

## Cultivating Future Philanthropists: A New Mindset

### Speaker

Kendra Foley, Executive Director,  
Individual Giving, School of the  
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### Key Learnings

MakeWork invests and cultivates opportunities for new artist-led businesses that have a social and cultural impact, thus creating impact and sustainability in the future.

MakeWork also focuses on collaboration and collective problem-solving with both council and alumni members mentoring and advising students continuously throughout the process.

### Notes

SAIC launched MakeWork in 2015 to cultivate future donors and board members among professional and entrepreneurial creative circles (e.g., Facebook, Herman Miller, LostArt.)

The goal of MakeWork Award is to fund sustainable creative ventures that expand or preserve an important social value—such as diversity yet inclusiveness, equality, disruption, growth, mutual respect, and understanding while preserving an artistic tradition or exploring the next artistic frontier.

Up to 10 alumni and 10 students from Chicago and other areas in the U.S. are awarded a spot in the challenge where they can win up to \$10,000. Students and alumni that win a spot are also invited to join the Auxiliary Council that introduces alumni of the challenge to mentor the next round of participants and receive access to creative entrepreneurs.

SAIC MakeWork Council Member Requirements:

1. A small commitment of time to advise and mentor students.
2. A tax-deductible \$1,000 contribution for the MakeWork Fund.

Kendra highlighted a few 2017 challenge winners and discussed their success stories.

Key Takeaways:

80 Hours of Mentorship by the council members to students and alumni in areas such as the application process, business plan, and business start-up.

120 Students and alumni participated in workshops, coaching sessions, or one-on-one mentorship.

More than \$20,000 and two six-month memberships have been awarded to nine students and alumni, and they have access to the network of MakeWork mentors.

In the first year, there were 35 students that applied for a spot in the MakeWork challenge. There was a decline in the second year so they did focus groups to correct the model and attract people. MakeWork would like to continue to grow and expand its program.