



Cass Business School  
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CGAP

Centre for Charitable Giving  
and Philanthropy

# Female futures of philanthropy – what can be learned from current donor trends?

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# Women as donors

## Patterns of giving (UK)

- women significantly more likely than men to give to charities
- holds after controlling for age and income
- holds for single people, and for those married/ co-habiting (Piper/ Schnepf, 2008)
  
- women give in lifetime to more causes – higher % in almost all causes
- for example, 7% of women give to more than 5 causes, but just 5% of men  
(for most causes women are also more likely to leave a charitable bequest than men)

# Comparison of features of giving

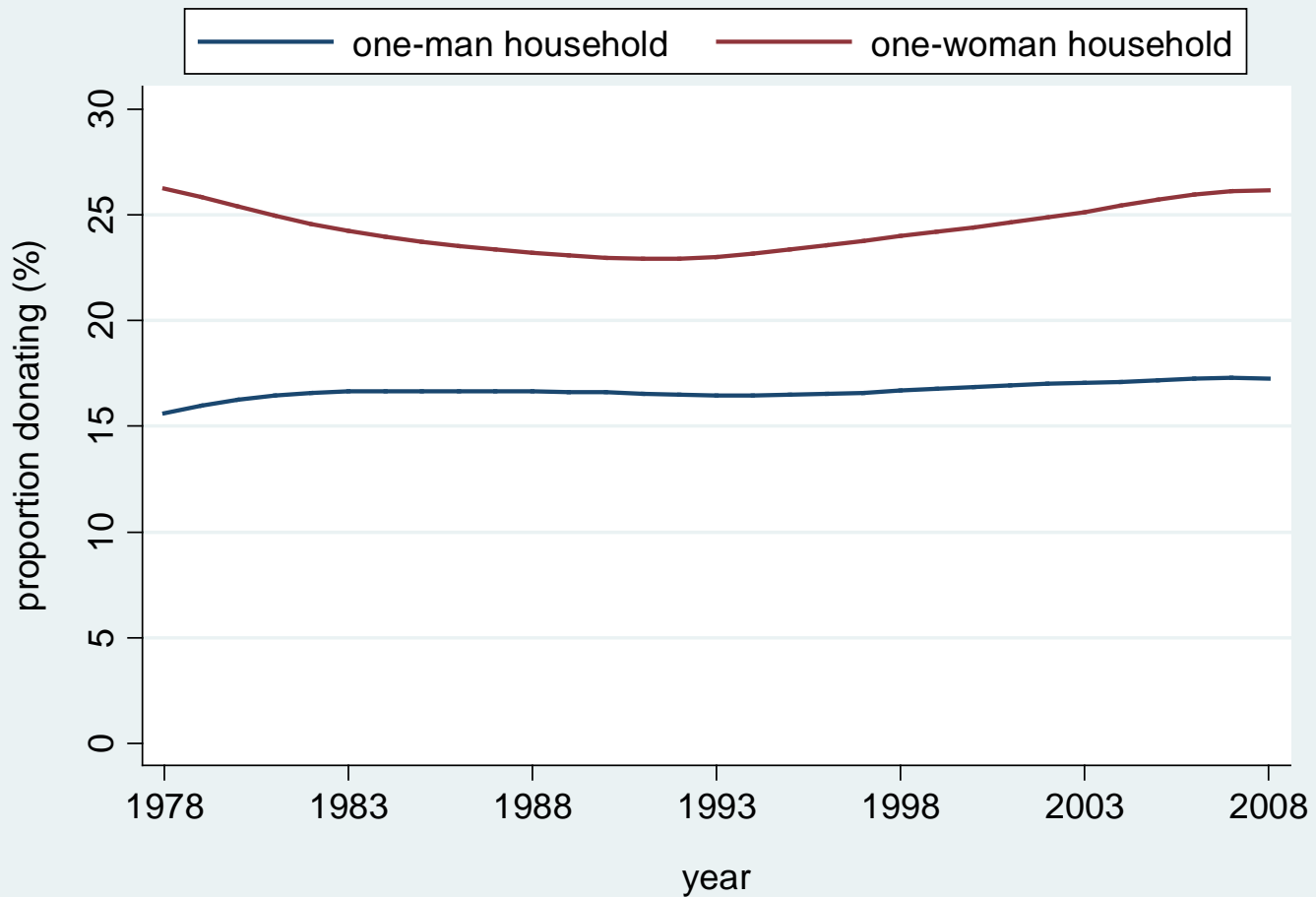
## Participation levels

■ **women = 61%**   **men = 52%** (NCVO/CAF UK Giving 2010)

