



MISSISSIPPI
Association of Grantmakers
investing to create a stronger Mississippi

MISSISSIPPI'S

TRANSFER OF WEALTH OPPORTUNITY PROFILE

NOVEMBER 2016

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A report prepared for the Mississippi Association of Grantmakers by the Social Science Research Center at Mississippi State University in conjunction with the Center for Rural Entrepreneurship in Lincoln, Nebraska, and the Center for Population Studies at the University of Mississippi

SOCIAL SCIENCE RESEARCH CENTER

STAFF

Linda H. Southward
Heather Hanna
Sarah E. Pellegrine

GRAPHIC DESIGN

Anna Zollicoffer



CENTER FOR RURAL ENTREPRENEURSHIP

Don Macke
Dana Williams
Cathy Kottwitz
Deb Markley
Ann Chaffin



CENTER FOR POPULATION STUDIES

Clifford Holley



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INTRODUCTION

AMERICA'S TRANSFER OF WEALTH OPPORTUNITY

In 1999, Boston College catalyzed an ongoing conversation about philanthropic opportunity in America with the release of *Millionaires in the Millennium*. The Boston College study estimated that over a 50-year period, \$41 trillion in household wealth would pass from one generation to the next. The report highlighted the opportunity for increased philanthropic giving that this massive transfer of wealth could support. Since 2001, over 60 Transfer of Wealth Opportunity Studies (TOW) have been completed, ranging from rural Nebraska to Los Angeles, Brooklyn and a wide range of communities across the U.S. The Center for Rural Entrepreneurship estimates that, between 2010 and 2060, a remarkable \$75 trillion in household wealth will transfer from one generation to the next. If just 5% of this potential was gifted for philanthropic purposes, an amazing \$3.75 trillion in new endowments could be created – the equivalent of nearly 100 new Gates Foundations.

YOUR TRANSFER OF WEALTH OPPORTUNITY PROFILE

This Transfer of Wealth Opportunity Profile draws on research unique to Mississippi to help stakeholders better understand specific opportunities for increasing philanthropy in support of sustainable community betterment. This profile provides insights for communities or regions that do not have the resources to invest in a comprehensive TOW analysis.

WHY PHILANTHROPY?

For a state to thrive, it must continually invest in education, health care, economic development and other amenities. Traditional sources of funding (e.g., taxes and federal funding) have been under increasing pressure, particularly since the Great Recession. Experience suggests that the greatest underdeveloped financial resource to support regional and community-level building is philanthropic giving. Community-based philanthropy is a way for Mississippi residents to invest and have some “skin” in the economic development game. It is also a community engagement tool, providing opportunities for all community members to give back according to their means. Across the U.S., there are examples of the power of community-based philanthropy to drive well-being, including young parents creating an endowment to support quality pre-school education and successful entrepreneurs endowing programs to encourage and support up-and-coming entrepreneurs, including youth. To encourage regional and community philanthropy, however, local areas must first recognize that they have wealth to give and to dream about the environment they could create by using that philanthropic capacity wisely.



ESTIMATING PHILANTHROPIC POTENTIAL

The starting point for understanding philanthropic potential is to understand wealth holdings in Mississippi. Since the 1980s, the U.S. Federal Reserve Board has commissioned an extensive research effort, the Survey of Consumer Finances, to gain insights into household income and net worth. Based on the data produced by this research, we have identified relationships among several household characteristics and household net worth. The key wealth drivers in any community include:



AGE. Wealth accumulation follows a fairly standard pattern over time, increasing gradually as we build skills and a career, peaking at retirement and then declining as we draw down accumulated wealth in retirement.



EDUCATIONAL ATTAINMENT. Our level of education matters in terms of accumulating wealth over time. The average net worth of households with a college degree is twice as much as the national average.



INCOME. There is a strong positive correlation between household income and average net worth. Average net worth increases rapidly once household income reaches \$100,000, based on 2010 research.



SHARE OF DIVIDENDS. Passive income from dividends, interest and rent, is used as a proxy for wealth holding. As the share of income from dividends and interest increases, so does average net worth.



WORK STATUS. On average, those who are self-employed or in a partnership tend to have higher average wealth holdings than those working for someone else – another reason why entrepreneurship is an important development strategy.



OCCUPATION TYPE. Households headed by a person with a managerial occupation tend to have higher average net worth than other households – on average, twice the net worth of the average household.



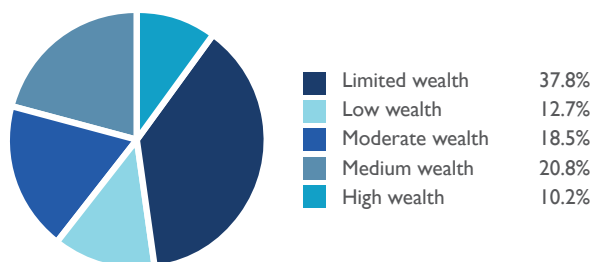
HOUSING VALUE. As housing values increase – an important component of wealth holding – so does the average net worth of the household.

The next section provides insights into these wealth drivers for Mississippi.

MISSISSIPPI'S HOUSEHOLD WEALTH PROFILE

Every state has a unique household wealth profile. Using 2015 information from Esri, the following Household Wealth Profile was created for Mississippi.

