

# Laying the Foundation Part Three: Aligning your Vehicles with your Values

Fundamentals of Family Philanthropy Webinar  
April 8, 2025

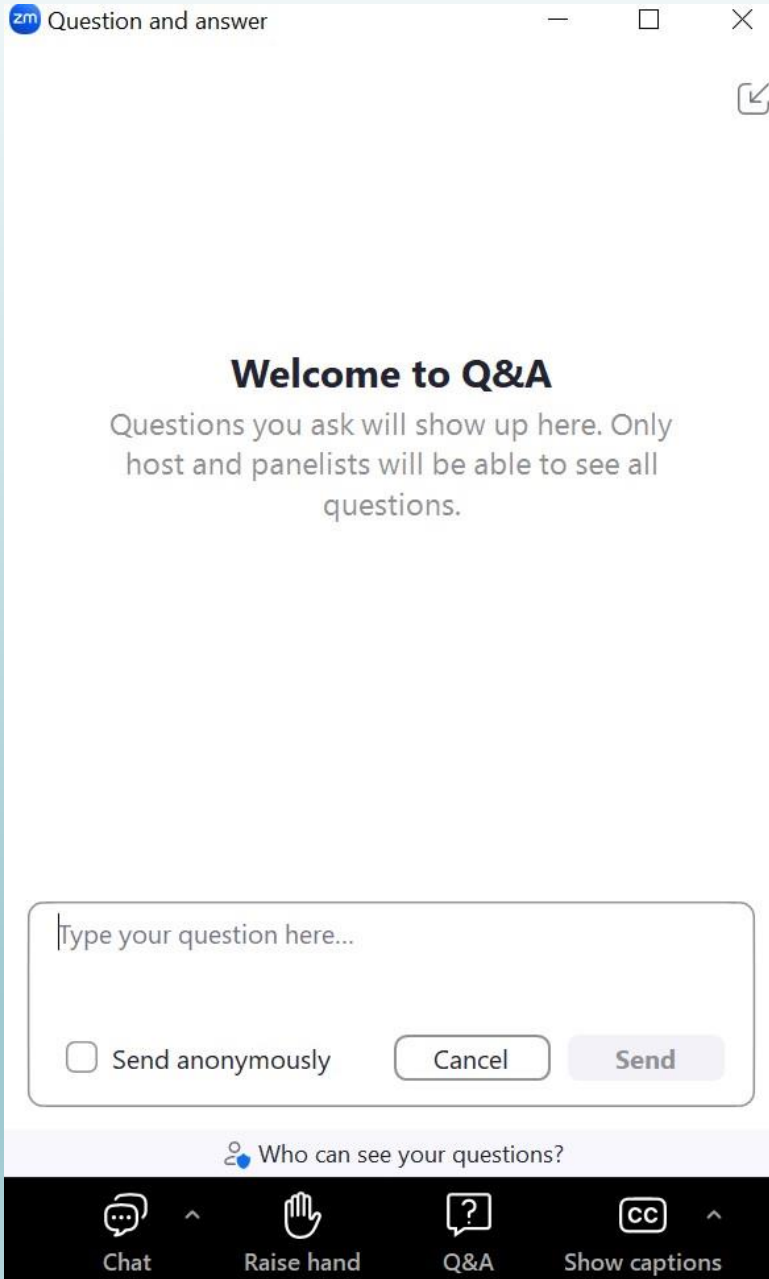
## Featuring:

- **Khalilah Burt Gaston, Executive Director, Song Foundation**
- **Sharon Schneider, Founder and Principal, Integrated Capital Strategies**
- **Roxanne Stachowski, Deputy Director, Rockefeller Family Fund**



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FAMILY PHILANTHROPY

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# Housekeeping

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- You may chat with us on twitter during or after the webinar using the hashtag #ncfpweb.

