

Overview

Basic Needs Giving

Based on data collected in 2009
about giving in 2008



LILLY FAMILY
SCHOOL OF PHILANTHROPY
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Indianapolis

Philanthropy Panel Study – A part of the Panel Study of Income Dynamics

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The Philanthropy Panel Study (PPS) 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 2009 about giving in 2008.

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For more information about the Philanthropy Panel Study, please see the School's website at www.philanthropy.iupui.edu.

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Overview of Basic Needs Giving

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

- Age (<=40, 41-64, and 65+)
- Income (<=\$50,000, \$50,001 - \$99,999, and \$100,000+)
- Wealth, excluding the equity in a home (<=\$50,000, \$50,001-\$199,999, and \$200,000+)
- Education level of the head of household (high school or less, some college, bachelor's degree, and graduate school)
- Geographical location, using regions of the United States defined by the U.S. Census Bureau
- Marital status of the head of household (married, never married, widowed, separated, and divorced)

This overview uses the 2009 wave of the Panel Philanthropy Study (PPS) data, a module of the Panel Study on Income Dynamics (PSID), to make inferences about household charitable giving in the United States. The PPS is the nation's first and largest ongoing study examining the charitable giving of American households over time. This overview uses the nationally representative data from PPS to present some key facts about charitable giving based on responses provided by households in 2008, drawing on demographic characteristics of U.S. donor households. This report presents the giving rate (the percentage of U.S. households that gave) and the average and median gift amounts among U.S. donor households to organizations for basic needs.

In general, the higher the number of respondents in a group, 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 with multiple representative samples at the same time). Statistics calculated for a group with fewer than 100 observations are starred in this report in order to indicate that the result should be interpreted with caution. Moreover, the analysis presented in this report does not control for any other variable.

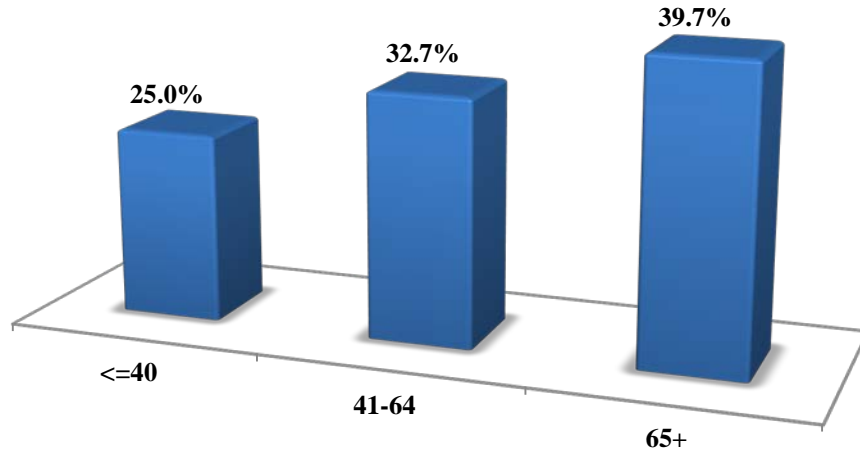
Households that answered the philanthropy questions were asked first if they made charitable donations totaling \$25 or more in 2008. Households responding "yes" were asked further questions about how much they gave to each of 11 different types of charities. Nearly 8,700 households participated in the 2009 wave of the PSID. The analysis for this report is based on the 8,475 households that responded to the philanthropy questions. In our analysis, we used the sampling weights provided by the PSID research team at the University of Michigan to yield nationally representative results.

Overview of Giving to Organizations for Basic Needs in 2008

	Giving Rate	Average Amount per Donor Household	Median Amount per Donor Household
Basic Needs Giving	31.5%	\$549	\$200

- 31.5 percent of all U.S. households gave to organizations for basic needs in 2008
- \$549 was the average giving amount to organizations for basic needs per U.S. donor household
- \$200 was the median giving amount to organizations for basic needs per U.S. donor household

