

21/64

LETTER FROM THE EDITOR //

We live in changing times, which call for innovation, experimentation and partnerships with greater diversity and multiple generations engaging around our communal tables.

For the past twenty years, the core business of the Andrea and Charles Bronfman Philanthropies has been to facilitate connections between young adults and their communities. From our experiences in Canada, Israel and the United States, we are learning that the prevailing views of established inter-generational efforts often bear no relationship to on the ground realities and perceptions of young people. Through much research into the attitudes and behaviors of 18-25 year olds, we have sought to develop a better understanding of the next generation and a methodology that informs our initiatives and grantmaking.

We live in changing times, which call for innovation, experimentation and partnerships with greater diversity and multiple generations engaging around our communal tables. Old approaches, however, are often no longer working, as identity and community are expressed differently for younger

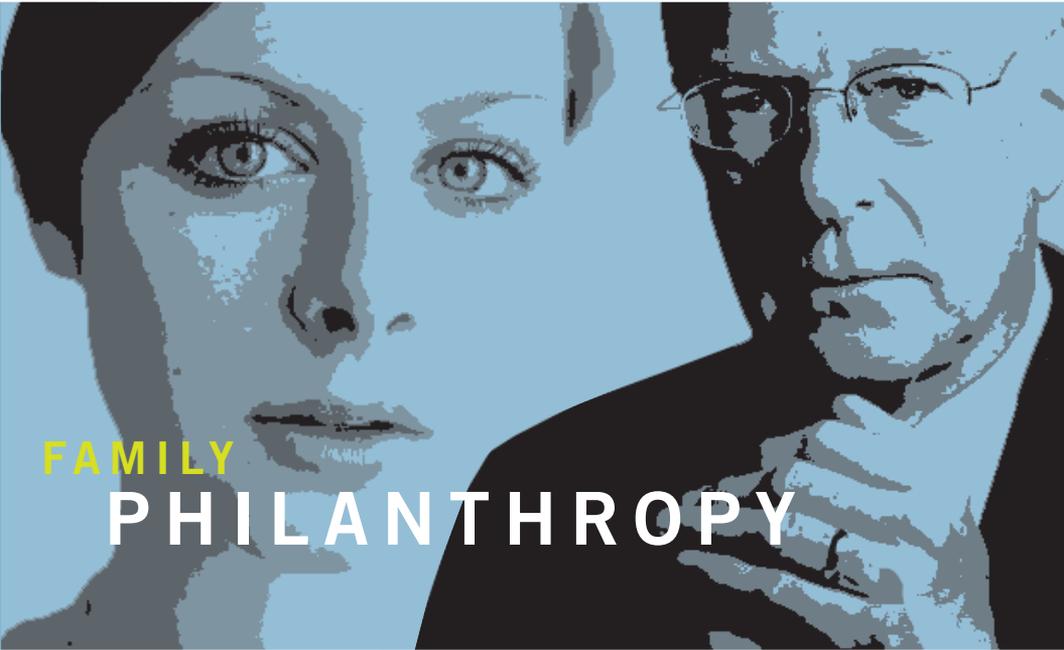
audiences. Therefore, as the paradigm shifts, it is to our benefit to try new approaches that engage the next generations in our communities.

Having taken the initial risk on a number of new initiatives that promote youth and civic engagement, we are pleased to launch this new quarterly newsletter and to communicate with you about what we have learned through our research and practice. We hope this year's newsletters catalyze your thinking, allow you to frame your own questions about engaging the next generation, and inspire you to act upon them. We would love to hear what you think and to learn together.

Best Regards,



Jeffrey R. Solomon, PhD



FAMILY

PHILANTHROPY

Around many family tables, questions are arising about intergenerational philanthropy. Parents and grandparents are asking: How do we interest our kids in our philanthropy? When is the right age to get them involved? Will they fund our priorities if they have different interests? The younger generation also has questions: Do my parents and grandparents only want me to contribute to their interests? How do I honor the family while being true to myself?

