



Financial DNA® White Paper – Understanding Your Philanthropy DNA

"Do what you can, with what you have, where you are." - Theodore Roosevelt

When it comes to making decisions around giving to others, whether that is giving money, time or anything else of value, there are generally numerous factors and conflicting options that make it very difficult. Often the decision-making process generates more questions than answers! Which organization is more deserving? Where is the need greatest? How immediate should the benefit be? How much is appropriate and/or affordable? What will my legacy be? How can I be personally involved?

What we have learned through use of the Financial DNA® profiles and specific research in this area is that the person's natural behavior has a strong influence on the nature of their giving choice. For example, strategic, visionary people are likely to give to an organization with grander, longer-term goals of societal change whereas a more compassionate person will prefer a charity that has an immediate impact on improving the lives of people less fortunate than them.

Sometimes people can become confused or challenged by their options because of the messages that they have received (e.g. from parents, friends and business associates) about the "correct" approach to giving. The reality is there is no right or wrong choice – it is simply different behavior at play - and each person is best advised to follow their personal philanthropic motivations, based on their "Philanthropy DNA®".

As if these issues are not hard enough for an individual, they are compounded where more than one person is contributing to the decision, e.g. a couple, family or the board of a foundation. The different behavioral styles can cause opposite viewpoints as to the most appropriate giving choice and achieving consensus can cause a great deal of stress. Add to this each person will have a different way in which they will want to be communicated with.

To assist individuals, families or organizations in the process of making these decisions, we use a special Philanthropy DNA® insights report that is generated from the Financial DNA® Path profiles. Some examples of the areas that the report rates each person are as follows:

- Impact Giving
- Personal Touch
- Strategic Giving
- New Initiative Giving
- Compassionate Giving
- Generous Giving
- Need for Information
- Need for Control

Using the above insights as a basis for discussion, the individual or group can then be guided towards the most appropriate giving choice for them. This approach ensures greater buy-in to the decision and more commitment to sticking with the plan.

Please contact us at inquiries@financialdna.com if you are interested in finding out more about Philanthropy DNA® or how to use the Financial DNA® Path profiles to gain these insights and deliver this service to your clients.