Overview

Neighborhood and Community Giving

Based on data collected in 2013 about giving in 2012



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 (<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:

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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 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 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.

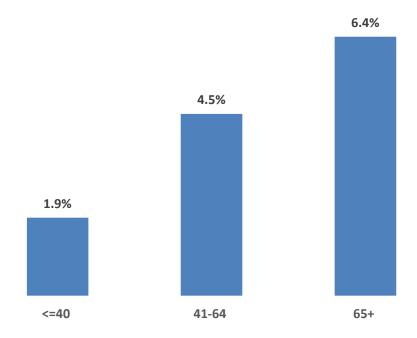
Households that answered the philanthropy questions were asked first if they made charitable donations totaling \$25 or more in 2012. Households responding "yes" were asked further questions about how much they gave to each of 11 different types of charities. More than 9,000 households participated in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

Overview of Giving to Neighborhood and Community Organizations in 2012

	Giving Rate	Average amount per donor household	Median amount per donor household
Neighborhood and Community Giving	4.2%	\$243	\$100

- 4.2 percent of all U.S. households gave to neighborhood and community organizations in 2012
- \$243 was the average giving amount to neighborhood and community organizations per U.S. donor household in 2012
- \$100 was the median giving amount to neighborhood and community organizations per U.S. donor household in 2012

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 2012 by the age group of the head of household.

- Households headed by older individuals gave at higher rates to neighborhood and community organizations.
- Overall, 4.2 percent of surveyed households reported contributing to neighborhood and community organizations in 2012.

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

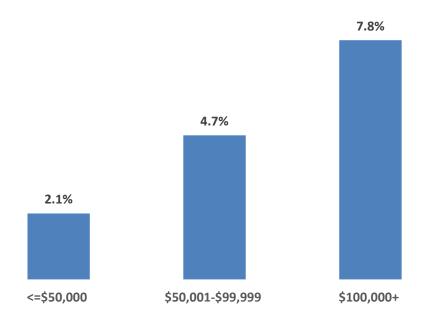


Note: *Sample size is relatively small. Results should be interpreted with caution.

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

- The average amount given to neighborhood and community organizations increased 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 slightly over half 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 2012 was \$243 (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 2012 by household income level.

- Households with higher income levels gave at higher rates to neighborhood and community organizations in 2012.
- 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 nearly four times that of households with income levels of \$50,000 or less.
- Overall, 4.2 percent of responding households contributed to neighborhood and community organizations in 2012.

Giving to Neighborhood and Community Organizations by Household Income Level

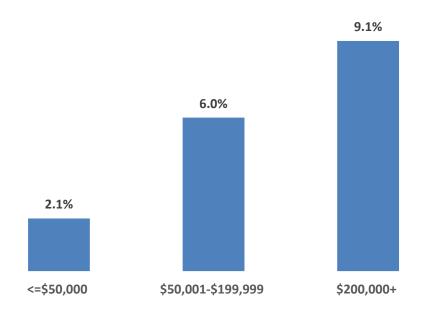


Note: *Sample size is relatively small. Results should be interpreted with caution.

This graph shows the average and median amounts given to neighborhood and community organizations in 2012 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 \$62 more to neighborhood and community organizations than those with income levels between \$50,001 and \$99,999 and \$190 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 \$243 (median=\$100).

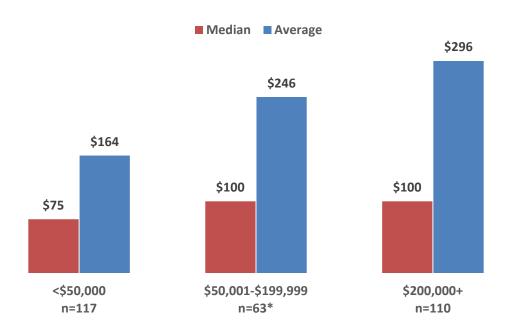
Giving Rate to Neighborhood and Community Organizations by Household Wealth Level



This graph shows the giving rate of U.S. households to neighborhood and community organizations in 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 higher rates to neighborhood and community organizations.
- Overall, 4.2 percent of responding households reported contributing to neighborhood and community organizations in 2012.

Giving to Neighborhood and Community Organizations by Household Wealth Level

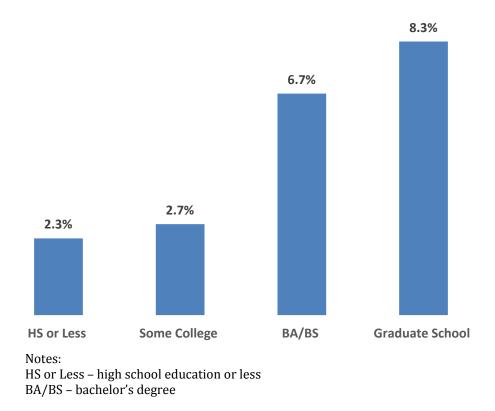


Note: *Sample size is relatively small. Results should be interpreted with caution.

This graph shows the average and median amounts given to neighborhood and community organizations in 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 higher average amounts to neighborhood and community organizations.
- On average, donor households with wealth levels between \$50,001 and \$199,999 gave \$82 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 \$50 more than donor households with wealth levels between \$50,001 and \$199,999 and \$132 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 \$243 (median=\$100).

