

GENDER-WISE
PHILANTHROPY

strengthening
SOCIETY
by investing in
WOMEN
AND GIRLS

WOMEN
DONORS *investing*
in women & girls

WELCOME



Far-sighted philanthropists funded the first schools, the first hospitals, the first libraries and even the research into the contraceptive pill. They were catalysts for change and social development.

Today, some leading philanthropists are doing the same—by investing in women and girls. The scope is great—Goldman Sachs estimates that harnessing the potential of women would increase our gross domestic product by 11 per cent. Other leaders focus on eliminating the comparative disadvantage of women and girls, not just in developing countries, but also in Australia, where women are two and a half times more likely than men to live in poverty in their old age.

In Australia, most philanthropic funding goes to ‘gender neutral’ causes, such as youth, homelessness or sport. Research indicates that most donors believe that gender neutral funding reaches both sexes equally. However, this is not the case. Unless the particular circumstances of women and girls are addressed, they will tend to be excluded or marginalised.

This is not to deny funding for men and boys. Rather, we urge philanthropists and philanthropic organisations to require that grant applicants make women’s as well as men’s circumstances an integral dimension of the design, implementation, monitoring and evaluation of their programs.

However, because of existing inequities, if we fund men and women equally, women will still be unequal. We therefore advocate an increase of specific funding for women and girls, not only because they are still disadvantaged, because, in the words of Jennifer Buffet, ‘women are half the population and the mothers of the other half’.

A handwritten signature in black ink, appearing to read 'Eve Mahlab'.

Eve Mahlab AO
Chair and Co-Founder
Australian Women Donors Network



My first steps into giving and philanthropy were inspired by seeing the impact micro finance could make on the lives of women in developing countries. A small loan to a woman in poverty to start a small business was just the start of the transformational impact on the family. The key memory for me was the value of dignity. This basic human right is often missing in not only the developing world but also here in Australia. To stand tall and be a role model is not an option for all women in Australia.

For philanthropy to be most effective, it must strive to reach all human beings equally. It is widely recognised that in issues such as poverty, health care, education, homelessness and human rights, amongst others, women and girls start from a position of disadvantage relative to men and boys. It therefore follows

that unless specific efforts are made to directly fund women and girls or programs supporting them, they are likely to miss out. The results of this are far-reaching, as there is a strong body of research demonstrating that the most effective way to bring about lasting change is to invest in women and girls.

I commend the Australian Women Donors Network’s role as an advocate for greater investment in women and girls.

A handwritten signature in black ink, appearing to read 'Allan English'.

Allan English
Director
English Foundation

WHO WE ARE

The Australian Women Donors Network is an education-focused, not-for-profit organisation that advocates for gender-wise practice within the philanthropic sector.

OUR AIMS ARE TO:

Direct attention to the benefits to be gained in addressing the existing economic and social disadvantage of women and girls, both in Australia and globally.

Highlight the crucial role of women and girls in building stronger economies, families and communities.

Integrate a practice of gender inquiry into philanthropy so that it addresses the unique circumstances and specific needs of women and girls.

Encourage the funding of projects that invest specifically in women and girls.

We do this by helping identify potential projects, partners and programs to fund, and by assisting donors and decision makers to apply a gender lens to giving.

WOMEN AROUND THE WORLD



WOMEN WORK
66% OF THE
WORLD'S
WORKING
HOURS,



YET EARN
ONLY **10%**
OF THE
WORLD'S
INCOME.¹

THE INCREASE IN FEMALE EMPLOYMENT

... in the developed world has been the main driving force of economic growth in the past couple of decades, contributing more to global GDP growth than new technology or China and India.²



In international development, an extra year of

p r i m a r y s c h o o l

boosts a girl's eventual wages by 10–20%.⁴

WHEN
**WOMEN
AND GIRLS**

EARN INCOME,
THEY REINVEST

90%

INTO THEIR
FAMILIES,

COMPARED WITH

30–40%

FOR A MAN.³



235

MILLION
OF THE WORLD'S

WOMEN

WOULD LIKE
TO CAP THEIR

FAMILY

SIZE

BUT HAVE

NO ACCESS

TO FAMILY

PLANNING.⁶

The Asia-Pacific region is losing
\$44–47 billion annually as a result of
restrictions on women's access to employment
opportunities, and another **\$16–30 billion**
per year because of gender gaps in education.⁵



ONE MILLION CHILDREN

worldwide die each year
because their mothers have
died. When a mother dies
in childbirth, her children
under the age of



are twice as likely to die.⁷

¹ UNICEF, 'Gender Equality – the Big Picture', 2007.

