

PRESENTATION INFOSHEET

How Women Give: Data-Driven Insights on Women's Philanthropy



Women's Philanthropy Holds the Key to Leading the Way

**WOMEN'S
WEALTH IS
INCREASING.**

**WOMEN ARE
MORE LIKELY
TO GIVE.**

**WOMEN GIVE
DIFFERENTLY.**

Source: Women's Philanthropy Institute

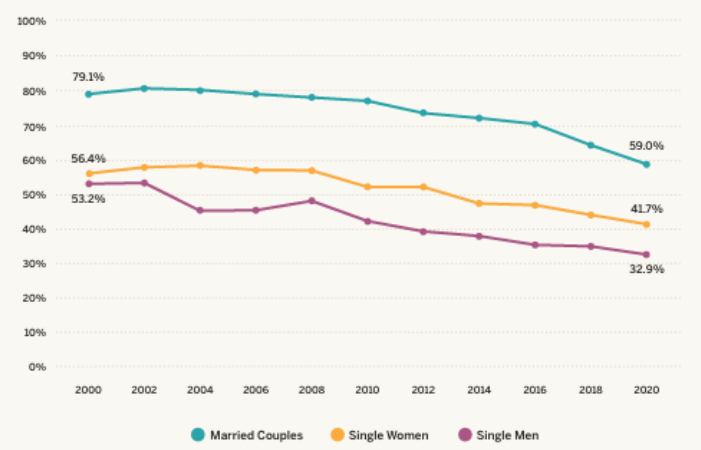
Donors Down, Dollars Up

Charitable giving continues to rise, while the number of donors has declined.

From 2000-2020, the percentage of single men and married couples giving to charity decreased over 20 percentage points each, compared to 15 percentage points for single women. Married couples' giving rates declined from 79.1% to 59.0%; single men's giving rates dropped from 53.2% to 32.9%. While single women's giving participation rates also declined from 56.4% to 41.7%, this drop was 14.7 percentage points, significantly less than other households. Interestingly, the broad finding from WPI research that married couples are most likely to give, followed by single women, and then single men, holds true not just over the 20-year period but for each individual year on record.

Source: WPI Women Give 2024 report.

FIGURE 1: Share of U.S. households giving to charity



Data source: Philanthropy Panel Study, Indiana University Lilly Family School of Philanthropy
Note: Figures are summary statistics and do not control for other demographic factors.

Women, Faith and Philanthropy

- Religious institutions remain stable and a top priority for donors, including women donors, while secular giving has emerged as a key factor for single women donors.
- For women of faith, there can be a grappling of social issues vs. matters of faith and the role of religious institutions in achieving the “good work” in society.
- For women faith leaders, there can be a grappling with patriarchy around infrastructure.
- Following principles around recognition, etc. can be a contributing factor to how to approach some women donors of faith.