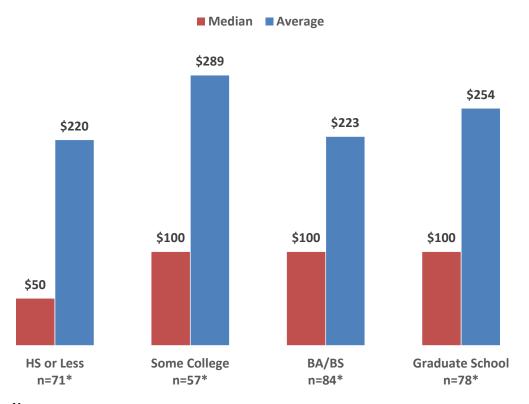
Giving Rate to Neighborhood and Community Organizations by Head of Household's Education Level



This graph shows the giving rate of U.S. households to neighborhood and community organizations in 2012 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 three times that of households headed by an individual with some college education.
- Overall, 4.2 percent of responding households contributed to neighborhood and community organizations in 2012.

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



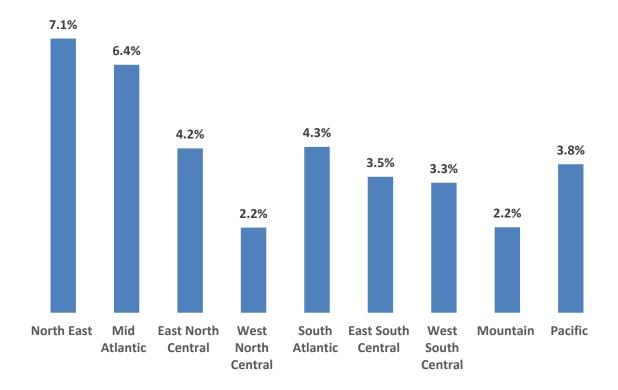
Notes: HS or Less – high school education or less BA/BS – bachelor's degree

This graph shows the average and median amounts given to neighborhood and community organizations in 2012 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 \$35 more than donor households headed by an individual with at least some graduate coursework and \$66 more than donor households headed by an individual with a bachelor's degree to neighborhood and community organizations.
- Among all U. S. donor households, the average total gift to neighborhood and community organizations was \$243 (median=\$100).

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

Giving Rate to Neighborhood and Community Organizations by Household Geographic Region

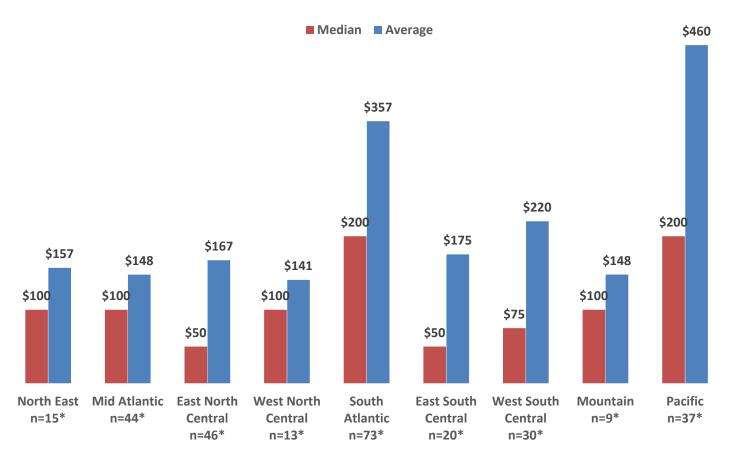


This graph shows the giving rate of U.S. households to neighborhood and community organizations in 2012 by U.S. geographic region.

- A 3.1 percentage point difference separated the region with the highest giving rate to neighborhood and community organizations (North East) and the lowest (West North Central, Pacific).
- Overall, 4.2 percent of responding households contributed to neighborhood and community 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 Neighborhood and Community Organizations by Household Geographic Region

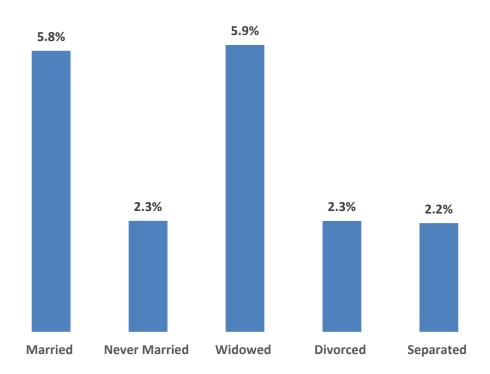


Note: *Sample size is relatively small. Results should be interpreted with caution.

This graph shows the average and median amounts given to neighborhood and community organizations in 2012 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 highest average amount (\$460) and the highest median amount (\$200).
- Among all U.S. donor households, the average total gift to neighborhood and community organizations was \$243 (median=\$100).
- Region definitions can be found on the previous page.

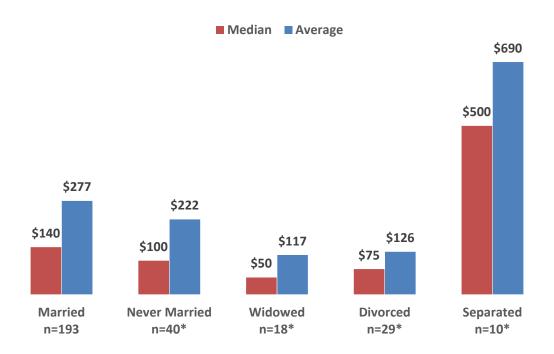
Giving Rate to Neighborhood and Community Organizations by Head of Household's Marital Status



This graph shows the giving rate of U.S. households to neighborhood and community organizations in 2012 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 0.1 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 over twice that of households headed by a separated individual.
- Overall, 4.2 percent of responding households contributed to neighborhood and community organizations in 2012.

Giving to Neighborhood and Community 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 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 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 twice the amount than did donor households headed by a widowed or divorced individuals to neighborhood and community organizations.
- Among all U.S. donor households, the average total gift to neighborhood and community organizations was \$243 (median=\$100).