² *The Economist*, 'Women in the Workforce: the importance of sex', 12 April 2006, http://www.economist.com/opinion/displaystory.cfm?story_id=6800723

³ Borges, Phil. 2007. *Women Empowered: Inspiring Change in the Emerging World*. New York.

⁴ Psacharopoulos, George and Patrinos, Harry Anthoy. 2002. 'Return to Investments in Education: A Further Update', Policy Research Working Paper 2881. Washington, DC, World Bank.

⁵ The United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) <http://www.unescap.org/about/commission.asp>.

⁶ Thraya Ahmed Obaid, United Nations Population Fund, *The Age*, 3 December 2009.

⁷ World Health Organization. 2003. World Health Report 2003. P. 31 [online] http://www.who.int/whr/2003/en/who3_en.pdf. Secondary source: The National Council on Research on Women. 2006. Gains and Gaps: a look at the World's Women.

FUNDING WOMEN HELPS EVERYONE

THE CASE FOR GENDER ENQUIRY IN PHILANTHROPY

Effective philanthropists strive to fund projects or programs that lead to positive social change and contribute to a better, fairer society for all. Yet despite best efforts, it is increasingly clear that the needs of a large section of some of the most disadvantaged people in our society are not being adequately addressed.

Every society has assumptions about and expectations for men and women. The term ‘gender’ is used to explain those differences between men and women that are socially created, as opposed to biologically based. These social structures – implicit and explicit – often cause women and men to experience the same situation in different ways, which over the long term may result in very different life experiences.

Men and women are impacted differently by poverty, health, domestic violence and education. Philanthropy can be used as a positive agent of change to not only improve the lives of women and girls, but also society, as the flow-on effect of helping women benefits everyone.

This guide is intended to help you increase the impact of your philanthropic giving by helping you become more aware of the important influence that gender has on programs and philanthropic strategies, and to give you a guide on how to select programs that help achieve greater equity in society.

FUNDING FOR INCLUSION

A ‘gender lens’ is a tool for questioning how programs specifically target the needs of women and girls, men and boys. It asks the question: ‘how will this funding help women and girls?’ of every program. For existing programs, it questions the outcomes by gender and refines programs accordingly. It does not favour women over men, nor does it compromise funding on merit. It simply acknowledges that men and women have different social positions, skills, opportunities and resources and face different challenges, and consequently, programs and policies can impact each of them in vastly different ways. Achieving gender equity can involve treating people differently to accommodate their differences.

Using a gender lens in the funding process explores these differences, and takes account of them. It is about making best use of dollars spent, and ultimately increasing opportunities for long term change for all, including women and girls.

Research indicates that funding of mainstream programs – particularly those that do not consider gender differences – generally under-serves women.¹ This gender-neutral approach derives from a desire not to discriminate on the basis of gender, but paradoxically results in women (and consequently their children) missing out.

“

‘By acknowledging the difference between males and females we can raise the bar on all philanthropy.’”

WILLIAM C RICHARDSON, PRESIDENT EMERITUS OF THE WK KELLOGG FOUNDATION

¹ Mead, Molly. 2001. *Gender Matters – Funding Effective Programs for Women and Girls*. Tufts University: United States.



The clear message coming from research is that to be more inclusive, and to achieve the best philanthropic outcomes, funders will have more impact by incorporating a gender lens into their mainstream funding approaches.² They should also encourage grant-seekers to design projects or programs that address gender needs. When we don't consider gender, we run the risk of letting unexamined gender assumptions slip through into our programs, often unconsciously. As experience shows, inequitable programs are often less effective ones.

Understandings and expressions of gender identity differ from society to society, culture to culture, place to place, and era to era. Using a gender lens enables philanthropists to identify and anticipate differences, explore their significance, respond to them and to gain a deeper understanding of types of existing inequality and the potential impact of inequality on program effectiveness.