FIGURE 1. 2015 DISTRIBUTION OF WEALTH BY HOUSEHOLDS, MISSISSIPPI

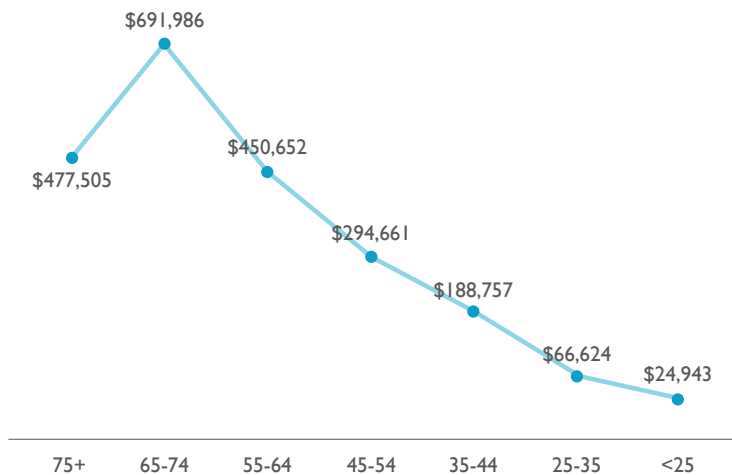


Wealth Status. The pie chart (Figure 1) illustrates the household distribution of wealth for the state in 2015. Over 44% of the state's households have limited or low wealth, suggesting limited capacity for giving back. This finding suggests that developing a robust philanthropic engagement strategy may be challenging. At the same time, nearly 1 in 3 households have medium or high wealth, a potential asset. Based on work across the U.S., every region has significant untapped potential for increased philanthropy. Developing this potential can create sustainable resources to help your region create a more prosperous future for present and future generations.

Household Wealth and Age. As described earlier in this profile, households tend to go through a wealth creation cycle over time. Early on, household members have little wealth as we are learning and growing into work and career. Often, we are spending more than we are making as we buy that first car or first home and begin to have children. However, once our children are raised, we tend to earn more as our careers advance. This transformation allows us to accumulate assets and build an estate (i.e., household current net worth – assets minus liabilities). Retirement years, for most of us, represent the peak of our wealth, and as we age, we spend down or give away our estate.

Figure 2 shows average household current net worth (CNW) by age cohort for Mississippi. As you would expect, wealth is concentrated among retirement age households (over 65 years old). However, there is some wealth in the middle-age cohorts (45-64 years old), suggesting the need to engage residents in a conversation about philanthropy well before they reach retirement. In fact, residents in these age groups may be highly motivated to make a difference and have a passion – such as entrepreneurship or youth – that they would be willing to support.

FIGURE 2. 2015 AVERAGE HOUSEHOLD CURRENT NET WORTH BY AGE COHORT



Households by Age. Every state has a unique profile in terms of the number of households by age cohort. This demographic profile can have an important impact on the state's wealth profile. For example, many rural communities struggle to retain younger adults (20 to 35 year olds) who are just beginning to create wealth and older wealthier residents (65 and older) who are moving to communities with more appropriate senior amenities (e.g., housing, health care) -- or following children and grandchildren who have left their hometowns. When a region loses older residents, their accumulated wealth typically leaves with them, a leakage of critical community philanthropic potential.

Mississippi Age Profile. Figure 3 shows the state's current profile of households by age cohort. Like many rural areas, the population is older, with almost half the households headed by someone over the age of 55. But, just over 30% of households are younger, in the early stages of wealth formation (25-44). Both of these groups should be engaged in a discussion about philanthropy and its ability to influence the future prospects of the state and its communities.

FIGURE 3. 2015 AGE PROFILE FOR MS

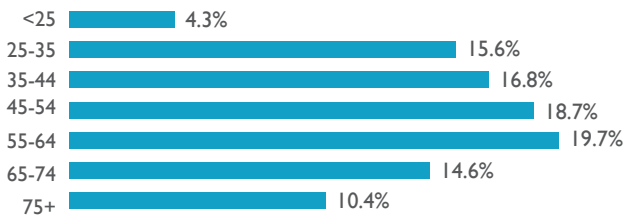
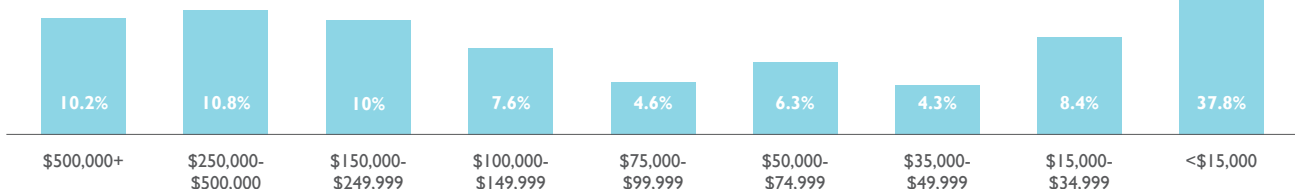


