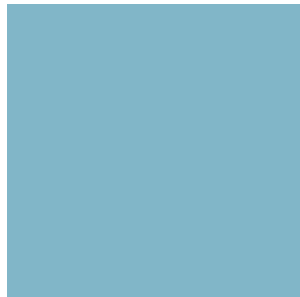


The 2011 Study of High Net Worth

# Women's Philanthropy

and

The Impact of  
Women's Giving Networks



December 2011



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**We especially thank:**

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processing and data cleaning**

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# ABSTRACT

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*The 2011 Study of High Net Worth Women's Philanthropy* is the fourth in the series of Bank of America Merrill Lynch's research reports that offer new insights into the philanthropic attitudes and behaviors of wealthy donors. Conducted by the Center on Philanthropy at Indiana University for Bank of America Merrill Lynch, this year's research follows an initial landmark study published through this partnership in 2006, with subsequent studies conducted in 2008 and 2010. The new 2011 study focuses on the motivations and behaviors of high net worth women and increases the understanding of the influence of women's philanthropic networks in creating informed and engaged donors and volunteers.

## BACKGROUND

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Women's socio-economic status in the U.S. has changed significantly over the past two generations. Women have been a growing component of the U.S. labor force, increasing from 40 percent in the 1970s to about 60 percent today (Bureau of Labor Statistics, 2011). Similarly, the proportion of working women with a college degree has tripled from 1970 to 2008 –from 11 percent in 1970 to 36 percent in 2008. Despite great strides, men's and women's salaries have yet to reach parity, where women earn about 80 percent of what men earn (Bureau of Labor Statistics, 2010). Interestingly, in the past two decades, the percentage of working women earning more than their working husbands has grown from 8 percent to 26 percent (Fry & Cohn, 2010).

A convergence of social, demographic, cultural, and economic factors has increased women's visibility and involvement in philanthropy in recent years. Women have increased access to education and income – two key predictors of philanthropy (Center on Philanthropy, 2007). Demographically, women's expanding roles in society and the self-reported change in family structure have affected women significantly.

Building more awareness about the power and influence of women in philanthropy is essential for understanding how men and women differ in their philanthropic behavior and motivations and to develop effective fundraising strategies (see Andreoni & Vesterland, 2001; Cox & Deck, 2006). Consciously or unconsciously, nonprofit fundraisers may rely on male giving patterns to reach all donors. Witter and Chen (2008) remind readers that what works for men may not always work for women. The research literature indicates that women are more altruistic, empathetic, and charitable than men (Andreoni & Vesterland, 2001; Cox & Deck, 2006; Croson & Buchan, 1999; Eagly & Koenig, 2006). Globally, in countries with higher female empowerment and greater female participation in public life, the nonprofit sector is stronger; women are an important influence on nonprofit sector development in solving societal problems around the world (Themudo, 2009).

A recent study found significant differences in the likelihood of giving as well as the dollar amount given between single men and women (1) across income levels; (2) by marital status (i.e., single, divorced, widowed); and (3) across charitable subsectors (Women's Philanthropy Institute at the Center on Philanthropy at Indiana University, 2010). The findings show that single women are more likely to give to charity, and give at a higher level than single men across all charitable subsectors and some income levels.

Through a grassroots movement, women have created new organizational models for philanthropic engagement, such as women's funds and giving circles. Concurrent with the trend of women's increasing role in society and philanthropy, the emergence of giving circles or associations has proved to be an effective way to leverage philanthropic resources, engage donors, and build community. These 'networks' create opportunities for members to become knowledgeable about their communities, take an active interest in social and political issues, gain greater confidence in their own abilities, acquire social and civic skills, and learn how to listen to and trust others and work collaboratively (Eikenberry, 2009; Rutnik & Bearman, 2005).

## READING THE 2011 REPORT

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In 2010, Bank of America Merrill Lynch and the Center on Philanthropy made a deliberate effort to differentiate between the motivations and attitudes of wealthy donors using the gender lens as a distinguishing characteristic of behaviors. *The 2010 Study of High Net Worth Philanthropy* reflected the attitudes and behaviors of more than 800 respondents throughout the United States with household income greater than \$200,000 and/or net worth (excluding the value of their primary residence) of at least \$1,000,000.

In 2011, to obtain an additional sample of high net worth women, we conducted a national survey of the American Red Cross Tiffany Circle, which is a network of women leaders and philanthropists who give \$10,000 or more annually to their local American Red Cross chapters. The survey asked similar questions to the previous series of research reports conducted by the Center on Philanthropy and Bank of America Merrill Lynch in order to provide deeper insights into the motivations and attitudes of high net worth women and the role of networks.

*The 2011 Study of High Net Worth Women's Philanthropy* provides a focused analysis on gender differences between high net worth men and women and the effect of participation in a network on giving behaviors and attitudes (please see Methodology section for more information on the sample). The report provides new insights around gender and philanthropy, thereby allowing nonprofits to more effectively tailor their appeals to enable individuals—both men and women—to fulfill their philanthropic goals and objectives.

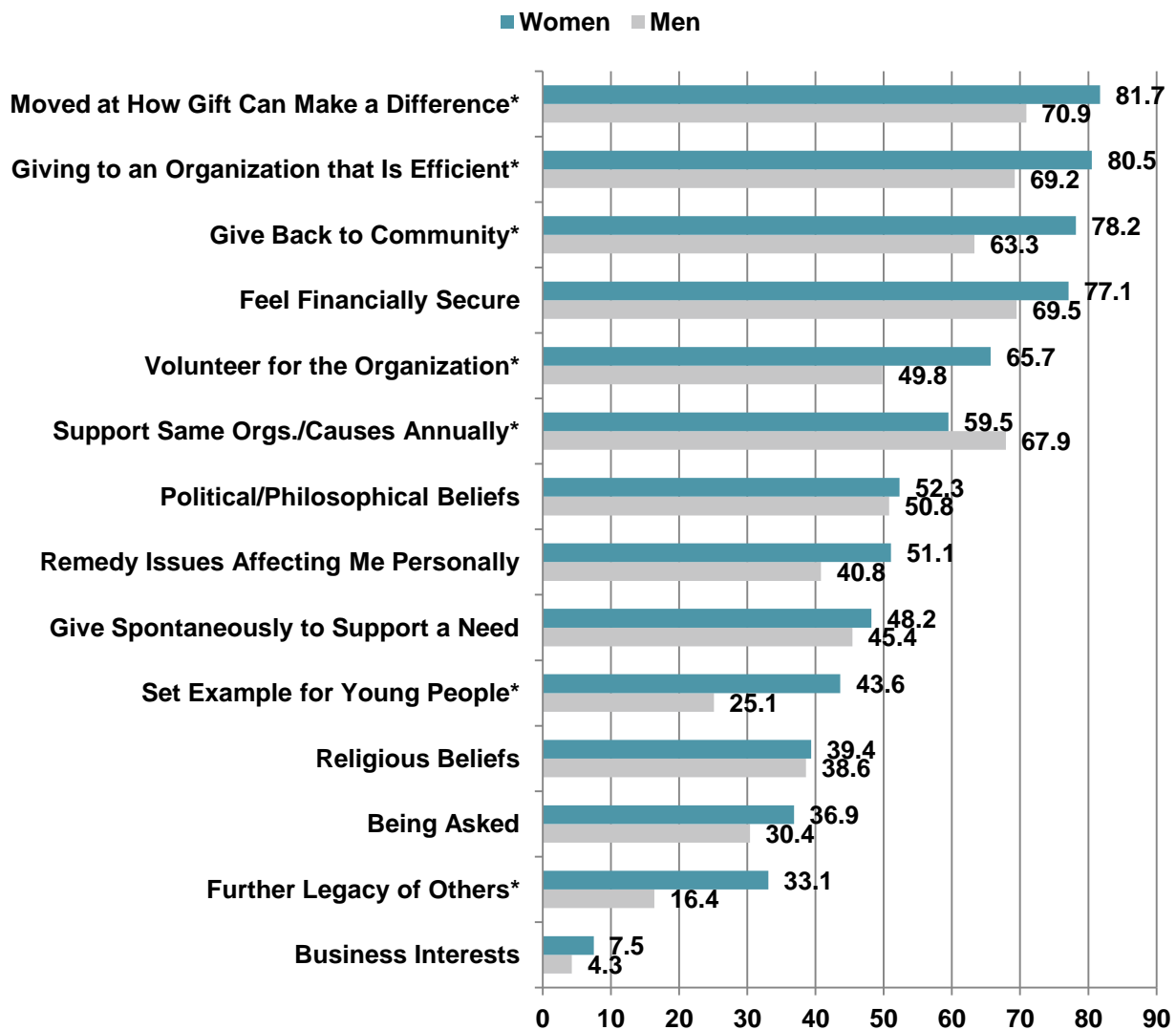
For nonprofit professionals, donors, and charitable advisors, this study offers information about what motivates high net worth women to give, and how these motivations differ from those of high net worth men. This study examines how decisions about charitable giving are made by couples, whether family traditions around charitable giving are encouraged by men and women equally, and how men and women approach investment risk with their philanthropic assets. The 2011 report also reveals information about the level of confidence high net worth men and women have in societal institutions to solve domestic or global problems, insight into their volunteering behavior, and what type of charitable advisors they consult. Nonprofit organizations will be particularly interested to know what high net worth men and women expect from organizations they contribute to, what they hope to achieve through major gifts, and what they list as reasons why they stop giving to particular organizations.

# KEY FINDINGS

## Women's Motivations Behind Charitable Behavior

As shown in Figure 1, high net worth women are more likely than men to report that they give when they believe their gift will make a difference, when they know the organization is efficient in its use of donations, and in order to give back to the community. Women (65.7 percent) are also statistically significantly more likely than men (49.8 percent) to give to charity because they volunteer at the organization. Men, on the other hand, were more likely to support the same organizations/causes annually than women (67.9 percent for men vs. 59.5 percent for women). Further, about 44 percent of women were statistically significantly more likely to give to charity to set an example for young people than men (25.1 percent).

