

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

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Introduction

by Julie Wilson

President: Women Doing Well

Women are about to assume responsibility for almost three-quarters of the historic intergenerational handoff of \$124 trillion as the Great Wealth Transfer occurs. [1]

In other words, they are set to become majority stakeholders in the philanthropic and wealth management spaces in a very short period of time. But they only recently became part of the financial conversation at all.

My own grandmother was born into a world where women couldn't even vote. My mother was born into a world where women couldn't own property in their own name. I was born into a world where women couldn't have a credit card without a male cosigner.

Women have had, historically speaking, a vanishingly brief opportunity to adapt to the responsibilities and opportunities that come alongside legal equality. But adapt they have. Many women now lead in finance, philanthropy and wealth management.

I hear a different story, though, when I sit across the table from women themselves. Many tell me they still don't feel fully prepared, or fully included. And I hear it from the other side too, from advisors, financial institutions and churches who tell me they aren't sure how to talk to women about wealth and generosity at all.

How we relate to and prepare women for this transfer of wealth today will shape our charitable ecosystem for generations to come. Women need us. And we need them, if we want churches and nonprofits to be able to keep doing their indispensable work.

To be clear, women are already a force to be reckoned with in this realm: they already control more than half of the personal wealth in the United States. By 2030, that number will climb to 70%. [1]

What years of this work have shown our team is that advisors and churches may well have relationships with these women, but the sad truth is that women are still under-considered as strategic partners.

What women need in this moment isn't simple social connection. They need in-depth, serious consideration as givers, planners and doers. They are purpose-driven decision-makers. They have substantial, specific questions of their own. They need to be brought to the table with intention.

Churches and the institutions responsible for advising, supporting and educating women have a historically unique opportunity to step alongside them in this moment. The impact will extend far past the Great Wealth Transfer, and far beyond the individual lives of the women who learn to give well and generously.

Our actions now will sow abundance and joy for our children, their children and the generations to come who will benefit from the indispensable work of the charities their generosity supports.

Executive *Summary*



History of the Report

In 2012, Women Doing Well commissioned the first and largest study of its kind to examine philanthropy specifically among Christian women. More than a decade later, the Women, Wealth & Faith Study returns to those themes to ask what has changed and what has held. In late 2025, approximately 1,400 women participated in a national online survey, with about 1,200 respondents informing the core analyses of this report.

Who is She?

So, who is the woman in this study? She is most often married (73%) and over 45 (73%). She is educated, with 85% holding a college degree or beyond, and she is working: nearly half full-time, with many more working part-time or leading businesses of their own. She is financially established, with a median household income of \$150,000–\$199,999, though she is found at every income level, from under \$100,000 to well over \$500,000. And she is deeply committed to faith practices—praying daily, in church weekly, in Scripture and in fellowship with other believers at rates far above the national average. To be clear about what this sample is and is not: these women do not represent all Christian women. They are older, wealthier, and more religiously engaged than the average. This is an important and motivated segment rather than a cross-section. But rather than making the findings less impressive, that makes them more so. Even among women with real financial capacity and deep conviction, the barriers this report surfaces are still real. Having resources doesn't dissolve the tension; it changes its shape. And what these women told us deserves full attention. Not only for what it reveals about who she is, but for what it asks of the churches, nonprofits, and advisors who hope to walk alongside her.

She Centers Generosity

The first thing the data makes plain is that this woman is not on the sidelines of generosity. She is at the center of it. The women in this study gave a median of \$15,000 to charitable causes in the past year, and 38% gave more than 10% of their household income. Ninety-one percent volunteered. This is not a casual relationship with generosity. It is a practiced, habitual one: more than half of these women began giving before they reached adulthood, most often at church, and 84% agree that giving is simply a habit of their lives.

She is a Financial Leader

She is not a secondary financial actor in her own household. Ninety-five percent of these women contribute to household income, and nearly half provide half or more of it. Most married couples make giving decisions together. But when one spouse takes the lead, it is the woman five times more often than her husband. Even among women who share those decisions, most believe they are the best-equipped person in the household to make them. She is not merely distributing wealth; she is helping build the wealth she gives from. She is an earner, a steward, and a decision-maker. Any philanthropy or fundraising strategy that overlooks her is missing the person most likely to be holding the pen.

She is Countercultural

What drives her generosity is equally clear, and it is the most countercultural finding in the study. In an era that tells donors to lead with overhead ratios and impact dashboards, these women are consulting their convictions first: 98% named their values as important to informing their giving, 95% their faith, 93% their gratitude, and 92% the Bible. Social media ranked last. And this compass has not moved. The same spiritual factors topped the list in 2012. More striking still, the connection between faith and giving is not just professed, but practiced. Women who read the Bible, attend church, and participate in small groups more frequently give significantly more, even after controlling for income. This is not a wealth story. It is a formation story: the practices that feel most personal and private are the ones most closely tied to her generosity.

She is Faithful and Intentional

That formation shows up in where and how she gives. Her local congregation comes first. Nearly all of these women give to their primary church, and for almost half of them it receives the majority of their giving. But her generosity extends well beyond it, to other religious nonprofits and secular causes alike, with evangelism and discipleship and international humanitarian aid leading the way. And she is anything but an impulsive giver. Where the typical American donor gives spontaneously, these women prefer to give larger amounts to fewer organizations, aligned with their faith and their passions, on a plan.

They embrace both traditional and newer vehicles (recurring gifts, online giving, and, among those who have used them, a striking loyalty to donor-advised funds) and many are extending generosity into the rest of their financial lives through collaborative giving, impact investing, and their own businesses. Generosity, for her, is not a line item. It is a posture that runs through everything she stewards.

She is Confident

Ninety percent of these women feel confident in their giving purpose and passion; and 89% feel well-equipped to give. That confidence grows with age. And it matters materially, because confidence in one's giving purpose is strongly correlated with giving more, in both dollars and percentage of income. These women are not waiting to be developed or waiting for permission. They are already in motion.

She Faces Barriers

That does not mean nothing stands in her way. The barriers she names are real, but they are not what many assume. Only 3% said they don't know how to give. The mechanics of giving are not the problem. Instead, roughly a third of women each cited uncertainty about how their money will be used, worry that giving now will take away from what their family may need later, and feeling overwhelmed by the sheer volume of asks. Trust, financial uncertainty, and donor fatigue are their barriers. Not knowledge, capacity, or will. For younger women, the financial uncertainty runs especially deep: 45% of women 45 and under name it as a barrier, compared to 28% of women over 45.

She Desires Proximity

What breaks through those barriers is not more data or more asks. It is proximity. The resources women named as most helpful in developing their giving were being personally exposed to needs (43%) and being involved with nonprofit organizations (43%), followed by teachings on stewardship through the church (34%). When she sees where her money goes, uncertainty dissolves. She prefers to be asked by a personal connection (a peer, a friend, a trusted leader) and she rewards organizations that treat her as a genuine partner with transparency and relationship rather than volume.

She is Planning for the Future

Looking ahead, the trajectory points upward. Sixty-two percent of these women plan to give more in the next five years, and just over a third believe they could be giving more than they currently do. There are open doors throughout this report: for financial advisors, whose women clients report greater confidence and better-developed giving plans; for churches and nonprofits, who hold the trust and teaching relationships that form givers; and for women themselves, 65% of whom do not yet have plans for giving beyond their lifetimes, though many want to.

What Held? What Changed?

Set against the 2012 study, the picture that emerges is one of remarkable continuity and real momentum with some work still to do. What held is her compass: values, faith, Scripture, and spiritual disciplines drove her giving thirteen years ago, and in a very different world, they drive it still. Her volunteering has held steady at extraordinary levels. What changed, changed largely for the better: debt, the number one barrier in 2012, has gone down; the share of women giving 30% or more of their income has grown from 2% to 10%; and she now gives through vehicles and communities like donor-advised funds, giving circles, impact investing, and her own business that are increasingly part of the conversation.

What is Our Role?

The chapters that follow examine each of these findings in depth. But the throughline can be stated simply. The woman in this study is already confident, already faith-driven, and already growing in generosity with every year she lives. And she is more equipped, more resourced, and more visible in her financial leadership than she was in 2012. Her biggest obstacle is not knowledge or skill. It is proximity. The question this research leaves us with was never whether she is ready. It is whether we will meet her where she already is.

Key *Findings*



Key Finding 1: Christian Women as Financial Contributors and Philanthropic Decision-Makers

Nearly all of these women (95%) contribute to household income, and when one spouse takes the lead on giving decisions, it is the woman five times more often than her husband. This section examines who earns, who decides, and why giving is rarely a source of marital conflict.

Key Finding 2: Religious and Spiritual Practices are Vital to Christian Women Donors

These women pray, read Scripture, attend church, and gather in fellowship at rates far above the national average. And those practices are directly linked to how and why they give.

Key Finding 3: Christian Women Donors are Generous

Since 2012, giving has grown at both ends of the spectrum. The median gift last year was \$15,000. Thirty-eight percent gave more than 10% of household income. A third believe they have room to give more.

Key Finding 4: What Motivates Their Giving

Giving is a lifelong habit for these women. Most began before adulthood and usually at church. What sustains them now is a desire to make positive change and to respond in faith; social obligation barely registers.

Key Finding 5: Where Women Give

Her congregation comes first, but her generosity doesn't stop there: nearly all of these women also give to other religious nonprofits and secular causes, led by evangelism and discipleship and international humanitarian aid.

Key Finding 6: How are Women Giving: Preferred Giving Vehicles as well as Collaboration, and Strategic Giving Models

These women give through both traditional and newer vehicles. And those who have adopted donor-advised funds, giving circles, impact investing, or generosity through their own businesses show striking loyalty to them.

Key Finding 7: What's Driving Her Generosity: Faith, Values, Relationships, and Strategy

Her values (98%), faith (95%), gratitude (93%), and the Bible (92%) inform her giving above all else. And she is a planner: she prefers larger gifts to fewer organizations, chosen for alignment with her faith and passions.

Key Finding 8: What's Holding her Back: Barriers to Giving

Her barriers are not knowledge or will. Only 3% don't know how to give. They are trust, financial uncertainty, and donor fatigue, each named by roughly a third of women, with financial uncertainty running deepest among the youngest donors.

Key Finding 9: What Breaks Through: Personal Experience and Proximity to Need and Generosity Conversations

What develops her giving most is proximity. This looks like personal exposure to needs, hands-on involvement with organizations, and honest teaching and conversations about faith, money, and generosity.

Key Finding 10: The Role of Financial Advisors and Nonprofits in Christian Women's Giving

Women with financial advisors give with more confidence and better-developed plans. For nonprofits, the lesson is that trust and personal connection (not more data or more asks) move her to give.

Key Finding 11: The Future of Women, Wealth, and Generosity: Confident and Well-Equipped

The trajectory points upward: 62% plan to give more in the next five years, and her confidence in her giving purpose (which grows with age) is itself correlated with giving more. The open opportunity is legacy: most do not yet have plans for giving beyond their lifetimes, though many want to.

About The *Study*



Methodology

In 2012, Women Doing Well (WDW) 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.

In 2025, a follow-up study was conducted to update those initial themes of women's wealth and faith, seeking to understand how changes in women's generosity movements and donors themselves have impacted individuals, their families, and faith communities. The study again focuses on Christian women. Survey participants were recruited through Women Doing Well and their partner organizations through email, social media postings, and faith-based partners' websites. While the respondents were not recruited in a way that generates a representative sample (thus margin of error and survey weighting cannot be applied to this sample), this study offers a look at a vitally important group of highly engaged Christian women donors.

This survey was conducted entirely online and was available from October-December 2025. Survey participation was completely voluntary, and survey respondents were able to skip questions they did not wish to answer or leave the survey at any time. About 1,400 women participated in the survey in some way, with about 1,200 respondents informing the core analyses for this report. All percentages in the report are rounded to the nearest whole percent; due to this rounding, not all data will add up to 100%.

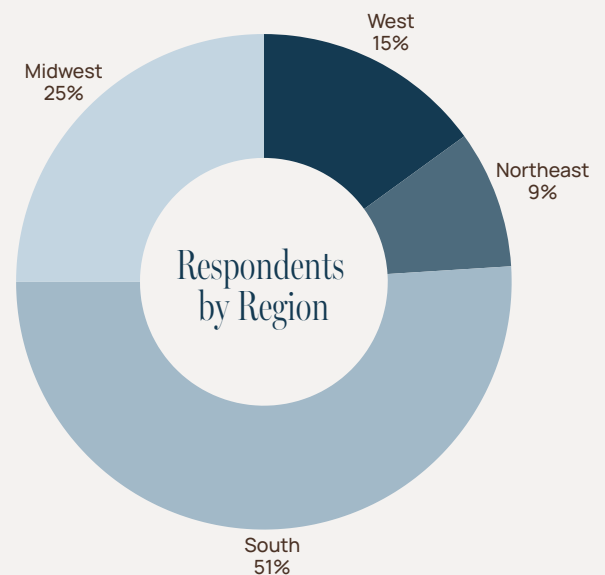


Who She Is: *Demographics*

- The typical respondent in the WDW survey was a Christian, middle-aged, educated, married white woman who was likely to be working at least part-time and had a household income over six figures. While older, more educated, religious, and more likely to be married and with higher incomes than women overall in the U.S., the sample focuses on a particular subset of Christian high net worth donors.

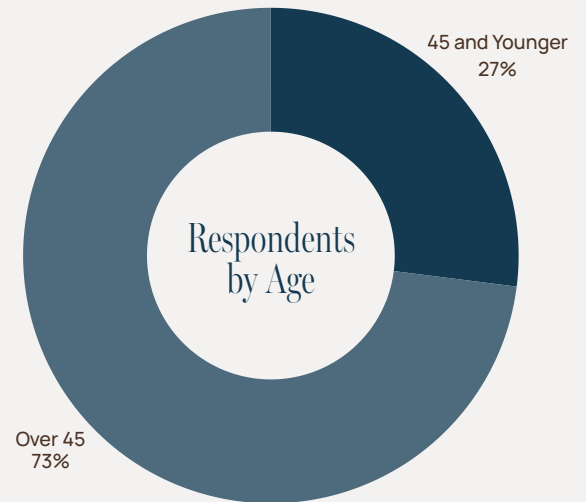
Region

- About half (51%) of respondents were from the South and another quarter (25%) were from the Midwest. The remaining respondents were from the West (15%) and Northeast (9%).

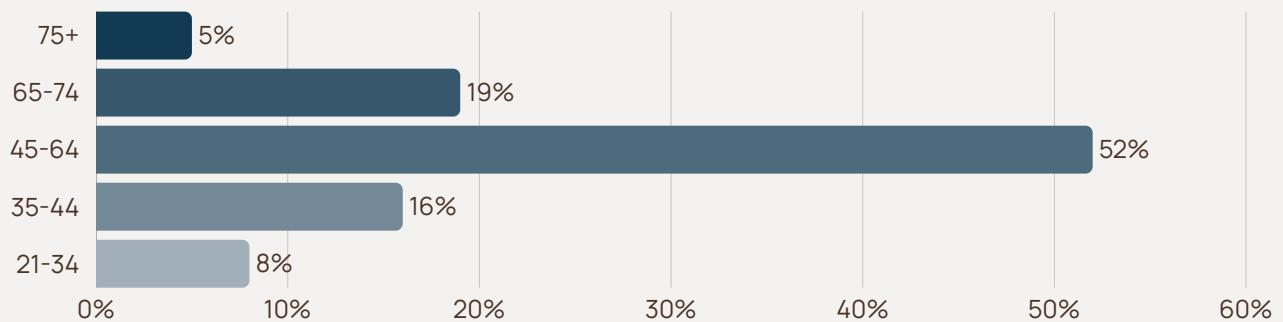


Age

- The respondents most commonly were over 45 years old (73%).
- Looking at the age breakdown in greater detail, just over half of respondents (52%) were 45-64.

