

CHARITABLE FOUNDATIONS

The giving will

One generation shares why it's important to help others

By **HARRIET P. GROSS**
Special Contributor

There's nothing new about foundations making monetary grants. What is new: the Grandparent Legacy Project of the Association of Small Foundations, a nonprofit with more than 3,000 member groups across the United States.

Most of these are family foundations, and each has its own story. An African-American man started his to channel his childhood church's "spirit of giving." A Depression survivor began hers with the single purpose of "sharing when needed." A Mexican couple won the lottery and decided to support Latino efforts with their windfall.

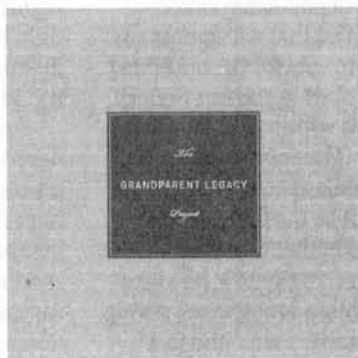
Fifteen such tales are told in a slim new book that explores the whys of giving. On an accompanying CD, this older generation articulates the visions it hopes to pass on to the next.

The book functions as both a story collection and a guidebook to giving. Editor Sharna Goldseker is vice president of the Andrea and Charles Bronfman Philanthropies, which took a hard look at research results: People born between 1925 and 1945 will transfer approximately \$43 trillion to baby boomers and their children.

"People are living longer," Goldseker says. "We have four generations above the age of 21 in American society at the same time." To help them understand and mesh their varied values, Bronfman created a nonprofit consulting division called 21/64.

"The name symbolizes our multigenerational approach to philanthropy: 21 often connotes a young person coming of age, and 64 is a seasoned person considering his or her legacy," she says. The book features step-by-step instructions for grandparents and grandchildren and lists resources available to communities, families and foundations.

Kelly H. Compton is executive director of the Hoglund Foundation, an ASF member and a Dallas supporter of this project. It



The Grandparent Legacy Project

Edited by Sharna Goldseker
and Timothy Walter

(Association of Small Foundations, \$30)
Available at www.grandparentlegacyproject.org

"capitalizes on the strong bond that exists between grandparents and grandchildren," she says. "Through storytelling, grandparents impart their wisdom to younger family members. Their shared legacy is the foundation for future philanthropists and community leaders."

Compton is a daughter of Forrest and Sally Hoglund, who established their foundation in 1989. Her two sisters serve on its board, and 10 Hoglund grandchildren are involved in periodic family meetings to discuss goals. At age 15, young family members move onto the junior board.

According to Compton, "The family is involved in a constant dialogue about the activities of the foundation," which range from support of the new Museum of Nature and Science in downtown Dallas to establishing a Komen Club at the Hockaday School. "Obviously, the local community benefits," she says, "but the foundation has become a way to bring our family even closer together."

Harriet P. Gross is a Dallas freelance writer.