

AFRICAN AMERICAN UNITY FUND AND FUTURO LATINO FUND AWARD 2016 GRANTS

From Ally Freeman, *Communications Manager*



On June 21, twenty nonprofits from around the community were awarded a total of \$300,000 from the Omaha Community Foundation's African American Unity Fund (AAUF) and Futuro Latino Fund (FLF). Grantees, supporters, and friends gathered at the Apollon Art Space in South Omaha to receive their awards, network, and celebrate.

Carolina Quezada, Chair of the FLF Grant Committee and Tahnee Markussen, Chair of the AAUF Grant Committee presented awards to the nonprofits. Funded projects ranged in size and scope, from a \$29,100 grant to the Omaha Freedom Writers Foundation to support a student trip to the opening of the National Museum of African American History and Culture, to a \$5,000 grant to the Metro Young Latino Professionals Association to help fund capacity building and young professional development programs.

The mission of the African American Unity Fund is to involve more African Americans in philanthropy and to provide support to emerging nonprofits that improve the quality of life for African Americans in Omaha. The Futuro Latino Fund provides philanthropic support to improve the quality of life of Latino families and communities in Omaha.

The two funds award grants to innovative programs, initiatives, services or other ideas within several focus areas that serve the African American and Latino communities in Nebraska. Grant recipients are determined by a committee of professionals and community leaders that reflect the populations served by each fund.

2016 GRANTEES

ARTS

Nebraska Sigma Zeta Education Foundation
Salem Baptist Church

CARE AND SUPPORT SERVICES

A Time to Heal
Carole's House of Hope

COMMUNITY BUILDING

Comunidad Maya Pixan Ixim
Deer Park Neighborhood Association
Midlands Latino Community Development Corporation
More Than Just a Village Academy
Victory Boxing Club

CULTURE, HISTORY, AND EDUCATION

Omaha Branch of the NAACP
Omaha Freedom Writers Foundation

HEALTH AND WELLNESS

City Sprouts South
Yo Soy Salud y Vida

PROFESSIONAL AND LEADERSHIP DEVELOPMENT

Metro Young Latino Professionals Association
Urban League of Nebraska Young Professionals
South Omaha Community Care Council, Inc.

YOUTH

Matters On Tomorrow
Omaha Nitro Futbol Club, Inc.
Simple Foundation
Sisters of the Presentation of the Blessed Virgin Mary

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tinyurl.com/Utilizing-IRA-Charitable

Giving to Women and Girls: Why it Matters
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The (Family) Value of Philanthropy
tinyurl.com/Family-Value-of-Philanthropy

THE ADVISOR

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Omaha Community Foundation

Let good grow.

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View the newsletter online at:
tinyurl.com/ocfadvisor

GIVING ACROSS GENERATIONAL DIVIDES

From Sara Boyd, *President and CEO*

There is something incredibly special about giving together as a family. The experience fosters a commitment to the community that can transcend generations and build family legacy. Yet while family giving helps establish a tradition of philanthropy for years to come, it can often seem daunting as families first set out to bring their loved ones together to define their philanthropic vision.

Although many envision an idyllic scene with their family bonding over charitable giving, it is important to remember that philanthropy can be a sensitive subject. Even though no one privately benefits from the dollars under discussion, each family member has a deep connection to what the experience means to them personally.

In order to help ensure a meaningful experience for everyone involved, it is critical to build structure around your family's giving. There are several key considerations to guide your family through the pros and perils of giving across generations:

Manage Expectations – At the outset, it is beneficial to provide as much clarity as possible around roles and expectations for what the family is coming together to accomplish. Key considerations can include who will be involved and what their participation should look like.

Acknowledge Familial Roles – We all have roles within our family. Giving money away doesn't change the fact that we relate to one another in certain ways. In order to manage your family's dynamics, it is best to have a strong process in place to guide interactions.

