



Inclusive Philanthropy: Who gives, how, and with what impact?

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Introductions

Indiana University Lilly Family School of Philanthropy

Academic
programs

The Fund
Raising School
(TFRS)

Research

Institutes

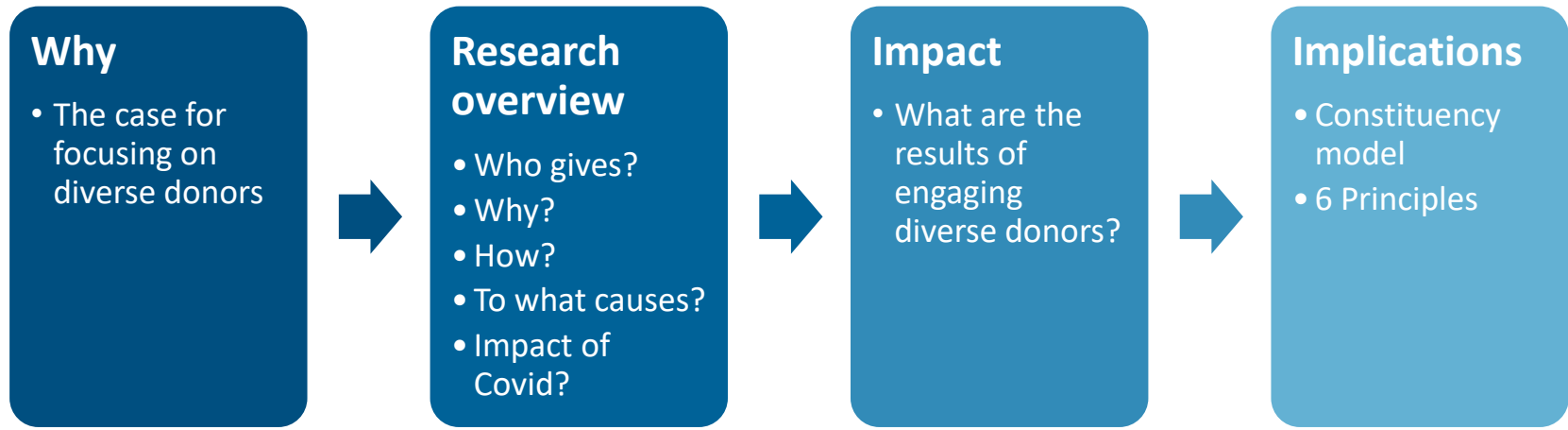
Women's
Philanthropy
Institute

Mays Family
Institute on Diverse
Philanthropy

Lake Institute on
Faith and Giving



Session overview





The case for focusing on diverse donors

The infographic consists of three white panels with rounded corners, each containing an icon and text. The first panel shows a bar chart with an upward-pointing arrow and a female icon. The second panel shows a male icon, a stack of three blue bars, and a female icon next to a stack of three orange bars. The third panel shows a female icon surrounded by four arrows pointing outwards.

