

NCFP Community Conversation

Evolving your Family Philanthropy: Bold Transparency

Resource List

Description

How can being more transparent about your philanthropy strengthen your relationships and build trust with grantees and partners?

The annual Trust in Nonprofits and Philanthropy Report showed that 57 percent of Americans trust the nonprofit sector—much higher than the government, media, or the business sector. Yet, only 33 percent have trust in the philanthropic sector (primarily private foundations and high net-worth individuals). Why is this and how can family philanthropy increase this trust?

By prioritizing transparency, families can grow trusting relationships with the communities and organizations that they support, be more accountable donors, and ultimately enhance the effectiveness of their philanthropic efforts.

Join us to hear from this group of family philanthropy leaders on how:

- Their philanthropies center transparency in their communications and practices
- Their practices have evolved
- Increased transparency has led to stronger relationships and more effective outcomes.

Replay Link

View the webinar replay [here](#).

Resources

- [An Easy Step to Improve Transparency and Access in Philanthropy](#) (NCFP, 2023)
- [NCFP Content Collection: Privacy and Transparency](#)
- [NCFP Content Collection: Trust Based Philanthropy](#)
- [NCFP's Principles of Effective Family Philanthropy: Accountability](#)
- [NCFP's Principles of Effective Family Philanthropy: Relationships](#)
- [NCFP Trends 2025 Report](#)
- [The Power of a Name: Considering Privacy, Publicity, and Transparency](#) (NCFP, 2020)
- [Transparency Boosts Contributions to Nonprofits](#) (Candid, 2025)
- [Transparency in Philanthropy: Opening to the Possibilities](#) (NCFP, 2018)
- [Trust in Nonprofits and Philanthropy Report](#) (Independent Sector, 2025)

Panelist Organizations

- [The Goizueta Foundation](#)
- [Grunin Foundation](#)
- [Kenneth Rainin Foundation](#)
- [Nathan Cummings Foundation](#)

Upcoming Events

- [2025 Community Foundation Family Philanthropy Network Workshop](#) (September 16)
- [Strategic Lifespan Peer Network Q3 Meeting](#) (September 25)
- [Emerging Family Leaders Peer Network: Listening to Share and Shift Power to Communities](#) (September 25)
- [Board Chair Peer Network: Planning and Navigating Successful Transitions](#) (September 30)
- [An Orientation to NCFP: Making the Most of your Membership](#) (October 6)
- [Non-Family Staff Peer Network: How to have Conversations about Civic Engagement](#) (October 9)
- [Fundamentals of Family Philanthropy Webinar: Trends in Family Philanthropy: Learnings for Effectiveness and Impact](#) (October 14)
- [Impact Investing for Advanced Practitioners Peer Network: Building the Right Team](#) (October 15)
- [Fundamentals of Family Philanthropy Webinar: Social Impact Strategies: People and Place](#) (November 18)

Access more resources through NCFP's [Knowledge Center](#), and see upcoming [events and programs](#).

Featured Speakers



Heather Barberi is the Executive Director of the Grunin Foundation, a family foundation working to unlock the potential of the Central Jersey Shore by investing in innovation, equity, and collaboration. Under the shared leadership of Heather, the Foundation's President, Board, and dedicated staff, the Foundation advances its mission by providing holistic support through funding, capacity building, and coalition building to organizations that share its vision of a more equitable, just, and vibrant region. Together, they are prioritizing

transparency and trust-based philanthropy—fostering strong, accountable relationships with grantees and community partners.

The Grunin Foundation funds and supports organizations that are deeply connected to their communities, invests in capacity building for nonprofit leaders at all levels, and engages in coalition work to address systemic challenges across the region. With a strong emphasis on authenticity, vulnerability, collaboration, joy, and justice, the Foundation aligns its values with action—offering clarity around its grantmaking, amplifying community voices, and continuously evolving its philanthropic practice through shared learning.

Heather brings more than 20 years of experience across the nonprofit and private sectors, with a background in strategic development, fundraising, and marketing. She is deeply committed to building a more inclusive, effective, and trusted philanthropic sector. Heather currently serves on the boards of the Ocean County YMCA, ArtPride New Jersey, Young Audiences New Jersey & Eastern Pennsylvania, and Ocean Partnership for Children, Inc. She is a graduate of York College of Pennsylvania and resides in Ocean County, New Jersey.



Julianna Rue Cagle is President of The Goizueta Foundation, a family Foundation which invests in Education and creating a 'Stronger Atlanta' across the metro region.

Prior to joining the Foundation in 2019, Julianna spent 12 years in the nonprofit sector as Director of Development at Hands On Atlanta and in various development roles within the Children's Healthcare of Atlanta Foundation.

Julianna received her B.A. in Spanish, Latin American Studies, and Communication Studies from Furman University, and received her M.B.A. from Kenan-Flagler Business School at the University of North Carolina.

