

**Realizing that Women  
Give Differently**

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**A very brief  
history of  
women's  
philanthropy in  
America**

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Who is your  
philanthropy role  
model?  
Why? What do you  
admire about their  
philanthropy?

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**OUR RESEARCH  
PROVES IT:  
Gender Matters in  
Philanthropy**

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**WOMEN ACROSS  
GENERATIONS**  
are more likely than  
men to give



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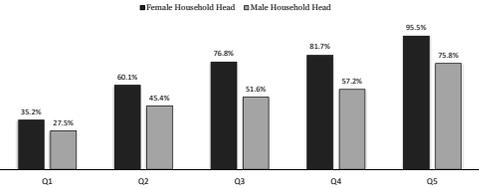
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**In every income group, female-headed households are MORE LIKELY TO GIVE to charity than male-headed households**



Income Quintile	Female Household Head (%)	Male Household Head (%)
Q1	35.2%	27.5%
Q2	60.1%	45.4%
Q3	76.8%	51.6%
Q4	81.7%	57.2%
Q5	95.5%	75.8%

Q1 lowest income quintile; Q5 highest income quintile  
Women Give 2010 <https://scholarworks.iupui.edu/handle/1805/6337>

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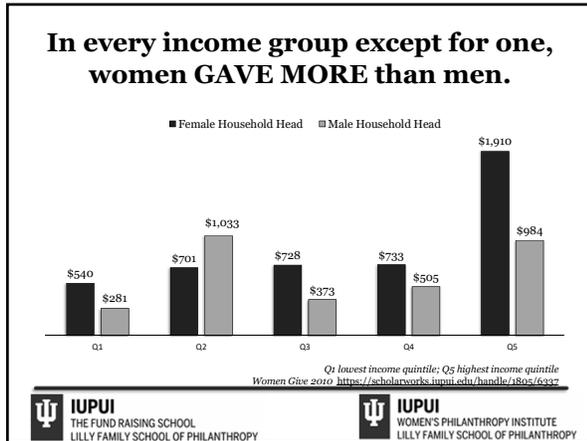
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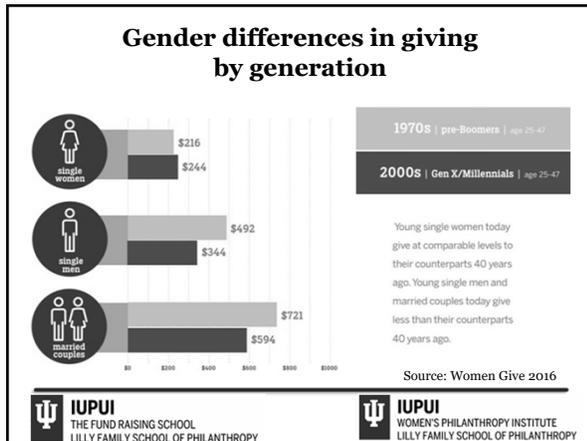
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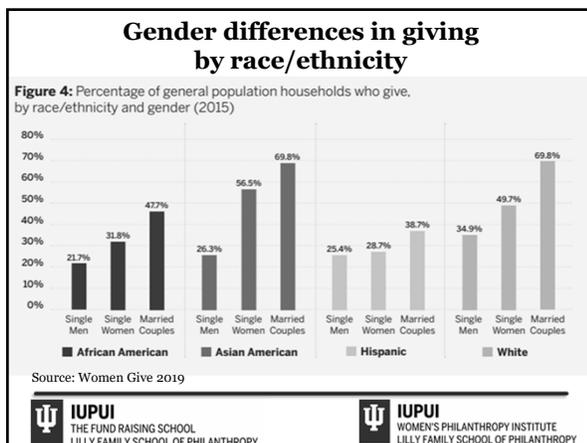
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**YOUNGER WOMEN**  
influence household  
charitable decisions more  
than their older  
counterparts



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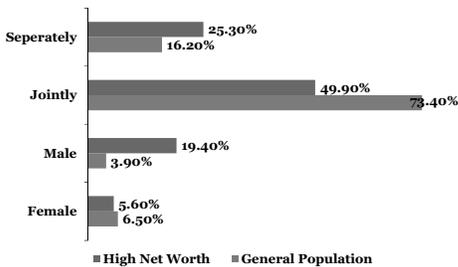
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**Women influence charitable decisions:  
How couples decide**



