

GENEROSITY COMMISSION RESEARCH AND ANALYSIS

Jeremy Beckford, Sydney Garfinkel, Jean François (JF) Seïde, Akhtar Badshah

February 4, 2022



START
CENTER

STRATEGIC ANALYSIS,
RESEARCH & TRAINING CENTER

Department of Global Health | University of Washington

AGENDA

- Introductions
- START Overview
- Project Overview
- Methods
- Findings
- Recommendations
- Questions



INTRODUCTIONS

PROJECT TEAM



Jeremy Beckford, MPH
PhD Student, Epidemiology
Project Manager



Sydney Garfinkel
MPA Student
Research Assistant



Jean François (JF) Seïde, MPP
MS in Info Systems Student
Research Assistant



Akhtar Badshah, PHD, MS
Business & Public Policy
Faculty Lead

START OVERVIEW



Leverages leading content expertise from across the University of Washington



Provides high quality research and analytic support to the Bill & Melinda Gates Foundation and global and public health decision-makers



Provides structured mentorship and training to University of Washington graduate research assistants

PROJECT OVERVIEW

BACKGROUND

CHALLENGES

- Decreasing number of donors and volunteers
- Lower rates of participation from younger generations

OPPORTUNITIES

- To reimagine how generosity is defined and measured to better engage with people of all backgrounds

RESEARCH

- To better understand the challenges and to identify new ideas, approaches, and solution



PROJECT GOALS

- 1 What are the implications for nonprofit organizations and communities of the decline in the number of givers and volunteers?
- 2 What are the causes of recent trends in giving and volunteering? What are the possible remedies?
- 3 What is the level and social impact of new diverse forms of giving and volunteering?
- 4 Where do giving and volunteering fit among different forms of civic engagement?
- 5 What is the relationship between giving and volunteering on the one hand and a healthy democracy on the other?
- 6 How do changes in participation in giving, volunteering, and civic engagement impact social outcomes and issues such as social justice and racial and gender equity?

METHODS

METHODS

EVIDENCE MATRIX

KEY RESOURCES	Q1	Q2	Q3	Q4	Q5	Q6
Urban Institute - Nonprofit Trends and Impacts 2021	X	X				
How We Give Now - Conversations Across the United States				X		
Giving USA 2021		X				
Urban Institute - On Track to Greater Giving			X			
Sparks & Honey - The Future of Giving					X	X
Points of Light - Civic Life Today: A Millennial Perspective				X	X	X
Lily School of Philanthropy - Giving Circles are Growing Informed Philanthropists				X	X	
NYTimes Opinion - What's Better Than Charity?					X	X
Open Democracy - Why 'Mutual Aid'? - Social Solidarity, Not Charity					X	X

METHODS

SUBJECT MATTER EXPERTS

INTERVIEWS

- Provided key insights as we began searching and reviewing literature

NAME	AFFILIATION
Janell Johnson	Senior Philanthropic Advisor at Phila Engaged Giving
Scott Jackson	President and CEO at Global Impact
Beth Kanter	Trainer, Facilitator, and Author (BethKanter.org)

