

Curated By The Long Beach Nonprofit Partnership

## The Next Generation of Giving is Now



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President and CEO  
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Foundation

We give to charity for many reasons. Some of us want to make a difference. Some want to leave a legacy. Some want to see our hard earned dollars go to charity instead of the government, and some give for all of the aforementioned reasons. Whatever the motivation, it's important to know that giving is becoming increasingly popular with the millennial generation. This group, born 1980-2000, are ahead of previous generations when it comes to being globally aware and philanthropic minded at their age. This group, known for their hyper on-demand digital

lifestyle, are the next generation of community "do-gooders."

According to a 2012 Millennial Impact Report, 75% of millennials gave to charity in 2011. Of the young adults who donated money to charities, over half donated \$100 or less, and only 16% gave \$500 or more to one organization. While their individual contributions were not seen as a tremendous impact on nonprofits, their potential as a group cannot be ignored. If a few of these like-minded individuals rallied together, that individual giving, combined with their passion around a cause, will add up to quite an impactful sum. The study also showed, not surprising, that most donations (70%), were made online, while only 7% of donations were made through mobile websites or text message. The remaining donations arrived

in the mail. The study also found that younger donors were more likely to make a donation had they volunteered or invested time with a nonprofit.

This generation truly wants to be seen as leaders and want to make their impact known. The question becomes, how do we channel and foster this philanthropic energy? Encourage them to volunteer? Check. Rally around a cause and write letters? Sure. Tell them to dump ice on their heads and share with friends? Done. But what will really make the biggest impact is, let's face it, cash. One of the newest trends to reach this end is a concept called Giving Circles.

The idea of Giving Circles is nothing new. For decades, friends and families have sat around dinner tables and passed the proverbial hat to collect money for charity. But what impact could our selfie generating tribe of 20 & 30 something's really make? They are not yet established in their careers long enough to give the large amounts required to support a nonprofit. However, collectively they are a powerhouse of information-sharing passionato's with an incredible amount of drive to make the world a better place.

Community Foundations, which have been around for more than 100 years, assist with programs such as Giving Circles. The money raised is invested, which earns income to grow that giving over a period of time, and is available to the public to make tax-deductible contributions. A Giving Circle leaves a legacy on the community forever.

This generation truly wants to be seen as leaders and wants to make their impact known. We hope that they continue to invest, and do so in our great city. Let's make sure that Long Beach is ready for them.

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### Millennials: The Civic Generation

Beyond philanthropy, the Millennial Generation will be shaping the future of our nation and institutions for years to come. Like members of the "Greatest Generation" who fought in World War II, Millennials are part of the Civic generational archetype identified in the research of William Strauss and Neil Howe. Members of civic generations focus on resolving societal challenges and building institutions. Despite coming of age during periods of intense stress and turmoil, civic generations invariably exhibit a uniquely high degree of optimism about where they and the nation are ultimately headed.

For more on Millennials and their impact, read Millennial Momentum: How a New Generation Is Remaking America and Millennial Makeover: MySpace, YouTube & the Future of American Politics by Morley Winograd and Michael D. Hais.

### Capacity Corner: Upcoming Calendar of Events From the Nonprofit Partnership

*HR Workshop: Conducting a Workplace Investigation*  
February 19, 2-5 pm

*Top 10 Financial Tax Considerations  
for Exempt Organizations in 2015 and Beyond*  
February 24, 8-9:30 am

Best practices for effectively managing tax, legal & accounting infrastructure.

*One-Person Development Office*  
February 26, 9 am-4 pm

Prioritize efforts and identify the most effective fundraising techniques for the one-person shop.

*Essentials of Fund Development 3-Day Certificate Program*  
March 19, April 2, April 9

Create a fund development plan by participating in interactive discussions and hands-on activities. Visit: [lbnpp.org](http://lbnpp.org).

#### From our Partners

*Women's Leadership Summit: Working our Power*  
February 24, 9 am to 2 pm

Featuring a powerful panel of women from the corporate, foundation and academic worlds. Visit: [cnmsocal.org](http://cnmsocal.org).

#### Service Grants for Nonprofits

LA metro area nonprofits may apply for a Taproot Foundation Service Grant in the areas of Marketing, Leadership Development, Information Technology & Strategy Management. Application deadline is MARCH 3. Visit: [taprootfoundation.org](http://taprootfoundation.org).

### How to Start a Giving Circle

It really is as simple as 1, 2, 3

#### Step 1: Connect

Identify what cause or movement you want to support; find like-minded friends, family and/or colleagues and recruit them to join you.

#### Step 2: Set Your Rules

Set some ground rules for how your giving circle operates. Think about things like how do you collect money together, how often you meet, how, where, and when do you give.

#### Step 3: Grow Your Circle

Recruit more people to get involved; keep your members engaged.

There is no one "right" way to do it. Have fun and feel the rewards of giving. There are plenty of ways to learn more about giving circles including your local Community Foundation right here in Long Beach. [www.longbeachcf.org](http://www.longbeachcf.org).

### Nonprofit News

#### Leadership Transitions

Welcome to . . .

**Jaimie Zavala**  
Executive Director  
Olive Crest

**Dora Jacildo**  
Executive Director  
South Asian Helpline  
and Referral Agency

**Marcelle Epley**  
President & CEO  
Long Beach Community Foundation

**Jaci Anderson**  
Program Manager  
CARE 18 at Kingdom Causes

**Linda Alexander**  
Executive Director  
Long Beach Nonprofit Partnership

Thank you to . . .

**Sara Pol-Lim**  
for her years of service as  
Executive Director at the  
United Cambodian Community



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To learn more, visit us at [www.lbnpp.org](http://www.lbnpp.org).

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