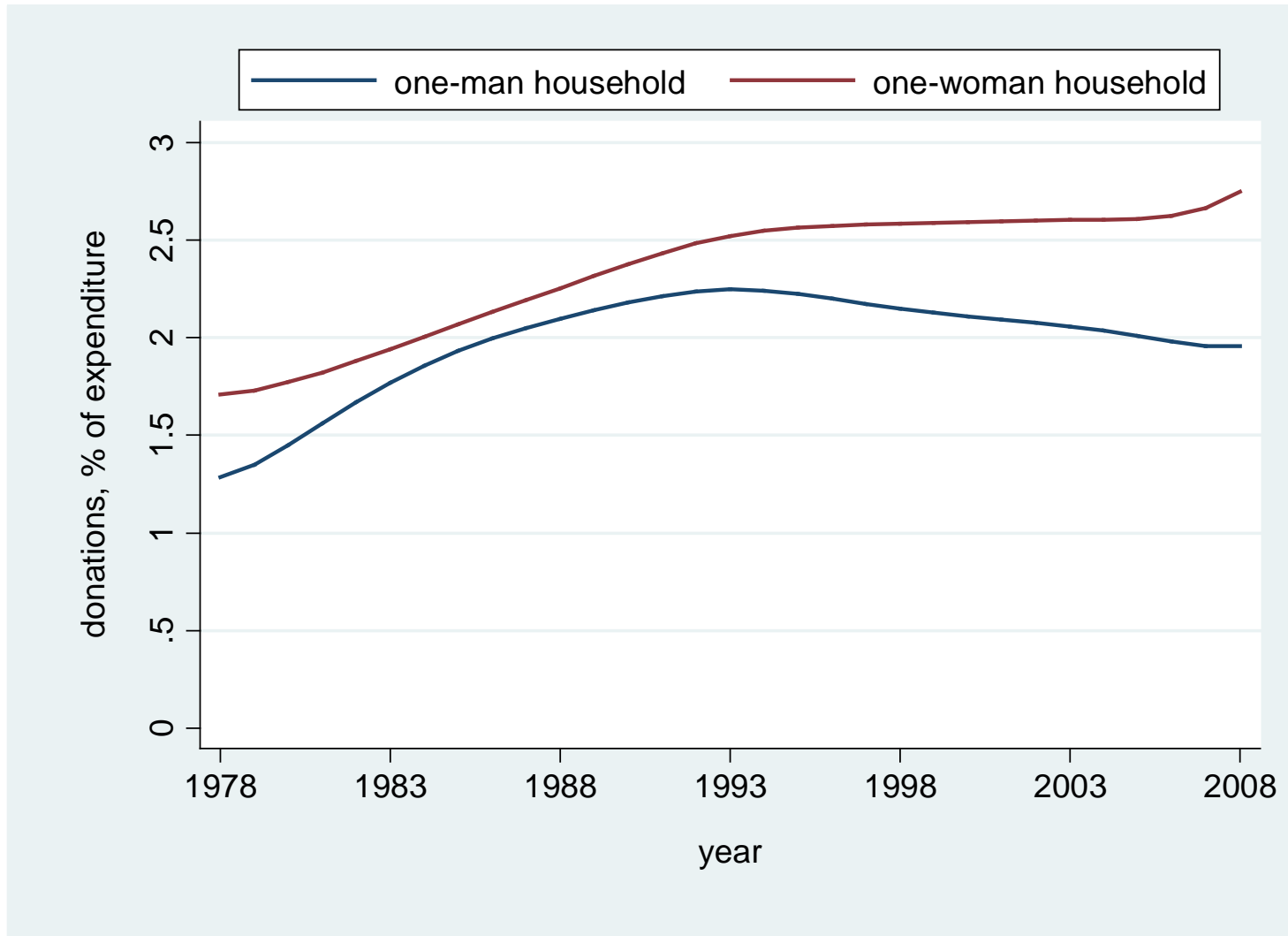
## Amounts

- many surveys find that the average amount given is higher among men
- this has been challenged in some research:
  - *giving by single women is higher than that of single men upto the top 10% of donors by gift value , when men's giving becomes higher (Piper et al)*
  - *giving by married/co-habiting women is higher upto the top 25%*
