Preparing New Generations to Serve on Family Foundation Boards
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Before We Get Started

- All participants are currently muted.

Can’t hear us? CALL +1 (929) 205-6099 | WEBINAR ID: 976-988-298
- 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
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...

<table>
<thead>
<tr>
<th>Generation</th>
<th>#s</th>
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<tbody>
<tr>
<td>1G</td>
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<tr>
<td>2Gs</td>
<td>24</td>
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<td>3Gs</td>
<td>65</td>
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<td>4Gs</td>
<td>30</td>
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<td>TOTAL</td>
<td>120</td>
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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.

<table>
<thead>
<tr>
<th>Total Number of Tracy Family Members: 120</th>
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<tbody>
<tr>
<td><strong>Generation</strong></td>
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<tr>
<td>Age Range</td>
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<td># in Generation</td>
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<thead>
<tr>
<th>Activity/Opportunity</th>
<th>Generations: 3Gs &amp; 4Gs</th>
<th>Pre-School</th>
<th>Grade School</th>
<th>High School</th>
<th>Post-High School</th>
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<tbody>
<tr>
<td>Next Gen Meeting</td>
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<td>Servember</td>
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<td>Next Gen Grants</td>
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<td>5 and older</td>
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<td>Matching Grants</td>
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<td>16 and older</td>
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<td>TFF Retreat</td>
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<td>Advisory Committees</td>
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<td>Next Generation Advisory Board</td>
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<tr>
<td>Tracy Family Foundation Board</td>
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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
THANK YOU FOR JOINING!

PLEASE TAKE OUR SURVEY

LOOK FOR OUR EMAIL WITH TODAY’S RECORDING