



WOMEN GIVE

AHP ANNUAL
International
CONFERENCE



Today's speakers



Jeannie Infante Sager
DIRECTOR
WOMEN'S PHILANTHROPY
INSTITUTE



Gayle Pottle
PRESIDENT
ROCKY MOUNTAIN
ADVENTIST HEALTH
FOUNDATION



Julie Rowlas
CHIEF OPERATING OFFICER
ESKENAZI HEALTH
FOUNDATION



Betsy Chapin Taylor
FOUNDER & CEO
ACCORDANT

THE WOMEN'S PHILANTHROPY INSTITUTE:
RESEARCH & INSIGHTS
THAT GROW WOMEN'S PHILANTHROPY

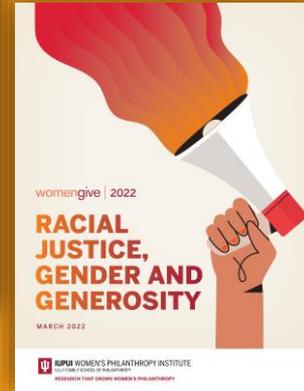
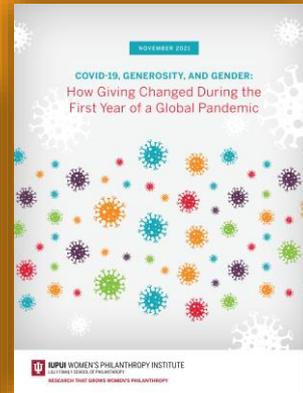
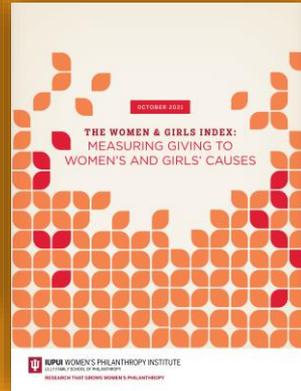
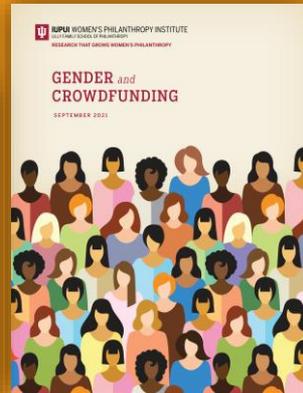
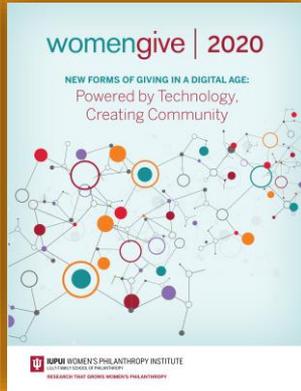
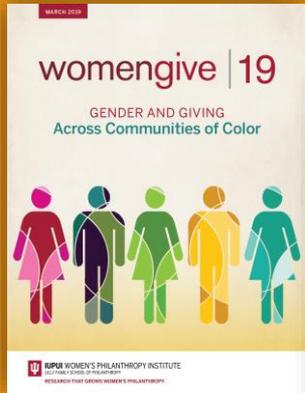


IUPUI WOMEN'S PHILANTHROPY INSTITUTE

LILLY FAMILY SCHOOL OF PHILANTHROPY

RESEARCH THAT GROWS WOMEN'S PHILANTHROPY

OUR RESEARCH PROVES IT: GENDER MATTERS IN PHILANTHROPY



TO SOLVE CHALLENGES LARGE AND SMALL,
**OUR WORLD NEEDS MORE
PHILANTHROPY**

.....



WOMEN CAN LEAD THIS CHARGE

.....



**WOMEN'S
WEALTH
IS RISING.**



**WOMEN ARE
MORE LIKELY
TO GIVE.**



**WOMEN GIVE
DIFFERENTLY.**



ENGAGING WOMEN AS DONORS: CHALLENGING ASSUMPTIONS

.....