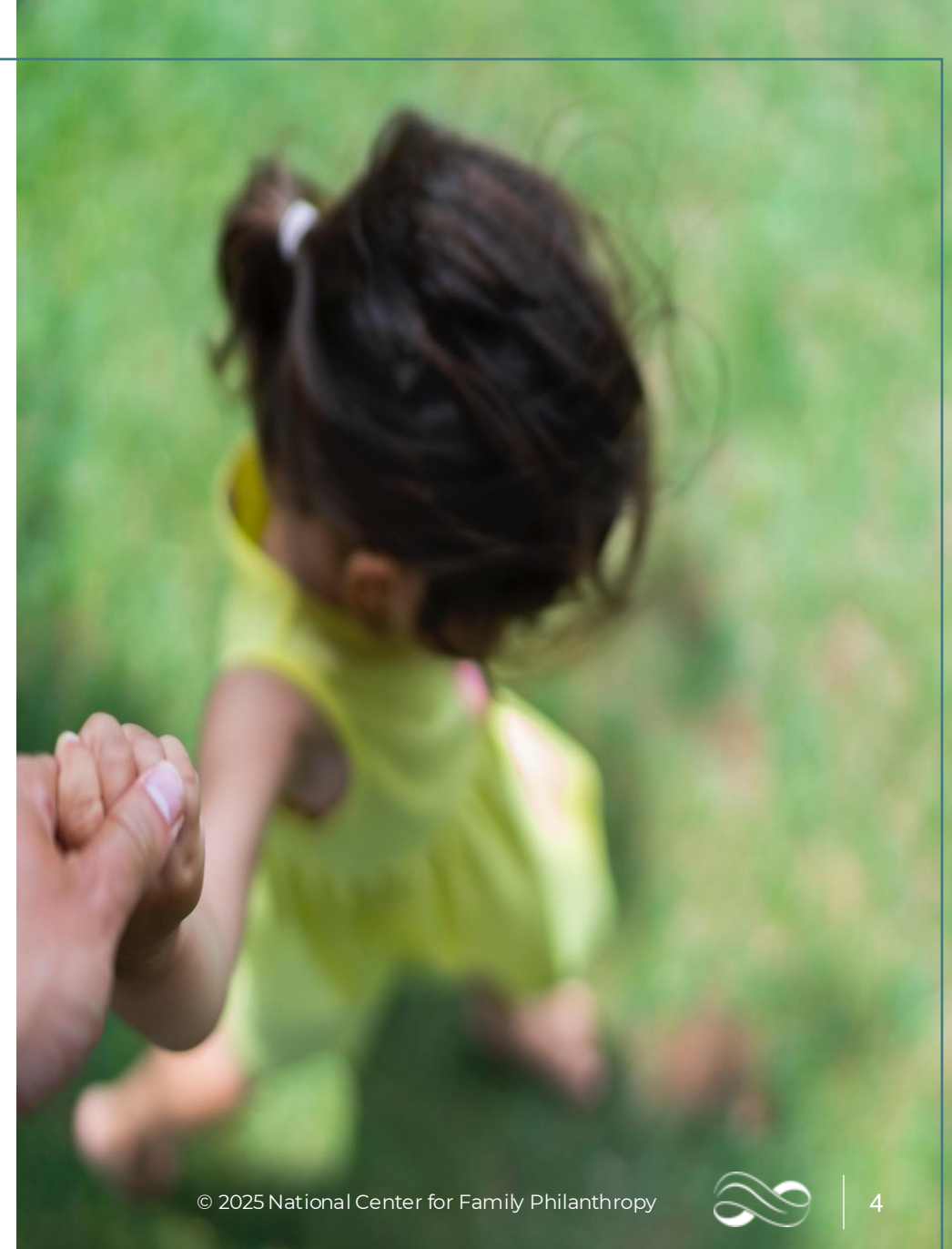


# Today's *Fundamentals of Family Philanthropy* webinar

## Laying the Foundation Part Three: Aligning your Vehicles with your Values April 8 | 2 - 3pm Eastern

What philanthropic vehicles are available to family philanthropies? Which are best suited to support your mission and goals, and what is the value of employing multiple vehicles?

In this session we will discuss the benefits (and limitations), flexibility, and potential impact of each vehicle. Through examples from other funders, learn about how to align your philanthropic vehicle with your family's values, strategic objectives, and desired outcomes, while being mindful of your capacity and size constraints. This session is ideal for families looking to make informed decisions about how to structure and maximize their philanthropic giving.



