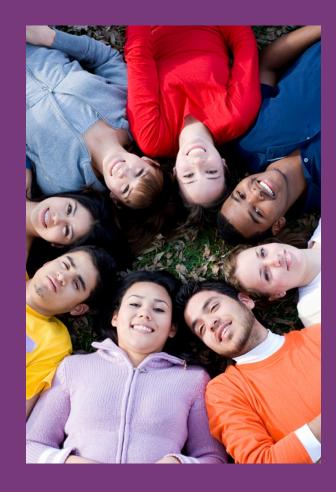


Overview of Combined Purpose Giving

Based on data collected in 2007 about giving in 2006



Center on Philanthropy Panel Study A part of the Panel Study of Income Dynamics

This analysis is available to Premium Service Subscribers of the Center on Philanthropy at Indiana University. To subscribe, go to www.philanthropy.iupui.edu.

The Center on Philanthropy Panel Study (COPPS) is a module of the Panel Study of Income Dynamics (PSID), which reaches more than 8,000 households every two years. The PSID is fielded by the Institute for Social Research at the University of Michigan. Questions were asked in 2007 about giving in 2006. The next data available will be released in early 2013.

The Center on Philanthropy thanks Atlantic Philanthropies for the initial funding to launch COPPS in 2001 and the donors whose recent contributions make continued waves of COPPS possible.

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To contribute, please contact Heather Perdue, http://www.philanthropy.iupui.edu/givenow and select "Center on Philanthropy Research Funding."

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Overview of Combined Purpose Giving

A number of demographic factors play a role in how much households and individuals give to charity in a year. The graphs in this overview provide comparisons of giving to combined purpose organizations by:

- Age (< 40, 40-64, and 65+)
- Income (<\$50,000, \$50,000 \$100,000, and \$100,000+)
- Wealth, excluding the equity in a home (<\$50,000, \$50,000-\$200,000 and \$200,000+)
- Education level (High school or less, some college, bachelor's degree, graduate degree)
- Geographical location, using regions of the United States defined by the U.S. Census Bureau
- Marital status (married, never married, widowed, separated, divorced)

This overview uses the 2007 wave of the Center on Philanthropy Panel Study (COPPS) data, a module of the Panel Study on Income Dynamics (PSID), the nation's first and only ongoing study about charitable giving over time. This overview uses the nationally representative sample from the PSID to present some key facts about charitable giving based on results for 2006, drawing on demographic characteristics of donors who give to this type of charity. For each demographic group, this document presents the giving rate (percentage who give) and average and median giving amounts; and for the total, religious, and secular giving - the share of income given.

The figures shown with the note that "n =" indicates the number of respondents in the group. Typically, at least 30 respondents are required for a meaningful average or median; the higher the number of respondents, the more reliable the result (the more likely the same result would be found if we had an opportunity to conduct the same study repeatedly at the same time).

Households that answered the philanthropy questions were asked first if they made charitable donations totaling \$25 or more in 2006. Households responding "yes" were asked further questions about how much they gave to each of 11 different types of charities and about their volunteering for six purposes. More than 8,280 households participated in the 2007 wave of the PSID. This analysis of COPPS included 8,110 households that answered the first philanthropy question. Analysis also used the weights provided by the PSID research team at the University of Michigan to yield nationally representative results. Weighting for total giving is based on 112 million households, from the U.S. Census Bureau estimates for 2009.

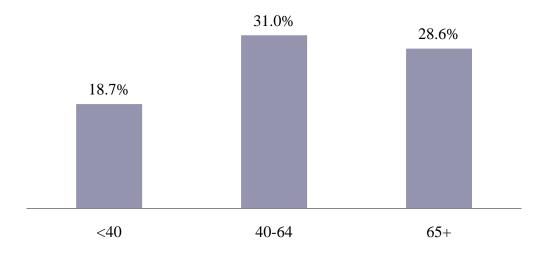
The data and analysis here are the most recent available as of December 2009.

