

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. 2 / 4

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From Intention to *Impact*

What is moving women from purpose to action

In these analyses, we look at women's confidence in their giving purpose/passion and whether they feel well-equipped to give.

Findings support that generally women are confident in their purpose and this tends to increase with age. Personal experiences are key for developing women's giving and financial advisors may also play a role in helping women to become purposeful, well-equipped givers.



Topic

1

Women are Confident, Well-Equipped Givers



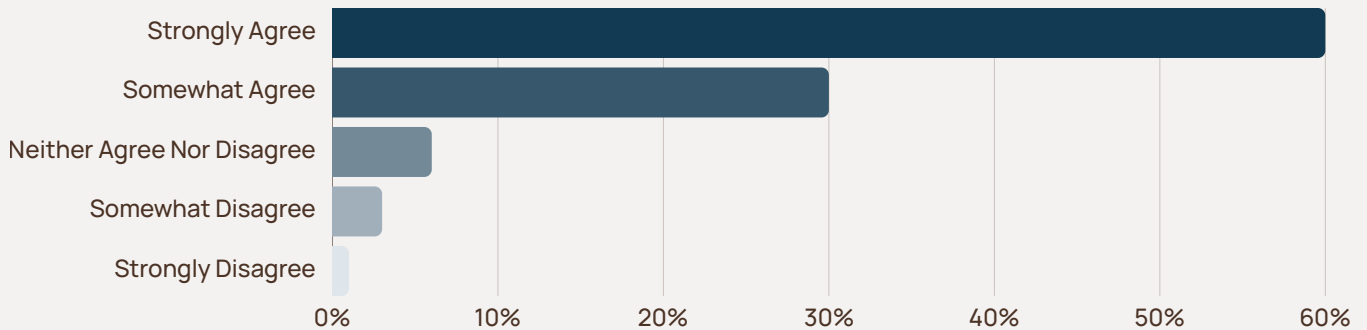
Topic One

Women Are Well-Equipped Givers

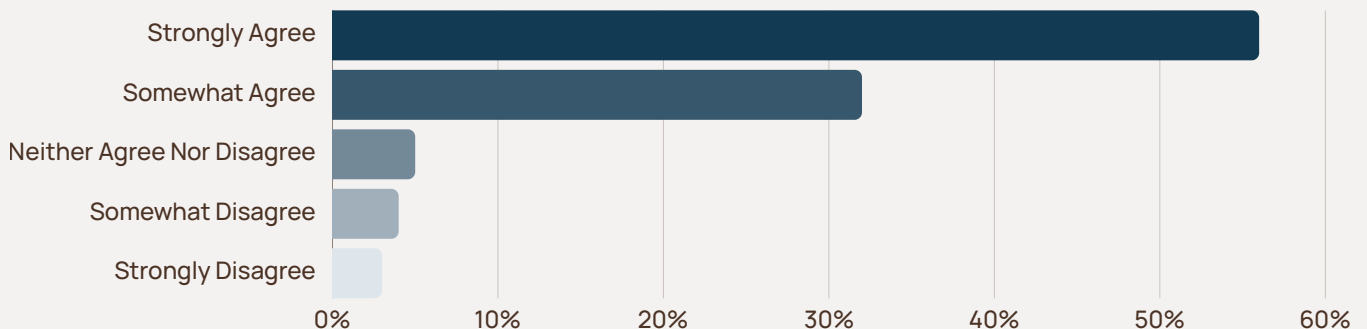
Key Finding: Women are confident givers and become more so with age

Women in this study overwhelmingly reported that they feel confident in their giving purpose and feel well-equipped to give. 90% of women somewhat or strongly agree that they feel confident in their giving purpose/passion, while 89% of women somewhat or strongly agree that they feel well-equipped to give.

I Feel Confident In My Giving Purpose/Passion



I Feel Well-Equipped To Give



Topic One

Women Are Well-Equipped Givers

Confidence in giving purpose increases with age – 86% of women 45 and under reported feeling confident in their giving purpose passion, compared to 91% of women over 45.

Feeling confident in their giving purpose is strongly correlated with increased amount of financial giving (controlling for income; feeling confident in their giving purpose was also associated with a higher percentage of income given.

