



Family Philanthropy

with the Minneapolis Foundation

There are many ways to define “family.” It could be two partners at a dining room table, three generations filling a living room, or even a group of friends gathering for lunch. Regardless of what family means to you, the Minneapolis Foundation is here to support you and your loved ones on your giving journey.

After more than a century of working with generous people, we’ve seen the impact that’s possible when families come together to strengthen their community. With a flexible, hands-on approach, our Philanthropic Advisors offer resources to guide your family as you create a legacy and drive positive change on the causes you care about.

Reach out to your Philanthropic Advisor or email psadmin@mplsfoundation.org to learn more.



Evolving to Meet the Future

The philanthropic landscape is changing rapidly, with a new generation stepping forward as shifting community needs demand new approaches to charitable giving. For generous families, these changes pose challenges and opportunities—and our team can help you navigate them.

Generational Shifts

- **The Great Wealth Transfer.** The biggest generational wealth transfer in history is underway, with the children of Baby Boomers set to inherit [an estimated \\$84 trillion](#) by 2045.
- **A Next-Gen Revolution.** Research shows what we already know: Younger people do not always share the values and motivations of their parents. From the goals that drive their giving to where they get their news, these rising leaders think differently in ways that are already transforming philanthropy.
- **Beyond Grantmaking.** Many younger people are eager to get close to communities not only by donating money, but by contributing time, talent, and testimony to causes they care about.

Philanthropic Shifts

- **Trust-Based Philanthropy.** This movement aims to shift power to the people most affected by community challenges, inviting funders to partner with nonprofits in a spirit of collaboration rather than control.
- **Giving While Living.** Many donors are shifting their focus to distribute wealth during their lifetimes rather than in their wills.
- **The Rise of Donor Advised Funds.** In 2023, more than \$250 billion was held in Donor Advised Funds. As these funds continue to grow in popularity, so does the need for resources to support fundholders as they put these charitable assets to work in the community.

Our Approach

Our Philanthropic Advisors integrate best practices and customized tools that are designed to support the evolving needs of families, now and into the future.

We believe that family philanthropy...



...is for every family.

- We meet families where you are, whether you are just getting started or have given together for decades.
- We create customized experiences that reflect the unique preferences, roles, and values of your family.
- All our Philanthropic Advisors are skilled at facilitating family philanthropy, and we offer these services to all fundholders, regardless of fund size or your charitable goals.



...deepens relationships.

- By reflecting on the values and experiences that inspire their giving, we've seen many families use philanthropy as an opportunity to share memories and create traditions.
- Understanding your family's history can help create a strong base to shape your vision for the legacy you create together.
- Our team is experienced at navigating complex family dynamics and facilitating conversations to bridge differences in interests, approaches, and lived experiences.



...goes beyond grantmaking.

- Our holistic approach invites families to integrate their charitable giving with contributions of time, talent, and ties to their community.
- We offer a variety of ways for families to learn and take action beyond grantmaking—from events and impact investing to generational storytelling and volunteer opportunities.



...is a muscle to use and strengthen.

- It's never too late (or early!) to begin.
- We offer a variety of tools to support multi-generational engagement, whether your family includes branches in multiple states or young children just learning the value of generosity.
- We create opportunities for generous families in our community to connect and learn from each other.