



# AUSTRALIANS INVESTING IN WOMEN

Empowering giving for a fairer future

## Guide to Gender-wise Philanthropy



Strengthening society  
by investing in women and girls



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## A message from our Chair

We didn't need a global pandemic to focus our attention on gender equality. But among so many other lessons, COVID-19 has taught us that our world is a better place for all when we embrace inclusivity, and purposefully invest in equality. We have also learned that alongside the many sustainability challenges of our time, the pandemic has clarified that without specific and intentional focus, existing disadvantage is easily permanently entrenched. This is particularly the case when it comes to women and girls, and it is a powerful lesson that is crucial for philanthropy.

This Guide introduces the concept and practice of applying a gender lens to philanthropic practice and strategy, and uses case studies and experiences to bring to life the extraordinary potential impact of targeted investments in women and girls. Most importantly, it encourages the rethinking of philanthropic intent in showing how designing more programs and initiatives with women at the centre delivers far greater societal and economic benefits for all.

Historically, many generous programs which have assumed equal impact and benefit for women and men have not served women and girls well. In fact,

we now know that unless an intentional focus is given to gender equality in philanthropy, the impact of giving can be diminished, and may even work to entrench gender disadvantage, and undermine social progress.

If we are to achieve gender equality we will need to pull every available lever - being more intentional about bringing women into focus supports smart giving decisions. Philanthropic dollars are limited, and it is investments in women and girls that bring the greatest opportunity for social change.

On behalf of Australians Investing in Women, I am delighted to share our guide with you, and hope that it encourages and inspires smart, gender-focused philanthropy. We are confident that this is one of the most impactful ways of ensuring that generous and meaningful philanthropy can create sustainable change.

Sam Mostyn AO  
Chair, Australians Investing in Women



## A message from our Co-Founder

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 closing the gap between male and female employment rates would boost Australia’s GDP by 8 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, medical research, the arts, homelessness or sport. Research indicates that most funders 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, but because, in the words of Jennifer Buffet, ‘women are half the population and the mothers of the other half’.

Eve Mahlab AO  
Co-Founder, Australians Investing  
in Women



## A message from a leading philanthropist

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 Australians Investing in Women’s role as an advocate for greater investment in women and girls.

Allan English AM  
Founder, English Family Foundation  
Philanthropy Australia’s inaugural  
Leading Philanthropist Award Recipient

# Who we are

**Australians Investing in Women is a leading not-for-profit organisation that advocates for gender-wise philanthropy.**

AllW encourages all Australians – particularly philanthropic, corporate, and community leaders – to apply a gender lens to their giving and increase investment in women and girls, to help create a fairer and more inclusive society.

## We aim to:

- Promote the benefits of investing in programs that combat 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.

**AllW supports gender-wise philanthropy by helping donors and decision makers to identify potential projects, partners and programs to fund, and supporting them to apply a gender lens to giving.**

# Women around the world

THE VALUE OF WOMEN'S UNPAID LABOUR IS

**\$US10 TRILLION**

or 13% of global GDP<sup>1</sup>



**71%** of the **40,000,000** PEOPLE WORLDWIDE who are victims of modern slavery are **WOMEN**<sup>2</sup>

EVERY DAY **810** WOMEN & GIRLS DIE FROM AVOIDABLE COMPLICATIONS OF PREGNANCY OR CHILDBIRTH<sup>3</sup>

THE DIGITAL DIVIDE IS GENDERED

most of the 3.9 billion people who are offline are women and girls<sup>8</sup>

**137** BY A FAMILY MEMBER EVERY DAY<sup>7</sup> WOMEN ARE KILLED

ADVANCING **WOMEN'S EQUALITY** IN THE COUNTRIES OF ASIA PACIFIC COULD ADD

**\$4.5 TRILLION**

to their collective annual GDP in 2025<sup>5</sup>

**+**



**IF EVERY GIRL WORLDWIDE**

received **12** years of **QUALITY EDUCATION** lifetime earnings for women could increase by

**\$15** **TO** **\$30** **TRILLION GLOBALLY**

<sup>1</sup> The power of parity: how advancing women's equality can add \$12 trillion to global growth, McKinsey Global Institute, 2015

