



A Family's Giving Journey Lends Lessons in Next Generation Philanthropy

by Shelley Hoss, President, Orange County Community Foundation

Laguna Beach resident, Ranney Draper, has high hopes for Orange County students. An ardent believer in the power of education, Draper has been investing in innovative strategies to see students through high school and on to college for more than two decades, enlisting the help of the Orange County Community Foundation (OCCF) since he and wife, Priscilla, opened the Draper Family Foundation Fund in 2002.

For the past 15 years, the signature work of the Draper Family Foundation has been "Helping Kids Succeed," their comprehensive college access initiative that has accelerated the success of more than 100,000 local students through grants to 35 nonprofit partners topping \$5 million. And to seal the deal, they have awarded more than a million dollars in four-year scholarships to 130 Orange County students to fulfill their dream of a college education.

But that's not the only generation that Draper is influencing through his philanthropy. The next generations of his own family are learning lessons in giving through a strategic philanthropy plan crafted with support from OCCF, resulting in nearly \$25 million in grants and scholarships over the past 15 years.

At the heart of the Draper Family Foundation lies a two-pronged strategy: Make thoughtful and strategic investments today, while passing on an enduring family legacy of giving. Their mission is to "demonstrate a family heritage of giving by investing our resources wisely and generously for the benefit of our communities, and to make a lasting impact through giving that is focused, strategic and effective."

The Drapers' thoughtful and intentional approach to philanthropy is yielding lessons that can inform other families seeking to create philanthropic impact while grooming the next generation of givers. If your family holds philanthropy among the values you hope will endure, here are some guidelines to consider.

Incorporate Giving Into Everyday Conversations. Creating a family culture grounded in philanthropy doesn't begin the day a family establishes a fund or foundation. It must be approached as values modeled daily and frequently discussed among all generations.

Create Space to Explore Divergent Passions. Grandparents and parents hoping to engage the next generation benefit by encouraging their children and grandchildren to direct philanthropy based on their personal giving priorities. The Draper family has invited each of the branches of their family to practice giving in their own communities and areas of interest, in addition to family giving toward common goals.

Document Family Values. Founding donors can ensure that their vision is carried out during their lifetimes and beyond by developing a strategic giving plan. The Drapers' plan includes a philanthropic mission statement, multigenerational family engagement, access to nonprofit events and site visits, and administration of grant programs by OCCF, allowing family members to focus on the most rewarding elements of their giving while OCCF to handle the rest.

As the Draper family has proved, philanthropy is a powerful tool to strengthen family bonds and deepen the shared values that will be passed on to future generations. Learn more at oc-cf.org.

Shelley Hoss

Since May 2000, Shelley Hoss has served as president of one of Orange County's most prominent philanthropic organizations, the Orange County Community Foundation. The mission of OCCF is to inspire a passion for lifelong philanthropy, faithfully steward donors' intentions, and catalyze sustainable community impact.

