*Sent to all Members*

February 23, 2025  
  
Dear {%FName%},

With significant changes in charitable giving, the implications for The Rotary Foundation could be dramatic.

A recently released study from the Lily School of Philanthropy at Indiana University could signal significant growth in giving to The Rotary Foundation.

That’s because the new generation of philanthropists is very different from their parents and grandparents. Baby Boomers and the Silent Generation gave to their selected charities over many years, often with a sense of loyalty and trust.

The study, “The Next Generation of Philanthropy,” was reviewed in a recent column by Door County Community Foundation President and CEO Bret Bicoy. Bret is a member of the Rotary Club of Sturgeon Bay.

Today’s emerging philanthropists, Millennials born between 1981 and 1996, and Gen Z, born between 1997 and 2010, give out of their commitment to specific issues, not out of institutional trust, as did their predecessors.

This is where Rotary’s Seven Areas of Focus could mean an opportunity for Foundation growth.

Each of the seven areas of focus present opportunity to forge emotional bonds with significant portions of the population. And from emotional bonds, generosity flows.

Combating disease, advocating for women and children, protecting the environment, providing safe water and sanitation, building peace and resolving conflict, fostering literacy and education, and supporting community development all have constituencies of support.

It is now up to us to articulate each of these areas of focus and earn the support and trust of a new generation of benefactors. Many people we may never meet who live in places we may never visit are depending on us.

Thank you.

ROGER UTNEHMER  
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