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Panel Discussion: Women, Wealth, and Impact on Philanthropy

Women are Philanthropic



68%
report donating

51%
report volunteering



Gender matters when it comes to fundraising

- Women control 85% of consumer spending in the US, make 70% of the financial decisions or their families and control \$36T in total wealth
- Single women are more likely than similar situated single men to give to charities
- Women give significantly more than similarly situated men at almost all income levels
- Women give more when it aligns with their values, they are engaged as volunteers/board members, or in response to unexpected/emergent needs

Source information:

*Association of Governing Boards; Increasing Diversity on the Boards of Colleges and Universities
Gender Matters: A Guide to Growing Women's Philanthropy*



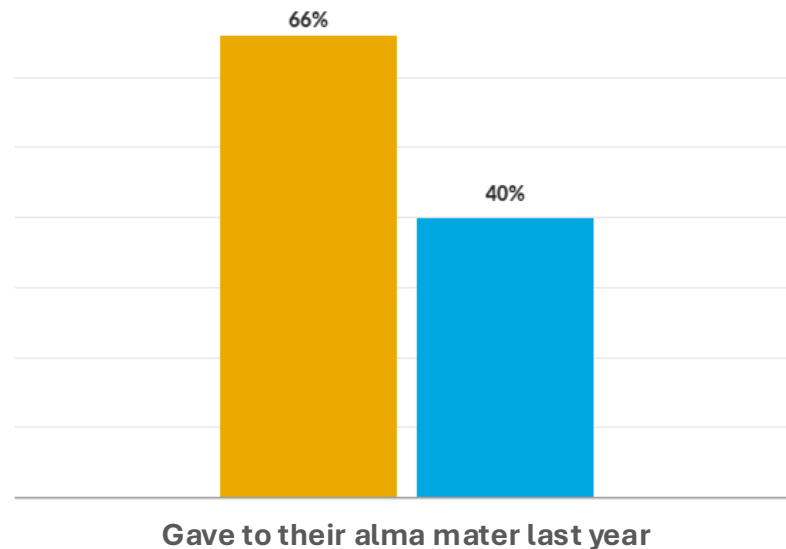
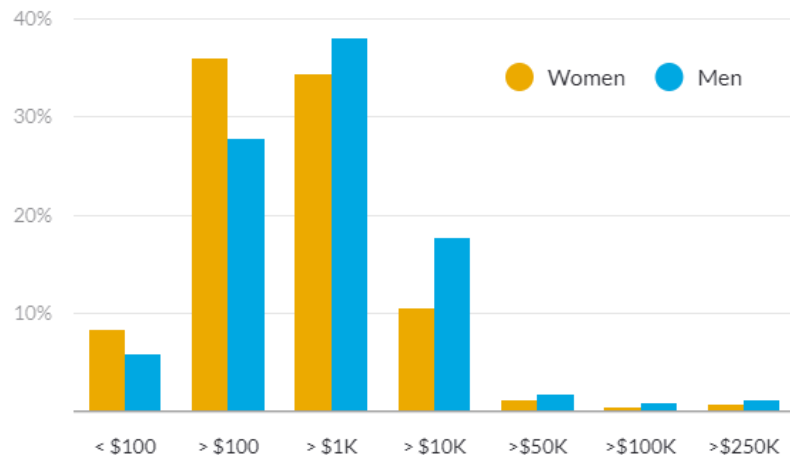
85%

