

Attitudes toward Charities and Non-profits - US - October 2016

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"Giving to charities and non-profit organizations reached a historic high in 2015. Individuals account for the largest portion of donors, followed by foundation. Financial support is estimated to grow slightly from 2015-16, though declines in volunteerism may prompt organizations to promote the importance of giving back to organizations in a more physical way."

- Gina Cavato, Lifestyles and Leisure Analyst

This report looks at the following areas:

- Young adults are skeptical of company partnerships with charities and non-profits
- Adults want to donate, but likely won't if they're unfamiliar with the organization
- Circulating information via media isn't as successful as through word of mouth

The terms "charity" and "non-profit" are often used interchangeably. However, all charities are non-profits, but not all non-profits are charities. For the purposes of this Report, Mintel has used the following definitions:

- **Charity**
: a non-profit organization whose main goals are philanthropic to benefit the general public.
- **Non-profit**
: refers to an organization whose goals are to the mutual benefit of the participants; with none of the net profits benefitting any individual or the general public.

This is the first Report Mintel has produced on attitudes toward charities and non-profits. Readers may also be interested in Mintel's *The Ethical Consumer – US, July 2015* and Mintel's *Cause Marketing, US – November 2014*.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Consumer – What You Need to Know

- Donating items or money represent largest type of charitable support
- Young adults are most likely to support causes and more of them
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