

Beacon Collaborative

THE GIVING NEEDS OF THE FUTURE WEALTHY



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**ARTS COUNCIL
ENGLAND**



Savanta:

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FOREWORD

The world looked very different when Arts Council England commissioned Beacon Collaborative to undertake this research over a year ago. Little did we know a pandemic would have such an impact on our lives and our communities.

So much has changed in that time. While cultural organisations have been addressing the immediate challenges of the pandemic, many have also found innovative ways to continue supporting their local communities and the most vulnerable people within them.

These changes are timely and interesting in the context of this research which we commissioned. Arts Council wanted to understand what motivates the next generation of donors/givers to support arts and culture. We wanted to find out what barriers organisations might face to engaging with them, and how these could be overcome.

The research, which draws on the experiences of young wealthy individuals engaged in giving, shines a light on the perceptions that this emerging generation of donors hold. And, crucially, the findings offer some insights into the best ways for cultural organisations to engage with these new donors to provide meaningful giving experiences which can build relationships and loyalty over time.

We found that this group wants to understand how their contribution is making a difference. They want to know where their money is going, and what causes cultural organisations are engaging with in their work. They also want to understand how giving can be meaningful for them, within the scope of their busy lives: how can they help you to do your best work, and how can they engage personally, through opportunities such as volunteering.

Making the most of your relationships with these donors is essential. As we outlined in our 10 Year Strategy, [Let's Create](#), we believe that a fit for purpose cultural sector is one that leverages different sources of income to gain a greater return on public investment.

We know that donations from individuals make up the biggest proportion of donations, more than trusts and foundations, and corporate donations. Arts Council believes there is untapped potential for working with this generation of donors, if you can align your organisational priorities with their motivations for giving. Within the report you will find practical suggestions to help you do this. Please take the time to consider them carefully, and share with your colleagues, board and peers to explore how they can impact your plans for the post-pandemic recovery.

Culture and creativity will have a vital role to play in helping the country to rebuild as we begin to move beyond this crisis. Communities will need culture to recover their health and wellbeing, rebuild local economies, and bring isolated people back together. By developing relationships with these donors to support your work, you can help to make that possible, and support the people who need you most, as we move towards a brighter future.

Clare Titley

Director, Philanthropy, Arts Council England

Setting the scene: Why this is important

£5.5 trillion is set to transfer between generations in the UK by 2022 and with an increasing number of socially mobile millennials earning significant amounts of money there is the potential to tap into younger donors as major donors of the future.

There is growing evidence that social values are a major behavioural motivator for under 35s and therefore there is a strong probability that younger wealth holders will be a driving force for the future of philanthropy and social impact.

In the wider UK population, surveys suggest that fewer people report that they are giving money. However, those who do give are giving higher amounts. In order to increase giving in the UK we need to bring back the donors who are leaving and harness the generosity of those that are increasing their giving.

According to Charities Aid Foundation¹, in 2018 the total amount given to charity by the whole population remained largely the same as 2017 at £10.1 billion. Children/young people and animal welfare jointly led the list of the causes people say they donate to with 26% of people saying they gave to each of those causes in the past month.

In response to the COVID pandemic between January and June 2020, the public donated a total of £5.4 billion to charity – an increase of £800 million compared to the same period in 2019².

In other Beacon in-depth research³ into barriers to giving it was shown that younger donors show passion and commitment to charitable giving, but they are also most likely to face a series of challenges in engaging more deeply with the sector – these can be due to personal and professional overload or from dissatisfaction with how they perceive their money might be spent and the competing priorities for their money as well as fear of future financial uncertainty.

This is an audience who could really benefit from strategically applied trusted relationships with fundraisers and professional advisers. People who can help them to make the most of their giving, and create a plan for the future to help them increase their impact and engagement in a way which energises giving and is not onerous on their time.

This report highlights the experiences of young wealthy individuals in engaging with giving. It seeks to provide inspiration for encouraging this group to take a more holistic view of their own behaviour, opening the doors to more meaningful experiences with charity. It showcases how important it is to engage now with these high earners, early in their giving experience, even before they would widely be regarded as major donors, because this is an audience that has the capacity to donate more time, talent and treasure in the future. It is also crucial that fundraisers enable these young people to give in ways that are meaningful to them in order to create a positive experience of giving that will carry them through, because once life and success get in the way, giving practices can all too easily be parked or forgotten about.

¹ <https://www.cafonline.org/about-us/publications/2019-publications/uk-giving-2019>

² <https://www.cafonline.org/docs/default-source/about-us-publications/caf-uk-giving-2020-covid-19.pdf>

³ <https://www.beaconcollaborative.org.uk/reports/the-giving-experience/>

Who are the participants?

Qualitative research and analysis was conducted with a group of 27 Millennials with more than £250,000 in investable assets. 9 have investable assets over £500,000. Most are currently donating between £500 and £5,000 annually with 2 donating more than £5,000 and 3 less than £500. Additionally, 12 of the participants had volunteered in the previous 12 months.

