  
FUNDRAISING PHILANTHROPY

**The Young and The Relentless**

Susan Raymond, Ph.D.

June 12, 2013

Fundraising - Corporate Social Engagement - Interactive Services | New York | London | Los Angeles | Washington DC | Boston

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 The expertise to do it right.  
The passion to see it through.

**Today's Objectives**

- Review the current philanthropic landscape: key demographics, employment, and academic trends
- Discuss background of survey and methodology
- Highlight key findings and potential implications for the future

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**The Setting**

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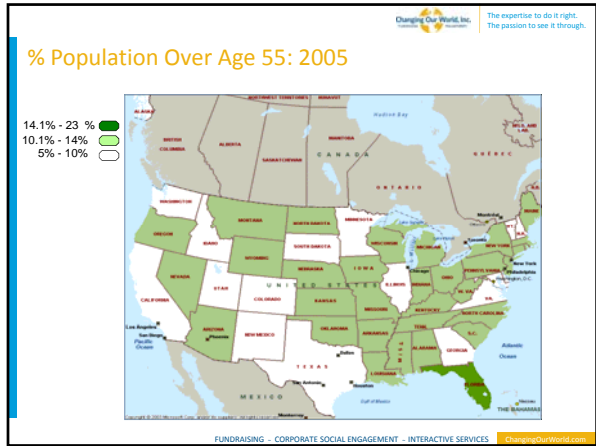
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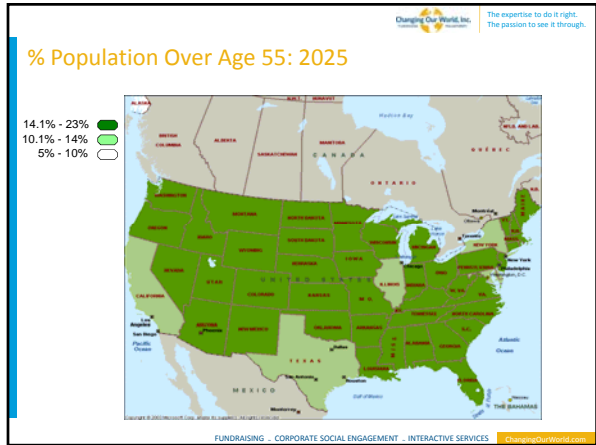
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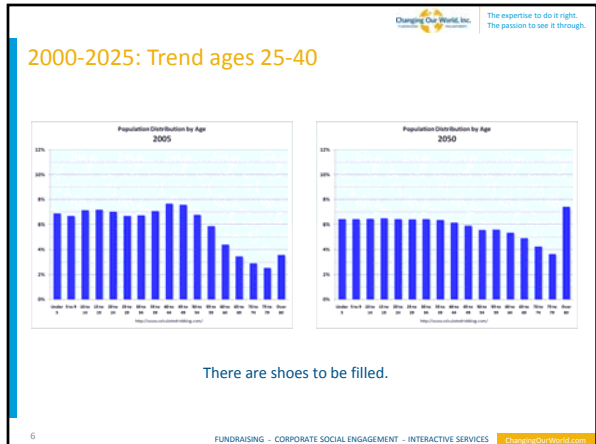
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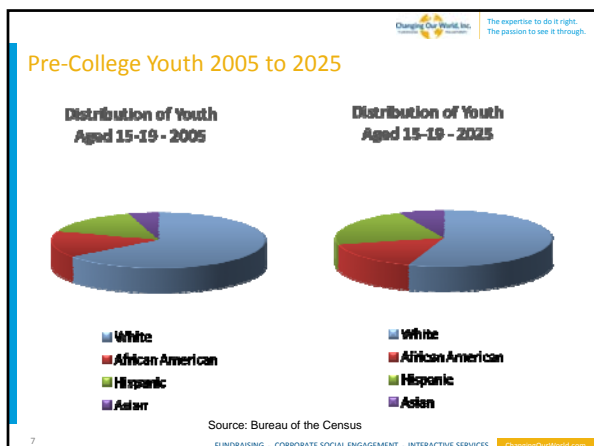
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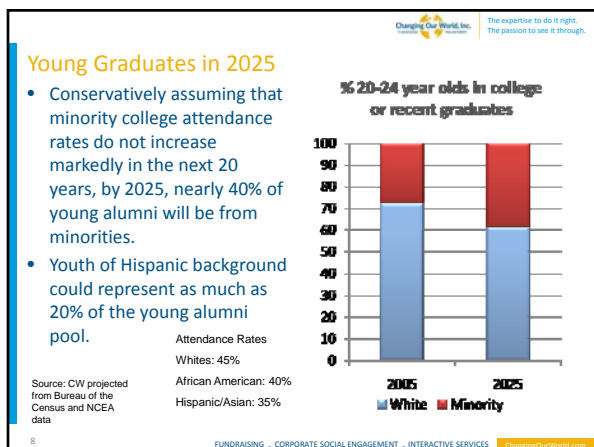
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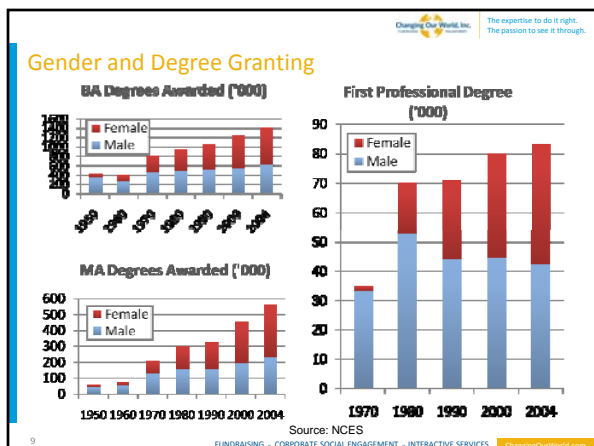
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**Growth and a Young Sector**

