MEN and WOMEN have different motivations for philanthropy and giving patterns.
There are societal perceptions that:

• Women are viewed as less philanthropic than men. Not true.

• Women defer to their husbands in household charitable decision-making. Not true.

• Women do not make big gifts. Again, not true.
Here are the facts:

1. Female-headed households give more than male-headed households in almost every income group and across marital status.
Here are the facts:

2. For nearly 90% of wealthy households, women are either the sole decision-maker or at least an equal partner in charitable decision-making.
Here are the facts:

3. 78% of wealthy women versus 63% of wealthy men are charitably motivated because of a desire to give back to the community.
Here are the facts:

4. For 46% of wealthy women and 32% of wealthy men, an organization’s ability to communicate the impact of its work influences their charitable decision-making.
Here are the facts:

5. Baby Boomer and older women are more likely to give than their male counterparts in all giving levels.
Here are the facts:

6. Globally, service organizations such as Lions Clubs give more to charity when women comprise at least half of the membership.
The Power of Numbers

Women’s Leadership Council – United Way Worldwide
50,000 women • 129 chapters
raised $132 million in 2010

Tiffany Circle of American Red Cross
950+ women • 68 regions
raised $44 million in 5.5. years

Women Moving Millions
102 women • 41 funds
raised $182 million (2007-2009)

Women’s Funding Network
166 funds • assets of more than $535 million
annual allocations of $70 million
Here are the facts:

7. The number one reason why women don’t give? They aren’t asked.
For more information

- [http://www.philanthropy.iupui.edu/women-s-philanthropy-institute](http://www.philanthropy.iupui.edu/women-s-philanthropy-institute)

Click on:

- Women Give 2012
- Women Give 2010 – Causes Women Support
- Women Give 2010
- Gender Differences in Giving Motivations