# Polls





**Khalilah Burt Gaston**

Executive Director  
Song Foundation



**Sharon Schneider**

Founder and Principal  
Integrated Capital  
Strategies



**Roxanne Stachowski**

Deputy Director  
Rockefeller Family  
Fund

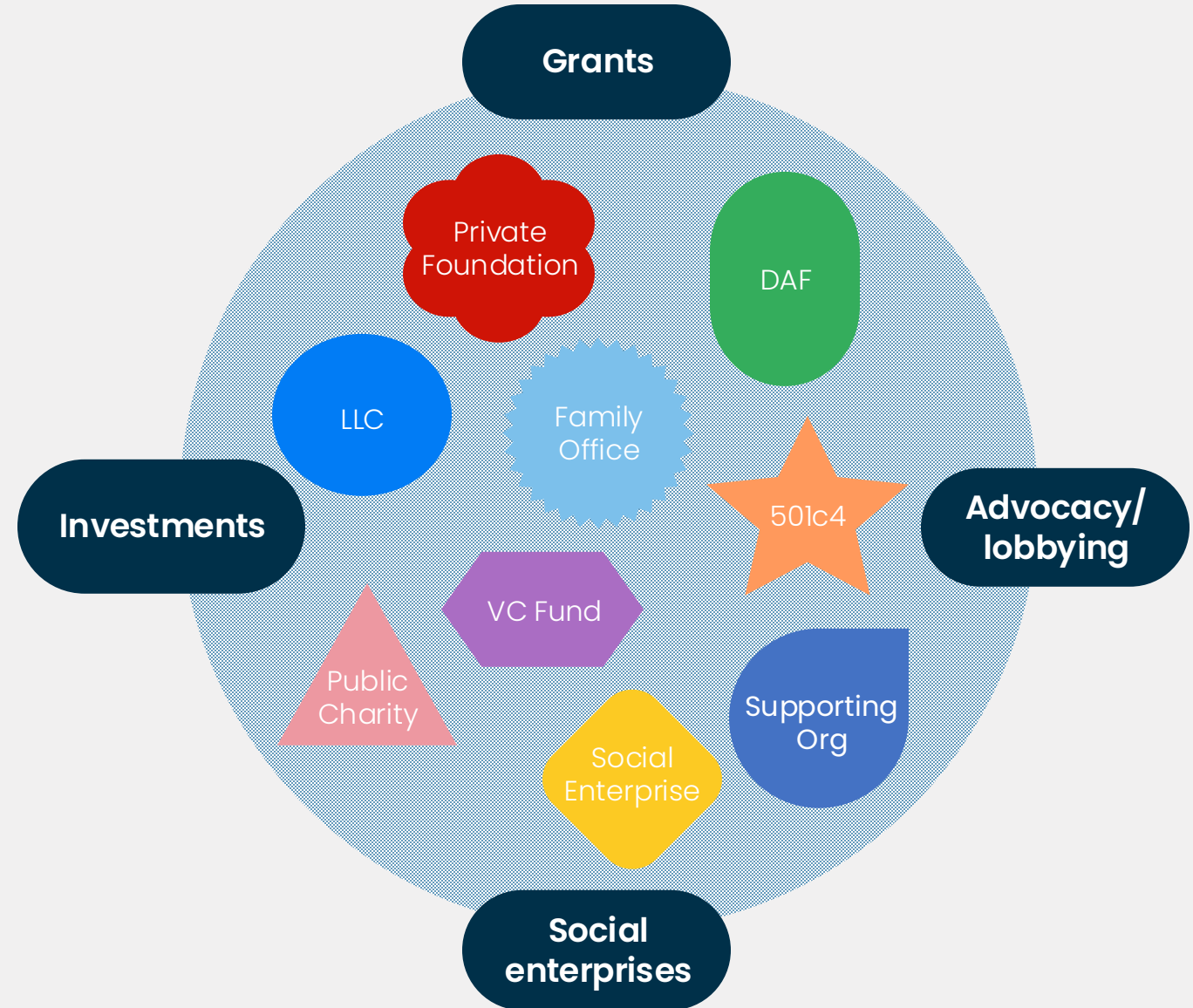
# Going Beyond the Private Foundation: An Exploration of Vehicles

National Center for Family Philanthropy  
April 8, 2025



Sharon Schneider,  
Integrated Capital Strategies

# Evolving approach for achieving impact





# What assets do you want to activate?

Market rate investments

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Market or (sometimes)  
below-market investments

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Grants or PRI's, sometimes loans  
or other investments

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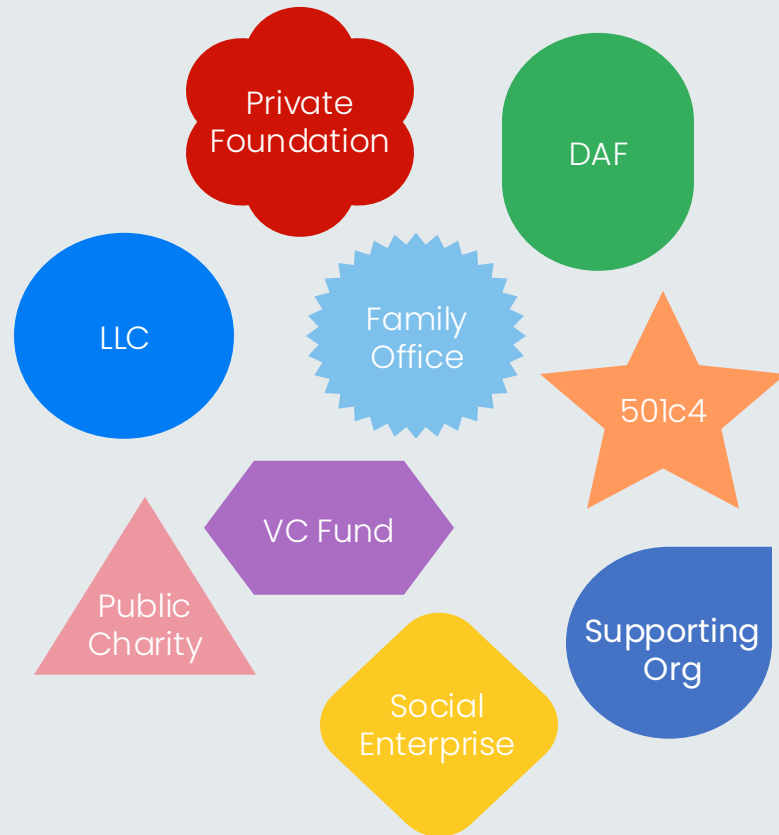
**All other assets**  
"Strictly business"  
(not everyone has this bucket)

