

Overview

Neighborhood and Community 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

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.

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.

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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 Neighborhood and Community 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 neighborhood and community 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 neighborhood and community 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.

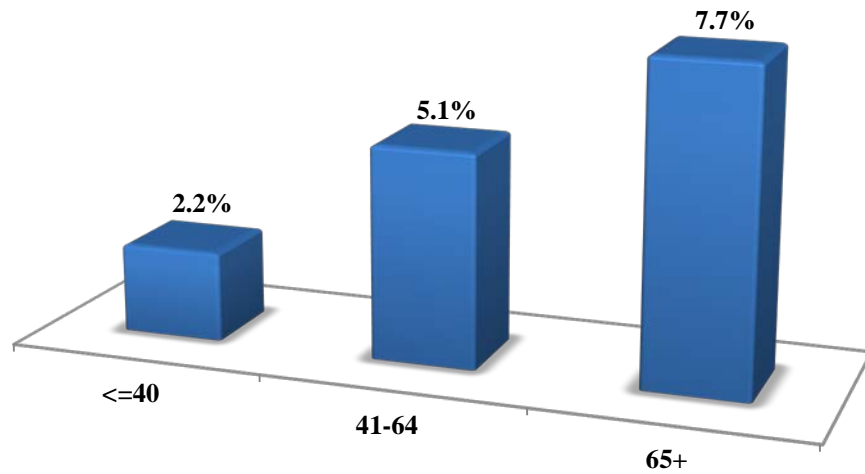
Households that answered the philanthropy questions were asked first if they made charitable donations totaling \$25 or more in 2008. Households responding “yes” were asked further questions about how much they gave to each of 11 different types of charities. More than 8,690 households participated in 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 Neighborhood and Community Organizations in 2008

	Giving Rate	Average amount per donor household	Median amount per donor household
Neighborhood and Community Giving	4.7%	\$288	\$100

- 4.7 percent of all U.S. households gave to neighborhood and community organizations in 2008
- \$288 was the average giving amount to neighborhood and community organizations per U.S. donor household in 2008
- \$100 was the median giving amount to neighborhood and community organizations per U.S. donor household in 2008

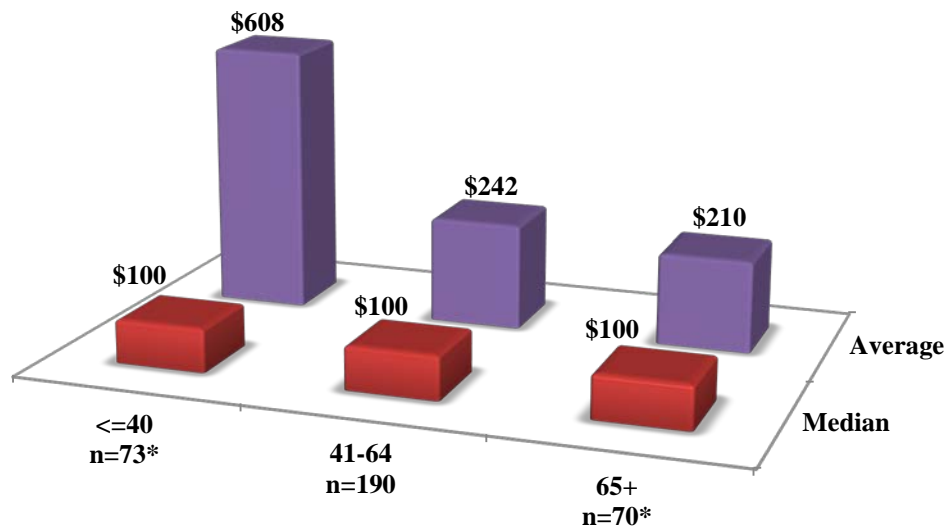
Giving Rate to Neighborhood and Community Organizations by Head of Household's Age Group



This graph shows the giving rate of U.S. households that gave to neighborhood and community organizations in 2008 by the age group of the head of household.

