

Women and Philanthropy in Canada

Hilary Pearson
President
Philanthropic Foundations Canada
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Outline

- Overview of Canadian philanthropy
 - Women as philanthropists
 - Philanthropy's focus on women
 - Looking ahead
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Philanthropy in Canada

- ❑ Over 9,000 registered Canadian foundations
 - ❑ About 11% of all charities in Canada
 - About the same as in U.S.
 - ❑ Most are grantmakers; many are fundraisers
 - ❑ Active grantmaking foundations:
 - Closer to 3,000
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Philanthropy in Canada

- About 5,000 *public* foundations
 - Community foundations (170 + across Canada)
 - Institutional foundations (hospitals etc)
 - Donor-advised foundations (run by financial institutions, stand-alone etc)
 - About 4,900 *private* foundations
 - Mostly family
 - Some are independent (not controlled by donors or families)
 - Some are corporate foundations (about 140)
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Philanthropy in Canada

- Assets of Canadian foundations total about \$36 billion
 - Private: about \$19 billion
 - Public: about \$17 billion
 - Annual grants to charities: about \$3.5 billion
 - Individual donors: about \$7.8 billion in 2009
 - A drop from previous years
 - Probably an underestimate
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Women as Philanthropists

- Very little Canadian data on gender and philanthropy
 - Women as donors
 - Charitable causes related to women
 - Contrast to U.S.
 - Women's Philanthropy Institute at Indiana;
Women's Funding Network
 - Information is anecdotal and qualitative
 - Some prominent women are role models
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Women as Philanthropists

- ❑ What does Canadian data tell us?
 - ❑ Who are female donors?
 - Few major donors are individuals; give as part of a couple
 - ❑ Play a role in foundation leadership
 - 54% (57 out of 106 PFC foundations)
 - ❑ Are more likely to lead small foundations (under \$10 M)
 - 63% (31 out of 49 foundations)
 - ❑ Rarely leaders of large foundations (over \$100 M)
 - 31% (4 out of 13 foundations)
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Women as Philanthropists

- Does gender matter?
 - Not in choice of funding interest
 - Women are eclectic funders
 - Perhaps in style
 - Naming opportunities of less interest)
 - Some women focus on changing the system
 - Focus on policy change, advocacy, research
 - Some women focus on changing communities
 - Focus on services, community assets
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Women as Philanthropists

- Female Celebrity Philanthropy
 - Making inroads in Canada
 - Found more in the arts and sports
 - Less in politics or business
 - Some global names:
 - Celine Dion
 - Shania Twain
 - Olympic athletes (Clara Hughes, Jenn Heil, Silken Laumann)
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Philanthropy's Focus on Women

- ❑ Collaborative Giving as an approach
 - ❑ Women giving to women
 - ❑ The Canadian Women's Foundation
 - Founded in 1993
 - One of the 10 largest women's foundations globally
 - Has given out about \$25 M over 20 years
 - Focused on violence against women, moving low-income women out of poverty and developing strong girls
 - Canadian agent for Women Moving Millions
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Philanthropy's Focus on Women

- The international NGO community in Canada focuses on women and girls
 - Several large organizations have built their approach around gender
 - Contributing to awareness of importance of women in ensuring social and economic health
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Philanthropy's Focus on Women

- PLAN International
 - Because I am A Girl campaign
 - Oxfam Canada
 - "Ending Global Poverty Begins with Women's Rights"
 - Belinda Stronach Foundation
 - G(irls) 20 Summit
 - www.girlsandwomen.com
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Looking Ahead

- Private philanthropy growth
 - Baby boomers are intensely interested
 - More entrepreneurs and families
 - More multi-million dollar gifts being made

 - What about women?
 - Carol Newell and Play Big
 - Tracy Gary – *Inspired Philanthropy*
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Looking Ahead

□ Since 2008

- Recession forced tough choices
- Greater need to demonstrate effectiveness
- Charities and donors alike

□ Focus on Impact Assessment

- Using metrics
 - Defining Outcomes
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Looking Ahead

□ Peer Learning

- How are we doing? How can we do it better?
- How do we communicate better about what we do?

□ Growing Impact of the Web

- Stories, examples
 - Internet giving
 - Visualizing philanthropy
 - Range of guides and materials
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Looking Ahead

- “Girls and women are the moral issue of our times” – New York Times
 - Emergence of new actions and commitments to advancing the lives of girls and women
 - Goldman Sachs – 10,000 Women Initiative
 - Kristof and WuDunn’s *Half The Sky*
 - Clinton Global Initiative
 - World Economic Forum
 - Empowering girls and women - because it works
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Conclusion

- Is there such a thing as women's philanthropy?
 - In Canada, it has been subtle but powerful
 - Is there opportunity for significant growth and impact?
 - Yes, with more role models and documented impact
 - Should we care if there are more women in philanthropy?
 - Yes, for what they bring to the table
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□ Thank you

□ For more information on philanthropy in Canada, check the web site of Philanthropic Foundations Canada, www.pfc.ca
