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# Gen Z isn't giving less. They're giving differently.

*An Angus Reid Report*

April 2026



# Gen Z Is Changing What It Means to Show Up

## 01

Gen Z engage differently, not less. While slightly less likely to donate, they show up through sharing, advocacy, and action.

**Impact goes beyond dollars. It's about engagement, reach, and community.**

## 02

Gen Z giving is driven by values and social influence. They gravitate toward causes like social justice and mental health.

Discovery happens on social through peers, creators, and shared content.

**Who's talking about it matters as much as the cause itself.**

## 03

To engage Gen Z, charities need to act more like movements than institutions.

Show up on social with clear values, real stories, and shareable content amplified by creators and peers.

Make participation easy: donate, share, advocate, volunteer.

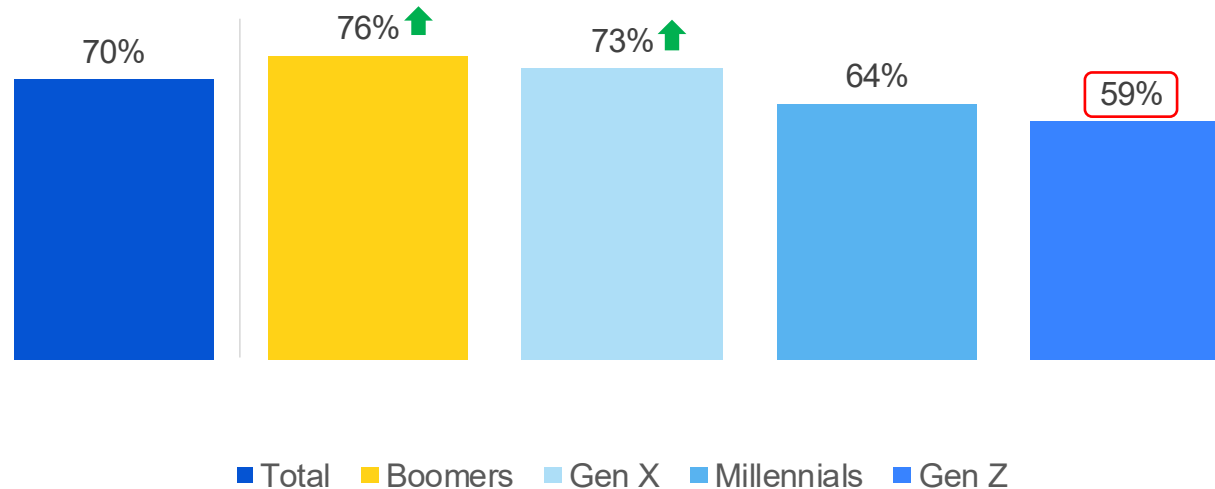
**Build trust through transparency and real impact.**

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# Setting the stage: Past 12 Months Donations

While Gen Z are the least likely to have made a charitable donation in the past 12 months, six-in-ten have donated showing that charitable giving remains strong regardless of age.

## Have Donated in Past 12 Months

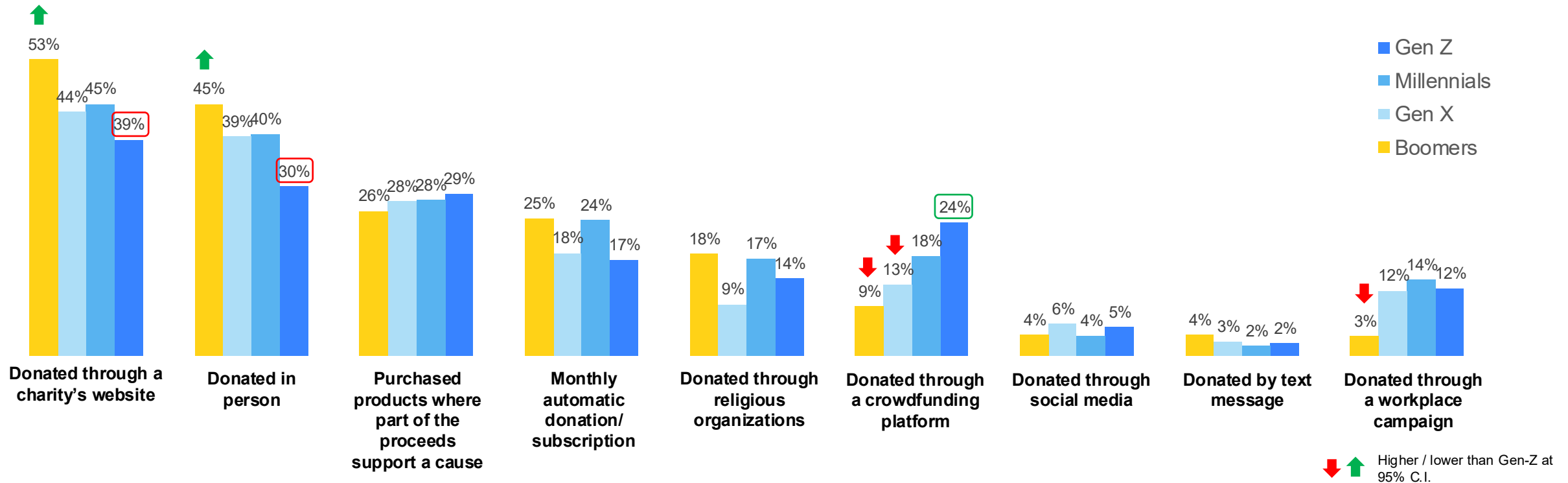


↓ ↑ Higher / lower than Gen-Z at 95% C.I.

