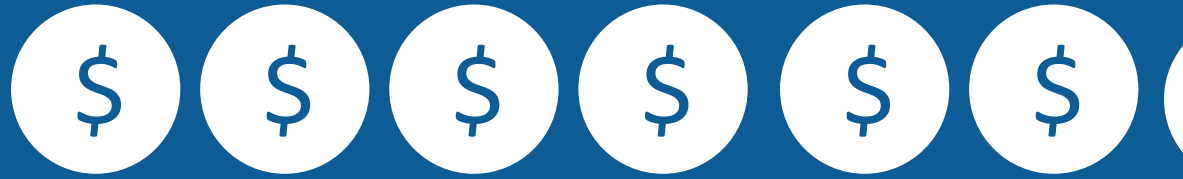
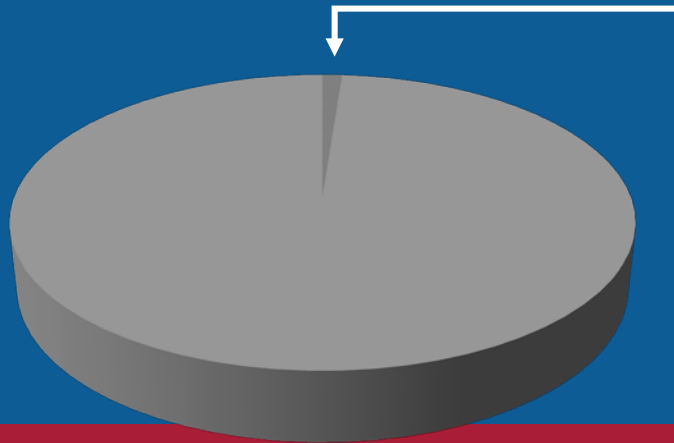


In 2009, the Foundation Center and Women's Funding Network found that only **5-7%** of foundation funding was specifically directed toward women's and girls' causes.



From 2000-2014, 1,226 gifts at the million-dollar-and-up level totaling \$6.2 billion have gone to women's and girls' causes.



While that number sounds impressive, a closer look reveals that these gifts comprised:

- 1.2% of the total value of gifts of all \$1m+ gifts.

Research Overview

Initial study: Giving to women and girls

- General population survey
- Focus groups with United Way and Women's Fund donors

Giving by high-net-worth women

- Qualitative study of 23 women who made \$1M gifts

Major donor giving to women and girls

- Survey of major donors about giving to gender-related causes

Giving to women and girls: Survey and focus group research

Research questions:

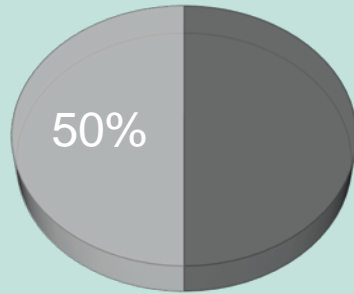
Who supports women's and girls' causes?

What **motivates** donors to give to these causes?

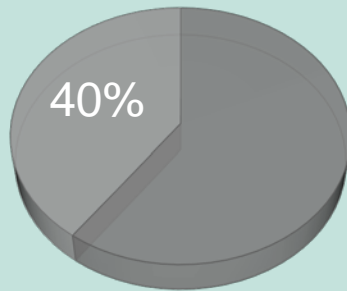
How is this giving **related** to giving to other causes?

Survey findings

FEMALE DONORS



MALE DONORS



Support women's
and girls' causes

Women gave higher amounts on average than men.

Women who were 61 or older were most likely to give to women's and girls' causes.

Survey findings: Specific causes

Women were more likely than men to give to:

Domestic violence

Women's centers

Lesbian, bisexual and transgender rights

Cancer research, diagnosis, and support

Economic opportunity for women and girls

Donors to women's and girls' causes were also more likely than non-donors to give to all other types of causes.

Focus group findings: Motivations

“What draws me [in] is the fact that the girls’ and women’s organizations are underfunded, they’re the underdogs, and I’m very drawn to supporting things to lift them up.”

