

# WOMEN'S PHILANTHROPY INSTITUTE

A GLOBAL NEXUS  
FOR RESEARCH AND  
EDUCATION ON GENDER  
AND PHILANTHROPY



## GENDER MATTERS IN PHILANTHROPY

**Through increased wealth and greater leadership, women are influencing where money is donated, how it is being given, and why—and in turn have a greater voice in charitable decision-making in their workplaces, communities, and the world at large.**

Women around the world are more influential and affluent than ever before. Women now control 30% of global wealth, and they are using that wealth to catalyze social change. Women are putting their money where their hearts are—giving out of personal experience and towards causes they believe will create a more equitable world. In the same way that having more women leaders in politics and business changes policies and increases profits, having more women donating to charity changes the how, where, and why of giving.

**WOMEN CONTROL 30% OF GLOBAL WEALTH**



While women's wealth is increasing at a faster rate than the global average, there is still tremendous room for growth in women's philanthropic giving. Consider The Giving Pledge: Women make up only about 4% of the individuals who have signed the pledge to dedicate the majority of their wealth to philanthropy. In order to effectively engage with women donors, we must acknowledge that women approach philanthropy in different ways than men do, and it's important to understand those differences. Philanthropic giving is complex and influenced by many factors including income, wealth, and education. Today women have more of all three—they are more educated, their wealth is increasing, and they are making more of the financial decisions in their households—which gives them more power to exert change not only in their families, but in the world.

# OUR RESEARCH TELLS THE STORY

## Gender Differences in Giving

WPI's research has examined giving among single female and single male-headed households to better identify the effect gender has on philanthropy. Here's what we found:

- **Women are more likely to donate** than men. Single women are more likely than single men to give to charity.
- **Women give more to charity** than men. When women give, they give a larger percent of their income than their male counterparts.
- **Women tend to spread their giving** across more organizations. While men concentrate their giving, women are more likely to give to almost every charitable subsector.

## Motivations for Giving

Women engage in philanthropy differently and have different motivations than men do.

- **Empathy is correlated to charitable giving.** Empathy for others is a very strong motivation for women when they give, whereas for men giving is often more about self-interest.
- **Giving is personal for women.** Single women are more likely than single men to give based on their political or philosophical beliefs. Personal experiences—whether positive, such as giving birth, or negative, like facing discrimination—often influence high-net-worth women's decisions to donate.
- **First-hand involvement with an organization** increases the likelihood that women will give. Joining a board, volunteering, or having other direct experiences with a group or particular cause motivates women to give.
- Women believe in **giving to women's and girls' causes as a way to effect social change.** Empowered like never before, women are using their financial resources to support other women, driven by their belief that their dollars can create positive ripple effects.

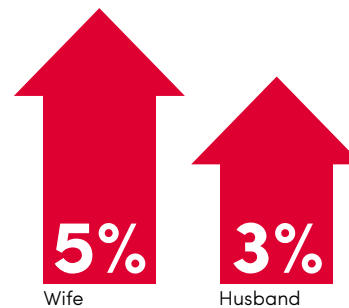
**WOMEN ARE MORE COLLABORATIVE IN THEIR PHILANTHROPY** Women like to collaborate, they like to network, and they like to make decisions democratically, which is why we're seeing a proliferation of women's philanthropic networks and women's giving circles.

## Influences on Giving

In addition to income, wealth, and education, charitable giving is influenced by marital status, age, and employment.

- **Marriage is good for giving.** For both men and women, marriage increases the likelihood and amount of giving. Overall, married couples tend to give higher amounts

**Increase in household giving when spousal income increases \$10,000**



than single men and women.

- **Earned income matters** among married couples. In the general population, a \$10,000 increase in the wife's income raises total household giving by over 5%, while a \$10,000 increase in the husband's income

leads to a 3% increase in household donations.

- **Women are more likely to give across generations.** Women in the Millennial, Boomer, and older generations are more likely to give to charity, and to secular causes, than their male counterparts.

## Household Charitable Decision-Making

Marriage, income, and wealth strongly impact household charitable decision-making.

- **Men and women bring different priorities and resources to the table.** When the wife's income increases, the household tends to give greater amounts to the environment, education, and basic needs. When the husband's income increases, the household tends to give more to nearly every subsector, especially religious, youth, and health organizations.
- **Income affects how households make their charitable decisions.** In the general population, 75% of households make charitable decisions jointly; for high-net-worth households, 50% make charitable decisions jointly.
- **High-net-worth households are distinct** from the general population. More than 96% of high-net-worth households make charitable gifts as compared to 59% of households in the general population. Gender differences are also less apparent among high-net-worth households, with wealthier households being more strategic and focused and giving to a few key priority areas.





## HOW DOES WPI'S RESEARCH IMPACT YOU?

- Consider your philanthropic passions. If you care about the environment or empowerment of women and girls, for instance, then direct your giving to groups that work in pursuit of those causes.
- Create a giving plan for your philanthropic donations. Assess your giving as you would any other investment you make.
- Explore opportunities to leverage your giving. Donors can increase the effectiveness of their philanthropy through actions like joining donors' networks or giving circles or talking with a financial advisor.

## TO LEARN MORE

- Visit the WPI Research webpage to see all of our research: [philanthropy.iupui.edu/institutes/womens-philanthropy-institute/research/index.html](http://philanthropy.iupui.edu/institutes/womens-philanthropy-institute/research/index.html)
- Explore the Women Give research series: [philanthropy.iupui.edu/institutes/womens-philanthropy-institute/research/women-give.html](http://philanthropy.iupui.edu/institutes/womens-philanthropy-institute/research/women-give.html)
- Enroll in the Lilly Family School of Philanthropy's Gender and Philanthropy course. This is a graduate-level academic course offered annually during the fall semester at Indiana University. For more information contact: [wpiinfo@iupui.edu](mailto:wpiinfo@iupui.edu)
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