

women and
million
dollar giving

current landscape and trends to watch

Women and million dollar giving: current landscape and trends to watch

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introduction

This report, using the data from the Million Dollar List compiled and managed by the Indiana University Lilly Family School of Philanthropy, explores the most recent data (2013-2015) for women's \$1M+ giving and outlines five trends to watch.

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foreword

by Elizabeth Zeigler, President and CEO, Graham-Pelton Consulting

As women continue to unite around big issues that threaten to limit their progress or the progress of missions they care about, it is a critical time for fundraisers to study and understand the role of women in philanthropy.

Women continue to be consistently under-cultivated and under-solicited. In my nearly three decades of experience, I have found that the delicate approach typically reserved for women when soliciting gifts is misplaced, unnecessary, and ineffective. And it's costly, compromising major opportunities that could propel important missions forward. We know that women in high-net-worth households are far more likely than men to give based on philosophical or political beliefs, more likely than men to give when serving on boards, and tend to give locally at higher levels than their male counterparts.

Last year, of the 50 biggest donors, six were women and 20 were part of couples whose gifts totaled \$25M to \$900M. Sheryl Sandberg led the way with more than \$107M in gifts to various causes. Roxanne Quimby and Annette Simmons directed their \$94M and \$51M in giving, respectively, to parks, and Suzanne Dworak-Peck invested \$60M in social work. And as the number of women millionaires, breadwinners, and controllers of wealth continues to rise, it stands to reason that there will be a correlated increase in \$1M+ gifts from women. Many, both men and women, consider this a sign of progress.

I, personally, don't.

I don't think it's enough to humbly accept an increase in giving that is simply the direct result of an increase in wealth. Doing so perpetuates a transactional nature to fundraising, diminishes the significance of our profession, and, worst of all, is a disservice to the critical missions of our clients.

At a time when society is working hard to shatter the glass ceiling, it places one on the potential of women's giving — a standard which was set by men based on their own giving tendencies. If we want to enable women to give to their full potential, let's ask them to. Let's not hold them to a lower standard because they're women, and let's not limit them by a standard set by men. In fact, let's let women set their own standard.

And let's recognize that while men and women do differ in *many* ways, they don't differ in *all* ways. By studying and understanding their similarities and their differences, we, as fundraising professionals, will be able to inspire increasingly ambitious yet realistic goals and will be better equipped to successfully approach all donors — women and men alike.

Now that would be progress.

inside the report

Part 1. Women's Million Dollar Giving: Landscape and Overview

Graham-Pelton provides a fresh analysis and interpretation of women's giving at the \$1M+ level reflecting the most recent available years of data (2013-2015 giving). This section provides insight into the relative breadth and scope of women's philanthropy at this level, as well as the sectors of preference for women at these giving levels.

Part 2. Trends to Watch in Women's Million Dollar Giving

Looking deeper at the data on women's million dollar giving, and juxtaposing trends in women's giving to that of men, Graham-Pelton identifies five trends that may define the future of \$1M+ giving for women.

acknowledgments

About the Indiana University Lilly Family School of Philanthropy

At the vanguard of philanthropy education since 1987, Indiana University established the field of philanthropic studies; established the nation's first B.A., M.A., and Ph.D. degrees in the field; and created the nation's first endowed chair in philanthropy. Today, the school plays a leading role in moving philanthropy forward across the country and around the world thanks to the vision and generosity of the founders and leaders who foresaw the need to study, understand, and teach about this integral component of life and society.

About Graham-Pelton Consulting

Graham-Pelton is a fundraising consulting firm for leading nonprofit organizations worldwide. Our mission is clear: elevate philanthropy so nonprofits may flourish.

