



womengive | 2022

# RACIAL JUSTICE, GENDER AND GENEROSITY

MARCH 2022



**IUPUI** WOMEN'S PHILANTHROPY INSTITUTE  
LILLY FAMILY SCHOOL OF PHILANTHROPY

RESEARCH THAT GROWS WOMEN'S PHILANTHROPY

## RESEARCHED & WRITTEN BY

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### **Women's Philanthropy Institute**

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## HIGHLIGHTS

*Women Give 2022* examines how gender affects giving to racial justice causes. The 2020 murders of George Floyd and other Black victims galvanized widespread calls for racial equity and justice. The Black Lives Matter movement gained momentum even during the COVID-19 pandemic and economic crisis—both of which disproportionately impacted women.<sup>1</sup> Despite these challenges, women have led this movement in countless ways, from participating in marches, to financially supporting those affected by racial injustice, to contacting elected officials to demand police accountability.<sup>2</sup> While corporate and foundation pledges and commitments to racial justice have received considerable attention, everyday women have been supporting these efforts all along. This study focuses on these women and their households to understand their generosity toward racial justice causes and organizations.

Women have a long history of working for civil rights and racial justice that predates American independence. Black women, in particular, were a leading force in both the anti-slavery and civil rights movements, as well as the women's suffrage movement.<sup>3</sup> Often behind the scenes and out of the spotlight, women's efforts have been central to the successes of the racial justice movement, past and present.

Today, women have more influence than ever before in all areas of society: they earn more and have more purchasing power;<sup>4</sup> they have more financial power within households;<sup>5</sup> they are in more positions of leadership across all sectors;<sup>6</sup> they have broader and deeper networks and are more active on social media.<sup>7</sup> These overall positive trends mask a racial gap: Black women and Latinas tend to see fewer gains than their White counterparts.<sup>8</sup> However, the outlook for women across groups is rising.<sup>9</sup> Women have more tools available to them—and they are more likely to use this range of tools—to effect positive change in society. Women have been relegated to the sidelines or omitted from the historical narratives of the past, but this is a new era for women leading the charge for racial justice.

*Women Give 2022* takes a deeper look at how gender and other factors affect giving for racial justice. This study takes place at a unique point in time, when women's power and influence are growing, alongside attention to and support for racial justice. Nearly two years after the Black Lives Matter movement took center stage, many individuals, foundations, corporations, and government entities have made commitments to advance racial justice. Even so, deep inequities still exist, and in large part those commitments have yet to progress from intention to action. Women have an opportunity to move the needle on these issues. How can women continue to drive change in this moment by being generous with all of their resources?

## KEY FINDINGS

1. More than 4 in 10 U.S. households (42.0%) supported or were actively involved in racial justice protests of 2020, including nearly half of single women (48.2%).
2. Around 1 in 7 U.S. households (14.2%) gave money to support racial justice causes and organizations in 2020, and single women were more likely to give to these causes than single men or couples. Grassroots organizations addressing specific issues related to racial equity were most likely to have received this support, and single women were also more likely to give to these organizations compared to single men or couples.
3. Around 1 in 4 households (23.5%) supported racial justice in some form in 2020, including both financial and non-financial measures of generosity. Single women were more likely than single men to take action by donating to political candidates who support their views on racial equity issues.
4. Single women, Black households, LGBTQ+ households, and younger households demonstrated greater levels of support for the 2020 racial justice protests, and were more likely to give money to support racial justice causes and organizations.

## INTRODUCTION

In spring 2020, the COVID-19 pandemic and associated economic crisis were already affecting every aspect of society, and were disproportionately impacting women.<sup>10</sup> Then on May 25, a Minneapolis police officer killed George Floyd, a Black man. Floyd joined a long list of Black victims of police violence or racist attacks, including Breonna Taylor, Ahmaud Arbery, and Elijah McClain, among many others. The graphic video depicting Floyd's murder reinvigorated the U.S. racial justice movement. Black Lives Matter, which had been established in 2013 after the killing of Trayvon Martin, experienced remarkable growth as it organized protests in cities across the U.S. and around the world. In addition to protests, the movement incorporated historical aspects of Black generosity, such as direct giving and mutual aid. Following Floyd's death, donations flowed in, both to registered 501(c)(3) charities, as well as informal giving, for example to victims and their families, or to bail funds in response to arrests during the protests. In the month after George Floyd's murder, more than one million donors gave to the Black Lives Matter Global Network Foundation.<sup>11</sup> *Women Give 2022* examines this broad outpouring of generosity through a gender lens.

While Black Lives Matter grew rapidly over the summer of 2020, the movement for racial justice in the U.S. is centuries old. Moreover, there has always been a gender component to anti-racism movements, whether or not the women involved have been acknowledged. Black women were a leading force in the anti-slavery, anti-lynching, civil rights, and women's suffrage movements.<sup>12</sup> Sometimes they received recognition for their efforts; yet, more often they were overshadowed by men.<sup>13</sup> Even Martin Luther King, Jr., the most recognizable face of the U.S. civil rights movement, was indelibly influenced by the women in his life. His mother, Alberta, was active at Ebenezer Baptist Church and in the NAACP and other activist organizations.<sup>14</sup> And his wife, Coretta Scott King, was an activist even before Dr. King himself and drew him more fully into activism.<sup>15</sup> Black women experienced sexism within the civil rights movement, and racism within the women's suffrage movement; however, they were key players in advancing all of these issues.<sup>16</sup>

Further, the racial justice movement has involved many forms of generosity beyond giving money. Previous research from the Women’s Philanthropy Institute (WPI) shows that a broad definition of generosity resonates with women and communities of color in particular, and this was evident during the racial justice protests in 2020. People can support racial justice in various fields and through every type of nonprofit. Not only did people contribute financially to organizations advancing racial justice, they also donated to individuals, volunteered their time, called their elected officials, intentionally purchased from Black-owned businesses, marched in protests, and more.

Philanthropy—incorporating these many types of generosity—has the power to move racial justice forward. To measure this progress, *Women Give 2022* seeks a deeper understanding of how U.S. households give to racial justice causes, specifically focusing on how gender and other demographic characteristics shape that giving. This study also contributes to the larger conversation about how funders of all kinds, including corporations and foundations, might better support the movement for racial justice.

## BACKGROUND

### *Women and the Racial Justice Movement*

The Black Lives Matter movement emerged in 2013 and was re-energized in 2020, but there is a long history of racial justice efforts, including charitable support and other generosity dedicated to social change. And women have been at the forefront of all of these efforts, though they have rarely received full recognition.<sup>17</sup> As author Marianne Schnall summarizes: “Black women led the Underground Railroad, were the unsung leaders of the suffrage movement, organized freedom riders, [and] paved the way for constitutional protections against sex discrimination.”<sup>18</sup>

Women leaders in the racial justice movement are too numerous to name, though a few examples serve to illustrate the range of their generosity. In 1859, Mary Ellen Pleasant donated all of her money to support the Raid on Harper’s Ferry.<sup>19</sup> Two Black women, Harriet E. Giles and Sophia B. Packard, founded Spelman College in 1881; it remains a historically Black women’s college to this day.<sup>20</sup> And Jane Edna Hunter, who grew up as a child of sharecropping parents, established the Phillis Wheatley Association and boarding house in Cleveland, Ohio in 1911 to help young Black women adjust to urban life, a model that was replicated in at least ten other cities. Many Black women learned from one another as part of the National Association of Colored Women’s Clubs, which had a broad, inclusive vision to end racial and gender discrimination. Although men made most decisions and were often in the spotlight, women made invaluable contributions to the civil rights movement.<sup>21</sup> Martin Luther King, Jr. himself was highly influenced by the women in his life, such as his mother, Alberta King, and his wife, Coretta Scott King.<sup>22</sup>

