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The Giving Generation disrupts the Third-sector

Research released by Leetchi reveals that Millennials are the 'giving generation' but are fast losing faith in charity organisations

- **People aged 18 - 34 are nearly twice as likely to donate to charity than those aged 55+ (82% compared to 42%)**
- **More than a third of Millennials (38%) choose not to give directly to charity organisations as they believe only a small amount will go towards supporting the cause and cited this as their number one reason**
- **A further 37% don't trust the source or charity organisation collecting donations**
- **Research reveals the top 10 causes Millennials choose to donate to**

November 2016 - Research today released by money collection platform Leetchi.com, sheds light on Millennials' attitudes towards charity fundraising and their increasing mistrust in charity organisations.

The research, conducted by YouGov, surveyed 2,500 people and reveals that Millennials are nearly twice as likely to donate to charity than those aged 55+ (79% compared to 42%), proving that Millennials have been unfairly labeled and are in fact the 'giving generation'.

There are currently 13.8million people in the UK aged between 18 - 35[1] and as the UK's number one source of charitable donations, this generation is firmly in the driving seat when it comes to reshaping the third-sector.

Half (50%) of those aged 18 - 24 and 40% of those aged 25 - 34 and would prefer to use a crowdfunding platform to donate money directly to individual than donate via an established charity organisation. When questioned on why they would not donate directly to charity organisations, more than a third (38%) of 18 - 35 year olds believed that only a small amount of their donation would go towards supporting the actual cause.

A further 37% of 18 - 34 year olds stated that they don't trust the source or organisation collecting it.

On which charitable causes they would prefer to donate to, Millennials ranked 'health' as a top priority at 29%, closely followed by 'wildlife preservation / animals' and 'community projects' (27% and 24%). Bottom of the list was 'technological development' falling in at only 10%.

Top 10 causes Millennials (people aged 18 - 34) choose to donate to:

1. Health (29%)
2. Wildlife preservation and animals (27%)
3. Community projects (24%)

4. Personal stroke of fate (for example illness, being homeless) (23%)
5. Humanitarian projects (22%)
6. Advocacy groups projects (human rights, women's rights) (18%)
7. Youth and education (17%)
8. Culture (13%)
9. Sports organisations (13%)
10. Technological development (10%)

Only 19% stated that they would not donate to any of these causes compared to 58% of 55+ year olds, 40% of 45 - 55 years olds and 25% of those aged 35 - 45.

Céline Lazorthes, CEO and founder of the Leetchi Group, comments on the findings; "Charity organisations need to encourage transparency in how their funds are spent, particularly as today we have the ability to donate to specific causes in a matter of minutes from our phones. This hyperconnectivity opens channels for scrutiny and we need to determine how we can fundraise for a good cause and instill confidence in Millennials."

"With the trust in UK charities at a record low, people are relying on donation-based crowdfunding to help fulfill fundraising targets and remove charities from the equation all together. Millennials are an extremely generous generation, however, they are also very money-savvy and aware that direct donations to individuals are the best way to ensure their money is being donated to the cause that they want it to."

Leetchi.com is an easy, fast and secure money collection platform that allows anyone to create a 'money pot' in less than a minute and invite others to help finance projects such as group gifts for birthdays, baby showers and co-workers, as well as fundraising for projects, charities and events.

-ENDS-

Notes to editors

Data: Leetchi analysed data of 2,500 respondents across the UK. The research was conducted by YouGov.

Sources:
1https://www.theguardian.com/world/2016/mar/07/millennials-generation-y-guide-to-much-maligned-demographic
[2]https://media.optus.com.au/wp-content/uploads/2014/03/Optus-RockCorps-Generation-We-Not-Me-Report_FINAL.pdf

About Leetchi:
Leetchi.com, the leading online money collection site with more than 6 million users in 150 countries and a team of 65 employees. The Leetchi Group forecasts that more than €400million will be raised using the platform in 2016.

The Leetchi Group offers high quality, innovative money solutions via the commercialisation of its MANGOPAY API, developed to answer to the strong market request for C2C payments. MANGOPAY is a provider of payment solutions dedicated to collaborative players such as marketplaces and crowdfunding platforms, and currently services over 1,500 client platforms across Europe.

Today, Leetchi.com is available in four languages: French, English, Spanish and German, and people can contribute to a money pot from over 150 countries.

Public money pots: Public money pots allows people to discover all public money pots created by Leetchi users with the purpose of supporting charitable causes, non profit organisations as well as personal projects.