

# Overview

## Giving to **Health**

Based on data collected in 2009  
about giving in 2008



LILLY FAMILY  
SCHOOL OF PHILANTHROPY  
INDIANA UNIVERSITY  
Indianapolis

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

This analysis is available to Premium Service Subscribers of the Lilly Family School of Philanthropy at Indiana University. To subscribe, go to [www.philanthropy.iupui.edu](http://www.philanthropy.iupui.edu).

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.

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

**Recent donors include:**

Bill & Melinda Gates Foundation  
Charles Stewart Mott Foundation  
John Templeton Foundation  
United Nations Foundation

To contribute, please contact Lisa Viaches ([lviaches@iupui.edu](mailto:lviaches@iupui.edu)) or give online at [www.philanthropy.iupui.edu/give-now](http://www.philanthropy.iupui.edu/give-now) and select “School of Philanthropy Research Funding.”

# Acknowledgments

The analyses presented here are made possible by the work of many people, including:

Founding Director of the Philanthropy Panel Study, Mark Ottoni-Wilhelm

At the Lilly Family School of Philanthropy at Indiana University:

Gene R. Tempel, Founding Dean

Patrick M. Rooney, Associate Dean for Academic Affairs and Research

Una O. Osili, Director of Research

Amy N. Thayer, Associate Director of Research

Amir D. Hayat, Applied Statistician

Grace Baranowski, Research Associate

Yuan Cheng, Graduate Student Intern

Traci Wilmoth, Research Assistant

Thomas Pearson, Research Assistant

Jon Bergdoll, Research Assistant

Denay Patterson, Research Assistant

Melissa Wall, Research Assistant

Riley Mineart, Research Assistant

Permission is granted to use, circulate, and cite figures in this pamphlet with attribution to the Philanthropy Panel Study.

For more information about the Philanthropy Panel Study, please see the School's website at [www.philanthropy.iupui.edu](http://www.philanthropy.iupui.edu).

Indiana University Lilly Family School of Philanthropy  
550 West North Street, Suite 301  
Indianapolis, IN 46202

# Overview of Health 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 health organizations 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 health organizations.

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.

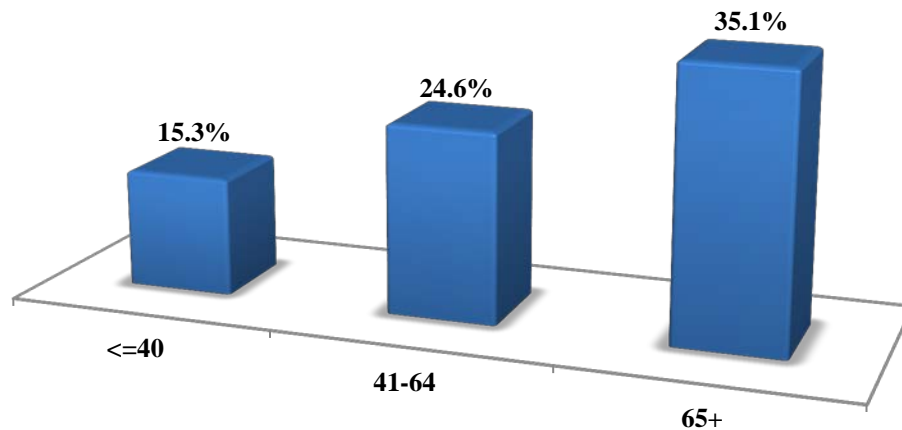
Households that answered the philanthropy questions were asked first if they made charitable donations totaling \$25 or more in 2008. Households responding "yes" were asked further questions about how much they gave to each of 11 different types of charities. Nearly 8,700 households participated in the 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 Health Organizations in 2008**

	Giving Rate	Average amount per donor household	Median amount per donor household
Health Giving	23.6%	\$305	\$100

- 23.6 percent of all U.S. households gave to health organizations in 2008
- \$305 was the average giving amount to health organizations per U.S. donor household
- \$100 was the median giving amount to health organizations per U.S. donor household

