



The Center on Philanthropy
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Overview of Basic Needs Giving

Based on data collected in 2007 about giving in 2006



Center on Philanthropy Panel Study

A part of the Panel Study of Income Dynamics

This analysis is available to Premium Service Subscribers of the Center on Philanthropy at Indiana University. To subscribe, go to www.philanthropy.iupui.edu.

The Center on Philanthropy Panel Study (COPPS) is a module of the Panel Study of Income Dynamics (PSID), which reaches more than 8,000 households every two years. The PSID is fielded by the Institute for Social Research at the University of Michigan. Questions were asked in 2007 about giving in 2006. The next data available will be released in early 2011.

The Center on Philanthropy thanks Atlantic Philanthropies for the initial funding to launch COPPS in 2001 and the donors whose recent contributions make continued waves of COPPS possible.

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Co-principal investigators of the Center on Philanthropy Panel Study

Eleanor Brown, Pomona College

Richard Steinberg, Indiana University-Purdue University Indianapolis

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At the Center on Philanthropy at Indiana University

Patrick M. Rooney, director of research (to September 2008)

executive director (from June 2009)

Una O. Osili, director of research (from October 2009)

Melissa S. Brown, associate director of research

Reema T. Bhakta, research development specialist

Ke Wu, applied statistician

Sung-Ju Kim, doctoral student assistant

Michal Kramarek, doctoral student assistant

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The Center on Philanthropy at Indiana University

550 West North Street, Suite 301

Indianapolis, IN 46202

Overview of Basic Needs Giving

A number of demographic factors play a role in how much households and individuals give to charity in a year. The graphs in this overview provide comparisons of giving to help meet people's basic needs by:

- Age (< 40, 40-64, and 65+)
- Income (<\$50,000, \$50,000 - \$100,000, and \$100,000+)
- Wealth, excluding the equity in a home (<\$50,000, \$50,000-\$200,000 and \$200,000+)
- Education level (High school or less, some college, bachelor's degree, graduate degree)
- Geographical location, using regions of the United States defined by the U.S. Census Bureau
- Marital status (married, never married, widowed, separated, divorced)

This overview uses the 2007 wave of the Center on Philanthropy Panel Study (COPPS) data, a module of the Panel Study on Income Dynamics (PSID), the nation's first and only ongoing study about charitable giving over time. This overview uses the nationally representative sample from the PSID to present some key facts about charitable giving based on results for 2006, drawing on demographic characteristics of donors who give to this type of charity. For each demographic group, this document presents the giving rate (percentage who give) and average and median giving amounts; and for the total, religious, and secular giving - the share of income given.

The figures shown with the note that "n =" indicates the number of respondents in the group. Typically, at least 30 respondents are required for a meaningful average or median; the higher the number of respondents, the more reliable the result (the more likely the same result would be found if we had an opportunity to conduct the same study repeatedly at the same time).

Households that answered the philanthropy questions were asked first if they made charitable donations totaling \$25 or more in 2006. Households responding "yes" were asked further questions about how much they gave to each of 11 different types of charities and about their volunteering for six purposes. More than 8,280 households participated in the 2007 wave of the PSID. This analysis of COPPS included 8,110 households that answered the first philanthropy question. Analysis also used the weights provided by the PSID research team at the University of Michigan to yield nationally representative results. Weighting for total giving is based on 112 million households, from the U.S. Census Bureau estimates for 2006.

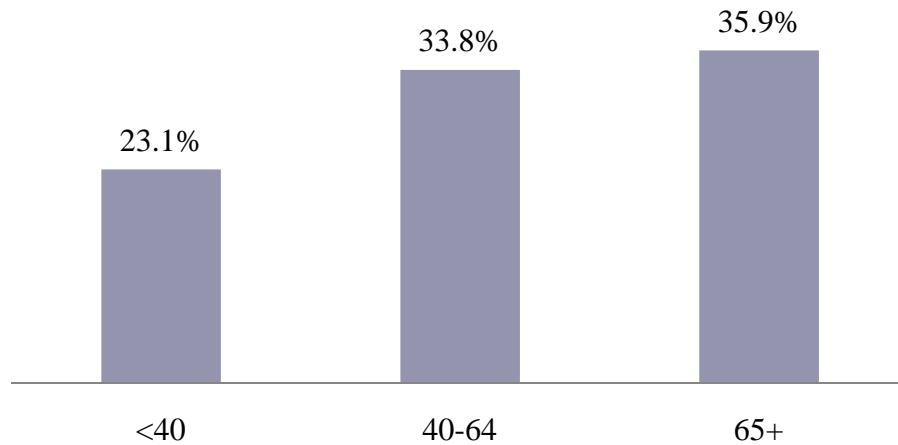
The data and analysis here are the most recent available as of December 2009.

