GUIDING PRINCIPLES

We seek to fulfill the legacy of James B. Duke by enriching lives and communities in the Carolinas through children’s services, health care, higher education and rural churches.

**FOLLOW**
James B. Duke’s philanthropic intent, using the discretion he gave us to address current circumstances and emerging issues.

**MAINTAIN**
a commitment to the Carolinas through grantmaking that strengthens organizations, replicates successful programs and tests innovative approaches.

**DIRECT**
resources where they will produce the best results and hold ourselves and our grantees accountable for achieving them.

**PROVIDE**
ethical leadership by seeking diverse opinions, fostering new ideas and strategies, and taking appropriate risks.

**BUILD**
effective relationships with grantees by listening with respect and understanding, learning about their communities and challenges, and working together to identify potential solutions.

**CREATE**
opportunities to share information about successes, failures and lessons learned.

Approved November 8, 2011