

## **Purpose Forward Foundation: Next Generation Giving**

By Jeff Ott – Author and independent Columnist – Dec 2025

At the Purpose Forward Foundation (PFF), we believe that giving should be approached with the same rigor, structure, and accountability that successful enterprises bring to their investments. Ours is not traditional philanthropy—it is Next Generation Giving: a disciplined, measurable, and purpose-driven approach to creating lasting human impact.

### **Investing, Not Donating**

At Purpose Forward, we don't simply give to causes—we invest in them. Every dollar deployed is viewed as capital with an expected return, not in financial profit but in human progress. Our benchmark is the Human Return on Investment (H-ROI): the tangible, verifiable results that flow from our involvement.

If PFF invests \$100,000 in a homelessness program, the return is measured by the number of individuals who move from the street to stable housing and self-sufficiency. If we invest in distributing 1,000 pairs of shoes to children under five, the measure of success is the full, documented delivery of those 1,000 pairs—or more. When goals are met or exceeded, the return is positive; when they fall short, it's a lesson and an opportunity to refine our model.

### **Structure, Discipline, and Strategic Thinking**

Our approach reflects Jeffrey Ott's four decades of corporate experience leading, evaluating, and optimizing large-scale projects. That experience taught us that every initiative—philanthropic or commercial—needs a clear strategy, measurable targets, and disciplined follow-through to achieve meaningful results.

Purpose Forward applies that same business logic to charitable giving. We:

- Define success before we invest.
- Deploy resources only where measurable impact can be achieved.
- Track outcomes and learn from results.
- Reinvest in programs and partners that deliver real progress.

This disciplined framework ensures that our limited but valuable resources are directed toward the most effective causes and solutions—where each dollar yields the highest possible human return.

### **Beyond Conventional Philanthropy**

While many donors rely on third-party evaluators like Charity Navigator to assess efficiency, PFF goes beyond surface-level ratings. We apply a hands-on, outcome-based model that focuses on results, not ratios. We believe true accountability comes from measuring lives changed, waste eliminated, and systems improved, not just the percentage of dollars that reach a cause.

## **Defining “Next Generation Giving”**

Next Generation Giving is not about size—it’s about effectiveness. It represents a shift from emotional charity to intentional investment, from passive giving to active partnership, and from broad goodwill to focused, measurable impact.

It’s about bringing modern structure and strategic clarity to the timeless act of generosity—ensuring that every initiative we touch produces a result worthy of the effort and capital invested.

## **The Purpose Forward Difference**

Purpose Forward exists to Challenge, Conserve, Improve, and Educate—and to do so with purpose, integrity, and precision. Our foundation is designed to be large enough to make a measurable impact on real-world problems, yet small enough that our influence is direct, personal, and significant.

Through this model, Purpose Forward is redefining what effective giving looks like. We are building a bridge between principled philanthropy and performance-driven investment—a model others can join, emulate, or support.

That is the essence of Next Generation Giving: purposeful, structured, and measurable action that ensures every dollar counts—and every effort moves humanity forward.

[www.purposeforward.net](http://www.purposeforward.net)