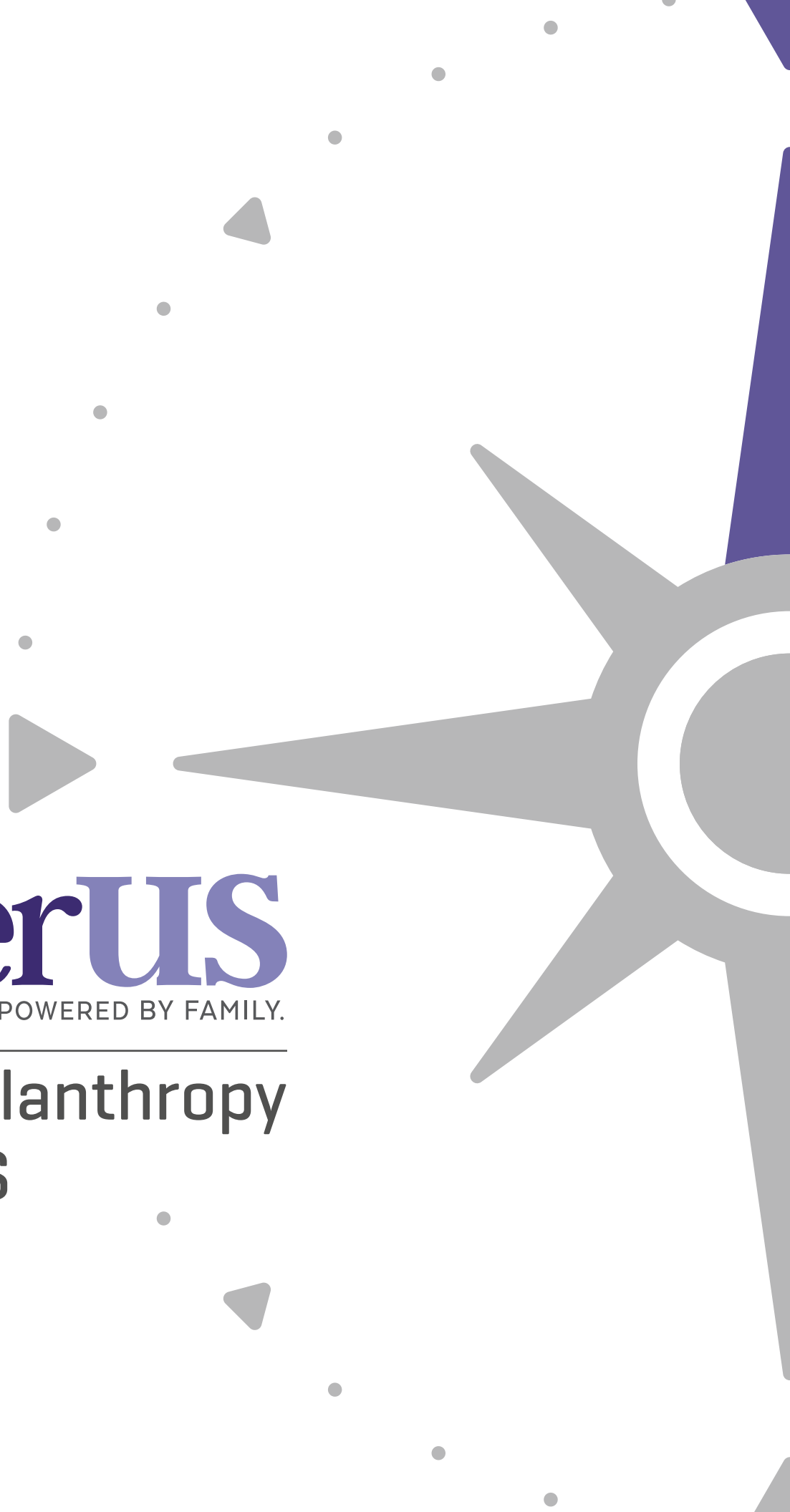




Family Philanthropy COMPASS



Plan to build a legacy that lasts.