FIGURE 1: WHAT MOTIVATES HIGH NET WORTH INDIVIDUALS TO GIVE (%)



\* The difference between men and women was found to be statistically significant.



Three of the top four major motivations were consistent across both men and women: believing their gift will make a difference, giving to an organization that is efficient in its use of donations, and feeling financially secure. One of the largest differences in motivations across gender is that men are statistically significantly more likely to support the same organizations/same causes annually than women. High net worth women also report that volunteering for an organization is a statistically significantly higher motivation for giving to charity than men (see Table 1 below).

**TABLE 1: RANKING OF MOTIVATIONS FOR GIVING TO CHARITY, BY GENDER**

	<b>Women</b>		<b>Men</b>	
	<b>%</b>	<b>Rank</b>	<b>%</b>	<b>Rank</b>
Moved at How Gift Can Make a Difference*	81.7	1	70.9	1
Giving to an Organization That Is Efficient*	80.5	2	69.2	3
Give Back to Community*	78.2	3	63.3	5
Feel Financially Secure	77.1	4	69.5	2
Volunteer for the Organization*	65.7	5	49.8	7
Support Same Orgs./Causes Annually*	59.5	6	67.9	4
Political/Philosophical Beliefs	52.3	7	50.8	6
Remedy Issues Affecting Me Personally	51.1	8	40.8	9
Give Spontaneously to Support a Need	48.2	9	45.4	8
Set Example for Young People*	43.6	10	25.1	12
Religious Beliefs	39.4	11	38.6	10
Being Asked	36.9	12	30.4	11
Further Legacy of Others*	33.1	13	16.4	13
Business Interests	7.5	14	4.3	14

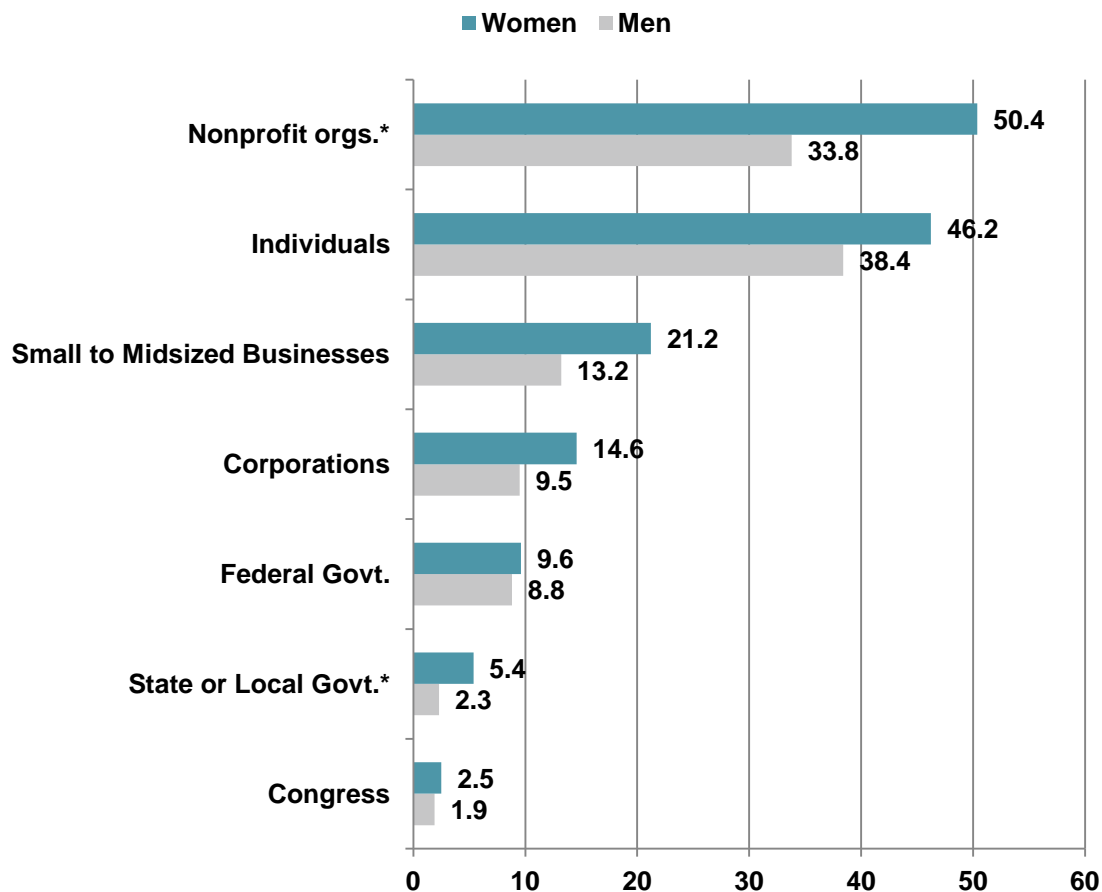
\* The difference between men and women was found to be statistically significant.

## High Net Worth Women's Confidence in Societal Institutions

High net worth individuals were asked to report the level of confidence they had in various societal institutions to solve domestic or global problems. Overall, high net worth individuals report a high level of confidence in nonprofit institutions and individuals to solve societal and global problems (see Figure 2). High net worth women report a higher level of confidence across all societal institutions to solve domestic or global problems than men.

In particular, high net worth women are statistically significantly more likely to have a greater deal of confidence in the ability of nonprofits (50.4 percent) to solve domestic or global problems than their male counterparts (33.8 percent). In addition, women reported a higher level of confidence in the ability of individuals (46.2 percent) and small to midsize businesses (21.2 percent) to solve societal and global issues than men (38.4 percent and 13.2 percent, respectively). Women also report a statistically significantly greater degree of confidence in the ability of state and local government to solve domestic or global problems than men (5.4 percent compared to 2.3 percent, respectively).

**FIGURE 2: HIGH NET WORTH INDIVIDUALS REPORTING A GREAT DEAL OF CONFIDENCE IN THE ABILITY OF GROUPS TO SOLVE DOMESTIC OR GLOBAL PROBLEMS, BY GENDER (%)**

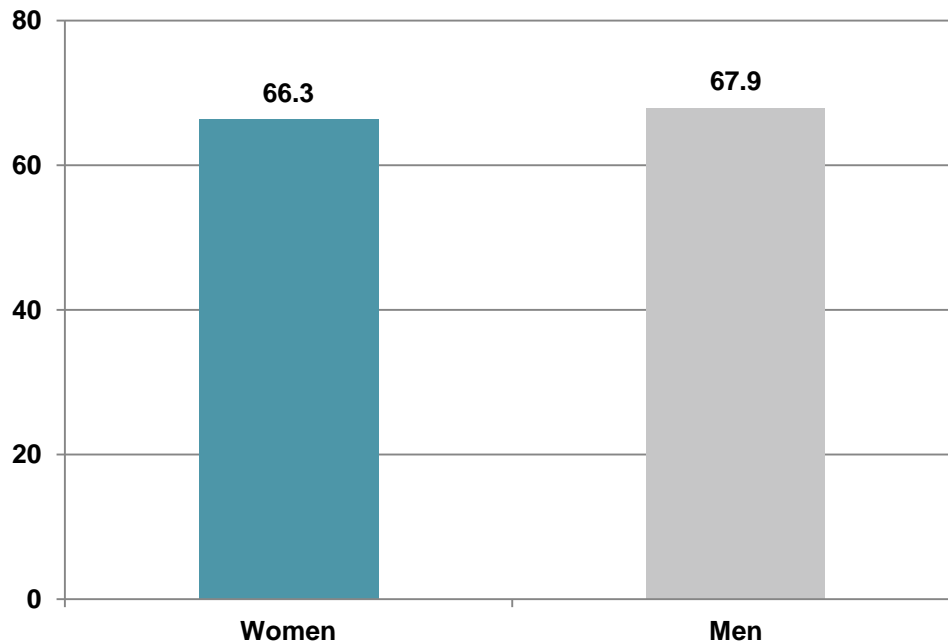


\* The difference between men and women was found to be statistically significant.

## Philanthropy as a Family Tradition

High net worth individuals were asked to report whether they had family traditions as a part of their annual charitable giving (such as volunteering as a family or making family-level decisions about charitable giving, holiday giving rituals). A similar percentage of high net worth women (66.3 percent) as high net worth men (67.9 percent) reported that they have family traditions as a part of their annual charitable giving (see Figure 3).

