The Future of Giving: Looking Beyond the Selfie

Unveiling Philanthropic Trends Among Canada's Generation Z and Millennial Donors

PayPal Giving Fund

AGENTSC

Table of Contents

Foreword 3

Acknowledgements 4

About the Research Partners 5

Executive Summary 6

Methodology 7

Glossary of Definitions 8

Research Findings: Giving Attitudes and Behaviours of Young People in Canada 9

Defining Philanthropy and Motivations for Giving 9

Trust and Expectations of Charities 13

Engagement with Online Platforms 14

Financial Contributions: Trends 15

Preferred Ways to Make Donations 16

Barriers to Increasing Donations 17

Changes in Financial Donations 18

Future Acts of Generosity 19

Spotlight: Diverse Ethnocultural Expressions 21

Asian and Pacific Islanders Respondents 22

Black Respondents 22

Indigenous Respondents 22

Other Disaggregated Findings 22

Unique Profiles of the Generations 23

Generation Z 23

Millennials 24

What's Next? 25

References 26

Foreword

Canadian society is experiencing times of uncertainty. Many aspects of our lives have been upended by the increased cost of living, rising interest rates and economic uncertainty. For many of us in the charitable and non-profit sector, this is a time of working through change and adapting to new normals, while continuously fundraising to meet the growing need for support in our communities.

When the COVID-19 pandemic forced an accelerated shift in online donations, it became clear that reaching donors digitally was crucial to the sustainability of the charitable and non-profit sector. This required a greater understanding of online charitable behaviours. In 2021, PayPal Giving Fund Canada conducted research for the report, Future of Giving: Online Across Generations, which provided data-driven insights into the differences between the behaviours and attitudes around giving across generational groups and gave charities actionable steps to grow their online donations. The data on younger generations offered an early view of the future of giving in Canada, and based on feedback from that report, there was clearly a need to uncover more.

They are perhaps the best connected and most researched generations of our time, yet, there is little data to provide insight into Generation Z's and Millennials' views on philanthropy, especially here in Canada. What might we say about their values, their generosity, or their impact and roles within our communities? How do they give and why do they give? What do they give to and what are their expectations when they give?

In 2023, PayPal Giving Fund Canada and AgentsC Inc. partnered to conduct new research to better understand philanthropy among Canada's youngest populations – arguably the most generous generations in Canada.[1] Our goal was to clarify existing beliefs and practices, gain knowledge, as well as uncover new and emerging trends among Generation Z and Millennials (ages 18 to 42).

The purpose of our research is to enable our non-profit and charitable sector partners and colleagues to better engage Generation Z and Millennial audiences by sharing findings and insights that help inform strategies to establish strong relationships, and sustain and grow donations among this growing pool of current and future donors. As the saying goes, **"If you want to know what donors will do, just ask them."** In this report, you will discover what Generation Z and Millennial donors are doing today with their giving, which will help you connect deeper with them tomorrow.

We are excited to share our research findings with you and hope that these will help create an impact in your organization.

Sincerely,

Wen-Chih O'Connell
Executive Director & President
PayPal Giving Fund Canada

Olumide Akerewusi
Founder & CEO
AgentsC Inc.

1. www.givingtuesday.org/wp-content/uploads/2023/11/GT-Lookback-2022-FINAL.pdf, p.22.

Acknowledgements

This research would not have been possible without:

The 1,002 Generation Z and Millennial survey participants, who generously shared their time to respond to the many questions we posed.

beacon creative

Report and the microsite designed by Beacon Creative Inc.

PayPal Giving Fund

AGENTSC

PayPal Giving Fund Canada and AgentsC colleagues who contributed towards the development of this report.

We share our deep gratitude to all that are listed above.

About the Research Partners

PayPal Giving Fund Canada is a registered charity with the Canada Revenue Agency that enables digital fundraising to benefit Canadian charities, and whose mission is to make giving part of everyday life. PayPal Giving Fund integrates giving into online platforms that millions of people use each day, including PayPal, Facebook, Instagram, GoFundMe, Twitch, Humble Bundle, and others. PayPal Giving Fund receives donations and makes grants to donors' recommended charities, without charging donors or charities for its services.

AgentsC Inc. is an international consulting company specializing in Fundraising, Philanthropy, and Social Change. The team offers smart change management solutions to socially and environmentally conscious organizations around the world. Drawing on the African tradition of Ubuntu (I am because we are), AgentsC is guided by their trademark principle, Equity Philanthropy™ – the belief that love of community, reciprocity and social justice form an essential alchemy for tackling the world's biggest problems.

PayPal Giving Fund Canada and AgentsC Inc. are Canadian organizations committed to serving the charitable sector that share a deep curiosity and fascination around research into developments that are occurring in the charitable industry.

Executive Summary

While Canada's youngest generations of donors are conventional in their understanding of philanthropy (which includes donations of money, time and things toward supporting a cause)[2], their ways of giving are new. This research on Generation Z and Millennials shows that for both generations, financial donations surpass all other acts of generosity. What motivates them to be generous is the happiness that comes from helping others and the opportunity to make the world a better place.

These generations are active on social media and online giving platforms, and show a strong preference for these avenues to engage in acts of generosity. Both generations are most likely to engage in acts of generosity online (as compared to offline) and they, particularly Generation Z, prefer mobile phones to laptops. Social media channels such as Facebook, Instagram, and GoFundMe are the most popular platforms for these younger generations to engage in acts of generosity, with TikTok added as a top channel for Generation Z.

Generation Z and Millennials have high levels of trust in charities and non-profit organizations, but they also care about accountability, especially financial transparency. They are committed to supporting diverse causes and would like to give more financially if they are able to do so. The primary barrier to giving more financially is not being able to afford it. However, they find other significant ways to engage in acts of generosity including volunteering and donating blood, items, or gifts in kind.

While there are shared commonalities across the generations, there are also distinct differences between Generation Z and Millennials. For instance, Generation Z respondents report a strong interest in volunteering and they are particularly open to leadership roles, such as serving on the Board of charities or non-profit organizations. They also show more enthusiasm to start their own charity and/or non-profit organization as compared to Millennials. In contrast, Millennial respondents prefer making a financial donation over volunteering to support charities and/or non-profit organizations. They are also more likely than Generation Z to want tax receipts when donating.

Both Generation Z and Millennials represent diverse lived experiences and identities. While some findings from this analysis across demographic features other than age are highlighted, this report only scratches the surface of what diverse ethnocultural identities mean for generosity in the future. Further research is needed to fully understand how to create trusting, long-term relationships with these increasingly diverse generations.[3]

The insights, tips and recommendations provided in this report can help offer a greater understanding of the future donors, volunteers and leaders of Canada's philanthropic space.

2 https://rhf-frh.ca/understanding-youth-and-child-civic-engagement-in-canada/
3 https://www150.statcan.gc.ca/n1/daily-quotidien/220908/dq220908a-eng.htm

Methodology

This research captures information gathered through a survey of 1,002 Generation Z (ages 18 to 26)[4] (20%), Late Millennials (ages 27 to 33) (30%), and Early Millennials (ages 34 to 42)[5] (50%).

While survey data for each age group was analyzed and compared, there were not many distinct and statistically significant findings between Early and Late Millennials. As such, they are often referred to as Millennials, and key findings specific to Early or Late Millennials are noted.