**Assets you'd like to be  
aligned with values**  
Personal portfolio  
(other budget lines)

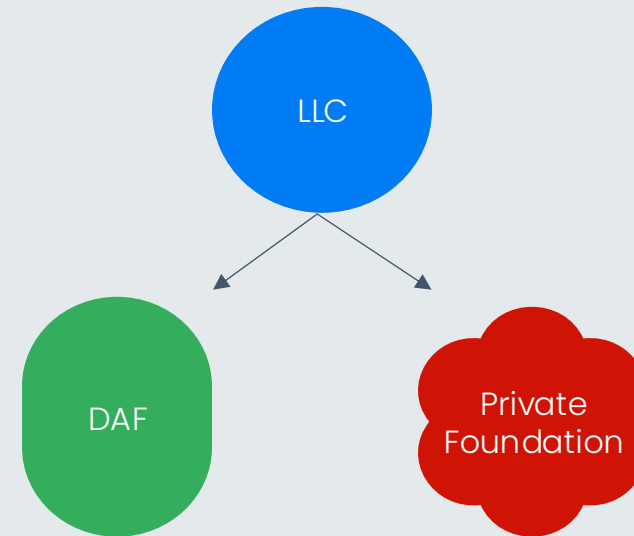
**Assets set aside  
for a charitable purpose**  
E.g., Foundation endowment or DAF

**Giving Budget**  
~5% of income  
or entity assets

We researched why founders choose certain **entity types** for their impact efforts,...