<sup>2</sup> Global estimates of modern slavery: forced labour and forced marriage, the International Labour Office, Walk Free Foundation and International Organization for Migration, 2017

<sup>3</sup> Maternal mortality fact sheet, World Health Organisation, 2019

<sup>4</sup> Family planning/contraception methods fact sheet, World Health Organisation, 2020

<sup>5</sup> The power of parity: how advancing women's equality can add \$12 trillion to global growth, McKinsey Global Institute, 2015

<sup>6</sup> <https://www.unicef.org/education/girls-education>

<sup>7</sup> United Nations Office on Drugs and Crime (2019). Global study on homicide 2019, p. 10.

<sup>8</sup> Challenges and opportunities in achieving gender equality and the empowerment of rural women and girls, United Nations, e/cn.6/2018/3. Available at: <http://undocs.org/e/cn.6/2018/3>

# Funding women helps everyone

## The case for gender inquiry in philanthropy

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

Australians Investing in Women focuses on policies and programs that advance women and girls because they are more likely than men to experience discrimination, poverty and sexual violence.

When philanthropy is used as a positive agent of change for women and girls, the flow-on effects are felt throughout families, communities and the economy.

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 guidance on how to select programs that help achieve greater equity in society.

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

WILLIAM C RICHARDSON, PRESIDENT EMERITUS,  
THE WK KELLOGG FOUNDATION

### Funding for inclusion

It has been clear for decades that funding of mainstream programs – particularly those that do not consider gender differences – generally underserves women.<sup>1</sup> This gender-neutral approach derives from a desire not to discriminate on the basis of gender, but paradoxically results in women (and sometimes their children) missing out.

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. They should also encourage grantseekers to design projects or programs that address gender needs.

A ‘gender lens’ is a tool for questioning how programs will meet the different needs of people in a target group. Asking the question ‘how will this funding help women and girls?’ is an example of applying a gender lens.

A gender lens approach does not favour women over men, nor does it compromise funding on merit. It simply acknowledges that men, women and gender diverse people face different challenges and have different opportunities, and consequently, programs and policies can impact them in vastly different ways.





“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

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.<sup>2</sup>

Understandings and expressions of gender differ from society to society, culture to culture, place to place, and era to era. Using a gender lens enables philanthropists to identify differences, explore their significance, 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.<sup>3</sup>

One of the UN's key Sustainable Development Goals is to achieve gender equality and empower all women and girls.

It has outlined several targets that are fundamental to women's equality including:

- ending all forms of discrimination
- eliminating violence against women
- ensuring full participation and equal opportunities for leadership in public life
- economic empowerment
- access to health and reproductive rights, and
- access to quality education.

A gender lens approach is a first step to improving effectiveness of giving or grant-making through a lens of identity and difference. A person's gender should not determine their opportunities in life, but the data tells us it can, intersecting with factors such as ethnicity, socio-economic background, age, education, rurality, disability and sexual orientation.

Addressing gender difference in all programs can bring about the remarkable social change that is the goal of most giving.



Women's inequality impacts everyone. Using a gender lens to target giving – both in Australia and overseas – will deliver better outcomes not just for women but for families, communities, economies and nations as a whole.

### Inequity still an issue in Australia

Despite decades of sex discrimination legislation in Australia, 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<sup>4</sup>, and are more likely to be engaged in low-paid, casual work, limiting their opportunity to build retirement savings. The high numbers of women in casual jobs in retail, hospitality, the arts and entertainment meant that, during the pandemic and associated lockdowns, they lost jobs in higher numbers than men creating what has been called a pink recession.

In education, girls from lower income areas drop out of school at alarming rates, and data from the Australian Bureau of Statistics shows there were 86,000 fewer women studying at university in 2020 compared with 2019, following the gendered impact of COVID-19 and the recession on Australia.<sup>5</sup>

Women are disproportionately affected by financial disadvantage, especially older single women and sole parents. Women aged over 55 are the fastest growing cohort for homelessness and housing stress.<sup>6</sup> More than a third of women sole parents and their children are living in poverty.<sup>7</sup> For indigenous, migrant and refugee women, disadvantage can be even greater still.

