



OCTOBER 2019

**THE WOMEN & GIRLS INDEX:
MEASURING GIVING TO
WOMEN'S AND GIRLS' CAUSES**



IUPUI WOMEN'S PHILANTHROPY INSTITUTE
LILLY FAMILY SCHOOL OF PHILANTHROPY

RESEARCH THAT GROWS WOMEN'S PHILANTHROPY

WRITTEN & RESEARCHED BY

Women's Philanthropy Institute

The Women's Philanthropy Institute (WPI) is part of the Indiana University Lilly Family School of Philanthropy. WPI increases understanding of women's philanthropy through rigorous research and education, interpreting and sharing these insights broadly to improve philanthropy. Learn more at <https://philanthropy.iupui.edu/wpi>.

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INTRODUCTION

Women's and girls' causes have attracted increased public attention in recent years. From revelations of sexual assault and harassment, to calls for equal pay, to policy proposals affecting reproductive rights, the current social and political environment has shined a spotlight on conversations about gender equality that have taken place in the shadows during other times in history. Additionally, the rising prevalence of women's funds and foundations has provided an institutional structure that facilitates giving to women and girls. While women's and girls' causes may seem increasingly visible in light of these developments, women's and girls' organizations have existed for centuries and can be found across the traditional nonprofit subsectors. However, limited research exists on the amount of charitable dollars flowing to these organizations.

Until this point, studies about philanthropy directed to women and girls have largely focused on donors, answering such questions as: Who gives to women and girls? What motivates these donors? What obstacles do they encounter? What is the current landscape of institutions like women's foundations and funds that focus on this area of philanthropy? Meanwhile, questions on the recipient side of the equation have remained largely unanswered. These questions include: What counts as a women's and girls' organization? What are the size and scope of these organizations? How much financial support do they receive compared to other charitable organizations and as a portion of overall philanthropy?

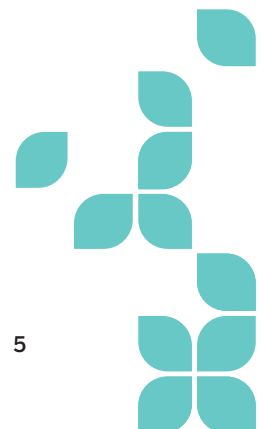
Partially due to the absence of a technical definition of giving to women and girls—such as a formal subsector classification—this area of philanthropy has not been rigorously studied. Therefore, it has not been possible to answer these questions, let alone determine whether giving to women and girls is growing. To fill this gap in knowledge, the Women's Philanthropy Institute developed the Women & Girls Index (WGI)—the first systematically generated, comprehensive index of charitable organizations dedicated to women and girls in the United States. This report introduces the WGI and uses this tool to provide those who study and practice philanthropy with a clearer picture of the characteristics of women's and girls' organizations and patterns of giving to this population. This picture reveals that while gender issues may be receiving increased public attention, charitable giving to women's and girls' causes does not necessarily reflect these societal conversations.

Development professionals, as well as women's and girls' organizations, can use the findings to set fundraising goals and benchmark their organization against others. Funders can use the research to identify gaps in resources and inform giving strategies that align with the needs of women's and girls' organizations. Additionally, as a publicly available resource, the WGI itself allows existing research to be examined, and future studies to be conducted, through a gender lens. Further, the findings presented in this report serve as a baseline that can be updated on an ongoing basis to understand trends in giving to women and girls over time.



KEY FINDINGS

1. **More than 45,000 organizations dedicated to women and girls received a total of \$6.3 billion in charitable contributions from individuals, foundations, and corporations in 2016.** These organizations comprise a relatively small portion of total charitable organizations (3.3%) and overall charitable giving (1.6%).
2. **Women's and girls' organizations can be found in every nonprofit subsector.** The greatest portion of these organizations appear in the human services subsector.
3. **WGI organizations that focus on general women's health receive the largest amount of philanthropic support (\$1.2 billion in 2016).** Women's and girls' organizations addressing reproductive health, as well as family and gender-based violence, are also top recipients of philanthropic support.
4. **On average, WGI organizations are smaller than other charities, across a range of measures.**
5. **Women's and girls' organizations received approximately 3.1% of donor-advised fund grant dollars between 2012 and 2015.** This suggests a greater focus on giving to women and girls among those who use this giving vehicle than among donors overall.



BACKGROUND

Who gives to women and girls? Existing research offers some understanding of how different types of donors give to women's and girls' causes. This information provides important context for considering the recipient side of the equation in this report's findings and demonstrates the need for further research in this area.

Sources of Giving to Women and Girls

Giving by individuals continues to account for the majority of overall philanthropy in the United States, at 68% in 2018.¹ While the exact percentages may vary, it is reasonable to expect that individual giving also comprises a substantial share of giving to women and girls. As a result, most research on funding for women's and girls' causes focuses on individuals. Studies by the Women's Philanthropy Institute and others reveal important features of donors to women's and girls' organizations, as well as the motivations and behaviors that characterize their giving.

Donors to women's and girls' causes include both men and women, although women are more likely to give, and give in greater amounts, to these causes.² Wealthier donors are also more likely to give to women's and girls' causes, including approximately one in five high-net-worth households.³ High-net-worth donors to these causes also share a variety of more nuanced characteristics, such as early experiences with philanthropy, a preference for investing in systemic change, and a propensity for risk.⁴ What motivates their philanthropy? More than half of high-net-worth donors to women's and girls' causes cited the belief that supporting women and girls is the most effective way to solve other social problems as the primary reason for their giving.⁵

Research also provides insight on specific behaviors associated with giving to women's and girls' causes. For example, one study showed that individuals' intentions to donate to women and girls were stronger when they believed others were interested in giving to this population. Donation intentions were particularly high when individuals received messages about rising levels of giving to women's and girls' causes.⁶ Another study showed that women's foundation and fund donors are likely to be particularly committed to and engaged with these causes.⁷

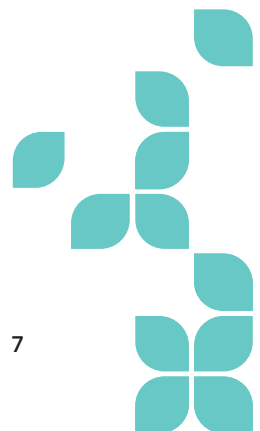
Research on giving to women's and girls' causes by foundations is limited, and much of the extant research focuses on women's foundations and funds rather than foundations more generally. Foundation giving accounted for 18% of overall philanthropy in 2018. Foundations' share of total giving has been increasing in recent years, up from 14% in 2010.⁸ Therefore it is helpful to understand how this source of philanthropy approaches giving to women's and girls' causes.

A 2009 report by Candid (formerly Foundation Center) and the Women's Funding Network (WFN) examined the landscape of women's foundations and funds through a survey of WFN members. Most women's foundations and funds believed that investing in women has ripple effects for their families and communities. These organizations tended to award smaller grants, and human rights accounted for the largest share of their giving. The study also examined philanthropy directed to women and girls by the broader foundation community, revealing the oft-cited statistic that foundation giving to women's and girls' causes ranged from 5% to 7.4% between 1990 and 2006.⁹

The Women's Philanthropy Institute's 2019 landscape study of women's foundations and funds analyzed 200 of these organizations, many of which are not members of WFN. Similar to the Candid/WFN report, the study revealed that women's foundations and funds primarily awarded grants to nonprofits in their local community and felt that investing in women and girls created positive change in the broader community. The study also showed that education initiatives received the greatest portion of funding from women's foundations and funds, and highlighted other activities these organizations participate in beyond grantmaking to advance women and girls.¹⁰

Due to a lack of rigorous research on corporate giving to women's and girls' causes, researchers must rely on anecdotal evidence of corporate giving to these causes. Corporate philanthropy comprises a small share of overall charitable giving (5% in 2018),¹¹ and it is likely that only a small share of corporate philanthropy is directed to women's and girls' causes. However, some companies have specifically prioritized these causes in their giving, as highlighted in the examples of Avon and Procter & Gamble.

Avon, a direct-selling company that specializes in beauty and personal care products, posits that its business model empowers women, helping them achieve financial independence by creating and managing their own businesses. Beyond its business model, charitable giving has also been a key element of Avon's corporate identity. In 2016, the company's philanthropy programs surpassed \$1 billion in contributions to "causes that matter most to women."¹² Avon focuses its funding, which is raised through the sale of special products, in two areas: advancing research on breast cancer and expanding access to quality care through the Avon Breast Cancer Crusade; and reducing domestic and gender-based violence through the Speak Out Against Domestic Violence program.¹³



Consumer goods corporation Procter & Gamble also has a history of charitable giving to women's and girls' causes. In early 2019, the company announced a new commitment to initiatives that promote gender equality in India, Africa, and the Middle East. The commitment included \$100 million to advance women-owned businesses and to educate adolescent girls on puberty and hygiene.¹⁴ In the summer of 2019, Procter & Gamble was the first official U.S. Soccer sponsor to side with the World Cup–winning women's national team in its fight for equal pay. The company ran a full-page advertisement in *The New York Times* declaring its support for the team and made a donation of \$529,000 (\$23,000 for each member of the 23-player team) to the players' association to represent the team's interests in dealing with the U.S. Soccer Federation.

