






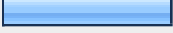
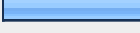
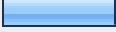



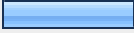



# 2010 Philanthropic Landscape Individual Donor Survey

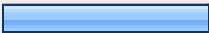




1. What is your primary area of emphasis for your charitable giving?			Response Percent	Response Count
Arts & Culture (visual, performing arts, museums, etc.)			14.1%	10
<b>Health &amp; Human Services (services to children, seniors, food pantries, etc.)</b>			<b>46.5%</b>	<b>33</b>
Education (support for schools, scholarships, etc.)			15.5%	11
Other (animal-related causes, environmental causes, religion, public advocacy, etc.)			23.9%	17
<i>answered question</i>				<b>71</b>
<i>skipped question</i>				<b>1</b>

2. Last year, in 2009, approximately how much did you contribute in total to charities in the St. Louis region?			Response Percent	Response Count
\$0-\$249			5.6%	4
\$250-\$499			11.1%	8
\$500-\$999			4.2%	3
<b>\$1,000-\$2,499</b>			<b>25.0%</b>	<b>18</b>
\$2,500-\$4,999			20.8%	15
\$5,000-\$9,999			16.7%	12
\$10,000-\$25,000			6.9%	5
\$25,000 or more			9.7%	7
<i>answered question</i>				<b>72</b>
<i>skipped question</i>				<b>0</b>




**3. Did the total amount of your charitable contributions increase or decrease in 2009 compared to 2008?**

		Response Percent	Response Count
Increased		33.3%	24
Decreased		19.4%	14
Stayed the same		47.2%	34
<i>answered question</i>			<b>72</b>
<i>skipped question</i>			<b>0</b>








**4. Last year, in 2009, what was the approximate total number of charities in the St. Louis region to which you gave money?**

		Response Percent	Response Count
1-3		31.0%	22
4-8		43.7%	31
9-15		15.5%	11
16-25		7.0%	5
25 or more		2.8%	2
<i>answered question</i>			<b>71</b>
<i>skipped question</i>			<b>1</b>





**5. Was this number higher or lower or the same as in 2008?**

		Response Percent	Response Count
Higher		19.4%	14
Lower		12.5%	9
The same		68.1%	49
<i>answered question</i>			<b>72</b>
<i>skipped question</i>			<b>0</b>

6. Last year, in 2009, what was the largest single gift you made to any charity?

	Response Percent	Response Count
Less than \$100 	8.3%	6
\$100-\$249 	9.7%	7
\$250-\$499 	5.6%	4
\$500-\$999 	9.7%	7
<b>\$1,000-\$1,999</b> 	<b>31.9%</b>	<b>23</b>
\$2,000-\$5,000 	19.4%	14
\$5,000 or more 	15.3%	11
<b>answered question</b>		<b>72</b>
<b>skipped question</b>		<b>0</b>

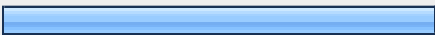
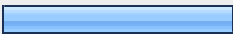
7. What is the single most important reason you donated to the charity that received your largest gift in 2009?

	Response Percent	Response Count
<b>I believe in their mission</b> 	<b>84.7%</b>	<b>61</b>
I know someone that they serve	0.0%	0
I volunteer with them 	6.9%	5
A good friend or family member is involved with them 	1.4%	1
They have events that I always attend.	0.0%	0
They do a good job of making me feel appreciated	0.0%	0
Other (please specify) 	6.9%	5
<b>answered question</b>		<b>72</b>
<b>skipped question</b>		<b>0</b>




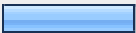

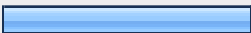

**8. Please rate the following fundraising activities in terms of their effectiveness in motivating you to donate to a charity, using a scale of 1-7 (1 = extremely effective; 7 = not at all effective).**

