



SEVEN STEPS

to Involving the Next Generation in Philanthropy

1. Engaging and aligning interests with causes
2. Developing a Foundation Associate Board
3. Coordinating interactions between the child and non-profit organizations
4. Focusing on education
5. Encouraging collaborative grantmaking amongst family members
6. Selectively pairing the child with advisors of similar age
7. Sharing resources and recommendations within our network with the child

When it comes to philanthropy and determining how to meaningfully involve your children (commonly referred to as the Next Generation), the task can feel daunting. Whether it is deciding at what age to involve the children, how much they should be allowed to donate, or offering guidance on how to give, there are a range of factors to consider. As parents, it can take a lot of courage to allow the younger generation to get involved in the family's philanthropy and find the right balance between educating and inspiring. This can lead to a range of uncertainties:

- How can I pass my philanthropic interests on to my children?
- How can I support them in finding their own charitable passions?
- How do I teach my children to give a large amount of money away thoughtfully and responsibly?
- Where can I turn to for support?

For the Next Generation, getting involved in the family's philanthropy can stir up feelings of uncertainty and insecurity as they strive to balance appropriate deference to the older generations with finding their own voice. They may be afraid that the causes they care about won't be supported by the broader family or don't know enough about philanthropy to contribute new ideas. For these reasons, they may have avoided past opportunities to get involved.

So, how do we effectively include the Next Generation in Philanthropy? At Whittier Trust, our highly-customized approach to philanthropy results in solutions that are tailored to our clients' needs. To support clients in the giving process, our Philanthropic Services team frequently works with adolescent and adult children, using a range of techniques designed to meaningfully involve the Next Generation in the charitable giving process. Here, we share seven of our tried and tested methods.

Seven Ways to Increase Next Generation Involvement

1. Engaging and aligning interests with causes

For children who need further guidance on where to give, our team spends one-on-one time with the child to determine where their interests lie and how we can help structure their giving approach. Philanthropy is extremely personal, and everyone cares about different organizations and causes. So we begin at the beginning, first helping to pinpoint their passion and then organically developing a strategy from there. After listening to the child's interests and goals, we are able to make suggestions and delve into the grantee research process, providing grantee recommendations that we think may be of interest.

2. Developing a Foundation Associate Board

For family Foundations, the development of an Associate Board has become increasingly popular. As family members reach a designated age, they can have the opportunity to become an Associate Board member of the Foundation and do the following: Attend Board meetings, participate in site visits, attend philanthropic education opportunities provided by our philanthropic advisory staff, and obtain the opportunity to receive a discretionary grant (i.e., a small sum of money from the foundation's grantmaking budget to allocate to the charities of their choice annually).

3. Coordinating interactions between the child and non-profit organizations

If a child is interested in learning more about a specific non-profit organization, creating an opportunity for the child to speak with the grantee can be beneficial, whether in the form of a site visit, phone call, or virtual meeting. Drawing upon our team's extensive grantee

network, we can schedule the encounter, share tips, suggestions, and best practices with the child, and help facilitate the conversation with the grantee.

4. Focusing on education

To educate the Next Generation about the charitable tools they are using, we bring together similar-aged individuals to learn about educational topics such as grantee research and diligence, impact measurement, self-dealing, monitoring the required 5% foundation payout, and budgeting, to name a few. These educational events offer important information and bonding opportunities for generations to get stronger and grow together.

5. Encouraging collaborative grantmaking amongst family members

Often, we find that after one-on-one initial meetings and as children get comfortable with their personal giving strategy, connecting children with their siblings, cousins, and other families can be helpful. Encouraging the Next Generation to collaborate with their siblings and cousins on their grantmaking is an effective method that ultimately helps deepen engagement and strengthen family bonds.

6. Selectively pairing the child with advisors of similar age

Having the right advisor matters! In our experience, many young people prefer to work with "their own" advisor rather than Mom's or Dad's. We often choose to pair a younger advisor with a Next Generation member to facilitate the development of their own advisory relationship using digital communication platforms with which they're comfortable. Typically, it takes three years to establish a new family tradition; therefore, select an advisor who will support your child along their entire philanthropic journey.

7. Sharing resources and recommendations within our network with the child

Aside from one-on-one advice and education, we are continually on the lookout for relevant articles, webinars, events, and conferences that might prove helpful, interesting or educational for our Next Generation clients. Conferences and events, especially, afford them opportunities to begin to develop their own philanthropic networks.

Long-Term Benefits

Philanthropists understand that a charitable practice not only benefits the local or global community; it enriches their own lives as well. Sharing this practice with younger family members can help impart valuable life skills, perpetuate a family's legacy, and promote family unity. When implemented thoughtfully, philanthropy can:

- Improve financial literacy and budgeting skills
- Foster independence and decision-making skills
- Strengthen interpersonal and communication skills
- Inspire a passion for making a positive difference in the world
- Provide opportunities for meaningful family conversations
- Promote family unity across geographic and generational divides

Conclusion

If you're struggling to get your kids excited and actively involved in your family's philanthropic activities, you're not alone! Often, all it takes is a little outside guidance and support to get started on the right foot. Let us know if we can help your family!

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