Recipients of Giving to Women and Girls

Significant research has been conducted on donors to women's and girls' causes. While more studies are necessary to provide a complete picture of individuals and organizations that give to women and girls, research in this area far outweighs knowledge on organizations that receive these charitable dollars. The WGI responds to this lack of research on the recipient side of the equation, contributing new insight to the field of philanthropy in key ways:

- The WGI is a groundbreaking tool. As a publicly available resource, opportunities for researchers, practitioners, and other stakeholders to use the Index in applying a gender lens to their work are countless.
- This report is the first to quantify charitable organizations and dollars dedicated to women and girls. The findings offer baseline data that can be updated at regular intervals to identify trends and themes regarding how this area of philanthropy is evolving.

The next sections detail the data sources and processes the Women's Philanthropy Institute employed to create the WGI, followed by the findings that resulted from initial analyses using the Index.

DEVELOPMENT OF THE INDEX

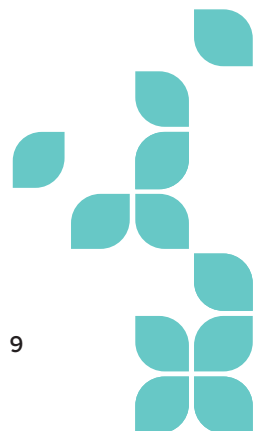
The Women's Philanthropy Institute has long sought to measure giving to women's and girls' causes and to compare these organizations to other charitable subsectors like arts, education, and the environment. This interest was driven by a growing demand from donors, nonprofits, researchers, and policymakers to better understand and quantify this area of philanthropy.

To generate the WGI, researchers first determined which types of organizations should be defined as women's and girls' organizations. To be included in the WGI, organizations had to meet one of the following criteria:

- The organization is *dedicated to serving primarily women and girls*. (For example, Planned Parenthood or Girls Inc.)
- The organization is *a collective of women and girls that serves general philanthropic purposes*. (For example, Junior Leagues and women's auxiliaries)

These criteria may seem straightforward, but measuring giving to women and girls is quite challenging since many charitable organizations have multiple programs that serve different populations. As such, researchers exercised a certain degree of judgment in creating the WGI. For example, organizations that mainly serve survivors of domestic violence and sexual assault are included in the Index. While men, boys, and non-binary individuals are also impacted by domestic violence and sexual assault, the vast majority of those who receive services from organizations dedicated to these issues are women and girls. On the other hand, organizations that serve a relatively equal number of women and men or girls and boys were not included in the WGI. Boys & Girls Clubs and Big Brothers Big Sisters, for instance, were excluded because the majority of their programming is designed for children of all genders.

Next, researchers developed a list of key words and phrases associated with organizations that met one of the criteria for inclusion in the WGI (for example, daughter, alumnae, maternal health, domestic violence). Then, using these words and phrases, the researchers mined the names and mission statements of more than one million charitable organizations to identify which ones focus on women and girls. To verify that the search terms captured the right types of organizations, researchers hand-checked the resulting organizations. This led to modification of the search terms and the addition of several new search terms. In all, researchers hand-checked more than 9,000 organizations, with a particular focus on those with the largest contributions, revenue, expenses, or assets.



Since the WGI is limited to organizations dedicated to women and girls, the figures presented in the Findings section of this report are conservative estimates of giving to women's and girls' causes. Many charitable organizations focus some of their programming on women and girls, but do not primarily serve this population (e.g., CARE, United States Fund for UNICEF). Although not included in the Index, a sample of such organizations—defined as organizations that are not predominantly dedicated to women and girls, but with *a measurable portion of their mission or programs focused on this population*—were also identified to develop a very conservative estimate of spending on women's and girls' causes by organizations outside the WGI.

For information on how to access the Index, please see the Implications section at the end of this report. For more details on the data and methods used to create the Index, please see Appendix A.

FINDINGS

This report provides the first comprehensive landscape of charitable organizations dedicated to women and girls in the U.S. While the WGI can be used to conduct many types of analyses, the findings presented here illustrate key characteristics of women's and girls' organizations, including levels of philanthropic support, that serve as a foundation for future research. To offer context, the findings compare WGI organizations to charitable organizations overall, as well as to the traditional nonprofit subsectors. Unless otherwise noted, the estimates presented here are based on IRS data from 2016, since that is the most recent year for which finalized data is available.

Finding 1: More than 45,000 organizations dedicated to women and girls received a total of \$6.3 billion in charitable contributions from individuals, foundations, and corporations in 2016.

These organizations comprise a relatively small portion of total charitable organizations (3.3%) and overall charitable giving (1.6%).

The WGI contains more than 45,000 charitable organizations that received a total of \$6.3 billion in 2016. This represents a sizeable, but relatively small, share of overall charitable organizations and dollars, as shown in Table 1. Women's and girls' organizations make up 3.3% of the total number of charitable organizations, and their \$6.3 billion in philanthropic support accounts for 1.6% of overall charitable giving in that year.^{i,ii}

Table 1: Summary statistics of women's and girls' organizations (2016)

	WGI organizations	Total charitable organizations	WGI organizations as a % of total charitable organizations
Philanthropic support, <i>Giving USA</i>	\$6.3 billion	\$396.5 billion	1.6%
Number of organizations	45,008	1,375,714	3.3%
Revenue	\$19.9 billion	\$2.1 trillion	1.0%
Expenses	\$19.2 billion	\$2.0 trillion	1.0%
Assets	\$42.7 billion	\$4.0 trillion	1.1%

Note: To provide a more accurate estimate of the entire scope of charitable giving, the 2016 total giving figure from *Giving USA 2019*, which includes donations to religious organizations and private foundations, was used to generate the philanthropic support percentage. Other figures in the table (number of organizations, revenue, expenses, and assets) were calculated using all 501(c)(3) organizations filing with the Internal Revenue Service.

ⁱ *Giving USA 2019* estimates that charitable organizations in the U.S. received \$396.5 billion in 2016. Using this estimate, which includes donations to religious organizations and private foundations, WGI organizations received 1.6% of total charitable giving that year. Charitable giving estimates for 2016 were initially presented in *Giving USA 2017*, but the *Giving USA 2019* figure is used because these estimates are typically revised in subsequent years as finalized IRS data become available.

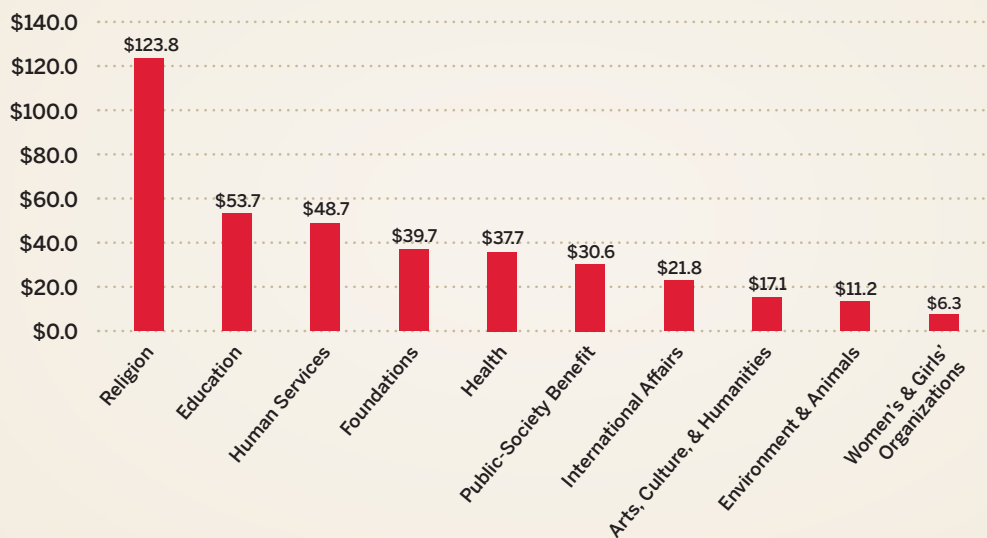
ⁱⁱ See Table 1B in Appendix B for a list of the top ten women's and girls' organizations by 2016 contributions.



At approximately 1.0%, organizations dedicated to women and girls comprise a smaller share of other financial measures like revenue, expenses, and assets. Even when the Women’s Philanthropy Institute’s very conservative estimate of \$1.6 billion in spending on women’s and girls’ causes by organizations outside the Index is included (see Development of the Index), the WGI share of total charitable expenses remains largely unchanged. As a result, this estimate is not included in the expense calculations that appear in Table 1.

Figure 1 shows that organizations dedicated to women and girls receive a fraction of overall charitable dollars compared to traditional nonprofit subsectors like education, health, and the arts. WGI organizations receive a little over half the philanthropic support of the smallest subsector (environment) and around 5% of the philanthropic support of the largest subsector (religion).^{iii, iv}

Figure 1: Philanthropic support for women’s and girls’ organizations and traditional nonprofit subsectors (in billions)



Note: Subsector figures are 2016 values from *GUSA 2019*. Charitable giving estimates for 2016 were initially presented in *Giving USA 2017*, but the *Giving USA 2019* figures are used because these estimates are typically revised in subsequent years as finalized IRS data become available.

ⁱⁱⁱ Throughout this report, “WGI organizations” is used interchangeably with “organizations dedicated to women and girls” and “women’s and girls’ organizations” to refer to organizations included in the WGI.

