

Ernest McMillan, Founder and Sr. Advisor to the 5th Ward Enrichment Program in Houston, <http://www.fwepinc.org>, and new board member of Inspired Legacies, asks Tracy about Inspired Legacies:

Ernest I want to know how you feel this second year of Inspired Legacies has gone. I am really interested in what impact you feel we are having?

Tracy Thanks for asking Ernest and for joining our work to shift society. First and foremost our work is about inspiring and unleashing generosity. This year has been amazing. We've been in over 65 cities and 23 states giving our usual 100 educational workshops per year. We've trained about 12,500 people this year alone with our new tools and another 85 in training calls. We are so happy to be helping to shift the sector to enable better grantmaking and donor leadership.

We are moving donors, advisors, and nonprofit leaders to do workshops together. Feedback on our workshops repeatedly remark that the content (handouts, exercises, books, and additional online tools) gets people inspired, moving, building community, and committed to making strategic changes in their legacy and philanthropic planning.

We have story upon story, along with thank you's, from organizations saying that their clients or membership are more engaged, raising and giving more money, have made legacy gifts, or speak with their families and advisors to plan their lives and future giving.

Ernest Aren't there plenty of people out there to inspire? What distinguishes what we are presenting through Inspired Legacies that will catalyze some of the critical changes that society needs?

Tracy There are great inspiring leaders doing work aligned with ours, whom we see as partners and allies. Our unique approach focuses on the intergenerational transfer of leadership and the great need for careful consciousness and partnerships.

We work to encourage and give shared tools and vocabulary to these multiple generations so they might better communicate and collaborate. We also are diligent about forging relationships across class and race by guarding against giving as self-serving of one's own social class or networks.

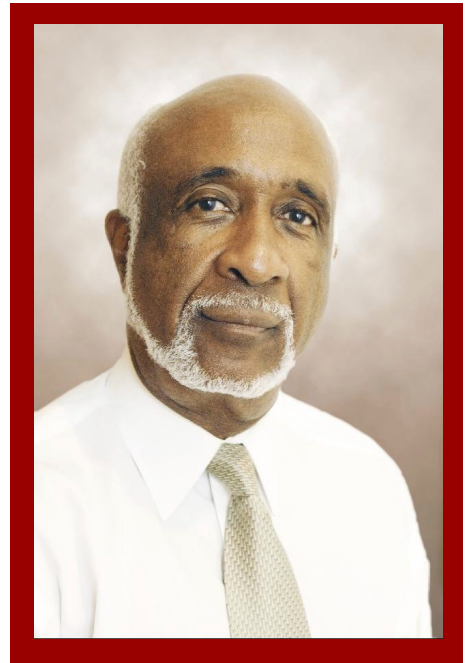
And we invite and cheer for the benefits of community-based philanthropy, encouraging local and family foundations to enable donors, activists, community leaders, and business people to identify problems in their communities and solve them together.

Ernest Are we seeing more donors and advisors move more money to achieve transformation in society?

Tracy Our participation in the Tipping Point Network and our initiative with other leaders in the Transforming Philanthropy Leadership Circle as well as our work with the Women Moving Millions Campaign are documenting needs and change. The answers are astounding. People are moving money with their leadership and fundraising at much higher levels. We are determined to keep that moving.

Ernest How are you feeling about the release of your new book, and how is Inspired Legacies benefiting?

Tracy The release of the book feels terrific! A generous gift from The Harnisch Family Foundation empowered us to give away over 4000 copies to nonprofits. All proceeds from the book, about \$1 each, goes to Inspired Legacies after my initial expenses for editing and research are paid. About \$5000 a year will likely come to Inspired Legacies from book sales. Also, we built synergy between InspiredPhilanthropy.org and the revised InspiredLegacies.org site to help both provide more



Ernest McMillan

Tracy

information and options to donors, advisors, and nonprofits. We want everyone to have these important tools to use.

Our recent press includes an article in the Financial Times, including this extract:

There are hundreds of books explaining how to spend, save and invest money well, but only a few that teach how to give effectively. Inspired Philanthropy was first published 10 years ago, and the newest edition is updated and is **still the best book on the subject.** [our emphasis]

~ Sean Stannard-Stockton, Financial Times, November 24, 2007

The response has been terrific. After a book party at the Women's Building in San Francisco, I received a gem of an email including a photo of two young girls reading the book who had been at our workshop [see cover]. These photos and feedback mean so much to me, as does knowing that the next generations of those who are truly teaching donor education now have two online resources with downloadable tools and inspired wealth coaches who will enable progress to be made.



Tracy Gary

Ernest

It's the year's end. You and one staff, and a great team of consultants from all over the country, along with the board, built Inspired Legacies from nothing to a budget of \$375,000 now and \$500,000 next year. Truly phenomenal growth. What do you need and how do you feel its going?

Tracy

It's an irony. We raise hundreds of thousands if not millions per year for others. All we try to do for ourselves is humbly keep our office of service. We earn 60% of our dollars through fees for service and contracts. But, finally, we depend on the generosity of 20-50 people who know our work and count on our leadership. We commit as partners. **We grow great tools—the sectors' most user friendly—and we grow great donors.**

Ernest

So what do you need now as you face December and the 2008 start up?

Tracy

We seek donors in partnership with 5 nonprofits to sponsor us on the promotion of our book. We'd like those sponsorships to be \$5,000 this year and \$5,000 in the spring of 2008. The nonprofits include: The Women's Funding Network, Rockwood Leadership, The Tipping Point Network, The Association of Philanthropic Advisors, and Global Greengrants. So that totals \$25,000 in sponsorships by December 31 with another \$25,000 committed for Spring 2008.

And we seek \$25,000 of support for our new Associate Director, whom we are hiring in January. A donor this year gave us another \$25,000 to support work that person will do here in Texas, but we want to be sure we can support them as they move their efforts nationally.

We also seek \$25,000 to seed a Donor Stewardship Director position, for our Transformational Philanthropy and Tipping Point Fund work. This person will help us raise money and build relationships between donors and some of the remarkable projects we find or that come to us.

So it's really \$75,000 needed in total by December 31 for three specific efforts. Not much given our return to the community. Why, one donor we worked with, alone, moved his annual giving from \$80,000 to \$3 million within one year of working with us. That's serious change, and we work with hundreds of donors and donor families and advisors per year. Including legacy gifts we are assuring, **we are moving millions** and growing the consciousness—and the leadership—of thousands annually. A lot for simply \$375,000 per year.

Ernest

I definitely agree! Thank you for sharing. Here's to Inspired Legacies' success. May more donors join us in supporting social justice.