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.

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.

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

This infographic is supported by the Bill & Melinda Gates Foundation. Findings and conclusions are those of the authors and do not necessarily reflect official positions or policies of the funders.