

# Overview

## Educational Giving

Based on data collected in 2013  
about giving in 2012



LILLY FAMILY  
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Indianapolis

# 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.

**Recent institutional donors include:**

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To contribute, please contact Andrew Keeler ([ackeeler@iupui.edu](mailto:ackeeler@iupui.edu)) or give online at [www.philanthropy.iupui.edu/give-now](http://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](http://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 Educational 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 educational 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 educational 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.

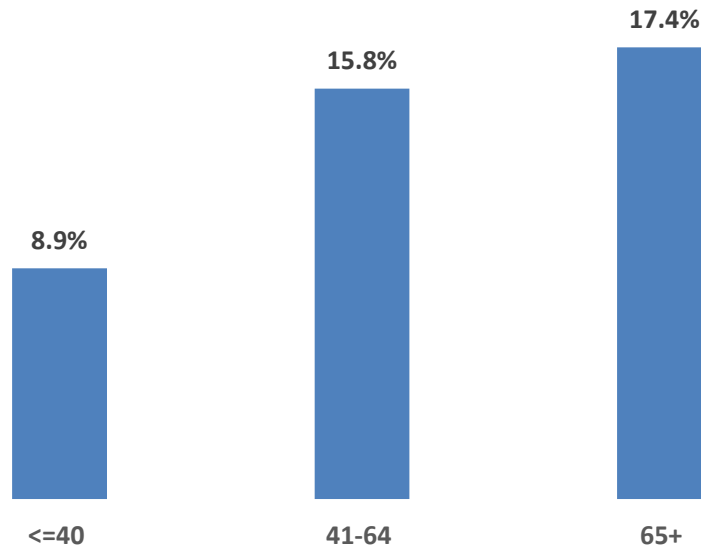
Households that answered the philanthropy questions were asked first if they made charitable donations totaling \$25 or more in 2012. Households responding “yes” were asked further questions about how much they gave to each of 11 different types of charities. Over 9,000 households participated in the 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.

## **Overview of Giving to Educational Organizations in 2012**

	Giving Rate	Average amount per donor household	Median amount per donor household
Educational Giving	14.0%	\$761	\$120

- 14.0 percent of all U.S. households gave to educational organizations in 2012
- \$761 was the average giving amount to educational organizations per donor households
- \$120 was the median gift amount to educational organizations per donor households

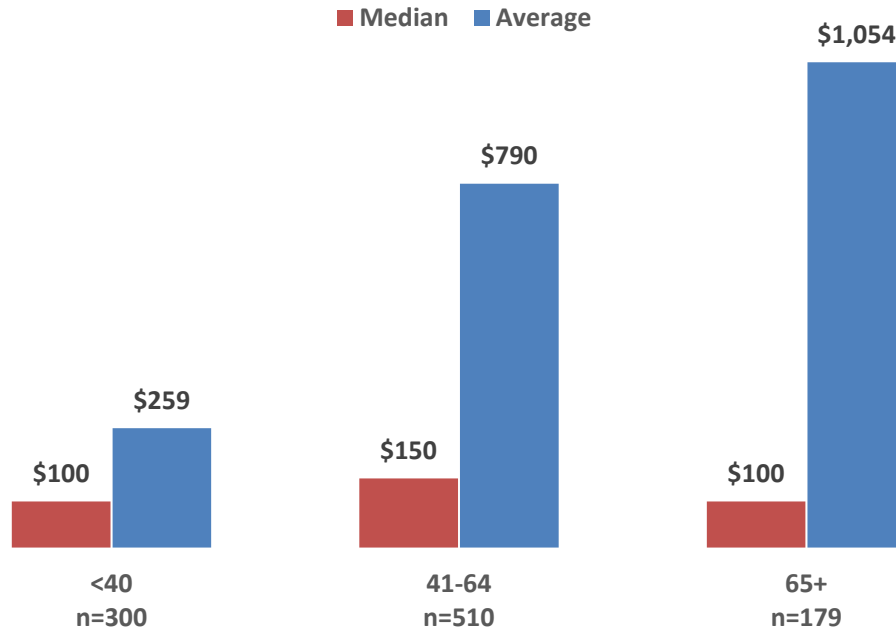
## Giving Rate to Educational Organizations by Head of Household's Age Group



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

- The giving rate to educational organizations increased with the head of household's age. Households headed by an individual 65 or older gave at a slightly higher rate (by 1.6 percentage points) than did households headed by an individual between 41 and 64 years old.
- Less than one in ten households headed by an individual 40 or younger gave to educational organizations.
- Overall, 14.0 percent of responding households reported giving to educational organizations in 2012.