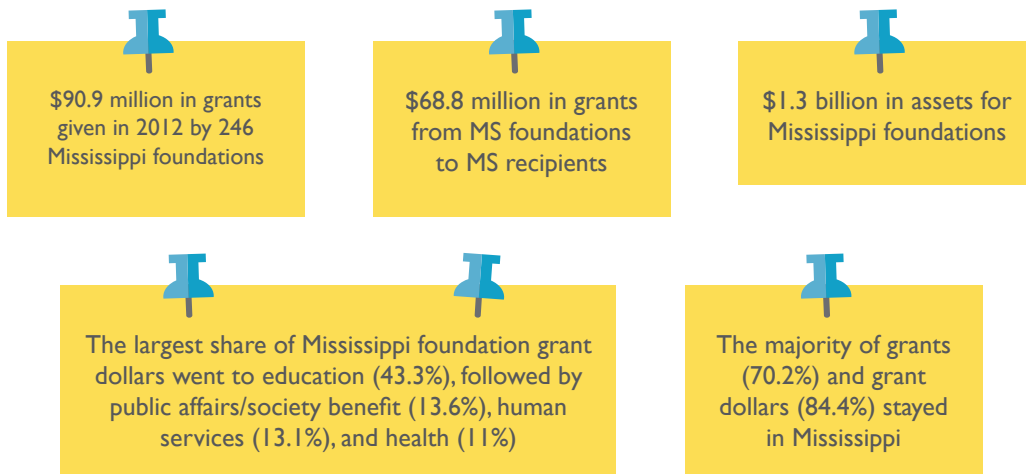
FIGURE 4. 2015 HOUSEHOLDS BY AVERAGE CURRENT NET WORTH, MISSISSIPPI

Households by Average Current Net Worth. Every state has a distribution of household wealth holding, based on many of the wealth drivers discussed above. As seen in Figure 4, in Mississippi, nearly 38% of households have limited wealth. At the other end of the wealth spectrum, 10.2% of the state's households have more than \$500,000 in current net worth, with an average estate for this group of nearly \$2.5 million. Imagine if this group of residents gave just 1% of their wealth holdings to their communities; over \$2.9 billion could be placed into endowments that would be able to generate \$130 million annually for grant making to benefit the state.



CURRENT PHILANTHROPIC GIVING IN MISSISSIPPI

In 2015, the Mississippi Association of Grantmakers (MAG) released a report on philanthropic giving in Mississippi in order to better understand the role of philanthropy and its impact on children, families, organizations, and communities throughout the state. Through this study, the following was learned:



These figures compare to \$18.2 billion appropriated for the entire Mississippi state budget for FY 2013 (Mississippi Economic Policy Center). In addition to this tremendous outpouring of grant dollars in Mississippi, much more is possible. The next section outlines Mississippi's philanthropic potential over the next 50 years.

A resource information page has been set up for this project (http://bit.ly/MS_TransferOfWealth), providing the full Mississippi state report and other resources.

MISSISSIPPI'S PHILANTHROPIC POTENTIAL

SNAPSHOT OF TOW FINDINGS

This Transfer of Wealth Opportunity Profile provides a reasonable estimate of the philanthropic potential in Mississippi based on available secondary data. With this information, we can begin conversations in our state around the “why” and “how” of growing a stronger philanthropic strategy.

10-Year Transfer of Wealth (TOW) Opportunity. Our 10-Year Transfer of Wealth Opportunity scenarios include the cumulative intergenerational wealth being transferred over the period of 2016 through 2025. Our 50-Year Transfer of Wealth Opportunity scenarios include the cumulative intergenerational wealth being transferred over the period of 2016 through 2065.

5% Giveback Goal. To illustrate the potential for growing additional permanent endowments, we employ a “5% capture” goal of the 10- or 50-Year TOW opportunity. The 5% goal is hypothetical. It was originally suggested as a reasonable goal by the Nebraska Community Foundation nearly 15 years ago. Since then, the 5% goal has seen growing evidence of communities realizing the 5% goal based on their 10-Year TOW opportunity.

5% Annual Payout. We employ a “5% payout” value based on the 5% capture goal. This payout rate is historically reasonable for the philanthropic environment in the United States. However, with the financial challenges of the Great Recession and Recovery period many foundations are now using a 4.5% or 4.0% payout rate. The 5% payout rate can be equated to grantmaking capacity.

Based on Mississippi’s unique characteristics in 2015, and using proprietary research from Esri, Table 1 describes Mississippi’s Transfer of Wealth Opportunity:

TABLE 1. MISSISSIPPI, 10-YEAR TRANSFER OF WEALTH OPPORTUNITY

	2015 NET WORTH	10-YEAR TOW	50-YEAR TOW	
VALUES (B)	\$386.4	\$37.7	\$323.8	<i>It is important to note that with accepted and sound endowment management practices, these funds would be inflation protected to ensure annual purchasing power.</i>
5% GIVEBACK (M)		\$1,882.5	\$16,189.6	
5% PAYOUT (M)		\$94.1	\$809	

Imagine how \$94 million each year over the next 10 years could improve your region. You could use this enhanced capacity to leverage other funding (e.g., government or other grants), support improvements in recreational facilities, increase strategic investments in economic development initiatives, improve public facilities, expand programs for youth, and increase amenities and services for your region’s elders. The beauty of creating an endowment is that YOUR Community or region decides how these funds are spent to improve the quality of life and prosperity within the hometowns across your region.

DETAILED FINDINGS

Table 2 provides more detailed TOW findings for Mississippi as a whole, as well as specific counties. The resource information page set up for this project (http://bit.ly/MS_TransferOfWealth) provides the full Mississippi report and resources.

