

20 YEARS OF GENDER & GIVING TRENDS

Charitable giving in the U.S. has seen significant changes in recent years, influenced by evolving societal norms and external crises. *Women Give 2024* explores how giving by women and men in the U.S. has changed since the turn of the century. This report offers a nuanced understanding of how gender has shaped charitable giving over the last two decades.

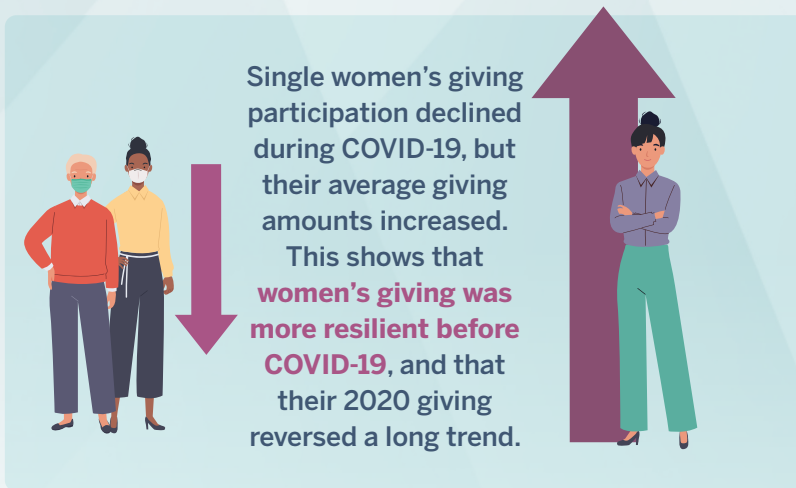
How has giving by women and men changed over the last 20 years, especially in response to COVID-19?



While the “donors down, dollars up” phenomenon—fewer households giving, but higher amounts from those that do—has affected all household types, **women stand out for their resilience**. U.S. households that donate to charity declined from 2000-2020. However, the decline was later and **less pronounced for single women** than single men.



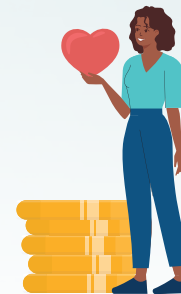
While the average amount given by donor households was steady from 2000-2020, **single women's giving increased during the COVID-19 period** compared to single men.



Single women's giving participation declined during COVID-19, but their average giving amounts increased. This shows that **women's giving was more resilient before COVID-19**, and that their 2020 giving reversed a long trend.



Single women who lost earnings during the COVID-19 pandemic were **less likely to give to charity**, appearing less resilient in their giving than other households.



REFLECTION QUESTIONS

- » How can understanding trends in women's giving during economic shifts help shape your approach to supporting causes you care about?
- » How can organizations tailor their outreach to emphasize the resilience and generosity of women philanthropists, particularly during times of crisis?