

Decisions, decisions

When Women Give, Who Benefits?

To appreciate the importance of women in philanthropy you need only understand two facts:

Women live longer than men, and women create their own wealth.

In the 55-year period from 1998 through 2052, \$41 trillion of household wealth will be transferred, according to the Center on Wealth and Philanthropy at Boston College.

That's a lot of rich widows. And it's only half the story because, as Annie Lennox famously sang, sisters are doin' it for themselves – women are creating their own wealth these days. Consider:

According to the IRS, in 2001, 46.3% of the nation's top wealth holders were women. They had a combined net worth of about \$6.3 trillion.

In 2006, the Center for Women's Business Research estimated that there are about 10.4 million privately held, 50%-or-more women-owned firms in the United States, accounting for two in five of all businesses in the country.

So as these two powerful currents converge – women inheriting wealth and women creating their own – the implications for philanthropy are profound. Problem is, nobody knows much about how this rising tide of dollars is affecting giving and causes. It's something they're trying to get their hands around at the Women's Philanthropy Institute, a program of the Center on Philanthropy at Indiana University.

"When they think of philanthropy, people think about Rockefeller, Carnegie, Gates or Warren Buffet," points out Andrea Pactor, program manager, philanthropic services at the center. "And then they think about Oprah. She's the wealthiest woman in the entertainment world. J. K. Rowling, author of the Harry Potter books, is the second wealthiest. There are more women rising to that mega-giving level, but they're not necessarily getting the attention we think women should have in this arena."

Pactor says women need to learn that they can really have an impact by being involved as philanthropists. And that, pretty much, is the Institute's mission. It works with nonprofit organizations, United Ways, colleges and universities, giving circles, professional associations, foundations, and national organizations



Andrea Pactor, program manager at Women's Philanthropy Institute at IU Center on Philanthropy

with local affiliates, as well as other groups committed to encouraging and expanding women's philanthropic initiatives.

According to Pactor, "The first thoughtful, reflective, analytical survey to take a look at not only the motivations for but the impact of involvement in women's philanthropy is only happening right now and we won't have the results for another year. This is big stuff

for us because to date most of the information we have is anecdotal."

"Women's philanthropy," Pactor points out, "has been going on in Indiana and around the country for hundreds of years. It didn't need an institute to motivate it. We're trying to explain it and share the accomplishments and achievements, and by doing so encourage more women to be engaged."

The Institute's Web site ([\[thropy.iupui.edu/PhilanthropicServices/WPI/#\]\(http://thropy.iupui.edu/PhilanthropicServices/WPI/#\)\) is square one for many organizations seeking help in starting a women's initiative," she says. "We get e-mail requests or calls – particularly from community foundations – all around the state asking for data, for guidelines, for suggestions. How do they get a women's initiative going in their own community?"](http://www.philan-</p>
</div>
<div data-bbox=)

Another way the institute is helping



IBJ File Photo

Kelli Norwalk and Donna Oklak of Impact 100

facilitate women's giving is by partnering with the Center on Philanthropy's Fund Raising School to develop and present a two-day course on women's philanthropy that will be available in 2008. "Our goal is to help fundraisers understand how they can work most successfully with this particular demographic," Pactor says. "We know there are more women than men in this country."

One of the things you'll find on the Institute's Web site is a series of models for ways women are actively involved in raising and allocating money to meet community needs. Two major models are organizations that may have male members funding women's programs only, and women-only organizations funding all types of programs, regardless of the gender of the programs' beneficiaries. In Indianapolis these are represented by the Women's Foundation and Impact 100 Greater Indianapolis, respectively.

Impact 100 (www.impact100indy.org) is the new kid on the block. It was founded in 2005 by Donna Oklak, its current president, and Kelli Norwalk, a local businesswoman. The organization is a women's giving circle. The concept is to organize at least 100 women, each of whom contributes \$1,000, which is pooled together to create a large high-impact grant (minimum \$100,000) for a community nonprofit. The Indianapolis Impact 100 is the fourth in the country. The first was created in Cincinnati and there are programs in Pensacola and Austin. These three programs gave more than \$1 million in high-impact grants in three years.

