

Transparency vs. Privacy in Family Philanthropy

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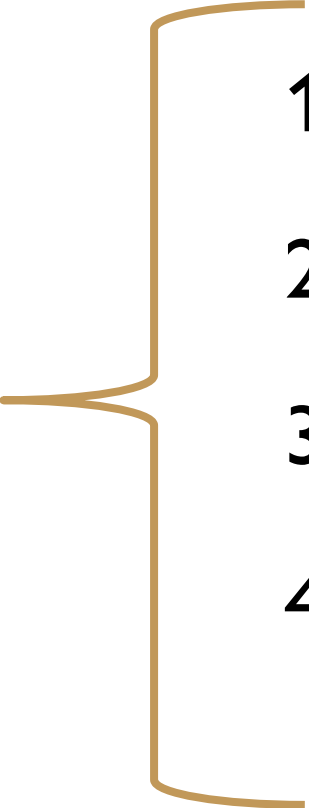


Carole Robinson

Co-Chair and Director,
Donald & Sylvia
Robinson Family
Foundation

To whom are we most
accountable in our
philanthropy?

Who should
know what,
when?

- 
1. Who we are
 2. What we do and why
 3. How we do it
 4. What impact we're supporting

Anonymous
Our work and
our identity are
untraceable

Situational
Transparent
only with select
trusted people
& organizations

**Public
Advocate**
Use visibility to
attract resources,
attention to cause



Opaque
Minimize info
others see
(compliance)

Transparent
Provide open,
easy access to
info



Motivations

Avoid solicitation (capacity issue)

Avoid scrutiny, judgment, retaliation

Faith

Humility – don't be treated differently

Independence, maintain control

Room to innovate



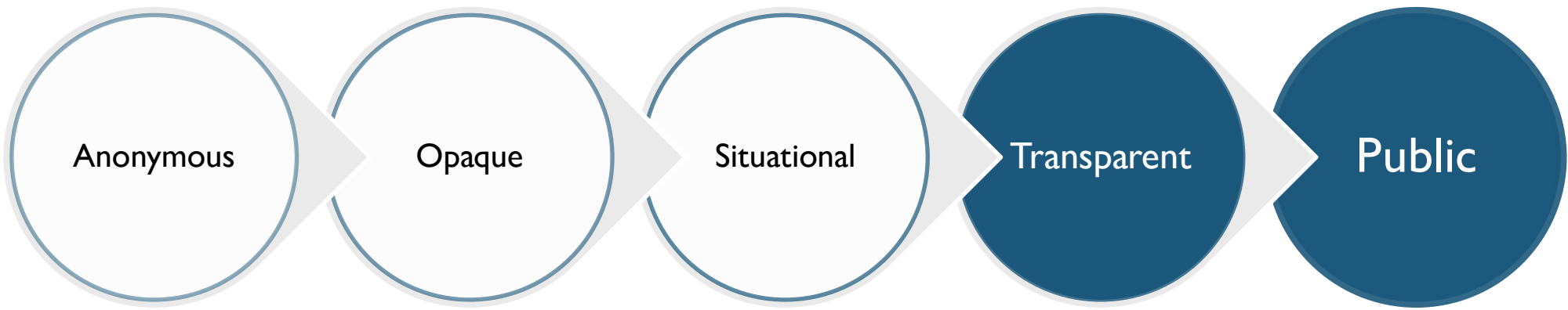
Motivations

Prepare successor generations or
other leaders

Deeper relations and impact with
a select set of strategic grantees

Stay opaque to general public

Limit operational costs



Motivations

Feel accountability to community, customers

Lend credibility to cause, inspire others

Desire recognition, continue public legacy

Fairness and equity

Shared learning, easy collaboration

Pressures for More Openness

- Internet, social media, hacks
- Declining trust in nonprofits, philanthropy
- Populist unrest about foundations, wealthy donors
- Political debates about regulation
- Calls for equity
- Younger generations' expectations



Suprotik Stotz-Ghosh
VP, Strategy & Learning
Grantmakers for Effective
Organizations

“Transparency is a matter of a foundation’s own appetite for relationship, as a means for greater results.

Ultimately, family foundations have to choose how connected they want to be with grantees and stakeholders.”

Ask yourself how satisfied you are with your current level of results. If you want better or different results, your level of transparency is worth re-examining.

Blank slide – Tony stops sharing screen; Carol, Kathy, John turn cameras and microphones back; dialogue and Q&A