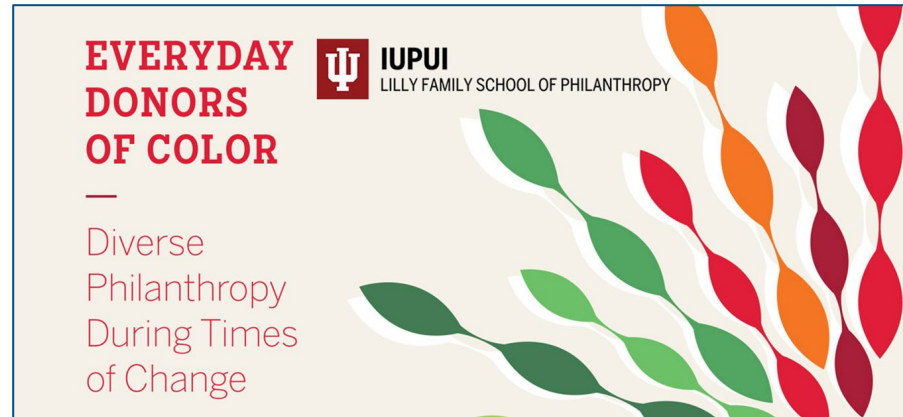
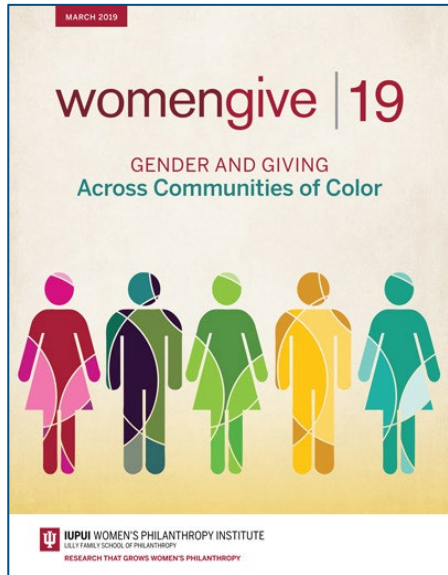
Women's wealth is rising.
Women's share of wealth has risen considerably over the past 50 years and today they hold around 40% of global wealth.

Women are more likely to give.
Across income levels and generations, **women are more likely to give, and give more than their male counterparts.**

Women give differently.
From motivations to causes to behavior, **women and men demonstrate different giving patterns.**



The case for focusing on diverse donors





The case for focusing on diverse donors

A DONOR'S RACE DOES NOT SIGNIFICANTLY INFLUENCE GIVING,

when controlling for factors like wealth, income, and education.



Women are more likely to give **ACROSS RACE AND ETHNICITY.**



Women in communities of color embrace **AN EXPANSIVE DEFINITION OF FORMAL AND INFORMAL PHILANTHROPY.**





Defining DEI

DEI: Diversity, Equity, and Inclusion

Our understanding of DEI is based on:

- Histories of marginalization and exclusion within U.S. society
- The changing demographics of the U.S.



Defining DEI

Diversity

Focus on specific groups of people:

- Racial and ethnic groups, with attention to immigration
- LGBTQ+ populations
- People with disabilities
- Women

Equity

- Justice and fairness through redefining procedures, processes, and distribution of resources

Inclusion

- Full participation of all groups in decision-making within society



Research: Who gives?



**ACROSS
GENERATIONS AND
RACIAL GROUPS,**
WOMEN ARE MORE
LIKELY THAN MEN
TO GIVE.



YOUNGER WOMEN
INFLUENCE
HOUSEHOLD CHARITABLE
DECISIONS MORE
THAN THEIR OLDER
COUNTERPARTS.

**WOMEN GIVE
NEARLY**

2/3

GIFTS ON SOCIAL AND
ONLINE PLATFORMS.



Research: Why do people give?

EXPERIENCE AND EMPATHY MOTIVATE WOMEN TO GIVE

.....



