What comes next:
How COVID-19 will influence giving in 2021 and beyond

The COVID-19 pandemic brought constant challenge and change, moving many donors to increase their giving levels in 2020 in response to the year’s hardships. But as the recovery continues—and as the Delta variant threatens its progress—how are donors making giving decisions today?

Fidelity Charitable® conducted a survey to check in on donors’ current attitudes toward giving in 2021 and beyond. What we found shows that significant shifts in giving behaviors and priorities endure for now.

Donor attitudes and influences

Which had more of an impact on your charitable giving over the past year?

- 22% COVID-19
- 23% Both COVID-19 and social justice issues
- 10% Social justice issues
- 45% Neither had an impact on me

Total impacted by COVID-19: 45%
Total impacted by social justice issues: 33%
Donors’ approach to giving in 2021

Which do you plan to do in 2021 compared with 2020?

- 26% Give notably more
- 67% Give about the same
- 7% Give notably less

How did the experiences of 2020 change your thinking about these issues? And how will the amount you donate to these issues in 2021 compare to how much you donated in 2020?

- I am more aware of this issue
- I will give more to this issue in 2021

<table>
<thead>
<tr>
<th>Issue</th>
<th>More aware</th>
<th>More in 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treatments/cures for disease</td>
<td>42%</td>
<td>27%</td>
</tr>
<tr>
<td>Local community needs</td>
<td>34%</td>
<td>29%</td>
</tr>
<tr>
<td>Hunger</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Racial discrimination</td>
<td>31%</td>
<td>21%</td>
</tr>
<tr>
<td>Basic health services</td>
<td>30%</td>
<td>22%</td>
</tr>
<tr>
<td>Shelter/affordable housing</td>
<td>30%</td>
<td>22%</td>
</tr>
<tr>
<td>Economic development</td>
<td>29%</td>
<td>16%</td>
</tr>
<tr>
<td>Basic education</td>
<td>26%</td>
<td>18%</td>
</tr>
<tr>
<td>Gender inequality</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>Preserving arts/culture</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>Higher education</td>
<td>20%</td>
<td>18%</td>
</tr>
</tbody>
</table>

How do you think your use of the following giving methods will change in 2021 compared to 2020?

<table>
<thead>
<tr>
<th>Giving Method</th>
<th>I will do more</th>
<th>I will do less</th>
<th>I will do the same</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase products from a socially responsible business</td>
<td>29%</td>
<td>12%</td>
<td>59%</td>
</tr>
<tr>
<td>Make a donation on a charity’s website or online</td>
<td>28%</td>
<td>10%</td>
<td>62%</td>
</tr>
<tr>
<td>Give money directly to a friend, family member or individual</td>
<td>28%</td>
<td>11%</td>
<td>61%</td>
</tr>
<tr>
<td>Attend fundraisers or benefits</td>
<td>22%</td>
<td>15%</td>
<td>63%</td>
</tr>
<tr>
<td>Point-of-sale giving</td>
<td>20%</td>
<td>12%</td>
<td>68%</td>
</tr>
<tr>
<td>Donate through a giving circle</td>
<td>18%</td>
<td>14%</td>
<td>68%</td>
</tr>
<tr>
<td>Donate through an online giving platform</td>
<td>17%</td>
<td>19%</td>
<td>64%</td>
</tr>
<tr>
<td>Donate through a social media platform</td>
<td>16%</td>
<td>23%</td>
<td>61%</td>
</tr>
</tbody>
</table>
COVID-19 and volunteerism

How did you volunteer...

Before the pandemic?

- 57% In-person
- 8% Virtually
- 9% Both in-person and virtually
- 26% I did not volunteer

During the pandemic?

- 23% In-person
- 17% Virtually
- 13% Both in-person and virtually
- 47% I did not volunteer

How will you approach volunteering moving forward?

Type of activities

- 45% In-person
- 8% Virtually
- 24% Both in-person and virtually
- 23% I will not volunteer

Total time spent volunteering

- 35% More time than before the pandemic
- 52% About the same as before the pandemic
- 4% Less time than before the pandemic
- 9% I’m not sure
Looking to the future

Do you believe the events of the past year, including the pandemic and social justice issues, will have a long-term impact on...

**The amount you give?**
- 34% Yes, I will give more
- 6% Yes, I will give less
- 60% No

**The causes you support?**
- 36% Yes
- 64% No

**The channels you use to give?**
- 33% Yes
- 67% No

**METHODOLOGY**
This report is based on a study conducted in July and August 2021 by Artemis Strategy Group, an independent research firm, on behalf of Fidelity Charitable®. The study examined the effect of COVID-19 on giving behavior among 701 adults in the U.S. who donated at least $1,000 to charity in 2020.