Millennial women are changing the landscape of giving, but Baby Boomers are more satisfied.

New research from Fidelity Charitable® shows how two generations of women give

Millennial women are more likely to...  

- Give from the heart (75% vs. 52%)  
- Encourage others to support the same or similar causes (51% vs. 30%)  
- Be strategic about philanthropy (29% vs. 52%)  
- Be happy with how much they give (37% vs. 59%)  
- Feel satisfied with their charitable giving (71% vs. 48%)

In the new report, “Women and Giving,” we found that Millennial women lead with their hearts and take a more social approach to giving, while Boomer women are more confident, satisfied and strategic.

Millennials are less focused but care more about gender-based causes

- Millennials are more likely to give more than Boomers (53% vs. 30%), through giving circles or online giving (49% vs. 29%), and giving through workplace fundraisers (55% vs. 16%).
- Boomers are more likely to prioritize treating or finding cures for diseases (42% vs. 21%) vs. expanding opportunities for women and girls (28% vs. 10%).
- Millennials give more through workplace fundraisers than Boomers (53% vs. 30%), crowdfunding or online giving (49% vs. 29%), and giving through workplace giving (18% vs. 9%).
- Boomers give more non-financial gifts than Millennials (95% vs. 82%), sponsor others more often (64% vs. 55%), and make financial donations to nonprofits other than religious/educational institutions (82% vs. 69%).

Women who used charitable donation discussions and events as a way of deepening their relationship with a spouse/partner were more likely to prioritize expanding opportunities for women and girls (21% of Millennials vs. 10% of Boomers) and treating or finding cures for diseases (28% of Millennials vs. 10% of Boomers).

Boomer women are more likely to...

- Be passionate about philanthropy (29% vs. 52%)  
- Be happy with how much they give (37% vs. 59%)  
- Feel satisfied with their charitable giving (71% vs. 48%)  
- Be strategic about philanthropy (29% vs. 52%)  
- Be happy with how much they give (37% vs. 59%)  
- Feel satisfied with their charitable giving (71% vs. 48%)

For Millennials, these talks are a way to deepen relationships

- Millennials are more likely to discuss large donation amounts carefully with a spouse/partner (71% vs. 70%).
- Millennials are more likely to support a wide variety of causes (55% vs. 33%).
- Millennials are more likely to give more through workplace fundraisers (55% vs. 16%), crowdfunding or online giving (49% vs. 29%), and giving through workplace giving (18% vs. 9%).
- Boomers are more likely to prioritize treating or finding cures for diseases (42% vs. 21%) vs. expanding opportunities for women and girls (28% vs. 10%).
- Millennials give more non-financial gifts than Boomers (95% vs. 82%), sponsor others more often (64% vs. 55%), and make financial donations to nonprofits other than religious/educational institutions (82% vs. 69%).

[64% of Millennials preferred developing treatment or cures for disease vs. 21% of Boomers.]

[10% of Millennials gave more than Boomers (30%) to workplace fundraisers or matching programs vs. 16%).]

[46% of Millennials preferred giving through workplace fundraisers or matching programs vs. 16%).]

[64% of Millennials preferred giving through workplace fundraisers or matching programs vs. 16%).]

[16% of Millennials preferred giving through workplace fundraisers or matching programs vs. 16%).]

[10% of Millennials preferred giving through workplace fundraisers or matching programs vs. 16%).]