

# **Women's Philanthropy on Campus**



## **Releasing the Energy of Women Donors and Embracing the Winds of Change**

**Women's Philanthropy Institute  
at the Center on Philanthropy at Indiana University  
December 2009**

# Women's Philanthropy on Campus: A Handbook for Working with Women Donors

A publication of the Women's Philanthropy Institute at the Center on Philanthropy at Indiana University



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## Executive Summary

This handbook is designed to help college and university development leadership and staff think strategically about engaging *all* alumni and prospective donors in the mission of the institution. Over the last 30 years higher education institutions have experienced significant demographic changes with *women* becoming increasingly more visible in all facets of campus life. The percentage of women in college has grown steadily from 42 percent in 1970 to 56 percent in 2000. Women were anticipated to receive nearly 60 percent of all masters degrees awarded in 2008-09 (National Center for Education Statistics, ([http://nces.ed.gov/programs/digest/d08/tables/dt08\\_268.asp](http://nces.ed.gov/programs/digest/d08/tables/dt08_268.asp))). Critically, income for women with college degrees has increased by about 33 percent since 1979 (U.S. Department of Labor, 2008).

Included in this handbook are tools to help development offices develop strategies for working effectively with women donors, results of surveys which demonstrate the variety of women's philanthropy initiatives on campuses around the country, and resources for further reading.

The Women's Philanthropy Institute at the Center on Philanthropy at Indiana University was created in the early 1990s in part to help nonprofits understand the changing fundraising environment and optimize women's powerful force for philanthropy. Today, the mission of the Women's Philanthropy Institute remains dedicated to furthering the understanding of women's philanthropy through research, education, and knowledge dissemination. As the only institution that delivers research about the spectrum of women's philanthropic activity worldwide, WPI serves as a nexus for stakeholders committed to furthering the understanding of women's philanthropy to create a more just and sustainable world.



## Acknowledgements

The Women's Philanthropy Institute would like to acknowledge and thank those who have made special contributions to this publication.

### **Martha Taylor**

We would like to thank Martha Taylor for her vision and leadership in the field of women's philanthropy. Her experience and wisdom continue to guide and enrich this work.

### **Rutgers University & Virginia Tech**

We are grateful for the hard work Rutgers and Virginia Tech contributed to enhancing knowledge in the field by creating the surveys and collecting and sharing the results. Their efforts provide a solid foundation to better understand how women's philanthropy initiatives operate on campuses around the country.

### **Survey Respondents**

The respondents of the survey deserve a special thank you for allowing us to publish their answers to the Rutgers and Virginia Tech surveys.

### **Heather Hufgard**

Thank you to Heather Hufgard, a Center on Philanthropy graduate student in Philanthropic Studies, for contributing to the content, layout, and design of this publication.

# Introduction

Much as wind power is the fastest growing industry in the renewable energy sector, women's philanthropy offers new energy to invigorate organizations. In April 2009 Interior Secretary Ken Salazar said, "we are only beginning to tap the potential" of renewable energy. The vision of wind turbines providing efficient, renewable energy for towns and cities around the globe is an apt image for the power of women's philanthropy as a natural but untapped resource that can change the way we do business. Energy experts suggest that most of the technology needed to shift the world from fossil fuel to clean, renewable energy already exists "just by changing our infrastructure." So, too, by releasing the energy of women donors, institutions of higher education and nonprofit organizations will be on the leading edge of transformative change.

Research has found that women's influence in household philanthropic decision making cannot be underestimated. Specific studies about charitable giving among couples find that gifts are more likely to go to health, education, and religious organizations when the wife makes the decision alone, rather than if the husband alone or the couple jointly decides. However, when the woman is the sole decision maker, she gives less to more charities. Joint decisions tend to favor the husband's preferences—but this is often a function of education and income.

Increasingly, charitable organizations are learning to address wives as well as husbands in requests for funds. Research by Rooney, Brown, and Mesch (<http://www.philanthropy.iupui.edu/research/workingpapers/rooney%20brown%20mesch%20who%20decides%20intl%20edcl%20advnt%202007.pdf>) finds that households in which women take the lead in making choices, or when they give independently from their husbands, are more likely to give to education. In such instances, women also give nearly twice as much.

This is good news for women's philanthropy initiatives on campus, a movement that celebrated 20 years in 2008. Martha Taylor started the first women's philanthropy major gift initiative in higher education in 1988 at the University of Wisconsin-Madison. She says,

One of the leading women donors and I started the Women's Philanthropy Council because we witnessed a capital campaign feasibility study where only 6 out of 100 people interviewed were women. In that feasibility study, the priorities the men identified for fund raising goals for the University placed the schools where predominantly women graduated at the low end of the list -- Education, Nursing, Letters and Science and Human Ecology. The six women who founded the Council wanted women's voices to help affect the direction of fund raising priorities at the University by securing major gifts from women.

Since then initiatives have sprouted on campuses across the country. Some were nourished and became integrated into the institutional culture and others failed to thrive for multiple reasons.

## Measuring IMPACT at the University of Wisconsin

Reflecting on 20 years of the Women's Philanthropy Council at the University of Wisconsin, Martha Taylor says, "The impact of the work after 20 years has been the increased engagement of alumnae in the life of the University. Direct impact can be seen in the gift results and increased involvement of members of the Council and the regional groups. Indirect results are the response of all alumnae when they read the women's publications and believe they are valued by the University. We also have encouraged development officers to increase their personal visits to women. It is important to note that the women's program is part of a team of engaging women in the life of the organization, complementing all other development efforts."

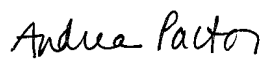
It is imperative for colleges and universities to recognize the power and influence of women's philanthropy in the 21<sup>st</sup> century and to adapt fundraising strategies accordingly. The Women's Philanthropy Institute hopes to deepen awareness of the possibilities for women's philanthropy on campus in 2010 with this handbook, a partnership with CASE about the potential of women's giving, a partnership with the New York Times Knowledge Network for a course on women's philanthropy, and more research on various aspects of women's philanthropy. Although programs are not easily replicable from one campus to the next, we hope the information in this handbook will inspire you to develop strategies to leverage the energy and power of women donors to strengthen campus life.

This working document will be enriched by your feedback and experiences working with women donors on your campus. Please send your feedback, stories, and case studies to [wpiinfo@iupui.edu](mailto:wpiinfo@iupui.edu) for inclusion in periodic revisions to this handbook. We look forward to hearing from you and to working collaboratively to bring women's philanthropy to scale on campuses and around the globe.

Cordially,



Dr. Debra Mesch  
Director  
December 2009



Andrea Pactor  
Associate Director

## The Importance & Potential of Women's Philanthropy

In the 21<sup>st</sup> century, women have become uniquely positioned to contribute significant financial resources to their community and favorite causes. The contemporary women's philanthropy movement is sweeping the country as exemplified through women's giving circles, women's funds, national nonprofit initiatives for women donors, and women's donor advised funds in community foundations. Women are attracted to these funds and support them because they are targeted to women's interests and serve as a teaching tool to inform women about effective giving. Universities that fully engage women in philanthropy can better leverage the intellectual and economic power of their women donors, which can have a transformative effect on the institution.

Women are increasingly involved in the university community as institutions focus on diversity at all levels of academic, administrative, and development life. As universities strive to secure much needed financial resources for academics, research, scholarships, community engagement, and more, they must create a welcoming and inclusive environment to engage women donors in university life.

Universities offer distinct opportunities for women to connect or to reconnect with their alma mater. Life-long learning, behind-the-scenes programs, lively intellectual exchange, and opportunities for networking and leadership are just a few ways in which universities can and do engage women donors in their vibrant community. Special development programs targeted to women engage this vital donor base in innovative and effective ways that ultimately give women an outlet for their philanthropy and provide the universities access to untapped resources.

# Data Documents Women's Gains in Education and Income

- The IRS reported in the Personal Wealth Tables for 2004, the most recent year for which data is available, that 43 percent of the nation's top wealth holders were women. Top wealth holders are defined as individuals with assets of \$1.5 million or more. Assets of the 1,173,000 women were valued at \$4.6 trillion which represents 41.8 percent of the total wealth in this category. About 35 percent of women, the largest category, were in the 50-65 age range.
- Because women live longer than men, they will end up in charge of much of the anticipated intergenerational transfer of wealth expected over the next fifty years.
- Women are surpassing men in terms of educational attainment. Among those 25-34 years of age, 32.4% of women hold a bachelor's degree or higher, versus 25.8% of men.

As women's wealth increases so does their visibility and leadership in business, government and the nonprofit sector. Concomitant to these developments is a desire to expand the philanthropic base. Women's philanthropy is emerging as one of the key trends that will change the course of society and the face of philanthropy today.

**“Women share a unique perspective on the world. Now we are gathering our resources so we can have an **IMPACT** and that is what is so exciting. I am thrilled to see how far **WOMEN** have come to take **RESPONSIBILITY** for doing **OUR SHARE** to **IMPROVE** our world.”**

**Christine Lodewick (Indianapolis 2008)**

## Historical Perspective

Women's giving to higher education today emanates from a strong foundation of determined and dedicated women. In 1643 Lady Mowlson (Ann Radcliffe) endowed a scholarship fund for sons of blacksmiths and farmers at Harvard, created just seven years earlier. Mary Lyon was a pioneer in women's education in America, founding in 1834 the Wheaton Female Seminary which became Wheaton College and the Mt. Holyoke Female Seminary in 1837 which became Mt. Holyoke College. In a curious parallel to the United States in 2009, during the years that Mary Lyon travelled the country raising funds for Mt. Holyoke, the Panic of 1837 catapulted the country into its worst recession since its founding. Despite bank closures, Mary Lyon persevered, believing fiercely that women should have the same educational opportunities as did men.

Mary Elizabeth Garrett donated the remainder of funds needed for the new medical school at Johns Hopkins University in 1893 provided that the university agree to admit women on the same basis as men.

More recently, independent schools, colleges and universities have celebrated significant gifts from women donors. Darla Moore was lauded for her gifts totaling \$70 million to the University of South Carolina in the late 1990s. Meg Whitman gave \$30 million to her alma mater, Princeton University, in 2002. Alumna Barbara Dodd Anderson contributed \$128 million to the George School, an independent secondary school outside of Philadelphia, in 2007. And, in 2009, Joanna Krotz speculated that the anonymous \$100 million donor to colleges and universities was a woman. (Krotz, *Chronicle of Philanthropy*, June 4, 2009).

# Anonymous Trailblazers

THE CHRONICLE OF PHILANTHROPY

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## A Plea to the \$100-Million Mystery Donor

by Joanna Krotz June 4, 2009

Dear Anonymous Wealthy Older Female Donor:

Like everyone else, I've been captivated by accounts of your recent secretive contributions. At last count, nearly 20 universities have benefited from your largess, to the tune of \$100-million in checks, usually mailed by a banker. Remarkably, your gifts support the higher education's unsung heroes, large public institutions in the Northeast and Midwest rather than Ivy League brand names. Your instructions, occasionally on banker's stationery, are to the point: Most of the money is earmarked for financial aid to women and minority students.

