

The Six C's: Women's Motivations for Giving

Women's Philanthropy Institute

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CREATE

Women want to create new solutions to problems.
Women like to be entrepreneurial with their philanthropy.

CHANGE

Women give to make a difference.
Women are less interested in providing unrestricted support to preserve the status quo of an organization or institution.

CONNECT

Women prefer to see the human face their gift affects.
Women want to build a partnership with people connected with the project they fund.

COMMITT

Women commit to organizations and institutions whose vision they share.
Women often give to the organization for which they have volunteered.

COLLABORATE

Women prefer to work with others as part of a larger effort.
Women seek to avoid duplication, competition, and waste.

CELEBRATE

Women seek to celebrate their accomplishments, have fun together, and enjoy the deeper meaning and satisfaction of their philanthropy

Plus three C's for the 21st century: the results of women's giving

CONTROL

Women are taking control of their lives, their finances, and their philanthropy.

CONFIDENCDE

Women have gained the confidence to become philanthropic leaders.

COURAGE

Women have the courage to challenge the old way of doing things and take risks with their giving to bring about change.

http://www.philanthropy.iupui.edu/womensphilanthropyinstitute/docs/IU_GivingCircle_082809.pdf