

# Unlocking Your Transfer of Wealth Potential



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# Today's Presentation

**America's Transfer of Wealth Opportunity  
Making the Case at the Community Level  
Incenting Giveback**

**TOW Analysis  
Transfer of Wealth Book  
Discussion Guide  
Presentation Slides**



# America's TOW Opportunity

**Over the next 20 years, a remarkable \$15.4 trillion could be passed from one generation to the next across America.**

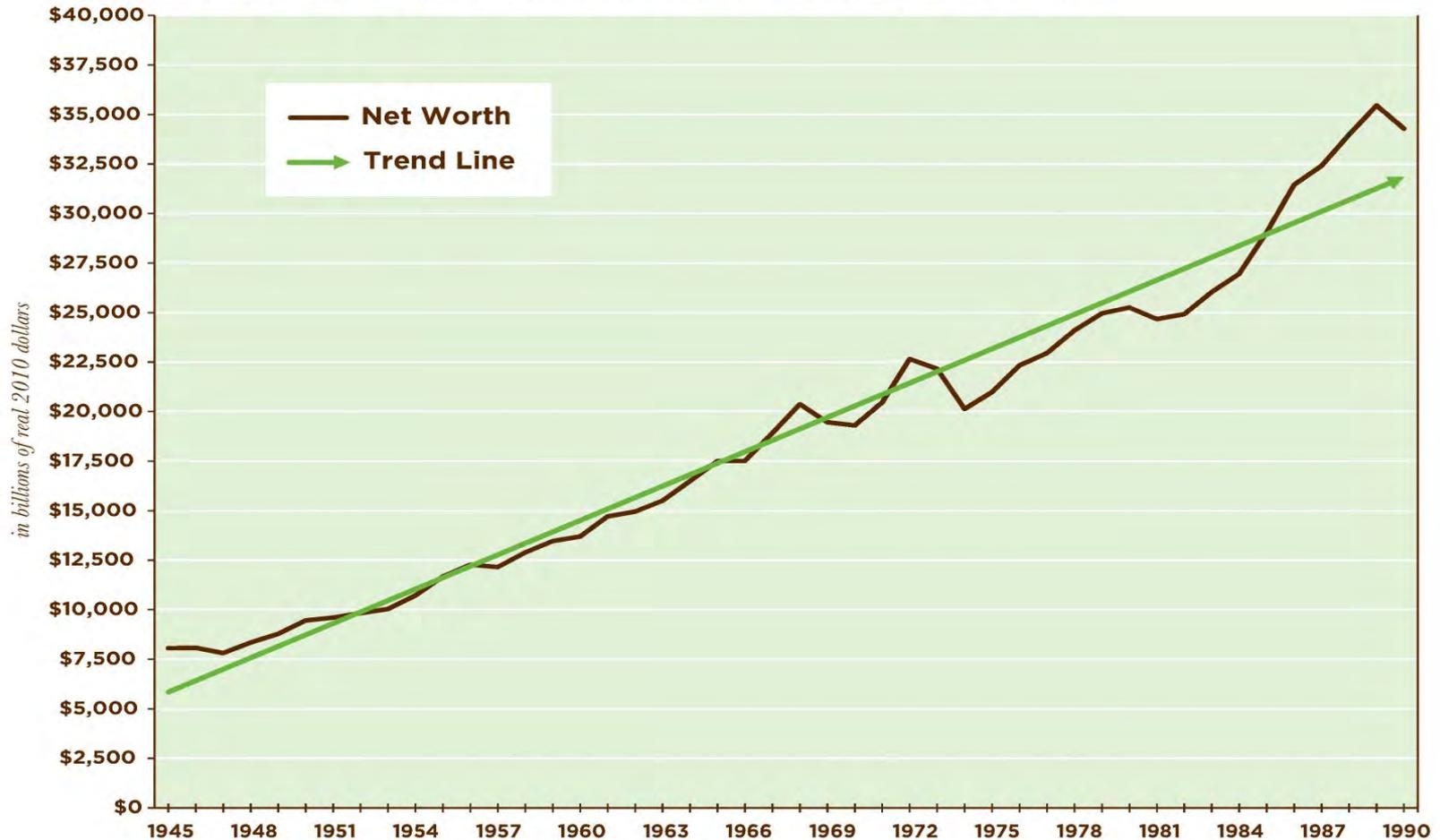


TOW and community philanthropy may represent one of the biggest under-utilized sources for community betterment funding available today.