- Households headed by older individuals gave at higher rates to neighborhood and community organizations.
- Overall, 4.7 percent of surveyed households reported contributing to neighborhood and community organizations in 2008.

Giving to Neighborhood and Community Organizations by Head of Household's Age Group

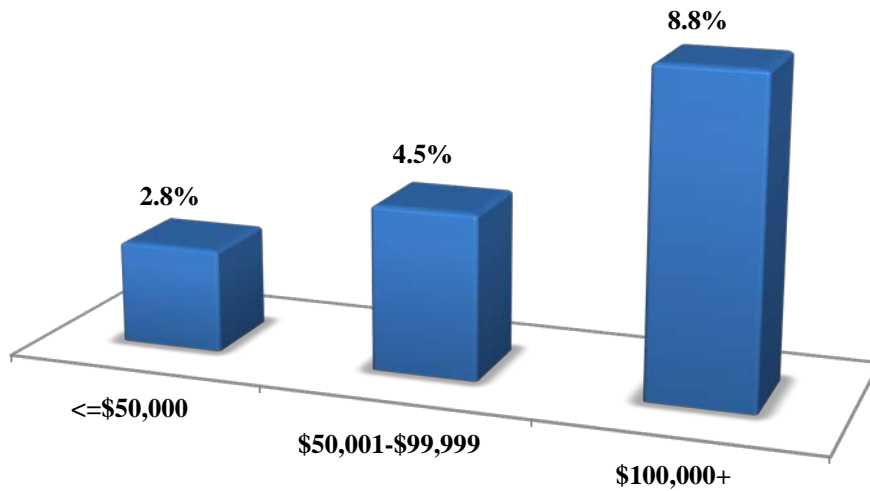


*Sample size is relatively small. Results should be interpreted with caution.

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

- The average amount given to neighborhood and community organizations decreased with the age of the head of household.
- Among those that gave, all three age groups reported the same median amount given to neighborhood and community organizations (\$100).
- On average, donor households headed by an individual 40 or younger gave nearly three times as much to neighborhood and community organizations as did those headed by an individual 65 or older.
- Among all U.S. donor households, the average total gift to neighborhood and community organizations in 2008 was \$288 (median=\$100).

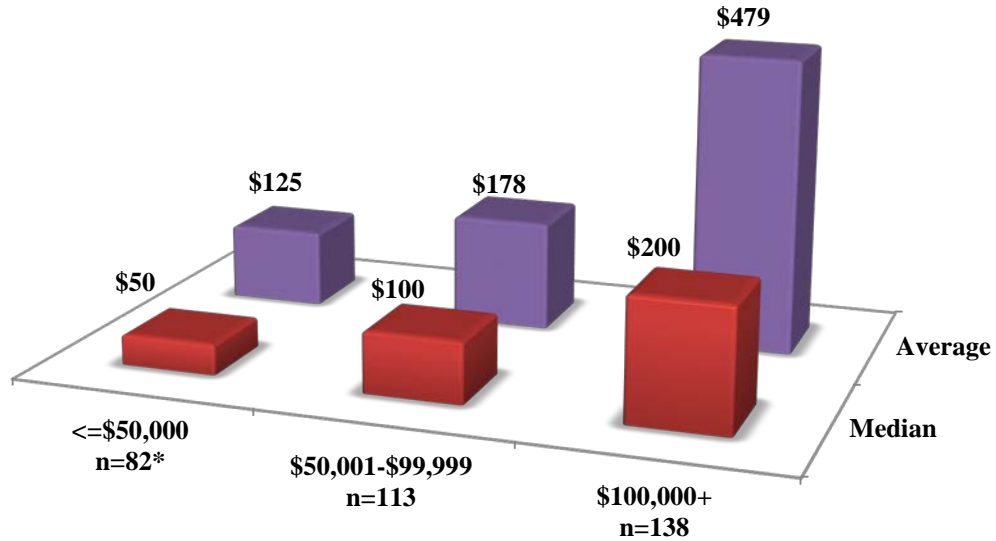
Giving Rate to Neighborhood and Community Organizations by Household Income Level