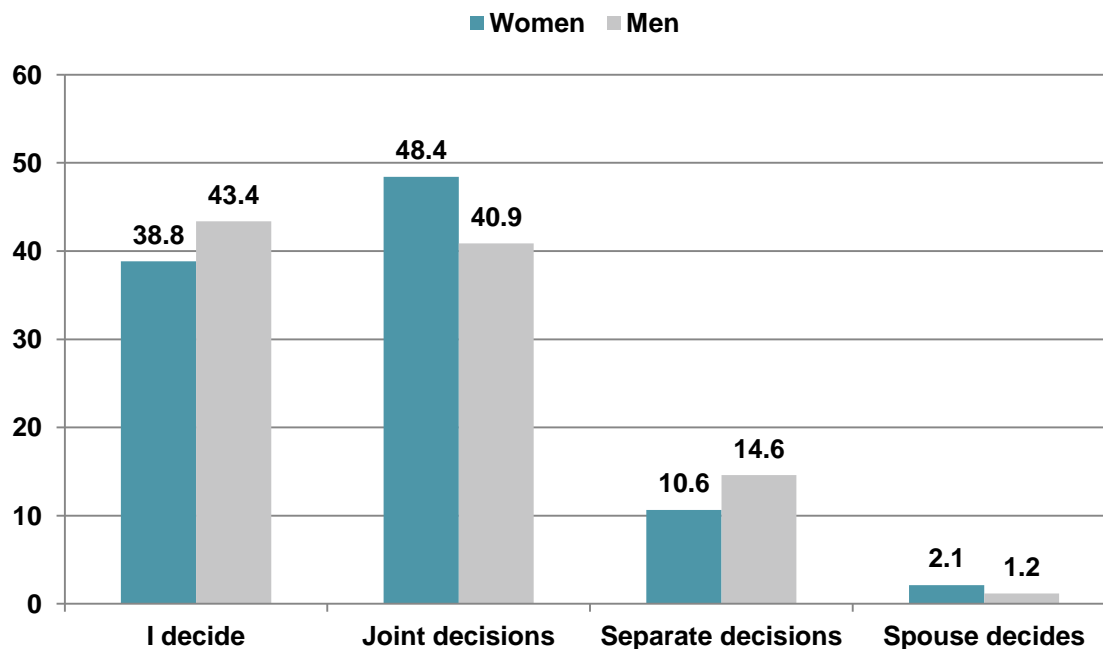
**FIGURE 3: PERCENTAGE OF HIGH NET WORTH INDIVIDUALS THAT HAVE FAMILY TRADITIONS AROUND GIVING (%)**



## Decision-Making Among Couples

The dynamics of decision-making between couples has a significant effect on the charitable giving outcomes of households (Andreoni, Brown & Rischall, 2003). Figure 4 below shows how decisions about charitable giving are made by respondents who are married or living with a partner. Contrary to popular belief that men predominantly control philanthropic dollars within a household, the survey found that in nearly 90 percent of high net worth individuals, women are either the sole decision-maker or at least an equal partner in charitable decision-making. An additional 10 to 15 percent of high net worth men and women report that most of the time they made independent decisions about how to allocate their charitable giving.

**FIGURE 4: HOW DECISIONS ABOUT CHARITABLE GIVING ARE MADE (%)**



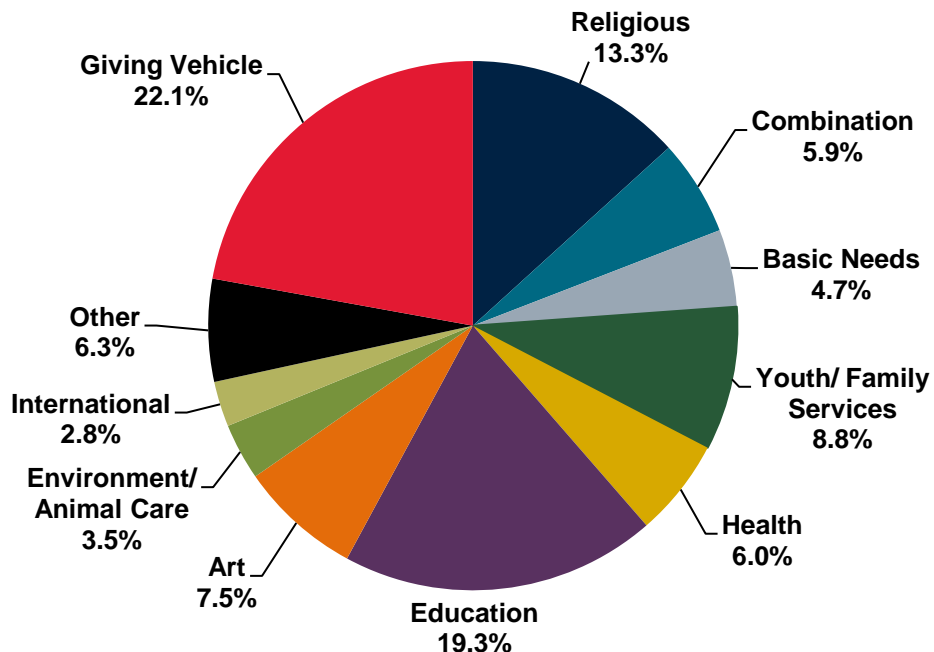
## High Net Worth Philanthropy Giving

Some research has found several differences in how men and women give to charity (for a review of relevant literature, see Mesch, 2009). Overall, using data from the *2010 Study of High Net Worth Philanthropy*, we found no statistical differences in the way high net worth men and women distribute their giving across different subsectors.

### Distribution of Giving

High net worth individuals reported that the largest share of their giving in the year 2009 went to foundations, trusts and funds (22.1 percent). The second largest share went to educational organizations (19.3 percent), followed by religious organizations (13.3 percent) and youth or family services (8.8 percent). In Figure 5, the smallest share of giving as reported by high net worth individuals went to international aid or the promotion of world peace (2.8 percent), for environment/animal care (3.5 percent), and for basic needs such as organizations that provide food and shelter (4.7 percent).

**FIGURE 5: DISTRIBUTION OF HIGH NET WORTH GIVING BY SUBSECTOR, 2009 (%)**



Note: This section uses data from the 2010 Study of High Net Worth Philanthropy; the results here do not include the distribution of giving by high net worth women who are part of the Tiffany Circle.

Combined organizations include United Way, United Jewish Appeal, Catholic Charities and other similar organizations.

‘Giving Vehicle’ represents gifts to private foundations, charitable trusts, and donor-advised funds.

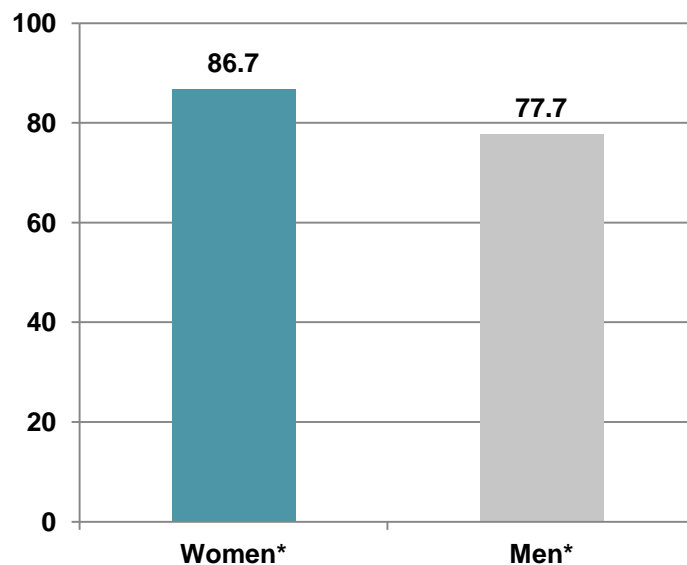
## Volunteering Incidence for High Net Worth Women

Volunteering is an important means to address societal and global issues, demonstrate community investment in an organization and its work, and create advocates for an organization. Involving high net worth individuals as volunteers allows them to give more of their time and talent to the organizations and causes they value.

The following figure shows the percentage of high net worth men and women that volunteer. More than 86 percent of high net worth women report that they had volunteered, compared to about 78 percent of high net worth men. This difference was found to be statistically significant.

Overall, high net worth individuals volunteer at higher rates than the U.S. general population, where the average national volunteer rate for the general population was 26.5 percent between 2008 and 2010. In 2010, according to the Bureau of Labor Statistics, 26.3 percent of Americans volunteered. That is, about 62.8 million Americans gave 8.1 billion hours of volunteer service. Based on an estimated dollar value of \$21.36 per hour for 2010, Americans gave \$169 billion of donated time in 2009 (Bureau of Labor Statistics, 2010). The volunteer rate of women decreased from 30.1 percent to 29.3 percent in the year ending in September 2010, while the volunteer rate for men, at 23.2 percent, was essentially unchanged. However, women continued to volunteer at a higher rate than did men across all age groups, educational levels, and other major demographic characteristics.

**FIGURE 8: HIGH NET WORTH INDIVIDUALS WHO VOLUNTEERED, BY GENDER (%)**



\* The difference between men and women was found to be statistically significant.

