

**Perception and Reality: How Research Findings
Counter Conventional Wisdom about
Women and Philanthropy**

Dr. Debra Mesch

Director

Women's Philanthropy Institute

Center on Philanthropy at Indiana University

CASE VII Conference

MARCHING FORWARD

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Women's Philanthropy Institute

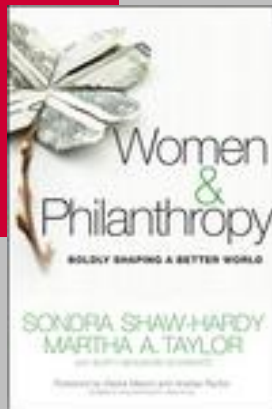
Mission: to further the understanding of women's philanthropy through research, education, and knowledge dissemination

Located at the Center on Philanthropy at Indiana University (Indianapolis)

Building a Field

Ms. Foundation for Women

Building women's collective power to ignite change

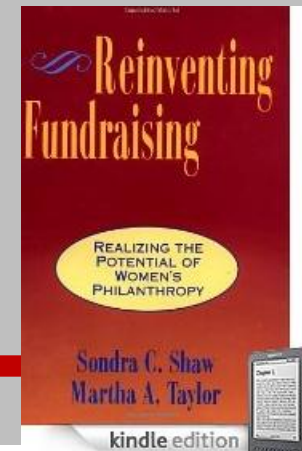


WOMEN
MOVING
MILLIONS

WOMEN'S PHILANTHROPY INSTITUTE

The Center on Philanthropy
AT INDIANA UNIVERSITY

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RESEARCH MATTERS



Gender matters in philanthropy.

Men and women have
different philanthropic interests
different motivations and
different philanthropic patterns

RESEARCH MATTERS



Motivations

Giving

Generational differences

Frameworks for Motivations

Altruism – the principle or practice of unselfish concern for the welfare of others

- Differs between men and women
- Women socialized differently than men

MOTIVATIONS – Empathy & Caring

EMPATHY

- Concerned feelings for those less fortunate
- Feeling protective towards others who are taken advantage of
- Feeling pity for others who are treated unfairly

CARING

- Willing to help others
- Assisting people in trouble
- Looking after others or being concerned about others

MOTIVATIONS - Empathy and Caring RESULTS



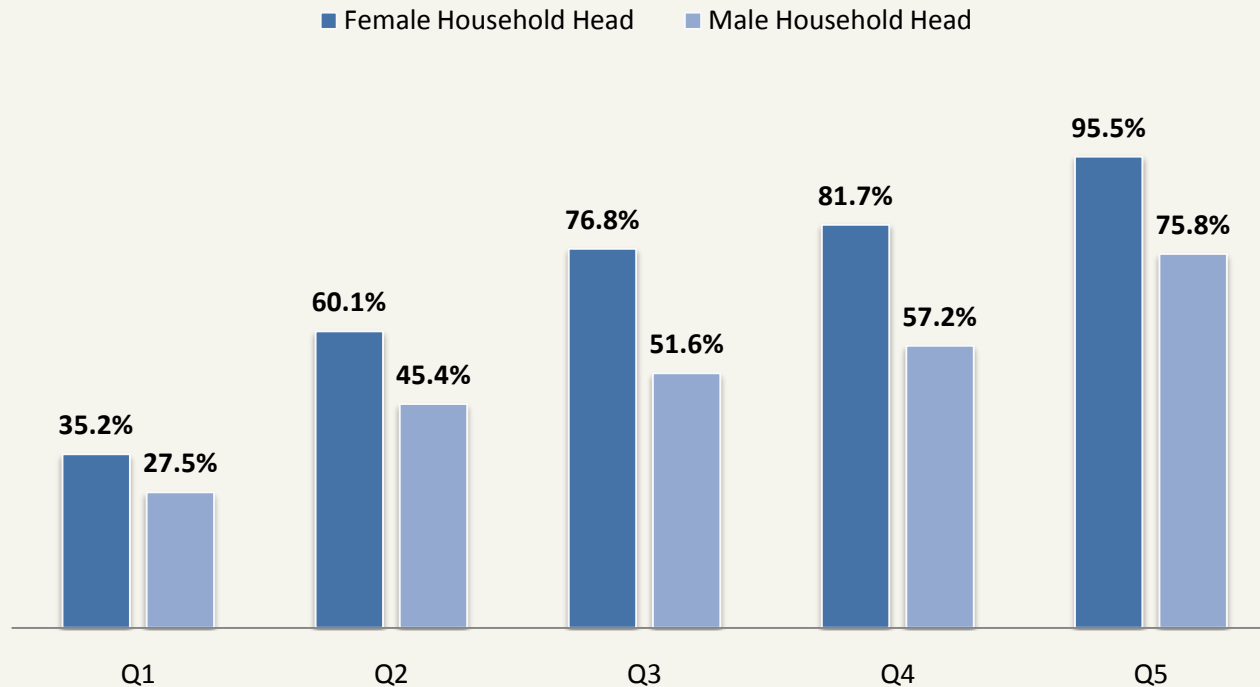
- Males scored significantly **LOWER** than women on both motives
- Males significantly **LESS LIKELY** than women to give to charity
- NOTE: Research controls for factors that affect philanthropic behavior such as income, race, education, geographic region, marital status, # of children in the family, religious affiliation, and other factors

