

Stepping Up...Stepping Forward: Creating Paths to Greater Giving

The Calgary Foundation, along with partners - Alberta Real Estate Foundation, Max Bell Foundation and Suncor Energy Foundation - recently hosted a luncheon with the very thoughtful and humble guest speaker, David Rockefeller, Jr.

As a member of one of the most prominent families in the history of philanthropy, Mr. Rockefeller says, "There's no prescription for how to **do** philanthropy, it's individual - **1000 flowers blooming is the idea** - it can be very satisfying and great fun, not the grim faced activity that you do because you have to. Philanthropy takes engagement with an issue, with an organization, with building community at heart."

"I think of philanthropy as being strategic as opposed to impulsive. Having vision is such a vital organizing principle; we've got to make choices that are guided most effectively by elegant vision."

Mr. Rockefeller stated the importance of clearly defining the funding roles of the government and the private sector which he called "the bright line of responsibility" in order to "calibrate" your contributions to ensure "you don't take the government off the hook" for funding (ie. infrastructure) that they should be held responsible for.

In talking about the future of philanthropy s Mr. Rockefeller says, "It's very, very important to understand that the philanthropic financial services offered by the large financial companies are more mechanical and less focused on grant management."

Mr. Rockefeller elaborated by saying the value add of community foundations (over other philanthropic choices) is their **knowledge of community needs** and the **charitable sector**. "I've discovered that there is no more effective lens into my community, than the community foundation."

"Calgary is a growing and vibrant community but still has its issues and philanthropists can be part of the team that grapples with these issues."