

Women, Wealth

+ Faith

Research Study



WOMEN DOING WELL

in collaboration with

BlueTrust

A research study by Lake Institute on Faith & Giving at the
Indiana University Lilly Family School of Philanthropy

FINDINGS RELEASE Vol. 1 / 4

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In 2012, Women Doing Well commissioned **the first and largest study** at that 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**.

These findings serve as the first findings of a follow-up study conducted in 2025 to update those initial themes of **women's wealth and faith**, seeking to understand how changes in women's generosity movements and donor demographics have impacted faith communities and faith-motivated individuals and families.

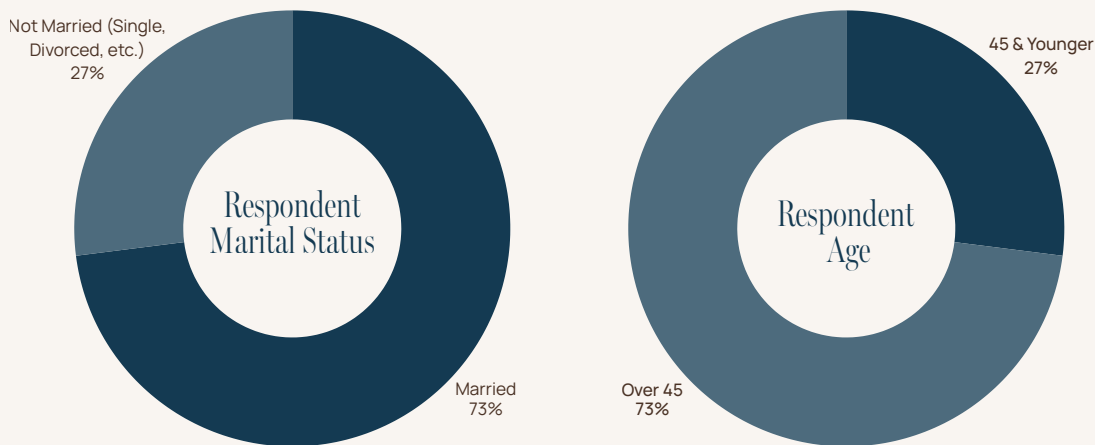
The study again focuses on Christian women, and survey participants were recruited through Women Doing Well and their partner organizations through email, social media postings, and faith-based partners' websites. While these respondents are not an exact representation of Christian women donors (they skew older and wealthier than the average), this study offers a look at a vitally important group of highly engaged Christian women donors.



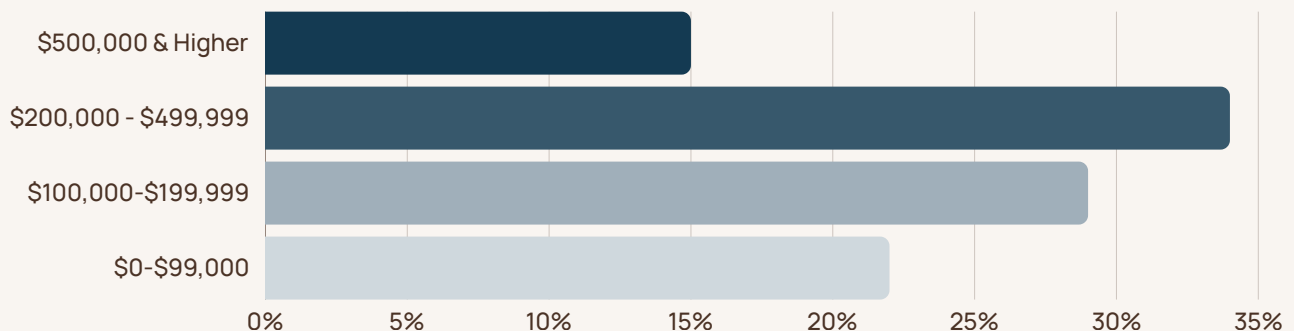
This survey was conducted entirely online from October to December 2025.

Approximately 1,400 women responded to the survey, with 1,297 respondents completing sufficient questions to be included in the analysis.

