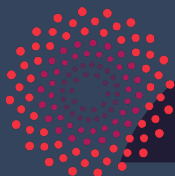


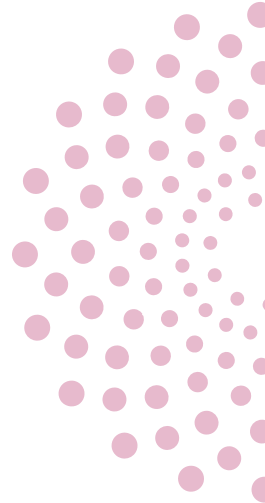
20 CATALYZING CHANGE

POWERING THE MOVEMENT THROUGH
COMMUNITY & COLLABORATION



Women
Moving
Millions

About This Report



In 2022, Women Moving Millions (WMM) launched a Measurement, Evaluation, and Learning Program to better understand our impact on our membership community and the gender-lens philanthropy our members practice.

Through this program, we aim to build a body of knowledge, insights, and best practices to improve our core community building work, expand our influence on the philanthropy sector, and further our mission to catalyze greater resources for a gender equal world. Additionally, we seek to clarify the value of participating in the WMM network and how our contribution is strengthening the funding ecosystem of the gender equality movement.

With generous funding from The David & Lura Lovell Foundation, WMM partnered with ORS Impact to build a measurement and evaluation strategy for the organization. As part of this effort, ORS Impact conducted a baseline assessment, engaging with more than 150 members through a robust survey and focus groups to better understand the community, including composition, membership experience, giving, and impact. Through this work, we refined our theory of change¹, determined data collection tools and processes², and identified key measurement indicators³ to track our progress and impact over time.

In late 2023, WMM then commissioned ImpactMapper to conduct our inaugural Community Impact Survey. Through this study, we were able to assess our impact on members' personal growth, philanthropic leadership, advocacy, and grantmaking.

Principally, this survey provided us with a means to validate our theory of change and determine whether our work is leading to a measurable impact on members and on the philanthropic ecosystem of the gender equality movement.

This report summarizes the findings of this survey and is organized around three primary strategies that WMM employs to accelerate scalable and abundant resources from members and the broader ecosystem:



BUILDING COMMUNITY

WMM creates and cultivates a supportive and safe environment where members can share and learn from each other's stories, journeys, and experiences, deepen and expand their personal and professional relationships, and hold each other accountable.



TRANSFORMING MEMBERS

Through a carefully curated learning journey, members increase their awareness of feminist philanthropy and systems change, strengthen their connection to the gender equality movement, and experience personal growth as leaders, gaining clarity and confidence in using their resources (financial or other) for change.



INSPIRING ACTION

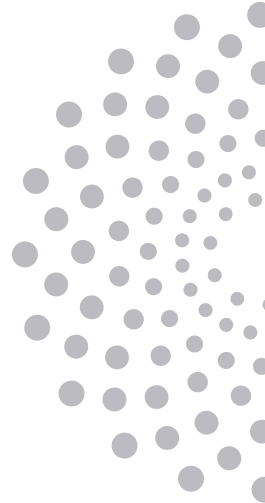
WMM inspires members to commit bigger and bolder funds to advance gender equality and to seek collaboration as a means for achieving exponential impact. As an organization, WMM is widening its circle of influence to include new and different types of ecosystem actors who increasingly appreciate and value gender-lens philanthropy.

¹ WMM's theory of change is to accelerate scalable and abundant gender-lens philanthropy among WMM members and the field so that we can realize our mission of catalyzing unprecedented resources for a gender equal world. We achieve this through the three strategies and eight outcomes outlined in this report.

² Data collection tools and processes include surveys, focus groups, one-on-one membership outreach, and new internal and external technology systems to track and measure community engagement and impact.

³ Our key measurement indicators, which were included in the Community Impact Survey, were created in partnership with ORS Impact to indicate if WMM is or isn't making progress toward its priority outcomes.

Introduction



Seventeen years after its founding campaign, Women Moving Millions has grown to become the largest philanthropic community dedicated to cultivating women's bold, collaborative leadership for gender equality.

A dynamic, impact-driven community, our 400 members have collectively committed over \$1 billion to improve the lives of women, girls, and gender-expansive people. This success fuels our ambition to do more. Our work ahead will be informed by our ability to continue to grow our community and mobilize even more resources for gender equality.

WMM plays a powerful role in shaping and influencing the philanthropic leadership of its members and sees this work as essential to resourcing movements at scale. We believe that it is through the curation and nurturing of a deeply relational and supportive community that learning and personal transformation are made possible. Our approach is informed by experiential learning theory⁴ and our programming is designed as a journey, meeting members where they are and supporting their growth and development over time.

