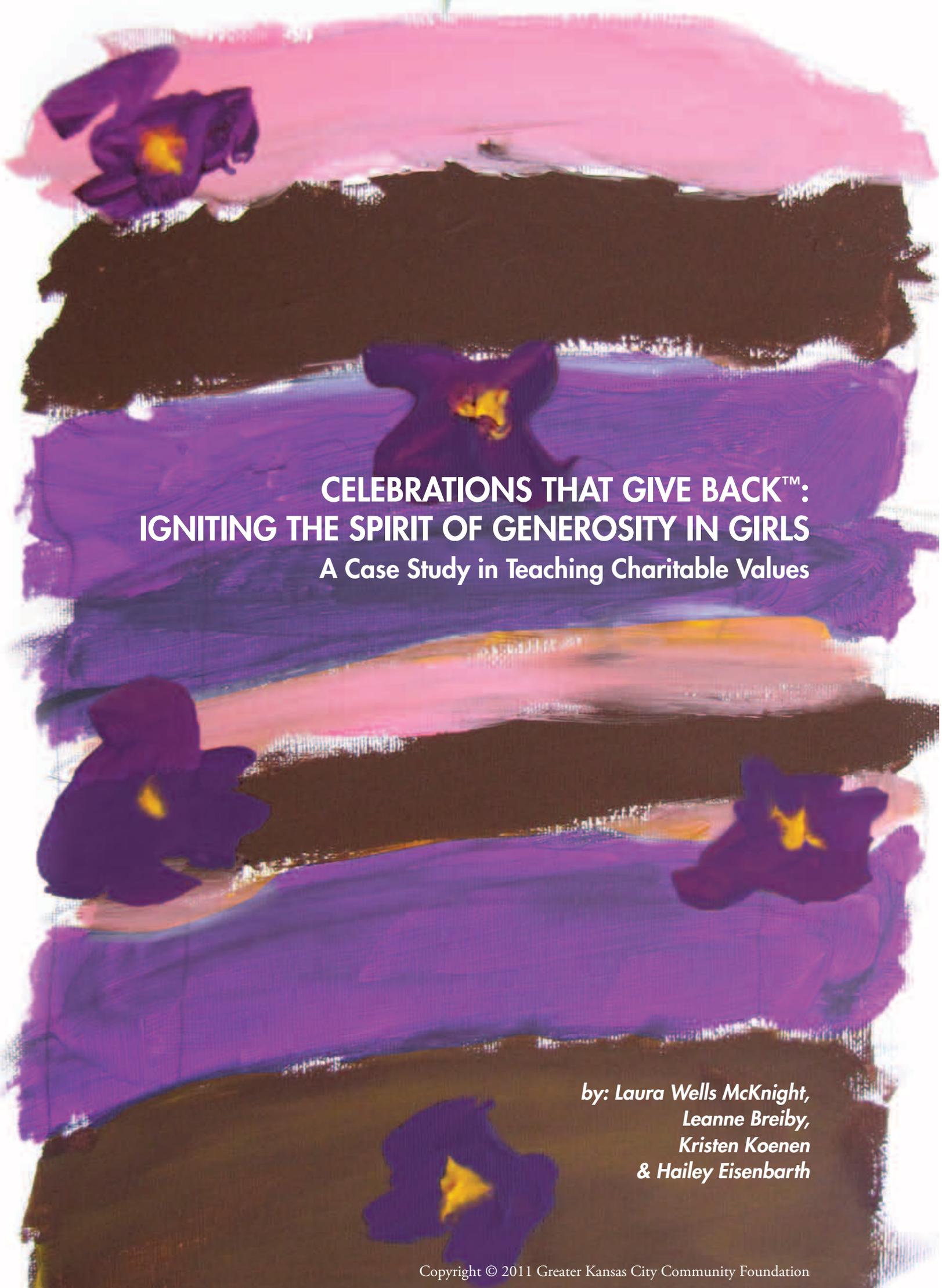




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CELEBRATIONS THAT GIVE BACK™:
IGNITING THE SPIRIT OF GENEROSITY IN GIRLS
A Case Study in Teaching Charitable Values

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Introduction

What's a good girl?

As the mother of three daughters and the stepmother of two more, I know that this is a question somewhere in the minds of girls of all ages. I certainly see it in my 10-year-old as she wonders whether she is good enough at hitting the softball, good enough to be friends with the kids who wear Justin Bieber t-shirts or good enough at keeping the plants watered to earn her allowance. Truth be told, I often wonder whether I'm living up to good girl expectations, whatever that means for a 42-year-old woman who is in relentless—and often humorous—pursuit of being a better mother, stepmother, wife, daughter, sister, friend, employee, hostess, homemaker, cake baker, giver to charity, socially responsible citizen, connoisseur of coffee and mascara, and lover of wine and lip gloss.

I sure don't have all the answers, but if there is one thing I've learned in 10 years as an executive at a charitable foundation, it is that being good—and doing good—is best when it is self-defined. For me, that means focusing on family, children, having fun, being authentic, giving back, eating healthy food (but that it better be okay to eat cake), recycling, respecting the Earth (does making Earth Day cupcakes count?), appreciating every peaceful moment between inter-offspring fighting, serving the community by buying wrapping paper from the school fundraiser, mothering a child with special needs and still maintaining sanity 80 percent of the time, limiting dinner cereals to varieties that contain at least some percentage of whole grains (they make Lucky Charms that way now, you know), keeping in touch with good friends, and supporting a handful of favorite charities.

And I am convinced that charitable giving is a powerful way to make it all come together. For 18 months, I have kicked the tires on dozens of tricks and techniques to make giving back an easy, fun and rewarding part of everyday life: celebrating every birthday and holiday with a big cake and a gift to charity, organizing our family's giving through a modest but mighty family foundation fund at the Greater Kansas City Community Foundation, dropping coins in the Ronald McDonald House donation box at the often-frequented drive-thru window of McDonald's (where the 150-calorie ice cream cone is a daily treat) and, after having quit Diet Coke after a 25-year love affair, recycling as many cans of grape Zevia as possible. In fact, we've tested so many new product ideas at my house that the kids have been left desperately wishing they had a mother who was in the chocolate factory business or the doggy day care industry instead of the enterprise of providing charitable giving services, however noble it may be.

This case study documents the results of my most aggressive experiment, Celebrations that Give Back™; A Really Good Camp for Girls. This six-session summer camp combined what I believed to be the best of the best ingredients discovered during my many months of test kitchen research about how to ignite the spirit of generosity in young girls.

Enjoy!

Laura McKnight, August 2011

Giving Back: What Are the Facts?

