



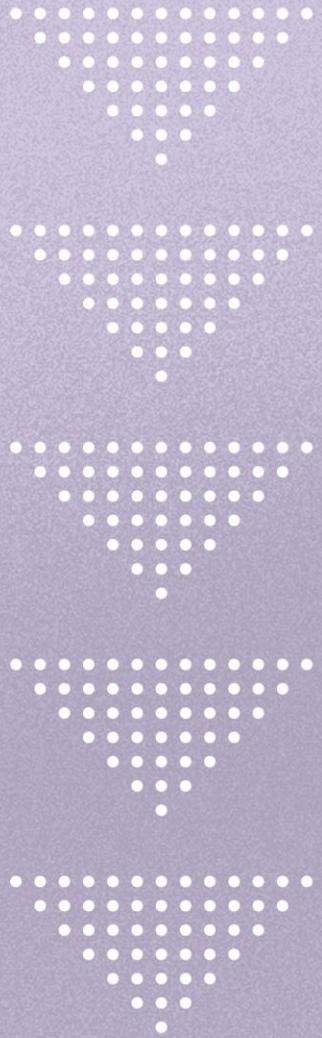
FIA Conference 2023

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What Women Want

EMERGING ISSUES & GLOBAL TRENDS

Kimberly Downes

Philanthropy and Fundraising Strategist

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- *Household demographics are changing, as are women's roles in society and within households. Shifting marital dynamics, including more women breadwinners and women influencing household financial decisions to a greater extent, have implications for charitable giving. How will these changes affect giving in the future?*
- *Females have been slowly and quietly changing the face of philanthropy. They are humble in their giving and are making a big impact collectively. But what do we know about how they are influencing their household giving and should we be changing our best practice fundraising methods. Stewardship models are out of date and need to pivot to appeal to our female prospects and donors.*
- *Australian women donors are generous, strategic and are driving philanthropic decisions in their households. They want to see positive and lasting changes in their communities.*





Agenda

How well do you know ...really know.... your donors

What is a Philanthropy Plan

What Women Want

Does Best Practice Have to Shift

The Difference between fundraising 30 years ago and now.....



Beggars vs Relationship builders

Male vs All

Organisational needs vs Donor needs and wants

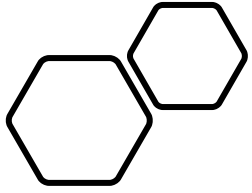
Donation vs Partnership

Definition of a philanthropist

How Well do you know your Donors?

- Do you work in a **Fundraising** organisation or does your organization have a **Culture of Philanthropy**?
- Does this matter?
- Do you build true relationships with your donors where you are asking questions:
 - Why do they give to you?
 - Who makes the decisions in their household on giving?
 - Do they have a philanthropy plan and where do you fit in it?
 - How else would they like to get involved with your organization?
 - What would they like to see you achieve?
 - What is stopping you from having these conversations?
 -





Philanthropy Plan

- We give to an organization that fulfills a passion – puts fire in our belly
- Focus on internal and external motivations of giving
- What experiences motivate us to give
- Being a philanthropist now is anyone who gives anything to create a better world
- Everyone has something to give
- 35% of gifts are made with research behind them....all other gifts are given emotionally
- What does success in your giving look like?



Philanthropy Plan

- Reflect motivation and values
- Look back on giving history – does it reflect your values
- Select issues
- Allocate funds / set a budget leaving room for unexpected giving
- Consider the 3 Ts
- Involve Family
- Shortlist organization
- Conduct Due Diligence





Exercise

Let's look at how and why you give....

- Take 5 minutes to list the organisations to contribute to and those you volunteer for
- Is there a theme?
- Is there a particular reason you started giving to those organisations?
- What was the most effective gift and the least effective?

What does a philanthropy plan look like?

3 Giving Objectives

- What = What we give (time, talent and/or treasure)
- Where we give = understanding what is influencing us
- How = how we are helping create change

Create your Roadmap - R.A.D.A.R.

- Reflect (explore your values)
- Assess
- Decide
- Act
- Refine

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- **ASK YOURSELF**

- Who makes the major household purchases?
- Who chooses the schools?
- Who does the most volunteer work?
- Who influences decisions on the family car?
- Who chooses where to live?

