

Hartz & Minds 31: Giving While Living

Richard Pryor and John Candy, may they rest in peace, might not be thrilled at the number of us who remember their silly movie, *Brewster's Millions* (1985)! The set up was that in order to inherit \$300 million, Pryor's character had to spend \$30 million in 30 days without acquiring any assets, without wasting it, and without telling anyone about the deal. Of course, this is easier said than done.

In the real world of 2015, The Giving Pledge, officially launched in 2010 by Warren Buffett and Bill Gates, has nearly 140 billionaire "members" mostly from the US, but with growing numbers from abroad. These philanthropists promise to give the majority of their wealth to charity either during their lifetimes and/or upon their deaths. Most of these people have changed lives and the world through their work; now they can continue to do so together with their families. They understand that, "You Can't Take It With You." (1938 Best Picture)

This year, Diana Blank's Kendeda Fund (named for her adult children, Kenny, Dena, and Danielle), declared her intention to donate the remainder of her fortune by 2024. Since 1993, the formerly anonymous foundation has distributed \$500 million. Like Buffett and Gates, she is an inspiration for other donors, *as well as everyday citizens*, to seek and fund solutions to the world's challenges. FYI, the Kendeda Fund does not accept proposals or inquiries, but its priorities are 1) People, Place, Planet, 2) Girls' Rights, 3) returning veterans, 4) gun violence prevention, and 5) local causes in Atlanta and in Montana.

This week, Facebook CEO Mark Zuckerberg and his pediatrician wife Priscilla Chan announced the birth of their daughter, Max, as well as their intention to donate 99% of their Facebook stock during their lifetimes. They have a dual mission: advancing human potential and promoting equality. At ages 31 & 30, this \$45 billion (current valuation) commitment is astounding and likely transformational for both social issues and for "*giving while living.*"

Baby Boomers in the US are on the cusp of a giant transfer of wealth to their Gen X, Y, and Z progeny. Ideally, these parents and grandparents already introduced and reinforced the responsibility, challenge, and yes, the joy of giving charitably. Often, an outside expert, like [Corporate Hartz](#), can ensure that societal issues are addressed, and relationships are enhanced with both efficiency and love. We engage all generations, interests, and needs with research, reflection, selection, process, and outcomes analysis for financial, volunteer, and in-kind/pro bono contributions. We are happy to help with your "giving while living."

Businesses as well can be improved and expanded with strategic social responsibility. Civic partnerships with customers and vendors deepen relationships. Supply chain and operations are increasingly scrutinized; business must be proactive. Providing programs for employees and their families to give their time, talent, and treasure is proven to improve teamwork and decrease turnover. For decades, [Corporate Hartz](#) has skillfully served a wide range of companies and industries as well as every business function.