

2013 MILLENNIAL GIVING SURVEY

Capital Cause surveyed Millennials, mostly in the Washington, D.C. Metropolitan Area with the expressed purpose of determining the philanthropic habits of young people, 18 -35 years old. **One-hundred and eighty-two (182) unique respondents** completed the online survey, and their results are presented in this document. **Respondents** were offered incentives for completion, including **a chance to win free Capital Cause membership (one possible winner) or a free Capital Cause T-shirt (five possible recipients).**

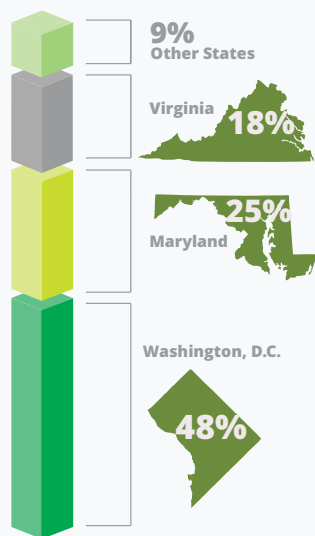
WHAT IS A YOUNG PHILANTHROPIST?

Capital Cause defines Young Philanthropists as individuals aged 21-35 that transform their communities through collective giving of their time and/or financial resources.

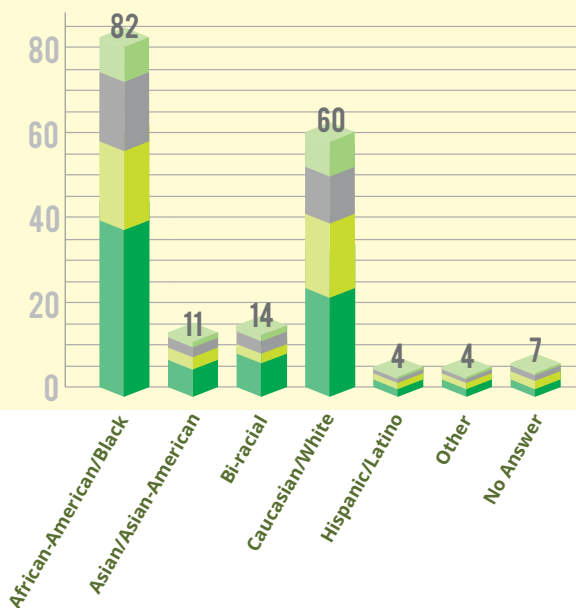
81%

Of respondents consider themselves **Young Philanthropists**

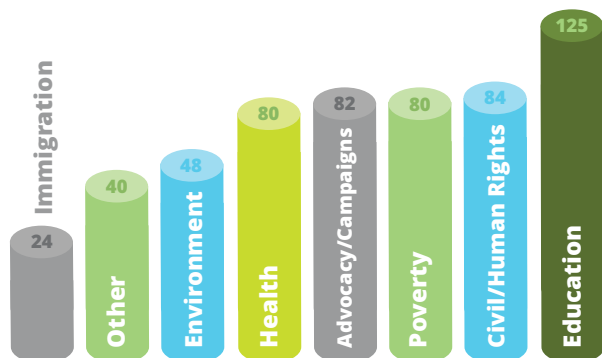
STATES REPRESENTED AMONG MILLENNIAL RESPONDENTS



RACIAL BACKGROUND OF MILLENNIAL RESPONDENTS



WHAT CAUSES DO MILLENNIALS CARE ABOUT?



#1



EDUCATION IS #1

Education was the top choice of causes that Millennials care about.

