



The Role & Influence of *Women in Australian Philanthropy*

REPORT 2021



Every philanthropist, if she is paying attention, eventually becomes an activist. If we do not we risk becoming co-dependent with power – saving the system's victims while the system collects the profits, then pats us on the head for our service.

We must commit to pulling our brothers and sisters out of the river and also commit to going upstream to identify, confront and hold accountable those who are pushing them in.

Glennon Doyle, "Untamed"



AUTHOR KIMBERLY D DOWNES, CFRE, EMFIA, CAP
PHILANTHROPY AND FUNDRAISING STRATEGIST

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We need smart, generous, strategic, and impactful giving in Australia: we need women givers in Australia.

Foreword

“Women in Australia have been and continue to be the driving force behind most philanthropic decisions whilst going about their giving in a quiet, humble way.”



Sarah Davies AM
CEO, Alannah & Madeline Foundation
Former CEO, Philanthropy Australia

I am delighted to write this foreword for Kimberly Downes' Research Report, The Role and Influence of Women in Australian Philanthropy. I have worked with Kimberly since 2014, when she joined the Development Committee for the Reach Foundation, where I was CEO at the time. With over 30 years' experience in fundraising, marketing, and the not-for-profit sector, she has exceptional insight and understanding of why giving is important and how to give well. Her latest research builds on her passion for and expertise in women's philanthropy and creating stronger cultures for giving.

What did she discover in her latest deep dive into Australian giving culture and patterns?

That Australian women are humble and quiet in their giving; they want to be listened to; they don't want recognition, they just want results.

That Australian women are hugely influential in giving decisions and patterns

And that Australian women are smart and strategic and generous and they give in order to see positive, lasting change.

And why is this important?

Because giving is a powerful mechanism for us to express our humanity and individuality. It is a vital means of civic and community participation and expression of what we value and nurture.

Because the more we share our experiences and motivations for giving and celebrate the benefits and reward we receive as givers, the more we welcome and encourage others to give.

And because the more we understand what donors are looking for, the better and more fulfilling the relationships will be between the organisations that carry out the change and those that enable them through donations and financial contributions.

So, who should pay attention to this report?

Women! This is about us. It's an opportunity to reflect on how we give and to keep working to improve our impact and contribution. It's also about welcoming and encouraging other women to be confident to give and to join us.

Charities and not-for-profits who need women's support. The better we understand the needs and motivations of our donors and supporters, the more engaging, fulfilling and enduring our relationships will be. And that will lead to increased positive change and impact.

Everyone else! Women's role and contribution should be acknowledged and celebrated by everyone – we are all better off because of it.

At its core, philanthropy is about having a vision and turning it into a reality – it's about working to solve society's problems at the root, rather than offering relief for the symptoms. It's about our visions of what a just, inclusive, equitable, innovative, exciting, beautiful, sustainable and meaningful world looks like and working together to try to build it for all of us. This report adds to our understanding of why and how Australian women give and therefore how to nurture and grow this essential and powerful contribution.

Executive Summary

Australia has a strong philanthropic culture, and this study demonstrates that women in Australia have been, and continue to be, the driving force behind most philanthropic decisions whilst going about their giving in a quiet, humble way, often letting others take the credit.

The Purpose of the Research was:

- To understand women's role and influence in Australian philanthropy
- To understand women's attitudes to giving in Australia
- To understand women's motivations for giving
- To understand the process of decision making
- To affirm and compare research results conducted in the USA
- To discover what causes women prefer And....
- To discover what an organisation must do to gain the interest of female prospects.

The study set out to validate the findings as relevant in Australia by a USA study by the Lilly School of Philanthropy on Engaging Women as Donors. The key differences in the results are that Australian women:

1. Don't relate to the word philanthropy
2. Don't like recognition for the gifts
3. They are very selective with what charities they support demonstrated by the questions they ask
4. Don't talk about their philanthropy.

A key finding of the study was that the word 'philanthropy' or 'philanthropist' is not a word that Australian women relate to as they feel it is reserved for the ultra-wealthy. We must either find a way of celebrating philanthropic efforts and successes differently or conduct further education with the community on what it means to be a philanthropist.

Australian women feel that "giving back" to the community is just something they must do and something they must teach their children. But the findings show that women don't talk about philanthropy outside of their immediate families.

THIS STUDY IS A LANDSCAPE SCAN OF THE ROLE AND INFLUENCE WOMEN HAVE HAD IN AUSTRALIAN PHILANTHROPY.

Australian women are concerned about organisational waste and the true impact of their philanthropic donations. This will challenge organisations in the future to be more transparent and to listen to the societal changes women want to see and how they feel they should be solved.

- 75% of Women who participated in the survey want to understand the needs of the community and then do something about it.
- 60% of women surveyed were introduced to philanthropy by their family; 25% by volunteering and only 1% by giving circles
- 77% of women surveyed indicated that they model or guide their families philanthropic giving
- Social responsibility and compassion were the two greatest learnings women want their families to learn
- Over 70% of women surveyed indicated that they volunteer...but less than 40% of them sit on a Board
- What motivates the women surveyed to give: 50% indicated that it had to be something they related to personally and 30% indicated it had to be cause related (most likely crisis cause).

Children and Education are right up there on the priority list for women when it comes to their giving...giving of their time, talent and treasure.

Overall,

1. Women are driving philanthropic decisions in their households
2. Women will donate based on relationship with the organisation and the impact the organisation in having in the community
3. Women will give to organisations in areas that she has a personal connection to
4. Women do not like waste in organisations.

Because of what we have learned, organisations will need to adapt their best practice to take into account women's attitudes and motivations towards giving for they will not give in future based on an organisations size or positive reputation. This study shows they want to see direct impact.

Introduction

“Giving and volunteerism have traditionally provided – and continue to provide – the means through which women have grasped, wielded and maintained public power. As such, philanthropy lies at the heart of women’s history.”

Kathleen McCarthy
Lady Bountiful Revisited, 1990

The purpose of this research is to understand the role and influence women in Australia have had in philanthropy and how they relate to the word philanthropy, as it is a word not commonly used in Australia. Most relate the word to those with extraordinary wealth. But modern philanthropy is about giving of time, talent and treasure (amount is irrelevant). Giving all three defines you as an ultimate philanthropist.

Philanthropy Defined:

Etymology:

From phil – loving, and Anthropos – mankind

C. 1600, from late Latin and Greek philanthropia meaning “kindness, humanity, benevolence, love to mankind” and from philanthropos (adj) “loving mankind, useful to man”

From Wikipedia

“Philanthropy etymologically means “love of humanity” in the sense of caring, nourishing, developing and enhancing “what it is to be human” on both the benefactors and beneficiaries’ parts. The most conventional modern definition is private initiatives, for public good, focusing on quality of life”.

A **philanthropist** is a person who donates time, money, experience, skills or talent to help create a better world.

Anyone can be a philanthropist, regardless of status or net worth.

Since the 1980’s women worldwide have emerged on the philanthropic landscape as a visible and bold presence. They are changing the face of philanthropy, having an impact and transforming society in their own way.

There has been little known about women’s attitudes and motivations for giving and there is much to learn and understand. Furthermore, examining how they were introduced to philanthropy, their approach to giving and how they involve others in their decisions is necessary to develop a deeper understanding of their role and impact in Australian philanthropy.

Women’s philanthropy is now a topic of discussion for several reasons.

1. Most research in the past only looked at men’s giving
2. Research shows us that women’s giving has always been present albeit silent
3. Women have a strong presence in the work force and are therefore making independent decisions on where to contribute their time and money
4. Women drive most economic indicators
5. Statistically women outlive men and therefore have the final say in how their assets are distributed.

The culture of philanthropy in Australia is much different than that of the USA or England, however according to the World Giving Index in 2018, Australia is the second most generous country in the world.

But philanthropy is changing, and women and Millennials are leading the way. In the course of a few months, Ms. MacKenzie Scott turned traditional philanthropy on its head. Whereas multi billion foundations like Bloomberg Philanthropies and the Bill and Melinda Gates Foundation have fancy headquarters, Ms. Scott’s operation has no known address or even website. She refers to a “team of advisers” rather than a large dedicated staff. By disbursing her money quickly and without much hoopla, Ms. Scott has pushed the focus away from the giver and onto the nonprofits she is trying to help.

“If you look at the motivations for the way women engage in philanthropy versus the ways that men engage in philanthropy, there’s much more ego involved in the man, it’s much more transactional, it’s much more status driven,” said Debra Mesch, a professor at the Women’s Philanthropy Institute at Indiana University. “Women don’t like to splash their names on buildings, in general.”

Ms Scott announced donations of US\$1.7 billion to 116 organisations in 2020 as she unveiled her latest round of philanthropy through a post on social media.

She highlighted that she made “unsolicited and unexpected gifts given with full trust and no strings attached.” Such strings are a mainstay of modern philanthropy: onerous grant proposals and nerve-racking site visits, followed by reports on the variety of performance benchmarks that charities are required to meet to keep the money flowing.

A recent giving report found that wealthy Australians were significantly more charitable than commonly thought and gave away a much higher proportion of their income than the general population. We often look to the USA and England to understand trends in philanthropy and potential implications for our country. The average Australian wouldn't define their giving or volunteer work as philanthropy as it is not something that is widely discussed, and it is thought of something that describes the ultra-wealthy.

History tells us that Australian women showed their philanthropic side by volunteering for charities as there were no formal structures set up in Australia for private philanthropy. We've witnessed women's role in society evolve and change over time. Traditionally women looked after the house, the family and the community and didn't have any role in earning. Many 19th century Australian women philanthropists were born in England and were influenced by the well-established traditions of philanthropy; and in response they volunteered and held charity fundraisers in their homes. By the 20th century these women were well established in Australia and carried on their charitable work. But WWII changed everything. Women had the opportunity for employment and gained some control of money. Now women are marrying later, having less children, are pursuing higher education and working full time therefore changing their relationship with money and how they use it.

Women now have a voice and households are no longer male dominated. Gender roles are merging as men take a more active role in child rearing and both genders are making decisions both independently and together.

Today Australian women are charged with the decision making and distribution of millions of philanthropic dollars. Women control 85% of household spending and they have an increased focus on having an impact in the community by their philanthropic efforts.

Philanthropy Australia, originally known as The Australian Association of Philanthropy was founded by two women: Pat Feilman (Executive Secretary of The Ian Potter Foundation 1964-2001) and Meriel Wilmot (Executive Officer of The Myer Foundation 1961-1982) leading the drive and subsequently coming to be known as "The Godmothers" of the AAP.