Norwalk read about Pensacola's program while on a visit there. Intrigued, she contacted them to learn more and brought the idea to Indianapolis where the Central Indiana Community Foundation put her in touch with Oklak, who had experience with giving circles and was interested in starting one as well.

The appeal of Impact 100 is its simplicity and the flexibility for involvement it gives donors. Members contribute their \$1,000 and each has an equal vote on who gets the grants. Operating costs are covered by "Friends of Impact 100" (donations of less than \$1,000, corporate donations or matching gifts) so that 100% of members' donations goes to the grants. Impact 100 focuses on five areas: arts and culture, education, environment, family, and health and wellness. Committees of members research grant applications and make presentations to the full membership. At the annual meeting in June each member casts her vote for which nonprofit to support.

Impact 100 made its first grant in June 2006 to the Wishard Memorial Foundation to fund the Pecar Health Center Pharmacy. This year they made two grants of \$102,500 each to Indy Reads for its volunteer tutor training program expansion and to the John P. Craine House/Fairbanks Collabora-

tion's next generation at risk program.

According to Impact 100 President Donna Oklak, the organization currently has 205 members and is growing. She says giving circles fill a need for women to learn about their community. "Women want to be engaged in more than just writing a check. They want to know where their money is going. A giving circle offers them that opportunity. Another good thing about a giving circle, and an important part of this whole movement, is that you can just write your check for \$1,000 and let the committees do their work and in the end support one of the initiatives that floats to the top. You don't have to be engaged in a lengthy process. You don't have to do volunteer work if it doesn't work for your schedule."

Norwalk agrees, "I had been a small business owner for 21 years. I was busy managing my small business. One of the things that appealed to me when I heard about Impact 100 was that it's something I could have done with that busy schedule, because you don't have to do anything but pay your money and vote at the end about who the recipients will be."

She says giving circles are attractive to women because, "the organization mirrors who we are as women. We like to collaborate. We like to create. And that's what we get to do. Just like the old sewing circles or women gathering around the kitchen table in their community and deciding who needs help. It's who we are. It's how we like to get things done."

"We collectively decide. We decide," she emphasizes. "We may not get our first choice, but we know from the beginning that whoever gets the most votes gets the grants, and we have a say in where the money goes. It's just awesome, and it's open to anybody."

"Right after we made our first grant last year of \$152,000, it felt to me that night – and I talked to many of our members who felt the same – like we had not given \$1,000 personally, but we felt like each of us had given the community \$152,000, if that makes any sense to you. It was a sense of this enormous gift that we all felt so personally involved in. It's kind of a breakthrough idea. It's an incredible way to become a community stakeholder," Norwalk says.

"Another important component is the ripple effects that occur," adds Oklak. "They're not as tangible, but they're equally important —where board members or members of our organization join other nonprofit boards, where they give to other organizations. The ripple effect is probably one of the most important things about what we're doing."

The Women's Fund of Central Indiana takes a very different approach to women's philanthropy. (Go to www.cicf.org and click on Women's Fund under Major Funds at the bottom

See next page



A Single Vision
with many faces



2007 Community Outreach Campaign Featured Organizations

- January: Suite Dreams Project**
Ph: 317-808-6386
www.suitedreams-in.org
- February: Indiana Hillel – Campus Super Star**
Ph: 812-336-3824
www.indianacss.com
- March: Indy Reads**
Ph: 317-275-4040
www.indyreads.org
- April: The Villages**
Ph: 800-874-6880
www.villageskids.org
- May: Anti-Defamation League**
Ph: 800-255-9492
www.adl.org
- June: Indiana Black Expo**
Ph: 317-925-2702
www.indianablackexpo.com
- July: La Plaza**
Ph: 317-890-3292
www.laplaza-indy.org
- August: Providence Cristo Rey High School**
Ph: 317-860-1000
www.providencecristory.org
- September: HealthNet**
Ph: 317-781-4918
www.indyhealthnet.org
- October: Project Impact Indianapolis**
Ph: 317-254-4855
www.projectimpactindy.org
- November: NAMI Indianapolis**
Ph: 317-925-9399
www.nami.org
- December: Behavior Corp**
Ph: 317-587-0500
www.behaviorcorp.org



