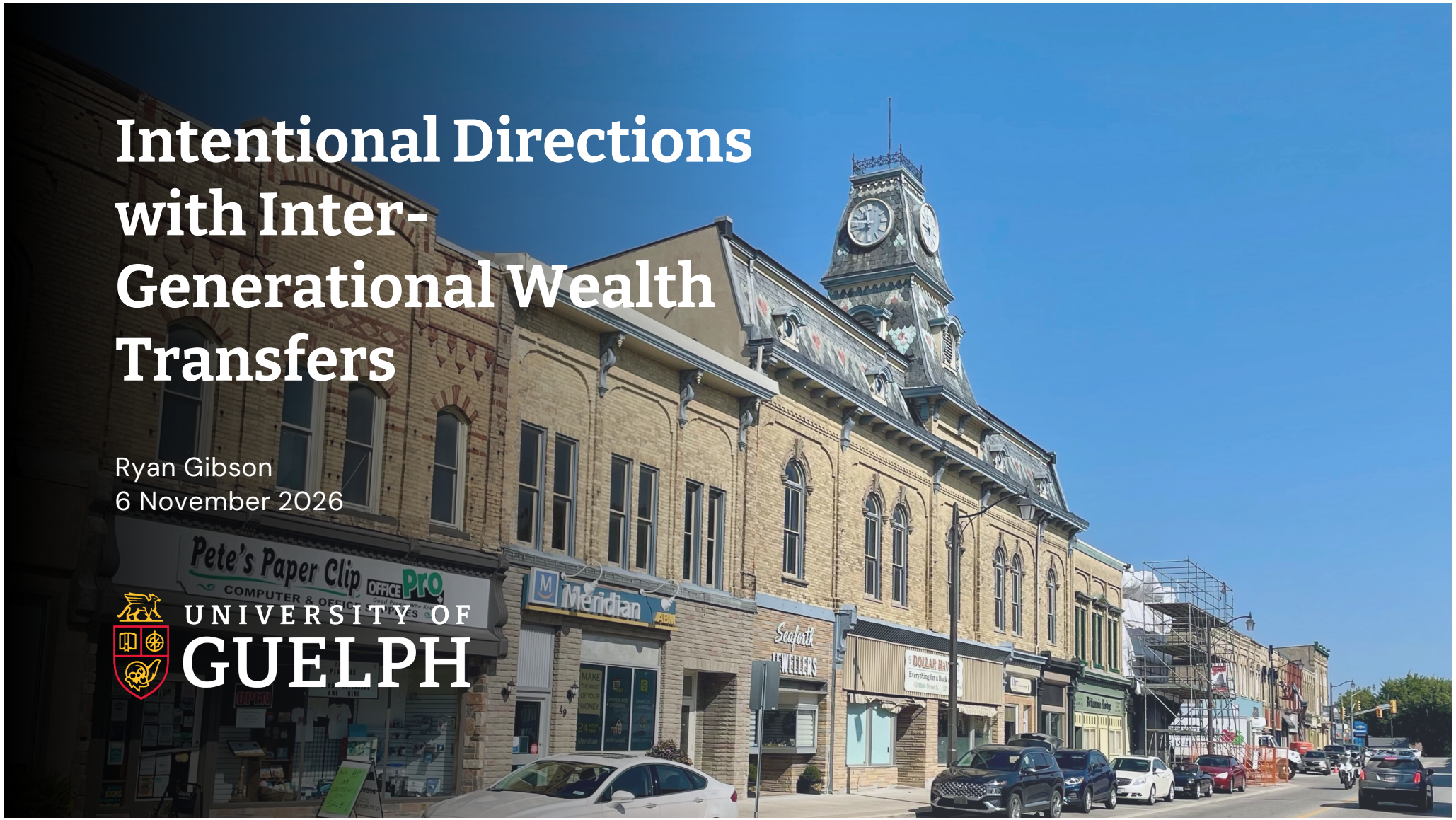
Intentional Directions with Inter-Generational Wealth Transfers

Ryan Gibson
6 November 2026



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Road Map for Today

- Brief background
- Rural Realities
- Richer Than We Think?
- Success Stories
- Moving Forward
- Discussion



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Ryan Gibson

- Settler on the traditional territories of the Dakota, Anishinaabeg, and the Red River Métis
- Rural and economic geographer by training
- Faculty member in Rural Planning and Development, University of Guelph (Canada)
- Libro Professorship of Regional Economic Development