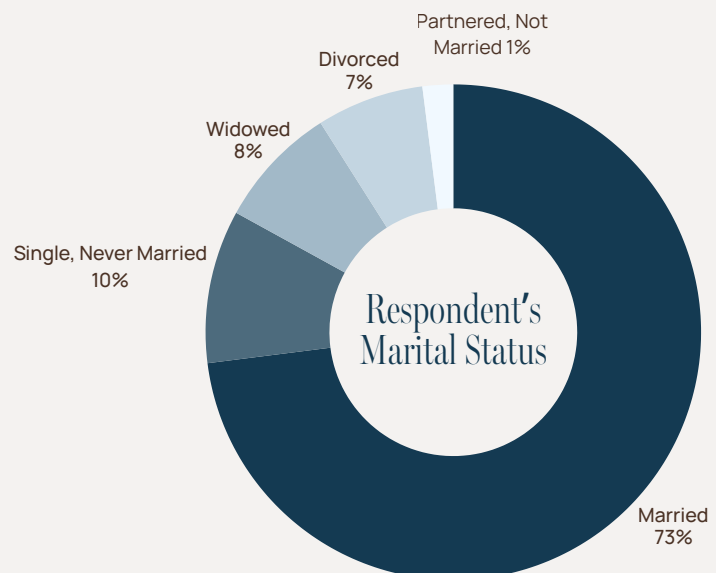


Detailed Respondent Age Breakdown



Marital Status

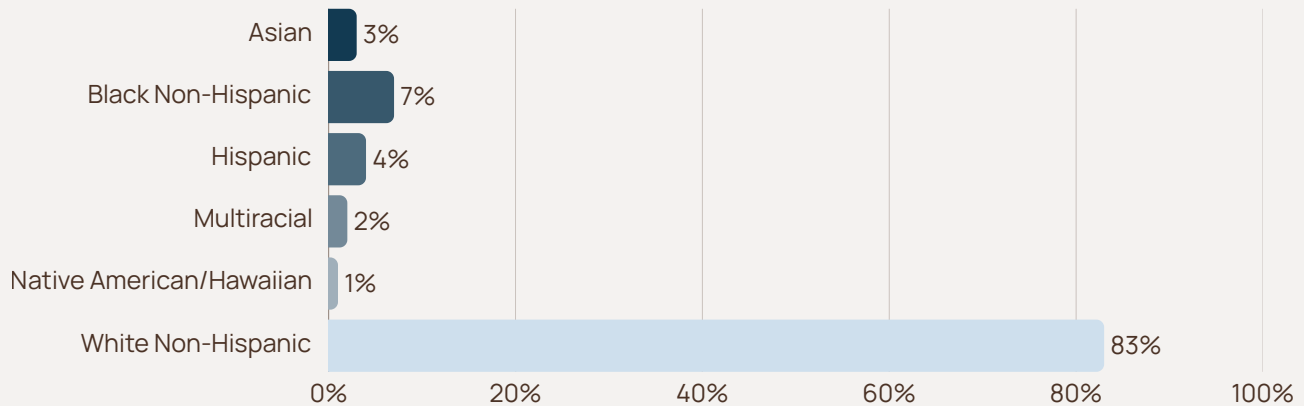
- The respondents most commonly were married (73%).
- In addition, 10% of respondents were single and never married and 15% were either widowed or divorced.



Race/Ethnicity

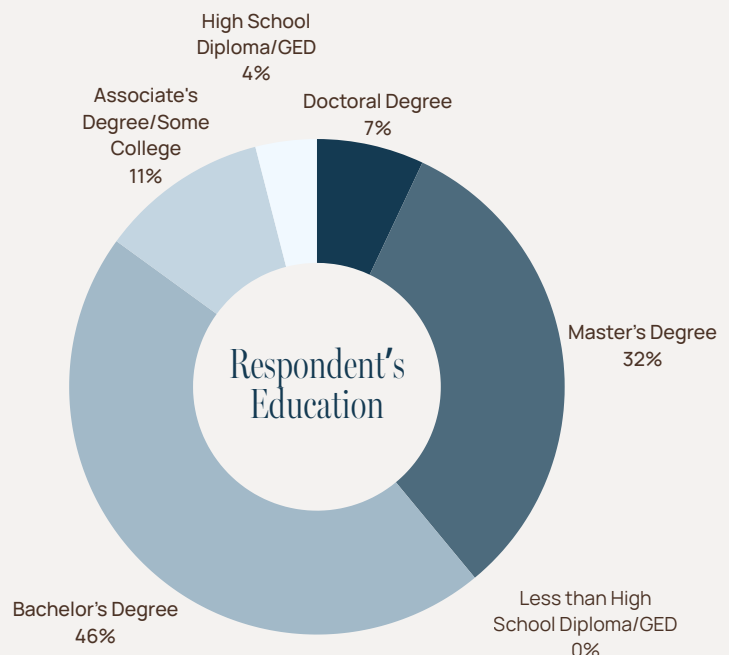
- The respondents in this sample were primarily white (83%); the second largest respondent group was Black (7%).

Race/Ethnicity of the Respondents



Education

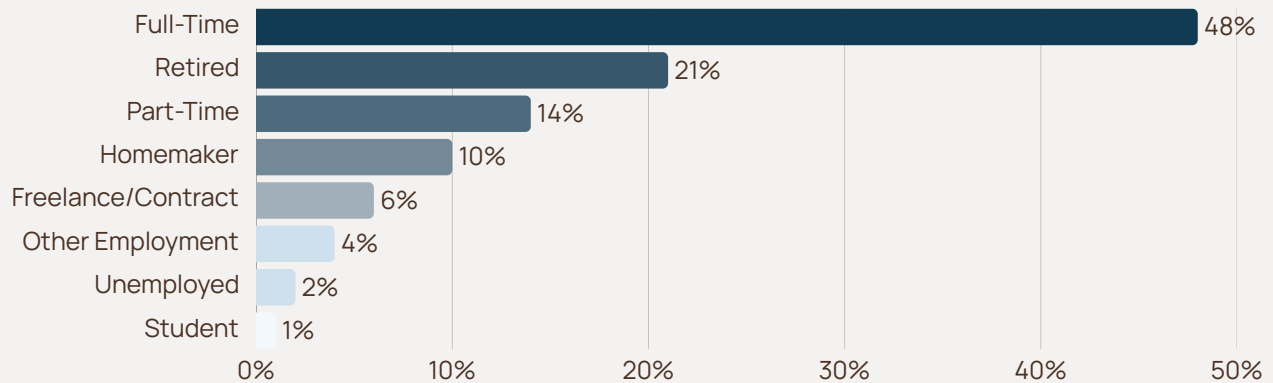
- The respondents in this study were highly educated, with 85% of respondents reporting having a college degree or beyond.



Employment

- Respondents most commonly reported working full time (48%), with the next most common response being retired (21%).

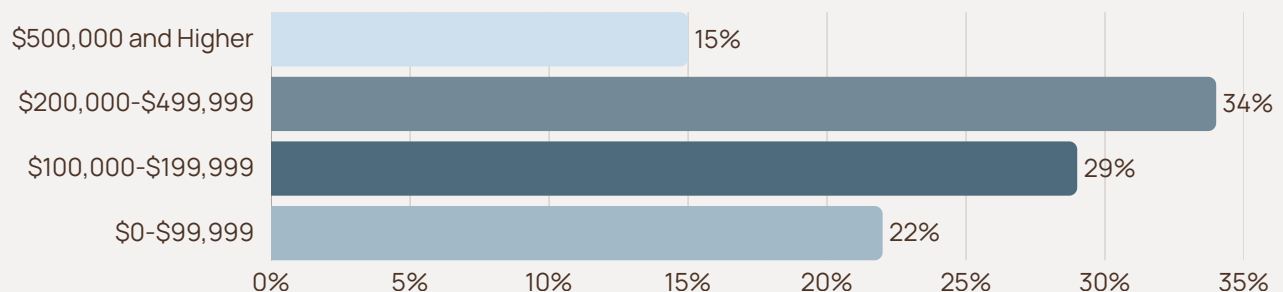
Respondent Employment (*could select more than 1*)



Household Income

- Median household income was in the \$150,000-\$199,999 range.
- The most commonly reported income bracket, with about one third of respondents (34%), was \$200,000-\$499,000.

Respondent Pre-Tax Household Income



Children

- 80% of respondents reported having children.
- Among respondents with children, most (81%) have 3 or fewer children.
- The median number of children was 2.

Definitions

The following are terms used throughout this report and how they are being defined for purposes of this report.

Wealth, or net worth – the total value of accumulated assets by a household or individuals (like homes, savings, and investments) minus any outstanding debts. While income (earnings from a job or interest on savings and investments) is calculated regularly (e.g. annually), wealth refers to assets accumulated over a lifetime (or across generations).

Generosity – while the core behaviors include the giving of time (volunteering) and money (charitable giving), generosity also includes both formal and informal helping behaviors that are defined by a spirit of openness and kindness to another.

Faith-informed giving – giving that is shaped by religious motivations and values. Faith-informed giving includes giving to specific religious causes such as congregations or faith-based nonprofits but may include giving motivated by faith to a variety of organizations or causes.

Definitions (*continued*)

Household decision-maker – generosity (giving and volunteering in particular) is most often measured at the household level. Households would include single adults or married couples as well as children, and extended family living in the same home. The household decision maker is the person or persons in a home that chooses how to spend resources and manage everyday needs.

Religious participation – beyond ascribing to a particular religious identity (e.g. Protestant, Catholic, non-denominational), religious participation looks to the extent to which a person engages in religious practices. Most often these are public actions such as attending worship services, singing in the choir, or volunteering to teach religious education, but also include private activities like daily prayer or reading Scripture.

Key *Findings*



Key Findings

1

Key Finding No. 1

Christian Women are Financial Contributors
and Philanthropic Decision-Makers



No. 1

Financial
Contribution
and Decision
Making

The vast majority of women in the WDW survey contribute to household income (95%) and they are most often the key person in the household for giving decisions.

Most often what we know about finances and giving is aggregated to the household level: total household income or annual giving. Yet, at the household level, we can miss the dynamics as to who is generating income and who is making the decisions on where, how, or what to give.

This section looks at how the households of respondents in this study generate income, who generates this income, and how this impacts their giving decisions: Do couples make decisions and give separately or together? Are their household finances and giving resources arranged separately or combined? Do any of these arrangements correspond to different levels of conflict over decision making? Within each question, the report examines what these dynamics mean for Christian women donors in their households.

In terms of household income, **the women in this study are a major financial force in their households. Almost all of the respondents contributed to their household's income and wealth, and in many cases, quite substantially.** In terms of giving, we find that 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.

Women are often the key person in the household for giving decisions.

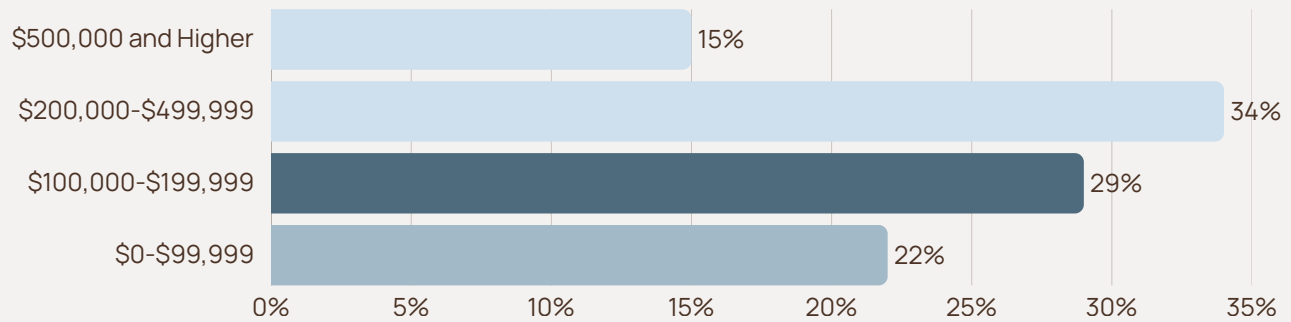
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Financial
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Making

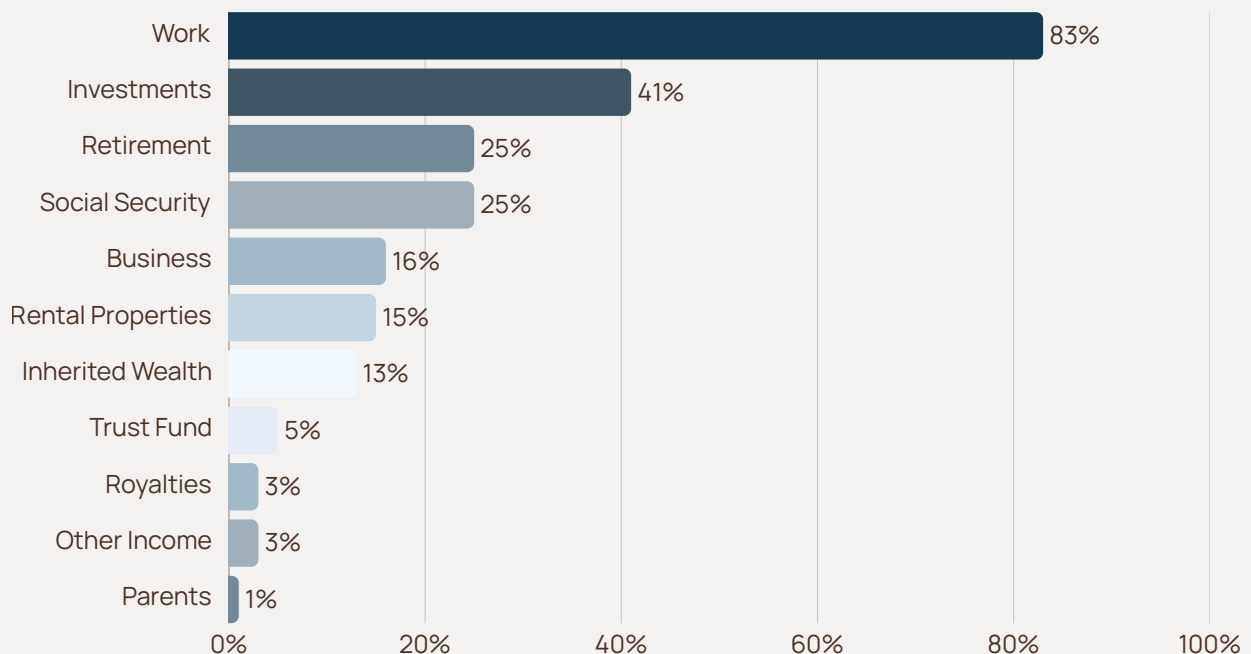
Household Income and Wealth

Median household income was in the \$150,000-\$199,999 range.

