

Dr. Pamela York Klainer is an author, serial entrepreneur, financial expert, and philanthropist (<http://www.klainerconsulting.com/author.php>). Her nationally recognized book, *How Much is Enough?*, was published by Basic Books in 2002. Since then she has been quoted in national and international media such as MSNBC-TV, CNN-TV, NPR, Harvard Management Update, New York Times Magazine, Fast Company, Money, The Wall Street Journal, Washington Post, Industry Standard, Investment Advisor, Belgian Financial Times, and Epoca of Brazil. She has an article, written with TimeInc journalist Ellyn Spragins, in the May 2003 print issue of Fortune Small Business and online. Klainer appears on 13WHAM news in the Upstate New York market as a financial commentator. She has a lengthy list of prestigious speaking engagements, most recently including:

Fast Company Real Time Gathering
INC 500 Conference
National Conference on Christian Philanthropy

At the National Conference on Christian Philanthropy in Cleveland, April 23-25, Dr. Klainer spoke about the fact that affluence must mean something, and in the culture of the twenty-first century United States affluence is a common phenomenon.

In 2006 \$96.82 billion was given to religious organizations. Over the last ten years the percentage of giving to religious organizations has fallen.

Changes that persons charged with stewardship responsibilities must understand include:

- The sense of community has changed.
- For persons under the age of 50 the community is not tied to physical location but to where one feels a kindred spirit, multiple networks of connection.
- Changes to the social safety net result in more economic risk placed on the individual and family, resulting from such changes as the move from defined benefit pensions to 401(k). Middle and lower income persons worry about making ends meet while upper income persons focus on building net worth - both deterrents to giving away capital. We must talk about money as a renewable resource.

Disintermediation is a significant transformation. Wealthy donors are investing directly in solutions to social problems, no longer going through intermediaries such as agencies, foundations, denominations, etc.

A Bank of America 2006 study on people with \$5 million up discovered the following goals among that demographic:

- Meet critical needs

- Give back to society
- Reciprocity

These persons state that they would give more if:

- Less money were spent on administration
- They were able to determine impact of gifts
- So persons with significant resources would be willing to give more and faith reasons are **not yet** on their list.

People do what they believe is right and good to do. Questions to ask ourselves include:

- Why do people of a certain generation continue to give to Christian philanthropy?
- What if you tried asking younger people to participate more deeply and broadly?
- So the challenge is finding new ways.

Money has both literal and symbolic meaning. The symbolic meaning refers to how money stands in for less tangible aspects of life, like love. To help a person change function with wealth we need to work at symbolic levels.

Story as symbol

One generation might say, “I give to my church therefore I am... fill in the blank: faithful, good, generous, responsible...”

Younger donors need a different story which might begin: “If you want to make a big footprint in the world it has to be about more than your own foot.”

Begin where these younger people are: ambitious, aware of the value of money, wanting life to matter.

The different story includes re-framing the concept of legacy:

- The imprint you make on the world here and now every day that you are alive
- The worldly expression of immortality
- Our longing that something of us endures and continues to make a difference
- Building a legacy happens in real time, has ups and downs, creates unintended consequences, and has evolving definitions of success.

The idealist wants people to give to do right thing for right reason.

The realist says give me the money and trust that it will be used effectively.

The young are awaiting a different kind of story.

- Rebuild narrative of Christian philanthropy in a culture that does not support it.
- Work in partnership with those who consider spiritual and practical aspects of wealth.
- Question basic assumptions around the concept that the goal is to preserve wealth over generations with as few tax consequences as possible.
- Redefine value of denomination and global ministries from fiscally responsible conduit to change expert.
- Redefine contribution of donors from money source to contributor of core competencies.
- Reconfigure partnership between donors and Christian philanthropy based on these new definitions