MOTIVATIONS - Study 2

- Men – motivated by a desire to “make my community a better place”
- Men – motivated to provide services where government can't or won't
- Women – feel a strong responsibility to help those who have less

WOMEN GIVE 2010

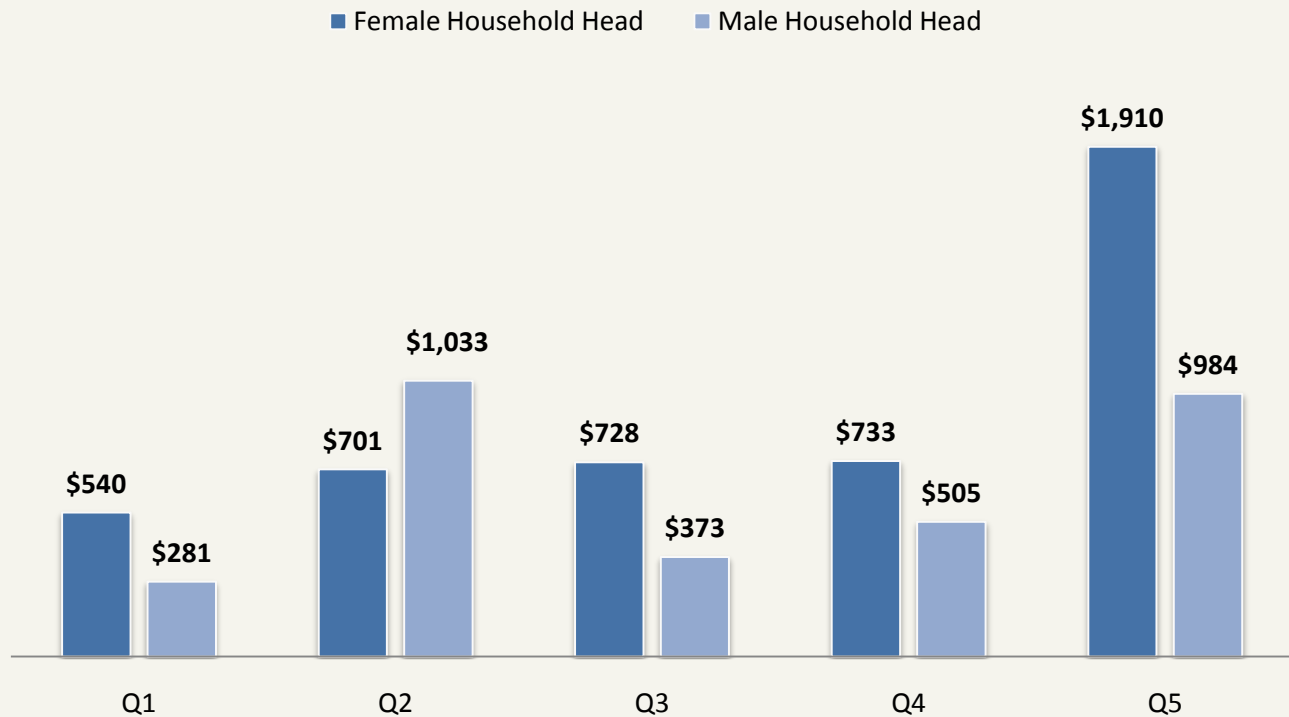
Likelihood of Giving



In every income group, female-headed households are **MORE LIKELY TO GIVE** to charity than male-headed households.