This core audience are not yet on the radars of charitable organisations or advisory bodies in a meaningful way. They are the potential major donors of the future. These are young people who are on career paths that will set them up to be wealthy (although not ultra-wealthy) later in life. They are already donating (some more than others), and nearly all want to do more.

Most are donating across a number of charities – in the sample most were donating to around 3 charities on a regular basis (with some as many as 10+), and felt they had a committed relationship to at least 2. And all of this financial donating was often supplemented by a great deal of ad-hoc sponsorship of friends and family, volunteering and their own fundraising initiatives.

The groups we spoke with are all over Great Britain, regionally within the UK and Welsh and Scottish groups. The research shows that these wealth creators are not London centric and that the attitudes to giving and the potential to give in this demographic is spread across the UK.

These wealth earners are also, potentially, socially mobile and wealthier than family and some friends. This means that there is no learned behaviour of giving on this scale from family, which is vastly different to those who grow up with wealth.

We spoke with a counterpoint group of ultra-wealthy individuals who had family wealth, several who are deeply engaged in charity. They are very different in nearly all aspects and are not considered here as part of the core audience.

“Systemic change is deeply exciting. I don't think it's separate from a passion. In fact, I think they're absolutely interlinked...either you fund stuff that's perpetuating, or you, in very smart ways, find a way of proving that there's a completely different way of doing things. And that is massively exciting. And actually, it's a game-changer for philanthropy. It's a game-changer, more broadly, for society.”

This report focusses on the participants in the first 7 groups. Some of their profiles are:



JACK, late 30's, South East
Business owner

Jack runs his own business. Jack has given between £5,000 - £7,000 to charities in the last 12 months, including health and homeless charities. He also regularly organises fundraisers for his colleagues and friends. He has a personal income of over £100K pa.



ALEXA, early 30's, London
Engineering

In the past 12 months Alexa has donated £5,000-£7,000 to charities including the arts, hospital, homelessness, disaster relief and the environment through standing orders and donations. Alexa works for an energy company and has a household income of over £150Kpa, and assets over £500K.



SARAH, late 30's, South West
Finance

Sarah works in the finance industry with a household income of over £100K pa and assets of over £500K. Having amassed assets through inheritance, bonuses and investments, she gave between £1,000 - £2,500 to local and national charities in the last 12 months. Sarah gives via direct debits, and is also heavily involved in fundraising and volunteering.

Key findings

There are some key preconceived ideas about this generation. The main assumptions were:

- : This generation **care more** and are more likely to see charitable giving as an important part of dealing with systemic issues
- : That technology will be vital in working with and engaging millennials in their charitable giving – data is their language
- : That innovation will be key to capturing millennial's **attention**

But the reality was different

We found that there were some common underlying themes:

My charity is.... Local, personal, small scale impact to named individuals

- : Charity is going to **change an individual's life** for the better (not change the world)
- : **Activism is about awareness** of problems and political pressure, with a side note of trouble-making but not viewed as charitable
- : **Technology is an enabler** for fast and easy giving but tech and innovation are not drivers to giving and innovation in solutions is not expected from charities that they donate to
- : Donating is an activity for **after you're financially comfortable** and not a sacrifice

"I am currently in a position where my partner and I make good money so we can contribute a decent amount to charitable causes"

London

"To date my donations to charity have been mostly transactional, particularly the monthly contributions I make"

South West

"I want a cause where I can really see it's going to make a personal difference. I don't know if that's really selfish to say so I can get something out of seeing how it's changed someone's life ... I think it's really rewarding and motivating to see that impact someone's life positively and it could make you try and keep giving"

Midlands

Top 10 Key Findings

Overall, the 10 things we learned about Millennial Donors were:

01 Wealthy millennials may be frustrated about bigger issues, but they generally don't connect their giving with systems change

02 They know less than you might expect about the complexities and workings of the charity ecosystem

03 Donating is often in the moment and they are not currently seeking long term engagement

04 Wealthy millennials often use the word "impact" to describe their own experience and professional goals. So, when charities use this word, it means something different to them.

05 Giving is not a core part of their identity though some see it as playing a role later in life. It can be intensely personal and therefore difficult to talk about, or awkward to talk about with others who are not as wealthy. However, there is an intrinsic sense of pride in their giving even if they rarely articulate this publicly.

Individual fundraising however is completely different and they are very willing to talk about events and sponsorships that they have done to raise funds.

06 Giving by wealthy millennials is not structured and is more ad hoc. They don't typically have time to create that structure and it feels like hard work. They connect with charities in three settings: through work, through lifestyle activities and if they face a major life event

07 Volunteering creates an awareness that encourages more committed giving

08 For wealthy young millennials, their time is money. They see volunteering as more valuable than a financial contribution, but, that doesn't mean they understand the financial value of their volunteering commitment.

09 They aspire to give and do more, but the pathways they use are through work, business and local groups

10 Wealthy millennials use technology to make their lives easier, more convenient and more fun; they don't seek a technology solution for everything.

01. *Wealthy millennials may be frustrated about bigger issues, but they generally don't connect their giving with systems change.*

Systemic change and charitable giving are rarely considered together, instead they are seen as 2 distinct issues – one within reach and one too big for an individual to have an impact on.