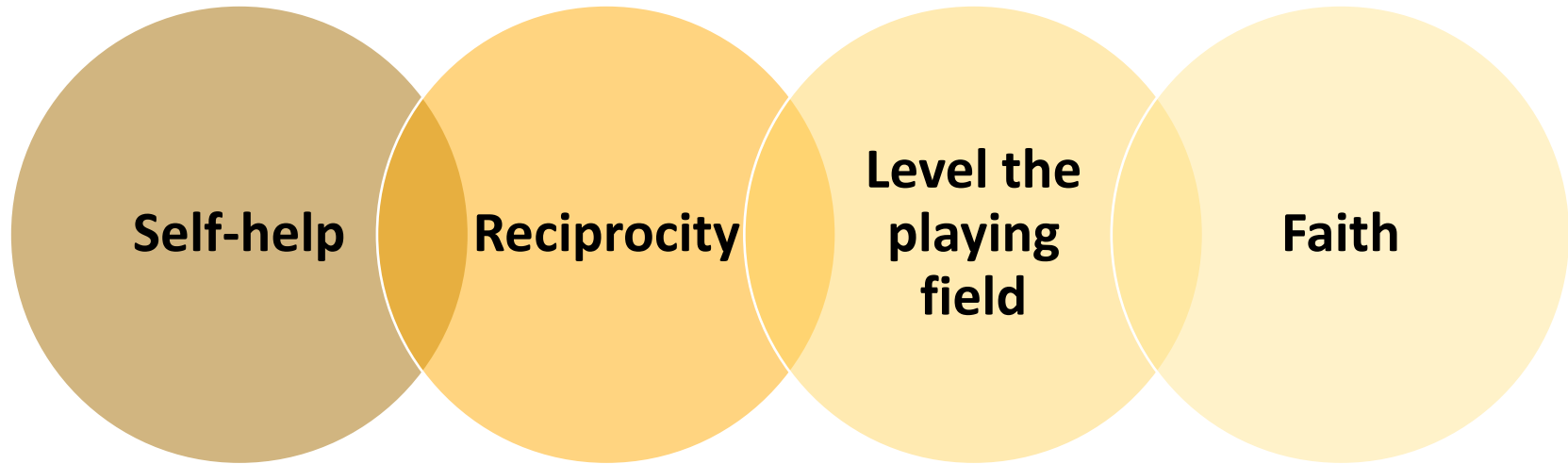
**WOMEN ARE
MOTIVATED TO
GIVE BASED ON
EMPATHY,
WHILE MEN ARE
OFTEN MOTIVATED BY
SELF-INTEREST.**



**VOLUNTEERING
AND BOARD
EXPERIENCES
MOTIVATE
WOMEN TO GIVE.**



Research: Why do people give?



Source: *Everyday Donors of Color: Diverse Philanthropy During Times of Change*, August 2021



Research: How do people give?

HOW WOMEN GIVE

.....

WOMEN GIVE BROADLY

WOMEN GIVE COLLECTIVELY

WOMEN GIVE HOLISTICALLY.



Research: How do people give?

WE CAN ALL BE PHILANTHROPISTS!



Nicole Robinson
co-founded a
giving circle in her
community



Candice Payne
mobilized her
network to help
Chicago's homeless
during brutal
winter weather



Cindy Burrell
raises thousands
for women and girls
by tapping into
her network

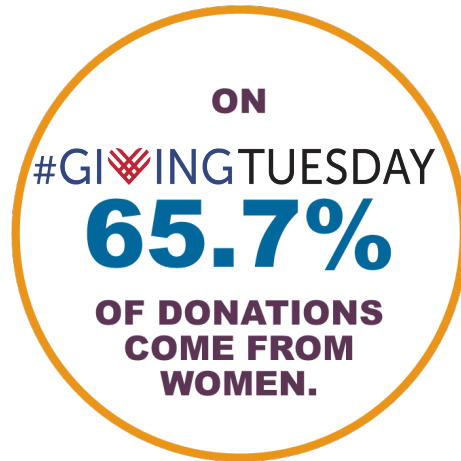


Ximena Larkin
gardens, mentors
and gives to help
revitalize her city



Research: How do people give?

