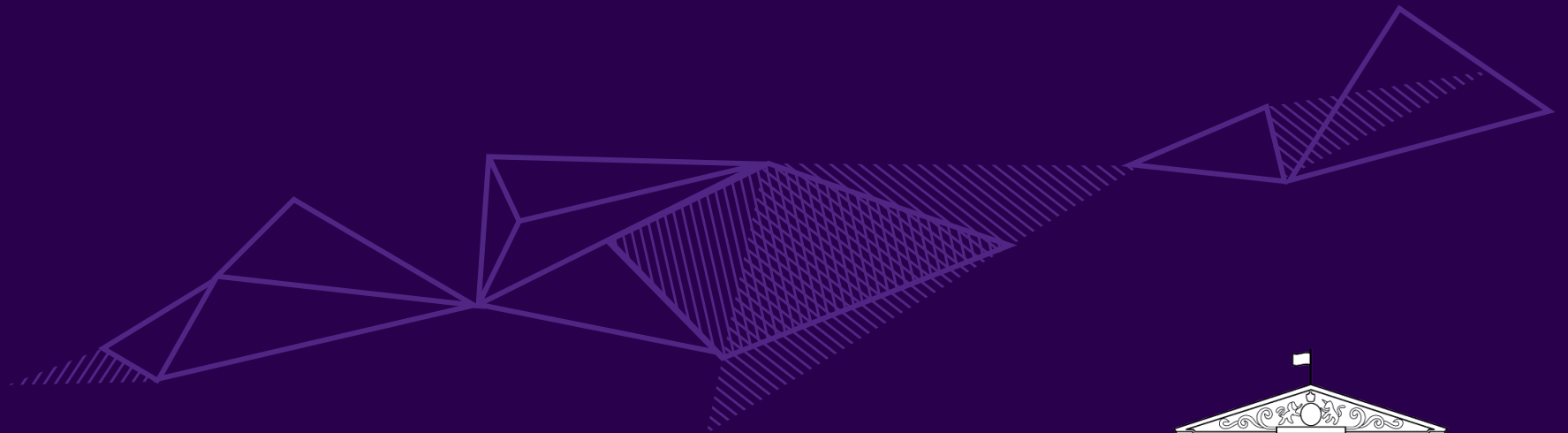


How Canadian Millennials Give

**RESEARCH MADE POSSIBLE BY
THE RIDEAU HALL FOUNDATION**

JANUARY 2018



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Executive summary

- The **social values profile of Millennials** who give to charitable causes indicates that this is a group motivated by: having *choice and personal control*; making decisions based on *logic and reason*; a desire to *make a difference* and achieve measurable results; a desire to be *personally involved* and experience the impact of their gift; and wanting to see benefits at the *local community level*.
- The results of the focus groups with Millennials confirm that for many, **giving is an interaction**; they are not content to give and walk away. They appear to be searching for connection, and welcome the intensity of direct and personal giving experiences (i.e., giving directly to the person in need).
 - This suggests an opportunity for organizations to **improve their engagement** with Millennials, to motivate financial donations but also to access their “time and talent” (i.e., activate volunteerism).
- The rational/logical side of these Millennials means that they are also looking for **evidence** of the impact of their donation. There is a fair amount of skepticism that donations are currently being used to fully benefit those who need it.

Executive summary (continued)

- **Giving appears to be a learned behaviour.** Millennials' giving habits often become ingrained in childhood - as do the associated social values. While Millennials themselves are now beyond childhood, there is an opportunity to engage with them as parents (as they negotiate the childrearing years), encouraging them to provide their children with giving experiences like they themselves had.
- When we understand what motivates Millennials to give, we are **better equipped to communicate with them** in a relevant and productive way. Ultimately, the results suggest that Millennials don't have a dramatically different orientation towards charitable giving, but do have unique perspectives on the topic. Thus, strategies designed to communicate with Millennials should take into account what they want from their giving experience.

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Background and objectives

Project background

- The Rideau Hall Foundation is undertaking the Giving Behaviour Project to deepen our understanding of the **factors that motivate Canadians to give**, and the barriers that may limit their ability to do so.
- One desired focus for the project is **Millennials**, as the future of charitable giving in Canada.
- Environics has developed a unique social values-based segmentation of Millennials. It was used as the starting point for **exploring the social values which impact giving behaviour**.

