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.



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



Broadly focused

57% support a **wide variety of causes**



Influenced by entrepreneurship 89% say **owning a business** has impacted their approach to charitable giving

their approach to charitable giving



Hands-on

Most likely to value charities that offer **meaningful volunteer opportunities**

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.

How do they give to charity?

\$6,200 Median annual donation

8 hours / month Average time spent volunteering

58% have at least **one corporate** giving program at their business

Characteristics of charitable giving

Narrowly focused



Focused on their communities Likely to value charities that benefit their local area

63% support a **limited number of causes**

Involved

Almost two-thirds prefer to be **personally involved** with the charities they support

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











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Baby Boomers

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

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