TRENDS IN GIVING & VOLUNTEERING

TRENDS IN GIVING & VOLUNTEERING

DECLINE IN DONORS



Donors



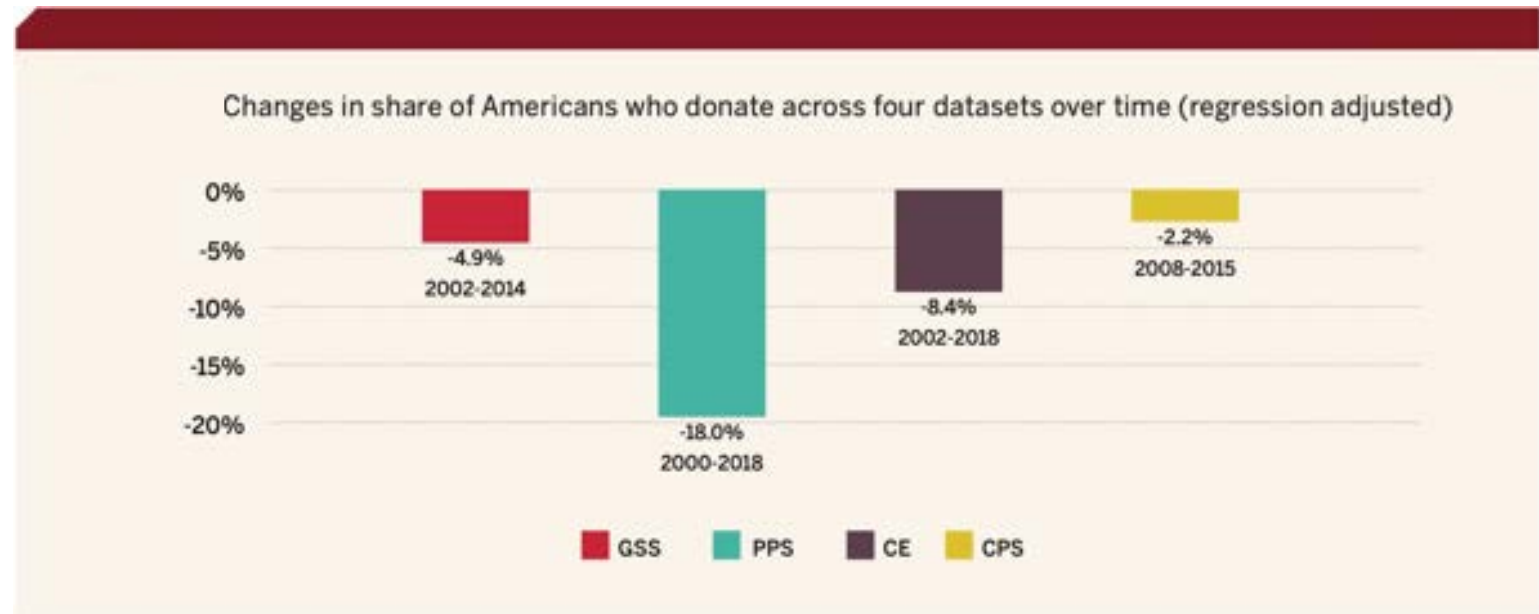
Average donation



Proportion of individual giving



Total individual donations



General Social Survey (GSS); Philanthropy Panel Study (PPS); Current Population Survey (CPS); Consumer Expenditures Survey (CE)

Source: *The Giving Environment: Understanding Pre-Pandemic Trends in Charitable Giving* (2021). Lilly Family School of Philanthropy