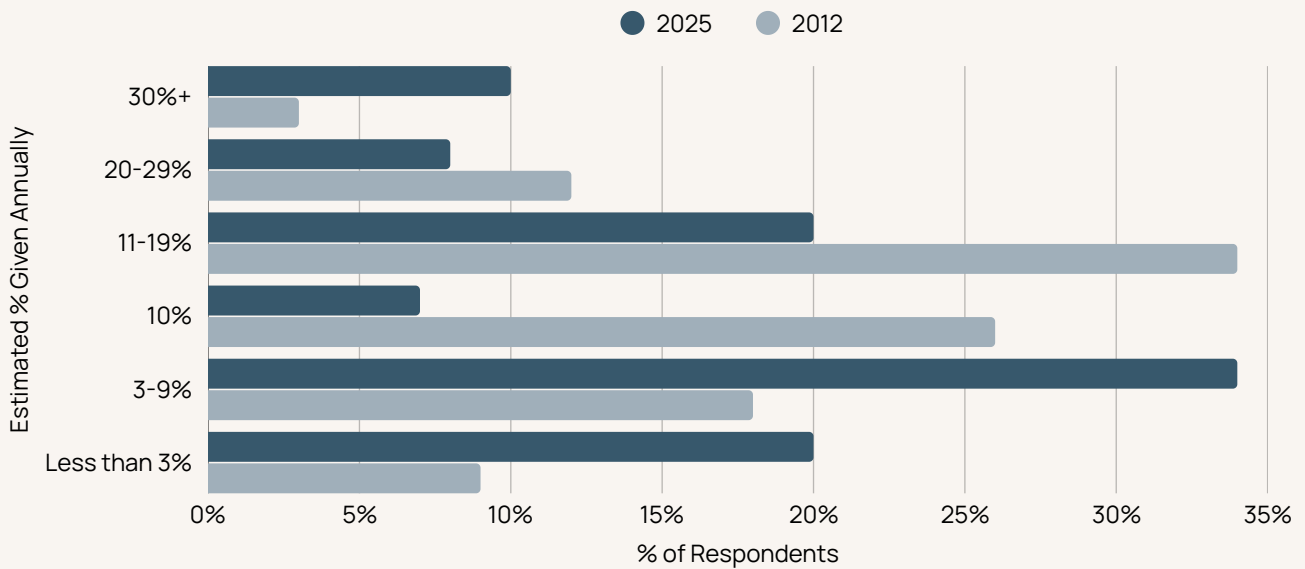
Overall, the respondents were most commonly married (73%) and over 45 years old (73%). Median household income was in the \$150,000-\$199,999 range. Respondents reported donating a median of 3-9% (estimated) of their household income annually, with a median of \$15,000 donated in the past year.



