



Pima County Household Giving 2002

**Pima County Selected Highlights from:
*Arizona Giving and Volunteering Report***

**Study conducted by:
Arizona State University Center for Nonprofit Leadership and Management**

**In Cooperation with:
Community Foundation of Southern Arizona and
The Association of Fundraising Professionals, Southern Arizona Chapter**

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Table of Contents

LETTER FROM STEVE ALLEY 3

INTRODUCTION..... 4

PIMA COUNTY GIVING..... 4

**GIVING RATE BY HOUSEHOLD INCOME, EDUCATION, AGE, AND MARITAL
STATUS..... 5**

CONFIDENCE AND TRUST IN CHARITABLE ORGANIZATIONS 7

RATE OF CONTRIBUTIONS & CONTRIBUTIONS TO ORGANIZATIONS 13

INFORMAL GIVING..... 15

SEPTEMBER 11TH-RELATED GIVING (AND VOLUNTEERING)..... 16

Letter from Steve Alley



The Community Foundation for Southern Arizona is pleased to present the results of the 2002 Pima County Household Giving Survey. The data in this report provide important clues to who gives, who we give to, how we give, and why we give.

The good news is that an overwhelming percentage of Pima County residents give (85.6% of those surveyed). This is true regardless of ethnicity, educational background, age, or economic circumstance. In addition, nearly 90% of respondents say they will give at least as much, if not more, this year than they did last year

Pima County residents not only give, but they give to a wide range of organizations. Nearly 70% of those who give contribute to three or more organizations.

The numbers confirm what we have long known – that this is a giving community.

The survey also raised important issues which can only be resolved through community dialogue:

- Nearly 40% of residents say that, “most charitable organizations are wasteful in their use of funds,” while 84% believe their “donation is put to an appropriate use” when they give to a charity.
- The statement “Generally, charitable organizations make very little difference in dealing with major problems,” resulted in both agreement and strong disagreement from an almost equal number of residents.
- Nearly two-thirds (58.1%) of Pima County residents agree that giving through their will is “an effective way of ensuring that my money gets to causes that are important to me.” While no figures are available locally, national statistics indicate that only 6% of Americans actually follow this practice.

The report also showed that the saying “people give to people” is certainly true in Pima County. The top two reasons for giving - “being asked by someone you know well” and “because you volunteered at the organization” - both underscore this point.

It is our hope that this report will stimulate discussion about giving in Pima County, and ultimately encourage others to get involved.

We are thankful to the Arizona State University Center for Nonprofit Leadership and Management, which conducted this study. Special thanks to the Center’s Director, Robert Ashcraft, and also to Lisa Machnik, Alissa Frey and Stephanie Hiatt for their gracious assistance.

A handwritten signature in black ink that reads "Steve Alley".

Steve Alley
President/CEO
Community Foundation for Southern Arizona

Introduction

Pima County Giving contains selected findings from a statewide study of giving and volunteering conducted by the ASU Center for Nonprofit Leadership and Management. The information was obtained through a telephone survey of 1,004 Arizona households, of which 153 were located in Pima County. The survey was conducted April through June of 2002 and asked about the household's charitable giving during the previous 12 months. Random digit dialing was used in reaching households to obtain a representative sample.

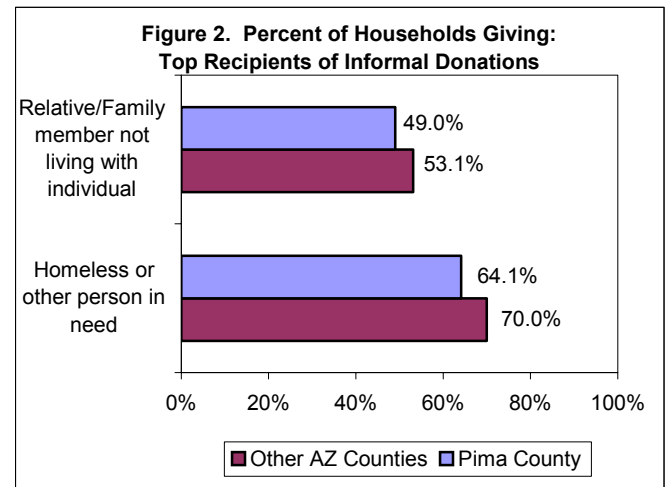
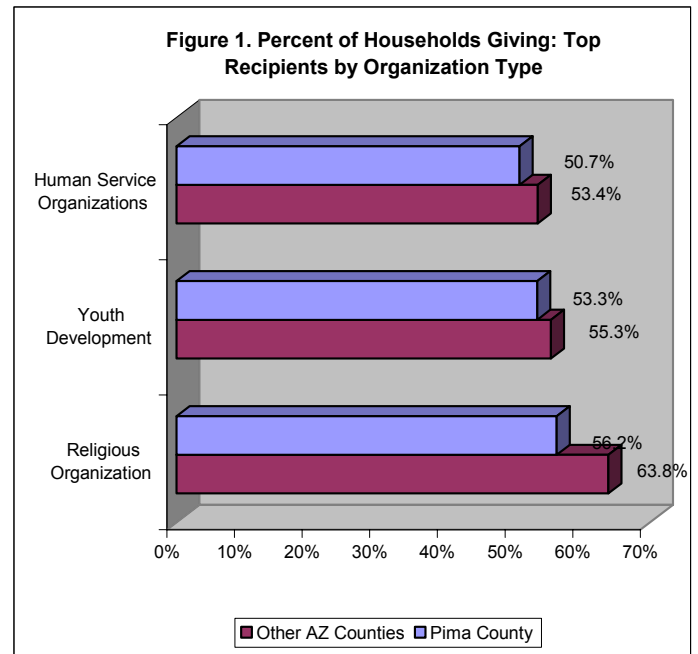
Please visit www.asu.edu/copp/nonprofit to read the **Arizona Giving and Volunteering** report and for additional information on research methodology.

Pima County Giving

Pima county residents support charitable organizations, both with their donations, (85.6% contributed in the past year) and in their belief that those donations are put to an appropriate use (84.4% agree). However, fewer residents (68.6%) believe that most charitable organizations are honest and ethical in their use of funds.

Pima county households who did not contribute to charitable organizations in the past year were asked to give slightly less frequently than other Arizona residents, with 54.5% of survey participants in Pima County reporting being asked to give, compared to 60.4% across all other Arizona counties.

Figure 1 shows the types of organizations that most frequently received donations from Pima County households. Informal giving is an important part of the overall picture of charitable giving; Figure 2 depicts the prevalence and types of informal donations made by Pima County households.



Pima county residents give to multiple causes, with 50% donating to between one and three organizations, 44.5% giving to between four and seven organizations, and 5.6% donating money or other property to more than eight organizations.