LINKEDIN



Libro Professorship

$1 million gift from Libro Credit Union and two rural families

- Rural economic development
- Community investment funds
- Immigration/newcomers
- Wealth and philanthropy
- Workforce development
- Rural policy evaluation
- Place-based development

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www.ruraldev.ca

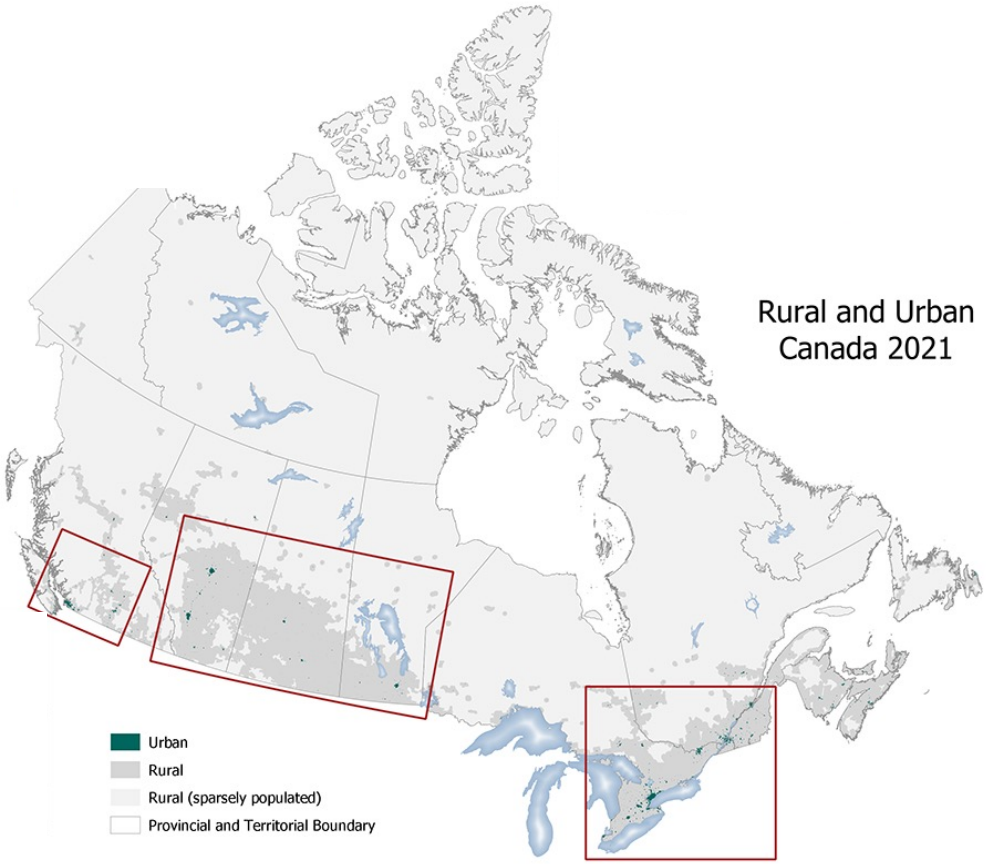




Rural Realities

Rural Canada

- Rural = less than 100,000 residents
- Approximately 6 million rural residents
- Overall, small population growth between 2016-2021; however uneven pattern
- Stronger sense of belonging and attachment than urban areas
- Stronger rate of volunteerism
- Incredibly diversity among rural communities



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Rural Economies

- Natural resource-based economies, limited economic diversity
- More intensive, seasonal
- Increasingly influenced by global trends
- Labour force replacement dilemma
- Creative destruction
- **GDP contribution greater than share of population**



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Richer Than We Think?

Wealth in Rural Canada

- Rural not considered areas of wealth
- How do we capture existing wealth to facilitate prosperous future?



