

Why Now is the Perfect Time to Have a Conversation About Values, Giving & Your Family's Legacy

May 26, 2021

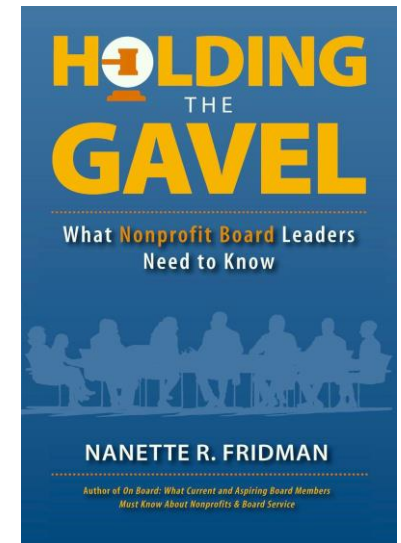
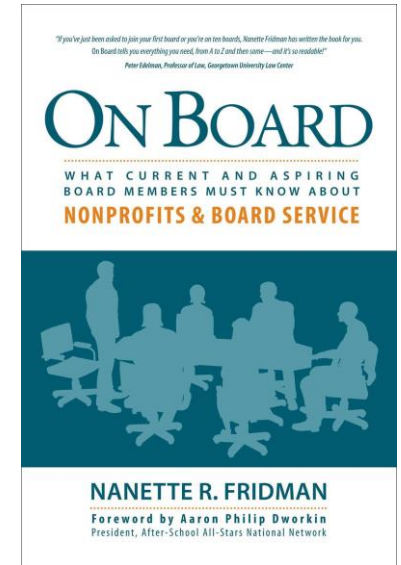


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STRATEGIES

About Our Presenter, Nanette Fridman

- President of Fridman Strategies, Inc.
- 25+ years of experience with nonprofits as a volunteer, professional consultant & coach
- National speaker, trainer and facilitator
- Author of two books, *On Board* and *Holding the Gavel*
- BA, Tufts University
- MPP, Georgetown University Public Policy Institute
- JD, Georgetown University Law Center
- Harry S. Truman Scholar



Warm Up

- In the chat, please share:
- Your name
- Your organization and location
- One word that comes to mind when you think about what legacy means

Goals

- To discuss this historic moment in time
- To explore how we pass our values and philanthropic spirit L'Dor v'Dor, from generation to generation
- To share exercises for exploration and to catalyze conversations with family members and heirs
- To suggest possible next steps

— “ —

“Our souls are not hungry for fame, comfort, wealth, or power. Those rewards create almost as many problems as they solve. Our souls are hungry for meaning, for the sense that we have figured out how to live so that our lives matter.”

— Keith Ferrazzi ” —

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Who Influences Next Gen Donors

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89%
PARENTS



63%
GRANDPARENTS



56%
CLOSE FRIENDS



47%
PEERS

NextGen Donors: The Future of Jewish Giving, Respecting Legacy, Revolutionizing Philanthropy, 21/64, Dorothy A. Johnson Center for Philanthropy at Grand Valley State University (2013)

Why Now is the Perfect Time

Examine what we have learned – or been reminded - from COVID

- Our vulnerability

- Clarification of what matters

Create greater connectivity

- Families connecting via Zoom

- Group chats

For some, more time and availability

People yearning for what Adam Grant calls “BIG TALK”



We learn from the past in order to create a future.
Recipes, stories, traditions and values.
From generation to generation.

L'Dor V'Dor

Passing Our Philanthropic Spirit L'Dor v'Dor, from Generation to Generation

- Reflection
- Living Your Values in Action
- Conversations as an Opportunity to Create and Deepen Relationships and Understanding
 - Your Legacy can Create Joy for the Next Generation
- Next Steps



Giving is an expression
of our values.



“

Money is a tool, not a purpose; it translates our values, intentions & achievements into a measurable reality. It gives spirituality a physical dimension.

