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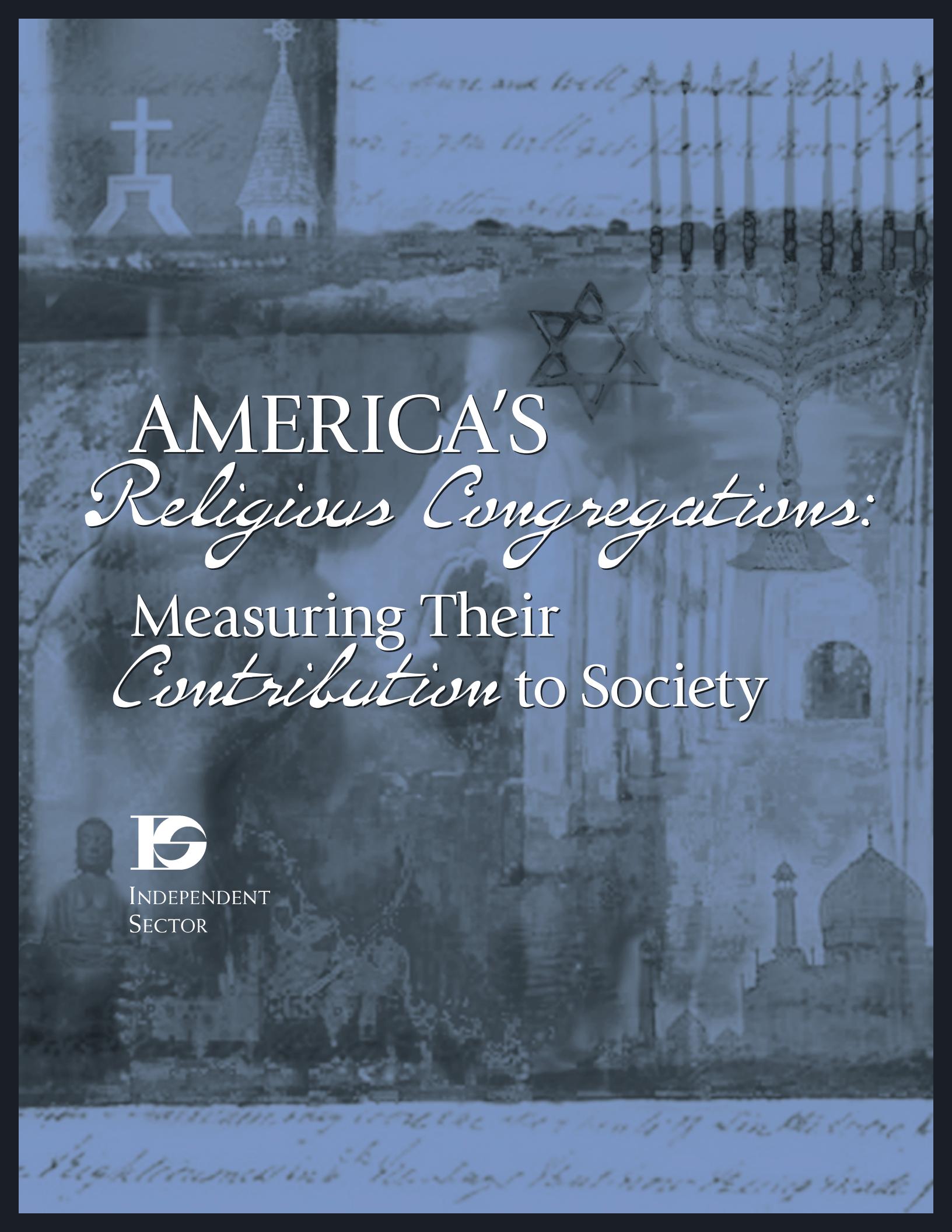
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AMERICA'S *Religious Congregations:* Measuring Their *Contribution to Society*

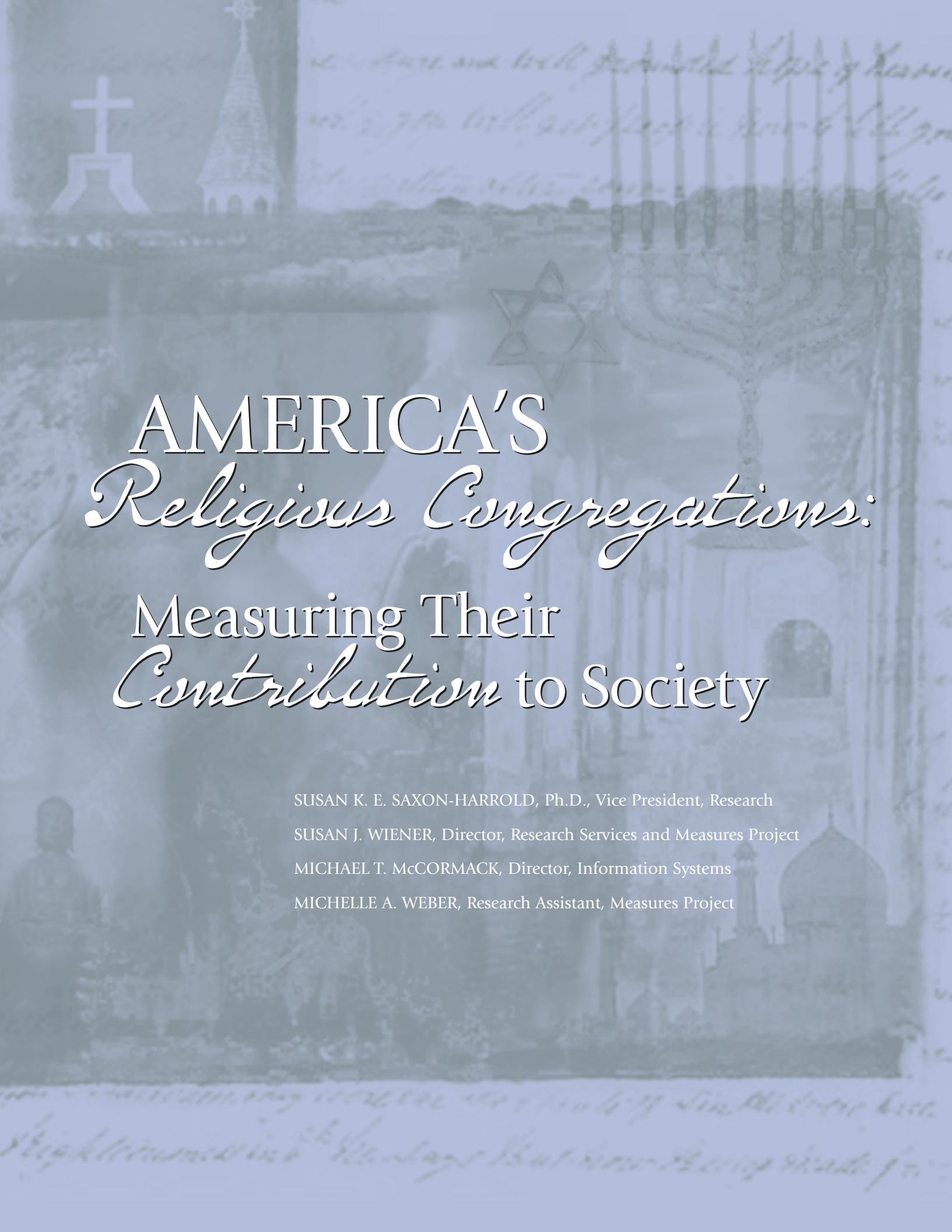


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SECTOR

The Research Program at INDEPENDENT SECTOR promotes the understanding of charitable organizations by developing research that accurately defines and charts the nonprofit sector and ways it can be of greatest service to society. It conducts empirical research and convenes forums with its partners to produce useful information for those who work in and support the nonprofit sector in the United States and abroad.

Launched in 1996, the Measures Project is a major initiative of the INDEPENDENT SECTOR Research Program. The long-term goal of the project is to measure the impact of the third sector on society. Building a body of knowledge about the roles and contributions of nonprofit institutions is a central component of the project.

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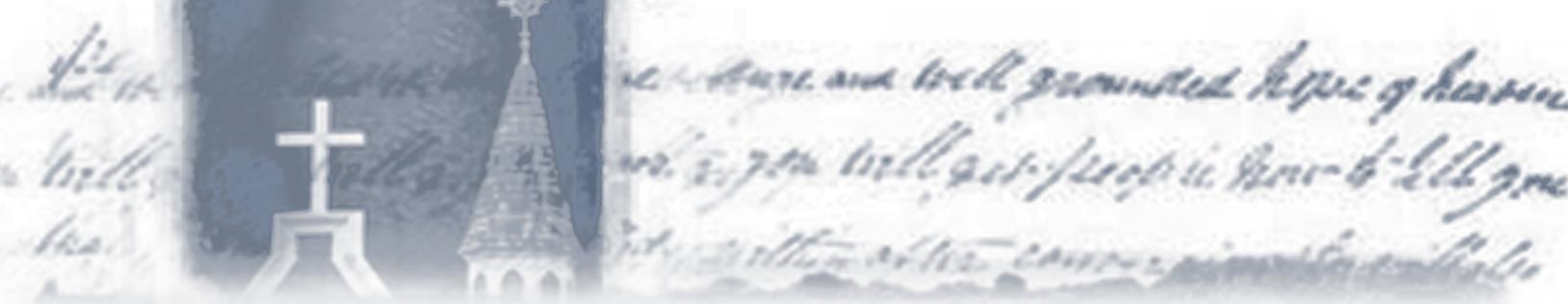
AMERICA'S *Religious Congregations:* Measuring Their *Contribution* to Society

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America's Religious Congregations illustrates findings from two INDEPENDENT SECTOR national surveys of religious congregations, the Measures Survey in 1998 and *From Belief to Commitment* conducted in 1992. It also contains relevant data from other INDEPENDENT SECTOR research projects, such as *Giving and Volunteering in the United States* and the *Nonprofit Almanac*. The focus of this work is to identify the role and contribution that religious congregations make to American society.

The data presented in this booklet focus on local congregations of all faiths. This includes churches, synagogues and mosques, as opposed to denominational organizations or other religious charities, such as Catholic Charities, or religiously affiliated institutions, such as schools or hospitals. The findings are of particular interest to leaders of religious organizations, researchers, policy makers, the media, and all who are interested in religion and the nonprofit sector.

We gratefully acknowledge The Ford Foundation, The Lilly Endowment, and other donors for supporting the INDEPENDENT SECTOR Measures Survey. Thank you to Reverend Margaret Graham, St. John's Church, Georgetown Parish, Washington, DC, for reviewing and commenting on drafts of this publication.

For more comprehensive information and complete methodology, please reference *Balancing the Scales: Measuring the Contributions of Nonprofit Organizations and Religious Congregations* (2001), *From Belief to Commitment*, and *Giving and Volunteering in the United States*, published by INDEPENDENT SECTOR.

Additional copies of *America's Religious Congregations* and other INDEPENDENT SECTOR publications are available by calling 1-888-860-8118 or online at www.IndependentSector.org

This publication was made possible by support from THE LILLY ENDOWMENT.

Overview

Freedom of religious choice and the right to free assembly have always been essential elements of American civil society. In fact, the First Amendment of the Constitution protects these rights. Religious congregations have served important roles in communities throughout American history. They are local groups of people with common beliefs who meet together for religious worship.

According to INDEPENDENT SECTOR estimates, in 1997 there were more than 353,000 religious congregations in the United States. This represents nearly one-fourth of all nonprofits. INDEPENDENT SECTOR surveys reveal that the majority of congregations were founded between 1931 and 1970. Most are located in residential neighborhoods within metropolitan areas while rural areas account for 14% of congregations. On average, congregations have approximately 100 to 400 members. Annual

expenditures for all congregations ranged from an average of \$56,000 for small congregations to \$432,000 for large ones.

Recent studies have confirmed that congregations engage in a variety of activities beyond religious worship and education. Many offer programs directly through their congregation, while some collaborate with other organizations to provide services, including other nonprofits, governmental agencies, and companies. Most mobilize their members to volunteer or to give financial support to these programs. Individual giving remains the major source of financial support for congregations and their programs.

Changes made to welfare policy in 1996, known as "charitable choice,"¹ heightened public attention to the role congregations play in providing services

CONGREGATION CHARACTERISTICS BASED ON SIZE

	All	Small	Medium	Large
Percentage of All Congregations	100%	20%	52%	28%
Average Members	100–400	less than 100	100–400	more than 400
Average Expenditures	\$185,000	\$56,000	\$102,000	\$432,000

Source: *From Belief to Commitment: The Community Service Activities of Religious Congregations in the United States*, by Virginia A. Hodgkinson, and Murray S. Weitzman, published by INDEPENDENT SECTOR, Washington, DC, 1993.



to the most needy. Under this new federal law, congregations are now eligible to receive public funds to carry out human service programs that include a faith component so long as there is a secular alternative in the community.

Today, there is continuing interest in encouraging congregations to take a more active role in other federal programs. Congress is currently considering several bills enabling faith-based organizations to compete for other federal program contracts, including those in public health, drug and violence prevention, housing and literacy.

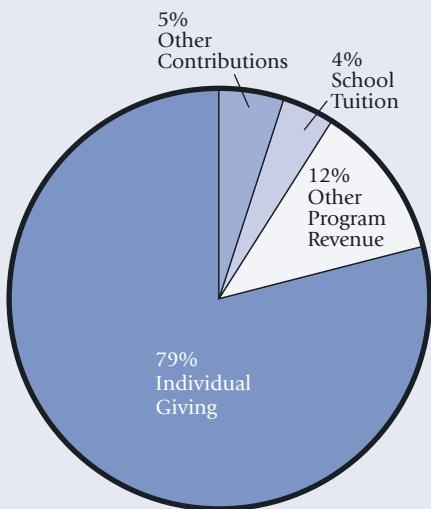
¹For more information on congregations and charitable choice, please see the Resources Section at the end of this booklet.

In 1997 there were more than 353,000 religious congregations in the United States.

Revenue and Expenditures

The total revenue of religious congregations reached \$81.2 billion in 1996, the last year for which figures are available. More than \$68.2 billion was generated from private contributions, 94% of which was given by individuals. Other sources of revenue included bequests, funds from denominational or other organizations, and 16% of revenue originated from dues and program fees.

CONGREGATION REVENUES (1996)



Source: *Balancing the Scales: Measuring the Contributions of Nonprofit Organizations and Religious Congregations*, by Susan J. Wiener, et al. published by INDEPENDENT SECTOR, Washington, DC.

Collections made during religious services were the source of 58% of individual contributions to congregations. The remaining donations came through pledges and fixed fees. The 1993 study *From Belief to Commitment* found that smaller congregations rely more heavily on collections while larger congregations, those with 400 or more members, collect over 40% of contributions through pledges.

Expenses for religious congregations totaled \$79.1 billion in 1996. Over 70%, or \$55.8 billion covered operating expenses. Other expenses included \$10.3

billion for property improvements and acquisition, and \$9.6 billion in donations to other organizations and individuals. Congregations set aside an average 4% of total expenses for savings.

Costs related to personnel (including wages, salaries, and fringe benefits) accounted for more than half of operating expenses. Of the \$9.6 billion in donations by religious congregations, 66% was distributed within the denomination, 23% to organizations outside the denomination, and 11% was given in direct assistance to individuals.

TOTAL CONGREGATION EXPENDITURES (1996)

Type of Expenditure	Total Dollars	Percent
Operating expenses	\$55.8 billion	71%
Property improvements and acquisitions	\$10.3 billion	13%
Donations to organizations and individuals	\$9.6 billion	12%
Savings	\$3.4 billion	4%
Total Expenditures	\$79.1 billion	100%

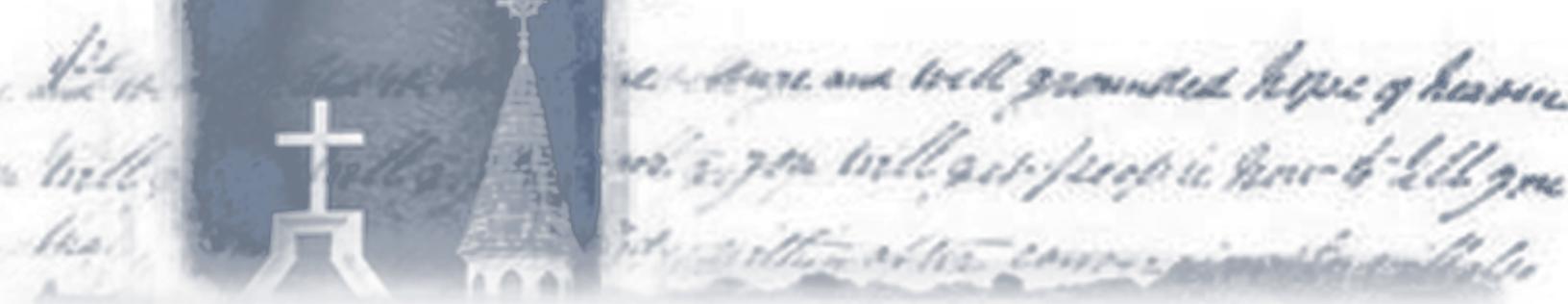
Source: *Balancing the Scales: Measuring the Contributions of Nonprofit Organizations and Religious Congregations*, by Susan J. Wiener, et al. published by INDEPENDENT SECTOR, Washington, DC.

CONGREGATION OPERATING EXPENSES (1996)

Type of Expenditure	Total Dollars	Percent
Wages and salaries	\$25.6 billion	46%
Fringe benefits	\$6.7 billion	12%
Professional fees and other payments	\$0.9 billion	2%
Supplies, services and other costs associated with occupancy	\$12.6 billion	23%
Other supplies and services	\$5.1 billion	9%
Radio & TV broadcasts	\$0.3 billion	1%
Other expenses	\$4.7 billion	8%
Total Operating Expenses	\$55.8 billion*	100%*

*May not add to total due to rounding.

Source: *Balancing the Scales: Measuring the Contributions of Nonprofit Organizations and Religious Congregations*, by Susan J. Wiener, et al. published by INDEPENDENT SECTOR, Washington, DC.



Involvement

Millions of Americans participate in worship activities, volunteer time and contribute money to religious congregations each year. According to INDEPENDENT SECTOR's 1999 survey of *Giving and Volunteering in the United States*, 76% of respondents attended religious services at least once in the previous year. Half of these attendees went to services weekly or nearly every week.

Those households that regularly attended worship services gave and volunteered at a higher rate than those with limited religious participation. Religious congregations engaged some 45 million volunteers and received the greatest share of total annual household contributions (60%).

Nine out of ten congregations used volunteers. A previous INDEPENDENT SECTOR survey (1993) showed that 57% of total volunteer time in congregations was devoted to religious worship and education. The remaining volunteer hours were spent on additional congregational programs, including 15% on education, 9% on health, and 8% on human services and welfare.

Other INDEPENDENT SECTOR research indicates that approximately 1.3 million paid employees worked for religious congregations in 1998. This represented 11% of employment within the nonprofit sector.

Programs

Religious congregations in the United States typically conduct religious services and offer religious education to their members. Also, congregations provide many services to communities beyond these spiritual programs. An INDEPENDENT SECTOR survey in 1992 revealed the types of activities in which congregations were involved, both directly and indirectly.

The three most frequent activity areas were in human services (92%), health (90%), and international programs (74%). Most congregations ran their own human service and health programs internally. However, they primarily supported the international programs of other organizations or those within their denomination. Very few congregations created a separately incorporated organization to run programs.

The Measures Survey, a study conducted by INDEPENDENT SECTOR in 1998, asked religious congregations to identify up to three of their most important programs or activities by revenues expended in 1997. Nearly two-thirds of congregations described missionary or outreach programs to underprivileged populations, in both the United States and abroad. These programs often combined sharing religious messages with providing needed social services. Specific responses included:

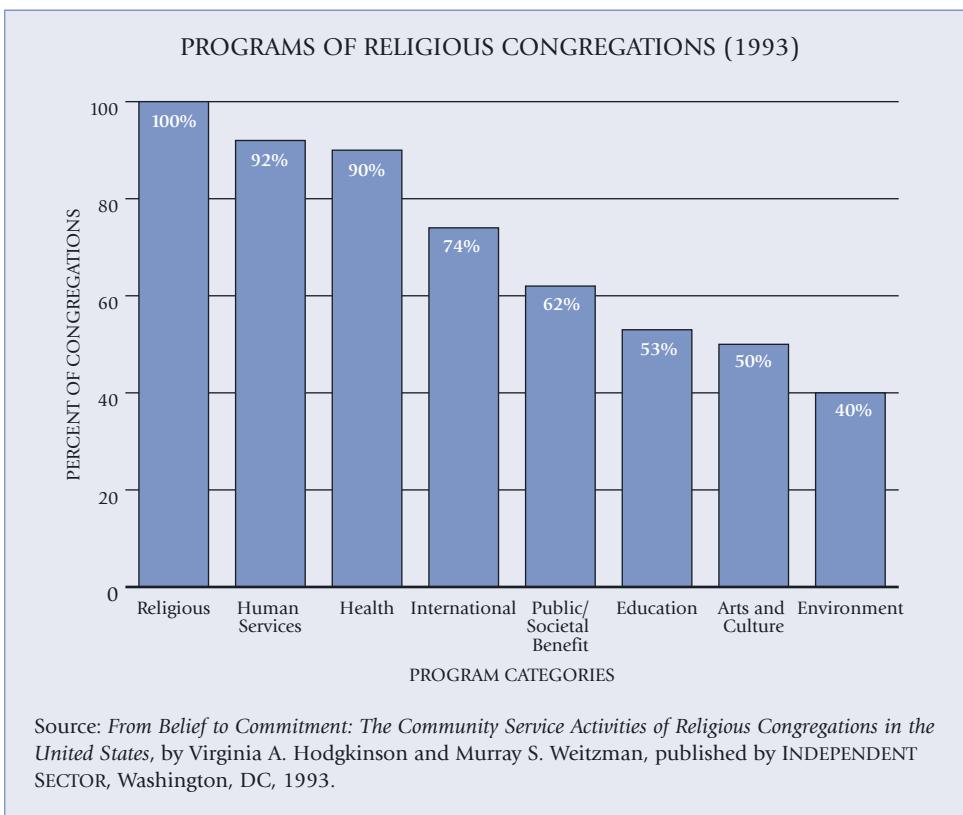
- Local mission work (providing food and shelter).
- Ministry to local area.
- Mission trips (building churches and renovating houses).
- World service (monies going to missions and other religious services).

Programs addressing social needs were described as an important activity by 40% of the congregations. These services primarily focused on basic human needs, like food and shelter. Others operated day care centers, drug recovery programs, or provided gifts to those who otherwise may not have received one during a holiday. A number of congregations specified they donated money to other organizations that provided social services, while some provided monetary assistance directly to their needy members.

For only 19% of congregations, faith or affiliation with a religion was a prerequisite for gaining access to programs or activities. However, congregations were not asked to specify which programs had this prerequisite.

Over 72% of congregations had a formal statement of moral or ethical beliefs, far more than other types of nonprofit organizations. For most congregations, this is manifested through the selection of clients, the ways services are delivered, and the type of work in which the congregation is involved.

Nearly two-thirds of congregations felt the level of services requested in 1997 was higher than in 1996, but 46% felt the level was only a little higher. To meet the increased demand, they most often referred people to other organizations. Some opened a new program, worked overtime, or added capacity to an existing program. Less than 10% put people on a waiting list and 19% turned people away.



Unique Elements

A major question posed by the Measures Survey was whether or not religious congregations provided unique services. Most congregations believed they do. Only 35% of congregations indicated they offered services that were also available through governmental agencies. Even fewer (24%) felt that their services were available through for-profit businesses.

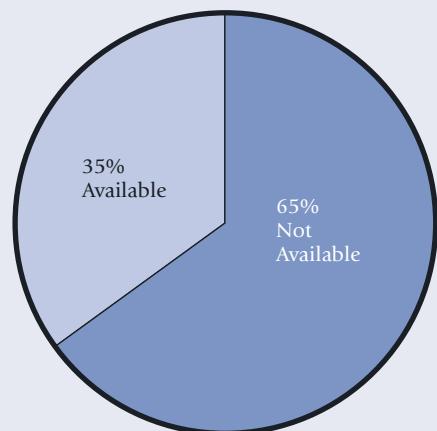
Religious congregations expressed that the primary difference between their programs compared to those in government or business is that they incorporate religion or spirituality into their services. One congregation stated, for example, that "We [congregation] provide the program or activity with a spiritual dimension, i.e. parenting classes through the eyes of faith."

Compared to government agencies, congregations believe they provide programs to individuals who may not qualify for governmental assistance and often do so with less paperwork. One benefit, they suggested, is providing help more quickly.

Compared to for-profit businesses, congregations believe their programs cost less and are prompted by different motives. For example, "Our [congregation's] goal is to minister and help others rather than make money."

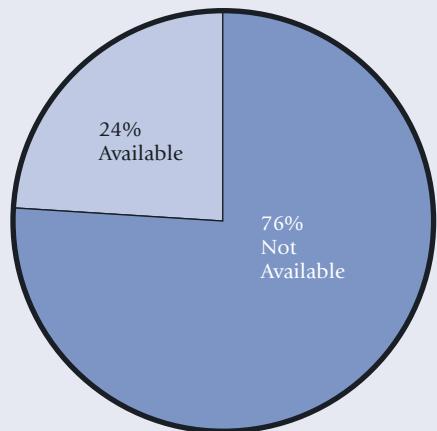
In 1997, less than 20% of congregations charged fees for their programs or services. This is far less frequent than other types of nonprofit organizations. Nearly 85% of these congregations adjusted their fees by the ability of recipients to pay, and only 8.3% increased fees for their programs.

PERCENT OF RELIGIOUS CONGREGATIONS WHOSE SERVICES ARE ALSO AVAILABLE THROUGH GOVERNMENTAL AGENCIES



Source: *Balancing the Scales: Measuring the Contributions of Nonprofit Organizations and Religious Congregations*, by Susan J. Wiener, et al. published by INDEPENDENT SECTOR, Washington, DC.

PERCENT OF RELIGIOUS CONGREGATIONS WHOSE SERVICES ARE ALSO AVAILABLE THROUGH BUSINESSES



Source: *Balancing the Scales: Measuring the Contributions of Nonprofit Organizations and Religious Congregations*, by Susan J. Wiener, et al., published by INDEPENDENT SECTOR, Washington, DC.

Civil Society

Religious congregations also engage in activities that influence public policy. To accomplish this, 35% participated in coalitions with other organizations. A similar percentage of congregations sent a representative to personally meet with elected or appointed public officials.

Over 27% of congregations actively supported issues by writing editorials or letters to the editors of newspapers or magazines, and 16% bought advertising time or space in some type of commercial media for advocacy. In addition, 16% paid dues to an association or belonged to a coalition that advocated or lobbied on their behalf.

*Religious congregations
also engage in activities
that influence public policy.*

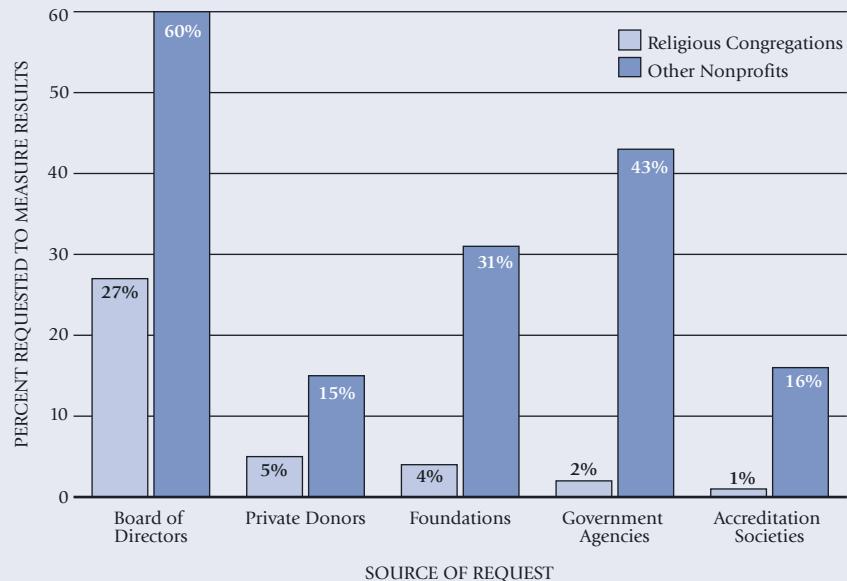
Measuring Results

Record keeping and program evaluation are not uncommon activities among religious congregations. In 1997, 66% of congregations routinely collected or reported data on units of service provided, and 53% kept records on the cost of services. Fewer congregations collected or reported data on client satisfaction, changes in the condition of those who received services or quality of services provided.

According to the Measures Survey, most religious congregations regularly collect data and report on their accomplishments or results for some or all of their programs. More than two-thirds performed evaluations at least once every two years, including evaluating the performance of staff (58%), conducting an internal evaluation (49%), and soliciting feedback from participants (48%).

While most religious congregations collected data about their programs, they did so less frequently than other types of nonprofit organizations. This could partially be explained by the fact that stakeholders were less likely to ask congregations to measure accomplishments. One-fourth received requests from their board of directors, and some reported information to denominational organizations. Very few were asked for results from private donors, foundations, accreditation societies or government agencies.

WHO IS ASKING ORGANIZATIONS TO MEASURE RESULTS?



Source: *Balancing the Scales: Measuring the Contributions of Nonprofit Organizations and Religious Congregations*, by Susan J. Wiener, et al., published by INDEPENDENT SECTOR, Washington, DC.

When they do collect information, congregations primarily shared results with inside personnel and their board of directors. Many used the information to improve how programs are conducted, to decide whether to add or drop certain programs and to motivate volunteers and staff.

Congregations felt their biggest challenge to evaluating results, aside from financial constraints, was that some of their results are intangible. For

example, it would be very difficult to assess the spiritual growth of members. Many congregations also felt that the success of their work can best be described by how it fulfills their spiritual calling.

More than one-third of congregations expressed a lack of knowledge of how to measure accomplishments, and some have a limited capacity to collect and manage data. Few congregations indicated that there was a lack of support from their board.

Future Challenges

INDEPENDENT SECTOR asked congregations to describe what they believe will be their biggest challenge over the next five years. The three most common responses were: financial challenges, personnel issues, and changing demographics.

Most financial challenges centered around fears that congregations would not have enough money in the future.

Specific responses include:

- Funding what appears to be a growing demand for services.
- Financial health (current debt load keeps congregation from funding other ministries and increased staff).
- Money to provide extra paid staff to meet and reach more of the community's needs.
- Fewer dollars contributed by current members.
- Ability to financially support existing and proposed programs.
- Finding money to build a new building.

Personnel issues focused on burnout and predicted deficits of qualified staff and volunteers to carry out the congregation's work.

Specific responses include:

- Heavy work load and stress on paid staff.
- Change of leadership, especially at the pastoral level.
- Priest shortage.
- Leadership development and expansion.
- Outgrowing our current staff capabilities.
- Training volunteers to do the work of ministry vs. hired professional staff.

- Maintaining growth rate to keep a large pool of volunteers.
- Time pressure of people because of working schedule of both parents. Finding time to work for the Lord.

Congregations predicted a number of demographic changes that will have a direct impact on their work. Many focused on generational shifts and diversity issues. In addition, some congregations described changes in the size of their community's population.

Specific responses include:

- Changes of ministries to meet the needs of the communities because of economic, social, and age changes.
- Meeting the needs of elderly and providing needs of the young at the same time.
- Making Christ relevant to young people.
- The elderly community country-wide is becoming larger and their requirements need to be addressed.
- Reaching out to those seen as 'different' from current congregation.
- Racial inclusiveness that reflects the community.
- Evolving family problems reflecting two working parents, latch-key kids, pressure on youth to achieve, single parent homes, etc.
- Our community has moved away from us.
- Exploding local population.

Without a doubt, religious congregations play important roles in their community. Societal changes relating to economics, employment, and demographics affect congregations in unique ways. By identifying and addressing these challenges, religious congregations can continue to serve important community functions into the future.



RESOURCES FOCUSING ON RELIGIOUS CONGREGATIONS AND CHARITABLE CHOICE:

- **Call to Renewal**, 2401 15th Street, NW, Washington, DC 20009, 800-523-2773, www.calltorenewal.com
- **Center for Public Justice**, 2444 Solomon's Island Rd. Suite 201, Annapolis, MD 21401, 410-571-6300, www.cpjustice.org
- **Welfare Information Network**, Section on Faith-Based Involvement, 1000 Vermont Avenue NW, Washington, DC 20005, 202-628-4200, www.welfareinfo.org/faithbase.htm
- **Welfare Policy Center of the Hudson Institute**, Project on Faith-Based Organizations and Welfare Reform, 5395 Emerson Way, Indianapolis, Indiana 46226, 317-549-4102, www.welfarereformer.org/faith2.htm

INDEPENDENT SECTOR SOURCES:

- *Balancing the Scales: Measuring the Contributions of Nonprofit Organizations and Religious Congregations*, by Susan J. Wiener, Susan K.E. Saxon-Harrold, Michael T. McCormack, and Arthur D. Kirsch, published by INDEPENDENT SECTOR, Washington, DC, 2001.
- *From Belief to Commitment: The Community Service Activities of Religious Congregations in the United States*, by Virginia A. Hodgkinson and Murray S. Weitzman, published by INDEPENDENT SECTOR, Washington, DC, 1993.
- *Giving and Volunteering in the United States* (Executive Summary) by Susan K.E. Saxon-Harrold, with Arthur D. Kirsch, Aaron J. Heffron, Michael T. McCormack, and Murray S. Weitzman, published by INDEPENDENT SECTOR, Washington, DC, 1999.
- Data prepared for *Nonprofit Almanac: Dimensions of the Independent Sector*, 2001 edition.

ADDITIONAL RESOURCES ON RELIGIOUS CONGREGATIONS:

The following represent a few recent national studies and organizations focused on the contributions of religious congregations to society. You may also wish to explore resources within specific denominations or communities.

- **The Alban Institute**, 7315 Wisconsin Avenue, Suite 1250W, Bethesda, MD 20814, 800-486-1318, www.alban.org
- **Center for the Study of Religion**, Princeton University, Princeton, NJ 08544, 609-258-5545, www.princeton.edu/~csrelig
- **Hartford Institute for Religion Research**, Hartford Seminary, 77 Sherman Street, Hartford, CT 06105, 860-509-9543, hirr.hartsem.edu
- **National Congregations Study**, Dr. Mark Chaves, Department of Sociology, University of Arizona, P.O. Box 210027, Tucson, AZ 85721
- **Study of Social and Community Services Provided by American Religious Congregations**, Dr. Ram Cnaan, School of Social Work, University of Pennsylvania, 3701 Locust Walk, Philadelphia, PA 19104.

INDEPENDENT SECTOR is the only national forum that brings together foundations, corporate giving programs, and nonprofit organizations to strengthen America's nonprofit sector. INDEPENDENT SECTOR members include many of the nation's leading foundations, prominent and far-reaching nonprofits of all sizes, and Fortune 500 corporations with strong commitments to community involvement.



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Civic Participation Is a Family Matter



america's family volunteers

Nadine Jalandoni, Director, Nonprofit Almanac Project

Keith Hume, Research Associate, Giving and Volunteering
INDEPENDENT SECTOR

The authors would like to recognize the contribution made to this report
by **Dr. Arthur Kirsch**.

INDEPENDENT SECTOR

INDEPENDENT SECTOR is a nonprofit, nonpartisan coalition of more than 700 national nonprofit organizations, foundations, and corporate philanthropy programs, collectively representing tens of thousands of charitable groups in every state across the nation. Its mission is to promote, strengthen, and advance the nonprofit and philanthropic community to foster private initiative for the public good.

RESEARCH PROGRAM

INDEPENDENT SECTOR's Research Program works to build the research necessary to accurately define, chart, and understand the nonprofit sector and ways it can be of greatest service to society. Signature projects include the *Nonprofit Almanac*, *Giving and Volunteering in the United States*, and the Measures Project.

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America's Family Volunteers presents the latest trends in volunteering with family members and offers suggestions for engaging more families in service. We hope these findings will be of particular interest to leaders of voluntary organizations, practitioners working with volunteers, corporate employee volunteer managers, the media, researchers, and policymakers.

Overview

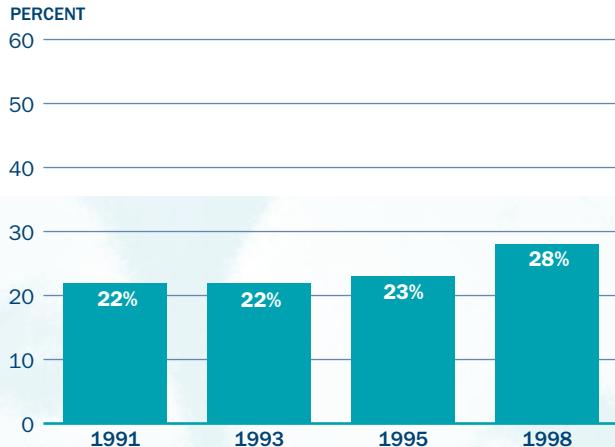
a person's family experience affects his or her giving and volunteering behavior for life. Taking part in a positive volunteer experience with family members as a child increases one's likelihood of continuing to volunteer as an adult, which underscores the importance of promoting volunteering activities for children and families as well as adults.

As with many aspects of the American population, the number and make-up of American families have changed over the past ten years. The U.S. Census Bureau reports that in 1998, there were 70.9 million family households in the United States, compared to 66 million in 1990. (A "family household," as determined by the Census Bureau, has at least two members related by blood, marriage, or adoption, one of whom is related to the householder.) According to the Census Bureau, there is no typical family household, but in 1980, 74 percent of all households in the country were family households. By 1998 this number had declined to 69 percent.

Families with single parents as well as families with a member aged 65 years or older are increasing. Families with single parents accounted for 27 percent of families with children in 1998. Married couples (54 million) made up three quarters of all families in 1998, and half of them had children under 18 living in the family. About 15 percent of family households had a member aged 65 years or older.

INDEPENDENT SECTOR's *Giving and Volunteering in the United States* survey is mainly focused on individual volunteering rather than on family volunteering. However, the survey did ask respondents, "Do you engage in volunteer activities with other members of your family?" Twenty-eight percent of all respondents said they did (Figure 1), and 51 percent of all volunteers indicated that they had volunteered in some activity with a family member, a three-percentage-point increase from 1995, when 48 percent of volunteers reported volunteering with a family member (Figure 2). Trend data seem to indicate that a growing percentage of

FIGURE 1. Percentage of Americans Who Volunteer with Family Members*



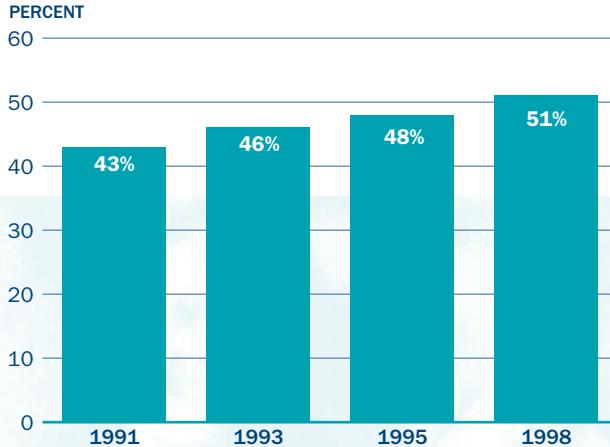
*A family volunteer is an individual who answered "Yes" to the question, "Do you engage in volunteer activities with other members of your family?"

Source: INDEPENDENT SECTOR, *Giving and Volunteering in the United States*, 1999.

volunteers are volunteering in some type of activity with members of their family.

Among all respondent households, those with four persons or more had the highest rate (37.5%) reporting that they engaged in volunteer activities with family members. The smaller the household size, the lower

FIGURE 2. Percentage of Volunteers Who Serve with Family Members*



*A family volunteer is an individual who answered "Yes" to the question, "Do you engage in volunteer activities with other members of your family?"

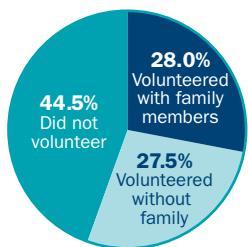
Source: INDEPENDENT SECTOR, *Giving and Volunteering in the United States*, 1999.

the rate of participation in a volunteer activity with a family member (Figure 3).

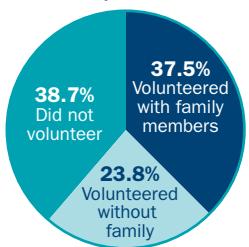
Among those individuals who engaged in a volunteer activity with a family member, 72 percent reported being active in volunteering activities as a child. There were also high levels of recollection in seeing other family members

FIGURE 3. Distribution of Volunteer Type by Household Size

All Households



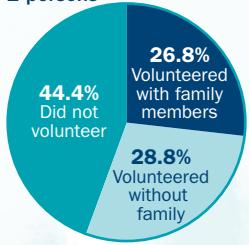
4 or more persons



3 persons



2 persons

Source: INDEPENDENT SECTOR, *Giving and Volunteering in the United States*, 1999.**FIGURE 4. Childhood Recall of Volunteers Who Volunteer with Family vs. Those Who Do Not Volunteer with Family**

PERCENT

50

40

30

20

10

0

Volunteer without family
Volunteer with family

43.0%

42.5%

29.8%

29.7%

Percent who saw neither parent volunteer

Percent who saw both parents volunteer

Source: INDEPENDENT SECTOR, *Giving and Volunteering in the United States*, 1999.

volunteering. Eight out of ten recalled seeing a family member helping others when they were young. When asked whether one or both their parents volunteered in community activities, 67 percent said their parents did so, and 42.5 percent said both their parents volunteered (Figure 4).

Reaching Out to Various Causes

Volunteers who participated with other family members averaged 4.3 hours of voluntary service per week in 1998, compared to an average of 3.5 hours per week for all volunteers, and 2.8 hours a week for those who did not volunteer with family. Volunteers frequently worked in more than one area. Their multiple volunteer assignments indicate that 50 percent of those who volunteered with family members spent time with religious organizations. Another 50 percent volunteered for activities that were not formally associated with a group or organization. This type of informal volunteering could include helping a neighbor, friend, or organization on an ad hoc basis. Youth development organizations such as the Boy Scouts, Girl Scouts, and Junior Achievement also benefited from widespread participation among family volunteers. Close to 35 percent volunteered in the area of education, and 30 percent gave time to human service organizations. It is important to note, however, that volunteers may have served with a family member in only one of these areas.

FIGURE 5. **Where Families Volunteer¹**

PERCENT

60

50

40

30

20

10

0



¹Respondents could choose more than one area.

²Time not given through organizations.

Source: INDEPENDENT SECTOR, *Giving and Volunteering in the United States*, 1999.

Staying Involved

almost 45 percent of volunteers participating with family members volunteered at regularly scheduled times throughout the year, exhibiting a high level of commitment to their causes. Nearly 27 percent volunteered every week, while 18 percent volunteered every month. Thirty-five percent of family volunteers reported volunteering only once during the year, while another 9 percent said that they volunteer during special times of the year such as holidays.

In contrast, only 33 percent of volunteers who did not participate with other family members volunteer on a regular basis. Twenty-two percent of those who did not volunteer with a family member reported volunteering on a monthly basis, and 11 percent on a weekly basis. A higher percentage, 47 percent, volunteer only once during the year.

Why Families Volunteer

When respondents who engage in activities with family members were asked about their reasons for volunteering, five responses stand out.

The most common reason for volunteering is a feeling of compassion for others in need. Nine out of ten (90.6%) volunteers listed this as an important reason for volunteering. Having an interest in the activity and using the volunteer activity as an opportunity to gain a new perspective on things tied as the second most common reason and were cited as important by over 80 percent of the volunteers. Another popular reason for volunteering is that the activity is important to people the volunteer respects (72%) and that a relative or family member would benefit from the activity or was directly involved in the activity (70%).

Finding Out about Volunteer Opportunities

Over half (53%) of volunteers who participate with family members learned about their current volunteer activities by participating with an organization or group or from their place of employment. They frequently reported being active in religious organizations. More than 82 percent are either members of a religious organization themselves or have someone in their family who is a member. The church, temple, and synagogue are major venues for learning about volunteering activities. One out of every three learned about their volunteer opportunities this way. Findings from the *Giving and Volunteering in the United States* survey have consistently found religious membership as a strong predictor of volunteer activity.

The next most frequently reported way of finding out about volunteer activities is by being asked by someone

the volunteer knows. Over four out of ten (45%) of the volunteers reported learning this way, and when they were asked it was most often by a friend (52%), someone at their religious congregation (38%), or by a family member or relative (30%). Being asked is not just an important way for learning about volunteer activities; it also helps encourage participation. Eighty-five percent of all family volunteers reported being asked to volunteer in the past year.

Having a family member or friend who benefits from the activity is another popular way to learn about volunteer opportunities. Thirty-seven percent of family volunteers report first finding out about their volunteer activities this way.



Characteristics of Family Volunteers

the study revealed some defining demographic characteristics of volunteers who engage in voluntary activities with other family members.

A higher proportion of volunteers who served with family members were married (72%) in comparison to volunteers who did not serve with family members (47%).

Females reported volunteering at a slightly higher rate than males. Of the volunteers serving with family, 52 percent were females, and 48 percent were males. Among individuals who did not volunteer with family, the gender gap widens, with even more women (59%) volunteering than men (41%).

Most family volunteers reported owning a home (76%) and were most likely between the ages of 35

and 54 (53%). Four out of ten (44%) have a household of four or more people, and 53 percent have children under 18 living in their household.

Moreover, Americans volunteering with family gave a higher average household contribution of \$1,401, compared to those volunteers who did not volunteer with family, who gave an average gift of \$898. As a percentage of household income, family volunteers who contributed gave on average a higher percentage of their income (2.6%) than non-family volunteers (1.9%). Table 1 provides a quick comparison between those volunteering with family members and those who do not.

TABLE 1. PROFILE OF FAMILY VOLUNTEERS AND OTHER VOLUNTEERS

	Family Volunteers ¹	Non-Family Volunteers ²	All Volunteers
VOLUNTEERING			
Average hours volunteered	4.3 hours	2.8 hours	3.5 hours
Average household income	\$54,804	\$46,927	\$50,862
GIVING			
Average household contribution	\$1,401	\$898	\$1,144
Average percent of household income given	2.6%	1.9%	2.2%
SELECTED DEMOGRAPHICS			
Male	48.3%	41.2%	44.6%
Female	51.7%	58.8%	55.4%
Married	71.7%	47.0%	59.6%
Own home	75.6%	68.3%	71.8%
Households with children under 18	52.6%	35.7%	44.0%
Attend religious services	88.5%	78.3%	83.5%

Source: INDEPENDENT SECTOR, *Giving and Volunteering in the United States*, 1999.

¹Family volunteers are individuals who report volunteering with other members of their family.

²Individuals who report volunteering, but not with family members.

Promoting Family Volunteering

There are clear reasons for encouraging and providing opportunities for individuals to volunteer with other family members. Family volunteers perform, on average, 23 percent more hours of volunteer work per week than other volunteers. A higher proportion of them volunteer more frequently and on a more regular basis. Their motives for volunteering are as altruistic as those of other volunteers and are not necessarily related to family interests or benefit.

Family volunteering also provides the comfort of engaging in an activity with someone familiar and

who will likely benefit from the experience. It provides a venue through which parents can actively demonstrate to their children important family values of helping others in need and the consequences of giving and sharing time and talent with the community. Most importantly, it can provide opportunities for children to become involved in volunteering at an early age, which most often translates to having them volunteer throughout their lives.

Ways to Increase Family Volunteering

ASK

Be prepared to ask. Simply asking is one of the most effective ways to get people involved. When asked to volunteer, over 85 percent will say yes!

PROVIDE APPROPRIATE ACTIVITIES

Provide volunteer activities that are appropriate for various age groups and offer flexible times and arrangements to enable families to participate. This will make it easier for families to bring along another family member.

EXPLAIN

Volunteering can take many forms. By explaining to potential volunteers the specific tasks involved, you can reduce the apprehension about participating in a project.

ENCOURAGE

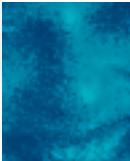
Encourage individuals to bring a family member and describe the possible benefits they can gain from the experience. Volunteering also provides families with a unique opportunity for spending quality time together.

CONNECT

By affiliating your organization with the membership of a religious or service group, you can tap a great resource for family volunteers. People who participate in these groups are more likely to actively volunteer.

IMPACT

Show real results of how families make a difference in your organization. Discuss the contributions made by volunteers and how such progress would not have been possible without their help. This keeps them committed and motivated in their activities.



Additional Resources on Family Volunteering

The following represents some of the many organizations focused on volunteering—with some specifically geared toward family volunteering. You may also wish to explore other efforts in your local community by checking with your volunteer center, state association of nonprofit organizations, state government commission on volunteers, or the public library.

America's Promise

909 N. Washington Street
Suite 400
Alexandria, VA 22314
703-684-4500
800-365-0153
www.americaspromise.org

Association for Volunteer Administration

P.O. Box 32092
Richmond, VA 23294
804-346-2266
www.avaintl.org

Corporation for National Service

1201 New York Avenue, NW
Washington, DC 20525
202-606-5000
www.cns.gov

Points of Light Foundation and the Volunteer Center National Network

“Family Matters”
1400 I Street, NW
Suite 800
Washington, DC 20005
202-729-8000
800-VOLUNTEER (865-8683)
www.pointsoflight.org
familymatters@pointsoflight.org

ONLINE VOLUNTEERING RESOURCES

Helping.org

www.helping.org

Action Without Borders

www.idealist.org

Volunteer Match

www.volunteermatch.org

Youth Service America

www.servenet.org

Volunteer Center National Network

www.volunteerconnections.org

OTHER RESOURCES OF INTEREST

National Family Volunteer Day is the Saturday just before Thanksgiving. Contact the Points of Light Foundation for a guidebook. www.pointsoflight.org

Corporate Volunteerism: How Families Make a Difference, a report available from the Conference Board, draws from survey data from 400 Target stores. The report gives guidance on how and why to build a corporate employee volunteer program that includes families. www.conference-board.org

NOTE ABOUT METHODOLOGY AND SOURCES

America's Family Volunteers details findings from INDEPENDENT SECTOR's *Giving and Volunteering in the United States*, 1999, a biennial national survey of 2,553 adult Americans that reports trends in giving, volunteering, and charitable behavior.

DATE REFERENCES

This study assessed volunteering levels from May 1998 to May 1999. For purposes of this report volunteering is dated 1998. Earlier years have also been adjusted.

DISTRIBUTION PARTNERS

INDEPENDENT SECTOR is pleased to work with the Points of Light Foundation's "Family Matters" program and the Association for Volunteer Administration to widely distribute these findings.

ADDITIONAL COPIES

Additional copies of *America's Family Volunteers* (\$3.50 for INDEPENDENT SECTOR members, \$5.00 for nonmembers; plus shipping and handling) and *Giving and Volunteering in the United States* are available from INDEPENDENT SECTOR at 888-860-8118 or www.IndependentSector.org.



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AMERICA'S SENIOR VOLUNTEERS



INDEPENDENT
SECTOR

At more than 57 million people, America's seniors are an increasing part of our nation's population—and a growing resource of time and talent. *America's Senior Volunteers* presents the latest trends in the volunteering by this age group and offers suggestions for engaging more seniors in service. We hope these findings will be of particular interest to leaders of voluntary organizations, practitioners working with volunteers and older persons, the media, researchers, and policy makers.

Susan Saxon-Harrold, Ph.D., Vice President, Research

Michael McCormack, Senior Programmer and Analyst

Keith Hume, Research Associate, Giving and Volunteering

INDEPENDENT SECTOR

About INDEPENDENT SECTOR

INDEPENDENT SECTOR is the coalition of leading nonprofit organizations, foundations, and corporations working together to strengthen not-for-profit initiative, philanthropy, and citizen action.

INDEPENDENT SECTOR Research

The Research Program at INDEPENDENT SECTOR promotes the understanding of charitable organizations by developing research that accurately defines and charts the nonprofit sector and ways it can be of greatest service to society. It conducts empirical research and convenes forums with its partners to produce useful information for those who work in and support the nonprofit sector in the United States and abroad.

This publication was made possible by support from **Metropolitan Life Foundation**

Additional copies of *America's Senior Volunteers* and *Giving and Volunteering in the United States* are available from INDEPENDENT SECTOR at 888-860-8118 or online at www.IndependentSector.org.

Overview

Senior citizens constitute an increasing proportion of American society and now comprise 21% of the population. This percentage is expected to rise dramatically over the next couple of decades as almost 79 million members of the “Baby Boomer” generation mature and live longer than previous generations. Many in this group enjoy early retirement so that today’s senior citizens are active, involved, and interested in helping others, whether it is through charitable contributions or volunteer time. This largely untapped reservoir of time and talent is a rich resource for voluntary organizations to tap over time. Our studies found that more seniors would volunteer if only voluntary organizations would ask them.

INDEPENDENT SECTOR’s 1999 national survey of giving and volunteering in the United States showed that the number of individuals who volunteered reached its highest recorded level in 1998, almost 56%—a 13.7% increase over 1995. Seniors are now volunteering at a higher rate than ever before.

As in 1995, the survey found differences in levels of participation between different age groups. Among seniors, aged 55 and over, 48% volunteered at least once a year in 1998, a 4% increase in percentage terms since 1995. The peak age for volunteering among seniors was for those aged 55-64 with 50.3% of respondents in that group having volunteered in 1998, a 1% increase since 1995. The lowest levels of volunteering among seniors were in the over-75 age group (43%) in 1998, although this level had increased by 9% since 1995. There is a clear life-stage effect to volunteering. People are drawn into volunteering at certain stages in their lives largely as a result of connections

made through family and work. Thus, the survey since 1988 shows a well-established age distribution, with volunteering peaking in the middle years (35-54) and lowering at both the younger (18-24) and older stages (75+) of life. Households that contribute money and have family members who volunteer give a higher proportion of their household income to charity (3.5% of income in 1998).

A significant increase in the numbers of seniors of color who volunteer was reported in 1998. Some type of volunteer work was performed by 47% of African-American and 41% of Hispanic seniors. Both groups constitute a growing proportion of American society who could be

Facts and Figures

	All over 55	Age 55 to 64	Age 65 to 74	Age 75 and over
Senior volunteers (% of senior population)	47.5%	50.3%	46.6%	43.0 %
Total number of senior volunteers	27.7 million	11.9 million	8.5 million	7.1 million
Average weekly hours per volunteer	3.3 hours	3.3 hours	3.6 hours	3.1 hours
Total annual hours volunteered	4.8 billion hours	2.0 billion hours	1.6 billion hours	1.1 billion hours
Total dollar value of volunteer time	\$71.2 billion	\$29.7 billion	\$23.7 billion	\$16.3 billion

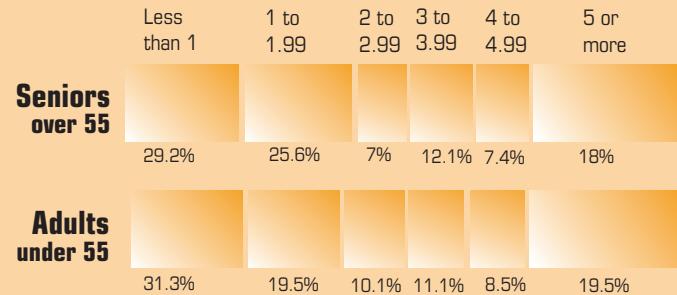
asked to volunteer on a more regular basis. They are an important and growing resource.

Number of Hours Volunteered

In 1998, older Americans volunteered on average 3.3 hours a week, one hour less than they did in 1995 when they gave 4.4 hours. While the participation rates on a monthly or weekly basis have declined, the number of senior volunteers has increased, overall, by 4 million since 1995. Twenty eight million senior volunteers gave approximately 5 billion hours of time in 1998—a value of \$71.2 billion to nonprofit organizations and causes in this country. The equivalent numbers volunteering in 1995 were 24 million and 5.5 billion hours given at a value of \$70.5 billion. Greater numbers of seniors are volunteering than before, but less regularly. This may,

Volunteering is a great learning experience—at any age.

Average Hours Given Per Week by Volunteers in the United States



in part, be due to the success of a decade of proliferating one-day volunteering opportunities such as “Make a Difference Day” and many others. A related consideration for voluntary organizations is the need for sustained efforts to encourage volunteers to give their time on a regular basis to voluntary organizations.

Reaching Out to Various Causes

Volunteering can take many forms. Seniors can volunteer formally through an organization such as a service club, a homeless shelter, a church, synagogue, or mosque to name but a few

places. However, much volunteerism happens informally—helping a disabled neighbor with chores or baby-sitting for no pay. In fact, 42% of seniors reported volunteering informally in their neighborhoods or towns.

Seniors actively pursue a wide range of volunteer activities, often giving time for many types of causes during a particular year. For example, 50% of volunteers reported serving with their church or synagogue, 20% worked with an educational institution, such as a school, and 20% volunteered with a health organization.

Clearly, the trend is for more volunteers to spread their time more thinly across multiple activities.

Seniors who volunteer are just as active as younger volunteers within their communities. While 20% of all volunteers under the age of 55 gave over five hours a week, 18% of senior volunteers contributed their time at this level. In fact almost 38% of senior volunteers gave, on average, more than three hours of their time per week to various causes.

Staying Involved and Active

The more involved they are in other activities, the more seniors seem to volunteer. Almost 54% of seniors who were either employed part or full-time reported volunteering. Seniors who were retired reported volunteering less at 45%.

Although retired seniors were not as likely to volunteer, when they did volunteer they gave a great deal of their time. Over 51% of retired seniors gave more than four hours of their time each week and 21% volunteered five or more hours each week.

Finding Volunteers

Who are the volunteers in your community? INDEPENDENT SECTOR's studies have shown that the more "linked" a person is to his or her community, the more likely that person is to volunteer. People who are active in social networks in a local community give back to that community. Active participation in a social network can take the form of membership in a religious institution or participation in various civic or social clubs, sports clubs or hobby groups.

Over 71% of seniors surveyed claimed membership in a religious organization, a church, mosque or synagogue. Almost 55%



of these members reported volunteering in the past year. Members in other organizations like social clubs, unions, or alumni organizations were even more likely to volunteer. Of the 48% of seniors who stated that they were members of these types of organizations, 64% reported volunteering.

Membership in organizations fosters the spirit of volunteerism among all adults. Regardless of the type of organization and social network, these adults are more likely to become involved in volunteering.

Finding Out About Volunteering Opportunities

Numerous institutions are very important in encouraging volunteerism. Most frequently, seniors found out about their volunteering options through their religious institution. Almost two-thirds of volunteers age 55 and over discovered volunteer assignments through their place of worship, their church, mosque or synagogue. Other resources used by seniors to identify volunteering opportunities

include membership organizations, places of employment, voluntary organizations and the Internet.

Asking Makes a Difference

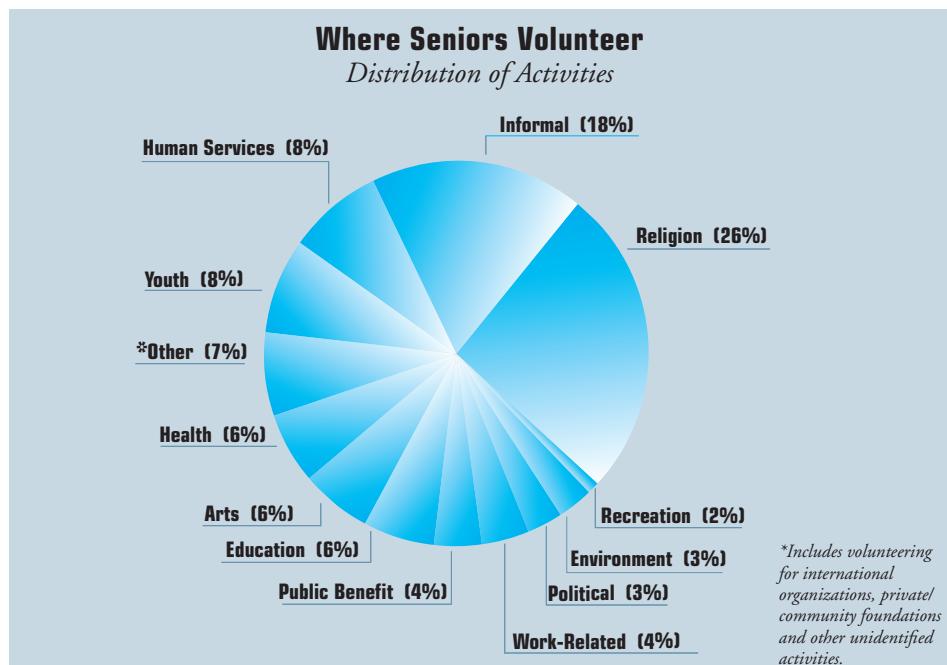
People who were asked to volunteer did so at a much higher rate than those who were not asked. In 1998 only 45% of seniors 55+ were asked to volunteer. In the previous survey (1996), 50% of persons age 55 to 64 were asked to volunteer. And 40% of seniors 65 years of age and older were asked.

The difference in the rate of volunteer participation is very apparent when comparing those who are asked to those who are not asked. Seniors were approximately five times more likely to volunteer if they were asked. Even people 75 years and older of age volunteered at a high rate when asked. Approximately 81% of seniors over 75 years of age volunteered when asked, compared to only 25% when they were not asked.

Among all adults surveyed, including seniors, people of color—specifically African-Americans



and Hispanics—were not asked to volunteer as frequently as their white counterparts. When African-Americans and Hispanics were asked to volunteer they were just as likely to do so as other racial groups. This finding should be encouraging for voluntary organizations seeking new volunteers as well as wanting to increase diversity among their volunteers.



Seniors possess experience, expertise, and time that can greatly benefit any cause. While some volunteers, seniors included, want highly active projects, such as building houses and cleaning roads, there are a wide variety of other volunteer opportunities in every community for those who prefer less strenuous assignments. Simply talking with someone in need of a friend or spending time with a child has benefits that resonate for a lifetime. Organizations can tap into a valuable resource by helping seniors see the impact they can have on their community by doing just one simple thing—volunteering.

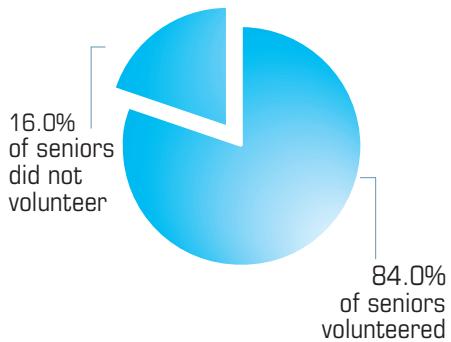
Helping Others, Helping Society

Giving back to society, either financially or socially, is a major motivation for volunteerism among seniors. Over 50% of senior volunteers reported that they volunteered because they wanted to give back to society some of the benefits they received individually.

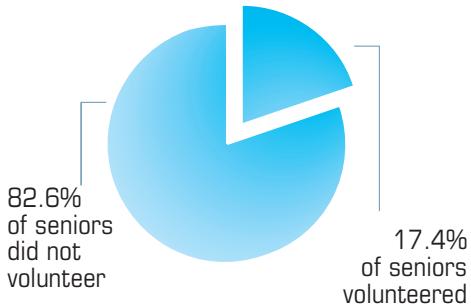
The desire to help others less fortunate is another major motivation for seniors to volunteer. The ability to help individuals meet their needs and the belief that those who have more should

The Power of the Ask

If Asked



If Not Asked



help those with less were major motivations for seniors to volunteer in their community. They were also motivated by wanting to make good use of their time and by the desire to enhance the moral basis of society. Additionally they believed it was important to keep taxes and other costs down.

Creating Links and Encouraging Volunteerism

Increasing outreach and matching seniors with volunteer opportunities that fit their skills and capabilities is extremely important. Of those seniors who did not volunteer over the past year, 43% cited health issues and physical problems as the reason. Another 18% cited age as the reason they did not volunteer.

Less than one-third of all seniors over age 65 were asked to volunteer.

Levels of Giving and Volunteering Among Seniors

	Contributing Households				Noncontributing Households		
	All Households	All Contributors	Non-Volunteers	Volunteers	Non-Volunteers	Volunteers	All Volunteers
Seniors 55+							
Percentage of respondents	100.0%	73.1%	30.7%	42.4%	21.8%	5.1%	47.5%
Average household contribution	\$857	\$1,171	\$625	\$1,567	\$0	\$0	\$1,400
Average household income	\$38,919	\$41,727	\$37,509	\$44,785	\$28,587	—*	\$44,574
Average % of household income given	2.2%	2.8%	1.7%	3.5%	0.0%	0.0%	3.1%
Average hours volunteered per week	1.6 hrs	1.8 hrs	0.0 hrs	3.2 hrs	0.0 hrs	—*	3.3 hrs

* — Too few cases to be reliable

Seniors have the time to help if given an opportunity. When all adults were surveyed, they cited other time commitments as the major reason why they were not able to volunteer. This was not the case for seniors who were less likely than their younger counterparts to state that their personal schedules were too full to volunteer.

Looking Ahead

Future research is needed to identify and track the accomplishments resulting from contributed

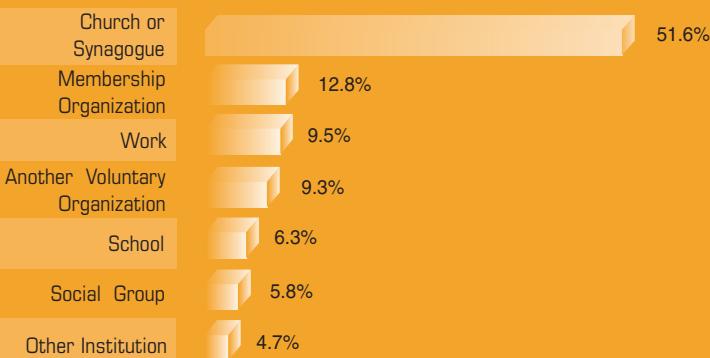
time. It is important to know how the number of volunteers and the hours given are translated into meaningful services, and whether the greater quantity of volunteers leads to more or less productivity in a voluntary organization as a whole. It is also important to know whether organizations have adequate levels of staff support and infrastructure in place to accommodate additional volunteers in a productive manner.

Over 51% of retired seniors gave more than four hours of their time each week and 21% volunteered five or more hours each week.

How to Increase Volunteering Among Seniors

Seniors are crucial to the future of volunteerism. The number of seniors in the United States is growing every day. A few simple strategies can help you increase volunteerism among seniors in your community.

Where Seniors Learned About Their Volunteer Opportunities



Ask

Be prepared to ask. Simply asking is one of the most effective ways to get people, especially seniors, involved. When asked to volunteer, almost 85% will say yes!

Encourage

Let seniors know that they are vital, contributing members of society whose skills and experience can benefit many.

Explain

Volunteering can take many forms. By explaining to potential volunteers the specific tasks involved in a volunteer activity, you can reduce the apprehension about participating in the project.

Expand

Historically seniors of color were not asked to be involved in volunteering projects as often as their white counterparts. If voluntary organizations expand their outreach to these groups, they will increase the diversity of volunteers in their organization and increase the total amount of volunteer help.

Connect

Seniors are most likely to learn about volunteer opportunities through their involvement in other activities. By affiliating your organization with the membership of a religious or service group, you can tap a great resource for volunteers. People who participate in these groups are more likely to be active and volunteer.

Impact

Show real results of what volunteering for one day or regularly can contribute to your organization. Discuss the results achieved with your volunteers. Seniors who are able to see tangible results will be committed and motivated to work for that organization.

Additional Resources on Senior Volunteering

The following represents but a few of the organizations focused on volunteering—with some specifically geared toward senior volunteerism. You may also wish to explore other efforts in your local community. An online search for “volunteer” may also yield helpful results.



AARP

The AARP Volunteer Center
601 E Street, NW
Washington, DC 20049
202-434-3200
www.aarp.org

America's Promise

909 N. Washington Street
Suite 400
Alexandria, VA 22314
800-365-0153
www.americaspromise.org

International Executive Service Corps

P.O. Box 10005
Stamford, CT 06902
203-967-6000
www.iesc.org

National Executive Service Corps

120 Wall Street
16th Floor
New York, NY 10005
212-269-1234
www.help4nonprofits.org

National Senior Service Corps Corporation for National Service

1201 New York Avenue, NW
Washington, DC 20525
800-424-8867
www.seniorcorps.org

Points of Light Foundation

1400 I Street, NW, Suite 800
Washington, DC 20005
202-729-8000
www.pointsoflight.org

Retirement Research Foundation

8765 West Higgins Road
Suite 430
Chicago, IL 60631-4170
773-714-8080
www.mrf.org

Volunteers of America

National Retiree Volunteer Coalition
1660 Duke Street
Alexandria, VA 22314
703-548-2288
www.nrvc.org
www.voa.org

Online Volunteering Resources

Helping.org

www.helping.org

Youth Service America

www.servenet.org

Action Without Borders

www.idealyst.org

Senior Corps

www.seniorcorps.org

Volunteer Match

www.volunteermatch.org

Volunteer Center National Network

www.volunteerconnections.org

Note About Methodology and Sources

America's Senior Volunteers details findings from INDEPENDENT SECTOR's *Giving and Volunteering in the United States*, the biennial national survey of 2,553 adult Americans that reports trends in giving, volunteering and charitable behavior. The data in this publication represents the giving and volunteering habits of older Americans based on a sample of 810 individuals ages 55 and over. Many organizations use *senior citizens*, *older persons* or other terms to describe this age group; for reasons of simplicity, we have chosen to use the term *seniors* throughout the publication. The definition of volunteering used for the *Giving and Volunteering* survey includes both formal and informal volunteering for organizations and individuals. The value of volunteer time is estimated by INDEPENDENT SECTOR and updated each year based on figures from the *Economic Report of the President*.

Distribution Partners

INDEPENDENT SECTOR is pleased to partner with AARP, National Senior Service Corps of the Corporation for National Service, and Points of Light Foundation to widely distribute these findings.

Additional Copies

Additional copies of *America's Senior Volunteers* and *Giving and Volunteering in the United States* are available from INDEPENDENT SECTOR at 888-860-8118 or www.IndependentSector.org. Bulk discounts are available.



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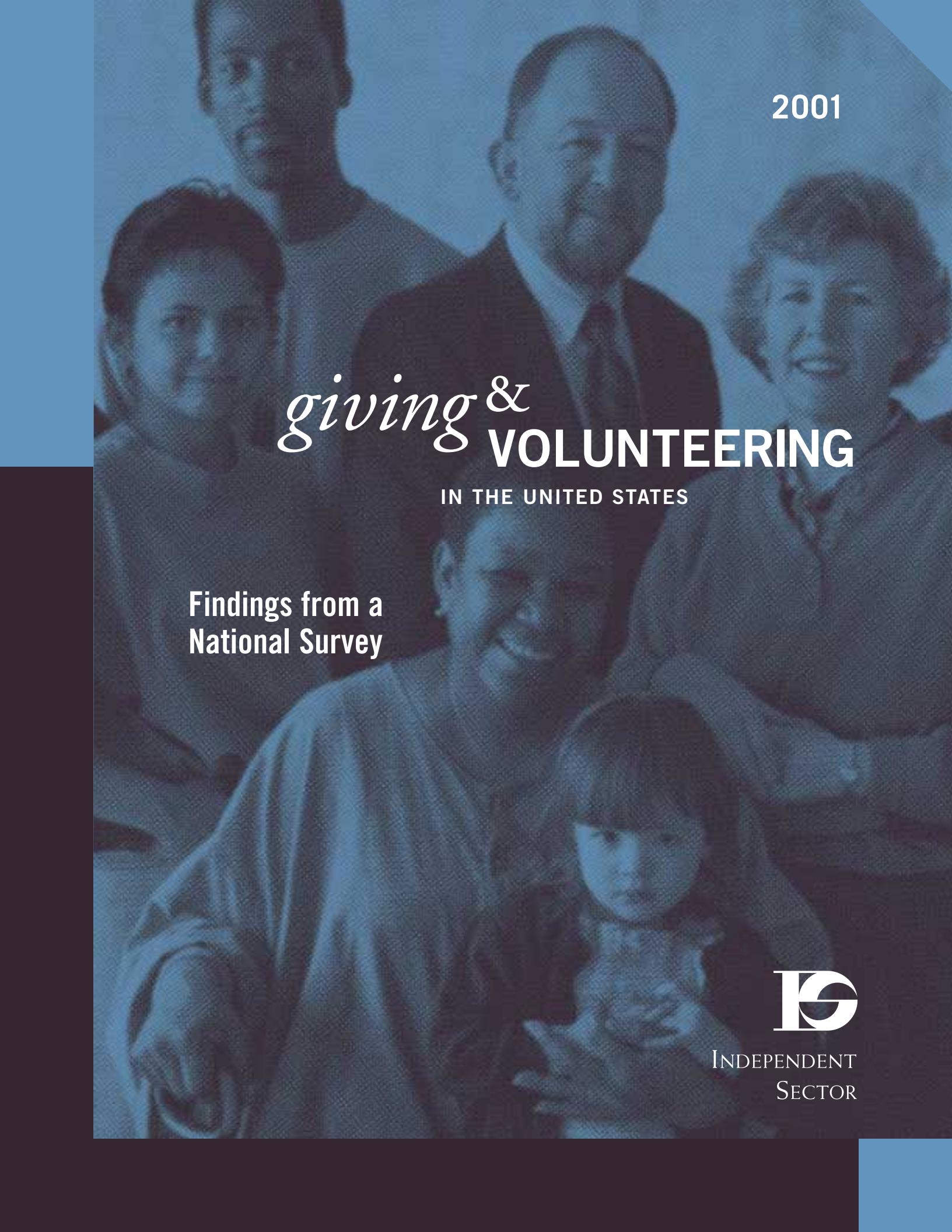
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About INDEPENDENT SECTOR

INDEPENDENT SECTOR is a nonprofit, nonpartisan coalition of more than 700 national organizations, foundations, and corporate philanthropy programs, collectively representing tens of thousands of charitable groups in every state across the nation. Its mission is to promote, strengthen, and advance the nonprofit and philanthropic community to foster private initiative for the public good.

Research Program

INDEPENDENT SECTOR's Research Program works to build the research necessary to accurately define, chart, and understand the nonprofit sector and ways it can be of greatest service to society. Signature projects include the *Nonprofit Almanac*, *Giving and Volunteering in the United States*, and the Measures Project.

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giving & **VOLUNTEERING**

IN THE UNITED STATES

Findings from a National Survey

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Introduction

Giving and Volunteering in the United States 2001 is INDEPENDENT SECTOR's seventh in a series of biennial national surveys that report trends in giving and charitable behavior. The surveys act as barometers of how socioeconomic conditions and tax laws affect the charitable behavior of Americans. They also chart public attitudes about a variety of issues that affect the climate for giving and volunteering, and explore behavioral and motivational factors that influence giving and volunteering.

For the 1.23 million charitable nonprofit organizations and religious congregations in the United States, giving and volunteering is at the heart of citizen action and central to their operations. American society as a whole benefits from the financial support, commitment, skills, and enthusiasm of those who give and volunteer. Voluntary participation, whether through gifts of time or money, makes for a vibrant civil society.

The purpose of these surveys is to provide reliable information about volunteering and giving patterns and the motivations that correlate with such

behavior. The 2001 survey questionnaire is a revision of the 1999 survey instrument developed by INDEPENDENT SECTOR's national advisory group of scholars and practitioners, who sought to improve the questionnaire based upon previous research findings and to identify new issues of concern to the field. This survey addressed the following questions:

1. What are the characteristics of individuals who volunteer (and those who do not)? How much time do they give and to whom do they volunteer?
2. What are the characteristics of the households that give to charities (and those who do not)? How much do they contribute and to whom?
3. What variables are associated with volunteering and giving behavior?
4. What early experiences influence volunteering and giving behavior as adults?
5. What is the relationship between membership in religious and other voluntary organizations and charitable behavior?
6. Do social behaviors have an impact on volunteering and giving behavior?
7. What are public attitudes toward volunteering, giving, and the performance of charitable organizations?
8. How do economic conditions affect charitable behavior?

Special attention is given to demographics in this survey, as it has been in most previous surveys. Therefore, oversamples of blacks, persons of Hispanic origin, and affluent households were included in the study in order to have adequate samples with which to trace the level of participation by these various groups in the traditions of giving and voluntary service.

In order to probe more deeply into the relationship among trust in others, general social behavior, perceptions of community, and the charitable behavior of households, the survey included questions related to people's trust in one another and the social behavior of individuals. Analyses of the characteristics and motivations of individuals who volunteer and/or contribute grouped by size of household contribution are also included.

This survey series is unique because it includes details about both the volunteering and giving behavior of Americans, as well as information about those Americans that neither volunteer nor give. The findings of this survey should be useful to fundraisers, policymakers, researchers, leaders of voluntary organizations, and the media.

Methodology and How to Interpret the Survey Data

The information collected for this report was obtained from telephone interviews conducted in the months of May, June, and July 2001 by Westat, Inc., a Rockville, Maryland, research firm. The data collection effort resulted in a representative national sample of 4,216 non-institutionalized adult Americans 21 years of age or older. This sample included oversamples of blacks, Hispanics, and affluent Americans with household incomes over \$100,000 in order to have enough respondents to carry out statistically reliable analyses of these groups. Interviews were conducted in English and, when necessary and applicable, in Spanish. Weighting procedures were used to ensure that the final sample was representative of the adult population in the United States in terms of age, education, marital status, size of household, region of the country, and household income. The error rate for the total sample is +/-2 percent.

In this report, findings relating to volunteer time are for the individual respondent and findings relating to contributions are for households. Several persons may work or live in a household, and because they usually think of income in relation to their household, respondents were asked to report on aggregate household contributions and income. In contrast, volunteer time was collected for individuals because research has shown that individuals

know how much time they volunteer, but do not respond very accurately about the volunteer time of other members of their households. In cases where an individual is asked for his or her opinions, those opinions are reported for individuals and not for households or families.

Cautions Related to the Survey Data

The data collection and sampling methodology for this survey represent a significant change from those used in prior *Giving and Volunteering* surveys. This survey was conducted for INDEPENDENT SECTOR by Westat, Inc., using a telephone survey methodology. This differs from previous INDEPENDENT SECTOR surveys, which were in-home interviews conducted by the Gallup Organization. A change in the weighting procedures was implemented with this survey. This survey used two different weighting schemas, one for households and one for individuals. Additionally, this survey was of adults 21 and older, while prior surveys included people 18 and over. Finally, the change from in-home to telephone methodologies necessitated changes to some of the questions and changes to the tools used to prompt respondent recall. For these reasons, readers are cautioned against making comparisons of the results presented herein and results from prior INDEPENDENT SECTOR studies.

The primary value of the *Giving and Volunteering* survey is to discern identifiable giving and volunteering patterns among the population and relate them to different variables. These include frequency of attending religious services, membership in organizations, public attitudes, and personal motivations. Readers are cautioned because of survey limitations not to use the giving data to estimate total contributions, i.e., multiplying average household contributions by the number of households. If they do so, they will obtain total amounts that are considerably below amounts derived based largely on Internal Revenue Service data. One crucial reason is that high-income households, those with incomes of \$200,000 or more, are few in number and not generally available to be interviewed. Such households give a disproportionate share of total contributions relative to their presence among households.

With these caveats in mind, this report includes highlights of this survey as well as the detailed findings.

The **Executive Summary and Key Findings** section summarizes key findings about giving, volunteering, and public attitudes about charitable organizations in the United States.

Chapter One provides summary findings about the patterns of giving and volunteering. Highlights include the percentage of volunteering among

identifiable population groups and their giving patterns, the distribution of giving and volunteering by recipient areas, trends in household giving, and areas receiving charitable contributions.

Chapter Two explores what motivates people to give and volunteer and, specifically, which motives, background, experiences, behaviors, and/or situations relate most strongly to the actual giving and volunteering of respondents.

Chapter Three describes survey results about factors that influence giving and volunteering. These factors include the following: religious attendance and membership, affiliation with non-religious organizations, youth experiences related to giving and volunteering, and tax status.

Chapter Four summarizes survey results about giving and volunteering for the following three unique populations: contributing households that include a volunteering respondent, households that contribute 3 percent or more of their income, and respondents who volunteered for 15 hours or more in the past month.

Chapter Five describes survey results about the associations between individual and household demographic characteristics and giving and volunteering.

There are also three appendices to this report. **Appendix A** is a methodological statement from Westat, Inc. **Appendix B** is a copy of the 2001 survey questionnaire and attachments. **Appendix C** contains a description of the areas of giving and volunteering.

Executive Summary

Giving and Volunteering in the United States 2001 is the seventh biennial study of giving and volunteering from INDEPENDENT SECTOR since the groundbreaking series was launched in 1988. This series has documented the charitable behavior of Americans, showing their involvement in improving the fabric of the American way of life. Americans give to organizations and causes that provide programs and services across all aspects of our society. They give money to support activities and programs, and volunteer time to perform functions that otherwise would go undone.

Data for this study were collected from May 14 to July 22, 2001, before the events of September 11 put a spotlight on how nonprofit organizations raise money and deliver services in times of great need. According to The Chronicle of Philanthropy, more than \$2 billion was donated to organizations responding to the special needs this tragedy created, a tremendous response to a single event. Yet this figure is only a small portion of the over \$160 billion Americans gave to charities in 2001, as reported by the AAFRC

Trust for Philanthropy. September 11, 2001, called attention to the generosity of Americans, yet the vast majority of charitable behavior, the kind that goes on day in and day out, to all kinds of organizations providing a wide range of programs and services, often goes largely unnoticed. Americans are a generous and giving people. This report documents that generosity.

INDEPENDENT SECTOR continues to analyze the *Giving and Volunteering* data and in so doing occasionally finds additional data cleaning opportunities. As INDEPENDENT SECTOR continues to analyze and clean the data, minor differences in data reporting will occur over time. Data released earlier under

Key Findings in Fall 2001 may differ slightly with those released in this final report.

Highlights

- Involvement in formal religious organizations, such as churches, mosques, synagogues, and temples, remains an important determinant of the charitable behavior of Americans.
- Those adults who became involved with volunteering as young people are more involved as adults in both giving and volunteering.
- There is a difference in giving patterns based on whether people itemize deductions on their federal income tax returns.

2000 Household Giving by Household Income

	All households		Contributing households	
	PERCENTAGE	PERCENTAGE MAKING FORMAL CONTRIBUTION	AVERAGE CONTRIBUTION	AVERAGE PERCENTAGE OF HOUSEHOLD INCOME CONTRIBUTED
	100.0%	89.0%	\$1,620	3.1%
Household income				
Under \$25,000	24.4%	76.8%	\$587	4.2%
\$25,000–\$49,999	32.0%	87.5%	\$1,027	3.0%
\$50,000–\$74,999	21.4%	93.1%	\$1,766	3.0%
\$75,000–\$99,999	9.8%	96.9%	\$2,109	2.7%
\$100,000 or more	12.4%	97.2%	\$3,976	2.7%

- Confidence in charitable organizations remains high, as does the opinion that nonprofit organizations are honest and ethical in their use of funds.
- Americans aged 50 and older make significant contributions to American society in terms of both time and money.
- People worried about having enough money give substantially less than those who are not worried.
- Giving and volunteering vary by type of organization, and there are differences in the types of people that support different organizations.
- Household income is the single major predictor of household giving, with giving increasing as income increases. Some other factors that influence giving include church attendance, itemization status, and being asked to give.

Summary of Major Findings

Trends in Household Contributions

The year 2000 was one of a strong economy and high levels of employment, and Americans showed their willingness to share their wealth with others. This willingness to contribute to the betterment of American society is evidenced by 89 percent of all households making contributions of cash, real property, and other items of value to both religious and secular organizations.

The average contribution from all contributing households exceeded \$1,600, with this amount being split nearly evenly between religious and secular organizations. Religious organizations were the single most common type of organization to receive contributions, with most people giving to religion also giving to other, secular organizations. Health, human services, and youth services organizations were the most common types of secular organizations receiving support from all givers.

Household contributions increase as income increases, but people in the lower income groups give a higher percentage of their incomes to charities. This has been a consistent finding in the *Giving and Volunteering* surveys.

- Eighty-nine percent of households contributed to religious organizations and secular charities in 2000.
- The average annual household contribution among contributing households is just over \$1,600.
- One household in three gives over \$1,000 per year.
- Household giving increases as household income

increases. Contributing households with incomes under \$25,000 give an average of about \$600 per year, while households with incomes of \$100,000 or more give nearly \$4,000 annually.

- Nearly 7 out of 10 contributing households give to religious organizations such as churches, temples, mosques, and synagogues.
- Among secular organizations, health, human services, and youth services organizations receive the broadest support, with about 40 percent of giving households supporting these types of charities.
- About one in three giving households supports education, while about one in five supports environmental groups.

Trends in Volunteering

Many nonprofit organizations depend on volunteers to provide services. These activities, if not performed by a volunteer, would either not get done or would need to be done by paid staff, consuming both personnel and financial resources. Volunteers are a vital and important part of the nonprofit sector, enhancing the delivery of services and increasing the reach and effectiveness of the organizations they serve. Americans from all walks of life volunteer, from all income brackets, from all age groups, from all racial and ethnic groups, married or single, with or without children. The inclination to volunteer does show differences by respondent characteristics, but the amount of time given generally does not. People who volunteer tend to give the same number of hours regardless of their defining characteristics.

- Forty-four percent of the U.S. adult population volunteered with a formal organization in the 12 months prior to the survey, representing nearly 84 million individuals.
- The volunteer workforce gave approximately 15.5 billion hours, representing the equivalent of over 9 million full-time employees at a value of \$239 billion.
- In the month prior to the survey, 27 percent volunteered, averaging 24 hours of volunteer time in that month.
- Thirty percent of past-month volunteers gave over 30 hours in the past month, with another 14 percent giving between 20 and 30 hours.

**VOLUNTEERS ARE A VITAL AND IMPORTANT
PART OF THE NONPROFIT SECTOR, ENHANCING
THE DELIVERY OF SERVICES AND INCREASING
THE REACH AND EFFECTIVENESS OF THE
ORGANIZATIONS THEY SERVE.**

Volunteering and Household Income

The tendency of people to volunteer increases as household income increases. About one in four people from households with incomes under \$25,000 volunteered in the past year, while more than one in two from households with incomes of \$75,000 or more volunteered.

The amount of time people volunteer shows little difference by income, ranging from about 22 hours per month in the lowest income group to about 27 hours per month in the highest. However, because higher-income people are more likely to volunteer and because they give slightly more hours, a disproportionate percentage of total volunteer hours comes from higher-income households.

Type of Organizations Supported by Volunteering

Volunteers give their time to a wide variety of causes, but, as with financial contributions, religion, health, education, human services, and youth development organizations receive the most hours from volunteers.

■ As with giving, religious organizations such as churches, temples, mosques and synagogues attracted the highest number of volunteers. Note that the survey counts volunteering for religion-related organizations such as schools and hospitals under education and health, respectively.

- Volunteers to religious organizations averaged about 16 hours per month, but these religious organizations received over one-quarter of all volunteer hours.
- The secular organizations most benefiting from volunteering included health, education, human services, and youth development.
- While environmental organizations were among the least likely to attract volunteers, they were among the top in terms of the monthly commitment their volunteers make. Environmental volunteers averaged about 26 hours per month, the same as those who serve youth development organizations.

The Power of the Ask

Few methods of encouraging people to donate to charities are as effective as asking people to give. People who are asked to give are both more likely to give and give more than do people who give on their own. This phenomenon has been observed in other INDEPENDENT SECTOR studies of giving and volunteering, and it is seen once again here. Asking is a powerful tool that organizations of all types and sizes can employ to invite more support.

Being asked to volunteer is equally important in predicting volunteering behavior. People like to know they are needed, that the organization has something important for them to do, and that their time will be well spent.

- Over 60 percent of giving households were asked to give, whereas only about 25 percent of non-giving households were asked to give.
- Households that gave when asked showed average annual contributions of nearly \$2,000. This compares to an average of about \$1,100 for contributions from households that gave without being asked.
- As with giving, being asked to volunteer is a powerful motivator for volunteering. Volunteers were significantly more likely than non-volunteers to have been asked to volunteer, 70 percent versus 30 percent.

Attitudes Toward Nonprofit Organizations

Being asked to give or to volunteer is not the only factor for which differences occur between givers and non-givers and volunteers and non-volunteers. People who give or volunteer also hold attitudes that differentiate them from non-givers or non-volunteers. They have a sense of personal power, believing that they can improve the welfare of others.

Givers and volunteers also believe that most charitable organizations are honest in their use of funds. These people are more likely to understand why an organization needs its support, appreciate the programs and services it is trying to provide, and trust how the organization will spend its resources.

Finally, givers and volunteers alike think that nonprofit organizations play an important role in speaking out on issues. Implicit in this finding is not just that the organizations play an important role in speaking out, but that speaking out is an appropriate activity.

People from giving households are more likely than people from non-giving households, and volunteers are more likely than non-volunteers, to think that:

- It is within their power to improve the welfare of others;
- Most charitable organizations are honest in their use of funds; and
- Charitable organizations play an important role in speaking out on issues.

Reasons for Volunteering

Volunteers are people who see need and take action to address it, with a belief that their actions will make a difference. Volunteers are compassionate people. Not only do they feel compassion toward people in need, they believe they can take personal

action to help improve the welfare of others.

Volunteers are also people with strong connections to their communities, taking on the task of making their communities better places for all. Volunteer activities are not limited to meeting basic human needs, such as providing shelter for the homeless and meals for the hungry, but rather cover a wide range of societal enhancement activities. Volunteers give their time to all kinds of organizations, from arts and cultural organizations to those providing youth services, with some activities focused on helping individuals and some focused on improving the cultural, environmental, social, and educational aspects of American society.

- Almost all volunteers (96%) feel compassion toward people in need.
- About 90 percent of all volunteers report they volunteer to give back to the community and they believe that those with more should help those with less.
- Reasons people volunteer do not vary by type of organization to which they volunteer.

The Influence of Faith

Affiliation with a formal religious organization is one of the strongest predictors of charitable behavior. Households that are connected to a religious congregation not only support their place of worship, they also support secular organizations. People who give to religious and secular organizations give as much or more to secular organizations as do people who only give to secular organizations. The same is true of volunteering. People who volunteer to religious organizations give as much time to secular organizations as people who volunteer to secular organizations only.

Secular organizations may include those that are affiliated with religious organizations, such as a religious school or hospital, so the influence of religious affiliation is likely understated. Over the years, INDEPENDENT SECTOR studies have consistently demonstrated that faith plays an important role in inspiring people to be charitable.

- Households that have some affiliation with religious organizations were more likely to give, and they gave more both in terms of dollars and as a percentage of income.

The Power of the Ask and Household Giving

Were you or the members of your household personally asked to make a charitable contribution in 2000?

	YES	NO
Percentage of all households	56.6%	43.4%
Percentage of contributing households	61.0%	39.0%
Percentage of non-contributing households	23.1%	76.9%
Average household contribution (contributing households only)	\$1,945	\$1,114
Average contribution as a percentage of household income (contributing households only)	3.5%	2.7%
Percentage Asked, by Respondent Demographic Characteristics		
Gender		
Male	57.0%	43.0%
Female	56.3%	43.7%
Race/Ethnicity		
White (non-Hispanic)	60.2%	39.8%
Black/African-American (non-Hispanic)	48.8%	51.2%
Other (non-Hispanic)	48.3%	51.7%
Hispanic (all races)	36.8%	63.2%
Age		
21–29	44.8%	55.2%
30–39	53.8%	46.2%
40–49	61.8%	38.2%
50–64	61.8%	38.2%
65+	55.4%	44.6%
Education		
Less than high school	35.3%	64.7%
High school graduate	49.5%	50.5%
Some technical school or some college	58.1%	41.9%
College graduate or some additional professional school	70.5%	29.5%
Marital Status		
Married	62.5%	37.5%
Living with a partner	50.5%	49.5%
Divorced	57.2%	42.8%
Separated	43.9%	56.1%
Widowed	53.0%	47.0%
Single	47.7%	52.3%
Income		
Under \$25,000	42.0%	58.0%
\$25,000–\$49,999	51.3%	48.7%
\$50,000–\$74,999	67.0%	33.0%
\$75,000–\$99,999	67.7%	32.3%
\$100,000 or more	72.1%	27.9%
Children in Household		
Yes	55.7%	44.3%
No	57.0%	43.0%

Reasons to Volunteer: Feels Compassion Toward People in Need

		IMPORTANT	NOT IMPORTANT
Percentage that volunteered in past year		96.3%	3.7%
Average monthly volunteer hours (past-year volunteers only)		15.2	12.2
Percentage by Respondent Demographic Characteristics			
Gender	Male	98.1%	1.9%
	Female	94.2%	5.8%
Race/ Ethnicity	White (non-Hispanic)	96.2%	3.8%
	Black/African-American (non-Hispanic)	99.6%	0.4%
	Other (non-Hispanic)	93.8%	6.2%
	Hispanic (all races)	97.2%	2.8%
Age	21–29	95.6%	4.4%
	30–39	96.9%	3.1%
	40–49	95.8%	4.2%
	50–64	95.8%	4.2%
	65+	97.5%	2.5%
Education	Less than high school	99.4%	0.6%
	High school graduate	96.4%	3.6%
	Some technical school or some college	96.8%	3.2%
	College graduate or some additional professional school	95.4%	4.6%
Marital Status	Married	96.3%	3.7%
	Living with a partner	94.1%	5.9%
	Divorced	97.9%	2.1%
	Separated	1	1
	Widowed	99.0%	1.0%
	Single	95.7%	4.3%
Income	Under \$25,000	98.9%	1.1%
	\$25,000–\$49,999	97.0%	3.0%
	\$50,000–\$74,999	96.2%	3.8%
	\$75,000–\$99,999	96.5%	3.5%
	\$100,000 or more	93.7%	6.3%
Children in Household	Yes	96.8%	3.2%
	No	96.0%	4.0%

¹ Estimate suppressed due to small cell size.

- Households with a religious affiliation gave more than twice as much, on average, than did those from households without a religious affiliation.
- Volunteers were more likely than their non-volunteering counterparts to belong to a religious organization.

Lifelong Impact of Youth Service

There are other factors associated with increased levels of giving and volunteering, one of the most important being the lifelong influence of youth experiences. Adults who began their involvement with nonprofit organizations and activities as young people tend to continue that involvement throughout their lifetimes. It is important for those who work with youth volunteers to understand that the experiences they provide, the encouragement and enthusiasm, the successes, and the attitudes they exhibit, will help encourage young people to become involved adults. People who work with youth are doing more than helping them meet a school graduation requirement or helping them fill a Saturday afternoon. They are helping young people understand how they can make a difference, learn compassion, and learn the role nonprofit organizations play in making their communities better places for all people.

Households in which the respondent began his/her involvement with nonprofits as a youth gave more, gave a higher percentage of income, and were more likely to volunteer as adults than households with no such youth involvement.

The Connection Between Giving and Volunteering
There is a strong connection between giving and volunteering. Volunteers are people who see firsthand the good work an organization does. They understand its services and programs more deeply than do non-volunteers, and they understand why the organization has chosen to address certain community needs. Volunteers also understand the organization's need for the money with which they perform their services and conduct their programs, and they understand how the money is spent and the resources allocated. Volunteers are people prepared to support their organizations with both time and money, and will do so if asked. Giving households with volunteers give significantly more than giving-only households.

Demographic Comparisons

There are some important patterns to charitable behavior in terms of demographics. Age, gender,

race and ethnicity, employment, education, marital status, and income statistics among survey respondents revealed that:

- The average household contribution increased with age, then declined for those over 65.
- The middle age groups, from 30 to 64, are more likely to volunteer than people under 30 or over 64.
- Female respondents were more likely to volunteer than their male counterparts.
- When asked, people of all races and ethnicities give and volunteer at approximately the same rates. However, because whites are more likely to be asked, they are more likely to be contributors and more likely to volunteer than are members of other racial and ethnic groups. No differences in household contributions were found among the racial and ethnic minorities, and no differences were found in the number of hours spent volunteering.
- Households with employed respondents were more likely to have made contributions, but being employed did not lead to higher average contributions.
- Employed respondents were more likely to have volunteered, but unemployed respondents volunteered more hours when they volunteered.
- The likelihood to contribute, the amount contributed, and the likelihood of having volunteered all increased with level of education.
- Among contributing households, significant differences in average contributions were found between those contributing households that itemized deductions and those that did not.
- Households with married respondents were more likely to contribute than were other types of households; they also gave more and were more likely to volunteer.
- Homeowners gave more than twice as much as renters and were more likely to have been volunteers.
- As household income increased, the propensity to contribute and the average contribution increased.
- As household income increased, the propensity to volunteer increased, but the number of hours volunteered did not vary across income groups.

Conclusion

Americans are a generous people. They share their resources, both time and financial, to improve communities around the world and enhance our way of life. Nonprofit organizations provide a way for everyday people to bring about change, a way for them to give back to their communities, and a way for them to help where needs are great.

Giving and Religious Affiliation

		Respondent belongs to a religious organization	
		YES	NO
Percentage of all respondents		65.7%	34.3%
Percentage of respondents in contributing households		68.8%	31.2%
Percentage of respondents in non-contributing households		43.1%	56.9%
Average household contribution (contributing households only)		\$1,989	\$878
Average contribution as a percentage of household income (contributing households only)		3.9%	1.6%
Percentage by Respondent Demographic Characteristics			
Gender	Male	70.1%	29.9%
	Female	61.0%	39.0%
Race/ Ethnicity	White (non-Hispanic)	65.8%	34.2%
	Black/African-American (non-Hispanic)	77.3%	22.7%
	Other (non-Hispanic)	56.1%	43.9%
	Hispanic (all races)	60.0%	40.0%
Age	21–29	53.7%	46.3%
	30–39	61.3%	38.7%
	40–49	65.2%	34.8%
	50–64	69.5%	30.5%
	65+	79.1%	20.9%
Education	Less than high school	60.7%	39.3%
	High school graduate	65.5%	34.5%
	Some technical school or some college	66.2%	33.8%
	College graduate or some additional professional school	68.2%	31.8%
Marital Status	Married	74.1%	28.9%
	Living with a partner	36.9%	63.1%
	Divorced	61.8%	38.2%
	Separated	79.3%	20.7%
	Widowed	58.5%	41.5%
	Single	54.6%	45.4%
Income	Under \$25,000	66.0%	34.0%
	\$25,000–\$49,999	65.5%	34.5%
	\$50,000–\$74,999	63.2%	36.8%
	\$75,000–\$99,999	71.2%	28.8%
	\$100,000 or more	65.6%	34.4%
Children in Household	Yes	65.9%	34.1%
	No	65.6%	34.4%

Respondents Who Were Volunteers As Youth

	YES	NO
Percentage of all respondents	57.0%	43.0%
Percentage of volunteers (past year)	67.3%	32.7%
Percentage of non-volunteers (past year)	49.0%	51.0%
Average monthly volunteer hours (past-year volunteers only)	15.6	14.0

Charitable Contributions

	ALL HOUSEHOLDS	GIVING AND VOLUNTEERING HOUSEHOLDS	GIVING-ONLY HOUSEHOLDS	VOLUNTEERING-ONLY HOUSEHOLDS	NEITHER
Average household contribution	\$1,415	\$2,295	\$1,009	\$0	\$0
Average contribution as a percentage of household income	2.7%	4.0%	2.4%	0.0%	0.0%
Average household income	\$53,432	\$63,501	\$50,115	\$37,711	\$29,039

Nonprofit organizations, both religious and secular, depend on this generosity to facilitate the accomplishment of their goals and objectives. Over three-quarters of all private contributions to nonprofit organizations come from individuals, reaching over \$160 billion in 2001, according to the AAFRC Trust for Philanthropy. Additionally, individuals give the equivalent of about \$240 billion annually in volunteer time, for a total of close to \$390 billion each year in total generosity. This equates to about \$1,400 for every man, woman, and child living in the United States.