Weighting by region, gender and age was applied to ensure the overall data reflects the composition of the Canadian population aged 18-42 based on Statistics Canada 2021 Census data. The survey was deployed between August 30 and September 13, 2023 by a market research company to reach audiences across Canada. Respondents were asked 38 questions regarding their attitudes about giving, their acts of generosity occurring over the past 24 months, their motivations and plans for giving in the future, and their demographic identities.

- The data presented in this report is based on those who engaged in an act of generosity within the last 24 months. Except where otherwise stated, the data refers to the responses of all 1,002 survey participants. The survey was conducted online using an online proprietary panel.
- The accuracy of online surveys using panel samples is measured using a credibility interval.[6] For this survey, based on reporting by the third party research partner, the overall data is accurate to within +/-3.5, 19 times out of twenty.
- Totals may not add up to 100% owing to rounding or because the question allowed for multiple responses.

4 www.merriam-webster.com/dictionary/Generation%20Z
5 www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/
6 A credible interval is an interval within which an unobserved parameter value falls with a particular probability. https://en.wikipedia.org/wiki/Credible_interval

Glossary of Definitions

Generation Z

Individuals ages 11 to 26. For the legalities of conducting research, findings related to Generation Z will only refer to individuals ages 18 to 26.

Late Millennials

Individuals ages 27 to 33.

Early Millennials

Individuals ages 34 to 42.

Cause(s)

A person, place, issue or thing that one chooses to support through generosity.

Generosity

Giving of money, time, items, skills, and/or actions in support of a cause or of one's community.

Civic Action

An activity undertaken with the intention of creating community, environmental, or political change. Examples include participating in a protest, signing a petition, or sharing information about a social issue with one's networks such as via social media.

Financial Donation/Donation

Giving one's money in support of a cause, using cash, credit cards, online money transfers, etc.

Gifts in Kind

Giving one's non-cash goods in support of a cause. Examples of Gifts in Kind include donating items such as food, art, cryptocurrency, stocks/shares, or real estate.

Giving Circle

A group of people who collectively discuss and decide to pool together and make a financial donation.

Volunteering

Providing one's time, skills, services and/or talents in support of a cause without financial exchange.

Research Findings: Giving Attitudes and Behaviours of Young People in Canada

The key findings in this report result from a line of inquiry used to unearth facts about how Canada's future generations impact giving, and what that might mean for the future of philanthropy. In this section of the report, philanthropic trends specific to Canada's Generation Z and Millennial donors are explored.

Defining Philanthropy and Motivations for Giving

The survey began by asking respondents to establish their definitions of generosity and then asking Canada's youngest generations what inspires them to engage in acts of generosity.

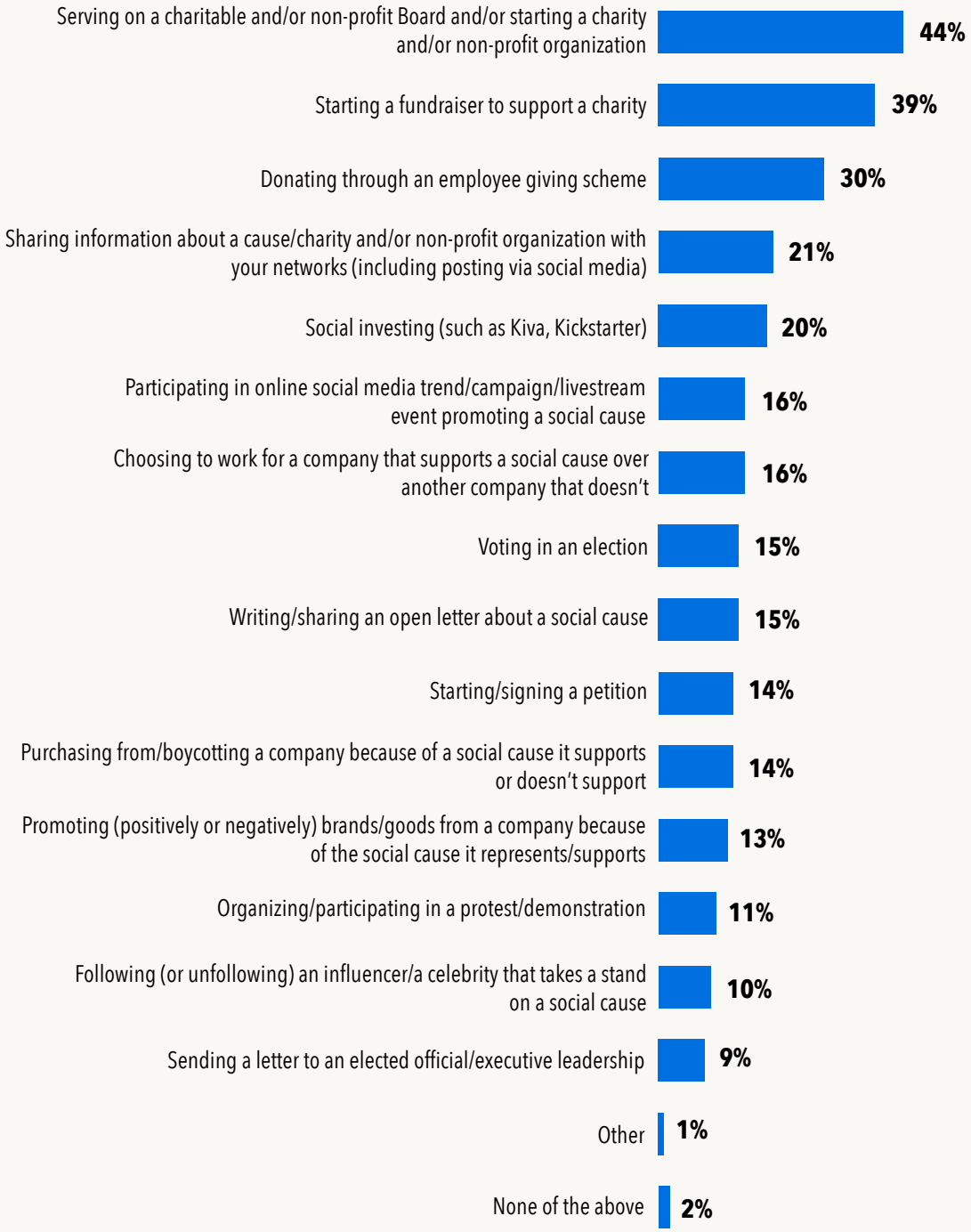
- **For Generation Z and Millennial respondents, their definition of philanthropy is quite conventional**[7] and includes the giving of one's money, time, or things towards supporting a cause. Making a financial donation to a charity and/or non-profit organization is most commonly considered an act of generosity by this group, followed by volunteering their time and/or skills, donating items or gifts in kind to a charity and/or non-profit organization, donating blood/organs, volunteering their time and/or skills toward supporting a social cause, and making a financial donation to an individual or group of people.

