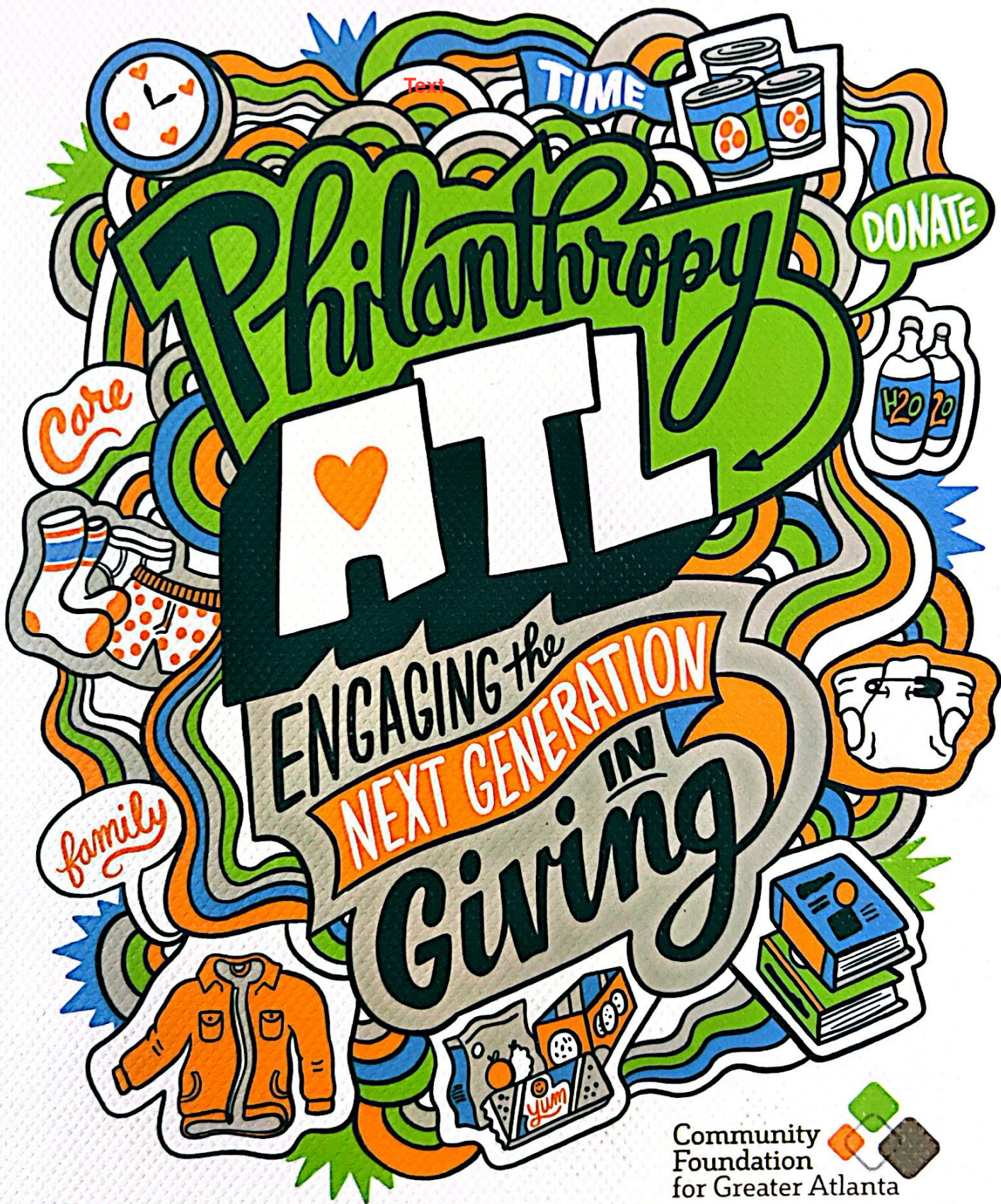


I wrote the content for this booklet for the Community Foundation for Greater Atlanta. The goal was to create a tool philanthropists could use to teach their children and grandchildren about giving. This won a Phoenix Award from the Public Relations Society of America—Georgia.



