

THE FIRST LONDON-WIDE RESEARCH ON EMPLOYEE INVOLVEMENT AND ATTITUDES AROUND GIVING BACK TO SOCIETY.

35%
WANT TO GIVE MORE MONEY

53%
WANT TO VOLUNTEER MORE

STRONG DESIRE TO DO MORE AMONGST YOUNGER EMPLOYEES

• 35% of employee survey-respondents* aged under 35 want to give more money to charities than they do; this compares with 21% in the 35 and over group;

• 53% of under-35s want to volunteer more than they do compared with 35% for the oldest age-group aged 55 and over.

MAIN INFLUENCES ON GIVING – WORKPLACE SCHEMES AND INITIATIVES

• Workplace schemes and initiatives are the largest influence on the current giving and volunteering of under-35s surveyed, with over one quarter (26%) mentioning its positive influence, dropping to 15% in the 35 and over group.



26%

HIGH EXPECTATIONS & ASPIRATIONS FOR GIVING BACK TO SOCIETY

75%

• Three-quarters of full-time London employees (75%) agree giving back makes you happier, with little variation across the age-groups.



• Over three-fifths of under-35s agree opportunities at work to get involved in supporting charities help employees to develop work-related skills (62%), compared with 48% in the 35 and over group.



• 38% of under-35s say the global economic crisis made them think it is important to give something back, compared with 30% in the 35 and over group.



• Nearly half of under-35s agree that employees are looking for companies aiming at social and environmental value as well as business success and profit (46%), compared with 29% in the 35 and over group.



• Over two-fifths of under-35s say that whether companies offer opportunities to get involved in supporting charities and community groups is important to them (42%), compared with 29% in the 35 and over group.

ENCOURAGING MORE GIVING



BETTER IMPACT REPORTING

• 27% say more information that their financial donation has had an impact on beneficiaries would encourage them to give more, rising to 48% for 18-24 year olds*.



MORE TAX EFFICIENT

• 31% of 18-24 year olds* want more information on tax-efficient giving, compared with 17% for the sample as a whole.



ALTERNATIVE WAYS OF GIVING

• Over a fifth (21%) of under-35s are interested in alternative ways of giving such as social investment, rising to 29% amongst 18-24 year olds*.

ENCOURAGING MORE VOLUNTEERING

BETTER SKILLS MATCHING

30% say access to someone who could match skills and experience with an appropriate charity would encourage them to volunteer more, rising to 36% of 18-24 year olds*. This is twice the proportion compared with the 55 and over age-group (18%).



BETTER USE OF SKILLS

28% say opportunities to use existing skills and experience or gain new ones would encourage them to volunteer more.



BETTER KNOWLEDGE

29% say more information about local needs would encourage them to volunteer more.

FINANCIAL SERVICES SECTOR IN THE SPOTLIGHT

• Employees who work in the Financial Services sector could already be in a culture of workplace giving; 35% of employees cite workplace schemes or initiatives as a key influence for more volunteering compared with an average of 19% for all sectors surveyed.

35%

Statistical extracts from: **More To Give, London Millennials Working Towards A Better World.**

By Professor Cathy Pharoah and Dr Catherine Walker for CGAP@Cass. Commissioned by City Philanthropy, A Wealth of Opportunity. Published July 2015.

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