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Philanthropic Landscape

- 28,892 charities in rural and small towns
- 82% of Canadians donate
- $13.28 billion donated to charities (2024)
- Impact of COVD19
- Increased demands

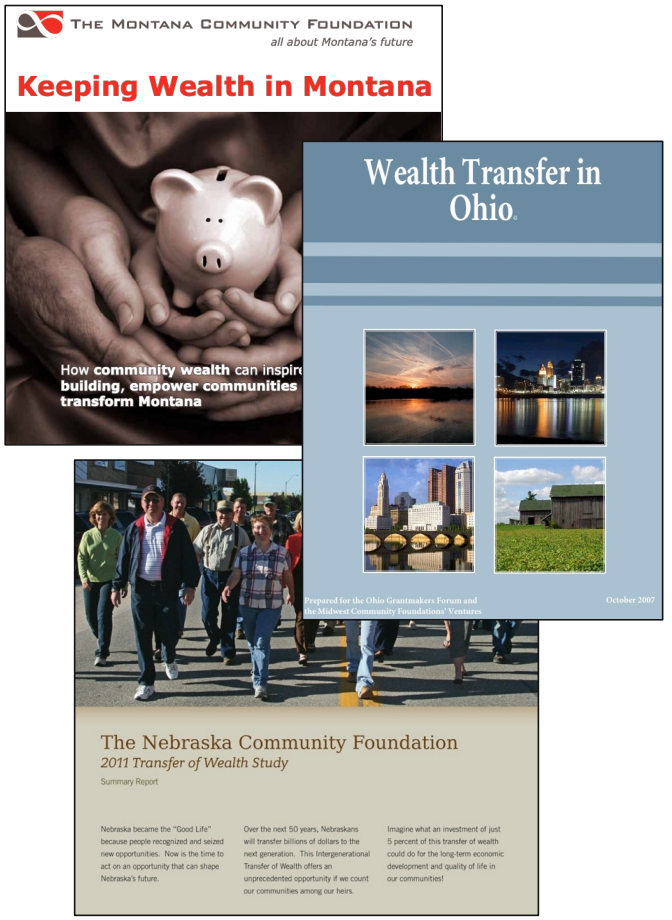


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Transfers of Wealth

- movement of wealth through inter-generational transfers

- Transfer of wealth window quickly approaching in many rural communities »
  - aging population
  - youth not returning to their 'home' communities



Challenges to TOW

- Of rural communities with existing community foundations …
- 50% of community foundations in Atlantic Canada were uncertain if they can capture and benefit from the transfer of wealth
- 24% of rural community foundations in Manitoba were uncertain if they can capture and benefit from the transfer of wealth

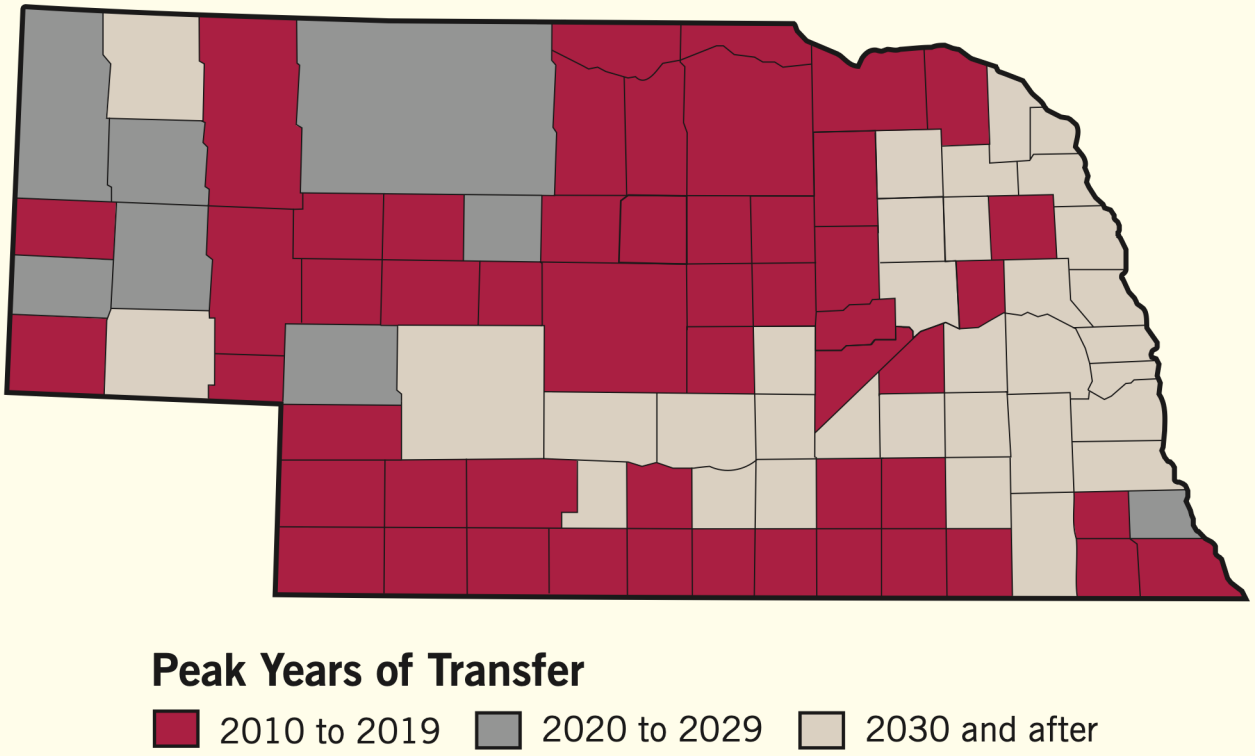
Number of boards indicating difficulty in understanding or describing intergenerational transfer of wealth

