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...

- 75% Give from the heart
- 51% Encourage others to support the same or similar causes
- 71% Give in the moment

Boomer women are more likely to...

- 29% Be strategic and philanthropic
- 37% Be happy with how much they give
- 55% Feel satisfied with their charitable giving

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: 55% focus on gender-based causes
- Boomers: 33% focus on gender-based causes

Millennials are more likely to give to a crowdfunding campaign

- Millennials give more through:
  - Workplace fundraisers or matching programs
  - Crowdfunding or online giving
  - Through giving circles or otherwise pooling money as a group

Boomers are more likely to give through:

- Traditions gifts (e.g., traditional gifts, sponsorships)
- Non-financial gifts (e.g., sponsorships, charity races & fundraising events)
- Financial donations to nonprofit other than religious/educational institutions

Millennials are more likely to give more than... but both generations talk about giving with their partners

- Millennials: 70% give more than... but both generations talk about giving with their partners
- Boomers: 70% give more than... but both generations talk about giving with their partners

For Millennials, these talks are a way to deepen relationships

- Millennials: 46% of Millennials give more through workplace fundraisers than Boomers (53% vs. 30%), crowdfunding or online giving (49% vs. 29%) and giving circles or other pooling money (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 other than religious/educational institutions (82% vs. 69%).

[1] Millennials are more likely to give more through workplace fundraisers than Boomers (53% vs. 30%), crowdfunding or online giving (49% vs. 29%) and giving circles or other pooling money (18% vs. 9%).
[2] Boomers give more non-financial gifts than Millennials (95% vs. 82%), sponsor others more often (64% vs. 55%) and make financial donations to other than religious/educational institutions (82% vs. 69%).
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