*PHH: Per Household Values

	2015 Net Worth		10-Year (2016-2025) TOW			
	Value (M)	PHH* (T)	Value (M)	PHH (T)	5% Giveback Goal (T)	5% Annual Payout (T)
U.S.	\$35,484,593.5	\$280.3	\$7,542,555.9	\$59.6	\$377,127,796.7	\$18,856,389.8
Mississippi	\$386,438.0	\$337.2	\$37,650.3	\$32.9	\$1,882,513.5	\$94,125.7
Adams	\$3,079.4	\$243.6	\$302.2	\$23.9	\$15,112.3	\$755.6
Alcorn	\$4,221.7	\$277.3	\$376.6	\$24.7	\$18,828.8	\$941.4
Amite	\$1,577.6	\$297.0	\$121.7	\$22.9	\$6,084.7	\$304.2
Attala	\$2,594.0	\$334.3	\$294.7	\$38.0	\$14,734.5	\$736.7
Benton	\$672.8	\$195.0	\$51.6	\$15.0	\$2,582.3	\$129.1
Bolivar	\$3,010.0	\$231.2	\$268.1	\$20.6	\$13,403.8	\$670.2
Calhoun	\$1,299.1	\$213.0	\$90.6	\$14.8	\$4,527.6	\$226.4
Carroll	\$1,336.2	\$307.9	\$135.7	\$31.3	\$6,782.6	\$339.1
Chickasaw	\$1,460.1	\$221.0	\$108.4	\$16.4	\$5,421.2	\$271.1
Choctaw	\$822.6	\$239.0	\$41.0	\$11.9	\$2,049.5	\$102.5
Claiborne	\$604.5	\$177.5	\$49.7	\$14.6	\$2,483.7	\$124.2
Clarke	\$1,762.8	\$261.4	\$188.1	\$27.9	\$9,407.3	\$470.4
Clay	\$2,204.7	\$276.0	\$202.5	\$25.3	\$10,124.1	\$506.2
Coahoma	\$1,582.9	\$168.4	\$102.3	\$10.9	\$5,115.6	\$255.8
Copiah	\$2,833.7	\$261.9	\$288.2	\$26.6	\$14,408.4	\$720.4
Covington	\$2,395.2	\$312.9	\$223.0	\$29.1	\$11,148.6	\$557.4
DeSoto	\$30,233.7	\$495.7	\$3,771.4	\$61.8	\$188,569.7	\$9,428.5
Forrest	\$8,105.8	\$273.2	\$853.0	\$28.8	\$42,650.5	\$2,132.5
Franklin	\$917.2	\$281.4	\$120.0	\$36.8	\$6,001.5	\$300.1
George	\$2,811.1	\$334.6	\$293.6	\$34.9	\$14,679.1	\$734.0
Greene	\$1,099.6	\$249.6	\$68.5	\$15.5	\$3,425.3	\$171.3
Grenada	\$2,229.7	\$251.9	\$222.2	\$25.1	\$11,108.1	\$555.4
Hancock	\$9,962.2	\$521.0	\$1,304.7	\$68.2	\$65,234.0	\$3,261.7
Harrison	\$27,855.4	\$358.7	\$3,087.4	\$39.8	\$154,371.0	\$7,718.6
Hinds	\$31,731.5	\$346.3	\$2,766.4	\$30.2	\$138,317.6	\$6,915.9
Holmes	\$958.8	\$139.3	\$45.9	\$6.7	\$2,296.0	\$114.8
Humphreys	\$550.1	\$166.4	\$29.2	\$8.8	\$1,461.6	\$73.1
Issaquena	\$151.3	\$327.5	\$7.5	\$16.2	\$374.6	\$18.7
Itawamba	\$2,781.5	\$302.6	\$277.3	\$30.2	\$13,865.6	\$693.3
Jackson	\$23,980.7	\$445.1	\$2,970.8	\$55.1	\$148,537.7	\$7,426.9
Jasper	\$1,765.9	\$256.2	\$130.7	\$19.0	\$6,536.7	\$326.8
Jefferson	\$525.5	\$180.0	\$41.9	\$14.3	\$2,092.6	\$104.6
Jefferson Davis	\$1,103.6	\$222.6	\$83.4	\$16.8	\$4,167.5	\$208.4
Jones	\$7,648.9	\$298.5	\$827.0	\$32.3	\$41,348.6	\$2,067.4
Kemper	\$924.8	\$230.6	\$76.2	\$19.0	\$3,811.6	\$190.6
Lafayette	\$5,636.0	\$277.0	\$537.7	\$26.4	\$26,885.1	\$1,344.3



