

Town&Country

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Additional Trends in Donating

* **Giving while you live.** Increasingly, people are choosing to make a difference today rather than leave a legacy for tomorrow. Charitable bequests, estimated at \$17 billion in 2005, dropped nearly 6 percent from 2004.

* **ePhilanthropy.** Internet giving is exploding at every level of income and across race and gender lines. "It started off as disaster relief, but it went on to everything else because people quickly realized it was safe and convenient," says Trent Stamp, president of Charity Navigator. The leading charitable portal is the nonprofit Network for Good (networkforgood.org), based in Bethesda, Maryland. It charges a small tax-deductible fee to cover its costs but allows you to give online to more than a million charities and to search for volunteer opportunities at more than 40,000 organizations. The site claims that 500,000 visitors have donated more than \$125 million to

over 25,000 charities to date and that it has placed 230,000 volunteers with organizations. Another, very different innovator is cMarket (cmarket.com). Founded in 2002 and led by socially oriented entrepreneur Jon Carson, it is a for-profit online bidding service that generates funds for nonprofits by hosting virtual on-demand charity auctions.

* **Emerging models.** In partnership with Network for Good, movie star Kevin Bacon has launched SixDegrees (sixdegrees.org), an online network that lets you put your charitable dollars where celebrities are putting theirs. The I Do Foundation (idofoundation.org) bills itself as a "wedding gift registry that gives back" by partnering with stores to donate up to 8 percent of purchases to specified charities. YouthGive (youthgive.org), an educational charity, sets up online giving accounts for families that let kids choose a cause or group to fund.