Actions Considered an Act of Generosity

(continued on next page)

7 www.investopedia.com/terms/p/philanthropy.asp

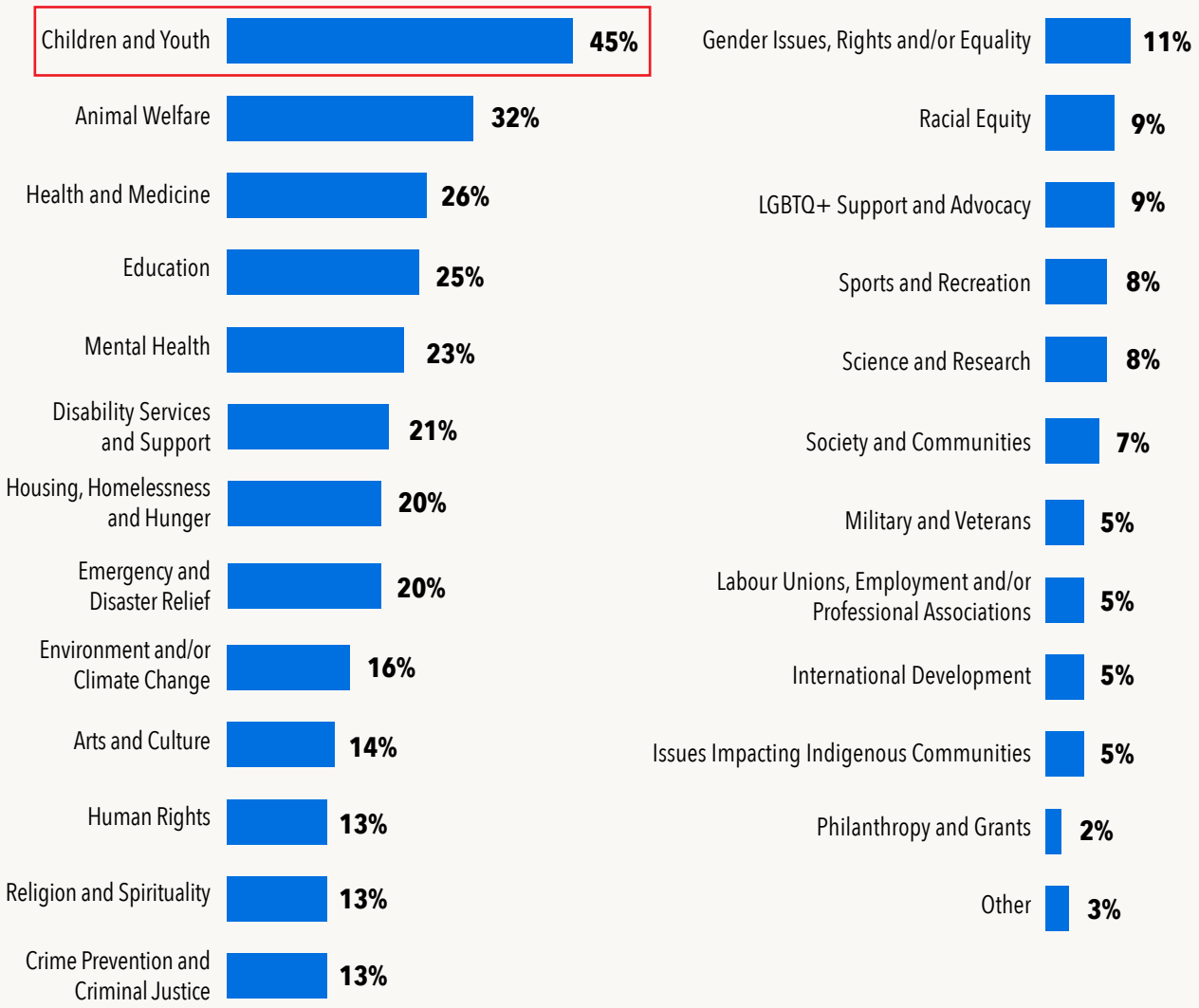
Actions Considered an Act of Generosity (Continued)



- **Only a few survey respondents qualify civic actions as acts of generosity.** Civic action includes acts such as organizing/participating in a protest or demonstration, following or unfollowing a company because of their stand on a social cause, or sending a letter to an elected official.

- The **most popular causes supported** by Generation Z and Millennials respondents in the last 24 months include **Children & Youth, Animal Welfare, Health and Medicine, Education and Mental Health.**

Causes Supported in the Last 24 Months



- **Happiness in helping others, supporting causes they care deeply about, and wanting to make the world a better place** are most commonly cited as inspirations for generosity. While the primary incentive for acts of generosity selected by respondents in all age groups is to make them feel good, **the second most popular incentive is appreciation from the recipient.** The next highest ranked incentive differs by generation, with both Millennial groups prioritizing receiving a tax receipt in their top three, while there is little difference in ranking of other incentives for Generation Z.

Expected Rewards/Incentives for an Act of Generosity

	Generation		
	Generation Z 18-26	Late Millennials 27-33	Early Millennials 34-42
A nice feeling	50%	59%	56%
Appreciation from the recipient	29%	30%	32%
A tax receipt	16%	23%	27%
A story about the impact of my generosity	16%	14%	15%
Gift or support in return	19%	15%	10%
Engagement through an invitation to an event	16%	12%	11%
A report with data from the program(s) my generosity supported	14%	12%	12%
Public recognition for my generosity	16%	9%	9%
Other reward or incentive	-	-	2%
No reward or incentive expected at all	20%	18%	22%

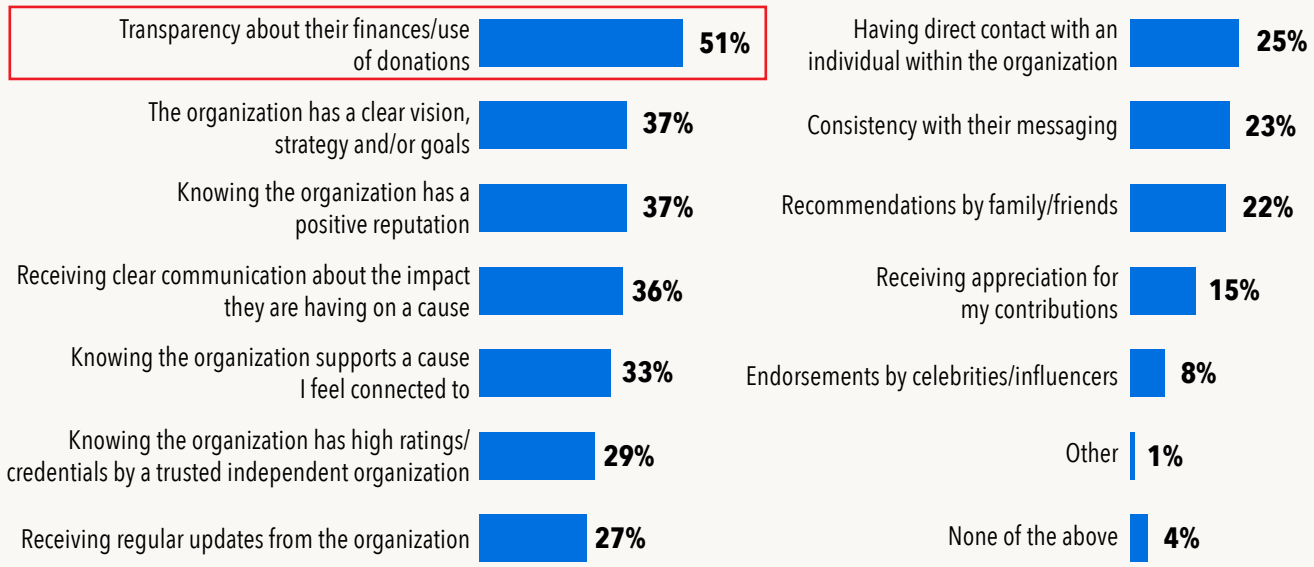
Retention is the New Acquisition: A strong stewardship mix will allow for connection with the emotional motivations for giving of these age groups, while also providing the tangible incentives they expect. These could include feel-good elements such as a thank you from program participants and for Millennials especially, communicating tangible rewards such as tax incentives to appeal to both the hearts and minds of these generations.