RUTH ROSENBERG

Reflection - Values Identification Exercise

- Chessed (loving kindness)
- Ahava (love)
- Tzedakah (giving)
- Tzedek (justice)
- Kehillah (community)
- Kavod (respect)
- Limud (learning)
- Ruach Elohim (divine spirit)
- Achrayut (responsibility)
- Emunah (trustworthiness)
- Shomrei Adamah (keepers of the earth)
- Honoring our parents
- Love our neighbor
- Acceptance
- Accomplishment
- Adventure
- Balance
- Beauty
- Belonging
- Commitment
- Compassion
- Courage
- Creativity
- Determination
- Dignity
- Diversity
- Duty
- Effectiveness
- Ethics
- Equity
- Faith
- Family
- Freedom
- Friendship
- Generosity
- Gratitude
- Harmony
- Helping
- Honesty
- Honor
- Humor
- Independence
- Innovation
- Integrity
- Inclusion
- Joy
- Knowledge
- Leadership
- Loyalty
- Mastery
- Modesty
- Opportunity
- Peace
- Personal Growth
- Pragmatism
- Power
- Respect
- Risk
- Service
- Simplicity
- Team Work
- Tolerance
- Tradition
- Trust
- Other?

Questions for a Family Discussion

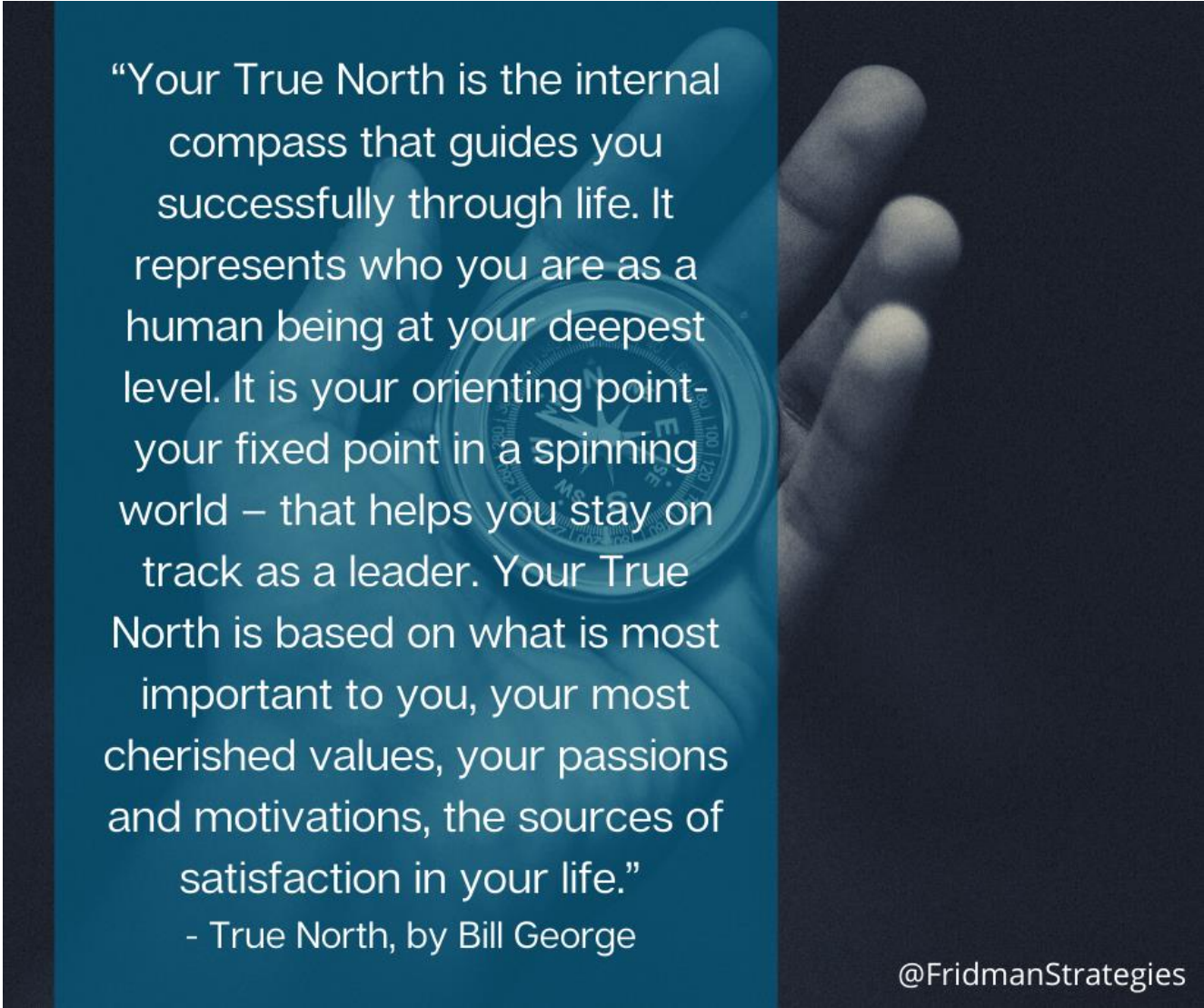
How are your values different? Any overlap?