When done within a trusted and safe community system, this dynamic learning process helps members gain greater clarity in their philanthropic vision and purpose, build acumen and confidence, experiment and take risks, seek out collaborators to expand the impact of their work, and ultimately move bold resources. Furthermore, the process of learning in community fosters a shared culture at WMM, one that is rooted in feminist philanthropic principles and committed to working in service of global women's movements.

This shared culture is part of what makes our community so unique and enables WMM to leverage our members' collective strengths to exponentially increase impact.

WMM's Measurement, Evaluation, and Learning Program seeks to validate the efficacy of this approach, determine whether our work is leading to a measurable impact on members, and inform our organizational strategy moving forward.

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There is strength in numbers. Being a part of WMM amplifies our voices and showcases our goals of creating a gender equal world and rectifying gender inequities in philanthropic giving. The mere fact that this organization exists and brings together many powerful, passionate, generous, creative, and supportive women strengthens our voices and moves us closer to achieving our goals.

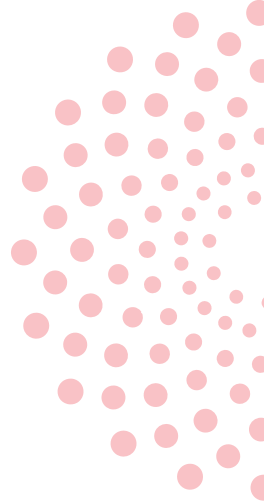
— WMM MEMBER



*Sources:

1. Kolb, D. A. (1984). *Experiential Learning Theory*. Retrieved from [ResearchGate] (https://www.researchgate.net/publication/302350842_Experiential_Learning_Theory).
2. Mcleod, S. (2017). Kolb - Learning Styles. *Simply Psychology*. Retrieved from <https://www.simplypsychology.org/learning-kolb.html>.

Overall Reflections



Women Moving Millions has become a powerful catalyst in driving gender-equitable and transformative change around the world.

WMM members consistently report finding immense value in the community and in their relationships with one another. Through its program and learning offerings, the organization has been successful in empowering its members to articulate their philanthropic purpose and deepen their understanding of the gender equality movement. Overall, WMM stands as a dynamic and influential force in shaping the landscape of gender-lens philanthropy.

“

Women are increasingly stepping into their power and that is a beautiful thing. For those who have not yet done so, but can, my question is simple – What are you waiting for?

— WMM MEMBER

Through this survey we found overwhelming validation of WMM's approach with survey results that align with certain short- and medium-term outcomes of our theory of change.

SHORT TERM

- Members are sharing and learning from one another's stories and experiences (i.e. leading and learning).
- Members are deepening and expanding their personal and professional relationships, friendships, and support.
- Members have increased their awareness of systems change and gender-lens philanthropy.
- Members have gained clarity and confidence to use their resources (i.e. money, voice, connections, and influence) to advance gender equality.

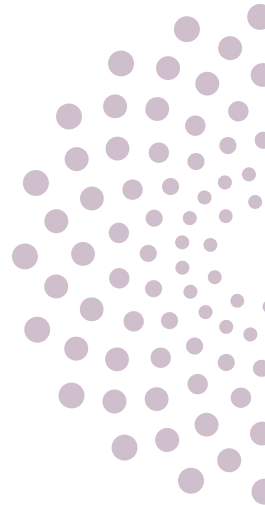
MEDIUM TERM

- Members find joy, a shared purpose, and a sense of impact in the WMM community.
- Members are stepping into their leadership, using their networks and knowledge to inspire others to invest with a gender lens.
- Members are collaborating to expand their giving and impact.
- Members commit more money to advance gender equality.

This report sheds further insight into these quantitative and qualitative data points from our members and dives deeper into what makes the WMM community so exceptional in its ambition and resulting impact.



Building Community



Community is at the heart of everything WMM does. Throughout the year, WMM offers a variety of programming and ways to engage the community, support relationship building, and advance learning.

The survey results and qualitative data clearly demonstrate that members value the relationships and community built through WMM. With a strong foundation of peer support, members find joy, purpose, safety, and trust in this community, and are able to build lasting friendships.

Trust is a driving force within our membership and critical to the success of the WMM learning journey of discovery, reflection, experimentation, and action. The vast majority of members (82%) feel comfortable sharing thoughts and experiences with their peers within the community and reported that WMM had created an environment of safety where they could share, learn, and grow.

As a result of their participation in WMM, members reported a strong sense of sisterhood with an overwhelming (77%) feeling of joy and purpose as a direct result of being part of the WMM community.

“

I have built meaningful and thoughtful relationships with other WMM members which inspire, motivate, and encourage me to push harder and take bigger challenges in advancing the philanthropic work I am involved in.

— WMM MEMBER

A majority of members shared that engaging with other passionate individuals drove their work. They value being part of a women's peer group who contribute toward common causes, and find meaning in being a part of a larger community committed to this work.

Members expressed tremendous value in being able to discuss their individual and shared journeys, engaging in meaningful dialogues and discussions around shared interests, getting the opportunity to collaborate and work with other members, and building a strong knowledge base that supports gender-lens philanthropy. None of this would be possible without the curation of a safe and trusting environment.