WOMEN GIVE 2010

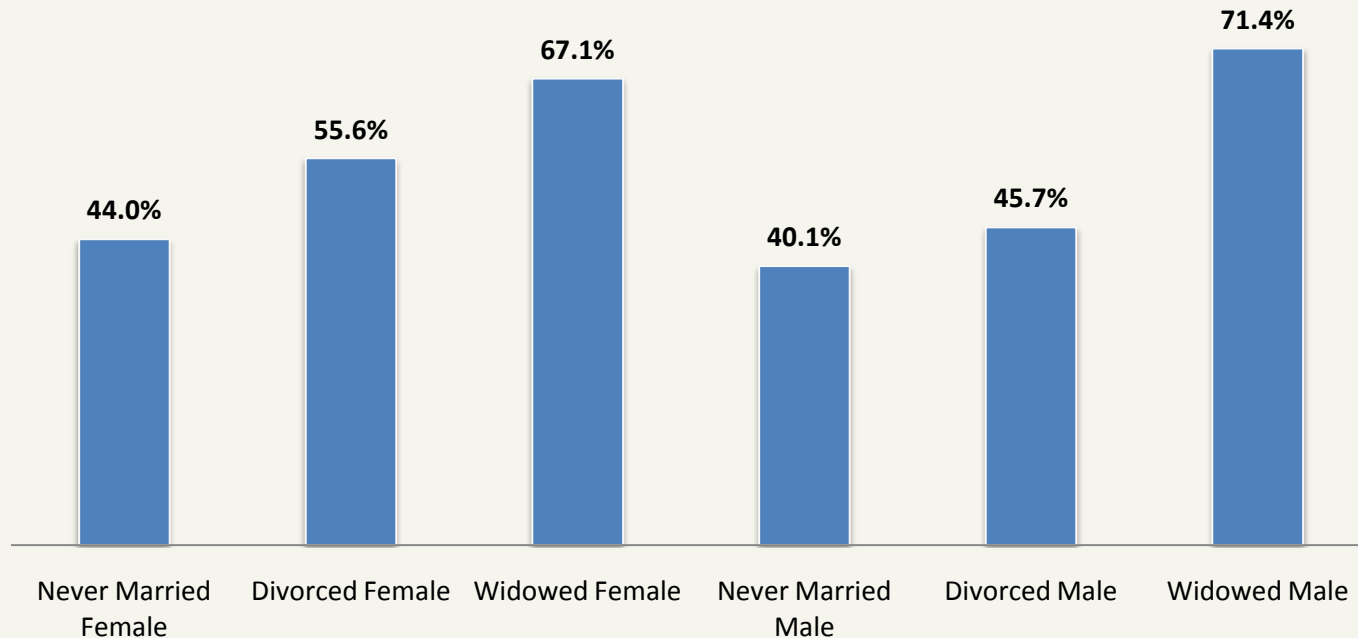
Amount Given



In every income group except for one, women **GIVE MORE** than men.