Category	High Net Worth	General Population
Separately	25.30%	16.20%
Jointly	49.90%	73.40%
Male	3.90%	19.40%
Female	5.60%	6.50%

Mesch, D., Osili, U. et al (2015)

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**Family structure impacts  
on women's giving**

Among U.S. households in which donating couples  
decide how much to give and to what causes:

- Husband decides: 12%
- **Wife decides:** 27%
- Couple decides jointly: 50%
- Couple decides separately: 11%

When only one spouse decides,  
the **WIFE** decides more than 2X as often as the husband.

COPPS/Philanthropy Panel Study, IU Lilly Family School of Philanthropy

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### Women leave a legacy

Nearly two-thirds of women have established or intend to establish a charitable legacy plan, compared to 56 percent of men.

*Established a bequest or legacy giving vehicle in my will, by gender*  
Have a charitable legacy plan in place

Women	47%
Men	36%

Expect to establish a legacy plan in next 5 years

Women	17%
Men	20%

<http://www.fidelitycharitable.org/docs/giving-and-planning.pdf>



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### Women in Philanthropy Top 50





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### Million Dollar donor list

Donors categorized as Individual Female

DONORS	DONOR TYPE	LOCATION	# OF GIFTS	TOTAL DOLLARS
Leona Helmsley	Individual Female	New York	2	\$4.01 Billion
Bonnie Buffett	Individual Female	Nebraska	1	\$2.40 Billion
John B. King	Individual Female	California	14	\$1.87 Billion
Ruth Lilly	Individual Female	Indiana	6	\$532.70 Million
Huguetta Clark	Individual Female	New York	2	\$301.00 Million
Caroline Weiss Lutz	Individual Female	Texas	4	\$275.00 Million
Emily Blake Patterson	Individual Female	Massachusetts	4	\$265.00 Million
Maudie Woods Woodhouse	Individual Female	Hawaii	6	\$235.00 Million
Dorothy Patterson	Individual Female	Texas	1	\$225.00 Million
Corinka Scally May	Individual Female	Pennsylvania	3	\$204.00 Million
Mary Jean Pfenkety	Individual Female	California	1	\$200.00 Million
Ann Lurie	Individual Female	Illinois	3	\$165.00 Million
Lucille Stewart Beeson	Individual Female	Alabama	2	\$161.00 Million
Muriel Block	Individual Female	New York	1	\$160.00 Million
Barbara O'Neil Anderson	Individual Female	California	2	\$155.00 Million
Helen Kimmel	Individual Female	New Jersey	1	\$150.00 Million
Dora Donner Ide	Individual Female	California	3	\$111.00 Million
Deborah J. Simon	Individual Female	Indiana	1	\$107.00 Million
Virginia Bennett Truitt	Individual Female	Florida	2	\$107.00 Million
Frances Lisker Brady	Individual Female	California	1	\$85.00 Million

FIND A DONOR:



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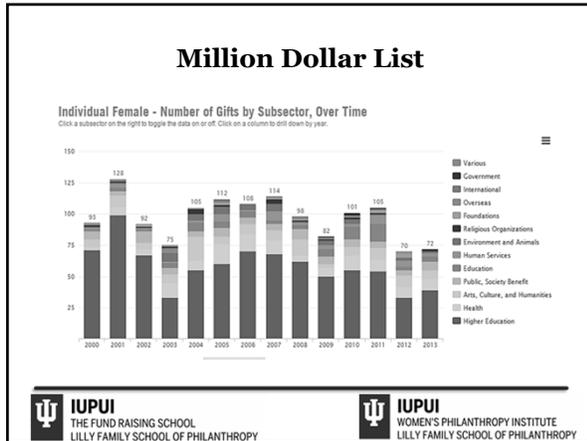
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### WOMEN like to give COLLECTIVELY

70% of giving circles are majority-women

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### Women and engagement

Women's giving is strongly tied to **social networks** and **trust in others**.  
Brown & Ferris (2007) Kimolf (2011)

Women want to **be connected**.  
For example, women who participated in a philanthropic network on campus increased their giving by *56 percent*.  
Piiper (2014)

Women prefer to **research causes/organizations more thoroughly** before making the charitable contribution.