• Of course couples do this “together” but come-on fellas...you know the truth! 😊

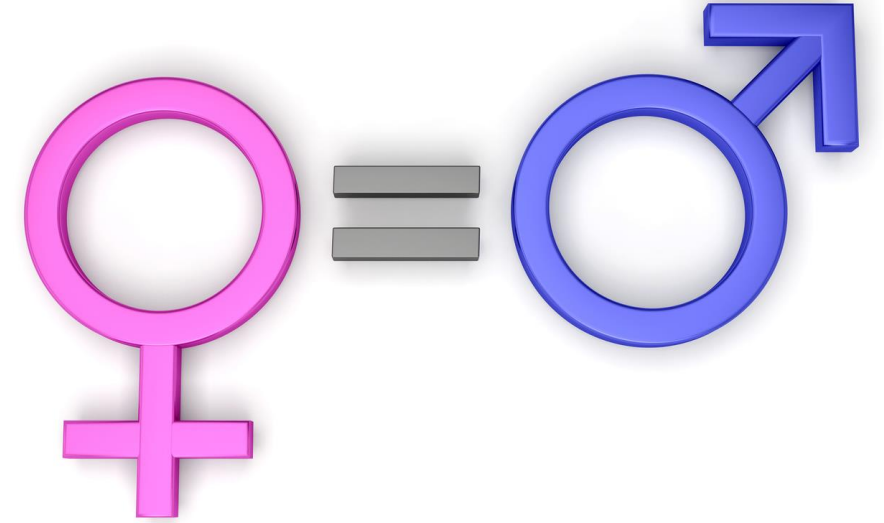
Women are not a niche market (*they are the market*)

Women prefer stories not stats

Men's giving is transactional / Women's giving is relational

Women aren't asked to give

Women volunteer more than men



What Women Want

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What Australian Research shows us

Women have been introduced to philanthropy through Family and Volunteering

Overwhelmingly women are playing a lead and proactive role in their family philanthropy and decisions

They identified social responsibility as the main attribute they want their children and others to learn from their philanthropy



WHAT WE KNOW

- WOMEN, THROUGH THEIR GIVING, BECOME COLLABORATIVE WITH PROVIDERS AND RECIPIENTS
- WOMEN PREFER TO WORK WITH OTHERS AS A PART OF A LARGER EFFORT
- WOMEN FEEL THAT COLLABORATION CAN AVOID DUPLICATION, COMPETITION AND WASTE
- *Women don't think of themselves as philanthropists, because that's a title usually attributed to older white males*



THE BIG
PICTURE

STORIES AND
EMOTION

CHANGE AND
IMPACT

CONVERSATION

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What women need to make a decision





AUSTRALIAN WOMEN DON'T TALK ABOUT THEIR
GIVING

NOT CONCERNED ABOUT RECOGNITION BUT WANT TO BE
INFORMED

VERY CONCERNED ABOUT ORGANISATIONAL WASTE



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Jeff Bezos Says Giving Is Hard That Trope Goes Back to Andrew Carnegie



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MacKenzie Scott launches giving website, details charitable process

Philanthropist and Giving Pledge signatory MacKenzie Scott has launched a philanthropy-related website and announced the name of her charitable giving organization: Yield Giving.



How and Why is Philanthropy Changing



1. Women are taking an active role on where and to who donations are given



2. Women are teaching the next generation to ask more questions and to see impact



3. The effects of Covid on

Individual giving

Corporate giving

Trusts and Foundation



- Does Best Practice have to change?
- Define Best Practice:
- How will women's giving change philanthropy

RESOURCES

Several **books** have been written on Women's Philanthropy
Women & Philanthropy, Sondra Shaw Hardy and Martha Taylor
Female Philanthropy, Eve Colpus
Gender Matters, Kathleen Loehr
Generosity and Gender, LA Buntz
The Transformative Power of Women's Philanthropy, Martha Taylor
The Moment of Lift, Melinda Gates

Research:

- Engaging Women as Donors, IUPUI WPI
- The Role and Influence of Women in Australian Philanthropy, K Downes

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Thank you

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