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How is the **Greater Houston Community Foundation** changing our city's philanthropic landscape?

Since 1995, Greater Houston Community Foundation has helped Houston thrive by helping individuals, businesses, and foundations make the most of their generosity.

As a philanthropic hub within Houston, the public charity convenes philanthropic partners, elevates community needs and opportunities for impact through data, and provides expert advice to maximize philanthropic impact.

Greater Houston Community Foundation has distributed over \$2 billion in grants at the direction of its donors since its inception.

They partner with individuals, businesses, and foundations to receive charitable donations; manage philanthropic assets; provide donors with programming, advising and educational opportunities; and make grants through various diverse platforms, including donor advised funds.

In addition to grantmaking, the Foundation provides leadership in addressing critical community needs like urgent disaster relief and recovery efforts.

Q&A: Stephen D. Maislin, President & CEO, Greater Houston Community Foundation

How does Greater Houston Community Foundation amplify clients' philanthropic impact?

We design customized solutions to help donors achieve their philanthropic goals and drive impact. Whether we are connecting donors to causes they care about or identifying optimal giving platforms to fit their assets, our work enables clients to focus on identifying community needs and amplifying change.

Every donor walks in with a



Stephen D. Maislin

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passion—and many possess a certain level of knowledge on the topic—but we help them understand the broader landscape and connect them with the right organizations in that space to make powerful investments. We can also help them evaluate those investments.

What differentiates Greater Houston Community Foundation from other philanthropic services providers?

As a Houston-based public charity that exists to serve our community, our robust knowledge of the local landscape allows us to provide a personalized level of service. We regularly convene donors and leaders around the issues that matter most. Even though our donors can and do give to causes across the globe, their local connections and commitment to learning together and improving our community make us a great partner to anyone doing philanthropy in Houston.

In addition to handling the administrative management of philanthropy for donors, we offer access to various charitable giving vehicles, such as scholarships, supporting organizations, endowed funds and employee disaster relief funds.

We also provide philanthropic services such as strategic planning, private foundation services, legacy planning, corporate giving program design and implementation and more.

How does Greater Houston Community Foundation drive philanthropy in the region?

For over 27 years, our donors have invested over \$2 billion in the nonprofit sector.

A major theme in our work involves convening resources



Photos courtesy of GHCF

For over 27 years, our donors have invested over \$2 billion in the non profit sector.

and learning opportunities to address essential community needs. We work with donors, community leaders, business experts and nonprofits to keep a pulse on changing issues.

The biggest challenges facing our community require cross-sector collaboration, and we frequently are the catalyst and convener around those conversations, particularly in disaster relief and recovery initiatives.

Tell us about successful collaborations and partnerships GHCF is involved with.

We have a long history of partnering with regional public sector officials, corporations, foundations and other local leaders to implement and distribute relief funds to local nonprofits in response to disasters. Some of our most recent disaster relief funds were in support of Hurricane Harvey, Winter Storm Uri, and the COVID-19 pandemic.

We have taken it a step further and are formally partnering with the United Way of Greater Houston to co-administer large relief funds when disasters hit our community.

United Way has partnered with us on the COVID fund and the Winter Storm Relief Fund. This new formalized relationship will leverage both organizations' strengths while providing a streamlined method of giving that simplifies the process for donors.

Another successful collaboration is Understanding Houston, our regional indicators project with The Kinder Institute for Urban Research that provides key data for philanthropists, businesses, and nonprofit leaders to drive decision-making in important areas of investment in Houston, including disaster relief, economic opportunity, housing and education.. Over time, we can track our region's progress and disturbing trends based on these indicators. We believe that grounding philanthropic giving and cross-sector collaboration in data is critical if we're to move the needle on pressing challenges facing Houston.

How is Greater Houston Community Foundation working with the next generations of philanthropists?

As we see the wealth transition from the baby boomer generation, part of our role is to continue engaging Next Gen donors. That is critically important to the success of our community and improving quality of life over time.

We partner with next gen donors primarily through our Center for Family Philanthropy, Next Gen Donor Institute, and Youth Leadership teams. In fact, we just commissioned third-party academic evaluation of our 10+ years of engaging the next generation.

Out of that evaluation, the researchers published a national case study available to organizations, foundations, and institutions across the country to learn best practices for designing Next Gen Learning.

We have also launched The Legacy Society, working with donors who have included the Foundation in their estate planning to create legacy plans and ensure their philanthropic values are carried on in the future.

Our team can help set up and facilitate family meetings aimed to bring families together — giving the opportunity to discuss their beliefs and values, collaborate on initiatives, and educate the next generation on their financial and community responsibilities.

What do you see as the most critical funding need in our city?

I think the most critical funding need revolves around creating broader opportunities for everyone in our community to succeed and thrive.

Because of the sheer scale, creating opportunity is a huge challenge for philanthropy. From education to homelessness to food security and beyond, these issues are all critically important, and we cannot solve any of them in a vacuum.

As we raise our profile, we're increasingly well-positioned to be a convener and a catalyst around critical issues, and to bring donors along as a significant voice in that space.



Deepen Your Impact In Houston and Beyond

We inspire and create meaningful and positive change with our donors and for our community. We are Greater Houston's premier partner for donor advised funds, disaster relief, family philanthropy, and more.

Visit www.ghcf.org to learn more!



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