



RG's Resource Survey INITIAL RESULTS

WEBINAR WITH

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THURS., 3/12
8-9PM ET
5-6PM PT



What is Resource Generation?

RG is a multiracial community of young people (18-35 years old) with access to wealth or class privilege committed to the equitable distribution of wealth, land, and power

We organize the **wealthiest 10%** of 18-35 year olds based on their individual or family access to wealth and assets.

**resource
generation**

What is 'social justice philanthropy' to RG?

...different than traditional or mainstream philanthropy in 2 key ways

- Led by/accountable to poor and working-class communities/movements
- Addresses root causes of wealth inequality and social, racial, economic injustice

1. Social justice philanthropy focuses on the root causes of economic, racial, and social injustice.



Social justice philanthropy focuses on the root causes of economic, racial, and social injustice.

This means that social justice philanthropy supports organizations that are getting to the roots of problems instead of only addressing the symptoms.

An example: In a community with widespread asthma due to air pollution from a nearby bus depot, it's the difference between just funding medical treatment for people with asthma and funding organizing in the community to regulate bus idling and emissions.

2. Social justice philanthropy strives to include the people who are impacted by those injustices as leaders and decision-makers.



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In social justice philanthropy, the process of giving is as important as where the money goes. Asking those who are directly affected by and working on an issue what to fund is a key part of this process.

An example: This might mean that a foundation or donor interested in addressing the widespread asthma problem would include local residents and organizers in their decisions about where to direct their funding.

3. Social justice philanthropy also aims to make the field of philanthropy more accessible and diverse.



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Because right now this isn't the case. For example, a study done by The Joint Affinity Groups shows that 10% of foundation board members and only 2.2% of family foundation board members are people of color.

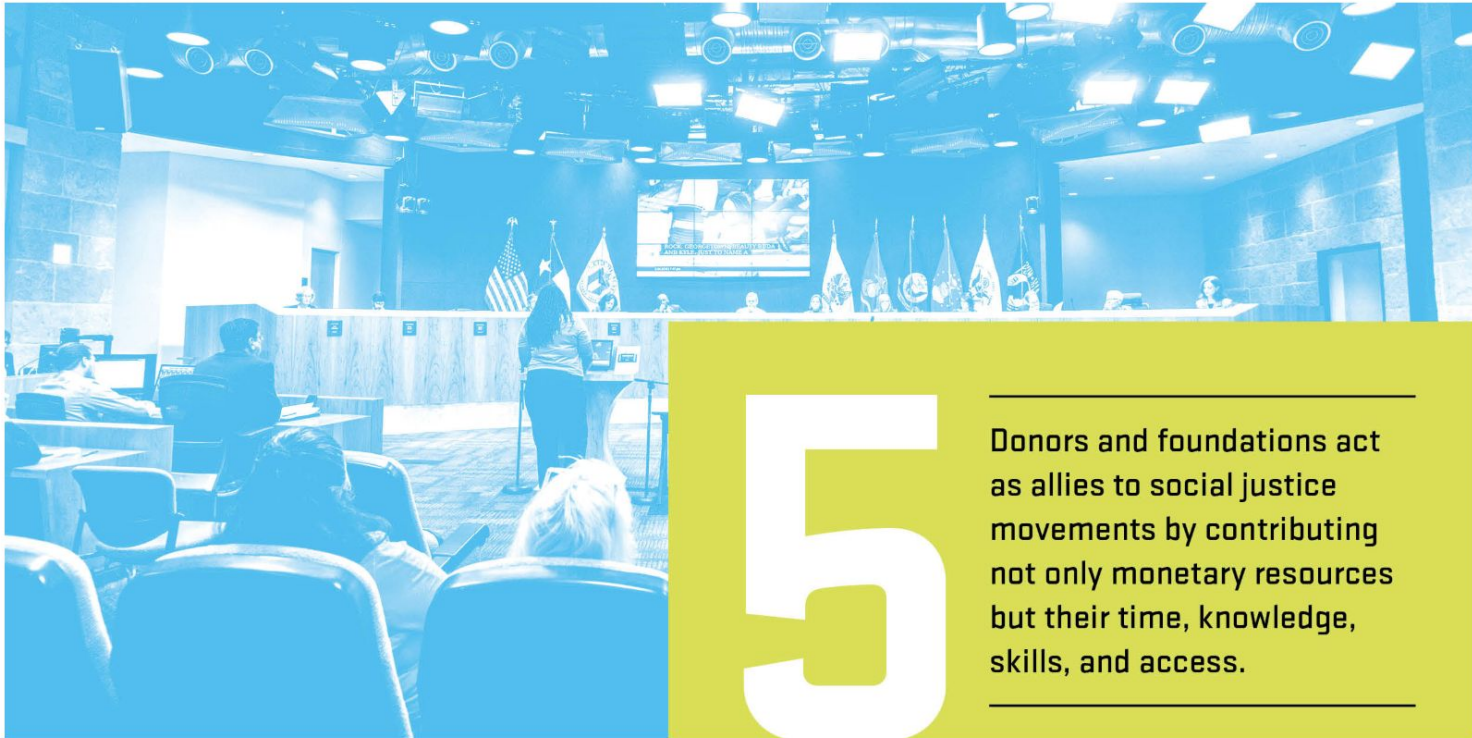
4. In social justice philanthropy, foundations are accountable, transparent, and responsive in their grant-making.