At the Andrea and Charles Bronfman Philanthropies, we have spent the last three years examining generational changes in identity, community and meaning from a variety of perspectives: as funders, program partners and consultants. We experiment with initiatives to catalyze young people's involvement in Jewish life.

Through myriad interviews, focus groups and surveys, we have begun to understand the dynamics of the next generation. And now, after 18 months of experimenting with intergenerational philanthropy, we are recognizing that the lessons we have learned about the next generation are relevant to family philanthropy as well.

GENERATIONAL CHANGES //

While religious, racial or ethnic groups used to define people's identities, today Americans choose multiple identities distinguished by their gender, religion or sexual orientation.

This is a time of incredible change. We are in the midst of an intergenerational transfer of wealth as \$41 to \$130 trillion is transferred from pre-World War II parents to their baby boomer children. The very way we give is changing. There has been an increase in family foundations totaling approximately 20,000 in the last decade, with 1,000 new foundations incorporating annually.

Notions of identity are also changing. While religious, racial or ethnic groups used to define people's identities, today Americans choose multiple identities distinguished by their gender, religion or sexual orientation. Relationship to community is also evolving. Jews, like other religious and ethnic groups, used to live in exclusively Jewish neighborhoods with Jewish circles of friends. Now, boundaries are more porous and people have unfettered access to American society.

LESSONS LEARNED //

We have learned that members of the next generation are merely responding to the times as generations before them have done.

Today, younger generations are grappling with their multiple identities, figuring out how to frame their interests and involvements. Younger funders are asking: Who am I? What am I inheriting? What do I care about? And, perhaps most importantly, what am I going to do about it?

members of the next generation are merely responding to the times as generations before them have done. Furthermore, because of their unique generational lens, we have found that it is simpler for peers to explore their questions of identity and community together.

While older generations are often confused by the changing ways of young people, we have learned that

From witnessing hundreds of young people hungry to examine their identities and reclaim their heritage, we are optimistic about the next generation.

21/64: STRATEGIC PHILANTHROPY THROUGH THE GENERATIONS //

A next generation approach is really an intergenerational approach.

Because of this demand, ACBP has created the 21/64 project to provide philanthropic tools for next generation peer networks, younger funder collaboratives and intergenerational family foundations which explore identity and community in a philanthropic context.

We've discovered that if you give the next generation the opportunity to articulate their values, they will return to their family foundation tables with their own questions, interests and aspirations. By providing the right forum for families to share their visions for philanthropy and the world, we at ACBP can help facilitate this critical transformation process.

Young people are eager to embrace their Jewish legacy and become meaningful partners in intergenerational endeavors.

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21/64 is a division of the Andrea and Charles Bronfman Philanthropies specializing in intergenerational philanthropy and strategic grantmaking. We do this by *convening, communicating and consulting.*

CONVENING

We have learned that the peer group model is an effective way for young funders to develop philanthropic skills, explore their values and identities, and frame their own philanthropic strategies. For example, 21/64 facilitates a network called Grand Street for next generation inheritors, family foundation trustees, and soon to be family foundation trustees who are interested in intergenerational issues and philanthropy.

COMMUNICATING

21/64 is launching a quarterly newsletter for foundations, social change organizations, the Jewish community and non-profits that want to engage multiple generations in their endeavors and examine the changing forces of community, identity, meaning and philanthropy. To subscribe, e-mail your request to info@2164.net, or call 212.572.7443. Back issues will soon be available at www.2164.net.

CONSULTING

21/64 has developed a set of philanthropic tools that help intergenerational audiences explore questions about what they have inherited, who they are, and what they are going to do about it. In each newsletter, we will highlight a new tool available for your foundation, collaborative, peer cohort group or organization. This issue features:

MOTIVATIONAL VALUES

We believe that the more aligned your giving is with your values, the more fulfilling and strategic your philanthropy can be. Funders of all ages benefit from the opportunity to reflect on the values that motivate them to make philanthropic decisions. This stack of cards includes 25 values, each representing an issue that drives your personal and philanthropic process. Prioritize the cards by sorting from top to bottom those values that most motivate your philanthropic decisions.