The United Nations acknowledges that all human development and human rights issues have gender dimensions, and that addressing entrenched systems of inequity can unlock progress for everyone.³ One of the UN's key Millennium Development Goals is to promote gender equality and empower women. It has outlined several key focus areas that are fundamental to women's equality including:

- access to education
- violence against women
- leadership and participation
- economic empowerment
- health and human rights

“ Think lens, think glasses. Glasses correct limitations of vision and enable clearer sight. And so it is with a gender lens, which helps us to see more clearly the role gender plays in shaping our male and female lives, our work, experience and choices. ”

MARY CROOKS AO, EXECUTIVE DIRECTOR, VICTORIAN WOMEN'S TRUST

A gender lens approach is a first or additional step to improving effectiveness of giving or grant-making through a lens of identity and difference. Other factors such as ethnicity and cultural context, socio-economic background, education and ability also play an important part of social position. However, across all societies, backgrounds and educational opportunities, women tend to encounter more inequity than their male counterparts. **As such, addressing gender difference in all programs can make a fundamental difference and bring about the remarkable social change that is the goal of most giving.**

² Mead, Molly. 2001. *Gender Matters – Funding Effective Programs for Women and Girls*. Tufts University. United States.

³ United Nations Entity for Gender Equality and the Empowerment of Women. <http://www.unwomen.org/focus-areas>



INEQUITY STILL AN ISSUE IN AUSTRALIA

With high female participation rates in universities and two decades of sex discrimination legislation, we don't need to be talking about gender equality in Australia anymore, right? Wrong. While significant progress has been made, women continue to be over-represented in areas of disadvantage and under-represented in positions of power and influence.

In Australia today, women still face a persistent gender pay gap,⁴ and are more likely to be engaged in low-paid, casual work, limiting their opportunity to build retirement savings.

In education, girls from lower income areas are dropping out of school at alarming rates.

In a major study undertaken by the Sydney Women's Fund in 2012, the school dropout rate was shown to be as high as 30 per cent in some areas of Sydney.⁵

Women are disproportionately affected by financial disadvantage, especially older single women and single mothers. The number of women over 45, homeless and seeking crisis accommodation is increasing.⁶ More than 66 per cent of children seeking refuge from homelessness in 2012 were in the care of a woman who was the victim of domestic

Women's inequality impacts everyone. Therefore, it follows that investment in women and girls will directly benefit everyone. Using a gender lens to target giving – both in Australia and overseas – will deliver better outcomes for families, communities, economies and nations as a whole.

violence.⁷ For indigenous, migrant and refugee women, disadvantage can be even greater still.

If these stark differences exist in Australia, imagine how women fare in developing countries, where access to food, health, education and employment are vastly different.

On the positive side, the rise in female employment participation in Australia since 1974 has improved economic activity by 22 per cent.⁸ However, despite women graduating from universities in higher numbers than men, opportunity and pay rates for women continue to lag behind those of men. The economic imperative for closing this gap is clear – GDP would increase by 11 per cent if men's and women's wages for equivalent work were equal.⁹ Reducing the gender wage gap by just 1 per cent would increase GDP by 0.5 per cent.¹⁰

READ MORE @

- weforum.org/issues/gender
- un.org/womenwatch/

⁴ Australian Bureau of Statistics. 2012. 6302.0 Average Weekly Earnings, May 2012, 'Table 01. Average weekly earnings – Trend', Time Series Spreadsheet. In Catalogue 6302.0.

⁵ Sydney Women's Fund. 2012. *The Portrait of Women and Girls in Greater Sydney*.

⁶ Ludo McFerran. 2010. *IT COULD BE YOU: female, single, older and homeless*. <http://www.adfvc.unsw.edu.au/PDF%20files/It%20could%20be%20you%20Final.pdf>

⁷ Homelessness Australia, 2012, Homelessness and Women, [http://www.homelessnessaustralia.org.au/UserFiles/File/Fact%20sheets/Fact%20sheets%202011-12/Homelessness%20&%20Women%202011-12\(8\).pdf](http://www.homelessnessaustralia.org.au/UserFiles/File/Fact%20sheets/Fact%20sheets%202011-12/Homelessness%20&%20Women%202011-12(8).pdf)

⁸ Goldman Sachs JBWere. 2009. *Australia's Hidden Resource; The Economic Case For Increasing Female Participation*.

⁹ Goldman Sachs JBWere. 2009. *Australia's Hidden Resource; The Economic Case For Increasing Female Participation*.

¹⁰ Goldman Sachs JBWere. 2009. *Australia's Hidden Resource; The Economic Case For Increasing Female Participation*.

ADVANCE AUSTRALIA FAIR?

