Entrepreneurs as Philanthropists: Giving Across Generations

Entrepreneurs are committed philanthropists, but Millennial, Gen X and Baby Boomer business owners bring different attitudes, behaviors and values to charitable giving.

### Millennials
- **born 1980–2000**
- Millennial entrepreneurs are in the early stages of their careers, with **84%** employed full time. **61%** have founded more than one business.
- **$13,654**
  - Median annual donation
- **9 hours / month**
  - Average time spent volunteering
- **85%** have at least **one corporate giving program** at their business

### Gen X
- **born 1965–1979**
- Gen X entrepreneurs are in the middle or peak of their careers, with **73%** employed full time. **54%** have founded more than one business.
- **$6,200**
  - Median annual donation
- **8 hours / month**
  - Average time spent volunteering
- **58%** have at least **one corporate giving program** at their business

### Baby Boomers
- **born 1946–1964**
- Baby Boomer entrepreneurs are in or approaching retirement. **46%** are still employed full-time and **42%** plan to retire in the next five years.
- **$6,192**
  - Median annual donation
- **6 hours / month**
  - Average time spent volunteering
- **57%** have **no corporate giving program** at their business

### How do they give to charity?

<table>
<thead>
<tr>
<th>Generations</th>
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</tr>
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### Characteristics of charitable giving

- **Broadly focused**: 57% support a **wide variety** of causes
- **Narrowly focused**: 63% support a **limited number** of causes
- **Influenced by entrepreneurship**: 89% say **owning a business** has impacted their approach to charitable giving
- **Focused on their communities**: Likely to value charities that benefit their local area
- **Involved**: Almost two-thirds prefer to be **personally involved** with the charities they support
- **Narrowly focused**: 66% support a **limited number** of causes
- **Traditional and results-oriented**: Prefer to give to traditional, well-established nonprofits with a **proven track record**
- **Less active and involved**: Trust organizations to use their donations well and would rather not be personally involved

### What top value would each pass on to the next generation?

- **Generosity**
- **Empathy**
- **Taking care of family**