



LOCATED IN: Santa Monica, California, with family geographically dispersed

MISSION: We award grants to nonprofit organizations serving children and families living in poverty in three Southern California neighborhoods. In addition, a small portion of our funding goes to nonprofits promoting youth and family philanthropy

Who Is Involved:

- ✓ 4th Generation family members (20 youth ages 7-22)
- ✓ Supported by family member President and Executive Director



History of Youth Engagement:

The Lawrence Welk Family Foundation was formed in 1960 by musician and entertainer Lawrence Welk. His daughter, Shirley Fredricks, became the foundation's president in 1980, and quickly established one of the nation's first next generation boards in 1983 for the third generation who were ages 12-24. For Shirley, it was an obvious way to involve the family. The youth participated at full board meetings and were given 10% of the board budget for their own grantmaking. Youth would introduce organizations outside the normal grant guidelines that were relevant to the day, and made consensus driven decisions at their own meeting, following adjournment of the regular board meeting.

In the mid 1990s, all the junior board members were invited to join the full board, and in 1997 Shirley stepped aside to allow one of the next generation board members to assume leadership. As the third generation became parents, they invited their own kids to go on site visits and other activities that motivated them individually to become involved. During the annual family reunion in 2000, they launched Cuz-apalooza, exposing the younger family members (ages 4+) to social

issues in addition to offering fun, hands-on service and fundraising activities. For example, one year they sold Krispy Krème donuts to golfers to raise money for an air conditioning unit for a nonprofit they support. Not only did they succeed, but they also achieved twice their goal. Another way the children are introduced to social issues is through playing civically minded games like Free Rice and Raise the Village.

In 2008, the Foundation reinvented the junior board for a new generation of potential family philanthropists 7 years and older. A cousin facilitates while the youth discuss how to grant \$3,000-5,000. Because of their young age, very few had previously attended full senior board meetings. Consequently, the junior board discussed different ways to run a board meeting, and decided on a system where junior board members nominate organizations that work globally on behalf of children, then discuss them as a group. Grants are awarded by consensus, giving youth the opportunity to develop teamwork skills.

On the other end of the spectrum, the foundation will address engaging the older 4th generation on the senior board in the coming year.



Current Youth Engagement Strategies:

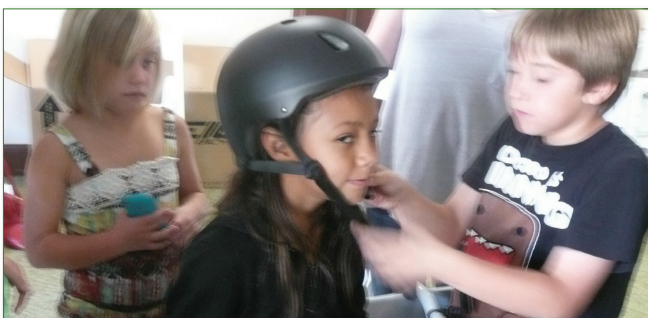


- ✓ **Cuz-apalooza Family Reunion** includes multi-generational service opportunities, fundraising and grantmaking activities service, and site visits that include grants.
- ✓ **Junior Board** meets during Cuz-apalooza to present grant nominations to each other. The fourth generation members discuss the merits and drawbacks of the organizations they are considering in their own junior board meeting. They facilitate their own meeting and come to consensus in awarding grants.
- ✓ **Matching Grants** are offered for volunteer time and personal contributions to nonprofits about which they care.

Adult Perspective:

“It is so incredibly moving to see the kids become passionate about something they are engaging in, especially with one another and across family lines. We have tried hard to be really relevant and nimble to respond to these passions. It is encouraging how young you can start to develop philanthropic interests and skills!”

—Lisa Parker, President and Executive Director



Next Gen Perspective:

“I like it when we go places instead of just choosing where to give money. It’s great even for the little kids. I liked going to the Wild Animal Park and learning about their conservation projects and it was fun for all of us to plant a garden at Olivewood. I like the way we do it because it’s fun so it makes us want to be involved.”

—Gillian Parker, Sophomore in High School

Advice to Others:

1. One of the things we started too late was having the youth design their own program. Since our meeting is in mid-June, it is hard to engage kids in the planning at the end of the school year and beginning of the summer. We have found that engaging them at the meeting the year before works well.
2. Reach out to other foundations and have them visit to share their experiences with the youth. This helps to normalize the experience of being a part of a family foundation and can create peer-to-peer inspirations.
3. Make experiences relevant. For example, when a family member was adopted from China, we were able to learn about nonprofits that support adoption and raise funds for a child in the orphanage to undergo cleft palate surgery. Think about how to balance grantmaking, service, and fundraising to make philanthropy fun! This generation wants to be involved, so give them lots of options.

Resources They Have Available to Share:

- ✓ “Cuzapalooza!” Process Documents

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