

PHILANTHROPY

Madeleine Williams,
October 20, 2022

Movement Building And The Rising Generation Of Wealth

The author of this commentary argues that movements will continue to have a strong audience with young people who receive their social and philanthropic education through voices in media that resonate with their values.

Philanthropy often intersects with efforts to effect social change, and now is such a time. Unless one has been living on a desert island for the past few years, it has been impossible to miss discussion on diversity, race, and inclusion, pandemics, or the encroachments on individual privacy, lack of equal opportunity in education, the problems caused by the addiction to drugs, social media and so much more. More positively, there are inspiring stories of how people can and do fix these problems and advance their lives and opportunities for others.

With that in mind, this news service is pleased to share the following commentary from Madeleine Williams, philanthropic associate, at [Strategic Philanthropy](#). (The team at Strategic Philanthropy, in particular the principal and co-founder Susan Winer, are well known to Family Wealth Report. Winer has written for FWR on various topics – such as [here](#) and [here](#). Winer is also a member of this news service's [editorial advisory board](#).)

As we reflect on philanthropy in America since the beginning of the coronavirus pandemic, there are certain changes that are most evident in the shifting landscape of charitable giving. Women and the "rising generation" have assumed prominent roles in financial and philanthropic decision-making and the rising generations are particularly impacting how philanthropic dollars are being spent. This includes engaging with movements for social change.

As a growing trend in philanthropy, movements give the rising generation a voice for their greatest passions and an outlet for educating their predecessors in return for the resources to mobilize a highly effective, and necessary, network of social change-makers.

During the largest transfer of generational wealth we have ever seen, the rising generation will be inheriting unprecedented amounts of capital. However, unlike preceding generations, amassing more wealth and saving it for future generations is not their priority. What is important is the desire to effect change around economic and social justice, diversity, equity and inclusion and the environment. Therefore supporting movements is a significant trend as the next generation rises to their full potential as change-makers.

What are movements?

Movements are difficult to define because they harness the currents that carry social change however necessary to address our country's most complex needs. Racial Equity Tools is an extensive online resource of information about equity work. In their glossary of terms, they define a movement as "organizing and helping to activate the will and capacity of people and organizations to work individually or collectively toward a vision they all share." Movements are powerful because they unite generations, communities, and 'issue-areas' to add creative momentum to the narratives of positive change in society.

Movements of all kinds are mobilizing around us to support many issues including mental health care, education, food security, and more. Western States Center, a nonprofit in Eugene, Oregon that organizes movements, stated in a press release that even when we can't control the actions of others, "...we can exert influence over our own social movements and should continue to do so with urgency." Movements empower communities to move away from division and toward efforts that build bridges and offer solutions of partnership.