Today, women are still powering movements for justice and equity. Three women—Alicia Garza, Patrisse Khan-Cullors, and Opal Tometi—established the Black Lives Matter organization.<sup>23</sup> What’s more, they’re not alone; young Black women founded Freedom March NYC and other groups around the country, to fight police brutality and to organize marches and voter registration drives.<sup>24</sup> Black women created this most recent movement, but they have a long record of raising the issue of police violence—often as mothers or other relatives of murdered Black boys and men.<sup>25</sup>



Finally, it is important to note that this activism has occurred in the context of the COVID-19 pandemic and economic crisis, both of which have disproportionately impacted women.<sup>26</sup> In many ways, women bore a greater burden than men during the upheaval of 2020. These challenges continue today with the “Great Resignation” and ongoing crises, making this study all the more relevant.<sup>27</sup>

### ***A Broad Definition of Generosity for Racial Justice***

The term “philanthropy” is often misunderstood and taken to mean giving money, and large amounts, at that. Throughout the history of the U.S. racial justice movement, people have given money to formal organizations, although nonprofits and philanthropic institutions themselves are subject to racial bias.<sup>28</sup> People have also supported racial justice causes in myriad other ways beyond check-writing.

Madam C.J. Walker is a key example of Black women giving their time, talent, and treasure to support the Black community. Dr. Tyrone Freeman writes, “During her lifetime she did not distinguish between her gifts to organizations and gifts (monetary and non-monetary) to family, friends, neighbors and strangers.... 100+ years ago, it was all philanthropy to her, and the larger communities of African American women that produced her. And it undergirds African American generosity today.”<sup>29</sup>

Philanthropy by Black Americans, and for racial justice, has retained many of its historical characteristics, with emphases on mutual aid, self-help, social solidarity, direct giving, support for Black-owned businesses, and the importance of Black institutions like churches.<sup>30</sup> Mutual aid groups involve exchanging resources and services for mutual benefit, and have long been found in communities of color.<sup>31</sup> Direct giving to those in need is also common in historically marginalized communities, in part because people in these groups understand the discrimination and obstacles to accessing public benefits their peers might encounter—so they pool resources to support one another.<sup>32</sup> In a *Chronicle of Philanthropy* article, Maria Smith Dautruche exemplified this direct-giving approach with an insightful quote: “These [terms like ‘remittance’ and ‘mutual aid’] are all new languages for me but not new practices. We are not wealthy people; there’s just this ongoing sense of community support and being open-hearted and charitable.”<sup>33</sup>

## **Recent Major Funders of Racial Justice Causes**

In the days following George Floyd's murder and protests around the U.S., many corporations made substantial pledges to support racial equity and justice.<sup>34</sup> Prominent examples include commitments of \$100 million each from Walmart and Apple, \$175 million from Google, and \$200 million from the NBA. These pledges were not all outright gifts; some included funds dedicated to providing loans at low interest rates, for example.<sup>35</sup>

Large foundations and philanthropic entities have also made commitments to support racial justice.<sup>36</sup> The Ford Foundation's historic sale of \$1 billion in social bonds provides a notable example, with proceeds supporting racial justice and civil rights groups.<sup>37</sup> In another example, the Liberated Capital giving circle launched by Edgar Villanueva seeks to pool funds for social and racial justice.<sup>38</sup>

In addition to foundations and corporations, individual donors have made notable gifts in the wake of the Black Lives Matter resurgence. MacKenzie Scott's gifts made up a large portion of racial-equity-focused contributions to nonprofits in many parts of the U.S.<sup>39</sup> Michael Jordan and his Jordan Brand pledged \$100 million over a decade to racial equality, social justice, and education access.<sup>40</sup> Netflix founder Reed Hastings and his wife Patty Quillin committed \$120 million to racial justice—specifically going to Historically Black Colleges and Universities (HBCUs).<sup>41</sup>

## **Maintaining the Momentum of Racial Justice Giving**

Initially, the corporate sector was in the lead in donating and making commitments to racial justice in the wake of George Floyd's murder.<sup>42</sup> While the pledges were encouraging, many of those commitments have either not maintained momentum, have not been distributed, or were less altruistic than they first appeared.

An investigation by the *Washington Post* showed that the 50 largest U.S. companies or their associated foundations committed around \$50 billion total for racial justice. However, more than 90% of those dollars are not actually grants, but are loans or investments in underrepresented groups, and therefore stand to benefit the companies financially. The remaining \$4.2 billion is pledged in the form of grants, and of that amount, around half was dedicated to economic equality, followed by education and health.<sup>43</sup>

This study examines giving and other generous behaviors in 2020. Other research indicates that support for the Black Lives Matter movement may be waning, and philanthropic priorities may begin to shift away from racial justice, especially as media attention fades.<sup>44</sup> Within this context, research is needed to understand how to maintain or even grow a philanthropic emphasis on racial justice.

### ***New Questions About Gender and Giving to Racial Justice***

Research from the Women's Philanthropy Institute shows that gender matters in philanthropy. Women and men have different patterns of giving, give for different reasons, and to different causes.<sup>45</sup> *Women Give 2022* investigates how gender and other factors affect giving for racial justice, and answers the following questions:

- To what extent do U.S. households support the 2020 racial justice protests?
- Who gives to racial justice? How much do they give?
- What types of racial justice causes and organizations receive this charitable support?
- What other generous behaviors do U.S. households take to support racial justice?
- How are demographic factors—such as gender, race, and sexual orientation—associated with support for racial justice causes and organizations?

This report responds to a moment in time when many individuals, foundations, corporations, and government entities have made impressive commitments to advance racial equity—but many of these commitments and intentions have yet to progress to action. This study measures actual activities and generous behaviors undertaken by individuals and households in the U.S., and explores how to move intentions to actions among prospective donors.

## CONTRIBUTIONS OF THE STUDY

*Women Give 2022* contributes to an underexplored area of philanthropy: giving to racial justice. A large body of research addresses gender differences in giving, and there is increasing attention being paid to donors of color. However, there is less information about philanthropy directed toward racial justice. Anecdotally, this giving is widespread and has received growing attention in recent years, but research is just beginning to catch up to the movement. Additionally, and like giving to women's and girls' causes, measuring giving to racial justice is complex because these organizations may be found in any of the traditional charitable subsectors. Much of the data that is available comes from funders, which often classify organizations differently than the organizations would.

This report comes on the heels of the *Everyday Donors of Color* study by the Indiana University Lilly Family School of Philanthropy.<sup>46</sup> *Everyday Donors of Color* examined how communities of color give broadly, not just to racial justice causes. The study found that donors of color are leading giving to racial and social justice, and provided a portrait of the typical racial justice donor as younger, unmarried, and less religious compared to typical charitable donors. Importantly, the report details a link between trust and generosity, particularly for Black households, and provides an extensive background on diverse donors and their giving behaviors.

In comparison, *Women Give 2022* looks at charitable giving and other generosity for racial justice, from individuals and households of many backgrounds, and focusing on gender. The data used for this study were also gathered more recently, and provide a glimpse of how U.S. households thought about the Black Lives Matter movement and other issues relating to racial justice a year after George Floyd's murder.

## STUDY METHODS

This study uses data from a Women’s Philanthropy Institute survey on U.S. households’ charitable responses to the racial justice movement of 2020. The survey was conducted online among a general population sample of 2,073 households in May 2021. Survey results were weighted based on the Census Population Survey, using income, race, ethnicity, age, and region of the country.

