

MOVING MONEY AND SHIFTING POWER FOR SOCIAL JUSTICE

VOICES OF WEALTHY NEXT-GEN DONORS

New research from the Women's Philanthropy Institute highlights how a small group of wealthy Millennial and Gen Z donors focus their philanthropy on social justice. This study offers insights on how these predominantly female donors, many who identify as queer or part of the LGBTQ+ community, define and practice social justice philanthropy—and explores the challenges and opportunities for growing this giving.

KEY INSIGHTS

For many participants, **social justice philanthropy is an attempt to reconcile the gap between the world in which wealthy donors operate today and the values they hold for a more equitable future.** Multiple and overlapping identities, including donors' gender, race, class, ethnicity, sexual orientation and religious beliefs, drive giving to social justice.



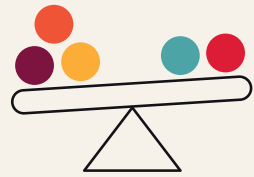
PARTICIPANTS' SOCIAL JUSTICE GIVING IS EXPRESSED THROUGH SIX CORE PRACTICES:

- 1. Cede power:** Relinquish donor control
- 2. Empower others:** Shift power to marginalized individuals and maximize their participation
- 3. Be transparent:** Demonstrate consistent support
- 4. Change systems:** Fund long-term, systemic change to address root causes
- 5. Give wholly:** Contribute time, skills, expertise AND money
- 6. Challenge oneself:** Learn more, move money, give boldly



PARTICIPANTS' GIVING REVEALS SEVERAL CORE TENSIONS:

- Fighting wealth inequality while also benefiting from class privilege
- Responding to urgent needs while also wanting to support systemic change
- Ceding decision-making power while also wanting to have closer relationships and be hands-on with nonprofit and beneficiaries



PARTICIPANTS' GIVING EXTENDS BEYOND TRADITIONAL NONPROFITS TO INCLUDE:

- Political giving and movement building
- Mutual aid and rapid response
- Resourcing friends and community members in need