**WOMEN AREN'T
PHILANTHROPIC**



**WOMEN DEFER
GIVING DECISIONS**



**WOMEN DON'T
MAKE BIG GIFTS**



WOMEN LEAD THROUGH PHILANTHROPY

.....



**ACROSS
GENERATIONS AND
RACIAL GROUPS,**
WOMEN ARE MORE
LIKELY THAN MEN
TO GIVE.



YOUNGER WOMEN
INFLUENCE
HOUSEHOLD CHARITABLE
DECISIONS MORE
THAN THEIR OLDER
COUNTERPARTS.

**WOMEN GIVE
NEARLY**

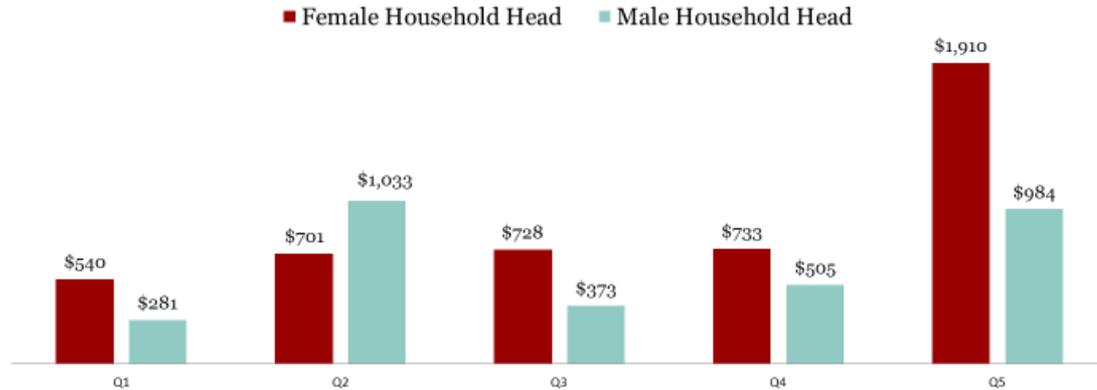
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OF GIFTS ON SOCIAL AND
ONLINE PLATFORMS.



WOMEN GIVE MORE

In every income group except for one, women GAVE MORE than men.



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



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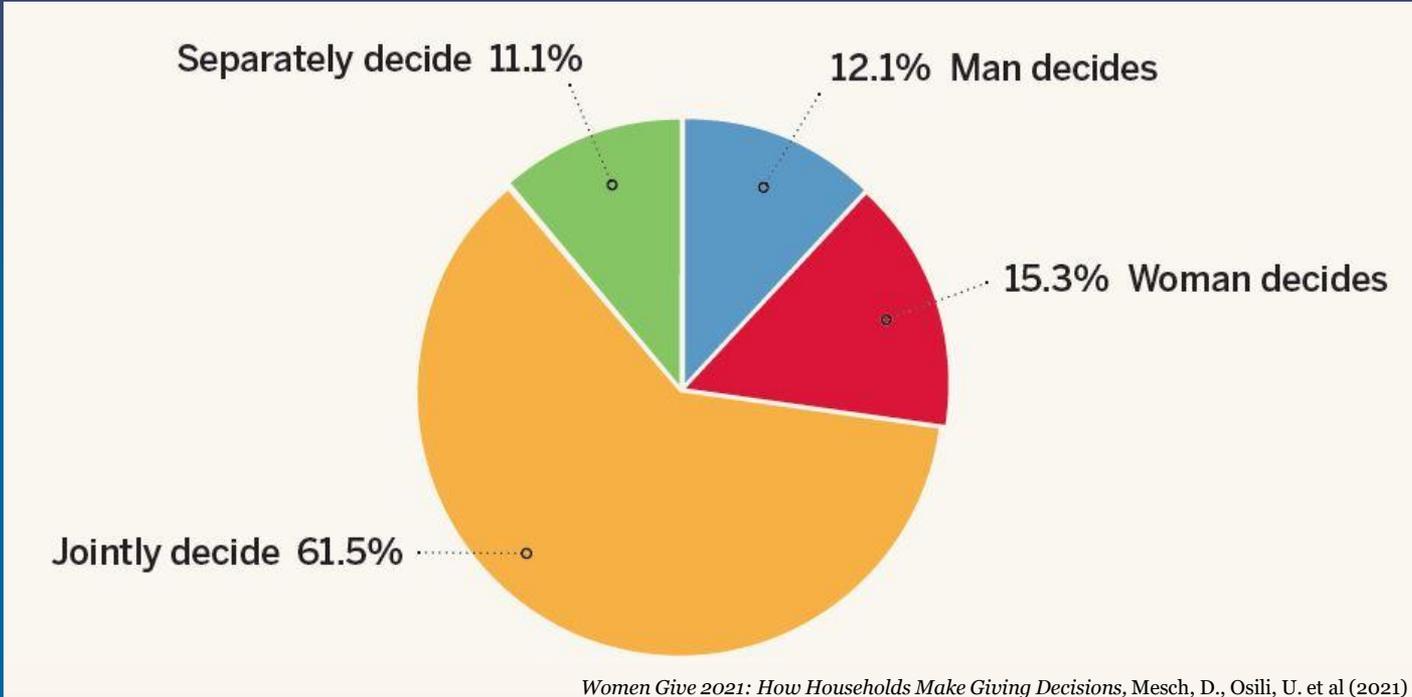


