



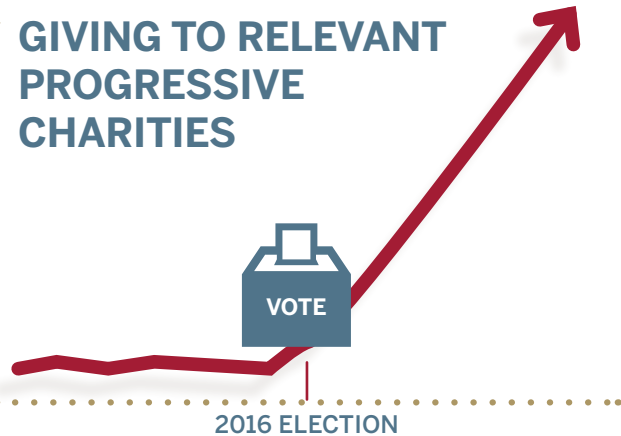
# CHARITABLE GIVING AROUND THE 2016 ELECTION: *Does Gender Matter?*

Politics and charitable giving used to be seen as two separate worlds. But the relationship between the two grew much closer in the aftermath of the 2016 election, when a number of progressive 501c3 charities anecdotally reported fundraising increases.

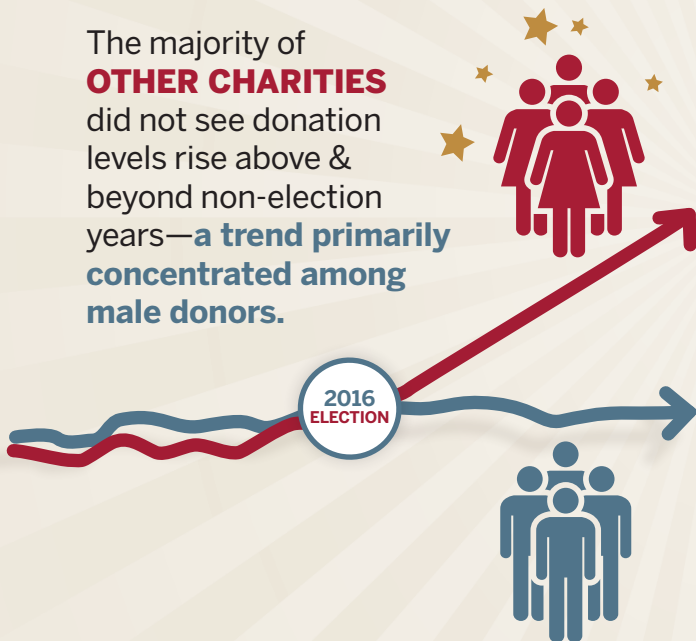
This study is the first to examine this trend through a gender lens, and suggests the growing relationship between charitable giving and politics—also known as “rage giving”—is driven by women, who are using their financial assets to make their voices heard and express values around elections.

In the weeks following the 2016 election, charitable giving **INCREASED SIGNIFICANTLY** to progressive charities with relevance to the election.

## GIVING TO RELEVANT PROGRESSIVE CHARITIES



The majority of **OTHER CHARITIES** did not see donation levels rise above & beyond non-election years—a trend primarily concentrated among male donors.



The increase in donations to progressive 501c3 charities with relevance to the election was **largely driven by women**. The difference between men's and women's giving to these charities **INCREASED 6X** in the week after the election.



**6X**  
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Findings are based on an analysis of gift data from a national online donation platform and may not be generalizable for all charitable giving.