

GRANTMAKERS

of Oregon and Southwest Washington

AN ASSOCIATION OF GRANTMAKERS INSPIRING EFFECTIVE PHILANTHROPY

PRESIDENT'S MESSAGE: *The Business of Grantmaking*

Grantmakers of Oregon and Southwest Washington has a new business plan to guide the organization for the next few years.

One of the challenges of serving as an association and professional development group for the region's Grantmakers is making sure that our organization meets high standards of professionalism, accountability and excellence. After all, we must hold ourselves to the standards we expect of grantee organizations.

Thus, the business plan. Starting with a board retreat last May, the Grantmakers' board of directors spent a great deal of time examining and articulating a set of guiding principles and a plan for the organization. We agreed:

- Grantmakers is a learning group that exists to allow our members to conduct philanthropy as effectively and professionally as possible.
- Excellent, affordable programs and services are

our focus—education for members and potential members. We aim to serve all of Oregon and southwest Washington.

- We will generate operating revenue through a combination of dues, earned income and sponsorships; grant revenue will be used only for time-limited projects.
- Grantmakers will continue to place a high value on organizational excellence and stability for ourselves and in our members. We depend on active board members and volunteers to carry out much of the work of the organization.
- We believe in and encourage collaborative approaches to achieving results—collaborations among our members and Grantmakers' working in collaboration with other groups.



Kathleen Cornett

The business plan is a significant step for Grantmakers. It gives us a roadmap—showing us what direction to take and which turns we should pass up. With this context in mind we will make decisions about programming, dues, staffing and budgets that support the path we have chosen.

You will hear more about the business plan at the annual meeting on November 18 and in the year ahead. The entire document is available by contacting Joyce White. I hope you will read it or discuss it with a board member. Grantmakers continues its quest to become the best resource possible for practitioners of organized philanthropy.

—Kathleen Cornett

Disaster Response: Lessons Shared

As the summer came to a close, Hurricane Katrina blew across the Gulf Coast, causing devastation of unprecedented proportions. How did grantmakers in Oregon and southwest Washington respond to Katrina, now characterized as the worst natural disaster in the nation's history? Immediately! Local grantmakers funded northwest relief organizations as well as recovery and relief efforts in Louisiana and Mississippi. Information received from our colleague regional association, the Southeastern Council on Foundations, was immediately posted on the Grantmakers website, letting local funders and the public know which grantmaking organizations were prepared to receive funding—as many funders were also impacted by the storm.

At our October 20 program, Grantmakers will present a program on the aftermath of hurricanes Katrina and Rita. Will the focus on national efforts diminish funding to local nonprofits? How did some of our grantmakers respond so quickly to the disaster? What networks or resources did they rely upon to get good information? What have funders learned from 9/11, the tsunami and now hurricanes Katrina and Rita?

In late September, the Forum of Regional Associations of Grantmakers convened a national conference call for funders. The call was established to let funders across the country hear from colleagues who participated in a meeting convened by the Foundation for the Mid South—community foundations, family and corporate funders, national foundations, intermediaries and community leaders. Martin Lehfeltdt, president of the Southeastern

Council of Foundations and George Penick, president of the Foundation for the Mid South provided feedback from that session. Participants also heard the perspectives of Barbara Bryan, past president of the New York Regional Association of Grantmakers, and Kathy Whelpley of the Community Foundation of the National Capital Area, who drew upon the insights they gleaned from responses to 9/11 in New York and Washington. You may listen to the entire call, or portions of it, at this website: <http://www.givingforum.org/teleconferences>.

Following is a summary of those insights compiled by the Southeastern Council of Foundations:

- Balance your impulse to help with patience. Don't send money until you're sure that it can have the impact you want to achieve. It's okay for boards to approve the expenditure of resources and hold off their allocation until you have "targeted" the appropriate recipients.
- Collaborate with other grantmakers. That doesn't mean you have to sit down with each other and formally draft memoranda of understanding, but look for opportunities to blend your resources for the greater public good. Regional associations or national affinity groups may be a useful mechanism for this approach.
- Respect the needs and challenges of those you want to help. If you use their expertise, consider paying them for it.
- Support the process of those individuals impacted sharing their pain before shaping answers.