Millennials were born
1980-1995

In 2017, they are between
22 and 37 years old

Meet the Canadian Millennials

Environics has identified six different “tribes” of Millennials who are defined by their social values (see Appendix for more detailed profiles).

BROs and BRITTANYs – 38% of millennials



These are the “mainstream.” Young urban and suburban Millennials not looking to change the world. They start their day with a cup of Tim’s and end it with a beer. They are enthusiastic users of technology.

ENGAGED IDEALISTS – 19% of millennials



Popular archetypes of Millennials are based on this type. Skewed female and in B.C., they are socially aware and engaged. They tend to hold progressive values and are ambitious. Highly connected and heavy tech users.

NEW TRADITIONALISTS – 10% of millennials



Being spiritual and religious, this segment believes in a traditional family structure and have a more conservative mindset. They are practical consumers who watch their money, and have a low need for status recognition.

CRITICAL COUNTERCULTURE – 4% of millennials



These Millennials are civic-minded, ethical consumers, with a global consciousness. They are skeptical of advertising and approach consumption in a more utilitarian fashion.

DIVERSE STRIVERS – 10% of millennials



They love crowds, attention and pursue intensity in all they do. They are connected to their communities, believe in duty and want to get ahead. They also love to spend money, caring about their appearance and wanting brand-name products.

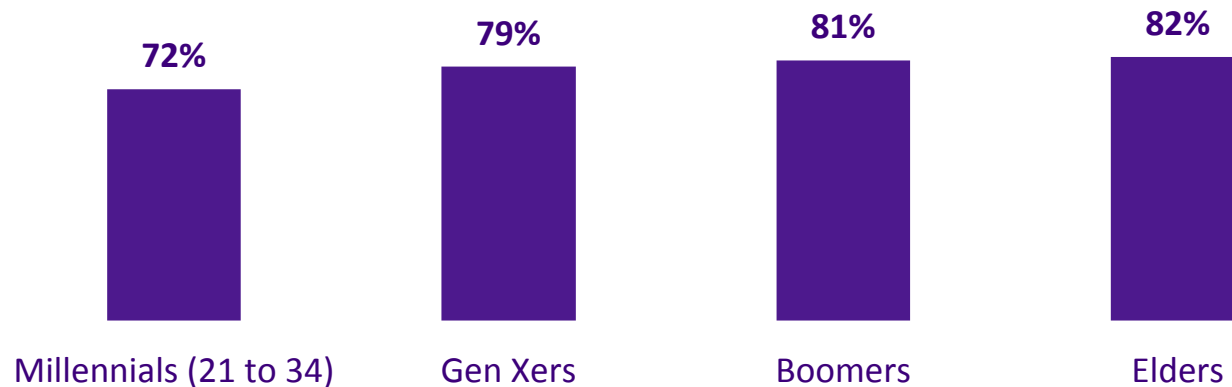
LONE WOLVES – 19% of millennials



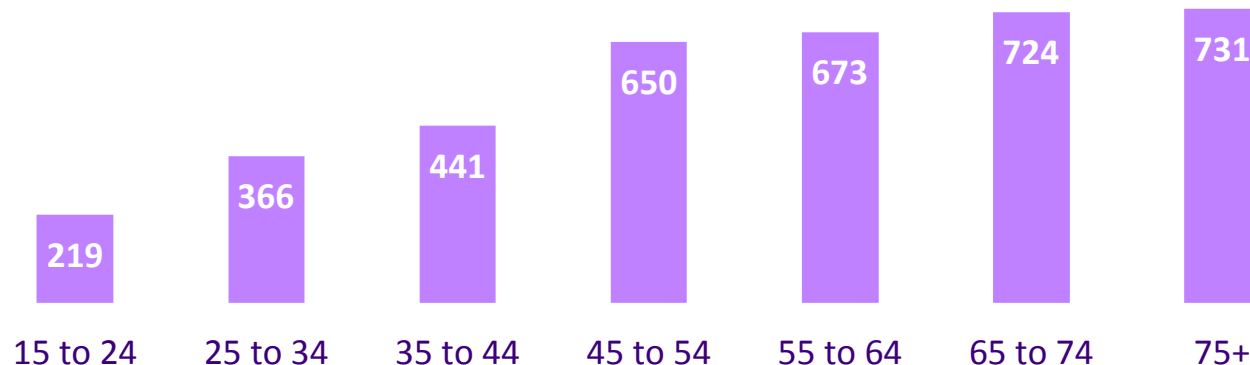
This segment actively disengages from society and rejects authority. They are rebelling *without* a cause. They are simply skeptical about the world and what it has to offer.