# Methods of Donating – Past 12 Months

Emerging methods of donations are changing the landscape for how Canadians donate. Donating through websites or in person to charities is much less prevalent in younger Canadians (Gen Z) and is being replaced by crowdfunding platforms.

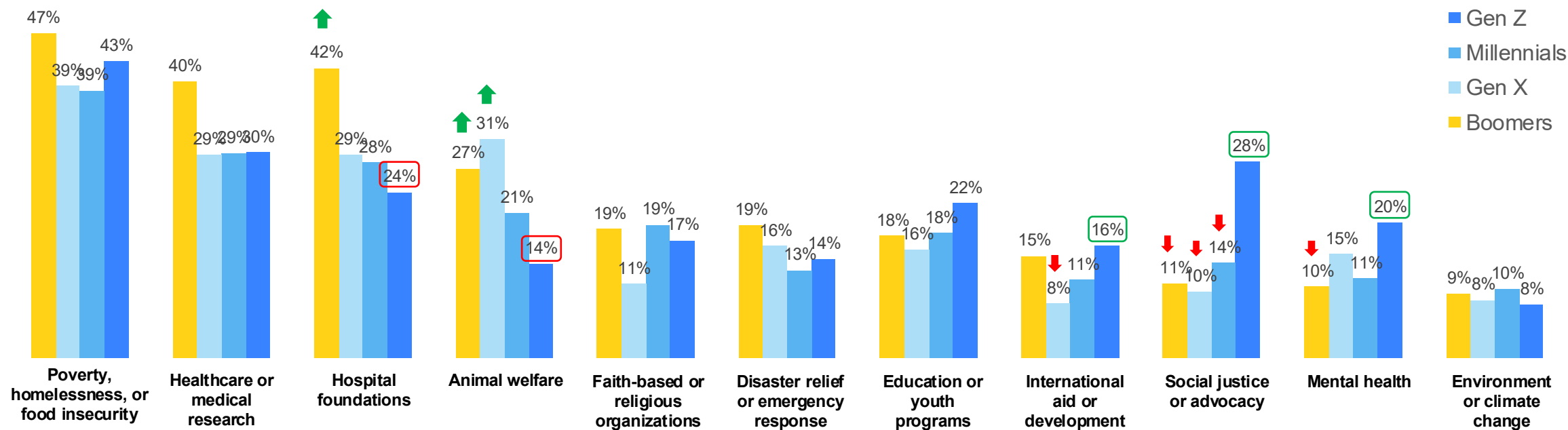
## Donation Methods – Generations



# Type of Donations – Past 12 Months

Gen Z are also unique in the types of causes and charities they are choosing to support. They are more likely to be donating to social justice or advocacy charities, and mental health charities than older Canadians. This appears to be at the expense of hospital foundations and animal welfare charities.

## Types of Causes Supported – Generations

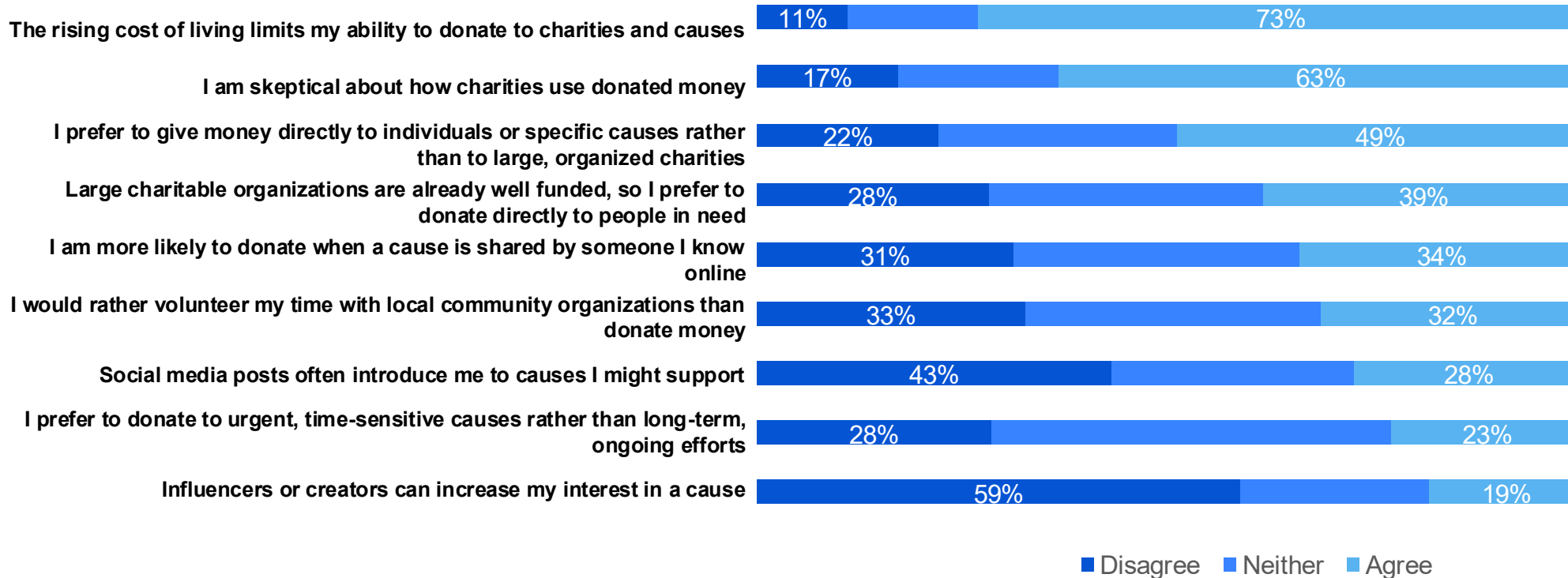


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# Perceptions of Charities and Donating