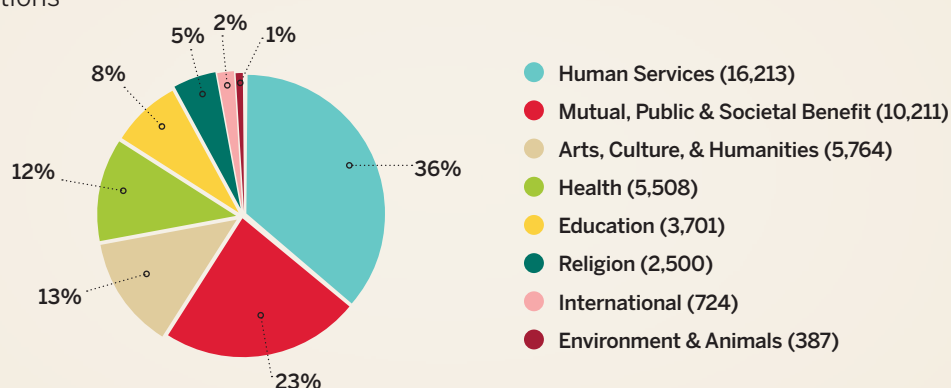
^{iv} As reported in *Giving USA*, excluding giving to individuals.

Finding 2: Women’s and girls’ organizations can be found in every nonprofit subsector.

The greatest portion of these organizations appear in the human services subsector.

Figures 2 and 3 illustrate how women’s and girls’ organizations are spread across traditional subsector classifications—by number of organizations, as well as philanthropic support received.

Figure 2: Subsector distribution of women’s and girls’ organizations by number of organizations

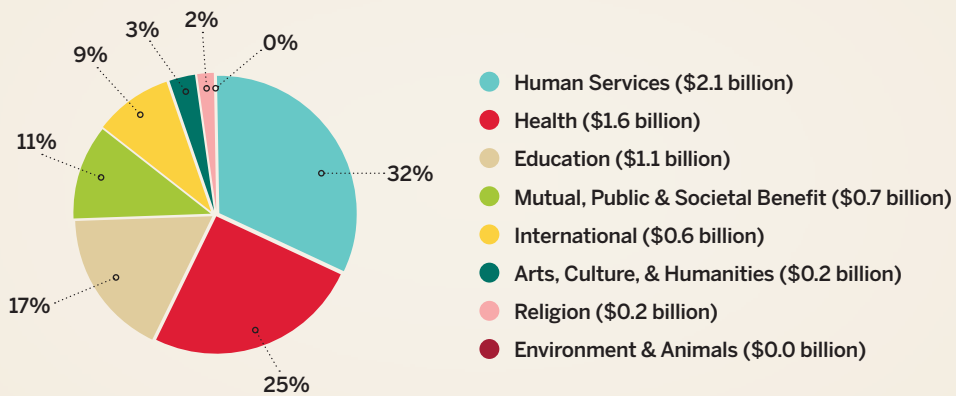


Note: Subsector classifications are based on IRS data from 2016. The number of women’s and girls’ organizations in each subsector is included in parentheses.

As seen in Figure 2, the largest portion of organizations dedicated to women and girls (36%) fall into the human services subsector. The YWCA is an example of a women’s and girls’ organization in the human services subsector. The mutual, public and societal benefit, and arts, culture, and humanities subsectors contain the second- and third-largest percentage of WGI organizations, at 23% and 12%, respectively. Ms. Foundation for Women is an example of a mutual, public and societal benefit organization dedicated to women and girls; the National Women’s History Museum is an example of a WGI organization in the arts subsector.



Figure 3: Subsector distribution of women’s and girls’ organizations by philanthropic support



Note: Subsector classifications are based on IRS data from 2016. The amount of philanthropic support for women’s and girls’ organizations in each subsector is included in parentheses. Women’s and girls’ environment and animals organizations received \$11.5 million in 2016; this appears as \$0.0 billion in the figure due to rounding.

As seen in Figure 3, the human services subsector (32%) also leads WGI organizations in terms of philanthropic support, followed by the health (25%) and education (17%) subsectors. Planned Parenthood is an example of a health organization dedicated to women and girls; Smith College is an example of a women’s and girls’ organization in the education subsector. Although health and education organizations account for a relatively small portion of the number of WGI organizations, nonprofits in these subsectors tend to be larger, explaining why they make up a higher percentage of organizations dedicated to women and girls in terms of philanthropic support.^v

Findings 1 and 2 provided an overview of the number of women’s and girls’ organizations, the amount of philanthropic support these organizations receive, and how they compare with traditional nonprofit subsectors. To offer a more nuanced analysis of organizations dedicated to women and girls, researchers also grouped these organizations into 16 categories based on their mission focus.^{vi} For example, health is further specified as general women’s health or reproductive health and family planning.

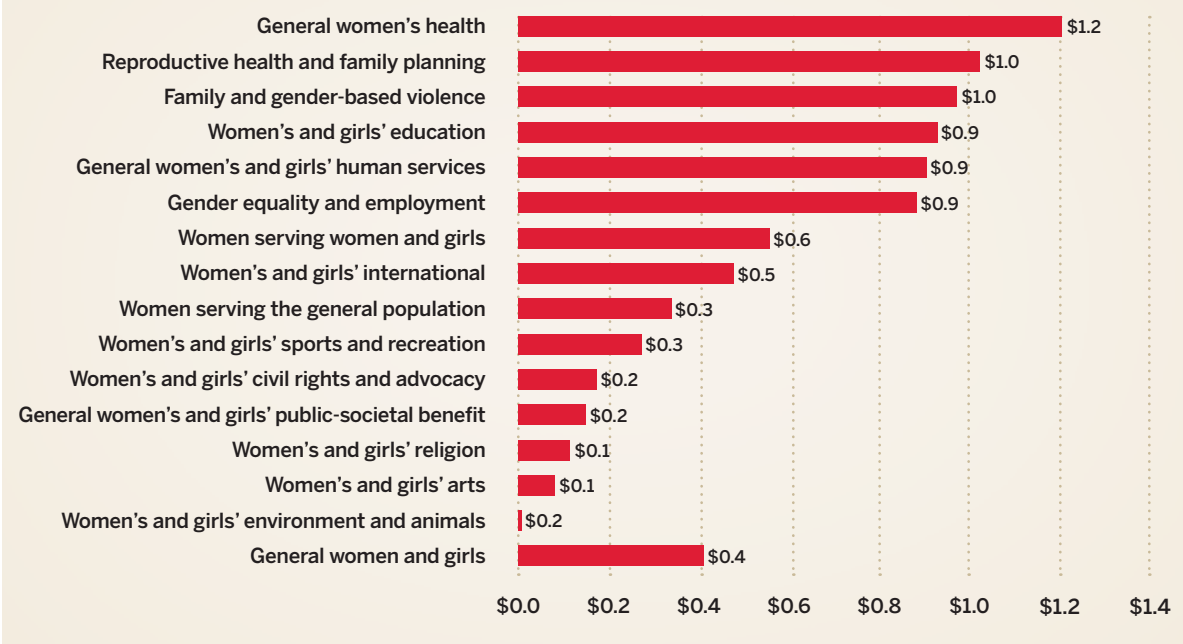
^v See Table 2B in Appendix B for a list of the top ten women’s and girls’ organizations per nonprofit subsector by 2016 contributions.

^{vi} See the detailed methodology in Appendix A for more information on how these categories were developed.

Finding 3: WGI organizations that focus on general women’s health receive the highest amount of philanthropic support (\$1.2 billion in 2016).

Women’s and girls’ organizations addressing reproductive health, as well as family and gender-based violence, are also top recipients of philanthropic support.

Figure 4: Mission focus of women’s and girls’ organizations by philanthropic support (in billions)



Note: Mission focus categories are based on IRS data from 2016. Women’s and girls’ environment and animals organizations received \$11.5 million in 2016; this appears as \$0.0 in the figure due to rounding. Mission focus categories are not necessarily mutually exclusive. Therefore, adding up the dollars in Figure 4 exceeds the \$6.3 billion total of philanthropic support for WGI organizations.

Although organizations can have multiple missions or focus areas and the categories are not always mutually exclusive,^{vii} examining the missions of women’s and girls’ organizations provides further insight on the nature of these organizations beyond traditional subsector classification.

As shown in Figure 4, WGI organizations that focus on general women’s health (which is separate from reproductive health) receive the greatest amount of philanthropic support (\$1.2 billion in 2016). At approximately \$1 billion each, women’s and girls’ organizations dedicated to reproductive health and addressing family and gender-based violence receive the second- and third-highest levels of philanthropic support, respectively.

^{vii} General women’s health includes women’s and girls’ organizations in the health subsector that do not focus on reproductive health and family planning. General women’s and girls’ human services includes women’s and girls’ organizations in the human services subsector that do not focus on family and gender-based violence. General women’s and girls’ public and societal benefit includes women’s and girls’ organizations in the public and societal benefit subsector that do not focus on gender equality and employment or civil rights and advocacy. Otherwise, the mission focus categories are not mutually exclusive.



Finding 4: On average, WGI organizations are smaller than other charities, across a range of measures.

The previous findings provide aggregate estimates of the number of organizations dedicated to women and girls, the amount of philanthropic support received by these organizations, and their breakdown by nonprofit subsector and mission focus. But what does the average WGI organization look like, and how does it compare to the average non-WGI organization? Examining the average WGI organization and how it compares to the average non-WGI organization offers a more thorough understanding of the characteristics of women’s and girls’ charities at the individual organization level.

