

Attitudes toward Nonprofits - US - 2022

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Causes consumers have supported in the past year
- Methods for supporting nonprofits and charities
- Motivations for supporting various causes
- The role brands play in collaborating with nonprofits and reaching consumers
- The impact of inflation and how it's shaping the funds consumers have available to donate

Consumers are highly aware of the significant need that exists across a wide range of causes, but inflation is forcing nearly half of consumers to donate less to nonprofits and charitable organizations. With time also being a precious commodity that consumers have limited reserves of, nonprofits have to promote a wider range of avenues for receiving support. As consumers tighten where and how they can spend, they will look to make the most of every dollar they spend with expectations that the money they spend on various brands will push forward a wide range of ethical commitments.



“The relationship between brands and nonprofits continues to strengthen as consumers seek out brands with ethical missions. Consumers are aware of the significant need that exists, but inflation and economic uncertainty is leaving them with a smaller pool of funds to donate.

- Carol Wong-Li, Director – Consumers and Cultures

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report:**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
- **Opportunities and challenges**
- **Nonprofits need to connect with consumers' sense of identity and surroundings**

Figure 1: Attitudes towards supporting charities and nonprofit organizations (any agree), 2022

- **Consumers are aware significant need exists but have limited funds, brands can leave consumers with a more optimistic spirit**

Figure 2: Types of support provided in the past 12 months, 2022

- **Older consumers require direct engagement, but that could translate to loyalty**

Figure 3: Reasons for supporting a charity or nonprofit organization, 2022

- **Nonprofits can learn from the success of the circular economy**

Figure 4: Select types of support provided in the past 12 months, Gen Z vs overall, 2022

- **Key consumer insights**

MARKET FACTORS AND CURRENT OPPORTUNITIES

- **Inflation and concerns of recession is hitting a higher income bracket**

Figure 5: Consumer Sentiment Index, 2021 -2022

- **The growth and demand for ethical brands ignites new purpose for nonprofits**

Figure 6: Expectations for brands, 2022

- **Concerns of misinformation and fraud result in missed opportunities for nonprofits on social media**

Figure 7: Pinterest Instagram post, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

COMPETITIVE STRATEGIES AND FUTURE OPPORTUNITIES

- **Meeting consumer needs through the lens of the Value Driver**
Figure 8: Patagonia Instagram post, 2022
- **Meeting consumer needs through the lens of the Technology Trend Driver**
Figure 9: DeStore on Twitter, 2022
- **Meeting consumer needs through the lens of the Surroundings Trend Drivers**
Figure 10: Beyond Plastic on Instagram, 2022

ATTITUDES TOWARDS NONPROFITS: FAST FACTS
THE NONPROFIT LANDSCAPE

- **Consumers are diversified across areas of support and have an appetite for more**
Figure 11: Nonprofit causes supported, any support, 2022
- **Parents are an influential sector for nonprofits**
Figure 12: Nonprofit causes supported (any support), parents with children under-18 at home vs non-parents, 2022
- **Consumers are aware significant need exists, but have minimal funds to disperse across causes**
Figure 13: Attitudes towards supporting causes/types of organizations, 2022
Figure 14: Amount donated to charity/nonprofit organizations in 2021, 2022
Figure 15: Liquid death on Instagram, 2022

METHODS FOR GIVING

- **Money leads in giving methods**
Figure 16: Types of support provided in the past 12 months, 2022
Figure 17: Round up and donate on Instagram, 2022
Figure 18: Walmart on LinkedIn, 2022
- **Money leads in support, but most consumers are varied in methods for giving**
Figure 19: Repertoire of types of support provided, 2022
- **Donating physical items is impacted by the rise of the resale economy, a particular focus of Gen Zs**
Figure 20: Select types of support provided in the past 12 months, Gen Z vs overall, 2022
Figure 21: Types of support provided in the past 12 months, by location of dwelling, 2022
Figure 22: Ridwell on Instagram, 2022

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

DONATION BARRIERS

- **Money remains the biggest barrier for individuals, leaving brands with a clear opportunity to act on their behalf**
Figure 23: Barriers for supporting nonprofits, 2022
Figure 24: Impact of inflation on supporting charities/nonprofit organizations, 2022
- **Men have cynicism surrounding their donations**
Figure 25: Barriers for supporting nonprofits – Trust-related statements, men vs women, 2022
Figure 26: Amount donated to charity/nonprofit organizations in 2021, men vs women, 2022
- **Young women feel the strain of finances**
Figure 27: Amount donated to charity/nonprofit organizations in 2021, by age and gender, 2022
Figure 28: Bumble on Instagram, 2020

DONATION MOTIVATIONS

- **Personal awareness motivates nonprofit donations**
Figure 29: Reasons for supporting a charity of nonprofit organization, 2022
Figure 30: Venmo on Instagram, 2022
- **Younger consumers are more likely to be influenced by various motivations, but nonprofits might want to help them narrow their focus**
Figure 31: Factors that would influence a greater likelihood to support a charity or nonprofit organization, 2022
Figure 32: Repertoire analysis of the number of reasons for supporting a charity or nonprofit organization, by generation, 2022
- **Millennial men are a key demographic for brands to prioritize**
Figure 33: Factors that would influence a greater likelihood to support a charity or nonprofit organization – personal relatability, by age and generation, 2022
Figure 34: Boldking on Instagram, 2022
- **Older consumers require direct engagement**
Figure 35: Reasons for supporting a charity or nonprofit organization, 2022

NONPROFIT INFLUENCES

- **Looking beyond Value, Mintel’s Trend Drivers Identity and Surroundings hold opportunity for consumer engagement with nonprofits**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 36: Attitudes towards supporting charities and nonprofit organizations (any agree), 2022

- **Millennials rely on brands as proxies for support more than Gen Z consumers**

Figure 37: Attitudes towards supporting charities and nonprofit organizations (any agree), by generation, 2022

Figure 38: Everlane on Instagram, 2022

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.