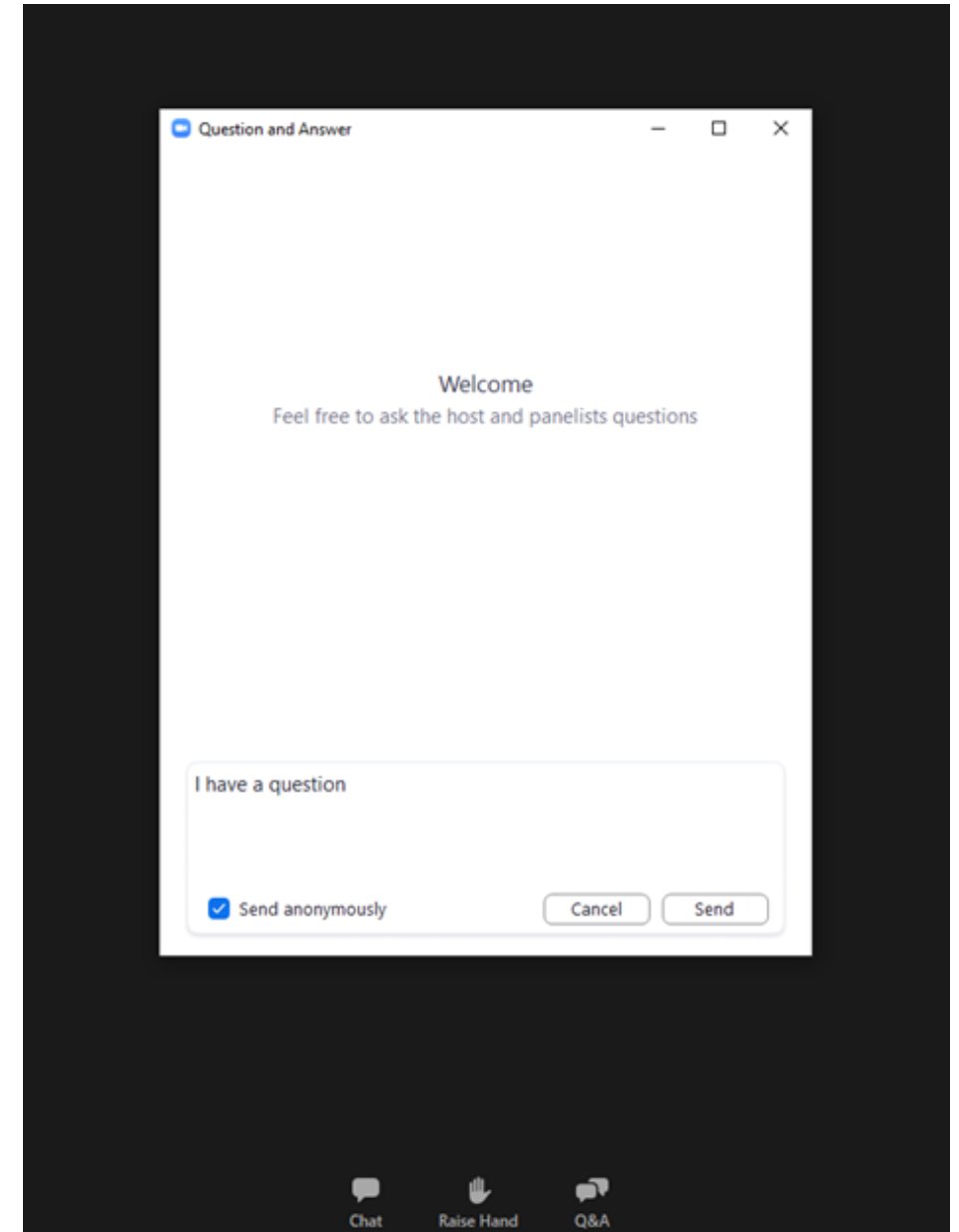
June 14, 2022

Submit Your Questions

Submit your questions into the Q&A box on your control panel at the bottom of the screen or use the chat.

Closed Captioning

Click “Live Transcript” on your Zoom control panel to see subtitles.