Philanthropy in America represents approximately 2 percent of Gross Domestic Product. And, in 2010, Americans contributed about 2 percent of disposable personal income to philanthropic causes, a number that has remained remarkably consistent over the decades, regardless of economic climate.¹

American individuals, corporations and foundations donated \$290.89 million to the more than 1 million nonprofit organizations organized under Internal Revenue Code Section 501(c)(3) last year. This number is an increase in charitable donations after two previous years of significant decreases. *Giving USA 2011* asserts that giving remains a core American value. The report goes on to say that giving is at the heart of who we are as a society, and it is undeterred, if occasionally deferred, by hardship.²

Throughout the country, giving to nonprofits for public-society benefits such as the United Way increased by 6.2 percent last year after a decline of 4.4 percent between 2008 and 2009.³ And still millions more Americans give to charity in ways other than donating directly to a particular nonprofit organization. Americans give directly to individuals in need, support school fundraising activities and opt for transactions where a portion of product sales or company profits supports a charitable cause. President Barack Obama called for a "Summer of Service," asking people to donate their money and time to help the disadvantaged, and people have responded by working to better their communities.⁴ Many Americans, in many ways, are hitting the pavement to help.

The cache of charitable giving extends well beyond private donors and family foundations. The corporate sector is catching on, in a big way. Consider the fact that in 1968, 70 percent of Americans answered "yes" when asked, "Does business act responsibly?" By 2008, that percentage had dropped to 20 percent.⁵ This is an era when no CEO can deny the importance of corporate social responsibility (CSR), embracing operating principles that respect the people, communities and environments where business is conducted.

CSR directly affects a company's bottom line because consumers demand it and employees expect it. Plenty of statistics prove it. For example, the results of the 2006 Millennial Cause Study conducted by Cone Inc. and AMP Insights confirmed that well over half of 20- and 30-somethings consider a company's social commitment when deciding where to shop. In fact, 83 percent of consumers in that critical demographic will place more trust in a company if it is socially and environmentally responsible. That same study found that 79 percent of Millennials surveyed want to work for a company that cares about how it impacts and contributes to society, and 56 percent would flat out refuse to work for an irresponsible corporation.⁶

Laws may change, also, to further CSR. California introduced a bill early in 2011 that will make it easier for businesses to pursue a social or environmental mission as much as they pursue profits. The bill would establish a new model of business called a "flexible purpose corporation," allowing companies in California to give

equal weight to all elements of the triple bottom line (people, planet and profit). Additionally, several states are introducing bills to assist Benefit Corporations, a new class of corporations that are required to create a material positive impact on society and on the environment.⁷

Giving is big business, and clearly it is on the minds of most Americans, even during the recent challenging economic times. Although nearly four out of five people said they felt the recession's impact, 68 percent explored ways to have a more meaningful life and how they could give back to the community.⁸

Women are particularly generous. The Women's Philanthropy Institute reports that 95.5 percent of female heads of households who earn more than \$103,000 annually give to charity, compared with 75.8 percent of men at the same income level, and the average annual giving by those women is \$1,910 versus \$984 for the men. Of the women who earn between \$67,532 and \$103,000, 81.7 percent give an average of \$733 annually, compared with 57.2 percent of the men who give an average of only \$505.⁹

Kansas City is a major player in the giving industry and we are proud to call it home. Year after year, the region ranks nationally for charitable giving—third in the country in 2010, in fact, according to the Daily Beast. Kansas City's leaders in philanthropy focus on some pretty incredible statistics to thank donors for participating and to encourage others to get involved:

- In Kansas City, 72.4 percent of households donate to charity.¹⁰
- Individuals in Kansas City with an income of \$100,000 or more give almost twice the national average to charity each year.¹¹
- The average annual household charitable gift in the Kansas City area is 50 percent greater than the national average.¹²
- The growth rate of individual giving in Kansas City increased by a notable 128 percent between 1997 and 2007. In comparison, the national rate of increase was just 30 percent over the same period.¹³
- Foundation assets per capita in Kansas City are extraordinarily high at \$3,239 per person compared to the national average of \$2,053 per person.¹⁴
- Charitable donations by Kansas City-based companies make up 7 percent of total giving, compared with a national average of just 5 percent.¹⁵
- The percentage of household earnings donated totals 3.5 percent—in a city where the average household income is \$84,923.¹⁶
- Annual giving per foundation totals an impressive \$863,859.¹⁷
- Kansas City supports 470,800 annual volunteers, with 22.8 percent of the population volunteering each year.¹⁸

In fact, Kansas City's charitable giving industry can be described, unequivocally, as innovative. New products arrive on the market regularly (and quickly), engaging emerging donor communities and making charitable giving fun, meaningful and rewarding for charitable givers of all ages and demographics. Kansas City's list of charitable giving firsts includes an online charitable fund management system, a real estate charitable foundation, donor investment in a major league baseball team, a charitable birthday party package, Teen Giving Institute, Camp Charity and the Giving Card. In short, there is no better place for a giving back test kitchen than Kansas City to create products and services that make charitable giving fun and rewarding.

A One-of-a-Kind, Really Good Camp for Girls

If anything, the Web page invitation was intriguing:



CELEBRATIONS THAT GIVE BACK™ A Really Good Camp for Girls

A very special group of girls, ages 9 to 13, will experience six Fridays of fun this summer, learning just how easy and rewarding it is to be good at all of the skills a young girl needs to be the best she can be.

Good cooks, good cakes & good deeds. June 10.

Cake! It's one of life's greatest joys, the perfect centerpiece for celebrating milestones big and small . . . birthdays, weddings, school's out, a rainy Saturday with nothing else to do. This session's agenda includes learning to bake and decorate a cake. We will also learn about a digital cake artist who lives and works in the urban core, a place where a cake is a luxury.

Gratitude every day: Giving back gives back to you! June 17.

Studies prove it. Expressing thanks and gratitude actually makes a person happier and healthier. In this session, we will learn how easy it is to keep a gratitude journal. We'll also learn the basics

of giving back to the community, and we will make our own gifts for each girl to give back to a charity of her choice.

Gift of health = gift to yourself. June 24.

Today we will explore the key elements of staying healthy—and how fun and easy it can be! Nutrition, exercise, sleep, grooming and just a dab of lip gloss go a long way to giving yourself everything you deserve. Our special activity for this session will be to create our own Gifts to Me checklist of the easy tasks we want to do to celebrate each day by treating ourselves well.

The space that gives back . . . your home. July 1.

Housekeeping just isn't a very fun word to celebrate that wonderful place we call home. Just a few handy tips for decorating and beautifying (we dare not say "cleaning") your space go a long way to making sure our homes—mainly our rooms and bathrooms—give us back everything we want. Our project for today will be to create and enact a series of skits about the fun (and funny) side of housework. We'll also create our own works of art (featuring cakes, of course) to adorn the headquarters of One Celebrations, a true space that gives back.

Dotting i's and crossing t's: Celebrating organizing. July 8.

Why stay organized with school paperwork, calendars, sports schedules, equipment, homework, clothes and DVDs? Because life is a lot more FUN when you can be places on time and find the things you want when you want them. Today's activities include the basics of calendars, tips for tracking schoolwork and a hands-on exercise organizing a box of 200 lipsticks (seriously . . . saved since college!)

