

# Creating a Legacy of Giving: Women Changing the World



Vinola Vincent Munyon, PhD

November 2023

True Story...



# Women Changing the World as Givers and the Receivers



- What is Philanthropy?
- Gendered differences in giving: 1. Who Gives More of Their Time
- Gendered differences in giving: 2. Who Gives More \$\$\$\$\$
- Gendered differences in giving: 3. Motivations
- Why Give to Women and Girls?
- Trends in Funding for Gender Equality causes
- Making the case for Women funding Women

# What is Philanthropy?

- “**voluntary action for the public good**” (Robert Payton and Michael Moody , 2008)
- A nationally representative survey of 1,334 adults conducted in summer 2022 agreed with the definition of philanthropy as “**the giving of time and/or money to nonprofit organizations.**”
- four in 10 included **giving of ties** (making connections across one’s networks) **or testimony** (i.e., advocacy, honoring lived experiences, and bearing witness to stories)
- “Philanthropy is often referred to as **the voluntary sector** because its ability to meet needs and address societal challenges depends upon people’s awareness of those issues and their willingness to respond generously with their resources” (Eugene R. Tempe, 2023)

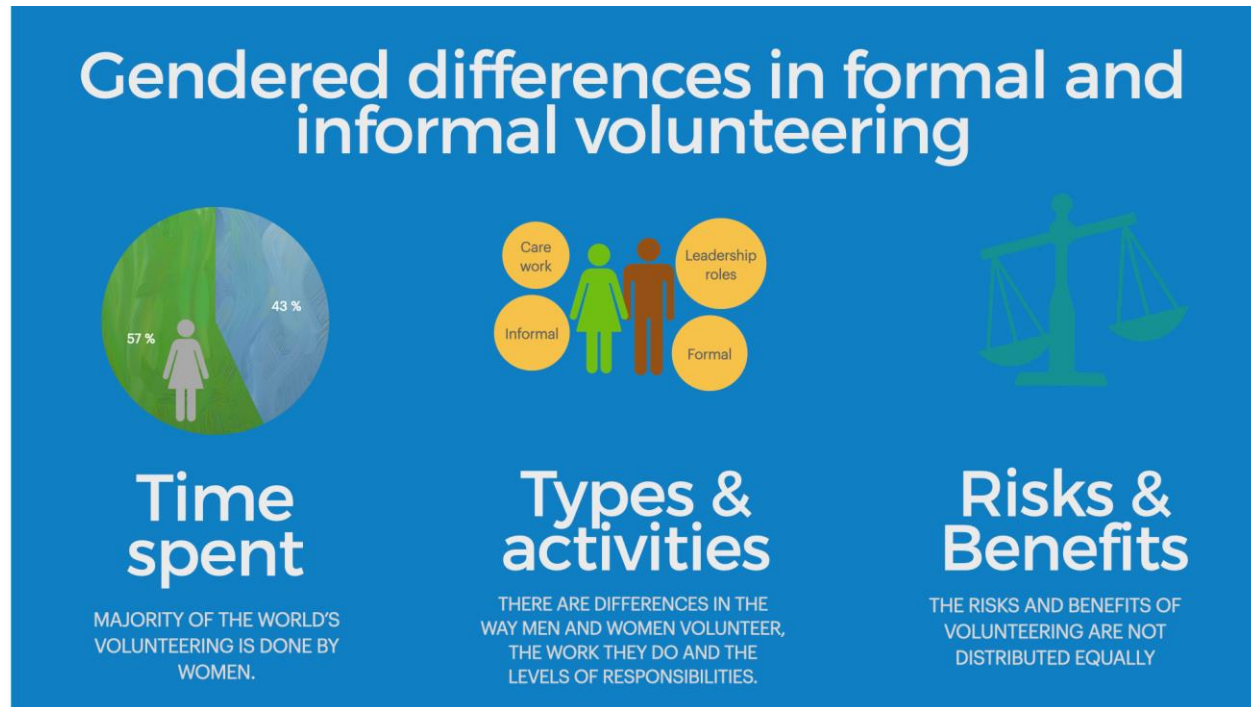


# Gendered Differences in Giving

## 1. Who Gives More of Their Time?



# The Giving of Time



Source: 2021. UN Volunteers, Beyond averages: do gender disparities exist in volunteering?