83¢

Women in Australia earn just 83 cents in the male dollar, a disparity that has widened over the past four years.¹



MATERNAL MORTALITY RATES

for Aboriginal or Torres Strait Islander women are more than two and a half times as high as for other women.²



ONE IN THREE Australian women experiences physical violence, and almost



ONE IN FIVE women experiences sexual violence over their lifetime.³

EVERY NIGHT

46,000

AUSTRALIAN WOMEN ARE HOMELESS⁴

The pay gap between men and women costs the economy

\$93

BILLION

every year—8.5% of GDP.⁵



AUSTRALIA'S INTERNATIONAL RANKING FOR FEMALE WORKFORCE PARTICIPATION HAS DROPPED FROM

40TH

DOWN TO

52ND POSITION⁷

WOMEN IN AUSTRALIA

are two and a half times more likely to live in poverty in their old age than men.⁶



¹ Australian Bureau of Statistics. 2010. 6302.0 Average Weekly Earnings, Australia, February 2010. In *Catalogue 2302.0*. Cassells R, Vidyattama Y, Miranti R & McNamara J. 2009. *The impact of a sustained gender wage gap on the Australian economy*. National Centre for Social and Economic Modelling.

² National Perinatal Statistics. UNSW Faculty of Medicine

³ Australian Bureau of Statistics. 2005. 4906.0 Personal Safety Survey, Canberra, 2005. In *Catalogue 4906.0*.

⁴ Australian Government Department of Families, Housing, Community Services and Indigenous Affairs. 2008. *The Road Home – The Australian Government White Paper on Homelessness*. Canberra, Australia.

⁵ NATSEM. 2010. *The Impact of a Sustained Gender Wage Gap on the Australian Economy*.

⁶ Equal Opportunity for Women in the Workplace Agency. *What pay equity means for women* http://www.eowa.gov.au/Pay_Equity/Pay_Equity_Information/Why_matters_women.pdf

⁷ PwC, 2014. We Must Keep the Foot on the Pedal of Gender Reporting <http://www.pwc.com.au/media-centre/2014/gender-equality-mar-14.htm>

HOW FUNDING WOMEN IS CHANGING THE WORLD

Numerous global institutions, philanthropists and corporates recognise that supporting women creates positive social and economic change for everyone. Here we highlight examples of the power of women-led solutions from Australia and overseas through the application of a gender lens. They illustrate how funding specific programs, questioning accepted assumptions, and empowering women economically are changing the world.

CASE STUDY #1

TRANSFORMING A COMMUNITY IN CRISIS

In 2007, two courageous Indigenous women emerged from a Women's Bush Meeting in the Kimberley region's Fitzroy Valley determined to take a stand against the flood of alcohol decimating their community. Emily Carter and June Oscar from the Marninwarntikura Women's Resource Centre built consensus, then successfully campaigned for the introduction of alcohol restrictions in the Valley. Within 12 months, alcohol-related presentations at the hospital emergency department had dropped by 36 per cent, children were being better cared for, and the town was quieter and cleaner.

A recent documentary funded by a private donor highlighted the work of the women. The film—Yajilarra—became a lever for social change as it attracted more funding for community-instigated projects, and



enabled the work of Aboriginal women to be showcased at the highest levels and influence policy across Australia. Yajilarra is being distributed in high schools and universities in Australia and the Asia Pacific region to educate young people globally on the dangers of alcohol and the importance of strong leadership and communities taking control.

For the first time ever, the voices of Indigenous Australian women were heard at the United Nations Commission on the Status of Women, when June Oscar and Emily Carter accompanied the then Minister for the Status of Women, The Hon. Tanya Plibersek MP, to the UN summit in New York. They shared their story and showed a way forward for other communities searching for solutions to dispossession, alcohol abuse and social decay, and received a standing ovation.

“

Gender equality has got to be front and centre of our plan for the nation's economic and social security.”

ELIZABETH BRODERICK, SEX DISCRIMINATION COMMISSIONER,
AUSTRALIAN HUMAN RIGHTS COMMISSION



CASE STUDY #2

IMPROVING COMMUNITY SUSTAINABILITY

The Country Fire Authority (CFA) in Victoria is a crucial support service for many regional Victorian towns, and is often the heart and soul of the communities. Yet 80 per cent of volunteers are men, and the women who volunteer rarely have operational roles. Why does this matter? As the CFA's Stephen Warrington said, 'if we accept that talent is spread equally across gender then we must admit that our assumption that we operate within a truly meritocratic organisation is fundamentally flawed'. It also threatens the overall sustainability of the CFA: how can a community organisation flourish if half the population is not involved?

