



## Passing the Torch: Attracting the Next Generation of Philanthropists

For some time, we've heard about the impending intergenerational transfer of wealth and the need for not-for-profit organizations to take the necessary steps to access it.

According to a recent report in the Association of Fund-Raising Professionals' *Advancing Philanthropy*, it is estimated that \$11.6 trillion in personal wealth will be transferred from one generation to the other between 1998 and 2017. Of this, an estimated \$1.7 trillion will be bequeathed to non-profits and a remaining \$7 trillion, after taxes and fees, will be inherited. Furthermore, AFP estimates that there are 1.8 million estates of \$1 million or more, creating more than 1 million new millionaires due to inherited wealth.

These numbers are staggering. But the reality in the non-profit world is somewhat different from what these articles might suggest. Today, many organizations (though not Fairport Baptist Homes), are seeing decreases in annual giving. Fewer donors making fewer (or smaller) gifts means not only less funding for programs and services, but also fewer prospects for major gifts, even among organizations, like FBH, that are thinking strategically and

cultivating donors conscientiously.

And even FBH sees the total number of donors declining. How do we replace the donors who are disappearing? Can we ask older donors to introduce us to their children and grandchildren? If older donors have not brought their younger family members to the organizational table during their prime giving years, it is unlikely that they will be able to bequeath their philanthropic passion along with the dollars they may pass on to their heirs.

In fact, some research suggests that one's adolescent experiences hold the key to understanding the future likelihood of participation in philanthropy. The Center on Philanthropy conducted a study in which researchers looked at how charitable giving and volunteering by young adults related to family stability and income while they were growing up, in order to discover the influences on family philanthropy. They found that a disruption in the family situation, such as a divorce or the remarriage of a parent, during the adolescent years, is negatively associated (though not a causal effect) with that child's future philanthropic giving as a young adult. Adolescents

who grew up in low income families are also less likely to give or to volunteer as young adults. In both cases—reduced giving and volunteering—the belief is that it's the stress associated with the family that affects future philanthropic behavior.

Founding director of the Center on Philanthropy Panel Study, Mark Ottoni Wilhelm and his colleagues found that developing adolescents' philanthropic consciousness produces direct benefits, especially if parents donate and volunteer side by side with their children and that parents' role modeling positively affects children's charitable giving later in life.

Still, many people observe and are concerned about apparent changes in giving that seem connected with donors' ages. Younger people are less likely to give and are giving less. But is it clear that these differences mean that younger generations are less generous?

Understanding generational giving is complex, and researchers are just beginning to examine factors that may help account for the observed

# FBH Caring Ministries Foundation

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# Letter from the Chair

At FBH Caring Ministries Foundation we are strengthening our connections to supporters, donors and family members to determine their needs and concerns. This summer we will be launching a "Listening Campaign." We have invited a small randomly selected group of current and past FBH supporters and family members to participate in this project, but it is open in addition to anyone else who would like to participate.

Members of our Foundation Board and the Foundation's Marketing Committee will invite participants to take part in one-on-one conversations focused on their relationships with Fairport Baptist Homes, as well as their concerns and suggestions for the future. These honest and frank discussions will be used to guide the Foundation's future programs, allocations, communications, and fund-raising strategies. Key findings will be shared with all after they are analyzed.

If you are interested in participating in our Listening Campaign, just contact Director of Advancement Ellen Bevan at 388-2324 or e-mail her at [ebevan@fbhcm.org](mailto:ebevan@fbhcm.org).

We hope that this project will put



a human face on our Board for those of you who participate and help our Board, in turn, get to know you better so that we can serve you more effectively!

A handwritten signature in cursive script that reads "Dick".

Richard Wien, Chair  
FBH Caring Ministries Foundation

Thanks to everyone  
who donated to our  
"Framing the Future"  
Capital Campaign.  
Our total amount of  
money raised to date is  
\$617,560.

## Staff

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differences, by measuring parent's giving and their children's giving as adults. One area of interest is the transmission of religious giving values from parents to their children, sparked by a large decline in religious giving by younger generations. Religious giving is of special interest, because previous studies have shown that those who give to religion are more generous to secular causes as well.

For some adult children, remembering their parents put money in the basket at church every week, even when the family was relatively poor, made a lasting impression. But current research indicates that children born after 1946 are overall less likely to give and that they give less generously than previous generations, to religious as well as to other causes. Religious attendance at weekly services has declined in general across the nation, and giving to religion is closely tied to participation. Decreased attendance does correspond with decreased donations, regardless of religious affiliation.