Women (both single and married) are more likely to volunteer

And also volunteer more hours than men.

Among single women and men, single women volunteer at almost twice the rate of single men.

# Gendered Differences in Giving: 2. Who gives more \$\$\$\$\$\$?



**Daddy's Home by Jerome G. Rozen**

# Universally Accepted Notion: Women Give Less

- Predictors of philanthropic giving are **education, income, and wealth**—more women today have increased access to all of these (Debra Mesch & Andrea Pactor, WPI)
- When you take into consideration wealth, income, and education, women are more likely to give and also to give more money than men.





single men



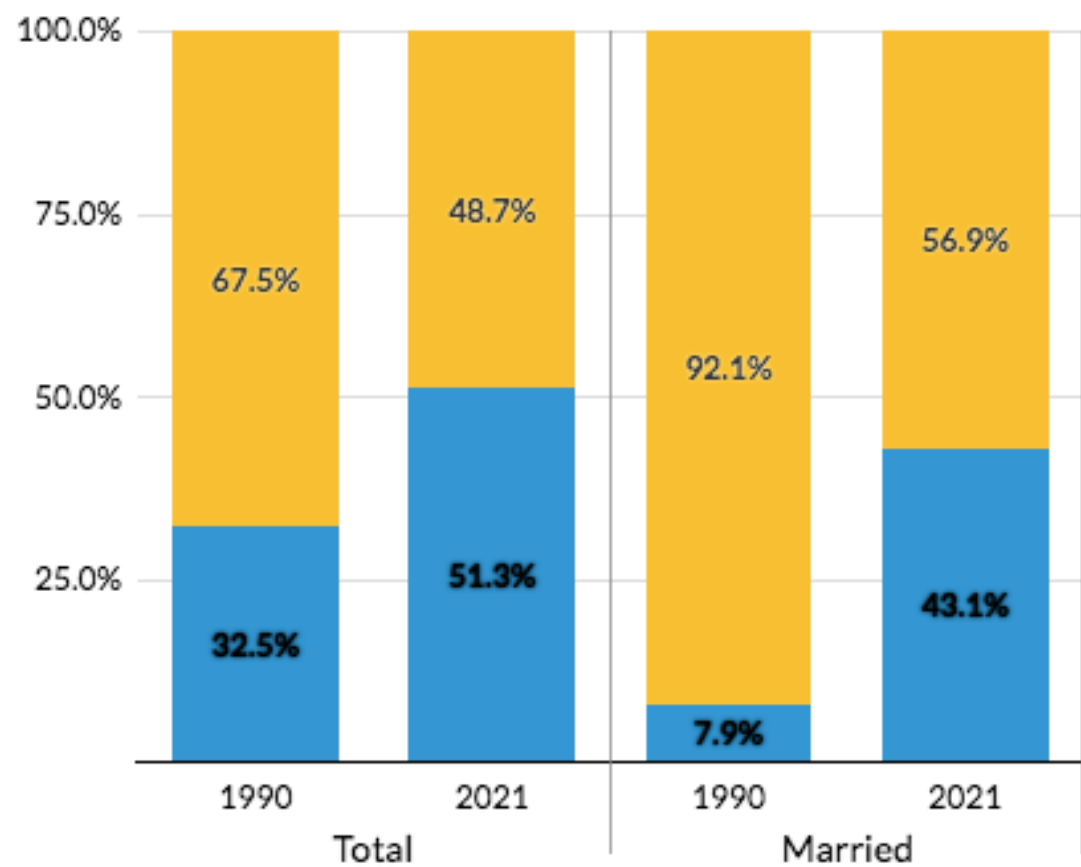
single women



married couples

## Households Headed by Women Increased between 1990 and 2021, Especially among Married Households

Female-headed households Male-headed households



## Self-Reported Household Data on Who Decides

Study	# of Households Surveyed	Joint/Couple Decides	Husband Decides	Wife Decides	Decide Separately
Andreoni, Brown, & Rischall (2003)	2,560	53%	19%	28%	N/A
Brown (2005)	N/A	74.2%	3.3%	7.3%	15.3%
Rooney, Brown, & Mesch (2007) <sup>4</sup>	3,728	75.8%	3.2%	6%	15%
Wiepking & Bekkers (2010) (Netherlands)	1,101	60.5%	8.4%	15.2%	16%
Yörük (2010)	2,300	51%	14%	16%	9%

<sup>4</sup> Rooney et al. (2007) studied gifts to only the education subsector.

### Education and Income are associated with bargaining power

As women continue to increase their levels of education and earnings as recent trends indicate, women would gain more influence over their families' charitable giving (Brown, 2005).

“While **women may suffer from a pay gap in the labor market, men seem to suffer from an influence gap** in the philanthropic giving decision-making sphere” (Rooney et al., 2007, p. 240)

The gender of the decision maker does matter. Women give to different causes than men, are more likely to give and give more to education, and tend to spread giving around to more organizations when they are responsible for charitable giving

# Race and Gender



- Women Give 2019: Gender and Giving across Communities of Color
- Fundraising organizations are less likely to engage with WOC as often or with the same relationship depth as White donors
- Gender differences are consistent across racial groups—women are more likely to give than men are—but, unlike gender, a donor’s race does not have a significant effect on the amount given to charity