50-Year (2016-2065) TOW

10-Year Potential (M)	Value (M)	PHH (T)	5% Giveback Goal (M)	5% Annual Payout (M)	50-Year Potential (M)
\$1,885,63.9	\$89,704,006.5	\$708.7	\$4,485,200.3	\$224,260.0	\$11,213,000.8
\$941.3	\$323,791.4	\$282.6	\$16,189.6	\$809.5	\$40,473.9
\$7.6	\$2,396.9	\$189.6	\$119.8	\$6.0	\$299.6
\$9.4	\$2,679.5	\$176.0	\$134.0	\$6.7	\$334.9
\$3.0	\$1,037.1	\$195.2	\$51.9	\$2.6	\$129.6
\$7.4	\$2,202.0	\$283.8	\$110.1	\$5.5	\$275.3
\$1.3	\$453.0	\$131.3	\$22.6	\$1.1	\$56.6
\$6.7	\$2,307.9	\$177.3	\$115.4	\$5.8	\$288.5
\$2.3	\$671.7	\$110.1	\$33.6	\$1.7	\$84.0
\$3.4	\$1,073.2	\$247.3	\$53.7	\$2.7	\$134.2
\$2.7	\$796.5	\$120.5	\$39.8	\$2.0	\$99.6
\$1.0	\$273.5	\$79.5	\$13.7	\$0.7	\$34.2
\$1.2	\$404.6	\$118.8	\$20.2	\$1.0	\$50.6
\$4.7	\$1,658.8	\$246.0	\$82.9	\$4.1	\$207.3
\$5.1	\$1,527.7	\$191.3	\$76.4	\$3.8	\$191.0
\$2.6	\$914.7	\$97.3	\$45.7	\$2.3	\$114.3
\$7.2	\$2,608.7	\$241.1	\$130.4	\$6.5	\$326.1
\$5.6	\$1,902.8	\$248.5	\$95.1	\$4.8	\$237.9
\$94.3	\$37,218.5	\$610.2	\$1,860.9	\$93.0	\$4,652.3
\$21.3	\$7,461.2	\$251.5	\$373.1	\$18.7	\$932.7
\$3.0	\$1,109.6	\$340.5	\$55.5	\$2.8	\$138.7
\$7.3	\$2,500.2	\$297.6	\$125.0	\$6.3	\$312.5
\$1.7	\$518.6	\$117.7	\$25.9	\$1.3	\$64.8
\$5.6	\$1,677.0	\$189.5	\$83.8	\$4.2	\$209.6
\$32.6	\$10,268.9	\$537.0	\$513.4	\$25.7	\$1,283.6
\$77.2	\$23,853.4	\$307.2	\$1,192.7	\$59.6	\$2,981.7
\$69.2	\$22,508.2	\$245.6	\$1,125.4	\$56.3	\$2,813.5
\$1.1	\$422.3	\$61.4	\$21.1	\$1.1	\$52.8
\$0.7	\$263.5	\$79.7	\$13.2	\$0.7	\$33.0
\$0.2	\$47.0	\$101.7	\$2.3	\$0.1	\$5.9
\$6.9	\$2,182.3	\$237.4	\$109.1	\$5.5	\$272.8
\$74.3	\$25,115.6	\$466.1	\$1,255.8	\$62.8	\$3,139.4
\$3.3	\$1,210.7	\$175.7	\$60.5	\$3.0	\$151.3
\$1.0	\$470.6	\$161.2	\$23.5	\$1.2	\$58.8
\$2.1	\$665.5	\$134.3	\$33.3	\$1.7	\$83.2
\$20.7	\$5,229.3	\$204.1	\$261.5	\$13.1	\$653.7
\$1.9	\$712.8	\$177.7	\$35.6	\$1.8	\$89.1
\$13.4	\$5,701.2	\$280.2	\$285.1	\$14.3	\$712.7



	2015 Net Worth		10-Year (2016-2025) TOW			
	Value (M)	PHH (T)	Value (M)	PHH (T)	5% Giveback Goal (T)	5% Annual Payout (T)
Lamar	\$10,654.6	\$472.6	\$932.8	\$41.4	\$46,640.6	\$2,332.0
Lauderdale	\$11,070.3	\$351.8	\$1,007.7	\$32.0	\$50,383.8	\$2,519.2
Lawrence	\$1,748.7	\$333.1	\$149.7	\$28.5	\$7,486.2	\$374.3
Leake	\$2,227.7	\$269.2	\$195.7	\$23.7	\$9,785.4	\$489.3
Lee	\$12,805.6	\$380.4	\$1,313.1	\$39.0	\$65,653.7	\$3,282.7
Leflore	\$2,420.0	\$210.3	\$197.5	\$17.2	\$9,874.6	\$493.7
Lincoln	\$4,741.1	\$350.8	\$454.5	\$33.6	\$22,726.3	\$1,136.3
Lowndes	\$8,425.0	\$356.7	\$807.9	\$34.2	\$40,392.6	\$2,019.6
Madison	\$26,325.6	\$675.0	\$3,391.5	\$87.0	\$169,572.5	\$8,478.6
Marion	\$3,334.5	\$333.9	\$270.1	\$27.0	\$13,505.3	\$675.3
Marshall	\$3,721.5	\$276.5	\$357.4	\$26.6	\$17,871.8	\$893.6
Monroe	\$4,326.6	\$302.7	\$428.9	\$30.0	\$21,445.7	\$1,072.3
Montgomery	\$901.2	\$204.7	\$50.6	\$11.5	\$2,529.8	\$126.5
Neshoba	\$3,683.8	\$336.3	\$365.7	\$33.4	\$18,285.6	\$914.3
Newton	\$2,068.5	\$248.4	\$190.5	\$22.9	\$9,522.6	\$476.1
Noxubee	\$767.3	\$179.4	\$40.1	\$9.4	\$2,006.4	\$100.3
Oktibbeha	\$3,160.0	\$161.3	\$304.1	\$15.5	\$15,203.4	\$760.2
Panola	\$3,630.2	\$276.0	\$398.7	\$30.3	\$19,937.2	\$996.9
Pearl River	\$7,985.3	\$379.4	\$923.6	\$43.9	\$46,181.6	\$2,309.1
Perry	\$1,237.6	\$261.2	\$103.3	\$21.8	\$5,166.8	\$258.3
Pike	\$3,561.7	\$230.2	\$337.7	\$21.8	\$16,886.7	\$844.3
Pontotoc	\$2,904.8	\$247.6	\$271.5	\$23.1	\$13,573.8	\$678.7
Prentiss	\$2,374.6	\$238.6	\$182.9	\$18.4	\$9,145.3	\$457.3
Quitman	\$578.5	\$192.3	\$35.5	\$11.8	\$1,774.9	\$88.7
Rankin	\$30,391.0	\$550.2	\$3,279.0	\$59.4	\$163,951.0	\$8,197.6
Scott	\$2,281.4	\$215.3	\$157.5	\$14.9	\$7,873.4	\$393.7
Sharkey	\$369.9	\$206.6	\$23.0	\$12.9	\$1,151.1	\$57.6
Simpson	\$2,943.8	\$282.4	\$253.5	\$24.3	\$12,675.5	\$633.8
Smith	\$2,366.1	\$365.3	\$266.4	\$41.1	\$13,322.1	\$666.1
Stone	\$2,007.1	\$321.4	\$200.3	\$32.1	\$10,016.8	\$500.8
Sunflower	\$1,471.9	\$171.6	\$122.8	\$14.3	\$6,140.2	\$307.0
Tallahatchie	\$966.3	\$201.0	\$71.3	\$14.8	\$3,566.6	\$178.3
Tate	\$3,424.3	\$336.7	\$419.2	\$41.2	\$20,961.2	\$1,048.1
Tippah	\$1,989.0	\$223.5	\$166.6	\$18.7	\$8,331.3	\$416.6
Tishomingo	\$2,281.6	\$270.4	\$248.1	\$29.4	\$12,405.5	\$620.3
Tunica	\$492.8	\$122.8	\$30.7	\$7.6	\$1,534.7	\$76.7
Union	\$2,991.7	\$279.9	\$342.5	\$32.1	\$17,126.5	\$856.3
Walthall	\$1,483.2	\$254.7	\$104.6	\$18.0	\$5,230.8	\$261.5
Warren	\$7,121.0	\$377.7	\$721.0	\$38.2	\$36,050.5	\$1,802.5
Washington	\$3,842.1	\$209.4	\$366.7	\$20.0	\$18,335.6	\$916.8
Wayne	\$2,220.0	\$271.5	\$159.7	\$19.5	\$7,984.3	\$399.2
Webster	\$932.2	\$227.7	\$69.4	\$16.9	\$3,469.5	\$173.5
Wilkinson	\$756.3	\$220.8	\$53.1	\$15.5	\$2,653.4	\$132.7
Winston	\$2,118.6	\$289.1	\$210.0	\$28.7	\$10,499.8	\$525.0
Yalobusha	\$1,379.1	\$265.6	\$123.4	\$23.8	\$6,167.8	\$308.4
Yazoo	\$2,281.1	\$261.8	\$229.0	\$26.3	\$11,450.4	\$572.5