	1	2	3	4	5	6	7	Response Count
Direct mail solicitation	2.9% (2)	11.4% (8)	15.7% (11)	18.6% (13)	10.0% (7)	18.6% (13)	<b>22.9%</b> <b>(16)</b>	70
Telephone solicitation	8.6% (6)	5.7% (4)	14.3% (10)	5.7% (4)	2.9% (2)	14.3% (10)	<b>48.6%</b> <b>(34)</b>	70
Online giving opportunity	4.4% (3)	<b>22.1%</b> <b>(15)</b>	14.7% (10)	16.2% (11)	14.7% (10)	7.4% (5)	20.6% (14)	68
Social networking	9.0% (6)	14.9% (10)	<b>20.9%</b> <b>(14)</b>	17.9% (12)	13.4% (9)	9.0% (6)	14.9% (10)	67
Personal visit by staff or board member	<b>26.9%</b> <b>(18)</b>	23.9% (16)	11.9% (8)	13.4% (9)	6.0% (4)	7.5% (5)	10.4% (7)	67
Small group gathering or information session	11.4% (8)	<b>28.6%</b> <b>(20)</b>	21.4% (15)	20.0% (14)	7.1% (5)	4.3% (3)	7.1% (5)	70
Visit to an agency/observe a program	18.8% (13)	<b>27.5%</b> <b>(19)</b>	20.3% (14)	11.6% (8)	8.7% (6)	5.8% (4)	7.2% (5)	69
Special event	14.5% (10)	<b>29.0%</b> <b>(20)</b>	27.5% (19)	15.9% (11)	2.9% (2)	5.8% (4)	4.3% (3)	69
Attend a performance/exhibit	18.8% (13)	<b>31.9%</b> <b>(22)</b>	15.9% (11)	14.5% (10)	4.3% (3)	4.3% (3)	10.1% (7)	69
Golf tournament	5.8% (4)	11.6% (8)	5.8% (4)	1.4% (1)	13.0% (9)	13.0% (9)	<b>49.3%</b> <b>(34)</b>	69
Planned gift seminar	8.5% (6)	5.6% (4)	9.9% (7)	2.8% (2)	7.0% (5)	18.3% (13)	<b>47.9%</b> <b>(34)</b>	71
News article about the charity or other marketing efforts	5.8% (4)	15.9% (11)	<b>20.3%</b> <b>(14)</b>	18.8% (13)	17.4% (12)	8.7% (6)	13.0% (9)	69
	<b>answered question</b>							<b>71</b>
	<b>skipped question</b>							<b>1</b>

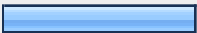


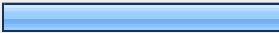


9. Have you ever been contacted by a nonprofit organization about making a planned gift (e.g. charitable bequest, charitable gift annuity, charitable remainder trust, etc.)?

		Response Percent	Response Count
Yes		65.3%	47
No		34.7%	25
Not sure		0.0%	0
<b>answered question</b>			<b>72</b>
<b>skipped question</b>			<b>0</b>

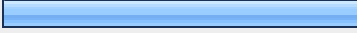


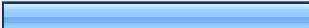
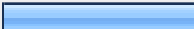

10. Which of the following statements most closely describes your giving plans for 2010? (check only one)

	Response Percent	Response Count
I plan to give less than I did in 2009. 	9.7%	7
I plan to donate the same total as last year, but will reduce the number of charities to which I donate in order to have a larger impact with a select few. 	12.5%	9
I plan to give the same total as last year, but will spread it around more charities than before since everyone's needs have grown. 	5.6%	4
I plan to give more this year. 	19.4%	14
I can't give as much, but I plan to volunteer more to make up the difference. 	4.2%	3
My support of international relief efforts in Haiti and other areas will likely result in less money available to give to local charities.	0.0%	0
<b>I am not sure how my giving will be affected</b> 	<b>37.5%</b>	<b>27</b>
Other (please specify) 	11.1%	8
<b>answered question</b>		<b>72</b>
<b>skipped question</b>		<b>0</b>

11. Check all of the following statements with which you agree.





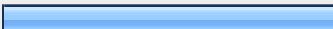


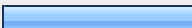

	Response Percent	Response Count
<p>I am willing to give more this year to help organizations that have lost donations from corporations or foundations.</p> 	29.0%	18
<p><b>I am now more willing to give for general operating support.</b></p> 	<b>51.6%</b>	<b>32</b>
<p>I only want my funds to go to program support.</p> 	16.1%	10
<p>I am less likely to support a capital campaign at this time.</p> 	41.9%	26
<p>I am less likely to support an endowment fund campaign at this time.</p> 	40.3%	25
<p>I am interested in looking at alternative ways of giving, such as planned gifts or charitable gift annuities.</p> 	9.7%	6
<b>answered question</b>		<b>62</b>
<b>skipped question</b>		<b>10</b>