Atlantic Canada	5 of 10
Manitoba	16 of 44

Foundations with plans/strategies for capturing intergenerational transfer of wealth

Atlantic Canada	1 of 10
Manitoba	3 of 44

In 51 Nebraska counties shown here, the peak years for wealth transfer are on the near horizon.



Intergenerational Transfer of Wealth

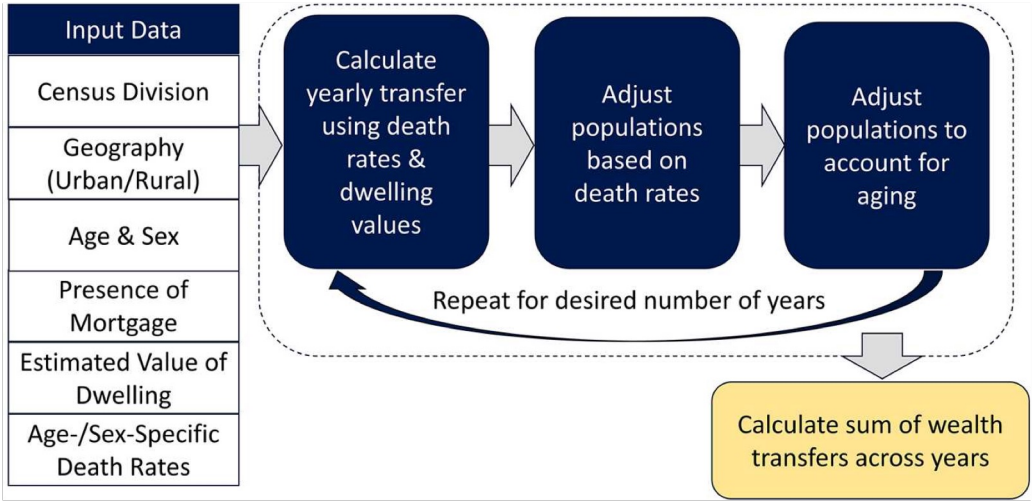


Figure 2. Diagram of wealth transfer estimation algorithm.



REGIONAL STUDIES, REGIONAL SCIENCE
2025, VOL. 12, NO. 1, 270–286
https://doi.org/10.1080/21681376.2025.2476633

Routledge Taylor & Francis Group | RSA Regional Studies Association

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Hidden treasures: estimating intergenerational wealth transfers in rural Canada

Alexander T. Petric [a] and Ryan F. Gibson [b]

ABSTRACT
Intergenerational wealth transfers hold potential benefits for community finance in regions facing financial/development challenges due to demographic and economic shifts. We construct a model for estimating wealth transfers based on available Canadian data, with emphasis on data for primary dwelling values. We apply our model across census divisions over 10-, 20-, and 50-year periods and analyse resulting patterns. Results show regional variation in estimated transfer sizes, with urban proximity as a key factor. Findings suggest roles for rural community initiatives (like community foundations) to locally embed wealth over time, particularly given the increasing global mobility of wealth and finance.