Of philanthropic decisions in high-net-worth households are made by women

Charitable Financial Donations

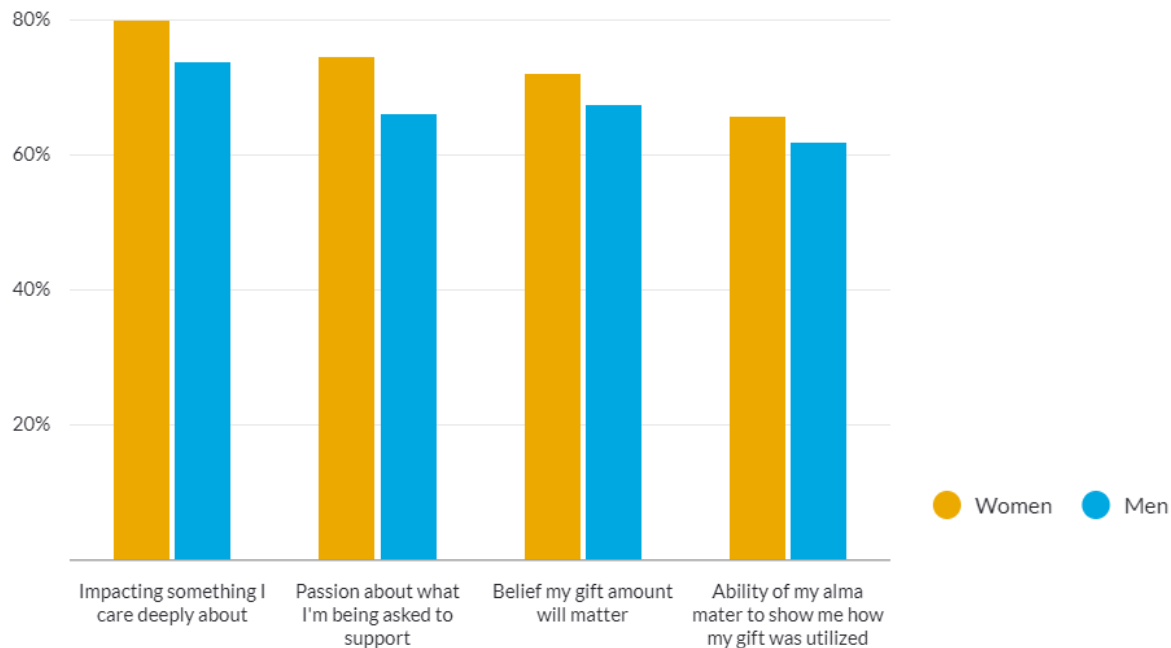
56% of women responders reported giving more than \$1,000 last year, compared to 66% of men. 66% of women made a gift to their alma mater last year, compared to 40% of men.

Total charitable giving last year (to any nonprofit)



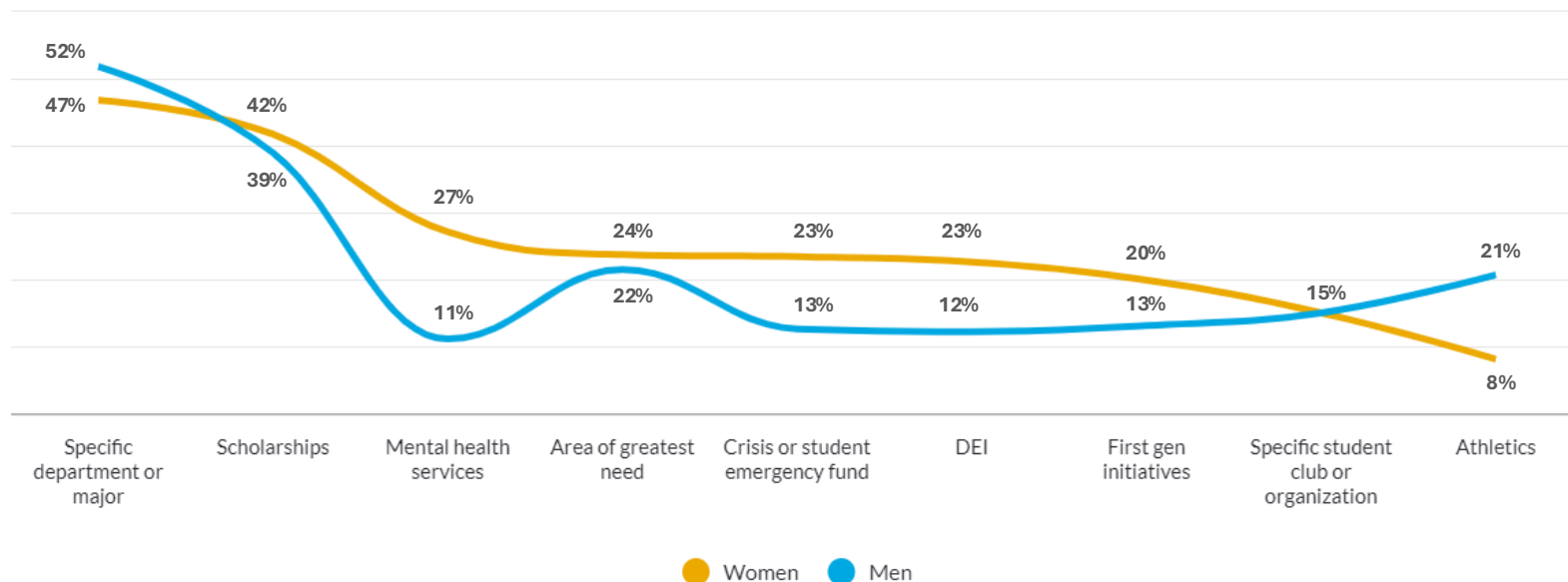
Factors that Influence Giving

When asked about the importance of various factors that influence their decision to donate to their alma mater, women rank impacting something they care about and a passion for causes higher than men.



Top Areas of Future Support

Women are much more interested in and likely to support mental health services, crisis or student emergency funds and DEI initiatives.



