

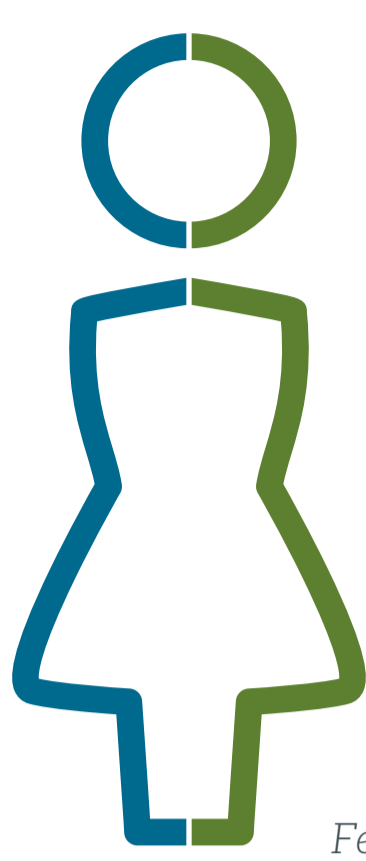
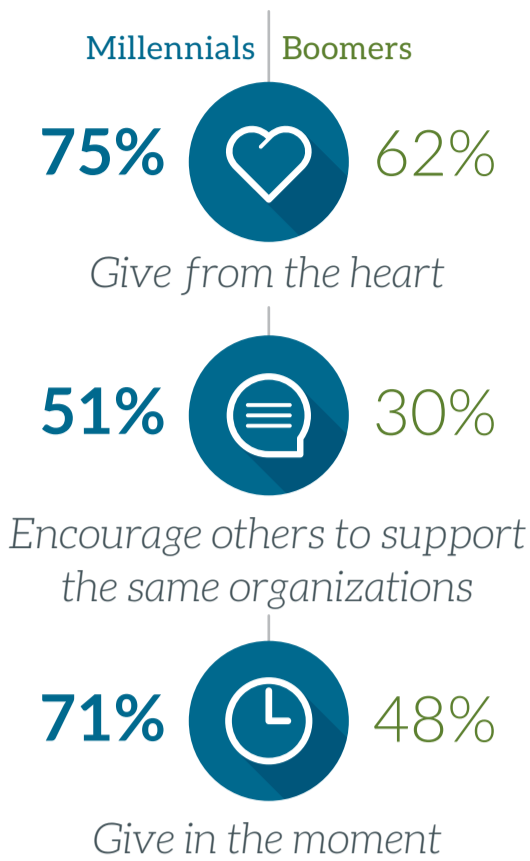
Millennial women are changing the landscape of giving, but Baby Boomers are more satisfied.

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



**Millennial women are more likely to...**

**Boomer women are more likely to...**

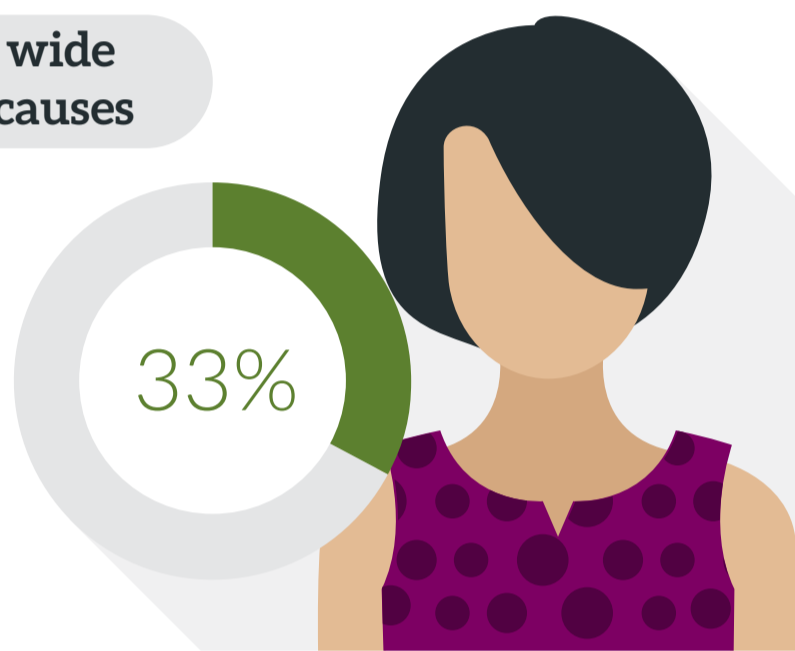
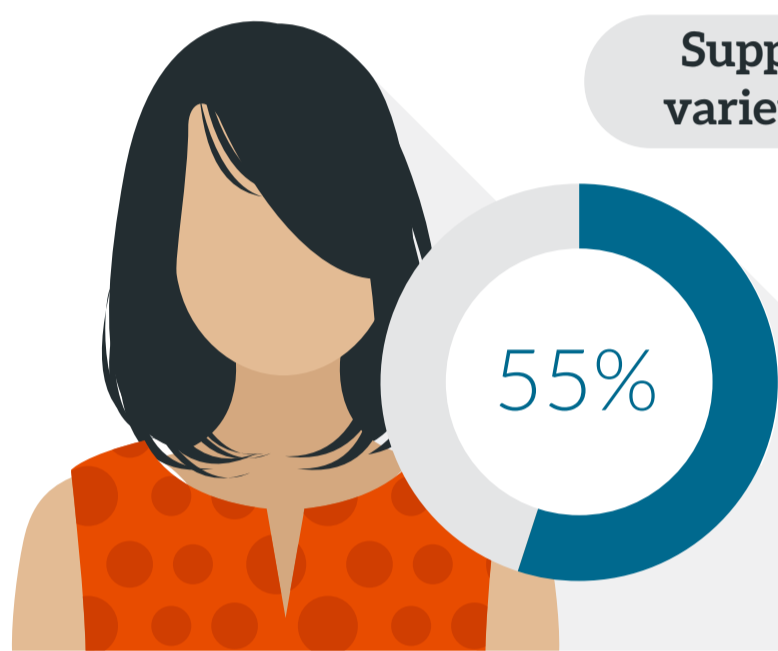


