

The Power of Many: Philanthropy Across Generations



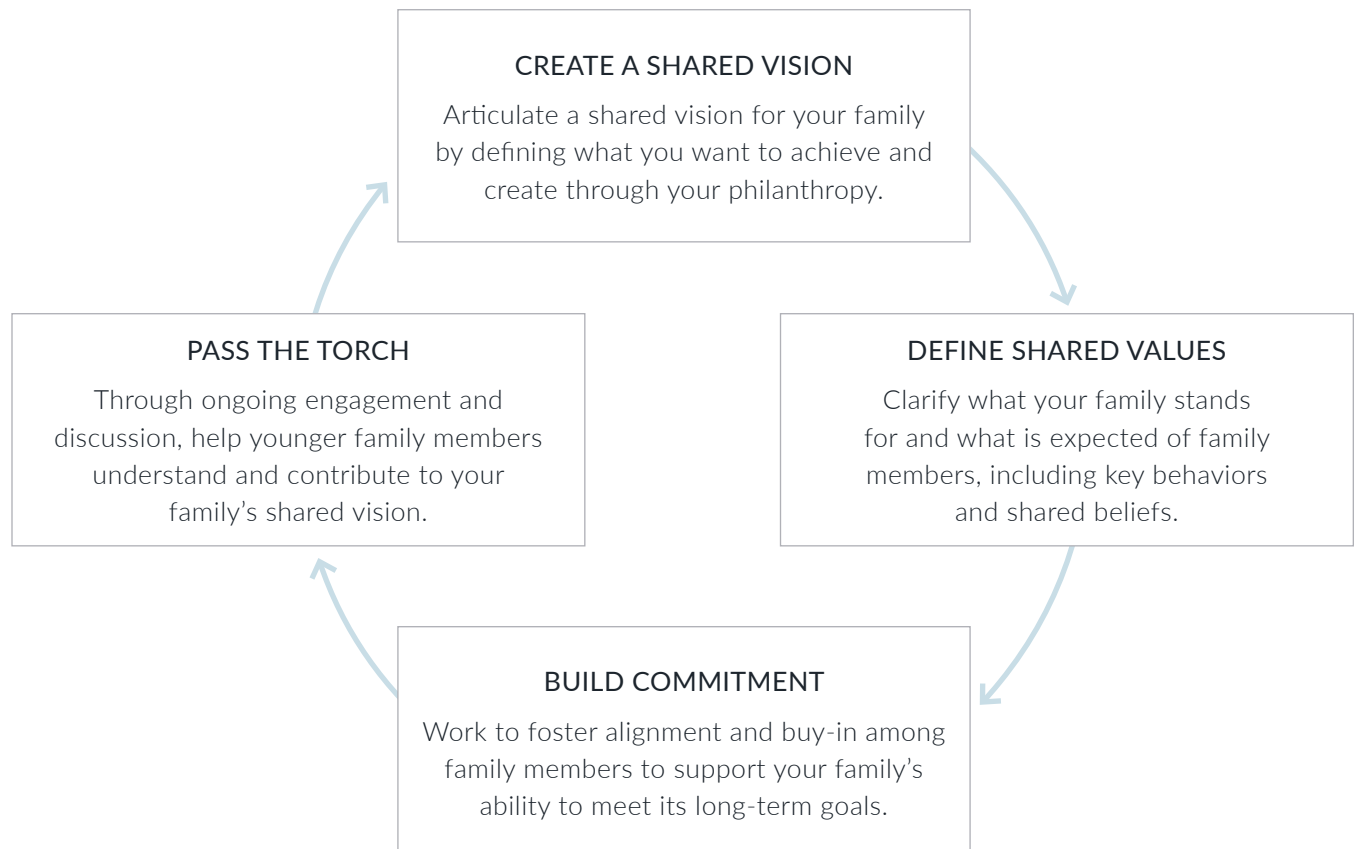
Making a Difference & Sharing Values

Philanthropy is an important pillar of comprehensive family wealth planning. By incorporating charitable giving into your family's wealth management strategies, you can align your financial objectives with your values, creating a legacy of altruism and strong family bonds.

