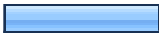















1. Approximately how much did you contribute last year (2011) in total to charities in the St. Louis region?

		Response Percent	Response Count
\$0-\$500		23.1%	30
\$501-\$1,000		10.8%	14
\$1,001-\$2,500		14.6%	19
\$2,501-\$5,000		18.5%	24
\$5,001-\$10,000		15.4%	20
\$10,000 or more		17.7%	23
answered question			130
skipped question			1






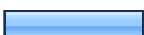


2. What was the approximate total number of charities in the St. Louis region, other than your church, to which you gave money last year (2011)?

		Response Percent	Response Count
1-3		34.9%	45
4-8		46.5%	60
9-15		10.9%	14
16-25		5.4%	7
25 or more		2.3%	3
answered question			129
skipped question			2





3. Was the number of charities you supported in 2011 higher, lower or about the same as in 2010?

		Response Percent	Response Count
Higher		25.6%	33
Lower		10.1%	13
Same		64.3%	83
answered question			129
skipped question			2






4. Which of the following types of charitable causes do you prefer to support? (check all that apply)

		Response Percent	Response Count
Human services programs that support children		68.5%	87
Human services programs that support older adults		27.6%	35
Housing programs		11.8%	15
Health-related programs		40.2%	51
Arts and culture		44.1%	56
Environmental causes		20.5%	26
Animal-related causes		25.2%	32
Religious causes		29.1%	37
Other (please specify)			44
answered question			127
skipped question			4





5. In 2012, do you expect to:

		Response Percent	Response Count
Give more to charities than you did last year		26.4%	34
Give less than last year		4.7%	6
Give about the same as last year		62.0%	80
Unsure at this time		7.0%	9
	Other (please specify)		3
		answered question	129
		skipped question	2

6. How do you prefer to make your donations?

		Response Percent	Response Count
In person		3.1%	4
By check, via mail		53.5%	69
Online		35.7%	46
Mobile technology		0.8%	1
Other (please specify)		7.0%	9
		answered question	129
		skipped question	2

7. Which of the following statements best describes your current thinking about charitable giving?

		Response Percent	Response Count
I remain concerned about the economy and how it may impact my ability to give going forward.		33.3%	43
I am confident about my ability to continue to contribute to charities.		54.3%	70
I have reduced my dollar contributions and am instead volunteering more often.		6.2%	8
Other (please specify)		6.2%	8
		answered question	129
		skipped question	2

8. How likely are you to donate to a charity that you have NOT supported in the past if they contacted you in the following ways:

	High Likely	Possibly	Not Likely	Never	Response Count
Direct mail solicitation	1.5% (2)	25.4% (33)	50.8% (66)	22.3% (29)	130
Telephone solicitation	0.0% (0)	7.0% (9)	37.2% (48)	55.8% (72)	129
Online giving opportunity	6.4% (8)	47.2% (59)	31.2% (39)	15.2% (19)	125
Social networking (Facebook, Twitter, etc.)	3.1% (4)	23.3% (30)	44.2% (57)	29.5% (38)	129
Personal visit by staff or board member	21.1% (27)	60.9% (78)	13.3% (17)	4.7% (6)	128
Small group gathering or information session	13.8% (18)	64.6% (84)	18.5% (24)	3.1% (4)	130
Special event	27.1% (35)	62.8% (81)	9.3% (12)	0.8% (1)	129
Attend a performance/exhibit	21.9% (28)	61.7% (79)	14.8% (19)	1.6% (2)	128
Golf tournament	4.7% (6)	18.0% (23)	28.1% (36)	49.2% (63)	128
Planned giving seminar	1.6% (2)	15.6% (20)	44.5% (57)	38.3% (49)	128
News article about the charity or other marketing efforts	6.2% (8)	53.5% (69)	34.9% (45)	5.4% (7)	129

Comments 7





answered question 130

skipped question 1






9. With which of the following statements would you agree? (check all that apply)

	Agree	Disagree	Response Count
I am willing to give for general operating support.	92.2% (118)	7.8% (10)	128
I only want my funds to go to program support.	23.8% (29)	76.2% (93)	122
I am willing to support a capital/building campaign at this time.	61.0% (75)	39.0% (48)	123
I am likely to support an endowment fund campaign at this time.	47.6% (59)	52.4% (65)	124
I am interested in looking at alternative ways of giving, such as planned gifts or charitable gift annuities.	25.4% (31)	74.6% (91)	122
		answered question	130
		skipped question	1

10. Thinking about the charity to which you provided the most support in 2011 (other than your faith group), how satisfied were you with how your contributions were used and the impact they had?