Many members expressed they felt inspired because of the contributions they've made and by the contributions and activism of their peers (i.e. leading and learning by example).

“ WMM is a safe place to ask questions, even if you think you are ‘not smart enough’. There is this misconception that if you have money you know how and where to invest it. I see over and over that when I ask a question, many others have the same question, so I am glad I spoke up. There is so much one needs to learn to invest more wisely. – WMM Member

“ Throughout all of my years with WMM, I have built and strengthened numerous relationships, more recently [with WMM's] Philanthropic Leadership Program. These friendships have not only built a stronger philanthropic community but have also enhanced my life in too many ways to even try to consider! – WMM Member

Combined, these results demonstrate that the WMM network has successfully facilitated a nurturing and supportive environment where members can freely express themselves, be vulnerable, explore new ideas, and experiment with risk-taking.

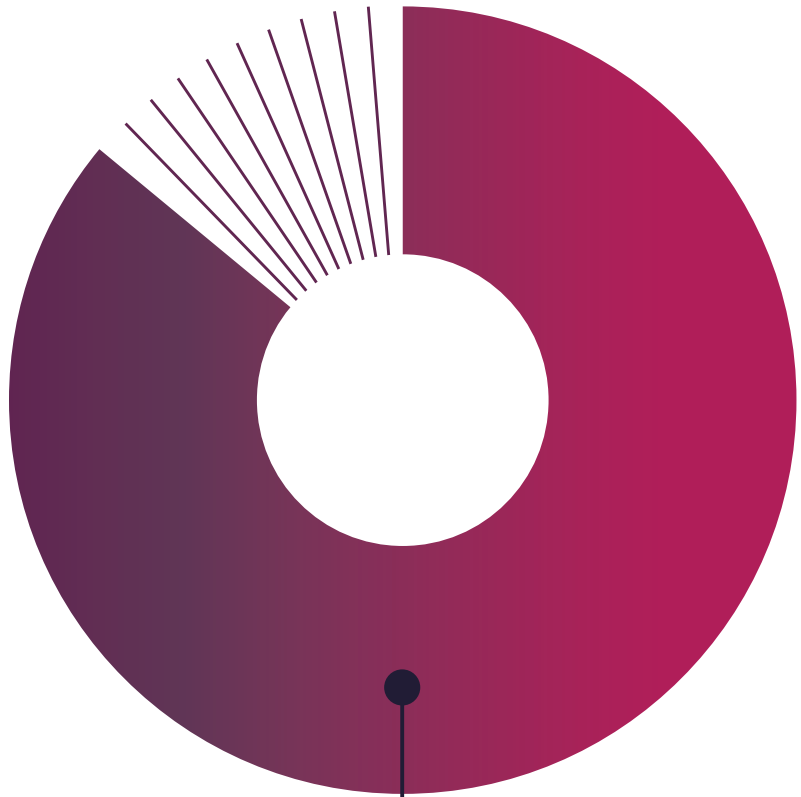


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When you are part of
a community, you are
safe to challenge each
other, question deeply,
and celebrate your
successes together.

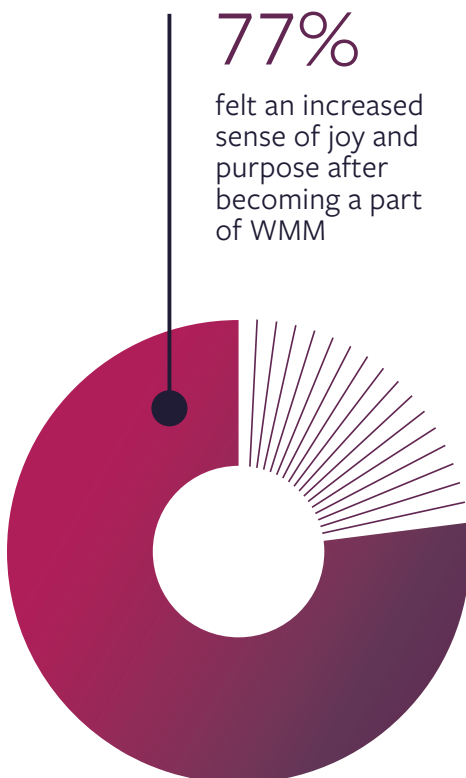
— WMM MEMBER





82%

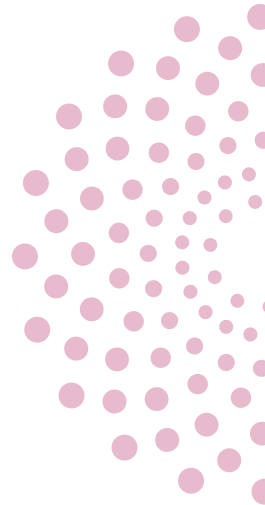
felt comfortable
sharing their thoughts
and experiences with
their peers within the
WMM community



77%

felt an increased
sense of joy and
purpose after
becoming a part
of WMM

Transforming Members



Through the nurturing of a supportive and trust-based community, and by offering programming to support members' philanthropic learning and leadership journeys, members experience transformation in a multitude of ways.