Respondents were asked to indicate the importance of various motives to their personal giving. Table 1 shows the percentages of respondents who reported a reason being “very” or “somewhat” important. Personal connection to the charitable cause is underscored by the top reasons for giving, “being asked by someone you know well,” and “because you volunteered at the organization.”

Table 1. Motive for Giving: Percent Who Said “Very Important” or “Somewhat Important”

Motive	Pima County	All Other AZ Counties
Being asked by someone you know well	86.4%	85.8%
Because you volunteered at the organization	75.6%	78.4%
Reading/hearing a news story	60.7%	64.2%
Being asked at work	52.1%	66.5%
Being asked by clergy	46.8%	62.6%
Receiving a letter	34%	36.4%
Being asked by a public figure	27.4%	30.4%
Someone coming to the door	23.1%	22.4%
Being asked in a telethon/radio telethon	19.2%	27.3%
Receiving a phone call	17.7%	18.3%
Seeing a television commercial	17.2%	22.3%
Read about or were solicited over the internet	12.9%	9.9%

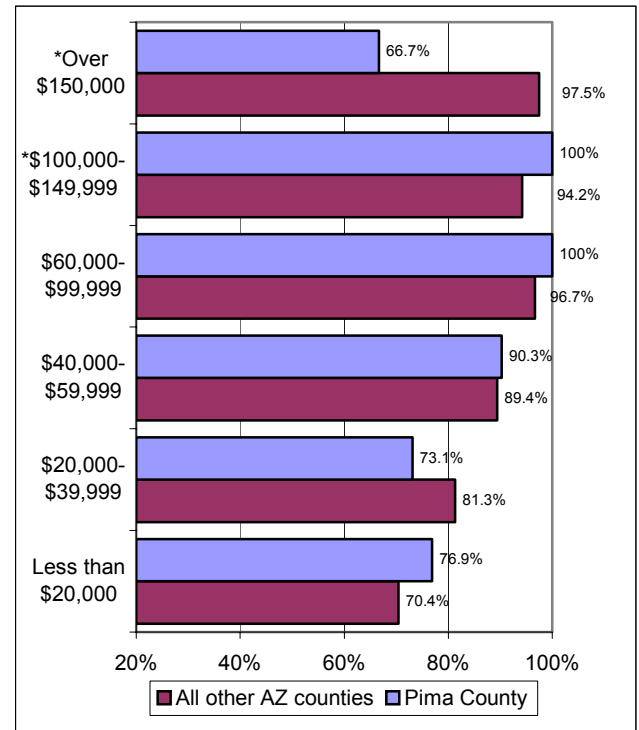
*based on contributing households

Giving Rate by Household Income, Education, Age, and Marital Status

The following pages depict the giving levels by various demographic characteristics. In some cases the findings should be cautiously interpreted due to a low number of responses within a group; these cases are noted with asterisks.

Figure 3 shows the rate of household giving by income; the rate of giving generally rises with household giving.

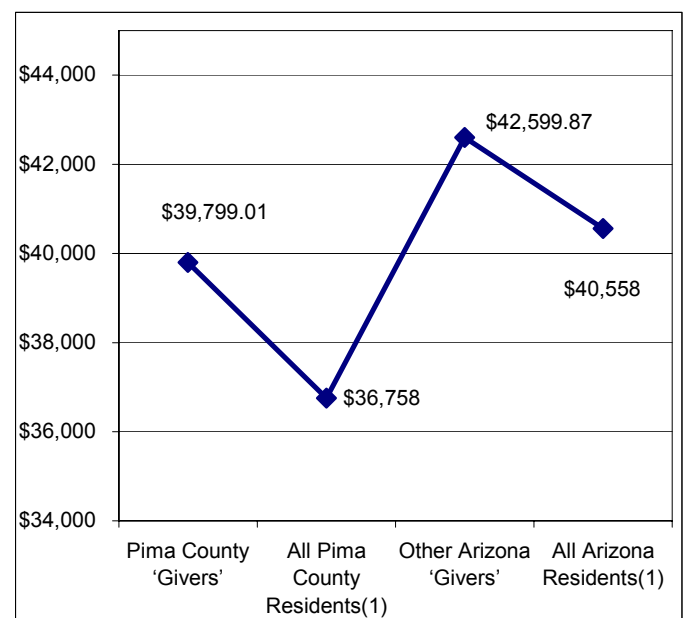
Figure 3. Giving Rate by Household Income



*Insufficient number of responses within groups to generate statistically valid information; should be cautiously interpreted.

Figure 4 illustrates the difference in household income levels between givers and non-givers. Givers have a higher household income than non-givers on average.

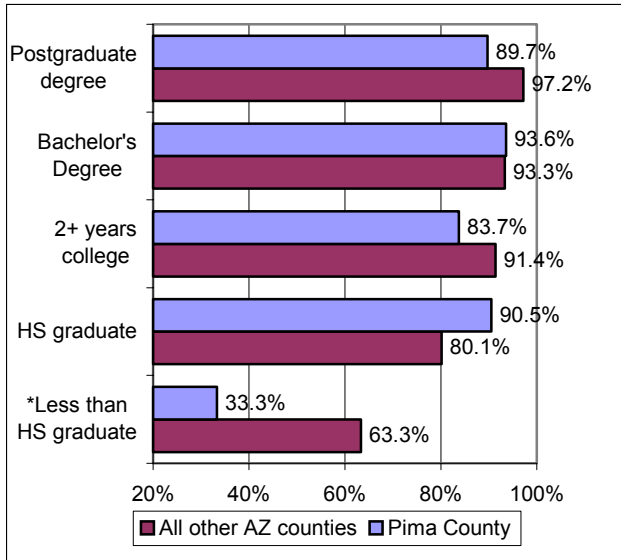
Figure 4. Average Household Income of Givers and Non-Givers



(1) Data retrieved from US Census 2000
Note: Survey data provides approximated mean, Census data provides median

As shown in figure 5, giving generally appears to increase steadily with education level in Pima County and across all other Arizona counties.

Figure 5. Giving Rate by Education



*Insufficient number of responses within groups to generate statistically valid information; should be cautiously interpreted.

Table 2 illustrates that level of education and ones employment status leads to an increased level of giving.

