

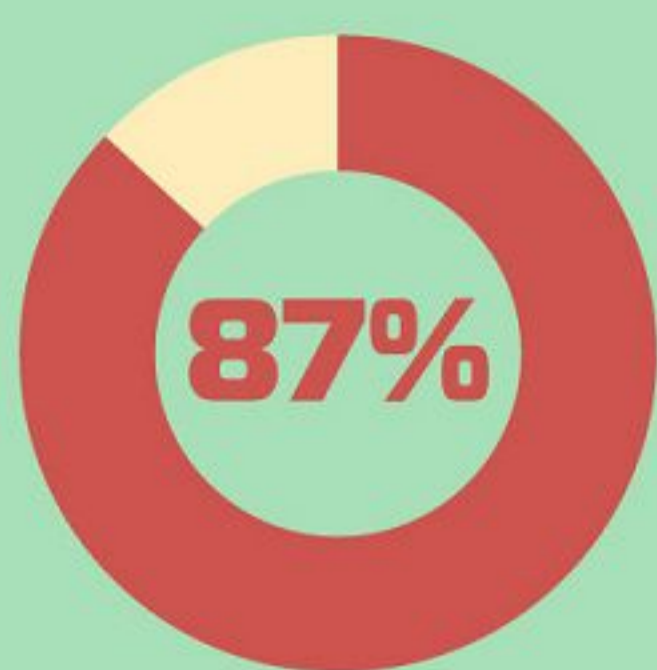


Millennials *AND* Charity Giving

The holiday season has millions of millennials considering how best to donate their money to charity. Famously derided as the "me me me generation," millennials are not only giving in record numbers, but they're remaking the way charities do their work.

Who's Giving?

Every year, more and more millennials are donating their money to nonprofits



in 2013



in 2012



in 2011

YOUNG WOMEN WERE MORE LIKELY TO GIVE THAN YOUNG MEN



91%

of millennial women donated to charities in 2013



84%

of millennial men donated to charities in 2013

54%

of millennial women participated in a company-sponsored giving campaign in 2013

45%

of millennial men participated in a company-sponsored giving campaign in 2013



HOW MUCH ARE MILLENNIALS GIVING?

DIDN'T DONATE: 13%

<\$50: 18%

\$50 - \$100: 19%

\$100 - \$500: 28%

\$500 - \$1,000: 10%

\$1,000+: 12%



MILLENNIALS LIKE TO DONATE THEIR TIME, TOO



47%

of surveyed millennials had volunteered for a cause or nonprofit in the last month

Getting Involved is About More Than Giving Money

Millennials don't want to just write a check and forget about it - they want to feel like they're investing in a social movement

SOCIAL MEDIA SHARING AND VIRAL CAMPAIGNS HAVE BECOME PART OF THE WAY WE TALK ABOUT CHARITY GIVING



November

Men often post pictures of their 30 days of unchecked mustache growth on social media



\$559 MILLION

raised to fight prostate cancer, testicular cancer, and mental health problems since 2003



ALS Ice Bucket Challenge

People shared 1.2 million videos on Facebook in summer 2014 to raise awareness for ALS



\$13.3 MILLION

donated to the ALS Association



Don't forget Relay for Life, Walk a Mile in her Shoes, the Polar Bear Plunge, and dozens of other charity events that get millennials' attention (and their donations) on social media.

Five Tips for Giving to Charity this Holiday Season

1. MAKE SURE IT'S A 501(C)(3) ORGANIZATION

- ✓ To avoid scams, only donate money to tax-exempt organizations

2. DO YOUR HOMEWORK

- ✓ Make sure you're giving to organizations that use their donations well and remain accountable
- ✓ Look up your charity of choice on Charity Navigator or the BBB Wise Giving Alliance

3. EVERY LITTLE BIT HELPS

- ✓ **\$18:** cost of donating a pair of chickens to a family in a developing country through Oxfam America

4. GIVE ON BEHALF OF FAMILY AND FRIENDS

- ✓ Knowing that money in your name is going to a good cause is a heartwarming holiday gift

5. DONATE YOUR TIME

- ✓ Organizations large and small always need volunteers to run effectively and get help where it's needed.

Who are you donating to this holiday season?

Sources

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