

21/64

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LETTER FROM THE EDITOR //

Over the past six years, 21/64 has become known for its focus on next generation philanthropy. But the more we focus on young people, the more we affirm that members of all generations are part of multigenerational family systems that inform who they are and that influence the roles they play at home, at work and in their philanthropy.

Whether a foundation has been around for generations or was recently founded, we have started to hear how each person draws on his or her family background, role models and values when conducting charitable giving. For example, one Traditionalist (born 1925-1945) explained that early lessons about selflessness, learned from her parents who survived the Great Depression, directly affected the philanthropist she is today. A Baby Boomer (born 1945-1965) described how his commitment to volunteerism and getting out the vote came from his role models in the Civil Rights Movement. To sculpt their philanthropy, members of each generation have relied as much on the lessons and values bequeathed to them by others as on their financial inheritances.

This past year we decided to take the next step and help people convey these lessons, values and philanthropic legacies

to their next generation family members. One relationship in particular stood out as particularly poignant to transferring a legacy: the one between grandparents and grandchildren. We observed that tensions existed between parents and children or among siblings, but grandparents and grandchildren frequently enjoyed very special relationships. The lessons that grandparents often took for granted as “ancient history” were seen by the grandchildren as a gift they were lucky to receive.

In this newsletter, you will hear about the *Grandparent Legacy Project*, developed in collaboration with the Association of Small Foundations. Through this project, you can read the stories of 15 inspiring individuals and couples, listen to interviews via an enclosed audio CD, or utilize a corresponding workbook to conduct an interview with your own grandparent, grandchild or other family member. I know that before Hanukah arrives, I’ll purchase two copies to use with my grandchildren. I encourage you to do the same.

Best,



Jeff Solomon



STORYTELLING

From experience, we have discovered that if you know one family foundation, you know one family foundation. Each one is unique to the family members behind it, but they all have one thing in common: *a story*.

Founders often take their own stories for granted, assuming the next generation will dismiss their narratives as ancient history. But we hear time and again that it's more than the story itself that's valuable: it's the activity of passing that story from one generation to the next that is the prime step in conveying a family and philanthropic legacy.

MULTIGENERATIONAL BACKDROP //

People are living longer, and therefore multiple generations of family members are engaging in philanthropic conversations at the same time.

The idea of conveying stories—telling and retelling who we are and how we came to be this way—has long been a part of our society and has become more prevalent in the philanthropic world over the last ten years. Since 1998, Paul Schervish and John Havens' research on the "wealth transfer" has prepared families for the inevitable conveyance of philanthropic and other financial resources from the Traditionalists (*born 1925-1945*) to the Baby Boomers (*born 1945-1965*) and their adult Generation X (*born 1965-1980*) and Generation Y (*born 1980-2000*) children. Motivated by this forthcoming wealth transfer, families have been coming to terms with their "inheritances" beyond the dollars—long before the wills are read—and have

been inviting the next generation to participate in family philanthropy.

Compounding this philanthropic planning is the reality that people are living longer, and therefore multiple generations of family members are engaging in philanthropic conversations at the same time. While a man born in the United States in 1900 could have expected to live until the age of 47, today's average life spans are increasing to 79 years for men and 82 years for women. No longer do we see foundations being passed from one generation to the next like batons in a relay race; instead, multiple generations—grandparents, parents and grandchildren—are engaging in philanthropy at the same time.

GRANDPARENT LEGACY PROJECT //

Despite tensions that may exist between parents and children, sisters and brothers, or cousins across family branches, nine times out of ten, grandparents share unique and special relationships with their grandchildren.

Given these changes in the philanthropic and demographic landscapes, families are exhibiting an increased demand for resources that can help them to articulate and convey their values and visions across the generations. In an effort to meet that demand, we have created the *Grandparent Legacy Project*, a resource to highlight and facilitate the communication of philanthropic legacies.

So why have we focused on grandparents? Simple: despite tensions that may exist between parents and children, sisters and brothers, or cousins across family branches, nine times out of ten, grandparents share unique and special relationships with their grandchildren.

We witnessed this time and again as we traveled across the United States to interview people for the *Grandparent Legacy Project*, as individuals and couples sat with us for hours to tell their

stories and share the legacies they wished to leave their grandchildren.

We met Rita and Stanley Kaplan, founders of the Stanley H. Kaplan Educational Center, the world's leading institution to prepare students for standardized entrance exams; Jean Schulz, widow of Charles Schulz, creator of the beloved Peanuts cartoon strip; Dr. David Satcher, former U.S. Surgeon General; Buddy Mayer, daughter of Nathan Cummings and heir to the Sara Lee Corporation; and more.

From one to the next, each had story after story about the people who had made impressions on their lives and about the messages they had received regarding giving and helping others, and each offered these stories generously to their grandchildren, unencumbered by by-laws or codicils, full of unconditional love.

The power of storytelling isn't reserved just for grandparents: consider conveying your story and philanthropic legacy to family members, whatever your relationship.

THE POWER OF STORYTELLING //

Whether you are newly inspired by the stories of the grandparents featured in the *Grandparent Legacy Project* or have been waiting for years for the right moment to pass along your legacy, we encourage you to get started. There is power in storytelling.

For those who need help knowing where to begin, the *Grandparent Legacy Project* offers a workbook at the back to guide the storyteller. This workbook poses questions such as:

- What was your family life like growing up?
- Who were the family members that most influenced you?
- What are the values that motivate you to be philanthropic?
- What wisdom of yours do you want your grandchildren to remember in life?

And for those who want to take storytelling one step further, the *Grandparent Legacy Project* offers suggestions for action such as:

- Write up your own story, in your own words, to insert into the book, or find

someone who can record your story on audio or video for future generations.

- Offer to match a charitable contribution that your grandchildren make.
- Take your grandchildren with you to meetings or site visits to learn about the people and organizations you support.
- Get together once a year in order to review or revise your legacy.

The power of storytelling isn't reserved just for grandparents: consider conveying your story and philanthropic legacy to family members, whatever your relationship. Let us know how the storytelling goes. Our guess is that it will have a lasting and powerful impact on your family for generations to come.

GRANDPARENT LEGACY PROJECT



To order a copy of the *Grandparent Legacy Project* or to hear some of the interviews, visit our website

www.grandparentlegacyproject.org,
email info@2164.net or call 212.931.0129