

# KUAC- Women and Philanthropy

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# Adapted from:

- *Women and Philanthropy, A National Agenda* by: Anne Thompson & Andrea Kaminski



# Women Control 60% of the Wealth in the United States

- **Because of stereotypes, women have not been taken seriously as prospects for giving by volunteer fundraisers**



# Women as Decision Makers

- **Women are the philanthropic decision makers in 32% of households**
- **38% of households male and female share the responsibility**
- **Women give less than men - about one-half the amount**





# Stereotypes Include:

- **“Women would rather volunteer than give”**
- **“Women are too influenced by financial advisors”**
- **“Women make decisions based on their husband’s and father’s previous gifts”**

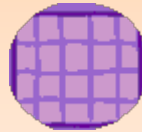
# Women Give to THEIR Passions!!!!

NPR will benefit from a bequest of more than \$200 million from the estate of philanthropist Joan B. Kroc, NPR President Kevin Klose announced Thursday.



# Women Vs. Men Givers

- **81% of women give to charities in comparison to 69% of men**



- **Female decision makers give 2.7% of their income - while men give 4.2% of their income**





# Alaska is rated # 1 for Domestic Violence and Battery

Click anywhere on the **purple bar** to quickly escape this website.

If you're abused, viewing this website could place you in danger. Please take these simple steps to protect yourself.

**WELLS  
FARGO**

A woman is battered every **15** seconds in the United States

**AWAIC**  
Abused Women's Aid In Crisis



**spenard builders supply**  
A L A S K A



# 81% of the Top Four "Types" of "Charities" Supported by Women

- 56% Religious



- 41% Health



- 28% Human Services



- 24% Youth Development

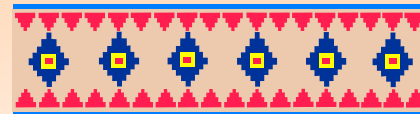


**Women are extremely focused  
on traditional interests of  
women such as:**

**Children Issues**



**Arts & Humanities**



**Helping the Disadvantaged**

# Top Three Motivators for Women to Give

**“Those who have more should help those with less”**

**“Gaining a sense of Personal Satisfaction”**

**“Religious beliefs or Commitment”**



# Women Consider Their Giving to be “Developing”

- **Women do not respond to “Fundraising” messages but want to be in on helping to “DEVELOP” a project or provide the service.**



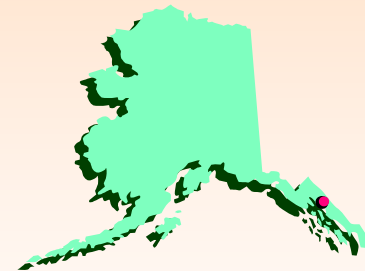
# Tax Considerations and Deductions are Rated Low as Motivators

Creating a Remembrance for Themselves or Family Members are also Minor Motivators for Giving



# Married Women Decision Makers Give More Than Either Single or Widowed

- **Married - 86.6%**
- **Single - 72.5%**
- **Widowed - 81.5%**



# A Higher Level of Education Corresponds with More Giving Through the College Graduate Level



- However, giving drops for those with *post-graduate education*

**Baby Boom Women are “the group most willing to put their money on the line to get the social changes they want.”**



- **Direct mail expert, Roger Carver**



# Women Owned Businesses

- **\$2.6 Million in 1984**
- **Washington, DC – Center for Women's Business Research's biennial update on trends in women-owned businesses for 2004 documented that there are 6.2 million majority-owned, privately-held women-owned firms in the U.S. in 2004, employing 9.2 million people and generating nearly \$1.15 trillion in sales. An additional analysis released today explores the distribution of employment and revenue among majority-owned, privately-held women-owned businesses nationwide**



# Women Owned Businesses

- Recognizing the good corporate value of philanthropy, these new women entrepreneurs are proving to be generous to non-profits as their businesses grow.

- <http://www.nfwbo.org/index.asp>



**Center for  
Women's Business Research**

*Knowledge that Means Business*

## **FACT OF THE WEEK, June 20, 2005**

The number of women-owned firms with **500 or more** employees increased by **124.3%** during the 1997-2002 period, which is **9 times as fast** as all women-owned firms and nearly **triple** the **45.8 %** growth among all firms with 500 or more employees.

*Source: Removing the Boundaries-The Continued Progress and Achievement of Women-Owned Enterprises, by the Center for Women's Business Research. Underwritten by Wachovia Corporation with the cooperation of Dun & Bradstreet, November 2001.*



# The Six "C's" of Women's Philanthropy

- Change - to help generate change
- Commitment - volunteer
- Create - "new order/invested in beginning"
- Collaborate - work with the project/planning
- Connect - relationship stewardship
- Celebrate - friendship sisterhood



# Women Want to be Recognized for THEIR Contribution

- **Make sure to address all correspondence, and materials the way the women wants to be addressed**



- **Be Sure to THANK ALL Contributions**



**Women are now in a position to see why their values and vision must be expressed, appreciated and understood. Through their philanthropic involvement they can transform nonprofit institutions and impact societal issues.**



# Women Making a Difference!!

