



INSIDE FJC

**\$500 REFERRAL PROGRAM
ENDS JUNE 30, 2014!**

FJC donor advised fund account holders who successfully refer a friend or family member who opens a new donor advised fund will receive \$500.

The \$500 can be credited to the donor's account, awarded as FJC charitable gift certificates that can be given for special occasions, or even credited to the new account.

New accounts must be opened with FJC's \$5,000 minimum for donor advised funds.

**APPRECIATED STOCK
CONTRIBUTIONS**

You can make a donation of appreciated stock (held for one year or more) anytime during the year. This means you can maximize your contribution and tax savings by donating securities at their highest value. You don't have to wait until the end of the year! Always consult your accountant or tax preparer to be sure you qualify for the full benefits and contact FJC just before you arrange for the contribution of securities!

**FJC's Board of Directors
and staff wish you a
happy, healthy and
prosperous 2014!**

**THE CHARITY DIVIDE: BOOMERS VS.
GEN X AND GEN Y**

*A NEW STUDY FINDS DIFFERENCES IN HOW THESE THREE
GENERATIONS CONTRIBUTE TO THEIR FAVORITE CAUSES*



(Excerpted and adapted from a post by Richard Eisenberg in Next Avenue a media partner of PBS)

When it comes to making charitable donations, boomers (born between the years 1946 and 1964) do things a lot differently than members of Gen X (born between 1961 and 1981 – for some, those born in the early sixties are not boomers) and Gen Y (aka millennials usually referring to those born during and since the 1980s), according to The Next Generation of American Giving.

Here are four key findings from a survey of 1,014 U.S. donors online in May 2013:

Only 10 percent of boomers said they plan to increase charitable giving over the next 12 months. By contrast, 21 percent of Gen Y respondents and 18 percent of Gen X'ers said they will give more

About 60 percent of Gen Y and 50 percent of Gen X said the ability to see the direct impact of their donation has a significant bearing on their decision to give. Just 37 percent of boomers feel that way.

Unlike Gen Y, boomers rarely give to charity through crowdfunding appeals such as Kickstarter or Indiegogo. Only 13 percent of boomers say they'd be likely to make a donation through crowdfunding online, compared with nearly half of Gen Y (47 percent). And a mere 6 percent of boomers have ever done so. Having found these differences, however, boomers are exceptionally generous. They account for 43 percent of all giving, donating almost twice as much to charities as the younger generations.

At FJC, we encourage giving by younger generations through our Young Philanthropist programs and programs we sponsor through fiscal sponsorship. And a Donor Advised Fund remains an excellent philanthropic tool to involve younger members of families. Feel free to contact us anytime to discuss how!



**CHARITY
SPOTLIGHT**

SOLAR ONE: GREEN ENERGY, ARTS & EDUCATION CENTER

Solar One is a leading New York City nonprofit environmental and sustainability education organization founded in 2004 and based in New York City. As New York City's Green Education Center, Solar One's mission is to empower people with the knowledge and resources to build sustainability in their communities, to encourage them to re-examine how we live and to reduce our harmful impact on the environment. Based in a solar-powered building in Manhattan's Stuyvesant Cove Park, Solar One delivers programming in the areas of K-12 Education, Community Outreach, Green Workforce Development and the Arts. Solar One's programs seek to set the standards on how to make urban environments more sustainable; to educate the public about solutions to our environmental changes; to connect people to the latest resources for energy efficiency and renewable power; and to do all of this in a way that facilitates community-wide change. Overall, Solar One has reached over 46,000 people through its programs in the past year.

During the past five years, Solar One has been planning the development of Solar 2, New York State's first energy-positive building.

Solar 2 will be a fully-resilient, LEED-Platinum, energy-positive, water-reuse demonstration facility that will serve as a hub for Solar One's educational programming. The design and operations of the building will demonstrate the viability and strength of renewable energy sources as a solution to climate change, and will serve as a blueprint 21st century building – flood-proof, storm-proof, tornado-proof, earthquake-proof, and “future-proof.” Solar 2 will catalyze a major shift in the way New York City generates and consumes energy through hands-on education and live demonstration of energy independence and environmental sustainability.

The 8,000 square foot Solar 2 building will replace Solar 1, the organization's 500 square foot facility in Stuyvesant Cove Park, which has outgrown the community's programming needs. Solar 2 will be a highly visible project, expected to draw over 100,000 visitors a year, that will serve as a replicable model for cutting-edge environmental education and as a platform for creating greater public awareness of advances in sustainable energy. The latest in clean technologies and sustainable innovations are incorporated into the design of Solar 2, which will enable it to mitigate and withstand current and future impacts from climate change. It will include a solar photovoltaic array, high-efficiency HVAC, passivhaus design, and a greywater recycling system. Renewably powered and able to generate its own energy from a photovoltaic array, Solar 2 is tied to the city grid; however, with battery back-up it will be able to “island” in the event of a disaster or blackout and will keep supplying electricity through the toughest of storms and power outages, to the benefit of the local community. Solar 2 will inspire local residents and visitors alike to become involved in sustainability and create solutions to climate change.



Construction of Solar 2 is expected to commence in late 2014. The building has attracted support from the Mayor's office, the NYC Council, and the Manhattan Borough President's Office. To date, Solar One has raised \$7.3M toward construction costs and has an estimated \$4.2M to raise in order to begin construction.

To learn more about Solar One, visit: <http://www.solar1.org/>. For more information on Solar 2 and available sponsorship opportunities, visit <http://www.solar1.org/solar-2-building/about-solar2/>. For all other questions or to make a gift, contact Trupti Doshi, Director of Development, at 646-576-5659 or trupti@solar1.org.