

— THE ESTATE PLANNING COUNCIL —
OF CLEVELAND

FPA[®] OF NORTHEAST OHIO
FINANCIAL
PLANNING
ASSOCIATION

Welcome!

**Updates from the
Cleveland Foundation on Digital
Innovation, Family Philanthropy
and Charitable Giving**

Thursday, November 15, 2018

*Please join us after the presentation for
refreshments and networking!*



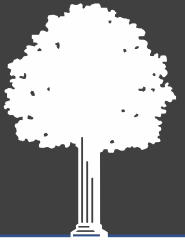
Building a Stronger Digital Community

How the Cleveland Foundation is
Positioning Greater Cleveland as
a Leader in Digital Equity &
Innovation

November 15, 2018



The Team



Leon Wilson

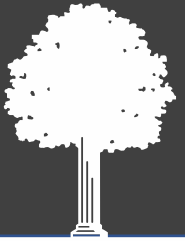
Chief of Digital Innovation + Chief Information Officer
lwilson@clevelandn.org



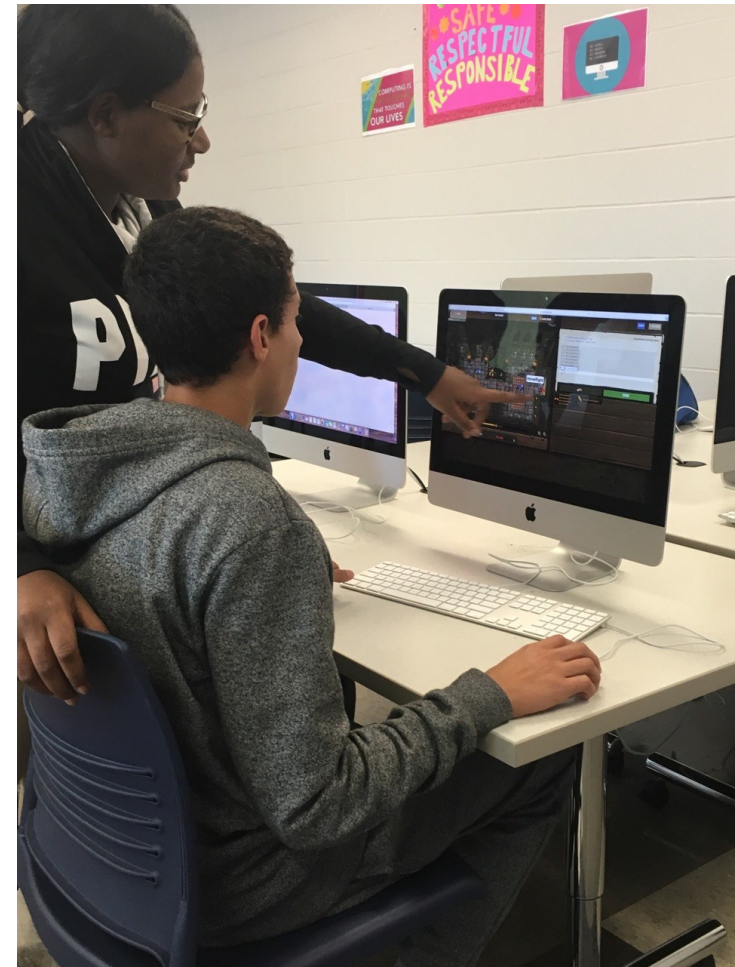
Joshua Edmonds

Digital Innovation Fellow
jedmonds@clevelandn.org

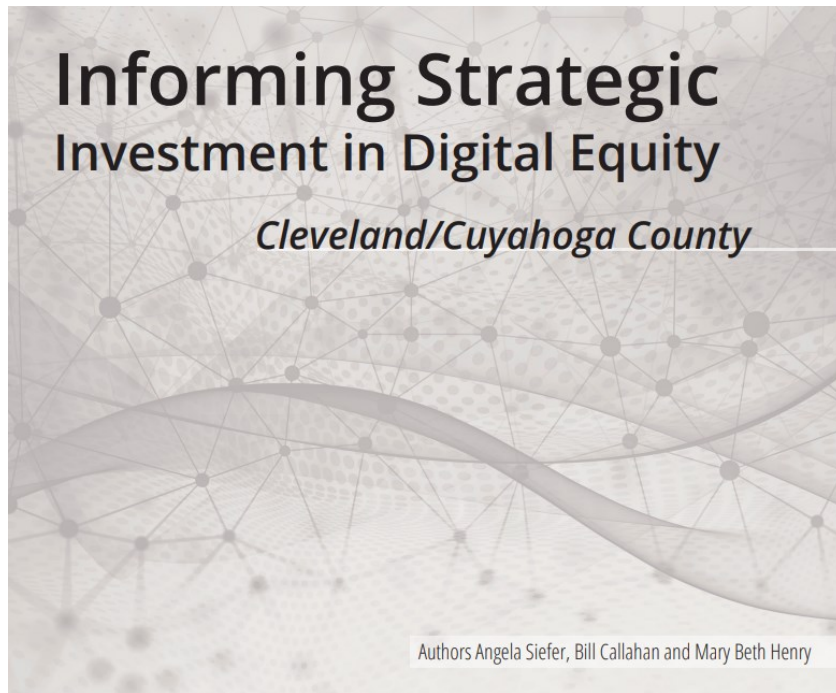
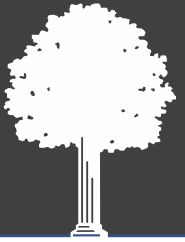
The Digital Excellence Initiative



- Create a more connected community
- Support digital skills development
- Improving digital civic engagement
- Elevating regional digital leadership
- Encouraging technology innovation for social good



The Information



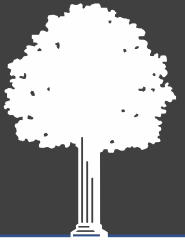
Adoption Persistence:

A LONGITUDINAL STUDY OF THE DIGITAL INCLUSION IMPACT OF THE CONNECT
YOUR COMMUNITY PROJECT ~ AUGUST 28, 2017

August 28, 2017

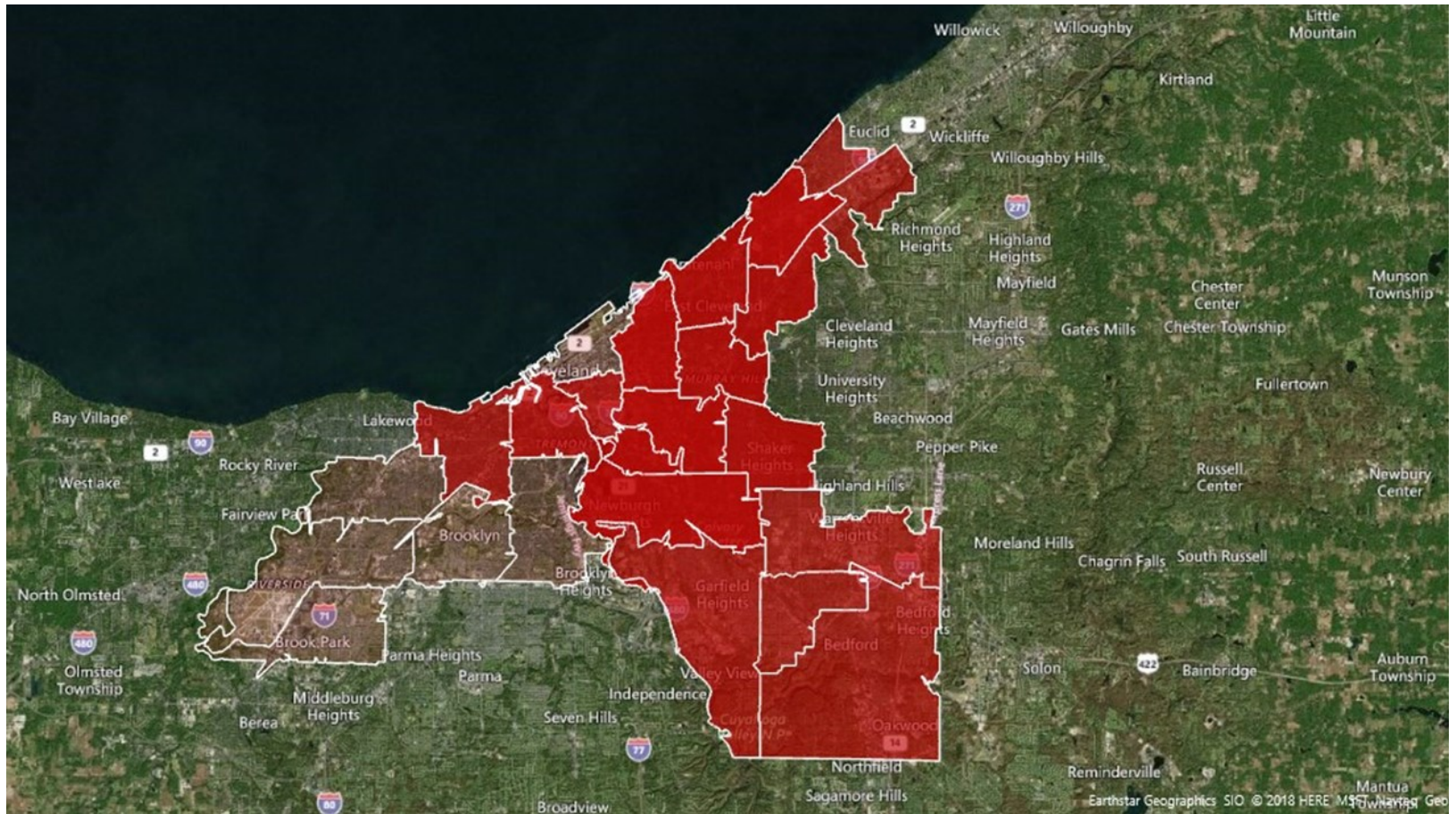
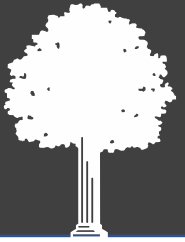
Samantha Schartman-Cycyk
Valdis Krebs

America's Worst-Connected Cities

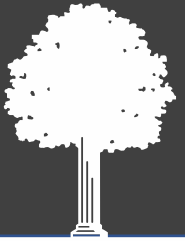


City, State	Worst – Connected Rank	% of Households Lacking Internet Access