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When funding happens behind closed doors, everyone who applies and relies on that money has no information about what goes on.

Organizations get funded, but they don't know why or how they were chosen. Or organizations don't get funded and they don't know why or whether they should apply again. When foundations and donors are transparent about their process and goals, it can open up the possibility for conversations about whether the grantmaking is responsive, and the ways in which foundations and donors can be accountable to the communities they impact.



Donors and foundations act as allies to social justice movements by contributing not only monetary resources but their time, knowledge, skills, and access.

There are many concrete ways donors and foundations can be allies to social justice groups, from helping an organization fundraise to sharing your access and powerful connections to hosting an organization's event at the foundation's office.

It is also about respecting grantee groups as partners in social justice. An example: One of the board members of the foundation plays golf with the city's Public Transportation Commissioner. When she learns from their grantee group that they have been unable to get a meeting with the Commissioner, she uses her connection to help them set one up.

6. Foundations use their assets and investments, alongside grant-making dollars, to support their social justice missions.



Foundations are mandated by law to pay out at least 5% of their assets. This 5% can include not only charitable giving but administrative expenses as well.

This often leaves the vast majority of a foundation's assets in its investments (as much as 95%). Social justice philanthropy employs investment dollars in alignment with the foundation's larger social justice mission. This is often called mission-related investing, impact investing, or program-related investing.

Through the online RG Resource Survey, we aim to answer and explore:

- How does Resource Generation's class-centered programming impact a young person with access to wealth's (18-35 years old) individual giving and social justice involvement over time?
- What motivates young people with access to wealth to give to grassroots social justice movements?
- What factors lead to a member of the RG community (a young person with access to wealth) to significantly increase their giving?

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Survey timeline and logistics details

- before (preparing the survey)
- during (outreach, people actively taking survey)
- after (analyze results)

● Before

- Who was involved?
- Built on previous waves of research in 09, '12, '15
- MMMC money survey
- Goal = get 300 people within RG community to complete survey (exceeded this goal)

● During

- Launched in 2018
- Distributed over 3 month period in summer '18
- Significant staff and chapter capacity involvement
- End with 771 people who answered some part of survey

● After

- Data analyzed with SPSS and Stata
- Sharing process and results with staff/board, others
- Significant time on analysis

INITIAL KEY FINDINGS

- RG's overall access to wealth
- RG involvement significantly increases giving in various ways
- Vast majority of RG members give to social justice philanthropy!
 - Led by most impacted/addresses root causes of wealth inequality

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\$22 billion

Total net assets among
RG survey respondents
through their families

\$1.9 billion

Total net assets as individuals

Median net assets as individuals

\$562,012 - white people

\$299,917 - people of color



Snapshot of how we asked these questions

Are you a young person with wealth or class privilege? RG defines being a young person with wealth or class privilege as being in the top 10% of the US economy, which means having **AT LEAST ONE** of the following apply to you: (Check all that apply) (Calculate assets as what you OWN minus what you OWE. Assets include cash, stocks, property, vehicles, etc.)

Personal Income

- ☐ You are making an annual income (from work) for the 90th percentile. Median income for the 90th percentile of young people (18-35) nationally is \$105,000.
- ☐ You have a total household income (from work) of over \$143,000 per year (supporting 2 adults only).