		Response Percent	Response Count
Very satisfied		58.9%	76
Satisfied		33.3%	43
Not satisfied		0.8%	1
Unsure		7.0%	9
	Comments		8
		answered question	129
		skipped question	2

11. For statistical purposes, please tell us your age range.

		Response Percent	Response Count
Under 25		1.5%	2
26-40		17.7%	23
41-55		36.9%	48
56-65		29.2%	38
66 or older		14.6%	19
I prefer not to answer		0.0%	0
		answered question	130
		skipped question	1

12. Please share with us any other comments or suggestions you have regarding local charitable organizations and their impact on the community.

**Response
Count**

19

answered question

19

skipped question

112

13. What is your zip code?

**Response
Count**

119

answered question

119

skipped question

12

Page 1, Q4. Which of the following types of charitable causes do you prefer to support? (check all that apply)

1	library, domestic violence (ALIVE), Planned Parenthood (choice), organizations that friends are involved in	Jun 6, 2012 9:23 AM
2	Education	Jun 1, 2012 3:12 PM
3	Education	May 31, 2012 8:15 PM
4	civil rights organizations; political organizations;	May 31, 2012 5:07 PM
5	Education	May 31, 2012 2:45 PM
6	Educational/higher education Community/human development	May 31, 2012 2:28 PM
7	Political-if that can be called charity	May 31, 2012 10:04 AM
8	General human services programs neither children not older adults	May 31, 2012 8:39 AM
9	United Way	May 31, 2012 8:11 AM
10	Educational Causes	May 31, 2012 7:46 AM
11	Human services for other populations than senior adults	May 31, 2012 7:29 AM
12	United Way and Human Rights organizations	May 31, 2012 7:17 AM
13	My church. I do not consider that a "religious cause."	May 31, 2012 6:53 AM
14	United way	May 31, 2012 6:19 AM
15	Workers rights	May 30, 2012 10:22 AM
16	education	May 30, 2012 7:46 AM
17	Human services programs that support under resourced adults	May 29, 2012 1:59 PM
18	persons with developmental disabilities	May 22, 2012 8:16 PM
19	Educational Institutions	May 22, 2012 1:28 PM
20	services that support women; reproductive choice	May 22, 2012 6:52 AM
21	Education	May 21, 2012 12:29 PM
22	Special needs children and adults	May 21, 2012 9:51 AM
23	Addiction, domestic violence	May 21, 2012 7:26 AM
24	Education	May 20, 2012 9:21 AM
25	Educational institutions and initiatives	May 20, 2012 9:11 AM
26	Schools education	May 18, 2012 12:27 PM
27	Military Related	May 18, 2012 9:36 AM

Page 1, Q4. Which of the following types of charitable causes do you prefer to support? (check all that apply)

28	What is a religious "cause" - this is so vague I don't have any idea what you mean. A specific church or temple? A charity such as the Archdiocesan appeal for Catholic Charities?	May 18, 2012 8:30 AM
29	Refugees	May 18, 2012 8:11 AM
30	Immigrants, Educational	May 17, 2012 1:03 PM
31	Schools / Universities	May 17, 2012 7:56 AM
32	local parks (Zoo, botanical garden, etc)	May 16, 2012 10:37 AM
33	USO	May 15, 2012 5:49 AM
34	Public Radio dont know where that fits in	May 15, 2012 5:29 AM
35	Educational Institutions	May 14, 2012 7:33 PM
36	education related programs	May 7, 2012 8:15 PM
37	Public Radio & Television, Non-profit Education	May 7, 2012 2:01 PM
38	public media, international, women's issues, homeless,	May 7, 2012 12:37 PM
39	Education	May 6, 2012 5:38 PM
40	Education	May 4, 2012 7:12 PM
41	peace and justice advocates	May 2, 2012 5:45 AM
42	The government should handle health issues	May 1, 2012 8:16 AM
43	Education	May 1, 2012 7:12 AM
44	Veterans	Apr 30, 2012 8:14 PM

Page 1, Q5. In 2012, do you expect to:

1	Job loss, we are no longer in a position to be so generous and will have to remove gifts to some organizations altogether.	May 20, 2012 9:11 AM
2	I HOPE to give more than last year...we'll see!	May 7, 2012 2:01 PM
3	Too many charities - too many solicitations	May 1, 2012 8:16 AM

Page 1, Q6. How do you prefer to make your donations?

