



## IGNITING THE SPARK:

### Examples of Next Gen Engagement Strategies

Prepared by the National Center for Family Philanthropy & Youth Philanthropy Connect, a program of The Frieda C. Fox Family Foundation

#### THE LUMPKIN FAMILY FOUNDATION

LOCATED: Mattoon, Illinois, with family geographically dispersed

WEBSITE: [www.lumpkinfoundation.org](http://www.lumpkinfoundation.org)

MISSION STATEMENT: We support people pursuing innovation and long-lasting improvements in the environment, health, education, and community access to the arts.

#### CONTACT:

Amanda Standerfer  
[Amanda@lumpkinfoundation.org](mailto:Amanda@lumpkinfoundation.org)

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## The Lumpkin Family Foundation

### Who Is Involved:

- 6th generation family members
- Supported by the family-led Committee on Trusteeship (charged with Governance and Evaluation) and the Foundation Program Officer

### History of Youth Engagement:

Although it was founded in 1953, The Lumpkin Family Foundation truly established their professional presence in 1994. As the three family lines of the 4th and 5th generation began working together through the Foundation, they realized the potential of their children's contributions. This led the 6th generation, children ages 5+, to participate in a character education curriculum during the annual family reunion. During these gatherings, the whole family participates in community service or nonprofit site visits, as well as a cross-generational team building experience. To incorporate grantmaking experiences into the annual meeting, the 6th Generation Grant Committee was formed for those ages 10 to 21, in which youth nominate a nonprofit of their choice and



share the knowledge that they have accumulated. Shortly thereafter, the committee votes with poker chips, which add up to \$100 per person, for the nominated nonprofits that they would like to support. The grants and amounts are then shared with the entire family during the reunion.

### Current Youth Engagement Strategies:

- 5:1 Matching Gifts Program (ages 5-21)
- Sixth Generation Committee (now ages 8-12; \$100 per member to support those nonprofits presented)



- Next Generation Education Fund (ages 13-21; \$5,000 for youth education grant(s) to a nonprofit organization in a community where a 6th generation member lives or goes to school. The committee determines the location on an annual basis. This acts as the Junior Board.
- Mollie Lumpkin Award (ages 5-21) nominations are made by family

To build philanthropic skills and initiative as individuals, the family provides a matching gift program for those ages 5 to 21, and asks annually for nominations for the Mollie Lumpkin Award to recognize outstanding volunteer contributions of 10+ hours. The deserving recipients are then recognized at the family meeting. In 2010, the Committee on Trusteeship reviewed the next generation efforts of foundation and added an Individualized Outreach Plan to develop the 6th generation members' understanding of philanthropy and areas that foundation supports, as well as build a relationship individually with each child. Each member received an age-appropriate book with a letter from the current foundation Board Chair on his or her birthday. The Committee on Trusteeship also supported the older 6th gen members, those who were between 16 and 21, in developing their own grant program. They did so by creating the Next Generation Education Fund and specifically engaging those over 21 in committee service.

members to recognize at least 10+ hours of service to a nonprofit cause by a youth.

- Character or philanthropic and financial training (ages 5+) at the annual family reunion with a different location and educational focus each year.
- Individualized outreach plan (ages birth-30) ensures an age appropriate book and letter from the foundation Board Chair to each youth on their birthday to create a philanthropic library as they age and encourage parental philanthropy conversations.
- Committee and board eligibility (age 16= member of foundation; age 21+=voting member and eligible for full discretionary and matching funds)
- Member survey is completed every two years to ensure next gen feedback and interest in the foundation.



## Next Gen Perspectives:

*“Having the opportunity to be involved from a young age gave me the interest in the foundation. My favorite part of being on the Junior Board is the ability to make a significant impact with my cousins as our own entity that prepares us for the adult board. When we sit in on meetings and have activities with the older family members, open conversations where the youth voice is equally valued and very powerful.”*

— Zach Whitten, Next Gen Education Fund member

## Adult Perspective:

*“As the kids have grown and matured, it’s been a joy to have their voices represented in the foundation. They have built a collaborative philanthropic spirit that will serve the foundation well in the long run.”*

—Bruce Karmazin, Executive Director



## Advice to Others:

1. Start small and build your youth philanthropy efforts based on what works for your family culture and the ages of your youth.
2. Be flexible and evolve your efforts based on how they participate and are interested.
3. Make use of older cousins who can be a great influence on younger ones. Support them in facilitating the grant meetings on their own.
4. Involve parents, but above all, treat each child as an individual with his or her own identity distinct from those of their parents.
5. Engage in philanthropy networks; several young adult members learned a great deal through talking with their peers



## Resources to Share:

- Individualized outreach plan
- Process documents for Generation Committee and Next Gen Education Fund