



GLOBE INSIDERS

Philanthropy Study

December 2024



Introduction

Objective and Methodology

We wanted to learn more about how Globe readers give back to charity, both financially and in other ways.

Some of the questions we asked our Globe Insiders looked at:

- How they supported a cause within the past 3 years (monetary donations, planned giving, volunteering, event participation, in-kind donating, etc.)
- When they last made a financial donation
- How much they donated
- The frequency of their donations
- How much they expect to donate in the next year
- The causes and organizations they support
- Why they chose to support these causes and organizations

Survey Period:

December 13 – 31, 2024

Survey Participants:

1,100 respondents (30% response rate)





Philanthropy Study Summary

Globe readers give back in multiple ways but almost all give financially

- 98% gave a monetary donation in the past 3 years:
 - 88% gave at least one, one-time donation
 - 59% gave a recurring donation
 - 30% providing a matching gift
 - 29% provided at least one, one-time gift and a recurring donation
- 21% gave back through planned giving (e.g. Bequests, Charitable Trusts, Donor-advised Funds)
- 44% provided monetary donations and volunteered

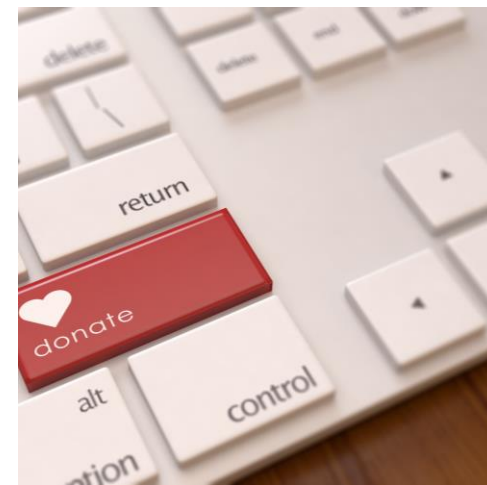
Globe readers donated generously and consecutively

- 68% of Globe readers gave at least \$500
- 96% of these readers gave at least twice within the past 12 months
- More than half plan to donate \$1,000 or more in the next 12 months
- 69% plan to donate at least \$500
- 69% have donated consecutively for 20 years or more

Globe readers give to many kinds of causes

- 64% supported a health or hospital foundation
- 77% supported between 2 and 6 causes
- 68% of readers continued to donate regular to an organization they initially supported

Source: Globe Insiders panel, Philanthropy Survey, December 13-31, 2025
Q7. Which of these types of charities did you donate to? Please select all that apply. (n=1,100)





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**For more information on this study or
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