

EXECUTIVE INSIGHTS

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EMPOWERING KIDS TO GIVE

New philanthropy program puts children in charge, giving them tools to create change



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WELCOME

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DETROIT



Hello,

Thank you so much for taking the time to read this important Executive Insight. The Children's Foundation and Crain's Detroit Business, through its Crain's Content Studio division, have an ongoing partnership to promote The Foundation's monthly radio show, Caring for Kids, featuring impressive and impactful guests who share what they are doing to help our community.

As part of our Crain's partnership, we also share important information about relevant topics through special inserts. In this Executive Insight we feature a new program for The Children's Foundation, the Detroit Philanthropic Youth Council (DPYC).

This initiative is something that I have wanted to begin over the last several years and as with many other plans, the pandemic got in the way. But now we have officially launched DPYC, and I am excited to share more about it with you.

This council is designed to educate high school students about the importance of philanthropy in our communities. We have partnered with the Catholic Foundation of Michigan

and the Pulte Family Charitable Foundation, working with students at Cristo Rey High School, Loyola High School, and the Jalen Rose Leadership Academy.

The Children's Foundation and Catholic Foundation of Michigan are dedicating \$25,000 each so our inaugural group of students will allocate to worthy nonprofits in the community at the end of the program.

Throughout this academic year we have a very robust syllabus all leading up to the eventual granting of the total of \$50,000.

The Children's Foundation is dedicated to helping children, adolescents, young adults and families, and part of that is to educate our future leaders on the importance of philanthropy and community engagement.

Thank you,

Lawrence J. Burns
President & CEO
The Children's Foundation



DPYC members and partners gather for their first in-person meeting together at The Children's Foundation in the New Center neighborhood of Detroit.

DPYC meetings are like a Philanthropy 101 course. Nonprofit experts teach members about topics such as fundraising, community-need assessment, grant applications and grant making.



THE NEWLY FORMED DETROIT PHILANTHROPIC YOUTH COUNCIL CONNECTS TEENS TO THE POWER OF GIVING

By Karen Dybis
Crain's Content Studio

Photography by Armon
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Generation Z is defined by its members' independence, resiliency and technological adaptiveness. What the world might not know about this generation — born between 1996 and 2014 — is its openness, generosity and curiosity about philanthropy.

Another key characteristic of Gen Z is they want their voices heard, whether it is

through action-orientated social movements or donating their time to solve cultural issues. Tapping into that resolve to create change, three Metro Detroit foundations have partnered with area high schools to develop a new way for this generation to approach philanthropy, both in terms of personal involvement and career potential.

The Detroit Philanthropic Youth Council (DPYC) launched in September 2022 as a collaboration between The Children's Foundation, Catholic Foundation of Michigan

and the Pulte Family Charitable Foundation. Their goal is to teach high school students about philanthropy and to create real, substantial community impact, organizers say.

The DPYC's inaugural class includes students from three city high schools: Detroit Cristo Rey High School, Loyola High School and Jalen Rose Leadership Academy. These Gen Z students have committed to the council for a year,

“We have a great group of youngsters in our inaugural class. ... This will develop future leaders and it might even encourage some people to go into philanthropy. ... I'm sure there will be some stars that rise out of the alumni.”

-Lawrence J. Burns, President and CEO,
The Children's Foundation



DPYC members work together on a simulated exercise where they get to decide which individuals and groups should receive grant funding.

meeting in nine monthly sessions in person and virtually.

A REAL EXPERIENCE WITH REAL IMPACT

What makes the DPYC a standout opportunity for these students as well as the Metro Detroit community is its short and long-term impact, said Lawrence J. Burns, President and CEO of The Children’s Foundation and one of the co-creators of this council.

In terms of short-term impact, Burns said The Children’s Foundation and the Catholic Foundation of Michigan have donated \$25,000 each for a total \$50,000 grant opportunity. The DPYC members will

discuss, debate, and, at the year’s end, distribute grants to qualified organizations the students identify as helping solve some of Metro Detroit’s key issues.

“It gives them hands-on, real experience,” Burns said. “I’m excited to see what they pick to fund, whether it is mental health or nutrition and wellness—all things of real interest to them.”