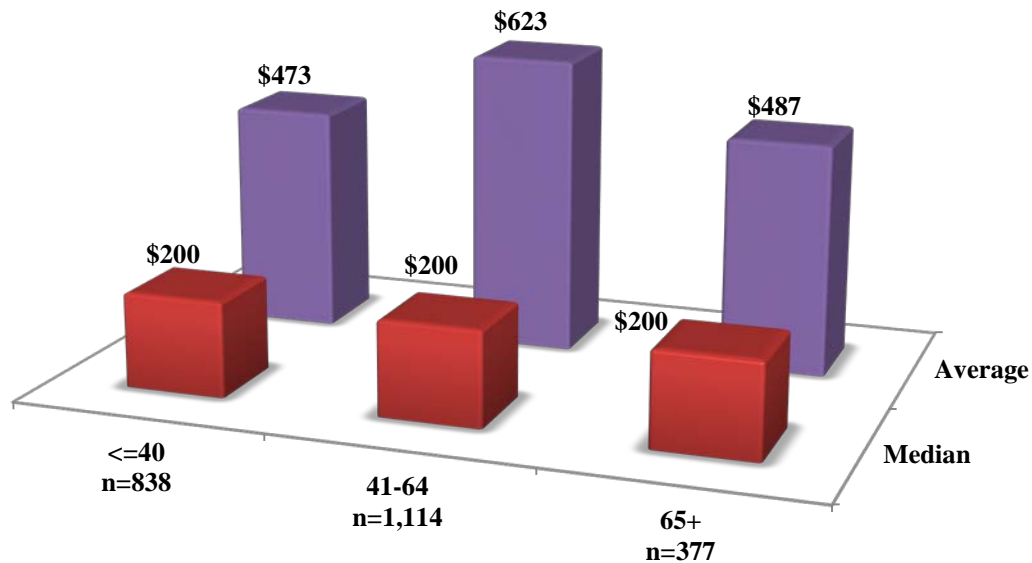
Giving Rate to Organizations for Basic Needs by Head of Household's Age Group



This graph shows the giving rate of U.S. households to organizations for basic needs in 2008 by the age group of the head of household.

- Households headed by an older individual gave at higher rates to organizations for basic needs.
- One in four households headed by an individual 40 or younger gave to organizations for basic needs.
- Nearly one in three households headed by an individual between 41 and 64 years old gave to organizations for basic needs.
- Nearly four out of ten households headed by an individual 65 or older gave to organizations for basic needs.
- Overall, 31.5 percent of responding households reported contributing to organizations for basic needs in 2008.

Giving to Organizations for Basic Needs by Head of Household's Age Group



This graph shows the average and median giving amounts to organizations for basic needs in 2008 by the age group of the head of household, among U.S. donor households.

- Though households headed by an older individual had higher giving rates to organizations for basic needs, those that gave did not necessarily give more on average to these organizations.
- Among those that gave, households headed by an individual 41 to 64 years old gave \$136 more on average to organizations for basic needs than households headed by an individual who was 65 or older.
- Among those that gave, each age group gave the same median amount to organizations for basic needs (\$200).
- Among all U.S. donor households, the average gift to organizations for basic needs was \$549.

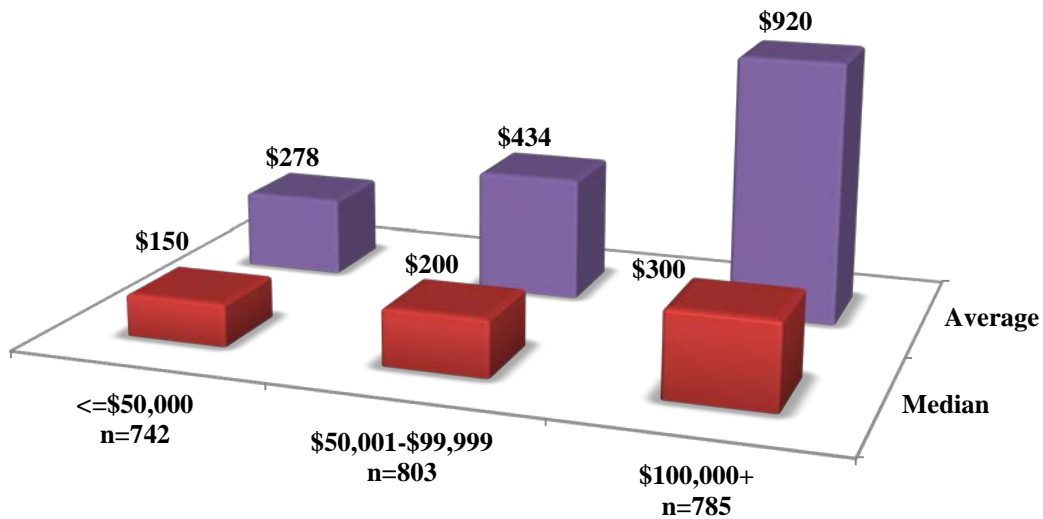
Giving Rate to Organizations for Basic Needs by Household Income Level



This graph shows the giving rate of U.S. households to organizations for basic needs in 2008 by household income level.