This report discusses giving to racial justice by Asian, Black, Hispanic/Latino, and White households in the U.S. Due to limited sample sizes, some racial/ethnic groups are not analyzed in this study although they have rich traditions of giving; these include Native American and multiracial groups, among others.

For ease of interpretation, this report primarily presents summary statistics, such as the percentage of households giving to racial justice causes. However, all findings are based on regression analyses, which control for income and other demographic variables to verify that differences in these descriptive numbers are not due to chance.<sup>i</sup> Results also discuss statistical significance as appropriate.<sup>ii</sup>

This report uses specific terminology when referring to racial and ethnic groups, based primarily upon the *APA Style Guide* and supplemented with the *AP Stylebook*.<sup>47</sup> See the Methodological Appendix at the end of this report for more detail on the terms used. The Methodological Appendix also contains further information about the data and methods used in the study, as well as limitations of the research.

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<sup>i</sup>These control variables are race, ethnicity, age, wealth, education, employment status, geographic region, gender, marital status, LGBTQ+ status, and having children under the age of 18.

<sup>ii</sup>Statistical significance means that a particular result is not likely due to chance, i.e., the level of certainty that a difference or relationship between variables exists.

## DEFINING RACIAL JUSTICE CAUSES AND ORGANIZATIONS

Conducting research on giving to racial justice is challenging without a common definition of the term. There is no universal, agreed-upon definition of philanthropy or generosity toward racial justice causes and organizations. However, researchers have developed several different methods for identifying these organizations. This study adds to that ongoing conversation by asking everyday U.S. households how they might define racial justice organizations.

### *Definitions from the Field*

Two leaders in philanthropy data and research, the Urban Institute and Candid, have each developed frameworks to identify organizations advancing racial justice.

The Urban Institute provides three primary criteria to identify organizations:

1. Leader focused: organizations led by a person of color.
2. Location focused: organizations located within historically marginalized communities; this assumes that, for example, a food bank in a majority Black community primarily serves Black individuals and families.
3. Mission focused: organizations with missions that reference making a positive impact on communities of color, or advancing equity.<sup>48</sup>

One note of caution in using the leader-focused approach is the idea of shattering the glass ceiling, only to be pushed off a glass cliff.<sup>49</sup> In other words, people of color might be recruited to lead an organization as a standalone “fix” for a lack of racial equity across the organization. Generally, these leaders of color are asked to do more, are paid less, receive less internal and external support, and experience higher levels of stress. Simply put, they are set up to fail or at least encounter disproportionate challenges compared to their White counterparts. Those identifying racial justice organizations using the leader-focused framework should consider this potential issue.

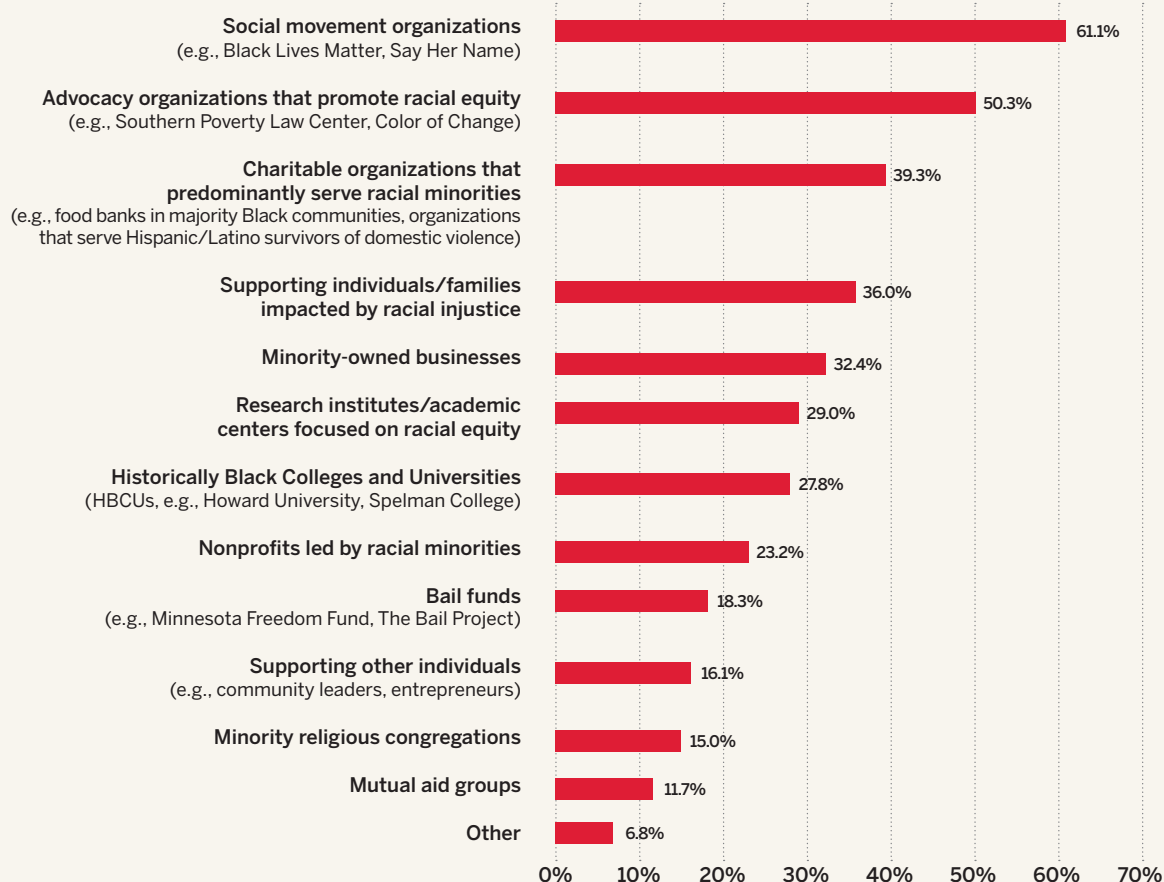
Candid has also provided definitions of racial equity funding and racial justice funding, after updating their methodology in 2021.<sup>50</sup> Formerly, Candid used keywords in grant descriptions or organization names to identify organizations.<sup>51</sup> After its update, Candid now defines racial equity funding as awards that benefit people of color broadly, or organizations that serve people of color.<sup>52</sup> Racial equity funding focuses on people of color and addresses challenges they encounter. In contrast, racial justice funding is treated separately as an effort to address underlying systems that generate and reinforce racial inequity—with work involving systems change, implementing or reforming policy, and movement building.

## What “Counts” as a Racial Justice Organization?

Racial justice organizations can be wide-ranging and there is no strict definition for charities supporting this cause area.<sup>53</sup> To understand how households donate to these causes, this study collected data on how respondents categorized different types of organizations.

Survey respondents were asked to select which types of organizations they would include in the category of racial justice from a long list of potential responses. Overall, definitions varied widely. However, some types of organizations were included by a large portion of respondents. Results are shown in Figure 1.

**Figure 1:** U.S. households' definitions of racial justice causes and organizations



Notes: Percentages represent U.S. households that indicate a given organization type should be included in a definition of racial justice causes and/or organizations. These figures are weighted summary statistics and do not control for other demographic factors. Respondents were able to select multiple categories. See the Methodological Appendix for more detail.

The largest portion of respondents—around 6 in 10 (61.1%)—included social movement organizations in their definition of racial justice organizations; these are groups like Black Lives Matter or Say Her Name. Around half of respondents (50.3%) included advocacy organizations that promote racial equity, such as the Southern Poverty Law Center and Color of Change. And 39.3% of households included charitable organizations that predominantly serve underrepresented racial or ethnic groups in their definition, like food banks in majority Black communities, or organizations that provide counseling and social services for people of Asian descent. All responses (besides “Other”) had at least 10% of households in favor of their inclusion in a definition of racial justice causes.

