

# TRANSFER OF WEALTH OPPORTUNITY IN STANISLAUS COUNTY

## *Measuring Stanislaus County's Philanthropic Potential*

Prepared for:



Stanislaus  
Community  
Foundation

October 2017

## What is TOW?

TOW stands for **Transfer of Wealth** opportunity. TOW only addresses wealth held by permanent residents of United States and your community.

TOW is an estimate of American household wealth from which charitable giving could be realized. Our analysis yields a conservative estimate of TOW, discounting wealth that is unlikely to be available for charitable giving.

## Why TOW Matters?

America's communities are struggling to find the financial resources necessary to support community and economic development. Traditional sources such as government funding are stagnant or declining. In this environment, possibly the single largest underdeveloped resource is community-based philanthropy fueled by capturing some portion of the TOW opportunity. As we search for the dollars we desire for community betterment, your community's TOW opportunity represents a significant potential answer.

The United States is in the midst of its greatest household intergenerational transfer of wealth (TOW) in our history. The Center has completed new TOW scenarios for the United States (May 2017) that predict between 2017 and 2066 \$72 trillion (in 2016 dollars) will transfer from the current generation to the next. In the coming decade (2017-2026) alone we estimate that \$7.7 trillion of intergenerational household wealth will transfer.

Considering only the 10-year TOW opportunity of \$7.7 trillion, if just an additional 5% of this potential was gifted to community and organizational endowments an additional \$384 billion could be capitalized. This represents creating across America the equivalent of four new Gates Foundations solely focused on community betterment. Endowments of this size, properly managed, could generate over \$19 billion in strategic grant making annually. Over a generation (25 years) nearly one-half billion in new charitable funding would be possible.

## History with TOW

In 1999, Boston College released [Millionaires in the Millennium](#) (John Havens and Paul Schervish, October 1999). This study highlighted the remarkable intergenerational transfer of wealth opportunity in America and its implications for philanthropic giving. This report sparked a national discussion and introduced our Center into TOW analysis. Since our first TOW study in early 2000s for the Nebraska Community Foundation, we have completed over 70 studies covering nearly 65 percent of the communities in the continental United States. Our Center is the leader in Transfer of Wealth Opportunity analysis in America. For more information on the Center's TOW work, check out our [website](#). We produce scenarios of the likely TOW opportunity of a community or region typically for 10, 20 or 50 year periods into the future. For more information on how we estimate TOW opportunities, please refer to our [TOW Methodology Report](#).



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## Special Thanks

Our **Transfer of Wealth Opportunity in Stanislaus County, CA** project and report would not have been possible without the assistance of the following organizations and persons:

- Our gratitude to the following organizations partnering to organize the Transfer of Wealth report: Stanislaus Community Foundation, the Association of Fundraising Professionals/Yosemite Chapter, and the Stanislaus County Estate Planning Council. In addition, thank you to sponsors Community Hospice Foundation, Modesto Junior College Foundation, Sutter Health Foundation and CSU Stanislaus Foundation.
- This project was guided and informed by a dedicated Technical Advisory Committee. The advisory committee provided essential guidance, connections, ground trothing and assistance enhancing the quality and scope of our transfer of wealth opportunity analysis. Members of the Technical Advisory Committee are:
  - Jeff Burrow
  - Keith Boggs
  - Michele Weber
  - Matthew Friedrich
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## For More Information

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In order to more fully understand our Transfer of Wealth scenarios for Stanislaus County, we encourage the reader to review the following information.

**Scenarios.** Our Transfer of Wealth Opportunity estimates are scenarios of a “most likely future.” We cannot forecast TOW opportunities with precise confidence. This is particularly true with our 50-Year TOW estimates. However, based on our historical research, groundtruthing analysis and our reasonable assumptions of the future, we are able to generate plausible TOW opportunity scenarios.

**Real or Inflation Adjusted Dollars.** Our TOW scenarios are presented in “real” or “inflation-adjusted” dollars. All our dollar values are presented in “2016 dollars” meaning that a dollar in 2066 has the same purchasing power as a dollar in 2016. By using real dollars, we remove the distortions of inflation from our findings.

**Permanent Resident Household Values.** Our analysis considers the current net worth and TOW opportunity for only permanent residents or households. By permanent residents, we are considering only those individuals or families (i.e., households) that claim Stanislaus County as their permanent residence. We are not considering wealth held by corporations, governments or non-profit organizations. As noted in the Scenario Adjustment Factors paper, there are additional donor classes that could increase Stanislaus’s Transfer of Wealth Opportunity including former residents and seasonal or temporary residents.

**2016 Household Current Net Worth (CNW).** 2016 household current net worth (CNW) is estimated for Stanislaus County and California by [Esri](#). We employ these CNW values as our starting point for our TOW scenarios. For Stanislaus County and California, there is a summary *Esri Net Worth Profile* available through the Project’s [Electronic Library](#).

**10-Year Transfer of Wealth (TOW) Opportunity.** Our 10-Year Transfer of Wealth Opportunity scenarios include the cumulative intergenerational wealth being transferred over the period of 2017 through 2026. Our **50-Year Transfer of Wealth Opportunity** scenarios include the cumulative intergenerational wealth being transferred over the period of 2017 through 2066.

**5% Capture.** To illustrate the potential for growing additional permanent endowments, we employ a “5% capture” goal of the 10- or 50-Year TOW opportunity. The 5% goal is hypothetical. It was originally suggested as a reasonable goal by the [Nebraska Community Foundation](#) nearly 15 years ago. Since then, the 5% goal has seen growing evidence of communities realizing the 5% goal based on their 10-Year TOW opportunity.

**5% Payout.** We employ a “5% payout” value based on the 5% capture goal. This payout rate is historically reasonable for the philanthropic environment in the United States. However, with the financial challenges of the Great Recession and Recovery period many foundations are now using a 4.5% or 4.0% payout rate. The 5% payout rate can be equated to grant-making capacity.

**Per Household Values (PHH).** To allow comparisons across geographies, we provide a “per household value” which is the Value (either net worth or TOW value) divided by the number of households in the geography.

## Potential Impacts of the Proposed ACE Train

We have undertaken additional research and analysis related to the proposed ACE Train development. The following summarizes how we have addressed this potential development in our TOW projections for Stanislaus County. Our supplemental ACE Train TOW scenarios are summarized on page 10 of this findings report.