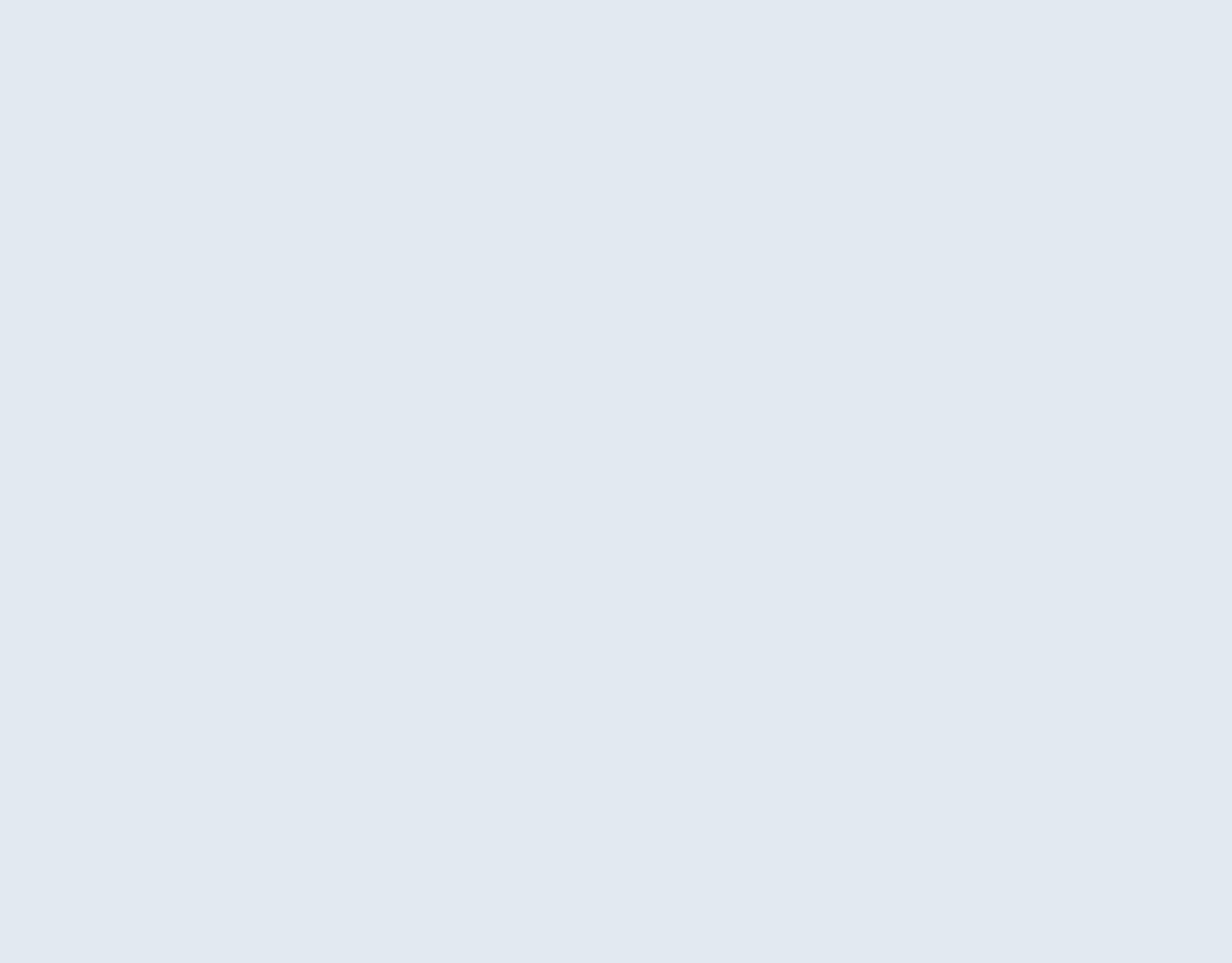
While this report shows the generosity of Americans, the encouraging nature of its findings should not lull leaders in the nonprofit sector into complacency. The year of the survey was a very different time from what we see today. Since the data for this survey were collected in 2001, the economy has taken a decidedly downward turn. The stock market has declined, unemployment has increased, confidence in major corporations has suffered, and the United States has gone to war against terrorism. While not all signs are negative, with new home sales reaching all-time highs and mortgage interest rates remaining low, there is concern in the sector that individual giving has already begun to decline. This study clearly shows that people who are worried about their personal financial condition give less than those who are not worried, so nonprofit organizations need to plan for a potential downturn in individual giving. Nonprofits may

need to increase their fundraising efforts, plan for the rise in costs of those increased efforts, and make contingency plans for the possibility of fewer resources. This study demonstrates clearly the power of the ask: that people who are asked to give are strong givers. Nonprofits may need to ask new groups of people in new ways if they are to meet their fundraising targets.

This study also shows the strong connection between public trust and charitable giving. Charities should take proactive steps to reassure the public that they are honest and ethical in how they use contributed funds, and that they deserve the confidence the public bestows on them. These concepts go hand in hand, since a charity cannot gain confidence from the public unless it is also seen as being honest in its use of funds.

This study shows the strong connection between religious involvement and giving and volunteering to both religious and secular causes. In addition, a number of other factors have a strong influence on giving behavior including household income and the ability to deduct charitable contributions from one's taxable income.

Finally, this study shows the wisdom of getting young people involved in volunteering and, more importantly, getting youth and parents to volunteer together. The long-term involvement of adults in charitable behavior is greatly influenced by the experiences they have as youth.



Trends in Household Giving and Volunteering

1

Giving and volunteering are at the heart of citizen action and fundamental in sustaining the values that frame American life and strengthen democracy. Each of the seven surveys in the *Giving and Volunteering in the United States* series has documented and analyzed the trends and factors that influence giving and volunteering. Chapter 1 provides summary findings about the patterns of giving and volunteering from the national survey conducted in the months of May through July 2001. Highlights include the percentage of volunteering among identifiable population groups and their giving patterns, the distribution of giving and volunteering by recipient areas, trends in household giving, and areas receiving charitable contributions.

Household Contributions: An Overview

Table 1.1 displays a national overview of household contributions for 2000 based on the *Giving and Volunteering* survey. In 2000, 89.0 percent of households reported making charitable contributions. The average household contribution for all households was \$1,415.

Among all households, the average contribution as a percent of household income was 2.7 percent. Among contributing households, the average household contribution was \$1,620. Contributing households gave 3.1 percent of their average household income to various charitable causes.

In this section, we describe household charitable giving in terms of:

- Amount of household contributions;
- Household income;
- Who in the household makes the decisions about charitable giving;
- Types of organizations supported by charitable giving; and
- Informal household giving.

Figure 1.1 Percentage of All Households Making an Annual Contribution

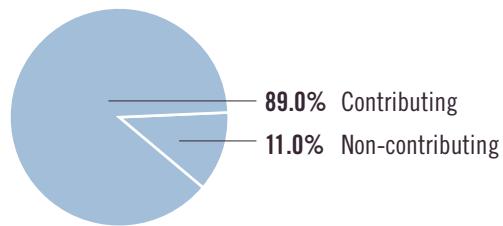


Table 1.1 2000 Household Giving (Formal)

	ALL HOUSEHOLDS	CONTRIBUTING HOUSEHOLDS
Percentage of households making contributions	89.0%	100.0%
Average household contribution	\$1,415	\$1,620
Average household income	\$53,432	\$56,535
Average percentage of household income contributed	2.7%	3.1%

Household Contributions

Table 1.2 displays the distribution of households by the amount contributed to charitable causes, ranging from \$0 to \$1,000 or more. Slightly more than 16 percent of contributing households gave \$100 or less, while 25 percent gave between \$100 and \$500, and 14 percent gave between \$501 and \$999. About 36 percent of contributing households gave \$1,000 or more. Median household contribution was \$625 (data not shown).

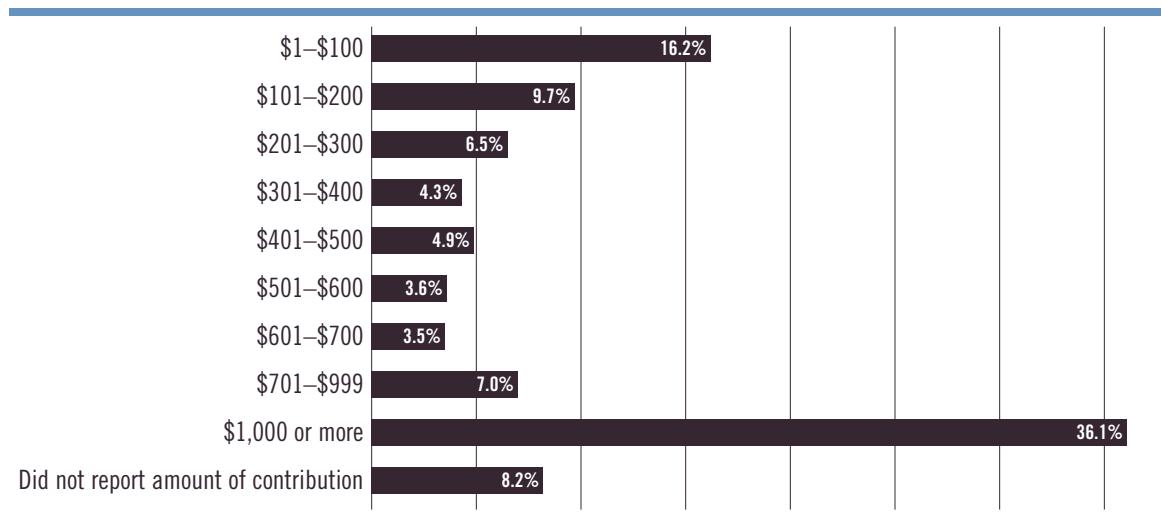
Household Income

Table 1.3 illustrates the association between household income and the amount of charitable contribution. Among all households, approximately 24 percent had an annual income under \$25,000.

Thirty-two percent had an annual income between \$25,000 and \$49,999. Just over 21 percent had an annual income between \$50,000 and \$74,999, while 10 percent had an annual income between \$75,000 and \$99,999. About 12 percent of households had an annual income of \$100,000 or more.

The proportion of households making formal contributions increases as household income increases. In the under \$25,000 income group, only 77 percent made formal contributions in 2000, while 88 percent of the \$25,000 to \$49,999 income group, 93 percent in the \$50,000 to \$74,999 income group, and 97 percent of those in the two highest income groups made formal contributions.

Not surprisingly, the average contribution also significantly increases across all income groups. In the under \$25,000 income group, the average household contribution was \$587. Contributing households in the \$25,000 to \$49,999 income group gave \$1,027 on average, while those in the \$50,000 to \$74,999 income group gave \$1,766. Those in the \$75,000 to \$99,999 income group gave an average of \$2,109, and those in the \$100,000 or more income group gave nearly double that, \$3,976.

Figure 1.2 Household Giving by Amount of Contribution (Contributing Households Only)**Table 1.2 2000 Household Giving by Amount of Contribution**

	All households PERCENTAGE	Contributing households		
		PERCENTAGE OF CONTRIBUTING HOUSEHOLDS	AVERAGE HOUSEHOLD INCOME	AVERAGE PERCENTAGE OF HOUSEHOLD INCOME CONTRIBUTED
All households				
Non-contributing	11.0%	N/A	\$30,458	N/A
Contributing	89.0%	100.0%	\$56,535	3.1%
Amount of contribution				
\$0	11.8%	N/A	\$30,458	N/A
\$1-\$100	14.2%	16.2%	\$36,428	0.3%
\$101-\$200	8.6%	9.7%	\$44,726	0.6%
\$201-\$300	5.7%	6.5%	\$43,265	1.0%
\$301-\$400	3.8%	4.3%	\$45,494	1.6%
\$401-\$500	4.3%	4.9%	\$52,221	1.7%
\$501-\$600	3.2%	3.6%	\$53,344	2.4%
\$601-\$700	3.1%	3.5%	\$53,840	2.1%
\$701-\$999	6.2%	7.0%	\$58,657	2.5%
\$1,000 or more	31.8%	36.1%	\$74,018	6.2%
Did not report amount of contribution	7.4%	8.2%	\$52,895	N/A

Figure 1.3 Household Contribution Rate by Household Income

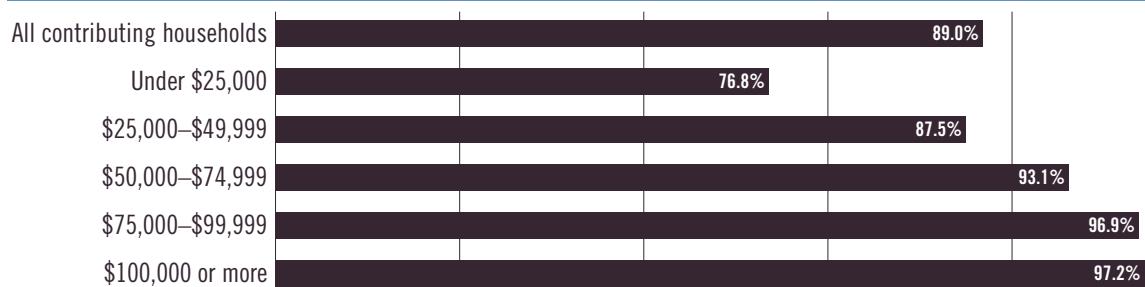


Figure 1.4 Average Annual Household Contribution by Income (Contributing Households Only)

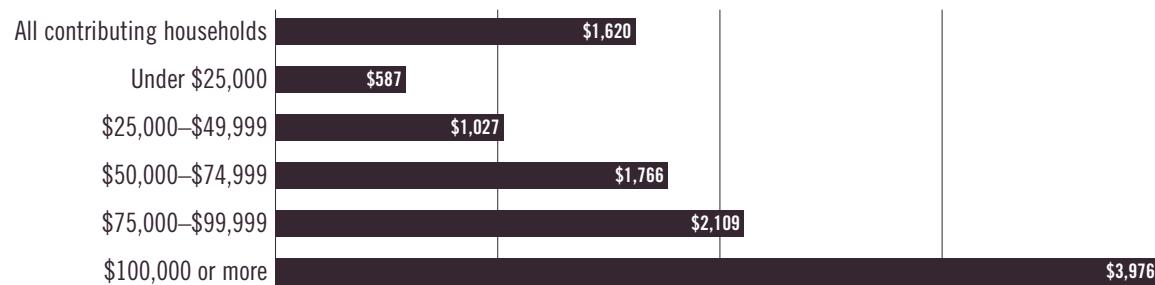


Table 1.3 2000 Household Giving by Household Income

	All households		Contributing households	
	PERCENTAGE	PERCENTAGE MAKING FORMAL CONTRIBUTION	AVERAGE CONTRIBUTION	AVERAGE PERCENTAGE OF HOUSEHOLD INCOME CONTRIBUTED
	100.0%	89.0%	\$1,620	3.1%
Household income				
Under \$25,000	24.4%	76.8%	\$587	4.2%
\$25,000–\$49,999	32.0%	87.5%	\$1,027	3.0%
\$50,000–\$74,999	21.4%	93.1%	\$1,766	3.0%
\$75,000–\$99,999	9.8%	96.9%	\$2,109	2.7%
\$100,000 or more	12.4%	97.2%	\$3,976	2.7%

Previous studies of charitable giving have found that contributions as a percent of household income generally decrease as household income increases. The 2001 survey found similar results, which are displayed in Table 1.3. Contributing households in the under \$25,000 income group gave an average of 4.2 percent of their household income, which was the highest among all other income groups. In contrast, the \$100,000 or more income group gave only 2.7 percent of their household income.

The relationship between household income and giving can also be analyzed in terms of the percent of total household income given as charitable contributions. In 2000, 37.1 percent of contributing households gave less than 1 percent of their total household income, 26 percent gave between 1 and 2.99 percent, 11 percent gave between 3 and 4.99 percent, and 18 percent of households gave 5 percent or more (Table 1.4). About half of contributing households gave more than 1.4 percent of their annual income to charitable causes.

Household Decision Makers

Fifty-nine percent of respondents who said they lived in households with more than one adult were asked who in the household was most involved in deciding which organizations to support. These results are displayed in Table 1.5. In just over 40 percent of all households, the respondents said they themselves were the most involved in the decision making about giving, while in 44.2 percent of all households the respondent and the respondent's spouse or partner made decisions jointly. In 9.6 percent of all households, the respondent's spouse or partner was the most involved in decision making, while about 3 percent of respondents said that someone else was most involved. Households where the respondent made the giving decisions jointly with a spouse or partner were significantly more likely to have made a contribution, compared to all other households. These households gave significantly more, on average, than did households where only the respondent was involved (\$2,299 versus \$1,573, respectively).

Figure 1.5 Percentage of Household Income Contributed by Income Level (Contributing Households Only)

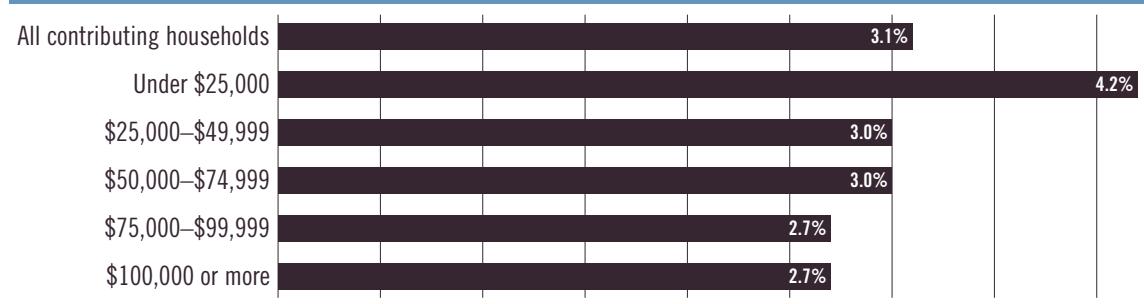
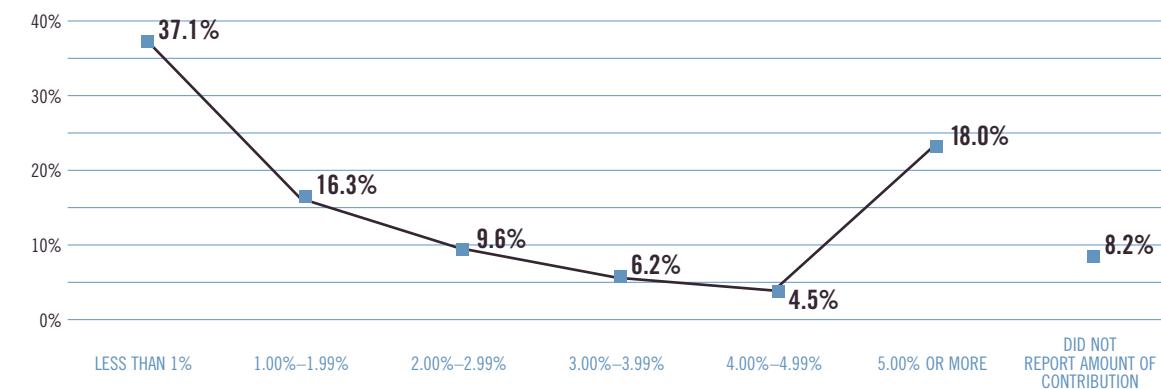


Figure 1.6 Percentage of Households Contributing by Percent of Income Given



**HOUSEHOLDS WHERE THE RESPONDENT
MADE THE GIVING DECISIONS JOINTLY
WITH A SPOUSE OR PARTNER WERE
SIGNIFICANTLY MORE LIKELY TO HAVE
MADE A CONTRIBUTION, COMPARED TO
ALL OTHER HOUSEHOLDS.**

Table 1.4 2000 Household Giving as a Percentage of Household Income

	All households	Contributing households		
	PERCENTAGE	PERCENTAGE MAKING FORMAL CONTRIBUTION	AVERAGE CONTRIBUTION	AVERAGE HOUSEHOLD INCOME
All households				
Non-contributing	11.0%	N/A	N/A	\$30,458
Contributing	89.0%	100.0%	\$1,620	\$56,535
Percentage of household income contributed				
0%	11.8%	N/A	N/A	\$30,458
Less than 1%	32.7%	37.1%	\$246	\$59,353
1.00%–1.99%	14.4%	16.3%	\$823	\$57,825
2.00%–2.99%	8.5%	9.6%	\$1,421	\$58,588
3.00%–3.99%	5.4%	6.2%	\$1,986	\$58,341
4.00%–4.99%	4.0%	4.5%	\$2,356	\$53,484
5.00% or more	15.9%	18.0%	\$4,978	\$50,257
Did not report amount of contribution	7.4%	8.2%	N/A	\$52,895

Table 1.5 2000 Household Giving: Who Makes Giving Decisions?

	Who in the household is considered most involved in deciding which organizations to give to?				
	All households ¹	Contributing households ¹	PERCENTAGE MAKING FORMAL CONTRIBUTION	AVERAGE CONTRIBUTION	AVERAGE HOUSEHOLD INCOME
Respondent	40.4%	91.3%	\$1,573	\$64,191	2.8%
Respondent's spouse or partner	9.6%	88.4%	\$1,796	\$60,244	3.4%
Both respondent and respondent's spouse or partner	44.2%	94.0%	\$2,299	\$70,278	3.4%
Another household member	2.7%	88.0%	\$1,517	\$80,102	2.3%
Someone else	3.1%	73.8%	\$1,458	\$54,006	3.3%

¹Excludes single-person households.

Figure 1.7 Household Giving Levels by Who Makes Giving Decisions

Type of Organization Supported

Among contributing households, almost 69 percent reported giving to religious organizations. About 43 percent gave to health-related organizations, 39.3 percent to human service organizations, 38.3 percent to youth development organizations, and 33.8 percent to education-related organizations. Environment organizations received contributions from 21.5 percent of households, and arts and culture/humanities organizations received contributions from 18.8 percent. Almost 13 percent of households contributed to public and societal benefit organizations, while 8.3 percent contributed to foundations, and 7.1 percent contributed to international or foreign programs. About 20 percent of households contributed to other unspecified organization types.

Average contributions ranged from \$1,358 given to religious organizations to \$195 given to the environment. Evidently, religious organizations received significantly higher contributions compared to other organizations. The second highest average contribution was received by education-related organizations (\$508), followed by adult recreation organizations (\$371) and youth development organizations (\$337).

About 53 percent of total dollar contributions were given to religious organizations. An additional 10 percent of household contributions went to educational organizations, followed by human service organizations (7.8%), youth development groups (5.9%), and health organizations (5.8%). Over 17 percent of total dollar contributions were shared by seven other types of organizations.

Figure 1.8 Percentage of Contributing Households Giving to Organization Type

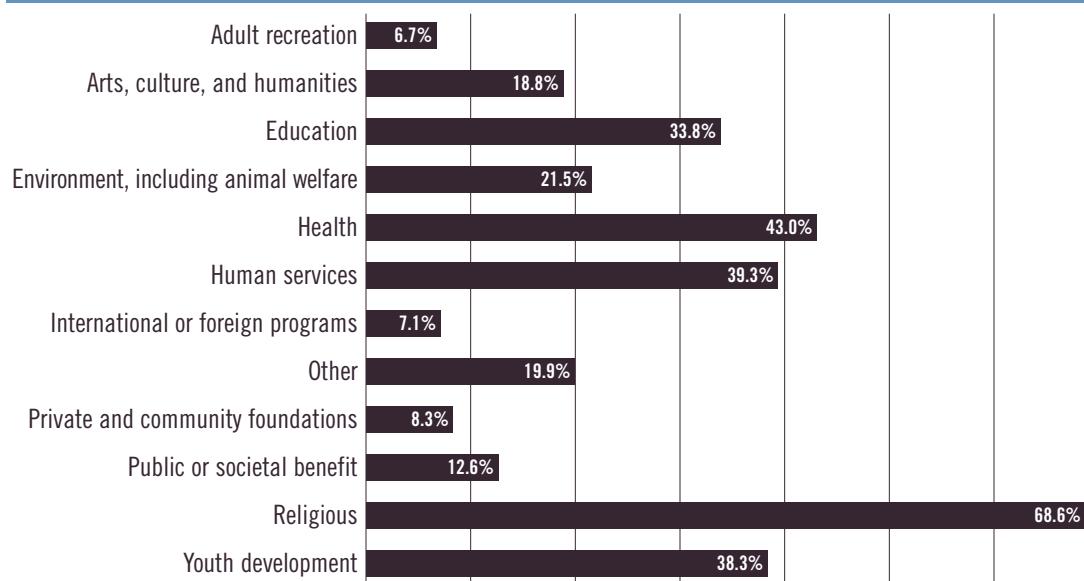


Figure 1.9 Average Contribution Among Households That Contribute to Organization Type

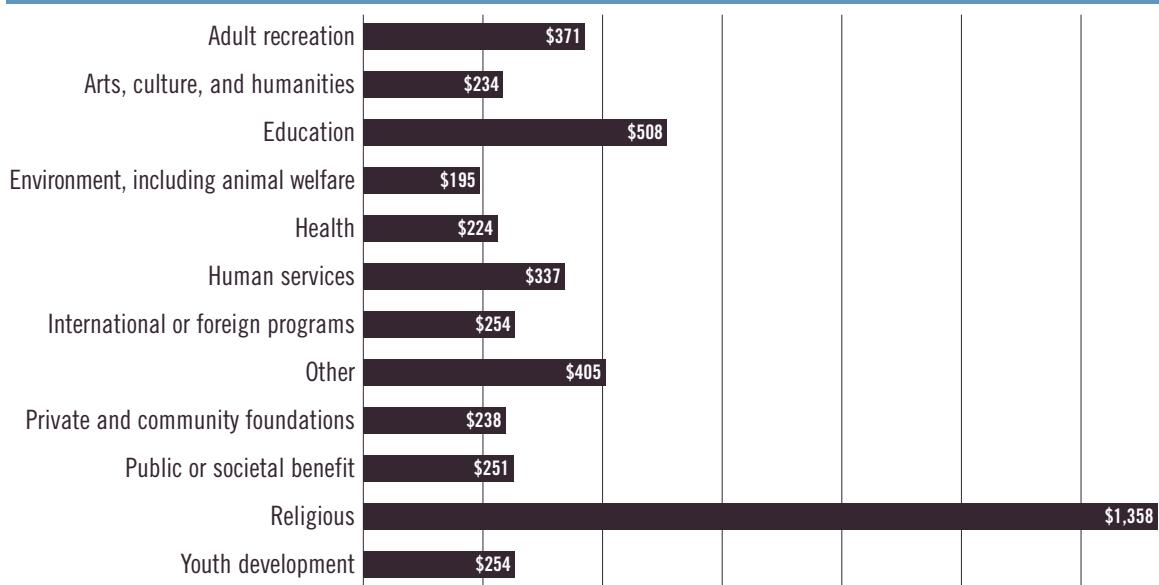
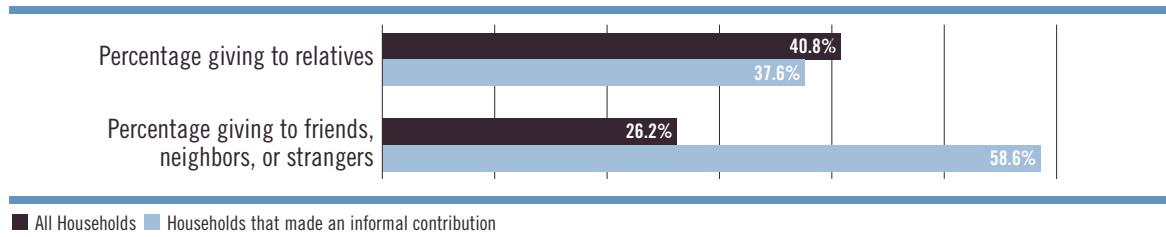


Figure 1.10 Types of Informal Giving**Table 1.6 2000 Household Giving by Organization Type**

	Contributing households PERCENTAGE MAKING CONTRIBUTION TO ORGANIZATION TYPE ¹	MEAN CONTRIBUTION AMONG HOUSEHOLDS THAT CONTRIBUTED TO ORGANIZATION TYPE	Total contributions PERCENTAGE CONTRIBUTED TO ORGANIZATION TYPE
Adult recreation	6.7%	\$371	1.5%
Arts, culture, and humanities	18.8%	\$234	2.6%
Education	33.8%	\$508	10.1%
Environment, including animal welfare	21.5%	\$195	2.6%
Health	43.0%	\$224	5.8%
Human services	39.3%	\$337	7.8%
International or foreign programs	7.1%	\$254	1.1%
Other	19.9%	\$405	4.8%
Private and community foundations	8.3%	\$238	1.1%
Public or societal benefit	12.6%	\$251	1.8%
Religious	68.6%	\$1,358	53.3%
Youth development	38.3%	\$254	5.9%

¹Total does not sum to 100% because respondent could give multiple responses.

Table 1.7 2000 Informal Household Giving

	ALL HOUSEHOLDS	HOUSEHOLDS THAT MADE AN INFORMAL CONTRIBUTION
Percentage of households making informal contributions	51.6%	100.0%
Percentage giving to relatives	40.8%	37.6%
Percentage giving to friends, neighbors, or strangers	26.2%	58.6%
Average informal household contribution	\$1,081	\$2,137
Average household income	\$53,432	\$58,231
Average informal contribution as a percentage of household income	2.4%	4.7%

Informal Giving

Informal giving was defined as contributions given to individuals such as relatives who did not live with the respondent (including children and parents) and to friends, neighbors, or strangers. Nearly 52 percent of all households made informal contributions. The average informal contribution for all households was \$1,081, and \$2,137 for contributing households. Among households that made informal contributions, 4.7 percent of household income was given informally. Table 1.7 shows that households that made informal contributions had a slightly higher average household income versus that of all households (\$58,231 versus \$53,432). Among informal contributors, 40.8 percent gave to relatives, and 26.2 percent gave to friends, neighbors, or strangers. Only 15.4 percent gave to both categories.

Figure 1.11 Percent of Respondents that Volunteered in the Past Year

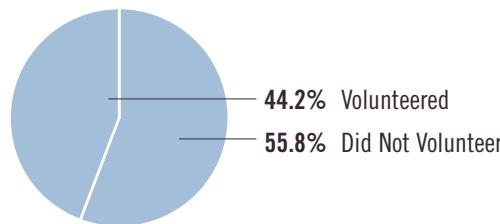
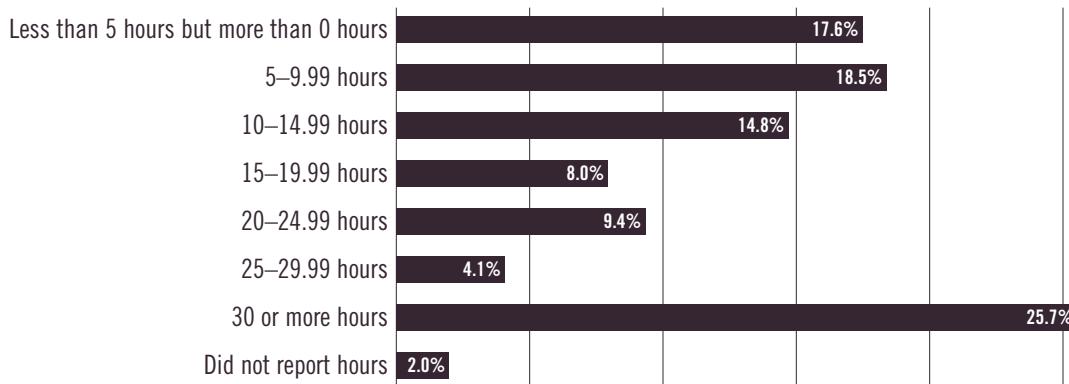


Figure 1.12 Hours Volunteered in the Past Month (Volunteers Only)



Volunteering: An Overview

Volunteering provides a venue to help others in the community and also offers a means to gain self-fulfillment, skills, confidence, and a social network. This section describes volunteering among respondents in terms of the following:

- Frequency of volunteering in the past 12 months and in the past month;
- Hours served in the past month;
- Household income;
- Types of organizations served by volunteering; and
- Informal volunteering.

Frequency of Volunteering

In 2000, 83.9 million individuals (adults over the age of 21) volunteered at some time during the previous 12 months, and represented 44.2 percent of the U.S. population. Over 27 percent had volunteered within the past month and spent on average just over 24 hours participating in volunteering activities.

Volunteering Hours in the Past Month

Table 1.9 displays the hours spent volunteering in the past month, for all respondents and for past-month volunteers. More than 27 percent of all respondents volunteered in the past month. Among these past-month volunteers, 17.6 percent volunteered fewer than 5 hours. More than 18 percent volunteered between 5 and 9.99 hours, while an additional 23 percent volunteered between 10 and 19.99 hours, and 14 percent served between

20 and 29.99 hours. Twenty-six percent of past-month volunteers served 30 or more hours.

Household Income

Table 1.10 explores the relationship between volunteering and household income. It displays the percent of respondents in each household income category that volunteered in the past 12 months and in the past month, and the average hours volunteered.

In households with an annual income under \$25,000, about 27 percent of respondents volunteered in the past year, while 15.3 percent had volunteered in the past month for an average of 21.6 hours. In households with an annual income between \$25,000 and \$49,999, 38 percent of these respondents had volunteered in the past 12 months, and 24 percent had volunteered in the past month for an average of 22.7 hours. Over half of respondents in households with annual incomes between \$50,000 and \$74,999 volunteered in the

past 12 months, and 32 percent had volunteered in the past month for an average of 23.5 hours. In households with annual incomes between \$75,000 and \$99,999 per year, nearly 57 percent of these respondents had volunteered in the past 12 months, and 35 percent had volunteered in the past month. Among past-month volunteers in this household income category, an average of 26.6 hours were volunteered. Just about 56 percent of respondents living in households with an annual income of \$100,000 or more volunteered in the past 12 months, and 38 percent had volunteered in the past month for an average of 27.1 hours.

Although in general a higher proportion of respondents from higher income households volunteered in the past year, these differences were significant only between the two lowest income categories. Similarly, past-month volunteers from higher income households reported more hours of volunteering in the past month.

Table 1.8 2000 Volunteering (Formal)

	ALL RESPONDENTS	PAST-YEAR VOLUNTEERS	PAST-MONTH VOLUNTEERS
Percentage of respondents	100.0%	44.2%	27.5%
Percentage who volunteered in past month	27.5%	62.7%	100.0%
Average hours volunteered in past month	6.6	15.1	24.2

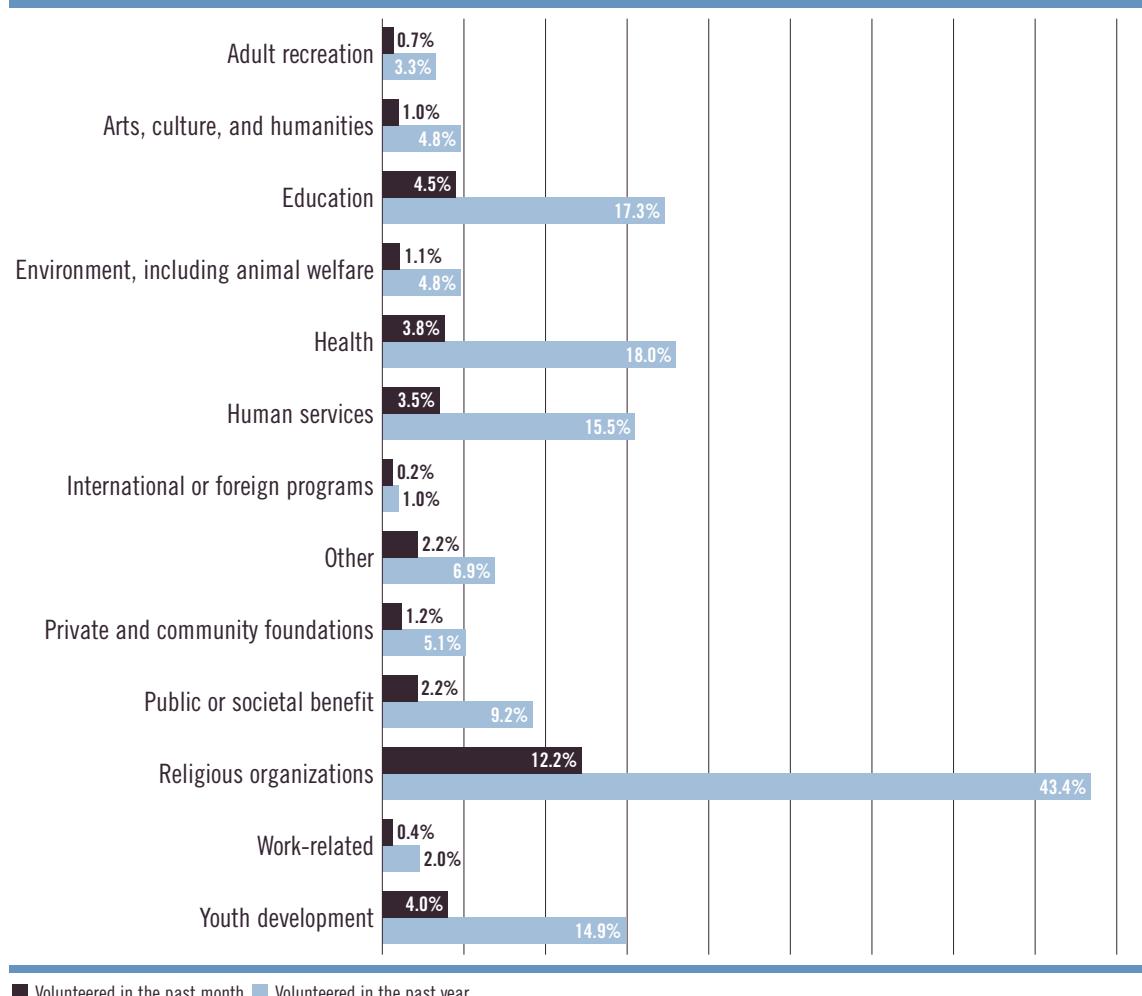
Table 1.9 2000 Volunteering by Hours Volunteered

	ALL RESPONDENTS	PAST-MONTH VOLUNTEERS
Did not volunteer in past month	72.5%	N/A
Volunteered in past month	27.5%	100.0%
Hours volunteered in past month		
0 hours	72.5%	N/A
Less than 5 hours	4.8%	17.6%
5–9.99 hours	5.1%	18.5%
10–14.99 hours	4.1%	14.8%
15–19.99 hours	2.2%	8.0%
20–24.99 hours	2.6%	9.4%
25–29.99 hours	1.1%	4.1%
30 or more hours	7.1%	25.7%
Did not report hours	0.6%	2.0%

Table 1.10 2000 Volunteering by Household Income

	All respondents	Past-month volunteers	
		PERCENTAGE WHO VOLUNTEERED IN THE PAST 12 MONTHS	PERCENTAGE WHO VOLUNTEERED IN PAST MONTH
Annual household income			
Under \$25,000	27.3%	15.3%	21.6
\$25,000–\$49,999	37.5%	24.4%	22.7
\$50,000–\$74,999	53.5%	32.0%	23.5
\$75,000–\$99,999	56.6%	35.2%	26.6
\$100,000 or more	55.5%	38.3%	27.1

Figure 1.13 2000 Volunteering by Organization Type



ALTHOUGH IN GENERAL A HIGHER PROPORTION OF RESPONDENTS FROM HIGHER INCOME HOUSEHOLDS VOLUNTEERED IN THE PAST YEAR, THESE DIFFERENCES WERE SIGNIFICANT ONLY BETWEEN THE TWO LOWEST INCOME CATEGORIES.

Table 1.11 2000 Formal Volunteering by Organization Type

	Past-year volunteers	Past-month volunteers	Total volunteer hours	
	PERCENTAGE VOLUNTEERING FOR ORGANIZATION TYPE IN PAST 12 MONTHS ¹	PERCENTAGE VOLUNTEERING FOR ORGANIZATION TYPE IN PAST MONTH	AVERAGE HOURS VOLUNTEERED FOR THOSE WHO VOLUNTEERED TO THAT TYPE IN PAST MONTH	PERCENTAGE OF OVERALL HOURS VOLUNTEERED TO ORGANIZATION TYPE
Adult recreation	3.3%	0.7%	2	1.9%
Arts, culture, and humanities	4.8%	1.0%	2	2.9%
Education	17.3%	4.5%	18.5	12.6%
Environment, including animal welfare	4.8%	1.1%	26.0	4.2%
Health	18.0%	3.8%	16.4	9.2%
Human services	15.5%	3.5%	17.2	9.1%
International or foreign programs	1.0%	0.2%	2	0.4%
Other	6.9%	2.2%	17.9	5.9%
Private and community foundations	5.1%	1.2%	13.7	2.5%
Public or societal benefit	9.2%	2.2%	15.5	5.1%
Religious organizations	43.4%	12.2%	15.6	28.4%
Work-related	2.3%	0.4%	2	0.9%
Youth development	14.9%	4.0%	26.0	15.7%

¹Total does not sum to 100% because respondent could give multiple responses.

²Estimate suppressed due to small cell size.

Distribution of Volunteer Activities by Type of Charity

Volunteers were asked to identify the type of charitable organizations to which they gave their time. Figure 1.13 shows the percentage of the respondents reporting voluntary assignments, the distribution of assignments by activity, and the proportion of past-year and past-month volunteers for that organization type.

The organizations that attracted the highest percentage of volunteers were: religious organizations, health-related organizations, educational groups, human service organizations, and youth development organizations. Least frequently mentioned organization types included: public or societal groups, private and community foundations, and environmental/animal welfare organizations.

The average number of hours volunteered for each organization type among the volunteers who served these organizations is presented in Table 1.11. Volunteers for youth development and environmental/animal welfare organizations volunteered the most hours, an average of 26 per month.

Volunteers to religious organizations served about 16 hours per month.

Another way to look at organizations served is to determine their share of all hours volunteered. Religious organizations received the largest share of all hours volunteered in the past month, about 28 percent of all hours. Youth development received 15.7 percent, and education organizations received 12.6 percent of all hours. Health-related and human services organizations each received about 9 percent. These results are also displayed in Table 1.11.

Informal Volunteering

Respondents were also asked whether they had done any informal volunteering in the past year and past month. *Informal volunteering* was defined as unpaid work done for people outside the household and not within the context of a formal service organization. Informal volunteering included activities such as helping a neighbor, shopping for an elderly person, and babysitting the children of a friend, but excluded help given to family members who live in the same household as the respondent.

Table 1.12 2000 Informal Volunteering

	ALL RESPONDENTS	INFORMAL VOLUNTEERS (PAST YEAR)	INFORMAL VOLUNTEERS (PAST MONTH)
Percentage who volunteered informally in past month	60.8%	76.9%	100.0%
Average informal volunteer hours in past month	15.4	19.6	25.7
Average household income	\$58,030	\$60,851	\$61,289

Table 1.13 2000 Household Giving and Use of the Internet

	ALL RESPONDENTS	CONTRIBUTING HOUSEHOLDS
Respondents with Internet access	60.0%	63.6%
Among those with Internet access		
Households that have used the Internet to find out more about a charitable organization	14.3%	15.0%
Households that have made a charitable donation via the Internet	2.6%	2.8%
Among those who have made donations via the Internet		
Households in which online contributions have replaced other contribution methods	N/A	17.3%

Table 1.12 displays results for informal volunteering. About 61 percent of all respondents said that they had done some informal volunteering in the past month, while 77 percent of those who had informally volunteered in the past 12 months had also volunteered in the past month. Those who informally volunteered in the past month spent about 26 hours, on average, on these activities.

Internet Use

A new area of interest addressed by the 2001 *Giving and Volunteering* survey is the use of the Internet to obtain information about charitable organizations and volunteering opportunities, as well as to make contributions and volunteer online.

Table 1.13 displays results on household giving and Internet use. About 60 percent of all respondents reported having some kind of access to the Internet. This proportion increased to nearly 64 percent among respondents living in contributing households. Among those households with a respondent with Internet access, about 14 percent of all households and 15 percent of contributing households reported that they had used the Internet to find information about a charitable organization. Additionally, 2.8 percent of contributing households reported that they had made a donation via the Internet. Among those contributing households that had ever made a donation via the Internet, more than 17 percent reported that online methods of contributing had replaced other contribution methods for their household.

Table 1.14 displays results related to volunteering and Internet use. About 73 percent of past-year volunteers reported some kind of Internet access.

Among those volunteers, about 13 percent reported that they had used the Internet to search for or learn about volunteer opportunities. About 4 percent of volunteers with Internet access reported that they had volunteered over the Internet doing such activities as mentoring, tutoring, or developing websites.

Figure 1.14 Contributing Households With Internet Access

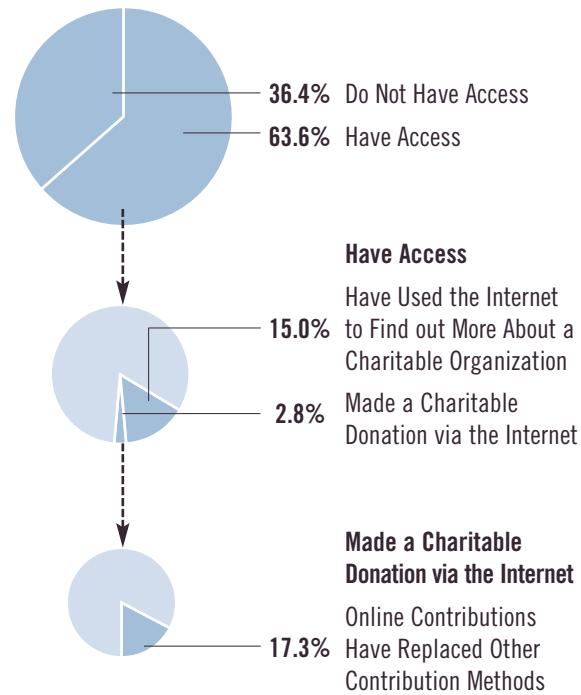
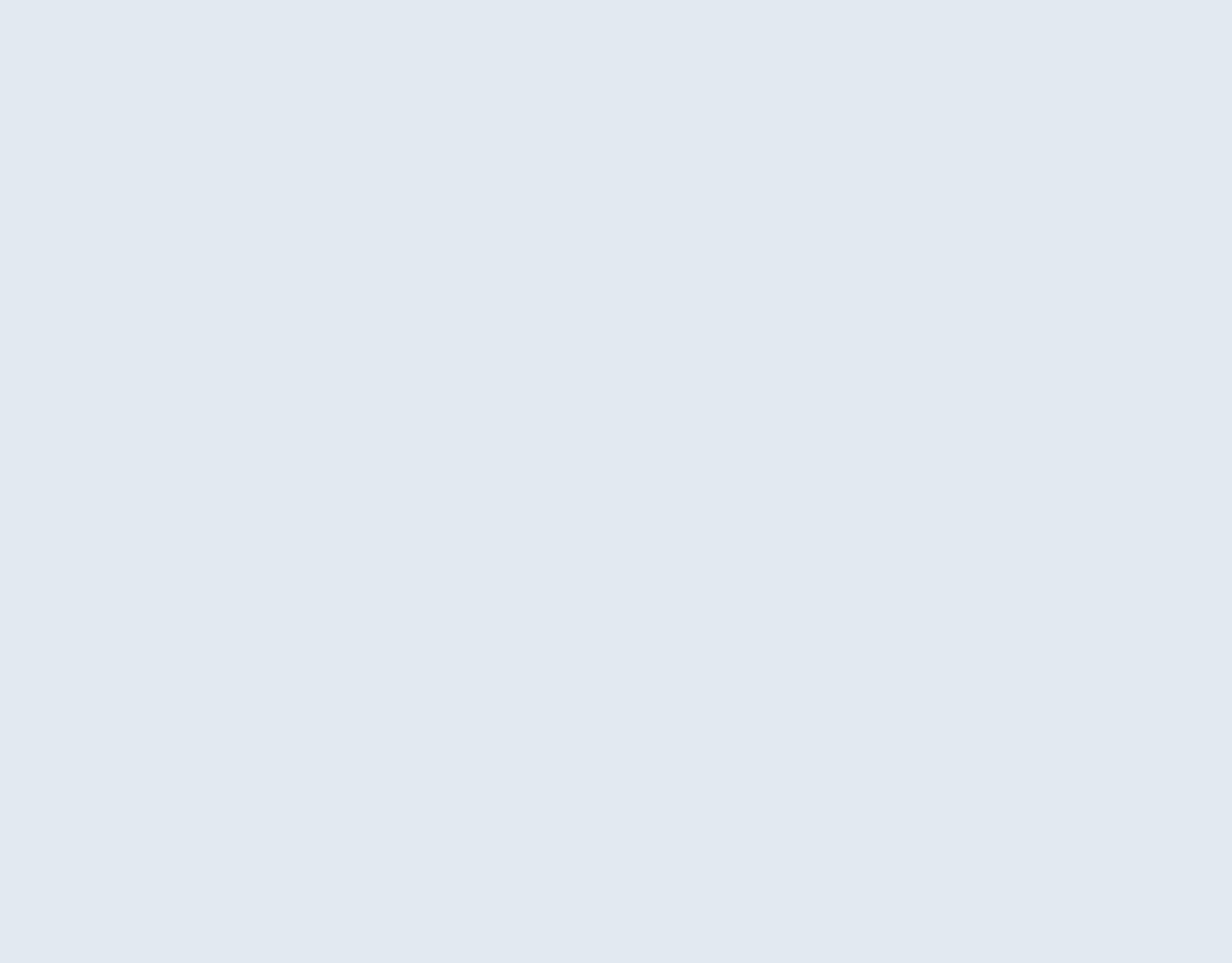


Table 1.14 2000 Volunteering and Use of the Internet

	ALL RESPONDENTS	PAST-YEAR VOLUNTEERS
Respondents with Internet access	60.0%	73.2%
Among respondents with Internet access		
Used the Internet to search for volunteer opportunities, learn about volunteer opportunities, or do other similar activities	10.2%	13.2%
Among volunteers with Internet access		
Volunteered over the Internet doing such things as mentoring, tutoring, or website development in the past 12 months	3.2	4.0%
Among all volunteers		
Learned about a volunteering opportunity via an Internet advertisement or responded to a solicitation over the Internet	2.7	3.3%



Motivations for Giving and Volunteering

2

Financial contributions for individuals are an essential component of the funding stream for many nonprofit organizations, and many of these same organizations depend on volunteers to provide services. This relationship between donors, volunteers, and organizations exists because of the well-documented generosity of Americans, who give and volunteer to causes for a variety of reasons. So, what motivates someone to engage in a philanthropic activity? What characteristics distinguish those who give and volunteer from those who do not? Chapter 2 explores which motives, background, experiences, behaviors, and/or situations relate most strongly to the actual giving and volunteering patterns of survey respondents. Highlights include the power of the ask, attitudes towards charitable organizations, types of organizations supported, and perceptions of the effectiveness of religious congregations. This chapter also identifies some reasons why respondents did not volunteer or why their household did not make a financial contribution.

Giving and Motivations to Give

Respondents were asked how important particular reasons were in their decision to contribute to a charitable organization. Factors that may motivate giving include the following:

- Being asked to give;
- Attitudes toward charities in general;
- Perceptions of the effectiveness of local religious organizations in addressing an array of human needs;
- Specific reasons for which households give;
- Respondent perceptions about their household financial security; and
- Specific reasons for not giving, among those who did not contribute.

The Power of the Ask

All *Giving and Volunteering* surveys since 1988 have revealed that being asked to give has a strong and

significant association with giving behavior.

The results for this association are displayed in Table 2.1. Overall, contributing households were more likely to have received a personal request for contributions than were non-contributing households (61.0% versus 23.1%).

Contributing households that were asked to give made significantly higher contributions compared to households that were not asked (\$1,945 versus \$1,114). Additionally, these households also gave a significantly higher proportion of their household income, compared to those not receiving requests to contribute (3.5% versus 2.7%).

Attitudes Toward Charities

People's attitudes about the need for charities, their trustworthiness, and their effectiveness may influence whether a person gives, as well as how

Figure 2.1 The Power of the Ask

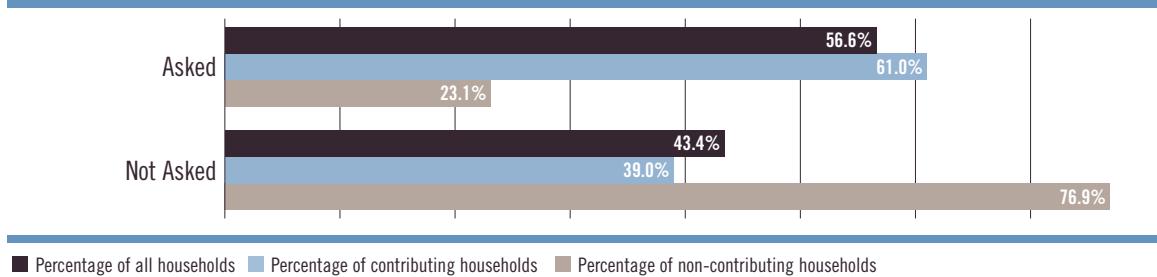


Figure 2.2 Differences in Annual Household Contributions Based on the Ask (Contributing Households Only)

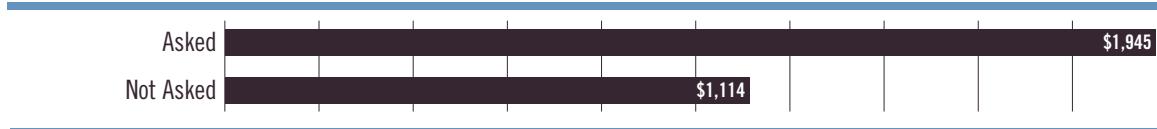


Figure 2.3 Differences in Percentage of Household Income Given Based on the Ask (Contributing Households Only)



Table 2.1 The Power of the Ask and Household Giving

		Were you or the members of your household personally asked to make a charitable contribution in 2000?	
		YES	NO
Percentage of all households		56.6%	43.4%
Percentage of contributing households		61.0%	39.0%
Percentage of non-contributing households		23.1%	76.9%
Average household contribution (contributing households only)		\$1,945	\$1,114
Average contribution as a percentage of household income (contributing households only)		3.5%	2.7%
Percentage by Respondent Demographic Characteristics			
Gender	Male	57.0%	43.0%
	Female	56.3%	43.7%
Race/Ethnicity	White (non-Hispanic)	60.2%	39.8%
	Black/African-American (non-Hispanic)	48.8%	51.2%
	Other (non-Hispanic)	48.3%	51.7%
	Hispanic (all races)	36.8%	63.2%
Age	21–29	44.8%	55.2%
	30–39	53.8%	46.2%
	40–49	61.8%	38.2%
	50–64	61.8%	38.2%
	65+	55.4%	44.6%
Education	Less than high school	35.3%	64.7%
	High school graduate	49.5%	50.5%
	Some technical school or some college	58.1%	41.9%
	College graduate or some additional professional school	70.5%	29.5%
Marital Status	Married	62.5%	37.5%
	Living with a partner	50.5%	49.5%
	Divorced	57.2%	42.8%
	Separated	43.9%	56.1%
	Widowed	53.0%	47.0%
	Single	47.7%	52.3%
Income	Under \$25,000	42.0%	58.0%
	\$25,000–\$49,999	51.3%	48.7%
	\$50,000–\$74,999	67.0%	33.0%
	\$75,000–\$99,999	67.7%	32.3%
	\$100,000 or more	72.1%	27.9%
Children in Household	Yes	55.7%	44.3%
	No	57.0%	43.0%

much is given. Survey respondents were asked whether they agreed or disagreed with the following series of statements about charitable organizations:

- The need for charitable organizations is greater now than five years ago.
- Most charitable institutions are honest in their use of donated funds.
- Charitable organizations play an important role in speaking out on important issues.
- The government has a basic responsibility to take care of people who can't take care of themselves.
- It is in my power to do things that improve the welfare of others.

Overall, the majority of household respondents agreed with these statements. These results are displayed in Tables 2.2–2.6.

A significantly larger proportion of contributing households than non-contributing households agreed with the statement that it was within their power to do things to improve the welfare of others (85.8% versus 72.5%) (Table 2.2). This was also true for the statement that most charitable institutions are honest in their use of funds (62.9% versus 54.3%) (Table 2.3), and for the statement that charitable organizations play an important role in speaking out about important issues (79.7% versus 69.5%) (Table 2.4).

For the statement that the government has a basic responsibility to take care of people who can't

take care of themselves, proportionately fewer contributing households agreed, compared to their non-contributing counterparts (73.1% versus 81.8%) (Table 2.5). Contributing and non-contributing households did not differ significantly on their opinion regarding the need for charitable organizations (72.0% versus 71.6%) (Table 2.6).

In Figure 2.4, households whose respondent agreed that charitable institutions are honest in their use of donated funds, gave on average \$1,743, while households whose respondent disagreed gave only \$1,385.

Households whose respondent agreed that the government has a responsibility to take care of people who can't take care of themselves gave \$1,448. This compares to an average household contribution of \$2,133 among those households whose respondent disagreed with the statement. Table 2.5 shows these same households gave significantly more of their total income to charity (3.7%) than those households that agreed (2.9%).

Table 2.7 displays the percentage of contributing households that agreed with the attitude statements by the type of organization supported. The proportion that agreed with each statement was about the same for all contributing households regardless of organization supported.

Perceptions About the Effectiveness of Local Religious Organizations

Respondents were also asked a series of questions to assess their perceptions about the effectiveness

Figure 2.4 Annual Household Contributions and Attitudes Towards Charitable Organizations

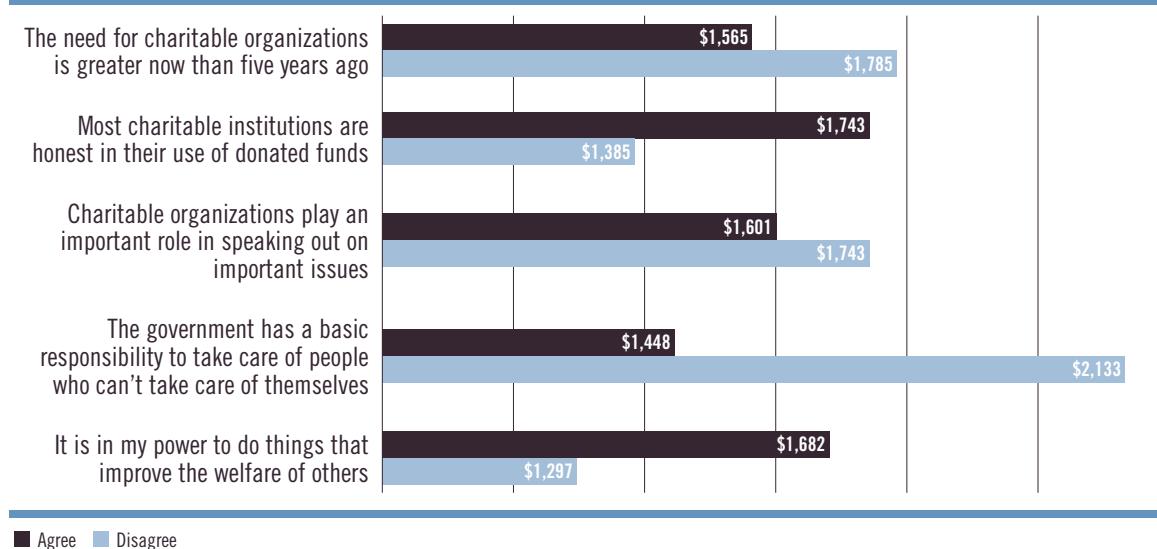


Table 2.2 Giving and Attitudes Toward Charities: It is in my power to do things that improve the welfare of others

		AGREE	DISAGREE	REFUSED/DON'T KNOW
Percentage of all respondents		84.3%	14.2%	1.5%
Percentage of respondents in contributing households		85.8%	12.9%	1.3%
Percentage of respondents in non-contributing households		72.5%	24.3%	3.2%
Average household contribution (contributing households only)	\$1,682	\$1,297		¹
Average contribution as a percentage of household income (contributing households only)	3.2%	2.8%		¹
Percentage by Respondent Demographic Characteristics				
Gender	Male	83.7%	15.0%	1.3%
	Female	84.8%	13.5%	1.7%
Race/Ethnicity	White (non-Hispanic)	85.1%	13.5%	1.4%
	Black/African-American (non-Hispanic)	83.0%	15.3%	1.7%
	Other (non-Hispanic)	79.0%	19.0%	1.9%
	Hispanic (all races)	83.1%	15.1%	1.9%
Age	21–29	85.0%	14.5%	0.5%
	30–39	86.6%	11.9%	1.5%
	40–49	87.1%	11.3%	1.6%
	50–64	83.7%	15.2%	1.1%
	65+	77.9%	19.0%	3.1%
Education	Less than high school	78.2%	18.8%	3.0%
	High school graduate	81.2%	16.5%	2.2%
	Some technical school or some college	85.3%	13.8%	0.8%
	College graduate or some additional professional school	90.0%	9.4%	0.7%
Marital Status	Married	86.4%	12.2%	1.5%
	Living with a partner	85.9%	13.4%	0.7%
	Divorced	83.9%	14.6%	1.5%
	Separated	75.0%	22.0%	3.0%
	Widowed	81.3%	16.9%	1.8%
	Single	81.4%	17.5%	1.1%
Income	Under \$25,000	79.4%	17.8%	2.8%
	\$25,000–\$49,999	83.7%	14.3%	2.1%
	\$50,000–\$74,999	86.1%	13.6%	0.3%
	\$75,000–\$99,999	87.4%	12.0%	0.7%
	\$100,000 or more	87.2%	11.7%	1.2%
Children in Household	Yes	85.8%	12.8%	1.4%
	No	83.2%	15.2%	1.6%

¹ Estimate suppressed due to small cell size

Table 2.3 Giving and Attitudes Toward Charities: Most charitable institutions are honest in their use of donated funds

		AGREE	DISAGREE	REFUSED/DON'T KNOW
Percentage of all respondents		61.8%	31.2%	7.0%
Percentage of respondents in contributing households		62.9%	30.8%	6.3%
Percentage of respondents in non-contributing households		54.3%	33.9%	11.7%
Average household contribution (contributing households only)	\$1,743	\$1,385	\$1,525	
Average contribution as a percentage of household income (contributing households only)	3.2%	3.1%	3.1%	
Percentage by Respondent Demographic Characteristics				
Gender	Male	60.7%	32.8%	6.4%
	Female	62.8%	29.7%	7.5%
Race/ Ethnicity	White (non-Hispanic)	63.4%	30.4%	6.3%
	Black/African-American (non-Hispanic)	52.5%	40.5%	7.1%
	Other (non-Hispanic)	55.2%	36.3%	8.5%
	Hispanic (all races)	63.9%	25.5%	10.6%
Age	21–29	70.1%	23.4%	6.5%
	30–39	64.4%	30.2%	5.4%
	40–49	61.7%	31.4%	7.0%
	50–64	59.3%	33.5%	7.2%
	65+	53.8%	37.0%	9.3%
Education	Less than high school	54.2%	35.9%	9.9%
	High school graduate	58.5%	34.8%	6.7%
	Some technical school or some college	61.4%	32.2%	6.5%
	College graduate or some additional professional school	70.0%	23.6%	6.4%
Marital Status	Married	62.5%	31.1%	6.4%
	Living with a partner	62.5%	32.1%	5.4%
	Divorced	62.8%	31.6%	5.7%
	Separated	56.6%	34.1%	9.3%
	Widowed	57.6%	34.2%	8.2%
	Single	63.3%	28.8%	7.9%
Income	Under \$25,000	56.1%	35.9%	8.0%
	\$25,000–\$49,999	60.3%	32.2%	7.4%
	\$50,000–\$74,999	62.3%	30.5%	7.2%
	\$75,000–\$99,999	67.5%	27.3%	5.1%
	\$100,000 or more	67.8%	26.4%	5.8%
Children in Household	Yes	64.4%	29.1%	6.5%
	No	60.1%	32.7%	7.2%

Table 2.4 Giving and Attitudes Toward Charities: Charitable organizations play an important role in speaking out on important issues

		AGREE	DISAGREE	REFUSED/DON'T KNOW
Percentage of all respondents		78.5%	17.6%	3.9%
Percentage of respondents in contributing households		79.7%	17.0%	3.4%
Percentage of respondents in non-contributing households		69.5%	22.7%	7.8%
Average household contribution (contributing households only)	\$1,601	\$1,743	\$1,445	
Average contribution as a percentage of household income (contributing households only)	3.1%	3.3%	3.1%	
Percentage by Respondent Demographic Characteristics				
Gender	Male	74.3%	21.6%	4.1%
	Female	82.3%	14.0%	3.8%
Race/Ethnicity	White (non-Hispanic)	78.5%	18.0%	3.5%
	Black/African-American (non-Hispanic)	76.6%	19.3%	4.1%
	Other (non-Hispanic)	77.7%	17.6%	4.8%
	Hispanic (all races)	81.8%	12.7%	5.5%
Age	21–29	88.4%	9.6%	2.0%
	30–39	83.4%	13.5%	3.1%
	40–49	81.6%	16.2%	2.3%
	50–64	71.5%	24.2%	4.3%
	65+	67.8%	23.9%	8.3%
Education	Less than high school	70.8%	19.9%	9.2%
	High school graduate	80.1%	16.7%	3.2%
	Some technical school or some college	79.3%	17.7%	3.1%
	College graduate or some additional professional school	79.7%	17.4%	2.9%
Marital Status	Married	79.1%	17.2%	3.7%
	Living with a partner	82.3%	15.0%	2.7%
	Divorced	78.3%	15.4%	6.3%
	Separated	68.8%	23.0%	8.2%
	Widowed	74.3%	21.1%	4.5%
	Single	80.7%	16.7%	2.6%
Income	Under \$25,000	75.3%	18.4%	6.3%
	\$25,000–\$49,999	80.0%	16.4%	3.6%
	\$50,000–\$74,999	81.0%	16.1%	2.9%
	\$75,000–\$99,999	77.8%	19.4%	2.8%
	\$100,000 or more	76.1%	20.1%	3.8%
Children in Household	Yes	83.4%	13.5%	3.2%
	No	75.1%	20.5%	4.4%

Table 2.5 Giving and Attitudes Toward Charities: The government has a basic responsibility to take care of people who can't take care of themselves

		AGREE	DISAGREE	REFUSED/DON'T KNOW
Percentage of all households		74.0%	23.2%	2.8%
Percentage of respondents in contributing households		73.1%	24.1%	2.8%
Percentage of respondents in non-contributing households		81.8%	15.8%	2.4%
Average household contribution (contributing households only)	\$1,448	\$2,133	\$1,898	
Average contribution as a percentage of household income (contributing households only)	2.9%	3.7%	3.9%	
Percentage by Respondent Demographic Characteristics				
Gender	Male	72.7%	25.0%	2.3%
	Female	75.3%	21.5%	3.1%
Race/Ethnicity	White (non-Hispanic)	71.3%	25.8%	2.9%
	Black/African-American (non-Hispanic)	85.8%	12.2%	2.0%
	Other (non-Hispanic)	77.7%	20.6%	1.8%
	Hispanic (all races)	79.7%	17.5%	2.8%
Age	21–29	81.0%	18.9%	0.1%
	30–39	71.5%	26.4%	2.1%
	40–49	75.8%	21.9%	2.3%
	50–64	71.4%	24.9%	3.7%
	65+	71.8%	22.7%	5.5%
Education	Less than high school	81.1%	16.9%	2.0%
	High school graduate	76.5%	20.6%	2.9%
	Some technical school or some college	72.9%	24.8%	2.3%
	College graduate or some additional professional school	68.7%	27.9%	3.4%
Marital Status	Married	71.7%	25.2%	3.1%
	Living with a partner	78.8%	19.0%	2.2%
	Divorced	78.3%	19.9%	1.8%
	Separated	77.0%	19.1%	3.9%
	Widowed	73.6%	23.4%	3.0%
	Single	79.3%	19.6%	1.1%
Income	Under \$25,000	78.8%	19.5%	1.7%
	\$25,000–\$49,999	78.8%	18.0%	3.1%
	\$50,000–\$74,999	70.6%	26.8%	2.6%
	\$75,000–\$99,999	66.2%	30.2%	3.7%
	\$100,000 or more	68.8%	28.3%	2.9%
Children in Household	Yes	75.2%	22.7%	2.1%
	No	73.2%	23.6%	3.2%

Table 2.6 Giving and Attitudes Toward Charities: The need for charitable organizations is greater now than five years ago

		AGREE	DISAGREE	REFUSED/DON'T KNOW
Percentage of all respondents		71.9%	23.7%	4.4%
Percentage of respondents in contributing households		72.0%	24.0%	4.0%
Percentage of respondents in non-contributing households		71.6%	21.4%	7.0%
Average household contribution (contributing households only)	\$1,565	\$1,785	\$1,631	
Average contribution as a percentage of household income (contributing households only)	3.1%	3.2%	3.6%	
Percentage by Respondent Demographic Characteristics				
Gender	Male	67.9%	27.1%	5.0%
	Female	75.6%	20.6%	3.8%
Race/Ethnicity	White (non-Hispanic)	69.6%	26.3%	4.0%
	Black/African-American (non-Hispanic)	80.0%	15.5%	4.6%
	Other (non-Hispanic)	73.5%	20.4%	6.1%
	Hispanic (all races)	79.1%	16.2%	4.8%
Age	21–29	76.2%	19.3%	4.5%
	30–39	75.5%	22.3%	2.3%
	40–49	73.8%	22.8%	3.4%
	50–64	68.4%	26.4%	5.3%
	65+	65.4%	27.5%	7.1%
Education	Less than high school	74.4%	20.2%	5.4%
	High school graduate	76.3%	20.1%	3.6%
	Some technical school or some college	71.5%	24.5%	4.0%
	College graduate or some additional professional school	65.8%	28.9%	5.2%
Marital Status	Married	70.2%	25.4%	4.4%
	Living with a partner	73.8%	23.4%	2.9%
	Divorced	76.9%	15.3%	7.8%
	Separated	70.8%	21.8%	7.3%
	Widowed	74.7%	22.5%	2.8%
	Single	76.0%	20.2%	3.8%
Income	Under \$25,000	77.2%	17.8%	5.1%
	\$25,000–\$49,999	73.8%	22.1%	4.1%
	\$50,000–\$74,999	71.4%	25.3%	3.3%
	\$75,000–\$99,999	67.5%	28.6%	3.9%
	\$100,000 or more	64.5%	29.3%	6.2%
Children in Household	Yes	75.4%	20.9%	3.7%
	No	69.7%	25.6%	4.8%

Table 2.7 Attitudes Toward Charities and Type of Organization Supported

	Percentage of contributing households that agreed with the following statement				
	THE NEED FOR CHARITABLE ORGANIZATIONS IS GREATER NOW THAN FIVE YEARS AGO	MOST CHARITABLE ORGANIZATIONS ARE HONEST IN THEIR USE OF DONATED FUNDS	CHARITABLE ORGANIZATIONS PLAY AN IMPORTANT ROLE IN SPEAKING OUT ON IMPORTANT ISSUES	THE GOVERNMENT HAS A BASIC RESPONSIBILITY TO TAKE CARE OF PEOPLE WHO CAN'T TAKE CARE OF THEMSELVES	I HAVE THE POWER TO DO THINGS THAT IMPROVE THE WELFARE OF OTHERS
Adult recreation	72.5%	64.4%	79.6%	71.2%	86.3%
Arts, culture, and humanities	70.8%	65.9%	80.8%	71.5%	87.7%
Education	72.3%	66.2%	82.7%	72.5%	89.5%
Environment, including animal welfare	72.6%	66.4%	82.7%	73.7%	86.6%
Health organizations	72.1%	68.1%	83.9%	73.6%	89.3%
Human services	72.1%	67.9%	83.3%	75.9%	88.9%
International or foreign programs	69.7%	64.9%	82.6%	72.0%	85.4%
Other types of organizations	69.4%	70.2%	82.1%	71.6%	90.3%
Private and community foundations	68.5%	70.5%	79.6%	67.5%	88.4%
Public or societal benefit	68.4%	63.8%	82.3%	71.8%	89.6%
Religious organizations	67.2%	70.4%	87.5%	75.8%	91.4%
Youth development	71.5%	62.8%	81.0%	73.7%	85.4%

of local religious organizations to address social problems. These social problems included:

- Hunger;
- Homelessness;
- Elder care; and
- Racial and ethnic tensions.

Response options were *very effective*, *somewhat effective*, and *not at all effective*. These results are displayed in Tables 2.8–2.11.

In most households, respondents felt that local religious organizations were very or somewhat effective in dealing with all of these social problems. About 89 percent of household respondents said that religious organizations were very or somewhat effective in alleviating hunger (Table 2.8); 77.7 percent thought religious organizations were very or somewhat effective in reducing homelessness (Table 2.9). More than 82 percent said that religious organizations were very or somewhat

effective in providing care for the elderly (Table 2.10), while 69.8 percent reported that religious organizations were very or somewhat effective in reducing racial and ethnic tensions (Table 2.11).

Attitudes about religious organizations' effectiveness seem to be associated with the amount of household contribution, particularly in the areas of alleviating hunger and reducing racial tensions. For both these attitudes, households where the respondent thought that religious organizations were very effective gave significantly more than did the households finding them somewhat or not at all effective (\$1,964 versus \$1,539 and \$1,237 for alleviating hunger, \$2,122 versus \$1,520 and \$1,609 for reducing racial tensions).

Giving as a percentage of household income was also associated with perceptions about religious organizations. Households that rated religious organizations as very effective generally gave the highest proportion of household income, and households rating them as not at all effective gave the least.

Table 2.8 Giving and Attitudes: Effectiveness of Local Religious Organizations in Alleviating Hunger

		VERY	SOMEWHAT	NOT AT ALL	REFUSED/ DON'T KNOW
Percentage of all respondents		24.4%	65.0%	7.3%	3.3%
Percentage of respondents in contributing households		24.9%	65.6%	6.8%	2.7%
Percentage of respondents in non-contributing households		20.5%	61.7%	10.8%	7.0%
Average household contribution (contributing households only)	\$1,964	\$1,539	\$1,237	\$1,426	
Average contribution as a percentage of household income (contributing households only)	4.0%	2.9%	2.5%	2.3%	
Percentage by Respondent Demographic Characteristics					
Gender	Male	21.7%	65.6%	9.2%	3.5%
	Female	26.8%	64.4%	5.7%	3.1%
Race/ Ethnicity	White (non-Hispanic)	23.5%	67.0%	6.4%	3.1%
	Black/African-American (non-Hispanic)	25.5%	62.4%	10.9%	1.2%
	Other (non-Hispanic)	19.3%	65.5%	7.8%	7.4%
	Hispanic (all races)	33.3%	53.5%	9.2%	4.0%
Age	21–29	20.0%	67.2%	9.4%	3.4%
	30–39	23.6%	65.9%	7.3%	3.2%
	40–49	24.8%	64.9%	7.7%	2.6%
	50–64	25.3%	64.4%	7.2%	3.1%
	65+	28.0%	62.4%	5.1%	4.5%
Education	Less than high school	30.8%	56.7%	7.6%	4.9%
	High school graduate	23.3%	66.3%	7.5%	2.9%
	Some technical school or some college	24.4%	66.2%	7.3%	2.1%
	College graduate or some additional professional school	22.3%	66.5%	7.1%	4.1%
Marital Status	Married	25.2%	65.6%	5.8%	3.4%
	Living with a partner	14.5%	72.4%	11.1%	2.0%
	Divorced	26.3%	56.8%	11.6%	5.3%
	Separated	32.0%	59.8%	5.4%	2.8%
	Widowed	22.9%	63.4%	10.4%	3.3%
	Single	22.6%	63.6%	10.7%	3.1%
Income	Under \$25,000	29.3%	58.3%	8.6%	3.8%
	\$25,000–\$49,999	25.3%	65.6%	6.2%	2.9%
	\$50,000–\$74,999	23.2%	65.0%	8.1%	3.7%
	\$75,000–\$99,999	19.4%	70.4%	8.3%	1.9%
	\$100,000 or more	21.4%	68.8%	6.0%	3.8%
Children in Household	Yes	25.0%	65.0%	6.8%	3.2%
	No	24.1%	64.9%	7.7%	3.3%

Table 2.9 Giving and Attitudes: Effectiveness of Local Religious Organizations in Reducing Homelessness

		VERY	SOMEWHAT	NOT AT ALL	REFUSED/ DON'T KNOW
Percentage of all respondents		14.4%	63.3%	17.2%	5.1%
Percentage of respondents in contributing households		13.8%	64.6%	16.9%	4.7%
Percentage of respondents in non-contributing households		16.8%	55.3%	20.7%	7.2%
Average household contribution (contributing households only)	\$1,893	\$1,609	\$1,525	\$1,389	
Average contribution as a percentage of household income (contributing households only)	3.9%	3.1%	2.8%	2.8%	
Percentage by Respondent Demographic Characteristics					
Gender	Male	14.3%	62.4%	18.7%	4.6%
	Female	14.4%	64.2%	15.8%	5.6%
Race/ Ethnicity	White (non-Hispanic)	12.0%	66.1%	16.5%	5.4%
	Black/African-American (non-Hispanic)	19.8%	57.1%	20.6%	2.5%
	Other (non-Hispanic)	11.6%	60.7%	20.1%	7.6%
	Hispanic (all races)	27.1%	53.1%	15.2%	4.6%
Age	21–29	18.5%	60.5%	18.6%	2.4%
	30–39	13.4%	63.1%	18.8%	4.7%
	40–49	12.1%	67.6%	16.0%	4.3%
	50–64	13.1%	63.5%	18.0%	5.4%
	65+	16.2%	60.8%	14.1%	8.9%
Education	Less than high school	26.5%	49.8%	16.1%	7.6%
	High school graduate	13.7%	65.0%	16.6%	4.7%
	Some technical school or some college	12.8%	64.6%	18.7%	3.9%
	College graduate or some additional professional school	10.4%	67.0%	17.0%	5.6%
Marital Status	Married	13.1%	66.2%	15.3%	5.4%
	Living with a partner	13.7%	61.8%	20.9%	3.6%
	Divorced	19.5%	52.6%	23.1%	4.8%
	Separated	20.5%	57.2%	14.0%	8.3%
	Widowed	14.5%	56.7%	25.1%	3.7%
	Single	16.1%	60.4%	20.1%	3.4%
Income	Under \$25,000	19.8%	53.5%	19.9%	6.8%
	\$25,000–\$49,999	16.1%	64.4%	14.6%	4.9%
	\$50,000–\$74,999	11.3%	67.0%	16.9%	4.8%
	\$75,000–\$99,999	8.4%	67.7%	18.8%	5.1%
	\$100,000 or more	12.8%	65.4%	18.2%	3.6%
Children in Household	Yes	15.0%	64.1%	16.3%	4.6%
	No	14.0%	62.8%	17.8%	5.4%

Table 2.10 Giving and Attitudes: Effectiveness of Local Religious Organizations in Providing Care for the Elderly

		VERY	SOMEWHAT	NOT AT ALL	REFUSED/ DON'T KNOW
Percentage of all respondents		23.6%	58.7%	13.1%	4.6%
Percentage of respondents in contributing households		22.6%	60.2%	13.2%	4.0%
Percentage of respondents in non-contributing households		28.7%	50.5%	12.9%	7.9%
Average household contribution (contributing households only)	\$1,641	\$1,599	\$1,748	\$1,395	
Average contribution as a percentage of household income (contributing households only)	3.4%	3.1%	3.0%	2.6%	
Percentage by Respondent Demographic Characteristics					
Gender	Male	24.2%	58.3%	12.9%	4.6%
	Female	23.0%	59.0%	13.4%	4.6%
Race/ Ethnicity	White (non-Hispanic)	21.3%	61.5%	12.7%	4.5%
	Black/African-American (non-Hispanic)	28.8%	55.3%	13.6%	2.3%
	Other (non-Hispanic)	21.4%	57.2%	17.0%	4.4%
	Hispanic (all races)	36.3%	43.3%	12.6%	7.8%
Age	21–29	31.6%	51.3%	12.3%	4.8%
	30–39	22.9%	59.8%	12.9%	4.4%
	40–49	21.9%	62.6%	11.7%	3.8%
	50–64	21.1%	59.4%	15.5%	4.0%
	65+	21.8%	58.4%	13.1%	6.7%
Education	Less than high school	33.9%	46.4%	12.8%	6.9%
	High school graduate	23.4%	60.1%	12.3%	4.2%
	Some technical school or some college	21.8%	61.7%	13.2%	3.3%
	College graduate or some additional professional school	20.2%	60.3%	14.2%	5.3%
Marital Status	Married	22.2%	61.8%	11.7%	4.3%
	Living with a partner	28.6%	51.6%	16.1%	3.7%
	Divorced	24.8%	58.6%	11.0%	5.6%
	Separated	23.6%	55.4%	12.9%	8.1%
	Widowed	21.1%	54.2%	20.9%	3.8%
	Single	28.1%	52.6%	14.4%	4.9%
Income	Under \$25,000	27.0%	54.2%	14.5%	4.3%
	\$25,000–\$49,999	26.1%	57.2%	11.8%	4.9%
	\$50,000–\$74,999	20.8%	59.1%	15.2%	4.9%
	\$75,000–\$99,999	17.3%	68.1%	10.8%	3.8%
	\$100,000 or more	22.7%	59.7%	12.8%	4.8%
Children in Household	Yes	24.6%	59.1%	11.9%	4.4%
	No	22.9%	58.4%	13.9%	4.8%

Table 2.11 Giving and Attitudes: Effectiveness of Local Religious Organizations in Reducing Racial and Ethnic Tensions

		VERY	SOMEWHAT	NOT AT ALL	REFUSED/ DON'T KNOW
Percentage of all respondents		16.4%	53.4%	24.2%	6.0%
Percentage of respondents in contributing households		16.0%	54.5%	23.9%	5.6%
Percentage of respondents in non-contributing households		17.9%	46.9%	26.8%	8.4%
Average household contribution (contributing households only)	\$2,122	\$1,520	\$1,609	\$1,319	
Average contribution as a percentage of household income (contributing households only)	4.2%	3.1%	2.7%	2.8%	
Percentage by Respondent Demographic Characteristics					
Gender	Male	16.9%	50.5%	27.4%	5.2%
	Female	15.9%	56.0%	21.3%	6.8%
Race/ Ethnicity	White (non-Hispanic)	14.8%	55.2%	23.7%	6.3%
	Black/African-American (non-Hispanic)	18.3%	52.3%	25.9%	3.5%
	Other (non-Hispanic)	15.8%	48.2%	27.2%	8.8%
	Hispanic (all races)	26.5%	45.1%	23.7%	4.7%
Age	21–29	18.0%	49.2%	30.1%	2.7%
	30–39	15.1%	53.7%	26.5%	4.7%
	40–49	15.3%	55.9%	23.6%	5.2%
	50–64	15.5%	54.1%	23.3%	7.1%
	65+	19.1%	53.0%	17.5%	10.4%
Education	Less than high school	25.2%	43.3%	23.6%	7.9%
	High school graduate	15.4%	58.1%	20.1%	6.4%
	Some technical school or some college	17.7%	50.5%	27.0%	4.8%
	College graduate or some additional professional school	11.7%	55.8%	26.7%	5.8%
Marital Status	Married	16.2%	55.6%	22.2%	6.0%
	Living with a partner	16.4%	49.4%	31.9%	2.3%
	Divorced	17.9%	50.1%	22.3%	9.7%
	Separated	19.3%	49.7%	19.2%	11.8%
	Widowed	15.4%	48.3%	30.0%	6.3%
	Single	16.2%	50.6%	28.9%	4.3%
Income	Under \$25,000	20.6%	49.5%	21.9%	8.0%
	\$25,000–\$49,999	19.1%	52.6%	22.0%	6.3%
	\$50,000–\$74,999	12.6%	57.7%	24.2%	5.5%
	\$75,000–\$99,999	13.6%	56.7%	25.7%	4.0%
	\$100,000 or more	12.9%	50.8%	31.4%	4.9%
Children in Household	Yes	17.2%	54.3%	23.7%	4.8%
	No	15.9%	52.7%	24.6%	6.8%

**IN TERMS OF GIVING AS A PERCENTAGE OF
HOUSEHOLD INCOME, HOUSEHOLDS THAT GAVE
OUT OF A RELIGIOUS BELIEF OR OBLIGATION
GAVE SIGNIFICANTLY MORE OF THEIR HOUSEHOLD
INCOME THAN DID HOUSEHOLDS NOT GIVING
FOR THIS REASON (4.3% VERSUS 1.9%).**

Specific Reasons for Giving

Respondents who lived in contributing households were asked a series of questions about why their household made charitable contributions. Reasons for giving comprised the following:

- They were personally asked to contribute.
- They wanted to get an income tax deduction.
- Their religious obligations or beliefs encourage giving.
- Something is owed to the community.
- Those who have more should give to those who have less.

The most common reason for giving was a belief that those who have more should give to those who have less (79.5%). Other frequently selected reasons included feeling they owed something to the community (58.3%), being personally asked to contribute (55.9%), and to fulfill religious obligations (52.4%). A minority of contributing households gave to get an income tax deduction (20.3%). These results are displayed in Tables 2.12-2.16.

Households that selected a particular reason for giving contributed significantly more than households that did not contribute for that reason.

This included \$1,739 on average among households that were personally asked to contribute, compared to \$1,468 among those that did not give for this reason (Table 2.12). Households that

contributed to get a tax deduction gave \$2,482 on average, compared to \$1,403 among other contributing households (Table 2.13). Households that contributed to fulfill religious obligations gave on average \$2,191, compared to \$1,008 given by other households (Table 2.14). Where households contributed to repay something owed to the community, \$1,872 was given on average, while other households gave only \$1,269 (Table 2.15). Finally, households that gave out of a belief that those with more should give to those with less contributed \$1,719, while other households contributed \$1,259 (Table 2.16). Overall, households that contributed and indicated that the reason they did so was to receive a tax deduction or to fulfill religious obligations gave the highest average contribution (\$2,482 and \$2,191, respectively) among the groups discussed above. Figure 2.5 shows annual household contribution by reasons people give.

In terms of giving as a percentage of household income, households that gave out of a religious belief or obligation gave significantly more of their household income than did households not giving for this reason (4.3% versus 1.9%). Similar results were found for households that gave because they thought something was owed to the community (3.4% versus 2.8%) and for respondents believing that those who have more should give to those who have less (3.3% versus 2.6%).

Table 2.12 Reasons for Giving: Personally Asked to Contribute (Contributing Households Only)

		YES	NO
Percentage of contributing households		55.9%	44.1%
Average household contribution (contributing households only)		\$1,739	\$1,468
Average contribution as a percentage of household income (contributing households only)		3.1%	3.2%
Percentage by Respondent Demographic Characteristics			
Gender	Male	53.5%	46.5%
	Female	57.0%	43.0%
Race/ Ethnicity	White (non-Hispanic)	56.2%	43.8%
	Black/African-American (non-Hispanic)	59.7%	40.3%
	Other (non-Hispanic)	49.1%	50.9%
	Hispanic (all races)	49.6%	50.4%
Age	21–29	49.8%	50.2%
	30–39	56.2%	43.8%
	40–49	61.5%	38.5%
	50–64	57.0%	43.0%
	65+	49.1%	50.9%
Education	Less than high school	45.8%	54.2%
	High school graduate	50.6%	49.4%
	Some technical school or some college	55.6%	44.4%
	College graduate or some additional professional school	63.7%	36.3%
Marital Status	Married	56.9%	43.1%
	Living with a partner	50.9%	49.1%
	Divorced	57.8%	42.2%
	Separated	49.0%	51.0%
	Widowed	53.5%	46.5%
	Single	53.5%	46.5%
Income	Under \$25,000	45.5%	54.5%
	\$25,000–\$49,999	51.6%	48.4%
	\$50,000–\$74,999	57.6%	42.4%
	\$75,000–\$99,999	58.0%	42.0%
	\$100,000 or more	68.0%	32.0%
Children in Household	Yes	56.6%	43.4%
	No	54.5%	45.5%

Table 2.13 Reasons for Giving: To Get a Tax Deduction (Contributing Households Only)

		YES	NO
Percentage of contributing households		20.3%	79.7%
Average household contribution (contributing households only)		\$2,482	\$1,403
Average contribution as a percentage of household income (contributing households only)		3.5%	3.1%
Percentage by Respondent Demographic Characteristics			
Gender	Male	20.9%	79.1%
	Female	19.2%	80.8%
Race/ Ethnicity	White (non-Hispanic)	20.8%	79.2%
	Black/African-American (non-Hispanic)	20.0%	80.0%
	Other (non-Hispanic)	19.6%	80.4%
	Hispanic (all races)	14.9%	85.1%
Age	21–29	12.1%	87.9%
	30–39	20.6%	79.4%
	40–49	25.6%	74.4%
	50–64	22.6%	77.4%
	65+	16.1%	83.9%
Education	Less than high school	12.4%	87.6%
	High school graduate	15.9%	84.1%
	Some technical school or some college	17.9%	82.1%
	College graduate or some additional professional school	29.3%	70.7%
Marital Status	Married	22.7%	77.3%
	Living with a partner	16.2%	83.8%
	Divorced	9.5%	90.5%
	Separated	15.8%	84.2%
	Widowed	15.4%	84.6%
	Single	15.4%	84.6%
Income	Under \$25,000	10.5%	89.5%
	\$25,000–\$49,999	12.5%	87.5%
	\$50,000–\$74,999	23.9%	76.1%
	\$75,000–\$99,999	24.0%	76.0%
	\$100,000 or more	36.1%	63.9%
Children in Household	Yes	21.0%	79.0%
	No	19.4%	80.6%

Table 2.14 Reasons for Giving: To Fulfill Religious Obligation or Belief (Contributing Households Only)

		YES	NO
Percentage of contributing households		52.4%	47.6%
Average household contribution (contributing households only)		\$2,191	\$1,008
Average contribution as a percentage of household income (contributing households only)		4.3%	1.9%
Percentage by Respondent Demographic Characteristics			
Gender	Male	52.0%	48.0%
	Female	55.1%	44.9%
Race/ Ethnicity	White (non-Hispanic)	53.8%	46.2%
	Black/African-American (non-Hispanic)	59.8%	40.2%
	Other (non-Hispanic)	41.8%	58.2%
	Hispanic (all races)	53.5%	46.5%
Age	21–29	42.0%	58.0%
	30–39	47.3%	52.7%
	40–49	56.4%	43.6%
	50–64	58.3%	41.7%
	65+	62.6%	37.4%
Education	Less than high school	50.3%	49.7%
	High school graduate	54.5%	45.5%
	Some technical school or some college	50.9%	49.1%
	College graduate or some additional professional school	56.5%	43.5%
Marital Status	Married	58.0%	42.0%
	Living with a partner	29.2%	70.8%
	Divorced	54.1%	45.9%
	Separated	58.4%	41.6%
	Widowed	48.1%	51.9%
	Single	44.7%	55.3%
Income	Under \$25,000	51.5%	48.5%
	\$25,000–\$49,999	54.1%	45.9%
	\$50,000–\$74,999	52.2%	47.8%
	\$75,000–\$99,999	58.3%	41.7%
	\$100,000 or more	53.6%	46.4%
Children in Household	Yes	54.1%	45.9%
	No	53.4%	46.6%

Table 2.15 Reasons for Giving: Something Is Owed to the Community (Contributing Households Only)

		YES	NO
Percentage of contributing households		58.3%	41.7%
Average household contribution (contributing households only)		\$1,872	\$1,269
Average contribution as a percentage of household income (contributing households only)		3.4%	2.8%
Percentage by Respondent Demographic Characteristics			
Gender	Male	54.1%	45.9%
	Female	59.5%	40.5%
Race/ Ethnicity	White (non-Hispanic)	57.9%	42.1%
	Black/African-American (non-Hispanic)	55.3%	44.7%
	Other (non-Hispanic)	53.1%	46.9%
	Hispanic (all races)	54.3%	45.7%
Age	21–29	51.6%	48.4%
	30–39	53.0%	47.0%
	40–49	61.9%	38.1%
	50–64	61.5%	38.5%
	65+	54.3%	45.7%
Education	Less than high school	44.9%	55.1%
	High school graduate	52.9%	47.1%
	Some technical school or some college	58.4%	41.6%
	College graduate or some additional professional school	64.4%	35.6%
Marital Status	Married	58.1%	41.9%
	Living with a partner	54.1%	45.9%
	Divorced	46.5%	53.5%
	Separated	54.7%	45.3%
	Widowed	57.6%	42.4%
	Single	55.3%	44.7%
Income	Under \$25,000	50.8%	49.2%
	\$25,000–\$49,999	53.4%	46.6%
	\$50,000–\$74,999	57.7%	42.3%
	\$75,000–\$99,999	62.2%	37.8%
	\$100,000 or more	65.2%	34.8%
Children in Household	Yes	56.6%	43.4%
	No	57.2%	42.8%

Table 2.16 Reasons for Giving: Those Who Have More Should Give to Those Who Have Less (Contributing Households Only)

		YES	NO
Percentage of contributing households		79.5%	20.5%
Average household contribution (contributing households only)		\$1,719	\$1,259
Average contribution as a percentage of household income (contributing households only)		3.3%	2.6%
Percentage by Respondent Demographic Characteristics			
Gender	Male	75.2%	24.8%
	Female	82.7%	17.3%
Race/ Ethnicity	White (non-Hispanic)	79.3%	20.7%
	Black/African-American (non-Hispanic)	80.1%	19.9%
	Other (non-Hispanic)	78.4%	21.6%
	Hispanic (all races)	77.8%	22.2%
Age	21–29	77.2%	22.8%
	30–39	78.5%	21.5%
	40–49	82.2%	17.8%
	50–64	79.9%	20.1%
	65+	76.7%	23.3%
Education	Less than high school	75.5%	24.5%
	High school graduate	79.8%	20.2%
	Some technical school or some college	80.0%	20.0%
	College graduate or some additional professional school	78.9%	21.1%
Marital Status	Married	80.0%	20.0%
	Living with a partner	81.6%	18.4%
	Divorced	84.7%	15.3%
	Separated	77.2%	22.8%
	Widowed	79.4%	20.6%
	Single	74.5%	25.5%
Income	Under \$25,000	76.7%	23.3%
	\$25,000–\$49,999	79.0%	21.0%
	\$50,000–\$74,999	79.5%	20.5%
	\$75,000–\$99,999	80.8%	19.2%
	\$100,000 or more	80.2%	19.8%
Children in Household	Yes	80.4%	19.6%
	No	78.3%	21.7%

Table 2.17 Reasons for Giving and Type of Organization Supported

	Percentage of households that contributed for the following reasons (contributing households only)				
	THEY WERE PERSONALLY ASKED TO CONTRIBUTE	THEY WANTED TO GET AN INCOME TAX DEDUCTION	THEIR RELIGIOUS OBLIGATIONS OR BELIEFS ENCOURAGE GIVING	SOMETHING IS OWED TO THE COMMUNITY	THOSE WHO HAVE MORE SHOULD GIVE TO THOSE WHO HAVE LESS
Adult recreation	64.0%	21.9%	56.6%	66.1%	81.3%
Arts, culture, and humanities	67.0%	30.2%	54.7%	72.9%	82.7%
Education	66.9%	26.1%	54.7%	68.6%	84.3%
Environment, including animal welfare	65.6%	25.2%	48.0%	67.6%	83.8%
Health organizations	65.2%	24.2%	54.0%	66.1%	83.0%
Human services	64.7%	25.0%	53.8%	68.1%	85.1%
International or foreign programs	64.9%	27.6%	67.5%	73.3%	89.0%
Other types of organizations	61.5%	24.1%	49.9%	59.9%	81.3%
Private and community foundations	66.0%	24.2%	53.4%	72.7%	83.9%
Public or societal benefit	67.8%	29.5%	56.1%	76.2%	85.5%
Religious organizations	56.4%	21.5%	70.4%	61.0%	81.9%
Youth development	65.6%	24.2%	52.4%	65.9%	84.2%

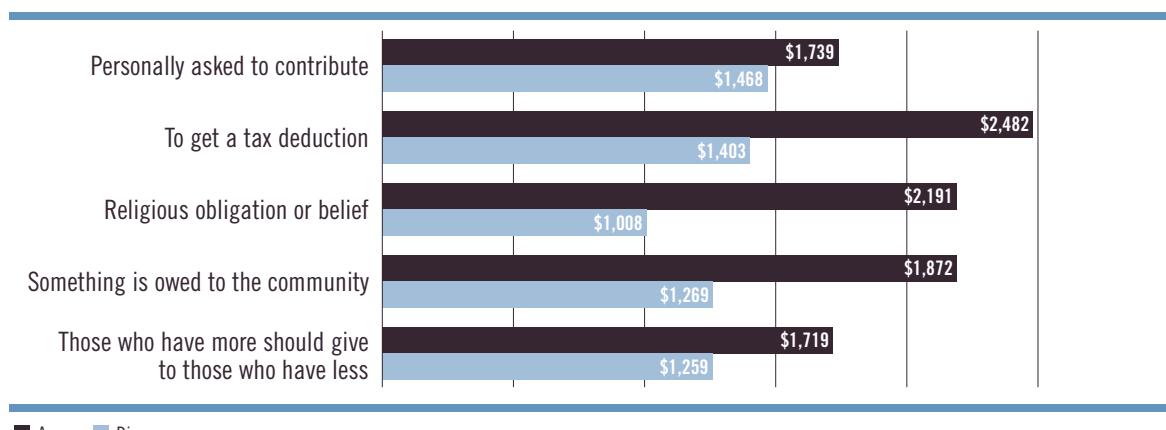
Figure 2.5 Annual Household Contribution by Reasons People Give (Contributing Households Only)

Table 2.18 Giving and Financial Status: Worry About Having Enough Money in the Future

		YES	NO
Percentage of all respondents		59.0%	41.0%
Percentage of respondents in contributing households		57.5%	42.5%
Percentage of respondents in non-contributing households		70.5%	29.5%
Average household contribution (contributing households only)	\$1,201	\$2,207	
Average contribution as a percentage of household income (contributing households only)	2.7%	3.7%	
Percentage by Respondent Demographic Characteristics			
Gender	Male	54.5%	45.5%
	Female	63.2%	36.8%
Race/ Ethnicity	White (non-Hispanic)	57.6%	42.4%
	Black/African-American (non-Hispanic)	59.3%	40.7%
	Other (non-Hispanic)	55.2%	44.8%
	Hispanic (all races)	72.1%	27.9%
Age	21–29	65.4%	34.6%
	30–39	64.1%	36.0%
	40–49	64.6%	35.4%
	50–64	55.0%	45.0%
	65+	44.7%	55.4%
Education	Less than high school	67.6%	32.4%
	High school graduate	65.0%	35.0%
	Some technical school or some college	60.2%	39.8%
	College graduate or some additional professional school	46.4%	53.6%
Marital Status	Married	56.1%	43.9%
	Living with a partner	72.8%	27.2%
	Divorced	69.1%	30.9%
	Separated	54.8%	45.2%
	Widowed	69.6%	30.4%
	Single	60.5%	39.5%
Income	Under \$25,000	69.4%	30.6%
	\$25,000–\$49,999	63.6%	36.4%
	\$50,000–\$74,999	57.0%	43.0%
	\$75,000–\$99,999	52.3%	47.7%
	\$100,000 or more	43.0%	57.0%
Children in Household	Yes	64.9%	35.1%
	No	54.9%	45.1%

Table 2.19 Giving and Financial Status: Amount of Money Left Over After Paying Bills, This Year Compared to Last Year

		MORE	LESS	ABOUT THE SAME	REFUSED/ DON'T KNOW
Percentage of all respondents		22.3%	40.3%	35.8%	1.6%
Percentage of respondents in contributing households		23.5%	39.3%	36.1%	1.1%
Percentage of respondents in non-contributing households		16.9%	45.2%	34.6%	3.3%
Average household contribution (contributing households only)	\$1,966	\$1,351	\$1,699	1	
Average contribution as a percentage of household income (contributing households only)	3.0%	3.2%	3.2%	1	
Percentage by Respondent Demographic Characteristics					
Gender	Male	24.1%	36.7%	37.6%	1.6%
	Female	20.6%	43.6%	34.2%	1.6%
Race/ Ethnicity	White (non-Hispanic)	21.8%	39.6%	36.9%	1.7%
	Black/African-American (non-Hispanic)	23.9%	44.9%	30.0%	1.2%
	Other (non-Hispanic)	23.8%	38.3%	35.7%	2.2%
	Hispanic (all races)	22.9%	41.9%	33.7%	1.5%
Age	21–29	31.2%	35.4%	31.6%	1.8%
	30–39	29.1%	37.6%	32.5%	0.8%
	40–49	23.1%	42.1%	33.6%	1.2%
	50–64	17.3%	42.7%	38.3%	1.7%
	65+	10.3%	43.2%	43.8%	2.7%
Education	Less than high school	12.1%	52.0%	32.6%	3.3%
	High school graduate	18.1%	46.4%	34.1%	1.4%
	Some technical school or some college	24.2%	37.6%	37.1%	1.1%
	College graduate or some additional professional school	30.4%	29.8%	38.3%	1.5%
Marital Status	Married	23.2%	37.9%	37.3%	1.6%
	Living with a partner	22.0%	41.5%	36.1%	0.4%
	Divorced	13.0%	56.1%	30.9%	0.0%
	Separated	7.8%	53.2%	36.4%	2.6%
	Widowed	21.6%	48.0%	29.7%	0.7%
	Single	26.5%	37.6%	33.8%	2.1%
Income	Under \$25,000	11.5%	52.7%	33.6%	2.2%
	\$25,000–\$49,999	17.8%	45.8%	34.7%	1.7%
	\$50,000–\$74,999	28.3%	35.6%	34.9%	1.2%
	\$75,000–\$99,999	27.4%	31.3%	40.5%	0.8%
	\$100,000 or more	33.5%	25.4%	39.1%	2.0%
Children in Household	Yes	23.9%	40.8%	33.6%	1.7%
	No	21.2%	40.0%	37.3%	1.5%

¹ Estimate suppressed due to small cell size

Table 2.17 displays reasons for giving among households that contributed to each organization type. Generally speaking, similar percentages of households gave for each reason, regardless of the type of organization they supported.

