



FAMILY FOUNDATION

MIDWEST WEBINAR SERIES



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Preparing New Generations to Serve on Family Foundation Boards



Champion. Support. Connect.



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Before We Get Started

- All participants are currently muted.

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- Use the chat box or Q&A option to send comments and questions to the presenter.
- Please take our brief survey, which appears at the end of our program.
- Look for our follow-up email containing today's recording and any added resources.



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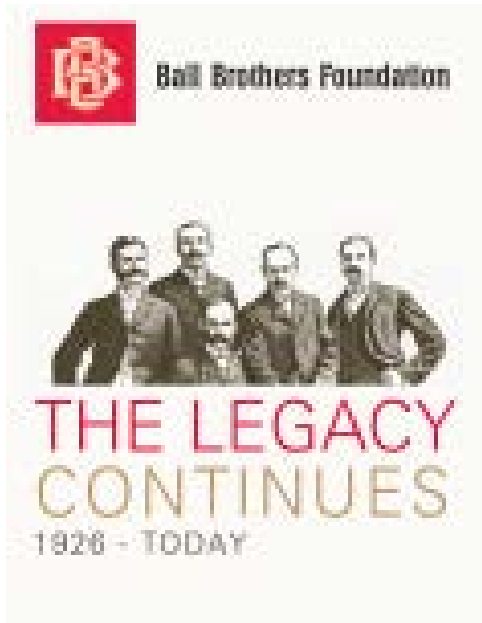
Ball Brothers Foundation

Next Generation Engagement

Background



- Private family foundation, est. 1926
- “Place-based” grantmaker
 - Muncie/Delaware County (Indiana)
- \$8M in grants annually
- 5 FT staff
- Large family, spread across the country



- 10 Ball family board members
- 4 non-family board members
- 5 Associate Directors



Ball Brothers Foundation Board, Staff, Associate Directors, May 2019

Associate Directors Program

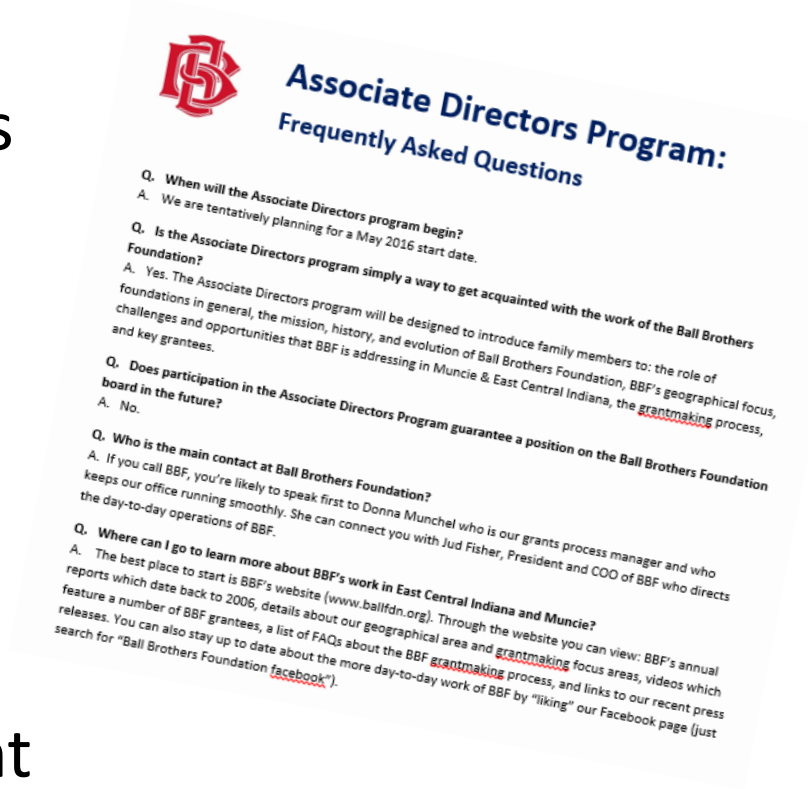


- Evolved from intentional, strategic commitment
- 4th generation Ball family members
- formal 2 year orientation deepens pool of prospective board members
 - *but no guarantee of appointment to board*

AD Pipeline



- Create frequent information mailings for “pipeline”
- Issue invitation
- Share FAQs
- Require commitment



Program Structure



5 Orientation Sessions

- Foundations 101
- BBF 101
- Foundation Evolution
- Legal & Other Responsibilities
- Intro to Muncie/East Central Indiana



Program Structure



Board Meetings

Site Visits + Driving Tour

Recommended Reading

Conference Attendance



Continued Engagement



- Committee Appointment
- Board Meeting Attendance, Site Visits
- Conference Participation
- Frequent Updates
 - Quarterly newsletter
 - Occasional “OnTopic”
 - Special mailings
 - Facebook

Simple Ways to Start



- Invite “next gen” to site visits or board meetings
- Create “pipeline” of prospects and create communications calendar
- Gather background reading material: organization’s history, donor intent, legal duties, etc.
- Pilot with a small cohort, tweak along the way