Interestingly, there were some demographic differences in the number of options survey respondents included in their definition of racial justice organizations or causes. Single women, Black households, LGBTQ+ households, and younger households all included significantly more response options in their definitions.

These results indicate that racial justice causes encompass a wide range of organizations—from 501(c)(3) charitable organizations like HBCUs or organizations that predominantly serve underrepresented racial or ethnic groups, to patronizing businesses owned by people of color, to supporting individuals or families impacted by racial injustice, and more. When people think about how to broadly support racial justice, they may consider a wide range of organizations and means of support beyond traditional charities and monetary gifts.

### ***Categories Used in This Study***

For the purposes of this study, respondents answered questions about their charitable giving to racial justice causes and organizations overall. They were provided with the following three categories to help guide them in answering the questions:

1. **Direct support** for individuals and families affected by or addressing racial injustice (including through crowdfunding sites like GoFundMe and mutual aid groups)
2. **Grassroots organizations** addressing specific issues related to racial equity (including social movements like Black Lives Matter, bail funds, and organizations focused on criminal justice reform)
3. Large, **established organizations** addressing broader issues related to racial equity (NAACP, Urban League, United Negro College Fund, and Historically Black Colleges and Universities)



## FINDINGS

**Finding 1: More than 4 in 10 U.S. households (42.0%) supported or were actively involved in racial justice protests of 2020, including nearly half of single women (48.2%).**

**Figure 2:** U.S. households' level of involvement in the 2020 racial justice protests



Notes: Percentages represent U.S. households selecting their level of involvement with the racial justice protests of 2020. These figures are weighted summary statistics and do not control for other demographic factors. See the Methodological Appendix for more detail.

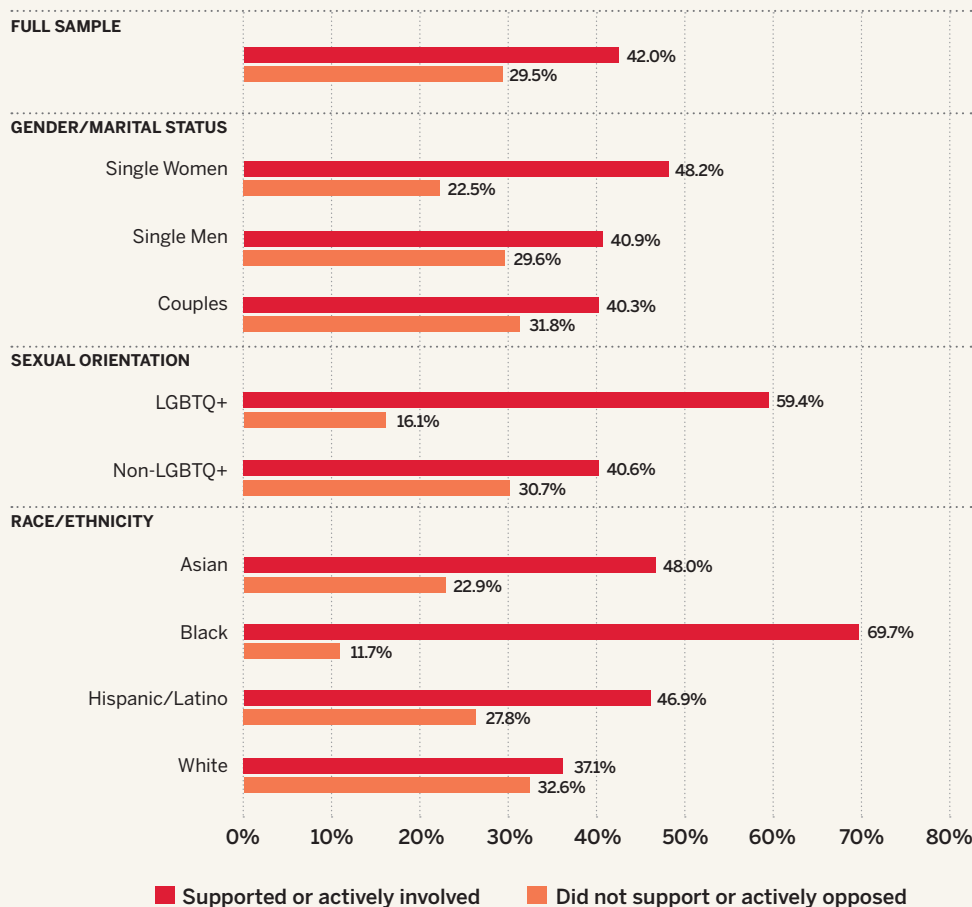
The survey asked respondents about their level of involvement in the racial justice protests of 2020. As shown in Figure 2, more than 4 in 10 respondents (42.0%) indicated that they either supported (38.4%) or were actively involved in the protests (3.7%).<sup>iii</sup>

Responses varied according to certain demographic characteristics, as seen in Figure 3. Single women were more likely to support the protests (48.2%) than single men and married or partnered couples (40.9% and 40.3%, respectively). LGBTQ+ households were more likely to support the protests compared to non-LGBTQ+ households (59.4% and 40.6%, respectively). In terms of race and ethnicity, Black households supported the protests at the highest rates (69.7%), followed by Asian American households (48.0%), Hispanic/Latino households (46.9%), and then White households (37.1%).<sup>iv</sup>

<sup>iii</sup> Percentages are rounded to one decimal place for ease of reading and may not sum exactly.

<sup>iv</sup> In terms of statistical significance, Black households were significantly more likely than White households to support or be actively involved in the 2020 racial justice protests. Summary statistics show that Asian American and Hispanic/Latino households were more likely than White households to support or be actively involved in the 2020 racial justice protests, though when controlling for other variables using regression analysis, these results were not statistically significant.

**Figure 3:** U.S. households' level of involvement in the 2020 racial justice protests, by key demographic characteristics



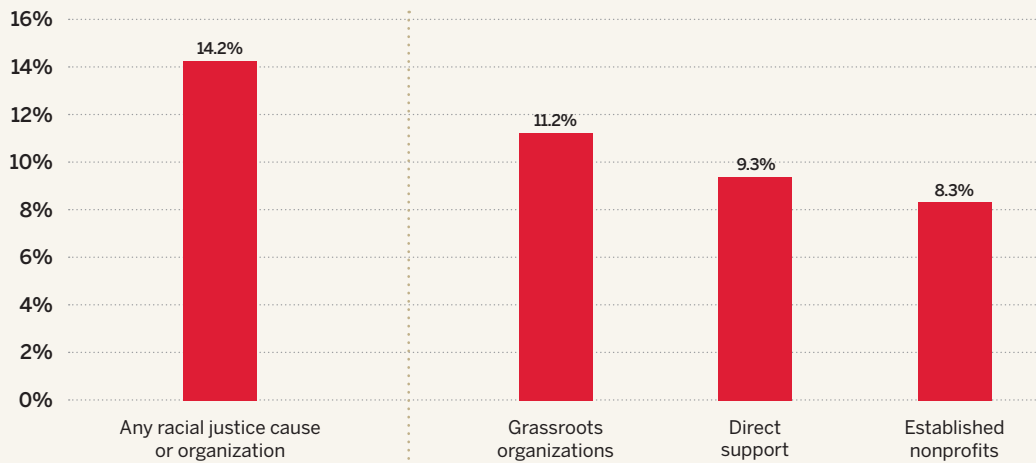
Notes: Percentages represent U.S. households selecting their level of involvement with the racial justice protests of 2020. "Supported or actively involved" is a combination of responses: "I was actively involved in the protests" and "I supported the protests, but was not actively involved." "Did not support or actively opposed" is a combination of responses: "I was actively involved in opposing the protests" and "I did not support the protests, but was not actively involved in opposing them." Responses of, "I was not involved in the protests and do not have a particular opinion about them" are not included in Figure 3. These figures are weighted summary statistics and do not control for other demographic factors. See the Methodological Appendix for more detail.