Overview of Giving to Combined Purpose Organizations in 2006

	Giving Rate	Average amount per donor household	Median amount per donor household
Combined Giving	26.6%	\$537	\$200

- 26.6% of all U.S. households gave to combined purposes organizations in 2006
- \$537 was average combined giving amount per donor household
- \$200 was median combined giving amount per donor household

Giving Rate to Combined Purposes by Donor's Age Group



This graph shows the giving rate of all U.S. households to combined purposes organizations in 2006, by age group.

- The household where the head was less than 40 years old had the lowest rate of participation (18.7%).
- Households where the head was between 40 and 64 years had the highest rate of giving (31.0%) to combined purposes organizations in 2006.
- Households where the head was 65 and older had participation rate of 28.6% to combined purposes organizations in 2006.
- Overall, 26.6% of survey respondents contributed to combined purposes organizations in 2006.

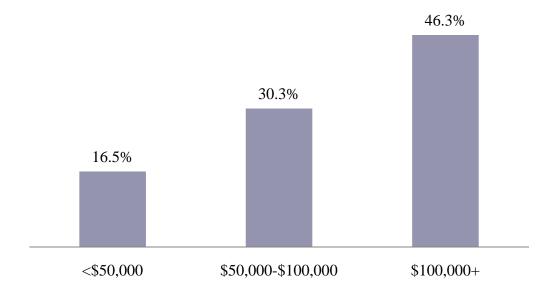
Giving to Combined Purposes by Donor's Age Group



This graph shows the average and median giving amounts to combined purpose organizations in 2006, by age group.

- Households where the head was between 40 and 64 years old gave an average of \$625 (median=\$250) to combined purpose organizations.
- The average donor gift to combined purpose organizations from households where the head was 65 and older was \$445 (median=\$200).
- On average households where the head was less than 40 years old gave \$406 (median=\$150) to combined purposes organization.
- Among all donors, the average gift to combined purposes organizations was \$537 (median=\$200).

Giving Rate to Combined Purposes by Donor's Income Level



This graph shows the giving rate of all U.S. households to combined purposes organizations in 2006, by income level.

- Households with higher income levels had a higher giving rate to combined purposes organizations in 2006.
- In 2006, 46.3% of households with income of more than \$100,000 gave to combined purposes organizations.
- The giving rate for households with incomes between \$50,000 and \$100,000 was 30.3%, which was the second highest giving rate to combined purposes organizations in 2006.
- In 2006, 16.5% of households with incomes less than \$50,000 made a contribution to combined purposed organizations.
- Overall, 26.6% of survey respondents contributed to combined purposes organizations in 2006.

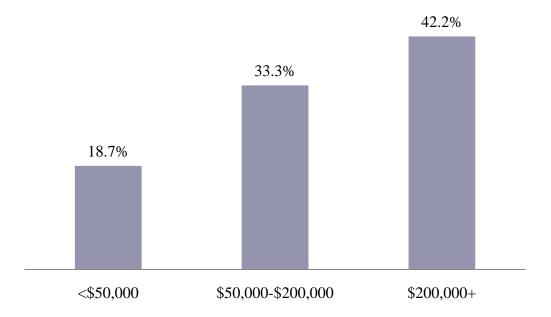
Giving to Combined Purposes by Donor's Income Level



This graph shows the average and median giving amounts to combined purposes organizations in 2006, by income level of the household.

- Households with annual income less than \$50,000 gave higher average gift to combined purposes organizations than households with income between \$50,000 and \$100,000 in 2006.
- Households with annual income greater than \$100,000 gave an average of \$865 (median=\$500) to combined purposes organizations in 2006, which was the highest average gift.
- The average gift to combined purposes organizations from the households with income less than \$50,000 was \$368 (median=\$130), which was the second highest average gift.
- Households with annual income between \$50,000 and \$100,000 gave an average of \$357(median=\$200) to combined purposes organizations in 2006.
- Among all donors, the average gift to combined purposes organizations was \$537 (median=\$200).

Giving Rate to Combined Purposes by Donor's Wealth Level



This graph shows the giving rate of all U.S. households to combined purposes organizations in 2006, by wealth level. For this analysis, wealth did not include the value of their home.

