

#NEXTGENDONORS

THE FUTURE  
OF JEWISH  
GIVING

*Respecting Legacy,  
Revolutionizing Philanthropy*

**A Collaborative Project of:**

The Jewish Next Gen Donors project is a partnership of [21/64](#) and the [Dorothy A. Johnson Center for Philanthropy](#).

The project is generously supported by the Joyce and Irving Goldman Family Foundation, the Max M. and Marjorie S. Fisher Foundation, and the Morningstar Foundation, with collaboration from the [Jewish Funders Network](#).

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For more information, please visit:

[NextGenDonors.org](#)

**Jewish funders have, over many generations, built a Jewish nonprofit infrastructure that is considered a model across the United States and beyond. Will this infrastructure be sustained in the coming decades? Research has shown that Jews in the next generation are becoming less interested in formal religious practice and are distancing themselves from Israel.<sup>1</sup> What does this mean for Jewish philanthropy?**

Will the next generation, which is more interested in informal experiences of Jewishness, continue to fund Jewish life? How does coming of age in an American society largely free of barriers to inclusion influence interests and involvements? We know something of the priorities of established major Jewish philanthropists but very little about their children and grandchildren, or about those who have only recently created their own wealth.

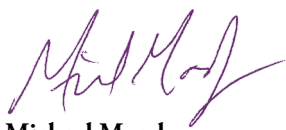
We have written this report to better understand what kind of philanthropy we can expect from the rising generations of major Jewish donors in Generations X and Y. Do they care about Jewish causes, or are they disinterested in particularistic giving? Will they continue the giving legacies and strategies of their parents and grandparents, or do they want to go in new directions? Have they been welcomed into their families' philanthropy to perpetuate family legacies, or left out of leadership roles as their parents and grandparents continue to make the majority of family giving decisions?

Based on new analysis of data we collected for a report published earlier this year, [Next Gen Donors: Respecting Legacy, Revolutionizing Philanthropy](#), this report examines the ways in which these high-capacity, Jewish next gen donors think about and experience philanthropy. We hone in on the ways they learn about giving, are motivated to give, and want to approach their own philanthropy.

We have conducted this in-depth look at Jewish next gen donors to provide insight into an important cohort of donors that stands to affect major giving to the Jewish community and the larger society for decades to come. Thank you to the Joyce and Irving Goldman Family Foundation, the Max M. and Marjorie S. Fisher Foundation, the Morningstar Foundation, and the Jewish Funders Network, for their support of this critical analysis. And thank you in advance for your interest. We look forward to discussing this research with you at [NextGenDonors.org](#) and #NextGenDonors.



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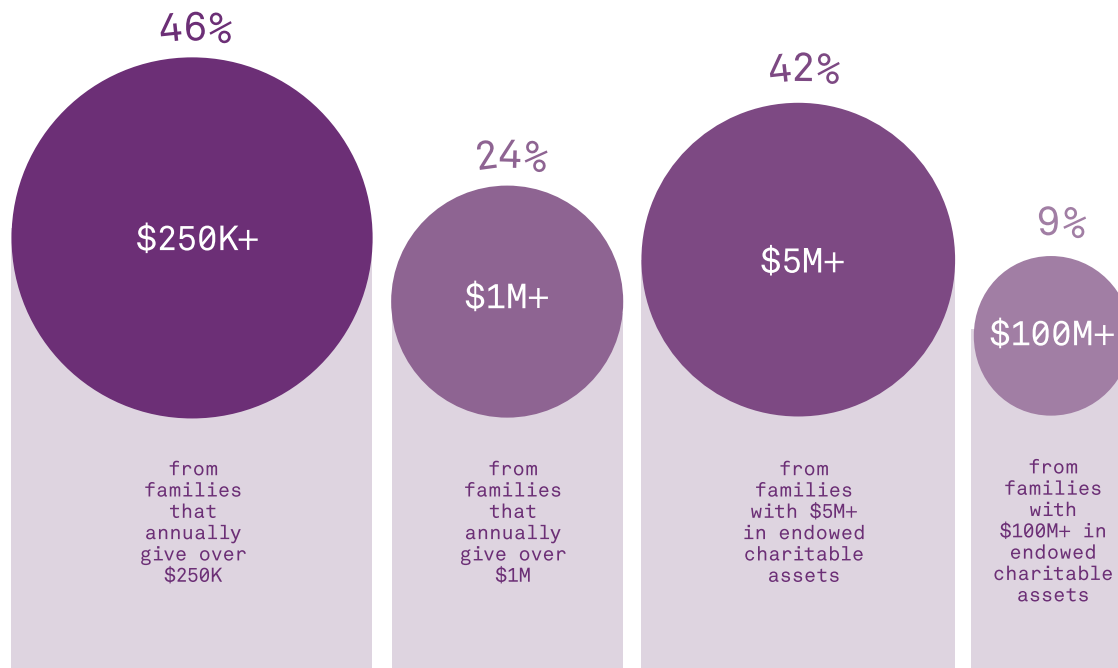
*A Snapshot of  
Jewish Next Gen Donors*

The findings from this analysis of Jewish next gen donors are based on an assessment of both closed- and open-ended responses to the national “Next Gen Donors” survey of 21- to 40-year-old high-capacity donors, as well as in-depth interviews.<sup>2</sup> A total of 88 respondents to the national survey identify as Jewish, as well as 11 of the 30 next gen donor interviewees.<sup>3</sup> This report sometimes compares the Jewish survey respondents to the additional 222 respondents who do not identify as Jewish, as well as to the findings of the full analysis of the Next Gen Donors report, in order to provide context for Jewish next gen giving.