Trust and Expectations of Charities

Trust is an important factor for many donors when it comes to giving. Below are key insights relating to donor trust in charities and non-profit organizations and what could help to increase their levels of trust towards an organization.

- **More than eight in ten Generation Z and Millennial respondents express a high or somewhat high degree of trust in charities and non-profit organizations.**
- **Transparency about their finances or use of donations is the most commonly cited way to increase trust in charities and/or non-profit organizations** - 51% for Generation Z and Millennials.
- Other top ways Generation Z and Millennials believe organizations can increase trust is to have a clear vision, strategy or goals; knowing the organization has a positive reputation; receiving clear communication about the impact they are having on a cause; or knowing the organization supports a cause they feel connected to.

Factors to Increase Trust in Charities and/or Non-Profit Organizations



Transparency is Trust: Generation Z and Millennials expect charities and non-profit organizations to provide clarity on how their donations are being used to make change. Sharing stories of impact, annual reports, and individual donor history (particularly online or via social media) with these generations of donors will help build and maintain trust.

Engagement with Online Platforms

Millennials are typically very comfortable with digital technology, applications and software, as they are perceived to make their lives easier[8], and Generation Z has never known life without the internet.[9] Respondents were therefore asked a question around which social media/online platforms were most used amongst these generations when engaging in acts of generosity (not necessarily specific to financial donations).

- **Facebook and Instagram are the most used online platforms when engaging in acts of generosity,** with Millennial respondents more inclined to use the former and Generation Z the latter.

Online Platform Used in Engaging in an Act of Generosity (answers to an open-ended question)

	Generation		
	Generation Z 18-26	Late Millennials 27-33	Early Millennials 34-42
Facebook	23%	40%	35%
Instagram	46%	31%	17%
GoFundMe	16%	22%	16%
TikTok	23%	12%	7%
Twitter/X	5%	3%	5%
Youtube	4%	1%	4%
Other platforms/online mentions (e.g., all of them, PayPal, Reddit)	8%	7%	5%

- The most commonly selected factors that influence the choice in online platform to make a financial donation are the same across all age groups:
  - Ease of access
  - No commission or fees
  - User-friendly interface
  - Enhanced data security
  - Mobile-friendly website
  - Inclusion of information on the cause
  - Acceptance of multiple payment options

- In addition to the factors listed to the left, significantly more Generation Z than Millennial respondents state that easy social sharing, peer-to-peer fundraising, and being allowed to manage multiple donations from one account are important when choosing online platforms for generosity.

8 https://startupsmagazine.co.uk/article-why-millennials-are-ultimate-investment-technology-industry#:~:text=Technologically%20savvy,to%20make%20their%20lives%20easier.
9 https://www.insiderintelligence.com/insights/generation-z-facts/

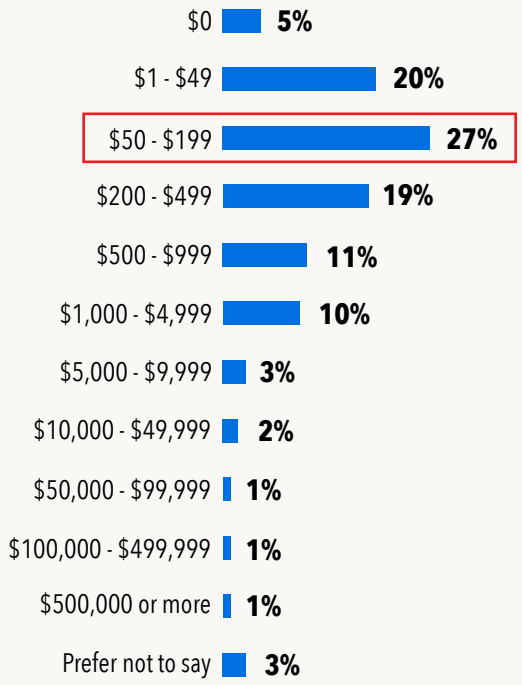
The Power of Social Media: Engagement on social media is an important element of communication for younger generations. To ensure that organizations are optimizing social media relationship building, it is important to invest in social media best practices. Some best practices to boost algorithm engagement across Instagram[10], Facebook[11] and TikTok[12] are investing in audio-visual storytelling, real-time community management, and utilizing a consistent content posting strategy. Using social channels to communicate about your organization's impact will also help increase transparency and engage younger donors.

Financial Contributions: Trends

While living through some of the most economically challenging times, Generation Z and Millennials mainly support non-profit organizations and charities through financial donations and in fact, say they would increase their financial support if they had the ability to do so.

- **The most common annual donation amount is between $50 and $199** across Generation Z (25%), Late Millennial (28%), and Early Millennial (29%) respondents.
- About half of Generation Z, Late Millennial, and Early Millennial respondents are satisfied with their own level of financial donations, while 37% feel they give too little. However, **when asked to compare their level of financial donations to others, about one-third think they give less than others**, a little more than a third (38%) feel they give the same as others, and 14% think they give more than others.