Personal Net Financial Assets

- ☐ You are 18-24, your net financial wealth is \$50,000 or more
- ☐ You are 25-29, your net financial wealth is \$100,000 or more
- ☐ You are 30-35, your net financial wealth is \$200,000 or more

Family Net Assets

- ☐ Your family's net wealth is \$1 million or more (By "family", we mean anyone you are connected to who has or will transfer assets to you - this could be any generation of blood family, partners, or chosen family).
- ☐ Your parents' annual income is in the top 90th percentile. Median income for the 90th percentile of people age 45-65 is \$185,000.
- ☐ For people with family ties outside of the U.S.: Your family owns land estimated at a value of \$1 million or more OR has major business interests in OR is in the ruling elite (includes having access to major political power) in your home country

Other

- ☐ I'm a partner of a young person with wealth, and I am from a poor, working, or middle class background
- ☐ I am an alumni of RG programs (36 or over and a former participant in RG programs)
- ☐ I have a family foundation or family giving vehicle (DAF, etc)
- ☐ I am "high net wealth", which means I have over \$1M in assets, or my family has over \$10M in assets
- ☐ None of these apply to me, however I still identify as a young person with wealth or class privilege. Please tell us more about how you identify:
- ☐ I do not identify as a person with wealth or class privilege

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3/19/2019

Qualtrics Survey Software



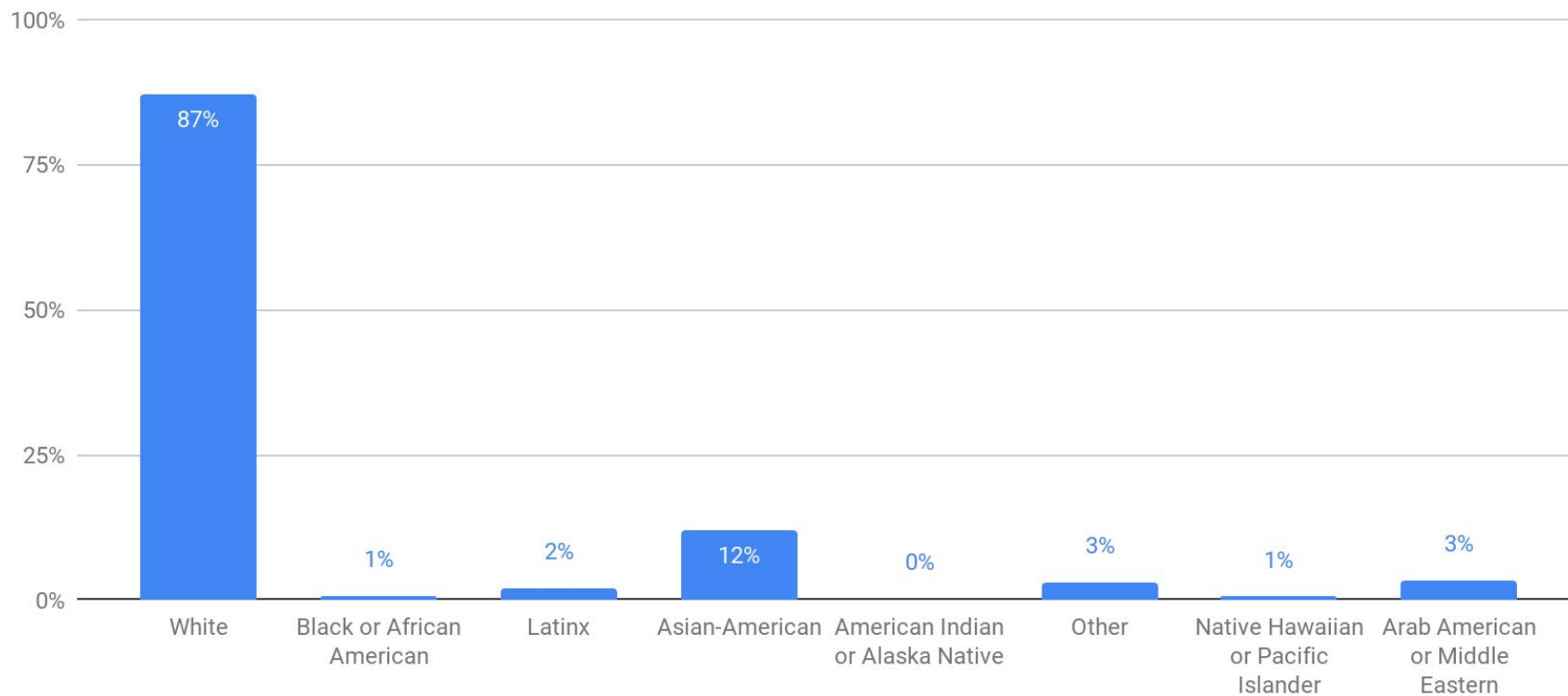
INITIAL KEY FINDINGS - who is RG?

