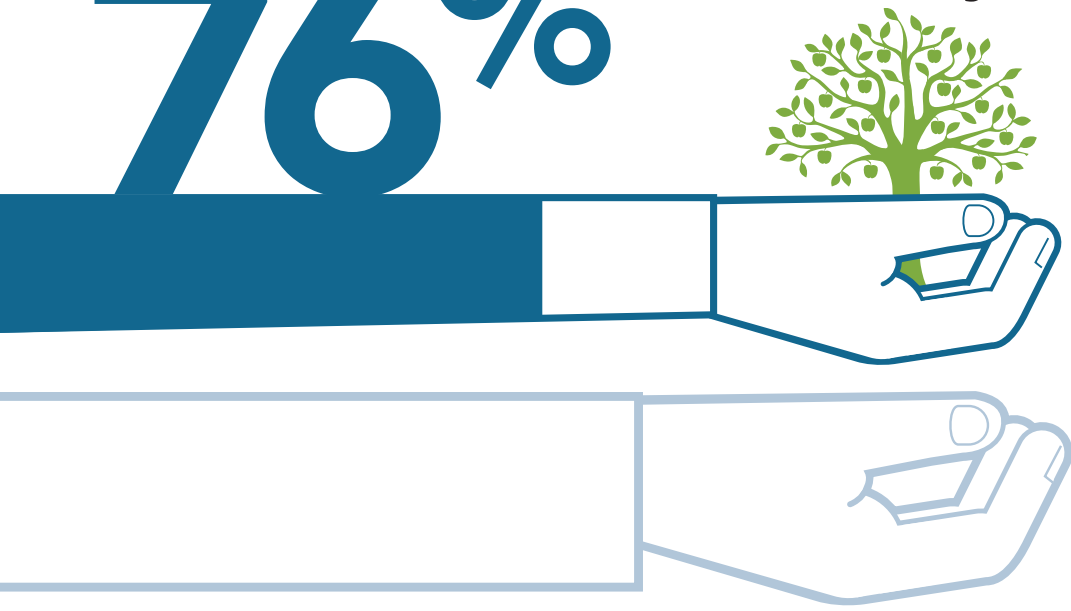


Giving is a value passed from one generation to the next.



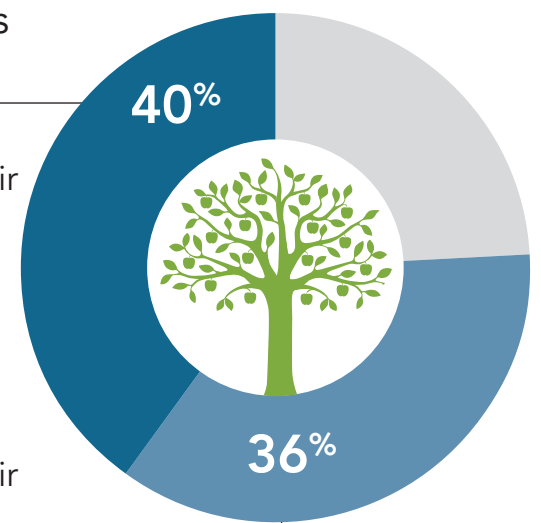
76% of donors say their parents taught them to give.