- When we take into consideration factors like gender, wealth, income, and education, **race does not significantly influence giving.**



# The Why of Giving: What Motivates Men versus Women

- There are differences in giving between men and women
- Economics to Sociology and Psychology to Organizational studies
  - Cost of Giving
  - Risk Aversion and Social Preferences
  - Moral Identity and Altruism
  - Faith in Nonprofits
- Women are more committed to the role of nonprofits in society.
- 50.4 % of women, compared to 33.8 % of men, indicated they have confidence in nonprofits to solve societal problems.

# The Why of Giving: Why Women are Changemakers

- Women are more likely to give, and give more, to women's and girls' causes.
- motivations are their personal experiences and the belief that funding women's and girl's initiatives leads to societal progress.
- Women donors want to do more than write a check. They are more likely to participate in activities that enable more engagement, such as serving on a nonprofit board, talking with other donors or participating in giving circles.

# Why Focus on Giving to Women and Girls?

- Educated women will reinvest 90% of their earnings back into their families, compared with 35% for men.
- every \$1 spent on addressing unmet needs for family planning yields \$120 in health and economic benefits.
- Every \$1 spent on girls' rights and education would generate a \$2.80 return (Plan International, Citi's Global Insights team Clinton Global Initiative)

## THE WORLD TODAY



Every two minutes, a woman dies from complications in pregnancy or childbirth—the majority of these deaths are preventable

**2.6**  
MILLION

2.6 million: The number of stillbirths that occur annually—98% of them in low-income nations



Globally, maternal mortality is one of the leading causes of death among adolescent girls ages 15 to 19



The odds of maternal death are doubled in mothers with iron deficiency

## THE INVESTMENT CASE

If we meet the need for modern contraception and provide all pregnant women and newborns with quality care:

↓ **73%**  
maternal deaths

↓ **80%**  
newborn deaths

Every dollar spent on scaling up nutrition interventions for pregnant women and children yields US\$16 in returns

\$1  
→ **+\$16**

Source: Deliver for Good, 2020



## THE WORLD TODAY

5 HOURS

Women and children spend up to 5 hours per day gathering fuel for household needs