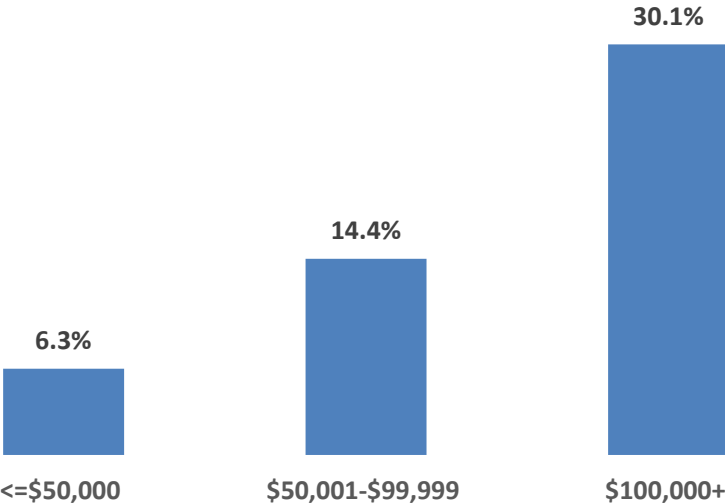
## Giving to Educational Organizations by Head of Household's Age Group



This graph shows the average and median amounts given to educational organizations by the age group of the head of household.

- The average amount given to educational organizations did increase with the age of the head of household, though the median did not.
- On average, donating households headed by an individual 41 to 64 years old gave \$531 more to educational organizations than households headed by an individual 40 or younger.
- Among those that gave, the median gift amount to educational organizations from both households headed by an individual 41 to 64 years old was \$150.
- Among all U.S. donor households, the average amount given to educational organizations was \$761 (median=\$120).

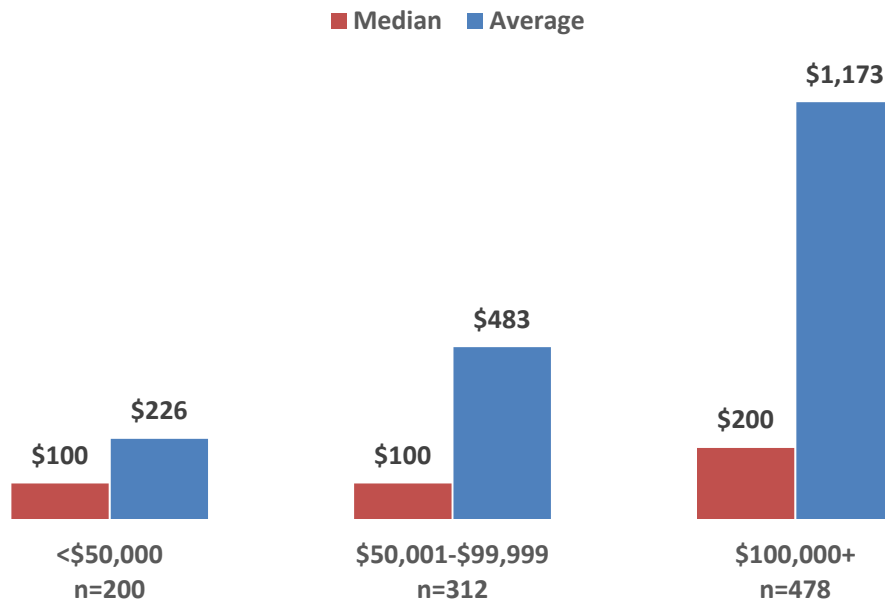
# Giving Rate to Educational Organizations by Household Income Level



This graph shows the giving rate to educational organizations by household income level in 2012.