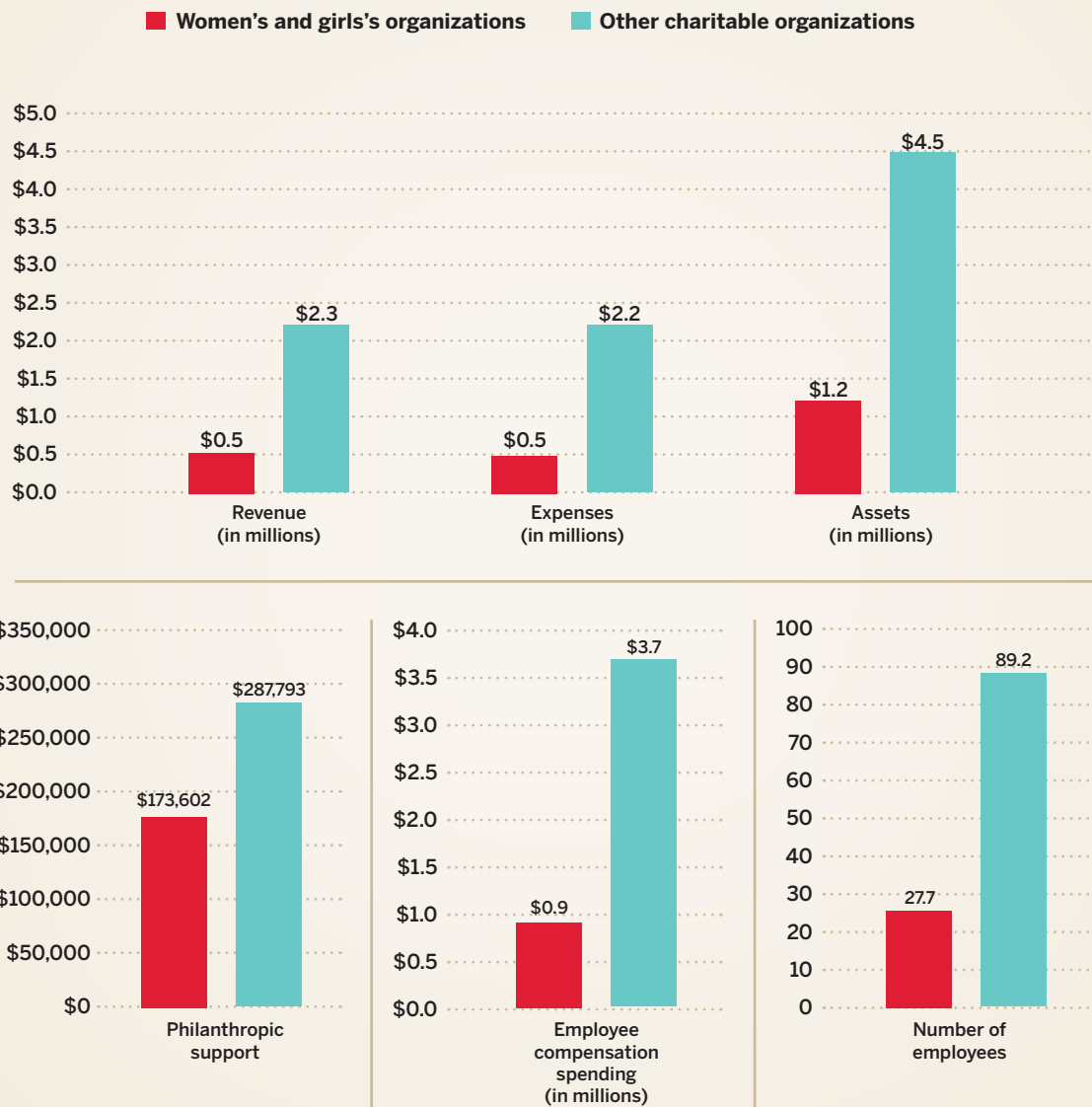
In addition to the number of organizations and amount of philanthropic support received, researchers examined the average size of women’s and girls’ organizations and other charitable organizations in terms of revenue, expenses, and assets. Beyond these traditional financial measures, other measures of organizational capacity were also analyzed, including the average number of individuals employed by WGI organizations and non-WGI organizations in 2016 and the average amount spent on employee compensation and benefits during that year.^{viii}

On average, organizations dedicated to women and girls are substantially smaller than other charitable organizations across each of these measures, as shown in Figure 5. The average WGI organization has about one-quarter of the revenue, expenses, and assets of the average non-WGI organization. The difference between women’s and girls’ organizations and other charitable organizations is also striking in terms of human resources. Organizations dedicated to women and girls have fewer than one-third of the number of employees and spend less than one-quarter of the amount on employee compensation and benefits than other charitable organizations on average.

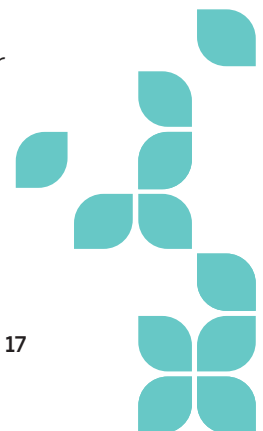
The difference between WGI organizations and non-WGI organizations is less pronounced with respect to philanthropic support. Women’s and girls’ organizations on average received 60% of the philanthropic support received by other charitable organizations in 2016—approximately double the percentage for the other measures analyzed. This indicates that philanthropic support is a particularly important source of revenue for organizations dedicated to women and girls.

^{viii} Please note, based on how this data is reported to the Internal Revenue Service, that employee numbers account for both full- and part-time staff, as well as employee turnover, and therefore should not be viewed as the number of full-time positions at an organization. For example, if an individual left an organization in 2016 and a replacement was hired, this would count as two employees, although the individuals occupied the same position. It should also be noted that employee measures are based on 9,169 WGI organizations and 225,818 non-WGI organizations with full IRS Form 990 data available.

Figure 5: Average annual financial and human resources for women's and girls' organizations and other charitable organizations (2016)



Examining the average WGI and non-WGI organization along key financial and employment measures offers more detail on the characteristics of women's and girls' organizations. As a whole, organizations dedicated to women and girls appear to be doing more with less, including lower levels of philanthropic support and fewer staff resources.



Additional analyses were conducted to compare women's and girls' organizations with total charitable organizations in terms of annual revenue and organization age. In general, both WGI and charitable organizations overall are fairly small in terms of revenue, and the largest organizations of both types receive the greatest share of philanthropic support. However, organizations dedicated to women and girls are more likely than total charitable organizations to be mid-sized. Additionally, philanthropic support tends to be more spread out among women's and girls' organizations of different sizes than among charitable organizations overall.

In terms of organization age, WGI organizations tend to be slightly older than total charitable organizations, demonstrating that Americans have been championing causes for women and girls since the early days of the Republic. For more detail on these analyses, see Appendix C.

GEOGRAPHY OF WOMEN'S AND GIRLS' ORGANIZATIONS

This report presents the national landscape of organizations dedicated to women and girls in the United States. Yet, it is reasonable to expect that giving to WGI organizations may vary across different regions, particularly as a result of state policies that impact women and girls (for example, laws related to reproductive rights and workplace discrimination). Figure 6 shows WGI organizations as a percentage of the number of total charitable organizations in each state. Figure 7 shows philanthropic support received by WGI organizations as a percentage of philanthropic support received by charitable organizations overall in each state.

Figure 6: Geographic distribution of women's and girls' organizations by share of total charitable organizations per state (2016)

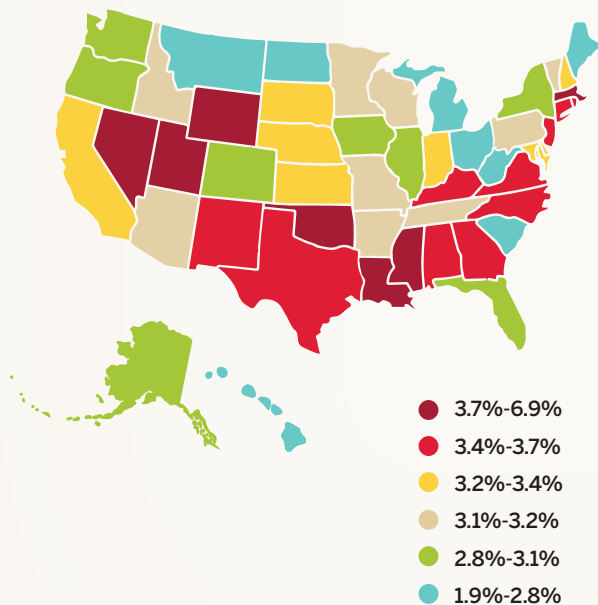
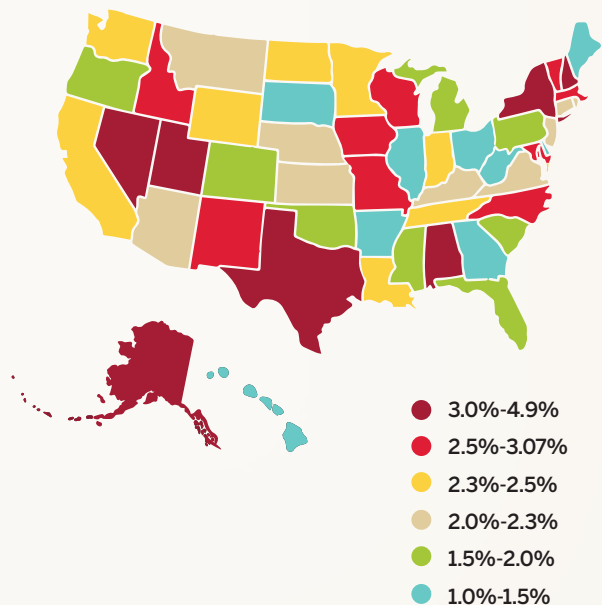
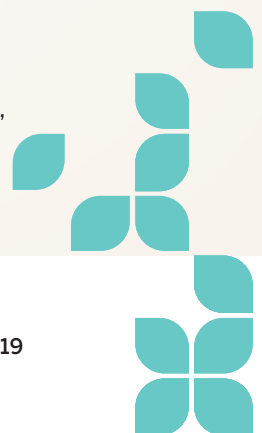


Figure 7: Geographic distribution of women's and girls' organizations by share of total philanthropic support per state (2016)



WGI organizations appear across the United States, but further research is needed to better understand the concentration of these organizations and the level of philanthropic support they receive in different parts of the country. These figures illustrate how the Index might help funders interested in women's and girls' causes, as well as organizations dedicated to women and girls, expand programming to address potential gaps in services for this population.



