

Philanthropy As a Journey

THE MORGANS' THOUGHTS ON PHILANTHROPY

America has always been a country of givers. As waves of new immigrants came to this land, they built the schools, community centers, hospitals and vibrant arts organizations that now exist. Many prior generations came to this country with very little, and yet they gave back. Start small. Our first gift was \$10. Here are some principles that have guided us on our philanthropic journey.

Look Behind You

You are building on the hard work and generosity of those who came before you. Consider supporting causes that have inspired or helped you, whether they were universities that educated you, social service providers that supported your family or friends, environmental organizations that preserved parks and caused you to love the outdoors, or community groups that celebrated arts and culture.

Look Ahead of You

Think about what type of California you'd like to leave for your children. What are the current problems and challenges that you would hope will be solved by the time they're adults? Decide what you care about and invest your time and money in those.

Invest in Leaders

Consider leadership a major factor when you give and invest in a leader. With the right board and staff in place, an organization can maximize its impact and provide great value to the community. Consider lending your own leadership experience through board service or project management.

Lead by Example

Great communities are not accidents—they are built by engaged citizens. Even as a small company, Applied Materials made philanthropy a 1% line item in the budget and established a foundation so that our company's giving wasn't dependent on the ebb and flow of profits. Employees gave even more in tough times to help the less fortunate in the community. You and your organization can provide leadership in your community.

Take Risks, Have Fun

Some of today's most impactful social innovations started because philanthropists were willing to take calculated risks. Support projects that might not happen otherwise. Think entrepreneurially about how to meet needs. Include your family. Finally, step back and enjoy the stronger, thriving community that you're helping to build.