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

- Households with higher income levels gave at higher rates to neighborhood and community organizations in 2008.
- Households with income levels of \$100,000 or more gave to neighborhood and community organizations at a rate nearly two times that of households with income levels between \$50,001 and \$99,999 and more than three times that of households with income levels of \$50,000 or less.
- Overall, 4.7 percent of responding households contributed to neighborhood and community organizations in 2008.

Giving to Neighborhood and Community Organizations by Household Income Level

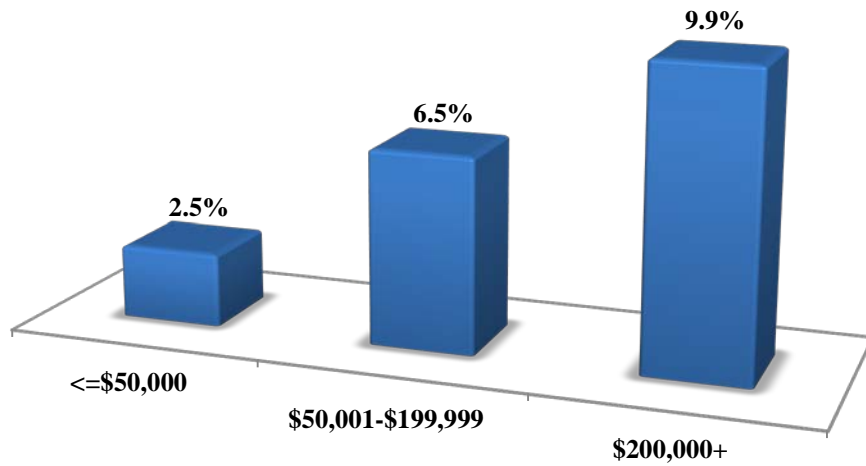


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This graph shows the average and median amounts given to neighborhood and community organizations in 2008 by household income level, among U.S. donor households.

- Among those that gave, households with higher income levels gave both higher average and median amounts to neighborhood and community organizations.
- On average, donor households with income levels of \$100,000 or more gave \$301 more to neighborhood and community organizations than those with income levels between \$50,001 and \$99,999 and \$354 more than those with income levels of \$50,000 or less.
- Among all U.S. donor households, the average total gift to neighborhood and community organizations was \$288 (median=\$100).

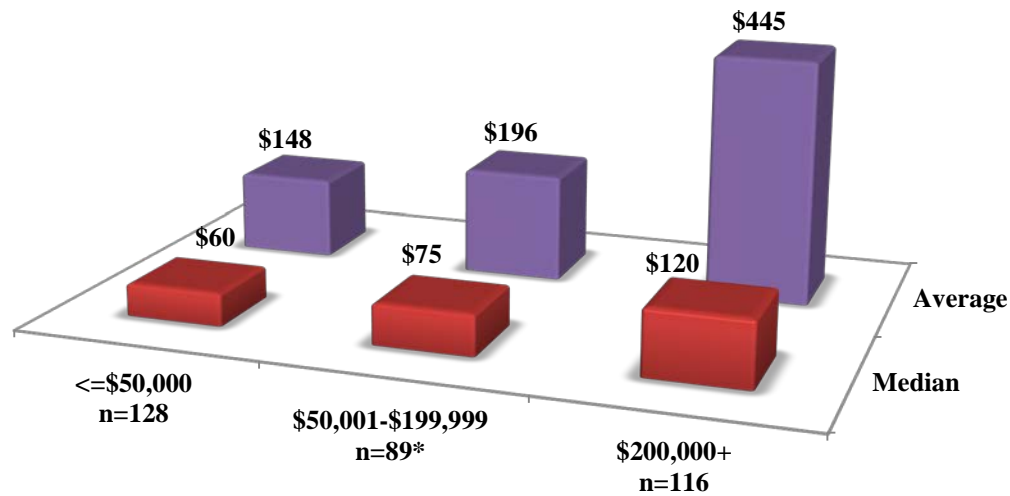
Giving Rate to Neighborhood and Community Organizations by Household Wealth Level



