

LATINX PHILANTHROPY:

Understanding Generosity Trends Across Latinx Communities in the U.S.

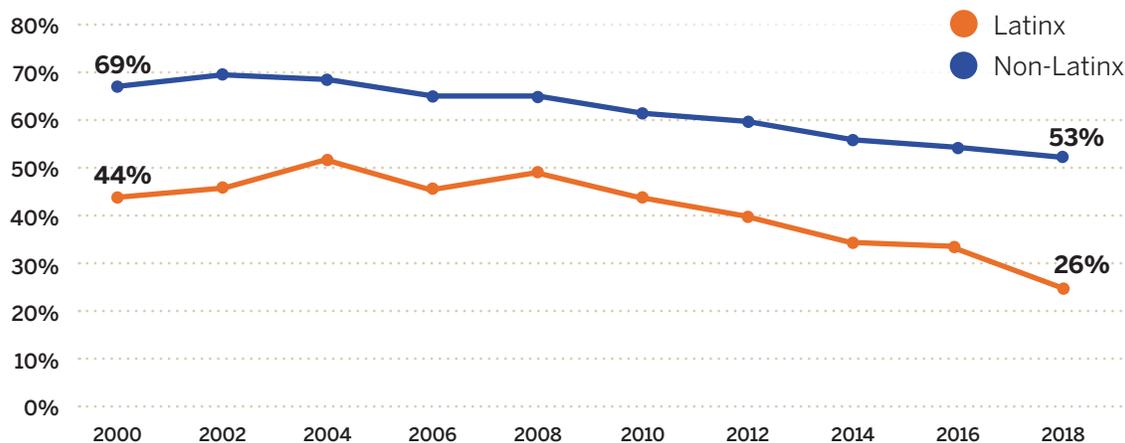
This report provides new insights into changing patterns and long-term trends of Latinx generosity and is comprised of data from literature reviews, three national datasets, and two focus groups of diverse Latinx donors, philanthropic advisors, and nonprofit professionals.

Latinx donors commonly give based on **values, interests, organizational connections, and identities**, with giving often occurring between families and communities rather than toward organizations.

Latinx households are significantly **more likely to engage in informal giving** compared to non-Latinx households even when demographic and economic factors are controlled for.

An **increasingly smaller percentage** of Latinx households gave to charitable organizations between 2000 and 2018. **This pattern is comparable to trends in the general U.S. population.**

RATES OF GIVING BY HOUSEHOLD



PRIORITY CAUSES

From 2000-2018 the most common priority causes for Latinx household charitable giving were 1) **religious congregations**; 2) **food, shelter, and basic necessities**; 3) **healthcare and medical research**; and 4) **education**, which matched the priorities of non-Latinx households.

IMPLICATIONS FOR PRACTITIONERS

- Understanding the central role of family and intergenerational involvement and engaging with Latinx communities on strategic priorities can inform more robust stewardship practices.
- Vital conversations are emerging to address opportunities for strategic, long-term investments in and by Latinx communities. Understanding these trends can benefit engagement with Latinx donors, whose communities have demonstrated a desire to widen their philanthropic reach.
- Understanding the diversity within Latinx self-identification and terminology can inform fundraising and nonprofit communications and relationships.