

# Developing Thoughtful Giving.

Thoughtful philanthropy requires time invested up front. Auckland Foundation can work directly with clients or alongside other professional advisors to walk through a series of key questions and exercises to bring to life a tailored structure and strategic philanthropic programme. Our framework follows these five big questions:

## 1. Why are you giving?

People's giving at its core is motivated by their values. Identifying what these are is the key starting point. Many factors influence our values – our need for recognition, our faith, matters of legacy, family, commitment, & experience. Understanding these motivations ensures we build a programme that will be sustained and successful.

## 2. What do you want to achieve?

Being clear about the issues you are motivated by and the connection these have with your values will enhance both the contribution you will make and the satisfaction you will feel from your giving programme. Different frameworks include: our big challenges – e.g. literacy, poverty; more specific challenges – e.g. social housing, access to fresh food; a population approach – e.g. elderly, refugees, etc.; place based impact, and institutions – e.g. hospitals, the City Mission.

## 3. How do you think change will happen?

There are many theories of change and often a donor finds themselves working across several valid interventions. Included in these are a focus on research, building awareness, shaping policy or driving innovation and remediation – repairing the harm that has occurred.

## 4. How will you measure success?

Evaluation is a hot topic today and it is important to note that not everything that is valuable in life can be measured! Getting expectations right at the outset is important. Auckland Foundation discusses the various approaches to assessment to understand how you see success.

## 5. Giving with others

It can be useful from the outset to consider how public a donor wants to be in their giving, how much time you want to devote to it, if you want the whole family to be involved, and whether there are others you would like to collaborate with.

There is a lot to consider when you are designing a successful giving programme. Of course, intuition and passion are important influencers alongside a solid planning process. Working with Auckland Foundation through these steps, ensures a holistic approach and a clear focus on the impact you want to have in the world.

**Contact Auckland Foundation CEO Mark Longbottom on 021 342 469.**