

# NextGen Giving Thru Their Eyes

How Gen Z and Millennials View Charitable Giving



We surveyed 1,000 Gen Z and Millennial donors to understand their attitudes, perceptions and even language preferences around giving and philanthropy. Here are five key takeaways.

## #1 They're Influenced By Family

**63%** cite family as a primary motivator



AGE THEY STARTED GIVING:  
GEN Z  
MILLENNIAL

“I put on a 5K run for a local hospital where my sons were cared for after being born prematurely. We help with all aspects of that event from planning, event management and securing donations.”  
— 38-YEAR-OLD MAN FROM MASSACHUSETTS

## #2 They Envision A Greater Role For Their Giving

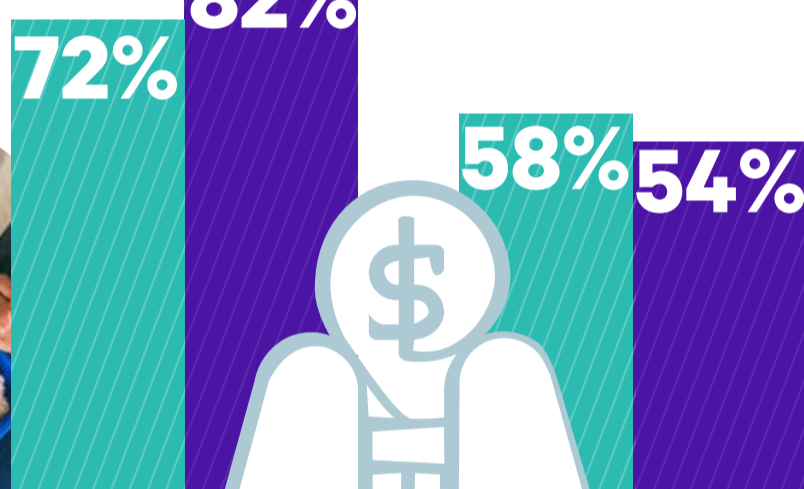


**80%** aspired to be seen as givers suggesting a desire for a more direct relationship with giving

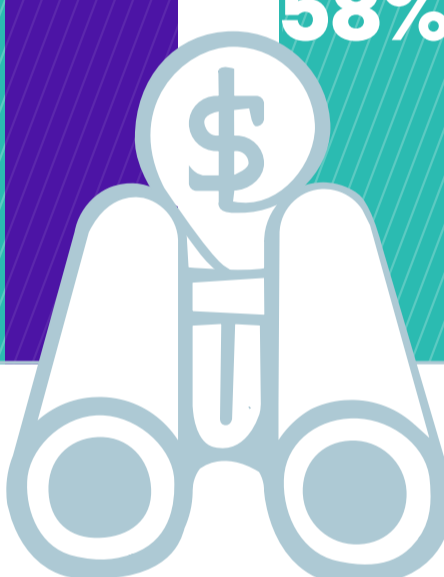
“I am fortunate enough to have a little extra money, so I need to find something good to do with it. In addition to keeping the country/ community vital, charitable activities give me an opportunity to engage with my local community and foster goodwill.”  
— 33-YEAR-OLD MAN FROM CALIFORNIA

## #3 They Look Beyond The Dollars

In the past year they donated items...



And volunteered time...