At Central Florida Foundation, we believe effective family philanthropy comes down to a few critical factors: passion, connection, commitment and planning. That's why we created GenerUS, to help philanthropic families connect to their passions, dial in to their shared dreams and develop a powerful plan for transforming their community, one generation after another.

Like your family, your GenerUS strategy is unique. Philanthropy means something different to everyone, and we're here to make sure your whole family feels great about giving back. As we guide you through the planning process, we will help your family work together, learn more about each other and uncover your common interests. Together, we will set goals everyone can get behind.

GenerUS planning will focus on three critical areas:

1. Vision Defined by Values
2. Strategy Driven by Priorities
3. Impact Fueled by Engagement

This work might not always be easy or intuitive, but we urge you to remember our goal: keeping your family's philanthropic efforts on track to a legacy everyone will feel proud to be a part of.

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*Thank you to the Aggarwal and Gupta Family Foundation Fund at
Central Florida Foundation for their support of GenerUS.*



VISION DEFINED
BY VALUES

VISION DEFINED BY VALUES

WHY FAMILY?

Let's look at your goals. What do you want to gain by giving together?

There are so many different reasons for family members to choose to work together in philanthropy, and it's crucial to take some time to identify those reasons. By looking at benefits of working together as a family now, it will make other decisions down the line much easier. You're family after all, and it's expected that everyone will have different goals. We encourage you to rank your goals on this worksheet so that you're able to identify the most important ones and can focus on those together.

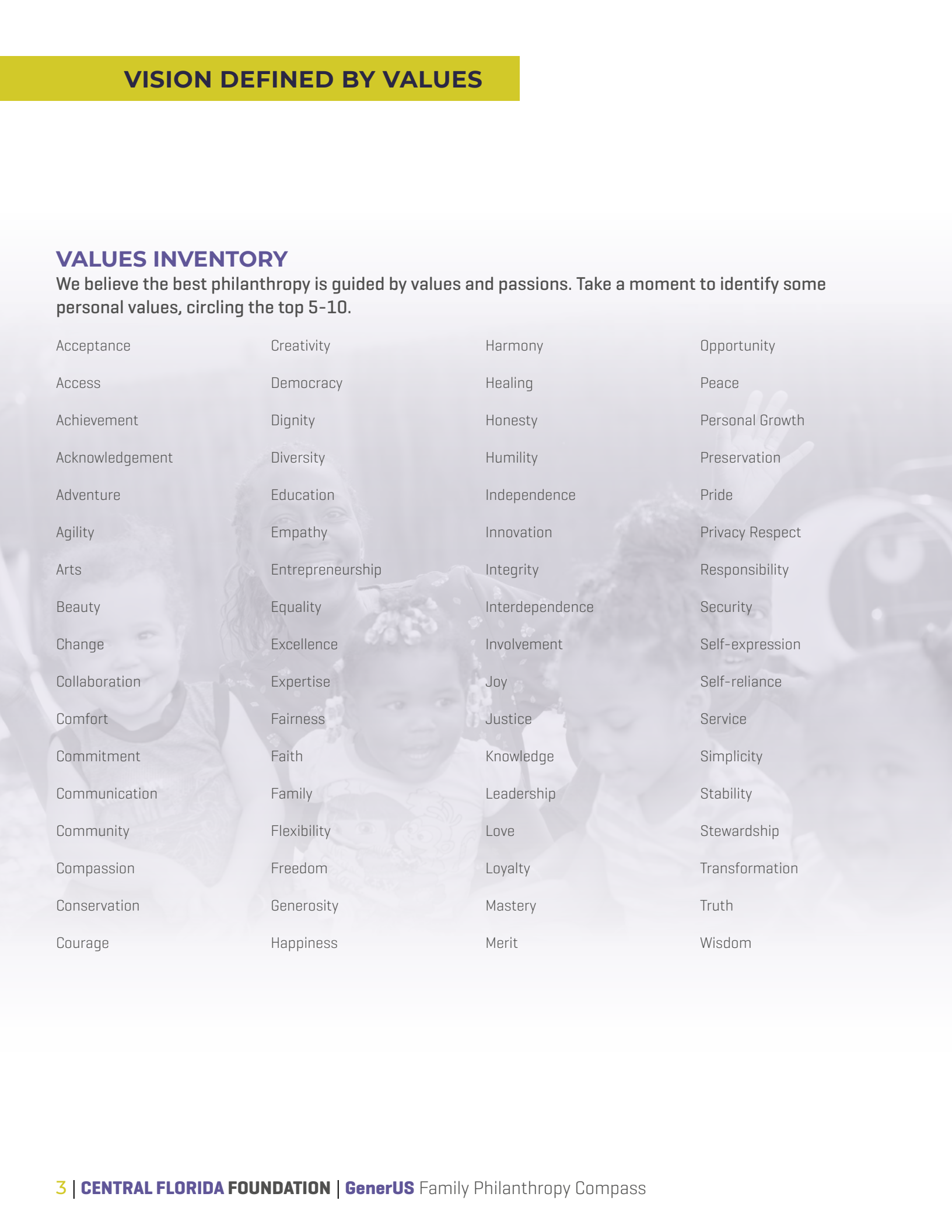
Rate the following using a scale of 1–5, with 1 being not important and 5 being very important

