

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.

\$69 TRILLION

By 2030, rising generations are expected to inherit

from their parents and other family members.1

Where will this

money go?

Gen Z 1997 - 2012

Focused on diversity,

equity, and inclusion1

GIVE ONLINE³ **FAVORITE CAUSES** Climate change Social and political causes

76%

- Global issues¹



Achievement and team

oriented, tech-savvy

FAVORITE CAUSES Children's charities Health charities

81%
GIVE ONLINE³

Human rights International development²





Highly educated,

financially powerful and

than any other generation5

more spending power



69%

Have a legacy of marching for peace, rallying for a cause,

61%

and speaking for justice4

Local social services

Children's charities

Animal rescues²

FAVORITE CAUSES

Baby Boomers 1946 - 1964

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

LEVERAGE

ECHNOLOGY

3 Ways to Engage



IMPACT INVESTING They're focused on generating a positive impact.

DIVERSITY, EQUITY AND INCLUSION

Try impact investing to engage them and align

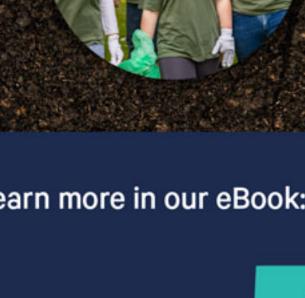
the foundation's giving and investing goals.

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.



values into your giving strategy.

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

The next generation's values are fueled by

inclusivity.1 Try looking at your philanthropy

through the lens of DEI to incorporate their

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Sparks + Honey Future of Giving ²BNY Mellon's Multigenerational Philanthropy: Aligning Family Values for Impact

³ GivingUSA Giving by Generation *BridgeWorks: Four Generations For Charity: Who Really Gives a Buck? ⁵TrustBridge Global Generational Giving Trends