Over 2,300 years ago, Aristotle began a conversation about what it means to live a good life. That conversation continues to this day. We believe that a good life involves balance and purpose. It involves the search for your unique gift, the quest to achieve to the greatest of your abilities, deep personal connection to family and friends, and reverence for certain essential principles like integrity, courage, patience, and good nature. In signing the Giving Pledge, we have found ourselves reflecting on how taking a public action like this speaks to our personal interpretation of the virtues that define a good life. For us, the choice to focus on giving and philanthropy has always been a part of our journey.

We emphasize choice because we do not believe philanthropy is a burden that comes with financial success. Nor do we think that if you do not participate in charitable giving you are somehow irresponsible. We believe that philanthropy is a good choice that is part of living a life that encompasses personal fulfillment and happiness. Giving—be it our time or our money—makes us feel fulfilled. It’s as simple as that.

Each year, we spend several weeks traveling with our family to do service. These weeks of family service are among the most precious time we have spent together, having given us intense and lasting memories. We have had the privilege of working with communities in Kenya, Ecuador, Mexico, India, Nicaragua, and many closer to home as well. Days and weeks spent doing service work are assets that grow in value over time. So too with financial acts of giving—money given wisely can have a tremendous impact on those receiving it, and can result in a ripple effect of positive change throughout the world.

We have been able to earn enough money that we want for nothing. Thus, we have chosen to commit the majority of our assets to philanthropic investments. A primary focus for us is the identification and support of dynamic social entrepreneurs. It is our belief that social entrepreneurship is the right formula to unleash the next wave of life-enhancing resources for all of humanity. We seek to find passionate, risk taking, bold, and courageous individuals and organizations, and enable them with our support to solve hard problems in a variety of areas that enhance human life. We see the world through our own lens—the lens of entrepreneurship and creative disruption—and thus, we see every societal problem as a disruptive solution worth creating.
With all of this in mind, we are signing The Giving Pledge. We had already decided to give the majority of our assets to philanthropic causes, but publicly stating so allows us to add our voice to the many others who are collectively making a statement. We believe this Pledge provokes a consideration of the role of giving in the pursuit of a good life. This philanthropic commitment is an investment in our future, and the future of our children, grandchildren, and generations to come. It gives us great joy to give our resources to instigate positive change, and it is a privilege to be able to do our small part to influence the future of humanity.

Kim and Brad Keywell