With the support of the Victorian Women's Benevolent Trust, the CFA looked at its operations from the perspective of gender, and developed a mentoring and support program for female volunteers called Women and Fire. It was piloted in 2009 in the south west region of Victoria.

The results show that when women are supported, the entire community benefits. Women are now taking on broader roles; brigades in declining rural communities are being strengthened by women taking an active role; and young men are learning how to have healthy working relationships with women. With the support of the program, women volunteers increased by 20 per cent within three years. Strengthening women's participation in the CFA is strengthening rural and regional communities.



CASE STUDY #3

HELPING HOMELESS WOMEN INTO EMPLOYMENT

Successful non-government organisation The Big Issue Street Magazine Enterprise realised it had a problem: while becoming a street vendor for The Big Issue was a great opportunity for homeless men, what about homeless women? Many women were not taking up this opportunity due to factors like childcare responsibilities, the fear of violence, and negative perceptions of a female selling on a street corner. The Big Issue responded to this challenge by establishing the Women's Subscription Enterprise, a business that employs women as dispatch assistants, collating and sorting the magazine for distribution. Applying a process of gender inquiry to its operations has meant that a successful non-government organisation has become more effective. Employment, opportunity and hope are now provided for a growing number of women.

“ We are beginning to disaggregate by gender the data we collect on our programs, to measure how well our work is helping improve women's health, income, and access to education and food. We're starting to design programs with the needs of women in mind – by hiring more women as extension workers to reach women farmers, or women health educators to improve our outreach to women and girls. ”

HILLARY RODHAM CLINTON, FORMER US SECRETARY OF STATE, JANUARY 2010



CASE STUDY #4

GLOBAL CORPORATES TAKING THE LEAD

In 2008, Goldman Sachs introduced 10,000 Women: a five-year, \$100 million global initiative to help grow local economies and bring about greater shared prosperity by providing 10,000 female entrepreneurs with a business and management education, access to mentors and networks and links to capital. The Goldman Sachs Foundation believes this investment ‘can have a significant impact on GDP growth’, and ‘such an investment in women can have a significant multiplier effect that leads not only to increased revenues and more employees for businesses, but also healthier, better-educated families and ultimately more prosperous communities’.

For nearly a decade, the Nike Foundation has been focusing exclusively on supporting adolescent girls in the developing world through their Girl Effect initiative, investing more than \$100 million in this cause. CEO Maria Eitel is also firmly committed to the idea that investing in girls also benefits boys. An educational program called Institute Promundo supported by the Foundation targeted young boys and men in Brazil. The results have indicated a reduction in gender-based violence, and increased awareness of the risks of HIV/AIDS. It’s a fantastic outcome for the girlfriends, wives, sisters, and daughters of these young men and for society in general.

“

By every benchmark, nations that educate their women and girls end up being more successful.”

BARACK OBAMA, US PRESIDENT, 25 SEPTEMBER 2012



CASE STUDY #5

GENDER INQUIRY IN HIV/AIDS

Until 1990 the main strategy for confronting the lethal AIDS epidemic was condom education and condom distribution. A group of frontline workers from the developing world applied ‘gender inquiry’ to this approach, and at a conference in Washington DC challenged the status quo. They argued that, given the poor social standing of the majority of at-risk women, and the fact that many were young and wanting to fall pregnant, a policy based on assuming women could get their husbands to wear condoms all the time was profoundly impractical. Women needed to be able to protect themselves, and still conceive.

From this science started looking for a solution and the Global Campaign for Microbicides was launched, followed by the International Partnership for Microbicides. Thanks to some astute gender inquiry, several products providing a potential preventative option that women can easily control are now in development.

CASE STUDY #6

BUILDING COMMUNITY LIVELIHOODS

Spotlight is building the capacity of Indigenous women and young people to be self sufficient through the Stitch in Time program. The program aims to help transform communities by providing the skills and equipment to earn their own incomes through sewing. Spotlight has provided 5,000 sewing machines so far throughout the world, donated by customers to stores.

The program is now running for women at the art workshop at Bagot Community (Darwin), Injalak Arts and the Women's Centre in Gunbalanya (Western Arnhem Land) and the Babbarra Women's Centre in Maningrida (Central Arnhem Land). Where possible Spotlight staff have also been made available to help set up the machines and assist with the development of sewing skills.

