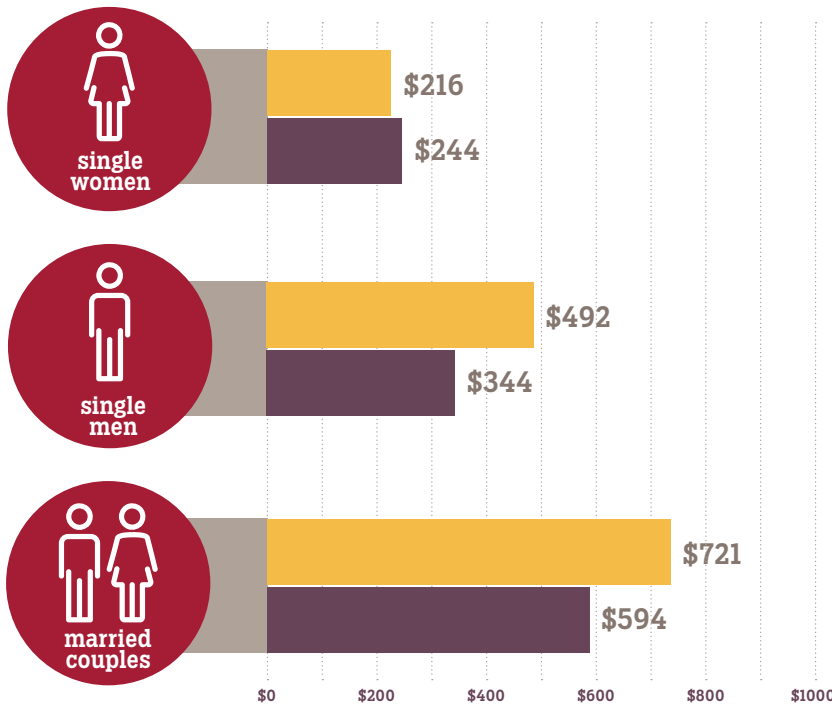




Shifting Patterns in Charitable Giving Over Time

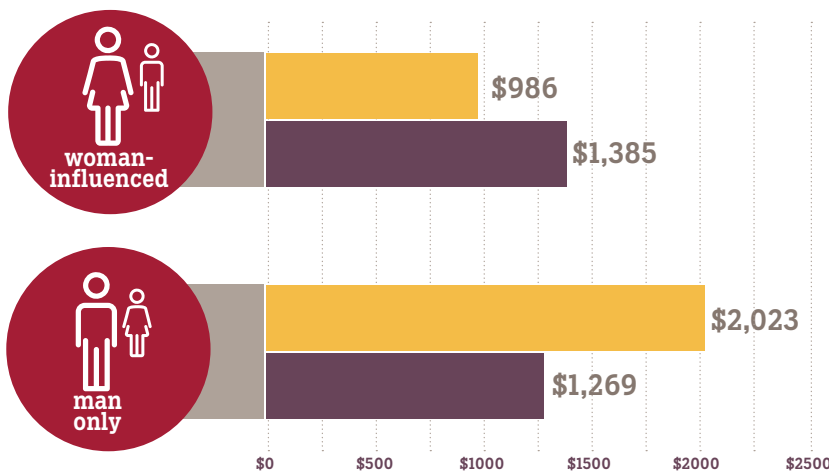
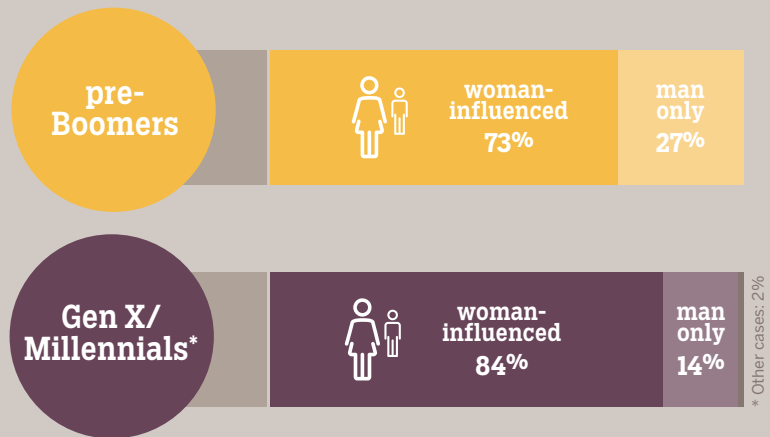


1970s | pre-Boomers | age 25-47

2000s | Gen X/Millennials | age 25-47

Young single women today give at comparable levels to their counterparts 40 years ago. Young single men and married couples today give less than their counterparts 40 years ago.

Young married women today have more influence on decisions about giving than their counterparts 40 years ago.



Young married couples whose giving decisions were influenced by women give higher amounts than their counterparts 40 years ago. Those whose giving decisions were made by men only give lower amounts than their counterparts 40 years ago.