

# United Way Generation X

## Engagement

**Overview of findings:** Generation X (ages 44-59) make up 21.77% of the survey population (160 respondents). This age demographic shows large engagement with charitable causes, displaying awareness and a willingness to contribute, especially when familiar to specific organizations.

Population Breakdown:

- **Population representation:** Generation X makes up 21.77% of the survey respondents.
- **Charitable Involvement:**
  - o **Monetary Donations:** 14.15% have made donations in the past year, whereas 7.62% have not.
  - o **Volunteering:** 9.93% have volunteered, whereas 11.84% have not.

Generation X makes up 21.77% of the survey's respondents. 14.15% have donated in the past year, and 8.02% have volunteered, showing a willingness to donate and volunteer.

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**Awareness of Local Nonprofit Organizations:** Generation X's data displayed varied awareness of local nonprofit organizations.

- **United Way of Northeast Florida:** 85% are aware.
- **Community Foundation for Northeast Florida:** 23.75% are aware.
- **Feeding Northeast Florida:** 63.13% are aware.
- **Sulzbacher:** 54.38% are aware.
- **City Year Jacksonville:** 19.38% are aware.
- **Downtown Vision Inc.:** 26.25% are aware.

Awareness of local nonprofit organizations varies. United Way Northeast Florida has the highest recognition with 85% of Generation X being aware. Organizations such as Downtown Vision Inc. (26.25%) and City Year Jacksonville (19.38%) are less recognized among Generation X.

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**Perception of Local Nonprofits:** Along with the relatively high awareness, Gen X associate positive attributes with these nonprofit organizations. Below are the key characteristics that are associated with different nonprofits.

- **United Way of Northeast Florida:** Caring, Effective, and Trustworthy.
- **Community Foundation for Northeast Florida:** Relevant, Caring, and Effective.
- **Feeding Northeast Florida:** Caring, Effective, and Relevant.
- **Sulzbacher:** Caring, Effective, and Relevant.
- **City Year Jacksonville:** Effective, Innovative, and Caring.
- **Downtown Vision Inc.:** Relevant, Effective, and Innovative.

When familiar, Generation X held a positive perception of nonprofits. All the nonprofit organizations are associated with positive characteristics and feelings such as caring, effective, and innovative.

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**Understanding of Nonprofits' Missions:** A look into Gen X's survey data showed how well they comprehend what the local nonprofit's missions are. Gen X perceives these non-profit's missions as:

- **United Way of Northeast Florida:** 35.05% answered that they understood United Way's mission "very well".
- **Community Foundation for Northeast Florida:** 23.81% answered that they understood Community Foundation's mission "very well".
- **Feeding Northeast Florida:** 34.21% answered that they understood Feeding Northeast Florida's mission "very well".
- **Sulzbacher:** 42.17% answered that they understood Sulzbacher's mission "very well".
- **City Year Jacksonville:** 32.61% answered that they understood City Year Jacksonville's mission "very well".

- **Downtown Vision Inc.:** 27.78% answered that they understood Downtown Vision Inc's mission "very well".

This data shows that there are opportunities for nonprofits to communicate their missions and objectives better to the Gen X audience, which can help to further support and engagement.

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**Willingness to Donate:** Looking into Gen X's survey data there is clear desire to donate to local nonprofits. Here is the breakdown on how likely they are to donate:

- **United Way of Northeast Florida:** 65.44% are either likely or extremely likely to donate.
- **Community Foundation of Northeast Florida:** 65.79% are either likely or extremely likely to donate.
- **Feeding Northeast Florida:** 80.19% are either likely or extremely likely to donate.
- **Sulzbacher:** 74.71% are either likely or extremely likely to donate.
- **City Year Jacksonville:** 55.28% are either likely or extremely likely to donate.
- **Downtown Vision Inc.:** 55% are either likely or extremely likely to donate.

While the current donation rates among Gen X are low the numbers in the data show that there is a willingness among this generation to donate. If nonprofits can reach out and effectively communicate among Gen X they could see more donations.

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**Motivation to Donate or Get Involved:** Generation X is motivated by their personal beliefs and community-related factors when it comes to donating or getting involved in charitable activities. The survey data revealed the top motivators:

- **Supporting a cause or issue they care about:** 132 votes.
- **Feeling good about helping their community:** 115 votes.
- **Ethical, moral, or religious/spiritual beliefs:** 95 votes.

These data results show that nonprofits seeking engagement with Gen X should focus on connecting their missions that allow this generation to help their community and help different causes.