  - both **women** and **men** gave average £31 per month (NCVO/CAF UK Giving 2010)
- effect of marital status on causes – married men and women show same support for religious organisations, single women twice as likely as single men to support

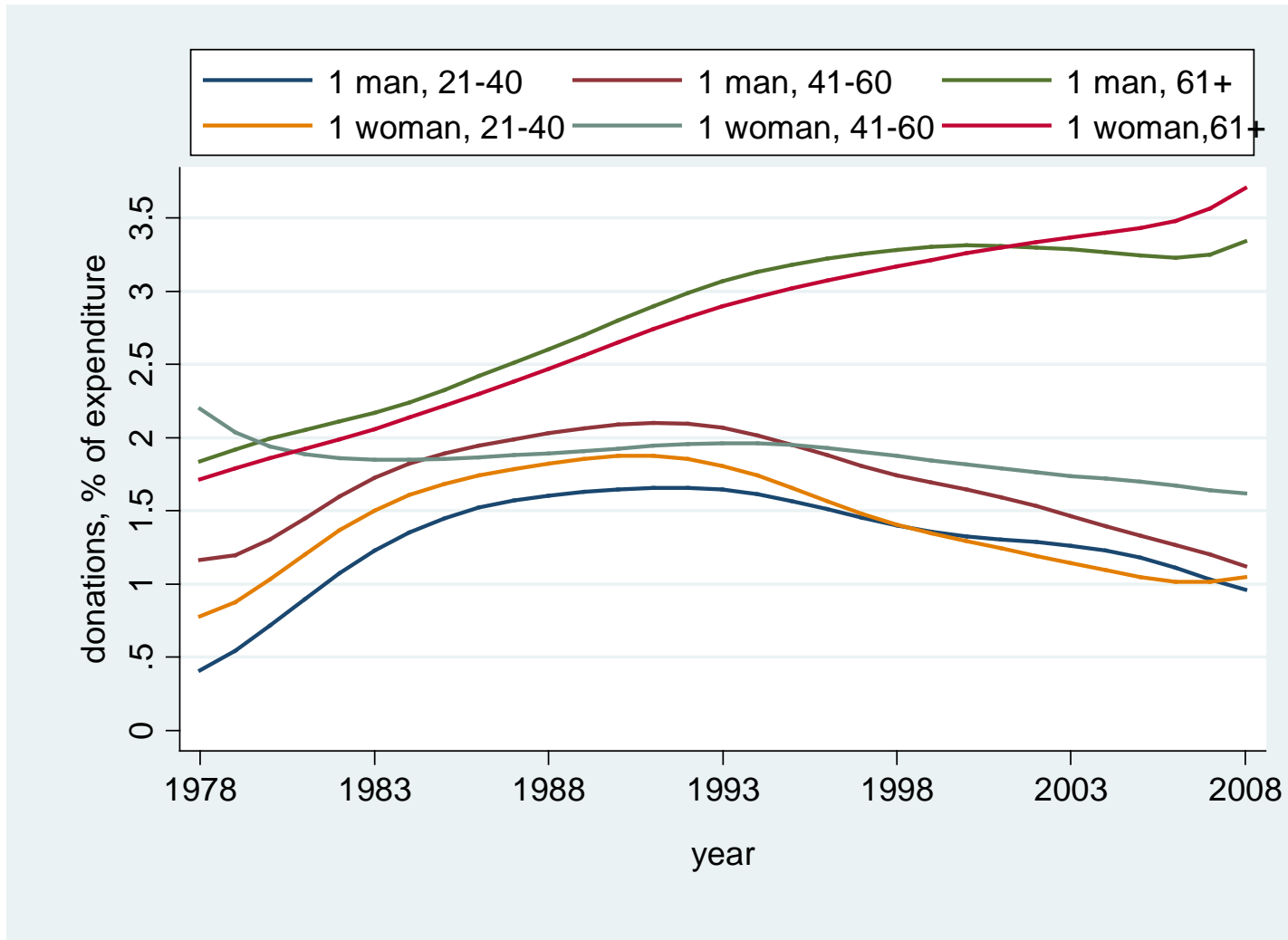
## Gender trends in household participation (CGAP/CMPO New State of Donation 2011)



