

Overview

Combined **Purposes** Giving

Based on data collected in 2013
about giving in 2012



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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 <https://philanthropy.iupui.edu/research/current-research/philanthropy-panel-study.html>.

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 (ackeeler@iupui.edu) or give online at www.philanthropy.iupui.edu/give-now 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:

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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. The graphs in this overview provide comparisons of giving to combined purpose 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 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 combined purpose 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 2012. Households responding "yes" were asked further questions about how much they gave to each of 11 different types of charities. More than 9,000 households participated in the 2013 wave of the PSID. The analysis for this report is based on the 8,918 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.

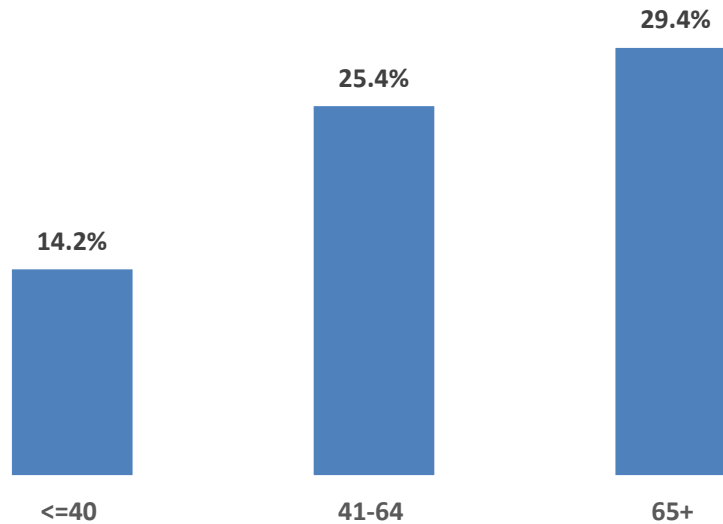
Combined purpose organizations include organizations such as United Way, United Jewish Appeal, and Catholic Charities.

Overview of Giving to Combined Purpose Organizations in 2012

	Giving Rate	Average amount per donor household	Median amount per donor household
Combined Purpose Giving	22.8%	\$547	\$200

- 22.8 percent of all U.S. households gave to combined purpose organizations in 2012
- \$547 was the average combined purpose giving amount per U.S. donor household
- \$200 was the median combined purpose giving amount per U.S. donor household

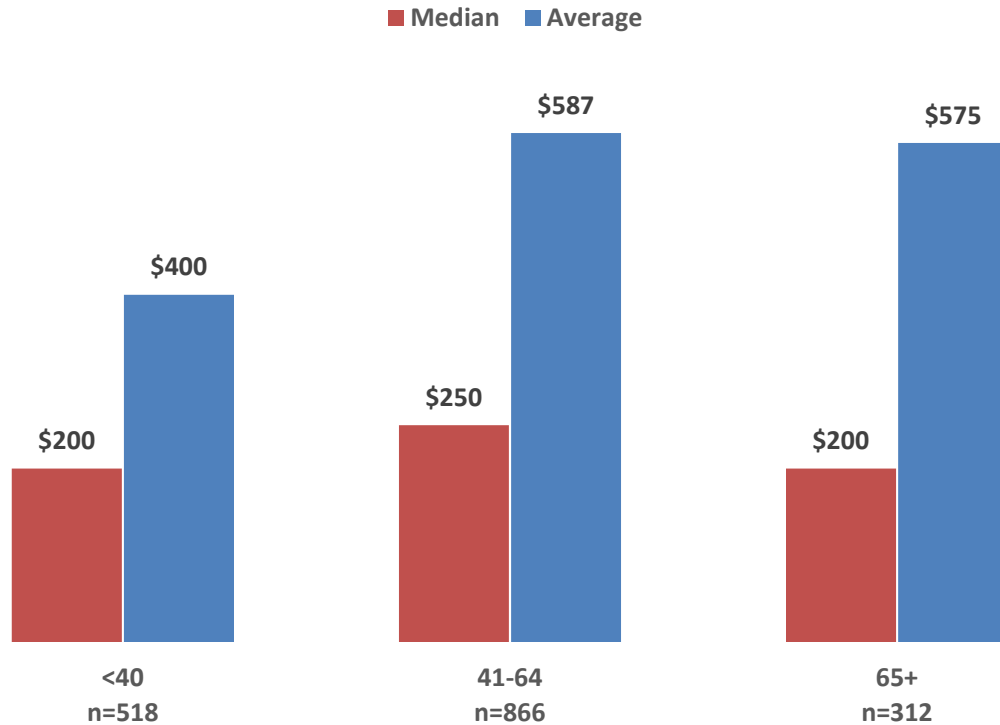
Giving Rate to Combined Purpose Organizations by Head of Household's Age Group