Schwab Charitable's mission is to increase giving in the U.S. with donor advised funds and philanthropic services that make charitable giving tax-smart, simple and efficient.

We offer tools, guidance and relationships that empower donors to incorporate charitable planning into their everyday lives and make a bigger difference in the world. Visit <https://www.schwabcharitable.org/> for more information.



NCFP is a network of philanthropic families committed to a world that is vibrant, equitable, and resilient. We share proven practices, work through common challenges, and learn together to strengthen our ability to effect meaningful change.

Our range of programs and services support family philanthropy at its many points of inflection and help families embrace proven practices and advance momentum.

For additional information about joining NCFP, please email ncfp@ncfp.org or visit <https://www.ncfp.org/join/>.



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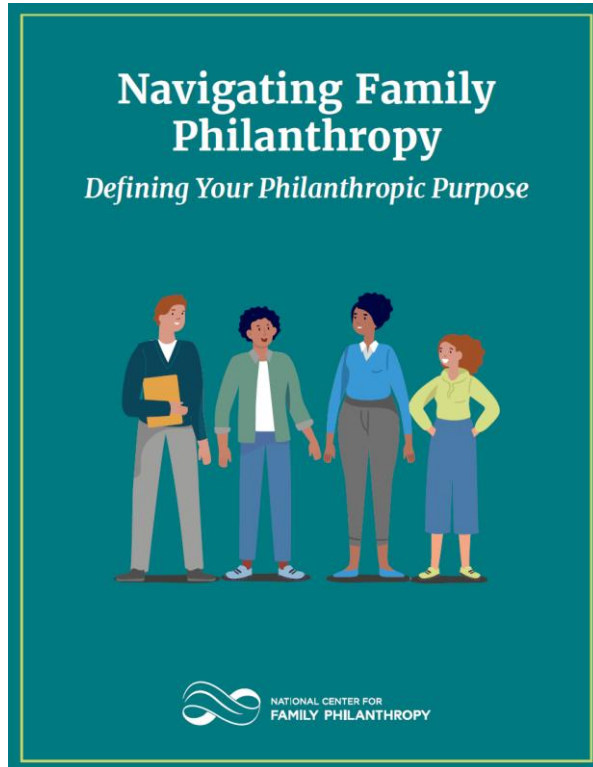
Megan Costigan

Third Generation member and
Program Manager

Tracy Family Foundation

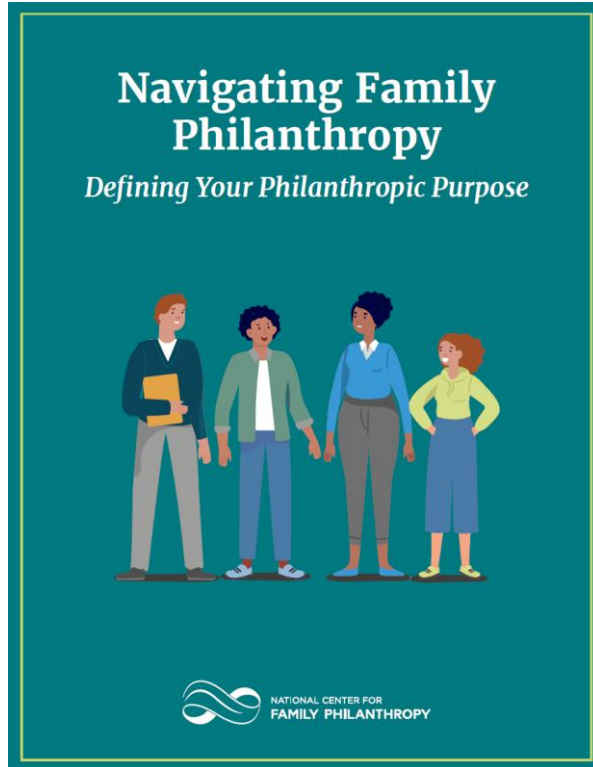
Overview

Navigating Family Philanthropy Series (2022)