Babbarra Women's Centre produces fine Indigenous textile art, exquisite printed cotton and silk fabrics which are marketed in Australia and overseas. With access to the new sewing machines, the Babbarra women not only create original designs for the marketplace, they can also offer mending and alteration services to people in the community. Babbarra and Spotlight are now exploring opportunities to license a selection of Babbarra designs for commercial production and sale in Spotlight stores, potentially providing a longer-term income stream through royalties for use of the designs.



“ One motivation for women’s empowerment is basic fairness and decency. Young girls should have the exact same opportunities that boys do to lead full and productive lives. But second, the empowerment of women is smart economics. In fact studies show that investments in women yield large social and economic returns. ”

ROBERT B ZOELLICK, FORMER PRESIDENT WORLD BANK GROUP





CASE STUDY #7

BREAKING THE SILENCE

The Lord Mayor's Charitable Foundation in Victoria provided support for White Ribbon's 'Breaking the Silence' Campaign in primary and secondary schools in Victoria through its 2012 General Grants Program. This program works to embed models of respectful relationships within primary and secondary schools to prevent the perpetration of violence against women and girls. It does this through the delivery of facilitated workshops with school principals and senior leadership, offering understandings and stimuli to engage students in the prevention of violence against women and girls.

White Ribbon is a male-led campaign that believes that most men are good and that good men abhor such violence. White Ribbon also believes in the capacity of the individual to change and to encourage change in others. It illustrates the importance of addressing the different behaviours, attitudes and needs of male and female students to achieve greater impact and stronger outcomes for all.

“ *There is a strong correlation between the gender gap and national competitiveness ... a nation's competitiveness depends significantly on whether and how it educates and utilises its female talent.* ”

WORLD ECONOMIC FORUM



CASE STUDY #8

PROVIDING EMERGENCY ACCOMMODATION

The International Women's Development Agency focuses on initiatives that advance gender equality and women's rights in Asia and the Pacific region, by supporting women's economic empowerment, safety and security, civil and political participation, and sustainable livelihoods and natural resource management.

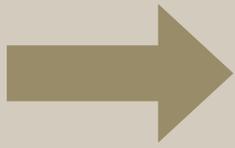
The Safe House project in Battambang province in Cambodia was established as an integral part of a broader program targeting violence against women. The Safe House serves as a vital centre for women experiencing gender-based violence, offering emergency accommodation and food, transportation, referrals for medical, legal and psychosocial services, orientation on basic rights, basic health education, as well as assistance in filing legal complaints, and accessing longer-term rehabilitation and reintegration services. It is the only emergency accommodation in a province of two million people. In the 2011/12 year the Safe House provided accommodation and support to 191 survivors of rape, 61 survivors of domestic violence and 297 witnesses.

The Safe House project was funded in 2011/12 by the Becher Foundation, which was connected to this project through the Australian Women Donors Network.

GET INSPIRED

For further information and to get inspiration, go to womendonors.org.au

POWER OF COLLABORATION



COLLABORATE

“Reality and Risk” is a leading edge project that shows how an idea can be translated into powerful action, all through collaboration.

IT STARTED WHEN

two people, David Corlett and Maree Crabbe, were concerned enough to approach the Victorian Women’s Trust about the rise of violence in widely accessible pornography, and the potential impact on boys and girls, young men and women.

The Trust’s Executive Director Mary Crooks AO mentored them, and a sound proposal was developed.

Within a short time, the William Buckland Foundation, the Myer Foundation, the Ian Potter Foundation, and the Victorian Women’s Trust were all on board to provide

\$440,000

AND ‘REALITY AND RISK’ WAS BORN

It’s a unique project aimed at tackling this issue through the development of a documentary, curriculum material, and community education. ‘It addresses a tough and uncompromising social problem and we have been prepared to back stand-out people on this issue,’ says Mary Crooks.

Thanks to the philanthropic community taking a lead and working together, a powerful tool for community education around a difficult and taboo subject has been created.



We respected the work of the Victorian Women’s Trust and could see that together we were tackling an issue that was risky and difficult. To us this is a great example of what philanthropy can do by applying a gender lens with the ultimate goal of improving all of society.



LEONARD VARY, CHIEF EXECUTIVE OFFICER, THE MYER FOUNDATION

WITH A WOMEN’S FUND

GENDER-WISE GIVING

HOW TO INTRODUCE A GENDER LENS INTO YOUR PHILANTHROPY

Here are some practical ways to assess your philanthropic programs and introduce gender enquiry into your giving. To get you started, we provide some practical measures, from taking a look at your own organisation's gender performance to looking at your application packs and forms to incorporate gender-based questions and outcomes. For organisations further down the track, we give you ways to encourage applicants to incorporate and measure outcomes by gender, and spread the work about the success of your gender-wise giving.

