

WOMEN AND GIVING



ROCKEFELLER PHILANTHROPY ADVISORS
PHILANTHROPY ROADMAP

Think of this slim booklet as an experienced friend—a partner who can guide you in investigating, learning and maybe even getting inspired by how women give.

Think of it as a companion as you explore how philanthropy can add to your life

GETTING STARTED

Part of our Philanthropy Roadmap series, this publication provides an introduction to the world of women and philanthropy. Written for both established and emerging donors, it aims to help women delve further into the potential growth and fulfillment that can come from giving.

RE-BALANCING PHILANTHROPY

Research shows women have the means and the motivation to change philanthropy. The organizational structure is developing, too. After the first prominent women-focused foundation, the Ms. Foundation, began grantmaking in 1972, the field grew slowly for the first few years. But in the last 20 years, it has exploded—with the Women's Funding Network reporting in 2011 the existence of 160 women's funds in the U.S. and around the world.

Not every woman donor, of course, will prioritize women's and girl's issues in her giving. But the story of the development of women's funds speaks to the potential for women to seek more balance in a vital sector of society, philanthropy, which has been controlled disproportionately by men. The emergence of a new wave of female philanthropic leaders suggests the re-balancing act is already underway. The Women's Donor Network, for example, says it leverages \$150 million a year through its members and allies "towards solutions that address the root causes of injustice and inequity."

KEY

DO WOMEN ACTUALLY GIVE DIFFERENTLY THAN MEN?

Unfortunately, there is very little research out there on how women's giving actually differs aside from their increased generosity, and what there is has very narrow sample sizes, so we must rely on other sources that indicate trends.

In 2010, the Women's Philanthropy Institute at Indiana University used a nationally representative sample of U.S. households to survey men and women's giving. With more than 800 responses, it found women are more likely to give than men and when they do give, they give more.

OTHER EVIDENCE

Academic research and observations from philanthropic experts suggests the following trends:

Males tend to concentrate their giving among a few nonprofits, whereas females are more likely to spread the amounts they give across a wide range of charitable organizations.

Some women are hesitant to make big donations—in part because they are looking to support a number of organizations in the community. It's not uncommon for these women to prioritize support for the key organizations that make for a thriving and healthy community and to see how collectively these organizations can work together. Such women are less likely to be looking for a silver bullet or single solution.

Some women are likely to fund core basic human services like food, shelter and counseling, but studies suggest inconsistent findings about which causes attract most women's donations.

Though women philanthropists often attempt to connect with grantees, other donors and the populations impacted by their giving, research suggests that, ironically, they often make philanthropic decisions independently from their partner or spouse.

More research is needed, but it's also worth noting that the field of women's philanthropy is evolving day to day. Both on their own and with their giving networks, women are busy redefining gender roles in giving. In this sense, donors might carry out some of their own personal research by asking women friends who give what motivates them and how they go about their philanthropy.

Disclaimer: It's unwise to expect general research to fit individuals perfectly—or even at all. Our purpose here is to empower and embolden the individual philanthropist. Don't think of this information as prescriptive; rather, think of it as a starting point. The most thoughtful, effective philanthropy is a reflection of your own values and approach. Nothing can replace that.

FAMILY, LEGACY AND GIVING

Some male donors act independently — sometimes foregoing consultation with family members, whereas women often express interest in involving the next generation in philanthropy. Many women focus on how they can instill philanthropic values in children and grandchildren at an early age.

Sometimes this desire comes with a willingness to reach a compromise that allows everyone in the family to participate. Such compromises can extend a philanthropy's legacy and give new generations “skin in the game,” but they can also diffuse philanthropic focus.

Women donors might find themselves asking these questions:

TO WHAT EXTENT SHOULD I MAKE DECISIONS INDEPENDENTLY AND TO WHAT EXTENT SHOULD I CONSULT FAMILY MEMBERS IN THE NEXT GENERATION OR GENERATIONS?

HOW DO I BALANCE THE NEXT GENERATION'S PRIORITIES WITH WHAT I SEE AS IMMEDIATE PHILANTHROPIC OPPORTUNITIES?

HOW CAN I INTEGRATE OUR FAMILY'S DIVERSE PHILANTHROPIC VIEWPOINTS AND INTERESTS WHILE KEEPING OUR GIVING ENJOYABLE AND REWARDING?

Many women create their own wealth through business and investing. But some, because of their relative longevity, do — or will — inherit the source of their philanthropy. These women often see themselves as caretakers of this wealth. In spite of the current interest in foundations that spend-out

in a limited amount of time, many of these women donors want to pass on the ability to partake in philanthropy to future generations and therefore can be less likely to make big gifts or do anything to limit the lifespan of their foundations. Many women seek a balance between honoring their legacy while still expressing their own approach to philanthropy.

Philanthropy is often about relationships. Balance is paramount, but so is transparency. Many donors have learned that clarity while setting up a family philanthropy — or re-organizing it — can reduce conflict. By seeking engagement from family members before decisions are concluded, new possibilities can be considered and a better outcome achieved. But it all starts with the woman philanthropist herself and two very important questions:

Who will be involved in this philanthropy?