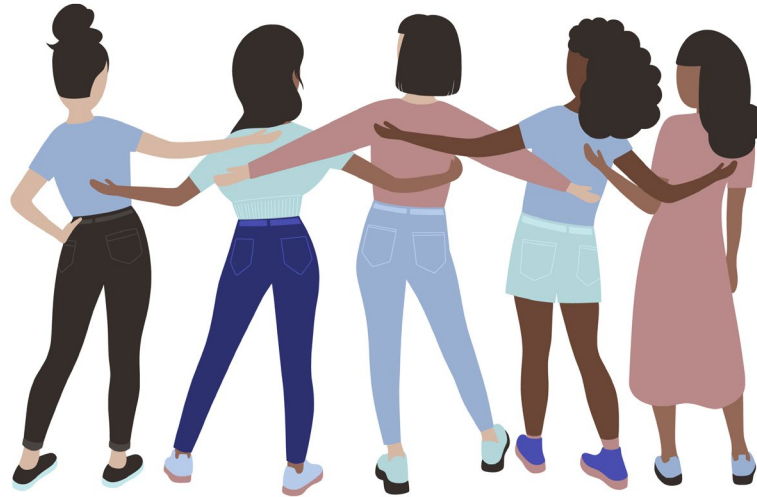
WOMEN MAKE AN IMPACT COLLECTIVELY





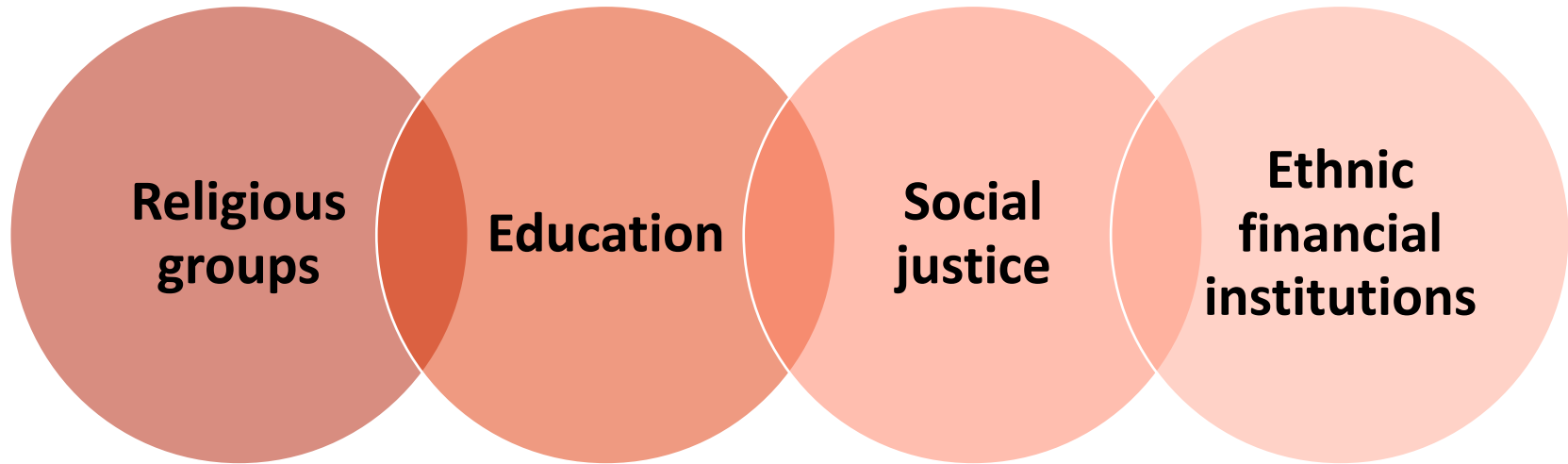
Research: How do people give?

Networking
VS
Netweaving





Research: To what causes do people give?

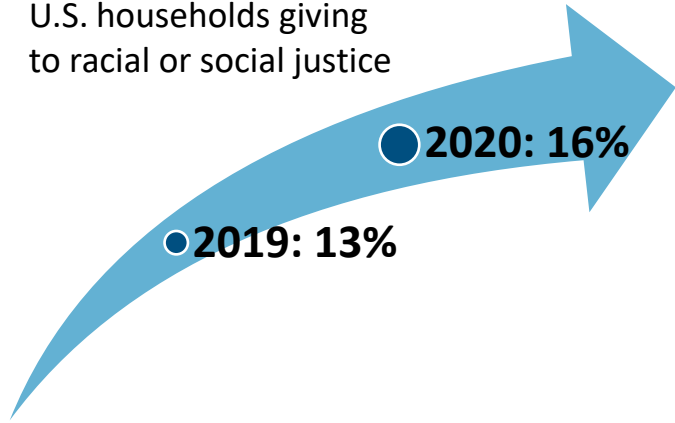


Source: *Everyday Donors of Color: Diverse Philanthropy During Times of Change*, August 2021