- ___ Bring the family closer together
- ___ Pass on philanthropic values and spirit of giving to the next generation
- ___ Encourage the next generation to give of their own resources
- ___ Learn more about other family members and their interests
- ___ Begin to establish or continue a family philanthropic legacy
- ___ Expose family members to the needs of the community
- ___ Teach family members how to give effectively
- ___ Find a common ground for working together
- ___ Have fun together
- ___ Recognize and celebrate the family business, history and values
- ___ Foster a mindset of abundance
- ___ Other _____

VISION DEFINED BY VALUES

VALUES INVENTORY

We believe the best philanthropy is guided by values and passions. Take a moment to identify some personal values, circling the top 5-10.



Acceptance	Creativity	Harmony	Opportunity
Access	Democracy	Healing	Peace
Achievement	Dignity	Honesty	Personal Growth
Acknowledgement	Diversity	Humility	Preservation
Adventure	Education	Independence	Pride
Agility	Empathy	Innovation	Privacy Respect
Arts	Entrepreneurship	Integrity	Responsibility
Beauty	Equality	Interdependence	Security
Change	Excellence	Involvement	Self-expression
Collaboration	Expertise	Joy	Self-reliance
Comfort	Fairness	Justice	Service
Commitment	Faith	Knowledge	Simplicity
Communication	Family	Leadership	Stability
Community	Flexibility	Love	Stewardship
Compassion	Freedom	Loyalty	Transformation
Conservation	Generosity	Mastery	Truth
Courage	Happiness	Merit	Wisdom

VISION DEFINED BY VALUES

SHARED VALUES

Focus on what everyone can believe in. It's important to take some time and identify the philosophies your family shares. Take some time to reflect personally, then come together to discuss and explore the similarities between you and your family's values.

Individual Reflection:

1. Think about two or three formative experiences in your life. How did they shape your core values?

2. Identify two or three people (they could be family members, other people you know or historic figures) who have been strong influences on you. What values did they transmit to you?

3. From your value inventory list, what would you consider to be your 3-5 most important values?

4. What do you think are the values common to your family?

5. How do the values you have identified speak to the kind of giver you want to be?

Family Reflection:

As you start to identify common values, elaborate by recounting family stories that showcase the values you share.

1. What are your core family values? What does the family stand for? Narrow down your list to 4-6 core values.

2. How do these values speak to the kind of philanthropy you want to do? The philanthropy that you want to be known for?

3. Do they have implications for the kinds of organizations and causes that you want to support?

4. Do they have implications for how you want to work together as a family?



STRATEGY DRIVEN
BY PRIORITIES

STRATEGY DRIVEN BY PRIORITIES

FOCUS AND INTEREST AREAS

It's common for families choose to focus their giving around specific issue areas, populations or locations in an effort to make more of a difference and gain greater control over the giving process.

Others choose to keep their giving options open-ended so they can respond to changing needs and diverse interests within their family. For many families, combining the two approaches is best for getting the entire family involved. These exercises will help us determine which approach is best for your family.

1. Interests and Passions: What issues, causes, places or populations do you care about?

LET'S UNCOVER YOUR PHILANTHROPIC PASSIONS:

What inspires you about what is possible for the future?