- Number of nonprofits has increased three-fold in the last 25 years
- 1.2 million charities; 1.4 million nonprofits
- Growing only at the median rate, 1.7 million public charities in 2015, over two thirds of which will have been formed in the 1990-2015 period

**Number of Public Charities**

Year	Number of Public Charities (Millions)
1982	0.35
1987	0.45
1992	0.55
1997	0.70
1998	0.75
2005	1.00
2015	1.70

Source: NCCS; projections by Changing Our World

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**Nonprofit employment 1985-2010**

- 1985: Nonprofit sector is 7.3% of workforce
- 2010: Nonprofit sector is 9.9% of workforce
- During the recession (Q2 2007 to Q2 2009):
  - Nonprofit jobs +2.5%
  - All jobs -3.3%

**Nonprofit Employment**

Year	Jobs in Millions
1985	7.8 M
2010	12.9 M

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**Total giving by source by five-year spans in inflation-adjusted dollars, 1970-2009**

(\$ in billions)

Five-Year Span	Individuals	Bequests	Foundations	Corporations	Total
1970-1974	475.20	57.07	43.91	29.90	\$606.08
1975-1979	511.33	40.00	31.58	29.99	\$612.81
1980-1984	549.18	44.18	27.91	30.93	\$666.30
1985-1989	631.60	52.80	33.95	31.91	\$790.36
1990-1994	670.27	67.08	55.36	35.99	\$848.70
1995-1999	828.54	52.28	58.68	54.44	\$1,075.94
2000-2004	1,077.59	115.79	159.25	66.13	\$1,418.76
2005-2009	1,179.96	127.79	194.65	76.23	\$1,577.73

