



THE AMERICAN FOUNDATION
Creating Family Foundations



***Charitable Mission of the
American Foundation***

Has anyone ever wondered about the meaning of the three circles in the American Foundation logo? Does it *mean* the family circle – husband, wife, and children (joining together to do good in society)? Does it *mean* mind, body and soul? Does it *mean* efficient operations, leading edge programs, and great service? What does it *mean*?

Benson L. Schaub

It's an intriguing logo and can bring to thought many different ideas as to what it might represent. As the Founder of The American Foundation I have never specifically defined the meaning of the three circles and I continue to feel that it is all right to leave it's meaning up to the imagination of others. In other words, I actually believe that it is all right that it has multiple meanings. Let me describe one meaning for the three circles that could easily reflect our charitable mission and purpose. In this regard, let me suggest that the three circles could easily stand for the 1) "Privatization of Philanthropy"; 2) Aid to Charities; and 3) Assistance to Charities

First Circle – The Privatization of Philanthropy. The very essence or core of our charitable mission is our effort to promote and facilitate the Privatization of Philanthropy. What we mean by the Privatization of Philanthropy is **creating individual, family, and corporate foundations, in the more advantageous public charity setting, where individuals, family members, and corporate executives retain the ongoing direction over charitable distributions.** This is what the American Foundation does. Its charitable program helps individuals, families, and corporations to set up component foundation accounts that are then managed as endowment accounts. The income or earnings are distributed each year to individual, family, or corporate selected charities. We believe this approach to philanthropy will result in the creation of vast amounts of new and more effective giving. We also believe the privatization of philanthropy will result in more effective and successful charitable programs and operations. People feel more comfortable and confident in establishing permanent endowment funds if they and their families can continue to direct the charitable grants to the charitable entities that they feel are most important and needful in society. Under our Public Charity format donors retain what we call "Charitable Ownership." This is the direction that they continue to provide in selecting the charities that they feel need aid and assistance in achieving their charitable purposes. We are a protectorate of this policy. In addition, under our program, charities will be forced to become more responsive to the donor market and to the actual donors that support their charity. We believe this enhanced sense of responsiveness will tend to result in more effective and successful charitable programming and operations.

Second Circle – Aid. By aid, I mean financial aid. We need to provide more funding and financial support to an ever-increasing number of needy charities.

Newsletter

DECEMBER 2003

Charitable Mission Continued

Central to our charitable purpose is developing ongoing endowments that can provide increased financial assistance to charities throughout all of the communities of the United States and the World.

This charitable purpose does not need expanded definition because it is very simple. Charities cannot operate and succeed without financial assistance.

Third Circle – Assistance. The American Foundation from inception has pinpointed three areas where we can be of great assistance to charities in helping them succeed in their individual purposes. These three areas are: equipment and facilities, human resources, and governance. We give matching funds to help charities acquire better equipment and facilities that will help them operate more successfully. We give matching funds to help charities compete in hiring higher quality staff and personnel. In addition, we teach charities better governance principles. These three areas of operations could actually represent another meaning for the three circles. As you can see, our mission is three pronged.

- 1) We get donors more involved in creating and directing endowment funds to support donor-selected charities in their efforts to succeed. We call this the "Privatization of Philanthropy."
- 2) We aid charities by providing financial grants that enable charities to more successfully operate their programs.
- 3) We then assist charities with a focus on helping them acquire better equipment and facilities; helping them attract and hire better quality staff and personnel, and then teaching them how to better govern themselves. In summary, our charitable program includes our efforts in helping individuals, families and corporations establish individual, family, and corporate foundations, with related charitable trusts, under a unique "privatization" format where everyone can better achieve and maximize their philanthropic dreams and goals. Everything that we do in helping individuals, families and corporations set up these foundations becomes part of our charitable program. A more thorough description of this program is found in our brochure called the "Turnkey Family Foundation Program." This brochure is available at our Phoenix office and it can also be found on our website.

Meet the Staff at The American Foundation

Ben L. Schaub President and Founder
Robert E. Hoffman Senior Vice President
Richard M. Hart Chief Financial Officer
Adam Riding Director Donor Services
C.E. (Gene) Stotts Director of IT
Marnie Morgan Development
Laura A. Rogers Executive Assistant

The American Foundation Board Members

Ben L. Schaub
Robert Miller
Benson S. Schaub

Mission Statement

**Our mission is to promote
and facilitate the
“privatization of philanthropy”**

Achieving Our Mission

**We achieve our mission by creating
individual, family, and corporate
foundations, in the more advantageous
public charity setting, where the
individuals, family members, and
corporate executives retain the ongoing
direction over charitable distributions.**

Results of our Mission

**Our mission and efforts will result in the
creation of vast amounts of new and more
effective philanthropy.**

Future AFCS Newsletter Highlights

Staff Spotlight Article – You will have the opportunity to meet each staff member at the American Foundation. With each upcoming Newsletter we will highlight a different member of our staff with a feature article and photo.

The annual American Indian Services (AIS) Scholarship Golf Tournament with Johnny Miller- recently transpired in Phoenix Arizona. This is the American Foundation's 18th year of involvement in this event. This charity tournament benefits many Native American Youth who might not otherwise have access to a college education.



Dr. Zapanta, wife Pamela, sons Michael & John and his parents



Dr. Zapanta visits 3rd & 4th year scholars at the Angles City Trade School in the Philippines

DONOR SPOTLIGHT

Dr. Victor Q. and Pamela Zapanta Founders Ing Tagumpe (Success) Foundation USA

Dr. Victor Q. Zapanta comes from the Philippines. He grew up as the second eldest of six siblings in a poor working class family. Dr. Zapanta “knew the hardship of life at a very early age.” When he was in fourth grade, he woke up at 4 a.m. to sell bread in the neighborhood to earn his school allowance because his parents could not afford to give him any. What his parents did give him was much more valuable though. They instilled in him a deep desire to succeed. Both parents with their determination and ambition worked hard and long hours to provide for their family. They provided discipline and strong encouragement to get a formal education.

Dr. Zapanta transcended his economic limitations to become an outstanding student. With financial scholarship assistance, his father's meager salary, and his perseverance, he was able to finish medical school at the University of Santo Tomas, Manila, Philippines in 1977 as a *Winthrop Scholar*.

Dr. Zapanta practiced medicine in the Philippines for a few years and immigrated to the United States In November of 1980 to further his medical education. From 1981-1985, he did his pediatric residency/neonatology fellowship in New Jersey. He moved to Phoenix in 1985 to start his medical career and his family. His wife, Pamela, has a busy dental practice. They have two children, Michael, who is earning his computer engineering degree at Arizona State University, and John who is majoring in science at Creighton University.

Dr. Zapanta's effort to help started with his own family. He brought his parents to America and now takes care of them (they are in their seventies). He has also helped many of his relatives and friends to become established in the United States. His vision of help started with his family and now is moving on to others. His foundation helps financially challenged children in the Philippines to succeed in their education aspirations. The foundation also tries to help and support community needs.

AFCS – ING TAGUMPE (SUCCESS) FOUNDATION
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