DISCUSSION

Current public discourse among media, policymakers, and celebrities may give the impression that a large number of U.S. nonprofits are dedicated to women's and girls' causes and that charitable dollars flow to these organizations at high rates. On the contrary, WGI organizations account for a relatively low percentage of total charitable organizations and overall philanthropic support. The share of total charitable dollars received by these organizations is a fraction of that of the smallest nonprofit subsector. Determining the reasons underlying this discrepancy is beyond the scope of this report; one possible explanation is that increased awareness of issues affecting women and girls is not translating into action (i.e., donations to women's and girls' causes).

The WGI provides a new tool to learn more about the distinct characteristics of these charities. First, the greatest share of WGI organizations, based on number and level of philanthropic support, fall into the human services subsector, suggesting that the provision of direct services is a common means through which nonprofits seek to advance women and girls. In terms of mission, organizations that focus on women's health in general and reproductive health in particular receive the largest portion of overall philanthropic support for women's and girls' organizations.

On average, WGI organizations are much smaller than other charitable organizations across a variety of financial and non-financial measures. The difference between women's and girls' organizations and other charitable organizations is notable in terms of human resources, with organizations dedicated to women and girls spending considerably less on employee compensation and benefits. Further research is required to determine if this is indicative of the grassroots nature of these organizations (and a presumably greater reliance on volunteers as opposed to paid staff) or whether this demonstrates limited organizational capacity as a result of resource constraints.

On the other hand, the difference between organizations dedicated to women and girls and other charitable organizations is less apparent with respect to philanthropic support. Finally, while it would be reasonable to expect women's and girls' organizations to be younger than overall charitable organizations given greater coverage of issues related to women and girls in recent years, WGI organizations are actually somewhat older than total charitable organizations, reflecting the long history in the United States of women leveraging philanthropy to address pressing problems in society.

IMPLICATIONS

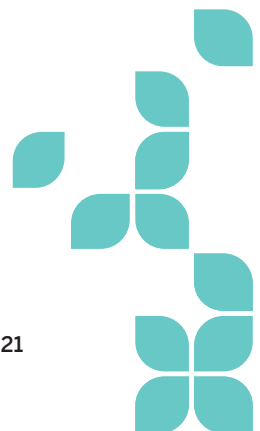
News stories about sexual assault and harassment, as well as various policy developments and current events, have brought issues impacting women and girls to the fore of societal conversations. Does charitable giving also prioritize this population? This report shows that it has not; in fact, giving to women's and girls' causes makes up a relatively small portion of overall philanthropy. The disparity between public perception and the data presented in this report demonstrates how little is known about the size and scope of giving to women and girls and reinforces the need for further research on this topic.

This report provides foundational knowledge on the key features of organizations dedicated to women and girls, as well as charitable giving estimates that can serve as a baseline for future trends and comparisons. The Women's Philanthropy Institute will continue to update the WGI at regular intervals, with the goal of expanding understanding of this area of philanthropy. For example, the findings in this report are primarily based on data from 2016, which precedes the #MeToo and #TimesUp movements of late 2017 and early 2018. Future studies using updated data from the Index are necessary to determine how philanthropic support for women's and girls' organizations changed following these events.

Further research on this and other topics will provide vital insights for a variety of stakeholders seeking to advance the status of women and girls and to improve their communities more broadly by investing in this population. Development professionals and nonprofits dedicated to women and girls can use the findings as a resource for benchmarking their organization against others and for setting fundraising goals. Grantmaking foundations and individual donors can use the analysis to identify gaps in funding and develop future giving strategies based on existing areas of need and opportunity. Additionally, as the following example illustrates, the WGI provides the scholarly community with a research tool that can be used to answer a variety of questions about giving to women and girls.

Expanding Research on Giving to Women and Girls

Beyond informing the practice of philanthropy, the WGI makes a significant contribution to scholarship on giving to women and girls. The Index itself is an innovative and accessible resource that scholars can use to apply a gender lens to existing and future research studies. *Measuring Donor-Advised Fund Grants to Women and Girls' Organizations* below demonstrates how the WGI can be used to re-examine the results of a recent study of donor-advised fund (DAF) grants with a specific focus on women's and girls' organizations. DAFs are a popular giving mechanism for individual donors, particularly those of high net worth. To what extent do DAF grants support women's and girls' causes?

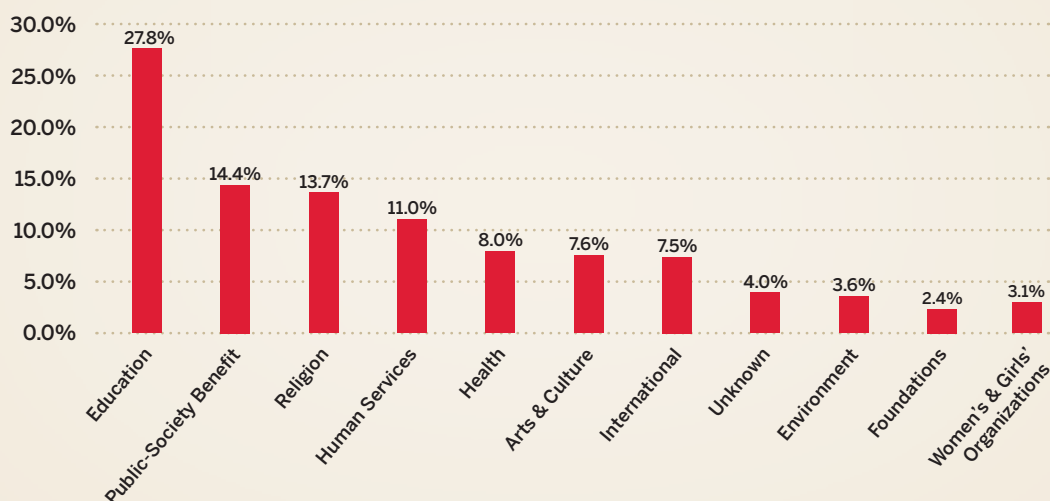


MEASURING DONOR-ADVISED FUND GRANTS TO WOMEN'S AND GIRLS' ORGANIZATIONS

To demonstrate the ease of using the WGI to apply a gender lens to charitable giving research, the Women's Philanthropy Institute revisited data on donor-advised fund (DAF) grants from *The Data on Donor Advised Funds: New Insights You Need to Know*. The data used in this 2018 study by the Giving USA Foundation accounted for nearly half of all DAF giving during the 2012–2015 period.¹⁶

During this four-year period, organizations dedicated to women and girls received approximately \$575 million, or 3.1%, of the \$18.6 billion DAF grant dollars included in the sample. This percentage is almost double the 1.6% of total philanthropic support WGI organizations received in 2016. Figure 8 shows the distribution of DAF grant dollars by traditional subsector classification, compared to the 3.1% dedicated to women's and girls' organizations.

Figure 8: Distribution of DAF grant dollars by nonprofit subsector and women's and girls' organizations (2012–2015)

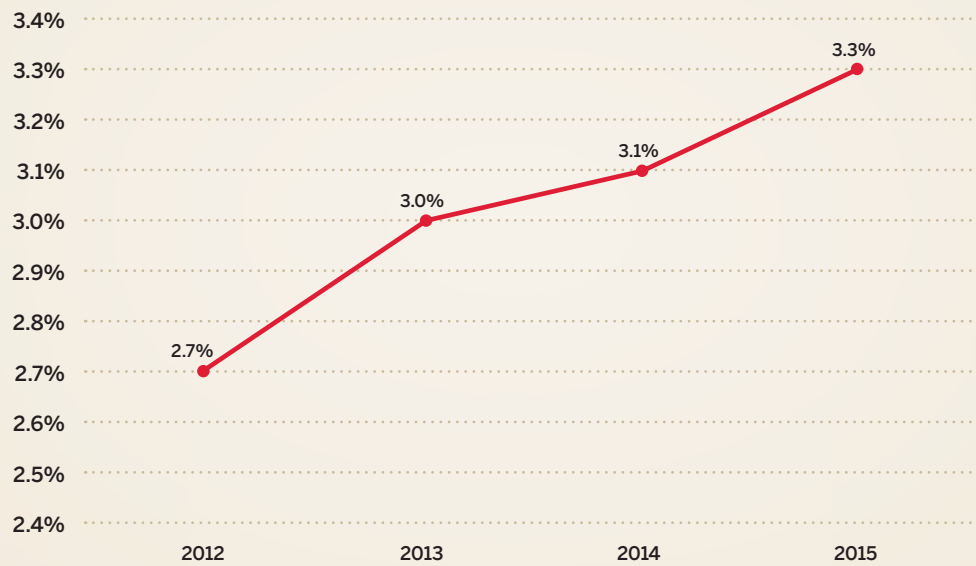


Note: Figures are based on 2012–2015 total DAF grant dollars from *The Data on Donor Advised Funds: New Insights You Need to Know*.