Source: Giving USA

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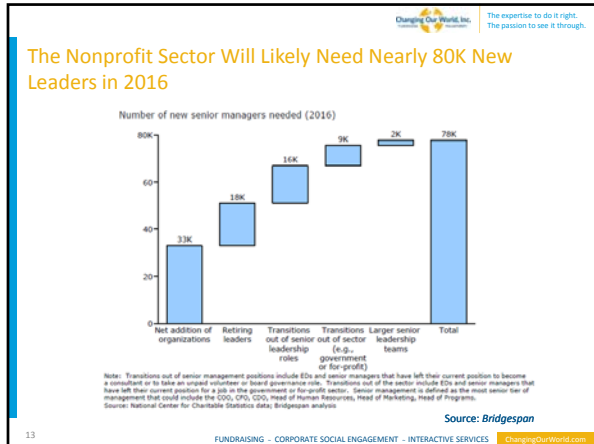
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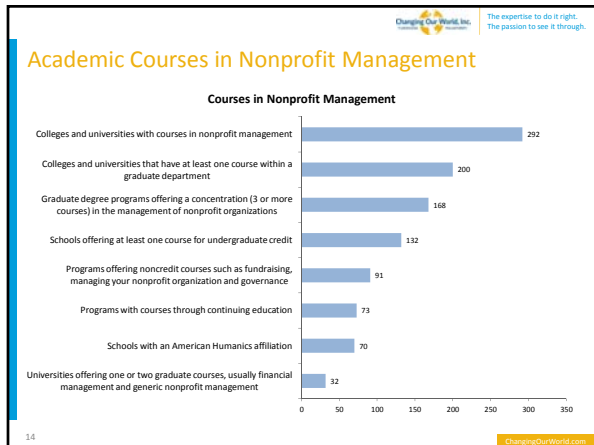
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**What the young think matters.  
So, what DO they think?**

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## Methods and Respondents

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### Methods

- Changing Our World and Future Leaders in Philanthropy created a survey in summer of 2010 to better understand young professionals or “young to the profession” professionals in the sector.
- The survey was hosted on a web-based tool and availability was broadcast through:
  - Social network outlets such as: LinkedIn, Facebook and Twitter
  - The FLiP community
  - Links on the Changing Our World website and onPhilanthropy.com
- The survey was available for completion between October 7<sup>th</sup> and November 5<sup>th</sup>
- A total of 403 individuals accessed the survey. A total of 377 individuals completed the entire document, for a completion rate of **93.5%**

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### Summary of Respondents

#### 1.1 Gender Breakdown

Reflective of the sector

Gender	Percentage
Male	24.6%
Female	75.4%

#### 1.2 Ethnicity

Reflective of the sector

Ethnicity	Percentage
American Indian/Alaskan Native	~1%
Other	~1%
Multiracial	~1%
Hispanic	~1%
Black/African American	~1%
Asian/Pacific Islander	~1%
White/Caucasian (non-Hispanic)	~94%

#### 1.4 Highest Degree Completed

Degree	Percentage
Undergraduate	~50%
Masters	~40%
High school	~5%
Other	~2%
Doctorate	~1%

#### 1.4 Employment Length

Employment Length	Percentage
10+ years	~25%
5-10 years	~25%
3-5 years	~20%
1-3 years	~15%
0-1 years	~15%

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**Where They Work and How They Got There**