200  
MILLION  
HOURS

Globally, girls and women spend up to 200 million hours per day collecting water

<15%

Worldwide, less than 15% of agricultural land is held by women

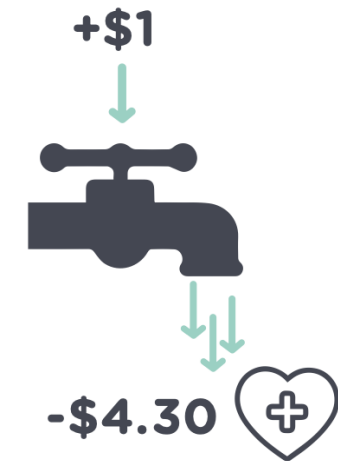
## THE INVESTMENT CASE

Halving the number of people worldwide who cook with solid fuels could average

**\$60 BILLION**

in societal benefits per year

Globally, for every US\$1 invested in water and sanitation, there is a \$4.30 return in the form of reduced healthcare costs

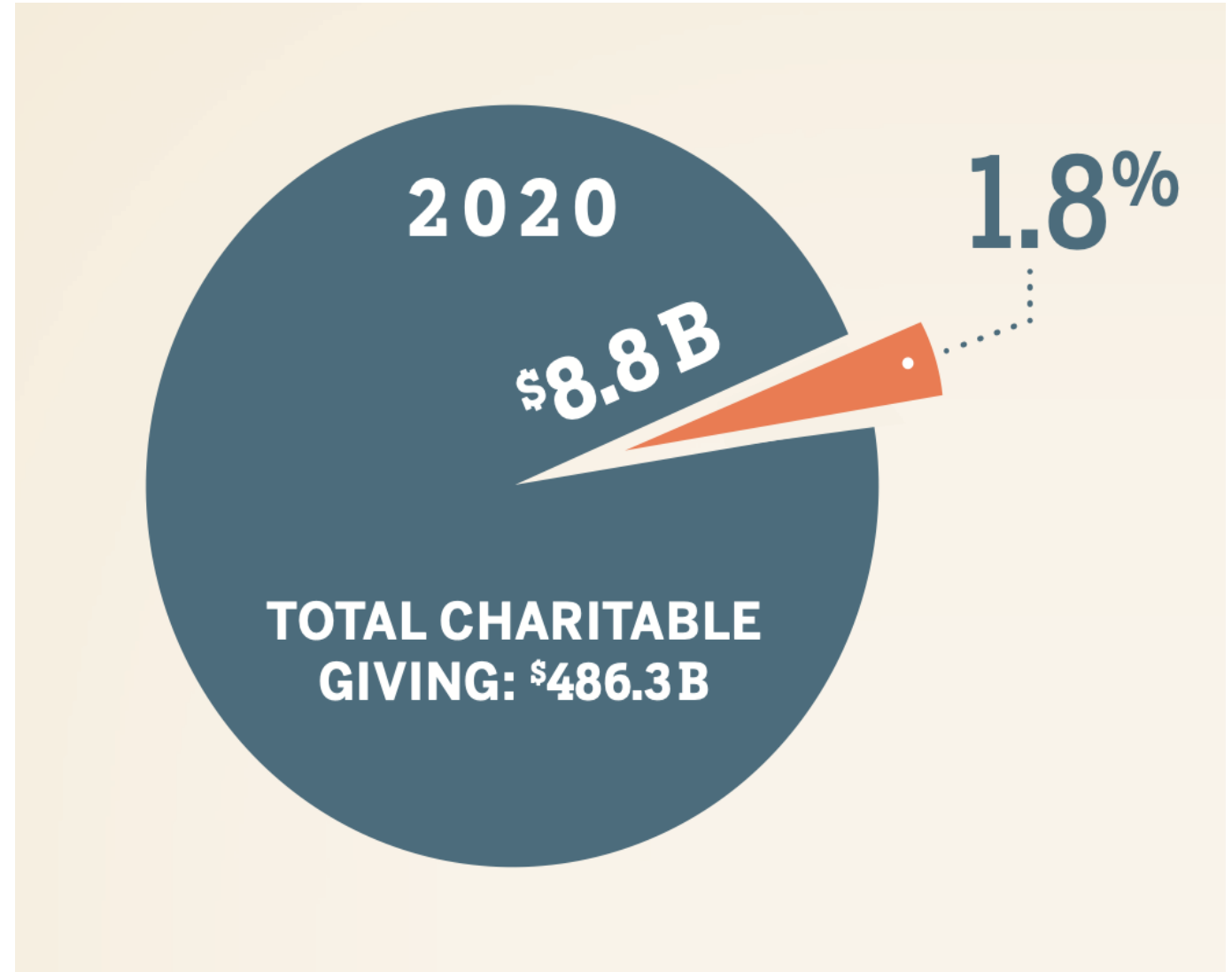