Table 2. Education and Employment Status

	Pima County Givers	All Pima County	Other AZ Givers	All of AZ
2+ Years of College	28.9%	N/A	24.9%	N/A*
Bachelors Degree	31.5%	26.7%	24.8%	23.5%*
Post grad Degree	19.5%	N/A	12.9%	N/A
Employed Full Time	53.7%	N/A	53.4%	N/A
Retired	30.2%	N/A	25.8%	N/A

* Census data from population 25 and over, not directly comparable

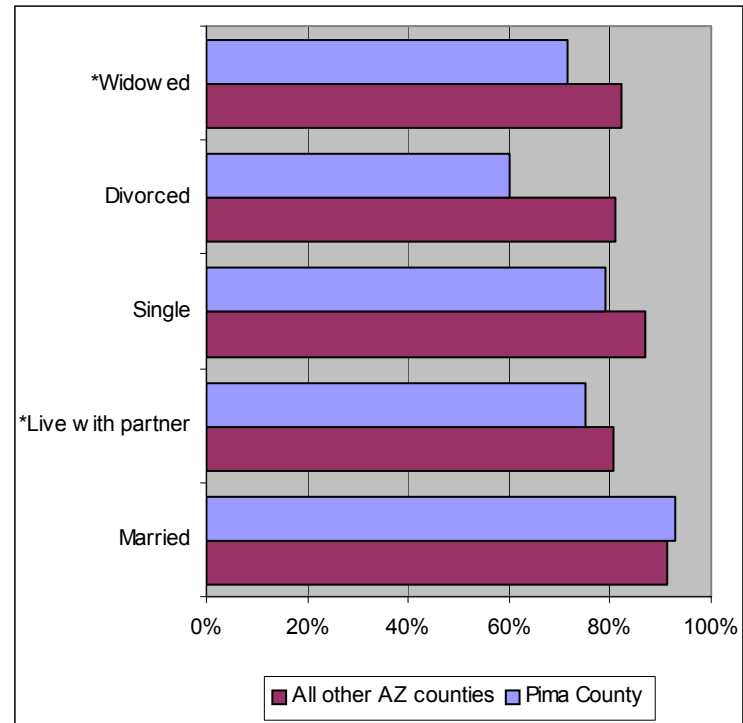
As depicted in table 3 the highest rate of donations in Pima County and across the rest of Arizona was seen in the 31-45 age group.

Table 3. Giving Rate by Age

	Pima County	All other AZ counties
Ages 18-30	77.8%	86%
Ages 31-45	91.1%	91.2%
Ages 46-60	83.7%	88.8%
Ages 61-70	86.4%	85.5%
Ages 71+	81.8%	84.3%

Figure 6 shows that the rate of giving varied only slightly by marital status, with married respondents giving at the highest rate.

Figure 6. Giving Rate by Marital Status



*Insufficient number of responses within groups to generate statistically valid information; should be cautiously interpreted.

Table 4 show the percentage of giving related to marital status and number of children living in the household.

Table 4. Marital Status and Number of Children Living in Household

	<i>Married</i>	<i>Single</i>	<i>One child</i>	<i>Two children</i>	<i>No Children</i>
Pima County Givers	65.8%	13%	12.8 %	11.4%	69.1%
All Pima County	51.8%	27.5 %	N/A	N/A	N/A
Other Arizona Givers	62.9%	12%	11.4 %	13.3%	52.1%
All Arizona Residents	54.2%	27%	N/A	N/A	N/A

Table 5 shows that giving is highest among Pima County residents who own their own home, with 79.5 percent of homeowners reporting giving to charitable organizations.

Table 5. Housing

	Own Home	Rent Home	Average # persons in household
Pima County 'Givers'	79.5%	18.5%	2.60
All Pima County Residents	64%	36%	2.47
Other Arizona 'Givers'	81%	16.4%	2.78
All Arizona Residents	68%	32%	2.64

Confidence and Trust in Charitable Organizations

Charitable organizations enjoy a high level of trust and confidence from Pima County residents.

As shown in Figure 7, when asked if “most charitable organizations are honest and ethical in their use of funds”, 68.6% of Pima County survey respondents agreed this was the case in the past year. Across the rest of Arizona, 70.6% agreed that most charitable organizations used their funds in an honest and ethical manner. In Pima County, 74.2% of those who made a contribution in the past year agreed with this statement.

Figure 7. “Most charitable organizations are honest and ethical in their use of donated funds.”

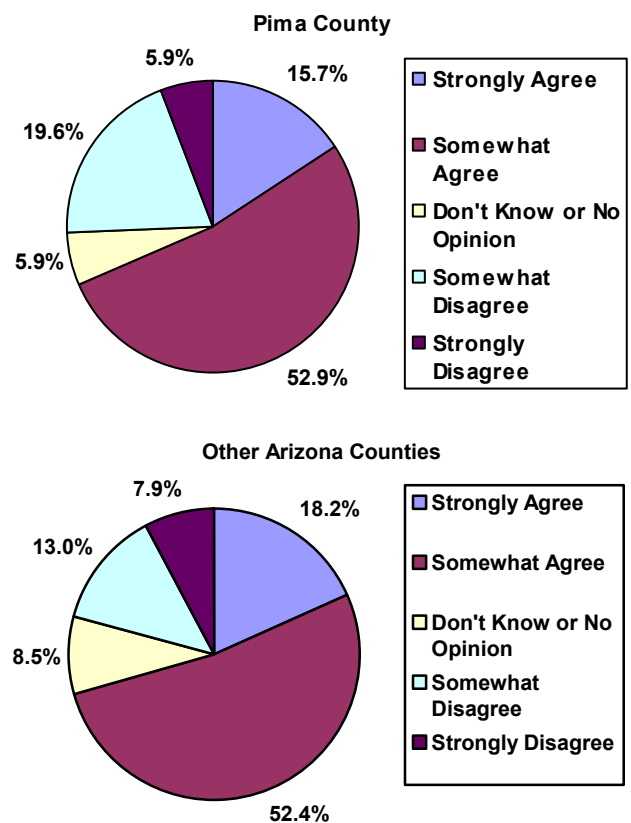
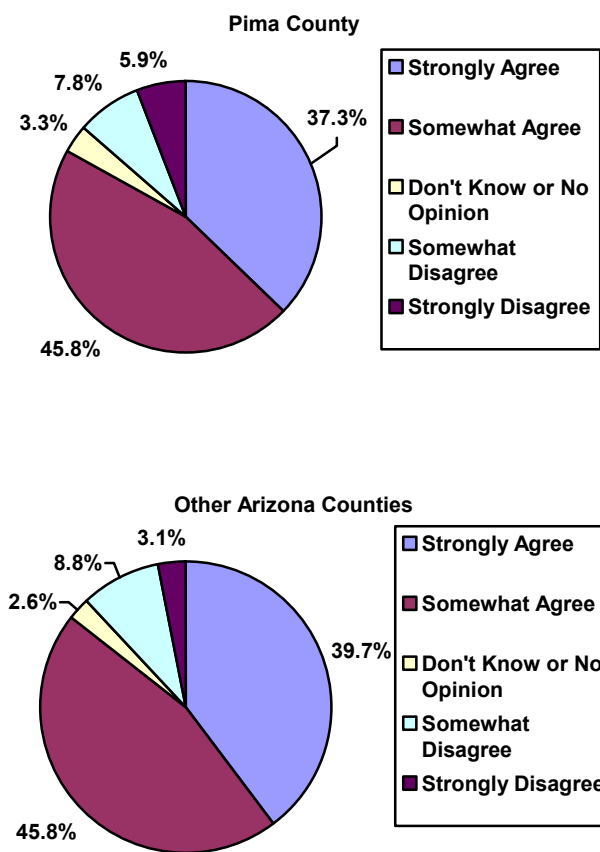


Figure 8 shows that when asked if charitable organizations “generally play a major role in making our communities better places to live”, 83.1% of Pima County survey respondents believe this is the case. Across the rest of Arizona, 85.5% of survey participants agreed with this statement.

