

## Doing Well, Doing Good

A GENERATION AGO, philanthropy here was anchored by a small group of real-estate developers deeply vested in the area.

The very rich remain key givers, but a new group of important donors has emerged as the wealth of Washington's middle class has boomed. The new philanthropists are younger, and they're not as wealthy as the old guard. But there are more of them. Collectively, they've given philanthropy a big boost.

"The story now is, yes, the wealthy are giving. But regular people are giving as well," says Terri Lee Freeman, president of the Community

Foundation for the National Capital Region. "A lot of people, especially in this area, have found themselves to be very comfortable, and in the wake of all the natural and manmade disasters we've seen in recent years, they're asking themselves, 'How should I help?'"

Many of today's givers are prompted by financial advisers who see charity as key to smart estate and tax planning. "Charity has become another part of the financial-planning process," says Barry Glassman, senior vice president at the McLean financial-planning firm Cassaday and Company.

"Giving while living" takes many forms. Some donors form family foundations in conjunction with community foundations. Unlike big Rockefeller-like family foundations, these create an endowment—as little as a few thousand dollars—to be managed by the com-

munity foundation, which in turn makes grants to local nonprofits.

Others give more directly to causes that they know firsthand. John C. Yang, a partner at Wiley Rein & Fielding, recently donated \$75,000 to the Asian Pacific American Legal Resource Center, an advocacy group for which he began volunteering in 1998. "I feel very fortunate. I'm a lawyer at a firm that's done well and been successful," says Yang, 37. "This is my way of giving back to a cause that means a lot to me."

The new enthusiasm for giving has helped a number of nonprofits and charitable groups flourish. The Community Foundation has seen an 800-percent increase in funding over the last decade, the bulk of it in the last three years.

At the Washington Area Women's Foundation, which supports low-income women,

grantmaking nearly doubled in 2005. Pledges of \$1,000 to \$10,000 are the backbone of the group, says president Anne Mosle. "Part of our mission has always been to pull more people into philanthropy, especially women, who are a huge unrealized aspect of our community."

District resident Phyllis Caldwell, president of community-development banking for Bank of America, has given \$10,000 to the foundation. Her contribution will be pooled with others to build a \$1-million fund.

"In Washington you see a whole class of professional women coming into their own, and also so many who struggle," Caldwell said. Through the Women's Foundation, "we've come together to be powerful donors even though individually we couldn't write that million-dollar check."

—KERRY WHITE