Amount of Money Given/Donated in 2022

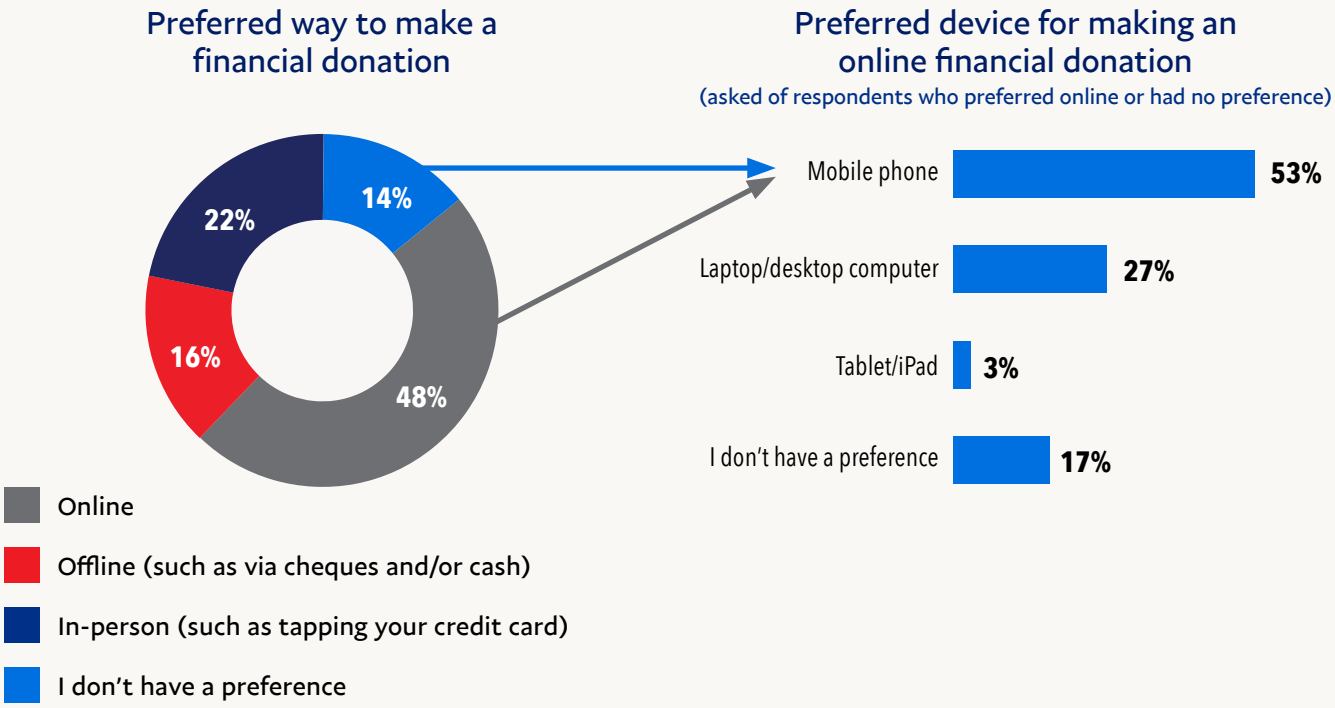


10 https://blog.hootsuite.com/instagram-algorithm/
11 https://blog.hootsuite.com/facebook-algorithm/
12 https://blog.hootsuite.com/tiktok-algorithm/

Preferred Ways to Make Donations

- Among Millennials and Generation Z respondents who donated money in 2022, **the largest proportion (48%) prefer to make a financial donation online.** Among those who prefer making an online donation or have no preference between online and offline donations, most **(53%) prefer to use a mobile phone** when making a financial donation online. A significant majority of Generation Z respondents prefer using mobile (64%) while Late Millennials' and Early Millennials' preference is more split between mobile (54% and 50% respectively) versus computer (28% and 30% respectively).
- Among those who donated money, **almost all respondents are positive about the efficiency and ease of use (93%) and easy accessibility (92%) of online giving platforms.** However, while a large majority of respondents agree that online giving platforms are safe to use and keep their data secure, less than 30% strongly agree.

Preferences for How to Make Financial Donations



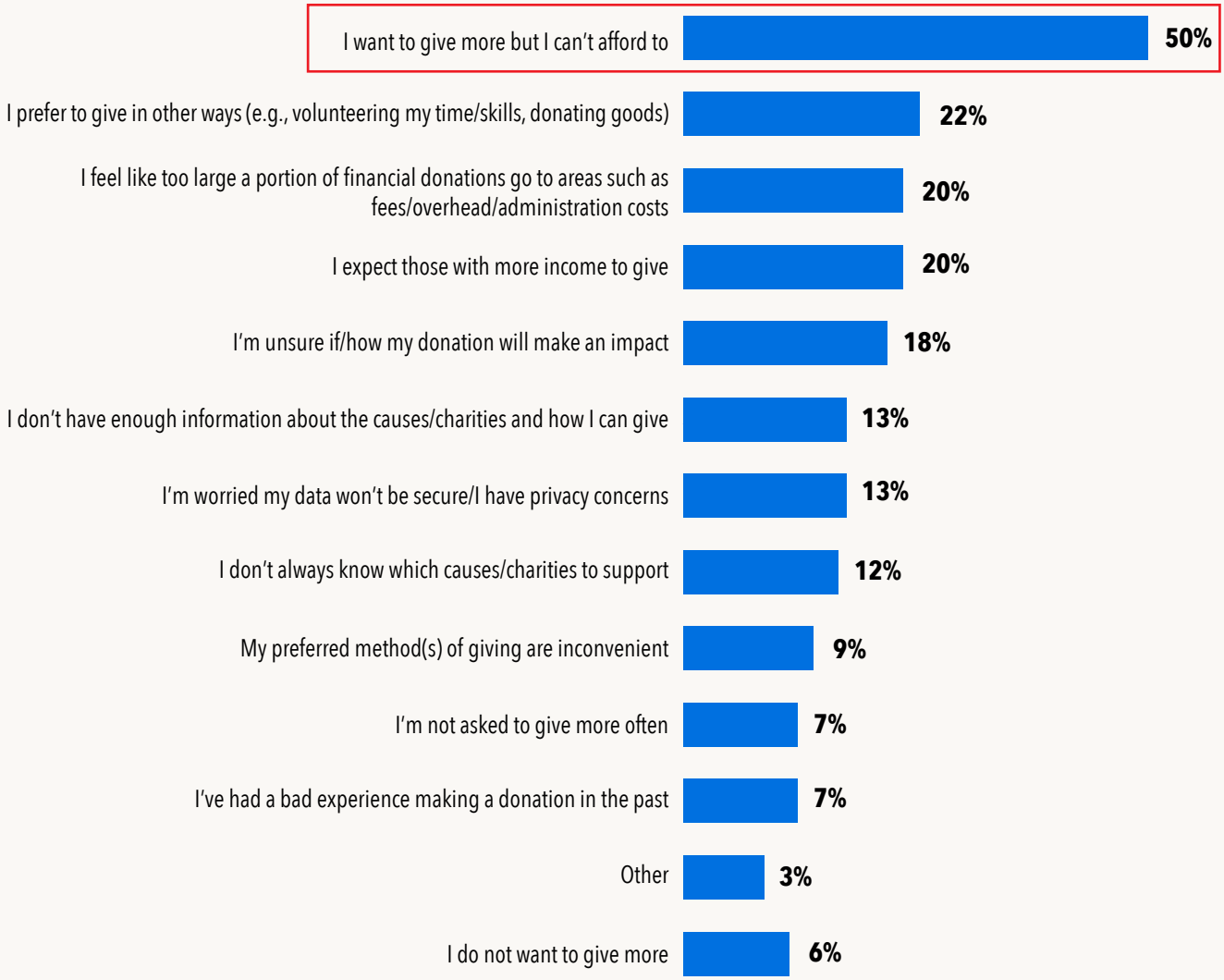
INTERESTING FACT:

Survey respondents were asked what they would do if they were given an inheritance of $1M. All generations state they would keep the greatest proportion of the money for themselves, their partners and/or dependents (51% on average). Respondents on average would give 18% of their inheritance to charities and/or non-profit organizations. However, Generation Z respondents are more willing to spread their wealth, reporting they would keep under half of their windfall on average (44% versus 56% for Early Millennials), and they would give a larger portion to charity than Early Millennials (21% versus 16%).

Barriers to Increasing Donations

- **Not being able to afford to give more is, by far, the most common barrier to increasing financial donations** with 50% of respondents indicating that this is what currently prevents them from increasing their financial donations. While they may be unable to afford to give more, Generation Z, Late Millennials, and Early Millennials find other significant ways to engage in acts of generosity, such as volunteering and making non-monetary gifts, including donating blood, or gifts in kind.