This audience cares deeply about broader challenges faced by society. They take individual and family steps to change but rarely see that in the wider context of activist movements. For instance, they consider recycling to be crucial but they would not necessarily support or protest for wider environmental change. But while they do these things, they are often not thinking about the role that charity and their own charitable giving can play within this nor how this fits into the wider ecosystem of civil society.

I think we're quite a considerate household in terms of our footprint, and recycling, and trying to minimise waste...So, I hope we take it quite seriously. BLM is something that we have been involved in, but, again, not something that I would, or have donated to

South East

Organisations are failing to demonstrate linkages between actions at a local level and the effect that this can have on national or global levels. *Four factors play into this:*

- :** While they see their personal responsibilities in supporting and creating change around big issues, when it comes to charity they view their role as part of a collective – they cannot make the change on their own. However, they do not see the interconnectedness of charities and giving and often give in silos to different charities that spark interest.
- :** Systemic change is linked to either sustained change in their own behaviour (e.g. recycling, shopping ethically) whereas their charitable giving is seen more in the tangible delivery of products and service direct to the beneficiaries that they can relate to, it is relatively transactional and reactive to emotional drivers. There is no association in their minds between protest and actions – for instance they do not donate to BLM as a movement but they support programmes in the workplace for disadvantaged communities. However, they do not connect the 2 activities.
- :** Charity is often positioned as something that is geographically contained in its impact, linked directly to seeing the benefit in individuals and not wholesale change, and often highly linked to personal experiences. Therefore, local based charities were more likely to gain traction with their fundraising campaigns as donors felt a stronger emotional connection.
- :** They have a narrow definition of what charity is; it's about organisations that do immediate help to the obviously needy. Campaigning, advocacy and long-term thinking do not feature in their thinking. Causes are also narrow, often involving something that could affect them and do not include things such as arts, environment and equality.

Combined, these factors create a place for charitable giving in people's minds that feels contained and immediate – something you do in response, rarely in anticipation and with a healthy dose of emotion. Which means that each act of charitable giving happens in a silo, rarely considered in the context of their other giving behaviours or in the wider impact of charity around the world.



Personalise the stories of the linkages, how solutions can address the cause and not the symptoms, where actions fit into the bigger picture.

Create an emotional tie to the wider view of sustainable change by localising it.

02. They know less than you might expect about the complexities and workings of the charity ecosystem

This is not an expert audience, and why would they be? They are in the midst of building careers or businesses and raising young families. Time and mental availability are scarce resources in their day-to-day lives.

“When you're under real pressure, you don't think, 'What I'm going to add to my really busy day is, that I need to do something for charity today.' It's usually when you find a gap in your schedule.”

South East

This means that there are a lot of short-cuts being used and assumptions being made about how charities operate. Much of this can be seen in the ways that different terminology is used by young donors, for example:

YOU SAY, WE SAY



You: The charity sector



We: Young High Earners

What is charity?

You say...

Charity is identifying a need and a solution.

It is about creating opportunity and situations for all to prosper and be equal. Prioritising those most in need and empowering the left behind or marginalised..

We say...

Charity is about supporting those in the community.

It is about providing immediate and direct help to a pressing need. Quick and demonstrable fixes to visible problems.

What is impact?

You say...

Changing lives for the better.

Related to the beneficiary community and not the donor.

We say...

Seeing the changes I have contributed to.

Wanting to see the actual improvements my contributions have enabled.

But beyond these initial blocks on communication, it means that this audience has a knowledge gap in what charities want and need and, crucially, why. They find it hard to understand when charities try to engage at a high level with words that have different meanings in a corporate sense than to how the charity sector use them. They have also been influenced by negative media narratives about pay and behaviour in the charity sector without access to the balancing story of the good that is done.

Critically this impacts their perceptions of what charity is there to achieve. Many of the participants placed charity in the immediate crisis bracket – requiring reactive donation rather than sustained funding aimed at changing the lay of the land. There is much more appetite to support solutions to symptoms and not causes of social issues.

This can be because thinking about the scale of these issues and the potential (or not) to change the causes is too overwhelming and often those organisations doing good work are complicated and do not present their approach in a way for laypeople to understand. So, these donors revert to heart over head and give to individuals as they want to know that they have done something real and see the effects.

Importantly, the lack of understanding impacts willingness to include core-costs in their donations and leads to comparisons which are not like for like between organisations. It also creates an expectation of service and relationship that is fundamentally unachievable for most organisations, especially without core cost contributions.

A handful of the participants we spoke to had had first hand encounters with the role of charities in delivering front-line services – and it was here that a greater engagement and more sustainable relationship took root.

I was doing this job I was in the police, and, obviously, working in the services, you get to see a lot of stuff, and then you start talking about it...everything that I would have to deal with, from people with mental health, to homeless, to, you know, the air ambulance

London

The Women's Aid charity and it's a local children's charity, and I started giving to them because just by pure chance I dropped off old stuff of my kids to the charity to donate, and I had a packet of nappies, and the girl that was working there said, 'Oh, thank goodness, I've just had social work on looking for nappies for a new mum,' and I just couldn't believe that the social work were phoning the charity to try and get additional help.

