



# PROFESSIONAL ADVISOR NEWSLETTER

MONTHLY NEWSLETTER

MARCH 2026 TRENDING TOPIC 1

**YOUR PARTNER IN STRATEGIC PHILANTHROPY PROFESSIONAL  
ADVISORY SERVICES.** Empowering Financial Growth and Community Impact



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Starved Rock Country Community Foundation

 **GREETINGS FROM SRCCF!**

**WE'RE HERE FOR YOU.  
THE SRCCF HELPS YOU SERVE YOUR CHARITABLE CLIENTS.**

Hello!

Thank you for the opportunity to work together! We love hearing from so many of you throughout the year, and especially as tax time approaches. It is an honor to work with your charitable clients to maximize their community impact as well as their financial and estate planning goals.

As always, the team at the SRCCF watches trends closely so that we can keep you informed of legal and policy developments that could impact your work with philanthropic individuals and families. We're happy to share what's trending.

–Women are increasingly shaping the philanthropic landscape—often as primary financial decision-makers and stewards of family

legacy. Whether transitions happen gradually or in the wake of loss, the shift is unmistakable. Discover four practical insights to help you better serve women clients and strengthen the charitable strategies you design together.

Thank you for your partnership. Please consider us as your first call whenever the topic of charitable giving comes up during your client meetings. We look forward to our next conversation!

Pamela Beckett  
Founder and Senior Director of Philanthropy

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## WOMEN AND PHILANTHROPY: FOUR INSIGHTS TO INFORM YOUR PRACTICE

**At the Starved Rock Country Community Foundation, we're honored to work with hundreds of individuals, families, and businesses who support a wide range of charitable causes. The generosity and commitment across generations and demographics inspire our team every single day.**



March is an especially good time to reflect on the evolving role of women in philanthropy because it's Women's History Month. Increasingly, women are leading charitable decisions in their families, especially as more women are serving as primary financial decision-makers, according to Indiana University's Lilly Family School of Philanthropy's Women Give 2024: 20 Years of Gender & Giving Trends.

### **TWO SCENARIOS ARE DRIVING THIS CHANGE:**

–In many families, a leadership shift happens gradually. For example, a daughter becomes more engaged over the years in conversations about the family's charitable giving. Or a spouse who once deferred philanthropic decisions begins to shape priorities more directly.

–In other cases, the transition is sudden and deeply personal—often following the death of a spouse or parent—when a woman assumes sole responsibility for stewarding both financial assets and charitable intent.

Here are four examples of how your awareness of these trends can play out in your day-to-day practice:

### **HELP YOUR CLIENTS GIVE THROUGH THICK AND THIN.**

According to the Women Give 2024 study, over the past two decades, single women experienced a smaller decline in charitable participation than single men, and their average giving amounts held

steadier or increased in certain contexts (e.g., secular causes during COVID-19). Be aware of this trend as you represent single women; it may be a priority for them to continue giving even when times are tough. The SRCCF can help you develop a charitable giving plan to enable women-led philanthropy to continue through life's ups and downs.

### **DISCUSS NATIONAL TRENDS AND LOCAL NEEDS.**

According to the Women's Philanthropy Institute at Indiana University's Lilly Family School of Philanthropy, for the first time, between 2022 and 2023, giving to women's and girls' organizations surpassed 2% of overall charitable giving. This represents over \$11 billion going to women's and girls' organizations each year. Note, however, that when adjusted for inflation, the amount actually declined between 2021 and 2023. This trend is worth mentioning to clients, especially with the help of the Starved Rock Country Community Foundation team to share parallel local trends and opportunities to make an impact.

### **ASK ABOUT ALL FORMS OF PHILANTHROPY.**

According to the 2025 Bank of America Study of Philanthropy: Charitable Giving by Affluent Households, 43% of affluent households volunteered in 2024, up from 37% in 2022—volunteers tend to give more and support causes more deeply, a pattern often stronger among women. Be sure to ask your female clients about causes they support both financially and through volunteerism.

### **TAILOR ADVICE FOR SINGLE WOMEN.**

Research shows that participation trends vary by household type, with single women maintaining more consistent giving patterns over long periods. Pay particular attention to building thoughtful charitable giving plans for single women households. We can help maximize both impact and financial planning goals as you serve these clients.

**As is the case when you are working with any charitable client, our team is honored to be your partner. Whether your client is establishing a new structure, building a comprehensive strategy around an existing donor-advised or other type of fund, or navigating inherited philanthropic responsibilities, we are here to help ensure their giving reflects both enduring legacy and evolving purpose.**

**STARVED ROCK COUNTRY  
COMMUNITY FOUNDATION**

*Connecting People Who Care  
With Causes That Matter*

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The team at the Starved Rock Country Community Foundation is honored to serve as a resource and sounding board as you build your charitable plans and pursue your philanthropic objectives for making a difference in the community. This newsletter is provided for informational purposes only. It is not intended as legal, accounting, or financial planning advice. Please consult your tax or legal advisor to learn how this information might apply to your own situation.

**THANK YOU FOR THE OPPORTUNITY  
TO WORK TOGETHER!**