This graph shows the giving rate of U.S. households to neighborhood and community 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 neighborhood and community organizations.
- Overall, 4.7 percent of responding households reported contributing to neighborhood and community organizations in 2008.

Giving to Neighborhood and Community Organizations by Household Wealth Level

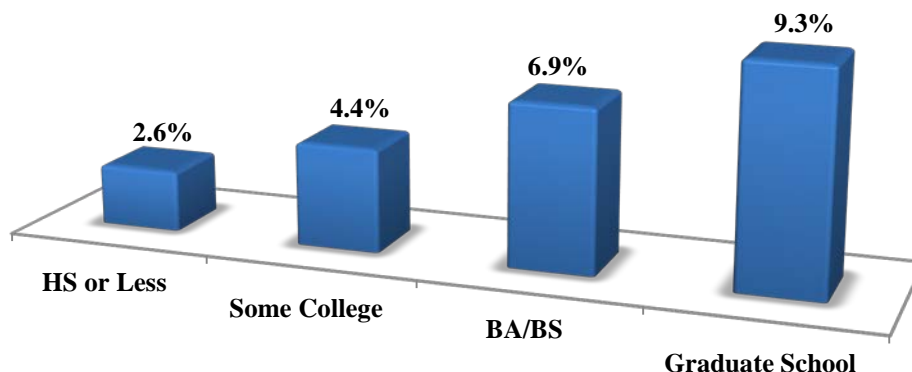


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This graph shows the average and median amounts given to neighborhood and community organizations in 2008 by household wealth level, among U.S. donor households. For this analysis, wealth did not include the value of the equity in the household home.

- Among those that gave, households with higher wealth levels gave higher average and median amounts to neighborhood and community organizations.
- On average, donor households with wealth levels between \$50,001 and \$199,999 gave \$48 more to neighborhood and community organizations than did donor households with wealth levels of \$50,000 or less.
- On average, donor households with wealth levels of \$200,000 or more gave \$249 more than donor households with wealth levels between \$50,001 and \$199,999 and \$297 more than donor households with wealth levels of \$50,000 or less to neighborhood and community organizations.
- Among all U.S. donor households, the average total gift to neighborhood and community organizations was \$288 (median=\$100).

Giving Rate to Neighborhood and Community Organizations by Head of Household's Education Level



