

# WHY GIVE?

## YOU DON'T NEED TO HAVE A LOT TO MAKE A DIFFERENCE.

If every person in their 20s and 30s gave 1% of his or her income to philanthropy each year, it would translate into \$16 billion in annual support for non-profit organizations.

To put this in perspective, \$16 billion is six times more than the largest foundation in the U.S. awarded last year, more money than 11 states spend each year, and equal to NASA's 2012 budget.



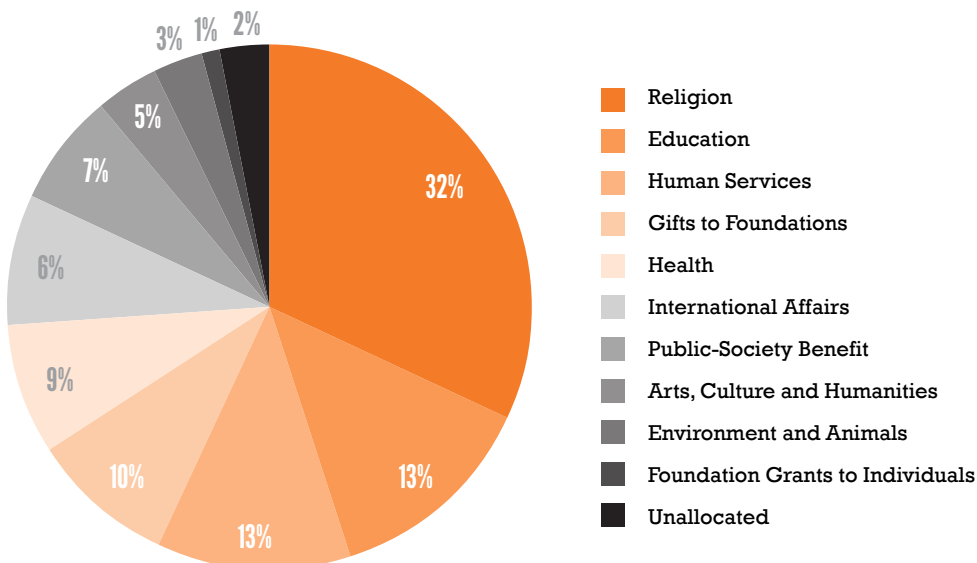
## 1% OF YOUR INCOME IS DOABLE

1% of your income may seem like a lot, but when you break it down into monthly donations, realize it's an accessible amount. 1% of your work day is 5 minutes. 1% of your burrito is 7 cents. 1% of a gallon of milk is 1.3 ounces.

## OK, SO I CAN AFFORD TO GIVE 1%, BUT WHY DO I NEED TO START NOW? ISN'T THERE TIME FOR ME TO BE A PHILANTHROPIST WHEN I'M OLDER?

You can make a difference now – especially when you pool your resources with your friends. We make it easy for you to build or join a giving circle so that you can dial up your impact. Giving circles help democratize giving, making it easier for members to support the issues they feel strongest about. Are your priorities the same as Great Uncle Richard? Probably not. By starting giving now, you have a say in what types of organizations, causes and projects receive help.

The chart below shows how many donations went to different types of organizations in 2012.



## WHAT IS A GIVING CIRCLE? HOW CAN IT HELP ME?

A Giving Circle is a group of individuals who pool their resources and then decide together where these should be distributed. A circle can be made up of friends, family, coworkers or even randos who have a shared interest or a simple desire to make a difference. It is estimated that more than 12,000 Americans have participated in one of 500 giving circles, donating over \$100 million collectively!

