

# Towards a Deeper Understanding of Race, Culture, and Generation in Philanthropy

Dallas Women's Foundation  
Texas Communities Foundation  
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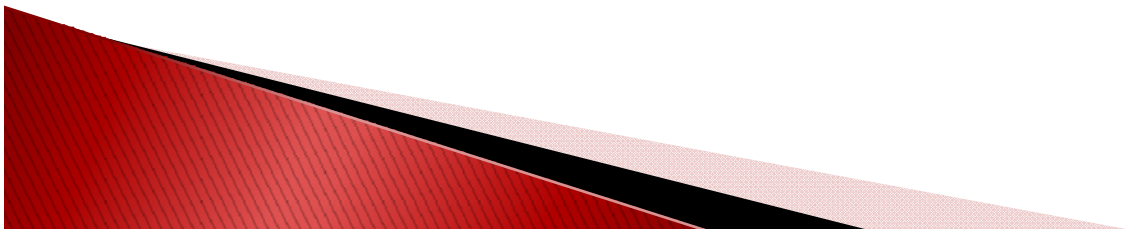
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# African American Women and Giving

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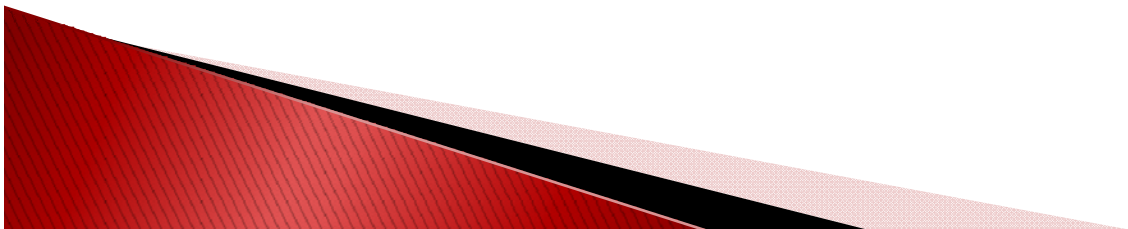
- ▶ Motivations – racial uplift, giving back, sense of obligation
- ▶ Where the gifts are directed
- ▶ Language matters
- ▶ Socio-economic status



# Key factors

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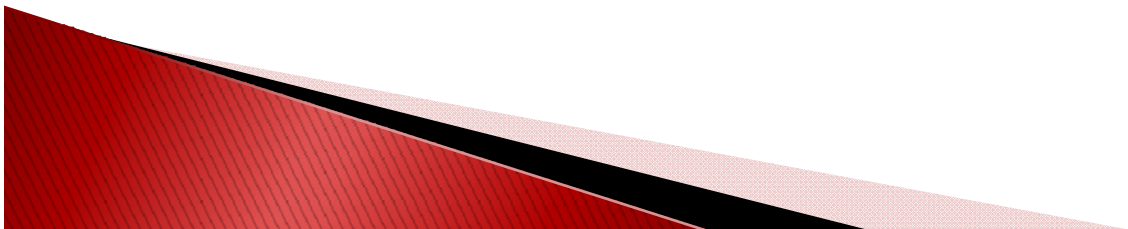
- ▶ Trust
- ▶ Credibility
- ▶ Responsiveness to African American community



# Ethnicities

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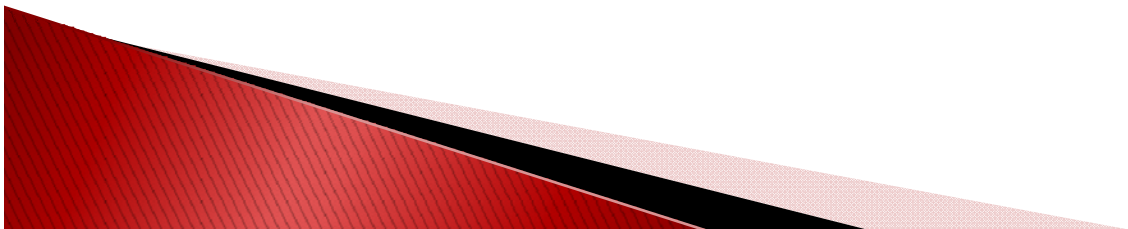
- ▶ Asian American Pacific Islanders – often directed towards family
- ▶ Native Americans – reciprocal process of sharing; informal giving
- ▶ Hispanic/Latina – informal giving; role of remittances



# Generational Differences

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- ▶ Silent – older than 64
- ▶ Baby Boomers – between 44–64 years of age
- ▶ Generation X – between 28–43 years of age
- ▶ Millennials – less than 28 years of age



# How generations matter

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- ▶ Motivations
  - Boomer women
  - Millennial women
  - Women vs. men
- ▶ Gift amount

