

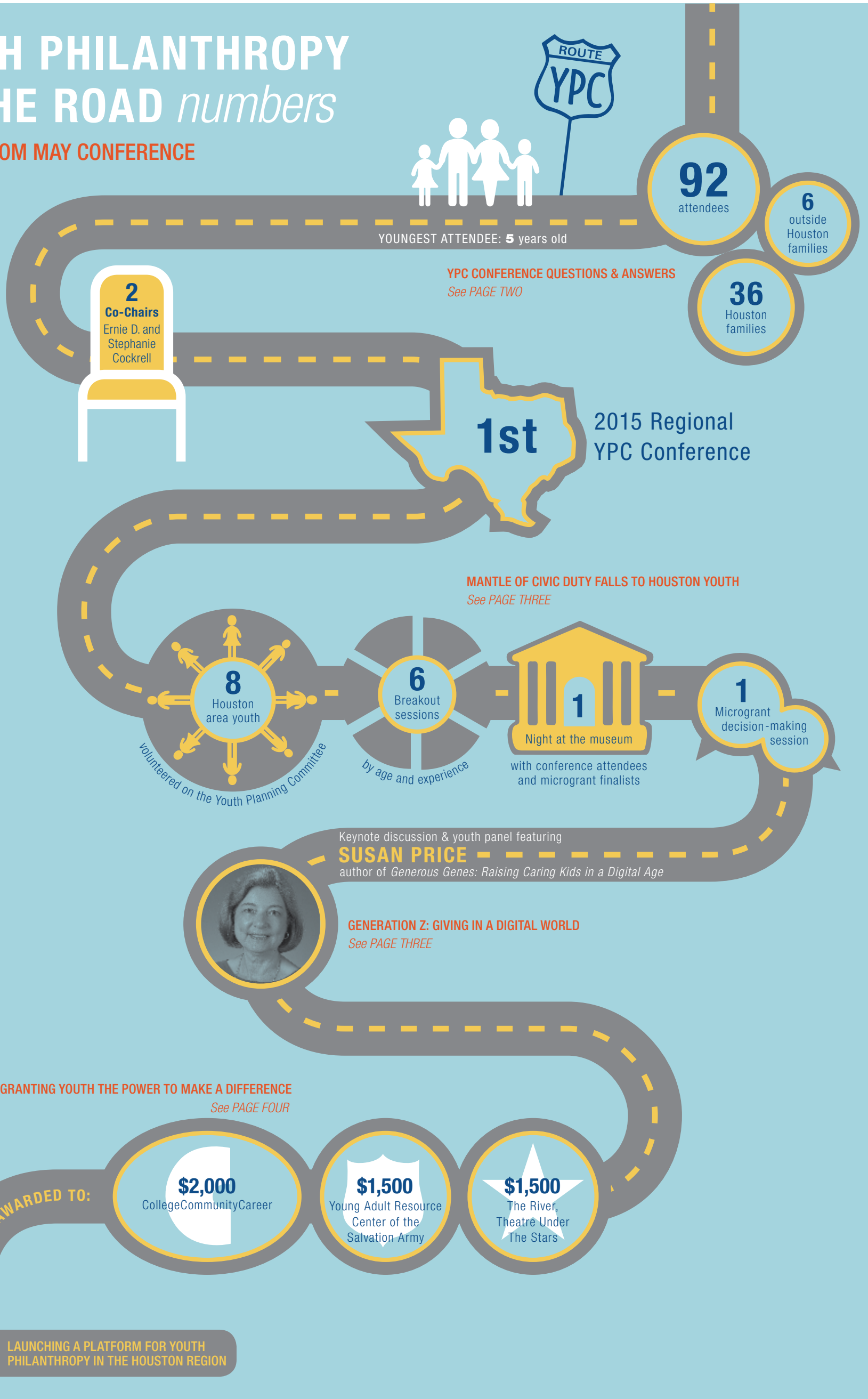
# what are youth doing?

