

# PHILANTHROPY AND SOCIAL ENGAGEMENT



## Key Takeaways

- › Perhaps the most important Cornerstone of legacy is philanthropy and engagement in a social way within the communities in which we operate and live.
- › Philanthropy is something that gives meaning to individual lives.
- › The purpose of philanthropy is sharing wealth in a manner that unites the family and gives it meaning from an internal perspective. It creates a real substantial enduring positive change in the areas where the philanthropy is directed.
- › Philanthropy is very positive on an internal and external basis.
- › Creating a philanthropic Foundation or initiative give stature to the family, creates an element to the family branch which is very positive, very altruistic, and very respectful of other people and the greater World in which we live.
- › In the old days philanthropy used to go to church, education, and hospitals or Healthcare in what was called cheque book philanthropy.
  - › Now people have a whole world of opportunity and are much more interested not just in writing checks but actually getting their families involved.
- › There are specific stages involved in doing the right way. It's important to think very professionally about every stage, have goals, have a direct, return on investment, clear targets, regular checks.
- › Philanthropy is much more than just an investment strategy and an asset allocation model the right way

## Questions to Consider:

- › Who will be on your family council?

## Guidance

Philanthropy and social engagement within communities is a cornerstone of family legacy. Philanthropy gives meaning to those involved, it improves positioning in society, and has positive impacts for individuals, families, and beneficiaries. The purpose of philanthropy is to share the wealth in a way that unites the family and gives it meaning.

Reasons to engage in philanthropy:

- › Moral and Philosophical Reasons
- › Gives stature to the family
- › Creates a future sense of purpose
- › Gives something for the family to be associated to in a positive way

How people implement philanthropy is changing. Whereas families used to engage in philanthropy mostly through funding local schools, hospitals, etc, families are more interested in experiencing philanthropy around the globe. Philanthropy is becoming much more engaged than simply writing a cheque.

Stages of philanthropy:

- › Managing funds to generate income necessary for philanthropic activities
- › Selecting initiatives, hiring people, or running a foundation
- › Selecting a type of philanthropy

Types of philanthropy:

- › Funding large institutions through donations
- › Working with and funding small local projects
- › Directly getting deeply involved with a small organization

Philanthropy is much more than an investment strategy and an asset allocation model. It's about the family becoming stronger and providing a sense of fulfilment from the family members.

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## **THE FAMILY COUNCIL**