Personal experiences of gender equality were motivating

Women’s equality leads to social progress

Donors trust women’s funds and organizations

Focus group findings: Barriers

“If someone said it deals with women and girls, I’d probably say, ‘Well, I’m interested.’ [...] But I’m certainly open to a lot of other things to make change.”

Concerns about complexity and scalability

Desire to include women AND men as recipients

Political issues within women’s causes

High-net-worth women donors to women's and girls' causes

Research questions:

What **paths** do women take to become major donors?

What **motivates** women to give to particular causes?

How do women think of themselves as **donors**?

How can we **inspire** more women to give?

Giving by and for women

23 interviews

of women who had donated \$1 million or more

Elizabeth Dale May 11, 2018



16 | married/partnered
5 | divorced
2 | widowed



23 | some higher
education



19 | 50+
4 | <50



4 | outside of the United States



16 | have children



12 | identify as religious



15 | employed
for pay



12 | annual incomes of < \$1m
10 | incomes > \$1m

Overview of giving



Million-dollar and primary gifts:

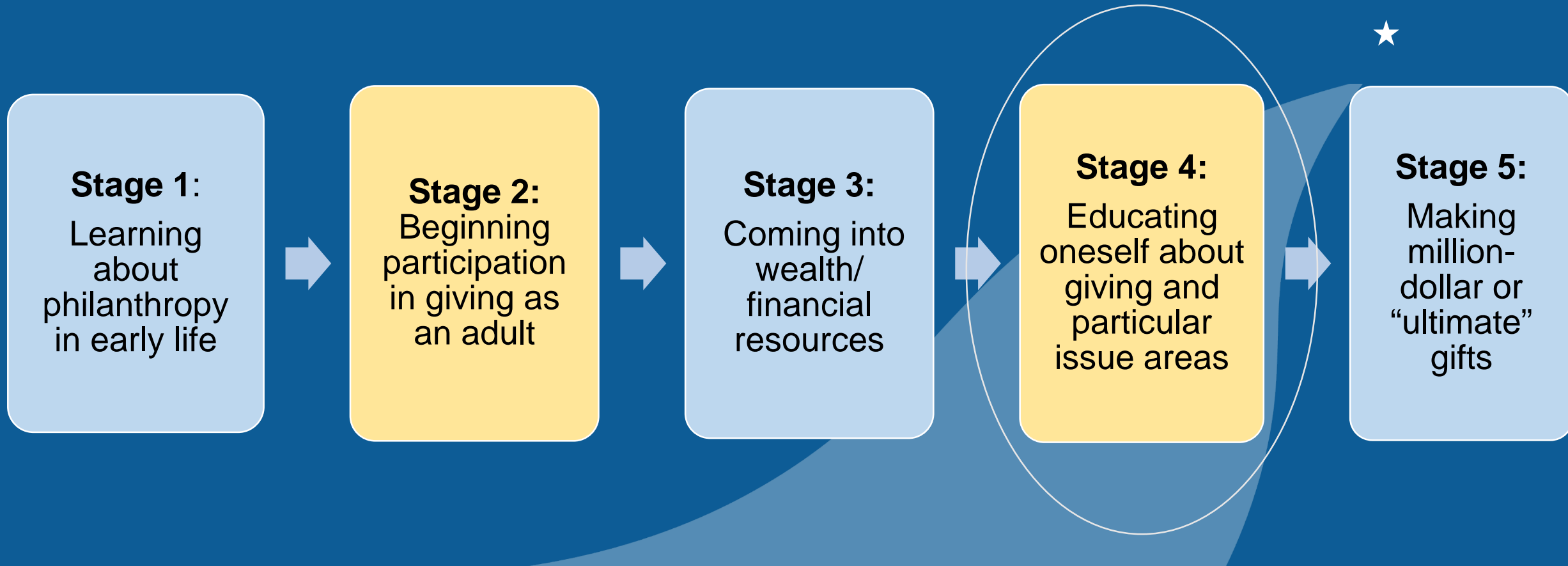




Philanthropy is a journey, not a destination.

