



ALL IN FOR WOMEN & GIRLS: How women's fund and foundation donors are leading through philanthropy

New research from the Women's Philanthropy Institute reveals that women's fund and foundation donors stand out in a number of ways, from the size of their gifts to beliefs about philanthropy to demographic characteristics. **Here's a closer look at how women's fund and foundation donors — the vast majority of whom are women — compare to general high-net-worth donors.**

A LOOK AT WOMEN'S FUND & FOUNDATION DONORS

They give more.

Women's fund and foundation donors **give higher amounts to charity**, and to more charitable organizations. They're also more likely to **give at capacity** to women and girls, and to be satisfied with their gifts to these causes.

They know their stuff.

Donors to women's funds and foundations **have given to women's and girls' causes for a longer period of time**, the majority for at least a decade. By comparison, general donors have taken an interest in women's and girls' causes recently, especially within the last five years.

They do more than write a check.

Women's fund and foundation donors are more likely to **participate in activities that enable more effective giving**, such as serving on a nonprofit board or talking with other donors, and to use different tools for giving, such as giving circles.

They give for different reasons.

Donors to women's funds and foundations are more motivated to give by being on the board or volunteering for an organization and believing their gift can make a difference. **Only 11% say they are motivated by tax benefits, compared to 23% of general donors.**



They have different demographic characteristics.

Women's fund and foundation donors are less likely to be religious and more likely to be women or LGBTQ individuals. **Nearly 12% of women's fund and foundation donors identify as LGBTQ**, over four times the proportion in the general donor sample.

They give during their career.

For women's fund and foundation donors, philanthropy appears to be more integrated into their day-to-day lives, rather than something to focus on during retirement. **Just 36% of these donors are retired, compared to 55% of general donors.**

They see philanthropy differently.

Women's fund and foundation donors are more likely to consider themselves philanthropic experts, philanthropic leaders, and activist donors; they are also more likely to **associate the term "philanthropist" with positive attributes.**