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PRESS RELEASE

FOR IMMEDIATE RELEASE – September 21, 2026

Northeast Wisconsin Community Foundations launch Give Forward amid historic wealth transfer

Helping people invest a portion of their wealth in the communities they love

Green Bay, Wis – A historic transfer of wealth is underway. Over the next decade, new research shows an estimated \$16.8 billion will transfer from one generation to the next across Northeast Wisconsin, creating an opportunity for residents to consider how a portion of their wealth could strengthen the communities they love for future generations.



The regional estimate is part of more than \$700 billion expected to transfer across Wisconsin over the next 50 years, according to research conducted by the University of Minnesota Extension in partnership with Wisconsin community foundations. The study shows that if just 5% of this wealth stays local through philanthropic investments, it could generate \$5.5 billion in new community resources to support areas such as education, the arts, housing, and basic needs.

“Communities are entering a significant moment of opportunity as wealth moves from one generation to the next,” said Tony Shields, President and CEO of the Wisconsin Philanthropy Network. “The choices made during this historic transfer of wealth will shape our future. When individuals and families choose to include their community in their planning, they help ensure that the wealth built in Wisconsin continues to create opportunities across the state for generations to come.”

To help turn this opportunity into lasting impact, four Northeast Wisconsin community foundations are partnering to launch Give Forward. The regional initiative invites individuals, families, and professional advisors to consider how they can use a portion of their assets to strengthen the communities that have shaped their lives and contributed to their success.

Invest in the Place You Love

The Give Forward website, GiveForwardWI.org, provides information about the region’s transfer-of-wealth opportunity and planned giving strategies, while connecting people with the community foundation serving their community to begin a conversation. The participating foundations are Greater Green Bay Community Foundation, Community Foundation for the Fox Valley Region, Door County Community Foundation, and Oshkosh Community Foundation.

“Each community foundation brings a unique understanding of the people, priorities, and opportunities in the communities we serve,” said Annie Dart, Vice President of Donor Relations and Communications for the Greater Green Bay Community Foundation. “We can help donors and their professional advisors explore charitable strategies that align with their goals while ensuring their gifts have a meaningful and lasting connection to the community and our region.”



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Whether someone is just beginning to think about their legacy or already working with a professional advisor, Give Forward offers a place to start.

Learn more at giveforwardwi.org.

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About Give Forward

Give Forward is a Northeast Wisconsin initiative to translate local wealth transfer data into a community-wide opportunity for philanthropy, legacy building, and lasting impact. By helping residents understand how even a small portion of their assets could strengthen local communities, the initiative inspires thoughtful conversations about generosity, values, and the future of the communities they love while also investing in the communities that helped make their success possible. GiveForwardWI.org