We are living amid the largest intergenerational wealth transfer in history. Over the coming years trillions of dollars are expected to be passed from the baby-boomers to younger generations and women will play a key role in that wealth transfer. According to Philanthropy Australia, there is an unprecedented opportunity to harness \$2.6 trillion in intergenerational wealth that will be passed from baby boomers to their children in the next two decades. To strengthen philanthropy's critical role in Australian society, Philanthropy Australia has led the development of a Blueprint which outlines how the philanthropic, not-for-profit, business and government sectors can work together to double structured giving by 2030.

Gender matters in philanthropy. It's not a bad thing that there are gender differences between men and women's philanthropy. After all gender differences in men and women are prevalent in all parts of our lives, so why not philanthropy. Men and women have different motivations and patterns of giving and have different relationships with money. Women are leveraging their resources and family to make the changes they want to see in the community.

As men were traditionally the breadwinners and seen as the decision makers it makes sense that charities focused their attention on approaching men and that the men where the ones being hailed as the philanthropists. But as society changes charities need to change with it and adjust their cultivation strategies. But it is not enough to just shift who they ask; they need to understand what motivates and inspires women to give so they know how to ask.

The research specifically sought to discover:

- If women's influence in philanthropy is increasing
- If volunteering for an organisation is a first entry before giving or do they give low level gifts if they are interested in an organisation and then get more involved (i.e. volunteering/on the Board)
- If the 3 Ts are relevant - time, talent, treasure
- If women's giving preferences are aligned or in conflict with their male partners
- What kind of stewardship and recognition they prefer
- What is important for women to know about an organisation or project before giving?
- Are women making philanthropic decisions with others or by themselves
- What areas of charitable interest do women find the most important to them
- Who inspired their giving
- Who or what influences their giving
- Do they talk about their giving to others
- Are their families aware of their giving priorities
- What influence do they want to have with their giving
- What is the point of engagement for women from not giving to giving
- What is their understanding of the word "philanthropy"



It would be remiss not to acknowledge and celebrate the women who have demonstrated and lead by example to assist in developing the culture of philanthropy in Australia. This list only touches on a few and is, by far, not completed.

Ahaniera Akram
Susan Alberti, AC
Mary Sophia Alston
Betty Amsden, AO
Dame Jacobena Angliss, DBE
Elizabeth Austin
Editha Olga Bailey, OBE
Alice Baker
Celeste Barber
Belinda Bardas
Sandra Bardas, OAM
Mary Josephine Bedford
Eva Besen, AO
Janet Biddlecombe
Barbara Blackman, AO
Anne Fraser Bon
Fanny Breckler
Ivy Brookes
Dame Mable Brookes, DBE
Elizabeth Burchill, OAM
Dame Rita Buxton, DBE
Jan Cameron, CNZM
Elizabeth Cham
Muriel Chase
Christine Christian, AO
Caroline Emily Clark
Lady Janet Clarke
Margaret Turner Clarke

Annie Cohen
Carola Cohn
Ola Cohn
Barbara Collie
Alice Collier
Annette Collier
Edith Collier
Elizabeth Cousins, AM
Dura Dara
Marilyn Darling, AC
Sarah Davies, AM
Dr Dame Joyce Daws, DBE
Pattie Deakin, CBE
Emily Dobson
Lady Mary Downer
Rose Downer, AM
Margaret Doyle
Mary Fairfax, AC, OBE
Julia Farr
Patricia Feilman, AM
Dr Nicola Forrest
Fay Fuller
Dame Phyllis Frost, AC, DBE
Rhonda Galbally, AC
Pauline Gandel, AO
Pamela Galli, AO
Louise Gourlay, AM
Ginny Green

Mary Harriett Griffith
Glynde Griffiths
Leanna Grollo
Lucy Gullett
Deborah Vernon Hackett
Eliza Hall
Deborah Halpern
Jane Hanson, AO
Louise Hanson-Dyer
Eliza Marsden Hassall
Connie Johnson, OAM
Frances Keith Sheridan
Janine Kirk, AM, AO,
Ulrike Klein, AO
Bindy Koadlow
Ellen Koshland
Elle Macpherson
Eve Mahlab, AO
Karen Mahlab, AM
Amanda Martin, OAM
Mary Emelia Mayne
Sonia McMahon
Sam Meers, AO
Naomi Milgram, AC
Lindy Morrison, OAM
Dame Elisabeth Murdoch, AC,
DBE
Dame Margery Merlyn Myer,
DBE

Maria Myers, AC
Judith Neilson, AM
Gretel Packer, AM
Roslyn Packer, AC
Ann Peacock
Elizabeth Perron
Una Porter
Lady Primrose Potter, AC
Jeanne Pratt
Julie Raffe
Mary Raine
Vera Ramaciotti, CBE
Diane Ramsay
Mary Reibey
Julie Reilly

Jill Reichstein, OAM
Susan Schardt
Helen Macpherson Schutt
Mrs. Alexandra Seager
Associate Professor Wendy Scaife
Angela Scanlon
Carol Schwartz, AO
Winifred Violet Scott
Loti Smorgon, AO
Fleur Spitzer
Marcela Del Sol
Lady Marigold Southey, AC
Dame Hilda Stevenson, DBE
Georgina Sweet

Matilda Thompson
Wendy Toulmin, AM
Kay Van Norton Poche
Vicki Vidor, OAM
Sylvia Viertel
Susan Wakil, AO
Dame Eadith Walker, DBE
Elizabeth Ward
Marion Webster, OAM
Angela Wheelton, OAM
Meriel Wilmot
Lady Mary Windeyer
Sheila Woodcock
Rhonda Wyllie

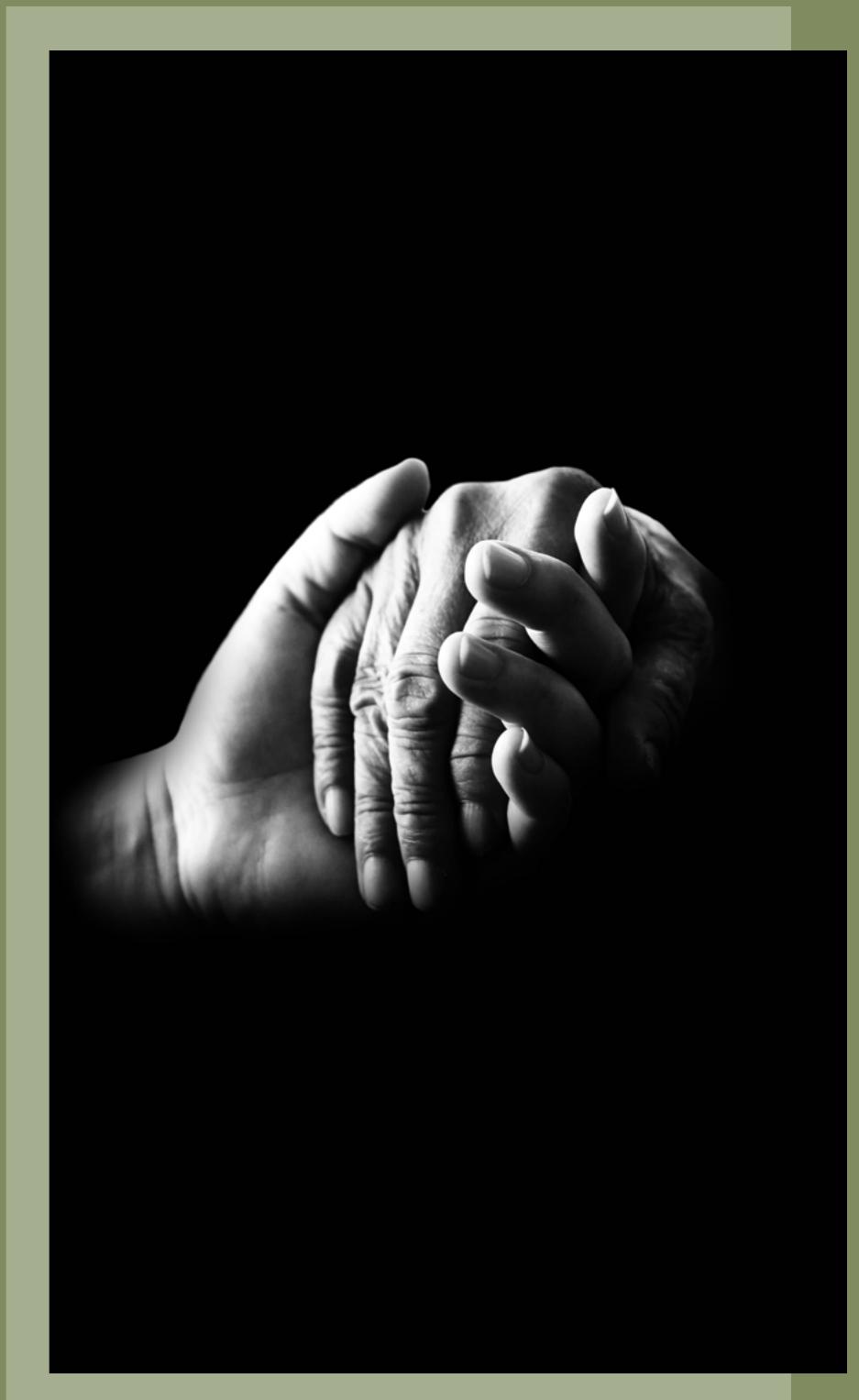


Research Questions

This study addresses the following to understand the landscape of the role and influence women are having in Australian philanthropy and their attitudes towards giving.

1. How do you define philanthropy?
2. What is your first memory of anything relating to philanthropy?
3. How do you feel about the word philanthropy?
4. How were you introduced to philanthropy?
5. When did you form your attitudes about philanthropy? Are they firm or evolving?
6. What does it mean to be a philanthropist to you?
7. What role do the female family members have on your philanthropic decisions?
8. How do you make your philanthropic decisions? What influence do you have on those decisions?
9. What do you want your family to learn from your giving?
10. Do you volunteer your time?
11. Do you serve on a not-for-profit board?
12. What must an organisation do / show you to cultivate your interest?
13. At what stage did you get involved in your family philanthropy? Set up/Recent?
14. How many years have you been giving?
15. What are your motivations for giving to a charity?
16. What types of gifts do you normally give: cash/shares/pledges/in kind?
17. What areas of giving do you direct your philanthropy to?
18. What's the best thing you've done in philanthropy (your proudest moment)?
19. Do giving circles attract you because they are female based?
20. Is there a female philanthropist that you admire?