- Households with higher income levels had a higher giving rate to organizations for basic needs in 2008.
- Nearly one of every two households with income levels of \$100,000 or more gave to organizations for basic needs.
- Slightly more than one in three households with income levels between \$50,001 and \$99,999 gave to organizations for basic needs.
- Slightly more than one in five households with income levels of \$50,000 or less gave to organizations for basic needs.
- Overall, 31.5 percent of responding households reported contributing to organizations for basic needs in 2008.

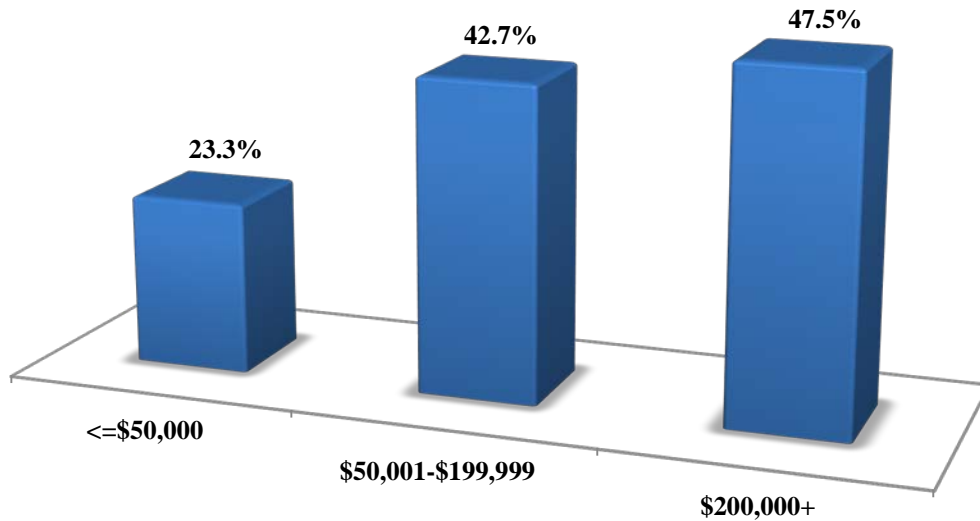
Giving to Organizations for Basic Needs by Household Income Level



This graph shows the average and median giving amounts to organizations for basic needs in 2008 by household income level, among U.S. donor households.

- Among those that gave, households with higher income levels gave larger average and median gift amounts to organizations for basic needs.
- Among those that gave, households with income levels of \$100,000 or more gave more than three times as much as those with income levels of \$50,000 or less and more than twice as much as those with income levels between \$50,001 and \$99,999 to organizations for basic needs, on average.
- Among all U.S. donor households, the average gift to organizations for basic needs was \$549 (median=\$200).

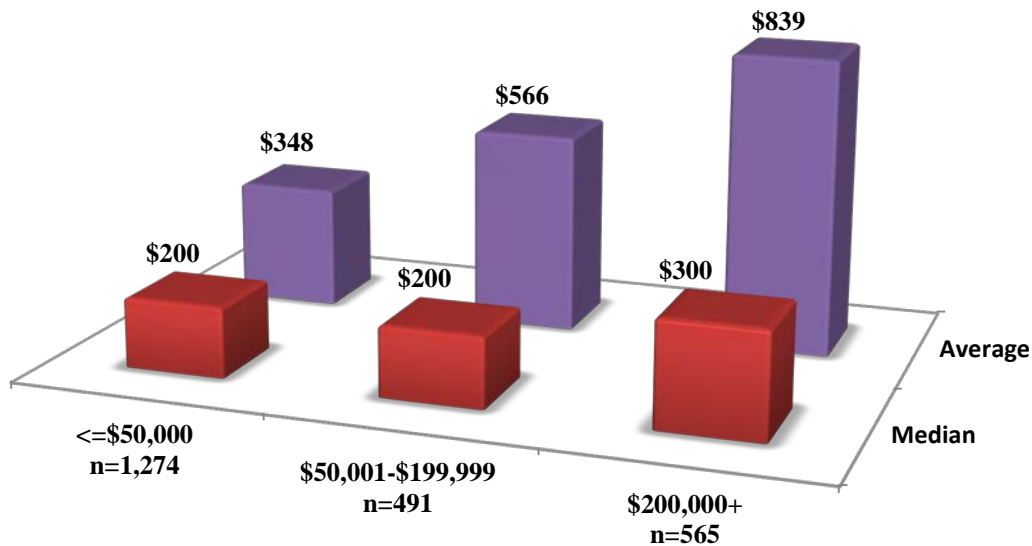
Giving Rate to Organizations for Basic Needs by Household Wealth Level