Scotland



Relate to their experience by explaining the similarities and differences between private, public and charitable sector organisations. For example, be prepared to translate concepts they might express in terminology drawn from the private sector into the terminology used in the charity sector. Learning aids like animations or videos could give them a quick and easy understanding of how the charity sector works, where your organisation fits into the landscape, and how their money is used.

03. Donating is often in the moment and they are not currently seeking long term engagement

Wealthy millennials often use the word “impact” to describe their own experience and professional goals. So, when charities use this word, it means something different to them.

Donating easily, quietly but forgettable.

Charitable giving can feel very important, rewarding and needed. But these positive associations and the sense of emotional importance are often short-lived. Donating is often transactional and relatively easily forgotten about.

This leads giving to be largely led by set-up and forget direct debits and one-off transactional giving via easy-to-use text message type responses to a campaign.

This give-and-forget giving matters at first – and direct debits form a core element of much of young high earner’s giving. Giving in this way is:

- ⋮ **Immediate, consistent and easily folded into my routine** – enabling me to keep giving without thinking about it
- ⋮ **A simple solution** to ‘rebalancing’ comfort in the world
- ⋮ **Reinforcing that I am doing good in the world** – I care about having the direct debits and I don’t want to let them go
- ⋮ In an abstract sense, **important to the charity** as well
- ⋮ **What I can manage for now**, although I wish I could do more
- ⋮ Hard to let go of once started

But while there is a functional simplicity in this style of giving, it can subsume the initial emotional drivers of giving this way. Direct debits, though hard to give up, can be mentally filed away and forgotten about. Meaning they are rarely critically assessed, reviewed or looked at holistically.

I thought I'd just do the Direct Debit and that, sort of, gets me on the right side of God, and I'll go to heaven, maybe. That kind of, 'Oh, that makes me a good person'. But I can't really just find the time to do the really, like, other stuff.

South East

I do give, but I’m not a giver.

These donors do not identify as major donors now or for the future, thinking more along the lines of sense of (mostly localised and personal) community. And the words they use to describe themselves are low key and modest.

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Words they ascribe to

Supporter
Donor
Sponsor
Helper

***“It’s kind of like, teamwork, like,
we’re all in this together”***

Midlands

Words that turn them off

Trustee
Philanthropist
Patron
Activist

***“I think they’re definitely positive,
but to me, whether right or wrong,
they equate to size and that’s not
how I feel about my charity
giving...”***

Scotland

This means that when speaking about giving, these donors also prefer a more modest approach. Giving is rarely spoken about and never quantified. But they are encouraged when involved in a charity to talk about the activities of the organisation and the impact that they see. They want to talk about positive experiences and achievements but this can sometimes lead to victimisation of the beneficiaries.

When young high earners do have personal connections with the charity these are often centred around loss and difficulties and so are even harder to talk about in a social setting. However, people start to share more when they know they are with someone who has experienced the same issue and this can grow their confidence to speak to a wider audience. Events also act to open up conversations more.

(Re)creating the emotional connection to their giving.

Beyond direct debits, many of the young wealth creators we spoke to were creating a sense of emotional meaning through their giving *on their own*, rather than looking to the charity to support them in doing so.

The most rewarding thing is raising money myself, it’s quite easy to make donations, but it feels a bit impersonal. So, in the past I’ve organised race nights, quiz nights, we have a barbeque every year that we charge people to attend.

South-East

Instead, the emotional meaning in their relationships is being built via:

Their personal connection to a charity:

- ⋮ Gifting to charities that **matter in their world** – armed forces, domestic abuse
- ⋮ Using events as a group effort **‘in memory’** of a lost one
- ⋮ Causes that have **affected, or could affect, them** or a relative personally- where they can visualise themselves as potential beneficiaries.

Through pulling together:

- Attending events with friends, connections or colleagues
- Working together with friends to establish a giving group

“For me, I think, the more I did, the more I became involved and the more interest I took in the charities, the more I understood the end goal that I would like to achieve. It's one of those weird things, you can be ignorant to charities and the work they do, and other people's lives, and until you start actually taking an active interest, it kind of is off of the radar.”

South West



Establish and maintain an emotional connection with their giving that unlocks conversations about issues that often have personal resonance to the donor, and allows giving to be part of their identity. Create a sense of community and “we’re all in this together”.

04. Wealthy millennials often use the word “impact” to describe their own experience and professional goals. So, when charities use this word, it means something different to them.

Impact for this audience is personal and often small scale. It’s feeling a sense of achievement through arranging a successful charity event or knowing that a financial donation has contributed to something directly. A sense that you’ve helped change the course of an individual’s life for the better – if that’s about avoiding something terrible that happened to you / your family, or providing stand out experiences for a child nearing the end of their life – impact is understood through a very personal lens.

“... it’s all about trying to make a difference, so personally if you’ve put on an event, if that event is a success ...and once it’s running, you’re just going to feel happy that these people are putting their, as everyone else said, their time, their money, their everything towards a cause that you believe in”

North

This is not impact as charities know it, talk about it or share it.