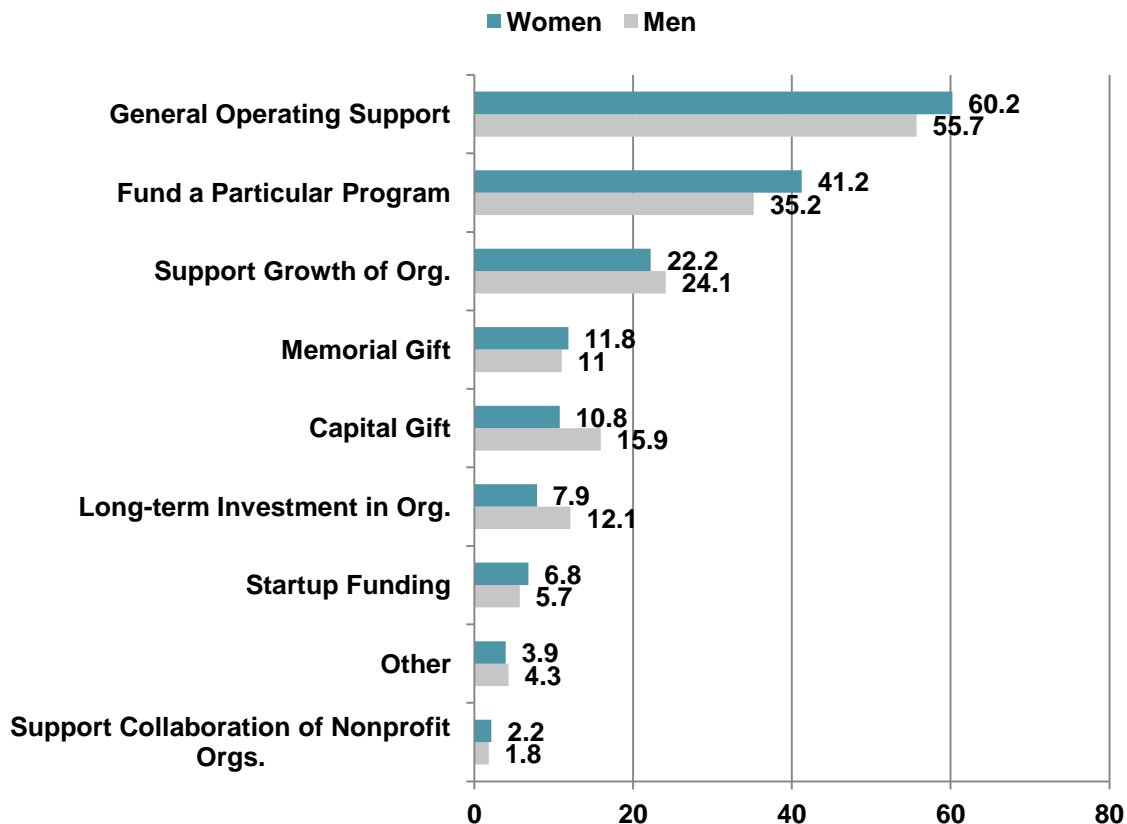
## Women's Largest Gift

Gifts of all sizes are important in order to meet a nonprofit organization's mission and operational goals. High net worth individuals make large gifts to charity every year that can transform a nonprofit's ability to change lives and communities as well as transform the donor's life.

In an encouraging finding for non-profits, the largest gifts from both wealthy men and women are most likely to go to an organization's general operating support (see Figure 9). This is consistent with a trend seen in previous High Net Worth studies, where the majority of individual donors do not designate a specific use or purpose for their largest gift.

Over one-third of high net worth men and women give their largest gift to fund a particular program (35.2 percent and 41.2 percent, respectively). About one-fifth of high net worth women, 22.2 percent, give their largest gift to support the growth of the organization and a similar percentage of high net worth men give for that purpose (24.1 percent). Men (15.9 percent) are more likely to designate their largest gift for capital gifts, to support the construction of a building or to purchase equipment, than women (10.8 percent).

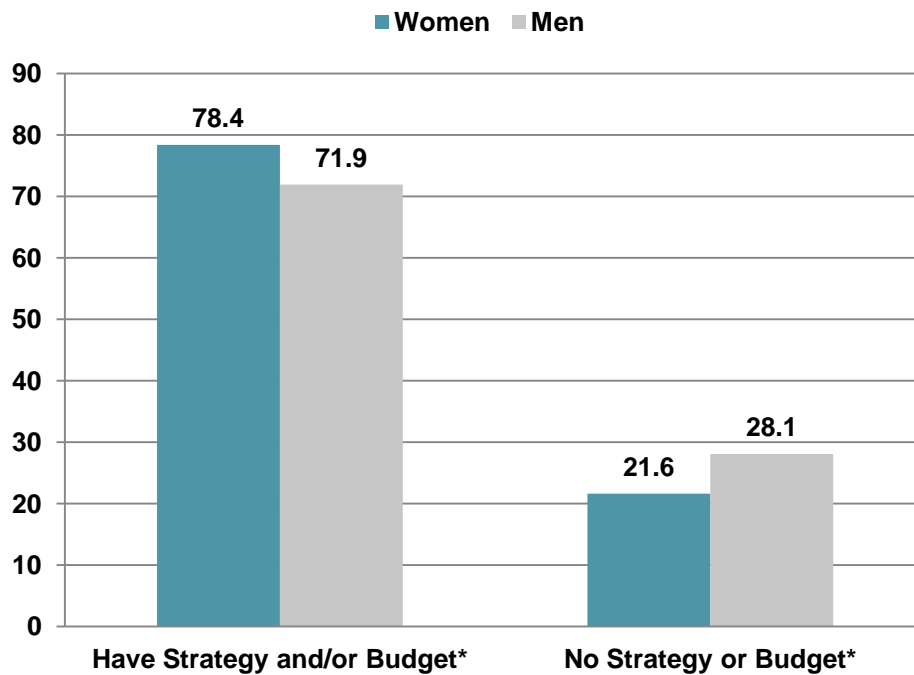
**FIGURE 9: OBJECTIVES OF LARGEST GIFTS MADE, BY GENDER (%)**



## Women's Planning Approaches to Giving

Figure 10 shows high net worth individuals' approaches to giving, where high net worth women are more strategic with respect to their charitable giving than men. High net worth women (78.4 percent) are statistically significantly more likely to have a strategy for their giving and/or a budget for their giving than men (71.9 percent). Over a quarter of high net worth individuals have neither a strategy nor a budget for their giving (21.6 percent for women and 28.1 percent for men).

**FIGURE 10: APPROACHES TO GIVING, BY GENDER (%)**



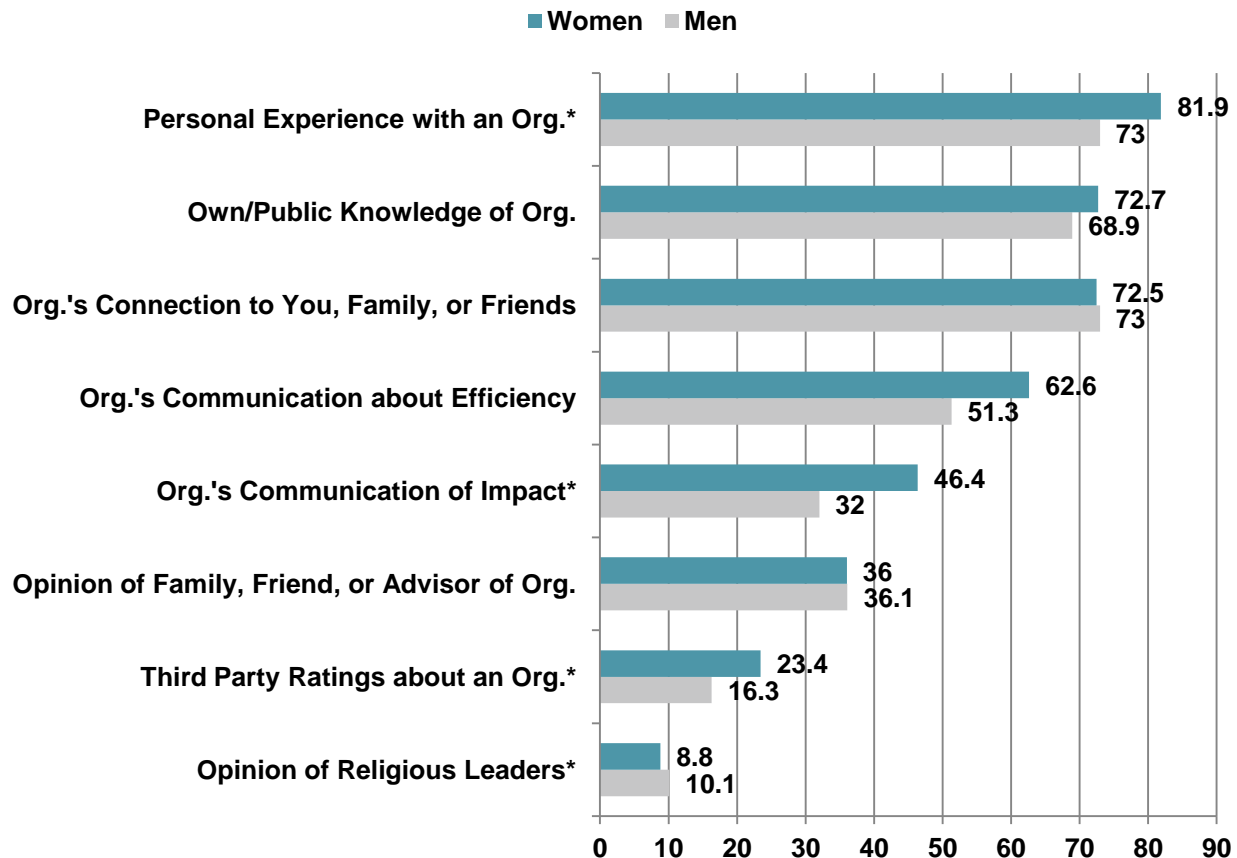
\* The difference between men and women was found to be statistically significant.



## Influences on Donor Charitable Decision-Making

Personal experiences with an organization and firsthand observations of the organization's impact are important factors for high net worth individuals when making charitable giving decisions (See Figure 11). High net worth women are statistically significantly more likely than their male peers to cite personal experiences with an organization's work through volunteering or receipt of services (81.9 percent) and an organization's own communications about its impact (46.4 percent) as important factors in their charitable giving decisions. In addition, a higher percentage of high net worth women rate third-party ratings about an organization (23.4 percent) and opinion of religious leaders (8.8 percent) as important factors that influence their charitable decision-making.