Perceptions About Household Financial Security

Respondents were asked two questions about their household financial well-being, including the following:

- Did the respondent worry about having enough money in the future?
- How much money did they have left over after paying bills this year, compared to last year?

Tables 2.18 and 2.19 display these results. Overall, 59.0 percent of household respondents worried about having enough money. The proportion of contributing households that were worried was significantly lower than that of non-contributing households (57.5% versus 70.5%). Among contributing households, those who were worried about finances gave significantly less, on average, than those who were not worried (\$1,201 versus \$2,207). Further, in terms of contributions as a percentage of household income, financially worried households gave less than households with no financial worries (2.7% versus 3.7%).

Figure 2.6 Reasons for Not Giving (Non-Contributing Households Only)

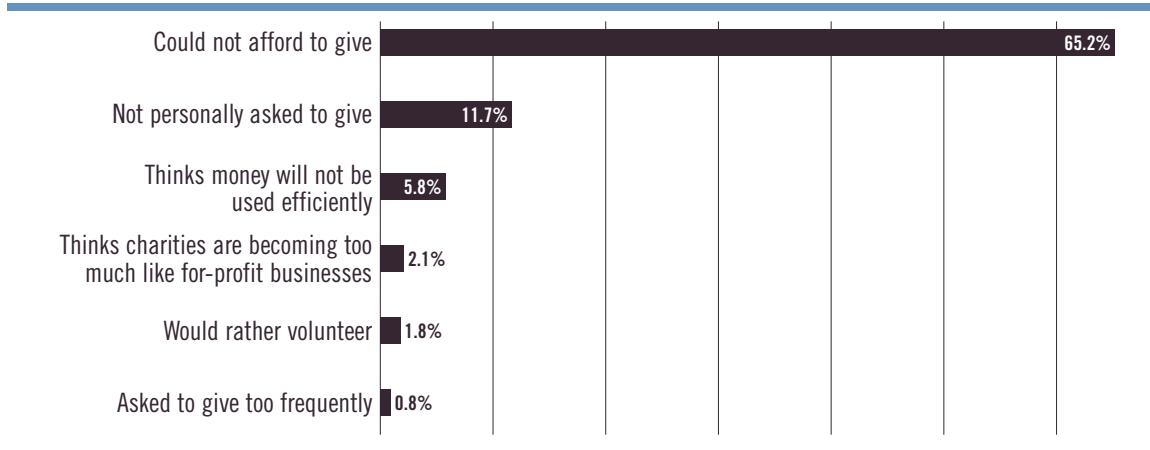


Table 2.20 Reasons for Not Giving (Non-Contributing Households Only)

	MENTIONED	NOT MENTIONED
Could not afford to give	65.2%	34.8%
Not personally asked to give	11.7%	88.3%
Thinks money will not be used efficiently	5.8%	94.2%
Thinks charities are becoming too much like for-profit businesses	2.1%	97.9%
Would rather volunteer	1.8%	98.2%
Asked to give too frequently	0.8%	99.2%

Table 2.19 displays results on the amount of money the respondents said they had left over after paying bills. Just over 22 percent of households reported having more money left over compared to last year. A little over 40 percent had less money left over, while 35.8 percent had about the same.

Contributing households were significantly more likely than non-contributing households to report that they had more money left over. Contributing households that reported having more money left over gave significantly more than did households with less money left over (\$1,966 versus \$1,351). However, household contributions as a percent of income did not differ significantly.

Reasons for Not Giving Among Non-Contributing Households

Respondents who reported that their household had made no charitable contributions were asked their main reason for not contributing. Reasons mentioned included the following:

- No one personally asked them to give.
- They could not afford to give money in 2000.
- They'd rather volunteer than give money.
- They were asked to give too frequently.
- They did not think the money would be used efficiently.
- They thought that charities had become too much like for-profit companies.

Table 2.20 displays these results. The most-commonly mentioned reason for not giving was that the household could not afford to give (65.2%). A distant second was not being asked to give (11.7%). Less than 6 percent did not give because they did not believe the money would be used efficiently (5.8%). Less frequently mentioned reasons included not giving because charities have become too much like for-profit businesses (2.1%), preferring to volunteer rather than give (1.8%), and being asked to give too frequently (0.8%).

Volunteering and Motivations to Volunteer

This section summarizes survey results on the motivations to volunteer. Factors that may motivate people to volunteer include the following:

- Being personally asked to volunteer;
- Attitudes toward charities in general;
- Perceptions of the effectiveness of local religious organizations in addressing a variety of human needs;
- Specific reasons for which respondents volunteer; and
- Specific reasons for not volunteering, among those who did not volunteer.

The Power of the Ask

As previously discussed, receiving a personal request represents a powerful impetus for charitable acts. Similar results were found for volunteering and for giving; these results are displayed in Table 2.21. Half of all respondents reported that they had been asked to volunteer in the past year. Volunteers were significantly more likely than non-volunteers to report being asked to volunteer (71.3% versus 33.4%). Among past year volunteers, those who were asked to volunteer served 16.1 hours, while those volunteers who were not asked volunteered 12.6 hours.

Attitudes Toward Charities

Respondents were asked a series of questions about their attitudes toward charities in general. Volunteers were more likely than non-volunteers to agree with items related to the honesty of charitable organizations (67.1% versus 57.7%) (Table 2.23), the importance of charitable organizations' role in speaking out on important issues (81.5% versus 76.1%),(Table 2.24), and having the power to improve the welfare of others (89.7% versus 80.0%)(Table 2.26).

Volunteers were significantly less likely than their non-volunteering counterparts to agree that the government has a basic responsibility to care for people who can't take care of themselves (69.3% versus 77.8%)(Table 2.25). Volunteers and non-volunteers did not differ significantly in their perceptions of the need for charitable organizations (72.0% versus 71.8%)(Table 2.22). Among past-year volunteers, agreement with these attitude items was not significantly associated with hours of volunteering in the past month. These results are displayed in Table 2.22–2.26.

Table 2.27 indicates that volunteers agreed with the attitude statements, regardless of which organization they served.

Table 2.21 The Power of the Ask and Volunteering

		Were you personally asked to volunteer in the past 12 months?	
		YES	NO
Percentage of all respondents		50.0%	50.0%
Percentage of volunteers (past year)		71.3%	28.7%
Percentage of non-volunteers (past year)		33.4%	66.6%
Average monthly volunteer hours (past-year volunteers only)		16.1	12.6
Percentage by Respondent Demographic Characteristics			
Gender	Male	48.5%	51.5%
	Female	51.4%	48.6%
Race/ Ethnicity	White (non-Hispanic)	52.9%	47.1%
	Black/African-American (non-Hispanic)	41.2%	58.8%
	Other (non-Hispanic)	45.1%	54.9%
	Hispanic (all races)	41.1%	58.9%
Age	21–29	49.4%	50.6%
	30–39	55.7%	44.3%
	40–49	54.7%	45.3%
	50–64	49.6%	50.4%
	65+	38.1%	61.9%
Education	Less than high school	31.3%	68.7%
	High school graduate	44.2%	55.8%
	Some technical school or some college	53.0%	47.0%
	College graduate or some additional professional school	63.5%	36.5%
Marital Status	Married	53.0%	47.0%
	Living with a partner	46.7%	53.3%
	Divorced	45.7%	54.3%
	Separated	48.4%	51.6%
	Widowed	34.2%	65.8%
	Single	48.4%	51.6%
Income	Under \$25,000	34.9%	65.1%
	\$25,000–\$49,999	45.0%	55.0%
	\$50,000–\$74,999	56.3%	43.7%
	\$75,000–\$99,999	59.3%	40.7%
	\$100,000 or more	64.9%	35.1%
Children in Household	Yes	54.6%	45.4%
	No	46.8%	53.2%

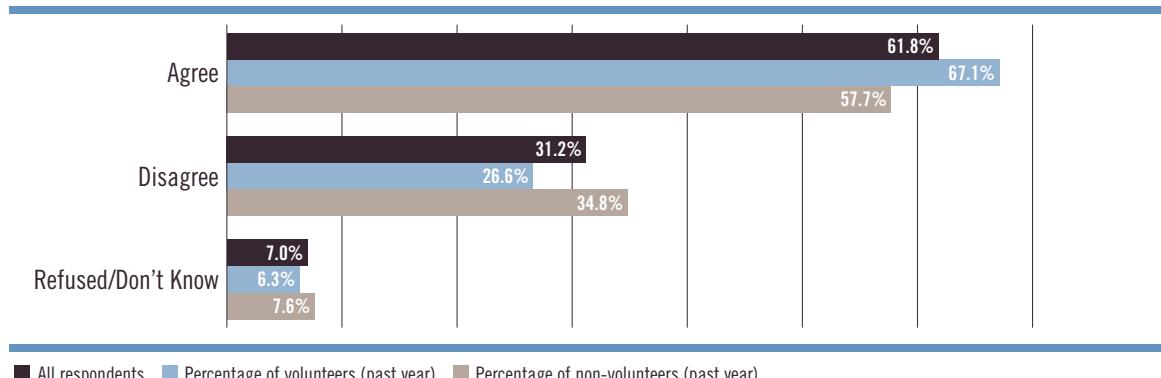
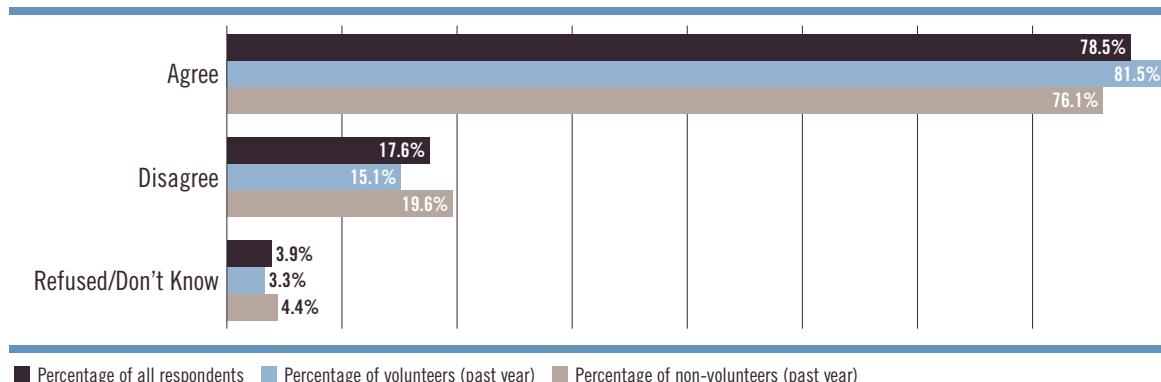
Figure 2.7 Most Charitable Institutions are Honest in Their Use of Donated Funds**Figure 2.8 Charitable Organizations Play an Important Role in Speaking Out on Important Issues****Figure 2.9 Reasons People Volunteer (Volunteers Only)**

Table 2.22 Volunteering and Attitudes Toward Charities: The need for charitable organizations is greater now than five years ago

	AGREE	DISAGREE	REFUSED/DON'T KNOW
Percentage of all respondents	71.9%	23.7%	4.4%
Percentage of volunteers (past year)	72.0%	24.2%	3.8%
Percentage of non-volunteers (past year)	71.8%	23.3%	4.9%
Average monthly volunteer hours (past-year volunteers only)	15.2	14.6	15.9

Table 2.23 Volunteering and Attitudes Toward Charities: Most charitable institutions are honest in their use of donated funds

	AGREE	DISAGREE	REFUSED/DON'T KNOW
Percentage of all respondents	61.8%	31.2%	7.0%
Percentage of volunteers (past year)	67.1%	26.6%	6.3%
Percentage of non-volunteers (past year)	57.7%	34.8%	7.6%
Average monthly volunteer hours (past-year volunteers only)	14.1	17.7	15.1

Table 2.24 Volunteering and Attitudes Toward Charities: Charitable organizations play an important role in speaking out on important issues

	AGREE	DISAGREE	REFUSED/DON'T KNOW
Percentage of all respondents	78.5%	17.6%	3.9%
Percentage of volunteers (past year)	81.5%	15.1%	3.3%
Percentage of non-volunteers (past year)	76.1%	19.6%	4.4%
Average monthly volunteer hours (past-year volunteers only)	14.3	20.0	12.3

Table 2.25 Volunteering and Attitudes Toward Charities: The government has a basic responsibility to take care of people who can't take care of themselves

	AGREE	DISAGREE	REFUSED/DON'T KNOW
Percentage of all respondents	74.1%	23.2%	2.8%
Percentage of volunteers (past year)	69.3%	27.7%	3.0%
Percentage of non-volunteers (past year)	77.8%	19.7%	2.6%
Average monthly volunteer hours (past-year volunteers only)	15.1	15.1	15.0

Table 2.26 Volunteering and Attitudes Toward Charities: It is in my power to do things that improve the welfare of others

	AGREE	DISAGREE	REFUSED/DON'T KNOW
Percentage of all respondents	84.3%	14.2%	1.5%
Percentage of volunteers (past year)	89.7%	9.3%	1.0%
Percentage of non-volunteers (past year)	80.0%	18.0%	2.0%
Average monthly volunteer hours (past-year volunteers only)	15.5	11.5	¹

¹ Estimate suppressed due to small cell size

Table 2.27 Attitudes Toward Charities by Type of Organization Served

	Percentage of formal volunteers that agreed with the following statements				
	THE NEED FOR CHARITABLE ORGANIZATIONS IS GREATER NOW THAN FIVE YEARS AGO	MOST CHARITABLE ORGANIZATIONS ARE HONEST IN THEIR USE OF DONATED FUNDS	CHARITABLE ORGANIZATIONS PLAY AN IMPORTANT ROLE IN SPEAKING OUT ON IMPORTANT ISSUES	THE GOVERNMENT HAS A BASIC RESPONSIBILITY TO TAKE CARE OF PEOPLE WHO CAN'T TAKE CARE OF THEMSELVES	I HAVE THE POWER TO DO THINGS THAT IMPROVE THE WELFARE OF OTHERS
Adult recreation	79.5%	76.3%	83.8%	73.8%	93.0%
Arts, culture, and humanities	65.2%	78.1%	81.3%	66.1%	89.2%
Education	72.0%	69.2%	83.0%	71.1%	87.8%
Environment, including animal welfare	68.5%	72.4%	79.8%	69.4%	90.3%
Health organizations	74.4%	74.1%	84.7%	73.2%	91.1%
Human services	70.9%	71.5%	86.4%	72.0%	92.6%
International or foreign programs	1	1	1	1	1
Other types of organizations	67.8%	56.0%	70.4%	65.1%	90.4%
Private and community foundations	68.1%	72.2%	86.8%	72.9%	88.6%
Public or societal benefit	72.6%	71.3%	79.3%	60.9%	95.8%
Religious organizations	73.5%	67.4%	81.8%	66.9%	91.0%
Work-related organizations	1	1	1	1	1
Youth development	66.9%	68.0%	80.2%	63.9%	90.9%

¹ Estimate suppressed due to small cell size

Table 2.28 Volunteering and Attitudes About Effectiveness of Local Religious Organizations in Alleviating Hunger

	VERY	SOMEWHAT	NOT AT ALL	REFUSED/DON'T KNOW
Percentage of all respondents	24.4%	65.0%	7.3%	3.3%
Percentage of volunteers (past year)	25.6%	66.4%	5.9%	2.1%
Percentage of non-volunteers (past year)	23.4%	63.9%	8.5%	4.2%
Average monthly volunteer hours (past-year volunteers only)	15.9	14.1	20.4	¹

¹ Estimate suppressed due to small cell size

Table 2.29 Volunteering and Attitudes About Effectiveness of Local Religious Organizations in Reducing Homelessness

	VERY	SOMEWHAT	NOT AT ALL	REFUSED/DON'T KNOW
Percentage of all respondents	14.4%	63.3%	17.2%	5.1%
Percentage of volunteers (past year)	13.2%	65.8%	16.4%	4.6%
Percentage of non-volunteers (past year)	15.3%	61.4%	17.8%	5.5%
Average monthly volunteer hours (past-year volunteers only)	16.3	14.4	17.9	12.1

Table 2.30 Volunteering and Attitudes About Effectiveness of Local Religious Organizations in Providing Care for the Elderly

	VERY	SOMEWHAT	NOT AT ALL	REFUSED/DON'T KNOW
Percentage of all respondents	3.2%	36.2%	58.5%	2.0%
Percentage of volunteers (past year)	22.4%	61.4%	12.1%	4.2%
Percentage of non-volunteers (past year)	24.5%	56.5%	14.0%	5.0%
Average monthly volunteer hours (past-year volunteers only)	16.1	14.3	18.5	11.7

Table 2.31 Volunteering and Attitudes About Effectiveness of Local Religious Organizations in Reducing Racial and Ethnic Tensions

	VERY	SOMEWHAT	NOT AT ALL	REFUSED/DON'T KNOW
Percentage of all respondents	16.4%	53.4%	24.3%	6.0%
Percentage of volunteers (past year)	16.1%	56.8%	22.5%	4.6%
Percentage of non-volunteers (past year)	16.6%	50.7%	25.7%	7.1%
Average monthly volunteer hours (past-year volunteers only)	17.7	14.6	15.6	9.2

Perceptions About the Effectiveness of Religious Organizations

As described earlier, respondents were asked how effective they perceived religious organizations to be in dealing with social problems including hunger, homelessness, elder care, and racial or ethnic tensions. Results from these items in relation to volunteering are displayed in Tables 2.28–2.31. Volunteers differed significantly from non-volunteers in their likelihood to report different levels of effectiveness of local religious organizations, with the exception of reducing homelessness. For the problem of alleviating hunger, volunteers were more likely than non-volunteers to view religious organizations as being very to somewhat effective (92% versus 87%) (Table 2.28). For the problem of providing elder care, volunteers were significantly more likely to view religious organizations as somewhat effective, compared to non-volunteers (61.4% versus 56.5%) (Table 2.30). For the problem of racial and ethnic tensions, volunteers were more likely than non-volunteers to view religious organizations as somewhat effective (56.8% versus 50.7%) (Table 2.31). Among past-year volunteers, no significant differences in volunteer hours were found based on the level of effectiveness reported.

Reasons for Volunteering

Respondents who said they had volunteered in the past year were asked their reasons for volunteering. These reasons included the following:

- The respondent feels compassion toward people in need.
- Volunteering is important to people the respondent respects.
- Someone close to the respondent is involved in the activity or would benefit from the activity.
- Volunteering gives the respondent an opportunity to give back to the community.
- The respondent believes that people who have more should help those with less.
- Volunteering allows the respondent to meet new people.

Tables 2.32–2.37 display these results.

Over 96 percent reported that feeling compassion toward people in need was an important reason to volunteer (Table 2.32). Ninety-one percent of volunteers did so because it was an opportunity to give back to the community (Table 2.35). Just over 90 percent volunteered because they believed that those who have more should help those with less (Table 2.36), while 83.2 percent reported that volunteering is an important activity to people they respect (Table 2.33). Less frequently identified as important reasons were that someone close to the volunteer is involved or would benefit from the activity (68.7%) (Table 2.34) and to meet new people (66.4%) (Table 2.37). There wasn't a significant difference in the number of hours volunteers served in the past month.

Table 2.32 Reasons to Volunteer: Feels Compassion Toward People in Need

		IMPORTANT	NOT IMPORTANT
Percentage that volunteered in past year		96.3%	3.7%
Average monthly volunteer hours (past-year volunteers only)		15.2	12.2
Percentage by Respondent Demographic Characteristics			
Gender	Male	94.2%	5.8%
	Female	98.1%	1.9%
Race/ Ethnicity	White (non-Hispanic)	96.2%	3.8%
	Black/African-American (non-Hispanic)	99.6%	0.4%
	Other (non-Hispanic)	93.8%	6.2%
	Hispanic (all races)	97.2%	2.8%
Age	21–29	95.6%	4.4%
	30–39	96.9%	3.1%
	40–49	95.8%	4.2%
	50–64	95.8%	4.2%
	65+	97.5%	2.5%
Education	Less than high school	99.4%	0.6%
	High school graduate	96.4%	3.6%
	Some technical school or some college	96.8%	3.2%
	College graduate or some additional professional school	95.4%	4.6%
Marital Status	Married	96.3%	3.7%
	Living with a partner	94.1%	5.9%
	Divorced	97.9%	2.1%
	Separated	1	1
	Widowed	99.0%	1.0%
	Single	95.7%	4.3%
Income	Under \$25,000	98.9%	1.1%
	\$25,000–\$49,999	97.0%	3.0%
	\$50,000–\$74,999	96.2%	3.8%
	\$75,000–\$99,999	96.5%	3.5%
	\$100,000 or more	93.7%	6.3%
Children in Household	Yes	96.8%	3.2%
	No	96.0%	4.0%

¹ Estimate suppressed due to small cell size

Table 2.33 Reasons to Volunteer: Important Activity to People One Respects

		IMPORTANT	NOT IMPORTANT
Percentage that volunteered in past year		83.2%	16.8%
Average monthly volunteer hours (past-year volunteers only)		15.4	13.1
Percentage by Respondent Demographic Characteristics			
Gender	Male	94.2%	5.8%
	Female	98.1%	1.9%
Race/ Ethnicity	White (non-Hispanic)	96.2%	3.8%
	Black/African-American (non-Hispanic)	99.6%	0.4%
	Other (non-Hispanic)	93.8%	6.2%
	Hispanic (all races)	97.2%	2.8%
Age	21–29	95.6%	4.4%
	30–39	96.9%	3.1%
	40–49	95.8%	4.2%
	50–64	95.8%	4.2%
	65+	97.5%	2.5%
Education	Less than high school	99.4%	0.6%
	High school graduate	96.4%	3.6%
	Some technical school or some college	96.8%	3.2%
	College graduate or some additional professional school	95.4%	4.6%
Marital Status	Married	96.3%	3.7%
	Living with a partner	94.1%	5.9%
	Divorced	97.9%	2.1%
	Separated	1	1
	Widowed	99.0%	1.0%
	Single	95.7%	4.3%
Income	Under \$25,000	98.9%	1.1%
	\$25,000–\$49,999	97.0%	3.0%
	\$50,000–\$74,999	96.2%	3.8%
	\$75,000–\$99,999	96.5%	3.5%
	\$100,000 or more	93.7%	6.3%
Children in Household	Yes	96.8%	3.2%
	No	96.0%	4.0%

¹ Estimate suppressed due to small cell size

Table 2.34 Reasons to Volunteer: Someone Close Is Involved or Benefits

		IMPORTANT	NOT IMPORTANT
Percentage that volunteered in past year		68.7%	31.3%
Average monthly volunteer hours (past-year volunteers only)		15.4	14.5
Percentage by Respondent Demographic Characteristics			
Gender	Male	65.2%	34.8%
	Female	71.6%	28.4%
Race/ Ethnicity	White (non-Hispanic)	69.8%	30.2%
	Black/African-American (non-Hispanic)	62.2%	37.8%
	Other (non-Hispanic)	57.7%	42.3%
	Hispanic (all races)	73.3%	26.7%
Age	21–29	67.9%	32.1%
	30–39	72.8%	27.2%
	40–49	74.7%	25.3%
	50–64	65.2%	34.8%
	65+	59.4%	40.6%
Education	Less than high school	64.8%	35.2%
	High school graduate	73.9%	26.1%
	Some technical school or some college	63.6%	36.4%
	College graduate or some additional professional school	69.6%	30.4%
Marital Status	Married	70.1%	29.9%
	Living with a partner	61.4%	38.6%
	Divorced	68.6%	31.4%
	Separated	1	1
	Widowed	56.1%	43.9%
	Single	68.6%	31.4%
Income	Under \$25,000	65.5%	34.5%
	\$25,000–\$49,999	69.6%	30.4%
	\$50,000–\$74,999	66.9%	33.1%
	\$75,000–\$99,999	68.5%	31.5%
	\$100,000 or more	73.8%	26.2%
Children in Household	Yes	72.7%	27.3%
	No	65.7%	34.3%

¹ Estimate suppressed due to small cell size

Table 2.35 Reasons to Volunteer: An Opportunity to Give Back to the Community

		IMPORTANT	NOT IMPORTANT
Percentage that volunteered in past year		91.0%	9.0%
Average monthly volunteer hours (past-year volunteers only)		15.2	13.7
Percentage by Respondent Demographic Characteristics			
Gender	Male	88.3%	11.7%
	Female	93.3%	6.7%
Race/ Ethnicity	White (non-Hispanic)	90.2%	9.8%
	Black/African-American (non-Hispanic)	98.0%	2.0%
	Other (non-Hispanic)	90.8%	9.2%
	Hispanic (all races)	91.9%	8.1%
Age	21–29	86.9%	13.1%
	30–39	92.2%	7.8%
	40–49	89.6%	10.4%
	50–64	91.9%	8.1%
	65+	93.5%	6.5%
Education	Less than high school	96.2%	3.8%
	High school graduate	92.7%	7.3%
	Some technical school or some college	89.6%	10.4%
	College graduate or some additional professional school	90.1%	9.9%
Marital Status	Married	91.5%	8.5%
	Living with a partner	85.8%	14.2%
	Divorced	88.8%	11.2%
	Separated	1	1
	Widowed	96.8%	3.2%
	Single	89.0%	11.0%
Income	Under \$25,000	94.3%	5.7%
	\$25,000–\$49,999	94.0%	6.0%
	\$50,000–\$74,999	88.8%	11.2%
	\$75,000–\$99,999	89.7%	10.3%
	\$100,000 or more	91.3%	8.7%
Children in Household	Yes	90.3%	9.7%
	No	91.5%	8.5%

¹ Estimate suppressed due to small cell size

Table 2.36 Reasons to Volunteer: Those Who Have More Should Help Those With Less

		IMPORTANT	NOT IMPORTANT
Percentage that volunteered in past year		90.4%	9.6%
Average monthly volunteer hours (past-year volunteers only)		15.2	14.4
Percentage by Respondent Demographic Characteristics			
Gender	Male	88.2%	11.8%
	Female	92.3%	7.7%
Race/ Ethnicity	White (non-Hispanic)	90.3%	9.7%
	Black/African-American (non-Hispanic)	93.6%	6.4%
	Other (non-Hispanic)	86.1%	13.9%
	Hispanic (all races)	91.2%	8.8%
Age	21–29	89.2%	10.8%
	30–39	88.4%	11.6%
	40–49	91.9%	8.1%
	50–64	89.6%	10.4%
	65+	93.3%	6.7%
Education	Less than high school	89.8%	10.2%
	High school graduate	91.5%	8.5%
	Some technical school or some college	92.3%	7.7%
	College graduate or some additional professional school	88.4%	11.6%
Marital Status	Married	90.2%	9.8%
	Living with a partner	88.6%	11.4%
	Divorced	90.3%	9.7%
	Separated	1	1
	Widowed	93.0%	7.0%
	Single	89.6%	10.4%
Income	Under \$25,000	94.6%	5.4%
	\$25,000–\$49,999	90.1%	9.9%
	\$50,000–\$74,999	90.7%	9.3%
	\$75,000–\$99,999	90.2%	9.8%
	\$100,000 or more	87.8%	12.2%
Children in Household	Yes	90.8%	9.2%
	No	90.0%	10.0%

¹ Estimate suppressed due to small cell size

Table 2.37 Reasons to Volunteer: To Meet New People

		IMPORTANT	NOT IMPORTANT
Percentage that volunteered in past year		66.4%	33.6%
Average monthly volunteer hours (past-year volunteers only)		16.0	13.3
Percentage by Respondent Demographic Characteristics			
Gender	Male	64.1%	35.9%
	Female	68.4%	31.6%
Race/ Ethnicity	White (non-Hispanic)	64.4%	35.6%
	Black/African-American (non-Hispanic)	82.4%	17.6%
	Other (non-Hispanic)	52.7%	47.3%
	Hispanic (all races)	77.5%	22.5%
Age	21–29	69.0%	31.0%
	30–39	64.9%	35.1%
	40–49	59.2%	40.8%
	50–64	67.0%	33.0%
	65+	76.6%	23.4%
Education	Less than high school	80.7%	19.3%
	High school graduate	74.8%	25.2%
	Some technical school or some college	69.4%	30.6%
	College graduate or some additional professional school	56.3%	43.7%
Marital Status	Married	64.4%	35.6%
	Living with a partner	69.1%	30.9%
	Divorced	72.3%	27.7%
	Separated	1	1
	Widowed	75.7%	24.3%
	Single	69.2%	30.8%
Income	Under \$25,000	73.1%	26.9%
	\$25,000–\$49,999	75.7%	24.3%
	\$50,000–\$74,999	66.4%	33.6%
	\$75,000–\$99,999	61.0%	39.0%
	\$100,000 or more	54.7%	45.3%
Children in Household	Yes	64.2%	35.8%
	No	68.3%	31.7%

¹ Estimate suppressed due to small cell size

Table 2.38 Reasons to Volunteer by Type of Organization Served

	Percentage of formal volunteers that volunteered for the following reasons					
	COMPASSION TOWARD PEOPLE IN NEED	VOLUNTEERING IS AN IMPORTANT ACTIVITY TO PEOPLE ONE RESPECTS	SOMEONE CLOSE IS INVOLVED IN THE ACTIVITY OR WOULD BENEFIT FROM IT	VOLUNTEERING GIVES AN OPPORTUNITY TO GIVE BACK TO THE COMMUNITY	THOSE WHO HAVE MORE SHOULD HELP THOSE WITH LESS	TO MEET NEW PEOPLE
Adult recreation	95.5%	85.8%	70.2%	96.6%	84.8%	81.0%
Arts, culture, and humanities	88.8%	78.6%	71.8%	94.3%	93.6%	69.8%
Education	94.6%	84.5%	76.9%	93.1%	89.5%	61.1%
Environment, including animal welfare	89.5%	84.9%	69.0%	87.1%	91.6%	68.0%
Health organizations	97.3%	84.5%	69.0%	91.9%	90.5%	61.7%
Human services	96.5%	76.6%	64.2%	93.0%	89.0%	66.1%
International or foreign programs	1	1	1	1	1	1
Other types of organizations	94.5%	85.5%	74.5%	87.2%	86.8%	62.4%
Private and community foundations	98.8%	88.8%	67.8%	92.9%	93.1%	64.7%
Public or societal benefit	92.8%	77.9%	65.1%	93.8%	90.2%	66.2%
Religious organizations	97.7%	83.3%	69.5%	92.8%	92.5%	67.4%
Work-related organizations	1	1	1	1	1	1
Youth development	98.0%	83.1%	76.5%	91.9%	89.1%	67.7%

¹ Estimate suppressed due to small cell size

Table 2.39 Reasons for Not Volunteering (Non-Volunteers Only)

	MENTIONED	NOT MENTIONED
No time	54.3%	45.7%
Health problems or physically unable to volunteer	28.3%	71.7%
Not asked	5.8%	94.2%
Does not know how to start	3.2%	96.8%
No transportation	3.0%	97.0%
Prefers to give money	2.0%	98.0%
Has nothing to offer	1.1%	98.9%
People should be paid for their work	0.7%	99.3%
Does not feel welcome	0.1%	99.9%

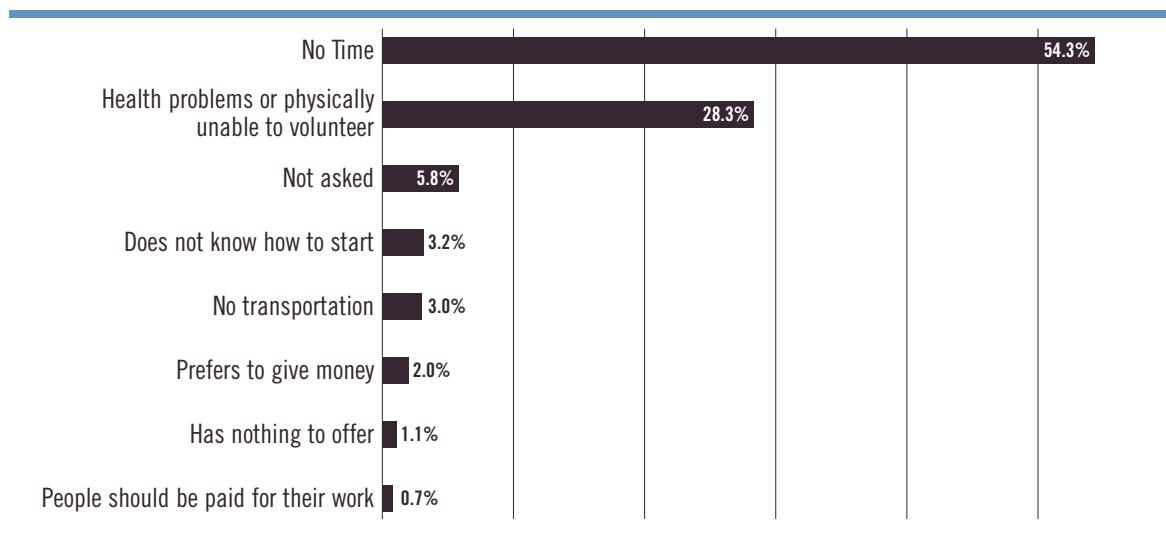
Figure 2.10 Reasons for Not Volunteering (Non-Volunteers Only)

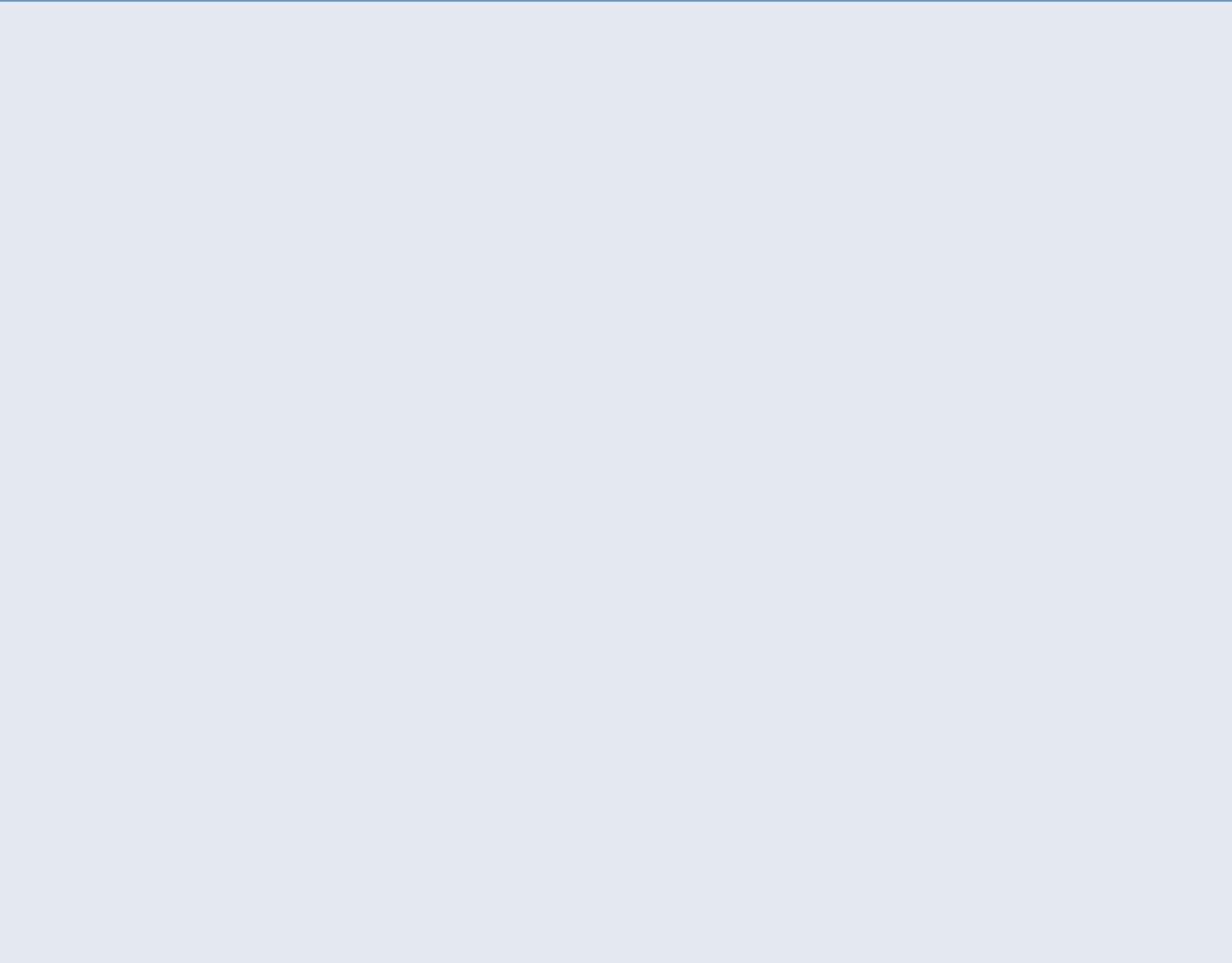
Table 2.38 displays the reasons for volunteering given by volunteers who served each organization type. In general, reasons did not vary greatly among volunteers who served different types of organizations.

Reasons for Not Volunteering Among Non-Volunteers

Respondents who did not report any volunteer activities in the past year were asked why they had not volunteered. A number of reasons were mentioned, including the following:

- Did not have the time;
- Did not have adequate transportation;
- No one asked them to volunteer;
- Preferred to give money rather than volunteer;
- Health problems or physically unable;
- Did not feel welcome;
- Did not know how to get started;
- Felt that they had nothing to offer; and
- Thought that people should be paid for their work.

The most commonly mentioned reason for not volunteering was not having the time, identified by 54.3 percent of respondents, followed by health problems, which kept 28.3 percent of respondents from volunteering (Table 2.39). Less commonly mentioned reasons were not being asked (5.8%), not knowing how to start (3.2%), transportation problems (3.0%), preferring to give money (2.0%), and having nothing to offer (1.1%). Less than 1 percent said that people should be paid for their work (0.7%) or that they did not feel welcome (0.1%).



Characteristics That Influence Giving and Volunteering

3

While Chapter 2 looks at the association between respondents' beliefs, attitudes, and perceptions about nonprofit organizations and their actual charitable behavior, Chapter 3 explores other behaviors that may influence giving and volunteering. The chapter focuses on membership in a religious organization, frequency of attendance at religious services, affiliation with non-religious organizations, experience with civic engagement when younger, and tax filing status. In previous surveys, each of these has had a consistent relationship with the giving and volunteering patterns of respondents.

For example, affiliation with a formal religious organization is one of the strongest predictors of charitable behavior. The rate of these respondents who volunteer, and whose households give, is much higher than those without this affiliation. Also, adults who began their involvement with nonprofit organizations and activities as young people tend to continue that involvement throughout their lifetimes.

This chapter describes survey results about factors that influence giving and volunteering. These factors include the following:

- Religious attendance and membership in a religious organization;
- Affiliation with non-religious organizations;
- Youth experiences related to giving and volunteering; and
- Tax status.

For each factor, we describe the overall prevalence of the factor, and the association between that factor and giving, volunteering, and dollars contributed or hours served.

Religious Affiliation and Attendance

From the very first *Giving and Volunteering in the United States* survey in 1988, results have shown a strong association between religious affiliation/attendance and charitable behavior. The 2001 survey is no exception. Results show that the majority of Americans belong to some type of religious organization. Households that have some affiliation with religious organizations are more likely to give, and when they give, they are likelier to give more, in dollars and as a percentage of household income. Further, respondents in these households are also more likely to volunteer.

In this section, we discuss findings related to the following two measures of religious affiliation:

- Membership in a religious organization, and
- Frequency of attending religious services.

For each measure, we compare the proportion of households that contributed, their level of household contributions, charitable contributions as a percent of household income, the proportion of respondents who volunteered, and hours volunteered.

Membership in Religious Organizations

About 66 percent of all respondents reported that they belonged to a religious organization. These

results are displayed in Table 3.1. Significantly more respondents in contributing households belong to religious organizations than do those in non-contributing households (68.8% versus 43.1%, respectively). Further, among respondents in contributing households, those with religious membership gave more than twice as much, on average, as did those in contributing households without a religious affiliation (\$1,989 versus \$878, respectively).

Contributing households with a religious affiliation also gave more than twice as much as a percentage of household income than did those without a religious affiliation (3.9% versus 1.6%, respectively). Both of these differences were statistically significant.

Volunteers were more likely than their non-volunteering counterparts to belong to a religious organization (75.6% versus 58.0%, respectively). These results are displayed in Table 3.2.

However, the number of hours spent volunteering was not significantly associated with belonging to a religious organization. These results are displayed in Table 3.2

Frequency of Attending Religious Services

Respondents were asked how often they attended religious services. About 54 percent reported that they attended at least once a month or more, while 22 percent attended less than once a month, and 24 percent never attended religious services. These results are displayed in Table 3.3. Compared to respondents in non-contributing households, respondents in contributing households were significantly more likely to report that they attended services at least once a month (66.3% versus 44.7%, respectively), and were significantly less likely to report that they never attended religious services (15.8% versus 30.2%, respectively). Among contributing households, those who attended services once a month or more contributed about twice as much as did households where the respondent attended less than once a month or never (\$2,151 versus \$1,069 and \$867,

Figure 3.1 Influences on Giving: Religious Affiliation (Contributing Households Only)

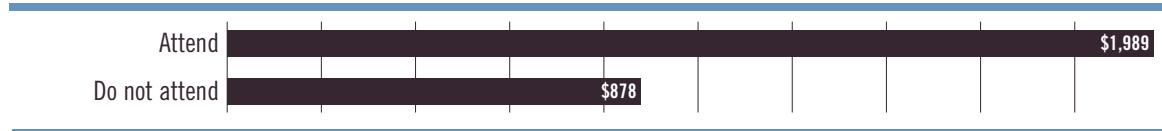


Table 3.1 Giving and Religious Affiliation

		Respondent belongs to a religious organization	
		YES	NO
Percentage of all respondents		65.7%	34.3%
Percentage of respondents in contributing households		68.8%	31.2%
Percentage of respondents in non-contributing households		43.1%	56.9%
Average household contribution (contributing households only)		\$1,989	\$878
Average contribution as a percentage of household income (contributing households only)		3.9%	1.6%
Percentage by Respondent Demographic Characteristics			
Gender	Male	61.0%	39.0%
	Female	70.1%	29.9%
Race/Ethnicity	White (non-Hispanic)	65.8%	34.2%
	Black/African-American (non-Hispanic)	77.3%	22.7%
	Other (non-Hispanic)	56.1%	43.9%
	Hispanic (all races)	60.0%	40.0%
Age	21–29	53.7%	46.3%
	30–39	61.3%	38.7%
	40–49	65.2%	34.8%
	50–64	69.5%	30.5%
	65+	79.1%	20.9%
Education	Less than high school	60.7%	39.3%
	High school graduate	65.5%	34.5%
	Some technical school or some college	66.2%	33.8%
	College graduate or some additional professional school	68.2%	31.8%
Marital Status	Married	71.1%	28.9%
	Living with a partner	36.9%	63.1%
	Divorced	58.5%	41.5%
	Separated	79.3%	20.7%
	Widowed	61.8%	38.2%
	Single	54.6%	45.4%
Income	Under \$25,000	66.0%	34.0%
	\$25,000–\$49,999	65.5%	34.5%
	\$50,000–\$74,999	63.2%	36.8%
	\$75,000–\$99,999	71.2%	28.8%
	\$100,000 or more	65.6%	34.4%
Children in Household	Yes	65.9%	34.1%
	No	65.6%	34.4%

Table 3.2 Volunteering and Religious Affiliation

	Respondent belongs to a religious organization	
	YES	NO
Percentage of all respondents	65.7%	34.3%
Percentage of volunteers (past year)	75.6%	24.4%
Percentage of non-volunteers (past year)	58.0%	42.0%
Average monthly volunteer hours (past-year volunteers only)	15.4	14.3

respectively). Further, in terms of giving as a percentage of household income, households where the respondent attended religious services once a month or more gave more than twice as much as either those who attended less than once a month or those who never attended (4.3% versus 1.8% and 1.5%, respectively).

However, as with religious membership, the number of hours spent in volunteering was not significantly associated with frequency of attendance at religious services. These results are displayed in Table 3.4

Affiliation with Non-Religious Organizations

Respondents were also asked whether they belonged to any other non-religious organizations (e.g., service clubs, alumni organizations, professional associations, labor unions). These results are displayed in Table 3.5. Overall, 30.3 percent of respondents belonged to one or more non-religious organizations. Respondents in contributing and non-contributing households differed significantly in this regard; in contributing households the respondents were much more likely to belong to other non-religious organizations than in non-contributing households (33.0% versus 9.7%, respectively). Among contributing households, those with an organizational affiliation gave more, on average, than did households without an organizational affiliation (\$2,374 versus \$1,234, respectively). Organizationally affiliated households also gave more than non-affiliated households when contributions were measured as a percentage of household income (3.8% versus 2.8%, respectively).

Volunteers also were significantly more likely to belong to other non-religious organizations, compared to non-volunteers (42.7% versus 20.6%, respectively). Hours of volunteering, however, did not differ significantly by organizational affiliation

(16.0 hours versus 14.4 hours, respectively). These results are displayed in Table 3.6.

Youth Experiences with Giving and Volunteering

Survey respondents were asked whether they had taken part in a variety of charitable activities in their youth. These experiences included the following:

- Belonging to a youth group;
- Doing some kind of volunteer work;
- Helping raise money for a cause or organization;
- Wanting to make a significant change in society;
- Being active in student government; and
- Being active in a religious organization.

This section describes the associations between the respondents' past youth experiences and their current charitable behaviors.

More than half of respondents reported having had these experiences as youth. The most common experiences were belonging to a youth group (58.0%), helping to raise money (58.4%), doing volunteer work (57.1%), wanting to make a change in society (56.1%), and being active in a religious organization (52.7%). A minority of respondents was active in student government during their youth (23.7%). These results are displayed in Tables 3.7–3.12

Respondents' involvement in these activities during their youth was significantly associated with their likelihood of contributing. About 60.6 percent of contributing households had a respondent who had belonged to a youth group, compared to only 38.0 percent of non-contributing households. The respondents in 59.8 percent of contributing households had done volunteer work in their youth, compared to only 36.2 percent of non-contributing households. Similar results were found for raising money (61.1% in contributing households versus

Table 3.3 Giving and Religious Attendance

		How often do you personally attend religious services?		
		FREQUENTLY ¹	INFREQUENTLY ²	NEVER
Percentage of all respondents		54.2%	21.9%	23.9%
Percentage of respondents in contributing households		66.3%	17.9%	15.8%
Percentage of respondents in non-contributing households		44.7%	25.1%	30.2%
Average household contribution (contributing households only)	\$2,151	\$1,069	\$867	
Average contribution as a percentage of household income (contributing households only)	4.3%	1.8%	1.5%	
Percentage by Respondent Demographic Characteristics				
Gender	Male	47.8%	23.1%	29.1%
	Female	60.0%	20.9%	19.1%
Race/Ethnicity	White (non-Hispanic)	52.9%	21.5%	25.6%
	Black/African-American (non-Hispanic)	64.3%	22.1%	13.6%
	Other (non-Hispanic)	45.1%	24.7%	30.2%
	Hispanic (all races)	57.6%	23.6%	18.8%
Age	21–29	44.2%	27.0%	28.8%
	30–39	50.6%	24.2%	25.2%
	40–49	53.6%	22.5%	23.9%
	50–64	56.4%	20.7%	22.9%
	65+	66.5%	14.9%	18.6%
Education	Less than high school	49.5%	19.7%	30.8%
	High school graduate	54.4%	21.3%	24.3%
	Some technical school or some college	54.3%	23.7%	22.0%
	College graduate or some additional professional school	56.2%	22.1%	21.7%
Marital Status	Married	59.9%	19.5%	20.6%
	Living with a partner	27.1%	34.4%	38.5%
	Divorced	45.9%	33.0%	21.1%
	Separated	66.8%	15.3%	17.9%
	Widowed	48.6%	23.8%	27.6%
	Single	41.7%	26.5%	31.8%
Income	Under \$25,000	56.1%	20.4%	23.5%
	\$25,000–\$49,999	53.9%	22.6%	23.5%
	\$50,000–\$74,999	50.9%	23.6%	25.5%
	\$75,000–\$99,999	61.2%	18.4%	20.4%
	\$100,000 or more	51.6%	22.8%	25.6%
Children in Household	Yes	56.7%	22.3%	21.0%
	No	52.4%	21.7%	25.9%

¹ Frequently is defined as at least once a month.² Infrequently is less than once a month.

RESPONDENTS' INVOLVEMENT IN CHARITABLE ACTIVITIES DURING THEIR YOUTH WAS SIGNIFICANTLY ASSOCIATED WITH THEIR LIKELIHOOD OF CONTRIBUTING AS ADULTS.

Table 3.4 Hours of Volunteering and Religious Attendance

	How often do you personally attend religious services?		
	FREQUENTLY ¹	INFREQUENTLY ²	NOT AT ALL
Average monthly volunteer hours (past-year volunteers only)	16.0	13.0	14.0

¹ Frequently is defined as at least once a month.

² Infrequently is less than once a month.

Figure 3.2 The Influence of Youth Experiences on Giving

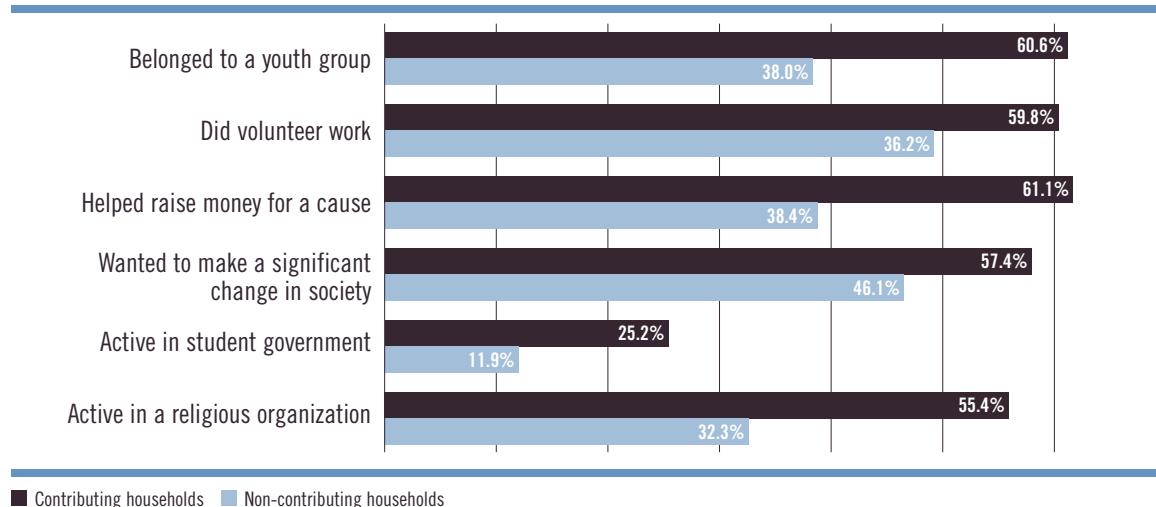


Table 3.5 Giving and Affiliation With Other Non-Religious Organizations

	Respondent belongs to a non-religious organization	
	YES	NO
Percentage of all respondents	30.3%	69.7%
Percentage of respondents in contributing households	33.0%	67.0%
Percentage of respondents in non-contributing households	9.7%	90.3%
Average household contribution (contributing households only)	\$2,374	\$1,234
Average contribution as a percentage of household income (contributing households only)	3.8%	2.8%
Percentage by Respondent Demographic Characteristics		
Gender	Male	33.0%
	Female	27.8%
Race/Ethnicity	White (non-Hispanic)	33.5%
	Black/African-American (non-Hispanic)	26.7%
	Other (non-Hispanic)	26.7%
	Hispanic (all races)	13.3%
Age	21–29	16.6%
	30–39	26.0%
	40–49	35.2%
	50–64	35.2%
	65+	36.7%
Education	Less than high school	14.5%
	High school graduate	20.6%
	Some technical school or some college	29.7%
	College graduate or some additional professional school	50.4%
Marital Status	Married	34.0%
	Living with a partner	21.2%
	Divorced	23.1%
	Separated	31.9%
	Widowed	26.4%
	Single	22.0%
Income	Under \$25,000	17.8%
	\$25,000–\$49,999	24.6%
	\$50,000–\$74,999	34.7%
	\$75,000–\$99,999	38.5%
	\$100,000 or more	46.8%
Children in Household	Yes	26.5%
	No	32.8%
		67.2%

38.4% in non-contributing households), wanting to make a significant change in society (57.4% versus 46.1%, respectively), and being active in a religious organization (55.4% versus 32.3%).

Although far fewer respondents overall had been active in student government, those in contributing households were twice as likely to have had this experience as their counterparts in non-contributing households (25.2% versus 11.9%).

Youth experiences were also significantly associated with higher household contributions among contributing households. The most dramatic difference was between the average contributions of respondents who had been active in student government (\$2,456) compared to the average contributions (\$1,318) of respondents with no involvement in student government. Households of those who had belonged to a youth group contributed an average of \$1,869, compared to only \$1,224 for households of those who had not had this experience. Households of respondents who had done volunteer work gave on average nearly \$700 more than other contributing households (\$1,890 versus \$1,206, respectively). Similar results were found for having helped to raise money (\$1,728 versus \$1,432, respectively), wanting to make a significant change in society (\$1,777 versus \$1,412, respectively), and being active in a religious organization (\$1,974 versus \$1,152, respectively). These results are displayed in Figure 3.3.

Nearly all of these youth experiences were also significantly associated with the respondent giving a higher percentage of their household income. These activities included: belonging to a youth group (3.4% for households where the respondent belonged to a youth group versus 2.8% for households where the respondent did not belong), doing volunteer work (3.4% for those who did versus 2.8% for those who did not), wanting to make a significant change in society (3.3% versus 2.9%, respectively), being active in student government (3.9% versus 2.9%, respectively), and being active in a religious organization (3.8% versus 2.2%, respectively).

Figure 3.4 displays the relationships between these youth experiences and volunteering. The likelihood of volunteering in the past year was significantly higher for respondents who had belonged to a youth group compared to those who had not belonged to such a group (67.3% versus 50.7%, respectively). Similar results were found for doing volunteer work as a youth (67.3% of those who did versus 49.0% of those who did not), helping raise money (66.2% versus 52.2%, respectively),

wanting to make a significant change in society (61.3% of those who did versus 52.0% of those who did not), being active in student government (30.8% versus 18.0%, respectively), and being active in a religious organization (60.1% of those who did, 46.9% of those who did not).

Tax Status

The relationship between a person's ability to deduct charitable contributions from their tax returns and their charitable giving behavior was also examined. To assess the relationship, respondents were asked whether they had itemized deductions on their 2000 federal income tax return and, if so, if they had taken a deduction for charitable contributions. Finally, respondents were asked how their charitable contributions might change if tax laws were modified to allow non-itemizers to claim a charitable deduction without filing an itemized return.

Itemizers vs. Non-Itemizers

About 47 percent of all households reported that they had filed an itemized return for their 2000 income taxes, while 40.1 percent did not, and 6.8 percent did not file a return at all. Contributing households were significantly more likely to report that they had itemized deductions than were non-contributing households (50.2% versus 26.9%, respectively), and significantly less likely to report that they had not filed a return at all (5.1% versus 18.8%, respectively). These results are displayed in Table 3.19

Among contributing households, significant differences in average contributions were found between those contributing households that itemized deductions and those that did not (\$2,283 versus \$1,011, respectively). Further, households that did not file a return gave significantly less (\$542, on average) compared to households that filed returns. In terms of giving as a percentage of household income, significant differences were found between itemizers and non-itemizers. Itemizing households contributed on average 3.6 percent of their household income, compared to only 2.7 percent by non-itemizing households. These results are displayed in Table 3.19 and Figure 3.5.

Table 3.20 displays data for households that itemized deductions on their income tax returns. Overall, 73.3 percent of all households took a deduction for charitable contributions. Seventy-seven percent of contributing households who itemized on their tax returns reported that they had taken a charitable deduction.

Table 3.6 Volunteering and Affiliation With Other Non-Religious Organizations

	Respondent belongs to a non-religious organization	
	YES	NO
Percentage of all respondents	30.3%	69.7%
Percentage of volunteers (past year)	42.7%	57.3%
Percentage of non-volunteers (past year)	20.6%	79.4%
Average monthly volunteer hours (past-year volunteers only)	16.0	14.4

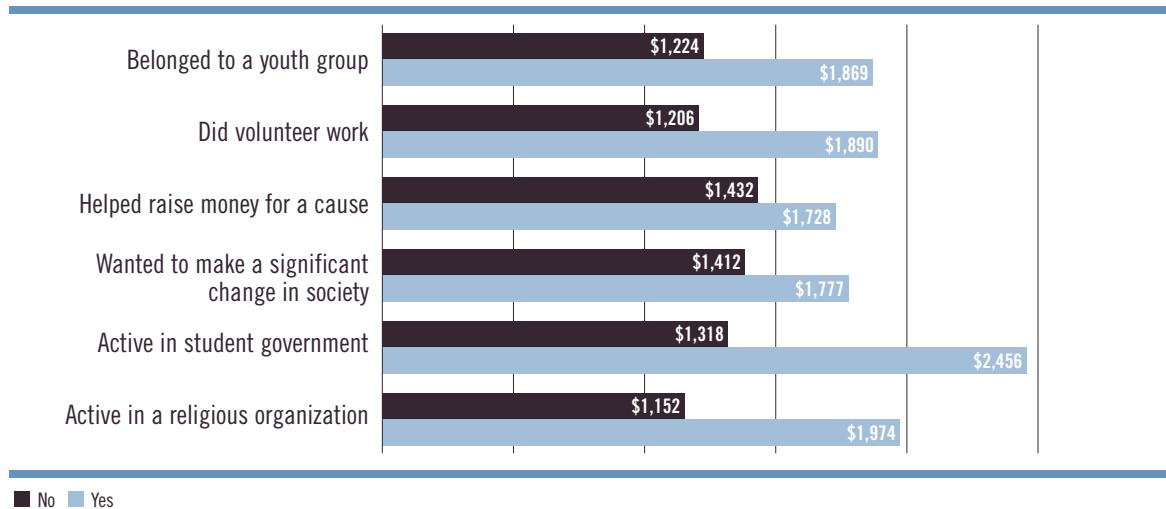
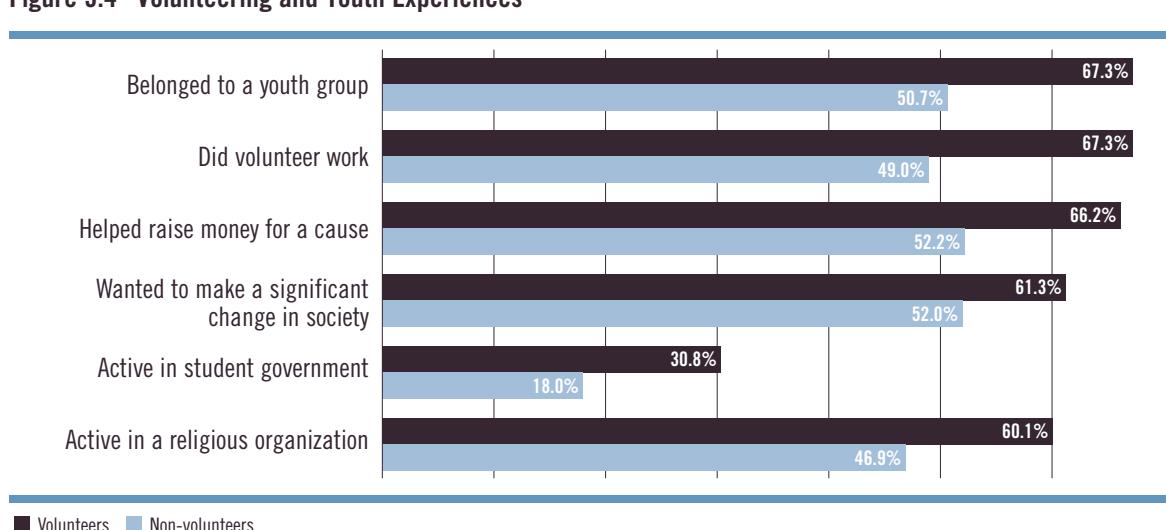
Figure 3.3 Average Household Contribution and Youth Experiences (Contributing Households Only)**Figure 3.4 Volunteering and Youth Experiences**

Table 3.7 Giving and Youth Experiences: Belonged to a Youth Group

		YES	NO
Percentage of all respondents		58.0%	42.0%
Percentage of respondents in contributing households		60.6%	39.4%
Percentage of respondents in non-contributing households		38.0%	62.0%
Average household contribution (contributing households only)		\$1,869	\$1,224
Average contribution as a percentage of household income (contributing households only)		3.4%	2.8%
Percentage by Respondent Demographic Characteristics			
Gender	Male	58.4%	41.6%
	Female	57.6%	42.4%
Race/ Ethnicity	White (non-Hispanic)	60.1%	39.9%
	Black/African-American (non-Hispanic)	56.0%	44.0%
	Other (non-Hispanic)	55.3%	44.7%
	Hispanic (all races)	47.3%	52.7%
Age	21–29	58.6%	41.4%
	30–39	56.9%	43.1%
	40–49	57.9%	42.1%
	50–64	63.6%	36.4%
	65+	51.3%	48.7%
Education	Less than high school	35.6%	64.4%
	High school graduate	53.3%	46.7%
	Some technical school or some college	62.6%	37.4%
	College graduate or some additional professional school	70.5%	29.5%
Marital Status	Married	59.9%	40.1%
	Living with a partner	55.6%	44.4%
	Divorced	55.7%	44.3%
	Separated	49.3%	50.7%
	Widowed	61.6%	38.4%
	Single	54.5%	45.5%
Income	Under \$25,000	45.0%	55.0%
	\$25,000–\$49,999	56.1%	43.9%
	\$50,000–\$74,999	61.6%	38.4%
	\$75,000–\$99,999	66.2%	33.8%
	\$100,000 or more	68.1%	31.9%
Children in Household	Yes	57.5%	42.5%
	No	58.3%	41.7%

Table 3.8 Giving and Youth Experiences: Did Volunteer Work

		YES	NO
Percentage of all respondents		57.1%	42.9%
Percentage of respondents in contributing households		59.8%	40.2%
Percentage of respondents in non-contributing households		36.2%	63.8%
Average household contribution (contributing households only)		\$1,890	\$1,206
Average contribution as a percentage of household income (contributing households only)		3.4%	2.8%
Percentage by Respondent Demographic Characteristics			
Gender	Male	56.5%	43.5%
	Female	57.5%	42.5%
Race/Ethnicity	White (non-Hispanic)	57.9%	42.1%
	Black/African-American (non-Hispanic)	51.4%	48.6%
	Other (non-Hispanic)	63.1%	36.9%
	Hispanic (all races)	52.7%	47.3%
Age	21–29	65.2%	34.8%
	30–39	58.9%	41.1%
	40–49	57.3%	42.7%
	50–64	56.5%	43.5%
	65+	46.9%	53.1%
Education	Less than high school	34.4%	65.6%
	High school graduate	48.4%	51.6%
	Some technical school or some college	65.3%	34.7%
	College graduate or some additional professional school	70.6%	29.4%
Marital Status	Married	57.9%	42.1%
	Living with a partner	63.1%	36.9%
	Divorced	56.2%	43.8%
	Separated	42.5%	57.5%
	Widowed	54.8%	45.2%
	Single	59.1%	40.9%
Income	Under \$25,000	44.5%	55.5%
	\$25,000–\$49,999	54.2%	45.8%
	\$50,000–\$74,999	62.0%	38.0%
	\$75,000–\$99,999	65.6%	34.4%
	\$100,000 or more	66.0%	34.0%
Children in Household	Yes	58.3%	41.7%
	No	56.2%	43.8%

Table 3.9 Giving and Youth Experiences: Helped Raise Money

		YES	NO
Percentage of all respondents		58.4%	41.6%
Percentage of respondents in contributing households		61.1%	38.9%
Percentage of respondents in non-contributing households		38.4%	61.6%
Average household contribution (contributing households only)		\$1,728	\$1,432
Average contribution as a percentage of household income (contributing households only)		3.2%	3.0%
Percentage by Respondent Demographic Characteristics			
Gender	Male	57.7%	42.3%
	Female	59.0%	41.0%
Race/ Ethnicity	White (non-Hispanic)	58.6%	41.4%
	Black/African-American (non-Hispanic)	62.1%	37.9%
	Other (non-Hispanic)	60.7%	39.3%
	Hispanic (all races)	51.8%	48.2%
Age	21–29	63.4%	36.6%
	30–39	62.6%	37.4%
	40–49	62.6%	37.4%
	50–64	58.0%	42.0%
	65+	42.9%	57.1%
Education	Less than high school	33.6%	66.4%
	High school graduate	53.8%	46.2%
	Some technical school or some college	65.5%	34.5%
	College graduate or some additional professional school	69.4%	30.6%
Marital Status	Married	58.8%	41.2%
	Living with a partner	60.9%	39.1%
	Divorced	62.5%	37.5%
	Separated	41.1%	58.9%
	Widowed	59.2%	40.8%
	Single	62.2%	37.8%
Income	Under \$25,000	48.0%	52.0%
	\$25,000–\$49,999	54.8%	45.2%
	\$50,000–\$74,999	62.5%	37.5%
	\$75,000–\$99,999	65.6%	34.4%
	\$100,000 or more	68.4%	31.6%
Children in Household	Yes	61.3%	38.7%
	No	56.4%	43.6%

Table 3.10 Giving and Youth Experiences: Wanted to Make a Significant Change in Society

		YES	NO
Percentage of all respondents		56.1%	43.9%
Percentage of respondents in contributing households		57.4%	42.6%
Percentage of respondents in non-contributing households		46.1%	53.9%
Average household contribution (contributing households only)	\$1,777		\$1,412
Average contribution as a percentage of household income (contributing households only)	3.3%		2.9%
Percentage by Respondent Demographic Characteristics			
Gender	Male	52.7%	47.3%
	Female	59.2%	40.8%
Race/Ethnicity	White (non-Hispanic)	53.5%	46.5%
	Black/African-American (non-Hispanic)	69.3%	30.7%
	Other (non-Hispanic)	59.9%	40.1%
	Hispanic (all races)	58.8%	41.2%
Age	21–29	66.0%	34.0%
	30–39	60.1%	39.9%
	40–49	58.4%	41.6%
	50–64	53.0%	47.0%
	65+	41.9%	58.1%
Education	Less than high school	47.2%	52.8%
	High school graduate	50.8%	49.2%
	Some technical school or some college	59.8%	40.2%
	College graduate or some additional professional school	63.1%	36.9%
Marital Status	Married	55.3%	44.7%
	Living with a partner	62.6%	37.4%
	Divorced	64.9%	35.1%
	Separated	43.7%	56.3%
	Widowed	55.0%	45.0%
	Single	60.4%	39.6%
Income	Under \$25,000	52.7%	47.3%
	\$25,000–\$49,999	54.9%	45.1%
	\$50,000–\$74,999	55.3%	44.7%
	\$75,000–\$99,999	62.3%	37.7%
	\$100,000 or more	59.6%	40.4%
Children in Household	Yes	60.5%	39.5%
	No	52.9%	47.1%

Table 3.11 Giving and Youth Experiences: Was Active in Student Government

		YES	NO
Percentage of all respondents		23.7%	76.3%
Percentage of respondents in contributing households		25.2%	74.8%
Percentage of respondents in non-contributing households		11.9%	88.1%
Average household contribution (contributing households only)		\$2,456	\$1,318
Average contribution as a percentage of household income (contributing households only)		3.9%	2.9%
Percentage by Respondent Demographic Characteristics			
Gender	Male	23.0%	77.0%
	Female	24.2%	75.8%
Race/ Ethnicity	White (non-Hispanic)	22.2%	77.8%
	Black/African-American (non-Hispanic)	33.1%	66.9%
	Other (non-Hispanic)	28.8%	71.2%
	Hispanic (all races)	20.9%	79.1%
Age	21–29	22.9%	77.1%
	30–39	21.1%	78.9%
	40–49	22.5%	77.5%
	50–64	27.2%	72.8%
	65+	24.5%	75.5%
Education	Less than high school	8.9%	91.1%
	High school graduate	13.9%	86.1%
	Some technical school or some college	27.2%	72.8%
	College graduate or some additional professional school	39.1%	60.9%
Marital Status	Married	24.8%	75.2%
	Living with a partner	24.7%	75.3%
	Divorced	30.0%	70.0%
	Separated	22.2%	77.8%
	Widowed	20.0%	80.0%
	Single	20.5%	79.5%
Income	Under \$25,000	14.7%	85.3%
	\$25,000–\$49,999	21.8%	78.2%
	\$50,000–\$74,999	23.6%	76.4%
	\$75,000–\$99,999	30.8%	69.2%
	\$100,000 or more	34.9%	65.1%
Children in Household	Yes	22.3%	77.7%
	No	24.5%	75.5%

Table 3.12 Giving and Youth Experiences: Was Active in a Religious Organization

		YES	NO
Percentage of all respondents		52.7%	47.3%
Percentage of respondents in contributing households		55.4%	44.6%
Percentage of respondents in non-contributing households		32.3%	67.7%
Average household contribution (contributing households only)		\$1,974	\$1,152
Average contribution as a percentage of household income (contributing households only)		3.8%	2.2%
Percentage by Respondent Demographic Characteristics			
Gender	Male	46.7%	53.3%
	Female	58.1%	41.9%
Race/Ethnicity	White (non-Hispanic)	53.5%	46.5%
	Black/African-American (non-Hispanic)	62.5%	37.5%
	Other (non-Hispanic)	46.6%	53.4%
	Hispanic (all races)	41.0%	59.0%
Age	21–29	46.4%	53.6%
	30–39	49.5%	50.5%
	40–49	51.1%	48.9%
	50–64	57.3%	42.7%
	65+	58.9%	41.1%
Education	Less than high school	40.9%	59.1%
	High school graduate	49.5%	50.5%
	Some technical school or some college	54.5%	45.5%
	College graduate or some additional professional school	60.6%	39.4%
Marital Status	Married	54.0%	46.0%
	Living with a partner	40.0%	60.0%
	Divorced	53.9%	46.1%
	Separated	59.1%	40.9%
	Widowed	53.8%	46.2%
	Single	49.1%	50.9%
Income	Under \$25,000	48.9%	51.1%
	\$25,000–\$49,999	50.9%	49.1%
	\$50,000–\$74,999	54.8%	45.2%
	\$75,000–\$99,999	55.9%	44.1%
	\$100,000 or more	55.8%	44.2%
Children in Household	Yes	50.4%	49.6%
	No	54.4%	45.6%

Table 3.13 Volunteering and Youth Experiences: Belonged to a Youth Group

	YES	NO
Percentage of all respondents	58.0%	42.0%
Percentage of volunteers (past year)	67.3%	32.7%
Percentage of non-volunteers (past year)	50.7%	49.3%
Average monthly volunteer hours (past-year volunteers only)	16.1	13.0

Table 3.14 Volunteering and Youth Experiences: Did Volunteer Work

	YES	NO
Percentage of all respondents	57.0%	43.0%
Percentage of volunteers (past year)	67.3%	32.7%
Percentage of non-volunteers (past year)	49.0%	51.0%
Average monthly volunteer hours (past-year volunteers only)	15.6	14.0

Table 3.15 Volunteering and Youth Experiences: Helped Raise Money

	YES	NO
Percentage of all respondents	58.4%	41.6%
Percentage of volunteers (past year)	66.2%	33.8%
Percentage of non-volunteers (past year)	52.2%	47.8%
Average monthly volunteer hours (past-year volunteers only)	15.5	14.5

Table 3.16 Volunteering and Youth Experiences: Wanted to Make a Significant Change in Society

	YES	NO
Percentage of all respondents	56.1%	43.9%
Percentage of volunteers (past year)	61.3%	38.7%
Percentage of non-volunteers (past year)	52.0%	48.0%
Average monthly volunteer hours (past-year volunteers only)	15.8	14.2

Table 3.17 Volunteering and Youth Experiences: Was Active in Student Government

	YES	NO
Percentage of all respondents	23.6%	76.4%
Percentage of volunteers (past year)	30.8%	69.2%
Percentage of non-volunteers (past year)	18.0%	82.0%
Average monthly volunteer hours (past-year volunteers only)	18.0	13.8

Table 3.18 Volunteering and Youth Experiences: Was Active in a Religious Organization

	YES	NO
Percentage of all respondents	52.7%	47.3%
Percentage of volunteers (past year)	60.1%	39.9%
Percentage of non-volunteers (past year)	46.9%	53.1%
Average monthly volunteer hours (past-year volunteers only)	15.9	13.8

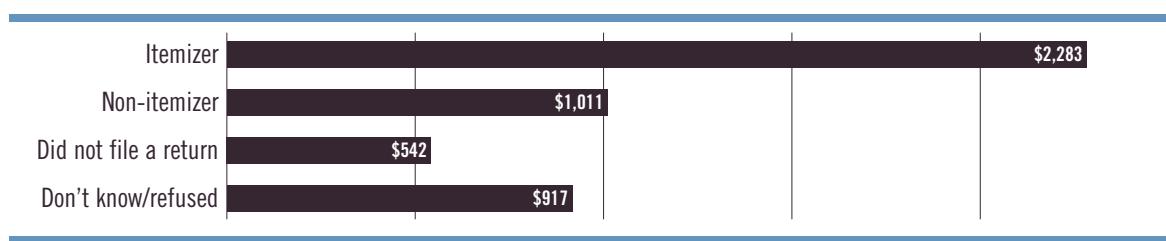
Figure 3.5 Average Household Contribution by Tax Status

Table 3.19 Giving and Tax Issues: Itemizing Deductions on 2000 Income Tax Return

		YES	NO	DID NOT FILE A RETURN	REFUSED/ DON'T KNOW
Percentage of all households		47.4%	40.1%	6.8%	5.8%
Percentage of respondents in contributing households		50.2%	39.3%	5.1%	5.4%
Percentage of respondents in non-contributing households		26.9%	46.0%	18.8%	8.3%
Average household contribution (contributing households only)	\$2,283	\$1,011	\$542	\$917	
Average contribution as a percentage of household income (contributing households only)	3.6%	2.7%	3.4%	2.1%	
Percentage by Respondent Demographic Characteristics					
Gender	Male	52.8%	38.5%	4.0%	4.7%
	Female	46.5%	38.2%	7.5%	7.8%
Race/ Ethnicity	White (non-Hispanic)	51.2%	37.9%	4.7%	6.2%
	Black/African-American (non-Hispanic)	42.6%	39.3%	12.7%	5.4%
	Other (non-Hispanic)	45.3%	44.1%	6.0%	4.6%
	Hispanic (all races)	49.1%	36.2%	6.0%	8.7%
Age	21–29	33.0%	51.1%	5.8%	10.1%
	30–39	51.8%	39.5%	2.4%	6.3%
	40–49	59.5%	32.1%	2.9%	5.5%
	50–64	58.3%	32.3%	4.4%	5.0%
	65+	38.9%	40.1%	15.8%	5.2%
Education	Less than high school	31.9%	40.6%	19.5%	8.0%
	High school graduate	45.3%	42.1%	5.5%	7.1%
	Some technical school or some college	50.2%	39.6%	3.3%	6.9%
	College graduate or some additional professional school	63.1%	31.5%	1.6%	3.8%
Marital Status	Married	58.2%	32.5%	2.5%	6.8%
	Living with a partner	40.1%	49.0%	8.1%	2.8%
	Divorced	27.7%	53.4%	12.9%	6.0%
	Separated	31.6%	40.5%	23.2%	4.7%
	Widowed	41.5%	47.7%	8.4%	2.4%
	Single	35.4%	49.1%	7.9%	7.6%
Income	Under \$25,000	26.9%	47.0%	18.5%	7.6%
	\$25,000–\$49,999	39.7%	47.5%	4.9%	7.9%
	\$50,000–\$74,999	57.1%	37.4%	0.7%	4.8%
	\$75,000–\$99,999	69.0%	24.9%	1.2%	4.9%
	\$100,000 or more	75.3%	18.5%	1.7%	4.5%
Children in Household	Yes	51.5%	37.8%	3.6%	7.1%
	No	48.2%	38.8%	7.4%	5.6%

Table 3.20 Giving and Tax Issues: Took a Deduction for Charitable Contributions on 2000 Tax Return

		YES	NO
Percentage of households		73.3%	26.7%
Percentage of contributing households ¹		77.1%	22.9%
Average household contribution (contributing households only)		\$2,732	\$862
Average contribution as a percentage of household income (contributing households only)		4.0%	2.4%
Percentage by Respondent Demographic Characteristics			
Gender	Male	73.4%	26.6%
	Female	69.9%	30.1%
Race/ Ethnicity	White (non-Hispanic)	75.9%	24.1%
	Black/African-American (non-Hispanic)	62.2%	37.8%
	Other (non-Hispanic)	61.5%	38.5%
	Hispanic (all races)	53.0%	47.0%
Age	21–29	39.3%	60.7%
	30–39	68.6%	31.4%
	40–49	74.9%	25.1%
	50–64	80.4%	19.6%
	65+	79.5%	20.5%
Education	Less than high school	53.1%	46.9%
	High school graduate	60.7%	39.3%
	Some technical school or some college	71.6%	28.4%
	College graduate or some additional professional school	85.2%	14.8%
Marital Status	Married	77.8%	22.2%
	Living with a partner	40.3%	59.7%
	Divorced	61.1%	38.9%
	Separated	2	2
	Widowed	65.8%	34.2%
	Single	50.5%	49.5%
Income	Under \$25,000	42.6%	57.4%
	\$25,000–\$49,999	61.3%	38.7%
	\$50,000–\$74,999	75.3%	24.7%
	\$75,000–\$99,999	80.1%	19.9%
	\$100,000 or more	86.5%	13.5%
Children in Household	Yes	69.8%	30.2%
	No	72.9%	27.1%

¹Estimates for non-contributing households are not reported as they are in other tables due to the nature of the comparison.²Estimate suppressed due to small cell size

Table 3.21 Giving and Tax Issues: Influence of Itemization Requirement on Charitable Contributions

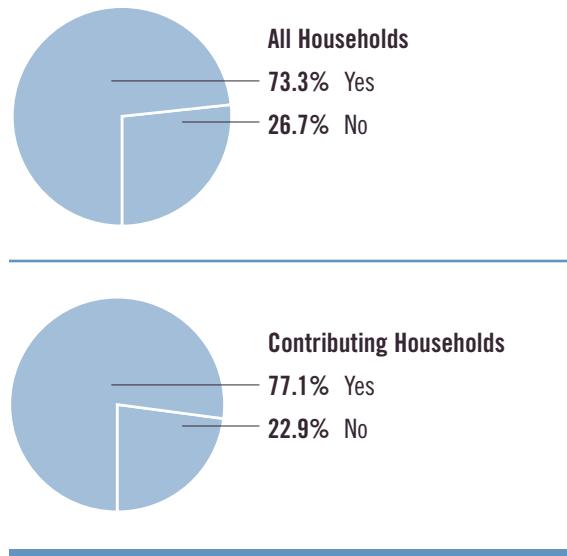
		WOULD GIVE MORE	WOULD GIVE LESS	WOULD GIVE ABOUT THE SAME	REFUSED/ DON'T KNOW
Percentage of all households		8.9%	3.3%	84.2%	3.5%
Percentage of respondents in contributing households		8.2%	2.8%	86.4%	2.6%
Percentage of respondents in non-contributing households		14.7%	7.5%	68.0%	9.7%
Average household contribution (contributing households only)	\$1,409	\$2,002	\$1,650	\$815	
Average contribution as a percentage of household income (contributing households only)	2.9%	3.3%	3.2%	2.5%	
Percentage by Respondent Demographic Characteristics					
Gender	Male	8.8%	4.4%	83.1%	3.7%
	Female	9.4%	2.7%	84.3%	3.6%
Race/ Ethnicity	White (non-Hispanic)	6.3%	3.0%	88.0%	2.7%
	Black/African-American (non-Hispanic)	17.4%	3.8%	74.3%	4.5%
	Other (non-Hispanic)	14.7%	3.6%	75.8%	5.9%
	Hispanic (all races)	16.9%	6.2%	68.5%	8.4%
Age	21–29	11.4%	2.9%	80.7%	5.0%
	30–39	10.7%	3.2%	82.2%	3.9%
	40–49	10.0%	3.0%	84.5%	2.5%
	50–64	7.8%	3.6%	86.5%	2.1%
	65+	5.3%	4.8%	84.3%	5.6%
Education	Less than high school	15.0%	6.8%	69.4%	8.8%
	High school graduate	8.4%	2.8%	85.5%	3.3%
	Some technical school or some college	8.4%	3.1%	85.5%	3.0%
	College graduate or some additional professional school	7.5%	2.9%	87.4%	2.2%
Marital Status	Married	7.7%	3.2%	86.2%	2.9%
	Living with a partner	10.7%	3.8%	84.2%	1.3%
	Divorced	13.6%	0.8%	77.7%	7.9%
	Separated	7.3%	5.8%	80.5%	6.4%
	Widowed	10.9%	5.1%	80.3%	3.7%
	Single	12.8%	3.2%	78.6%	5.4%
Income	Under \$25,000	11.8%	4.8%	76.8%	6.6%
	\$25,000–\$49,999	10.4%	2.7%	82.6%	4.3%
	\$50,000–\$74,999	9.0%	2.7%	85.8%	2.5%
	\$75,000–\$99,999	4.4%	4.1%	89.6%	1.9%
	\$100,000 or more	6.3%	4.0%	88.3%	1.4%
Children in Household	Yes	10.4%	3.5%	82.1%	4.0%
	No	8.2%	3.5%	84.9%	3.4%

Table 3.22 Giving and Tax Issues: Influence of Itemization Requirement on Charitable Contributions of Non-Itemizers

	WOULD GIVE MORE	WOULD GIVE LESS	WOULD GIVE ABOUT THE SAME	REFUSED/ DON'T KNOW
Percentage of all non-itemizer households	10.9%	3.4%	80.2%	5.6%
Percentage of contributing non-itemizer households	10.7%	2.5%	83.3%	3.5%
Average household contribution (contributing households only)	\$1,039	¹	\$963	\$1,520
Average contribution as a percentage of household income (contributing households only)	2.5%	¹	2.8%	2.3%

¹Estimate suppressed due to small cell size

Figure 3.6 Households That Took a Charitable Deduction in 2000

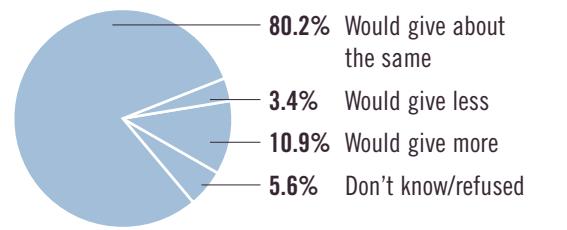


Taking a Deduction for Charitable Giving
Among contributing households that itemized deductions, those that took a deduction for charitable contributions gave significantly more on average than did households not taking a charitable deduction (\$2,732 versus \$862, respectively). Those taking charitable deductions also gave significantly more as a percentage of household income than did households not taking charitable deductions (4.0% versus 2.4%, respectively).

Impact of Changing Tax Requirements for Charitable Giving

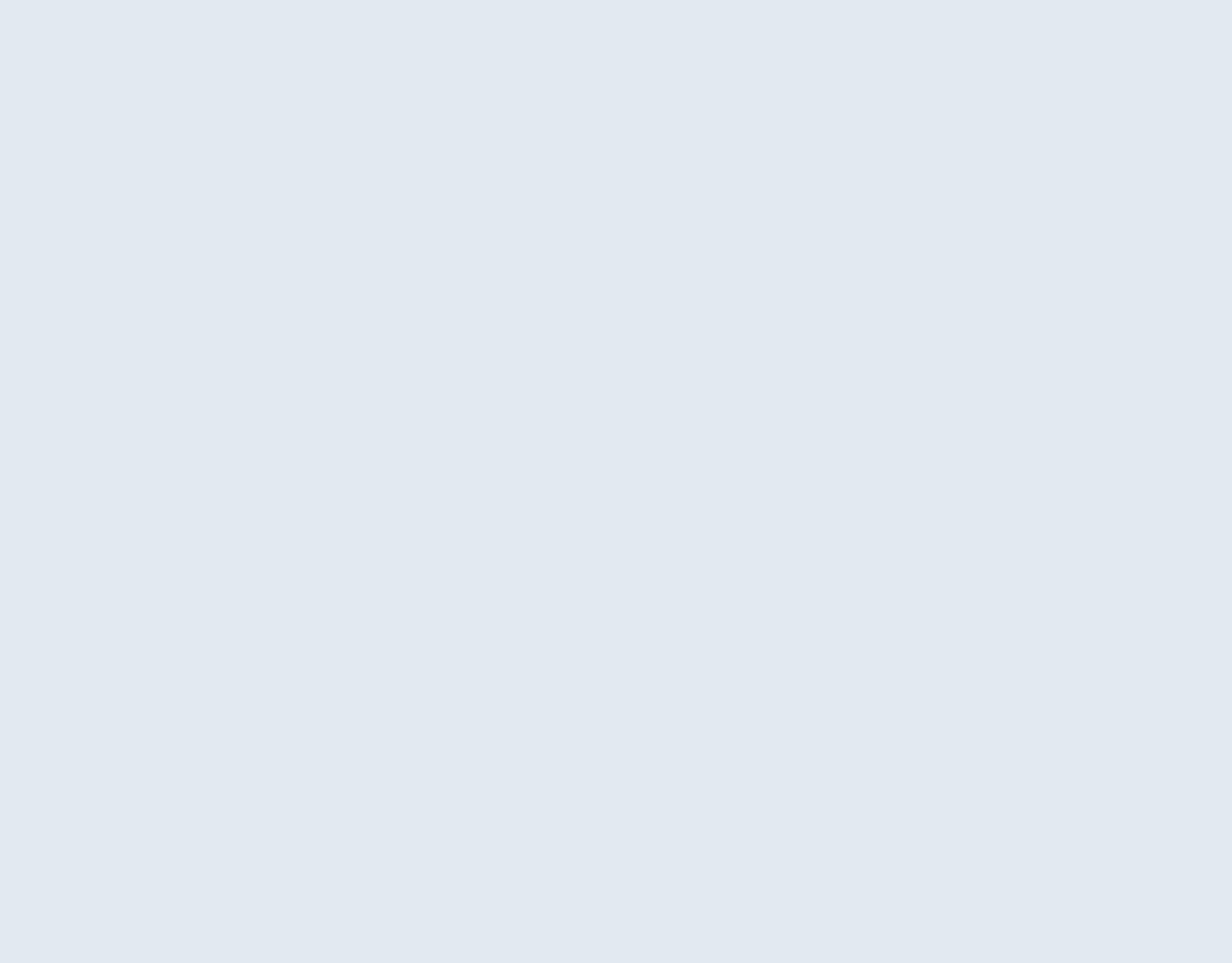
Respondents were also asked to speculate on how a

Figure 3.7 Influence of Ability to Deduct Charitable Contributions on Donations by Non-Itemizers



change in tax requirements for taking charitable deductions might influence their charitable giving. Results are displayed on Table 3.21. If it were possible to deduct charitable contributions without having to itemize deductions, 8.9 percent of all households would give more, 3.3 percent would give less, and 84.2 percent would give about the same amount as they currently give. Compared to their non-contributing counterparts, contributing households were less likely to report that they would give more (8.2% versus 14.7%, respectively), less likely to report that they would give less (2.8% versus 7.5%, respectively), and more likely to report that they would give about the same (86.4% versus 68.0%, respectively).

Among respondents who reported that they had not filed an itemized return, close to 11 percent said they would give more if they could deduct their charitable contributions without itemizing. Only 3.4 percent of non-itemizer households indicated that they would give less and 80.2 percent said they would give about the same amount.



Profiles of Different Household Categories

4

A majority of Americans contribute time or money to charitable causes—in fact, many do both—but the levels of contribution vary dramatically. Some individuals volunteer a few hours each year, while others are full-time volunteers. Some households contribute less than \$10 to nonprofit organizations, while others give millions.

Chapter 4 looks at the charitable behaviors of the highly engaged and focuses on three special populations: 1) households that make a charitable contribution and had a respondent who volunteered; 2) households that contributed 3 percent or more of total income; and 3) respondents who volunteered for 15 hours or more in the past month. Each of these groups is vastly different from those who are less involved, and especially different from those who neither give nor volunteer.

This chapter summarizes survey results about giving and volunteering for the following three unique populations:

- Contributing households that include a volunteering respondent;
- Households that contribute 3 percent or more of their income to charity; and
- Respondents who volunteered for 15 hours or more in the past month.

Overall, 42.3 percent of all households made charitable contributions and had a volunteering respondent (data not shown). As found in previous *Giving and Volunteering* surveys, these households are vastly different from other households, perhaps because giving and volunteering represent a higher level of commitment to charitable actions.

In this section, we compare the characteristics of giving and volunteering households, giving-only households (i.e., respondent does not volunteer), volunteering-only households (i.e., respondent does not contribute), and households that neither give nor volunteer. Topics covered include the following:

- Amount of contributions;
- Type of organizations supported;
- Selected demographic characteristics;
- Motivations for giving; and
- Behaviors that influence giving.

Amount of Contributions

As Table 4.1 indicates, giving and volunteering households contributed significantly more than giving-only households (\$2,295 versus \$1,009). When comparing their charitable contributions as a percentage of household income, giving and volunteering households give significantly more than giving-only households (4.0% versus 2.4%). It is important to note that the average household income of giving and volunteering households was about \$13,400 more than the average household income for giving-only households (\$63,501 versus \$50,115). Hence, the characteristic of being a giving and volunteering household may have more to do with household income than other variables. Households where the respondent volunteered but did not contribute had an average household income of \$37,711, while the average income for households where the respondent neither contributed nor volunteered was only \$29,039. These results are displayed in Figure 4.1.

Table 4.2 and Figure 4.2 show that a high percentage of giving and volunteering households contributed more to charitable causes than giving-only households. For example, 76.9 percent of giving and volunteering households contributed to religious organizations, compared to 61.0 percent of giving-only households. The one exception was environmental organizations. Giving and volunteering households did not differ significantly from giving-only households in their likelihood of contributing to this kind of organization (23.3% versus 19.9%).

Figure 4.1 Charitable Contributions

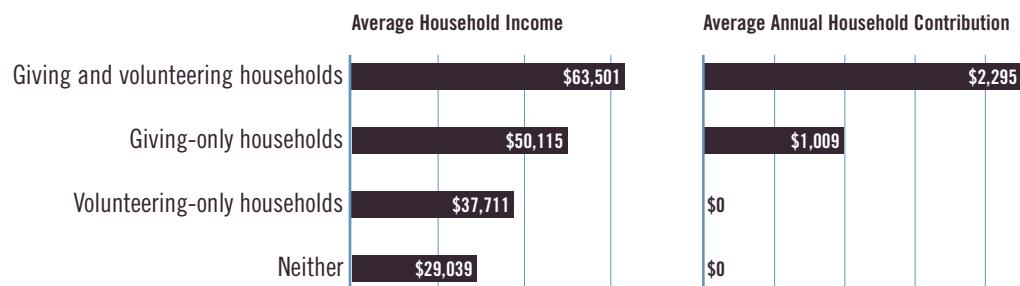
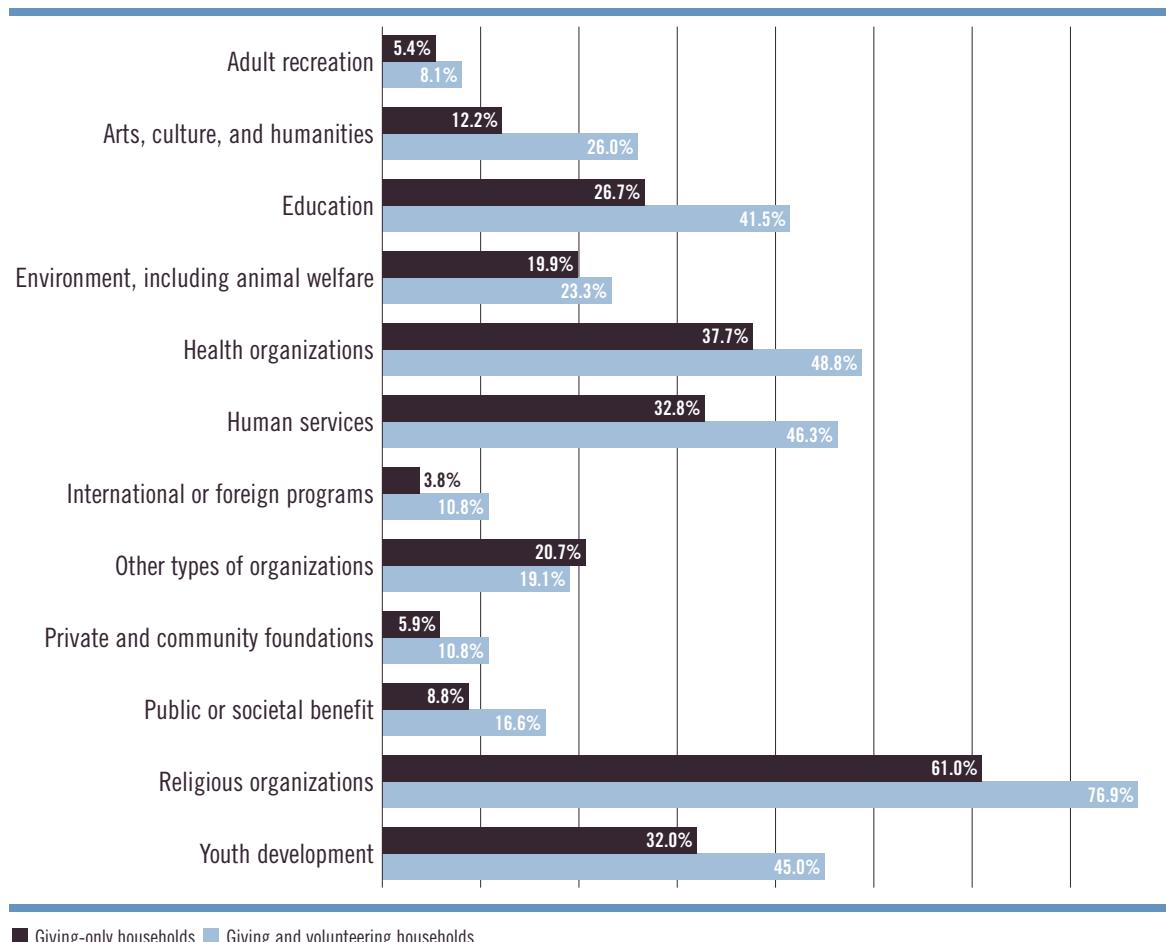


Table 4.1 Charitable Contributions

	ALL HOUSEHOLDS	GIVING AND VOLUNTEERING HOUSEHOLDS	GIVING-ONLY HOUSEHOLDS	VOLUNTEERING-ONLY HOUSEHOLDS	NEITHER
Average household contribution	\$1,415	\$2,295	\$1,009	\$0	\$0
Average contribution as a percentage of household income	2.7%	4.0%	2.4%	0.0%	0.0%
Average household income	\$53,432	\$63,501	\$50,115	\$37,711	\$29,039

Figure 4.2 Charitable Contributions by Organization Type

■ Giving-only households ■ Giving and volunteering households

Table 4.2 Charitable Contributions by Organization Type

	GIVING AND VOLUNTEERING HOUSEHOLDS	GIVING-ONLY HOUSEHOLDS
Adult recreation	8.1%	5.4%
Arts, culture, and humanities	26.0%	12.2%
Education	41.5%	26.7%
Environment, including animal welfare	23.3%	19.9%
Health organizations	48.8%	37.7%
Human services	46.3%	32.8%
International or foreign programs	10.8%	3.8%
Other types of organizations	19.1%	20.7%
Private and community foundations	10.8%	5.9%
Public or societal benefit	16.6%	8.8%
Religious organizations	76.9%	61.0%
Youth development	45.0%	32.0%

Selected Demographic Characteristics

Many individual and household demographic characteristics were found to differ among the various households, as Table 4.3 displays. Demographic characteristics include the following:

- **Gender**—No large differences were found between males and females.
- **Race/ethnicity**—White (non-Hispanic) respondents were more likely to reside in households that both gave and volunteered (45.4%) than any other ethnic group. The largest group of households where there were neither contributors nor volunteers were those who claimed themselves as “other” (12.8%).
- **Age**—The youngest group, those 21 to 29 years of age, had the lowest percentage residing in giving and volunteering households (31.8%) and the highest percentage residing in households that neither gave nor volunteered (15.8%). Those between 40 and 49 years of age had the highest percentage residing in giving and volunteering households (46.8%) and the lowest percentage residing in households that neither gave nor volunteered (8.0%).
- **Education**—This variable shows the strongest connection with giving patterns. Of those with less than a high school education, only 17.1 percent reside in giving and volunteering households,

compared to 61.1 percent of those respondents who are at least a college graduate. Interestingly, more than half of respondents with a high school education or less resided in giving-only households (53.4% and 52.4%). Thus, it is the volunteering behavior that is most noticeably different.