Community
Foundation
for Greater Atlanta

Welcome to PhilanthropyATL

It's our values that make us who we are. They guide our interactions with others and they offer a roadmap for life decisions. Our values sometimes evolve over time and sometimes stay the same for years, but are of utmost importance. Acts of giving and philanthropic activities are inspired by our personal values and interests that lie closest to our hearts.

So, where do those values come from? Many are learned from those closest to us – our family. As a parent or grandparent, your role is to pass your values down to the children in your life and help them to develop strong values of their own.

Being a donor of the Community Foundation for Greater Atlanta tells us that you value philanthropy and giving back. In your hands is a tool to help foster a spirit of giving in your children or grandchildren. It's a catalyst to bring your family together around your philanthropic values. And the best part? Being involved in the community, raising funds for great causes and volunteering are fun activities for families to do together. Giving can spark conversations around the dinner table. At any age, discussing something as personal as giving with your children and grandchildren helps you get to know each other on a deeper level and strengthens your relationships, making your family closer.

K-2nd Grade

Children love to give. They long to contribute, to help, to participate. Even young children can understand what it means to give when you explain giving in language they can understand.

Why do people give? Because giving is an act of kindness that, like all acts of kindness, makes you feel amazing. By helping others, you experience a positive feeling that comes from doing something good for someone else, not because you have to, but because you want to.

A simple way to introduce more giving opportunities into your busy family life is to start with what you're already doing. If you belong to a house of worship – see what volunteer opportunities would work for your family. If your child is in a scouting program – seek out badges such as the “Philanthropist badge” for Brownies. Start small and local by delivering cookies to a new neighbor or writing thank you notes to the firefighters at your local station.

How do you explain philanthropy to a young child?

At its core, philanthropy means giving. It's helping others by offering your time, your talent or your treasure.

Your time is a Saturday morning when you volunteer at a food bank instead of meeting up with friends at the pool.

Your talent is what you're good at, whether it's baking lemon bars for a bake sale or making posters for a book drive.

And your treasure is your money, maybe just a few dollars from your piggy bank or half the money you received for your birthday.

Here are some of our favorite ways to ignite a passion for giving in the older elementary set:

Philanthropy at home

- As you plan the family calendar for the following month, reserve at least one date for volunteering and discuss as a family what everyone wants to do. Make sure everyone's voice is heard and if it's someone's birthday month, let that person choose the volunteer project.
- Teaching kids how to be responsible with money is a task in and of itself; helping them understand how to manage it and even allocate some to *give* to others, can be difficult. Encourage your child to keep save/share/spend jars. Check out the pocket at the back of this section for stickers to make your own. While you craft, discuss how much money gets allocated toward each jar per month.
- Parents can offer to "match" a child's donation to double the impact.
- Share stories of your own giving. What are some of the meaningful experiences you have had? How did your parents or grandparents encourage philanthropy?
- How did you discover your passion? Discuss why having passions can help you be most effective with your giving strategy. Once your child identifies a passion, you can help seek out opportunities to make a difference by researching local nonprofit organizations.
- Invite your children to come with you to present one of your own donations. Consider having them physically hand over the check.
- Go through the *Extra Wish* catalog together and talk about which projects you would like to fund and why.



Check out the pocket at the back of this section for stickers to make your own Save, Share, Spend jars. While you craft, discuss how people decide how much money gets allocated towards each jar per month.



Grades 9-12: The hard conversations

High school students are often interested in social justice and race, but they may not be comfortable talking about the underlying reasons behind injustice and racism. You can start a conversation by telling stories from your past. When have you observed injustice and racism?

It may be tempting to suggest a colorblind approach, with a goal of not focusing on people's skin color. But children respond better to honest, open discussions about skin color, privilege and inequality. Help your child process the complex world we live in by exposing your child to diversity through experiences, books and media, and talking about your feelings and observations. A great place to start is by discussing a story in the news media that addresses racial disparity.

Volunteering is a great way to foster an understanding of how everyone in the community is connected. Seek out opportunities that involve volunteers from diverse backgrounds. Activities with an all-in-it-together feel will give your high schooler a sense of purpose and feeling of hope for a more equitable world.