A recognized expert on the topic of women in philanthropy, Graham-Pelton published a number of infographics including the 2015 report *Your Guide to Million Dollar Giving: Women in Philanthropy*, and led numerous conference presentations focused on the trends, practices, and data driving our work with women in philanthropy — particularly with principal gifts.

part 1

**giving landscape
and overview**

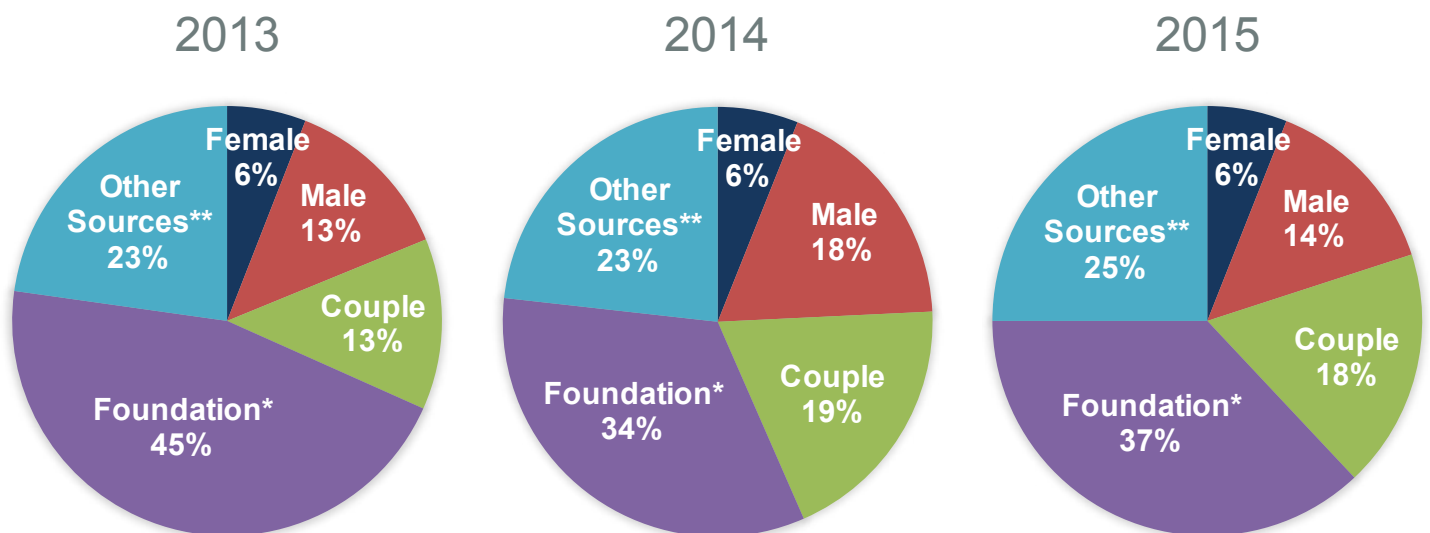
overview of women's \$1M+ giving

Women's giving at the \$1M+ level remains consistent over three years, staying at a relative 6% of all \$1M+ gifts and an average of 4% of the total dollars given.

	2013	2014	2015	average
Total Dollars	\$16.97B	\$14.11B	\$19.32B	\$16.80B
Total Number of Gifts	1,183	1,064	1,824	1,357
Total Number of Women's Gifts	72	69	111	84
Percent of Women's Gifts	6%	6%	6%	6%
Total Dollars of Women's Gifts	\$776.2M	\$378.8M	\$962.7M	\$705.9M
Percent of Women's Dollars	5%	3%	5%	4%

landscape of million dollar gifts by source

Over the past three years of complete data (2013-2015), individual women are consistently 6% of the number (count) of million dollar gifts by source.