# American Wealth – The Long View

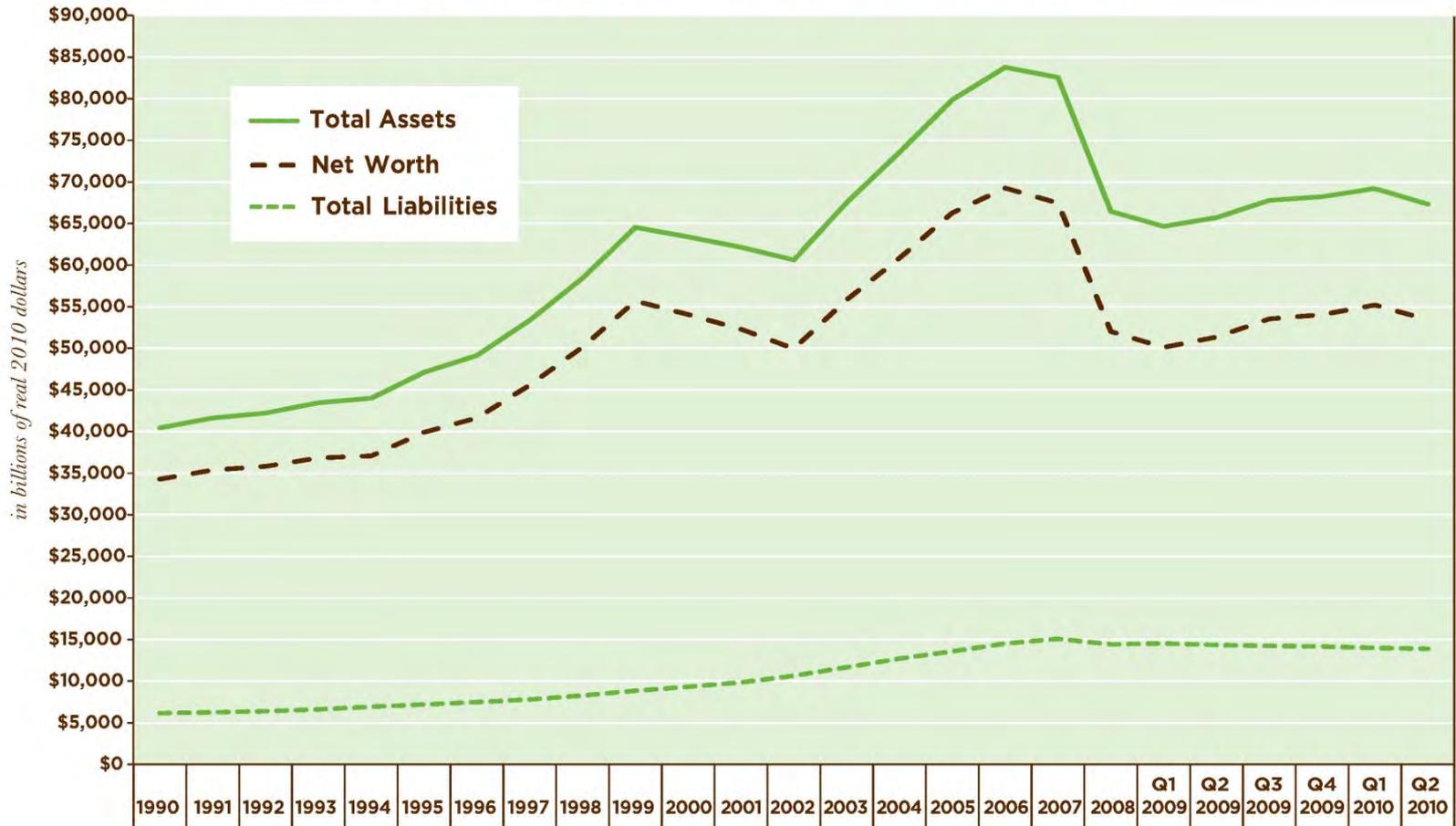
Figure 1 - U.S. Household Current Net Worth, 1945-1990