Respondent Pre-Tax Household Income



Sources of Household Income



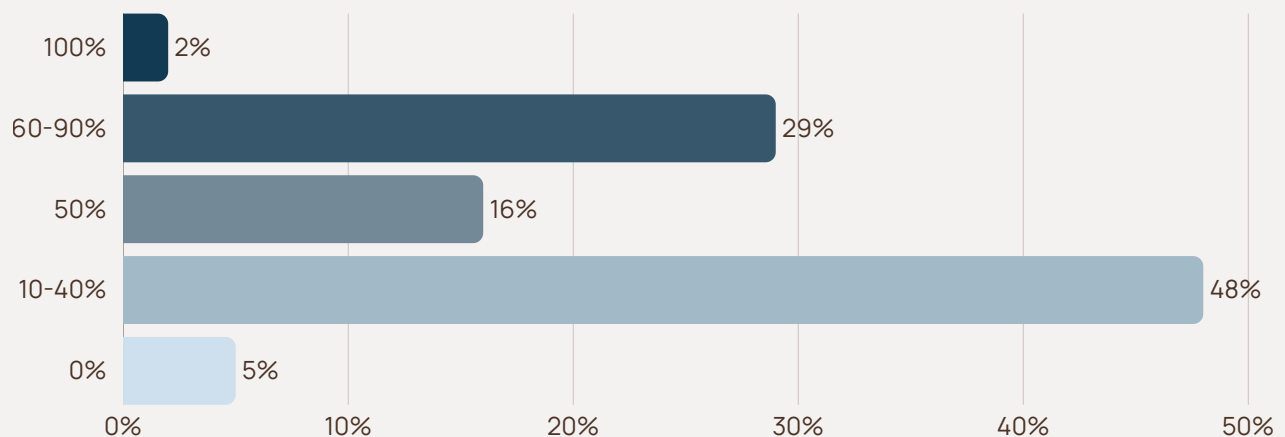
No. 1

Financial Contribution and Decision Making

The women in this study are a major financial force in their households. Almost all of the respondents contributed to their household's income, and in many cases, quite substantially. Forty-seven percent of married women in the study are contributing half or more of their household's income. Married respondents most commonly report contributing 10 to 40% (48%) or 60 to 90% (29%). Sixteen percent of respondents reported contributing exactly half of the household income, while 5% contributed no income, and 2% generated all the household income.

Looking at household income contributions by income levels, just over half (52%) of the small group of women who reported generating no household income were in households of \$500,000 or more. Seventy percent of women who earn 100% of household income were overwhelmingly in the top income categories – 35% of women are in households of \$200,000-\$499,999 and another 35% of women are in households of \$500,000+. Households where both spouses provided equal income were generally in the middle-income ranges – 32% of households with incomes ranges of \$100,000-\$199,999 or \$200,000-\$499,999.

% of Household Income Women Generate



No. 1

Financial
Contribution
and Decision
Making

Sources of Wealth

Nearly half of the women in this study have generated their own wealth. Most of women's wealth comes from themselves or from their spouse; older respondents (over 45) more often reported having inherited resources from their parents than respondents 45 and under, suggesting that many younger respondents may not have yet inherited resources from their parents or other family members.

Women report overall that the majority of their wealth comes from either themselves (46%) or their spouse (49%). But among married respondents, only 37% of women said they were the sole source of household wealth. Most households have multiple sources, and 60% of married women reported that the majority of their wealth comes from their spouse. Among single women, 72% reported they were the sole source of their wealth.

Younger respondents (45 and under) overall more often reported that the majority of their wealth was connected to themselves (53%) compared to women over 45 (44%). Among married women, respondents differed across age as 43% of younger respondents reported the majority of their wealth was connected to their own resources compared to 35% of older respondents.

Most respondents did not report inheriting resources from their parents (64%), yet among the third of respondents that did inherit resources, 23% said it served as a small factor in their overall wealth (23%). Ten percent noted it was a significant but not majority factor while 4% claimed the inheritance as a majority factor in their wealth. An even smaller proportion of respondents reported having inherited resources from generations beyond their parents – 86% said this was not a factor in their wealth, while only 4% reported that this was a significant factor or the majority of their wealth. Older respondents more often reported having inherited resources from their parents (39%) compared to younger

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Making

respondents (29%). In contrast, looking at wealth from generations beyond one's parents; this was a factor in the wealth of 13% of respondents over 45 and 19% of respondents 45 and younger. Perhaps inheritances from older generations might be more likely to have already taken place for younger respondents compared to inheritances from their parents.

Sources of Respondent's Wealth

	Majority of my wealth	Significant but not majority of my wealth	A small factor in my wealth	Not a factor in my wealth
Resources connected to myself (earned from my career, received from patents, legal settlements, etc.)	46%	23%	20%	11%
Resources connected to my spouse (earned from spouse's career, received from patents, legal settlements, inherited from spouse's family, etc.)	21%	9%	20%	49%
Inherited resources (from parents)	4%	10%	23%	64%
Inherited resources (from multiple generations beyond my parents)	2%	3%	10%	85%

Household Decision Making

If women are significant contributors to household income, they also play a major role in giving decisions in their household. 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.

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Financial
Contribution
and Decision
Making*Takeaway*

Christian women are key, and purpose-driven giving decision-makers should be engaged accordingly in your philanthropy and fundraising. While the majority of married households do give jointly, most of the 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.

Household Giving Decisions

Among married women, a significant majority (72%) report that they make these giving decisions together with their spouse. Among those that report a particular spouse is the primary decision maker, married women most often saw themselves in that role (21%) while only 4% reported that their spouse was the primary decision-maker on charitable giving. **Most couples are making giving decisions together, but when they aren't, clearly the women in our sample are making these decisions.**

Across demographic comparisons, while the majority of households made these decisions together, married women over 45 are more likely to be the primary decision maker around giving (23%) compared to younger women (13%). Younger married women are slightly more likely to say they make these decisions together with their spouse (78%) compared to married women over 45 (70%). The same patterns also hold true across income levels. The majority of households make giving decisions jointly, and when one spouse is the primary decision maker, again it is most often the women.

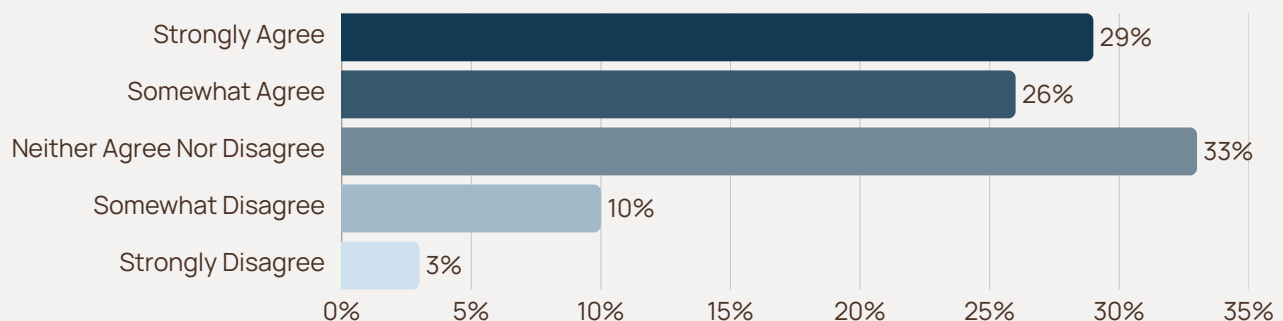
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Financial
Contribution
and Decision
Making

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

When asked who was best equipped to make giving decisions, married women most often responded that it was them. 54% percent of female married respondents either somewhat or strongly agreed that they were best-equipped while only 13% of respondents disagreed. Even among the majority of households where respondents noted giving as a shared decision, 46% of women still said they were best equipped to make giving decisions in their household. Only 14% of women somewhat or strongly disagreed that they were in fact not the best-equipped person in their household to make giving decisions. Even when women are sharing decision-making, they more often feel they are the better equipped one to make giving decisions in their household.

Respondent is the best equipped person in household to make giving decisions (*married respondents*)



Giving Decisions and Household Financial Approaches

At almost the same percentage as sharing giving decisions, most married respondents also report having completely combined finances (75%), with 22%

No. 1

Financial
Contribution
and Decision
Making

having a hybrid approach (some finances are separate, some are combined) and 2% reporting completely separate finances.

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. Fifty-three percent of women in households with hybrid finances report they still make decisions about giving together with their spouses.

To take one step further, 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 finances are not fully combined, women are even more frequently in charge of decision-making around giving.

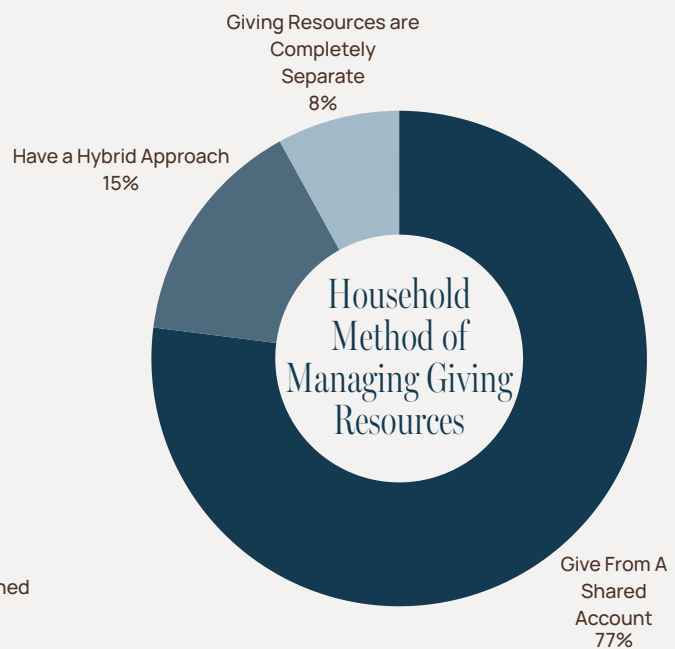
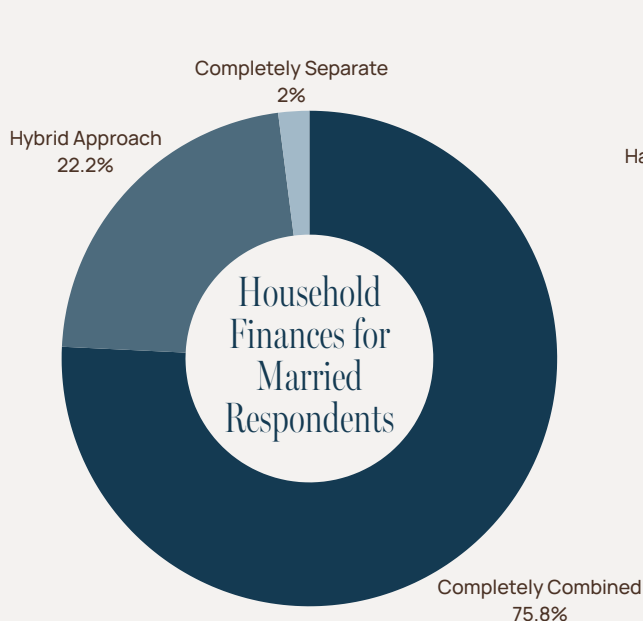
The more household income a married woman generates, the more frequently she reported being the primary decision-maker about charitable giving in a household – for instance, 17% women who generated no household income reported being the primary decision-maker about giving in the household, compared to 36% of those who generated half of the household income and 94% of those who generated all of the household income.

No. 1

Financial Contribution and Decision Making

Primary decision-maker about charitable giving (*married respondent households*)

Primary Decision Maker	Percentage of Respondents
My spouse and I together	72%
Me	21%
My spouse	4%
My spouse/family and I make separate decisions about our charitable giving	3%



No. 1

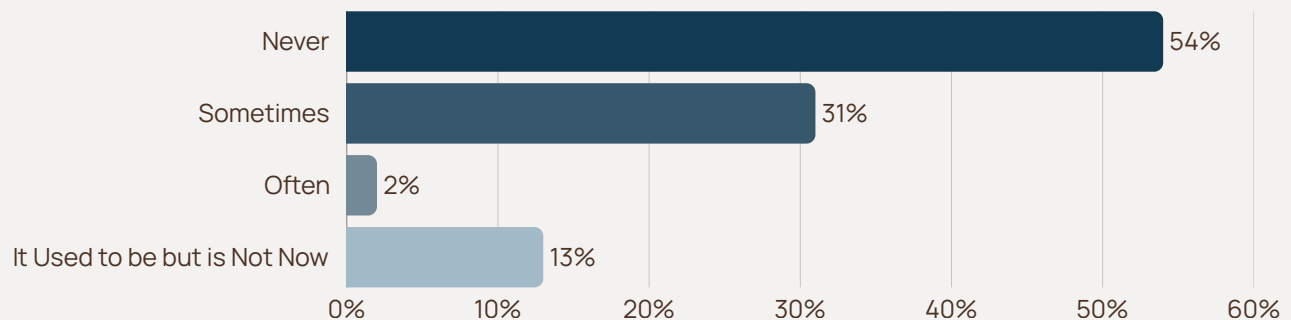
Financial Contribution and Decision Making

Conflict Around Giving

While money overall is often one of the highest sources of conflict in relationships, among our Christian donors, giving was less so. For two-thirds of married respondents, giving was not a current source of conflict. More than half of currently married respondents (54%) report that giving has never been 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.

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%). Even among the various approaches to household finances and giving, a majority do not see giving decisions as a source of conflict in their marriage.