Organizations dedicated to women and girls receive a similar share of overall DAF grant dollars as the smallest known subsector (environment) and around 11% of the share of overall DAF grant dollars as the largest known subsector (education).

Figure 9 tracks growth in the amount of DAF grant dollars to WGI organizations during the time period analyzed.

Figure 9: Growth in share of DAF grant dollars to women's and girls' organizations (2012–2015)



Note: Figures are based on 2012–2015 total DAF grant dollars from *The Data on Donor Advised Funds: New Insights You Need to Know*.

Organizations dedicated to women and girls experienced a slight but steady uptick in the percentage of total DAF grant dollars received from 2012 to 2015. Whether this trend continues will be of keen interest to scholars and practitioners since DAF grant dollars continue to grow as a share of overall philanthropy.

The breakdown of DAF grant dollars to WGI organizations across the traditional nonprofit subsectors can be seen in Figure 10.

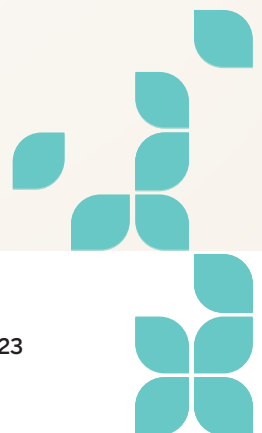
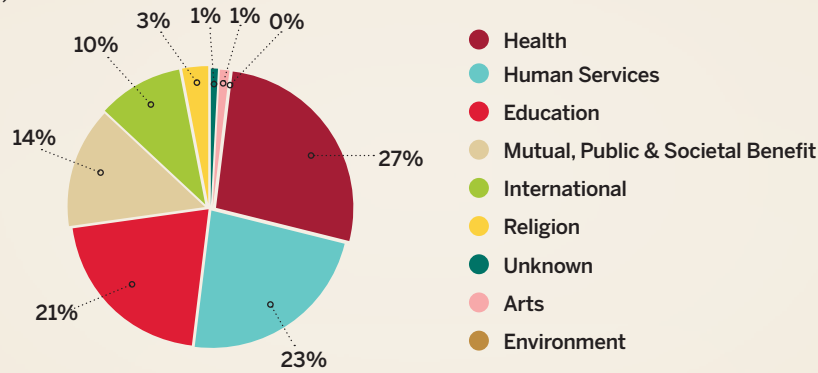


Figure 10: Subsector distribution of DAF grant dollars to women’s and girls’ organizations (2012–2015)



Note: Figures are based on 2012–2015 total DAF grant dollars from *The Data on Donor Advised Funds: New Insights You Need to Know*. Women’s and girls’ organizations in the environment subsector received 0.4% of DAF grant dollars during this time; this appears as 0% in the figure due to rounding.

Between 2012 and 2015, the largest portion of DAF dollars were granted to women’s and girls’ organizations in the health (27%), human services (23%), and education subsectors (21%). These three subsectors represented a combined 71% of DAF grants to women’s and girls’ organizations during these years. This breakdown is similar to the subsector distribution of overall philanthropic support among organizations dedicated to women and girls (Figure 3), with the exception of human services accounting for a smaller share of WGI DAF grant dollars (23% versus 32% of overall philanthropic support for WGI organizations).

As a whole, applying a gender lens to DAF grants illustrates that DAF giving seems to have more of a gender focus than overall charitable giving, and that the subsector breakdown of this funding is fairly representative of broader philanthropic support for organizations dedicated to women and girls. While there is some indication that DAF grant dollars to women’s and girls’ organizations are growing, further research is needed to confirm this trend. Examining why DAF grants disproportionately support WGI organizations compared to overall charitable giving to these nonprofits would also be a useful direction for future research.

In addition to building upon or re-examining existing research, the present study raises questions that future research should explore, including:

- Characteristics of older organizations dedicated to women and girls and how they compare with those established more recently as part of the women's funding movement;
- Patterns regarding the geographic distribution of women's and girls' charitable organizations and dollars, as well as regional differences in the characteristics of these organizations; and
- What may be driving a greater share of DAF grant dollars to be directed toward women and girls than total philanthropy and whether this trend continues.

Finally, the WGI facilitates the exploration of new research topics. Individuals and organizations can use the Index to answer their own questions about organizations dedicated to women and girls. To access the index, please visit <https://philanthropy.iupui.edu/wgi>.



APPENDIX A: METHODOLOGY

Data Sources

Several data sources formed the basis of the WGI, the most important of which were e-file Internal Revenue Service (IRS) data available on Amazon Web Services, which provided details for 293,273 charitable organizations filing IRS Forms 990 and 990-EZ electronically circa fiscal year 2016. These data were supplemented with 47,613 digitized Form 990 paper returns provided by Candid (formerly GuideStar), and 70,312 Form 990 and 990-EZ returns from IRS Return Transaction Files (RTF). For organizations not filing an IRS Form 990 or Form 990-EZ, a combination of 505,201 charitable organizations filing Form 990-N and 459,315 “non-filing”^{ix} registered charitable organizations were used to gather further information on typically smaller and religious organizations. These sources amounted to a total population of 1,375,714 registered 501(c)(3) domestic charitable organizations.

Rule Development

Informed by reviews of relevant literature and published organization listings, researchers developed initial sets of inclusionary words and phrases (key words), exclusionary words and phrases (stop words), and other selection criteria to establish logical “rule” conditions to identify potential women’s and girls’ organizations. Generating the final set of nearly 100 individual rules for the WGI was an iterative process. Initial sets of rules were first applied to organizations’ names, mission statements, and other identifiers. Manual verification of a random sample of the results led to modification of the initial rules and the creation of new rules. For most rules in the final set, a minimum of 100 organizations were hand-checked to confirm the accuracy of at least 80% of organizations captured through each unique combination of key words, stop words, and other criteria.

The final set of rules were then applied to the full population of nearly 1.4 million charitable organizations to identify an initial population of 47,347 potential women’s and girls’ organizations, of which 45,008 were included in the final Index.^x In total, more than 9,000 possible WGI organizations were hand-checked, including verification of over 90% of total WGI revenues and assets, with priority given to those organizations with larger contributions, revenue, expenses, or assets.

^{ix} Non-filing organizations are defined as registered tax-exempt organizations that did not file any type of Form 990 between the fiscal years ending in 2014 and 2016, most of which are religion-related charitable organizations exempt from annual 990 filing requirements.

^x An additional 685 organizations were included in the estimate of spending on women’s and girls’ causes by non-WGI organizations.

The final set of WGI rules and their sequencing are available upon request. The rules generally break down into the following 16 categories (exclusionary rules not shown here):

- General women's health
- Reproductive health and family planning
- Family and gender-based violence
- Women's and girls' education
- Women's and girls' human services
- Gender equality and employment
- Women serving women and girls
- Women's and girls' international
- Women serving the general population
- Women's and girls' sports and recreation
- Women's and girls' civil rights and advocacy
- Women's and girls' public-societal benefit
- Women's and girls' religion
- Women's and girls' arts
- Women's and girls' environment and animals
- General women and girls

To measure philanthropic support for WGI organizations, the direct support value was used for charitable organizations filing IRS Form 990 (Part VIII, Lines 1b, 1c, and 1f). Total contributions, gifts, and grants was used for organizations filing Form 990-EZ (Part I, Line 1). A direct contribution estimate of \$11,505.73 per organization was used for those filing Forms 990-N (based on the average direct support value among Form 990 and Form 990-EZ filing organizations with less than \$50,000 in revenue). No direct support estimate was used for non-filers.

To generate the very conservative estimate of program expenses dedicated to women and girls by organizations outside the WGI, an analogous set of rules was created and run on the program descriptions of non-WGI organizations. However, isolating all spending on women's and girls' causes by organizations outside the Index was not feasible since larger organizations often did not report their programs discretely and error rates for smaller organizations were significantly higher than when the rules were applied to organizations' names and/or mission statements. As such, only spending on women and girls by non-WGI organizations with the largest contributions, revenue, expenses, or assets that could be hand-verified was used to generate the estimate.



The list of names and Employer Identification Numbers (EINs) of WGI organizations is available upon request from <https://philanthropy.iupui.edu/wgi>. Researchers only ask that the following citation accompany any use of the WGI: Women's Philanthropy Institute, Indiana University Lilly Family School of Philanthropy & DataLake Nonprofit Research. (2019). *Women & Girls Index* [Data file]. <https://philanthropy.iupui.edu/wgi>.

At the time of publication, the WGI was primarily based on registered 501(c)(3) domestic charitable organizations filing IRS Forms 990 for the fiscal years ending in 2016 as of August 2018. Previous or subsequent fiscal year information was used when 2016 data was unavailable. However, the WGI is a trailhead for new paths of research and intended to be expanded and updated to provide further insight on past and future charitable activity.

