

# FAQs :: Frequently Asked Questions

## 12 things to know and share about the Giving Back Project

---

### 1. What is the Giving Back Project?

The Giving Back Project is an initiative of New Generation of African American Philanthropists (NGAAP-Charlotte). The Giving Back Project provides a means to produce and distribute an artful hardback coffee table book, titled *Giving Back: A Tribute to Generations of African American Philanthropists*. The project also advances the mission of NGAAP-Charlotte by inviting community members to tell their stories about giving and philanthropy within the African American community.

### 2. What is NGAAP-Charlotte?

NGAAP-Charlotte is an acronym for New Generation of African American Philanthropists, which is a giving circle based in Charlotte, North Carolina. Much like a book club, the giving circle is made up of people with common interests and values who have decided to pool their charitable dollars to give back to the community. NGAAP-Charlotte uses its funds to make grants to nonprofit organizations having a positive impact on African American children, families and neighborhoods.

Founded in 2006 by a group of nearly 20 donors, NGAAP-Charlotte was inspired by a giving circle based in Raleigh-Durham, called Next Generation of African American Philanthropists. NGAAP-Charlotte's vision is "a healthy, safe and prosperous community for African American families to live, work and flourish." Its mission is "to promote philanthropy—the giving of time, talent and treasure—among African Americans in the Charlotte region, with the goal of enhancing the quality of life within our communities." Go to [www.NewPhilanthropists.org](http://www.NewPhilanthropists.org) for additional information about NGAAP-Charlotte.

### 3. What does NGAAP-Charlotte expect to accomplish with the Giving Back Project and book?

The ultimate goal of the Giving Back Project is to ignite a renewed spirit of strategic philanthropy among African Americans in Charlotte and beyond by capturing and sharing stories about giving within the black community. The process of inviting Tribute Sponsors, collecting intergenerational stories, photographing community elders and role models, and then marketing and selling the book is meant to correct false notions about blacks and philanthropy, generate new conversations and ideas and motivate more people to act with greater kindness, generosity and appreciation for social justice.

Expressed objectives of the Giving Back Project are to:

- Celebrate both recognized and unsung African American philanthropists
- Heighten awareness about the legacy of "giving back" among African Americans
- Promote the giving of time, talent and treasure in African American communities
- Advance the mission and grantmaking of New Generation of African American Philanthropists

In celebrating traditions of black philanthropy and the generosity and sacrifices of our ancestors, the Giving Back Project provides an inspirational message at a time when communities need it. While the project was initiated before current economic challenges, its intent and message have become even more resonant now.

## FAQs about GBP :: 12 things to know and share, *continued*

### 4. What kind of content will be included in the book?

*Giving Back* will consist of photography, in black and white, with accompanying short stories or “vignettes” — brief yet poignant narratives of approximately 100 words each — that profile noted givers in the African American community. Referred to as an “Honoree,” each of the identified men and women will have an artful portrait taken by a professional photographer. Tribute Sponsors will participate in an interview with the project’s writer to relay a story about their Honoree. Up to 100 stories and portraits will compose the book.

In addition to stories and faces of philanthropy, the book will include historical information and enlightening research data on black philanthropy. It also will feature selected passages and quotes about giving from historical figures, famous philosophers, luminaries and everyday people.

### 5. What do you mean by Tribute Sponsors?

“Tribute Sponsor” is a term used to designate an individual who is dedicated to giving back and contributes to the book’s development by making a tax-deductible gift of \$365 and by sharing a story about a chosen Honoree. Each story featured in *Giving Back* will be one told by a Tribute Sponsor about his or her Honoree.

Many people in the African American community have at least one story to tell about a special person whose giving has been a significant guiding force. Becoming a Tribute Sponsor allows an individual to tell and preserve their story for the purpose of honoring a person who influenced their life, illuminating the depth and dimensions of giving in the African American community, and, hopefully, inspiring others to follow suit by giving back to causes and communities needing attention.

The project specifically focuses on capturing personal stories told by one individual about another individual. For this reason, a Tribute Sponsor must be an individual. An Honoree must be an individual as well. Couples, families, businesses, organizations and other groups can choose to become financial contributors to the Giving Back Project.