TRENDS IN GIVING & VOLUNTEERING

DECLINE IN DONORS



Donors



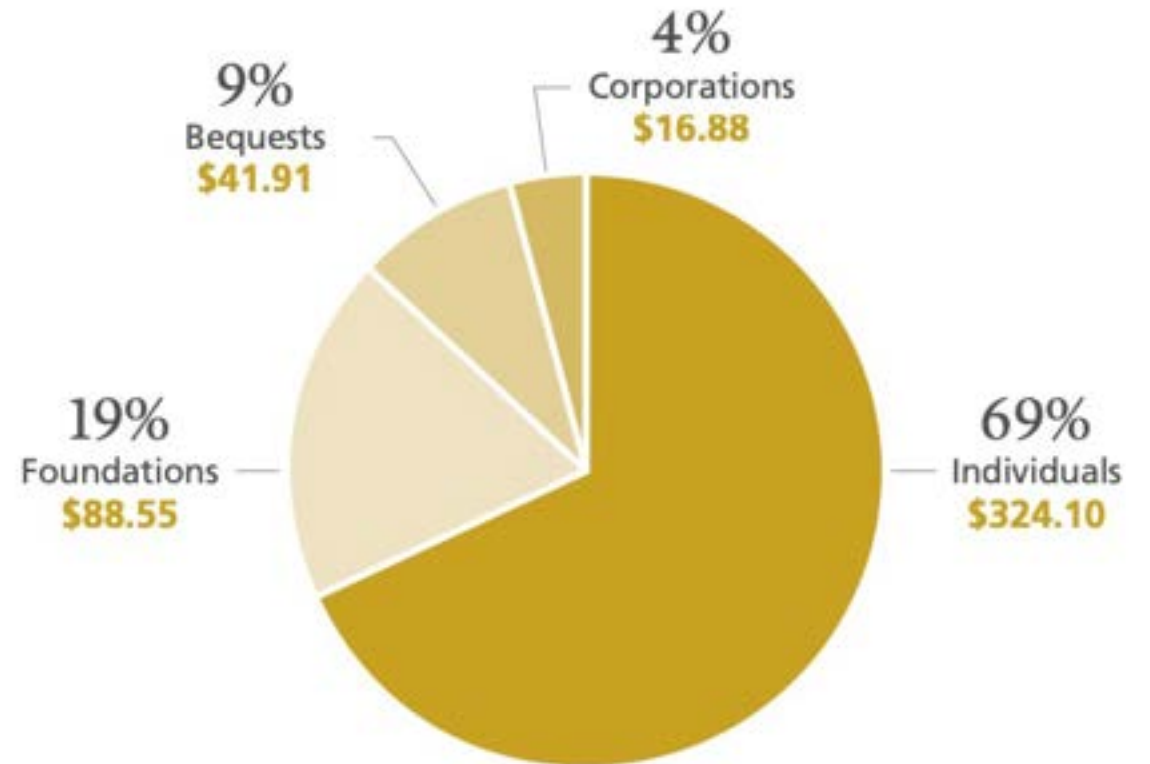
Average donation



Proportion of individual giving

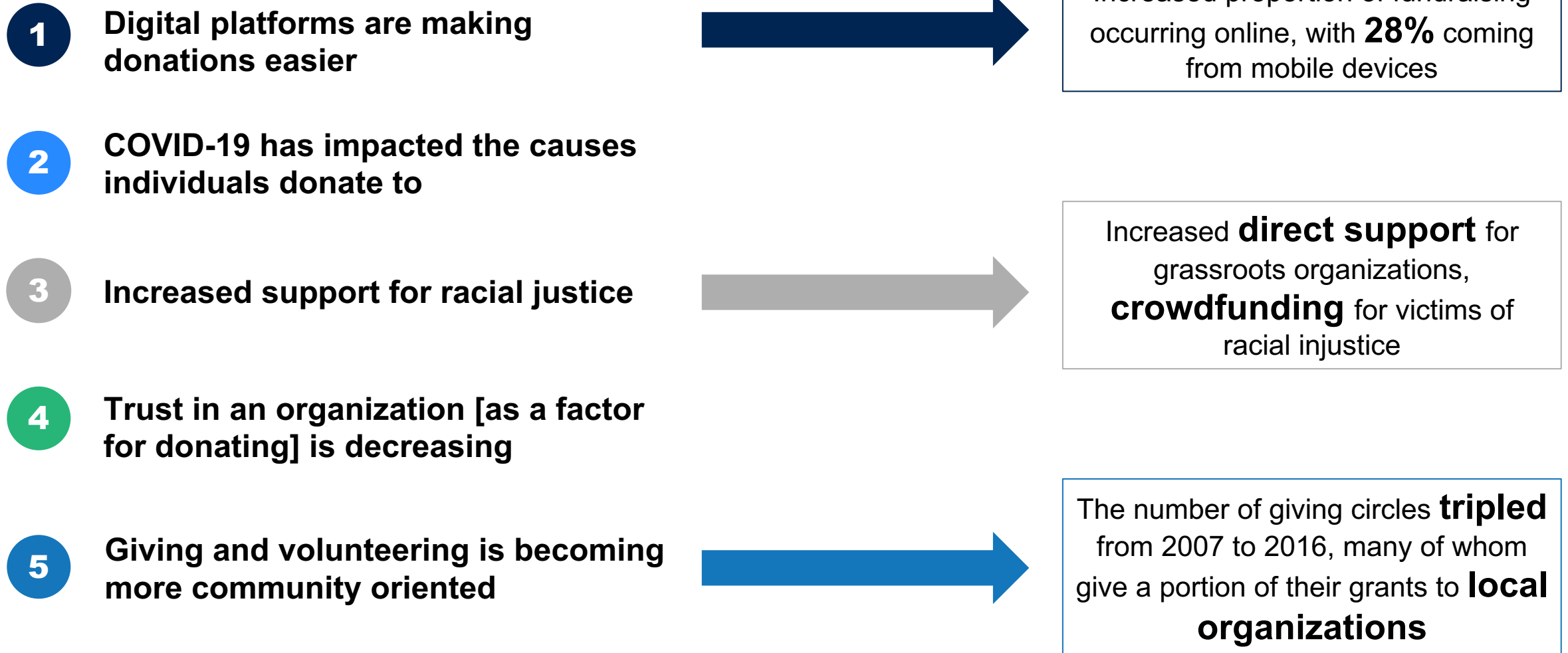


Total individual donations



Source: *Giving USA: The Annual Report on Philanthropy for the Year 2020* (2021).
Chicago: Giving USA Foundation

TRENDS IN GIVING & VOLUNTEERING



IMPLICATIONS FOR NONPROFITS

IMPLICATIONS FOR NONPROFITS

GREATER RELIANCE ON LARGE DONORS:

- 1 Higher and more concentrated charitable giving
- 2 Shift in focus from broad-based, lower dollar donations to major gift fundraising
- 3 Unequal growth between small and large nonprofits

Where Donations of \$1 Million or More Went in 2019
Chronicle of Philanthropy



Source: Maria Di Mento, "Philanthropy 50: Where They Live, Where They Give, and More," *Chronicle of Philanthropy*, February 11, 2020

THE CHANGING LANDSCAPE

THE CHANGING LANDSCAPE

MAJOR CATALYSTS:

- 1 Rising diversity and representation**
- 2 Millennials and Gen Z**
- 3 Social Media**

EFFECTS:

26% of Gen Z say they are dissatisfied with traditional charitable donations

59% of people donate because the cause or organization is personally important to them

63% of Gen Z primarily turn to social media channels for social and political issues

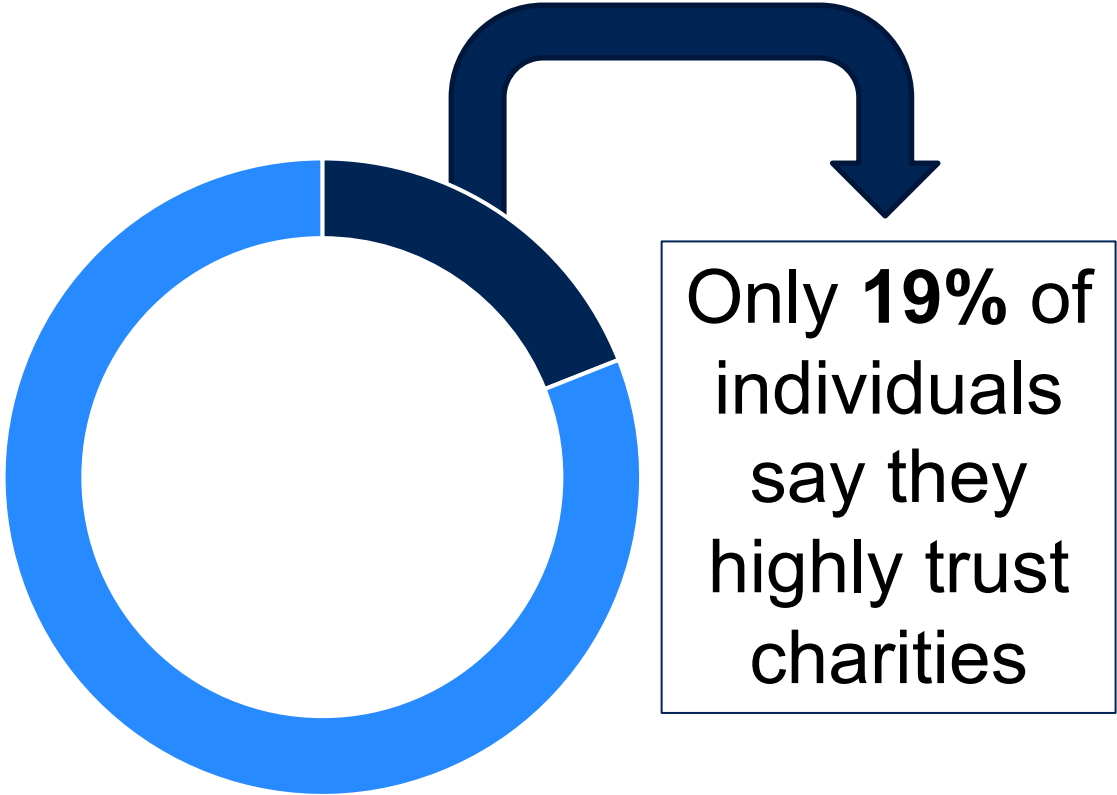
TRUST IN CHARITABLE ORGANIZATIONS



AWAY FROM:
Organizational
accomplishments



TOWARDS:
Authenticity,
urgency, emotion



DIVERSE FORMS OF GENEROSITY

DIVERSE FORMS OF GIVING

Significant shifts within the giving landscape

Technology as a major catalyst

Large gaps exist in data and information

Technology Platforms

- Crowdfunding
- Bitcoin
- Google Assistant

Conscious Consumerism

- Social Enterprises
- B Corps
- Brands as benefactors

Horizontal Giving

- Giving circles: 225% increase from 2006-2017
- Hyper local issues
- Mutual aid

Science-First Funding

- Environment & Climate Change
- COVID-19

Micro Funding

- TikTok
- Instagram
- Youth as activists

DIVERSE FORMS OF GENEROSITY

ISSUE	HOW TO ADDRESS
Poor measurement of giving levels	Revise data collection methods
Antiquated giving indicators and outcome setting	Reframe "giving" to current and nuanced understandings
Narrow scope and understanding of "what counts as giving"	Include underrepresented groups' motivations