This graph shows the giving rate of U.S. households to organizations for basic needs in 2008 by household wealth level. For this analysis, wealth did not include the value of the equity in the household home.

- Households with higher wealth levels gave to organizations for basic needs at a higher rate.
- The giving rate to organizations for basic needs of households with wealth levels between \$50,001 and \$199,999 is 4.8 percentage points lower than that of households with wealth levels of \$200,000 or more.
- The giving rate to organizations for basic needs of households with wealth levels of \$50,000 or less is less than half that of households with wealth levels of \$200,000 or more.
- Overall, 31.5 percent of responding households contributed to organizations for basic needs in 2008.

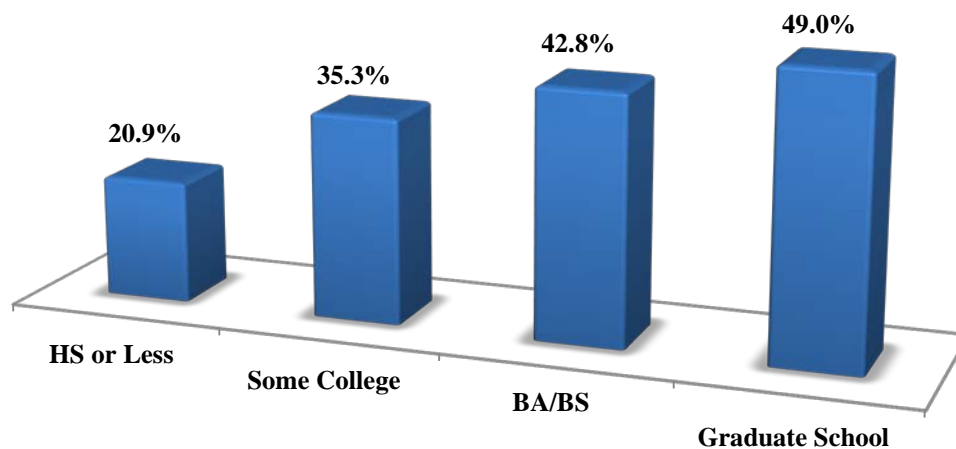
Giving to Organizations for Basic Needs by Household Wealth Level



This graph shows the average and median giving amounts to organizations for basic needs in 2008 by household wealth level, among U.S. donor households. For this analysis, wealth did not include the value of the equity in the household home.

- Among those that gave, households with greater wealth levels gave more on average to organizations for basic needs.
- Among those that gave, households with wealth levels of \$50,000 or less gave the same median amount to organizations for basic needs as those with wealth levels between \$50,001 and \$199,999.
- Though households with wealth levels between \$50,001 and \$199,999 gave at nearly the same rate to organizations for basic needs as households with wealth levels of \$200,000 or more, those that did give donated \$273 less than donor households with wealth levels of \$200,000 or more.
- Among all U.S. donor households, the average gift to organizations for basic needs was \$549 (median=\$200).

Giving Rate to Organizations for Basic Needs by Head of Household's Education Level

