

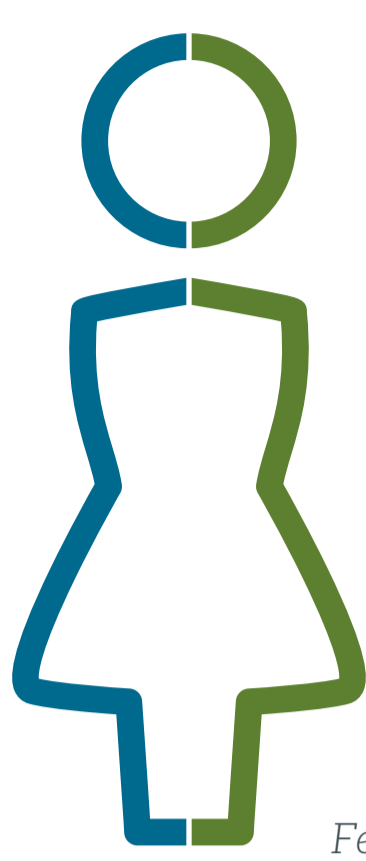
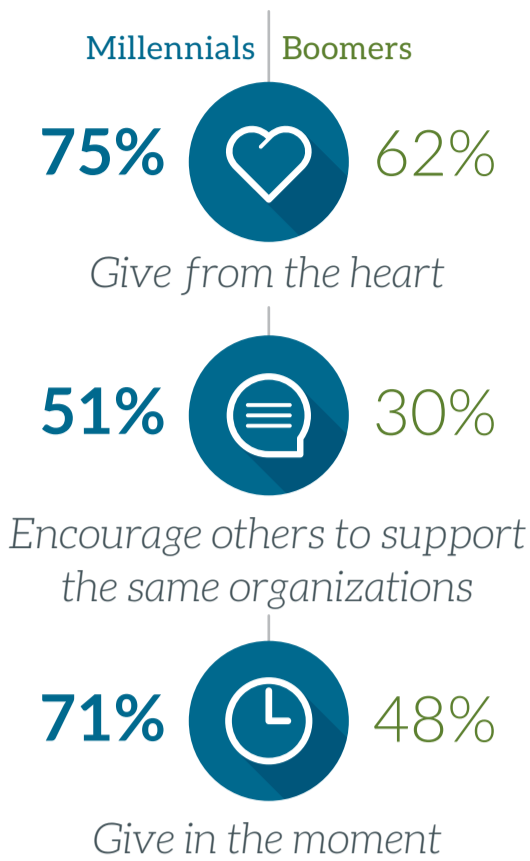
Millennial women are changing the landscape of giving, but Baby Boomers are more satisfied.

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



Millennial women are more likely to...

Boomer women are more likely to...

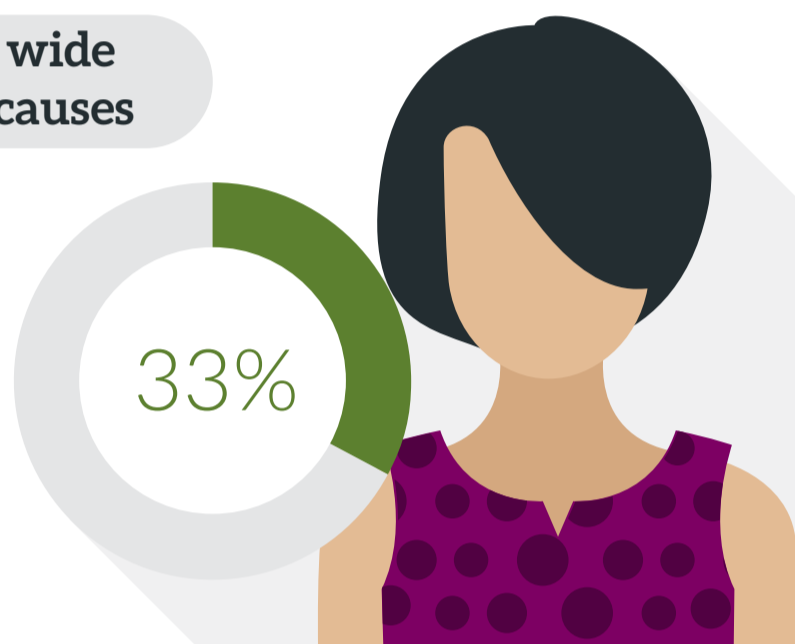
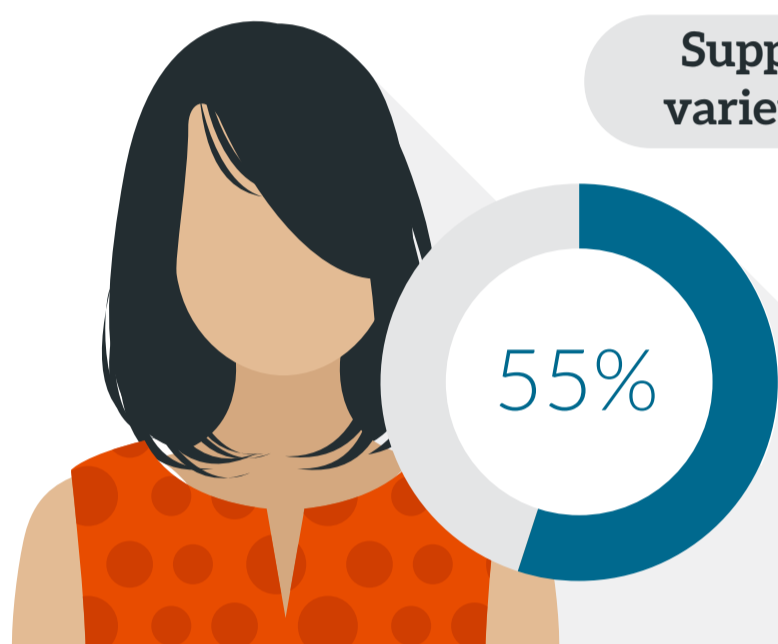