While a very small percentage of households indicated that they actively opposed the racial justice protests, more households supported the protests than not across all demographic groups observed.

**Finding 2: Around 1 in 7 U.S. households (14.2%) gave money to support racial justice causes and organizations in 2020, and single women were more likely to give to these causes than single men or couples. Grassroots organizations addressing specific issues related to racial equity were most likely to have received this support, and single women were also more likely to give to these organizations compared to single men or couples.**

After gauging how households define racial justice causes, and their levels of support for or involvement in the 2020 protests, respondents provided information about their financial support for racial justice causes and organizations. As shown in Figure 4, 14.2% of the sample—around 1 in 7 households—indicated they gave to racial justice causes in 2020.

**Figure 4:** U.S. households' giving to racial justice in 2020, overall and to 3 subgroups of organizations



Notes: Percentages represent U.S. households indicating they donated to racial justice causes (overall, and to three specific subsets of these organizations) in 2020. For definitions of the three subsets, please refer to “Categories Used in This Study” earlier in this report. These figures are weighted summary statistics and do not control for other demographic factors. See the Methodological Appendix for more detail.

Giving to racial justice, like support for the 2020 protests more broadly, differed according to certain demographic characteristics. LGBTQ+ households were more likely to give to racial justice (25.8%), compared to non-LGBTQ+ households (13.3%). Black households were more likely to give (28.3%), followed by Asian American households (24.0%) and Hispanic/Latino households (19.6%), compared to White households (10.9%). Descriptive statistics do not show large differences in whether households donate to racial justice by gender and marital status; yet when controlling for certain factors, single women are marginally more likely than single men or married/partnered couples to give money to racial justice organizations.<sup>v</sup> Single women are much more likely than single men or couples to give to grassroots organizations in particular.<sup>vi</sup>

Respondents who said they donated to racial justice also provided information about which of the three major categories they had financially supported: grassroots organizations, direct support for individuals and families, and/or established nonprofit organizations. The highest percentage of racial justice donors indicated they gave to grassroots organizations addressing specific issues related to equity (11.2% of the total sample, or 78.9% of racial justice donors). This was followed by direct support for individuals and families affected by or addressing racial injustice (9.3% of the full sample, or 65.4% of racial justice donors); and large, established nonprofit organizations addressing broader issues related to social equity (8.3% of the total sample, or 58.3% of racial justice donors).

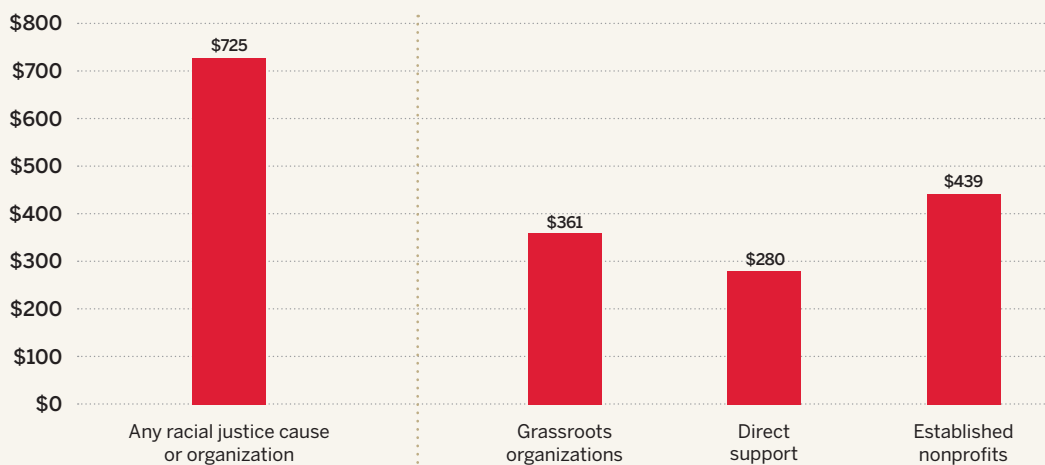
Racial justice donors also estimated the dollar amount they gave to racial justice during 2020, as shown in Figure 5. Donors gave an average amount of \$725 to racial justice organizations in 2020. Of the three categories of racial justice organizations, established nonprofit organizations addressing broader issues related to social equity received the greatest average amount of support (\$439). This was followed by grassroots organizations addressing specific issues related to equity (\$361); and finally direct support for individuals and families affected by or addressing racial injustice (\$280).

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<sup>v</sup> Relationships described as “marginally” statistically significant in this report are those for which the significance is  $0.05 < p < 0.1$ . See the Methodological Appendix for more detail.

<sup>vi</sup> The statistical significances referenced in this paragraph do not all appear in the same model. Specifically, the model that shows statistically significant differences by race is not the same model that shows statistically significant differences by gender and marital status. The variable for single women only reaches traditional statistical significance in models that include additional controls to examine single women (and couples) by race.

**Figure 5:** Average amount given in 2020 by racial justice donors, overall and to 3 subgroups or organizations

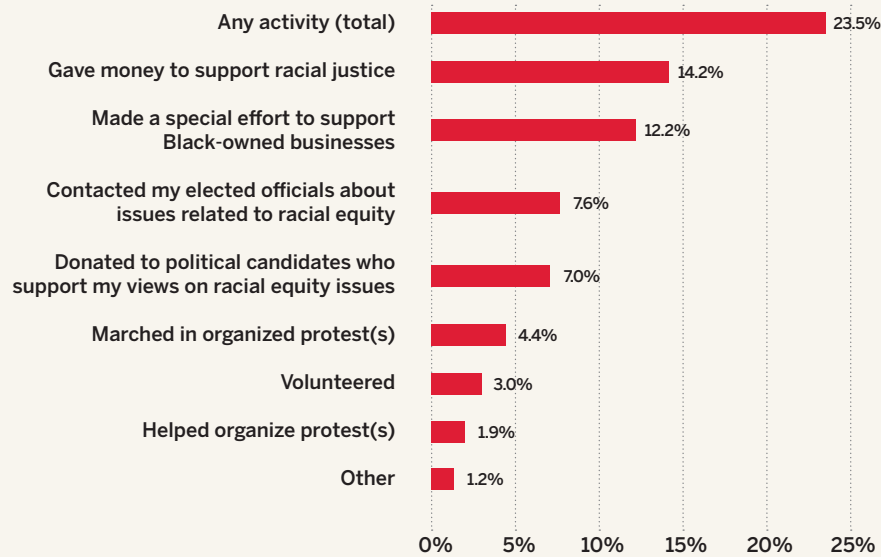


Notes: Dollar values are averages across donors to those categories only. For definitions of the three subsets, please refer "Categories Used in this Study" earlier in the report. These figures are weighted summary statistics and do not control for other demographic factors. See the Methodological Appendix for more detail.

**Finding 3: Around 1 in 4 households (23.5%) supported racial justice in some form in 2020, including both financial and non-financial measures of generosity. Single women were more likely than single men to take action by donating to political candidates who support their views on racial equity issues.**

Generosity directed toward racial justice has long been about more than money, as detailed in the background section of this report. People have many ways in which they can support racial justice. Figure 6 shows the extent to which U.S. households supported racial justice in 2020 with a range of activities.