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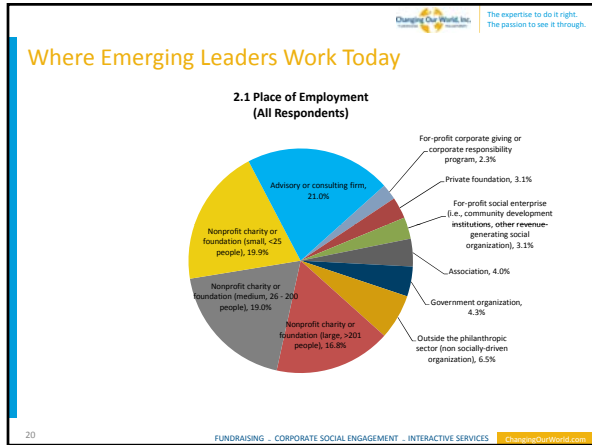
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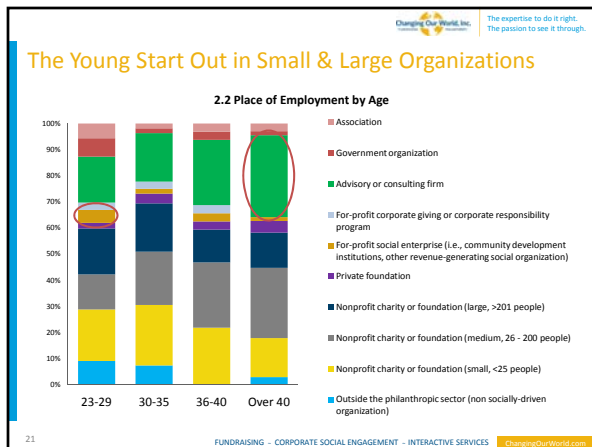
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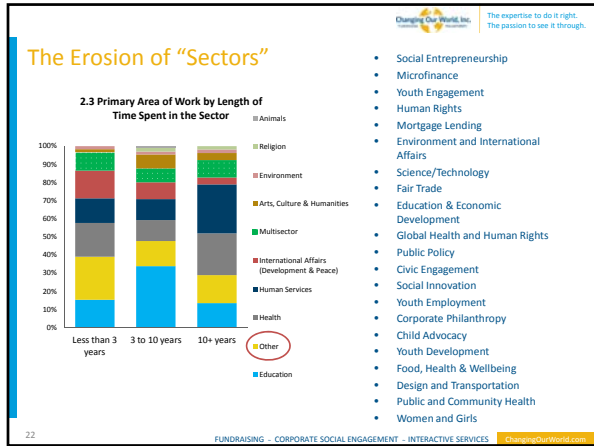
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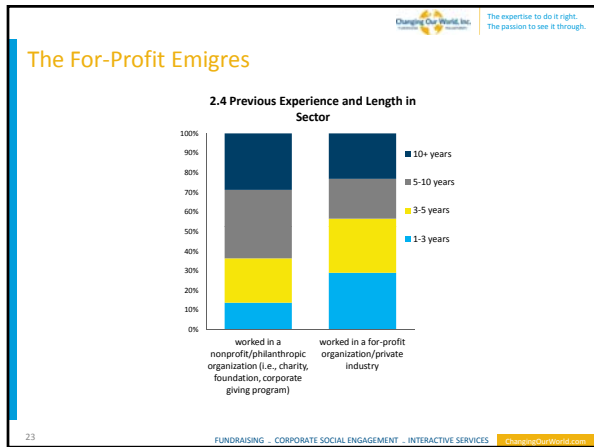
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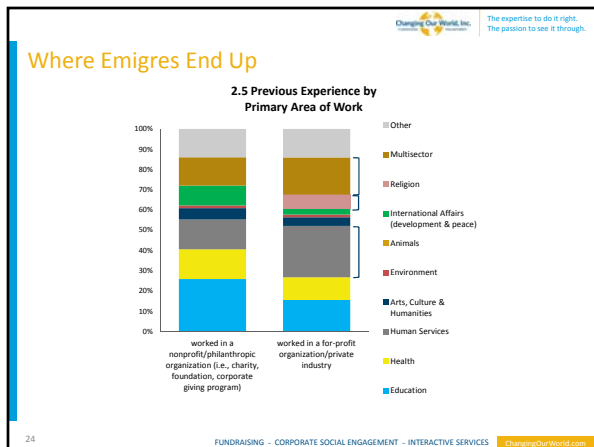
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**Changing Our World, Inc.**  
FUNDRAISING PHILANTHROPY