This graph shows the giving rate of U.S. households to combined purpose organizations in 2012 by the age group of the head of household.

- The data suggests that the giving rate of households to combined purpose organizations increased with the head of household's age.
- There was a 4.0 percentage point difference in giving rates to combined purpose organizations between households headed by an individual between 41 and 64 years old and households headed by an individual 65 or older.
- Households headed by an individual 65 years or older gave at over twice the rate of households headed by an individual 40 years or younger.
- Overall, 22.8 percent of responding households reported contributing to combined purpose organizations in 2012.

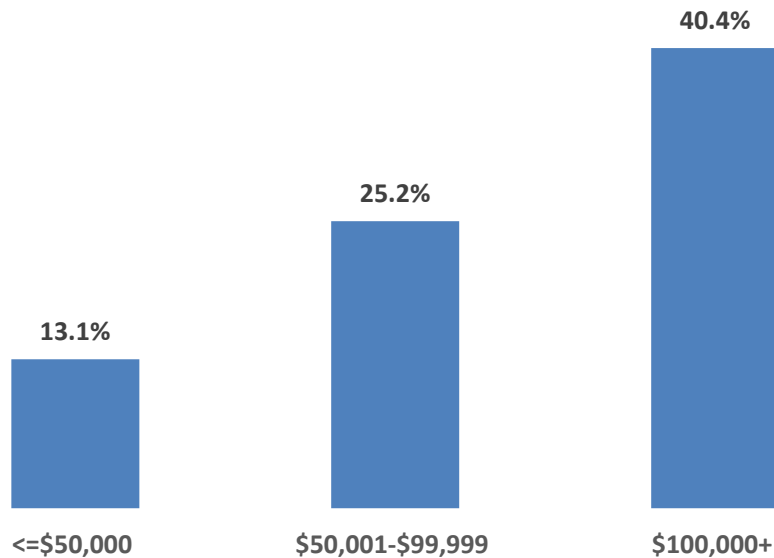
Giving to Combined Purpose Organizations by Head of Household's Age Group



This graph shows the average and median giving amounts to combined purpose organizations in 2012 by the age group of the head of household, among U.S. donor households.

- Though they gave at higher rates, households headed by older donors did not necessarily give more on average to combined purpose organizations.
- Though donor households headed by an individual 65 or older gave at the highest rate to combined purpose organizations, their average gift amount to these organizations was \$12 less than that from donor households headed by an individual between 41 and 64 years old.
- Among those that gave, households headed by an individual 40 or younger gave the same median gift amount to combined purpose organizations as households headed by an individual 65 or older (\$200).
- Among all donating households, the average gift to combined purpose organizations was \$547 (median=\$200).

