



Inspiring a new era of American civic and philanthropic engagement.

The New Civic initiative is not just a call to action—it's a rallying cry for uniting our nation around a shared vision of purpose and service. New Civic is launching to inspire discussions and nurture the growth of transformative programs that weave service and purpose into the fabric of schools and organizations.

Imagine a world where education goes beyond textbooks and classrooms, where experiential service becomes a cornerstone of learning. Our vision is one where students flourish as capable, resilient, and compassionate individuals committed to a lifelong journey of contributing to the greater good. For example, Amy Neugebauer runs The Giving Square across more than 100 classrooms and is beginning a nationwide expansion. TGS provides kids as young as seven years old a structured and thoughtful experience of philanthropy that opens their minds and hearts to a lifetime of paying it forward. If done right, we'll inspire an entire generation of young Americans committed to a lifelong journey of contributing to the greater good.

Likewise, for-profit organizations integrating purpose into mission embark on a transformative journey. Beyond advancing the common good, it becomes a catalyst for enduring economic success, unlocking financial prosperity and resilience in the face of disruption.

The transformative efforts of the Do Good Institute (DGI) at the University of Maryland and the initiatives that have been inspired by its programs testify to what is achievable when purpose, capital, innovation, and entrepreneurship come together in a university setting. DGI has showcased the potential for creating real societal impact by strategically mobilizing resources against clear societal needs.

Similarly, the work of the Rothschild Foundation and the Sirona collaborative has created a vertically integrated stack of experiential learning, centered on modern do-good frameworks. Their endeavors highlight scalable solutions at every stage of life, revealing the multifaceted benefits of purpose-driven initiatives.

These initiatives represent an American imperative to reimagine education, civic engagement, and capitalism for the next century. Collective action transcends individual endeavors, shaping a future where purpose is at the core of our economic and societal pursuits.

We invite individuals and organizations alike to collaborate with us. Together, we can catalyze a movement that not only heals the polarization of today but shapes a future where purpose and service are at the heart of our shared journey toward a better world.