Panelists



Siara Abdulla



Cannie Campbell

GEORGIA WOMEN GIVE



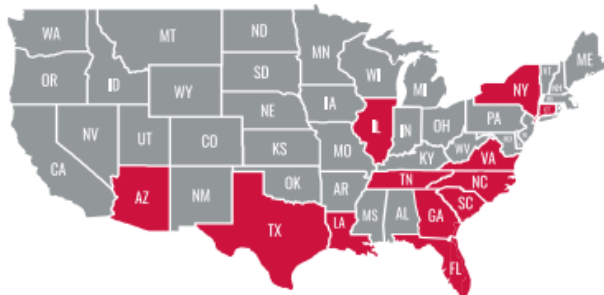
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Georgia Women Give

103 Founding Donor commitments = \$2.575 million in philanthropic support

Founding Donor footprint



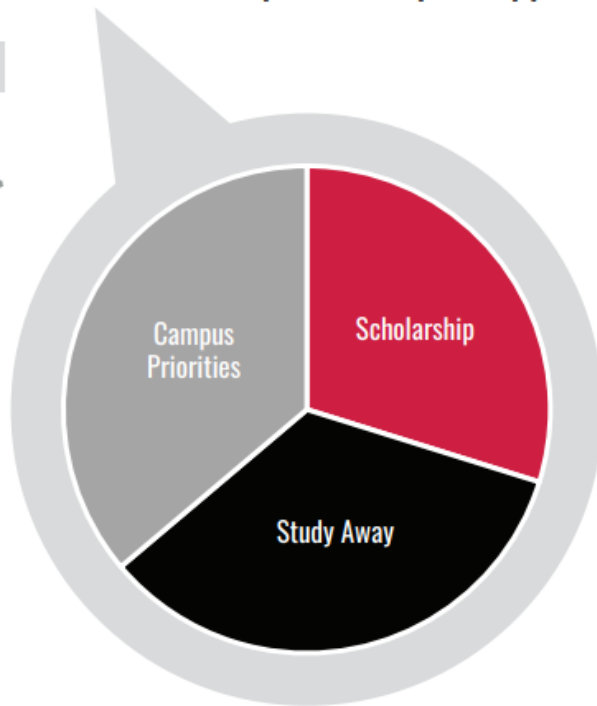
1st Founding Donor: Chattanooga, TN
100th Founding Donor: Chicago, IL

53

*median
donor age*

27

*parents of a currently
enrolled UGA student*



Women for Madison

You're already a Woman **of** Madison. Now, become a Woman **for** Madison.

Give to Women for Madison

When you're ready to transform your love for Madison into meaningful action, you can join Women for Madison with a heartfelt scholarship **donation of \$100 or more** — and know you are pitching in with others to help students.

[GIVE NOW](#)



Join the Amethyst Circle

Join the Amethyst Circle and help another cohort of 25 or more students to come to JMU and stay all four years. Join with a **gift of \$5,000**, and together with other members help raise \$1 million for scholarships by May 31, 2025.

[BECOME A MEMBER](#)

