

# One FOR ALL

*Leading the initiative in setting up New Zealand's first women's fund is Dellwyn Stuart, CEO of the Auckland Foundation*

## Why is it better that women band together?

The beauty of the women's fund model is that small amounts are combined for impact. One of the findings I've seen is that women are more likely to give, give more often and give more actual dollars than men at all age groups. So what drives that? It's partly about the way we're socialised growing up as girls; we're caring, self-sacrificing and put others' needs before our own. That translates into a disposition where, when you have some money to give, you will. Women are also twice as likely to say the best thing about having wealth is the ability to give to charity. Women tend to be motivated to give where they see others in need or where they want to make change happen. Whereas men tend to give to support the status quo – they give to things like hospitals or other great institutions in this world. Overall, the driving force for women is a strong sense of empathy for other women and girls because we get what it's like to be a woman or a girl. We understand the struggles and the burdens that others juggle. There is strength in numbers. And it's part of the way women are wired; we like to build communities, share knowledge and experiences, and work toward common goals. Working together we can share in the joy of making a big grant to a cause we care about. Supporting women makes sense. It's likely that a gift to a woman will be shared with her family and wider community. It creates a ripple effect and is a smart investment.

## Why should we join a women's fund?

A women's fund, like the one created through the Auckland Foundation ([www.aucklandfoundation.org.nz/womens-fund](http://www.aucklandfoundation.org.nz/womens-fund)), is a charitable organisation that makes it easy for people to give. So if you want to give, you don't have to set up a charity, or find a board of trustees or anything like that. We do all that so people can focus on the giving. You'll get to learn about the breadth of issues and the great organisations in this space – not just the glamorous or established ones. International research shows as little as 10% of the charity dollar goes specifically to girls and women. Women's funds are working to correct this imbalance.

## HOW IT WORKS



### GIVING FOR THE FUTURE

Women are busy but they still really want to do something good. Sometimes it all becomes too difficult. Many women will contribute to this fund and not worry where the money goes. Others will give and become really involved. Another great thing about contributing to a women's fund is that 50% of the money will be given away in the year, but the other 50% will go into an endowment. And that balance seems to be what people are looking for. They want to put something away for a legacy and they're part of that, but also knowing that they're making a difference in people's lives today.



### NO AMOUNT IS TOO SMALL

Research shows giving improves how you feel about life. So don't wait until you have a large sum to donate; give whenever you can or small amounts regularly. A women's fund is a great way to do this; you get the day-to-day joy of giving, alongside the benefit of being part of a large gift. There's nothing 'small' about giving. Whether it's \$10, \$100 or \$1000, it's an act of kindness, empathy and generosity. No amount is too small to someone who needs a hand up.

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