



the AUTHORS

The Kaiser Family

about the GENEROSITY DECK

The Generosity Deck stemmed from a Kaiser family conversation over Thanksgiving about the experiences we were most grateful for, and the experiences we could more intentionally design for our future.

There was no more powerful realization than this: how we design around our resources *now* makes a much greater difference than the amount of resources we will eventually design around in the future. And ultimately, the greatest experience we could have as a family, and the most important impact we could have in the world, has always been waiting mostly on us—not on our wealth.

This was a powerful family journey we wanted to share with others, so we created this deck of cards.

the QUESTION

What are my most unique gifts to the world?

why it MATTERS

Our most potent gifts flow from *who we are* as well as what we own. Something as simple as acceptance of another person can be a gift. The way we perceive the potential in another individual or situation can be a gift—one that enables them to escape old limits. Because of our life experience, there are gifts we are uniquely able to give.

the QUESTION

What are the best and worst futures that are made more likely for our family because of our wealth?



why it MATTERS

There are many ways a family's story could unfold. Some are beautiful, some ugly. And some contain surprising twists and unexpected turns. To the extent we imagine diverse storylines, we become more aware of the range of possibilities. And we become more intentional about the preferred future we want to create.



the QUESTION

Is my generosity more solar or lunar?

why it MATTERS

Generosity has an inbreath and an outbreath—a lunar quality and a solar quality. Solar generosity is how we give to the world, pattern the world, and create form in the world. Lunar generosity is how we open the spaces and pathways for others *to do the same*. When you hold a strong lunar polarity, people give, speak, and participate for the first time in ways they would not have been able to without you. It is the most powerful invitation. We tend to overvalue the solar and undervalue the lunar.

A person in a light blue shirt and dark pants stands on the edge of a large, green, stylized letter 'A'. The background is a vibrant, abstract painting with warm colors like orange, yellow, and red, and cooler colors like blue and purple. The overall mood is contemplative and artistic.

the QUESTION

What would I most like to learn or transform
in my relationship with money?

why it MATTERS

Money is one of the most potent vehicles for personal growth. Our dysfunctions, assumptions, and patterns all show up clearly here. By looking at what works well or not so well in our relationship to resources, we understand more about ourselves. And as we heal our relationship with money, we heal our relationship with everything.



the QUESTION

How could our family design a generosity experience to be a highlight in our lives?

why it MATTERS

Often we design family experiences around recreation, leisure, and getting away from it all. But many of our most powerful moments are when we pull together and make something possible that would *not have been* without us. We can design family generosity experiences that combine the best parts of a great vacation with the most transformative possibilities of service.

A woman with dark hair, wearing a red shirt and green pants, is riding a large white dove. The dove is flying towards the right against a background of a sunset with a large, glowing sun on the right side. The sky is a mix of blue and green, and there are some trees and hills visible at the bottom of the image.

the QUESTION

What three intentions are my family holding for the gifts we will give this year?

why it MATTERS

Strong, coherent intentions have a resonance. They induce a response in the world from everything that shares a similar quality—much like striking one tuning fork induces a response in another. It is this vibrational relationship that creates synchronicity. People, resources, and events seemingly appear from nowhere to respond to, and partner with, our intentions. It is this flood of connections that makes the intention *propelling the gift* as important as the gift itself.

A man in a dark suit and red tie is walking through a large, arched glass tunnel. The tunnel is set on a green hill under a blue sky. The man is carrying a brown suitcase. The background is a textured, painterly style.

the QUESTION

How has money both enabled
and limited me?

why it MATTERS

Money is a gift and a burden. It enables some of our best intentions to quickly take form, but it can also short circuit a more organic process born from struggle, deep questioning, and surrender. Money can also distort how people relate to us and may insulate us from the best conversations about what is really going on.



the QUESTION

When has my life felt the most abundant? How can I experience more of this in the present?

why it MATTERS

The times we felt most abundant may not have been when we had the greatest resource. And there were probably things happening that were difficult or annoying. Yet we remember an overflow of gratitude, connection, and meaning. By understanding what created our inner experience, we can design the present to include more of what matters most. And just as we selectively remember our past, we can more proactively experience our present.

An illustration featuring a person in a white shirt and dark suit, standing on a large red gear and holding a massive blue key. The background is filled with various sized red and orange gears against a blue and yellow sky. The scene is metaphorical, representing the interplay of effort and external factors in achieving success.

the QUESTION

How much of my wealth is because of my effort and how much is a result of things beyond this—my family of birth, the mind and body I inherited, and fortunate breaks along the way?

why it MATTERS

Often our generosity flows from our recognition of the many ways we have been supported. We realize we would not be where we are today had we been born damaged, in a place in the world with little opportunity, or with a propensity to disabling depression or other conditions. Our heart overflows with appreciation for our unique position.

A surrealist painting with a blue, textured background. In the foreground, a giant, dark brown leather shoe with laces is stepping onto a sandy, orange-brown ground. Three tiny human figures are walking away from the viewer towards the shoe. The first figure is a man in a white shirt and dark pants carrying a brown briefcase. The second is a man in a blue suit carrying a brown briefcase. The third is a woman in a blue dress carrying a white bag. The overall mood is one of power imbalance and potential harm.

the QUESTION

Where has our use of money inadvertently created imbalance or distortion?

why it MATTERS

Because money carries such power, it easily distorts situations and creates dysfunction. Perhaps the prospect of a gift causes someone to alter their behavior or make an error in judgment. Or perhaps things that could have emerged organically were short circuited and not allowed to come to completion. That which heals can also harm, and more impactful gifts require more wisdom.



the QUESTION

How often do I receive unexpected gifts
and how often do I give them?

why it MATTERS

A consciousness of generosity always precipitates flow—from you to the world, and from the world to you. Scarcity restricts, bounds, and locks things in place. The sum of our generosity is more about how we move in the world *all of the time* than the material gifts we give *some of the time*.



the QUESTION

When have I given a gift and felt uneasy or disconnected afterward?

why it MATTERS

Sometimes we have a sense that something didn't go quite right with a gift. We might even come away feeling less generous, less appreciated, and more disconnected. By looking closely at these experiences, we better understand how we set ourselves up for disappointment. This awareness gives us the power to design wisely from the beginning.

A man in a white shirt and tie stands on a large green banknote, turning a red steering wheel against a cloudy sky.

the QUESTION

How well are we using money as a carrier of our purpose?

why it MATTERS

It's easy for us to allow money to take center stage and orient around its accumulation, preservation, and transfer. But if we think about money as an energy through which we impact the world, we begin first with our purpose and see money as a vehicle for its accomplishment. We put money in service to us instead of ourselves in service to our money.

A woman and a child are flying a large green kite on a grassy hill. The kite has a white hand symbol on it. The background is a vibrant sunset sky with orange and red hues. The kite's tail is long and white, trailing behind it.

the QUESTION

What three things could I immediately start or stop doing within my family that would foster more generous experiences with each other?

why it MATTERS

Often it's the simplest things that matter most, but we give so much of ourselves to our work and to the world we don't have the time and energy to invest in our most important relationships. A few small shifts may open the floodgates.

my INSIGHTS

my ACTION