Good gracious! Why manners matter. July 15.

Why bother being polite? Just wait! Today's session will put a new spin on why good manners are a gift that keeps on giving. Email and text etiquette, speaking to adults, writing a thank you note, and table manners don't sound like much fun, but rest assured, this session will be a celebration of all the good that comes from good manners.



Good cooks, good cakes & good deeds.

A beautiful summer afternoon with great stories and great lessons. The girls learned why cake is important and how amazing women can be. They learned about teamwork, how to discover and share talents, and useful problem solving skills (use scraps and cover it up with icing!) After forming teams, laying down ground rules and carefully following a recipe, it was time to learn how it all related to charity.

Hope comes from anything. Even a homemade cake from a basement. When one does something to foster hope inside oneself, it can then be projected onto others. And better still, cake mix is affordable. You can pass on this delicious slice of hope on any budget. Working together to make the cake allowed the girls to get to know one another and to find the hope within themselves.

As a prize for such wonderful cake baking, each team was given a Giving Card worth \$100. We wanted them to experience the feeling of taking the hope and passing it forward (and secretly, we wanted to see what they would do with the money—and more importantly, why). From four different options, the girls discussed and negotiated which entity would be the lucky recipient of their generosity for the day. We listened to their rationale—one particular entity receives donations from their schools, and they thought to balance that with the fact that another entity gives life sustaining tools (food), as opposed to financial assistance to help grow a business.

But what was really so awesome about today? Both teams of girls elected (on their own accords, without suggestion from the adults) to spread the hope—and the wealth. The girls gave \$25 to each of the four charitable entities rather than \$100 to one. "Everyone deserves some," they said.

Gratitude every day: Giving back gives back to you!

Would you believe that if you took some time, each day, to write down three things for which you are grateful, you would feel better? It is true—consistently. From this list that you will assemble, over time you will see the happenings in your life that have been both rewarding and meaningful—knowledge of which, of course, helps you give back! What a pleasant little circle.

Today we provided each girl with a Giving Guide from the Greater Kansas City Community Foundation. This booklet served as a tool and their personal avenue to put into words their experiences, their interests and their values. From these pages they can extract ideas for their own giving and can provide their parents with further insight into who they are and the young women they are becoming. They each took home a Giving Card with instructions to sit with a parent while they went online and selected one of the hundreds of amazing nonprofit organizations that encompassed their interests and values with which to share their donation. Together, with their families (which, by the way, is one thing for which they are each grateful!), they can create a giving plan that allows them to participate in Mom and Dad's charitable giving, as well as to give on their own.

Gift of health = gift to yourself.

Have you heard they changed the food pyramid? Well, they have (no longer a pyramid), and now we all know how to use it! Gina Claypool, a wonderful nutritionist, was a guest speaker who shared great tips for healthy living—and healthy snacking. Gina taught the girls how to make a balanced meal and shared with them her homemade assortment of apple chips and garbanzo bean brownies. And yes, the kids ate them!

What were some of the helpful happy living tips of the day? Spend time outside, chew your food well, do one thing every day to clean up the space around you and wear your favorite clothes. When we focus on what is good in life—including good food—we are in the right state of mind to keep doing good!

The space that gives back . . . your home.

On this Friday, the girls separated into groups and created skits about keeping house. Cleaning may not be the most exciting thing you do in a day, but these girls found a way to make it fun! Laura also shared with them a song about housework she remembered from her childhood. Generations of women are turning this necessary chore into entertainment.

And yes, there was more to the day than learning to maintain a beautiful home. Through the skits, the girls indicated to us that art and drama are ways that they can express themselves, be themselves and be accepted for who they are. "Art is beauty," said one insightful 9-year-old. When you feel comfortable with yourself, you are more apt to give to others.

Dotting i's and crossing t's: Celebrating organizing.

A clutter-free space is a clutter-free mind. The girls organized themselves into two groups and then organized a decades-old collection of lipstick—and from those piles, organized a business. One was called "Stiks" and one was called "Lipstick Love." Five weeks in, and they continued to amaze us.

For this task they had some fabulous guidance. Joni Cobb, President and CEO of PIPELINE, was a guest speaker who taught the girls that business gives back. The girls are young, but they are aware, and they know times are difficult. And while we doubt they learned the technical phrase, "corporate social responsibility," they did learn that it is business that creates jobs and thus stimulates the economy. They now know that a business can be socially responsible and help a person by giving her the opportunity to help herself. What wonderful examples they have right here in Kansas City in the Kauffman Foundation and the Hall Family Foundation. So, to put the lesson into action, they built a business all of their own in order to help others.

Good gracious! Why manners matter.

So fortunate were we to have this opportunity to talk to the girls about becoming lovely young women. At the close of this wonderful camp we provided the girls with the tools (literally, with paper and pens—and metaphorically, with some spelling tips) to write thank you notes to the guest speakers from previous camp sessions. Thank you notes are essential to being a lady, and the girls learned key words and proper timing for this piece of extra credit in life!

An arguably more important lesson for the day existed in our discussion of manners. At age 10, according to the girls, this means being a good friend, not gossiping, saying kind things and not using curse words. (Although those are good rules to live by no matter how old you are!) Kindness and graciousness foster a never-ending cycle of good giving.

What Did We Learn?

The Celebrations that Give Back™ camp experience produced much more than cake. Indeed, we confirmed seven hypotheses in our quest to make charitable giving fun, rewarding and easy.

Positive reinforcement is a must.

As with any successful learning experience, positive reinforcement is a must in teaching the values of charitable giving. In particular, to reinforce that every charitable gift is good regardless of the profile of the giver, the size of the gift or the nature of the recipient.

Here is a simple example:

*Wow! You gave \$25? That is so great! Bet that felt good!
How generous! I would love to hear more about your interest
in helping that cause and what inspired you to make the gift.*

*Well, \$25 is okay, but gosh you could do more I am sure.
And what did you give it to? Oh THAT organization? Well
they are terrible. Let us help you make a better choice,
assuming you are willing to write bigger checks.*

Obviously, one approach encourages increased engagement in charitable giving more than the other. And, of course, real life is not nearly as extreme as these examples. It is interesting, however, to observe the subtle messages that fill the giving space in our society, online, in our communities, among friends, family, nonprofits and even by charitable givers themselves. In short, positive reinforcement has long been proven to be an effective motivator. It makes sense that the principle would hold true in giving.

According to Caroline Hexdall, Professor of Psychology at the University of North Carolina – Chapel Hill, “Positive reinforcement is a powerful tool. Even in the most basic situations, adding a positive element to increase a response not only is more effective to motivate behavior, but it also prompts both parties to focus on the positive aspects of the situation. Punishment, when applied immediately following the negative behavior can be effective, but punishment can result in extinction of the behavior altogether and evoke other negative responses such as anger and resentment.”