- Households with higher income levels gave to educational organizations at a higher rate.
- The giving rate to educational organizations of households with income levels of \$100,000 or more was twice that of households with income levels between \$50,001 and \$99,999 and nearly five times that of households with income levels of \$50,000 or more.
- Overall, 14.0 percent of responding households reported giving to educational organizations in 2012.

## Giving to Educational Organizations by Household Income Level

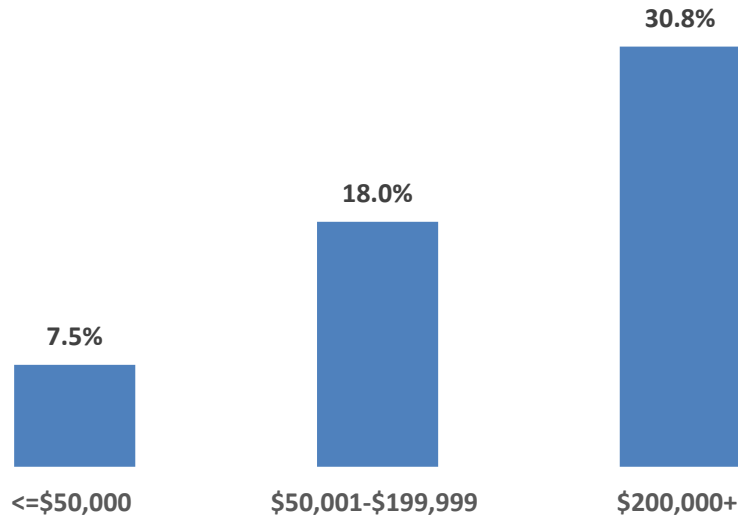


The graph shows the average and median amounts given to educational organizations in 2012 by household income level.

- Households with higher income levels gave more on average to educational organizations.
- Among those that gave, the median gift amount to educational organizations from both households with income levels of \$50,000 or less and households with income levels between \$50,001 and \$99,999 was \$100.
- On average, donating households with income levels of \$50,000 or less gave less than half as much to educational organizations than households with income levels between \$50,001 and \$99,999.
- Among all U.S. donor households, the average gift amount was \$761 (median=\$120) to educational organizations in 2012.



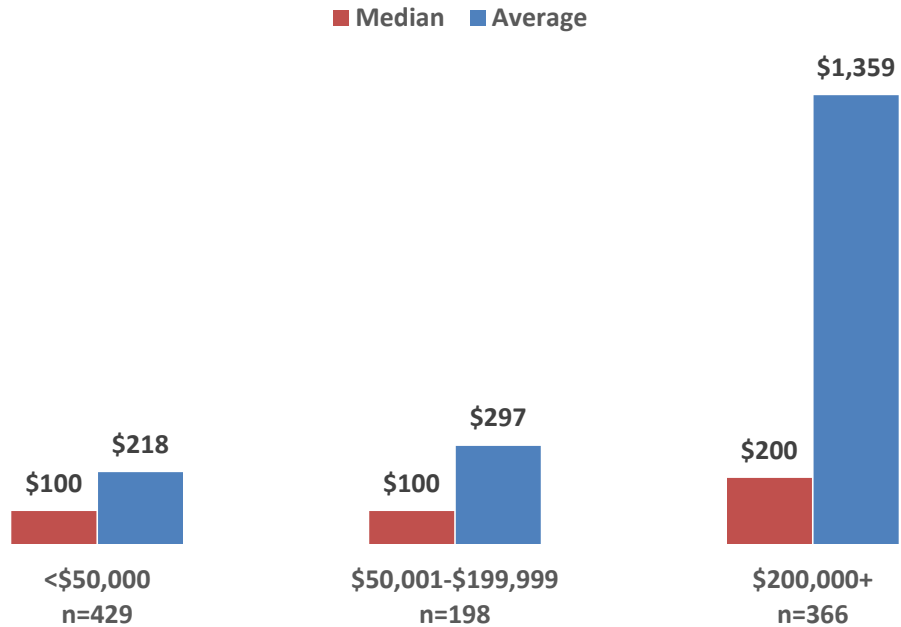
## Giving Rate to Educational Organizations by Household Wealth Level



