New Research on Charitable Giving by Girls and Boys

WOMEN GIVE 2013

Talking to children about giving to charity is equally effective regardless of the child's GENDER, RACE, or AGE.

Nearly 9 out of 10 children, ages 8 to 19, give to charity.

Parents talking to children about charity is equally effective regardless of the parent's income level.

Talking to children about giving to charity has a greater impact on children's giving than role modeling alone.

8 out of 10 children have parents who give to charity.

Girls are more likely to volunteer.