JEAN BUCKLEY

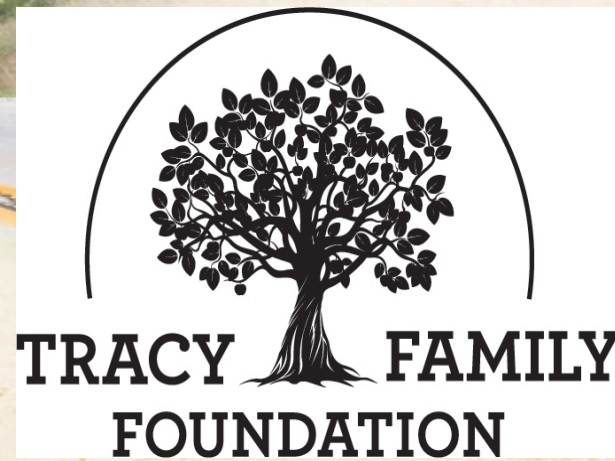
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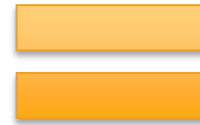
Tracy Family Foundation



About the Tracy Family Foundation

- Founded in 1997
- Funded by Family Business: Dot Foods
- 1998 – 2019 Total Grants: \$37M
- 2020 Budget: \$9.5M
- Core Geographic Footprint: West Central IL
- Board of 10: 8 family and 2 non-family
- Staff: 5 full-time

About the Tracy Family...



Generation	#s
1G	1
2Gs	24
3Gs	65
4Gs	30
TOTAL	120



Strategies to Prepare the Next Generation for Board Service

- Start Young!
- Provide Meaningful Opportunities!
- Develop Communication Tools!

Strategy #1: Start Young!

Make philanthropy part of your family's DNA.

Total Number of Tracy Family Members: 120				
Generation	1G	2G	3G	4G
Age Range	91	49 – 69 years old	12 – 41 years old	2 weeks – 8 years
# in Generation	1	24	65	30

Activity/Opportunity	Generations: 3Gs & 4Gs			
	Pre-School	Grade School	High School	Post-High School
Next Gen Meeting				
Servember				
Next Gen Grants		5 and older		
Matching Grants			16 and older	
TFF Retreat				
Advisory Committees				
Next Generation Advisory Board				
Tracy Family Foundation Board				

Strategy #1: Start Young!

Next Gen Grant Program

Eligible Participants | Tracy family members ages 5 –30

Purpose of Next Generation Grant Program | To educate Next Generation family members on the needs and issues in their communities.

Allowance per Eligible Participant | \$1000 - \$5000

Site Visit Requirement

- Required for 3Gs and 4Gs ages 5 – 17.
- Site Visit or Phone Interview is required for 3Gs ages 18 – 30.



Strategy #2: Provide Meaningful Opportunities!

Next Generation Advisory Board (NGAB)

- **Year Founded:** 2012
- **Purpose**
 - To develop philanthropic spirit in the next generations of the Tracy family
 - To develop leaders through individual and multi-generational leadership opportunities
 - To prepare next generation Tracy family members for TFF Board service
 - To support the TFF Board in carrying out TFF's mission

Strategy #2: Provide Meaningful Opportunities!

Next Generation Advisory Board (NGAB)

- **Number of Members:** Minimum of 5, maximum of 8
- **Min/Max Age:** 16 – 40 years old
- **Number of 3Gs who have served on NGAB:** 24
- **Meeting Schedule:** 6 – 8 times/year via 1 hour conference calls



Strategy #2: Provide Meaningful Opportunities!

Next Generation Advisory Board (NGAB)

- **Scope of Work:**

- Review & make funding recommendations to the TFF board (15 grant apps/year)
- Special Impact Grant. Budget|\$100,000
- Organize and run the Annual Next Gen meeting
- Advise TFF board on Next Gen issues
- Reach out & encourage 3G & 4G participation in family grant programs

Strategy #2: Provide Meaningful Opportunities!

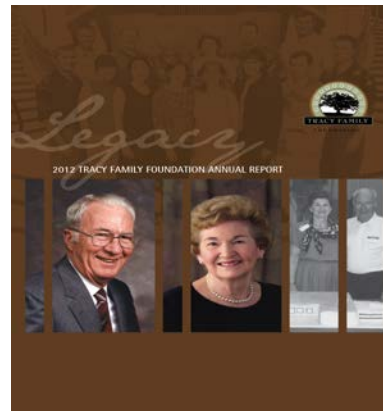
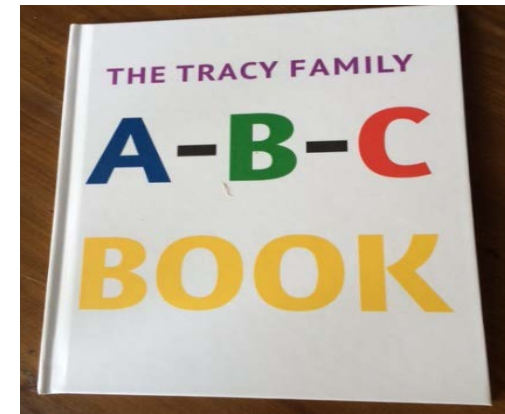


Tracy Family Foundation Board

- **Number of Board Seats: 10**
- **Board Make-up: 8 family, 2 non-family**
- **By-Law Requirement:**
 - 3 of 8 family seats are reserved for 3Gs
 - 2 of the 3 seats are 1-year terms only. 1 seat is a 3-year term.
- **Number of 3Gs who have served on the TFF Board: 31**

Strategy #3: Develop Communication Tools!

1. ABC Tracy Family Book
2. Videos
3. Instagram
4. Quarterly Newsletter
5. Annual Report



Upcoming Webinars In This Series

- **May 21:** Top Ten Tips for Navigating Red Flags Leading a Private Foundation
- **November 12:** Succession Planning



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