

ANTIAGING BEAUTY: HOW TO FAKE A GOOD NIGHT'S SLEEP

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JANUARY 2008

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## A Charity Challenge: Fund Women First

It's not that women don't give; most give generously. But there's a generosity gap, says Helen LaKelly Hunt, 59, heiress and philanthropist, and for her, it hits close to home. Wealthier women, according to some studies, don't give as generously as lower- and middle-income women. And when they do write big checks, says Chris Grumm of the Women's Funding Network, the money often goes to symphonies, libraries or even a husband's alma mater, not to groups that directly help women and girls.

A new campaign, Women Moving Millions, is LaKelly Hunt's effort to change these patterns. Hunt and her sister, Swanee Hunt, 57, director of Harvard's Women and Public Policy program, have kicked in \$4 million and \$6 million, respectively. She's seeking pledges of \$1 million and up, hoping to hit \$150 million by 2009. Part of the pitch: Research by the U.N., among others, has shown that helping women is one of the best ways to build communities. The money will be distributed by the WFN, whose member groups seed diverse projects, from a Rhode Island jobs center to a property rights program in Tanzania.

With American women controlling an increasing percentage of personal wealth in the U.S., says LaKelly Hunt, there's more than enough money out there: "We just have to create a network of women who will fund women first." To give (any amount) or to apply to make your organization part of the network, go to [wfnet.org](http://wfnet.org)

—JUDITH H. DOBRZYNSKI

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