Guide to Establishing a

Youth Philanthropy Program

Introduction

Youth Philanthropy in Indiana is as diverse as the communities that make up our state; each program has a slightly different approach due to the geographic area, economic capabilities and working relationships within their local community. These philanthropic efforts have many different names and may be designated as a *council, club, committee* or *program.* All are dedicated to making a difference in their communities through their philanthropic work

The Youth Philanthropy Initiative of Indiana (YPII), a signature program of the Indiana Philanthropy Alliance, works to advance youth philanthropy with 35+ community foundation youth philanthropy programs and a Partner Network of 40+ community organizations.

In order to assist newly established or emerging youth philanthropy programs, we are pleased to provide this "guide" as a turn-key approach with best practices and lessons learned. Many of the seasoned community foundation youth philanthropy programs have assisted us with the guide by providing policies/procedures and templates that have proven to be successful.

Developing a Youth Philanthropy (YP) program involves many different steps that may initially begin with "making the case" for having a YP program to finally implementing and administering a full-fledged program. This guide will assist in providing general information and specific points related to establishing a YP program. The three major topics that we will cover are:

- **Making the Case for a YP Program**
- **YPII's Perspective of Youth Philanthropy**
- **Effective and Efficient YP Programs**.

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Making the Case

In 2013, the Youth Philanthropy Initiative of Indiana (YPII) and the Indiana University Lilly Family School of Philanthropy at Indiana University-Purdue University Indianapolis, partnered to conduct a research study with student participants and adult mentors of six Indiana Community Foundation Youth Philanthropy Councils. The purpose of the study was to gain in-depth information about how high school students in Indiana learn and practice philanthropy outside the classroom, as well as the longer-term effects of the youth councils. The final four conclusions of the study could easily make a case for establishing a YP program in a community.

1. **Philanthropy can be effectively taught to and learned by youth.** Through their youth council service and other philanthropic activities, these youth learned to clearly define philanthropy and effectively manage relevant projects in their schools and communities. These achievements demonstrate that philanthropy can be "a way of life" for youth, not merely just for adults.

2. **Philanthropy both facilitates and fosters youth development.** Most youth council members reported that they benefited greatly from being engaged in philanthropy. Benefits gained included the development of knowledge, life skills, and confidence; the feeling of community; improved collaboration skills; increased social network-building; and even career preparation. Their efforts yielded both self-satisfaction and respect from others.

3. **Youth can and should play an important role in the philanthropy landscape.** Youth participating in this research study reported mobilizing a substantial amount of resources to help people in need via fundraising, grantmaking, collecting donations, and volunteering. Their work with other young people proved to be very valuable, and perhaps more effective at times, when compared to adults efforts. The participants' engagement at these young ages might also better prepare them for a future career or volunteer role in the nonprofit sector.

4. **Continued philanthropic engagement requires well-managed programs.** The incentives for individual participants including the sense of achievement, pride, and personal development, although very important, are not substantial to engage youth for the long term. Well-managed programs were key in retaining youth because they developed clear participation guidelines, provided appropriate supervision, delivered timely responses, and allowed for youth to learn and make decisions.

A Youth Philanthropy Program provides a major benefit not only to youth, but also to the greater community. The community constituents who greatly benefit from a youth philanthropy program are:

- Youth and Families
- Youth-serving Organizations
- Schools
- Foundations (Community, Family, Private, Corporate)
- United Ways & Affiliated Organizations
- Civic/Community Organizations
- Congregations/Faith-based Organizations
- Community Leaders

The "Making the Case" phase is a critical time period to determine if staffing, funding and infrastructure are available to support a program. Another consideration may be to partner with another nonprofit in the community to share the expense and staffing elements.

