

FORGING HER OWN PATH:

Meet the HNWI Woman Philanthropist

An interesting portrait of today's high-net-worth philanthropist is taking shape. She's tech-focused, thoughtful in her approach, and tenacious—despite an uncertain economic environment. Today's female philanthropist isn't merely along for the ride, but expected to be a **key driver as high-net-worth philanthropy increases over the next 20 years.** But who is she? Let's take a look.

BY 2030, WOMEN ARE EXPECTED TO CONTROL **TWO-THIRDS** OF THE NATION'S WEALTH.¹



She Cares About Giving Back

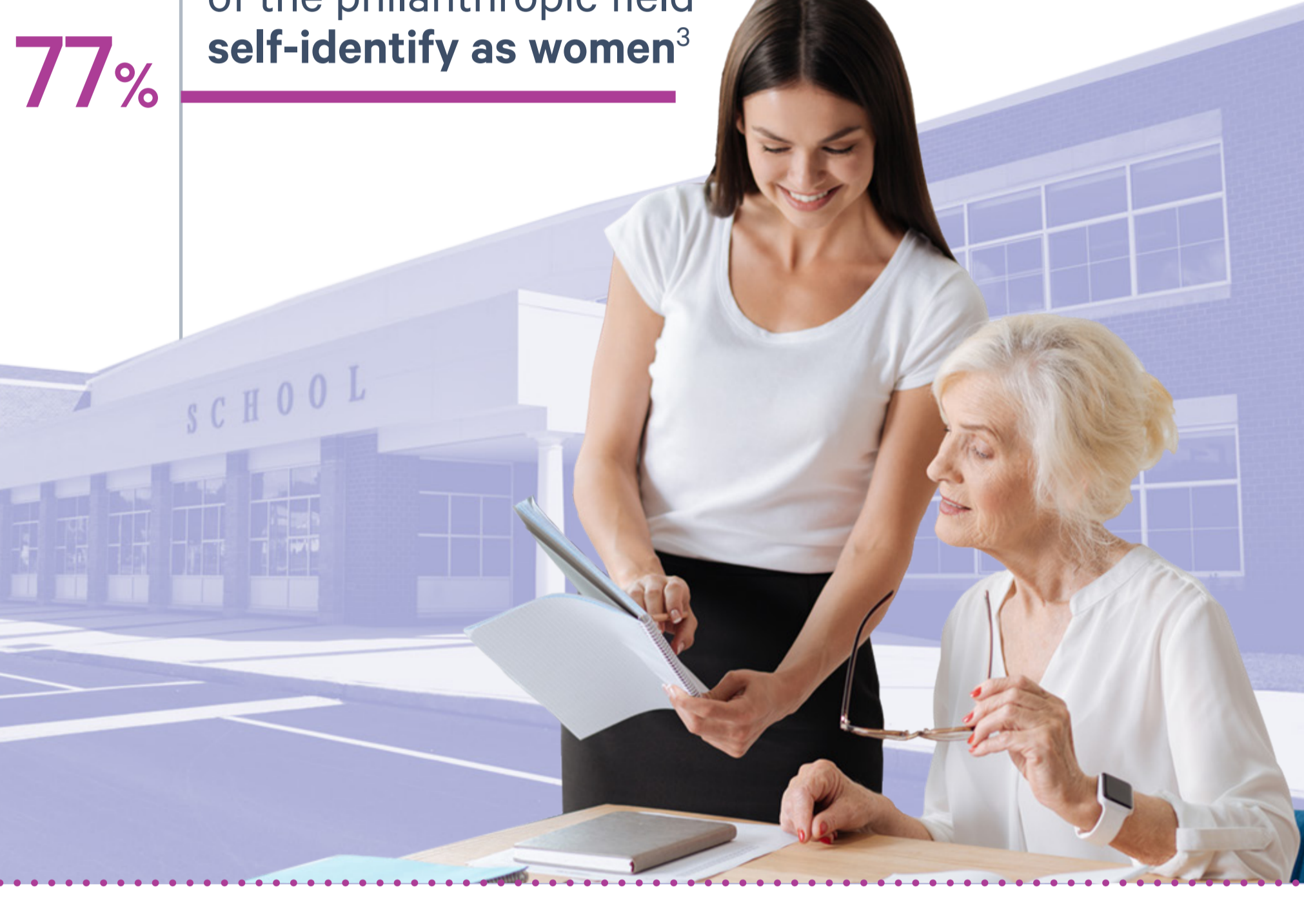
Industry-wide trends show that the philanthropic sector is a draw to women.

