

# PHILANTROPIA

## Fundraising for Women and Girls Worldwide

*The following information was prepared by Philantropia, a consultancy firm specialized in international fundraising and philanthropy, which advises and supports non-profit organizations around the world on how to more effectively raise funds so that they can dedicate more time to pursue their humanitarian mission. To accomplish this we provide strategic advice, organize trainings, improve organizational capacity, and ensure financial support for client programs.*

This resource guide seeks to provide an overview of concepts and strategies in international fundraising for organizations benefiting women and girls. Contents include: Introduction, Women and Philanthropy, Resources (Reports and Articles), and Sources of Funding (Networks, Foundations, Multilateral Organizations).

### Introduction

Recently there has been a greater focus on organizations working to improve the lives of women and girls. This spotlight has led to greater attention from the donor community and as a result giving to groups benefitting women and girls is on the rise. According to the US Foundation Center report, “Accelerating Change for Women and Girls”, foundation giving targeted to women and girls grew by 223 percent from 1990-2006. Additionally, in 2006 giving to international programs for women and girls accounted for over two-fifths of all foundation funding for women and girls, with the majority of the funding supporting health programs.<sup>1</sup>

### Women and Philanthropy

Not only are organizations working with women and girls in the spotlight, but women funders are playing a greater role in philanthropy. Women funders are one of the major supporters for organizations benefiting women and girls. Women funders often times do not want to be solely financial supporters, but many aim to be personally involved with their donation and beneficiaries. It’s important for organizations to embrace this support and find ways to productively channel women funders’ involvement.

### **Women’s Philanthropy Institute**

<http://www.philanthropy.iupui.edu/womensphilanthropyinstitute/>

The Women’s Philanthropy Institute, a part of the Center on Philanthropy at Indiana University, furthers the understanding of women’s philanthropy through research, education, and knowledge dissemination.

### Resources

There are excellent resources available providing background and strategic advice on fundraising for women and girls’ organizations.

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<sup>1</sup> *Accelerating Change for Women and Girls: The Role of Women’s Fund.* Rep. The Foundation Center, 2009.

## *Reports*

### **Accelerating Change for Women and Girls: The Role of Women's Funds**

[http://www.womensfundingnetwork.org/sites/wfnet.org/files/TheRoleofWomensFunds\\_Final.pdf](http://www.womensfundingnetwork.org/sites/wfnet.org/files/TheRoleofWomensFunds_Final.pdf)

To understand the increased inclusion and role of women within philanthropy, the Foundation Center partnered with the Women's Funding Network to chart the current landscape of philanthropy focused on women and girls and document the specific role played by women's funds.

### **Association for Women's Rights in Development (AWID)**

#### **“Where is the Money for Women's Rights?”**

<http://www.awid.org/eng/About-AWID/AWID-Publications/Publications-2006-ongoing>

AWID has multiple publications available concerning funding for women and girls' organizations. Publications include: First Fundher Report, Financial Sustainability for Women's Movement's Worldwide, FundHer Brief: Money Watch for Women's Rights Movements and Organisations, Where is the money for Women's Rights- survey results, Funding to find HIV/AIDS through the promotion of Women's Rights: A case study from South Africa, Money for Women's Rights in the Middle East and North Africa.

### **Association for Women's Rights in Development (AWID)**

#### **“WITMs Compilation of Resource Mobilization Tools”**

<http://www.awid.org/eng/Issues-and-Analysis/Library/WITMs-Compilation-of-Resource-Mobilization-Tools>

Quality and user friendly information on how to fundraise, write a grant proposal or find donors supporting different sectors and themes, this initiative has reviewed the existing online resources to produce this short document containing what we believe are interesting and good quality manuals, toolkits and guides produced by various organizations on how to mobilize and access funding.

### **Fundraising for Change: A Practical Guide for Women's Rights Organizations**

<http://www.globalfundforwomen.org/cms/images/stories/downloads/Handbook2007.pdf>

Designed especially for first-time fundraisers, the Global Fund for Women's updated handbook presents some key ideas about raising money to fund women's rights work in today's global political and economic context.