In Pima County, 86.9% of those who made a contribution in the past year agreed with this statement.

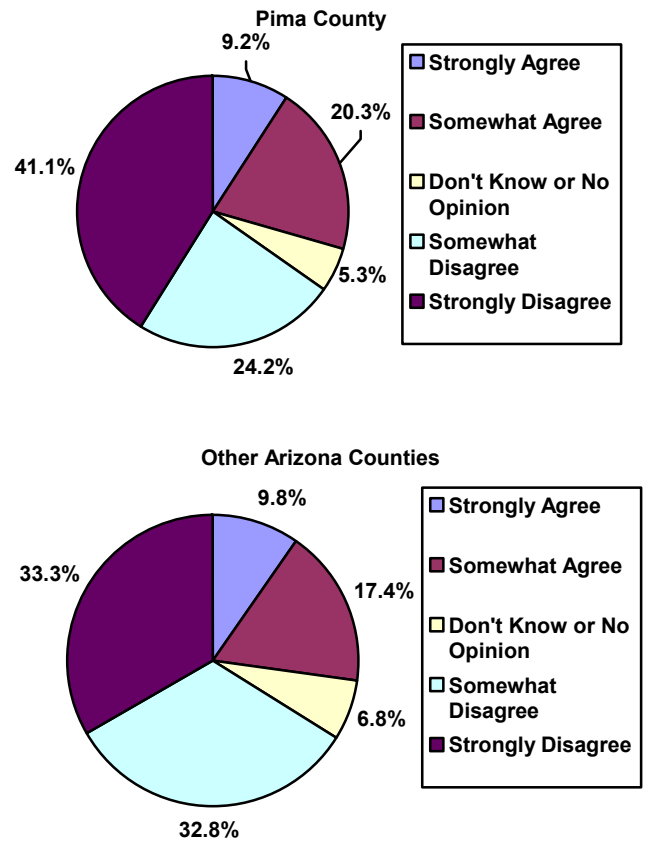
Figure 8. “Generally, charitable organizations play a major role in making our communities better places to live.”



As illustrated in figure 9, when asked if “the government is spending too much money on programs to help the poor” Pima County survey respondents agreed with this statement in 29.5% of cases, compared to 27.2% across the rest of Arizona.

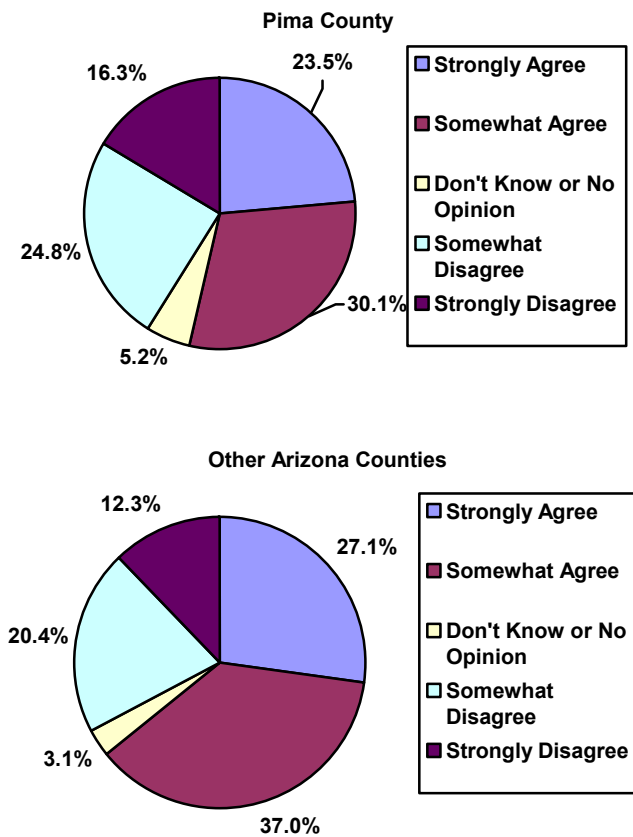
In Pima County, 31.7% of those who made a contribution in the past year agreed with this statement, while 65.9% disagreed (of those, 40.5% disagreed strongly).

Figure 9. “The government is spending too much money on programs to help the poor.”



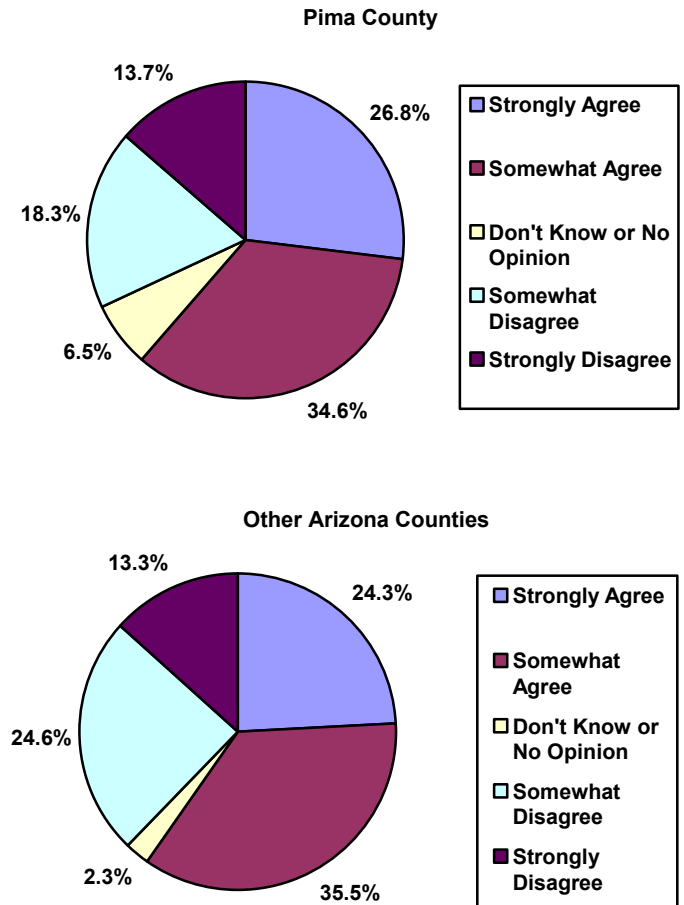
As shown in figure 10, when asked if “the government has a basic responsibility to take care of people who can’t take care of themselves”, 53.6% of Pima County survey respondents agreed with this statement. Across all other Arizona counties, 64.1% agreed that government had a basic responsibility to take care of those who could not care for themselves. In Pima County, 53.1% of those who made a contribution in the past year agreed with this statement.