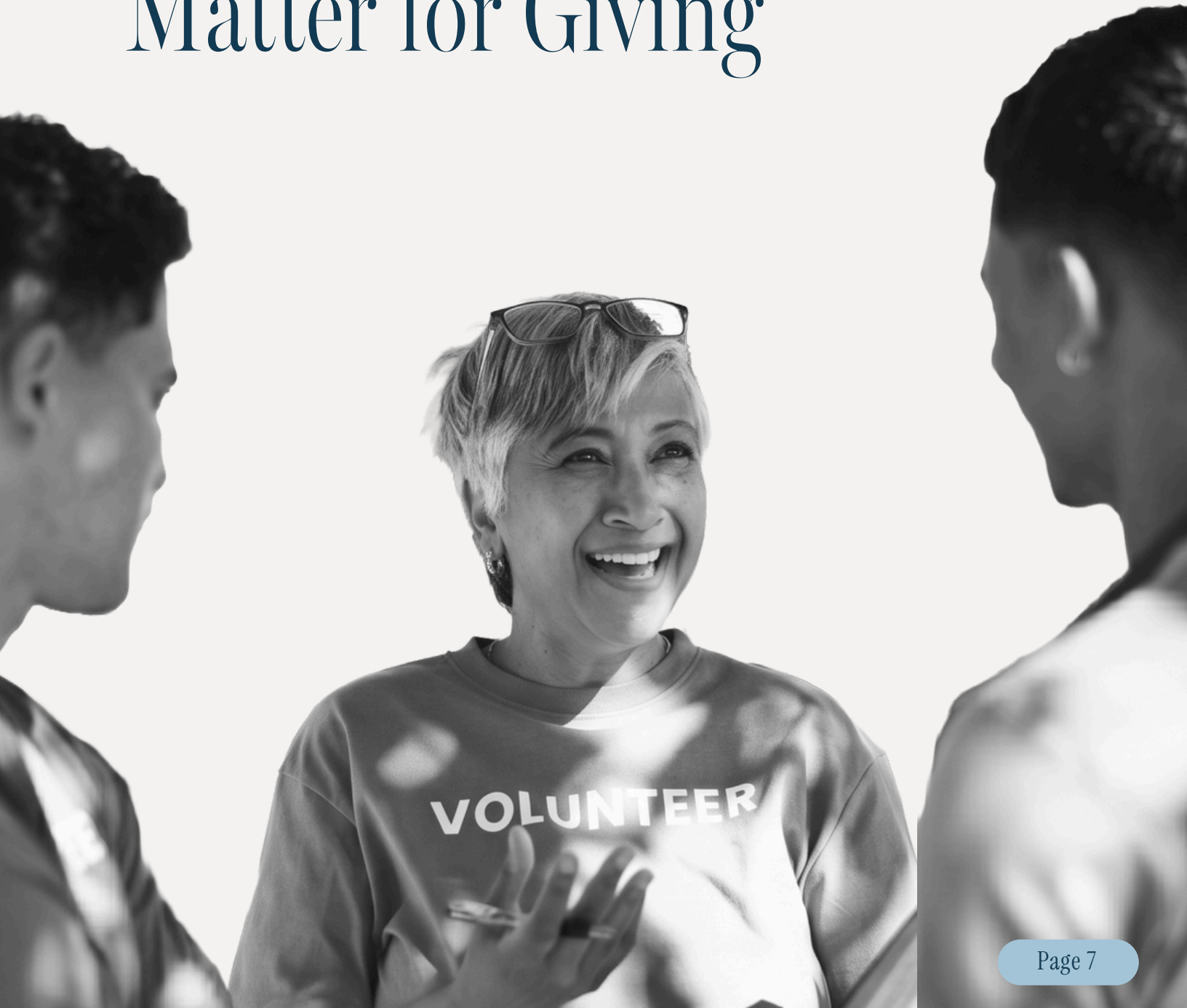
Confidence in giving purpose is also strongly correlated with confidence in current giving decisions.



Topic

2

Personal Experiences Matter for Giving



Topic Two

Personal Experiences Matter for Giving

Key Finding: Women rated personal experiences as most important for developing their giving

Personal experiences matter for giving: Women most commonly named “being personally exposed to needs” (43%) and “being involved with nonprofit organizations” (43%) as the most important resources for developing their giving.

What Resources Would Be Most Helpful in Developing your Giving?

Respondents could select all options that apply.