Limitations

Despite extensive effort, there are certain caveats to this research due to the subjective nature of identifying and classifying organizations dedicated to women's and girls' causes, as well as information and resource limitations. While more than 90% of total revenues represented in the Index were manually verified, the majority of WGI organizations were selected and categorized by rules alone, and therefore subject to rule error rates. Additionally, organizations were only hand-checked for inclusion in the WGI, not for alignment with the specific rule categories through which they were pulled. The researchers expect error rates to be minimal, but these factors could potentially affect the accuracy of dollar estimates for the Index and the rule categories.

The datasets used to generate the WGI do not include financial data on religious congregations or any data on private foundations. The analyses presented in this report primarily use data from 2016, so organizations that were not registered with the IRS or did not file annual Form 990 returns between the years of 2014 and 2017 are not included. The Index only tracks philanthropic support for WGI organizations; the data cannot be disaggregated by funding source (e.g., individuals, foundations, corporations). Finally, only organization names and EINs are available for download. Future updates to the Index are currently under consideration by WPI.

APPENDIX B: LARGEST WOMEN'S AND GIRLS' ORGANIZATIONS

Table 1B: Top ten women's and girls' organizations (by 2016 contributions)

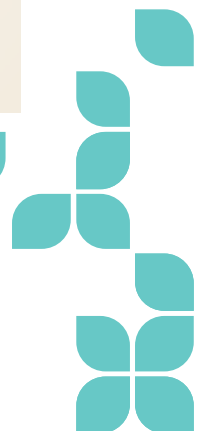
ORGANIZATION	SUBSECTOR	CONTRIBUTIONS (2016)
Johns Hopkins University Jhpiego Corporation	International	\$333.48 million
Planned Parenthood Federation of America	Health	\$226.82 million
Elizabeth Glaser Pediatric AIDS Foundation	Health	\$143.35 million
Pathfinder International	International	\$129.66 million
Susan G. Komen Breast Cancer Foundation Susan G. Komen for the Cure	Health	\$105.24 million
Barnard College	Education	\$95.54 million
Wellesley College	Education	\$94.62 million
Susan G. Komen Breast Cancer Foundation Group Return	Health	\$87.72 million
Vitamin Angel Alliance Inc.	Human Services	\$81.47 million
YWCA of Greater Pittsburgh	Human Services	\$69.46 million

Table 2B: Top ten women's and girls' organizations in each nonprofit subsector (by 2016 contributions^{xi})

Human Services

ORGANIZATION	CONTRIBUTIONS (2016)
Vitamin Angel Alliance Inc.	\$81.47 million
YWCA of Greater Pittsburgh	\$69.46 million
Women in Need Inc.	\$67.45 million
Florida Coalition Against Domestic Violence Inc.	\$40.02 million
YWCA of Seattle King County Snohomish County	\$30.64 million
YWCA of Metropolitan St. Louis	\$28.00 million
Pennsylvania Coalition Against Domestic Violence	\$27.71 million
YWCA of Greater Los Angeles	\$26.42 million
Mothers Against Drunk Driving	\$23.48 million
YWCA El Paso Del Norte Region	\$22.56 million

^{xi} Subsectors are listed from largest to smallest based on share of total WGI philanthropic support.



Health

ORGANIZATION	CONTRIBUTIONS (2016)
Planned Parenthood Federation of America	\$226.82 million
Elizabeth Glaser Pediatric AIDS Foundation	\$143.35 million
Susan G. Komen Breast Cancer Foundation Susan G. Komen for the Cure	\$105.23 million
Susan G. Komen Breast Cancer Foundation Group Return	\$87.72 million
Breast Cancer Research Foundation Inc.	\$66.00 million
Healthy Start Momcare Network Inc.	\$44.58 million
Planned Parenthood Minnesota North Dakota South Dakota Fund	\$42.43 million
Breast Cancer Charities of America	\$33.00 million
Planned Parenthood Global Inc.	\$32.73 million
NAF Hotline Fund	\$31.50 million

Education

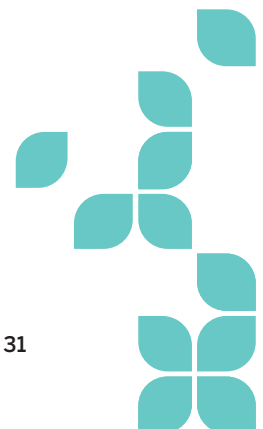
ORGANIZATION	CONTRIBUTIONS (2016)
Barnard College	\$95.54 million
Wellesley College	\$94.62 million
Trustees of Mount Holyoke College	\$59.38 million
Trustees of Smith College	\$57.70 million
Bryn Mawr College	\$26.54 million
Spelman College	\$25.41 million
Spence School	\$22.98 million
Hollins University Corporation	\$21.06 million
Brearley School	\$19.88 million
Chapin School Ltd.	\$18.83 million

Mutual, Public & Societal Benefit

ORGANIZATION	CONTRIBUTIONS (2016)
Center for Reproductive Rights Inc.	\$25.98 million
Children's Rescue Fund	\$24.88 million
The Voter Participation Center	\$14.33 million
Grameen America Inc.	\$12.18 million
Oprah Winfrey Leadership Academy Foundation	\$10.92 million
NARAL Pro-Choice America Foundation	\$10.80 million
Catalyst Inc.	\$9.93 million
National Women's Law Center	\$9.37 million
Valley CAN	\$9.21 million
International Planned Parenthood Federation Worldwide Inc.	\$9.18 million

International

ORGANIZATION	CONTRIBUTIONS (2016)
Johns Hopkins University Jhpiego Corporation	\$333.48 million
Pathfinder International	\$129.66 million
Ipas	\$60.39 million
EngenderHealth Inc.	\$60.31 million
MSI United States	\$53.79 million
Magee Women's Research Institute and Foundation	\$48.89 million
International Planned Parenthood Federation Western Hemisphere Region Inc.	\$46.55 million
International Partnership for Microbicides Inc.	\$35.75 million
NuDay	\$24.39 million
FINCA International Inc.	\$20.11 million



Arts, Culture, & Humanities

ORGANIZATION	CONTRIBUTIONS (2016)
Mount Vernon Ladies Association of the Union	\$16.85 million
National Society of the Daughters of the American Revolution Treasurer General's Office	\$9.07 million
International Women's Media Foundation	\$7.60 million
Women Make Movies Inc.	\$5.60 million
Chicken and Egg Productions	\$2.93 million
Women in Military Service for America Memorial Foundation	\$2.36 million
Oakland Museum Women's Board	\$2.07 million
National Women's History Museum	\$1.95 million
Women in Film	\$1.83 million
National WASP WWII Museum	\$1.73 million

Religion

ORGANIZATION	CONTRIBUTIONS (2016)
Ywbuilding Hope	\$15.42 million
Priests for Life	\$13.25 million
Jewish Women's Renaissance Project Inc.	\$10.27 million
Human Coalition	\$8.68 million
Friends of the League Foundation	\$8.50 million
Mercy Multiplied America Inc.	\$7.87 million
American Friends of Nishmat	\$4.66 million
Proverbs 31 Ministry Inc.	\$3.26 million
Marian House Inc.	\$2.75 million
Women's Missionary Union Auxiliary to SC Baptist Convention	\$2.31 million

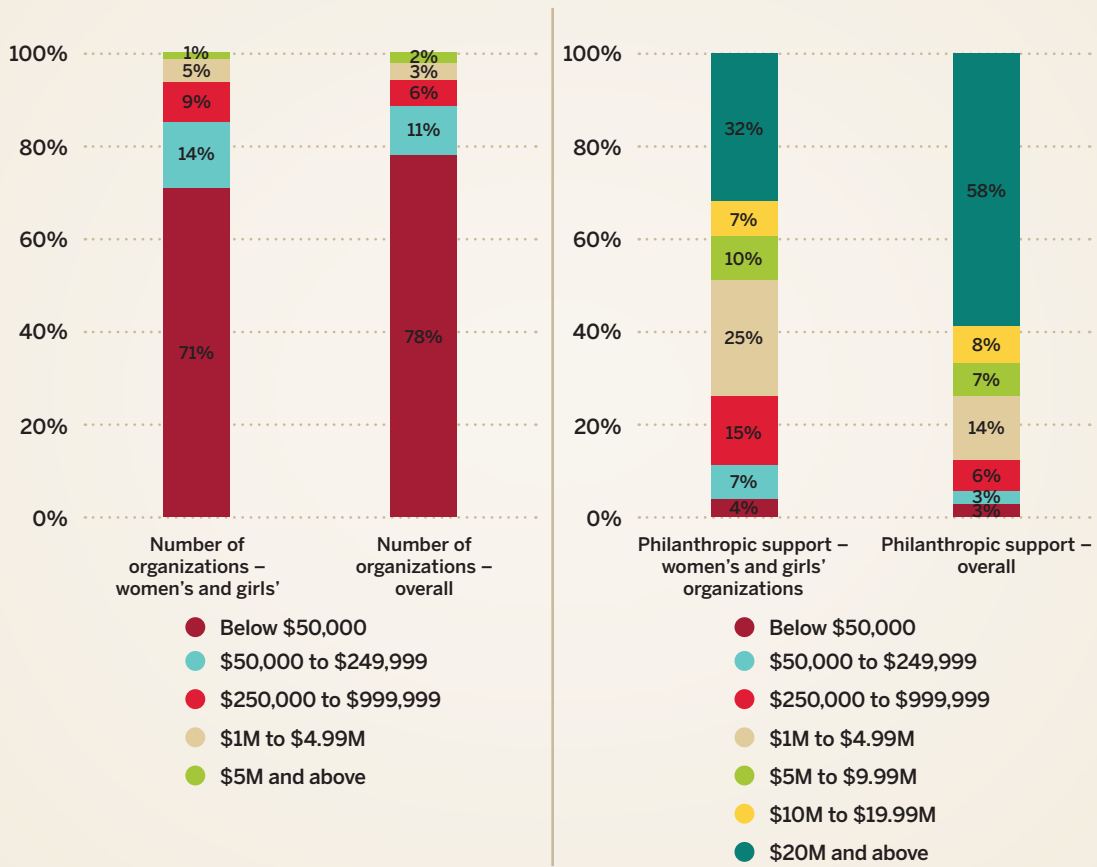
Environment & Animals

ORGANIZATION	CONTRIBUTIONS (2016)
Zoo Learning Fund	\$4.82 million
Mothers Out Front Inc.	\$1.60 million
Women's Humane Society	\$0.64 million
The Green Belt Movement International North America	\$0.63 million
Rachel's Network Inc.	\$0.62 million
Women's Voices for the Earth	\$0.53 million
Eagle Island Inc. Friends of Eagle Island	\$0.49 million
Noah's Animal House Foundation	\$0.43 million
Cleaning for a Reason	\$0.43 million
Coastal Studies for Girls	\$0.28 million