The stark differences that exist in Australia are often amplified in developing countries, where access to food, health, education and employment are vastly different.

On the positive side, two-thirds of women participated in the Australian workforce in 2019-20, the highest rate in a decade<sup>8</sup>. Closing the gap between male and female employment rates would boost Australia's GDP by up to 8 per cent.<sup>9</sup> Women are graduating from universities in higher numbers than men, however, opportunity and pay rates for women continue to lag behind. The economic imperative for addressing the gender pay gap is clear. In 2018, KPMG estimated that reducing the gender pay gap by half and reducing discrimination could deliver a payoff to society valued at \$60 billion by 2038.<sup>10</sup>

# Advancing Australia Fair



**1 in 6 AUSTRALIAN WOMEN**

have experienced intimate partner violence

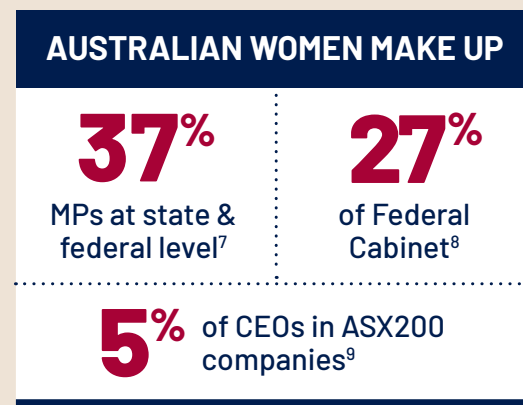


**ONE WOMAN IS KILLED EVERY 9 DAYS**

BY A  **PARTNER**<sup>2</sup>

## MATERNAL MORTALITY RATES

for **Aboriginal or Torres Strait Islander** women are almost **four times higher** than other women.<sup>10</sup>



<sup>1</sup> Workplace Gender Equality Agency, Australia's Gender Pay Gap Statistics 2020.

<sup>2</sup> Australian Institute of Health and Welfare 2019. Family, domestic and sexual violence in Australia: continuing the national story.

<sup>3</sup> World Economic Forum, Global Gender Gap Report 2020.

<sup>4</sup> ABS Census, Estimating Homelessness, 2016, cat no. 2049.0.

<sup>5</sup> Womenomics in Australia – Some Progress, but More Potential, Goldman Sachs Economic Research, 2019.

<sup>6</sup> Davidson, P., Bradbury, B., and Wong, M. (2020), Poverty in Australia 2020: Part 2, Who is affected? ACOSS/ UNSW Poverty and Inequality Partnership Report No. 4, Sydney: ACOSS.

<sup>7</sup> Hough A, Parliamentary Library, Composition of Australian parliaments by party and gender: a quick guide Updated 2 December 2020.

<sup>8</sup> Based on Australian Government Cabinet as at February 2021.

<sup>9</sup> Chief Executive Women ASX200 Senior Executive Census 2020.

<sup>10</sup> Australian Institute of Health and Welfare 2020. Maternal deaths in Australia. Cat. no. PER 99.

# How funding women is changing the world

Investing in women creates positive social and economic change for everyone. These case studies highlight women-led solutions to challenges including alcohol abuse, HIV/AIDS, homelessness, educational disadvantage and workplace inequity. When global institutions, philanthropists and corporations apply a gender lens to funding, they empower women to change 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 determined to take a stand against the flood of alcohol destroying their community. Emily Carter and June Oscar AO from the **Marninwarntikura Women's Resource Centre** built consensus, then successfully campaigned for the introduction of alcohol restrictions in the Fitzroy Valley. Within 12 months, alcohol-related presentations at the hospital emergency department dropped by 36 per cent, alcohol-related policing dropped 28 per cent, and school attendance leapt by 14 per cent.

The women's work was documented in the film *Yajilarra*, with the support of a private donor. *Yajilarra* helped take their story to policymakers across Australia, and educate young people globally about the dangers of alcohol, and the importance of community led solutions.

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

ELIZABETH BRODERICK AO, UN SPECIAL RAPPORTEUR ON DISCRIMINATION AGAINST WOMEN, FOUNDER CHAMPIONS OF CHANGE COALITION



Source: Marninwarntikura Women's Resource Centre

For the first time 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 showed a way forward for other communities searching for solutions to dispossession, alcohol abuse and social decay, and received a standing ovation.

