

# PHILANTHROPIC CONSIDERATIONS

In 2021, the Greenberg Family redefined their giving strategy with a deeper focus on sustaining long term impact. As a Minto Foundation grant recipient, the Family would like to share their Philanthropic Mission statement and the criteria they will be using to consider all future grant applications.

## MISSION

Strengthening the Greenberg Family's intergenerational commitment to making a difference by building strong communal partnerships that will drive lasting change and measurable impact. Leveling the playing field by tackling the underlying issues of inequity in key areas including education, health care (physical and mental health), housing and employment.

## CONTACT

If you have any questions about how your funding needs might align with the principles outlined in this document, please don't hesitate to contact the Minto Foundation by email at: [foundation@minto.com](mailto:foundation@minto.com)



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*A division of the Minto Foundation  
dedicated to transformational philanthropy*

## KEY INITIATIVES

### OUR FOUNDATION FOCUSES ON SUPPORTING INITIATIVES AND ORGANIZATIONS THAT MEET THESE CONDITIONS:

- Do we believe this initiative will “go beyond the band aids” and fund lasting solutions?
- Do we see this opportunity as one that supports social services or social change?
- Is the organization open to providing measurement criteria and reporting on sustainable impact?
- Does the organization achieve the goal of leveling the playing field through initiatives that can provide a sustainable long-term impact?
- Does the organization support diversity as demonstrated in the composition of its leadership as well as the people it help?
- Does the organization make efforts to meet fundamental ESG standards?
- Can our Foundation easily assess the reasonable allocation of donations toward overhead/operating costs?

## ADDITIONAL CRITERIA

### FUNDING DECISIONS ARE IMPACTED BY THESE CONSIDERATIONS:

- Do we see this initiative as taking a more pro-active or re-active approach to an issue? If reactive – will it still have a level of social impact that is in line with our Mission?
- Is the “issue” the initiative strives to address itself a root cause, or is it a symptom of a deeper/broader systemic inequity/inequality that can be addressed? If it is an “effect”, then can we investigate the cause of the issue (pro-active/transformational)? Can we support this initiative and also focus on the root cause of the problem?
- Does the organization demonstrate that it knows the difference between the causes and effects of an issue?
- Does the organization make an obvious effort to prioritize one or the other, or does it try to focus on both?
- What research can the organization show that demonstrates its knowledge of what the root causes are?