



Guiding Principles

Daylight commits to these guiding principles in its programs and expects facilitators and learners to do the same:

1. **Take a broad view of philanthropy.** Philanthropy is more than tax-deductible gifts to public charities. It can be informal or formal and include giving, granting, volunteering, investing for social or environmental impact, building social enterprises and B Corps, advocacy, and/or other actions that benefit others or contribute to social impact.
2. **Consider all resources.** Advisors should help clients consider all resources, e.g., the 6 T's (time, talent, treasure, ties, testimony, truth) or 5 capitals (human, intellectual, social, spiritual/moral, financial).
3. **Increase cultural competency.** All donors have many, sometimes conflicting, motivations for and experiences with philanthropy. They're influenced by donors' multiple identities, including age, race/ethnicity, ability status (physical, cognitive), gender identity, sexual orientation, socio-economic class, religion/faith, lived experiences, and citizenship. As families and businesses become more diverse and global, advisors must become more culturally dexterous and offer services that serve a broader group of clients and donors, requiring them to be more inclusive and open-minded to new perspectives.
4. **Reduce inequities.** Over time, some members of each identity listed above faced unintended biases or active discrimination, marginalization, and oppression. Choices by government, institutions, businesses, and other actors decades ago still ripple into people's lives today. They result in systemic inequities in our neighbors' opportunities for well-being, wealth, safety, and more. While Daylight acknowledges multiple viewpoints and philanthropic motivations, its programs will persistently highlight opportunities to understand and reduce inequities.
5. **Empathy with critiques.** Trust in nonprofits, foundations, and wealthy philanthropists has declined in the 2000's. Those groups, donor-advised funds, endowments, and charitable tax deductions face criticism from activists, journalists, politicians, and donors. Competent philanthropic advisors must be willing to listen to all sides of these critiques and help clients navigate them.
6. **Continuous learning.** The context of philanthropic advising is constantly evolving—the mix of legal vehicles, strategies, and tools to achieve social impact, laws and regulations, understanding social and environmental challenges and practical solutions, understanding the psychology of generosity, and more. Daylight's programs will help participants incorporate new ideas and research into their practices in a safe space for experimentation and self-reflection.