What a pick-me-up for troubled times. I applaud your timing and drama, not to mention your thoughtful strategy. Your choices not only are inspirational but also help ensure that the next generation of leaders comes from all levels of society.

Still, I believe you're falling short. I'd like you to do more. I'd like you to tell us who you are.

The women's philanthropy movement needs women like you to put their names, power, values, and, of course, money, on the table, right alongside the play-big men's club of Bill Gates, Warren Buffett, Michael Bloomberg, Sandy Weill, George Soros, Eli Broad, Michael Dell, and on and on. Absent Oprah, who's your favorite female philanthropist?

See what I mean?

We need role models for women who give. We need to hear women's voices in the growing chorus of philanthropists who exert power and influence in their giving, just as, in the past, we needed to see women routinely occupy corner and political offices. It ought to be perfectly ordinary to hear about a woman giving at this level.

Patently, you have the means. But why am I so sure you're a woman of some years? A lot of things add up.

First, it's older women who control greater wealth every year. The latest Internal Revenue Service data, released in 2008, reports that women made up 43 percent of the nation's top 2.7 million wealth holders in 2004. (Top wealth holders are defined as individuals with assets of \$1.5-million or more.)

Granted, such numbers don't reflect the economic free fall. But since most wealth holders have lost 20 percent to 30 percent of assets, on average, women remain constant as more than four out of 10 of that elite group. Then there's women's longevity. On average, women live about five years longer than men do. They tend to marry men older than themselves, and they also remarry less frequently after a spouse dies. Women aged 65 and older are now three times more likely to be widowed than their male counterparts.

As a result, older women, who now comfortably manage their own financial portfolios and also now earn significant money of their own, are taking charge of more and more money from husbands and from families.

When it comes to giving, women, unlike men, are not typically interested in monument building or naming opportunities. Research over the past decade from Indiana University's Center on Philanthropy, in Indianapolis, has found that gender is a critical factor in behavior and motivations for giving. Studies show women are more likely to make charitable contributions than men. Women volunteer more often and for more hours than men do. And women choose to support education more often than any other single cause.

All of which makes me sure you're a woman. Plus, of course, not only are your gifts going to young women and minorities but the colleges you chose are led by women. You obviously have certain sympathies. Then there's the biggest tell of all. You choose to stay in the shadows. Research has shown that most women prefer to give anonymously. Women sidestep recognition; they look to give in ways that make a difference. By contrast, men unhesitatingly step

into the bright lights that accompany large gifts.

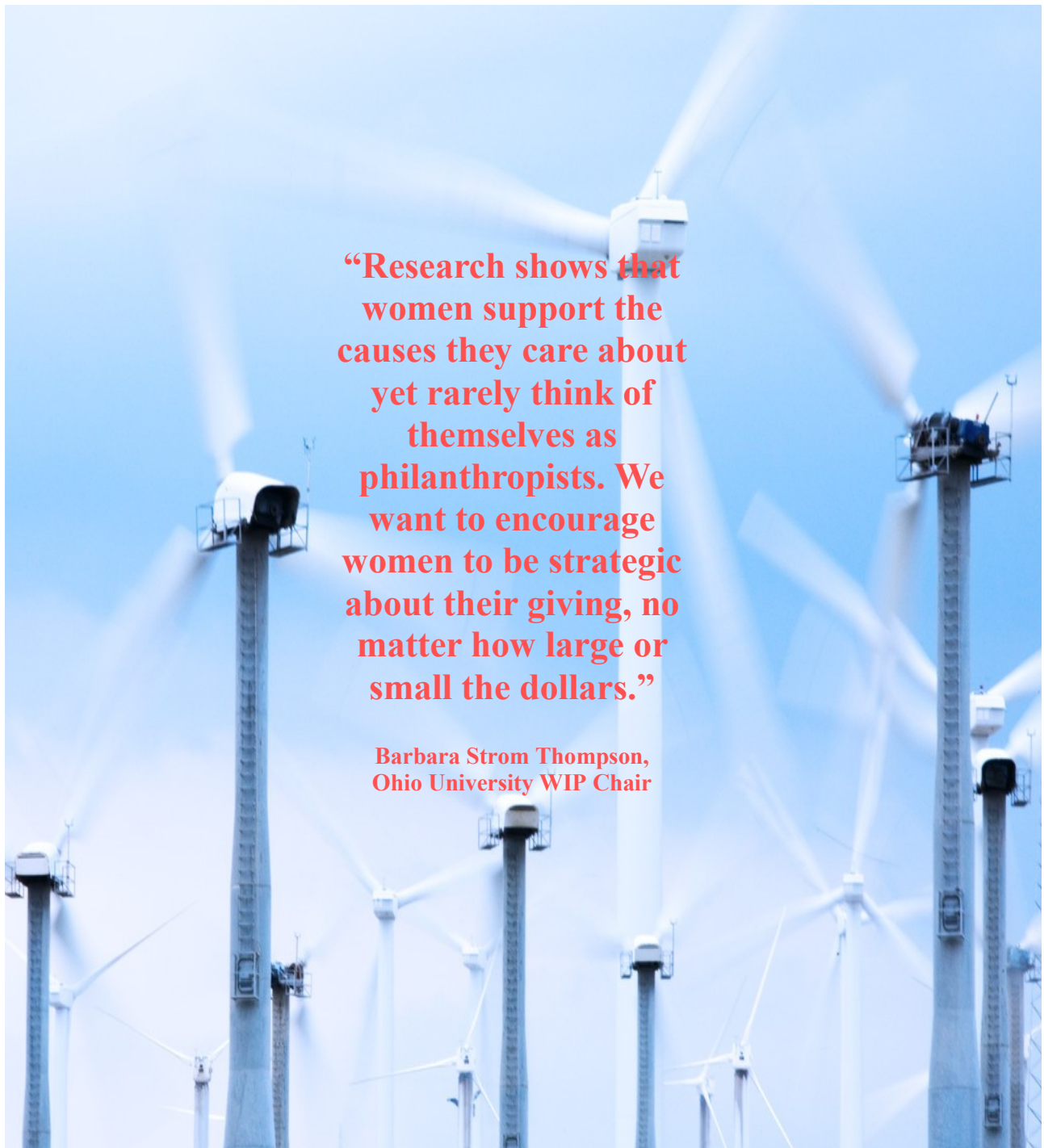
I know it may be a tad scary and embarrassing to reveal your identity. But we need to change the idea that when philanthropists are women, they're still running bake sales and planning galas. Instead, with growing earning power, professional skills, profitable businesses of their own, and control over family inheritances, women increasingly have the means and the will to invest in philanthropic change. Clearly, you do.

It'd be great if you'd step forward.

Sincerely,

Joanna L. Krotz

Joanna L. Krotz is the author of *The Guide to Intelligent Giving*, published by *Town & Country* magazine's book division.



**“Research shows that women support the causes they care about yet rarely think of themselves as philanthropists. We want to encourage women to be strategic about their giving, no matter how large or small the dollars.”**

**Barbara Strom Thompson,  
Ohio University WIP Chair**



# IMPACT: Three Women's Philanthropy Initiatives



Women's giving programs in higher education emerged as a new trend in the early 1990s. Examples from three university programs illustrate the opportunities and the challenges these programs face.

## ***Iowa State University***

The Iowa State University program began in 2000 with a target audience of ISU Foundation female Governors and spouses of Governors. In 2000 membership of this board was predominantly male. In 2001 a Women and Philanthropy Committee was formed and the group created a mission, vision, and values statement. Data shows that:

Since 2000 the number of women donors to ISU has increased by 36%.

Since 2003 the total amount of dollars given to ISU from women has increased 128%.

Since 2003, women's average gift amount has increased 86%.

Perhaps, more significant than the actual numbers is the donor education provided to this important constituency and its potential long-range impact. ISU indicates that several women have been moved to make philanthropic decisions based on educational programs that are an integral part of the Women and Philanthropy program and the partnership with development officers. Many women donors are now engaged in estate planning. Several women indicate their confidence level in making sound financial and philanthropic decisions has increased as a result of the educational sessions.

## ***Purdue University***

At Purdue University the Women of Purdue was formed in 2002 as a subcommittee of the Campaign for Purdue, a \$1.5 billion initiative. Its focus is major gifts and it works with a small group of women. The women's giving program has yielded 74 additional gifts to the campaign totaling \$10.6 million to date. The largest gift was \$3.65 million with four seven-figure gifts and five six-figure gifts following.

## ***University of Wisconsin-Madison***

At the University of Wisconsin-Madison, the Women's Philanthropy Council has encouraged major gifts from women for the past twenty-one years. The Council has targeted all key women donors through programming and communications. Measuring the results from the thirty-member Council is an indication of success: eight women making million dollar or more commitments.

- Some of the challenges that women's giving programs in higher education confront are
- the corporate culture of the university and the development department – how “female friendly” are they?
  - limited leadership opportunities at the campaign level or around the university
  - faculty and staff resistance to engaging women donors in dialogue.

# Case Study: Is the Institution Ready for Change?

Fundraising has been described as the right person asking the right prospect for the right gift for the right program at the right time in the right way. To what extent do the conditions have to be “right” to begin a women’s philanthropy initiative at a nonprofit organization? The example that follows highlights the importance of identifying a need, evaluating the institutional readiness, and working to ensure that the conditions and players are aligned.

A mid-sized institution in a mid-sized city in the Midwest reached its fundraising goals from the same donors each year. The development office was conservative in nature, risk adverse, and tended to follow the same routine year after year. The majority of the development staff was male in a fairly male dominated institution. In fact, it wasn’t until the early 1970s that women could enroll as full time day students at this institution.

Several women development staff members working in the annual fund and donor stewardship areas were aware that the acknowledgement and stewardship processes currently in place did not adequately address women. Specifically, when a gift was being made by a couple, only the man was thanked in the acknowledgment, and often times only the male was cultivated and stewarded for future involvement. The women on staff began reading articles in various journals and popular magazines about the potential of women as donors. They attended a conference on women’s philanthropy and returned home inspired to engage women in the life of the organization with a more strategic and deliberate emphasis in fundraising.

They realized what an enormous opportunity their institution had with an untapped and under cultivated pool of female donors. In fact, these staff members realized that in the near future, more than half of their alumni base would be female. Using information gathered from the conference and other research, the women put together a case for why women needed to be strategically placed in the development officers’ annual business plans. While no one in the division could disagree with their findings, the emphasis remained on donors who were already in the system and there was no effort to strategically address the female segment. Female staff were encouraged to pursue this project, but it was evident that resources would not be directed to a segment that had not produced significant major gifts. It was obvious that if change was going to happen, they were going to have to be the ones to make it happen. Convinced that the institution was leaving money on the table by not approaching women donors, they were confident that a program could be developed that would attract new donors who happened to be women and who could contribute new dollars for the institution. After attending a second women’s philanthropy conference, the women on staff felt that they had enough research and benchmarking materials to put together a plan.

