

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.



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.



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.

How do they give to charity?

\$13,654

Median annual donation

9 hours / month

Average time spent volunteering

85% have at least **one corporate giving program** at their business

\$6,200

Median annual donation

8 hours / month

Average time spent volunteering

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

\$6,192

Median annual donation

6 hours / month

Average time spent volunteering

57% have **no corporate giving program** at their business

Characteristics of charitable giving



Broadly focused

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



Influenced by entrepreneurship

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



Hands-on

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



Narrowly focused

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



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