Greater Houston Community Foundation

SUMMER 2015

## YOUTH PHILANTHROPY ON THE ROAD *numbers*

RESULTS FROM MAY CONFERENCE



# Q&A

## *What was the event?*

On May 2nd, 2015 at the JW Marriott Houston Downtown, The Greater Houston Community Foundation (GHCF) partnered with Youth Philanthropy Connect (YPC) to host the 1st 2015 Regional YPC Conference: Youth Philanthropy on the Road! The day-long, multigenerational conference, co-chaired by Ernie D. and Stephanie Cockrell, provided families the opportunity to connect to other youth and families involved in philanthropy, all within the Southwest region. Throughout the day, participants explored various models and effective practices in youth philanthropy, connected with colleagues and peers of other next generation boards, and took home new tools and knowledge to enhance their work. Youth Philanthropy on the Road is the first of five regional conferences to be held throughout the United States in 2015 – a new format for YPC after four successful national conferences.

## *What is YPC?*

YPC is a special program of the Frieda C. Fox Family Foundation based in Studio City, CA and has been developed in partnership with other family foundations interested in engaging youth in their work. When the Youth Philanthropy Connect conference began, its focus was to engage youth, ages 8-21, specifically from family foundations. Now all types of foundations are a part of the conference representing a variety of different models for engaging youth in grantmaking from families to schools to communities.

## *Why did GHCF partner with YPC for this event?*

We started by listening to our donors and looking at the world of philanthropy at large. This event was a natural outgrowth of the multigenerational work Houston families have already been doing in philanthropy. Many of our donors have spoken to the importance of engaging youth in philanthropy because they represent our future. This conference gave donors the platform to share their generosity and commitment to philanthropy with their children. This was a first for us and the success of the conference only inspires us to delve into it further in the future.

## *Why is youth philanthropy so important?*

Youth philanthropy is happening now, so it isn't a discussion as to when, but how to facilitate it. Times have changed: Generation Z, the youth born in the late 1990's and 2000's, are limitlessly connected through social media and are independently involved in global and community issues. Empowering youth in their connections and engaging them in philanthropy are critical to the future of our city and the world.

## *How did the conference bring adults and children together?*

We made sure the conference was engaging for youth. We had meetings for different age groups to show how, depending on where you are in life, there is a fit for everyone's philanthropic desires. This gave youth a chance to prove themselves, to take on philanthropic impact on their own, and to take ownership. Parents who attended learned from their children and observed the capability of youth in philanthropy. Now, parents and grandparents are equipped to continue the conversations about what impact they can have with the next generation.

## *What can Houston communities and older generations do to increase youth philanthropy?*

Any engagement with youth needs to be developmentally appropriate. It needs to be engaging and relevant to what will catch their interests. Helping youth find their passion and figuring out how they can use it to make a difference in their philanthropic goal is key. Providing youth with the opportunity to be philanthropic is critical: this exposure engages them and inspires them to make a difference in the future of their community.

## *How does GHCF help donors and their children in their philanthropic efforts?*

We help donors figure out the best way to engage their own children. Every family is unique. We work both with individuals and families to create custom plans to meet their needs, and we offer engaging and innovative programs on topics that are relevant to families. It's also a matter of connecting families: these connections allow passions to be explored. Young people really like to work with other young people - their friends, cousins, or other families.

## *How do you think this conference will inspire Houston families moving forward?*

This conference showed Houston families that there is an appetite for philanthropy in youth and that there are individuals and groups working to support youth philanthropy. With many people asking about the next conference, it is a revelation about the passion youth already have in giving, and that engaging them and connecting them to the critical issues of today will only further inspire their philanthropic passion.

## *Why should other youth or families get involved in youth grant-making?*

Multigenerational giving is a great way to learn about the nonprofit world and to give back. When youth are involved in the community alongside their parents, it's a learning experience on both ends: youth learn from the experience of their parents, while parents learn that their children have the power to make a difference. By connecting youth with older generations, and families with other families, philanthropic impact only continues to increase.