Figure 10. “The government has a basic responsibility to take care of people who can’t take care of themselves.”



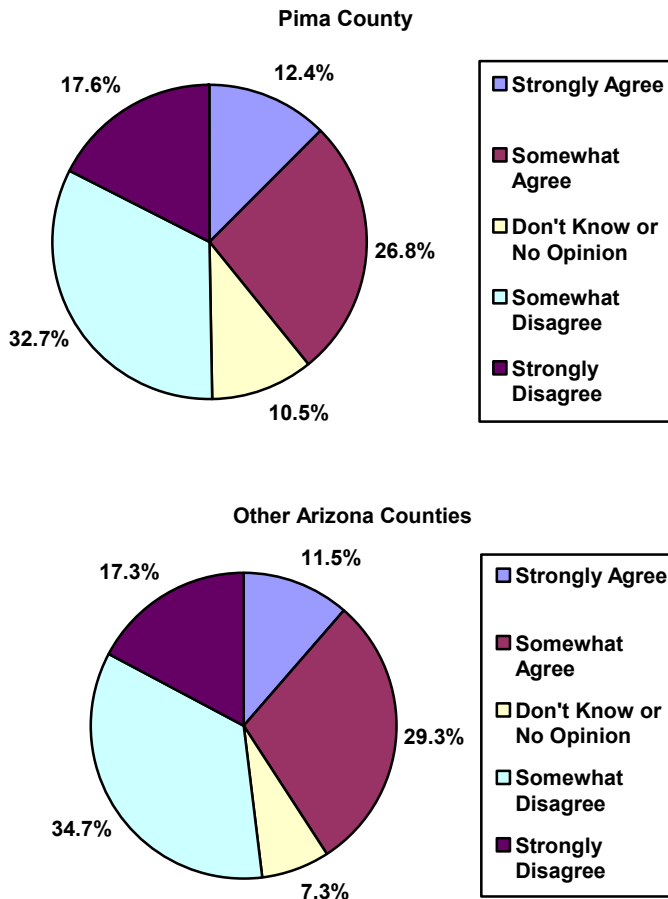
As shown in figure 11, when asked if “we all have the right to concern ourselves with our own goals first and foremost, rather than the problems of other people”, 61.4% of survey participants in Pima County agreed with this statement. Across all other Arizona counties, 59.8% were in agreement.

Figure 11. “We all have the right to concern ourselves with our own goals first and foremost, rather than the problems of other people.”



As illustrated in figure 12, when asked if “most charitable organizations are wasteful in their use of funds”, 39.2% of survey participants in Pima County agreed with this statement, compared to 40.8% across all other Arizona counties

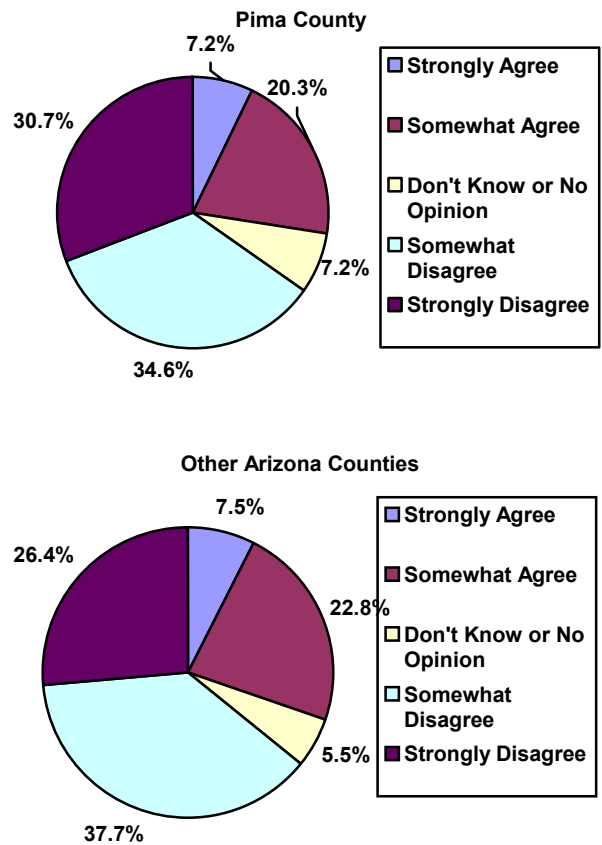
Figure 12. “Most charitable organizations are wasteful in their use of funds.”



In figure 13 when asked if “generally charitable organizations generally make very little difference in dealing with major problems”, 27.5% of Pima County survey participants agreed compared to 40.8% of survey respondents across all other Arizona counties.

In Pima County, 26.8% of those who made a contribution in the past year agreed with this statement, while 70.9% disagreed (of those, 33.1% disagreed strongly).

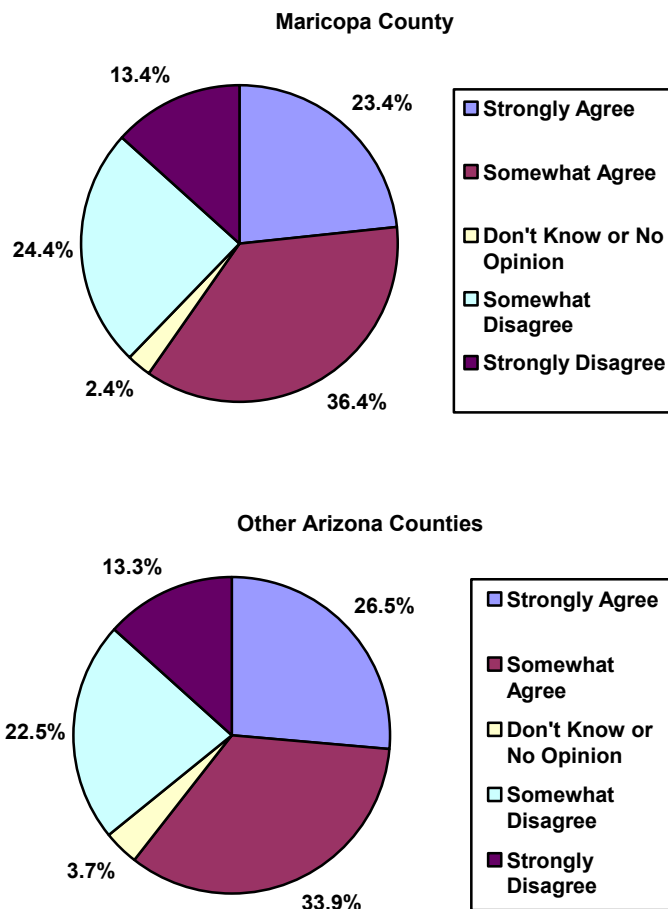
Figure 13. “Generally, charitable organizations make very little difference in dealing with major problems.”