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### **Conclusion:**

In conclusion, Generation X demonstrates significant potential for increased engagement with local nonprofits, particularly in terms of donations and volunteerism. Although current donation and volunteer rates are modest, the data indicates a strong willingness among this demographic to contribute, especially to organizations they feel connected to or aligned with their values. Nonprofits such as **United Way of Northeast Florida** and **Feeding Northeast Florida** enjoy high levels of awareness and a positive reputation, but there is a clear opportunity for all organizations to improve their communication of missions and goals. By focusing on fostering a deeper connection with Generation X through clear messaging that emphasizes community impact and personal fulfillment, nonprofits can unlock greater support from this group. Engaging Generation X with causes that resonate on an emotional or ethical level will be key in driving further contributions and involvement.

# United Way Generation Z Engagement

## Overview of Findings:

Generation Z (ages 18-27), making up 14% of the survey population, shows low engagement with charitable causes and limited awareness of local nonprofit organizations in Northeast Florida. Only a small percentage have donated or volunteered in the past year. Despite this, Gen Z demonstrates a willingness to contribute, especially if made more aware of the nonprofits' missions. While they associate positive characteristics with organizations like United Way of Northeast Florida, there are clear opportunities to increase engagement through improved awareness and understanding of these organizations' goals and initiatives.

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## Generation Z Population Breakdown:

- **Population Representation:** Generation Z makes up 14% of the survey population, consisting of 104 respondents aged 18-27.
- **Charitable Involvement:**
  - **Monetary Donations:** Only 6.34% of Gen Z have donated to a charitable cause in the past year, while 7.12% did not.
  - **Volunteering:** Just 4.4% of Gen Z have volunteered their time, while 8.93% reported not volunteering at all.

This data highlights a relatively low level of direct engagement with charitable organizations within the Generation Z demographic in Northeast Florida.

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## Awareness of Local Nonprofit Organizations:

When it comes to recognizing local nonprofit organizations, Gen Z demonstrates a significant gap in awareness. Here are the findings related to several key organizations:

- **United Way of Northeast Florida:**

- **Awareness:** Only 43.27% of Gen Z respondents have heard of United Way of Northeast Florida, while a larger portion, 56.73%, are not familiar with the organization.
- **Other Nonprofit Organizations:**
  - **Community Foundation of Northeast Florida:** 27.88% are aware, while 72.12% are not.
  - **Downtown Vision Inc.:** Only 21.15% are aware of this organization, while 78.85% have not heard of it.
  - **Feeding Northeast Florida:** 48.08% of Gen Z are familiar with this nonprofit, while 50% are unaware.
  - **Sulzbacher:** 18.27% have heard of it, but a striking 81.73% have not.
  - **City Year Jacksonville:** 27.88% are familiar with the organization, leaving 72.12% unaware.

These findings reveal that many nonprofits, including the United Way and other prominent organizations, face significant challenges in building awareness among Gen Z in the region.

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### Perception of Local Nonprofits:

Despite the low awareness, when Gen Z is familiar with a nonprofit, they tend to associate positive attributes with these organizations. Below are some of the key characteristics tied to different nonprofits:

- **United Way of Northeast Florida:**
  - **Top Attributes:** Trustworthy (24 votes), Caring (23 votes), Effective (18 votes).
- **Community Foundation of Northeast Florida:**
  - **Top Attributes:** Caring (16 votes), Relevant (13 votes), Effective (12 votes).
- **Feeding Northeast Florida:**
  - **Top Attributes:** Effective (32 votes), Trustworthy (30 votes), Caring (29 votes).

These perceptions suggest that when Generation Z is aware of local nonprofits, they generally hold favorable views regarding their impact and reliability.

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## **Understanding of Nonprofits' Missions:**

A deeper dive into Gen Z's understanding of what local nonprofits do reveal varying levels of comprehension. Here's how Gen Z perceives the motives of key organizations:

- **United Way of Northeast Florida:**
  - 37.78% somewhat understand its mission.
  - Only 13.1% of respondents claim to understand the organization's motives "very well."
- **Feeding Northeast Florida:**
  - 40% understand the organization's goals fairly well, with another 26% indicating they understand its motives "very well."

This data points to an opportunity for nonprofits to better communicate their missions and objectives to the Gen Z audience, which may help to deepen engagement and support.

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## **Willingness to Donate:**

Despite the relatively low current involvement, Generation Z shows a notable willingness to support causes, especially those they understand and care about. Here's a breakdown of their likelihood to donate:

- **United Way of Northeast Florida:**
  - 62.2% are either likely or extremely likely to donate.
- **Community Foundation of Northeast Florida:**
  - 68.96% are likely or extremely likely to donate.
- **Feeding Northeast Florida:**
  - 80% are likely or extremely likely to donate.

While current donation rates are low, these numbers indicate a strong potential for future contributions if nonprofits can effectively communicate their missions and increase awareness.