Rising cost of living and category scepticism are key barriers that charities need to overcome to encourage donations in Canada

## Perceptions of Charities and Donating

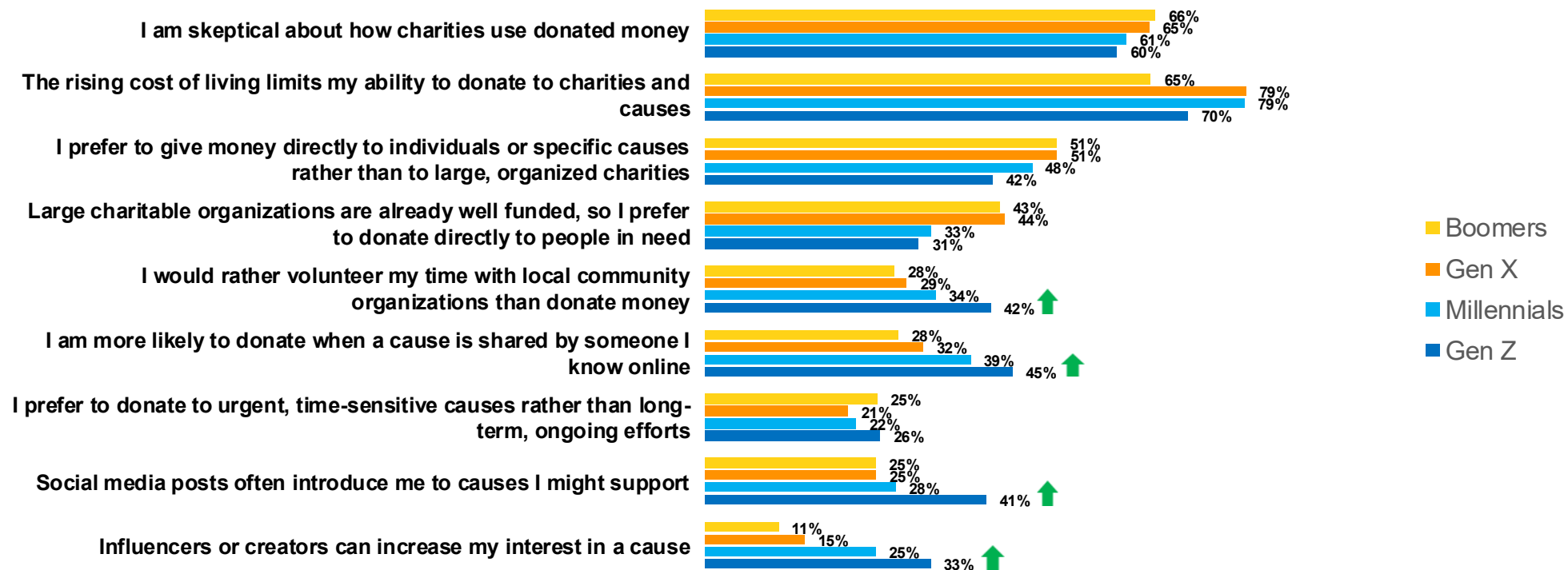


# Perceptions of Charities and Donating - Agree

Gen Z also much more likely to be influenced online with social media posts and sharing, as well as influencer / creator posts helping to guide their charitable giving behaviours. This age group are also open to donating time as opposed to money to causes they care about.

## Perceptions of Charities and Donating – Generations

%Agree

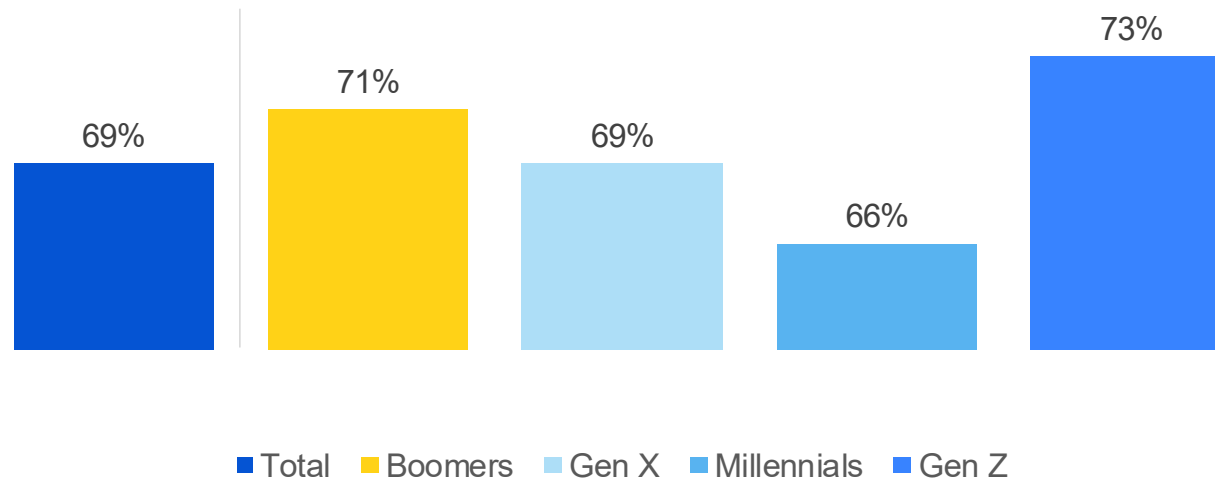


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# Alternative Ways of Supporting Causes

Interestingly, alongside Boomers, Gen Z are the most likely generational cohort to be supporting charities outside of monetary donations.