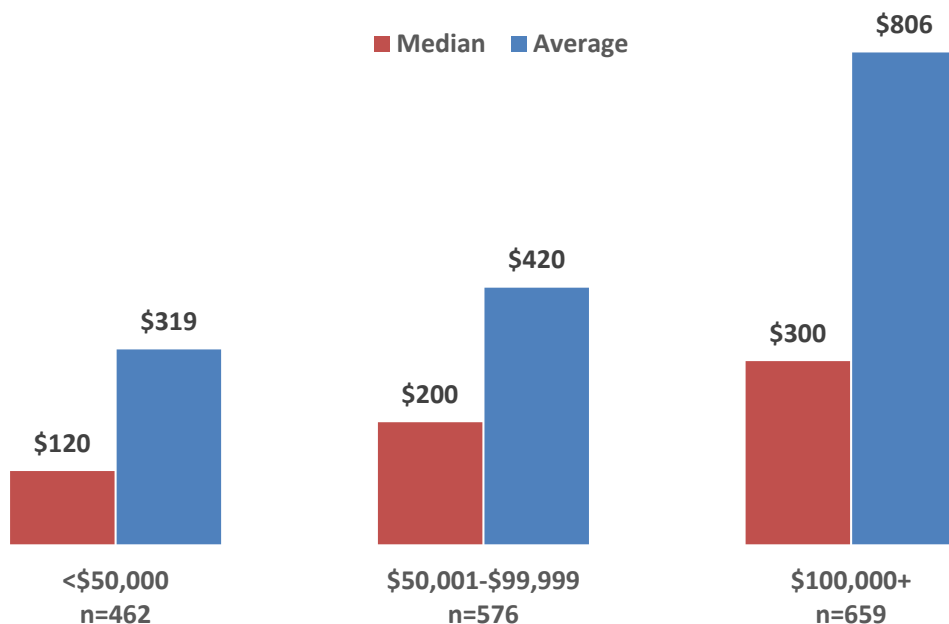
Giving Rate to Combined Purpose Organizations by Household Income Level



This graph shows the giving rate of U.S. households to combined purpose organizations in 2012 by household income level.

- Households with higher income levels had a higher giving rate to combined purpose organizations in 2012.
- The giving rate to combined purpose organizations of households with income levels between \$50,001 and \$99,999 was 12.1 percentage points higher than that of households with income levels less than or equal to \$50,000.
- The giving rate to combined purpose organizations of households with income levels of \$100,000 or more was 15.2 percentage points higher than that of households with income levels between \$50,001 and \$99,999.
- Overall, 22.8 percent of responding households reported contributing to combined purpose organizations in 2012.

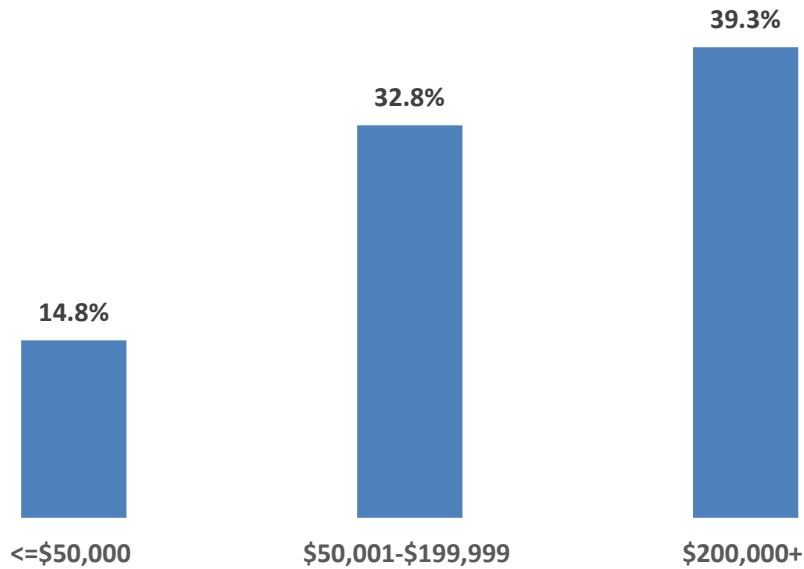
Giving to Combined Purpose Organizations by Household Income Level



This graph shows the average and median giving amounts to combined purpose organizations 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 combined purpose organizations.
- Among those that gave, the average gift amount to combined purpose organizations from households with income levels of \$100,000 or more was nearly twice that from households with income levels between \$50,001 and \$99,999 and over twice that from households with income levels of \$50,000 or less.
- Among those that gave, the median gift amount to combined purpose organizations from households with income levels between \$50,001 and \$99,999 was \$80 more than that from donating households with income levels of \$50,000 or less.
- Among all U.S. donor households, the average gift to combined purpose organizations was \$547 (median=\$200).