Realizing that alumnae were their best source of information, surveys and focus groups were conducted to learn about alumnae’s experience as students, their involvement with the institution since graduation, the type of communications they receive from the institution, and what the institution could be doing better in terms of alumnae relations. Included in these discovery sessions were women who were married to active male alums who currently supported the university. The response was very positive. Alumnae were pleased to have the opportunity to share their thoughts and opinions and indicated a desire to get involved, but an uncertainty as to how to go about it. The message was clear: alumnae were happy to be asked for their opinion, and were eager to get involved. For those alumnae who were married to active alums, they were very pleased to be addressed as alums in their own right.

In response to the data gathered from the surveys and focus groups, the female development staff investigated ways to maximize the energy and enthusiasm expressed by participants. Under the auspices of the alumni office, a women's council was formed. Women invited to join the council were in high profile professional positions and/or were potential major gift prospects. It was at this point that the university administration began to see the potential behind this project. The interest of women with significant major gift potential as well as women who were current donors melted some of the institutional resistance to the program. Through perseverance and collaborative will power, six women development professionals formed the core to staff the women's philanthropy initiative.

This institution's women's initiative had an inspiring first year, organizing several well-attended events and connecting with many women who were significant potential major gift donors. Encouraged by the program's initial steps forward, they took advantage of their council member's connections and influence to arrange a special event at the home of the university's president.

The development staff understands they have to generate strong results to gain full acceptance for the program. The program is still very much a women's initiative – run by women staff for women donors. However, several recent institutional changes suggest that progress is being made:

- A women's giving circle was created, providing a specific giving venue filling the needs of women.
- Two female major gift officers were hired to complement the once all male staff of major gift officers. For the first time, a woman serves on the Leadership Gifts Committee of the Board of Trustees. All major gift officers are now proactively cultivating couples, as opposed to just the husband.

Although additional work needs to be done to integrate women more completely into development business plans, significant progress has been made.

### Questions

1. In addition to demonstrating positive financial outcomes, how might you get the institution to embrace the initiative and to institutionalize it? Consider how this will continue if you do not remain with the institution.
2. If your institution isn't ready for a women's program, how might you move the institution forward to become ready?
3. How might a women's program stimulate other changes within the development department and perhaps the university? One of the situations often cited is the composition of board leadership and capital campaign structures – not enough women on board to make a difference.
4. Who are the key stakeholders at this institution? How might they be involved with this effort?
5. One of the reasons programs such as the women's program outlined in this case study fail to thrive is that they lack financial and human resources to manage the program. How might you guarantee adequate financing and staffing for this initiative?
6. Do you have a strategic plan for your effort?

# Establishing a Women's Philanthropy Initiative on Campus

In the era of fast food restaurants where you order and receive the same meal, same quality, and hopefully the same service from coast to coast and where instant gratification is the norm, it is understandable that campus development staff seek programs that can be easily replicated from one campus to the next. While themes for specific donor education programs may be easily transferable, it is much harder to transfer full blown women's philanthropy initiatives from one campus to the next.

Multiple factors contribute to the complexities of these initiatives. Primary among them is understanding the organizational culture. Who are the champions for changing the way business is conducted? Where are the bottlenecks that can delay or prevent new initiatives from achieving success? Is the development office centralized or decentralized? In what area will the women's philanthropy initiative be housed? Who initiated the concept? Has the leadership embraced the concept? What resources will be allocated to ensuring sustainability? Who will ensure that the initiative is integrated into the comprehensive development strategic plan?

Other challenges to adopting a cookie cutter approach to women's philanthropy initiatives are that each campus may have different goals and desire different outcomes. One campus may focus on a comprehensive set of goals such as increasing representation of women as donors and leaders on campus, broadening the base of support from women donors, engaging women in programming on campus, developing a mentoring program, and preparing women to assume leadership roles. Another campus may focus only in one or two of those areas. The University of Mississippi, for example, has concentrated on raising money for scholarships and mentoring (<http://www.umf.olemiss.edu/omwc/>). At Princeton the goal is to increase the number of women in the leadership of Princeton University's volunteer and donor base.

As with any new initiative, campuses must think through the extent of their involvement. Do they want structural changes or significant changes?

Structural changes may include ensuring that the database captures information about both spouses or partners in a relationship, that the development officer visits couples as often as men, or that widows are stewarded intentionally.

Significant changes may include development of a full-fledged women's philanthropy program which is interwoven throughout the organization's work and which focuses on leadership at the top levels, major gifts and planned gifts, marketing and communication efforts, and outreach to new women donor prospects.

## Implementing a Program – Resources Needed

What are the essential resources required after the organization has determined its readiness to embrace a new initiative? Seasoned staff of women's philanthropy initiatives in large and small institutions suggest that social, human, and financial capital are critical to ensure the long-term success of these efforts.

Social capital refers to a dedicated group of volunteers who are either involved in the effort from the beginning or who are brought in to the project in the early stages. These volunteers may help develop the strategic plan, contribute names of other women to engage in the effort, plan the events or programs, and serve as valuable sounding boards for ideas. In addition, as word of mouth is an effective marketing tool when working with women, these women are key

ambassadors for the effort. Martha Taylor, Vice President for Development at the University of Wisconsin-Madison and the founder of women's philanthropy initiatives on campus, says that involving women philanthropists is key to ensuring your organization's success. "Get all the powerful women philanthropists you can behind the project. That is really about it. You need to have a couple of committed staff people and a half dozen very powerful, generous women to the school who want the program. With that combination, you can get through any politics."

Human capital refers to the staff needed to implement and maintain the program. The staff serves as liaison from the volunteers to the organization and provides continuity for the program as volunteers may be involved only for a year or two. In some existing programs staff responsibilities for the women's philanthropy initiative are vested in one employee; in other programs, the work is divided among several employees. The critical factor is that the program becomes connected to the institution rather than to one particular staff person who may leave and take the institutional memory with him or her. Programs which have at least a one fulltime equivalent staff position dedicated to a women's philanthropy initiative have stronger chances of long-term success.

Financial capital may include the budget for staff salaries and the time of other employees spent on web management, marketing, or publications as well as dedicated dollars for special events, visits to major gift prospects, and specially designed donor education programs. In recent years staff and volunteers have approached corporate and individual donors to underwrite important programs and speakers. Dedicated budgets for the women's philanthropy initiative encourage accountability and help organizations measure outcomes more easily.

### **Getting Started – Assess Your Current Work with Women Donors**

Making a commitment to growing women's giving requires knowing where you are now in working with women donors and setting goals regarding where you want to be. The first set of questions relates to the work of the development professionals. The second set of questions considers the organization's readiness for women's philanthropy.

- How much of your time is devoted to cultivating and soliciting women donors?
- Of your last 10 personal visits to donors for your organizations, how many were to men, to women, to couples, to families?
- In what ways do you customize your interaction with women donors to reflect women's interests and their communication styles?
- Are you in the habit of asking women for major gifts?
- Do you consider generational and family factors when creating your strategy for women donors?
- Do your conversations with women donors help connect their values and vision with your organization's programs and plans?
- Do you help women donors see philanthropy as a way to realize their philanthropic voice?

Now consider your organization's readiness for women's philanthropy:

- Have you assessed your organization's data regarding current giving by women?
- Is women's philanthropy prominently featured in your institution's publications, news announcements, etc.?
- Are women prominent in leadership positions (both volunteer and staff) at your organization and in special fundraising efforts such as capital campaigns?
- Are there established avenues for women to provide regular feedback to your organization?
- Does your organization have a women's philanthropy council to help advise and energize women's giving?
- Do you have donor education programs that help women with financial literacy, estate

planning, finding their philanthropic passion, and other topics that are vital to growing women as major donors?

- Is your organization's commitment to women's philanthropy evident in its willingness to devote appropriate financial and human resources to growing women's giving?

### Next Steps – Developing a Strategic Plan


What are your goals with the women's philanthropy initiative? What is your time frame? Who are the key internal and external stakeholders? Allocating time and resources to develop a strategic plan for the women's philanthropy efforts is a valuable investment. Engaging key stakeholders (staff, volunteers, university leadership, staff in alumni and marketing departments) early in the process is instrumental to ensuring smooth operations, to maximizing resources, and gaining campus wide support for the initiative.

The women's philanthropy strategic plan should dovetail with the institution's strategic plan and be in concert with its fundraising plan. Although the formats of strategic plans vary, common categories include: a time frame, mission, strategic vision, strategies, objectives, tactics, and occasionally measurement tools. Some strategic plans include statements about the agency's core beliefs and a positioning statement.

### Action Steps

As you move forward to develop or to refine a women's philanthropy initiative on campus, reflect on the following immediate steps to pursue:

1. Develop five goals and objectives to accomplish with this initiative.
2. Identify potential stakeholders with whom to share findings to begin building a network of support.
3. Create a set of key actions to implement in the next 90 days.
4. Create a strategic plan with measurable outcomes to guide your work.
5. Enjoy the journey.



“Women are not a niche audience. They are *the* audience.”

Lisa Witter, *The She Spot* (2008, xv)

# Donor Education Programs

Donor education programs are an important part of women's philanthropy initiatives in higher education. Even if institutions do not have formal initiatives, college and universities can sponsor donor education programs individually, or join with others in the community to sponsor regional or city-wide educational opportunities. The joint ventures have proven to build stronger collaborative relationships in the community. Donor education programs provide an important opportunity for education, learning, sharing, and networking. Women appreciate the opportunity to talk with peers about philanthropic values, vision, and voice in safe, informal settings.

## Concept

Donor-education programs focus on philanthropy and related topics such as financial issues for women, e.g., how to achieve the joy of giving while living. In addition, faculty and student presentations may be incorporated into the donor education event, integrating their messages into the mission of the institution. These programs:

- help differentiate/distinguish your institution
- provide a value-added benefit for the institution
- create deeper relationships with donors, alumnae, and alumni spouses
- maximize impact and giving
- provide opportunity for individual follow up

## A Sample of Women's Philanthropy Donor Education Program Titles

"The Power of the Purse Philanthropy Forum"

"The Spirit of Women: Rooted in Generosity, Engaged in Social Change"

"Women and Philanthropy: Values, Vision, and Voice"

"Women's Philanthropy: Transforming the World"

"Women's Philanthropy: The Power of Possibility"

"Women's Philanthropy: Now Is the Time to Act"

"The Transformative Power of Women's Philanthropy"

## Sample Schedules

### 1 ½ hour program options

- a. small group discussions – where and from whom did you learn about giving and philanthropy?
- b. interactive session on transforming philanthropic values to action
- c. raising charitable children
- d. married couples giving – a donor panel

### ½ day program options

- a. any of two options above
- b. apply values to action at the institution—"how to meet the needs of society through your gift to the college." Lunch discussion can include breakouts with discussion with faculty around those societal needs identified.
- c. faculty member talks about work and role of philanthropy in making research/scholarship possible. Select topic of interest to women. Highlight women donors
- d. panel discussion with women donors on why they support institution
- e. scholarship recipients recognize donors and talk about their studies
- f. women deans/faculty/students discuss issues around leadership and women's advancement on campus

### 1 day program

Start with reflective sessions in morning and practical, proactive sessions in the afternoon; this tactic engages the individual at the beginning and creates a framework for understanding philanthropic intent.