1	Credit card billed monthly	Jun 1, 2012 3:12 PM
2	Monthly automatic contribution - it lets me give more	May 31, 2012 8:15 PM
3	Payroll deduction	May 31, 2012 6:19 AM
4	depending on the cause - some i do in person, donate goods for some, others send a check	May 22, 2012 3:34 PM
5	I donate both by mail and online...about evenly	May 22, 2012 6:52 AM
6	all of the above	May 21, 2012 9:51 AM
7	Through St. Louis Community Foundation	May 16, 2012 11:19 AM
8	any; whatever's convenient at the moment	May 15, 2012 7:28 AM
9	Payroll Deduction - United Way or Arts & Education Council	May 1, 2012 7:25 AM

Page 1, Q7. Which of the following statements best describes your current thinking about charitable giving?

1	I choose to give or not give based on my own current financial situation & life circumstances, not based on overall economic conditions.	Jun 15, 2012 6:31 PM
2	i have college tuition to cover which along with the economy in general have impacted my ability to contribute	May 31, 2012 9:30 AM
3	It is always important to give something	May 31, 2012 7:17 AM
4	I can't say I am deeply concerned about my ability to continue to contribute but because I have been retired for several years and am a widow I do give thought to the gifts I make and the importance and viability of each of the organizations I support.	May 31, 2012 6:53 AM
5	I am in a career where the pay isn't as lucrative. I still plan to give, but proportionally lower than year's past.	May 22, 2012 1:28 PM
6	Currently giving less due to college expenses for my children. When we are finished paying for tuition, we will increase our charitable giving.	May 14, 2012 6:25 PM
7	My current thinking is really a combination of the top two responses. I have been concerned since 2008 but have ended up not reducing charitable giving.	May 3, 2012 12:27 PM
8	I have a strong faith in the importance of charitable giving and nonprofit organizations. They are the best answer to our country's social needs. In tough times giving becomes even more important.	May 1, 2012 8:45 AM

Page 2, Q8. How likely are you to donate to a charity that you have NOT supported in the past if they contacted you in the following ways:

1	Would consider giving to a new charity if recommended by a friend or colleague I trusted	May 31, 2012 8:18 PM
2	Usually a personal contact from someone i know at the agency/organization on staff or the board.	May 31, 2012 8:44 AM
3	Most of my giving is based on personal experience and/or involvement with an organization or a cause.	May 31, 2012 6:58 AM
4	I think an important option not listed is if the charity is introduced to you by a friend.	May 23, 2012 10:35 PM
5	I have to be personally involved with the organization and believe in its mission. At the moment, I am most likely to give to the independent schools where my children attend at this time when our finances have changed. I hope this will change.	May 20, 2012 9:15 AM
6	Special request from friend or family member	May 17, 2012 1:03 PM
7	I do not like marketing calls for charitable donations and do not answer unknown number calls. I quit giving to organizations who continually call me for donations.	May 14, 2012 8:33 PM

Page 2, Q10. Thinking about the charity to which you provided the most support in 2011 (other than your faith group), how satisfied were you with how your contributions were used and the impact they had?

1	Organizations are not always efficient about letting donors know the impact their gifts make -- both collectively and individually.	May 31, 2012 6:58 AM
2	I do fundraising for this organization so I believe in the cause and know the work.	May 23, 2012 10:35 PM
3	i like to donate items or food that i know will be put to good use	May 22, 2012 3:35 PM
4	Hard to know the impact but feel I am helping accomplish the mission...it's good to get updates via e-mail or newsletter. I think there's still a place for "hard copy" newsletters...tend to read this while sometimes e-mail gets buried and/or deleted due to mailbox overload	May 22, 2012 6:59 AM
5	I know the organizations well and in most cases serve on their boards so I know how the money is used.	May 20, 2012 9:15 AM
6	BUT, I am tired of sending small gifts (\$100 or less) and receiving unsolicited junk gifts back in the mail. Have had two charities send me stuff with postage that cost them \$7 or more for a small gift. I am appalled at the waste of money. I have called both and asked (nicely) why my gifts were so poorly used. Both are off my giving list for while. I don't want any gifts/premiums from any charities but the small donations it makes me nuts.	May 18, 2012 8:34 AM
7	Satisfied with the groups that I have direct contact with. Other groups did not provide a lot of information on impact, other than a receipt and thank you.	May 8, 2012 9:43 AM
8	I don't generally know the impact but I know my small amount is not by itself going to produce impact.	May 7, 2012 12:40 PM

