

THE DYNAMIC DUO



Ellie and David M. Rubenstein are demonstrating how the next generation can make a positive impact.

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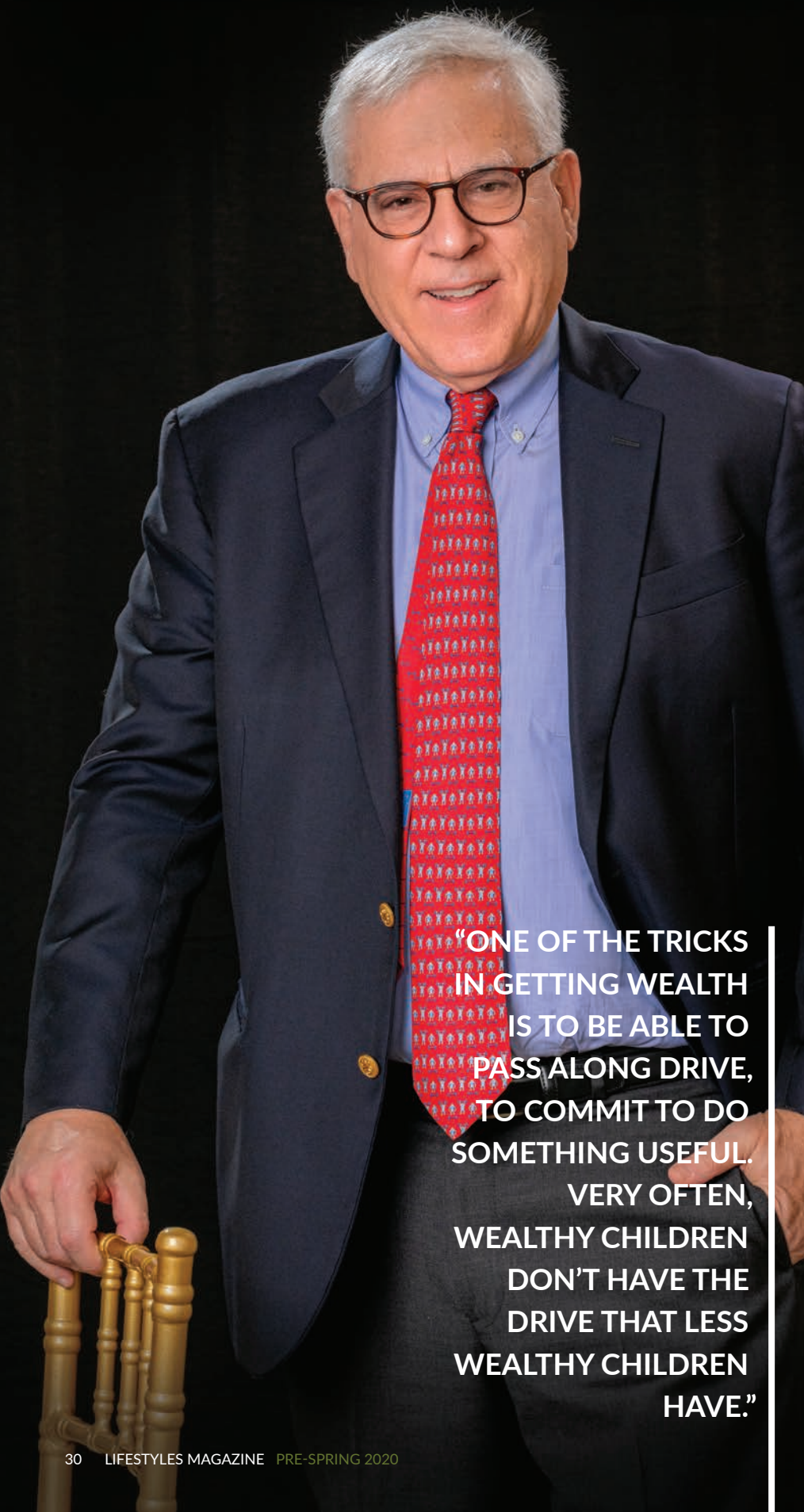
It's easy for people to make promises and open their wallets to fill philanthropic pledges. But to David M. Rubenstein and his daughter Ellie, the methodology behind giving means so much more. It is the innate desire to help others who aren't family; strangers around the world who have never heard of The Carlyle Group or its cofounder.

"On the face of the earth, there are roughly 30 billion species," David says. "Humans are the only species that say, 'I want to help more than my relatives. I want to help the whole species.' The only species that we know of that does this is humans."

While David often discusses the idea of helping others with the influential guests he hosts on his talk show, *The David Rubenstein Show: Peer to Peer Conversations*, he also does his own part to help where he can.

The co-executive chairman of The Carlyle Group is determined to do something useful for the human race and create a meaningful influence, striving to give back to his country—something he did nobly by serving in the White House during the Carter Administration as Deputy Assistant to the President for Domestic Policy. Educating Americans about United States history through patriotic preservation, David has made transformative gifts to the restoration or repair of the Washington Monument, Jefferson Memorial, Mount Vernon, the Kennedy Center, and the Smithsonian, in addition to providing the U.S. government long-term loans of his rare copies of Magna Carta, the Declaration of Independence, and the U.S. Constitution.

Ellie and David M. Rubenstein with his last *Lifestyles Magazine* cover



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“The theory is, if people visit these sites, they may learn more about American history,” he explains. “By fixing up monuments and memorials, by taking historic documents and putting them on display, hopefully people will visit them and learn more about our country’s background.”