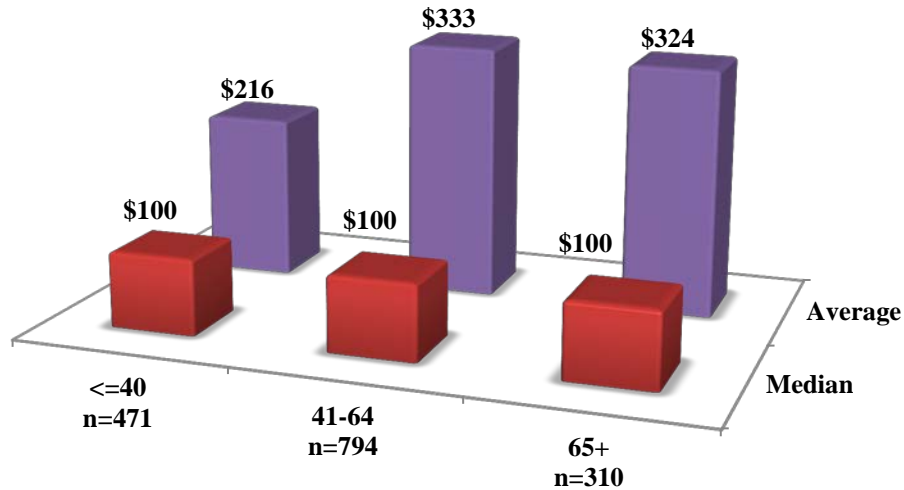
## Giving Rate to Health Organizations by Head of Household's Age Group



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

- Households headed by an older individual gave at higher rates to health organizations in 2008.
- The giving rate to health organizations of households headed by an individual 40 or younger is 19.8 percentage points lower than that of households headed by an individual 65 or older.
- Overall, 23.6 percent of responding households reported contributing to health organizations in 2008.

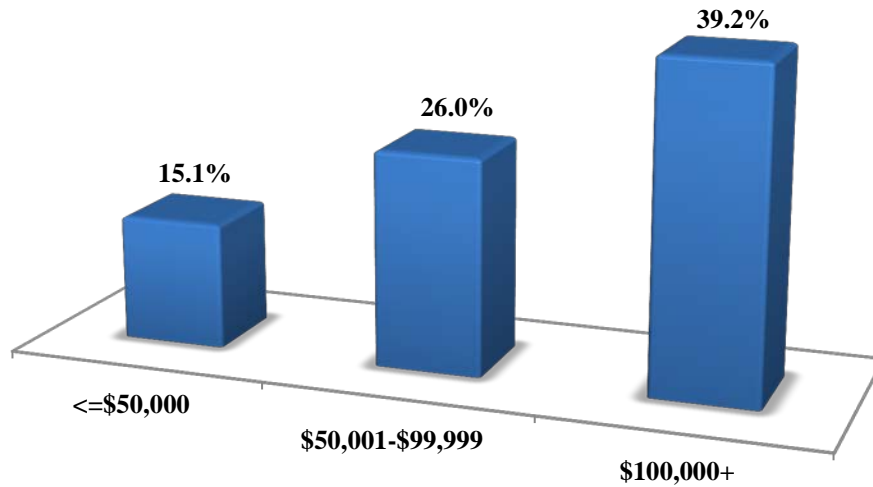
## Giving to Health Organizations by Head of Household's Age Group



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

- Though households headed by older individuals gave at higher rates to health organizations, those that gave did not necessarily donate more on average to these organizations. Among those that gave, households headed by an individual 41 to 64 years old gave \$9 more on average to health organizations than households headed by an individual 65 or older.
- Among those that gave, households headed by an individual between 41 and 64 years old gave \$117 more on average to health organizations than households headed by an individual 40 or younger.
- Among those that gave, households in each age group donated the same median amount (\$100) to health organizations.
- Among all U.S. donor households, the average total gift to health organizations was \$305.