The key to giving remains involvement: engagement encourages financial commitment. For younger donors, there is also an entrepreneurial element to their giving. Boomers (those born between 1946 and 1964) want accountability and effectiveness in the causes they support, but they also want to be personally involved. Non-profits, including religious institutions, must be concerned with involving younger people in their mission.

What are we doing to replace the donors who are disappearing? How can we ensure that the charitable torch, as well as the wealth, is passed to the next generation? How can we inspire the philanthropic passion, along with the dollars that we pass on to our heirs? How can we be certain that our children will care as much about giving support, in terms of volunteer time and financial assistance, as we do, even if the beneficiaries are not the same causes that we hold dear?

These are the real issues. In order to feed the pipeline of giving, from

both an annual and a long-term perspective, we must actively seek and understand younger donors. We must meet their terms and expectations, not ours, recognizing that they may have very different characteristics and interests than their parents have. We must recognize that they are busy, and we must create different giving structures for them. We must be transparent and measure results for them in ways that make sense, making information available to them 24/7 through the Internet.

The giving landscape is no longer the same as our grandparents' (or even our own). But as current donors, we need to make sure that we are all in harmony. We have an obligation to pass the torch as well as to funnel our funds to those who live beyond our lifetimes. We must invite involvement and introduce our children and others to the good work that we do and the good feeling that comes from being an integral part of an organization's ability to make a difference in the lives of people, our communities, and our world.

## New Foundation Board Members Elected

The Board of Directors of the FBH Caring Ministries Foundation welcomes two new board members this spring: Nicholas Warner, Esq., an associate since 2007 with the Rochester law firm Segar & Sciortino, and Sean Phillips, an account manager with Airgas Corporation.

Nick is a Fairport native who graduated from Washington & Jefferson College and law school at the State University of New York at Buffalo. He has served as a law clerk for the Honorable Roy King, Rochester City Court Judge, and as a summer associate for an insurance defense firm in Pittsburgh, PA. He now specializes in the areas of Workers Compensation, Social Security Disability, and Personal Injury.

Sean has been with the medical/

specialty gas accounts of Airgas East since 2006, responsible for a ten-county region in Central and Western New York. Previously, he was a pharmacy account manager in MA with Invacare Supply Group and as a route salesman with Stroehmann's Bakery in Rochester. He has also served as a firefighter with the North Greece Fire District in Rochester (1997-2002), rising to the rank of Fire Captain.

Sean is a graduate of Greece Arcadia High School with an AAS in Fire Protection Technology from Monroe Community College.

Last fall, the Foundation Board also welcomed new members Michael Kaufman, VP/Financial Advisor with the K&H Group of Merrill Lynch in Pittsford, and Ted Weniger, retired Senior VP/US Field Operations with

the German computer services firm SAP Corporation.

We welcome these talented and dedicated individuals who give so much to the Foundation board and wish them well in the coming year.

*Please visit our newly designed website at [www.fairportbaptisthomes.org](http://www.fairportbaptisthomes.org)*

Thanks to Patty Cornelius of [frugistudio.com](http://frugistudio.com) and the FBH Foundation marketing committee:

Katie Coyne, *Chair*, Patty Cornelius, Terri Cubiotti, Penny Decker, and Cathy Hines

**FBH CARING MINISTRIES FOUNDATION**

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**The FBHCM Foundation has given the following allocations since 2007:**

FBH Caring Ministries	\$20,300
FBH Community Ministries	\$51,700
Seasons ChildCare	\$24,700
ACF/RHCF (Nursing Home)	\$16,600
ACF/RHCF (LifeTimes Adult Day Health Care)	\$9,500
FBH Assisted Living Community	\$335,000
<b>TOTAL ALLOCATIONS</b>	<b>\$457,800</b>

**Your gift to the Annual Fund makes these allocations possible.  
2010 Foundation allocations will be announced at the Caring Ministries  
Corporation Dinner on Tuesday, October 5th.**

Enclosed is our/my check for \$\_\_\_\_\_ (Please make checks payable to FBHCM Foundation)

Please charge this gift to our/my: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard

Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature (required): \_\_\_\_\_

Please circle: Dr. Mr. Mrs. Mr. & Mrs. Ms. Miss Rev.

Name: \_\_\_\_\_ Spouse: \_\_\_\_\_

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**Please return form to: FBHCM Foundation, 4646 Nine Mile Point Rd, Fairport, NY 14450**