## Remember

*Women prefer interactive sessions rather than talking heads.  
Women need a safe, neutral forum to exchange ideas about philanthropy.  
Women gain much from informal sharing sessions.*

## Conclusion

Donor education programs advance women's philanthropy initiatives in higher education. These programs have been proven to build strong collaborative relationships in the community and help bring women's philanthropic efforts to scale.





# Martha Taylor's Top Ten Tips + Five

## How to Prepare and Launch a Women's Philanthropy Program

From *Women and Philanthropy: Boldly Shaping a New World* (Jossey-Bass publication date 2010)

by Sondra Shaw-Hardy and Martha Taylor

### Five Components to Getting Ready for A Woman's Philanthropy Program

Before starting or expanding a women's philanthropy program, make sure you have the following components to ensure your success.

**Staff and management commitment.** One or ideally two (or more) staff members envision the role of a women's program at the institution and decide to take it on as a project. Some organizations have formalized an internal "women's philanthropy task force" and involved several staff persons. Management needs to endorse exploring the effort and back it up later with staff and budget.

**Core group of women volunteer leadership and major donors.** Before beginning a program, you must seek the input of a core group of women volunteer leaders and donors. Brainstorm with them about how to engage women with your institution.

**Clear vision, mission, goals, and values.** The program will succeed long term if it has a well defined mission, vision, goals, and values—all standard good practices in a development office. Volunteer leaders and staff work together to formulate goals and objectives. You must know how many women are giving to your organization, how much, and at what giving level.

**Business plan and evaluation method.** You must have a business plan and analysis of how the program would fit into your development operation. This internal analysis includes benchmarking to assess your progress.

**Organizational culture that supports women's giving.** You must complete an internal audit concerning your operations, the role of women in your organization, the potential of women as an audience. Standard operating procedures in the organization must respect women and women's perspectives.

### Five Purposes of Successful Women's Philanthropy Programs

Successful women's philanthropy programs involve the following five purposes. Incorporate these elements into your program.

<b>Philanthropy</b>	Increase women's philanthropy in all areas - time, talent and money.
<b>Leadership</b>	Raise the number of women in volunteer leadership positions.
<b>Education</b>	Provide educational opportunities on philanthropy, finance, non profits, and societal issues.
<b>Friendship</b>	Facilitate an environment for friendships and networking.
<b>Joy</b>	Create the joy of giving.

### Five Steps for Launching and Expanding Your Program

**Listen and Dialogue with Your Donors.** Whether starting or growing a women's philanthropy program, listening and dialogue with donors is essential. Interviews, focus groups, and listening groups are good ways to assess the level of interest of alumnae and what kind of programs they want. The listening process itself is a good cultivation technique and helps identify leaders for your women's philanthropy program.

**Grow the Leadership.** One of the basic parts of a women’s philanthropy program is a group of women volunteer leaders for the effort. Internal and external women leaders must work together to expand the program by involving more women.

**Establish Regional Groups.** In addition to programming held on campus, regional groups are an excellent way to involve alumnae. Bring your institution to your audience with a faculty member speaking on a timely topic. Provide programming with a mixture of formats. To launch a geographic program, identify twelve women of influence in the region who are potential leaders and major gift donors. This core group is the key to success.

**Involve Your Internal Constituencies (Schools/Colleges/Programs).** The goal is to identify the woman’s individual interest at the institution and connect her to that school/college/program that may eventually lead to her involvement with that program and to a major gift. The staff team should work with colleagues to attract women donors for their programs.

**Set Special Fund Raising Goals .** Some programs seek specific fund raising goals such as scholarship support. Other formats include giving circles for specific projects.

“Since at least the early 1800s, U.S. **women** have participated in **shaping education** through philanthropy...Indeed, by **volunteering** their time and **donating** both **money and gifts** in-kind, women have fashioned careers as philanthropists and educators, have used education to **promote social change**, and have been instrumental in establishing and sustaining a wide array of institutions where education occurs.”

Andrea Walton, *Women and Philanthropy in Education*, (2005, 2)

# Challenges for Women's Philanthropy Initiatives on Campus

There are more than 3,000 colleges and universities in the United States yet in the past 20 years fewer than 10 percent of them have created initiatives specifically to woo women donors. Many of those have folded and few have achieved long term sustainability.

Although colleges and universities had a head start, two national nonprofits - United Way of America Women's Leadership Council and the American Red Cross Tiffany Circle Society of Leaders - have taken the concept of developing women's philanthropy initiatives to new heights and are enjoying the considerable return on investment. In 2008, United Way of America raised \$105 million from women donors in campaigns around the country. Launched in 2007, the Tiffany Circle initiative raised \$3 million in its first year, tripling the original goal. With more than 500 women leaders contributing a minimum of \$10,000 each annually, the Tiffany Circle has raised more than \$15 million for the American Red Cross in just three years.

These are not isolated examples. Rather, they demonstrate the growing visibility and clout of women donors on the philanthropic landscape. Fundraisers in the 21<sup>st</sup> century must understand that as women's roles in society have changed over the past 50 years, today women have more education and more access to wealth through earned, married into, and/or inherited resources. Education and income are two key predictors of philanthropic behavior. Research shows that gender matters in philanthropy. Women volunteer more and women influence household charitable decisions more than expected. Generation matters for women. In addition, women's motivations differ from those of men. The bottom line is that what works for men may not work for women, too. Conversely, when fundraisers engage women in philanthropy, they will often attract men, too.

Below we suggest why some of the best laid plans for working especially with women donors are derailed and offer guidelines for building the powerful engines that will drive the philanthropic agenda in your institution.

## ***Derailed or imploded?***

Women's philanthropy initiatives at colleges and universities require long-term vision, sustained leadership, institutional commitment, dedicated resources, and detailed benchmarking and accountability measures. Too often



## **A Woman's Story** **Barbara Dodd Anderson**

On September 17, 2007, the world applauded Barbara Dodd Anderson and admired her generosity. Her \$128.5 million gift to George School is believed to be the largest single gift made to an independent secondary school in the United States. Anderson attended George School.

Anderson stated, "This gift is meant to honor not only my father, David Dodd, and his legacy, but also all of the teachers at George School who had such an impact on me and are so important to their students today. I want to help George School because of the excellence of its faculty and because it is a school without pretensions, where caring for and learning from each other are as important as academic success."

Anderson has made a substantial impact in the education of young people. Her \$128.5 million gift doubles George School's endowment. Anderson had previously donated \$9.8 million to George School, including a \$5 million donation for a new library.

leadership perceives women's philanthropy as the caboose rather than an engine capable of carrying a heavy load. Many programs fail for one or more of these reasons:

- A mid-level manager (most often a woman) creates the initiative and the institution marginalizes it
- When the mid-level manager leaves, the institutional memory about the program leaves with her
- The institution fails to invest the human and financial capital needed to build the program
- The program is maintained in isolation and not integrated into the total development strategy
- Development staff see the women's philanthropy initiative as competition to ongoing efforts such as the annual fund or alumni giving.
- When there is no return on investment within the first year of the program's operation, the institution terminates the program.
- Some development staff are resistant to change and reluctant to change the status quo.

### ***Back on track***

Colleges and universities are ideally positioned to maximize interaction with all donors in today's donor-centered environment. Two key strengths particularly attractive to women donors are the ability to offer multiple opportunities for engagement based on the donor's interests and passions and to demonstrate short and long term impact. The benefits of working more strategically with women donors far outweigh resistance to changing the institutional culture.

### ***Planning for Success***

The schedule for success includes

- Assessing institutional culture and readiness
- Investing time, staff, and financial resources
- Institutionalizing the effort and integrating it into existing development strategies
- Developing benchmarks and accountability tools
- Creating tailored marketing and communications strategies
- Recognizing and celebrating women's contributions to the institution



Each campus or university system has its own culture and must develop goals for a women's philanthropy effort specific to its vision, long-range plan, and fundraising strategy. A programmatic emphasis on scholarships and mentoring may not work for an institution's goal to expand the number of women in volunteer leadership positions around campus. One of the greatest challenges to building these initiatives on campus is the desire to replicate what other institutions do.

As we move more into the 21<sup>st</sup> century, it is likely that women will continue to outpace men in educational attainment. Despite glass ceilings, women will continue to grow their incomes. The long anticipated intergenerational transfer of wealth is likely to position women even more firmly in the driver's seat for philanthropy. Institutions which invest in women's philanthropy, either with structural changes to their development efforts or with a full-fledged initiative, will move on high speed rails, filling the passenger seats with more fully engaged and loyal alumnae.

# Survey Results

The Women's Philanthropy Institute would like to acknowledge and thank Rutgers University and Virginia Tech for surveying higher education institutions in 2009 about the status of women's philanthropy initiatives on campus. The Women's Philanthropy Institute has compiled the information from the two surveys to help other organizations begin to think strategically about implementing facets of a program or an entire program. The Virginia Tech questions were a follow-up to those posed by Rutgers. Some institutions responded to only one survey.

We hope the content of this handbook and the survey results will be a useful guide to energize your efforts.

The Women's Philanthropy Institute would also like to thank survey respondents for their willingness to share their experiences to enrich and invigorate women's philanthropy initiatives on campus.



## Participating Institutions

Arizona State University  
Cal State Long Beach  
California State University Fullerton  
Ohio University  
Oregon State University  
The Ohio State University  
University of California at Los Angeles  
University of Illinois College of Business

University of Kentucky  
University of Minnesota  
University of South Florida  
University of Tennessee  
University of Toledo  
University of Virginia  
University of Wisconsin  
Virginia Tech

# Survey Questions

## From Rutgers:

1. **What is** the main goal/mission of your program?
2. **What constitutes** your program's Volunteer Leadership? (Chairs, Co-Chairs, etc.)
3. **How involved** is the Volunteer Leadership for your program? Do they set policy, lead meetings, etc.? Or is the program staff driven?
4. **What are** the key roles of the Leadership and or Council members?
5. **How is** your program's Volunteer group structured?
6. **Is there** a minimum gift suggested/required in order to be considered part of the Women & Philanthropy program? Must this support be allocated to the program, or can it be a part of the overall giving to the university? If there is no minimum, how is the Women & Philanthropy program supported financially?
7. **Does your** program have a scholarship fund? If yes, how is the scholarship fund supported and who does the scholarship support?
8. **Are there** key measurables for success of the program? (i.e. number of people giving to the scholarship, number of people attending events, etc.)
9. **Special Projects/Events:**
  - A. How do these events support the mission of your program?
  - B. Who are usually the invitees to the events? (donors, prospects, alumni, etc.) Is there a general mailing list for event invitees?
  - C. Are events free, or do people pay to register for them?
  - D. Do you work with Development officers to encourage prospects to attend events, or do you have your own core of supporters?
10. **What are** the key challenges of administering/running your Women & Philanthropy program?