**Figure 6:** U.S. households' actions in support of racial justice in 2020



Notes: Percentages represent U.S. households indicating they participated in key activities related to the racial justice movement in 2020. These figures are weighted summary statistics and do not control for other demographic factors. See the Methodological Appendix for more detail.

As seen in Figure 6, aside from giving money (14.2%, as discussed in Finding 2), the highest percentages of respondents made a special effort to support Black-owned businesses (12.2%); contacted their elected officials about issues related to racial equity (7.6%); and donated to political candidates who support their views on racial equity issues (7.0%).

When including these other activities with charitable giving, almost a quarter of respondents (23.5%) supported racial justice in some form in 2020.

Some results differed according to key demographic variables. LGBTQ+ households were more likely than non-LGBTQ+ households to support racial justice in any way (40.5% and 22.0%, respectively), including charitable giving. Black households were more likely than other racial or ethnic groups to participate in any form of racial justice support, at 41.2%.

Married/partnered couples were more likely than single-headed households to donate to political candidates who support their views on racial equity issues; to volunteer; and (marginally) to organize protests. Single women were marginally more likely than single men to donate to political candidates who support their views on racial equity issues.

**Finding 4: Single women, Black households, LGBTQ+ households, and younger households demonstrated greater levels of support for the 2020 racial justice protests, and were more likely to give money to support racial justice causes and organizations.**

Up to this point, the findings have provided a snapshot of U.S. households' support for the 2020 racial justice protests, and their donations or other activities they undertook to support racial justice causes and organizations. Throughout, certain demographic characteristics have been mentioned as associated with such support. Table 1 summarizes the demographic factors that indicate a greater likelihood of support for racial justice causes and organizations.

**Table 1:** Demographic characteristics related to households' support for racial justice protests and giving to racial justice causes in 2020

**Supported or were actively involved in 2020 racial justice protests**

- **Gender/marital status:** More likely among single women
- **Race/ethnicity:** More likely among Black households
- **Sexual orientation:** More likely among LGBTQ+ households
- **Age:** Less likely among older households
- **Wealth:** Less likely among wealthy households
- **Employment:** Marginally less likely among those who are working
- **Geography:** Less likely among households in the South (relative to the Northeast)

**Gave money to support racial justice causes and organizations in 2020**

- **Gender/marital status:** More likely among single women<sup>vii</sup>
- **Race/ethnicity:** More likely among Black and Hispanic/Latino households
- **Sexual orientation:** More likely among LGBTQ+ households
- **Age:** More likely among younger households
- **Income:** More likely among households with higher incomes
- **Children:** Marginally more likely among households with children under 18
- **Geography:** Less likely among households in the South and the West (relative to the Northeast)

Notes: Relationships between giving and support variables and demographic variables are based on logit regression analysis (ordered logit used for the support variable). Additional controls are used; see the Methodological Appendix for more detail, including the list of control variables and a baseline regression table.

<sup>vii</sup> See footnote vi.



Table 1 provides a comprehensive list of demographic factors that relate to support of racial justice causes. Three groups stand out and are discussed in detail below: single women, Black households, and LGBTQ+ households.

**Single Women:** Single women were significantly more likely than single men or married/partnered couples to support the 2020 racial justice protests (48.2%, compared to 40.9% and 40.3%, respectively).

Single women were also marginally more likely than single men or married/partnered couples to give monetary donations to racial justice organizations. Although descriptive statistics do not show large differences in whether households donate to racial justice by gender and marital status, single women were marginally more likely than single men or married/partnered couples to give money to racial justice organizations.

In looking at specific types of racial justice organizations, single women were especially likely to give—and give higher amounts—to grassroots organizations, compared to single men and married/partnered couples.

**Black Households:** Black households were significantly more likely to indicate they support the 2020 racial justice protests (69.7%), compared to White households (37.1%); Asian households (48.0%) and Hispanic/Latino households (46.9%) fell in between.

This pattern is similar for households contributing financially to racial justice organizations: Black households were significantly more likely to donate (28.3%), compared to White households (10.9%). Asian households (24.0%) and Hispanic/Latino households (19.6%) fell in between the two.

However, differences by gender and marital status were evident within racial groups. Within Black households, married and partnered couples were most likely to donate money to racial justice (38.3%), compared with single men and women (23.4% and 15.0%, respectively). Within White households, single women were significantly more likely to support the racial justice protests (42.5%, compared to 36.8% of couples and 31.7% of single men).

**LGBTQ+ Households:** LGBTQ+ households were significantly more likely to support the 2020 racial justice movement compared to non-LGBTQ+ households (59.4% and 40.6%, respectively). LGBTQ+ households were also significantly more likely to provide financial donations to racial justice organizations, compared to non-LGBTQ+ households (25.8% and 13.3%, respectively).

Taken together, these demographic variables answer the question: Who is the average female racial justice donor? When compared to the average female donor to another cause (COVID-19 relief), women donors to racial justice are younger; more likely to be a woman of color; more likely to have a college degree; more likely to identify as LGBTQ+; more likely to be working; and less likely to be married. This image of the typical woman racial justice donor is based on statistics found in the Methodological Appendix.

## GIVING IN RESPONSE TO ATTACKS ON PEOPLE OF ASIAN DESCENT

Hate crimes against people of Asian descent have been on the rise over the last two years, since the start of the COVID-19 pandemic. Anti-Asian hate crimes increased 124% in 2020, and another 339% in 2021.<sup>54</sup> Statistics are worse in certain cities, such as New York, San Francisco, and Los Angeles, which have large Asian populations.<sup>55</sup> Hate incidents, such as verbal harassment or avoidance, are also up exponentially.<sup>56</sup> Most victims of these hate incidents are women.<sup>57</sup>

The survey this report is based on was fielded in May 2021, just weeks after the Atlanta-area mass shooting that killed six Asian women.<sup>58</sup> Given the timing, the survey asked whether households had made donations in response to this increased violence against individuals of Asian descent.

While the sample size was quite small, even at that early date, nearly one in five Asian Americans (18.8%) had donated in response to the attacks. Similar to other giving patterns identified in this report, Black and Hispanic/Latino households were more likely to donate in response to anti-Asian hate, compared to White households—although Asian Americans remained the most likely group to give in this area. LGBTQ+ households were more likely than non-LGBTQ+ households to give.

Any increased philanthropy for AAPI-serving organizations will no doubt be welcome, given research showing that nonprofits serving AAPI people often are overlooked and that AAPI leaders face greater challenges in their work.<sup>59</sup>

## DISCUSSION

The Black Lives Matter movement and 2020 protests draw from a long history of Black activism and racial justice efforts. And for as long as people have pursued racial justice, women have been instrumental in this work. Often on the sidelines in historical accounts, women today are beginning to receive greater recognition for their contributions.

*Women Give 2022* allows for a benchmarking of U.S. households' support for racial justice movements, causes, and organizations—including financial support and other types of giving and activism. Overall, U.S. households define racial justice organizations in broad terms. Substantial portions of the population supported the 2020 racial justice protests—42.0% of the total sample surveyed for this report, and nearly half of single women. A smaller group indicated that they took some sort of generous action to support racial justice (23.5%), and around 1 in 7 households said they donated money to these causes. Finally, this study shows that certain groups are more likely than others to support racial justice movements and to give financially to these causes. Of particular note, this report finds single women are more likely than single men to support the racial justice movement, and to give to grassroots organizations in particular.

