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

Lisa Parker
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Principal, Family Circle Advisors
Born This Way
88% of family foundations exist in perpetuity

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!

[Image of a man in a tuxedo standing in front of a sign that reads: PALLADIUM PRESENTS RE-OPENING TO THE PUBLIC FRI. DEC. 29! Champagne New Year's Eve Party Sunday DEC. 31. GET YOUR TICKETS HERE NOW!]
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.

Harvard Grant Study
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

The Smiths income increases by $375

Give $1100
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

Philanthropy Heirs & Values - Williams & Preisser
Shifting Attitudes

Intend to give more in the future
12% - Traditionals
33% - Baby Boomers
56% - Generation Xers & Millennials

Intend to leave money to charity in their will
23% - Traditionals
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
• Alzheimer's Disease
• Catholic Humanitarians
Lawrence Welk
bubbles in the wine
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