## From Virginia Tech:

1. **When did** your women's philanthropy program begin? What is your mission or purpose? How many actively involved members do you currently have? What are the criteria for membership in your program? Do you require a one-time gift? A regular annual gift? No gift at all?
2. **How is** your program structured? Do you have a council or executive committee that guides the program? If so, how are they involved? Are students, faculty, and staff also involved? If so, how are they involved?
3. **Do your** members perceive the program as about leadership or philanthropy or both? Does the term "philanthropy" cause any pushback within your membership or with potential members? How important is leadership within your program? How does giving relate to involvement/membership in the program?
4. **How do** you communicate with your constituency? How do you raise awareness about your program? Do you publish any materials for your program (i.e. newsletters, brochures, etc.)?
5. **Are** younger women involved through leadership opportunities within your program? How do you communicate to and/or engage younger women?
6. **What sort** of programs or projects does your group do? Scholarship funds? Lecture funds? Mentorship programs? How is the group involved with your college or university? Do they hold a leadership role within the university or within development?

# Arizona State University

## Mission

Internal goal: Increased engagement into ASU with the hope of a greater investment to an individual school/program/unit.

External Mission statement: Inspire and empower accomplished women — by providing educational, networking and philanthropic opportunities to become visionary donors and a collective, significant force supporting Arizona State University's creation of meaningful change in the world.

## Leadership Structure and Involvement

- It is currently established that the University President's wife is the fixed co-chair then a new co-chair is selected every two years to serve a 2 year term
- Both co-chairs are truly hands on and not figureheads.
- We have an honorary co-chair who serves a 3 year term.
- We also maintain a Founder's Committee that meets 1-3x per year to review the status of W&P and discuss the future plans. This consists of the current and past co-chairs and acts as a —advisory council to some degree.
- Three committees support the activities of the program: Membership, Investment, & Education – all consist of W&P investors and have chair/co-chair positions.

## Gifts & Funding

- Individuals make a minimum annual investment of \$1,000 to the Women & Philanthropy Pooled Fund.
- We have been fortunate to have underwriters (typically W&P investors) who have voluntarily offered to cover most the expenses for the 2-3 annual major events. The Co-Chair often underwrites at least one of the events (avg. \$8000).
- For educational luncheons that are not underwritten, there is a \$30 per person fee.
- There are only two-three events/year that I cover the full event expenses using my allocated budgets. The expenses related to W&P that aren't covered by donors are supported by the ASU Foundation budget. I have both a program operations budget and a events budget.

## Scholarships

Since 2002, Women & Philanthropy members have provided more than \$1.2 million in support of ASU through 46 grants to important university initiatives and scholarships.

## Measurable

We track a variety of statistics and activity:

- We measure retention of current and new members each year.
- We are currently evaluating & comparing the total contribution to ASU of the women (and her business/family) before they became W&P members vs. after they joined the group to see if it increases.
- Additional annual contributions (above the \$1000 minimum) to Women & Philanthropy.
- Interest and engagement in other ASU programs by W&P members.
- Relationships and activities with other ASU development staff. W&P helps to provide them with stewardship opportunities as well as a —entry way into ASU and a great tool for them to use in a variety of ways.
- Attendance at W&P events...as an overall number as well as for each individual member. Are they being more active at ASU and in W&P?
- Our perfect attrition is if a W&P investor decided not to contribute her \$1000 to W&P because she wanted to spend her philanthropic budget and time focused on one of ASU's other schools, scholarships, etc.

# Arizona State University Continued

## Special Projects & Events

- Our events are focused opportunities to expose these women investors to the best, the greatest and the newest at ASU. We focus on ASU programs that address current local and national needs, i.e. healthcare, economics, sustainability, etc. as well as new programs or staff we want to highlight. They are exposed to our deans, our top faculty, our students and the latest and greatest in hopes that they find a —personal passion and may choose to become further engaged with that particular program.
- We want our investors to be excited about what we are doing at ASU and be our spokespeople in the community as well as be intellectually challenged and educated.
- Programs are designed exclusively for Women & Philanthropy members to learn more about making a difference. Our program offers the following opportunity:
  - Explore your intellectual interests with ASU's renowned scholars.
  - Become inspired by the role ASU is playing in advancing the quality of life in our community.
  - Discover how you can make a difference in areas that matter to you.
- All current Women & Philanthropy investors are invited – we currently more than 200 members.
- Most events are open for potential prospects to attend as guests. Our guests are typically invited by one of our current members or myself or one of our University Development staff. A women can attend one time as a guest...future attendance requires W&P investment. This prevents the same people coming as guests but no intention of making the investment. For only a minimum investment of \$1000/year we don't think they should be able to attend a bunch of events for free. Our investors agree with this and are happy to pay a fee to attend as an event as they are smart enough to understand they don't want their gifts spent to “buy them lunch.”
- All events require RSVP's – many of our event invites are through electronic e-vites and we have some electronic registration/payments.
- Development officers often use W&P as a way to engage their prospects and steward their current donors.
- Most of our new members come from our current member referrals.
- I attend employee orientations for the Foundation development staff and other appropriate staff meetings to discuss their role and a way we can work together using the following suggestions:
  - The investments made through Women & Philanthropy can benefit your college, school or university center – encourage your faculty to consider applying for grants
  - Participation in Women & Philanthropy events is a unique cultivation opportunity
  - Use as a tool for stewardship of new and prospective women donors

## Challenges

- Keeping focused on providing activities of interest to 200+ women that will also benefit ASU.
- Ensuring that despite the current economic challenges W&P is still perceived as a significant value for their investment.
- Finding a way to move the women investors along in the giving process.
- Balance the administration & event management of this program with the relationship building that I need to do with my members. My main goal is to get to know them well enough that I can —introduce them to the appropriate program/staff that may be of personal interest to them.

"I have learned that there are so many innovative ways we can change lives and affect the community as a whole through our education, leadership and philanthropy."

ASU Women & Philanthropy Investor

"Women & Philanthropy is something I do for myself and my personal development. I have made a difference, and I have made some great friendships. It's a joy!"

ASU Women & Philanthropy Investor



# Cal State Long Beach

## **Mission**

1. Provide student scholarships for re-entry adults who are returning to school following a several year absence, research scholarships according to criteria, and/or scholarships for other student needs according to the criteria set annually by the Executive Committee.
2. Introduce new donors to the University and its programs; create a model for service and giving from members who will create a new wave of leadership on campus.

## **Leadership Structure and Involvement**

Chair, Vice Chair, two members-at-large and Past Chair comprise the Executive Committee.

We have had a Women & Philanthropy program since 1998. We currently have 32 members. Nine are Charter members. The volunteer leadership set policy, plan and lead meetings with staff support.

## **Gifts & Funding**

There are 3 levels of giving: \$1,000, \$500, and \$150. Individuals giving at the \$1,000 level may designate up to \$500 to a program other than Women & Philanthropy. \$500 level goes entirely to Women & Philanthropy. The \$150 (Supporting Member) was established to encourage recent graduates to participate. The \$150 level is a non-voting member. Ten percent of each member's gift is designated to an operating account to assist in funding scholarship receptions and meeting expenses. The University provides some support for supplies, telephone, postage, and some food costs.

## **Scholarships**

Presently two scholarship programs: (1) Reentry Scholarship and (2) Research and Creative Activity Scholarship. The scholarships are funded from the annual membership of members.

## **Measurable**

Increase in members is important.

## **Special Projects & Events**

Student scholarships is the mission and the members meet the recipients at each of the scholarship receptions. The students getting research and creative activity scholarships use their funds over the summer and attend an October meeting to share the progress of their project. They must be working with a faculty member and usually the faculty attends the reception as well. Members, scholarship recipients and guests, prospective members, faculty and administrators are invited to all scholarship receptions. Events have been free. Development officers are encouraged to attend and most do when they have members from their areas.

## **Challenges**

Attracting new members. When the organization was formed in 1998 the entire membership wanted to support reentry students. Many had been reentry students themselves. Individuals who did not have that experience aren't as interested in supporting reentry students. The second scholarship was established to expose the members to another group of high achieving students. They are amazed at the research and special projects these students have done and hopefully this scholarship program attracts another group of members. Another challenge is keeping people engaged. If they don't participate in the scholarship selection process or attend the receptions they can lose interest.

# Cal State Fullerton

## **Mission**

Promote women's giving, volunteerism and leadership at Cal State Fullerton.

## **Leadership**

We initially had a steering committee to create the organization but we have no leadership committee. We had a meeting at the end of the first year with the larger donors about “next steps,” but they didn’t think we needed to have a formal leadership group. Next fall we plan on having a chair to mostly be our spokesperson.

## **Gifts & Funding**

Women & Philanthropy members must make a minimum annual donation of \$500 to any program on campus—not to W&P. We have a Women of Distinction level that has a \$1500 minimum level and we target business and community leaders for that group. Most give more than the \$1500 min.

## **Measurable**

New and renewing members, and numbers at the luncheons. We let non members attend luncheons to cultivate them for the program. We identify members at events with a ribbon on their nametags.

## **Special Projects & Events**

We have a W&P Speakers Series (luncheon) where we have speakers on a variety of topics and try to have at least one faculty member as a speaker per year. Starting next year, we plan on engaging more faculty and plan topics around the university’s fundraising initiatives. We are constantly tweaking the list. I invite all women in the area who give \$500+ annually (they are automatic members) plus women who have given at that level in the recent past; I invite smaller donors and prospects as well. I keep the list to about 1000 per luncheon and we average around a 5-8% response, sometimes more. The Women of Distinction have about 3 evening receptions per year. They are hosted by a different Woman of Distinction each time. We charge for the luncheons to cover costs and the evening receptions are free (only Women of Distinction are invited—not all W&P members). I work with development officers to encourage them to use the speakers series as a cultivation tool for new donors. The women development officers attend most luncheons and I sit them with members/prospects from their individual colleges. They don’t bring new prospects as often as I like. Some are better at it than others. I solicited the Women of Distinction mostly on my own as part of the university’s 50th anniversary—50 Women of Distinction. It worked well.