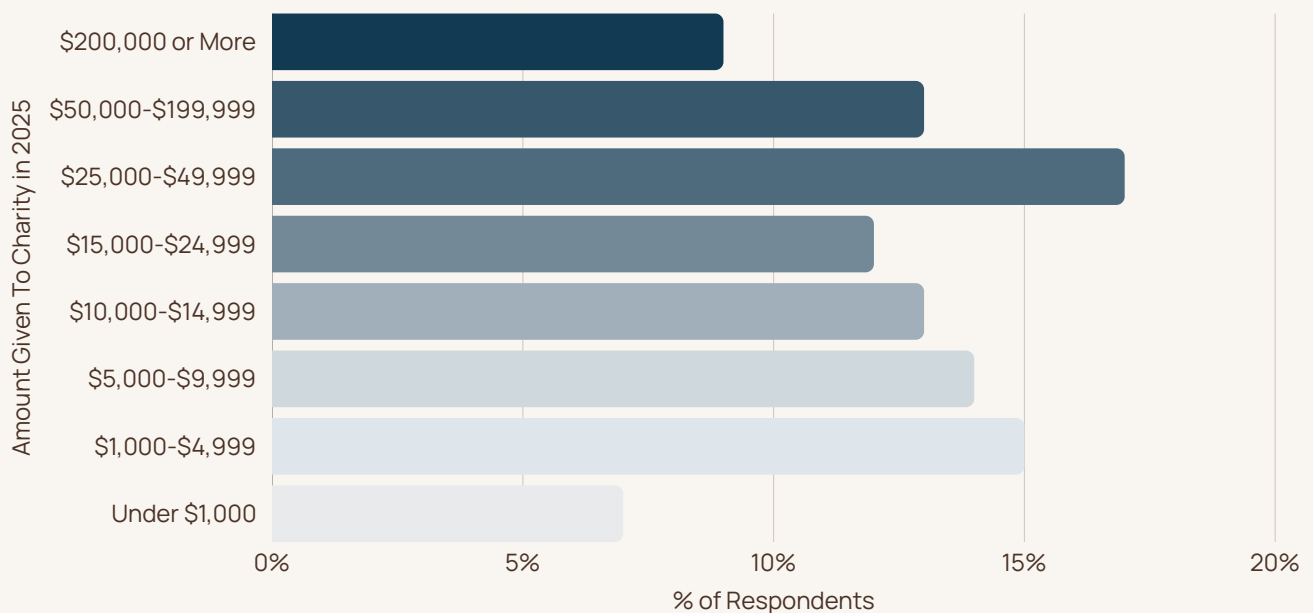
Respondent Pre-Tax Household Income



Estimated % of Income Given Annually



Amount Given To Charity Last Year



Topic

1

Household Dynamics

How Women Are Collaborating On
Giving Decisions



Topic One

Household Dynamics

Key Finding: Most married couples collaborate on their giving decisions

With these analyses, we are interested in understanding women's partnership and collaboration around giving and what that means for households and influential connections (advisors, family, friends, faith communities).

Generally, women collaborate on giving in their household. When they are not collaborating on giving decisions, they tend to be in charge of them. And even when they name their approach as mutual collaboration, they also acknowledge they play a substantive if not majority role in decisions.

Takeaway:

If you are ignoring engagement with Christian women in your philanthropy and fundraising, you are missing valuable opportunities. While the majority of married households do give jointly, the majority of married women say that they are the best equipped person in the household to make giving decisions - only 13% disagreed with this.

In households where one spouse takes the lead on giving decisions, women in the household were making these decisions five times more often than their spouse.

Topic One

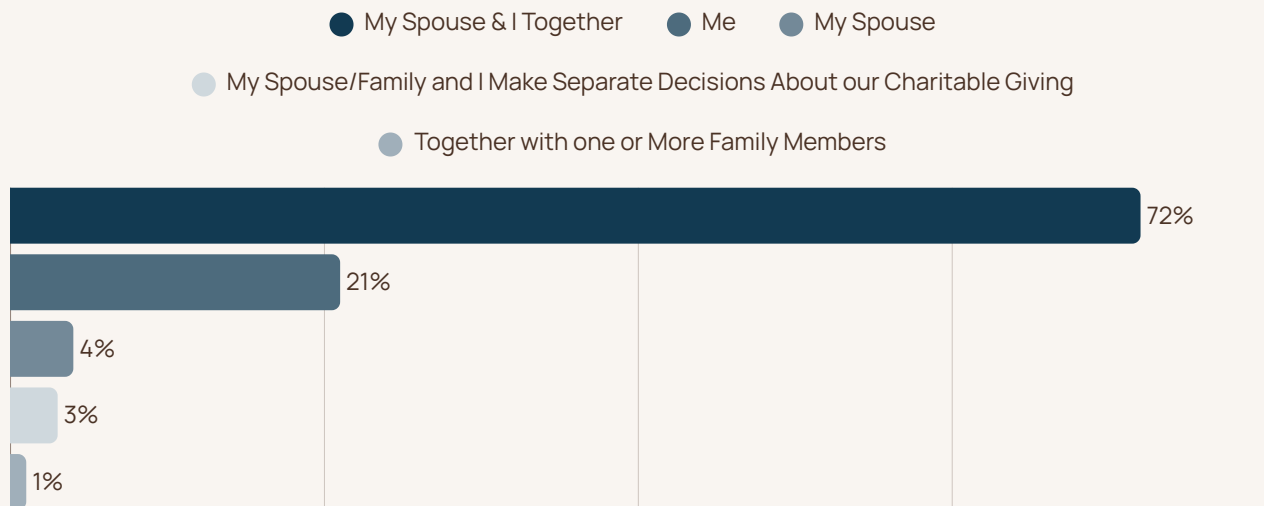
Household Dynamics

Household Giving Decisions

Most couples are making giving decisions together (72%), but among those that don't, clearly the women in our sample are making these decisions.