Council meetings are like a Philanthropy 101 course. Nonprofit experts go

over key topics including fundraising, community-need assessment, grant applications, as well as grantmaking. Afterward, the council gets time for roundtable discussions as well as role-playing scenarios where students learn practical knowledge through games that tackle real-life scenarios.

A recent meeting illustrated how effective this role-playing can be. Several DPYC staff and leaders played community

members, nonprofit groups and businesses seeking funds from a simulated nonprofit foundation. The DPYC student members were the grant-making members of this foundation, listening to the grantees’ pitches and deciding collectively who should receive funding and why. Think of it as a “Shark Tank” for do-gooders.

The local bakery that needed a new oven? The DPYC students said a polite “no,” explaining

“We need to be intentional about listening to these teens. If we do, our philanthropy is only going to get stronger. It will be more impactful. ... It opens our ears and our understanding.”

-Angela Moloney, President and CEO, Catholic Foundation of Michigan





As part of the Detroit Philanthropic Youth Council, local high school students Ja'Breya Horn, Shaniyah Thurmand, Breyonna Roland and Kylah Kiel are meeting each month to learn more about what it takes to be a philanthropist.

that the for-profit bakery likely needed to seek a bank loan. But the church that wanted to build a community pantry? They got a resounding “yes,” for the church’s nonprofit status but also for its mission of giving back to the people it serves.

For Freddie Jimenez, a junior at Detroit Cristo Rey High School, activities like this are why he wanted to

join the council. Jimenez lives in Southwest Detroit, and he hopes to bring what he knows about his community to the table.

“Philanthropy is giving back to the community and helping people in need,” Jimenez said. “I’m a representative of the community, and I want people to listen to what I have to say about what the community really needs.”

Ja'Breya Horn, a junior at the Jalen Rose Leadership Academy, agrees. “It’s about teens listening to teens. But it’s also about adults listening to what we have to say.”

BUILDING COMMUNICATION AND CONNECTIONS

The DPYC started as an idea Burns had as part of the The Children’s Foundation’s overall mission to engage directly with their constituents: Metro Detroit’s children. Burns said he knew of the youth philanthropy group at the Bloomfield Hills-based Jewish Federation of Metropolitan Detroit, and he worked with that group to learn its

best practices from its experiences educating high school students about philanthropy.

Then, as Burns and The Foundation started to ramp up their plans, the coronavirus pandemic hit in March 2020. Hopes of an in-person program were put on hold, Burns said. Fatefully, as discussions around revamping the idea started, Burns met with a potential partner: the Catholic Foundation of Michigan.

Launched in 2017, the Catholic Foundation also sought out ways to connect with young adults, said Angela Moloney, president and CEO. It, too, wanted to initiate a youth philanthropy council, but Moloney said it needed a dynamic partner to get its idea off of the ground.

So, when Burns met Moloney, a plan was set in motion. They recruited students from the three high schools and set a goal-orientated agenda: The DPYC could help its student members identify local community challenges, evaluate possible solutions, and create actual change and impact with the allocation of the \$50,000 stipend the two foundations donated to the effort.

Getting the program started took perseverance — teens today have packed schedules, and they often have strong opinions. After a few meetings filled with exercises and humorous ice-breaking activities, DPYC members have

“What I like about the (Detroit Philanthropic Youth Council) is how involved we are and how we’re being exposed to philanthropy at a young age.”

- Chris Burkes, junior, Loyola High School, Detroit



formed deep connections with one another, organizers agree.

“There are a lot of unique personalities in this group, and what we’ve noticed is the students knew of one another’s schools but didn’t know each other. The DPYC allows for a platform for these kids to engage with one another,” something that is

more meaningful given the isolation these teens may have felt in the early months of the pandemic, Moloney said.

‘THESE KIDS HAVE ALL THE ANSWERS.’

One of the council’s main purposes — to help students “find their why” in terms of giving back to their communities —



With the young voices guiding the giving process, the goal is that they will fund projects that have real impact to their lives. “I want people to listen to what I have to say about what the community really needs,” says DPYC member Freddie Jimenez.

FOCUS AREAS

The students involved in the inaugural Detroit Philanthropic Youth Council class will focus on the following areas for their giving.

These also mirror The Children’s Foundation’s focus areas for its work supporting pediatric research, education, community benefit programs, and other initiatives that improve the health of children in Michigan.