**FIGURE 11: FACTORS THAT INFLUENCE CHARITABLE DECISION-MAKING, BY GENDER (%)**

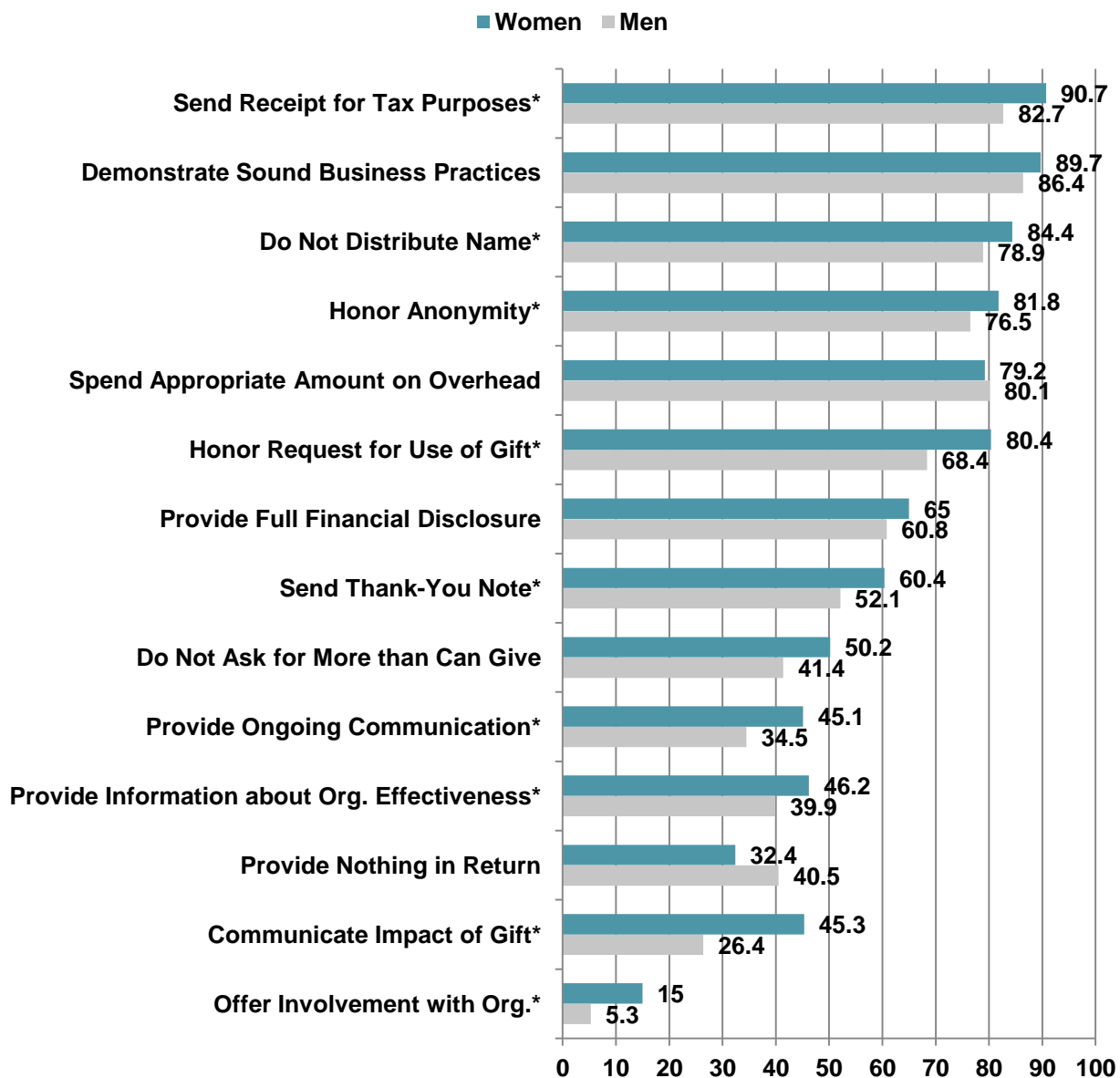


\* The difference between men and women was found to be statistically significant.

## Women's Expectations of Nonprofits

In Figure 12, statistically significantly more high net worth women expect nonprofits to not distribute their name (84.4 percent), honor anonymity (81.8 percent), honor request for use of gift (80.4 percent), send thank you note (60.4 percent), provide ongoing communication (45.1 percent), provide information about organization effectiveness (46.2 percent), communicate impact of the gift (45.3 percent), and offer involvement with the organization (15 percent). In addition, statistically significantly more high net worth women (90.7 percent) expect nonprofit organizations to send a receipt for tax purposes than their male peers (82.7 percent). Further, demonstrating sound business practices, not distributing names to others and spending an appropriate amount on overhead are also among the top expectations of nonprofits reported by both male and female high net worth donors.

**FIGURE 12: IMPORTANT FACTORS WHEN MAKING A CHARITABLE GIFT, BY GENDER (%)**



\* The difference between men and women was found to be statistically significant.

## Why High Net Worth Women Stop Giving

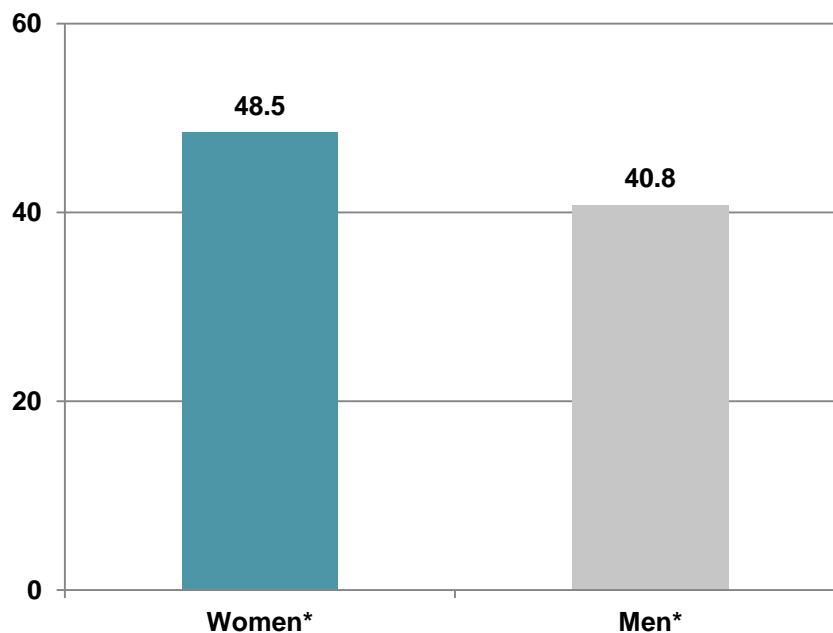
Each year nonprofits work to attract new donors to their organization and at the same time to retain the donors they have. In this section of the report, we look at how many high net worth individuals stop giving to organizations, along with their reasons for doing so.

### Percentage That Stop Giving

High net worth women (48.5 percent) are statistically significantly more likely to stop giving to an organization they previously supported in the past year compared to 40.8 percent of high net worth men.

On average, high net worth women are statistically significantly more likely to stop supporting 1.6 organizations in the past year while high net worth men stop supporting 1.1 organizations. This includes responses from all individuals, including those who reported that they did not stop supporting an organization they previously supported.

**FIGURE 13: PERCENTAGE OF HIGH NET WORTH INDIVIDUALS THAT STOPPED SUPPORTING AN ORGANIZATION THEY PREVIOUSLY SUPPORTED IN THE PAST YEAR, BY GENDER (%)**

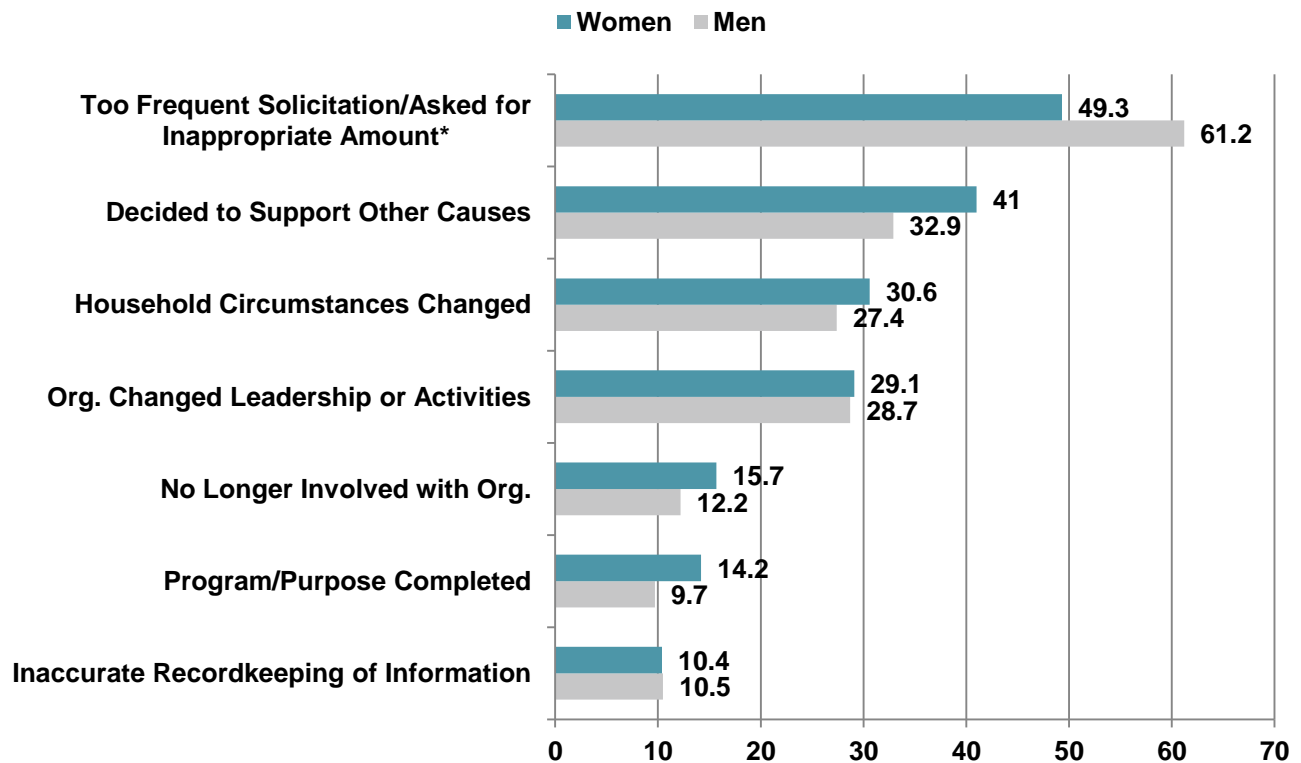


\* The difference between men and women was found to be statistically significant.