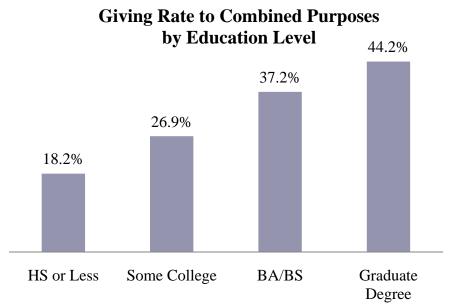
- Households with higher wealth levels had a higher giving rate to combined purposes organizations.
- In 2006, 42.2% of households with wealth of more than \$200,000 gave to combined purposes organizations.
- The giving rate to combined purposes organizations for households with \$50,000 \$200,000 in household wealth was 33.3%.
- The giving rate to combined purposes organizations for households with less than \$50,000 in wealth was 18.7%.
- Overall, 26.6% of survey respondents contributed to combined purposes organizations in 2006.

Giving to Combined Purposes by Donor's Wealth Level



This graph shows the average and median giving amounts to combined purposes organizations in 2006, by wealth level of the household. For this analysis, wealth did not include the value of their home.

- Households with wealth greater than \$200,000 gave an average of \$827 (median=\$300) to combined purposes organizations.
- Households with wealth between \$50,000 and \$200,000 gave an average of \$455 (median=\$200) to combined purposes organizations in 2006.
- Households with wealth less than \$50,000 gave an average of \$338 (median=\$150) to combined purposes organizations in 2006.
- Among all donors, the average gift to combined purposes organizations was \$537 (median=\$200).

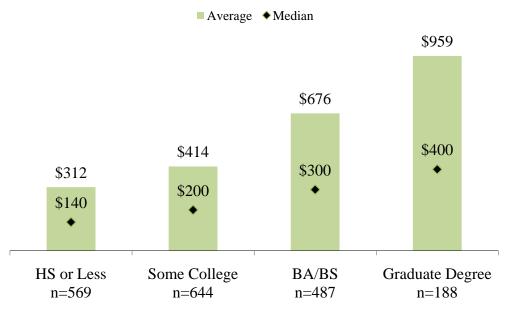


HS or Less - high school education or less BA/BS - bachelor's degree

This graph shows the giving rate of households to combined purposes organizations in 2006, by education level of the head of household.

- The higher the level of education, the higher the rate of giving to combined purposes organizations.
- The giving rate of household with a graduate degree to combined purposes organizations was 44.2% in 2006, which was the highest giving rate.
- The giving rate to combined purposes organizations for households with a bachelor's degree was 37.2%.
- The giving rate of households with some college education to combined purposes organizations was 26.9% in 2006.
- In 2006, 18.2% of households with education level of high school or less donated to combined purposes organizations, which was the lowest giving rate.
- Overall, 26.6% of survey respondents contributed to combined purposes organizations in 2006.

Giving to Combined Purposes by Education Level

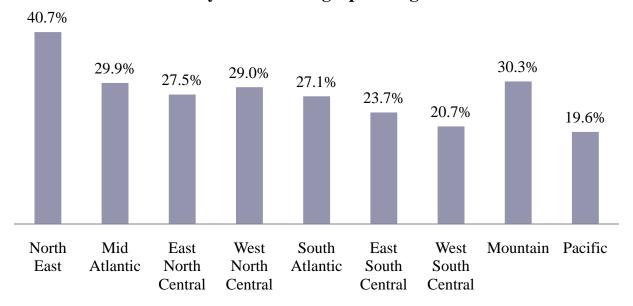


HS or Less - high school education or less BA/BS - bachelor's degree

This graph shows the average and median giving amounts to combined purposes organizations in 2006, by education level of the head of the household.

- The higher the level of education, the higher the average gift to combined purposes organizations.
- The highest average gift to combined purposes organizations was \$959 (median=\$400) and came from the households with a graduate degree.
- Households with a bachelor's degree gave an average of \$676 (median=\$300) to combined purposes organizations in 2006, which was the second highest average gift by education level.
- Households with some college education gave an average of \$414(median=\$200) to combined purposes organizations in 2006.
- Household with high school diploma or less gave an average of \$312(median= \$140) to combined purposed organizations in 2006, which was the lowest average gift.
- Among all donors, the average gift to combined purposes organizations was \$537 (median=\$200).

