

# 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**