Giving as a Source of Relationship Conflict in Married Households

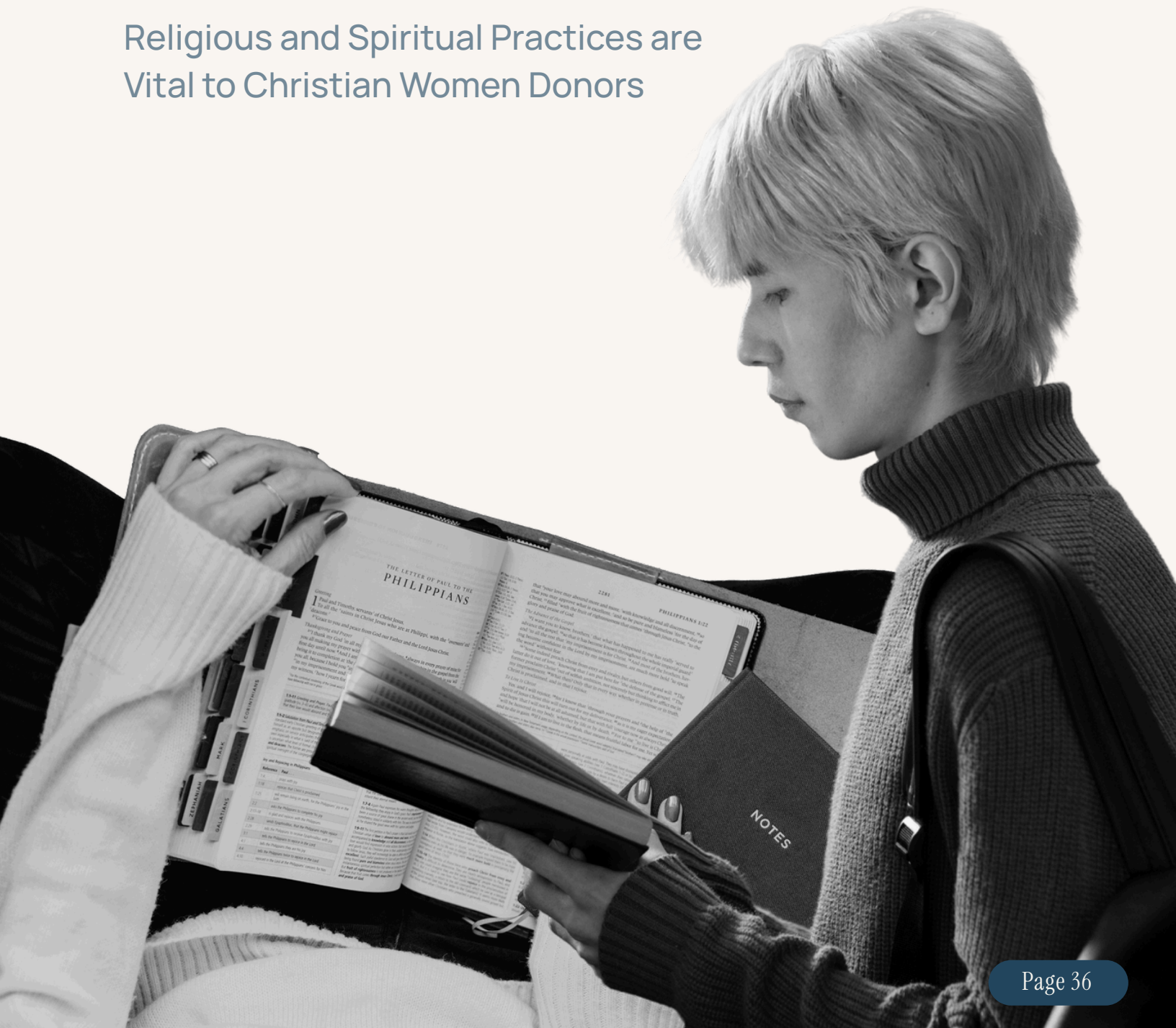


Key Findings

2

Key Finding No. 2

Religious and Spiritual Practices are
Vital to Christian Women Donors



No. 2

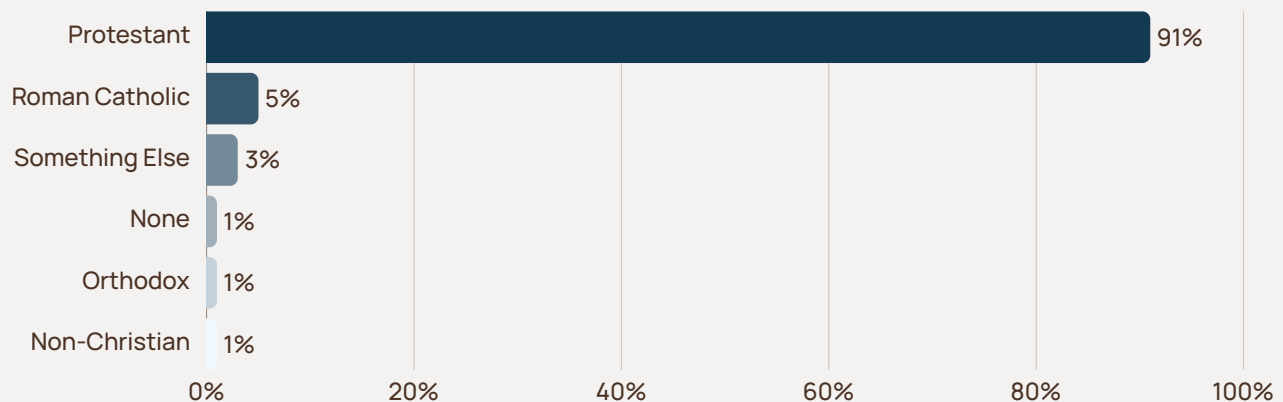
Religious
Practices are
Vital to
Christian
Women
Donors

With significantly higher rates of church attendance, prayer, Bible reading, and engaged religious fellowship than the general population, these Christian women donors demonstrate that faith is a vital aspect linked to how and why they give.

Religious Affiliation

Looking at the faith traditions of respondents, the majority were overwhelmingly Protestant (91%) with the next-highest category being Roman Catholic (5%). Among Protestant respondents, the denominations most represented included: Nondenominational (39% of Protestants), Baptist (14% of Protestants), Presbyterian (10% of Protestants).

Religious Affiliation of Respondents



Among married respondents, the vast majority (94%) reported being “equally yoked” in a shared faith tradition with their spouse. Among Protestants who said their spouses were a different religion, 29% said their spouse was simply a different Protestant denomination while another 27% said their spouses were Roman Catholic. Twenty-seven percent said their spouses were religiously unaffiliated (“none”).

No. 2

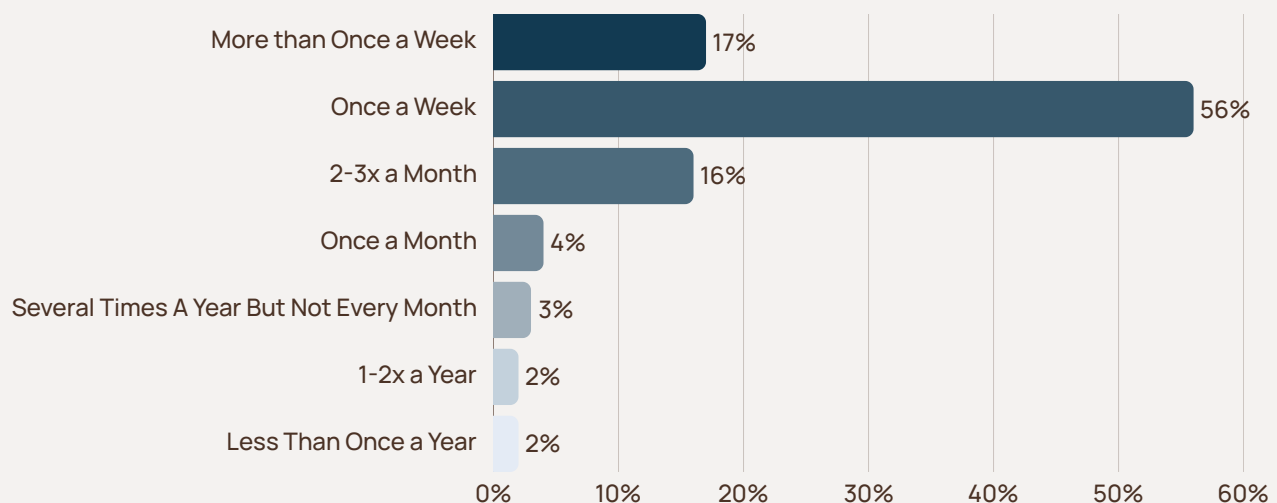
Religious
Practices are
Vital to
Christian
Women
Donors

Church Participation

When asked about church attendance, women most commonly reported that they attended church weekly (56%) with 93% reporting attending at least once a month. These percentages are substantially higher than attendance rates generally across the U.S. population. Most women (85%) attended congregations where 100 or more participate at least once a month and nearly half (48%) attended congregations with 500 or more monthly participants. A large majority of attenders were present in-person. Three-quarters (75%) of women attended primarily or exclusively in-person, while another 20% reported participating in a mix of in-person and online.

There is a strong correlation between more frequent attendance among respondents and frequent attendance among their spouses. Overall, 84% of spouses attended religious services regularly (more than once a month), but 92% of respondents who attended services regularly (more than once a month) also have spouses who attend services as often.

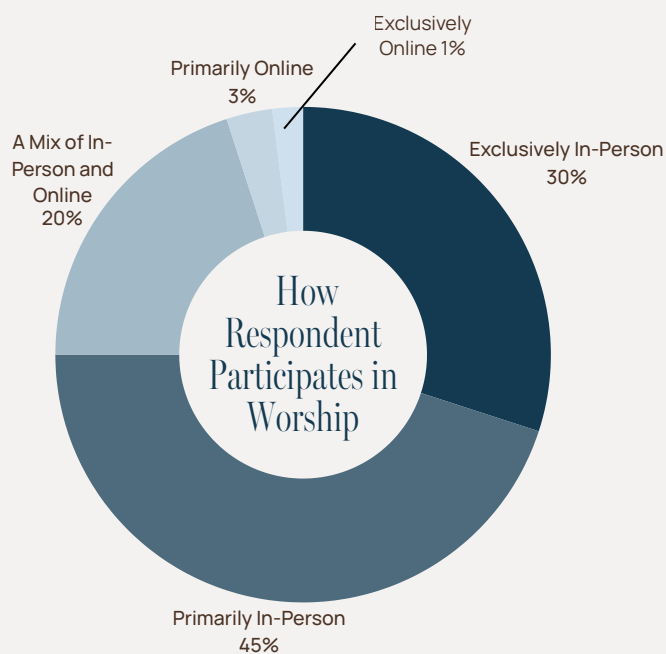
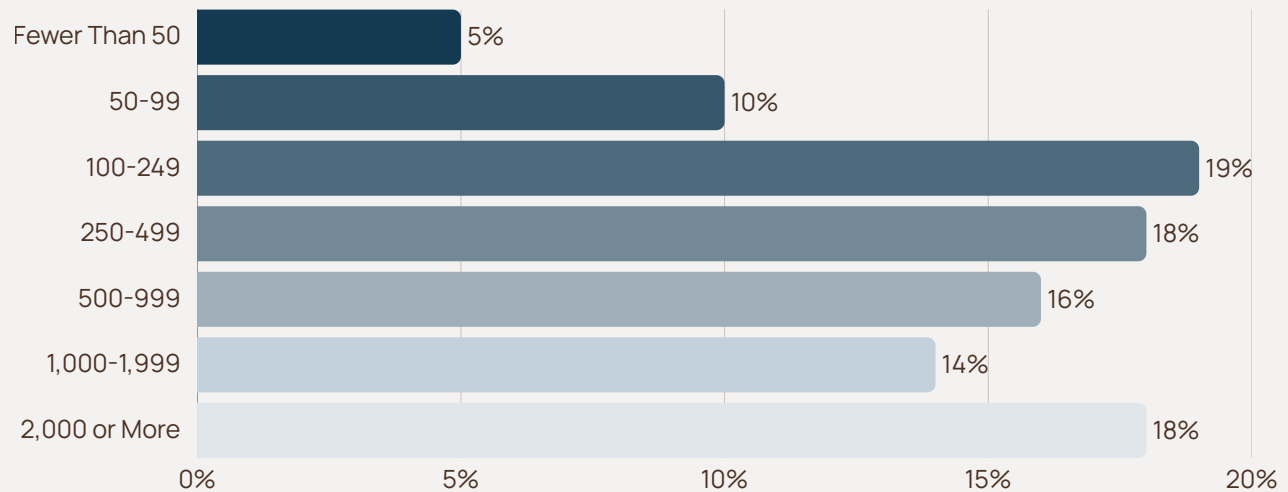
Frequency of Respondent Church Attendance



No. 2

Religious Practices are Vital to Christian Women Donors

Size of Congregation Respondent Attends



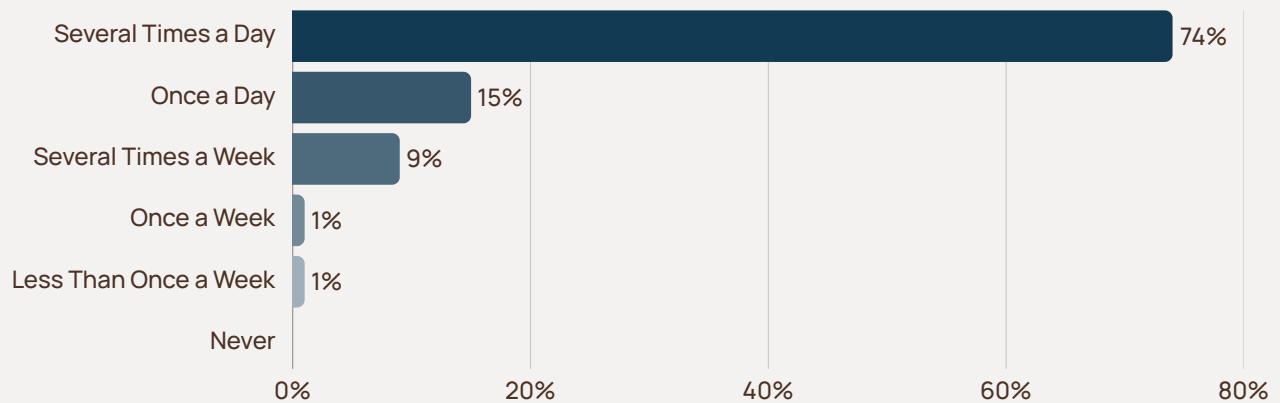
No. 2

Religious Practices are Vital to Christian Women Donors

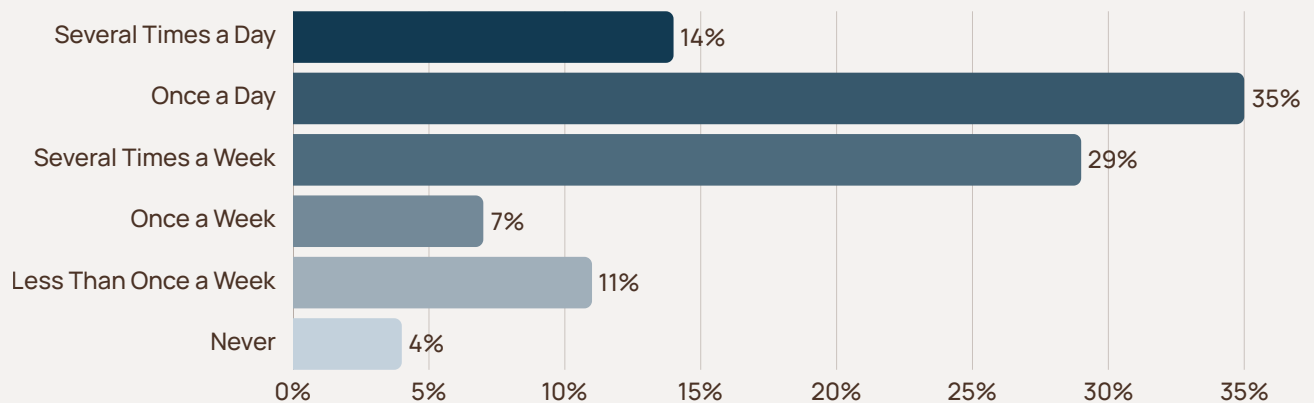
Spiritual Practices

A number of spiritual practices were central to the lives of most women in the study. Eighty-nine percent of respondents reported praying once or several times a day with the majority of women (74%) reporting they prayed several times a day. In addition, nearly half of women (49%) also reported that they read the Bible at least once a day. Three quarters (75%) of women also participated in a religious fellowship group at least once a month with half of women participating once a week or more.

Frequency of Prayer



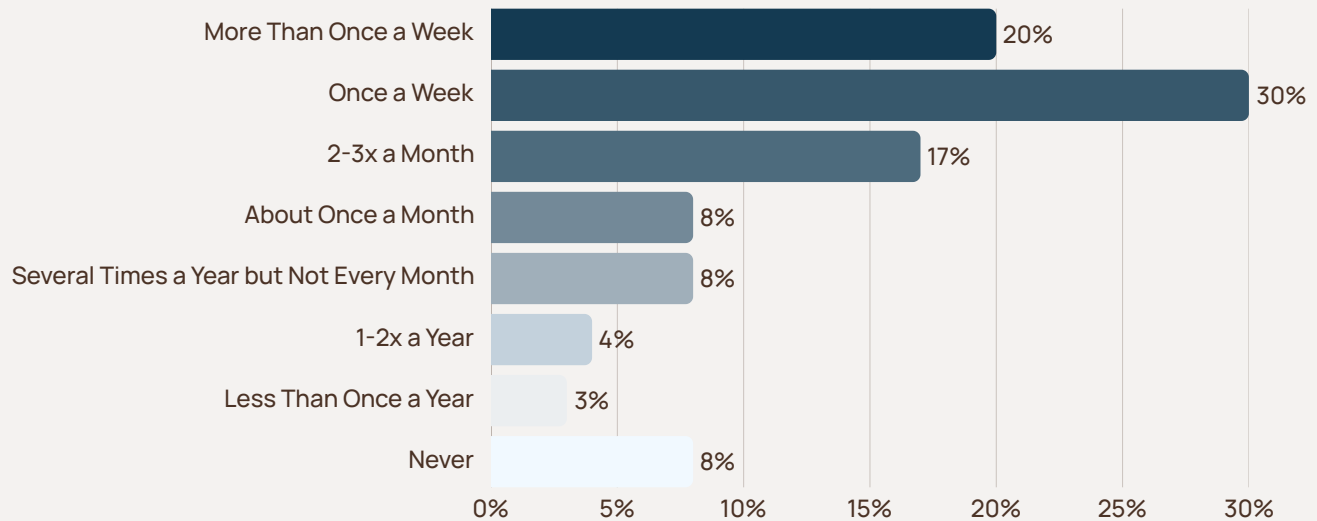
Frequency of Reading the Bible



No. 2

Religious Practices are Vital to Christian Women Donors

Frequency of Participation in a Religious Fellowship Group



How does engagement in spiritual practices intersect with other factors?