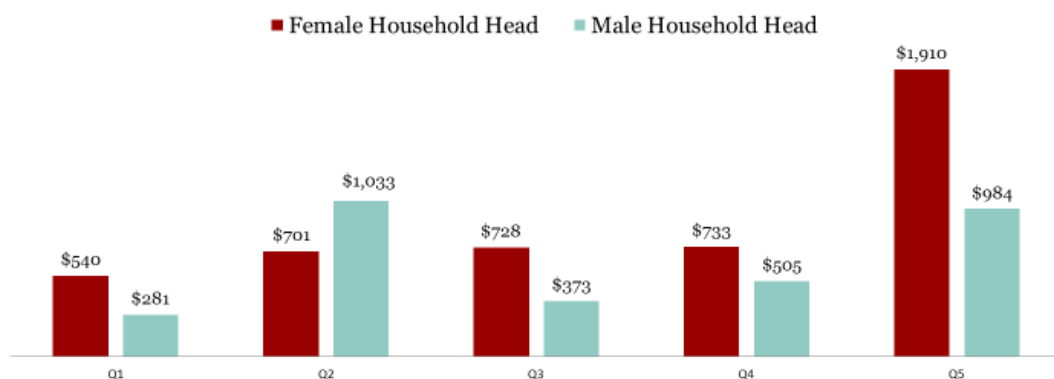
Assumptions About Women Donors



Source: Women's Philanthropy Institute

The Reality

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>

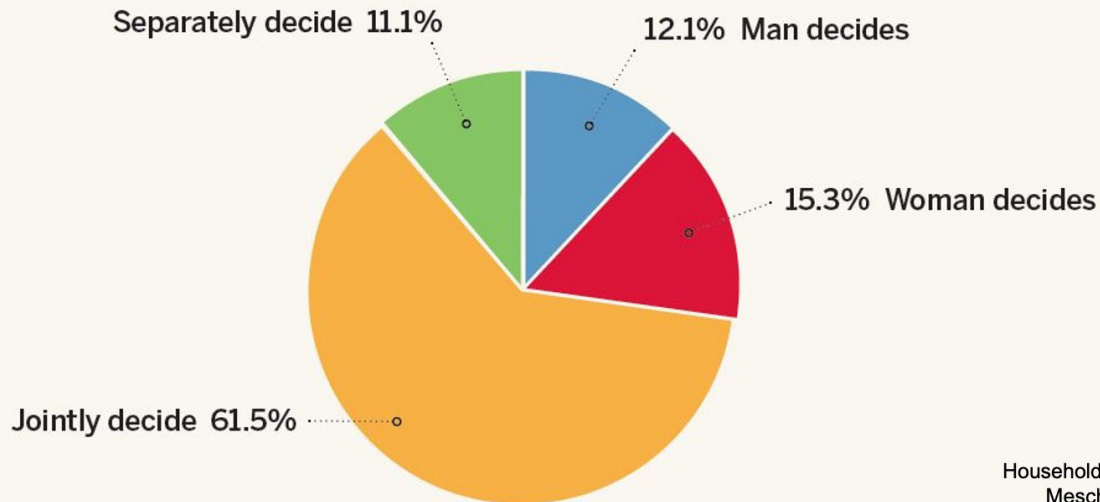


IUPUI WOMEN'S PHILANTHROPY INSTITUTE
LILLY FAMILY SCHOOL OF PHILANTHROPY



IUPUI THE FUND RAISING SCHOOL
LILLY FAMILY SCHOOL OF PHILANTHROPY

The Reality: Women Decide



Women Give 2021: How Households Make Giving Decisions, Mesch, D., Osili, U. et al (2021)

A Collective Approach to Women's Giving

- In the past decade, the number of giving circles has tripled.
- 70% are majority women or women-led

Source: Women's Philanthropy Institute

#GIVINGTUESDAY

More than

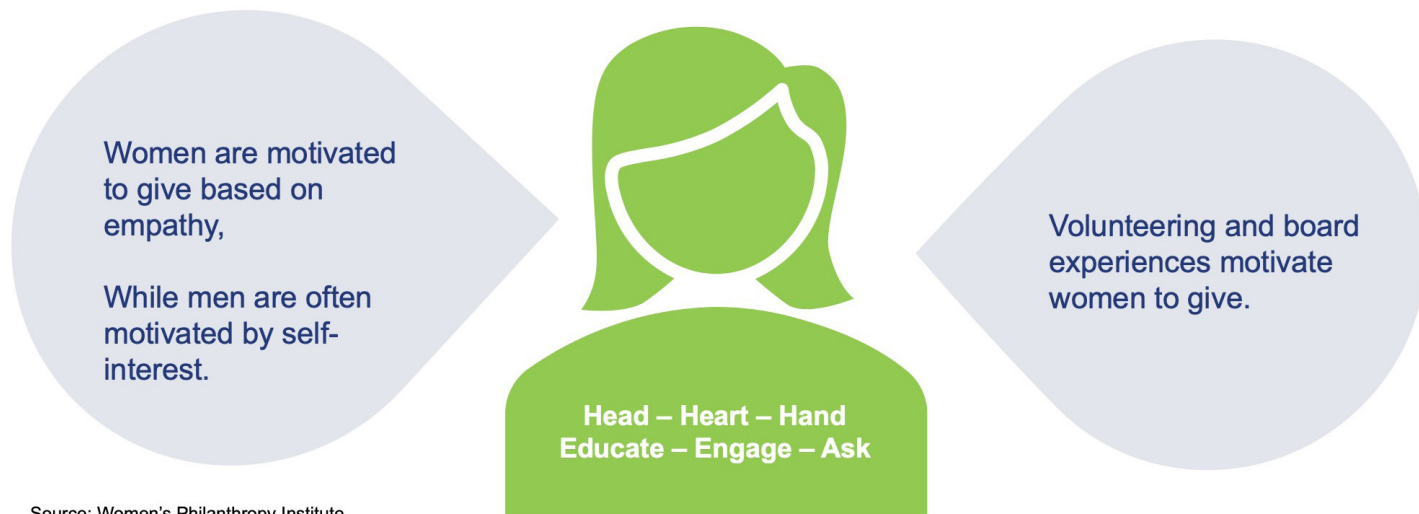
65%

OF DONATIONS
COME FROM **WOMEN**.

Networking
vs. Netweaving



Experience and Empathy Motivate Women to Give



Source: Women's Philanthropy Institute

The Great Transfer of Wealth

- **Women control more than \$10 trillion in U.S. household financial assets.** It is anticipated that this number will more than triple to \$34 billion by 2030 due to intergenerational wealth transfer.
- ~67% OF ALL GIVING COMES FROM INDIVIDUALS
- Women's Giving has a similar key indicator as Planned Giving prospects.
- \$557.16 Billion was given to Charity in 2023.