

A new generation of donors

Young Philanthropists rise out of demographic, economic circumstances

Courtesy of the Community Foundation of Southern New Mexico

There is a new trend in the world of philanthropy and charitable organizations, and communities are reaping the benefits.

Emerging demographics and economic circumstances are leading to a new generation of financially savvy donors who are well learned in taxes and business as well as philanthropy. With that new generation of giving comes a desire for change as well as charity.

"Philanthropy goes far beyond placing a dollar in the hand of someone who needs it," said Leonard Jimenez, owner of Studio 037 Salon and one of the founding members of the Young Philanthropists, an organization within the Community Foundation of Southern New Mexico (CFSNM). "Philanthropy is about changing the way we think about charity. It is about making a difference now and in the future."

According to the Planned Giving Design Center, most young adults who donate hope

for control of their financial and philanthropic assets while also creating and managing change within society. To do that, they create partnerships for charity, teach family members the importance of philanthropy and integrate philanthropy into their personal financial and estate planning needs.

"The difference I make today should have a long-term effect," said Jimenez, who, like many younger donors, also expects accountability from charitable organizations. "I want my money to change the world."

Changing the world is happening because today's donors such as Jimenez are younger, financially focused, control and planning oriented and full of expectations from their charity. Change is also inevitable because today's donors have a longer life, meaning a longer income stream as well as additional income for retirement years. Organizations such as the CFSNM have a longer relationship with the donor and the donor's family after the gift is made. They also have the ability to assist donors with various planned

giving tools to enhance the donor's retirement income needs as well as other personal estate and tax planning objectives.

While a new generation of giving is the trend, the Planned Giving Design Center does point out younger donors expect something different than the older generation, including professionalism, stewardship, accountability and giving options.

"Being a part of the Young Philanthropists and the Community Foundation allows me to be a vital part of giving," Jimenez said. "I am able to both participate in and change the way philanthropy impacts our community."

The Community Foundation of Southern New Mexico is dedicated to helping the southern New Mexico community now, and in the future. Founded in 2000, the Community Foundation offers opportunities for local people who want to give back locally. The beauty of the foundation is that you need not be wealthy to make a positive difference in the lives of people throughout our area. Through the establishment of permanent funds you can sustain local charitable organizations, provide scholarships to area students and fulfill wishes that are close to your heart. Through our planned giving programs, you can honor loved ones or leave a legacy that benefits



Leonard Jimenez is the owner of Studio 037 Salon and a Young Philanthropists steering committee member.

the people of Southern New Mexico for generations to come. The Community Foundation of Southern New Mexico can advise you on how best to maximize contributions, no matter what size. For more information see our website at www.cfsnm.org or call Luan Wagner Burn at 521-4794. To donate, mail your check to CFSNM, 301 S. Church St., Suite H, Las Cruces, NM 88001.