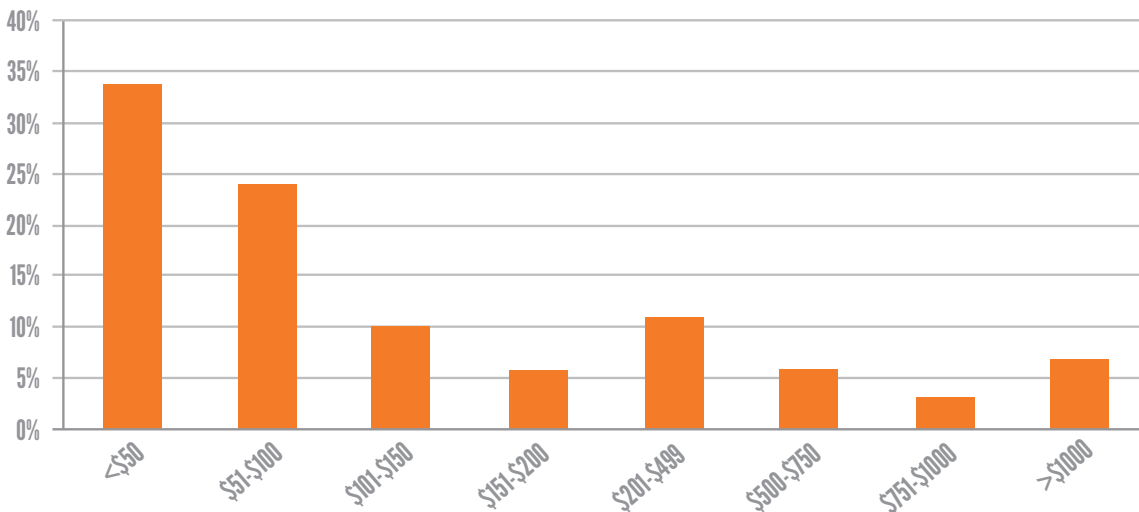
*The Impact of Giving Together, Eikenberry and Bearman*

Giving circles are a great way to get started on your journey to becoming a more thoughtful giver. On the whole, people who participate in giving circles give larger amounts, give more thoughtfully and have greater knowledge about philanthropy, nonprofits and the community as compared to before they joined a circle.

Your 1% might not be something to boast about, but when it is pooled with your friends', it can make a big difference! It's not about how much you give, just that you do. In fact, most of your friends' largest single donation last year was less than \$100.

## HOW MUCH ARE MY PEERS GIVING?

### LARGEST SINGLE DONATION TO ONE NONPROFIT



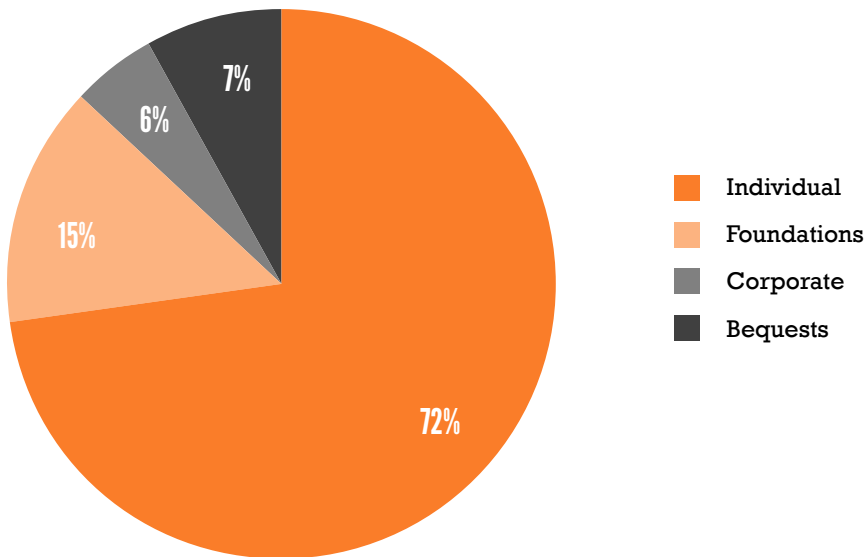
*2012 Millennial Impact Report*

## INDIVIDUAL DONATIONS ARE REALLY IMPORTANT!

Did you know that individual gifts comprise 72% of all charitable contributions? This totaled \$228 billion in 2012. WHOA. By comparison, the largest U.S. foundation, the Bill & Melinda Gates Foundation, awarded just over \$3 billion last year. Your donations can make a huge difference to the charities and causes you care most about.



## SOURCE OF ALL CHARITABLE DONATIONS



*Giving USA 2013 Report*

## MOST ORGANIZATIONS HAVE LIMITED BUDGETS

Afraid your donation will only be a drop in the bucket? Almost half of all U.S. public charities have a budget of less than \$100,000, and three-quarters of organizations have annual expenses of less than \$500,000. Only 4% of organizations have expenses over \$10 million. Your donation, no matter the size, can be extremely impactful!

*Nonprofit Almanac 2012*

## THE NONPROFIT SECTOR IS A MAJOR PLAYER IN THE U.S. ECONOMY.

There are about 1.6 million public charities in the U.S. These organizations employ 13.7 million Americans, which is about 10% of the workforce. The nonprofit sector provides 5.5% of the country's GDP and \$805 billion worth of output, and trends show these numbers are only going to get bigger. There are 15.5% more registered nonprofits now than there were in 2005, and 42.3% more than in 2000!

*Nonprofit Almanac 2012*

