According to the Harvard Business Review, in 2009, women controlled 51.3 percent of wealth in America. This amounts to about $14 trillion in personal wealth, and is projected to grow to $22 trillion by 2019.

And yet, initial studies hinted that women didn’t understand money and needed remedial help. However, as the studies continued, it became apparent that women think about money quite differently than men. Is it the same with our philanthropic giving? Should women have a different approach as we decide which causes we want to support?

“Woman think” has the potential to make quite a philanthropic statement in our society. We all owe it to ourselves, our families and our community to embrace our different financial perspective and begin to form our own philanthropic philosophy.

Consider what stirs up a passionate response in you. You may wonder, “How does this relate to giving?” but I think these emotions should guide us in our personal charitable decisions at Iowa State University. Think of your reactions as arrows pointing you toward your next philanthropic endeavor.

When looking at your charitable giving, weigh the options of making either a small contribution to many areas or making a larger donation to increase your impact at Iowa State that holds meaning to you. I encourage you to also consider the possibility of becoming further involved through volunteering. There is no better way to become connected to an organization’s mission than to also donate your time and energy.

As women, our charitable giving habits and willingness to talk about the value of giving back can make a significant impact in the Iowa State community. With the many options and possibilities to give at the university level, there is great opportunity to align your giving with what you’re passionate about – a philanthropic perspective that could change your giving experience as well as Iowa State.

Article by Karen Petersen, CFP CDFA,
Certified financial planner for More Than Money
Karen Petersen has been a certified financial planner practitioner in Ames for more than 21 years. She loves meeting new people and sharing her love of financial planning with others.
THE RIPPLE EFFECT OF PLANNING:
HELPING YOU HELP OTHERS

LONGTIME CYCLONE KAREN HELDT-CHAPMAN, class of 1992, got to know her husband, Jay, on the field of Jack Trice Stadium.

Both members of the marching band and choir at Iowa State University, the couple cultivated strong relationships with their fellow bandmates. “It truly is like a family,” said Karen. As they closed the chapter on their student days, the Chapmans looked to stay involved with the university that had treated them so well.

“The Adopt-the-Band program was a natural step for us,” said Jay, a graduate of the classes of 1990 and 1993. “Iowa State gave us so much; we wanted to give back and provide those same opportunities to someone else.” Having supported all kinds of projects ranging from building renovations on campus to the Cyclone Club, the Chapmans simply want to share and preserve their Iowa State experience.

When preparing for their next philanthropic step, the Chapmans build off of previous plans. “Each year we evaluate what we did previously and budget out the coming years,” said Jay. “We always look long term when planning our philanthropy.”

“There are many options when it comes to philanthropy,” said Karen. To prioritize which projects to tackle, they figure out which ones are closest to the heart.

GET TO KNOW YOUR COMMITTEE: DEE VANDEVENTER

A philanthropic powerhouse, Dee Vandeventer grew up in a giving household. “You could say it’s kind of in my DNA,” she said.

When she arrived on Iowa State campus in 1971, this first-generation college student knew instantly it was the right fit. “Once you see Iowa State, you can’t help but fall in love with it.”

Vandeventer became director of annual giving for the University of Northern Iowa in 1984, before completing a master’s degree in public relations with an emphasis in philanthropy in 1993. Three years later, when starting her company ME&V, she made fundraising an integral part of its business plan.

Philanthropy touches all aspects of Vandeventer’s life. For her 50th birthday, she challenged her friends and family to join her in increasing their charitable giving through her “Fifty is Nifty” initiative. Together they enhanced their giving by $1,147,350—well past her goal of $50,000.

During her time serving as member and previous chair of the Women & Philanthropy Committee, Vandeventer is honored to have met “lots of wonderful people who have Iowa State in their heart.

“This organization continues to plant seeds,” said Vandeventer. “It gives women the opportunity to sit down and figure out their giving plan.”
A MESSAGE FROM THE CHAIR

I am honored to be the incoming chair of the Iowa State University Foundation Women & Philanthropy Committee. As a member of the committee since 2010, I have worked with two wonderful chairs, Dee Vandeventer and Kristi Knous. Their stories of philanthropy and work with the Women & Philanthropy Committee have greatly encouraged me. Furthermore, I have been privileged to meet the talented women, both past and present, who have served on this committee.

When asked to serve on the Women & Philanthropy Committee, I was eager to oblige. I had attended my first Women & Philanthropy workshop in 2007 and was “hooked.” The workshop helped me reconnect with Iowa State, which was wonderful, but I also met a group of women that day who were interested in giving back to the university that is so important to all of us.

The keynote speaker that year was Tracy Gary, and she encouraged us to give so that our monetary gifts made a difference. She recommended putting our money into one or two larger gifts for more impact, instead of many smaller gifts. I felt she was speaking directly to me, and my thinking about philanthropy changed immediately.

My parents were influential in inspiring me to give back to Iowa State. My mother always promoted a college education, and I was the first in my family to go to college. Within a year of the workshop, I started a scholarship in my mother’s name in Iowa State University’s College of Liberal Arts and Sciences, which reconnected me with my college and resulted in my membership and current chair position with the college’s Dean’s Advisory Council. My mission today is to promote education – especially for women – and that is where I devote my philanthropy.

My husband, Tim, and I have six adult children – all with degrees from one of Iowa’s three public universities – and live in Iowa City.

I am looking forward to the work of the committee this year. Thank you for the opportunity to work with such a wonderful group of women!

Becky Kresowik, class of 1987
Chair, Women & Philanthropy Committee

“...the easiest way to reach your goals and get the most out of your philanthropy is to work with the Iowa State University Foundation,” Jay stated. “They’ll set you up with whatever you want on your own timeline.”

Figuring out a philanthropic road map as a couple can have some ups and downs. “It can be a double-edged sword: With a partner, you can bounce ideas off of each other to brainstorm more possibilities or solutions, but you could also have two different interests in mind,” said Jay. “But ultimately it’s a good thing.”

As experienced members of the Iowa State giving community, Karen and Jay Chapman know what works. “My best advice to those getting started is to focus on your fondest memories of Iowa State,” said Jay. If you can make your giving personal, it is much more enjoyable.”

women the opportunity to sit down and figure out their giving plan.”
Vandeventer and her husband, Dave, have started a fund to help students pay for textbooks, and are eager for that to take effect this fall. Their son came up with the idea, showing that philanthropic habits perhaps do run in the family.
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- Harnessing Women’s Passion to Impact Iowa State
- The Ripple Effect of Planning: Helping You Help Others
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women & philanthropy
2014 Workshop

The 15th annual Women & Philanthropy workshop will be held Oct. 31, 2014, at the Gateway Hotel in Ames, Iowa. Keep an eye out for an invitation to be mailed in early fall, and check out our website for more information.

http://www.foundation.iastate.edu/wp