- Even among women who said they make giving decisions jointly with their partners, 46% say that they have more of a role than their spouse when making giving decisions.
- 21% of married women report being the primary decision-maker about charitable giving in their households, while only 4% reported that their spouse was the primary decision-maker about giving.

Primary Decision-Maker About Charitable Giving, Married Respondent Households



Topic One

Household Dynamics

Age

The majority of households made these decisions together, but married women over 45 are more likely to be the primary decision maker around giving compared to younger women. 23% of married women over 45 reported being the primary decision-maker about giving in their household compared to 15% of married women 45 and under. Married women 45 and under more often made giving decisions together with their spouse (78%) compared to married women over 45 (70%).

Income

Across income levels, the majority of households make giving decisions jointly. In those where one spouse is the primary decision maker, again it is most often women who are making the giving decisions. At the highest household income levels, however, respondents more frequently responded that giving decisions were made jointly (77%).



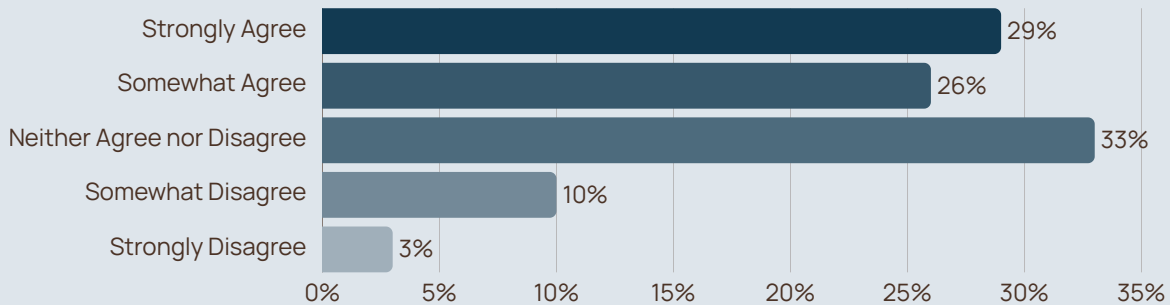
Topic One

Household Dynamics

Who Is Best-Equipped in the Household for Decision-Making Around Giving

Across all married households, 54% of female married respondents either somewhat or strongly agreed that they are the best-equipped person in their household to make giving decisions, with only 13% of respondents disagreeing.

Best-Equipped Person in Household to Make Giving Decision, Married Respondents



Looking specifically at households where giving decision-making is shared with their spouse, 46% of women still said they were best-equipped to make giving decisions in their household and with 40% neither agreeing nor disagreeing that they were best-equipped person to make giving decisions in their household. Only 14% of women somewhat or strongly disagreed that they were the best-equipped person in their household to make giving decisions when women shared charitable giving decisions with their spouse.

- Even when women are sharing decision-making, they more often feel they are the better-equipped one to make giving decisions in their household

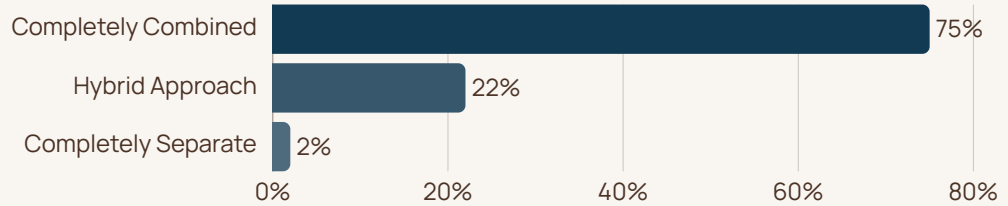
Topic One

Household Dynamics

Giving Decisions and Household Financial Approaches

At almost the same percentage as giving decisions, most married respondents report having completely combined finances (75%), with 22% having a hybrid approach (some finances are separate, some are combined) and 2% reporting completely separate finances.