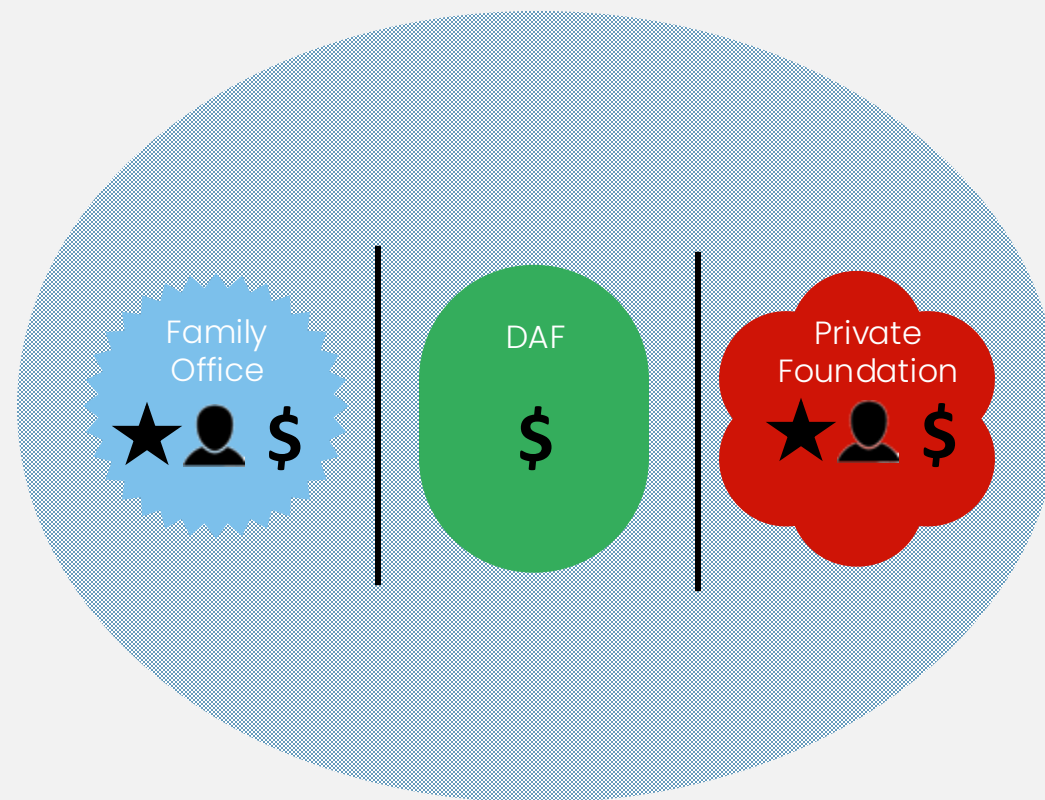
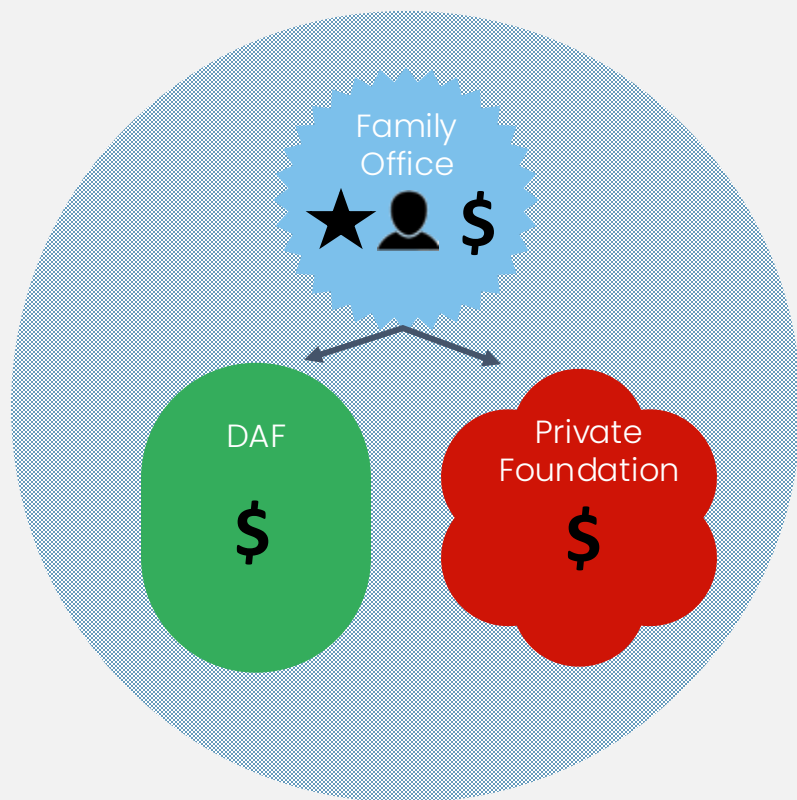


...and how they link these entities in operating models



Research conducted in partnership with:

# These operating models can vary significantly, even if they utilize the same entity types



★ Leadership

👤 Staff

\$ Assets

1

Choice of Impact  
Tools

2

Philosophy for  
achieving impact  
goals

3

Prioritization  
of tax  
considerations

4

Desired level  
of control vs.  
community

5

Comfort with  
public identity

6

Appetite for entity  
building

7

Leverage  
top talent

8

Concern  
about conflicts  
of interest

9

Anticipation  
of evolution

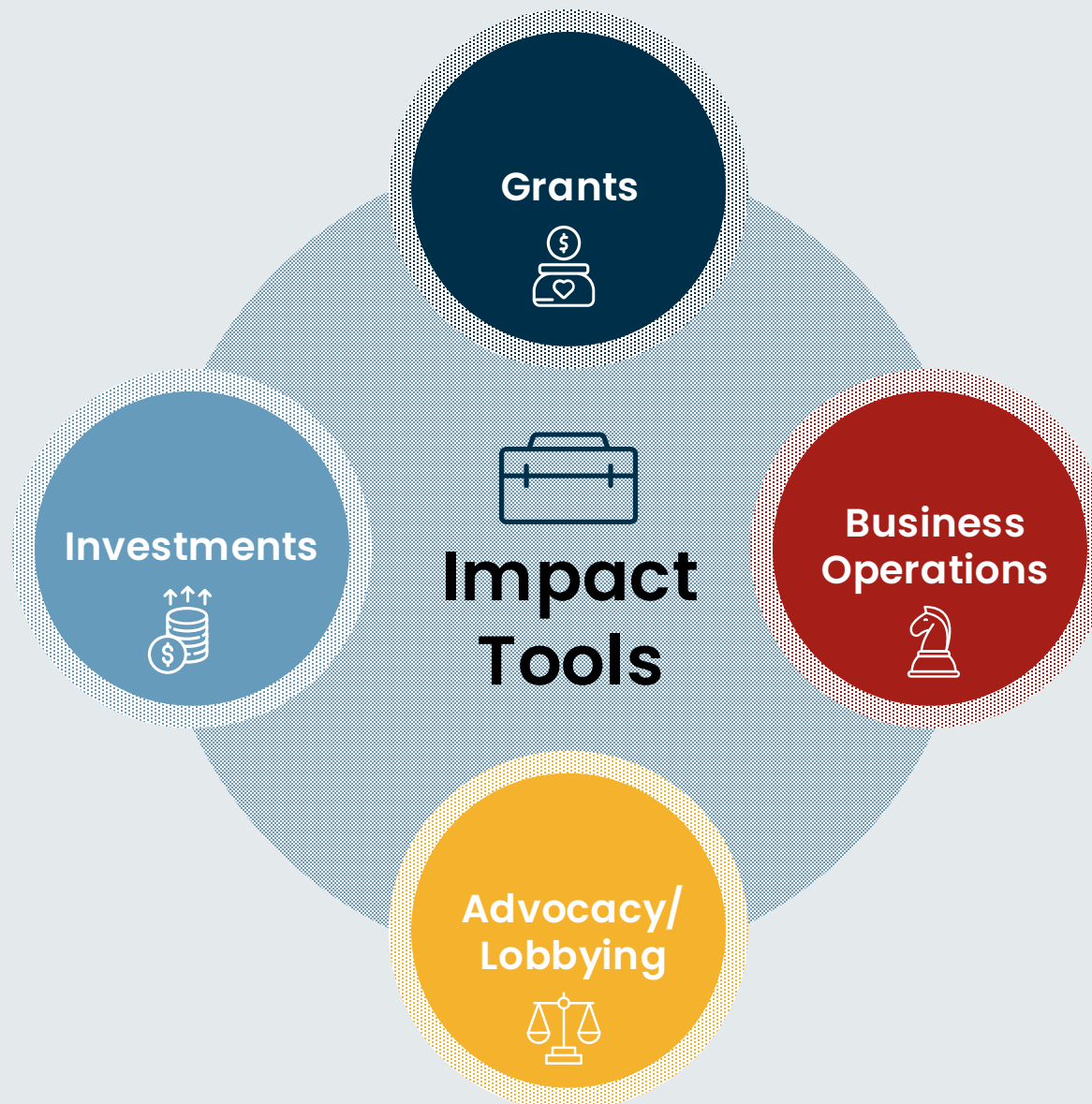
**Nine**

**Key Decision  
Factors**

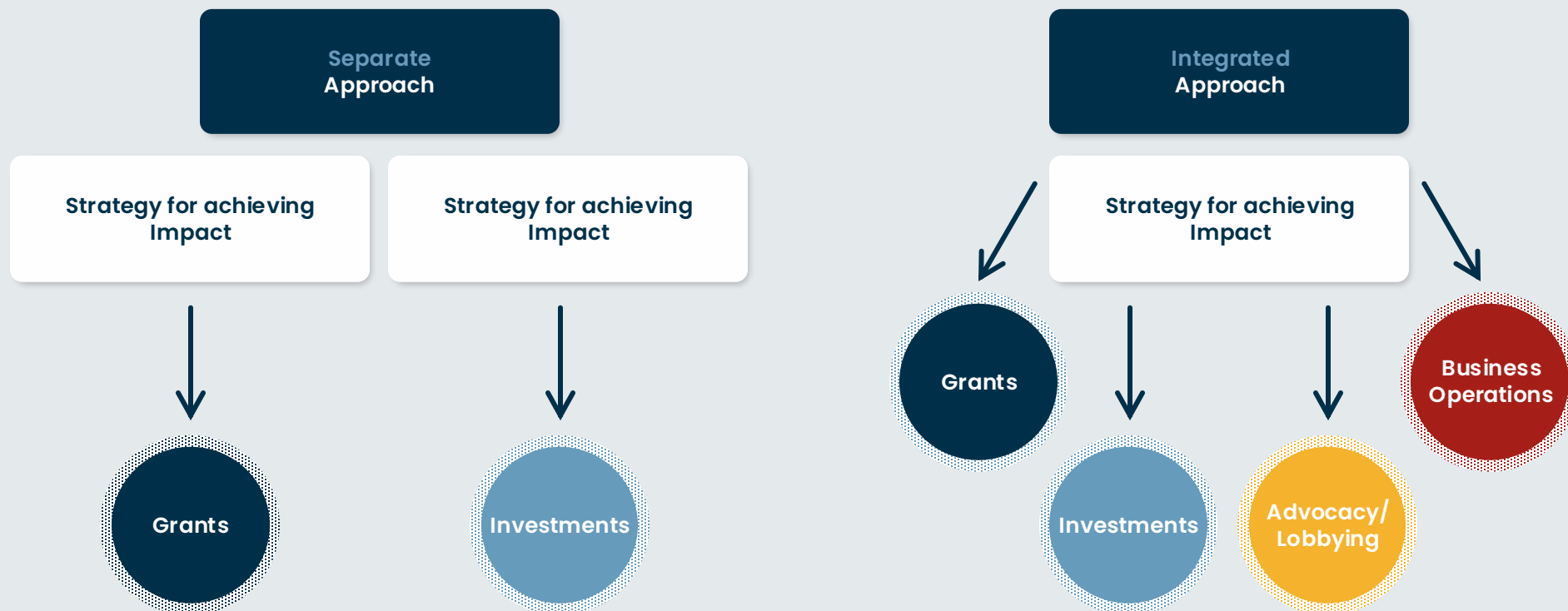


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## Choice of Impact Tools



## 2 Philosophy for Achieving Impact



3

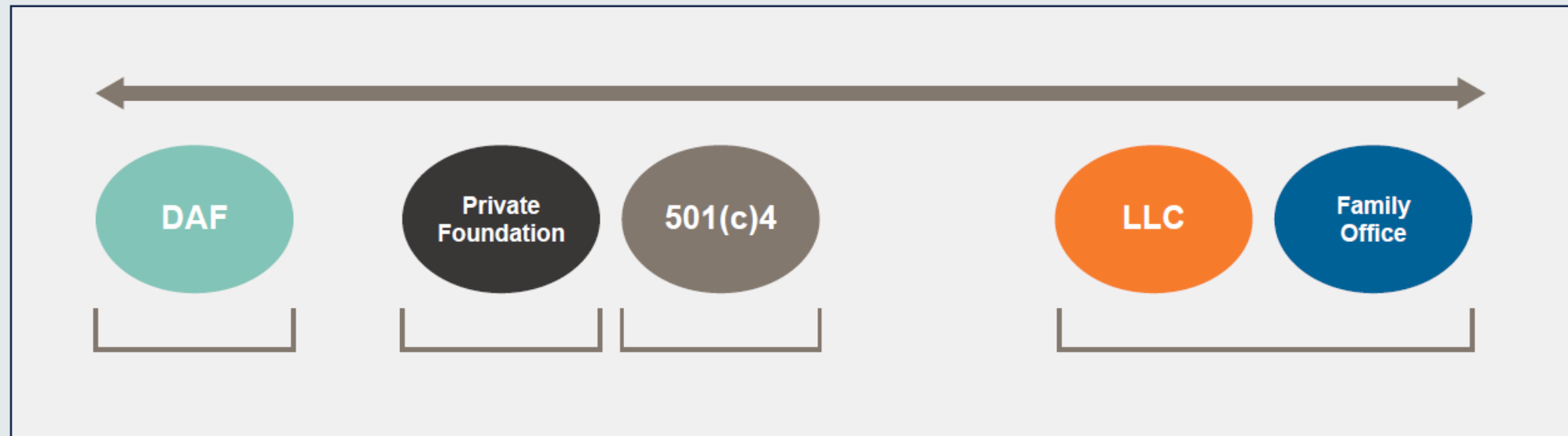
## Prioritization of Tax Considerations

### **Are tax considerations a top priority?**

**When establishing new entities,** most founders/families don't want to be constrained by tax considerations, though many advisors struggle to integrate this idea unless it is explicitly stated.

## 4 Desired Level of Control

Legal control of assets is greater within some entities, mainly for-profit entities.





5

## Comfort with Public Identity



### **Harness for Good**

Carefully craft the brand to harness its power to add change efforts.

Can help attract partners.

### **Modulate**

Make some activities public, while keeping others private.

### **Private**

Preserve privacy and maintain low profile.

Avoid attention for controversial grants/investments.

Develop/test strategic approach without scrutiny.

6

## Appetite for Entity Building

Resources required to source, assess,  
implement & manage targeted grants,  
investments & advocacy

Level of issue  
expertise required

### Opportunistic

Make grants and/or investments in an area of interest when presented with impactful opportunities.

### Thematic

Make grants and/or investments focused on a general issue area.

### Fully-Strategic

Employ targeted tools based on a data-driven plan (theory of change) for impact over time.

## 7 Leverage Top Talent

### What to consider:

- 1 Flexibility of Staff
- 2 Roles and skill sets
- 3 Compensation – Aligning incentives

	Separate staff for grants & investments	Same staff handles both grants & investments
PROS	Allows for specialization of tasks.	Staff can own comprehensive strategy implementation, employing the right tool at the right time
CONS	Requires strong collaboration to implement shared strategy.	Staff usually doesn't have expertise in one of the impact tools. Organizations often use investment experts that don't have grant or impact strategy experience



## Conflicts of Interest

It is manageable to avoid legal conflicts of interest. Perceived conflicts can be more challenging.

