Episode 9:

The Heart Behind Generosity: Clarifying Purpose, Passion and Family Alignment in Charitable Giving

StoryLens Podcast One-Sheet Snapshot

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In this episode of the StoryLens Podcast, the StoryOne partners are joined by charitable planning expert Evan Lange to explore the heart behind generosity. Together, they examine why families give, how personal experiences shape charitable priorities and why clarity of purpose matters more than tactics. The conversation highlights how intentional giving can unite families, heal past wounds and create lasting alignment across generations.



Featuring:
John Christensen
Cameron Bond

Guest:
Evan Lange

Generosity Begins with the Why

- Giving is often rooted in personal experiences, pain or calling.
- Families may feel drawn to generosity before fully understanding why.
- Clarity around purpose leads to more meaningful impact.

Engaging the Next Generation

- Charitable plans should not live in one person's head.
- Involving children and grandchildren builds shared ownership.
- Giving together strengthens family culture and values.

From Success to Significance

- Financial success often creates space for deeper reflection.
- Charitable giving can help families process past hardships.
- Purpose-driven generosity brings healing and fulfillment.

Generosity as Stewardship

- Giving is not about control but faithful stewardship.
- Mission, vision and values matter on the charitable side of the ledger.
- Thoughtful generosity reflects a family's deepest beliefs.

Clarity Over Accumulation

- Charitable assets can grow without intention or direction.
- Giving requires just as much clarity as wealth creation.
- Purpose prevents generosity from becoming passive or stagnant.

Notable Quotes

"Giving is contagious. Once you start, it changes you."
-Evan Lange

"Clarity turns generosity from something you store into something you deploy."
-John Christensen

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