**Base TOW Scenarios.** On page 6, we provide our most likely or *base* estimates of Stanislaus County's inter-generational household transfer of wealth opportunities for the 10-Year (2017-2026) and 50-Year (2017-2066) timeframes. We have high confidence that these TOW opportunity scenarios are reasonable given our analysis.



**ACE Train Development.** The proposed expansion of commuter rail services to Stanislaus County connecting your community to both Bay Area and Sacramento corridor communities has significance for our TOW opportunity projections. The development of commuter rail service, as proposed, would have significant positive impacts on longer-term TOW potential. We have undertaken additional research and analysis related to this “potential” development. This development will impact your community and its TOW opportunity with the development of a commuter resident base for these newly-accessible employment hubs.

**10-Year TOW Projections.** The timing and uncertainty of the proposed ACE Train commuter rail service extension into Stanislaus County has led us to conclude that there would likely be minimal TOW impact over the course of the 10-Year TOW projection timespan. We have made no changes to our 10-Year TOW projections (summarized on page 6). Currently funded train expansions will likely require the next decade to be implemented, and there will be limited time during this period for this development to result in material changes in the county's development and wealth formation. When a community engages in major infrastructure development, there is a lag period before allied development occurs. It will take some time for new housing and commercial development to accommodate new residents who choose to live in Stanislaus County but work in the Bay Area or Sacramento corridors.

**50-Year TOW Projections.** We have concluded based on our supplemental research and analysis that there is a reasonable probability that the proposed commuter train development will impact our 50-year TOW projections. There is still considerable uncertainty about this development and its likely impacts on Stanislaus County. We have handled this uncertainty by creating two additional TOW scenarios building upon our base TOW forecasts (refer to page 6).

**Low ACE Train Impact TOW Scenario.** *In this scenario, we assume that commuter rail service is extended into Stanislaus County with up to four trains per day with on-schedule development. In this scenario, we project modest changes in population growth and a modest increase in wealth formation rates due to the earning power of the likely new residents.*

**High ACE Train Impact TOW Scenario.** *In this scenario, we assume that full funding is provided, and commuter rail service is extended south to Merced with up to eight trains per day. In addition, we assume that there is a robust response to this development resulting in stronger population growth and allied wealth formation rate increases.*

The Low and High Scenarios tied to ACE Train development are summarized on page 10.

## Executive Summary

The Center for Rural Entrepreneurship's **2017 Transfer of Wealth Opportunity Analysis** for Stanislaus County, California has produced the following findings:

- 2016 Household Current Net Worth – \$74.1 Billion**
- 10-Year (2017 through 2026) TOW Opportunity – \$8.4 Billion**
- 50-Year (2017 through 2066) TOW Opportunity – \$77.6 Billion**

Our findings are based on scenarios specifically developed for the Stanislaus Community Foundation and based on reasonable assumptions about the future. To illustrate the philanthropic potential associated with the state's 10-year and 50-year TOW opportunities, consider the following scenarios:

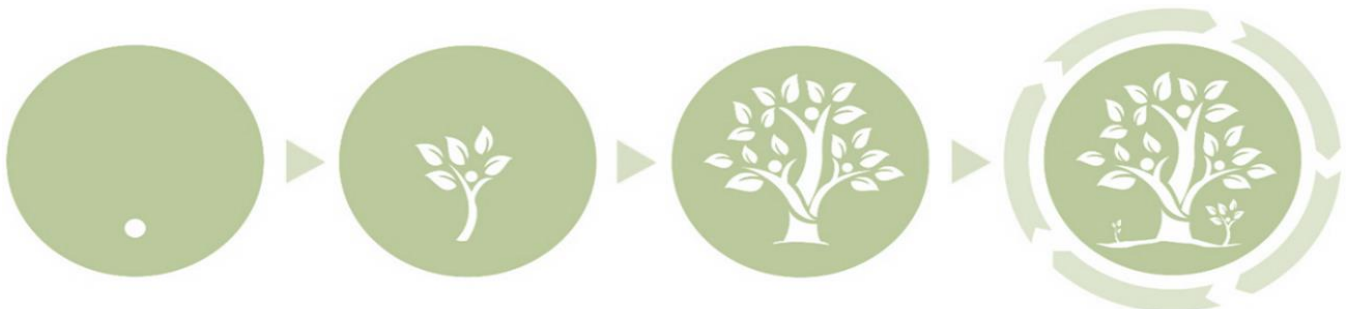
**Over the Next Decade.** Acting aggressively on the 10-year TOW opportunity and achieving a five percent giving goal, the State and its communities would realize the following:

- 10-Year Opportunity – \$8.4 Billion Transferring between 2017-2026**
- 5% Giving Goal Realized – \$421.3 Million in New Community Endowments**
- 5% Sustained Annual Payout – \$21.1 Million a year in Perpetual Grant Making**

**Over Two Generations.** Acting aggressively on the 50-year TOW opportunity and achieving a five percent giving goal, the State and its communities would realize the following:

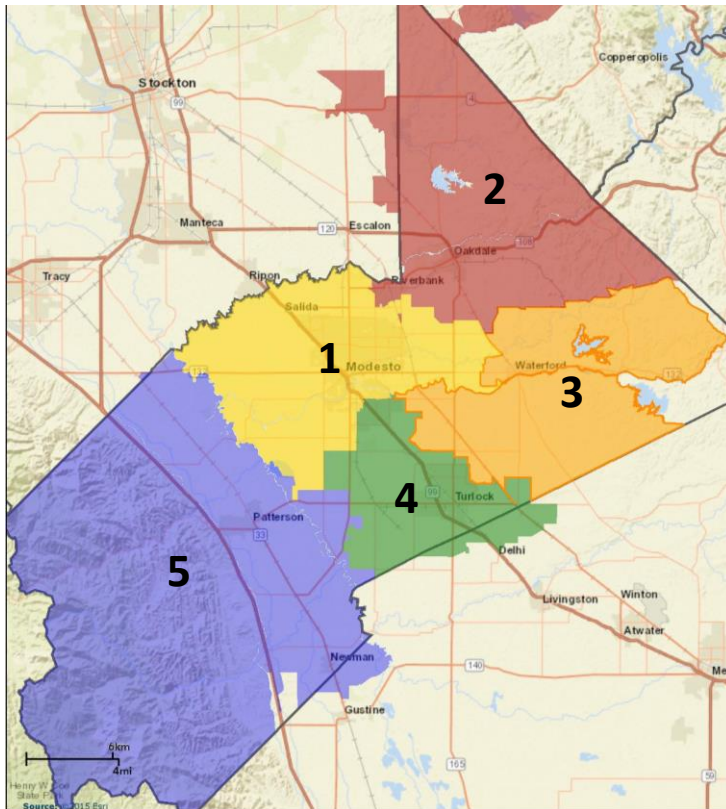
- 50-Year Opportunity – \$77.6 Billion Transferring between 2017-2066**
- 5% Giving Goal Realized – \$3.9 Billion in New Community Endowments**
- 5% Sustained Annual Payout – \$193.9 Million a year in Perpetual Grant Making**