It is well-known that likelihood to donate and donation amounts increase with age

Charitable donation in past 12 months



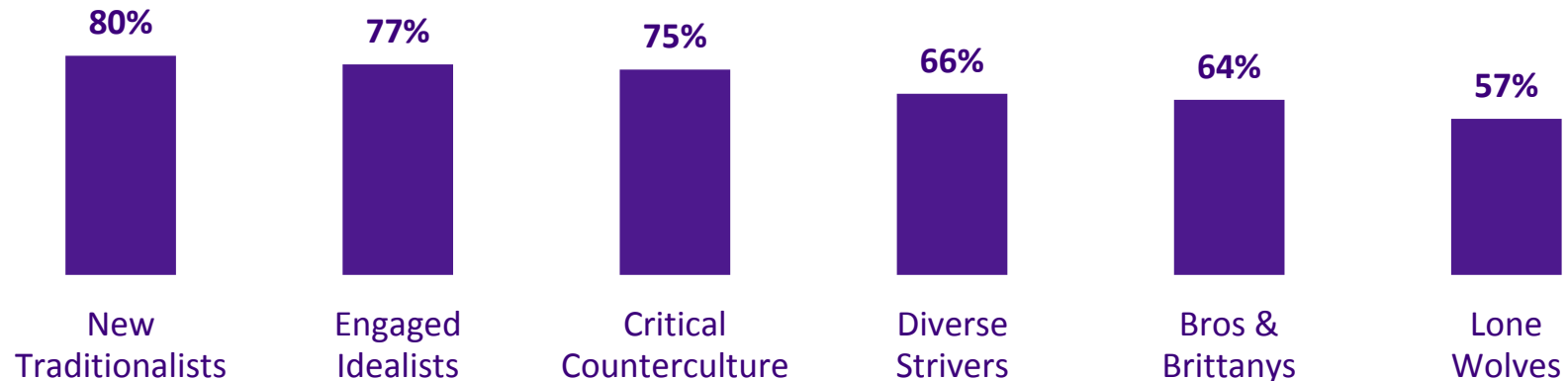
Average amount (\$) donated to charitable causes – by age cohort Among those who donated in past 12 months



Source: 2013 General Social Survey (Statistics Canada)

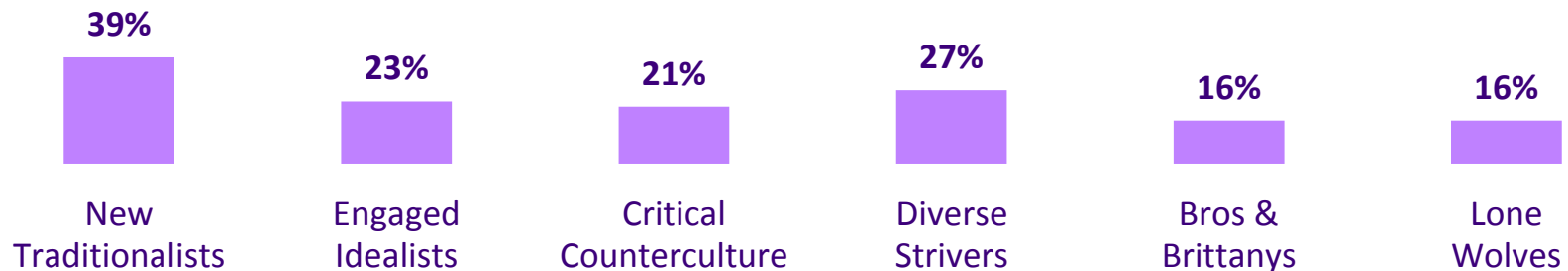
Likelihood to donate and donation amounts also vary by Millennial segment

Charitable donation in past 12 months – by segment



Donated more than \$300 per year to charitable causes – by segment

Among those who have donated in past 12 months



Source: Canadian Millennials Social Values Study (EnviroNics Institute, 2017)

Research objectives

While it is clear that there is variation in charitable giving behaviours among Millennials, it is less well understood **why** this is the case. Thus, this research set out to address the following objectives:

1

What are the social values that impact (“drive”) charitable giving among Millennials?

