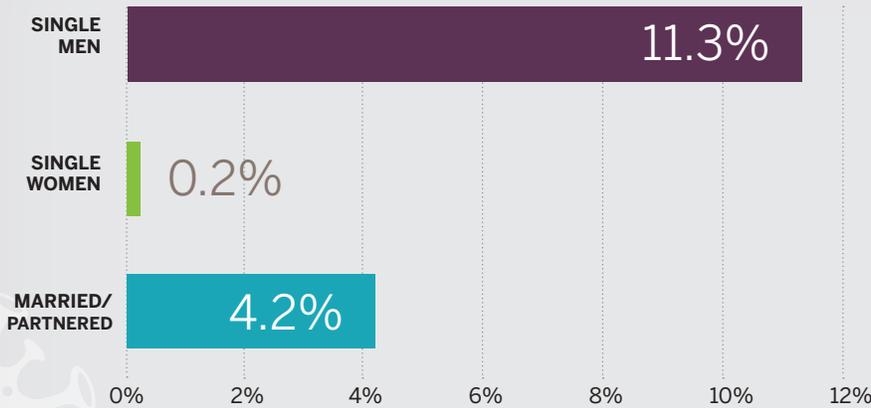


COVID-19, GENEROSITY, AND GENDER:

How Giving Changed During the First Year of a Global Pandemic

The COVID-19 pandemic is a complex crisis that continues to influence nearly every aspect of our lives — philanthropy included. A new report from the Women’s Philanthropy Institute explores charitable giving during the first year of the pandemic and highlights how broader social and economic forces affected giving by U.S. households, with a particular focus on gender and marital status.

While overall charitable giving by all household types increased from May 2020 to May 2021, **single women and married/partnered couples gave less** than before the pandemic and compared to single men.



Net change in giving to charitable organizations focused on all other purposes besides basic needs/health and religion from May 2020 to May 2021

This pattern differs from previous research, which shows that **single women** and **couples** are more likely to give, and give greater amounts, compared to **single men**.



Compared to other subsectors, household giving to organizations focused on **basic needs and health saw strong growth** from May 2020 to May 2021, with a net increase of 9.4%.

Contracting COVID-19 did not affect overall household giving, but was linked to **increased giving for COVID-19 relief**.



REFLECTION QUESTIONS

FOR DONORS:

If my ability to donate to my favorite organizations remains limited, how else can I give back? For example, could I engage virtually if I’m not yet comfortable with in-person volunteer activities?

FOR FUNDRAISERS & NONPROFIT LEADERS:

Given the pandemic’s uneven impact on different types of households, **how can we tailor our appeals to meet donors where they are?**



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