*According to the Foundation Center the current assets of the Stanislaus Community Foundation are estimated at \$19 million. Achieving a 5% charitable giving goal on Stanislaus County's 10-Year Transfer of Wealth Opportunity would increase permanent endowed assets for your community by 22 times to \$421 million. Endowments at this scale can generate over \$20 million annually forever properly managed.*



## Stanislaus County Community TOW Scenarios

Working with the Stanislaus Community Foundation, we have broken the county into five regions or communities. Given the size and diversity of Stanislaus County, these smaller geographic units provide more detailed insight into household wealth and TOW opportunity within these communities. We did not run full scenarios for each community. Our methodology for estimating community level TOW opportunities are rooted in community specific household wealth profiles for 2016 (linked below). Then based on the unique wealth profiles of each community and their near-term growth relative to the county, we allocated county level 10-Year and 50-Year TOW opportunities to each community. The following map profiles each community and its location within Stanislaus County.



### Region 1

- 95350 (Modesto)
- 95351 (Modesto)
- 95354 (Modesto)
- 95355 (Modesto)
- 95356 (Modesto)
- 95357 (Modesto)
- 95358 (Modesto)
- 95368 (Salida)

### Region 2

- 95230 (Farmington)
- 95361 (Oakdale)
- 95367 (Riverbank)

### Region 3

- 95316 (Denair)
- 95323 (Hickman)
- 95326 (Hughson)
- 95386 (Waterford)

### Region 1 Wealth Profile

### Region 2 Wealth Profile

### Region 3 Wealth Profile

### Region 4 Wealth Profile

### Region 5 Wealth Profile

### Stanislaus Wealth Profile

### Region 4

- 95307 (Ceres)
- 95328 (Keyes)
- 95380 (Turlock)
- 95382 (Turlock)

### Region 5

- 95313 (Crows Landing)
- 95360 (Newman)
- 95363 (Patterson)
- 95385 (Vernalis)
- 95387 (Westley)

On the following page, we provide the Transfer of Wealth opportunity for the 10-Year period of 2017-2026 and the 50-Year period of 2017-2066. We provide per household values for the 2016 net worth values and the TOW scenarios to help you to see how the communities and county are doing relative to each other and to the state and US.

Table 1 provides the 10-Year TOW scenarios for the U.S., California, Stanislaus County and each of the five communities. Table 2 provides 50-Year TOW scenarios for these geographies.

<b>Table 1. 10-Year Transfer of Wealth Findings Summary</b>						
<b>Key:</b>	<b>2016 Net Worth</b>		<b>10-Year (2017-2026) TOW</b>			
B = Billions of \$ M = Millions of \$ PHH = Per Household	<b>Value (B)</b>	<b>PHH</b>	<b>Value (B)</b>	<b>PHH</b>	<b>5% Capture (M)</b>	<b>5% Payout (M)</b>
<b>U.S.</b>	\$69,927.8	\$574,193	\$7,677.1	\$63,039	\$383,856.8	\$191,928.4
<b>California</b>	\$8,208.5	\$630,012	\$902.0	\$69,233	\$45,101.8	\$2,255.1
<b>Stanislaus County</b>	\$74.1	\$437,551	\$8.4	\$49,763	\$421.3	\$21.1
<b>Region 1 – Modesto</b>	\$37.4	\$411,602	\$4.4	\$48,713	\$221.3	\$11.1
<b>Region 2 – Oakdale</b>	\$11.3	\$603,822	\$1.3	\$71,554	\$67.2	\$3.4
<b>Region 3 – Waterford</b>	\$4.8	\$526,993	\$0.5	\$59,259	\$26.9	\$1.3
<b>Region 4 – Turlock</b>	\$14.1	\$355,589	\$1.7	\$41,980	\$83.5	\$4.2
<b>Region 5 – Patterson</b>	\$3.0	\$260,713	\$0.4	\$36,399	\$21.1	\$1.1

Source: Esri 2016 current net worth estimates & Center for Rural Entrepreneurship TOW analysis estimates

While there are differences across communities within Stanislaus County, we recommend you focus on the opportunities. Each community has potential for legacy donor development, increased charitable giving and increased giving to community and organizational endowments. We embrace “asset-based development” where communities focus on **what they have** versus **what they do not have**. Further **Donor Opportunity Analysis** is feasible that would provide more detailed information on the “kinds of donors” living within each of these communities and Stanislaus County.

<b>Table 2. 50-Year Transfer of Wealth Findings Summary</b>						
<b>Key:</b>	<b>2016 Net Worth</b>		<b>50-Year (2017-2066) TOW</b>			
B = Billions of \$ M = Millions of \$ PHH = Per Household	<b>Value (B)</b>	<b>PHH</b>	<b>Value (B)</b>	<b>PHH</b>	<b>5% Capture (B)</b>	<b>5% Payout (M)</b>
<b>U.S.</b>	\$69,927.8	\$574,193	\$72,390.3	\$594,413	\$3,619.5	\$180,975.6
<b>California</b>	\$8,208.5	\$630,012	\$9,450.3	\$725,322	\$472.5	\$23,625.7
<b>Stanislaus County</b>	\$74.1	\$437,551	\$77.6	\$458,084	\$3.9	\$193.9
<b>Region 1 – Modesto</b>	\$37.4	\$411,602	\$40.9	\$450,016	\$2,044.8	\$102.2
<b>Region 2 – Oakdale</b>	\$11.3	\$603,822	\$12.4	\$661,023	\$620.8	\$31.0
<b>Region 3 – Waterford</b>	\$4.8	\$526,993	\$5.0	\$547,443	\$248.3	\$12.4
<b>Region 4 – Turlock</b>	\$14.1	\$355,589	\$15.4	\$387,815	\$771.3	\$38.6
<b>Region 5 – Patterson</b>	\$3.0	\$260,713	\$3.9	\$336,256	\$194.8	\$9.7

