WHO GIVES AND WHY?

RECENT RESEARCH PRESENTED BY
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GIVING USA 2015
GIVING USA

60 consecutive years of assessing American giving

In 2014: $358.38 billion

• Finally topped 2007
• Five consecutive years of growth in giving
WHO IS GIVING?

Source: Giving USA 2015
WHERE DO GIFTS GO?

Source: Giving USA 2015
THE 2014 U.S. TRUST® STUDY OF HIGH NET WORTH PHILANTHROPY
US TRUST STUDY

Conducted in partnership with the Indiana University  Lilly Family School of Philanthropy

For the year 2013

5th in the series

HNW US households

• Random sample of 20,000 netted 630 responses
• Income of $200,000 or more
• Assets of $1 million or more excluding home
OVERVIEW

98.4% HNW households gave to charity 2013

75.1% individuals volunteered

• 200 hours + by 34.3%
• Two or more orgs by 73.7%
HOW HNW GIVE

Give intentionally

Rely on strategy they have planned
  • 62% have a budget for charitable giving.

Have giving focus
  • Geographic or field of interest

  • May utilize assets in non-traditional ways to leverage support for a cause they believe in, i.e., program-related investments.
WHERE HNW GIVE

Giving Vehicles
International
Animals
Environment
Combination
Youth/Family Services
Religion
Health
Arts
Basic Needs
Education
WHY HNW GIVE

- 73.5% believe their gifts can make a difference.
- 73.1% give because of personal satisfaction.
- 78% monitor or evaluate the impact of their giving.
- More than 90% believe nonprofit organizations are better positioned to remedy societal ills than the government.
WHY HNW GIVE

- Gift can make a difference
- Personal satisfaction
- Annual support for same causes / orgs
- Give back to community
- On a Board or Volunteer at Org
- Political or Philosophical Beliefs
- Remedy issue affecting one close to you
- Spontaneously in response to a need
- Religious Beliefs
- Honor another (memorial / celebratory)
- Tax Benefit
- Set example future generations
- When Asked
- Other
HOW MUCH HNW GIVE

90% give $100,000 or less in total annual giving.
For 62.9%, largest gift was less than $10,000.
$68,580 – average total gifts in 2013
  • Households of $1 million to $4.99 million averaged $24,955.
  • Households of $5 million plus averaged $166,602.
HOW HNW MAKE THEIR GIFTS

- Cash or Check: 87.8%
- Credit Card NOT online (phone/mail/in person): 53.6%
- Online: 49.5%
- Stocks or Mutual Funds: 22.2%
- Non-Financial Assets: 14.1%
- Crowdfunding: 7.1%
WHY HNW STOP GIVING

- Too frequent solicitation / asked for inappropriate amts
- Changed philanthropic focus
- Other (not asked/1-time gift/consolidated giving)
- Household Circumstances Changed
- Org Changed Leadership / Activities
- Program / Purpose Completed
- Inaccurate recordkeeping of info
DR. RUSSELL JAMES

INSIDE THE MIND OF THE BEQUEST DONOR
MAJOR GAP BETWEEN LIFETIME GIVING AND BEQUEST GIVING

- 80% of Americans give every year
- 5% - 6% of Americans have a plan that gives at their death
  - The older they are, the more likely to have a charitable bequest.
  - Age 50+ donors: 9.4% have charitable estate plans
WHY?

• Planning an estate gift is planning for one’s death.
• Negative brain reactions to mortality reminders.
WHAT MOTIVATES BEQUEST PLANNING?

Illness
Injury
Advancing Age
Death of a close friend
Death of a family member
Travel plans
CAUTION

The same prompts that can cause your organization to be added to the will or trust are the same ones that can cause you to be taken out!
CHARITABLE GIVING COMBATS NEGATIVE PERCEPTIONS OF DEATH

• Leave a legacy
• Create immortality: Name a fund or a building for self or other loved ones
• Provide continuing support for organization or community
• Assure autobiographical heroism (social or children’s causes especially)
POTENTIAL PLANNED GIFT DONORS

- Are single or have no children
- The more education, the better
- Give your org $500 a year
- Regular smaller donors year after year
- Volunteers regularly
- Has been diagnosed with stroke/cancer/heart condition
- Is or was married
WRAP-UP
RESOURCES

• From *Giving USA 2015*, you can see where and how Americans give

• The US Trust High Net Worth study lets you focus on individuals affiliated with your organization who are wealthy and know more about how and why they give.
  • US Trust 2014 Study of High Net Worth Philanthropy: [https://scholarworks.iupui.edu/handle/1805/6360](https://scholarworks.iupui.edu/handle/1805/6360)

• Russell James’s study about bequest giving offers insights into estate giving.
  • Russell James, JD, Ph.D, *Inside the mind of the bequest donor*. 2013.
QUESTIONS

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