



FACT SHEET: WHY WOMEN GIVE BACK

Impact Austin (www.impactaustin.org) cultivates the collective wisdom and strength of women to transform its members and communities through philanthropy. Through high-impact grantmaking, Impact Austin engages, develops and inspires women to effect positive change. Each year, Impact Austin combines annual donations to create grants in three focus areas: health and well-being, community, and education. The organization also awards a Catalyst Grant each year to improve a nonprofit's future performance, impact and sustainability. Founded in 2003, Impact Austin has awarded nearly \$6.9 million to the Central Texas community. What inspires women to give and participate in collective giving organizations? Impact Austin offers some of the following resources and insights.

ABOUT COLLECTIVE GIVING AND HIGH-IMPACT GRANTS

Collective giving is a form of shared giving and social investment networking. Often called “giving circles,” collective giving groups are established by individuals (70% women) that are seeking to have greater involvement in their giving. Collective giving organizations like Impact Austin offer member education and grantmaking training that leads to informed, strategic philanthropic giving and promotes increased civic engagement. High-impact grants make an extraordinary impact in a selected area. A single, large grant helps keep administrative and required reporting costs low for nonprofit recipients. As collective giving groups grow, they may award multiple high-impact grants.

Sources: <https://catalistwomen.org/COLLECTIVE-GIVING-GRANTMAKING> and <https://www.impactaustin.org/about>

WHY WOMEN GIVE

The Women's Philanthropy Institute of Indiana University and the Collective Giving Research Group studied women's giving circles from 2007-2017. Their findings show that women in collective giving groups:

- Give more; and give more strategically and proactively
- Give to a wider array of organizations and causes
- Volunteer more and are more likely to engage in civic activity

Source: <https://philanthropy.iupui.edu/institutes/womens-philanthropy-institute/research/giving-circles18.html>

In 2011, a study was done on High Net Worth Women's Philanthropy and The Impact of Women's Giving Networks.

Responses from 911 participants showed that:

- 81.7% of women said they donate because they understand how their gift can make a difference
- 78.2% said their reason for giving was to make a difference in their community
- 33.1% of ladies surveyed said donating honors the legacy of others

The Women for Florida State University identify six reasons why women give:

- Collaborate with others, especially other women
- Create new solutions to problems and change things for the better
- Commit through volunteerism; connect with the human face their gift affects
- Celebrate their accomplishments

Sources: <http://brown.edu/Administration/WLC/fast-facts.html> and <https://one.fsu.edu/sslpage.aspx?pid=1894>

THE GROWING POWER OF WOMEN'S PHILANTHROPY AND COLLECTIVE GIVING GROUPS

Numerous organizations are developing and coordinating women's giving groups to unlock the full potential of women's philanthropy and giving circles.

- <https://philanthropy.iupui.edu/institutes/womens-philanthropy-institute/index.html> - research
- www.catalistwomen.org supports 60 women's giving organizations, including Impact Austin
- <https://www.womensfundingnetwork.org/> supports 100+ women's giving groups worldwide
- <https://philanthropywomen.org/events/giving-circles-gain-infrastructure-support-big-funders/>