Source: Esri 2016 current net worth estimates & Center for Rural Entrepreneurship TOW analysis estimates



To help with understanding the TOW opportunities among these geographies we have generated a “per household values” (PHH). Note the following differences among Stanislaus County, California and the U.S.:

<b>Table 3. Stanislaus County Compared to the U.S. and California on a Per Household Basis</b>			
<b>Geography</b>	<b>2016 CNW</b>	<b>10-Year TOW</b>	<b>50-Year TOW</b>
<i>Stanislaus County</i>	\$438,000	\$49,800	\$458,100
<i>California</i>	\$630,000	\$69,200	\$725,300
<i>United States</i>	\$574,000	\$63,000	\$594,400

*Source: Esri 2016 current net worth estimates & Center for Rural Entrepreneurship TOW analysis estimates*

Table 4 provides per household comparative values for Stanislaus County and its five communities:

<b>Table 4. Five Regional Designations Compared to Stanislaus County on a Per Household Basis</b>			
<b>Geography</b>	<b>2016 CNW</b>	<b>10-Year TOW</b>	<b>50-Year TOW</b>
<i>Stanislaus County</i>	\$438,000	\$49,800	\$458,100
<i>Region 1 – Modesto</i>	\$411,600	\$48,700	\$450,000
<i>Region 2 – Oakdale</i>	\$603,800	\$71,600	\$661,000
<i>Region 3 – Waterford</i>	\$527,000	\$59,300	\$547,400
<i>Region 4 – Turlock</i>	\$355,600	\$42,000	\$387,800
<i>Region 5 – Patterson</i>	\$260,700	\$36,400	\$336,300

*Source: Esri 2016 current net worth estimates & Center for Rural Entrepreneurship TOW analysis estimates*

Please note with these results we have not made adjustments for the likely impacts of the proposed ACE Train commuter development. With our scoping and resources we do not have the capacity to estimate the locational impacts of ACE Train enabled residential, commercial and industrial development across these communities.

## ACE Train TOW Scenarios Findings

The following summarizes our 50-Year TOW supplemental scenarios based on “low” and “high” potential impacts triggered by “moderate” and “more aggressive” ACE train development into Stanislaus County. It is important to understand we have incorporated two TOW impacts based on our understanding of how the extension of commuter rail services into the county would impact TOW opportunity.

**Increased Population Growth.** Our base population forecasts for this analysis is provided by the [State of California](#). We have also considered the more aggressive forecasts produced last year by the [University of the Pacific](#). Neither of these forecasts fully account for recent action by the State of California to appropriate \$400 million to advance ACE Train development. Based on ACE Train ridership projections with base and full commuter rail development, we have increased overall 50-year population growth accordingly.

**Wealth Formation Rates.** While the projected increases in county population are significant and do materially impact TOW opportunity, there will also likely be structural changes. Greater access to job and economic connections in both the Bay Area and Sacramento corridors will result in households with higher earning power and wealth formation rates.

The following tables summarizes how our base 50-Year TOW opportunity forecasts change with our assumed impacts of ACE Train development. In the Table 5 scenarios, only our population projections were adjusted to estimate the 50-Year TOW potential. The scenarios in Table 6 were adjusted for increased wealth formation rates due to the influx of a higher paid class of workers commuting to the employment hubs in the Bay Area and Sacramento while residing in Stanislaus County.

### Base 50-Year TOW Opportunity Estimate – \$77.6 Billion

Table 5. TOW Opportunity with ACE Train Development Impact on Population Projections		
	Low Impact Scenario	High Impact Scenario
<b>Adjusted 50-Year TOW Value</b>	\$83.9 billion	\$100.5 billion
<b>Change from Base Estimate</b>	\$6.3 billion	\$23.0 billion
<b>Percent Change from Base Estimate</b>	+8.16%	+29.62%

Table 6. TOW Opportunity with ACE Train Development Impact on Wealth Formation Rates		
	Low Impact Scenario	High Impact Scenario
<b>Adjusted 50-Year TOW Value</b>	\$79.7 billion	\$84.1 billion
<b>Change from Base Estimate</b>	\$2.1 billion	\$6.6 billion
<b>Percent Change from Base Estimate</b>	+2.73%	+8.45%

Source: Esri 2016 current net worth estimates & Center for Rural Entrepreneurship TOW analysis estimates