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## **Motivation to Donate or Get Involved:**

Generation Z is motivated by specific personal and community-related factors when it comes to donating or getting involved in charitable activities. The survey revealed the following top motivators:

- **Supporting a Cause or Issue They Care About:** 81 votes.
- **Feeling Good About Helping the Community:** 73 votes.
- **Ethical, Moral, or Religious/Spiritual Beliefs:** 54 votes.

These results suggest that nonprofits seeking to engage Gen Z should focus on connecting their missions to causes this generation is passionate about and emphasize the personal and social benefits of getting involved.

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### **Conclusion:**

The survey findings indicate that while Generation Z in Northeast Florida may currently have low awareness and participation in local nonprofit organizations, they are open to engagement if given the right information and motivation. Organizations like United Way of Northeast Florida have an opportunity to increase awareness and understanding, which could lead to greater support from this younger generation. By focusing on communication and aligning their missions with causes that resonate with Gen Z, nonprofits can strengthen their relationships with this key demographic and boost their long-term impact.



# United Way Millennials Engagement

**Overview of Findings:** Millennials (ages 25-44) make up 29% of the survey population (216 respondents). This demographic shows moderate engagement with charitable causes, displaying a mix of awareness and willingness to contribute, particularly when familiar with specific organizations.

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## Population Breakdown:

- **Population Representation:** Millennials constitute 29% of survey respondents.
- **Charitable Involvement:**
  - **Monetary Donations:** 18.37% have donated in the past year; 9.57% have not.
  - **Volunteering:** 14.49% have volunteered, while 13.34% have not.

Millennials constitute 29% of the survey respondents. 18.37% have donated in the past year, and 14.49% have volunteered, showing moderate engagement with charity activities.

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**Awareness of Local Nonprofit Organizations:** Millennials display varied awareness of local nonprofit organizations:

- **United Way of Northeast Florida:** 67.5% are aware.
- **Community Foundation for Northeast Florida:** 30% are aware.
- **Feeding Northeast Florida:** 57% are aware.
- **Sulzbacher:** 50% are aware.
- **City Year Jacksonville:** 33% are aware.
- **Downtown Vision Inc.:** 28% are aware.

Awareness varies among organizations. United Way of Northeast Florida has the highest recognition with (67.5%), while organizations like City Year Jacksonville (33%), Downtown Vision Inc. (28%), and Community Foundation for Northeast Florida (30%) are less known.

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**Perception of Local Nonprofits:** Millennials tend to associate positive attributes with familiar nonprofits:

- **United Way of Northeast Florida:** Effective, Caring, Trustworthy.
- **Community Foundation for Northeast Florida:** Trustworthy, Relevant, Caring.
- **Feeding Northeast Florida:** Caring, Trustworthy, Effective.
- **Sulzbacher:** Caring, Relevant, Effective.
- **City Year Jacksonville:** Effective, Caring, Trustworthy.
- **Downtown Vision Inc.:** Relevant, Innovative, Attention-Grabbing.

When familiar, Millennials generally hold positive views of nonprofits. United Way of Northeast Florida and Feeding Northeast Florida are seen as caring, effective, and trustworthy, while others, such as Community Foundation and City Year, have a moderate perception.

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### **Understanding of Nonprofits' Missions:**

- **United Way of Northeast Florida:** 43% understand the mission “very well” or “fairly well.”
- **Feeding Northeast Florida:** 41% understand the mission “very well” or “fairly well.”
- **Sulzbacher:** 36% understand the mission “very well” or “fairly well.”
  - (Small group that knows)
- **Community Foundation for Northeast Florida:** 16.45% understand the mission “very well” or “fairly well.”
- **Downtown Vision Inc.:** 19.1% understand the mission “very well” or “fairly well.”

Understanding of nonprofits' missions varies. United Way of Northeast Florida and Feeding Northeast Florida have stronger recognition (around 40%) while others, like Downtown Vision Inc. and Sulzbacher, are less understood.

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**Willingness to Donate:** While current donation levels vary, a notable percentage of Millennials express a willingness to contribute:

- **United Way of Northeast Florida:** 49.5% are likely to donate.
- **Community Foundation for Northeast Florida:** 23.45% are likely to donate.
- **Feeding Northeast Florida:** 46.5% are likely to donate.
- **Sulzbacher:** 37.1% are likely to donate.
- **City Year Jacksonville:** 18.6% are likely to donate.

Willingness to donate is moderately high, with 49.5% of Millennials likely to donate to United Way of Northeast Florida and 46.5% to Feeding Northeast Florida. Other nonprofits like Community Foundation and City Year have lower donation likelihood.

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**Motivations to Donate or Get Involved:** Millennials are driven by personal and community values:

- **Top Motivators:** Supporting a cause they care about, feeling good about helping their community, and teaching their children about charitable engagement.

Millennials are driven by personal values, with top motivators including supporting a cause they care about, feeling good about helping their community, and teaching their children to engage with causes.