This graph shows the giving rate to educational 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 levels of wealth gave at higher rates to educational organizations.
- The giving rate to educational organizations increased by close to 10 percentage points at each wealth level. Between wealth levels of \$50,000 or less and between \$50,001 and \$199,999, the giving rate increased 10.5 percentage points. Between wealth levels of between \$50,001 and \$199,999 and \$200,000 or more, the giving rate increased by 12.8 percentage points.
- Overall, 14.0 percent of responding households reported giving to educational organizations in 2012.

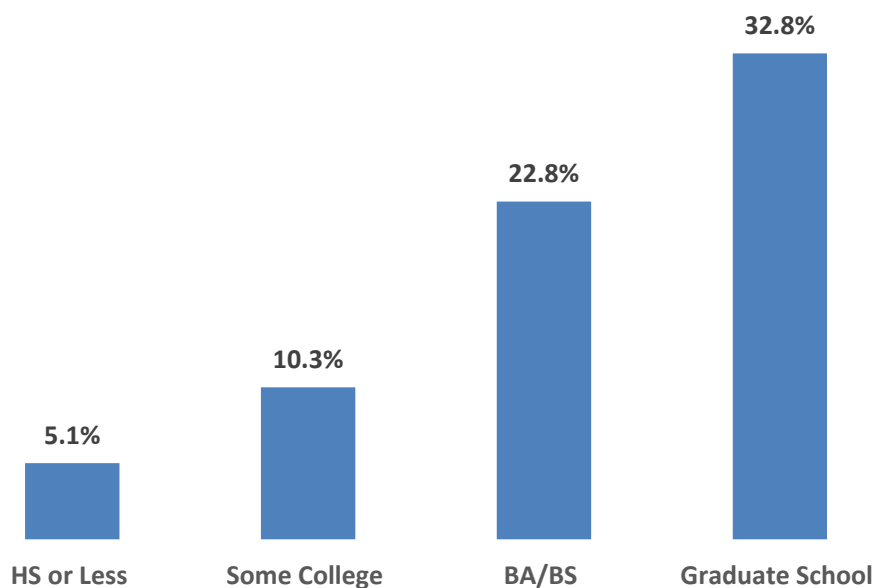
## Giving to Educational Organizations by Household Wealth Level



This graph shows the median and average amounts given to educational 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 to educational organizations at a higher rate.
- Among those that gave, households with wealth levels of \$200,000 or more gave \$1,141 more to educational organizations, on average, than did those with wealth levels of \$50,000 or less.
- Among all donating households, the average amount given to educational organizations was \$540 (median=\$120).

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



Notes:

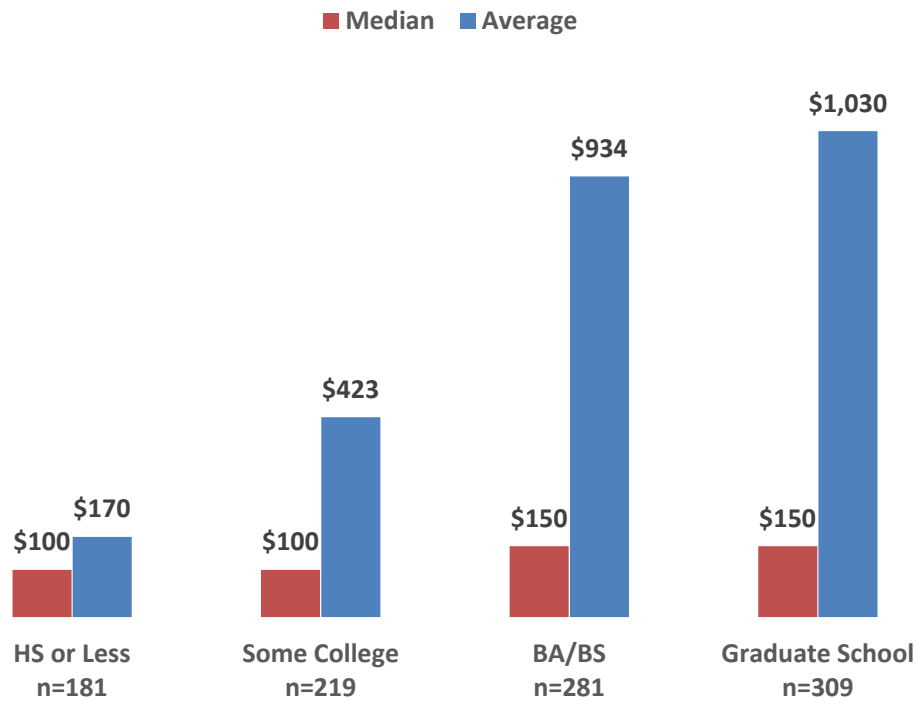
HS or Less – high school education or less

