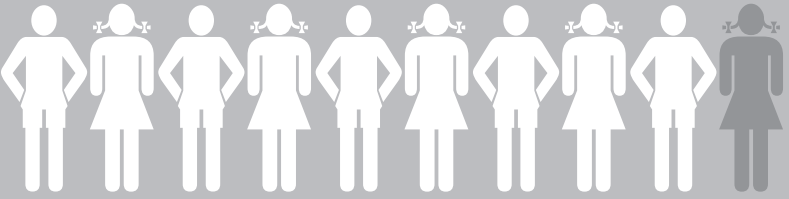


WOMEN GIVE 2013
New Research
on Charitable Giving
by Girls and Boys

Boys  are equally likely
to give to charity  Girls

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



PARENTS TALKING TO CHILDREN ABOUT CHARITY



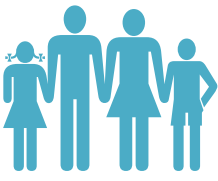
is equally effective regardless of the
PARENT'S INCOME LEVEL

Talking to children about
GIVING TO CHARITY
is equally effective
regardless of the child's

GENDER

RACE

AGE



Talking to children about
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



IN PARTNERSHIP WITH

WRITTEN AND RESEARCHED BY

 UNITED NATIONS
FOUNDATION


LILLY FAMILY
SCHOOL OF PHILANTHROPY
INDIANA UNIVERSITY
Women's Philanthropy Institute