What are the overlapping secondary values? Even when families have seemingly dramatic differences there can be great similarities in their secondary values. These may reveal the core values the family shares.



Reflection – Issues or Causes Identification

- Animals
- Anti-Semitism
- Arts and Culture
- Child Advocacy
- Civil Rights
- Corporate Responsibility
- Disability
- Disaster Relief
- Domestic Violence
- Drug/Alcohol Abuse
- Early Childhood Education
- Economic Justice
- Education (K-12)
- Environment
- Gun Control
- Health Care
- Historic Preservation
- Homelessness/Housing
- Holocaust Education
- Human Rights
- Human Trafficking
- Hunger
- Immigrant/Refugee Services
- International Development
- Israel
- Jewish Education (Formal & Informal)
- Job Training/Creation
- Literacy
- LGBT Rights
- Media
- Medical Research
- Mental Health
- Nutrition
- Parenting
- Parks & Land Preservation
- Peace/Conflict Resolution
- Philanthropy & Volunteerism
- Poverty
- Prison Reform
- Public Health
- Public Policy & Advocacy
- Reproductive Rights
- Seniors
- Spiritual Development (including Houses of Worship)
- Sports & Exercise
- Sustainable Agriculture
- Veterans
- Women and Girls Youth Empowerment
- Youth Violence
- Other

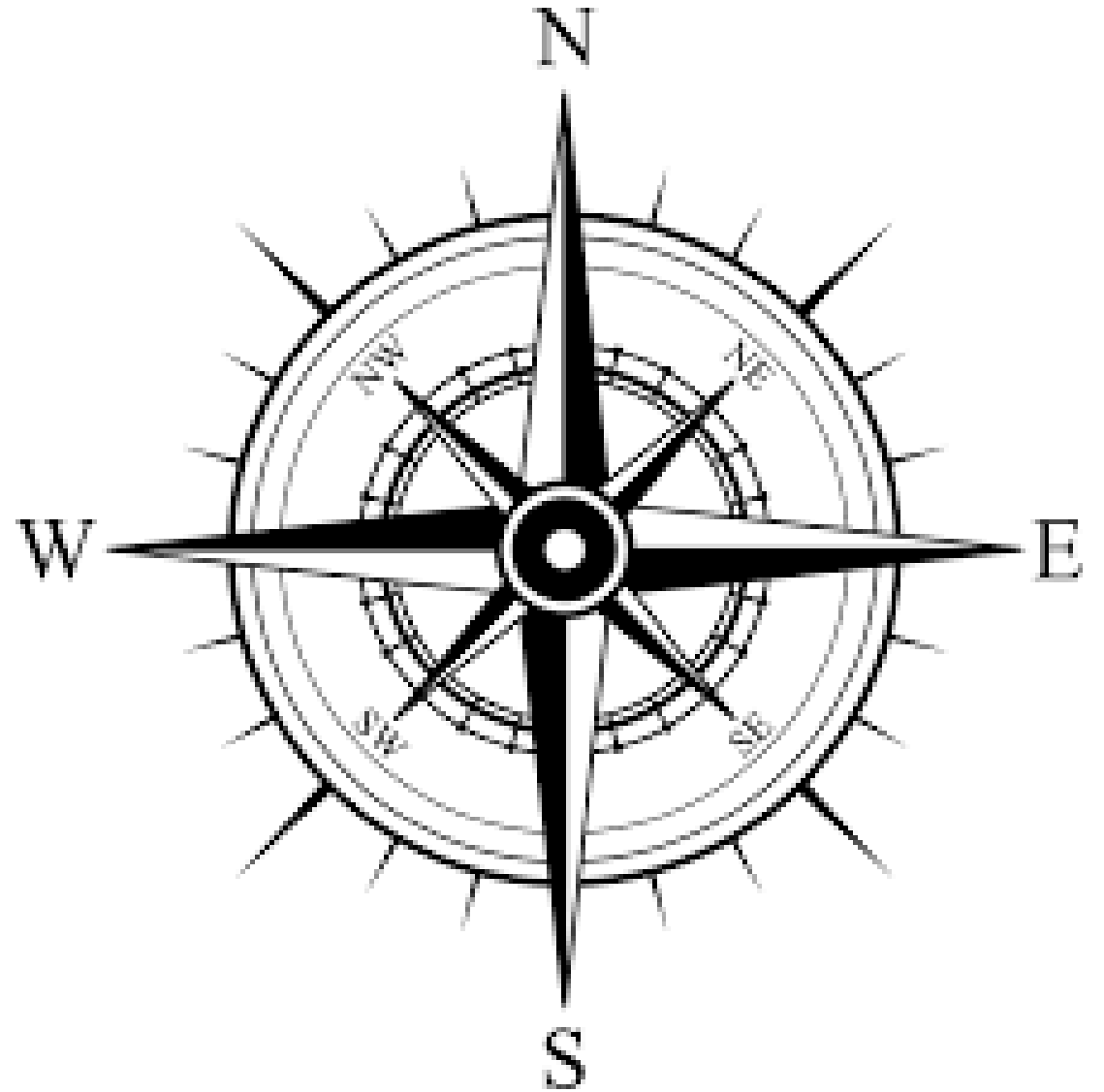
A hand holding a compass rose, symbolizing direction and guidance. The background is dark, and the hand is illuminated, with the compass rose being the central focus. The text is overlaid on the left side of the image.