## *How did the Conference build awareness?*

Youth Philanthropy on the Road! highlighted the fact that there is an astounding amount of need but that there are great organizations out there working incredibly hard to help and bring about meaningful change in our city. The conference further revealed the criticality of engaging youth in building the next generation of philanthropic impact. ❖





## GENERATION Z: GIVING IN A DIGITAL WORLD

On May 2nd, 2015, parents and youth gathered to attend Youth Philanthropy on the Road!, a natural extension of Houston families' multigenerational work in philanthropy. Many of Greater Houston Community Foundation's (GHCF) donors have spoken to the importance of educating youth on philanthropy, but in a digital world the generational gap needs to be addressed. There is no better person to do this than featured keynote speaker and author Susan Crites Price, who gave her first talk since the launch of her latest book, *Generous Genes: Raising Caring Kids in a Digital Age*.

Price is a well-known writer and speaker from Washington D.C. and former Vice President of the National

**Technology has exposed all ages in innumerable ways, giving youth endless connections and empowering independence in the world of philanthropy.**

Center for Family Philanthropy. Known as a top expert on the topic of family philanthropy, Price has immersed herself in the exciting but challenging topic of connecting multiple generations with the goal of increasing philanthropic impact.

In her speech, Price centered her call to action on engaging "Generation Z," the youth who were born into the age of technology in the late 1990's and 2000's. With the rise of social media, times have changed for this generation: technology has exposed all ages in innumerable ways, giving youth endless connections and empowering independence in the world of philanthropy.

At this key time in the evolution of giving, Price revealed that in a world of limitless connection, the role of parents is helping youth understand and connect to the specific causes they're passionate about. It is this passion that makes youth's impact lasting. Price further encouraged listeners to remember the most important connection: family. Giving as a family lets generations learn from each other, and prioritizing it allows for philanthropy to become an interest rather than an obligation – a key factor in shaping Houston's future for the better.

After her talk, Price worked with two youth from the planning committee to further explore the topic of philanthropy in a digital world. David Warmack and Ashley Deutser shared with her their philanthropic work, their connections to philanthropy through social media, and their charitable work with their parents. Deutser found her

**Giving as a family lets generations learn from each other, and prioritizing it allows for philanthropy to become an interest rather than an obligation.**

talk with Price invaluable: "I really liked her because she was easy to talk to. It's easy for us to connect to charities through social media, and she helped me think about how I can work with my parents and further contribute to the evolution of giving."

Price's presence at the conference inspired the families in attendance by reminding them of the empowering roles youth have in philanthropic impact. As Rachel Young, Marketing & Communications Associate at GHCF, pointed out, "Price's talk revealed that there is an appetite for philanthropy in youth, and that it's up to families to engage them." Embracing the digital age and funneling Generation Z's passions into philanthropic work inspires hope for the future of philanthropy. ❖

**60%**  
**of Gen Z**

(VERSUS 39% OF MILLENNIALS)  
say they want to change the world.

## MANTLE OF CIVIC DUTY FALLS TO HOUSTON YOUTH

Editorial featured in the Houston Chronicle on May 16, 2015



By Ashley Deutser | May 15, 2015

Fortunately, we live in a city that doesn't ask the question whether or not to give.

The questions that are more often asked in Houston are: "When?", "How?" and "Where?"

The generosity that exists in our city is rooted in the history of Houston. We are who we are because of those who came before us. Philanthropic leaders and families, such as the Jones family, the Cullen family, the Cockrell family and many others, have had a vision and passion for our city. Their contributions have not only made an indelible impact on our city, but also set the foundation for my generation.

Today, a giving spirit remains that permeates our city's philanthropy. It is not simply the donating of money that defines us, rather the incredibly generous spirit of helping and giving.

According to the most recent Center for Houston's Future "Civic Vitality" report, Houston ranks third in the country for "Charitable Giving Rate." According to that same report, adults in the region volunteered 122 million hours, collectively valued at \$2.8 billion. And, in this past year alone, through the focus and giving spirit of its donors, Greater Houston Community Foundation helped charities across our city and state with more than \$100 million in philanthropic gifts.

Yet even with the generosity of those who have come before us, the fact remains that our city is inundated with need. Real need. The need is not limited to one area or one group - neighbors and friends are in need across our community. For example, according to the Houston Food Bank, every day 66,200 people in Houston are hungry - 5,000 of them children. Our city can and must do better.

