

FOR IMMEDIATE RELEASE

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Discover Generational Differences in Charitable Giving

Celebrate National Philanthropy Day with Intergenerational Panel Discussion

Janesville, WI – Hedberg Public Library is partnering with United Way Blackhawk Region, SSM Health St. Mary's Foundation and the Community Foundation of Southern Wisconsin to host an event to commemorate National Philanthropy Day on Thursday, November 15, 11 a.m.-12 p.m. at St. Mary's Hospital, 3400 E. Racine St.

Non-profit organizations know that fundraising and volunteerism is crucial to their success, and understanding giving behaviors is key in effectively engaging supporters. But those behaviors differ from one generation to the next. How do you keep up in an ever-evolving landscape of giving?

Discuss the charitable habits of Millennials, Generation X, Baby Boomers and Matures with representatives from each generation:

- Al Hulick, City Administrator for City of Milton (Millennial)
- Christine Rebout, Executive Director of the Janesville Area Convention and Visitors Bureau (Generation X)
- Mike O'Brien, Vice President and General Manager for WCLO/WJVL (Baby Boomer)
- Dolores Dilley, Board Secretary for Janesville Foundation (Mature)

Facilitated by Janesville's City Manager Mark Freitag, the discussion will explore why and how philanthropy was introduced into the lives of each panelist, as well as what inspires them to give back to their community in meaningful ways. They'll speak to the trends they've observed about the evolving landscape of philanthropy as well as their preferences for being asked, thanked and recognized. An audience Q&A will follow.

To register for this free event, call 608-758-5828 or visit HedbergPublicLibrary.org. Light refreshments will be served.

National Philanthropy Day (November 15) is an observance designated by the Association of Fundraising Professionals (AFP). It is a day to celebrate charitable activities, in the form of donated financial, in-kind and volunteering support. The association has been celebrating National Philanthropy Day since 1986, when then US President Ronald Reagan signed a proclamation recognizing November 15 as National Philanthropy Day in the US.

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