2

What does “giving” mean to Millennials? Is a new definition required?

3

How are the social values that impact giving behaviour learned or acquired?



Objective 1:

What are the social values linked to charitable giving?

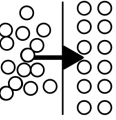
What are social values and why are they important?

- Social values are a person's fundamental postures or world views that set the context in which they react to situations, events, opportunities and challenges
- Formed early in life, largely set by the mid-teens, but can evolve slowly over time through education and life experiences
- Values are what connect us to the underlying cultural and personal narratives through which we make sense of the world
- Ultimately, charities want to **move individuals along the "giving continuum"**, turning non-donors into donors, and motivating current donors to give more.
- Values profiles **help inform the strategy** to achieve these objectives, in two key ways:
 - Identifying **who** are the types of individuals to whom we want to target marketing efforts
 - Guiding **how** we frame our communications and messaging to resonate with the values of these individuals




Givers tend to have a higher degree of agency and sense of personal control

Among Millennials, givers are more likely to have a great sense of being **in control of their lives** (and accordingly, more likely to reject the chaos of violence and feelings of alienation and time stress). These values speak to the *types of people* who are more likely to feel able to give, but also their *motivation for giving*: it is a **personal choice** over which they have control.

Millennials are more likely to give/to give more if they hold the following values:

	Personal control	Striving to organize and control the direction of one's future, even when it feels that there are forces beyond one's immediate control
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Millennials are more likely to give/to give more if they reject (disagree with) the following values:

	Acceptance of violence	View violence as an inevitable fact of life that must be accepted with a certain degree of indifference; also believe violence can be both cathartic and persuasive
	Anomie & aimlessness	The feeling of having no goals in life, and alienation from society; having the impression of being cut off from what's happening
	Time stress	Feeling of never having enough time in a day to get everything done. The sense that being overwhelmed by what is to be done and of always "running against the clock" causes stress and anxiety in one's life.

Millennials' giving is also motivated by reason/ logic and desire for learning/connection



- In addition to personal control, givers value *emotional control*. They prefer to look at things in logical way and want to base their decisions on reason. This suggests that – even when they care very strongly about a cause – it is important that their **rational and reasoned concerns are answered and addressed**. It also speaks to a **desire to measure or demonstrate the impact** of their gift, to ensure it's going to make a difference.
- Another motivator for giving is *social learning*. They want more than handing over their donation; **they want to be involved and experience its impact**. In part, this reflects interest in and curiosity about others. It also reflects “enlightened self-interest”, or the idea of getting some benefit for themselves. For example, a charity could provide access to the people or animals that it assists, so that donors can better understand who/what they are supporting.

Millennials are more likely to give/to give more if they hold the following values:

	Emotional control	A desire to keep one's emotional life “on an even keel”, to use logic and reason to control one's feelings and emotions and to base day-to-day decisions on reason and logic
	Social learning	Feeling that there is a great deal to learn through contact and conversation with people different from you, who come from other backgrounds and places

Youth groups and local community are springboards for reaching Millennials

- Millennials who give are motivated by *community involvement*. They are driven by the “**micro**”, **immediate or close-knit** impact of their efforts. Implications for charities include using more grassroots, small-scale events as good opportunities to intercept and connect with people. What can charities offer in terms of interesting knowledge about a neighbourhood or town (e.g., how many local residents have been supported) that appeals to this shared value? Can donor incentives show support for local residents (e.g., thanks for your donation, here is a small craft made by a local artisan).
- *Religiosity* is as much about **fulfilling religious morals** as appealing to organized religion, for example, the principle of helping those in need or those who are not as well-off as you. Strategies that build off this value could include reaching out to youth groups across denominations, to become advocates for the cause and partners in fundraising activities.