Laying a Foundation

Conversations about what matters most lay the groundwork to define philanthropic goals. By working together, you can align your family's core values and find a sense of purpose and meaning, as well as a deeper connection to wealth and its potential. Each generation brings unique perspectives, blending the wisdom of experience with a fresh focus on causes that are relevant today.

Placing an emphasis on philanthropy can have a positive impact on your family's shared values while also unifying and strengthening your family's relationships.



Engaging the Next Generation

Involvement in the family's philanthropic work can encourage younger generations to develop a genuine interest in giving back. Providing them with hands-on experiences, educational resources and opportunities to lead their own charitable initiatives can better prepare them to support the family's priorities and mission in the future.

Ways to Encourage Philanthropic Engagement

- Offer age-appropriate experiences and meaningful roles that are consistent with young family members' level of interest. For example, help preteens discover volunteer opportunities so they become more aware of the world around them.
- As a family, participate in volunteer activities such as serving meals at a soup kitchen or helping with cleanup of a local green space or waterway. There are development-appropriate volunteer opportunities at every level.
- Create a family giving fund and allow children to decide gift amounts and recipients.
- Be open to both teaching and learning. Include younger family members' perspectives and interests, and target issues that are important to them. The intergenerational exchange of ideas and perspectives creates value in both directions.
- Do not keep the next generation at the "kids' table" forever. If you are already engaging your children in a conversation about family philanthropy, it may be time they "graduate" to have more responsibility – and more impact.

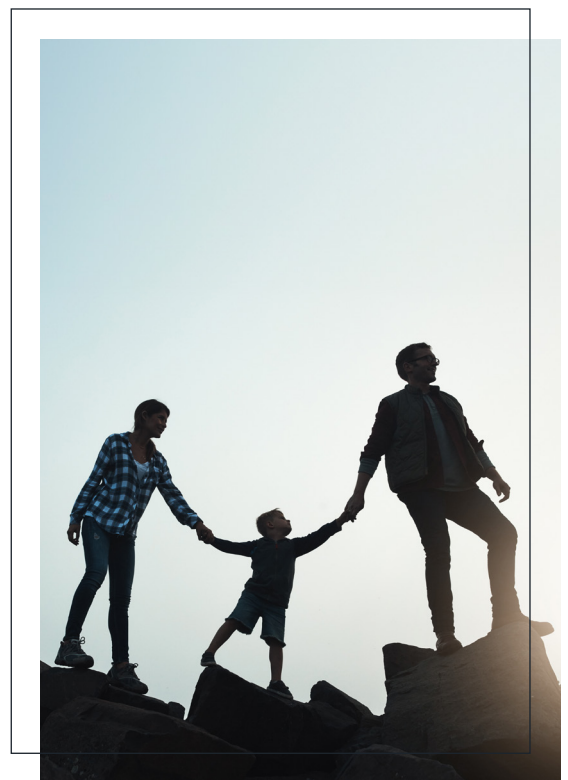
Charity Gift Certificates

Charity gift certificates are another way to encourage younger generations to participate in philanthropy.

- *CharityChecks* – Order giving certificates in denominations of your choice, receive the full tax deduction and gift them to friends and family to donate to their favorite causes.
- *DonorsChoose* – Donate directly to public school classroom projects across the U.S.

A Multigenerational Legacy

Creating a culture of philanthropy within your family is one of the most effective ways to build and preserve your shared legacy. A commitment to philanthropy strengthens family ties and increases the likelihood that your shared values are passed down through generations, creating lasting value and leaving a positive mark on both your family and the world.



If you are interested in learning more about multigenerational philanthropy, please visit www.glenmede.com and contact us today.

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