Laredo, Texas	1	32.30%
Brownsville, Texas	2	30.90%
Hialeah, Florida	3	30.00%
Detroit, Michigan	4	27.00%
Cleveland, Ohio	5	26.60%
Memphis, Tennessee	6	25.00%
Miami, Florida	7	24.80%
Philadelphia, Pennsylvania	8	24.40%
Newark, New Jersey	9	24.30%
Syracuse, New York	10	24.10%

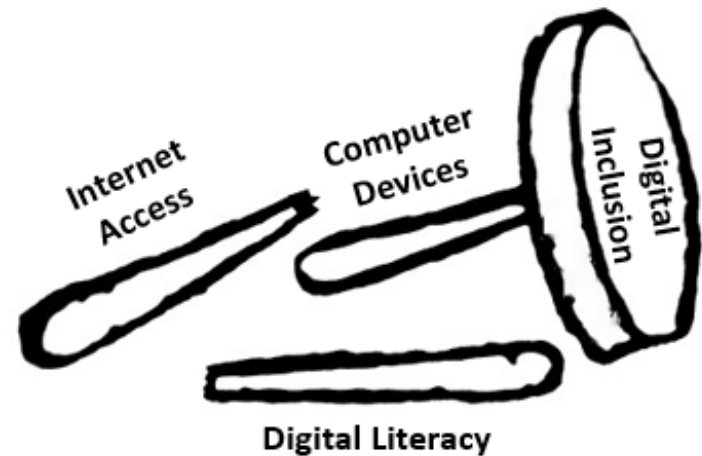
Digital Equity High Needs Areas (DEHNAs)