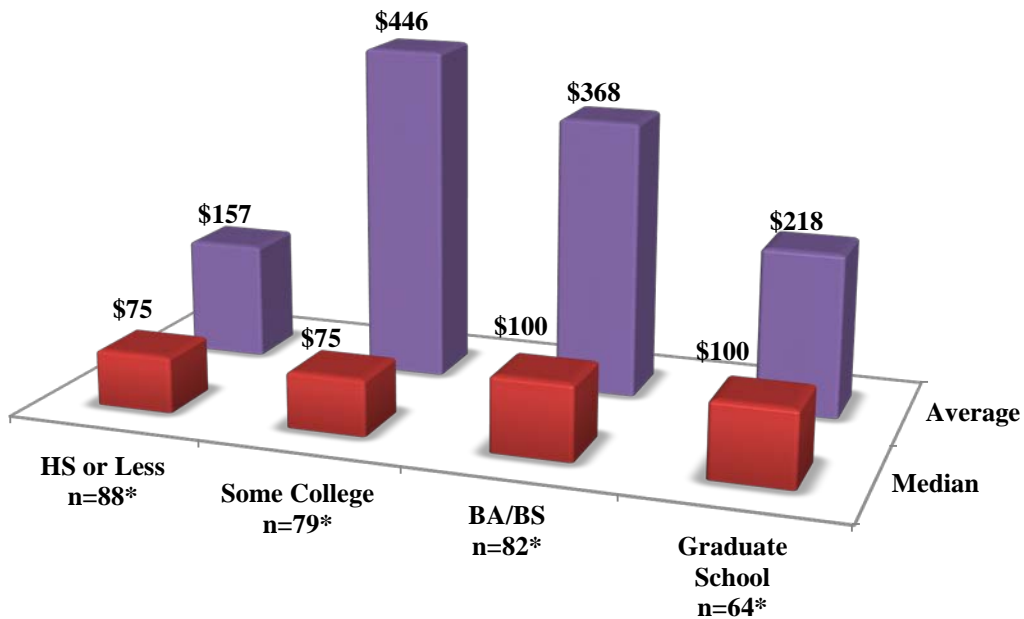
HS or Less – high school education or less

BA/BS – bachelor's degree

This graph shows the giving rate of U.S. households to neighborhood and community organizations in 2008 by the head of household's education level.

- Households headed by an individual with a higher level of education gave at a higher rate to neighborhood and community organizations.
- Households headed by an individual with at least some graduate coursework gave to neighborhood and community organizations at a rate more than twice that of households headed by an individual with some college education.
- Overall, 4.7 percent of responding households contributed to neighborhood and community organizations in 2008.

Giving to Neighborhood and Community Organizations by Head of Household's Education Level



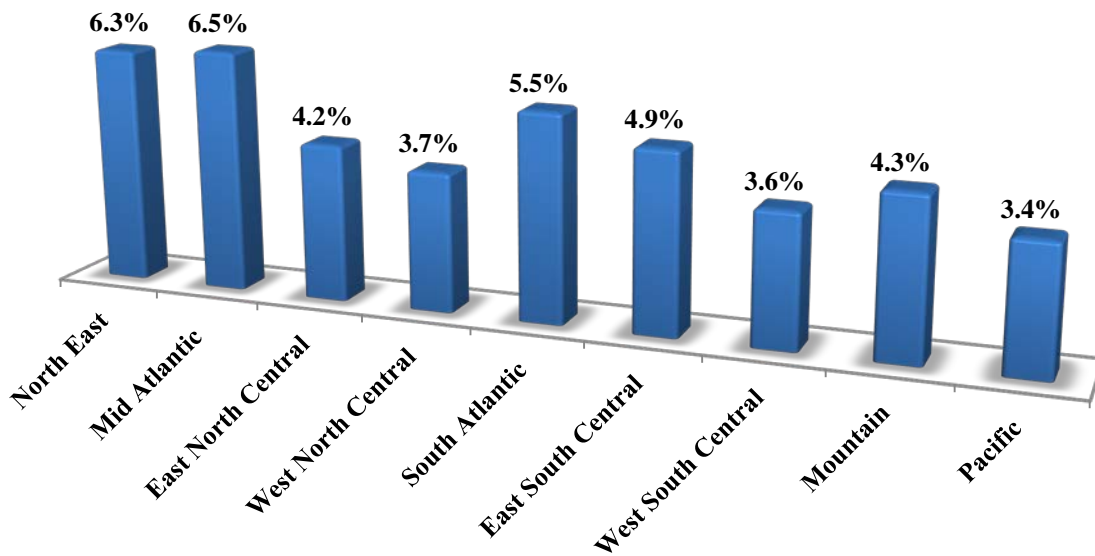
HS or Less – high school education or less
 BA/BS – bachelor's degree

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

This graph shows the average and median amounts given to neighborhood and community organizations in 2008 by the head of household's education level, among U.S. donor households.