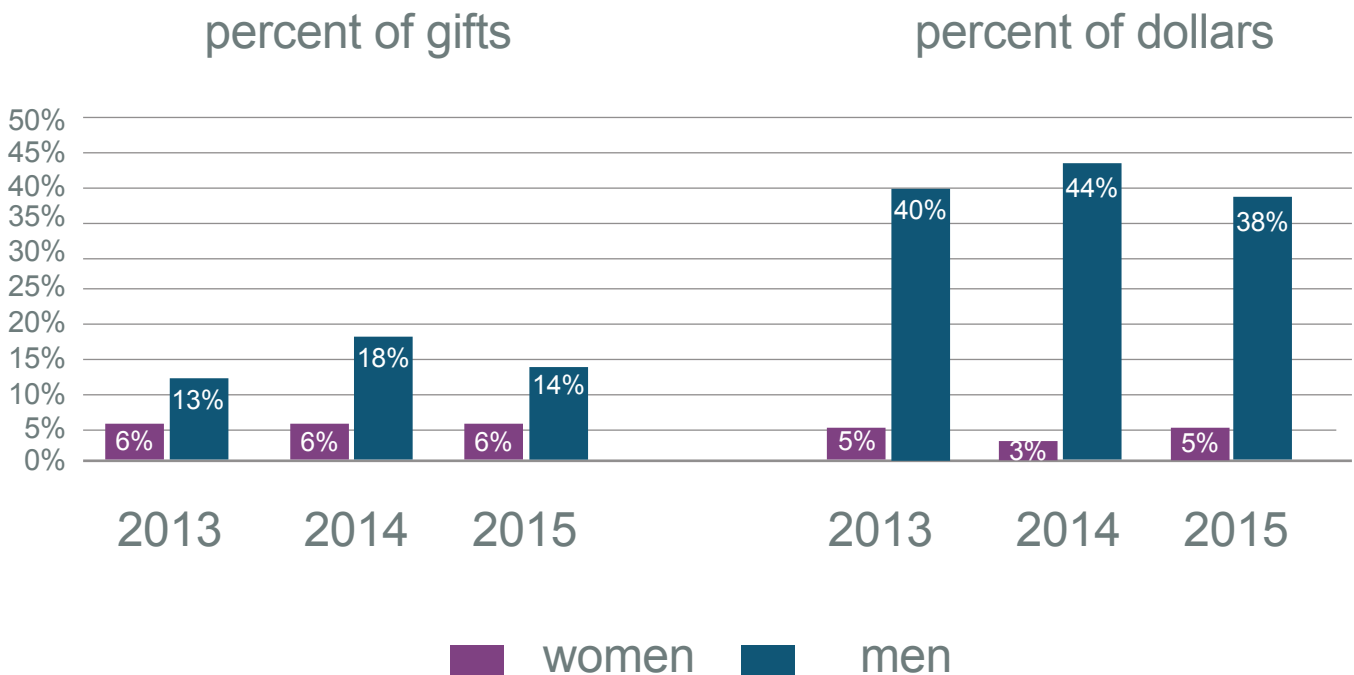


* includes individual and family foundations

** includes anonymous individuals, corporate foundations, and corporations

percent of gifts vs. percent of dollars

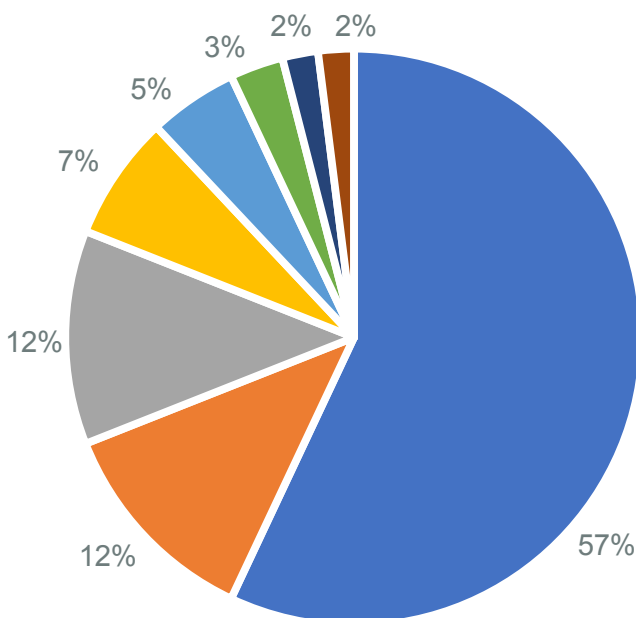
On average, women give 6% of all gifts made at the million dollar level, compared to men who give on average 15% of all gifts made at the million dollar level. However, women fall further behind when looking at the percent of dollars given: women's average is 4% compared to men's average of 41%.