### Reasons for Ending Support of Nonprofits

In Figure 14, high net worth women are statistically significantly less likely to report that they stopped supporting the organization(s) they previously supported because they felt they were solicited too frequently or were asked for an inappropriate amount (49.3 percent of women and 61.2 percent of men). A higher percentage of women reported that they stopped giving because they decided to support other causes (41 percent) or because their household circumstances changed (30.6 percent). About 16 percent of high net worth women cite no longer being involved with the organization as a reason for ending support.

**FIGURE 14: REASON(S) WHY A HIGH NET WORTH INDIVIDUAL STOPPED SUPPORTING AN ORGANIZATION THEY PREVIOUSLY SUPPORTED, BY GENDER (%)**



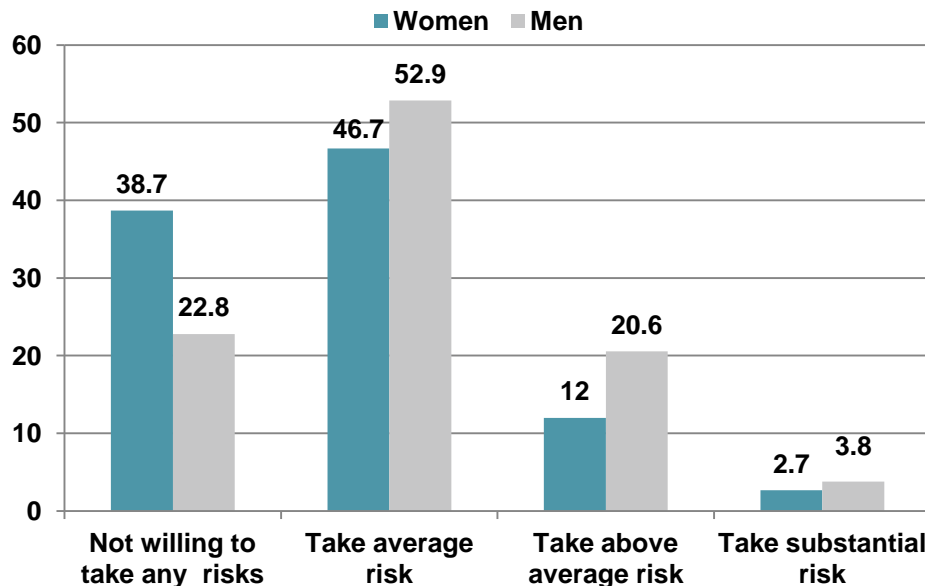
\* The difference between men and women was found to be statistically significant.

## Women's Risk Tolerance With Philanthropic Assets

High net worth individuals report varied levels of risk tolerance with their philanthropic investments. In this section, it is important to note that the question was only asked in 2010, and does not reflect the preferences of women who are part of the Tiffany Circle.

Based on our study, the majority of high net worth individuals report a willingness to accept average levels of risk in their philanthropic assets. While 24.4 percent of high net worth men reported a willingness to tolerate above-average or substantial levels of risk in their philanthropic investing in the hopes of garnering significant returns, fewer women (14.7 percent) showed willingness to accept that level of risk in their philanthropic investments. Figure 15 also shows that only 22.8 percent of high net worth men reported they were not willing to take any risks in their philanthropic investing. In contrast, 38.7 percent of high net worth women claimed to be completely risk averse with respect to their philanthropic investments.

**FIGURE 15: RISK TOLERANCE WITH PHILANTHROPIC ASSETS, BY GENDER (%)**

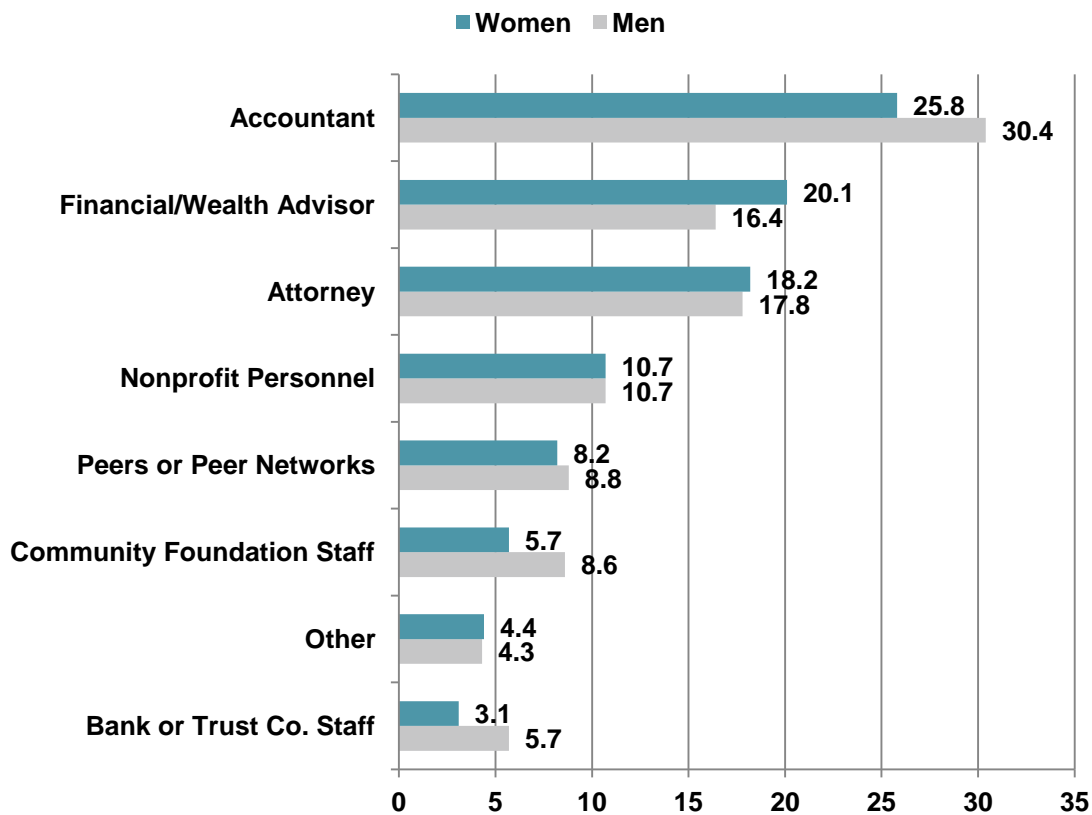


Note: This question was only asked in the 2010 Study of High Net Worth Philanthropy. Therefore, the gender differences highlighted here do not include the high net worth women from the Tiffany Circle.

## Charitable Advice Sought by Wealthy Women Donors

High net worth individuals, both men and women, consult with charitable advisors when making charitable giving decisions. High net worth women are less likely to consult with the accountants (25.8 percent women, 30.4 percent men) and community foundation staff (5.7 percent women, 8.6 percent men). Women are more likely to consult with financial/wealth advisors (20.1 percent) when making their charitable giving decisions compared to men (16.4 percent). Men and women, similarly, consult with attorneys and nonprofit personnel when making their charitable giving decisions.

**FIGURE 16: ADVISOR(S) CONSULTED WHEN MAKING GIVING DECISIONS, BY GENDER (%)**



Note: This question was only asked in the 2010 Study of High Net Worth Philanthropy. Therefore, the gender differences highlighted here do not include the high net worth women from the Tiffany Circle.

# SPOTLIGHT: THE IMPACT OF WOMEN'S GIVING NETWORKS

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## Background

The growth in women's philanthropy is a key trend in 21<sup>st</sup> century philanthropy. One feature of this new women's philanthropic landscape is the proliferation of networks of women. In some cases, institutions create specific initiatives to engage female donors. In other situations, women themselves create a network to engage other women. Eikenberry (2009) suggests that these developments are the "democratization" of philanthropy—a means to engage new and diverse audiences in giving, all of whom work towards similar goals. This democratization affords women more leadership and engagement opportunities than in more traditional philanthropic settings.

An example of an institution-led women's philanthropy initiative is the American Red Cross's Tiffany Circle, which is a network of women leaders and philanthropists. Initially launched in 2007, this eight-chapter pilot program focused both on women's giving and leadership giving. In the first year, more than 50 percent of the 235 members were new American Red Cross donors. That group raised \$3 million, tripling the initial expectations for member contributions. The Tiffany Circle is now a network with over 50 chapters in the United States, and it is expanding abroad.

Another women-led philanthropic initiative is Women Moving Millions, which was created to grow million-dollar giving by women. Despite the recent recession, Women Moving Millions raised \$182 million in 2009. Demonstrating the power of networks of women, local United Ways have reported strong growth in dollars raised in communities where a women's leadership council exists.