Millennials are more likely to give/to give more if they hold the following values:		
	Religiosity	Placing great importance on religion as a guide to life, including affiliation with an organized religious faith.
	Community involvement	Interest in what’s happening in one’s neighbourhood, city, town or region

Implications/what does this mean?

- When we understand what motivates Millennials to give, we are **better equipped** to communicate with them in a relevant and productive way.
- Each charity has different objectives and capacities, and thus will need to develop strategies unique to them. To the extent possible, these strategies should **take into account what Millennials want from their giving experience**:
 - ✓ Choice/personal control over their donation
 - ✓ Understanding of how their donation is being used/transparency/accountability
 - ✓ To make a difference/achieve measurable results
 - ✓ To be personally involved/experience the impact of their gift
 - ✓ To see the benefits at a local, community level

Implications/what does this mean? (cont'd)

- The social values that drive giving behaviours are more common in some Millennial segments than others. New Traditionalists and Engaged Idealists are the two segments most likely to give, which is in part explained by the fact that the former is among the most likely to be religious (*religiosity*) and the latter to value learning from others (*social learning*).
 - However, social values are not exclusive to any single segment, but exist in varying degrees across all segments. Thus, appealing to social learning is most relevant for Engaged Idealists, but is also relevant for (the smaller number of) Millennials in other segments who share this value.



Objective 2:

What does “giving” mean to Millennials?

For Millennials, giving is an interaction; they are not content to give and walk away

- Millennials express a desire for both a *respectful* and a *meaningful* interaction in how they give to causes. **They want giving to be an opportunity for connection** – that is, an active rather than a passive act.
- Likely related to this preference, some Millennials believe that **giving time or talent is preferable to giving money**. Some echo the oft-heard idea that it's better to teach someone a skill rather than do it for them; others suggest that personal involvement demonstrates a greater commitment to the cause (*"Give your whole heart and self to that cause."*) This is possibly a belief that needs to be addressed – that giving money is "not as good as" giving of yourself.
- There is also some recognition that the **manner of giving depends on the charity and what it needs**, as well as on the individual and what they are able or prepared to give (e.g., they may not be able to afford a financial donation, but can volunteer time).

"I like personally... giving the charity directly to the person or directly to someone who will take it to the person. Giving directly and knowing directly where your money is going immediately is much better than Facebook." - Engaged Idealist

"It depends on the need... Sometimes we don't always donate the right things to the food bank, and they are lacking some things like diapers or baby food. If we can't give what they are asking us to give, money is a better option. ." - Engaged Idealist

"To really make difference, you have to be involved actively starting conversations with people, raising awareness, volunteering your time and doing fundraising." – New Traditionalist

"Volunteering time to be there in person... helps you understand what's going on around you... It provides a human connection." - Bros and Brittany

Social media has a role to play, but does not replace other ways of giving

- There is a general consensus that “liking” a cause on Facebook is **useful in boosting awareness of a charity or cause**, but otherwise is not an impactful form of giving. A few even suggest that Facebook “likes” are a slippery slope towards *less* engagement, since it contributes to the feeling of having done something when the individual has not contributed what a charity truly needs.

“There is definitely a plus side to Facebook – you can see what your friends are liking, it spreads the word. Especially for a new charity. And it spreads word as to how you can help impact and volunteer opportunities. .” - Bros and Brittany

*“Social media is a very passive way to give...some people might disagree because you can share that with your friends, but it’s not doing anything for the cause itself except for promoting awareness.”
- Critical Counterculture*

“No [giving on Facebook is not impactful]. If I just press like I think about it for about the 10 seconds it takes to find the like button and then go on with my life.” - Engaged Idealist

Millennials are generally both rational and skeptical about giving

- Millennials' ideal "ask" is **polite, direct/honest** (i.e., there is clearly a real, tangible need), and **involves a personal request**. This is notably consistent with the earlier findings that the social values of "givers" include rationality, logic and control; calm/a lack of time pressure; and, rejection of aggression.
- Many want to understand the true value of their donation, in terms of **knowing where the money is going and ensuring it gets to those in need**. Notably, for some, there is a real lack of trust in charities and how they use charitable donations.