## **Challenges**

Building membership, finding speakers off campus who will speak for free, keeping members of both groups excited about the program after 3½ years. Members tend to join at the luncheons; they do not respond to mail solicitations. It’s almost easier getting the larger donors for the Women of Distinction program because they like networking with the other women leaders and the exclusivity of that program.

# Ohio University

## **Mission**

Women in Philanthropy of Ohio University will foster a powerful tradition of giving and support for the University and its departments, activities, and facilities. It will aspire to increase the number of women who give to OHIO by providing advocacy about women's philanthropic issues, and by training future generations of Ohio University donors.

## **Leadership**

Women serving on the Ohio University Foundation Board initiated WIP in November of 2003, after ongoing discussions spanning many years. Volunteer leadership consists of an Executive Committee with a Chair, Vice Chair, Treasurer and Secretary (staff person –current one is also a WIP Giving Circle member). Committee Chairs include Programming, Student Activities, Financial Literacy and Giving Circles. Giving Circle voting members comprise a Trustee Advisory Board. Volunteer leadership participates in advocacy, strategizes and implements fundraising, and advises and participates in programming/events. Staff does the detail work, administrative duties, and collaborates with Volunteer leadership.

## **Gifts and Funding**

WIP is not a membership organization and its meetings/gatherings are open (realizing women want to “test the waters”) and meetings are run by consensus. WIP encourages all to participate. Executive Committee working meetings are closed. Funding is obtained through a Count Me In! category for giving at any level. Voting members give at the \$5,000 level, \$1,000 for WIP New Leaders (within 15 years of their graduation date). Donors may choose to fund one of the WIP endowments or the WIP Discretionary Fund.

## **Measurable**

Contributions are tracked and WIP expects to meet our first fund raising goal of \$250,000 shortly. WIP also measures the number of people attending events.

## **Special Projects & Events**

There are currently three meetings a year scheduled in conjunction with The Ohio University Foundation Board of Trustees Meetings. Also, WIP has started having Regional events. The WIP OHIO Women Making a Difference Conference occurs every other year and highlights the accomplishments of faculty, alumni, and students, and is planned around a keynote speaker. Many WIP gatherings are free, some are underwritten by alumnae, and others have a nominal charge. There is a fee for the Conference. WIP has an annual Financial Literacy Student Seminar and recently started a WIP Financial Literacy Task Force to formulate a plan designed to help **all** Ohio University students be more financially literate. The Leona Hughes Inspiration Award is given to an outstanding woman who has led an inspirational life and shown support for Ohio University as well as her community. An informative WIP newsletter is distributed twice a year.

## **Challenges**

Athens is in a remote location which makes it difficult for people to travel here for meetings and events. There is a lack of staff to properly handle the multitude of potential women donors, who don't easily fit within the existing college based development system (this is improving as it is being addressed).

# Oregon State University

## Mission

Learn more about programs; network w/ other OSU alumnae, parents and friends; engagement in philanthropy; mentor; support

## Leadership

Steering Committee - 13 members - meets 3 times per year; reviews grant applications for students

## Gifts & Funding

We offer a reduced rate of \$250 for alumni 1-4 years since graduation. Other than young alumni our minimum annual gift amount is \$500 but we also encourage members to upgrade to \$1,000.

## Member perception of program

Members view as philanthropy; no cause for concern. Leadership is important - giving highly related to program as gift is required.

## Special Projects & Events

Communication– e-mail and letters; face-to-face meetings to encourage involvement

Younger women– acknowledged area of improvement - majority of members are older. 2009-10 staff is proposing to council to offer reduced giving amount for alumna who graduated 1-5 years ago in order to encourage involvement of younger women

Grant programs– support University programs through organized grant process reviewed by council; 2009-10 plan to add more mentoring time w/ students

# The Ohio State University

## Mission

Vision: To inspire and empower accomplished women to become visionary donors and a collective, significant force supporting Ohio State's creation of meaningful change in the world.

Mission: Women & Philanthropy at The Ohio State University is dedicated to educating its members about areas of extraordinary excellence at Ohio State and helping them to become agents of change to realize and celebrate their personal philanthropic abilities.

## Leadership

We have a Steering Committee with two co-chairs. The Steering Committee currently consists of 15 members. Generally speaking, the women are significant donors to the university and have contributed their service as well as their philanthropy to the university. Initially, we were fairly staff-driven, though much of that responsibility is now being shifted to the members themselves at the request of the co-chairs. The Committee meets four times a year. Subcommittees have been formed to support the grants process, to select a scholarship recipient and to promote new membership.

The Committee identifies 3 funding opportunities plus a scholarship each year for the members in order to engage women in the life of the university. Their suggestions have led to an annual awarding of grants, a scholarship fund and an emergency student loan fund.

## Gifts & Funding

To be part of the Women & Philanthropy program, women may join with a gift of \$1,000. The pooled fund is not used for the administration or programming of the group; 100% of it is given to needed areas of excellence across the university.

Our scholarship fund supports a student chosen by the Scholarship Committee. The amount of the scholarship is a portion of the annual pooled fund and is determined by vote of the membership.

## Special Projects & Events

Our events educate women about the programs and areas of excellence at The Ohio State University, and engage women in the life of the University. Our guests have been donors, prospects, alumni and university faculty and staff. Some of our events now are open only to members and a guest and all of our events are free. Development officers are informed of our events and encouraged to alert their prospects to attend.

# University of California Los Angeles (UCLA)

## **Mission**

increase financial support; empower and mentor next generation of women; sustain university programs that support women; engagement.

## **Leadership**

The Board is made up of those who give at the Circle level with the expectation that each gives commensurate with ability - they have no level of responsibility; the Board President is chosen by the staff; all members are long-time supporters of UCLA who are a good fit within the membership. Program is staff-driven.

## **Gifts & Funding**

\$2,500 annual gift; \$25,000 gift allows for Circle Membership at 5 year term.

## **Measurable**

Have annual fundraising goal; exceeded 2008 goal by 40%.

## **Special Projects & Events**

Communication—Send print newsletter to 13,000 women in the U.S. who have given \$2,000+ within the past 5 years; group is being pushed to do more online

Younger donors—Focus groups were done recently with alumnae (5-15 years out of school) to determine whether or not a mentor program about strategic philanthropy would be successful - younger women were not interested. They are interested in career mentors.

Activities—Collaborate with areas on campus and co-sponsor programs like the Women's Health Group; have tried to sponsor a financial program for 2 years but with current economy membership has decided to wait; also, board members attend alumnae events/functions to talk more about the W&P program

## **Challenges**

Staffing limitations; ability to update web site regularly; maintaining volunteer engagement

# University of Illinois College of Business

## **Mission**

Identify and reconnect with women friends and alumnae of the College. By encouraging participation of these groups, the College seeks to:

1. Strengthen the ties between the College and its female alumnae and friends populations.
2. Inform and educate women on the tremendous impact they make as College supporters and philanthropists.
3. Encourage and increase the participation of women in volunteer leadership positions within the College

## **Leadership**

We do not have an official volunteer leadership committee established yet. We do have several very involved alumnae who sponsor our events and promote the program

## **Gifts & Funding**

Currently, we do not have a suggested or minimum gift amount associated with our program. We hope to implement this sometime in the future.

## **Scholarships**

No

## **Measurable**

At present time we are more focused on educating our constituency about the program. We continually see an increase of event attendees, which we do consider a metric of some success.

## **Special Projects & Events**

We usually have a faculty or alumna speaker to discuss some timely issue or topic of particular interest to women. We invite alumnae and donors. We draw a list from the area in which the event is being held. In addition, we have a section on our website where women can essentially “join” our program. We also send invitations to all the women who have signed up on our website. Some are free and some we charge a small fee. We run the program out of the development office. Therefore, our team can work in collaboration to identify key speakers, event sponsors, and invitees.

## **Challenges**

Program was established in 2007. Therefore, we are still in the process of developing and institutionalizing a solid program. Staffing resources. If we had more staff to work on the program we could work on building a stronger volunteer base, and also initiate a solicitation component. Currently, there is one staff person assigned to the program.

# University of Kentucky

## Mission

Engage women as donors and motivate them to make contributions to UK.

## Leadership

Co-chairs and a Leadership Council comprised of 30 women. Very involved. They plan meetings along with staff and lead the meetings.

## Gifts & Funding

Donate \$1000 to the program for a three year term. Development Office does support the program at this time.

## Scholarships

It will have an endowed scholarship fund when contributions reach \$500,000. Supported by development office staff.

## Measurable

Not yet.

## Special Projects & Events

First symposium for general members (Women's Philanthropy Network) in November 2009; 130 founding members as of November 2009.

## Challenges

The volunteer leadership is busy, but committed to creating a successful program. Keeping busy volunteers engaged and focused. Pace for establishing the program has been very slow.

# University of Minnesota

## Mission

Founded to engage interest in philanthropy and channel it into initiatives that support women's leadership in education and human development. Our mission is to create a welcoming circle of women that combines our resources to support and develop women leaders and philanthropists through the College of Education and Human Development

## Leadership

Steering Committee is made up of 5 members who chair committees and meets 3 times per year; committee does not have any leadership role elsewhere in University. Focus is on philanthropy and empowering women to make decision about own philanthropy; focus on leadership through support

## Gifts & Funding

Membership fee required; only giving circle at University that students, faculty, and staff can join

## Member perception of program

Focus is on philanthropy and empowering women to make decision about own philanthropy; focus on leadership through support

## Special Projects & Events

Communication—E-mail; printed invitations mailed - each member received an additional blank invitation to send to one non-member (sometimes at cost of non-member)

Younger women—Would like to involve younger women but do not want to lower the "buy-in" for membership; staff would like to see early career member fee at \$240; however, membership does not support proposal at this time; student scholarship recipients are honorary members for 1 year

Activities—Philanthropy program/lecture; women and leadership program/lecture (2008-09-gov't); member appreciation event; annual awards celebration; group gives \$10,000-\$15,000 in awards/scholarships each year to grad student, staff, and pre-tenure faculty; funds are maintained by UM Foundation

# University of South Florida

## **Mission**

### Vision

Women will be recognized as leaders, role models and philanthropists and will impact the university community, the state and the nation through their leadership and philanthropy.

### Mission

To empower USF women students and faculty to become leaders and philanthropists who will impact the University of South Florida and their communities through leadership and generosity.

To encourage and support education, research and service focused on issues affecting women in our communities, state and world.

## **Leadership**

We have an honorary chair who has been a major contributor to the university as a whole (along with her husband) for many years. When our president wanted to start this program, she went to this person and asked her to serve as chair. After things got off the ground, the chair asked to be moved to honorary chair to lighten her load a bit. At that time, another woman who has given to the university for many years was asked to serve as chair, and she agreed. I communicate with both of them regularly. I took over the program less than a year ago and it was in need of some re-structuring from an organization communication place. Honorary chair and secondary chair; staff driven structure; moving toward "task force" to serve quarterly advisor role

## **Gifts & Funding**

\$1,000 per year directly to the program, although you have a choice of what fund within the WLP program your \$1,000 goes to (scholarship endowment, program endowment, operating, first generation scholarship fund).