Who makes up RG?

- Race
- Gender
- Religious identity
- Age
- Political views
- Have kids?
- Location

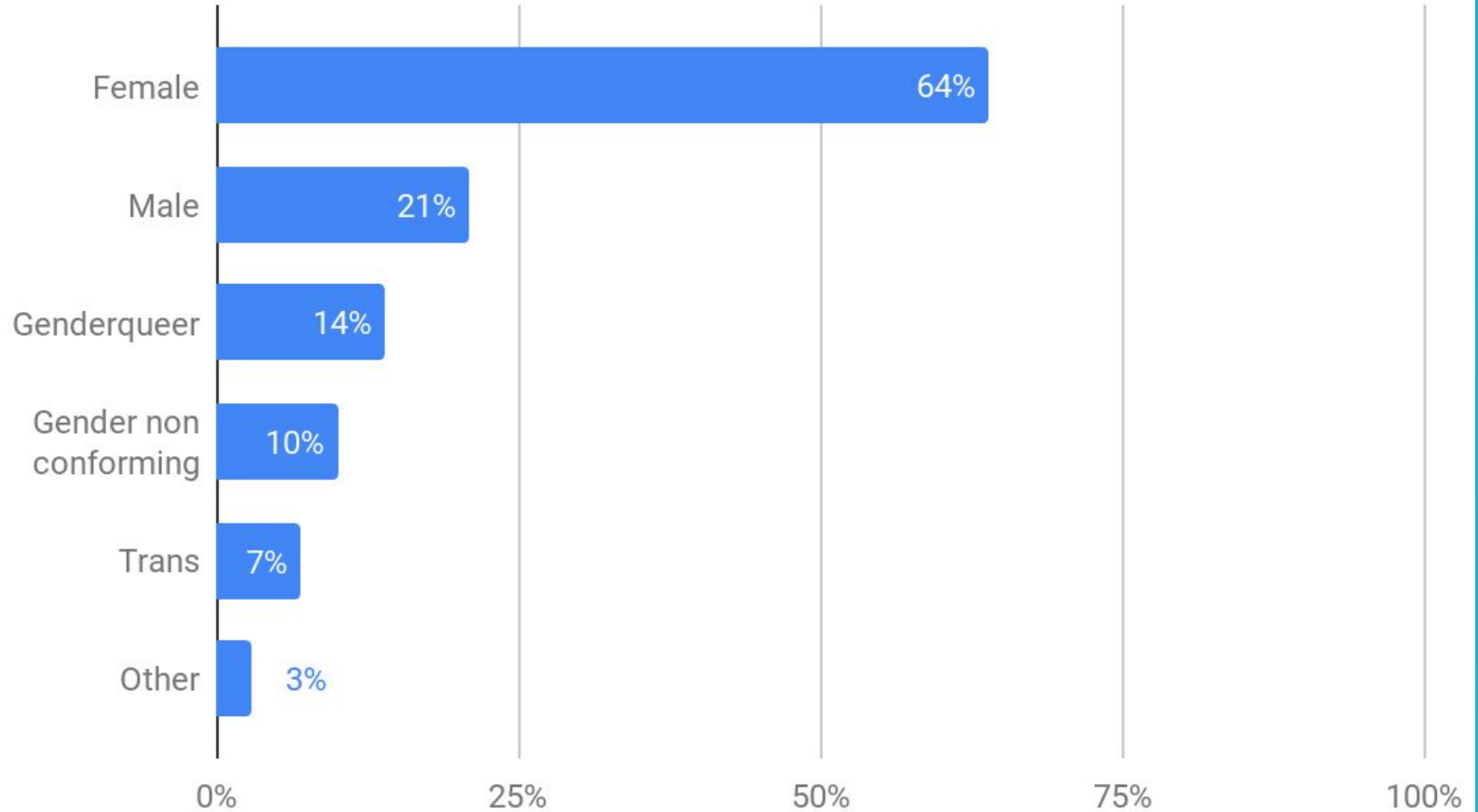
Who makes up RG?

race



Who makes up RG?

gender



Who makes up RG?

Religion/religious background

- Buddhist 6%
- Christian 42%
- Hindu 1.5%
- Muslim 1.3%
- Jewish 35%
- Other 115
- None 21%

Who makes up RG?

Age: 29 years old
(median)

Political views:
progressive,
radical, socialist,
liberal, left/leftist,
democratic/democrat,
and
anti-capitalist

Kids? A significant
majority of respondents
are not parents;
only 12% have children.