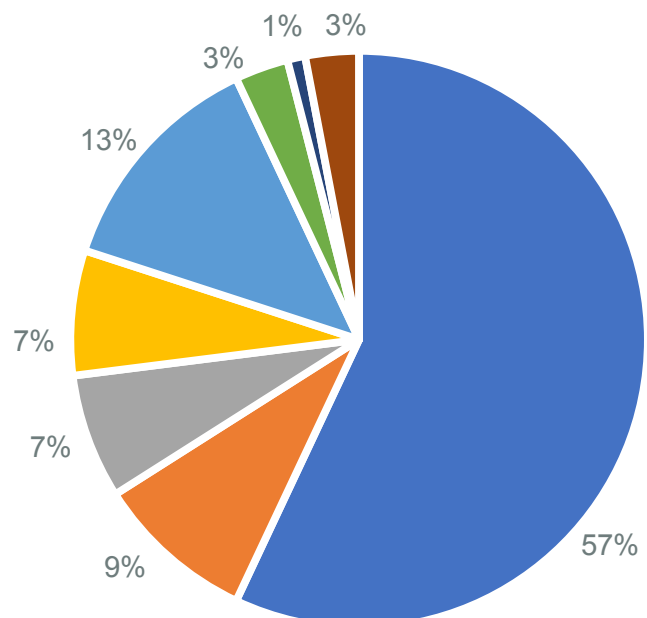
women's \$1M+ giving by sector

On average from 2013-2015, women's giving both in number of \$1M+ gifts and in terms of the related dollars of those gifts goes primarily to higher education.

percent of \$1M+
gifts by sector



percent of **dollars** of
\$1M gifts by sector



- higher education
- public, society benefit
- education (K-12)
- human services
- health
- religious organizations
- arts & culture
- environment & animals

mega-gifts (\$25M+)

Women's million-dollar-plus giving includes significant dollars given from a small number of gifts at the \$25M+ level. On average from 2013-2015, there were seven gifts at \$25M+ per year from women, representing an average of \$387.5M per year. By comparison, average gifts from women at the \$1M+ level are at \$8.3M.

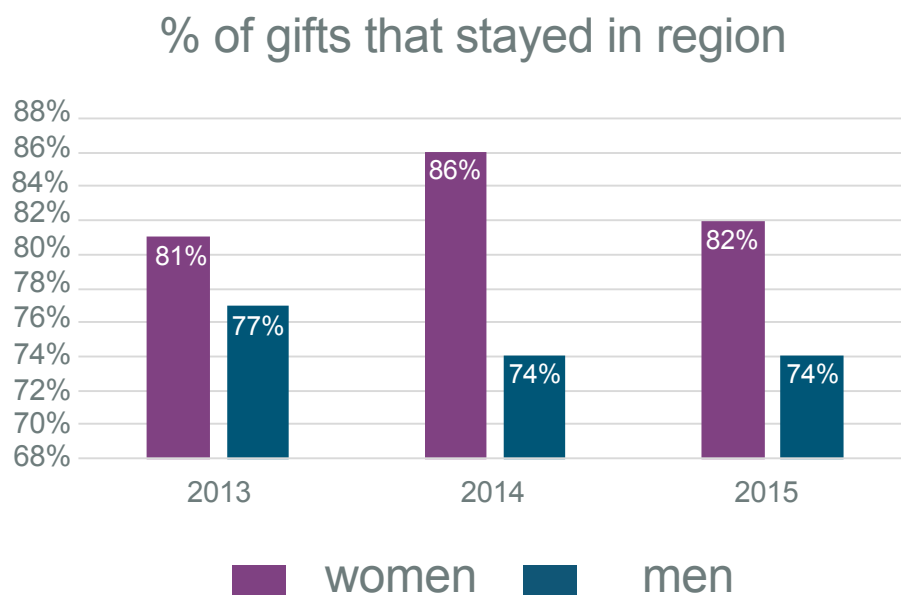
	2013	2014	2015	average
Average Gift at \$1M+	\$10.8M	\$5.5M	\$8.7M	\$8.3M
Number of Gifts at \$25M+	9	3	10	7.33
Dollars at \$25M+	\$522M	\$116.5M	\$524M	\$387.5M