**Scholarships** Yes – we have a number of privately funded scholarships that individual donors set up. We also have an overall scholarship endowment, where many of the original founding members put their money so we could eventually get to enough money to have an endowment. Each scholarship has a set of criteria. We work through the Foundation Scholarship Office to award them. They handle the application process and then we provide information to donors for their individual scholarship so they can rank the candidates. The WLP staff has the final say on who receives the scholarship.

## **Measurable**

An eventual membership of 200 annual members. We like to see our Annual Symposium in the fall meet or exceed 500 people since that is the big event that raises \$ for the endowments.

## **Special Projects & Events**

Distributing scholarships and recognizing donors, educational components during the fall symposium, inviting women to campus on a regular basis to learn what USF has to offer them and the community. We have a master mailing list of nearly 600 that we update regularly with prospects, friends, etc. Also included are current donors to the program. Typically there is a fee associated with events – anywhere from \$25 per person to \$150 per person depending on the event. We have a DO assigned to WLP to increase annual members and secure event sponsorships. But other DOs around campus for other colleges and programs do bring their prospects to our events – and use WLP as a cultivation tool.

## **Challenges**

Right now it is trying to figure out the volunteer aspect of the program and how that should fit in. Keeping up with technology – it's always changing and there is always some new way to communicate to people. Pleasing lots of different people that all want a different part of the university (we are a very large university with many things to offer people all of the time).



# University of Tennessee

## **Mission**

To educate, empower, and inspire women to be philanthropic leaders at the University of Tennessee

## **Goals and Objectives**

1. To inspire women to realize their full philanthropic potential
2. To increase the number of women making gifts to UT
3. To increase the institution's financial support from women
4. To create an awareness within the UT and local communities about the impact women have on philanthropy
5. To recognize women in more personal and meaningful ways

## **Leadership**

### **Board of Directors**

The Board of Directors is a subcommittee of the National Campaign Committee and consists of three officers and no more than 30 members. Alumni and friends are eligible for board membership provided they have made \$100,000 or more in total commitments to the University of Tennessee.

## **Gifts & Funding**

The Alliance general membership includes all women who have given or directed \$25,000 or more to any UT program (includes outright gifts, pledges, and planned gifts).

The Executive Board members have given or directed \$100,000 or more to any UT program as well as make an annual gift of \$4,000 (\$500 towards the programming endowment and \$3,500 towards the annual grants)

**Scholarships** No, it does not have a scholarship program but its annual grants program can go towards scholarships.

## **Measurable**

- Number of grants awarded each year (and amount)
- Number attending the Women's Symposium
- Amount of contributions towards the current campaign by the board

## **Special Projects & Events**

Provide an opportunity to inform the members of the impact they are having and could have on the university. All general members are invited to attend the symposium. At this time the events are free for members of the Alliance.

The board members contribute \$500 annually to cover the costs of their meetings. Yes, we are part of the development office and work closely with development officers on each of the UT Campuses and Institutes.

## **Challenges**

Time – the board has wonderful ideas and would like this program to expand, but since no staff person is currently assigned to the Alliance 100% (in terms of hours) we have to be very careful which projects to pursue and in what order. The general membership totals just under 3,000 (from all of the UT Campuses and Institutes) – any communication with the entire group is costly and creating events and ways they can be engaged is tricky.

# University of Toledo

## **Mission**

Promote the University through investments and grants to UT initiatives. We are committed to forging new relationships and building a community of thoughtful, effective philanthropists among women diverse in age, interests and backgrounds.

## **Leadership**

Chair, Vice Chair, Secretary, Treasurer and at least 3 Board Members at large make up the executive committee. We also have chairs of the Membership, Nominating, Program and Grant committees. Board meetings held once a month except July, August and December. Agenda set by Chair in conjunction with Staff administrative contact. Staff also take notes and prepare the treasurer's report which are presented by the Board member.

## **Gifts & Funding**

Membership dues of \$1,000 per year into the pooled W&P fund. This is over and above any other philanthropy to the University.

## **Member perception of program**

Most members view as philanthropy with opportunity for leadership roles - board members are mostly younger than some members.

## **Special Projects & Events**

We host most of our events on campus to familiarize members with different parts of campus and center the program around that facility so they can learn more. For example: we are hosting an event in our newly renovated basketball arena this coming March and have invited the new Head Women's Basketball coach to speak to members about what it has been like her first year with a winning team in state-of-the-art facilities. We will also have a tour of the facility. The members want to see many different areas of campus so that they could become more familiar with all that goes on in order to be able to make better decisions in the grant-making process. Our members have also hosted cultivation teas in their homes which have been very popular. Primarily invite members and prospects. Always advise gift officers of event and invite them.

## **Challenges**

1. Operating expenses. Members want 100% of their donation to go into the grant account and don't want to set aside funds to operate (printing, catering expenses at an event, etc.) Members believe that the Development Office should pick up their expenses, but our VP believes that W&P should be self-supporting. We get an operating budget of \$1,000 from Development each year, but it is hardly enough for even one event and that budget is rapidly fading into the sunset. It has been a slow ask to get the mindset of the members turned around so that they accept the fact that they need to budget operating funds.
2. Our organization is a dues-paying membership organization and it is hard to get some of my colleagues to realize that it is not a recognition society; that they just can't promise membership based on a large gift somewhere else on campus. Conversely, some women donors have indicated that they believe they should belong because of their overall giving to the University (again, looking at it as a recognition society). This can be a touchy situation.
3. This takes a lot of staff time.

# University of Virginia

## Mission

Seeking to strengthen bonds between UVa and its alumnae and women stakeholders, and to increase the number of women serving the University and its foundations through volunteer leadership and philanthropic activities.

## Leadership

Chair and 20-person committee.

## Gifts & Funding

No minimum, although members of the committee are chosen in part for their major gift contributions or capacity. A majority of the committee has given at the \$25,000+ level, some much higher. Others involved in the program are often targeted for their giving and major gift prospect status, but we reach out broadly whenever possible. The program is supported through University funds. Total OTPS budget is \$12,000; staffing is 25% of a regular staff-member, and occasionally a half-time graduate student intern.

## Scholarships

No, we encourage UVa women to give where their passions lie; we have not created an additional giving opportunity.

## Measurable

Percentage of women on serving on University advisory boards (school or foundation boards).

Percentage of women giving to the institution, numbers and percentages of women giving at leadership annual and major gift levels.

## Special Projects & Events

Our budget does not allow for many events, but our major activities currently are:

### 1. Communications

- Quarterly e-mail newsletters to our mailing list of UVa women (subset of women who have attended events, requested communications, or been recommended by development colleagues on campus)
- Periodic postcards to our mailing list – these highlight accomplishments of UVa alumnae, faculty or students
- Encourage development communications colleagues to feature women in development-oriented or engagement publications

### 2. Leadership

- Identify and recommend women for leadership positions on advisory boards or for other volunteer roles

### 3. Grass-roots activity and networking

- We are assisting two major alumni clubs in creating events marketed to women. We plan to make these events the cornerstone of “Women in Leadership & Philanthropy” committees of these clubs. We will identify local leadership and interest for on-going events and activities through these committees.

### 4. Reunions

- Sponsor educational event at Reunions, marketed to women (e.g., financial management for women; work/life balance; women’s entrepreneurship; characteristics of high-performing professional women)
- Target giving message via e-mail to women in Reunion years

### 5. Giving

- Created online “Gift Catalog” to provide specific opportunities for donors to make an impact through gifts of varying sizes

### 6. Women in Leadership conference

- First launched September 2008, to help in branding the WLP program more broadly, to showcase the accomplishments of alumnae, faculty and students, to identify new leaders and potential donors. There was a minimal charge (\$125) for the two-day program. Included nationally-known UVa alumnae speakers and other professional alumnae, faculty and students serving on panels (all donated their time and no expenses were provided). Invitees included suggestions from schools and units across campus who fit our target population (professional women from the classes of the late ‘70s through early ‘90s). We worked with schools/units to encourage attendance and to involve their donors and prospects. We also promoted to our mailing list of about 1800, which includes volunteers and supporters of schools/units. After the conference we encouraged development and engagement colleagues to follow up with the attendees. Another conference is being planned tentatively for spring 2010.

## Challenges

Since many of our programs are meant to reach out to women and engage them more effectively with UVa, this is a long-term process, so it is difficult to measure success, or to attribute success or failure in key measures to our efforts.

Can be highly political as initially, some schools and units felt we might be competing for “their” donors; however, we have worked hard to create allies in all schools and units and to position our program as a way to add value to the efforts of the schools.

Limited resources (see above) – however, the Women in Leadership & Philanthropy committee is one of the sub-committees of our Campaign Board, and its activities are recognized at this highest level.

# University of Wisconsin

## **Mission**

increase major gifts; incorporate W&P philosophy into all areas of UW Foundation; promote/sponsor special activities to engage and connect women to university and philanthropy

## **Leadership**

30 member advisory group to program; top leadership development opportunity for women at University - council meets 2 times per year with administrators /women faculty leaders - serve as advisors/advocates for women philanthropists; council chair serves on Foundation Board; staffing involves administrative, research, IT, and communication support

## **Gifts & Funding**

\$25,000 one-time gift to any area of interest (most give more) + \$1,000 annual gift to giving circle

## **Member perception of program**

Terms emphasizes purpose - focus on increasing philanthropy of time and money; emphasis on giving PLUS education and connection to University

## **Special Projects & Events**

### Communication

Periodic magazine focusing on women philanthropists, book reviews, interesting articles; biennial forum invitation; new logo, major publication, and small brochure published for 20th anniversary

### Younger Women

Younger women encouraged to get involved with WP Connect - local geographic programs; working w/ younger staff members to recruit younger members and minority members for Council

### Activities

Host regional events, network with prospects and leaders, speak at forums, mentor; annual group gift of \$25,000 given to campus-wide priorities (i.e. campus child care, women's faculty mentoring award, women's studies students); WP Connect - geographic program

# Virginia Tech

## Mission

Our core value is that we believe women are vital to the university because of their talent, service, and philanthropy. Our mission is to engage women in the life of the university through service and philanthropy. Our statements of purpose are:

1. Inspire and encourage women to support the university through philanthropy.
2. Promote opportunities for women to serve as leaders of the university
3. Involve women in the enrichment of the university experience.

## Leadership

We have a council with two co-chairs. The council has about 45 members. Generally speaking, the women are significant donors to the university and have contributed their service as well as their philanthropy to the university. Initially, we were fairly staff-driven, though much of that responsibility is now being shifted to the members themselves—at the request of the council. The council meets twice per year. There are six subcommittees within the council—each member sits on one subcommittee, which has a specific goal. Those subcommittees meet at each council meeting. Those meetings generally generate ideas about communications, strategies to encourage more women to support the university, programming ideas, and policies.

