

Welcome to the fourth issue of *Hartz & Minds*, a vehicle for us to share useful ideas and expert opinions on topics related to corporate social responsibility (CSR), impact investing, diversity, family philanthropy, nonprofit strategy, and social entrepreneurship!

Today's *Hartz & Minds* is a tribute to the traditional family summer vacation! This and the next newsletter will provide thought starters, as you think about your personal role in the community (H&M#4) as well as your professional one (H&M #5). In particular, how can people engage in meaningful service at various stages in their lives? How can we inspire our children and even our parents to view philanthropy through a new lens?

Like many of you, I was raised with a “**to whom much is given much is expected**” paradigm for my volunteer work and charitable giving.

- Throughout elementary school, I participated in the usual age-appropriate projects: visiting the elderly, collecting cans for the Food Bank, sponsoring tree-planting.
- In eighth grade, I created and led a walk-a-thon to raise money for a guide dog school and realized my unique ability to lead others, engage adults, and make a difference.
- As a senior, I addressed the national conference of Clergy and Laity Concerned; my topic was “teens can have impact too.”
- During college, I was a regular blood donor; it forced me to spend a couple of hours every three months thinking only of others and appreciating my good health.
- After college, I was very engaged with the early-stage development of Hands on Atlanta. There, and in working with Christmas in April, The Atlanta Project, The Housing Forum, Corporate Volunteer Council, and other groups, while serving as a strategic and organizational management consultant by day, I began to mature. The shared futures of everyone would be determined by the cooperation of the for-profit, non-profit, and government sectors; otherwise, progress would be stymied forever. It was necessary to create virtuous circles among the sectors to motivate behavior. [Ten years later, this philosophy became the foundation of Corporate Hartz, LLC.]
- HOWEVER, once Eric and I became parents, my world-view shifted. I wanted our children to view **volunteerism and philanthropy as a MUTUAL activity**. No longer were there “haves and have-nots,” but everyone has something to give to and get from others and the world. For the last 14 years, I have pursued this ideal for and with my children, my husband, and other like-minded families by:
  - Creating opportunities for the children to connect with all kinds of people
  - Requesting specific (age-appropriate) donations in lieu of birthday gifts; often the children's birthday parties are service projects in and of themselves
  - Segmenting allowance to require charitable donations, but allowing the children to determine when, how much, and to whom to give
  - Discussing the circumstances of those we are serving and articulating how other people and things are – at the same time – serving us
  - Sharing newspaper articles of situations all over the globe and stories about children and teens taking action to generate change
- NOW, my firm engages **business leaders** to help them navigate merging their personal passions, values, and opinions with their professional roles, resources, and goals in exciting and appropriate civic leadership opportunities. In addition, we address the training, mentoring, role modeling and networking, which employees, partners, vendors, customers, clients, and associates require of executives today.

Please allocate some beach time to think about your perspective on this topic and how you can ensure your professional and personal actions can move others and the world!

As a friend of Corporate Hartz, you are invited to receive this occasional communication and are welcome to forward it to other interested people. We reach out to you no more than monthly with RELEVANT insight and USEFUL information. If you prefer not to take advantage of this free counsel, please email [corporatehartz@yahoo.com](mailto:corporatehartz@yahoo.com); we will (reluctantly) remove you from this distinctive group.

Thank you, Jennifer Levine Hartz, President, Corporate Hartz, LLC, 404-285-4725