APPENDIX C: FINDING 4 ADDITIONAL ANALYSES

In addition to exploring various measures of size and capacity for the average WGI and non-WGI organization, researchers also examined women's and girls' organizations in terms of annual revenue range and age to offer further insight on the unique characteristics of these organizations that may not be reflected in the averages. To provide context for these findings, the data for WGI organizations are presented alongside that of total charitable organizations in Figures 1C and 2C.

Figure 1C: Distribution of women's and girls' organizations and total charitable organizations by annual revenue range (2016)



Note: Since such a small number of WGI organizations fall into the top three annual revenue ranges examined (\$5M to \$9.99 M, \$10M to \$19.99 M, and \$20M and above), these categories are collapsed in the first graph. The full data, including raw numbers corresponding with the percentages, can be viewed in Table 1C.

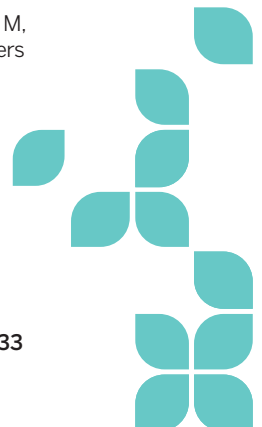


Table 1C: Distribution of women's and girls' organizations and total charitable organizations by annual revenue range (2016)

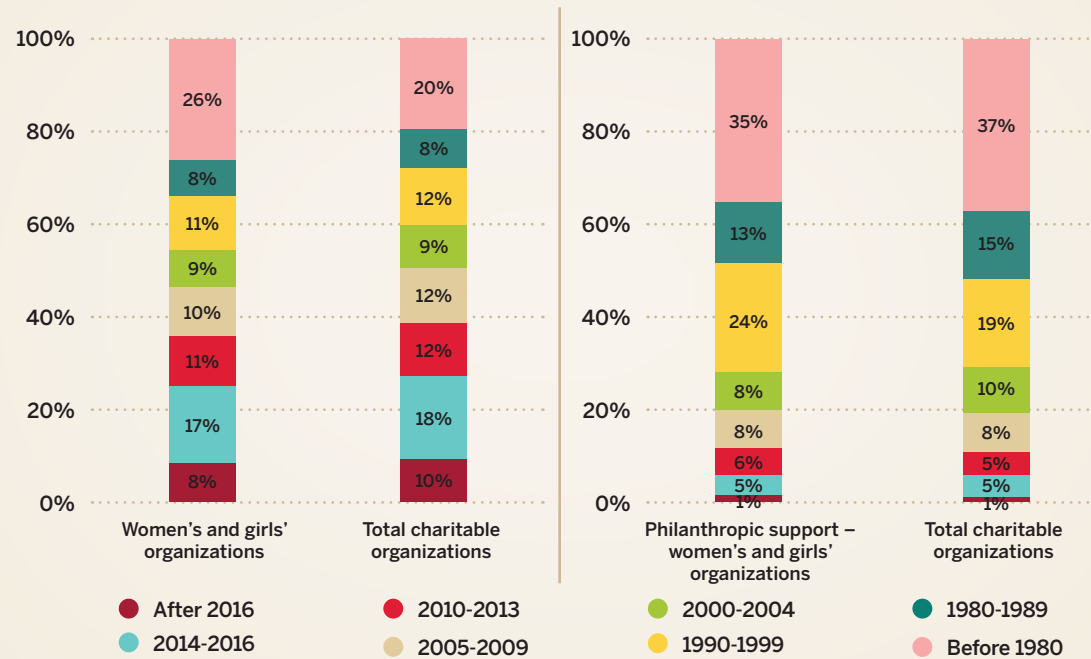
Annual revenue range	Number of women's and girls' organizations	% of women's and girls' organizations	% of total charitable organizations	Philanthropic support for women's and girls' organizations	% of philanthropic support for women's and girls' organizations	% of overall philanthropic support
Below \$50,000	32,736	71.11%	78.07%	\$0.28 billion	4.40%	2.74%
\$50,000 to \$249,99	6,101	14.01%	10.65%	\$0.45 billion	7.06%	3.44%
\$250,000 to \$999,999	3,734	8.94%	5.72%	\$0.97 billion	15.23%	6.42%
\$1M to \$4.99M	1,911	4.67%	3.46%	\$1.57 billion	24.75%	13.54%
\$5M to \$9.99M	266	0.63%	0.80%	\$0.60 billion	9.54%	7.20%
\$10M to \$19.99M	122	0.31%	0.55%	\$0.46 billion	7.29%	8.32%
\$20M and above	138	0.33%	0.74%	\$2.01 billion	31.73%	58.34%

The vast majority of both women's and girls' organizations and total charitable organizations fall into the lowest annual revenue range (below \$50,000) based on number of organizations. However, a higher percentage of WGI organizations fall into the middle annual revenue ranges, while a larger portion of total charitable organizations fall into the highest and lowest annual revenue range. This suggests that, although the annual revenue of organizations dedicated to women and girls tends to be smaller on average, WGI organizations are more likely than charitable organizations overall to be mid-sized.

In terms of philanthropic support, a greater share of women’s and girls’ organizations fall into the middle and lower annual revenue ranges than charitable organizations overall. Conversely, a larger portion of total charitable organizations fall into the highest annual revenue ranges. This finding indicates that philanthropic support tends to be more spread among WGI organizations of different sizes compared with charitable organizations overall, for which it is more heavily concentrated among larger nonprofits.

With regard to age, organizations dedicated to women and girls generally follow similar patterns as charitable organizations overall based on number organizations and amount of philanthropic support received. Figure 2C shows the distribution of WGI organizations and total charitable organizations in terms of age, which was measured using 501(c)(3) ruling year.

Figure 2C: Distribution of women’s and girls’ and total charitable organizations by 501(c)(3) ruling year



Note: Raw numbers corresponding with these percentages can be viewed in Table 2C.

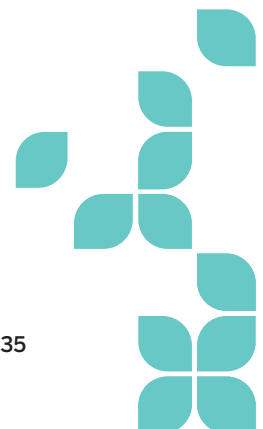


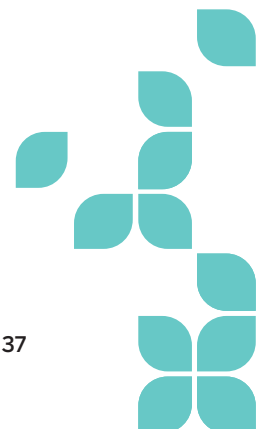
Table 2C: Distribution of women's and girls' and total charitable organizations by age based on 501(c)(3) ruling year

501(c)(3) ruling year	Number of women's and girls' organizations	% of women's and girls' organizations	% of total charitable organizations	Philanthropic support for women's and girls' organizations	% of philanthropic support for women's and girls' organizations	% of overall philanthropic support
After 2016	3,441	8.35%	9.54%	\$0.06 billion	0.95%	0.95%
2014-2016	6,961	16.92%	17.81%	\$0.32 billion	5.04%	5.24%
2010-2013	4,421	10.78%	11.71%	\$0.38 billion	6.04%	4.90%
2005-2009	4,270	10.40%	11.61%	\$0.52 billion	8.28%	8.35%
2000-2004	4,529	8.58%	9.31%	\$0.51 billion	7.97%	9.90%
1990-1999	5,073	11.15%	12.29%	\$1.51 billion	23.81%	19.00%
1980-1989	3,442	7.95%	8.24%	\$0.81 billion	12.71%	14.62%
Before 1980	12,871	25.86%	19.51%	\$2.23 billion	35.19%	37.03%

Compared to total charitable organizations, a greater share of organizations dedicated to women and girls obtained their 501(c)(3) status before 1980. This finding suggests that while both types of organizations continue to form consistently, WGI organizations tend to be slightly older than charitable organizations overall. This finding may come as a surprise given increased public conversation on issues affecting women and girls in recent years. However, women have been championing causes for women and girls since the early days of American history.

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