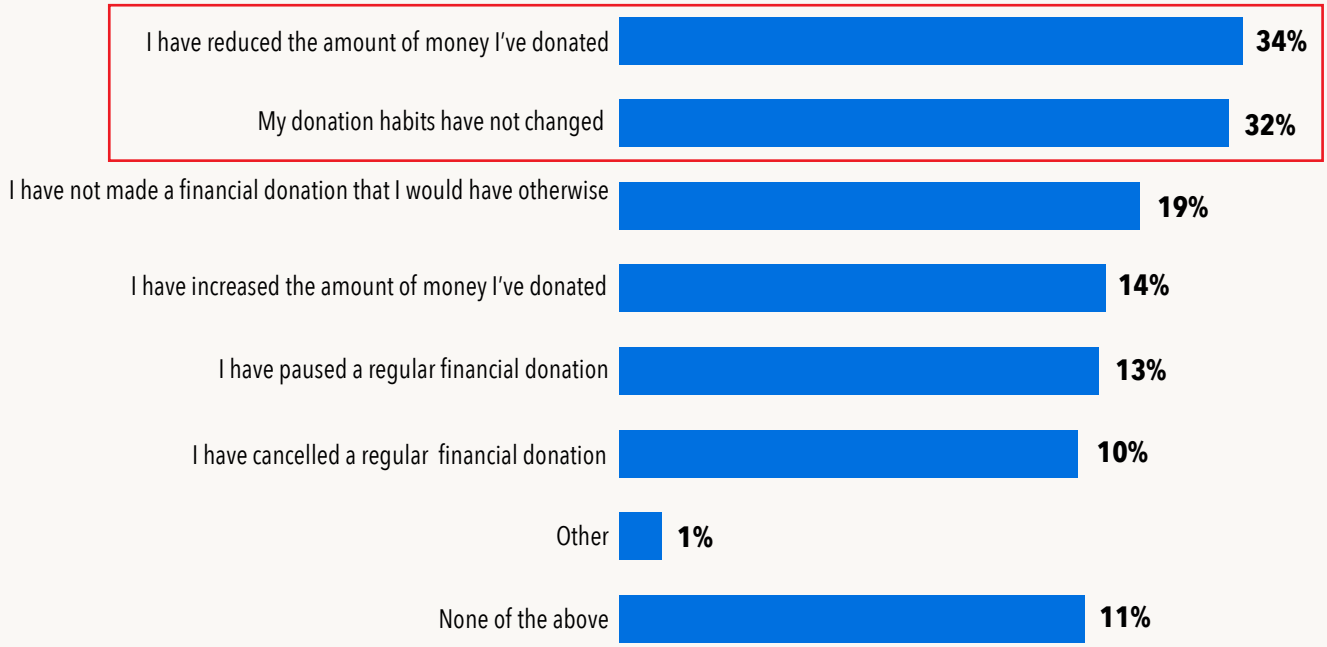
Current Barriers to Increasing Financial Donations



Changes in Financial Donations

- When asked if their financial donations have changed in the past 12 months because of economic factors, similar proportions of Generation Z, Late Millennial, and Early Millennial **respondents indicate they have reduced their financial donations or say that there has been no change** (34% and 32% respectively). Interestingly, Generation Z (27%) and Late Millennials (21%) are more inclined than Early Millennials (15%) to report not making a financial donation that they would have otherwise.

Changes in Financial Donations in Past 12 Months



Connections are Important: Even in times of economic instability, Generation Z and Millennials want to stay connected with the organizations and causes that they care about. Even if these generations have to stop donating for a period of time, it is important to continue reaching out with other opportunities for engagement such as volunteering. Keeping this connection warm, such as through social platforms where these younger generations are active, will help ensure greater lifetime value of these donors as they are likely to resume donations once they are able to.

Future Acts of Generosity

The future of giving as it relates to Generation Z and Millennials is what sparked the initial ambitions to conduct this research. These insights into the future of giving for these younger generations can support the goals of charitable organizations to further connect with these cohorts.

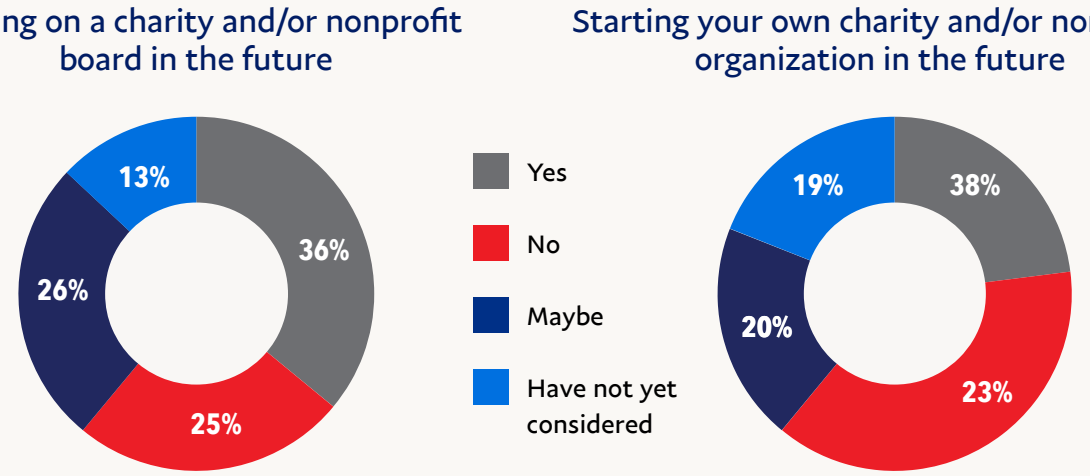
- Generation Z and Millennial respondents intend to engage in many acts of generosity and donate to various causes in 2024, and more than nine in ten (93%) of respondents from all groups plan to make a financial donation. **Millennials are less likely than Generation Z to engage in civic action, giving in kind, or volunteering**. Although, sizable proportions have plans to engage in all of these forms of activity across various causes.
- **Generation Z and Millennials report they are likely to donate more money in 2024 than in 2023.**

Estimated Annual Contributions in 2023 and 2024

	2023	2024
$0	6%	6%
$1 - $49	**27%**	19%
$50 - $199	24%	**27%**
$200 - $499	15%	16%
$500 - $999	10%	11%
$1,000 - $4,999	8%	10%
$5,000 - $9,999	2%	3%
$10,000 - $49,999	1%	2%
$50,000 - $99,999	< 1%	< 1%
$100,000 - $499,999	< 1%	< 1%
$500,000 or more	< 1%	< 1%
Prefer not to say	6%	6%

- **More than 50% of respondents show interest in serving on a charity and/or non-profit board in the future.** Nearly one-quarter (23%) of respondents say they would consider starting their own charity and/or non-profit organization in the future. It should be noted, however, that there is a significant difference between how the older and younger respondents answer these questions. **The largest proportion of Generation Z and Late Millennial respondents would consider serving on a charity or non-profit board in the future** (51% and 38% respectively), while Early Millennial respondents are split between considering serving on a charity or non-profit board versus not (30% each). Generation Z is the only group with more respondents saying they would start their own charity in the future (34%, versus 29% disinclined), and almost half of Early Millennial respondents would not (45%, versus only 17% who would).