Of All Donors

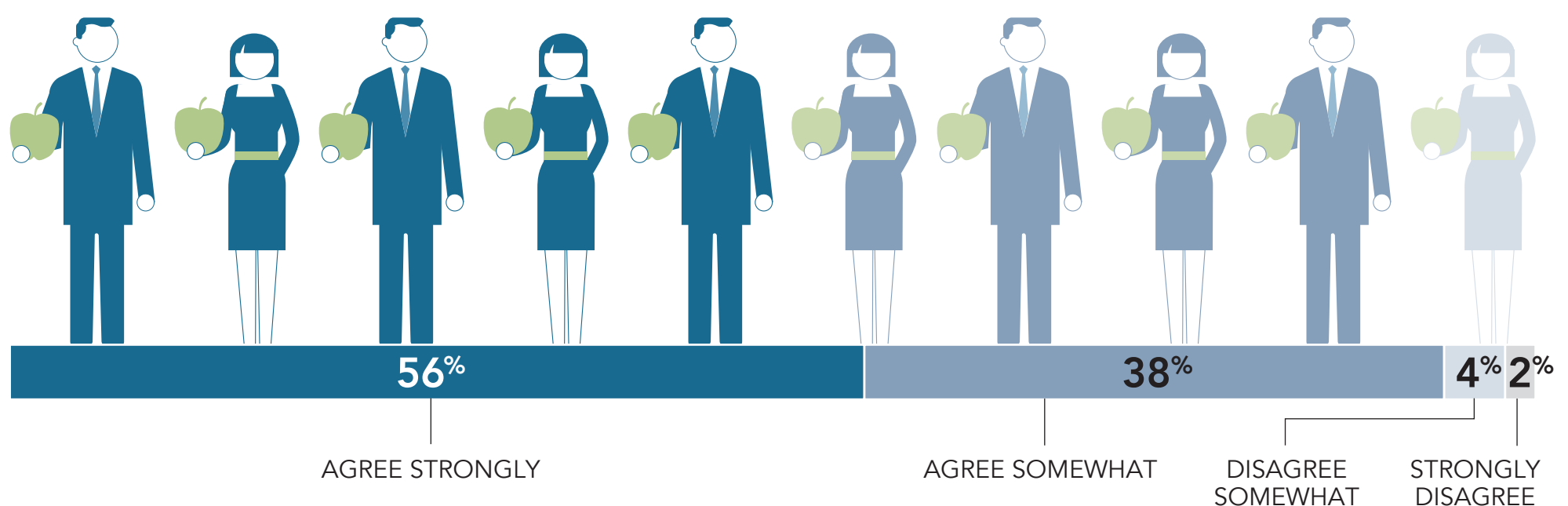
40% STRONGLY AGREE that their parents taught them to give

36% SOMEWHAT AGREE that their parents taught them to give



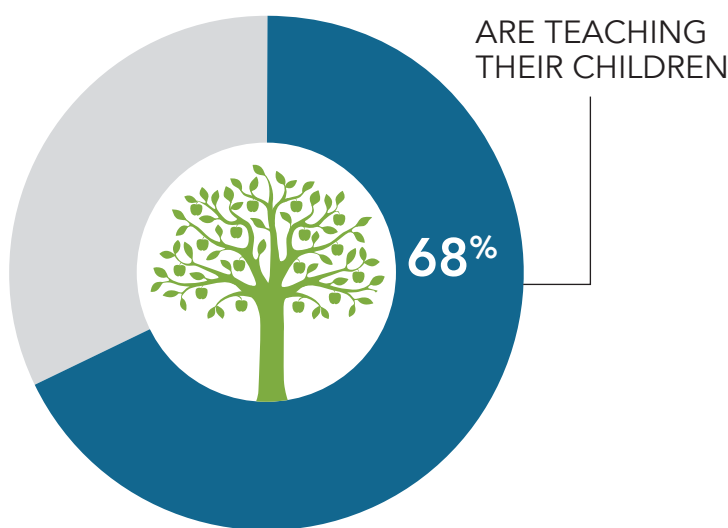
Most donors also teach their own children to give.

Most Fidelity Charitable® donors say they are actively teaching or have taught their children to give.