Population Projected Scenarios

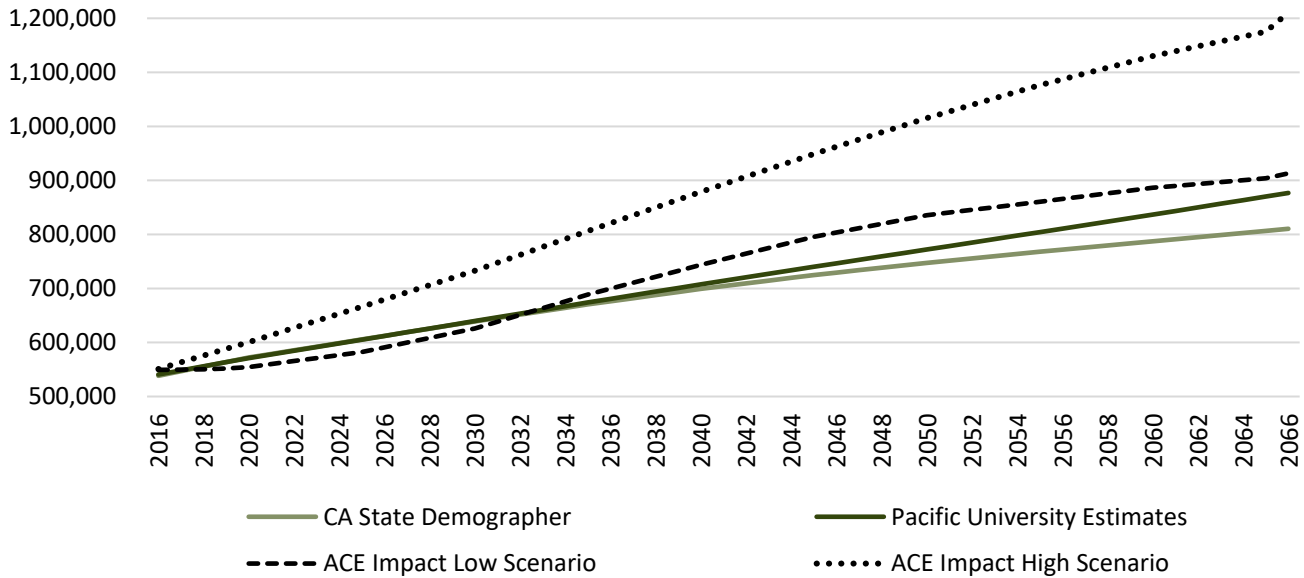


Table 7. Combined Population and Wealth Formation Impacts on 50-Year TOW Scenarios		
	Low Impact Scenario	High Impact Scenario
<b>Adjusted 50-Year TOW Value</b>	\$86.2 billion	\$109.4 billion
<b>Change from Base Estimate</b>	\$8.7 billion	\$31.8 billion
<b>Percent Change from Base Estimate</b>	+11.17%	+41.05%

Source: Esri 2016 current net worth estimates & Center for Rural Entrepreneurship TOW analysis estimates

*These ACE Train supplemental TOW scenarios demonstrate that this proposed development and its likely impacts on Stanislaus County will have a material positive impact on the County’s longer-term or 50-Year TOW opportunity. We believe the combined impacts of both population increases and structural household changes resulting in increasing wealth formation rates will conservatively increase TOW opportunities (benchmarked against our base TOW forecasts) by \$8.66 billion (an 11% enhancement in opportunity) to a more aggressive likely impact of \$31.84 billion representing a significant 41% enhancement in TOW opportunity.*

**ACE Train Impact Summary**

Base 50-Year TOW Opportunity Estimate – \$77.6 Billion

**Combined Population and Wealth Formation Impacts TOW Scenarios**

Low Scenario ACE Train Impact TOW Opportunity Estimate – \$86.2 Billion

High Scenario ACE Train Impact TOW Opportunity Estimate – \$109.4 Billion

## Visualizing Your Community's TOW Opportunities

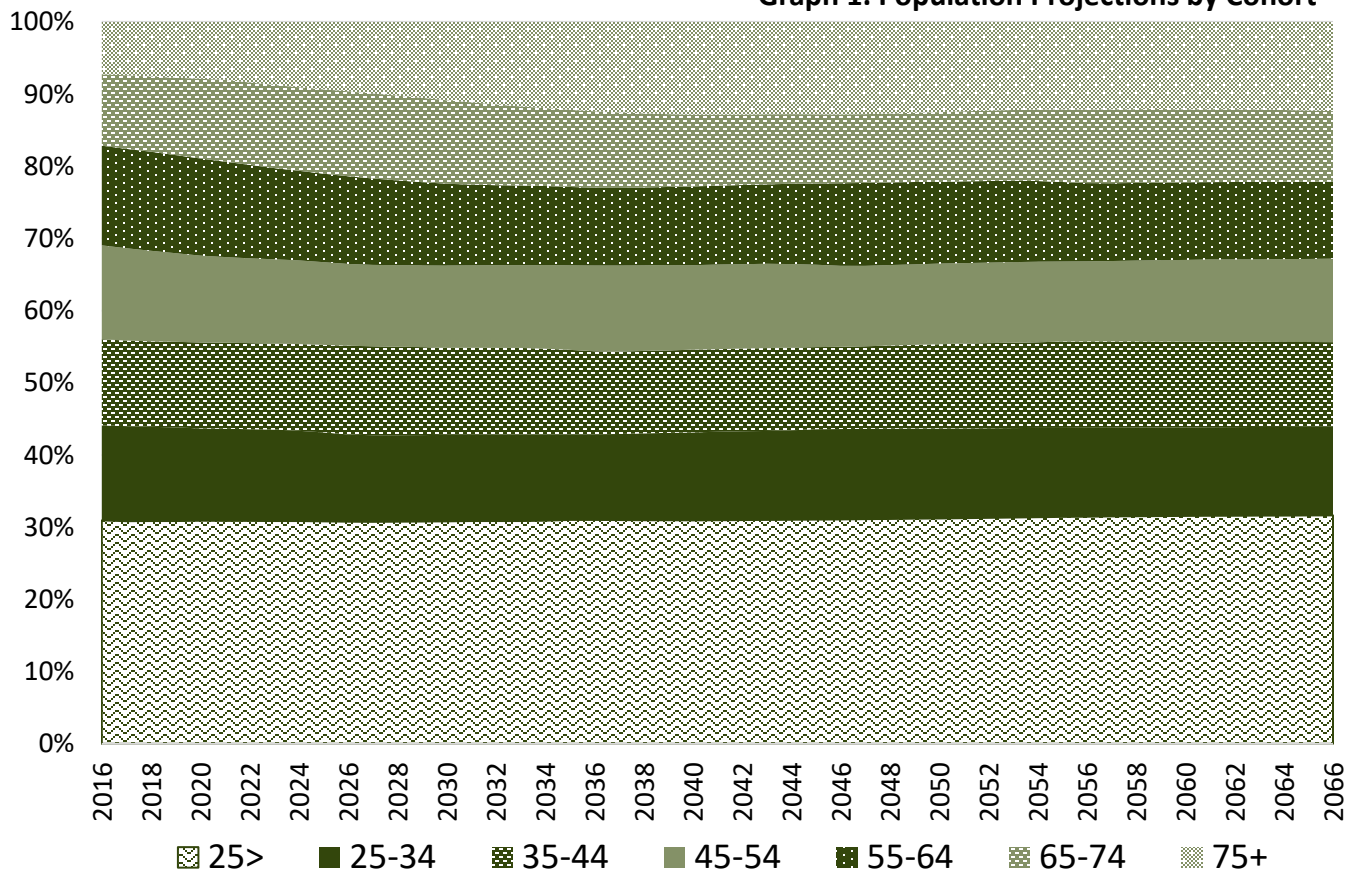
In this section of our TOW Findings Report for Stanislaus County, we provide four graphs visualizing critical information central to our TOW projections and findings.

