



FAMILY PHILANTHROPY

TURNING YOUR STORY INTO HISTORY

Family philanthropy offers a unique opportunity to unite your family around shared values and make a lasting impact on the world. By engaging together as a family, you can create a legacy of compassion, responsibility, and positive change for future generations.

Turn your family story into history and shape a better future together.



A UNIQUE EXPERIENCE



An Experiential Journey

Embrace a **hands-on approach** with family programme visits and meetings with UNICEF experts to gain direct insight into your philanthropic engagement. Witnessing the effects of your contributions firsthand can be a **transformative experience** for all family members, fostering a sense of purpose and fulfillment within the family.



For All Ages

Engage **multiple generations** within your family, starting from 10 years and up, with age-specific activities. This ensures that every family member, regardless of age, can participate meaningfully in your philanthropic family efforts. By involving multiple generations in your giving strategy and plans, you will strengthen your **family bonds** and instill important **values** in future generations.



With Lasting Impact

In the face of global crises, ranging from climate change to pandemics to social and economic inequalities, your **family philanthropy** serves as a **catalyst for change**. Your investment will promote children's rights and well-being worldwide.

LEARNING TOGETHER

To be successful in your philanthropic giving, commit to continuous learning involving your family members. UNICEF provides families with a safe space to:

- **Learn from success stories** from families who have successfully established impactful philanthropic initiatives. Their stories inspire others and offer practical lessons on effective giving.
- **Meet and engage with peer families** to share experiences, challenges, and successes, fostering a community of knowledge and support.
- **Meet experts** to gain a deeper understanding of philanthropy and its impacts, global trends, the Sustainable Development Goals and UNICEF's humanitarian response and development programmes worldwide. This will let you make informed decisions about your family's giving strategy.

START YOUR JOURNEY

UNICEF offers families a wide range of opportunities to engage together in a philanthropic journey.

1

If you are considering engaging in philanthropy with your family but want to gain a better understanding of its key features, UNICEF offers a **webinar series on family philanthropy**. By participating in three 45-minutes sessions you will meet experts as well as philanthropic families to learn more about topics, such as the role of family philanthropy within the wider family ecosystem, different key features to consider while you are designing your philanthropic engagement, and ways to involve your children.

2

Family values are at the core of your philanthropy and will guide you in your journey. Through an interactive workshop with all family members, UNICEF can support you in refining your family values and the purpose you want to achieve and in drafting your family philanthropy vision and mission statements.

3

Whether natural disasters, conflict or displaced populations, the world is undergoing an unprecedented decade of **emergencies**. If you are interested in supporting UNICEF's humanitarian response and learn more about it, join us on a **Family Tour at UNICEF's Supply Division** in Copenhagen, Denmark – home of the world's largest humanitarian warehouse. The visit will feature age-specific activities tailored to engage participants of all ages (over 10 years of age).

4

Engage your entire family in your support of UNICEF. Each family member aged 10 years and above can play a role in all stages of your philanthropic journey. UNICEF can provide content on its work and on the programme funded by your family in a **child-friendly language** enabling you to involve children while you decide on your giving plans. You can also participate with different generations in a **family programme visit** to witness the impact you are achieving through your giving or **meet with peer families** and programme experts in **virtual experiences**, living a unique family experience.

5

By becoming a member of the International Council – UNICEF's global community of over 150 private philanthropists and partners – join the Council's Annual Symposium and other meetings with your family: Together, you will have a **unique opportunity** to seat at the table with **global leaders** and **UNICEF leadership**, learn from and **exchange ideas** with other Council members and their families, and help **shape a more equitable future for children**.

UNICEF provides children and teenagers with a learning pathway suited to their age. By delivering child-friendly content and adopting a child-friendly language and methodology children are encouraged to understand and engage in philanthropic activities from a young age.



“Our investment in children has strengthened our family business and united us with a common purpose.”

MARIA AHLSTRÖM-BONDESTAM

Chair of the UNICEF International Council
Co-founder & Honorary Chair of the Eva Ahlström Foundation

TURN YOUR FAMILY STORY INTO HISTORY.

Engage your family to promote children's rights and well-being worldwide and leave a lasting legacy for future generations. To learn more, contact your UNICEF focal point.