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Local Business Women Launch “100 Women Who Give a Hoot” to Empower Area Women to Support Local Causes

Unique “giving circle” approach makes donations simple, transparent, more direct, and more powerful

CARY, North Carolina, January 20, 2016 – Two Research Triangle business women today launched a new initiative, 100 Women Who Give a Hoot (www.100whogive.com), that aims to help busy Triangle-area women find both the time and the means to give directly to local charities they care about most.

Founded by Carolyn Walters and Kristy Blasey, 100 Women Who Give a Hoot highlights the power of “giving circles” to not only make giving simpler for women who care, but the process more transparent and the impact more immediate for those who want to see and feel their donations make a real difference in the lives of their community.

“We’ve both been very fortunate in our lives,” says Walters of both herself and her co-founder. Adds Blasey: “We’re both passionate about giving back, but we also felt detached from our donations. We wrote checks to great causes, but we weren’t entirely sure how much got to the real target or what impact it really had.”

Wanting to break down the process between making a donation and having it get to its recipient, the pair launched 100 Women Who Give a Hoot to find 100 like-minded women. Walters and Blasey knew that many of their peers were busy, active, career women and parents, who often can’t find time for extensive volunteering efforts and other long-term commitments.

To address all these concerns, 100 Women Who Give a Hoot’s “giving circle” approach features four live events per year in which each of the 100 (or more) members brings a blank check for \$100. At the event, members vote to make a collective donation to one of three local causes nominated by the group. Each charity has five minutes to discuss their work and how they’d use the donation. At the end of the event, the charity with the most votes receives a total of \$10,000 on



the spot. “It’s that immediate,” says Blasey. “We take nothing out of the donation. They receive \$10,000 immediately.”

“We’re not a charity ourselves, per se,” says Walters. “We’re fundraising facilitators, and we make it simple, direct, immediate, and fun.”

100 Women Who Give a Hoot is currently seeking members to reach its 100-woman goal (it will continue to accept members beyond that goal). It has plans for four events in 2016 that it hopes will result in more than \$40,000 in donations.

Based on the 100+ Women Who Care concept, the rise of organizations like 100 Women Who Give a Hoot, in many ways, reflects the powerful role of women in giving. Recent research from the Women’s Philanthropy Institute notes that women are more likely to give and give more than men in similar situations.¹The study also notes that women are now the breadwinners in 40 percent of U.S. households.

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¹ *How and Why Women Give: Current and Future Directions for Research on Women’s Philanthropy*, The Women’s Philanthropy Institute (WPI) and The Indiana University Lilly Family School of Philanthropy, May 2015