A Disconnected Community

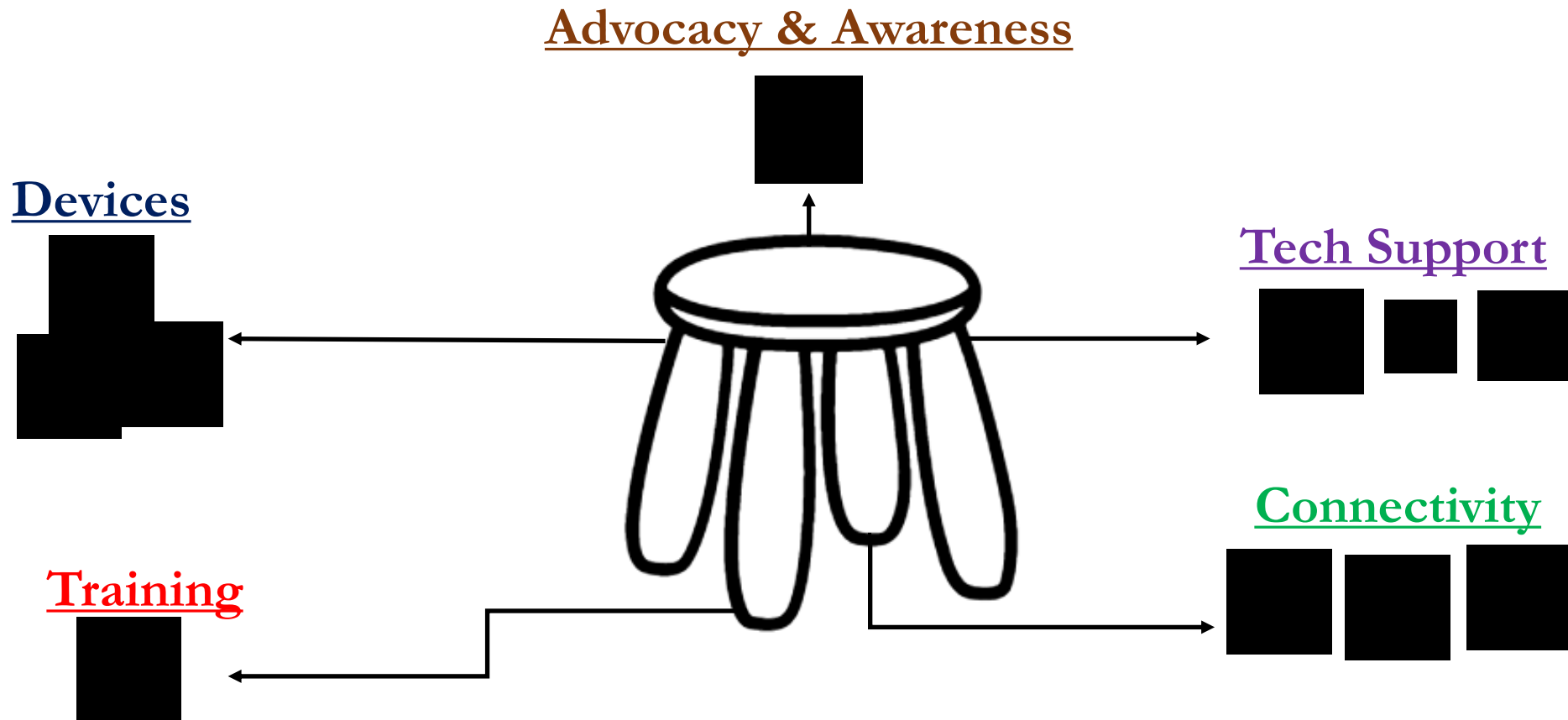
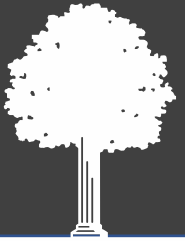