■ **Marital Status**—Married respondents are the most generous with their time and money: 48.3 percent of married respondents reside in giving and volunteering households. Those living with a partner had the lowest percentage residing in giving and volunteering households (28.9%) and the highest percentage residing in giving-only households (55.1%).

■ **Household Income**—More than 50 percent of respondents with incomes of \$50,000 or more reside in giving and volunteering households, while the lowest income groups had the largest percentage residing in households that neither gave nor volunteered (20.3%).

■ **Children in the Household**—No significant differences were found among respondents living in households with or without children.

Table 4.3 Demographic Characteristics of Respondent Households

		ALL HOUSEHOLDS	GIVING AND VOLUNTEERING HOUSEHOLDS	GIVING-ONLY HOUSEHOLDS	VOLUNTEERING-ONLY HOUSEHOLDS	NEITHER
Gender	Male	47.8%	40.2%	47.6%	1.6%	10.6%
	Female	52.2%	43.9%	44.8%	2.0%	9.3%
Race/ Ethnicity	White (non-Hispanic)	72.8%	45.4%	45.0%	1.7%	7.9%
	Black/African-American (non-Hispanic)	10.6%	34.1%	49.7%	2.1%	14.1%
	Other (non-Hispanic)	6.1%	35.0%	50.5%	1.7%	12.8%
	Hispanic (all races)	10.5%	31.3%	47.9%	2.1%	18.7%
Age	21–29	16.9%	31.8%	49.7%	2.6%	15.8%
	30–39	22.0%	45.6%	43.6%	2.7%	8.1%
	40–49	21.3%	46.8%	43.7%	1.6%	8.0%
	50–64	22.7%	43.8%	46.3%	1.1%	8.8%
	65+	17.1%	39.6%	48.9%	1.0%	10.6%
Education	Less than high school	14.1%	17.1%	53.4%	2.5%	27.0%
	High school graduate	31.7%	34.0%	52.4%	2.0%	11.6%
	Some technical school or some college	26.9%	45.5%	47.0%	1.2%	6.4%
	College graduate or some additional professional school	27.2%	61.1%	34.4%	1.8%	2.7%
Marital Status	Married	61.1%	48.3%	43.4%	1.3%	7.1%
	Living with a partner	5.9%	28.9%	55.1%	2.4%	13.6%
	Divorced	7.3%	33.0%	46.7%	4.5%	15.9%
	Separated	2.5%	32.2%	50.6%	2.2%	15.0%
	Widowed	6.8%	35.0%	49.5%	1.8%	13.7%
	Single	16.4%	32.6%	49.6%	2.7%	15.0%
Income	Under \$25,000	24.4%	26.1%	50.7%	2.9%	20.3%
	\$25,000–\$49,999	32.0%	37.5%	50.0%	1.9%	10.7%
	\$50,000–\$74,999	21.4%	53.1%	40.0%	2.2%	4.7%
	\$75,000–\$99,999	9.8%	56.3%	40.6%	0.8%	2.3%
	\$100,000 or more	12.4%	56.8%	40.4%	0.5%	2.3%
Children in Household	Yes	32.8%	46.7%	41.6%	2.1%	9.6%
	No	67.2%	40.1%	48.0%	1.9%	10.0%

GIVING AND VOLUNTEERING HOUSEHOLDS AS WELL AS GIVING-ONLY HOUSEHOLDS AGREE THAT THE NEED FOR CHARITABLE ORGANIZATIONS IS GREATER NOW THAN FIVE YEARS AGO.

In summary, white households comprised of a married couple between the ages of 40 and 49 who are college-educated and earn an annual household income of \$50,000 or more have a higher probability of being a giving and volunteering household.

The Power of the “Ask”

Table 4.4 shows that almost 57 percent of all respondents were asked to contribute. Of these households who were asked, 95 percent chose to give. In contrast, only 79 percent of those not asked belonged to a giving household. Half of all respondents were asked to volunteer, and 62.5 percent of that group did so. Only 25 percent of those not asked to volunteer belonged to a volunteering household. Households where the respondents or members of the household were asked to contribute were more likely to reside in a giving and volunteering household than those not asked (51.2% and 30.8%). Similar differences are found for respondents residing in neither giving nor volunteering households: 3.6 percent were asked to contribute, while 18.0 percent were not asked. For respondents residing in giving and volunteering households, 61.0 percent were asked to volunteer, and 23.1 percent were not.

Attitudes Toward Charities

Table 4.5 compares attitudes toward charities in the different household categories. Giving and

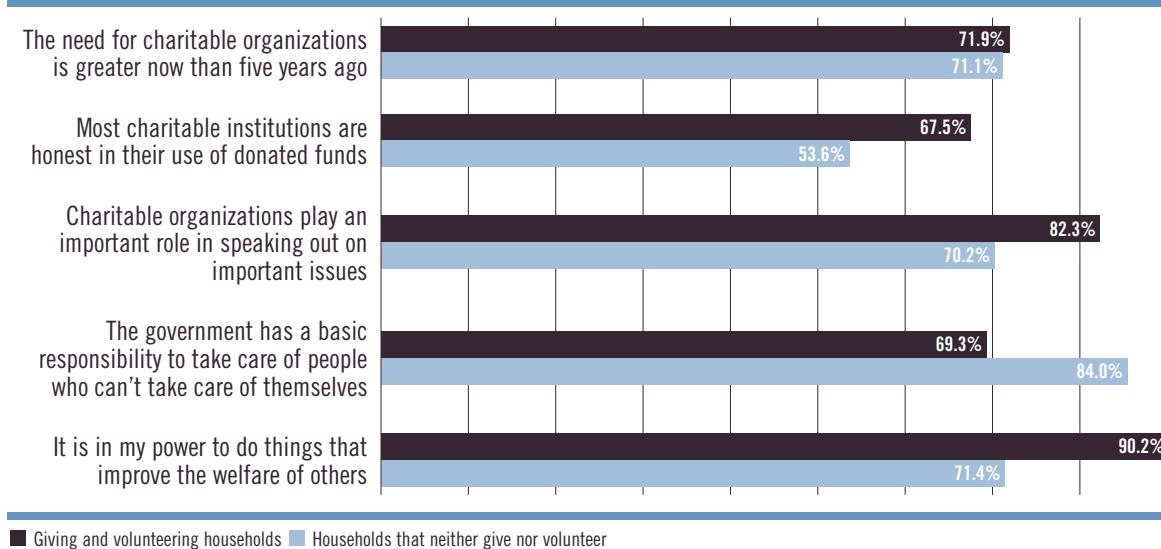
volunteering households as well as giving-only households agree that the need for charitable organizations is greater now than five years ago (71.9% versus 72.0%). Giving and volunteering households were more likely than giving-only households to agree with all the other general attitudes except for one.

Giving and volunteering households were less likely than giving-only households to agree with the statement on the government being responsible for taking care of people who can't take care of themselves (69.3% versus 76.5%). Respondents in households that neither give nor volunteer were more likely than other households to agree with this statement (84.0%). Figure 4.3 compares the attitudes toward charities of giving and volunteering households and households that neither give nor volunteer.

Table 4.6 displays the comparisons of the different households in terms of their assessment of the effectiveness of religious organizations. Giving and volunteering households did not differ significantly from giving-only households in rating the effectiveness of religious organizations in dealing with various social problems such as alleviating hunger and reducing homelessness. In general, religious organizations had low levels of respondents rating them “very effective,” but substantial levels rated them “somewhat effective.”

Table 4.4 The Power of the Ask

	ALL HOUSEHOLDS	GIVING AND VOLUNTEERING HOUSEHOLDS	GIVING-ONLY HOUSEHOLDS	VOLUNTEERING-ONLY HOUSEHOLDS	NEITHER
Percentage of households personally asked to make a charitable contribution in 2000					
Yes	56.6%	51.2%	44.0%	1.2%	3.6%
No	43.4%	30.8%	48.4%	2.8%	18.0%
Percentage of respondents personally asked to volunteer in the past 12 months					
Yes	50.0%	61.0%	33.8%	1.5%	3.7%
No	50.0%	23.1%	58.7%	2.0%	16.2%

Figure 4.3 Attitudes Towards Charities

■ Giving and volunteering households ■ Households that neither give nor volunteer

Reasons for Contributing

Table 4.7 and Figure 4.4 compare the different households in terms of their reasons for contributing to charitable causes. Giving and volunteering households were significantly more likely than giving-only households to view all reasons for contributing as important. Few households were likely to report getting a tax deduction as the reason they contribute.

Table 4.8 displays the perceptions of financial well-being for all household categories. As expected, households that gave worry less about having

enough money than those who did not give, from 50.9 percent for the households that give and volunteer to 70.0 percent for the household that neither give nor volunteer (Figure 4.5).

Conversely, those reporting that they had more money left over after paying bills decreased from 24.1 percent for those who gave and volunteered to 12.8 percent for households that neither gave nor volunteered (Figure 4.6). Households that did not give had a higher percentage reporting that they had less money left over this year compared to last year.

Table 4.5 Attitudes Toward Charities

	ALL HOUSEHOLDS	GIVING AND VOLUNTEERING HOUSEHOLDS	GIVING-ONLY HOUSEHOLDS	VOLUNTEERING-ONLY HOUSEHOLDS	NEITHER
"The need for charitable organizations is greater now than five years ago."					
Agree	71.9%	71.9%	72.0%	74.8%	71.1%
Disagree	23.7%	24.3%	23.7%	22.8%	21.1%
Don't know/refused	4.4%	3.8%	4.3%	2.4%	7.8%
"Most charitable organizations are honest in their use of donated funds."					
Agree	61.8%	67.5%	58.6%	58.5%	53.6%
Disagree	31.2%	26.4%	34.9%	33.3%	34.0%
Don't know/refused	7.0%	6.1%	6.5%	8.2%	12.4%
"Charitable organizations play an important role in speaking out on important issues."					
Agree	78.5%	82.3%	77.3%	65.4%	70.2%
Disagree	17.6%	14.6%	19.1%	26.6%	22.0%
Don't know/refused	3.9%	3.1%	3.6%	8.0%	7.8%
"The government has a basic responsibility to take care of people who can't take care of themselves."					
Agree	74.0%	69.3%	76.5%	69.6%	84.0%
Disagree	23.2%	27.7%	20.9%	28.0%	13.6%
Don't know/refused	2.8%	3.0%	2.6%	2.4%	2.4%
"I have the power to do things that improve the welfare of others."					
Agree	84.3%	90.2%	81.9%	79.1%	71.4%
Disagree	14.2%	8.9%	16.4%	17.8%	25.4%
Don't know/refused	1.5%	0.9%	1.7%	3.1%	3.2%

Table 4.6 Perceptions About Effectiveness of Religious Organizations

	ALL HOUSEHOLDS	GIVING AND VOLUNTEERING HOUSEHOLDS	GIVING-ONLY HOUSEHOLDS	VOLUNTEERING-ONLY HOUSEHOLDS	NEITHER
Percentage who believe local religious organizations are effective at					
Alleviating hunger					
Very effective	24.4%	26.0%	23.9%	17.2%	21.4%
Somewhat effective	65.0%	66.1%	65.2%	73.8%	57.8%
Not at all effective	7.3%	5.9%	7.6%	6.9%	12.3%
Don't know/refused	3.3%	2.0%	3.3%	2.1%	8.5%
Reducing homelessness					
Very effective	14.4%	13.1%	14.4%	16.6%	19.6%
Somewhat effective	63.3%	65.9%	63.5%	62.7%	51.8%
Not at all effective	17.2%	16.4%	17.3%	16.5%	20.3%
Don't know/refused	5.1%	4.6%	4.8%	4.2%	8.3%
Providing care for the elderly					
Very effective	23.6%	22.0%	23.2%	31.5%	30.6%
Somewhat effective	58.7%	61.8%	58.8%	52.4%	46.1%
Not at all effective	13.1%	12.2%	14.1%	7.9%	13.6%
Don't know/refused	4.6%	4.0%	3.9%	8.2%	9.7%
Reducing racial and ethnic tensions					
Very effective	16.4%	16.1%	16.0%	17.1%	19.5%
Somewhat effective	53.4%	57.4%	51.9%	43.6%	45.1%
Not at all effective	24.2%	22.1%	25.4%	30.2%	26.9%
Don't know/refused	6.0%	4.4%	6.7%	9.1%	8.5%

Table 4.7 Reasons for Giving

	GIVING AND VOLUNTEERING HOUSEHOLDS	GIVING-ONLY HOUSEHOLDS
Personally asked to contribute		
Yes	60.9%	51.2%
No	39.1%	48.8%
To get a tax deduction		
Yes	23.8%	17.0%
No	76.2%	83.0%
Religious obligation or belief		
Yes	60.2%	45.2%
No	39.8%	54.8%
Something is owed to the community		
Yes	67.7%	49.6%
No	32.3%	50.4%
Those who have more should give to those who have less		
Yes	83.8%	75.6%
No	16.2%	24.4%

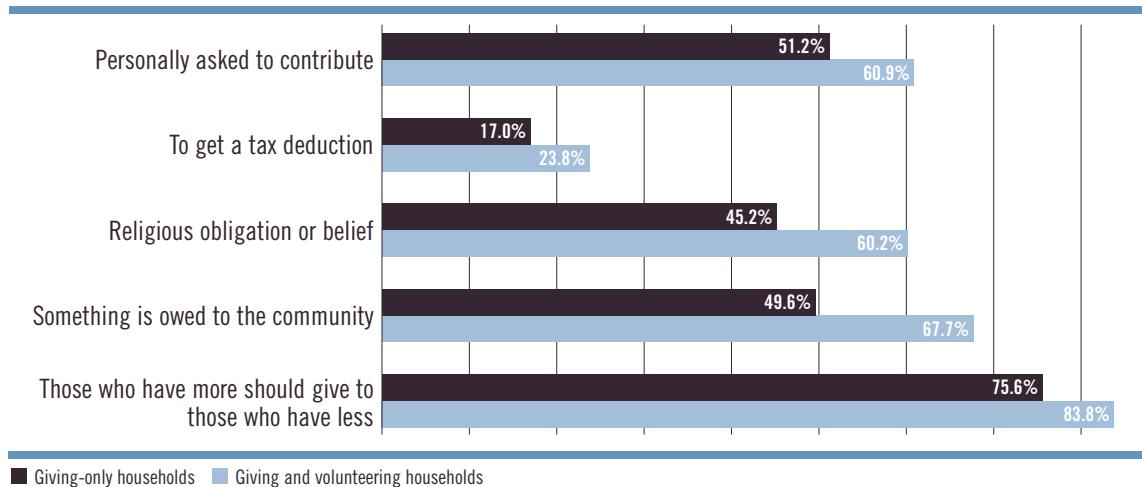
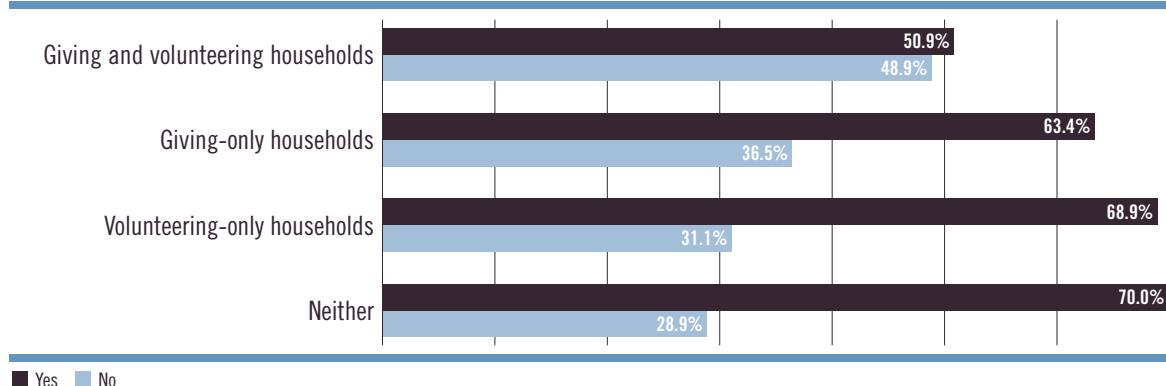
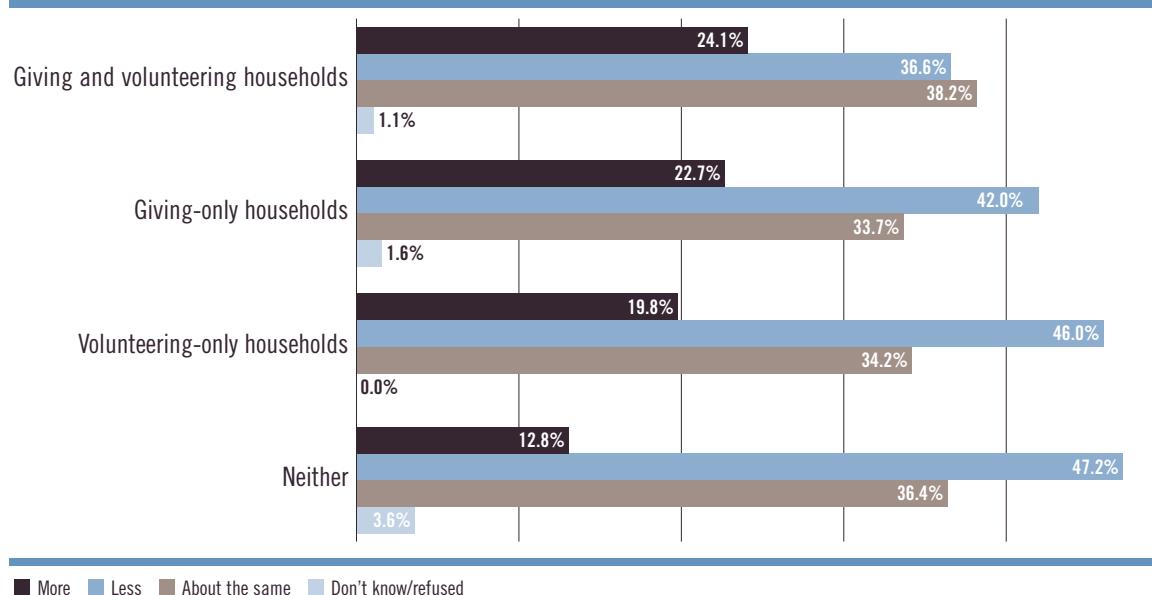
Figure 4.4 Reasons for Giving

Figure 4.5 Worried About Not Having Enough Money in the Future**Figure 4.6 Amount of Money Left Over After Paying Bills This Year Compared to Last Year**

■ More ■ Less ■ About the same ■ Don't know/refused

Behaviors That Influence Giving and Volunteering

Religious affiliation was strongly associated with giving and volunteering, as seen in Table 4.9 and Figure 4.7. Forty-nine percent of those belonging to a religious organization reside in a giving and volunteering household, compared to only 28.9 percent for those respondents with no religious affiliation. A little over half of the households that do not belong to a religious organization are giving-only households. Nearly 17 percent of those with no religious affiliation reside in households

that neither give nor volunteer, compared to only 6.3 percent of those who belong to a religious group. As expected from previous studies, frequency of attendance is also highly correlated with giving and volunteering.

The same pattern holds for respondents who belong to at least one non-religious organization, with 60.3 percent residing in giving and volunteering households, compared to 34.2 percent for those respondents who do not belong to a non-religious organization (Figure 4.8).

Table 4.8 Perceived Financial Status

	ALL HOUSEHOLDS	GIVING AND VOLUNTEERING HOUSEHOLDS	GIVING-ONLY HOUSEHOLDS	VOLUNTEERING-ONLY HOUSEHOLDS	NEITHER
Worries about not having enough money in the future					
Yes	59.0%	50.9%	63.4%	68.9%	70.0%
No	41.0%	48.9%	36.5%	31.1%	28.9%
Don't know/refused	0.0%	0.2%	0.1%	0.0%	1.1%
Amount of money left over after paying bills, this year compared to last year					
More	22.3%	24.1%	22.7%	19.8%	12.8%
Less	40.3%	36.6%	42.0%	46.0%	47.2%
About the same	35.8%	38.2%	33.7%	34.2%	36.4%
Don't know/refused	1.6%	1.1%	1.6%	0.0%	3.6%

Table 4.9 Religious Affiliation

	ALL HOUSEHOLDS	GIVING AND VOLUNTEERING HOUSEHOLDS	GIVING-ONLY HOUSEHOLDS	VOLUNTEERING-ONLY HOUSEHOLDS	NEITHER
Respondent belongs to a religious organization					
Yes	65.7%	49.0%	43.2%	1.5%	6.3%
No	34.3%	28.9%	51.9%	2.3%	16.9%
Frequency of respondent's attendance at religious services					
Frequent ¹	54.2%	52.3%	40.8%	1.4%	5.5%
Infrequent ²	21.9%	33.7%	52.7%	2.1%	11.5%
Never	23.9%	26.6%	52.4%	2.5%	18.5%

¹ Frequent is defined as at least once a month.² Infrequent is less than once a month.

Table 4.11 displays a variety of youth experiences that may have influenced giving and volunteering in adulthood. In all cases, respondents who had taken part in a particular youth activity were more likely as adults to reside in households with both giving and volunteering behavior.

As shown in Table 4.12, giving and volunteering households were more likely than giving-only households to have filed an itemized tax return in 2000 (58.3% versus 42.7%). Among those households that itemized their tax returns, giving and

volunteering households were significantly more likely than giving-only households to take a deduction for charitable giving (83.7% versus 68.8%). When asked how being able to claim a charitable deduction without itemizing might change the amount of their contributions, proportionately fewer giving and volunteering households than giving-only households reported that they would give more (7.1% versus 9.2%) and proportionately more reported that they would give the same (88.0% versus 84.9%).

High-Contributing Households

Overall, 28.7 percent of contributing households (25.3% of all households) contributed 3 percent or more of household income to charitable causes (data not shown). High-contributing households were characterized by relatively high contributions and relatively low household income, as Table 4.13 indicates. High-contributing households gave significantly higher average dollar contributions compared to other contributing households (\$3,923 versus \$574). However, high-contributing households had a significantly lower household income than did other contributing households (\$52,503 versus \$58,840).

High-contributing households also differ from other contributing households on several demographic characteristics, as Table 4.14 displays. Compared to other contributing households, respondents from high-contributing households are significantly less likely to be Hispanic, tend to be in the older age groups and better educated, are more likely to be married or widowed, and are less likely to have children living in the household.

High-Frequency Volunteers

Survey results showed that 81.9 percent of past-month volunteers (27.5% of all respondents) had volunteered for 5 or more hours during the past month (data not shown). Table 4.15 and Figure 4.9 compare high-frequency volunteers to other volunteers. High-frequency volunteers served, on average, 28.9 hours per month, compared to the average of only 2.9 hours served by other volunteers. High-frequency volunteers were no more likely than other volunteers to serve particular organization types, with two exceptions: youth

development organizations (served by 19.1% of high-frequency volunteers versus 9.1% of other volunteers) and public or societal benefit organizations (served by 11.7% of high-frequency volunteers versus 5.9% of other volunteers). Demographically, however, high-frequency volunteers were indistinguishable from other volunteers (Table 4.16).

Figure 4.7 Respondent Belongs to a Religious Organization

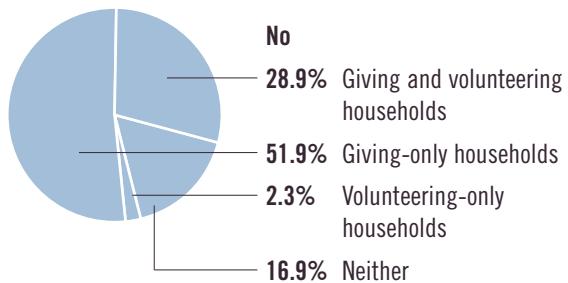
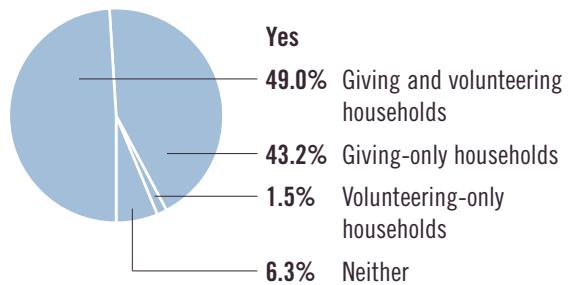


Figure 4.8 Respondent Belongs to a Non-Religious Organization

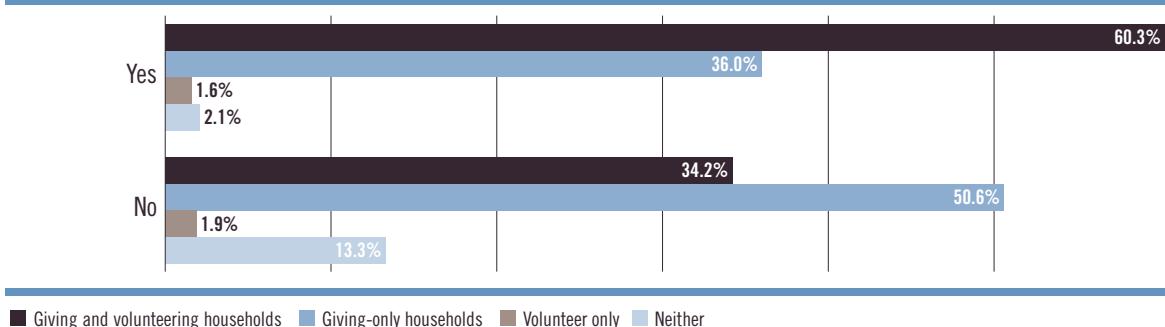


Table 4.10 Non-Religious Organization Affiliation

	ALL HOUSEHOLDS	GIVING AND VOLUNTEERING HOUSEHOLDS	GIVING-ONLY HOUSEHOLDS	VOLUNTEERING-ONLY HOUSEHOLDS	NEITHER
Respondent belongs to a non-religious organization					
Yes	30.3%	60.3%	36.0%	1.6%	2.1%
No	69.7%	34.2%	50.6%	1.9%	13.3%

Table 4.11 Youth Experiences

	ALL HOUSEHOLDS	GIVING AND VOLUNTEERING HOUSEHOLDS	GIVING-ONLY HOUSEHOLDS	VOLUNTEERING-ONLY HOUSEHOLDS	NEITHER
Percentage who, as youth					
Belonged to a youth group					
Yes	58.0%	49.5%	42.8%	1.5%	6.2%
No	42.0%	31.9%	50.9%	2.2%	15.0%
Did volunteer work					
Yes	57.1%	50.3%	42.3%	1.4%	6.0%
No	42.9%	31.1%	51.5%	2.2%	15.2%
Helped raise money for a cause or organization					
Yes	58.4%	48.2%	44.1%	1.5%	6.2%
No	41.6%	33.5%	49.2%	2.0%	15.3%
Wanted to make a significant change in society					
Yes	56.1%	46.1%	44.4%	1.9%	7.6%
No	43.9%	36.9%	48.9%	1.7%	12.5%
Was active in student government					
Yes	23.7%	56.1%	38.0%	1.1%	4.8%
No	76.3%	37.7%	48.8%	2.0%	11.5%
Was active in a religious organization					
Yes	52.7%	48.8%	44.0%	1.3%	5.9%
No	47.3%	34.6%	48.6%	2.3%	14.5%

Table 4.12 Tax Issues

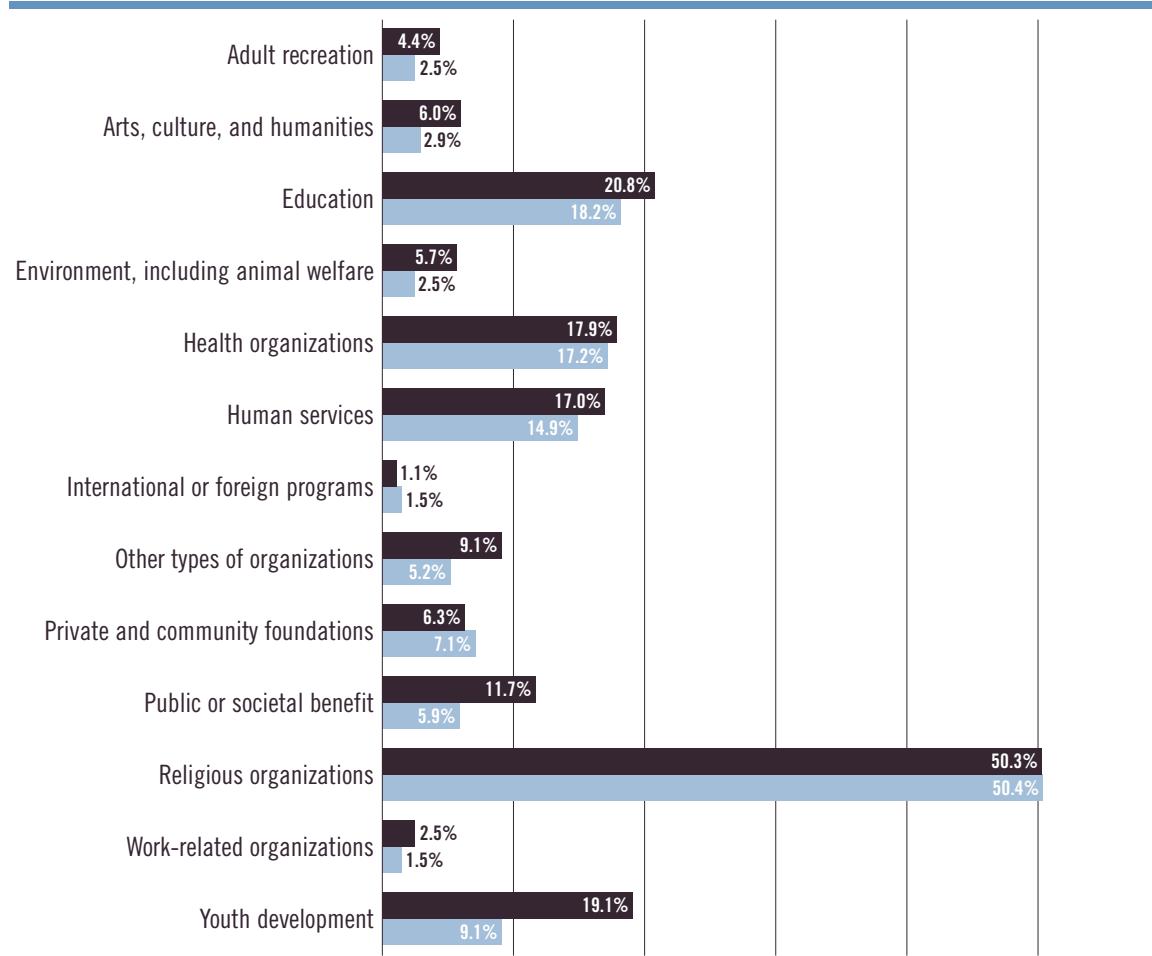
	ALL HOUSEHOLDS	GIVING AND VOLUNTEERING HOUSEHOLDS	GIVING-ONLY HOUSEHOLDS
Household itemized deductions			
Yes	47.4%	58.3%	42.7%
No	40.1%	34.8%	43.5%
Did not file a 2000 tax return	6.8%	2.9%	7.2%
Don't know/refused	5.8%	4.0%	6.6%
Took a deduction for charitable contributions (itemizing households only)			
Yes	73.3%	83.7%	68.8%
No	26.7%	16.3%	31.2%
If you could deduct charitable contributions without itemizing, how would that affect the amount contributed?			
Would give more	8.9%	7.1%	9.2%
Would give less	3.3%	2.6%	3.0%
Would give about the same	84.2%	88.0%	84.9%
Don't know/refused	3.5%	2.3%	2.9%

Table 4.13 Charitable Contributions

	ALL HOUSEHOLDS	ALL CONTRIBUTING HOUSEHOLDS	HOUSEHOLDS CONTRIBUTING AT LEAST 3% OF TOTAL INCOME	HOUSEHOLDS CONTRIBUTING <3% OF TOTAL INCOME
Average household contribution	\$1,415	\$1,620	\$3,923	\$574
Average household income	\$53,432	\$56,535	\$52,503	\$58,840

Table 4.14 Demographic Characteristics by Household Contribution Levels

		ALL HOUSEHOLDS	PERCENTAGE CONTRIBUTING	HOUSEHOLDS CONTRIBUTING AT LEAST 3% OF TOTAL INCOME	HOUSEHOLDS CONTRIBUTING <3% OF TOTAL INCOME
Percentage by Respondent Characteristics					
Gender	Male	47.8%	87.8%	30.9%	69.1%
	Female	52.2%	88.4%	30.6%	69.4%
Race/ Ethnicity	White (non-Hispanic)	72.8%	90.3%	31.7%	68.3%
	Black/African-American (non-Hispanic)	10.6%	80.6%	34.9%	65.1%
	Other (non-Hispanic)	6.1%	85.2%	26.7%	73.3%
	Hispanic (all races)	10.5%	77.6%	21.1%	78.9%
Age	21–29	16.9%	81.4%	21.0%	79.0%
	30–39	22.0%	88.2%	26.0%	74.0%
	40–49	21.3%	90.5%	29.0%	71.0%
	50–64	22.7%	90.1%	32.2%	67.8%
	65+	17.1%	88.0%	47.7%	52.3%
Education	Less than high school	14.1%	68.1%	30.6%	69.4%
	High school graduate	31.7%	85.8%	27.2%	72.8%
	Some technical school or some college	26.9%	92.0%	31.7%	68.3%
	College graduate or some additional professional school	27.2%	95.1%	33.7%	66.3%
Marital Status	Married	61.1%	92.5%	33.3%	66.7%
	Living with a partner	5.9%	85.0%	16.3%	83.7%
	Divorced	7.3%	87.5%	20.2%	79.8%
	Separated	2.5%	82.3%	44.4%	55.6%
	Widowed	6.8%	84.3%	28.0%	72.0%
	Single	16.4%	82.2%	23.7%	76.3%
Income	Under \$25,000	24.4%	76.8%	39.6%	60.4%
	\$25,000–\$49,999	32.0%	87.5%	29.9%	70.1%
	\$50,000–\$74,999	21.4%	93.1%	29.9%	70.1%
	\$75,000–\$99,999	9.8%	96.9%	26.9%	73.1%
	\$100,000 or more	12.4%	97.2%	26.9%	73.1%
Children in Household	Yes	32.8%	88.3%	28.1%	71.9%
	No	67.2%	88.1%	32.7%	67.3%

Figure 4.9 Volunteering Frequency by Organization Type

■ High-frequency volunteers¹ ■ Other volunteers

¹Those who have volunteered for five or more hours during the past month

HIGH-FREQUENCY VOLUNTEERS WERE NO MORE LIKELY THAN OTHER VOLUNTEERS TO SERVE PARTICULAR ORGANIZATION TYPES, WITH TWO EXCEPTIONS: YOUTH DEVELOPMENT ORGANIZATIONS AND PUBLIC OR SOCIETAL BENEFIT ORGANIZATIONS.

Table 4.15 Volunteering

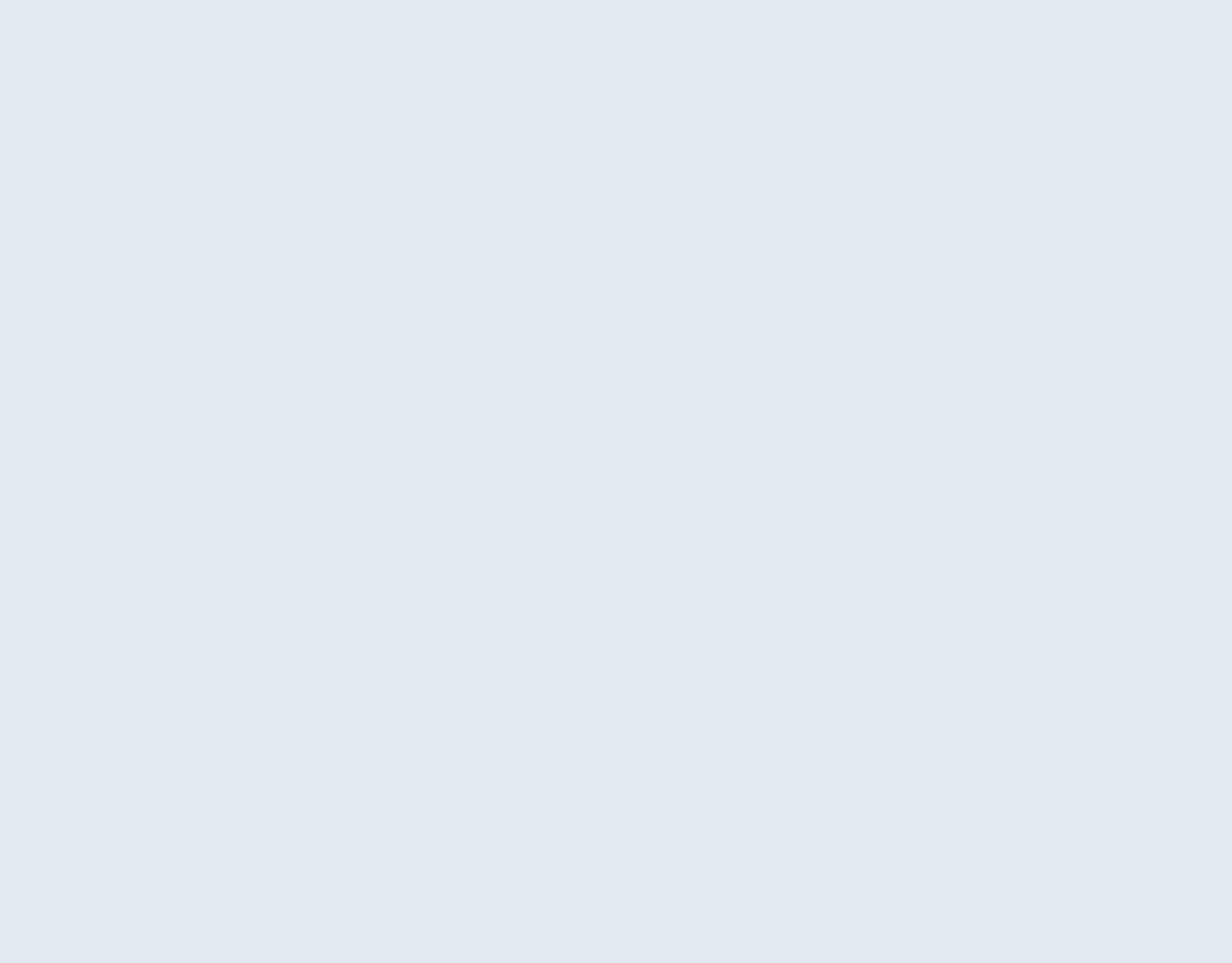
	HIGH-FREQUENCY VOLUNTEERS ¹	OTHER VOLUNTEERS
Average monthly volunteer hours	28.9	2.9
Percentage of respondents who volunteered in the past year for		
Adult recreation	4.4%	2.5%
Arts, culture, and humanities	6.0%	2.9%
Education	20.8%	18.2%
Environment, including animal welfare	5.7%	2.5%
Health organizations	17.9%	17.2%
Human services	17.0%	14.9%
International or foreign programs	1.1%	1.5%
Other types of organizations	9.1%	5.2%
Private and community foundations	6.3%	7.1%
Public or societal benefit	11.7%	5.9%
Religious organizations	50.3%	50.4%
Work-related organizations	2.5%	1.5%
Youth development	19.1%	9.1%

¹ Those who have volunteered for five or more hours during the past month

Table 4.16 Demographic Characteristics by Volunteer Frequency

		HIGH-FREQUENCY VOLUNTEERS ¹	OTHER VOLUNTEERS
Gender	Male	43.1%	39.7%
	Female	56.9%	60.3%
Race/ Ethnicity	White (non-Hispanic)	78.2%	80.5%
	Black/African-American (non-Hispanic)	8.5%	7.3%
	Other (non-Hispanic)	5.1%	5.1%
	Hispanic (all races)	8.2%	7.1%
Age	21–29	12.1%	12.4%
	30–39	22.9%	22.3%
	40–49	23.1%	25.3%
	50–64	23.8%	26.2%
	65+	18.1%	13.8%
Education	Less than high school	6.7%	6.7%
	High school graduate	20.9%	26.0%
	Some technical school or some college	30.6%	25.8%
	College graduate or some additional professional school	41.9%	41.6%
Marital Status	Married	71.0%	72.8%
	Living with a partner	3.9%	1.4%
	Divorced	6.4%	3.2%
	Separated	1.9%	3.6%
	Widowed	5.2%	6.7%
	Single	11.6%	12.3%
Income	Under \$25,000	7.7%	7.8%
	\$25,000–\$49,999	23.5%	25.7%
	\$50,000–\$74,999	32.7%	30.5%
	\$75,000–\$99,999	20.6%	22.1%
	\$100,000 or more	15.5%	13.9%
Children in Household	Yes	44.2%	44.8%
	No	55.8%	55.2%

¹Those who have volunteered for five or more hours during the past month



Demographic Comparisons

5

In order to better understand who volunteers and who makes charitable contributions, and to identify how closely the survey sample reflects the current population, the *Giving and Volunteering* survey collects demographic information about respondents and their households. Questions include age, gender, race and ethnicity, employment status, education level, marital status, home ownership, nativity, household income, and number of children living in the household. Chapter 5 summarizes the associations between these demographic characteristics and levels of giving and volunteering behavior. This chapter reveals that: the average household contribution increased with age, then declined for those over 65; households with married respondents were more likely to give, gave more, and were more likely to volunteer than other types of households; and the likelihood to contribute, the amount contributed, and the likelihood of volunteering all increased with education level.

This chapter describes survey results about the associations between individual and household demographic characteristics and giving and volunteering. The following respondent demographic characteristics are examined:

- Age;
- Gender;
- Race/ethnicity;
- Employment status;
- Education;
- Marital status;
- Home ownership; and
- Nativity (U.S.-born versus other).

The following household demographic characteristics are also examined:

- Household income; and
- Children living in the household.

For each demographic characteristic, the following comparisons are made:

- Overall distribution of the characteristic within the survey sample;
- Percentage of households making charitable contributions;
- Average household contribution, among contributing households;
- Average household income, among contributing households;
- Average contribution as a percentage of household income, among contributing households;
- Percentage of respondents who volunteered in the past year; and

- Average hours of volunteering in the past month, among past-year volunteers.

Age

Respondents between the ages of 21 and 29 represented 16.9 percent of households, those between the ages of 30 and 39 represented 22.0 percent of households, and those between the ages of 40 and 49 represented 21.3 percent of households.

Respondents were between the ages of 50 and 64 in 22.7 percent of households, while in 17.1 percent of households, the respondents were 65 or older.

The average household contribution increased with age, with the exception of the over-65 age group. The proportion of households making formal contributions was significantly lower in the 21 to 29 age group, compared to all other age groups (81.4% for the 21-to 29-year-olds versus a range of 88.0% to 90.5% for the other groups). As Figure 5.1 indicates, among contributing households, the 21 to 29 age group also gave significantly less than all other groups (\$825 for the 21-to 29-year-olds versus a range of \$1,466 to \$1,912 for the other groups). The 50 to 64 age group gave significantly more compared to all other age groups (\$1,912 for the 50-to 64-year-olds versus a range of \$825 to \$1,827 for the other groups). Respondents over the age of 65 contributed less than the 40 to 49 and the 50 to 64 age groups (\$1,718 versus \$1,827 and \$1,912, respectively).

Average household contributions are associated with income. Contributing households in the 65 and over age group had a significantly lower household income (\$38,315) than all other groups, while contributing households in the 21 to 29 age group had a significantly lower household income than

Figure 5.1 Average Annual Contribution by Age

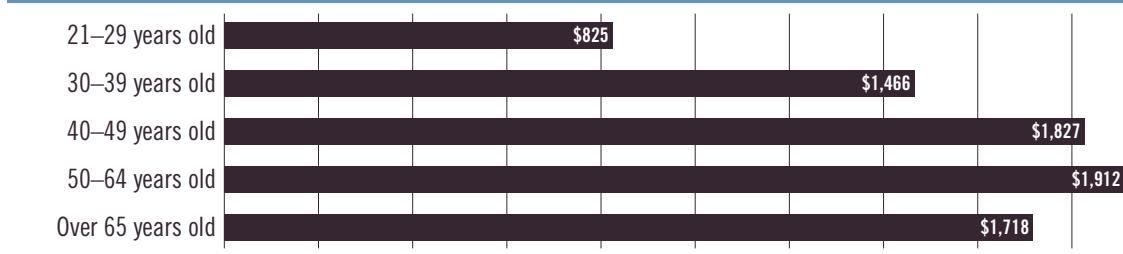
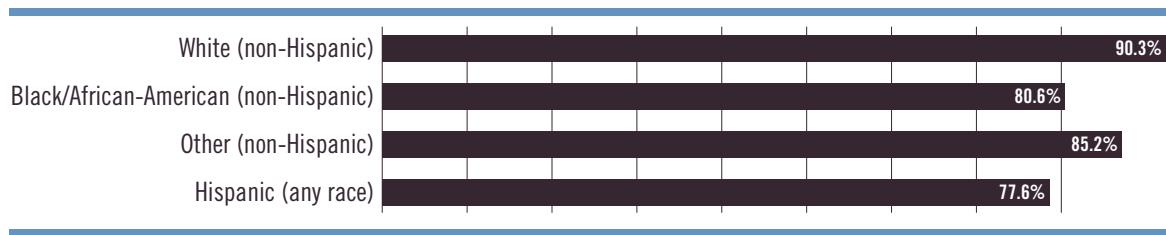


Figure 5.2 Contributing Households by Race/Ethnicity

the 30 to 39, 40 to 49, and 50 to 64 age groups (\$48,513 versus \$63,011, \$67,254, and \$60,573). However, the average contribution as a percentage of household income also varied by age. Those in the 65 and over age group gave significantly more than all other age groups (4.7%), while the 21 to 29 age group gave significantly less (2.1%). In summary, older households contribute more as a percentage of household income, compared to their younger counterparts.

In terms of volunteering, only 34.4 percent of those in the youngest age group volunteered, compared to the 30 to 39 (48.3%), 40 to 49 (48.4%), and the 50 to 64 (44.9%) age groups. The 65 and over age group was significantly less likely to have volunteered, compared to the three middle age groups (40.6%). In terms of average hours volunteered in the past month, no significant age differences were found.

Gender

Male respondents represented about 48 percent of households, while females represented 52 percent. No significant gender difference was found in the proportion of households that contributed (87.8% for males, 88.4% for females). Contributing households with male respondents gave significantly more, on average, compared to those with female respondents (\$1,778 versus \$1,525). Male respondents had a significantly higher average household income (\$63,435 versus \$52,376). In terms of contributions as a percentage of household income, households did not differ by gender (3.1% for males, 3.2% for females).

A slightly higher percentage of females (45.9%) than males (41.8%) were more likely to volunteer

in the past year. Male and female past-year volunteers did not differ significantly in the number of hours they had volunteered in the past month (14.6 hours for males, 15.5 hours for females).

Race/Ethnicity Comparisons

The largest proportion of households were represented by whites (72.8%), followed by blacks (10.6%), Hispanics of any race (10.5%), and all other race/ethnic groups (6.1%). As previous surveys have found, whites were more likely to contribute, compared to blacks, Hispanics, and other race/ethnic groups (90.3% versus 80.6%, 77.6%, and 85.2%, respectively).

In terms of average contribution among contributing households, no significant race/ethnic differences were found. Whites did have a significantly higher average household income than either blacks or Hispanics (\$58,572 versus \$46,811 and \$48,524, respectively). Contributions as a percentage of household income were significantly higher for whites only when compared to Hispanics (3.2% versus 2.5%).

White respondents were also significantly more likely to have volunteered in the past year, compared to blacks, Hispanics, and other race/ethnic groups (47.1% versus 36.2%, 33.4%, and 36.7%, respectively). Among past-year volunteers, race/ethnic groups did not differ significantly in the average number of hours spent volunteering in the past month.

Employment Status

Sixty-six percent of household respondents were employed at the time they were surveyed, while 34 percent were not. Significantly more households with employed respondents had made contributions,

compared to those households with unemployed respondents (89.7% versus 85.6%). Among contributing households, however, being employed was not significantly related to average household contribution (\$1,673 versus \$1,521).

Contributing households with employed respondents had a significantly higher household income, compared to unemployed respondents (\$62,916 versus \$44,967). Figure 5.3 shows that contributions as a percentage of household income, however, were significantly lower among households with employed respondents than those with unemployed respondents (2.8% versus 3.8%).

Volunteering results also displayed interesting differences between employed and unemployed respondents. Employed respondents were more likely to have volunteered in the past year, compared to unemployed respondents (46.1% versus 39.6%). Among past-year volunteers, however, employed respondents volunteered significantly fewer hours in the past month, compared to their unemployed counterparts (13.8 hours versus 18.2 hours).

Education

In 14.1 percent of households, the respondent had less than a high school education, and 31.7 percent had a high school diploma. A respondent with some college or technical training represented almost 27 percent of households, and 27.2 percent were represented by a respondent with a college degree or additional professional education. The likelihood of contributing to charitable causes increased significantly with greater education. Only 68.1 percent of households with less than a high school education contributed, compared to 85.8 percent of households with high school graduates, 92.0 percent of households with some college, and 95.1 percent of households with a college graduate. Figure 5.4 indicates that average household contributions also increased significantly with greater education (\$784 for less than high school, \$1,020

for high school graduates, \$1,555 for some college or technical training, and \$2,458 for college graduates).

The average household income increased as the level of education increased. Households with respondents that had less than a high school education had an average household income of \$29,775. Households with a high school graduate averaged \$42,209, while those with some college or technical training averaged \$54,527. Households whose respondent had a college degree or more had an average income of \$78,828. Despite these differences in household income, education was not significantly associated with contributions as a percentage of household income, with the exception of households whose respondents were high school graduates. Contributions as a percentage of household income for high school graduates were lower than all other education categories (2.7% for high school graduates versus 3.3% for less than high school and those with some college, and 3.4% for college graduates).

Education was also significantly and positively associated with the likelihood of volunteering. Only 19.6 percent of respondents with less than a high school education volunteered in the past year, compared to 36.0 percent of high school graduates, 46.7 percent of those with some technical training or college, and 62.9 percent of college graduates. Among past-year volunteers, however, education was not related to the average number of hours volunteered in the past month.

Marital Status

Among all households, 61.1 percent had married respondents, 5.9 percent had respondents living with a partner, 7.3 percent were divorced, 2.5 percent were separated, 6.8 percent were widowed, and 16.4 percent were single. Households with married respondents were significantly more likely to contribute than those of any other marital status

Figure 5.3 Percentage of Household Income Contributed by Employment Status (Contributing Households Only)

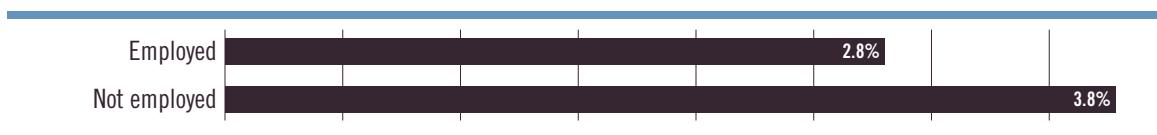
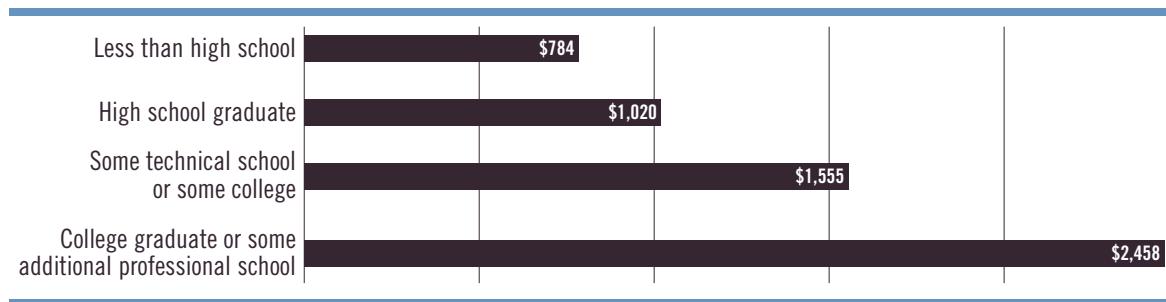


Figure 5.4 Average Contribution by Education (Contributing Households Only)



(92.5% for married respondents versus a range of 82.2% to 87.5% for the other groups). These households also gave significantly higher average household contributions than those of any other marital status group (\$2,200 for married respondents versus a range of \$849 to \$1,192 for the other groups).

Marital status differences were associated with household income. Generally, households with married and partnered respondents had the highest average income (\$70,349 and \$59,957), followed by those with single respondents (\$47,382), separated respondents (\$47,059), divorced respondents (\$39,869), and widowed respondents (\$29,878). Average contributions as a percentage of household income generally inverted that configuration: Households with widowed respondents gave the most (4.4%), followed by those with married respondents (3.3%), separated respondents (3.2%), divorced respondents (3.0%), single respondents (2.5%), and partnered respondents (1.7%).

In terms of volunteering, married respondents were significantly more likely to have volunteered in the past year (49.6%) than those living with a partner (31.3%), divorced (37.5%), widowed (36.8%), or single (35.3%). Other marital status differences in past-year volunteering were not statistically significant. Further, among past-year volunteers, hours spent volunteering in the past month did not differ significantly by marital status.

Home Ownership

Sixty-nine percent of households owned their home, while 26.8 percent rented, and 4.2 percent had some other arrangement. Among all households, those that owned their home were more

likely to have contributed in the past year, compared to those that rented (92.4% versus 79.9%). Among contributing households, those that owned their home contributed twice as much as did those that rented (\$1,959 versus \$825).

Since home ownership is a good indicator of financial well-being, it is no surprise that the average household income is significantly higher for those that own their homes (\$64,006), compared to those that rent (\$39,285) or have some other arrangement (\$44,086). Households that own their home also gave more as a percentage of household income, compared to those that rent (3.4% versus 2.6%).

Respondents who own their own homes were significantly more likely to have volunteered in the past year, compared to those who rent (49.0% versus 31.1%). Nevertheless, among those who volunteered in the past year, home ownership was not significantly associated with hours volunteered in the past month.

Nativity

In 90.6 percent of households, the respondent was born in the United States. Households with American-born respondents were more likely to have contributed in the past year compared to their foreign-born counterparts (88.9% versus 79.6%). These households also contributed more on average (\$1,661 versus \$1,098). However, average household income did not vary significantly by the respondent's place of birth (\$56,702 for U.S.-born versus \$54,094 for foreign-born). Neither did average contribution as a percentage of household income vary by nativity (3.2% for U.S.-born versus 2.6% for foreign-born).

U.S.-born respondents were more likely than foreign-born respondents to have volunteered in the past year (45.1% versus 30.8%). Among past-year volunteers, however, nativity was not significantly associated with past-month volunteer hours (16.4 hours for U.S.-born versus 10.6 hours for foreign-born).

Household Income

Among all respondent households, 24.4 percent had incomes under \$25,000. About 32.0 percent had incomes between \$25,000 and \$49,999, while 21.4 percent had incomes between \$50,000 and \$74,999. Nearly 10 percent (9.8%) of households had incomes between \$75,000 and \$99,999, and 12.4 percent had incomes of \$100,000 or more.

Household income was strongly and positively associated with the likelihood of contributing. This likelihood ranged from a low of 76.8 percent for households with incomes under \$25,000 to a high of 97.2 percent for households with incomes of \$100,000 or more. Average household contributions also varied significantly with household income. Households with an annual income under \$25,000 contributed \$587, on average, while those with an annual income of \$100,000 or more gave \$3,976 on average. Conversely, average contributions as a percentage of household income were inversely related to household income. Households in the three lowest income categories gave a larger proportion of household income (4.2%, 3.0%, and 3.0%) than did households in the two highest income categories (2.7% and 2.7%).

The likelihood of volunteering in the past year was positively associated with household income. Those respondents in the two lowest income groups were less likely to have volunteered (29.0% and 39.4%) compared to respondents in the three highest income groups (55.3%, 57.1%, and 57.3%). Among past-year volunteers, household income was not associated with the average number of hours volunteered in the past month.

Children Living in the Household

Among all households, 32.8 percent had children under the age of 18. Households with children were no more likely than those without children to make charitable contributions (88.3% versus 88.1%). However, households with children gave a significantly higher amount, on average, than did households without children (\$1,790 versus \$1,534).

Average household income was about \$12,000 more, on average, in households with children than in those without (\$64,213 versus \$52,754). However, in terms of average contributions as a percentage of household income, households with children gave a significantly smaller share of their household income, compared to households without children (2.9% versus 3.3%).

Not surprisingly, respondents with children in their households were more likely than those without to have volunteered in the past 12 months (48.8% versus 42.0%). Among past-year volunteers, those who live with children volunteered slightly more hours in the past month, as did volunteers without children in the home (16.4 hours versus 14.1 hours).

Figure 5.5 Percentage of Household Income Contributed by Income Level (Contributing Households Only)

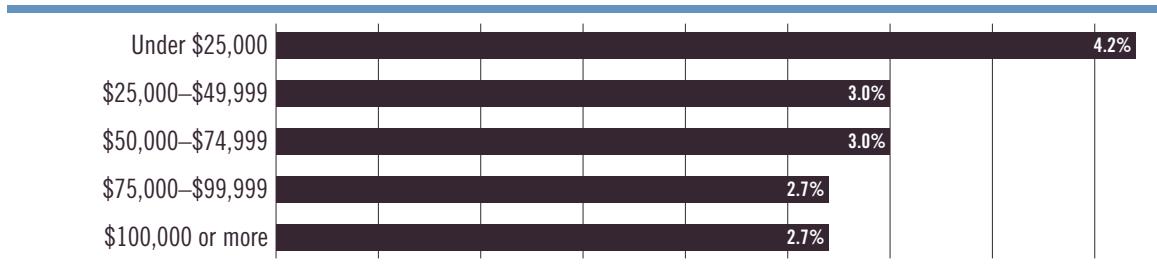


Table 5.1 Demographic Characteristics of Respondent Households¹

	ALL HOUSEHOLDS	Contributing households			Non-contributing households		
		ALL	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER	ALL VOLUNTEERS
All Households	100.0%	89.0%	45.9%	42.3%	9.9%	1.9%	44.2%
Contribution	\$1,415	\$1,620	\$1,009	\$2,295	\$0	\$0	\$2,185
Household income	\$53,432	\$56,535	\$50,115	\$63,501	\$29,039	\$37,711	\$62,375
Percentage of household income	2.7%	3.1%	2.4%	4.0%	0.0%	0.0%	3.8%
Hours volunteered in past month ²	6.6	7.1	0.0	15.0	0.0	18.2	15.1
Respondent Demographic Characteristics							
AGE							
21–29							
Percentage of households	16.9%	81.4%	49.7%	31.8%	15.8%	2.6%	34.4%
Contribution	\$668	\$825	\$557	\$1,224	\$0	³	\$1,108
Household income	\$45,705	\$48,513	\$46,934	\$50,860	\$32,537	³	\$49,880
Percentage of household income	1.7%	2.1%	1.7%	2.7%	0.0%	³	2.4%
Hours volunteered in past month ²	5.3	6.2	0.0	15.9	0.0	³	15.5
30–39							
Percentage of households	22.0%	88.2%	43.6%	45.6%	8.1%	2.7%	48.3%
Contribution	\$1,285	\$1,466	\$816	\$2,085	\$0	³	\$1,959
Household income	\$60,099	\$63,011	\$56,419	\$69,244	\$35,962	³	\$67,990
Percentage of household income	2.4%	2.7%	1.9%	3.6%	0.0%	³	3.3%
Hours volunteered in past month ²	7.2	7.3	0.0	14.5	0.0	³	15.1
40–49							
Percentage of households	21.3%	90.5%	43.7%	46.8%	8.0%	1.6%	48.4%
Contribution	\$1,643	\$1,827	\$1,104	\$2,514	\$0	³	\$2,409
Household income	\$63,712	\$67,254	\$58,577	\$75,133	\$28,693	³	\$73,596
Percentage of household income	2.5%	2.8%	2.0%	3.6%	0.0%	³	3.4%
Hours volunteered in past month ²	7.4	7.9	0.0	15.3	0.0	³	15.5
50–64							
Percentage of households	22.7%	90.1%	46.3%	43.8%	8.8%	1.1%	44.9%
Contribution	\$1,704	\$1,912	\$1,204	\$2,689	\$0	³	\$2,614
Household income	\$57,636	\$60,573	\$54,237	\$67,202	\$30,852	³	\$66,352
Percentage of household income	2.8%	3.2%	2.4%	4.0%	0.0%	³	3.9%
Hours volunteered in past month ²	6.1	6.6	0.0	13.6	0.0	³	13.7

¹ Figures in this table are averages.² Volunteer hours were estimated using individual weights.³ Estimate suppressed due to small cell size.

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Table 5.1 Demographic Characteristics of Respondent Households¹

	ALL HOUSEHOLDS	Contributing households			Non-contributing households			
		ALL	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER	ALL VOLUNTEERS	
Respondent Demographic Characteristics								
AGE Continued								
Over 65								
Percentage of households	17.1%	88.0%	48.9%	39.6%	10.6%	1.0%	40.6%	
Contribution	\$1,484	\$1,718	\$1,194	\$2,384	\$0	³	\$2,297	
Household income	\$35,958	\$38,315	\$34,336	\$43,511	\$18,112	³	\$42,829	
Percentage of household income	4.1%	4.7%	3.8%	5.9%	0.0%	³	5.7%	
Hours volunteered in past month ²	6.5	7.3	0.0	16.4	0.0	³	16.2	
GENDER								
Male								
Percentage of households	47.8%	87.8%	47.6%	40.2%	10.6%	1.6%	41.8%	
Contribution	\$1,547	\$1,778	\$1,106	\$2,574	\$0	³	\$2,460	
Household income	\$60,541	\$63,435	\$59,419	\$68,145	\$37,014	³	\$67,654	
Percentage of household income	2.7%	3.1%	2.2%	4.2%	0.0%	³	4.0%	
Hours volunteered in past month ²	6.1	6.7	0.0	14.7	0.0	³	14.6	
Female								
Percentage of households	52.2%	88.4%	44.8%	43.9%	9.3%	2.0%	45.9%	
Contribution	\$1,333	\$1,525	\$946	\$2,135	\$0	³	\$2,029	
Household income	\$49,120	\$52,376	\$44,167	\$60,879	\$23,758	³	\$59,407	
Percentage of household income	2.8%	3.2%	2.5%	3.9%	0.0%	³	3.7%	
Hours volunteered in past month ²	7.0	7.5	0.0	15.2	0.0	³	15.5	
RACE/ETHNICITY								
White (non-Hispanic)								
Percentage of households	72.8%	90.3%	45.0%	45.4%	7.9%	1.7%	47.1%	
Contribution	\$1,506	\$1,683	\$1,069	\$2,313	\$0	\$0	\$2,222	
Household income	\$55,991	\$58,572	\$52,098	\$65,118	\$30,140	\$42,331	\$64,299	
Percentage of household income	2.9%	3.2%	2.4%	4.0%	0.0%	0.0%	3.8%	
Hours volunteered in past month ²	6.8	7.1	0.0	14.3	0.0	20.4	14.5	

¹ Figures in this table are averages.

² Volunteer hours were estimated using individual weights.

³ Estimate suppressed due to small cell size

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Table 5.1 Demographic Characteristics of Respondent Households¹

	ALL HOUSEHOLDS	Contributing households		Non-contributing households			ALL VOLUNTEERS		
		ALL	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER			
Respondent Demographic Characteristics									
RACE/ETHNICITY Continued									
Black/African-American (non-Hispanic)									
Percentage of households	10.6%	80.6%	49.7%	34.1%	14.1%	2.1%	36.2%		
Contribution	\$1,114	\$1,400	\$922	\$2,067	\$0	³	\$1,882		
Household income	\$42,833	\$46,811	\$41,581	\$53,868	\$26,695	³	\$51,392		
Percentage of household income	2.6%	3.3%	2.5%	4.4%	0.0%	³	4.0%		
Hours volunteered in past month ²	5.3	5.7	0.0	14.3	0.0	³	15.0		
Other (non-Hispanic)									
Percentage of households	6.1%	85.2%	50.5%	35.0%	12.8%	1.7%	36.7%		
Contribution	\$1,236	\$1,469	\$848	\$2,411	³	³	\$2,224		
Household income	\$49,352	\$52,860	\$49,124	\$58,363	³	³	\$56,593		
Percentage of household income	2.5%	3.0%	2.1%	4.3%	³	³	4.0%		
Hours volunteered in past month ²	9.4	10.9	0.0	³	³	³	³		
Hispanic (any race)									
Percentage of households	10.5%	77.6%	47.9%	31.3%	18.7%	2.1%	33.4%		
Contribution	\$979	\$1,276	\$553	\$2,285	\$0	³	\$2,095		
Household income	\$43,916	\$48,524	\$41,461	\$58,882	\$27,456	³	\$56,664		
Percentage of household income	1.9%	2.5%	1.8%	3.6%	0.0%	³	3.3%		
Hours volunteered in past month ²	4.5	5.6	0.0	14.3	0.0	³	13.6		
EMPLOYMENT STATUS									
Employed									
Percentage of households	66.0%	89.7%	45.3%	44.3%	8.7%	1.8%	46.1%		
Contribution	\$1,491	\$1,673	\$1,057	\$2,305	\$0	³	\$2,205		
Household income	\$60,227	\$62,916	\$58,329	\$67,543	\$35,404	³	\$66,644		
Percentage of household income	2.5%	2.8%	2.0%	3.7%	0.0%	³	3.5%		
Hours volunteered in past month ²	6.3	6.6	0.0	13.5	0.0	³	13.8		

¹ Figures in this table are averages.² Volunteer hours were estimated using individual weights.³ Estimate suppressed due to small cell size.

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Table 5.1 Demographic Characteristics of Respondent Households¹

	ALL HOUSEHOLDS	Contributing households			Non-contributing households			
		ALL	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER	ALL VOLUNTEERS	
Respondent Demographic Characteristics								
EMPLOYMENT STATUS Continued								
Not employed								
Percentage of households	34.0%	85.6%	47.9%	37.8%	12.5%	1.8%	39.6%	
Contribution	\$1,278	\$1,521	\$925	\$2,276	\$0	³	\$2,147	
Household income	\$41,668	\$44,967	\$36,571	\$55,375	\$21,584	³	\$53,871	
Percentage of household income	3.2%	3.8%	3.0%	4.7%	0.0%	³	4.4%	
Hours volunteered in past month ²	7.1	8.0	0.0	18.3	0.0	³	18.2	
EDUCATION								
Less than high school								
Percentage of households	14.1%	68.1%	53.4%	17.1%	27.0%	2.5%	19.6%	
Contribution	\$518	\$784	\$607	\$1,366	\$0	³	\$1,148	
Household income	\$27,627	\$29,775	\$28,402	\$34,272	\$21,279	³	\$35,375	
Percentage of household income	2.2%	3.3%	2.7%	5.1%	0.0%	³	4.3%	
Hours volunteered in past month ²	3.3	3.3	0.0	13.6	0.0	³	17.1	
High school graduate								
Percentage of households	31.7%	85.8%	52.4%	34.0%	11.6%	2.0%	36.0%	
Contribution	\$865	\$1,020	\$784	\$1,408	\$0	³	\$1,317	
Household income	\$40,392	\$42,209	\$39,456	\$46,659	\$28,295	³	\$46,043	
Percentage of household income	2.3%	2.7%	2.2%	3.6%	0.0%	³	3.3%	
Hours volunteered in past month ²	4.4	4.9	0.0	12.6	0.0	³	12.3	
Some technical school or some college								
Percentage of households	26.9%	92.0%	47.0%	45.5%	6.4%	1.2%	46.7%	
Contribution	\$1,420	\$1,555	\$1,117	\$2,040	\$0	³	\$1,969	
Household income	\$52,980	\$54,527	\$52,535	\$56,704	\$37,142	³	\$55,880	
Percentage of household income	3.0%	3.3%	2.7%	4.0%	0.0%	³	3.8%	
Hours volunteered in past month ²	7.5	8.0	0.0	16.5	0.0	³	16.4	

¹ Figures in this table are averages.

² Volunteer hours were estimated using individual weights.

³ Estimate suppressed due to small cell size

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Table 5.1 Demographic Characteristics of Respondent Households¹

	ALL HOUSEHOLDS	Contributing households			Non-contributing households			
		ALL	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER	ALL VOLUNTEERS	
Respondent Demographic Characteristics								
EDUCATION Continued								
College graduate or some additional professional school								
Percentage of households	27.2%	95.1%	34.4%	61.1%	2.7%	1.8%	62.9%	
Contribution	\$2,327	\$2,458	\$1,455	\$3,043	\$0	³	\$2,941	
Household income	\$77,082	\$78,828	\$76,578	\$80,100	\$45,463	³	\$78,919	
Percentage of household income	3.2%	3.4%	2.2%	4.1%	0.0%	³	4.0%	
Hours volunteered in past month ²	9.9	10.0	0.0	15.6	0.0	³	15.7	
MARITAL STATUS								
Married								
Percentage of households	61.1%	92.5%	43.4%	48.3%	7.1%	1.3%	49.6%	
Contribution	\$2,021	\$2,200	\$1,414	\$2,862	\$0	³	\$2,776	
Household income	\$67,672	\$70,349	\$63,570	\$75,967	\$34,117	³	\$74,951	
Percentage of household income	3.0%	3.3%	2.4%	4.1%	0.0%	³	4.0%	
Hours volunteered in past month ²	7.7	8.2	0.0	15.7	0.0	³	15.6	
Living with a partner								
Percentage of households	5.9%	85.0%	55.1%	28.9%	13.6%	2.4%	31.3%	
Contribution	\$720	\$849	\$582	\$1,259	\$0	³	\$1,205	
Household income	\$57,976	\$59,957	\$54,334	\$68,519	\$41,121	³	\$69,751	
Percentage of household income	1.5%	1.7%	1.5%	2.1%	0.0%	³	2.0%	
Hours volunteered in past month ²	4.1	4.0	0.0	11.7	0.0	³	13.0	
Divorced								
Percentage of households	7.3%	87.5%	46.7%	33.0%	15.9%	4.5%	37.5%	
Contribution	\$901	\$1,040	\$656	\$1,610	\$0	³	\$1,536	
Household income	\$38,367	\$39,869	\$35,348	\$46,480	\$29,103	³	\$45,564	
Percentage of household income	2.6%	3.0%	2.3%	4.1%	0.0%	³	3.9%	
Hours volunteered in past month ²	5.0	5.5	0.0	13.3	0.0	³	24.4	

¹ Figures in this table are averages.² Volunteer hours were estimated using individual weights.³ Estimate suppressed due to small cell size.

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Table 5.1 Demographic Characteristics of Respondent Households¹

	ALL HOUSEHOLDS	Contributing households			Non-contributing households			
		ALL	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER	ALL VOLUNTEERS	
Respondent Demographic Characteristics								
MARITAL STATUS Continued								
Separated								
Percentage of households	2.5%	82.3%	50.6%	32.2%	15.0%	2.2%	34.4%	
Contribution	\$818	\$1,003	\$518	\$1,581	\$0	³	\$1,457	
Household income	\$44,213	\$47,059	\$46,523	\$47,709	\$24,605	³	\$48,790	
Percentage of household income	2.6%	3.2%	1.4%	5.4%	0.0%	³	5.0%	
Hours volunteered in past month ²	9.2	7.2	0.0	17.4	0.0	³	13.8	
Widowed								
Percentage of households	6.8%	84.3%	49.5%	35.0%	13.7%	1.8%	36.8%	
Contribution	\$980	\$1,192	\$898	\$1,614	\$0	³	\$1,502	
Household income	\$27,861	\$29,878	\$27,943	\$32,711	\$17,306	³	\$31,661	
Percentage of household income	3.6%	4.4%	3.7%	5.4%	0.0%	³	5.1%	
Hours volunteered in past month ²	4.7	5.3	0.0	13.7	0.0	³	13.7	
Single								
Percentage of households	16.4%	82.2%	49.6%	32.6%	15.0%	2.7%	35.3%	
Contribution	\$860	\$1,056	\$683	\$1,586	\$0	³	\$1,443	
Household income	\$44,339	\$47,382	\$45,063	\$50,595	\$28,296	³	\$49,620	
Percentage of household income	2.0%	2.5%	2.0%	3.1%	0.0%	³	2.8%	
Hours volunteered in past month ²	4.5	5.3	0.0	13.5	0.0	³	13.0	
HOME OWNERSHIP								
Owns primary residence								
Percentage of households	69.0%	92.4%	44.3%	47.7%	6.6%	1.3%	49.0%	
Contribution	\$1,796	\$1,959	\$1,264	\$2,601	\$0	³	\$2,521	
Household income	\$61,733	\$64,006	\$57,509	\$69,902	\$32,318	³	\$69,177	
Percentage of household income	3.1%	3.4%	2.6%	4.1%	0.0%	³	4.0%	
Hours volunteered in past month ²	7.3	7.7	0.0	14.9	0.0	³	15.0	

¹ Figures in this table are averages.

² Volunteer hours were estimated using individual weights.

³ Estimate suppressed due to small cell size

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Table 5.1 Demographic Characteristics of Respondent Households¹

	ALL HOUSEHOLDS	Contributing households		Non-contributing households			ALL VOLUNTEERS		
		ALL	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER			
Respondent Demographic Characteristics									
HOME OWNERSHIP Continued									
Rents primary residence									
Percentage of households	26.8%	79.9%	51.3%	28.4%	17.6%	2.7%	31.1%		
Contribution	\$651	\$825	\$583	\$1,247	\$0	³	\$1,122		
Household income	\$36,856	\$39,285	\$37,331	\$42,614	\$26,773	³	\$41,450		
Percentage of household income	2.0%	2.6%	2.0%	3.5%	0.0%	³	3.2%		
Hours volunteered in past month ²	4.1	4.9	0.0	13.9	0.0	³	13.5		
Other arrangement									
Percentage of households	4.2%	83.1%	43.8%	39.3%	13.5%	3.4%	42.7%		
Contribution	\$1,106	\$1,345	\$489	\$2,228	\$0	³	\$2,071		
Household income	\$42,003	\$44,086	\$36,238	\$53,215	\$27,429	³	\$53,179		
Percentage of household income	2.8%	3.5%	2.1%	4.9%	0.0%	³	4.5%		
Hours volunteered in past month ²	10.2	9.9	0.0	³	0.0	³	³		
RESPONDENT BORN IN U.S.									
Yes									
Percentage of households	90.6%	88.9%	45.8%	43.3%	9.0%	1.8%	45.1%		
Contribution	\$1,463	\$1,661	\$1,034	\$2,335	\$0	\$0	\$2,231		
Household income	\$53,771	\$56,702	\$50,047	\$63,742	\$28,598	\$39,850	\$62,765		
Percentage of household income	2.8%	3.2%	2.4%	4.0%	0.0%	0.0%	3.9%		
Hours volunteered in past month ²	6.9	7.4	0.0	15.3	0.0	19.5	16.4		
No									
Percentage of households	9.4%	79.6%	49.5%	29.1%	19.7%	1.7%	30.8%		
Contribution	\$859	\$1,098	\$732	\$1,666	\$0	³	\$1,508		
Household income	\$49,259	\$54,094	\$50,859	\$59,056	\$31,773	³	\$55,862		
Percentage of household income	2.0%	2.6%	2.2%	3.2%	0.0%	³	2.9%		
Hours volunteered in past month ²	3.2	4.0	0.0	10.9	0.0	³	10.6		

¹ Figures in this table are averages.² Volunteer hours were estimated using individual weights.³ Estimate suppressed due to small cell size.

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Table 5.1 Demographic Characteristics of Respondent Households¹

	ALL HOUSEHOLDS	Contributing households		Non-contributing households			ALL VOLUNTEERS		
		ALL	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER			
Household Demographic Characteristics									
HOUSEHOLD INCOME									
Under \$25,000									
Percentage of households	24.4%	76.8%	50.7%	26.1%	20.3%	2.9%	29.0%		
Contribution	\$439	\$587	\$477	\$799	\$0	3	\$711		
Household income	\$13,955	\$14,358	\$14,086	\$14,885	\$12,741	3	\$14,574		
Percentage of household income	3.2%	4.2%	3.6%	5.4%	0.0%	3	4.8%		
Hours volunteered in past month ²	3.3	4.0	0.0	12.4	0.0	3	12.4		
\$25,000–\$49,999									
Percentage of households	32.0%	87.5%	50.0%	37.5%	10.7%	1.9%	39.4%		
Contribution	\$891	\$1,027	\$702	\$1,419	\$0	3	\$1,393		
Household income	\$34,996	\$35,181	\$34,918	\$35,533	\$35,712	3	\$35,553		
Percentage of household income	2.6%	3.0%	2.0%	4.2%	0.0%	3	4.0%		
Hours volunteered in past month ²	6.2	7.0	0.0	17.1	0.0	3	16.3		
\$50,000–\$74,999									
Percentage of households	21.4%	93.1%	40.0%	53.1%	4.7%	2.2%	55.3%		
Contribution	\$1,633	\$1,766	\$1,105	\$2,279	\$0	3	\$2,177		
Household income	\$59,172	\$59,333	\$58,624	\$59,867	\$57,592	3	\$59,775		
Percentage of household income	2.8%	3.0%	1.9%	3.8%	0.0%	3	3.6%		
Hours volunteered in past month ²	7.4	7.6	0.0	13.9	0.0	3	13.9		
\$75,000–\$99,999									
Percentage of households	9.8%	96.9%	40.6%	56.3%	2.3%	0.8%	57.1%		
Contribution	\$2,038	\$2,109	\$1,542	\$2,530	3	3	\$2,493		
Household income	\$82,958	\$82,853	\$82,778	\$82,907	3	3	\$82,947		
Percentage of household income	2.5%	2.7%	1.9%	3.1%	3	3	3.2%		
Hours volunteered in past month ²	9.3	9.0	0.0	15.4	3	3	16.5		
\$100,000 or more									
Percentage of households	12.4%	97.2%	40.4%	56.8%	2.3%	0.5%	57.3%		
Contribution	\$3,854	\$3,976	\$2,694	\$4,893	3	3	\$4,844		
Household income	\$145,670	\$146,407	\$147,008	\$145,978	3	3	\$145,865		
Percentage of household income	2.6%	2.7%	1.8	3.3	3	3	3.2%		
Hours volunteered in past month ²	11.3	11.4	0.0	20.2	3	3	20.4		

¹ Figures in this table are averages.

² Volunteer hours were estimated using individual weights.

³ Estimate suppressed due to small cell size.

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Table 5.1 Demographic Characteristics of Respondent Households¹

	ALL HOUSEHOLDS	Contributing households		Non-contributing households			ALL VOLUNTEERS		
		ALL	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER	RESPONDENT NOT A VOLUNTEER	RESPONDENT A VOLUNTEER			
Household Demographic Characteristics									
CHILDREN LIVING IN HOUSEHOLD									
Yes									
Percentage of households	32.8%	88.3%	41.6%	46.7%	9.6%	2.1%	48.8%		
Contribution	\$1,571	\$1,790	\$951	\$2,563	\$0	³	\$2,446		
Household income	\$60,710	\$64,213	\$51,967	\$75,124	\$33,868	³	\$73,457		
Percentage of household income	2.6%	2.9%	2.0%	3.7%	0.0%	³	3.5%		
Hours volunteered in past month ²	7.6	8.2	0.0	16.1	0.0	³	16.4		
No									
Percentage of households	67.2%	88.1%	48.0%	40.1%	10.0%	1.9%	42.0%		
Contribution	\$1,335	\$1,534	\$1,034	\$2,139	\$0	³	\$2,034		
Household income	\$49,854	\$52,754	\$49,271	\$56,930	\$26,781	³	\$56,116		
Percentage of household income	2.8%	3.3%	2.5%	4.2%	0.0%	³	4.0%		
Hours volunteered in past month ²	5.9	6.3	0.0	14.1	0.0	³	14.1		

¹ Figures in this table are averages.² Volunteer hours were estimated using individual weights.³ Estimate suppressed due to small cell size

Appendix A

Methodological Statement

The *Giving and Volunteering in the United States*, 2001 survey was a random digit dial (RDD) telephone survey conducted by Westat for INDEPENDENT SECTOR from May 14 to July 22, 2001 with a representative national sample of 4,216 adults 21 years of age or older. The interviews asked about individual volunteering habits in the 12 months prior to the survey and about household giving during the year 2000. For the purposes of this report, volunteering is dated 2000.

This survey included an oversampling of Hispanics, blacks, and affluent Americans with household incomes of \$100,000 or higher in order to increase the sample sizes of these groups for statistical analysis purposes. Subsampling of males was also implemented in order to increase their probability of selection to boost the ratio of males versus females in the final sample. Interviews were conducted in English and, when necessary, in Spanish. Household income and respondent age were the only variables for which values were imputed because it was necessary for weighting. Weighting procedures were used to ensure that the final sample of respondents was representative of all noninstitutionalized adults 21 years of age or older.

In this report, findings related to contributions were asked at the household level, whereas findings related to volunteer activities were asked at the individual level. In cases where respondents were asked attitudinal or opinion questions, those opinions were reported at the individual level.

The data collection and sampling methodology for this survey represent a significant change from those used in prior *Giving and Volunteering* surveys. Some of the major changes include:

- The 2001 survey used a different survey company than past surveys (Westat instead of Gallup) and a different survey methodology (a random national digitized dialing telephone survey rather than a block clustering method and in-home interviews).
- A change in the weighting procedures was implemented with the 2001 survey. In this survey INDEPENDENT SECTOR used two different weighting schemas, one for households and one for individuals. Respondents were asked two very different sets of questions, one set related to household giving and the other to personal volunteering. For this reason, all giving data were weighted to represent the number of households, 105 million, and all volunteering data were weighted to represent the non-institutionalized adult population, 195 million.

- Another major change in this survey was the inclusion of adults age 21 and over, while previous surveys included people age 18 and over. This change has the effect of removing from the analysis people at the lower end of the giving scale, but also reduced the volunteering figures by excluding 18-to 20-year-olds.
- Finally, this year INDEPENDENT SECTOR refined the survey instrument, including clarifying the wording of some questions. The new wording was intended to help respondents better understand the survey questions and assist recall, therefore allowing the capture of more accurate data.

The above changes, taken in total, mean comparisons to prior *Giving and Volunteering* studies cannot easily be made. While INDEPENDENT SECTOR understands the importance of maintaining trend data, the cost of conducting in-home interviews became prohibitive. Thus originated the decision to make a number of other improvements in the survey and methodology as new trend-line data is established beginning with this survey.

INDEPENDENT SECTOR continues to analyze the *Giving and Volunteering* data and in so doing occasionally finds additional data cleaning opportunities. As INDEPENDENT SECTOR continues to analyze and clean the data, minor differences in data reporting will occur over time. Data released earlier under *Key Findings* in Fall 2001 may differ slightly with those released in this final report.

Household Weighting

Weighting the sample consisted of three major steps. The first step was calculating the household base weight including adjustment factors for subsampling females and for households with multiple telephone numbers. The second step was creating replicate base weights. The third step was adjusting the weights using raking ratio estimation to account for survey nonresponse and undercoverage.

1. Input The input to this process is the data output from the imputation of variables for weighting.

2. Base Weight The base weight is the reciprocal of the probability of selection. The telephone numbers were selected with equal probability from banks covering all 50 states and containing at least one residential telephone number (“1+” banks). A bank is a set of 100 telephone numbers with the same area code and five-digit prefix with the last two digits ranging from 00 to 99. There were 250,317,700 phone numbers in these “1+ banks” from which we sampled 50,000 telephone numbers, and released 40,365. Thus, the probability of selecting a telephone number is

$$SEL_PROB = \frac{50,000}{250,317,700} .$$

In order to balance the number of surveys completed by males and females, gender screening was implemented in the fourth sample release. Households in which the selected respondent was female were determined to be out-of-scope in the fourth sample release. To account for this subsampling of females, additional selection probability to all completed interviews depending on the gender of the respondent was applied. This probability was approximated as follows:

$$\begin{aligned} GEN_PROB &= \frac{\text{Phone numbers in release groups}}{\text{in which the gender was eligible}} \\ &\quad \frac{\text{Phone numbers sampled}}{} \\ &= \frac{18,750 + 6,970 + 6,734}{50,000} \quad \text{if the result code is "CF"} \\ &= \frac{18,750 + 6,970 + 6,734 + 7,911}{50,000} \quad \text{if the result code is "CM"} \end{aligned}$$

The households with multiple telephone numbers for residential use have a greater chance of selection. To reflect the greater chance of selection in the sampling weights, the base weights for the households with multiple telephone numbers for residential use was multiplied by 5. These are households in which there is more than one phone number for home use only or home and business use. Further, these phone numbers cannot be dedicated for fax machine, computer, or cell phone use. Such households were identified by looking at their responses to screener questions S5 – S7B:

Question (Variable Name)	Response Set 1	Response Set 2
S5: More than one phone number? (SADDPHON)	1 (Yes)	1 (Yes)
S6: Purpose of additional number? (SADDUSE)	1 (Home)	2 (Home and Business Use)
S7A: For Fax Use? (SADDUSE2)	2 (No)	2 (No)
S7B: For Computer Use? (SADDUSE3)	2 (No)	2 (No)

If a household had responses to screener questions S5-S7B matching response sets 1 or 2, then set MULTPHON = .5, otherwise MULTPHON = 1. Provide a frequency of MULTPHON* SADDPHON* SADDUSE* SADDUSE2* SADDUSE3 using the list and missing options.

The household base weight was calculated as follows:

$$GIVEBASEWT = \frac{\text{MULTPHON}}{(SEL_PROB)(GEN_PROB)} ,$$

where SEL_PROB and GEN_PROB are specified above. A univariate on GIVEBASEWT including the “id BASEID” option was performed.

3. Replicate Base Weights Sixty-five replicates were created for the purposes of variance estimation. The data was sorted by ORIGORD. The variable VARUNIT was assigned sequentially. The first case selected was assigned to VARUNIT = 1, the second to VARUNIT = 2, etc. The 66th was assigned to VARUNIT = 1, etc. (see Table 1).

Table 1. Representation of VARUNIT assignment

Selection Order	VARUNIT
1	1
2	2
3	3
:	:
:	:
65	65
66	1
67	2
:	:

Provided a listing of the first 100 records. Include BASEID, the selection order variable used, and VARUNIT. Provided a frequency of VARUNIT.

Ran the REP_BWGT macro using the attached parameter sheet. The replicate base weights were named GIVEBWGT1 – GIVEBWGT65.

4. Raking Ratio Estimation To reduce the mean square error of estimates utilizing the sampling weights, the base weights were adjusted so that the weighted totals obtained from the sample as estimates for certain subgroups of the population were consistent with more efficient estimates available from external sources. The external estimates were based on the 2000 Census, from the document titled "Profiles of General Demographic Characteristics 2000" (available on the internet at <http://www.census.gov/prod/cen2000/dp1/2khus.pdf>). The variables used for raking at the household level were home ownership by region, household type (married families, non-married families, and non-family), and the presence of children under 18 years old in the household.

5. Create Raking Variables Created the variable REGION4 indicating in which of the four regions of the country the respondent resides. The variable REGION already existed on the file, however, it included a value of '0' for Hawaii and Alaska. Created the variable REGION4 by setting values of '0' to '4' (Pacific Region).

Performed a frequency of REGION*REGION4 using the list and missing options.

Created a new variable IMPOWN containing an "imputed" home ownership value. There were three possible responses to the home ownership question (D7): (1) own, (2) rent, and (3) other arrangement. Due to the small number of "other arrangement" responses, responses of "other arrangement" were combined with those of "rent" to form an "other" category. Since most householders in the selected areas own their home, it was assumed that any non-respondents to the home ownership question (D7) also own their home. (Note that in the 2001 study there were only 16 refusals, less than 0.4%.) The variable OWN was created for the person-level weights, however this variable had missing values. Included the 16 missing values as values of '1' for a new variable IMPOWN.

If OWN =. then IMPOWN = 1;
Else IMPOWN=OWN;

Performed a frequency of D7*IMPOWN using the list and missing options.

Created the raking variable REGOWN that crosses REGION with IMPOWN as shown in Table 1.

Table 1. Coding of the variable REGIONOWN

REGION4	IMPOWN	REGOWN
1 (Northwest)	1	1
1 (Northwest)	2	2
2 (Midwest)	1	3
2 (Midwest)	2	4
3 (South)	1	5
3 (South)	2	6
4 (West)	1	7
4 (West)	2	8

Provided a frequency of REGION*IMPOWN*REGOWN with the list and missing options.

Created the variable HHTYPE indicating the type of household. Since most of the householders that responded indicated that their household contained a married couple, it was assumed that any nonrespondents to this question (S8A) were from this type of household. (Note that there were only eight refusals to this question, less than 0.2%).

Recoded HHCOMP into three categories: (1) married families (married couples with or without children), (2) unmarried families (unmarried couples and single persons with children), and (3) non-family households (unmarried couples without children, single persons without children, and unrelated housemates/roommates, and people responding "something else").

```
If HHCOMP in (1,2,7,-8) then HHTYPE = 1;
Else if HHCOMP in (3, 5) then HHTYPE = 2;
Else if HHCOMP in (4, 6, 7,8) then HHTYPE = 3;
```

Provided a frequency of HHCOMP*HHTYPE using the list and missing options.

Created the variable KIDS indicating whether there were children under 18 in the household. There were 10 refusals to item D2 ("Do any children under 18 live with you?"). All cases refusing to answer D2 also refused to answer D1. There were five cases that refused to answer D2, but indicated that they had children in their response to the household composition question. These were assumed to have children under 18 in the household. The remaining five refusals also refused to answer the household composition question; these were assumed to have no children under 18 in the household. Created the variable KIDS as follows:

```
If D2 = 1 then KIDS = 1;
Else if D2 = 2 then KIDS = 0;
Else if D2 in (-7,-8) and HHCOMP in (1,5)
      then KIDS = 1;
Else KIDS = 0;
```

Provided a frequency of KIDS*D2 and REGION4*IMPOWN*HHTYPE*KIDS using the list and missing options.

Created the variable STATUS for use in the FS_RAKE macro. Set STATUS to 1 for all records since all the records in the file pertained to respondents.

Labeled the variables created in this section as shown below.

Variable	Label
REGION4	Census Region (4 levels)
IMPOWN	Imputed Home Ownership
REGOWN	Home Ownership by Region
HHTYPE	Household Type
KIDS	Children Under 18 in HH

Control Totals

The first file contained the totals for home ownership by region. The second file contained the totals for household type. The third contained the totals for the presence of children in the household.

Table 2 contained the control totals for home ownership by region. Created a file named HHCNTL1 containing the variables REGOWN and TOTAL1. Provided a listing of this file.

Table 2. Control totals of home ownership by region

REGION4	IMPOWN	REGOWN	TOTAL1
1 (Northwest)	1	1	12,651,302
1 (Northwest)	2	2	7,634,320
2 (Midwest)	1	3	17,373,745
2 (Midwest)	2	4	7,360,787
3 (South)	1	5	25,987,886
3 (South)	2	6	12,027,328
4 (West)	1	7	13,802,820
4 (West)	2	8	8,641,913
			105,480,101

Table 3 contains the control totals for household type. Created a file named HHCNTL2 containing the variables HHTYPE and TOTAL2. Provided a listing of this file.

Table 3. Control totals of household type by region

HHTYPE	TOTAL2
1	54,493,232
2	17,294,115
3	33,692,754
	105,480,101

Table 4 contains the control totals for the presence of children in the household. Created a file named HHCNTL3 containing the variables KIDS and TOTAL3. Provided a listing of the file.

Table 4. Control totals of the presence of children in the household.

KIDS	TOTAL3
0	70,891,733
1	34,588,368
	105,480,101

Run FS_RAKE

Raked the full-sample and replicated household weights using the attached parameter sheets. The final output file was named GVHHWGT. The final household weight was named GIVEWGT, and the replicates GIVEWGT1-GIVEWGT65. Labeled GIVEWGT as “FULL SAMPLE HOUSEHOLD (GIVING) WEIGHT”. Labeled GIVEWGT1-GIVEWGT65 as “REPLICATE HOUSEHOLD (GIVING) WEIGHT #”, where # represents the replicate number.

6. Output After raking provided a PROC UNIVARIATE of GIVEWGT overall and by REGION. Also, provided a PROC UNIVARIATE of GIVERAKFCT. Provided a PROC MEANS on GIVEWGT and GIVEWGT1-GIVEWGT65 using the N, NMISS, MIN, MEAN, MAX, and SUM options. Also, provided a listing of 50 randomly selected records including the variables BASEID, REGION4, IMPOWN, HHTYPE, SEL_PROB, GEN_PROB, MULTPHON, GIVEBASEWGT, GIVEWGT, GIVERAKFCT, and GIVEWGT1-GIVEWGT65.

Appendix B

2000 Giving and Volunteering Survey Instrument

- V1.** First I'd like to ask about your volunteer activity. By volunteer activity, I mean not just belonging to a service organization, but actually working in some way to help others.

Have you done volunteer work for any organization in the past month?

YES	1
NO	2 (SKIP TO V6)
REFUSED	-7 (SKIP TO V6)
DON'T KNOW	-8 (SKIP TO V6)

- V2.** What is the name of the organization? (PROBE: Were there any other organizations you volunteered for in the past month?)

IF NAME IS NOT KNOWN, ASK TO DESCRIBE ORGANIZATION.

1	6
2	7
3	8
4	9
5	10

(V2[1] THROUGH V2[10])

BOX V-1

ASK QUESTIONS V3 AND V4 FOR EVERY ORGANIZATION NAMED IN V2[1] THROUGH V2[10]. IF NO MORE ORGANIZATIONS, GO TO V6

V3. How many hours did you spend in the past month working for {NAME OF 1ST ORGANIZATION}?

HOURS	1
MINUTES	2
HOURS AND MINUTES	3
REFUSED	-7
DON'T KNOW	-8

HOURS	<input type="checkbox"/> <input checked="" type="checkbox"/>		
MINUTES	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>		
HOURS	<input type="checkbox"/> <input checked="" type="checkbox"/>	MINUTES	<input type="checkbox"/> <input checked="" type="checkbox"/>

(V3[1] THROUGH V3[10])

V4. I'm going to read a list of areas describing the many different organizations for which people do volunteer activities. Please tell me which area best describes (NAME OF 1ST ORGANIZATION). Would you say...

READ EXAMPLES ASSOCIATED WITH EACH AREA UNTIL INTERRUPTED

ORDER OF RESPONSES SHOULD BE RANDOMIZED AND SHOULD ALWAYS BEGIN WITH "RELIGIOUS" AND END WITH "OTHER." ALL OTHER RESPONSE CATEGORIES ARE TO BE READ WITH ONE OF FOUR RANDOM STARTS. REPEAT THE SAME ORDER FOR EACH ORGANIZATION NAMED IN V2.

Religious , such as churches, synagogues, convents, seminaries, mosques, but not church-affiliated schools	1
Youth Development , such as Boys & Girls Scouts, 4-H Clubs and Little Leagues	2
Education , such as elementary schools, secondary or higher education (public or private) and libraries	3
Health , such as hospitals, mental health organizations, nursing homes, hospices, clinics, and the American Cancer Society	4
Human Services , such as daycare, foster care, family counseling, consumer protection, homelessness, job services, the Red Cross, YMCA, and charity drives like the United Way	5
Work-related , such as labor unions, credit unions, professional associations, and Chambers of Commerce	6
Environment , including animal welfare, such as the SPCA and programs for environmental quality and beautification	7
Adult Recreation , such as swimming, boating, skiing or hunting clubs	8
Arts, culture, and humanities , such as performing arts, cultural or ethnic groups, museums, art exhibits, and public television or radio	9
Public or societal benefit , such as civil rights, minority and women's equity issues, and community or social action. For example, Rotary and Kiwanis	10
Political organizations and campaigns , such as political parties, nonpartisan political groups, and community groups	11
Private and community foundations , such as the Ford Foundation, Rockefeller Foundation and local foundations	12
International or foreign programs , such as relief abroad and student or cultural exchange programs.	13
Or is it some other kind of organization? (SPECIFY)	91

(V4_10S THROUGH V4_100S)

<u>REFUSED</u>	-7
<u>DON'T KNOW</u>	-8
(V4[1] THROUGH V4[10])	

- V6.** Sometimes people help others besides volunteering time to organized groups. In the past month, did you volunteer some of your time to help relatives who didn't live with you, including children and parents, neighbors, friends, or strangers? Please do not include help given to people living in your household or activities you may have already mentioned.

<u>YES</u>	1
<u>NO</u>	2 (SKIP TO V8)
<u>REFUSED</u>	-7 (SKIP TO V8)
<u>DON'T KNOW</u>	-8 (SKIP TO V8)

- V6A.** What sort of help did you provide? (PROBE: Anything Else?)

(V6EXP1)
(V6EXP2)
(V6EXP3)

<u>REFUSED</u>	-7
<u>DON'T KNOW</u>	-8

- V7.** How many hours overall did you spend in the past month providing this help?

<u>HOURS</u>	1
<u>MINUTES</u>	2
<u>HOURS AND MINUTES</u>	3
<u>REFUSED</u>	-7
<u>DON'T KNOW</u>	-8

(V7 HOURS)
HOURS
MINUTES
HOURS MINUTES

- V8.** Now we'd like to focus your attention on the past 12 months. In the past 12 months, have you done volunteer work for any organizations {IF V1 = 1, DISPLAY, "other than the ones you've already mentioned?"}

<u>YES</u>	1
<u>NO</u>	2 (SKIP TO V11)
<u>REFUSED</u>	-7 (SKIP TO V11)
<u>DON'T KNOW</u>	-8 (SKIP TO V11)

- V9.** What is the name of the organization? (PROBE: Were there any other organizations you volunteered for in the past 12 months?)

IF NAME IS NOT KNOWN, ASK R TO DESCRIBE ORGANIZATION.

1	6
2	7
3	8
4	9
5	10

(V9A[1] THROUGH V9A[10])

- BOX V-2** ASK V10 AFTER EVERY ORGANIZATION NAMED IN V9[1] THROUGH V9[10]. IF NO MORE ORGANIZATIONS, GO TO V11.

- V10.** I'm going to read {IF V1 = 1, DISPLAY "the same" ELSE DISPLAY, "a"} list of areas describing the many different organizations for which people do volunteer activities. Please tell me which area best describes {NAME OF 1ST ORGANIZATION IN V9}. Would you say....

[CONTINUE READING UNTIL INTERRUPTED]

ORDER OF RESPONSES SHOULD BE RANDOMIZED AND SHOULD ALWAYS BEGIN WITH "RELIGIOUS" AND END WITH "OTHER." ALL OTHER RESPONSE CATEGORIES ARE TO BE READ WITH ONE OF FOUR RANDOM STARTS. REPEAT THE SAME ORDER FOR EACH ORGANIZATION NAMED IN V9.