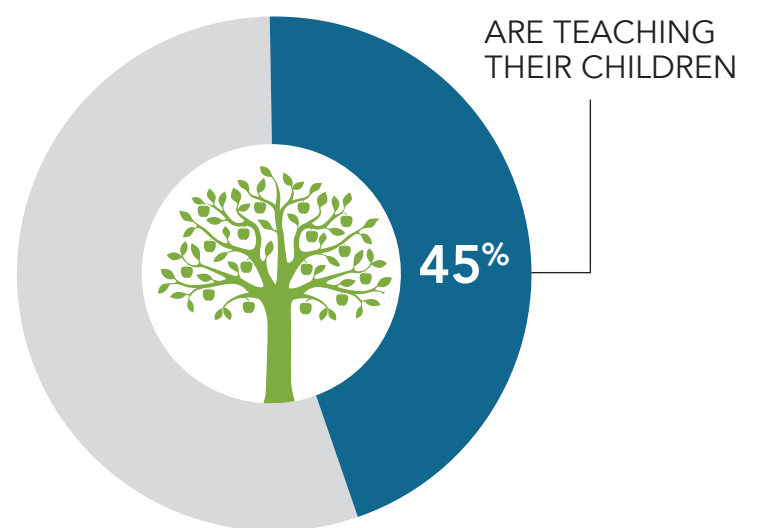


Donors who learned about giving from their own parents are more likely to teach their own children to give.

Of donors whose parents taught them to give



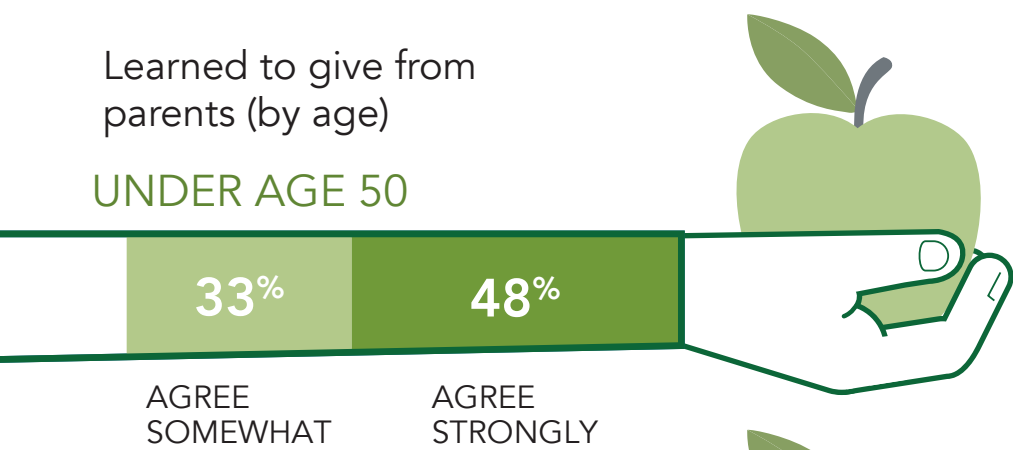
Of donors whose parents did not teach them to give



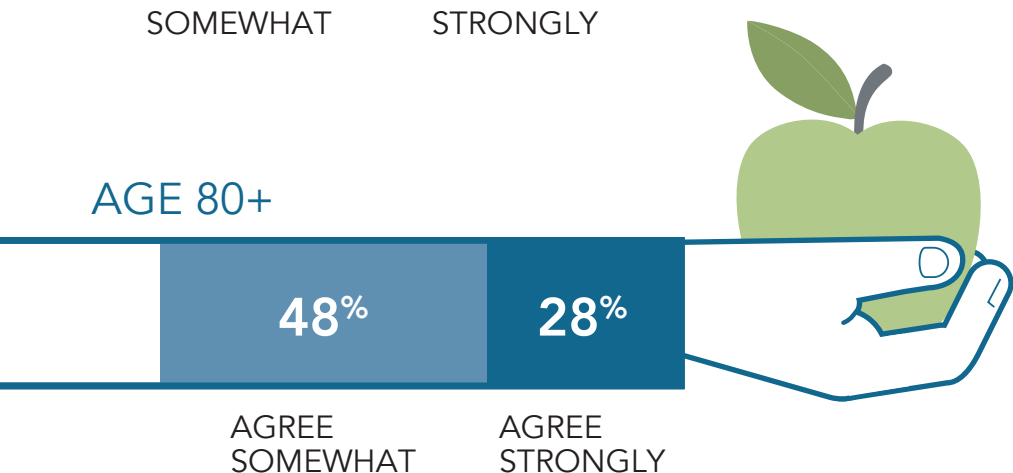
Younger donors are more likely to have learned about giving from their parents ...