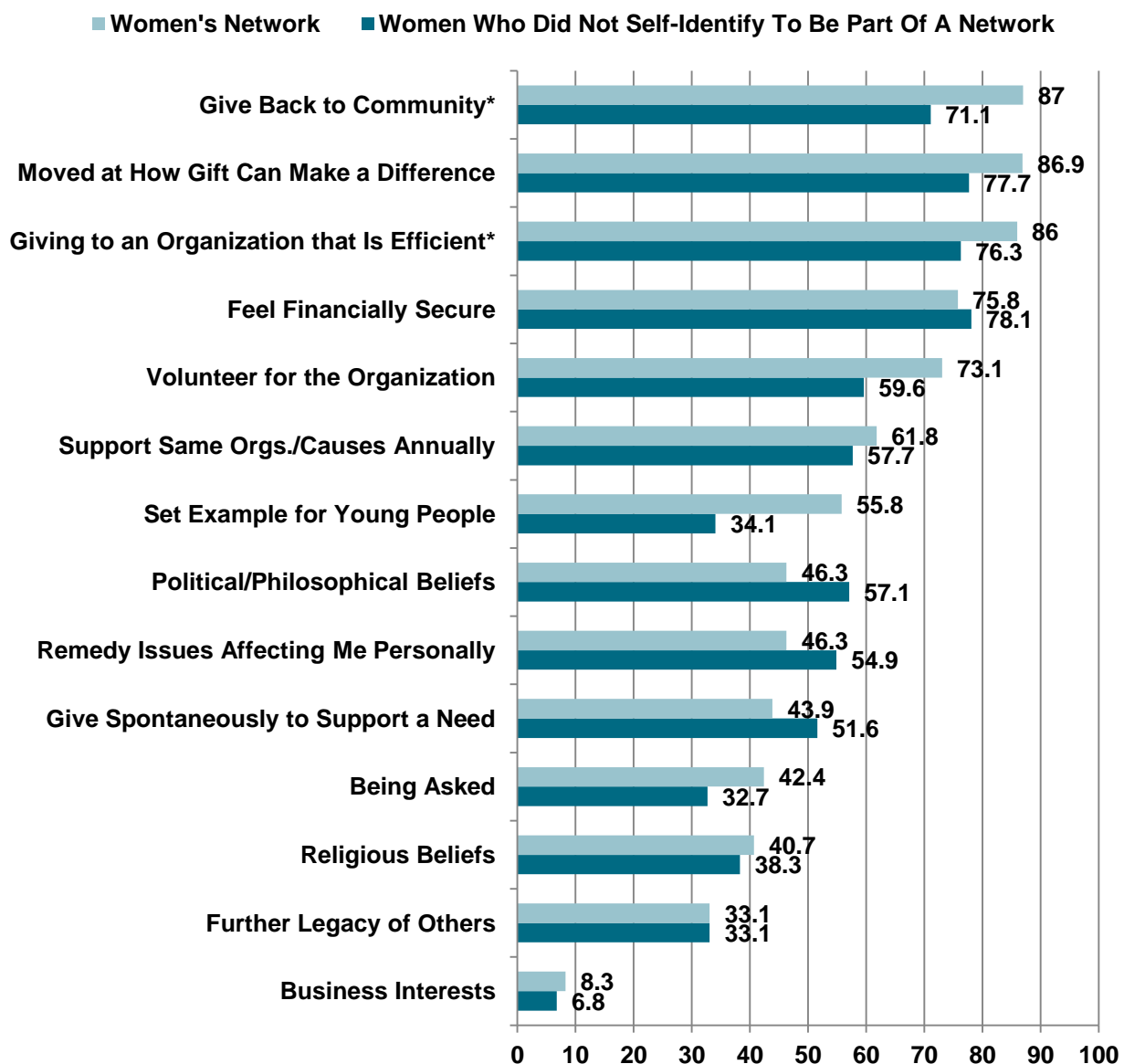
This study contributes to a deeper understanding of high net worth women's philanthropy and also provides new insights on how high net worth women's involvement in networks can potentially contribute to their knowledge of philanthropy and community engagement. This section of the report highlights the differences between women who participate in a philanthropic network and those who did not self-identify that they are part of a network. The findings of this research provide suggestive evidence to the power of purposeful networks to women. Eikenberry (2009), in her research on giving circles, suggests that this power arises from the building up of internal bonding and trust among members.

## Key Findings

*The 2011 Study of High Net Worth Women's Philanthropy* offers valuable insight into the powerful effect of women's networks on high net worth women's philanthropic behaviors and attitudes. The key findings are highlighted in this section.

High net worth women who participate in a network are more motivated when they can give back to the community (87 percent) and when a nonprofit is efficient in its use of donations (86 percent) than high net worth women who did not self-identify that they were part of a philanthropic network. Women in a network are also more motivated to give when they volunteer at an organization (73.1 percent), set an example for young people (55.8 percent), and are asked to give (42.4 percent).

**FIGURE 17: WHAT MOTIVATES HIGH NET WORTH WOMEN IN A GIVING NETWORK TO GIVE (%)**

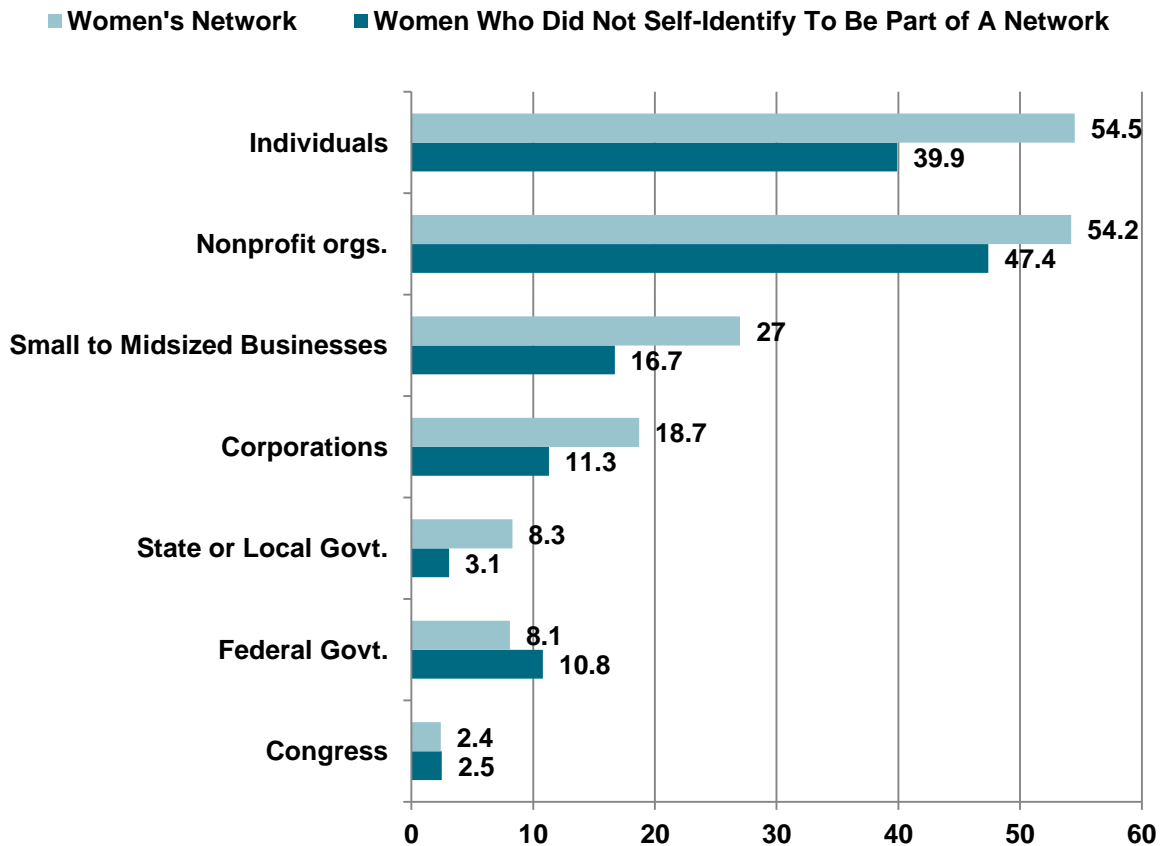


\* Women who participate in a network were found to be statistically significant from women who did not self-identify to be part of a network.



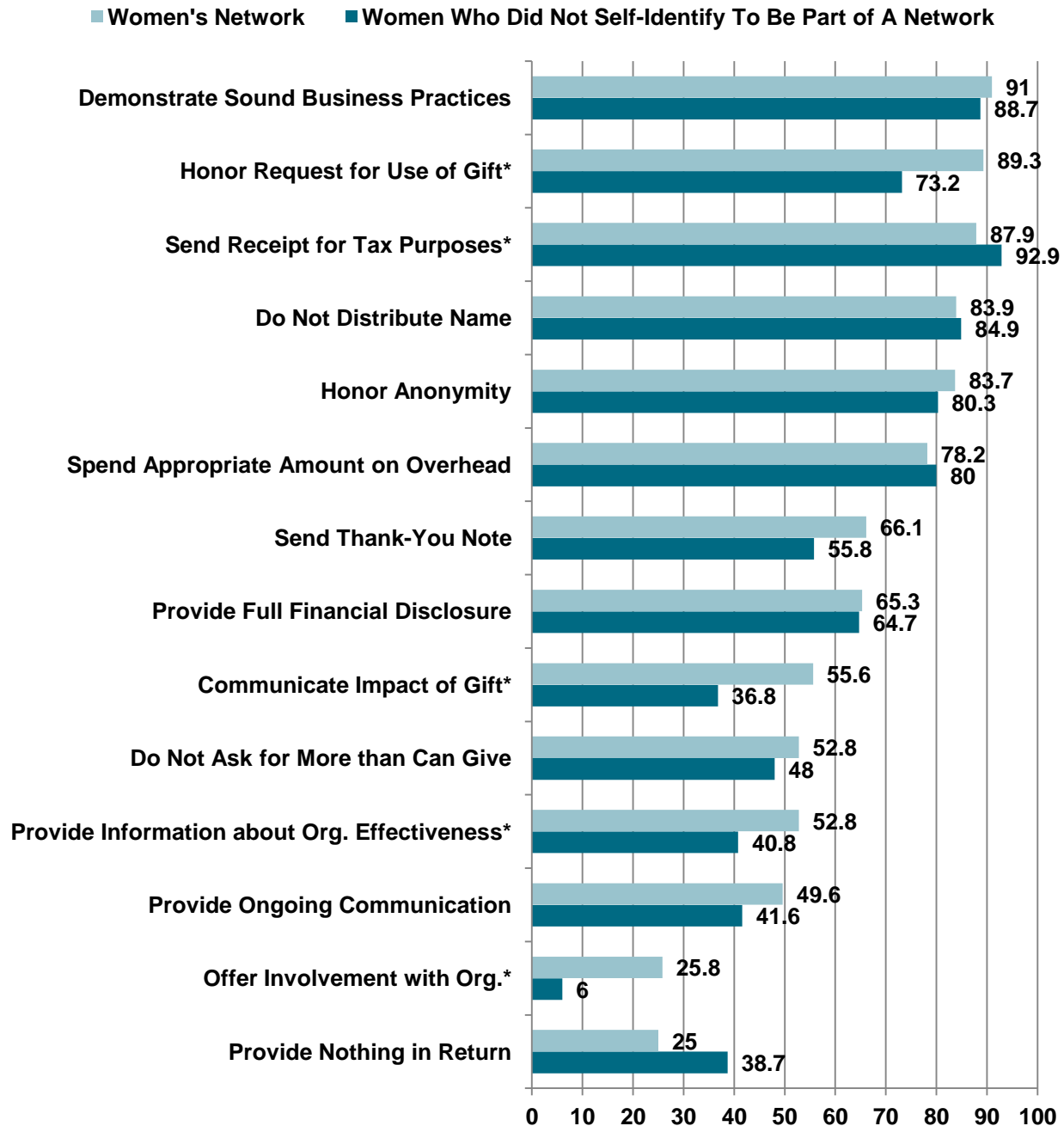
More than half of networked women report a great deal of confidence in the ability of individuals (54.5 percent network, 39.9 percent not in network) and nonprofit organizations (54.2 percent network, 47.4 percent not in network) to solve societal and global problems. These higher levels of confidence in individuals and nonprofits could be explained by the opportunities that networks provide to educate and inform members about community needs and how they enable members to engage directly with recipients.

