



FOR IMMEDIATE RELEASE

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Over the Next 50 Years, an Estimated \$62 Billion will be Left to the Next Generation
The Transfer of Wealth in San Luis Obispo County offers opportunity to invest in the community

SAN LUIS OBISPO, CA— The San Luis Obispo Community Foundation (SLOCCF) will release a study on the anticipated intergenerational transfer of wealth within San Luis Obispo County over the next 50 years on February 2. The Foundation commissioned the RUPRI (Rural Policy Research Institute) Entrepreneurship Center to analyze current and historical data in order to estimate the value of assets that will be left to heirs. The study found that San Luis Obispo County’s transfer of wealth could be as much as \$62 billion over the next 50 years.

According to the Transfer of Wealth (TOW) report, if every San Luis Obispo County resident left 5% of their assets as an investment in the quality of life in SLO County, as much as \$3.1 billion would provide for future generations.

The RUPRI Entrepreneurship Center is dedicated to providing unbiased analysis and information on the challenges, needs, and opportunities facing rural America. The report underscores the fact that decisions made today greatly impact future generations. “The economic challenges we currently face are not challenges we want our children and grandchildren to endure,” said SLOCCF Executive Director Barry VanderKelen. “But every challenge brings opportunity, and this transfer of wealth brings us promise to our economic future.” VanderKelen hopes that community members will embrace the 5% goal for philanthropy, “Five percent for Current and Future Generations.”

The community is invited to a luncheon and formal presentation of the study on Wednesday, February 2 at the Embassy Suites in San Luis Obispo. Tickets are \$40 and can be purchased by calling (805) 543-2323 or visit www.sloccf.org/towstudytickets. Attendees will receive a copy of the report. A presentation for nonprofit organizations will be given at 4:30 p.m. at the Embassy Suites and is free of charge. Email kim@sloccf.org to make a reservation. Space is limited for all presentations.

Through the vision and guidance of the original founding members in 1998, SLOCCF has raised the impact of charitable giving to new heights in the local community. In only 12 years, SLOCCF has grown its endowment to \$26 million, and granted over \$15 million to the community through its 200 funds and scholarships. For more information on the SLOCCF or any of its individual funds, call (805) 543-2323 or log onto www.sloccf.org.

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