Comparing spiritual practices across income levels, as income levels increased, women tended to attend church and read the Bible less frequently at a statistically significant level; however, the women in this sample were still generally highly engaged in spiritual practices. Other research has also found that religiosity declines with income levels, so this trend is not unexpected, but it remains worth noting that this sample is still much more highly religious than national averages. Looking at spiritual practices by age, older respondents (those over 45) reported reading the Bible and praying more often than women 45 and younger at a statistically significant level.

Looking at how these practices connect to giving, the strongest correlations to giving amount as well as percent were between reading the Bible and small group participation. This finding continues to support the essential role that spiritual practices play in religious giving.^[2]

Key Findings

3

Key Finding No. 3

Giving of Time and Money: Christian Women
Donors are Generous



No. 3

Christian Women are Generous with Time & Money

Christian women donors in this study are generous givers of time and money, above the national average of American Christians. While 38% of women are giving 10% of income, higher numbers of women now fall into either the highest and lowest giving percentage categories since the initial 2012 study.

Factors such as age and children as well as work and marital status make a difference in giving; religious practices continue to be a key factor in increased amount given.

Finally, while the majority of women felt they were giving at the right level, just over a third felt they could be giving more than they currently do.

Volunteering

Among all respondents, 91% said they volunteered over the past year, which is similar to the level reported in 2012 (93%). Compared to the general population where just over a quarter (28%) of Americans volunteered formally and 54% took part in informal helping[3], Christian women respondents continued to far outpace national averages. In addition to overall participation in volunteering, the respondents were also generous with their volunteering time with 54% of respondents reporting that they volunteered more than four hours per month and 44% reporting that they volunteer more now than they did in the past. In addition, 63% said they would like to volunteer more in the future than they're currently able to. The biggest barrier to volunteering as much as they would like (among 47% of respondents) was work commitments.

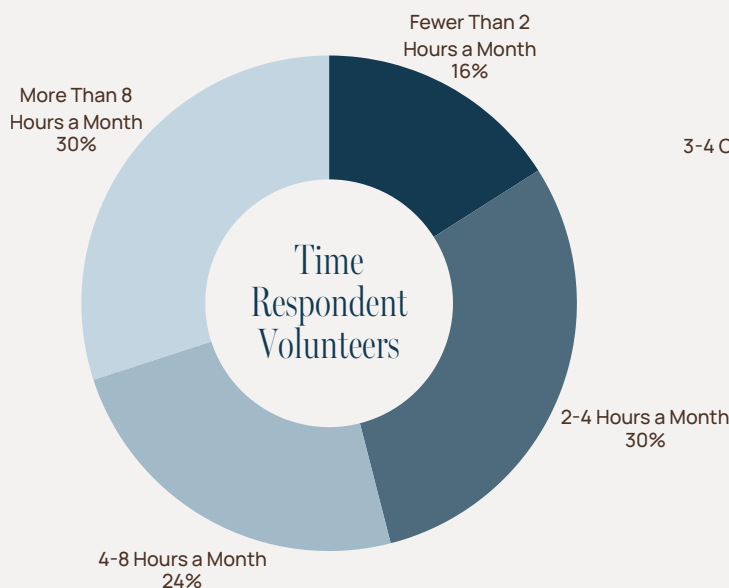
Looking at age, respondents over 45 volunteered slightly more (92%) than respondents under 45 (88%), and they devoted more time to volunteering as well. A greater number of respondents over 45 (59%) spend more than four hours or more a month volunteering than respondents under 45 (38%). This may be partly explained through current employment status as retired respondents volunteer

No. 3

Christian Women are Generous with Time & Money

more hours per month (45% volunteering eight or more hours a month) compared to respondents with other kinds of employment as well as homemakers. However, retired respondents volunteered slightly less overall (89%) than those working part-time (92%) or full-time (90%). Some of these results may reflect both time and health – while retirees may have more time to volunteer, somewhat fewer retirees may be able to volunteer if they have more health concerns than younger respondents.

Respondents commonly split their time between multiple organizations, with 70% volunteering with two or more organizations. In addition to formal volunteering, over half of respondents engaged with informal volunteering as well. Fifty-two percent said they volunteered informally in the past year with family members outside their household, and 59% said they volunteered informally in the past year with friends and neighbors.



No. 3

Christian
Women are
Generous
with Time &
Money

Monetary Giving

Like volunteering, our findings demonstrate that the women in this study are generous givers. The single largest group of respondents gave between \$25,000 and \$49,999 last year.

Amount Given to Charity in 2025

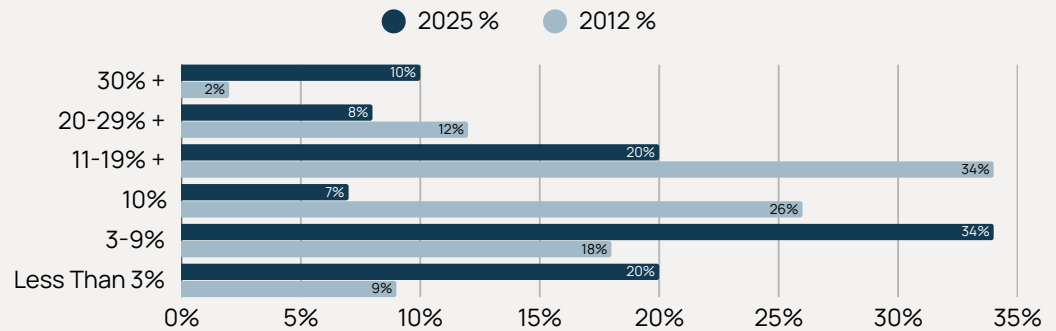
Under \$1,000	6%
\$1,000-\$4,999	15%
\$5,000-\$9,999	14%
\$10,000-\$14,999	13%
\$15,000-\$24,999	12%
\$25,000-\$49,999	17%
\$50,000-\$199,999	14%
\$200,000 or more	9%

In addition to giving amounts, we also sought to determine giving as a percentage of income based upon the previous year's income and giving amounts reported by respondents. When subdividing respondents into six brackets of giving percentages, our analysis found that the largest number of respondents gave between 3 to 9% of income. At the same time, 38% of these women are giving more than 10% of their household income. The average American Christian household gives 2.5%.

No. 3

Christian Women are Generous with Time & Money

Estimated Giving Percentage



For those giving an estimated less than 3% of their household income annually, the highest proportion of respondents in this group were those with \$200,000-\$499,999 in annual income. Those with the highest and lowest household incomes were not always those who gave the most or least of their income. Overall, though, there is a strong positive correlation between household income and estimated giving percentage. This means that as a respondent's household income increases, their estimated giving percentage is highly likely to increase as well.

Highlighting both the lower and higher percentages of giving might also be partly explained by a growing trend in U.S. philanthropy as overall dollars given continue to grow even as the number of donors decline. Known as “dollars up, donors down,”^[4] this trend marks an overall decline in the number of donors and their participation in giving and volunteering. While the giving percentages reported here are not the same as the amount of dollars given, perhaps even among the engaged donors in this survey, giving trends are pointing to fewer, larger donors doing more. In our study, those from wealthier households (income of \$200,000+) were the biggest share of those giving 30% or more of their income (60% of those giving 30% or more). However, households at all levels of income are found at this highest level of giving; nearly a quarter (24%) of those giving 30% of their income or more per year were from household incomes under \$100,000. At the same time, these trends are not short-term responses to any one factor. Compared to just one year prior, 92% of respondents reported that they had donated the same or more in the past year.

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Christian Women are Generous with Time & Money

When looking at differences in age, women over 45 tend to give a higher percentage of their household income than women 45 and under. The median category for women under 45 was 3-9% of their household income, while for women 45 and over, the median category was 10%.

The distribution of estimated percentage given by marital status was relatively even between married and unmarried women; however, looking at the 30% and higher of the income given category, a higher proportion of unmarried women fell into this category (13% of all unmarried women) compared to married women (9% of all married women).

When tracking giving by work status, professionally employed women gave slightly less in both amount and percentage than the women in the study overall. Professionally employed women gave a median of \$12,500 per year and an estimated 7.5% of their income, compared to \$15,000 and 8.6% overall. This may partially be a result of age – professionally employed women tended to be younger than respondents overall (87% of respondents 45 and under were professionally employed compared to 61% of respondents over 45); in addition, as mentioned previously, women over 45 gave higher proportions of their income.

Even after controlling for income, higher levels of participation in religious practices (reading the Bible, attending church, and attending small group) are still significantly associated with increased amount given, though not with the percent of income given. Correlations between religious practices and giving amount as well as giving percentage show that the strongest correlations are with reading the Bible and small group participation. This is similar to 2012, when the frequency of Bible reading was strongly correlated with giving. As noted in the previous section, engaging in a life of faith through regular spiritual practices and religious community is woven into the lives of most Christian women donors.

No. 3

Christian
Women are
Generous
with Time &
Money

Finally, when looking at how giving connects with other issues that Christian women donors were concerned with, we segmented respondents into four categories based on income and giving percentage. In the four groups below, we have categorized givers into four types: 1) Low income/low giving percent, 2) Low income/high giving percent; 3) High income/low giving percent; and 4) High income/high giving percent. These categories are designed to understand how the practices, motivations, and barriers differ for women with varying financial circumstances and giving practices.

Percent of Respondents by Giving Type

	Low Giving (under 10%)	High Giving (10%+)
Low Income (under \$200,000)	26%	25%
High Income (\$200,000+)	23%	26%

Volunteering and Giving

Having looked independently at both volunteering and giving, it is also worth noting that the two are somehow interconnected. Even after controlling for income, volunteering is significantly associated with giving higher amounts, though not necessarily with giving a higher percentage of income. It is important to note that the directionality of this relationship is unknown – giving could lead to volunteering OR volunteering could lead to giving. Forty-three percent of respondents, however, did say that “being involved in nonprofit organizations” is a helpful resource for giving. How Christian women are involved could mean many things, but it seems clear that giving and volunteering are not mutually exclusive behaviors. And generosity includes much more than the amount of money given.

No. 3

Christian
Women are
Generous
with Time &
Money

Self-Reported Giving Capacity

Even though survey respondents often gave at significant levels, just over one third (34%) felt they could be giving more than they currently do, suggesting that there may be an **opportunity to cultivate further generosity among some women**. The majority of women (59%) reported that they were giving at the right level and 8% reported that they are giving more than they feel like they can.

For women who reported that they could be giving more, the majority (67%) were giving less than 10%. Looking across household income categories, the same proportion of those reporting that they could be giving more had less than \$100,000 a year in income compared to those with \$500,000 or more in annual income (both 18%). For women who reported that they are giving more than they feel they can, respondents were also most often giving an estimated less than 10% of their income (46%). This may be partly explained when looking at income categories – among those who felt they were giving more money than they can, 42% had less than \$100,000 in household income annually. Looking further at the giving types, among respondents who said they could be giving more, two thirds of these respondents (67%) were in either low giving category (low giving/low income and low giving/high income). For those who reported that they were giving more than they feel they can, most of these respondents were in the lower income categories (72%) (low giving/low income and high giving/low income).

For respondents with children under 18, a higher proportion of those with children under 18 (11%) reported giving more than they can compared to respondents who did not have children under 18 (6%). It seems clear that concerns over finances and financial responsibilities, which could include things such as saving for college or family budgets, may be shaping the giving decision or capacities of some women.

Key Findings

4

Key Finding No. 4

What Motivates Their Giving



No. 4

What
Motivates
Their Giving

These Christian women donors are not new to giving. It has been a part of their lives as a habit for many years.

When asked what motivates them to give, a desire to make positive change and respond as a part of their faith were the top motivators for giving. Personal satisfaction and impacting their community were close behind. Alignment with faith and community were strong motivators, but social connections or obligations themselves were much less significant motivators.

Becoming A Giver

A majority of respondents reported that giving was a part of their early life, with more than half (55%) reporting that they started giving before they were an adult. This was even more true among respondents who somewhat or strongly agreed that “giving is a habit” (which includes 84% of respondents). In addition, when asked where they first began giving, the answer was clearly church for most respondents – 75% reported giving for the first time at a house of worship. When comparing the location of first gift and those who somewhat or strongly agreed that “giving is a habit,” the highest levels of responses were from those who first gave at a house of worship (87%) or within their family (86%). The most common reasons why they began giving were similarly linked: as a value/practice in their family (31%) or fulfilling a religious obligation (23%).

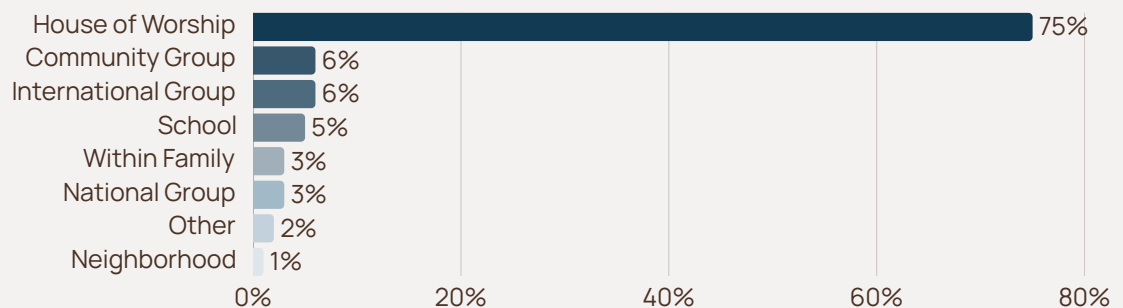
No. 4

What Motivates Their Giving

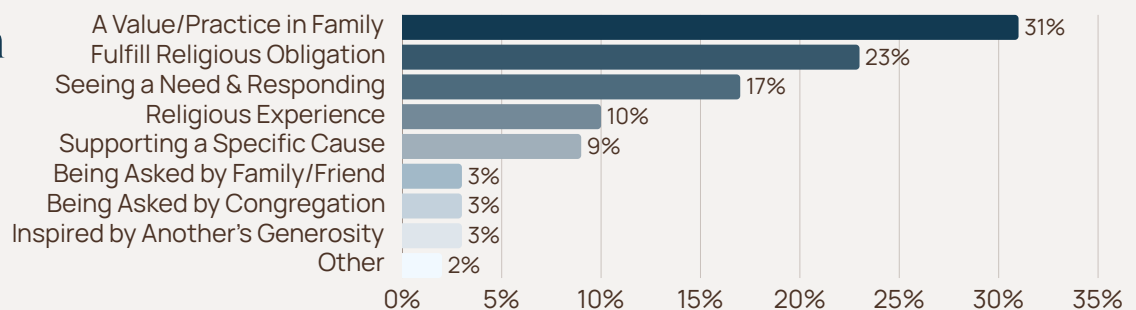
Life Stage of First Gift

Life Stage	All Respondents	Somewhat or Strongly Agree that "Giving is a Habit"	Neither Agree nor Disagree, Somewhat Disagree, or Strongly Disagree that "Giving is a Habit"
Young child (5 or younger)	16%	18%	11%
Youth (6-12)	23%	24%	18%
Teenager (13-17)	16%	17%	14%
Early Young Adult (18-24)	25%	25%	23%
Later Young Adult (25-34)	13%	11%	21%
Early Middle Adult (35-49)	6%	4%	9%
Later Middle Adult (50-64)	2%	1%	4%
Senior Adult (65+)	< 1%	< 1%	1%

Location of First Gift



Inspiration for First Gift



No. 4

What
Motivates
Their Giving

Motivations for Giving

When asked what continues to motivate them to give, a desire to make positive change and respond as a part of their faith were the top motivators for giving. Following closely behind the two highest motivators: “giving is a way to make a positive change for something I care about” (95% somewhat or strongly agree) and “giving is a religious obligation/God expects me to give to others” (89%), women pointed to sense of satisfaction and purpose: “giving makes me feel good” (88%), and “giving helps me impact my local community” (85%). While personal satisfaction, impact, alignment with faith, and community were strong motivators, social connections or obligations were not in and of themselves motivating. The least popular response was “My family/friends hold me accountable for my charitable giving”—only 14% of respondents somewhat or strongly agreed.