- Though households headed by individuals with higher education levels gave at higher rates to neighborhood and community organizations, those that gave did not necessarily donate more on average to these organizations. On average, donor households headed by an individual with some college education gave \$228 more than donor households headed by an individual with at least some graduate coursework and \$78 more than donor households headed by an individual with a bachelor's degree to neighborhood and community organizations.
- Though donor households headed by an individual with some college education gave the highest average amount to neighborhood and community organizations, these households' median gift was smaller than that from both donor households headed by an individual with a bachelor's degree and donor households headed by an individual with at least some graduate coursework.
- Among all U. S. donor households, the average total gift to neighborhood and community organizations was \$288 (median=\$100).

Giving Rate to Neighborhood and Community Organizations by Household Geographic Region

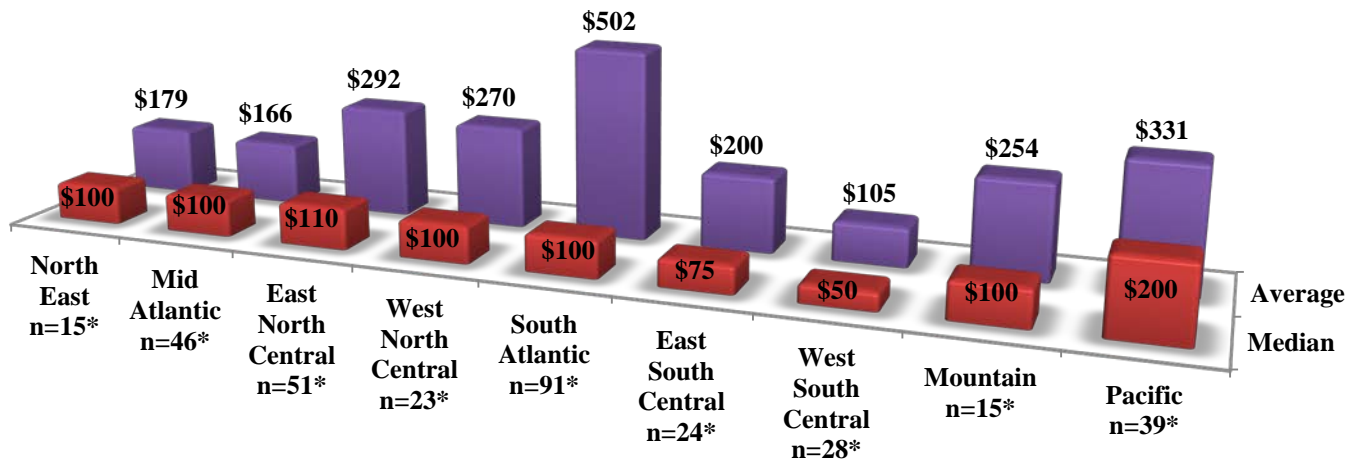


This graph shows the giving rate of U.S. households to neighborhood and community organizations in 2008 by U.S. geographic region.

- A 3.1 percentage point difference separated the region with the highest giving rate to neighborhood and community organizations (Mid Atlantic) and the lowest (Pacific).
- Overall, 4.7 percent of responding households contributed to neighborhood and community 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 Neighborhood and Community Organizations by Household Geographic Region

