

Rucker Advisory: *Philanthropic Advice for Families, Family Offices, & Institutions.*

Advising those who give, and those who inspire giving.

I advise individuals, families, and family offices seeking greater clarity around their giving — articulating philanthropy's role within your broader purpose, developing a thoughtful strategy, and building an approach that reflects your values across generations. I have particular expertise in cross-border philanthropy and advising internationally mobile families across the US and UK. My experience also brings an additional perspective on governance, stakeholder relationships, and reputation.

I work alongside family office, legal, tax, and investment professionals, providing independent philanthropic expertise where additional perspective or leadership is needed. Working with a small number of clients, I collaborate with a trusted network of specialists when appropriate.

Areas of Support



Philanthropic strategy and goal setting



Family engagement and next-generation participation



Philanthropic governance and decision-making frameworks



Opportunity identification and assessment



Due diligence and evaluation of charitable organizations

From Both Sides of the Table

Having spent my career helping institutions secure transformational philanthropy, I became increasingly interested in the questions that arise before a gift is made: What matters most? What change is sought? How can giving reflect a family's enduring values while including the next generation?

— Síoфра

Ways of *Working*



Fractional
Philanthropic Advisor



Project-Based Advisory



Embedded Support

How Clients Typically *Engage Me*

Typical clients include founders, philanthropists, family offices & internationally mobile families.



Following a liquidity
event, exit, or business
sale



Families seeking clarity
and alignment around
giving



Family offices
formalizing
philanthropic activities



International families giving across
jurisdictions



Philanthropists considering
transformational gifts

My *Background*

For more than 25 years, I have worked with philanthropists, families, and institutions on significant charitable commitments and transformational gifts across the US & UK — giving me deep insight into the complexities of philanthropy today. A London-based American, I completed my Executive MBA at Cambridge Judge Business School in 2025, with research focused on the impact of culture on philanthropy.



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