What outrages or angers you about the status quo?

Has any event, individual or organization moved or touched you in a significant way?

Have you had an intense personal or family experience with an issue or cause?

Do you have a desire to honor a family member or close friend?

Are you currently involved in an issue or organization where you can imagine becoming more deeply engaged?

2. Issue Areas: Consider what you're interested in by ranking the options below.

PLEASE RATE THE OPTIONS WITH 1 BEING NOT INTERESTED TO 5 BEING VERY INTERESTED

___ Arts and culture	___ Environment	___ Reproductive rights	___ Early education
___ Elderly	___ Parks & land use	___ Disaster relief	___ Hunger
___ Infant mortality	___ Civic engagement	___ Health care	___ Women's rights
___ Biodiversity	___ Environmental justice	___ Science & Technology	___ Economic justice
___ Employment & training	___ Poverty	___ Domestic violence	___ Immigrant issues
___ International development	___ Community development	___ Housing & homelessness	___ Youth development
___ Children & families	___ Gay rights	___ Spirituality	___ Education [other]
___ End of life issues	___ Prison reform	___ Drug & alcohol abuse	___ Indigenous rights
___ Literacy	___ Disabled populations	___ Human rights	___ Other _____
___ Civil rights	___ Health-specific disease	___ Violence prevention	

STRATEGY DRIVEN BY PRIORITIES

3. Finding a family focus: Finding focus area is important for every family, and there's plenty of options to accommodate everyone. Which of these might work for your family?

CHECK ALL THAT MIGHT APPLY

- ☐ Find the intersection of different interest areas
- ☐ Choose multiple focus areas that reflect different family interests
- ☐ Plan to shift focus periodically (no less than 3–5 years)
- ☐ Allocate separate resources for individual and family giving
- ☐ Experiment with one focused project for a portion of the giving
- ☐ Other _____

4. Individual/Family Balance: Everyone's voice is important, but it's crucial to determine how individual and family passions are balanced. Which of the following options will fit best for your family?

CHECK ONE

- ☐ All of the giving will be devoted to shared family interests
 - ☐ All of the giving will reflect individual interests of family members
 - ☐ The giving will be a mix of shared family interests and individuals' interest
- What percentage will you focus on individual versus shared interests? ☐ 10/90 ☐ 25/75 ☐ 50/50 ☐ Other _____

5. Geography: Location is a big factor in philanthropic giving, it's common to feel close to organizations that have missions close to home.

CHECK ALL THAT APPLY

- ☐ Give to the community in which the family was raised
- ☐ Give to the communities where family members currently reside
- ☐ Be focused on _____
- ☐ I am interested in international giving
- ☐ Geography is not an important factor





IDENTIFYING POTENTIAL COMMUNITY INVESTMENTS

How will your family invest in the community?

There isn't a right way to identify opportunities to invest in the community and nonprofits that meet your family's shared criteria. Your family may choose several of the below approaches or may find that one approach makes more sense.

CHECK ALL THAT APPLY

- ☐ Family members will identify nonprofits and projects
- ☐ We will use Nonprofit Search to help us identify nonprofits and projects that match our interests
- ☐ We will write "guidelines" for our family philanthropy and let organizations apply for funding
- ☐ We will develop a formal Request for Proposals and invite specific organizations to apply
- ☐ Other _____



IMPACT FUELED
BY ENGAGEMENT

IMPACT FUELED BY ENGAGEMENT

GIVING HISTORY

Sharing each family member's philanthropic experience can reveal common interests. Take time to reflect on your personal giving history, and then come together as a family to discuss.

1. As a donor and volunteer, why have you made gifts of money and time?

2. Which of your gifts have given you the most satisfaction? In what way?

3. Which have given the least? Why?

4. What do you feel have been your most important gifts? What made them significant?

5. What skills would you like to offer to the family philanthropy experience?

6. What skills would you like to learn from this experience?



IMPACT FUELED BY ENGAGEMENT

SIZE AND DURATION OF GRANTS

Regardless of the dollar amount of grants, it's important to do your homework before making an investment in a nonprofit.