MOTIVATIONS FOR IMPACTING SOCIAL OUTCOMES

IMPACTING SOCIAL OUTCOMES

INDIVIDUALS' PERCEPTIONS AND THEIR RESULTING ACTIONS ARE TIED TO THE URGENCY OF CURRENT SOCIETAL ISSUES

- **Issues:**
 - COVID-19 pandemic
 - Climate change
 - Social/racial justice
- **Resulting Actions:**
 - Conscious consumption
 - Rejection of traditional institutions

“Recent monetary giving to climate resilience and general economic inequality are in response to the heightened awareness about collected vulnerabilities and the urgent need to address them”

- Sparks & Honey

IMPACTING SOCIAL OUTCOMES

THE IDEA OF “GIVING ONE’S TIME” IS MORE NUANCED AND VARIED THAN OUR CURRENT UNDERSTANDING

Before →

Volunteering = Skilled & unskilled contribution through traditional or professional means

Now →

Volunteering = Time spent learning about an issue, protesting

Number of people in U.S. who said they protested, according to polls

POLL	PCT. WHO PROTESTED	IMPLIED POPULATION	POLLING PERIOD
Kaiser Family Foundation (n = 1296)	10%	26 million	June 8-14
Civis Analytics (4446)	9%	23 million	June 12-22
N.O.R.C. (1310)	7%	18 million	June 11-15
Pew (9654)	6%	15 million	June 4-10

Note: Surveys are of the adult population in the United States

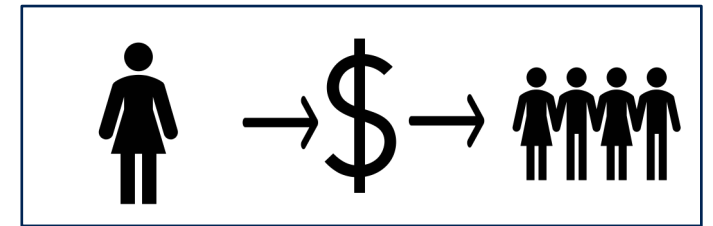
IMPACTING SOCIAL OUTCOMES

Mutual aid is fast becoming a more accessible avenue for giving

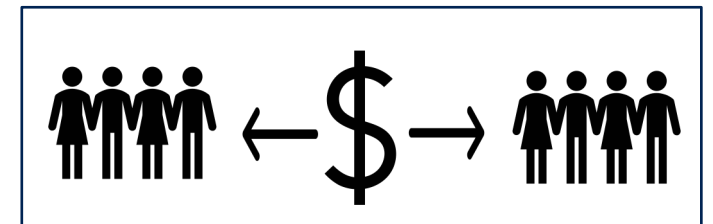


There are major differences between the types of charitable giving

Vertical



Horizontal



RECOMMENDATIONS

RECOMMENDATIONS

I. DATA COLLECTION AND SURVEYING

1

Create standardized guidelines regarding survey questionnaires to increase the ability to compare findings from different studies

2

Ensure bias is accounted for within survey sampling techniques and when drawing conclusions from research

3

Conduct additional qualitative research to better understand the intrinsic motivations behind individual giving

RECOMMENDATIONS

II. TECHNOLOGY, YOUTH & ACTIVISM

1

Invest in research that **examines how the pathways, motivations and behaviors differs** amongst individuals and groups in online giving platforms

2

Invest in **understanding diverging generational viewpoints regarding trust and impact** of nonprofit organizations.

3

Capitalize on the public's heightened activism for social and environmental issues **by partnering with the private sector**

RECOMMENDATIONS

III. RISING DIVERSITY & SOCIAL NETWORKS

1

Redefine or rescope “volunteerism” and “generosity” to capture diverse perspectives on how individuals and socioeconomic groups define these behaviors

2

Pioneer new approaches for the philanthropic community’s **understanding of civic engagement and charitable giving** – especially among an increasingly diverse population

3

Focus efforts on ways to **strengthen horizontal giving networks**: mutual aid, giving circles, collective philanthropy

QUESTIONS?

THANK YOU



START CENTER
STRATEGIC ANALYSIS,
RESEARCH & TRAINING CENTER