Majority live in these
states

California (93)

New York (79)

Massachusetts (74)

Washington State (40)



How we have access to wealth currently

55% - inheritance and/or gifts (money, stocks, land, property, etc)

26.49% - employment

35.8% - identified as an individual with “high net wealth,” which means having access to over \$1 million in assets or their family has over \$10 million in assets.

12% - receive annual income for the 90th percentile for young people 18-35, \$105,000 or more.

3% are people from poor, working, or middle-class background who are partners of young people with wealth.

19% have a family foundation or family giving vehicle.



RG involvement increased
overall giving for all

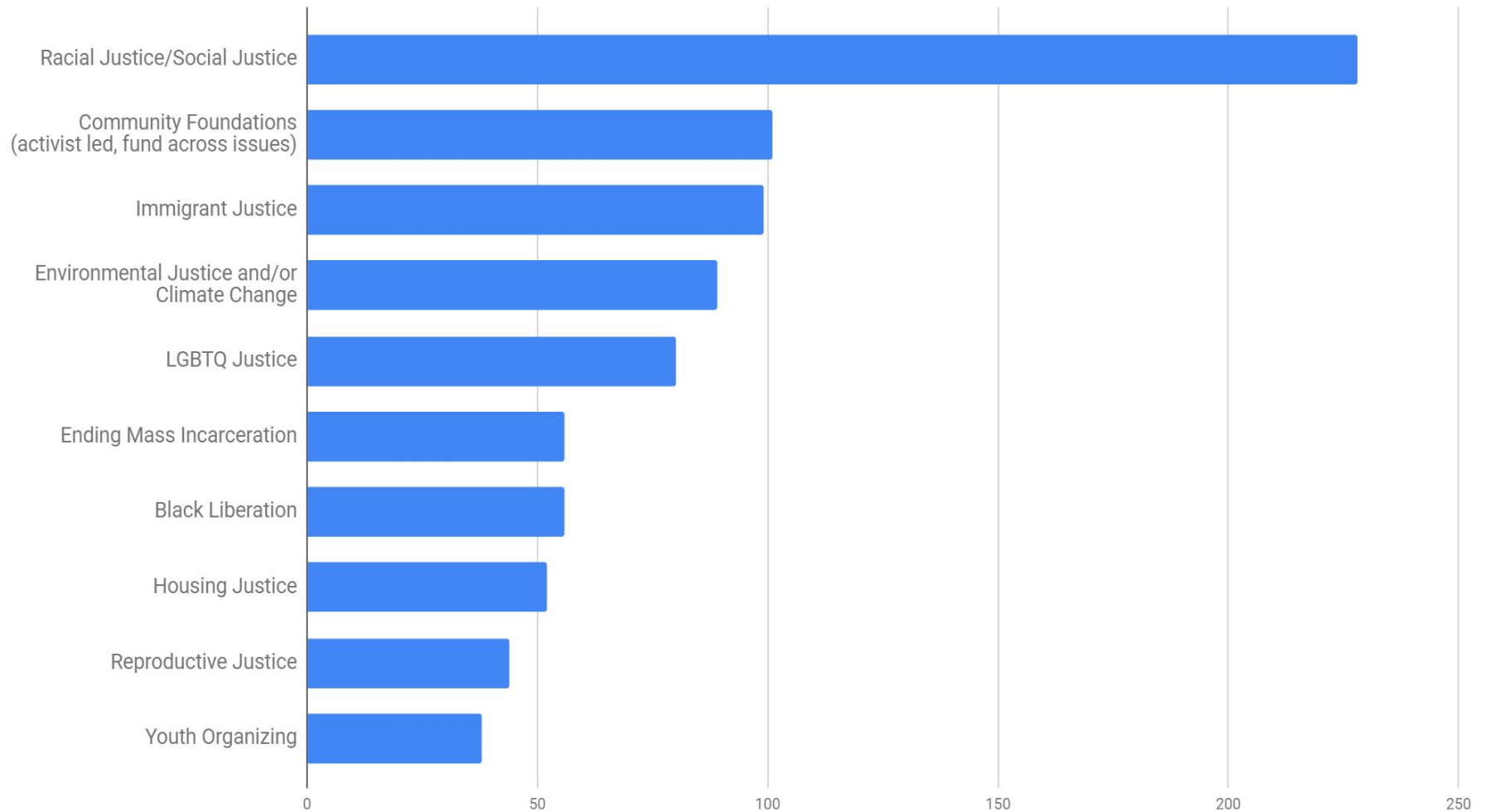
Most increase among dues-paying
members (16x more after RG
involvement)

