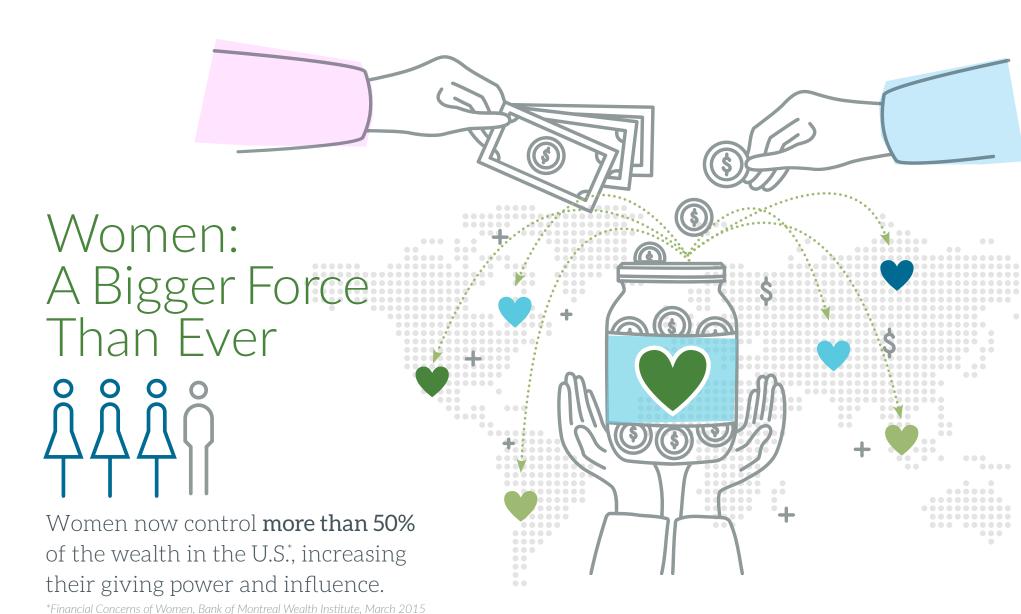
How Women Can Boost Philanthropic Power

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





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

of men

Empathetic: Claim Heart Motivations



53% 64% of men of women

Involved:

Say They're Highly Engaged



68% of women of men

Confident—With a Caveat

Women say they know where to give and how much.





charity to support:

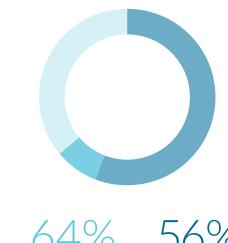
Know which



62% of men of women

to give to a charity:

Know how much

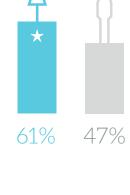


of women

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

service:

Charity-rating

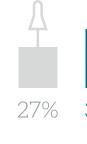


expert on a cause:

Subject matter



Family:



Friends:



financial strategies related to giving. Which tax strategies to use: Which assets to contribute:

Yet, women show less confidence about the

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.

