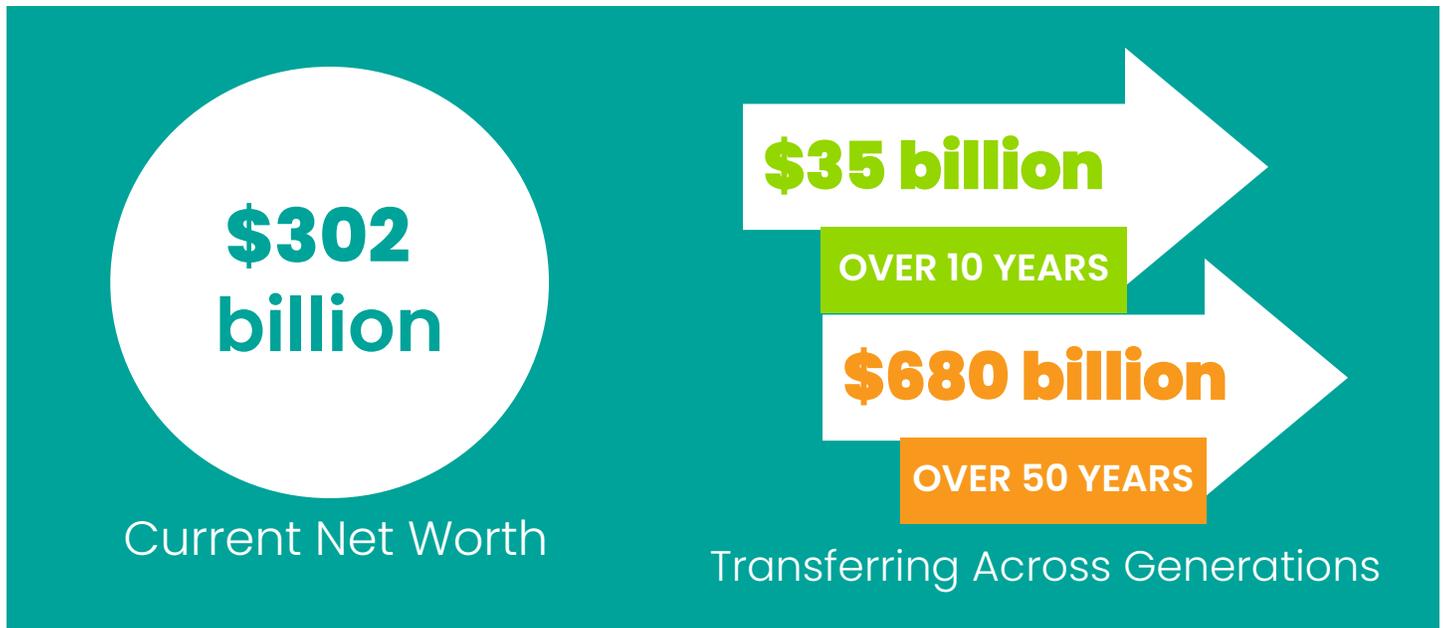


Our Region's Transfer of Wealth

The Collier Community Foundation 2022 Transfer of Wealth Analysis for Collier County, Florida provides an estimate of our region's assets – homes, businesses, investments – that will transfer between generations within the next 10 and 50 years. It provides a research-based estimate of the household wealth that, with active donor engagement, might be available for charitable giving and philanthropic investing.

Our community has assets.



What if we helped root some of that wealth here...



Takeaways for Our Region

Our region has wealth. Experience shows, there are ways to put those assets to work to promote economic vitality and community prosperity. This assessment shows:

Our region has assets. Today, our region has current household net worth of \$302 billion.

Communities regularly struggle to overcome the perception that they lack the capacity, the tools, or the know-how to make a lasting change for the better. Simply understanding the scale of our region's net worth can be helpful in dispelling that perception and help community members start dreaming about what might be possible.

Many people have wealth. Families of various incomes have something to contribute to this region and there are many advantages to engaging households at all levels and across generations. A broad-ranging outreach strategy is consistent with the movement by many organizations to diversify their boards, champion meaningful resident engagement, and promote community leadership. Our community team can make meaningful contributions when it comes to building inclusive, community-oriented investments.

You can realize this wealth for the community. Organizations started assessing their local transfer of wealth in the 2000s. Foundations used this information to develop community legacy campaigns, inform donor development strategies, and conduct strategic planning. Some foundations called on neighbors to give just 5%, a remarkable \$1.7 billion in our region, to support important philanthropic purposes. Experience shows that understanding our region's transfer of wealth – having numbers and setting goals – helps foundations better reinvest those assets to promote community economic development.

The time for planning is now. Community economic development takes time. Local organizations should be planning for population shifts, recognizing that \$35 billion will transfer from one generation to the next by 2030. Frequently, place-focused foundations need to wait for the grantee with the right set of skills, a government that is ready to partner, or for the right donor with aligned priorities. Developing a strategy to retain just a portion of a region's transfer of wealth needs to start now.

Our region needs these assets. Healthy and vibrant places take investment – investment in schools, housing, main streets, businesses, hospitals, and much, much more. Nonprofits, businesses, governments, and philanthropy need the capital and the skills to make these investments. The transfer of wealth opportunity in our region likely represents one of the most underdeveloped resources for furthering community-led projects and programs. Capturing 5% of our transfer of wealth could support \$2 billion in local grantmaking to support critical community efforts over the next 20 years. A concerted effort to capture just a portion will mean that communities have the resources they need to make investments in their future.