

# Timeline of Learning to Give

## Identifying the Need and Developing the Strategy

- 1990** Research on declining participation in civil society highlights the need to deliberately teach young people about the nonprofit sector and the value of participating in civil society and taking action for the public good.
- 1991** CMF launches the Michigan Community Foundations' Youth Project (MCFYP).
- 1994** The W.K. Kellogg Foundation and the Charles Stewart Mott Foundation commit resources and leadership to youth empowerment and civil society.
- 1995** CMF steering committee led by Dottie Johnson and Kathy Agard explores introducing philanthropy knowledge and action to youth of all ages.
- 1997** The *Philanthropy Themes Framework and Learning Benchmarks*, established through a three-round Delphi study, form the basis of all the Learning to Give content and practice.
- 2000** LearningtoGive.org website launches to make philanthropy education available across the state. Participants in Learning to Give (LTG) Michigan summer institutes write standards-based lessons and activities, earn graduate college credits, and become ambassadors of philanthropy education in their communities.

## Program Development, Partnership, and Proof of Product

- 2001** LTG website begins hosting philanthropy-related content created in collaboration with various nonprofit organizations, foundations, and programs.
- 2003** In partnership with Ferris State University, LTG launches a master's degree in Philanthropy Education.
- 2005** An evaluation from Michigan State University shows that resources and engagement with LTG have a direct impact on youth understanding of philanthropy, improved school culture, a rise in volunteer service, commitment to future engagement in civil society, and increased self-efficacy.

## National Expansion and Funding

- 2005** CMF approves the launch of a national board. Learning to Give moves its headquarters to New Jersey under The League. The new national business model applies a sports theme of clubs, points, and recognition to service-learning and philanthropy education.
- 2006** The W.K. Kellogg Foundation gifts LTG with a \$3 million endowment ensuring free access to tools that educate, empower, and equip young people as lifelong philanthropists.

## National Expansion and Funding (Continued)

- 2008** The League model, with satellite offices in eight states, leads to celebrity events, an essay in Parade Magazine, conversations with the White House, and the milestone of 2 million annual visitors to LTG's website. When the recession of 2008 severely cuts the potential for foundation funding, The League begins a search for a new home for LTG.
- 2010** With a vision of placement in HandsOn Network sites across the country, LTG enters a three-year trial agreement to serve as the curriculum provider of the newly formed youth division of Points of Light, called generationOn.

## Return to Roots of Philanthropy Education Under CMF

- 2013** Learning to Give returns to CMF when it is determined generationOn's direct-to-youth focus on service and celebration of only outstanding youth doesn't support the empowerment of ALL youth to learn and serve through philanthropy education.
- 2015** Learning to Give launches a new brand and website. Michigan Youth Advisory Councils (YACs) provide feedback and donate a fraction of their funds in support of the rebranding in the spirit of renewing Dr. Russell Mawby's vision of concentric circles of youth engagement.
- 2016** Grant funding propels LTG to expand online marketing, communications, and training, as well as equip and empower ambassadors and teachers in residence.

## Focus on Equity and Inclusion of ALL Kids in Michigan

- 2020** Remote learning during COVID-19 underscored the need for accessible resources, grounded in equity, that meet kids where they are. The LTG website experiences a 30% increase in usage. LTG makes a shift from a national nonprofit to an endowed program of CMF, setting the intention to integrate learning resources and programming.
- 2021** The CMF Youth Philanthropy Task Force embarks on a year of exploration of the opportunities and gaps facing our state in supporting youth philanthropy across Michigan.
- 2023** Learning to Give publishes a History of U.S. Philanthropy Timeline that features stories of diverse individuals and organizations who have used their time, voice, connections and resources to make a positive impact on the world. By sharing stories of the past, we equip and empower youth to shape the story of philanthropy today and in the future.
- 2024** CMF contracts with consultants to conduct research, understand the landscape, and make recommendations for CMF and its members to equitably engage youth in philanthropy with training, resources, modeling, and inspiration.
- 2025** CMF challenges its members to include youth voice in all areas of their work.