



Your charitable fund and the deeper meaning of this gift for your family

Your fund will help you achieve tremendous good in the region and become a platform upon which to build enduring strength and unity for your family.

Your charitable giving fund can become the voice and visible stamp of your personal legacy, an asset for family bonding and a means for accomplishing your unique shared values.

The nonfinancial items that you leave your family — ethics, morals, spiritual underpinnings and lessons about life — are your greatest gift to your heirs.

Your material wealth is important primarily in its function as a tool to support the transmission of your real wealth — your values: who you are, what you did, the difference you made, what you believe in and what you stand up for. An active program of family philanthropy can become the most constructive means of building bridges between family members and among generations. I personally encourage you to use your

charitable fund as a means to help future generations achieve lives of greater purpose, deeper meaning and lasting significance!

Identify your values

Our greatest capacity as human beings is our ability to conceptualize a personal vision for the future, then act upon this vision throughout our lives.

Your values are the starting point for a vision that will become a map to guide, inspire and instruct future generations of your family. It positions your family to act as a team in decision-making and serves as a foundation for family unity in the future.

To discover your values, consider events and people in your life that shaped your

outlook. This would include mentors, role models, parents, teachers, spiritual leaders and others. Think about your unique character strengths such as perseverance, gratitude, curiosity, persistence, faith, integrity, achievement, industriousness, hope: *what values helped you across the life where you accumulated wealth?*

Our foundation can assist you with interviews and questions that can help you discover your personal values and your unique credo. We will guide you and your spouse or family, depending upon the situation, as you create a vision and spirit of giving for your family.

Some families hold annual retreats where they share their story and tell how it distilled their values to children and other family members. *continued*

Your story tells: this is who we are, this is what we believe, and this is how we hope the estate we built will be used to express and support our family's priorities for generations.

Stories of hard work, entrepreneurship, sacrifice, faith and other values that led to today's prosperity can replace any preoccupation that may exist with materialism and current wealth.

Values influence long-term family prosperity

Philanthropy can strengthen, unite and focus the energy of the family in ways that are unique from other times that you may spend together.

Philanthropy can become a powerful tool to mentor personal growth, encourage teamwork, and increase commitment to responsibility and accountability. Your charitable fund can also instill a healthy appreciation of the power of money for doing genuine good.

I can't think of a single wealthy family, or even one with middle class means, that doesn't worry about the power of money to "spoil" their children. The experiences of earning a living, personal spending and saving, and realizing the rewards from the fruits of one's labor are among life's most important lessons.

Work and earning financial reward are, however, just one way to build a sense of personal significance. Giving is another way to know that somehow our life has counted and had meaning. The disease of "affluenza," caused by receiving money without directly earning it, can be prevented through the character-building process of philanthropy.

When your family matches its deeply held values with a concrete vision for the future in which all family members play an important role, children are taught a healthy, honest relationship with wealth.

As you prepare to use your charitable fund, ask your children to study charities and learn about the troubling conditions of people served. Their research and your family conversations around people in need will create powerful experiences. Those who've never experienced hardship in any respect develop empathy. They use and hone positive decision-making skills. As they realize that money alone cannot solve the problems of the world, their maturity grows and their relationship with their own money comes in sharper focus.

Choosing among worthy causes can help sharpen discernment skills and help children understand that life is filled with hard choices.

These exercises reduce separation from 'the real world' that people of wealth often experience. Gratitude ensues as future generations come to view their money as a blessing, and they experience a greater sense of personal worth and self esteem.

Viewing donations as "investments"

With values in hand, your family will be prepared to think strategically about their giving. Knowing what you stand for makes it easier to single out particular issues or causes that connect with those values.

I use the phrase 'single out' because it is those donors or families that use a singular, focused approach versus a scattered method of giving that are truly more impactful and thus more fulfilled with their charity.

Your family fund can be a potent tool for community change when you create an extraordinary vision for the future, then research charities pursuing projects that match your agenda. For example, you may set a goal that every high school senior in your community graduates on

time, then seek out organizations that contribute to youth development in ways that build youth resolve and passion for achievement.

Your fund can also fuel new thinking or breakthrough programs that will have a clear imprint on the future.

We look forward to working with you in planning shared philanthropy projects for your family. We will help you to create a powerful forum which can be used for communication, teaching family values and practicing shared decision-making between generations.

Our goal is for you and your family to experience the full rewards of giving by defining your values, creating a vision and achieving more strategic, higher-impact giving.



Pat Traynor has been president of Dakota Medical Foundation since 2000. He led the formation of the companion Impact Foundation in 2005.

His own family established a charitable fund, the Mack V. Traynor MD Scholarship Fund, in 2004 in honor of their father to commemorate his lifelong commitment to delivering high quality healthcare services to his patients.