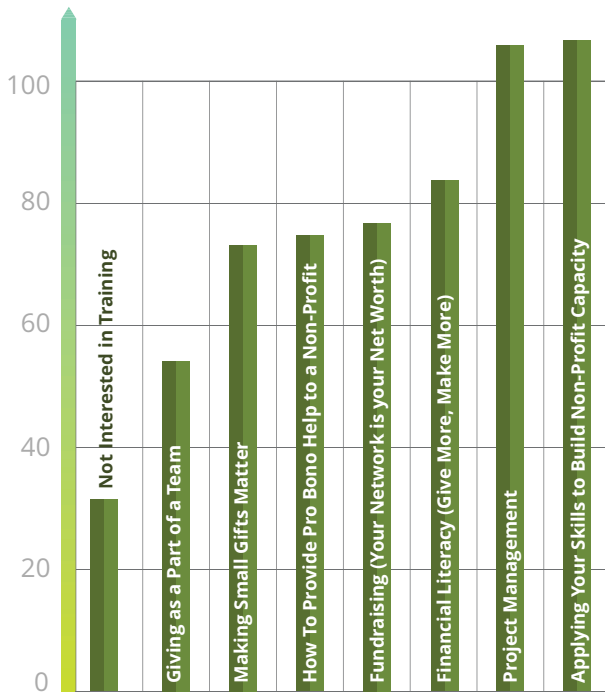
HOW WOULD MILLENNIALS LIKE TO GIVE TO ORGANIZATIONS OR CAUSES THEY CARE ABOUT?



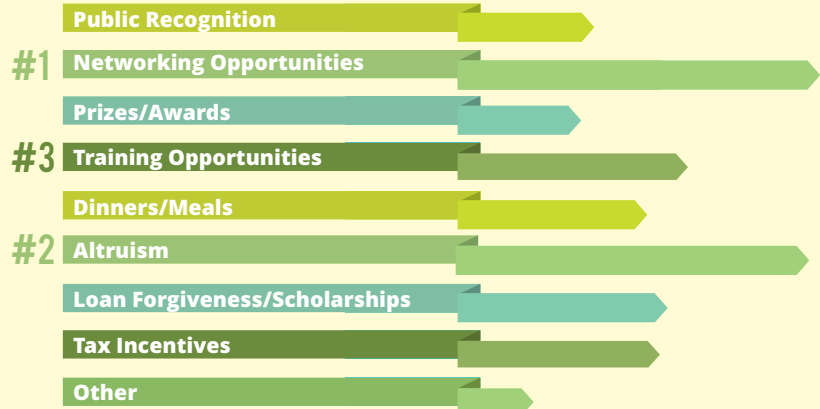
71%

SELECTED **TIME & MONEY**

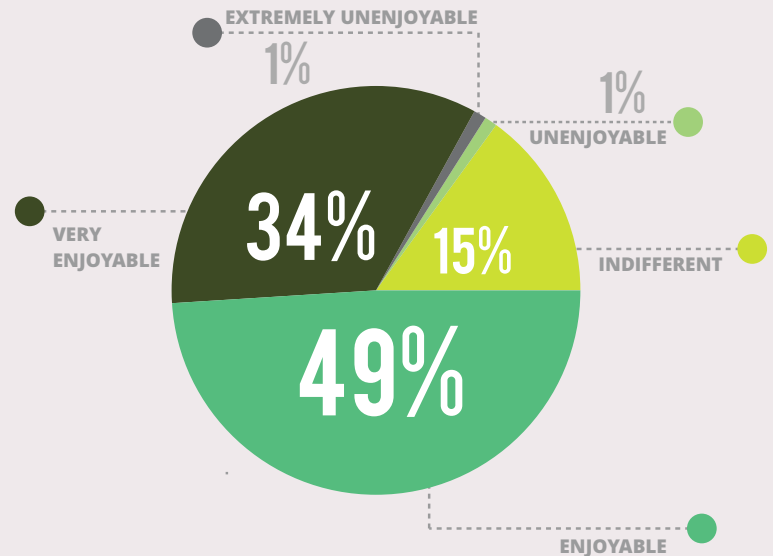
WHAT TRAINING TOPICS INTEREST MILLENNIALS?



WHAT INCENTIVES ENCOURAGE MILLENNIALS TO GIVE?



HOW MUCH DO MILLENNIALS ENJOY PRO-BONO/SKILLS-BASED VOLUNTEERING?



IN WHAT WAYS HAVE MILLENNIALS RAISED MONEY?



- Through an Event
- Through an Organization
- Individual Solicitation
- Through School/Employer

- Social Media
- Crowd-Funding
- Have not Raised Funds
- Other



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