- Simplify the mechanics of your grantmaking as much as possible.
- Once you have established to your satisfaction the credibility of the organizations you want to support, be flexible in your grantmaking. Trust the individuals to whom you haven't entrusted your philanthropic resources. Don't overly restrict your contributions.
- Consider providing support for the care of the dedicated staff at the not-for-profit organizations that are responding to the situation, for mental health professionals, and for the convening of community groups.
- Provide assistance for the tracking of both federal and philanthropic dollars that are being sent to the affected areas. It will be important further down the road to be able to reinforce the trust of donors and regulators.
- Learn from this experience and support work that provides emergency readiness in all communities.
- In collaboration with those on the ground, be imaginative (e.g., consider the use of bridge loans; think of ways in which support of artists and arts organizations can help the healing process; provide some R&R grants for the staffs of not-for-profit agencies).
- Finally, be prepared to let your support work over the long haul. Some individuals and institutions that have gone through this disaster may need help for many years.

Growing the Next Generation of Philanthropists

Many grantmakers, regardless of their giving vehicle, ask about how we can be raising the next generation of philanthropists.

Both PGE Foundation and the Harold & Arlene Schnitzer CARE Foundation have programs that teach philanthropy in school-based settings. But for many of us, teaching philanthropy can begin at home. The following article appeared in a July 2005 *Family Giving News*, published monthly by the National Center for Family Philanthropy (www.ncfp.org).

Six Tips on Raising Philanthropic Children

Providing for children not only involves ensuring that they have clothes on their backs, roofs over their heads, and food in their stomachs, it also requires that families supply a sense of appreciation for their gifts, monetary and otherwise, and the desire to share those gifts with others. But when should parents begin teaching children about philanthropy? If children are too young to understand wealth, fiscal responsibility or monetary value, how does a parent convey the value and importance of charitable giving? How can parents interest their children in volunteer work or engage teenagers when they are in their anti-everything phase? How can they pass on a family tradition of giving and prepare children for board service while acknowledging and respecting each child's individuality?

Begin the Tradition of Giving as Soon as Your Child Begins Receiving

It's never too early to teach lessons about giving and sharing. They're lessons we all begin learning in kindergarten or as part of our religious or spiritual upbringing, but sometimes they become so elemental that we cease to be aware of their importance. Each of us is aware of our duty to share what we are given with those less fortunate, but in the hustle and bustle of living we often forget to turn belief into action. Learning about philanthropy is the first step, practicing it and incorporating it into your family's everyday life is the second. For very young children, whose grasp of monetary value is not strong and whose attention span may be short, select an activity like collecting pennies for UNICEF on Halloween or helping to bake cakes for a community bake sale. In addition to having fun and spending time together, explain how these activities are made even more special by helping others.

Encourage slightly older children to set aside a portion of allowances and monetary gifts to be donated to charity, and at the end of the year help him or her select a cause to which the funds will be given. This process can be as formal as setting aside a separate bank account and soliciting informational packets from local nonprofits, or as informal as purchasing a divided piggy bank or rinsing out an old coffee can. Being involved in the process of giving will help your child feel invested in the causes he or she chooses.

Make Philanthropy a Family Affair

No matter what sort of philanthropic tradition your family has, begin including your children as soon as you feel they are ready and to the extent to which they are capable and happy to be involved. Make children aware of the processes that are integral to your family's philanthropy, whether they be attendance at annual board meetings, grant proposal review and decision-making, or a whole range of activities. The way in which you view and respond to the duties and activities related to your philanthropy will color the way your child views his or her future responsibilities. Discuss your hopes for your children's involvement in your philanthropy and listen to your children's philanthropic aspirations, but avoid onerous expectations. Don't despair if your child shows little or no interest at a given age: a young adult child may be preoccupied with completing his or her education, launching a career, or starting a family. This doesn't mean that he or she will remain permanently disinterested, simply keep him or her abreast of developments within your family philanthropy and leave options for participation open.

