

Hartz & Minds 35: Family Philanthropy for a Happier Life

In Corporate Social Responsibility roles, both in house and as a consultant, I often work with spouses and offspring of my clients' executives, in both public and private companies. Because bifurcating business investments and personal passions is *generally* a better strategy to meet goals of the head *and* the heart, helping company owners and leaders implement that is critical. In 2012, Corporate Hartz started offering expertise and support *directly* to families with foundations, donor-advised funds, or just a well-meaning-but-muddled mix of career-family-civic engagement.

What types of people derive the most value from our expertise?

- 1) If someone discusses nonprofit partnerships using the word, "stuff."
This means that they cannot easily articulate what causes they give to and why.
- 2) If the person expresses confusion about which donations should come out of which budgets or "pots," (especially common in privately owned businesses).
- 3) If a family member has a retirement or liquidity event, that changes their own time commitments or the scale of the family's philanthropy.
- 4) If the person is considering the role of the next generation in business or charity.
It is my firm belief that *no age is too young* to begin sharing the experience of giving.

What services do we offer?

Families engage Corporate Hartz to help develop their mission, strategies, structure, roles, processes, and communications for investing financial, volunteer, and in-kind/pro bono assets. My role runs the gamut from leading or participating in annual family meetings, to ongoing research on causes and organizations, from working with generations 2 and 3 to support their growth and development, to partnering with clients' financial and legal advisors. We also have experience with nonprofits to help family members address the challenges and opportunities in their favorite causes. Our *confidential* relationship is uniquely *customized* for each client.

What are the benefits?

Clients gain the intellectual clarity and emotional confidence that a sound strategy provides. This investment is the catalyst for: focusing on what is most important to them (as individuals and as a family), leveraging their skills and resources in concert with their money, sharing their values with the next generation, and making a real difference in the world. The greatest benefit however, is that time, money, and access, are directed not only towards improving the world, but also in deepening their relationships with each other.

In particular, Baby Boomers in the US are on the cusp of a giant transfer of wealth to their progeny. Ideally, these parents and grandparents already introduced and reinforced the responsibility, challenge, and yes, the joy of giving charitably. As an outside expert, [Corporate Hartz](#), ensures that societal issues are addressed, and relationships are enhanced with both efficiency and love. Thank you!