**12. In what ways has the current economic crisis changed the way you evaluate the charities to which you donate? (check all that apply)**


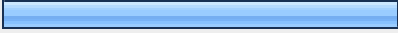


		Response Percent	Response Count
I am spending more time looking at the impact of their work and how they use my money.		53.6%	37
I spend more time reading nonprofits' annual and financial reports.		13.0%	9
I am interested in taking a tour or talking with the charity's staff to learn more about their needs?		18.8%	13
I am focusing on how charities are attempting to reduce costs and operate more efficiently.		46.4%	32
I spend more time talking with friends and colleagues about the charities they support and why.		29.0%	20
Other (please specify)		10.1%	7
		<b><i>answered question</i></b>	<b>69</b>
		<b><i>skipped question</i></b>	<b>3</b>






**13. In your opinion, what should nonprofits be doing this year in response to the economic crisis? (check all that apply)**

		Response Percent	Response Count
Cut expenses across the board.		17.1%	12
<b>Reduce expenses as long as there is no reduction in programs/services to clients</b>		<b>54.3%</b>	<b>38</b>
Communicate more with donors		51.4%	36
Communicate less with donors to save money		5.7%	4
Emphasize the need for donors to donate their time and talent as well as money		50.0%	35
Increase overall marketing efforts to raise awareness and attract new donors		37.1%	26
Hold more fundraising events		5.7%	4
Hold fewer fundraising events and focus on one-on-one solicitations		28.6%	20
Other (please specify)		11.4%	8
		<b><i>answered question</i></b>	<b>70</b>
		<b><i>skipped question</i></b>	<b>2</b>




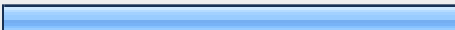
**14. How do you prefer to make your donations?**

	Response Percent	Response Count
In person 	4.2%	3
<b>By check, via mail</b> 	<b>59.7%</b>	<b>43</b>
Online 	29.2%	21
Other (please specify) 	6.9%	5
<i>answered question</i>		<b>72</b>
<i>skipped question</i>		<b>0</b>

**15. Would you be more or less likely to support a nonprofit organization if it was actively engaged in collaborating with other groups to deliver services or operate more efficiently?**

	Response Percent	Response Count
<b>More likely to support it</b> 	<b>63.9%</b>	<b>46</b>
Less likely to support it 	1.4%	1
Neither more or less likely to support it 	34.7%	25
<i>answered question</i>		<b>72</b>
<i>skipped question</i>		<b>0</b>




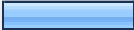
16. Assuming that the economy continues to recover later this year and into 2011, which of the following statements best describes you.

	Response Percent	Response Count
I will probably go back to giving at the same levels as I did before the recession. 	18.6%	13
I will likely be more cautious about how much I give. 	5.7%	4
I may give at previous levels, but I will probably give to fewer organizations so my gifts will have a greater impact. 	7.1%	5
<b>It is still too soon to know what the long-term effect will be.</b> 	<b>68.6%</b>	<b>48</b>
<i>answered question</i>		<b>70</b>
<i>skipped question</i>		<b>2</b>

17. Please share with us any other comments or suggestions you have regarding local charitable organizations and how they are responding to the current economic situation.

	Response Count
	13
<i>answered question</i>	
<i>skipped question</i>	
	13
	59

**18. For statistical purposes, please tell us your age range.**

	Response Percent	Response Count
Under 25	0.0%	0
26-40 	12.5%	9
41-55 	33.3%	24
<b>56-65 </b>	<b>34.7%</b>	<b>25</b>
66 or older 	19.4%	14
<i>answered question</i>		<b>72</b>
<i>skipped question</i>		<b>0</b>

**19. What is your zip code?**

	Response Count
	71
<i>answered question</i>	<b>71</b>
<i>skipped question</i>	<b>1</b>

**20. Thank you for your feedback. Your individual answers will be kept confidential. The summary results of this survey will be available in late July. If you would like us to email you a copy of those results, please provide your email address here:**

	Response Count
	27
<i>answered question</i>	<b>27</b>
<i>skipped question</i>	<b>45</b>