Support Your Community's Philanthropic Education Initiatives

With many schools across the country now requiring students to fulfill a civil service requirement in order to graduate from high school, more and more children are becoming acquainted with organized giving and volunteering. If your child's school does not already have a volunteering program, suggest such a program to your local school board as a means of rounding out its students' education. To find out more about how your child's school can launch a volunteer program that is age-appropriate and successful, visit <http://www.idealists.org/teachers/startvol-program.html>.

It may even make sense for your foundation or donor-advised fund to make a contribution to get the program off the ground. Be aware, though, that your child may not feel comfortable with the family contribution becoming common knowledge, as it may change the dynamic between him or her and others in the class or the school. This goes for any cause you or your child may choose to support with which he or she is intimately involved, whether it be a sports team, theater group, or other community organization. Discuss how perceptions of wealth affect the way in which your family is perceived by others in the community with your child, and give the option of making an anonymous donation.

Find a Cause Your Child is Passionate About

As children grow older they often struggle to assert their independence from their families and to establish a unique identity for themselves beyond familial roles and expectations. For teenagers in particular, this struggle may manifest itself in a distinctly contrarian attitude, as they attempt to define themselves based on what their family is not. A child who once enjoyed annual family outings to plant trees in a neighborhood park, sort canned goods at a local food bank, or attend a board gathering, may suddenly balk at spending their Saturday afternoon with their parents, younger siblings, or other family members. This does not mean, however, that the child's civic involvement must go on either temporary or permanent hiatus. Sit down with your child and find out what causes he or she is passionate about: if you can't tell by the child's outside interests or the posters on his or her bedroom walls. Encourage your child to find a volunteer opportunity that suits his or her interests and talents. Allowing a child to establish and pursue his or her own philanthropic agenda can be a valuable way of both reinforcing the importance of giving back to the community and allowing them exercise their independence.

The Frances Hollis Brain Foundation appoints next generation family members to an advisory board at age 16 when they begin making grants of their own out of a percentage of the foundation's annual payout. Trustee Diane Bryant stresses the need to really listen to your children and assess their reactions to different activities and situations. In involving her own children, the foundation's third generation, Bryant explained: "It's very important to bring kids in where they are and let them go with their level of comfort. . .no expectations. One child may be comfortable feeding the homeless and another may not. It's really important to applaud any initiative."

Find Your Child a Philanthropic Mentor or Hero

If your child is hesitant to become involved in philanthropic activities, even in areas that pique his or her interest, try finding an adult in your community who is committed to helping others. Perhaps a particularly respected or well-liked teacher or soccer coach, a minister, pastor, or rabbi, or even an older cousin or other family member with whom your child would feel privileged to spend time. Spending time with another civic-minded adult will give your child a measure of independence and sense of individuality, as well as expose him or her to philanthropic opportunities outside the family's collective area of interest. Not only will this broaden your child's horizons, but may also infuse your family philanthropy with new ideas and renewed energy once your child joins your board or advisory board.

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We encourage members to contribute information as short news items about new program initiatives, recent publications by their organization, personnel changes, and other items you wish to communicate to fellow members.

Please submit items to jwhite@gosw.org or by mail to Grantmakers of Oregon and Southwest Washington, P.O. Box 6381, Portland, OR 97228-6381.

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National CALENDAR

Funders' Network for Smart Growth and Livable Communities, Grantmakers in Health, Neighborhood Funders Group, Environmental Grantmakers Association, the Consultative Group on Biological Diversity and its Climate & Energy Funders Group and Health and Environment Funders Group present: It's So Easy Funding Green—The First National Conference on Green Building and Green Neighborhoods

October 24–26, 2005

Renaissance Cleveland Hotel
Cleveland, Ohio

Contact: www.fundersnetwork.org

Grantmakers in Aging, Annual Conference—Aging With Attitude: Transforming Our Communities and Our Nation

