

THE MILLENNIAL VOLUNTEERING REVOLUTION

Despite not having much money to give, Millennials are giving more goods and time than any other generation – making the United States more charitable overall.



Millennials have less to donate than other generations.

- \$481 – Average Millennial donation
- \$732 – Average Generation X donation
- \$1,212 – Average Baby Boomer Donation



But more of them are committed to giving to charitable organizations.

- 84% of Millennials donate
- 59% of Generation X's donate
- 72% of Baby Boomers donate



Millennials are giving at a time when Americans are donating less than ever.

- In 2003, 68% of households donated, and gave an average of \$1,024.
- In 2015, 56% of households donated, and gave an average of \$872.



And after last year's disastrous hurricane season, they were 60% more likely to donate than any other generation, and more likely to have researched the charities they gave to.

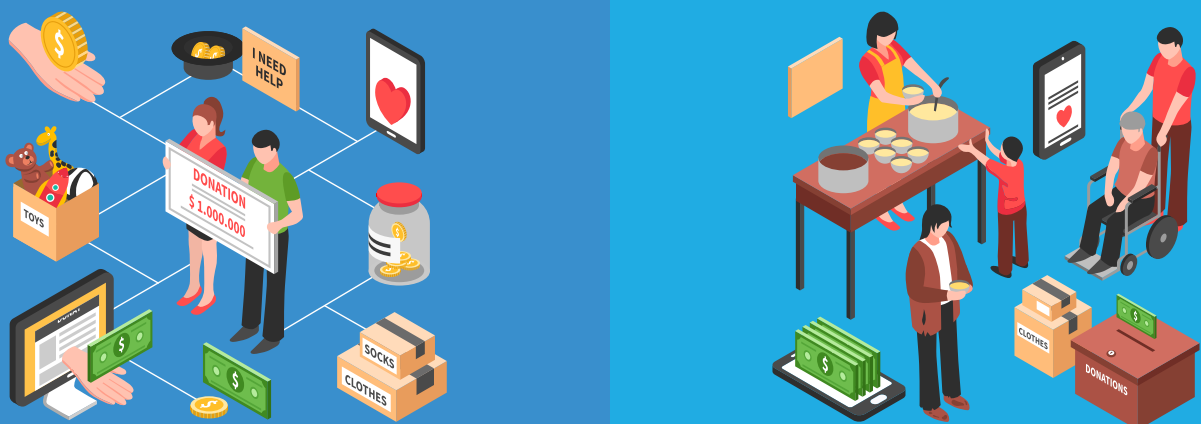
- 79% of Millennials researched
- 59% of Generation X's researched
- 56% of Baby Boomers researched



Millennials are demonstrating how to make the most impact with the least cash.

- Only 29% favored monetary donations
- 41% donate clothes, food and other supplies
- 27% volunteer their time

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SOURCES
<https://www.thestreet.com/story/14445741/1/why-millennials-are-more-charitable.html>



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