NUTRITIONAL WELLNESS



One in three kids in the U.S. is considered overweight; one in four is obese. Besides leading to lifelong health problems putting them at heightened risk for stroke, cardiovascular disease, diabetes, and some cancers, it can also lead to depression, behavioral and learning problems, and lower self-confidence.

INJURY PREVENTION



There is nothing more tragic than the preventable death of a baby or young child, and that’s why children’s injury prevention is a top priority. Sleep-related death is a leading cause of mortality among babies less than a year old.

ABUSE & NEGLECT



Nearly 3 million cases of child abuse and neglect that involve over 5 million children are reported each year. The goal is to provide early intervention options to help improve child development.

MENTAL HEALTH



The goals are to support programs to help understand, discuss and bring awareness to the growing need and concerns about the stigma surrounding mental illness.

YOUTH DEVELOPMENT



Youth from under-resourced communities benefit from opportunities to connect with mentors, explore their interests, and to develop skills and confidence to realize their full potential and to positively impact their families, communities, and society.

PEDIATRIC RESEARCH



Research is critical when it comes to battling hard-to-treat childhood cancers and pediatric cardiovascular disease.

also developed in these meetings, Moloney said. Most of these students have participated in a variety of fundraising activities, whether it is for their schools or for extracurricular activities. But knowing why they give was something else they needed to understand.

"In one of our icebreakers in September, we asked students to tell us their favorite gift that they've ever given to someone," Moloney said. "The responses were so personal, like the art that they made for their moms or gifts that were so meaningful to the giver. They maybe weren't the most expensive things they've ever given, but they were thoughtful and intentional. This is about the feeling you receive when you give. These kids have all of the answers; it just needed to be drawn out."

Both Burns and Moloney agree their personal devotion to philanthropy as well as their professional lives within their organization has grown alongside that of the student

council members. "When we hear the voices of young people in our communities, we're really the ones who are going to benefit here. It's about opening up our understanding," Moloney said.

For Burns, who is transitioning from The Children's Foundation in January 2023, the DPYC strengthens The Foundation as well as his legacy in helping youth and giving them a voice to advocate for themselves.

"To me, this is the beginning," Burns said. "This is something where we could add more high schools and duplicate this in other parts of the state. We're excited about the impact of granting money, but also, more importantly, we're excited about the impact on these kids." ■

For more information on how to support The Children's Foundation and its mission, visit YourChildrensFoundation.org.

GENEROUS GENERATIONS

Millennials and Gen Z – those born after 1981 or after the later 1990s – are the next generation of donors and philanthropists.



Researchers say younger donors are drawn to social causes and motivated to give. Here's a snapshot:

TECH-SUPPORTED DONORS

Both millennial and Gen Z generations, aided by digital methods of giving, gave more than any other generation during the pandemic, according to payment app Zelle's Consumer Payment Behaviors report in 2020.



MISSION DRIVEN-GIVING

Millennials are most likely to give when they feel inspired by an organization, data from The Case Foundation's "The Millennial Impact Report" suggests. What drives them? 90% of those surveyed stated a compelling mission motivates them, but they would stop giving if they had reason to distrust an organization.



'GENERATION IMPACT'

Younger donors want to see the direct impact of their philanthropic involvement, according to authors Sharna Goldseker and Michael Moody in their book, "Generation Impact." Young donors want to see their dollars move the needle for issues they care about.



As part of the DPYC, youth will have hands-on, real-world experiences as budding philanthropists, including the chance to ask tough questions and make big decisions about the programs they will fund.

Focus Areas



Pediatric Research



Youth Development



Abuse & Neglect



Injury Prevention



Mental Health



Nutritional Wellness



Children's Foundation

A Foundation on the move.

Improving the health and wellness of children in Michigan and beyond.

The Children's Foundation is the largest funder dedicated solely to advancing the health and wellness of children and families in the state of Michigan and beyond.

The Foundation is on the move and continues to evolve and grow as it broadens its efforts in the community and expand their geographical footprint.

OUR INITIATIVES create opportunities to broaden our reach and make a greater impact for children, young adults and families.

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For more information on how to get involved or to donate, visit YourChildrensFoundation.org