

GENDER AND GIVING Across Communities of Color

EXECUTIVE SUMMARY

THE STUDY

Women Give 2019 is the first study to explore the intersection of race, gender, and giving. The research finds that although each person's giving journey is unique, generosity appears to be a universal value—and women across racial and ethnic groups are particularly generous.

Communities of color are growing in wealth and influence, and the same is true of women from all racial backgrounds. Philanthropy—giving time, talent, treasure, and testimony—is a tradition embedded across cultures. To address the pressing issues society faces, charitable organizations must tap into the networks and resources of women, especially women of color. *Women Give 2019* shines a light on giving by communities of color to empower donors, nonprofits, and communities at large to drive action and change.

Women Give 2019 uses two data sets to provide a comprehensive view of giving across communities of color: the Philanthropy Panel Study, which represents the general U.S. population, and data from the U.S. Trust Study of High Net Worth Philanthropy.

RESEARCH FINDINGS

Households across all racial groups give, and give to similar causes.

Generosity is a common value across racial groups. Significant portions of households give, regardless of racial or ethnic background. High net worth households are even more likely to give than the general population, and show even fewer differences across race. Households also tend to give to similar causes—giving to religion (e.g., congregations) and basic needs were the top two cause areas for every racial or ethnic group studied.

A donor's race does not have a significant effect on the amount given to charity, when taking other factors into account.

When it comes to the amount households donate, it may initially appear that donors of color give less to charity. These apparent racial differences seem to be driven primarily by other factors such as income and wealth. When those other factors are taken into account, giving differences across racial groups are less evident, indicating that differences in giving may actually reflect larger income and wealth gaps.

Overall gender differences in giving appear consistent across racial groups.

Generosity is a common value across diverse communities. What patterns emerge when gender and marital status are added to the analysis? Previous research from the Women's Philanthropy Institute has shown that in general, single women are more likely than single men to give to charity, and married and cohabiting couples are more likely than either single men or single women to give. This research finds that these gender differences are not only the case overall, but also within each racial or ethnic group examined.

Formal volunteering shows greater racial and ethnic gaps.

Finally, communities of color appear to be less engaged in formal volunteering. Looking at gender differences, single women across racial groups generally have higher rates of volunteering than single men. This is consistent with prior research about gender differences in volunteering. Racial differences may reflect that communities of color are more involved in informal philanthropy, such as giving time and money to friends, neighbors, or other people rather than to organizations.



INTERVIEW INSIGHTS

The findings in *Women Give 2019* are supplemented by case studies, which provide richer nuance to deepen understanding of how women in communities of color give. Key insights from conversations include:

- Interviewees offer an expansive definition of philanthropy, which encompasses both informal and formal definitions of the word. These understandings are complementary and both are rooted in the idea of “giving back.”
- Philanthropic pathways, especially within diverse communities, are multiple and span a wide range of experiences.
- Philanthropic leaders use both bonding and bridging activities in their work. “Bonding” activities involve giving time and capital within their community; “bridging” activities involve reaching across communities.
- Diverse donors interested in expanding their philanthropy can also look to affinity groups and collective giving groups to draw on the power of those networks.

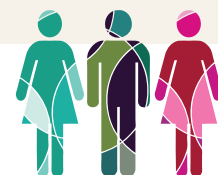
IMPLICATIONS

Donors may use this study to connect their personal experiences to the broader philanthropic landscape, and look to affinity groups or collective giving to leverage their impact. While philanthropy is a universal value, many nonprofits have yet to draw on the power of networks within diverse communities. As the U.S. population grows increasingly diverse, now is the opportune time for nonprofits to develop intentional strategies to engage communities of color. Creating a welcoming, diverse, and inclusive culture will help any nonprofit strengthen the bottom line, deepen relationships within the community, enhance decision-making, reach more donors, and connect with more stakeholders.

REFLECTION QUESTIONS

- How does my identity—whether race or ethnicity, gender, sexual orientation or something else—impact my philanthropy?
- What does my fundraising portfolio look like? Am I engaging men and women, and donors of all racial and ethnic groups?
- How can I or my organization support, build, or expand networks to engage donors and volunteers in communities of color?

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