

IT'S TIME TO FOCUS ON:

WOMEN'S PHILANTHROPY



ECONOMIC SHIFT

WOMEN are now the majority in undergraduate settings. With **INCREASED EDUCATION** comes **INCREASED EARNINGS**.

WOMEN ARE MARRYING LATER and having fewer children. **THEY HAVE DISPOSABLE INCOME.**

WOMEN HOLD 52% of managerial and professional jobs in the workforce.

In **40%** of households, **WOMEN** are the **PRIMARY BREADWINNERS**.

WOMEN control **85%** of household spending.

42% of top wealth holders are women, including more than **3 MILLION WOMEN** with annual incomes greater than **\$550,000**.

“Women are the single largest productive economic force and drive almost every economic indicator for businesses.”

“THE SILENT RISE OF THE FEMALE ECONOMY” 2017

Women are projected to **control \$22 TRILLION BY 2020**.

WOMEN EARN MORE, INHERIT MORE, AND LIVE LONGER
THIS ECONOMIC SHIFT ADDS UP TO WOMEN CONTROLLING SIGNIFICANT WEALTH NOW AND CONTINUED GROWTH OF THEIR WEALTH AND DECISION-MAKING FOR DECADES TO COME.

PHILANTHROPIC SHIFT

With **INCREASED EARNINGS** and education, women have an **INCREASED FOCUS** on philanthropy.

SINGLE WOMEN ARE MORE LIKELY than similarly-situated single men to give to charity. **WOMEN GIVE SIGNIFICANTLY MORE** than similarly-situated men at almost all income levels.

WOMEN ARE NOW MAKING or PARTICIPATING in the majority of household philanthropic decisions.

For every **\$10,000** that the wife's income increases, total household giving increases by more than **5 PERCENT**. In comparison, for every \$10,000 the husband's income increases, total household giving increases by 3 percent.



WOMEN'S INFLUENCE

in charitable giving is on the rise—and the dollars are following.

ARE YOU PAYING ATTENTION?

“I know I'm one of the largest donors to this organization. But they still aren't asking me for enough. They don't know my capacity, and they don't know how to ask me. They are great leaders, but they are missing a big opportunity.”

INTERVIEW WITH A HIGH-NET-WORTH WOMAN

FOR MORE INFORMATION on how to grow women's philanthropy, read **Gender Matters: A Guide to Growing Women's Philanthropy** (<http://bit.ly/KLoehrBook>) or contact: Kathleen Loehr at kathleenloehr@aspenleadershipgroup.com.