A decade later, the Marninwarntikura Women's Resource Centre continues to lead, working with philanthropic and government support to research and respond to foetal alcohol syndrome disorders and complex trauma in the community.

The Centre now includes an early childhood learning unit and child and parent centre **Baya Gawiy Jandu Yani U** to provide quality early learning and care to the children of the Fitzroy Valley.

“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

Source: International Partnership for Microbicides



## CASE STUDY #2

### Using gender inquiry to combat HIV/AIDS

Despite significant advances, HIV remains a major pandemic. In 2018, there were about 37 million people living with HIV, 900,000 AIDS-related deaths, and 1.4 million new HIV infections.<sup>11</sup> Every week, 7000 young women aged 15–24 years become infected with HIV.<sup>12</sup>

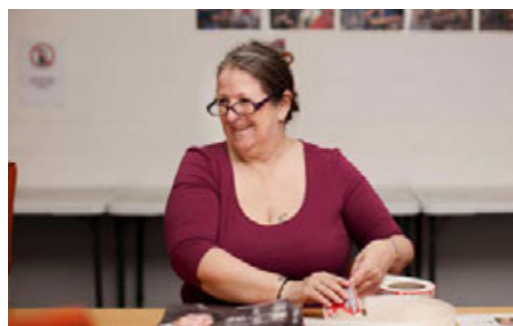
Until 1990, the main strategy to combat AIDS was condom education and condom distribution. However, this approach was solely focused on men, and did not ensure women were able to protect themselves from the disease, and conceive children.

Microbicide devices can help prevent sexual transmission of HIV and other sexually transmitted infections, and, in 2002, the **International Partnership for Microbicides** (IPM) was established.

IPM works with leading pharmaceutical and biotechnology companies, philanthropic foundations, local research centres in developing countries, and other civil and academic organisations to develop HIV prevention products and other sexual and reproductive health technologies for women, and to make them available and accessible where they are urgently needed.

Access to education, including comprehensive sexuality education, and to sexual and reproductive health services is essential to support the autonomy and agency of women and girls.

Source: The Big Issue



## CASE STUDY #3

### Helping disadvantaged women find work

**The Big Issue** magazine provides work opportunities for people experiencing homelessness, marginalisation and disadvantage. However, the majority of *The Big Issue* vendors are men. Realising that selling magazines on the street was not a safe or viable option for many women, including those fleeing domestic violence or caring for children, *The Big Issue* established **The Women’s Workforce**.

*The Women’s Workforce* employs women experiencing homelessness, marginalisation and disadvantage to pack and send subscriber copies of *The Big Issue* magazine. Employees are also provided with a range of opportunities to further develop their skills by completing social procurement work such as gift hamper creation, mailing list distribution, data entry and event support.

Applying a process of gender inquiry to its operations has meant that a successful social enterprise has become even more effective at supporting a marginalised group. *The Women’s Workforce* has employed 170 women experiencing homelessness and disadvantage, providing a meaningful income, training and support.

*The Big Issue* has also created **Homes for Homes**, a social enterprise that generates funding for social and affordable housing in Australia. *Homes for Homes* has contributed funding towards projects that provide safe, secure and permanent housing to women experiencing homelessness and disadvantage.



“Advancing women’s equality could add \$12 trillion to global GDP (by 2025).”

MCKINSEY GLOBAL INSTITUTE



Source: Goldman Sachs

## CASE STUDY #4

### Corporates taking the lead

**Goldman Sachs’ 10,000 Women** provides women entrepreneurs with business and management education, mentoring and networking, and access to capital. Thousands of women in over 100 countries have benefited from the program since it was introduced in 2008, with 70 per cent of program graduates reporting higher revenues, and nearly 60 per cent creating new jobs in their communities. To give women entrepreneurs greater access to capital needed to grow their businesses, Goldman Sachs partnered with the **International Finance Corporation** in 2014 to create the first global finance facility for women entrepreneurs – the Women Entrepreneurs Opportunity Facility (WEOF). To date, WEOF has reached \$1.45 billion in commitments, surpassing its initial target of \$600 million.<sup>13</sup>

The **NIKE Foundation** has invested more than \$200 million in programs and research to support girls around the world through *Girl Effect* since 2004. *Girl Effect* “uses the power of media to unlock the power of girls”, creating and distributing information via engaging resources designed to equip girls to navigate adolescence and make choices about their health, education, and economic future.

