



Sample Family Philanthropic Mission

Bob and Stephanie Sample are third-generation Iowa farmers with strong ties to their hometown community. Our financial success is rooted in this community, and we have a 40-year history of philanthropic investment in the causes that impact Iowans and rural Americans.

Our values

The Sample family strongly embraces the Christian philanthropic mission of assistance to those in need. We value direct generosity to those less fortunate, and give modestly without the expectation of recognition.

Our core philanthropic missions

A primary focus of family giving over decades has been food security, particularly to support children. The mission of access to education is also prominent. The Sample family also embraces direct giving in times of disaster or acute need, particularly to rural communities.

Where we give and serve

The Samples have given significantly to the Eastern Iowa Food Bank, and to the Community School District summer break food program. Stephanie has served on the advisory boards of these organizations, including as chair. In 2020, the family permanently endowed the Sample Research Lab at the University of Iowa, focusing on support for alleviating poverty in rural farming communities. The Samples make significant annual gifts to local charities, and to the Eastern Iowa community hospital.

The Sample Family giving strategy

Bob and Stephanie Sample are signatories to the Giving Pledge, and will distribute a majority of their wealth to charitable causes during their lifetime. The Sample Family Foundation, which also manages the family's land in trust, disperses all gifts greater than \$25,000. A Fidelity donor-advised fund distributes numerous additional gifts, including annual commitments. In giving strategy conversations, the Samples appreciate concise, impact-affirming plans based in documented, authentic communication with those who are being served. Giving recognition should be modest and of minimal expense to the cause. The Sample's son, James, and daughter Alicia will be part of all significant giving conversations.



Watch the Sample Family Legacy Video

Updated October 2022. Email Info@ReturnOnGood.org to connect with the Sample Family through ROG's Facilitated Giving partnership.