BA/BS – bachelor's degree

This graph shows giving rates to educational organizations in 2012 by education level of the head of household.

- Households headed by an individual with a higher level of education gave at progressively higher rates to educational organizations.
- Households headed by an individual with at least some graduate coursework gave at the highest rate to educational organizations, while those headed by an individual with a high school education or less gave at the lowest rate. A 27.7 percentage point difference separated these categories.
- Households headed by an individual with a bachelor's degree gave at a higher rate to educational organizations (by 12.5 percentage points) than did households headed by an individual with some college education.
- Overall, 14.0 percent of responding households reported giving to educational organizations in 2012.

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



Notes:

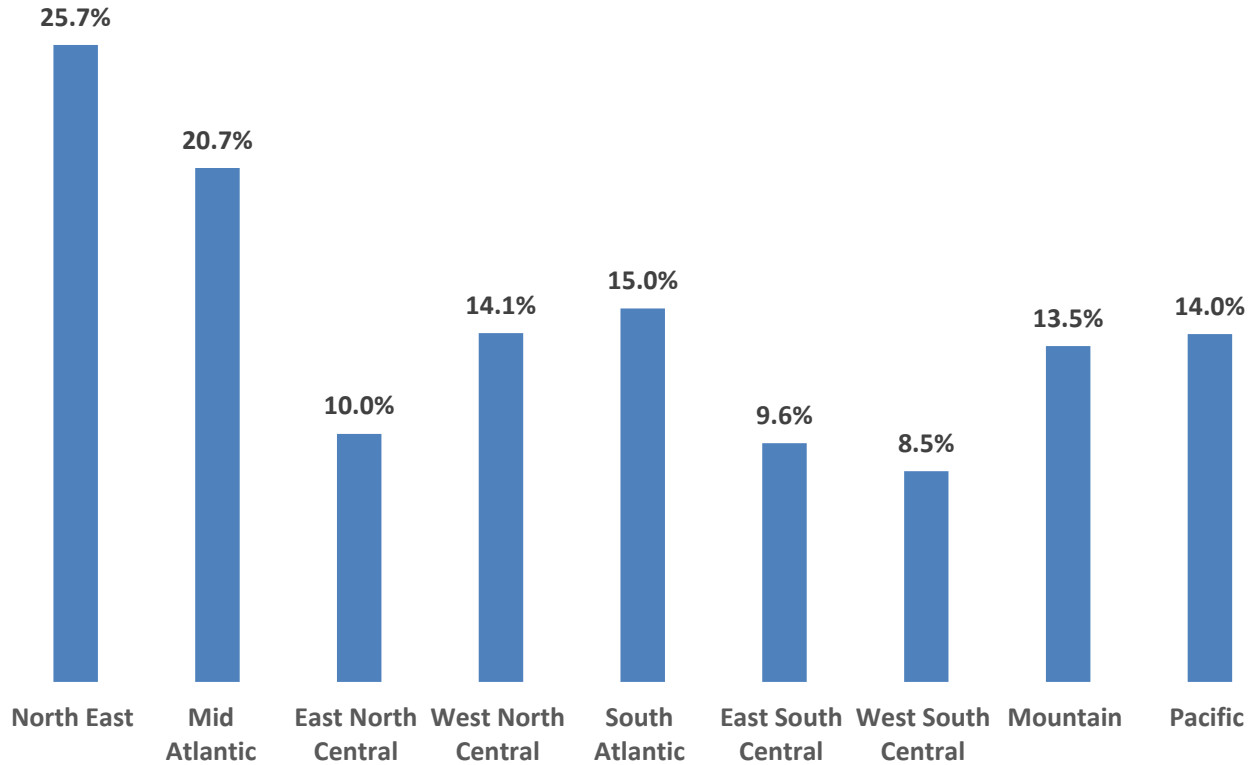
HS or Less – high school education or less