Overview of Giving to Organizations for Basic Needs in 2006

	Giving Rate	Average amount per donor household	Median amount per donor household
Human Services Giving	30.9%	\$486	\$200

- 30.9% of all U.S. households gave to organizations for basic needs in 2006
- \$486 was average giving amount to organizations for basic needs per donor household
- \$200 was median giving amount to organizations for basic needs per donor household

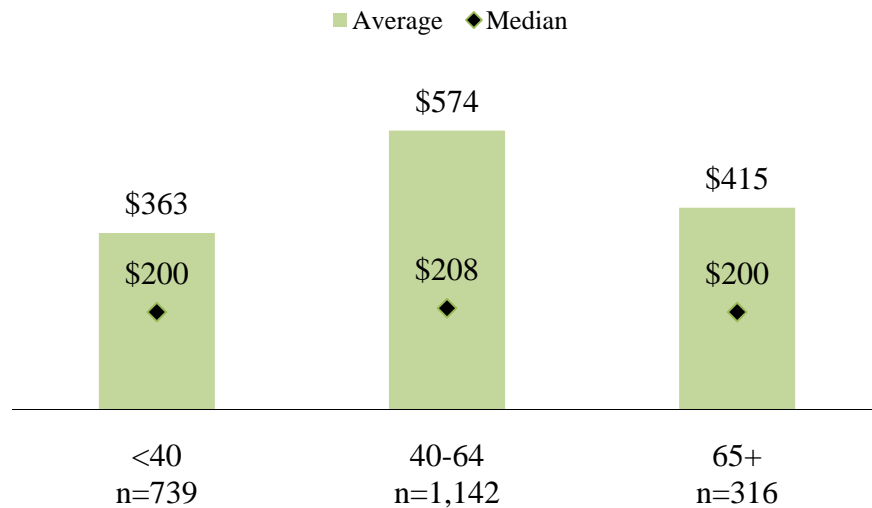
Giving Rate to Help Meet People's Basic Needs by Donor's Age Group



This graph shows the giving rate of all U.S. households to organizations for basic needs in 2006, by age group.

- In 2006, households where the head was 65 and older had the highest rate of giving (35.9%) to organizations for basic needs.
- In 2006, 33.8% of households where the head was between 40 and 64 years old made a contribution to organizations for basic needs.
- Households less than 40 years old had the lowest giving rate to organizations for basic needs (23.1%).
- Overall, 30.9% of survey respondents contributed to organizations for basic needs in 2006.
- Organizations for basic needs are organizations that help people in need of food, shelter, or other basic necessities.

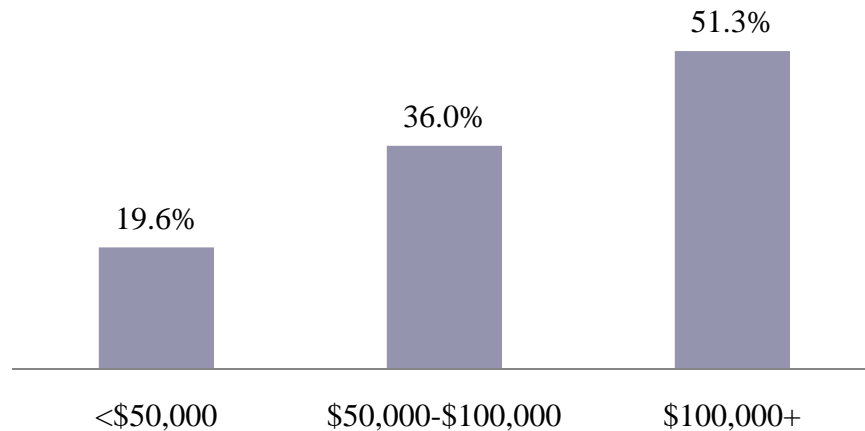
Giving to Help Meet People's Basic Needs by Donor's Age Group



This graph shows the average and median giving amounts to organizations for basic needs in 2006, by age group.

