



The Next Generation and Philanthropy in Ontario

In April 2014, the Association of Fundraising Professionals Foundation for Philanthropy – Canada hosted a conference that brought together charity leaders, donors and volunteers to explore the philanthropy of the next generation in Ontario. Here is a collection of insights from the conference and beyond.

AT A GLANCE

- 60** Percentage of youth between the ages of 18 and 34 who make charitable donations
- 15** Percentage of all donations made by the “next generation”
- 3 400 000** Number of youth who contribute over \$600 a year
- 87** Percentage of Generation Y that use their mobile as their primary phone
- 17.1** Percentage of youth unemployment in Ontario
- 20** Percentage of foreign-born Canadians who are between the ages of 18 and 34

TERMINOLOGY

Generation Y: People born between the early 1980s and early 2000s
 Generation Z: People born after the early 2000s
 Millennials: A broad umbrella term for Generation Y and Generation Z

CASE STUDY

Toronto-based charity Timeraiser is a fantastic example of how next generation donors are working together to create innovative solutions for the non-profit sector. At Timeraiser events, guests walk around with cocktails in hand offering up their volunteer time to charities, all under the thumping sounds of a DJ spinning the latest beats. Think along the lines of a silent auction, where people leave with a promise to share their time and energies with a charity. While you won't get to bid on free golf lessons here, you can walk away with some great artwork, because volunteer hours act like cash to pay for original art that's on display. All of this is imagined and executed by the next generation.

WISE WORDS



“Next generation donors tend to be entering an exciting time of their lives. Some of us are just beginning our careers and paying off school debt all the while starting a family and purchasing our first properties. This is happening in an era marked by tremendous advancements in technology and social change. We are empowered by out-of-the-box thinking and using new and experimental giving models like crowdfunding, mobile giving and microfinance. Next generation donors often feel that it's our right and duty to be ‘all in’ and we take initiative with limited resources. For us, raising money requires deep engagement and meaningful volunteer opportunities. Smart fundraisers take the long road by building next generation relationships because they know that we will eventually have the potential to give even more based on greater earning potential and inheritances. Finally, next generation donors continue to learn the basics about giving from our families. In Ontario, this means that there will always be great diversity in how people express their care for the community.”

— Samantha Banks, Chair, Next Generation Philanthropy Conference

A NEW WAY TO RAISE FUNDS

TECHNOLOGY AND GIVING GO HAND IN HAND WHEN IT COMES TO THE NEXT GENERATION.

Initially, crowdfunding emerged as an online grassroots movement for individuals looking to secure funding for a whole host of initiatives – from making short films to buying goods and services. Now, however, crowdfunding is one of the latest fundraising tools adopted by a growing number of next generation fundraisers and technology-savvy charities. As the name suggests, people of all

means can pool their money in an effort to fund a cause of their choice. Crowdfunding is growing in popularity not only because it relies on digital and mobile technologies to generate buzz and facilitate giving, but also because people can monitor how much money has been raised online and in real time. And as privacy and tax receipting issues related to crowdfunding are ironed

out, many more charities will begin to use crowdfunding as part of their fundraising toolkit. For the next generation, this represents a great opportunity to self-direct one's philanthropy while rallying collectively – sometimes across borders – behind causes that matter.

INSIGHTS FROM THE EXPERTS

Conference presenters and participants shared many great examples and tips about next generation giving. Here is what we heard:

SEASONED FUNDRAISERS NEED TO INVEST TIME IN TRAINING AND MENTORING THE NEXT GENERATION.

COLLECT DATA ABOUT YOUR NEXT GENERATION DONORS AND USE THIS INFORMATION TO BUILD YOUR MESSAGES.

ORGANIZATIONS MUST HAVE AN AMBITIOUS MISSION STATEMENT WITH A CLEAR CALL TO ACTION AND TIMELINE.

ASK YOUTH TO TAKE ON LEADERSHIP LEVEL VOLUNTEER OPPORTUNITIES AND HAVE THEM AT DECISION-MAKING TABLES.

THE NEXT GENERATION IS ACCUSTOMED TO TEAMWORK AND COLLABORATION, AND THEY WILL BRING THESE VALUES IN YOUR CHARITY.

THE NEXT GENERATION IS VERY CHARITABLE, BUT IF THEY AREN'T GIVING TO YOUR ORGANIZATION, THEN LOOK AT THE AGE OF YOUR TEAM AND LEADERSHIP. WHO ARE YOU GROOMING?

YOUTH WHO ARE INVOLVED AND CONNECTED TO THEIR COMMUNITY TEND TO STAY OUT OF TROUBLE.

"BECAUSE WE RELY ON LIVESTREAM, FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM AND YOUTUBE, CHARITIES NEED TO USE THESE PLATFORMS TO FIND US."

CHARITIES THAT OFFER CAREER ADVANCEMENT AND NETWORKING OPPORTUNITIES ARE LIKELY TO ATTRACT MORE NEXT GENERATION FUNDRAISERS.

SOCIAL MEDIA ISN'T ABOUT BROADCASTING MESSAGES. IT IS A TOOL FOR MAKING PERSONAL CONNECTIONS.

WHAT PRODUCTS ARE THE NEXT GENERATION BUYING? THESE COMPANIES ARE YOUR NEXT CORPORATE SPONSORS.

COLLEGE AND UNIVERSITY STUDENT LEADERS TEND TAKE ON COMMUNITY LEADERSHIP ROLES.

YOUTH TEND TO FAVOUR HUMAN RIGHTS, INTERNATIONAL DEVELOPMENT, ENVIRONMENTAL AND CHILDREN'S CAUSES.

IN ONTARIO, YOUTH MUST COMPLETE A NUMBER OF VOLUNTEER HOURS IN ORDER TO GRADUATE. THEY WILL INVEST BEYOND THE HOURS REQUIRED IF YOU ENGAGE WITH AUTHENTICITY.

SUCCESS CAN BE MEASURED BY THE BUZZ IN THE COMMUNITY AND HOW MANY PEOPLE ARE TALKING ABOUT YOUR CAUSE.

WHILE TECHNOLOGY FACILITATES COMMUNICATION, IT DOES NOT REPLACE FACE-TO-FACE CONTACT.

FOR A FULL LIST OF REFERENCES, VIDEOS AND RESOURCES, PLEASE VISIT:

www.afpinclusivegiving.ca

The Next Generation Philanthropy Conference was part of a series for fundraising professionals, donors, and volunteers to develop a greater understanding of the giving traditions and charitable interests of several diverse communities in Ontario. Organized by the AFP Greater Toronto Chapter and the AFP Ottawa Chapter, this initiative was generously funded by the Ontario Ministry of Citizenship and Immigration's Partnership Project and the AFP Foundation for Philanthropy – Canada.