It doesn't matter how old a person is to understand the dichotomy that exists in our city and in cities across the nation and globe. It doesn't matter how old someone is to become part of the solution. The next generation of Houstonians will need to care as much about others as we do about ourselves. We can demonstrate that care by way of how we live, how we help and how we give - our time, talents and resources - regardless how limited.

Being exposed to increasing need in our community through my leadership role on the Greater Houston Community Foundation's Youth Philanthropy Connect Conference has opened my eyes and my heart to the plight of others. This family-focused philanthropic effort will set the foundation for the next generation of givers and doers to know that whatever we can give and do for our city and those in need matters.

I used to think that only the high-dollar, big-named gifts were the ones that matter, but I have seen first-hand that every gift has value - whether making sandwiches for the hungry, raising money for school supplies, giving time to a nonprofit to support its administrative functions or to create cards or artwork for the elderly or sick. Giving comes in all different shapes, sizes and ways. We cannot wait for others to do what we can do today.

It is clear that we are the next generation of givers. What we do and become will define not only our future, but that of our city and way of life. People are just beginning to look at those of us in "Generation Z," and write about what we believe and how we become involved. One thing is clear: Nothing will be defined about us until we do it. Giving starts at every age. ❖

*Deutser, a 10th-grade student at The Kinkaid School, is a member of Greater Houston Community Foundation/ Youth Philanthropy Connect Planning Committee.*



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## GRANTING YOUTH THE POWER TO MAKE A DIFFERENCE

When Greater Houston Community Foundation (GHCF) partnered with Youth Philanthropy Connect (YPC) to host *Youth Philanthropy on the Road!*, one of the most impactful learning experiences for youth at the conference was a hands-on grant-making process to give away \$5,000 to local nonprofits who applied. This process provided youth the ultimate opportunity to embrace their own philanthropic impact and realize that they had the power to make thoughtful decisions.

In the month leading up to the conference, the youth planning committee read and scored grant proposals from 17 nonprofits (each of which was either started and led by youth or had a youth focus) and selected five finalists. Youth conference attendees gathered the



Friday before the conference to interview youth representatives from the five nonprofits. Martha House, a youth conference planner, loved the personal interaction this provided -

**“After talking to nonprofits’ representatives, I felt good because I knew each one deserved the grants. I wish I could have given the grants to every nonprofit that applied but it felt good to know that we would be able to help with what we did have.”**



On the day of conference, the youth attendees convened once more to choose from the five finalists, factoring in their interviews from the night before. Throughout the entire process,

the youth felt the impact of learning from each other. Youth conference planner Jennifer Margolis -

**“Everyone was from different schools and had varying experience with philanthropy. Each new perspective opened my eyes and made me feel special getting to be at an event that was so diverse and inspirational.”**



The youth faced a challenging decision in deciding which nonprofits merited the grants, but Steve Maislin, CEO of GHCF, was impressed with their thoroughness -

**“It was eye-opening to watch the youth working together to discuss the applicants and debate their merits,” he confided. “There was a passion and dedication driving each of them that was truly inspiring. You could tell they really cared about the outcome.”**



In the end, three worthy organizations received micro-grants from the conference: **CollegeCommunityCareer, Young Adult Resource Center of the Salvation Army, and The River, a special program of Theatre Under the Stars.** The rousing success of this process highlighted the core message of the conference: that youth have the power to make a difference -

**“This process was an eye-opener for me and everyone else involved,” said House. “There is an astounding amount of need out there, but there are so many great organizations that are doing things to help people out in our community. It was an honor to learn from them and to also see how we can help bring about change ourselves.”**

The conference closed the gap between generations. Not only did youth feel empowered, but the adults realized that Houston’s future is in good hands. Jennifer Touchet, Donor Engagement Director of GHCF, applauded the maturity of the youth’s commitment to the grant process -

**“Watching them work their way through the grant process was both impressive and relieving because these youth are the future of Houston philanthropy. It showed how powerful a really engaged group of youths can be.”**



Not only were the youth distributing grants, but they were also learning leadership, financial knowledge, and how to build their analytical skills. These are the lessons that will be carried with each and every youth attendee in the years to come, the lessons that will impact Houston’s community and make the city a better place. The grant process beckoned to the future of philanthropy, paving the way for successful philanthropy within the new generation. ❖