- Households where the head was between 40 and 64 years old gave an average of \$574 (median=\$208) to organizations for basic needs, which was the highest average gift.
- The average total gift amount to organizations for basic needs from households 65 or older was \$415 (median=\$200).
- Households where the head was less than 40 years gave an average of \$363 (median=\$200) to organizations for basic needs in 2006, which was the lowest average gift, which was the smallest average gift amount.
- Among all donors, the average total gift to organizations for basic needs was \$486 (median=\$200).
- Organizations for basic needs are organizations that help people in need of food, shelter, or other basic necessities.

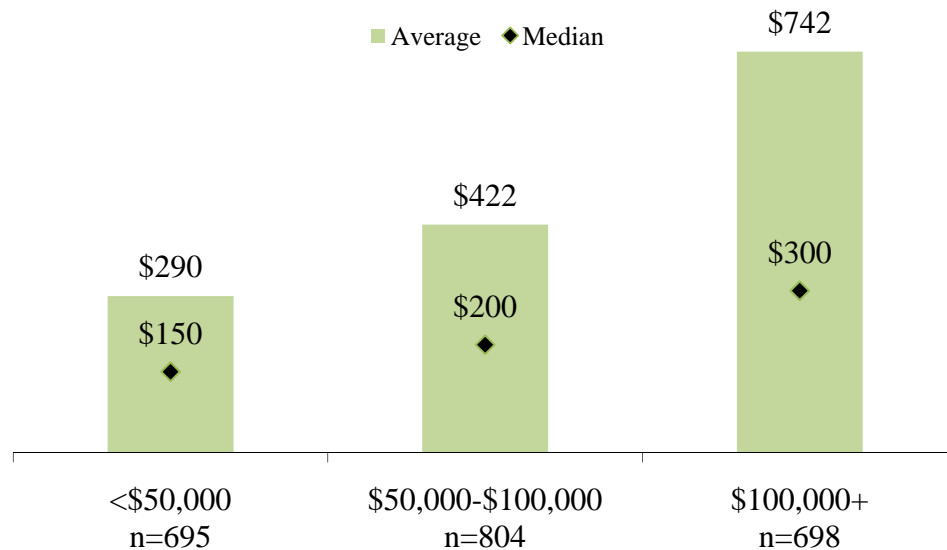
Giving Rate to Help Meet People's Basic Needs by Donor's Income Level



This graph shows the giving rate of all U.S. households to organizations for basic needs in 2006, by income level.

- Households with higher income levels had a higher giving rate to organizations for basic needs in 2006.
- In 2006, 51.3% of households with incomes of more than \$100,000 gave to organizations for basic needs, which was the highest giving rate.
- The giving rate for households with incomes between \$50,000 and \$100,000 to organizations for basic needs was 36.0% in 2006.
- In 2006, 19.6% of households with incomes less than \$50,000 made a contribution to organizations for basic needs, which was the lowest giving rate.
- Overall, 30.9% of survey respondents contributed to organizations for basic needs in 2006.
- Organizations for basic needs are organizations that help people in need of food, shelter, or other basic necessities.

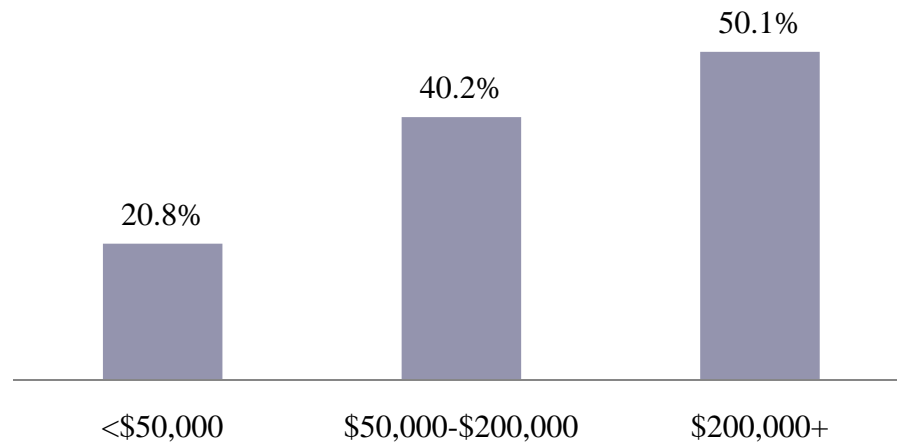
Giving to Help Meet People's Basic Needs by Donor's Income Level



This graph shows the average and median giving amounts to organizations for basic needs in 2006, by income level of the household.