GETTING STARTED

IS GENDER ON YOUR AGENDA?

Consider whether gender awareness is already an established part of your bigger picture

- Is gender equality an existing priority within your organisation?
- Does your funding purposely seek to enhance gender equality and is this reflected in your mission, vision and strategy?
- Which of your funded programs over the past two years best illustrates your organisation's awareness of gender?
- Thinking about these projects, how was gender awareness translated into their design, implementation and outcomes?
- In retrospect, can you think of any examples where increased gender awareness might have led to stronger outcomes from a project?

FIND A CAUSE TO EFFECT CHANGE

Consider a critical issue affecting women and girls, and seek to fund projects and programs addressing that issue

Issues you may choose to focus on include:

- Access to education for women and girls
- Women and girls in poverty
- Domestic violence
- Access to health care for women and girls
- Women and girls experiencing homelessness
- Human rights of women and girls
- Women having a voice in the Arts

CHANGE APPLICATION PROCESSES TO BE GENDER-WISE

Encourage grant-seekers to apply a gender lens to the design, implementation, monitoring and evaluation of projects or programs

Consider providing information in your supporting guide about gender and how it can impact on programs.

Review your application form and processes, decision-making structure, and monitoring and evaluation policies to address gender issues

In your grant application form, you could include the question: How does this program address the specific needs of women and girls, and boys and men?

EXAMINE YOUR ORGANISATION'S GENDER BALANCE

Promote diversity within your organisation's leadership

A diverse Board and staff help promote inclusiveness and ensure diverse perspectives in decision-making.

NETWORK

Collaborate with others

Network with other donors, foundations and women's funds and consider co-funding with mainstream organisations or women's organisations.

AN ADVANCED APPROACH

CRITICALLY APPRAISE PROPOSALS

When assessing grant applications that deliberately target women and girls, ask the following questions in order to ensure that the investment yields the greatest returns

- Does the project reflect the needs of women and/or girls in all main aspects of the proposed project or program?
- Are there opportunities for women and/or girls to give voice and enjoy real and effective involvement in the project or program?
- Are the needs and interests of women and girls safeguarded in practical and effective ways – including childcare, other caring roles and responsibilities, language and cultural sensitivities?
- What are the expected outcomes for women and/or girls? Are these real and lasting in the medium to longer term, as opposed to those outcomes that might be positive but short-lived?
- Will the outcomes be communicated beyond the project to strengthen advocacy and policy development elsewhere?
- Will the project outcomes be communicated to others working in the philanthropic sector?

SAY IT OUT LOUD

Start conversations with stakeholders about the importance of including women and girls in programs

Community partners will be able to give you strong insight into the gender differences of the programs you are already funding or looking to fund in the future. It is also important to share information with Trustees and other Board members.



WRITE GENDER INTO DESIGN, TARGETS AND MEASUREMENT

Think about the gender aspect of programs you are considering funding

- Does the project have clear aims and targets, either for men (or boys) and women (or girls) in mind, or even both?
- Does the project consciously reflect and take account of the possibly different needs, interests and circumstances of males and females?
- Is there a satisfactory gender representation on the project management and governance group?
- Does the project provide a climate and a capacity in which both women (girls) and men (boys) are able to voice their opinions?
- Are there adequate accountability structures for reporting on impacts and outcomes?
- What are the impacts and outcomes for the people involved? Do these differ for particular groups?

LOOK AT OTHER SOCIAL FACTORS

Consider how other factors such as age, ethnicity, socio-economic status, sexuality and other aspects of social identity intersect with gender with regard to programs you are considering funding

We can provide information about projects, partners, women's organisations and programs to fund. Please visit our website and browse our ONLINE PROJECT SHOWCASE for a range of projects which directly support women and girls.

Please visit our website and connect with us on Facebook and Twitter.

www: womendonors.org.au

Email: info@womendonors.org.au

f Facebook: www.facebook.com/AustralianWomenDonorsNetwork

t Twitter: @WomenDonorsOz

EVALUATION: Your input is important to us in evaluating this Guide. We would greatly appreciate your feedback (info@womendonors.org.au) on using the Gender-Wise Philanthropy Guide, including what information has been most useful and how it might be improved for future users.

