



**FOR IMMEDIATE RELEASE**

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**New Study Projects Generations to Transfer \$687 Billion in 50 Years**

*Wisconsin's Certified Community Foundations: Charitable Investments Enhance Community Viability*

Wausau, Wisconsin – A new study projects \$687 billion will be transferred among Wisconsin generations by 2050, with \$105 billion changing hands by 2010. Commissioned by the state's 21 Certified Community Foundations, the study includes county-by-county projections showing the transfer of wealth from one generation to the next.

The report shows that Marathon County will see \$14.54 billion transferred from one generation to the next by 2050. \$2.24 billion is expected to change hands before 2010.

The report shows that Lincoln County will see \$3.03 billion transferred from one generation to the next by 2050. \$.55 billion is expected to change hands before 2010.

The report shows that Oneida County will see \$5.32 billion transferred from one generation to the next by 2050. \$.96 billion is expected to change hands before 2010.

The report shows that Langlade County will see \$2.05 billion transferred from one generation to the next by 2050. \$.37 billion is expected to change hands before 2010.

**Building Stronger Wisconsin Communities**

Wisconsin's Certified Community Foundations call this an historic opportunity for charitable investments. Leaders hope the results will inspire people—at all income levels—to consider making a charitable investment to enhance our quality of life and strengthen communities.

"We hope this study will start conversations," said Jean Tehan, executive director of the Community Foundation of North Central Wisconsin. "We want people to think about what is most important to

them in their communities. We hope they'll consider making a charitable investment now or through their wills to enhance the quality of life here."

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The study follows the work of Boston College researchers who found that the United States was at the beginning of a \$41 trillion transfer of wealth from one generation to the next. The Center for Rural Entrepreneurship in Lincoln, Nebraska, conducted the Wisconsin study commissioned by the Wisconsin Division of Community Foundations through the Donors Forum of Wisconsin. They have also conducted research in Nebraska, Wyoming, and Indiana.

Like Wisconsin, those states face swiftly changing demographics, an aging population, and the loss of young people to metropolitan areas and the coasts. Wisconsin is currently battling 'brain drain'—the loss of college graduates to other Midwestern states and beyond—and a changing business climate that has seen corporate headquarters move outside the state. These are among the top concerns residents have about quality of life.

"This is an opportunity to think about charitable giving in a new way," said Todd Nicklaus, president of the Community Foundation of North Central Wisconsin. "This is about charitable investments that will help communities not only survive but thrive."

### **About Community Foundations**

Community foundations administer and invest more than \$1 billion in charitable funds, helping Wisconsin residents make good things happen in their communities. For more information on the state's 21 Certified Community Foundations visit [www.WisconsinGives.org](http://www.WisconsinGives.org) or call The Donor's Forum of Wisconsin at (414) 270-1978.

The Community Foundation of North Central Wisconsin is a nonprofit community corporation, created by and for the people of north central Wisconsin. It exists to enrich life for present and future generations. To view the complete ***Transfer of Wealth Report*** you can visit our website at [www.cfoncw.org](http://www.cfoncw.org), or contact our office at 715.845.9555.