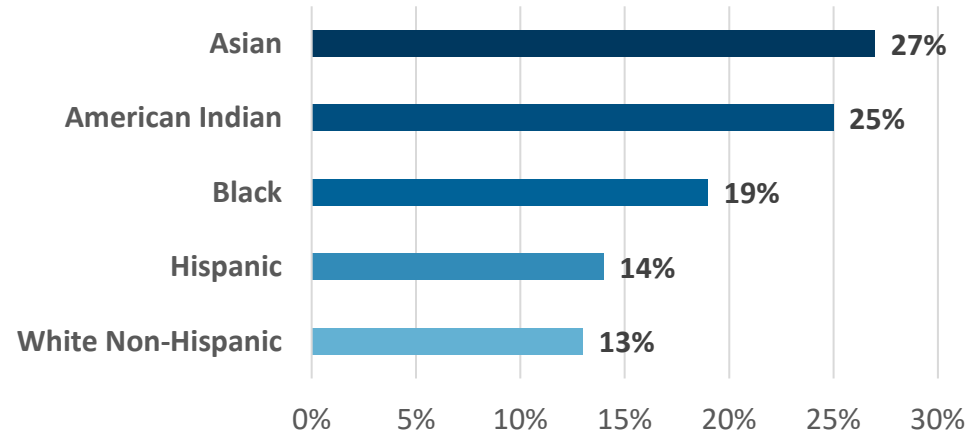


Research: To what causes do people give?

U.S. households giving to racial or social justice



Giving to racial and social justice by race/ethnicity



Source: *Everyday Donors of Color: Diverse Philanthropy During Times of Change*, August 2021



Research: To what causes do people give?

Groups more likely to support and give to racial justice:

Single women

Black households

LGBTQ+ households

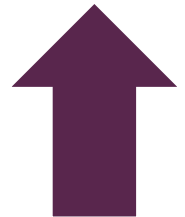
Younger households



42%
supported or
involved in
racial justice
protests



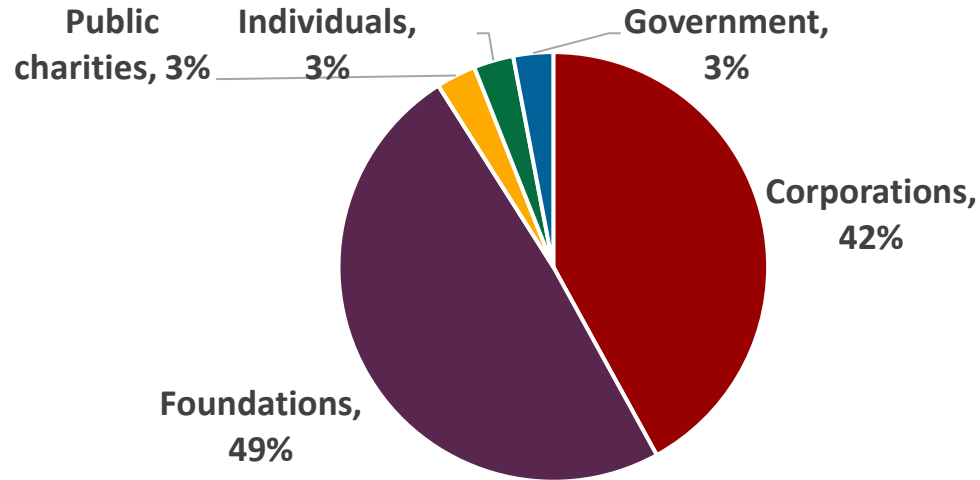
14%
donated
to racial
justice





Research: How did COVID-19 affect giving?