Learned to give from parents (by age)

UNDER AGE 50



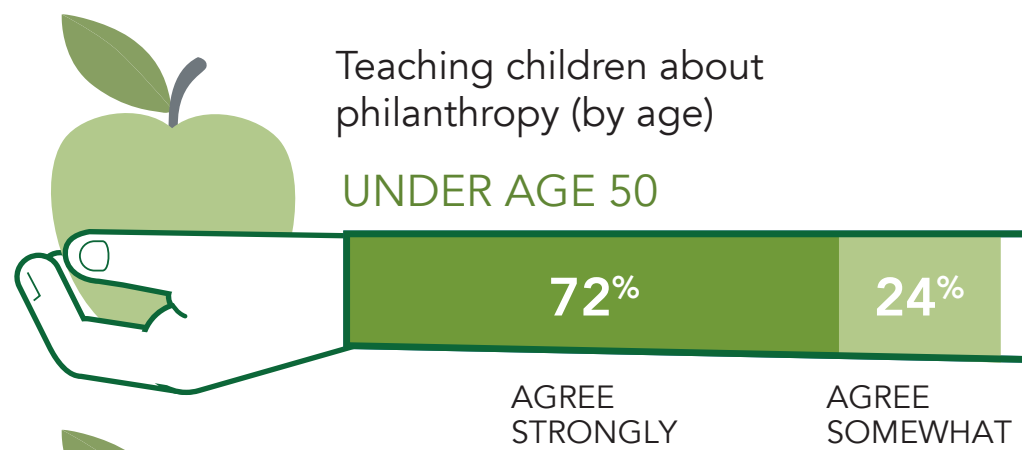
AGE 80+



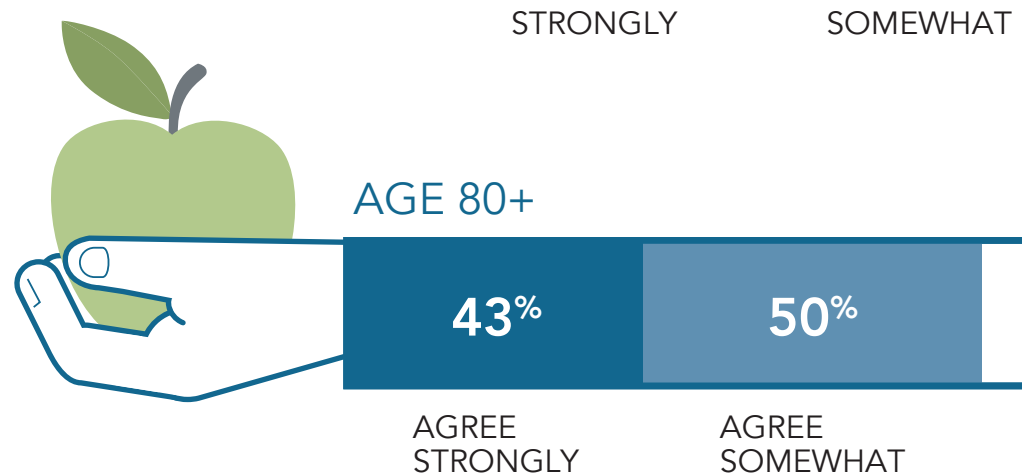
... and to have taught or to be actively teaching their own children to give.

Teaching children about philanthropy (by age)

UNDER AGE 50



AGE 80+



Source: 2014 Fidelity Charitable® Giving Report.

For more information about the data and methodology, see the 2014 Fidelity Charitable® Giving Report at FidelityCharitable.org/giving-report.

Fidelity Charitable is the brand name for Fidelity® Charitable Gift Fund, an independent public charity with a donor-advised fund program. Various Fidelity companies provide services to Fidelity Charitable. The Fidelity Charitable name and Fidelity are registered service marks of FMR LLC, used by Fidelity Charitable under license. 695301.1.0