Positive reinforcement in charitable giving is effective because it first engages the charitable giver’s own understanding of what it means to be philanthropic—from the giver’s own perspective.

Charitable giving should be defined expansively and inclusively.

Conversations about giving back should go well beyond discussions about big checks written to nonprofit organizations and traditional civic institutions. Certainly during the six sessions of camp, we observed that in teaching young girls to give, it is most helpful to cast a wide net around their definition of what it means to be charitable, often including things like participation in school fundraisers, adopting an older dog who needs a home, turning off lights, cooking dinner for neighbors in need, helping with a family member’s medical bills and recycling aluminum cans. Abundance should be the prevailing mentality, with few guilt-based limitations to squash creativity and innovation in charitable giving, even when something is received in return for the gift. (“The chicken dinners and the wrapping paper count,” they say. “Even if it wasn’t all tax deductible!”)

There is much to overcome in the culture of giving as it has evolved. Why are some gifts better than others? Why can’t we just take credit for the things we are already doing? Like helping out good friends by pitching in for a rehearsal dinner, a ride to the airport or a hug at just the right time? Define giving for yourself and define it in a way that makes sense to you. One Kansas City resident indicated that he tracks his mortgage interest and, as it goes down, his charitable giving is increased by that amount.¹⁹ One gift made in one way or at one time is not better than another, and with an

expansive view, you can take credit for the things you already do, and do a lot more, with only a little more effort. The when, the how, the what and the why of charitable giving are completely up to you! “When you do charity, there is no wrong answer,” says one budding young philanthropist from camp. The world is full of gifts waiting to be given.

One project for the girls this summer was to look through the Giving Guide and count how many times the word “charitable” appeared. The adults participated as well, and let me tell you it was surprisingly difficult! We had roughly seven different groups searching for the magic word and we derived five different answers. It was easy to gloss over the word when it was hidden amongst so many common, everyday words. This is true in real life as well. Chances to engage in acts of giving are numerous in our lives, and they are easy to miss. When we realize that opportunities to give exist in our everyday, mundane routines, the ordinary becomes the extraordinary. Defining giving within the parameters of how you define yourself allows you to experience charitable giving in ways you never thought to do before. Write your own mission statement and find out your interests, your passions and your inner-motivators. What motivates 10-year-old girls (at least for the summer of 2011)? Animals, moms, friends, family, trees, school (education), reading and writing, having a home, finding missing people, helping to rescue victims of natural disasters, and having clean air and water. These individual pieces to their everyday lives add up to a plethora of charitable opportunities. Yours will too.

Define giving in a way (any way!) that helps you gain perspective and direction in your own life. And make it a daily occurrence. It takes seven days to develop a habit—in one short week, giving will be second nature. Are you eating cake? Do good.

All are welcome.

The most giving communities are ones where donors are greeted with enthusiasm, open arms and a roll-up-your-sleeves welcome—almost like family. We insisted on establishing this as the campers’ culture at Celebrations that Give Back™. Kansas City itself is a terrific example, where people of all generations work together on important community projects. According to the Center on Philanthropy at Indiana University, using data from Knowledge Works, Midwesterners give to charity to make their community better. In fact, Midwesterners are more likely than people in any other region in the country to cite “make community better” as their top reason for giving, listing this reason above giving to charity to support others’ basic needs, giving to help the poor help themselves or giving out of a sense of equity.²⁰ This is the city, after all, where the Convention Hall was destroyed by fire and rebuilt in just 90 days in time to host the Democratic National Convention of 1900.

Making the community better is essential no matter where you live, but it has proven to be a main priority here in Kansas City. Kansas City is made up of a dynamic, diverse and exceptional group of citizens. One such individual is Emanuel Cooper, Jr., an artist from Kansas City’s urban core of 64127. In Kansas City, this zip code designates an area of distress, hardship and poverty. There, in 2009, 36 percent of residents had income below the poverty level, compared with 14.9 percent of residents in the state of Missouri.²¹ The Kansas City, Missouri Commission on Violent Crime stated that this is an area of social instability that has been suffering from the ravages of poverty, violence and substance abuse for many years. The policies of housing, employment and education in this zip code have led to successively fewer assets and opportunities for advancement in this same geographic area that has historically been plagued by the greatest homicide rates. This area is known as the Midwestern



center for violence, poverty and substance abuse.²² Even worse, a neighboring Missouri zip code is known as the “murder factory.” In just the first quarter of 2011, Kansas City, Missouri, suffered 20 homicides,²³ and the police recovered more than \$19 million worth of narcotics and 66 handguns. Three-thousand documented gang members span throughout the city.²⁴ In 2009, Kansas City endured 6,303 incidents of violent crime—that was an average of one murder every 3.7 days and one burglary every 1.2 hours.²⁵ Here, you “eat, or get ate.” In the midst of this disarray, this artist designed, just for us, the picture of our celebration cake. His work was a beacon of hope for us, and is too for all of Kansas City.

According to CBS News and the Pew Research Center, the tough economy is not affecting everyone the same way. New census data shows the “wealth gaps” between whites, blacks and Hispanics are the widest they’ve been since the government started keeping track 25 years ago. In 1995, the average wealth of white households was seven times that of black and Hispanic families, or 7 to 1, and now ratios have increased to roughly 20 to 1 for black households and 18 to 1 for Hispanic households.²⁶ Experts suggest it could be a decade before the wealth gap closes. All must be welcome in the grand scheme of giving, to make home a better place for everyone.

Inspire creativity and foster an entrepreneurial spirit.

Studies show that people give it like they made it. And keeping our campers enterprising and creative was critical to the success of the camp.

That certainly has been the case in Kansas City, where entrepreneurs like Joyce Hall, Ewing Kauffman, Henry Bloch, and Jim and Virginia Stowers built thriving businesses and reinvested fortunes back into the community through innovative charitable gifts. This is a city now on the brink of a new era of prosperity, realizing a bold vision of a city built on an entrepreneurial economy where every person of every race has access to quality education. From the one-of-a-kind Kauffman Labs for enterprise creation, to the tens of thousands of online downloads of the “Time to Get It Right” community road map report, to the world-renowned Stowers Institute for Medical Research, to the thousands of \$25 Back in the Swing cards purchased every year to support cutting-edge breast cancer survivorship research, evidence of broad community participation—at every level—is everywhere.

They have a power and direction all of their own

Ten-year-olds are different today than when we were all 10. They are assertive, aware of news and world affairs, and most importantly, Internet savvy. When we sent them home with Giving Cards and instructions to have a parent help them find their way to the redemption site, they returned to report that they are themselves masters of the World Wide Web. When asked how they know so much about helping animals, they responded, “We just Google it!” They like to figure things out on their own. With the tiniest bit of guidance and a lot of encouragement, their ideas go a long way.