**FIGURE 18: HIGH NET WORTH WOMEN IN A NETWORK REPORTING A GREAT DEAL OF CONFIDENCE IN THE ABILITY OF GROUPS TO SOLVE DOMESTIC OR GLOBAL PROBLEMS (%)**



When making a gift, high net worth women who participate in a network are statistically significantly more likely to expect that the nonprofit will honor the request for use of gift (89.3 percent), communicate the impact of the gift (55.6 percent), provide information about organizational effectiveness (52.8 percent), and offer involvement with the organization (25.8 percent) than their female peers who do not participate in a network. This demonstrates the importance of accountability measures when making decisions about where to give and offering opportunities for engagement.

**FIGURE 19: IMPORTANT FACTORS WHEN MAKING A CHARITABLE GIFT FOR HIGH NET WORTH WOMEN IN A GIVING NETWORK (%)**

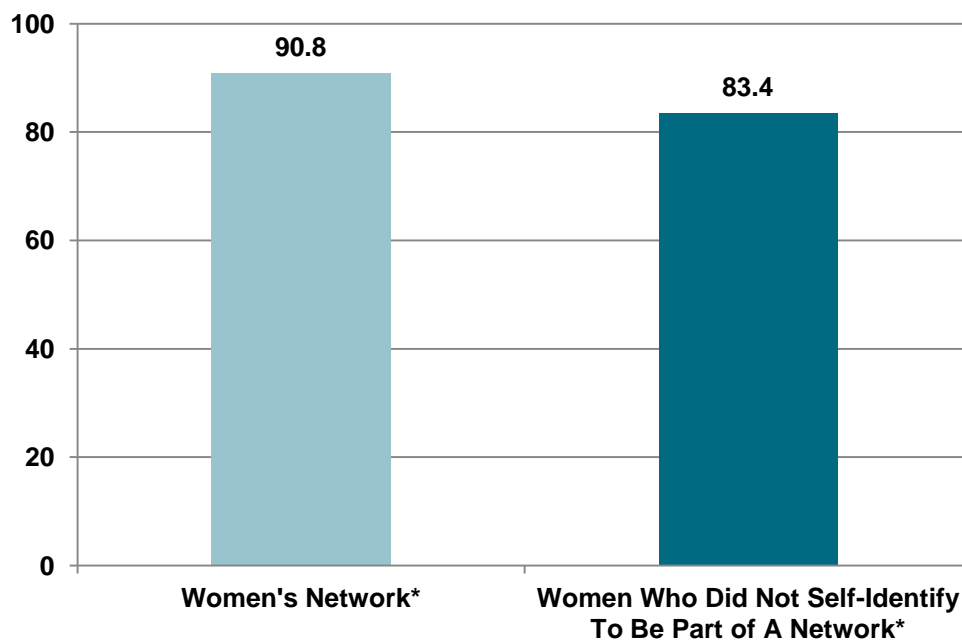


\* Women who participate in a network were found to be statistically significant from women who did not self-identify to be part of a network.

As high net worth women who participate in a network are more informed, they are also more thoughtful about how they direct their giving. Nearly 84 percent of these women have a strategy for their giving and/or a budget for their giving (compared to 74.2 percent of women who did not self-identify to be part of a network). In addition, this study finds that 51 percent of networked, high net worth women direct all or part of their charitable donations through a private foundation, trust, or donor-advised fund. High net worth women who do not self-identify to be part of a network report that the largest share of their giving in the year 2009 went to foundations, trusts, and funds (22.1 percent).

The following figure shows the percentage of high net worth women that volunteer. About 91 percent of high net worth women who participate in a giving network report that they had volunteered, compared to about 83 percent of high net worth women who did not self-identify to be part of a network. This difference was found to be statistically significant.

**FIGURE 20: HIGH NET WORTH WOMEN IN A GIVING NETWORK WHO VOLUNTEERED (%)**



\* Women who participate in a network were found to be statistically significant from women who did not self-identify to be part of a network.

In this study, significant differences between high net worth women who participate in a network and other high net worth women appear in three areas: motivations behind charitable giving behavior, expectations of nonprofits, and volunteering incidence. These findings suggest that high net worth women who belong to a network are motivated to give back to their community, expect ongoing communication about the impact of their gift, and prefer opportunities for engagement with nonprofit organizations. In addition, the findings suggest that high net worth women who belong to a giving network are more trusting of nonprofits and individuals to solve societal and global problems.

# METHODOLOGY

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## Study Overview

The purpose of the *2011 Study of High Net Worth Women's Philanthropy* was to assess the motivations and charitable giving behaviors among high net worth women. This new study includes a sample of high net worth women from The Tiffany Circle of the American Red Cross. The Tiffany Circle is a network of women leaders and philanthropists who give \$10,000 or more annually to their local American Red Cross chapters. The Center on Philanthropy added the responses of high net worth women from The Tiffany Circle to the responses from the *2010 Study of High Net Worth Philanthropy* to conduct a rigorous and robust analysis of gender differences in the philanthropic behavior of high net worth individuals. Scantron, a survey vendor, fielded the survey and collected the data. Dr. Una Osili, Director of Research at the Center on Philanthropy at Indiana University, and Dr. Debra Mesch, from the Women's Philanthropy Institute, oversaw the analysis presented in this report.

Rigorous tests conducted by the Center confirmed that women from the Tiffany Circle matched the socio-economic background of respondents of the 2010 survey on a variety of observed characteristics; the distribution of age, income, education, marital status, race, region of residence and stage of life were similar for all women, regardless of whether they belonged to a women's network. This allowed us to explore differences among high net worth men and women, as well as identify the additional effect of belonging to a giving network among high net worth women.

## The Questionnaire

The 2011 survey was mailed and received between August and October 2011. The 2010 survey was mailed and received between May and June 2010. Total giving questions were modeled after the philanthropy questions from the Center on Philanthropy Panel Study (COPPS), a module of the Panel Study on Income Dynamics conducted at the University of Michigan. This modeling was intended to provide comparable national averages on giving data. Questions on the motivations for giving were modeled after questions asked on regional giving studies conducted by the Center on Philanthropy.

## Final Dataset

The study's main purpose is to understand the philanthropic patterns of high net worth women. Therefore, any respondent with household income less than \$200,000 or household net worth less than \$1,000,000 (excluding the value of the primary residence) was excluded from analysis. In addition, only respondents primarily residing in the United States were considered. The final sample was 911 responses, of which 628 respondents were men and 283 were women. The average household wealth of the respondents was \$12.2 million, and the average household income of the respondents was \$639,924.

## Analysis

A finding (for example, the observed difference between the means of men and women) is described as statistically significant when it can be demonstrated that the difference is likely to be real rather than due to chance. In this study, results are cited to be statistically significant when the difference is significant even after controlling for other factors that influence philanthropic behaviors and motivations, such as age, marital status, race, education, region of residence, income

and net worth. It is important to understand that statistical significance reflects how likely a result is due to chance, not the magnitude or size of a difference or result. A result could be statistically significant and the difference between the two groups could be very small. Also, a difference between men and women could be large but the difference fails to be statistically significant (the difference is likely due to chance).

### **Strengths and Limitations of This Analysis**

Like any study, our analysis is sensitive to the particular methods and assumptions used. This study combined responses from members of the Tiffany Circle with the 2010 survey responses, to better understand the power of women's philanthropy and the role of women's giving networks. Clearly, this represents an important area for future research. The Tiffany Circle of the American Red Cross is a network with members representing over 50 chapters in the United States. These members self-select to participate in this network, and the results of this study may reflect the predispositions of these women to participate in the network rather than the direct effect of belonging to the network. These findings, however, support other research that suggests that networks provide opportunities for members to learn about issues affecting the community through group discussions, independent research, site visits, and visiting with nonprofit staff and individuals. Eikenberry (2009) found that giving circles generally bring both long-time and new philanthropists to organized philanthropy and are predominantly composed of women. Few, if any, men's philanthropic networks exist to provide a comparative study across men and women.

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