- Graph 1 illustrates age cohort changes over the 50-year period.
- Graph 2 visualizes how household net worth will change by age-cohort over the period.
- Graph 3 identifies the share of estates by age cohort likely to become active.
- Graph 4 illustrates where TOW opportunity will come from by age cohort over the 50 years.

### Population Projections

Graph 1 provides a visualization of how population will change over time by age cohorts. This information is essential for sound TOW projections. Wealth holding and formation rates are unique based on life stage or age cohort. The estate of a young family in their 20s, starting careers, going into debt buying a home and cars, and having children is vastly different from the estate of an older person in their 60s, at the peak of their career, with accumulated wealth in their home, investments, retirement accounts and possibly business interests. Compared to the U.S., Stanislaus County is relatively young and likely to maintain a higher population in the younger age cohorts when compared to the nation over the next 50 years.

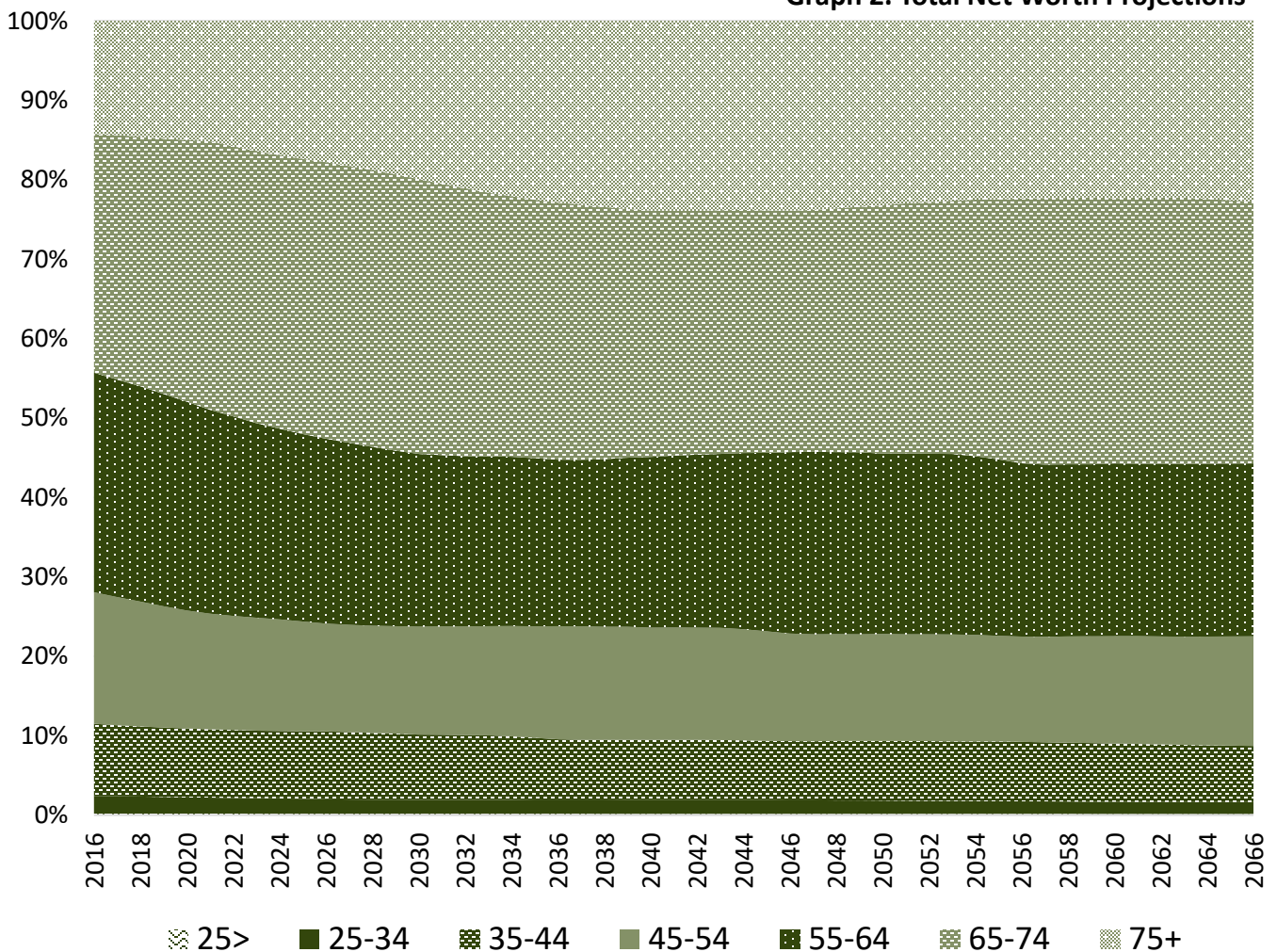
Graph 1. Population Projections by Cohort



## Household Current Net Worth Projections

Household net worth is concentrated in older age cohorts. Graph 2 tells an important story about Stanislaus County. Compared to other communities for which we have completed TOW analysis, your community has a relatively high population falling into younger age cohorts. If we look at the early years of the time sequence, net worth by age cohort is more evenly distributed. This is due to the lower net worth population (younger age cohorts) having more people than the high net worth population (older cohorts). Even though younger age cohorts have less wealth on average, their sheer numbers create a more balanced picture. However, as we progress from 2017 through to 2066, the 65+ age cohorts begin represent more of your community’s household current net worth. This pattern is not as dramatic as we see with the U.S. or places like Maine that are aging rapidly. Your projected continued growth and rising numbers of younger working age adults and their children drive these patterns. Also, typical of California, some retirees often leave California in retirement trading their wealth in real estate for lower cost housing in less congested communities out of state.