You must think like a child in order to teach a child to think like you. Let your child’s interests guide your lesson on giving. Kids, like adults, want to give to their interests—to encourage and provide for the things that mean the most to them. Also, we discovered that their interests are overwhelmingly based in the way they were raised. You do, however, have a strong power of suggestion as the adult. Kids do not necessarily know how to find the exact names of charitable entities, and they certainly do not know what 501(c)(3) means, but they remember a place after they’re told it does lots of good for good-meaning people. Repetition, repetition, repetition.

You cannot sell charity like you sell cereal.

This group of girls gave a surprising (and overwhelming) indication that they would actually be somewhat dissuaded from giving to a certain cause or entity because of television advertisements. As adults, we react to Marlo Thomas and Jennifer Aniston when they advocate for children’s health—and we provide the desired response when we see the little green magnifying glass on the cash register at the store. Children—we learned—do not necessarily think like that.

Further, address the issue of charitable giving with children from a reductionist point of view. Kids are brilliant, wonderful and perceptive, but they do have short attention spans. We learned that these girls want to be a part of what we were trying to share with them, but we needed to do it in the most simple of forms. Also, make the lesson flexible with the opportunity for spontaneous storytelling and game time. Children have a story for everything, and they love to share. Let them talk about how they feel. Let them tell you how, where and why they want to give.

Celebrate!

Charitable giving is something worth celebrating. An atmosphere of fun brightens the overall mood and keeps kids (and adults) engaged. Every session included cake, of course. Try tying giving to all of life’s celebrations. Are you celebrating a birthday? Collect toys for a children’s charity or for an animal shelter! Getting married? Collect monetary donations for your favorite cause in lieu of gifts, or make your own monetary donation in the names of your guests as the favor at your reception. Have you been blessed with a new baby? Find a way to help other young families in need. And remember, things are more fun when they are pretty and pink!



“There are few things more satisfying in life than watching your children go through a process of discovery. This summer we were blessed with the opportunity to enroll our children—ages 11 and 9—in Celebrations that Give Back™, a summer charity camp presented by the Greater Kansas City Community Foundation. Each week the kids came together under the auspices of a cake party to learn about each other, about important life skills such as personal hygiene, nutrition, organization, and entrepreneurship, and about the value of being charitable.

I tried to make it a point to ask my kids (and some of the others) about the camp each week. Their response to simple questions such as “did you like the camp today?” was generally predictable. “It was just awesome.” “Sooooooo much fun!” So I usually tried to dig a little deeper and ask them what they liked most about the camp. “The cake, definitely the cake” was always the first answer, but then the real answers followed: “I really liked having a lipstick business,” or “it was so fun when we did the house cleaning play!” The girls didn’t always agree on what they liked best, but everyone had a favorite topic.

To really appreciate the value of this camp, though, I simply had to ask the girls each week what they learned about charitable giving. The answers were often surprising, and always satisfying. For instance, one of my favorite discussions with my daughters and two of their friends came after the camp session that highlighted the importance of nutrition. The girls went into great detail about the flavor (generally unappealing) and texture (generally unappealing) of baked kale chips. Although at first glance it seemed like this might be a disappointment, their enthusiasm for the point was all too clear. I asked four of the girls: “What, in the world, could nutrition possibly have to do with charity?” Judging from their response, that was the most ridiculous question I could have asked. I was promptly and enthusiastically informed en masse that “you can’t expect to be your best at helping others, if you aren’t good to yourself first!” Similarly, after the girls had the chance to start up and operate mock lipstick companies, they shared with me some of the challenges that come with entrepreneurship. But they also told me how having a successful company facilitates employment in the community and how businesses can use charitable giving to make their communities better places.

There were occasional “constructive” comments about certain aspects of the camp. They ranged from “I wish we baked a cake every week” or “I thought this camp was supposed to be about making cake!” to “eh, sometimes they lecture and it feels like school.” This conversation usually dried up quickly as the kids began to talk about what they enjoyed most.

Although they couldn’t always agree on the best part of camp, the one thing the girls all agreed upon was that this camp was enjoyable and rewarding enough to keep coming back. And, whether they know it or not, the girls clearly learned a lot—about themselves, about healthy living, and about being charitable.”

*Dr. Jason Himmel,
Interventional Radiologist
and Fantastically Fortunate Father*



More Importantly, What Did They Learn?

According to Elenore Garton, a researcher and lecturer at the Sillerman Center for the Advancement of Philanthropy at Brandeis University, the magic of actually giving away money is a powerful tool to learn about charitable giving.²⁷ With that in mind, we gave the girls actual money to donate throughout the summer. Not \$10,000, as was the case with the Brandeis University students, but a sizeable sum nonetheless. At a fraction of the age of a college student (and with a fraction of \$10,000), these girls simply amazed us.

The girls learned to take their interests and turn them into something positive. They learned how to help other children and families, how to help rescue animals, and how to use theatre and art to help better their community. They learned that they cannot expect to be their best at helping others if they aren’t good to themselves first. This group of young women (albeit, quite young!) now knows that a successful company facilitates employment in the community and that a business can use charity to make our community a better place. What wonderful knowledge for the next generation to possess. One parent said that their answers to what they learned about charity were “surprising, and always satisfying.” And all the while, they were having fun—and eating cake. When he asked his daughters if they liked camp each Friday, the response became predictable: “It was just awesome, soooooo much fun!”

Andrew Hahn, director of the Sillerman Center, has indicated that, “the real agenda is not teaching students about working in the nonprofit sector, but a wider social goal—to help them understand social conditions and social justice and imbue in them the spirit of generosity.”²⁸ The father of two of our campers indicated that, “there are few things more satisfying in life than watching your children go through a process of discovery.” We know that these girls learned a lot about giving and a lot about themselves this summer. They took away from this camp a desire to be kind, gracious and charitable.

Giving and the Next Generation: Emerging Trends

Charitable giving is ever-changing. Emerging trends are establishing a much-evolved culture of giving for the givers who are 10 right now, but will not be 10 forever.

- A sorting out of information for donors is beginning to emerge from the numerous sites like GuideStar and Charity Navigator that house valuable data about nonprofit organizations. Impact, sometimes equated with a moral valuation of the gift, is now the subject of study. And a new breed of advisors has emerged, from generosity coaches, to books on giving, to websites and articles about how to give.
- Scarcity and guilt give way to abundance as giving becomes a large part of popular culture. Celebrities and persons of influence have the ability to draw positive press and public attention to their interests and, in turn, inspire trends. The New York Yankees started HOPE Week (Helping Others Persevere and Excel) in 2009—five full days each year of reaching out to individuals, families and organizations worthy of recognition and support. And who doesn’t know that Bono is tied with relief work in Africa, that Angelina Jolie is a UN Goodwill Ambassador, that Ashton Kutcher is all over Twitter raising awareness for various causes or of Oprah’s Angel Network? Facebook pages make us aware of new causes and allow us to easily donate to those causes.
- Everyday giving has become more acceptable. (Fascinating to see the term “slactivism” take root!) Cause marketing and

product purchases that give back make it easy for anyone to feel as though he or she is doing something. Buy to give back? Win, win.