Recognize Generational Differences – Each generation has had formative experiences that have shaped their world view. Generations vary widely on their relationship with institutions, where they acquire information, and their preferences for interactions with a cause. This has a profound impact on the values and priorities each generation brings to their charitable giving.

Find Common Ground – Identify shared values as the basis for your family's giving discussion. It is often helpful to define a mission and vision for the family's philanthropic activities, so that funding decisions can be evaluated based on alignment with common values and shared aspirations for your giving.

Allow Space for Individuality – If possible, it is advisable to allow some discretionary giving specifically around issues or organizations that are close to each person's heart. By enabling family members to allocate resources toward causes they are personally passionate about, you can elevate the discourse for communal decisions.

Enjoy the Journey – Regardless of the size and scope of your family's philanthropy, the very act of giving can be a transformational experience—there is no telling what impact you can have on the community and one another. Giving together provides the opportunity to learn from each other and grow as a family, all while making a lasting mark on the world.

For more information on family giving, contact us at **(402) 342-3458** or visit **www.omahafoundation.org**.

PROFILE IN GIVING: LEADERSHIP OMAHA GIVING CIRCLE

From Stacey Goodman, *Donor Services Specialist*



Recently Lynda Shafer, Director of Leadership Development at the Greater Omaha Chamber, shared insights on the Leadership Omaha program and the tremendous work recent classes have made possible through their giving circle.

Why do you feel it is important for Leadership Omaha participants to gain exposure to the nonprofit sector and learn about the philanthropic process?

The nonprofit sector is integral to the successes the Omaha community has experienced, as well as in the ongoing work to address the challenges that still exist. We can't fulfill the goals of the program without understanding both the nonprofit sector and philanthropy. Business leaders in Omaha have instilled a deep sense of philanthropy into the community. We expect that Leadership Omaha alumni will continue the tradition of philanthropic support for all aspects of the community, from the arts to urban development to juvenile justice.

How has the giving circle been integrated into the program curriculum?

With the generous support of the Omaha Community Foundation, we just completed our second year of the giving circle. The concept of the giving circle is introduced to the class at the first or second seminar of the year. A list of all nonprofits which the group encounters during the rest of the year is maintained and the class votes on those nonprofits they believe are most worthy of being given a share of the funds in the giving circle. During the course of the year, class members have the opportunity to advocate for nonprofits they feel passionately about. We continue to "tweak" the process, but there is no doubt the class takes notice of organizations differently when they are pondering a monetary donation than when they are just visiting for information.

In watching each class collectively decide how and where to invest charitable dollars, what have been some of the key lessons learned for Leadership Omaha participants?

- » Advocacy is powerful. Organizations that have an advocate in the class to help tell their stories are more successful at garnering a share of the funds in the giving circle.
- » New organizations with a clear business plan and purpose can be just as successful as long-standing organizations in making a case for themselves.
- » It is incredibly gratifying to have a monetary stake in the success of an organization doing important work in challenging areas in the community.

How do you feel the role of community leadership is evolving?

Omahans have always had a strong sense of community leadership. Community trusteeship, that idea that each of us has a responsibility to serve, even when we ourselves might not benefit from the fruits of that service, is growing. It's somewhat cliché to say we should be planting trees under which we'll never sit, but that's the idea behind community trusteeship.

Since establishing the Leadership Omaha Giving Circle in 2015, what local programs and projects have been supported by each class?

Our first giving circle, in 2015, granted funds to Siena/Francis House to build a playground for children living in the family shelter.

Class 38 divided the funds between three organizations, the Omaha Street School, the Bike Union Mentoring Project and Heart Ministry Center. The commonality between each of these entities is they are working to provide second (and third and fourth) chances to people who might not get them otherwise. Whether they are assisting adults, youth or children, each is focused on making life better. I anticipate that each of these nonprofits will benefit from having Leadership Omaha alumni involved with their work in the future, whether on the board, serving on committees, or as donors to programs.

Help your clients make the most of their charitable giving.

For all new accounts opened by December 30, we'll match 10 percent of each initial donation, up to \$1,000, while funds last.



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