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**Women spread their giving more than men.**



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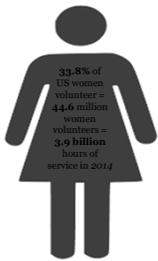
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**Women and volunteering**



- Among children ages 8-19, girls are significantly more likely to volunteer than boys. (WPI 2013)
- High net worth women volunteer at higher rates than high net worth men, 86.7 percent to 77.7 percent (Bank of America Study of High Net Worth Women)
- Women prefer to volunteer for organizations that are people-oriented, emphasize community, and value volunteer input. (Wymer, 2011)

Volunteering and Civic Life in America, 2019

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**MEN**  
Giving is often more about self-interest



**WOMEN**  
Giving is based on empathy for others

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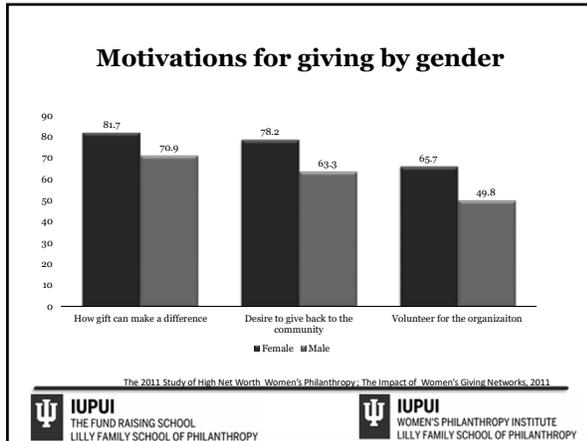
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### Top priority motivations are similar by gender

- Believing their gift can make a difference (74% of women and 68% of men)
- Giving brings them personal satisfaction, enjoyment, or fulfillment (67% of women and 71% of men)
- Supporting the same causes or organizations year after year (65% of women and 70% of men)
- Giving back to their community (63% of women and 61% of men)

Do Women Give More? Finding from Three Unique Data Sets on Charitable Giving. Mesch, D., Oslil, U. et al (2015) <https://scholarworks.iupui.edu/handle/1805/6984>

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### Lower priority motivations have wider variance by gender

- Giving because of their political or philosophical beliefs (56% of women compared to 46% of men)
- Being on the board or volunteering for an organization (46% of women compared to 37% of men)
- Giving spontaneously in response to a need (46% of women compared to 38% of men)

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**GIVING IS SATISFYING**

Single **men** see greatest increase in life satisfaction when they become donors.

**Women** see an increase when they increase their giving.

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**Women give differently**

Women are more likely to have a mission statement or a set of articulated goals to guide their giving.

I have a charitable mission statement or set of articulated goals that guides my charitable giving.

Percentage who say this describes them well, by gender

Women	27%
Men	19%

Men are more likely to prefer to make gifts that address a nonprofit's long-term needs.

I prefer to make donations that will make a long-term difference for the organizations I care about, such as giving to an endowment fund, capital campaign, or infrastructure plan.

Percentage who say this describes them well, by gender

Women	17%
Men	24%

<http://www.fidelitycharitable.org/docs/giving-and-planning.pdf>

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**As women feel financially secure and personally empowered, thoughts shift from 'what do I have?' to 'how much can I give?'**

Stanny, B. (1997)

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## EXERCISE—Thinking About Women’s Giving

1. List some prominent women philanthropists. What is noteworthy about their philanthropy?

Name	I remember their philanthropy because...
_____	_____
_____	_____
_____	_____

2. In what ways does their giving reflect some of the patterns evident in the history of women’s philanthropy?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. What are the top three issues that you think are currently impacting women’s giving and women’s philanthropy?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

4. What are the top three issues that you think will impact women’s giving and women’s philanthropy in the future?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

5. Why is women's philanthropy important? In general? To your organization?

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6. What would focusing on women as donors allow your institution to do that it cannot do now?

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