Make impact stories simple, jargon free and obvious – use positive stories with named individuals.

Quantify the effect of a donation and then situate it in the wider picture.

Explain how complimentary interventions are needed to make sustainable impact and that their donation is a very important piece of a giant jigsaw to achieve all the SDGs/wider civil society goals.

05. Giving is not a core part of their identity though some see it as playing a role later in life. It can be intensely personal and therefore difficult to talk about, or awkward to talk about with others who are not as wealthy. However, there is an intrinsic sense of pride in their giving even if they rarely articulate this publicly.

Individual fundraising however is completely different and they are very willing to talk about events and sponsorships that they have done to raise funds.

Many young high earners don't project giving as part of their public identity – with some exceptions

Charitable giving is largely a private affair. Happening, but unspoken. There are many barriers to sharing what you're doing.

- ⋮ There's an intrinsic link to personal finance and questions about wealth that can open the door to judgement or more expectations
- ⋮ It's a hard line to tread with assumptions that others may judge you harshly for sharing
- ⋮ Sometimes an individual's connection to a charity is deeply personal, difficult to talk about and may be uncomfortable for others to hear

“Because obviously assuming somebody can make a huge donation, like, a monetary donation, it can get a bit-, It's a bit awkward to talk about and, you know, there's that thing of like 'Oh, well I've seen their name on the sheet and they're giving £50 for the night, there's that expectation that I must do the same and they know how much I earn.’”

North

“Baby loss is still quite a taboo, it certainly came on in the last few years in terms of people being a bit more open about it, and you have baby loss awareness and everything, but compared to where it was maybe even five years ago I certainly wouldn't have, even though I was giving money to that cause, I wouldn't have really felt comfortable because it's almost too emotional for me to really talk about it.”

Scotland

Giving (more) is for later.

The barriers to giving more are **time, knowledge and desire.**

Although they may not all become major donors in the future, younger wealthy givers do have an untapped desire to do more and become better givers for tomorrow. While not all will be trustees or major donors, they can see a relevance to thinking more holistically about their giving in a way that works better for the sector. Something they have often never considered before as an approach. The responses to participation in this survey suggest planned giving was not on their minds but as soon as it was seeded as an idea it was welcome and interesting to them.

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But getting to a point where they're thinking holistically about their giving is assumed to take a lot of time and effort by individuals. Either because of the implied close relationship with one organisation, the time commitment involved in researching and finding the right cause and organisation, or even the emotional toil of bundling up already existing direct debits into one donation. There is a desire to be strategic and long term but the emotional roadblocks have meant that this is deprioritised for now and assumed that it will be revisited "later".

And so many simply park this aspiration as one that is for later down the line – when the children have left home, once I'm winding down my career, then...



Wealthy young donors don't want to be seen as flashy, so bring them together with similar donors as they will really value the opportunity to meet and network. Introduce established donors to these networks so they can picture their journey to becoming a long-term, major supporter. They might also be open to discussing legacies as this fits with their long-term view of giving more later in life.

Harness the enthusiasm to talk about fundraising and give your external supporters material to use at fundraisers that helps improve awareness.

06. Giving by wealthy millennials is not structured and is more ad hoc. They don't typically have time to create that structure and it feels like hard work. They connect with charities in three settings: through work, through lifestyle activities and if they face a major life event

Much of the giving we saw among the participants was reactive, happening in the moment. Very few took a strategic lens to how they donate, preferring instead to deal with things as and when they arise. Their giving tended to be:

- **On a personal level** – an issue that impacts me / my family & friends
- **In the moment** – it happens to me, not driven by me
- **Highly emotive** – led by emotions and intrinsic rather than extrinsic thinking
- **Decided quickly** – choices are simple and rarely researched – high profile, or brought to my attention
- **Viewed in a silo** – They don't connect what they do for one charity with what they do for another – i.e. each is done on its own merits, rather than being part of a broader challenge they want to get behind

I don't think I've ever thought of a need and looked to find a charity who might address that need. I think it's more that a charity presents a story, or you read about something that a charity is profiling or raising awareness of, like a spokesman comes out with some pictures, or highlights a plight, and you think, 'Actually, that resonates,' and you'll use that charity, rather than think, 'Okay. Children. Which would be the best one to route my charity donations through?'

South East

However, the idea of more structure to help build towards a holistic approach to their giving was appealing. They had often already made use of structure creating consistency of giving via direct debits. But others are being surprised by the ways that different facets of their world can help legitimise and 'handle' giving. For this audience, two key routes to more structured giving felt important.:

- The role of the workplace
- Legacy giving

Workplace giving is an important facet of these young wealth creator's giving. Whether that's through the opportunity to take volunteer days or donation matching by the company for those motivated individuals fundraising on their own. This type of giving can certainly enhance the experience of giving for these audiences – it's part of the routine, it can feel a bit like a perk. However, while it is often easy, sometimes it can fall short of creating the meaningful relationship we know is important to create and sustain major gifting. Our participants wanted more of an opportunity to forge those relationships – whether that's through sustained relationships with local charities (rather than an annual rotation) or

importantly via pay-roll giving. Pay-roll giving feels like a pertinent solution offering participants the ability to choose and also the ability to forget – i.e. it will increase alongside my salary. Businesses have a real role to play in creating a core of giving experiences for this generation.