Below is a snapshot of the Jewish next gen donors analyzed here:

- They are evenly split between people in their 20s and people in their 30s. There are more women (61.6%) than men in the sample, and 8.2% identify as members of the LGBTQ community.
- They identify mostly as white, and most live in the Northeast, Pacific, or South Atlantic regions – although there is representation in the sample from all other regions across the country.
- Just over half (55.6%) are married, and a third (35.6%) have 1 to 3 children, while the rest have no children.
- They are well-educated – all have at least a Bachelor’s degree, and 64.4% have a Master’s or above – and most (78.1%) are employed full-time or self-employed.
- Nearly all (94.5%) attend religious services at least once per year, approximately half (46.6%) say they attend only on holy days, and 39.7% attend once a month or more.
- Over half (57.6%) identify as politically liberal, and very few (8.2%) call themselves conservative. Their parents are a bit more conservative, but liberal parents still outnumber conservatives nearly two to one.
- Most get their capacity for major giving through their families. Almost half say the money used for philanthropy comes from their parents’ generation, which is somewhat “newer” wealth than for non-Jewish next gen donors.
- 6.9% are the primary creators of the wealth they use for philanthropy.
- 57.5% report making \$100,000 or more annually, and just under half (48.1%) report \$1 million or more in personal net worth. While this level of personal income and wealth is higher than the average American’s, it also suggests that the these next gen donors’ capacity for major giving comes mostly from their families.
- 71.6% give less than \$10,000 in personal donations per year; however, they are part of families with significant endowed charitable assets and significant levels of annual giving, as shown in Figure 1.

**Figure 1**  
Family Capacity of  
Jewish Next Gen Donors in this Study



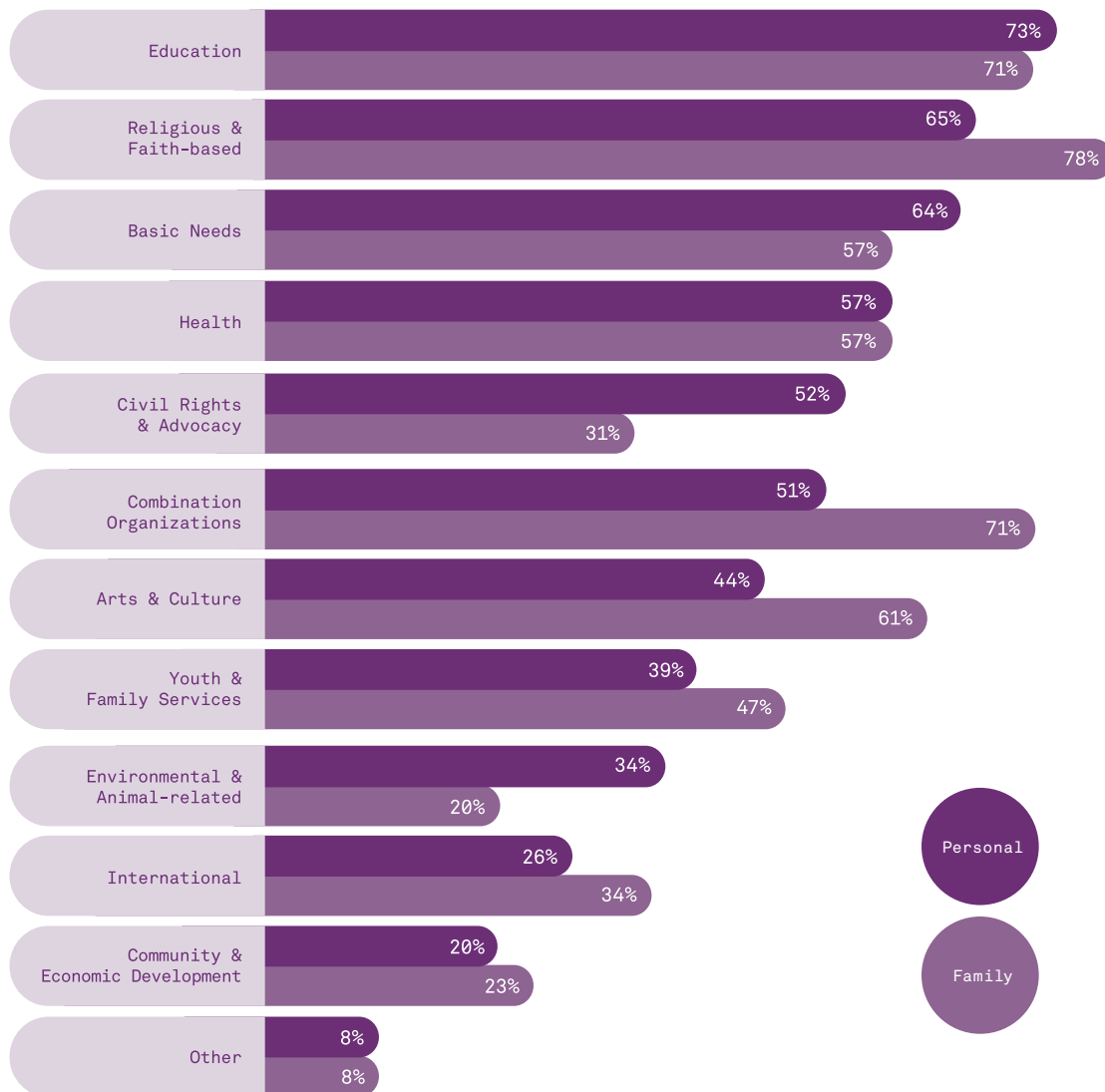
- Jewish next gen donors give primarily through checks and cash, but a number also use other vehicles, and more next gen donors use giving circles/pooled funds than do their families (15.9% vs. 9.1%).
- Their families are more likely to use endowed vehicles such as foundations (45.5%) – a somewhat lower percentage than for non-Jewish families (56.8%) – along with donor-advised funds at community foundations (27.3%), financial institutions (11.4%), or “another institution (e.g., Jewish Federation, hospital, university)” (37.5%).
- 10.2% of Jewish next gen donors have their own private foundations, and many have their own donor-advised funds at community foundations (15.9%), financial institutions (4.5%), or “another institution (e.g., Jewish Federation, hospital, university)” (19.3%).

