



**CARING GENERATIONS™**  
Philanthropic programs, travel & events

An Overview

# Content



- Overview
- Benefits
- Why Caring Generations?
- Principals of Caring Generations
- Philanthropic Travel
- Philanthropic Events
- Philanthropic Communications & Collaboration
- Next Steps

# Overview



## ABOUT CARING GENERATIONS

Caring Generations™ was developed out of a passion to make a difference in our world by helping people find meaning and understanding in their philanthropic efforts. We are focused on creating lasting bonds -- among employees, customers, and individuals- through cross-generational programs in areas such as travel, events, fundraising and teambuilding.

Our customized programs are designed to help engage individuals, employees and customers in what is most vital to them – their children and grandchildren. Our programs help instill philanthropic values in future generations in authentic and meaningful ways that are good for business, good for families and good for the world.

The core elements of Caring Generations include:

- Philanthropic Travel Services
- Philanthropic Events
- Philanthropic Communication & Collaboration Services

# Benefits



## **Unique opportunity for Interaction**

Caring Generations' programs help engage participants in frequent dialogues that deepen important relationships whether it is with customers, employees or family members.

## **Point of differentiation**

Many organizations are engaged in community involvement, education and charity. Few, however, directly offer programs that enable cross-generational philanthropy.

## **Turn-key Programs**

Caring Generations offers a collaborative comprehensive program inspired by organizational goals, customized by participants and produced by Caring Generations.

## **Improved Public Image**

People want to do business with companies that are genuinely giving back. Caring Generations involves employees, clients and families in visible ways that are life-changing and sustainable – important attributes in improved public image.

# Why Caring Generations?



## Experience

- We have created unique travel experiences around the world for thousands of people since 1996.
- We are obsessive about providing stress-free travel and events that delight our customers. The secret of our success is our passion for details, planning and customer service.
- We are at the forefront of incorporating service projects into itineraries to give back to the country travelers are visiting as well as have personal interactions with the local people, exchange ideas and learn about each other's cultures.
- We develop special travel itineraries and activities for organizations working in the developing world who want to attract donors or show committed donors first hand the work they do.
- We have designed custom team building day long and multi-day events for companies such as Nestle, DuPont, Verizon, Inland Steel and Hyatt Hotels.
- We serve as communications advisors and event planners for organizations such as the Lymphoma Research Foundation, Heart of Illinois AIDS ride, In-Vest USA, Hadassah Medical Center, Genesis at the Crossroads (Morocco) Cancer Research Institute, Sias International University (Central China) as well as hosts of local organizations.

## Ideas

- We are known for our ideas. We invite, excite and delight our clients with original thinking and smart and efficient ways to implement programs.

## Collaboration

- We truly value collaboration and are skilled in bringing together people of different backgrounds, talents and needs to solve problems and grow as individuals and organizations.

# Principals of Caring Generations



## **ROBIN RICHMAN**

Robin Richman is the founder and executive director of Steppin' Out Adventures. She has spent more than 15 years serving over 20,000 clients by bringing people together through adventure and philanthropic travel and events. She has built a robust social network both on-line and off-line that has shared in events such as starting a building fund for a school in Peru; helping a local orphanage build rooms in Tanzania; and showing townspeople how to market their crafts in South Africa. She has helped organizations raise millions of dollars through events. Prior to starting Caring Generations and Steppin' Out Adventures, Robin was program director of the National Association of Women's Health Professionals. She also has extensive background in marketing communications and public relations as an assistant editor of a local newspaper, the public relations coordinator for a hospital and the marketing and health educator at Blue Cross and Blue Shield.

## **KATHY PALOKOFF**

Kathy Palokoff is the founder and CEO of CUSTOMERicity, a global idea company that facilitates, creates and executes ideas based on the power of customers to change the marketplace. She is also involved in several social venture companies focused on community building, protecting police officers and promoting new education models globally. Kathy gained her entrepreneurial experience in top management positions at three emerging companies, two of which went public. Prior to her experience starting Caring Generations and CUSTOMERicity, she was a vice president at Saatchi & Saatchi, one of the world's largest advertising agencies. She served as strategic planner, account director and public relations director for agency clients including DuPont, Kodak, Merial, Comdisco, and Prudential.

# Philanthropic Travel Services



## Pre-Event

Provide the family with monthly activities to help children/young adults learn about taking care of our world and helping those who are less fortunate.

- Caring Generations will provide activities related to fiscal and social responsibility.
- Activities can be facilitated in groups or one-on-one with a particular family, or a combination of the two.

## The Trip

- Invite multi-generations (grandparents, parents and children) to share an experience together that will build a foundation for mutual respect and communication among family members.
- Focus on philanthropic values. During travel, visit and contribute in person to select social, and economic development programs. These solution-oriented projects are unique to each region's challenges and range from schools and libraries, to clean water, micro-loan, conservation, animal conservation and artisan programs.
- Engage the younger generation by connecting them to other children -- bringing shoes or school supplies to other children or providing ill children with necessities to make their life easier.
- Integrate cultural activities that involve learning about other people's customs and home life.

# Philanthropic Travel Services



## “Souvenirs” -- Lifetime Lessons Learned

- Global Issues: children will be introduced to parts of the globe they may know little about, explore their curiosity about new places and work with their parents to figure out what they can do to make a difference in someone else’s life.
- Money: Spending and Saving: Children will gain an understanding of philanthropy as a concept and how it relates to money and community.
- Education: Understanding the importance and application of school classes to everyday life, as activities will incorporate math, reading and other essential skills such as map reading
- Tolerance: Learning about others and gaining understanding fosters acceptance of others.

## Post-trip

- Caring Generations is committed to making sure that the experiences are not only meaningful, but also have a lasting impact.
- We will provide follow up information about the area or project the family participated in so they can update and nurture the connection.
- We will provide tips on facilitating family meetings once or twice a year to revisit how they want to continue to support their cause.. This serves a dual purpose – for Wealth Managers to reconnect with their clients and to strengthen family ties.

# Philanthropic Events



- Local events and can take place in a day or over a consecutive period of time where groups of families come together to work on a project that will ultimately aid a community or family in need.
- Caring Generations will provide activity sheets to prepare families for their activity days and encourage family discussions.
- Participants are encouraged to set up philanthropic events throughout the year.
- Examples of events:
  - Building toys for kids in a shelter or orphanage
  - Putting together bicycles for kids (keep them out of street trouble)
  - Building playhouses to be donated to low income neighborhoods, hospitals or youth group
  - Turning a run-down playing field into a better recreational area for kids
  - Building water filters that can be sent to areas that don't have clean water
  - Building mobile solar panel chargers that can be used for the home for energy conservation
  - Growing a garden and bringing the food to a shelter

# Philanthropic Communications & Collaboration Services



## Communications Services

- Caring Generations understands the importance of nurturing a relationship with clients and keeping in contact. Our program includes:
  - Practice Guidebook on how to discuss philanthropy with children/young adults
  - Tools and guidelines for hosting events and activities
  - Trip specific information to share with their clients throughout the year in preparation for trip and for trip follow up
- Caring Generations has experienced employee communications and public relations experts who will help your organization build strong external and internal goodwill.

## Collaboration Services

- Caring Generations can work directly with foundations and charities that your clients hold dear to their hearts to determine how to get the next generation involved with that particular organization (for example, making arrangements for younger generations to attend board meetings or events.)

# For more information

Robin Richman

Chief Executive Officer

847.414.4956

[robin@caringgenerations.com](mailto:robin@caringgenerations.com)

[www.caringgenerations.com](http://www.caringgenerations.com)