Majority of money moved by RGers goes to social justice philanthropy

- \$10 million was donated by YPWW affiliated with Resource Generation in 2017
- \$8M of \$10M moved in RG community went to SJP/grassroots orgs

RG is moving money into social justice philanthropy

What RGeers give to



Most impactful RG programs or events

- Making Money Make Change
- Having a 'giving plan'

Motivations & obstacles to giving

Top motivations

1. Understanding that my wealth is related to a history of racialized capitalism and other people's suffering
2. Involvement in grassroots organizing with working class people and people of color
3. Urgent need for rapid response funding to a political crisis or uprising
4. Being supported by a community of peers with shared political vision or practices



Top obstacles

1. Not being sure how much they should be giving or how much they should be saving
2. Fear about not having a large enough safety net or that I won't have my needs met or the needs met of people I'm close to
3. I don't have full access to my money yet
4. I have a hard time prioritizing the time to take the actions I want to take

Obstacles to giving

To what extent are the following current OBSTACLES for you in giving MORE money away?

	Not at all	A little	A moderate amount	A great deal	Very significantly	Not applicable
I'm not sure where I should be giving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

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Qualtrics Survey Software

	Not at all	A little	A moderate amount	A great deal	Very significantly	Not applicable
I'm not sure how much I should be giving or how much I should be saving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Fear about not having a large enough safety net or that I won't have my needs met or the needs met of people I'm close to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Not wanting to be visible as a wealthy person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
My money is connected to grief and/or loss of a family member	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Lack of a spiritual practice or larger path of guidance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
I want to be giving in a way that shares power across class and race, but I don't have a structure in place to do that	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Discomfort or conflict with family of origin if I were to give more money away	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
A history of trauma related to money or relationships in my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Making decisions with my partner about money is difficult or we have different opinions

☐ ☐ ☐ ☐ ☐ ☐

I don't have full access to my money yet

☐ ☐ ☐ ☐ ☐ ☐

I do not have a values-aligned financial advisor (or some other technical assistance) to move my money

☐ ☐ ☐ ☐ ☐ ☐

I have a hard time prioritizing the time to take the actions I want to take

☐ ☐ ☐ ☐ ☐ ☐

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	Not at all	A little	A moderate amount	A great deal	Very significantly	Not applicable
I don't have a budget	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I give all my money away, I worry that I will no longer have a role to play in social movements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of urgency in my immediate community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

INITIAL KEY FINDINGS - RG RESOURCE SURVEY

Motivations to giving

To what extent do the following factors MOTIVATE your giving?

	Not at all	A little
Seeking to end oppression or injustice that I am directly targeted by	<input type="radio"/>	<input type="radio"/>
Understanding that my wealth is related to a history of racialized capitalism and other people's suffering	<input type="radio"/>	<input type="radio"/>
Involvement in grassroots organizing with working class people and people of color	<input type="radio"/>	<input type="radio"/>
A desire to combat scarcity and to build safety via relationships instead of just money	<input type="radio"/>	<input type="radio"/>

My spiritual or healing community's teachings or practices

☐ Not at all
 ☐ A little
 ☐ A moderate amount
 ☐ A lot
 ☐ Very significantly
 ☐ Not applicable

My personal relationships with people who are poor or working class

☐ ☐ ☐ ☐ ☐ ☐

Feelings of pride in giving or "giving back"

☐ ☐ ☐ ☐ ☐ ☐

Being supported by a community of peers with shared political vision or practices

☐ ☐ ☐ ☐ ☐ ☐

Family members being involved in philanthropy

☐ ☐ ☐ ☐ ☐ ☐

Individual family members, community members or friends who are in need of assistance

☐ ☐ ☐ ☐ ☐ ☐

Feeling guilty about having wealth

☐ ☐ ☐ ☐ ☐ ☐

Urgent need for rapid response funding to a political crisis or uprising

☐ ☐ ☐ ☐ ☐ ☐

I am seeking increased belonging in movements and communities that are not wealthy

☐ ☐ ☐ ☐ ☐ ☐

Other

☐ ☐ ☐ ☐ ☐ ☐

Other

☐ ☐ ☐ ☐ ☐ ☐

Q & A



INITIAL KEY FINDINGS - RG RESOURCE SURVEY

Next steps for the RG Resource Survey....