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YPII's Perspective of Youth Philanthropy

Growing Lifelong Philanthropists is the mission of the Youth Philanthropy Initiative of Indiana (YPII). It is our thought that there are four common elements that form the pillars of youth philanthropy in Indiana: Serving, Giving, Leading, and Engaging.
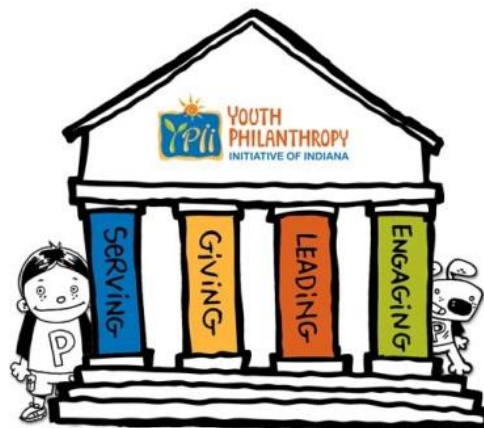
YPII's Definition of a Youth Philanthropy Program:
A youth philanthropy program engages young people in <u>intentional</u> and <u>on-going</u> giving, serving, fundraising, and awarding of funds for the good of the community. A comprehensive approach integrates multiple aspects of philanthropy and does not focus on just one element, i.e., community service or grant making.

Establishing a youth council begins with good solid training and helping young people to understand "what philanthropy is" and how they can be philanthropists as individuals and have impact as a dynamic youth philanthropy council. The educational component will help to establish a base for youth members and should continue through their years of membership. There are several key points that make for a comprehensive program:

Components for a Comprehensive Youth Philanthropy Program:
- Philanthropy Education/Training
- Leadership Development
- Grantmaking or Annual Giving of Funds for Community Needs
- Development of Youth and Adult Partnerships
- Community Service
- Civic Engagement
- Encouragement of Personal Giving
- Fundraising Events and Activities

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Effective and Efficient YP Programs

When a Youth Philanthropy (YP) program is initially established, there are some key governance points as well as practical administrative items that should be considered. Some YP programs prefer to build the program in two stages with a focus on philanthropic education, training and planning in the first year and then move into the grantmaking stage during the second year. Several seasoned programs have suggested taking three to six months prior to actually launching the program and identify a core group of youth to serve as an advisory planning committee.

Many of the state's YP programs stress that serving on a YP Council is a "privilege", and therefore certain expectations are placed on the youth participants. Each YP Council will vary in the number of officers and committees they will have, but it is important to have as many youth as possible serving on committees and as officers in order to create full youth involvement. Agreement by the participants on meeting times and the best method of communication (text, email and/or social media) should be determined at the beginning of the program.

We have gathered the following information from some of the long-standing and most successful Indiana programs to assist with the initial planning stages of a new YP Program.

Important Topics to consider for establishing a new YP Program:

Organizational Structure
 - Name of Program and Mailing Address
 - Logo
 - Status (financial & administrative connection to community foundation/non-profit organization)
 - Fiscal Year
 - Mission Statement/Vision and By-Laws
 - Adult Leader and Supporting Mentors
 - Philanthropic Education Plan for Youth

Membership - General
- Schools/School Districts Involved
- Age Range of Youth and Number of Youth Members
- Recruitment Process (nomination and/or application form)
- Selection Criteria
- Notification Letter to Youth and Parents
- Annual Orientation
- Attendance Requirements and Code of Conduct
- Participation in Youth Philanthropy Conferences
- Waiver Forms (liability, medical, photo/media releases)

Youth Member Responsibilities
- Sign Member Commitment Form
- Attend New Member Orientation
- Aware of Duties for Officers/Committee Positions
- Volunteer for Service Projects
- Make a Personal Donation to YP program
- Understand the Role of Community Foundation
- Prepare to Give Committee Reports

Meetings
 - Establish Number of Meetings (consistency is important)
 - Decide When to Meet (after school or weekends)
 - Method of Communication
 - Quorum and Voting Guidelines
 - Meeting Agendas
 - Youth Are Educated On How to Facilitate a Meeting
 - Parliamentary Procedure is Discussed

Governance

- Election of Officers (see examples)
- Terms of Office
- Eligibility, Job Descriptions and Vacancies
- Executive Board
- Standing Committees and Responsibilities (see examples)
- Conducts Annual Self-assessment of Program