Many thanks to our Principal Partners:
Lord Mayor's Charitable Foundation,
Reichstein Foundation, The Myer Foundation.



Supporting Partners:
Trawalla Foundation, MECCA,
Highpoint Property Group



The Australian Women Donors Network acknowledges the following publications as major sources of content in various sections of this document:

- Crooks, Mary. 2009. Gender Lens for Inclusive Philanthropy. Melbourne: Victorian Women's Trust. <http://www.vwt.org.au/store/files/1349911392.pdf>
- Bank of America. 2011. Giving Through a Gender Lens: A Guide for Donors. http://www.ustrust.com/Publish/Content/application/pdf/GWMOL/UST_Gender_Lens_Guide.pdf; and
- Grantcraft. 2012. Funding for Inclusion: Women and Girls in the Equation. <http://blog.grantcraft.org/2012/06/funding-for-inclusion-women-and-girls-in-the-equation/>

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OUR STORY SO FAR...

The Australian Women Donors Network has a proud record of achievement. In less than five years of operation we:

GETTING STARTED

- Welcomed Her Excellency, the then Governor-General, Ms Quentin Bryce AC CVO, as our Patron.
- Secured establishment funding from the Pratt Foundation, ANZ Private & Trustees and the Trawalla Foundation, together with invaluable in-kind support from corporate and individual supporters and volunteers.

INSPIRING CHANGE

- Established a strong profile within the sector ensuring that support for women and girls is firmly on the philanthropic agenda.
- Presented five speaking tours featuring international leaders in women's philanthropy: Tracy Gary – *Inspired Living and Giving*, Helen LaKelly Hunt & Christine Grumm – *Women Moving Millions* and Abigail E. Disney – *Women War and Peace*, Colleen Willoughby – *The Power of Collective Giving*, Dame Julia Cleverdon DCVO, CBE – *The Community Impact of Investing in Women and Girls*.
- Partnered in a series of Gender Lens Workshops that were designed and organised by the Victorian Women's Trust and delivered by Executive Director Mary Crooks AO. These workshops enhance understanding of gender issues within the sector and provide strategies for effective and inclusive philanthropy.
- Presented *Smart Women, Smart Philanthropy* seminars in partnership with ANZ Private & Trustees.
- Created the *Changing Lives over Lunch* series. These facilitate connection and donor awareness of key issues for women and girls such as HIV/AIDS *Warrior Women*, Indigenous Affairs *Funding with Gender and Cultural Integrity* and the effect of contemporary pornography on our youth *Eroticising Inequality*.
- Catalysed Women's Giving Circles nationally.

KNOWLEDGE CENTRE

- Established an online presence providing information, resources and donor/

project connection.

- Produced new resources including this Guide, to support the integration of a gender lens in philanthropy.

RESEARCH

- Commissioned and launched the inaugural research *Mapping Australia's Philanthropic Investment in Women and Girls* in partnership with Queensland University of Technology's Centre for Philanthropy & Non-Profit Studies (ACPNS).

BUILDING CONNECTIONS

- Established our Online Project Showcase, a unique central reference for donors presenting projects directly supporting women and girls.
- Developed relationships and alliances with organisations of influence in philanthropy for women and girls, both locally and globally. These Community Supporters include the Lord Mayor's Charitable Foundation, Sydney Community Foundation, Sydney Women's Fund, the Victorian Women's Trust, the International Women's Development Agency, Philanthropy Australia, Pro Bono Australia, Our Community, the Australian Communities Foundation, Centre for Social Impact, Creative Partnerships Australia, Australian Jewish Funders, Foundation for Young Australians, Social Ventures Australia, Women Moving Millions, the Women's Funding Network among others.
- Expanded our community and influence through speaking engagements including at the G(irls)20 Summit 2014 and the Philanthropy Australia Conference 2014, media, representation in sector reform and social media activity.
- Secured new funding partnerships including with the Lord Mayor's Charitable Foundation, The Myer Foundation, The Hugh Williamson Foundation, a number of private donors and most recently, the Highpoint Property Group. The Trawalla Foundation and Mecca Cosmetics continue their important support.

Now with the development of this guide, **Gender-Wise Philanthropy: Strengthening Society by Investing in Women & Girls**, and other tools and resources, we are providing further support for the sector to catalyse change.

WOMEN
DONORS *investing*
in women & girls