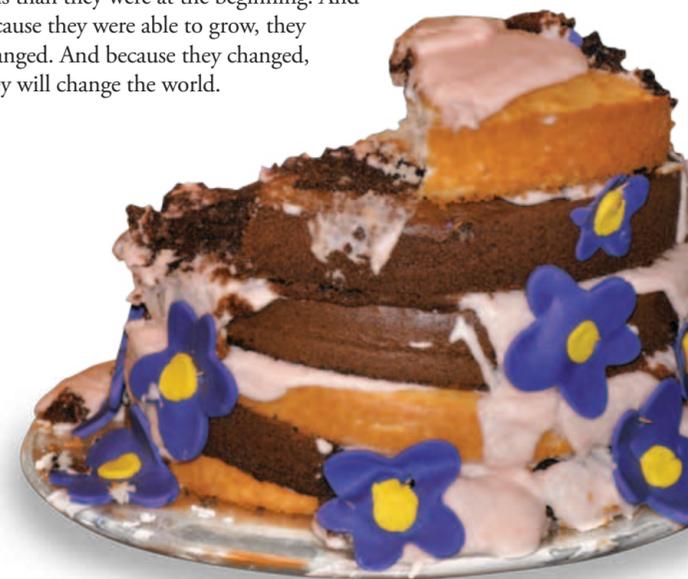
- The increasing importance of corporate social responsibility is engaging the business world and employers in new ways. As people become focused on giving, in time, it will spread into all areas of life. We value a spirit of giving in ourselves and our families, so it’s only natural that we will begin to look for this same spirit in our favorite brands.
- Nontraditional recipients of charitable giving are benefiting from a diminished concern about securing a charitable tax for each donation, especially among younger givers (e.g., texting to Haiti). It’s not just the 1.5 million nonprofit organizations that are part of the world of giving.
- For the young (and the young at heart), the methods of giving far surpass traditional monetary donations. Do you use a credit card often? Donate your credit card points to charity! Are you active with a group of friends? Beyond the traditional 5K, there are now pub crawls for your favorite cause! And, chances are, your employer has a payroll-deduction system that makes it so very easy to give!

Conclusion

So, is it possible to tie giving into the everyday activities of a good girl? That is a resounding yes. Theories of working with children and charity have now been basement tested—and approved. Children are so excited about so many things, and giving can certainly be one of them. As it turns out, there is a lot about life (and yourself) that you can learn on summer vacation. Cake is good (but fondant is not)—and so is giving.

We hope that through this experience, we have fostered within these girls a spirit of giving that will last for the rest of their lives. We are confident that, at least, they will return to school this fall with great manners, knowledge of how to be a good friend, a desire to live a healthy life and lots of kindness to give. And also, some cake to share.

From our own observations, and from the words of their parents, we know that they learned a few things this summer. And because they learned, we know that they grew into even more wonderful girls than they were at the beginning. And because they were able to grow, they changed. And because they changed, they will change the world.



Beyond the Case Study:

Lifelong Learning, Lifelong Giving

Opportunities from the Greater Kansas

City Community Foundation

Giving Cards

Much like retail gift cards, Giving Cards are given to celebrate special occasions. They can be redeemed to benefit any 501(c)(3) public charity in the United States (including schools, churches and synagogues) at www.gkccf.org or by giving the card directly to the charity. Cards are available for purchase at www.gkccf.org.

Charitable Birthday Parties

Having a birthday party that makes a difference is easy! Simply choose a theme or cause to support, plan activities around that theme, ask guests for donations, find a nonprofit that will accept those donations and purchase Giving Cards as party favors. Visit www.gkccf.org/give/charitable-birthday-parties for more details, including information on \$10 Giving Cards.

Camp Charity

Camp Charity is a unique experiential learning environment designed to teach children about charitable giving. This three-hour camp is open to children ages 8 through 13 and their parents or grandparents. The session typically takes place on a Saturday and includes a volunteer activity, inspiring stories by philanthropic youth and tools for evaluating nonprofit organizations. Each child receives a Giving Card to designate to the nonprofit of his or her choice, and at the end of the session, participants make a commitment to give their time, talent or treasure to help someone in need.

Teen Giving Institute

Teen Giving Institute is an eight-month course, held September through April, for high school students to learn about charitable giving. TGI participants meet monthly, typically on a Sunday afternoon, and each session is held at a nonprofit organization where they also volunteer their time. TGI culminates with participants awarding a large grant to a nonprofit organization that they've chosen through a grant competition, site visits and much analysis.

Giving Institute

The Community Foundation's Giving Institute is designed to help adults learn best practices in charitable giving. Giving Institute participants have access to the best and brightest minds in charitable giving as they develop their own goals and strategies for giving. Participants also learn how to perform due diligence on nonprofit organizations and how to request their feedback about charitable gifts, ultimately helping to leverage giving for maximum impact.

APPENDIX:

Celebrations that Give Back™ Collaborators

Laura McKnight

Laura McKnight, president and CEO of the Greater Kansas City Community Foundation, is a mother, stepmother, sister, daughter, wife and friend who lives, works, plays and gives back in Kansas City. Laura graduated Phi Beta Kappa from Trinity University in San Antonio, Texas, earning a degree in philosophy. She returned home after college graduation to earn a law degree with honors at the University of Kansas, followed by a six-year stint practicing estate planning law at the Kansas City law firm of Spencer Fane Britt & Browne. In 2000, Laura accepted a position with the Community Foundation; she was named president and CEO in January 2006.

Laura is a frequent speaker on the subject of giving back, especially topics related to corporate social responsibility. Her editorials have appeared in publications across the country, and Laura is the author of two white papers on companies and giving back: *Social Responsibility: The Power of the Corporate Philanthropy Platform* (2010) and *Demystifying Corporate Social Responsibility: Four Key Steps to Success* (2011).

Laura enjoys serving on the boards of a variety of local organizations, especially the Williams Syndrome Association and the Children's Mercy Hospital Foundation. Laura and her husband Clay celebrate life through a range of giving activities, including organizing their charitable donations through a modest but mighty family foundation fund at the Community Foundation.

Laura is in relentless and often humorous pursuit of celebrating every gift life can offer a girl—even one who is 42 years old. From recommending the perfect cup of coffee or testing the latest killer lip gloss to building a rewarding charitable giving program or taking a business plan to the next level, Laura loves finding good in just about everything. Laura is a self-proclaimed recreational pastry chef (she's never met a cake she didn't like) and regularly tests the innovative delicacies she creates, under the One Celebrations label, on her very gracious and daring family and friends. Most of all, Laura delights in spending time with two lovely stepdaughters and three energetic daughters, ages 10, 7 and 5, who are most forgiving of a dinner menu that rarely includes much more than cereal. Indeed, every minute is a gift.