The *Room to Read Girls’ Education Program* is supported by the **Atlassian Foundation**. The

Program collaborates with local governments, schools, communities and families to support girls to reach their full potential, and ensure girls complete secondary school. The Program engages local women to be mentors to girls and their families, and ensure girls stay in school, participate in activities, and successfully navigate the challenges of adolescence.

The philanthropic arm of financial services firm Citi Australia, **Citi Foundation**, strives to promote economic progress and opportunity for low-income people and communities around the world in three areas: youth unemployment, first time job seekers and skills development. Applying a gender lens, the Foundation has focused on ensuring that vocational education programs in traditionally male sectors include and deliver outcomes for young women. The Citi Foundation works with the **Skilling Australia Foundation** to provide mentoring programs that support women in trades and apprenticeships.



Source: Atlassian Foundation

Source: Global Sisters



## CASE STUDY #5

### Support for women in microbusiness

**Global Sisters** is a movement to democratise entrepreneurship and make self-employment possible for the women who need it most.

Global Sisters supports women who are unable to access adequate mainstream employment to develop a flexible pathway to financial independence through a micro business.

Founded by Mandy Richards with support from **The Snow Foundation, Citi Foundation and Myer Community Fund**, Global Sisters connects women to business education, coaching, microfinancing, and sales and marketing support.

By 2021 the start-up had supported more than 4200 women and helped launch more than 640 new businesses. More than 60 per cent of participants were unemployed or receiving government support when they joined the program. About a third were older women, 30 per cent were sole parents, and 45 per cent were migrants or refugees.

Using a streamlined circular model of business support, the program transfers value from established to emerging businesses in the form of pro bono expertise and services as well as sales. The value of this to date has been well in excess of \$2 million, with involvement from companies such as **Unilever, Visa, afterpay, Google, eBay and P&G**.

When the pandemic hit, Global Sisters attracted 6000 new expressions of interest within months and it was clear women needed help getting their businesses online. With the rapid support of The Snow Foundation, Global Sisters was able to launch the only not-for-profit marketplace supporting women led businesses in Australia.

Source: FROEBEL Australia



## CASE STUDY #6

### Providing childcare to address inequality

The **Walter and Eliza Hall Institute**, like the broader Australian and international medical research sectors, has a gender imbalance at senior levels.

Despite making up the majority of biology undergraduates, not enough women are making it through to senior roles leading research laboratories and divisions.

WEHI identified access to childcare as a major barrier to women moving from postdoctoral scientist to senior roles. **Trustees of the Dyson Bequest**, who have been supporting young women scientists since 2009, made a \$1 million founding gift to support the construction of a childcare centre on WEHI's Parkville site. This commitment leveraged a further \$4 million investment to make on-site childcare a reality.

In June 2018, WEHI opened its new, on-site childcare facility, the first of its kind for a medical research institute in Australia and a vital move to address gender inequity.

The childcare centre has helped WEHI provide better work life balance for families, and helped address a major barrier to ongoing career advancement for women in medical research.

Research shows that the provision of on-site childcare increases staff morale, productivity and the ability for all parents to juggle work and family responsibilities.

**“Gender equity lifts everyone. Women’s rights and society’s health and wealth rise together.”**

MELINDA GATES, CO-FOUNDER, BILL & MELINDA GATES FOUNDATION

Source: Stars Foundation



## CASE STUDY #7

### Supporting First Nations girls

The **Stars Foundation** provides intensive mentoring support to First Nations girls and young women in schools.

Stars was established in 2015 to address a stark gender gap in the support provided to Aboriginal and Torres Strait Islander students. While highly successful programs were available to First Nations boys through organisations like the *Clontarf Foundation*, there was no matching program focused solely on the development of girls.