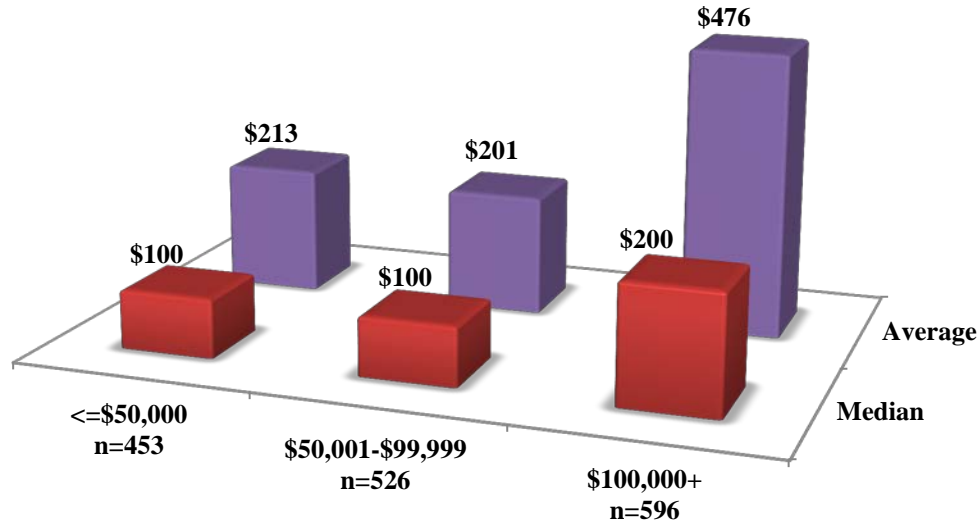
## Giving Rate to Health Organizations by Household Income Level



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

- Households with higher income levels gave at higher rates to health organizations in 2008.
- Slightly more than one in four households with income levels between \$50,001 and \$99,999 gave to health organizations.
- Nearly four out of ten households with annual incomes of \$100,000 or more gave to health organizations.
- Overall, 23.6 percent of responding households reported contributing to health organizations in 2008.

## Giving to Health Organizations by Household Income Level

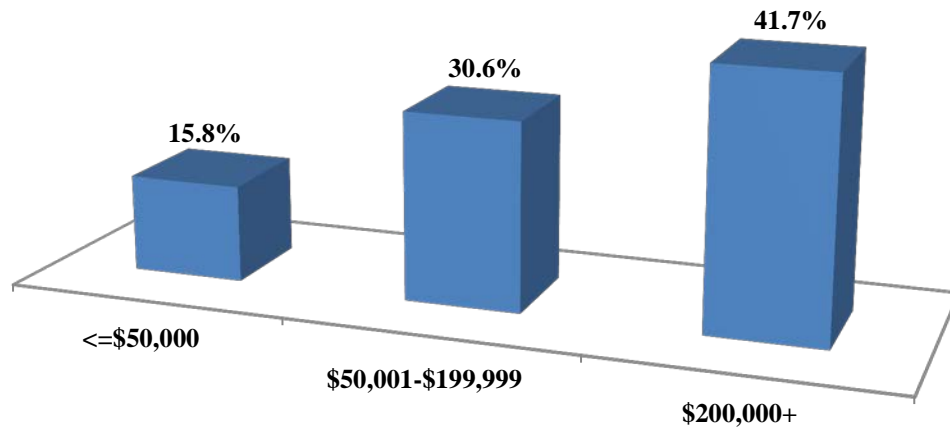


This graph shows the average and median giving amounts to health organizations in 2008 by household income level, among U.S. donor households.

- Though households with higher income levels gave at higher rates to health organizations, those that gave did not necessarily donate more on average to these organizations. Among those that gave, households with income levels of \$50,000 or less gave \$12 more on average to health organizations than households with income levels between \$50,001 and \$99,999. These two groups gave the same median amount to health organizations.
- Among those that donated, households with income levels of \$100,000 or more gave an average gift amount to health organizations that was more than two times larger than the average gift amount from donating households with income levels between \$50,001 and \$99,999 and those with income levels of \$50,000 or less.
- Among all U.S. donor households, the average total gift to health organizations was \$305 (median=\$100).