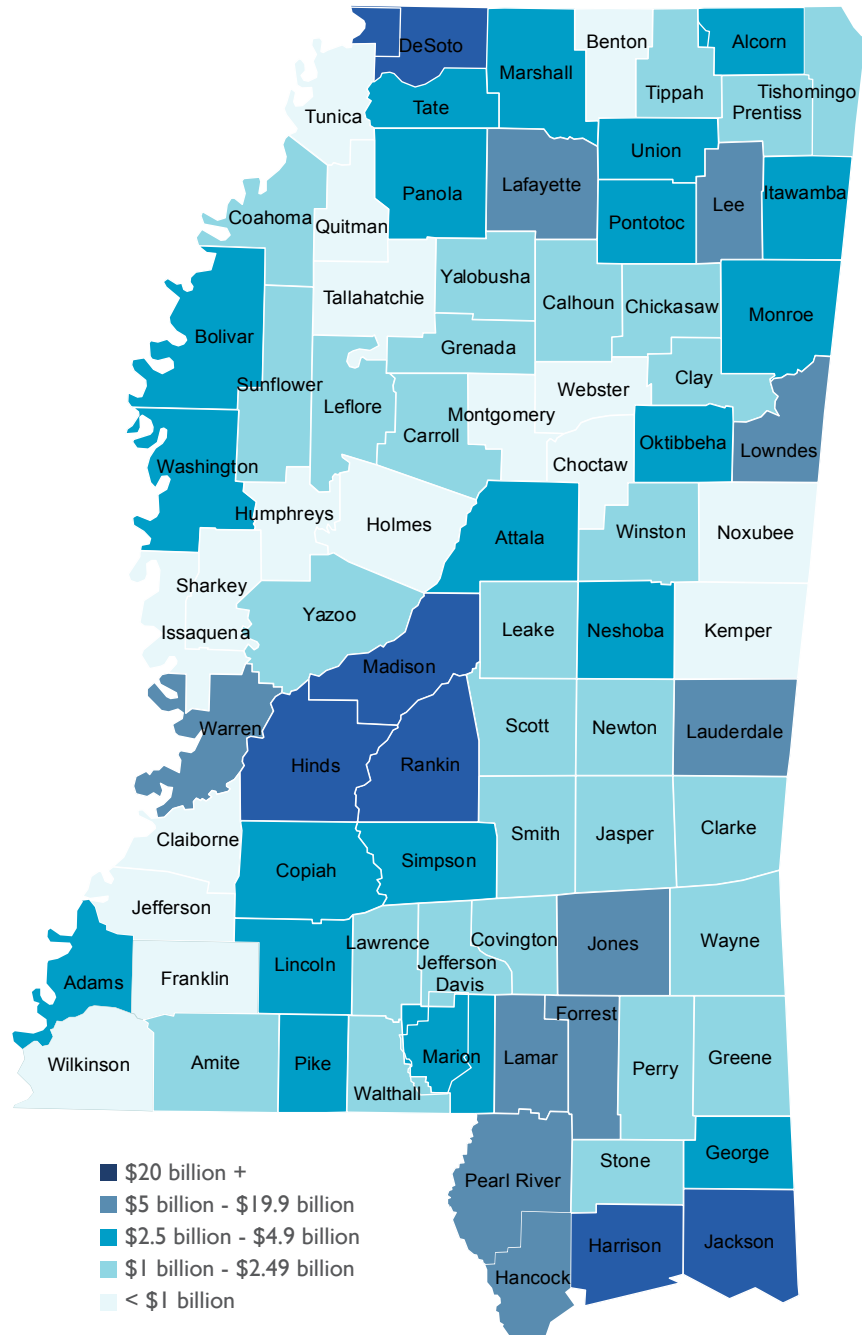


50-Year (2016-2065) TOW

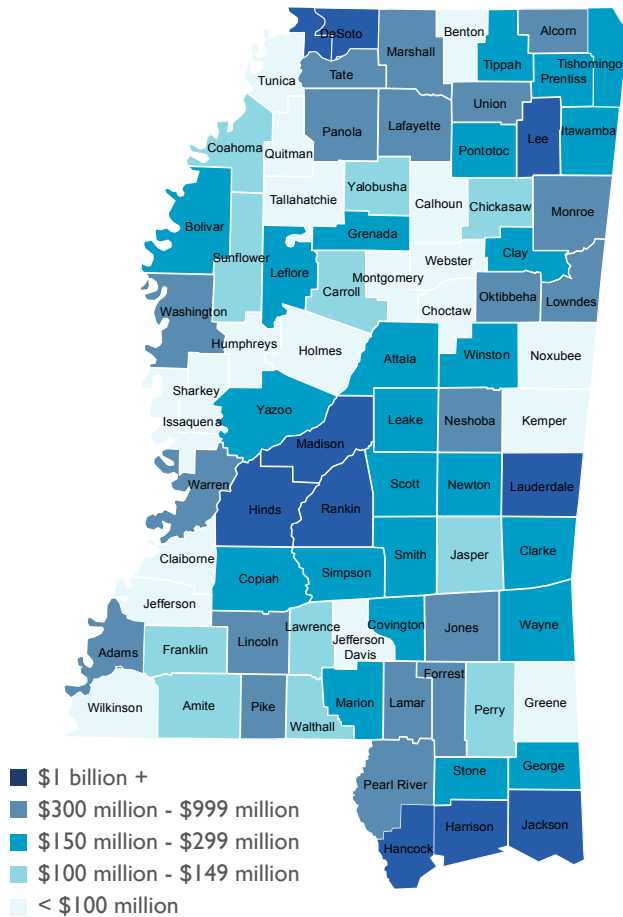
10-Year Potential (M)	Value (M)	PHH (T)	5% Giveback Goal (M)	5% Annual Payout (M)	50-Year Potential (M)
\$23.3	\$9,971.8	\$442.3	\$498.6	\$24.9	\$1,246.5
\$25.2	\$6,958.7	\$221.2	\$347.9	\$17.4	\$869.8
\$3.7	\$1,336.6	\$254.6	\$66.8	\$3.3	\$167.1
\$4.9	\$1,734.6	\$209.6	\$86.7	\$4.3	\$216.8
\$32.8	\$10,257.8	\$304.7	\$512.9	\$25.6	\$1,282.2
\$4.9	\$1,717.9	\$149.3	\$85.9	\$4.3	\$214.7
\$11.4	\$4,077.4	\$301.7	\$203.9	\$10.2	\$509.7
\$20.2	\$6,249.9	\$264.6	\$312.5	\$15.6	\$781.2
\$84.8	\$79,060.5	\$2,027.3	\$3,953.0	\$197.7	\$9,882.6
\$6.8	\$2,247.1	\$225.0	\$112.4	\$5.6	\$280.9
\$8.9	\$3,252.2	\$241.7	\$162.6	\$8.1	\$406.5
\$10.7	\$2,947.5	\$206.2	\$147.4	\$7.4	\$368.4
\$1.3	\$366.6	\$83.3	\$18.3	\$0.9	\$45.8
\$9.1	\$3,678.3	\$335.8	\$183.9	\$9.2	\$459.8
\$4.8	\$1,518.6	\$182.4	\$75.9	\$3.8	\$189.8
\$1.0	\$399.1	\$93.3	\$20.0	\$1.0	\$49.9
\$7.6	\$2,737.9	\$139.8	\$136.9	\$6.8	\$342.2
\$10.0	\$3,407.5	\$259.1	\$170.4	\$8.5	\$425.9
\$23.1	\$8,231.7	\$391.1	\$411.6	\$20.6	\$1,029.0
\$2.6	\$886.7	\$187.1	\$44.3	\$2.2	\$110.8
