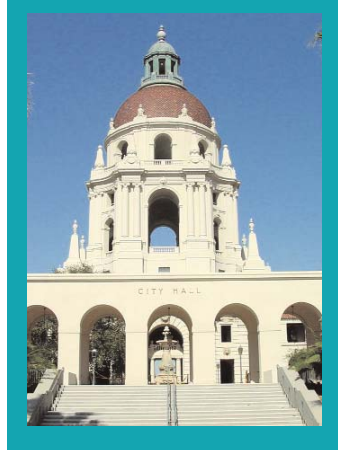


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Encouraging a Youthful Spirit of Giving

By **CHRISTINA HAMLETT**
The Outlook

"Science may have found a cure for most evils but it has found no remedy for the worst of them all – the apathy of human beings."
— Helen Keller

Too often when we witness the insular environment of today's teens and tweens – especially their fixation on iPods, online games and chat rooms – there's reasonable cause to worry that, in routinely tuning the world out, they are desensitizing themselves to the host of sociological problems they will inherit as adults. To that end, unique community service programs such as the newly launched Pasadena Independent Schools Foundation (PISF) are a powerful way to bridge the gap between indifference and activism.

PISF — which was founded and created by Jonathan D. Jaffrey, CEO of Springbanc Philanthropy Advisors — will teach students the value of philanthropy by inviting them to grant and administer funding to local charities throughout the school year. This invaluable life lesson about putting the needs of others ahead of themselves will embrace the concepts of strategic research and planning, governance, communications and brainstorming solutions for the resolution of program management needs.

Jaffrey, whose expertise as a foundation partner in setting the direction of Springbanc Philanthropy Advisors, is enthusiastic about providing all of PISF's educational component pro bono. He and his wife, Kandis Jaffrey, are on PISF's Board of Directors and are excited about the results the fledgling enterprise is already showing in terms of growth and awareness. "The first-year students are excellent and have been wonderful to work with," Jaffrey said. "We are very pleased to have the support of the schools, the parents and the community to operate this innovative program because it's a win-win for everyone. The participants receive a valuable education and the community not only receives their time but also



Jonathan D. Jaffrey

the benefits of this significant grant program, as funded by our partners.

"The success of this program will be measured in the short term by the increase in philanthropic knowledge that the participants received during the program," Jaffrey added. "The long-term benefits of PISF will be seen in this new generation of philanthropists getting involved in their communities at an earlier age and staying involved."

The pilot program has targeted six private schools in the San Gabriel Valley, a constituency that presumably has already been exposed to charitable activities by observing the charitable deeds of their own families. It is Jaffrey's belief that students in independent and public schools are in critical need of this education.

"We started in our own backyard, so to speak, but hope to expand not only to public schools but also to schools that are located outside of Pasadena," Jaffrey said. "The Nestle Corporation is working with us to evaluate the program and has expressed an interest in a more national offering. We are open to working with any school district or private school that is interested in this type of education and are committed to supporting their program with the necessary funding. We're indebted to media, such as the Pasadena Outlook, for helping us spread the word."

There's no question, of course, that the younger generation is getting a number of conflicting messages these days when they read the news and see that major corpora-

tions, which have exhibited bad judgment, are now relying on government bailouts. How can the message of accountability be driven home when they're seeing so much evidence to the contrary?

"You make it relevant," says Jaffrey. "The charities that our students select to receive grants will be evaluated by the group in the second year of the program. They will define the evaluation criteria and then apply it to their own work. We expect they will have many successes and some failures to learn from. There is no better teacher than real life experience."

Jaffrey is no stranger to the fact that charities throughout the country are engaged in major belt-tightening as a result of the current economic climate.

"While I don't have a crystal ball, I think that we are going to have to adjust to this belt-tightening long term," Jaffrey said. "Even before the economic crisis, donors were calling for not-for-profits to be more efficient in the use of the resources and becoming effective in their programs. This call is only amplified by the economic crisis."

"Not-for-profits will have to explore how they can become sustainable through their own operations and prove to donors that they will be good stewards of their funds," he added. "Along these lines, my company has launched a new firm — Springbanc Social Capital Advisors — to support both not-for-profits and for-profit social enterprises in identifying sustainable business plans and then fund them with both for-profit and not-for-profit funding."

Jaffrey cites with pride that Springbanc Philanthropy Advisors has had a number of notable accomplishments since its inception.

"We have been involved in a number of great projects both here and overseas. As you might imagine, many of our family clients don't like to be singled out. One of our current projects, however, is helping to save the Northern White Rhino. This project was highlighted in the December Robb Report, which can be read on our Web site at www.springbanc.com in the press section."