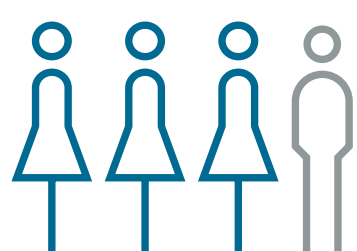


How Women Can Boost Philanthropic Power

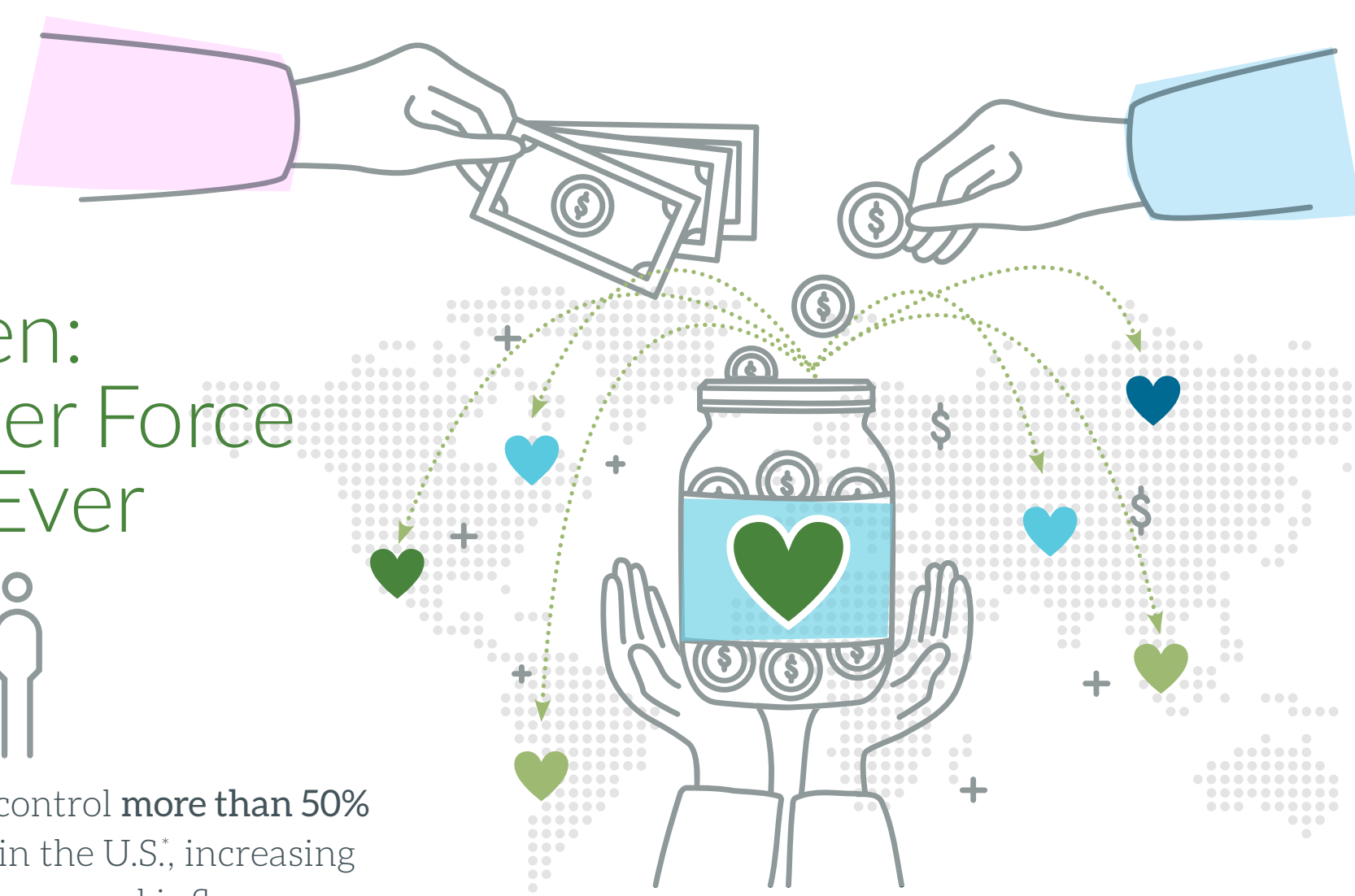
Generous, decisive, and determined to help the world, women can have an even greater impact by upping their financial knowledge.