"Just asking [me to give] would work. Just ask me politely. I would go out of my way to help you. That's pretty rare, people have forgotten politeness, courteous talk." – Diverse Striver

"I would not want to give blindly to anywhere where I'm not aware of what difference it will make. I want to give my time and money to the places and people in the community where I can see the change and see that they have been benefitted from it. – No segment identified

"A lot of charities nowadays like to take away a little for themselves. I'm skeptical of giving money because of that. I would prefer giving directly to the people in need." – Bros and Brittanys

"[I'm] skeptical of where money is going. It's hard to find that breakdown. You hear in the media that most money goes into advertising to build awareness, but nothing goes to research. I'm probably more inclined to donate...once we know where money is actually going." – Engaged Idealist

"I feel like giving my time is worth more than giving money, because as a millennial I don't have much money...It helps out someone more ...I don't know where the end money is going to... You can't really see if it's going to a person." –Lone Wolves

"Do your research, know where your money is going, know what they need, know if there is something else you can contribute... Researching is important because I want to support organization where most of money goes towards the community instead of payrolls, for example." – New Traditionalist

Millennials want to give in the way that makes most sense for them to provide value

- To the extent possible, it is valuable to **understand your “target audience” and customize the approach/request** accordingly. For example, some are motivated to make an immediate, off-the-cuff donation; others want time to do research. Some are driven by fun and engagement, while others want to donate to what they are passionate about.

“To get people to give, you need to relate to them on their level...If you are looking for money for animals, go to a dog park, talk to people directly. If you are looking for money for a children’s charity, go to a soccer tournament. Maybe it’s not money they’re giving, but you might find a coach, might find some time, might find people willing to educate others.” – Bros and Brittanys

“[I think about those] terrible commercials of emaciated children – we are desensitized to that. Use positive stories...show us what’s possible. Show us what our time, our talent, our funds can accomplish. Unfortunately we are not as philanthropic as previous generations...we want to interact with each other. Make it competitive and social. You can’t use guilt, can’t tell us what the negative consequences are going to be.” – Engaged Idealist

“I’ve left volunteer organizations because I haven’t been utilized fully. A lot of organizations will have a small group of people doing a lot of work and the people who volunteer are given any job that comes up. If more organizations found the talent of their members and volunteers, they could get a lot more out of them.” –Engaged Idealist

Implications/what does this mean?

- The findings suggest that Millennials are not content with “passive” donations; they would prefer direct involvement and evidence that their support is helping. Ideally, this also means finding ways for Millennials to contribute that best match their capacity, skills and talents.
- Rather than the complexity of appealing to all types of Millennials, it will be most efficient and effective to identify the audience most oriented towards your organization’s cause. Who are they, what makes them tick, what appeals to them and what turns them off? This understanding can help inform an approach that is as unique and specialized as the individuals themselves.



Objective 3:

How are the social values that impact giving learned or acquired?

Childhood experiences often serve as the foundation for Millennials' giving habits

- When Millennials discuss their first or most memorable experience with giving, a few key themes arise:
 - **Parents and grandparents are a major source of influence about giving**, either through explicit instruction or through the implicit example they set. These experiences help giving become ingrained early on, like the development of social values themselves.

"Dad took us out to shovel snow from the front walk of an elderly neighbour...He was teaching us by example and by words how important it is to look outside yourself ... and look for others' needs."

- Engaged Idealist

"My parents when I was younger sponsored a 12-year old boy in Africa. For Christmas we sent him extra money...and I thought about all the things I would buy with that money. But that kid bought himself an axe so he could cut firewood for his family. That just stuck with me for years."

- Diverse Striver

"When I was a teenager, the next door neighbour's son had autism... I used to go over and play video games with him. He was younger and I didn't want to do it, but my mom made me and it made me a better person...Not only was I giving, I was also receiving."

- Bros & Brittanys

- **Other memorable giving experiences happen as part of a group**, such as with friends or as part of a school group. Joy of being part of a group and realization of what can be achieved when people work together.

"My first memory of giving is my grade 12 blood drive. We all turned 18 and were eligible to donate. I just remember going through the process the first time... Since then I've donated blood several other times throughout the years."

- Critical Counterculture

"The first memories I have of giving are as a child at Halloween collecting money in the Unicef box and taking that down to see how much we collected as a group and ...what a big difference it makes when you see it all together."