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**Conclusion:** Millennials show moderate engagement with nonprofit organizations in Northeast Florida, with higher recognition of well-known entities. Increasing awareness, clarity of mission, and personal connections can potentially enhance their involvement and contributions.

# United Way Baby Boomers Engagement

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This report provides a comprehensive analysis of Baby Boomers' perceptions, engagement, and willingness to contribute to United Way and other charitable organizations within Northeast Florida. The findings are based on survey responses from 222 Baby Boomers aged 60–78, highlighting their awareness, involvement, and motivational factors for charitable activities.

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## Key Findings:

### 1. Demographics and Contributions:

- Baby Boomers constitute **30.2% of the survey population**.
  - **77.03% donated to charitable causes** in the past year, while **45.05% volunteered their time**.
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### 2. Awareness of Organizations:

- **89.19%** have heard of United Way Northeast Florida, associating it with attributes such as *caring*, *relevant*, and *trustworthy*.
- Awareness of other organizations varied, with notable familiarity percentages for Feeding Northeast Florida (**61.26%**) and Sulzbacher (**63.51%**), while City Year Jacksonville had the lowest awareness (**13.06%**).

### 3. Understanding and Perception:

- **27.27% of Baby Boomers** somewhat understand United Way's mission, with **30.81% knowing it "fairly well"**.
  - Positive feelings about United Way include perceptions of it as *effective* and *ethical*, but **20.74% somewhat disagree** that it aligns philanthropically with their values.
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### 4. Donation Likelihood:

- **47.98% are likely or extremely likely to donate** to United Way, while **25.25% are unlikely**.

- Motivations for giving include supporting causes they care about (187 votes) and helping their community (147 votes).

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#### 5. Feedback on United Way Initiatives:

- **50.53% agree** United Way brings community members together to address issues.
- **61.7% believe** it effectively raises funds, but opinions are divided on its ability to foster engaging relationships with supporters.

#### 6. Communication Channels:

- Top channels for hearing about United Way include **TV ads or fundraisers, online articles, and printed news**, though **61 participants reported no exposure to United Way initiatives in the past six months.**

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#### Recommendations:

- **Enhance Awareness:** Focus on promoting lesser-known initiatives like City Year Jacksonville and Downtown Vision Inc. to increase engagement.
- **Clarify Mission and Impact:** Simplify and amplify messaging to improve understanding and alignment with donors' values.
- **Strengthen Relationships:** Leverage digital and traditional media channels more effectively to maintain ongoing communication with this demographic.

This report underscores the importance of strategic engagement with Baby Boomers, a critical donor segment, to align charitable offerings with their values and enhance their involvement with United Way's mission.

Let me know if you need further refinement or additional details tailored to the presentation style.

# United Way Silent Generation Engagement

This report highlights the Silent Generation's awareness, engagement, and philanthropic tendencies toward United Way and other charitable organizations in Northeast Florida. Insights are drawn from survey responses of 33 participants aged 79+, who represent 7.95% of the survey population.

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## Key Findings:

### 1. Demographics and Contributions:

- **90.91% donated** to charitable causes in the past year, while only **33.33% volunteered** their time.
- The Silent Generation demonstrates a consistent preference for financial contributions over volunteerism.

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### 2. Awareness of Organizations:

- **87.88% are familiar with United Way Northeast Florida**, while awareness of other organizations varies:
  - Community Foundation of Northeast Florida: **36.36%**
  - Feeding Northeast Florida: **51.52%**
  - Sulzbacher: **60.61%**
  - City Year Jacksonville: **12.12%**

### 3. Understanding and Perception:

- Regarding United Way, **37.93% understand its mission "fairly well"**, and **24.14% very well**.
- Trust and relevance are consistent themes, with the Silent Generation associating United Way with being *caring*, *effective*, and *trustworthy*.

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### 4. Donation Likelihood:

- **31.03% are likely to donate** to United Way, but **48.28% are unlikely**. Similar patterns are observed with other organizations:

- Community Foundation: **33.33% extremely likely**
  - Feeding Northeast Florida: **35.29% extremely likely**
  - Sulzbacher: **40% likely**
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#### 5. Motivations for Contribution:

- Key drivers include:
    - Supporting causes they care about (**28 votes**)
    - Ethical, moral, or religious beliefs (**26 votes**)
    - Feeling good about helping their community (**16 votes**)
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#### 6. Perceived Focus Areas of United Way:

- Basic needs like food assistance and utility resources dominate expectations (**22 votes**), followed by disaster relief (**15 votes**) and access to healthcare (**12 votes**).
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#### 7. Channels of Engagement:

- Top channels for encountering United Way's work include **TV ads or fundraisers, online news/articles, and printed news.**