The majority of members surveyed noted that they felt a greater connection to gender equality movements (82%); they gained a better knowledge of gender-lens philanthropy (72%); and were better able to express their philanthropic purpose and gender equality vision (66%). With this vision development in hand, members find personal growth, noting increased confidence in utilizing both their financial and non-financial resources for gender equality (64%).

Being part of the WMM community has prompted increased giving and greater exposure to a range of issues and causes. Members express being deeply grateful for the interactions and relationships that they have built and how they have led to healthy exchanges of new ideas and opinions. Member interactions at WMM convenings have been pivotal in influencing member giving and motivating members to deeply reflect on their own lived experiences,

“

My world has been opened. Before, my philanthropy was mostly local and/or continuing on with my grandfather's legacy of giving. No more, now it's about my passions. I have been blessed financially and it is my calling to make that wealth work to make the world a more equitable place. We have to do better!

— WMM MEMBER

the prevalent patriarchal norms and barriers that exist for women and girls, and their connection and relationship to the gender equality movement. Overall, members recognized the importance of the WMM network and the role it plays in intentional and gender lens-oriented giving.

“ My aha moment was an uncomfortable one during [the] Philanthropic Leadership Program where we had to unpack the root of why we were committed to gender justice. It made me revisit my own childhood story of being unloved as a third girl in a society that had a strong preference for boys. I came to realize that the work was personal and was rooted in a deep place within. I realized the WHY of my commitment to uplifting women and girls, being a mentor to over 400 young people, and supporting marginalized communities. As painful as it was, it was life-changing in my journey as a leader. I also was pushed to accept my visibility and push back against the norms of South Asian women not owning their wealth - it was pointed out to me that people I greatly admired - Mother Teresa and Gloria Steinem - were/are both visible and humble and I could be the same.

– WMM Member

“ I started a separate LLC from my family’s foundation that is focusing exclusively on maternal and reproductive health, reproductive justice, and the care economy. Doing this on my own, separate from my family, is definitely not something I would have done 8-10 years ago. – WMM Member

Overall, these findings resonate with the field’s understanding of the importance of facilitating the exchange of experiences and ideas to drive social change. WMM is creating the space to accelerate the transformation of members’ philanthropy and their efficacy.



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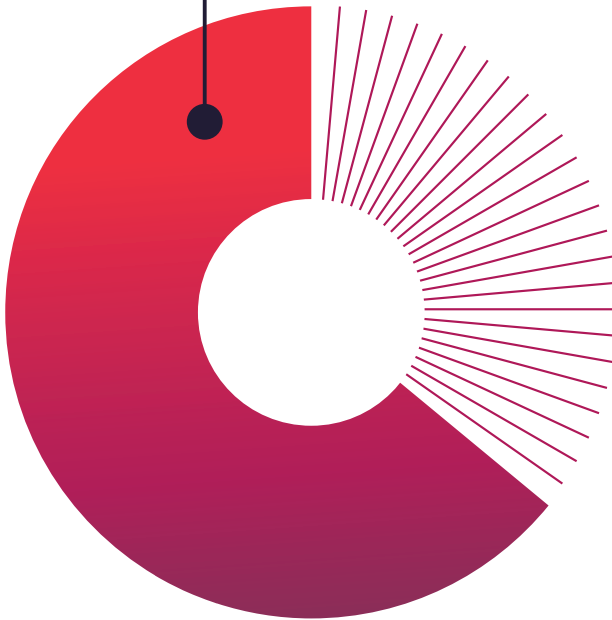
Being part of WMM has introduced me to resources and partners who are inspirational and demonstrate how my investments can make the greatest impact for gender equity in our world.

— WMM MEMBER



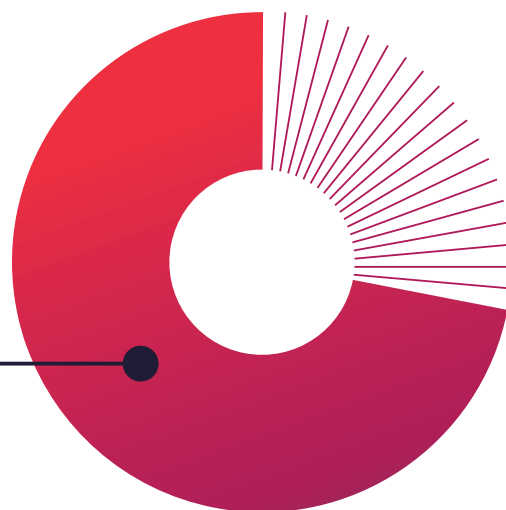
64%

increased confidence in
utilizing both their financial
and non-financial resources
for gender equality



72%

gained better
knowledge of
gender-lens
philanthropy



Inspiring Action



This inaugural survey is an important start in helping WMM understand the “so what” of its work, or what difference WMM programming and community is making for members and their gender-lens philanthropy.