\$8.4	\$2,700.2	\$174.6	\$135.0	\$6.8	\$337.5
\$6.8	\$2,592.6	\$221.0	\$129.6	\$6.5	\$324.1
\$4.6	\$1,367.6	\$137.4	\$68.4	\$3.4	\$171.0
\$0.9	\$280.9	\$93.4	\$14.0	\$0.7	\$35.1
\$82.0	\$35,548.0	\$643.5	\$1,777.4	\$88.9	\$4,443.5
\$3.9	\$1,266.7	\$119.6	\$63.3	\$3.2	\$158.3
\$0.6	\$185.8	\$103.8	\$9.3	\$0.5	\$23.2
\$6.3	\$1,815.9	\$174.2	\$90.8	\$4.5	\$227.0
\$6.7	\$2,389.8	\$368.9	\$119.5	\$6.0	\$298.7
\$5.0	\$1,937.6	\$310.3	\$96.9	\$4.8	\$242.2
\$3.1	\$1,041.1	\$121.4	\$52.1	\$2.6	\$130.1
\$1.8	\$884.6	\$184.0	\$44.2	\$2.2	\$110.6
\$10.5	\$3,873.0	\$380.8	\$193.7	\$9.7	\$484.1
\$4.2	\$1,356.9	\$152.4	\$67.8	\$3.4	\$169.6
\$6.2	\$1,684.0	\$199.6	\$84.2	\$4.2	\$210.5
\$0.8	\$405.4	\$101.0	\$20.3	\$1.0	\$50.7
\$8.6	\$2,669.7	\$249.8	\$133.5	\$6.7	\$333.7
\$2.6	\$742.4	\$127.5	\$37.1	\$1.9	\$92.8
\$18.0	\$5,126.5	\$271.9	\$256.3	\$12.8	\$640.8
\$9.2	\$2,830.8	\$154.3	\$141.5	\$7.1	\$353.9
\$4.0	\$1,593.7	\$194.9	\$79.7	\$4.0	\$199.2
\$1.7	\$584.2	\$142.7	\$29.2	\$1.5	\$73.0
\$1.3	\$434.4	\$126.8	\$21.7	\$1.1	\$54.3
\$5.2	\$1,566.5	\$213.8	\$78.3	\$3.9	\$195.8
\$3.1	\$842.8	\$162.3	\$42.1	\$2.1	\$105.4
\$5.7	\$1,853.6	\$212.8	\$92.7	\$4.6	\$231.7