The standard digital inclusion model



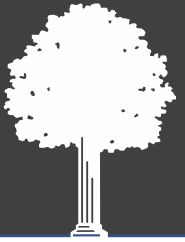
Cleveland's model

Cleveland's New Model



In an intentionally equitable & inclusive manner

Devices + Tech Support



Details

Computers ranging from **free** to ~\$120

Low-cost Tech Support ~\$25

Low-cost Internet ~\$10 per Month

E-Waste Recycling

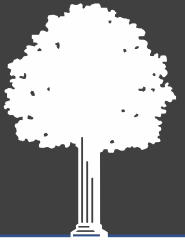
Local Hiring

Sustainable



pcsforpeople

Connectivity + Training



Details

28 Cleveland Public Library
Branches

4 County Library Branches

Free 3-week Hotpot Lending

30+ Digital Literacy Training Sites

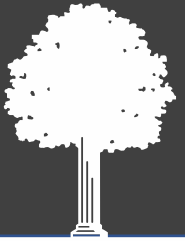
Ease of Funding



Cuyahoga County
Public Library



Advocacy + Awareness



Details

Community Quarterbacks

Nominal Overhead + Marketing Investment

55k CMHA Residents

30K CHN Residents

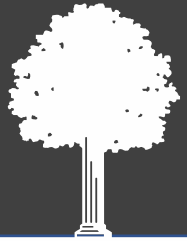
3 Year Commitment



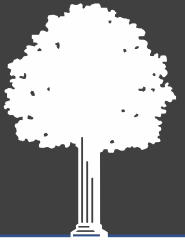
Cuyahoga County
Public Library



The Partners: Connecting the Community



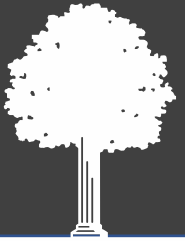
Tech Innovation for Social Good



- Monthly technology meetups
- Infant Mortality Developer Challenge
- Blockchain for Social Good Challenge
- Criminal Justice Reform Challenge
- CUT Group
- Data + Art Residency



2019 Goals



- NTEN + Digital Literacy
- Public WI-FI
- Startup Support
- Blockchain for Good
- Civic Tech Bench
- Corporate Engagement





QUESTIONS?



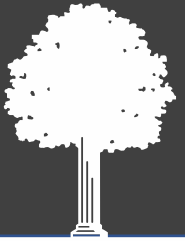


Family Philanthropy

A Multigenerational Approach
November 15, 2018

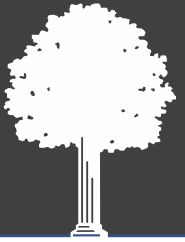


Family Philanthropy



- Setting a mission statement that resonates across generations
 - Aligning a family's values, goals and giving strategies
 - Creating a place to share and preserve a family's philanthropic history
 - Educating the next generation to become our next philanthropic leaders
-

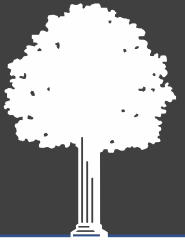
The Role of the Professional Advisor in Family Philanthropy



- Identify Philanthropic Intent with your clients
- Advise on charitable contributions for maximum tax and estate planning benefits
- Asks if the donor wants the family to be involved
- Connect the family to a facilitator or be the facilitator for conversations around Family Philanthropy

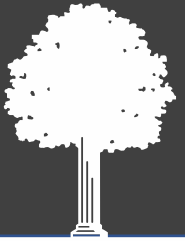


Understanding the Generations



“The events and conditions each of us experiences during our formative years determines who we are and how we see the world.” – Lynn C. Lancaster & David Stillman *When Generations Collide*

The Generations



- The Silent Generations – 1924 – 1945
 - Baby Boomers – 1946-1964
 - Generation X – 1965-1980
 - Generation Y or Millennials – 1980-1995
 - Generation Z – 1995-2015
-

The Silent Generation

1924 – 1945

- Born during World War II and the Great Depression but came of age during postwar happiness.
- Stay at home moms
- Life-long loyalty to a lifetime job
- Children worked hard and kept quiet
- Focused on their careers vs. activism although civil rights leaders were just coming on the scene
- Patriotism, Loyalty and Faith in communities and institutions
- Saved for a rainy day



