



Driving Social Change

# Today & Tomorrow

## MAKE A DIFFERENCE WITH YOUR PHILANTHROPIC DOLLARS

Making a difference with your philanthropic dollars may appear easy but it is not. It takes excellent research skills and experience to identify the right charitable organizations and to develop a meaningful partnership. But the payback can be enormous. You are able to improve the lives of the less fortunate, and you feel better about your philanthropic endeavors.

LBG Associates has over 22 years of philanthropic experience. We work with some of the world's most successful companies and individuals, including 20 of the 2011 Fortune 50 companies, helping them reap a positive return on their social investments.

## Our Services We will do as little or as much as our clients want/need.

This includes:

- Helping determine the causes/issues that are most important
- Narrowing down the areas of interest to a select few so the dollars invested can make a difference
- Identifying some nonprofit options from which the client can choose
- Vetting the nonprofits to ensure that they are financially solvent and capable
- Working with the selected nonprofit partners to develop a naming opportunity/strategic program or simply choosing an ongoing to program to support
- Developing metrics to assess the success of the program
- Monitoring the program
- Evaluating the impacts of the program
- Managing the administration of the program

[LBG-Associates.com](http://LBG-Associates.com)

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## AN LBG ASSOCIATES CASE STUDY

# Creating Philanthropic Impact

Three siblings were given funds by their parents to use philanthropically. The challenges were to develop a strategy for donating the funds and to identify a project that all three could support, while also ensuring their donations would make a measurable difference.

Dr. Gornitsky, founder of LBG Associates, met with the siblings to understand their collective needs and interests. Based on this information, she advised them to focus on supporting after-school programs in the New York area that work with disadvantaged youth in developing and advancing technological skills and abilities—particularly in terms of the Internet and Internet technology. The siblings also wanted a program that offered volunteer opportunities.

Using these criteria and LBG Associates' extensive network of contacts in the nonprofit community, appropriate organizations were identified, vetted thoroughly and presented to the funders. Once the final charity was selected, LBG Associates then worked with the nonprofit to help it draft its proposal and develop appropriate metrics that would allow the siblings to track the impact their donations were making.

### THE RETURN ON INVESTMENT

The ROI on the siblings' philanthropy was a win-win-win: The nonprofit was able to greatly expand its after-school activities, and developed eight new curricula that were disseminated to over 500 organizations. The funders were able to visit the site on a regular basis, participate in some of the sessions, and volunteer as mentors. The student participants showed significant improvement in the following areas: IT skills, teamwork, public speaking, self-confidence, and the ability to see their work through to the end.

## The Benefits of Working with LBG Associates

- Individualized approach to philanthropy
- Social investment portfolios with high impact
- A knowledgeable and very experienced staff that can answer all your questions on grantmaking
- The ability to vet nonprofits to determine their performance and sustainability
- Excellent research skills—has published twelve landmark studies on issues in philanthropy including one on trends and best practices
- Has created award-winning programs with nonprofit partners
- You can decide where you want to invest your funds and have full control over the dollars, unlike a community foundation or a donor-advised fund
- Personalized service—we are always accessible and intent on making our clients happy
- Semi-annual or annual reports on the outcomes of your social portfolio
- Annual review of your portfolio
- Quarterly newsletter on topics in philanthropy
- There are no minimum portfolio sizes in order to engage us
- Our fees can be paid from the trust or foundation

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