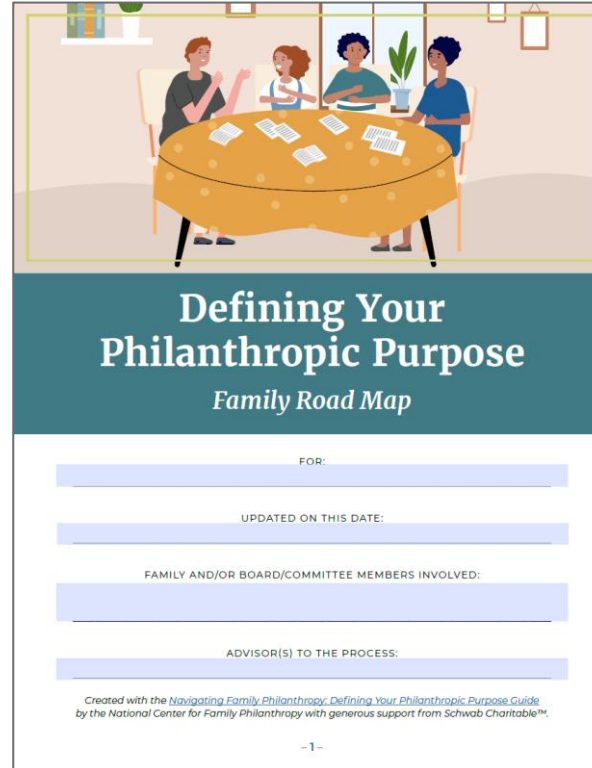
1. Defining Your Philanthropic Purpose
2. Choosing Your Philanthropic Vehicles
3. Choosing Your Social Impact Strategies
4. Strengthening Governance and Family Dynamics
5. Planning for Legacy and Succession

Each Topic Has...



Guide

For individuals and couples



Road Map

For families



4-5 Minute Intro Video

For families

Definitions

Philanthropy is voluntary action for the public good.

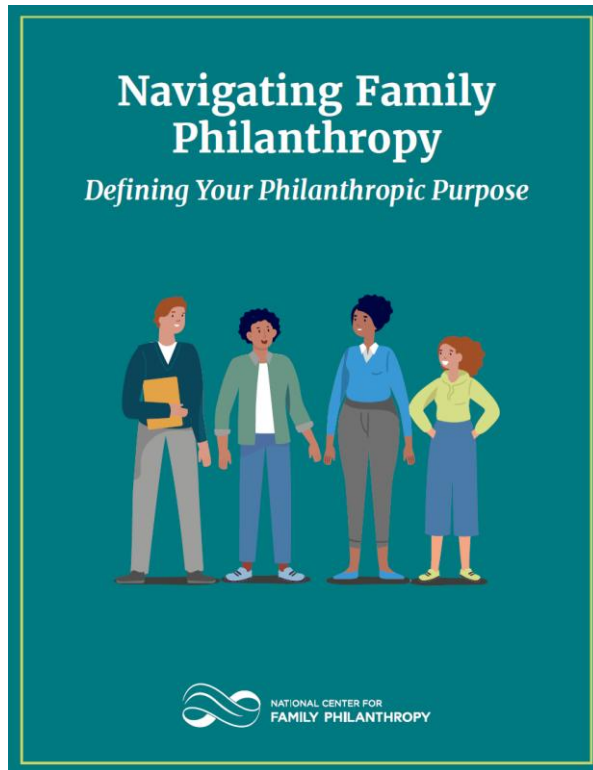
It includes giving, granting, volunteering, investing for social or environmental impact, building social enterprises, advocacy, and/or other actions that intentionally benefit others.

Also called “social impact.”

Family philanthropy is when a group of family members (self-defined) takes those actions together.

Could include biological family, adopted family, family of choice, even friends or coworkers...

Philanthropic Purpose asserts Your *Why*



Benefits:

Guide group decision-making

Bring heart and soul to use of philanthropic resources

Clearer donor intent after you're gone



1. Motivations

The underlying reasons driving and inspiring your philanthropy.

Ex) personal experiences, faith, mentors, compelling needs

2. Values & Principles

The moral compass that shapes our character and decisions.

Ex) authenticity, diversity, freedom, joy, service





3. Priorities

Preferences for:

- Populations
- Places
- Issues
- Ideals or institutions

4. Giving Style

Preferred approach to problem-solving.

Ex) relief, reform, innovation

Initial operational choices.