Household Finances for Married Respondents



*Percentages may not add up to 100% due to rounding

- In married households with completely combined finances, 78% of women are making giving decisions together with their spouse, 17% are the primary decision-maker about giving, and only 5% report their spouse as the primary decision maker.
- The primacy of women’s roles in giving decisions only grows in all other financial arrangements. In married households with hybrid finances (some finances are combined while some are separate), an even higher percentage of women were the primary decision-maker about giving, with 34% of women in this category reporting they are the primary decision-maker. 53% of women in households with hybrid finances report they make decisions about giving together with their spouses.
- For couples with a hybrid style of giving (some giving is from a shared account while some giving resources are separate), women are the primary decision-maker about giving in 26% of these households and in 47% of households where giving resources are completely separate, demonstrating that when households are not combining finances, women are even more frequently in charge of decision-making around giving.

Topic

2

Giving as a Source of Relational Conflict



Topic Two

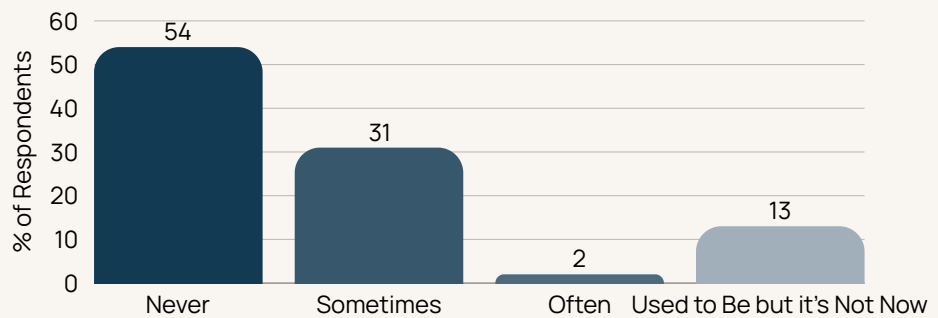
Giving as a Source of Relational Conflict

Key Finding: Giving is generally not a current source of marital conflict

More than half of currently married respondents (54%) report that giving is never a source of conflict in their relationship, while one-third report it is “sometimes” or “often” a source of conflict. An additional 13% report that giving used to be but was not currently a source of conflict.

- Ultimately, giving is not a current source of conflict for two thirds of married respondents

Giving as a Source of Relationship Conflict in Married Households



Giving was more frequently “sometimes” (36%) or “often” (4%) a source of conflict in households with a hybrid giving resources compared to households that give from a shared account (30%, 2%) or completely separate accounts (32%, 2%).

While giving was generally not a source of relational conflict among married households, looking across respondents (not just married respondents), family relationships, in fact, were noted as influential in informing giving. Spiritual factors, perhaps unsurprising for this religious sample, were the highest rated (with 98% and 95% of respondents, respectively, rating “my values” and “my faith” as “important” or “very important” for informing their giving), but family was among the more highly rated factors informing giving, with 79% rated their family as being “important” or “very important” for informing their giving.

