

BOOMERS ARE GROWING UP

They are the Next Generation of Philanthropists

Forty years ago they wanted to change the world, now they have the opportunity. They have entered the “Golden Age of Philanthropy”

The Generation that dreamed of changing the world in the 1960’s has entered its prime charitable giving years. Once described as the “me generation” has morphed into the “we or family generation”. Boomers have transformed every aspect of culture and commerce they’ve touched. Now they’ve reached their giving years and are looking at giving in a whole new more strategic way.

While their parents gave out of a sense of duty, this new generation of donors gives in order to make a difference. Boomers are still trying to change the world by supporting charities that they care about. They want more involvement in their giving and assurance that their philanthropy is going towards worthwhile causes.

Boomers are suffering from “donor fatigue” and are not impressed with the “old” fundraising strategies, in fact, they are developing immunity to the phone calls, direct mail requests and capital campaign asks. They know there are tax, estate and family legacy benefits to their giving and therefore wish to incorporate a more strategic approach to their philanthropy.

At The Family Office we celebrate the new donor. We understand how incorporating strategic philanthropy into our wealth plan can benefit all donors and the charities they support. We appreciate that people generally want to give back to the community yet don’t necessarily know how. Most importantly we understand how incorporating Philanthropy and Family Legacy Planning now, allows for precious resources to flow to charities that require funds both today and well into the future.

