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New Study: Christian Women Are Shaping the Future of Generosity

New landmark report reveals how women approach giving, who they partner with, and what's at stake

CHATTANOOGA, TN — Women Doing Well today released the first findings from the 2025 **Women, Wealth, and Faith report**—the second study of its kind examining Christian women and philanthropy.* The research reveals that women don't view giving as isolated decisions, but as deeply collaborative acts involving spouses, families, and organizations they trust. The first findings are now available to download at womenwealthandfaith.org.

"Women now control more than half of the personal wealth in the United States, and by 2030 that number will climb to 70%," says **Julie Wilson, President of Women Doing Well**. "Our research shows that women are highly engaged in giving decisions—but engagement doesn't always translate into confidence or fully integrated planning. Through the Women, Wealth, and Faith study, we're uncovering what motivates women to give generously, what barriers hold them back, and how trusted advisors and organizations can help women move from intention to action with alignment, confidence, and long-term impact."

In 2012, Women Doing Well commissioned the first and largest study of its time to examine philanthropy specifically among Christian women. In the subsequent decade since that initial report, the field of faith and philanthropy has only grown. This report presents the initial findings from the new follow-up study, which builds on the original research, revisiting themes related to women's wealth and faith. The report was conducted to understand how women's generosity movements and donor demographics have shifted with time and shaped faith-motivated individuals and families.

The Women, Wealth, and Faith report presents findings from a national survey conducted for Women Doing Well by Lake Institute on Faith & Giving at the Indiana University Lilly Family School of Philanthropy in collaboration with Blue Trust. The data comes from approximately 1,300 online interviews with Christian women recruited through Women Doing Well, Blue Trust and other partners, the majority of which are married (73%) and over 45 years of age (73%). Data was collected from October to December 2025.*

Key findings analyzed in Theme #1: The Partnership Effect – Why women value collaboration

Key findings include:

- **Women are leading household giving decisions—even when they say they're "deciding together."**
While 72% of married couples report making decisions jointly, nearly half of those women (46%) say they actually have a larger role than their spouse in those decisions. And among couples who don't decide together, women are overwhelmingly the primary decision-makers.
- **Women believe they're the best-equipped to lead generosity in their households.**
More than half of married women (54%) agree they are the best-equipped person in their household to make giving decisions—even when finances and decisions are shared with a spouse.
- **Financial structure matters—but not in the way you'd expect.**
Most married respondents (75%) have completely combined finances, yet giving is still a source of conflict for one-third of couples. Interestingly, households with hybrid financial arrangements (some combined, some separate) report more frequent conflict around giving (36%) than those with fully combined or fully separate accounts.
- **Faith and values drive women's giving—not just financial capacity.**
Nearly all respondents (98%) rated "values" as important or very important when making giving decisions, and 95% said the same about faith. Family influence also ranked high, with 79% of women citing family as important in shaping their generosity.

What's Next: More Monthly Insights

From April through July 2026, Women Doing Well will release findings monthly, exploring four themes that reveal how Christian women approach generosity, what motivates them, and how organizations can partner with them effectively. The full executive report will be released in July 2026.

To download the first findings, visit womenwealthandfaith.org.

About Women Doing Well

Women Doing Well is dedicated to equipping women to live and give generously, making a positive impact on the world around them. Through research-backed content, curated conversations, and practical tools, we help women discover their God-given purpose, align their resources with their passions, and step into a life of joyful generosity.

Research Collaboration Partner: Blue Trust

Other research partners include: Kingdom Advisors, National Christian Foundation, Beyond Translation, Generous Giving, Hope Media Group, Houston Philanthropy Circle, Terra and Kevin Seidel, Braley Family Foundation, Kia Williams-Relevant Solutions Group, Evangelical

Council for Financial Accountability, Hope International, World Vision, Never Alone Widows, Diane Paddison—Founder 4-Word and Chris Paddison.

* *Directions in Women's Giving 2012*, the first and largest study on women's generosity ever conducted.

About Lake Institute on Faith & Giving

[Lake Institute on Faith & Giving](#) exists to serve the public good by exploring the multiple connections between philanthropy and faith within the major religious traditions. Its mission is to foster greater understanding of the ways in which faith inspires and informs giving. Lake Institute is a program of the Indiana University Lilly Family School of Philanthropy. Follow us on [X](#) or “Like” us on [Facebook](#).

About the Indiana University Lilly Family School of Philanthropy

The [Lilly Family School of Philanthropy](#) is dedicated to improving philanthropy and the world by training and empowering students and professionals to be innovators and leaders who create positive and lasting change. The school offers a comprehensive approach to philanthropy through its [undergraduate](#), [graduate](#), [Ph.D.](#), [PhilD](#), [certificate](#) and professional development programs, its research and international programs, and through The Fund Raising School, Lake Institute on Faith & Giving, Mays Family Institute on Diverse Philanthropy, Women's Philanthropy Institute, and the Muslim Philanthropy Initiative. Follow us on [LinkedIn](#) and [X](#) or “Like” us on [Facebook](#)