I'm quite lucky in that the firm that I work for are really big on corporate responsibility. So, they push quite a lot on CSR and we get, I think it's about four or five days a year, to charge our time to doing that and getting involved in national charities, local charities, giving up our time.

Midlands

Legacy giving seems a strange solution for a younger audience, but beneath the temporal mis-match there are lots of ways that it aligns. Several of the participants had made use of a will writing service provided via a charity – this not only allowed them to deal with a pressing piece of life admin, but they were able to fold in (and indeed felt happy to) their desire to do more giving later in life.

There was a fantastic way of, they write your will for you and then you write into that, you, sort of, donate some money in your will to the charity. That was fantastic because it just made me think about it, and very much the charity that had sponsored the will writing got the majority of my charitable giving of my estate.

South East



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These donors see 3 ways to greater donating; workplace, lifestyle and major life events and legacy. Structure has to come through these mechanisms. Approach each with simple and relevant building blocks to increasing giving.
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07. *Volunteering creates an awareness that encourages more committed giving*

Within the research groups there were a number of regular, committed volunteers. These individuals often had a close relationship with a charity, were empowered to speak more about what the charities were doing and were bringing more people on that giving journey with them. Acting in a way as a gate-keeper to a broader pool of other high net worth givers within their network.

I've volunteered with quite a lot of charities when I've done things, when we've, kind of, been building walls, gardening, all that kind of, stuff, and I think you go away just-, you know, there's a lot of less fortunate people out there, I guess. I'm really fortunate. I've got a job, I get a good salary and things like that, and it is just something that you can walk away with just feeling good. I like to keep in touch with a lot of charities I've worked with before, so, you know, I follow them on social media, and it's just so good to see the stories of what the money's done, or whatever I've physically given has made a difference.

South West

Offer opportunities for volunteering and donating to complement each other so that donors can volunteer on projects that they have given to.



Equip volunteers to speak out about the organisation. They are more likely to talk about their volunteering than the money that they give. Those who volunteer become more aware of the issues tackled by charities and they become more committed donors as a result.

08. For wealthy young millennials, their time is money. They see volunteering as more valuable than a financial contribution, but, that doesn't mean they understand the financial value of their volunteering commitment.

While they recognise that financial support is crucial for charities, they feel like they are not doing enough in only giving financially. The sense of effort involved in giving time creates an instinctive belief that gifting time is more valuable – for them and the charities.

Volunteering is associated with:

- Effort – both in doing and researching what they are going to do
- Sacrifice of time
- Seeing their help have an immediate impact
- Pride, pleasure

Through work, we did a day gardening at a children's hospice, which was great, and, you know, we got probably more out that we put in...We could see, we cleared out a fair few wheelbarrows through and tidied up a bit, so there's that visual impact.

South East

The implication is that they don't feel like the support they give now is as valuable and worthwhile for the organisations they are donating to as their time is.

Volunteering however is aspirational for many as they often feel locked out of this kind of relationship with a charity due to the busy-ness of their own lives. Some had even got part way down the track to establishing this relationship, only to be turned down or feel overwhelmed by the amount of paperwork involved in volunteering. All of these experiences add to the sense that establishing a relationship with a charity is very resource intensive for these givers. And contribute to the idea that this is something that's best dealt with later, when I have more time.

From a personal point of view, you know, I would love to be proactive in terms of my volunteering time, but I'll be honest, it doesn't happen as much as I'd like to. So, it is more the, yes, financial, sort of, transaction from my side.

South West

There is a huge untapped potential in these givers to do more with their time. Many do not realise that they could use their professional skills to help a charity, instead most see volunteering as something more hands-on. Those that wanted to be trustees felt that opportunities to be a trustee were few. Showing a route from volunteer to trustee would be useful, as would actively demonstrating the skills an organisation is looking for on the board of trustees.

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Additionally, individual fundraising is seen as a replacement for giving and so for those doing sponsored events etc they count the amount of sponsorship raised as their personal giving rather than any direct donation from their own wealth.



Show that you value their volunteering by using the professional skills they have invested time and money to acquire, but don't shield them from frontline volunteering. If they can experience the importance of both money and time to making change happen, they will have a reference point for the value of each. If you can, quantify the value of their volunteering to your organisation.

09. *They aspire to give and do more, but the pathways they use are through work, business and local groups*

Giving more now feels like a tricky task for young professionals. Many are giving, what feels like all the time, to a wide variety of different causes.

I donate regularly to two big charities, regular spend each month. I also then give on an ad hoc basis, that very much depends on what comes through so that might be you know, scout children packing at the local shop and I give them a little bit, then someone might be running and asking for sponsorship, then if there's a particular cause that I believe is justified or is credible that's asking for money then I'll often give to that. I've two small children so often I have to give to the school charities...