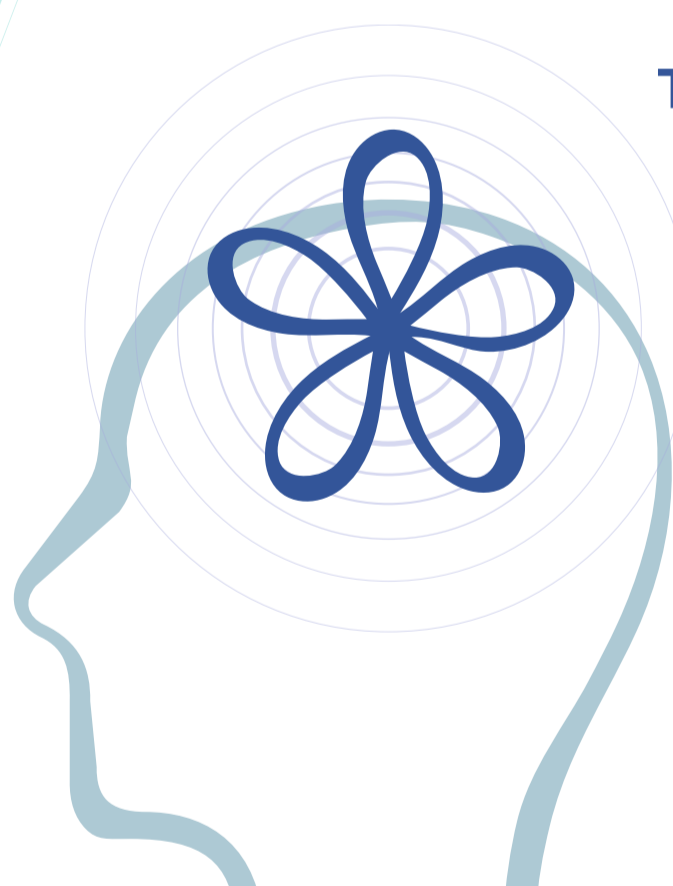


GEN Z

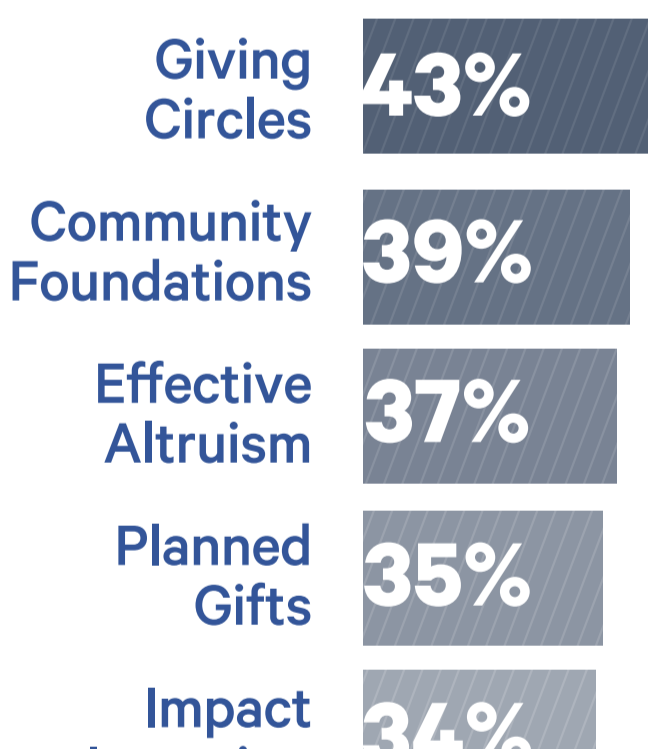
MILLENNIAL

“I never sell my clothes, furniture or household items. I donate it because I want it to be accessible to the people who need it.”  
— 26-YEAR-OLD WOMAN FROM MISSOURI

## #4 They're Interested In Learning More



TOP 5 AREAS GEN Z + MILLENNIAL



More Knowledge = More Involvement

“I make more money than I ever thought I would and I can finally use that to help causes I am passionate about.”  
— 27-YEAR-OLD MAN FROM IDAHO

## #5 They Want To Make It Personal

**63%** give based on passion for a cause



**61%** are motivated to give because of their local community



“I lost my mom to cancer, so I like to make donations to charitable research so that other people don't have to suffer like I did.”  
— 43-YEAR-OLD WOMAN FROM GEORGIA

WANT TO SEE MORE INSIGHTS? >>

From terms that resonate with them to their knowledge about charitable approaches, [check out the full report here.](#)

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