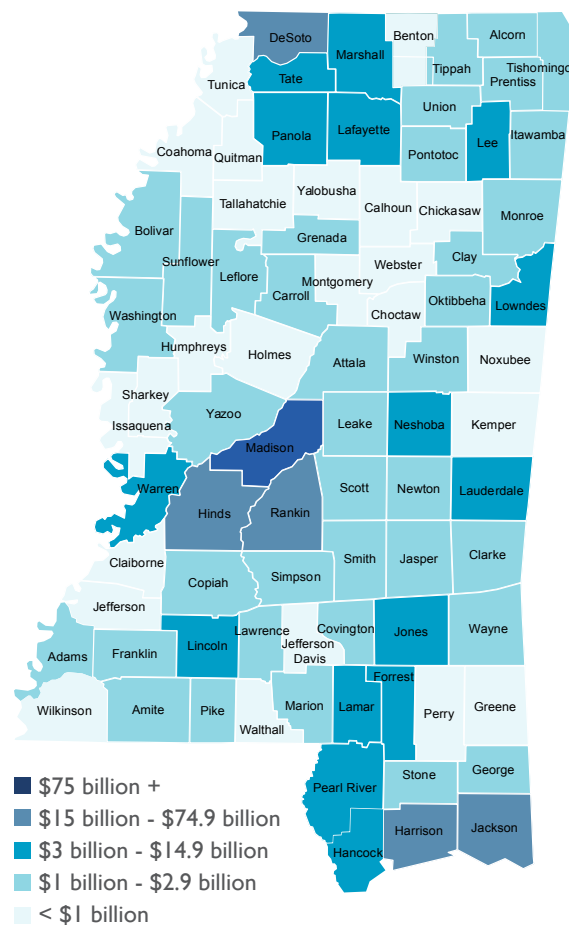
MAP 1. 2015 TOTAL CURRENT NET WORTH



MAP 2. 10-YEAR (2016-2025) TOW OPPORTUNITY



MAP 3. 50-YEAR (2016-2065) TOW OPPORTUNITY



USING THIS TOW OPPORTUNITY PROFILE

The information in this Profile is designed to be used as a conversation starter in our state. We encourage you to share it with a diverse group of community stakeholders and residents. The numbers shared in Table 1 are big numbers. It is sometimes difficult to imagine that level of financial resources, especially in a region that has been struggling for some time. The dream exercise below helps people move into more creative space – to consider what might be possible, given these new resources.

This Profile can be used by community leadership as a call to action. But, remember that this is just the beginning. These numbers are drawn from secondary data. You should dig deeper and use your own knowledge of the region to help create a deeper understanding of the potential for local philanthropy. Consider creating a philanthropy team that could work with a local foundation, financial advisors, bankers and others in the region to better understand wealth holdings. Remember that there is giving potential at all levels so you should also bring a broad group of community residents together to begin to talk about the potential for community philanthropy. And, continue to connect philanthropic potential to the dreams and development opportunities in your state. Our experience tells us that people will give back to the community – with their time, talent and treasure – when they see an opportunity to connect their passions with the area's pathway to prosperity.

Finally, the information presented in this Profile may ignite a discussion around policy changes to promote philanthropic giving. Such changes could incentivize transfer of wealth donations, augmenting the state budget and benefitting local communities.

The data and content for this report were provided by The Center for Rural Entrepreneurship. For questions concerning the data or content, contact:
Don Macke | 402-323-7336
Center for Rural Entrepreneurship
421 South 9th Street, Suite 245
Lincoln, NE 68508

DREAM EXERCISE

There never seems to be enough money to do the things we want to build a stronger state. But, let's dream a bit! Assume we're successful in capturing the philanthropic opportunity in Mississippi. Over the next decade, we will have \$94.1 million annually for strategic grant making in our state. How would you suggest we invest these funds?



MISSISSIPPI
Association of Grantmakers
investing to create a stronger Mississippi

ABOUT THE MISSISSIPPI ASSOCIATION OF GRANTMAKERS

The Mississippi Association of Grantmakers (MAG) is a membership organization for philanthropic entities that make investments in the state of Mississippi. It includes public, private and corporate philanthropy with the primary criteria for membership being that the organization have as part of its purpose the granting of resources to support efforts aimed at achieving positive results for children, families and/or communities in the state. Priority areas of interest for MAG members include: education, health, economic/community development, and arts/culture.

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