



The Dallas Foundation





The joy of giving.

Next Gen: What we Know

Amount Expected to Pass to
Next Gen between now and
2045

\$84T

Wealth Controlled by
Millennials by 2030

\$33.6T

Next Gen Who Do Not Feel
Ready to Manage the Wealth

50%

Inheritors who immediately
Change Their Parents Advisors

7 in 10

Motivated by a Sense to
Give Back

74%

Prefer Online Platforms

**Crowdfunding,
4x peer-to-peer**

Social Media is a key tool

**Instagram, YouTube,
Facebook, TikTok**

More likely to give based on
celebrity or influencer

4x

Key Takeaways: Innovation

- **The NOW GEN**
 - Don't want to wait until the end of their lives to make an impact....they want to be major donors and engage with the organizations NOW
- **Historically, philanthropy has been risk-adverse**
 - Next Gen want to push the envelope and try new things
- **Innovation is important**
 - Innovative organizations or projects
 - New vehicles, new tools and technology, new approaches
 - Using donor advised funds to accompany a family foundation

Key Takeaways: Innovation (cont.)

- With more access to information through technology, next gen donors have higher expectations for the **transparency** and **accountability** of the charitable organizations they support.
- Philanthropy goes beyond financial donations – they want to **actively participate in creating change**.
 - a. Creating and sharing posts on social media to increase awareness of a cause
 - b. Volunteering their time and skills
 - c. Supporting companies that create a positive social impact

Key Takeaways: Values

- Answer to WHY is the same. Next Gen want to give to organizations whose **missions fit personal values**
- Values are being passed between families...**giving strategies and focus areas are not** necessarily passed down
- Want to be good steward of **family's legacy**, and make the **biggest impact**

Rising GENerosity

The Dallas Foundation's **Rising GENerosity Philanthropy Initiative** seeks to inspire and empower a new generation of changemakers—Gen X, Millennials, and Gen Z—as active partners in addressing the most pressing issues affecting our community.

Rising GENerosity is tailored for **leaders aged 25 to 50** who are eager to learn, engage, and expand their impact through strategic, intentional and collaborative philanthropy.

The program includes:

- Lunch and Learns featuring philanthropic subject experts and topics such as impact investing, nonprofit board service, and family philanthropy.
- Site visits to impactful and innovative nonprofit organizations.
- Social and family volunteer opportunities.

The Cary Council

Founded in 2015 by Michael Kahn in honor of his mother, Beth Kahn, The Cary Council unites emerging leaders to advance early-stage medical research and carry forward a legacy of hope and discovery.

What does membership look like?

- No dues – focus on engagement and advocacy
- Access to interesting programming with medical and business leaders
- One fundraising event – *An Evening with DocStars*



Making an Impact

- 200 members and growing
- 21 Early-Stage Research Grants to promising early-career UTSW researchers
- Grant recipients have secured over **\$21 million** in follow-on funding
- Established first endowed fund to support UTSW's Peter O'Donnell Jr. Brain Institute
- Hosts of video podcast *Learning from Leaders*





Private Family Foundation: Five Generations

Mission:

To support individuals and families as they build productive and meaningful lives.

- **1951: The foundation began as part of the Zale Corporation**
- **1986: Became a private family foundation**
- **Now in its 5th generation! The 100th family member was recently born.**
- **Many family foundations don't get past the 4th gen.**



Private Family Foundation: Five Generations

- **Since 1986 decision-making has changed:**
 - 1G and 2G were sole decision-makers
 - 3G asked for a seat at the table
 - 4G is being welcomed in, with caveats.
 - In 10-years some of the 5G will be the next emerging leaders
- **Decision-making now must change!**
 - More family members = more voices = more areas of passion
 - This can = less strategy
- **4G want to see impact and strategic thinking and as a result:**
 - 2025: first time in the Foundation's history, we are closed for open applications.
 - Strategic planning! Shifting an entire way of giving.
 - Building a future guided by the values of M.B. and Edna but responsive to the needs of the next gen.

Resources:

- [*The Next Generation of Philanthropy*](#) – Lilly Family School of Philanthropy study.
- [*Show Me the Impact*](#) - Learn how we can make the most of next gen donors' particular focus on impact. (Stanford Social Innovation Review)
- [GENERATION IMPACT: How Next Gen Donors Are Revolutionizing Giving](#) - Meet the next generation of big donors—the Gen X and Millennial philanthropists who will be the most significant donors ever and will shape our world in profound ways. Hear them describe their ambitious plans to revolutionize giving so it achieves greater impact. And learn how to help them succeed in a world that needs smart, effective donors now more than ever. (Sharna Goldseker and Michael Moody)





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