Life events, networks, and interventions
often guide donors along the path.

The philanthropic journey



Donor education about giving

A variety of learning opportunities shaped giving:

- Board service
- Donor networks/peer advice
- Issue-based research
- Education on philanthropy (formal and informal)

“It was about a 10-year period where I kept increasing my giving and learning more about how to do it effectively and going to workshops, joining groups, and then Women Donors Network connected me to Women Moving Millions.” (Shelia)

What does it mean to be strategic?

- Funding “upstream” or tackling root causes
- Having a dedicated funding focus
- Funding “deep, not wide”
- Supporting grassroots organizations
- Finding gaps in funding
- Giving unrestricted and multi-year support
- Stopping giving once an organization grew and attracted more support

Participants wanted to fill in gaps neglected by other funders, described by one participant as “funding around the edges.”

Participants also provided funding at strategic times for organizations to grow or build capacity.

It's like there's an acid river with a waterfall. And down at the bottom, lots of people are getting burned and lots of people are like doing CPR down there. And that is direct giving. It's really important and vital, right?

But at a certain point, I started thinking, we need to turn that spigot off, because this could go on forever. So we started building the infrastructure that would allow us to get to the top thing and pull the lever so that we could stop this, because this is not a strategy.

Strategic, risk-taking donors

“I became aware of the issue of domestic child sex trafficking. I became very engaged in that issue. It took me quite a while to educate myself because we don’t have hundreds of thousands of dollars to fund. So, I really wanted to see where the gaps were. I love gap funding. I love to be the first money in. I have a high risk tolerance.” (Joan)

“We’re comfortable with funding answering questions instead of known solutions. [...] It’s really satisfying to be a part of and we know how to help manage and mediate risk. And so those aspects of our entrepreneurial spirit brought to philanthropy have been exciting to apply.” (Trish)

Women donors as **leaders**

- Few participants claimed the title of philanthropist without hesitation

“I recoiled when I heard that word because in my own work I didn’t want it to sound like I’m somebody who just mails in a check because I’m not that person. So philanthropist had to be redefined in my mind for me, which is more than just financing or funding. It’s actually is being engaged in the work and putting in time and effort and care as well.” (Candace)

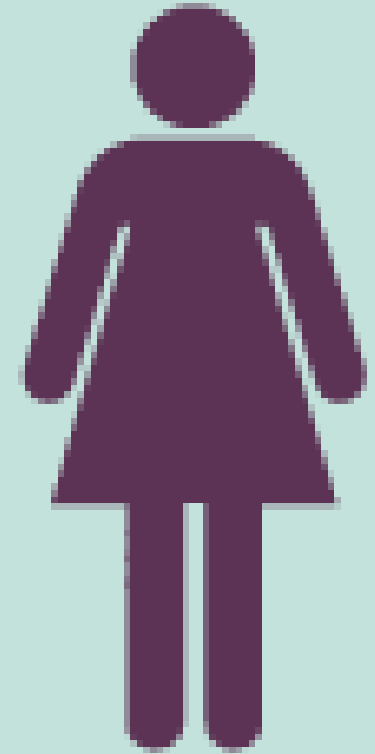
“ I think in a traditional sense I’m a philanthropist [...] I like Gary’s term better – a donor activist. That seems to mean more. ”

Most participants preferred to use other terms to describe themselves.

Implications for fundraisers

Women are philanthropic decision-makers.

They are more interested than men in funding social-change goals.



Women engage in **education** and **research** prior to making their gifts...especially significant commitments.

And they **believe** in the organizations they support.

High-net-worth women favor broader, systemic change rather than “Band-Aid” solutions.

Participants described their giving as “solutions-oriented,” “focused upstream”; not being reactive, and supportive of organizations looking to scale.

Women want to **redefine** what it means to be a philanthropic leader.

They give time, talent, **and**
treasure.

Q&A