



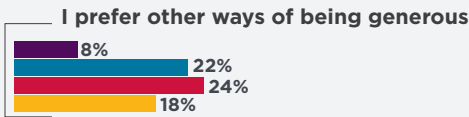
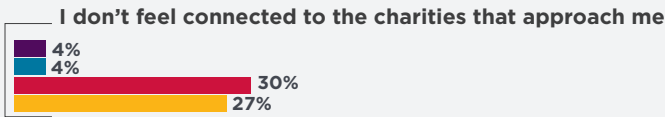
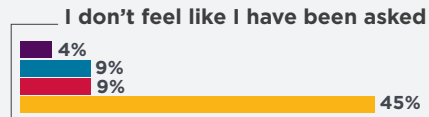
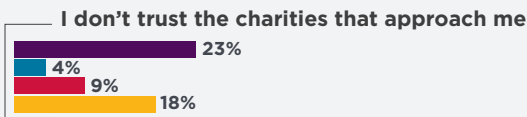
Among people with household income above \$70k who stopped donating, 59% agreed with the statement:

Notably, wealthier respondents agreed with this statement at a higher rate than the overall group, which had only 47%.

“There are people out there with significantly more money who should give to charity instead of me.”

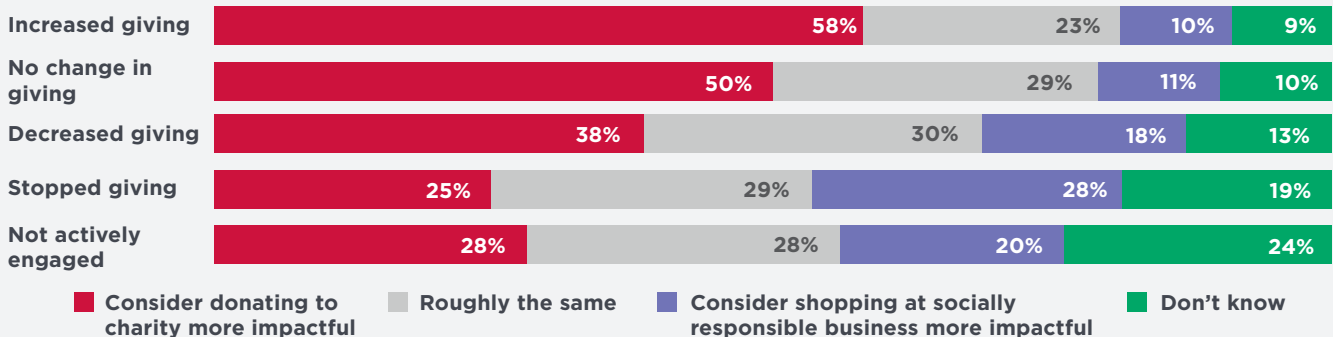
Reason given to stop donating

When asked to identify why they stopped giving, most participants said they could not afford to. Younger participants are less likely to say they could not afford to give, but more likely to say they have not been asked.



■ Boomers
 ■ Millennials
■ Gen X
 ■ Gen Z

Among those who stopped donating to charities, only 1 in 4 think donating to charity has a greater impact on society than shopping at socially responsible businesses.



Among participant who stopped donating to charities over the past 5 years, and reported household income above \$70k, the scenarios most frequently chosen as highly likely to increase future contributions are:

01 Making it easier to find charities that serve their community (22%)

02 Making it easier to find charities led by people of their own race or ethnicity (17%), gender (17%) or political affiliation (17%)

03 Making a federal tax deduction easier and more accessible (13%)