part 2

trends to watch

trend watch: giving within regions

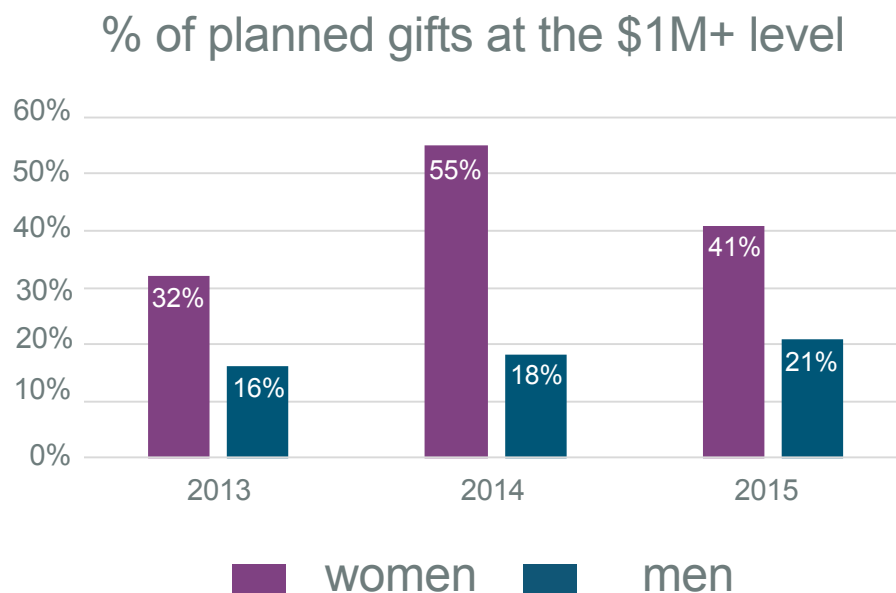
The majority of both men and women direct their \$1M+ gifts within their own regions*, though women continue to do so at a higher rate than men. As we anticipate an increase in women's \$1M+ gifts in the next few years, we expect regions with a high concentration of wealth to see an increase in giving. Additionally, regions with a high percentage of professionalized philanthropic programs can expect to see an increase in giving, since women tend to consider strategy and advising in their philanthropic decision making more than men do.



*regions are defined as: west, south, midwest, and northeast

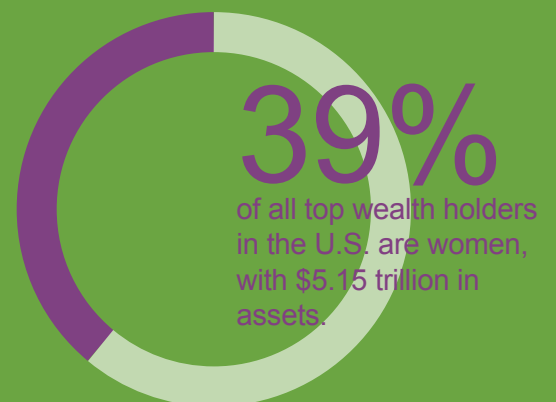
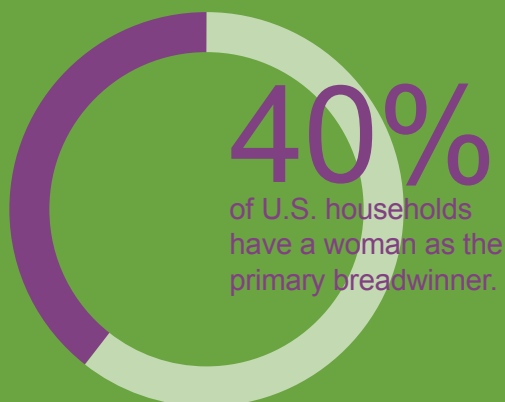
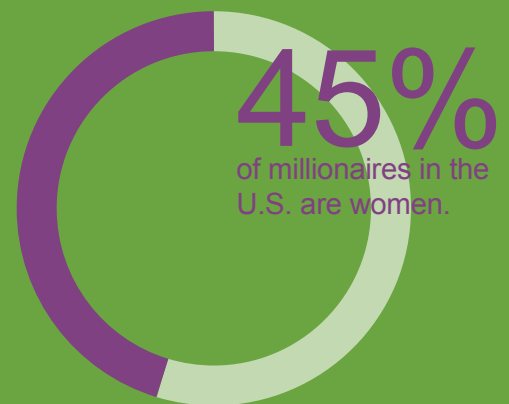
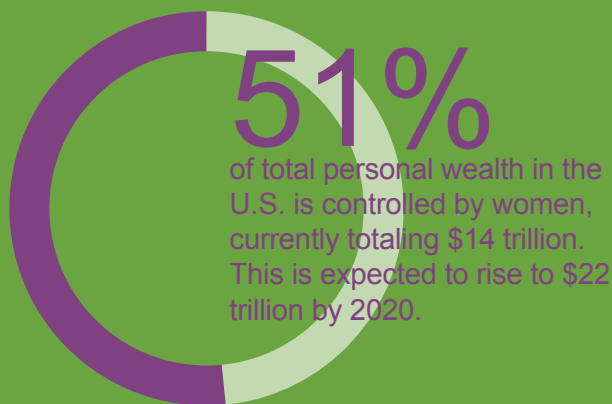
trend watch: planned giving reliance