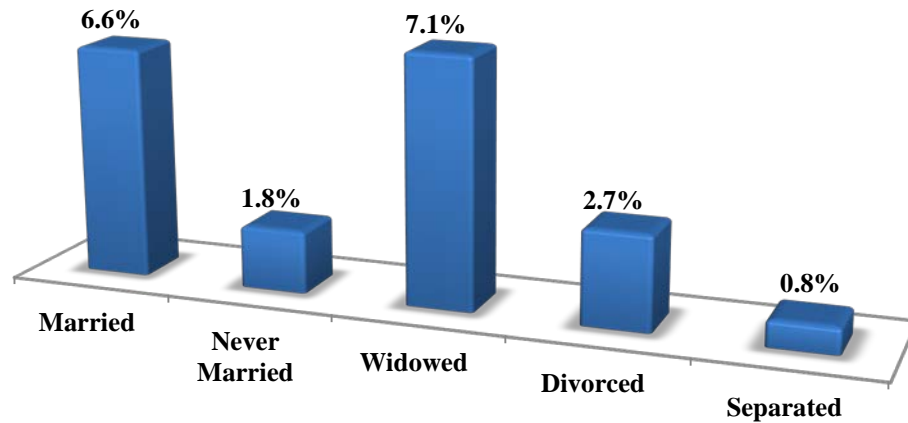


*Sample size is relatively small. Results should be interpreted with caution.

This graph shows the average and median amounts given to neighborhood and community organizations in 2008 by U.S. geographic region, among U.S. donor households.

- Though Pacific region households gave at the lowest rate to neighborhood and community organizations, those that did give donated the second highest average amount (\$331) and the highest median amount (\$200).
- Among all U.S. donor households, the average total gift to neighborhood and community organizations was \$288 (median=\$100).
- Region definitions can be found on the previous page.

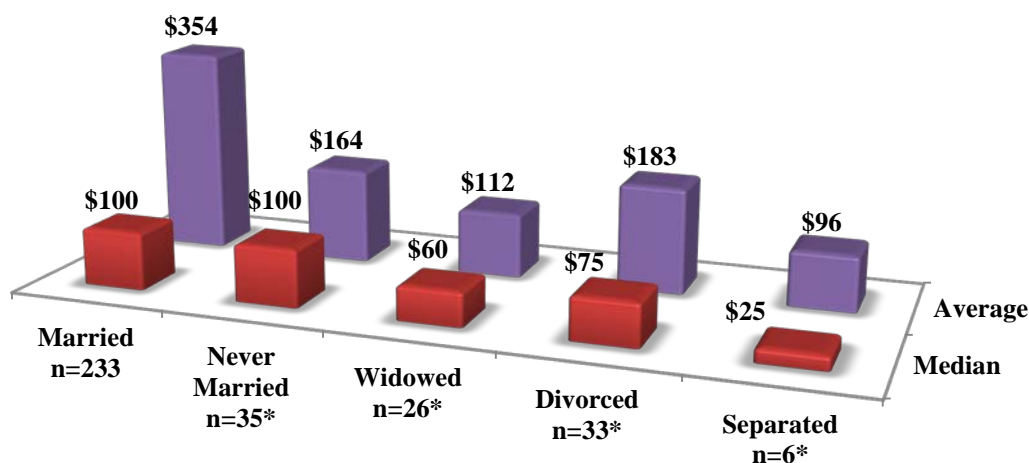
Giving Rate to Neighborhood and Community Organizations by Head of Household's Marital Status



This graph shows the giving rate of U.S. households to neighborhood and community organizations in 2008 by marital status of the head of household.

- Households headed by a widowed individual gave at a slightly higher rate to neighborhood and community organizations (by 0.5 percentage points) than households headed by a married individual.
- Households headed by a widowed individual gave to neighborhood and community organizations at a rate that was nearly nine times larger than that of households headed by a separated individual.
- Overall, 4.7 percent of responding households contributed to neighborhood and community organizations in 2008.

Giving to Neighborhood and Community 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 amounts given to neighborhood and community organizations by the marital status of the head of household, among U.S. donor households.

- Though households headed by a widowed individual gave at the highest rate to neighborhood and community organizations, households headed by widowed individuals that did give donated the second lowest average gift amount to these organizations among the marital status donor groups.
- On average, donor households headed by a married individual gave more than three times the amount than did donor households headed by a separated individual to neighborhood and community organizations.
- Among all U.S. donor households, the average total gift to neighborhood and community organizations was \$288 (median=\$100).