October 26–28, 2005

Marriott Baltimore Waterfront
Baltimore, MD

Contact: www.giaging.org

Grantmakers in Health—2005 Fall Forum

The Intersection of Health Policy and Philanthropy

November 3–4, 2005

Hamilton Crowne Plaza Hotel
Washington, DC

Contact: www.gih.org

Technology Affinity Group—2005 Annual Conference Technology Leadership, Partnership and Governance: When to Lead and When to Listen

November 9–11, 2005

Robert Wood Johnson Foundation
Princeton, NJ

Contact: www.tagtech.org

For the most current information on national meetings, check the Council on Foundation's website, www.cof.org, Major Meetings Calendar.

Grantmakers CALENDAR

Grantmakers Monthly Program—Balancing National Disaster Relief & Local Needs

Thursday, October 20, 2005

11:45 am–1:30 pm

YWCA—Third Floor Conference Room
1111 SW 10th
Portland, OR

Member Briefing—Supporting Sustainability: Philanthropy's Role (Hosted by The Oregon Community Foundation with Grantmakers of Oregon and Southwest Washington)

Monday, November 7, 2005

11:45 am–2:00 pm

YWCA, Third Floor Conference Room
1111 SW 10th

Portland, OR

Southern Willamette Valley Grantmakers Affinity Group—100% Access: Local Access to Health Care in Lane County

Thursday, November 3, 2005

11:45 am–1:30 pm

Location: To be Determined

Eugene, OR

Family Foundation Learning Exchange & Brown Bag—Communication Tools: Annual Reports, Websites and More

Friday, November 4, 2005

11:45 am–1:30 pm

Hanna Andersson Children's Foundation
1010 NW Flanders

Portland, OR

Annual Meeting & Keynote—The Effective Impact of Storytelling: Andy Goodman

Friday, November 18, 2005

11:30 Networking

12:00 noon–2:00 pm, Program and Speaker

Multnomah Athletic Club
1849 SW Salmon

Portland, OR

Resource Center

New in the Library

The real threat of unclear language is its power to extinguish thoughtful public discourse about important issues that foundations are trying to address through their work," scolds essayist Tony Proscio in *Bad Words for Good: How Foundations Garble Their Message and Lose Their Audience*, published online by The Edna McConnell Clark Foundation. The spot-on, humorous e-booklet uses plenty of cringe-inducing examples to take foundations to task for their lax commitment to write and speak clearly. Now, Proscio is back with more ammo—and life preservers—in his latest short e-booklet *When Words Fail: How the Public Interest Becomes Neither Public Nor Interesting* (The Edna McConnell Clark Foundation, 2005), complete with sections on "The Price of Doubletalk" and a "hit parade for the jargon-addicted." Both publications are free, easy to download, and well worth a read.

Public/Private Ventures has published *School-Based Mentoring: A Closer Look*, a culmination of a preliminary investigation of school-based mentoring funded by The Atlantic Philanthropies, Philip Morris, U.S.A. and the William T. Grant Foundation.

Oregon Partnership has is distributing copies of *Portland Profile: Trends in Alcohol & Other Drug Abuse in the Tri-County Area*. The resource has a section on meth, an issue of interest to many funders. The library also has a copy of the June 2005 *Douglas County Drug Impact Index* published by the Douglas County Communities Aligned to Prevent Substance Abuse.

The Foundation Center has released *Social Justice Grantmaking*, a report funded by the Ford Foundation. Focusing on funding trends from 1998 through 2002, the study shows that the largest U.S. foundations provide 11 percents of their grant dollars to support structural changes aiding those least well off economically, socially and politically.

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Be Your Child's Philanthropic Hero

It's often said that children learn by example, and the greatest way to ensure that charitable giving is a significant and valued part of your children's lives is to ensure that it plays a large role in your own life. Make sure that your children understand not only the charitable tasks, duties, and responsibilities that you and your family take on, but also the joy you derive from these things. Share your experiences with them when things go well, and share the lessons you have learned when things don't turn out as you'd hoped or planned. Look at the impact that

your role has had in shaping, or reshaping, your family's philanthropic legacy and examine the path you took to arrive where you are now. And look forward to discovering the paths your children will take, and the ways in which their talents and enthusiasm with help that legacy grow and evolve.