By using their voice and influence, working collaboratively, applying trust-based approaches to their giving, funding new and innovative projects and organizations, and accelerating their \$1 million gift disbursement⁵, members report that WMM has had a significant influence in how they show up for the gender equality movement.

75% of all members specifically noted that they have become more confident in advocating for gender equality within their spheres of influence. They report that they take what they have learned from the WMM network and share it with others as inspiration to engage in gender-lens philanthropy.

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I was inspired by WMM’s Women’s Power & Influence Fund, funded by Pivotal Ventures, that would double my giving to Ignite National and The Feminist Majority Foundation. Without WMM’s match, I would not have made this huge commitment which has helped my grantees with their financial planning and sustainability.

— WMM MEMBER

⁵WMM has three levels of membership: Individual, NextGen, and Family. Individual and Family members pledge to complete their \$1M commitment over ten years. NextGen members pledge to complete their \$250K commitment over five years.

The most frequently highlighted advocacy approaches included:



WMM views collaboration as a key outcome of a strong and connected community and an indicator of the overall health of the women's funding ecosystem. A more connected ecosystem is more responsive to the needs of the movement and can move capital (social and financial) more efficiently. Over 80% of members surveyed reported collaborating with another member on projects and initiatives such as documentaries, policy change efforts, and funding in previously unexplored issue spaces.

Members reported that it is principally through WMM program opportunities where they are able to cultivate successful interactions and engagements with others. Programming has been key to developing long-lasting friendships, improving their knowledge base, and exploring joint opportunities with other members. Furthermore, members report that these opportunities have inspired changes in their philanthropy.

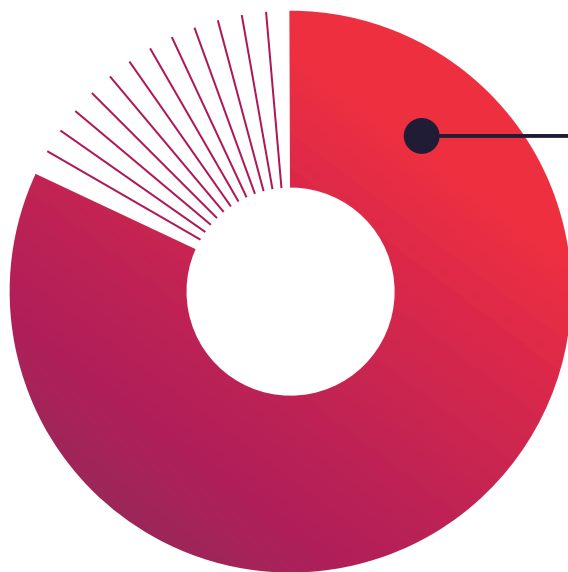
“ I partnered with [a fellow member] to form the Florida Women's Funding Alliance. This affinity group has commissioned research about the status of women and girls in Florida by county. This has led to important policy changes as well as increased funding on the state and local levels. Further, this study encouraged [a founder of a prominent foundation] to create [a new fund, for which I am a cofounder]. This organization provides low-income women with access to testing and treatment for breast and cervical cancer as well as provides embedded healthcare navigators to assist these women in accessing this care. We are building a community-based, evidence-based program to hopefully scale in years to come. – WMM Member



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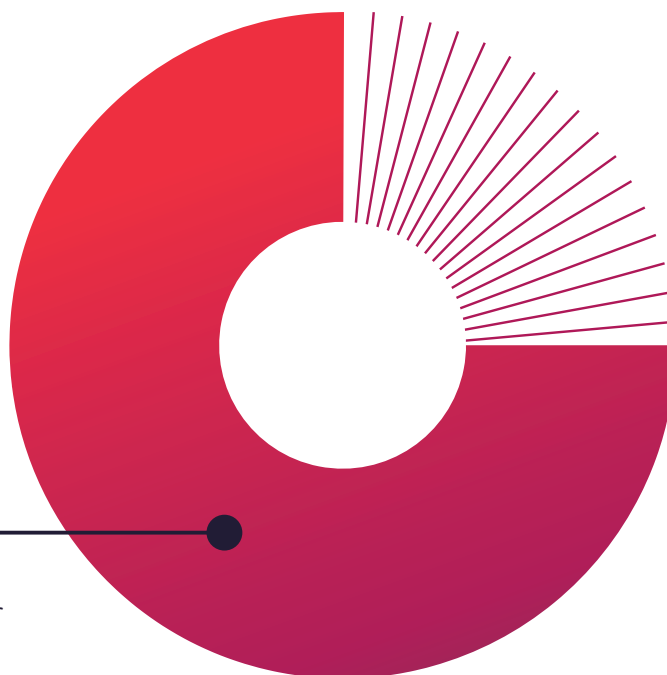
One example would be helping with the Plan C film, I had not even heard of it and after attending the Summit I was so moved that I reached out to [a fellow member] to see if I could still get in on it... I am hoping that as I make more relationships with WMM members that I can help financially and hopefully in other ways support their projects.

