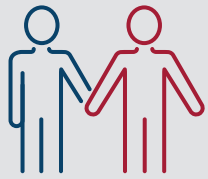




Intentionality is key in the transmission of generosity from generation to generation. Our latest *Women Give* report explores how parents transmit generosity to their children, and whether this differs for sons and daughters.



Adult children – **BOTH SONS AND DAUGHTERS** – whose parents give to charity are **more likely to give** to charity.

But whether parents give **MATTERS MORE** for whether their **daughters give** than for whether their sons give.



Additionally, parents' **GIVING FREQUENCY** matters more for **adult daughters' giving** than for adult sons' giving.



For children with **HIGHER WEALTH PARENTS** the **likelihood of daughters' giving** is strongly related to their parents' giving

REFLECTION QUESTIONS

The findings in *Women Give 2018* can help parents be more deliberate in the transmission of generosity to both sons and daughters. *Questions for discussion include:*

- How often do I give, and what does that tell my children about the importance of giving in my life?
- What are my children's questions about giving?
- What deeper values about giving am I sending my children?
- What causes are my children interested in?