To answer these questions over 100 Australian women participated in an online survey, 15 women participated in a focus group, and 25 women participated in one-on-one interviews and all data was subsequently analysed. Over 100 couples also participated in engagement discussions in terms of their interests and giving (these results are not reflected in the statistics). Several other discussions were held with former heads of private family foundations to uncover the dynamics in philanthropic decision making.



Background

According to Sondra Shaw-Hardy and Martha A Taylor in their book "Women in Philanthropy: Boldly shaping a Better World" one must consider these gender differences when engaging women as donors."

- Women want to see the big picture
- Women relate to causes through stories
- Women want their gift to bring about change and make a difference
- Women use conversation to get to know one another better
- The cause is more important to women than who is asking
- Women multitask and want details
- It may take women a while to decide
- Being properly credited for the gift is extremely important to women
- Women want opportunities to be engaged with organisations – to volunteer
- Keep a woman informed, and you can count on her loyalty
- Women are interested in the potential impact of their bequests
- Women are more inclined than men to support global causes.

Before we dive into the role and influence women in Australia have had in the community, we must first understand the psychology behind women's attitudes towards money and authority. According to the Lilly School of Philanthropy's Engaging Women as Donor course, women's giving according to the generation they belong to is very important to understand.

	Pre 1946	Baby Boomers	Generation X	Millennials
Outlook	Practical	Optimistic	Sceptical	Hopeful
Work Ethic	Dedicated	Driven	Balanced	Determined
View of Authority	Respectful	Love/Hate	Unimpressed	Polite
Leadership By	Hierarchy	Consensus	Competence	Pulling Together
Relationships	Personal Sacrifice	Personal Gratification	Reluctant to Commit	Inclusive
Turn Offs	Vulgarity	Political Incorrectness	Cliche, Hype	Promiscuity

Women generally have two views on money:

Guardianship

Women see their role as being one of the protectors of the resources entrusted to them - either for their future needs, or for those of the next generation who will inherit it.

Ownership

Women are financially literate with a clear understanding of their worth in earned dollars. They are confident that wealth is not a finite source.

Women have two thought processes on giving away money:

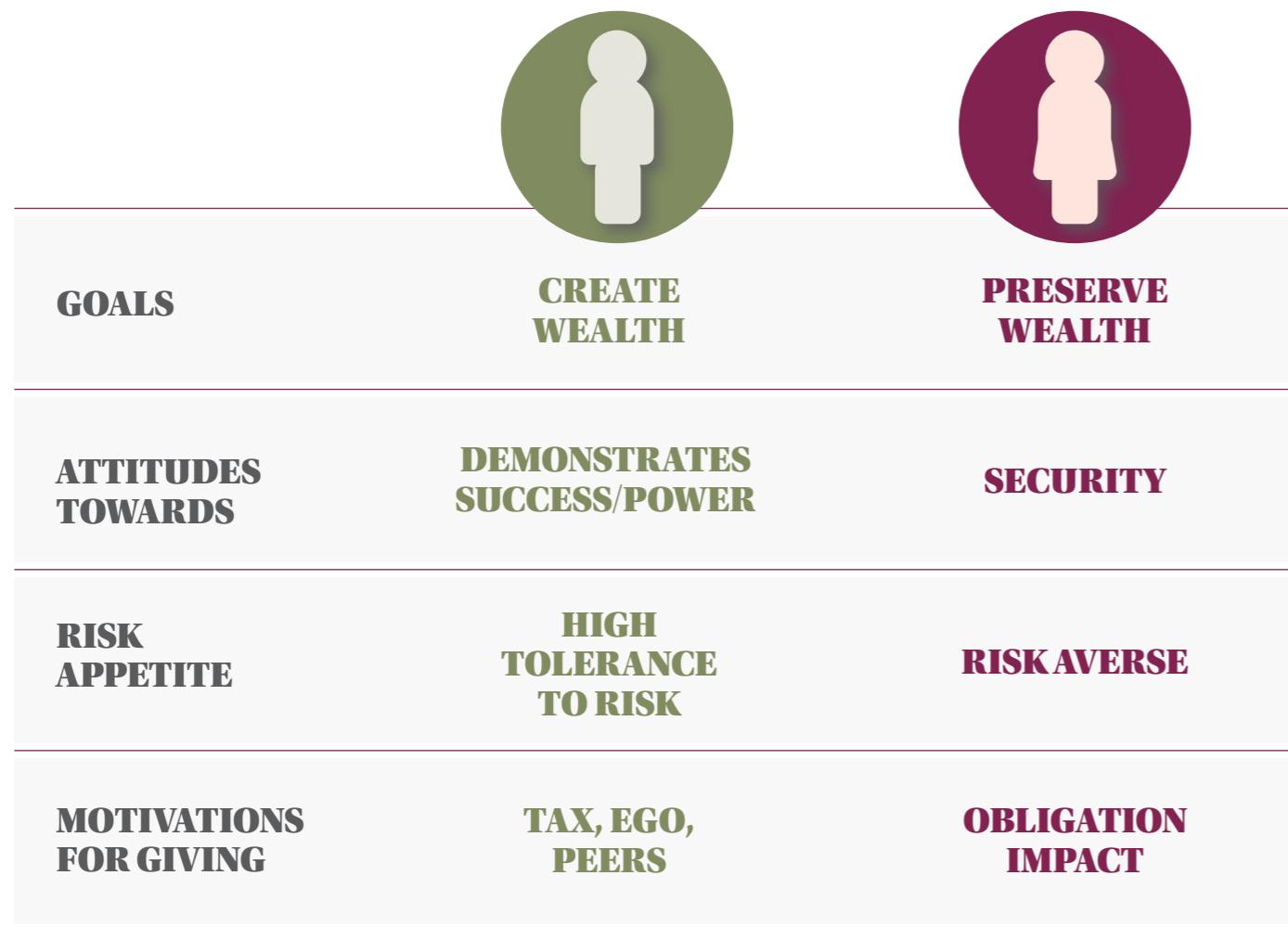
Unstrategic

This was found amongst very affluent Australians who practiced traditional philanthropy in the 1800s and 1900s.

Strategic

More modern philanthropy demonstrated by Australian women is strategic as they are looking to be involved, gain insight and be a part of the impact story. They also have well defined areas of interest.

Differences between the genders:

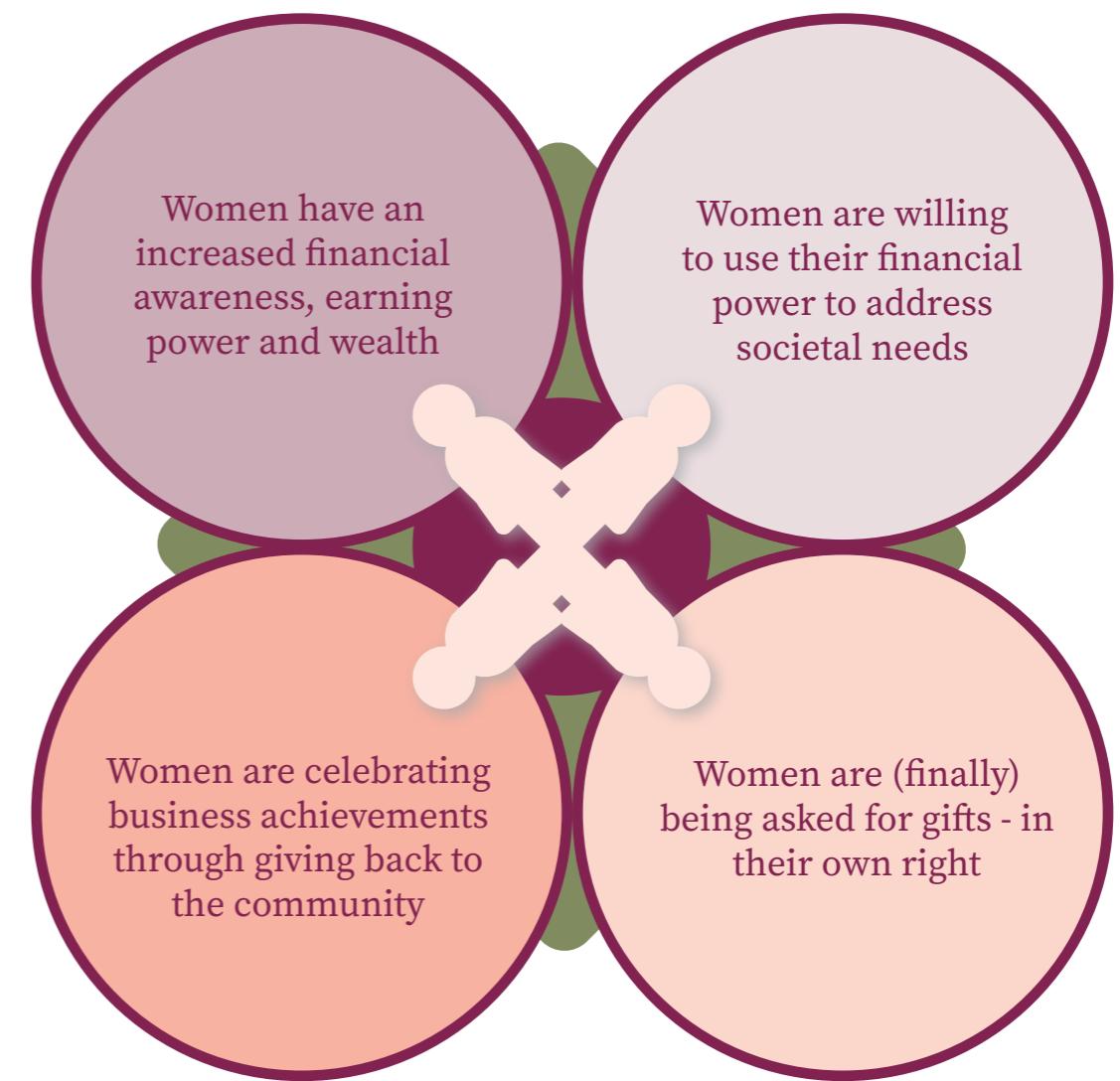


Research by the Lilly School of Philanthropy in 2021, states that women want a relationship with a charity when giving whilst their male counterparts practice more transactional giving. With men it is important who "asks" but with women the cause and the impact are more important than who asks.

Several studies show vast differences in women's and men's brains and behaviours. For example, the University of Pennsylvania researcher says women want to look at all sides of the problem or solution: from both the left and right side of the brain. They want to see the big picture not just part of it. Therefore, one must recognise

the communication differences between the genders and be aware of them when putting together cultivation and solicitation strategies. Women most likely will not only want the facts but will want to participate in creatively finding a solution.