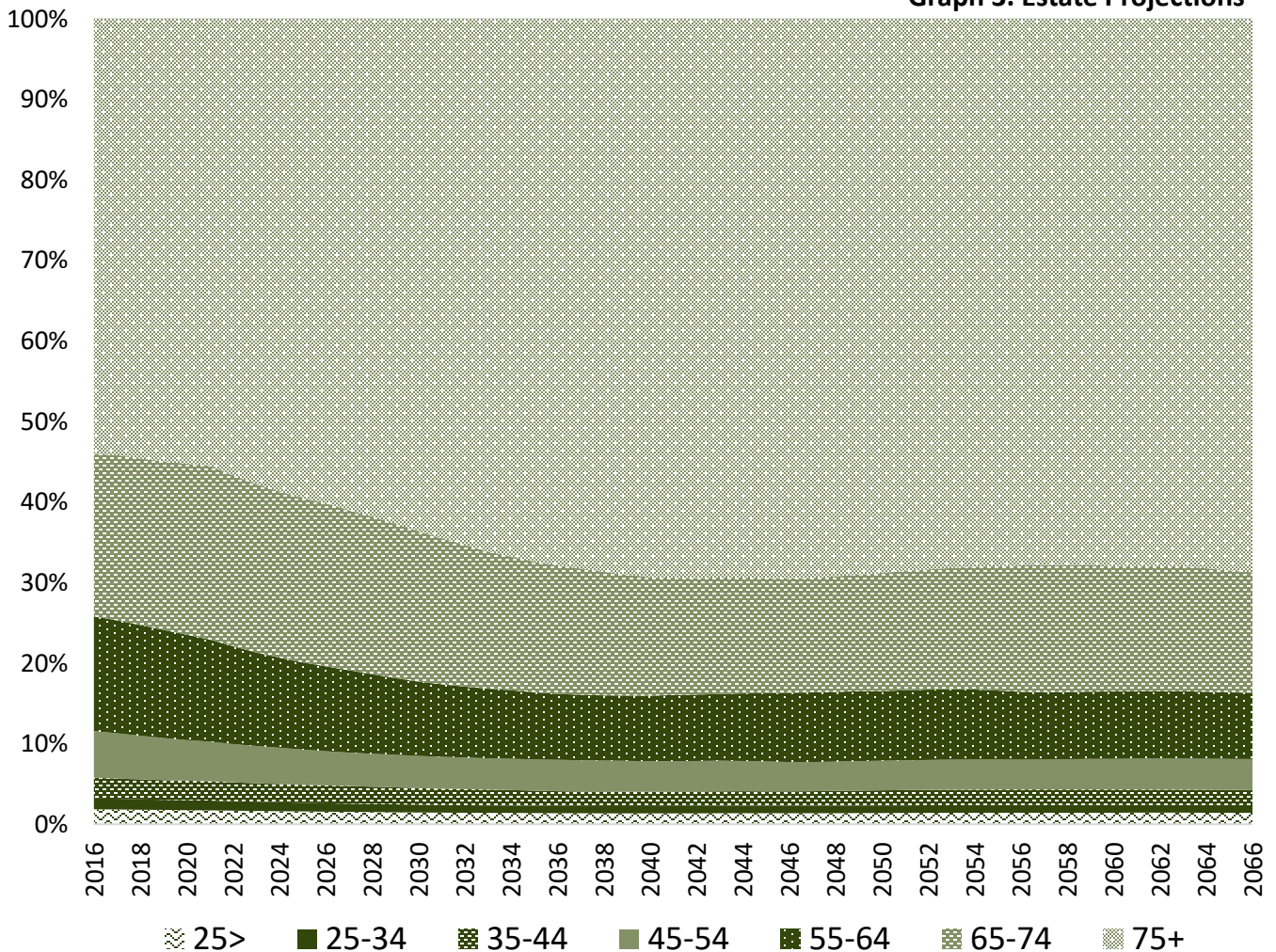
Graph 2. Total Net Worth Projections



## Estates Transferring

Available household current net worth coupled with mortality rates by age cohort create another image reflected in graph 3 visualizing your available estates from which legacy charitable giving could be provided. Here the mortality rates or the probability of an estate event (death of a wealth holder) indicates the importance of the 75+ age cohort. However, this graphic does not preclude the importance of philanthropy in younger age cohorts. With sound financial, estate, and gift planning, younger households can make charitable commitments triggered by estate events. Focusing on donor development beginning with younger generations and cultivating relationships, positions your community for more planned gifts and greater legacy giving once estates are transitioned.

