

## **Environmental Donor Role play**

**Donor** Jenny Wantstohelp cares deeply about the environment, particularly issues of open space protection, sustainable food systems and toxic chemicals in the environment. Jenny was an environmental activist in college and has brought that interest into her family's foundation.

Her grandfather, who came to CA from Oklahoma during the dust bowl made his fortune in real estate in Southern California in the early 1950s, started the foundation to give something back to the community. Jenny is the only environmentalist in her family and, in fact, many in her family are anti-government, especially regulations and land use planning. They feel that, if given the opportunity, people will do the right thing, and that government just gets in the way.

The foundation, whose board includes Jenny's parents, plus 12 aunts, uncles and cousins, primarily supports service organizations to help low income people. There is only one part time staff person and family members bring their pet projects to the Board. On the whole, they like to feel they are doing good in the community and are nervous about funding anything controversial or potentially "adversarial." However, Jenny just became board chair and is trying to move her family into different kinds of funding, particularly to support environmental causes. She also gives money away on her own, as do the rest of her family.

Jenny saw you give a speech late last year and was so impressed she sent an unsolicited personal check in December for \$500. You wrote a thank you note and followed up with a call during which she agreed to have lunch with you.

During lunch you would like to find out more about her interests and explore whether she would agree to be a \$5,000 a year donor for five years as you are about to launch a major new program and need a long-term anchor donor.