



From Lawrence Welk to Lady Gaga: Bridging the Generational Divide in Family Philanthropy

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Born This Way





88% of family
foundations exist in
perpetuity

SOURCE: The Foundation Center, Perpetuity or Limited
Lifespan: How do Family Foundations Decide?, 2009.

The Welk Family

- **Founder: Lawrence Welk**
- **Second Generation: 3 siblings**
- **Third Generation: 10 cousins**
- **Fourth Generation: 20 cousins**



Farm to Fame



A Deal with Dad

California, Here I Come!





1955 - National TV



The Lawrence Welk Foundation

Established 1960
Los Angeles, CA

Putting the “Family” in Philanthropy

1980: Shirley Fredricks becomes President
and Executive Director of the Lawrence
Welk *Family* Foundation



Strategic Giving

We award grants to:

- Small nonprofits providing social services to children and families living in poverty
- Interventions benefitting the whole family unit and that demonstrate a long-term commitment to the families served
- 3 neighborhoods: Santa Monica Bay Area, Los Angeles Central City, and a small portion of North County San Diego

Involving Family

- G3 Junior Board
- Ten cousins ages 12-24
- Seats at the “adults” table
- Given 10% of gifting budget to grant
- Flexible giving



Building Blocks of Successful Family Philanthropy

- 1. Shared Family Values**
- 2. Philanthropic Mission**
- 3. Involvement of Family**

Barriers to Engagement

- Age span
- Geographic dispersion
- Multiple generations
- Disparate interests
- Motivation



Breakdown...

We're not all
on "board"

Family Involvement 2.0

- **Limit board seats (7-9)**
- **Limit terms (3 years)**
- **Develop clear criteria for board participation**
- **Define roles and responsibilities**
- **Invite Spouses**

Engaging a New Generation



Confused?



What's missing from
this conversation?



Old Paradigm

Duty

Responsibility

Obligation

Guilt

New Paradigm

Passion

Purpose

Efficacy

FUN!

G4 Cuzapalooza

- Twenty cousins ages 7-22
- G4 Jr. Board 7+
- Cuzapalooza Philanthropy Camp



Fundraising





Service

Site Visits





Jr. Board Grants

This is our sandbox



“Life should not be this hard.”



“\$1,000 may not seem like much in the west,
but here’s what we did with it....”



- 45 families
- New roofs for the rainy season
- 20 lbs. of rice
- Clean water tanks



Participants who gave contributions of time or money were “42 percent more likely to be happy” than those who didn’t.

Helpers High

Euphoria reported by those engaged in charitable activity mimics a *mild version of a morphine high*.

Source: Greater Good Science Center, UC Berkeley

Thinking of Giving?

NIH research showed that the brain's pleasure centers lit up when study participants merely *thought* about giving money to a charity.

The Power of Legacy

Parental involvement in nonprofits increases the odds of a child becoming a donor by more than 80%.

- Pearson Foundation

What's in it for me?

Johnsons



Give \$1000

Smiths



Give \$1100

The Smiths
income
increases by
\$375

The Giving Advantage

70 % of families lose their wealth by the 3rd generation.

What is unique to the other 30%?

1. Successful Communication
2. Prepared Heirs
3. Family Mission

Shifting Attitudes

Intend to give more in the future

12% - Traditionalists

33% - Baby Boomers

56% - Generation Xers & Millennials

Intend to leave money to charity in their will

23% - Traditionalists

40% - Baby Boomers

54% - Generation Xers & Millennials

Source: Interchange Consulting Group

“Children are
our elders in
universe time.”

- Buckminster Fuller

Glimpses from the Next Generation

- The globe is our backyard
- Giving is a collaborative experience
- We Deploy All Resources
- We value your legacy

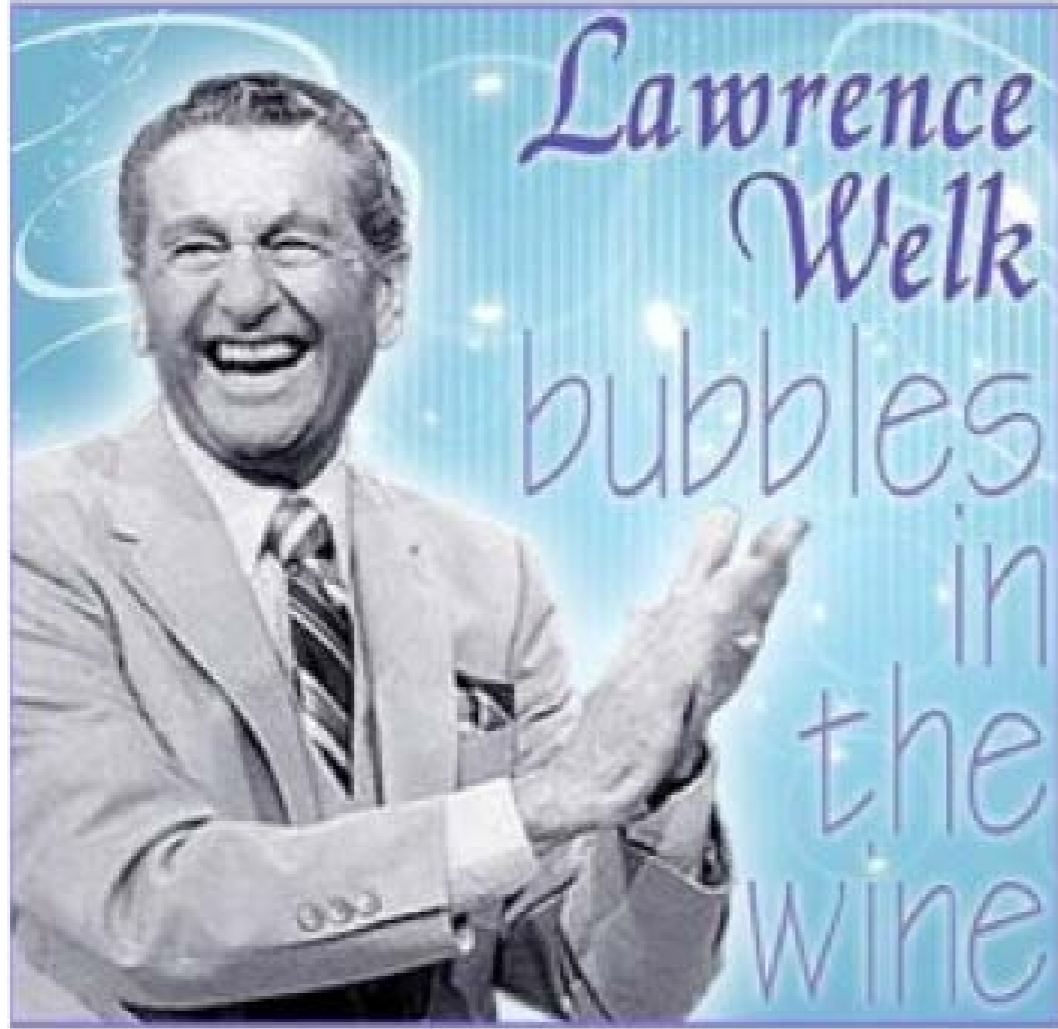




Bridging the Generational Divide and
Finding Common Ground

Dinner Table Conversation

- Homeless youth
- Alzheimers Disease
- Catholic Humanitarians





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