## Gifts & Funding

There is no minimum gift to be a part of the WLP Council, though we encourage/expect council members to make a major gift. They may make a donation to any area of the university. They may also give to the council's Endowed Lecture Fund. This fund provides matching funds to student/campus organizations that are bringing nationally recognized speakers to campus. The WLP Council is supported through the normal budget process for University Development.

## Scholarships

No

## Measurable

We do measure the increase in the number of women donors per year and the annual increase of their gifts. We also measure the increase in the number of women who serve on volunteer boards across the university. We have started to really focus on the way and frequency women donors and volunteers are featured in or publications and websites.

## Special Projects & Events

We have a conference every year for interested women (not just council members). The conference brings together university faculty, staff, and students to make presentations about what's going on on-campus and brings campus experts or alumni to talk about issues relevant to women (health and wellness, wealth management, book readings, etc.). There are no pre-requisites for attendance at the conference, though there is a registration fee for to attend. We do occasionally have events for council members during the year (e.g. before a lecture sponsored by the council, regional gatherings, etc.). All events, except for the conference, are free.

Last year, we started a mentoring program. The mentoring program provides an opening for women who want to learn more about Virginia Tech or who would like to be more involved. We contacted the Division of Student Affairs and they nominated students for the pilot program. We matched council members and students based on areas of interest. So far, we have received positive feedback from the members and the students. Student Affairs is thrilled with the partnership. If successful, we will open up the mentoring program to non-council members who have an interest.

There is a general mailing list made up of donors, prospects, alumnae and friends. Those on the mailing list receive our newsletter and other publications. In addition, interested women request be added to our mailing list at our website.

## Challenges

We are always looking for new ways to get women involved. For some of the women on the WLP Council, this is the first time anyone at the university has asked them to be involved. Once they are involved and learn more about the university, they start volunteering in other areas around campus. That is exactly what we want to have happen.

# Contacts



The contact information contained in this profile is current as of November 2009.

“A healthy society includes **the active participation of women** through philanthropy, the voluntary sharing of one’s personal and financial resources. Women have traditionally been heralded for their generations of **life-changing** service to society. But **today**, women are not limited to contributions of service, as they are achieving full confidence in their capabilities as **financial donors**.”

Women’s Philanthropy Institute

Institutions	Name of Program	Contact Name	Title	Phone Number	Email Address
Arizona State University	Arizona State University Foundation Women and Philanthropy	Michele Rebeor & Pauline Moleski	Director & Program Director	480.965.2229 & 480.727.7215	michele.rebeor@asu.edu pauline.moleski@asu.edu
Ball State University	Cardinal Women's Connection	Jenny Marsh		800.382.8540 & 765.289.1241	jmarsh@bsu.edu
California State University Fullerton	Women and Philanthropy	Patricia Boggs	Director	657.278.4732	pboggs@fullerton.edu
California State University Long Beach	Women and Philanthropy	Barbara Holden	Program Director	562.985.4126	
Iowa State University	ISU Foundation Women & Philanthropy Committee			800.621.8515	
Luther College	Women Faith and Finance	Jeanie Lovell	Director of Corporate & Foundation Relations	563.387.1111 & 800.458.8437	www.lovelle@luther.edu
Ohio University	Women in Philanthropy of Ohio University	Dorothy Schey	Director of Development	740.593.4556	schey@ohio.edu
Oklahoma State University	Women for OSU	Pat Kraub	Director	405.385.5194	pkraub@OSUgiving.com
Oregon State University	OSU Women's Giving Circle	Kellie Parker	Sr. Associate Director of Annual Giving	541.737.4691	kellie.parker@oregonstate.edu
Purdue University	Women for Purdue	Cheryl L Altinkemer	Associate Vice President for Advancement	765.494.2727 & 800.677.8780	caltinkemer@purdue.edu
Rutgers University	Women and Philanthropy	Nichole Farella	Assistant Director of Stewardship	732.932.8514	nfarella@winants.rutgers.edu
South Dakota State	Women and Giving	Lucy Forman	Director of Stewardship & Planned Giving Specialist	888.747.7378 & 605.697.7475	lucy.forman@sdsufoundation.org
The Ohio State University	Women and Philanthropy	Sue Riley	Coordinator	614.247.7994	riley.280@osu.edu
University of Arkansas	Women's Giving Circle	Jamie Banks	Director of Development	479.575.3126	jbanks@uark.edu
University of California Los Angeles	Women and Philanthropy UCLA	Sandy Levin	Associate Director	310.794.2389	WMNPHIL@support.ucla.edu
University of Connecticut	Women's Philanthropy Council	Elaine Cunningham	Director of Development	860.486.0516	ecunningham@foundation.uconn.edu
University of Illinois College of Business	Women in Business & Philanthropy	Renee Sinow	Assistant Director of Development	217.333.6434	sinow@illinois.edu
University of Kentucky	Women and Philanthropy Leadership Council	Paula Leach Pope	Director of Campaign Services and Donor Relations	859.257.3187	ppope@email.uky.edu
University of Minnesota	Women's Philanthropic Leadership Circle	Raleigh Kaminsky	Associate Development Director	612.626.1601	kamin003@umn.edu
University of Mississippi	Old Miss Women's Council for Philanthropy	Mary Sharp Rayner	Chair	662.915.7273	
University of North Carolina	Carolina Women's Leadership Council	Lanier Brown May		919.843.5883	lanier_brown@unc.edu
University of South Florida	Women in Leadership & Philanthropy	Jenna Felder	Director	813.974.9535	jfelder@admin.usf.edu
University of Tennessee	Alliance of Women Philanthropists	Suzy Garner	Director of Major Gifts	865.974.2115	alliance@tennessee.edu
University of Toledo	Women & Philanthropy at the University of Toledo	Chris Spengler, CFRM	Director of Advancement Relations	419.530.4927	chris.spengler@utoledo.edu
University of Virginia	Women in Leadership & Philanthropy	Jenny Wyss-Jones	Program Director	434.924.4149	jaw3u@virginia.edu
University of Wisconsin	Women's Philanthropy Council	Martha Taylor	Vice President of UW Foundation	608.263.5762	martha.taylor@uwfoundation.wisc.edu
Virginia Tech	Women in Leadership and Philanthropy	Mary Grace Theodore	Program Director	540.231.6234	mgtheo@vt.edu

## Further Reading

**CURRENTS** is published by CASE, the Council for Advancement and Support of Education. In the past several years several articles about women's philanthropy on campus have appeared in the magazine.

Salopek, J. (2008, October). Raising Her Sights. *Currents*, 34 (9), 36-42.

This article addresses the importance of women in philanthropy specifically in higher education. The article cites suggestions on how to engage women in philanthropy. These suggestions range from providing educational opportunities to simply listening.

Webber-Thrush, D. (2008, October). A Gift of Her Own. *Currents*, 34 (9), 32-39.

In this article the author expresses the importance of engaging women of all socio-economic levels in giving. The article tries to dispel stereotypes such as women are more difficult to cultivate into donors. The article describes how and why fundraiser will want and need women donors.

Jackson, P. (2008, July-August). Mind the (Gender) Gap. *Currents*, 34 (6), 71-72.

The author of this article encourages women to abandon old workforce mentalities such as "enjoying my work for a worthy cause is compensation enough." The article suggests how women should think about themselves in the workforce and how to negotiate for fair compensation.

(2008, July-August). How We Sliced the Pie. *Currents*, 34 (6), 15-27.

Survey of salaries based on multiple characteristics including gender.

Levine, N. (2007 September). He Gave, She Gave. *Currents*, 33 (8), 63-64.

This article discusses the importance of women as fundraisers, foundation executives, and donors. The author emphasizes the growing influence of women on the philanthropic sector.

Glaser, C. (2007, February) Lost in Translation. *Currents*. 33 (2), 9-10.

This article is an exploration of how men and women communicate differently in the workplace. Off-handed comments are translated by gender and suggestions are posed for improving communication. Some of the research for this article was conducted by Susan C. Herring the Associate Professor of Information Science and Linguistics at Indiana University at Bloomington.

Danver, P. (2006 February). Circles of Engagement. *Currents*, 32 (2), 46-49.

This article serves as an explanation of the importance and impact of giving circles.

Sterling, C. (2005 May-June) Motive Operandi. *Currents*, 31 (5), 33-37.

In this article the author tries to answer the question: how and why do women give? The article exposes patterns in women's giving and how women think of giving.

## Books

*A Plan of One's Own: A Woman's Guide to Philanthropy*. New Ventures in Philanthropy. Washington, D.C.: Forum of Regional Associations of Grantmakers. 2002 Can be downloaded at: [www.givingforum.org/resources/plan.pdf](http://www.givingforum.org/resources/plan.pdf)

Shaw, Sondra C. and Taylor, Martha A. (1995) *Reinventing Fundraising: Realizing the Potential of Women's Philanthropy*. San Francisco: Jossey-Bass Publishers.

Taylor, Martha A. and Shaw-Hardy, Sondra, Eds. (2006) *The Transformative Power of Women's Philanthropy*. New Directions for Philanthropic Fundraising. Jossey-Bass 50:2006.

## Forthcoming

*Women, Wealth and Giving: The Virtuous Legacy of the Boom Generation*  
Margaret May Damen, Niki Nicastro McCuiston (Spring 2010)



# Women's Philanthropy Institute

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The mission of the Women's Philanthropy Institute is to further understanding of women's philanthropy through research, education, and knowledge dissemination. By addressing significant and ground-breaking research questions and translating that research into increased understanding and improvements in practice, WPI helps to leverage new and expanded resources for the common good. WPI is the only organization to examine all aspects of women's philanthropy through a value-neutral lens, from distinctive structures and models to the multiple roles of women in philanthropy and in the nonprofit sector.

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[wpiinfo@iupui.edu](mailto:wpiinfo@iupui.edu)

## The Center on Philanthropy at Indiana University

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The Center on Philanthropy at Indiana University is a leading academic center dedicated to increasing the understanding of philanthropy and improving its practice worldwide through research, teaching, public service, and public affairs programs in philanthropy, fundraising, and management of nonprofit organizations. A part of the Indiana University School of Liberal Arts at Indiana University–Purdue University Indianapolis (IUPUI), the Center also collaborates closely with the Indiana University School of Public and Environmental Affairs. The Center operates programs on the IUPUI and IU Bloomington campuses. Founded in 1987, the Center created the field of Philanthropic Studies. Today it has more than 50 staff members and 60 faculty members across Indiana University.

According to *The NonProfit Times*, the Center and Indianapolis have developed into “a second nerve center, after Washington, D.C., for information, research and in-depth soul-searching in and about the charitable sector around the world. . . . If [the Center] doesn't have the information from its own top-flight sector research, it knows where to get it. . . . [the Center is] the first stop for bringing the sector together to think and develop practical solutions.”

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