### 6. Who can be an Honoree?

An “Honoree” can be any man or woman in the African American community who is a noted giver, respectfully chosen for tribute by a Tribute Sponsor. Honorees may be elders and older role models or they could be colleagues, peers, younger people or anyone who has awakened and guided a spirit of giving in others. For Tribute Sponsors, this may be a parent, grandparent, relative, educator, coach, scout leader, caretaker, mentor, neighbor, congregation member, pastor, volunteer, donor, arts patron, fellow member of a civic club, sorority or fraternity and any other person who has freely given to benefit people, communities and causes.

While paying tribute to living Honorees is the book’s primary objective, a limited number of posthumous tributes may be included. In such cases when the chosen Honoree is deceased, a Tribute Sponsor would have the option of including a portrait taken by the project photographer that features a photographic image, object of significance or treasured heirloom of the deceased.

### 7. Do you have to live in Charlotte to be a Tribute Sponsor or Honoree?

For logistical purposes, Tribute Sponsors will be people primarily living and working in the Charlotte area. And while Honorees can reside anywhere, we ask that Tribute Sponsors select someone who is able to travel to Charlotte to participate in one of the photo shoots with the project’s professional photographer scheduled for summer 2009. This requirement is meant to help NGAAP-Charlotte strengthen relationships in the Charlotte area, stay on budget and on schedule and maintain the artistic integrity and consistency of the book’s photography. While *Giving Back* relies on stories and support from black Charlotteans, its content and marketing are designed to draw public interest nationwide and beyond.

## FAQs about GBP :: 12 things to know and share, *continued*

### 8. Can a Tribute Sponsor be included in a portrait with their Honoree?

*Giving Back* will feature a variety of portraits. Mostly solo portraiture of Honorees will be captured and used in the book. The photographer may also capture the Honoree with others, generally the Tribute Sponsor, if feasible during a photo shoot. The photographer and content editor will select the collection of photographs for the book.

### 9. When will the book be available to the public? And do Tribute Sponsors and Honorees receive a complimentary copy?

The book is planned for release by December 2009. The release date is dependent upon public response to requests for Tribute Sponsors and meeting targeted development and production schedules. Stay tuned to [www.GivingBackProject.org](http://www.GivingBackProject.org) for news and updates on our progress and book release date.

Once *Giving Back* is released, each Honoree and Tribute Sponsor will receive a complimentary book for their participation in the project. They also will be eligible for a 10 percent discount when purchasing 10 or more books.

### 10. What do you mean by “philanthropy”?

Philanthropy can be defined and demonstrated in many ways. Members of NGAAP-Charlotte venture to reclaim the root meaning of philanthropy — the love of humankind — by celebrating our African American roots and traditions, exploring new as well as time-honored ways of giving and embracing a definition that encompasses gifts of not only money, but also people’s time and talent. *Giving Back* will feature faces of philanthropy that cover the gamut, from generous donors with notable financial wealth to powerful givers with modest means yet rich spirits.

One of NGAAP-Charlotte’s goals centers on “strategic philanthropy,” which refers to donors taking a more thoughtful and intentional approach to giving — as individuals and, collectively, as groups and communities. We believe that increases in strategic giving will help drive progress toward eliminating disparities, ensuring social justice and achieving racial equity.

### 11. What’s the significance of 365?

Each member of NGAAP-Charlotte has pledged the equivalent of one dollar a day for a renewable three-year period to fund grant awards to nonprofit organizations. In a similar spirit, the Giving Back Project taps into the universal symbolism of 365 to engage Tribute Sponsors and donors in the book’s development and to promote book sales. For example, tribute sponsorships are set at \$365 and the book’s projected selling price is \$36.50.

### 12. How will funds generated through this project be used?

Funds raised through tribute sponsorships and book sales will be used by NGAAP-Charlotte to advance its mission and grantmaking in the community. *Giving Back* keeps giving, first by lifting up givers and then by reinvesting proceeds to benefit nonprofits and our community.

### For more information

To learn more, please email or telephone Jenene Seymour at [jenene@givingbackproject.org](mailto:jenene@givingbackproject.org) or 704.907.6215.

**Thank you!**