

## COVID-19, GENEROSITY, AND GENDER:

### HOW GIVING CHANGED DURING THE EARLY MONTHS OF A GLOBAL PANDEMIC

COVID-19 has upended every aspect of our lives, philanthropy included. A new report from the Women's Philanthropy Institute explores how men and women gave in response to the pandemic and how their existing giving changed during the early months of the crisis.

DURING THE INITIAL MONTHS OF THE PANDEMIC, **56%** OF U.S. HOUSEHOLDS ENGAGED IN CHARITABLE ACTIVITY IN RESPONSE TO THE CRISIS.

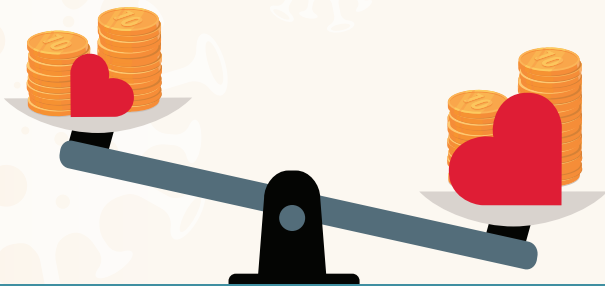


**32%**

gave directly to charitable organizations, individuals, or businesses.

**48%**

gave indirectly, particular those from younger generations (for example, by ordering take-out from a local restaurant or paying their stylist without receiving any services).



The majority of households maintained their giving levels during the early months of the pandemic, but **more households decreased than increased their giving** as a result of the crisis.

Women were more likely to report decreasing their giving in response to specific elements of the pandemic during this time, including uncertainty about economic impacts and reduced interactions with the community.

## REFLECTION QUESTIONS

### FOR DONORS:

- » The pandemic has affected my monetary giving; **how can I still contribute to my community** and the organizations I care about?

### FOR FUNDRAISERS & NONPROFIT LEADERS:

- » How can we meet donors where they are and make it easier for them to expand their **generosity in new and creative ways**?
- » Since women and people of color have been disproportionately affected by the pandemic, **how can we reimagine our fundraising approaches**?