Similarly, in 2012, “a desire to be obedient and honoring to God’s Word” was the highest rated reason for giving and “to make a positive difference” was the second highest, though the survey response options were slightly different.



No. 4

What
Motivates
Their Giving

Motivations for Giving

Giving Statement	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Giving is a way to make a positive change for something I care about	1%	0%	3%	24%	71%
Giving is a religious obligation/God expects me to give to others.	2%	3%	7%	27%	62%
Giving is a habit.	3%	4%	10%	30%	54%
Giving helps me impact my local community.	1%	1%	12%	34%	51%
Giving makes me feel good.	1%	0%	10%	41%	47%
I feel inspired by the example of other givers.	5%	4%	16%	40%	36%
Giving makes me feel connected to others.	2%	5%	23%	35%	35%
I want to give back to a community where I have benefited in the past.	6%	7%	26%	40%	22%
Giving helps me support organizations that benefit me (like a local museum).	14%	17%	31%	25%	13%
Giving is a way to connect with people socially.	12%	18%	33%	26%	11%
Giving is an extension of my cultural identity.	21%	10%	37%	20%	11%
My family/friends hold me accountable for my charitable giving.	41%	18%	26%	10%	4%

Key Findings

5

Key Finding No. 5

Where Women Give



No. 5

Where
Women Give

Most women in this study support multiple types of organizations, with well over 90% reporting giving to their primary congregation, religious organizations/nonprofits, and nonreligious organizations/nonprofits.

Congregational giving is most often the priority, with their primary congregation receiving the largest percentage of their giving. Nearly nine in 10 (88%) women also reported giving to another congregation in addition to their primary congregation. Beyond congregations, Christian women donors are most often supporting other religious nonprofits. Over half of respondents supported organizations involved in evangelism/discipleship (58%) and international humanitarian aid (51%). Forty percent of donors gave to both human services and women and girls' causes.

Where Women Give: *Percent Given to Different Types of Organization*

Among women who reported giving any money to charitable organizations in the past year:

- 95% gave to their primary congregation
- 88% gave to another congregation other than their primary congregation
- 96% gave to other religious organizations/nonprofits
- 95% gave to nonreligious organizations/causes

Christian women in this study most often prioritized their local congregation in their giving. Forty-seven percent of respondents who reported giving any money to their local congregation gave more than half of their total amount given to their primary congregation. While almost all women gave to a variety of nonprofits, respondents also tended to concentrate their non-congregational giving among other religious organizations and nonprofits compared to non-religious

No. 5

Where
Women Give

organizations. Thirty percent of women who gave to other religious organizations or nonprofits gave more than half of their total annual donated money to these types of organizations, while 15% of respondents reported giving more than half of their total annual donated money to a non-religious organization.

Having already noted that patterns of volunteering often overlap with giving, that seems to hold true here as well, since women gave their money in similar proportions to how they gave their time across organization types. Although the biggest discrepancy was for non-religious organizations and causes, which received a median of 25% of volunteering time but only 10% of money donated.

Median Percent of Time or Money Given to Organization Types

Location	Median % of time volunteered	Median % of money given
Primary Congregation	50%	50%
Other religious congregation aside from primary	9%	5%
Other religious organizations/nonprofits	40%	30%
Non-religious organizations/causes	25%	10%

*Note – since these are medians, percentages do not add up 100

What Kinds of Nonprofits Do Christian Women Support?

Looking at non-congregational giving, the causes women supported the most are evangelism/discipleship (58%) and international humanitarian aid (51%). Half or more of respondents reported donating toward these causes. Closely behind these top two causes, human services (40%) and women and girls' causes (40%)

No. 5

Where
Women Give

received significant support. The causes that the lowest percentage of respondents supported included environment or sustainability (6%), animal welfare (9%), and arts and culture (11%).

Area of Giving	% Respondents Donating
Evangelism or Discipleship	58%
International Humanitarian Aid	51%
Human Services	40%
Women and Girls' Causes	40%
Youth or Family Social Services	35%
Education	29%
Domestic Disaster Relief	23%
Local Community Foundation	17%
Civic or Social Advocacy	16%
Health or Medical Research	15%
Arts and Culture	11%
Animal Welfare	9%
Environment or Sustainability	6%

Finally, not all of women's giving in this study went to the four named categories above—77% of respondents reported giving a non-tax-deductible gift to an individual in the past year; 18% reported giving a non-tax-deductible gift to a political campaign or organization.

Key Findings

6

Key Finding No. 6

How are Women Giving: Preferred Giving Vehicles as well as Collaboration, and Strategic Giving Models



No. 6

How Are
Women
Giving

Christian women donors give in both traditional and newer ways. A significant majority prefer to utilize recurring or online methods. Among those that have utilized a Donor-Advised Fund (DAF), they have a strong preference for that approach.

The majority of women are also engaged in collaborative giving with events being the most common and preferred. A minority have participated in a giving circle, but those who have strongly preferred that method of giving.

Many women also see generosity tied to other aspects of their financial outlook including investments and business. For those that own their own business or participate in impact investing, these aspects are also essentially linked to their giving practices as well.

Giving Vehicles

Almost all of these Christian women have given via cash, check, and credit card (89-90%). A significant majority of donors had also utilized digital forms of giving such as an electronic transfer (76%) or setting up an automatic recurring gift (81%).

Notably, there were a few differences in which giving options were used depending on income – for instance, those with household incomes of \$200,000 or more gave stock much more often (35% compared to 12% for those with under \$200,000 in income) as well as contributed through a Donor Advised Fund (DAF) (55% compared to 19%). They were also more likely to take advantage of corporate matching gifts (52% compared to 34%).

In addition to asking what giving options donors used, we also asked which ones they most preferred. More than half of users who utilized credit cards (52%) and automatically recurring gifts (54%) preferred these options. Perhaps most

No. 6

How Are
Women
Giving

strikingly, among the 38% of donors who have used a DAF, 86% preferred to give through this method. Cash was the most common gift given through a DAF (90%); 38% of DAF users gave stock and 6% gave real estate. Fifty-nine percent of respondents who had not given through a DAF said they were familiar with DAFs. As DAFs continue to grow in popularity, particularly among those of higher income, donors seem to readily embrace this form of giving.

Giving Options Used, Overall and by Income Level

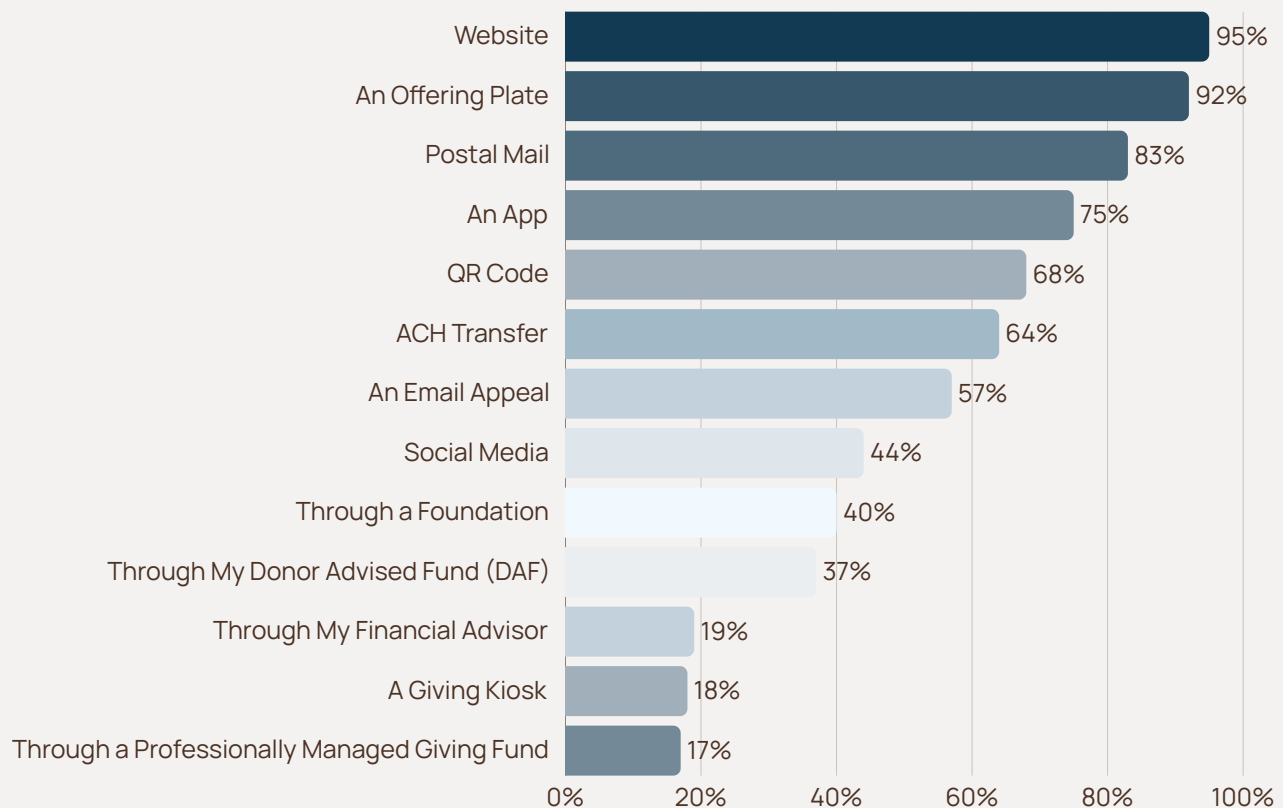
Option used	Overall have used	Have used: under \$200K in income	Have used: \$200K or more in income
Check	90%	86%	94%
Credit Card	90%	86%	93%
Cash	89%	89%	88%
Automatic recurring gift	81%	79%	85%
Electronic Transfer	76%	72%	79%
Corporate matching gift	43%	34%	52%
Donor advised fund	38%	19%	55%
Physical assets	29%	26%	31%
Stock	24%	12%	36%
Property	14%	12%	17%
Qualified Charitable Distribution	9%	7%	10%
Crypto	2%	1%	2%
Charitable Gift Annuity	2%	1%	4%

No. 6

How Are
Women
Giving

In addition, respondents were asked which giving vehicles they have used and preferred. Most everyone had given through a website (95%), offering plate (92%), and postal mail (83%). These donors have clearly embraced technology as 75% had given through an app and 68% through a QR code. When asked which methods they most preferred, ease of use and systematized giving may be a factor as half or more of users preferred giving through a website (58%) and ACH transfer (50%). Among those that used them, DAFs again ranked highly, with 90% of users reporting they prefer to give this way.

Giving Vehicles Used



No. 6

How Are
Women
Giving

Collaborative Giving

Christian women donors in our survey were also fond of forms of collaborative giving where they joined alongside others in giving, with 94% participating. When asked about particular forms of collaborative giving, 65% said they have used a website like GoFundMe to raise money for someone and 74% said they have done peer-to-peer (P2P) fundraising events (such as walks/runs). The largest percentage of donors who had participated in collaborative giving (84%) had taken part in fundraising events such as galas or concerts. These events were popular with 72% who participated in them saying they prefer these types of fundraising events.

We also asked donors about giving circles, a particular form of collaborative giving where group members come together regularly around a shared cause or identity and pool donations and decide jointly where to give. **While only 26% of respondents reported participating in giving circles, they were highly preferred among those who participated in them, with 68% of respondents who participated in them reporting they prefer to give this way.**

Overall, donors' engagement in forms of collaborative giving demonstrate that giving is not only motivated by obligation and impact, but it is also tied to relationships, social activities, and fun.

Strategic Giving Methods

We also asked respondents about particular types of investment and business strategies that are often aligned with giving strategies for some high-net-worth donors.

No. 6

How Are
Women
Giving

Impact Investing

When asked about impact investing, nearly one-third of respondents reported including it into their financial strategy (32%), while the remaining two-thirds said this was not part of their financial strategy (34%) or did not know what this was (33%). In considering the amount of risk they were willing to tolerate, most respondents that used impact investing (55%) were willing to take about the same amount of risk with impact-related investments as with other investments in their portfolio. Just over a third (35%) were willing to take more risk and 10% were willing to take less risk. Generally, respondents who use impact investing manage this alongside other charitable giving (64%).

Giving and Generosity Through One's Business Model

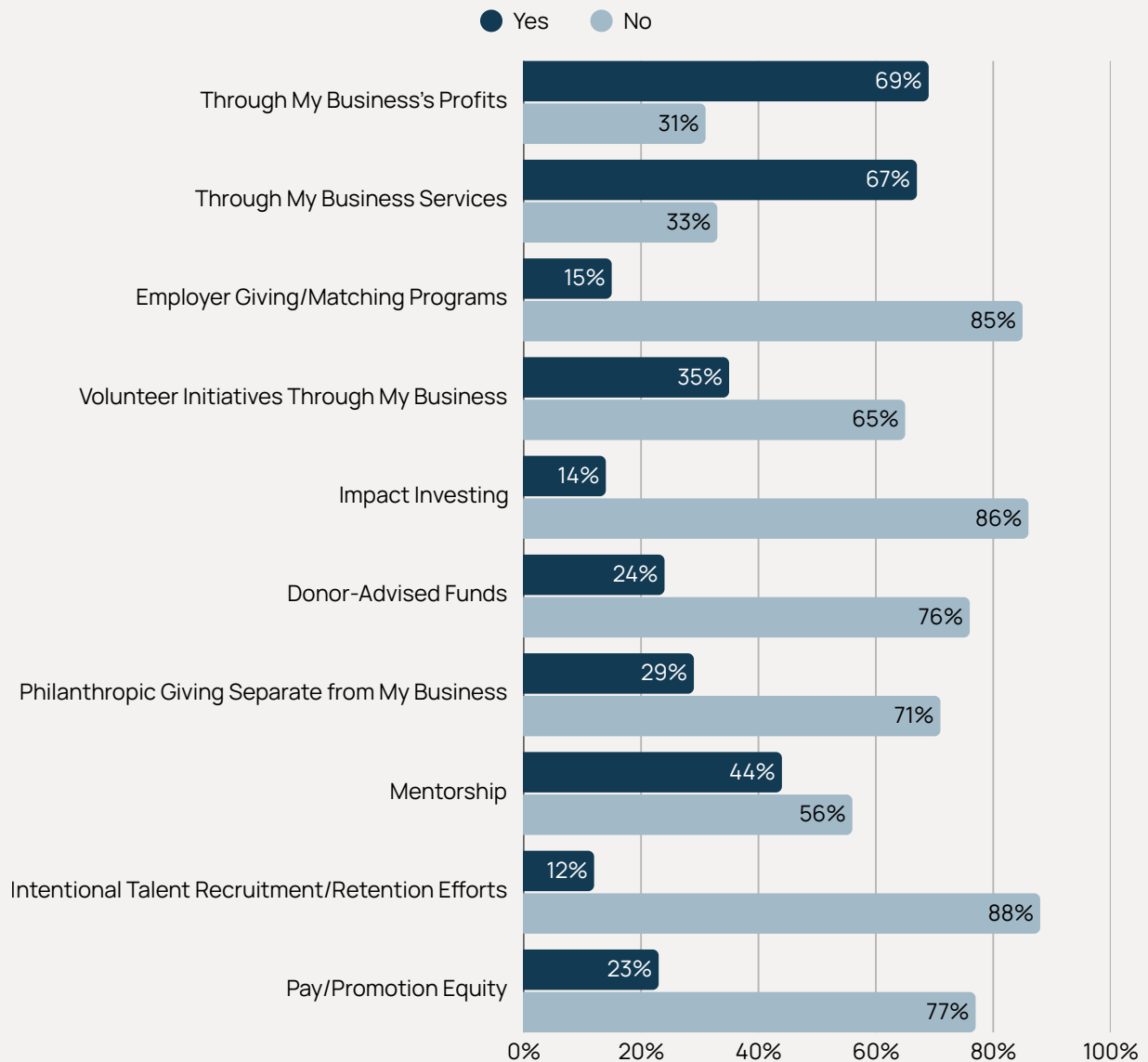
Twenty-eight percent of respondents are business owners with 18% of respondents reporting owning an entire business and 10% reporting owning part of a business. Eighty percent of business owners reported considering generosity as part of their business model, and the most popular ways they saw that they were incorporating generosity were through their business's profits (69%) and services (67%).



