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, and age. Nearly 9 out of 10 children, ages 8 to 19, give to charity. Parent’s income level does not affect the likelihood that children will give to charity.

Parents talking to children about charity increases the likelihood that children will give to charity by 20%.

8 out of 10 children have parents who give to charity. Talking to children about charity has a greater impact on children’s giving than role modeling alone.

Girls are more likely to volunteer.

In partnership with

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- Gender
- Race
- Age

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