



Stanford PACS
Center on Philanthropy
and Civil Society

REFLECTIONS ON PHILANTHROPY

FROM THE 2017 PHILANTHROPY INNOVATION SUMMIT

ABOUT STANFORD PACS

Stanford PACS is a research center for students, scholars, leaders, and practitioners to explore and share ideas that create social change. Its primary participants are Stanford faculty, visiting scholars, postdoctoral fellows, graduate and undergraduate students, and philanthropists, nonprofit, and foundation practitioners.

Stanford PACS has relationships with five schools at Stanford University (Humanities & Sciences, Engineering, Education, Business, and Law) and more than 15 departments, and we leverage the intellectual assets of a diverse, world-class faculty across the university. This provides a unique platform to create knowledge and share it with the nonprofit and for-profit communities in Silicon Valley and globally.

Stanford PACS offers postdoctoral fellowships, PhD fellowships, and financial support for undergraduates completing honors thesis work. Additionally, Stanford PACS sponsors regular public speaker programs and symposia and philanthropy salons that include speakers who are well-known public intellectuals, philanthropists, and academic, foundation, and nonprofit leaders.

pacscenter.stanford.edu

MARC AND LAURA ANDREESSEN FACULTY CODIRECTORS

Paul Brest | Woody Powell | Rob Reich

EXECUTIVE DIRECTOR

Kim Meredith

DIRECTOR, PARTNERSHIPS AND EXTERNAL RELATIONS

Annie Rohan

DIRECTOR, FINANCE, OPERATIONS, AND GRANTS MANAGEMENT

Priya Shanker

ABOUT STANFORD SOCIAL INNOVATION REVIEW

Stanford Social Innovation Review (SSIR), published by Stanford PACS, informs, energizes, and motivates social change leaders from around the world and from all sectors of society —nonprofits, foundations, businesses, academia and government. Through an array of channels—daily online content, a quarterly print publication, monthly webinars, thematic conferences, podcasts, asynchronous learning assets, and more—*SSIR* bridges research, theory, and practice, and addresses a wide range of social issues (including economic development, human rights, public health, and education) and solutions (like impact investing, social entrepreneurship, and nonprofit business models). *SSIR*'s award-winning content is created for and by current and future social change leaders.

It is *SSIR*'s mission to advance, educate, and inspire the field of social innovation.

ssir.org

ACADEMIC EDITOR

Johanna Mair

MANAGING EDITOR

Eric Nee

PUBLISHER

Michael Voss

EXECUTIVE SUMMARY

Every two years, the Stanford Center on Philanthropy and Civil Society hosts a Philanthropy Innovation Summit. At this day-long event, peer philanthropists, Stanford faculty, scholars, and leaders share their inspiration and expertise, authentic stories of successes and struggles, and results-oriented approaches to social change.

At this international convening, individual and family philanthropists connect in order to brainstorm with one another, leverage Stanford PACS research to catalyze effective philanthropy, and take away actionable ideas, best practices, new strategies, and new networks with which to amplify one's impact as a philanthropist.

This collection of articles, written by individuals at the Philanthropy Innovation Summit, expresses key themes, learnings, and questions that emerged throughout the day. By sharing these reflections, we hope philanthropists and social change leaders around the world will be better informed and even more motivated to leverage strategic philanthropy in tackling society's most pressing challenges.

Videos and additional materials from the Philanthropy Innovation Summit are available at: pacscenter.stanford.edu/summit2017learning