Collectively, these findings support a broad concept known as social identification theory, meaning that people tend to give to recipients with whom they identify.<sup>60</sup> Prior research from the Women's Philanthropy Institute has demonstrated evidence for this theory, for example, finding that women are more likely than men to give to women's and girls' causes.<sup>61</sup> In this study, Black households and other communities of color are more likely to give to racial justice compared to White households. However, LGBTQ+ households' support of the racial justice movement cannot be explained with this theory alone, since around two-thirds of these households were White. Perhaps LGBTQ+ households are responding to a community that has also been historically marginalized, or they may have more experience participating in protests and becoming politically involved to advance their interests, and are more apt to engage in similar efforts.

The findings in this report provide a baseline measure of how people think about and give to racial justice causes and organizations. However, the study asked about behaviors in 2020, collecting data in May 2021. Research since then suggests that support for the Black Lives Matter movement may be waning, particularly among White allies.<sup>62</sup> Additional studies are needed to understand whether giving to racial justice will continue to be a major area of focus for funders, and how that growth in giving and attention might be cultivated.

## IMPLICATIONS

This study has implications for a variety of audiences. Donors can use the data to understand how they fit into the universe of racial justice proponents. *Women Give 2022* underscores the ways a donor might support racial justice, through financial and non-financial means. Women, in particular, resonate with the idea of using all their resources for good. Women take on many roles in their families and in society: they are consumers, investors, family leaders, and more. Charitable giving is one way to support racial justice efforts, but so are actions like supporting Black-owned businesses; organizing or participating in marches to protest police brutality or racist violence; or communicating with elected officials about policies and legislation. Women have a range of tools at their disposal to advance these causes.

*Women Give 2022* affirms that women are more likely to support racial justice causes and are interested in giving to these organizations. However, sometimes that intention does not result in action. The findings in this report can provide current and would-be donors with increased confidence about their giving directed toward racial equity and justice.

Fundraisers and nonprofit leaders can use this research to raise more funds and better engage donors interested in racial equity. Significant levels of the U.S. population—across race, gender, and other demographic characteristics—support the racial justice movement. That said, there is room to grow giving to these causes from the 14.2% of households that currently give to racial justice. How can fundraisers and nonprofit leaders better identify potential donors who are interested in these causes and move them to action? This study also provides insights on donor groups that are more likely to provide support to racial justice organizations. Fundraisers should consider a variety of donor groups—especially single women, Black households, and LGBTQ+ households—when seeking to expand the donor pool.

*Women Give 2022* also highlights the importance of broadly defining philanthropy to include new tools that donors can use. Women are more likely than men to view all of their resources—not just their money but also their time, expertise, and networks—as tools with which to do good. How can women support racial justice with their many forms of capital and influence? For fundraisers, broadening the definition of philanthropy means thinking creatively about engaging donors.

Leaders of grassroots organizations that do not have 501(c)(3) registered nonprofit status can feel confident that donors will still be interested in the cause and their activities even without a tax write-off. When donors and potential donors have more opportunities to engage with racial justice organizations, they are more likely to form strong relationships and give year after year.

Giving to racial justice is rooted in a deep history going back centuries, yet this study also encourages looking to the future of this giving. *Women Give 2022* measured attitudes toward racial justice and giving to those causes at a particular moment in time. Research suggests that support for the Black Lives Matter movement may already have dropped to pre-2020 levels.<sup>63</sup> Even the enormous commitments made by corporations and foundations during the summer of 2020 may have gone unrealized.<sup>64</sup> Moreover, practical progress can be hard to see, even when funding is available. Some organizations in the sector have begun to provide resources for best practices and recommendations for overcoming these challenges.<sup>65</sup>

These dynamics may combine to produce some disenchantment following the 2020 resurgence of attention to racial justice causes. However, focusing on moving from intention to action may result in more pledges being fulfilled. People often have good intentions and care about an issue when it is in front of them on the nightly news. However, it takes consistent effort—on the part of nonprofits, funders, and activists—to ensure those intentions and motivations result in actual giving or other generous activities. These potential donors may need some sort of stimulus to follow through. For this to happen, racial justice needs to be viewed as a perennial topic of conversation and action, regularly reminding people that seeking racial justice is an ongoing and vital effort, and prompting people to consider how to fulfill their commitments and intentions. As the term “racial equity fatigue” implies, these prompts should be intentional, coupled with reminders of progress, and provide specific suggestions of actions to take.<sup>66</sup>

Additionally, considering that giving to racial equity is related to trust, nonprofits might work to build trust with donors and potential donors. People give to organizations they trust and where they have relationships, so building trust in an organization will lead to longer-term engagement with and support for a cause. It is important to note that donors should also build their own confidence in the charities they support, for example by providing more unrestricted funding or loosening reporting requirements.

Finally, this study emphasizes the need for better data on racial justice and a more thorough definition of these causes. Racial justice organizations can be found in any charitable sector, from education to the arts to health care and everything in between. This makes it challenging to measure philanthropy for racial justice, and to understand whether and how that giving grows over time.

*Women Give 2022* paints a broad picture of the potential of generosity for racial justice. Many people are interested in the subject, but do not yet support it through their finances or other actions. What might help nudge them toward action—writing the check, hitting “share” or “retweet” on social media, signing up for a volunteer shift, or joining a local protest? Understanding the importance of single women, Black households, and LGBTQ+ households in this philanthropic space, in particular, is crucial to moving these causes forward.

## **THE WOMEN GIVE RESEARCH SERIES**

*Women Give 2022* is the latest in a series of signature research reports conducted by the Women’s Philanthropy Institute that focus on gender differences in giving to charitable organizations. Each report explores unique questions about the factors that shape gender-based giving patterns—including age, religion, income, and marital status—to increase understanding of how gender influences philanthropy. The *Women Give* reports are available in the WPI research library: <https://philanthropy.iupui.edu/ResearchWPI>.

# METHODOLOGICAL APPENDIX

## *Data and Sample*

This study uses data from a Women’s Philanthropy Institute survey on U.S. households’ charitable responses to the racial justice movement of 2020. The survey contained two modules: one on charitable responses to the COVID-19 pandemic and the other focused on racial justice giving. The survey was conducted online among a general population sample of 2,073 households in May 2021. However, most regression analyses used a sample of 1,838 households because of missing responses to at least one of the main demographic questions; when included with an identifier for missing data as a robustness check, these responses did not change the models’ findings. The survey results and analyses were weighted based on the Census Population Survey, using income, race, ethnicity, age, and region of the country.

## *Terms Referring to Racial and Ethnic Groups*

This report refers to race and ethnicity, both as a demographic variable within the survey data, and related to the context of racial justice and the Black Lives Matter protests. When identifying racial and ethnic groups, this report seeks to use bias-free language, balancing this with the need to accurately reflect terms used in survey data and other research.

As a demographic variable in this study, respondents’ race was provided by the survey vendor, Bovitz, Inc., and was defined using two survey questions. The first question was mutually exclusive and asked respondents to choose one of the following options: White, Black, Asian, or Other. The second question asked whether the respondent identified as Hispanic. For the analyses used in this study, data from these two questions have been combined. “Hispanic/Latino,” when used in this report, means any respondent who identified as Hispanic but did not also identify as Black. As a robustness check, additional regressions were run using the Hispanic variable identified as its own separate variable, and no significant differences were noted in the models. Because these survey questions were standard from the survey vendor, the Women’s Philanthropy Institute was unable to add more nuanced response options.



Due to sample size and panel survey vendor constraints, this report provides statistics on Asian American, Black, Hispanic/Latino, and White households, but not on other groups such as Native American or multi-racial households.