Source: Board of Governors of the Federal Reserve System, Statistical Releases, Flow of Funds - Z.1 and Center for Rural Entrepreneurship December 2010

# American Wealth – Current Period

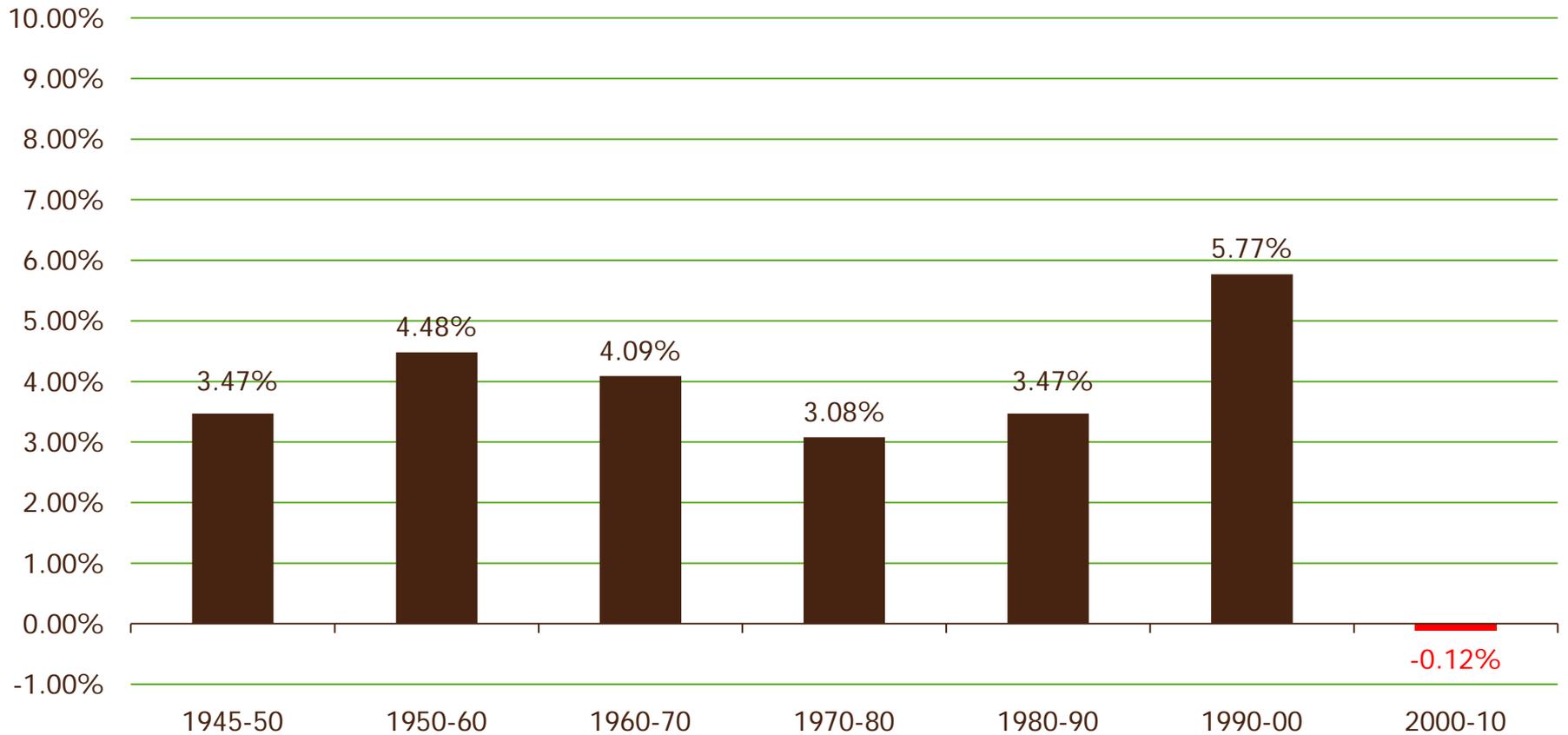
**Figure 2 - Assets, Liabilities & Net Worth, 1990-2010 Q1**



