THE UNDENIABLE POWER OF WOMEN IN PHILANTHROPY

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THE RIGHT FORMULA = FOUR

Education
More Bachelor’s degrees since 1982
More Doctorates since 2009

Income and Wealth
51% totaling $14 trillion
40% are primary breadwinner

Power for good
Most rapid growth in funder networks
ANECDOTE or EVIDENCE?

- Single women are more likely to give to charity and at higher amounts
- Men give more for sports and recreation related than women
- Women pool their philanthropy and participate in collective giving at a rate four times higher
- Women are becoming more risk tolerant
ANECDOTE or EVIDENCE?

→ The percentage of women controlling wealth is only going to rise
  - 70% of the $41 trillion transfer of wealth

→ Women control more of the financial pie than ever
  - 43% of top wealth holders ($4.6 trillion)

→ Women and Men give differently
  - Collaboration, communication, and impact

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ANECDOTE or EVIDENCE?

→ The amount given to charity by women will make a significant impact
  - $569.5 billion by 2030 (12 years!)

→ Women are creating their own funding organizations
  - $600 million since 2006 to Women Moving Millions

→ Women are visible at top levels
  - 45% of U.S. millionaires
  - 39% of all top wealth holders ($5.15 trillion in assets)
ON THE SHOULDERS of GIANTS

“Surely whatever others think, it is our opinion that women, even as man, can paddle her own canoe.”

Laura Spelman Rockefeller at her 1855 high school graduation

“I hereby establish an institution of higher education of young women to furnish for my own sex the means and facilities equal to colleges for young men.”

Sophia Smith’s founding bequest gift of $387,468 for Smith College
FEMALE DONORS CHANNEL PASSION FOR GOOD CAUSE
WSSU ATHLETICS TABS “SHE’S GOT IT COVERED – A CLASSY HAT AFFAIR” TO RAISE FEMALE SPORT SCHOLARSHIP DOLLARS

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William & Mary was the first public university in Virginia to admit women. In 1918, the first women students walked through the doors of the Wren Building and made history. Since then, generations of women have followed in their footsteps and made vital contributions to William & Mary’s rich legacy of achievement.

Today, the majority of William & Mary’s alumni are women. They are leaders, mentors and innovators who are making a difference in their communities, the nation and world.

To celebrate and honor the important role women have played at William & Mary for 100 years, the university has established the Society of 1918. The Society offers an opportunity for members to deepen their connection with one another and the university while inspiring, encouraging and empowering all William & Mary women to reach their fullest potential. The Society will strengthen the impact and amplify the influence women have on William & Mary’s future.
Some Helpful Tips to keep in mind….  

✓ Philanthropic decisions are often made jointly and definitely ask!  
✓ Evaluate how you record gifts by couples, list women in salutations, when addressing mail, and in donor listings.  
✓ Include spouse/partner in the volunteer leadership experience and always ask!  
✓ Intentionally equalize and balance the male- female ratio on your leadership boards.  
✓ Include women in the whole cycle of philanthropy.
SOURCES


Philanthropy North Carolina - https://philnc.org/category/womengirls/


Giving USA- https://givingusa.org

SOURCES

Women’s Philanthropy Institute at the Lilly Family School of Philanthropy at IUPUI – Women Give, High net worth women’s philanthropy-


The 50 Most Powerful Women in Philanthropy – https://insidephilanthropy.com