- Households with higher income levels had a higher average overall gift to organizations for basic needs.
- Households with an annual income greater than \$100,000 gave an average of \$742 (median=\$300) to organizations for basic needs in 2006.
- Households with an annual income between \$50,000 and \$100,000 gave an average of \$422 (median=\$200) to organizations for basic needs in 2006.
- The average gift to organizations for basic needs from the households with income of less than \$50,000 was \$290 (median=\$150), which was the smallest average giving amount.
- Among all donors, the average total gift to organizations for basic needs was \$486 (median=\$200).
- Organizations for basic needs are organizations that help people in need of food, shelter, or other basic necessities.

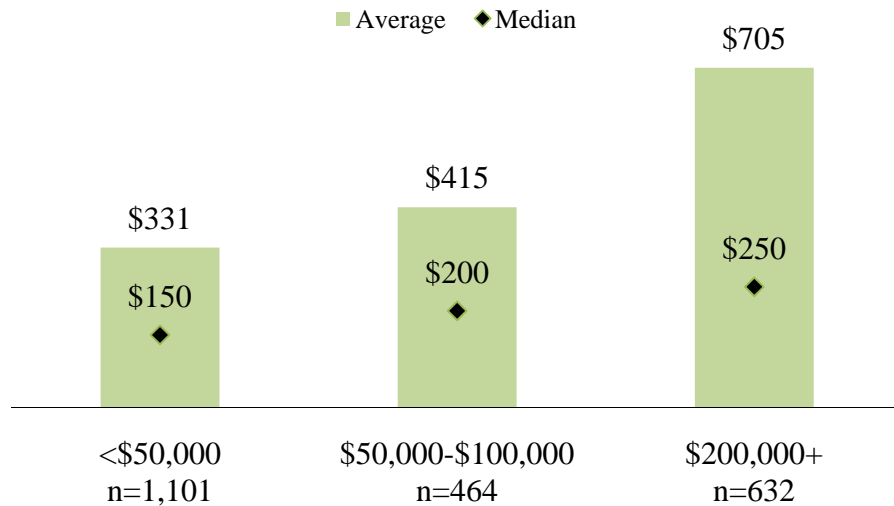
Giving Rate to Help Meet People's Basic Needs by Donor's Wealth Level



This graph shows the giving rate of all U.S. households to organizations for basic needs in 2006, by wealth level. For this analysis, wealth did not include the value of their home.

- Households with higher wealth levels had a higher giving rate to organizations for basic needs.
- In 2006, 50.1% of households with wealth of more than \$200,000 made a contribution to organizations for basic needs, which was the highest giving rate.
- The giving rate to organizations for basic needs for households with \$50,000 - \$200,000 in household wealth was 40.2%.
- Approximately 20.8% of household with wealth of less than \$50,000 donated to organizations for basic needs in 2006, which was the smallest giving rate.
- Overall, 30.9% of survey respondents contributed to organizations for basic needs in 2006.
- Organizations for basic needs are organizations that help people in need of food, shelter, or other basic necessities.