BRIGHTPOINT
YOUR SUCCESS IS OUR BUSINESS

www.brightpoint.com

Brightpoint is proud to feature a different not-for-profit each month.
The purpose of the campaign is to heighten awareness
for not-for-profit organizations in Central Indiana.

If you would like to be considered for 2008 please call or e-mail La Veda Howell,
Brightpoint's Director of Global Diversity at 805-4136; laveda.howell@brightpoint.com

CREATIVE WIRELESS DISTRIBUTION • CUSTOMER COMMITMENT • CUSTOMIZED SERVICES

Continued from previous page

of the page.) A special interest fund of the Central Indiana Community Foundation, the Women's Fund is an endowment that awards grants to programs that give opportunities, encouragement, knowledge and hope to women and girls in Indiana. Male-serving nonprofits need not apply.

In its first 10 years (1996-2006), the Women's Fund awarded 125 grants amounting to nearly \$2 million to 70 organizations serving girls and women in Indiana. The endowment currently has \$13 million in assets.

Women's Fund is currently concentrating its resources on three areas: caregiving, domestic violence and insufficient income. This year they invited 12 past grantees that were doing remarkable work in the top three priority areas to work with a consulting firm to study the organizations' long-term sustainability. Based on surveys completed by the boards, staff and key stakeholders of those agencies, the consulting firm identified the organizations' strengths and growth opportunities. The nonprofits used this information to prepare grant requests to Women's Fund to help ensure the long-term sustainability of the critical services they provide.

Because the Women's Fund is an

endowment, it concentrates on raising large sums of money from individuals. Though many donors are women, men are welcome to contribute as well.

"Typically women are attracted to Women's Fund, but we always make sure we have men involved," says President Jennifer Pope Baker. "We've had men on our board. We're for women, but we're not against men. All men have a mother. A lot of them have a wife. Many of them have daughters. So a lot of men have empathy for the work we are doing."

Baker emphasizes that being involved in an organization such as Women's Fund changes donors as well as communities. "We have made a decision in the last couple of years that all the work we're doing around philanthropy is bold and transformative in several ways," she says. "One, we're encouraging women to be bold in their philanthropy and think about their giving in a new way, to transform the way they think of themselves as a donor, to move from someone who writes checks to someone who is a thoughtful, strategic philanthropist. At the same time, the gifts they're making are bold and will transform the organizations that receive funds from us and allow them to provide bold programming for the women and girls they serve so they can have transformative experiences."

"In the past nine years at Women's

Fund I've seen a greater awareness of the power of the purse," Baker observes. "Ninety percent of the women in this country at some point in their lifetime will control 100% of their family's assets. Traditionally, women have been afraid to give away money because they're all pretty sure they're going to grow up to be a bag lady. For most women that's not true.

"By engaging women through the Women's Fund we're seeing people have more 'aha' moments like, 'Yeah, I can do this. I can write one check instead of writing 10 checks for x dollars throughout the year, and eight of them were because my sister wanted me to, my best friend wanted me to, my next door neighbor wanted me to, the person down the hall asked me if I would do this.'

"Now, because of conversations they've had with Women's Fund, they can think about, 'What are the things that are most valuable to me? Where do I want to have the greatest impact? What means the most to me? Instead of writing those 10 smaller checks I'm transforming how I think about that. Maybe I write one big check and save a little bit to do two or three things for the people who are most important to me, even if it's not my cause.' You're really helping women shift that pyramid upside down so the biggest chunk of their giving of their money, of their time, of their ener-

gy, is to the place where it means the most to them."