No. 6

How Are Women Giving

How Business-Owning Respondents Incorporate Generosity in their Business Model:



No. 6

How Are
Women
Giving*Collaborative and Social Giving*

A Reflection from Women Doing Well

Women Want Giving to Be Collaborative and Joyful

Women said that one of their most common barriers to greater giving had to do with confidence that their funds would be used well. They also struggle with feeling overwhelmed by the number of people asking for money.

In other words, they need help knowing which institutions to trust and empower. The somewhat unexpected solution, we discovered, was collaborative and social giving.

Women want to experience joy in giving. And making generosity fun through social, participatory giving also happens to help them overcome some of their most significant barriers to greater generosity.

A referral from a friend imparts tremendous credibility to someone who's asking for money, or who you're considering giving money to. Giving circles, community fundraisers and websites like GoFundMe draw from this community-based bank of trust to help donors vet who's likely to be a good candidate for their help.

Two-thirds (65%) of the women interviewed said they had used a website like GoFundMe to raise money for someone they knew. Nearly three-quarters said they had participated in peer-to-peer fundraising events like galas, concerts, walks or runs. And among those who had participated, the resulting preference was striking: 72% said they preferred these events over other forms of fundraising.

Women want giving to be collaborative, social and edifying. They also want to trust the organizations to which they are giving. Leaning on community trust is

No. 6

How Are
Women
Giving

likely to help them make that decision. This kind of collaborative giving also connects women to each other, and to the people they hope to serve. This mode of generosity is deeply biblical, as well as deeply human. God calls us to be His hands and feet. Where are we more His hands and feet than when we personally work to serve those in need?

As such, relying on social or community giving is an important tool for churches, advisors and institutions who hope to come alongside women as they give.

One particularly useful tool for organizations is the giving circle. While only 26% of women surveyed reported that they had participated in one, 68% of those women reported that it was their preferred method of giving. **It's the fastest-growing form of collective philanthropy.** [5]

Women are also overrepresented among giving circle leadership: 84% of giving circles are led by women. [6] And giving circles themselves are more than social events. They connect people, help them inspire and form each other, and connect members more closely to their communities. All of these forms of connection and mutual formation are critical to developing confident, purposeful, well-supported givers.

A giving circle can be any size, and members can contribute any amount. Giving decisions are democratic, which means that smaller-scale donors can enjoy an equal place at the table alongside larger-scale donors. The giving pool also dramatically amplifies the giving power of participants, and helps connect members over shared, often community-oriented, goals.

One side effect of this structure is that members of the giving circle aren't just donors; they can become mentors, or receive mentorship. Giving circles meet a deep need for belonging, shared purpose and collaboration. Women thrive in these environments.

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How Are
Women
Giving

While giving circles are incredibly flexible as a philanthropic tool, they work best when they align similarly minded people.

When developing a giving circle, give some thought to the mission. Do you hope to activate women in your area on behalf of people facing homelessness? Do you hope to empower young entrepreneurs, or feed and clothe children in need? Is your mission location-specific, meaning it encompasses a broad range of possible concrete needs, but is limited to a specific community?

You'd do well to give thought to the community-building component of your giving circle, as well.

Since a sense of belonging is an important benefit of this form of participatory philanthropy, there is usually some way in which members convene intentionally. Is it over a dinner? Is it through hosted events? Is it online? Figure out what works best for your community, and implement it, but don't be afraid to pivot as the community develops.

Lastly, make sure to intentionally engage the members of your giving circle and encourage them to go out into the community to identify needs they can meet. Keep it fun. Keep it focused. Get the members involved, and they will reap the benefits just as much as the community does.

In short, giving circles help improve givers' trust of local institutions and knowledge of local needs, while also making giving collaborative, social and fun. They're an indispensable tool for anyone hoping to build a strong community of Christian women in philanthropy.

Key Findings

7

Key Finding No. 7

What's Driving Her Generosity: Faith, Values, Relationships, and Strategy



No. 7

What's
Driving Her
Generosity

To inform their giving, these Christian women are relying most on spiritual factors, including their values (98%), their faith (95%), their sense of gratitude (93%), and the Bible (92%). Relationship-based factors were also an influential second set of factors informing giving.

When asked about their giving strategy, women donors prioritized alignment with faith, passion, and strategy as key. Overall, they are planned and strategic givers. Notably, these women generally preferred to give larger amounts of money to fewer organizations (70%) and tended to support specific organizations over specific causes (76%).

What Informs Women's Giving

To inform their giving, women are relying mostly on spiritual factors, including their values (98%), their faith (95%), their sense of gratitude (93%), and the Bible (92%). The focus on spiritual factors was consistent with the earlier 2012 study; a conviction that “God owns it all,” Biblical teachings on stewardship, and personal spiritual disciplines (Bible study, prayer) were the leading responses.

Beyond these core convictions, relationship-based factors were also influential for informing giving, though they fell below the highest spiritual factors: 79% rated their family as being “important” or “very important” in informing giving, their church at 76%, as well as wanting to be a role model for others (66%) and their community (55%). There seemed to be a focus on the depth or embodied nature of relationships, however, because social media was the lowest rated factor for informing giving. Only 5% of women rated this as “important” or “very important,” with 54% responding that social media was “not at all” an important factor.

No. 7

What's
Driving Her
Generosity

Factors Informing Women's Giving

	Not At All Important	Slightly Important	Somewhat Important	Important	Very Important
My Values	0%	0%	1%	10%	88%
My Faith	1%	1%	3%	9%	86%
The Bible	2%	2%	5%	14%	78%
Gratitude - Sharing Blessings Received	0%	1%	5%	22%	71%
My Family	3%	6%	12%	26%	53%
My Church	2%	5%	16%	31%	45%
Wanting To Be A Role Model for Others	7%	10%	17%	27%	39%
Leaving A Legacy	15%	10%	17%	20%	37%
My Community	7%	10%	28%	33%	22%
My Family Foundation or Trust	41%	7%	14%	18%	19%
My Friends	14%	20%	26%	24%	16%
A Giving Circle	46%	13%	20%	13%	8%
My Financial Advisor	32%	21%	23%	17%	7%
Social Media	54%	26%	15%	4%	1%

Giving Strategy

When asked about their giving strategy, women donors prioritized alignment with faith, passion, and strategy as key. Sixty-eight percent of respondents reported prioritizing giving to organizations that share their faith perspective (68%) and

No. 7

What's
Driving Her
Generosity

being careful to only give to organizations that align with their giving strategy/their passions (56%).

Also, notably, these women generally preferred to give larger amounts of money to fewer organizations (70%) and tended to support specific organizations over specific causes (76%). Overall, they are planned and strategic givers. Only 31% of respondents reported giving spontaneously, and only 25% regularly responded to requests for immediate needs, such as natural disasters. The approach these women take is counter to overall American donors who are much more likely to take a spontaneous, impulsive, and nonroutine approach. According to Herzog and Price's *American Generosity*, the larger percentage of Americans are impulsive givers (42%).^[7]

Respondents' Giving Strategy

	Yes	No
I prioritize giving to organizations that share my faith perspective.	68%	32%
I am careful to only give to organizations that align with my giving strategy/my passions.	56%	44%
I prefer to support existing organizations with a track record rather than new organizations.	45%	55%
I expect updates from organizations where I give my money.	34%	66%
I tend to give spontaneously rather than planning my giving.	31%	69%
I prefer to give small amounts to a variety of organizations rather than larger sums to just a few organizations.	30%	70%
I regularly respond to requests to meet immediate needs (such as a natural disaster or another unexpected crisis).	25%	75%
I conduct a lot of research on organizations before choosing where to give my money.	24%	76%
I prefer to give to specific causes rather than specific organizations.	16%	84%
My family office/foundation has criteria that shapes my giving strategy.	5%	95%
I prefer to give to organizations that share my cultural or ethnic identity.	4%	96%

No. 7

What's
Driving Her
Generosity*Faith and Finances*

A Reflection from Women Doing Well

We were struck by such a close correlation between confidence and generosity in Christian women. It has many implications, of course, but to understand where that confidence comes from and how it can be cultivated, we need to understand its relationship to generous women's faith.

Faith, as a personal experience and a set of values, was almost universal as a powerful motivator for generosity. Almost all, 98%, of women rated their values as important or very important factors when making giving decisions. The same was true of faith for 95% of respondents, of gratitude for 93%, and of the Bible for 92%.

This corresponds loosely with what we found in our 2012 study, where the most influential factors were a conviction that God owns it all, personal spiritual disciplines, and biblical teachings on stewardship.

This would seem to suggest that introducing women to values-aligned causes, or simply providing biblical financial education, would be enough to unlock truly radical, intergenerational generosity.

But it goes deeper than that. The most confident, generous givers also tended to engage with small groups more often and to spend time in Scripture more frequently. Their faith is profoundly relational, grounded in habits of life, connected to specific communities, and deeply rooted in God's wisdom and plans for their life.

Even more telling: faith determined how generous women were just as much as wealth did. As women spend more time with faithful peers and more time in the

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What's
Driving Her
Generosity

Word, they come to give more. Two of the three most important barriers to giving were not financial.

In other words, investing in the faith and spiritual formation of women is one of the most direct and effective actions we can take to produce high-impact, long-term generosity.

And generosity isn't just a practice for the select few giving from abundance. It is a practice that grows as women come to understand their resources as given to them by God, entrusted to them for stewardship. These resources extend beyond financial gifts. Women can and do give of their time and talents. These gifts are every bit as precious, because generosity is a way of life, not a habit of writing checks.

Of course, learning to be generous in this holistic sense is almost impossible in a vacuum. Faith-aligned financial advisors can be a great source of wisdom. While 70% of women in this study do have an advisor (and most say they align on values), single and younger women are much less likely to have such a relationship in place. This represents a real opportunity for advisors to come alongside younger and unmarried women to help them steward their finances well - they would welcome the collaboration!

The church and one's peers also play a critical role in this growth.

Women told us that seeing others give well and often was an important part of growing their own generosity. **More than three-quarters of respondents told us they were inspired by the stories of others who gave.**

That means that cultivating confident, high-impact givers among the women in your community requires effective generosity storytelling, strong faith formation and effective generosity-based community-building.

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What's
Driving Her
Generosity

It isn't just about values, or church teaching. It isn't just about numbers. For Christian women, it's about people. It's about God's call on their own lives. And if we want to capture what is best in people, we need stories, we need authentic witness to faith, and we need community.

For churches in particular, the discipleship opportunities abound. Cultivating generosity-based communities where women can convene over shared work, inspire each other and encourage one another is a very high-impact tool. Help connect the most generous women in your church, and they will connect to the need around them.

There is also tremendous opportunity for churches to intentionally invite women to the table when it comes to charitable decision-making and local needs. Involve women in the serious conversations. Ask them to help problem-solve when needs arise.

For advisors and other institutions walking alongside women of faith, this means taking faith seriously. Listen closely when they describe their values. Ask them what their faith means to them, and how they feel God has called them to steward their resources.

An opportunity for anyone, inside or outside the church, is to tell more stories of women giving well. Don't be embarrassed to talk about money making an impact. Don't shy away from sharing why you give, or why someone you know has given.

Start the conversation, or invite women into the conversations already being had. Tell the stories of the powerful women givers you know. Be part of the change we need.

Key Findings

8

Key Finding No. 8

What's Holding Her Back: Barriers to Giving



No. 8

What's
Holding Her
Back

Almost all donors were well versed in how to give, but for those that did not give in the past year or among those that worried about their ability to give what they would like, most often they voiced questions of institutional trust and uncertain financial futures.

Around a third of donors reported feeling uncertain about how their money would be used by organizations or simply overwhelmed by the number of organizations asking for money.

Among younger donors and those with lower incomes, uncertainty about their financial future or capacity to give was most often the largest barrier to increased giving.

Barrier to Generosity – *What's Holding Her Back*

Among the tiny fraction that reported not giving in the past year (3%), these respondents pointed to both personal preferences and financial circumstances. Among those respondents, the top three reasons for not giving were: 1) prefer to give directly to people rather than organization (39%), 2) have given in the past and plan to in the future, but just not this year (33%), and 3) giving would have been a financial hardship for their family (33%).

The majority of women who gave in the past year were also not immune to barriers to generosity. These barriers were both personal and organizational. About a third of women said that worrying about their financial future was a challenge to their giving (32%), while another third reported feeling uncertain about how their money would be used (33%), as well as feeling overwhelmed by all of the organizations asking for money (32%).

While finances were a clear cause for concern for some women, debt specifically was reported as a barrier to giving less often when compared to the previous

No. 8

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Back

survey. In 2025, 22% of respondents said debt was a barrier to giving (compared to 28% in 2012, the most often named barrier at the time). However, debt was a larger concern overall for women in 2025 with lower incomes compared to those with higher household incomes: respondents with household income of less than \$100,000 said that debt was a barrier to giving (32%), which was the highest level compared to other income categories (29% with a household income of \$100,000-\$199,000, 19% with a household income of \$200,000-\$499,999, and 8% with a household income of \$500,000+). Looking at the giving profiles, 38% of Low giving/Low income givers said debt was a barrier, compared to 22% of High giving/Low income, 22% of Low giving/High income, and 9% of High giving/High income givers. This suggests that debt combined with a lower household income may be the reasons why some women are not giving a higher portion of their household income.

In addition, concerns about money appeared also to be a bigger barrier for younger givers. Respondents 45 and under said that worrying about their financial future was a barrier to giving now (45%) more often than respondents who are over 45 years old (28%).

Notably, though, the respondents were generally well-versed in how to give, with only 3% reporting that not knowing how to give to organizations was a barrier to their giving.

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What's
Holding Her
Back

Respondent Agreement with Giving Challenges

Giving Challenge	% Respondents Agreeing
Feeling uncertain about how my money is going to be used	33%
Worrying that giving now will take away money my family might need later	32%
Feeling overwhelmed by the organizations and causes asking for money	32%
Not having enough money to meet the needs of me/my family	29%
Financial debt	22%
Having higher priorities for my money right now than giving	22%
Not having a purpose or strategy for my giving	19%
Not knowing what organizations to give to	16%
Lack of budgeting/financial planning makes it hard to find money to give	10%
Not knowing how to give to organizations	3%
None of the above	20%

Key Findings

9

Key Finding No. 9

What Breaks Through: Personal Experience and Proximity to Need and Generosity Conversations



No. 9

What Breaks
Through to
Encourage
Generosity**Proximity to need and generous activity was vital.**

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

In addition to personal experience and proximity to need and nonprofits themselves, exposure to teaching and in-depth conversations on faith, finances, and generosity also proved most helpful. Respondents named teachings on stewardship/generosity through the church (34%), conversations with a faith leader (24%), and financial advisors (24%) as key resources.