By reminding others of the history and heritage of the United States, David hopes he can retell the stories of the good, and the bad.

“If you don’t know about the past, you’re more likely to be condemned to make the same mistakes,” he continues. “Hopefully if you know about the past you won’t make the same mistakes that we made in the past. That is the theory of patriotic philanthropy.”

Imparting the ideology of helping others while being informed, David raised his daughter Ellie, who is 31 years old, to be selfless and understand what it means to be an American, resulting in a multigenerational philanthropic narrative.

“I think my dad’s done a really good job in instilling confidence in his kids where they can find their own passions but still be an American,” explains Ellie, who is the cofounder of Manna Tree Partners.

An avid hunter and fisherman, Ellie has combined her own hobbies—such as digging for clams with her grandfather—to launch the junior angler program with the National Park Service.

However, Ellie's successful philanthropic career began more than 10 years ago, when she survived a traumatic brain injury during a hypothermia incident while returning from a ski race.

Forced to relearn how to walk and talk at Vail Health and Howard Head Sport Medicine, she became inspired to donate her time to those who endured far worse than her. Working with the Red Cross, Wounded Warriors, and an acting volunteer counterpart of the Service to the Armed Forces, Ellie, although never having served in the military, sought to support her country in a different way.

"One thing I try to do in many ways is bridge the military-civilian divide," she says. "One thing I've found is that there is not enough emotional support for what they're going through. And that's not just the military. It's the spouses, the kids, and the families. A combination of integrative medicine, the outdoors, and military families is personally where I give my support."

Following a decade of personal health struggles and deep dive into volunteerism, over the next decade Ellie will work to create environments for the military, integrative medicine, and the outdoor lifestyle to set people up for success. In 2020, Ellie and Vail Health will launch TOP—Tactical Optimisation Program, the first fully-funded, non-medical program for active duty military focused on medical wellness and decompression techniques.

But helping veterans heal is only one way that Ellie serves America from the outside. Revolutionizing the food supply chain as the CEO of Manna Tree Partners, she continues to show an unwavering love for humanity, using her time, energy, and ideas—founding blocks that America was built on.

"Being American means welcoming people from other countries and taking the best of other countries and enabling people to live up to their potential," David says, intoning Thomas Jefferson. "The cream of the country, the ideal that we live up to or try to achieve, is that all people should have equal opportunities to achieve their potential and ultimately have life, liberty, and the pursuit of happiness."

Engraining this sense of social responsibility into his daughter at a young age—David never forgot to ask her who she helped at the end of each day, or call in after virtually every high-level meeting—Ellie lived through his experiences.

"The who-did-you-help thing was extremely important," Ellie remarks. "One of the advantages of growing up in a close-knit Jewish family, with a lot of cousins and relatives, was that my dad never forgot who he was. Many people have commented that it's great to see that my dad is not just all about business and that he has this other side of him."

Raised as an only child, David understood early on the importance of unconditional love. One of the best experiences of his life was calling his mother every day and hearing what she was doing, and telling her what he was doing.

And David's unique toolbox of love, confidence, emotional support, and drive is what led his daughter to move mountains today.

COVER PROFILE

David M. Rubenstein and Ellie Rubenstein

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“One of the tricks in getting wealth is to be able to pass along drive, to commit to do something useful,” David says. “Very often, wealthy children don’t have the drive that less wealthy children have.”

Observing her father’s intense work ethic her entire life, Ellie looked up to David’s passion. Forming her own identity and leaving home to become a ski racer, Ellie was able to create her own image, expressing her own individuality. Today, Ellie thanks her father for letting her observe the systems that got him to where he is today. She saw it worked.

“He took us around the world,” she recalls. “I got to go on business trips with him. I got to see the inner makings of how you build a global firm and partnerships.”

Working together with her father, Ellie notes that instead of creating a next-gen environment, they have built a multigenerational atmosphere.

“The people moving the mountains today are the ones from the second- and third-generation families,” she says. “They’re not only motivated, but they have the tools and resources to do so and they are their own people. And that’s extremely important. They have their own identities and their own goals.”

David praises those from successful second- and third-generation families because it’s not as easy for them to be as driven as people born in the first generation.

“We were really raised in a giving back manner,” Ellie remembers. “One thing my dad and I are trying to do is be open about how we got to this point so we can help other families. I’m a huge proponent of telling people to start now with small amounts of money, investing, and giving.”

Opening the gates and teaching others how to be philanthropic is one of Ellie’s key goals. But

she couldn’t do it without her father, a pro at embracing people of different backgrounds.

“He’s good at relationship building,” she explains. “He brings people in. It’s actually an experience. That’s something I admire.”

Best friends with her father as an adult, Ellie has found it to be a rewarding and powerful adventure.

“I respect people who have valued their family relationships, found a way to build their own personal life, make money in a way that they feel matches their values, and they can look themselves in the mirror every day.”

However, David has also taken great pride in the values that Ellie has acquired and brought to fruition while pursuing philanthropic projects.

“I wish I had started in the same direction when I was younger,” he says. “I didn’t start my company until I was 37 and I didn’t get involved in a serious way in philanthropy until I was in my 50s. I wish I had done both things earlier.”

Growing together as a family while continuing to learn new lessons from each other, David and Ellie are prototypes for the multigenerational platform, highlighting the need to take care of family.

“It’s very rare that somebody as busy as him would emphasize family time, like five days at Thanksgiving, but that’s what we do,” said Ellie. It’s really about coming together.” **LM**