

To: Board of Visitors
Executive Committee
Center Advisory Boards

From: Eugene R. Tempel, Executive Director

Date: December 17, 2007

Subject: Center Activities

The semester has ended, but the past month has been full of activities on all fronts. I begin this letter by featuring the Center's relationship with the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA). ARNOVA has become a major force in building the field of nonprofit and philanthropic studies. The organization has grown from 388 members in 1995 to more than 1,100 members today, and has greatly expanded in international participation. The organization is located near the Center in Indianapolis and we are pleased to have a close relationship. The Executive Director of ARNOVA, Thom Jeavons, is an adjunct member of the Philanthropic Studies Faculty. ARNOVA's major journal, the *Nonprofit and Voluntary Sector Quarterly*, is edited by two Philanthropic Studies Faculty members, Wolfgang Bielefeld, Professor of Public and Environmental Affairs and Dwight Burlingame, Associate Executive Director of the Center.

The most recent, very successful ARNOVA conference was held in Atlanta, November 14 to 17. Twenty-eight Philanthropic Studies Faculty and students presented papers at the conference. Topics included developing standardized giving and volunteering measures, tax exempt issues for college athletics, and an exploration of the behavior of high-net worth donors. Additionally, the Center's research staff alone presented eight papers. Our students have been directly involved in writing and analyzing data for seven of those eight papers. Two of the papers are from our Bank of America work; one is from Giving USA; three use data from the Center on Philanthropy Panel Study (COPPS); one uses a combined data set from regional studies of giving to examine motivations for giving; and one is from our study about foundation funding for overhead costs. The following are highlights from the Center's most recent research projects which were featured in many of the papers presented at the ARNOVA conference.

New findings from the latest wave of the Center on Philanthropy Panel Study (COPPS) have just been released. We sent you the news release last week. This is the latest nationally representative data about annual household giving available. One of the most interesting results indicates that nearly one-third of households shift between donating and not donating annually. And 56 percent of households made contributions in each of the three years studied. Better understanding of intermittent giving patterns is important for nonprofits, donors, and policy makers and the Center's researchers are exploring related factors.

Bank of America released the "Portraits of Donors" report that the Center's Research team developed for them. It has already garnered media coverage from the *Washington Post*, the *Chicago Tribune*, the *Chronicle of Philanthropy* and *Investment News*. The study found that

many different factors such as net worth, family history, and the source of an individual's wealth come into play when making a gift. A copy of the report is available via the Center's web site www.philanthropy.iupui.edu.

In partnership with American Express, the Center released the results of the American Express Charitable Gift Survey. It is the first nationally representative study to look at how and why people give online versus offline. It reveals groundbreaking analysis of individual gifts, which differs from the traditional look at annualized giving. Although nearly two-thirds of Americans in this study gave to a charity in the past year, only one in every ten donors takes advantage of giving online. This research found that a charity's online presence (or lack there-of) influenced whether donors give online. The single largest reason given for not making online donations was that individuals were unaware of online giving options. More than one quarter of offline-only donors said that they did not give online because they could not find an online giving site, they did not know they could make a gift online, or they did not think of giving online. Among those who contributed online, one in five said the primary motivation for giving online related to whether the charity actively promoted online giving choices. The American Express Charitable Gift Survey also reveals for the first time how much Americans contribute at any one time in a single gift transaction, whether the transaction is online or offline. The vast majority of donations come in small dollar amounts. Two-thirds of donations were \$100 or less. In fact, the study found that the median charitable donation is \$50. To download the American Express Charitable Gift Survey, please go to <http://www.americanexpress.com/corp/pc/2007/aecgs.asp>.

General David Grange, President and CEO of the McCormick Tribune Foundation, hosted a retreat for the Board of Visitors' Strategic Planning Committee to begin updating our plan for 2008-2013. Prior to the retreat, the Center's cabinet met for a full day to review our progress in 2007-08 and make recommendations for the future. The Center's staff will work on the draft plan during a strategic planning session in January and the faculty will discuss the plan as well. A draft version will be sent to the Board for comment in February. We will spend our time together at the March meeting discussing priorities and developing the final version.

The Center hosted a conference this month in Indianapolis that brought our AIM Alliance partners (the Johnson Center for Philanthropy and Nonprofit Leadership at Grand Valley State University and the Center for Nonprofit Leadership at Arizona State University) together with us for "Not Just a Direction, But an Aim: Equity & Philanthropy." The meeting included many of the top leaders in philanthropy with the goal to assist in developing future leaders of color in the grantmaking field. AIM is a collaboration, funded by the W.K. Kellogg Foundation, with a mission of unleashing new resources and increasing the understanding of philanthropy among people of color, women, and youth. A key learning outcome of the event was the development of ideas about how foundations can address the coming demographic changes in the United States and reach these communities in the distribution of foundation resources. The convening was small enough to ensure close interaction between senior and emerging practitioners.

This fall has been an especially busy time for media requests. We fielded 153 media requests in October to and November, and our faculty and staff participated in 64 interviews. Currently we are receiving calls related to holiday and year-end giving. Media are inquiring about such topics as predictions on holiday giving, how the economy affects giving, the prevalence and outcomes

of charity gift cards, alternative gift-giving using charitable donations, and how to wisely choose a charity to give to this holiday season. Center faculty and staff have done interviews on these issues with outlets such as *The Chronicle on Philanthropy*, *WTHR Eyewitness News*, *WISH-TV Channel 8*, the *Louisville Courier-Journal*, and *Inside Indiana Business*. Our Philanthropic Giving Index (PGI) was just released. Professional fundraisers are slightly more optimistic about the overall climate for philanthropy in the U.S. than they had been six months ago and one year ago. The PGI index is 88.8 which is a 1.5 percent increase from six months ago and a 1.5 percent increase from last year.

There were two important Lake Family Institute on Faith & Giving events of note. Bill Enright served on a panel in Chicago for the Interfaith Youth Conference attended by more than 500 individuals engaged in interfaith youth work from around the country (e.g. the Dean of the Chapel at Princeton University). This particular panel focused on potential fundraising sources for interfaith work and the role foundations might play in providing funds for this work. In addition, Bill served as the keynote speaker for the opening of the meeting in Washington of the American Academy of Otolaryngology and for the annual dinner for the YMCA of Greater Columbus, Ohio.

The United Jewish Communities General Assembly Endowment Leadership Institute used the focus of the Women's Philanthropy Institute for a special session. Dwight Burlingame and Andrea Pactor led a session focused on the potential and promise of women's philanthropy for 150 lay and professional leaders of Jewish Federations from around the country. Andrea moderated a session on "Do We Really Know the Facts about Gender and Philanthropy" and Dwight moderated a session on "Modeling Leadership in Giving." Ellen Remmer, a member of the Center's Board of Visitors, also presented in both sessions. WPI also provided much of the programming for the CASE V conference in Chicago this month, including a panel of donors interacting with university development officers, a lively and informative exchange.

The Center piloted three new courses this fall which will be part of our regular course schedule in 2008. I will report on the results after their first public offerings. Thank you for all you have done for us in 2007. Best wishes for a great holiday season. And best wishes for a great 2008. As always, your comments and suggestions are welcome.