

## Philanthropists Ready to Give Pledge

**A** new era of philanthropy grew today as another 17 of the wealthiest U.S. families inspired the nation by joining the Giving Pledge and committing 50% of their assets to charity.

NYU philanthropy professor Jason Franklin says the pledge is "an important step in an emerging cultural trend."

"Ordinary people are also making similar charitable commitments of 20, 50, or even 90% of their income in what appears to be the dawn of a new era of giving" said Franklin who heads the NYC based nonprofit Bolder Giving. "When we look back in 50 years, I hope this year will mark the start of a decade of outrageous generosity and a shifting American culture of giving."

Bolder Giving inspires and spotlights everyday philanthropists who give at extraordinary levels of their income and assets to important causes.

"A surprising number of Americans are teaching us that you don't have to be a billionaire to give boldly and many are joining these leading families to transform our society," says Franklin.

"Even as we celebrate the remarkable giving of these 17 new signers of the Giving Pledge, we should remember that you don't have to be a billionaire to give boldly - we all have the potential to give beyond what we can imagine."

Bolder Giving is a NYC-based nonprofit dedicated to inspiring people across the economic spectrum to support the causes, issues, and communities important to

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them by pledging a substantial portion of their wealth or income to charity.

The group encourages people to Give More (significantly increasing giving of income or assets), Risk More (giving more collaboratively, effectively & strategically), and Inspire More (spotlighting stories of notable giving and sparking conversations about giving). ■