

GIVING AT A GLANCE

According to *Giving USA 2018: The Annual Report on Philanthropy for the Year 2017*, charitable giving by American individuals, foundations, corporations and bequests to U.S. charities exceeded \$400 billion in a single year. We explore the patterns behind this trend and the impact of giving on the next generation.

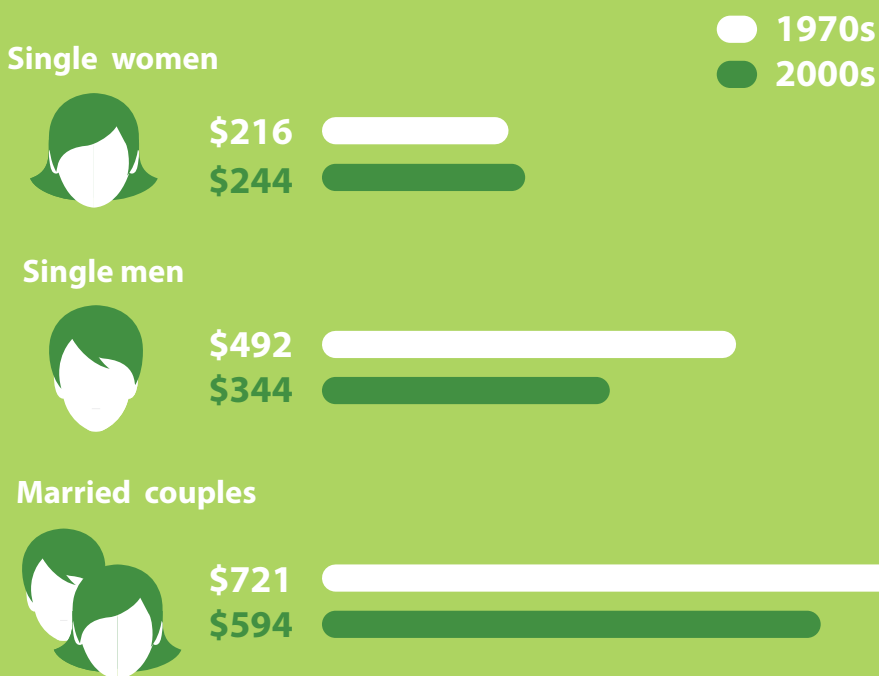


At least **70%** of all charitable contributions in the United States can be attributed to individuals



Individual giving amounted to approximately **86%** of 2017 total giving when including bequests and family foundation contributions

GIVING IN THE 1970s vs. 2000s *



IMPACT OF GIVING ON DAUGHTERS AND SONS

Parental giving is linked with an **8.7%**

increase in the likelihood that their children give

Likelihood of Giving **11.5%** for Daughters

higher if their parents give frequently vs. infrequently

Likelihood of Giving **5.4%** for Sons

higher if their parents give frequently vs. infrequently

According to the *Journal of Adolescence*, parental role modeling and talking about giving are strongly associated with children's giving. While role modeling was found to have a stronger effect on girls' giving, talking about giving had a stronger effect on boys' giving according to research from the Women's Philanthropy Institute.

No. 1 reason for millennial donors engaging in philanthropy:

"Supporting a mission or cause that I believe in and fits with my personal values"

How Can I Get Started? BBH has helped countless families with their philanthropic endeavors. Our values-based planning tools can help you get started. To learn more about the resources available, contact your relationship manager, or email us at cw&w@bbh.com.

Sources: Giving USA: The Annual Report on Philanthropy for the Year 2017 (2018). Chicago: Giving USA Foundation™; Women Give 2016: Shifting Patterns in Charitable Giving Over Time, IUPUI Women's Philanthropy Institute; Women Give 2018: Transmitting Generosity to Daughters and Sons, IUPUI Women's Philanthropy Institute. *According to Women Give 2016, "amounts are averaged over donors and non-donors. "Giving" is defined as donations to charitable organizations, and does not include giving to religious congregations. The two generations are defined as: (1) pre-Boomers, ages 25-47 in the 1970s; and (2) GenXers/Millennials, ages 25-47 in the 2000s."



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