WOMEN GIVE 2010

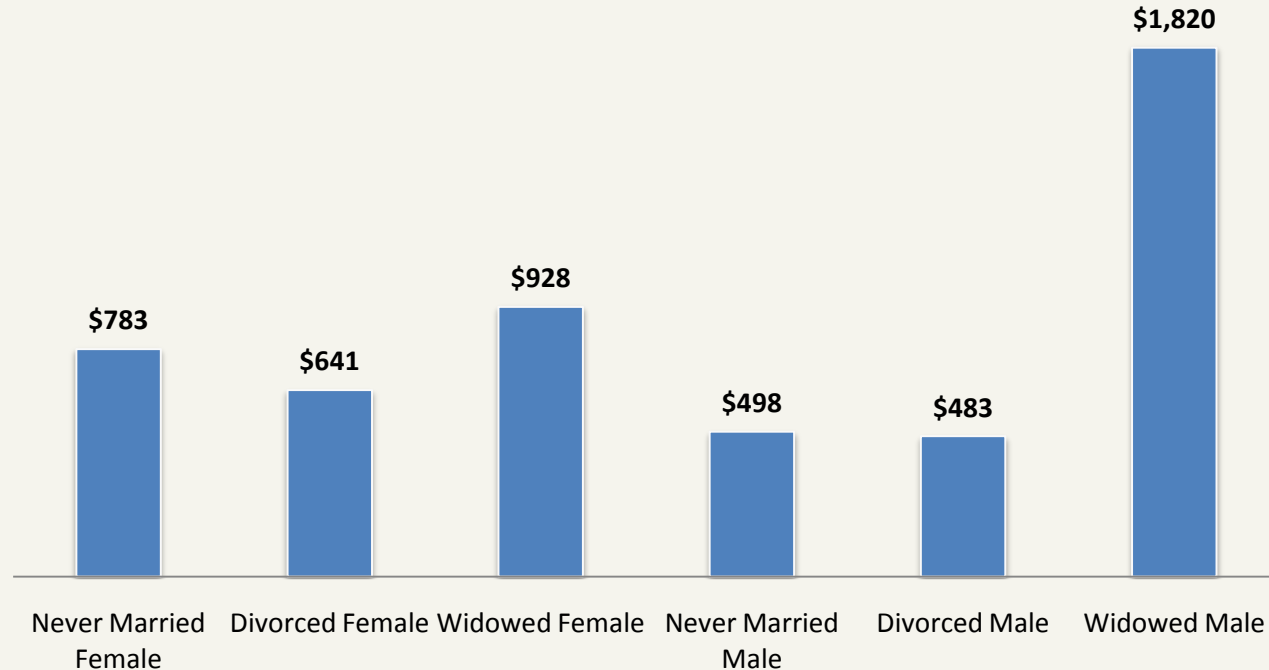
Likelihood of giving



Female headed households are **MORE LIKELY TO GIVE** than men in comparable households except for the widow/widower category.

WOMEN GIVE 2010

Amount given



Female headed households **GIVE MORE** than men in comparable households except for the widow/widower category.