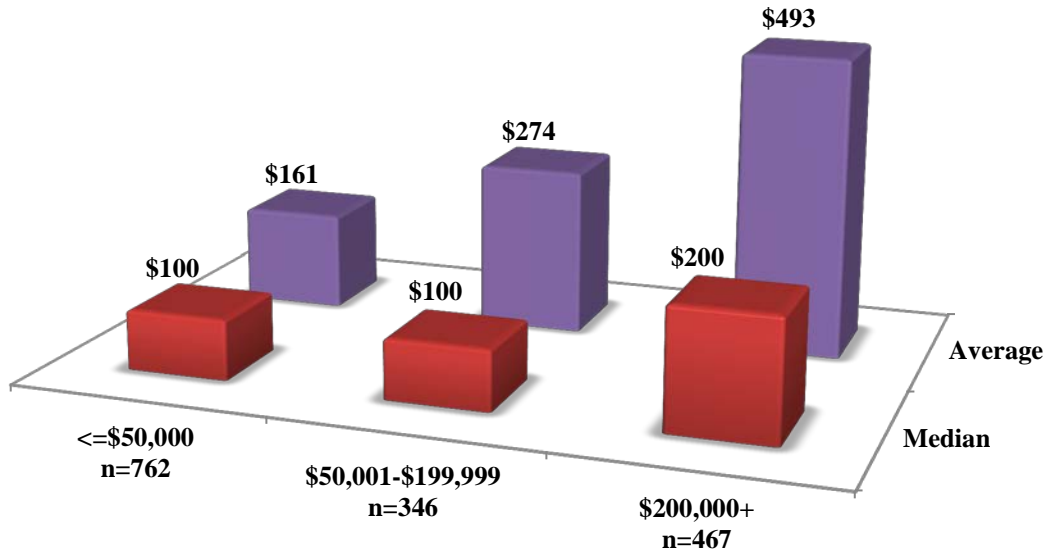
## Giving Rate to Health Organizations by Household Wealth Level



This graph shows the giving rate of U.S. households to health organizations 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 at higher rates to health organizations.
- The giving rate to health organizations of households with wealth levels of \$200,000 or more was 25.9 percentage points greater than that of households with wealth levels of \$50,000 or less.
- Slightly more than three out of ten households with wealth levels between \$50,001 and \$199,999 gave to health organizations.
- Slightly more than four out of ten households with wealth levels of \$200,000 or more gave to health organizations.
- Overall, 23.6 percent of responding households reported contributing to health organizations in 2008.

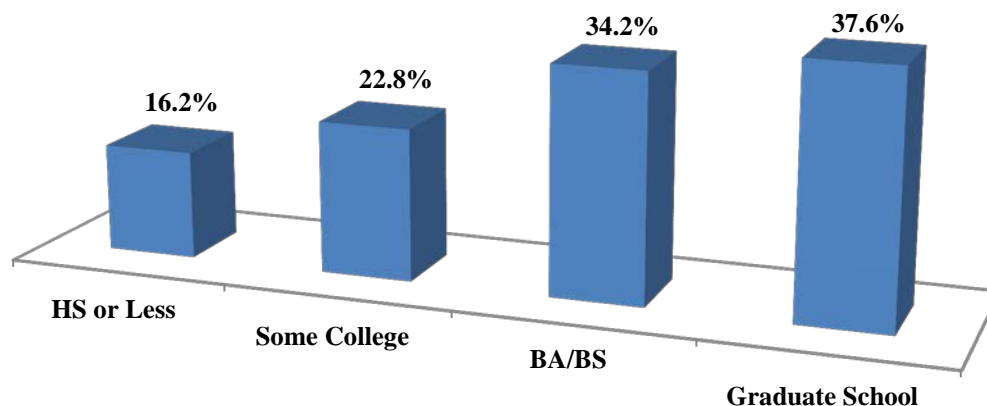
## Giving to Health Organizations by Household Wealth Level



This graph shows the average and median giving amounts to health organizations 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 donated, households with higher wealth levels gave more to health organizations on average.
- Among those that donated, both households with wealth levels of \$50,000 or less and households with levels between \$50,001 and \$199,999 gave median amounts of \$100 to health organizations.
- Among all U.S. donor households, the average total gift to health organizations was \$305 (median=\$100).

