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Women's Philanthropy Institute releases *Women Give 2014*

New data from the Women's Philanthropy Institute (WPI), part of the Indiana University-Purdue University Indianapolis (IUPUI) Lilly Family School of Philanthropy, found that among younger single women, those who consider themselves religiously unaffiliated give, on average, roughly two times larger amounts than women who consider themselves religiously affiliated but who infrequently attend religious services, thus deviating from the standard belief that the more religious a person is, the more likely she will give—and give more generously.

Women Give 2014 is the WPI's fifth study in a se-

ries of signature research reports focusing on gender giving to charitable organizations. Dr. Debra Mesch, director of the WPI at the Lilly Family School of Philanthropy, said that the Women Give series focuses on gender differences in charitable giving and is designed to be a translational research report to better educate the public as to how to better engage men and women in philanthropy. The annual project (See **PHILANTHROPY** on page 2)

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Funding for key grantmaking practices increases

As philanthropic giving levels rebound more broadly economy-wide, grantmakers have increased the types of support most commonly associated with boosting nonprofit success, according to a new report from Grantmakers for Effective Organizations (GEO).

The GEO's analysis of 2014 foundation grantmaking found that:

- the median level of funds devoted to general operating support increased for the first time to 25 percent, after remaining stagnant at 20 percent in 2008 and 2011;
- the number of grantmakers that give multiyear grants returned to pre-recession levels, up from 28 percent in 2011 to 58 percent of grantmakers that report making grants of two or more years in 2014;
- and more than a quarter of grantmakers say they increased funds for multiyear grants (31 percent), general operating support (27 percent) and capacity building (27 percent).

GEO said that these are the key grantmaking practices that both nonprofits and grantmakers agree are critical to achieving better results. By providing support that is flexible and reliable, high-performing nonprofits can build critical skills and focus on long-term mission fulfillment.

Learn more at <http://www.geofunders.org/smarter-grantmaking/field-study/about-the-study>. ■



PHILANTHROPY (continued from page 1)

applies nationally representative, high-quality, longitudinal datasets that include more than descriptive data to provide a more accurate picture of women and philanthropy, she said.

“Our mission at the WPI is to conduct research and develop educational programs to better inform stakeholders, nonprofit leaders and donors to understand the power of women’s giving, so we focus on the how and why in gender differences in philanthropy. Men’s giving is different than women’s giving—one is not better than the other; it’s different,” Mesch said. “In general, fundraisers haven’t always understood communication and motivation differences for why men and women give. What works for men doesn’t work for women, and you have to understand these differences in philanthropy to better work with all donors to solve the world’s most pressing problems.”

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Mesch said the study employed a number of innovative methodologies that allowed researchers to drill deeper into the differences in charitable giving:

- **Type of organization.** Giving was sorted by non-religiously identified organizations (NRIOs), such as Big Brothers Big Sisters and United Way, and religiously identified organizations (RIOs), such as World Vision or Catholic Charities. In past research, data didn’t separate giving to churches or synagogues or mosques from secular charities. This is the first dataset that separates this type of giving while also looking at the effects of gender and age, the director said, so that researchers are better able to understand where the giving is going and why.

- **Frequency of attendance.** The study grouped people into three sets: those who frequently attend services, those who infrequently attend services and those who are not affiliated with a religious tradition (NONEs). The director said that although various studies have examined religiosity by gender and giving by gender, the inclusion of frequency of attendance in this report makes it the first report to look at the intersection of all three variables.

- **Age.** The report drills deeper into the differences between religiosity giving and gender giving by dividing the sample by age and gender.

What WPI researchers found shook academics’, donors’ and development officers’ long-held belief that the stronger a person’s religiosity, the more likely it is that a person will give—and give more, the director said.

“Religiosity has been used as an indicator because it’s such a strong predictor of giving just like education and income, which together make up the strongest indicators of who is going to give,” Mesch said. “What we found is that in most of our breakdowns, the standard religiosity story holds—except when we drill deeper into the breakdowns of age and gender.”

