

# Basic Needs Giving

Based on data collected in 2013 about giving in 2012



LILLY FAMILY SCHOOL OF PHILANTHROPY INDIANA UNIVERSITY

## Philanthropy Panel Study – The Philanthropy Module in the Panel Study of Income Dynamics

The Philanthropy Panel Study (PPS) is a module of the Panel Study of Income Dynamics (PSID), which reaches more than 9,000 households every two years. The PSID is fielded by the Institute for Social Research at the University of Michigan. Questions were asked in 2013 about charitable giving in 2012. To learn more, visit <u>https://philanthropy.iupui.edu/research/current-research/philanthropy-panel-study.html</u>.

The Indiana University Lilly Family 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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To contribute, please contact Andrew Keeler (<u>ackeeler@iupui.edu</u>) or give online at <u>www.philanthropy.iupui.edu/give-now</u> and select "School of Philanthropy Fund."

## Acknowledgments

#### Indiana University Lilly Family School of Philanthropy

The Indiana University Lilly Family School of Philanthropy is dedicated to improving philanthropy to improve the world by training and empowering students and professionals to be innovators and leaders who create positive and lasting change. The School offers a comprehensive approach to philanthropy through its academic, research and international programs, and through The Fund Raising School, Lake Institute on Faith & Giving, and the Women's Philanthropy Institute.

Learn more at philanthropy.iupui.edu.

The analyses presented here are made possible by the work of many people, including the following at the Indiana University Lilly Family School of Philanthropy:

Mark Ottoni-Wilhelm, Founding Director of the Philanthropy Panel Study Amir Pasic, Eugene R. Tempel Dean Patrick M. Rooney, Associate Dean for Academic Affairs and Research Una O. Osili, Director of Research Jon Bergdoll, Applied Statistician Xiao Han, Research Associate Timothy Gondola, Research Assistant

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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 2013 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 2012, 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.

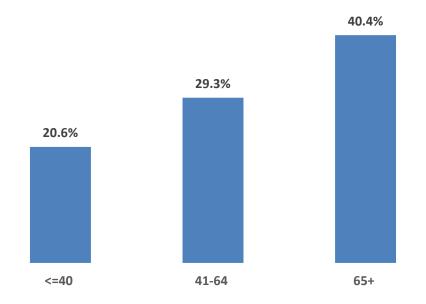
Households that answered the philanthropy questions were asked first if they made charitable donations totaling \$25 or more in 2012. Households responding "yes" were asked further questions about how much they gave to each of 11 different types of charities. Over 9,000 households participated in the 2013 wave of the PSID. The analysis for this report is based on the 8,918households 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 2012**

|                    | Giving Rate | Average Amount per<br>Donor Household | Median Amount per<br>Donor Household |
|--------------------|-------------|---------------------------------------|--------------------------------------|
| Basic Needs Giving | 29.2%       | \$472                                 | \$200                                |

- 29.2 percent of all U.S. households gave to organizations for basic needs in 2012
- \$472 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 2012 by the age group of the head of household.

- Households headed by an older individual gave at higher rates to organizations for basic needs.
- About one in five households headed by an individual 40 or younger gave to organizations for basic needs.
- Nearly three in ten households headed by an individual between 41 and 64 years old gave to organizations for basic needs.
- Over four out of ten households headed by an individual 65 or older gave to organizations for basic needs.
- Overall, 29.2 percent of responding households reported contributing to organizations for basic needs in 2012.

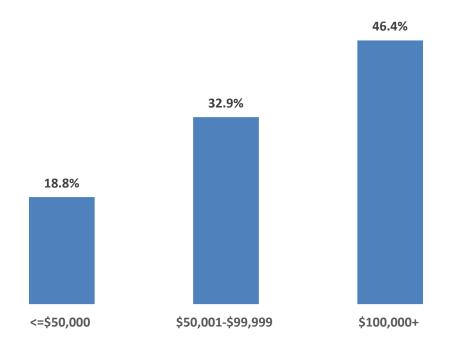
#### Giving to Organizations for Basic Needs by Head of Household's Age Group



This graph shows the average and median giving amounts to organizations for basic needs in 2012 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 \$132 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 \$472.

#### **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 2012 by household income level.

- Households with higher income levels had a higher giving rate to organizations for basic needs in 2012.
- Nearly one of every two households with income levels of \$100,000 or more gave to organizations for basic needs.
- Slightly less than one in three households with income levels between \$50,001 and \$99,999 gave to organizations for basic needs.
- Slightly less than one in five households with income levels of \$50,000 or less gave to organizations for basic needs.
- Overall, 29.2 percent of responding households reported contributing to organizations for basic needs in 2012.

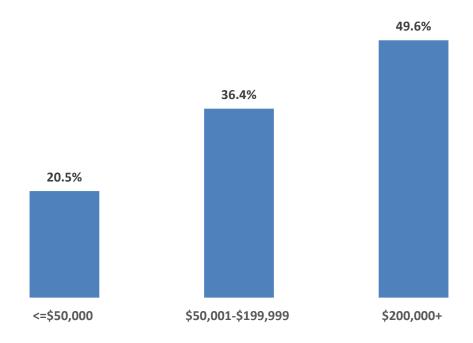
#### Giving to Organizations for Basic Needs by Household Income Level



This graph shows the average and median giving amounts to organizations for basic needs in 2012 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 almost than three times as much as those with income levels of \$50,000 or less and almost 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 \$472 (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 2012 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 13.2 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, 29.2 percent of responding households contributed to organizations for basic needs in 2012.