As shown in figure 14, when asked if “we all have the right to concern ourselves with our own goals first and foremost, rather than the problems of other people”, 59.8% of survey participants in Maricopa County agreed with this statement, as shown in figure 13. Across all other Arizona counties, 60.4% were in agreement.

In Maricopa County, 59% of those who made a contribution in the past year agreed with this statement.

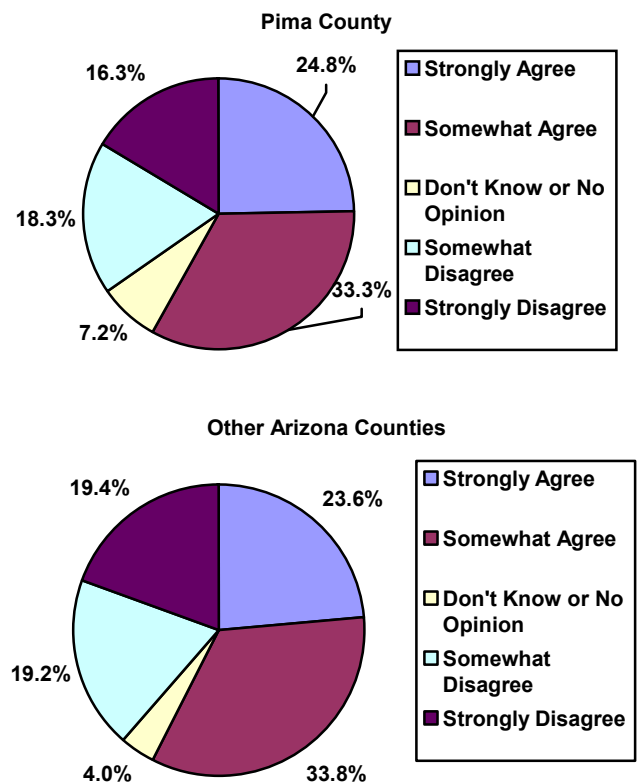
Figure 14. “We all have the right to concern ourselves with our own goals first and foremost, rather than the problems of other people.”



As shown in Figure 15, when asked if “leaving money to charity in one’s will is an effective way of ensuring that money gets to causes that are important to them”, 58.1% of Pima County residents agreed with this statement. Across the rest of Arizona, 57.4% felt that leaving money to charity in their will was an effective way of ensuring their money went to the causes they believed in.

In Pima County, 65.1% of those who made a contribution in the past year agreed with this statement.

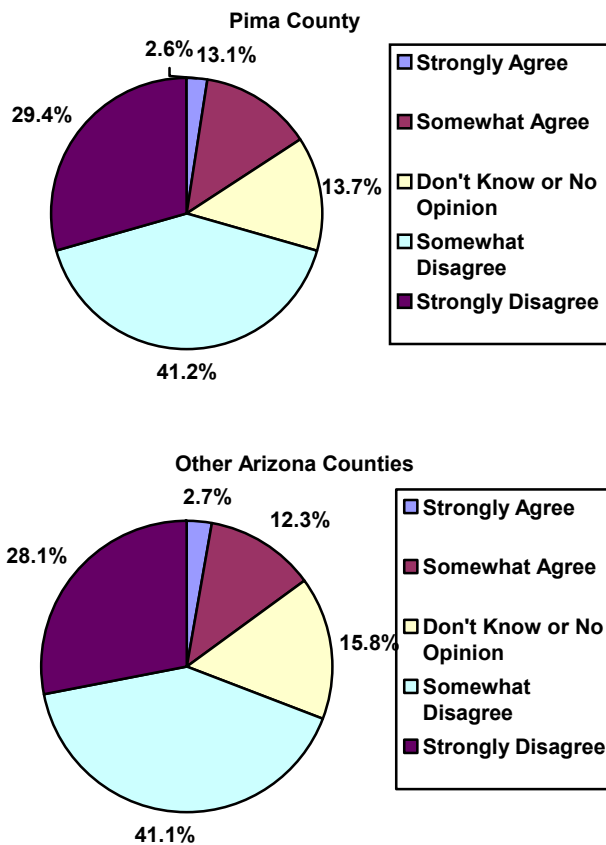
Figure 15. “Leaving money to charity in my will is an effective way of ensuring that my money gets to causes that are important to me.”



As illustrated in figure 16, when asked if “national charities make better use of their donations than local charities” survey respondents in Pima County generally did *not* support this statement, with only 15.7% in agreement. Across all other Arizona counties, 15% agreed that national charities made better use of donations than local organizations.

In Pima County, 16.0% of those who made a contribution in the past year agreed with this statement, while 78.1% disagreed, of those, 31.9% disagreed strongly).

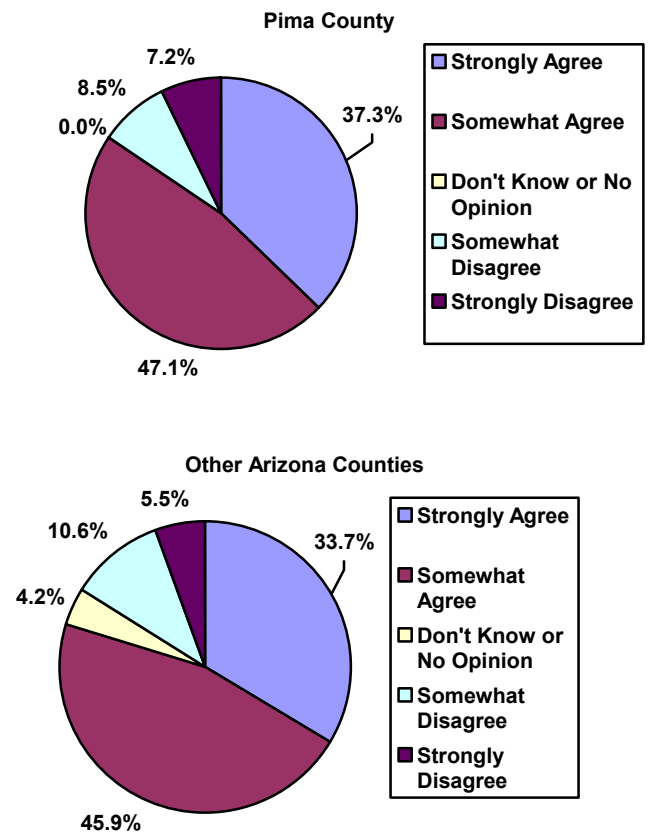
Figure 16. “National charities make better use of your donations than local charities.”