Current trends in women's philanthropy:



In Australia, women have played a quiet, humble yet influential role in philanthropy. Their philanthropy has been private and remained a topic only within their families. Women are collaborative and have a biological understanding of helping and looking after the community. This research shows that most women are collaborating with their partners and/or families when making their giving decisions.

With the emergence of Giving Circles in Australia, women are slowly coming together collectively to make a bigger impact in the community with their giving and to talk about philanthropy in general. Collective Giving is a great introduction to the

world of philanthropy, with participation in some models starting at \$100, and the Impact100 formats normally at \$1000.

It's an opportunity to learn more about the field, engage in discussion about critical social issues, and get to intimately know the not-for-profits the group supports. At the same time, donors know their funds are going much further than they might do so alone, through the leverage of the group. Collective Giving, primarily through Giving Circles, has been active in the USA for many years, but its recent introduction into Australia is seeing it popular with over 16 Giving Circles already active across Australia.



Study Methods

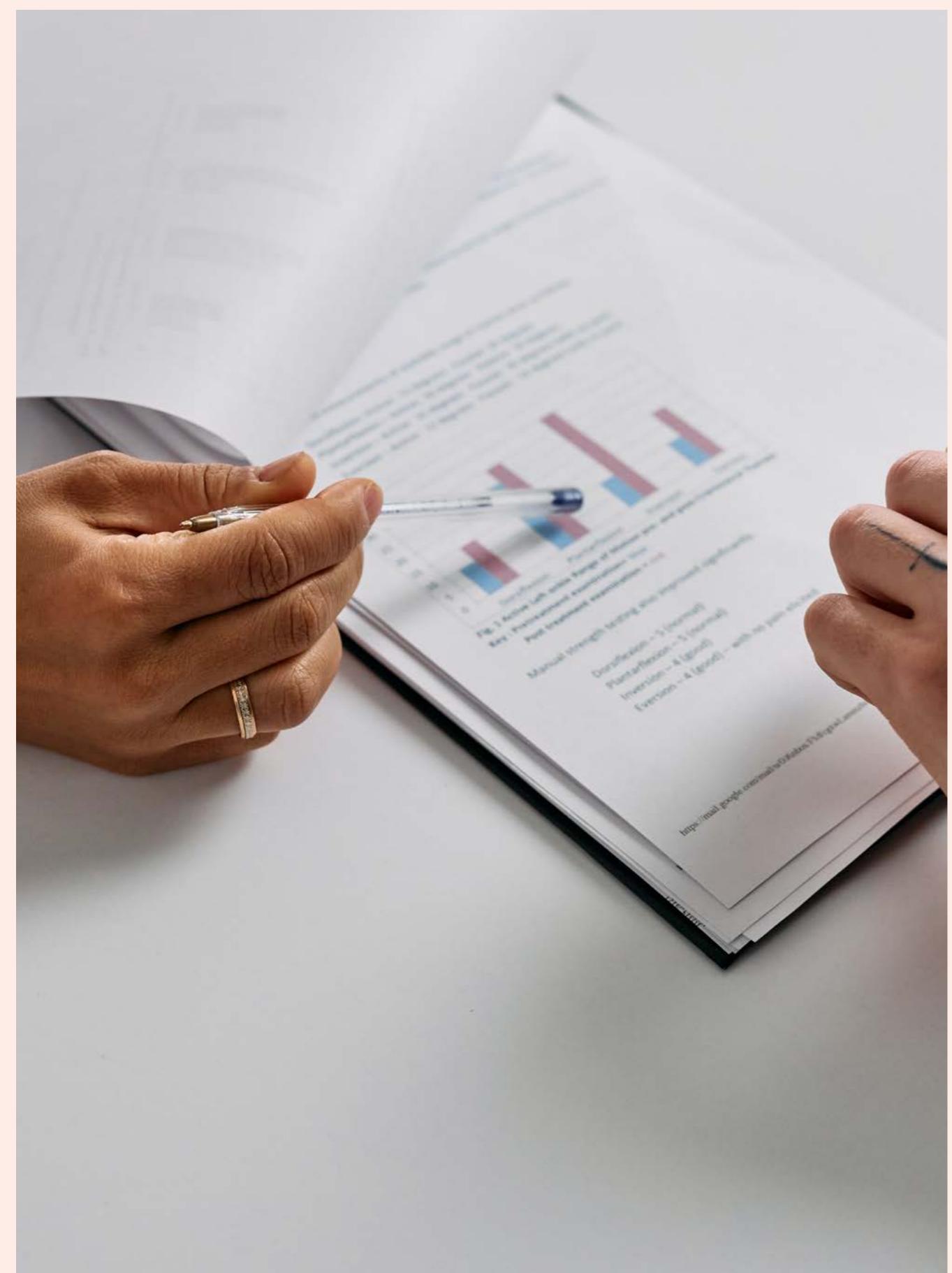
Having attended the IUPUI Lilly School of Philanthropy's Engaging Women as Donors course, I pondered how the research results would translate within the Australian culture of philanthropy. Over the past three years I have studied and conducted a wide range of theoretical and applied research. I reviewed the literature on women's giving and trends, consulted experts, interviewed couples and individual women (some known and unknown) and carried out research via surveys and focus groups.

There is a vast amount of psychology that is behind understanding women's attitudes and motivations for giving. This gender-based research and knowledge would apply anywhere in the world. However, during the interviews and discussions I was able to educate women on what it truly means to be a philanthropist and to encourage them to talk more about their philanthropic involvement and achievements.

Descriptive statistics are provided to supplement qualitative data, add context, and support the findings.

Data Collection: Data was gathered by several methods. Surveys were sent out via email, social media and through women's groups and giving circles. Focus groups were conducted with female executives and CEO's of Trusts and Foundations; and one on one interviews were held with known and unknown women in Australia to discuss their views and attitudes on philanthropy.

ATO and Giving data was analysed relating women's role in the workforce and economic indicators.



Data Analysis

Prior to developing the survey, I met with 112 couples to discuss and explore their level of satisfaction with their relationship with a particular organisation; how involved were they; why they donated and who made the giving decisions. Out of the 112 couples 92% advised that the organisation should correspond with the female partner as she made the decisions and would advise the family appropriately.

In 2017–18, 2.19 million males (29.79 per cent of Australian male taxpayers) claimed tax-deductible donations to DGRs, amounting to \$2.15 billion. This represents 57.31% of the total value of tax-deductible donations claimed in 2017–18. A total of 2.24 million females (32.29% of Australian female taxpayers) claimed tax-deductible donations to DGRs in 2017–18, totalling \$1.60 billion.

On average, however, female Australian taxpayers who claimed donations to DGRs gave a slightly higher percentage of their income – 0.46% to 0.41% for Australian males.

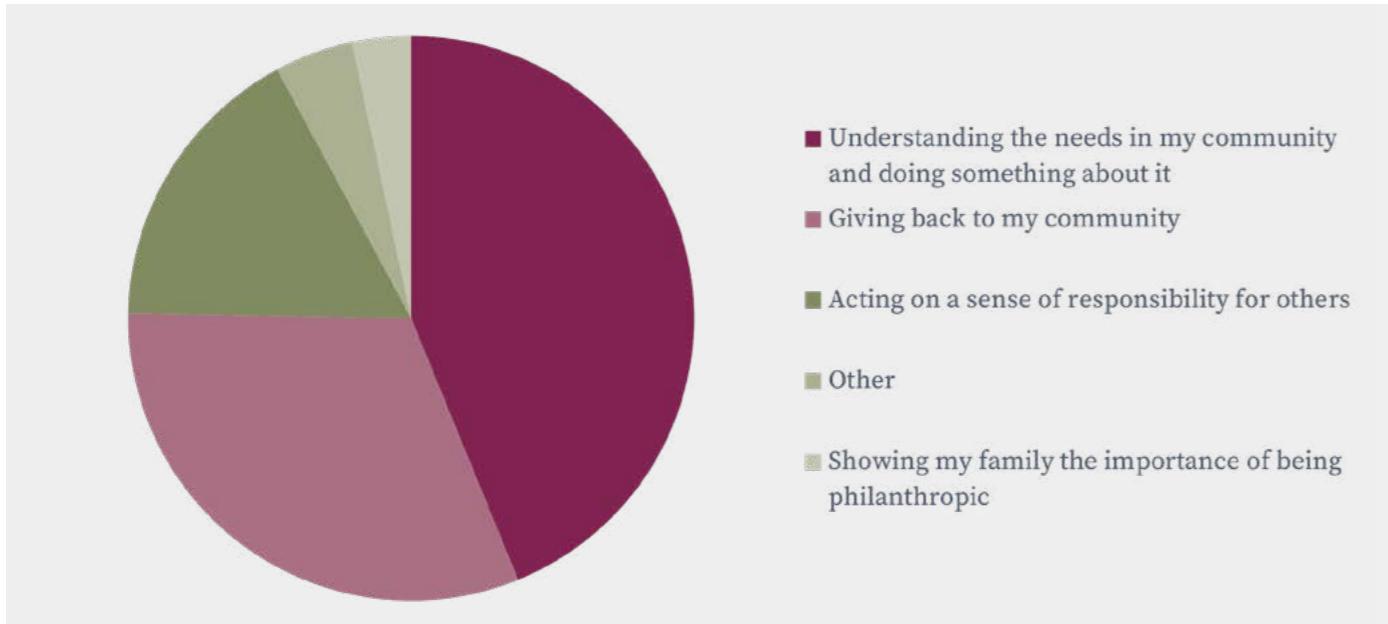
It should be noted that on average, females outlive males and therefore make the final decisions when it comes to their estate.

	Male	Female
Number of People	2.19 million	2.24 million
% of Taxpayers	29.79%	32.29%
Total Amount Donated	\$2.15 billion	\$1.60 billion
Average Donation	\$982.39	\$712.64
Average % of Income	0.41%	0.46%

According to the JB Were Philanthropic Teams Support Report in 2018 there is a significant difference in giving related to both age and gender. Across all age groups, a greater proportion of females make tax deductible donations compared to males. Also, at most ages, females donate a little more of their taxable income. The patterns of giving with age also show that the proportion who donate reaches near a plateau from 25 years of age with an absolute peak at 55-59. In terms of the proportion of income given there is a steady increase up to age 65, after which there is very significant increase.