Resources on Charitable Children and Preparing the Next Generation

- Connecting to Your Family's Foundation: A Primer for the Next Generation prepared for the Association for Small Foundations by the National Center for Family Philanthropy.

- Findings and Recommendations for Encouraging a Tradition of Voluntary Action Among America's Youth by the Independent Sector
- The Giving Family: Raising Our Children to Help Others by Susan Crites Price
- Growing to Give : Instilling Philanthropic Values in Teens and Preteens by Darlene Siska
- Idealist.org for Kids & Teens
- Moonjar.org Philanthropy Workbooks
- Resource Generation

What's Happening

Grantmakers welcomes new member **Bank of the Cascades** and representative **Gwyn Hilden**, Professional Banking Services Officer. In addition to their corporate giving program, Bank of the Cascades serves the community by offering quarterly seminars on nonprofit management for nonprofit organizations.

Amy Williams recently joined Equity Foundation as the Grants and Development Coordinator. She is from Seattle, where she was coordinator of the Seattle GLBT Community Center. The job in-

involved close coordination with community organizations, volunteer management, event management and fundraising.

Our thanks to **The Ford Family Foundation** for a grant to videotape the September Grantmakers' program sponsored by **PacifiCorp Foundation for Learning, Arts Education: Where is it Heading?** The grant included the production of dvds which have been sent to each member organization. Please let us know if you find this a useful way to receive program information.

Save the Date—Storytelling as Best Practice

Mark your calendars for Friday, November 18, 2005 and plan to attend Grantmakers Annual Meeting. In addition to celebrating another year of programs and activities, you'll have the chance to network with colleagues and hear from an outstanding speaker.

Andy Goodman is a sought-after communications consultant who helps nonprofits and foundations reach people more effectively using skilled storytelling as best practice. Based in Los Angeles, Andy's clients include Robert Wood Johnson Foundation, Pew Charitable Trust, California Association of Nonprofits, Campaign for Tobacco Free Kids and more. Andy totally engages his audience while imparting useful information on how to communicate more effectively through print, broadcast media and the Internet.

As Andy explains, "For thousands of years, human beings have relied on stories to capture and convey important information. Quite naturally, we have evolved into a species that is biologically and culturally oriented towards storytelling. Modern technology has given us shiny new tools with which to communicate—from Power Point to the Internet—and in

our fervor to remain "cutting edge" we often ignore our natural inclinations in favor of pie charts and bar graphs, reams of data and mountains of text."

Why storytelling for grantmakers? Recent media coverage of the philanthropic community and increased attention from Congress has revealed an important lesson: funders need to get a lot better at telling their stories to external audiences and stakeholders—the general public, media and government regulators. We all need to be more effective in talking about who we are and what we do to achieve our charitable purposes, to demystify the nature of grantmaking and to demonstrate how we serve the public good.

Look for a mailing in late October but plan now to attend.

Grantmakers Annual Meeting & Keynote
The Effective Impact of Storytelling: Andy Goodman
Friday, November 18, 2005
11:30 am Networking
12:00 noon–2:00 pm, Program and Speaker

Presenting sponsor—U.S. Trust

Special Member Briefing—Supporting Sustainability: Philanthropy's Role

This program will feature a panel of speakers who will describe how philanthropists can leverage funds for projects that have the potential to make sustainable practices the rule rather than the example.

Monday, November 7, 2005
11:45 am–2:00 pm

YWCA, Third Floor Conference Room
1111 SW 10th
Portland, OR
\$10.00 Members, \$35.00 Eligible Guests
Register to: register@gosw.org

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Looking for a new colleague? Can't remember a phone number? Don't forget that Grantmakers directory is up-to-date and available to members in the Members Only section of the website. If you have corrections or updates for your organization, please email them to jwhite@gosw.org.