## Satisfaction – We Will Avoid Quoting the Rolling Stones

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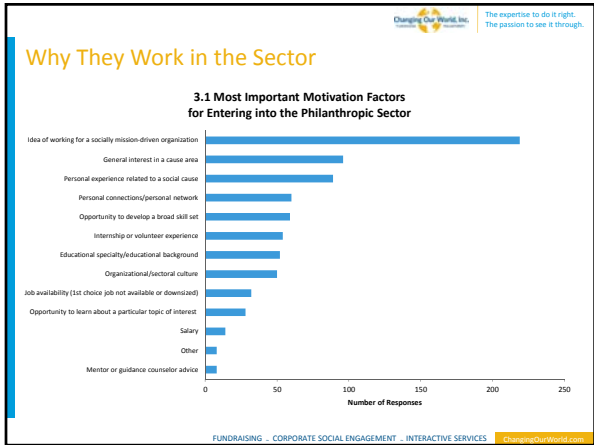
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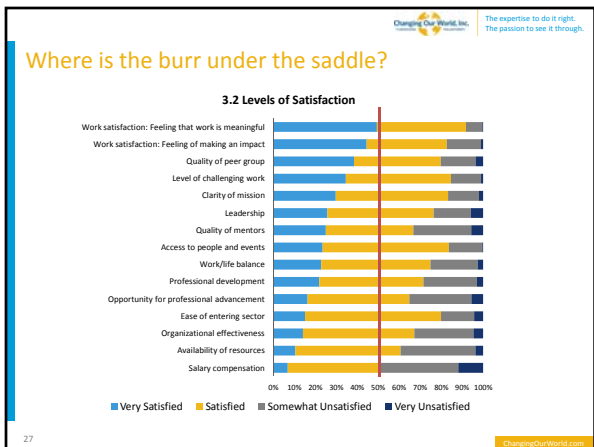
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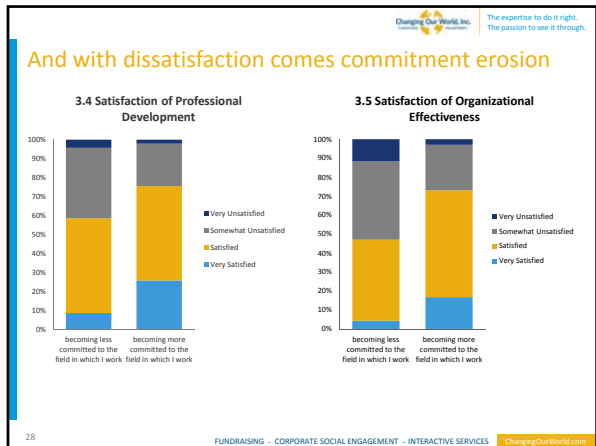
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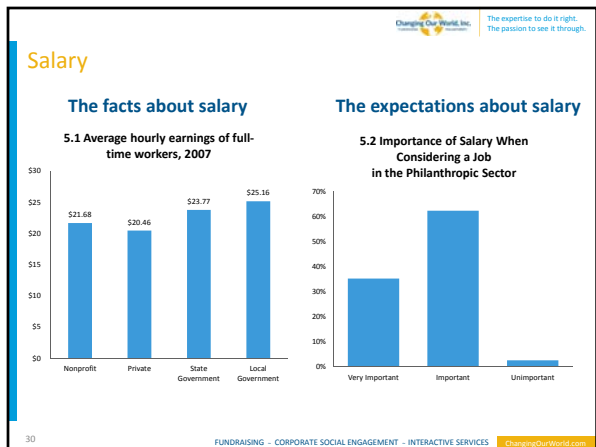
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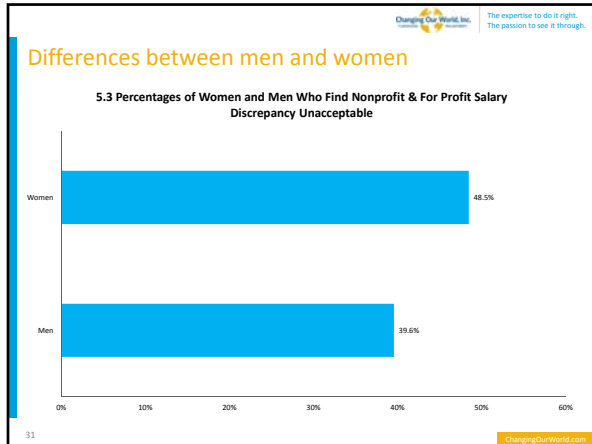
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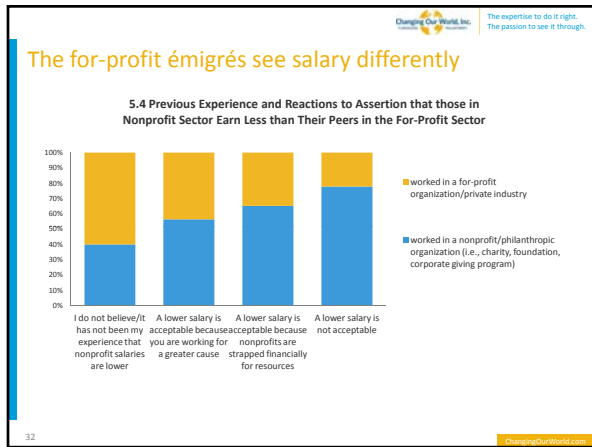
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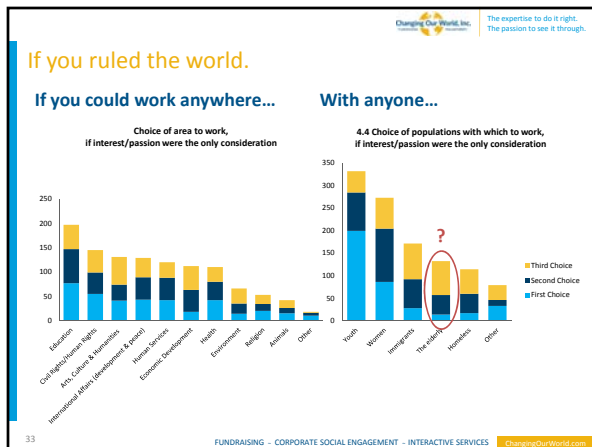
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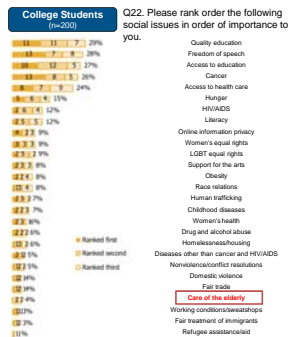
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### The problem of the elderly