Leanne Breiby

As manager of communications for the Greater Kansas City Community Foundation, Leanne Breiby works to increase giving in Kansas City and beyond through internal and external communications and marketing activities, which include managing the Giving Better Blog at www.givingbetter.org/giving-blog. Leanne graduated with honors from the University of Kansas William Allen White School of Journalism & Mass Communications and is a proud member of the Jayhawk Nation. Prior to joining the Community Foundation team in 2008, Leanne was a senior account executive at a public relations firm, where she provided marketing support to clients in the animal health sector.

Leanne is a lover of all things Kansas City, especially barbecue, live music and the local professional sports teams. When she's not out cheering for the Chiefs or the Royals, you can find Leanne staying active at one of Kansas City's many disc golf courses.

Above all, Leanne enjoys spending time with family and friends. She is thrilled to work for an organization that is committed to making her hometown a better place and is continually in awe of Kansas Citians' generosity—yet another reason why Leanne adores Kansas City!

Kristen Koenen

Kristen Koenen is a lifelong resident of Kansas City and is proud to call it home. Kristen attended Benedictine College (Atchison, Kan.) where she earned degrees in business administration, economics and finance and graduated Summa Cum Laude. Kristen then earned her Juris Doctorate from the University of Kansas School of Law—the first Jayhawk in her Kansas City family. In September 2011, Kristen will join the wealth management firm Creative Planning, located in Leawood, Kan.

Few things make Kristen happier than a good book and a good cup of coffee. She is passionate about reading (most of which concerns United States history or was written by Jane Austen) and Broadway musicals. If she had an ounce of talent she would have left for New York long ago. Rather, she is content making the trip (as often as possible) to sit with the audience and dream of what it would be like onstage.

Kristen is the youngest of two children and will be married this coming fall. She was raised to believe in the power of helping others and feels so very fortunate to have been a part of the Celebrations that Give Back™ camp experience.

Hailey Eisenbarth

Hailey Eisenbarth, currently interning with the Greater Kansas City Community Foundation, is a 2011 graduate from Kansas State University, where she received a Bachelor of Science in journalism and mass communications with a focus in public relations and a minor in business administration. She grew up in the small town of Seneca in northeast Kansas and is the youngest of three siblings.

In her free time, Hailey enjoys being with family and friends, especially when it involves game night around the family dinner table. Hailey is passionate about people and their narratives, which is why she loves film, television, music and pop culture. She's a social media fanatic, coffee addict and comedy guru who loves nothing more than to laugh and make others laugh, too.

Hailey truly values making people feel better any way she can by cheering them up, helping them out or improving their lives, even in the smallest ways. She considers volunteering an essential act and has enjoyed donating her time and enthusiasm to organizations including the Muscular Dystrophy Association and American Red Cross. Hailey especially enjoyed the opportunity to teach young girls the importance of charitable giving at Celebrations that Give Back™ during the summer of 2011.

Gina Claypool

Gina Claypool is currently a student at the Institute for Integrative Nutrition (IIN) where she is studying over 100 dietary theories, practical healthy lifestyle habits, and health coaching and counseling methods. Before attending IIN, Gina was an avid reader of nutrition, health and wellness books. Now, she's using her interest in nutrition to help other people through one-on-one and group health counseling, corporate wellness programs, and public seminars with her company, Soul. Body. Food.

Joni Cobb

As founding president and CEO of PIPELINE, Joni Cobb has led the development of the nationally-acclaimed entrepreneurial

fellowship program, which is designed to equip high-growth entrepreneurs with training, networks, resources and mentors. Prior to PIPELINE, Joni successfully started Cobb Communications, LLC, which provided comprehensive business planning, strategic communications and public affairs consulting services to technology and bioscience organizations, as well as foundations and organizations with high emphasis on public sector engagement. Joni graduated with a Bachelor of Arts in economics and political science from the University of Missouri, and earned her Juris Doctorate from the Washington University School of Law.

Lily Kaufmann

Lily Kaufmann has participated in numerous theatre productions around the Kansas City area, including shows with New Theatre Restaurant, Theatre in the Park and Musical Theatre for Young People. Show credits include: "Funny Girl," "Fiddler on the Roof," "Curtains," "Les Miserables," "Zombie Prom," "White Christmas," "Dirty Rotten Scoundrels," "Urinetown," "The Music Man," "Bye Bye Birdie," "Footloose," and "Beauty and the Beast." Lily has studied dance since age 4, and she's been involved in the Miller-Marley Youth Ballet Company for six years. Lily studies voice with Melinda MacDonald and hopes to pursue a future in musical theatre. Lily is currently a junior at Shawnee Mission East High School, where she is actively involved in dance, choir and theatre.

Our Favorite Giving Resources

The Giving Book, by Ellen Sabin (most appropriate for ages 6-11)

Silver Spoon Kids, by Eileen & Jon Galloo

Raising Charitable Children, by Carol Weisman

A Kid's Guide to Giving, by Freddi Zeiler
(most appropriate for 7th grade and up)

The Kid's Guide to Service Projects, by Barbara Lewis

The Giving Tree, by Shel Silverstein

Moonjar, www.moonjar.com

¹⁻³ Giving USA Foundation (2011). "Giving USA 2011: The Annual Report on Philanthropy for the Year 2010." Retrieved from www.givingusareports.org

⁴ "Raising Children Who Care in Times That Need It," Alina Tugend, The New York Times, July 4, 2009.

⁵ Yankelovich and CNN/USA Today Gallup Poll

⁶ "Millennial Cause Study," Cone Inc. in collaboration with AMP Agency, 2006.

⁷ "Laws that Encourage the Triple Bottom Line," Knowledge Leadership, February 18, 2011. <http://www.coneinc.com/laws-that-encourage-the-triple-bottom-line>

⁸ "How the Economic Crisis Changed Us," Laura van Straaten, PARADE, November 1, 2009. <http://www.parade.com/news/2009/11/01-how-the-economic-crisis-changed-us.html>

⁹ "Women Give 2010," Debra J. Mesch, Ph.D., Women's Philanthropy Institute at the Center on Philanthropy at Indiana University, October 2010.

¹⁰⁻¹⁵ "Giving in Kansas City," The Center on Philanthropy at Indiana University, Summer 2009.

¹⁶⁻¹⁸ "25 Most Charitable Cities," The Daily Beast, December 8, 2010.

¹⁹ "KC Keeps on Giving," Aleese Kopf, The Kansas City Star, June 19, 2011, A1.

²⁰ Center on Philanthropy, Understanding Donor Motivations for Giving, New York: CCS.

²¹ www.city-data.com

²² Kansas City, Missouri Commission on Violent Crime Executive Summary

²³ "1st Quarter 2011 Homicide Quarterly," Kansas City, Missouri Police Department, March 31, 2011.

²⁴ "Narcotics & Vice Quarterly," Kansas City, Missouri Police Department, 1st Quarter 2011.

²⁵ "2009 Annual Report," Kansas City, Missouri Police Department, 2009.