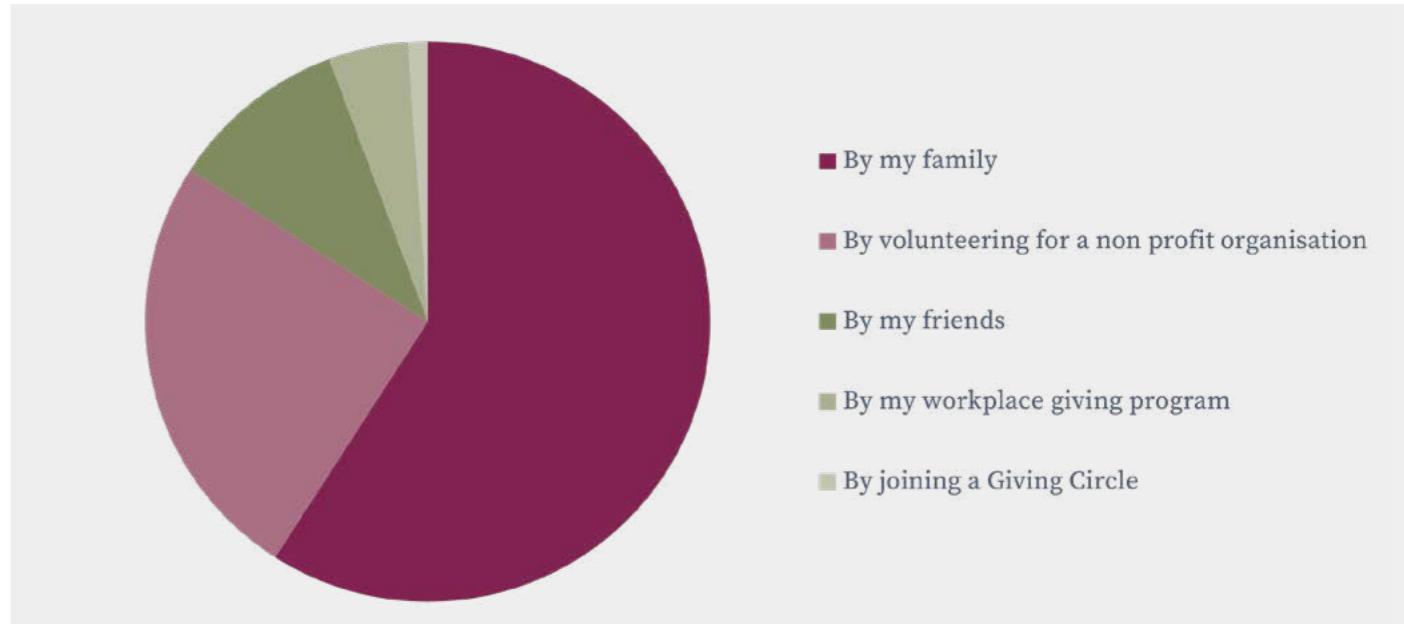
What does it mean to be a “philanthropist” to you?

The research indicated that participants overwhelming felt that philanthropy was about giving back to the community and teaching their family the importance of looking after others who are in need.



How were you introduced to philanthropy?

An overwhelming majority of Australian women who were surveyed indicated they were introduced to philanthropy by their families. An interesting finding was a large portion of those who were interviewed indicated that they modelled the giving behaviours of their grandmothers and mothers.



Sample comments:

- Creating a more level playing field
- Supports religious values
- Would never think of myself as a philanthropist
- Social justice
- Part of being a good citizen
- To give back; to help others
- Uncomfortable – don’t like the label
- I’m not a philanthropist – I don’t have enough money to be a philanthropist
- Feel really good about it
- Using my skills and means for the greater good
- I like it. Makes me feel proud.
- To build relationships
- Wouldn’t describe myself as a philanthropist
- Being kind and generous
- Shows we are grateful for what we have by giving
- Giving of the 3 Ts
- Makes me feel ownership
- Believe giving should be anonymous
- A heart thing but business decision
- We are very fortunate and feel a responsibility to help others less fortunate
- Don’t like to be called a philanthropist
- Don’t mind being called a philanthropist when it carries weight
- Rewarding
- Passionate to make change
- Community conscious
- Believing in other people

Sample comments:

- Direct mail by various charities
- Working in Philanthropy
- Social justice programs while in school
- Upbringing instilled a passion for social justice and the need to give back
- Activated after losing a loved one in our family
- Upbringing instilled humanitarian ethos
- Through another woman at a work function
- Church
- Family/Parents
- Girl Guides
- Others generosity to us as a family had a big impact
- Random acts of kindness
- Volunteer work
- As a small child was taught you can always give no matter how much or how little you have
- Always been a part of my life but never thought of it as philanthropy
- Grandmother and Mother
- Spouse’s family
- Jewish values
- Working as a CEO
- Injustices motivated me to do something

How do you feel about the word philanthropy?

Most participants didn't understand that philanthropy is the giving of time, talent and treasure and expressed that they did not feel they were philanthropists. They felt being a "philanthropist" was reserved for the ultra-wealthy and elite. The Australian culture is to look after others and to help when and where you can but this isn't viewed as philanthropy.

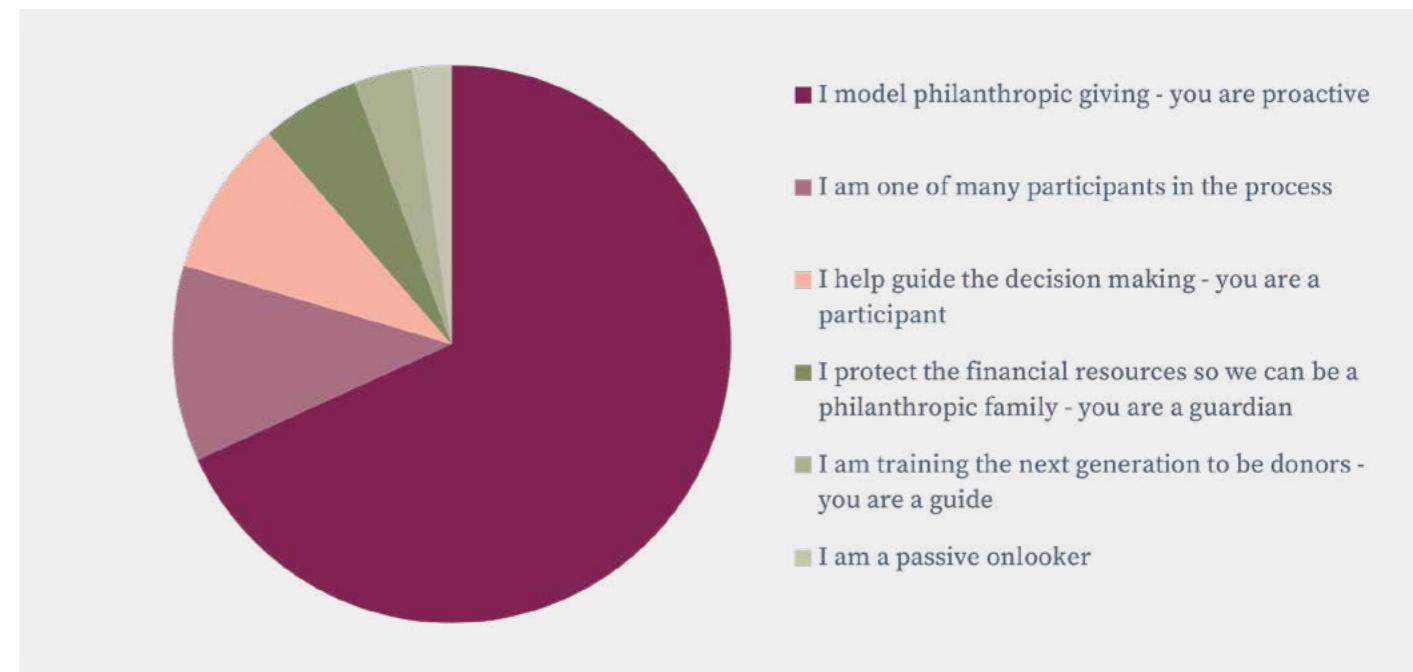
Sample comments:

- Snobby word – better than anyone else
- Not a word people relate to
- Positive energy
- Needs to be more of a common word
- Don't use it in Australia; not a word I come across often
- For the rich to name buildings
- Prefer the word to mean the greater good rather than fundraising
- Power of the people to make them feel good about giving back
- Nice to be involved in philanthropy
- It's all about the money
- Love the idea of supporting others
- Most people don't understand the word
- Women are quiet about their giving because it's not about ego for them
- Elitist
- Not accessible to everyone
- Prefer "giving"
- Hierarchical
- Could be a game changer
- Only money, not time and talent
- White male privilege throwing money at problems not being solved
- Patriarchal feel to it
- Divides the classes
- Slightly negative connotation
- Big word for something simple
- Feels it is the normal thing to do
- Selflessness

As a woman, what role do you play in your family's philanthropic decisions?

USA Stats according to Women Give 2021 IUPUI Women's Philanthropy Institute: 61.5% of households make giving decision together down from 73.4%; 15.3% of women decide; 12.1% the man decides and 11% make decisions separately.

Results according to this study indicate that Australian women are modelling and leading philanthropic decision making in their households.