# *Study Findings*

# 1. Jewish Next Gen Donors Do Give to Jewish Causes

The Jewish community has expressed concern that members of the next generation of Jewish donors are disinterested in their Jewishness, and that this disconnect may dramatically reduce their support for Jewish institutions. While Jewish next gen donors do give less to Jewish causes than they perceive that their parents or grandparents do, our findings suggest that the community’s concern is overblown. In fact, the survey reveals that giving to “Religious and Faith-based” organizations is the second highest area of giving for the Jewish next gen donors in this study, only surpassed by “Education.” Figure 2 illustrates the issues or causes that Jewish next gen donor respondents say they support personally, and which areas they believe their families support.

**Figure 2**  
Personal and Family Giving to Issue Areas for Jewish Next Gen Donors





While Jewish next gen donors report less giving to “Religious and Faith-based” organizations than their families, their prioritization of this category suggests its significance overall. Jewish next gen donors’ giving to “Combination Organizations (including United Way, United Jewish Appeal/Jewish Federation)” “is also less than their families’ giving, and features less prominently in importance than their giving to Basic Needs,” “Health,” and “Civil Rights & Advocacy.” However, over half say they give some amount to these combination organizations.<sup>4</sup>

Some readers may not be satisfied with the high prioritization of religious and faith-based giving among Jewish next gen donor respondents, especially because giving in this category is lower for the next gen than their families. However, in comparing the Jewish respondents to the non-Jewish next gen donors in our study, a considerably higher percent of Jewish next gen donors say they give to both religious and combination organizations than do non-Jews. Nearly two out of three (64.9%) Jewish survey respondents say they give to religious and faith-based organizations, and over half (50.6%) give to combination organizations. Among non-Jews, the numbers were 31.6% and 18.6%, respectively.

Other questions in the survey also reveal a strong orientation of Jewish next gen donors toward religious institutions and Jewish giving. Both Jews and non-Jews report very similar reasons for being engaged in philanthropy, but Jews rank two reasons higher in importance: “Supporting others who share a valued aspect of my identity (e.g., race/ethnicity, gender, sexual orientation, political beliefs, etc.)” and “Giving to my faith community, or in ways that reflect my faith commitments.”

Similarly, when asked about their philanthropic activities over the past year, Jews in our study are very similar to non-Jews overall, but they are much more likely than non-Jews to report being a member of a religious organization (53.6% vs. 21.9%). Jews are also more likely than non-Jews to report being influenced in their philanthropy by a religious leader (24.7% vs. 16.2%). However, Jewish next gen donors do not report more frequent attendance at religious services than non-Jewish next gen donors.<sup>5</sup>

These findings suggest that, while rising Jewish major donors might mirror their generational peers in becoming less religious than previous generations, they still have a strong connection to the Jewish philanthropic community along with a sense of Jewish identity that influences their philanthropic activities.

