

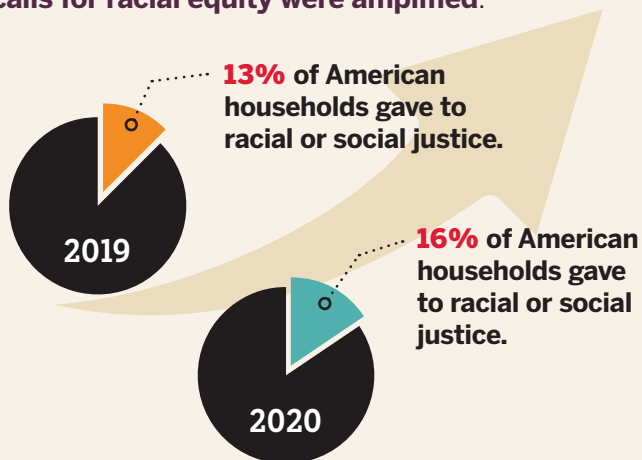
# GIVING TO RACIAL AND SOCIAL JUSTICE

AUGUST 2021  
UPDATED DECEMBER 2022



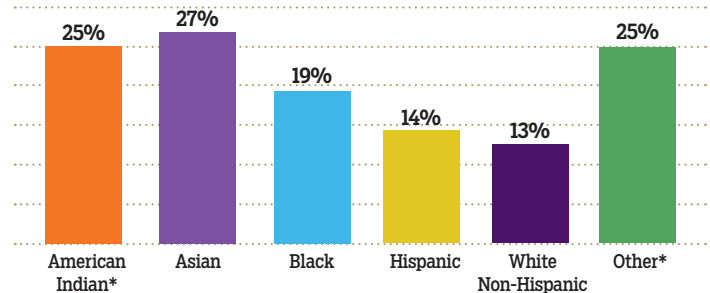
## Giving to racial and social justice is on the rise

In the wake of the COVID-19 health crisis and tragic killings of George Floyd, Ahmaud Arbery, and Breonna Taylor, amongst many others in 2020, calls for racial equity were amplified.



## RATES OF GIVING TO RACIAL AND SOCIAL JUSTICE

BY RACIAL AND ETHNIC GROUPS



## GIVING TO RACIAL AND SOCIAL JUSTICE IN THIS STUDY INCLUDES:

- **Direct support for individuals and families** affected by or addressing racial and social injustice
- **Grassroots organizations** addressing specific issues related to racial equity
- **Nonprofits** addressing broader issues related to racial and social equity



## Profiles of donors who gave to racial and social justice in 2020

- **Black Americans were more likely** than their white counterparts to give to racial and social justice causes, holding other factors constant.
- Donors to racial and social justice causes were **more likely to be younger, not married, and attend religious services less** than donors who make charitable gifts to other causes.

"I strive to work for the well-being of society."

"I find it important to make an effort on behalf of others."

"I find it important to give help to the poor and those who need it."

## Motivations for giving to racial and social justice

Donors to social justice causes are more likely to say that they are motivated by human and societal well-being than donors to more traditional organizations.



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