As an Atlanta native, Julianna cares deeply and passionately about the city of Atlanta and strives to use her business mind and social heart to positively impact communities. She currently serves on the board of Families First and the Advisory Council of Hands On Atlanta. Julianna is an active alumna of Pace Academy, LEAD Atlanta, and Leadership Buckhead and is actively involved with her church, Kairos Church.

Julianna has been the recipient of the *Atlanta Business Chronicle's* '40 Under 40' award, *Georgia Trend's* '40 Under 40' award, and is a member of Outstanding Atlanta. She and her husband, Spencer, live in Buckhead and have four young children, Carter, Davis, Will, and Brighton.



Jaimie Mayer is currently serving her second term as chair of The Nathan Cummings Foundation. Under her leadership, Jaimie has focused on values alignment across the organization. The foundation moved 100 percent of its assets to align with its mission for impact, working with a Black-owned and BIPOC-led outsourced chief investment officer. She moved the foundation toward a streamlined mentality, focusing on systemic change with work in racial, economic, and environmental justice. She led the foundation in thinking through

alternative vehicles of giving, and helped launch the foundation's first PRI initiative. She is proud to serve as the first member of the fourth generation to chair the foundation.

As a philanthropic consultant, Jaimie works with next-generation philanthropists and their families and organizations looking to attract a younger demographic with an eye toward succession planning. Jaimie is a frequent speaker on multigenerational philanthropy, next generation philanthropy, impact investing, values alignment in giving, and arts and social justice.

Jaimie's background in the arts spans two decades in both theater and film. Jaimie has produced on Broadway and off and had films premiere at Sundance and on Showtime. Most recently, she served as managing director of Magic Theatre in San Francisco.

Jaimie holds an executive MBA from NYU Stern School of Business and an MFA in theatre management and producing from Columbia University's School of the Arts. She

is vice president of the Mayer-Rothschild Foundation, and sits on the boards of the Vineyard Theatre and the National Center for Family Philanthropy.



Jen Rainin launched the Kenneth Rainin Foundation in 2008, and has served as CEO since that time. She previously worked as a teacher and literacy specialist, earning her doctorate in education from the University of Illinois, Chicago along the way.

Under Jen's leadership, the Foundation has adopted a targeted approach to grantmaking, developing several major initiatives in the Arts, Education and Health program areas. In the Arts, she established the SFFILM Rainin Filmmaking Grants, a successful partnership that has become the largest granting body for independent narrative feature films in the US. She also helped create the Community Arts Stabilization Trust, a groundbreaking real estate holding company, which has gained international recognition for its approach to mitigating the displacement of arts and cultural organizations throughout the Bay Area. In Education, Jen has focused the Foundation's work on early childhood education in Oakland, supporting literacy development for children from birth through third grade, and professional development for teachers and coaches working with these students. Jen's efforts in Health led to grantmaking programs to support high risk, high reward ideas that advance Inflammatory Bowel Disease (IBD) research and the launch of the Rainin Foundation's Innovations Symposium, an annual event that brings together international and US researchers from disparate disciplines to inspire novel ideas and collaborations that benefit IBD research.

Jen founded Frankly Speaking Films with Rivkah Beth Medow in 2020 to produce media that centers strong LGBTQ+ women and nonbinary people to address the deep need for representation of queer women's stories. Her credits include *AHEAD OF THE CURVE* (2020, Netflix); the Oscar® shortlisted *HOLDING MOSES* (2022, The New Yorker); *HUMMINGBIRDS* (2023, POV); *QUEER FUTURES* (2024, The Criterion Collection); and *OUTCRY: Alchemists of Rage* (2024, festivals). She also Executive Produced *JEANNETTE* (festivals), a feature documentary about a survivor of the Pulse nightclub massacre; *STAGE LEFT* (2011), a documentary about the history of theater in the Bay Area; *TWO SPIRITS* (2009), a documentary about gender identity in Native American cultures which aired on Independent Lens; and *HOMEROOM* (2021), a documentary about Oakland's education system.

Jen's deep commitment to philanthropy was instilled early on by her father, Kenneth Rainin. With her wife, Jen co-founded The Curve Foundation, the only national nonprofit dedicated to championing lesbian, queer women, transgender and nonbinary stories and culture. Curve supports journalism, produces Lesbian Visibility Week and hosts intergenerational conversations on gender, queerness, race, ability and activism. Jen continues to be involved in supporting numerous community-based organizations, including the Center for Colitis and Crohn's Disease at the University of California, San Francisco, which she established with her father. Her philanthropic efforts have garnered several awards, including 2015 Outstanding Foundation from the Golden Gate Chapter of the Association of

Fundraising Professionals, *Inside Philanthropy's* 2014 IPPY award, and the Crohn's and Colitis Foundation of America's 2013 *Champion of Hope*.

Jen actively engages with grantees and experts in the Foundation's program areas, bringing people together to inspire collaborations and listening to ideas outside of philanthropy's traditional circles. As a filmmaker and philanthropist, Jen builds community and hope, eliminates shame and inspires others through storytelling.