## Trends in generosity of male/female donor households



## Trends in generosity by age and gender



# Women as influencers?

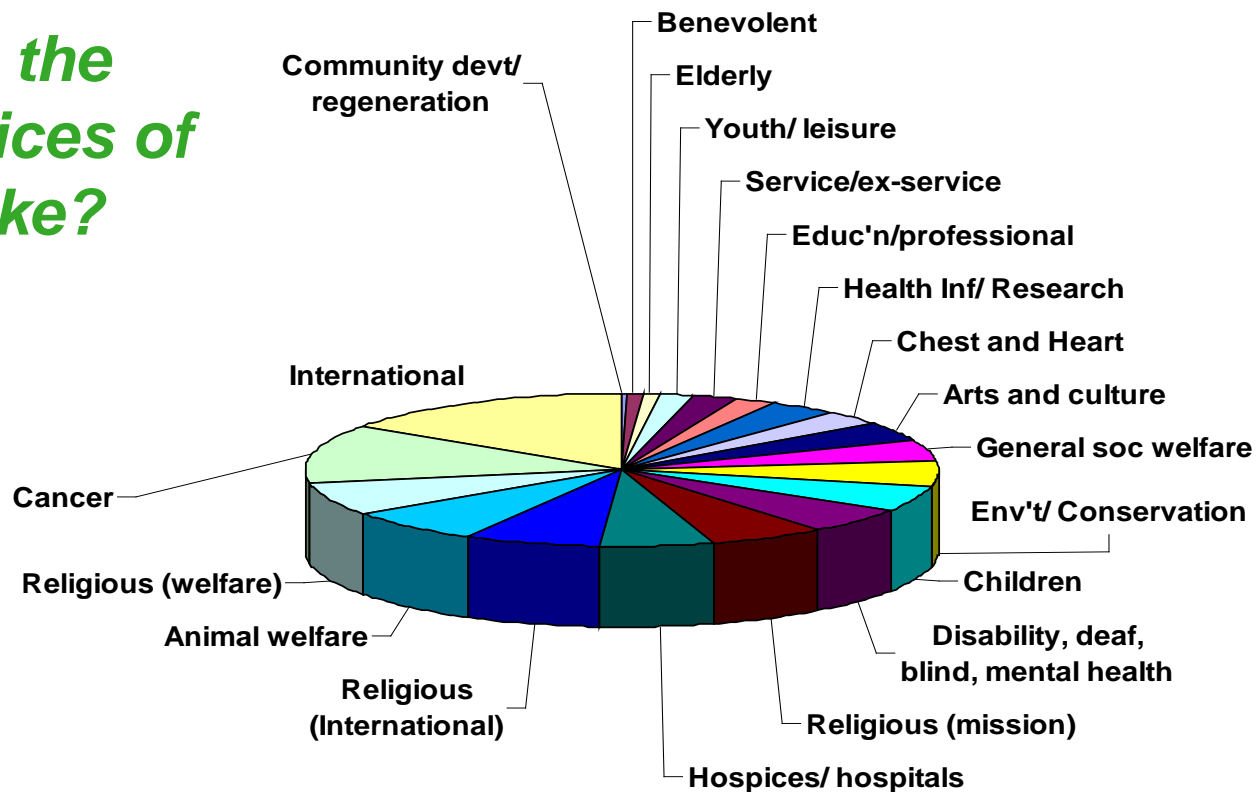
**Sunday Times Rich List *Giving Index* 2011:** out of 50 entrants, 11 female mentions:

- Vivien Duffield (father's wealth)
- Jamie Cooper-Hohn, Helen Hamlyn, Julie Heselden, Lily Safra, Diana Ballinger, Moira Hodge (husband's wealth)
- David and Heather Stevens, Olivia and Dhani Harrison, David and Elaine Potter (though Elaine not mentioned)
- J K Rowling

## Joint decision-making

- Several studies show joint giving decisions – Andreoni (2003), Burgoyne et al
- 63% of high net worth couples discuss together, and 41% take joint decision ( Bank of America/ Merrill Lynch/Indiana, 2010)

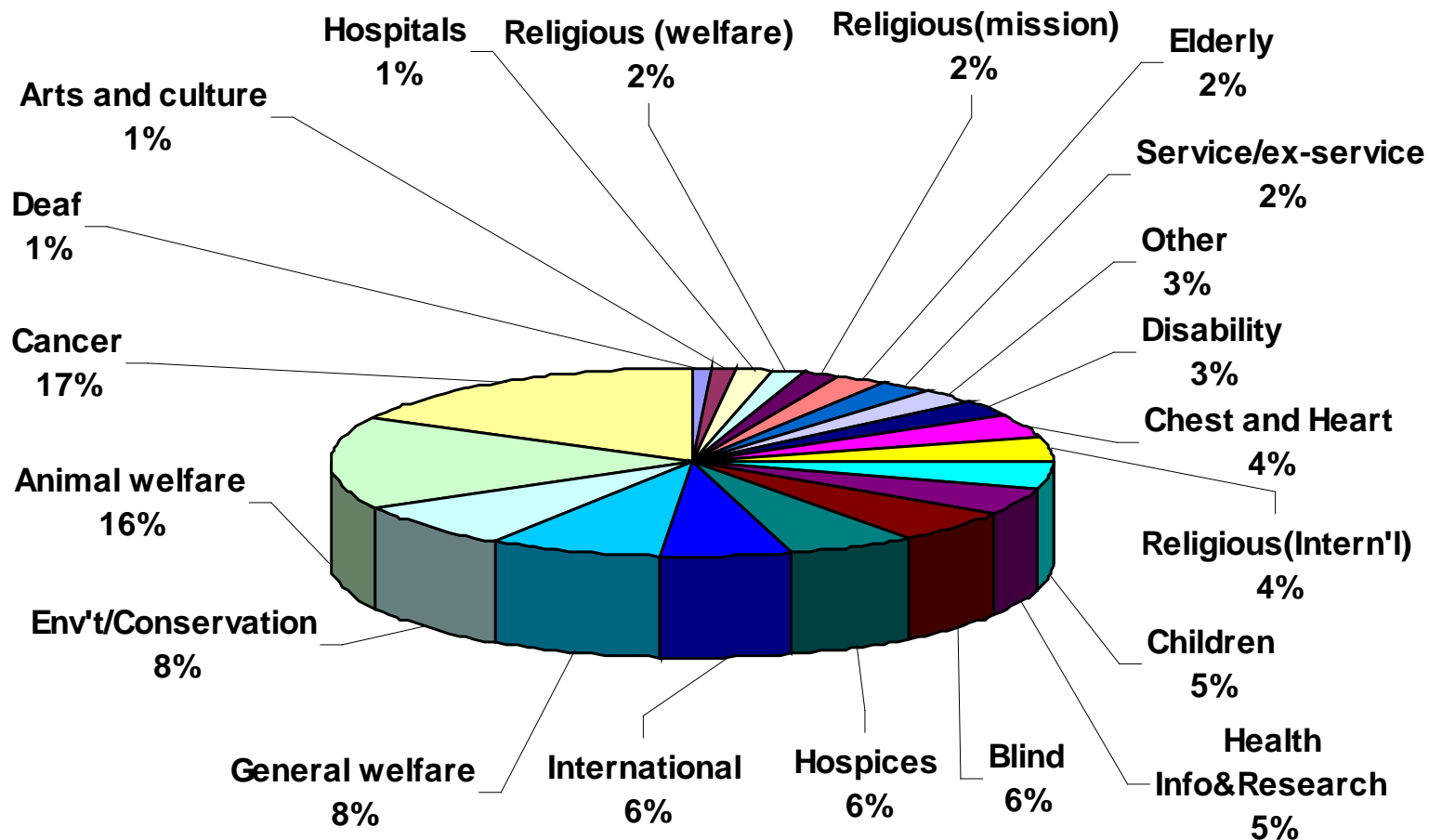
## What gets the biggest slices of giving\* cake?



