

Generations of Generosity

HOW DO BABY BOOMERS, GEN X, MILLENNIALS AND GEN Z GIVE?

Philanthropy is about much more than donating—it's an effective way of sharing values across generations and illustrating personal and family interests, passions and creativity. Here's an interesting snapshot of giving trends and how they differ across generations.



By 2030, rising generations are expected to inherit

\$69 TRILLION

from their parents and other family members.¹

Where will this money go?

Focused on diversity, equity, and inclusion¹

Gen Z
1997 – 2012

76% GIVE ONLINE³

- FAVORITE CAUSES
- Climate change
 - Social and political causes
 - Global issues¹



Achievement and team oriented, tech-savvy and family-centric⁵

Millennials
1981 – 1996

81% GIVE ONLINE³

- FAVORITE CAUSES
- Children's charities
 - Health charities
 - Human rights
 - International development²



Highly educated, financially powerful and more spending power than any other generation⁵

Gen X
1965 - 1980

69% GIVE ONLINE³

- FAVORITE CAUSES
- Local social services
 - Children's charities
 - Animal rescues²



Have a legacy of marching for peace, rallying for a cause, and speaking for justice⁴

Baby Boomers
1946 - 1964

61% GIVE ONLINE³

- FAVORITE CAUSES
- Local social services
 - Children's charities
 - Animal rescues²



3 Ways to Engage the Next Generation

For foundation members and advisors looking to engage the next generation of philanthropists:

1 LEVERAGE TECHNOLOGY

They were raised in a tech-centric environment, so they're used to digital transactions and mobile tech. Leveraging technology can help bring the family together for easier and more impactful giving.



2 IMPACT INVESTING

They're focused on generating a positive impact. Try impact investing to engage them and align the foundation's giving and investing goals.



3 DIVERSITY, EQUITY AND INCLUSION

The next generation's values are fueled by inclusivity.¹ Try looking at your philanthropy through the lens of DEI to incorporate their values into your giving strategy.



Learn more in our eBook: *Engaging the Family in Your Philanthropy*

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¹Sparks + Honey Future of Giving

²BNY Mellon's Multigenerational Philanthropy: Aligning Family Values for Impact

³GivingUSA Giving by Generation

⁴BridgeWorks: Four Generations For Charity: Who Really Gives a Buck?

⁵TrustBridge Global Generational Giving Trends