On average, 43% of women's \$1M+ gifts are recorded as planned gifts, compared to only 18% of men's gifts at this level. As women achieve greater parity as millionaires, breadwinners, and wealth holders and controllers, we anticipate that women will make and fulfill more \$1M+ commitments during their lifetimes.



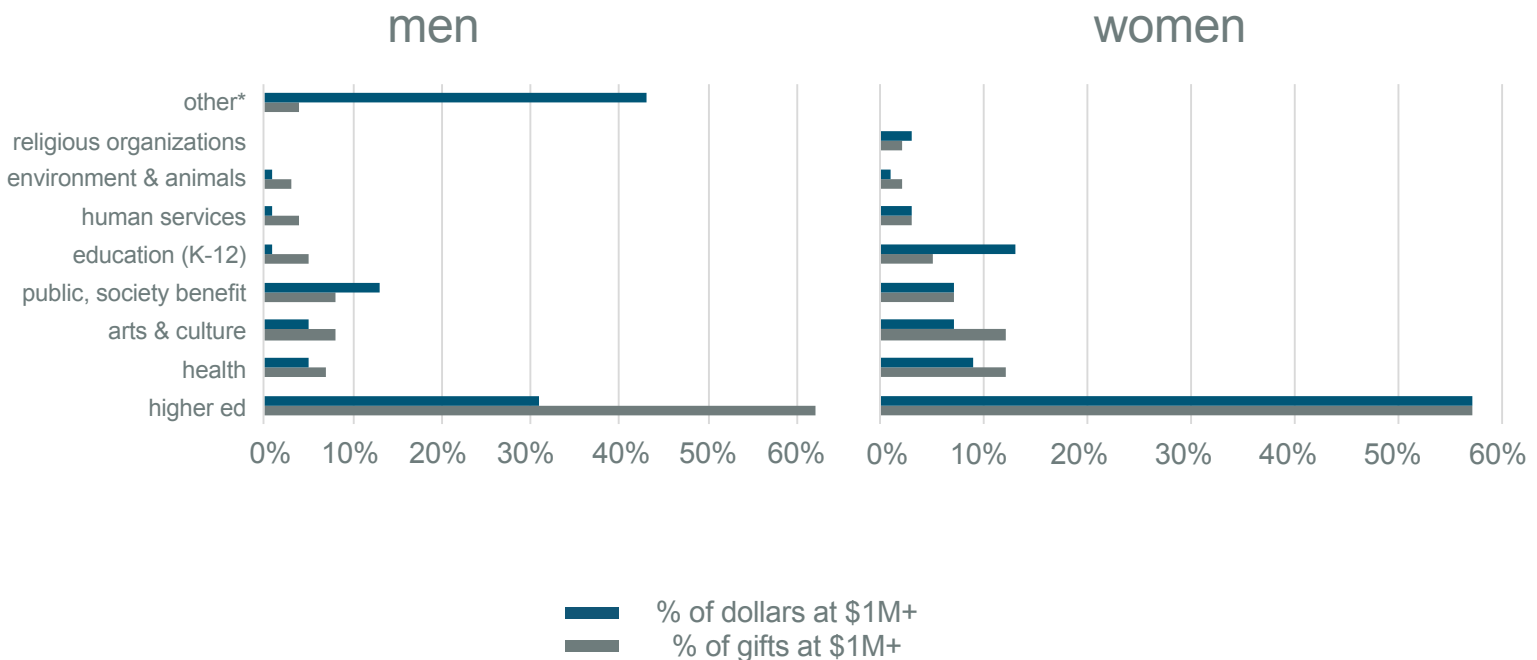
trend watch: increased giving with increased wealth