**Graph 3. Estate Projections**

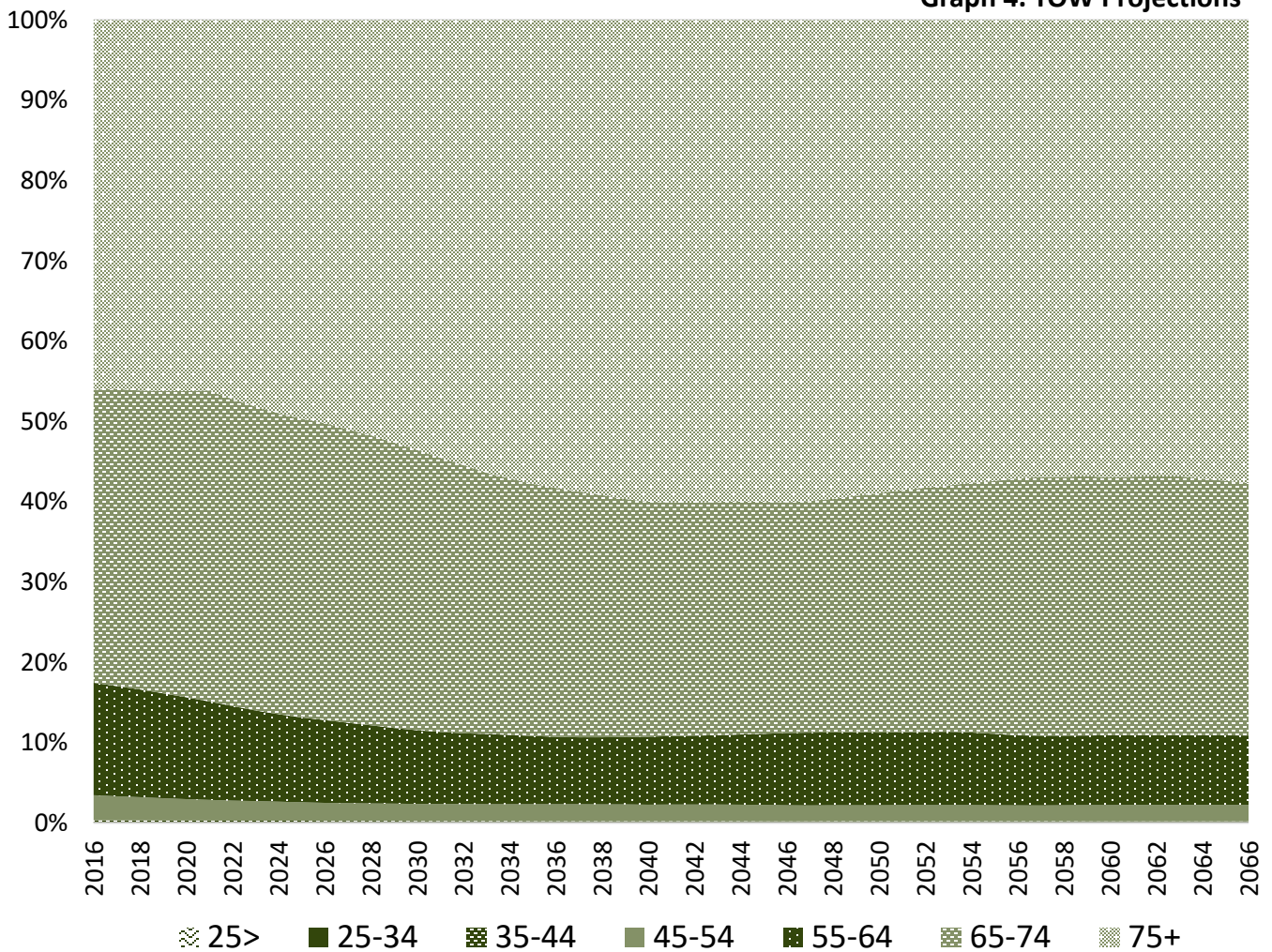


*Graphs 1 through four are relevant to our base TOW forecasts and do not reflect the possible changes associated with ACE Train developments.*

## TOW Value Projections

Graph 4 provides a visualization of your transfer of wealth opportunity. Remember our TOW values are conservative due to the fact that we only include certain household wealth in our TOW projections. We exclude certain assets unlikely to come into legacy giving play such as personal property, housing wealth associated with lower wealth households, unique wealth like jewelry and art, and some wealth associated with closely held family businesses. Your community’s TOW opportunity, like other communities in the United States, are concentrated in older age cohort groups.

**Graph 4. TOW Projections**



## Other Considerations

Our book, [\*Transfer of Wealth in Rural America – Understanding the Potential, Realizing the Opportunity and Creating Wealth for the Future\*](#), addresses household wealth formation over decades (Chapter 2) of American history in detail. One of the remarkable historical realities of the American experience is our ability to grow economies that create wealth for residents. In order to more fully understand Stanislaus’s philanthropic opportunity, it is important to appreciate those **special considerations** that impact wealth formation and transfer now and over time. We organize these influencers of wealth formation and philanthropic opportunity into basic and special considerations.

### Basic Considerations

Basic considerations are those wealth formation and philanthropic influencers that are fairly universal from one community to the next all across America. These basic considerations include:

- Historic wealth formation rates
- Current household current net worth
- Current cultural patterns of philanthropic giving

Our previously mentioned book provides more detailed analysis, explanation and illustration of these basic considerations. For every transfer of wealth opportunity study, these basic considerations form the foundation of our TOW scenarios. Special considerations can and do impact our TOW opportunity analysis in subtle and significant ways.

### Special Considerations

We have created a supplementary **Scenario Adjustment Factors** paper to address unique issues, trends or factors that potentially can impact our scenarios not generally picked up in our standard analysis. In the Scenario Adjustment Factors paper, we several special considerations and how they impact our assumptions shaping our TOW scenarios. More detailed research and analysis can be found in the **Stanislaus County TOW Study** [Electronic Library](#).



## About the Stanislaus Community Foundation

For over a decade, Stanislaus Community Foundation has been a catalyst to transform local resources into common good. The Board of Directors are engaged business and civic leaders who work with staff to impact the region through smart, strategic philanthropy. The Foundation focuses work in the following three areas:

- *Philanthropic Expertise.* We help individuals and families achieve their charitable goals by offering tools and resources that make giving easy, flexible and effective. Our knowledge of local issues and needs makes your giving as impactful as possible.
- *Grantmaking.* We actively foster generosity throughout Stanislaus County and support high impact opportunities. Working in partnership with local agencies, we bring funding and resources to the community in the form of grants and scholarships.
- *Community Leadership.* Recognizing that no single organization can achieve large-scale outcomes alone, we convene and engage a cross-section of organizations and individuals to benefit the common good.

[www.stanislauscf.org](http://www.stanislauscf.org)

## About the Center for Rural Entrepreneurship

The Center's mission is to help community leaders build a prosperous future by supporting and empowering business, social and civic entrepreneurs. With our roots and hearts in rural America, we help communities of all sizes and interests by bringing empowering research together with effective community engagement to advance community-driven strategies for prosperity.

Our **Solution Area Teams** empower community leaders to find their own answers to the economic development challenges and opportunities they face:

- *Community Development Philanthropy* provides effective strategies to build local philanthropic capacity and generate development resources.
- *New Generation Partnerships* provides a framework for engaging young people now and attracting them in the future.
- *Entrepreneurial Communities* provides a roadmap for designing and delivering entrepreneurship strategies that work.

[www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org)

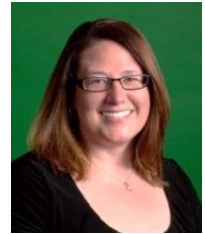
## About Our Team

**Don Macke** is Co-Founder and Director of the Entrepreneurial Communities solution area. Through this work, Don helps communities and regions throughout North America grow entrepreneur-focused economic development strategies.

**Deb Markley** is Co-Founder and Managing Director of the Center for Rural Entrepreneurship. She collaborates with colleagues across the Center to capture and communicate the impact of the Center's work.



**Cathy Kottwitz** is a Senior Research Associate with the Center. Cathy serves as the scenario modeler in our Transfer of Wealth™ projects.



**Dana Williams** is Project Associate with the Center. Dana provides management assistance and operational support across the Center and has been actively engaged in product development, supporting the creation of a number of online toolkits and resources.



### Questions & More Information

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Stanislaus  
Community  
Foundation

Center for Rural  
Entrepreneurship

energizing entrepreneurial communities

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