



COMMUNITY FOUNDATION
OF COLLIER COUNTY

HISTORICAL PERSPECTIVE

Women's Philanthropy

- Women's Philanthropy has changed as Women's independence has grown.
- Early 20th Century – charitable work was something that Women “dabbled in”.

- Women decided they could give themselves empowerment –
- Mind shift from what has been to what can be.

- Mid 1980's interest in philanthropy for and by women increased as realization that investments in women can accelerate positive change in communities.
- Women are essential solution-builders

- Key points substantiated by many studies:
 - When you invest in a women, you invest in a family, communities and whole nations.
 - Champions of social change
 - Women’s funds seek to engage their constituents
 - Women’s funds have devised innovative ways to cultivate philanthropy.
 - Women’s funds recognize the need to invest in fundraising leadership and education.

- Investing in community and family –
“Three Cups of Tea” by Greg Mortenson
- When you educate a woman you educate a village.



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FINANCIAL IMPACT OF WOMEN

- Short half century – 150 public and private women's foundations.
- Women are heads of over 60% of family foundations.

- 54% of businesswomen make their philanthropic decisions independent of advice or counsel.

- Center on Philanthropy – women are more likely to give than men
 - 85.6% of women give compared to 80.7% of men
 - Income levels over \$100,000 women give more
 - For every \$100,000 – men gave \$3,904 and women gave \$4,223 annually.

- Women worldwide control the majority of consumer purchasing decisions – almost 60% of the nation's wealth.

- As a result of Women's Philanthropy – Corporate Foundations are allocating proportionately more of their total giving to women and girls.



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DIFFERENCES

HOW WOMEN AND MEN VIEW PHILANTHROPY

- Kavanagh's research in 1999:
 - Women tend to be very specific in their giving
 - Women want to see the results
 - Men like to see their philanthropy recognized in
concrete terms

Men want recognition and women want involvement when they give.

- Women find satisfaction in knowing their giving makes a difference in people's lives.
- Men seem to tend to support institutions that helped them – schools, etc.

- Women process information more through the right brain hemisphere – telling, writing, and reflecting.
- Women tend to look back and reflect on what makes them feel good about their life.
- Women tend to take a step forward to inspire others.

- Men tend to view increasing their wealth as an end
- Women perceive money equating to independence, caring for children and ability to make philanthropic gifts.

- Man says “I’ll think about it” – usually sale is gone.
- Women says “I’ll think about it” – she really means it.



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HALLMARKS OF WOMEN'S PHILANTHROPY

- Strong hallmark – “everyone can be a philanthropist”.
- Differs from traditional belief that philanthropy is only for the wealthy.

- How Women's philanthropic movement has differed from traditional models:
 - Pooling resources – piggyback concept
 - Engaging young professionals
 - Establishing giving circles

- Motivation for women's giving:
 - Change things for the better
 - Create new solutions to problems
 - Commit through volunteering
 - Connect with human faces
 - Collaborate to avoid duplication
 - Celebrate accomplishments

LIVING THE VALUES YOU BELIEVE

- Real questions that women ask:
 - Is it relevant to how I live my life?
 - Can it engage my passion?
 - Will it compel me to take actions?
 - How does it inspire my legacy?