Update from THE ASSOCIATED's CENTER FOR FUNDS & FOUNDATIONS

*The information below is provided to help you and your family as you engage across generations in family philanthropy.*

# Traditionalists: The Greatest Generation

*Can you recall seeing silent movies?*
*Where were you the day Pearl Harbor was attacked?*
*Do you remember when the game, Monopoly, was first introduced?*

Your answer, of course, depends on your age—or more specifically, on your generation. While these milestones may not seem all that important, the sum total of experiences, ideas and values shared by people of different generations makes for a melting pot of approaches and priorities.

Born between 1900 and 1945, Traditionalists (also known as the Silent Generation) are in their 60s, 70s, 80s, and 90s. They hold three-quarters of the nation's wealth and approximately 95% of them are retired from the workforce. Having lived through the Great Depression, Traditionalists are not wasteful and truly understand the value of a dollar.

Understanding characteristics of Traditionalists might be helpful when working with multiple generations. Did you know, Traditionalists…

- Are private and don't like to share their inner thoughts?
- Prefer face-to-face or written communication over electronic communication?
- Tend to make decisions based on what worked in the past?
- Do not like change and are not risk tolerant?
- Have confidence in community and institutions?

## Are you looking for ways to involve your children and grandchildren?

The Center for Funds & Foundations (CFF) is available to work with you to engage your family in your charitable giving. CFF professionals can discuss with you a variety of options, such as tools and strategies you can use to spark a philanthropic conversation. For more information, please contact Lauren Klein, Director of Family Philanthropy, at 410-369-9278 or lklein@associated.org.