- Recall the maps.
- Meals on Wheels sees the same pattern. The young do not volunteer because they do not see working with the elderly as attractive
- What can be done?



\*Social Activism 2.0: Young Adults & The Revival of The "Social" in Social Responsibility, 2009  
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### Walking the Talk: Volunteerism

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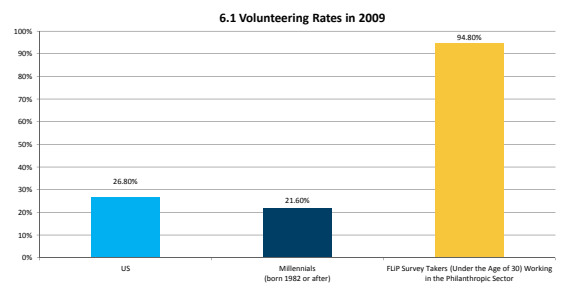
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### Graphs and commentary



Corporation for National and Community Service, Office of Research and Policy Development, *Volunteering in America 2010: National, State, and City Information*, Washington, DC, 2010, June.

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**Activists want to be social**

- Changing Our World conducted a study with TBWA\Chiat\Day, revealing that young activists want to be social:
  - Of the young people that participated 56% would be more likely to engage in social causes if they could do it with their friends
  - What makes them engage? 62% feel as if they are doing something to help; 41% receive information and feel prompted to act; 28% think it's a fun social thing to do

**2.0 ACTIVISTS**  
 2.0 Activists are Socialists who are actually heavy engagers in social causes. On top of staying informed and telling their friends about social causes, 2.0 Activists engage in several ways:

How 2.0 ACTIVISTS Engage

\*Social Activism 2.0: Young Adults & The Revival of The "Social" in Social Responsibility, 2009

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**Many Volunteer in the Areas in Which They Work**

**6.4 Area of Employment by Volunteering Cause Area**

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**In Summary**

- There is a disappearance of sector
- There are few "very satisfied"; the lesson of marketing is that anything short of the highest ranking has no brand loyalty; satisfaction and failing commitment
- Walking the talk. These are people who do commit; making that real and viable is the challenge.

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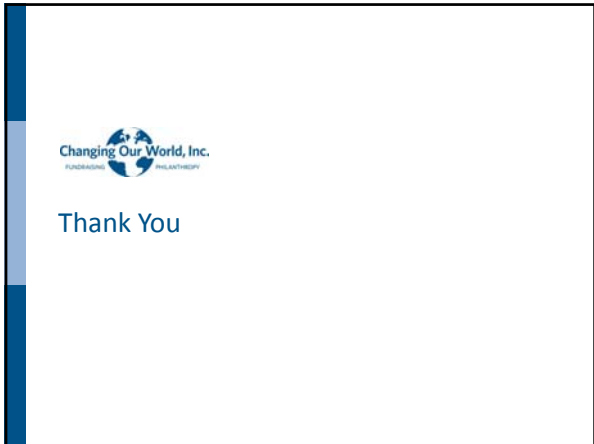
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