

## Interests

### **Q. How do I decide on my philanthropic interests and which causes to fund?**

A. Where would you like to make a difference? Now that you have reflected on your motivations and values, it's time to identify your philanthropic interests. Will you focus on the environment, homelessness, education? If you are looking for ways to identify these causes, we recommend two tactics:

- “looking back”
- “clean slate”

## Looking Back

By reviewing your past giving, you can identify patterns and trends in your philanthropy. Have certain causes received greater proportions of your giving or time? Do those causes align with your values, interests, and philanthropic aspirations? Have any gifts given you special satisfaction—or not? The insight you glean from looking back can help you decide how to focus your giving in the future.

### ACTIVITY LOOK BACK AT YOUR GIVING

Think about your giving over the past several years. In the first table below, write the names of the organizations to which you made a contribution, the approximate amount, and the frequency of the donation. In the second table, note the organizations with which you volunteered your time, the amount of time, and the frequency of your involvement.

- Where have you given your time and money in the past, and why?
- Have there been any recent shifts in your giving, and if so, why?

The following table reflects my giving history

from

to

\_\_\_\_\_

## GIVING OVERVIEW

	ORGANIZATION / EVENT / PERSON	AMOUNT / FREQUENCY (including one-time only)	NOTES
<i>Example</i>	Larkin Street Youth Services	\$1,000 / 3 times within the last 2 years	I was already interested in working on homelessness and a friend told me about the organization.
1			
2			
3			
4			
5			

The following table reflects my giving history

from

to

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## VOLUNTEERING OVERVIEW

	ORGANIZATION / EVENT / PERSON	AMOUNT / FREQUENCY (including one-time only)	NOTES
<i>Example</i>	Rescue Mission Soup Kitchen	3 hours / week for 6 months	I really enjoyed interacting with the clients of the soup kitchen.
1			
2			
3			
4			
5			

**On the basis of your giving and volunteering history, answer the following questions:**

- To which issues or causes did you give the most money and time?
- Does your giving and volunteering history reflect your most important values? If yes, how? If no, why not?
- Do any other themes or trends emerge from your giving and volunteering history?

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Using this exercise, select the causes or issues that are most important to you. With further refinement, these will become your focus areas.

**EXAMPLE**

*When I reviewed the two organizations that I volunteered with (Larkin Street and Rescue Mission), it became clear to me that I care a lot about supporting the basic needs of those facing poverty in my city. I care about equity, and I am motivated by a sense of responsibility to give back to my community in San Francisco. My focus area could then be providing living spaces and food for those experiencing homelessness in San Francisco.*

*The “looking back” approach has some inherent limitations. For example, you may only be aware of the problems closest to you, which may not align with the areas where you could have the greatest impact. To cast a wider net to develop an intentional giving approach, we suggest that you also explore the “clean slate” approach that follows.*

THE STANFORD PACS

# GUIDE

TO EFFECTIVE PHILANTHROPY

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