- | | |
|---|----|
| Religious , such as churches, synagogues, convents, seminaries, mosques, but not church-affiliated schools | 1 |
| Youth Development , such as Boys & Girls Scouts, 4-H Clubs and Little Leagues | 2 |
| Education , such as elementary schools, secondary or higher education (public or private) and libraries | 3 |
| Health , such as hospitals, mental health organizations, nursing homes, hospices, clinics, and the American Cancer Society | 4 |
| Human Services , such as daycare, foster care, family counseling, consumer protection, homelessness, job services, the Red Cross, YMCA, and charity drives like the United Way | 5 |
| Work-related , such as labor unions, credit unions, professional associations, and Chambers of Commerce | 6 |
| Environment , including animal welfare, such as the SPCA and programs for environmental quality and beautification | 7 |
| Adult Recreation , such as swimming, boating, skiing or hunting clubs | 8 |
| Arts, culture, and humanities , such as performing arts, cultural or ethnic groups, museums, art exhibits, and public television or radio | 9 |
| Public or societal benefit , such as civil rights, minority and women's equity issues, and community or social action. | |
| For example, Rotary and Kiwanis | 10 |
| Political organizations and campaigns , such as political parties, nonpartisan political groups, and community groups | 11 |

Private and community foundations , such as the Ford Foundation, Rockefeller Foundation and local foundations	12
International or foreign programs , such as relief abroad and student or cultural exchange programs.	13
Or is it some other kind of organization? (SPECIFY)	91
(V100S)	

REFUSED	-7
DON'T KNOW	-8

- V11.** In the past 12 months, did you volunteer some of your time to help relatives who don't live with you, including children and parents, neighbors, friends, or strangers? Please do not count any activities you may have already mentioned.

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

- V12.** Now I'm going to ask you about your use of the Internet.

Do you have access to the Internet?

YES	1
NO	2 (SKIP TO BOX V-4)
REFUSED	-7 (SKIP TO BOX V-4)
DON'T KNOW	-8 (SKIP TO BOX V-4)

- V12A.** Did you use the Internet to search for volunteer opportunities, learn about volunteer organizations, or do other similar activities?

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

BOX V-3. IF R VOLUNTEERED IN THE PAST MONTH (V1 = 1) OR HELPED OTHERS ON THE PAST MONTH (V6 = 1) OR VOLUNTEERED IN THE PAST 12 MONTHS (V8 = 1) OR HELPED OTHERS IN THE PAST 12 MONTHS (V11 = 1), ASK V13. ELSE, SKIP TO BOX V-4.

- V13.** In the past 12 months, did you volunteer over the Internet doing such things as mentoring, tutoring, or web site development?

YES	1
NO	2 (SKIP TO BOX V-4)
REFUSED	-7 (SKIP TO BOX V-4)
DON'T KNOW	-8 (SKIP TO BOX V-4)

- V13A.** What kinds of volunteer activities did you do over the Internet? (PROBE: Anything else?)

(V13EXP1)
 (V13EXP2)
 (V13EXP3)

BOX V-4. IF R VOLUNTEERED IN THE PAST MONTH (V1 = 1) OR HELPED OTHERS ON THE PAST MONTH (V6 = 1) OR VOLUNTEERED IN THE PAST 12 MONTHS (V8 = 1) OR HELPED OTHERS IN THE PAST 12 MONTHS (V11 = 1), ASK V14. ELSE, SKIP TO BOX V-4a.

V14. I am going to describe ways people find out about volunteer activities. For each one, please indicate whether it was a way you learned about your volunteer activities.

- | | YES | NO | RF | DK |
|--|-----|----|----|----|
| a. Did you have a family member or a friend in the activity or benefiting from the activity? | 1 | 2 | -7 | -8 |
| b. Did you volunteer through an organization or group, including a religious group, or through your workplace? | 1 | 2 | -7 | -8 |
| c. Did you see an advertisement or request through the radio, TV, or a printed source? | 1 | 2 | -7 | -8 |
| d. Did you see an advertisement or responded to solicitation over the Internet? | 1 | 2 | -7 | -8 |
| e. Did you seek out the activity on your own? | 1 | 2 | -7 | -8 |
| f. Did you volunteer through a volunteer referral agency like the United Way or a Volunteer Center? | 1 | 2 | -7 | -8 |
| g. Was there some other way? (SPECIFY) | 1 | 2 | -7 | -8 |

(V14OS)

(V14FMLY V14ORG V14ADTV V14ADINT V14OWN V14AGNCY V14OTHER)

BOX V4-a. IF R VOLUNTEERED IN THE PAST MONTH (V1 = 1) OR HELPED OTHERS IN THE PAST MONTH (V6 = 1) OR VOLUNTEERED IN THE PAST 12 MONTHS (V8 = 1) OR HELPED OTHERS IN THE PAST 12 MONTHS (V11 = 1), THEN IF THIS IS A SINGLE PERSON HOUSEHOLD (HHCOMP = 6) GO TO V17, ELSE GO TO V15 ELSE IF R IS NOT A VOLUNTEER (V1 NE 1 AND V6 NE 1 AND V8 NE 1 AND V11 NE 1), THEN IF THIS IS A SINGLE PERSON HOUSEHOLD (HHCOMP = 6), GO TO V18, ELSE GO TO V16

V15. Do you ever engage in volunteer activities with other members of your household?

- | | |
|------------|----|
| YES | 1 |
| NO | 2 |
| REFUSED | -7 |
| DON'T KNOW | -8 |

V16. Do other members of your household volunteer {IF V1 = 1 OR V6 = 1 OR V8 = 1 OR V11 = 1, DISPLAY "on their own, that is, without you"}?

- | | |
|------------|----|
| YES | 1 |
| NO | 2 |
| REFUSED | -7 |
| DON'T KNOW | -8 |

BOX V-5. IF R VOLUNTEERED IN THE PAST MONTH (V1 = 1) OR HELPED OTHERS ON THE PAST MONTH (V6 = 1) OR VOLUNTEERED IN THE PAST 12 MONTHS (V8 = 1) OR HELPED OTHERS IN THE PAST 12 MONTHS (V11 = 1), ASK V17. ELSE, SKIP TO V18.

V17.	How often do you do your volunteer activities? Would you say...	
	Every week or nearly every week,	1 (SKIP TO V19)
	Once or twice a month.	2 (SKIP TO V19)
	Only a few times a year,	3 (SKIP TO V19)
	Only at special times of the year such as during holidays, or	4 (SKIP TO V19)
	Something else?	91
		(V170S) (SKIP TO V19)

REFUSED	-7 (SKIP TO V19)
DON'T KNOW	-8 (SKIP TO V19)

V18. There are many reasons why a person might not do volunteer work. Can you tell me why you haven't volunteered over the **past 12 months**? [CODE ALL THAT APPLY]
 {PROBE: Any other reasons?}

I DON'T HAVE THE TIME.	[1]
I DON'T HAVE ADEQUATE TRANSPORTATION.	[2]
NO ONE ASKED ME TO VOLUNTEER.	[3]
I PREFER TO GIVE MY MONEY INSTEAD OF MY TIME.	[4]
I HAVE HEALTH PROBLEMS OR AM PHYSICALLY UNABLE.	[5]
I DON'T FEEL WELCOME.	[6]
I DON'T KNOW HOW TO GET STARTED.	[7]
I FEEL I HAVE NOTHING TO OFFER.	[8]
I THINK THAT PEOPLE SHOULD BE PAID FOR THEIR WORK	[9]
SOME OTHER REASON (SPECIFY)	[91]

(V180S)

REFUSED	-7
DON'T KNOW	-8

(V18TIME V18TRANS V18ASKED V18MONEY V18HLTH V18WELC V18START V18OFFER V18PAY V18OTH)

V19. Were you **personally** asked to volunteer in the **past 12 months**?

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

BOX V-6. IF R VOLUNTEERED IN THE PAST MONTH (V1 = 1) OR HELPED OTHERS ON THE PAST MONTH (V6 = 1) OR VOLUNTEERED IN THE PAST 12 MONTHS (V8 = 1) OR HELPED OTHERS IN THE PAST 12 MONTHS (V11 = 1), ASK V20. ELSE, SKIP TO GINTRO.

V20. I am going to read you a short list of reasons people have for volunteering. Please tell me how important each is for you.

The first reason is...

V20A.	You feel compassion toward people in need. Is this an important or not important reason?	
	YES	1
	NO	2
	REFUSED	-7
	DON'T KNOW	-8
V20B.	Volunteering is an important activity to the people you respect.	
	YES	1
	NO	2
	REFUSED	-7
	DON'T KNOW	-8
V20C.	Someone close to you is involved in the activity or would benefit from it.	
	YES	1
	NO	2
	REFUSED	-7
	DON'T KNOW	-8
V20D.	Volunteering gives you an opportunity to give back to your community.	
	YES	1
	NO	2
	REFUSED	-7
	DON'T KNOW	-8
V20E.	You believe that those who have more should help those with less.	
	YES	1
	NO	2
	REFUSED	-7
	DON'T KNOW	-8
V20F.	You meet new people.	
	YES	1
	NO	2
	REFUSED	-7
	DON'T KNOW	-8
V21.	Did you receive any of the following benefits for your volunteering activities?	
	YES NO RF DK	
	a. Your employer paid your salary for the time you volunteered	1 2 -7 -8
	b. You received a transportation subsidy or free transportation	1 2 -7 -8
	c. Your expenses were reimbursed	1 2 -7 -8
	d. You received a living allowance or small fee for your work	1 2 -7 -8
	e. You received health insurance that you would not have otherwise	1 2 -7 -8
	f. You received meals or housing	1 2 -7 -8
	(V21SAL V21TRANS V21REIMB V21FEE V21HLTH V21HOUSE)	

GINTRO. Now we're going to talk about **charitable giving**. I'm going to read you examples of the many different areas in which households contribute money or other property for charitable purposes. By contributing, I mean making a voluntary contribution with no intention of making a profit. For each area, please tell me whether you or the members of your household contributed some money or other property in 2000? (IF ASKED: Please include payroll deductions.)

G1. In 2000, did you and members of your household contribute money or property to or for **religious organizations**? Examples include churches, synagogues, convents, seminaries, and mosques.

YES	1
NO	2 (G2)
REFUSED	-7 (G2)
DON'T KNOW	-8 (G2)

G1A. Approximately how much money or the cash equivalent of property did you and the members of your household contribute to religious organizations, in 2000?

(IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)

\$ <input type="text"/>	DOLLARS (G2)
REFUSED	-7 (G2)
DON'T KNOW	-8 (G1B)

G1B. Would you say it was \$400 or more or was it less than \$400?

\$400 OR MORE	1
LESS THAN \$400	2 (G1D)
REFUSED	-7 (G2)
DON'T KNOW	-8 (G2)

G1C. Please tell me which category best describes how much you and the members of your household gave to **religious organizations** in 2000. Was it...

\$400 to \$499,	1 (G2)
\$500 to \$999, or	2 (G2)
\$1000 or more?	3 (G2)
REFUSED	-7 (G2)
DON'T KNOW	-8 (G2)

G1D. Please tell me which category best describes how much you and the members of your household gave to **religious organizations** in 2000. Was it...

Less than \$50,	1
\$50 to \$99	2
\$100 to \$199,	3
\$200 to \$299, or	4
\$300 to \$399	5
REFUSED	-7
DON'T KNOW	-8

G2. In 2000, did you and members of your household contribute money or property to or for **youth development**? Examples include the Boys and Girl Scouts, 4-H Clubs, and Little Leagues.

YES	1
NO	2 (G3)
REFUSED	-7 (G3)
DON'T KNOW	-8 (G3)

G2A. Approximately how much money or the cash equivalent of property did you and the members of your household contribute to youth development in 2000?

(IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)

\$ <input type="text"/>	DOLLARS	(G3)
REFUSED	-7	(G3)
DON'T KNOW	-8	(G2B)

G2B. Would you say it was \$400 or more or was it less than \$400?

\$400 OR MORE	1	
LESS THAN \$400	2	(G2D)
REFUSED	-7	(G3)
DON'T KNOW	-8	(G3)

G2C. Please tell me which category best describes how much you and the members of your household gave to **youth development** in 2000. Was it...

\$400 to \$499,	1	(G3)
\$500 to \$999, or	2	(G3)
\$1000 or more?	3	(G3)
REFUSED	-7	(G3)
DON'T KNOW	-8	(G3)

G2D. Please tell me which category best describes how much you and the members of your household gave to **youth development** in 2000. Was it...

Less than \$50,	1	
\$50 to \$99	2	
\$100 to \$199,	3	
\$200 to \$299, or	4	
\$300 to \$399	5	
REFUSED	-7	
DON'T KNOW	-8	

G3. (In 2000, did you and members of your household contribute money or property to or for **education**? Examples include elementary schools, secondary or higher education (public or private), and libraries.

YES	1	
NO	2	(G4)
REFUSED	-7	(G4)
DON'T KNOW	-8	(G4)

G3A. Approximately how much money or the cash equivalent of property did you and the members of your household contribute to **education** in 2000?

(IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)

\$ <input type="text"/>	DOLLARS (G4)
REFUSED	-7 (G4)
DON'T KNOW	-8 (G3B)

G3B. Would you say it was \$400 or more or was it less than \$400?

\$400 OR MORE	1
LESS THAN \$400	2 (G3D)
REFUSED	-7 (G4)
DON'T KNOW	-8 (G4)

G3C. Please tell me which category best describes how much you and the members of your household gave to **education** in 2000. Was it...

\$400 to \$499,	1 (G4)
\$500 to \$999, or	2 (G4)
\$1000 or more?	3 (G4)
REFUSED	-7 (G4)
DON'T KNOW	-8 (G4)

G3D. Please tell me which category best describes how much you and the members of your household gave to **education** in 2000. Was it...

Less than \$50,	1
\$50 to \$99	2
\$100 to \$199,	3
\$200 to \$299, or	4
\$300 to \$399	5
REFUSED	-7
DON'T KNOW	-8

G4. (In 2000, did you and members of your household contribute money or property to or for) **health**? Examples include hospitals, mental health organizations, nursing homes, hospices, clinics, and the American Cancer Society.

YES	1
NO	2 (G5)
REFUSED	-7 (G5)
DON'T KNOW	-8 (G5)

G4A. Approximately how much money or the cash equivalent of property did you and the members of your household contribute to **health**, in 2000?

(IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)

\$ <input type="text"/>	DOLLARS (G5)
REFUSED	-7 (G5)
DON'T KNOW	-8 (G4B)

G4B. Would you say it was \$400 or more or was it less than \$400?

\$400 OR MORE	1
LESS THAN \$400	2 (G4D)
REFUSED	-7 (G5)
DON'T KNOW	-8 (G5)

G4C. Please tell me which category best describes how much you and the members of your household gave to **health** in 2000. Was it...

\$400 to \$499,	1 (G5)
\$500 to \$999, or	2 (G5)
\$1000 or more?	3 (G5)
REFUSED	-7 (G5)
DON'T KNOW	-8 (G5)

G4D. Please tell me which category best describes how much you and the members of your household gave to **health** in 2000. Was it...

Less than \$50,	1
\$50 to \$99	2
\$100 to \$199,	3
\$200 to \$299, or	4
\$300 to \$399	5
REFUSED	-7
DON'T KNOW	-8

G5. (In 2000, did you and members of your household contribute money or property to or for **human services**? For example, daycare, foster care, family counseling, consumer protection, homelessness, job services, the Red Cross, the YMCA, and charity drives like the United Way.

YES	1
NO	2 (G6)
REFUSED	-7 (G6)
DON'T KNOW	-8 (G6)

G5A. Approximately how much money or the cash equivalent of property did you and the members of your household contribute to **human services** in 2000?

(IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)

\$ <input type="text"/>	DOLLARS	(G6)
REFUSED	-7	(G6)
DON'T KNOW	-8	(G5B)

G5B. Would you say it was \$400 or more or was it less than \$400?

\$400 OR MORE	1
LESS THAN \$400	2 (G5D)
REFUSED	-7 (G6)
DON'T KNOW	-8 (G6)

G5C. Please tell me which category best describes how much you and the members of your household gave to **human services** in 2000. Was it...

\$400 to \$499,	1 (G6)
\$500 to \$999, or	2 (G6)
\$1000 or more?	3 (G6)
REFUSED	-7 (G6)
DON'T KNOW	-8 (G6)

G5D. Please tell me which category best describes how much you and the members of your household gave to **human services** in 2000. Was it...

Less than \$50,	1
\$50 to \$99	2
\$100 to \$199,	3
\$200 to \$299, or	4
\$300 to \$399	5
REFUSED	-7
DON'T KNOW	-8

G6. (In 2000, did you and members of your household contribute money or property to or for) the **environment, including animal welfare?** Examples include the SPCA, and programs for environmental quality and beautification.

YES	1
NO	2 (G7)
REFUSED	-7 (G7)
DON'T KNOW	-8 (G7)

G6A. Approximately how much money or the cash equivalent of property did you and the members of your household contribute to the **environment, including animal welfare** in 2000?

(IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)

\$ <input type="text"/>	DOLLARS (G7)
REFUSED	-7 (G7)
DON'T KNOW	-8 (G6B)

G6B. Would you say it was \$400 or more or was it less than \$400?

\$400 OR MORE	1
LESS THAN \$400	2 (G6D)
REFUSED	-7 (G7)
DON'T KNOW	-8 (G7)

G6C. Please tell me which category best describes how much you and the members of your household gave to the **environment, including animal welfare** in 2000. Was it...

\$400 to \$499,	1 (G7)
\$500 to \$999, or	2 (G7)
\$1000 or more?	3 (G7)
REFUSED	-7 (G7)
DON'T KNOW	-8 (G7)

G6D. Please tell me which category best describes how much you and the members of your household gave to the **environment, including animal welfare** in 2000. Was it...

Less than \$50,	1
\$50 to \$99	2
\$100 to \$199,	3
\$200 to \$299, or	4
\$300 to \$399	5
REFUSED	-7
DON'T KNOW	-8

G7. (In 2000, did you and members of your household contribute money or property to or for **adult recreation**? Examples include swimming, boating, skiing, or hunting clubs.)

YES	1
NO	2 (G8)
REFUSED	-7 (G8)
DON'T KNOW	-8 (G8)

G7A. Approximately how much money or the cash equivalent of property did you and the members of your household contribute to **adult recreation** in 2000?

(IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)

\$ <input type="text"/>	DOLLARS	(G8)
REFUSED	-7	(G8)
DON'T KNOW	-8	(G7B)

G7B. Would you say it was \$400 or more or was it less than \$400?

\$400 OR MORE	1
LESS THAN \$400	2 (G7D)
REFUSED	-7 (G8)
DON'T KNOW	-8 (G8)

G7C. Please tell me which category best describes how much you and the members of your household gave to **adult recreation** in 2000. Was it...

\$400 to \$499,	1 (G8)
\$500 to \$999, or	2 (G8)
\$1000 or more?	3 (G8)
REFUSED	-7 (G8)
DON'T KNOW	-8 (G8)

G7D. Please tell me which category best describes how much you and the members of your household gave to **adult recreation** in 2000. Was it...

Less than \$50,	1
\$50 to \$99	2
\$100 to \$199,	3
\$200 to \$299, or	4
\$300 to \$399	5
REFUSED	-7
DON'T KNOW	-8

- G8.** (In 2000, did you and members of your household contribute money or property to or for **arts, culture, and humanities**? Examples include performing arts, cultural or ethnic groups, museums, art exhibits, and public television or radio.)
- | | |
|------------|---------|
| YES | 1 |
| NO | 2 (G9) |
| REFUSED | -7 (G9) |
| DON'T KNOW | -8 (G9) |
- G8A.** Approximately how much money or the cash equivalent of property did you and the members of your household contribute to **arts, culture, and humanities** in 2000?
- (IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)
- | | |
|---|--------------|
| \$ <input type="text"/> | DOLLARS (G9) |
| REFUSED | -7 (G9) |
| DON'T KNOW | -8 (G8B) |
- G8B.** Would you say it was \$400 or more or was it less than \$400?
- | | |
|--------------------|---------|
| \$400 to \$499, | 1 (G9) |
| \$500 to \$999, or | 2 (G9) |
| \$1000 or more? | 3 (G9) |
| REFUSED | -7 (G9) |
| DON'T KNOW | -8 (G9) |
- G8C.** Please tell me which category best describes how much you and the members of your household gave to **arts, culture, and humanities** in 2000. Was it...
- | | |
|--------------------|---------|
| \$400 to \$499, | 1 (G9) |
| \$500 to \$999, or | 2 (G9) |
| \$1000 or more? | 3 (G9) |
| REFUSED | -7 (G9) |
| DON'T KNOW | -8 (G9) |
- G8D.** Please tell me which category best describes how much you and the members of your household gave to **arts, culture, and humanities** in 2000. Was it...
- | | |
|--------------------|----|
| Less than \$50, | 1 |
| \$50 to \$99 | 2 |
| \$100 to \$199, | 3 |
| \$200 to \$299, or | 4 |
| \$300 to \$399 | 5 |
| REFUSED | -7 |
| DON'T KNOW | -8 |
- G9.** (In 2000, did you and members of your household contribute money or property to or for **public or societal benefit**? Examples include civil rights, minority and women's equity issues, community or social action, Rotary, and Kiwanis.)
- | | |
|------------|----------|
| YES | 1 |
| NO | 2 (G10) |
| REFUSED | -7 (G10) |
| DON'T KNOW | -8 (G10) |

G9A. Approximately how much money or the cash equivalent of property did you and the members of your household contribute to **public or societal benefit** in 2000?

(IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)

\$ <input type="text"/>	DOLLARS (G10)
REFUSED	-7 (G10)
DON'T KNOW	-8 (G9B)

G9B. Would you say it was \$400 or more or was it less than \$400?

\$400 OR MORE	1
LESS THAN \$400	2 (G9D)
REFUSED	-7 (G10)
DON'T KNOW	-8 (G10)

Q9C. Please tell me which category best describes how much you and the members of your household gave to **public or societal benefit** in 2000. Was it...

\$400 to \$499,	1 (G10)
\$500 to \$999, or	2 (G10)
\$1000 or more?	3 (G10)
REFUSED	-7 (G10)
DON'T KNOW	-8 (G10)

G9D. Please tell me which category best describes how much you and the members of your household gave to **public or societal benefit** in 2000. Was it...

Less than \$50,	1
\$50 to \$99	2
\$100 to \$199,	3
\$200 to \$299, or	4
\$300 to \$399	5
REFUSED	-7
DON'T KNOW	-8

G10. (In 2000, did you and members of your household contribute money or property to or for) **political organizations and campaigns**? Examples include political parties, nonpartisan political groups, and community groups.

YES	1
NO	2 (G11)
REFUSED	-7 (G11)
DON'T KNOW	-8 (G11)

G10A. Approximately how much money or the cash equivalent of property did you and the members of your household contribute to **political organizations** in 2000?

(IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)

\$ <input type="text"/>	DOLLARS (G11)
REFUSED	-7 (G11)
DON'T KNOW	-8 (G10B)

G10B.	Would you say it was \$400 or more or was it less than \$400?	
	\$400 OR MORE	1
	LESS THAN \$400	2 (G10)
	REFUSED	-7 (G11)
	DON'T KNOW	-8 (G11)
G10C.	Please tell me which category best describes how much you and the members of your household gave to political organizations in 2000. Was it...	
	\$400 to \$499,	1 (G11)
	\$500 to \$999, or	2 (G11)
	\$1000 or more?	3 (G11)
	REFUSED	-7 (G11)
	DON'T KNOW	-8 (G11)
G10D.	Please tell me which category best describes how much you and the members of your household gave to political organizations in 2000. Was it...	
	Less than \$50,	1
	\$50 to \$99	2
	\$100 to \$199,	3
	\$200 to \$299, or	4
	\$300 to \$399	5
	REFUSED	-7
	DON'T KNOW	-8
G11.	(In 2000, did you and members of your household contribute money or property to or for) private and community foundations ? Examples include the Ford Foundation, the Rockefeller Foundation, and local foundations.	
	YES	1
	NO	2 (G12)
	REFUSED	-7 (G12)
	DON'T KNOW	-8 (G12)
G11A.	Approximately how much money or the cash equivalent of property did you and the members of your household contribute to private and community foundations in 2000?	
	(IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)	
	\$ <input type="text"/>	DOLLARS (G12)
	REFUSED	-7 (G12)
	DON'T KNOW	-8 (G11B)
G11B.	Would you say it was \$400 or more or was it less than \$400?	
	\$400 OR MORE	1
	LESS THAN \$400	2 (G11D)
	REFUSED	-7 (G12)
	DON'T KNOW	-8 (G12)

G11C. Please tell me which category best describes how much you and the members of your household gave to **private and community foundations** in 2000. Was it...

\$400 to \$499,	1 (G12)
\$500 to \$999, or	2 (G12)
\$1000 or more?	3 (G12)
REFUSED	-7 (G12)
DON'T KNOW	-8 (G12)

G11D. Please tell me which category best describes how much you and the members of your household gave to **private and community foundations** in 2000. Was it...

Less than \$50,	1
\$50 to \$99	2
\$100 to \$199,	3
\$200 to \$299, or	4
\$300 to \$399	5
REFUSED	-7
DON'T KNOW	-8

G12. (In 2000, did you and members of your household contribute money or property to or for **international or foreign programs, either in the U.S. or abroad**? Examples include relief abroad and student or cultural exchange programs.

YES	1
NO	2 (G13)
REFUSED	-7 (G13)
DON'T KNOW	-8 (G13)

G12A. Approximately how much money or the cash equivalent of property did you and the members of your household contribute to **international or foreign programs, either in the U.S. or abroad** in 2000?

(IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)

\$ <input type="text"/>	DOLLARS (G13)
REFUSED	-7 (G13)
DON'T KNOW	-8 (G12B)

G12B. Would you say it was \$400 or more or was it less than \$400?

\$400 OR MORE	1
LESS THAN \$400	2 (G12D)
REFUSED	-7 (G13)
DON'T KNOW	-8 (G13)

G12C. Please tell me which category best describes how much you and the members of your household gave to **international or foreign programs, either in the U.S. or abroad** in 2000. Was it...

\$400 to \$499,	1 (G13)
\$500 to \$999, or	2 (G13)
\$1000 or more?	3 (G13)
REFUSED	-7 (G13)
DON'T KNOW	-8 (G13)

G12D. Please tell me which category best describes how much you and the members of your household gave to **international or foreign programs, either in the U.S. or abroad** in 2000. Was it...

Less than \$50,	1
\$50 to \$99	2
\$100 to \$199,	3
\$200 to \$299, or	4
\$300 to \$399	5
REFUSED	-7
DON'T KNOW	-8

G13. (In 2000, did you and members of your household contribute money or property to or for) **relatives** who don't live with you, including children and parents?

YES	1
NO	2 (G14)
REFUSED	-7 (G14)
DON'T KNOW	-8 (G14)

G13US. Was this money or property sent outside of the United States?

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

G13A. Approximately how much money or the cash equivalent of property did you and the members of your household contribute to **relatives** who don't live with you, including children and parents in 2000?

(IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)

\$ <input type="text"/>	DOLLARS	(G14)
REFUSED	-7	(G14)
DON'T KNOW	-8	(G13B)

G13B. Would you say it was \$400 or more or was it less than \$400?

\$400 OR MORE	1
LESS THAN \$400	2 (G13D)
REFUSED	-7 (G14)
DON'T KNOW	-8 (G14)

G13C. Please tell me which category best describes how much you and the members of your household gave to **relatives** who don't live with you, including children and parents in 2000. Was it...

\$400 to \$499,	1 (G14)
\$500 to \$999, or	2 (G14)
\$1000 or more?	3 (G14)
REFUSED	-7 (G14)
DON'T KNOW	-8 (G14)

G13D. Please tell me which category best describes how much you and the members of your household gave to **relatives** who don't live with you, including children and parents in 2000. Was it...

Less than \$50,	1
\$50 to \$99	2
\$100 to \$199,	3
\$200 to \$299, or	4
\$300 to \$399	5
REFUSED	-7
DON'T KNOW	-8

G14. (In 2000, did you and members of your household contribute money or property to or for friends, neighbors, or strangers?

YES	1
NO	2 (G15)
REFUSED	-7 (G15)
DON'T KNOW	-8 (G15)

G14A. Approximately how much money or the cash equivalent of property did you and the members of your household contribute to friends, neighbors, or strangers in 2000?

(IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)

\$ <input type="text"/>	DOLLARS	(G15)
REFUSED	-7	(G15)
DON'T KNOW	-8	(G14B)

G14B. Would you say it was \$400 or more or was it less than \$400?

\$400 OR MORE	1
LESS THAN \$400	2 (G14D)
REFUSED	-7 (G15)
DON'T KNOW	-8 (G15)

G14C. Please tell me which category best describes how much you and the members of your household gave to friends, neighbors, or strangers in 2000. Was it...

\$400 to \$499,	1 (G15)
\$500 to \$999, or	2 (G15)
\$1000 or more?	3 (G15)
REFUSED	-7 (G15)
DON'T KNOW	-8 (G15)

G14D. Please tell me which category best describes how much you and the members of your household gave to friends, neighbors, or strangers in 2000. Was it...

Less than \$50,	1
\$50 to \$99	2
\$100 to \$199,	3
\$200 to \$299, or	4
\$300 to \$399	5
REFUSED	-7
DON'T KNOW	-8

G15. In 2000, was there some area of giving other than the ones we have mentioned?.

YES	1
NO	2 (BOX G-16)
REFUSED	-7 (BOX G-16)
DON'T KNOW	-8 (BOX G-16)

G15S. What was that area?

G15A. Approximately how much money or the cash equivalent of property did you and the members of your household contribute to that area in 2000?

(IF R IS UNSURE, PROBE FOR BEST ESTIMATE. VERIFY THE AMOUNT.)

	\$ <input type="text"/>	DOLLARS (G16)
REFUSED		-7 (BOX G-16)
DON'T KNOW		-8 (G15B)

G15B. Would you say it was \$400 or more or was it less than \$400?

\$400 OR MORE	1
LESS THAN \$400	2 (G15)
REFUSED	-7 (BOX G-16)
DON'T KNOW	-8 (BOX G-16)

G15C. Please tell me which category best describes how much you and the members of your household gave to that area in 2000. Was it...

\$400 to \$499,	1 (BOX G-16)
\$500 to \$999, or	2 (BOX G-16)
\$1000 or more?	3 (BOX G-16)
REFUSED	-7 (BOX G-16)
DON'T KNOW	-8 (BOX G-16)

G15D. Please tell me which category best describes how much you and the members of your household gave to that area in 2000. Was it...

Less than \$50,	1
\$50 to \$99	2
\$100 to \$199,	3
\$200 to \$299, or	4
\$300 to \$399	5
REFUSED	-7
DON'T KNOW	-8

BOX G-16. IF THIS IS A SINGLE PERSON HOUSEHOLD (HHCOMP = 6), CODE G16 = 1 AND SKIP TO G17.

G16. Even though members of a household give as a unit, individual members may select certain charities or nonprofit organizations to support. Who in your household is considered most involved in deciding which organizations you give to? Would you say...

Yourself,	1
Your spouse or partner,	2
Both, yourself and your spouse or partner, or	3
Another household member?	4
OTHER	5
REFUSED	-7
DON'T KNOW	-8

G17. Were you or the members of your household personally asked to give money or other property to charitable organizations, including religious organizations, in 2000?

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

G18. Did you or members of your household have the opportunity in 2000 to make charitable contributions through payroll deduction at work?

YES	1
NO	2
NOT EMPLOYED	3
REFUSED	-7
DON'T KNOW	-8

BOX G16-a. IF R OR MEMBERS OF THE HOUSEHOLD CONTRIBUTED IN ANY AREA IN 2000 (ANY ONE OF G1 – G15 = 1), THEN IF R OR MEMBERS OF THE HOUSEHOLD DID NOT HAVE THE OPPORTUNITY TO CONTRIBUTE THROUGH PAYROLL DEDUCTION (G18 = 2), THEN GO TO G20A, ELSE GO TO G20. ELSE GO TO G19.

G19. There are many reasons why a person might not contribute money to charitable causes. Can you tell me why you and the members of your household did not make a charitable contribution during 2000?

[CODE ALL THAT APPLY]

NO ONE PERSONALLY ASKED US TO GIVE	[1]	(G19ASK)
WE COULD NOT AFFORD TO GIVE MONEY IN 2000	[2]	(G19NOMON)
WE WOULD RATHER VOLUNTEER THAN GIVE MONEY	[3]	(G19MONEY)
WE WERE BEING ASKED TO GIVE TOO FREQUENTLY	[4]	(G19FREQ)
WE DON'T THINK THE MONEY WILL BE USED EFFICIENTLY	[5]	(G19EFF)
WE THINK CHARITIES ARE BECOMING TOO MUCH LIKE FOR-PROFIT COMPANIES	[6]	(G19PROF)
OTHER	[91]	(G19OTHER)
		(G170S)
REFUSED		-7
DON'T KNOW		-8

ALL SKIP TO BOX G22

G20.

I'm going to read ways that people make their contributions. During 2000, did you or anyone in your household make your contribution...

	YES	NO	RF	DK
a. Through payroll deductions?	1	2	-7	-8
b. By responding to a request that was received by mail?	1	2	-7	-8
c. By responding to a telephone request?	1	2	-7	-8
d. By responding to a TV or radio request?	1	2	-7	-8
e. By donating to the needy through a religious organization?	1	2	-7	-8
f. By street collection?	1	2	-7	-8
g. Some other way? (SPECIFY)	1	2	-7	-8

(G20OS)

(G20PAYRL G20MAIL G20PHONE G20TV G20RELIG G20STRT G20OTHER)

G21.

There are many reasons why a person contributes money to charitable causes. Please tell me if each of the following reasons describes why you or members of your household made a charitable contribution during 2000.

	YES	NO	RF	DK
a. Personally asked to contribute?	1	2	-7	-8
b. The government allows an income tax deduction for contributions?	1	2	-7	-8
c. To fulfill religious obligations or beliefs?	1	2	-7	-8
d. Feel that something is owed to the community?	1	2	-7	-8
e. Feel that those who have more should give to those who have less?	1	2	-7	-8

(G21ASK G21DEDUC G21RELIG G21OWE G21MORE)

BOX G-17.

IF R HAS ACCESS TO THE INTERNET (V12 = 1), CONTINUE. ELSE SKIP TO A1A

G22.

Have you {IF NOT A SINGLE PERSON HOUSEHOLD (HHCOMP NE 6), THEN DISPLAY, "or members of your household"} used the Internet to find out more about a charitable organization?

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

G23.

Have you {IF NOT A SINGLE PERSON HOUSEHOLD (HHCOMP NE 6), "or members of your household"} ever made a charitable contribution through the Internet?

YES	1
NO	2 (SKIP TO A1A)
REFUSED	-7 (SKIP TO A1A)
DON'T KNOW	-8 (SKIP TO A1A)

G24. In general, have your on-line charitable contributions **replaced** other methods you may have used to make your contributions in the past?

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

A1A. Please tell me how much confidence you have in each of the following American institutions. Would you say you have a lot, some, or no confidence in...

Charitable organizations?

A LOT	1
SOME	2
NONE	3
REFUSED	-7
DON'T KNOW	-8

A1B. [This question was deleted from the final analysis.]

A1C. Political parties?

A LOT	1
SOME	2
NONE	3
REFUSED	-7
DON'T KNOW	-8

A1D. Congress?

A LOT	1
SOME	2
NONE	3
REFUSED	-7
DON'T KNOW	-8

A1E. Organized labor?

A LOT	1
SOME	2
NONE	3
REFUSED	-7
DON'T KNOW	-8

A1F. Major corporations?

A LOT	1
SOME	2
NONE	3
REFUSED	-7
DON'T KNOW	-8

A1G.	The media?	
	A LOT	1
	SOME	2
	NONE	3
	REFUSED	-7
	DON'T KNOW	-8
A1H.	The Internet or World Wide Web?	
	A LOT	1
	SOME	2
	NONE	3
	REFUSED	-7
	DON'T KNOW	-8
A1I.	The federal government?	
	A LOT	1
	SOME	2
	NONE	3
	REFUSED	-7
	DON'T KNOW	-8
A1J.	State government?	
	A LOT	1
	SOME	2
	NONE	3
	REFUSED	-7
	DON'T KNOW	-8
A1K.	Local government?	
	A LOT	1
	SOME	2
	NONE	3
	REFUSED	-7
	DON'T KNOW	-8
A2A.	Please tell me whether you agree or disagree with each of the following statements.	
	The need for charitable organizations is greater now than five years ago.	
	Do you agree or disagree?	
	AGREE	1
	DISAGREE	2
	REFUSED	-7
	DON'T KNOW	-8
A2B.	Most charitable organizations are honest in their use of donated funds.	
	AGREE	1
	DISAGREE	2
	REFUSED	-7
	DON'T KNOW	-8

A2C. Charitable organizations play an important role in speaking out on important issues.

AGREE	1
DISAGREE	2
REFUSED	-7
DON'T KNOW	-8

A2D. The government has a basic responsibility to take care of people who can't take care of themselves.

AGREE	1
DISAGREE	2
REFUSED	-7
DON'T KNOW	-8

A2E. It is in my power to do things that improve the welfare of others.

AGREE	1
DISAGREE	2
REFUSED	-7
DON'T KNOW	-8

A2F. The government should give money to faith-based organizations so that they can expand their services to the poor. [IF NEEDED: A faith-based organization is any organization that is affiliated with a religion, such as churches, temples, mosques, the Salvation Army, and the Society of St. Vincent de Paul.]

AGREE	1
DISAGREE	2
REFUSED	-7
DON'T KNOW	-8

A3A. How effective do you believe local religious congregations are at each of the following? Would you say they are very effective, somewhat effective or not at all effective at ...

Alleviating hunger?

VERY EFFECTIVE	1
SOMEWHAT EFFECTIVE	2
NOT AT ALL EFFECTIVE	3
REFUSED	-7
DON'T KNOW	-8

A3B. Reducing homelessness?

VERY EFFECTIVE	1
SOMEWHAT EFFECTIVE	2
NOT AT ALL EFFECTIVE	3
REFUSED	-7
DON'T KNOW	-8

A3C. Providing care for the elderly?

VERY EFFECTIVE	1
SOMEWHAT EFFECTIVE	2
NOT AT ALL EFFECTIVE	3
REFUSED	-7
DON'T KNOW	-8

A3D.	Reducing racial and ethnic tensions?	
	VERY EFFECTIVE	1
	SOMEWHAT EFFECTIVE	2
	NOT AT ALL EFFECTIVE	3
	REFUSED	-7
	DON'T KNOW	-8

The next questions are more general.

A4.	Do you worry about not having enough money in the future?	
	YES	1
	NO	2
	REFUSED	-7
	DON'T KNOW	-8
A5.	Do you have more, less, or about the same amount of money left over after paying your bills this year as you did last year?	
	MORE	1
	LESS	2
	ABOUT THE SAME	3
	REFUSED	-7
	DON'T KNOW	-8
A6.	Generally speaking, would you say that...	
	most people can be trusted or	1
	that you can't be too careful in dealing with people?	2
	IT DEPENDS ON THE SITUATION	3
	REFUSED	-7
	DON'T KNOW	-8

The next question I have is about your 2000 tax return.

T1.	For your 2000 federal tax return, did you, or will you, itemize your deductions? (IF NEEDED: You would use the 1040 long form and Schedule A to itemize deductions.)	
	YES	1
	NO	2
	DID NOT FILE A 2000 TAX RETURN	3 (SKIP TO T2)
	REFUSED	-7 (SKIP TO T2)
	DON'T KNOW	-8 (SKIP TO T2)
T1A.	Did you, or will you, claim a deduction for charitable contributions?	
	YES	1
	NO	2
	REFUSED	-7
	DON'T KNOW	-8
T2.	Have you, a spouse, or partner made a will?	
	YES	1
	NO	2 (SKIP TO T3)
	REFUSED	-7 (SKIP TO T3)
	DON'T KNOW	-8 (SKIP TO T3)

T2A.	Have you, a spouse, or partner, left a bequest to a charitable or religious organization in a will?	
	YES	1
	NO	2
	REFUSED	-7
	DON'T KNOW	-8

T3.	If you didn't have to itemize in order to deduct your charitable contributions, would that encourage you to give more, less, or about the same to charity?	
	MORE	1
	LESS	2
	ABOUT THE SAME	3
	REFUSED	-7
	DON'T KNOW	-8

I1.	When you were young did you... (IF ASKED: Young is when you were 18 or younger.)	YES	NO	RF	DK
	a. Belong to a youth group or something similar?	1	2	-7	-8
	b. Do some kind of volunteer work?	1	2	-7	-8
	c. Help raise money for a cause or organization?	1	2	-7	-8
	d. Want to make a significant change in society?	1	2	-7	-8
	e. Were you active in student government?	1	2	-7	-8
	f. Were you active in a religious organization?	1	2	-7	-8
	(I1GROUP I1VOLUNT I1MONEY I1SIGCHG I1GOVT I1RELIG)				

I2.	When you were young, did either one or both of your parents do any kind of volunteer work in the community?	YES	1
		NO	2
		REFUSED	-7
		DON'T KNOW	-8

I3.	Did you vote in the 2000 presidential election?	YES	1
		NO	2
		REFUSED	-7
		DON'T KNOW	-8

I4.	Do you personally attend religious services...	Every week or nearly every week	1
		Once or twice a month	2
		Only a few times a year, or	3
		Not at all?	4
		REFUSED	-7
		DON'T KNOW	-8

I5A.	Do you belong to a church, synagogue, mosque, or other formal religious organization?	YES	1
		NO	2
		REFUSED	-7
		DON'T KNOW	-8

BOX I-1. IF THIS IS A SINGLE-PERSON HOUSEHOLD (HHCOMP=6), SKIP TO I6A, ELSE CONTINUE

I5B. Do members of your household belong to a church, synagogue, mosque, or other formal religious organization?

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

I6A. Do you belong to any other organizations? (IF ASKED: "For example, a service club such as Kiwanis or Rotary, an alumni organization, neighborhood organization, professional society, labor union or sports or hobby group.")

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

BOX I-2. IF THIS IS A SINGLE-PERSON HOUSEHOLD (HHCOMP=6), SKIP TO D1, ELSE CONTINUE

I6B. Do members of your household belong to any other organizations? (IF ASKED: "For example, a service club such as Kiwanis or Rotary, an alumni organization, neighborhood organization, professional society, labor union or sports or hobby group.")

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

D1. How many persons, including yourself and all children, are living in this household?

<input type="checkbox"/>	<input type="checkbox"/>
REFUSED	-7
DON'T KNOW	-8

D2. Do any children under 18 live with you?

YES	1
NO	2 (SKIP TO D3)
REFUSED	-7 (SKIP TO D3)
DON'T KNOW	-8 (SKIP TO D3)

D2a. How many (children under 18 live with you)?

<input type="checkbox"/>	<input type="checkbox"/>
REFUSED	-7
DON'T KNOW	-8

D3.	At present, are you now....	
	Married,	1
	Living with a partner,	2
	Divorced,	3
	Separated,	4
	Widowed, or	5
	Single?	6
	REFUSED	-7
	DON'T KNOW	-8
D4.	What is the highest grade or class you completed in school?	
	LESS THAN HIGH SCHOOL GRADUATE	1
	HIGH SCHOOL GRADUATE	2
	SOME TECHNICAL, TRADE, OR BUSINESS SCHOOL,	3
	SOME COLLEGE, OR TWO-YEAR COLLEGE	3
	FOUR YEAR COLLEGE/UNIVERSITY DEGREE (BA, BS)	4
	SOME GRADUATE OR PROFESSIONAL SCHOOL (MA, MS Ph.D.)	5
	REFUSED	-7
	DON'T KNOW	-8
D5.	What is your age?	
	<input type="checkbox"/> <input checked="" type="checkbox"/> YEARS OLD	
	REFUSED	-7
	DON'T KNOW	-8
D6.	Are you currently employed?	
	YES	1
	NO	2 (SKIP TO D6B)
	REFUSED	-7 (SKIP TO D6B)
	DON'T KNOW	-8 (SKIP TO D6B)
D6A.	Are you employed by	
	a private, for-profit company	1 (SKIP TO D7)
	a private, nonprofit, tax-exempt, or charitable organization	2 (SKIP TO D7)
	a government organization	3 (SKIP TO D7)
	or are you self-employed?	4 (SKIP TO D7)
	REFUSED	-7
	DON'T KNOW	-8
D6B.	Are you...	
	Retired,	1
	A student,	2
	Unemployed or?	3
	Something else (Specify)	91 (D6BOS)
	REFUSED	-7
	DON'T KNOW	-8

D7. Do you own or rent your primary residence?

OWN	1
RENT	2
OTHER ARRANGEMENT	3
REFUSED	-7
DON'T KNOW	-8

D8. Are you Spanish, Hispanic, or Latino?

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

D9. Please tell me which one, or more, of the following you consider yourself to be.

Do you consider yourself to be...

White	<input type="checkbox"/>
Black or African American	<input type="checkbox"/>
Asian	<input type="checkbox"/>
American Indian or Alaskan Native	<input type="checkbox"/>
Native Hawaiian or other Pacific Islander, or	<input type="checkbox"/>
Some other race? (SPECIFY)	<input type="checkbox"/>

(D9OS)

REFUSED	-7
DON'T KNOW	-8

(D9WHITE, D9BLACK, D9ASIAN, D9AMIND, D9PACISL, D9OTHER)

D10. Were you born in the United States? (IF ASKED: Please include territories of the United States.)

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

D11. To get a picture of people's financial situation we need to know the general range of income of all people we interview. What was the total annual income before taxes, of all members of your household in 2000? Please include wages, salaries, interest, dividends, social security, and other forms of income.

\$ [HR: 00-999999] (SKIP TO CLOSE1)

REFUSED	-7
DON'T KNOW	-8

Can you give me a range...

D11A. Was your household income \$50,000 or above?

YES	1
NO	2 (D11Q)
REFUSED	-7 (SKIP TO CLOSE1)
DON'T KNOW	-8 (SKIP TO CLOSE1)

D11B. Was it \$60,000 or above?

YES	1
NO	2 (SKIP TO CLOSE1)
REFUSED	-7 (SKIP TO CLOSE1)
DON'T KNOW	-8 (SKIP TO CLOSE1)

D11C. Was it \$70,000 or above?

YES	1
NO	2 (SKIP TO CLOSE1)
REFUSED	-7 (SKIP TO CLOSE1)
DON'T KNOW	-8 (SKIP TO CLOSE1)

D11D. Was it \$80,000 or above?

YES	1
NO	2 (SKIP TO CLOSE1)
REFUSED	-7 (SKIP TO CLOSE1)
DON'T KNOW	-8 (SKIP TO CLOSE1)

D11E. Was it \$90,000 or above?

YES	1
NO	2 (SKIP TO CLOSE1)
REFUSED	-7 (SKIP TO CLOSE1)
DON'T KNOW	-8 (SKIP TO CLOSE1)

D11F. Was it \$100,000 or above?

YES	1
NO	2 (SKIP TO CLOSE1)
REFUSED	-7 (SKIP TO CLOSE1)
DON'T KNOW	-8 (SKIP TO CLOSE1)

D11G. Was it \$110,000 or above?

YES	1
NO	2 (SKIP TO CLOSE1)
REFUSED	-7 (SKIP TO CLOSE1)
DON'T KNOW	-8 (SKIP TO CLOSE1)

D11H. Was it \$120,000 or above?

YES	1
NO	2 (SKIP TO CLOSE1)
REFUSED	-7 (SKIP TO CLOSE1)
DON'T KNOW	-8 (SKIP TO CLOSE1)

D11I.	Was it \$130,000 or above?	
YES		1
NO		2 (SKIP TO CLOSE1)
REFUSED		-7 (SKIP TO CLOSE1)
DON'T KNOW		-8 (SKIP TO CLOSE1)
D11J.	Was it \$140,000 or above?	
YES		1
NO		2 (SKIP TO CLOSE1)
REFUSED		-7 (SKIP TO CLOSE1)
DON'T KNOW		-8 (SKIP TO CLOSE1)
D11K.	Was it \$150,000 or above?	
YES		1
NO		2 (SKIP TO CLOSE1)
REFUSED		-7 (SKIP TO CLOSE1)
DON'T KNOW		-8 (SKIP TO CLOSE1)
D11L.	Was it \$160,000 or above?	
YES		1
NO		2 (SKIP TO CLOSE1)
REFUSED		-7 (SKIP TO CLOSE1)
DON'T KNOW		-8 (SKIP TO CLOSE1)
D11M.	Was it \$170,000 or above?	
YES		1
NO		2 (SKIP TO CLOSE1)
REFUSED		-7 (SKIP TO CLOSE1)
DON'T KNOW		-8 (SKIP TO CLOSE1)
D11N.	Was it \$180,000 or above?	
YES		1
NO		2 (SKIP TO CLOSE1)
REFUSED		-7 (SKIP TO CLOSE1)
DON'T KNOW		-8 (SKIP TO CLOSE1)
D11O.	Was it \$190,000 or above?	
YES		1
NO		2 (SKIP TO CLOSE1)
REFUSED		-7 (SKIP TO CLOSE1)
DON'T KNOW		-8 (SKIP TO CLOSE1)
D11P.	Was it \$200,000 or above?	
YES		1
NO		2 (SKIP TO CLOSE1)
REFUSED		-7 (SKIP TO CLOSE1)
DON'T KNOW		-8 (SKIP TO CLOSE1)

D11Q.	Was it \$40,000 or above?	
	YES	1 (SKIP TO CLOSE1)
	NO	2
	REFUSED	-7 (SKIP TO CLOSE1)
	DON'T KNOW	-8 (SKIP TO CLOSE1)
D11R.	Was it \$30,000 or above?	
	YES	1 (SKIP TO CLOSE1)
	NO	2
	REFUSED	-7 (SKIP TO CLOSE1)
	DON'T KNOW	-8 (SKIP TO CLOSE1)
D11S.	Was it \$20,000 or above?	
	YES	1 (SKIP TO CLOSE1)
	NO	2
	REFUSED	-7 (SKIP TO CLOSE1)
	DON'T KNOW	-8 (SKIP TO CLOSE1)
D11T.	Was it \$10,000 or above?	
	YES	1 (SKIP TO CLOSE1)
	NO	2
	REFUSED	-7 (SKIP TO CLOSE1)
	DON'T KNOW	-8 (SKIP TO CLOSE1)

CLOSE1. Those all are the questions that I have. Thank you for you help in this study.

Appendix C Areas of Volunteering

A. Arts, Culture, and Humanities—Architecture, design, performing arts; culture/ethnic awareness groups, other cultural groups; historical preservation; humanistic societies; museums; art exhibits; operas; symphony orchestras; photography; theater; public television and radio.

B. Education/Instruction (formal and informal)—Elementary, secondary or higher education (public or private, which may be church-affiliated or non-sectarian); libraries; research at educational institutions; adult education; informal education; educational fund drives for educational associations.

C. Environment (including animals)—Environmental quality protection, beautification; animal-related activities (exhibitions, public education, animal population control); protection and welfare; humane societies, wildlife and animal sanctuaries.

D. Health (including mental health)—General and rehabilitation, including institutions and organizations for mental health and mental retardation and developmental disabilities; substance abuse; diseases (research and public education); hospitals, nursing homes, hospices and clinics, crisis counseling, hotlines; fund drives of private health associations such as American Cancer Society and American Heart Association.

E. Human Services—Daycare centers; foster care services; family counseling; consumer protection; legal aid; crime and delinquency prevention; aid for the homeless; employment/jobs; food; housing/shelter; public safety, emergency preparedness and relief; recreation, sports, athletics; Red Cross, YMCA, United Way, Catholic Charities, Protestant Welfare Agencies, United Jewish Appeal, and other combined multi-purpose charity drives.

F. Informal-alone—Helping a neighbor, friend, or organization on an ad hoc basis; spending time caring for elderly person, or babysitting the children of a friend, but not as part of an organized group or for pay.

G. International/Foreign (in the United States and abroad)—International education; health abroad; international peace or security; refugee-related activities; relief abroad; other social services; student exchange and aid; cultural exchange; economic development; technical assistance; promotion of friendly relations among nations; United Nations and its associations.

H. Political Organizations—Political party clubs (Democratic, Republican, other), nonpartisan political or community groups, and other political causes.

I. Private and Community Foundations—Such as the Ford Foundation, Rockefeller Foundation, Carnegie Foundation, San Francisco Foundation, New York Community Trust, Boston Foundation, Cleveland Foundation, Fund for the City of New York, etc.

J. Public/Society Benefit—Civil rights, community and social action, advocacy (includes minority and women's equity issues); community improvement, community capacity planning; science; technology; technical assistance; voluntarism; philanthropy; charity, between groups such as the Rotary and Lions; consumer organizations, advocacy organizations, such as nuclear disarmament, antipoverty boards.

K. Recreation (for adults)—Membership clubs in such areas as swimming, boating, skiing, aviation, rifle marksmanship, hunting.

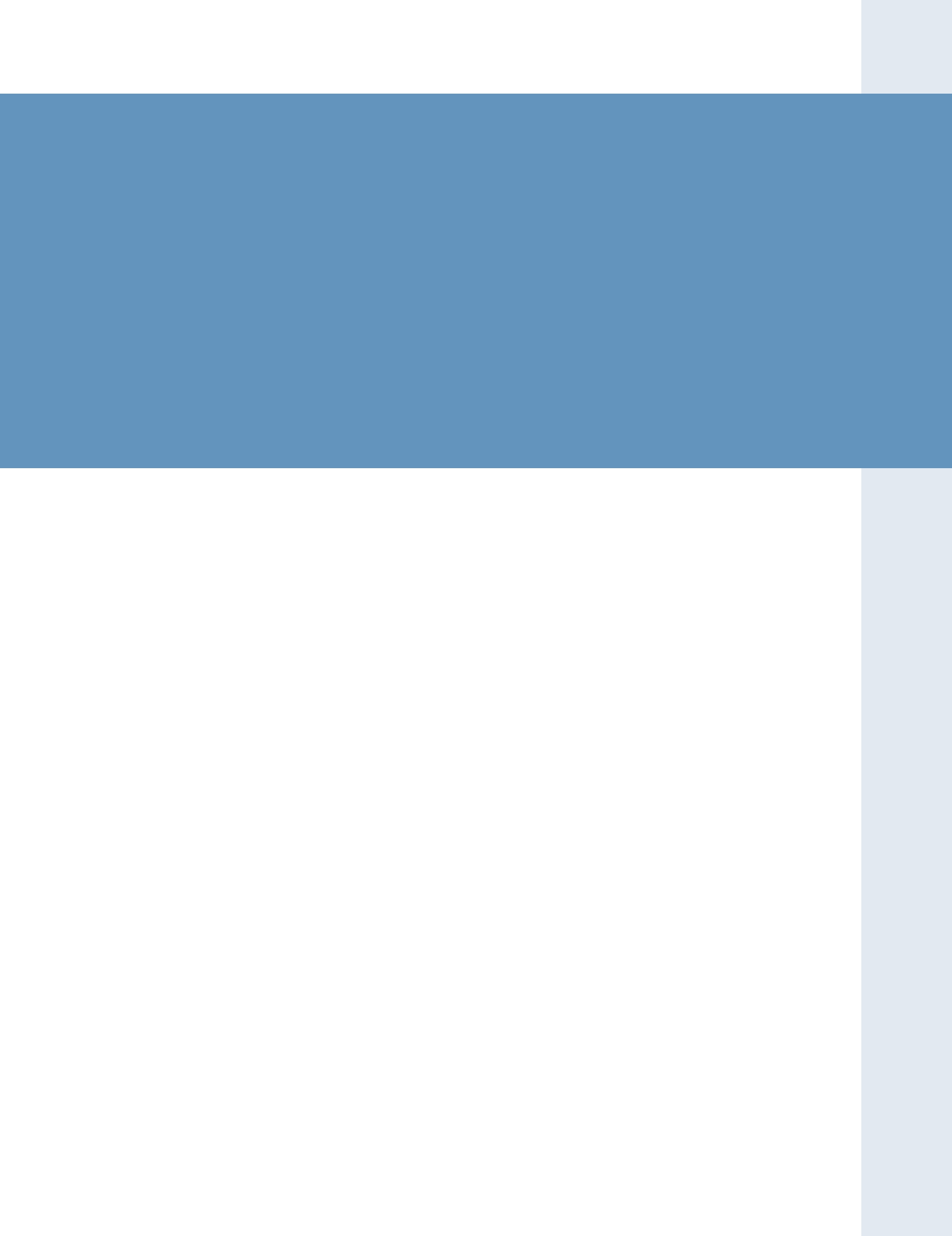
L. Religious Organizations—Religion-related, spiritual development (includes churches, synagogues, monasteries, convents, and seminaries; but not church-affiliated schools offering broad educational curricula, nursing homes, Catholic Charities, Jewish federations).

M. Work-Related Organizations—Labor unions, credit unions, professional associations (lawyers, medical personnel, engineers), Chambers of Commerce, industrial standards committees.

N. Youth Development—Boy and Girl Scouts; Camp Fire Groups; 4-H Clubs; youth groups with religious affiliations, such as Catholic Youth Organizations, Little Leagues, and other athletic groups engaged in youth development.

O. Other—(Please specify.)







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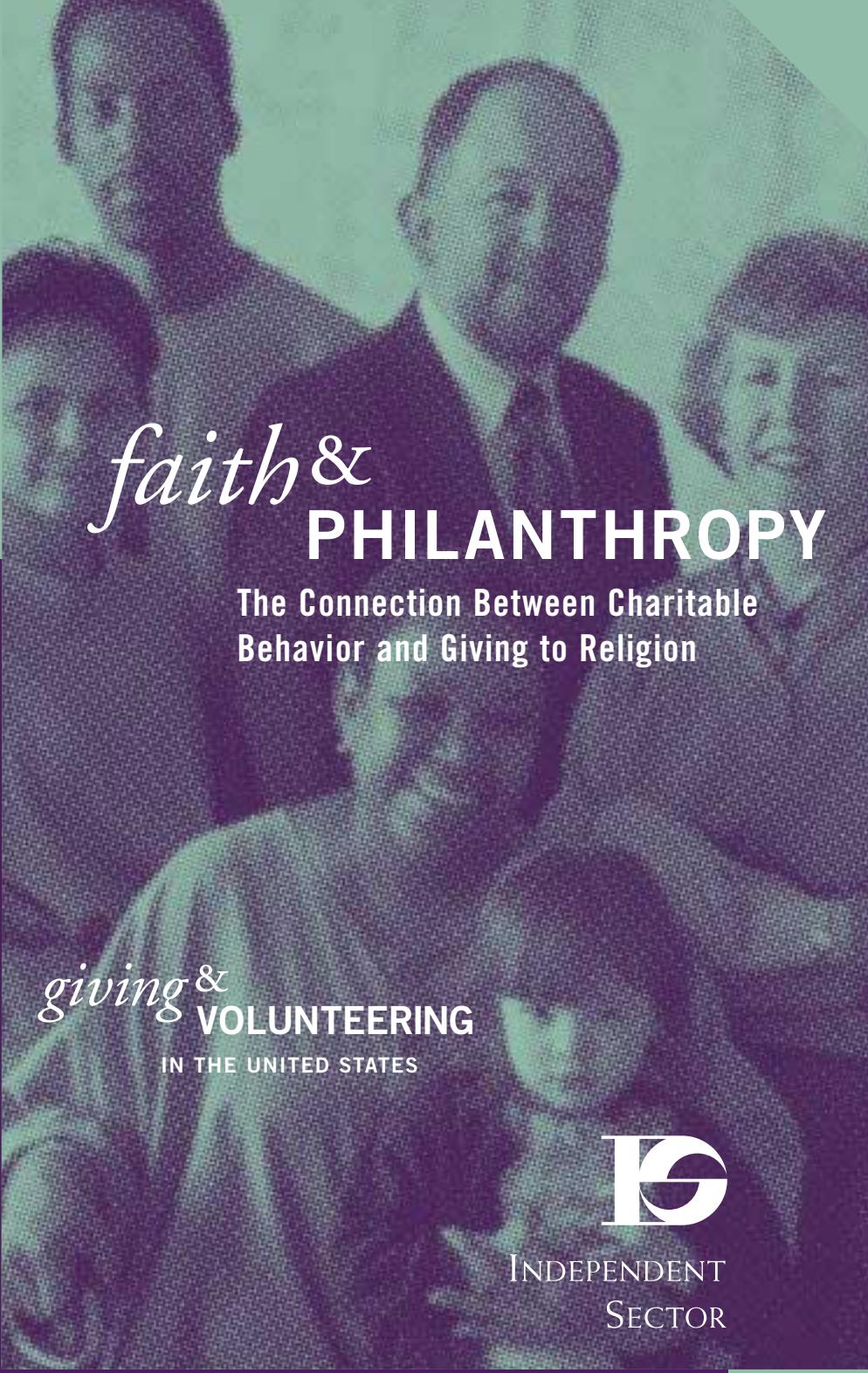
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A Special Report

faith & **PHILANTHROPY**

The Connection Between Charitable
Behavior and Giving to Religion

giving & **VOLUNTEERING**

IN THE UNITED STATES



INDEPENDENT
SECTOR

About INDEPENDENT SECTOR

INDEPENDENT SECTOR is a nonprofit, nonpartisan coalition of more than 700 national organizations, foundations, and corporate philanthropy programs, collectively representing tens of thousands of charitable groups in every state across the nation. Its mission is to promote, strengthen, and advance the nonprofit and philanthropic community to foster private initiative for the public good.

Research Program

INDEPENDENT SECTOR's Research Program works to build the research necessary to accurately define, chart, and understand the nonprofit sector and ways it can be of greatest service to society. Signature projects include the *Nonprofit Almanac*, *Giving and Volunteering in the United States*, and the Measures Project.

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faith & **PHILANTHROPY**

The Connection Between Charitable
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Faith and Philanthropy is the first publication in the new *Giving and Volunteering* Signature Series. This series is made possible by generous support from **MetLife Foundation**.



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Methodology and Authors' Note on Definition of Terms

Methodology

Faith and Philanthropy: The Connection Between Charitable Behavior and Giving to Religion is based on analysis from INDEPENDENT SECTOR's *Giving and Volunteering in the United States* 2001 national survey. The survey was a telephone survey of 4,216 adult Americans 21 years of age or older conducted in the months of May through July of 2001 by Westat, Inc., for INDEPENDENT SECTOR. The interviews asked about individual volunteering habits in the 12 months prior to the survey and about household giving during the year 2000. For the purposes of this report, volunteering is dated 2000.

Authors' Note on Definition of Terms

Faith and Philanthropy: The Connection Between Charitable Behavior and Giving to Religion explores the link between Americans' generosity to religion and their support of the vast array of other charitable groups that make up America's nonprofit sector. The report compares the generosity of donors to religious congregations to the involvement of those who contribute to the wide variety of other charities serving the public through social services, arts and culture, education, research, healthcare, and other services. While some of these other charities may be affiliated with a religious denomination, they are formed for the purpose of providing a public service and generally serve a wide secular community. This is distinct from religious congregations

formed to provide religious education and guidance. Thus, to emphasize this distinction, we have adopted the following terminology for the purposes of this report. Those who contribute time or money fall into one of three mutually exclusive categories:

- **Givers to religion** are people who give time or money to religious congregations such as churches, temples, and mosques.
- **Secular givers and secular volunteers** give time or money to a wide variety of other charitable organizations, such as zoos, museums, hospitals, schools, and youth organizations, but do not give to religious congregations.
- **Givers to both** are those who give time or money to both religious congregations and secular organizations.

Charitable organizations fall into one of two mutually exclusive categories:

- **Religious congregations** include houses of worship such as churches, temples, and mosques. This category does not include schools, hospitals, or other charities that may be sponsored by, associated with, or part of a religious body.
- **Secular organizations** are the charities working in a wide variety of areas, such as health, education, youth development, and environment. Included in this definition are charities that may be sponsored by, associated with, or part of a religious body, such as Catholic Charities, United Jewish Appeal, or church-sponsored hospitals or schools.

Figures for household contributions and percentage of income contributed are averages for contributing households only.

Foreword

Robert W. Edgar, General Secretary, National Council of Churches;
Board member, INDEPENDENT SECTOR

In his 1831 reflections on democracy in America, Alexis de Tocqueville said, in effect, that America is great because she is good. If ever she ceases to be good, she will cease to be great. We can reasonably assume from the context of this quotation that Tocqueville is utilizing moral language to describe the quality of motivation and generosity he had observed in his exposure to the civic and voluntary life of early America.

This INDEPENDENT SECTOR report picks up on Tocqueville's long-neglected theme. Like Tocqueville at his best, this study holds up a mirror to the landscape of American philanthropy and reflects back to us a picture that shows a bold and

persistent link between patterns of giving to religious institutions and to the broader society.

Most pastors, priests, rabbis, imams, and other religious leaders will not be surprised to learn that those who contribute their time and financial resources to religious institutions are more likely to contribute to broad civic purposes as well. Religious leaders carefully cultivate the habit of sharing resources as an article of faithful witness and a matter of responsible living within civic society. The findings of this study offer evidence that such lessons are instructive to congregants in heretofore-unrecognized proportions. The finding that those who give to religious organizations are both more likely to give to secular organizations and to give more generously of both time and money should and will have important consequences for many aspects of our society.

In a moment in which “faith-based initiatives” are being debated as one means to provide services to needy populations, this report offers hard evidence of the religious community’s philosophic and material capacity for generosity and civic engagement.

Leaders of religious congregations will find this report not only satisfying but also an inducement to continue with their practices of cultivating generosity and involvement among their congregants. Real contributions to the well-being of our communities, the preservation of

our natural resources, and the very culture and people of our land are the beneficiaries of this great giving of resources.

As a seminary president I often sought contributions from for-profit corporations. Corporations may find in this study the evidence of broad community giving, which is often foundational to their own contributions. This study offers corporate philanthropy an opportunity to observe the scope and scale of such contributions in a broader context.

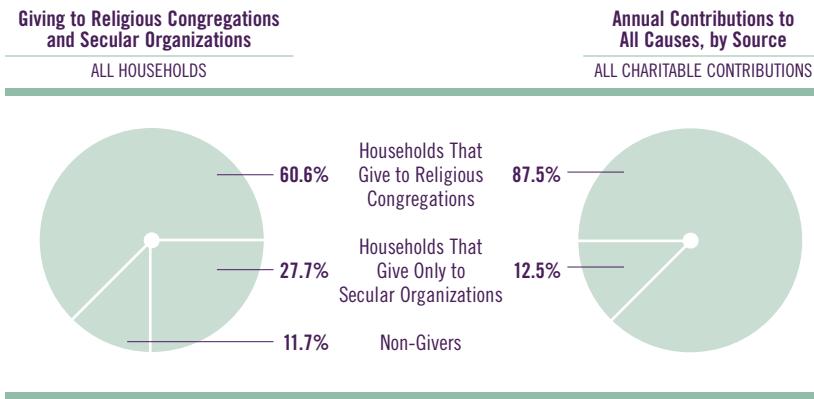
As General Secretary of the National Council of the Churches of Christ in the USA, I am often asked by large benevolent organizations how they might gain better access to the vast infrastructure of American churches, especially to enlist the voluntary services of believers to aid the hungry and the homeless, the young and the elderly. In the light of the findings of *Faith and Philanthropy*, we should all redouble our efforts knowing that the resources are great and the intentions good among congregational participants to be wise stewards of their resources of time and money to serve the greater common good.

The goodness, which Tocqueville once linked to greatness, is in no short supply in today’s America, and INDEPENDENT SECTOR has enabled all of us to better understand how and where we might locate and direct it for purposes benevolent to all.

Overview

Americans who give to or volunteer with religious congregations give more time and money than those only involved in secular charitable activities. The power of faith-based giving and volunteering is clear, compelling, and measurable: The beliefs, values, attitudes, and commitments of those who contribute to religion translate into high levels of generosity to other causes as well. Undoubtedly, there are a number of other factors that influence levels of giving, including income and home ownership, but religious belief is without question one of the most important factors independent of economic status.

Figure 1 Faith and Philanthropy



Givers to churches, temples, and mosques—about 60 percent of all households—support not only their places of worship, but also act on their values by supporting other secular causes. Of givers to religious congregations, over 85 percent also support secular organizations, providing three-quarters of the philanthropic support those other organizations receive. Overall, religion-giving households give 87.5 percent of all charitable contributions, averaging over \$2,100 in annual contributions to all causes (Figure 1).

Givers to religious congregations are dramatically more generous than others. Those who give to both congregations and secular organizations give nearly four times as much as those who only give to secular charities. Further, givers to religion are just as generous to other types of nonprofit organizations as

are secular givers. Clearly, giving to religion does not detract from the support these other organizations receive.

The influence of faith extends to volunteering. People who regularly attend religious services are much more likely to be volunteers. Fifty-four percent of those who regularly attend religious services volunteer, while only 32 percent of the non-attendees volunteer. Further, frequent attendees, 29 percent of all people, account for nearly 70 percent of the hours volunteered each month. In round numbers, one-third of the people give two-thirds of the time. It is evident that faith has a remarkable impact on volunteering.

Giving to Religious Congregations

The overall population data show that roughly one in ten households do not make charitable contributions; one in ten give to religious congregations only; three out of ten give only to secular charities; and five out of ten give to both religious congregations and secular organizations (Figure 2).

Households that give to religion also give to other secular nonprofit organizations at a remarkable rate and with considerable impact. Looking at just the 68.6 percent of giving households that give to religion, 14.2 percent give to religion only and 85.8 percent give to both religious and secular organizations.

Households that give to both kinds of organizations show the influence of faith-based goals and values. As shown in Table 1, households that give to both congregations and secular organizations:

- Give more in total (\$2,247) than do households that give only to religion (\$1,154) and households that give only to secular organizations (\$623); and
- Give more to secular organizations than households that give only to secular organizations (\$958 compared to \$623).

These findings hold across all income groups, all regions of the country, and are true whether the household owns or rents. Nationally, just over 50 percent of all households give to both religious congregations and secular organizations, yet these households accounted for over 80 percent of all donations (Table 1). The influence of religious principles, values, and philosophies is unmistakable: These households are more generous than other households. (Please see authors' note on definition of terms on page 6.)

Nearly 70 percent of all giving households give to religious congregations, with an average annual contribution to all charities of \$2,104. In contrast, 31.4 percent of households give only to secular organizations, with an annual contribution of \$623. Given this disparity in both percentages and averages, it is no surprise that over 87 percent

Figure 2 Where Households Give

All Households (Includes Non-Givers)



All Giving Households



Households Giving to Religious Congregations

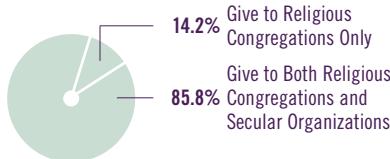


Table 1 Annual Household Contributions to Religious Congregations and Secular Organizations

	Households That Give to Religious Congregations	
	ALL RELIGIOUS-GIVING HOUSEHOLDS	GIVE TO RELIGIOUS CONGREGATIONS ONLY
Average Annual Contribution	\$2,104	\$1,154
Percent of Total Giving	87.5%	6.3%
Percent of Total Giving by Households That Give to Religious Congregations	100.0%	7.2%
Percent of Total Giving by Households That Give to Both Religious Congregations and Secular Organizations		

Contributing households only.

of all giving comes from households that give to religion (Table 1).

Households that give to religious congregations can be divided into two groups: those that give to congregations only and those that give to both congregations and secular causes. Of the former group, households that give to religion alone give an annual average of \$1,154 and account for 6.3 percent of total annual giving. Households that give to both religion and secular organizations give an average of \$2,247 per year, accounting for 81.2 percent of all giving (Figure 3).

Figure 4 illustrates that contributing households that give to both religious congregations and secular organizations give more to religion than do those that give only to religion (\$1,391 compared to \$1,154). As a matter of fact, over 92 percent of all giving by

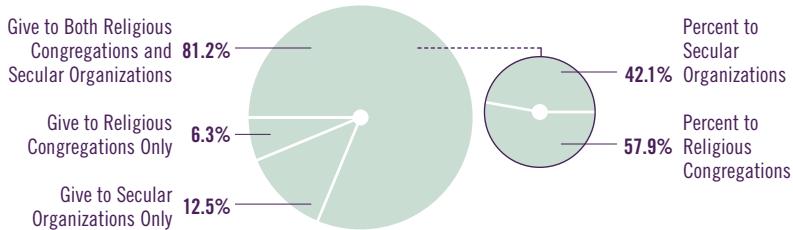
religious giving households comes from households that give to both religious and secular causes (Table 1).

Support of Secular Organizations

A vast majority of congregation-giving households extend their generosity beyond their houses of worship: Over 85 percent also give to other kinds of organizations. Further, the majority of support received by secular organizations comes from those who also give to religion. Examined as a group or examined by type of organization, secular organizations receive more support from givers to religion than they do from households that do not give to religion (Figure 5). Of those households that give to both religious and other organizations, over half (55%) give to at least two

Give to Both Religious Congregations and Secular Organizations			Households That Give to Secular Organizations Only
ALL	AMOUNT TO RELIGIOUS CONGREGATIONS	AMOUNT TO SECULAR ORGANIZATIONS	
\$2,247	\$1,391	\$958	\$623
81.2%	47.0%	34.2%	12.5%
92.8%	53.7%	39.1%	
100.0%	57.9%	42.1%	

Figure 3 Total Annual Contributions by Givers to Religious Congregations and Secular Organizations



other kinds of organizations, in addition to a religious congregation. In contrast, only 38 percent of households that give only to secular organizations give to more than two kinds of organizations.

Households that give to both congregations and secular organizations give over three times more

than do households that give only to other organizations (\$2,247 compared to \$623) (Table 1). Households that give to religion and other areas make their largest contribution to religion, giving two, three, four, or more times as much money to religion as they give to any other type of organization

GIVERS TO RELIGION ARE AS
GENEROUS—OR MORE SO—TO
OTHER TYPES OF NONPROFIT
ORGANIZATIONS AS ARE
SECULAR GIVERS.

Figure 4 Annual Household Contributions to Religious Congregations and Secular Organizations

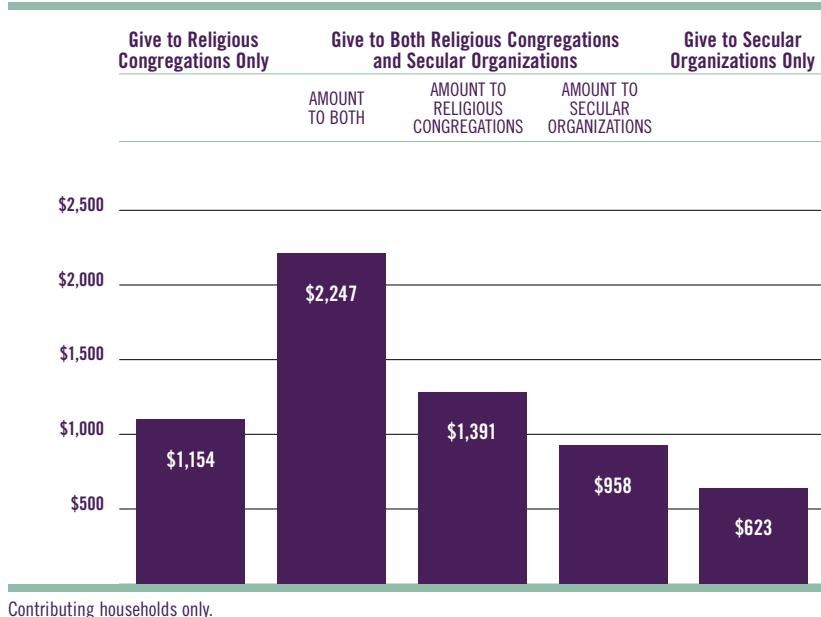
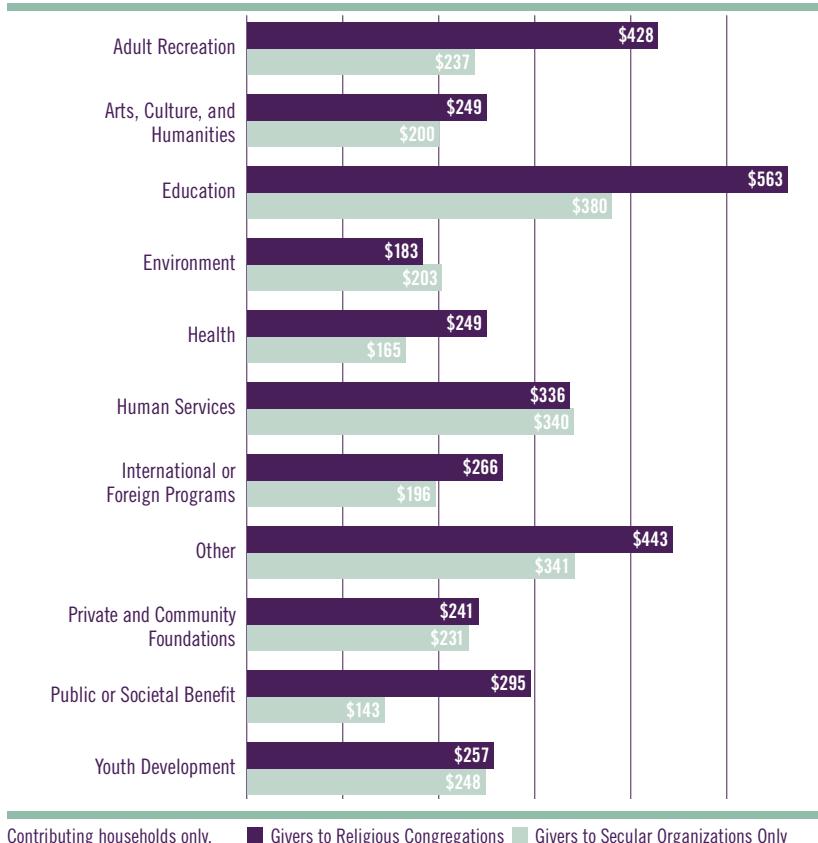


Figure 5 Annual Contributions to Secular Causes by Type of Giver

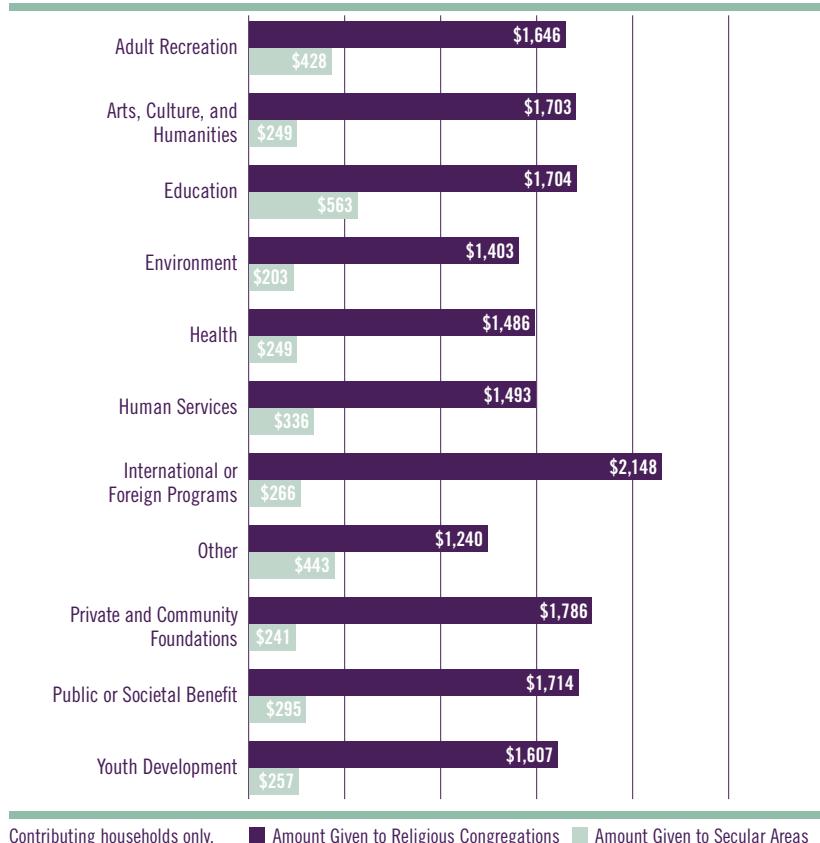
(Figure 6). Further, givers to religion are as generous—or more so—to other types of nonprofit organizations as are secular givers. Giving to religion does not take away from the support these other organizations receive.

Adult Recreation

Adult recreation includes organiza-

tions focused on such activities as swimming, boating, skiing, and hunting clubs for adults. Recreation receives support from 8.3 percent of households that also give to religion and 5.9 percent of households that give only to secular charities. The average annual contribution among households contributing to recreation for each

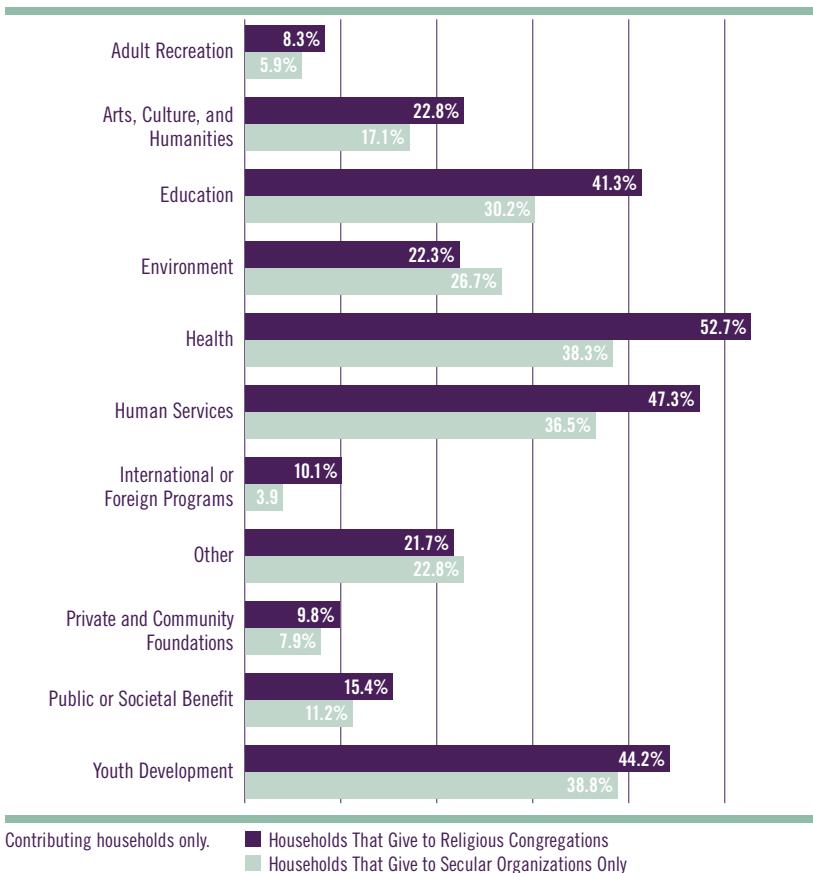
Figure 6 Annual Contributions to Secular Causes by Givers to Religion



group is \$428 and \$237, respectively. In terms of the total received by recreation organizations, 81.0 percent comes from households that also give to religion.

Arts, Culture, and Humanities
Arts, culture, and humanities include a wide variety of organizations, from performing arts organizations to museums to public

television and radio. These organizations received 74.2 percent of their individual support from households that also give to religious congregations, with an average annual contribution of \$249. Over 22 percent of all religious-giving households give to this area, slightly more than the 17.1 percent of the secular-giving households. The average annual contribution

Figure 7 Giving to Secular Organizations by Household

from secular giving households is \$200, contributing 25.8 percent of the total.

Education

The area of education includes public and private elementary, secondary, and higher education, PTAs, and libraries. Education enjoys the highest average annual contribution from households that

also give to religious congregations, \$563. Likewise, the average annual contribution to education from the secular-giving households is also the highest of the areas studied, but the average is \$380, about one-third less than religious-giving households give. In terms of percentages, 41.3 percent of the religious giving households also support education, compared to 30.2 percent of the

secular giving households. Nearly 78 percent of all contributions to education come from households that also support religion.

Environment and Animal Welfare

Environment includes organizations that focus on the prevention of cruelty to animals, animal rights, and environmental protection and beautification. The average annual contribution from secular givers is more than the average from those who also give to congregations (\$203 compared to \$183). A greater percentage of the secular-giving households support environmental and animal welfare causes than do religious-giving households (26.7% to 22.3%). However, religious-giving households still provide more than half of the total support received by this group, giving 61.0 percent of contributions.

Health

Examples of organizations in the health area include hospitals and other health facilities, mental health services, nursing homes, hospices, and disease-specific organizations such as the American Cancer Society. About 53 percent of all religious-giving households give to the health area, making it the most popular secular cause for givers to religion. The average annual contribution from these households is \$249, providing on the whole 78.0 percent of the total given each year to health organizations. By comparison, the secular-giving households

give an average of \$165 to health organizations. Thirty-nine percent of secular-giving households give to health, accounting for the other 22.0 percent of total contributions to this area.

Human Services

The human services category covers a wide variety of activities, ranging from local daycare centers to multi-purpose organizations such as the Red Cross. Services include daycare, elder care, family counseling, substance abuse counseling, consumer protection, job services, and many other such services that help people in need. About half of the households (47.3%) that give to religious congregations also give to one or more organizations in the human services field, accounting for 69.0 percent of total contributions. The average annual contribution is \$336. In contrast, 36.5 percent of secular-giving households give an average of \$340 to human services organizations, accounting for 31.0 percent of the total.

International and

Foreign Programs

The two main areas of international and foreign programs are international relief and student or cultural exchange programs. Just over 10 percent of households that give to religious congregations also give to international programs, while a much lower percentage (3.9%) of secular-giving households also support these programs. The average

ABOUT 53 PERCENT OF ALL RELIGIOUS-GIVING HOUSEHOLDS GIVE TO THE HEALTH AREA, MAKING IT THE MOST POPULAR SECULAR CAUSE FOR GIVERS TO RELIGION.

Figure 8 Sources of Support for Secular Causes (Percent of Total Dollars)

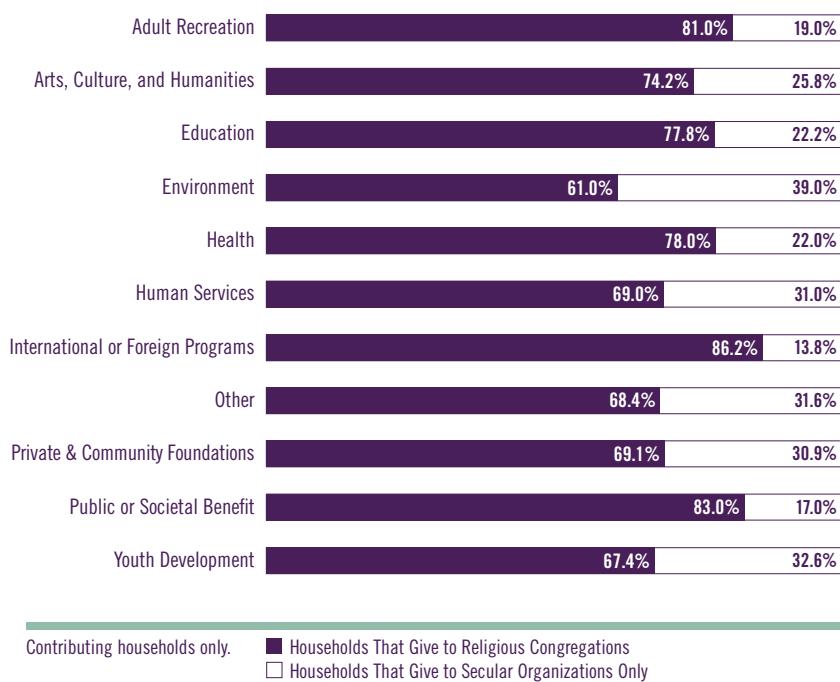


Table 2 Income and Regional Differences in Giving

	Population Reference		
	PERCENT OF POPULATION	ALL GIVING HOUSEHOLDS	AVERAGE ANNUAL CONTRIBUTION*
Income			
Up to \$24,999	24.4%	21.2%	\$440
\$25,000-\$49,999	32.0%	31.8%	\$895
\$50,000-\$74,999	21.4%	22.6%	\$1,636
\$75,000-\$99,999	9.8%	10.8%	\$2,048
\$100,000 and Up	12.4%	13.7%	\$3,853
Census Region			
Northeast	19.4%	19.6%	\$1,298
South	23.6%	23.9%	\$1,502
Midwest	36.3%	35.9%	\$1,734
West	20.8%	20.7%	\$1,889

* Contributing households only.

contribution from the religious-giving households is also larger (\$266 compared to \$196). Eighty-six percent of international programs' total contributions comes from religious-giving households.

Private and Community Foundations

Private and community foundations can be large organizations such as the Ford Foundation or smaller foundations that serve just one community. There is little difference in the percentage of the two groups supporting these foundations (9.8% of the religious-giving households and 7.9 percent of the secular-giving households) and no measurable difference in the average annual

contribution (\$241 and \$231, respectively). In terms of total support, however, 69.1 percent comes from the religious-giving households.

Public or Societal Benefit

Civil rights, minority, and women's equality issues, as well as community or social action are examples of organizations under this heading, as are civic groups such as Rotary and Kiwanis. About the same percentage of religious-and secular-giving households reported supporting such organizations (15.4% and 11.2%, respectively). However, because religious-giving households show a larger average contribution (\$295 compared to \$143), religious-giving households

Givers to Religious Congregations			Givers to Secular Organizations Only		
PERCENT OF GIVING HOUSEHOLDS	AVERAGE ANNUAL CONTRIBUTION*	PERCENT OF TOTAL GIVING	PERCENT OF GIVING HOUSEHOLDS	AVERAGE ANNUAL CONTRIBUTION*	PERCENT OF TOTAL GIVING
67.4%	\$774	87.4%	32.5%	\$219	12.6%
66.3%	\$1,394	88.4%	33.7%	\$344	11.6%
68.9%	\$2,266	87.4%	31.0%	\$700	12.6%
72.6%	\$2,689	89.9%	27.4%	\$733	10.1%
72.2%	\$4,815	86.2%	27.5%	\$1,907	13.8%
79.7%	\$1,688	86.7%	20.3%	\$519	13.3%
77.7%	\$1,902	88.4%	22.3%	\$577	11.6%
69.5%	\$2,222	92.7%	30.5%	\$459	7.3%
73.0%	\$2,595	79.2%	27.0%	\$929	20.8%

account for 83.0 percent of the total contributions.

Youth Development

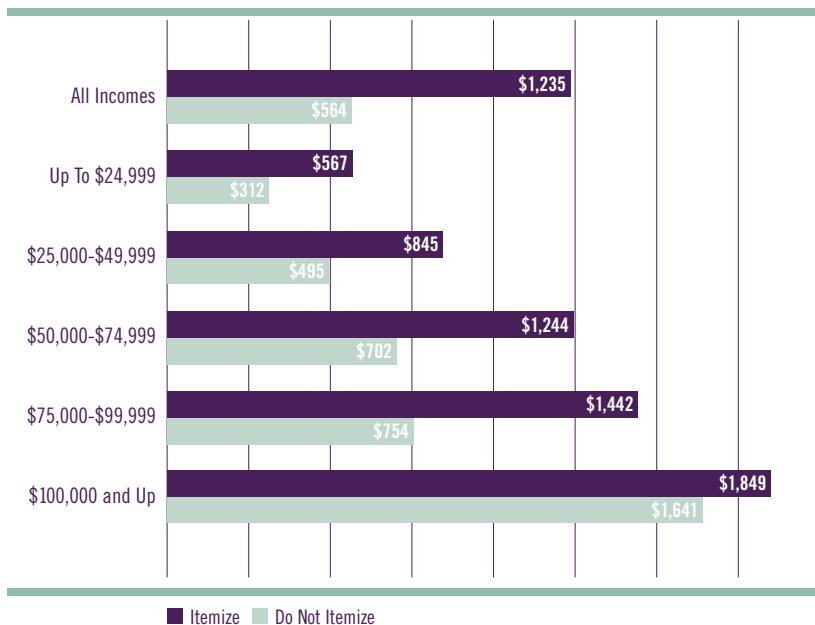
Youth development is a large area, covering organizations such as little leagues, boys and girls clubs, and 4-H. This area enjoys broad support from religious-giving households, with 44.2 percent contributing an average of \$257 annually, accounting for 67.4 percent of the total contributions to these organizations. The corresponding findings for secular-giving households show support from 38.8 percent of the households with an average contribution of \$248, accounting for the other 32.6 percent of this area's support.

Other

The “Other” group includes giving not easily categorized, such as firefighters’ and police funds and organizations that fit into more than one category in the mind of the respondent (for example, a religious school’s baseball team). Twenty-two percent of religious-giving households and 23 percent of secular-giving households give to organizations they were unable to otherwise classify. The average annual contribution for each group is \$443 and \$341, respectively, with the religious-giving households accounting for 68.4 percent of all annual contributions allocated to this area.

IN EVERY INCOME CATEGORY AND IN
EVERY REGION, THE AVERAGE ANNUAL
CONTRIBUTION FROM GIVERS TO RELIGION
IS MORE THAN THE AVERAGE FROM GIVERS
TO SECULAR ORGANIZATIONS ONLY.

Figure 9 Giving to Religious Congregations by Federal Income Tax Itemizer Status



Findings by Selected Household Demographics

The finding that donors to religion are the most generous of any other subgroup extends across demographic and geographic characteristics. In every income category and in every geographic region, the basic fact is reaffirmed: The average total annual contribution from givers to religious congregations is more than the average from those who only give to secular organizations.

Income

Households that earn under \$25,000 annually make up 24.4 percent of the surveyed population and 21.2 percent of all giving households, with an average annual contribution of \$440. Contributing households in this income category give an average of \$774 when they give to religious congregations, compared to an average of \$219 when they give only to secular charities. Of the households in this income category, 67.4 percent give to religious congregations and 32.5 percent give to secular organizations only. Of the total given, over 87 percent is from households that give to religion (Table 2).

Households with incomes between \$25,000 and \$50,000 are 32.0 percent of the population and 31.8 percent of all giving households. Their average annual contribution is \$895, divided between those that give to religious congregations (66.3%, average gift of \$1,394) and those that give to

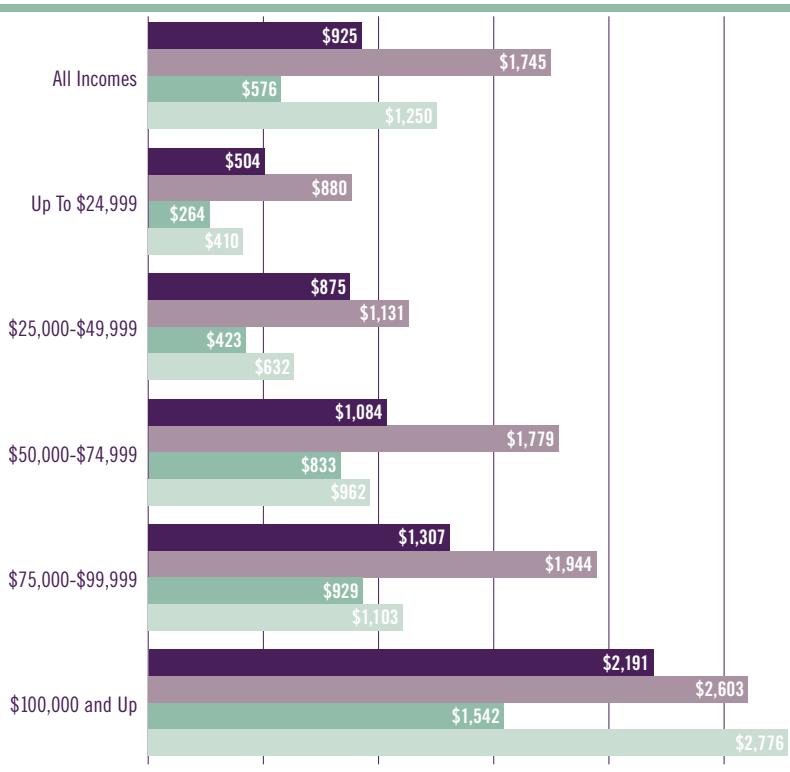
secular organizations (33.7%, average gift of \$344). In terms of percentage of total giving by this income category, 88.4 percent comes from those who give to both religious and secular organizations.

The income range of \$50,000 to \$75,000 comprises 21.4 percent of the population and 22.6 percent of the givers. The overall average annual contribution by giving households is \$1,636, with an average of \$2,266 from givers to religion and \$700 from givers to secular charities only. Over 87 percent of all giving comes from households that give to religion.

Households with incomes between \$75,000 and \$100,000 are 9.8 percent of the population and 10.8 percent of all giving households, with an average annual contribution of \$2,048. The average annual contribution by givers to religion is \$2,689, compared to the average for secular givers of \$733. Givers to religion account for nearly 90 percent of all giving by this income group.

The highest income group is comprised of households with incomes exceeding \$100,000. This income group is 12.4 percent of the population and 13.7 percent of all giving households. The households in this highest income group show the highest average annual contribution, as might be anticipated. The overall average contribution among giving households in this group is \$3,853, with givers to religious congregations making 86.2

Figure 10 Giving to Religious Congregations and Secular Organizations by Income Class and Federal Income Tax Itemizer Status*



* Households that give to both religious and secular organizations.

■ Amount to Religion (Do Not Itemize) ■ Amount to Religion (Itemize)
■ Amount to Secular (Do Not Itemize) ■ Amount to Secular (Itemize)

percent of all contributions and an average gift of \$4,185. The givers to secular charities account for 13.8 percent of all giving by this income group, with an average annual contribution of \$1,907.

Region of the Country

Regional analyses show the same

trend within each region. In the four census regions examined, Northeast, South, Midwest, and West, the average annual contribution by givers to religious congregations was more than the average by givers to secular organizations only. Among all contributing households, the highest average

annual contribution is from households in the West, about 45 percent greater than the average in the Northeast (\$1,889 compared to \$1,298). However, the households from the Midwest are most involved in religious giving, with over 92 percent of all their contributions coming from households that give to religion. The West, again, stands out from the others, with over 20 percent of all annual giving coming from households that give only to secular charities. Households from the West also make the highest secular-only annual average contribution, \$929, far greater than the average from the other regions (Table 2).

Tax Filing Status

There are major differences in the annual contributions when examined in terms of whether the household itemized deductions on its federal tax return. Because the propensity of people to itemize varies by income, the relationship between giving to religion and itemizer status is presented first by income levels. Across all income levels, people who itemize their deductions on their federal tax return give more to religion than do those who do not itemize (Figure 9). For incomes under \$100,000, itemizers give about twice as much to religion as do nonitemizers, with those having incomes over \$100,000 showing a slight but significant difference.

Another way to examine the relationship between tax filing status and giving is to look at giving to both religious congregations and secular organizations in relation to income. For each income range, there are several factors to examine, including the amount given to religious congregations and the amount given to secular organizations in the context of whether the household itemizes deductions on the federal tax return. The findings are shown in Figure 10.

In every income category, the average annual household contribution:

- To religious congregations is more for itemizers than for non-itemizers;
- To secular organizations is more for itemizers than nonitemizers;
- To religious congregations is more for itemizers than is the average annual household contribution to secular organizations for itemizers;
- To religious congregations is more for nonitemizers than is the average annual household contribution to secular organizations by nonitemizers.

Those who itemize their deductions on their federal tax return give more to both religious congregations and secular organizations than those who do not itemize. This finding holds across income categories.

Volunteering with Religious Congregations

As was shown with giving to religion, people who volunteer with both religious congregations and secular organizations are more generous with their time than those who volunteer with either kind alone. The commitment they feel toward their place of worship follows them as they also help other kinds of organizations meet their needs. The small group of people (8.6% of the population) who volunteer to both congregations and secular organizations accounts for over 30 percent of all volunteering hours. Their hours are equally split between religious and secular organizations.