Topic

3

Financial Advisors May Help to Cultivate Giving Purpose & Passion



Topic Three

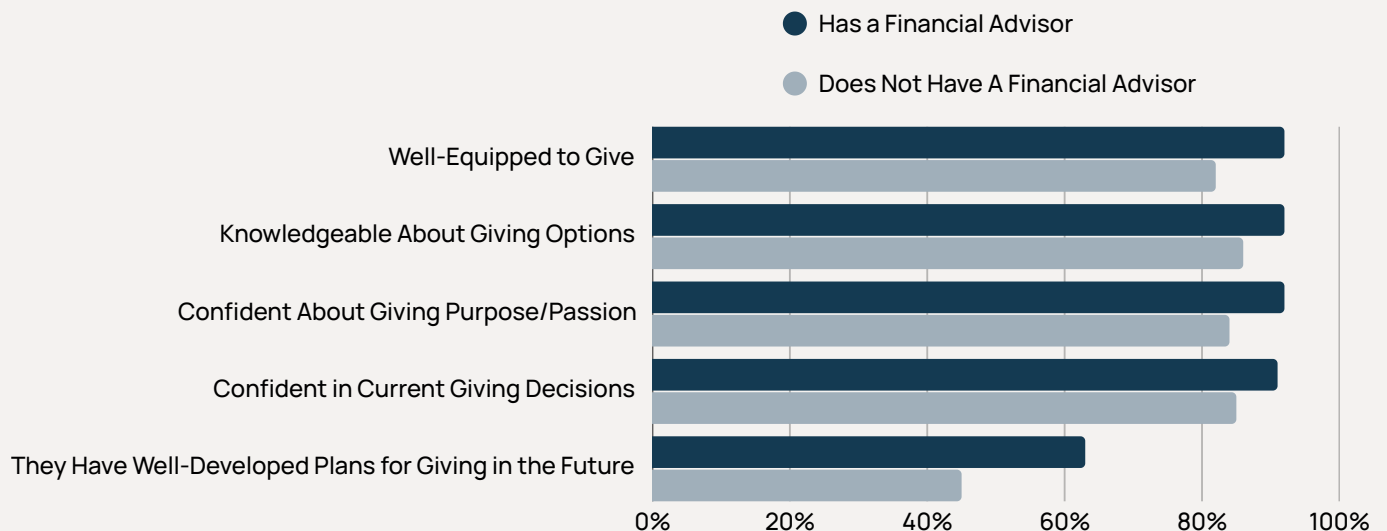
Financial Advisors and Their Effect on Giving

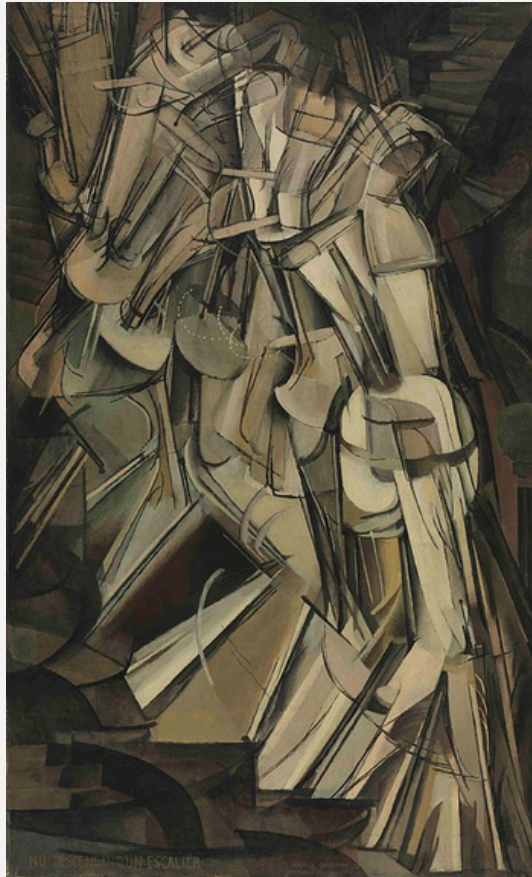
Key Finding: Women with financial advisors give with more confidence and purpose

Compared to women without financial advisors, women with financial advisors more often reported feeling knowledgeable about giving options, confident about their giving purpose/passion, confident in their current giving decisions, and having well-developed plans for giving in the future.

We only know correlation for this data, not causation, so only factors associated with each other can be determined, and not cause and effect. As a result, we don't know whether women who are more knowledgeable and confident about their giving may be more likely to engage with a financial advisor or whether financial advisors helping to cultivate this with their clients who are women – and it is possible that both may be true.

Somewhat or Strongly Agrees That They Feel...





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.

BlueTrust

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Kia Williams
President - Relevant Solutions Group

NEVER ALONE *Widows*

HOPE
INTERNATIONAL

World Vision

LAKE
INSTITUTE
on Faith & Giving

Diane Paddison, Founder,
4Word & Chris Paddison

Additional Thanks

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

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