**Need to consider tolerance for “headline risk.”**





## Anticipation of Evolution

### **Evolution may include:**

- New focus areas
- Adoption of new impact tools
- Change in founder/family engagement

### **Consider Internal Mission**

In contrast to “External Mission” which is what we want the foundation to accomplish in the world, “Internal Mission” is the role we want the foundation to play in our family.

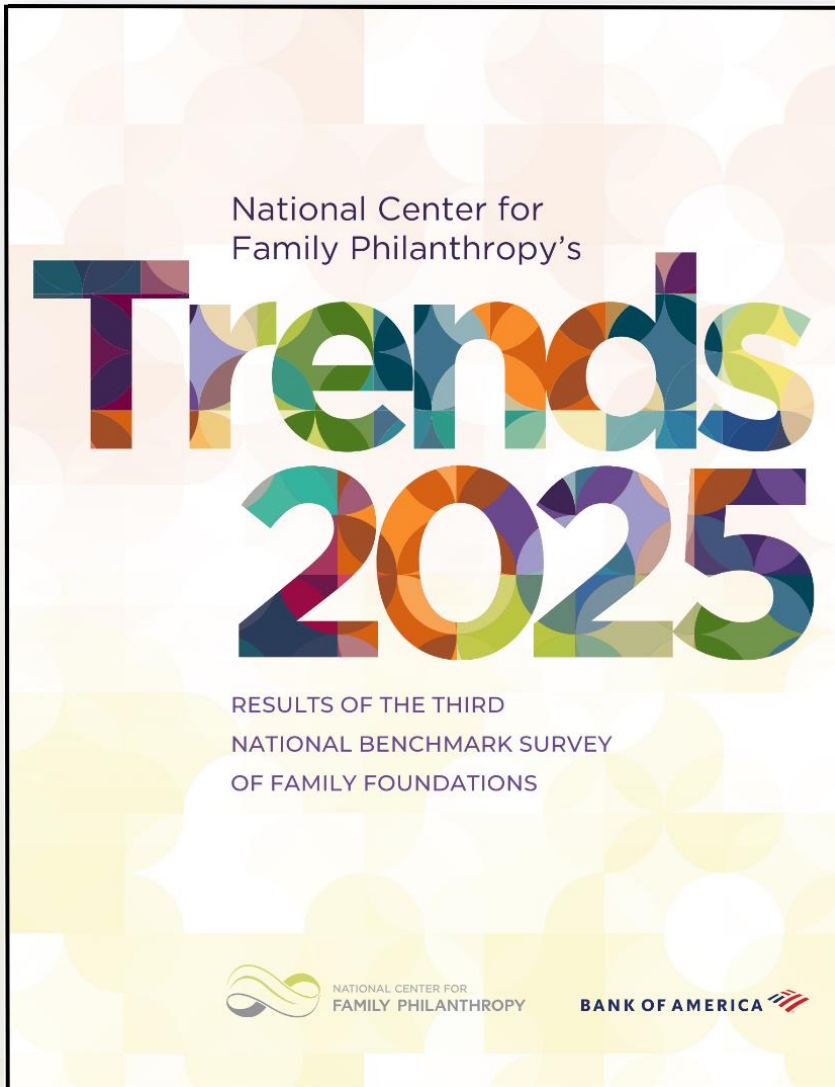
For example, are you setting these entities up for yourself or future generations?



# Reflection



# Trends 2025 Released



The report tracks the leading trends in the field of family philanthropy and includes data on:

- Asset sizes & payout rates
- Grantmaking
- Family dynamics
- And much more

[ncfp.org/Trends2025](https://ncfp.org/Trends2025)





# Upcoming *Fundamentals of Family Philanthropy* Webinars:

## **Funding Equity: Disability Inclusion in Grantmaking**

May 13<sup>th</sup> | 2-3pm ET

## **Community Conversation: A Philanthropy for our Times: Reimagining Purpose and Practice in a New Era**

June 10<sup>th</sup> | 2-3pm ET

## **Evolving your Family Philanthropy: Family Engagement & Legacy**

July 8<sup>th</sup> | 2-3pm ET



# Join a Peer Network

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

**BIPOC Leaders | Engaging Youth | Non-family Staff | Strategic Lifespan Board Chairs | Emerging Family Leaders | Rural Philanthropy | Impact Investing | Community Foundations**

Email [ncfp@ncfp.org](mailto:ncfp@ncfp.org) to learn more and join.





# Thank you for joining!

**NCFP will send a recording and related resources for the webinar to all attendees.**

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