

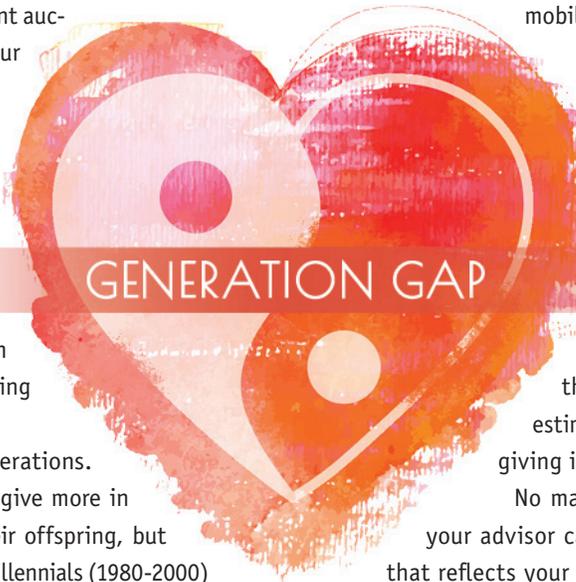
In the past, the typical giving scenario usually meant writing a check to support a local charity, most likely a place of worship or social services organization. Maybe you'd attend a fundraiser or a silent auction. The donation reflected your values and addressed specific needs in the place you called home. Grandma donated to her church every month, and dad wrote a check to support local veterans. Even today, most baby boomers (1946-1964) and members of the silent generation (1925-1945) still give back by giving money directly.

Fast forward a couple of generations. Boomers and their predecessors give more in terms of dollar amount than their offspring, but Gen Xers (1965-1979) and Gen Y/millennials (1980-2000) are poised to eclipse those amounts as their parents and grandparents age. As they do, however, where and how they

give is definitely changing. They might hear about a cause on Facebook, check out the organization's website and watch a video. If the message is inspiring, they will probably use a mobile phone to donate on the spot.

Today, millennials are on track to become the most generous generation in history. One survey found that this generation was particularly interested in opportunities that fit with their activist energy and desire to lead meaningful change. Once they pay off their student debt and inherit an estimated \$30 trillion, their charitable giving is expected to skyrocket.

No matter what generation you're in, your advisor can help you craft a giving plan that reflects your values – including where, when and how you want to give – while potentially saving on taxes. What's your giving style? [W](#)



HOW CHARITABLE GIVING HAS CHANGED

SILENT GENERATION/BOOMERS 1925 – 1964	GEN X AND MILLENNIALS 1965 – 2000
Giving is planned.	Giving can be random, even spontaneous.
They handwrite a check.	They give online or via mobile phone.
Focus is local.	Giving has no political or geographical boundaries.
They want to help their community.	They want to change the world.
They tend to donate money.	They donate time and money.
They choose a cause and stick with it, usually based on their values.	Their giving habits are peer-motivated, and they want to spread the word.
They respond to multiple channels, but mostly direct mail, email and some social media.	Email is losing steam; donors respond to requests via social media, crowdfunding or from people they know.

According to Blackbaud's 2018 The Next Generation of American Giving report, boomers and Gen Xers contribute 41% (\$58.6 billion) and 23% (\$32.9 billion) of total giving, respectively, compared to 14% (\$20.1 billion) by millennials.

Sources: generosityforlife.org; thenonprofittimes.com; cbsnews.com; nonprofitpro.com; forbes.com; genhq.com; The Future of Philanthropy, Fidelity Charitable; Generational Differences in Philanthropic Giving, Sobel & Co. | While we are familiar with the tax provisions of the issues presented herein, we are not qualified to render advice on tax matters. You should discuss tax or legal matters with the appropriate professional.