

Raising the Bar: Philanthropy Must Evolve

Presented by

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Why people *give*



What motivates people to contribute?

1. **Personal satisfaction** – I feel good about sharing my wealth; giving makes me happy
2. **Special cause** – I have a personal or emotional connection to a cause or organization
3. **Impact** – I want to see how my giving supports sustainable change for causes
4. **Give back** – I see it as my duty to give back as I feel that I've "made it"
5. **Legacy** – I want my wealth to "do good" for future generations
6. **Community-related** – I want to see my gift making a difference in my community
7. **Religious conviction** – Giving to my church, synagogue, temple etc. has been a part of my life
8. **Tax planning** – I give to maximize my tax benefits
9. **Family tradition** – My family has a history of giving to a certain organization
10. **Recognition** – I want to be known for supporting a specific cause or organization

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The Miller *Family*

Multi-generational family

- The family has approximately \$100MM in liquid assets, \$250MM real estate and other non-liquid business interests, and a growing family foundation that is currently around \$40MM.
- The Family Foundation is continuing to grow. However, G1 and G2 need to include G3 into the conversation.



Group *Discussion*

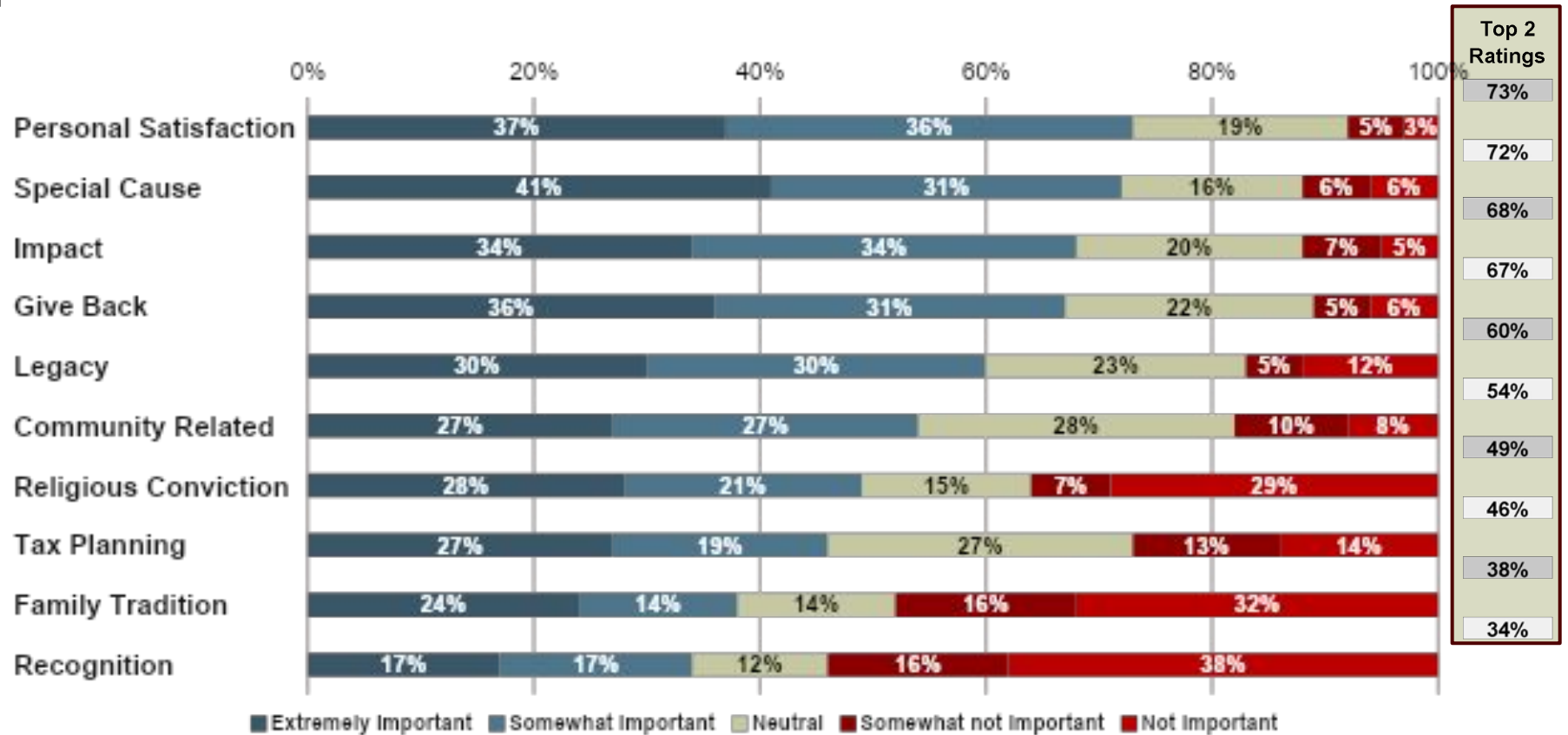
What should the family do next?

- Where do you think this family dynamic is today? Where do you think the family foundation is today?
- What did G1 and G2 do well in this story? What could they have done differently?
- How would you advise the family?
- How do you see family dynamics influencing a family's philanthropy?
- Where do you think philanthropy is pivoting today with the rising generations?



Why people *give*

Importance of motivators



Women are somewhat more likely to place importance on:

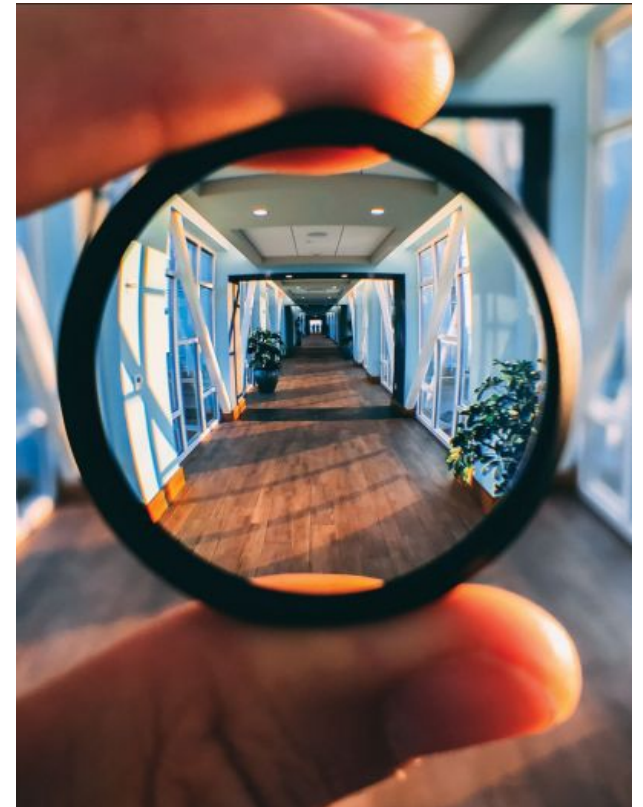
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Men are somewhat more likely to place importance on:

Religious conviction – Giving to my church, synagogue, mosque, temple, etc. has always been a part of my life.
Family tradition – My family has a history of giving to a certain organization.

Key *Takeaways*

- Philanthropists need to understand their own values and those of the individuals they are collaborating with in their philanthropy.
- Education plays an important, and continuous role in the framework of effective philanthropy.
- Ongoing communication around charitable giving benefits thoughtful reflection and meaningful change.



Tools that can *help*



Contact us

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