And if it is to be shared, how and for how long?

See other guides in this series, “Talking to Your Family About Philanthropy” and “Giving as a Couple” for more information.

CONTINUING THE FAMILY TRADITION WHILE LEAVING ROOM FOR INNOVATION

ROCKEFELLER WOMEN

There have been numerous Rockefeller women over the generations who have given with distinction — both broadening and deepening the family's philanthropic heritage. They continued the Rockefeller legacy of giving while

PRIVATE OR PUBLIC?

THE VISIBILITY QUESTION

No journey in philanthropy is free of doubts. One common worry centers on the public exposure that can come with giving.

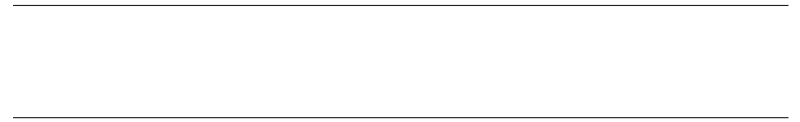
“If I become more visible in my giving,” donors sometimes ask, “what will the impact be on me and my family? If I start making larger donations or more public donations, will it compromise my privacy?”

The answers to these questions can have significant influence on the form and function of your philanthropy.

Anonymous donations can allow you and your family complete privacy. However, being a public advocate for a project can increase its impact and help recruit important allies and other funders.

On the down side, anonymous giving can limit the roles family members can take in philanthropy. On the other hand, putting your name and your reputation alongside an organization not only can open the possibility of similar organizations seeking financial support, it can also expose you and your family to public reaction—especially if the cause or the organization is controversial or part of a polarized debate.

While there are good reasons to give anonymously and other good reasons to be very public about one's giving, most female donors exist somewhere in between. They state their goals and announce their grants, but do not seek a high profile or activist role. Donors may also employ both strategies—anonymous and public giving—for different types of gifts and at various points in their philanthropic journey.



Bloomberg and city staff to introduce
the Green Carts, which sell fruit and

what change you want to achieve. Whether you call it a goal, an outcome or a solution, it's important to define what end-result you seek. And you'll need a clear-eyed view of the milestones along the way that indicate progress.

For more information on the process of developing your own approach to giving, see the title guide in this series, "Your Philanthropy Roadmap."

"GIRLS NOT BRIDES"
PARTNERSHIP-BASED PHILANTHROPY
JENNIFER BUFFETT

Jennifer Buffett, and her husband Peter, started the NoVo Foundation with the aim of empowering women and girls as "agents of change" to help move global society from "a culture of domination to one of equality and partnership." Ms. Buffett is president of the foundation, guiding vision, strategy and grantmaking.

NoVo seeks to make change in three ways: ending violence against women and girls; advancing "Social Emotional Learning," which brings together academic achievement with positive emotional development and social understanding; and improving educational and economic opportunities in the developing world. The idea is that societal change will eventually flow from a new balance of power between

the genders. "We believe that once empowered, women and girls will play transformative leadership roles; and as women and girls become more equal partners with men and boys, a spirit of collaboration can better prevail in society."

In September 2011 at the Clinton Global Initiative, NoVo launched their support of a global project to end child marriage in a generation. Ms. Buffett explained the approach in a Huffington Post blog:

"At the NoVo Foundation, we know that prioritizing girls and women is one of the most fundamentally sound methods of changing our world for the better. We've learned that helping girls and women help themselves raises living standards for everyTTf [irit

“The single most important thing we can do is unleash the full power of half the people on the planet — women. We know that women need the tools of development, but development also needs women. All the disadvantages, from poverty to violence, from ill health to illiteracy, that women experience around the world also limit the advance of families, communities, entire nations.”

JUDITH RODIN

PRESIDENT OF THE ROCKEFELLER FOUNDATION

MOVING FORWARD

Women donors often develop their giving strategy around relationships. Outwardly-focused, they collaborate, communicate, engage, involve, understand, adapt, and most importantly, build bridges to different individuals and groups. Their aim: to serve multiple purposes while sustaining or even strengthening relationships.

But what if the best way to realize the full potential of these talents meant looking within instead of without? Would you be willing to take an inward journey to better serve the communities around you?

After all, no matter how other-oriented you might be, your giving depends on yourself. Sometimes we forget how much our identity drives our lives. And sometimes we forget that we hold more control over that identity than anyone else, that we are the authors of our life stories as well as the main characters.

So, as you consider your next steps in giving, why not think about these questions:

IN YOUR LIFE STORY, WOULD YOU LIKE TO INCLUDE A PASSAGE ON YOUR GIVING? HOW WOULD IT READ?

Try this exercise. Write your own story as a philanthropist in a short paragraph. It matters little if you have given for years or not at all. (If you haven't given much, use your imagination.) What really matters to you? How might you best contribute? What brings you the deepest satisfaction? Then put your paragraph

it capture your spirit? How can you change the story to better match who you are and the role you might want as a donor? If you do the exercise, be prepared. Once you begin to tell the story of your own giving, you might feel compelled to