WOMEN GIVE 2010



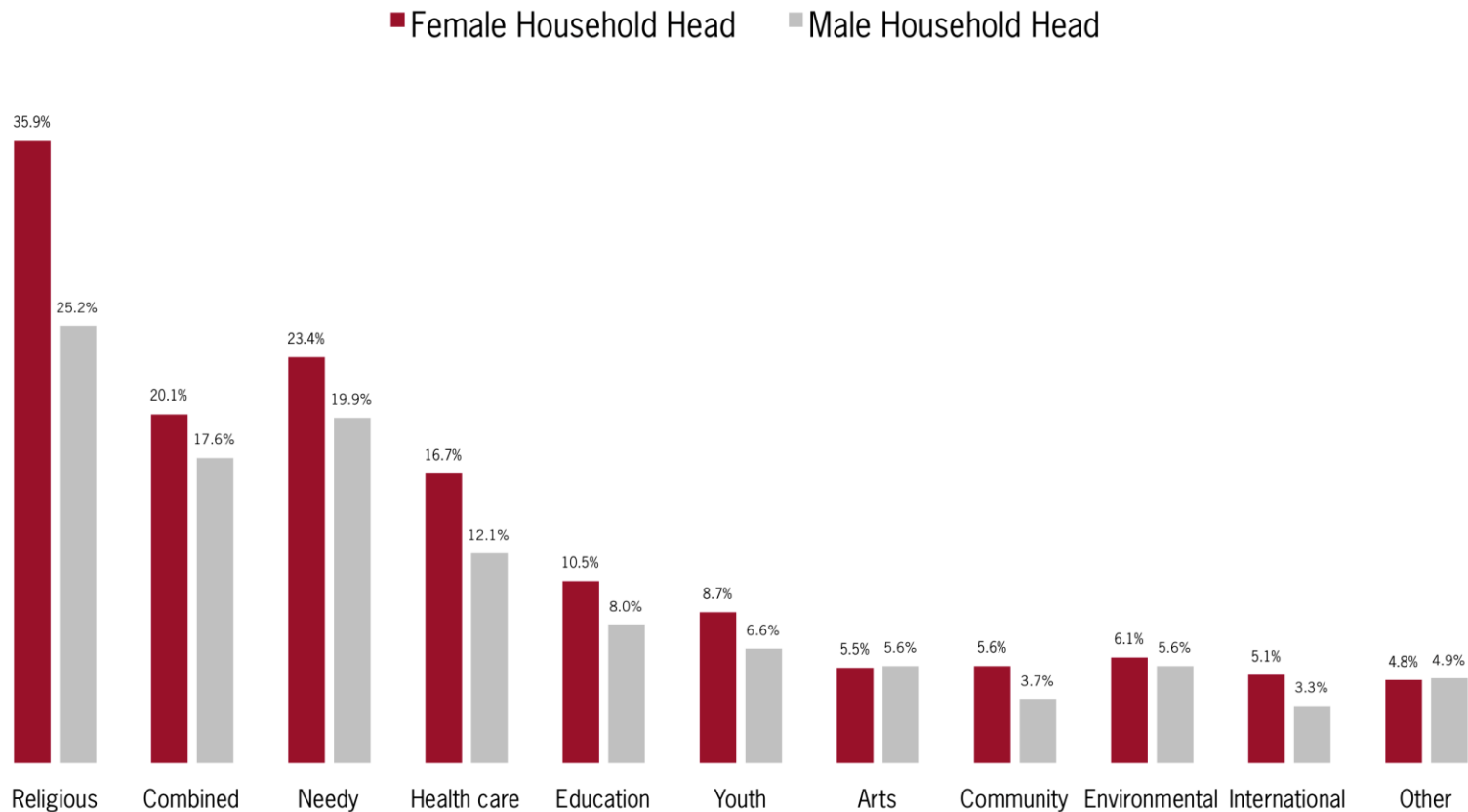
The widow/widower result

- Both are likely to give
- Higher percentage than other single-household categories
- 4 widows to every widower over 55 in US

Women Give 2010

Causes Women Support

Finding #1. Female-headed households are *more likely* or *as likely* to give as male-headed households in *every* charitable subsector.



Women Give 2010

Causes Women Support

Finding #2. The top five areas in which female-headed households are significantly *more likely* than their male counterparts to give are the international, community, religion, health care, and youth & family areas.

Percent by which females are more likely to give	Cause
55%	International
51%	Community
42%	Religious Institutions
38%	Health Care
32%	Youth or Family
31%	Education
18%	Helping People in Need
14%	Combined purposes

Pause and Reflect

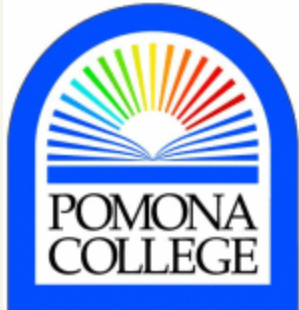
1. Think about one research finding just presented and discuss how it affects your work marching forward.
2. Women Give 2010 affirms that women are more likely than men to give and give more than men. Discuss the challenges to leveraging this research in your work.

Giving to EDUCATION



Are husbands or wives
more likely to determine whether
and how much to donate
to educational institutions?

Giving to EDUCATION



WOMEN matter
in giving to education.



Generational differences



Are there differences in motives for giving across gender and generation?

- Greatest – prior to 1924
 - Silent – 1925-1945
 - Baby Boomers – 1946-1964
 - Generation X – 1965-1979
 - Millennials – 1980 -2000
-

Pause and Reflect

Generational differences

What are the values associated with these generations?

How might those values affect donors' philanthropic behavior?

How do fundraisers adjust their strategies to account for the generational differences?



Generational Differences - RESULTS

Women in all generations scored higher on principles of care and empathic concerns than men in all generations.

Women in all generations have similar motives for giving.

Women's motives differ from those of men.

Boomer women are more likely to give and give more than all males.

Boomer women give more than other women across generations except for silent generation women (born 1925-1945).

Millennial men are least likely to give to charity.

Pause and Reflect

Gender and Generations

1. Should the website design appeal more to men or to women?
2. Share your successes in using stories to engage donors. Which generation(s) respond most favorably to donor stories?
3. What programs or activities do you offer to engage Boomer women at your institution?

Implications of Research

How is the research applied to practice?

DONORS

- More reflective
- From personal to broader picture
- Builds confidence

FUNDRAISERS

- Understanding context for gender in philanthropy enables more focused approaches to donors

YOUR THOUGHTS?

Feedback



- What **excites** you about this research?
- How might you use it to **advance women's philanthropy** in your community?
- What **research** would be helpful to you in building this field?

For More Information



Women's Philanthropy Institute
550 W. North Street, Suite 301
Indianapolis, IN 46202

317-278-8990  wpiinfo@iupui.edu

www.philanthropy.iupui.edu/womensphilanthropyinstitute

- ***Women Worldwide Leading through Philanthropy*** – symposium
March 10-11, 2011 Chicago, IL
- ***Women and Philanthropy – The Time is Now*** – self-paced online course
<http://www.nytimesknownow.com/index.php/women-and-philanthropy-the-time-is-now/>