— WMM MEMBER



OVER 80%

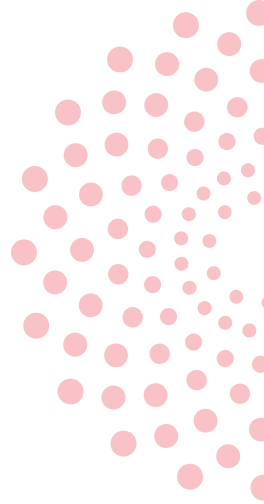
collaborated with another member on projects and initiatives such as documentaries, policy change efforts, and funding in previous unexplored issue spaces



75%

became more confident in advocating for gender equality within their spheres of influence

Impact on Grantmaking



Members surveyed reported that in 2023 they had collectively invested nearly \$135 million in grant funding across all issues, \$61 million of which was allocated to organizations or initiatives advancing women, girls, and gender expansive people.

Extrapolating from this data, it is estimated that the total amount given to women and girls across all WMM members⁶ (including those who did not complete this survey) was approximately \$157 million in 2023, with total overall giving estimated to be \$252M.

In terms of grantmaking, members' funding priorities are widely distributed. While members focus their giving on a range of different causes, advancing economic outcomes, supporting sexual reproductive health and rights, and improving girls' life skills and leadership surface as priority investment areas.

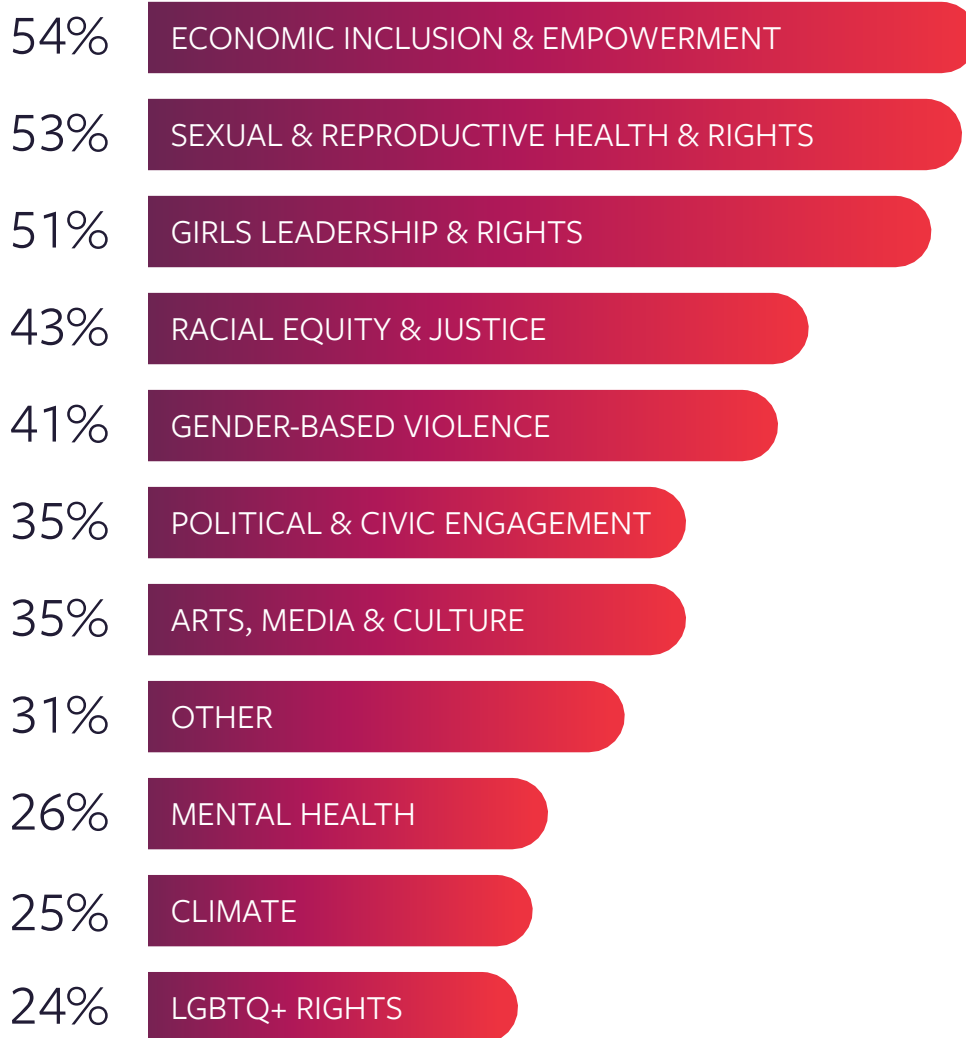
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I understand more about the power of supporting grassroots orgs and partnering with them and sharing resources of all kinds that I had learned with WMM.

