



Exploring Gender Difference in Charitable Giving: The Dutch Case

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This study explores gender differences in giving behaviour in the Netherlands and how values, finances, solicitation and social pressure impact giving behaviour. The study helps practitioners to understand the factors influencing women's giving.

Research Question: Does gender impact giving behaviour in the Netherlands and do values, finances, solicitation and social pressure exert an influence?

Women are more likely to give and to give to a higher number of causes. However, men are more likely to give larger amounts to fewer causes. Women's prosocial values of empathy and care influence their giving behaviour.

[#Philanthropy](#) [#gender](#) [#charitable giving](#) [#fundraising](#) [#prosocial values](#)

Background & Context



- Studies into the difference in giving between genders find **women are more likely to give than men**, but only in the context of the US and UK, and differences in giving cultures in other countries may produce different results. Research points to four factors that might explain differences in giving between the genders.
- Women are more likely to describe themselves as empathetic and attach a value to helping others. These **prosocial values are associated with charitable giving** and may be the reason why women are more likely to donate, in higher amounts and to a wider range of causes.
- Women still do not enjoy the same level of **financial security** as men. Income, education and perceptions of wealth, may offer an explanation for patterns of lower level and more widely dispersed giving.
- Studies suggest that women receive **more requests to give and have wider social networks**, increasing the chances of being asked for gifts. Because women adopt more caring behaviours, they may be more responsive to requests for donations.
- Charitable giving is a **socially desirable form of behaviour**. Women experience social pressure to conform to social norms and may perceive a higher social pressure than men to donate.

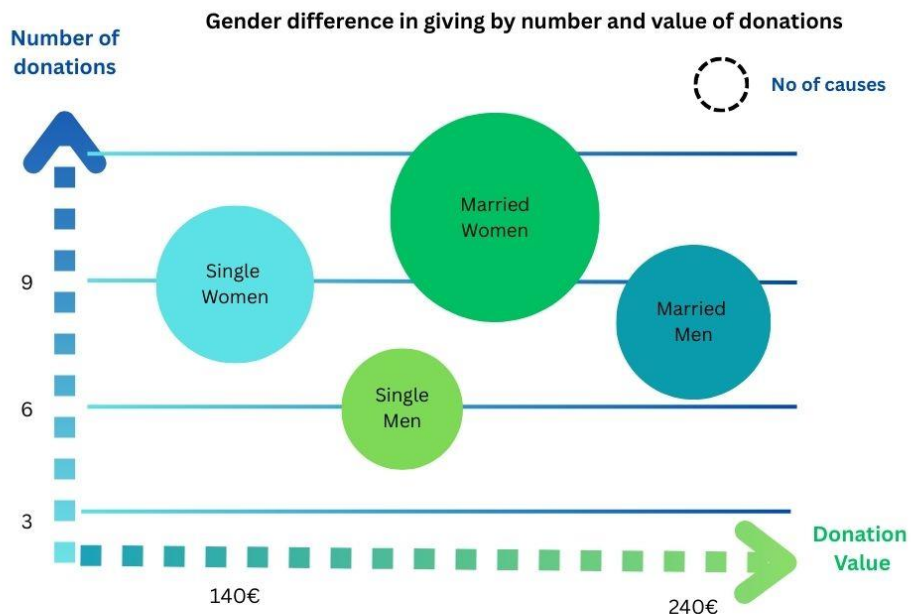
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Take aways & Learnings



- A survey of 1,700 Dutch men and women measured charitable giving behaviour in terms of frequency, value and sector spread against factors that might impact these behaviours; prosocial values, education levels, financial situation, frequency of ask and social pressure.
- **Women are more likely to give than men** and single men are least likely. However, **men's average donation is higher than women's** and married people make higher donations than single people of either gender.
- **Prosocial values of empathy and care were found to have the biggest impact on women's giving**, with those reporting higher levels of these values more likely to give and to give to more sectors.
- **Men and women did not give differently because of social pressure or the number of requests for donations** received, and the study did not find an explanation for why men make higher value donations.
- **Marital status and gender should be taken into account when developing solicitation plans.** Women are more likely to be responsive but will give at a lower level than men, while male donors and married couples will give larger amounts.



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