

THE WOMEN'S PHILANTHROPY INSTITUTE

Research That Grows Women's Philanthropy

To solve challenges large and small, our world needs more strategic philanthropy. Women can lead this charge, harnessing their growing wealth and influence to create a more just, equitable and healthy society. But, to unlock the full potential of women's philanthropy, we must understand how gender shapes giving behavior. To build a powerful and diverse force of female philanthropists, we need to know more about what drives women to give. The Women's Philanthropy Institute exists for that reason: to conduct, curate and disseminate rigorous research that grows women's philanthropy.

WHAT WE KNOW



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 Time Is Now.

With women's wealth and influence climbing, *now* is the time for women's philanthropy to reach its full power and potential.

WPI's research makes that possible.

Together, We Can:

- ✓ Unlock more philanthropic support from female donors.
- ✓ Inspire more women to be philanthropists.
- ✓ Strengthen the impact and visibility of women's philanthropy.

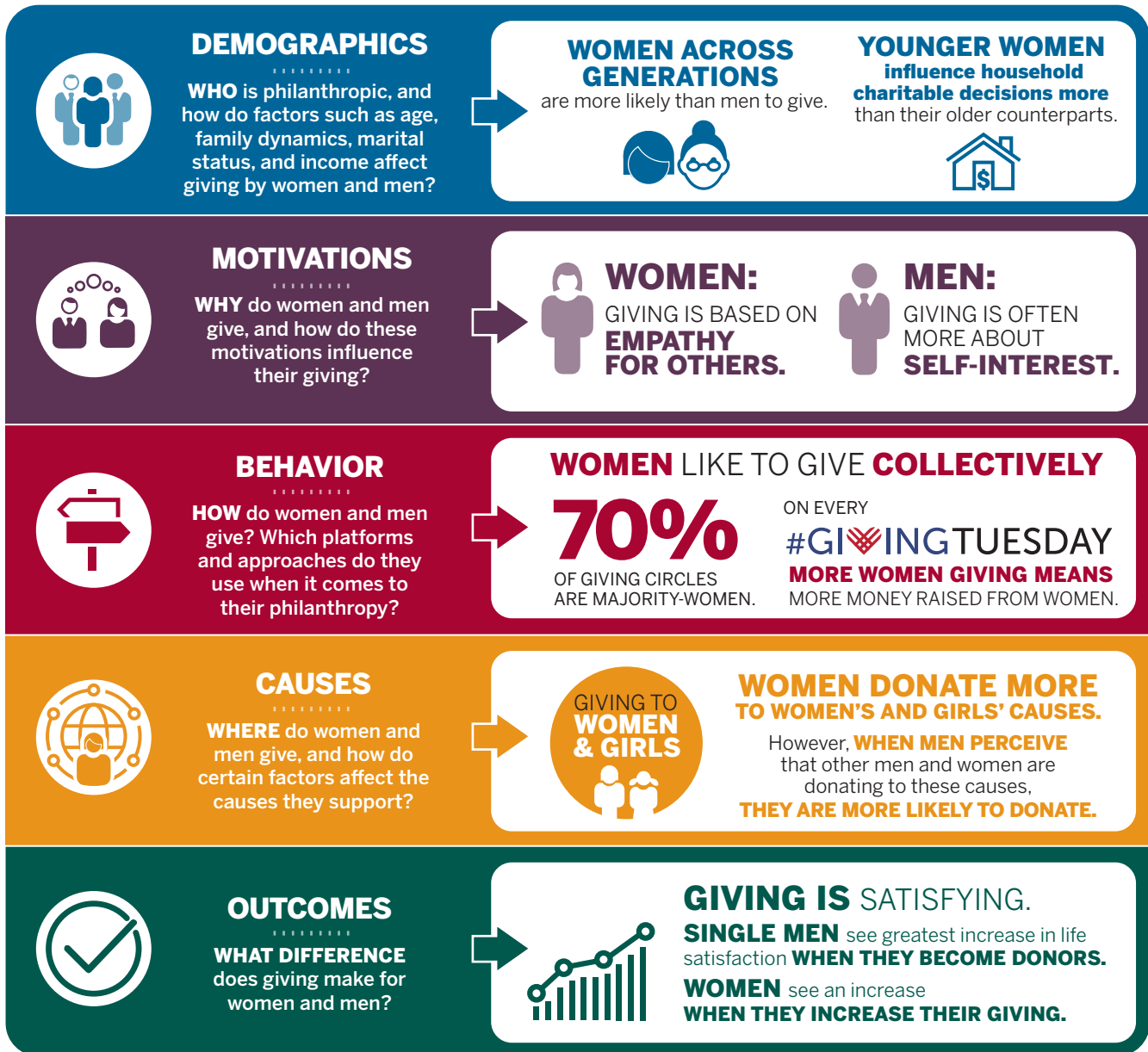


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RESEARCH THAT GROWS WOMEN'S PHILANTHROPY

OUR RESEARCH PROVES IT: Gender Matters In Philanthropy.

Our reports span a range of topics – from retirement to giving circles to impact investing to the transmission of generosity. Across these topics, we apply a gender lens to better understand where, how and why women and men give differently.



Our research is the beginning.

It's what you do with it that matters.

Explore our research library: philanthropy.iupui.edu/ResearchWPI



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