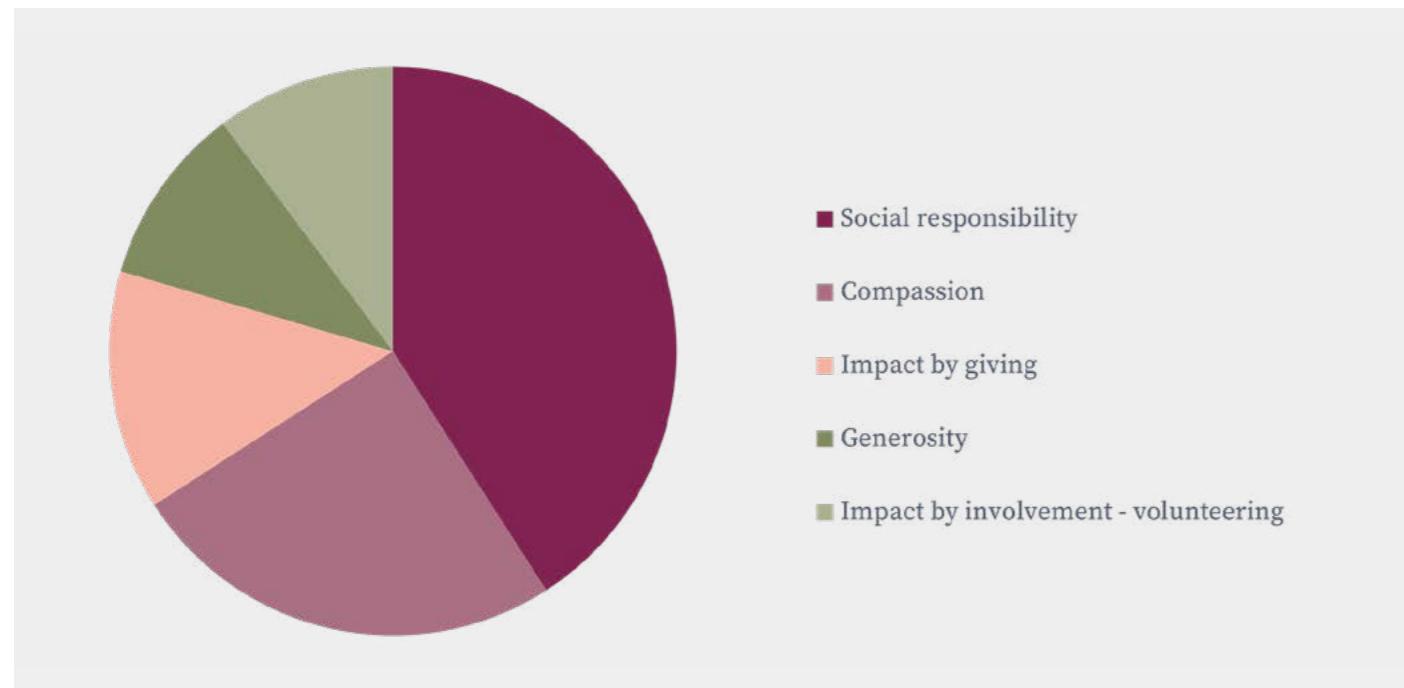


Sample comments:

- Modelling giving for my children; however they are free to follow their own interests when it comes to social issues and philanthropy.
- Equal say
- Driving force
- Meet with organisations/do research/bring info back to the family to be involved with the decision
- Motivator
- Encourage people to stretch themselves in their giving
- Instigate conversation
- Making sure everyone is involved

What do you want your family to learn from your philanthropy?

Australian women overwhelming expressed that they feel philanthropy is giving back to the community and looking after those who aren't as fortunate as them. One participant indicated that her grandmother and mother felt no matter how little you might have you always have more than someone else. Participants in the study want their family to learn social responsibility, compassion and generosity and not to be selfish.



Sample comments:

- Social justice
- I'd like my family to learn the different ways one can give back
- Setting a good example
- Not to be selfish
- That everyone can make a difference
- To make a difference
- To be grateful for what they have
- Other people and causes are more important than us
- To think of others
- Want children to be community minded
- That it's just not about giving money
- Want them to be strong in their identity but show care and kindness and empathy to others
- Work out where they fit in the world and how they can help others
- We are called to advocate for others
- To always be generous for no reason
- It should be a part of everyday life
- Makes conversations with others richer
- Everyone should have a voice
- The importance of giving to those less fortunate with understanding
- That they should give a portion of their income to charity
- That no matter how little you have you should always have something for someone else
- There is a lot of need in the world.
- To be kinder more empathetic individuals
- To continue what I am doing
- Money is only good if you give it to someone else
- Find something that is meaningful to you
- Don't talk about it with family
- To be thoughtful, caring and generous
- To give but how they want
- Good bonding experience for the family to talk about the issues and how to solve them
- To understand we have enough to share

Do you volunteer your time for an NFP?

According to a report in 2019 by Volunteering Australia, the rate of volunteering through an organisation has declined over time. For people aged 18 years and over, the rate has declined from 36.2% in 2010 to 28.8% in 2019. Both men and women are volunteering less. However, the decline is most evident for women, whose rate decreased from 38.1% in 2010 to 28.1% in 2019.

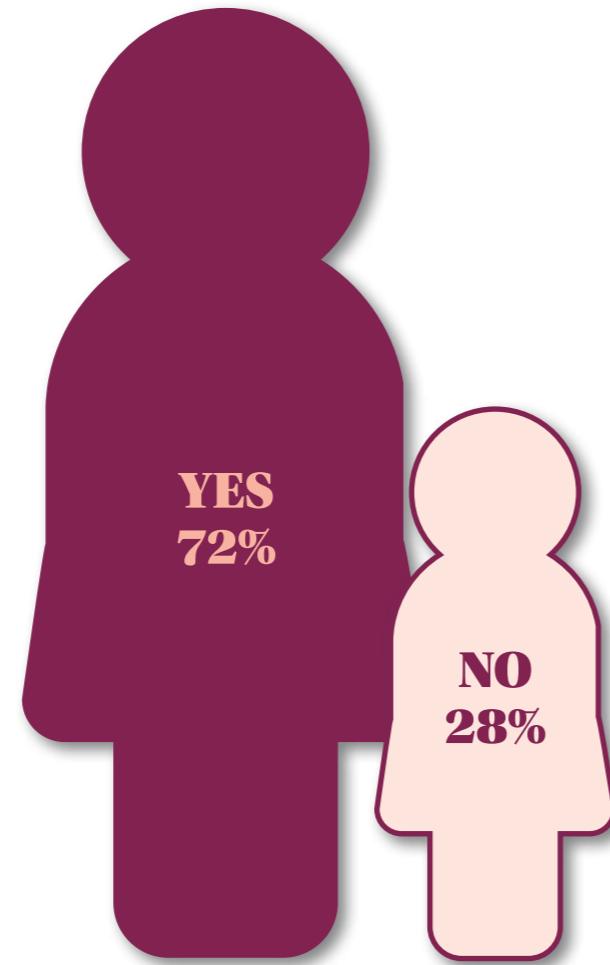
Women volunteer more commonly than men (36% compared to 32%), but among full-time workers, men were more likely to volunteer (34%) than women (33%). However, 55% of employed women worked part-time, and among these women, 47% were doing voluntary work.

Individuals between the **ages** of 35 and 54 are the most likely to **volunteer** their time according to The Bureau of Labor Statistics. **Volunteers** are worth on average \$24.14 an hour according to an Independent Sector Study.

The results of this research shows that nearly 90% of women who participated volunteer for NFPs in some form.

Sample organisations:

- Schools
- Clubs
- Church
- Salvation Army
- Animal rescue
- Homelessness
- Community Projects
- CFA
- Social Housing
- SisterWorks
- MWF
- Royal Botanic Gardens
- Royal Melbourne Hospital
- Children's Health
- Community run programs
- Sacred Heart Mission
- FairShare
- KoalaKids



Do you serve on a Charity Board?

Whilst women volunteer their time more than men, a large portion of them do not sit on NFP Boards.

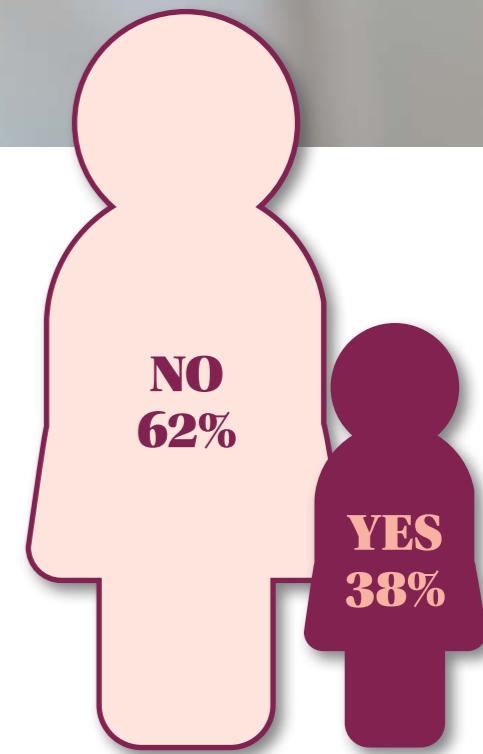
According to the Australian Government Gender Workplace Statistics in 2021:

- Women hold 14.6% of chair positions and 28.1% of directorships, and represent 18.3% of CEOs and 32.5% of key management personnel
- 30.2% of boards and governing bodies have no female directors. By contrast, only 0.4% had no male directors.



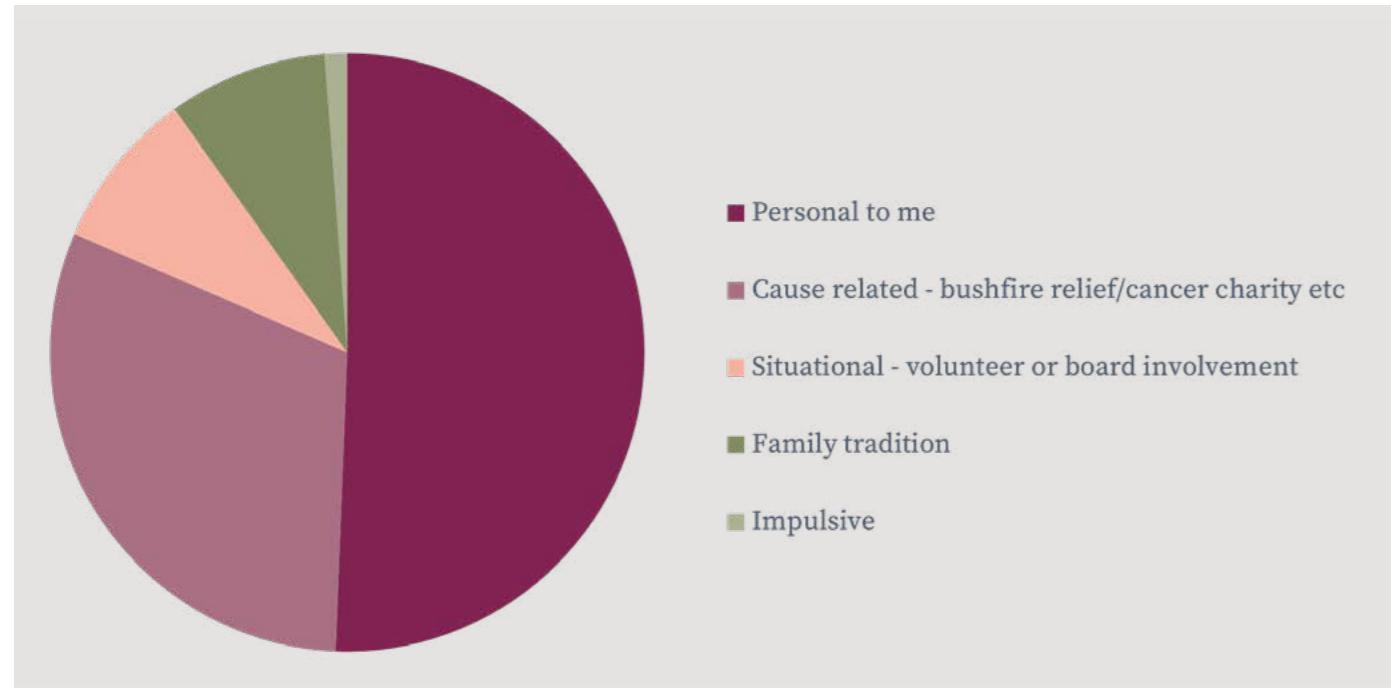
Sample comments:

- School Board
- University Board
- School Foundation Board
- Community Organisation
- Environmental
- Sporting
- Social Welfare
- Children and Health
- Industry Association
- Aged Care



What are your motivations for giving?