Slate of Officers (Example 1)	*Slate of Officers (Example 2)*
President	Co-Chair
Vice President	Co-Chair
Secretary	Secretary
Treasurer	Publicity Officer
Public Relations Officer	

Examples of Standing Committees

Governance Committee
- Responsible for Proposing Amendments to By-laws
- Responsible for Leadership Training
- Responsible for Developing Tools for Self-assessment

Grants Committee
- Responsible for Drafting Grant Application, Policies & Procedures
- Present Grantmaking Ideas
- Grantee Site Visits and Follow-up Phone Calls

Fundraising/Asset Development Committee
- Responsible for Exploring and Researching Potential Fundraising Events
- Bring Ideas to Council for Consensus
- Responsible for Overseeing Fundraising Events

Service Projects Committee
- Explore Potential Service Projects in Community
- Present Service Project Ideas at Council Meeting for Consensus
- Responsible for Overseeing Service Projects

Executive Committee
- Comprised of Officers and Chairpersons of Committees
- Meet as Needed
- Responsible for Leading Annual Evaluation

Specific Areas That Will Need Particular Attention:

Grantmaking
- Training/Philanthropic Education
- Understanding Community's Needs
- Will There be Pro-Active Grants?
- Establish Areas of Funding
- Establish Number of Grant Cycles
- Funding Limits
- Develop Grant Application and Process
- How to Get the Word Out About Application Process
- Develop Approval/Denial Letters
- Grantee Site Visits
- Process for Reviewing Grant Applications
- Decision-making Process/Understanding Consensus Decision-Making
- Confidentiality
- Conflict of Interest Situation
- Guidelines for Grant Reports

Finance
- Determine Funding For YP Program
- Establish Annual Operating Budget
- Fundraising Events For Additional Revenue
- Possible Establishment of a YP Endowment
- Youth Meet with Potential Donors

Communication
- External Media Release to Promote YP Program work
- Establish an Online Presence addressing YP current trends
- Create Social Media content (private and public Facebook page, Instagram)
- Establish Internal Means of Member Communication *(text, email, Facebook)*

Youth/Adult Partnerships
- Youth Interact with Community Foundation Staff and Board
- Youth Interact with Staff from Community Non-profit Organizations

Helpful Resources/Websites/Templates

Resources (see attachments)
- 40 Developmental Assets & Youth Philanthropy
- I.U. Lilly Family School of Philanthropy Research – Summary of Key Findings
- Criteria for Effective Service
- Planning a Service Project

Websites to explore for creative ideas
- www.ypin.org
- www.learningtogive.org
- www.youthgiving.org
- www.globalgamechangers.org
- www.randomactsofkindness.org
- www.dosomething.org
- www.gysd.org
- www.souperbowl.org

Helpful Templates – Available via the YPII Dropbox
- By-laws
- Member Application Form
- Congratulation Letter to New Member Parents
- Member Commitment Form
- Waiver Release of Liability
- Medical Waiver
- Photo/Media release
- Notice of Grant Program
- Grant Presentation to Committee Process
- Tips for a successful meeting
- Conflict of Interest Form
- Annual Program Evaluation and Annual Member Evaluation

Special thanks to the following Community Foundation YP Programs for their assistance and sharing of their ideas and documents in developing this Guide:

Youth Philanthropy Council: Harrison County Community Foundation
Youth Philanthropy Initiative (YPI): Johnson County Community Foundation
Power of Youth: Perry County Community Foundation
Youth Philanthropy Committee: Putnam County Community Foundation
Scott County Youth Grantmaking Council: Scott County Community Foundation
South Madison Youth Commission: South Madison Community Foundation
Forever Improving Steuben County (FIST): Steuben County Community Foundation
Washington County Youth Foundation: Washington County Community Foundation

For additional information and access to the helpful templates in the YPII Dropbox, please call or email YPII– please contact Jill Gordon, YPII Program Director. 317.630.5200 Ext. 116, jgordon@inphilanthropy.org.