

What comes next:

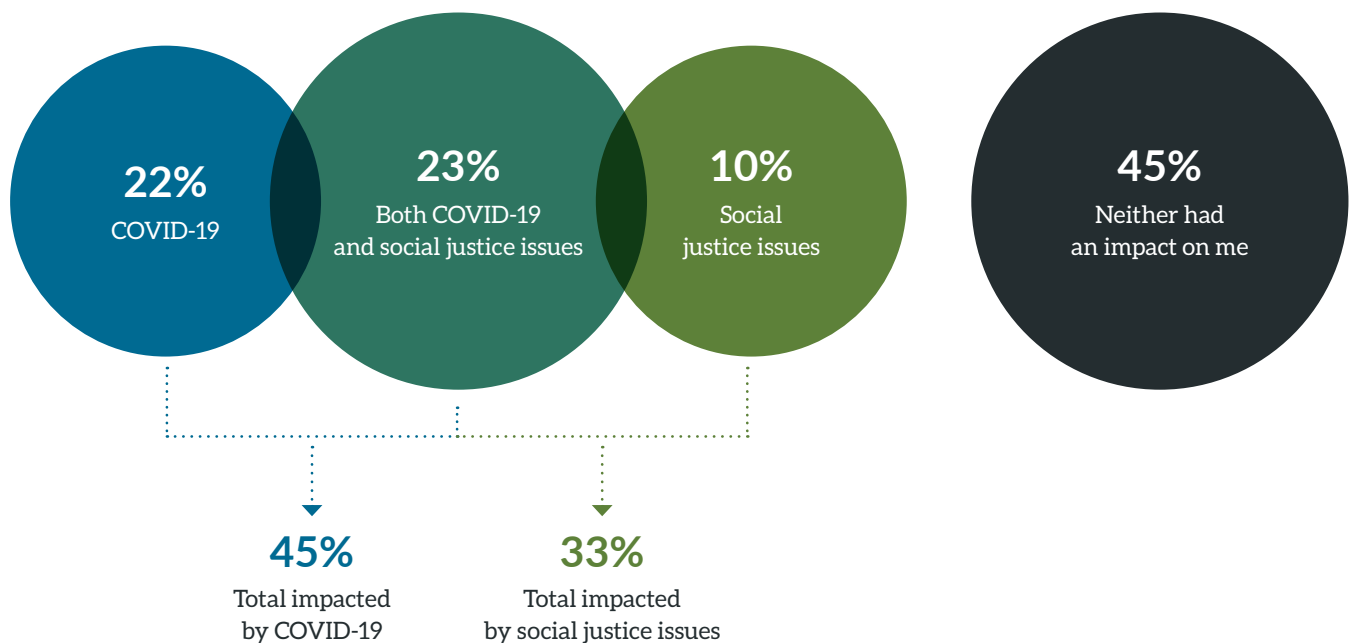
How COVID-19 will influence giving in 2021 and beyond

The COVID-19 pandemic brought constant challenge and change, moving many donors to increase their giving levels in 2020 in response to the year's hardships. But as the recovery continues—and as the Delta variant threatens its progress—how are donors making giving decisions today?

Fidelity Charitable® conducted a survey to check in on donors' current attitudes toward giving in 2021 and beyond. What we found shows that significant shifts in giving behaviors and priorities endure for now.

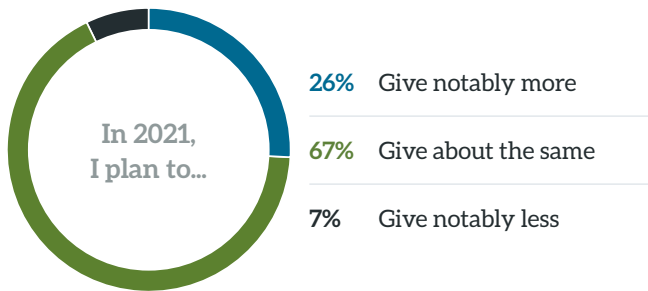
Donor attitudes and influences

Which had more of an impact on your charitable giving over the past year?



Donors' approach to giving in 2021

Which do you plan to do in 2021 compared with 2020?



How did the experiences of 2020 change your thinking about these issues? And how will the amount you donate to these issues in 2021 compare to how much you donated in 2020?