An interesting result is that Australian women are most likely to give to causes that are personal to them or are the result of a crisis.



Sample comments:

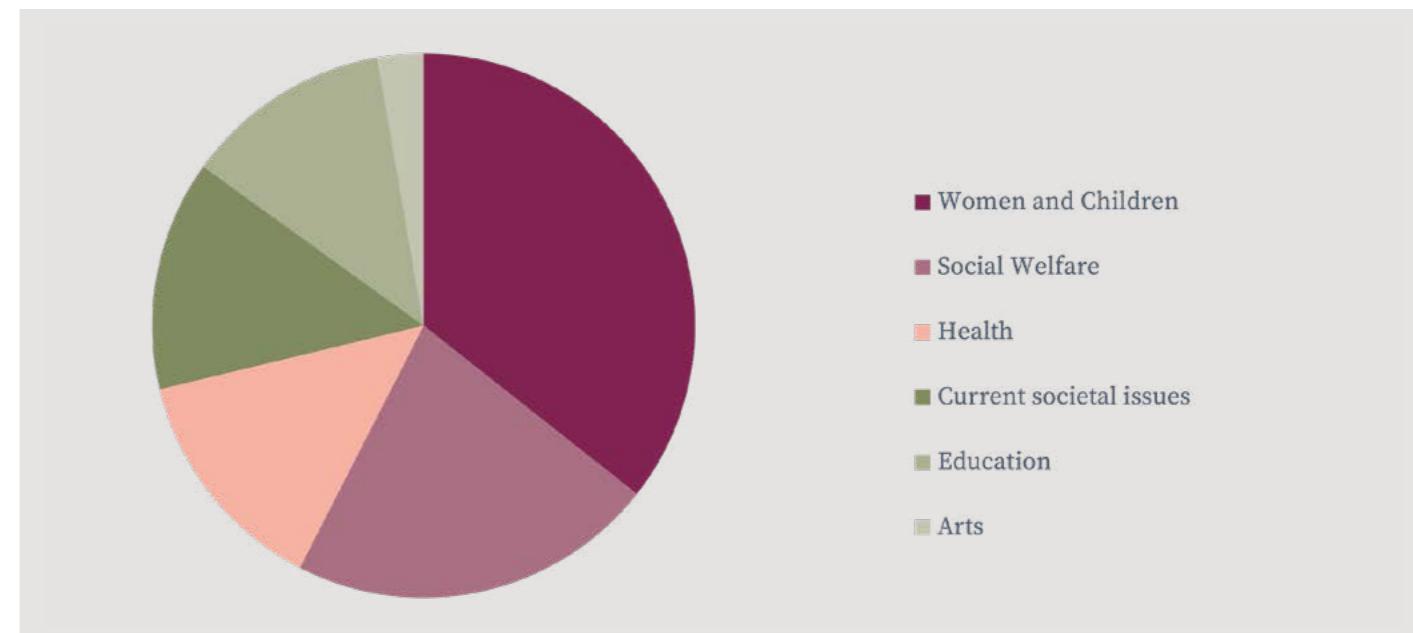
- Both family tradition, situational and cause related impact, areas that may be because of knowledge from community I live in
- I look at what is being funded already and what is needed and what can have the most impact but I also will fund for cause e.g. bushfire if long-term and it is a family tradition, so all of the above
- Personal to me but also essential to all
- Because if we want change time alone isn't enough. Money is needed to solve most problems
- I see supporting others as important as supporting my family.
- Matches values
- I'm motivated through my strong beliefs in showing compassion for others and being thankful for what I have
- I also respond to causes that I feel have great or urgent need (e.g. bushfire relief)
- Filling a need
- To make a difference
- Gives me purpose
- Feel grounded when giving
- To feel good
- To help others in need
- Emotional
- Standing with others
- Sense of duty and obligation
- A lot of joy in giving
- Personal satisfaction knowing I made a difference
- Joy
- To be disruptive and solve a problem
- Find it stimulating
- Impact

What areas of charitable interest do you direct your giving to?

Women do a lot of research to ensure the charity is having impact and not wasting valuable donations. The women who participated in this study indicated they had specific charities they directed their donations to and were unlikely to stray from that list unless something personal caused them to include another charity.

The top three priorities for women are causes that address: Women and Children; social welfare and health.

According to Australia Giving 2019 Good2Give report, Australian women are more likely to have given to animal welfare (20% vs 13% men).



Sample comments:

- Bush Fire victims
- Environmental
- Specifically, we focus on mental health with a lean towards education
- International aide and development, LGBTQI issues
- Advocacy Youth Justice
- Future Proofing the Gardens
- Welfare of Animals
- Indigenous
- Women and Children
- Lord Mayors Charitable Trust
- The Arts
- Women's Sports
- Refugees and Asylum Seekers
- Mental Health
- Climate Change
- Women's education
- Affordable housing
- Sport
- Health and Fitness
- Medical research
- Scholarships
- Women in trades

What must an organisation do to attract or lose your attention?

Because women are attracted to causes that have a special meaning to them and because they do a lot of research or volunteer their time before they actually give a donation; it takes a lot for a charity to actually lose a female donor once acquired. However, women want a relationship with the charity and aren't focused on statistics. They want to see impact and hear real stories.



Are you attracted to Giving Circles because they are generally female?

A majority of participants were unaware of Giving Circles. Once explained they liked the concept. Giving Circles are still relatively new in Australia.

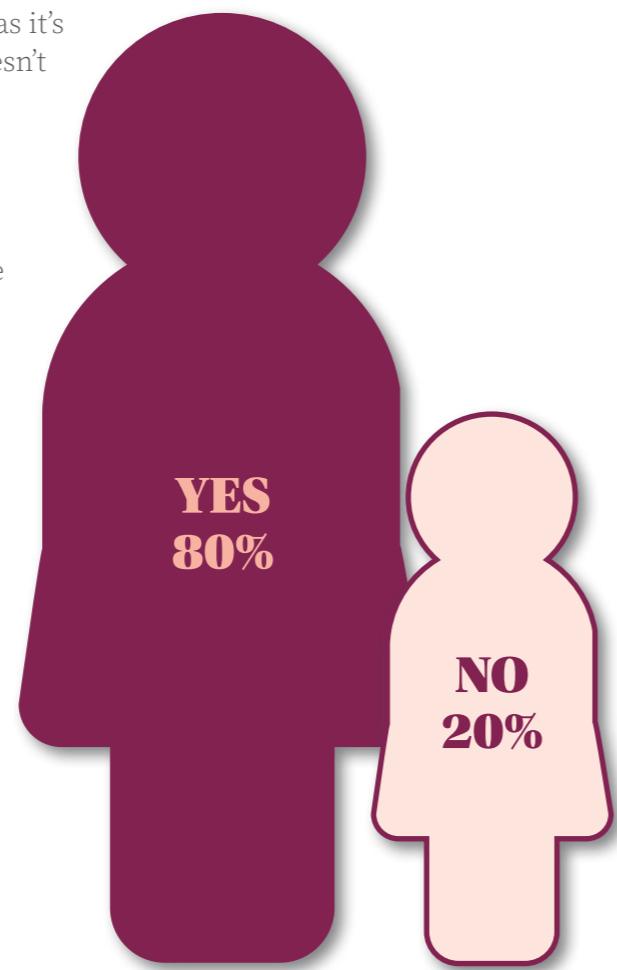
According to the Australian Communities Foundation, the emergence of giving circles has popularised collective giving and encourage participatory philanthropy by inviting people to come together and pool their resources to support a specific cause or community. Members are then usually involved in deciding how the pooled funds will be distributed.

Giving circles also provide an educational or community-building component for their members.

Over time as Giving Circles grow in Australia we may find the “philanthropy” conversation growing and being celebrated more.

Sample comments:

- Not heard of giving circles
- It's the collaborative approach I find attractive
- This is only one of the attractions of giving circles – I also enjoy having involvement in where they money is distributed and hearing the success stories
- I love the concept of the giving circle. The fact that it's women only is the cherry on top as it's warmer, feels more from the heart. It doesn't feel "businesslike" or too corporate.
- The connection with smart like-minded women is a huge bonus
- I like knowing more detail of my giving
- That one's contribution can provide more when added with other funds
- A myriad of shared social benefits and learning
- Increase impact
- Develops a sense of community and purpose
- Love the idea of give where you live

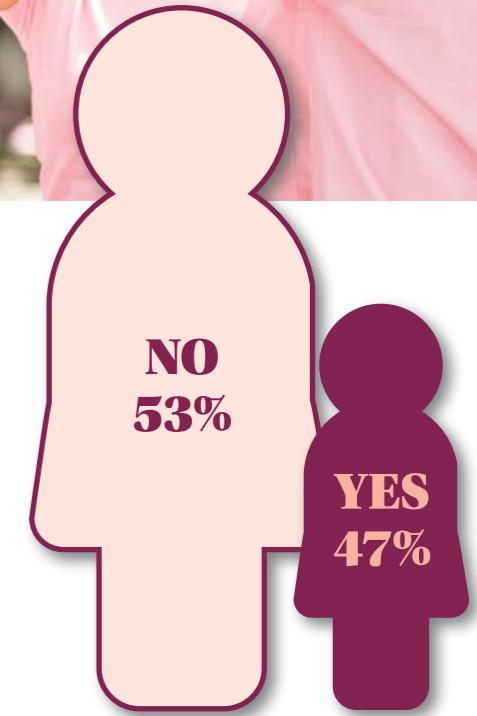


Do Giving Circles attract you because the more members equates to greater impact?