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WOMEN DRIVE DECISION MAKING



WOMEN MAKE BIG GIFTS

THE NEW FACE OF PHILANTHROPY



HOW WOMEN GIVE



**WOMEN GIVE
BROADLY**



**WOMEN GIVE
COLLECTIVELY**



**WOMEN GIVE
HOLISTICALLY.**



WE CAN ALL BE PHILANTHROPISTS!



Nicole Robinson
co-founded a
giving circle in her
community



Candice Payne
mobilized her
network to help
Chicago's homeless
during brutal
winter weather



Cindy Burrell
raises thousands
for women and
girls
by tapping into
her network



Ximena Larkin
gardens, mentors
and gives to help
revitalize her city



WOMEN MAKE AN IMPACT COLLECTIVELY

.....

ON
#GIVINGTUESDAY

65.7%

**OF DONATIONS
COME FROM
WOMEN.**

IN THE PAST
10 YEARS, THE
NUMBER OF GIVING
CIRCLES HAS TRIPLED.

~70%

**ARE MAJORITY-
WOMEN.**





“

What started as a group of 14 women and \$10,000 in grants in 2013, is today a network of 20 Latino Giving Circles in California that have given out more than \$1.1 million in grants.

This network of 500 civically engaged Latino professionals is just the tip of the iceberg of what is possible.”

– Sara Lomelin Velten,
Executive Director, Philanthropy Together



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NETWORKING vs NETWEAVING



EXPERIENCE AND EMPATHY MOTIVATE WOMEN TO GIVE



**WOMEN ARE
MOTIVATED TO
GIVE BASED ON
EMPATHY,**
WHILE MEN ARE
OFTEN MOTIVATED
BY SELF-INTEREST.



**VOLUNTEERING
AND BOARD
EXPERIENCES
MOTIVATE
WOMEN TO GIVE.**





“

Language that allows women to feel and envision connections is more compelling than ‘just the facts, ma’am’.

*Adding communication that evokes empathy will deepen your conversations with women, leading to **stronger relationships** and an **increased likelihood of giving.***

– Kathleen Loehr,
Author of *Gender Matters in Philanthropy*

”



GIVING BY AND FOR WOMEN:

Understanding high-net-worth donors' support for women and girls

Meet The High-Net Worth Female Philanthropist

For our latest study at the Women's Philanthropy Institute, we spoke with 23 high-net-worth women who give \$1 million or more to causes that benefit women and girls. Here's what we learned.

SHE LEARNED PHILANTHROPY YOUNG.

