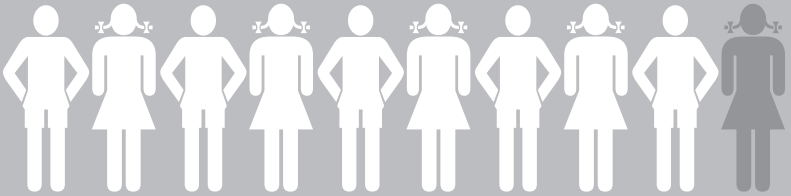


## WOMEN GIVE 2013

New Research  
on Charitable Giving  
by Girls and Boys

**Boys**  **are equally likely**  
**to give to charity**  **Girls**

Nearly 9 out of 10 children,  
ages 8 to 19, give to charity.



# PARENTS TALKING TO CHILDREN ABOUT CHARITY



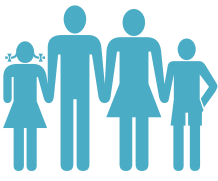
is equally effective regardless of the  
**PARENT'S INCOME LEVEL**

Talking to children about  
**GIVING TO CHARITY**  
is equally effective  
regardless of the child's

**GENDER**

**RACE**

**AGE**



Talking to children about  
**CHARITY**  
has a greater impact on  
**CHILDREN'S GIVING**  
than role modeling alone

**8** <sup>out of</sup> **10** children  
have parents who give to charity

**Girls** are more likely to  
**volunteer**



IN PARTNERSHIP WITH

WRITTEN AND RESEARCHED BY

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INDIANA UNIVERSITY  
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