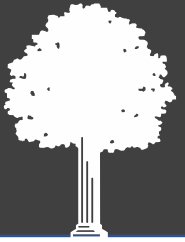
The Baby Boomers

1945-1965

- Experienced the Economic Boom
- A large spike in births after soldiers returning home from WWII
- Televisions in every home
- Civil Rights Movement and Activism
- The Draft and the Vietnam War
- Fought the Cold War and smashed down the Berlin Wall
- Rock and Roll
- Two income families
- Optimistic, Idealistic and Uncynical and believe in Civil Rights

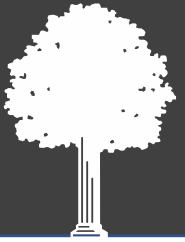


Are Boomers Ready to Make the Greatest Wealth Transfer in History?



- There will be an anticipated \$30 Trillion Wealth Transfer in the next 30 to 40 years.
- Several studies indicate:
 - 70% of those intergenerational wealth transfers will fail by the time they reach the second generation.
 - One third of the people who received an inheritance had negative savings within two years of the event
 - Most people who inherit money are ill-prepared to manage it
- Proper planning is key to providing a solid financial future for the next generation and preserving a family legacy

Generation X 1965-1980

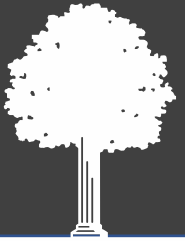


- Watergate and Iran Contra shaped opinions about government
- Corporations were downsizing
- Latchkey kids meant more independence
- AIDS
- Global awareness about hunger and famine
- Crack is introduced to drug culture
- Skepticism about Marriage as divorce rate tripled
- Resourcefulness was a common characteristic
- Very Independent



Generation Y – The Millennials

1980-1995



- Terrorism shakes our country with Oklahoma City, Columbine and September 11, 2001
- Weather and Climate changes produce Katrina and Rita
- Cell phones...they all have cell phones
- The Internet has arrived and PC's are accessible either at home or libraries
- Social Networking and Social Media change the dynamics of communication



- Teamwork and collaboration are critical
- They believe in making an impact, not always with dollars, but with volunteer time
- Diversity is top of mind
- They are Global Citizens

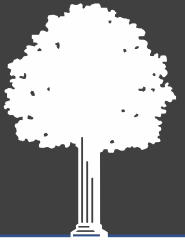
Generation Z

1995-2015

- The first black president is elected
- The 2008 Recession impacts their families
- Entrepreneurship is top of mind to these pragmatic, socially conscious individuals
- They are Digital Natives...Smart Phones and Touch Screens put the internet right at their fingertips
- Instagram, Snapchat, YouTube
- Philanthropy is done through Crowd Sourcing and Crowd Funding



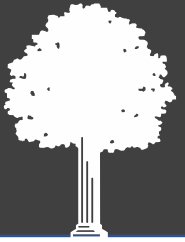
Cleveland Foundation's Role with Families



Identifying and establishing a family legacy...

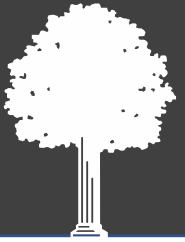
- Discover causes about which families are passionate
 - Explore values that drive their giving and translate those to mission and vision
 - Present effective grantmaking considerations in researching non-profit organizations and programs
 - Determine goals for your philanthropic legacy
-

Family Philanthropy



- We facilitate meetings with donors and their families
 - Capture and share experiences from the family's philanthropic beginning to planning for its future legacy
 - Develop family mission statements
 - Identify collective family values
 - Explore generational differences to facilitate better family engagement
 - Create a distinct and original family giving plan

Family Philanthropy



Tools for capturing data across generations

Values Identification

- Faith
- Success
- Courage
- Compassion
- Responsibility
- Honesty
- Obligation
- Creativity
- Innovation

Cause Affinity

- Education
- Youth
- Health
- Arts & Culture
- Literacy
- Refugees
- Hunger
- Homelessness
- Environment

Family Money Messaging

- How was money discussed in the household?
- Where did philanthropic dollars come from?
- What have we inherited?

Picturing Your Legacy

Guiding a family towards articulating their legacy. Sharing how you aspire to be in the world.



QUESTIONS?