### **Funding Sources for Gender-Equality and Women-focused Projects**

<http://www.siyanda.org/search/summary.cfm?nn=2138&ST=SS&Keywords=women%27s%20rights&SUBJECT=0&Donor=&StartRow=1&Ref=Sim>

This resource is divided into five sections: Women's Funds (those dedicated to gender-equality and women-focused rights projects), Foundations, International Development Agencies, Prizes, and on-line Directories.

## *Articles*

### **The Chronicle of Philanthropy**

#### **“Cultivating Philanthropy by Women” by Holly Hall**

<http://philanthropy.com/article/Cultivating-Philanthropy-by/60269/>

Female donors now have the means, but they're still not as willing as men to part with their money.

### **Association of Fundraising Professionals (AFP)**

#### **“Philanthropy and Gender: Not Your Mother’s Bake Sale” by Martha Keates**

<http://www.afpnet.org/Audiences/ReportsResearchDetail.cfm?ItemNumber=4309>

When it comes to giving money away, are there differences between men and women and their philanthropic behavior? Numerous studies and countless anecdotal observations suggest that there are significant differences.

## Sources of funding

## *Networks*

### **Women’s Funding Network**

<http://www.womensfundingnetwork.org/>

Women’s Funding Network is more than 150 organizations that fund women’s solutions across the globe, making us one of the largest collaborative philanthropic networks in the world. Our members are women’s foundations that span public charities, private foundations and funds within community foundations.

### **International Network of Womens Funds (INWF)**

<http://www.inwf.org/>

The INWF is a unique network in which funders in both the North and the South are organized democratically, and are organically linked to the feminist movement - from which almost all of them emerged. Currently the INWF has seventeen members committed to expanding the resources available to women's rights organizations around the world.

## *Foundations*

### **Women Grants**

<http://www.fundsnetervices.com/women.htm>

A regularly updated compilation of grants available for women and girls’ organizations.

### **The Global Fund for Women**

<http://www.globalfundforwomen.org>

The Global Fund for Women is an international network of women and men committed to a world of equality and social justice. We advocate for and defend women's human rights by making grants to support women's groups around the world.

## **Hewlett Foundation- Population Program**

<http://www.hewlett.org/programs/population-program>

The Population Program has two goals: to enhance and protect the reproductive health and rights of individuals and to stabilize global populations in ways that promote social and economic well-being and sustain the environment.

## **Mama Cash**

<http://www.mamacash.org/>

Mama Cash is the oldest international women's fund - established in the Netherlands in 1983. She supports pioneering and innovative women's initiatives around the world, because she believes that social change starts with women and girls.

## **Nike Foundation**

<http://www.nikefoundation.org/index.html>

We work to get girls on the international agenda and drive resources to them. We believe the best way to do that is to prove that investment in her unleashes the girl effect.

## **Packard Foundation- Population and Reproductive Health**

<http://www.packard.org/categoryList.aspx?RootCatID=3&CategoryID=62>

The Population and Reproductive Health program works to slow population growth in high fertility areas of the world and to enhance and protect women's reproductive health and reproductive rights, especially for marginalized and disadvantaged girls, women, and communities.

## **Wallace Global Fund**

<http://www.wgf.org/>

The mission of the Wallace Global Fund is to promote an informed and engaged citizenry to fight injustice and supports initiatives on women's human rights.

## *Multilateral Organizations*

### **UN Trust Fund in Support of Actions to Eliminate Violence against Women**

[http://www.unifem.org/gender\\_issues/violence\\_against\\_women/trust\\_fund.php](http://www.unifem.org/gender_issues/violence_against_women/trust_fund.php)

The UN Trust Fund is managed by the United Nations Development Fund for Women (UNIFEM) on behalf of the UN system. The UN Trust Fund is the only multilateral grant-making mechanism that supports local, national and regional efforts to end violence against women and girls.

### **The Fund for Gender Equality**

[http://www.unifem.org/partnerships/fund\\_for\\_gender\\_equality/](http://www.unifem.org/partnerships/fund_for_gender_equality/)

The Fund for Gender Equality is a multi-donor initiative designed to advance high-impact gender equality programmes that focus on women's economic and/or political empowerment at local and national levels. The Fund is unique in its focus on turning local and national laws and policies into tangible gains for women's rights.