# Status of Giving To Women and Girls

[The Women & Girls Index \(WGI\)](#) from the [Women's Philanthropy Institute \(WPI\)](#) is the only comprehensive index that measures charitable giving to organizations dedicated to women and girls in the United States

**Women's and girls' organizations received less than 1.8% of overall charitable giving, in 2020.**

nearly 50,000 U.S. organizations dedicated to women and girls.



Source: Fifth Annual WGI

# Areas Under WGI

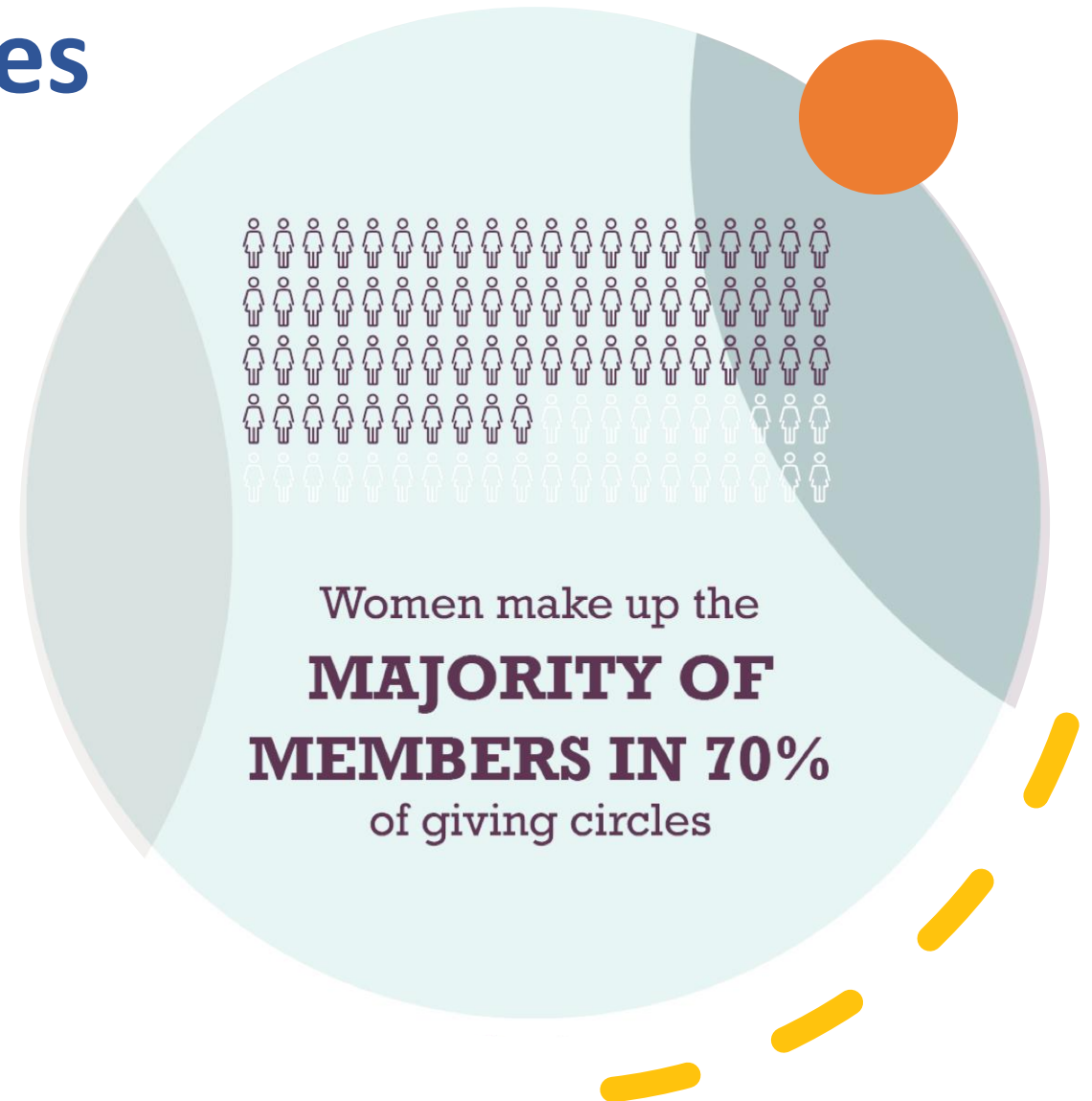
## Philanthropic support for women's and girls' organizations by mission focus (2020, in billions)



