

RACIAL JUSTICE, GENDER AND GENEROSITY

EXECUTIVE SUMMARY



Women Give 2022 examines how gender affects giving to racial justice causes. The 2020 murders of George Floyd and other Black victims galvanized widespread calls for racial justice and equity around the world. The Black Lives Matter movement continued to gain momentum even as the COVID-19 pandemic and economic crisis unfolded—both of which disproportionately impacted women. Despite these challenges, women led this movement in countless ways, including participating in marches, financially supporting those affected by racial injustice, and contacting elected officials to demand police accountability. While corporate and foundation pledges and commitments to racial justice have received considerable attention, women have been supporting these efforts all along. *Women Give 2022* focuses on these women and all households to understand their generosity toward racial justice causes and organizations.

Today, women collectively have more influence than ever before in all areas of society: they earn more and have more purchasing power; they have more financial power within households; they are in more positions of leadership; they have broader and deeper networks, and are more active on social media. While these overall positive trends don't erase racial and gender inequities, the outlook for women across demographics is improving. Women have more tools available to them—and they are more likely to use this range of tools—to effect positive change in society.

Women Give 2022 responds to a moment in time when many individuals, foundations, corporations, and government entities have made impressive commitments to advance racial equity—but many of these commitments and intentions have yet to move to action. This study measures actual activities and generous behaviors undertaken by individuals and households in the U.S., suggesting how to move intentions to actions among prospective donors.

RESEARCH INSIGHTS

Racial justice organizations can be wide-ranging and there is no strict definition for charities supporting this cause area. *Women Give 2022* examined how U.S. households define racial justice organizations and found that these causes encompass a wide range of entities and activities—from 501(c)(3) charities like HBCUs or organizations that predominantly serve underrepresented racial or ethnic groups, to businesses owned by people of color, to direct support for individuals or families impacted by racial injustice, and more. When people think about how to support racial justice, they may consider a broad spectrum of organizations and means of support beyond traditional charities and monetary gifts.



Key findings from the report are based on a nationally representative survey of U.S. households, and include:

1. More than 4 in 10 U.S. households (42.0%) supported or were actively involved in racial justice protests of 2020, including nearly half of single women (48.2%).
2. Around 1 in 7 U.S. households (14.2%) gave money to support racial justice causes and organizations in 2020, and single women were more likely to give to these causes than single men. Grassroots organizations addressing specific issues related to racial equity were most likely to have received this support, and single women were also more likely to give to these organizations compared to single men or couples.
3. Around 1 in 4 households (23.5%) supported racial justice in some form in 2020, including both financial and non-financial measures of generosity. Single women were more likely than single men to take action by donating to political candidates who support their views on racial equity issues.
4. Single women, Black households, LGBTQ+ households, and younger households demonstrated greater levels of support for the 2020 racial justice protests, and were more likely to give money to support racial justice causes and organizations.

CONCLUSIONS & IMPLICATIONS

Women Give 2022 allows for a benchmarking of U.S. households' support for racial justice movements, causes, and organizations—including financial support and other types of giving and activism. Overall, U.S. households define racial justice organizations in broad terms. Substantial portions of the population supported the 2020 racial justice protests—42.0% of the total sample surveyed for this report, and nearly half of single women. A smaller group indicated that they took some sort of generous action to support racial justice (23.5%), and around 1 in 7 households said they donated money to these causes. Finally, this study shows that certain groups are more likely than others to support racial justice movements and to give financially to these causes. Of particular note, this report finds single women are more likely than single men to support the racial justice movement, and to give to grassroots organizations, in particular.

Women Give 2022 affirms that women are more likely to support racial justice causes and are interested in giving to these organizations. However, sometimes that intention does not result in action. The findings in this report can provide current and potential donors with increased confidence about their giving directed toward racial justice and equity.

Women Give 2022 paints an expansive picture of the potential of generosity for racial justice. Many people are interested in the subject but do not yet support it through their charitable giving or other actions. What might help nudge them toward action—writing the check, hitting “share” or “retweet” on social media, signing up for a volunteer shift, or joining a local protest? Understanding the importance of single women, Black households, and LGBTQ+ households in this philanthropic space, in particular, is crucial to moving these causes forward.

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This research was supported by the Bill & Melinda Gates Foundation. Findings and conclusions are those of the authors and do not necessarily reflect official positions or policies of the Bill & Melinda Gates Foundation.