CULTIVATING THE NEXT GENERATION OF GIVERS

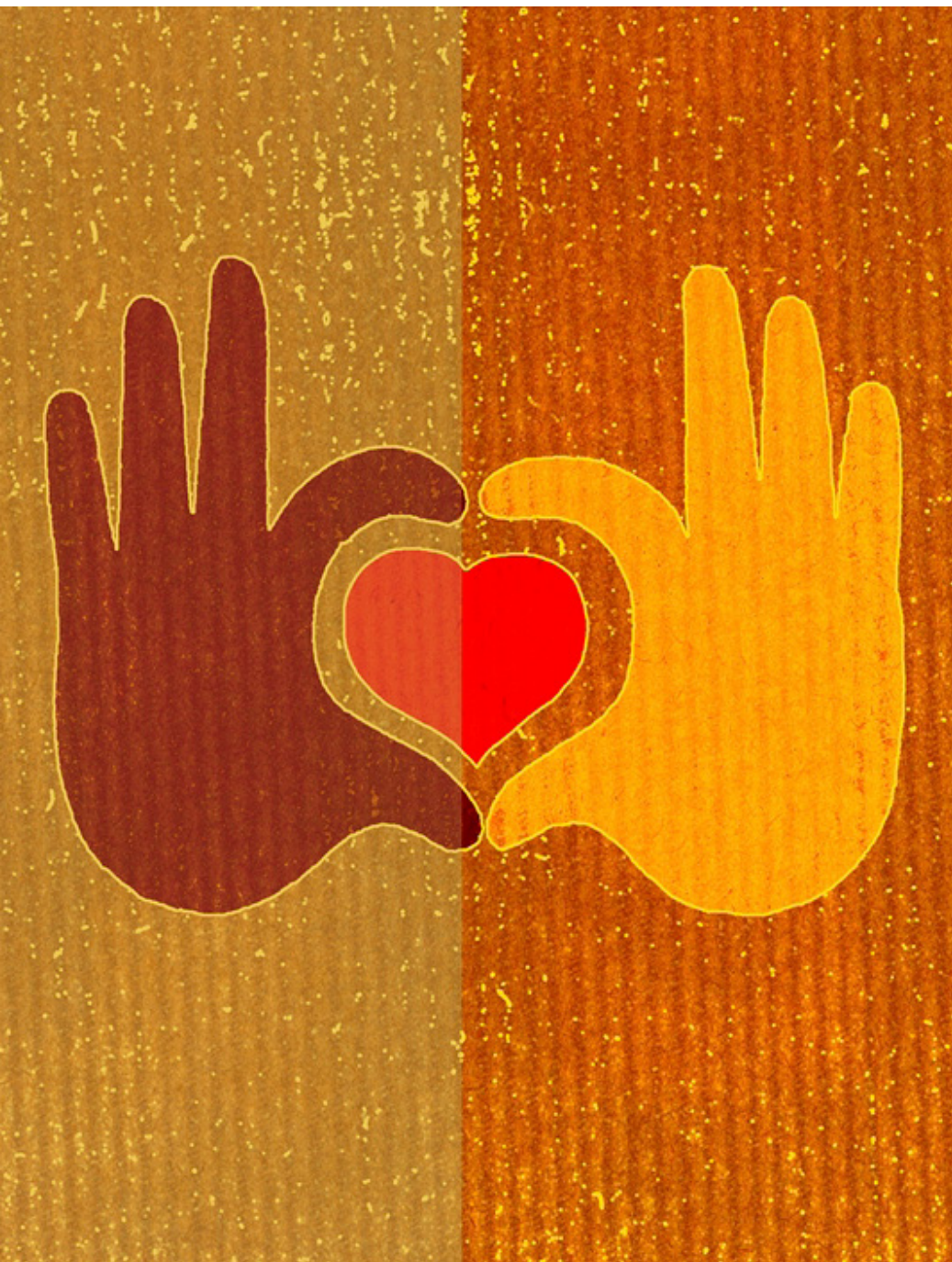
By Kim Laughton

Philanthropy can be a powerful way for families to deepen relationships across generations, develop a shared mission, and increase their impact on the world. With \$30 trillion dollars expected to be transferred between generations over the next 30-40 years¹, charitably-inclined individuals have an unprecedented opportunity to engage with younger family members and pass on a legacy of giving.

Following are three essential tips for philanthropic families shared by the Heising-Simons family at the Stanford Center on Philanthropy and Civil Society's bi-annual **Philanthropy Innovation Summit**, an intensive day-long program focused on trends and best practices in charitable giving. Through the **Heising-Simons Foundation**, the family has granted more than \$263 million over the past decade to charitable causes across five program areas: climate and clean energy, education, human rights, local and emerging opportunities, and science.

In a candid discussion, the Heising-Simons offered these insights, which apply to a range of donors, including those who use donor-advised funds as a standalone solution or in combination with other giving vehicles such as private foundations and trusts.

- Start conversations about giving early – Teaching children about philanthropy can spur a commitment to giving over time. Although Mark Heising and Liz Simons did not launch their family foundation until their children were teenagers, they exposed their daughter Caitlin and her brother to philanthropy early on. For the holidays, the young children received an allocation of money to donate, and were responsible for identifying and researching a charitable organization to support. This kind of assignment encourages curiosity and empathy, and begins to shape children's worldview. As one Schwab Charitable donor, who employed this strategy with his donor-advised fund, put it: "[It allowed our children to] give with us, and yet in their own way". Services such as GuideStar, a research database covering more



than 1 million U.S. charities, can help families identify charities that match their philanthropic goals.

- Demonstrate the importance of non-financial support – Volunteering connects children and teenagers to their communities, and helps them develop a sense of purpose. Liz has said that her interest in social justice was influenced by a trip with her father to Colombia, where she witnessed extreme poverty for the first time when she was 12 years old. Similarly, her daughter Caitlin credits volunteering with her parents and observing her mother's work as a volunteer in local schools with sparking her own early interest in human rights. After joining the board of the family foundation in 2014, Caitlin, who was then in her early twenties, helped build out the family foundation's human rights program. Last year alone, the foundation awarded nearly \$3 million in grants to established and emerging human rights organizations.
- Create projects with measurable goals – When children are older, consider offering them increasingly complex philanthropic opportunities that align with their interests. Giving teenagers and young adults special opportunities to lead philanthropic initiatives builds their confidence, develops their sense of responsibility and accountability, and strengthens their relationships with the charities they support. Mark and Liz emphasized the importance of setting evidence-based goals for measuring the impact of these projects. Outlining quantifiable objectives was particularly important when, a few years ago, Caitlin jumped at an opportunity and lead the family foundation's grantmaking around

a specific policy proposal. Since effective philanthropy often requires a test and learn approach, Liz suggests that new and experienced donors alike should ask themselves, "Have I personally been catalytic in my giving?"

At Schwab Charitable, donors tell us that developing a charitable mission can help multiple generations focus on the causes that are important to them. A mission statement is a vision for change. All members of a family can help define philanthropic goals and how the family expects to achieve them. As the Heising-Simons's story demonstrates, parents and children who treat each other's ideas with respect and sensitivity can increase their impact on the causes they support. Liz noted at the end of the discussion: "It is good to hear voices from unexpected messengers like the next generation. As we get older, they are getting wiser".

Kim Laughton is the President of Schwab Charitable.

STANFORD CENTER ON PHILANTHROPY
AND CIVIL SOCIETY

559 NATHAN ABBOTT WAY
STANFORD, CA 94305

PACSCENTER.STANFORD.EDU | SSIR.ORG

—