South East

To engage more closely with their giving is perhaps the ultimate goal here – to move it from a reactive moment, to a considered and thought through action. And taking steps towards this, in their eyes, needs ways of giving that fit into their existing worlds. As it stands, it feels like there are barriers in their way:

- : **Time** - work and family commitments
- : **Knowledge** – the need to know what charities need from me in real terms
- : **Desire** - overcoming the mental barriers to a commitment
- : **Fear** – feeling concern that they might be called out for not doing it right, or stand out as different from their peers

Young high earners were keen to do more, to access ways of giving that met them, on their terms. They described solutions that were tied to ideas of:

- : Telling me **what you need** from me - Approaching me with **requests and ideas**, not just simply asking for more
- : Being **transparent** about what is needed, and why, no matter how small it may seem
- : Being **direct and functional**, they're busy too

I know from my own personal experience that whenever I wanted to-, whenever I thought about supporting a charity, I personally am the one who has done the work to actually find out about it. I don't think there's been that much clear information that's been given to me.

Midlands

I think it's practical examples of what they want, or what they need. Because, I think people, like, I'm saying I haven't got time, but actually, I don't even know what they want. They might want two hours of my time every month, you know? It doesn't need to be a day a week...

South West

For many of this audience at this stage in their life £10k is seen as a major donation and that scale of giving would require a commitment that involves extensive research, meeting with a representative of the charity, perhaps seeing the work on the ground and having a deep understanding of how their money would be used. It's important to understand that these donors cannot yet see that far into the future but it is likely, that with positive engagement at smaller levels, many of them will give £10,000 gifts or more annually in their lifetime.



Collaborate for success. For example, find corporate partners who have shared values or skillsets and work with them to create opportunities to donate and volunteer. Or, connect with other charities whose work relates to yours, or who cover a different geographical area. Together you can enable wealthy millennials to volunteer locally while being part of a bigger solution.

10. Wealthy millennials use technology to make their lives easier, more convenient and more fun; they don't seek a technology solution for everything.

The young high earners saw tech as enabling quicker and more direct giving but not to enable understanding or even to innovate new fundraising methods.

However, it is important to consider the feelings of giving fatigue that this audience experience. Tech and data should enable their giving but not become another stream of requests to add to their already long and constant list or another annoying notification to be ignored on their phones. Donors want tech and data to be there as key tools when they make the decision to engage further.

Effectively they wanted to make giving to charity easier and simpler.

...it just has to be a balance between not being too incessant because people easily switch off if they feel like they're being pressured into something...charity, I just feel like is a very personal choice, if you want to make that next step into being involved in something...you have to be helped there, not told to go there.

London

Tech also had a role to play in equipping and empowering peer-to-peer networks in building a sense of community around giving – whether that's tied to a geographic location or a cause. The ability to share what you're doing without judgement is powerful.



Technology should be part of the way that charities engage with wealthy young donors, particularly mobile and social media channels. They will engage with technology that can create innovative campaigns or events that fit with their lifestyles. But, they probably won't use it for education or if it requires too much effort. Remember, technology is not a substitute for hands-on donor engagement and donor stewardship.

TOP 10 KEY FINDINGS

TOP 10 SOLUTIONS

Wealthy millennials may be frustrated about bigger issues, but they generally don't connect their giving with systems change

Personalise the stories of the linkages, how solutions can address the cause and not the symptoms, where actions fit into the bigger picture.

Create an emotional tie to the wider view of sustainable change by localising it.

They know less than you might expect about the complexities and workings of the charity ecosystem

Relate to their experience by explaining the similarities and differences between private, public and charitable sector organisations. For example, be prepared to translate concepts they might express in terminology drawn from the private sector into the terminology used in the charity sector. Learning aids like animations or videos could give them a quick and easy understanding of how the charity sector works, where your organisation fits into the landscape, and how their money is used

Donating is often in the moment and they are not currently seeking long term engagement

Establish and maintain an emotional connection with their giving that unlocks conversations about issues that often have personal resonance to the donor, and allows giving to be part of their identity. Create a sense of community and *"we're all in this together"*.

Wealthy millennials often use the word "impact" to describe their own experience and professional goals. So, when charities use this word, it means something different to them.

Make impact stories simple, jargon free and obvious – use positive stories with named individuals.

Quantify the effect of a donation and then situate it in the wider picture.

Explain how complimentary interventions are needed to make sustainable impact and that their donation is a very important piece of a giant jigsaw to achieve all the SDGs/goals.

Giving is not a core part of their identity though some see it as playing a role later in life. It can be intensely personal and therefore difficult to talk about, or awkward to talk about with others who are not as wealthy. However, there is an intrinsic

Wealthy young donors don't want to be seen as flashy, so bring them together with similar donors as they will really value the opportunity to meet and network. Introduce established donors to these networks so they can picture their journey to becoming a long-term, major supporter. They might also be

TOP 10 KEY FINDINGS

TOP 10 SOLUTIONS

sense of pride in their giving even if they rarely articulate this publicly.