“Your True North is the internal compass that guides you successfully through life. It represents who you are as a human being at your deepest level. It is your orienting point—your fixed point in a spinning world – that helps you stay on track as a leader. Your True North is based on what is most important to you, your most cherished values, your passions and motivations, the sources of satisfaction in your life.”
- True North, by Bill George

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Documenting Your Family's True North

Does your family have a mission statement?



Conversations

- With whom might you discuss your philanthropy with now having attended this session? Your legacy?
- When?
- What are some barriers?

Questions to Catalyze Conversations

- What was your first act of giving?
- Who taught you about giving?
- What historical events have influenced your giving?
- What are the values that inform your giving?
- How would you describe your family's traditions around giving?
- How do you decide where to give?
- What issues are you passionate about? Why?
- If you could solve any problem, what would it be and why?
- What change do you want to see because of your giving?
- How do you decide how much to give away?
- What is the most satisfying part of giving?
- Why is giving important to you?
- How does giving reflect the legacy you wish to leave?
- What do you hope your children and grandchildren continue?
- What other questions do you want to ask or answer?

Next Steps

- Reflect on your and your families' values, issues and missions
- Notice your values in action
- Make time to have conversations
- Ask your organization (or Federation or Foundation) to share unique strategies and ideas

A network diagram consisting of numerous small, spherical nodes connected by thin lines. The nodes are colored in two distinct groups: blue and red. The blue nodes are primarily clustered in the upper-left and lower-left areas, while the red nodes are more densely packed in the center and right side. The lines connecting the nodes are also colored to match their respective groups, creating a complex web of connections. The background is a light, pale blue color. A solid teal rectangle is positioned on the left side of the image, partially overlapping the network. The text 'Q & A' is written in white, sans-serif font within this teal area. A vertical white bar is visible on the far right edge of the image.

Q & A

"The year 2020 will be remembered as a turnaround point in human history. ... The Covid-19 pandemic is offering us a chance to reinvent ourselves."

-Marcelo Gleiser

- Reflect
- Live Your Values in Action
- Have Big Conversations
- Consider Strategies - Structural and Legal Steps

Closing



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PLAN TO SUCCEED