- Diverse Striver

There is considerable power in a direct interaction with the recipient

- When Millennials discuss their first or most memorable experience with giving, a few key themes arise:
 - The most impactful experiences tend to involve **direct interaction with the person in need**. Often Millennials refer to feeling a *connection*, through the reaction of the individual or seeing the benefit of the action, even for the smallest gestures or donations. For others, the direct connection is through a family member who is affected and needs help.
 - Often but not always, the circumstances are “jarring”, **pushing them out of their everyday reality and shifting their frame of understanding the world** (e.g, a neighbour’s house fire, a family cancer diagnosis). Such experiences tend to be associated with intense emotions (joy, fear) and a realization of how lucky the giver is in their family, community or country.

“[Tells story about giving coffee and gift card to a panhandler]. He gave me a hug and I felt that connection. It felt really real and tangible in that moment, to be able to help someone in such a real, honest, authentic way.” - Engaged Idealist

“[Tells story about giving \$10 at a store for the Calgary floods] The person who took the money thanked me and seemed very grateful. I could spare the money, and to me it wasn’t such a big deal, but she was very appreciative and it was kind of heartwarming.” - Engaged Idealist

“[First memory is] Princess Margaret Hospital lottery tickets that my mother bought. I remember her telling us that the money was going to a good cause. It ended up becoming a really big cause for us having lost her to cancer...It just seems like something we wouldn’t stop no matter what. ” - Bros and Brittany

Implications/what does this mean?

- Millennials appear to be searching for connection. As a charitable organization, how can you make their giving experience as direct and personal as possible? How can you bring together the giver and the recipient (virtually, if not physically), making the act of giving a little more intimate?
 - Build a social platform for giving as another form of connection. This goes beyond social media. Instead, it focuses on the power of community (through schools, partner or stakeholder organizations, community groups, peer-to-peer groups) to build a sense of belonging and reinforce giving habits.
- Consider building engagement with parents of young children. As Millennials approach the childrearing stage, it provides an opportunity to get them involved (i.e., encouraging them to educate and influence their children). This also supports the development of giving behaviours – and their associated social values – in the next generation.

Methodology



Methodology

Objective 1: Two key data sources were used:

- Data from the Environics Institute study, based on 3,000 Millennials, including whether they gave to a charity, donation amount and approximately 30 values items used to classify Millennials into segments
- Environics Research's full social values database (76 values, measured by 100+ question items) was imputed into the data set

A multivariate statistical technique called driver analysis was used to help identify the motivating factors (what are the "buttons to push").

Objectives 2 and 3: More than 200 Millennials were recruited to submit video responses to our research questions.

- Participants were recruited from social media and an online panel, and were paid a nominal incentive. The RHF and Environics were identified as project partners to confirm legitimacy and encourage participation.
- Participants were directed to a customized website to complete a mini-survey that identifies their segment, and were asked to record a 2-3 minute video response to one of the research questions. Consent was requested for permission to publicly share the videos.



Millennial segments: detailed profiles



Bros and Brittany's

38% of Canadian millennials

This is the largest group, making up one-third of the generation. Bros & Brittany's are avid risk-takers who pursue thrills and excitement, and are enthusiastic consumers. They are Millennials who work hard to get paid and have the lifestyle they want. They embrace technology and appreciate social connectivity. Looking good and being respected is important to them—and, as such, they like to stay current with the latest trends. These Millennials are not looking to change the world and sometimes they don't feel in control of their destinies. Time for an escape and a little fun like catching a concert, beer and HD sports in the man cave or a girls' night out are important to them.

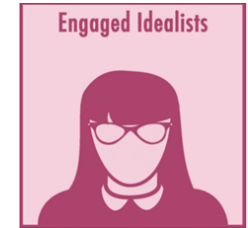
Key values:

- Clear gender roles
- Being respected
- Looking good
- Taking some risks, blowing off steam
- Getting paid

Socio-demographics

- More likely to live in suburbs
- More likely to live in Quebec
- More likely to be male

Engaged Idealists



19% of Canadian millennials

Engaged Idealists are Millennials on steroids: engaged, sociable, energetic, experience-seeking and idealistic. They believe in contributing as much as possible to their relationships, careers and communities—and the reward for their efforts is personal growth and development. These Millennials believe that their actions matter, shaping their lives and the world around them. They recognize that their environment is complex, but feel confident in their ability to navigate it. They want interesting, meaningful careers that let them express themselves and use the creativity that is central to their identity. Money is nice, but the quality of their work experiences is a higher priority. They also try to have time for spontaneous fun, which they see as an important part of a happy, balanced life.