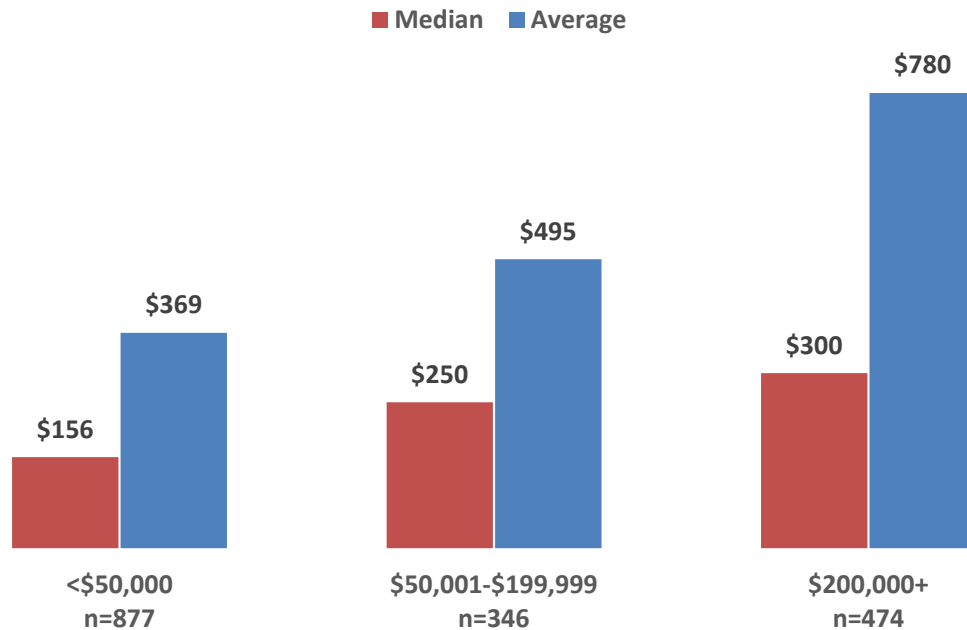
Giving Rate to Combined Purpose Organizations by Household Wealth Level



This graph shows the giving rate of U.S. households to combined purpose organizations 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 at a higher rate to combined purpose organizations.
- There was only a 6.5 percentage point difference in the giving rates to combined purpose organizations of households with wealth levels between \$50,001 and \$199,999 and households with wealth levels of \$200,000 or more.
- The giving rate to combined purpose organizations of households with wealth levels of \$50,000 or less was less than half that of households with wealth levels between \$50,001 and \$199,999 and households with levels of \$200,000 or more (18.0 percentage points less and 24.5 percentage points less, respectively).
- Overall, 22.8 percent of responding households reported contributing to combined purpose organizations in 2012.

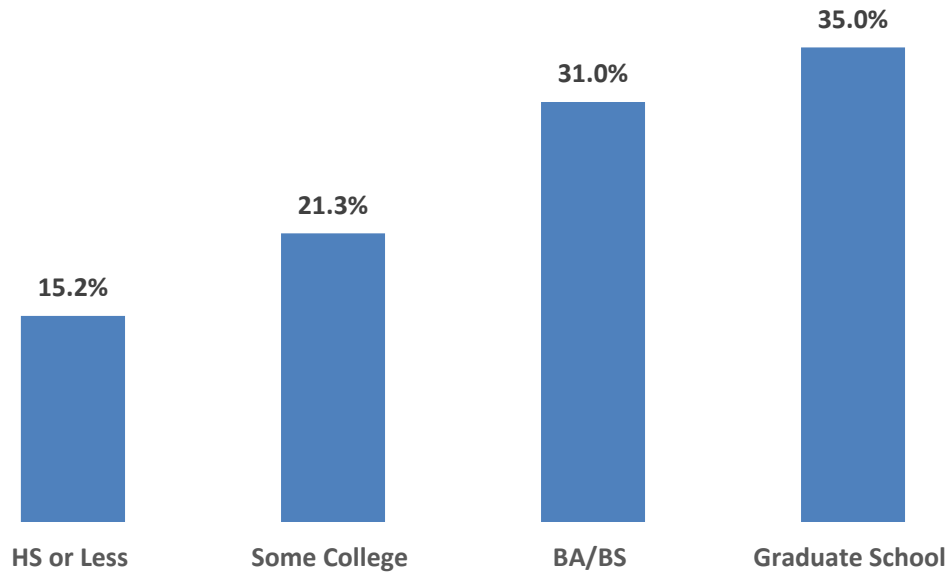
Giving to Combined Purpose Organizations by Household Wealth Level