Basic Distribution

More than half of the population does not volunteer at all, with nearly another one-quarter volunteering only to secular causes.

About one in ten volunteer only to religious organizations and another one in ten volunteer to both religious congregations and secular organizations. Looking just at volunteers, over 54 percent serve only with secular organizations, 25 percent volunteer at religious congregations only, and 20 percent volunteer at both religious congregations and secular organizations (Figure 11). Of people who volunteer to religion, 55.2 percent volunteer only at religious congregations and 44.8 percent volunteer at both. Volunteers for religious congregations give an average of 16.4 hours per month, about 16 percent more than the 14.1 hours given by secular volunteers (Table 3).

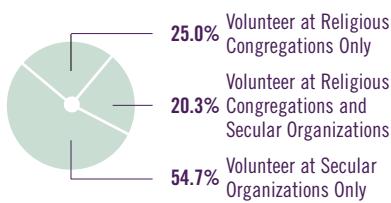
The most striking difference is between those who volunteer at religious congregations only and those who volunteer at both congregations and secular organizations. Those who volunteer at religious congregations only are 25.0 percent of all volunteers (Figure 11) and

Figure 11 Where Adults Volunteer

All Adults



All Volunteering Adults



Adults Who Volunteer at Religious Congregations



Figure 12 Most Common Patterns of Religious and Secular Volunteering



Hours per month.

■ Religious ■ Secular

Table 3 Patterns of Volunteers to Religious Congregations and Secular Organizations

	People Who Volunteer at Religious Congregations	
	ALL VOLUNTEERS AT RELIGIOUS CONGREGATIONS	VOLUNTEER AT RELIGIOUS CONGREGATIONS ONLY
Average Hours Per Month People Volunteer	16.4 hours	10.4 hours
Distribution of Total Volunteer Hours	47.1%	15.6%
Distribution of All Volunteers at Religious Congregations	100.0%	33.3%
Distribution of All Volunteers at Both Religious Congregations and Secular Organizations		

give 15.6 percent of all volunteering hours (Table 3). On the other hand, those who volunteer for both congregations and secular causes are 20.3 percent of all volunteers, yet they provide 31.4 percent of all hours. Further, there are vast differences in the amount of time each group volunteers per month, 10.4 and 23.0 hours, respectively.

Volunteering for Secular Organizations

People who volunteer with secular organizations may or may not also volunteer with religious congregations. A majority of secular volunteers, regardless of whether they are also involved with a religious congregation, volunteer at only one secular organization.

Both religious congregation and secular volunteers give an average of about 10 hours per month to their

secular cause, with religious volunteers giving an *additional* 9.9 hours per month to their religious cause. Both religious and secular volunteers show the same level of commitment to the secular activity (Figure 12).

Overall, secular volunteers average 14.1 hours per month of volunteering activity, while religious volunteers only average 10.4 hours. However, those who volunteer at both religious and secular organizations average a total of 23.0 hours per month, 13.7 to other causes and 9.3 to religion (Figure 13).

There are four areas, apart from religious congregations, where religious volunteers are most likely to volunteer: health, human services, youth, and education. Religious volunteers also volunteer at other kinds of secular organizations, but the limitations of sample size prevent further analysis (Figure 14).

ALL	Volunteer at Both Religious Congregations and Secular Organizations		People Who Volunteer at Secular Organizations Only
	VOLUNTEER AT RELIGIOUS CONGREGATIONS	VOLUNTEER AT SECULAR ORGANIZATIONS	
23.0 hours	9.3 hours	13.7 hours	14.1 hours
31.4%	12.7%	18.9%	52.9%
66.7%	27.1%	39.7%	
100.0%	40.5%	59.4%	

Figure 13 Monthly Volunteer Hours to Religious Congregations and Secular Organizations for All Volunteers

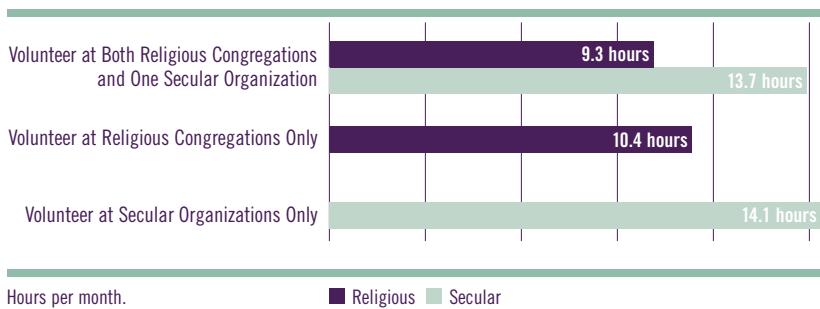


Figure 14 Top Secular Causes for Volunteers to Religious Congregations



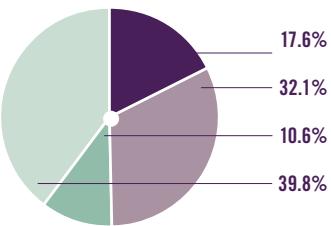
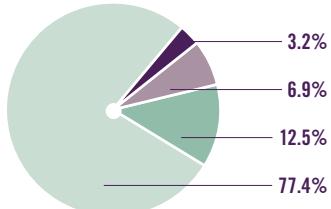
Percent of annual volunteers to religious congregations.

The Relationship Between Giving, Volunteering, and Religion

As in past surveys, this report reaffirms that volunteers are the best contributors. There is a compelling relationship between people who give to and volunteer with religious congregations and their overall commitment to giving and volunteering.

People who volunteer with religious congregations are most likely to give to both religious and secular causes (Figure 15).

Over 90 percent of the people who volunteer with both religious congregations and secular organizations give financial contributions to both religious and secular organizations. Clearly, their involvement in helping their communities is exhibited by both their giving and volunteering behavior.

Figure 15 Household Giving by Individual Volunteering Status**Do Not Volunteer****Volunteer With Secular Organizations Only****Volunteer With Religious Congregations****Volunteer With Both Religious Congregations and Secular Organizations**



These people tend to volunteer with at least two different organizations, one religious and one secular, and they come from households that give in a similar fashion. In contrast, less than 10 percent of all people who volunteer at both congregations and secular organizations do not also give to both types of organizations. Volunteers committed enough to volunteer to both also give to both. Of those people who volunteer only with religious congregations, 77.4 percent give to religious and secular organizations,

and another 12.5 percent give to religion only. Even people who do not volunteer at a house of worship are most likely to give to both congregations and secular organizations, with 55.5 percent of secular volunteers coming from households that give to both. Of households whose members do not volunteer at all, 39.8 percent nonetheless give to both religious congregations and other organizations. In contrast, over 17 percent of all non-volunteers are from non-giving households.

Figure 16 Average Annual Household Contributions for Giving Households With Volunteers



* Too few cases to report. ■ Religious Givers ■ Non-Religious Givers

Giving

The findings for religious-giving households with volunteers to religion are clear and powerful, showing how strongly religious involvement influences charitable behavior. Religious-giving households with volunteers give more than both secular-giving households with volunteers and religious-giving households without volunteers. Further, religious-giving households with volunteers to religion give more than do religious-giving households with people who volunteer only to secular organizations, who in turn give more than secular-giving households with secular-only volunteers (Figure 16).

Households that give to and volunteer at religious congregations give an annual average of \$3,164, the highest of the giving and volunteering combinations examined for

this section. In stark contrast, contributing households that do not give to religion and have no volunteers give only \$417 annually.

Religious-giving households with volunteers give substantially more than do their counterpart, secular-giving households with volunteers (\$2,704 and \$1,000, respectively). Further, the \$2,704 average seen in religious-giving households with volunteers is considerably more than the \$1,410 given by religious-giving households without volunteers. As further evidence of the impact of faith-based involvement, the \$1,410 annual contribution of religious-giving households without volunteers is higher than the annual contribution of \$1,000 by secular-giving households with volunteers (Figure 16). Among households that give to religious congregations, the highest annual contribution

Table 4 Monthly Volunteer Hours for Giving Households, by Volunteer Category

	Households Giving to Religious Congregations		Households Giving to Secular Organizations	
	Average Monthly Hours	Percent of Total Hours	Average Monthly Hours	Percent of Total Hours
All Volunteers	15.4 hours	76.9%	14.1 hours	23.1%
Volunteers at Religious Congregations	16.7 hours	96.0%	11.1 hours	4.0%
Volunteers at Secular Organizations Only	13.9 hours	59.8%	14.4 hours	40.2%

comes from those who also have religious volunteers (\$3,164), followed by those with secular volunteers (\$2,217), and then those that do not have volunteers (\$1,410). Again, the basic findings are reaffirmed: Giving and volunteering go together, and faith-based involvement has a measurable influence on the basic giving and volunteering relationship.

Volunteering

About 75 percent of all volunteering hours come from people who live in religious-giving households (Table 4). Once again, the significance of the relationship between giving, volunteering, and faith-based involvement is apparent.

Further evidence of this linkage can be found by examining volunteers from religious-giving

households who volunteered with religious congregations. Fully 96 percent of all hours given by people who volunteered at congregations came from households that also donated to religion. These people may have also given and/or volunteered at other, secular organizations. In contrast, only 4.0 percent of the total volunteering hours by people who volunteered at congregations came from people who did not also give to religion.

This trend extends to volunteers who did not volunteer at religious congregations. Nearly 60 percent of volunteering hours given by people who did not volunteer at congregations came from households that did give to religion.

Family Involvement

The more involved the entire family is in volunteering, the more generous the household (Figure 17). This analysis is based on just those households in which the annual household contribution was to both religious congregations and secular organizations, and further limited to those from which the respondent was a volunteer.

In all three volunteer groups—volunteers to both religious congregations and secular organizations, volunteers to religion only, and volunteers to secular organizations only—those households that reported family involvement in volunteering give more than those that did not report family involvement.

Figure 17 Relationship of Family Volunteering and Annual Household Contribution



Question: Do family members volunteer? ■ Yes ■ No

Average annual contribution by households giving to both religious congregations and secular organizations.

Figure 18 Relationship of Family Volunteering and Average Monthly Volunteer Hours



Based on households contributing to both religious congregations and secular organizations where respondent volunteered.

Almost two-thirds of all households that give to both religious congregations and secular organizations in which the respondent volunteered reported that family members were also volunteers, giving almost three-quarters of all money donated by these types of households.

The most involved and the most generous were households that gave and volunteered at both religious congregations and secular organizations. When the family is involved in volunteering, the average annual household contribution is \$4,274, almost 70 percent greater than the \$2,561 average for the same types of households without family volunteers.

Family involvement corresponds with religious involvement. When the household gives to both religious congregations and secular organizations and the family was involved in volunteering, the average hours volunteered by the respondent was 16.4 per month. This compares to similar households in which the family did not also volunteer, where the respondent averaged 11.8 hours. The 16.4 hours volunteered by the respondent did not include the hours given by family members, so this study underestimates the true contribution these giving households make (Figure 18).

Conclusion

Givers and volunteers to religious congregations are more generous with their money and time than those not motivated to support religion. This conclusion crosses income categories, remaining valid even when economic status is taken into account.

The most generous are those households that both give and volunteer to religious congregations, expressing their beliefs, values, and commitments by contributing both money and time to causes that are important to them.

Givers to religious congregations donate substantially more than do givers to secular causes only. They are at least as generous, if not more

so, toward secular organizations than are people who give only to secular causes. Volunteers for both religious congregations and secular organizations give more time than volunteers to only religious organizations or only secular organizations.

Faith-based generosity, whether measured in terms of dollars or time, is real, measurable, and carries considerable impact.





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About INDEPENDENT SECTOR

INDEPENDENT SECTOR is a nonprofit, nonpartisan coalition of more than 700 national organizations, foundations, and corporate philanthropy programs, collectively representing tens of thousands of charitable groups in every state across the nation. Its mission is to promote, strengthen, and advance the nonprofit and philanthropic community to foster private initiative for the public good.

Research Program

INDEPENDENT SECTOR's Research Program works to build the research necessary to accurately define, chart, and understand the nonprofit sector and ways it can be of greatest service to society. Signature projects include the *Nonprofit Almanac*, *Giving and Volunteering in the United States*, and the Measures Project.

The *Giving and Volunteering in the United States* 2001 Signature Series

An executive summary, comprehensive report, and series of smaller reports exploring special topics from the *Giving and Volunteering in the United States* national survey will be available throughout 2002 and 2003. Subscriptions to the entire series or orders for individual titles can be placed by calling the INDEPENDENT SECTOR Publications Center at 888-860-8118 or by visiting the INDEPENDENT SECTOR website at www.IndependentSector.org.

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DEDUCTING *generosity*

The Effect of Charitable
Tax Incentives on Giving

giving &
VOLUNTEERING
IN THE UNITED STATES

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Methodology and Authors' Note on Definition of Terms

Deducting Generosity is based on analysis from INDEPENDENT SECTOR's *Giving and Volunteering in the United States* 2001 national survey. This telephone survey of 4,216 adult Americans 21 years of age or older was conducted in the months of May through July of 2001 by Westat, Inc., for INDEPENDENT SECTOR. The interviews asked about annual household giving during the year 2000 and whether interviewees itemized or intended to itemize deductions on their federal tax returns. All households—those that made contributions to charity and those that did not—are included in the analyses in this report.

The data from this survey do not reflect how much individuals actually deducted for charitable contri-

butions (for those who make such deductions), but rather how much they say they gave in charitable contributions. On the IS survey, people may have been inclined to provide answers that make them appear more generous than they are. Also, the IS data has a small, but not insignificant, percentage of givers who did not know exactly how much they gave to a particular charity. This lapse in information often occurred when respondents did not know how much their spouses gave. Finally, the IS sampling procedures do not capture the very wealthy, those with incomes exceeding \$1 million annually. These people are not only most likely to itemize their deductions, they are also most likely to give major gifts and to consider the tax consequences when doing so.

What is unique about the IS data is information on the giving patterns of nonitemizers, something that is absent from IRS data sources because nonitemizers, by definition, do not report their charitable contributions to the IRS.

For these and other reasons, INDEPENDENT SECTOR data are not comparable to actual tax return data as compiled by the IRS. Appendix A provides further detail on this issue.

This report uses a research technique that adjusts for income; please see the sidebar, “Adjusting for Income,” on pages 10 and 11. Appendix B provides further information about methodology.

Finally, the IS data do not contain all the data elements needed for a more thorough econometric

analysis. As an example, the decision homeowners make to itemize could be influenced by data elements that are not in the IS database. These include the amount of mortgage interest they pay, if any; how long they have lived in their houses; the value of their houses; and their property tax burdens. The lack of more complete data makes this area of investigation one for other researchers to continue exploring.

What is clear from the IS data is that itemizers give more than nonitemizers do. This finding holds true across a variety of demographic and household characteristics. No matter how the data are examined, this basic conclusion is upheld. The remainder of this report examines those findings.

Introduction

Each year, when Americans prepare their tax returns, those who itemize their deductions have the opportunity to deduct their contributions to charity. Knowing that they will be able to take such deductions leads many individuals and families to be more generous with their charitable giving than they might be otherwise. Approximately two-thirds of American taxpayers do not itemize their deductions because it is more economical for them to take the standard deduction. For these Americans, their generosity goes unrecognized by the tax code and there is no tax incentive for them to give more generously.

Tax considerations, however, are just one of many factors that influence charitable giving. In order to get an understanding of the effect that tax incentives may have on influencing charitable giving, this report looks at the differences in giving between those who itemize deductions on their federal tax returns and those who do not.

Because income is such an important determinant of the level of giving, the report also compares the giving of itemizers and nonitemizers within several income groupings. In addition, apart from the tax benefits that itemizers enjoy from deducting their charitable contributions, there may be other reasons why itemizers give more than nonitemizers that have nothing to do with their income or tax benefits. This report examines several of these factors to assess their importance relative to the incentive effect of being able to deduct charitable contributions.

Understanding the effect of tax incentives is important both in order to know more about motivations for giving and because of the public policy implications of extending the charitable deduction to nonitemizers. In 1983, a charitable deduction for nonitemizers was introduced into the U.S. Internal Revenue Code, but in 1986 it was repealed. In recent years, proposals to re-introduce such a feature into the tax code have been made, but have not passed both houses of Congress. INDEPENDENT SECTOR

and many other nonprofit organizations have supported and advocated for legislation that would recognize the giving of nonitemizers. In the debate over such proposals, estimates are frequently made using economic models about what the effect would be on nonitemizers if they were allowed to deduct their charitable contributions.¹ *Deducting Generosity* has been made available in the hopes that it will contribute to the information available on this issue and inform the policy debate that is sure to continue in the future.

The connection between giving and itemizing is clear and measurable. Households that itemize give more than households that do not itemize. This finding holds true across income categories, home ownership groups, and other household characteristics. The “itemizer effect” influences how much people give regardless of their other characteristics. These findings demonstrate that tax considerations have a major impact on the amount people give.

¹ See “Extending the Charitable Deduction to Nonitemizers: Policy Issues and Options,” Joseph Cordes, John O’Hare, and Eugene Steuerle, May 2000, Urban Institute. See also “Incentives for Nonitemizers to Give More: An Analysis,” prepared for INDEPENDENT SECTOR by PriceWaterhouseCoopers, January 2001.

Comparing Itemizers and Nonitemizers

There are many differences between itemizers and nonitemizers, the most important of which is income. On average, itemizers have significantly higher incomes than nonitemizers, \$67,760 compared to \$38,550, based on the INDEPENDENT SECTOR survey data. They differ, too, in terms of education, with itemizers being both more likely to have attended college and to be college graduates. Itemizers are more likely to own their homes, more likely to be employed, and less likely to worry about having enough money.

They also differ in noneconomic terms: Itemizers are more likely to be volunteers, more likely to belong to religious organizations, and more likely to attend religious services weekly. Additionally, itemizers are more likely than nonitemizers to have high levels of confidence in charitable organizations and more likely to believe that charitable organizations are honest and ethical in their use of funds.

The tendency to give, the amount given, and the tendency to itemize are each closely related to income. Therefore, this report minimizes the effects of income in order to examine the “itemizer effect.” This technique removes the impact of income on giving within each analysis group, and then calculates

the adjusted means. These adjusted means are the basis of the comparison between the amount given by itemizers and nonitemizers.

The results of this income adjustment procedure show that itemizing has an effect on giving that is significant and independent of the effects of income, home ownership, and other such factors.

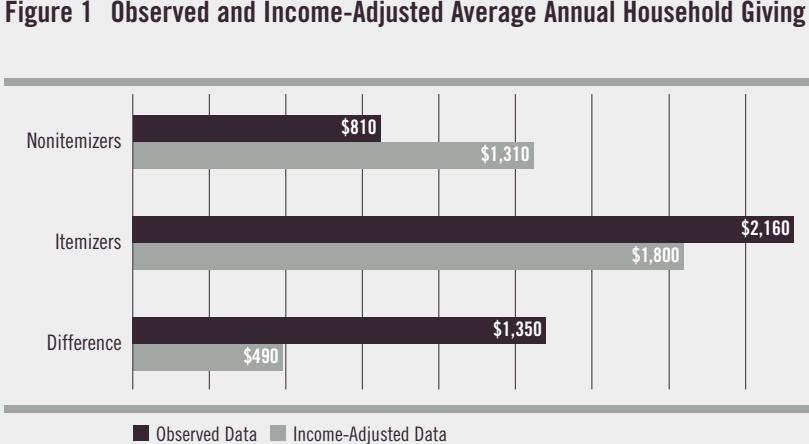
Adjusting for Income

As an example of the research technique that adjusts for income, the overall (nonadjusted) mean household contribution by itemizers and nonitemizers is \$2,160 and \$810, respectively. At this level there is a large, statistically significant difference between how much itemizers and nonitemizers give. However, this is a misleading comparison, since much of this difference can be explained by the different income profiles of these two groups. When the impact of income is removed, income-adjusted mean household contributions are: \$1,800 for itemizers and \$1,310 for nonitemizers. (Figure 1) The resulting difference in the adjusted means, \$490, is a statistically significant difference—itemizers give more than nonitemizers even when the amount given is controlled for income. For this report, except as noted, analysis is limited to income-adjusted means that show a statistically significant difference at the .05 level of confidence at a

minimum. Full results of these statistical procedures and tests are shown in the appendices of this report.

When removing the effect of a positively correlated variable, such as household income with annual giving ($r = .47$), the resultant means of the dependent variable, annual giving by itemizer status, for example, will move closer together. The larger mean will be reduced, and the smaller mean will be increased. The difference between the adjusted means is therefore independent of the effects of the removed variable.

ITEMIZERS GIVE MORE THAN
NONITEMIZERS EVEN WHEN THE
AMOUNT GIVEN IS CONTROLLED
FOR INCOME.

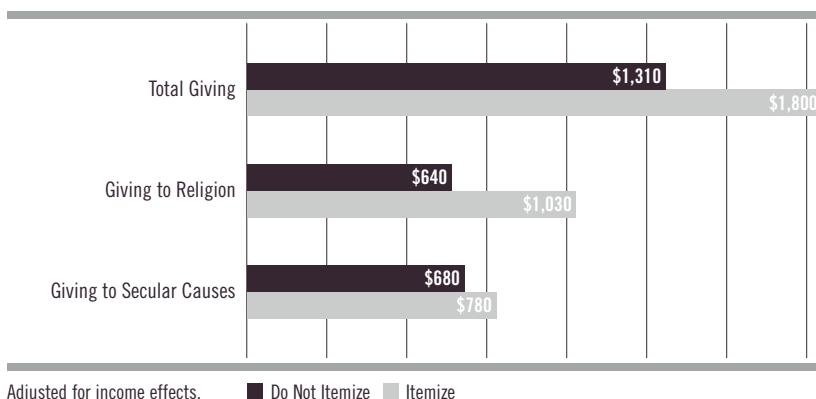


Exploring the “Itemizer Effect”

Households that itemize their deductions give more than those that do not itemize. The magnitude of this connection is shown most clearly by examining how much itemizers and nonitemizers give to charity. Households that itemize their deductions give more than do households that do not itemize: \$1,800 versus \$1,310, an increase of 37 percent for income-adjusted data. (Figure 2)

Further, the greater generosity of itemizers extends to religious giving, which makes up about one-half of all household giving. Giving to religious congregations such as churches, temples, synagogues, mosques, and other places of worship is a powerful predictor of overall charitable behavior. (See

Figure 2 Average Annual Household Contribution for Itemizers and Nonitemizers



INDEPENDENT SECTOR's *Faith and Philanthropy: The Connection Between Charitable Behavior and Giving to Religion* for a detailed analysis of this relationship.) However, religious giving is not the only indicator of how much households give. Itemizers give 61 percent more to religion than do nonitemizers, \$1,030 versus \$640.

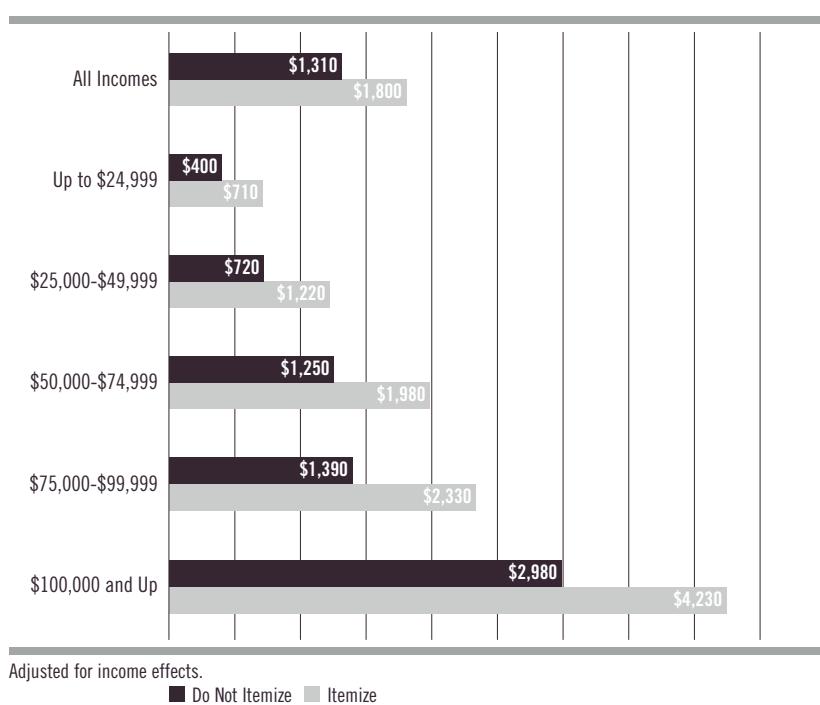
Both giving and itemizing increase as income increases: The higher the household income, the more it gives and the more likely it is to itemize deductions. The relevant question is, if income is held constant, does the itemizer effect make a difference at different income levels? In every income group, from the lowest to the highest, itemizers give more than nonitemizers.² (Figure 3)

For all income groups examined, households that itemize their deductions give at least 40 percent more than households that do not itemize. In comparing giving by households that itemize and those

that do not, the greatest difference occurs in the two lowest income groups: under \$25,000 (a 78% difference) and \$25,000 to \$49,999 (a 69% difference). For households with \$50,000 to \$74,999 in annual income, the difference in giving between itemizers and nonitemizers is 58 percent, while those with incomes of \$75,000 to \$99,999 show a difference of 68 percent between itemizers and nonitemizers. Finally, households in the highest group of \$100,000 or more show the largest dollar difference in the amount given, but the lowest percentage difference of all the groups studied: Itemizers give about \$1,250 more than nonitemizers, a difference of 42 percent. (Figure 4)

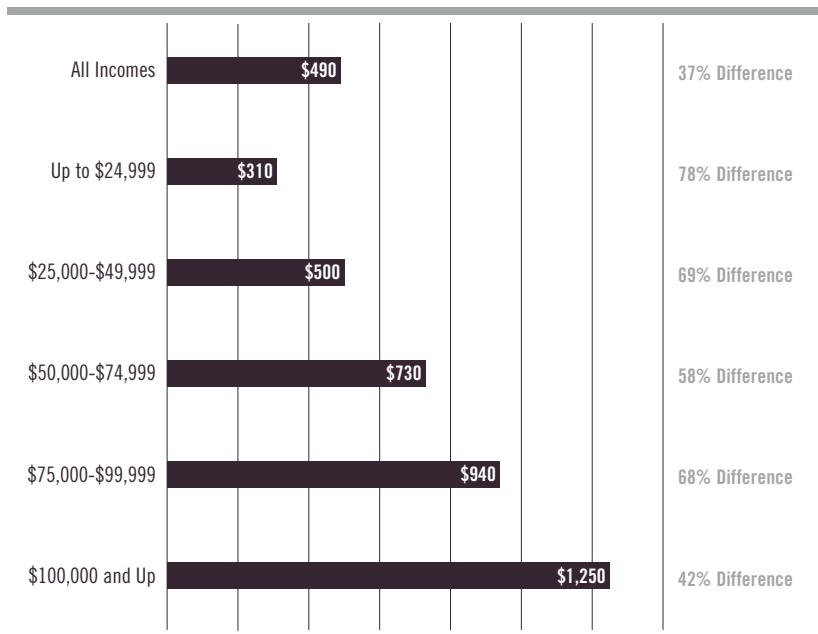
² Separate regressions were run within each income group to control for the variance in incomes within each group, resulting in adjusted means being computed for each income group.

Figure 3 Average Annual Household Contribution by Income and Itemizer Status



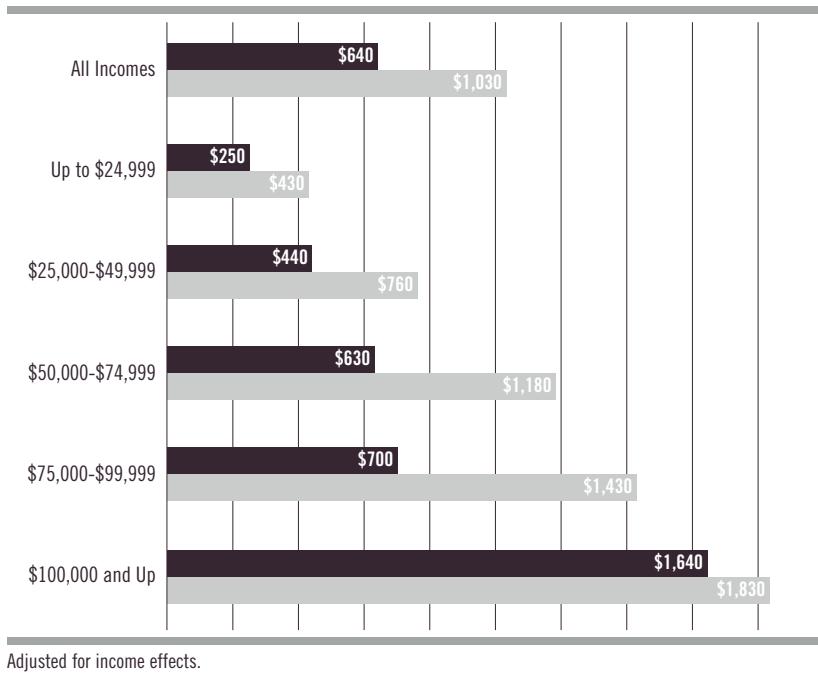
FOR ALL INCOME GROUPS EXAMINED,
HOUSEHOLDS THAT ITEMIZE THEIR
DEDUCTIONS GIVE AT LEAST 40 PERCENT
MORE THAN HOUSEHOLDS THAT DO
NOT ITEMIZE.

Figure 4 The “Itemizer Effect” by Income Levels
The Difference in Average Annual Household Contributions by Itemizers and Nonitemizers



Adjusted for income effects.

Figure 5 Average Annual Household Contribution to Religion by Itemizer Status

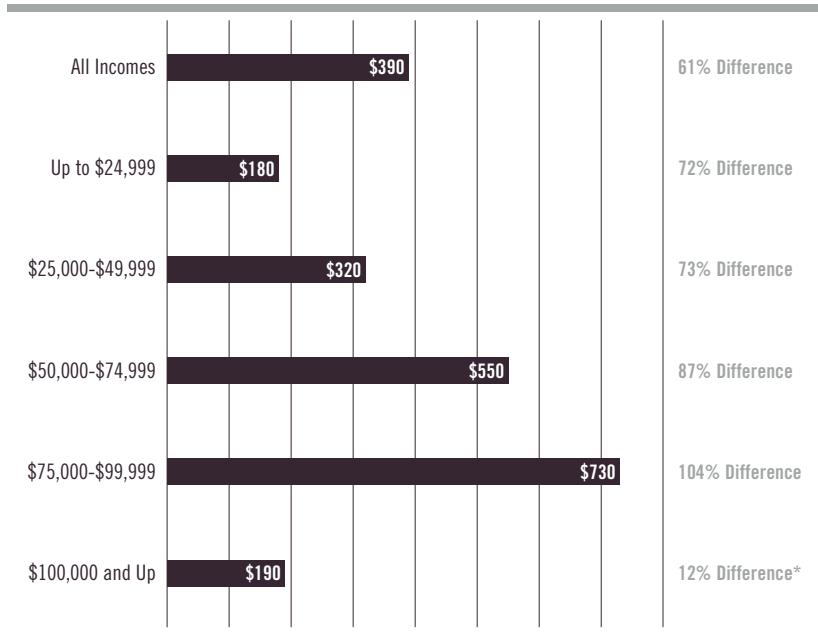


A Strong Impact on Religious Giving
 Giving to religious congregations is also connected to donors' itemizer status. As with total giving, of which giving to religion is a major component, this effect holds within income categories. The difference in giving to religion between itemizers and nonitemizers is even more pronounced than for giving overall. In every income category except for the wealthiest, the percentage difference for households with incomes less than \$100,000 exceeds 70 percent. The impact of the itemizer

effect on the wealthiest givers is not statistically significant, constituting only a 12 percent difference in giving between nonitemizers and itemizers. (Figures 5 and 6)

A Smaller Influence on Secular Giving
 Giving to secular organizations³ reflects the influence of the itemizer effect in all but one of the higher income categories. Overall secular giving, however, does not reflect the itemizer effect, as the overall mean shows an insignificant difference.

Figure 6 The “Itemizer Effect” on Giving to Religion
The Difference between Itemizers and Nonitemizers in Religious Giving



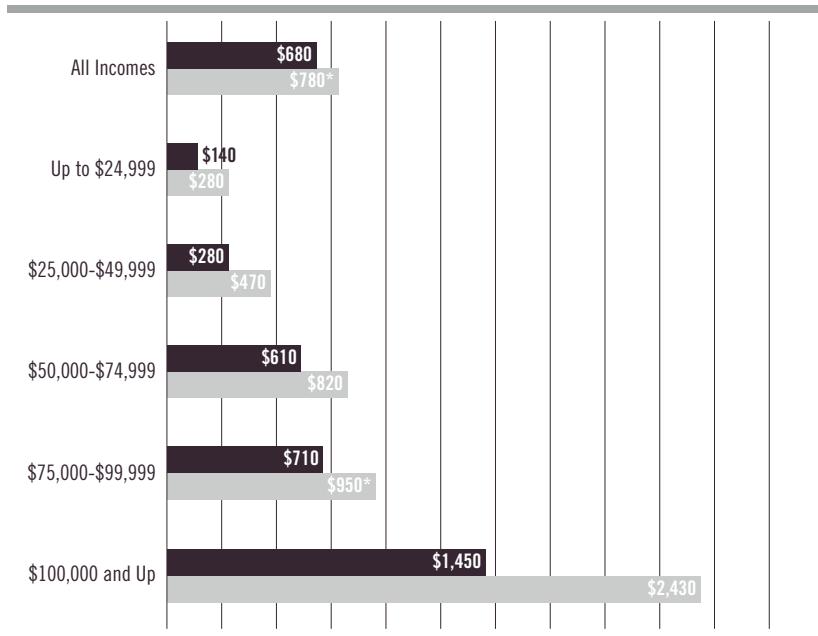
Adjusted for income effects. *Difference is not statistically significant.

In the lowest income group, giving to secular organizations by itemizers is twice as much as that given by nonitemizers, \$140 versus \$280. Households with incomes from \$25,000 to \$49,999 and households with incomes of \$100,000 or more show a difference of 68 percent between secular giving by itemizers and nonitemizers. A difference of 34 percent is seen for incomes from \$50,000 to \$74,999, with the average donation by itemizers being higher by \$210, \$610 versus \$820. Note that the differ-

ence for households with incomes between \$75,000 and \$99,999 is not statistically significant, likely due to the moderate to small sample size and large variances. (Figures 7 and 8)

³ Secular organizations are the charities working in a wide variety of areas, such as health, education, youth development, and environment. Included in this definition are charities that may be sponsored by, associated with, or part of a religious body, such as Catholic Charities, United Jewish Appeal, or church-sponsored hospitals or schools.

Figure 7 Annual Household Contribution to Secular Organizations by Income and Itemizer Status

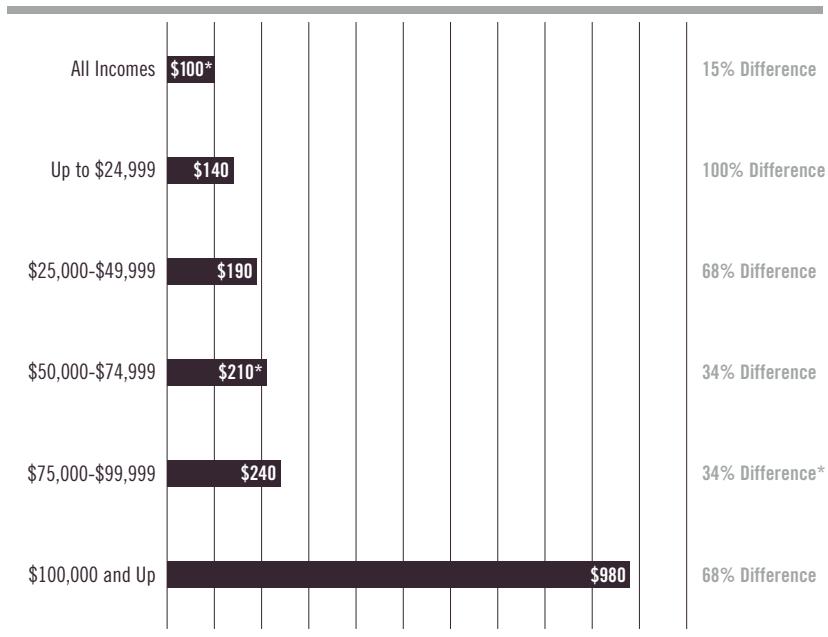


Adjusted for income effects. *Difference is not statistically significant.

■ Do Not Itemize ■ Itemize

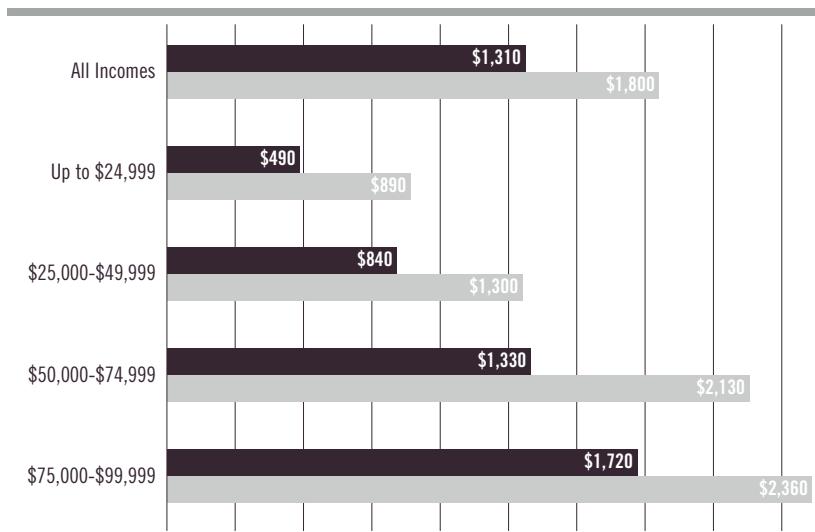
THE DIFFERENCE IN GIVING
TO RELIGION BETWEEN ITEMIZERS
AND NONITEMIZERS IS EVEN
MORE PRONOUNCED THAN FOR
GIVING OVERALL.

Figure 8 The “Itemizer Effect” on Secular Giving
The Difference between Itemizers and Nonitemizers in Giving to Secular Organizations



Adjusted for income effects. *Difference is not statistically significant.

Figure 9 Average Annual Household Contribution for Homeowners by Itemizer Status



Adjusted for income effects.

Because of sample size, analysis could not be done on highest income category of \$100,000 and over.

■ Do Not Itemize ■ Itemize

Home Ownership and Charitable Giving
The deductibility of home mortgage interest expenses is a primary reason for itemizing deductions on one's federal tax return. Homeowners tend to be more invested in their communities than renters, with more social, religious, and civic ties that may lead to increased giving. Thus, some of the difference in giving between itemizers and non-itemizers may simply be correlated to their involvement in the community, with the greater giving by itemizers reflecting greater involve-

ment. The question, therefore, is whether the itemizer effect is seen when comparing itemizers and nonitemizers who own homes.

Significant differences in giving occurred between itemizers and nonitemizers who own homes. In all income categories, homeowners who itemize were the most generous. (Figure 9)

Homeowners in the lowest income category (up to \$24,999) who itemize their deductions nearly double the giving of their nonitemizing cohorts, while the upper

Figure 10 The “Itemizer Effect” for Homeowners
The Difference in Average Annual Household Contributions by Itemizers and Nonitemizers Who Own Homes



Adjusted for income effects.

Because of sample size, analysis could not be done on highest income category of \$100,000 and over.

income groups show a difference in giving between 37 and 60 percent. (Figure 10)

Giving Amid Financial Concerns

Research by INDEPENDENT SECTOR has shown that people who are worried about their own financial future give less than those who are not concerned. (See INDEPENDENT SECTOR’s *Giving in Tough Times: The Impact of Personal Economic Concerns on Giving and Volunteering*.) Those who are worried about

money give about half as much as those who are not worried.

This effect extends into the itemizer categories. Those who itemize give more than those who do not itemize, regardless of whether or not they worry about money. (Figure 11) As expected, itemizers give more than nonitemizers, but both groups show about the same percentage difference in giving. (Figure 12)

THE “ITEMIZER EFFECT” HOLDS TRUE REGARDLESS OF INCOME, HOME OWNERSHIP STATUS, AND OTHER CHARACTERISTICS. THE TAX CODE CAN BE A POWERFUL TOOL TO INFLUENCE THE AMOUNT AMERICANS GIVE.

Figure 11 Giving Amid Economic Concerns
Average Annual Household Contribution

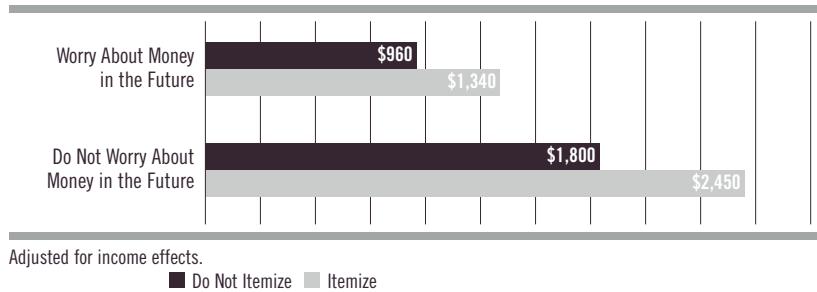
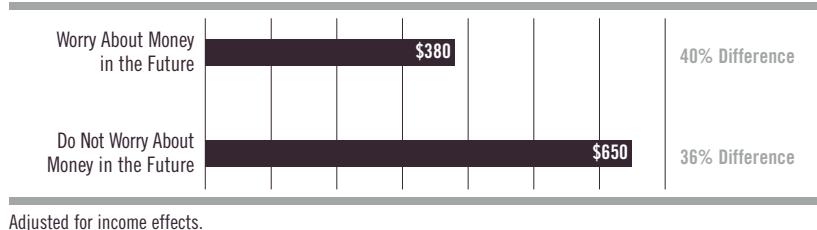


Figure 12 The “Itemizer Effect” in Relation to Personal Economic Concerns
The Difference in Average Annual Household Contributions by Itemizers and Nonitemizers



For reasons related to the survey sample size, the connection between itemizing and the taxpayer's level of worry about money can only be examined for households with incomes less than \$100,000. In every case, the amount given by itemizers is more than the amount given by nonitemizers when examined separately for those who are economically concerned. (Figures 13 and 14)

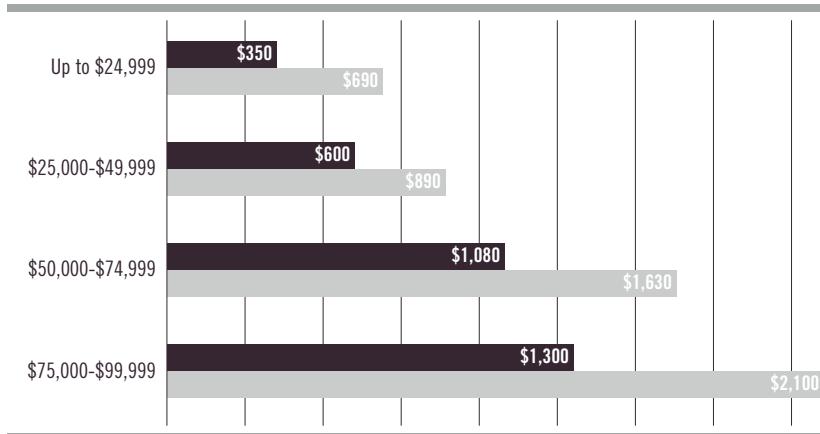
The itemizer effect is also clear in regard to giving by people who are not worried about money. As seen in all the other survey results presented in this report, itemizers give more than nonitemizers, even when the effects of income are accounted for. Those with incomes up to \$24,999 showed a difference in giving between itemizers and nonitemizers of just under 50 percent, with the other income groups showing difference in giving of 58 percent or more. The income category with the largest percentage difference was the \$25,000 to \$49,999 group, with a disparity in giving of about 85 percent. Itemizers with incomes between \$75,000 and \$99,999 gave 72 percent more than nonitemizers, while households with incomes between \$50,000 and \$74,999 gave 58 percent more on average than nonitemizers. (Figures 15 and 16)

Summary and Conclusions

- Households that itemize their deductions give significantly more than households that do not itemize, even after income differences are considered.
- Itemizers give nearly two-thirds more to religious congregations than nonitemizers.
- In every income group, from the poorest to the wealthiest, itemizers give more than nonitemizers, at least 40 percent more in every income group examined.
- In every income category except the wealthiest, the percentage difference in giving to religion between itemizers and nonitemizers exceeds 70 percent.
- Homeowners who itemize their tax deductions give more than homeowners who do not itemize, regardless of income.
- Those who are worried about having enough money give more when they itemize, as do itemizers who are not worried about money.

The “itemizer effect” influences how much households give in charitable contributions, an effect that holds true regardless of income, home ownership status, and other household characteristics. The tax code can be a powerful tool to influence the amount Americans give.

Figure 13 Annual Giving for Those Worried About Money by Income and Itemizer Status

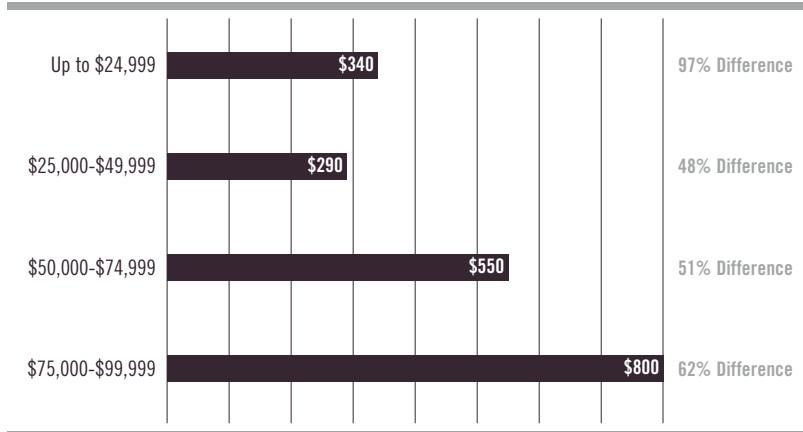


Adjusted for income effects.

Because of sample size, analysis could not be done on highest income category of \$100,000 and over.

■ Do Not Itemize ■ Itemize

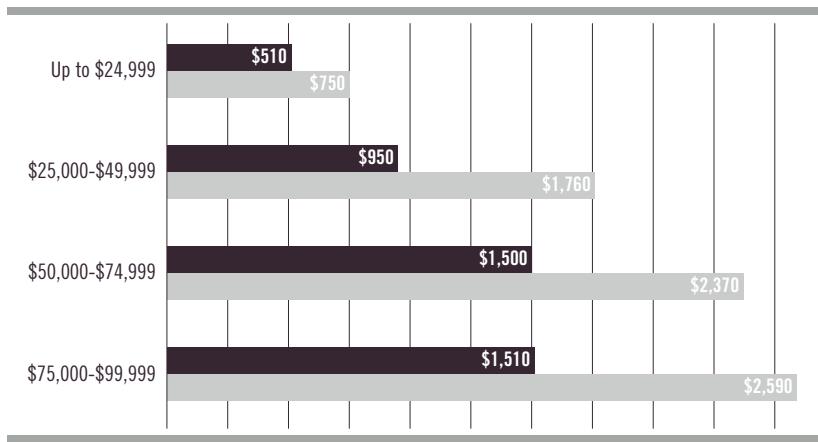
Figure 14 The “Itemizer Effect” for Those Worried About Money The Difference in Annual Giving by Itemizers and Nonitemizers



Adjusted for income effects.

Because of sample size, analysis could not be done on highest income category of \$100,000 and over.

Figure 15 Annual Giving for Those Not Worried About Money by Income and Itemizer Status

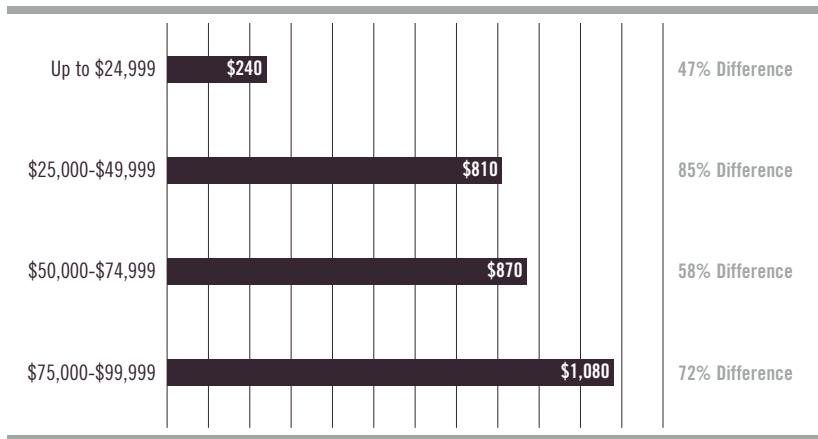


Adjusted for income effects.

Because of sample size, analysis could not be done on highest income category of \$100,000 and over.

■ Do Not Itemize ■ Itemize

Figure 16 The “Itemizer Effect” for Those Not Worried About Money The Difference in Annual Giving by Itemizers and Nonitemizers



Adjusted for income effects.

Because of sample size, analysis could not be done on highest income category of \$100,000 and over.

Appendix A

Differences between IRS and INDEPENDENT SECTOR Data

There are several valid reasons Internal Revenue Service and INDEPENDENT SECTOR data pertaining to itemizers cannot be compared, and why INDEPENDENT SECTOR data should be used for certain analyses.

1. The IRS reports data from individual tax returns while INDEPENDENT SECTOR reports data on households.

The IRS data come from filed tax returns, about 130 million of them. This is about 25 percent more returns than there are households, indicating that many households file more than one return. There is no way to collapse the IRS data into households and no way to regroup the INDEPENDENT SECTOR data into number of returns; thus, these two data sources measure different populations.

Additionally, the IRS data includes all filers of all ages. The INDEPENDENT SECTOR data are

collected from adults over the age of 21 who have a telephone, whereas the IRS data includes an unknown but significant number of returns from people under the age of 21, institutionalized people, and people without telephones. The impact of this increased base is impossible to quantify, but it is reasonable to assume these additional people are from relatively lower income groups and are less likely to itemize. This has a mathematical effect of lowering the percentage of itemizers to total returns filed because the denominator—total returns filed—is increased more than the numerator—the number of itemizers.

Furthermore, one would expect that households with more than one return would often have one return that uses the long form and other returns that use the short form. Take the example of a two-parent

household with two children who have some investment income: The children's returns would use the short form, but the couple filing jointly would use the long form. Thus, the IRS would report three taxpayers from this single household with one itemizing and two not itemizing. In contrast, our survey would show this as a single household and as an itemizer only. This helps explain why INDEPENDENT SECTOR reports a higher percentage of itemizers in the *Giving and Volunteering* survey than the IRS reports from "all taxpayers," because even children can be taxpayers.

2. The IRS measures what individuals deduct, while INDEPENDENT SECTOR reports what households gave.

No inference can be made about what people in the INDEPENDENT SECTOR survey deducted on their Schedule A Itemized Deductions. The question was not asked in that way. How much they gave to charity is known; what they deducted from their taxes is not. What people report to the IRS as deductions for tax purposes and what they report to INDEPENDENT SECTOR as household contributions are two different things.

For reasons explained in points 1 and 2, one cannot compare IS figures of contributions as a percentage of household income to IRS figures that show deductions as a percentage of taxpayer adjusted gross income. There are simply too many discrepancies in the variables used to compute these figures to allow for a valid comparison.

3. The IRS measures actual behavior, while INDEPENDENT SECTOR measures intention.

The IRS reports data on what people actually did, or projects behavior from historical patterns. They know exactly how many people itemized deductions and how many took the charitable deduction. The INDEPENDENT SECTOR survey, on the other hand, asked people if they *did itemize* or if they *intended to itemize*. At the time of the IS survey, respondents may have genuinely intended to itemize but ended up not itemizing. If people had been asked simply, "Did you itemize?" different results might have been obtained. As it is, these results cannot be compared to those of the IRS; the questions are different.

4. The IRS does not collect data on nonitemizers.

The IRS uses data from tax returns and therefore has only those data with which to perform their analyses. Nonitemizers do not report their charitable contributions to the IRS, as they are not tax-deductible. INDEPENDENT SECTOR specifically asks about charitable contributions regardless of itemizer status.

For these reasons, INDEPENDENT SECTOR and IRS data cannot and should not be compared. The data were collected in different ways, are composed of different data elements, and address different issues. Each is valuable for what it does, but together they are not comparable.

Appendix B

Further Notes on Methodology

The information collected for this report was obtained from telephone interviews conducted in the months of May, June, and July of 2001 by Westat, Inc., a Rockville, Maryland, research firm. The data collection effort resulted in a representative national sample of 4,216 noninstitutionalized adult Americans 21 years of age or older. This sample included oversamples of African Americans, Hispanics, and Americans with household incomes over \$100,000 in order to have enough respondents to carry out statistically reliable analyses of these groups. Interviews were conducted in English and, when necessary, in Spanish. Weighting procedures were used to ensure that the final sample was representative of the adult population in the United States in terms of age, education, marital status, size of household, region of the country, and household income.

The error rate for the total sample is ±2 percent.

In this report, findings relating to contributions are for households. Several persons may work or live in a household, and because they usually think of income in relation to their household, respondents were asked to report on aggregate household contributions and income. In cases where an individual is asked for his or her opinions, those opinions are reported for individuals and not for households or families. All other questions relating to behaviors, attitudes, or other opinions are for individuals.

For this report, several statistical procedures were used, including factor analysis, regression analysis, and T-and F-tests. Only differences that were significant at a minimum of the .01 level of confidence were reported.





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MEASURING VOLUNTEERING: A Practical Toolkit



INDEPENDENT SECTOR



A joint project of INDEPENDENT SECTOR and United Nations Volunteers

Project partners

The INDEPENDENT SECTOR Research Program aims to produce a body of knowledge necessary to accurately define, chart, and understand the US nonprofit sector and how it can be of greatest service to society. Its activities include research, publications, events, and a major website for researchers and practitioners: NonProfit Pathfinder (www.NonProfitPathfinder.org). Research over 20 years includes administering and analyzing national household giving and volunteering surveys in the United States, offering technical advice to researchers and practitioners on giving and volunteering in more than 40 countries.

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The United Nations Volunteers is the UN organization that supports sustainable human development globally through the promotion of volunteerism and the mobilization of volunteers. It serves the causes of peace and development through enhancing opportunities for participation by all peoples. It is universal, inclusive and embraces volunteer action in all its diversity. It values free will, commitment, engagement and solidarity, which are the foundations of volunteerism.

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- Institute for Volunteering Research
- International Association of Volunteer Effort

MEASURING VOLUNTEERING: A Practical Toolkit



A joint project of INDEPENDENT SECTOR
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INDEPENDENT SECTOR



UNITED NATIONS VOLUNTEERS

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Foreword

Measuring Volunteering: A Practical Toolkit is the product of collaboration between United Nations Volunteers and INDEPENDENT SECTOR. It responds to the expressed wishes of many countries for support in putting a figure on the economic contribution of volunteering. The International Year of Volunteers 2001 provides an excellent context for this work to be undertaken and for the results to be disseminated widely. We would like to express our deep appreciation to the many organizations and individuals who, in the first instance, inspired our two organizations to prepare a toolkit, and who then provided valuable ideas on its content.

It has been said that the history of volunteering is written in invisible ink. It is our hope that everyone concerned with volunteerism who consults the Toolkit finds it to be of considerable help in giving shape and form to the contributions that citizens make to their societies through voluntary action.



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Preface

Voluntary action is an important part of virtually every civilization and society, or so we think, because not every country has statistics to show what an important contribution volunteering makes to their economy. Limited information on how to undertake research on volunteering has also prevented those eager to begin studies. This was the context for meetings organized in March 1999 by the US-based nonprofit organization INDEPENDENT SECTOR and by INDEPENDENT SECTOR and the United Nations Volunteers in September 2000. Researchers and practitioners from ten countries pooled their expertise to produce this practical toolkit on measuring volunteering. We hope this publication will raise awareness of the importance of volunteering, and assist countries worldwide in undertaking measurement studies on national, regional, and local volunteering.

The *Measuring Volunteering Toolkit* is a practical guide on the study of volunteer behavior and is full of useful background and knowledge that will empower countries, particularly developing countries, to produce their own empirical data to underpin policy measures related to volunteering.

We hope you find this toolkit of value and would be delighted to receive any comments you may have on its usefulness. Contact INDEPENDENT SECTOR Research by telephone at (202) 467-6100, via email to SusanH@IndependentSector.org, or via the web at www.IndependentSector.org; contact United Nations Volunteers by email to rona@unv.org.



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Chapter 1:

Why measure volunteering?

This toolkit explains how to promote volunteering by carrying out a comprehensive survey of its extent and nature. The guidance offered is based on experience from several different countries (see the front of this book for details of the advisory group). However, it must be emphasized at the outset that measuring the quantitative dimensions of volunteering (that is, its extent and nature) does not give the whole truth about the *value* of volunteering; its qualitative aspects, such as the impetus it gives to the stability and cohesion of society, must also be taken into account, even though they cannot be measured in a comparable way.

A quantitative survey of volunteering is valuable because it can:

- Show government and other potential stakeholders that volunteering makes an important contribution to society and therefore deserves their support.
- Provide accurate and up-to-date data that will enable policymakers to make informed decisions about volunteering.
- Encourage citizens to volunteer by demonstrating the social and personal benefits that volunteering can bring.
- Educate the media and the private, public, and nonprofit sectors about volunteering.
- Demonstrate links between national and community service.
- Provide information that organizations can use to improve their volunteer programs and benefit the people who volunteer in them.

The toolkit takes the form of a practical, jargon-free guide intended to be useful to a broad range of audiences. These may include:

- Policymakers in national, regional, and local government
- Researchers in academic institutions
- Grantmaking trusts and foundations
- Volunteer-involving organizations in the private, public, and nonprofit sectors
- Community-based organizations

- Nonprofit resource centers and networks
- The media
- Educators

Some of these audiences will be more familiar with the principles of conducting population surveys than others. It is therefore possible that certain users of this toolkit may already be familiar with some of the guidance it offers.

The principal aim of this toolkit is to describe what is involved in conducting a *national* survey of volunteering. However, the techniques described are applicable whether the planned research covers a neighborhood, a province, a country or a region. The toolkit is being published as part of the United Nations International Year of Volunteers in 2001, but this should not be taken to imply that carrying out a survey of volunteering is merely a one-time effort; to be really useful, it should become a regular commitment.

I. WHY IS IT IMPORTANT TO RESEARCH VOLUNTEERING?

Because volunteering achieves two important results:

- It helps to create a stable and cohesive society.
- It adds value to the services that governments provide.

Helping to create a cohesive and stable society

By bringing people together to act for the good of the community, voluntary action creates bonds of trust and encourages cooperation; in other words, it creates social capital. If the people who volunteer happen to be of different ethnic origins, religions, and economic status, the fact of their acting together can help to increase social harmony. Voluntary participation in public affairs—for example, as elected local representatives or as spokespersons of community-based organizations—can also help to create a politically literate public, which is important for the preservation of democratic principles.

People who are powerless as individuals can get things done when they volunteer together as a community: for example, those who take part in the management of well-digging, road-building and low-cost housing projects, or the unemployed people who set up self-help groups to find paid work.

Volunteering also helps to bring in out of the cold groups of people who are excluded from mainstream society: for example, by volunteering, unemployed people can acquire skills that will help them to find paid work and retired people can feel that they still have a role to play in society.

Finally, volunteering has been shown to promote good health and emotional well-being.

Adding value to the services that governments provide

Many of the tasks that people undertake voluntarily—such as giving advice, digging a well, looking after children, building a community center in a town, helping in the classroom—are valuable supplements to the services that governments provide. Volunteer effort is essential to community policing and conflict resolution, and plays an important role in the monitoring of the weather and the natural environment. And people often respond spontaneously to emergencies and natural disasters by giving voluntary help.

The volunteering carried out through nonprofit organizations in the USA has been estimated to be equivalent to 9 million full-time jobs. A survey carried out in the UK suggested that volunteering was worth around £40 billion per annum, making it the third largest contributor to the nation's Gross Domestic Product. In Canada, out of the 24 million people aged 15 or older, 7.5 million volunteer.

A survey can also be used to make a case to potential funders for “investing” in people who volunteer. A recent survey of the economics of voluntary activity in three European countries found that volunteer-involving organizations received a rate of return of between 100 and 1300 percent on the money they invested in those who volunteered for them.

An invisible resource

Yet despite the social and economic benefits of volunteering, empirical data about it is scarce in most parts of the world. Because few surveys have been carried out, little is yet known about how many people are involved in volunteering, what they do, what motivates them, and how valuable their contribution is. Obtaining reliable information about volunteering is essential if this valuable resource is to be developed to its full potential.

One complication is the fact that there are two main types of volunteering: unmanaged and managed. Unmanaged volunteering is the spontaneous and sporadic helping that takes place between friends and neighbors—for example, child care, running errands, and loaning equipment—or in response to natural or man-made disasters. It is the dominant form of volunteering in many cultures. By contrast, managed volunteering takes place through organizations in the nonprofit, public, and private sectors, and tends to be more organized and regular.

Although volunteering can be cost-effective, it is not completely cost-free. If managed volunteering in particular is to be effective, it requires an infrastructure at the local and the national level—for example, local volunteer centers and national electronic networks of organizations—that will enable the people who volunteer to be trained and placed in appropriate activities. A particularly valuable way for governments to help volunteering is to contribute to the support of such an infrastructure. The number of state-sponsored schemes to promote volunteering is increasing: for example, the National Volunteer Development Scheme in Nepal, the Corporation for National Service in the US, and the Active Community initiative in the UK. There is also a growing awareness of how to create the environment in which more spontaneous forms of unmanaged volunteering can flourish and of how this type of volunteering can be promoted.

If governments can make themselves better informed about the people who volunteer, they are likely to become more aware of how the legislation they introduce across a wide range of policy areas can affect, both directly and indirectly, how citizens give their time. For example, legislation on unemployment benefits, income tax, retirement age, and the length of the working week could all have a potentially adverse effect on volunteering—just as programs to decentralize social

welfare services or to improve the national information technology networks could all have a positive effect.

Educating public opinion

The results of a survey can also be used to raise awareness of volunteering among the general public.

Some volunteer-involving organizations suffer from a shortage of people coming forward; others have problems in mobilizing certain sections of the population, such as young people or older people. If, via the local and national media, citizens can be made more aware of the rewards of volunteering—such as the chance to meet new people, to acquire new skills, and to feel a sense of achievement—these problems may be eased. Furthermore, the public can be made more aware of the often-overlooked contribution that people who volunteer make to their communities.

Once users have conducted one survey of volunteering, the information they have gathered can provide a basis for comparison with the findings of future surveys. In this way they can measure *trends* in, say, the mobilization of voluntary action; this is more useful than a single set of findings, as it enables them to estimate the impact of any new measures that may have been introduced in response to the original survey findings.

Improving the practice of volunteer-involving organizations

A survey that can show what kind of people volunteer, why they volunteer and how they got to hear about the need for voluntary help can provide vital evidence for volunteer-involving organizations seeking to improve their mobilization and support of people who volunteer. Nonprofit organizations that rely heavily on paid staff because they do not believe voluntary staff could have an appropriate role may also be persuaded to change their minds if they are shown evidence of what people who volunteer can really achieve; in this way, they can involve in their activities sections of the population that are often excluded, such as older people or those with disabilities.

2. WHAT EXACTLY SHOULD A SURVEY MEASURE?

People give their time voluntarily in every country of the world, and the kind of volunteering they engage in is to some extent conditioned by their social, cultural, political, and economic environment. For example, the word “volunteering” itself can mean different things to different people: Studies have shown that activities ranging from giving blood to working for a political party to taking part in religious ceremonies are all regarded as volunteering in one culture or another. Fundamentally, however, a Kenyan farmer who volunteers is likely to have the same motivations as a Washington, DC, lawyer who volunteers: to give help to others and at the same time to derive some personal benefits.

The aims of this toolkit are to encourage users:

1. To design a survey that will be valid for measuring voluntary activity across an entire country.
2. To present the results in a form that will be useful to policymakers, practitioners, and researchers in that country—and, if possible, in other countries of the world.

The toolkit attempts to create a national consensus on volunteering by proposing that there are fundamental characteristics common to all types of voluntary activity. Such a consensus is obviously important for the credibility of a survey. If users tried to measure volunteering without first having agreed on a broad definition appropriate to the social and cultural context of their country, and if their findings suggested that there was little volunteering in certain places, this is just as likely to have been because they were using an inappropriate definition as because there genuinely was little activity. So the aim here has been to construct a core definition that is broad enough to include the wide variety of volunteering traditions found within a country, but not so broad that it has lost all precision.

Users in any country can employ this core definition in conjunction with an assessment of local circumstances to help them decide which of the many forms of volunteering it would be most useful (and feasible) for them to survey. It is up to them to use

their local knowledge to give the survey a local “flavor” that will make it relevant to the target audience.

It is particularly important to find some way of measuring unmanaged volunteering. Previous surveys of voluntary activity have mostly been carried out in industrialized countries and have tended to neglect unmanaged volunteering in favor of managed volunteering through organizations.

Three criteria for volunteering

The three criteria given below are broad enough to include virtually all forms of volunteering found around the world, yet they effectively distinguish volunteering from other forms of behavior that may superficially resemble it.

1. It is not undertaken primarily for financial gain. If the monetary reimbursement that people receive for the work they do is equal to, or greater than, the ‘market value’ of the work, this cannot be regarded as volunteering. However, anyone who volunteers should certainly have all legitimate expenses arising out of their activities reimbursed by the organization that involves them; this is important, as it prevents them from being out of pocket as a consequence of their involvement—and therefore helps to ensure that people with limited financial resources are not excluded from volunteering.

2. It is undertaken of one's own free will. Free will is a basic tenet of voluntary action, but people who volunteer seldom do so entirely voluntarily. They are usually under some pressure, either from their peers or from their own feelings of social obligation. However, this criterion does help to distinguish genuinely voluntary volunteering from situations where there is explicit external coercion of the individual: for example, where schools require pupils to volunteer; where the employees of a company with an official volunteering scheme are required to take part (and the “volunteering” is entered on the person’s employment record); or where governments offer young men the chance to do community service as an alternative to military service.

3. It brings benefits to a third party as well as to the people who volunteer. This criterion helps to distinguish volunteering from a purely leisure activity such as playing football (although playing football to raise funds for a good cause might fall within the definition). This toolkit adopts a broad interpretation of beneficiaries: It includes friends, neighbors, and such abstract notions as “society” or “the environment,” only

excluding the immediate family of the person who volunteers. This enables mutual aid and participation in a political party or single-issue campaign to be treated as forms of volunteering that are just as valid as providing services.

These three criteria provide ample space for the full range of volunteering. It would be a mistake to insist that volunteering can only take place through an organization of some kind—nonprofit, governmental, or private—as such a criterion would exclude a great deal of mutual aid as well as the vast amount of unmanaged help that goes on between neighbors and friends.

Similarly, it is not suggested that volunteering should always involve a substantial, regular, and long-term commitment, as this criterion would ignore the sporadic nature of much volunteering, managed and unmanaged.

The four types of volunteering

By applying the above criteria to the myriad activities that make up volunteering, it has been possible to propose four basic types of voluntary activity. These are intended to be working definitions only, and in practice there is considerable overlap between them. Each of the types of volunteering listed below can be managed (that is, carried out through an organization) or unmanaged (that is, carried out as loosely organized or spontaneous community action or as an individual initiative).

1. Mutual aid (also called self-help). In many countries of the world, mutual aid is the dominant system of social and economic support for much of the population: In Kenya, for example, the *harambi* tradition is vital in the provision of health care, water, and education; in India, villagers jointly manage resources, such as forests and wells, and jointly repair roads. Mutual aid is also widespread in industrialized countries, particularly in the form of organizations set up by a group of people all affected by the same problem, such as unemployment or a specific illness. Although self-help meets the three criteria outlined above, its practitioners rarely describe what they do as “volunteering.”

2. Philanthropy or service to others. People give service to the community as a whole—for example, by visiting,

befriending, teaching, and mentoring others—rather than to a specified group to which they themselves belong. Much of this type of volunteering is carried out through nonprofit and statutory organizations, and is therefore more widespread in industrialized countries, where such organizations are more numerous.

3. Campaigning and advocacy. People volunteer out of a desire for social change and social justice: for example, activism in an environmental movement; advocacy on behalf of people with disabilities; a group of tenants lobbying for improvements to be made to a housing estate; or the worldwide campaign to ban landmines, which is estimated to have involved 300 million volunteers in a hundred countries.

4. Participation and self-governance. People become involved in the processes of governance: for example, as committee members of their village water and sanitation project, as elected local representatives, or as members of government consultative bodies. This type of volunteering is found in all countries, but it achieves its most developed form in those with a strong tradition of civic society.

Adding the detail

The three criteria and four types described above are offered as the basic building blocks for a definition of volunteering that is appropriate to a specific setting, whether it be a neighborhood, a province or an entire country. These are the bare outlines, but it is up to users to add the details that are specific to the volunteering culture of that setting. They will need to ask themselves questions like:

- Is there a distinctive tradition of unmanaged volunteering/mutual aid? Conversely, does managed volunteering exist to any large extent? Users will need to know something of the social history of voluntary action in the area they are surveying.
- How much influence does the dominant religion (or religions) have on volunteering? Some religious traditions regard altruistic behavior, such as volunteering and giving money, as something to be kept private—which presents an immediate problem for anyone wishing to conduct a survey of volunteering.
- How much interest do national and local government already take in volunteering?

- How much interest does the business sector take in volunteering?
- Is it culturally appropriate to talk to women and young people?

Armed with a culturally appropriate definition of volunteering, users will now be ready to ask how much of it takes place, who does it, and what kind of tasks are involved.

The following chapters will show how users can employ these general principles to plan, design, and carry out a survey of volunteering in their country or other chosen area. To be effective, a survey must be methodical, so Chapter 2 looks in detail at the all-important planning process.

Chapter 2:

Planning the research

Carrying out a survey of volunteering, whatever its scope, is a complex exercise that demands careful forward planning. Three basic principles should, it is suggested, inform the planning process:

1. Establish why the survey is needed. Make sure that information about volunteering is really needed; identify the people who might use such information; and define the objectives of the survey with the needs of those users in mind.

2. Do not reinvent the wheel. Profit as much as possible from the experience of others before organizing new research. This means using (i) existing sources of information about volunteering, and (ii) institutions that regularly conduct research into volunteering (see Appendix II: Useful resources on volunteering).

3. Treat the survey partly as an adventure and partly as a business venture. Users should balance the intellectual challenge of exploring unknown territory by means of a survey against the need to deliver usable results. On the one hand, if a survey is not motivated by some kind of exploratory urge, its target audience might not regard the findings as particularly novel. On the other hand, users need to take the time to assemble their resources, design their survey, and devise a strategy, or they will fail to meet their objective.

Based on the above principles, this chapter proposes a planning process consisting of four stages:

1. Decide on the purpose of the survey: What “product” will be created?
2. Look at the existing sources of information about volunteering, and decide on how to collect the new material needed to obtain a useful picture of volunteering.
3. If desired, look for institutions or individuals interested in collaborating on a survey. There are many advantages to carrying out research of this kind in partnership with others: For example, it makes possible the sharing of expertise and resources.
4. Identify and assemble the resources needed to carry out the survey.

I. DECIDE ON THE PURPOSE OF THE SURVEY

A survey is not just about gathering information for its own sake; it must deliver a specific “product.” The findings will not be self-explanatory. They must be organized into a coherent report designed to meet the needs of specific audiences.

Users must therefore look at their objectives and their resources and decide upon what kind of “product” they can realistically deliver. However, they should not let the research methods they have decided to use determine the nature of this final product. Research methodology is a means to an end, not an end in itself. The choice of method should depend on what the final product is going to be, not the other way around.

Deciding on the final product should involve the following steps:

- Identifying the people who will use the information produced by the survey: for example, policymakers, government officials, nonprofit sector staff, the academic community, grantmaking foundations, the media, civic leaders and activists, and people who volunteer.
- Identifying the specific type of information each of these users needs: For example, the government might want to know where the problem areas are in supporting volunteering, the media may want to know about the extent of volunteering, and the nonprofit sector may be more interested in the motivation of the people who volunteer.
- Identifying the form of dissemination that will best meet those needs: for example, written reports, executive summaries, books, pamphlets, data sets, web pages, seminars, press conferences, and community workshops.
- Planning the creation of those products by listing the successive stages involved, the deadlines for completing each stage, and the resources needed at each stage; personnel, office space, equipment, supplies, and travel budget must all be included.

- Identifying the people who will produce and distribute the product: the writers, editors, graphic artists, web page designers, publishers, and printers.
- Drawing up a dissemination strategy: identifying special events—such as conferences, public meetings and exhibitions—that can provide a platform for publicizing the survey and marketing its products; organizing (or co-organizing) such events; and enlisting the cooperation of the media.

II. CHECK EXISTING INFORMATION

Before committing themselves to a survey, users should first check on whether any or all of the information they are seeking has already been collected by other bodies in the course of their regular data-gathering: for example, by government statistical agencies, national volunteer-involving organizations, youth organizations, charitable trusts, market research agencies, the media, or political parties. They should also study any surveys of volunteering that have been carried out in other neighborhoods, provinces, or countries to see if they can provide any help with the design of their own survey.

Users should consult the experts about where information on volunteering is located: It may, for example, be found in nonprofit sector publications, academic studies, government publications, and press reports. Users should then carry out a thorough review of these sources as part of their planning. This should enable them to do three things:

1. To identify the existing sources of information relevant to their survey.
2. To gain access to that information.
3. To work out how the research will fill the gaps in the information.

Identifying the existing sources

There may be information already available on specific aspects of volunteering: For example, government ministries of health, education, and social welfare may be able to provide data about the people who volunteer in their areas of responsibility; local government may have carried out surveys in their locality; nonprofit organizations may have information

about the people who volunteer in their chosen field of action.

Taken individually, these sources may contain only some of the information needed to construct a broad picture of volunteering. They may target only certain types of volunteering (e.g., social welfare) or certain types of people who volunteer (e.g., young people). For example, the World Values Survey, last carried out in 1995, asked respondents if they volunteered for a specified list of volunteer-involving organizations. The responses to this question would have enabled users to estimate the percentage of the population who volunteered, but not the total amount of volunteering they did.

These sets of information from different sources will need to be combined to create the bigger picture. The same information may well appear in more than one source, so users should take care not to record it more than once, as this could distort their findings.

Gaining access to information

Users should now prepare a list of information sources, preferably giving a separate page to each source. The following details should be recorded:

- The name of the source (e.g., National Population Census)
- The name of the organization that gathered the information (e.g., National Statistical Office)
- The period covered by the information (e.g., 1998)
- The format of the information (e.g., computer file)
- Physical location of the information and how to gain access to it (e.g., name and address of the institution where the information is stored; the fee, if any, required to gain access)
- A brief description of the contents, scope, and structure of the information (e.g., a survey of a representative sample of the population: 2–3,000 cases; data on volunteering: area of volunteering, frequency of volunteering during last year, demographic profile of people who volunteer)

Filling the gaps in the information

There are basically four ways of doing this:

1. Extrapolation. Users can extrapolate from the information already available. If, for example, they already know the total number of people in the area under study who volunteered during the past year, they could try to discover the average amount of time each person spent on volunteering by carrying out a rapid survey of a small number of organizations or even by asking local experts. This will enable them to make an estimate of the total amount of volunteering.

2. Targeted surveys. If it is known that volunteering in one part of the area under study has very different characteristics from volunteering in another part, using extrapolation would be unwise, as it might produce distorted results. A better solution is to carry out a medium-sized survey that targets, for example, a number of specific fields of voluntary activity or geographical localities; this would still require fewer resources than a full-scale survey.

3. Omnibus surveys. Commercial research firms and government statistical agencies sometimes offer “omnibus surveys” that enable customers to add a series of questions to an existing questionnaire (which typically asks about a wide range of social and demographic variables, plus questions chiefly of interest to commercial clients). These would give users access to the large population samples that such surveys can usually assemble, but the disadvantage is that the number of questions, and thus the amount of detail that can be obtained, is limited.

4. Full-scale surveys. However, if the existing information is incomplete or of poor quality, the only option is to carry out a full-scale survey. This kind of survey requires a sample that is representative of the population being studied and sufficiently large to minimize sampling error (that is, the extent to which the sample is *unrepresentative* of the population). Users will also need to find some way of ensuring an adequate response rate to their questions and an adequate quality of responses. For these reasons, a survey can require substantial resources and time.

III. FIND PARTNERS

Research often benefits from a partnership approach. In the case of a survey, it could enable users to profit from the expertise of others and to spread the burden of finding resources. Users should therefore aim to involve the various groups of people who will be using the information produced by the survey: for example, policymakers, government officials, nonprofit sector staff, academics, civic leaders, and people who volunteer. These groups can provide valuable help with the planning and implementation of the survey and with the dissemination of its results.

One of the most important stages in planning is to identify groups and individuals that might be interested in studying volunteering and secure their cooperation. The best way to do this is to set up an advisory committee as early as possible.

An advisory committee is a group of people whose skills and experience are useful to the survey and whose status in local society can give it legitimacy. Since each of these people will only be able to provide insights into certain aspects of volunteering, users should try to ensure that the members of the committee represent a broad cross-section of different interests.

Here are some general suggestions for interest groups that might be a source of members for the advisory committee:

- Government agencies responsible for public services that typically involve people who volunteer: e.g., ministry of the interior, ministry of health and social services, ministry of education and culture
- Government agencies responsible for the collection of statistical data: e.g., the census bureau, office of national statistics
- The nonprofit sector: e.g., volunteer-involving organizations, charitable foundations, international NGOs (non-governmental organizations)
- The private sector: e.g., companies or financial institutions that have social responsibility policies or are known to promote good causes
- Representatives of professional associations, trade unions, industry associations, and research associations
- Youth organizations

- Research institutions, especially those members of staff who concentrate on the nonprofit sector or on fields where volunteering is widespread, such as health, social services, education, labor relations, economic development, the environment, or human rights
- Molders of public opinion: e.g., media commentators, politicians, and writers
- Religious leaders

It is also a good idea to invite representatives of major funding agencies to serve on the advisory committee. Quite apart from its immediate practical contribution to the success of the survey, an advisory committee helps to build bridges between different interest groups that could prove useful for future joint ventures.

The main roles of an advisory committee include:

- Advising on the general characteristics of the survey, such as its scope or the expected outcomes
- Acting as a link between the research team, key institutions (government, the nonprofit sector, research institutions, business, the media, organized religion, etc.), and the community at large
- Helping to find the necessary resources
- Helping to give the survey legitimacy
- Helping to disseminate the results

Members of the advisory committee should be visibly involved in the key events marking the progress of the survey: the fundraising, the official launch, the press conferences, and the publication of the report.

IV. ASSEMBLE THE RESOURCES

The resources needed to carry out a survey of volunteering can be divided into three broad categories:

1. Human. The people whose skills and experience are needed to achieve the objectives.

2. Organizational. An administrative framework that will enable users to coordinate the work of the people involved in the survey and their interaction with other institutions and with the public.

3. Material. The funds required to pay the people working on the survey and to obtain the equipment, office space, and supplies they need.

The success of the survey depends upon users being realistic about what they can achieve with the resources at their disposal.

To make their survey as cost-effective as possible, users can:

- Carry out a joint survey with another organization or organizations (see below).
- Choose the most economical research method (see Chapter 3).

Here are some suggestions for how to strike a sensible balance between objectives and resources:

- Draw up at least two alternative plans for the survey. Plan A should be for achieving all the objectives that users would *ideally* like to meet. Plan B should be for meeting the minimum objectives that will produce satisfactory results.
- Identify the resources needed to carry out Plans A and B. Look first at different ways of carrying out each plan: For example, method 1 might be hiring a private research firm; method 2 might be cooperating with a research institution or a government agency; and method 3 might be setting up a special task force to design and carry out the survey. Then calculate the amount of resources each method might require.
- Investigate the conditions, if any, imposed by the potential providers of funding: For example, some may fund research by a public or nonprofit agency, but not by a commercial firm or a task force. Other providers may restrict their funding to specific fields of activity (or may require these fields to be added to the survey as a condition of funding). There might also be special requirements regarding the final product: Specific institutions or people may have to be involved in creating it, or the needs of specific audiences may have to be addressed.
- Match the available resources with those required under specific plans. Choose the best plan that can be achieved with the resources at hand; this means that, if users find that they are spending too much, they can still scale the plan down to a lower level. But if they opt for the minimum plan, they may

have insufficient room to maneuver without sacrificing the quality of their research.

When seeking supporters, users should look for:

1. *Institutions that can carry out the survey as a part of their regular activities*

Examples might include:

- *Government agencies responsible for collecting statistical data.* These agencies could be encouraged to add a few questions about volunteering to existing national surveys.
- *Universities and research institutions.* Users could collaborate with these institutions and thus share the cost; the institutions may also be able to offer students or people who volunteer to help conduct the survey.
- *Commercial research firms.* These carry out various types of research, including omnibus surveys, in return for a fee. An omnibus survey costs considerably less than a stand-alone survey; if users are from a nonprofit organization, they may be able to negotiate a reduced fee.

2. *Institutions interested in volunteering that have the resources to fund a survey, but not the desire to carry it out*

Certain institutions may be more interested in commissioning others to carry out a survey of volunteering than in carrying it out themselves. Examples might include:

- *Human service agencies*, such as hospitals, social services departments, and churches, that might be interested in adding value to their services by involving people who volunteer
- *National nonprofit organizations* that involve people who volunteer
- *Charitable foundations* with a known interest in voluntary activity
- *Political organizations*, such as political parties, advocacy groups, and human rights organizations, that are interested in stimulating popular support for their causes, or perhaps in mobilizing more members

- *Business organizations*, especially large corporations that are interested in public relations and in developing links with the community
- *The mass media*, such as the press or television

An effective way of obtaining the support of these institutions is to offer them public recognition: for example, by listing them prominently in the survey report or by inviting them to sit on the advisory committee.

If users succeed in attracting support from a major institution, the question may well arise as to who “owns” the survey and its products: Is it the major funder or the partnership jointly? This is a matter that sometimes needs delicate negotiation.

Once users are sure of their funding and have drawn up their business plan, they are now in a position to set up a team and begin the task of designing the actual survey—which is the subject of the next chapter.

Chapter 3:

Designing the survey

This chapter offers advice on how to design the survey instrument; that is, the actual list of questions that users will put to respondents in a survey of volunteering.

The most important criteria for any survey are that it should be *reliable* (that is, it records the information correctly) and *valid* (that is, it records the right kind of information). This chapter, therefore, explains how to avoid the following problems:

- Problems of reliability caused by inadequate sampling
- Problems of reliability caused by imperfect information
- Problems of validity caused by ambiguity over what constitutes volunteering

The minimum requirement for a survey is that it should record the *extent* and *distribution* of volunteering; in other words, how much time people give and the type of voluntary action they choose. However, for certain purposes—such as designing a campaign to encourage people to volunteer—it can be equally important to discover what kind of people volunteer, what motivates them to get involved, and what rewards they get out of their volunteering. The final section of this chapter looks at how to survey these subjective aspects of volunteering.

I. BASIC PRINCIPLES

How a survey is designed will depend to a considerable extent upon the complexity of what is being studied. Even so, it is sensible to keep the survey instrument as simple as possible to ensure as high a response rate as possible. If tempted to ask a large number of questions, users should ask themselves, “Do we *really* need all this information?” Shorter surveys are more likely to generate good responses.

As with other types of population research, the study of volunteering presents practical difficulties in that many of its most important characteristics cannot be observed directly. So it is necessary to use indirect methods:

1. Instead of observing the entire population, observe only a selected part of it, known as a “sample.”
2. Instead of observing the volunteering itself, rely on the respondents’ reports of their own activities and motives.

The indirectness of these methods can, however, undermine (1) the reliability of the measurement and (2) its validity.

Reliability

Researchers can pose a threat to the reliability of the survey by making sampling errors. Observation based on samples is reliable only when the sample has the same composition as the population as a whole. But that is not invariably true. Each time the researchers draw a sample, its composition changes. Sometimes it is close to that of the population, sometimes it is not. As a consequence, each sample yields a different measure of what the researchers are trying to survey.

The respondent can pose a threat to reliability by having a less-than-perfect memory. Our recollection of an event is affected by the length of time that has passed and our attitude to the event; we usually recall things that happened recently more accurately than those that happened some time ago, and we recall things we regard as important more clearly than those we consider unimportant.

Validity

The problem of validity arises when researcher and respondent have different ideas about what is being investigated. As shown in Chapter 1, volunteering is an ambiguous term; not everyone will necessarily agree that a particular activity is volunteering.

Consider the following examples:

- Property maintenance, such as taking part in the management of one’s apartment block or a community clean-up campaign

- Participation in social movements, such as environmental or human rights campaigns and those dealing with gender issues
- Participation in activities related to one's job that are expected by the employer yet are outside one's job description or regular working hours, such as community outreach or fundraising campaigns
- "Neighborly help"— that is, more or less spontaneous acts of helping neighbors, friends, or colleagues (e.g., child care, supporting people living with HIV/AIDS, helping flood victims)

Since not everyone regards these activities as "volunteering," some respondents will include them in their reports and others will not. This may lead to the under-reporting of volunteering, thus undermining the validity of these self-reported measurements.

Following are a few suggestions on how to avoid the following problems:

- Problems of reliability caused by inadequate sampling
- Problems of reliability caused by imperfect information
- Problems of validity caused by ambiguity over what constitutes volunteering

II. PROBLEMS OF RELIABILITY CAUSED BY INADEQUATE SAMPLING

Survey techniques based on sampling have by now been more or less perfected and generally do not pose any serious problems. As already noted, the key to success in using these techniques is to choose a representative sample that allows users to make an accurate estimate of a population parameter. "Representative" here means that each element of the population has a known probability of being selected for the sample, although that probability may or may not be the same for each element. Knowing that probability allows researchers to address the problem of unreliability by simply estimating its range. In other words, although they cannot eliminate fluctuations from their measurements, they can at least estimate their range. By estimating the range of error to be, say, plus or minus 3 percent of a given value for the parameter in question, researchers are saying that their

estimates of that parameter would change each time they repeated their measurement by drawing a different sample, but that most of the time the range of that change would be no more than plus or minus 3 percent.

Estimating the likely range of error is the solution to the unavoidable problems of reliability associated with sample-based techniques. It depends upon the researcher's ability to choose a sample of the population whose elements have been selected with a known probability. To do this with accuracy requires a knowledge of the entire population from which the sample is drawn. For this reason, sample-based techniques have been most successful in places that have effective statistical systems providing a range of information about the population and its geographic, demographic, and socioeconomic distribution. If users are in such a place, they should perhaps think about delegating the task of drawing a representative sample to a specialist agency, leaving them free to concentrate on the design of the survey.

However, users in places where comprehensive statistical information does not exist face two challenges:

- Inadequate information about the population and its distribution makes it difficult to assemble an adequate "sampling frame"—the list from which the sample to be used in a survey is drawn.
- The absence of alternative sources of information can lead to inadequate sampling, because no independent verification of the results is possible.

The following section is intended primarily for users in places where there is no strong tradition of conducting surveys. Many cities, provinces, and countries have a range of institutions that carry out surveys, including government statistical agencies, universities, and private research firms. Users in those places are encouraged to use these institutions to assemble their samples—hence they may simply skip this section.

Defining the sampling frame: three approaches

Developing the sampling frame is perhaps the most important task in designing a survey. It involves identifying the population of respondents, or "units of observation," from which the survey sample will be

drawn. Without an adequate sampling frame, users cannot be sure that the units of observation have been chosen randomly; that is, that all elements have a known probability of being selected to the sample. This means that they cannot use the survey results to estimate the broader dimensions of volunteering.

The effectiveness of the sampling frame will depend on (1) what the unit of observation is and (2) how accurately those units have been recorded locally or nationally. Users should choose the unit of observation that can not only provide the most reliable information about volunteering, but that can also be selected from a reasonably complete inventory of elements representing this unit.

There are two kinds of units of observation: individuals and various groupings of individuals (such as couples, households, organizations, communities, or nations). The unit used most frequently in surveys is individuals. This is because most surveys set out to discover people's opinions, preferences, or beliefs, and asking individuals is the most reliable—and often the only—way to find this out.

However, volunteering is largely a social activity. Thus it can be observed by other people, who may keep a record of their observations. Therefore users are not limited to investigating individual respondents, but can use other sources of information about their behavior. These other sources may include information about households, organizations, and geographically defined communities.

Person- or household-based sampling frame. Volunteering is also an individual act, and therefore individual people are often chosen as the unit of observation for surveys of volunteering. This will only work if users have a fairly comprehensive list of all individuals (for example, from official records) and the people on that list can be easily contacted. If this is not the case, another unit of observation from which they can draw their sample is the household, which is usually easier to contact than an individual. Each member of a household usually has some idea of what the other members have been doing (although the information they can provide is not always wholly reliable). Even if a comprehensive list of households does not exist, the number of them in a particular area can be estimated fairly accurately by direct observation.

Organization-based sampling frame. A great deal of volunteering takes place through some kind of organization, such as a local nonprofit group, a church, a hospital, a neighborhood association, or a cooperative. Like households, organizations tend to be more permanent than individuals, and are therefore easier to contact. More importantly, organizations usually keep written records of their activities, and these can be a more reliable source of information than the human memory. When measuring volunteering, a survey of organizations can be a useful alternative to a population survey—although, of course, it will fail to detect the vast amount of volunteering that does not take place through an organization.

To develop a sampling frame of organizations, users need a comprehensive list of the organizations in the area under study. For example, many government agencies maintain inventories of nonprofit organizations, cooperatives, and religious bodies. If there are no official lists of certain types of organizations, such as informal groups, users should try to make a reasonable estimate of their number.

If no comprehensive list of organizations is available, users can sometimes construct a sampling frame from several different sources. Government agencies often compile lists of organizations active in the fields over which they have jurisdiction, such as health, social services, education, or economic development. Another possible source is the directories of organizations compiled by "umbrella bodies," particularly in the health, education, and nonprofit sectors. There may also be directories of private-sector organizations.

Because these various sources of data may overlap, users must cross-check them carefully to avoid duplicates.

Geographically defined communities. Finally, a geographically defined community can be a useful unit of observation when surveying volunteering. Users can measure the amount of volunteering that takes place within the boundaries of a sample of communities, and then use that information to estimate the amount of volunteering in the entire area under study. To enable a sample of this kind to be drawn, however, it must be possible to divide the area into identifiable types of geographical community. Fortunately, government agencies or market research firms have often developed

geographical information systems (GIS) that divide areas into small geographical units, such as administrative subdivisions, postal codes, school districts, or communities sharing similar socioeconomic characteristics (income level, employment, settlement type, etc.). A list of all such geographic entities constitutes the sampling frame from which a sample of communities is drawn, preferably by the method of stratified sampling (see below).

If users choose communities as their unit of observation, they must be able to measure adequately all the volunteering taking place within the boundaries of the selected communities. They could survey all the households in these communities, but that might be costly and impractical. Or they could survey all the organizations that serve as conduits for volunteering, such as government agencies, nonprofit organizations, cooperatives, churches, community associations, etc. These organizations can be identified through the “snow-balling” technique, which involves the following:

- Compiling an initial list of organizations that may serve as conduits for volunteering in the target areas, using official registries, directories, and contacts with knowledgeable individuals working in the neighborhoods
- Carrying out a systematic survey of all the organizations thus identified, seeking information about the volunteering activities they sponsor and also about any other organizations in the same neighborhood engaged in similar tasks
- Adding the new organizations to the list of respondents
- Surveying these additional organizations to determine the amount of volunteering they sponsor and to identify additional organizations in the neighborhood engaged in similar tasks
- Repeating the same process until no new organizations are discovered

Selecting a sample

Once users have identified the sampling frame for a survey, they are ready to draw a sample from it. The basic rule is that every unit of observation should have a known probability of being included in the sample. That probability may be the same for every respondent in the sample, or it may differ according to the type of respondent. The reason for assigning a greater probability of being selected (known as “over-

sampling”) to types of respondent that may represent only a small minority of the population is to ensure that a sufficient number of them are included in the sample. For example, the number of people from a specific ethnic minority may be very small, yet their habits of volunteering and giving could well be very different from those of the rest of the population, so users need to include a sufficient number of such individuals in the sample. Yet, because of the rarity of people from this ethnic minority, it is quite possible that a small sample may not include any such individuals. In these cases, the individuals in question must be assigned a greater probability of being selected than the rest of the population.

Two basic techniques are available for selecting samples: simple random sampling and stratified random sampling.

Simple random sampling involves selecting units of observation (individuals, households, organizations, or communities) at random directly from the sampling frame. This approach works best where (1) there are no great differences between the units being sampled or (2) where all the groupings are large enough for users to be confident that enough of them will be included in the sample to make generalizations about them possible. Obviously, the larger the sample, the more likely this is to be the case. However, where the sample size is limited, for whatever reason, or where there are types of unit that are few in number but are important to include, then simple random sampling should not be the preferred approach.

Stratified random sampling works best where the population can be divided into distinct subgroups and arranged according to which group they belong to. For example, if the population of an area consisted of two large religious groups (say, Protestants and Catholics) and two much smaller ones (say, Rastafarians and Buddhists), and if the volunteering behavior of each group differed from that of the other groups, users would want to make sure that each group was adequately represented in the sample. To achieve that, they would need to “stratify” the sampling frame: that is, divide it into subgroups according to religion, and then draw a proportional share of respondents from each subgroup. So if the area had a population of 1 million, of whom half a million were Catholics, 400,000 were Protestants, 60,000 were Buddhist, and 40,000 were Rastafarians, and users wanted to select a sample of 1,000 respondents (giving a probability of selection

for each respondent of 0.1 percent), they would select 500 Catholics, 400 Protestants, 60 Buddhists, and 40 Rastafarians.

Simple random sampling can be used if the units of observation are individuals or households, and if users know little about how the population is distributed by subgroups. If they are using geographical communities as units of observation, stratified sampling seems more appropriate, as the characteristics of geographical areas are usually known and can thus be used to divide the sampling frame into distinctive groups. Organizations can be sampled by means of either method, depending on the characteristics of the group of organizations being studied. A large group of relatively similar organizations can be sampled by the simple random method, whereas a smaller group of highly diverse organizations requires the stratified method—provided a sampling frame is available that will enable users to classify all the organizations into homogenous groups according to such characteristics as field of activity, legal status, foreign or domestic origin, rural or urban location, or affiliation with a particular ethnic, religious, or political group.

III. PROBLEMS OF RELIABILITY CAUSED BY IMPERFECT INFORMATION

Unlike the problems discussed in the preceding section, which primarily arise from the techniques used by researchers, those discussed in this section originate mainly from the source of the information: the respondent. They occur in situations where respondents do not have reliable records of the behavior under investigation, and where the information they provide is therefore affected by the passage of time, by their attitudes toward the subject of the survey or the researchers themselves, or by the shortcomings of their memories.

A typical situation is where respondents cannot adequately recall all their volunteering acts or their duration, especially if the time frame is quite broad (e.g., the last few years). Narrowing the time frame might improve their ability to remember, but could also raise another problem: the fact that responses may differ according to when the researchers ask the question. Volunteering is not necessarily a regular activity, but often depends upon the circumstances: for example,

the time of year (certain seasons may demand greater volunteer input) or the recent occurrence of a natural disaster. Thus, if users wanted to estimate a typical amount of volunteering per year, they might get different responses according to when they carried out the survey. If most volunteering takes place in the spring and the survey takes place in the winter, respondents may not be able to remember how much volunteering they did. If the researchers tried to correct this by narrowing the time frame and asking about volunteering during the past month, the results would be even more misleading.

This problem may be less severe if the unit of observation is the organization, because organizations typically keep some form of written records. However, these records might be unreliable for other reasons: for example, if the organization is under heavy pressure to mobilize people to volunteer, or is simply not very competent at keeping records.

Another threat to reliability can be the absence of a “survey culture.” In some places, surveys and polls are now so common that most potential respondents will know what the purpose of interviews is and what kind of information questionnaires expect them to provide. However, in places where surveys are rare, this “survey culture” may not have had a chance to develop. Some people may therefore mistrust surveys and refuse to take part in them. This is a particularly serious problem when measuring volunteering, for participation in a survey is itself a form of volunteering, and those who refuse may well be the people who do not volunteer either. As a result, the sample will contain a disproportionate percentage of people who volunteer, leading to an overestimate of the total amount of volunteering in the country.

Secondly, for people unaccustomed to being the subjects of research, participation in a survey may be such an exceptional event in their life that it distorts the information they give. For example, respondents who wish to please or impress researchers may give them the information they think they want to hear.

Finally, respondents have a widely observed tendency to exaggerate when reporting behavior that is considered socially or politically desirable, such as attending religious ceremonies, and to downplay behavior seen as undesirable. This tendency has obvious relevance to a national survey of volunteering.

There is no standard method for dealing with unreliability caused by the respondent; users will have to find solutions to meet the specific circumstances. There are, however, some rules of thumb:

- Start by obtaining some general information about the pattern of volunteering, especially its seasonal fluctuations. Conduct the interviews immediately after the volunteering “season,” while respondents can still remember clearly what they did. Alternatively, the interviews could be scheduled for different seasons to cancel out the effect of these irregular patterns of volunteering.
- Keep the questions simple and specific. Rather than asking “How much volunteering did you do during the past season?” ask respondents if they carried out specific activities, and if so, when, how often, and for how long (see below).
- Take a neutral stance—avoid using emotive terms that might arouse unduly positive or negative feelings in respondents. This is particularly desirable when asking about activities that some may view as controversial, such as helping excluded people (e.g., people living with HIV/AIDS, refugees, or unpopular minorities). Reassure interviewees that their responses are confidential and will not be revealed to anyone; if there is any indication that they are falsifying their responses, probe for more details.
- If possible, use trained interviewers over postal surveys. The superior quality of the information gathered definitely justifies the extra cost. It is a good idea to mobilize volunteer interviewers locally—for example, from youth organizations and women’s clubs—and have them trained and managed by a professional researcher.
- Work hard to win the trust of the respondents; for example, ask prominent local people—community leaders, activists, teachers, clergy, etc.—to introduce the interviewers to the community and explain the purpose of the survey.
- If the unit of observation is the household or the organization, ask the interviewers to verify, if possible, the information they have obtained with another representative of that organization or household. They should also inspect any written records that are available.

IV. PROBLEMS OF VALIDITY CAUSED BY AMBIGUITY OVER WHAT CONSTITUTES VOLUNTEERING

Different people have different ideas about what volunteering is—and their ideas might be different from those of the researcher. For example, some respondents may regard giving blood as volunteering, whereas others may not. Moreover, the researcher may not know what specific activities respondents have in mind when they report on their volunteering. This may lead to a situation where researchers are measuring something rather different from what they think they are measuring

As already mentioned, one way to minimize this type of problem is to use a definition of volunteering that will be meaningful to all the respondents in an entire country; it is to be hoped that in those countries with an International Year of Volunteers committee, a working definition might emerge during 2001. Even so, users need to find ways of eliminating, or at least reducing, situations where the responses are of dubious validity because respondents are simply uncertain about what kind of information is being sought.

What is needed is a technique that relieves respondents of the responsibility of guessing what kind of behavior they are supposed to be reporting. Instead, the questionnaire should list various clearly defined types of behavior that are relevant to the survey, and then ask the respondents whether they have engaged in these forms of behavior and, if so, for how long.

