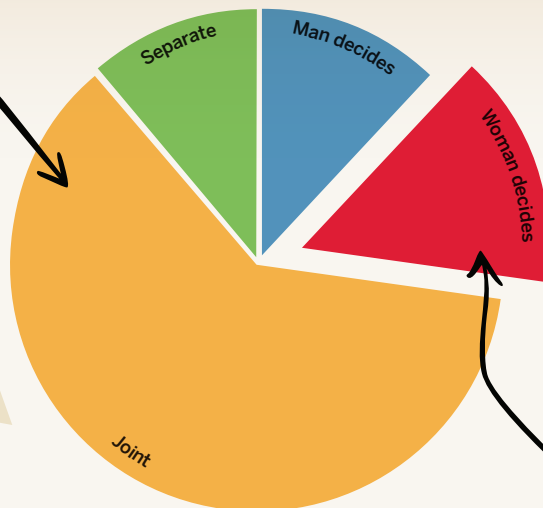


## How Households Make Giving Decisions

Giving has the potential to bring households closer together, especially when partners are strategic and intentional about their philanthropy. Analyzing the first new data on this topic in 15 years, *Women Give 2021* provides a much-needed update on how charitable decision-making occurs among the general population.

**61.5%**

of couples make **giving decisions together** – a decline from 73.4% in 2005.

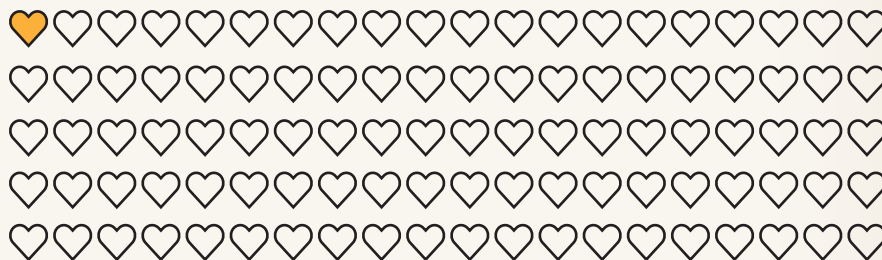
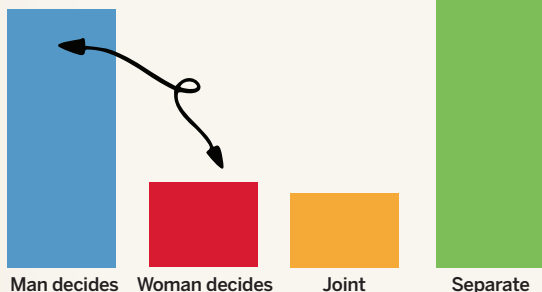


When **one partner** in the household **decides**, it is more likely to be **a woman.**

Individuals have varying thresholds for

**how much they'll give without consulting their partners;**

this number is **much higher for men** compared to women.



**Only 1.1%** of couples **talk about giving** with a financial or philanthropy advisor.

**75%** of couples **agree on giving amounts and recipients**, and most talk about giving at least a few times a year.