Supporting Causes - Alternatives  
*% yes to supporting any alternative cause*



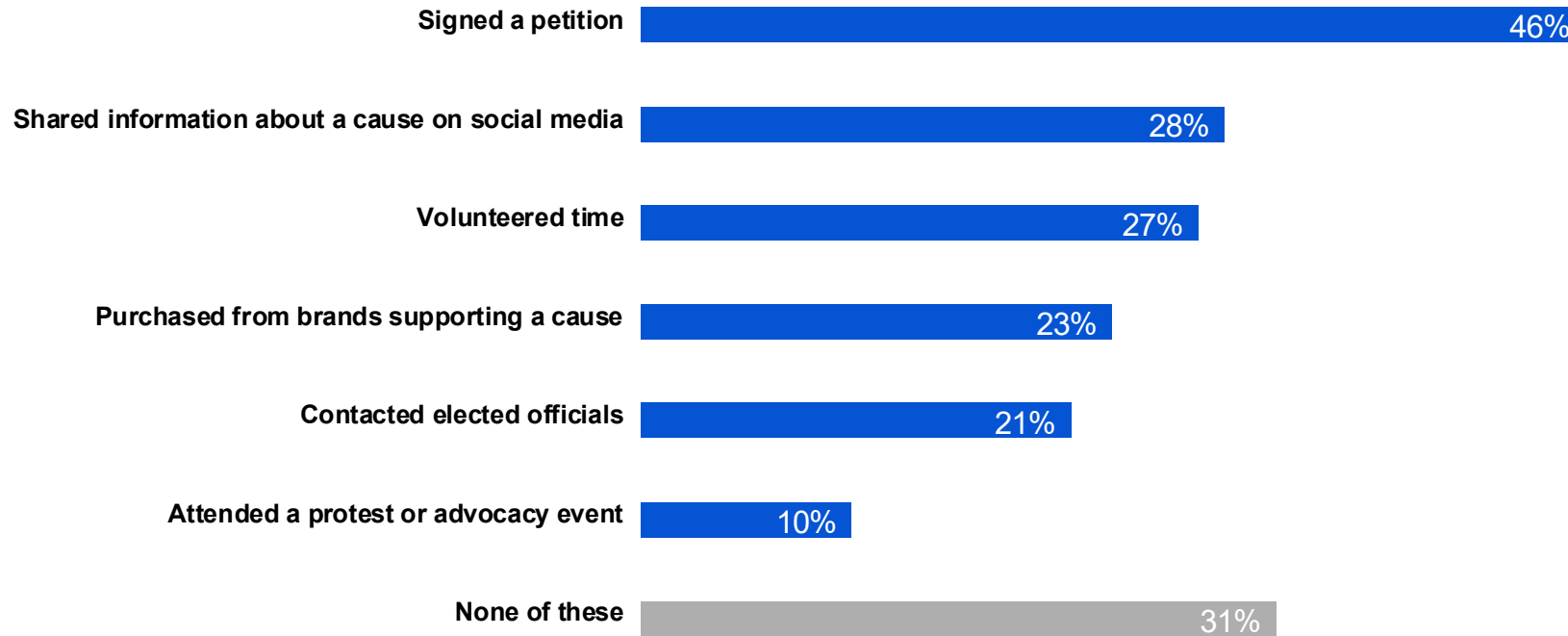
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# Alternative Ways of Supporting Causes

Signing a petition is the most prevalent action beyond donating money.