Interest in Engaging with a Charity and/or Non-Profit Organization through Board Service or Starting One



A Seat at the Table: These generations are passionate about the causes they support and they want to stay involved through volunteering and/or donating as much as they can. Especially the younger generations are interested in finding leadership opportunities such as Board positions in charities and/or non-profit organizations.

Spotlight: Diverse Ethnocultural Expressions

While conducting this research, an important lens we wanted to ensure our data analysis included was the diversity of lived experiences as expressed in their ethnocultural identities amongst Generation Z and Millennials.

In our demographic data gathering, we asked each survey respondent to self-identify their ethnocultural identity/identities, among other factors including, but not limited to, age and gender identity. We then analyzed the survey data linked to additional identifiers to explore any possible trends among respondents who fit these identifiers.

In this Spotlight, we include initial learnings about some ethnocultural groups that can guide the exploration of emerging themes in the context of diversifying Canadian philanthropy. It is important to note that these findings represent a sample of our research participants and are not statistically representative of the ethnocultural communities discussed. Further research is needed to get a more robust understanding of their behaviours.

We share the following findings of select ethnocultural groups to offer insights that can support the charitable and/or non-profit sector to evolve their fundraising strategies and engage increasingly diverse communities[13] as donors and volunteers.

13 www150.statcan.gc.ca/n1/daily-quotidien/220908/dq220908a-eng.htm

Asian and Pacific Islander[14] Respondents (24% of total)

- More than a quarter Asian or Pacific Islander respondents cite a preference to give in other ways as alternatives to cash giving, e.g., volunteering or donating goods (26% as compared to 19% for White respondents).
- More Asian and Pacific Islander respondents (30%) value a tax receipt as an incentive for giving than other ethnocultural groups (24% White and 15% Black).

Engagement Tip

✔ Engage younger Asian and Pacific Islander donors in opportunities to give gifts in kind and other forms of alternative donations, while offering information on how a tax receipt may be obtained.

Black Respondents[15] (10% of total)

- The vast majority of Black respondents (69%) cite mobile phones as their preferred device to make a financial donation as compared to respondents from other ethnocultural groups (52% White and 51% Asian and Pacific Islander).
- 44% of Black respondents made a financial donation to an individual or group of people in the past 24 months. Furthermore, one third (33%) of Black respondents choose GoFundMe as their preferred platform for giving, and only 15% say a tax receipt is an expected reward for their donation.

Engagement Tips

✔ Consider using mobile phone messaging and mobile friendly platforms to unlock greater engagement potential with young Black donors and volunteers.

✔ Promote alternative donation methodologies such as events, raffles, or sponsorships that don't necessarily have a tax receipt option to engage and appeal to younger Black donors.

Indigenous Respondents[16] (8% of total)

- The top three causes prioritized by Indigenous respondents include Animal Welfare (52%); Arts and Culture (29%); and Crime Prevention and Criminal Justice (27%).
- More than a quarter of Indigenous respondents (26%) cite TikTok as their preferred online platform for giving.
- While their cash donations may be declining this year, a significant majority of Indigenous respondents are optimistic about engaging in volunteering (89%) and/or a form of civic action (81%) in 2024. Furthermore, 45% of Indigenous respondents would consider setting up a charity or non-profit organization in the future.

Engagement Tips

✔ Direct fundraising resources in audio-visual advertising for TikTok to engage with young Indigenous donors, who are active on the platform.

✔ Create specific calls to action that are culturally tailored to young Indigenous donors, especially when engaging in causes such as animal welfare, arts and culture, and criminal justice.

✔ Create customized opportunities for engagement of young Indigenous donors in civic action and volunteering to reach and build effective relationships.

Other Disaggregated Findings

- Respondents who identify as women express significantly higher levels of support for children's causes over the past 24 months (54%) than men (37%).
- International development ranks low as an important cause supported by male respondents (7%), and even lower among female respondents (3%) in the past 24 months.
- A large proportion of people who identify as having a disability say they support animal welfare issues (41%).
- Respondents in primarily English-speaking provinces of Canada (41%) are significantly more likely to be open to serving on a charity and/or non-profit board in the future, than respondents in Quebec (18%).
- Ethnoculturally diverse respondents (48%) are significantly more likely to be open to serving on a non-profit board in the future than White respondents (26%).

14 Asian and Pacific Islanders is a phrase describing several aggregated demographics—or multiple distinct, diverse groups of people combined into one category. "Asians" includes individuals of East, Southeast, Central, West and South Asian descent, and "Pacific Islanders" include individuals of Native Hawaiian, Samoan, Chamorro (Guamanian), Fijian, Tongan, Marshallese, Melanesian, Micronesian, and Polynesian descent. Collectively, this demographic also includes diasporic communities in Canada. www.communitycommons.org/entities/965face8-5e07-4753-a7fe-76ca5fe9dda2.

15 Self-identifying Black people of diverse ethnic backgrounds (including but not limited to African, Caribbean, South American, North American, Oceania, European or Canadian). Collectively, this demographic also includes diasporic communities in Canada.

16 "Indigenous peoples" is a collective name for the original peoples of North America and their descendants. The Canadian Constitution recognizes 3 groups of Indigenous peoples: First Nations, Inuit and Métis. These are 3 distinct peoples with unique histories, languages, cultural practices and spiritual beliefs. https://www.rcaanc-cirnac.gc.ca/eng/1100100013785/1529102490303

Unique Profiles of the Generations

While many similar trends are seen between the generations surveyed, there are some distinct differences. Below significant findings unique to each age group are highlighted to provide insights that can enhance one's understanding of these groups and inform targeted engagement with each generation.

Generation Z (Ages 18 - 26):

Of the three generations surveyed, Generation Z stands out in the range of causes they engaged with over the past 24 months as compared to Millennials. They are also more interested in engaging in philanthropy through service and non-financial giving as compared to Late and Early Millennials. Here are some interesting facts about this generation of donors through this data:

- Generation Z respondents support more varied causes than Millennials. They are more likely to support inclusion related causes such as Disability Services and Support, Human Rights, Racial Equity, and LGBTQ+ Support and Advocacy.
- Generation Z appears to be looking for a connection with the charities they support. Generation Z respondents indicate they prioritize receiving regular updates from the organization (32%) (higher than Late Millennials (29%) and Early Millennials (23%)) in helping build trust in charities and/or non-profits. More so than Millennial respondents, they are also motivated to give when they can leverage trusted sources of information to guide them, including friends and family, their faith and religious beliefs, information in the news or social media, fundraising professionals or their giving circle, and influencers or celebrities they follow.
- Generation Z likes to give in multiple ways – their preferred way of supporting social causes and/or charities and non-profit organizations is almost tied between financial donations (32%) and volunteering (30%).
- Not only are Generation Z respondents currently volunteering their time and/or skills to support social causes or charities and non-profit organizations, they are keenly interested in engaging in more meaningful ways in the future. They indicate far more interest in serving on a charity or non-profit board (51%) as compared to Early (38%) and Late Millennials (30%), and in starting their own charity or non-profit (34%) as compared to Early (25%) and Late Millennials (17%).
- In terms of their preferences for online platforms on which to engage in an act of generosity, Generation Z respondents indicate their strongest preference for Instagram (46%), followed by Facebook and TikTok (tied at 23% each).
- When it comes to financial donations, Generation Z respondents like to use platforms that allow them to manage multiple donations from one account (22%), enable donations in multiple currencies (22%), and have peer-to-peer fundraising options (21%).