■ I am more aware of this issue ■ I will give more to this issue in 2021

Treatments/cures for disease



Basic health services



Gender inequality



Local community needs



Shelter/affordable housing



Preserving arts/culture



Hunger



Economic development



Higher education



Racial discrimination



Basic education



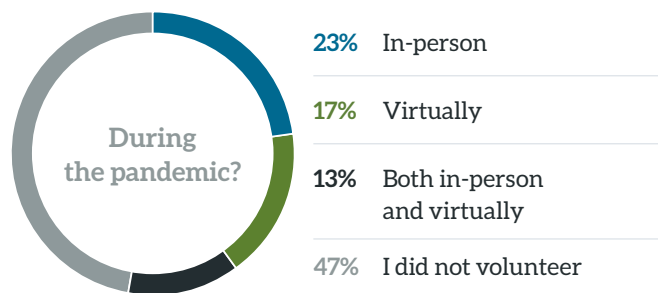
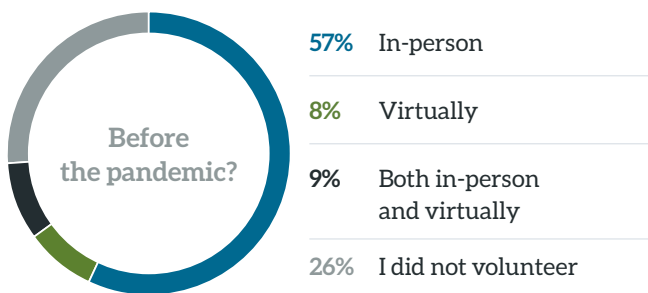
How do you think your use of the following giving methods will change in 2021 compared to 2020?

	I will do more	I will do less	I will do the same
Purchase products from a socially responsible business	29%	12%	59%
Make a donation on a charity's website or online	28%	10%	62%
Give money directly to a friend, family member or individual	28%	11%	61%
Attend fundraisers or benefits	22%	15%	63%
Point-of-sale giving	20%	12%	68%
Donate through a giving circle	18%	14%	68%
Donate through an online giving platform	17%	19%	64%
Donate through a social media platform	16%	23%	61%

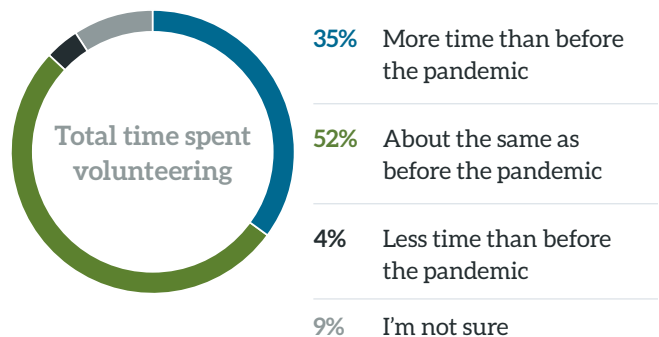
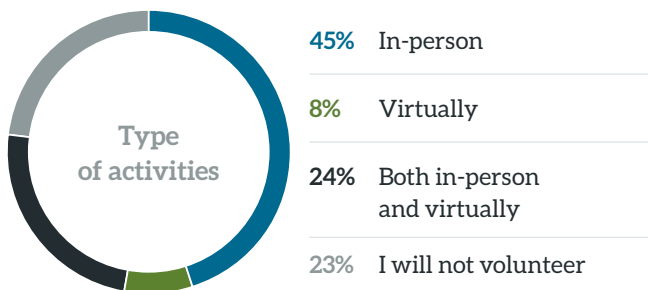


COVID-19 and volunteerism

How did you volunteer...

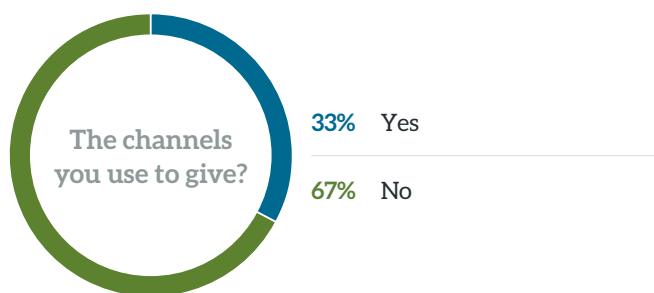
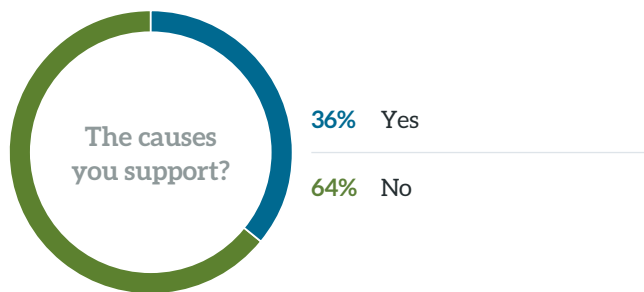
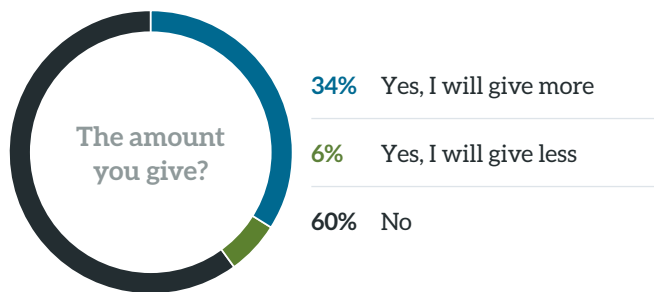


How will you approach volunteering moving forward?



Looking to the future

Do you believe the events of the past year, including the pandemic and social justice issues, will have a long-term impact on...



METHODOLOGY

This report is based on a study conducted in July and August 2021 by Artemis Strategy Group, an independent research firm, on behalf of Fidelity Charitable®. The study examined the effect of COVID-19 on giving behavior among 701 adults in the U.S. who donated at least \$1,000 to charity in 2020.



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