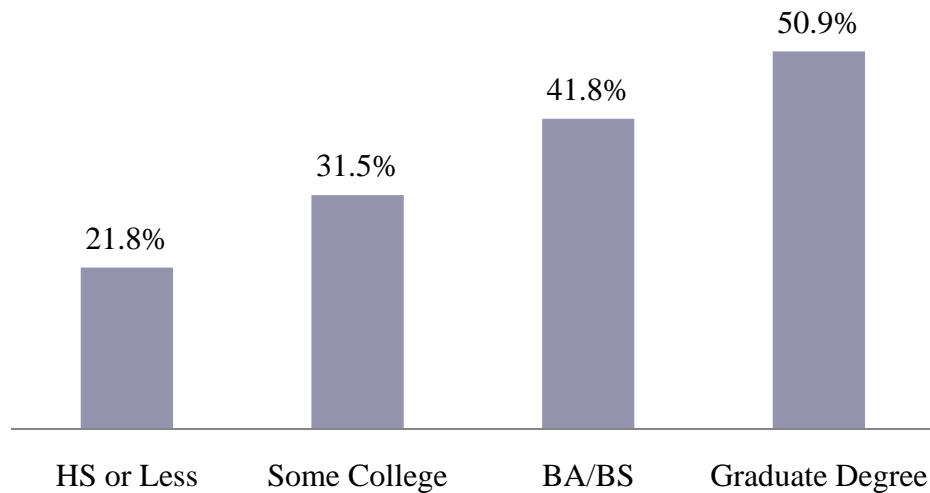
Giving to Help Meet People's Basic Needs by Donor's Wealth Level



This graph shows the average and median giving amounts of U.S. households to organizations for basic needs in 2006, by wealth level of the household. For this analysis, wealth did not include the value of their home.

- Households with wealth greater than \$200,000 gave an average of \$705 (median=\$250) to organizations for basic needs in 2006.
- Households with wealth between \$50,000 and \$200,000 gave an average of \$415 (median=\$200) to organizations for basic needs in 2006.
- Households with wealth less than \$50,000 gave an average of \$331 (median=\$150) to organizations for basic needs in 2006.
- Among all donors, the average total gift to organizations for basic needs was \$486 (median=\$200).
- Organizations for basic needs are organizations that help people in need of food, shelter, or other basic necessities.

Giving Rate to Help Meet People's Basic Needs by Education Level

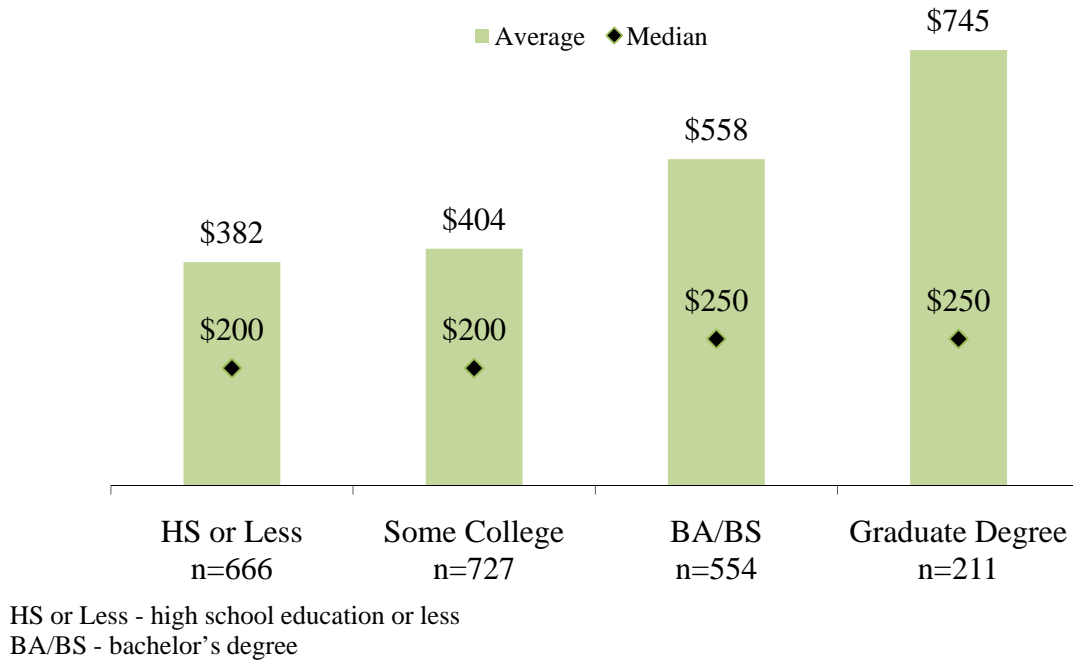


HS or Less - high school education or less
BA/BS - bachelor's degree

This graph shows the giving rate of households to organizations for basic needs in 2006, by education level of the head of household.