## Giving Rate to Health Organizations by Head of Household's Education Level



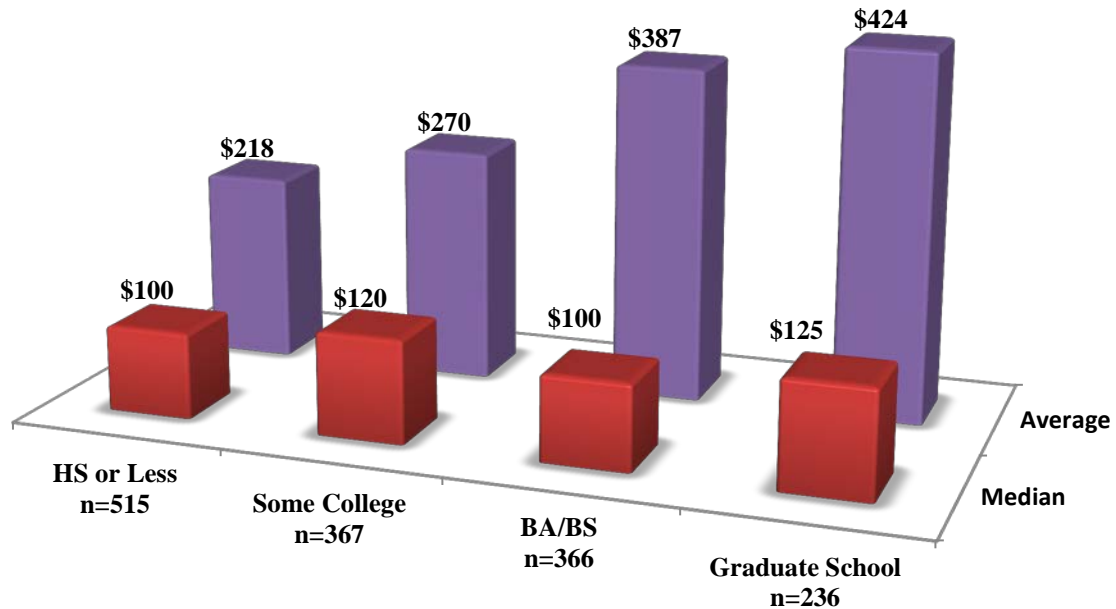
HS or Less -- high school education or less

BA/BS -- bachelor's degree

This graph shows the giving rate of U.S. households to health organizations 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 health organizations.
- The giving rate to health organizations of households headed by an individual with a bachelor's degree was 11.4 percentage points higher than that of households headed by an individual with only some college education.
- Overall, 23.6 percent of responding households reported contributing to health organizations in 2008.

