

8 April, 2013

**EMBARGOED: 8 APRIL 2013**

**WOMEN  
DONORS** *investing  
in women & girls*

## **FUNDING WOMEN AND GIRLS IS HIP - HIGH IMPACT PHILANTHROPY**

The Australian Women Donors Network will today - Monday 8 April - launch its first Australian guide to gender-wise philanthropy at a special event at the Melbourne offices of international legal firm Ashurst Australia.

Federal Sex Discrimination Commissioner Elizabeth Broderick will launch the guide, ***Gender-Wise Philanthropy: Strengthening Society by investing in Women and Girls*** to a gathering of private and corporate donors, senior representatives of charitable Trusts and Foundations along with key decision makers in the philanthropic sector and senior political representatives.

Designed as an easy-to-read approach to inclusive giving, the Guide:

- provides a snapshot of the existing disadvantage experienced by women locally and globally,
- presents inspiring case studies where women have been the key to transformational change, and
- maps out a step-by-step guide for philanthropists in how to review and apply a gender lens to their giving.

Speaking about the philanthropic sector Ms Broderick said: *“The Australian Human Rights Commission has been working with both government and business on a range of initiatives to promote gender equality and I applaud the efforts to extend this strategy into philanthropy.”*

Australian Women Donors Network CEO, Julie Reilly said: *“Despite significant advances, women remain overrepresented in areas of disadvantage and underrepresented in positions of power and influence. We are grateful to Elizabeth Broderick for adding her powerful voice to the call for greater gender equity in philanthropic investment.”*

Chair and Co-Founder of the Australian Women Donors Network, Eve Mahlab AO explained the focus on gender in the philanthropic sector.

*“Philanthropists have always been in the forefront of positive social impact. They funded the first free schools and libraries, even the research into the contraceptive pill. Today, astute philanthropists are becoming increasingly strategic in their giving by requiring grant seekers to demonstrate transparency about gender inclusion and gender reach. This ensures firstly that the talents of both men and women are harnessed (in science, the arts, medical research) and secondly that the disadvantage experienced by women (economic security, homelessness, health, sport) is addressed. Leading donors and foundations are also specifically funding programs that address the particular needs of women and girls in order to increase gender equity. This Guide provides the tools for the whole sector to apply the same gender inclusive approach.”*

## **ABOUT THE GENDER-WISE PHILANTHROPY GUIDE**

The Guide has been produced in response to the need for information and practical guidance about why, how and where to invest in projects supporting women and girls.\*<sup>1</sup>

The well-referenced Guide draws on a growing body of evidence demonstrating that philanthropic investment in women and girls results in high impact philanthropy.

The Gender-Wise Philanthropy Guide directs donors to the Australian Women Donors Network's [Online Project Showcase](#), a unique central reference of projects designed specifically to advance gender equity across a broad range of focus areas including education, employment, political representation, poverty, disability, the arts and violence against women.

## **ABOUT THE AUSTRALIAN WOMEN DONORS NETWORK<sup>2</sup>**

The Australian Women Donors Network was formally established in 2009 to inform, inspire, educate and enable greater giving to women and girls. The Network's aims include:

- 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.

## **ATTACHMENTS:**

- ***Gender-Wise Philanthropy: Strengthening Society by Investing in Women & Girls.***
- ***Fast Fact Sheets – Women around the World & Women in Australia***

## **PICS & INTERVIEWS**

Photos available upon request. Case studies detailing projects seeking funding, the groups it will benefit and interviews with key stakeholders are also available.

For further information please contact **Julie Reilly, CEO Australian Women Donors Network** on [julie.reilly@womendonors.org.au](mailto:julie.reilly@womendonors.org.au) or call 03 9620 5554, 0417 545 986 or visit [www.womendonors.org.au](http://www.womendonors.org.au)

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<sup>1</sup> Research undertaken by QUT's Asia Pacific Centre for Non-Profit Studies "Mapping Australia's Philanthropic Investment in Women & Girls", and further consultation within the sector.

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*The Australian Women Donors Network is itself funded by philanthropy with the Pratt Foundation and Reichstein Foundation currently funding operational capacity along with corporate supporters including Mecca Cosmetics among others. Founding sponsors included the Trawalla Foundation and ANZ Private & Trustees.*