BA/BS – bachelor's degree

The graph shows the average and median amounts given to educational organizations in 2012 by education level of the head of household.

- Households with higher education levels gave increasingly larger amounts on average to educational organizations.
- Donor households headed by an individual with at least some graduate coursework gave \$96 more on average to educational organizations than donor households headed by an individual with a bachelor's degree.
- Donor households headed by an individual with at least some graduate coursework gave over six times as much on average to educational organizations as households headed by an individual with a high school education or less.
- Among all U.S. donor households, the average donation to educational organizations was \$761 (median=\$120).

## Giving Rate to Educational Organizations by Household Geographic Region

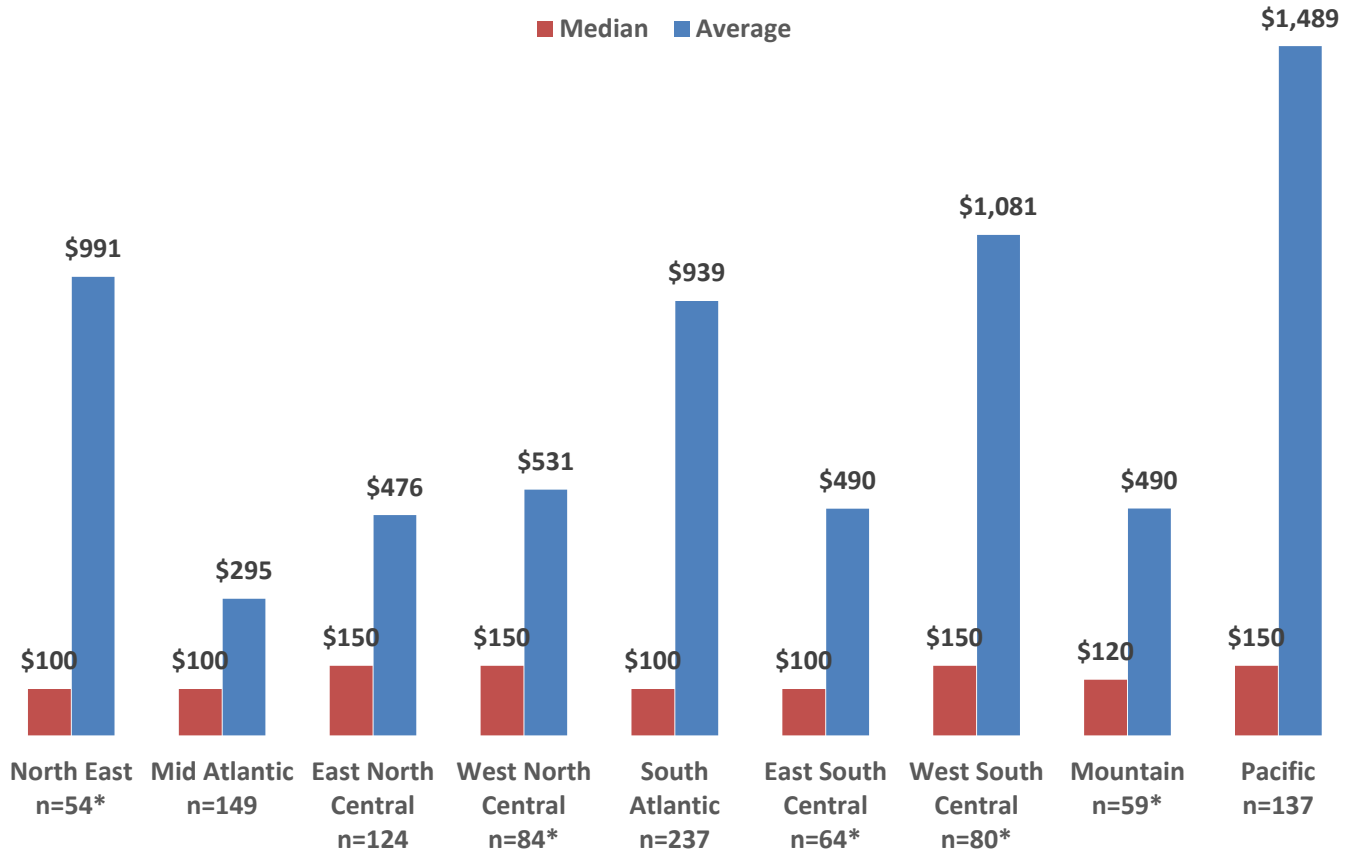


This graph shows the giving rate of U.S. households to educational organizations in 2012 by U.S. geographic region.

- A difference of 17.2 percentage points separated the region with the highest giving rate to educational organizations (North East) and the lowest (West South Central).
- Overall, 14.0 percent of responding households reported giving to educational 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 Educational Organizations by Household Geographic Region

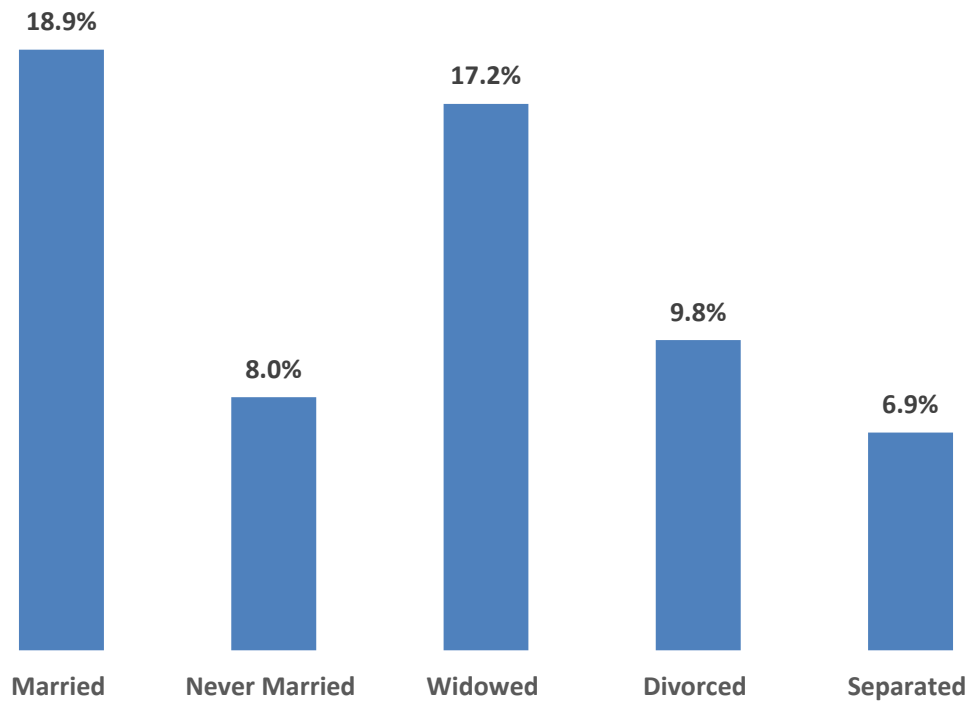


Note: \*Sample size is relatively small. Results should be interpreted with caution.

This graph shows the average and median amounts given to educational organizations by U.S. geographic region.