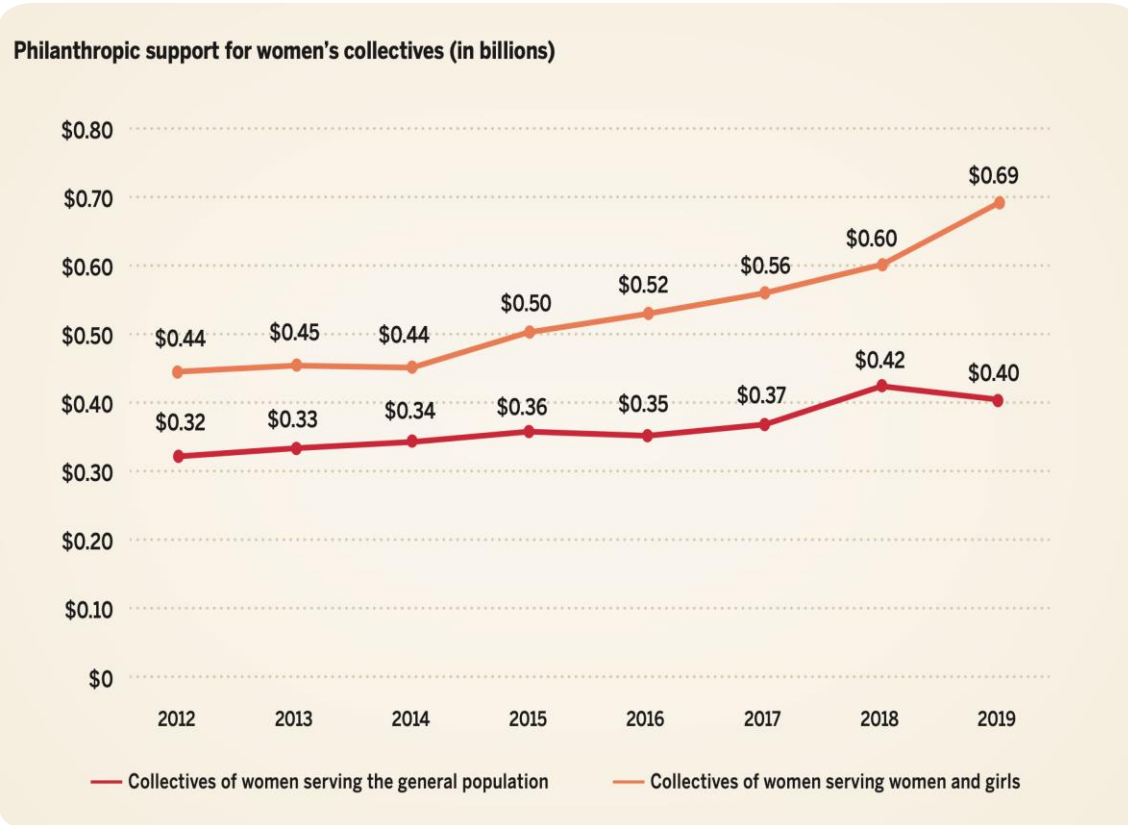
Notes: Mission focus categories are not necessarily mutually exclusive, therefore, adding up the dollars in this figure exceeds the \$8.8 billion total of philanthropic support for women's and girls' organizations in 2020. Dollar amounts are rounded to one decimal place for ease of reading, but the ordering and length of the bars are based on exact values. Women's and girls' organizations focused on the environment and animals received \$11.0 million in 2020; this appears as \$0.0 in the figure due to rounding.

