

# THE WOMEN'S PHILANTHROPY INSTITUTE

## Research That Grows Women's Philanthropy

To solve challenges large and small, our world needs more strategic philanthropy. Women can lead this charge, harnessing their growing wealth and influence to create a more just, equitable and healthy society. But, to unlock the full potential of women's philanthropy, we must understand how gender shapes giving behavior. To build a powerful and diverse force of female philanthropists, we need to know more about what drives women to give. The Women's Philanthropy Institute exists for that reason: to conduct, curate and disseminate rigorous research that grows women's philanthropy.

### WHAT WE KNOW



#### Women's wealth is rising.

Women's share of wealth has risen considerably over the past 50 years and today they hold around 40% of global wealth.



#### Women are more likely to give.

Across income levels and generations, women are more likely to give, and give more than their male counterparts.



#### Women give differently.

From motivations to causes to behavior, women and men demonstrate different giving patterns.

### The Time Is Now.

With women's wealth and influence climbing, *now* is the time for women's philanthropy to reach its full power and potential.

WPI's research makes that possible.

### Together, We Can:

- ✓ Unlock more philanthropic support from female donors.
- ✓ Inspire more women to be philanthropists.
- ✓ Strengthen the impact and visibility of 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.

Our reports span a range of topics – from retirement to giving circles to impact investing to the transmission of generosity. Across these topics, we apply a gender lens to better understand where, how and why women and men give differently.

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|  <p><b>DEMOGRAPHICS</b><br/>.....<br/><b>WHO</b> is philanthropic, and how do factors such as age, family dynamics, marital status, and income affect giving by women and men?</p> | <p><b>WOMEN ACROSS GENERATIONS</b><br/>are more likely than men to give.</p>  <p><b>YOUNGER WOMEN</b> influence household charitable decisions more than their older counterparts.</p>  |
|  <p><b>MOTIVATIONS</b><br/>.....<br/><b>WHY</b> do women and men give, and how do these motivations influence their giving?</p>  | <p><b>WOMEN:</b> GIVING IS BASED ON <b>EMPATHY FOR OTHERS.</b></p>  <p><b>MEN:</b> GIVING IS OFTEN MORE ABOUT <b>SELF-INTEREST.</b></p>   |
|  <p><b>BEHAVIOR</b><br/>.....<br/><b>HOW</b> do women and men give? Which platforms and approaches do they use when it comes to their philanthropy?</p>                           | <p><b>WOMEN LIKE TO GIVE COLLECTIVELY</b></p> <p><b>70%</b> OF GIVING CIRCLES ARE MAJORITY-WOMEN.</p> <p>ON EVERY <b>#GIVINGTUESDAY</b> MORE WOMEN GIVING MEANS MORE MONEY RAISED FROM WOMEN.</p>   |
|  <p><b>CAUSES</b><br/>.....<br/><b>WHERE</b> do women and men give, and how do certain factors affect the causes they support?</p>   | <p><b>GIVING TO WOMEN &amp; GIRLS</b></p> <p><b>WOMEN DONATE MORE TO WOMEN'S AND GIRLS' CAUSES.</b></p> <p>However, <b>WHEN MEN PERCEIVE</b> that other men and women are donating to these causes, <b>THEY ARE MORE LIKELY TO DONATE.</b></p>  |
|  <p><b>OUTCOMES</b><br/>.....<br/><b>WHAT DIFFERENCE</b> does giving make for women and men?</p>   | <p><b>GIVING IS SATISFYING.</b></p> <p><b>SINGLE MEN</b> see greatest increase in life satisfaction <b>WHEN THEY BECOME DONORS.</b></p> <p><b>WOMEN</b> see an increase <b>WHEN THEY INCREASE THEIR GIVING.</b></p>    |

Our research is the beginning.

**It's what you do with it that matters.**

Explore our research library: [philanthropy.iupui.edu/ResearchWPI](http://philanthropy.iupui.edu/ResearchWPI)



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