Most Helpful Resources for Developing Women’s Giving

What resources would be most helpful in developing your giving? Respondents could select all options that apply.	% Respondents saying “yes”
Being personally exposed to needs	43%
Being involved with nonprofit organizations	43%
Teachings on stewardship/generosity through church	34%
Conversations about giving at my church/with a faith leader	24%
A financial advisor	24%
A giving community/circle	21%
Research about giving practices	20%
Books about giving practices	15%

No. 9

What Breaks
Through to
Encourage
Generosity

Barriers To Giving

A Reflection from Women Doing Well

What's Holding Her Back: Barriers, Trust and Expectations

Most of us expect that the biggest barrier to generosity is a straightforward lack of funds.

As it turns out, that isn't really true. In fact, fewer women reported debt as a factor limiting their giving in our recent survey than they did fourteen years ago. Only one-third of respondents told us their finances were a limiting factor, though they did still give.

Instead, struggles to trust that recipients would be good stewards of their gift as well as overwhelm at the number of asks were two of the top three most commonly cited barriers to greater giving.

But we already know that women are confident, purposeful givers. This overwhelm and lack of confidence isn't the result of muddled intentions or even a lack of experience.

These self-reported barriers, together with our respondents' reported giving motivations, suggest that women need meaningful, firsthand experience with giving and with the organizations to whom they give.

They are telling us they're overwhelmed and struggling to know their donated funds will be used wisely. If they are called to be good stewards, the thinking goes, surely they ought to make sure the people receiving their funds are good stewards as well.

No. 9

What Breaks
Through to
Encourage
Generosity

They're also telling us their top motives for making specific giving decisions are firsthand exposure to need and being directly involved with nonprofit organizations.

So get them involved.

Churches and nonprofit organizations hoping to bring women alongside don't need to send more information, more follow-up emails or longer proposals. They don't need to spend more time or money streamlining their website. After all, only 3% of respondents told us that not knowing how to donate was a barrier to giving.

These churches and nonprofits need to show women givers what it is they do, show them the people they help, and invite women directly into the work. Make it compelling to give. Prove that you are an effective and worthy cause worth supporting, and givers will find a way to do so.

This has the added benefit of drawing would-be donors into the work of your church, nonprofit or organization. It draws them into your mission in real, tangible ways more than any one-pager ever could.

There is no greater inspiration than witnessing firsthand the good other people are doing in the world, and feeling called to share in that work.

What's more, inviting women into the work of your nonprofit or church effort helps draw upon their desire to make their giving and philanthropy a social and collaborative experience.

They won't just connect with and begin to trust your organization or mission; they'll connect with other women like them, and with the people you serve. Building community through shared work is a transformative and sustainable approach to donor development.

No. 9

What Breaks Through to Encourage Generosity

If you have board members, leadership or other members who are present in community giving circles, invite prospective donors into those circles.

Invest in these women as people, as philanthropists, and as colleagues in the work of making our shared world better, because that is precisely what they are, and are asking to become.

Key Findings

10

Key Finding No. 10

The Role of Financial Advisors and Nonprofits in
Christian Women's Giving



No. 10

Financial
Advisors and
Christian
Women's
Giving**Working with an advisor and transparency from nonprofits can facilitate women's giving.**

Seventy percent of respondents reported having a financial advisor. An additional 11% of respondents did not have a financial advisor but were planning to hire one, which may represent an opportunity to engage with women both financially and with their giving goals.

Compared to women without financial advisors, women with advisors more often reported feeling knowledgeable about giving options, confident in their giving purpose/passion, confident in their current giving decisions, and having well-developed plans for future giving. This data shows correlation, not causation. Confident, knowledgeable givers may be more likely to seek out advisors, advisors may help cultivate that confidence, or both may be true. **Demographically, the women least likely to have a financial advisor were unmarried, under 45, or at lower income levels.**

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. Shared faith and values were often an important part of the work with their advisor: 82% of respondents reported their financial advisor was aligned with their values and 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.

Long-term planning and giving were also often part of the financial advisor relationship. A financial finish line seeks to set a goal and self-imposed cap in spending, net worth, or lifestyle in order to rightly order or increase giving or other generosity goals. Sixty-six percent of respondents have discussed their financial finish line with their advisor, with another 13% reporting that they would like to. Twenty-seven percent of women with a financial advisor report giving through

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Financial
Advisors and
Christian
Women's
Giving

their advisor while 52% reported their advisor was a somewhat important, important, or very important factor in informing their giving.

Expectations of Nonprofits

How women felt about nonprofits also offers insights into how nonprofits might better serve their women donors. As noted earlier, 32% of respondents reported feeling overwhelmed by organizations asking for money and 33% reported feeling uncertain about how the money will be used. In addition, 21% of respondents reported that a barrier for their giving was a lack of institutional transparency. Yet 76% of respondents said they do not conduct a lot of research on organizations before choosing where to give and less than half (45%) of respondents said they prefer to support existing organizations vs. new organizations. Recalling that 98% said their values were important or very important for informing their giving, this suggests that existing organizations might best focus on building relationships with their women donors and connecting to their values. Our study shows that more data or more asks may not generate more giving. Instead, building trust through transparency and articulating how the organization's mission and practices fits in with a woman's giving strategy might increase donations.

How Women Donors Preferred to be Asked for a Gift

Women overwhelmingly preferred being asked for a gift through a personal connection (77%). The next most preferred means of asking included a face-to-face request (46%), email (43%), and a website (35%). Notably, the personal requests – from a peer or known organizational advocate, rather than a professional nonprofit executive, fundraiser, lawyer or financial advisor – were the ways women most preferred to be asked to give. Also, nearly all of the respondents did not want to be asked for a gift through the phone – only 6% of women reported that they preferred to be asked this way.

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Financial
Advisors and
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How Women Prefer to be Asked to Give

Prefer to be Asked Through...	% Respondents saying "yes"
Personal connection	77%
Face-to-face request	46%
Email	43%
Website	35%
Mail	28%
Social media	14%
Giving circle	14%
Phone	6%
Financial advisor	5%
Lawyer	< 1%
Other	6%

Key Findings

11

Key Finding No. 11

The Future of Women, Wealth, and Generosity:
Confident and Well-Equipped



No. 11

The Future
of Women,
Wealth &
Generosity

Expectations Around Future Giving

Women generally reported wanting to increase their giving over time. Most women (62%) plan to give more than they currently do in the next five years, 28% plan to give about the same, 7% of women report their life is so uncertain right now that it's hard to predict, and 4% plan to give somewhat or a lot less.

Looking at comparisons by demographics, women 45 and under reported more often that they were planning to give somewhat or a lot more in the future (77%) compared to women over 45 (56%), which may be connected to anticipated future increases in earnings. Unmarried women less often reported planning to give more in the future (57%) compared to married women (63%). Unmarried women also more often reported feeling their life was too uncertain to predict their future giving (12%) compared to married women (5%).

Women in the lowest household income bracket (under \$100,000) reported less often that they were planning to give more in the future (56%) compared to higher income brackets (63% with \$100-199, 67% with \$200-499, and 63% with \$500K+); these women also more often reported facing uncertainty about future giving (11.7% compared to 7%, 3%, and 3%, respectively).

Women Who Did Not Give in the Past Year

About 3% of respondents reported not giving to charitable organizations in the past year. Of those few respondents, 41% planned to give in the future, 50% were unsure about their future giving, and 9% did not plan to give in the future. For those considering giving in the future, two thirds (67%) would like to give to their local congregation, 62% to another religious organization/nonprofit, and 46% to a non-religious organization/cause.

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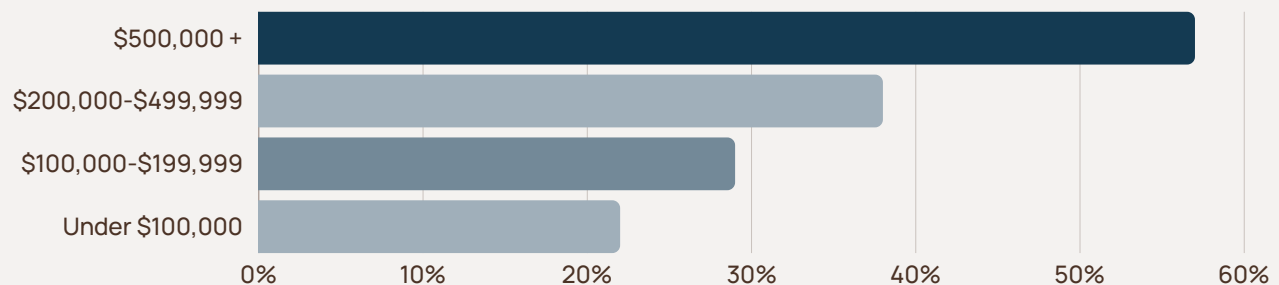
The Future
of Women,
Wealth &
Generosity

Particular Plans for Future Giving

Over half of respondents felt that they had well-developed giving plans for the future, but these plans might not extend beyond their lifetimes. Fifty-eight percent of women reported somewhat or strongly agreeing that they have well-developed plans for giving in the future, yet 65% of women did not have plans for charitable giving after their death. Of these women who did not have plans, however, 23% reported wanting to do so and 8% said they were in the process, which suggests there may be an opportunity to engage with women on this topic when discussing their overall giving strategy.

Looking at demographic comparisons, women more often planned for charitable giving after their deaths as they grew older: 18% of women 45 and under reported plans for giving after their deaths, compared to 41% of women over 45. There was little difference between married and unmarried women on this dimension: among unmarried women, 34% had plans for charitable giving after their deaths, compared to 35% of married women. As annual household income increased, however, respondents more often reported having plans for giving after their deaths - under \$100,000 - 22%, \$100,000-\$199,000 - 28%, \$200,000-\$499,000 - 37%, \$500,000+ - 56%.

Respondent Has Plans for Charitable Giving After Death by Household Income Level



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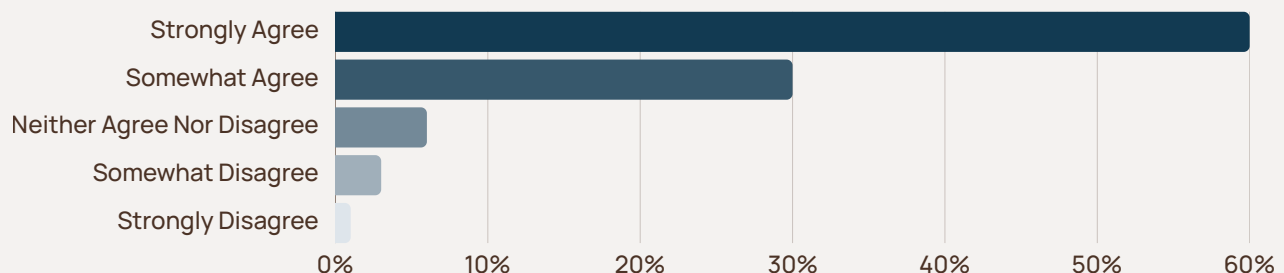
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Generosity

Looking at the donor profiles, 21% of low giving/low-income givers said they plan to give from their estate after their death compared to 30% of high giving/low-income givers. Among higher income donors, 27% of Low giving/High income givers, and 59% of High giving/High income givers had made plans to give after their death. Looking at our four donor types, it appears that greater income leads donors to plan for charitable giving after their death, but greater giving is a factor as well.

Women in this study overwhelmingly reported that they feel confident in their giving purpose and feel well-equipped to give. Ninety percent 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. In addition, 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.

Looking at how this confidence and purpose is connected to giving behaviors, feeling confident in one's giving purpose is strongly correlated with increased amount of financial giving (controlling for income) while feeling confident in their giving purpose was also associated with a higher percentage of income given. In addition, confidence in giving purpose is also strongly correlated with confidence in current giving decisions.

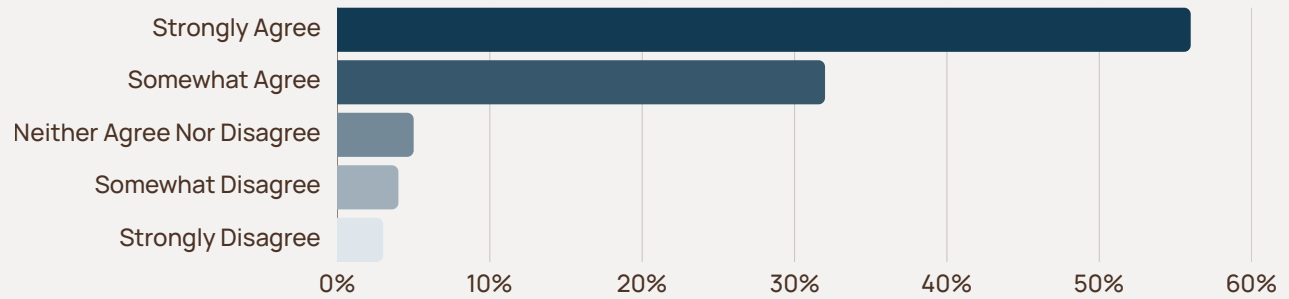
I Feel Confident In My Giving Purpose/Passion



No. 11

The Future
of Women,
Wealth &
Generosity

I Feel Well-Equipped To Give



Conclusion

From
Julie Wilson

Conclusion

Julie Wilson

President: Women Doing Well



We are stewarding a critical moment as women assume greater responsibility for the nation's wealth. In the coming years, women will encounter greater opportunities as philanthropists and as leaders of their family's legacy.

Financial advisors and nonprofits have the opportunity to help women plan and activate their philanthropic legacy. This includes not only legacy gift planning, but providing opportunities for women's children and grandchildren to be brought in to experience the passion of their family's matriarch in order to carry on their vision after them.

God has a clear call on women's lives. I'm grateful this research, made possible by the work of so many people beyond myself, including our team, our board, our collaboration partner Blue Trust and our many research partners, outlines just how much Christian women are listening for His call, and how they hope to respond.

But this data captures something else. It captures gaps in the ways we engage women, gaps in the ways we educate and uplift them.

It also captures their profound heart for generosity, and the ways we can close those gaps.

Women Doing Well's core conviction is that when women grow in confidence around faith, wealth and generosity, the impact isn't just personal. It's generational.

Conclusion

From
Julie Wilson

These conversations about women's financial flourishing and generosity today aren't just about us, or about them. They are about the men, women, children and charitable efforts to come.

This is our chance to come alongside a generation of powerful, faithful, collaborative and community-oriented leaders in philanthropy who can shape the future of generosity.

Let's take it, together.

Sources & Citations

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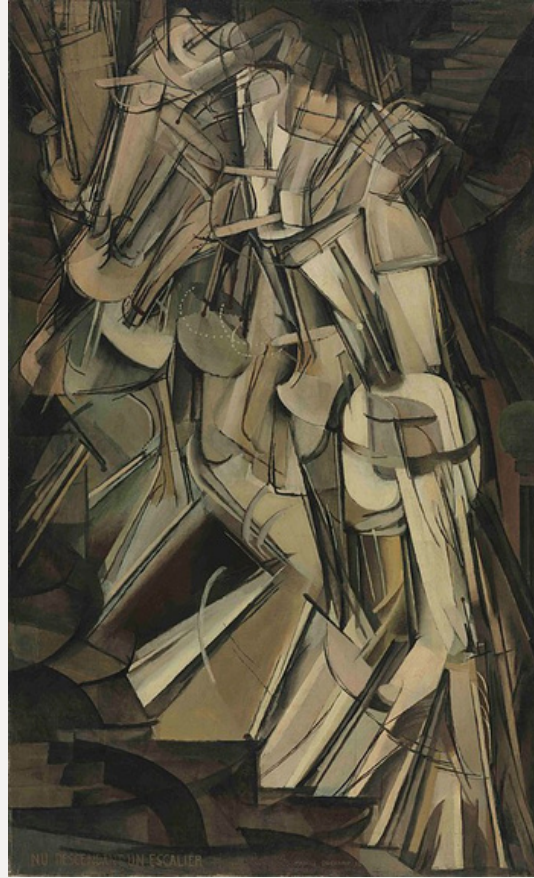
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on Faith & Giving

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FINDINGS RELEASE



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.