



From Left to Right,
Craig, Mary Beth,
Michael, Steven,
Onyx the dog, and
Elizabeth Young.

OUT OF THE BOX

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Photography by Deogracias Lerma

Serial entrepreneur. Venture capitalist. Venture philanthropist. Family foundation president. Sought-after board member. Software genius. Craig Young is all of these and much more. Yet, the title that he values most is father and husband.

The arc of Young's life has surpassed his wildest dreams. Born in a poor area of Los Angeles, Young grew up in Wisconsin and graduated from the University of Wisconsin in 1976 with degrees in Mechanical Engineering and Mathematics. By the mid-1990s he achieved tremendous success in the software industry as the leading outside software supplier to SDRC and Apple's software subsidiary, Claris. With this success came financial security for Young, his wife, Mary Beth, and their three young children. They formed The Craig S. Young Family Foundation in 1995 to begin giving back and to hold funds

until they had the time to responsibly distribute them. Then, in 1998, Young and his brother, Jim, sold their most lucrative business to SDRC. "It was after 1998 that I began to have the time to take an active interest in philanthropy," Young states.

Young explains their early giving strategy by saying, "Initially we focused on impacting the quality of life, locally and globally. We gave to large trusted organizations, such as UNICEF, the American Red Cross, United Way and the Salvation Army. Soon we added Cincinnati Children's Hospital, Cincinnati Zoo, the World Wildlife Fund and others." Today, they still support many of these organizations, and Young now sits on the boards of Cincinnati Children's Hospital Medical Center, the Red Cross and the Cincinnati Zoo, among others. Mary Beth is an active participant in Impact 100, a local women's

giving circle, as well as being a board member of Kinderveldt. Both he and Mary Beth have been active in Social Venture Partners Cincinnati since its founding in 2007. "SVP has been a great way to apply my business skills to help nonprofits improve their internal infrastructure needs," Young states.

As the children grew up, family giving themes began to emerge – helping people who don't have opportunities in life, humanitarian causes, and improving the quality of life for all. They deliberately exposed their children to various causes – wildlife conservation, poverty and disaster relief, education, medical research, civic and community causes. Mary Beth notes, "Our kids didn't need more stuff, so we helped them learn about people and the world."

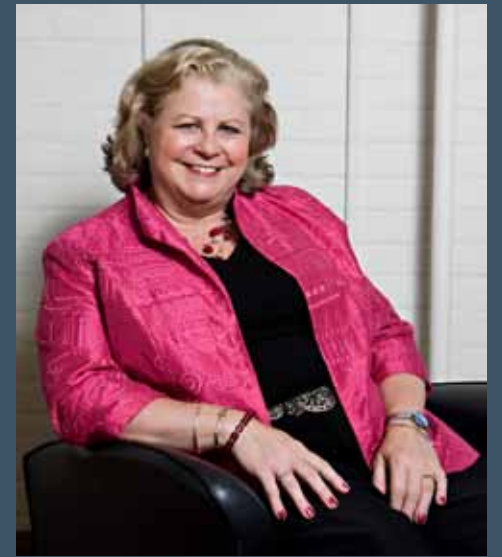
Young shares, "On December 26th of each year, we sat down with stacks of poker chips and brochures from organizations we'd researched. The first year, Michael, now 17, put all of his chips on the World Wildlife Fund. He's still crazy about bears and went on a trip to the Arctic Circle last year to study polar bears."

Mary Beth remembers Elizabeth, their youngest, who's now 16, "always picking dog charities like SPCA." By third grade, their oldest, Steven, began giving his birthday money to Neediest Kids of All. Those poker chips translated to real dollars distributed by the family foundation. And Steven is now earning a minor in nonprofits and philanthropy as a junior at the University of Southern California.

One of their most fulfilling experiences as a family was traveling to Mexico for a Habitat for Humanity blitz build. "It was insanely hot that June. For a contribution of \$5,000, our family, along with 1,500 other volunteers – only six of whom spoke English – helped lay the bricks to build 60 houses in rural Mexico," Young recalls. "Michael and Elizabeth were popular – they delivered Gatorade and cookies to all the volunteers since they were too young to work on the scaffolding."

The trip signaled a shift in their philanthropic giving, from giving solely financial contributions to giving of one's time and talents. After the Mexico experience, Eagle Scouts, Locks for Love, and other experiential kinds of hands-on philanthropy followed. "Helping others has become part of our DNA," Young states. "In fact, we don't really understand people who don't have the urge to give to others."

Volunteering is now Young's primary activity. "I did not join any boards until five or six years ago. I wanted to be with my kids. I coached, I helped with homework, I picked them up from school." He met Lee Carter through Seven Hills School and was impressed by his contributions to the community. Carter eventually got him involved at Cincinnati Children's, where he is now a board member. "Being a responsible board member is harder than I expected," Young admits. "I'm not in philanthropy for recognition, and I dislike fundraising." So what motivates him, and by extension, his family? "The simple joy of being an example for others." By giving of his time, talent, and financial resources, Craig Young has not only set an example for his own family, he has set an example for us all. ❖



SUSAN INGMIRE
Ignite Philanthropy Advisors



"Giving should be the alignment between strategy and joy."

– Cecilia Boone, Dallas Women's Foundation

For Susan Ingmire, President and Founder of Ignite Philanthropy Advisors, connecting and aligning the joy of giving and the strategy for giving is what she had in mind when Ignite was founded as an independent consulting firm. Ignite has one very important purpose: to advance each client's unique charitable goals.

Ignite's team of skilled advisers help clients develop their strategic giving priorities, manage foundation grant-making activities, and fulfill their personal philanthropic goals. Currently, Ignite is proud to serve family, healthcare and corporate foundations.

For both new and seasoned philanthropists, Ignite offers a highly experienced, passionate team of great people who work hard every day to further each client's charitable goals in ways that are innovative, practical and impactful. "Through Ignite, every client has the satisfaction of carving out their own legacy by improving the world around us," said Ingmire.

Ingmire brings 30-plus years of relevant and responsible corporate and nonprofit experience to her clients. A committed volunteer, Ingmire is a founding partner of Social Venture Partners Cincinnati, a venture philanthropy giving circle. Craig and Mary Beth Young also are founding partners.

For more information on Ignite's services, call Ingmire at 513-351-1945 or visit www.ignitephilanthropy.com.