

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.



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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.

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

Our research is the beginning.

It's what you do with it that matters.

Explore our research library: philanthropy.iupui.edu/ResearchWPI



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317.278.8990



wpiinfo@iupui.edu