A difference in pattern among young single women or NONEs emerged, the director said. According to the report, these young single women NONEs are giving to charities even more than those who attend religious services infrequently, she said.

More qualitative data will be needed to understand exactly why young single women are giving so much versus infrequent attenders, the director said, but these religiously unaffiliated women may be finding social connection networks that are encouraging them to give outside of congregations.

“It could be that these young women in general

connect more with social networks. The movement of giving circles nationwide—such as Women Moving Millions and the Women’s Funding Network—resonate with women,” Mesch said. “In previous studies we found that when compared, networked women give more and are more likely to give more than women who are not connected with a network.”

This “synergy”—the ability to get involved in these social networks—has increased overall giving to charity, and younger women from younger generations that are not connected to congregations but are finding social connections outside of congregations are the ones increasing that giving, the director said.

Overall, the report signals good news for NRIOs and serves as a wake-up call to RIOs who may need to step up their approach with these younger women, Mesch said:

- **NRIOs**—The younger women who are not religiously affiliated, or NONEs, are giving a lot, and as religious affiliations continue to decline, NRIOs must continue to reach out in innovative and exciting ways to those women in order to retain them as donors.

- **RIOs**—Organizations that are religiously affiliated may have to do more to deeply engage these nonaffiliated young women, perhaps by rebranding or reworking their marketing strategies. NONEs are typically unaffiliated because they don’t believe that religion is going to add to the value of their lives in terms of giving to charity. The RIOs will have to demonstrate that the values of their organizations are in concert with the NONEs, the director said. This may mean less emphasis on the religious message and more promotion of the values shared with, and held by, the NONEs. Leveraging social media to convey relevance for these younger women may also help the RIOs in their efforts, Mesch said.

“A lot of the values of philanthropy are inherent in our religious beliefs,” said Mesch, “so it behooves RIO leaders to draw women in with values that are more universal and demonstrate that these women will want to be connected with them.”

The director said her team expected generational differences, but she was surprised that it was only the young women and not the young men who stood out as well. This indicated to her and her team that fundraisers, foundations and nonprofits cannot assume that the difference is purely a generational or age difference.

“This is much more complex than originally thought ... and one of the positives of the study is

that future researchers will need to consider how giving varies by different demographic groups,” Mesch said. “You have to drill deeper into age and gender to discover what’s going on.”

Further research has yet to be done, such as an examination of married couples, who were not included in the latest study because it’s a much more intricate analysis, the director said. “A wife could be a NONE and the husband could be a Presbyterian,” Mesch said. “It will be interesting to look at married couples who are affiliated or unaffiliated and gender and age.”

For more information

Dr. Debra Mesch is director of the Women’s Philanthropy Institute, part of the Lilly Family School of Philanthropy at Indiana University-Purdue University Indianapolis. The mission of the Women’s Philanthropy Institute is to increase understanding of women’s philanthropy through rigorous research and education, and interpreting and sharing these insights broadly to improve philanthropy. Research, the centerpiece of all Institute programs, links women’s philanthropy to the changes in the world around us that encourage, hinder and shape it. To read the complete *Women Give 2014* report, go to http://www.philanthropy.iupui.edu/files/research/womengive14_final.pdf. ■

Western Union fights Ebola outbreak

A million-dollar global business challenge to help fight the Ebola outbreak in Africa is underway, thanks to Western Union and the Western Union Foundation. In the United States, Western Union has set up a no-fee contribution account benefiting the American Red Cross to support Ebola relief efforts in West Africa. Donors in the U.S. can contribute by making a no-fee transaction at participating Western Union locations, up to \$5,000 each, the company said.

To ensure adequate resources to fight the disease’s spread, the company is also urging Western Union agents, Western Union Business Solutions clients and the entire global business community to drive donations toward Ebola relief efforts by providing a dollar-for-dollar match for all charitable donations supporting the International Medical Corps and Save the Children, to reach a total of \$1 million in support.

Learn more at <http://bit.ly/1zeQsRT>. ■