This graph shows the average and median giving amounts to combined purpose organizations 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 higher wealth levels gave larger average and median gift amounts to combined purpose organizations in 2012.
- Among those that gave, the average gift amount to combined purpose organizations from households with wealth levels of \$200,000 or more was more than twice that from households with wealth levels of \$50,000 or less.
- Among those that gave, the median gift amount to combined purpose organizations of households with wealth levels of \$200,000 or more was nearly twice that from households with wealth levels between \$50,001 and \$199,999.
- Among all U.S. donor households, the average gift to combined purpose organizations was \$547 (median=\$200).

Giving Rate to Combined Purpose Organizations by Head of Household's Education Level



Notes:

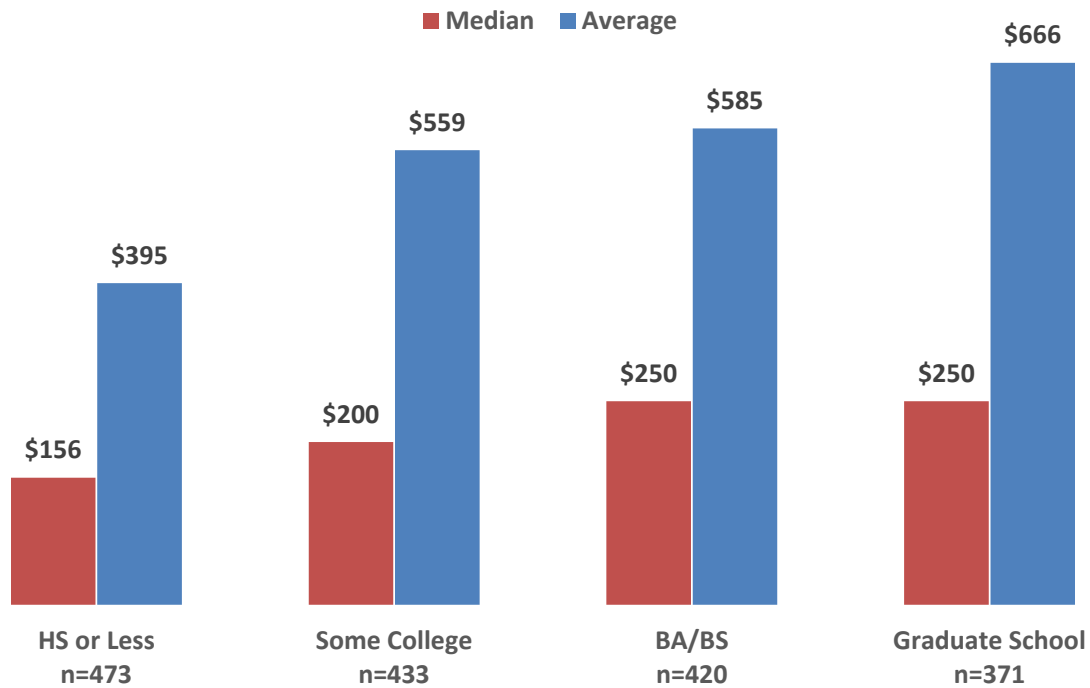
HS or Less -- high school education or less

BA/BS -- bachelor's degree

This graph shows the giving rate of U.S. households to combined purpose organizations 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 combined purpose organizations.
- The giving rates to combined purpose organizations of both households headed by an individual with a bachelor's degree and households headed by an individual with at least some graduate coursework were more than twice that of households headed by an individual with a high school education or less.
- Overall, 22.8 percent of responding households reported contributing to combined purpose organizations in 2012.