## Supporting Causes Alternatives

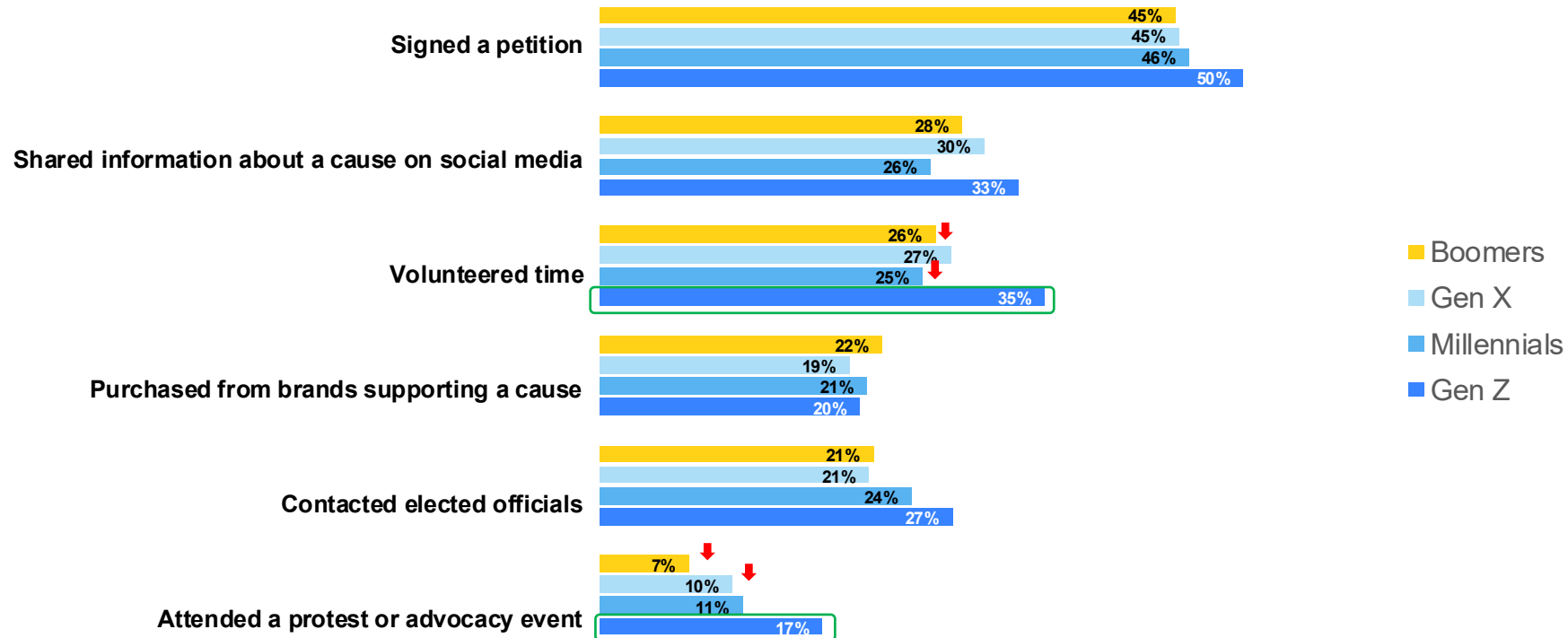
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# Alternative Ways of Supporting Causes

Gen Z are the most engaged generational cohort for supporting causes outside of monetary donations. Signing petitions, sharing causes on social media, volunteering time, contacting elected officials and attending protests / advocacy events are all ways that Gen Z are demonstrating engagement and commitment to the giving economy.

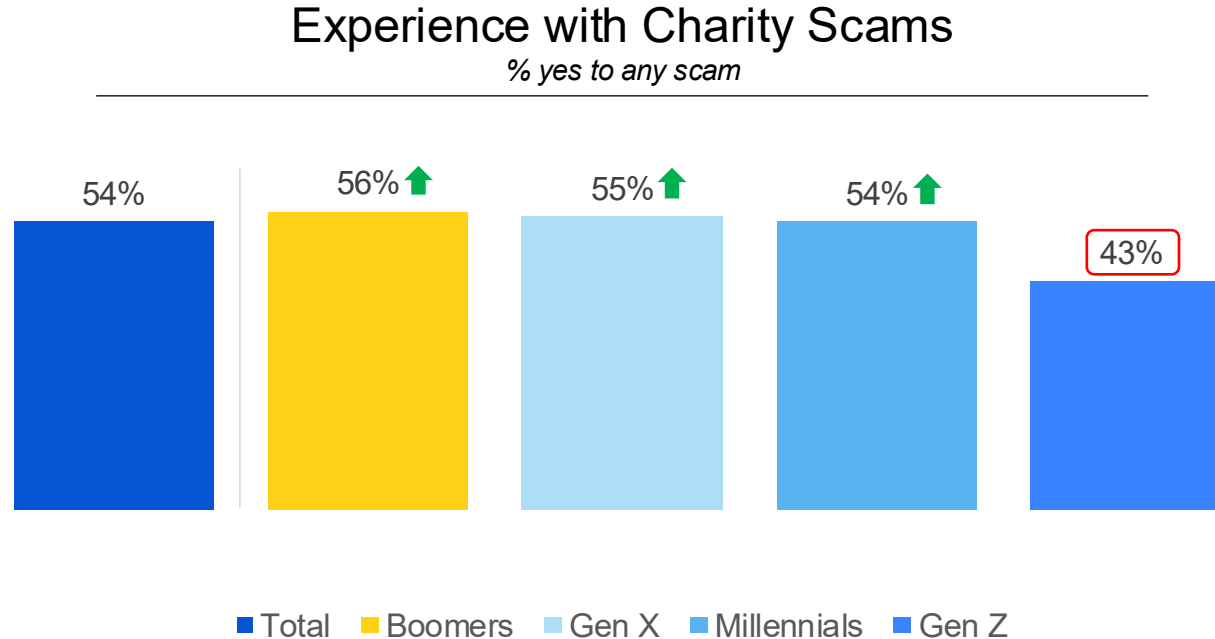
## Supporting Causes Alternatives – Generations



↓ ↑ Higher / lower than Gen-Z at 95% C.I.

# Past Experience with Charity Scams

Just over half of Canadians have experienced charity scams/ Gen Z are least likely to have experienced these despite being the most influenced generation for online charitable giving.