Source: Board of Governors of the Federal Reserve System, Statistical Releases, Flow of Funds - Z.1



# Wealth Creation by Decade





# New TOW Scenarios

## **Boston College:** 1998-2052

High = \$136 trillion

Medium = \$73 trillion

Low = \$41 trillion

Our revised and most likely scenario of future TOW for the U.S. is estimated at **\$75 trillion** between 2010 and 2060.  
(Inflation adjusted 2010 dollars)

## **RUPRI Center:** 2010-2060

High = \$91 trillion

Low = \$75 trillion

Constant = \$63 trillion

Zero = \$43 trillion





# TOW Analysis & ARC

**Ohio**

**Pennsylvania**

**North Carolina**

**Kentucky**

**New York**







# TOW & Give Back

## How TOW is Being Used?

**Opportunity Awareness**

**Wealth in Poor Places**

*Asset Based Development*

**Call to Action**

**Donor Targeting**

**Development Trusts**





# Let's Dream





# A Story from the Past

**Building a community legacy...  
one donor at a time**





# Where is the Wealth?

Potential donor pools may include...





# Our Community Today

**What economic development goals do we have for our community today?**

**What are our priorities for moving the community forward?**

**How can legacy giving help us achieve our development goals today?**

**What if we captured just 5% of our TOW opportunity?**



# A Call to Action

- Moving from understanding the opportunity to seizing it
- Response to ...
  - Opportunities
  - Challenges
- Importance of **“just 5%”**





# What have we learned?



Based on what you have learned today, let's take some time to explore what this means for our community and its future development.

Identify:

1. Your important takeaways
2. Your questions

Share with the group.



# A Brighter Community Future

Vision our community as a vibrant place where our children and grandchildren want to live.

Now write YOUR story of a legacy donor who helps to turn this vision into a reality.





# Tax Credits

- **Endow Iowa**
- **Pottawattamie County**
- **Ground Game**
- **Giveback Case**
- **Bob Sutton's Approach**





POTTAWATTAMIE COUNTY  
COMMUNITY FOUNDATION

The logo for the Pottawattamie County Community Foundation is centered below the text. It consists of a green leaf with a white vein, partially enclosed by a white circular arc. A horizontal line passes through the center of the leaf and the arc.

Dawn Hovey, CEO  
Anthony Carano, AmeriCorps VISTA

Pottawattamie HTC  
Iowa West Foundation



# Endow Iowa

## Endow Iowa Tax Credit Report for 2011 (Estimated)

7/1/2011-2/28/2012

### 2011 Tax Credits

Base Appropriation: \$3,500,000

Additional Estimate: \$1,051,813

**Total for year estimate: \$4,551,813**

Less request: \$4,435,088 (Donations \$17,920,677)

2011 Credit Remaining (Estimated): \$116, 725

\*Less reserve for affiliates\*: \$100,000

\*The reserve for affiliates is only maintained until September 1. After that date, the reserve is available to all eligible organizations.

Source: Iowa Economic Development



# To Learn More About:

Community Development Philanthropy  
and

*Transfer of Wealth in Rural America*

**Center for Rural  
Entrepreneurship**

**energizing entrepreneurial communities**

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