Throughout the report, when discussing racial and ethnic groups, the language used reflects recommendations from both the *APA Style Guide for Bias-Free Language*,<sup>67</sup> and the *AP Stylebook*.<sup>68</sup> Because the *APA Style Guide* is provided specifically for research and report writing, its recommendation prevailed in case of disagreements between the two guides. The *AP Stylebook* provided specific guidance on using the terms “Hispanic” and “Latino.” The two guides differed in recommendations on whether to capitalize terms for all racial and ethnic groups.<sup>69</sup> This report follows the *APA Style Guide* and capitalizes all racial and ethnic identifiers, including when referring to White households.

## **Statistical Methods**

A variety of statistical models are used to determine specific findings and conclusions. Generally, data in the report are visualized using simple summary statistics for ease of interpretation (for example, the percentage of households giving to racial justice, or the average amount given by households). However, all findings are confirmed via statistical methods like regression analysis, which allow for an examination of specific factors of interest (such as gender or marital status), separate from other factors that influence giving, like income or education. Descriptive differences that are not found to be significant when using a regression model are generally not discussed in the text, unless otherwise noted.

This study refers to some results as being statistically significant. Statistical significance is a term used to describe results that are unlikely to have occurred by chance. Significance is a statistical term that states the level of certainty that a difference or relationship exists. In this study, a cutoff of  $p < 0.1$  was used. All findings where significance is  $0.05 < p < 0.1$  are described as being “marginally” significant in the text.



The basic set of control variables in regression models were:

- Gender and marital status (categorical variable: single man; single woman; married/partnered couple)
- Race (categorical variable: Asian; Black; Hispanic/Latino; White; Other)
- Sexual orientation (binary variable: LGBTQ+ Y/N)
- Age (continuous variable)
- Log of income (imputed)
- Log of wealth (imputed)
- Education (categorical variable: < high school; high school; some college; bachelor's +)
- Employment status (binary variable: presently working Y/N)
- Children under 18 in household (binary variable: children < 18 Y/N)
- Geographic region (categorical variable: Northeast; South; Midwest; West)

Income and wealth variables were both included in the model in log form, based on midpoint imputations of categorical responses.

To analyze support of the racial justice protests, an ordered logit model was used on the full five-category variable (categories: I was actively involved in the protests; I supported the protests, but was not actively involved; I was not involved in the protests and do not have a particular opinion about them; I did not support the protests, but was not actively involved in opposing them; I was actively involved in opposing the protests). To analyze the incidence of giving to racial justice, a logit model was used on whether respondents indicated giving to the relevant category or not.

Table A provides the baseline regression model used in this study. Other regression models mentioned in the report (e.g., models including race-gender interactions or models using specific actions to support racial justice as a dependent variable) are available upon request.

**Table A:** Baseline regression model for involvement in racial justice protests and giving to racial justice causes or organizations in 2020

	Level of involvement in racial justice protests (1-5)	Giving to any racial justice cause or organization	Giving to grassroots organizations	Giving to direct support	Giving to established nonprofits
Gender and Marital Status (Single man omitted)					
Single Woman	-0.411*** (0.153)	0.245 (0.278)	0.508* (0.305)	0.215 (0.348)	-0.361 (0.363)
Married/partnered couple	-0.0606 (0.139)	-0.0689 (0.229)	0.0732 (0.249)	0.145 (0.284)	-0.219 (0.266)
Race/Ethnicity (White non-Hispanic omitted)					
Black	-1.276*** (0.179)	1.114*** (0.221)	1.238*** (0.243)	1.284*** (0.233)	1.542*** (0.260)
Hispanic/Latino	-0.244 (0.201)	0.468** (0.193)	0.518** (0.211)	0.749*** (0.212)	0.768*** (0.229)
Asian	-0.177 (0.280)	0.389 (0.352)	0.481 (0.369)	0.653* (0.392)	0.885** (0.404)
Other	0.255 (0.369)	0.0588 (0.701)	-0.0359 (0.833)	0.248 (0.838)	-0.118 (1.096)
LGBTQ+	-0.790*** (0.183)	0.749*** (0.218)	0.785*** (0.243)	0.784*** (0.248)	0.909*** (0.263)
Age	0.0203*** (0.00449)	-0.0244*** (0.00663)	-0.0271*** (0.00750)	-0.0283*** (0.00800)	-0.0200** (0.00820)
Income (Log + 1, imputed)	-0.0898 (0.0826)	0.402*** (0.144)	0.485*** (0.164)	0.332** (0.155)	0.445** (0.198)
Wealth (Log + 1, imputed)	0.0467** (0.0217)	-0.0318 (0.0447)	-0.0436 (0.0481)	-0.0152 (0.0436)	0.00831 (0.0865)
Education (< high school omitted)					
High school	0.396 (0.403)	-0.556 (0.661)	-0.385 (0.771)	-0.980 (0.656)	-0.630 (0.784)
Some college	0.421 (0.407)	-0.120 (0.652)	0.0508 (0.764)	-0.686 (0.637)	-0.754 (0.773)
Bachelor's degree +	-0.119 (0.415)	0.273 (0.666)	0.433 (0.776)	-0.317 (0.671)	-0.190 (0.788)

**Table A continued**

	<b>Level of involvement in racial justice protests (1-5)</b>	<b>Giving to any racial justice cause or organization</b>	<b>Giving to grassroots organizations</b>	<b>Giving to direct support</b>	<b>Giving to established nonprofits</b>
Currently working	0.208* (0.114)	0.0212 (0.180)	-0.0671 (0.197)	0.0488 (0.223)	0.0671 (0.222)
Children under 18	0.0500 (0.116)	0.306* (0.171)	0.436** (0.189)	0.339* (0.198)	0.399** (0.202)
Region (Northeast omitted)					
South	0.305** (0.151)	-0.732*** (0.214)	-0.514** (0.234)	-0.682*** (0.248)	-0.585** (0.264)
Midwest	0.0723 (0.159)	-0.366 (0.238)	-0.158 (0.266)	-0.474* (0.286)	-0.177 (0.282)
West	0.129 (0.168)	-0.501** (0.241)	-0.425 (0.273)	-0.443 (0.281)	-0.203 (0.283)
Constant 1	-2.774*** (0.905)				
Constant 2	0.318 (0.893)				
Constant 3	1.620* (0.893)				
Constant 4	4.193*** (0.927)				
Constant		-4.707*** (1.487)	-6.153*** (1.706)	-4.145** (1.624)	-6.265*** (1.824)
Observations	1,838	1,838	1,838	1,838	1,838

Notes: Robust standard errors in parentheses. \* =  $p < 0.1$ , \*\* =  $p < 0.05$ , \*\*\* =  $p < 0.01$ . Level of involvement in 2020 racial justice protests is measured 1 through 5, where 1 = "I was actively involved in the protests;" 2 = "I supported the protests, but was not actively involved;" 3 = "I was not involved in the protests and do not have a particular opinion about them;" 4 = "I did not support the protests, but was not actively involved in opposing them;" and 5 = "I was actively involved in opposing the protests."

## **Limitations**

*Women Give 2022* is based on a nationally representative sample and broadens understanding of giving to racial justice. However, the study has several limitations.

First, the data for this study were collected at one moment in time in May 2021. In 2020 and 2021, a number of crises were ongoing, and recent research suggests that 2020 may have been a peak of giving and attention from donors to this cause area. The data should be compared to similar data from other years to understand whether giving to racial justice is changing over time, or whether these data represent a high point in reaction to the racial justice protests in 2020.

Second, this report discusses giving to racial justice by several racial and ethnic groups: Asian, Black, Hispanic/Latino, and White households in the U.S. There are racial and ethnic groups unaccounted for, including Native American and multiracial groups, who also have rich histories and traditions of giving. However, these groups are not analyzed for this study due to limited sample sizes. When very few respondents fall into a given demographic category, the sample is too small to allow for meaningful conclusions about those respondents' behaviors.

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