The majority of our participants did not grow up wealthy, but most had early experiences with philanthropy - and were "taught to give what they could," often by parents and religious institutions.

SHE BELIEVES WEALTH COMES WITH RESPONSIBILITY.

The participants who came into wealth later in life described a common sense of responsibility to share their financial resources with others. One said: **"My first step in coming to terms with my inheritance and working with it was through philanthropy."**

SHE EDUCATES HERSELF.

Participants believe it's critical to thoroughly educate themselves before making funding decisions. Education comes in the form of conversations with other women donors, research, joining women's funding groups and more.

SHE TAKES RISKS.

Contrary to conventional wisdom, the women we spoke with expressed a willingness to take risks with their philanthropy, funding experimental initiatives rather than just known solutions. Many of these women have also started their own business or enterprise.

SHE'S ALL ABOUT ROI.

Participants give to women and girls because they know it's a smart investment. One described funding for women as a "nexus" for many other issues, including poverty, climate change and wealth inequality.

SHE INVESTS IN SYSTEMS LEVEL CHANGE.

When giving to women and girls, many of the participants expressed a preference for investing in organizations focused on systemic change rather than direct service. One participant said: **"I was really interested in funding organizations that went upstream and try to address the root of the problem."**

SHE'S EMPATHETIC.

When it comes to supporting women and girls, participants were motivated in part by their own gender-based experiences with discrimination, inequality, reproductive health and education. One said: **"I have stayed in this field because I understand it."**



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@WPIinsights #womensphilanthropy
<https://philanthropy.iupui.edu/GenderGiving>

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.



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GIVING MAKES US ALL HAPPIER

The more a household gives as a percentage of income, the higher the household's life satisfaction.



SINGLE MEN
see the greatest increase
in life satisfaction
**WHEN THEY
BECOME DONORS.**



**SINGLE WOMEN &
MARRIED COUPLES**
see life satisfaction
increase most when they
**INCREASE THEIR
GIVING.**

IF YOU'RE A FUNDRAISER OR PHILANTHROPY PRACTITIONER...



- ✓ **Make bold asks** of women donors from all generations.
- ✓ **Make it easy for donors**, especially women, to raise money for your organization.
- ✓ **Be specific** in your messaging to reflect the gender of your recipient.
- ✓ **Create opportunities for women** to serve in a leadership capacity.
- ✓ **Showcase stories of diverse donors** to attract more people.



IF YOU'RE A DONOR OR ADVISE DONORS...



- ✓ Remember that we **all have the power** to be philanthropists.
- ✓ **Create a giving plan** to be more strategic about your giving.
- ✓ **Leverage your network** to build community and maximize impact.
- ✓ Be deliberate about how you **model giving** to daughters and sons.
- ✓ Consider joining or starting a **giving circle**.
- ✓ Think about how **impact investing** might complement your giving.



~64%

**OF ALL GIVING
COMES FROM
INDIVIDUALS.**

**WOMEN
CONTROL**

**\$14
TRILLION**
IN ASSETS IN
NORTH AMERICA
ALONE.

TOTAL GIVING
IN 2022 WAS

**\$499
BILLION.**

**IMAGINE HOW MUCH MORE WE COULD DO
IF EVERY PERSON GAVE TO HER OR
HIS FULL POTENTIAL.**



proven 
PRACTICES

TO GROW
WOMEN'S
PHILANTHROPY

Ready to Grow Your Network of Women Donors?

Women's wealth is rising—and so is women's influence in philanthropy. Fundraisers need to understand the best ways to connect with women donors.

Research shows that women of all backgrounds:

- Give more than men
- Give differently than men
- Drive household giving decisions



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PRINCIPLES

Keys to Successful Women's Philanthropy

These six principles have proven to hold true across all thriving women's philanthropy models.

1. Strategy begins with insight. +
2. Women's input is key. +
3. Women give more than money. +
4. Leadership involvement is pivotal. +
5. Starting reveals the path forward. +
6. The work is evolutionary. +



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Thanks!

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