- The higher the level of education, the higher the giving rate to organizations for basic needs.
- In 2006, 50.9% of households with a graduate degree made a contribution to organizations for basic needs, which was the highest giving rate.
- The giving rate to organizations for basic needs for households with a bachelor's degree was 41.8% in 2006.
- In 2006, 31.5% of households with education level of some college gave to organizations for basic needs.
- In 2006, 21.8% of households with education level of high school or less donated to organizations for basic needs, which was the lowest giving rate.
- Overall, 30.9% of survey respondents contributed to organizations for basic needs in 2006.
- Organizations for basic needs are organizations that help people in need of food, shelter, or other basic necessities.

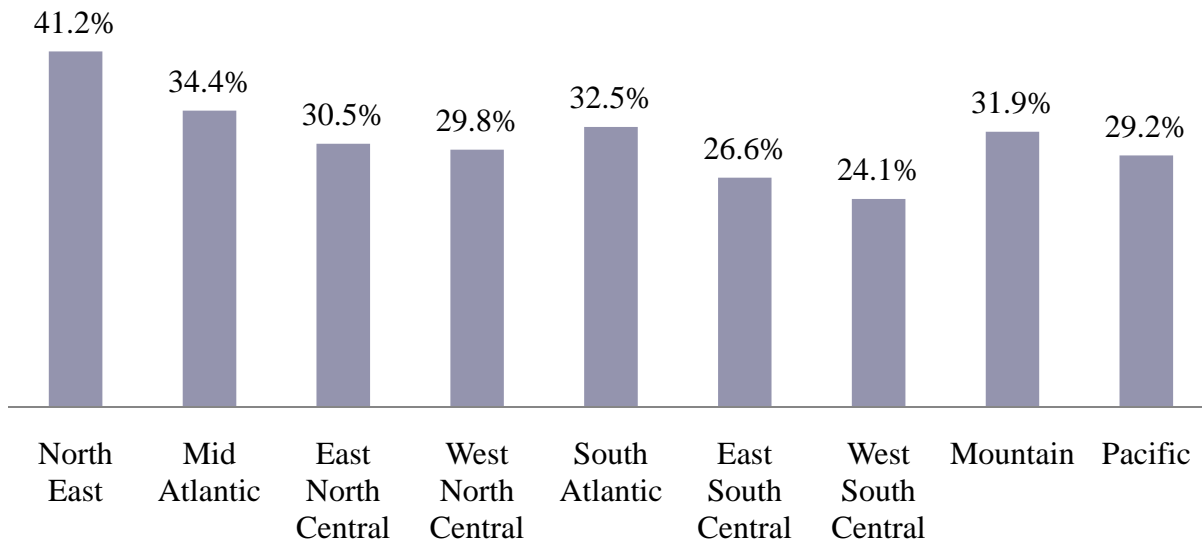
Giving to Help Meet People's Basic Needs by Education Level



This graph shows the average and median giving amounts to organizations for basic needs in 2006, by education level of the head of the household.

- The higher the level of education, the higher the average gift to organizations for basic needs.
- The highest average gift to organizations for basic needs was \$745 (median=\$250) and came from the households with a graduate degree.
- Households with a bachelor's degree gave an average of \$558 (median=\$250) to organizations for basic needs in 2006.
- Households with some college education gave an average of \$404 (median=\$200) to organizations for basic needs in 2006.
- Households with high school education or less gave an average of \$382 (median=\$200) to organizations for basic needs in 2006, which was the smallest average gift amount.
- Among all donors, the average total gift to organizations for basic needs was \$486 (median=\$200).
- Organizations for basic needs are organizations that help people in need of food, shelter, or other basic necessities.