## Giving to Health Organizations by Head of Household's Educational Level

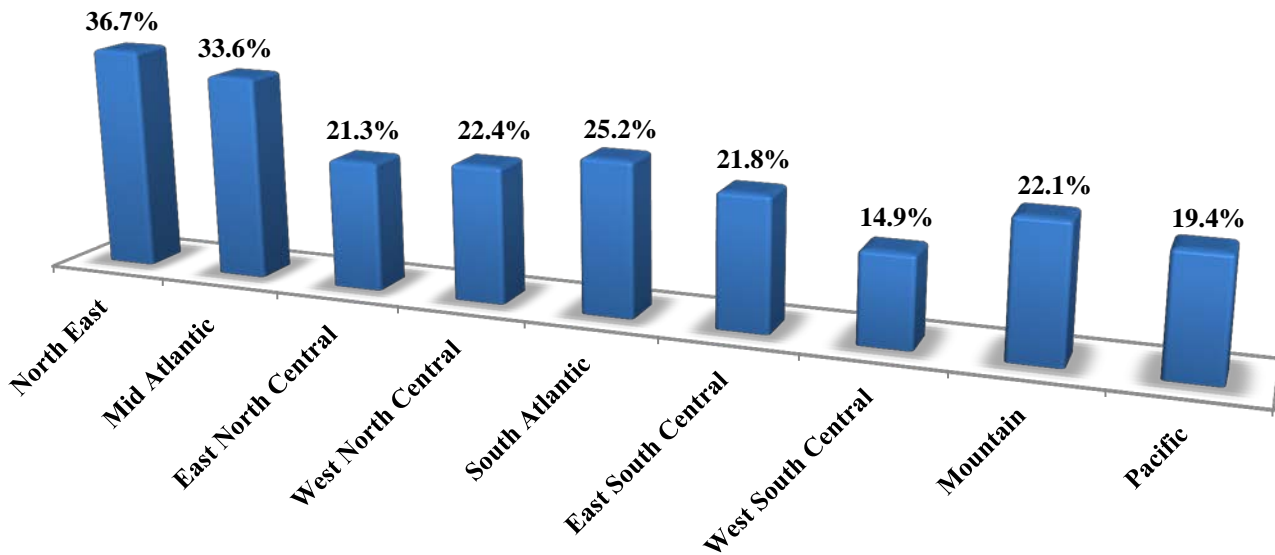


HS or Less -- high school education or less  
BA/BS -- bachelor's degree

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

- Among those that donated, households headed by an individual with a higher level of education gave more on average to health organizations, but they did not necessarily give higher median gift amounts.
- Among those that gave, households headed by an individual with at least some graduate coursework donated nearly twice as much to health organizations on average as households headed by an individual with a high school education or less.
- Among all U.S. donor households, the average total gift to health organizations was \$305 (median=\$100).

## Giving Rate to Health Organizations by Household Geographic Region

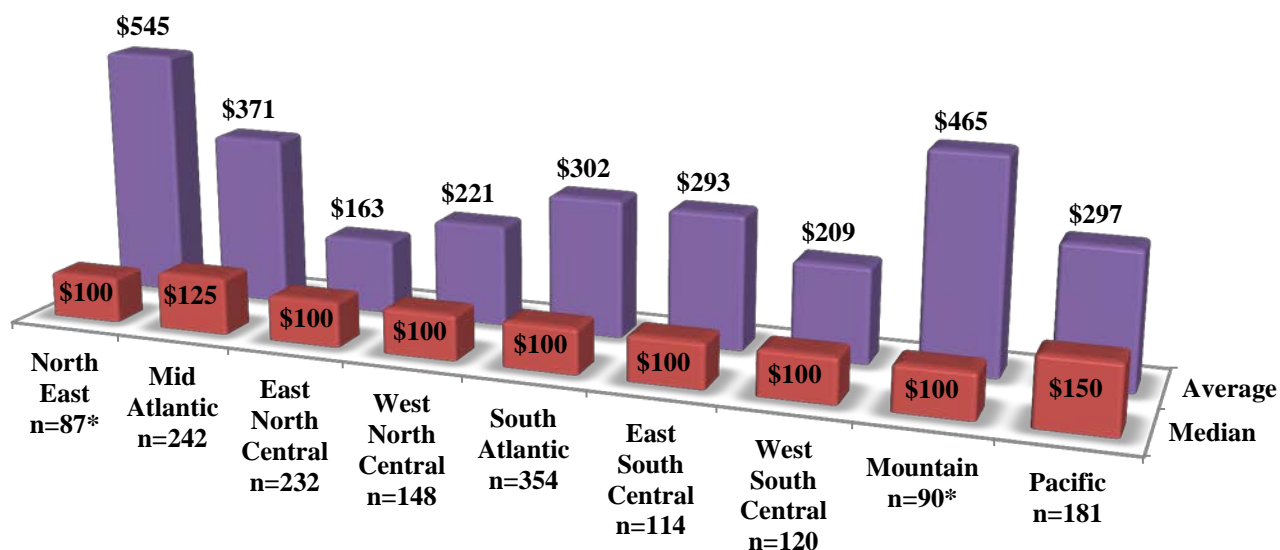


This graph shows the giving rate of U.S. households to health organizations in 2008 by U.S. geographic region.

- The difference between the region with the highest giving rate to health organizations (North East) and the lowest (West South Central) was 21.8 percentage points.
- Overall, 23.6 percent of survey respondents contributed to health organizations 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 Health Organizations by Household Geographic Region

