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.

13% of American households gave to racial or social justice.

16% of American households gave to racial or social justice.

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

Rates of giving to racial and social justice by racial and ethnic groups

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.

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.