

Charitable Giving Statistics

At Spave, we've discovered the secret to recruiting a new generation of donors: research. Understanding specific behaviors of each generation offers insight into what resonates most, and what inspires each generation to give. Use this document to successfully target more donors in other age brackets to increase your total giving!



Millennials

- Born between 1981-1996
- 72.1 million in US (as of 2020)
- Comprise 21.93% of US population
- 84% give to charity and nonprofits
- Give an average of \$481 to charity annually
- Make up 5-10% of charity or nonprofit donorbase
- **Moms aged 35-44 were last year's top volunteer group**
- Millennials prefer to donate money through online platforms. They like setting up recurring donations.
- Tend to support the following charities:
 - Children's charities
 - Health and medical nonprofits
 - Local places of worship
 - Human rights and international affairs groups
- Most often influenced by social media posts and online donations
- Political giving: The primary reason Millennial donors give to a nonprofit is because **they want to have an impact**. Charitable giving ties into their identity and their values. If you discover they've donated to a political campaign, this proves that they care about putting money behind their beliefs.

Gen Xers

- Average donation totals \$732
- 59% are considered regular donors
- More likely than Millennials to **start** fundraising campaigns ... and more likely to **volunteer** their time and efforts to worthy causes
- While Millennials are most often influenced by social media posts and online donations, Gen Xers report that email is the most influential method of reaching them
- Give to the following:
 - Local social and human services organizations
 - Animal organizations
 - Children's charities
 - Local places of worship

Boomers

- Total average giving of \$1,212 per person per year. That's nearly three-fourths - 72% - of the entire Baby Boomer Generation, accounting for 43% of all donations made each year.
- Give to the following:
 - Local social services nonprofits
 - Animal organizations
 - Children's charities
 - Human rights and international affairs
 - Local places of worship



Other Giving Factors

- Those making less than \$50,000 a year give more in relation to total income than those in all other income ranges except the highest earners
- The least likely reason for people to give is so they can get a tax break
- Six out of ten (or 60%) of American households participate in some sort of charitable giving, according to The Philanthropy Roundtable.
- The average annual charity donation for Americans in 2020 was \$737, according to Giving USA.
 - High net worth families donated, on average, \$29,269.
 - Among the rest of the general population, that figure was only \$2,514
 - The average online donation is \$177
- Nonprofit Source reports that charities with recurring monthly giving program members receive \$52 on average each month
- Donors that set up some sort of recurring monthly donation give 42% more than one-time givers, claims Nonprofit Source
- NOTE: The IRS requires charities and nonprofits to give donors receipts for annual donations totaling \$250 or more.
- The average age of the US donor is 64, putting them firmly in the Baby Boomer generation.
- 77.34 million adults volunteered over 1.6 billion hours, claims Americorps' Volunteering in America report. That's 30% of the adult population.

Why People Give to Charity

There are seven proven reasons why people give to charities. In order, they are:

- Scientific studies have proven that giving releases the “feel-good” chemical dopamine in the brain, so giving makes us happy.
- Donors feel empowered when they see their gifts actually doing the good the charity says they will.
- They have a personal or emotional connection to a cause.
- The charity or nonprofit is one that donors can trust. The work actually gets done, a change is actually made, and they see it.
- They want to be a part of something bigger than themselves. Be it animal welfare, medical research, or foundations for the arts, culture, and humanities, donors feel as if they belong to a larger community and are making a difference.
- The charity has caught their attention. Perhaps they've seen advertising for fundraising events in the community, or through Facebook fundraising tools, or heard about the charity through social media posts. The charity comes to their attention, and they give.
- Tax purposes. It's not only corporations and wealthy households that donate money just for tax breaks. About one-third of all tax deductions for charitable donations are taken by those making \$50,000 or less each year.