In the new report, "Women and Giving," we found that Millennial women lead with their hearts and take a more social approach to giving, while Boomer women are more confident, satisfied and strategic.

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

Millennials are more likely to prioritize expanding opportunities for women and girls<sup>1</sup>

Boomer women are much more likely to prioritize treating or finding cures for diseases<sup>2</sup>



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

<sup>2</sup> 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 Give<sup>3</sup>
- Workplace fundraisers or matching programs
  - Crowdfunding or online giving
  - Through giving circles or otherwise pooling money as a group

- Traditional Gifts<sup>4</sup>
- Non-financial gifts
  - Sponsorships (e.g., charity races & fundraising events)
  - Financial donations to nonprofits other than religious/educational institutions

<sup>3</sup> 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%).

<sup>4</sup> 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...

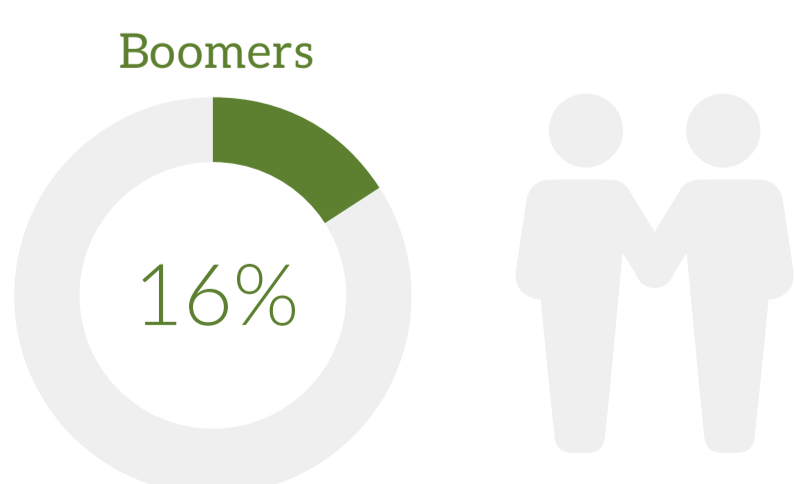
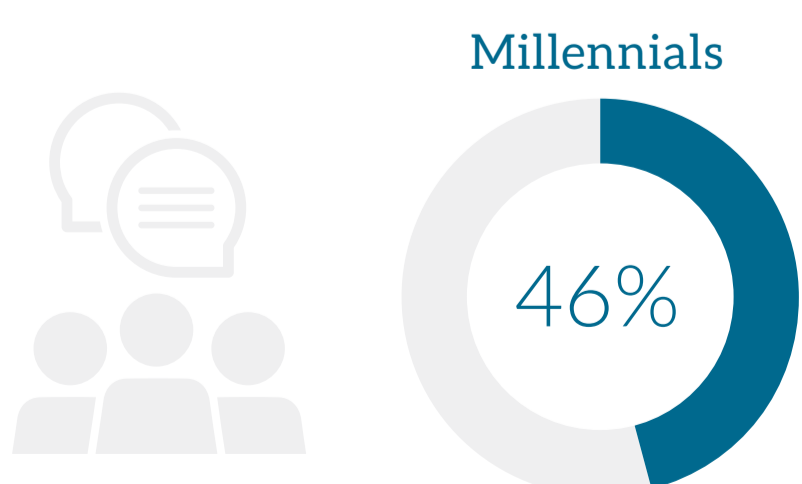
...but both generations talk about giving with their partners



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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