- Among donor households, households located in the Pacific region gave an average of \$1,489 to educational organizations—far beyond the common range which peaks at \$1,081.
- On average, Pacific region donor households gave more than five times the amount than that of the Mid Atlantic region donor households to educational organizations.
- Among all U.S. donor households, the average amount given to educational organizations was \$761 (median=\$120).
- Region definitions can be found on the previous page.

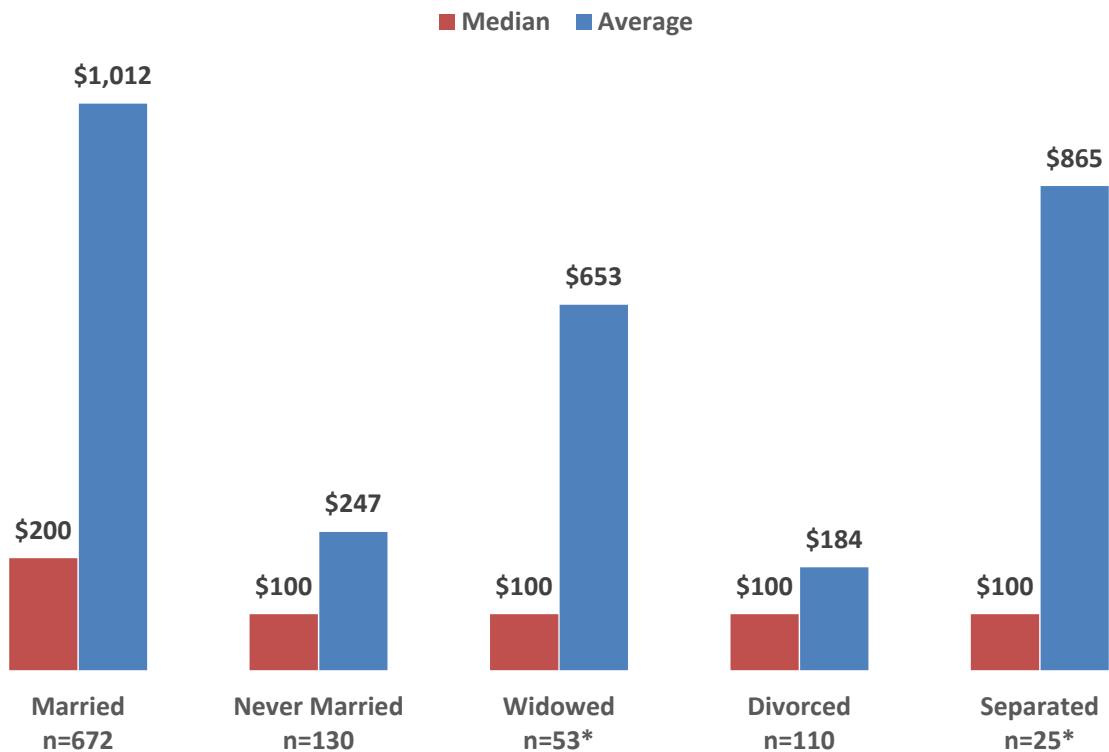
## Giving Rate to Educational Organizations by Head of Household's Marital Status



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

- Households headed by a married individual gave at a rate to educational organizations almost three times that of households headed by a separated individual.
- Households headed by a never-married individual gave at a slightly higher rate to educational organizations (by 1.1 percentage points) than did those headed by a separated individual.
- Overall, 14.0 percent of responding households reported giving to educational organizations in 2012.

## Giving to Educational Organizations 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 amounts given to educational organizations in 2012 by the marital status of the head of household.

- Households headed by a married individual not only gave at the highest rate to educational organizations, these households also gave larger average and median gift amounts to these organizations.
- Despite giving to education at the lowest rate, donor households headed by a separated individual gave a the second highest average gift level.
- Almost all marital status groups shared a common median gift amount to educational organizations (\$100), with the exception of donor households headed by a married individual.
- Among all U.S. donor households, the average amount given to educational organizations was \$761 (median=\$120).