

Shaping the Future of the Women's Philanthropy Research Agenda

Debra Mesch, Ph.D.

**Director, Women's Philanthropy Institute at the Center
on Philanthropy and
Professor, School of Public and Environmental Affairs**

**Lauren Berentes, MA-MPA student
Graduate Assistant, WPI**

The Women's Philanthropy Institute furthers the understanding of women's philanthropy through research, education, and knowledge dissemination.



Literature Review

- Databases:

- PsycINFO; Applied Science Full Text; Biomed Central; PubMed; Medline; IUPUI Metasearch; GenderWatch; Sociological Abstracts; Web of Science; Expanded Academic ASAP; Social Services Abstracts; Dissertations & Theses

- Keyword Search Terms:

- women” AND “prosocial behavior”
- “women” AND “philanthropy”
- “women” AND “charity”
- “women” AND “giving”
- “sex differences” AND “philanthropy”
- “sex differences” AND “altruism”
- “gender differences” AND “philanthropy”
- “gender differences” AND “charity”
- AND MULTIPLE COMBINATIONS



Literature Review

- Criteria for Inclusion:
 - Empirical research published in refereed journals
 - Included data on women's giving behavior
 - Dissertations
 - Excluded research on children
- Total number of articles in final literature review: 35
- Number of dissertations: 6
- Total number of journals represented: 22
- Total number of disciplines represented: 5

Who are women philanthropists?

- Educated, wealthy, older women are the most likely to participate in philanthropic behavior (Newman, 1995).
- Education and income correlates highly with giving (Mesch, Rooney, Steinberg & Denton, 2006; Rooney, Brown & Mesch, 2007; Rooney, Mesch, Chin, & Steinberg, 2005).
- Race does not have a significant impact (Mesch, Rooney, Steinberg & Denton, 2006; Rooney, Mesch, Chin, & Steinberg, 2005).
- Single women are significantly more likely to give or volunteer than single men; they also tend to give more money and volunteer more hours (Mesch, Rooney, Chin, & Steinberg, 2002; Mesch, Rooney, Steinberg, & Denton, 2006).
- Married females give more than single males and married males. (Rooney, Mesch, Chin, & Steinberg, 2005; Mesch, Rooney, Steinberg, & Denton, 2006).

How do we describe women's patterns of giving?

- Women tend to spread out their giving, by making donations to a more varied number of charities, while men tend to concentrate their giving on a few organizations (Anderoni, Brown, & Rischall, 2003).
- Women who volunteer are more likely to provide financial support to the same organizations where they or family members contribute their time. This helps them to feel connected to the cause and to the community (Parsons, 2004).
- Women prefer to donate anonymously and receive thanks in private (Parsons, 2004).
- Women are significantly more likely to say it is important to respond to crisis situations, to give to organizations with single-issue purposes (Newman, 1995).

What motivates women to give and how are these motives different from men's motives?

- Women tend to give to organizations that have had an impact on them or someone they know personally (Parsons, 2004; Burgoyne, Young, & Walker, 2005).
- Women are more inclined to help in a relational manner, placing more emphasis on relationships and on care of the individual. Men tend to prefer more non-relational acts, favoring justice as a reason for wanting to help (Skoe, Cumberland, Eisenberf, Hansen, & Perry 2002).
- Women are more likely to say it is important for philanthropy to be a way to show human caring and that altruism is a way to express their moral beliefs (Newman, 1995).
- Some evidence that motivations depend on marital status (Parsons 2004)
- Women are more likely to give because of family religiosity and are more likely to give in religious services or meetings than are men (Newman 2006).

Are women more generous than men?

In experimental research examining generosity between men and women:

- Men receive less than women (Dufwenberg & Muren 2006).
- Women have a greater probability of donating at all—and donating more. Women donate twice as much as men to their anonymous partners (Eckel & Grossman, 1998).
- (Kamas, Preston & Baum, 2008):
 - Women give significantly larger gifts than men.
 - Women more likely to be perfectly altruistic (giving all of the allotted money to charity) than men, and less likely to be perfectly selfish (giving no money to charity).
 - Men paired with men behave more selfishly than women pairs. But when men are paired with women, men are willing to give more.
 - When in mixed sex pairs, the group gift is more likely to move towards the female gift than to the male gift—and since women are more likely as individuals to give higher gifts than men, this results in a greater female influence on the male.
- Men do not make a decision about whether to be generous based on reciprocity (Cox & Deck, 2006).

When are women more generous than men?

- Men give more dollars per month to religious and secular causes, but women volunteer more hours for both (Einolf , 2006).
- Men are also more likely to choose to be either perfectly selfish or perfectly selfless, while women are more likely to fall in the middle as “equalitarians” sharing evenly (Andreoni & Vesterlund, 2001).
- Women and men are equally likely to help either male or female others in need (Monk-Turner, et al., 2002).
- Differences in the amounts given by men and women are not gender-related, but rather are due to other differences, primarily income, education, religious attendance and political orientation. i.e., gender made no difference in the amounts given (Brown, 2008).

Where do women give?

- Women are more likely than men to give to the environment but the amount contributed does not depend on gender (Israel, 2007).
- Women support organizations where they or family members had personal ties with major gifts (Parsons, 2004).
- Women are more likely to give to children or educational programs while men are more likely to give to veterans and civil rights organizations (Einolf, 2006).
- Women are more inclined than men to volunteer for medical/health and youth education programs (Einolf, 2006).
- Women tend to give to health and education organizations while men prefer to give to adult recreation (Anderoni, Brown, & Rischall, 2003).

Directions for Future Research

- What are the patterns of women's giving across cultures?
- Are there different preferred gift mechanisms? Are there differences between men and women in the way they give gifts?
- Where do women learn their philanthropy?
- What do we know about philanthropic decision-making between men and women?
- How does giving among women change through the generations? In particular what are the differences in how baby boomer and older women give from those in Generation Y and younger?
- What are the differences in motives to give between men and women?
- How do we inform women about planned giving? What language do they prefer? What philanthropic vehicles do they prefer? How do they prefer to talk about leaving a legacy?
- What are the national trends in women's philanthropy?
- What are women's patterns of giving? Does the pattern of giving change over time?

Other Research Questions?

DISCUSSION

Women's Philanthropy Institute at the Center on Philanthropy at Indiana University

Debra Mesch, Ph.D.
Director
317-278-8997
dmesch@iupui.edu

Andrea Pactor, MA
Assistant Director
317-278-8990
apactor@iupui.edu

The Center on Philanthropy's website is: www.philanthropy.iupui.edu

Additional resources about women's philanthropy including a bibliography, list of statistics, and useful tools:

<http://www.philanthropy.iupui.edu/PhilanthropicServices/WPI/>