Giving to Combined Purpose Organizations by Education Level



Notes:

HS or Less -- high school education or less

BA/BS -- bachelor's degree

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

- Among those that gave, the average gift amount to combined purpose organizations from households headed by an individual with some college education, households headed by an individual with a bachelor's degree, or households headed by an individual with at least some graduate coursework are all very similar, ranging from \$559 to \$666.
- Among those that gave, households headed by an individual with a high school education or less gave \$164 less on average to combined purpose organizations than households headed by an individual with some college education.
- Among all U.S. donor households, the average gift to combined purpose organizations was \$547 (median=\$200).

Giving Rate to Combined Purpose Organizations by Household Geographic Region

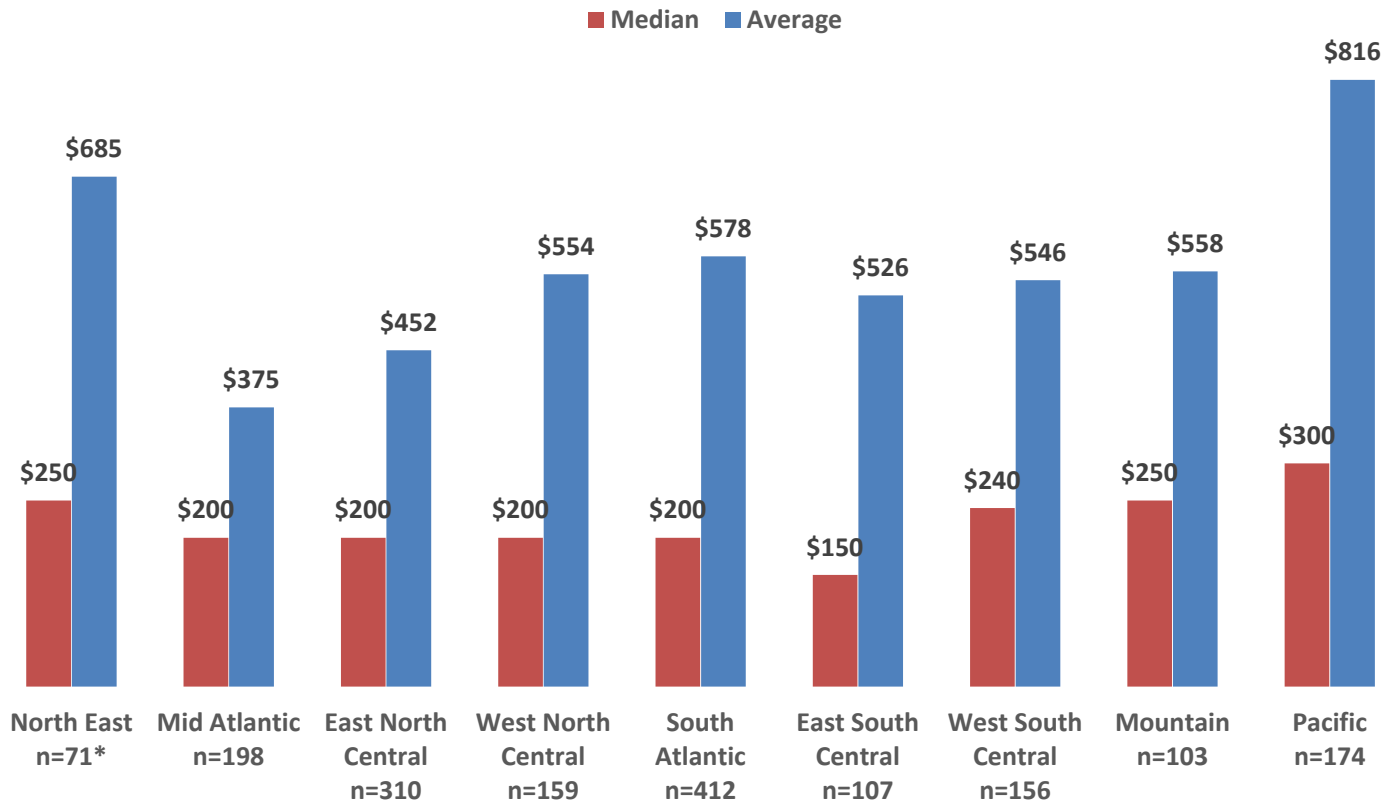


This graph shows the giving rate of U.S. donor households to combined purpose organizations in 2012 by U.S. geographic region.

- The difference between the highest giving rate to combined purpose organizations (North East region households) and lowest (East South Central region households) is 16.1 percentage points.
- Overall, 22.8 percent of responding households reported contributing to combined purpose organizations 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 Combined Purpose Organizations by Household's Geographic Region

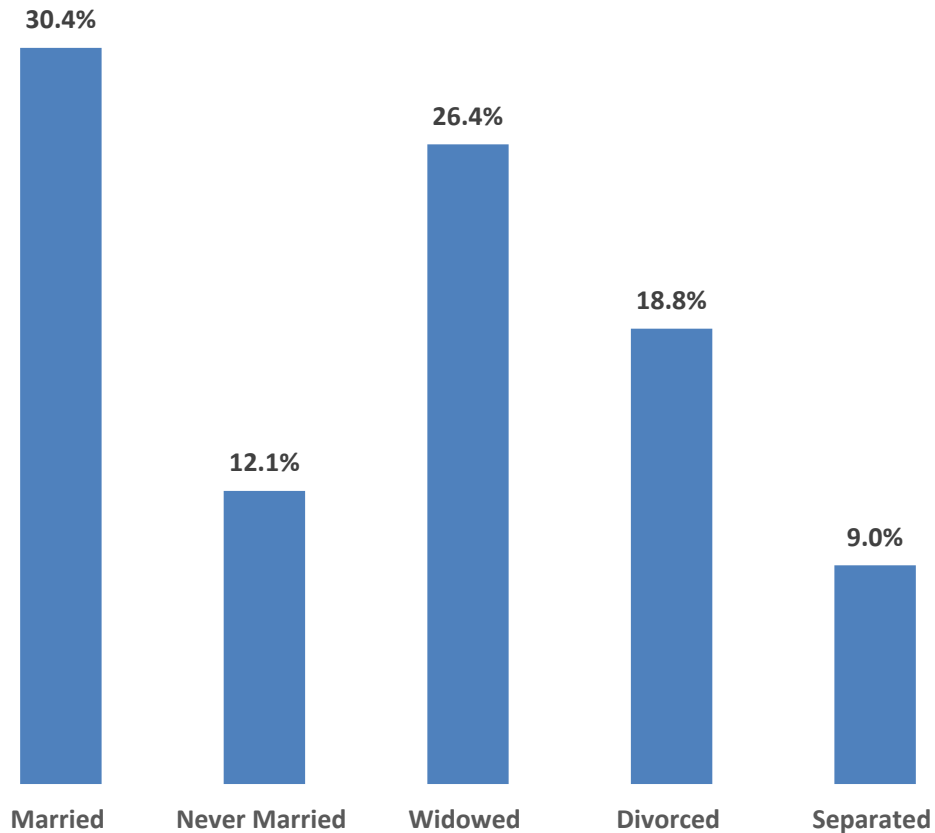


Notes: *Sample size is relatively small. Results should be interpreted with caution.

This graph shows the average and median gift amounts to combined purpose organizations in 2012 by U.S. geographic location, among U.S. donor households.