With women currently controlling over half of the personal wealth in the U.S. and their wealth holdings continuing to grow, we expect to see the percent of giving at the \$1M+ level from women increase over the next few years.



trend watch: higher ed winning women's \$1M+ dollars

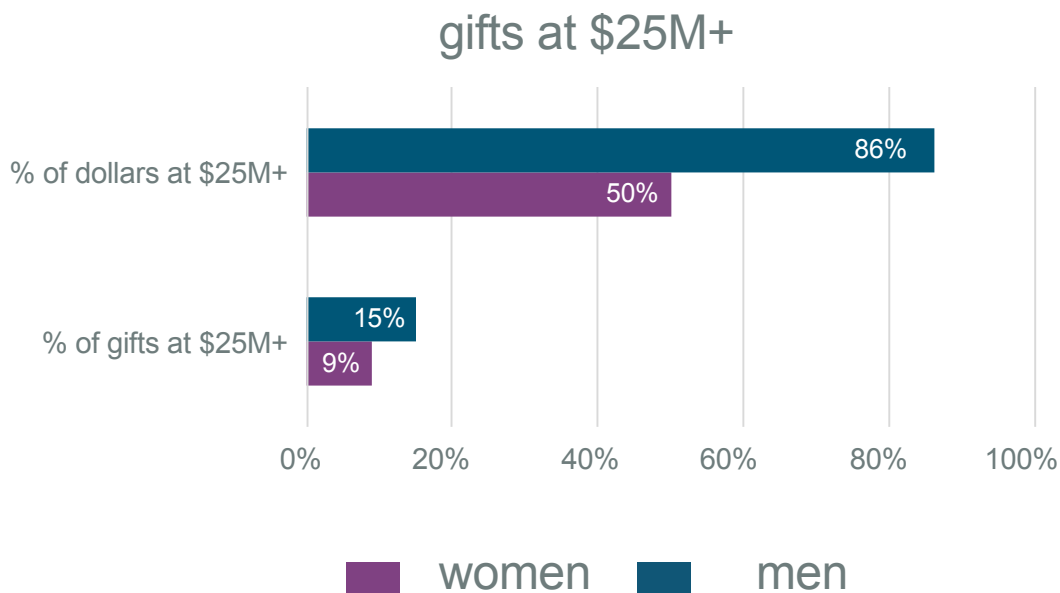
Higher education receives a larger percentage of dollars from women than from men. These institutions' resources and professionalization offer the strategy and advising that women value more than men do, as indicated by research. Higher education is likely to continue to be the front runner for the near term.



*includes "various" and "foundation" categories that receive very large gifts from Buffet and Omidyar

trend watch: mega-giving on the rise

On average from 2013-2015, the number of women's \$1M+ gifts made up 9% of gifts at the \$25M+ level, representing 50% of the dollars given by women at the \$1M+ level. For men, 86% of the dollars given are from gifts at the \$25M+ level. The percent of gifts at the \$25M+ level from women will likely continue to rise as their wealth and profiles as transformational philanthropists continue to evolve.



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