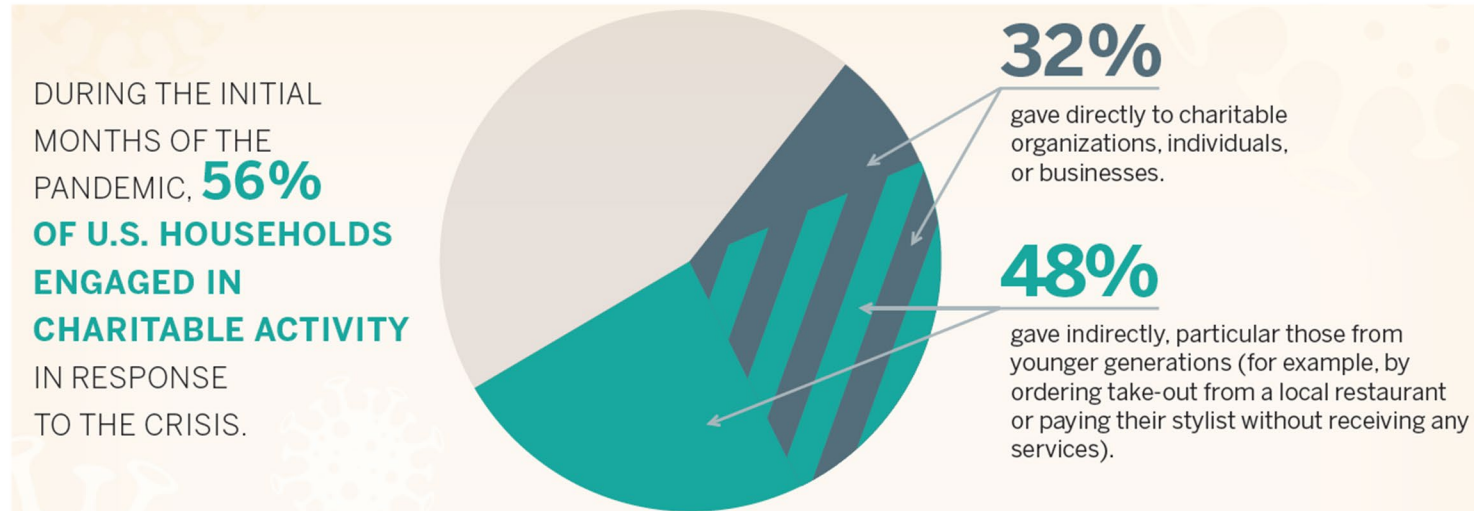
Dollars contributed
from U.S. funders
(total: \$23.8 B)