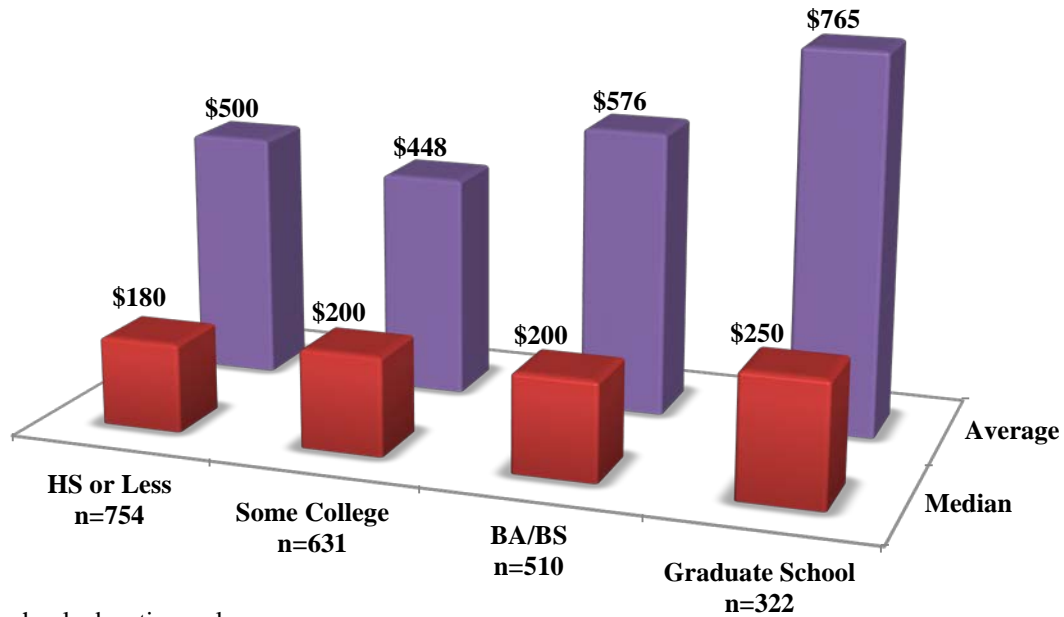


HS or Less – high school education or less
BA/BS – bachelor's degree

This graph shows the giving rate of U.S. households to organizations for basic needs in 2008 by education level of the head of household.

- Households headed by an individual with a higher level of education gave at higher rates to organizations for basic needs.
- The giving rate to organizations for basic needs of households headed by an individual with some college education was 14.4 percentage points higher than that of households headed by an individual with a high school education or less.
- Nearly one in two households headed by an individual with at least some graduate coursework gave to organizations for basic needs.
- Overall, 31.5 percent of survey respondents contributed to organizations for basic needs.

Giving to Organizations for Basic Needs by Head of Household's Education Level

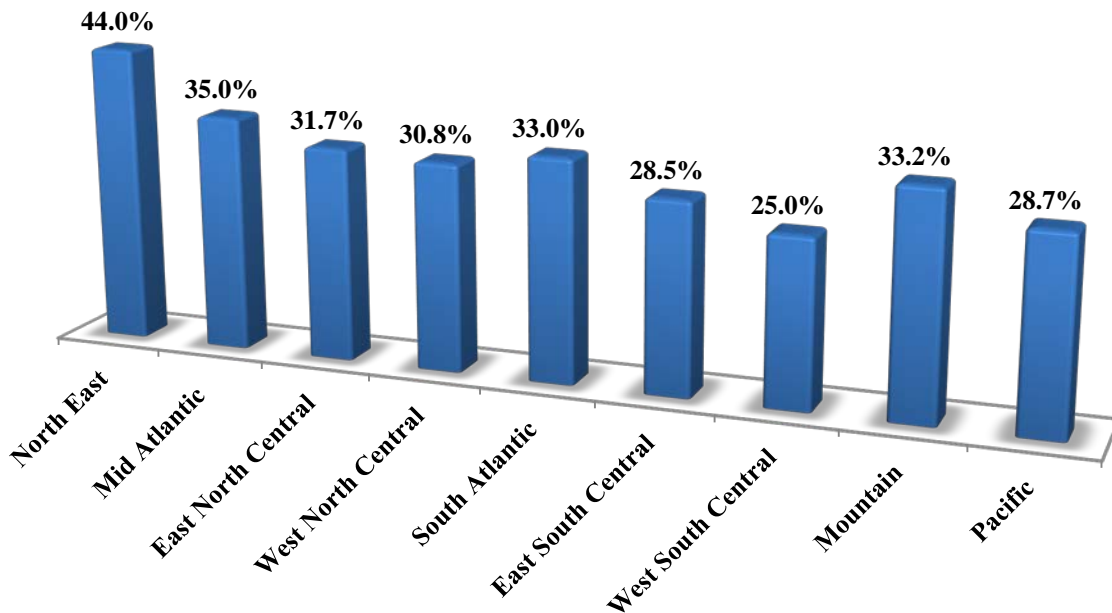


HS or Less – high school education or less
BA/BS – bachelor's degree

This graph shows the average and median giving amounts to organizations for basic needs in 2008 by education level of the head of the household, among U.S. donor households.