“ Giving back feeds my purpose and makes me fulfilled.”

— CARRIE MORGRIDGE
Chief Disruptor of the Morgridge Family Foundation

60% UHNW women cite philanthropy as their top interest²

77% of the philanthropic field self-identify as women³



She's a Leader

Among our clients, we've noticed an uptick in women driving philanthropy over the past few years.⁴

76% INCREASE in dollars granted by women

32% INCREASE in the number of women in leadership roles

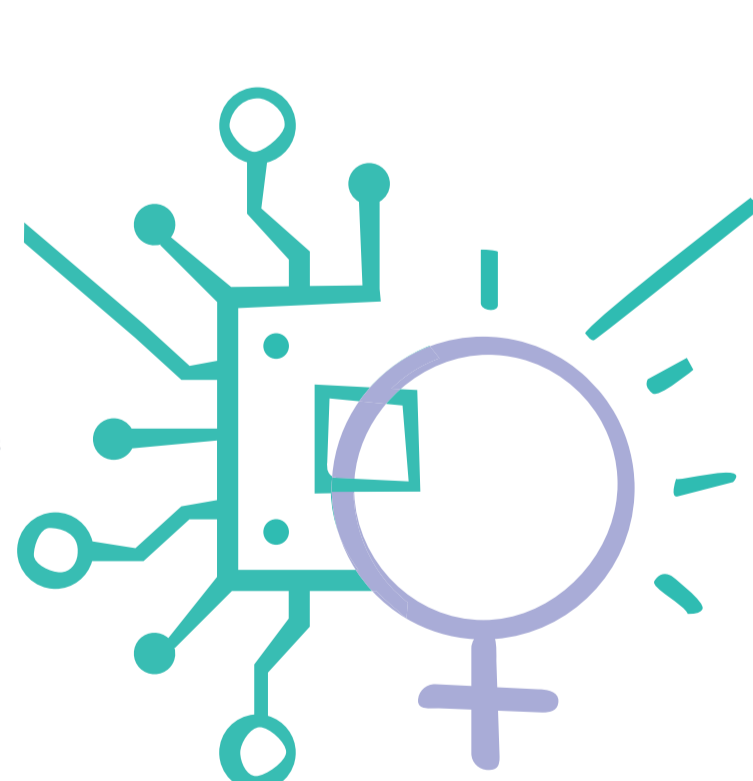
26% INCREASE in the number of women grantors



She Taps Into Tech

Women in tech positions are making the transition to the nonprofit sector, transforming social impact.⁵

2/3 of grants management software positions are held by women³



35% HIGHER ROI in women-led venture-backed tech startups⁶



“ I come from tech, and I was very used to using tech for sales support and keeping track of things. I found that Foundation Source's tools made it very easy for us to track applications for grants.”

— LORI CUSHMAN
President, Justamere Foundation

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¹Untapped Market: Women May Be Gaining Economic Power, but They Still Feel Financial Planners Are Not Recognizing Their Potential, Mary Quist-Newins, March 1, 2010

²According to the World Ultra Wealth Report 2022

³According to the 2022 Council on Foundations Grantmaker's salary report.

⁴According to Foundation Source's client data from January 2019 through February 2023.

⁵Forbes: How Women In Tech Are Transforming Social Impact

⁶According to Women Who Tech's Infographic: The Rise of Women Startups