Source: *Candid*, as of 5/20/2021

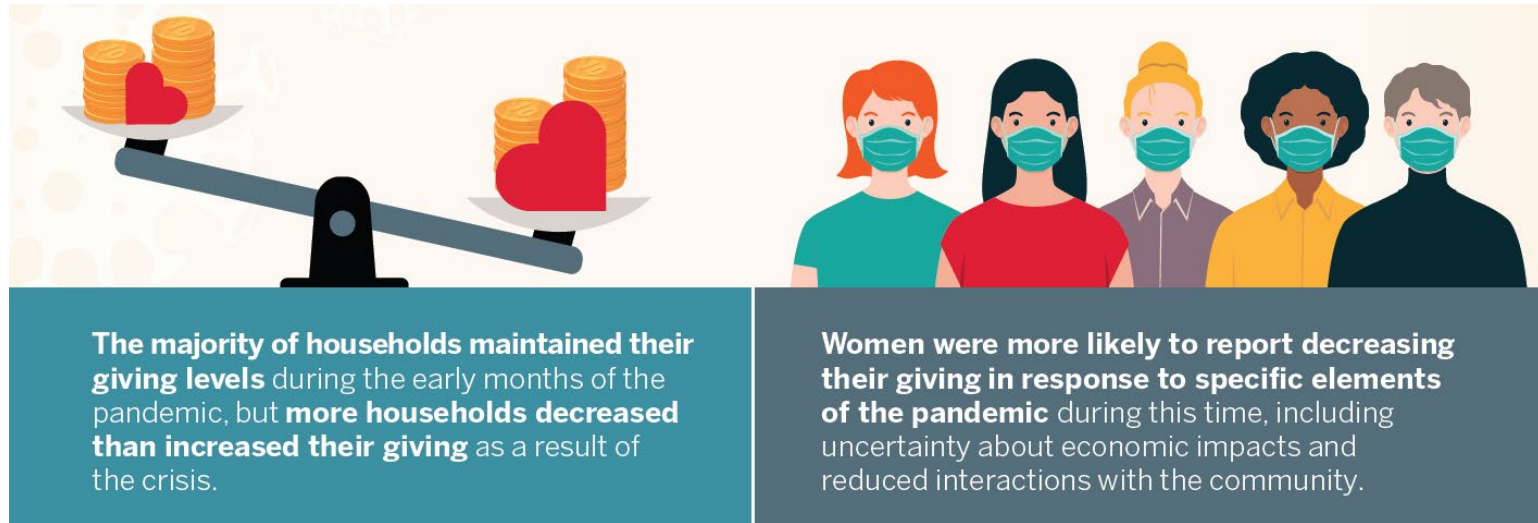


Research: How did COVID-19 affect giving?





Research: How did COVID-19 affect giving?





Impact: Results of engaging diverse donors

Diversity on nonprofit boards **falls short** of reflecting the overall diversity of the U.S.

Older + higher-revenue orgs → **less diverse boards**

More women on boards → more board engagement overall + in fundraising and advocacy