As shown in figure 17, when asked if, “on the whole, they believe that their donation is put to an appropriate use when they give to a charitable organization” agreement with this statement was widespread, with 84.4% of survey respondents in Pima County feeling that their donation was put to an appropriate use. Across the rest of Arizona, 79.6% of respondents agreed.

In Pima County, 87.0% of those who made a contribution in the past year agreed with this statement.

Figure 17. “On the whole, I believe that my donation is put to an appropriate use when I give to a charitable organization.”



Rate of Contributions & Contributions to Organizations

The following questions revealed findings related to the rate of contributions of Pima County households. Median donation amounts are estimated from survey data; the median being the midpoint, the point where half of the households give more and half give less. The average (mean) is higher due to very high contributions.

Figure 18. "Have you or members of your family or household contributed money and/or property to a charity or nonprofit organization in the past 12 months?"

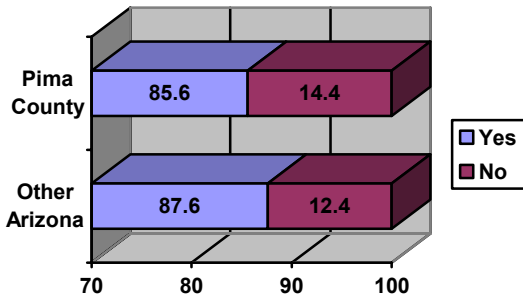


Figure 19. IF YOU DID NOT CONTRIBUTE, "Have you been asked to give money or other property to charitable organizations including religious organizations in the past 12 months?"

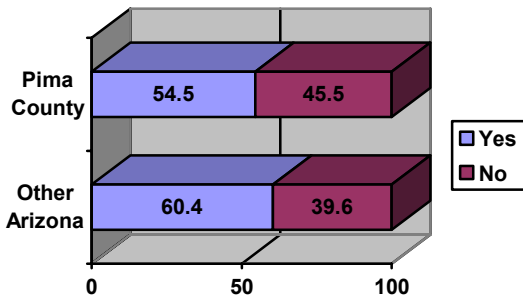
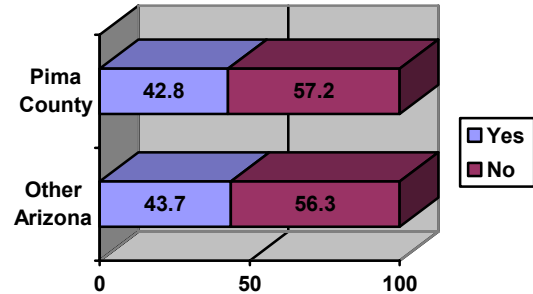
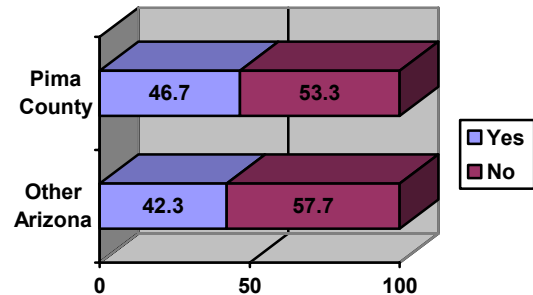


Figure 20. "Have you or members of your family or household contributed some money or other property in the past 12 months to health organizations such as the Red Cross, hospitals, or clinics?"



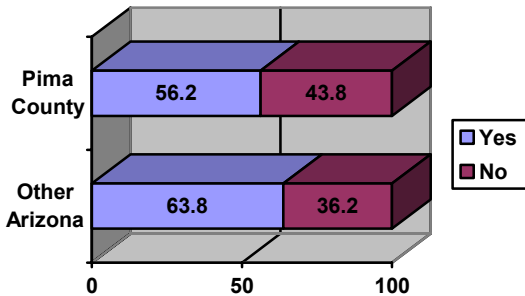
The median total donation for health organizations in Pima County was \$70.04. Across all other Arizona counties, the median donation was \$89.88.

Figure 21. "Have you or members of your family or household contributed some money or other property in the past 12 months to educational organizations such as preschools, daycare centers, colleges, universities, or public schools?"



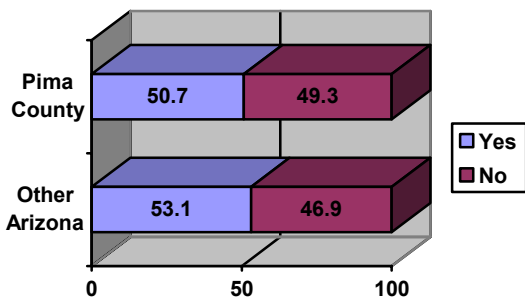
The median total donation for educational organizations in Pima County was \$191.21. Across all other Arizona counties, the median donation was \$187.52.

Figure 22. "Have you or members of your family or household contributed some money or other property in the past 12 months to religious organizations such as churches or synagogues?"



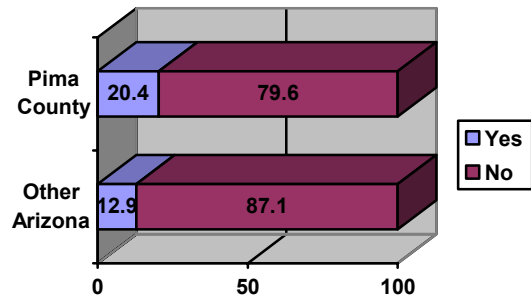
The median total donation for religious organizations in Pima County was \$562.38. Across all other Arizona counties, the median donation was \$518.90.

Figure 23. "Have you or members of your family or household contributed some money or other property in the past 12 months to human service organizations such as homeless shelters, Meals on Wheels, food kitchen, or programs for women and children?"



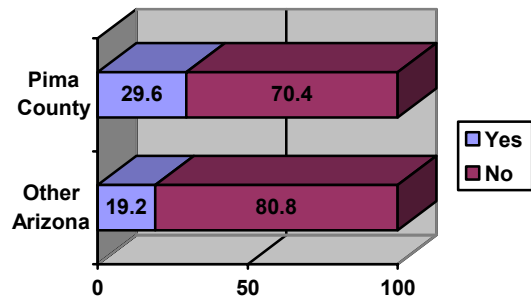
The median total donation for human service organizations in Pima County was \$129.02. Across all other Arizona counties, the median total donation was \$95.44.

Figure 24. "Have you or members of your family or household contributed some money or other property in the past 12 months to environmental organizations such as Greenpeace, Sierra Club, National Wildlife Federation, or Ducks Unlimited?"



