

UNITING WITH



WOMEN DOING WELL

# THE TIME TO REACH WOMEN IS NOW

Women own 51.3% of all personal wealth  
in the United States

Women will inherit \$30 trillion in  
intergenerational wealth by 2030

48% of millionaires are women



# RESEARCH SHOWS

Only *6%* of *more than 7,000* Christian women we surveyed felt equipped and confident in their giving life

*94%* want *more purpose* in their giving. Women want more integration, freedom and impact for Christ



**WE ARE ON A MISSION TO  
ACTIVATE WOMEN OF  
INFLUENCE TO LIVE LIVES  
SHAPED BY GOD'S GENEROSITY**

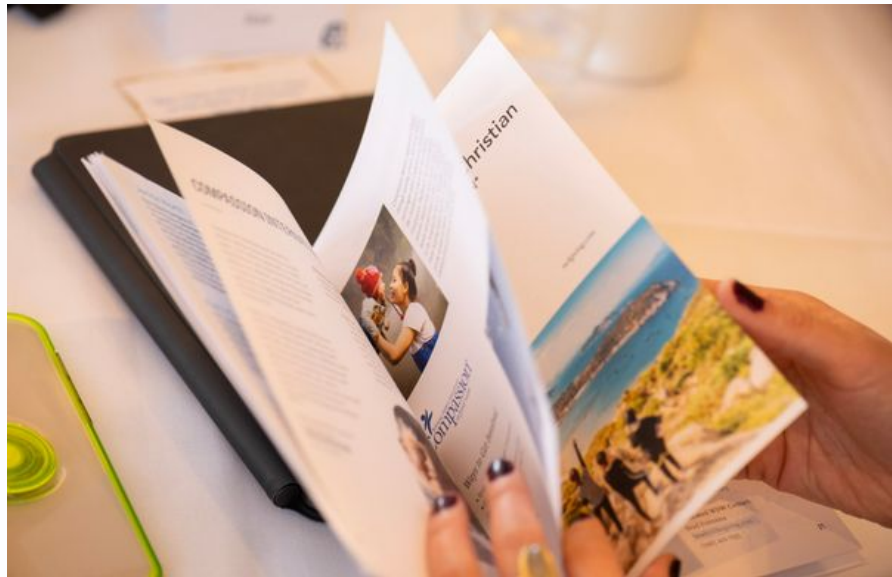


We know from our research that women give with more *joy, freedom and confidence* when they know their unique purpose, align that with their passion and have a plan to give generously.

*Purpose Passion & Plan*

# PARTNER WITH US

Women Doing Well partners with ministries and Christ-centered organizations to invest in the women they serve and provide trusted resources to the women in our community.



**Collaboration:** use the Pathway to cultivate deeper relationship with the women you serve

**Sponsorship:** exposure to our community as a trusted expert

**Strategic Development Services:** co-creation of strategic plan to increase engagement with women

# THE RESULTS

## *Women through the Pathway* *2022 impact survey results*

### FINANCIAL GIVING

57 %

have increased overall  
financial giving

83 %

have aligned giving  
with purpose &  
passion

### TIME INVESTMENT

89 %

give more on-purpose  
time

43 %

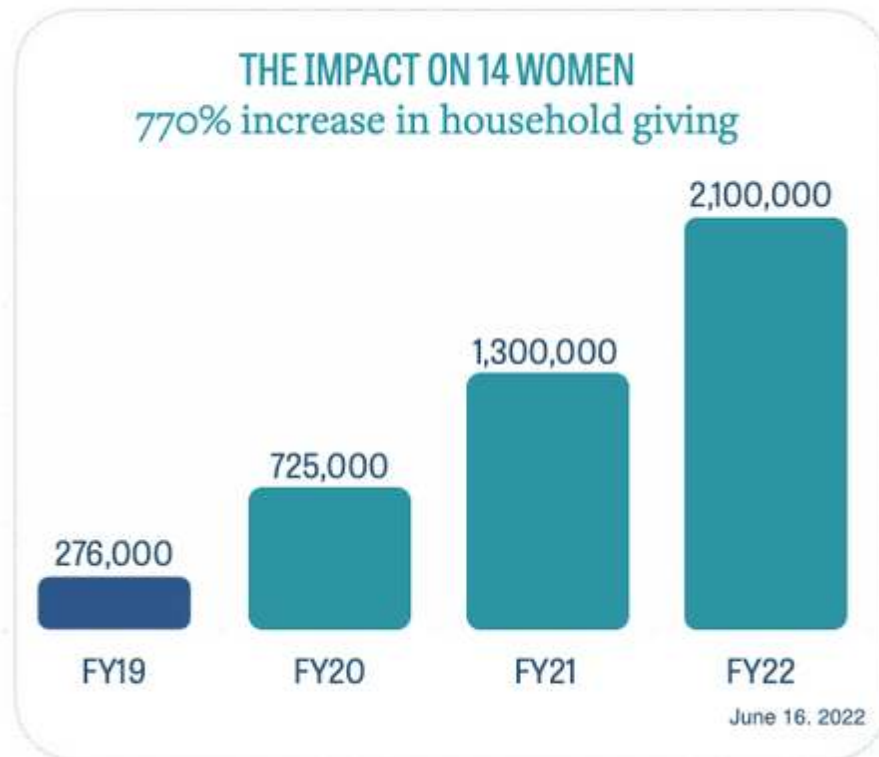
have resigned from  
off-purpose  
obligations



# *Partnership in Action*

## *Strategic Development Services case study*

A large international ministry partnered with Women Doing Well for both Strategy Development and utilization of the Pathway. This is the impact on 14 of their major givers over three years of strategic engagement.



TO LEARN MORE CONTACT

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