Women: A Bigger Force Than Ever



Women now control **more than 50%** of the wealth in the U.S., increasing their giving power and influence.

*Financial Concerns of Women, Bank of Montreal Wealth Institute, March 2015



No. 1 Cause for Women:
Feeding the hungry

46% of Boomer women and **41% of Millennial** women think food insecurity is the top challenge we need to solve. Other causes range from the environment to health services.

When giving, women are more...

Spontaneous:
Make Quick Decisions



51% of women
40% of men

Empathetic:
Claim Heart Motivations



64% of women
53% of men

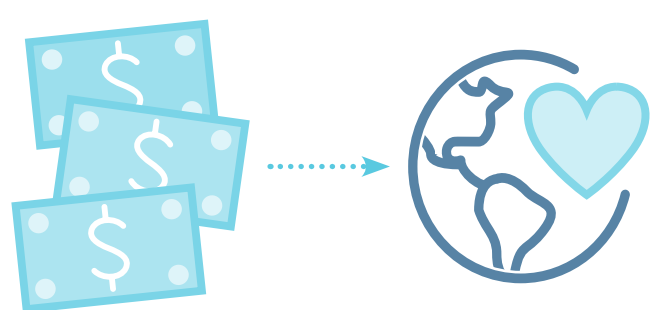
Involved:
Say They're Highly Engaged



68% of women
64% of men

Confident—With a Caveat

Women say they know **where to give** and **how much**.

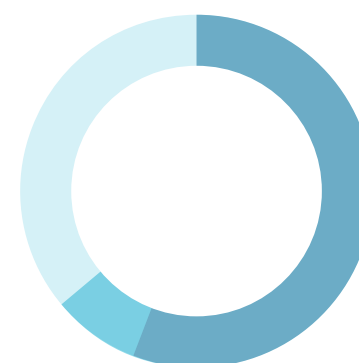


Know which charity to support:



73% of women
62% of men

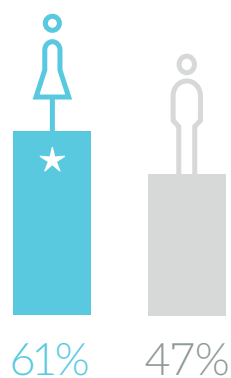
Know how much to give to a charity:



64% of women
56% of men

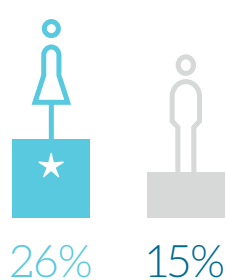
And women are more likely to seek giving advice from experts.

Charity-rating service:



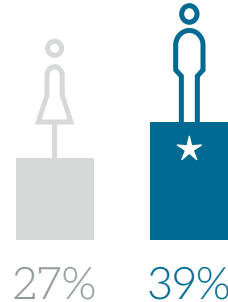
61% of women
47% of men

Subject matter expert on a cause:



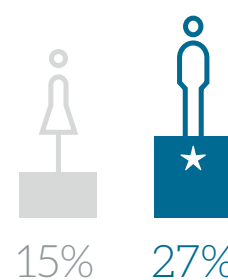
26% of women
15% of men

Family:



27% of women
39% of men

Friends:



15% of women
27% of men

Yet, women show less confidence about the financial strategies related to giving.

Which assets to contribute:

54% of women
64% of men

Which tax strategies to use:

40% of women
52% of men



Solution? Master the tactics for giving more wisely to boost giving power and claim more philanthropic clout.

Fidelity Charitable® offers insight, advice, and ideas that can help. Visit www.fidelitycharitable.org for more information.

Source: Women and Giving, Fidelity Charitable®, <https://www.fidelitycharitable.org/docs/women-and-giving.pdf>

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