

MEDIA RELEASE

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New Philanthropy Research Shows
Australia Leading USA & Europe on giving to Women/Girls!

A ground-breaking Australian philanthropy research study shows Australia leading the United States and Europe on giving to women and girls.

The new study, which represented \$90 million of grant-making across 100 Australian donors and foundations in 2009-2010, **shows 12% of philanthropic grants** being directed to organisations or projects for women/girls, **compared with 7.5% in USA and 4.8% in Europe.**

The inaugural research reveals numerous findings, including that **33% of Australia's philanthropic trusts and foundations plan to increase their giving to women and girls**, while 43% plan to maintain, none will reduce, while another 18% plan to review their grant-making practice.

The research '*Mapping Australia's Philanthropic Investment in Women and Girls*', was commissioned by the Australian Women Donors Network (Women Donors) and conducted by the Australian Centre for Philanthropy and Nonprofit Studies (ACPNS) at Queensland University of Technology.

Women Donors is an education-focused, non-profit organisation that advocates for gender-sensitive practice within the social investment and grant-making sector. The research was designed to provide data on the current level of philanthropic investment in women and girls, and the extent to which gender is recognised in mainstream grant-making in Australia.

Women Donors CEO Julia Keady says that while the research paints a positive picture, it also identifies a number of opportunities.

"We discovered that **half of respondents did not target women and girls, because they thought they were covered in general funding.** We know this assumption can inadvertently lead to women and girls falling through the gaps. We also learned the **median grant to women and girls was only \$10,000** – we'd like to see this increase!"

"The urgency around investing in women and girls is upon us. In 2011, 70% of the world's poorest citizens are still women. Women make up more than 70% of the world's homeless and 44% in Australia. Our philosophy is that through supporting women and girls – we improve the world for everyone – men, boys, communities and whole economies."

Women Donors proudly supported by:



ACPNS Research Senior Research Fellow Dr Wendy Scaife acknowledged the research was much-needed in the sector, and provided **valuable insights and benchmark data**.

“Philanthropy can and does achieve some amazing outcomes in this country but there’s little research that investigates what fosters or stifles that giving to particular areas of need or opportunity,” she said.

“This study shows us what funders think about gender, and now there’s a benchmark. Hopefully in time we will see data like this for other cause areas too. Giving is great but even better if it is well informed and helping effectively where most needed,” said Dr Scaife.

MORE ABOUT THE FINDINGS ...

More than half of the research respondents gave examples of projects benefiting women and girls. Among the 124 sample projects described:

- **Girls and young women** were most commonly cited as special target groups, followed by mothers
- **Education and employment** were the most common areas of focus, followed by health.
- Health received the largest amount of funding. Medical research had the highest average gift size (almost \$180,000)
- The majority of money invested to benefit women and girls **was allocated in Australia**
- Of funds spent internationally, Asia received the greatest amount and largest average gift

The research showed some **10% said they couldn't find projects** for women and girls.

Ms Keady said that Women Donors had created a web-based **Online Project Showcase** earlier this year, which currently details more than 70 projects that require funding, and is designed for funders and foundations to source projects that need support. So far, two projects have been fully funded - a great tool for donors and foundations.

ABIGAIL E DISNEY – INTERNATIONAL GUEST & FIRST TIME IN AUSTRALIA

In its efforts to continue inspiring philanthropy for women and girls, Women Donors is bringing out one of the USA's most dynamic philanthropists and social activist film-maker Abigail E. Disney - an heiress to the Walt Disney family fortune.

Abigail is the 2011 International Guest for Women Donors (November 29 – December 2). Abigail's current work puts a strong spotlight on the issues of women, peace and security. Her latest documentary work 'Women, War & Peace' is launching in the USA this month. Go to www.womendonors.org.au to find out more about Abigail's visit.

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AUSTRALIAN WOMEN DONORS NETWORK

NOTE

- Executive Summary (5 pages) & Full Version (45 pages) available upon request
- Statistics on Investing in Women & Girls (5 pages with sources available)
- Full biography details for Abigail E Disney available upon request
- Women Donors & QUT / Dr Wendy Scaife are available for additional comment/interviews

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