# Giving Circles/Collectives

- A giving circle brings a group of people with shared values together to collectively discuss and decide where to make a pooled gift.
- There are currently over 2,000 giving circles in the US, with over 150,000 people involved in these circles, helping to donate nearly \$1.3 billion.
- 84% of giving circles make grants in their local geographic area
- 60% of Giving Circles are built around an identity (Gender/Race/Age/Religion etc.)



# The Power of Women Collectives

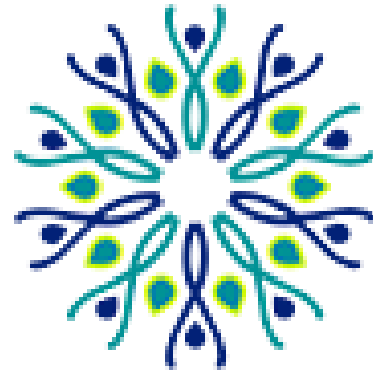


Source: Fifth Annual WGI

- Since 2014, charitable giving to women's collectives serving women and girls increased at a faster rate
- A study of Lions Clubs members in 14 countries, including the U.S. if at least 50% of members are female and female membership further increases then an individual (whether male or female) is more likely to donate and also tends to donate more to their club.

**Who is a Giving Circle that focuses 100% on giving to Women and Girls?**

Get the Word Out



**TOGETHER  
WOMEN RISE**

- Women are a critical force on both sides of the “Giving” Equation. As the Givers and the Recipients.
- Giving Circles are a formidable force in giving to Women and Girl Causes
- **Together Women Rise** is the ONLY of giving circle of its kind that
  1. places women and girls on the Givers side of the Equation
  2. places women and girls on the Recipients side of the Equation
  3. Serves women and girls in low-income countries and
  4. Provides monthly education and community building resources for its members

# Sources

- Robert Payton and Michael Moody, 2008. "[Understanding Philanthropy: Its Meaning and Mission](#)"
- Eight Myths of US Philanthropy
- Debra J. Mesch, Patrick M. Rooney, Kathryn S. Steinberg, and Brian Denton, "[The Effects of Race, Gender, and Marital Status on Giving and Volunteering in Indiana](#)," *Nonprofit and Voluntary Sector Quarterly*, vol. 35, no. 4, 2006.
- The Women & Girls Index: MEASURING GIVING TO WOMEN'S AND GIRLS' CAUSES  
OCTOBER 2023
- The Women & Girls Index: MEASURING GIVING TO WOMEN'S AND GIRLS' CAUSES  
OCTOBER 2023
- 2023 Global Philanthropy Tracker Full Report. School of Philanthropy, Indiana University Lilly Family (Indiana University Lilly Family School of Philanthropy., 2023-04)
- <https://philanthropy.iupui.edu/news-events/news-item/americans-are-generally-positive-about-charitable-giving-and-nonprofits-but-know-little-about-philanthropy,-have-concerns-about-transparency,-study-finds.html?id=415>
- Deliver for Good, 2020. Available at <https://deliverforgood.org>

# Sources

- 2021. UN Volunteers, Beyond averages: do gender disparities exist in volunteering?
- Women Give 2019: Gender and Giving across Communities of Color
- May, 2015. How and Why Women Give: Current And Future Directions For Research On Women's Philanthropy