A few respondents offer explanations for this continued commitment to giving in the Jewish community.

“ My dad said, ‘An ungenerous life is a life not lived,’ and that being Jewish... doesn’t mean you necessarily go to synagogue every Saturday or you keep Shabbat, those are ancillary details at the end of the day. [Rather,] it is how you live as a person; did you live in tzedakah and charity, were you kind, were you respectful, were you honest in your personal life and business and with your family, and I think that is really all you can hope for.

“ The first time I remember writing a personal check to make a donation was right after Hurricane Katrina. I wanted to do something, and I’d heard that the Federation was organizing a fund, so I sent a check. As I reflect back on that moment, I realized that my family’s involvement with the Federation made a huge impact on me.... I was happy to give through a Jewish institution even though the recipients were not Jews.

“ I would keep giving to the organizations [that] are associated with my religion, as there are many other people out there who can give to other organizations, and it is my duty to continue giving to those religious organizations [with] which I am affiliated. I also find it extremely important to give back to institutions [that] have helped shape you as the person you are today.

Figure 2 reveals that Jewish next gen donors’ “secular” giving is a bigger proportion of their giving than it is for their families. Next gen donors spread their personal giving more evenly to a broader range of issue areas than do their families. The percentage of Jewish next gen donors who say they give something (at any dollar amount) to a particular issue area is higher than non-Jewish next gen donors in almost every issue area.

One Jewish survey respondent sums up this next gen commitment to giving both within the Jewish community and outside it.

“ [My parents’] philanthropic approach doesn’t match up with mine 100% because while they focus on the Jewish community, I think it’s also our duty to help those in need throughout the community as a whole.

Finally, it is important to note that when asked if they give, in general, to similar or different causes than their families, more than two-thirds of the Jewish next gen donors (67.6%) say “similar.” This points to continued strong influences by parents and grandparents in the philanthropic development of these rising Jewish donors, which is the finding we turn to next.

## 2. Inherited Values Drive Giving

Despite perceptions that next gen major donors are entitled, our research shows that *values*, not *valuables*, drive these donors in their philanthropy – values they often say they have learned from their parents and grandparents. They are mindful of the privilege they have inherited or that comes with the wealth they are creating. They seek a balance between honoring family legacy and assessing the needs and available tools of today.<sup>6</sup> Similarly, Jewish next gen donors want to align their philanthropic activities with their values as well as the legacy of giving they have inherited from their families.

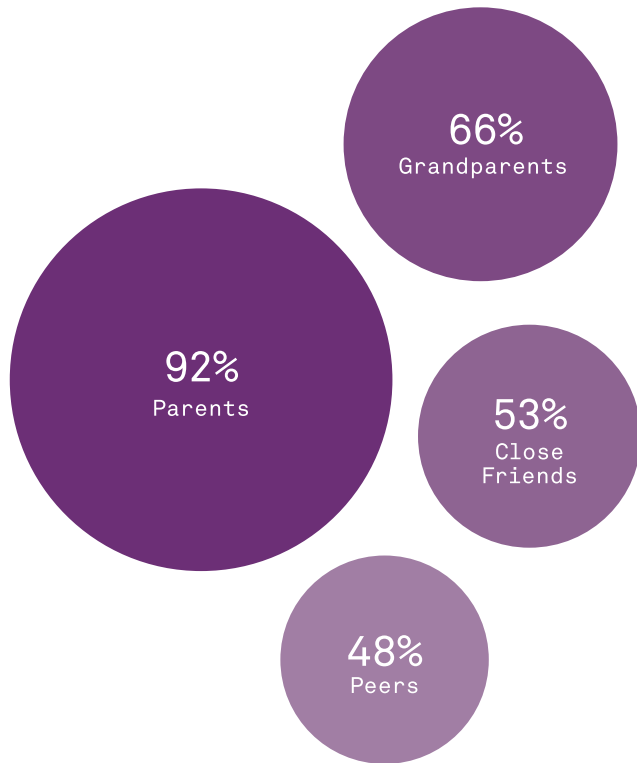
Nearly every single Jewish respondent answers that “Supporting a mission or cause that I believe in, and that fits with my personal values” is a “very important” reason for philanthropy – this is the top-ranked reason for giving found by this study. Second in importance, and nearly as highly ranked, is, “Fulfilling my duty as a person of privilege, to give back to society.” As mentioned previously, many Jewish next gen donors also say it is important to them to support “a valued aspect of my identity” or “my faith community.” Taken together, these findings suggest that the values driving Jewish next gen donors are both Jewish and secular.

Many comments in the survey and in interviews reveal this desire to give based on core values, be they Jewish or otherwise.