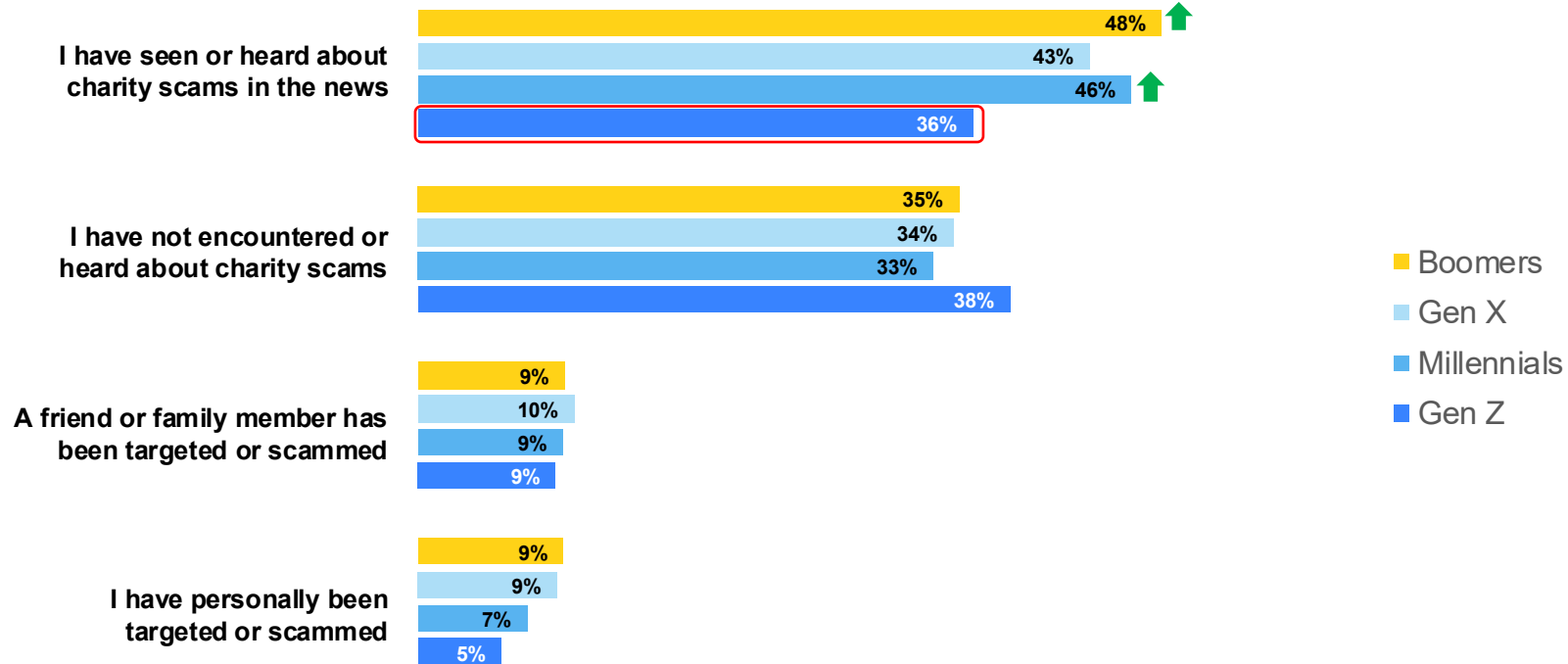


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# Past Experience with Charity Scams

News sources have the most impact in terms of raising awareness of charity scams.