— WMM MEMBER

⁶At the time of publication, WMM's community includes 404 historical members. This estimated statistic was drawn from the 299 current members who were invited to participate in the Community Impact Survey. Calculation is based on the aggregated giving amount plus the estimated potential amount from the remaining membership.

WMM members' grantmaking priorities:



When surveyed, the majority (68%) of respondents had completed their initial \$1M membership pledge. Among those who fulfilled their commitment, 90% were able to do so in less time than originally anticipated. Remarkably, evidence suggests that the \$1M commitment is only the beginning of their investment. An impressive 85% of survey respondents have already pledged commitments to gender equality beyond their \$1M commitment. The median amount committed was \$3M, with pledges ranging from \$10,000 to \$40M over time beyond their \$1M initial commitment.

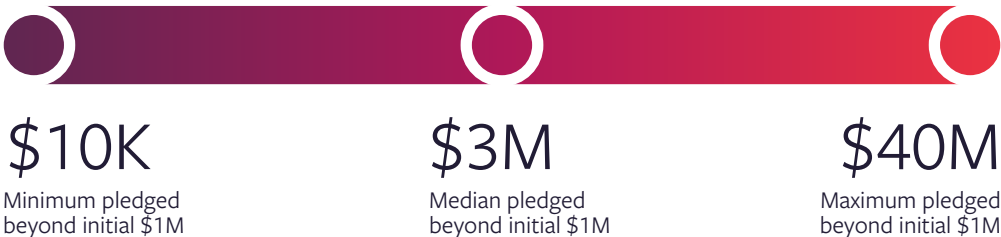
All survey respondents (100%) noted that the average size of their individual gift either remained the same or increased since joining WMM, with 37% noting a significant increase in individual gift size. Nearly half of all members responded that being part of WMM made them more comfortable with embarking on philanthropic work that they had not engaged in before.

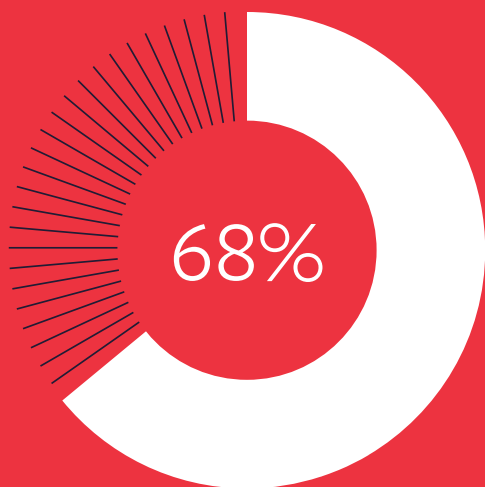
“ Most of my international grants are to women-led organizations, a significant shift which I attribute to joining WMM. – WMM Member

“ I am working with my advisor to move funds to women-run companies and have begun asking the other companies that I have money in, what they do for women/ girls’ causes, and what their charitable work looks like. I am much more aware of the inequities and also have realized how much farther the dollar goes in other countries. – WMM Member

“ We had been funding neurological research for several years, before I joined WMM. I am now having conversations on the need to do more research focused exclusively on women to understand how disease progression and treatments differ. – WMM Member

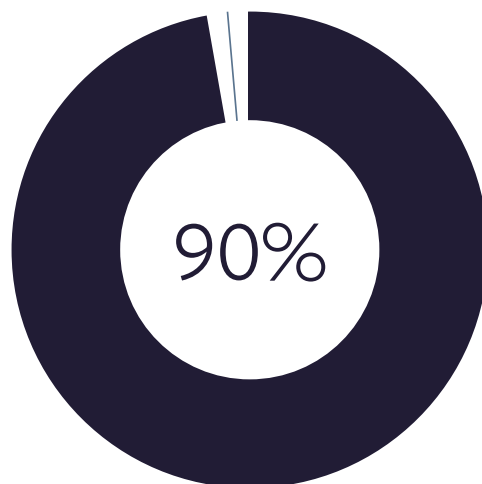
Participation in WMM has also impacted members’ support of trust-based philanthropic approaches and grassroots funding. 80% of members surveyed noted that they either provide only unrestricted funding or a mix of unrestricted and project-based funding.