The pursuit of board diversity **delivers benefits**



Impact: Results of engaging diverse donors

**Have tough
conversations**

**Define board
priorities**

**Align board
with priorities**

**Recognize
board diversity
impacts org**

**Start
somewhere +
be intentional**

**Leverage
engagement +
fundraising**

**Foster a culture
of continuous
learning**



Implications: Donor relations

Donor research +
acquisition

Donor development

Linkage

Interest

Ability

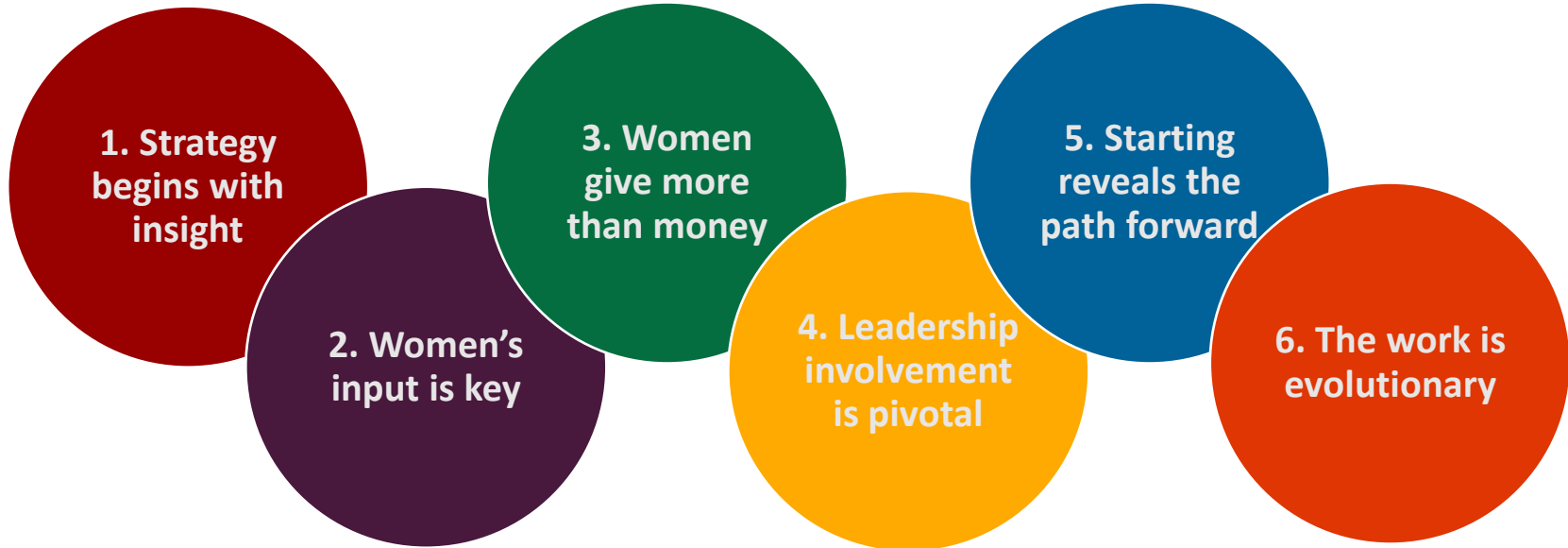
Linkage

Involvement

Advocacy

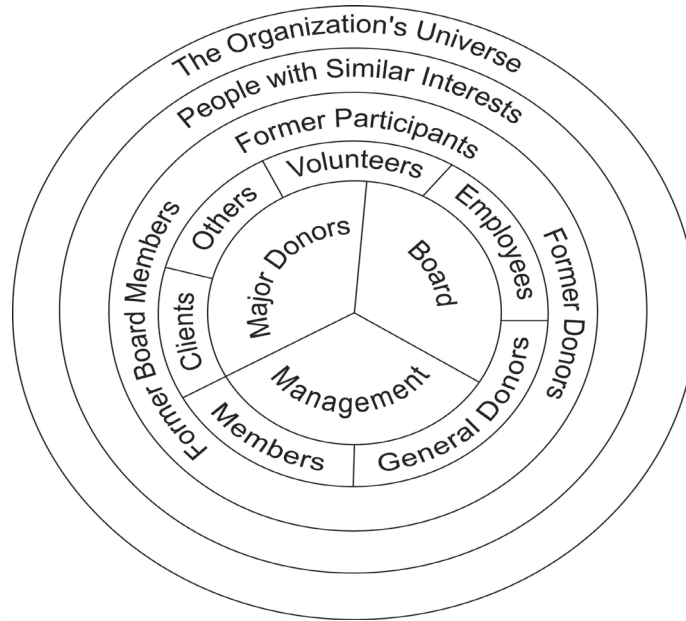


Implications: 6 Principles



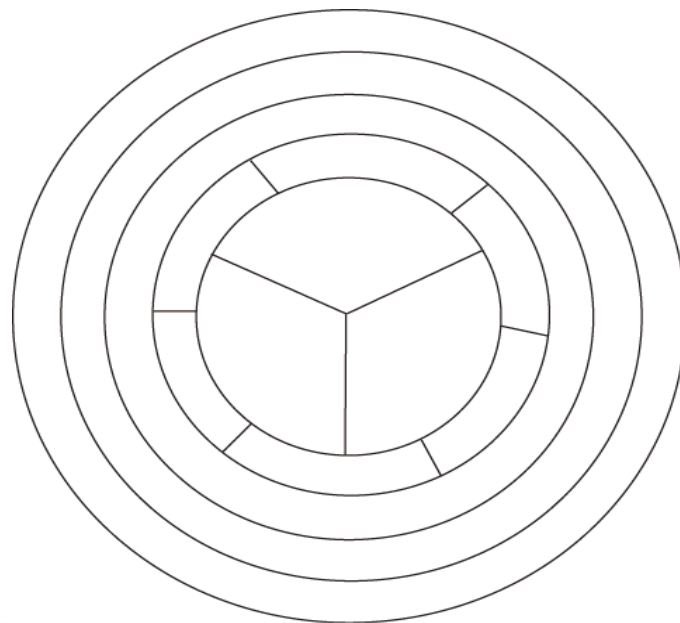


Implications: Constituency Model





Implications: Constituency Model





Q&A



STAY IN TOUCH



philanthropy.iupui.edu/WPI
philanthropy.iupui.edu/Mays



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