The discrepancy was so extreme that in 2017, investment in boys outweighed investment in girls by 300 per cent.<sup>14</sup>

Stars operates on a full-time basis within partner schools, providing a culturally safe, nurturing environment in a dedicated Stars Room. This means girls and young women in the Stars programs can access the intensive support they need, when and where they need it.

Stars offers personal development in areas including academic support, personal health and wellbeing, music, drama and dance, art, cooking and nutrition, and exercise and sport. Students also take part in community, cultural and volunteering activities to build their life skills and confidence, and further develop their links to culture and community.

The Stars program results include:

- Year 12 completion rate of 98% in 2020
- 85% successful transitions to work or study
- 90+% funding spent directly on programs
- 82% average attendance rate, compared to 68% for all Indigenous students at the partner schools.

Source: Stella Prize



## CASE STUDY #8

### Equality in the Arts

On International Women's Day 2011, a group of women writers, publishers and booksellers decided to address gender bias in Australian literary life.

Women were under-represented as reviewers in mainstream media, their books were less likely to be reviewed, and they were less likely to be recognised through awards. In 2011, the Miles Franklin Literary Award had been awarded to women 13 times in 54 years. Only a third of Premier's Literary Awards for fiction went to women.

With this as context, the literary community and philanthropic partners established three strategic initiatives to drive equality. **The Stella Prize**, a new major literary prize for women, the *Stella Count* and *Stella Schools Program* were born.

The *Stella Count* tracks gender bias in book reviewing in Australia. It records the authors, book titles and book genres reviewed, as well as the gender of reviewers, and number and size of reviews published. By measuring what matters, Stella has contributed to the understanding of the complexity of gender bias at work in publications, and pinpointed aspects for improvement.

In 2018, 49 per cent of all reviews surveyed were of books written by women, up from 40 per cent when the *Stella Count* started in 2012.

There is more work to be done to enable the *Stella Count* to reflect the diversity of literary production and reception in Australia: to acknowledge gender identities beyond the gender binary and register gender's intersection with race, ethnicity, sexuality and disability.

The *Stella Count* aims to be a lever for lasting and meaningful change in the Australian literary landscape.



# The power of collaboration in philanthropy

Philanthropic collaboration allows organisations with shared interests and values to combine forces and deliver outcomes that could not be achieved individually.

## FOR EXAMPLE

**LAUNCH HOUSING is a Melbourne-based community organisation that delivers homelessness services and life-changing housing supports to disadvantaged Victorians. Through philanthropy, including from the Lord Mayor's Charitable Foundation, Gandel Philanthropy, Shine On Foundation, the Australian Nursing and Midwifery Federation, and other donors, and with funding from the Victorian Government, it has developed the Families Supportive Housing project, innovative accommodation and ongoing support to assist women and their children who have been affected by family violence and who are at risk of becoming homeless.**

Indeed, it is when all parts of the community – governments, organisations, business, and individuals – come together, that

**REAL CHANGE CAN BE ACHIEVED**

“When Launch Housing presented us with this innovative concept of supportive affordable housing for women and their children at risk of family violence, we were impressed by the fresh thinking and their collaborations with other service providers. This project demonstrated both service and design innovation and we have supported it since it was just an idea on a page.”

DR CATHERINE BROWN OAM, CHIEF EXECUTIVE OFFICER, LORD MAYOR'S CHARITABLE FOUNDATION

Here are just some of the many projects across Australia that demonstrate the power of collaboration in philanthropy:

**VincentCare's Ozanam House** in North Melbourne is now Australia's largest homelessness accommodation centre. The redeveloped centre has 134 short, medium and long-term rooms and apartments housing men and women, and the ground floor offers integrated health and social supports services, which can help 250 people a day. Opened in July 2019, the project was kick-started by philanthropy, with major contributions from Lord Mayor's Charitable Foundation and Gandel Philanthropy. Additional funders included St Vincent de Paul Society, Perpetual, EnergyAustralia, and the Victorian Government.

**Melbourne City Mission's Frontyard program** is the city's central intake for youth experiencing homelessness. It now provides accommodation for 18 young people, with a 24-hour wrap around service for vulnerable youth. Philanthropic funding for the program was provided by the Lord Mayor's Charitable Foundation, the Peter and Lyndy White Foundation, Gandel Philanthropy, Joe White Bequest, PriceWaterhouseCoopers, the Andrew and Geraldine Buxton Foundation, and significant in-kind contributions from the Property Industry Foundation.