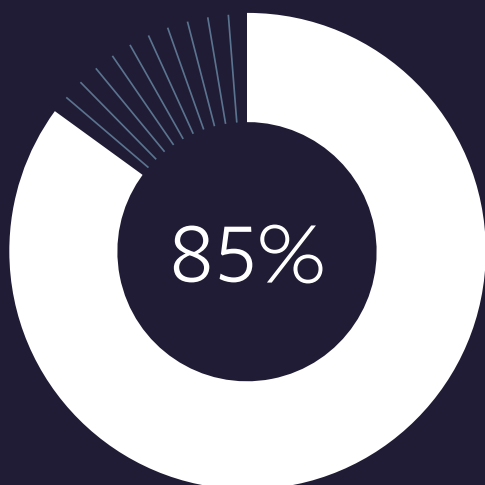


% of survey respondents who have completed their \$1M commitment in charitable contributions towards advancing gender equality

% of survey respondents who completed their \$1M commitment in less time than originally anticipated



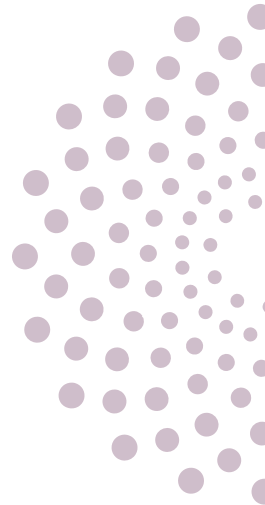
% of survey respondents who have already pledged commitments to gender equality beyond their \$1M commitment



100%

% of survey respondents who noted that the average size of their individual gift either remained the same or increased since joining WMM

Looking Ahead



Women Moving Millions has become a powerful catalyst in driving transformative, gender-equitable change in a world that is becoming increasingly fragile and in conflict. WMM stands as an important and influential force in shaping the landscape of gender-lens philanthropy.

Looking to the future, WMM has an ambitious goal: catalyze the next billion dollars by 2030. To reach this milestone we must continue to challenge ourselves and others to transform the way we invest and leverage our unique power to move more resources into the hands of women and girls. We know we can do this—and more.

The learnings from this Community Impact Survey provide invaluable guidance to WMM as we enter a new phase of growth and impact. Our understanding of who members are, how they are contributing to the movement for gender equality, and how we can further support their learning and leadership becomes even more critical as we plan for the future. From this evaluation, we will consider how we can best lean into our core strengths, identify opportunities to enhance our suite of member offerings, and then apply that knowledge to refine and evolve our strategic decision-making moving forward.

In the year ahead, we will continue to advance our mission by growing our vibrant and dynamic community and advocating for women's leadership, greater collaboration, and bold philanthropy. We will continue to center leadership in our programming and call for greater investment in feminist movements. Finally, we will offer a bold approach and

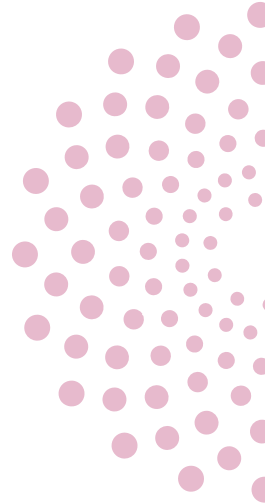
vision to unleash the exponential power of what is possible when a community of women come together with a shared commitment to build a more equitable and just future for all.

We know that by leveraging our collective power and influence, we can achieve more than just incremental impact — we can drive the change the world needs today.

Looking to the future,
WMM has an ambitious
goal: catalyze the next
billion dollars by 2030.



Methodology



The WMM Community Impact Survey adopted a mixed-methods approach to understand and unpack the impact of WMM's activities in influencing members' philanthropic motivations, supporting their leadership journey, and fostering connections and partnerships with other members. It also focused on understanding the extent to which WMM has contributed towards their improved notions of leadership within the philanthropic community. Members were also asked about some of the challenges they have faced during their philanthropic journey and what the future of WMM should look like.

The survey had five sections divided as follows:

- Demographics
- Leadership and WMM Membership
- Overall WMM Membership Reflections
- Grantmaking and Impact
- WMM Impact and Future Feedback

The survey was developed by the WMM team and ImpactMapper, informed by the Theory of Change and the indicators identified within the Measurement, Evaluation, and Learning plan developed by WMM's partner ORS Impact. The survey was shared with WMM members between November 2023 and January 2024. The survey data was collected and analyzed in the ImpactMapper platform and the results were consolidated in the report to demonstrate overarching trends. The survey was shared to 299 members on WMM's Mailchimp listserv, of which 77 submitted responses. Of these responses, we had a submission rate of 62% from all active members. ImpactMapper cleaned, coded, and analyzed all data. ImpactMapper then produced and authored a report with these findings for WMM. The WMM team then compiled the learnings into this narrative. Member Stories of Impact were also utilized for qualitative purposes.

“

Women Moving Millions is a dynamic impact-led community on a mission to power the movement for gender equality. By fostering members' leadership, cultivating collaboration, and igniting bold philanthropy, we are transforming the landscape of philanthropy and acting as a powerful catalyst in driving change.

— SARAH HAACKE BYRD,
CEO, WOMEN MOVING MILLIONS



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