These two models for women's philanthropy – giving to women-only causes and women giving to any cause – can give rise to dissonance among those willing to give. It need not, according to the Center's Pactor.

"What the Women's Philanthropy Institute does and what all these women's funds and giving circles do is create more awareness and understanding about the role women play in philanthropy," she says. "The great joy for us is that there is this creative tension. It means women have so many choices about how to be engaged in philanthropy that can reflect back on their values and their core beliefs. We see this as a very positive development. When we had a symposium in 2005 on women and philanthropy the evaluations came back and some of the people in the audience – a sellout crowd of more than 300 – were uncomfortable with that tension.

"The reality is it's the donor's choice in today's world. Why should women be segmented to give only to women and girls if their heart is with the environment and water? Some people would argue that in order for us to have a healthy society we all have to have decent air to breathe and clean water to drink. So it becomes a cause for women and girls as well as for all people."•

We Put Your Money Where Their Minds Are

Day Nursery believes that all children, regardless of their family's income, should have access to high-quality early care and education. So, when you invest in Day Nursery, your gifts go directly to preparing more than 1,400 children ages six weeks to six years old in our community for a successful future full of possibilities.

Day Nursery would like to recognize and thank our donors for their generous gifts and in-kind donations of \$1,000 and above between October 12, 2006 and October 12, 2007.

\$100,000+

Clarian Health Partners
Day Nursery Foundation
Duke Energy
General Services Administration of the U.S. Government
The State of Indiana
United Way of Central Indiana

\$50,000+

Diversified Systems, Inc.
Richard M. Fairbanks Foundation
Indianapolis Public Schools
L. Gene and Rosemary Tanner

\$10,000+

Annie E. Casey Foundation, Inc.
Day Nursery Auxiliary
Efroymsen Fund, an affiliate of the Central Indiana Community Foundation
Gannett Foundation
The Indianapolis Foundation, an affiliate of the Central Indiana Community Foundation
Ruth Lilly

Methodist Hospital Task Core
Nicholas H. Noyes, Jr. Memorial Foundation, Inc.
Premier Properties USA, Inc.
Women's Fund of Central Indiana, an affiliate of the Central Indiana Community Foundation
Young Audiences of Indiana

\$5,000+

Anonymous (2)
Ayres Foundation
Hendricks County Community Foundation
Life Scan, a Johnson and Johnson Company

\$1,000+

Anthem, Inc.
Arthur Jordan Foundation
Arts Council of Indianapolis, Indiana Arts Commission and National Endowment for the Arts
Chuck and Lisa Baldwin
Benefit Associates
David and Shirley Bishop
Bob and Julie Burns
Brighton Foundation Trust/Robert and Jean Markley
Berniece Carlino
Ted and Judy Christofolis
CVS Distribution Center

Carolyn M. Dederer
Wanda Y. Fortune
C.P. and Martha Gorman
Susan Hailer
James and Julia Hogan
Indiana Pacers
Indiana Sports Corporation
Indiana Youth Institute
Indy's Child
Kenneth and Krisztina Inskeep
Johnson-Weaver Foundation
JPMorgan Chase Foundation
Junior League of Indianapolis
Roger L. Kessler
Kirr, Marbach & Company, LLP
Andre and Julia Lacy
Lilly Endowment, Inc.
Jon and Suzann Lupton
National City Bank
Dennis and Donna Oklak
Mary J. Proctor Trust Fund
Roche Diagnostics Corporation
Rotary Foundation of Indianapolis, Inc.
Elizabeth Schlueter
Start Smart 4 Children Board
Suzanne Sweeney
Target
John and Ruth Twenty
Wellpoint Associate Giving Campaign
Westminister Neighborhood Ministries



Day Nursery

CHILD CARE CENTERS
REFERRALS • TRAINING

*We've been educating
the youngest children of Indianapolis
for over 100 years.*

Carolyn M. Dederer, Executive Director
Beth Rodriguez, Director of Development
(317) 636-9197, Ext. 240 info@daynursery.org