Giving Circles are donor motivated with an aim of growing philanthropy rather than driven by charity sectors. As Giving Circles are mainly volunteer driven and run, 100% of the funds can go to the causes which is a big attraction for donors.

Giving Circles provide an opportunity for engaged philanthropy. Members learn how to be more engaged in their philanthropic decisions; they gain a greater awareness of community needs; increase their giving; and commit to organisations for a longer period.

Giving Circle participants tend to be female with several women only circles.



Study Findings

Australian women's giving is so humble that most women saw it as giving back and looking after others. One could describe it as a moral duty, but it is done with great compassion and empathy. Not an obligation.

Women's understanding and relationship to the word "philanthropy" is that of uncomfortableness. The main view is that philanthropy describes a privileged person being generous rather than it describing everyone trying to do social good. Many study participants didn't understand that philanthropy is the giving of time, talent, and treasure. They equated it only to the giving of large amounts of money. This shows that organisations need to celebrate philanthropy by acknowledging their volunteers and donors and by using the word philanthropy so that everyone becomes more familiar and comfortable with the word itself.

One participant suggested that many people don't want to be associated with the word philanthropist because they will think others will think they are giving only to get something back.

Another stand out in the research is Australian women's role and influence in philanthropy might be quiet and humble, but it is changing the community and the way organisations need to communicate and engage with their donors. Women do not talk about their giving, or even their volunteer work, unless it is to their immediate family or if they are asked directly. Some participants indicated that they wouldn't even know what areas of interest their siblings had. Philanthropy amongst Australian women is kept very private and often goes unnoticed. The Australian culture is not one of flamboyance, so to understand and accept this private, quiet

philanthropy is necessary. But also understand that, as stated earlier, Australia is rated the second most generous country.

Donors have the willingness and capacity, but we must meet them on their terms.

We have choice to either celebrate and educate donors around the meaning of philanthropy or understand that tall poppy syndrome comes into play when using this word.

An interesting finding in this research, which is different to the research from the Lilly School of Philanthropy on American women, is that Australian women don't necessarily volunteer for a charity before they commence their giving. They do however conduct research to ensure the organisation is having an impact and not wasting money on administration.

There are those women that are 80+ years old that will continue to donate to organisations because of their good reputation and because they have always supported them. But organisations must now look at a few factors that will affect fundraising moving forward:

1. Women are driving philanthropic decisions in their households
2. Women will donate based on relationship with the organisation and the impact the organisation has having in the community



3. Women will give to organisations in areas that she has a personal connection to
4. Women do not like waste in organisations.

Women are good at asking questions and are more connected to the community. Australian women put a much more strategic lens and empathy on their giving than their male counterparts. They are not so clinical as they take a deeper investigation into how the money will be used.

When asked about how they make their decisions in giving, most women indicated that it was a joint or family decision but that they brought the causes to the table. This research also looked at some of the well-established wealthy families in Australia where men are at the forefront of recognition. When we deep dive into their decision making it was found that their wives were the driving forces behind those decisions yet stayed in the shadows. Australian women don't want to brag or standout. They prefer their volunteer work and giving to be quiet and impactful. Only a few recognise that by being more public with their giving can they influence and be a model for other women.

An interesting discovery in the conversations was that women are finding their response to direct mail as "guilt giving" if they respond. They feel the organisation has spent money to send them the piece and should at least cover the costs. Most

women who participated in the study have their list of charities they give to and charities are only added when a family member brings a cause to the table or a close friend has a personal situation whereby supporting a charity within that cause will assist.

In speaking with female CEOs of Trusts and Foundations it was stated that even though more and more organisations are appointing women to their Boards, real progress will occur when women are appointed as the Chairs. Women are contributing at a high level and bringing good content and questions to the table and the men around the table are listening. Having women involved on the Board gives a true representation of the population, enables more collaboration, and gives a better understanding of problems in the community as most problems have inequality at its core and women are at the front of this. Women are coming to the table with their own voice.

Giving Circles are still relatively new in Australia and most study participants were not aware of them nor what they do but when explained only a few didn't like the concept. The reason for this was because they wanted to be very private about their giving and to ensure the organisation where the money was going fit their personal passions. Australian women are collaborative with their families on their giving and as they become more comfortable with talking with and collaborating with others outside their families, the number of giving circles will grow.

Case Studies

"My grandmother always gave and taught us that we should conduct random acts of kindness and spoil others for no reason at all. There is always a story of hope."

"My mother worked as a volunteer and was always giving to those in need."

"When I was 8 years old, I overheard my parents talking about giving to an organisation and I gave them some of the money I had saved so they could give it too."

"Growing up we didn't have much but our faith drove my parents to always help others in need."



What is your first memory of anything relating to philanthropy?

What's the best thing you've done in philanthropy (your proudest moment)?

How are you teaching philanthropy to your family?

"Teaching them to always listen and to have an open mind. Change only happens when you get involved but to get involved how they want."

"When the children finished school, we got them involved with the family decisions on our giving. I want them to understand the difference between want and need. Now at Christmas we put a pot in the middle of the table and instead of gifts we each put a charity name in the pot. The one that is drawn out received a donation to the sum of what we would have spent on Christmas gifts. But before names are put in the pot, family members must tell me so that I can pre-vet them to ensure they are having impact and spending money wisely."

"Family and grandchildren are all involved in the decision making. It's a good bonding experience and it teaches everyone how to research an organisation and what to look for and we make decisions together. I want them to make informed decisions."

"I am leading by example."

"I never use the word philanthropy in a family setting, but we talk about how every day you can make a difference in someone's life."

"At Christmas the whole family pools their money and each person makes a pitch for a charitable organisation and then we vote and the winning organisation receives the donation."

"We include the whole family in the strategy of our philanthropic giving and involvement."

"Have stated in my Will that a percentage of my kids' inheritance will be set aside for a ten year period. The interest earned on the capital will be the money they must decide how to give away. Each year they will take turns to decide. After the ten years they can continue or disband the Trust."

"We discuss our philanthropy with our children and as a result they all volunteer and make donations but we don't ask where they donate to."



"I expose my children to those organisations we help so that they see they have a part to play in helping others less fortunate."

Implications of this Research

Research doesn't make change, but it allows us to understand the behaviours that must change. As a result of this research, we now understand that when it comes to philanthropy, Australian women:

- Ask questions of organisations
- Don't give for recognition
- Don't like organisational waste
- Give to causes that are having a big impact in the community and represent a cause that is close to their passions and values
- Are uncomfortable with being called a philanthropist
- Don't talk about their giving outside of their families and therefore are more inclined, at this stage, to act as private philanthropists
- Focus on helping others
- Want relationships with the charities they support
- Want both stories and stats
- Are driving philanthropy within their families
- Are not afraid to step in to ensure social change happens.

Women were at the heart of past Australian philanthropy, are the current driving force behind philanthropy and will dominate the future.

As a result, organisations should:

- Adjust their best practice fundraising to ensure they are researching and directing their cultivation to the decision makers: ensure that discussions are held with the couple and don't be afraid to explore and understand how they work as a team together and who makes the decisions

- Ensure they understand their donors and what is important to them about supporting your organisation: know their story just don't tell yours. Ask them about their philanthropic journey and why your organisation is important to them; ask them what change they hope to help make
- Ensure you are developing relationships: treat them as family. You don't have to be constantly "selling" your story. Be real. Treat them with respect and be transparent
- Analyse your data: look at the age group of your direct mail/annual donors; compare the response rate to your direct mail campaigns that include "gifts" to those that don't and who is responding. Avoid "guilt giving": know the methods of communications your donors prefer
- Ask questions of your donors either as a couple or to the donor who is more engaged with you to discover why they give and what relationship they want with you and how they might be involved other than giving
- Ensure recognition fits the donor
- Celebrate philanthropy and be prepared to gently educate donors on the true meaning of philanthropy
- Create a culture of philanthropy within your organisation and don't just fundraise
- Ensure women are a part of your planning and decision-making process
- Look at your programs with a gender lens
- Look at your donors age and understand their values and what influences their giving.



**RESEARCH DOESN'T MAKE CHANGE,
BUT IT ALLOWS US TO
UNDERSTAND THE BEHAVIOURS
THAT MUST CHANGE.**

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About the Author

*Kimberly D Downes, CFRE, EMFIA, CAP
Philanthropy and Fundraising Strategist*

Removing fear and putting the fun back into fundraising is what motivates Kim to assist organisations in becoming financially sustainable and create their own unique culture of philanthropy.

With over 30-years experience in fundraising and philanthropy, Kim Downes is a recognised accomplished senior fundraising strategist with extensive experience in the education, religious, arts and healthcare industries. Her strength is assisting organisations to become financially sustainable and building a culture of philanthropy.

Her expertise includes major gifts, capital campaigns, annual campaigns, prospect research, Trusts and Foundations relationships and proposals, event management, donor protocols, donor recognition, donor segmentation, public relations, publications, marketing and alumni programs, staff recruitment, and volunteer and Board training and development.

She has done extensive study on creating a culture of philanthropy and the motivations behind women's giving.

Kim has served on several NFP Boards and is currently a Board member of the Australian Pituitary Foundation.

She is a member of the Melbourne Women's Fund and Business in Heels.

She is a co-author of the book, "Rise Above: Beyond Ordinary" published by Business in Heels.

She has a history of presenting at EducatePlus, Fundraising and Philanthropy, Generosity Forum, FIA, Philanthropy Australia and CASE Conferences.

I would firstly like to acknowledge how blessed I feel to have spent my career in the world of fundraising and philanthropy, as every day I am involved with stories that uplift and inspire me. Talking with women about their individual experiences in philanthropy in Australia made me even more passionate about the subject as each one described the joy they receive in giving and teaching their families about generosity.

I would like to acknowledge and thank the Indiana School of Philanthropy Women's Philanthropy Institute (Lilly Family School of Philanthropy) for introducing me to the concept of engaging women as donors and therefore challenging me to put the Australian lens on the topic.

I couldn't have done this research without the encouragement and enthusiasm from JB Were Philanthropic Team; Philanthropy Australia; Melbourne Women's Fund; FR&C; QUT: Australian Women's Donors Network; Perpetual; Equity Trustees; the Lord Mayors Community Foundation and to the many women who participated by giving their thoughts, perceptions and attitudes towards philanthropy and giving in Australia.

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ONLINE
www.kimberlydownes.com

THE ROLE AND INFLUENCE OF WOMEN
IN AUSTRALIAN PHILANTHROPY
REPORT 2021

