

## Best Practices in Philanthropy as Modeled by Julius Rosenwald

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These best practices were collated by Laura Lauder, the Lauder Family Philanthropic Fund and Chair, Jewish Community Endowment Fund of the San Francisco Bay Area, in response to the film screening of *Julius Rosenwald: A Philanthropy Legacy in Film*. The event was hosted at Stanford University on Friday, January 19, 2018 by the Stanford Center on Philanthropy and Civil Society (Stanford PACS) and in partnership with the William and Flora Hewlett Foundation.

1. **“Give while you Live”**: Exemplified by his 50th birthday gift to give nearly \$700K to causes, as he didn’t believe in perpetual foundations.
2. **“Go deep for Impact: Focus.”** He supported a plethora of causes, both Jewish and non-Jewish, but focused his significant philanthropy on the Rosenwald schools.
3. **“Choose your passion using your values”**: He extrapolated from his Jewish roots. Jews had been persecuted in Russia, and he was ashamed that America was supposed to be the land of the free. So, he was horrified with the persecution of blacks, and wanted to give them the same opportunity to thrive in America that Jews have been given here.
4. **“Involve an expert advisor”**: He met Booker T Washington and was deeply inspired by his passion and expertise in this area.
5. **“Site Visits are Key”**: Booker T Washington asked him to serve on the board of Tuskegee University, but he wouldn’t see it until after he visited. Not only was he enthralled with the campus and their education program, he found examples of other best-practices that he then incorporated into his plan for the Rosenwald schools: students at Tuskegee built all the buildings and even the furniture on the campus. From the architects to the bricklayers, they were all students. It was truly a philosophy of learning by doing. Having skin in the game. He used this model in rolling out the Rosenwald schools as well.
6. **Emotional connection**: At the end of his visit to Tuskegee, Booker T Washington arranged an uplifting spiritual singing session which enthralled Rosenwald. It gave him an emotional connection to the children, and when he asked Booker what he could do to help beyond supporting Tuskegee, Booker suggested to him that part of his gift could go to build 6 school houses for children right there on the property. “Education is key to bringing the black children up, and we can start here.” This was the original spark that began Rosenwald’s quest to build 5000 schools for black children.
7. **“Use Matching grants to give your grantee skin in the game, and stimulate giving among the core constituency of the grantee.”** When he began building YMCA’s for Blacks in Chicago and

DC, he made \$25K matching grants, which had to be matched by local black donors. So many people stepped forward to support the cause by giving \$1, \$5, or \$10, and they became the early clients of the Y.

8. **“Hands-on beneficiaries brings ownership”**: Once Rosenwald decided to roll out the idea of building schools for black children throughout the country, he considered giving them access to the pre-fab houses through the Sears catalog. But Booker T Washington urged him to use the same model as his Tuskegee and YMCA grants: communities should build their own schools with money raised by matching his grants. This way, the schools reflected the tastes and needs of the local community — they had huge windows, were very bright inside with plenty of light. Booker knew that The “sweat equity” that people poured into the schools would ensure good maintenance and upkeep of the buildings.
9. **Leverage**: He levered his funds 1:2, as he put up 1/3 of the cost of the school, the State board of Education put up 1/3, and the black community raised 1/3, dollar by dollar.