

**FOR IMMEDIATE RELEASE**

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## **As Women Control More Wealth, Faith Drives How They Give — But Worry Over Financial Future Gets in the Way**

*New research finds faith and family drive generosity among Christian women — but worry over financial future, distrust, and debt are holding many back*

CHATTANOOGA, TN — New data from Women Doing Well reveals that while faith and family are the strongest drivers of generosity among Christian women, nearly one-third feel overwhelmed by fundraising asks, one in three are uncertain their donations will be used wisely, and women 45 and under are one-and-a-half times more likely to cite concern about their financial future as a barrier to giving compared to women over 45.

The findings arrive amid the largest intergenerational wealth transfer in history and the growing influence of women over philanthropic decisions, making the barriers this research uncovers especially timely.

"For years, we've walked alongside women who deeply want to be generous but are navigating real tension — between faith and finances, between desire and doubt. This research puts language to what we've been witnessing firsthand," **said Julie Wilson, President of Women Doing Well.** "When nearly half of younger women cite worry over financial future as a barrier, that's not a giving problem — that's a confidence problem. And that's exactly the gap Women Doing Well exists to fill."

These findings are the third theme released from the Women, Wealth, and Faith report — the second study of its kind examining Christian women and philanthropy. The full findings are available to download at [womenwealthandfaith.org](http://womenwealthandfaith.org).

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 organizations providing financial and generosity advice and resources\*, the majority of whom are married (73%) and over 45 years of age (73%). Data was collected from October to December 2025.*

## **Key findings analyzed in Theme #3: Faith Practices as Financial Predictors: What Still Holds (and What's Changed)**

### **Key findings include:**

- **Women Rely Most on Their Values, Their Faith, and the Bible for Informing Their Giving**

*Nearly all (98%) of women rated their values as “important” or “very important” for informing their giving. 95% said this about their faith, 93% said this about gratitude for blessings received, and 92% about the Bible (page 5).*

- **Family is the Most Influential for Informing Giving**

*Over three-fourths of women (79%) rated their family as being “important” or “very important” in informing giving, with their church at 76%, wanting to be a role model for others at 66%, and their community at 55% (page 5).*

- **Women who Engage More with Spiritual Practices Give More**

*A majority (89%) of women report that they pray at least once daily, and 74% report they pray several times a day (page 8).*

*Nearly half (49%) of women also reported that they read the Bible at least once a day, with over one-third (36%) of women reporting they read at least once or several times a week (page 8).*

*Half (56%) of women most commonly reported that they attended church once a week, and an overwhelming majority (93%) reported attending at least once a month (page 8).*

- **Women Reveal Barriers to Generosity**

*The three most cited barriers reveal that one-third (33%) of women feel uncertain about how money will be used, nearly one-third (32%) of women worry about the financial future, and nearly one-third (32%) feel overwhelmed by fundraising asks. Compared to households at other income levels, women from households earning under \$100,000, most often reported that debt was a barrier to their giving.*

*Women 45 and under much more frequently report that worry over their financial future was a barrier to giving (page 14).*

### **What's Next: More Monthly Insights**

Through July 2026, Women Doing Well will release findings, 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.

To download the first findings, visit [womenwealthandfaith.org](https://womenwealthandfaith.org).

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## 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, and the Women's Philanthropy Institute. Follow us on [X \(formerly Twitter\)](#), [LinkedIn](#), and [Facebook](#).