- “ My parents tend to give to more established institutions and less grassroots-y, local causes. However, our conversations that lead us to those different choices often reflect common values and ideas about community and giving back.
- “ For as long as I can remember, my family has had a tradition of giving tzedakah every Friday night at Shabbat dinner.... This tradition instilled in me not only a sense of giving financially, but also that my actions mattered. This giving was part of our Shabbat rituals and tied in nicely as a Jewish value.
- “ Volunteering preceded philanthropic giving and is something I have done and was encouraged to do for as long as I can remember.... It was a prominent cultural message and behavior in Reform Judaism.

Note that these Jewish next gen donors assert that their inherited values of giving and volunteering have been instilled in them by their families and also drive their philanthropic activities. They credit their parents and grandparents with teaching them philanthropic values. In fact, nearly every Jewish survey respondent claims that their parents have influenced their philanthropy, and grandparents are named the second most common influence, as shown in Figure 3. Jewish next gen donors also cite direct teaching by family members and observing family members engaging in philanthropy as two of the most powerful learning influences – only personal experience ranks higher as an influence.

**Figure 3**  
Who Influences Jewish  
Next Gen Donors



The interviews and survey comments include many detailed explanations of family influence on values. Interviewees talk about how the spirit of giving is integrated into family life, often going back to the immigrant experiences of their relatives.

“ My grandparents came to the States with very little from Europe, where they lost everything during the Holocaust/WWII. Through their hard work, they were able to build up a level of wealth that has, through my parents’ continued hard work, allowed me to lead a very fortunate life and lifestyle and has also allowed us to be charitable to others. My grandparents and parents have been adamant about teaching us that though we are fortunate, there are those that are far less fortunate – like my grandparents when they first came to this country.. We must always give back and never forget the humble roots from whence we came.

“ I would say that... without question, my obligation and duty to do this came from my parents and the childhood that I had. They were working on boards [when] we were young. They were giving money away before I could talk. That was the ‘m.o.’ that is what we do.

“ From an early age, we went to the Federation and were stuffing envelopes and licking stamps. I was a little kid and was at Super Sunday and trying to make phone calls with them and kind of got indoctrinated into that world.

“ It is not that [my parents] have ever said..., it is by their doing, their role-modeling. It has never been said. It is interesting; it has really gone unspoken. It has been really through my watching them do what they do.

Some Jewish next gen donors even discuss continuing this family tradition of teaching philanthropic values as they raise their own children.

“ [When I was growing up,] philanthropy and all of these values... was being discussed around the dinner table. It was being talked about in the living room, in the car and everywhere.... I hope that my kids absorb some of those values.... And I think we would certainly like them to be involved in the larger foundation at 18 years old, which is how it is set up now. But we talk about getting them involved earlier in other ways, whether it's collecting tzedakah for the synagogue or maybe at some point creating a small Jewish Communal Fund account for them to get some hands-on experience.

### 3. Eager to Engage in Meaningful Ways

While Jewish next gen donors describe learning about giving from their parents and grandparents, they are not as involved in their families' giving as they would like to be. They often lament their lack of active or formal engagement in family philanthropy.

“ Anything that the foundation does is done on behalf of us and the family, but we don't actually have a voice in what it does.... I am almost 27, and I don't know if there is an intention to bring us on into that foundation. There may not be.... There is some trepidation, but I would be excited just to be brought to the table and to be able to talk.

“ A lot of the [other next gen donors] whom I have spoken to... they don't have a seat at their family foundation table, and they don't know if they're going to have [one].... They all seem to be struggling with the same kind of [question], 'Where do I fit in?... When is the right time for me to step up at my foundation, when is the right time for me to have a trustee seat... or try and prove my worth?'

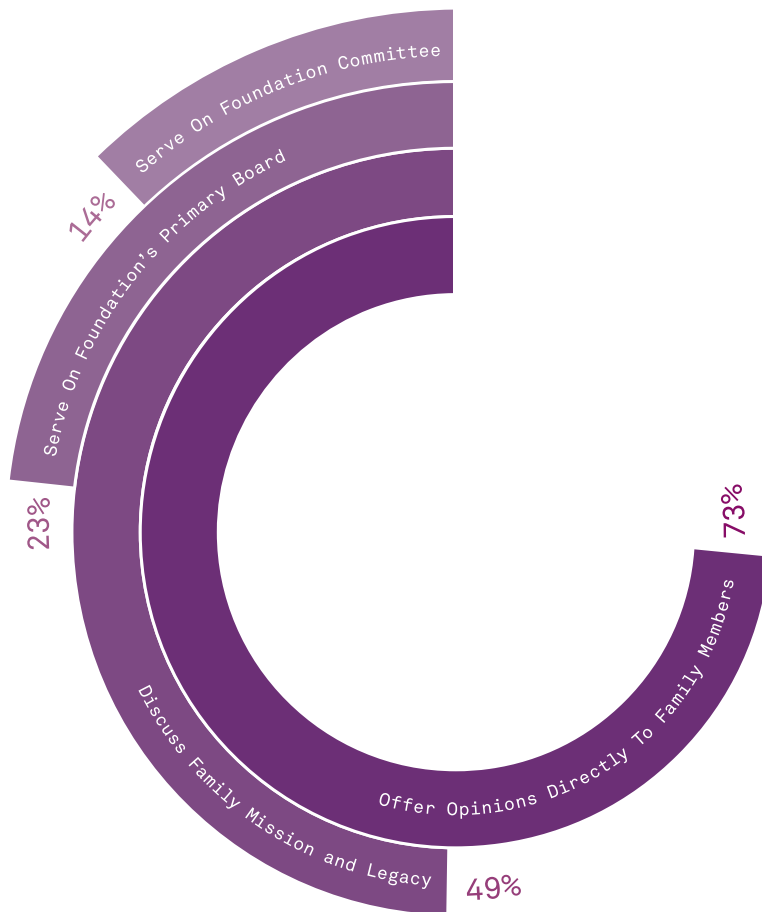
On the one hand, while 60.7% of Jewish next gen donors say they are “very” or “fairly” experienced in philanthropy, that does not seem to translate into meaningful involvement in their families' philanthropic activities. In part, their level of experience comes from being included in some way in family philanthropy before the age of 21 (46.7%). However, when asked about their overall current involvement in their families' giving processes, 38.6% report they are currently “not involved” or “minimally involved.”