Ex) timeframe, level of collaboration, publicity



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Improvement: teach the family to fish, provide opportunities to move up the economic ladder.



Reform: ensure fairer fishing, ensure improved environmental protection.



Management: help fishing communities connect and advocate for their own success.



Innovation: invent sustainable fishing methods or technologies.



5. Bring it together

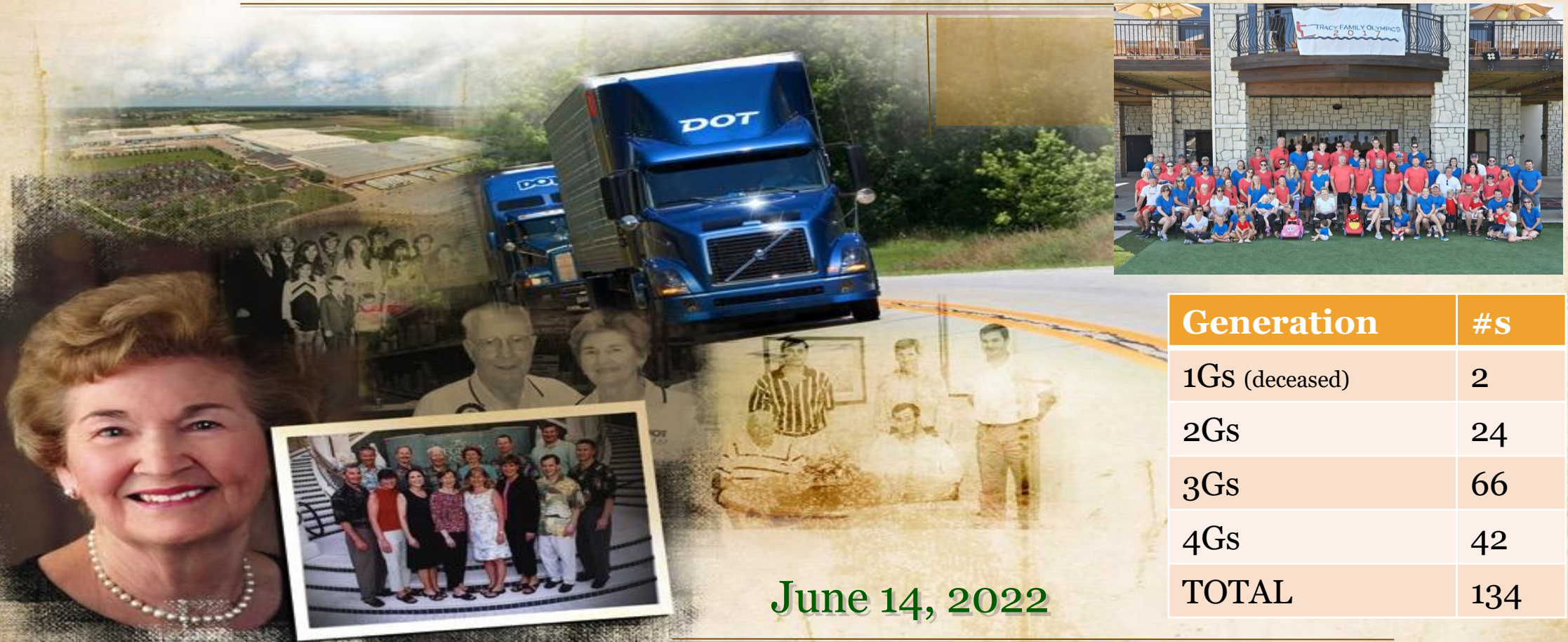
Purpose or mission statement – how you'll work toward a better world

Optional:

- Vision
- Credo
- Legacy statement

Personal Perspectives

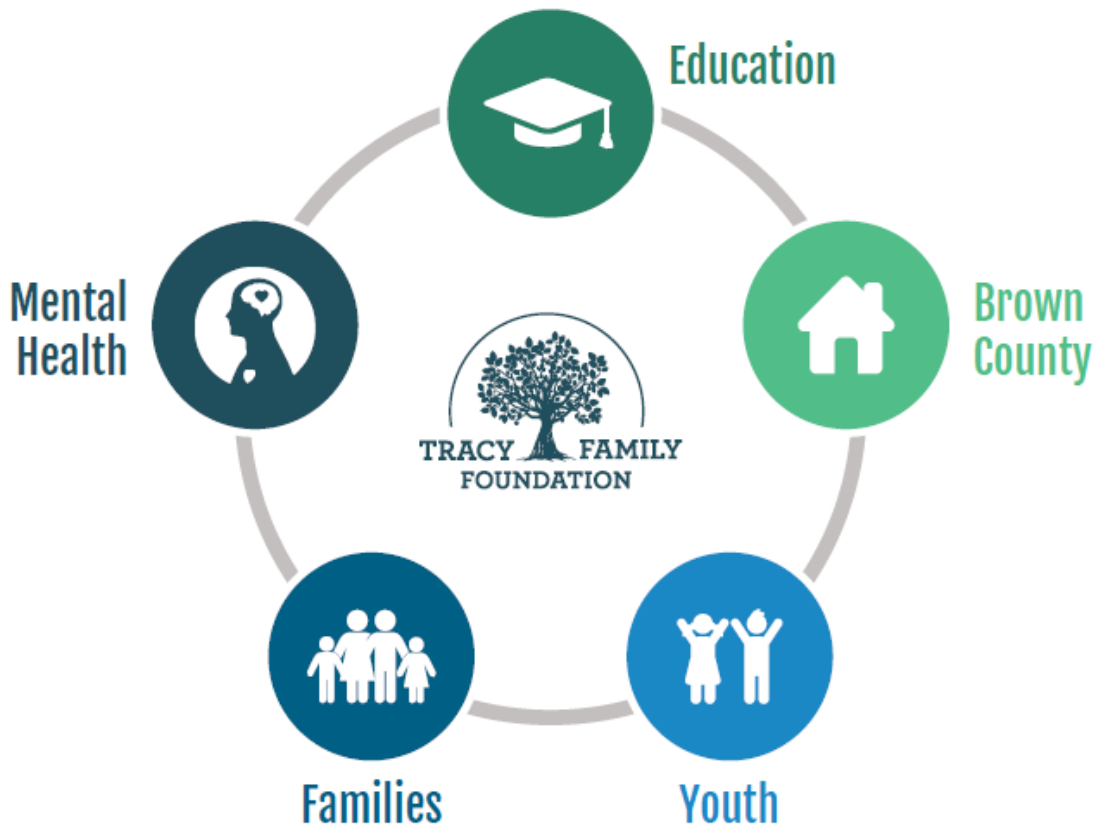
Tracy Family Foundation



Generation	#s
1Gs (deceased)	2
2Gs	24
3Gs	66
4Gs	42
TOTAL	134

Schwab Charitable & NCFP Webinar

TRACY FAMILY FOUNDATION SHARED PRIORITIES & GIVING STYLE



Next Generation Grant Program

Allowance per Eligible Participant |

5 - 10 years old: \$1,000

11 - 17 years old: \$2,000

18 - 24 years old: \$3,000

25 - 30 years old: \$5,000

Site Visit Requirement |

Ages 5 – 17: site visit is required

Ages 18 – 30: site visit or phone interview

Matching Grant Program

Allowance per Eligible Participant |

\$60,000/year

Match Ratio Options |

1:1 to 5:1 (depends on age of participant)

Tips for Families

- ✓ Be more inclusive than less
- ✓ Take multiple conversations that allow for storytelling, mutual learning, external resources
- ✓ Focus your vehicle on areas of the most shared interest, push the rest to individual philanthropy
- ✓ Treat the results as a living draft

Tips for Advisors

- ✓ 60-minute Zoom or in-person with a client family – help them kick off a discussion
- ✓ 90-minute client event – intro a topic, take group through 1-2 exercises
- ✓ Day-long retreat to draft a shared plan or road map (will require homework before and after)
- ✓ A set of quarterly family conversations to create a shared plan or road map

What's Next?