Giving Rate to Help Meet People's Basic Needs by Donor's Geographic Region

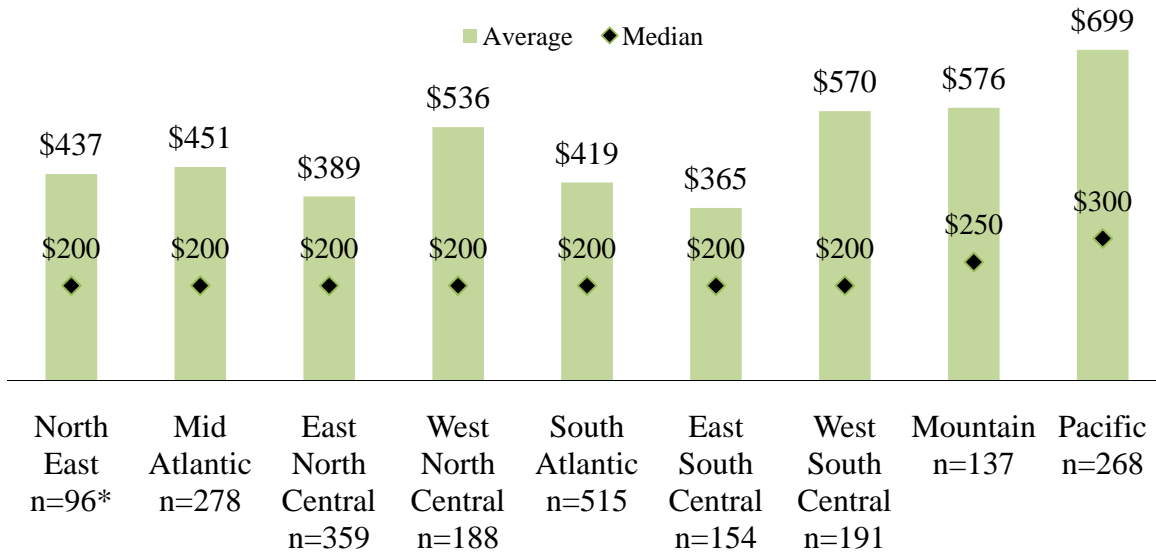


This graph shows the giving rate of households to organizations for basic needs in 2006, by geographic region in the U.S.

- In 2006, 41.2% of households in the North East region made a contribution to organizations for basic needs, which was the highest giving rate.
- The lowest giving rate to organizations for basic needs was made by households in the West South Central region (24.1%).
- Overall, 30.9% of survey respondents contributed to organizations for basic needs in 2006.
- Organizations for basic needs are organizations that help people in need of food, shelter, or other basic necessities.
- The regions are defined by the U.S. Bureau of the Census.

Census Bureau Name	States or district included in the region
New England	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Mid-Atlantic	New Jersey, New York, Pennsylvania
East North Central	Illinois, Indiana, Michigan, Ohio, Wisconsin
West North Central	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
South Atlantic	Delaware, Florida, Maryland, Georgia, North Carolina, South Carolina, Virginia, Washington D.C., West Virginia
East South Central	Alabama, Kentucky, Mississippi, Tennessee
West South Central	Arkansas, Louisiana, Oklahoma, Texas
Mountain	Arizona, Colorado, Idaho, Montana, New Mexico, Nevada, Utah, Wyoming
Pacific	Alaska, California, Hawaii, Oregon, Washington

Giving to Help Meet People's Basic Needs by Donor's Geographic Region

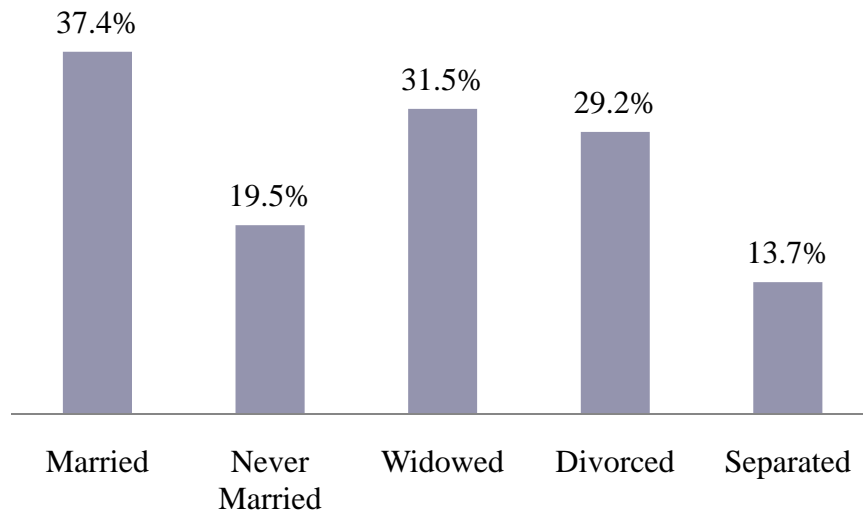


* Interpret average and median amounts with caution, given small sample size.

