

The Next Generation of Philanthropy

by Sharna Goldseker, Ocean Robbins & Elspeth Gilmore

Families around the world have been grappling with succession planning for generations. Who will carry on my legacy? Who will take up the mantle of running the family enterprises? In the last fifteen years, philanthropy has emerged as a recommended path to engaging the next generation as an end in itself and as a means to preparing them for imminent responsibility.

In this article we bring our personal insights as next generation leaders in our own family enterprises as well as our professional experiences to bear, as we offer lessons learned about the opportunities of engaging the next generation.

- **Fluency:** As Baby Boomers and their parents grew up in largely homogeneous communities, Generations X and Y were reared in increasingly diverse communities. Immigration, cross border travel, a global economy and technological interconnectivity, have led to the next generations' awareness and ability to build relationships, collaborations or alliances with partners across difference. Their overall fluency with people and issues distinct from themselves makes them critical team members when building innovative partnerships that will take philanthropy to the next level.

- **Values:** As inheritors of a world where everything from climate stability to social security is seen as a scarce resource,

the next generation is attuned to leading with their values. They have manifested the Gandhi quote, "be the change you wish to see in the world," by investing time, talent, and assets – not just money – in alignment with their values. They can help their families, foundations, and businesses bring their values into greater alignment with their intended legacies.

- **Commitment to lasting change:** In addition to supporting causes about which they are passionate, members of the next generation are often inspired to direct their grantmaking energy and dollars towards solving root causes of problems. They are taking risks and supporting people and organizations who are affecting systemic change. The next generation can lead foundations into the future, ensuring they are not only fulfilling the founders or families' interests but also the worlds'.

For all of the leadership potential that next generation family members have, we know that operationalizing that potential can be challenging. In their twenties and thirties, people's time and attention is often pulled in many directions. A few suggestions for how you might get started:

- The next generation is leading now – in their families, and in

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Drake Zimmerman

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MAD Principles

- I. You First figure out who you are, what YOU want. Do that first! Remember: YOU are more important – and infinitely more valuable – than your money. Invest in YOURSELF and multiply your IMPACTS.
- II. There are METHODS TO MADness Remember: Your gifts are many. Learn what contributions to give, and where. TIME to one, EXPERTISE to another, CONNECTION to a third, and CASH to.... Step back and Solutions Appear. Small adjustments make for big changes.
- III. Create MAD Money, a Bigger Pie Remember: FOUND MONEY is much easier to give! A BIGGER PIE is easier to share.
- IV. Don't go BARKING MAD – Look for the gifts in your mistakes Mistakes make you SMART! Harvest the gifts from your MISTAKES! The universal sign of Insight is a slap to the forehead!
- V. Want to be CERTIFIABLE? Think Big. Collaborate. Connect the Dots. Find the Solutions and Connect them to what needs to be solved. You get what you focus on. So, why focus on the positive?

beyond the norm, especially to people you identify with, stimulates new ideas of what is possible.

Connection to a cause, community or identity: Bold giving usually grows out of a deep personal connection (to issues, organizations, individuals, and communities).

Invitation to give big: To take a leap in their giving most people still need to be asked! And invited to give in a time and manner that works for them.

Ongoing support for giving: Bold giving is a journey requiring many smaller steps. Being part of a strong donor community or network can keep people moving along the road.

Bolder Giving is here to partner with you on that journey – together we can inspire a new culture of outrageous generosity.

Anne and Christopher Ellinger are the founders of Bolder Giving and Jason Franklin serves as its Executive Director.



Launched in May 2007, Bolder Giving is a national initiative that publicizes the stories of extraordinary givers and offers publications, individual coaching, presentations for donors and advisors, and an interactive website -- all tools to help givers take action. A tax-exempt 501(c)3 based in New York City, Bolder Giving's mission is to inspire and support people to give at their full potential.

the for-profit and non-profit sectors; therefore, treating them as adults with the capacity to lead speaks to their abilities and will infuse any organization with creativity and innovation.

- Rather than passing the baton to the next generation, consider the idea of multiple generations of a family working together. Seek out resources or consultants that invite cross-generational discussion and collaboration.

- Consider offering the next generation professional development funds and invitations to conferences of their peers to sharpen their skills in the arena of philanthropy. A resource list can be found at

<http://download.2164.net/PDF-newsletters/NextGen-Resources-2011.pdf>

Please don't hesitate to be in touch if we can be helpful.

Elsbeth Gilmore, Co-Director of Resource Generation (RG,) inherited money at 21 and has since been creatively leveraging it for systemic change. As staff at Resource Generation she organizes national conferences, trains workshops and supports members of RG's national peer network to leverage their resources for social change. Learn more at www.resourcegeneration.org or email elsbeth@resourcegeneration.org.



Sharna Goldseker is Vice-President of the Andrea and Charles Bronfman Philanthropies and Director of 21/64 a non-profit consulting practice specializing in next generation and multigenerational strategic philanthropy. In that capacity, Sharna facilitates Grand Street, a network of 18-28 year olds who are or will be involved in their family's philanthropy; speaks and consults on generational transitions using 21/64's uniquely developed tools; and, trains other advisors on its multigenerational approach. Sharna serves on the Boards of the Council on Foundation and the Goldseker Foundation. Email Sharna@2164.net



Ocean Robbins, grandson of Baskin Robbins' founder Irvine Robbins and son of well-known author John Robbins, leveraged his legacy to launch Youth for Environmental Sanity, has spoken to more than 200,000 people and facilitated hundreds of gatherings for leaders from more than 65 nations; is author of *The Power of Partnership* and mentor to hundreds of peers and families seeking to leverage their privilege. Learn more at oceanrobbins.com, or email Ocean@yesworld.org.



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