

FUTURE OF GIVING 2020



Intelligence by

sparks & honey

In collaboration with



Morgridge
FAMILY FOUNDATION

This report is a collaboration with MFF. The cultural shifts (and findings) identified in this report are the result of an analysis of signals at the edges of culture, including thousands of articles, search terms, research papers, social listening and quantitative studies, conducted by sparks & honey via its cultural intelligence system, Q™.

sparks & honey

sparks & honey is a technology-based cultural consultancy delivering innovative growth and transformation strategy for global organizations. With their first-of-its-kind, human and AI-powered intelligence platform, Q™, sparks & honey's comprehensive framework for understanding and predicting cultural change drives bold decision-making and business impact for today's leaders. A disruptive force to the traditional consulting model, sparks & honey identifies emerging cultural trends and industry shifts, helping organizations stay ahead of the curve in a disruption-prone world – the company is part of the Omnicom Precision Marketing Group.



The Morgridge Family Foundation invests in leaders and organizations that are reimagining solutions to some of today's biggest challenges. MFF offers vision, community, and resources to support a network of partners achieving their profound impact. Learn more at thinkmff.org.

GIVING IS EVERYONE'S BUSINESS

In the year 2020, there has never been a better time to unravel the cultural landscape of giving. As we write this, the coronavirus pandemic is raging throughout the world, inequalities that have long been in the shadows are now in the limelight, our environment is burning, and economic chaos is causing uncertainty for people around the world. We need giving now more than ever. Giving is about preserving the resources of our collective future.

Last year, 181 business leaders around the world gathered to sign the “Statement on the Purpose of a Corporation” to redefine the purpose of a company: how it’s meant to function and who it is designed to benefit. Corporate social responsibility is no longer in a silo or something to mark off a list, but rather, it is now fundamental to an

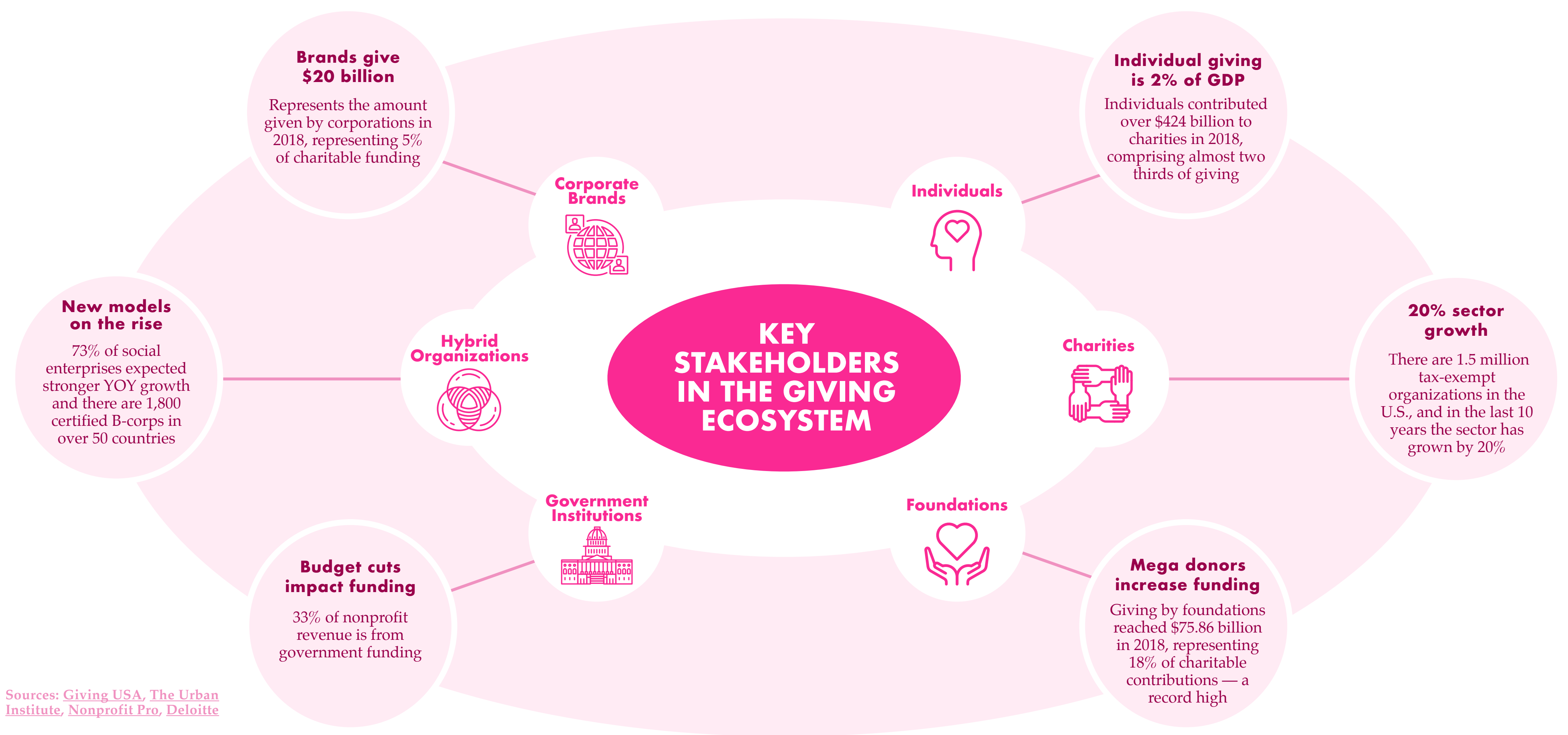
organization’s role in society. Giving points to imagining a world that treats stakeholders of all kinds — everyone, from communities to families, suppliers, and customers — as beneficiaries of shared growth.

In this report, we explore the seismic cultural changes that are shaping the future of giving, where technology, changes in human behaviors, and evolving consumer expectations collide with new business models and data sets, and strategies that reconsider how we work together to solve some of the biggest challenges out there.

Corporations, nonprofits, individuals, leaders and your neighbors all have a role to play. This very moment of crisis is daring us all to do it better.

Giving is about everyone and every organization

Giving taps into a vast and diverse group of stakeholders. This giving ecosystem spans private and public sectors, individuals and larger institutions. Each plays a role within the cultural changes that bring forth the future of giving.



Sources: [Giving USA](#), [The Urban Institute](#), [Nonprofit Pro](#), [Deloitte](#)

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