

Hartz & Minds 16: Philanthropy for Business Leaders and their Families

As a result of recent success, Corporate Hartz extended its corporate social responsibility-based service to **provide counsel directly to executives and families on their personal philanthropy**, in both short and long term assignments. This work benefits private-sector leaders, soon-to-retire executives, people in transition, and families seeking a meaningful shared experience.

We implemented our unique approach with two fairly new foundations, in Salt Lake City and in Atlanta. Each foundation was created when the family's business experienced a liquidity event that made the structure tax-advisable. However, placing money into a special account was only the beginning of the journey.

Each family engaged Corporate Hartz to help develop their mission, strategies, structure, roles, processes, and communications. This investment is the catalyst for: 1) sharing their values with the next generation, 2) focusing on what is most important to them, and 3) leveraging their skills and resources in concert with their money. They gained the intellectual clarity and increased confidence that a sound strategy provides. It is a pleasure to work with these multi-generation families, together with their financial advisors, as they continue to balance professional and personal community engagement in a thoughtful manner.

It began in the early 1990's, when Bernie Marcus, CEO of The Home Depot, asked me to place the company's leaders on boards of directors of nonprofits that address affordable housing, youth at risk, or environmental issues. I learned how people's values, resources, and opportunities shape their philanthropic impulses, and perfected how to align volunteers' capabilities and goals with charities' needs.

Corporate Hartz consults with businesspeople on why, when, where, and how to donate corporate time, expertise, products, services, relationships, and money to generate a return on their investment. In that context, executives often share, "Many of us do not understand how to integrate philanthropy with our busy families." Not surprisingly, most people feel ill prepared to share their wealth, talents, and networks, and are confused about how to connect their interests with their professional and personal goals. Corporate Hartz's impact comes from our exceptional ability to find areas of synergy between a person's head and heart, work and family, past and present.

We strongly believe that corporate social responsibility and personal philanthropy have different motivations and goals, and therefore, should have distinct strategies and tactics. Corporate Hartz is excited to continue its corporate social responsibility core business with companies, and extend direct service to individuals and families.

Jennifer Levine Hartz, President
corporatehartz@yahoo.com
www.corporatehartz.com