## Experience with Charity Scams – Generations

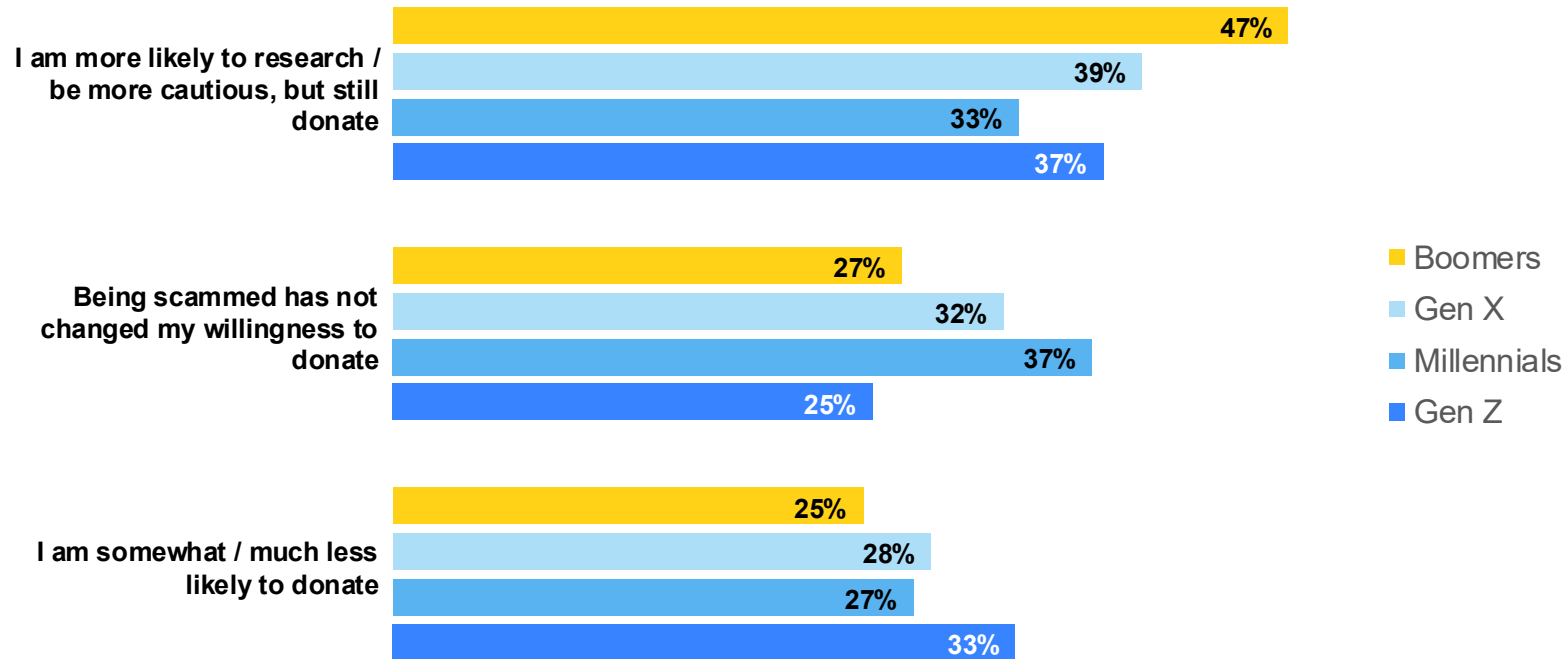


↑ Higher / lower than Gen-Z at 95% C.I.

# Donation Intent After Experiencing Scam

Charity scams are eroding willingness to donate. While more people are willing to put in the effort to research and then donate, around three-in-ten are stating a decrease in likelihood to donate

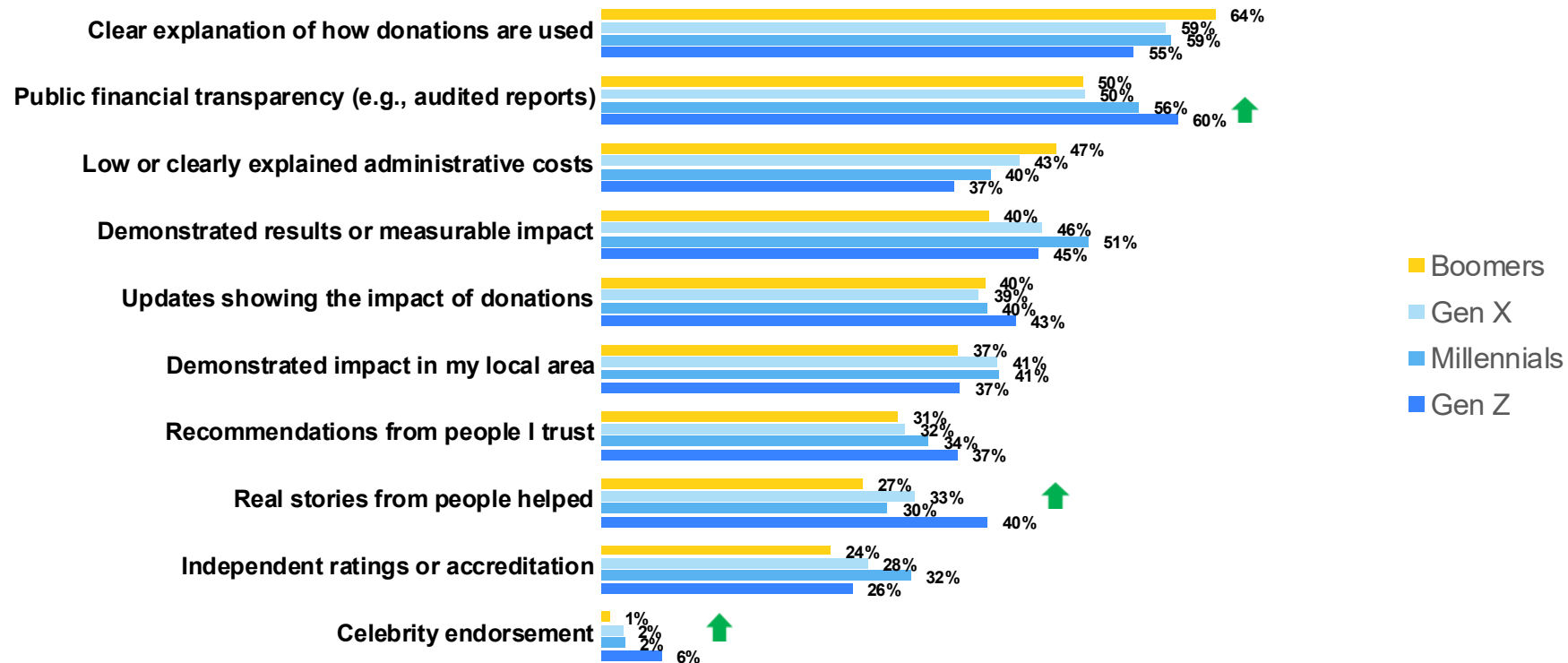
Future Donation Intent after Experiencing Charity Scam – Generations  
*Among those who have experienced a charity scam*



# Key Factors to Increase Trust in Organizations

Gen Z want more openness and transparency to increase their trust. They want to hear the real stories form people who have been helped by their donation and public financial transparency.

## Factors to Increase Trust in Charities or Organizations – Generations



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# If Giving Is Changing, What Needs to Change?