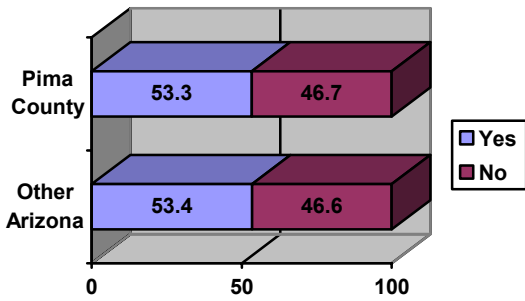
The median total donation for environmental organizations in Pima County was \$54.90. Across all other Arizona counties, the median total donation was \$59.59.

Figure 25. "Have you or members of your family or household contributed some money or other property in the past 12 months to arts and cultural organizations such as museums, theaters, art museums, historical centers, or zoos?"



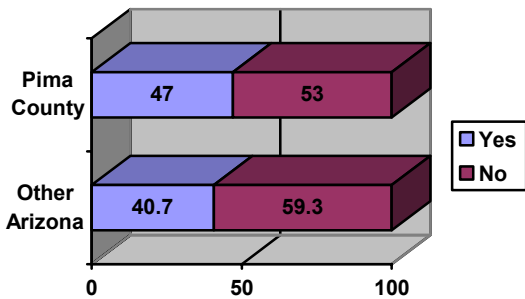
The median total donation for arts and cultural organizations in Pima County was \$89.20. Across all other Arizona counties, the median donation was \$86.14.

Figure 26. "Have you or members of your family or household contributed some money or other property in the past 12 months to youth development organizations such as the YMCA, Big Brothers/Big Sisters, Youth Camps, or Girl Scouts and Boy Scouts?"



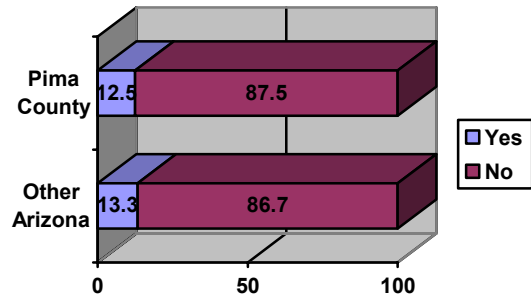
The median total donation for youth development organizations in Pima County was \$69.83. Across all other Arizona counties, the median donation was \$70.91.

Figure 27. "Have you or members of your family or household contributed some money or other property in the past 12 months to private and community foundations?"



The median donation for private and community foundations in Pima County was \$154.27. Across all other Arizona counties, the median donation was \$119.02.

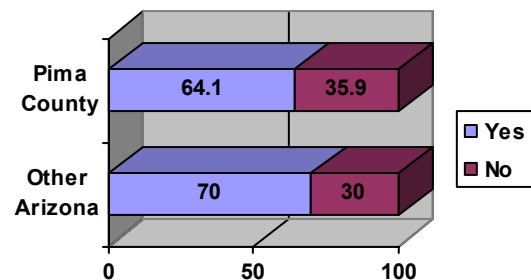
Figure 28. "Have you or members of your family or household contributed some money or other property in the past 12 months to international or foreign organizations such as UNICEF, CARE, or Save the Children?"



The median donation for international or foreign organizations in Pima County was \$199.50. Across all other Arizona counties, the median donation was \$83.41.

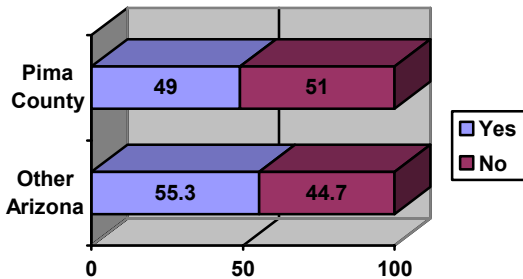
Informal Giving

Figure 29. "During the past 12 months, did you or members of your family give money, food, or clothing to homeless or street people, a needy neighbor, or another needy person?"



The median donation to needy individuals in Pima County was \$111.94. Across all other Arizona counties, the median donation was \$129.60.

Figure 30. "In addition to the amount of money that you may have contributed for charitable or political purposes last year, did you provide any financial assistance to relatives, including children and parents who do not live with you?"

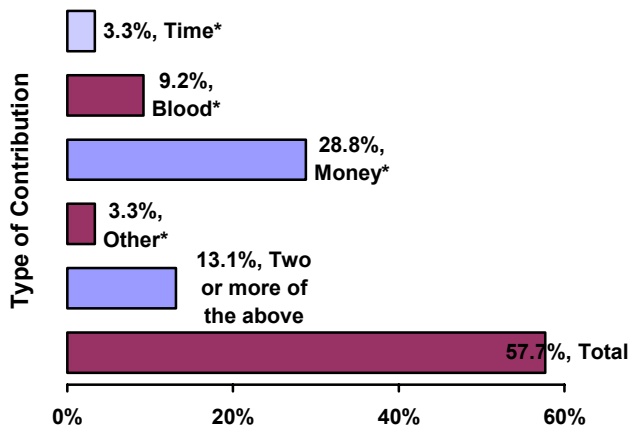


September 11th-Related Giving (and volunteering)

Fifty-seven percent of Pima County residents made a charitable contribution, donated blood and/or volunteered time in response to the terrorist attacks of September 11, 2001.

Figure 31 depicts the various ways Maricopa County residents supported the September 11 relief efforts. Of the 57.7 percent who supported the relief efforts, 13.1 percent of households gave some combination of time, blood, money, and other resources.

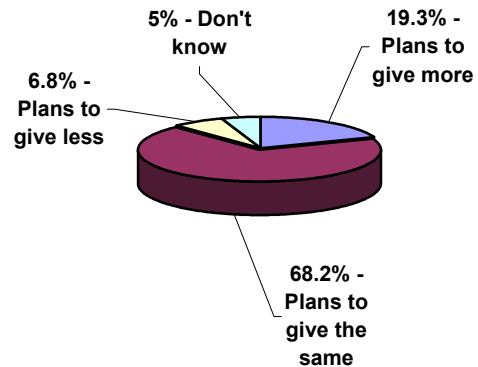
Figure 31. Contributions Made to the September 11 Relief Efforts: Percentage of Contributors



*the percentage of respondents who gave in these categories is probably somewhat higher than the percentage reported, due to the 13.1 percent who responded "two or more" not being represented in these single categories.

Support of the September 11 relief efforts did not appear to diminish support for donors' support of other charitable organizations. When those who gave to September 11 relief efforts were asked if they planned to give more, less, or the same to other charitable organizations, 87.5 percent said they planned to give as much or more in the coming year, as shown in Figure 32.

Figure 32. Effect of September 11th Giving on Plans for Other Charitable Giving: Percentage of September 11th Contributors



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