*\*Includes individual, corporate, private trust and legacy giving*

Source: Pharoah, Charity Market Monitor 2011, CaritasData (forthcoming July 2011)





**£1.4 billion (70%)  
Charitable Legacies**

**Other = youth, education, mental health, benevolent**

## Women as bequesters - distribution of bequests by sex, marital status, and beneficiary

% of value

	Married	Wid/Div	Single (1)	Total	Married	Wid/Div	Single (1)	Total
<b>Spouse</b>	<b>79</b>	<b>-</b>	<b>-</b>	<b>42</b>	<b>69</b>	<b>-</b>	<b>-</b>	<b>16</b>
<b>Children</b>	<b>14</b>	<b>77</b>	<b>3</b>	<b>33</b>	<b>21</b>	<b>65</b>	<b>-</b>	<b>45</b>
<b>Grandchildren</b>	<b>1</b>	<b>6</b>	<b>-</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>3</b>
<b>Other relatives</b>	<b>1</b>	<b>7</b>	<b>56</b>	<b>11</b>	<b>2</b>	<b>11</b>	<b>63</b>	<b>17</b>
<b>Strangers in blood</b>	<b>0</b>	<b>4</b>	<b>16</b>	<b>4</b>	<b>1</b>	<b>11</b>	<b>15</b>	<b>9</b>
<b>Charities etc. (2)</b>	<b>4</b>	<b>6</b>	<b>25</b>	<b>8</b>	<b>4</b>	<b>8</b>	<b>21</b>	<b>9</b>
<b>Value £m</b>	<b>9,522</b>	<b>5,989</b>	<b>2,699</b>	<b>18,209</b>	<b>4,805</b>	<b>12,541</b>	<b>3,217</b>	<b>20,562</b>

Source: Table 12.9, HMRC, Oct 2004: (1) Small numbers mean high margin of error

(2) Includes discretionary trusts to sports clubs/ political parties/ miscellaneous

Cause	% of Small estates <£40k		% of Large estates >£0.5m	
	2008	2010	2008	2010
Animal	24	26	18	29
Worship	17	24	30	32
Phys disability	12	13	16	22
Hospice/hospital	23	22	23	30
Religious	5	8	9	9
Child welfare	7	8	12	13
Rescue services	10	8	13	17
Medic research	14	15	17	21
Nursing Care	15	15	26	30
Overseas aid	6	6	12	13
Cancer	22	21	21	24
Elderly	5	6	12	11
Environment	3	2	7	8
Arts/culture	4	3	12	13
Education	3	1	11	7
Social care	6	3	11	9

# A motivational perspective on gender variation

**Christopher Einolf** (*Gender differences in the correlates of volunteering and charitable giving, 2010*)

- considerable variation in results on extent of gender differences between studies, but actual differences in levels of institutional giving and volunteering are quite small
- why? although women score higher than men on most measures that predict helping behaviours, does higher access to social capital by men compensate for this?
- research finds that men have only a slight advantage in giving and volunteering through their resources and social capital, whereas women have large advantage in pro-social motivation
- men's higher social capital appeared to be strongly related to high levels of volunteering, and of donating in the secular context, but was not true for religious giving
- will the picture change in future as women's access to social capital changes?
- no evidence: there was just as large a difference between in pro-social motivation between youngest men and women, as between oldest men and women.

# Issues arising from profile of women donors

## Complex picture

- reflects social roles (wife, parent, in labour market, social capital etc)
- but opportunities – use of others' wealth, use of own wealth

## Wider distribution of smaller gifts – both legacies, and lifetime giving

- redistribution, equality?
- impact on effectiveness?

## High donor preference for animal welfare and religious causes

- social justice?
- effect of changing demographics?
- **Importance of marital status**
- inevitable?
- appropriate/ problematic?