In addition to the guidance our team provides, we encourage your family to explore Nonprofit Search, a database of nonprofits in Central Florida that have been vetted by our team. Each profile provides information about a nonprofit's programs, management and governance structures and financials. Our best advice is to bring your heart, mind and wallet to the table to invest in solutions that make a difference. Now is a good time to start thinking about what your giving will look like.

1. Does your family have any ideas of the minimum, maximum or average size of the grants?

CHECK ALL THAT APPLY

- ☐ Yes, the minimum gift will be \$_____, the maximum will be \$_____ and the average will be \$_____
- ☐ Different family members will have different parameters [e.g. donor vs. other family members] _____
- ☐ Matching gifts will be made to organizations that family members support up to \$_____
- ☐ No expectations at this time
- ☐ Other _____

CREATING A CALENDAR

To keep things organized, we recommend developing a calendar for your family philanthropy.

Many families set meeting times around family reunions, holidays or other gatherings. Some families organize grantmaking meetings that include opportunities for the family to share family stories, listen to experts in your area of giving, or make site visits to interesting nonprofits.

1. How often will the family make grant decisions?

- ☐ Once a year we will have a family meeting.
When? _____
- ☐ We will set up a process so we can make gifts anytime
- ☐ Other _____
- ☐ Twice a year. When? _____
- ☐ More than twice a year. How often? _____

2. When will your family meet to learn about community issues, discuss the results of past grants or plan the future of the family philanthropy?

CHECK ALL THAT APPLY

- ☐ In-person meetings
- ☐ Combined with other family activities; e.g. vacations, holidays
- ☐ Conference calls, FaceTime, other video calls
- ☐ Other _____

IMPACT FUELED BY ENGAGEMENT

GETTING IT DONE

1. Will your family divide and conquer organizing and running the family philanthropy? Let's look at everyone's responsibilities within the family and which tasks will be delegated outside of the family.

PLEASE FILL IN THE FOLLOWING TABLE

Write on the line who would be the person responsible for each task

TASK	PERSON RESPONSIBLE
Learning more about the needs of the community or issue area	
Identifying funding ideas and organizations	
Due diligence on organizations you are considering funding [site visits, proposal review, review of financials]*	
Communicating with organizations that apply for funding and/or receive funding*	
Preparing materials for family meetings	
Running the family meetings	
Keeping notes of family meetings	
Communicating within/to the family about the grantmaking and grantees	
Monitoring/evaluating the gifts that have been made*	
Overseeing the finances and investments of the fund*	
Communicating with the outside world about your grantees and the work you are doing together along with Central Florida Foundation*	
<i>*Central Florida Foundation will assist families with these responsibilities.</i>	

2. Who else needs to be at the table?

___ Accountants

___ Investment manager

___ Family therapist

___ Other _____

IMPACT FUELED BY ENGAGEMENT

LEVELS OF ENGAGEMENT

In addition to financial resources, intellectual capital can be a key contribution to our GenerUS strategy.

Family members with a strong connection to specific causes or issues may have an opportunity to engage on a deeper level, working closely with our region's leaders in the public, private and nonprofit sectors to build a greater tomorrow, today. Consider and discuss whether your family would wish to participate at this level, keeping in mind that the answer may be different for everyone.

Yes/No

_____ Would you enjoy meeting with city leaders to strategize how to best allocate funds?

_____ Do you envision your involvement to be "hands on"?

_____ Do you have ideas for how to improve the community?

_____ Do you enjoy keeping up with local politics and social efforts?

_____ Is it important to you that you have the chance to think about what your money can really do?

_____ Is it important to you that you have the chance to think about what your money can really do?





LIKE OUR COMMUNITY, YOUR LEGACY IS A WORK IN PROGRESS

Your GenerUS plan gives us a starting point based on your family's shared values, goals and passions today. Over time, as your family grows and changes, you might find that your goals and priorities change with it. This is a normal and exciting part of life. No matter what the future holds, the Central Florida Foundation team will be here to make sure your family philanthropy strategy stays vital and relevant. Together, we will create a proud legacy for your family and a better community for us all.

**CENTRAL FLORIDA
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