- Though households in the Pacific region gave at the second lowest rate to combined purpose organizations, those that did give donated the most on average (\$816) to combined purpose organizations.
- Among those that gave, the average gift to combined purpose organizations from households from the Pacific region was more than twice the average gift amount from households from the Mid Atlantic region.
- Among all U.S. donor households, the average gift to combined purpose organizations was \$547 (median=\$200).
- Region definitions can be found on the previous page.

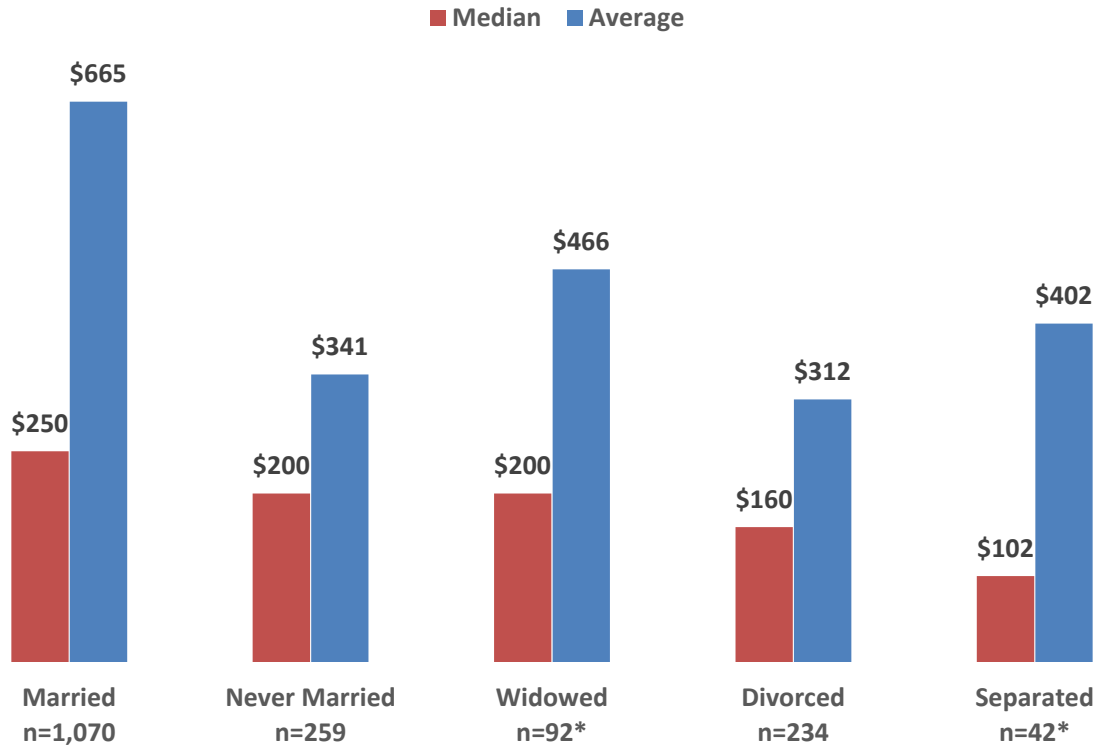
Giving Rate to Combined Purpose Organizations by Head of Household's Marital Status



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

- The giving rate to combined purpose organizations of households headed by a married individual was 21.4 percentage points higher than that of households headed by a separated individual.
- The giving rate to combined purpose organizations of households headed by a married individual was more than three times that of households headed by a never married individual.
- Overall, 22.8 percent of responding households reported contributing to combined purpose organizations in 2012.

Giving to Combined Purpose Organizations by Head of Household's Marital Status



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

This graph shows the average and median giving amounts to combined purpose organizations in 2012 by the marital status of the head of household, among U.S. donor households.

- Though households headed by a separated individual gave to combined purpose organizations at the lowest rate, those that did give donated the third most on average (\$402).
- Among those that gave, the average gifts to combined purpose organizations of households headed by a married individual were over twice that from households headed by a divorced individual.
- Among all donating households, the average gift to combined purpose organizations was \$547 (median=\$200).