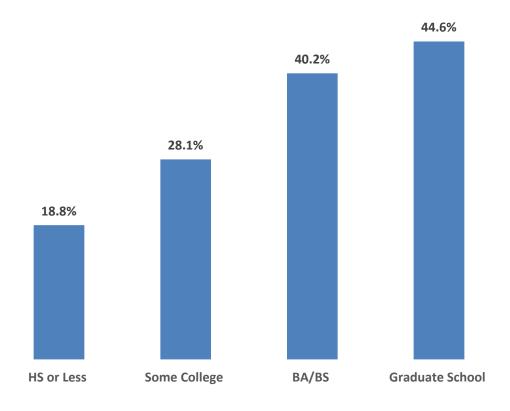
#### Giving to Organizations for Basic Needs by Household Wealth Level



This graph shows the average and median giving amounts to organizations for basic needs in 2012 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.
- Households with wealth levels between \$50,001 and \$199,999 that did give donated \$346 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 \$472 (median=\$200).

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

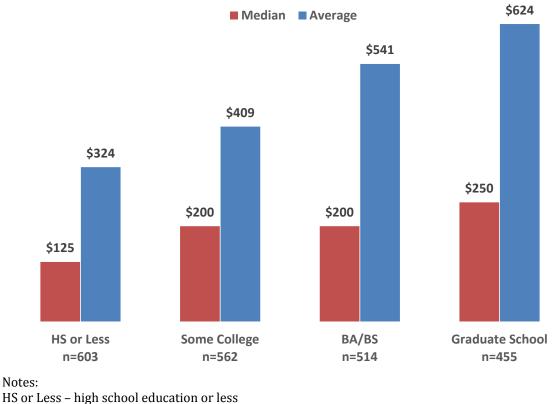


Notes: HS or Less – high school education or less BA/BS – bachelor's degree

This graph shows the giving rate of U.S. households to organizations for basic needs in 2012 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 9.3 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, 29.2 percent of survey respondents contributed to organizations for basic needs.

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



BA/BS – bachelor's degree

This graph shows the average and median giving amounts to organizations for basic needs in 2012 by education level of the head of the household, among U.S. donor households.

- Households headed by an individual with a higher level of education gave more on average to organizations for basic needs.
- Among those that gave, households headed by an individual with a high school education or less gave \$85 less 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 \$217 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 \$83 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 \$472 (median=\$200).

#### 41.6% 33.4% 31.0% 29.9% 28.9% 27.1% 26.6% 25.7% 23.3% **North East** Mid East North West South East South West Mountain Pacific Atlantic Central North Atlantic Central South Central Central

#### 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 2012 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 18.3 percentage points.
- Overall, 29.2 percent of survey respondents contributed to organizations for basic needs in 2012.
- 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

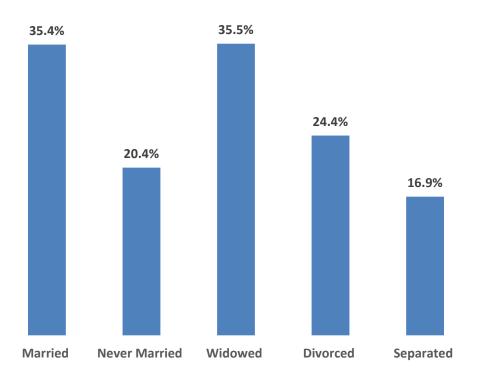


Note: \*Sample size is relatively small. Results should be interpreted with caution.

This graph shows the average and median donor gift amounts of U.S. households to organizations for basic needs in 2012 by U.S. geographic location.

- Though the North East region had the highest giving rate to organizations for basic needs, those that did give only donated the fourth highest average gift amount to organizations for basic needs (\$524).
- Among all U.S. donor households, the average gift to organizations for basic needs was \$472 (median=\$200).
- Region definitions can be found on the previous page.

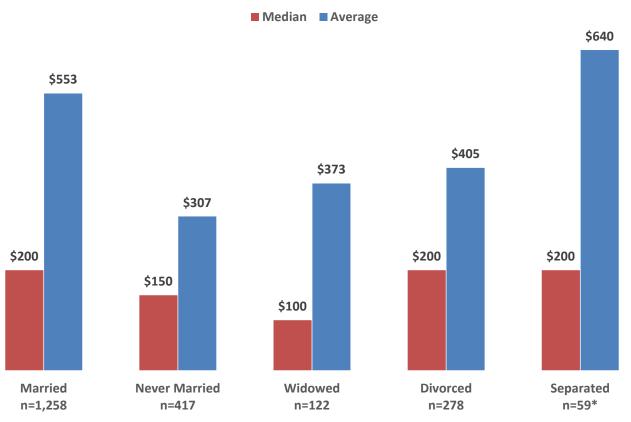
#### Giving Rate to Organizations for Basic Needs by Head of Household's Marital Status



This graph shows the giving rate of U.S. households to organizations for basic needs in 2012 by marital status of the head of household.

- The giving rate to organizations for basic needs of households headed by a married individual was 18.5 percentage points higher than that of households headed by a separated individual.
- Overall, 29.2 percent of survey respondents contributed to organizations for basic needs in 2012.

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



Note: \*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 2012 by the marital status of the head of household, among U.S. donor households.

- Though households headed by a separated individual had the lowest giving rate to organizations for basic needs, those who gave also donated the most on average among the marital status groups to these organizations.
- Among those that gave, households headed by a married individual gave \$87 less 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 \$472 (median=\$200).