



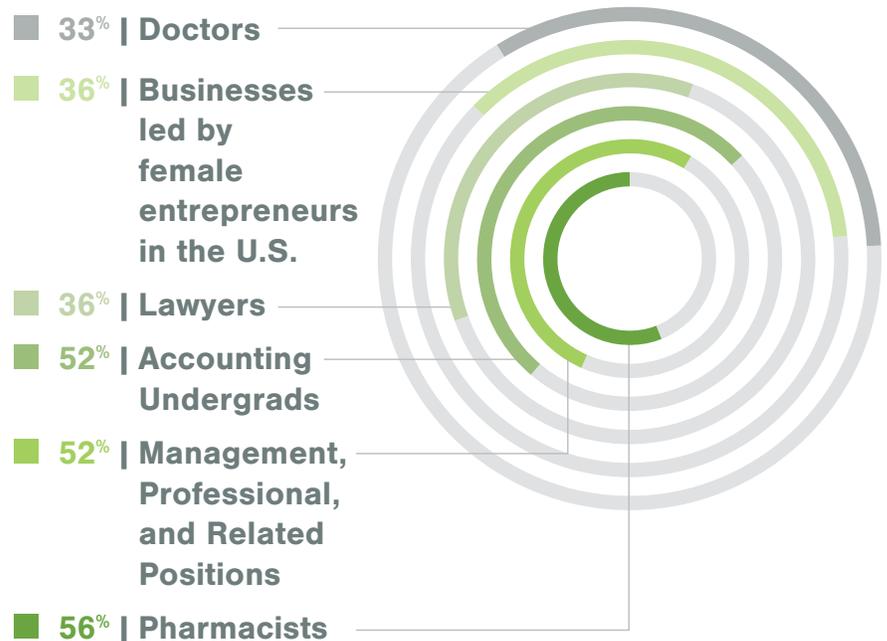
Women and Giving: The Winning Formula

Women's philanthropy is not a trend; it is here to stay. The winning formula for women and giving is based on four significant variables: women's increased access to education, income, and wealth; women's strong desire to use their wealth for good; a growing body of knowledge about the important role of gender in philanthropy; and research which shows that men and women engage with and support organizations differently. **The sum suggests that we have just begun to realize the full potential of women's giving.**

+ EDUCATION

Since 1982, **more women than men** in the United States received bachelor's degrees. Beginning in 2009, **more women received doctorates than men.**

+ PROFESSIONS Women represent:



+ WEALTH

51%



of total personal wealth in the United States is controlled by women, currently totaling \$14 trillion. This is expected to rise to \$22 trillion by 2020.

45% **of millionaires** in the U.S. are women.

39% **of all top wealth holders** in the U.S. are women, with \$5.15 trillion in assets.

40% **of U.S. households** have a woman as the **primary breadwinner.**

Women see giving differently

The winning formula for increasing philanthropy from women is further bolstered by the fact that women view giving through a different lens:



1 Women are nearly **twice as likely as men** to say that giving to charity is the most satisfying aspect of having wealth.

2 **High net worth women** are more likely to value that their wealth is a **way to create positive change**.

3 In **84% of high net worth** households, **women** are either the **primary decision maker** or the **joint decision maker** about investments.

**Do you have questions,
or are you interested in learning more?**



1.800.608.7955
inside@grahampelton.com
www.grahampelton.com

Sources Include: American Bar Association, Commission on Women in the Profession; The American College State Farm® Center for Women and Financial Services; BMO Wealth Institute, Financial Concerns of Women Report; Catalyst.org, Women in the Workplace Report; Charles Schwab, Women and Financial Independence Study; IRS, Statistics of Income Division Personal Wealth Study; Pew Research Center, Breadwinner Moms Study; U.S. Small Business Administration (SBA), Office of Women's Business Ownership; U.S. Trust, Women and Wealth Fact Sheet; Wilmingtontrust.com



WOMEN'S PHILANTHROPY INSTITUTE
LILLY FAMILY SCHOOL OF PHILANTHROPY