Page 2, Q12. Please share with us any other comments or suggestions you have regarding local charitable organizations and their impact on the community.

1	All agencies need to do a better job of evaluating social impact	May 31, 2012 2:29 PM
2	i SELECT BASED ON MY KNOWLEDGE AND CONNECTION TO THE AGENCY AND/OR THE CAUSE.	May 31, 2012 8:16 AM
3	Like United Way as base then support other key areas of my interest that they don't support. We also support many national groups and educational institutions so we don't look at it as local or national.	May 31, 2012 8:13 AM
4	Generally those that I support are doing a good job in a challenging economic and political (i.e. lack of support for government's role in funding human services). I like to see partnerships/collaborations...and mergers that lessen duplication of services and competition for funding	May 22, 2012 6:59 AM
5	I sincerely hope the United Way of Greater St. Louis continues to adhere to the current or traditional strategy of raising funds for our community and not adopt the national United Way model.	May 21, 2012 4:07 PM
6	I find it is effective if charities associate some kind of item or program with charitable donations to elicit more funds from donors. At the same time, it is important to communicate that donations to general operating costs are what keeps the organization going (you have to pay salaries somehow). More people need to understand that administrative costs and raising awareness for a cause are important aspects of a charity that require funding.	May 21, 2012 5:53 AM
7	They need our help more not than ever	May 19, 2012 8:54 AM
8	I want to see them partner more - across all types of organizations.	May 18, 2012 8:34 AM
9	These organization make a greater difference than government programs	May 18, 2012 8:15 AM
10	Local charities could do a better job communicating the great work they are doing right here in our community. I wish the news media would focus less on "bad news" and more on the good, charitable work that happens every day. Especially in this economy, people want/need to know that there is a lot of good in our world.	May 15, 2012 9:20 AM
11	When I receive a thank you note by snail mail I'm more likely to give again because I feel appreciated. I'm more likely to give at an event (social or informational) when I learn about the organization more in depth and hear from people who benefitted.	May 15, 2012 7:32 AM
12	some are doing a great job! We are blessed to have so many working to improve our community. However, the smaller groups need professional development and should consider greater collaborative efforts. Boards are not fully informed of their duties and responsibilities and thus many orgs are not meeting their full potential. It isn't enough to attend meetings, vote and forget the org until the next meeting. Mergers of smaller orgs then establish a strong board will be more effective.	May 15, 2012 6:07 AM
13	I tend to give to people in need from tornado or hurricane victims to Make a Wish and Foster Kids Little Wishes. I also give for health care causes that have	May 14, 2012 8:33 PM

Page 2, Q12. Please share with us any other comments or suggestions you have regarding local charitable organizations and their impact on the community.

impacted my friends and family as their requests for donations at funerals or annual funds. I do not appreciate calls from charities though or other telemarketing efforts from any company.

14	Plan to support as long as I am able. Very necessary.	May 8, 2012 9:43 AM
15	Too many solicitations or calls will motivate me to stop giving. When orgs send trinkets, I will stop giving. I don't like when after I give the next thing in the mail is asking for more.	May 7, 2012 12:40 PM
16	I appreciate receptions or small events with board members and ED's.	May 2, 2012 5:48 AM
17	The mega-charities with huge promotion budgets are crushing the small local charities.	May 1, 2012 8:18 AM
18	The charitable community is facing a lot of challenges right now, and mergers and acquisitions involving name changes make the branding aspect more challenging and confusing for potential donors.	May 1, 2012 7:27 AM
19	We need to develop very good development people, I do not see many in the field	May 1, 2012 7:14 AM