Giving to Women and Girls: Who Gives, and Why?

New research from the Women’s Philanthropy Institute has yielded nationally representative data that adds to our understanding of who gives to women’s and girls’ causes and their motivations for support.

Who gives to women's and girls' causes?

- **50%** of all female donors surveyed
- **40%** of all male donors surveyed

Why do women invest in women?

**PERSONAL EXPERIENCES**
Either the donor or a family member has personally experienced gender discrimination, raised a child, experienced a health issue, or been professionally impacted (such as through participation in a job training program for women). Donors identified these experiences as powerfully motivating for their personal philanthropy towards women's and girls' issues.

**DESIRE FOR GENDER EQUALITY**
By supporting women, donors believe that they can advance women’s equality of opportunity, and that society as a whole will benefit.

What women's and girls' causes do women support most?

- Domestic violence organizations
- Lesbian, bisexual and transgender rights
- Women’s centers
- Cancer care and research
- Economic opportunities for women and girls


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