In other words, users should avoid using the word “volunteering” or similar terms in the survey. Instead, they should list activities that might be considered as volunteering, ask the respondents to say whether they have engaged in these activities, and then record their responses without classifying them as “volunteering” or not. In this way, the decision about whether a particular activity should be regarded as volunteering lies with the user of the survey findings, not with the respondent.

For this approach to be effective, there are two key requirements:

1. First, the types of behavior on the list must cover the entire range of what could possibly be considered as volunteering within the area under study. That includes activities where there may be some debate about whether they are volunteering or not.
2. Second, the forms of behavior must be described neither too generally nor too specifically. Too much detail would make the survey instrument long and cumbersome. Too little detail creates ambiguity and invites the respondent to engage in guesswork, which defeats the object of this approach.

For example, users should not ask, "Have you distributed meals or blankets to the victims of the last volcanic eruption?" or "Have you guarded your own and your neighbor's cattle from being attacked by predators?" Nor should they ask, "Have you helped those less fortunate than yourself?" or "Have you defended your community from harm?" Instead they should ask, "Have you helped the victims of a disaster by providing them with the resources they need?" or "Have you tried to protect people and animals in your community from danger?"

A comprehensive list of suggested questions about behavior that researchers could ask is given in Appendix I. Additional follow-up questions may concern the social circumstances of each type of activity specified in the inventory and the respondent's motives for getting involved (see below).

Testing for validity

Once the list of relevant activities and follow-up questions has been compiled, users should test the survey instrument for validity. This test must answer two questions:

1. Is the list comprehensive? That is, does it list all the relevant forms of volunteering in the area under study?
2. Will the respondents find the definitions clear and unambiguous?

The first question can be answered by consulting people who are knowledgeable about the forms of volunteering in the area concerned: for example, the

staff of volunteer-involving organizations, community leaders, government officials, academics, and leaders of community-based organizations. There are two ways of carrying out these consultations: individual and collaborative. In individual consultations, the people concerned are simply presented with a list of types of volunteering and asked to comment on the completeness of that list and the clarity of the descriptions it contains. A collaborative consultation can take the form of the so-called "Delphi method" or a focus group. In the Delphi method, each individual is presented with the comments of the other people consulted and has a chance to react to those comments, but can only do this through a facilitator. In a focus group, the people being consulted are brought together in the same room and can interact directly.

The Delphi method is preferable in situations where a quick turnaround is required, or where direct interaction may generate conflict. The focus group is preferable in situations where group interaction (e.g., "brainstorming") is more likely to be successful in breaking an impasse or generating an innovative solution. For the purpose of testing the validity of a survey instrument, the Delphi method is sufficient and in most circumstances less costly.

To test the clarity of the descriptions, users should try to involve a sample of actual respondents, from a range of social and educational backgrounds. The purpose of this testing is to find the correct wording for each description and to include clearly understood examples. This could, for example, be done by setting up a focus group in which respondents are presented with descriptions of volunteering and are asked what they understand each description to mean. This will indicate whether the description fits the actual forms of behavior in question, whether there are cultural or personal barriers to reporting particular forms of behavior, whether there are cultural or personal incentives to provide distorted answers, etc. Users should revise those descriptions about which doubts persist.

V. RECORDING THE SUBJECTIVE ASPECTS OF VOLUNTEERING

Solving the above-mentioned problems of reliability and validity should enable users to compile a survey instrument that will provide the minimum information needed to assess the amount of volunteering in the area under study.

That information can be augmented by the following material:

- Sociodemographic information, such as the respondent's age, sex, ethnicity, level of education, income group, place of residence, religious affiliation, etc.
- The social setting of volunteering, such as when the respondent began volunteering, who the people who volunteer alongside them are, how people are usually introduced to volunteering in the respondent's community, the obstacles to volunteering in the respondent's community, the forms of volunteering in the respondent's community, etc.
- The respondent's attitudes toward volunteering: their motivations for getting involved, the rewards they derive from volunteering, its significance in their life
- Key social/political issues, such as the respondent's political orientation and political participation, their views about civil society, social justice, and religiosity

Users should aim to include sociodemographic information about the respondent in every survey. If the survey is of the "omnibus" type organized either by a government agency or by a private research firm (that is, if a block of questions about volunteering is being added to questions about other topics), questions about standard sociodemographic variables will almost certainly be included in the instrument already, and the information will be available to everyone who has inserted questions in the omnibus. But if the survey is designed specifically to measure volunteering and is not combined with any other instrument, users should add some sociodemographic questions, preferably after the questions about volunteering behavior. These

sociodemographic questions should follow the standard format used in surveys in the area concerned.

Knowing the social circumstances of volunteering and the respondent's attitudes toward it can add important dimensions to one's understanding of the subject. For example, this information can be very helpful when developing public policies designed to promote volunteering and to direct it toward the provision of the services most in demand. Therefore, users are advised to include questions about social settings and personal attitudes in any survey measuring the extent of volunteering. The problem is that these questions will add considerably to the length of the instrument, thus making it more demanding to complete. The researcher should therefore carefully balance the benefits expected from these additional questions against the added cost of including them.

These questions about attitudes and social setting should be phrased so that they make sense in the local context. Users are not advised to include standard questions as used in other surveys, as they may simply be inappropriate for local conditions. Having said that, the questions should still be able to provide the information needed to answer some of the most basic research questions about volunteering, such as:

- How important are social networks—family, work contacts, friendships, religious affiliations, participation in social events—in mobilizing people to volunteer?
- How important are social networks in sustaining voluntary action?
- What social attitudes are associated with volunteering? (e.g., trust, altruism, empathy toward fellow human beings, tolerance, a sense of obligation, peer pressure, the desire for credentials)
- What social behaviors are associated with volunteering? (e.g., voting, political activism, entrepreneurship)
- What political attitudes are associated with voluntary action? (e.g., liberalism, conservatism, concepts of social and economic justice)
- What religious attitudes are associated with voluntary action?
- What cultural attitudes are associated with voluntary action?

Asking questions about these subjective aspects of volunteering, however, does not necessarily require a very large survey. Users can employ more modest means, such as in-depth interviews or focus groups with selected individuals; in fact, these usually provide more usable information about these aspects of volunteering than large surveys.

Therefore, when planning a survey, users should distinguish between two major objectives: (1) measuring the amount of volunteering in an area and (2) measuring the subjective dimensions of volunteering. These objectives call for different methodologies, respectively (1) an area-wide survey based on a sufficiently large representative sample and (2) targeted interviews and focus groups with selected representatives. This is not to suggest that the subjective aspects should be ignored entirely in surveys. If questions on these matters can be included relatively easily, they can provide useful information. But if only a limited number of questions can be included in a survey, as is the case with government-sponsored or commercial omnibus surveys, questions about the objective dimensions of volunteering (its extent and distribution) should take priority over the subjective aspects. There are other ways of measuring the subjective aspects, but not the objective dimensions.

The advice given in this chapter should enable users to design a survey instrument that is as valid and reliable as possible under the circumstances. The next task is to carry out the actual survey and to process the results. This is the subject of the next chapter of this toolkit.

Chapter 4: Collecting, processing, and disseminating the information

I. COLLECTING THE INFORMATION

If users' questions about volunteering are to be attached to an omnibus survey, the agency in charge will usually have a well-established strategy for conducting surveys. In such cases, the agency will simply deliver the findings of the survey to the reader, accompanied by a short description of how the sample was selected and the survey was conducted. However, if users plan to conduct the volunteering survey independently, the following suggestions may be useful.

There are two main methods available for conducting a survey:

1. By mail
2. By trained interviewers, either in person or over the telephone

A third option is a diary in which respondents record their daily participation in specified activities over a certain period of time. Although diaries can sometimes supplement other methods, they are expensive and subjective and can often present logistical problems.

To avoid the problems of reliability and validity described in Chapter 3, interviews conducted by trained interviewers, either face to face or over the telephone, are the most effective. They offer the best chance of attracting a high rate of response and preventing the misinterpretation of information. Again, this method is expensive, but the quality of the information it obtains fully justifies the expense. Users can reduce the cost by using the direct entry method to process it (see below).

The team of interviewers should ideally be local people acting in a voluntary capacity, mobilized from, say, youth organizations and women's clubs and given training in research techniques. This will ensure a sense of local ownership of the survey, and thus reinforce its validity. As far as the size of the team is concerned,

users should bear in mind the cost of training a large group of interviewers and the problems of consistency of approach that may arise. It is important that the team be trained and managed by a professional researcher.

Ensuring a high rate of return

Users should plan the conducting of the survey so that seasonal variations or mistrust and incomprehension among respondents have the minimum effect on the quality of the findings. A low rate of return can result in findings that give an inflated idea of how much volunteering goes on.

Timing. Conduct the survey at a time when it will be possible to contact the largest number of respondents. This means avoiding major religious festivals; periods when people have increased workloads, such as harvest time; and the season of floods, hurricanes, etc. If there are major seasonal variations in volunteering activity, schedule the survey for the period immediately following the peak season, when respondents are more likely to be able to recollect their activities with some accuracy.

Be realistic about how long it will take to conduct the survey. Do not fix a publication date for the survey report that allows insufficient time for collecting and analyzing the information.

Trust. Train the interviewers to win the trust of the respondents. If necessary, brief the interviewers about local customs—although this will not be required if local people have been mobilized. Enlist support for the survey among community leaders or religious leaders: A word from a respected local figure can do much to persuade people to take part in the survey.

Understanding. Make sure that the respondents understand fully what the purpose of the survey is. The interviewers should reassure them that strict confidentiality will be observed. After the survey findings have been published, organize workshops to enable local people to discuss them.

II. PROCESSING THE INFORMATION

There are currently two main methods by which survey information can be collected by the interviewer and processed.

The traditional method involves two steps:

1. The interviewer writes down the information given by respondents on specially designed response sheets.
2. The information is entered into a computer file.

The disadvantages of this method are the potential for error when transferring the information from the response sheet to the computer, and the cost of hiring clerical staff to enter the information and verify it.

However, interviewers can now avoid these problems by using a personal digital assistant (PDA) such as a Palm Pilot, Mobilon, or Psion; these are often known colloquially as "palmtop computers." Instead of writing the answers on a printed form, interviewers can key them directly into a simple spreadsheet installed in the palmtop. The information can then be transferred electronically to a computer file at minimal cost and with little risk of clerical error. Palmtops cost US\$300–500 each, but they do offer considerable advantages over the traditional method of data collection described above.

The data matrix and the code book

Once users have assembled the information from the survey, they must convert it into a form suitable for analysis; in practice, this means the data should be computer-readable. The standard data format is a rectangular matrix, in which each respondent's answers are entered as a single row. Each answer is recorded as a number, which is assigned a fixed position in that row. The first position in the row is usually assigned to a unique number or code that identifies each respondent individually.

The entries made in the data matrix are codes representing responses to survey questions. To enable these codes to be understood and interpreted properly, they need to be described fully. Such a description is typically included in a code book that must accompany

the data matrix. The code book lists all the "variables"—that is, questions—used in the questionnaire, all the possible responses to the variables, and how individual questionnaires are coded.

The code book should contain the following information:

- The exact wording of the variables and the range of expected responses
- How the information from the respondents was entered into the computer file and the links between the variables and the responses on the file
- How refusals to answer questions, as well as any other type of missing information, were recorded and coded
- A description of any irregularities in the administration of the survey, and their sources
- A brief description of the methodology of data collection

The usual procedure is to treat each respondent as a separate unit of observation and to give them a unique identification number. This number should be permanently recorded on the sheet containing the respondent's answers, and also in the electronic data matrix. This enables an easy match to be made between the written records and their electronic copies, which is very helpful in data cleaning.

Data cleaning

Users who employ the traditional method of data entry—the manual transfer of information from the response sheets to a computer file—will have to "clean" the data. This involves checking for internal inconsistencies, responses outside the range of the question, incomplete answers, missing information, misplaced responses, etc. This should be done before entering the information into the computer and then again after it has been entered.

Users can greatly simplify the cleaning of data if they employ the direct entry method described above. This method requires a data entry editor, a computer application that accepts information from the user and stores it in a matrix format. The simplest data entry editor currently available is in Pocket Access, a database program supplied with palmtops that use a Windows CE operating system. To use the editor, the interviewer must first create a table and then define all the variables

that are to be entered. As each entry is made, the data entry editor will store that information in the file and proceed to the next variable. After all the variables have been entered, the editor will advance to the next respondent. Using this method, data cleaning is greatly simplified, as the interviewers can check the quality of the information while they are recording it.

III. DISSEMINATING THE INFORMATION

It is to be hoped that all the survey findings collected with the help of this toolkit will be made freely available, both nationally and internationally. Therefore, as soon as users have completed the survey they will need to draw up a dissemination strategy. The range of potential audiences for information about volunteering is wide—including, for example, government agencies, the research community, volunteer-involving organizations, schools, youth clubs, women's organizations, religious bodies, and the media—and different dissemination methods will be needed to reach each of these audiences. It is good practice to offer a range of products that go into greater or lesser detail: For example, in addition to the full survey report, an executive summary should be published.

The dissemination methods available fall into three main types: computer files (e.g., on CD or on a website), printed documents (e.g., report, executive summary) and special events (e.g., seminars, press conferences, community workshops).

Computer files

Users should transfer the data from the survey to a computer file that is accessible to researchers and other users anywhere in the world. For this reason it is important to make the “microdata” available, microdata being all the individual responses, not processed in any way.

Here are some general guidelines on how to prepare the survey findings for public distribution:

- The data should be cleaned and arranged into a commonly accepted matrix format, where the rows represent individual respondents and the columns represent the variables.
- The electronic data file should be stored using a commonly available format such as ASCII (either

“fixed format,” where each variable has a fixed position in a row, or “delimited,” where variables are separated by a special character such as a tab or a comma), DataBase, Access, Excel, or the format used by a standard statistical package such as SPSS or SAS. These packages allow researchers to store the definitions of variables and the labels for values on individual variables, and to define missing values.

- If users do not employ a statistical package, they should make sure that the data file is accompanied by a file containing the code book, the definitions of the variables, and the value labels.

Data files can be distributed in a variety of ways:

- By posting them on specially designed web pages for downloading
- By copying them to compact discs that can be distributed with research reports or ordered by mail
- By contributing the file to “data banks” that collect and distribute statistical information

Printed documents

A report based on the findings of the survey should now be prepared. The advisory committee, and if possible national and international experts, should be asked to comment on the draft report.

Here is a suggested format for the survey report:

- Summary of key findings
- Introduction: what users hoped to learn from the survey; the importance to governments of measuring volunteering; details of past national attempts to measure volunteering; local implications
- Guidelines on how to use the report
- Examples of the different types of information collected
- Examples of different research methods
- Definition of volunteering
- Boxed case studies
- Specific guidelines on measuring unmanaged volunteering
- Useful contacts
- Glossary of terms

In addition, an executive summary of the findings should be prepared.

Special events

If users have had the foresight to invite representatives of the press and the broadcast media to sit on the advisory committee, they will have made the task of publicizing the findings of the survey much easier. If this is not the case, they should now ask journalists to help them present the findings in a topical and newsworthy manner, preferably at a press conference.

Users should also organize workshops based on the findings, with the aim of generating debate among volunteer-involving organizations, researchers, and the wider community. These could be timed to coincide with national days, such as UN International Volunteers Day (December 5), or any event where social development is being debated. A topic that could be usefully discussed at these workshops would be how to measure the impact of the survey, not only on government policy (Did the findings inspire a national campaign to promote volunteering?) but also on volunteer-involving organizations (Did the findings lead to improved practice in the mobilizing, selection, placement, support, training, etc. of people who volunteer?). Another interesting topic might be what would have happened if the survey had *not* been carried out.

IV. THE SUMMING-UP

The advice in this toolkit about carrying out a survey of volunteering can be summarized under the following ten points:

1. Define the aims of the survey and its “products” carefully so that they meet the needs of the target audiences.
2. Enlist public support for the survey by using local resources: Set up an advisory committee and invite respected local figures to become members; involve local people in planning, carrying out, and publicizing the research.
3. Do not reinvent the wheel: Use existing information to the maximum possible extent.
4. Use scarce resources judiciously. Make a clear distinction between the objective and subjective

aspects of volunteering and use appropriate methods (national survey or interviews/focus groups) to study them.

5. If possible, leave the complex task of choosing a representative national sample to a specialist agency—or commission a trained statistician.
6. Think about alternatives to the individual respondent as the unit of observation: for example, households, organizations, and geographic communities.
7. Beware of ambiguity. When designing the survey instrument, do not put the respondents in the position of having to guess what they should report. Ask about specific types of behavior and record the answers. Let the data users decide which of these types qualify as “volunteering.”
8. Do not use the word “volunteering” or any similarly value-laden term in your questionnaire. Simple descriptive language will produce the most reliable results
9. Do not assume that everyone thinks the same way about volunteering as you do. Test your research instrument before launching the survey. Make sure that your questions are easily understood.
10. Make sure that your data, methodology, and results can be easily understood by other people, especially researchers from outside your geographical area who might not be familiar with local conditions. Provide ample documentation of all your methods and of any circumstances that may help others to interpret your data correctly.

Appendix I: Sample inventory of volunteering activities

This appendix reproduces a survey instrument that can be used for measuring the extent and distribution of volunteering. It is not put forward as a definitive instrument that will be suitable for all settings, but rather as a general indication of the type of questions researchers could usefully ask. Those who wish to use this type of instrument will need to adapt it to local conditions, rejecting some questions as inappropriate and perhaps adding new ones. There are likely to be particularly wide differences of opinion among countries about whether working on behalf of religious bodies or political parties can be considered volunteering.

The instrument is not based on any preconceived notion of volunteering, either on the part of the researchers or of the respondents. Instead, it proposes a list of activities that different people have associated with volunteering and asks the respondents if they have engaged in these activities. Their responses are reported in the microdata file in "raw" form, not labeled as "volunteering." The decision to include certain activities within the definition of volunteering while excluding others rests with those who use the data generated by the instrument described here.

Subsection I describes the format of the core part of the instrument and gives instructions for the interviewers administering it.

Subsection II is an inventory of the suggested basic activities that might be included in a survey instrument, grouped under different fields. *These items have not been tested for validity.* Users employing an instrument of this type are encouraged to carry out such tests in the context of the area where they propose to carry out the survey.

This appendix does not contain standard sociodemographic items, which are routinely included in most omnibus surveys.

I. FORMAT AND INSTRUCTIONS

The table below illustrates the organization of the sample survey instrument and the order of questions to be asked by the interviewer. It should be used as a reference for the instructions that follow it.

ACTIVITY <i>(Read each activity to respondent: If "Yes," ask questions; if "No," ask about next activity.)</i>	QUESTIONS			
	Did you engage in this activity in the past ____ months?	Who sponsored the activity? Check all that apply.	For each type of organization you identified, how many hours of time did you give?	Was any activity you identified performed in an area threatened by a disaster or armed conflict? 1 = disaster 2 = conflict
1. Did you help to . . . <i>[description of the first activity]?</i>	1. Yes 2. No	1. Government agency 2. Nonprofit organization 3. School—private/public 4. Hospital/clinic—private/public 5. Trade union 6. Political party/organization 7. Church/religious organization 8. Cooperative 9. Business firm 10. Spontaneous action of friends, neighbors, colleagues 11. Other (specify)	1. ____ hrs 2. ____ hrs 3. ____ hrs 4. ____ hrs 5. ____ hrs 6. ____ hrs 7. ____ hrs 8. ____ hrs 9. ____ hrs 10. ____ hrs 11. ____ hrs	1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 8. ____ 9. ____ 10. ____ 11. ____
2. Did you participate in . . . <i>[description of the next activity, and so on]?</i>	As above	As above	As above	As above

Instructions

Interviewer: Read the following instruction to the respondent.

People often do things to help others or to solve some problems in their community without being paid to do so or being required to do so by the authorities. I will read you a list of such activities. Please tell me, if during the past ___ months, you personally did any of the activities on the list. Report only those activities that required you to do something without being ordered to do it or without being rewarded for it. Do you have any questions before I start?

Interviewer: After making sure that the respondent understands the request, read the activities from the first column of the table. For each activity identified by the respondent, ask the following questions:

1. Did that require you to carry out some task or other? (*Probe for details if unclear, e.g., "What exactly did you do?"*)
2. Did you carry out that task as a part of your employment or by order of the authorities?
3. Did you carry out that task because someone offered you a reward, or because you asked for or expected to receive such a reward? (*Note: Symbolic prizes or the reimbursement of expenses incurred while doing the task do not count as "reward" for this purpose.*)

Interviewer: If the respondent's answer to all three questions is "No," mark the answer "Yes" in the second column of the table and proceed to the next question. After you have read all the questions listed in the table, go back to the first question marked "Yes" in column two and say:

I see that you did [*read the description of the activity*] during the past ___ months. Did you do that activity only once, or on several separate occasions?

Interviewer: If the respondent did the activity only once, ask the following questions in the specified order:

Was that activity sponsored or organized by an organization?

Interviewer: If so, ask:

What kind of organization? Was it a government, a school, a clinic or hospital, a non-governmental organization, a political party, a trade union or work-related association, a cooperative, or a business firm?

Interviewer: If not, ask:

Who then sponsored or organized that activity? Was it your family, friends, a group of neighbors, any other group of people?

Interviewer: Enter the appropriate answer in the third column, and ask:

Can you tell me about how many hours you spent performing that activity?

Interviewer: Enter the answer in the fourth column, and ask:

Did you do that activity in an area where there was armed conflict or a natural disaster (flooding, hurricane, fire, extreme weather)?

Interviewer: Record the answer in the last column. If the respondent performed this kind of activity on several separate occasions, go through the same set of questions for each separate occasion when the activity was performed.

After recording all answers, proceed to the next item marked "Yes" and ask the same questions. Make sure that the respondent does not report the same activity more than once under different items. If this occurs, ask for specific details to determine exactly where the activity should be reported.

II. INVENTORY OF CORE QUESTIONS

The following inventory lists activities that are associated with volunteering in many cultures. These can be used as the basis for designing a survey instrument. However, the list is unlikely to have covered all the possible forms of activity associated with volunteering in a particular culture, and therefore the researcher may need to add additional items. Care should be taken to describe these additions in the same way as the existing items, by focusing on behavior.

When asking questions, make sure that the respondent does not report a single activity more than once.

Community activity

Did you help to bring in supplies and resources that are vital for your community, such as the harvest, building materials, animals, machinery, etc.?

Did you remove trash or debris from the public areas of your community?

Did you help to make improvements to the public areas of your community, such as roads, bridges, buildings, water supplies, electricity, public utilities, or green areas—for example, by planting trees, restoring historical sites, etc.?

Did you help to organize others or set up a program to solve a problem affecting your community or the broader natural environment—that is, did you tell others about the nature of the problem, call or host meetings to discuss the problem, or draw the authorities' attention to the problem?

Did you participate in an action to draw public attention to a problem faced by your community or the broader natural environment—for example, by a public demonstration, vigil or march, or writing letters to public authorities?

Emergency response

Did you help to prepare for a natural disaster or to eliminate the effects of such a disaster—for example, by building dykes, protecting buildings and other structures, extinguishing fires, removing debris, or undergoing first aid training?

Did you help to save victims of a natural disaster from immediate danger—for example, by evacuating flood or fire victims, removing the bodies of people who were killed by a disaster, searching for people trapped in the disaster areas, or searching for people lost in the wilderness, mountains, or at sea?

Did you help to provide comfort to victims of a natural disaster—for example, medical care, counseling, food, or shelter?

Did you help to organize a response to a disaster—for example, by disseminating information, hosting or participating in meetings to discuss the potential for disaster and the responses, or developing emergency preparedness plans?

Community peacekeeping

Did you help to organize members of your community or a social group to maintain order in the community—for example, by patrolling public areas, keeping vigil to deter illegal activities, or defending members of your community from being victimized?

Did you take part in any direct action, such as a vigil, surveillance, citizen's arrest, or other direct intervention to investigate or prevent an activity that is illegal or otherwise detrimental to your community?

Did you directly participate in any activity aimed at preventing an armed attack on your community?

Did you participate in any training activities to acquire the skills required to protect your community or group from criminal activity?

Did you help to resolve a dispute between your group or community and other groups or communities?

Did you help to set up or manage a program or organization designed to resolve conflicts between groups, factions, communities, or nations?

Social assistance

Did you help to provide immediate assistance to people who are elderly, disabled, destitute, ill, or have behavioral problems (such as substance abuse or delinquency) by preparing food, shelter, medical assistance, training, or counseling?

Did you help to build structures designed to house or help people who are elderly, disabled, destitute, ill, homeless, or have behavioral problems—for example, temporary shelters, housing, health care centers, and utilities?

Did you set up or manage a program or organization designed to provide or coordinate

social assistance for people who are elderly, disabled, destitute, ill, homeless, or have behavioral problems?

Personal assistance

Did you provide help, counseling, emotional comfort, or advice to someone you know, such as a friend, colleague, neighbor, or relative (other than an immediate family member)?

Did you help to provide basic necessities of life, such as food, personal mobility, and personal hygiene, to someone you know (such as a friend, neighbor, colleague, or relative)?

Children and youth

Did you help to set up or manage programs that tackle problems affecting children or young people, such as juvenile delinquency; the neglect, abuse, or exploitation of children; homelessness; or the lack of education or a nurturing environment?

Did you help to provide services to children and young people, such as training, counseling, the prevention or correction of delinquency, rehabilitation, or emotional support?

Did you help to set up or organize a day-care program for the children of working parents?

Did you take care of children while their parents or guardians were working?

Human rights, advocacy, and politics

Did you contact and organize people to advance their political interests, such as the right to political representation, religious freedom, encouraging people to participate in elections, or helping political candidates?

Did you participate in a direct action, such as a public demonstration, vigil or march, or writing letters to public officials, to bring public attention to a social and political issue, such as human rights abuses, discrimination, or the destruction of the environment?

Did you help to elect a candidate to a political office?

Did you help to set up or manage elections—for example, through disseminating information,

clerical work, monitoring, or maintaining order during the election?

Did you set up or manage a party or organization whose main purpose is to influence the political process or to elect a candidate to a political office?

Economic justice

Did you help to organize people to advance or protect their economic interests, such as by setting up a union or a public campaign to address issues of wages or work safety?

Did you participate in a direct action, such as a strike, to advance the economic interests of working people or to protest against unfair labor practices?

Religious volunteering

Did you help to organize a special event to celebrate a religious holiday or to worship or venerate a religious figure (a god, a prophet, a saint, a martyr, a patron, etc.)? Do not include simple participation in such an event, but special contributions, such as preparing the grounds, erecting signs and structures, providing or distributing supplies or information, maintaining order, cleaning up after the event, etc.

Did you disseminate information about religious faith or values, or to promote such faith or values among the general public?

Did you participate in a direct action, such as a public demonstration, vigil or march, or writing letters to public officials, to bring public attention to a matter of religious significance, such as religious intolerance or the desecration of religious objects or values, or to promote a religious point of view?

Did you help to set up or manage a church or other religious body?

Did you help to organize a funeral?

Education

Did you teach or train others to acquire new skills, such as reading and writing, job qualifications, or proficiency in foreign languages?

Did you help to set up or manage educational institutions (schools, vocational training centers, libraries), or did you help their professional or administrative staff to train others or provide access to information or education?

Health care

Did you help to disseminate information, consult others, or organize a program addressing the problems of health, disease prevention, medical treatment, personal hygiene, reproductive health, or healthy diet and lifestyles?

Did you help to provide support services to health care institutions (hospitals, clinics, mental health centers, immunization/disease prevention centers), or did you help their professional or administrative staff to deliver health care or rehabilitation?

Did you provide direct health care or mental or physical rehabilitation services to people who need them? (Do not report services provided as part of a response to a natural disaster or armed conflict here—go to emergency response items instead.)

Did you donate blood or other biological material such as bone marrow or organs?

Did you set up or manage a program designed to provide health care or treatment, or to disseminate knowledge about health, disease, reproductive health, personal hygiene, or healthy lifestyles?

Environment

Did you campaign against threats to the environment, such as the building of dams or the destruction of forests?

Did you campaign on behalf of indigenous peoples who are endangered?

Data collection

Did you collect specimens in the outdoors, read scientific instruments or observe weather or the natural environment for the purpose of recording information for emergency warning, research, or science?

Did you observe, visit, videotape, or interview other people for the purpose of recording information to be used for research or science?

Did you consult archives, newspapers, broadcasts, books, and other records for the purpose of recording information to be used for research or science?

Did you set up or manage a program or organization designed to collect data or monitor the environment for public information?

Promotion of knowledge

Did you popularize knowledge or professional skills—for example, giving public lectures, writing articles, editing or reviewing professional journals, or serving on boards of professional associations?

Did you help to organize a public event aimed at popularizing knowledge or professional skills, such as a public lecture, professional conference, seminar, discussion forum, workshop, etc.?

Did you set up or manage an organization aimed at representing professional interests, facilitating communication among members of a profession, or disseminating information about a profession?

Promotion of commerce

Did you help to improve or promote a particular method of production, producer organization, the exchange of good or services, product safety, etc.?

Did you set up or manage a program or organization designed to promote production, commerce, product safety, etc.?

Law and legal services

Did you provide legal advice or legal representation to anyone on a *pro bono* basis?

Did you help to promote a general understanding of the law and legal rights, or the idea of equal and fair access to the law?

Did you set up or manage a program intended to provide legal advice or representation on a

pro bono basis, or to enhance understanding of the law?

Culture

Did you help to plan, set up, advertise, manage, provide technical assistance at, maintain order at, or clean up after a cultural event for public entertainment, such as a musical concert, singing, dance or theatrical performance, lecture, poetry reading, film, re-enactment of a historical event, or display of works of art or crafts?

Did you act, perform music, sing, dance, read poetry, lecture, or contribute or display your writing, work of art, or craft at a cultural event for public entertainment? Do not report activities undertaken exclusively for your own enjoyment that were not intended to be shown to the public.

Recreation

Did you help to plan, set up, advertise, manage, provide technical assistance at, maintain order at, or clean up after a sporting or recreational event for public entertainment, such as a competitive game (football, baseball, tennis, etc.), chess tournament, bingo, sightseeing tours, animal show, fair, or festival?

Did you take part as a player, contestant, team member, or participant in any of the events identified in the preceding question whose main purpose was to serve a public cause, such as raising funds for medical research, helping victims of natural disasters or human rights abuses, promoting peace, human rights, civic virtues, or social justice? Do not report activities that were undertaken exclusively for your own enjoyment and were not intended to serve any public purpose.

Appendix II: Useful resources on volunteering

Action Without Borders, Inc.

350 Fifth Avenue, Suite 6614
New York, NY 10118
USA
Telephone: (212) 843-3973
Fax: (212) 564-3377

Web: www.Idealist.org

Action Without Borders is a global coalition of individuals and organizations working to build a world where all people can live free, dignified and productive lives.

Canadian Centre for Philanthropy

Le Centre canadien de philanthropie
425 University Avenue, 7th Floor
Toronto, ON
Canada M5G 1T6

Telephone: (416) 597-2293
Fax: (416) 597-2294

Web: www.ccp.ca

Provides comprehensive research based on data from the National Survey of Giving, Volunteering, and Participating. Reports the key statistical information on the charitable giving and volunteering behaviors of Canadians.

Center for Civil Society Studies

Institute for Policy Studies
Johns Hopkins University
3400 N. Charles Street
Baltimore, MD 21218
USA

Telephone: (410) 516-4523
Fax: (410) 516-7818
Web: www.jhu.edu/~ccss

The Center for Civil Society Studies conducts collaborative research on the nonprofit sector, volunteering, and philanthropy in the US and around the world. It also provides training toward nonprofit capacity building.

Corporation for National Service

1201 New York Avenue, NW
Washington, D.C. 20525
USA
Telephone: (202) 606-5000
Web: www.cns.gov

The Corporation for National Service works with governor-appointed state commissions, nonprofits, faith-based groups, schools, and other civic organizations to provide opportunities for Americans of all ages to serve their communities.

Helping.org

c/o The AOL Foundation
22000 AOL Way
Dulles, VA 20166
USA

Telephone: (703) 265-1342

Web: www.Helping.org

Helping.org is designed to help people find volunteer and giving opportunities in their own communities and beyond.

INDEPENDENT SECTOR Research Program

1200 Eighteenth Street, NW
Suite 200
Washington, DC 20036
USA

Telephone: (202) 467-6100

Fax: (202) 467-6101

Email: info@IndependentSector.org

Web: www.IndependentSector.org

The goal of the IS Research Program is to produce a body of knowledge necessary to accurately define, chart, and understand the US nonprofit sector and how it can be of greatest service to society. Its activities include research, publications, events, and a major website for researchers and practitioners: NonProfit Pathfinder (www.NonProfitPathfinder.org). Research over 20 years includes administering and analyzing national household giving and volunteering surveys in the United States, offering technical advice to researchers and practitioners on giving and volunteering in more than 40 countries.

Institute for Volunteering Research

Regent's Wharf, 8 All Saints Street
London N1 9RL
United Kingdom
Telephone: +44 (0)20 7520 8900
Fax: +44 (0)20 7520 8910
Email: Instvolres@aol.com
Web: www.ivr.org.uk

The Institute for Volunteering Research aims to develop knowledge and understanding of volunteering and the context in which it operates, with particular reference to policy and practice. Its activities include strategic research, action research, organizational consultancy, program evaluation, research reviews, seminars, publications, and the journal *Voluntary Action*.

International Association for Volunteer Effort

1400 I Street, NW
Suite 800
Washington, DC 20005
USA
Telephone: (202) 729-8250
Fax: (202) 729-8102
Web: www.iave.org

The International Association for Volunteer Effort was one of the original sources of the ideas that came together as the International Year of Volunteers. Working in close cooperation with the United Nations Volunteers throughout 1997, IAVE built support among its members and their governments for the resolution offered by the government of Japan which resulted in the General Assembly's declaration of the year 2001. IAVE gives leadership to the planning and celebration of the International Year of Volunteers.

The Points of Light Foundation

1400 I Street, NW
Suite 800
Washington, DC 20005
USA
Telephone: (202) 729-8000
Fax: (202) 729-8100
Web: www.PointsofLight.org

The mission of the Points of Light Foundation is to engage more people more effectively in volunteer community service to help solve serious social problems. Major areas of the Foundation's work include assisting employers in developing workplace volunteer programs, providing products and services to volunteer management professionals, and aiding and encouraging the growth of the family volunteering concept.

United Nations Volunteers

Postfach 260 111
Bonn, Germany
Telephone: +49 228 815 2000
Fax: +49 228 815 2001
Email: rona@unv.org
Web: www.unv.org

The United Nations Volunteers is the UN organization that supports sustainable human development globally through the promotion of volunteerism and the mobilization of volunteers. It serves the causes of peace and development through enhancing opportunities for participation by all peoples. It is universal, inclusive, and embraces volunteer action in all its diversity. It values free will, commitment, engagement, and solidarity, which are the foundations of volunteerism.

Volunteer Canada

430 Gilmour Street
Ottawa, ON
Canada K2P 0R8
Telephone: (800) 670-0401
Fax: (613) 231-6725
Web: www.volunteer.ca

Volunteer Canada actively engages in research, training, and other national initiatives designed to increase community participation across the country. Volunteer Canada provides leadership on issues and trends in the Canadian volunteer movement.

Volunteer Match/Impact Online

ImpactOnline, Inc.
385 Grove Street
San Francisco, CA 94102
USA
Telephone: (415) 241-6872
Fax: (415) 241-6869
Web: www.volunteermatch.org
ImpactOnline is a nonprofit organization investing in the development of public interest Internet applications.

Youth Service America

1101 15th Street, NW, Suite 200
Washington, DC 20005
USA
Telephone: (202) 296-2992
Fax: (202) 296-4030
Web: www.servenet.org

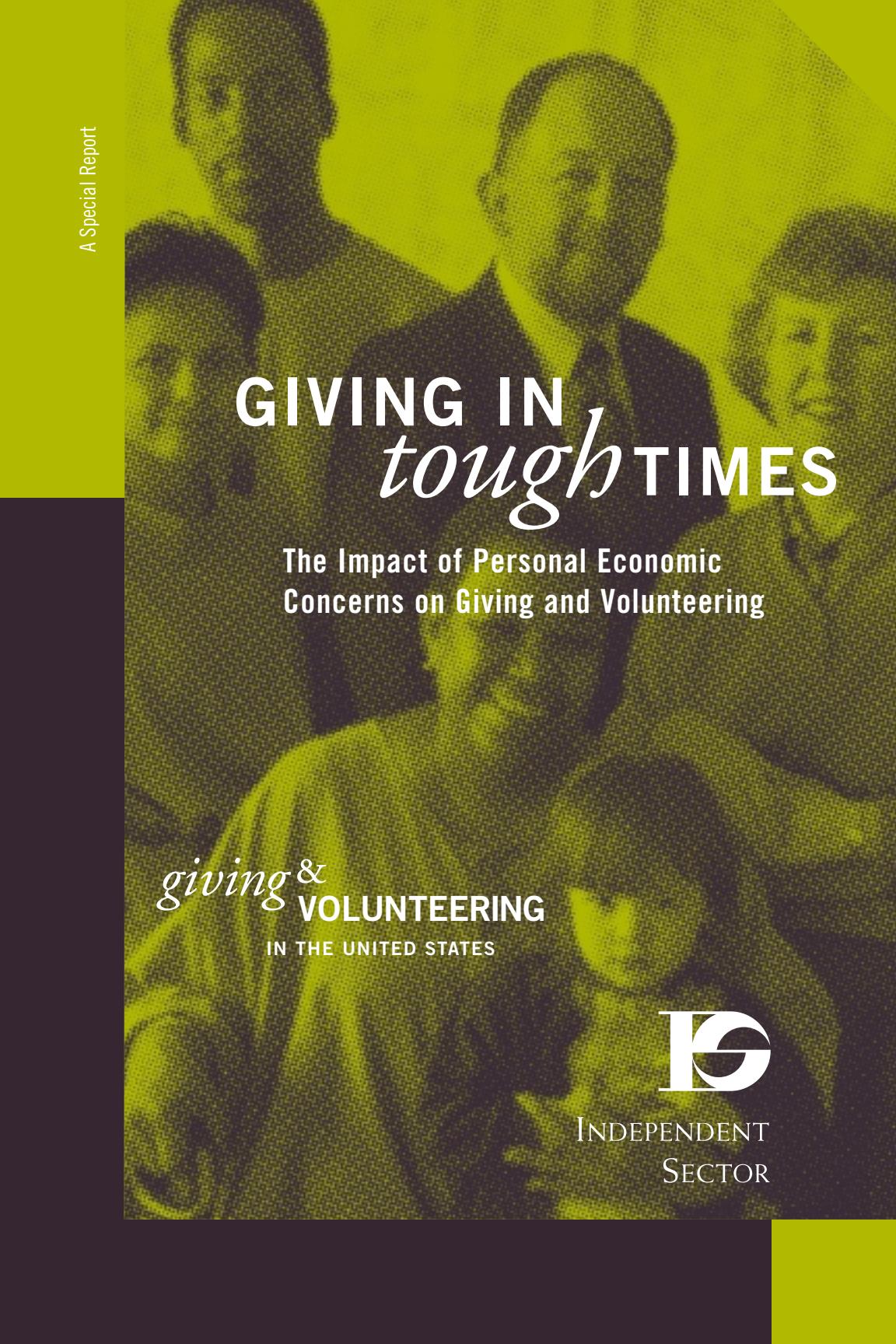
Youth Service America is a resource center and the premier alliance of more than 200 organizations committed to increasing the quantity and quality of opportunities for young Americans to serve locally, nationally, or globally.



1200 Eighteenth Street, NW
Suite 200
Washington, DC 20036
USA
Telephone: (202) 467-6100
Fax: (202) 467-6101
Email: info@IndependentSector.org
Web: www.IndependentSector.org



Postfach 260 111
Bonn, Germany
Telephone: +49 228 815 2000
Fax: +49 228 815 2001
Email: rona@unv.org
Web: www.unv.org



A Special Report

GIVING IN *tough* TIMES

The Impact of Personal Economic
Concerns on Giving and Volunteering

giving &
VOLUNTEERING
IN THE UNITED STATES



INDEPENDENT
SECTOR

About INDEPENDENT SECTOR

INDEPENDENT SECTOR is a nonprofit, nonpartisan coalition of more than 700 national organizations, foundations, and corporate philanthropy programs, collectively representing tens of thousands of charitable groups in every state across the nation. Its mission is to promote, strengthen, and advance the nonprofit and philanthropic community to foster private initiative for the public good.

Research Program

INDEPENDENT SECTOR's Research Program works to build the research necessary to accurately define, chart, and understand the nonprofit sector and ways it can be of greatest service to society. Signature projects include the *Nonprofit Almanac*, *Giving and Volunteering in the United States*, and the Measures Project.

The *Giving and Volunteering in the United States* 2001 Signature Series

An executive summary, comprehensive report, and series of smaller reports exploring special topics from the *Giving and Volunteering in the United States* national survey will be available throughout 2002 and 2003. Subscriptions to the entire series or orders for individual titles can be placed by calling the INDEPENDENT SECTOR Publications Center at 888-860-8118 or by visiting the INDEPENDENT SECTOR website at www.IndependentSector.org.

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INDEPENDENT SECTOR thanks our three contributing authors, who share valuable advice to help nonprofit organizations survive, and even thrive, during times of economic challenge:

- Jane A. Couch, president, Jane A. Couch Consultants
- Paulette Maehara, CFRE, CAE, president and CEO, Association of Fundraising Professionals
- Michael Seltzer, author, *Securing Your Organization's Future: A Complete Guide to Fundraising Strategies*; director, Business Enterprises for Sustainable Travel, The Conference Board

GIVING IN *tough* TIMES

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giving & **VOLUNTEERING**

IN THE UNITED STATES

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Methodology and Authors' Note on Definition of Terms

Methodology

Giving in Tough Times is based on analysis from INDEPENDENT SECTOR's *Giving and Volunteering in the United States* 2001 national survey. The survey was a telephone survey of 4,216 adult Americans 21 years of age or older conducted in the months of May through July of 2001 by Westat, Inc., for INDEPENDENT SECTOR. The interviews asked about individual volunteering habits in the 12 months prior to the survey and about household giving during the year 2000. For the purposes of this report, volunteering is dated 2000. Other key findings from this survey are available at www.IndependentSector.org.

The data collection method used by INDEPENDENT SECTOR, random digit dialing, combined with the sample size of 4,212, was not designed to capture the highest-income givers. The maximum income in the INDEPENDENT SECTOR database is \$500,000, as the few households with higher incomes were eliminated from the database because of their disproportionate effect on the averages. Households with incomes exceeding \$1 million, for example, are about .5 percent of all households yet account for about 20 percent of all giving, according to IRS data. Thus, INDEPENDENT SECTOR data does not report the effect, if any, that economic worry has on the giving of these higher-income households.

Authors' Note on Definition of Terms

In this report, giving is measured by average total annual household giving and has two components, religious and secular giving. Religious giving is measured by average total annual household giving to formal religious organizations, namely places of worship such as churches, temples, synagogues, and mosques. Religious giving does not include giving to organizations that may be owned by, affiliated with, or governed by religious bodies. That is, giving to religious schools, hospitals, social services, and other such organizations is included in secular giving, along with giving to all other nonprofit, nonsectarian organizations. Secular giving, then, is

measured by average total annual household giving to secular organizations regardless of whether or not they are also affiliated with a religious body. Secular organizations provide services and programs in a variety of fields, including arts and culture, education, health, environment, animal protection, human services, youth services, public safety, civil and human rights, and other such areas.

The Impact of Personal Economic Concerns on Giving and Volunteering

The continuing uncertainty in the United States economy—in a time of rising needs—raises concerns for nonprofit organizations seeking to raise the resources they need to serve their communities.

As recently as 2000, the U.S. economy was robust and optimism was high. The federal government was operating at a surplus, the stock market was at a record high, and America was at peace. But by press time for this report, the economic landscape had changed considerably. The economy is sluggish, optimism is low, and unemployment is increasing. The federal government is running at a deficit, the stock

market has declined dramatically from its peak, and America faces the fear of potential terrorist attacks. At the same time, home mortgage rates are at their lowest levels in years, and home sales remain strong. This mixed economic news provides the background for this report.

These changes in the economy have led to concerns about a decline in charitable giving. The mainstream and trade press have reported a downturn in support for charities. INDEPENDENT SECTOR's 2001 *Giving and Volunteering in the United States* study, covering giving for the year 2000, was conducted before the economic downturn was fully recognized, and therefore does not provide data on its effects on giving. However, the study does measure levels of personal economic worry, and thus yields insight on the extent to which personal economic concerns have influenced giving and volunteering in the recent past. This report attempts to shed some light on the differences in giving and volunteering that accompany expressions of personal economic concern.

Greater Economic Concerns Portend Decreased Giving and Volunteering

INDEPENDENT SECTOR's survey of *Giving and Volunteering in the United States* posed the question, "Do you worry about not having enough money in the future?" to over 4,000 Americans. Even in times of relative economic strength,

such as when the survey was conducted in the spring and summer of 2001, over half (58%) said they worry. This sense of personal economic risk affects how much Americans give. When people are worried about their finances, their overall giving declines, giving to religious congregations declines, and giving to secular organizations declines. In addition, economically worried people are less likely to volunteer. These findings cross income ranges, with the largest declines seen in the higher-income households.

The survey results do not predict a shift in how people feel about their personal economic condition, nor do they predict a decline in giving. Rather, this report demonstrates the strong connection observed in past research between levels of giving and economic concerns. If the trends of the past hold true into the future, giving will decline as people become more worried about their personal economic outlook.

Prevailing in Tough Times

For nonprofit leaders faced with the possibility of less support from individuals, decreasing foundation grants, cuts in government budgets, and an increase in community needs, this economic climate requires tough choices, diversification, and a sharp focus on mission. The accompanying sidebars written by experienced nonprofit leaders provide advice on prevailing during these tough times.

THE HOUSEHOLDS THAT GIVE THE MOST WHEN NOT WORRIED ARE THE ONES THAT DROP THEIR GIVING THE MOST WHEN ECONOMIC WORRY ENTERS THE PICTURE.

A Profile of Households With Economic Concerns

As might be expected, households that report economic concerns have lower incomes (an average of \$48,600 per year compared to \$66,600 for households that do not report economic concerns), but there are other important differences, too. These financially concerned households are more likely to be employed, but they are less likely to report having more money left over this year compared to last year. They are less likely to be homeowners, and are less likely to have attended or graduated from college.

Households with economic concerns are less likely to belong to a religious congregation and less likely to attend religious services weekly than households without economic

concerns. They are more likely to believe the need for charitable organizations is greater than it was five years ago.

Americans who report financial worries are less likely to have been asked to give or volunteer, and are less likely to be donors or volunteers. And finally, worried households give less and are less likely to volunteer.

The Impact of Economic Worry on Giving

Americans who are worried about their personal finances give much less to charity than those who do not report such concerns. They give less in total, give less to religious congregations, and give less to non-profit organizations in general. In terms of total giving, those who

worry give about half as much as those who are not worried, with those smaller donations reflected in both religious and secular giving. The economically worried give less, regardless of their status as volunteers; whether they are homeowners or renters; whether they attend religious services weekly or not; whether they are couples or singles; and whether they itemize deductions on their federal tax returns or not. In addition, those who have a sense of economic worry are less likely to volunteer.

Financially Worried Households Give Less Overall

On an average annual basis, contributing households with financial concerns give only about half as much as those with no economic worries (\$1,060 compared to \$2,040). However, this disparity is not the same across all income groups. Prior research by INDEPENDENT SECTOR has shown a direct relationship between income and household giving, with increasing income being associated with increased levels of giving. While differences are seen in every income category, these grow as income increases. The households that give the most when not worried are the ones that drop their giving the most when economic worry enters the picture. The most generous givers, those with incomes exceeding \$75,000, drop their giving by nearly \$1,200 per year when concerned about their finances, from

over \$3,600 per household to less than \$2,500, a 33 percent drop.

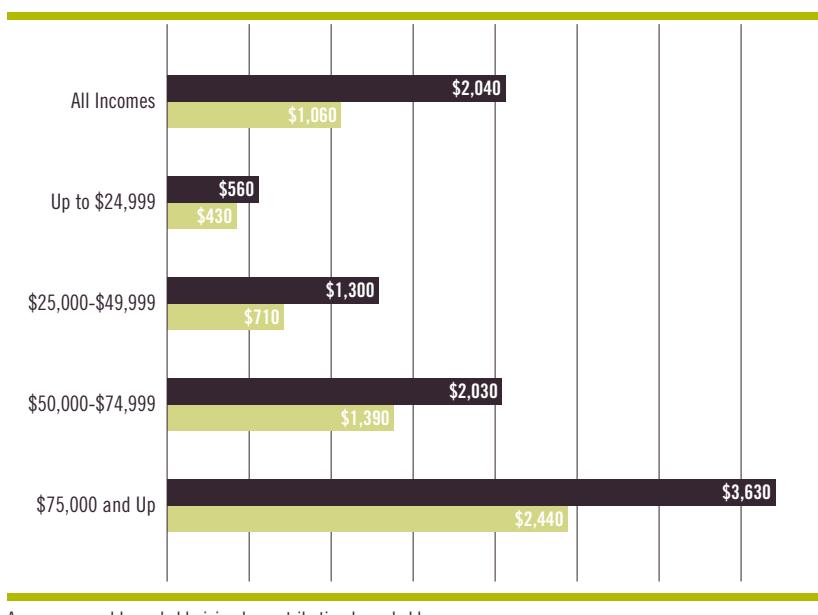
Middle-income households show a lesser decline in their total giving, but the decline remains dramatic in percentage terms. When experiencing economic worries, contributing households with incomes between \$50,000 and \$75,000 show a 32 percent decline, from \$2,030 to \$1,390 in average annual giving, a difference of \$640. A similar effect is seen in households with incomes between \$25,000 and \$50,000. Households in this income group show a 45 percent decline in average annual giving, from \$1,300 to \$710 (a difference of \$590).

Those contributing households with incomes less than \$25,000 show the smallest drop in giving when hit by economic worry. When worried, households in this income bracket give 23 percent less than their counterparts who report no worries (\$560 in annual gifts compared to \$430, a drop of \$130). (Figures 1 and 2)

Overall, those who are personally worried about having enough money give less. The disparity between those who are worried and those who are not increases as income increases; thus nonprofit organizations of all kinds, religious and secular, may see decreased giving from those donors who usually give the most. The biggest givers show the most dramatic response to economic worry.

Figure 1 Annual Household Giving

Households worried about money at all income levels give less.



Average annual household giving by contributing households.

■ Not Worried ■ Worried

Decreases in Giving to Religion

The difference in annual giving to religion is equally dramatic, with contributing households reporting no economic worries giving \$1,170, compared to \$540 for worriers. This is a disparity of more than \$600, exceeding 50 percent across all incomes.

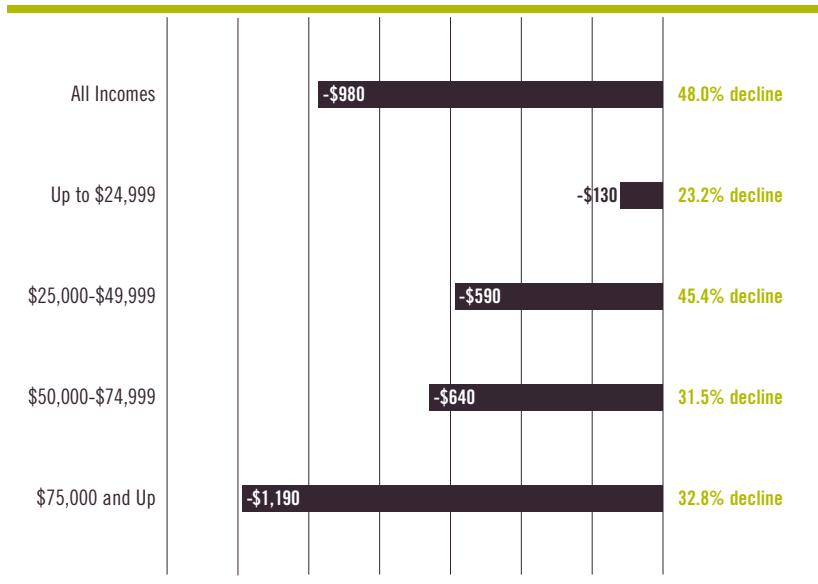
As with total giving, giving to religious congregations from households whose incomes exceed \$75,000 shows a dramatic difference when economic worry enters the picture. There is a 42 percent

decline in average annual household religious giving, dropping by \$790, from \$1,890 to \$1,100. Those who give the most to religious organizations when not worried drop their giving the most when they are worried.

Giving to religion also declines in financially concerned households with incomes between \$50,000 and \$75,000, this time by nearly 40 percent. The average household contribution declines by \$480 per year, from \$1,220 to \$740. The two highest income

Figure 2 Difference in Annual Household Giving by Households with Economic Concerns*

The decline in giving due to personal economic concern is seen in all incomes.



* Dollar and percentage difference in giving by households with economic concerns compared to households that report no concerns; comparison of contributing households only.

groups, then, decrease their giving to formal religious organizations by about 40 percent when they become worried about money.

Giving to religious congregations also drops significantly for the economically worried in the \$25,000 to \$50,000 income group, falling by 55 percent. The average household contribution falls from \$870 to \$390, a drop of \$480. The two middle-income groups (\$50,000-\$75,000 per year and \$25,000-\$50,000 per year) drop their giving by the same amount, nearly

\$500 per year, per household.

Those households with incomes less than \$25,000 drop their religious giving by about one-third when concerned about their finances, the lowest decline in terms of both absolute and relative amounts. The average contribution to religion declines by \$120, from \$370 to \$250. While this decline is reflective of the hardships faced by these households, the decline is only one-sixth of the drop seen in households with incomes exceeding \$75,000.

Figure 3 Annual Household Giving to Religious Congregations

Worried households at all income levels give less to religion.



Average annual household giving by contributing households.

■ Not Worried ■ Worried

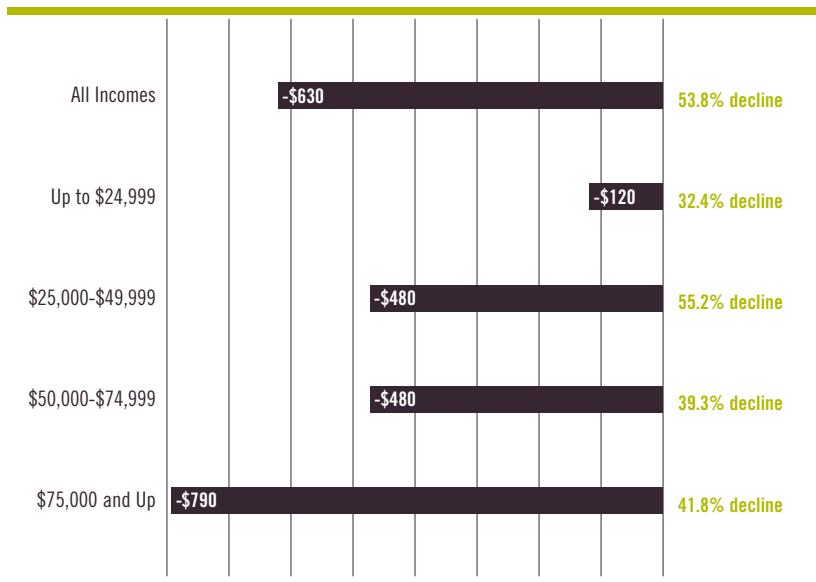
When economic worry is taken into account, the biggest losses in giving to religion are seen in the highest income households. Households with incomes exceeding \$75,000 drop their giving six times more than do those with incomes less than \$25,000, and nearly twice as much as those households with incomes between \$25,000 and \$75,000. Similarly, households in these middle-income groups decrease their giving four times as much as do those in the lower income group. It appears the most

dependable religious givers are those who have the least to give and those who give the least, while those with the most to give are more sensitive to personal economic conditions. (Figures 3 and 4)

Worry's Effect on Secular Giving

Giving to secular organizations also declines when people are worried about money, though not as much as religious giving. Across all incomes, contributing households with financial worries give about 41 percent less than those with no

Figure 4 Difference in Annual Household Giving to Religious Congregations by Households with Economic Concerns*



* Dollar and percentage difference in giving by households with economic concerns compared to households that report no concerns; comparison of contributing households only.

worries (\$880 average annual contributions compared to \$520, a disparity of \$360). This compares to the over 50 percent decline in religious giving, and the higher dollar amounts associated with religious giving. Nonetheless, the decline in secular giving is real in both practical and statistical terms.

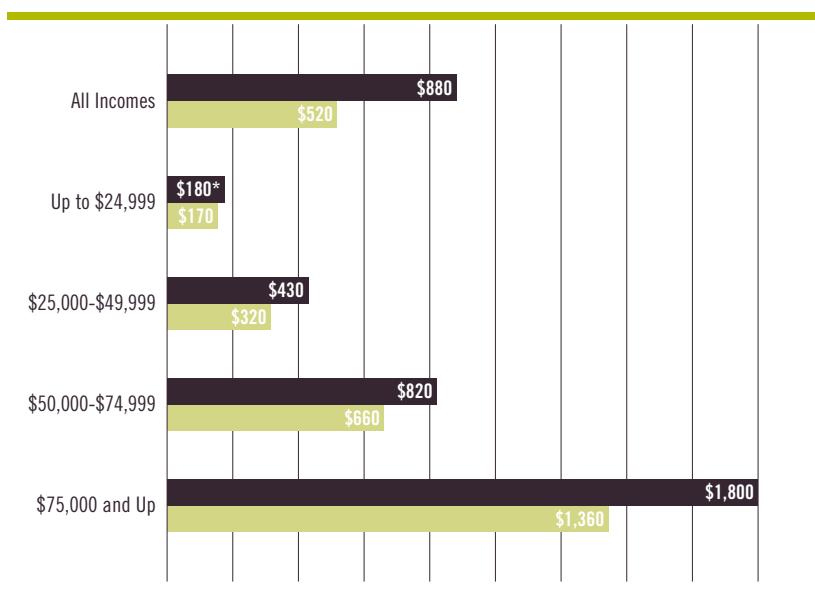
The decline in secular giving is related to household income, as is both religious and total giving. The decline is most dramatic for those with incomes of \$75,000 or more. Contributing households not

worried about money give about \$1,800 annually to secular organizations, while those that are economically concerned show a drop in giving of \$440, to \$1,360, a decline of 24 percent.

Households with incomes between \$50,000 and \$75,000 show a change that is less dramatic but equally important. Those not worried about money show an average annual household contribution of \$820. This average declines by \$160 to \$660, about 20 percent, when the respondents report they are

Figure 5 Annual Household Giving to Secular Organizations

Households with economic worries at all income levels also give less to secular organizations.



Average annual household giving by contributing households.

■ Not Worried ■ Worried

*Difference is not statistically significant.

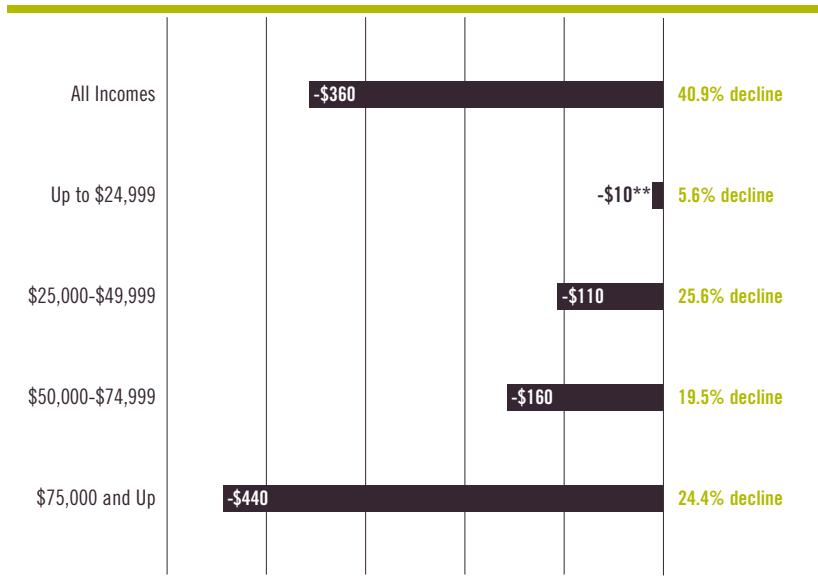
worried about money. The drop in giving to religious organizations, \$480, is about three times as large as the decline to secular organizations, \$160, within this income group.

Likewise, households in the \$25,000 to \$50,000 income group give less to secular organizations in real and percentage terms when they are worried about money, dropping about \$110. Average annual household contributions to secular organizations declines from \$430 to \$320, a change of 26 percent.

In the households with incomes under \$25,000, no difference in secular giving occurred when people were worried about money. The \$10 observed difference is not significant in statistical terms. The drop in secular giving, then, is focused within households in which income exceeds \$25,000, with the largest decline seen in financially concerned households whose income exceeds \$75,000. (Figures 5 and 6)

Figure 6 Difference in Annual Household Giving to Secular Causes by Households with Economic Concerns*

Secular giving does not drop as much as does religious giving.



* Dollar and percentage difference in giving by households with economic concerns compared to households that report no concerns; comparison of contributing households only.

** Difference is not statistically significant.

Economy Worry Affects Even Generous Givers

INDEPENDENT SECTOR research has identified several key characteristics that distinguish strong givers. Characteristics of these generous donors include:

- Volunteers (volunteers versus nonvolunteers);
- Couples (married or living as a couple versus single, divorced, widowed);
- Weekly attendance at religious services (weekly versus nonweekly);

- Homeownership (owners versus renters); and
- Itemization status (itemizers versus nonitemizers).

Volunteers are more involved in social causes and, hence, give more to charity than nonvolunteers. Couples, on average, tend to have more money than singles, and therefore give more as a household. Those who attend religious services on a weekly basis give more in total than those who do not. Homeowners are assumed to be more invested in their communities

Coping With Economic Downturn

Jane A. Couch

President, Jane A. Couch Consultants

Over the last several years, nonprofit organizations experienced the financial euphoria of a boom economy. Alan Greenspan called it "irrational exuberance" on Wall Street. In our sector we are just as susceptible to such optimism. If we were not, we would not be engaged in the business of nonprofit organizations.

As we reflect on past years, we can all see how contagious good news can be—from foundations' fortuitous fortunes in the market to the dot-commers' heady rise to wealth and growth in individual portfolios—these donors had the ability and desire to give. Some of us expressed caution about how pervasive and long-lasting this trend would be, but it was hard not to enjoy the financial euphoria of such a giving climate.

The trend has reversed itself. Today we face a sagging economy: Foundation assets have diminished by 30 percent or more, individuals are chastened by investment losses, and corporations are downsizing and combating fraud. We are

confronted by an entirely different financial picture. Euphoria has evaporated, supplanted by uncertainty. The Chronicle of Philanthropy predicted that only in 2003 will we experience the full effect of the economic downturn and September 11. The nonprofit sector must anticipate and recognize the inevitable fallout these events will have for the sector.

To cope with an economic downtown, nonprofits should consider the following strategies:

- Focus on striking a balance between immediate and longer-term needs. While some expansion plans may need to be put on hold, don't let the dreams die. Continue to seek out growth opportunities, but carefully plan the timing and size of each new initiative with the prevailing marketplace in mind.
- In uncertain financial times such as these, organizations often need to trim spending—an obvious response to lean years. Less obvious, but sometimes more important, is the need to rally the

FOCUS ON STRIKING A BALANCE BETWEEN IMMEDIATE AND LONGER-TERM NEEDS. WHILE SOME EXPANSION PLANS MAY NEED TO BE PUT ON HOLD, DON'T LET THE DREAMS DIE.

organization's closest supporters and to prepare them now for their potential leadership role in helping with possible unanticipated financial challenges.

■ Diversity of funding sources is key to survival in a downturn and key to success in an upturn. Assess your donor base. Create a strategy for funding diversification with consideration for cost, value, yield, and timing. Develop a consensus among board and staff leadership for this longer-term strategy. As an economic upturn nears, your organization will be poised to capitalize on growth opportunities.

Formerly senior vice president for development of the National Alliance of Business, the National Trust for Historic Preservation, and National Public Radio, Jane Couch chaired the INDEPENDENT SECTOR Research Committee and served six years as a member of the IS Board of Directors. She now counsels nonprofit clients on strategic fundraising.

than renters and also tend to have higher incomes, so they, too, give more. Finally, those who itemize deductions on their federal tax returns give more than those who do not itemize, even when the differences in their incomes are taken into account.

Not surprisingly, within each of these groupings those who are not worried about money give more than those who are. The decline is about 40 percent for each group, but the difference in absolute dollars is more dramatic. It is the most generous givers—those who are volunteers, couples, weekly religious service participants, homeowners, or itemizers—who drop their giving the most. In every case, the decline in average annual household contribution is over \$1,000, with four of the five cases exceeding \$1,200. In contrast, the less involved, less generous counterparts—nonvolunteers, singles, those who do not attend weekly religious services, renters, and nonitemizers—show declines in giving averaging around \$500. The influence of personal economic concerns on giving affects more generous givers the most. (Figure 7)

Most Dramatic Impact on Volunteers

Previous research by INDEPENDENT SECTOR has shown the strong connection between volunteering and giving. Volunteers can be an organization's best donors, contributing twice as much money as those who choose not to contribute their time. Volunteers are most likely to under-

stand an organization's need for funds, appreciate the services and programs the organization provides, believe in its mission, have confidence in its ability to meet its objectives, and trust that donations are honestly and ethically spent. Further, volunteers are likely to have personal relationships with the organization, its leaders, and other volunteers, strengthening their own sense of belonging. For these and perhaps other reasons, volunteers give more than do nonvolunteers—however, even this group of better-than-average donors adjusts its giving habits when worried about money.

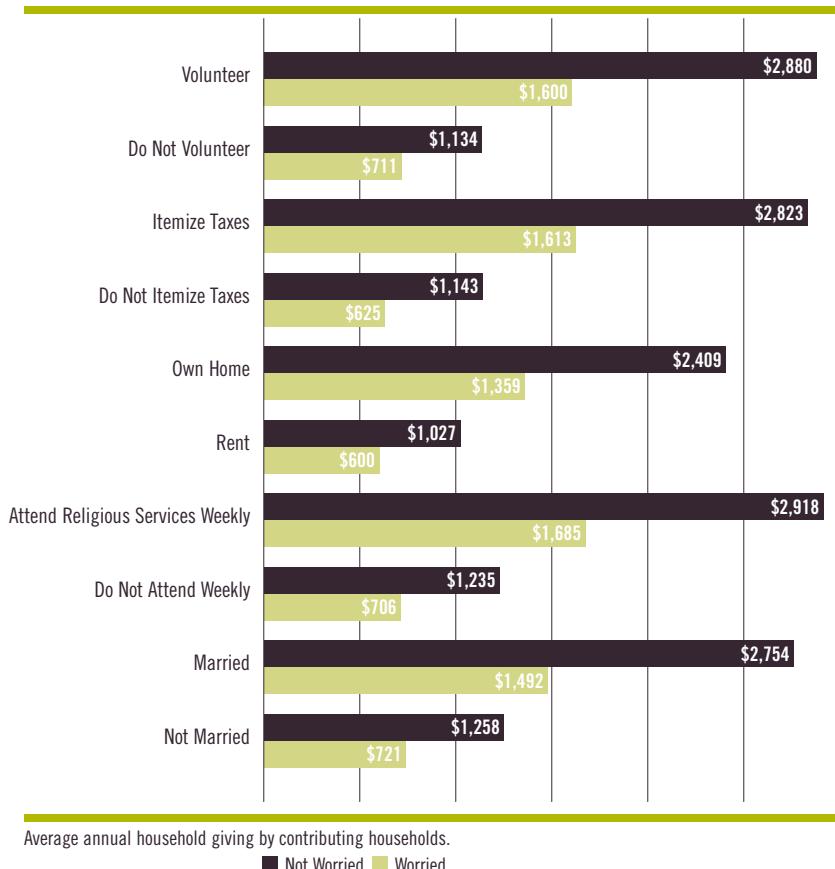
Volunteers Concerned About Finances Give Less

Overall, giving by volunteers who feel a sense of personal financial worry is 44 percent less than the giving by those not worried about their personal finances. Average household giving by volunteers with economic concerns is \$1,600, compared to \$2,880 for volunteers with no worries, a difference of \$1,280.

As with the other analyses already presented, the impact of personal economic concern on giving is most evident in those with incomes exceeding \$75,000. In this income group, giving declines by \$1,780, or nearly 40 percent, dropping from \$4,570 to \$2,790. This decline is the largest of any of the subgroups investigated, and occurs within a core source of support for nonprofit organizations: higher-income households with volunteers.

Figure 7 Annual Household Giving by Key Demographics

The impact of personal economic worry is seen in people of all demographics, even the most generous.



Middle-income households, with incomes between \$25,000 and \$75,000, showed a difference in giving of about \$800 between those with worries and those without. Those with incomes between \$50,000 and \$75,000 made average household contributions of \$2,600,

compared to \$1,800, a difference of 31 percent. Likewise, households with incomes between \$25,000 and \$50,000 gave an average of \$1,860, compared to \$1,070 given by those that reported economic concerns, a 42 percent difference.

Fundraising in Challenging Times

Paulette Maehara, CFRE, CAE

President and CEO, Association of Fundraising Professionals

Fundraising can be difficult even when the economy is good and the public is feeling optimistic. But in challenging times, the need for an effective and efficient strategy for generating philanthropic support is vital. While each individual organization will employ its own unique strategy, there are several best practices that all charities should understand and use.

- Recognize and acknowledge that some of your donors' priorities and their ability to give may have shifted dramatically. Acknowledge the impact, not just on the charity, but on your donors as well. Talk with them frankly and openly about their priorities.
- Fundraising is "friend-raising," and what fundraisers do is create relationships. In a time of crisis, it is critical to keep relationships with your donors strong. They will expect you to ask them for money during this time, so it's important to move beyond that aspect of the

relationship and find out their views. Involve major donors in discussions about your organization's priorities and document what services will be curtailed following funding decreases. The more they know, the more likely they will support you.

- The best people to use in a time of crisis are your best friends and advocates, and that means your board of directors. Board members should be challenged to identify potential donors and encourage them to get involved.
- Proper stewardship of gifts is always important, but perhaps never more so than in a crisis. Charities should be ready to demonstrate how they accomplish their goals and explain how funds are used and why. The more effective and efficient an organization can be in its stewardship of funds in a crisis, the more confidence donors and the public will have in the organization.
- During a crisis, the public will want to respond quickly, and it will want the charities it supports to respond quickly.

CHARITIES SHOULD BE READY TO DEMONSTRATE HOW THEY ACCOMPLISH THEIR GOALS AND EXPLAIN HOW FUNDS ARE USED AND WHY.

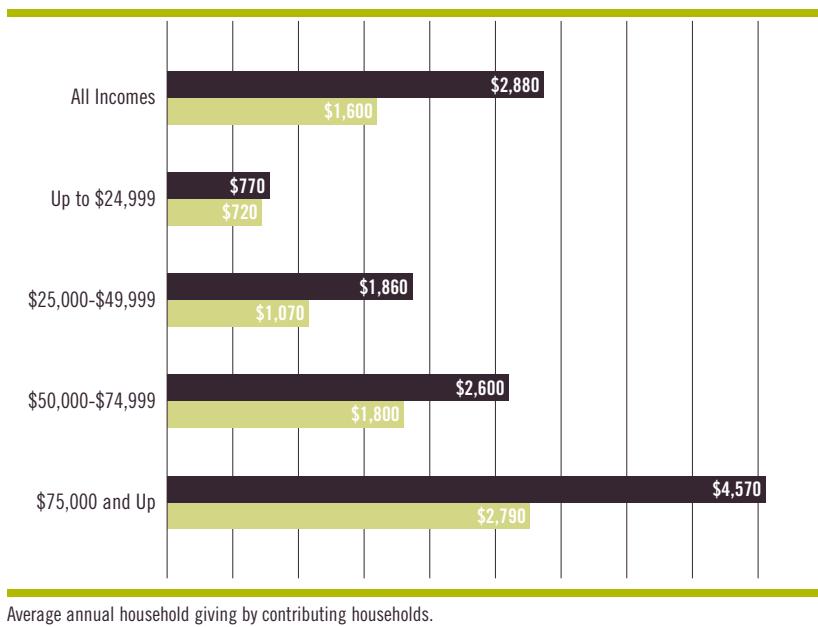
Have means available for donors to contribute immediately, such as through a secure website. Post updated information on your website as often as possible. More is better; keeping donors in the dark is never a good practice, but especially unwise in a crisis.

■ Crises and challenging times are often defining moments. For many people, especially the youth of today, September 11 is such a moment, much like Pearl Harbor and the assassination of JFK were for earlier generations. The activities and awareness of young people in philanthropy should be acknowledged and encouraged. Share your experience and mission with this new group of donors and volunteers, and make sure your organization remains relevant to this new generation of philanthropists.

Paulette V. Maehara, CFRE, CAE is the president and CEO of the Association of Fundraising Professionals (AFP), formerly the National Society of Fund Raising Executives (NSFRE), the professional association of individuals responsible for generating philanthropic support for nonprofit organizations. AFP represents more than 26,000 members in 169 chapters throughout the United States, Canada, and Mexico, working to advance philanthropy through advocacy, research, education, and certification programs. The Association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

Figure 8 Annual Household Giving by Volunteers

Volunteers, generally the best givers, give less when they are worried.



Average annual household giving by contributing households.

■ Not Worried ■ Worried

Economic concerns produced no measurable difference for those with incomes of \$25,000 and less. The observed difference of \$50 (a 6% difference) is insignificant in statistical terms. (Figure 8)

Economic Worry Lessens Propensity to Volunteer

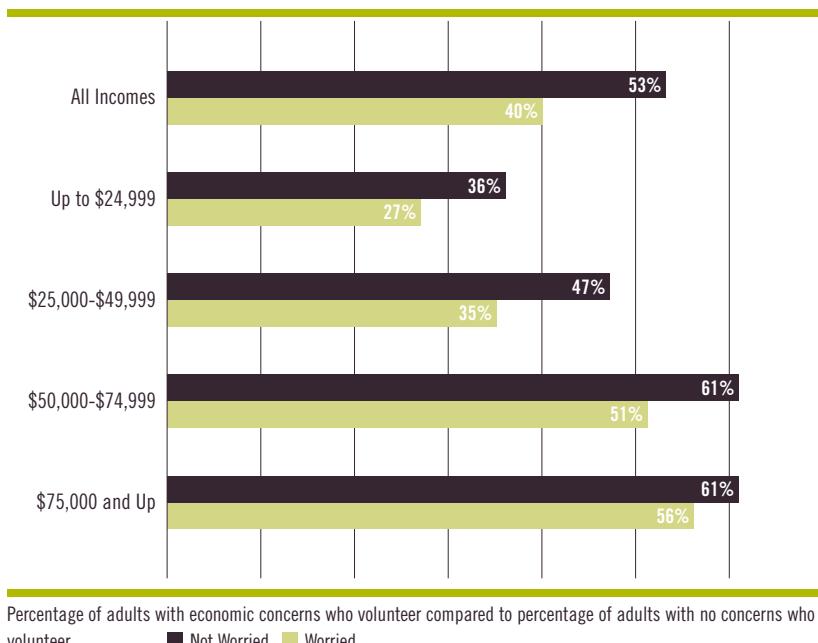
Not only do those who are worried about finances give less, they are also less likely to volunteer. Over half (53%) of those who are not economically worried volunteered in the last year, while fewer than

four in ten (40%) of the economically worried people were volunteers. If the sense of personal economic concern grows during times of economic uncertainty, and if the patterns of the past hold into the future, a smaller percentage of people will volunteer.

The propensity to volunteer differs by income, with higher-income people being more likely to volunteer. However, as with the other income groups, those who are economically worried volunteer at a lower rate. Sixty-one percent of people from

Figure 9 Percentage Who Volunteer by Income Level

At all income levels, people with economic concerns are less likely to volunteer.



households with incomes of \$75,000 and higher volunteer when they are not worried about money, versus 56 percent when they are. Likewise, those with incomes between \$50,000 and \$75,000 volunteer at a 61 percent rate when they are not worried and 51 percent when they are.

In the \$25,000 to \$50,000 household income group, the volunteering rate declines by 12 percentage points, from 47 percent to 35 percent, while the decline is 9 percentage points (36% to 27%)

for households with incomes of \$25,000 and less. (Figure 9)

Volunteers are generous people, but they are not immune to economic conditions. Middle- and upper-income volunteers give much less when they are worried about their personal finances, and people from all income groups are less likely to volunteer. Being worried about money has a double impact on nonprofit organizations, reducing how much people give in terms of both time and money.

Nonprofit Survival Tactics in Difficult Times

Michael Seltzer

Author, *Securing Your Organization's Future: A Complete Guide to Fundraising Strategies*

Everything old is new again.

—Peter Allen

Hard economic times put a strain on nonprofit organizations when they most need resources to maintain a safety net for their constituents and to press for important causes. This was certainly the case in the early 1980s and early 1990s when federal social service programs were cut back.

Today, after the unprecedented economic boom of the late 1990s, nonprofit leaders are now faced with a triple challenge in financing their work:

- Ongoing economic uncertainty that is reducing the giving of corporations, foundations, and many individuals;
- Continuing reductions in government support; and
- Realignment of many individuals' immediate charitable priorities after September 11.

Since more than 50 percent of Americans now have investments in the stock market, negative fluctuations in stock prices have decreased the discretionary income from which many people make their charitable contributions. In essence, people who worry about money are giving less. A decline in foundations' assets and in corporate revenues has also had an immediate negative impact on funds available for grantmaking allocations. Also, although the epicenters of the September 11 attacks were in three particular locales, New York City, Washington, D.C., and western Pennsylvania, nonprofit and nongovernmental organizations around the world have all been affected. Many donors responded to emergency appeals from major frontline September 11-related relief efforts, and decreased or stopped their contributions to other nonprofit efforts.

In spite of this gloomy landscape, nonprofit leaders and managers can take steps to ensure their organizations'

IN SPITE OF THIS GLOOMY LANDSCAPE, NONPROFIT LEADERS AND MANAGERS CAN TAKE STEPS TO ENSURE THEIR ORGANIZATIONS' VIABILITY.

short- and long-term viability and to stay the course dictated by their missions. Here are some suggestions.

1. Up the “cause ratio” of your organization.

The terrorist attacks of September 11, 2001, unleashed a groundswell of civic goodwill unmatched in recent decades. As Senator Tom Daschle noted in *The New York Times* on the one-year anniversary of the attacks, Americans “gained a renewed appreciation for the importance of family, friends, faith, duty, and community.” Nonprofits are well positioned to capitalize on this ethos.

To tap into that reservoir of goodwill, nonprofit organizations must adequately communicate to their various stakeholders the beliefs that underpin their daily work. A good way to start is to do an audit of the values that staff, board members, and (most importantly) constituents hold. You may find that some of your institution’s most cherished ideals

correspond to today’s reigning values, such as community, appreciation of diversity, and respect for human and civil rights. Use your newsletter, electronic communications, and events to demonstrate how your organization lives these values. By more publicly “owning” these values, you are enhancing your ability to rally both current and prospective supporters to your efforts.

2. Create more “checkbook-plus” opportunities for your supporters.

Gloria Steinem once asked at a fundraiser, “How many of you would like to be remembered by your checkbook stubs?”

September 11 has led to a groundswell desire to act. It provided a unity of experience that transcended all geographic boundaries. Members of the Masai tribe, who live in the remote village of Enoosaen near Kenya’s border with Tanzania, gave 14 cows—the most precious gift they can give—to the people of the United States. In South Dakota,

schoolchildren emptied piggy banks and ranchers sold cattle so they could help people they never met in places they had never visited.

Now more than ever, this is the time for a call that captures the spirit and spurs others to action. Nonprofits are a logical outlet for those seeking to channel their energies into concrete social change. Nonprofits can create more opportunities beyond “checkbook” activism by offering people chances to donate their time and talent as volunteers and activists. Providing a simple meeting ground for members and constituents through special events can also be of great value. People are seeking opportunities to spend time with cherished friends, colleagues, and other like-minded souls. The desire for connection could not be stronger.

3. Articulate a vision publicly.

In times like these, a vision statement takes on greater importance. A vision, after all, is the public assertion of an organization’s optimal goal, the reason for its existence. It is a view of a desired future. That statement binds one’s membership, constituents, board members, and staff. While a mission statement is important in articulating how an organization will seek to make a difference, a vision can be a more powerful tool to rally supporters.

Nonprofits should utilize every communications vehicle available to them—email signatures, website, newsletters, publications, press releases, annual reports, etc.—to broadcast a vision of how the world might be different if their efforts were to succeed. Brevity helps in making a vision memorable. “A world without AIDS,” for example, is a compelling vision that many HIV/AIDS organizations use.

4. Get back to basics.

Some of the long-standing precepts in development and financial management continue to hold true, including:

- Bank wisely;
- Budget aggressively;
- Cut costs wherever possible;
- Diversify funding sources and strategies;
- Make greater use of one’s relationships and intellectual capital to create earned income ventures;
- Recruit effective board leadership;
- Review your indirect costs rate to make sure that it is sufficient;
- Seek out general support funding over and above project-specific grants, and multiple-year over single-year commitments from foundations and corporations;
- Solicit in-kind support and employee involvement from businesses; and
- Strengthen your case for support.

5. Position your organization as “the partner of choice.”

While many nonprofit entrepreneurs are more inclined to go it alone, others will find fertile territory in entering into collaborations, partnerships, and strategic alliances with others. Intra- and cross-sector partnerships have certainly been growing in recent years and will continue to expand in number and scope. Such moves demonstrate to outside stakeholders that mission can transcend organizational turf, and it can also lead to cost savings. Alliances can take the form of sharing offices and back-office services or be more programmatic in nature.

6. Plan for the long haul.

Even in tight economic times, there is value in seeking revenue that can be applied to long-term purposes. Shifts in philanthropic and public financing are as cyclical as upturns and downturns in the stock market. There are no major indications yet that today's challenges will lead to a major restructuring of how nonprofits finance their work.

If organizations have not yet created reserve funds or launched planned giving programs, the timing is right to consider such options. Planned gifts are excellent options to discuss with supporters at a time when they may be choosing to

curtail their immediate giving. At the same time, it is necessary to keep an eye on building long-term relationships with donors even when their current gifts may decrease.

It would be both unrealistic and irresponsible to envision this current climate leading to all-out destruction from whose ashes the nonprofit community will rise like a phoenix. These are painful times for our world, nation, and our communities. Yet nonprofit leaders have always shown great resilience and ingenuity in both good and hard times—today's realities force independent sector leaders to do so once more.

Author of *Securing Your Organization's Future: A Complete Guide to Fundraising Strategies* (published by the Foundation Center), Michael Seltzer is well-known as a pioneer in the field of nonprofit management and philanthropy. His experience as a manager, educator, consultant, grantmaker, and writer gives him a unique perspective on the challenges facing nonprofit organizations. He is now the director of Business Enterprises for Sustainable Travel of The Conference Board, a leading business research and membership organization.

The Potential for Decreased Giving and Volunteering

If the percentage of people who worry about their personal finances increases, both giving and volunteering will decline. In the 2001 *Giving and Volunteering in the United States* national survey, conducted in relatively good economic times, a majority (55%) of the upper-income households reported that they were not worried. However, now that economic conditions have declined in the time since the survey was conducted, this group may have changed its economic outlook—and it is these upper-income households whose giving could be most dramatically cut. In the lower-income households, more than two-thirds already reported economic worry, thus their giving is less likely to be affected in times of greater economic stress. Changes in the economy that cause higher-income people to worry will have a large differential impact on their level of giving.

Summary and Conclusions

How people view their economic well-being and how concerned they are about having enough money affects both how much they give and their propensity to volunteer. These trends, gathered in 2001, when the economy was relatively strong, do not portend well if the current economic conditions cause more people to worry about their finances. Especially important are the findings that the declines in giving are greatest in the highest income groups, and that the economically concerned are less likely to volunteer. If these trends continue into the future, then non-profit organizations can anticipate a challenging fundraising atmosphere.





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experience AT WORK

**Volunteering and Giving Among
Americans 50 and Over**

giving &
VOLUNTEERING
IN THE UNITED STATES



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About INDEPENDENT SECTOR

INDEPENDENT SECTOR is a nonprofit, nonpartisan coalition of more than 700 national organizations, foundations, and corporate philanthropy programs, collectively representing tens of thousands of charitable groups in every state across the nation. Its mission is to promote, strengthen, and advance the nonprofit and philanthropic community to foster private initiative for the public good.

About AARP

AARP is a nonprofit membership organization dedicated to addressing the needs and interests of persons 50 and older. Through information and education, advocacy and service, it seeks to enhance the quality of life for all by promoting independence, dignity, and purpose.

The *Giving and Volunteering in the United States* 2001 Signature Series

An executive summary, comprehensive report, and series of smaller reports exploring special topics from the *Giving and Volunteering in the United States* national survey will be available throughout 2002 and 2003. Subscriptions to the entire series or orders for individual titles can be placed by calling the INDEPENDENT SECTOR Publications Center at 888-860-8118 or by visiting the INDEPENDENT SECTOR website at www.IndependentSector.org.

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experience AT WORK

**Volunteering and Giving Among
Americans 50 and Over**

INDEPENDENT SECTOR is pleased to collaborate with AARP
on the development and distribution of this report.

giving &
VOLUNTEERING
IN THE UNITED STATES

Experience at Work is a
publication of the *Giving and*
Volunteering Signature Series.
This series is made possible
by generous support from
MetLife Foundation.



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Methodology

Experience at Work is based on analysis from INDEPENDENT SECTOR's *Giving and Volunteering in the United States* 2001 national survey. The survey was a telephone survey of 4,216 adult Americans 21 years of age or older conducted in the months of May through July of 2001 by Westat, Inc., for INDEPENDENT SECTOR. The interviews asked about individual volunteering habits in the 12 months prior to the survey and about household giving during the year 2000. Other key findings from this survey are available at www.IndependentSector.org.

Research Program

INDEPENDENT SECTOR's Research Program works to build the research necessary to accurately define, chart, and understand the nonprofit sector and ways it can be of greatest service to society. Signature projects include the *Nonprofit Almanac* and *Giving and Volunteering in the United States*.

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Introduction

The American Baby Boom generation is crossing age 50, and many are nearing retirement. Those people born in the 20 years following World War II, 80 million strong, will enjoy the longest life span of any previous generation. They are highly educated, will have extraordinary levels of health and wealth, and will be available to contribute to society at unprecedented levels. For nonprofit organizations, this swell in the number of potential volunteers offers a significant opportunity for increasing programs and services—and a significant challenge as well, as the swell in older volunteers will likely be coupled with a rise in the demand for programs and services directed toward the aging population. Nonprofit organizations need to

plan for the training and supervision of this larger number of volunteers, for providing them with meaningful and fruitful service experiences, and for matching volunteering opportunities with their levels of skill and areas of interest.

The aging of the Baby Boom generation presents great opportunities for nonprofits that prepare to engage them and their talents. The U.S. Census Bureau projects that the over-50 population will grow by 18.3 million people (or 23%) over the next ten years, becoming nearly one-third of the American population. Of this group, those 50 – 64 will show the largest increase, growing by 13.9 million people (or 31%). These people, primarily still employed and in their highest income years, are the most generous

age group in terms of annual charitable giving. The over-65 age group will grow by 4.4 million people (or 12%) to become 13 percent of the population. People in this age group, primarily retired, are more likely to be regular volunteers (those who give their time weekly or nearly every week) and give more hours than do other age groups. In short, nonprofit organizations can expect a natural increase in the number of high givers, the number of people available to volunteer on a regular basis, and the number of hours offered to fulfill their program and service needs. To capitalize on this impending opportunity, nonprofits will need to change their approaches to recruiting volunteers and organizing service experiences.

In order to help nonprofits meet this challenge head on, INDEPENDENT SECTOR and AARP have partnered to prepare this report. The data contained herein are based on the 2001 *Giving and Volunteering in the United States* survey conducted on behalf of INDEPENDENT SECTOR. The first part of the report, prepared by INDEPENDENT SECTOR, contains a statistical analysis of the 50+ population in the United States, showing the current giving and volunteering patterns of this age group. The second part, contributed by AARP, presents several case studies illustrating these findings and exploring what nonprofit organizations can do to prepare for members of this generation.

Overview

There were approximately 80 million Americans aged 50 and over in 2001, with just over half of these people still in their working years, aged 50 – 65. This age group can be divided into two distinct subgroups: those still working (primarily between the ages of 50 – 64), with high incomes and generally low availability for volunteering, and those who are retired (primarily 65 and older), with relatively low incomes and high availability for volunteering. The majority of this report will examine these two segments of the 50+ cohort. This approach reveals a pattern in the engagement of the current generation of 50 – 64-year-olds and compares the engagement level of these adults to that of people over 65 while controlling for the influence of work status.

Table 1 shows that the 50+ population is different from the under-50 population in several important respects. The younger group is more likely to have attended college and more likely to hold a degree. Members of this group are also more likely to have had parents who volunteered and more likely to have volunteered in their youth. These characteristics—level of education, parental role models, and youth volunteering—are each associated with higher levels of adult engagement. Future members of the 50+ generation will enter this age group with life experiences that predict higher levels of giving and volunteering.

As mentioned above, the 50+ population is really two distinct subgroups, the working and the retired. In terms of income, those 50+ who are working have the highest incomes and give the

most, while the retired 50+ people have the lowest incomes and give the least. They also differ in terms of education, with those working being the most likely to have attended and graduated from college. Some of the most important differences are seen in volunteering behavior: The retired members of the 50+ group are less likely to volunteer than the working people aged 50+, but they volunteer significantly more hours on average. Further, of those who volunteer, the retired are more likely to have volunteered in the past month.

The table also shows the retired are less likely to be asked to give or volunteer in spite of the fact that they respond to being asked just as positively as the working cohort. These and other findings are examined in more detail in the remainder of this report.

Table 1 Americans Under 50 and 50+ (Working and Retired): A Comparison
Under 50

Demographics	Household Income	\$56,068
	Attended Some College	58.5%
	College Graduate	29.3%
	Homeowner	59.7%
	Married	58.6%
	Have Children Under 18 in Household	60.6%
Giving	Percentage Who Give to Charity	87.1%
	Average Annual Household Contribution (contributing households only)	\$1,501
Volunteering	Percentage Who Volunteer	44.7%
	Average Monthly Volunteer Hours	15.2
	Percentage of Age Group Who Volunteered in Last Month	27.0%
	Percentage of Volunteers Who Volunteered in Last Month	60.4%
	Percent of Volunteers in Last Month Who Are Regular Volunteers	78.7%
	Percentage Asked to Volunteer	53.8%
	Percentage Who Volunteer When Asked	61.6%
	Percentage Who Volunteer Without Being Asked	25.1%
	Percentage Asked to Give to Charity	55.3%
	Percentage Who Give When Asked	94.7%
	Percentage Who Give Without Being Asked	77.6%
	Did Volunteer Work as a Youth	59.7%
	Had Parent(s) Who Volunteered	45.3%

	50+	
ALL	WORKING	RETIRED
\$49,050	\$62,286	\$37,716
48.9%	55.0%	43.3%
25.9%	31.7%	20.7%
78.5%	79.2%	78.0%
65.3%	72.5%	58.7%
11.0%	17.9%	4.7%
90.2%	92.8%	88.0%
\$1,930	\$2,211	\$1,668
44.2%	46.8%	41.9%
14.4	10.8	18.1
28.9%	29.6%	28.2%
65.3%	63.2%	67.5%
84.0%	76.6%	91.1%
45.1%	50.1%	40.4%
66.4%	67.8%	64.8%
26.1%	25.8%	26.3%
60.0%	62.8%	57.7%
96.0%	98.3%	94.8%
81.0%	83.6%	79.1%
52.0%	57.9%	46.7%
39.4%	44.1%	35.0%

Volunteering

People aged 50 and over tend to be engaged in their communities. Within the 50+ cohort, however, there are major differences between the employed and the retired: The employed are more likely to volunteer, but the retired volunteer more hours per month. That is, in 2000 retired people were about 42 percent of all 50+ volunteers yet gave more than half of all hours given by this age group. By 2010, the number of people ages 50 – 64 will have increased by nearly one-third, compared to an increase of just 13 percent for those 65 and over, which will lead to an even split in total hours given by these age groups. However, because the 50 – 64 age group is expected to grow the most, its members will account for over 68 percent of

the additional volunteering hours given by the 50+ population. In ten years, if the members of this age group volunteer as much as their counterparts do now, the 50+ age group will include at least an additional 8 million volunteers, giving 105 million additional annual volunteer hours.

Regular Volunteers

Regular volunteers (those who give their time weekly or nearly every week) are an important resource for nonprofit organizations, both faith-based and secular. They make it possible for organizations to plan and implement programs and services that would otherwise require additional paid employees. In addition, regular volunteers give more hours than occasional volunteers, further increasing their value to the organizations.

Volunteers from the 50+ working group are an excellent source of regular volunteers because of the large size of this population group. With about 3 out of 4 volunteers reporting being regular volunteers (77%), this age group will only grow in significance as it expands over the next ten years. These regular volunteers give an average of 12.6 hours per month, over 70 percent more than occasional volunteers, who average 7.3 hours per month. This group is, and will continue to be, an important source of educated, dedicated volunteers for nonprofit organizations.

Retired volunteers aged 50 and over are even more dedicated than those still working. Not only do a higher percentage report being regular volunteers, they give substantially more hours per month than working 50+ volunteers. Further, as might be expected,

Table 2 Changes in the 50+ Volunteer Pool

	2000 (Actual)		2010 (Projected)	
	50-64 YEARS OLD	65+ YEARS OLD	50-64 YEARS OLD	65+ YEARS OLD
Percentage of 50+ Population	55.3%	44.7%	59.2%	40.8%
Percentage Increase in Population by 2010	31.2%	12.5%		
2000 Volunteering Rate (kept constant)	47.0%	42.0%	47.0%	42.0%
Percentage of Volunteers Aged 50+	58.1%	41.9%	61.9%	38.1%
Percentage of Total Hours Volunteered by 50+ Population	45.9%	54.1%	49.8%	50.2%
Percentage Increase in Hours by 2010	68.2%	31.8%		

regular volunteers within the retired cohort volunteer substantially more hours than do occasional volunteers from this group, over three times as many hours per month on average. This age group may be smaller in numbers than its working counterpart, but its members are more likely to be regular volunteers and give more hours. Thus, this group of regular volunteers (mostly aged 65 and above) presents an outstanding opportunity for nonprofits. The number of these people, who volunteer an average of four hours per week, will grow into the foreseeable future, increasing as the Baby Boom generation ages.

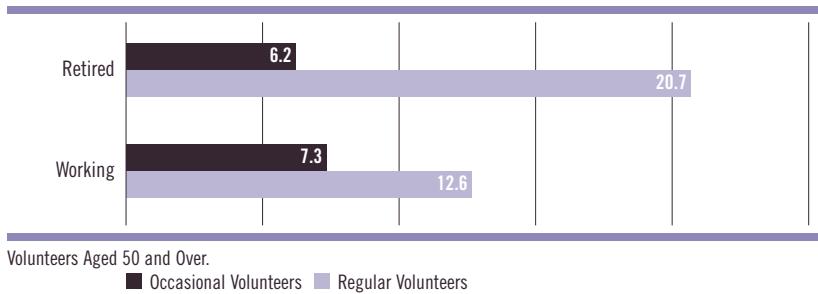
Volunteering: The Power of the Ask

This analysis points to the great promise of the aging population,

but nonprofit organizations cannot afford to be complacent in expectation of a glut of volunteers. In order to take advantage of the natural population increase, nonprofits need to plan for getting the growing 50+ population to be involved and engaged in ways that fit their changing lifestyles, interests, and experience. The simplest way to accomplish this goal is to ask people to volunteer.

The 50+ cohort responds to being asked to volunteer, and they respond in dramatic ways. About 65 percent of both working and retired adults aged 50+ volunteer when asked. This is a substantially higher percentage than those who volunteer on their own, about 26 percent of each group. That is, the volunteering rate is about 3 times higher for those who were asked than for those who were not.

Figure 1 Average Volunteer Hours Per Month by Work Status and Frequency of Service



However, the average number of monthly hours given by these volunteers, asked or not, does not differ: They give the same number of hours per month on average. What is important is that those asked are much more likely to volunteer in the first place.

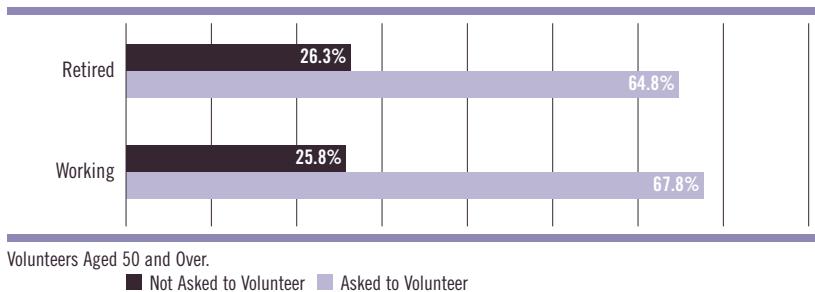
To take advantage of the increasing size of the 50+ age group, nonprofits need to be active by recruiting volunteers to a degree never seen before. The finding that only 50 percent of the working cohort and 40 percent of the retired cohort are asked to volunteer shows this—not only will nonprofits have more people to ask in the future, there is also great potential to increase the proportion of volunteers among this group.

Youth Experiences as a Predictor of Volunteering Behavior

Prior research by INDEPENDENT SECTOR has demonstrated the lifelong value of young people becoming engaged in volunteering: Those who start volunteering in their youth are more likely to be volunteers as adults. The Baby Boom generation was an engaged generation, with their attitudes toward civic engagement being shaped by such movements and events as the Great Society, the Civil Rights movement, and the Vietnam War. These attitudes toward engagement formed in their youth have been carried forward with them into adulthood and will remain a part of them as they cross over into the 50+ generation.

Fifty-eight percent of the current 50+ working cohort began volunteering as youth, a greater

Figure 2 The Power of the Ask: Rate of Volunteering by Work Status



percentage than that of their retired counterparts, about forty-seven percent of whom volunteered as youth. Not only will these age groups increase in sheer numbers as the Baby Boom generation ages, those who comprise them will bring a greater history of volunteering. This finding suggests that the volunteer hours this age group gives will increase beyond that indicated by population growth alone.

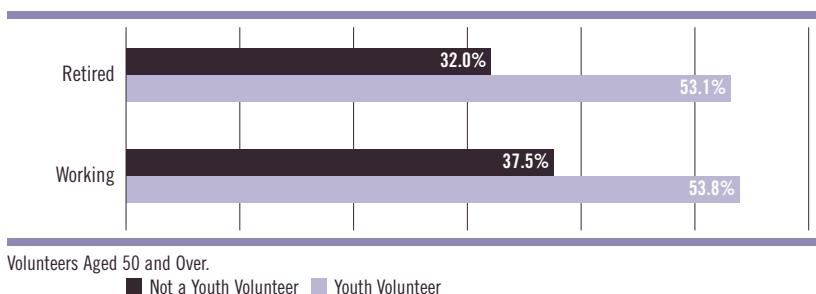
For both working and retired persons 50 and over, about 53 percent of those who volunteered in their youth (53.8% and 53.1% respectively) report being adult volunteers. That those youth experiences lasted a lifetime can be seen in the much lower volunteering rate for those who did not become involved as young people. In the working segment of the 50+ cohort, only 38 percent of those who did not start volunteering in their youth became adult volunteers, while the retired cohort

showed an even lower volunteering rate, 32 percent, for those who did not volunteer in their youth. Since the number of people in this age group—including those with youth volunteering experience—will grow faster than the population as a whole, this again indicates an increase in the number of people nonprofits may be able to involve.