On the other hand, in their personal philanthropy, Jewish next gen donors are currently involved in many charitable activities, such as serving on nonprofit boards (47.6%), encouraging friends to give (73.8%), and giving online (86.9%). Also, 84.1% report that they expect to be “somewhat involved” or “very involved,” in some way, with their families' giving processes in the future.

So while Jewish next gen donors have been and plan to be involved in their families' philanthropy, they still express frustration over their lack of involvement now. Our analysis shows that this frustration derives from the extent and type of involvement they are allowed to have.

When selecting from a list of 15 specific family philanthropy activities, Jewish next gen donors indicate they are mostly involved in advisory, informal ways. As Figure 4 shows, the next gen members of Jewish families very often “Offer opinions directly to family members” about giving, yet few “Serve on [their] foundation's primary board” or a committee, and less than half “Discuss family mission and legacy.” In fact, Jewish next gen donors show lower levels of involvement than non-Jews in all but two categories of family philanthropy involvement.<sup>7</sup>

**Figure 4**  
Current Means of Involvement in  
Family Philanthropy by Jewish Next Gen Donors



Jewish next gen donors are clearly seeking more meaningful engagement with their families in making philanthropic decisions and serving in formal roles. Hearing about gifts the family makes or offering opinions informally does not constitute meaningful involvement for them. Instead they want decision-making opportunities and defined roles and responsibilities.

“ I was going to all these cocktail parties with my family and just lamenting... You go to a cocktail dinner two or three times a year, have some drinks, but I kept saying, ‘I want to get more involved with something that actually does something.’

“ [If I were in charge,] I would create a more formal internal structure to have more of the family involved. I would use family philanthropy more as an intentional educational tool and conversation starter.

This lack of formal involvement is particularly frustrating to Jewish next gen donors, our findings suggest, because they have definite ideas about how they want to act on their values and engage in philanthropy.

“ I just want more generational involvement because I think my parents get very upset that they think that my brother, my sister, and I have moved away a lot from our ‘Jewish roots.’ It’s not, but it’s just a different way of thinking about those roots.

“ One of the differences I see between generations is that the younger generation... has an interest in what I think the older generation has less of, in hands-on experience... I traveled [to Central Africa] with a small team... to kind of see the situation in person and to... come face to face with what we have been discussing in what I thought was a more abstract way, sitting around the board table in a Manhattan office.

Some who are involved in peer giving networks or collaboratives talk about how they find meaning and satisfaction in peer giving that they have not found through their families’ giving. They point to ways in which they are valued and the skills they are learning, which they do not achieve through family engagement.

“ To be able to think about things, do things with a group of my own philanthropic peers really meant a lot... It is important for me in terms of my leadership to be able to both feel like my voice is valued and I’m giving something, and that around that table I am also continuing to learn new skills.

According to Jewish next gen donors, this lack of formal involvement in family philanthropy prevents them from learning how to be better donors and also inhibits them from sharing in their families’ giving experiences.



## 4. A Desire to Revolutionize Philanthropy

Jewish next gen donors learn philanthropic values from their families, and they give based on those values to many of the same causes as their families. They even want to be more actively involved in their families' existing giving processes. But this does not mean that they are satisfied with the philanthropic status quo. In fact, they are open to changing philanthropy, perhaps even revolutionizing it, both within their personal giving and – if given the chance – within their families' giving.

While 67.6% of Jewish next gen donors say they give to similar causes as their families, barely half (52.1%) say that they give in similar ways as their families. We must also keep in mind that this response only addresses how they currently give, not how they would like to give in the future, which could be even more divergent. Changes that next gen donors want to make include: changing strategies to increase impact, being more hands-on, and using more peer-based methods.