In the new report, "Women and Giving," we found that Millennial women lead with their hearts and take a more social approach to giving, while Boomer women are more confident, satisfied and strategic.

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

Millennials are more likely to prioritize expanding opportunities for women and girls¹

Boomer women are much more likely to prioritize treating or finding cures for diseases²



¹ 21% of Millennials prioritized expanding opportunities for women & girls vs. 10% of Boomers.

² 42% of Boomers prioritized developing treatment or cures for disease vs. 28% of Millennials.

Millennials are more likely to give to a crowdfunding campaign

Millennials give more through:

Boomers give more through:

- New Ways to Give³**
- Workplace fundraisers or matching programs
 - Crowdfunding or online giving
 - Through giving circles or otherwise pooling money as a group

- Traditional Gifts⁴**
- Non-financial gifts
 - Sponsorships (e.g., charity races & fundraising events)
 - Financial donations to nonprofits other than religious/educational institutions

³ Millennials give more through workplace fundraisers than Boomers (53% vs. 30%), crowdfunding or online giving (49% vs. 29%) and giving circles or online giving (18% vs. 9%).

⁴ 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%).

Boomers are more private about their giving...

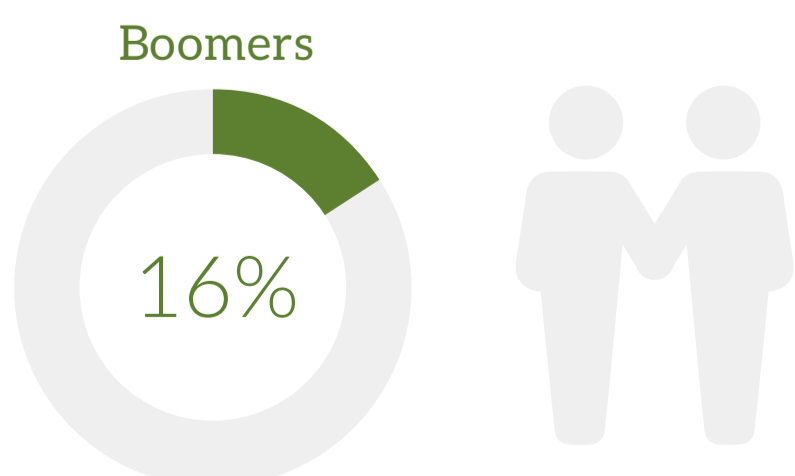
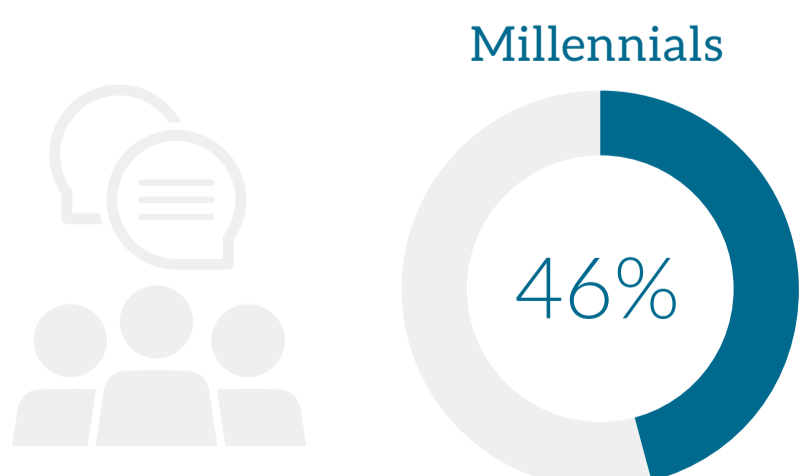
...but both generations talk about giving with their partners



I don't talk with others about what organizations I support

I've discussed large donation amounts carefully with a spouse/partner

For Millennials, these talks are a way to deepen relationships



Women who used charitable donation discussions and events as a way of deepening their relationship with a spouse/partner

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