- Though households headed by an individual with a higher level of education gave at higher rates to organizations for basic needs, those that gave did not necessarily give more on average to these organizations.
- Among those that gave, households headed by an individual with a high school education or less gave \$52 more on average to organizations for basic needs than households headed by an individual with some college education.
- Among those that gave, households headed by an individual with a bachelor's degree gave \$76 more on average than households headed by an individual with a high school education or less to organizations for basic needs.
- Among those that gave, households headed by an individual with at least some graduate coursework gave \$189 more on average than households headed by an individual with a bachelor's degree to organizations for basic needs.
- Among all U.S. donor households, the average gift to organizations for basic needs was \$549 (median=\$200).

Giving Rate to Organizations for Basic Needs by Household Geographic Location

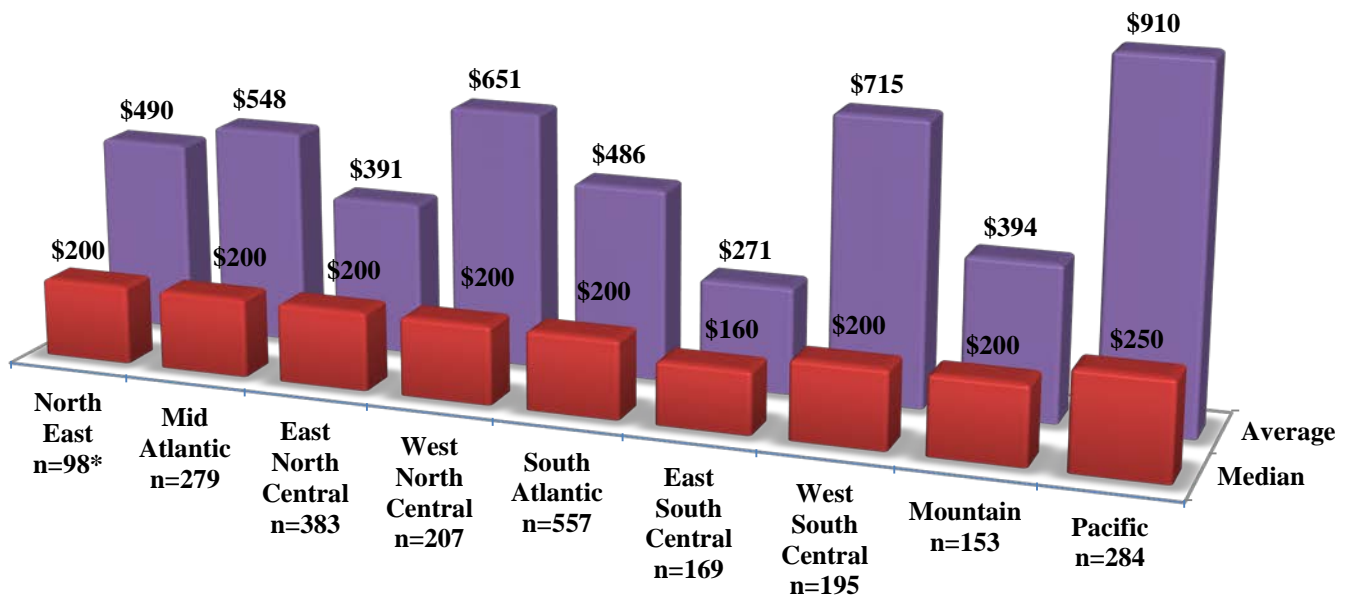


This graph shows the giving rate of U.S. households to organizations for basic needs in 2008 by U.S. geographic region.

- The difference between the region with the highest giving rate to organizations for basic needs (North East) and the lowest (West South Central) was 19.0 percentage points.
- Overall, 31.5 percent of survey respondents contributed to organizations for basic needs in 2008.
- The regions as defined by the U.S. Census Bureau, are described below.