**Changing strategies to increase impact:** When asked to rank the importance of the components of philanthropic strategy, Jewish survey respondents rated the following components highest: being information-driven, impact-focused, proactive, and peer-oriented. The interviews and open-ended survey responses highlight the belief that these new strategies are necessary to increase impact.

- “ Generational differences lie primarily in that much of [my] parents'/grandparents' giving was socially motivated (gain/maintain social status, participate in certain social circles, be recognized for contributions). I'm interested in many of the same causes but much less concerned about the recognition and more about participation and impact.
- “ I believe in being strategic and thoughtful, doing your due diligence, getting educated about the issues, trying to understand the theory of change of the grantees that you are looking at, and trying to find new groups that may be related.
- “ I also look at how big the organization is and how much of an impact I can make.... If I work with a small organization, I can make a significant impact, and I can help them drive the change that they need.... That's one of the reasons, for instance, at the Federation, when I first started trying to get involved in philanthropy, I would get so frustrated because I felt like it couldn't make an impact. It didn't matter what I would do, there wasn't going to be an impact, and nobody really cared.

When asked what they would change if they were in charge, Jewish next gen donors often point to changes in strategy, even if giving to the same organizations.

- “ I’d set aside 10% of our annual giving for ‘risky giving’ – experimental or small organizations where we could make a huge difference but with no guarantees.
- “ I would introduce the idea that [my family’s] giving to the synagogue be connected to more innovative ways of creating community.
- “ I would continue to support Jewish causes, but focus on the at-risk or vulnerable populations in our community. Supporting training to improve the lives of those in need would go a long way.

**Being more hands-on:** Perhaps the most dramatic change that Jewish next gen donors want to make to how philanthropy operates is that they want it to be more hands-on. They crave a closer engagement with grantees – termed “partners” by many respondents – and disdain philanthropy that merely involves writing checks. They want to give time as well as treasure.

- “ If you are lucky enough to not need handouts, you should be giving them. Writing a check is not enough; action is necessary too.

While next gen donors haven’t invented the concept of hands-on volunteerism, they are defining it in new ways. They want to be involved through substantial, meaningful activities that take advantage of their particular skills and experiences. They don’t want to have their time wasted on social committees or young adult advisory boards; rather, they want to make use of their personal talents, offering an organization their financial acumen or marketing skills, for example. They want to come in as partners to help solve real problems. For Jewish next gen donors, giving all of these assets – time, talent, and treasure – is a fulfilling way to increase philanthropic impact.

- “ [There is] a sense of meaning and purpose.... The work I’m engaged with feels meaningful to me.... I’m very much valued in terms of who I am, what my experiences are, what I bring to the table, and on my own merits, rather than on the merits of what my last name is or what my family’s name is.
- “ I don’t make my contribution by choosing the colors for a party or by figuring out what the gift bag is gonna be. That is not exciting to me.... I don’t need this tea party. I don’t have time to be here right now and do this. [I’d rather be] more involved, maybe as a very modest, humble thought-partner.
- “ I really don’t want to go out and volunteer a day to go feed people at a homeless shelter. It is just not where my skills are best used, it is not what I do best. That is not where I feel like I am making an impact.... What I’m very good at is selling, marketing, and also at communication. Those are areas that organizations need a lot of help with.

Jewish next gen donors also say they learn the most from their own personal experiences – perhaps another motivation for wanting hands-on involvement in charitable activities, including in their families’ philanthropy.

“ I think that we learn from our experiences, and we learn best from our failures. So [donors] have to go out there and have the experiences on their own, learn from their own actions, learn from their own mistakes. And hopefully [that is] done in ways and at a level that the mistakes aren’t catastrophic.

“ I began giving to causes when I became passionate about them on my own, consonant with my family’s values but having discovered them on my own and feeling a sense of their importance. I’ve given the most to organizations that I’ve been intimately involved with as a volunteer.

**Using more peer-based methods:** Jewish next gen donors want to change philanthropy to be more explicitly peer-oriented, and they are eager to use peer networks or other collaborative vehicles when they can. In fact, the Jewish next gen respondents highlight the benefits of working with peers even more than do non-Jews.

As noted above, Jewish next gen donors recommend causes or organizations to others as a primary philanthropic strategy. They also seek out such information from their peers, actively give with their peers in giving circles or networks, and find this peer-based learning and giving to be a powerful way to increase their own effectiveness as donors. For some, this is a welcome way to develop as a donor outside of their families’ processes.

“ [Giving] is so much better when there are 20 other people around the table. And on the conference call then, you have to be strategic. You don’t have a choice. You have to present an objective reason as to why an organization should get your grant as opposed to the next organization on your pile. So the communal and conversational aspect of [a next gen funding collaborative] has forced me to do what I don’t have to do when I am by myself.