ARTICLE HISTORY
Received 2 May 2024; Accepted 27 February 2025

KEYWORDS
Intergenerational wealth transfer; rural development; community development; demographic analysis; Canada; projection

JEL
D64; J11; R11; R58

1. INTRODUCTION

In an era of globalisation and economic restructuring, populations and wealth are increasingly more mobile, which creates varied impacts across different types of communities. Personal wealth[1] is much less rooted in place than it has been in the past, and rural areas are often particularly susceptible to the loss of local wealth in the short- to medium-term. Their populations tend to be older and closer to death, whereupon their wealth redistributes to their beneficiaries (Edelman & Burke, 2007; Macke, Bineret, et al., 2011). Research into wealth transfers aims to estimate the size of these transfers and has tended to project far larger quantities than commonly expected (Avery & Rendall, 1993; Edelman & Burke, 2007; Havens & Schervish, 1999).

Much of the recent wealth transfer work has been cor
opportunity exists for similar analysis in Canada, especia
rural Canada have experienced youth out-migration an
Breen, Lauzon, et al., 2015) alongside historical income
(Breau & Saillant, 2016). A reckoning of the wealth presen

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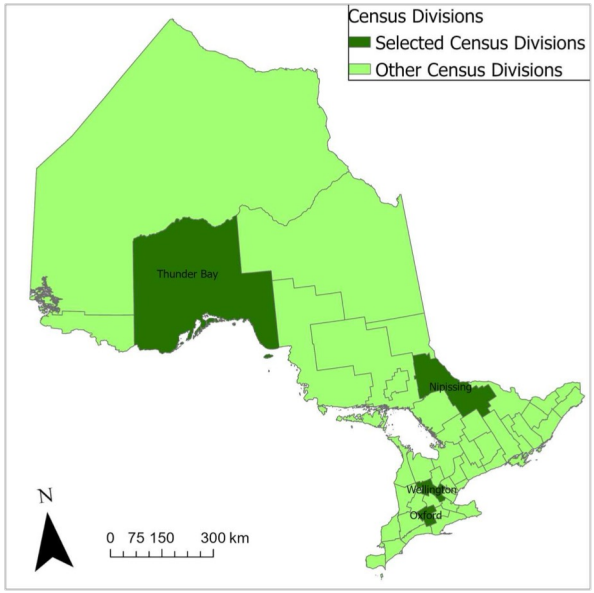
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REPORT

ToW: Four Case Studies

Table 2. Low, medium and high wealth transfer estimates for rural areas in selected Ontario census divisions.

	Low	Medium	High
	Nipissing (rural areas)		
10 years	$138,455,935.86	$184,671,011.04	$237,404,947.88
20 years	$251,299,907.22	$348,860,964.65	$ 462,154,503.58
50 years	$517,305,119.14	$766,480,648.73	$1,060,665,076.05
	Thunder Bay (rural areas)		
10 years	$ 86,682,543.09	$131,457,720.00	$181,732,350.70
20 years	$157,185,257.70	$244,279,275.00	$344,480,778.00
50 years	$324,673,755.20	$529,096,014.80	$772,574,154.70
	Oxford (rural areas)		
10 years	$ 421,137,206.46	$ 532,719,640.74	$ 657,871,453.40
20 years	$ 745,052,067.93	$ 975,511,001.00	$1,237,675,138.61
50 years	$1,508,721,890.79	$2,120,566,265.60	$2,828,040,241.10
	Wellington (rural areas)		
10 years	$ 472,819,593.08	$ 609,945,375.66	$ 764,736,910.16
20 years	$ 847,439,680.41	$1,142,529,634.47	$1,481,177,876.39
50 years	$1,764,716,058.72	$2,588,269,323.21	$3,552,365,271.83



Potential Impacts

- Significant impact if 5% of the anticipated intergenerational transfers of wealth could be embedded in the community/region

Community	Population	Low – 10 years	Low – 20 Years	Low – 50 years
Nipissing	84,716	$6,922,796	$12,564,995	$25,865,255
Oxford	121,781	$21,056,860	$37,252,603	$75,436,094
Thunder Bay	146,862	$4,334,127	$7,859,262	$16,233,687
Wellington	241,026	$23,640,979	$42,371,984	$88,235,802

Challenges to TOW

- Multiple connections to place to navigate
- Issues of scale
- Human and financial capacities
- Limited opportunities for sharing learnings between rural philanthropic organizations
- There is a risk of the commodification of place



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What if your community had
all the money it required to
be prosperous?



Opportunities for Advisors

Roles for Advisors

- Advisors serve as critical bridges to intergenerational wealth transfers and place-based philanthropy
- Reach out to philanthropic actors in the community and region
- There is a time sensitivity associated with inter-generational transfers of wealth



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Thank You

RESOURCES

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