

Key Insights: **Women and Philanthropy**

Harnessing the Power of an Overlooked Constituency of Supporters | JGA has developed significant expertise in Women's Philanthropy issues through our work with the Women's Philanthropy Institute at the Center on Philanthropy at Indiana University and our work with clients over the last 17 years. Women's ability to contribute and make a lasting impact in philanthropic campaigns is often overlooked and under-utilized. In truth, women are driving many of the philanthropic decisions in this country.

Here are some more insights into women's philanthropy:

- ▶ Women are responsible for 84% of household's consumer purchasing decisions – they are not a niche market, but are the market.
- ▶ Forty-three percent of the nation's top wealth holders are women
- ▶ Women's median income has increased more than 60% over the past 30 years.
- ▶ Married men and women are more likely to make larger gifts than single men.
- ▶ Single women are more likely to give than single men.
- ▶ When it comes to approaching a couple about making a donation, make sure that the woman in the couple is also engaged in the process and their input is equally valued.
- ▶ Never overlook or underestimate the philanthropic potential of female CEOs and small business owner's
- ▶ Remember, women's philanthropic involvement does not mean to exclude men, but rather include women
- ▶ Women want to establish a relationship with organizations they give to, it means more to them than just a business transaction. Make sure you take the time to foster that donor relationship.

To learn more, watch a 90-second video interview about Women's Philanthropy at www.jgacounsel.com/resources