“ I think for me, I was in my mid-20s when I started doing all this stuff. I didn’t feel like I knew what I was doing. And the ability to... learn from my peers, I mean, I can’t begin to tell you how much respect and how amazing I think some of these people were in the early conversations that we had around the table. And I felt pushed to think harder and better.... And the ability to create my own thing that was separate from my parents and separate from my family’s giving, and just sort of put my own stamp on something also mattered a lot.

“ I increased my personal giving after getting involved in [a peer giving collaborative].... I felt more empowered to give larger sums of money, independent from my family, after meeting other people with similar backgrounds.

*What Does This Tell  
Us About the Future of  
Jewish Giving?*

**The Jewish philanthropic community often expresses dismay that the next generation of Jewish philanthropists isn't more involved in Jewish giving. This report's findings contain a few surprises that challenge this view of younger Jewish donors, and provide a more complex picture of what kind of donors they are now, and want to be in the future.**

What is so surprising? First, Jewish next gen donors prioritize giving to "Religious and Faith-based" causes far more than their non-Jewish peers. If Jewish next gen major donors give to Jewish organizations because of their Jewish identities – potentially including family history, values, traditions, culture, and so on – then this suggests Jewish philanthropic values have successfully been transmitted in these high-capacity families as well. This has yielded next gen family members who give Jewishly of their own volition.

The second surprise is how many families do not formally include their adult next gen children and grandchildren in their family giving. This seems paradoxical because most major donor families want their children involved, yet the nature of that involvement is often nominal or mostly informal. The next gen is left sitting at the proverbial "kid's table" well after they have become adults.

Meanwhile, these adult Gen X and Y children of high-capacity families have become involved in non-familial nonprofit activities of their own accord, and many lament the lack of meaningful engagement available within their families' philanthropy. The findings here suggest that giving the next gen more formal, meaningful roles in their own families could enlist active, strategic next gen donors eager to carry forward the family's legacy.

We can only hypothesize why this disconnect exists, based on our combined two score years of working with families in philanthropy. It is possible that parents believe that their children and grandchildren are too busy to become involved in family philanthropy during life stages that might include studying for graduate degrees, launching careers, or raising families of their own. But it is also possible that parents and grandparents do not trust their adult children and grandchildren to apply the philanthropic lessons they have learned to make informed resource allocation decisions. In other words, the older generations want young people engaged, but fear the change that the next generation might bring.

Whatever the reason, we hope that this research provides a wake up call to those interested in the future of Jewish philanthropy. To be sure, these Jewish next gen donors want to change some things about how philanthropy operates. They want to engage with nonprofit organizations in ways that are different from their parents and grandparents. They want to work more closely with peers. But they also remain respectful of their family legacies and give based on the values inherited from previous generations. If families and the Jewish community as a whole want to engage next generation family members in giving, we believe they will find experienced colleagues who are eager to step up.

## Notes

1. Refer to *Grande Soy Vanilla Latte with Cinnamon No Foam: Jewish Identity and Community in a Time of Unlimited Choices* and *Beyond Distancing*, respectively, at: [acbp.net/library.php](http://acbp.net/library.php).
2. View the full report, survey, interview questions, and related material at [NextGenDonors.org](http://NextGenDonors.org)  
Follow us on Twitter: [@NextGenDonors](https://twitter.com/NextGenDonors) and #NextGenDonors.
3. Most of the survey respondents self-identify as Jewish in the religion or ethnicity questions, although a few have been identified by their answers to open-ended questions or by how they were invited to take the survey. All interviewees included in this analysis self-identify as Jewish. All quotes from the survey and interview responses are presented anonymously, with any identifying information removed.
4. Furthermore, some Jewish next gen donors who indicated giving in other areas might in fact be giving to Jewish organizations in those areas, and yet not also identifying this as “Religious and Faith-based” giving. For instance, they might give to Jewish schools but then count this only as giving to “Education,” or they might give to Jewish Family Services and count this as “Youth and Family Services.”
5. Note that this sample of Jewish next gen donors is drawn primarily from those who selected “Jewish” when asked about their “religion,” which might have left out some respondents from Jewish families – and/or who identify as Jewish – but who choose to identify with some other “religious” category such as “Agnostic.” Therefore, the sample might include a slightly higher percentage of religiously observant Jews than in the general Jewish population. However, only 39.7% of the Jews in the sample say they attend services more than once a month, which is actually less than for non-Jews (41.7%) – though Jews are less likely than non-Jews (1.4% vs. 29.1%) to say they “never” attend services. Also, on deeper analysis, we find very few notable differences in the responses of the more versus the less religiously active Jewish next gen donors in the sample. The more religiously active are more likely to give to religious and faith-based organizations, but giving to combination organizations does not vary in a similar manner. Also, not surprisingly, the more religiously active Jewish respondents are more likely to say they are influenced in their giving by a religious leader.
6. See the full report at [NextGenDonors.org](http://NextGenDonors.org) for more on this key finding.
7. The two kinds of involvement in which Jewish next gen donors are higher than non-Jews are: “Offer opinions directly to family members about our giving” and “Review financial or investment information.”