²⁶ "Wealth gap between whites, minorities widens," CBS News, July 26, 2011.

²⁷ "What Does Charitable Giving Look Like?" Debbie Starke, Giving Better Blog, April 15, 2011. www.givingbetter.org/giving-blog/what-does-charitable-giving-look

²⁸ "Raising Children Who Care in Times That Need It," Alina Tugend, The New York Times, July 4, 2009.

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Photos courtesy of Phil McKnight,
father of Laura McKnight.

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We hope you enjoy this case study. Feel free to share
it with friends, family and colleagues. But please don't
copy or reproduce. It makes our lawyers grouchy.



Charitable giving encompasses much more than
just monetary donations. One way the Community
Foundation gives back is by using environmentally
friendly products from responsible sources.

GREATER KANSAS CITY
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CELEBRATIONS

that give back™





Emily carefully frosts the bottom layer of her cake.



Ann and Faith sit patiently with their gifts from the first day of camp.



Healthy treats for the girls.



WEEK 1

good cooks, good cakes & good deeds.

Cake! It's one of life's greatest joys, the perfect centerpiece for celebrating milestones big and small. Celebrations that Give Back™, a one-of-a-kind camp for girls, kicked off its first session with cake batter, frosting, fondant and, of course, giving to charity. Eight 10-year-old girls, divided into the purple team and the pink team, competed to construct a cake that looked most like the Good Girl Cake, pictured at center. The prize for the winning team was directing a \$100 donation to any charity of the team's choice. It was nearly impossible for the winning team of campers to agree on just one charity, so these savvy girls cut the prize into four delicious slices, sending \$25 each to Wayside Waifs, Charlotte Street Foundation, Harvesters and Ronald McDonald House.



Each girl received a \$25 Giving Card to give to the charity of her choice.

WEEK 2

gratitude every day: giving back gives back to you!

Studies show that expressing thanks and gratitude actually makes a person happier and healthier, and that was the message to the girls at the second camp session, which was dedicated to sharing the joy of charitable giving by making it easy, fun and rewarding. The girls wrote in their new gratitude journals, shared with each other three things for which they were grateful, completed their own Giving Guide workbooks and learned about charitable giving. Each of these really good girls went home with a Giving Card. The assignment? Give \$25 to any charity of her choice and come back to camp with a report on which nonprofit received the money and why.

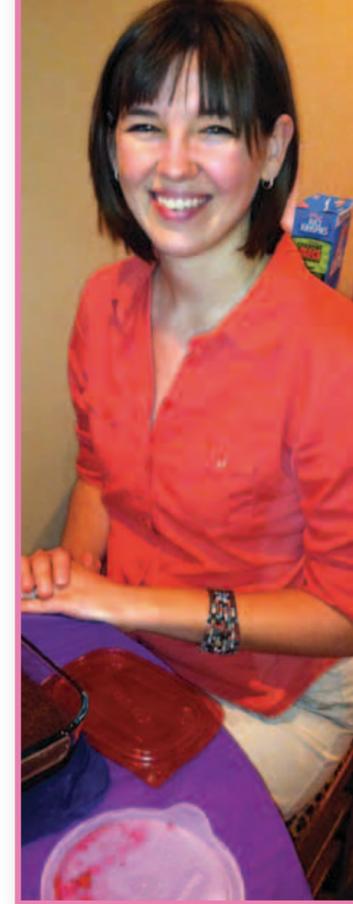
Ann is ready to show off her decorative box full of gratitude notes from the girls at camp.



WEEK 3

gift of health = gift to yourself.

Session three kicked off with each of the eight girls reporting how she spent her \$25 Giving Card. Wayside Waifs. Animal Haven. Charlotte Street Foundation. Ronald McDonald House. (Those just happened to be the sample organizations from Day 1 of the camp . . . the power of suggestion!?!?) The girls were then asked say one word to describe how they felt after giving to charity. Words like "proud," "good," "special," "happy," "glad," "grateful" and "inspired." After eight inspiring stories of giving back, our guest speaker for the day, Gina Claypool, came prepared with a preteen friendly version of rules for healthy living. Be generous. Get enough sleep. Laugh. Go outside. Say thank you. Hum a happy song. Eat right. And eating right was the best part of the lesson because Gina brought samples. Three kinds of kale chips, brownies made with garbanzo beans (you couldn't even tell!) and hot pink hummus dip (thanks to beets). In fact, the healthy treats were so delicious that all of the girls asked for seconds.



Gina Claypool teaches the campers the importance of healthy habits.

WEEK 4

the space that gives back... your home.

A place for everything and everything in its place. During the fourth session of Celebrations that Give Back™, the girls learned about the importance of keeping your space clean and organized. Housekeeping isn't always fun, but it is a good way to make sure your space is giving back everything you want. The girls divided into teams and spent the afternoon working on two projects—come up with a skit about how house cleaning can be fun and beneficial to everyone, and paint a picture of the Good Girl Cake. The skits were outstanding! The girls proved that cleaning can be fun when you work together. One team even discovered that creating a song about cleaning can help make each cleaning task more enjoyable. The girls then showcased their art to each other and, of course, enjoyed a piece of cake!



Campers painted their own version of the Good Girl Cake.



WEEK 5

*dotting i's and crossing t's:
celebrating organizing.*

Corporate social responsibility. How can you show a handful of 10-year-old girls that companies that give back are companies that move forward? That's what we did during the fifth session of Celebrations that Give Back™. The answer was to sequester them in a basement storage room and issue a challenge to start a business. The rules? Only two. First, the business must involve lipstick. (What 10-year-old girl doesn't love lipstick?) Second, the business must give to charity, even in a very small way. Fortunately, we had some inspiration. Joni Cobb, president and CEO of PIPELINE, and her daughter Lily joined us to share their stories of success. Joni leads the nation's premier statewide technology entrepreneur fellowship program. Lily, following in her mother's superstar footsteps, is already a talented teen actress, performing in this summer's Les Miserables at Theatre in the Park, just one of dozens of performances in her repertoire. The results? Impressive! In just four hours, the girls launched two businesses (Lipstick Love and Sticks), celebrated doing good with gifts to two charities of Joni and Lily's choice (PIPELINE and Music Theatre for Young People) and ate some really good cake.



Joni Cobb and Lily Kaufmann shared their experiences and knowledge with the girls.

WEEK 6

good gracious! why manners matter.

One of the most important traits of a good girl is her manners. During the sixth session campers searched through magazines to find photos of people with good manners and people with bad manners. They all agreed that Catherine, Duchess of Cambridge probably had the best manners of all the women in the magazine. Next, the girls learned the importance of saying thank you by writing personal thank you notes to each of our guest speakers. The afternoon ended with cake and a group discussion of what manners each of the girls thought were important. Responses included using kind words, including everyone and never gossiping. Great manners to possess no matter what your age!

Emily discusses the manners that are important to her.