Individual fundraising however is completely different and they are very willing to talk about events and sponsorships that they have done to raise funds.

open to discussing legacies as this fits with their long-term view of giving more later in life.

Harness the enthusiasm to talk about fundraising and give your external supporters material to use at fundraisers that helps improve awareness.

Giving by wealthy millennials is not structured and is more ad hoc. They don't typically have time to create that structure and it feels like hard work. They connect with charities in three settings: through work, through lifestyle activities and if they face a major life event

These donors see 3 ways to greater donating; workplace, lifestyle and major life events and legacy. Structure has to come through these mechanisms. Approach each with simple and relevant building blocks to increase giving.

Volunteering creates an awareness that encourages more committed giving

Offer opportunities for volunteering and donating to complement each other so that donors can volunteer on projects that they have given to.

For wealthy young millennials, their time is money. They see volunteering as more valuable than a financial contribution, but, that doesn't mean they understand the financial value of their volunteering commitment.

Show that you value their volunteering by using the professional skills they have invested time and money to acquire, but don't shield them from frontline volunteering. If they can experience the importance of both money and time to making change happen, they will have a reference point for the value of each. If you can, quantify the value of their volunteering to your organisation.

Also, equip volunteers to speak out about the organisation. They are more likely to talk about their volunteering than the money that they give. Those who volunteer become more aware of the issues tackled by charities and they become more committed donors as a result.

They aspire to give and do more, but the pathways they use are through work, business and local groups

Collaborate for success. For example, find corporate partners who have shared values or skillsets and work with them to create opportunities to donate and volunteer. Or, connect with other charities whose work relates to yours, or who cover a different geographical area. Together you can enable wealthy millennials to volunteer locally while being part of a bigger solution.

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Technology should be part of the way that charities engage with wealthy young donors, particularly mobile and social media channels. They will engage with technology that can create innovative campaigns or events that fit with their lifestyles. But, they probably won't use it for education or if it requires too much effort. Remember, technology is not a substitute for hands-on donor engagement and donor stewardship.



FOCUS ON ARTS AND CULTURE

Giving to arts and culture demonstrates many of the nuances of giving – both in terms of what unlocks and holds back – for the young high earners in this research.

Arts and culture to them can often feel like a grand, distant institution – assumed to be well funded, sponsored by those with a lot more wealth than them or driven by passion that they don't have. While a vital indication of a fair and functioning society, arts and culture institutions didn't instinctively feel like it's in immediate need of their help.

Equally, many participants outlined the ways that they already feel like they are kind-of giving to arts and culture via voluntary donations on the door of museums, or attending events.

COVID-19 and the resultant focus on the impact on regular people's lives threw new light onto the way arts and culture is thought about – providing a clear link to people in need through loss of income. And this humanisation provided for many a clarity around the role that arts and culture can play in impacting change for individuals whether that's through art therapy or supporting children to engage with arts and culture. These links unlock a new way of thinking about arts and culture and moved it more firmly into the spaces where charity is thought to play by these young wealth creators – something immediate, something local and something that impacts an individual's life for the better.

I think to me, the arts, sort of, industry feels like it's quite a rich industry, do you know what I mean? There are a lot of wealthy in-house donors, or people buying art work for crazy amounts. I mean, it just doesn't make sense to me, personally, but it doesn't feel like they are needy of the, you know, £100, £1,000 that I'm going to donate, probably won't do much for them.

London

I think it's the sign of quite a fair society, if the arts are invested in, and at times like this it's almost the first to go in terms of any sort of investment. But things like art therapy and things for children in hospital I think has been mentioned, which I think is really important...But I think there is a separation, like it's been said, between the more entertainment side, which we all miss, and the, you know, potentially useful utility of art helping people, the mental health side of it and things like that.

Wales

SUMMARY:

This is not a homogenous group and they often resent being treated as such or having their giving judged.

However, there are potential donors across Great Britain who want to give more, want to learn more but do not have the time to participate in lengthy communications and have often not been raised in similar wealth levels and so have not been talking and thinking about giving since they were young. Their wealth is relatively new, hard earned, will grow as their careers progress and they want to give wisely.

There is a huge potential for this group of wealth creating millennials to give more in the medium term and become major donors of the future. However, they are not able to visualise themselves in that position and so are not aspiring to reach greater giving goals.

To engage better and for longer charities need to tailor communications, innovate new events ideas and support enhanced knowledge without the learners feeling like they are at school.

Strategic collaborations between organisations across all sectors could benefit workplaces, businesses and charities when matches are done with an end goal in mind.

These donors want to be thanked for their gifts and they want to see what effect it has, but charities can do more to broaden situational awareness of how helping one person helps a community to improve civil society and achieve all of the SDGs.

Language differences are extremely apparent and detrimental to understanding and charities need to do more to support a language that has similar meaning across corporate, public and third sectors.

However, a little targeted effort to engage with these donors now has the potential to pay huge dividends in the medium term and will be well worth the effort to engage, energise and embrace these donors.

The time is now to start a journey to major donors and long term supporters by building trusted relationships between organisations and donors that are fruitful in time, talent and treasure over a sustained period.