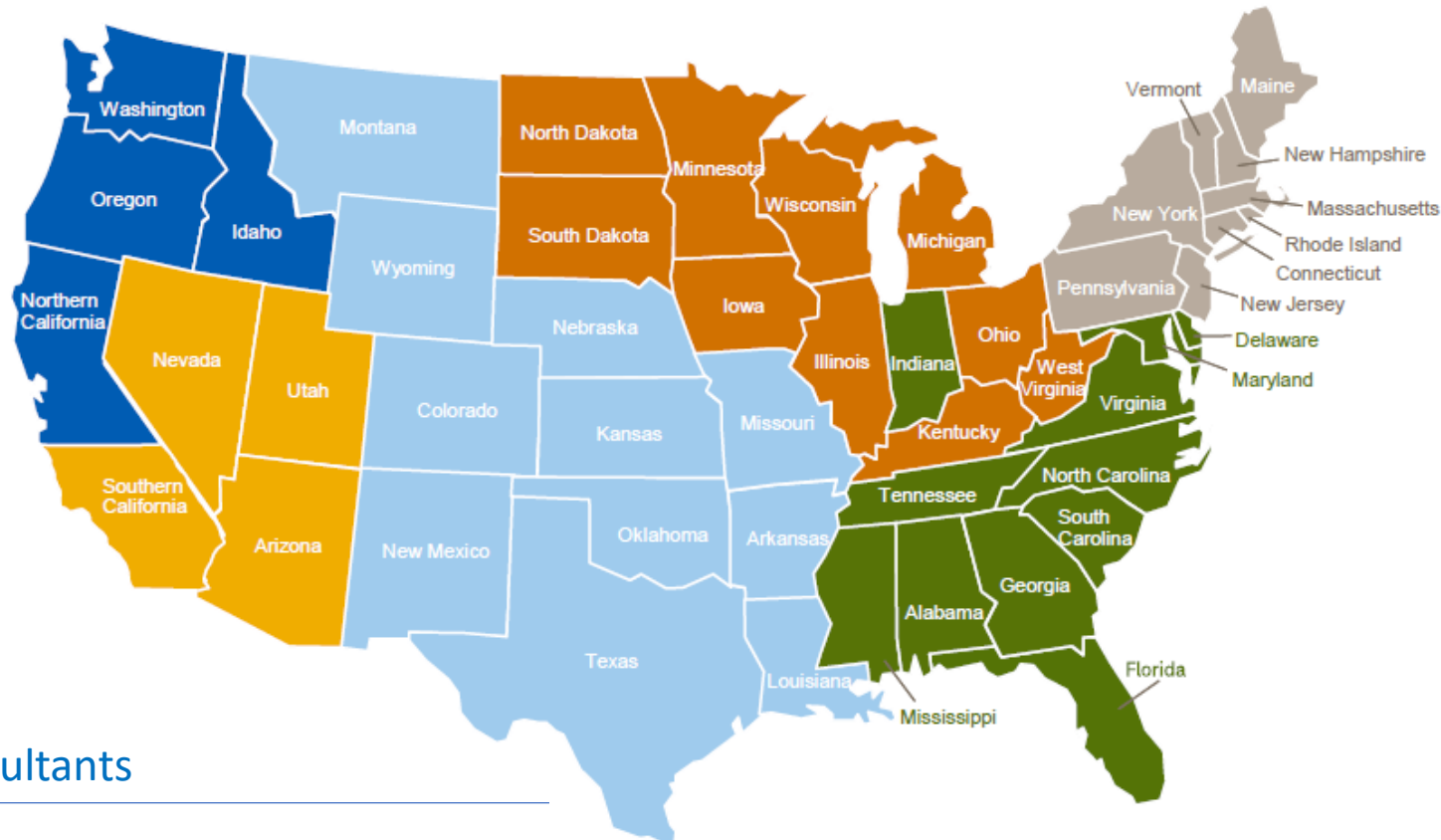
Stay Tuned...

Expanding set of resources at
www.schwabcharitable.org/family-philanthropy

Emails from Schwab with a link to today's recording and with dates of upcoming webinars on:

- Choosing philanthropic vehicles
- Developing a social impact strategy
- Strengthening Governance and Family Dynamics
- Planning for Legacy and Succession

Need help?



Schwab Charitable Consultants

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www.schwabcharitable.org/family-philanthropy

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