**Kids Under Cover** supports vulnerable young people who are

either experiencing homelessness or at risk of homelessness. It builds relocatable units in the backyards of a young person's family or carer's home, thanks to philanthropic supporters from small individual donors through to major partners including the Shine On Foundation, Gandel Philanthropy, the Reinehr Family Foundation, RE Ross Trust, the HDT Williamson Trust, and the Brian and Virginia McNamee Foundation.

**The Pathways Home Transitional Housing Project** is a partnership between PAYCE Foundation, Women's Community Shelters, and Bridge Housing. Under the program, developers and property owners provide vacant

homes for much-needed crisis accommodation for women and children escaping domestic violence. In inner city Melbourne, the YWCA secured a short-term lease of a vacant aged-care facility – now known as Lakehouse – to provide 40 women over 55 with temporary accommodation. Contributing partners for the Project are Metricon, Residential Group, DeZign Electrics, Reece, Ades Dingley Plumbing, Two Good, Tonner Transport, Kitchen Innovations, All Over Bins, Bunnings Port Melbourne, Prime Group, Silver Chef, Milton Group, Sigma, Caspacare, Housing All Australians, Lord Mayors Charitable Foundation, Rotary – South Melbourne, and the State and Local Government.

# 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 inquiry 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 word about the success of your gender-wise giving.

## Getting started

### PUT 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?
- Do you measure the gender balance of your granting? I.e do you keep data on the proportion of your funding that benefits men, women and those of diverse gender identity?
- 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 your 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 Art

### CHANGE APPLICATION PROCESSES TO BE GENDER-WISE

- Encourage grantseekers 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, consider using specific questions such as: How does this program address the specific needs of women and girls?

### 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?
- How can other gender identities be considered?

### 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 that directly support women and girls.

See our [Gender-wise Toolkit for Grantmakers](#) for simple steps and practical tools to help you apply a gender lens to your grantmaking practice.



# How can I be gender-wise beyond grantmaking?

Applying a gender lens means more than just considering how your grantseekers are designing, implementing and reporting on their programs: you can make a significant difference by applying a gender lens to all aspects of your operation.

**Where can gender fit into your philanthropic organisation?**

**Is there a gender balance in your governance structure?**

- Do you measure and report on outcomes by gender?
- Do your strategies and investments reflect a commitment to gender equity?
- Do you conduct or reference research about the different needs and circumstances of women and girls, and the outcomes of not considering their needs and circumstances?
- Are your internal and external communications inclusive and impartial?

## How we can help

Australians Investing in Women offers a range of services to help you develop and strengthen your gender-wise philanthropy.

## Board presentations

If you would like us to deliver a presentation to your Board about gender-wise philanthropy, please contact us: [info@aiiw.org.au](mailto:info@aiiw.org.au)

## Gender-wise™ Workshops

If you haven't already attended one of our Gender-wise™ Workshops, please contact us to register or to talk about tailoring a workshop to your needs: [info@aiiw.org.au](mailto:info@aiiw.org.au)

## Be a champion of change

Be informed about the benefits of investing in women and girls and adopt gender-wise practices. Share your commitment to gender-wise philanthropy with your peers and encourage them to connect with us.

## Recognition of your commitment to gender-wise grantmaking

We recognise gender-wise grantmakers in a number of ways. Contact us to find out how you can be listed on our website as a gender-wise grantmaker, and receive permission to use our Gender-wise™ logo on your website.

Consider nominating for the Gender-wise Philanthropy Award in Philanthropy Australia's Awards Program.



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“High leverage has always been key to my social investment strategy, and investing in women and girls has a significant multiplier effect across society. Supporting Australians Investing in Women increases the impact of this philanthropy even further, by encouraging and supporting funders to apply a gender lens.”

IAN DARLING AO, PHILANTHROPY AUSTRALIA'S 2017 LEADING PHILANTHROPIST AWARD RECIPIENT

Many thanks to our Philanthropic Supporters



MECCA



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