Key values:

- Seizing the moment & new experiences
- Learning from others
- Being open-minded
- A meaningful career
- Nature and environment
- Creativity and originality

Socio-demographics:

- 7 in 10 are women
- 45% are single women
- Older (i.e., early millennials)

New Traditionalists



10% of Canadian millennials

As their name suggests, New Traditionalists hold many values that would not be out of place in the 1950s—but their outlook also reflects some distinctly 21st century concerns, including an interest in environmental issues. These Millennials are more religious and spiritual than others: Religion is an important part of their lives and central to their identity. They believe in staying true to the values with which they were brought up, particularly towards conservative family and gender roles. New Traditionalists also value traditional modes of etiquette and propriety: appropriate dress, good manners, respect for elders, a tidy home. They respect authority figures more so than their peers, report a stronger sense of duty, and a greater sense of identification with their family roots and ancestors.

Key values:

- Religion
- Family
- Doing your duty
- Family values

Socio-demographics:

- 6 in 10 are Conservative Protestant
- Most likely to be married with kids
- Almost 6 in 10 are women

Critical Counterculture



4% of Canadian millennials

Millennials in the Critical Counterculture segment are the engaged, critical young people sometimes featured in stories about 20-somethings building businesses, pursuing groundbreaking online activism, and otherwise shaking up the world. They share many of the same progressive values as Engaged Idealists: They believe in gender equality, are at ease with diversity of all kinds, and reject discrimination and injustice. But while Engaged Idealists see the world through a social and emotional lens – pursuing authentic relationships and experiences, and striving to express their true selves – the gold standard for Critical Counterculturists is clear-eyed rationality. They reject status and authority they see as illegitimate or superficial; they don't mind leading when they can add value to a project, but would hate for someone to judge them by their jeans or smartphone.

Key values:

- Political and social engagement
- Being open-minded
- Nature and environment
- Learning from others
- A meaningful career

Socio-demographics:

- Older (i.e., early millennials)
- 8 in 10 have no religion
- Nearly half are single men

Diverse Strivers



10% of Canadian millennials

To Diverse Strivers, ‘making it’ in life, and doing things that bring new and intense experiences are top priorities. These Millennials crave material success and they push themselves to achieve it in a number of ways. They work hard in their careers and pursue personal challenges (like marathons or marathon hot yoga sessions) in the off-hours. They strive to inspire respect in those closest to them by doing their duty, and being upstanding members of their families and communities. They take care to look good, and have the latest gadgets and toys to maintain a sharp and successful appearance. Diverse Strivers report high levels of vitality—they love crowds, attention and pursue intensity in all they do—and they need every bit of their energy to keep pushing forward toward their goals; they never stop building their resumes to satisfy their ambitions and impress others.

Key values:

- Being connected to community
- Thrills and excitement
- Buying things
- Being safe from violence
- Status and respect

Socio-demographics:

- Younger (i.e., late Millennials)
- One in four born outside Canada
- Most likely to have household income over six figures

Lone Wolves



19% of Canadian millennials

Deeply skeptical of authority, and lacking strong social and emotional connections, Lone Wolves resemble the stereotypical Gen Xers of the 1990s: cool and standoffish. These Millennials are solitary, and favour keeping life simple and straightforward. They are seldom involved in community events and rarely feel strongly connected to what's going on in society at large. Still, whereas some people feeling disconnected from society are angry or hostile to others, Lone Wolves are low-key (e.g., they are not xenophobic or sexist). If disaffected Gen Xers' motto was "Whatever," perhaps the Lone Wolves' words to live by are "I'm not hurting anyone. Just let me be."

Key values:

- Doing their own thing
- Cynicism
- Keeping things simple
- Buying things on a whim if they want
- Laying low

Socio-demographics:

- Higher proportion reside in Quebec
- Likely to live in urban or rural areas
- Most likely to live alone

FOR FURTHER INFORMATION OR QUESTIONS CONTACT:



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