Tips for Charities, Fundraisers and Non-Profit Leaders:

- Generation Z is very interested in volunteerism and charity and/or non-profit board participation. Organizations would benefit from greater and meaningful promotion of volunteerism among younger community members, including leadership development opportunities.
- Given the range of social causes Generation Z supports, organizations could be proactive in their efforts to engage this generation of donors through calls to action that present issues through an intersectional lens (e.g., racial equity and education, or gender rights and disability services and support).
- Reaching Generation Z supporters on online giving platforms and enabling them to give in numerous ways would help charities gain Generation Z donors who prefer having flexibility in their giving opportunities – from volunteering activities to peer-to-peer fundraising.

Millennials: Late Millennials & Early Millennials (Ages 27-42)

This section outlines trends from Millennial respondents including both Late and Early Millennials. Where available, key findings that were specific to either Late or Early Millennials are noted.

Overall, Millennials prefer making a financial donation over volunteering to support charities and/or non-profit organizations. They are most interested in causes supporting children and youth or animal welfare. When they give a financial donation, particularly Early Millennials, they are more interested in receiving a donation receipt for tax purposes than Generation Z.

- Of the three generations, Late and Early Millennial respondents are the least likely to volunteer their time (21% and 18% respectively), instead preferring to make a financial donation (49% and 46% respectively).
- News or social media content is less likely to motivate Early Millennials in their acts of generosity (10%) compared to Generation Z (22%) and Late Millennials (20%).
- Of all online platforms, Early Millennials' most preferred platform to engage in an act of generosity is Facebook (35%). The next top platforms for this generation are Instagram, which is tied at 17% with no platforms used, and GoFundMe (16%). Compared to Generation Z (23%), Early Millennial respondents barely use TikTok (7%) to conduct an act of online generosity. On the other hand, Late Millennial respondents are more actively giving on online platforms and their preferred platforms are similar to Generation Z, with the exception of Facebook being their top preferred platform (40%) like Early Millennials.
- Like Generation Z, Late and Early Millennial donors prefer to make online financial gifts through their mobile phones (54% and 50%, respectively). However, many of them (28% and 30%, respectively) prefer to use their laptop or desktop computer for their online donations.

Tips for Charities, Fundraisers and Non-Profit Leaders:

- Since Millennials prefer to engage in acts of generosity through social media platforms such as Facebook and Instagram, charities and non-profit organizations can leverage these social media channels to specifically engage Millennials in calls to action related to fundraising. This can help reach a range of younger donors using both mobiles and laptops to make online donations.
- Given the preference shown by Millennials towards financial donations as compared to volunteering, charities and non-profit organizations will benefit from making clear financial asks of this generation.

What's Next?

This research offers a number of interesting insights into the giving attitudes and behaviours of Generation Z and Millennials in Canada. While this report starts to develop an initial picture of younger generations' interests around giving, there is much more to be learned so the charitable and non-profit sector may prepare to fully and meaningfully engage these generations as future donors, volunteers, and leaders.

Right now, **it is clear that to reach these generations, fundraising efforts have to be centered on social media and online platforms.** The data clearly shows they are generous and care about a variety of causes. The data also shows that if they had the ability to do so, they would make greater financial contributions. However, the inability to give more due to financial constraints is not a limiting factor in their engagement with acts of generosity. They are ready to volunteer and/or engage in civic action. This is an opportunity for charities and non-profit organizations to steward meaningful relationships with these generations.

In reflecting on the research findings, some questions surface that call for further examination:

- What drives Generation Z and Millennials to give to specific causes?
- How is the increasing ethnocultural diversity of young people in Canada changing and shaping the philanthropic sector?
- Are these generations more interested in giving locally or globally?

The hope is that in the near future, the sector will have more answers to these and other questions to help charities and non-profit organizations build lasting relationships with these generations and fully explore their philanthropic potential.

References

Bechard, Melanie. "Understanding Youth and Child Civic Engagement in Canada." Rideau Hall Foundation, 24 Nov. 2022, rhf-frh.ca/understanding-youth-and-child-civic-engagement-in-canada/

Community Commons. "Asian Americans and Pacific Islanders." Community Commons, www.communitycommons.org/entities/965face8-5e07-4753-a7fe-76ca5fe9dda2. Accessed 2 Nov. 2023.

Dimock, Michael. "Defining Generations: Where Millennials End and Generation Z Begins." Pew Research Center, Pew Research Center, 17 Jan. 2019, www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/.

"Generation Z Definition & Meaning." Merriam-Webster, Merriam-Webster, www.merriam-webster.com/dictionary/Generation%20Z. Accessed 23 Oct. 2023.

GivingTuesday. "Rethinking Resilience: Insights From the Giving Ecosystem." Givingtuesday.org, 25 July 2023, www.givingtuesday.org/wp-content/uploads/2022/06/GT_2021LookBack_Report-FINAL.pdf.

Government of Canada; Crown-Indigenous Relations and Northern Affairs Canada; "Indigenous Peoples and Communities." Government of Canada; Crown-Indigenous Relations and Northern Affairs Canada, 30 Aug. 2022, www.rcaanc-cirnac.gc.ca/eng/1100100013785/1529102490303.

Government of Canada, Statistics Canada. "Canada in 2041: A Larger, More Diverse Population with Greater Differences between Regions." The Daily, 8 Sept. 2022, www150.statcan.gc.ca/n1/daily-quotidien/220908/dq220908a-eng.htm.

Flockett, Anna. "Why Millennials Are the Ultimate Investment to the Technology Industry?" Startups Magazine, startupsmagazine.co.uk/article-why-millennials-are-ultimate-investment-technology-industry. Accessed 2 Nov. 2023.

Hayes, Adam. "What Is Philanthropy? Examples, History, Benefits, and Types." Investopedia, Investopedia, 13 April 2022 www.investopedia.com/terms/p/philanthropy.asp.

Hirose, Alyssa. "2023 Instagram Algorithm Solved: How to Get Your Content Seen." Social Media Marketing & Management Dashboard, 12 April 2023, blog.hootsuite.com/instagram-algorithm/.

Meola, Andrew. "Generation Z: Latest Gen Z News, Research, Facts 2023." Insider Intelligence, 1 Jan. 2023, www.insiderintelligence.com/insights/generation-z-facts/.

Newberry, Christina. "2023 Facebook Algorithm: How to Get Your Content Seen." Social Media Marketing; Management Dashboard, 22 Feb. 2023, blog.hootsuite.com/facebook-algorithm/.

Newberry, Christina. "2023 TikTok Algorithm Explained + Tips to Go Viral." Social Media Marketing & Management Dashboard, 8 Feb. 2023, blog.hootsuite.com/tiktok-algorithm/.

PayPal Giving Fund Canada. Future of Giving: Online Across Generations, 21 June 2021, www.paypal.ca/futureofgiving.

Wikipedia. "Credible Interval." Wikipedia, Wikimedia Foundation, 28 June 2023, en.wikipedia.org/wiki/Credible_interval.

PayPal Giving Fund

AGENTSC

Certified B Corporation

www.thefutureofgiving.ca