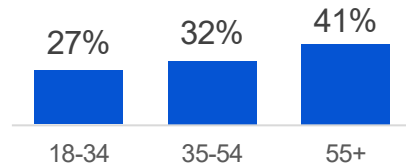
<b>Cause-Alignment</b>	Is the cause being connected to the themes (like social justice, mental health, and systemic inequality) Gen Z over-indexes on?
<b>Participation</b>	Are supporters (particularly Gen Z) being treated as activists and amplifiers, not just donors?
<b>Storytelling</b>	Who is telling the story - and how credible voices (creators, activists, young women themselves) be leveraged?
<b>Entry</b>	What does a “low-barrier first step” into the movement look like?

# Demographics

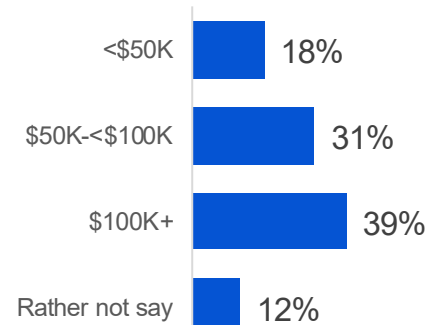
## GENDER



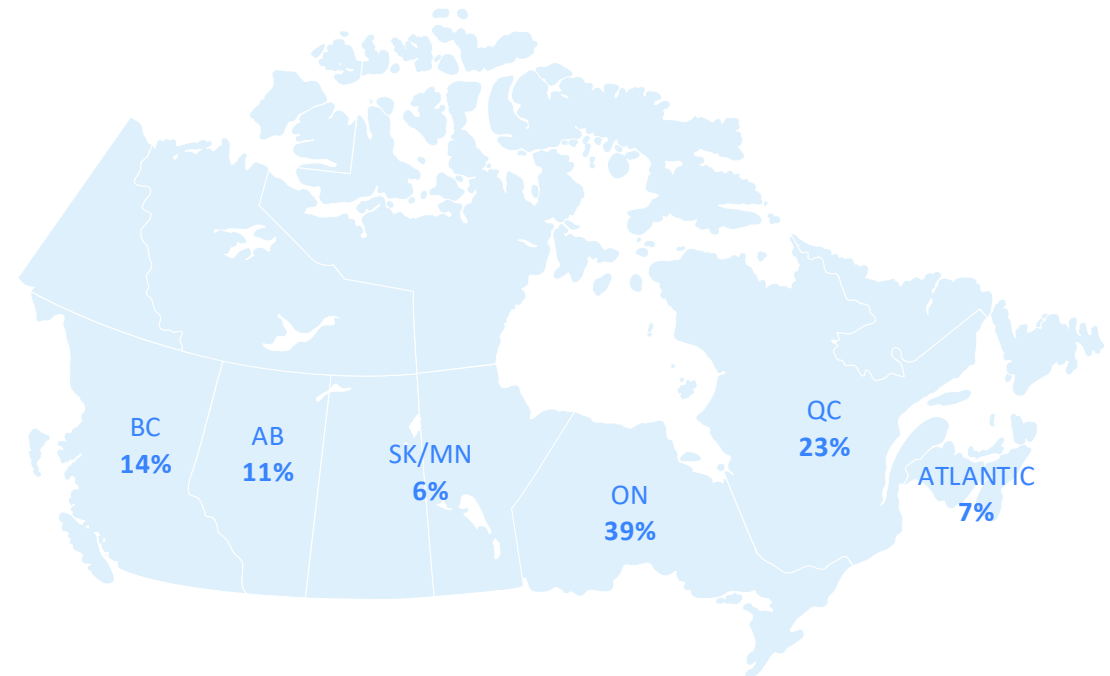
## AGE



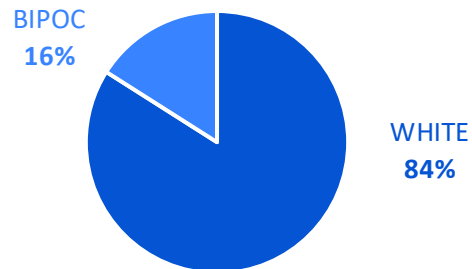
## INCOME



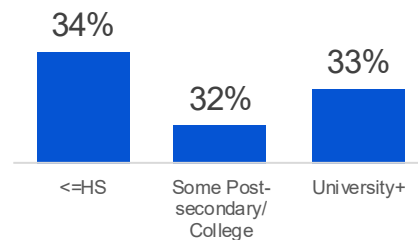
## REGION



## ETHNICITY



## EDUCATION



Base: Total (n=1501) | Gender | Age | Region | Income | Education | Community | Ethnicity

# A New Generation, A New Way to Give

## Background

Through conversations with our charity partners, we've seen a clear shift in how people are choosing to give.

A new generation of donors have entered their earning years, **bringing different expectations** like prioritizing values, participation, and digital engagement over traditional donation models.

This study explores those changes and **shares what they mean for the broader sector**, with the goal of sparking new thinking and helping organizations find fresh ways to connect with this next generation.

## Field Window

March 18<sup>th</sup> – 22<sup>nd</sup>, 2026

## Sample

- n=1501 Canadians 18+
- Balanced according to census data on age, gender, region

## Definitions:

Gen Z	Gen Y (Millennial)	Gen X	Baby Boomers
18-29	30-45	45-61	62-80

READY FOR ANSWERS?

angus reid group<sup>®</sup>

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