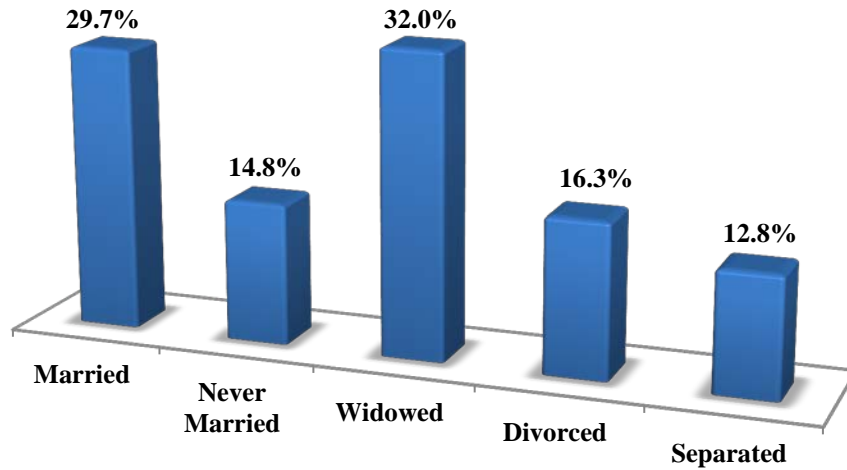


\*Sample size is relatively small. Results should be interpreted with caution.

This graph shows the average and median giving amounts to health organizations in 2008 by U.S. geographic location, among U.S. donor households.

- The North East region households not only had the highest giving rate to health organizations, but those that did give donated the most on average to these organizations.
- Among those that gave, North East region households gave more than three times as much on average as did the East North Central region households to health organizations.
- Among all U.S. donor households, the average total gift to health organizations was \$305 (median=\$100).
- Region definitions can be found on the previous page.

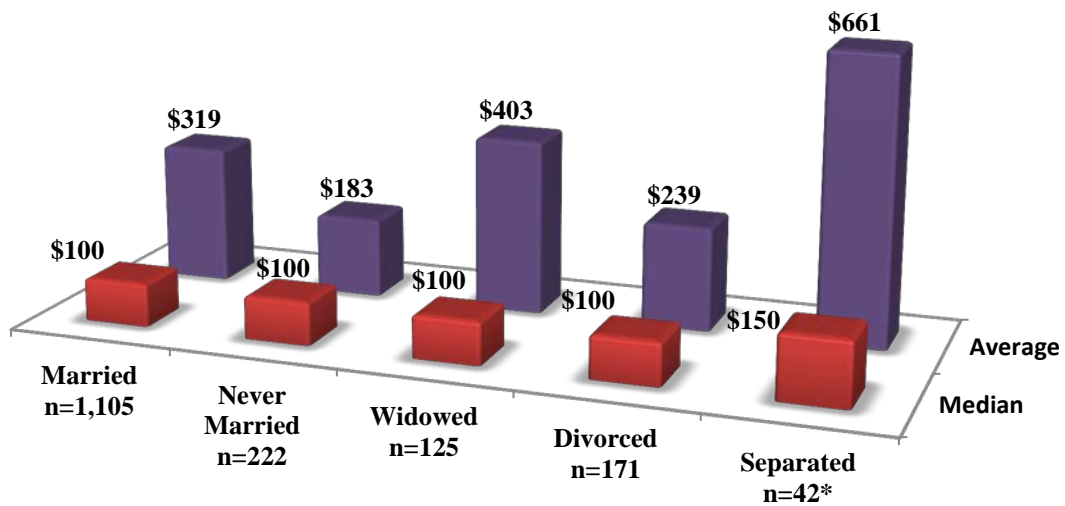
## Giving Rate to Health Organizations by Head of Household's Marital Status



This graph shows the giving rate of households to health organizations in 2008 by marital status of the head of the household.

- Households headed by married individuals and households headed by a widowed individual gave at higher rates to health organizations than households headed by a never married, divorced, or separated individual.
- The giving rate to health organizations of households headed by a widowed individual was 19.2 percentage points higher than households headed by a separated individual.
- Overall, 23.6 percent of responding households reported contributing to health organizations in 2008.

## Giving to Health Organizations 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 health organizations in 2008 by the marital status of the head of household, among U.S. donor households.

- Though households headed by separated individuals gave at the lowest rate to health organizations, those that did give donated the most on average to these organizations compared to other marital status groups. Among those that gave, households headed by separated individuals also had the highest median gift amount to health organizations.
- Among those that gave, each marital status group gave the same median amount to health organizations (\$100), with one exception: donor households headed by a separated individual gave a median amount of \$150.
- Among all U.S. donor households, the average gift to health organizations was \$305 (median=\$100).