This graph shows the average and median giving amounts to organizations for basic needs in 2006, by geographic location of the household in the United States.

- The average donor gift for organizations for basic needs by households in the Pacific region was \$699 (median=\$300), which was the highest average amount.
- The lowest average total giving by geographic region was made by those household in the East South Central region, where the average giving amount to organizations for basic needs was \$365 (median=\$200).
- Those household in the North East areas made an average of \$437(median= \$200) to organizations for basic needs. However, the results for the North East areas should be interpreted with caution, given the lower number of responses.
- Among all donors, the average total gift to organizations for basic needs was \$486 (median=\$200).
- Organizations for basic needs are organizations that help people in need of food, shelter, or other basic necessities.
- The regions are defined on page 13.

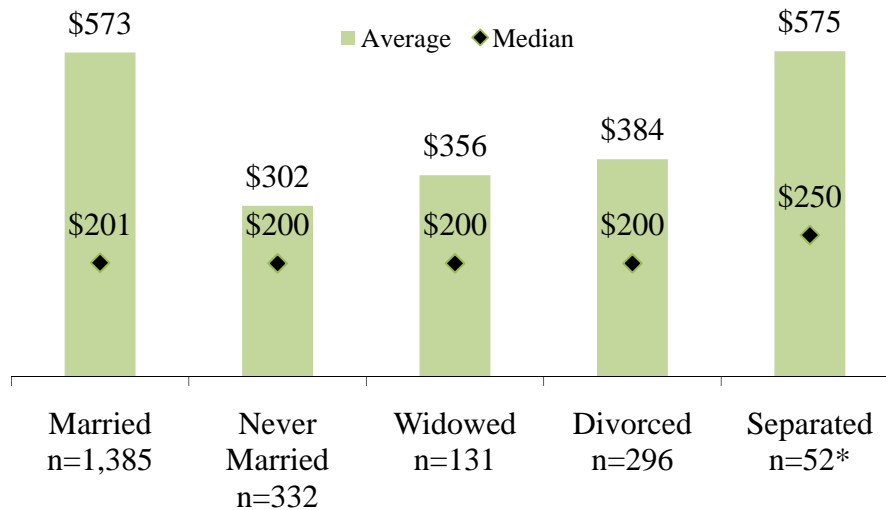
Giving Rate to Help Meet People's Basic Needs by Marital Status



This graph shows the giving rate of households to organizations for basic needs in 2006, by marital status of the head of household.

- Married households had the highest giving rate (37.4%) to organizations for basic needs in 2006.
- The giving rate for widowed households to the organizations for basic needs in 2006 was 31.5%, which was the second highest giving rate.
- In 2006, 29.2% of households who were divorced made a contribution to organizations for basic needs.
- In 2006, 19.5% of households who have never been married donated to organizations for basic needs.
- Almost 14% of those households who were separated donated to organizations for basic needs in 2006, which was the lowest giving.
- Overall, 30.9% of survey respondents contributed to organizations for basic needs in 2006.
- Organizations for basic needs are organizations that help people in need of food, shelter, or other basic necessities.

Giving to Help Meet People's Basic Needs by Marital Status



* Interpret average and median amounts with caution, given small sample size.

This graph shows the average and median giving amounts to organizations for basic needs, by the marital status of the head of households.

- Separated donor households gave an average of \$575 (median \$250) to organization for basic needs in 2006, which was the highest average gift amount, but the results should be interpreted with caution, given the lower number of response.
- Married donor households gave an average of \$573 (median=\$201) to organizations for basic needs in 2006, which was the second highest average amount.
- Divorced donor households gave an average of \$384 (median=\$200) to organizations for basic needs.
- Those donor households who were widowed donated an average of \$356 (median= \$200) to organizations for basic needs in 2006.
- Those donor households who have never married gave an average of \$302 (median= \$200) to organizations for basic needs in 2006, which was the lowest average gift amount.
- Among all donors, the average total gift to organizations for basic needs was \$486 (median=\$200).
- Organizations for basic needs are organizations that help people in need of food, shelter, or other basic necessities.