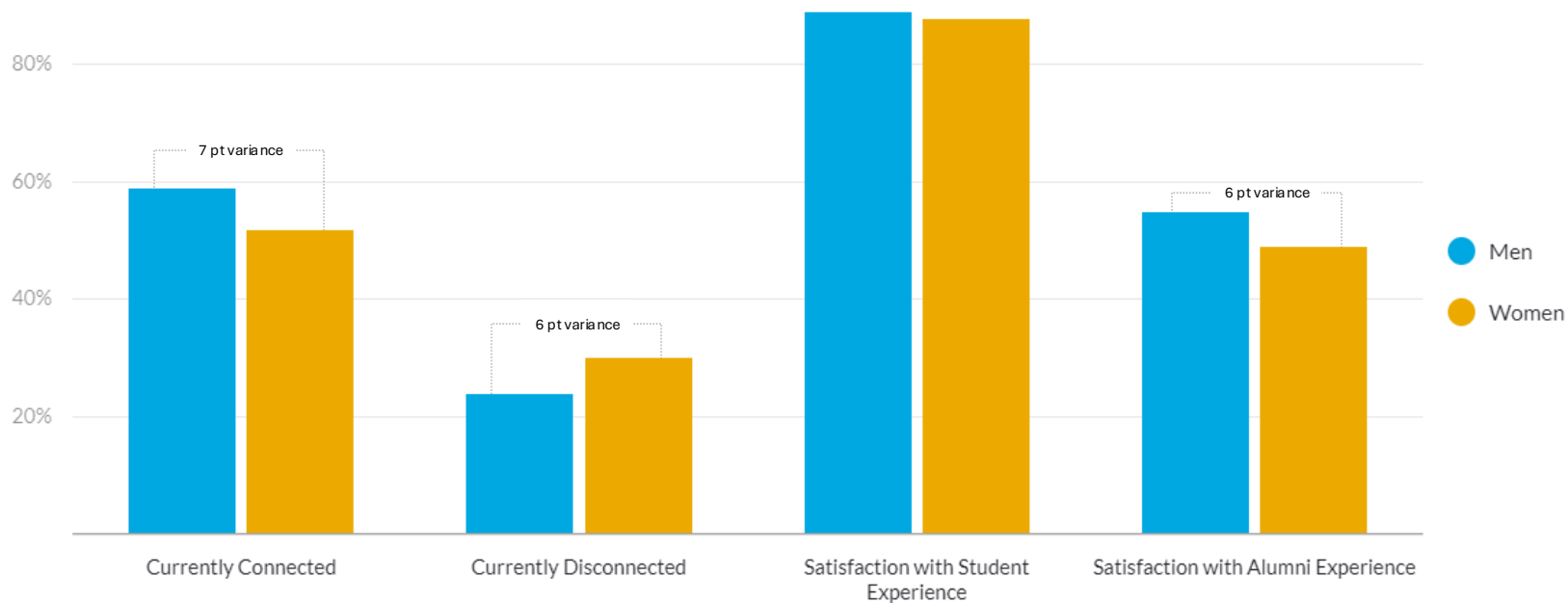




**What inspired your University
to start a Women in Philanthropy
program?**

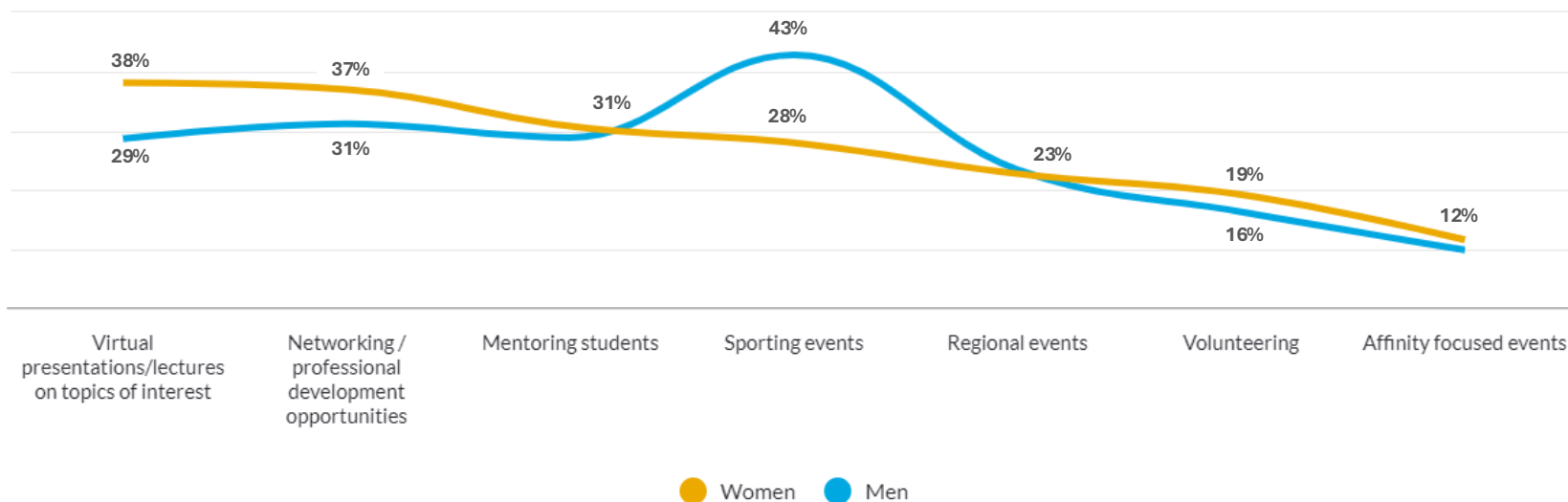
Connection and Satisfaction

Women report feeling less connected and less satisfied with their alumni experience.



Engagement Activities

Women are more likely to engage with their alma maters through virtual events and networking opportunities; sporting events rank fourth (vs. first among men).





What strategies have proven effective in engaging women as donors?



What metrics have you set for your program and how are you measuring success?



**How has your program
contributed to diversity and
inclusion efforts?**



**What lessons have you learned
from start of your program to
now?**



Can you share a personal story or experience that highlight the impact of your women's program at your institution?

Thank You!



Siara Abdulla

Director of Development for Strategic
Initiatives
University of Georgia



Cannie Campbell

Associate Vice President for Constituent
Engagement & Women for Madison
James Madison University



Autumnn Horton

Vice President & Consultant
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