North East	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, DC, 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 Organizations for Basic Needs by Household Geographic Region

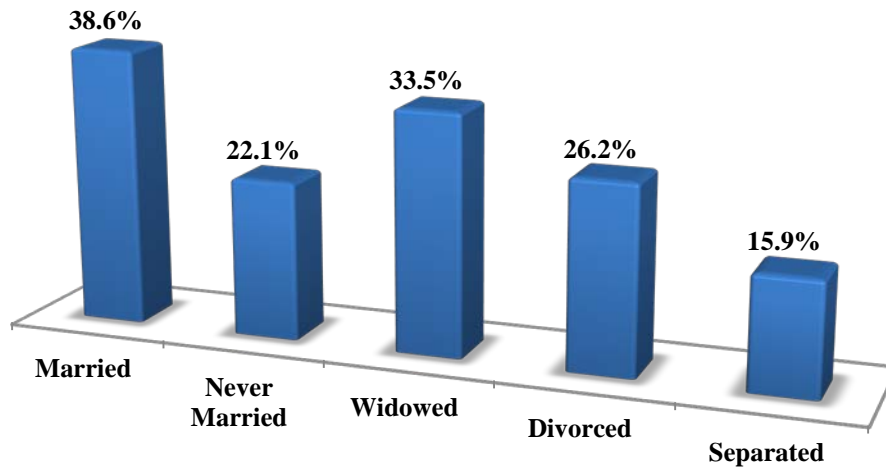


*Sample size is relatively small. Results should be interpreted with caution.

This graph shows the average and median donor gift amounts of U.S. households to organizations for basic needs in 2008 by U.S. geographic location.

- Though the West South Central region households had the lowest giving rate to organizations for basic needs, those that did give donated the second most on average to organizations for basic needs (\$715).
- Though the North East region had the highest giving rate to organizations for basic needs, those that did give donated the fifth lowest average gift amount to organizations for basic needs (\$490).
- Among all U.S. donor households, the average gift to organizations for basic needs was \$549 (median=\$200).
- Region definitions can be found on the previous page.

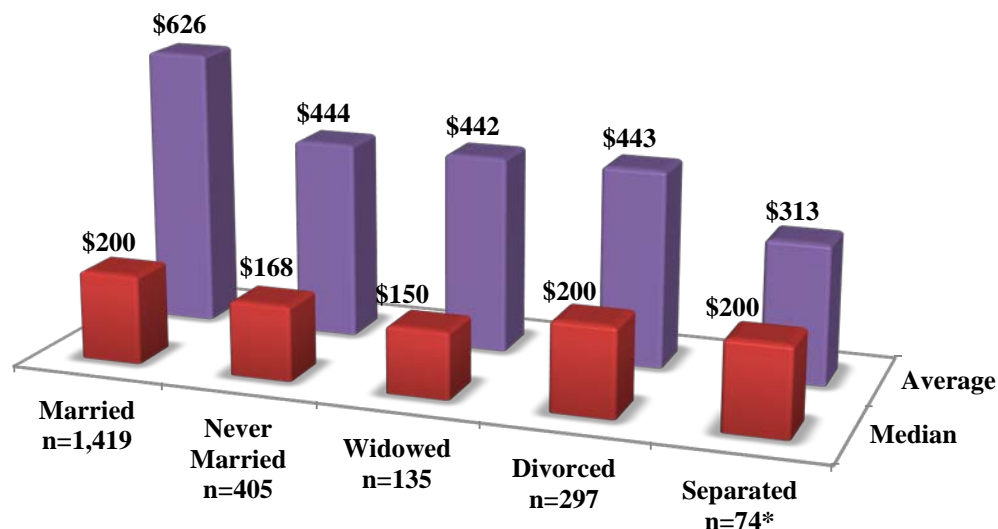
Giving Rate to Organizations for Basic Needs by Head of Household's Marital Status



This graph shows the giving rate of U.S. households to organizations for basic needs in 2008 by marital status of the head of household.

- The giving rate to organizations for basic needs of households headed by a married individual was 22.7 percentage points higher than that of households headed by a separated individual.
- Overall, 31.5 percent of survey respondents contributed to organizations for basic needs in 2008.

Giving to Organizations for Basic Needs by Head of Household's Marital Status



*Sample size is relatively small. Results should be interpreted with caution.

This graph shows the average and median giving amounts to organizations for basic needs in 2008 by the marital status of the head of household, among U.S. donor households.

- Households headed by a separated individual not only had the lowest giving rate to organizations for basic needs, but those who gave also donated the least on average among the marital status groups to these organizations.
- Among those that gave, households headed by a married individual gave twice as much to organizations for basic needs as households headed by a separated individual, on average.
- Among all U.S. donor households, the average gift to organizations for basic needs was \$549 (median=\$200).