Another angle from which to examine the importance of youth experiences is the percentage of volunteers in each segment of the 50+ cohort who report volunteering in their youth. In the working segment, 67 percent of the volunteers were youth volunteers, while an equally impressive 59 percent of the retired segment reported youth service.

Among volunteers in the working segment of the 50+ cohort, no differences were found in the number of hours given in terms of youth volunteering experience.

Figure 3 The Impact of Youth Volunteering



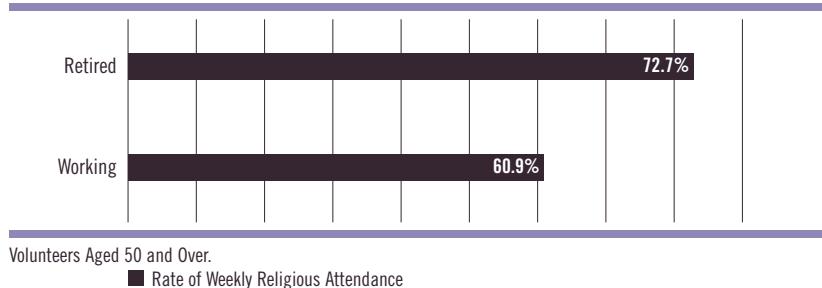
When members of this subgroup—both those who volunteered in their youth and those who did not—volunteer, they give about the same number of hours per month. For the retired segment of the 50+ cohort, however, those who began volunteering at a young age give more hours per month than those who were not youth volunteers, 20.3 versus 14.9 hours. As people move into their retirement years, those who started serving in their youth are not only more likely to volunteer, they also volunteer more hours.

Religious Attendance and Volunteerism
 One place nonprofit organizations can look for volunteers is in places of worship. As shown in other INDEPENDENT SECTOR research, Americans who attend religious services weekly are more likely to volunteer, and this characteristic extends into the 50+ cohort.

Working people aged 50+ are less likely to attend religious services weekly than the retired, though they are more likely than retirees to volunteer. In this subgroup, 38 percent of those not attending services weekly are volunteers, significantly lower than the 62 percent rate for those who do attend weekly. In the retired subgroup, the volunteering rate for those not attending religious services weekly is 48 percent, not significantly different from the 52 percent volunteering rate for weekly attendees.

However, of all volunteers in the working segment of the 50+ cohort, just over 60 percent attend religious services weekly. Likewise, of all volunteers from the retired segment, nearly three-quarters (73%) attend services weekly. These findings lend strength to the suggestion that, for nonprofits in search of volunteers, places of worship are a good starting point.

Figure 4 Religious Attendance and Service



Recommendations

In simple terms, retired people volunteer about 50 percent more hours per week than those still working and are more likely to be regular volunteers, yet they are less likely to be asked to volunteer. There are several implications to these findings. First, nonprofits that work with the 50+ age group need to have customized engagement plans both for those still working and those who are retired, keeping in mind these volunteers' differing availability. Second, nonprofits should investigate ways to identify and invite retired people to become involved with their programs and activities.

The 50+ population holds tremendous promise for nonprofit

organizations. Planning and preparation will be essential if nonprofits are to take advantage of the growth opportunity this expanding population affords. Our key recommendations are:

- **Plan for growth on several levels.** On the positive side, nonprofits should be able to expand programs and services as more people will be available to give more hours—indeed, the increase in the aging population is likely to come hand in hand with an increase in the demand for programs and services geared toward older Americans. However, nonprofits will also have more volunteers to train and manage, a situation that will also require careful planning and execution.

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BE ESSENTIAL IF NONPROFITS ARE
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OPPORTUNITY THE EXPANDING 50+
POPULATION AFFORDS.

- **Expand the scope of your volunteer search.** Retired people will respond to invitations to volunteer; give more hours; and welcome regular, scheduled volunteering assignments. To succeed with this group, nonprofits should prepare opportunities that will match these preferences prior to asking retirees to volunteer.
- **Appeal to the characteristics of the next generation of 50+ volunteers.** Compared to the current 50+ cohort, the coming generation will be better educated, more likely to have been involved in volunteering since their youth, and more likely to have come from families

in which their parents were volunteers. Each of these factors points to people who are more likely to volunteer, thus not only will this age group increase in numbers, its members will also enter the 50+ cohort better prepared to serve.

Charitable Giving

Americans 50 and over also support charitable organizations by making financial contributions. Those in their higher-income years, between the ages of 50 and 64, are able to give more annually than those in younger or older age groups. As with volunteering, natural population growth will lead to an increase in the amount given by the 50+ population as more and more people enter that age group. The 31 percent increase in the number of people aged 50 – 64 and the 13 percent increase in those aged 65 and up heralds an overall increase in giving from the 50+ cohort. While having fewer people in the younger age groups that tend to give less will offset some of this increase, it is good news for nonprofit

**Table 3 Average Annual Household Contribution by Income,
Working vs. Retired Ages 50+**

		Giving Households Only			
		UP TO \$24,999	\$25,000– \$49,999	\$50,000– \$74,999	\$75,000 AND UP
Working	Average Annual Household Contribution	\$811	\$1,086	\$2,276	\$3,860
	Percentage Distribution of Households	14.0%	28.9%	23.4%	33.7%
Retired	Average Annual Household Contribution	\$699	\$1,407	\$2,297	\$4,170
	Percentage Distribution of Households	38.7%	33.5%	13.9%	13.9%

organizations that the highest-giving age group will swell. Overall annual giving by people in the 50+ age group (currently around \$128 billion) could grow by more than \$30 billion per year by 2010. Combined with the increase in the number of volunteers, non-profit organizations that plan well may be able to use these increased contributions to expand the services and programs that the new volunteers will help to provide and meet the demand for services that is likely to grow along with the aging population.

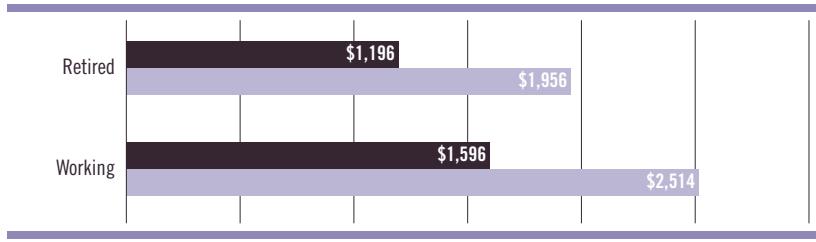
Household Income and Charitable Giving

Within each age group, giving varies by household income, and across all age groups, income is the strongest

single predictor of how much a household gives. In the 50+ cohort as a whole, and among working and retired people within that cohort, the average annual household contribution increases as income increases. Table 3 above shows the percentage of givers in each age group by annual household income and the corresponding average annual household contribution.

When examined by income category, retired people are just as generous as their working counterparts. None of the differences in the means between the employed and retired cohorts are statistically different: People in each income category give as much regardless of their work status. For nonprofits, this finding implies that fundraising campaigns should be planned around income, not work status.

**Figure 5 The Power of the Ask, Part Two:
Amount of Annual Charitable Contribution by Work Status**



Adults Aged 50 and Over, Contributing Households Only.

■ Not Asked to Give ■ Asked to Give

Charitable Giving: The Power of the Ask

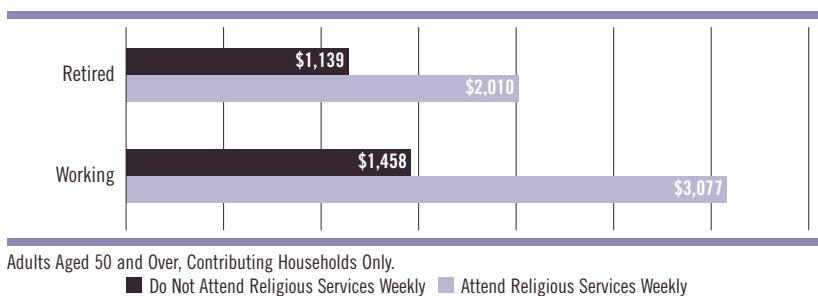
As with volunteering, the simplest way to attract financial support is to ask for it. If asked, people are not only more likely to give, they also tend to give more.

For the working segment of the 50+ cohort, most of whom are from households in their high-income years, the power of “the ask” is important in terms of both percentages and in terms of dollars. The percentage who gave to charity when asked is 98 percent, compared to 84 percent who gave on their own, an important difference.¹ The impact of the ask is further seen in the average annual household contribution to charity: Households who were asked to contribute gave 58 percent more than did those who gave without being asked. In this age group, only 63 percent report having been asked to give, leaving room for improvement.

The retired segment of the 50+ cohort is also responsive to requests to contribute to charity. Fifty-eight percent were asked to give, and ninety-five percent did so. Further, the average contribution was nearly double that of the 79 percent of those who gave without being asked.

Both groups show a significant response to being asked to give. Those asked are more likely to give, and they give substantially more. As this age group expands, nonprofits should focus on ways to increase both the proportion and number of people they turn to for support.

¹ Survey question: Were you or the members of your household personally asked to give money or other property to charitable organizations, including religious organizations, in 2000?

Figure 6 Religious Attendance and Annual Charitable Giving

Religious Attendance and Charitable Giving

The most generous subset of the working members of the 50+ generation is found in those who attend religious services weekly. Annually they give more than double the amount given by those who do not attend weekly. Further, they are more likely to be givers, 97 percent versus 90 percent. Likewise, the retired members of the 50+ cohort are both more likely to be givers and give more when they attend religious services weekly. The amount given is also nearly double that of those who do not attend weekly. In this segment of the population, the percentage of weekly attendees who give exceeds 93 percent, while the giving rate for those who do not attend weekly is 81 percent. Clearly, weekly attendance at religious services is associated with a greater propensity to give and a higher amount given. People who are actively involved

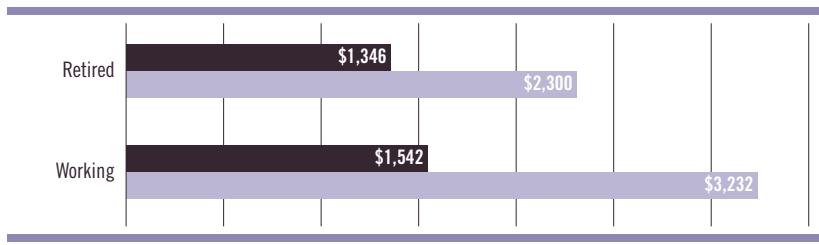
at their place of worship are also more involved givers and volunteers, a fact nonprofit organizations, both faith-based and secular, should take into account as they seek to expand their giving and volunteering base.

Volunteers Who Give

That volunteers are reliable, generous givers has been a finding supported by INDEPENDENT SECTOR research since the 1980s. Nearly all volunteers are givers, and they give more than those who do not volunteer. These findings hold true for the 50+ population in America.

Looking first at the working members of the 50+ cohort, those still in their working years and at the height of their earning power, the average household contribution for volunteers is significantly more than that given by non-volunteers in the same group. Those who volunteered gave an average contribution of \$3,232. This compares

Figure 7 Average Annual Household Contribution by Work and Volunteering Status



Adults Aged 50 and Over, Contributing Households Only.

■ Non-Volunteers ■ Volunteers

to the average gift of \$1,542 for those who did not volunteer. In other words, volunteers contribute more than double the amount given by non-volunteers.

Likewise, retired volunteers aged 50+ give significantly more than their counterparts who do not volunteer. Retired volunteers showed an average contribution of \$2,300 compared to the average of \$1,346 for those who do not volunteer.

As the Baby Boom generation ages, nonprofit organizations should be able to increase both the number of volunteers and the number of givers. They should also be able to increase the percentage of volunteers who give and the amount given by focusing their attention on encouraging volunteers to contribute financially, something accomplished simply by asking more volunteers to give.

Recommendations

People aged 50 and older, both working and retired, share their wealth with nonprofit organizations. Working people, primarily 50 – 64 and in their high-income years, give more than any other age group. They respond well to being asked to give, especially when they are also volunteers. Retired people in the 50+ cohort are also generous supporters of nonprofit causes and organizations, but they give less in real terms because their incomes are lower. They, too, respond well to being asked to give, and give more when they are also volunteers.

This highly involved age group will grow tremendously over the next ten years, offering nonprofits a chance to make real strides in achieving their goals in the community. As with volunteering, planning and preparation are essential. Our key recommendations are:

- **Ask your volunteers to give regardless of their work status.** Both working and retired volunteers will respond to being asked to give, and they will give you more if you ask them.
- **Demographics alone suggest you will have more people from which to solicit donations.** Your resources can best be used by targeting marketing efforts toward those who are most likely to respond to requests: volunteers and those who attend religious services weekly.
- **There is room to increase your reach into this age group of good givers (the working) and good volunteers (the retired).** A substantial percentage of each age group is not asked to give or volunteer.
- **You should be able to raise money for expanding programs and services.** In ten years, giving by the 50+ cohort could grow by \$30 billion annually in constant 2000 dollars based solely on demographics and current giving patterns.

Conclusion

The aging of the Baby Boom generation will lead to increases in the number of people who are highly engaged with faith-based and secular nonprofit organizations. The number of people in their high-income years will expand, and these are people who historically have been generous givers. In a similar fashion, the number of retired people will increase, becoming part of the group of people with a

history of being regular, committed volunteers. Nonprofit organizations that anticipate these demographic changes will be in a position to benefit from the increases in giving and volunteering afforded by these demographic changes.

This report reveals the tremendous potential of the aging population: The data show that people 50+ will respond to being asked to volunteer and give, yet many of them are not asked. Nonprofit organizations have the chance to increase both the number and percentage of people they ask to become involved.

Whether they are working or retired, people aged 50 and over are likely to volunteer, but they have different volunteering patterns. The retired will volunteer more hours and are more inclined to volunteer on a regular basis, and the working cohort will show much greater growth in the number of hours that are given in total. Nonprofits need to consider how they will balance their volunteering opportunities to conform to these different patterns.

If the giving and volunteering patterns stay the same, the increase in the number of people 50 and over will result in increases in both the number of hours volunteered and the amount of money given. Nonprofits can act to take advantage of the patterns uncovered here, increasing giving and volunteering rates, and leading to even greater growth in participation by this generation.

Tapping a Lifetime of Experience: Engaging 50+ Volunteers

At age 90, Algetha Quander continues to give back to her community. “I don’t know of anything as rewarding as volunteer work,” says Quander. “It has made a good life for me.” Retired after 33 years of working for the federal government, Quander volunteers with Christian Community Group Homes (CCGH) in Washington, D.C., an organization that operates housing for low-income seniors as well as intergenerational programs. Quander’s 21 years of financial and volunteer support have helped CCGH to serve more than 85 low-income seniors in permanent housing and more than 100 seniors in the community. She also volunteers with the Ostomy Association,

Anchor Mental Health, Catholic Daughters of America, and Little Sisters of the Poor.

George Rowan, a 60-year-old professor of agriculture at Michigan State University, believes in volunteering. He balances work and volunteer leadership positions with several health and environmental organizations, including serving as president of AARP Michigan. “I believe in giving back to the community. It was a family tradition,” says Rowan. He sees many benefits to volunteering including a sense of enjoyment and fulfillment, the chance to share what he has with others, and the opportunity to learn. He says, “Volunteering makes me stronger.”

Whether retired or employed, many Americans 50 years of age and older have a wealth of experience, as well as the energy and desire to improve their communities—qualities that make them valuable volunteers.

Engaging 50+ Americans

Today people over 50 years of age constitute the largest, best-educated, and healthiest group of older Americans in our nation’s history. Their numbers will continue to grow as the Baby Boom generation ages and life expectancy lengthens. Older Americans have the richness of diversity reflected in other age demographics. No matter their gender, ethnicity, income level, or religion, the one thing they do have

in common is a lifetime of experience that makes them a valuable pool of potential volunteers for any organization. As vital, contributing members of society, their skills and experiences can benefit many in their communities.

Many programs have emerged specifically to engage older volunteers in service. Through programs such as Senior Corps and Experience Corps, older volunteers are using their talents to improve the lives of individuals in communities across the country. (See Case Study 1.)

The Benefits of Involving 50+ Volunteers

Volunteers 50 years of age and older bring a wealth of life and professional experiences to their work with organizations. Whatever skill an organization is seeking from volunteers, it can be found among individuals 50+. Looking for someone with experience working with or raising children? How about a training or teaching background? Would an individual with expertise in accounting, law, health, or carpentry fill a need? All of these talents can be found among 50+ Americans.

The Peace Corps is one organization that understands the advantages of engaging volunteers over 50. The diversity of the Peace Corps is richly enhanced by the participation of older volunteers, and the organization has made it a priority to actively recruit this age group.

The work and life experience of 50+ volunteers, coupled with their education and strong commitment to service, make them excellent Peace Corps volunteers. One volunteer, Helen Raffel, is 74 years old and serving in her third tour with the Peace Corps. Helen's career in banking has been an asset to her work in small business development in Uzbekistan from 1998-2000 and in teaching environmental protection courses in China from 2000-2002. She is currently serving in Morocco.

Engaging an older volunteer benefits not only the community organization, but the volunteer as well. Numerous studies have shown that volunteering in the community is one of the keys to successful aging. Through their volunteer experiences, many people enjoy a sense of accomplishment and value opportunities to socialize and make use of their skills and experiences. Through their experiences, volunteers continue to learn, grow, and make a difference in their communities. Many are leading more active, enriched lives.

Jim Lathrop of Hawaii sees volunteering as a chance to do something positive for society, but as a retired educator he seeks, "the opportunity to continue learning. I am happiest when I am learning something new to me." Since Lathrop and his wife are new to Hawaii—having moved there after retirement—this desire for lifelong learning has included volunteering activities that help them to pursue

their interests in orchids, the environment, and learning about the unique Hawaiian culture, resulting in leadership roles in the Kona Daifukuji Orchid Club and involvement with Reef Watchers.

Designing Work for 50+ Involvement

Before recruitment can begin, an organization must take a close look at why they need 50+ volunteers. Recruiting volunteers without first identifying how they will help to move the work of the organization forward and designing work for volunteers that meets that need will be a frustrating experience for both the organization and the volunteer. Volunteers want to give their time in ways that utilize their talents, give them a sense of accomplishment, and make a difference in their communities.

The first step to determining a program's volunteer needs is to look at the organization's goals. What is it that needs to be accomplished? Increased funding? Passage of legislation? Serving the hungry or homeless? Looking at what must be accomplished will help to determine both paid and volunteer staffing needs.

The second step is to determine what tasks volunteers need to take on in order to accomplish these goals. Will volunteers meet with potential funders to help raise money? Will they meet with legislators to express support for a bill? Will they cook meals for the hungry

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or distribute blankets to the homeless? Design work for volunteers that will move the organization toward attaining its goals. A volunteer position description should be created to reflect the responsibilities to be performed.

Every volunteer wants to be engaged in meaningful work. They want to feel that they are contributing to the success of the organization and the well-being of the community. Make sure their work is well-organized and isn't just busy work. Fill specific volunteer job positions outlining specific tasks and responsibilities. If volunteers are provided with the parameters of the job they will be able to work more independently, freeing paid staff to do their own work.

Once an organization has determined the tasks to be performed by volunteers in order to meet organizational goals, the next step is to determine the kind of person

needed to do this work. Think about the skills, experiences, and attitudes a volunteer would need in order to successfully fill that position.

The skills, experiences, and attributes should also be incorporated into the volunteer position description. Qualifications should be listed. If these needs are articulated up front, the potential volunteer and the organization will have an opportunity to decide whether the position is a good fit.

Many organizations, including AARP, have designed meaningful work to advance their program's mission and utilize the skills and interests of 50+ volunteers. Programs like Project RE-SEED, which matches retired engineers with schools, and Environmental Alliance for Senior Involvement, which engages older volunteers with an interest in the environment, benefit from the time and talent of 50+ volunteers. (See Case Study 2.)

Case Study 1

Programs Engaging 50+ Volunteers in their Communities

Senior Corps

Senior Corps, part of the federal government's Corporation for National and Community Service, is a network of programs that utilize the skills, experience, and talents of older Americans to improve local communities. Volunteers age 55 years and older assist organizations and individuals through Senior Corps's three programs—Foster Grandparents, Senior Companions, and the Retired and Senior Volunteer Program (RSVP).

RSVP engages people 55 and over in a broad range of volunteer activities in their communities. Volunteers choose the opportunities that best meet their interests and availability, such as organizing neighborhood watch programs, tutoring children, renovating homes, teaching English to immigrants, assisting victims of natural disasters, or lending their business skills to community groups that provide critical social services. Local organizations receive grants to sponsor and operate RSVP projects and recruit

seniors to serve from a few hours to almost full-time with community and faith-based organizations helping to meet local needs.

The Foster Grandparent Program provides a way for those 60 and older with limited incomes to serve as extended family members to children with exceptional needs. Foster Grandparents help children who have been abused or neglected, mentor troubled teenagers and young mothers, and care for premature infants or children with physical disabilities by serving 20 hours a week in schools, hospitals, correctional institutions, childcare facilities, and Head Start centers.

The Senior Companions Program provides an opportunity for individuals 60 and older whose incomes are limited to provide assistance and friendship to adults who have difficulty with daily tasks such as grocery shopping and paying bills. Supported by monthly training, Senior Companions spend

20 hours a week helping two to four adults live independently in their own homes by providing relief to caregivers and alerting doctors and family members to potential problems.

Senior Corps also administers an online service, www.seniorcorps.org, to connect seniors to volunteer opportunities with Senior Corps programs in their communities, as well as a wide variety of other nonprofit groups.

Experience Corps

Experience Corps, a program of Civic Ventures, mobilizes the time, talent, and experience of adults 55 and older in service to their communities. The program provides schools and youth-serving organizations with caring older adults to improve the academic performance and development of young people, help schools and youth-serving organizations become more caring places, strengthen ties between these institutions and surrounding neighbor-

hoods, and enhance the well-being of the volunteers in the process.

The program works to provide options that fit the needs, interests, and schedules of the participants (offering both part-time and episodic opportunities). Corps members serve at least 15 hours a week and receive a small stipend. Experience Corps members provide tutoring and other support to children. In addition, the program responds to school and community needs through other initiatives such as parent-involvement campaigns and book drives.

Volunteers receive continued support and training, which result in learning and growth. In addition, participants are provided with team meetings, lectures, and reflection opportunities. Teamwork is emphasized through joint problem solving and social support and leadership opportunities are encouraged through team leadership and the initiation of projects utilizing skills and interests.

Recruiting 50+ Volunteers

Once the skills and talents that 50+ volunteers can bring to an organization have been identified, the next step is to recruit individuals who are qualified to fill those volunteer positions. The keys to successfully recruiting older volunteers are:

- Identifying sources for volunteers 50 years of age and older;
- Designing recruitment messages that resonate with these potential volunteers; and
- Delivering recruitment messages through mechanisms that reach this audience.

For the best results, a focused approach in recruitment efforts is essential, including looking in places and at those groups and organizations that will provide access to 50+ volunteers with the skills needed to advance the priorities of your organization. Consider the diversity in the community and ways to reach a rich pool of 50+ volunteers.

Partner with organizations already engaging individuals 50 and older, such as:

- **Community groups and local service organizations.** Organizations like the Kiwanis and the Retired Senior Volunteer Corps engage individuals already interested in service.
- **Religious communities.** People who regularly attend religious services are more likely to volunteer.

■ **Corporate employee and retiree volunteer programs.** Approaching the right company with an employee and retiree volunteer program can lead you to 50+ individuals with the skill set needed. (See Case Study 3.)

Think about the kind of organization that might attract the type of person who would be interested and qualified to serve as a volunteer for your organization. A teachers' association could be a pool of potential tutors. A military organization could provide individuals with strong organizational skills. Working and retired members of these organizations may have the skills you are seeking.

Organizations should also consider the growing diversity of the 50+ population and the richness a diverse volunteer community brings to any program. Bringing these unique skills and perspectives into a volunteer community requires the development of activities and recruitment messages that resonate with a broad range of individuals.

Designing Recruitment Messages

After deciding where to look for volunteers, the next step is to develop the messages that will attract 50+ volunteers. Once the message is developed, it can be used in a variety of communication channels such as printed materials, direct mail, and in-person appeals.

An effective recruitment message includes:

- **A listing of benefits volunteers will receive by getting involved in the program.** Will they have a chance to meet new people, develop new skills, or pursue their interests? The choice of volunteer work is related to an individual's interests, personal goals, or life perspective, so recruitment messages must reflect that.
- **An appeal to service to help the organization accomplish its goals.** People engage in volunteer activities because they want to do something for others. They want to give back and remain productive in meaningful ways.
- **Highlights of organization successes.** Everyone wants to know that their contribution will be making a difference.
- **A brief description of the responsibilities volunteers will fulfill.** This is an opportunity to provide a description of the kind of person who would successfully fill that role, so that person can see himself or herself as a good match.
- **A summary of the time commitment asked of volunteers.** A potential volunteer will need to know how much of his or her time this volunteer assignment will require. Organizations able to offer flexibility will likely be more successful with recruitment of both working and retired volunteers.
- **A description of the training**

and support provided to help volunteers succeed. This is a chance to promote the opportunity for lifelong learning.

Recruitment is the time to focus on benefits to the prospective volunteer, not on features of the organization or position. Additional details can be provided once the individual decides he or she is interested in finding out more about volunteering.

Delivery of the recruitment message is the final step in the process. Narrowing the communication channels by focusing on those that will reach the target audiences (people 50+ with particular skills and interests) will increase the response from potential volunteers.

Communication vehicles for delivering recruitment messages to those 50 and older include:

- **Individual invitations.** Making a personal ask is the most effective recruitment method. It is especially powerful coming from someone already volunteering with the program.
- **Printed materials such as flyers, brochures, inserts, and other written materials** that people can pick up at 50+ events or places of business. Think about places in the community frequented by this segment of the population.
- **Public speaking opportunities** before community groups, professional associations, social clubs, and religious organizations.

- **Booths and exhibits** at professional meetings, community events, and other places where people 50 and over with the skills needed gather and meet.
- **Articles or ads** placed in corporate employee and retiree newsletters, the bulletins provided at religious services, or the publications of community groups.
- **Mass media tools** such as press releases, letters to the editor, and public service announcements on radio or TV. These should be targeted to outlets that reach 50+ Americans, such as Senior Bulletin or similar local publications.
- **Direct mail appeals** that include an easy way for the potential volunteer to reply.
- **Web-based volunteer matching tools** such as www.seniorcorps.org or www.volunteermatch.org.

Retaining and Recognizing 50+ Volunteers

Retaining 50+ volunteers is a vital part of building and maintaining a strong and healthy volunteer community to ensure program success. The key to retention is to continue to feed the motivation that brought the volunteers to the program in the first place. Think about what motivated a volunteer to choose a particular volunteer position. Was it to remain productive, to give back to others, or for personal growth? Is the work he or she is doing filling those needs?

Programs engaging volunteers will have greater success with retention by also considering the following:

- Creating a welcoming environment for 50+ volunteers;
- Providing ongoing training and support;
- Allowing flexibility in work assignments; and
- Recognizing volunteers in ways that are meaningful.

Recognition should not be limited to large, public events. Although volunteer recognition luncheons and dinners are appreciated, volunteers prefer a more personal “thank you,” either in person or through a written note. Think again about why a volunteer chose to become involved. If it was to give back to others, he or she may appreciate a note of thanks from someone who benefited from the volunteer’s help. If it was to remain productive, hearing how the work helped to bring about a program success or meet a goal would be meaningful. Someone seeking personal growth may appreciate an opportunity to take on a leadership position or a new challenge.

Overcoming Barriers to 50+ Volunteerism

Potential volunteers of any age face barriers to donating their time and talents. Those 50 and older encounter them as well.

Time

Working or retired, those 50 and older struggle to balance all of life's commitments. Whether given to family, work, or other community organizations, time is a valuable resource. Flexibility in volunteer work may help programs attract individuals with limited time to give and increase success in filling positions. If individual flexibility is not possible, organizations should be mindful of the scheduling established. For example, activities taking place during the day may present difficulties for volunteers who are employed.

Disabilities and health concerns

Although there is a long-term trend toward greater health for the older population, the percentage of individuals with a disability or health concern increases with age. This valuable and underutilized segment of the population has a great deal to contribute to the community. Organizations with facilities and volunteer assignments designed to be accessible to people with disabilities are important to engaging some older volunteers.

Transportation

Volunteers of any age may face transportation challenges. Organizations with ample, free parking or located near public transportation are naturally more accessible. Exploring whether work can be done at a volunteer's home or in a location more accessible will also increase

the opportunities for engagement. Considering virtual volunteering—volunteer work done using technology—also helps to overcome challenges encountered because of lack of transportation or a disability.

Climate respectful of older adults

Organizations looking to engage a diverse volunteer pool—whether that diversity is reflected through age, culture, gender, education, income, or any number of other factors—must create a welcoming environment in order to be successful in the recruitment and retention of volunteers. Celebrating the life and professional experiences that older volunteers bring is important to generating an atmosphere of respect. Staff and volunteers should understand the importance of creating such a climate, which can be built and maintained through strategies such as diversity training, open dialogues, and modeling behavior.

Philanthropy

As with volunteering, the most successful way to engage individuals in supporting an organization financially is to ask. Those who are already volunteering are more likely to give, so reaching out to volunteers is more likely to ensure success. Volunteers are familiar with the need that the program fills within the community, as well as the program's successes, since they are intimately involved in

Case Study 2

Utilizing the Skills and Interests of 50+ Volunteers

AARP

AARP, a nonprofit, nonpartisan membership organization dedicated to making life better for people 50 and over, engages volunteers in communities across the U.S., the District of Columbia, Puerto Rico, and the Virgin Islands. Through a network of programs at the national, state, and community level, AARP volunteers work for positive social change through advocacy, education, and community service. Many 50+ volunteers, both working and retired, are engaged in programs such as:

■ **AARP Benefits Outreach Program***

Volunteers inform persons with limited incomes and resources about federal, state, local, and private benefits programs and services.

■ **AARP Driver Safety Program—**

Older drivers are provided with an eight-hour classroom driving refresher course delivered by volunteer instructors.

■ **AARP Grief and Loss Programs—**

Volunteers provide comfort and bereavement support to adults who have lost a loved one.

■ **AARP Money Management Program***

Low-income or disabled individuals work with a volunteer to manage and keep track of their financial matters so that they can remain independent.

■ **AARP Senior Community Service Employment Program***

Volunteers and staff help low-income job seekers, aged 55+, return to the workforce.

■ **AARP Tax-Aide Program***

Volunteers assist low-and middle-income taxpayers, with special attention to those 60 and older, in filing their taxes.

In addition, AARP volunteers advocate for state and national policies aiding older Americans; serve as volunteer leaders guiding the work of the organization; and communicate with individuals, groups, and the media about the organization's programs and priorities.

Project RE-SEED (Retirees Enhancing Science and Education through Experiments and Demonstration)

Many volunteer programs are seeking volunteers interested in using their skills and expertise for the betterment of the community. Project RE-SEED does just that by placing retired scientists and engineers in middle school classrooms as Science Resource Agents (SRAs).

Volunteers are recruited through corporate retiree programs, as well as research, development, and academic organizations. Recruitment strategies include media publicity, word of mouth, and the use of professional connections.

Providing training, offering flexibility, matching needs and interests, providing support, and evaluating the program are keys to successful engagement and retention of volunteers. Other characteristics of the program include:

- Retirees are trained as Science Resource Agents through 12 days of training

using materials developed with a focus on 13 areas of physical and earth science.

- Volunteers choose the geographic area in which they wish to work.
- Staff members make placement decisions after meeting with teachers and SRAs to determine the best match for both, ensuring that the volunteers will be supported by teachers and school administrators.
- An SRA network is established within the school district to encourage peer support.
- Training follow-up meetings and an annual conference provide opportunities for volunteers to share their experiences and work through placement issues.
- Volunteers are surveyed each year to determine whether new placements are needed.

* Programs sponsored by the AARP Foundation.

Environmental Alliance for Senior Involvement (EASI)

The mission of the Environmental Alliance for Senior Involvement is “to build, promote, and utilize the environmental ethics, expertise, and commitment of older persons to expand citizen involvement in protecting and caring for our environment for present and future generations.” EASI fulfills its mission through the work of Senior Environmental Corps (SEC) organizations in every state and 20 foreign countries who work on a wide range of environmental activities.

EASI assists community-based organizations, such as senior centers, corporations, local governments, faith-based institutions, and other sponsors in recruiting and involving seniors as volunteers in intergenerational programs to help the environment within their communities.

Throughout the country, SECs are implementing projects that address energy conservation, environmental education, environmental health, environmental monitoring, environmental restoration, and pollution prevention. Volunteer opportunities cover a wide variety of activities from stream clean-ups, water monitoring, and community gardening to serving as EASI Ambassadors to promote the program, provide volunteer program management, increase recruitment, identify resources, and provide training.

those accomplishments. Increasing their engagement in support of the community can be accomplished by asking them not only to contribute their time and talents, but their financial resources as well. Acknowledge the important contribution they already make as a volunteer and ask them to consider giving.

Fundraising is another way in which volunteers can be engaged in the organization's work to accomplish goals. Volunteer fundraisers serve a vital function. Potential donors are being asked to give by someone who believes enough in the organization to volunteer his or her time—someone who can speak to the important work being done because he or she is a partner in the efforts. Volunteers demonstrate the way the organization uses funds efficiently through the engagement of a team of volunteers partnering with the staff to serve the community.

Conclusion

Engaging 50+ Americans in volunteering and giving benefits not only communities, but the individuals themselves. The organizations engaging 50+ volunteers in support of efforts to serve communities receive the time and talents of those with a lifetime of personal and professional experiences. The volunteers remain productive and engaged. They feel the satisfaction of helping their community, applying new and existing skills, and pursuing interests that lead to life-long learning.

In order to successfully recruit and retain this valuable volunteer pool, organizations must design meaningful work, develop and deliver recruitment messages that resonate with the type of volunteer they seek, provide ongoing support and recognition, and remove barriers in order to become an organization that welcomes 50+ volunteers.

As Baby Boomers age, the segment of the population 50 years of age and older will continue to grow. Organizations seeking volunteers should consider opportunities to tap a growing pool of 50+ Americans with the lifetime of experience to make a significant difference in their communities.

Case Study 3

Engaging Corporate Employees and Retirees

Many companies both large and small support opportunities for their current and retired employees to volunteer in the community. By partnering with corporations, organizations seeking volunteers may be able to enhance their recruitment efforts. If an organization is seeking to fill a volunteer position with an individual who has a specific skill, approaching a company where individuals may have used that skill on the job may offer recruitment opportunities. Another strategy would be to partner directly with the company on a program and ask them to recruit their employees and retirees for participation.

Sears Retiree Volunteers (SRV)

Retired Sears employees living in Chicago have adopted the John M. Gregory School. One of their activities was to teach the children about Sacagawea, the Native American woman

who guided Lewis and Clark on their expedition across the American West. Other activities have included conducting Junior Achievement programs and hosting holiday parties. The retirees also lend support to Coats for Kids, the Greater Chicago Food Depository, Gilda's Club, WTTW, local zoos, and The Chicago Department on Aging.

Senior People Investing Career Expertise (SPICE)

More than 350 retirees of Cargill, an international marketer, processor, and distributor of agricultural, food, financial, and industrial products, volunteer their time and expertise with projects throughout the Minneapolis area. The program's mission is "to enrich our community and the lives of Cargill retirees by matching community needs with retiree talents, time, and desires." SPICE offers both group activities (e.g., Earth Day,

Habitat for Humanity, Feed my Starving Children), as well as individual activities (e.g., tutoring school children, sorting food at food shelves, serving as gardeners at the Minnesota Arboretum). SPICE participants are also provided with education seminars, social activities, and a volunteer recognition day.

Intel Retiree Volunteer Programs

As a technology company, Intel has focused many of its employee and retiree volunteer opportunities on using the skills and knowledge developed through professional experiences. Volunteer opportunities include service as Intel Computer Clubhouse Mentors, who help young people learn about technology, and Web Wizards, who help Latino youth learn basic computer competencies and website design. Intel also participates in many other community programs.

Agilent/HP Colorado Springs Retiree Volunteers (A/HPRV)

Agilent Technologies supports its retirees in several volunteer projects. The company has partnered with several elementary schools to support K-5 science programs through the refurbishment of hands-on science kits and assistance to teachers in the classroom. Retiree volunteers also help to build houses through Habitat for Humanity, serve as docents and provide visitor information at the El Paso County Parks, and perform a variety of services to help patients and visitors at Memorial Hospital. Volunteers are kept informed through a quarterly newsletter and an annual luncheon meeting.

Cornell Retirees Volunteering in Service (CRVIS)—Cornell University, Ithaca, NY

The CRVIS program provides opportunities for retired Cornell employees to continue offering their skills and talents to the Ithaca community. CRVIS works closely with several local elementary schools. Armed with research from their own university about the benefits of volunteering after retirement, the program strives to provide a win-win situation for both the community and the volunteers themselves.

Cornell's own research has also been used to design effective volunteer recruitment and recognition strategies. Their studies showed that 66 percent of retirees want to engage in some form of productive activity, but that flexibility and choice were important. Volunteers have some choice in what they do at the

school and their skills and interests are matched with the needs of the students. Volunteers are also provided with a choice between short-term and long-term activities in order to find options that best meet their schedules. The CRVIS program also recognizes that many retirees want to travel and enjoy their free time before volunteering.

Knowing that a personal ask is an effective recruitment tool, CRVIS staff contact potential volunteers by phone and in some cases arrange for them to be approached by acquaintances who supported the program. Volunteers are recognized for their work both informally by their peers and formally through award presentations and publicity. Program administrators credit success in recruitment and retention to the flexibility and recognition provided by the program.

National Retiree Volunteer Coalition (NRVC)

Volunteers of America supports the National Retiree Volunteer Coalition, which serves as a resource for the formation of strong partnerships between retirees, their former employers, and their communities. NRVC offers consultation, program development, and training to corporations, universities, healthcare systems, governmental institutions, and any other employer interested in building and supporting retiree volunteer programs.

The coalition sees great benefits to the establishment of retiree volunteer programs:

- Employers gain retirees as assets that enable the company to build goodwill, loyalty, and visibility.
- Retirees use skills, remain active, and maintain a positive relationship with their former employer.
- The community meets its needs through the time and talents of retired volunteers who bring a fresh perspective to problem solving.

Additional Resources

The following list includes many valuable resources available from the members and partners of INDEPENDENT SECTOR and AARP in the field of service, volunteer programs, and research. Other resources are also available at the national and local level; through state commissions on volunteering; and through senior centers, religious congregations, and other organizations. This is only a partial list.

America's Promise

909 N. Washington Street, Suite 400
Alexandria, VA 22314
800-365-0153
www.americaspromise.org

**Association for Volunteer
Administration**
P.O. Box 32092
Richmond, VA 23294-2092
804-346-2266
www.avaintl.org

Civic Ventures
139 Townsend Street, Suite 505
San Francisco, CA 94107
415-430-0141
www.civicventures.org

Experience Corps
(a program of Civic Ventures)
2120 L Street, NW, Suite 400
Washington, DC 20037
202-478-6190
www.experiencecorps.org

**National Association of Area
Agencies on Aging and MetLife
Foundation "Older Volunteers
Enrich America" Awards**
927 15th Street, NW, Suite 600
Washington, DC 20005
202-296-8130
www.n4a.org

**National Executive
Service Corps**
120 Wall Street
16th Floor
New York, NY 10005
212-269-1234
www.help4nonprofits.org

**National Retiree Volunteer
Coalition**
(Volunteers of America)
1660 Duke Street
Alexandria, VA 22314
703-548-2288
www.nrvc.org

National Senior Service Corps
(Corporation for National and
Community Service)
1201 New York Avenue, NW
Washington, DC 20525
800-424-8867
www.seniorcorps.org

Nonprofit Risk Management Center
1001 Connecticut Avenue, NW
Washington, DC 20036
202-296-0349
www.nonprofitrisk.org

Points of Light Foundation
1400 I Street, NW, Suite 800
Washington, DC 20005
202-729-8000
www.pointsoflight.org

Project RE-SEED
Northeastern University
716 Columbus Avenue, Suite 378
Boston, MA 02120
617-373-8388
www.reseed.neu.edu

Retirement Research Foundation
8765 West Higgins Road, Suite 430
Chicago, IL 60631-4170
773-714-8080
www.rrf.org

Web-Based Resources
Idealist/Action Without Borders
www.idealst.org

Learning In Deed
www.learningindeed.org

Network for Good
www.networkforgood.org

VolunteerMatch
www.volunteermatch.org

**Points of Light Foundation and Volunteer
Center National Network**
www.volunteerconnections.org

SERVEnet/Youth Service America
www.servenet.org





1200 Eighteenth Street, NW
Suite 200
Washington, DC 20036
202 467-6100 phone
202 467-6101 fax
info@IndependentSector.org
www.IndependentSector.org



601 E Street, NW
Washington, DC 20049
800 424-3410 phone
www.aarp.org

A Special Report

ENGAGING *youth* IN LIFELONG SERVICE

**Findings and Recommendations for
Encouraging a Tradition of Voluntary
Action Among America's Youth**

giving &
VOLUNTEERING

IN THE UNITED STATES



INDEPENDENT
SECTOR

About INDEPENDENT SECTOR

INDEPENDENT SECTOR is a nonprofit, nonpartisan coalition of more than 700 national organizations, foundations, and corporate philanthropy programs, collectively representing tens of thousands of charitable groups in every state across the nation. Its mission is to promote, strengthen, and advance the nonprofit and philanthropic community to foster private initiative for the public good.

About Youth Service America

Youth Service America (YSA) is a resource center and premier alliance of 300+ organizations committed to increasing the quantity and quality of opportunities for young Americans to serve locally, nationally, or globally.

Founded in 1986, YSA's mission is to strengthen the Effectiveness, Sustainability, and Scale of the youth service and service-learning fields. YSA envisions a powerful network of organizations committed to making service the common expectation and common experience of all young Americans. A strong youth service network will create healthy communities, and foster citizenship, knowledge, and the personal development of young people. YSA's programs include National Youth Service Day and Global Youth Service Day, the largest service events in the world. They take place concurrently each April, focusing national and international attention on the year-round service contributions of young people, while recruiting the next generation of volunteers, and promoting the benefits of youth service to the public.

YSA also hosts SERVEnet (www.SERVEnet.org), an award-winning one-stop portal for information and resources on service and volunteering.

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ENGAGING *youth* IN LIFELONG SERVICE

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Encouraging a Tradition of Voluntary
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INDEPENDENT SECTOR is pleased to collaborate
with Youth Service America on the development
and distribution of this report.

giving & **VOLUNTEERING**

IN THE UNITED STATES

Engaging Youth in Lifelong Service
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Methodology

Engaging Youth in Lifelong Service is based on analysis from INDEPENDENT SECTOR's *Giving and Volunteering in the United States* 2001 national survey. The survey was a telephone survey of 4,216 adult Americans 21 years of age or older conducted in the months of May through July of 2001 by Westat, Inc., for INDEPENDENT SECTOR. The interviews asked about individual volunteering habits in the 12 months prior to the survey and about household giving during the year 2000. For the purposes of this report, volunteering is dated 2000.

Research Program

INDEPENDENT SECTOR's Research Program works to build the research necessary to accurately define, chart, and understand the nonprofit sector and ways it can be of greatest service to society. Signature projects include the *Nonprofit Almanac*, *Giving and Volunteering in the United States*, and the Measures Project.

The *Giving and Volunteering in the United States* 2001 Series

An executive summary, comprehensive report, and series of smaller reports exploring special topics from the *Giving and Volunteering in the United States* national survey will be available throughout 2002 and 2003. Subscriptions to the entire series or orders for individual titles may be placed by calling the INDEPENDENT SECTOR Publications Center at 888-860-8118 or by visiting the INDEPENDENT SECTOR website at www.IndependentSector.org.

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Engaging Youth in Lifelong Service

The United States was built on an ethic of service—service to our fellow citizens and service to our country. From the birth of American democracy, volunteers established a revolutionary form of governance, and volunteers have been at the heart of every social movement since. While the United States is certainly not the only country that values volunteering and philanthropy, social scientists and historians have often observed that its voluntary spirit is particularly vibrant.

This tradition of service begins early in life. Parents, educators, and policymakers increasingly recognize the importance of involving youth in community service through the charitable

sector. Whether it's called civic engagement, social capital, service learning, or simply giving and volunteering, there are many programs geared toward increasing the involvement of youth in community service, thus planting the seeds of service in people when they are young.

How does this ethic of service pass from generation to generation? Are all Americans naturally generous with their time and money, or do certain life experiences help one acquire this value? What are the lifelong charitable patterns of adults who began their service at a young age? Does youth involvement make a difference?

The answer is clear. Americans who began giving and volunteering as youth are more giving of their time and money as adults. This pattern holds regardless of income or age group. Youth involvement does make a difference—a measurable difference—that persists throughout a lifetime.

Youth Volunteering Leads to Adult Service

INDEPENDENT SECTOR's *Giving and Volunteering in the United States* biennial survey series asks adults not only about their current behavior but also about the charitable experiences they had when they were younger. Forty-four percent of adults said they volunteered in the past year, and two-thirds of these volunteers began contributing their time when they were young. Adults who began volunteering as youth are twice as likely to volunteer as

adults as those who did not volunteer when they were younger (Figure 1).

High School Volunteering on the Rise

Within every age group, people who started volunteering as youth are more likely to volunteer as adults. The difference is especially significant for young adults, where the rate of volunteering for those who first participated as youth is almost double that of those who did not (Figure 2). The experience of youth volunteering forms a lifelong involvement in volunteering.

By estimating when respondents were in high school, when they would have been most likely to experience programs encouraging youth to volunteer, the possible impact of these programs can be seen. Figure 3 shows an increasing trend of youth participation in volunteer activities over the past 50 years. The first major jump in participation rates occurs in the early 1960s during the Great Society programs of President Lyndon Johnson's administration.

While there was a significant jump in the early 1960s, rates of youth volunteering dropped off during the Vietnam War and the late 1970s. Even with this decline, the propensity of youth to volunteer stayed at a higher level than prior to the Great Society era.

During the past two decades, there has again been a significant jump in the participation of youth in volunteer activities. In fact, the 1990s show the highest volunteering rates among American high

Figure 1 Percentage of Adult Volunteers by Youth Involvement

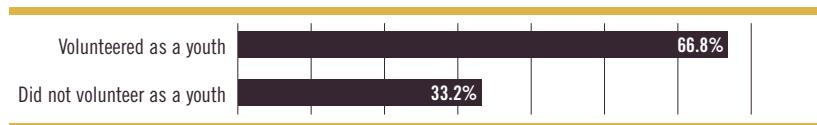
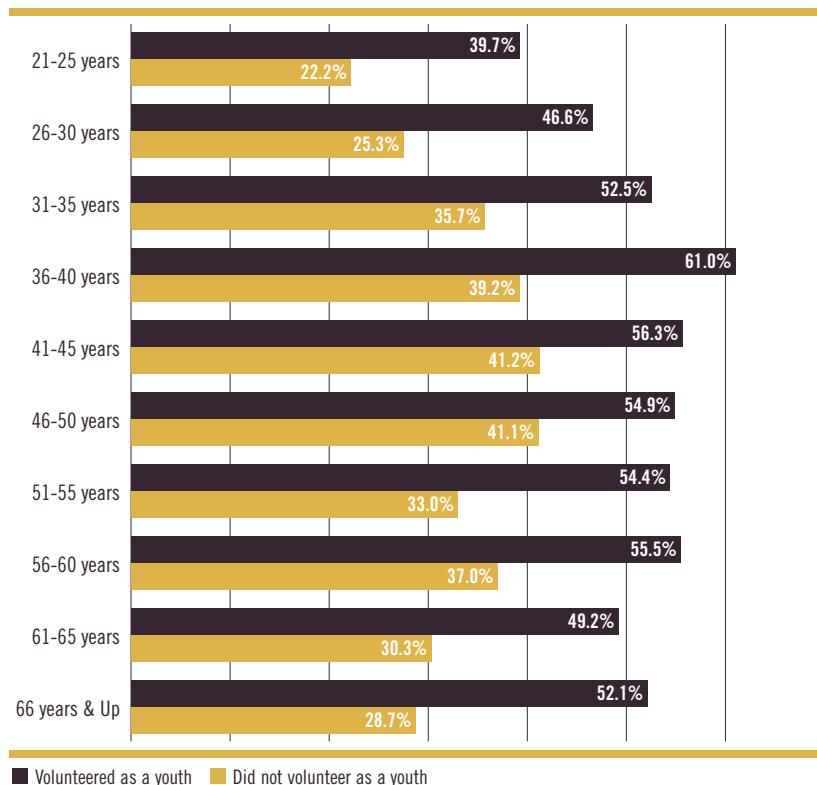


Figure 2 Adult Volunteering by Youth Involvement and Age



■ Volunteered as a youth ■ Did not volunteer as a youth

IN EVERY INCOME CATEGORY,
THOSE WHO VOLUNTEERED AS
YOUTH GIVE MORE THAN THOSE
WHO DID NOT, AND THIS IMPACT
INCREASES WITH INCOME.

school students in the five decades examined. INDEPENDENT SECTOR attributes this increase to the growing emphasis on service in school, including volunteer activities of honor societies, service-learning courses, and community service requirements for high school graduation. These rates of youth involvement as reported by adults are very similar to teen volunteer rates documented by INDEPENDENT SECTOR in its survey of teenagers in 1992 and 1996.

Youth Volunteers Make Generous Donors
But volunteering isn't the only way that adults who started serving early in life continue to give. Youth service also influences both the propensity to contribute and the amount given annually. In Figure 4, a clear pattern is evident—youth volunteers are slightly, but consistently, more likely to be contributors than others in the same income level.

The impact of youth volunteering that leads to the slight increase in giving rates is much more dramatic when examined in terms of how much adults give (Figure 5). In every income category, those who volunteered as youth give more than those who did not, and this impact increases with income. As the financial resources of a household increase, those involved in youth volunteering give considerably more.

The lifelong impact of youth volunteering is seen in both adult volunteering and adult giving. The impact crosses age and income, forming a lifelong pattern of involvement. The pattern is clear and compelling: Youth service leads to greater involvement as an adult. The work of volunteer coordinators, teachers, and other youth leaders has an impact on the behaviors of teenagers far beyond their teenage years. It develops in them a pattern of civic engagement and involvement that persists.

Figure 3 Youth Volunteering by High School Year*

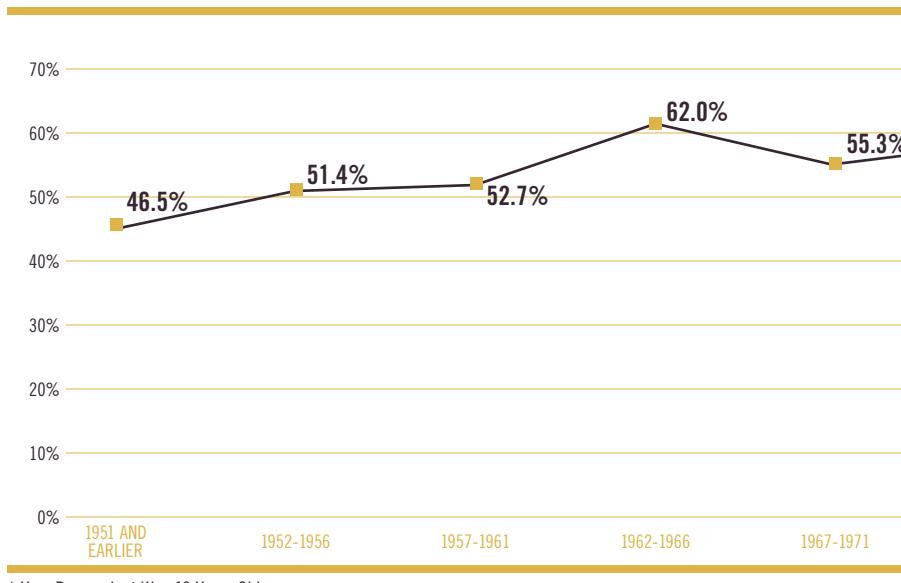
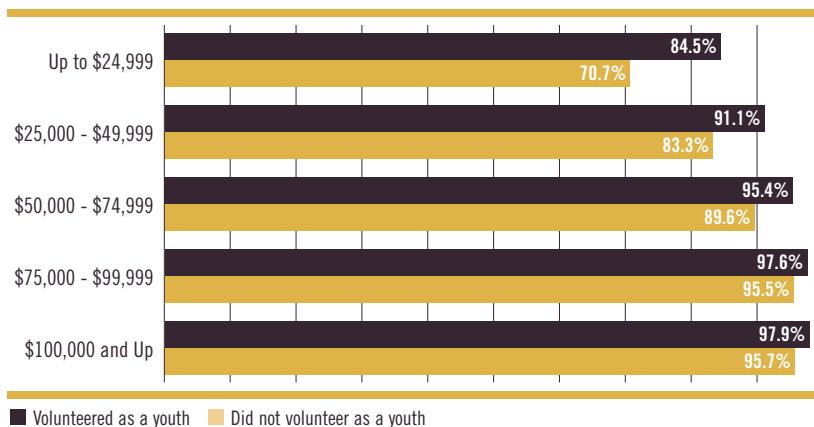


Figure 4 Percentage of Households Contributing by Youth Volunteer Status and Income



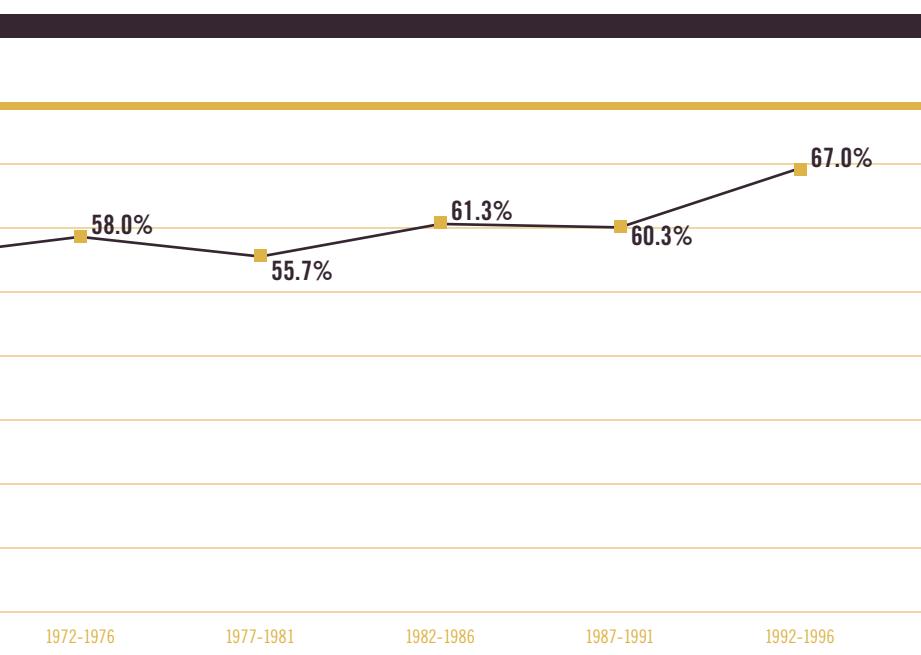
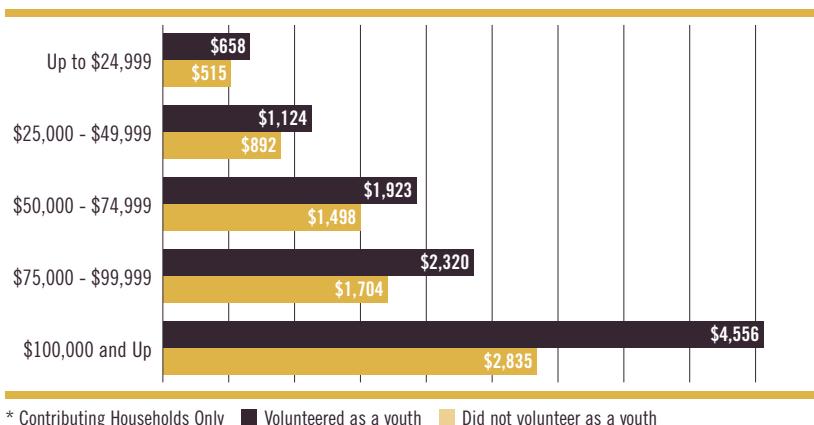


Figure 5 Household Contribution* by Youth Involvement and Income Categories



* Contributing Households Only ■ Volunteered as a youth □ Did not volunteer as a youth

THE LEVEL OF YOUTH ENGAGEMENT IS A POWERFUL PREDICTOR OF SEVERAL ADULT BEHAVIORS: THE PROPENSITY TO VOLUNTEER, THE PROPENSITY TO GIVE, AND THE AMOUNT ONE GIVES.

Other Forms of Youth Participation Predict Charitable Habits of Adults
If volunteering when one is younger affects levels of giving and volunteering as an adult, do other forms of youth engagement—such as raising money, participating in student government, belonging to a youth group, or being active in a religious organization—affect charitable behavior? The answer is yes. Being involved in any one of these five activities, including volunteering, relates to higher levels of giving and volunteering as an adult. In fact, the more ways people are involved in their communities when they are younger, the more involved they are as adults.

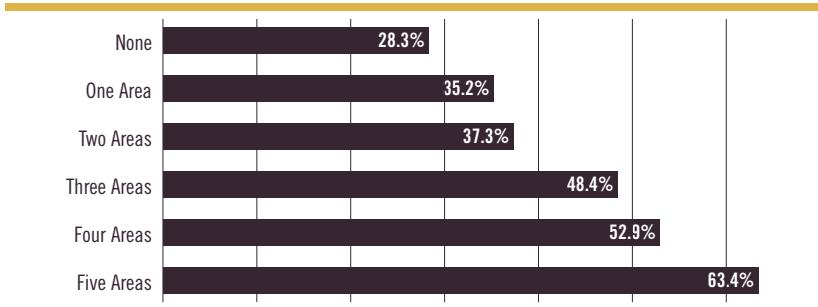
This pattern is clearly demonstrated in Figures 6 and 7. Those with high levels of participation volunteer at more than twice the rate of those who were not involved

when they were younger. This difference is even more pronounced for levels of giving. A person who was engaged in all five activities as a young person contributes almost three times as much annually to charitable causes as an individual who was not engaged.

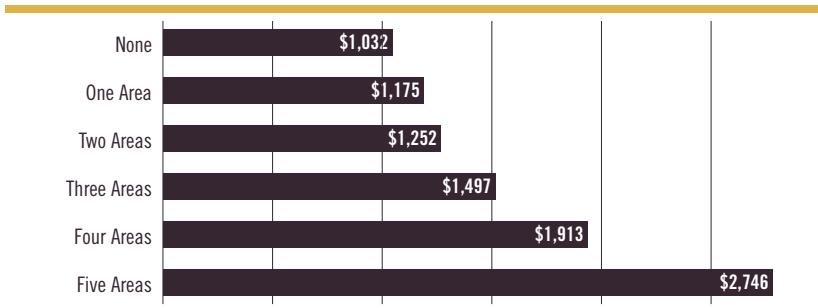
The level of youth engagement is a powerful predictor of several adult behaviors: the propensity to volunteer, the propensity to give, and the amount one gives.

Engagement Across Generations

Young people generally do not volunteer without some form of adult involvement and supervision. Whether parents, teachers, religious leaders, or mentors, these adults can be seen as role models, providing support, encouragement, and enthusiasm in addition to supervision.

Figure 6 Percentage of Adults Who Volunteer by Degree of Youth Involvement

Note The five areas of youth involvement tracked by the survey were: volunteering, raising money, participating in student government, belonging to a youth group, or being active in a religious organization.

Figure 7 Average Household Contribution by Degree of Youth Involvement

Note The five areas of youth involvement tracked by the survey were: volunteering, raising money, participating in student government, belonging to a youth group, or being active in a religious organization.

Can the lifelong impact of these role models be measured?

The survey results demonstrate that those who did not volunteer when they were young and did not have a parent who volunteered were less likely to volunteer as an adult than those who had either of these experiences (Figure 8). Those who volunteered as youth and whose

parents volunteered became the most generous adults in terms of giving time—nearly 60 percent of them volunteered in the past year. This pattern suggests that role models, whether a parent or someone else who engages youth in volunteering, significantly increase the future participation rates of these youth when they become adults.

People involved with their parents as youth are more likely to become engaged as adults, but what happens when they, in turn, become parents? Does this pattern repeat across generations? Are those who saw their parents volunteering more likely to be engaged as adults with their own families? The answer, again, is yes—almost 70 percent of adults who now volunteer with their families started volunteering themselves as youth with their parents (Figure 9). Those who volunteered as youth, who had parents who volunteered, and who are now part of a couple with children, also give more than other families who did not share these experiences (Figure 10). As these traditions are handed from parent to child, a multi-generational circle is being created. Youth volunteers grow up to become the parents of a family that volunteers, becoming the role models for today's young volunteers and the sustainers of tomorrow's adult volunteering. In this way, the spirit of engagement passes from generation to generation.

This phenomenon of cross-generational engagement extends into the area of household giving. Those who volunteered as youth, who had parents who volunteered

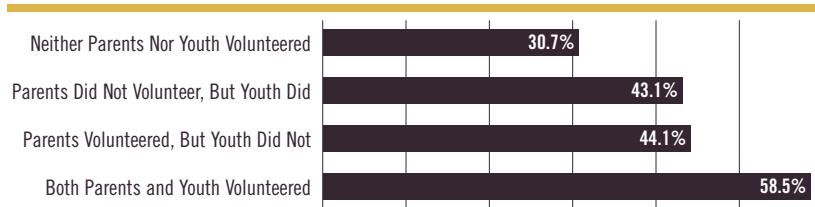
as youth, and who now are part of a couple with children in the household, give more than other couples with children. Their annual household contribution is far greater than those in the other groups—nearly two times as much as those who did not have parent volunteers as role models.

Conclusion

These results show the very important role that youth and family service programs play in sustaining America's voluntary spirit. The relationship between youth participation and adult involvement is plain to see.

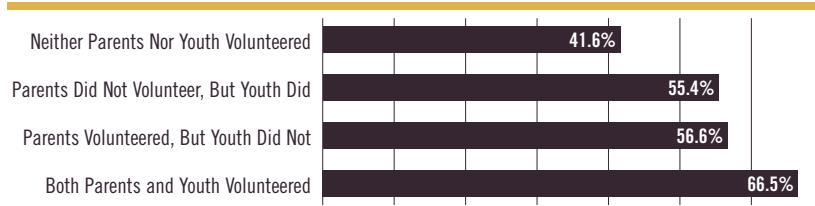
The research presented in this report can arm youth leaders, religious leaders, educators, and policy-makers with the data they need to shape programs that enable and inspire young Americans to accept the call to service. Fundraisers, volunteer coordinators, and other nonprofit executives will recognize the importance of developing programs that engage youth and families today to lay the groundwork for future generations of adult philanthropists and volunteers. Seeds of helping planted in youth today will grow into a lifelong journey of involvement and engagement.

Figure 8 Adult Volunteering Rate by Parental and Youth Volunteering Experiences*



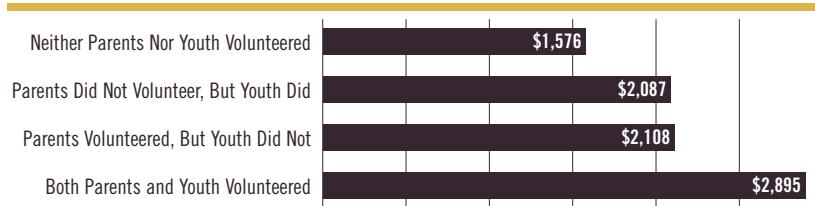
* Couples with Children Only

Figure 9 Percentage of Adults Who Volunteer With Family*



* Couples with Children Only

Figure 10 Giving Across Generations*



* Couples with Children Only; Contributing Households Only

Building Programs to Nurture Lifelong Service

Practical Implications for Nonprofit Organizations

Silvia Golombek, Ph.D.

Vice President of Programs, Youth Service America

The clear message of INDEPENDENT SECTOR's research is that the future of individual nonprofit organizations, the volunteer sector, and society as a whole depends on young people finding meaningful opportunities to serve. If adults who volunteered as children contribute more of their time and money to charitable organizations than those who did not have service experience in childhood, then plainly an investment in today's youth volunteers is an investment in the future.

The research findings trigger a number of practical questions for nonprofit organizations, not only for those devoted to youth issues but also for those serving other causes.

What are appropriate volunteer assignments for youth? Which programs successfully engage kids, and how? What are the barriers to youth involvement, and how can we overcome them? What are the safety and liability concerns, and how should we handle them?

This research celebrates the benefits of involving young people in service to the community, but it also addresses the accompanying challenges and concerns for nonprofit organizations. In addition to practical tips and strategies on how to develop a youth volunteer program, we have included examples of programs and initiatives that are already successfully incorporating young people as regular volunteers. The resources section at the end of this publication includes organizations that offer additional advice on youth volunteering and related issues.

The Benefits of Involving Youth

Young volunteers bring with them a new perspective and a high level of energy, often a view or approach that adults have not considered or have forgotten. Young people are quick learners, less hesitant about trying something new, and willing to take risks. Nonprofit organizations benefit immediately from incorporating young people's energy and enthusiasm into their programs; they also ensure a strong future by training their next generation of leaders and staff.

Local communities and society as a whole benefit by involving youth in service. When young people learn about the root causes of hunger, homelessness, and other social problems, they are motivated to go beyond alleviating present suffering to become engaged in finding and contributing to future solutions. By becoming involved in service, young people gain the sense that they are not powerless and that their contributions can make a real difference. Young people learn that they can improve individual lives, including their own; shape organizational programs; and change policies at the local, state, and national levels.

Thinking Differently About Youth Roles

What tasks can young people be responsible for, and what is an appropriate age to begin volunteering? One way to address these issues is for an organization's staff to ask two questions before starting any project:

- What skills are needed to do this particular task or service?
- Could this task be accomplished, or this service be delivered by a young person?

Focusing on the skills needed rather than the age of the potential volunteer is a critical first step toward changing an organization's mindset about who can get a job done. When a project manager asks

these questions at the beginning of the decision-making process, countless opportunities for youth involvement typically appear.

The survey findings are very compelling in terms of the investment young volunteers represent for nonprofit organizations. With that in mind, it is critical for agencies to think outside conventional boundaries and open up multiple opportunities and roles for young people. If students participate in fundraisers in their own schools, organizations can use their help and skills for their own fundraising efforts. Young people are very effective in recruiting their peers for events and can work on outreach activities for nonprofits. They are photographers, reporters, project planners, peer advisors, and decision-makers. Organizations willing to include young volunteers in substantive ways can identify and match their own staffing needs with the skills and interests that young people already display on a daily basis at home, at school, and in their own groups.

When is a volunteer too young? Can a middle or elementary school-age student volunteer? If the skills required for a volunteer assignment include professional training, it is clear that an adult with that capacity should be responsible. But with a shift in attitudes for staff and a willingness to “let go” of the idea of traditional adult responsibilities, it can be seen that children are capable of a wide variety of tasks.

For example, a library story hour is usually conducted by adult librarians or volunteers. However, a 10-year-old with appropriate reading skills and a good voice is very capable of reading stories to preschoolers, who will relate to and see a role model in an older child. Even younger children—five- and six-year-olds—are quite ready to entertain seniors in a retirement community through singing, creating artwork, and playing together. If the volunteer assignments require greeting people, answering a telephone, reading and filling out forms, filing documents alphabetically, or adding numbers with a calculator, there is no reason why such projects could not be completed by a student who already knows how to speak clearly, read, write, copy, alphabetize, and add.

In other words, it is not the volunteer involvement itself that needs to be questioned, but that the tasks assigned to young volunteers be age- and skill-appropriate. Young volunteers need specific instructions and guidance, an example of how to fulfill the task, and periodic checking; that is, similar guidance and monitoring as required of adult volunteers. The two programs highlighted here offer examples of activities where youth do not traditionally find a role. The skills youth learn in these programs train them to become critical community resources and can also open doors for jobs in the future.

American Red Cross

The American Red Cross offers age-appropriate trainings and resources to teach young people how to prevent and respond to emergencies. The organization also offers volunteer opportunities for different age groups through its local chapters. Young children are involved in any number of projects: assembling boxes of school supplies for children affected by disaster, helping home-bound elderly neighbors prevent and prepare for emergencies, creating greeting cards and art projects for patients in veterans hospitals, and greeting donors and offering refreshments during blood drives. Teens are offered more advanced Red Cross training that allows them to educate others: teaching younger children to swim, educating the public about HIV/AIDS prevention, and conducting first aid and CPR classes. Through the Red Cross, teens can also be trained as disaster response volunteers.

www.redcross.org

www.redcross.org/services/youth

The Food Project

The Food Project's summer program in Lincoln, Massachusetts, brings together 60 14- to 16-year-olds from diverse economic and ethnic backgrounds to work on urban and rural sustainable agriculture projects. In crews of 10 youth and 2 older teens, advised by adult staff, participants grow produce during the summer that they donate to shelters and soup kitchens or sell at very low prices at farmers markets. Framed within a service-learning approach, the program combines work with training sessions and activities that link each week's project with a specific theme such as community or responsibility. Every Wednesday, youth meet at various shelters and soup kitchens in the Boston area to prepare and serve lunch, which often includes the vegetables they grew themselves.

Once a week, youth and adults evaluate each other's attitudes and performance, pointing out achievements and areas for change. At the organizational level, teens serve on the Food Project's board of directors and participate in program discussions and decisions along with adult staff. As a full-time summer internship, teens receive a modest weekly stipend and transportation vouchers.

www.thefoodproject.org

Fresh Youth Initiatives

The Fresh Youth Initiatives in New York provides opportunities for youth in the Washington Heights section of Manhattan to engage in community service projects and develop leadership skills. The central program, Community Youth in Action, has the long-term goal of developing a generation of committed community leaders who will continue to contribute to the neighborhood's improvement. In the short term, Washington Heights and other neighborhoods in New York City reap direct benefits from young people volunteering. Projects include planting fruits and vegetables at a local garden and donating the produce to a food pantry, eliminating graffiti and painting mailboxes in the neighborhood in collaboration with the U.S. Postal Service, park clean-ups, and food preparation for the homeless around the city. Youth are involved at every level of the organization: as project designers and service providers their engagement gives them ownership of the community improvement project; as youth council members, they help adult board members know what works and what does not at the program level.

www.freshyouth.org

Youth/Teen Courts

Youth or Teen Courts involve volunteers between the ages of 8 and 18 in judging and sentencing peers for first-time crimes, traffic infractions, or school rule violations. They are not formal courts, but local community programs where young people—depending on each program's structure—serve as judge, prosecutor, defense attorney, juror, and other established court roles. A 2002 Urban Institute study of teen courts, "The Impact of Teen Courts on Young Offenders," indicates that peer pressure is a positive strategy to help young offenders understand that their behavior has harmed others. The study also points to somewhat lower rates of recidivism in the youth courts—a strong argument for encouraging youth to help other youth. The American Bar Association is a strong supporter of youth volunteers in teen courts. In the introduction to its how-to publication, "Youth Courts: Young People Delivering Justice," the ABA states: "The ideal of justice can only be achieved when people both understand and trust our justice system. Through youth court, the nation's young people have a chance to contribute directly to the workings of that justice system, and at the same time develop a foundation for their trust in that system."

Youth Supporting Youth

For youth-serving programs, incorporating youth as volunteers benefits the entire organization.

Young people know the population served better than anyone else—their experiences, their needs, their pressures—and youth volunteers can help shape the organization’s messages and services more appropriately. Having young people advise on how to approach their peers, for example, may prevent paternalistic models and attitudes that limit the program’s impact.

Youth receiving services from their peers or older youth may see them as role models, or find their arguments more persuasive than if delivered by adults. For the young volunteers, active participation in the organization’s operations enables them to learn valuable job skills.

Volunteers and staff who have experience and appropriate skills are the lifeline of every organization’s survival; the involvement of these volunteers at a younger age increases the probability that they will continue to support such organizations in the future.

The two cases highlighted in this section are among the many that incorporate youth in delivering services and making institutional and programmatic decisions that will affect other young people. Their involvement increases the likelihood that programs will be effective, because they have input from young people themselves or because they use peer pressure as a positive program tool. Another consideration is to recruit young people

who are seldom asked to volunteer, such as youth with disabilities or young people from disadvantaged communities. They may benefit the most from a service experience but also have the least access to such opportunities. These youth are more frequently associated with the role of service recipients rather than givers of care. However, they know their communities’ and peers’ needs and how best to relate to them—a critical asset for any organization.

The Youth-Adult Relationship

Youth volunteer programs all require some type of adult supervision—in some programs adults play the role of champion, mentor, and supporter; in others youth work alongside adults as peers. In the teen court example above, the ABA notes that “adults and youth work as colleagues to achieve the goals of restoring justice to the victims, the respondents, and the community.”

Youth as Resources, with its strong youth-adult partnership component, is an example of a program in which youth receive the guidance, supervision, and encouragement of adults, along with the opportunity to participate and contribute to the community. In developing strong relationships with their youth partners, adults learn to leave behind traditional attitudes and perceptions of youth as needing to be cared for, in exchange for a vision of young people as able and willing agents of community change.

Encouraging Family Volunteering

Of special note is the report's finding regarding the "cycle of service" resulting from both youth and parents volunteering. Opening up opportunities for families to volunteer together will have a positive impact on the intergenerational spirit of community engagement. If parents can avoid the temptation to impose their own ideas of service on their children, and accept that their children may have different ways of doing things, then volunteering can be an effective strategy for them to transmit specific behaviors and values to their children through hands-on experience. In family volunteering, parents and children are faced with the need (and the opportunity) to re-learn their roles and operate as a team. Volunteering together offers ways for family members to see each other in a new light, all making a contribution for the well-being of others. Although job and school responsibilities can make it difficult for parents and children to get together when nonprofits need their services, the scheduling challenges for family volunteering are by no means insurmountable. The two examples cited below demonstrate that corporations are recognizing the importance of encouraging their employees to volunteer with their families, and that nonprofits are finding new and sometimes innovative ways for them to do so. (See also the case of KaBOOM!

on page 31 where playground sponsors bring their own children to participate in playground construction projects).

Building a Service Ethic

Families, religious institutions, and schools are the primary agents of socialization—they transmit a society's core values and norms to the young. In the United States, these institutions teach the young about striving for individual achievement, learning to work with others as a team, showing respect for national symbols, and the importance of caring, compassion, fairness, and doing good for others.

These values are taught through classroom lessons, family discussions, religious observance, and also through practical experiences. With reading, math, languages, sports, and other skills, there is a direct relationship between practice and improvement. Surely the same holds true with children practicing service to others and becoming civically engaged—they are learning how to become active and responsible citizens. Evidence shows that experiential learning—learning by doing—is conducive to better retention of skills. This makes the service-learning approach particularly promising since it integrates service into the educational curriculum in a seamless relationship between acquired competencies and their application for the public good.

Youth as Resources

Youth as Resources, a program created by the National Crime Prevention Council in 1987, recognizes youth as valuable community resources and engages them as partners with adults in bringing about positive community change. Young people between the ages of 5 and 21, in partnership with adult volunteers in schools, youth organizations, and community foundations where a YAR program has been established, address community needs such as health, housing, education, environment, crime, and any other issue identified by the youth themselves. Funds for the projects are provided through grants awarded by a board of youth and adults. Through involvement in YAR, young people gain confidence, leadership skills, and new insights about themselves, others, and the value of contributing to their communities. Adults—both those working with young people and those touched by their volunteer service—understand that youth are capable and caring citizens with important contributions to make. And communities benefit from new services and improvements delivered by people of all ages.

www.yar.org

State Farm's Employee Volunteer Program

State Farm's Employee Volunteer Program strongly encourages employees to volunteer with their families. The Bowl for Kids' Sake fundraiser for Big Brothers Big Sisters encourages families to participate as a team, collecting pledges and participating in a bowling competition to benefit social programs. Other company-wide projects such as National Youth Service Day, Make a Difference Day, the Christmas Giving Tree, and the Bear Necessities school supply drive, are initiatives where parents and children volunteer together. Children participate in a Sort-A-Rama where they organize donated school supplies according to age and fill backpacks to give to other children, and they particularly enjoy helping their parents buy Christmas gifts for children in need.

Greater DC Cares

Greater DC Cares' Family Cares program is designed to provide flexible opportunities for all families to spend quality time together while helping to meet critical community needs. Projects include a wide range of activities, from spending time with elderly residents to watering crops at a farm for the Capital Area Food Bank program and planting trees in neighborhood parks. The Family Cares experience offers an opportunity for parents to teach their children the value of community service. According to DC Cares, benefits to family volunteering include:

- Adults and children share the same goal and a common purpose.
- Children have opportunities to share their time and talents with the community.
- Children learn self-confidence and acquire new skills.
- Family members encounter people from different cultural and economic backgrounds.
- Family members see each other in a new light and with a fresh perspective.
- Family members become better at communicating and more supportive of one another.
- Volunteer experiences carry over into other parts of their lives, such as dinner table discussions, and strengthen the family as a unit.
- Adults and children learn to put their own problems in perspective.

www.dc-cares.org

Cheltenham Elementary School

Led by their teacher, Lalaena Gonzalez, the entire second-grade class (85 students) of Cheltenham Elementary School in Denver, Colorado, created a weeklong community clean-up project in April 2002. Ms. Gonzalez developed a thematic unit based on required state educational standards. Seeking to meet the second grade standard of "neighborhood," she aimed to help her students gain pride and ownership of their community on every level—from family, to class, to neighborhood, to the world. She sees that aim as particularly challenging and important since the school is the second poorest in Colorado. Students cleaned the inside and outside of the school, learned about recycling (another second grade standard), and posted charts and graphs on the amount and variety of garbage they collected. They started with their classrooms, and projected the amount of garbage that would be collected in the whole school using mathematical models. Students studied environmental advertisements and then created their own campaign to help keep neighborhoods clean. During the week of the clean-up, students charted the number of bags collected, discussed how the discarded items affect the environment, and kept a community journal in which they reflected on their experience. Ms. Gonzalez plans to establish this as an annual school-wide project.

Amateur Radio Club of William Blount High School

In the wake of the attacks of September 11, 2001, a group of William Blount High School students in Maryville, Tennessee, asked what they could do locally should disaster strike their own community. Steve Carpenter, English teacher and licensed amateur radio operator, helped a group of students to form the Amateur Radio Club. Knowing ham radio's long and distinguished service record, Mr. Carpenter saw an opportunity to teach important academic skills while providing students with the opportunity to serve. Club members established two objectives: the club would be public service-oriented and educational in nature. For National Youth Service Day 2002, members of the Amateur Radio Club traveled to neighboring Mary Blount Elementary School to provide auxiliary communications for a school-wide walk-a-thon and fundraiser event. With club members stationed around the campus, student radio operators provided an easy way for staff members and event volunteers to get accurate messages across several hundred yards. In the event of an emergency in the community, students are now trained and ready to provide critical communications services.

United Way of the Coastal Empire

The United Way of the Coastal Empire in Savanna, Georgia, created its own youth advisory council "because it was important to have youth input when many funded programs serve young people, and because they are the volunteers and donors of the future." Now that the youth council has been in operation for several years, students are bringing in other youth and schools are nominating new members to represent them. Youth are involved in the allocation process; they also participate in agency site visits and budget reviews. The United Way of the Coastal Empire is working toward having a youth representative as a voting member of the board of directors for the next board cycle.

www.uwce.org

This important information indicates the need for another paradigm shift: that excelling in service and civic engagement activities is as important for students as their sports and academic achievements. In the two examples included in this section, students are learning and practicing specific values and skills that address community needs. Although many schools already include service-learning as part of the curriculum, not all students participate. The findings of the report imply that service and volunteering must become an integral part of every young person's education if schools are to achieve their mission of forming active, caring, and responsible citizens.

Youth in Philanthropy

Believing that philanthropists are created, not born, foundations and fundraising organizations have also recognized the benefits of engaging volunteers when they are young and encouraging them to learn firsthand the challenges and rewards of grant-making. Foundations and other funders play a powerful role in shaping the future of communities, and it is in their interest to cultivate the next generation of donors to support that community development

Youth in Policymaking

If democratic communities are those where all segments of the population are trusted, respected, and expected to make a contribution, then youth should also be involved in the democratic process. Involvement in policymaking extends the impact of youth service because it allows young people to have an influence at higher institutional levels, increasing the potential for long-term solutions to social problems. The survey findings clearly indicate that offering youth opportunities for participation in the present increases the likelihood that they will remain active in the future and that they will instill those same values toward collective responsibility in their own children.

The implications of these findings are particularly important for governments. Although young people give their time to social causes, there are indications that they feel distanced from and disappointed with political institutions. Opening up opportunities for young people to participate in government may perhaps dispel negative notions about policymaking institutions, while instilling a long-term willingness to continue their engagement in the political process. A number of local governments have experimented with special youth commissions; the Boston Mayor's Youth Council and the San Francisco Youth Commission are examples of youth engagement that are being institutionalized and

Michigan Community Foundations' Youth Project (MCFYP)

The Michigan Community Foundations' Youth Project (MCFYP), founded by the Council of Michigan Foundations and funded by the W.K. Kellogg Foundation, is an initiative aimed at involving youth in philanthropy and providing every citizen with access to a community foundation. MCFYP was founded on the notion that the value of giving one's time and money is not automatically transmitted through the generations, and that adults are not always aware that young people can be strong philanthropic assets.

The initiative has achieved its goals through establishing new community foundations, strengthening existing ones, and involving young people in substantive leadership roles in philanthropy. Since MCFYP was founded in 1988, the number of community foundations has increased from 34 to 65, and where there were no Youth Advisory Committees there are now 86. More than 1,500 high school students are annually involved in overseeing these 86 endowed youth funds and making grants ranging from \$5,000 to \$100,000 depending on the size of their youth endowment.

Some important outcomes from this project can be found in renewed attitudes that adults have toward youth: they see youth can be trusted to successfully raise and approve funds for youth projects; they see them as effective community foundation board members; and they see that with the appropriate training and opportunities, all students can be effective philanthropists. Among the very positive outcomes for youth, one that is especially relevant to this report, is that Youth Advisory Committee members tend to stay involved with nonprofits and charitable organizations after their term of service has ended.

www.mcfyp.org

Michigan Women's Foundation's Young Women for Change

The Michigan Women's Foundation began the Young Women for Change program in 1995. The committee members range in age from 14 to 18 years, representing ninth through twelfth grades. Those selected to serve on the committee are drawn from rural, urban, and suburban schools and represent a range of socioeconomic and racial groups. YWFC is organized to maximize the girls' experiences in gender-focused philanthropy and grantmaking and to provide leadership development and team building training in a diverse setting. Committee members typically serve a two-year term, and then select new members to succeed themselves. The young women implement the entire grantmaking process, from writing and releasing the Request for Proposals, to conducting site visits, to selecting the final grant recipients. Each committee grants a minimum of \$20,000 annually to nonprofit groups serving the needs of young women and girls in their geographic area. In order to accomplish this, they meet at least once a month during the school year. YWFC grants funds to programs

specifically serving young women and girls and addresses gender correlation to poverty, low self-esteem, health and healthcare, access to jobs, domestic violence, and sexual assault. The program's focus on gender issues not only increases the amount of funding that reaches young women and girls, it also increases awareness of these problems in its young women participants. YWFC is designed to address the needs of girls and young women through its program structure, committee activities, and grantmaking. In addition, YWFC teaches philanthropy as a habit and a lifelong tool for social change.

www.miwf.org

incorporated directly into the government's structure.

Youth involvement at the policy level can also be achieved by young individuals creating their own organizations to influence public policy. Adult support for young people's ideas is a critical step toward building future civic involvement. The case of Kidz Voice-LA, initiated by two middle-school students and supported by adult allies with influence at the policymaking level, is a good example of a youth-led organization whose members are likely to continue to be actively engaged in the civic process in the future.

Barriers to Youth Service

Despite the many benefits, there still remain some barriers to youth service that must be overcome if programs are to be successful. The first one is the organizational "mindset" preparation needed for adults and youth so that working together is a productive and enjoyable experience for both groups. Some issues to address in the preparation stage include:

- Advice to adults about "dos and don'ts" on how to work with youth, and for youth on how to work with adults;
- An open discussion about stereotypes that adults and youth have of each other;
- Exercises to practice "shared power";
- Appropriate training for various age groups;
- Clear definition of roles and responsibilities for both adults and youth;

- Decision-making processes that include youth in meaningful ways; and
- Attention to logistics such as the availability of transportation, suitable scheduling, and snacks for young volunteers who come after school.

Adult staff not used to working with youth as peers will need to consider some adjustments in behavior—avoiding judgmental attitudes, being flexible, providing feedback, and delegating responsibilities. Perhaps the major adjustment needed is for adult staff and volunteers to be willing to take risks—accepting that the form will be filled out with a child's handwriting, that the task will not have been completed exactly as an adult would have done, and that children may have viable suggestions on changing the current systems and accepted ways of doing things. All of the cases offered as examples throughout the text share the same advice: Adults need to be ready to listen to young people's perspectives, be patient, and take advantage of their energy and new ideas. Involving young volunteers is a long-term investment, both for the youth and for the nonprofit organization.

Another potential barrier is related to adapting assignments to young people's school schedules, as well as their homework commitments, family responsibilities, medical appointments, and special transportation needs if they are not of driving age. These scheduling difficulties, however, are not very

Boston Mayor's Youth Council

The Boston Mayor's Youth Council was established in the spring of 1994 to provide young people with an active role in addressing youth issues. Members of the council survey local youth organizations to gain their input on issues that concern youth, such as summer jobs, teen/police communication, and public transportation access. The MYC has the support of adult volunteers who mentor council members. The youth also have access to city agency staff who connect them to different resources relevant to the topic they are working on. The Youth Council meets periodically with the mayor and other city officials to present young people's perspectives. Scheduling meetings in which adults and youth need to be present can be challenging, but adults are moving many of their 8:00 a.m. meetings to 3:30 p.m. to accommodate teen school schedules.

By being involved in the planning of youth services, young people can help to create programs that will better meet the needs of their generation. In addition, teens who have been part of the planning are the best people to promote the resources to their peers. In Boston the Youth Council helped to design a Youthline "peer listening line" to connect teens to resources, and the data was the basis for a website designed for youth by youth. www.bostonyouthzone.com

San Francisco Youth Commission

The San Francisco Youth Commission is a chartered city commission made up entirely of young people between the ages of 12 and 23. The commission's 17 members represent the diversity of San Francisco and serve as youth voices in City Hall. The commission advises city leaders on the needs and ideas of young people and ensures that city policies and decisions accurately reflect the priorities of San Francisco's youth. Through legislation, public hearings, community events, and meetings with elected leaders, the commission works to engage youth in the political process and to bridge the gap between youth and the government that serves them. Any young city resident is eligible to become a member and recruitment takes place year-round at schools and community-based organizations. During an orientation retreat, commissioners receive training covering city government issues, history of youth movements, organizing, public speaking, writing legislation, and other related topics. www.ci.sf.ca.us/youth_commission

Kidz Voice-LA

In 1998, over 150 youth were shot in the city of Los Angeles, 53 of them fatally. Aware of the danger caused by ammunition being sold in their city, twin brothers Theo and Niko Milonopoulos—then 11 years old—co-founded Kidz Voice-LA, a nonprofit organization by kids, for kids, to provide youth with a voice in public policy and to lobby for gun control legislation. Through petitions, attendance at anti-gun violence marches, public speeches, and testimonies, Kidz Voice-LA has helped change the city's gun policy. With support from city, county, and state legislators; gun control organizations; student councils; at-risk youth groups; and parent-teacher organizations, Kidz Voice-LA coordinated a gun meltdown rally with the Los Angeles Police Department. In April 2001, they successfully lobbied the Los Angeles City Council to pass a partial ban on ammunition sales. On National Youth Service Day 2002, Kidz Voice-LA led a "Get Out the Vote" campaign and distributed 300 bilingual voter registration forms in preparation for the city's June elections.

different from those of adult volunteers who also have work- and family-related duties and sometimes transportation difficulties. As mentioned in the example of the Boston Mayor's Youth Council, many of the city's boards changed meeting times from 8:00 a.m. to 3:30 p.m. to accommodate the school schedules of their youth representatives.

Addressing Liabilities and Legal Concerns

Liability risks and child labor laws may often be raised as obstacles to the inclusion of young people as volunteers. While these issues clearly need to be addressed, for the most part they are similar to concerns raised about adult volunteer programs. Nonprofit organizations should check with their insurance carriers to ensure that liability and accident coverage extends to younger volunteers. If the children are referred through a school service-learning program, some insurance coverage may be provided by the school district. Of course, leaders will want to educate young volunteers about risk management practices and safety procedures—just as they do with adult volunteers.

Even though the Fair Labor Standards Act does not generally apply to volunteers, nonprofits will want to stay on the safe side of federal child labor laws. The Department of Labor deems some occupations too hazardous for children under 14, and some too hazardous for minors under 18. Since very few nonprofits would wish to assign even adult volunteers to hazardous activities, these prohibitions are unlikely to present a problem. And in fact, the Department of Labor regulations on work experience and career exploration programs offered through state departments of education provide some exceptions to the hazardous work rules for children as young as 14. It is also a good idea to check with the state Department of Labor as some states have additional restrictions on children's work activities than those imposed under federal law. KaBOOM! is one example of a program involving children in safe and age-appropriate activities while also giving them the opportunity to contribute to the project in creative and substantive ways.

Conclusion

This report demonstrates that through their volunteering, youth are involved in every aspect of community life—they help other children, they form strong partnerships with adults, they help strengthen family bonds, they support those in need, and their efforts also contribute to

vibrant civic and philanthropic initiatives. The most important implication of the report's findings is that it is critical to civil society's continued strength that organizations cultivate lifelong volunteers and donors by providing meaningful opportunities for involvement while they are young. There are challenges to this effort, but for every obstacle and question raised, there are resources, options, and stirring examples of programs that are making the inclusion of young volunteers work.

How can we make a start? Adults can strive to be open-minded to young people's ideas; they can recognize that taking risks is a necessary step toward developing high-quality programs that truly represent the youth perspective. Organizations can work toward changing traditional volunteer and governance structures and adjusting their schedules to incorporate youth. Businesses can make an important investment in their community's well-being by expanding employee volunteer initiatives to include families. Nonprofit organizations can educate youth about the nonprofit sector's role in society and encourage young people's involvement in addressing community needs.

The impact of engaging young people in meaningful service to others is evident: The service opportunities we offer children and youth today are the foundation of the volunteer and philanthropic sector in the future.

KaBOOM!

KaBOOM! is a national nonprofit organization, headquartered in Washington D.C., that promotes community partnerships among neighbors and organizations to join together to build safe and accessible playgrounds around the country. A playground-building project is considered a construction site and therefore only volunteers 18 and older are allowed to participate in the building itself. Younger children and youth, however, do have substantive roles before and during the project.

Two to three months before a playground is built, a KaBOOM! project manager and the community chair for the project facilitate a “Design Day” especially for children in the neighborhood where the playground will be constructed. On large sheets of paper each child draws his or her “dream” playground with their name and age. The project manager collects the drawings and identifies common requirements for the future playground. Sometimes, the children even present the drawings to each other, leading to giggles and discussions about what makes a good playground. Involving the future users in

the planning stage benefits the children because the playground includes the features they wished for; the community benefits because it invests in a playground whose components have been selected by those who will put the equipment to good use.

During the construction of the playground, children aged eight and older can be in charge of distributing food for the volunteers and developing games and activities for younger children. Since most playground “builds” take place on Saturdays, non-community volunteers working on the project, such as sponsors, bring their own children as well. At the end of the project, children are in charge of the ribbon-cutting ceremony marking the completion of the new playground. After every playground construction, the children’s drawings are bound and presented to the projects’ sponsors as a thank-you gift.

www.kaboom.org

Additional Resources

The following list includes many valuable resources available from the members and partners of INDEPENDENT SECTOR and Youth Service America in the field of youth service, volunteer programs, and research. Other resources are also available at the national and local level; through state commissions on volunteering; and through school systems, religious congregations, and other organizations. This is only a partial list.

America's Promise—The Alliance for Youth

909 N. Washington Street, Suite 400
Alexandria, VA 22314-1556
703-684-4500

www.americaspromise.org

America's Promise works to mobilize people from every sector of American life to build the character and competence of our nation's youth by fulfilling Five Promises for young people, including ensuring youth have opportunities to give back through community service.

Association for Volunteer Administration

P.O. Box 32092
Richmond, VA 23294-2092
804-346-2266
www.avaintl.org

The Association for Volunteer Administration, an international professional association, enhances the competence of its members and strengthens the profession of volunteer resources management.

Boy Scouts of America

1325 West Walnut Hill Lane
P.O. Box 152079
Irving, TX 75038-3008
972-580-2000
www.scouting.org

Boys Scouts of America espouses community service as one of its building blocks of scouting. The organization offers service workbooks and other resources.

Boys and Girls Clubs of America

1230 West Peachtree Street NW
Atlanta, GA 30309-3404
404-487-5700

www.bgca.org

The mission of Boy and Girls Clubs of America is to inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible and caring citizens. Through its character and leadership programs, Boys and Girls Clubs give youth the opportunity to plan, participate in, and receive recognition for community service.

Campus Outreach Opportunity League (COOL)

37 Temple Place, Suite 401
Boston, MA 02111-1308
617-695-2665
www.cool2serve.org

The mission of COOL is to educate, connect, and mobilize college students and their campuses to strengthen communities through service and action.

Center for Information and Research on Civic Learning and Engagement (CIRCLE)

University of Maryland
School of Public Affairs
College Park, MD 20742
301-405-2790
www.civicyouth.org

Based in the University of Maryland's School of Public Affairs, CIRCLE promotes research on the civic engagement of Americans aged 15 to 25.

Communities in Schools

277 South Washington Street, Suite 210
Alexandria, VA 22314
703-519-8999
www.cisnet.org

Communities in Schools champions the connection of needed community resources with schools, helping children learn and prepare for life. Programs include community service opportunities and Junior ROTC Program.

Community Partnerships with Youth, Inc.

550 East Jefferson Street, Suite 306
Franklin, IN 46131
317-736-7947

www.cpyinc.org

Community Partnerships with Youth, Inc., is a national training and resource development organization dedicated to promoting active citizenship through youth and adult partnerships. CPY offers technical assistance, consulting and training programs, curricula, and publications.

Corporation for National and Community Service

(see USA Freedom Corps)

Department of Labor

U.S. Department of Labor
200 Constitution Avenue, NW
Washington, DC 20210
866-4-USA-DOL
www.dol.gov

The Department of Labor offers several resources on youth labor regulations, hazardous jobs, and links to the youth labor laws of each state.

Girl Scouts of the USA

420 Fifth Avenue
New York, NY 10018-2729
212-852-8000
www.girlscouts.org

Girl Scouts' four program goals include "contributing to society." Girl Scouts and the Girl Scout Research Institute offer publications and other resources on encouraging volunteering among girls.

Ewing Marion Kauffman Foundation

4801 Rockhill Road
Kansas City, Missouri 64110-2046
816-932-1000
www.emkf.org

The Ewing Marion Kauffman Foundation's mission is to identify unfulfilled needs and to develop breakthrough solutions that have a lasting impact. *Like Now: Changing the Future Today with Youth Advisory Boards* shares the Kauffman Foundation's experience with starting a youth board.

Learn and Serve America

National Service-Learning Clearinghouse

ETR Associates
4 Carbonero Way
Scotts Valley, CA 95066
866-245-SERV (7378)
831-438-4060
831-461-0205 TDD
www.servicelearning.org

The Learn and Serve America National Service-Learning Clearinghouse (NSLC) supports the service-learning community in higher education, kindergarten through grade

twelve, community-based initiatives and tribal programs, as well as all others interested in strengthening schools and communities using service-learning techniques and methodologies. The clearinghouse offers materials, references, referrals, and current literature on service-learning.

Learning to Give

630 Harvey Street
Muskegon, MI 49442
231-767-8600
www.learningtogive.org

A program of the Council of Michigan Foundations, Learning to Give is a K-12 curriculum project that works with teachers nationwide to develop, field test, and implement teaching units about philanthropy and volunteering.

National Association of Service and Conservation Corps (NASCC)

666 11th Street NW, Suite 1000
Washington, DC 20001-4525
202-737-6272
www.nascc.org

NASCC is the national organization of service corps that organize crews of young men and women to carry out a wide range of conservation, urban infrastructure improvement, and human service projects around the country.

National Youth Leadership Council (NYLC)

1667 Snelling Avenue, North, Suite D300
Saint Paul, MN 55108-2131
651-631-3672
www.nylc.org

NYLC's mission is to build vital, just communities with young people through service-learning. NYLC sponsors the National Service-Learning Exchange, a peer-based training and technical assistance center, the National Service-Learning Conference, and creates curricula and training programs for young people and adults.

Nonprofit Risk Management Center

1001 Connecticut Avenue, NW
Washington, DC 20036
202-296-0349
www.nonprofitrisk.org

The center offers technical assistance, publications, software, training, and consulting help on risk management for nonprofits. Several publications on liability issues regarding volunteer programs and youth involvement with nonprofits are available.

Points of Light Foundation

1400 I Street, NW, Suite 800
Washington, DC 20005
202-729-8000
www.polf.org

The foundation's mission is to engage more people more effectively in volunteer community service to help solve serious social problems.

Search Institute

The Banks Building
615 First Avenue NE, Suite 125
Minneapolis, MN 55413
612-376-8955 or toll-free 800-888-7828
www.search-institute.org
Search Institute, a nonprofit, independent research organization, has identified 40 concrete, positive experiences and qualities—developmental assets—that have a tremendous influence on young people's lives and choices.

USA Freedom Corps

1600 Pennsylvania Avenue NW
Washington, DC 20500
877-USA-CORPS
www.usafreedomcorps.gov

Created by President Bush to encourage all Americans to serve their communities, the USA Freedom Corps encompasses the Corporation for National and Community Service and its programs targeted at engaging young Americans: AmeriCorps and Learn and Serve America.

Youth on Board

58 Day Street
Somerville, MA 02144
617-623-9900, ext. 1242
www.youthonboard.org

Youth on Board prepares youth to be leaders in their communities and strengthens relationships between youth and adults by providing publications, customized workshops, and technical assistance. Youth on Board is a project of YouthBuild USA.

Youth Venture

1700 North Moore Street, Suite 2000
Arlington VA 22209-1921
703-527-4126

www.youthventure.org

Youth Venture empowers young people to create and launch their own enterprises, and through these enterprises, to take greater responsibility for their lives and communities.

Youth Volunteer Corps of America

4600 West 51st Street, Suite 300
Shawnee Mission, KS 66205-3501
913-432-9822

www.yvca.org

The Youth Volunteer Corps of America's mission is to provide volunteer opportunities for youth ages 11 to 18. Tapping the talents and energies of young people across the country, YVC establishes Youth Volunteer Corps programs nationwide that engage thousands of young people in meeting local community needs.

Also of Interest

Youth Service Day

National Youth Service Day and Global Youth Service Day occur each spring and engage thousands of young people across the nation and around the globe in service projects. Contact Youth Service America for more information.

Online Resources

www.servenet.org
www.idealyst.org
www.learningindeed.org
www.networkforgood.org
www.volunteermatch.org





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www.servenet.org