



RISE

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

Results in Independent Schools E-newsletter
Shining a Light on Fundraising

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Let's Hear It For Women

from the desk of
Nancy E. Peterman
Partner

IUPUI Women's Philanthropy Institute's *Women Give 2022: Racial Justice, Gender and Generosity* reports provides good insight into collective philanthropic behavior of women toward racial justice causes. This particular report, which was released in March of this year, is a part of a series on gender differences in philanthropic behavior. The final 42-page report for *Women Give 2022: Racial Justice, Gender and Generosity*, [can be found here](#). The executive summary provides an excellent overview of its

conclusions and implications.

There are four key findings cited in the study on page five and they are as follows:

1. Forty-two percent of United States households supported or were involved in racial justice protests in 2020. This included almost half of **single women** (48.2%).
2. Fourteen percent of U.S. households gave money to support racial justice causes and **single women** were more likely to give to these than others.
3. Twenty-three percent provided support for racial justice causes which included both financial and non-financial measures.
4. Single women, Black households, LGBTQ+ households, and younger households provided greater levels of support for racial justices causes and organizations.

Notably, events spurred well-publicized and generous support from corporations and institutions for racial justice causes. However, this report highlights how *"everyday women have been supporting these efforts all along"* throughout the history of civil rights and other significant causes, even when their efforts were not in the public eye.

In recent times, women have become a **known** public force for philanthropy-supported societal issues. Many universities, arts organizations, and other non-profits have women-focused groups, who join to provide support for the causes that resonate with their values. Even cities and smaller communities have formed women's groups for philanthropy. An example of this in Virginia is the Roanoke Women's Foundation, whose mission *"is to connect the power of women and their pooled financial resources to enhance the quality of life in our communities. Roanoke Women's Foundation is a philanthropic organization that supports arts and culture, education, the environment, and health and human services through a competitive grants process."*

All of us in the nonprofit sector need to be cognizant of this research to better understand and improve fundraising efforts. In conclusion, one of the implications of the study stated, “*Women, in particular, resonate with the idea of using all their resources for good...Women have a range of tools at their disposal to advance these causes.*”

All the *Women Give* reports are available to the public and can be found in the Women’s Philanthropy Institute research library at the Lilly Family School of Philanthropy at IUPUI.

[Our Team](#)

Giving Increased in '21 Despite Uncertainty

Overall charitable giving increased 27% in 2021, buoyed in large part by continuing strength in financial markets with philanthropic activity returning to pre-pandemic trends. A report from **BNY Mellon Wealth Management** found that its Charitable Gift Fund received record contributions of \$136.4 million in 2021—the fund reported assets of \$235 million in 2020. Overall, the number of charitable gifts increased 10% and the average gift size increased 15%.

- New donors slightly outnumbered repeat donors (51% to 49%) and on average made gifts that were nearly 19% larger, which may reflect lower balances or donor fatigue for existing clients.
- Gifts of more than \$100,000 represented 29% of the total number of gifts in 2021, but accounted for 85% of total giving.
- Older donors have taken the lead in making the largest average gifts.
- While BNY saw a 33% increase in the creation of new trusts, described as “a slight uptick,” the report noted that overall, total giving from trusts decreased, while total dollar additions to trusts was down by 50%—a sign of the diminishing long-term interest in traditional trusts.
- DAFs are now the preferred philanthropic vehicle among BNY clients—31% compared to 26% for charitable trusts. *PND, 8-22*

[Download the report here](#)

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We Know Independent Schools

For more than 35 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with so many remarkable independent schools, both secular and non-secular, across the country that help mold today's adolescents into tomorrow's leaders. Take a look at our list of independent school clients, past and present.

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A Fresh Approach to Fundraising

Our services aren't cookie cutter. We don't operate with a boilerplate, merely changing names and locations. We craft each and every service we provide to match your organization's unique needs, wants and abilities. We work hard and expect you to do the same. Together we can help you transform your institution, your fundraising, and the community you serve.

Whether your need is in Capital Campaign, Annual Fund Campaign, Major Gifts, Leadership Annual Giving, Planned Giving or all of the above, we take a fresh approach to nonprofit fundraising.

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www.fundraisingcounsel.com
info@alexanderhaas.com

Piedmont Place | 3520 Piedmont Place NE, Suite 450 |
Atlanta GA 30305-1512 | 404.525.7575

