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## **For Immediate Release**

Atlanta, Georgia

### **She's Generous!**

Why do Christian Women give 300% more than the average American?

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Women Doing Well announces the findings from the first survey taken of Christian Women and their motivations and barriers in giving time and money. This is the largest survey in philanthropy with over 7,300 women enthusiastically sharing their opinions about why they give and why they don't.

Women own it, marry it, inherit it, earn it, save it and spend it. As much as 90 cents on every dollar will pass thru the hands of women! She inherits the family wealth: *An estimated 70% of \$41 Trillion wealth transfer will go to daughters.* She receives the marital assets: *The average age of a widow is 57.* And she's growing in personal earning capacity: *70% of women work outside the home, one in eleven working age women is an entrepreneur and the majority of degrees are earned by women.* Women are increasingly becoming the richer gender. As they grow in wealth, will they grow in generosity? Will this herald a new era in charitable giving?

#### Key Findings:

- 1) Christian women are generous – more than 300% more financially generous than the average American (who give 2.5%) and 400% more generous with their time than the average American.
- 2) More women are directing household financial giving – 92% make the decision to give (39% as sole decision maker and 53% jointly with spouse) within their household.
- 3) There is a strong correlation between knowing one's life purpose and giving. Those with a strong sense of personal calling and purpose gave 13.7% of income to charity versus those that were not sure of their calling (gave 5% less).
- 4) What's the #1 driver for their generosity? Personal spiritual disciplines. As women grow in Biblical knowledge, their giving grows in lock step. Those that rated themselves as high on biblical knowledge gave an average 13.6% of income to charity.

Surprising Finding: Only about 1 in 3 (37%) women indicated that their church was very helpful in growing their financial generosity. The traditional resources available have not reached most women.

Women Doing Well exists to inspire a movement of women living and giving generously. As women learn and grow together using principles of strategic giving aligning with their personal calling, tremendous economic, intellectual and spiritual strength will be released for good through the family, to the community and extending outwards into the world.

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