Giving Rate to Combined Purposes by Donor's Geographic Region



This graph shows the giving rate of all U.S. donor households to combined purposes organizations in 2006, by geographic region.

- The highest giving rate to combined purposes organizations was 40.7% and came from households in the North East region. Other regions had 30% or less giving rate to combined purposes organizations.
- The second highest giving rate to combined purposes organizations by geographic region came from households in the Mountain region (30.3%).
- Overall, 26.6% of survey respondents contributed to combined purposes organizations in 2006.
- The regions are defined by the U.S. Bureau of the Census.

Census Bureau Name	States or district included in the region	
New England	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont	
Mid-Atlantic	New Jersey, New York, Pennsylvania	
East North Central	Illinois, Indiana, Michigan, Ohio, Wisconsin	
West North Central	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota	
South Atlantic	Delaware, Florida, Maryland, Georgia, North Carolina, South Carolina, Virginia, Washington D.C., West Virginia	
East South Central	Alabama, Kentucky, Mississippi, Tennessee	
West South Central	Arkansas, Louisiana, Oklahoma, Texas	
Mountain	Arizona, Colorado, Idaho, Montana, New Mexico, Nevada, Utah, Wyoming	
Pacific	Alaska, California, Hawaii, Oregon, Washington	

Giving to Combined Purposes by Donor's Geographic Region

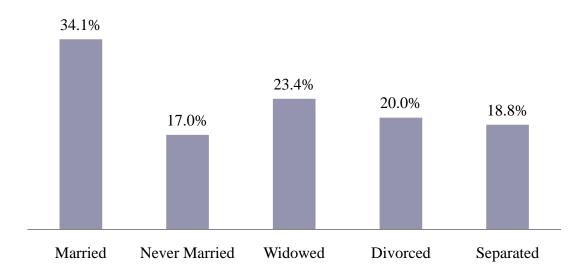


^{*} Interpret average and median amounts with caution, given small sample size.

This graph shows the average and median donor gift amounts to combined purposes organizations in 2006, by geographic location of the household in the U.S.

- The average donor gift for households in the South Atlantic region was \$566 (median=\$200), which was the highest average amount contributed to combined purposes organizations in 2006.
- Households in the Middle Atlantic region gave an average of \$555 (medial=\$201), which was the second highest average amount contributed to combined purposes organizations.
- Households in the North East region gave an average of \$377 (medial=\$200) to combined purposes organizations, which was the lowest average amount contributed in 2006. However, the results for the North East region should be interpreted with caution, given the lower number of responses.
- Among all donors, the average gift to combined purposes organizations was \$537 (median=\$200).
- The regions are defined on the previous page.

Giving Rate to Combined Purposes by Marital Status



This graph shows the giving rate of households to combined purposes organizations in 2006, by marital status of the head of household.

- Married households had the highest giving rate (34.1%) to combined purposes organizations in 2006.
- In 2006, 23.4% of widowed households gave to combined purposes organization.
- In 2006, 20.0% of divorced households gave to combined purposes organization.
- In 2006, 18.8% of separated households made contributions to combined purposes organizations.
- In 2006, 17.0% of households who have never been married donated to combined purposes organizations.
- Overall, 26.6% of survey respondents contributed to combined purposes organizations in 2006.

Giving to Combined Purposes by Marital Status



^{*} Interpret average and median amounts with caution, given small sample size.

This graph shows the average and median giving amounts to combined purposes organizations, by the marital status of the head of household.

- Married households gave an average of \$619(median=\$250) to combined purposes organizations, which was the highest average gift compared to other households.
- Separated households gave an average of 617(median= \$200) to combined purposes organizations, which was the second highest average gift. However the results should be interpreted with caution, given the lower number of responses.
- Households who had never been married gave an average of \$448 (median=\$150) in 2006.
- Households who were widowed donated an average of \$384(median= \$120) to combined purposes organizations in 2006.
- The lowest average gift made by divorced households. Divorced households gave an average of \$296 to combined purposes organizations.
- Among all donors, the average gift to combined purposes organizations was \$537 (median=\$200).