Topic

3

How Women Want to Collaborate with their Financial Advisor

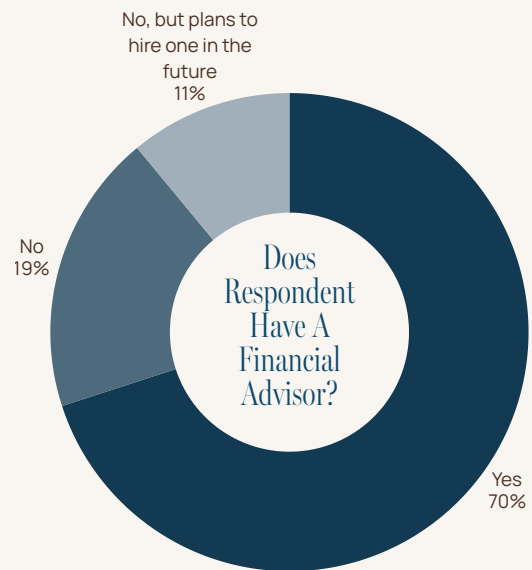


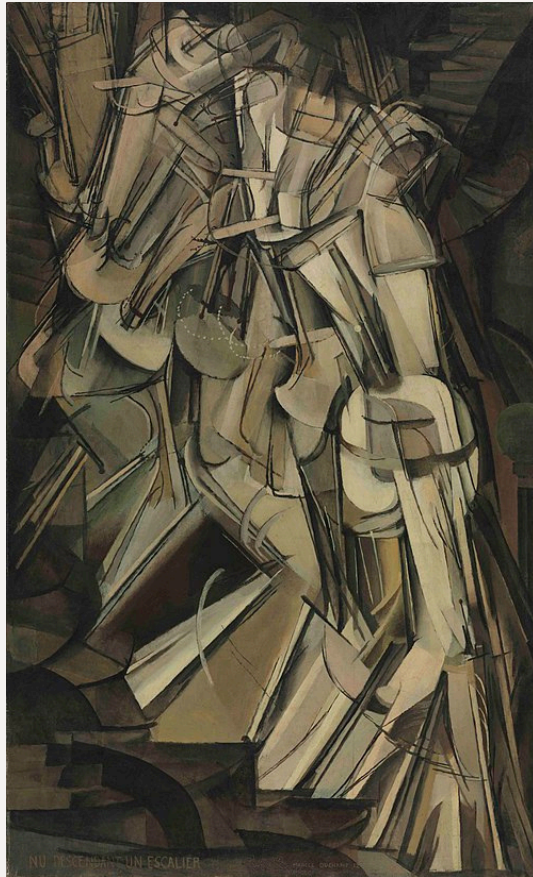
Topic Three

How Women
Want to
Collaborate with
their Financial
Advisor

Key Finding: Women often have a long-term, values-aligned partnership with their financial advisor

- 70% of respondents reported having a financial advisor.
- An additional 11% of respondents did not have a financial advisor but were planning to hire one.
 - Over one in ten survey respondents may be actively looking for a financial advisor.
- Women in this study tended to have a long-term relationship with their financial advisor, with 20% reporting working with their financial advisor for 6-10 years and 40% for more than 10 years.
- 82% of respondents reported their financial advisor was aligned with their values.
- 71% of respondents reported talking to their advisor about how their faith informs their investments and giving strategies, with another 7% reporting that they would like to discuss this with their advisor.
- 66% of respondents have discussed their financial finish line with their advisor, with another 13% reporting that they would like to discuss this with their advisor.
- 27% of women with a financial advisor report giving through their advisor.
- 52% of women with financial advisors reported their advisor was a somewhat important, important, or very important factor in informing their giving.





The background images throughout this report are drawn from Marcel Duchamp's *Nude Descending a Staircase, No. 2* (1912), one of the most celebrated works in modern art history.

When it debuted in 1913, it stopped people in their tracks. What Duchamp captured was a woman defined not by how she stands still to be observed, but by where she is going — movement, momentum, and multiplicity. Not one woman, but many. Not a single moment, but a journey in progress.

We chose this work because it reflects something true about this moment in history. Women are stepping more fully into financial leadership and intentional generosity — not apart from their families, but alongside them. The women in this research are moving forward with clarity, purpose, and faith, and when women flourish in these areas, families, communities, and the world are better for it.

Like Duchamp's figure, women are no longer standing still to be defined — they are in motion, reshaping the world with every step.

A Special Thanks

This research exists because of partners who believed in it before a single survey was sent – We are profoundly grateful for Blue Trust, our collaboration partner, Terra Seidel, Research Phase Project Director and PhD Candidate, and every organization and individual who helped financially support the Women, Wealth & Faith study. Your partnership is woven into every finding on these pages and into every woman who will be inspired to give with greater clarity, confidence, and purpose.

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HOPE
INTERNATIONAL

World Vision

LAKE
INSTITUTE
on Faith & Giving

Diane Paddison, Founder,
4Word & Chris Paddison

Additional Thanks

We also want to thank organizations who shared the survey with their communities, including American Bible Society, Convene, Faith Driven Investor, Gospel Patrons, Hope Media Group, Impact Foundation, Plan A, The Gathering, World Vision, and Young Life.

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