The Community Foundation

2011 Survey Report

April 2011

sterling-rice group

Contents

Objectives and Methodology
Giving
Volunteerism

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Objectives

- Assess and track giving and volunteerism activities and attitudes in Boulder County

Methodology

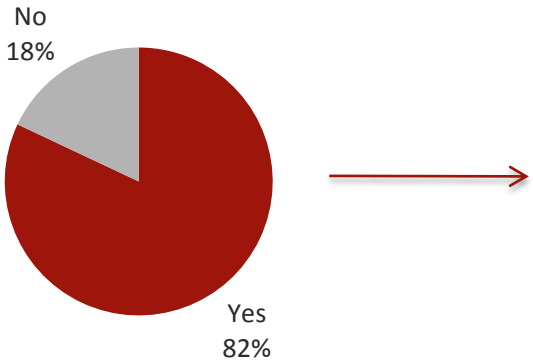
- A phone survey among Boulder Country residents was conducted by Aspen Media
  - 325 respondents age 18+
  - Study fielded April 2011
- Results are compared to previous years when possible, however changes over time are likely in part due to due changes in methodology
  - *In 2006 and 2007 data was collected via an **online** survey using a list of 5000 Boulder County emails. In addition, banner ad space was purchased on the Daily Camera website asking viewers to participate in the study.*
  - *From 2002-2005 interviews were conducted via **phone** by American Research*

Giving

Giving: Amount

Reported giving is up significantly since 2007, with 44% reporting donating over $500 in the past year

Made a cash donation to a non-profit (in or outside of Boulder County) n=325



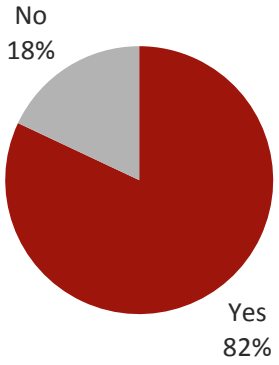
Estimated total monetary donation to non-profits			
	2006 (n=184)	2007 (n=167)	**2011 (n=325)**
Zero	20%	17%	**12%**
Up to $100	33%	33%	**15%**
$101 to $500	26%	24%	**29%**
$501 to $1500	12%	14%	**18%**
$1501 to $5,000	9%	9%	**17%**
$5,001 to $10,000	1%	2%	**3%**
More than $10,000	1%	1%	**6%**
Average	**$732**	**$821**	**$1,952**
Average (among those donating)	**$915**	**$989**	**$2,219**

Q4i. In the last year, did you make any cash donations to one or more non-profit organizations that are located in Boulder County?
Q4ii. In the last year, did you make any cash donations to one or more non-profit organizations that are located OUTSIDE Boulder County?
Q4iii. And what would you guess was the total dollar amount of your household's total monetary donation to non-profit organizations, just this past year?

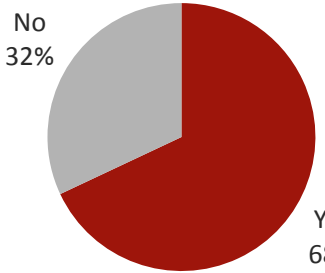
Giving: In Boulder County vs. Outside Boulder County

Just under 70% of respondents report donating to non-profits IN Boulder County (vs. 66% to non-profits outside of Boulder County)

Made a cash donation to a non-profit (in or outside of Boulder County) n=325

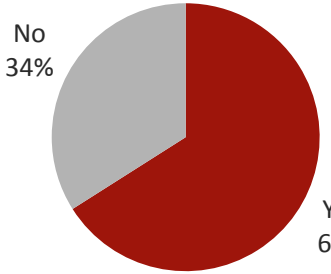


Made a cash donation to a non-profit (IN Boulder County) n=325



(vs. 59% in 2007)

Made a cash donation to a non-profit (OUTSIDE of Boulder County) n=325

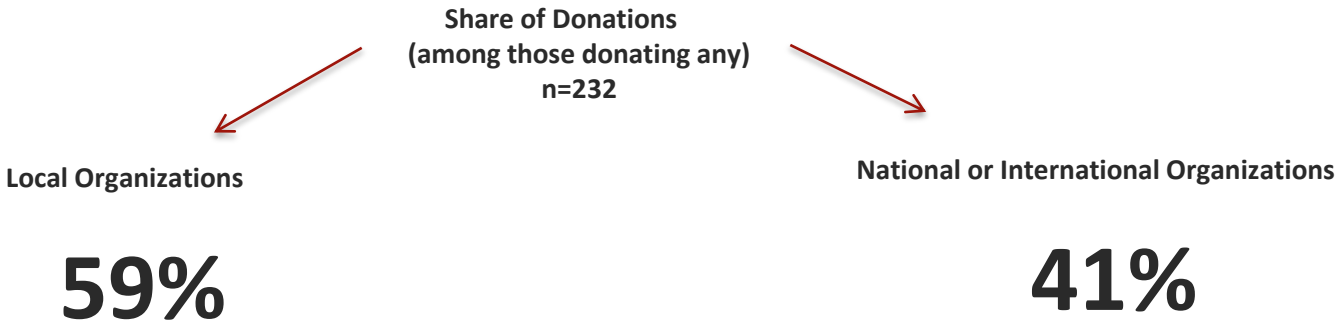


(vs. 63% in 2007)

Q4i. In the last year, did you make any cash donations to one or more non-profit organizations that are located in Boulder County?
Q4ii. In the last year, did you make any cash donations to one or more non-profit organizations that are located OUTSIDE Boulder County?

Giving: Local vs. National/International

A greater percentage of respondents' donations are going to local organizations (nearly 60%) vs. national or international non-profits



Q4vi. When you think about the $ you do give, what % would you guess goes to local organizations and what % goes to national or international groups?

Giving : Reasons to Give

Reasons for giving have remained relatively stable since 2002

The most important reason for giving in 2011 is that an organization “supports a cause you believe in”

Reasons for Giving (% top two box for importance– 4 or 5 on a scale of 1-5)							
	2002 (n=200)	2003 (n=200)	2004 (n=300)	2005 (n=500)	*2006 (n=184)*	*2007 (n=167)*	**2011 (n=325)**
The organization supports causes you believe in	91%	94%	88%	84%	*88%*	*91%*	90%
It is an organization you can trust	90%	89%	88%	88%	*87%*	*92%*	89%
The organization provides you with a clear understanding of the services and programs the money will support	83%	81%	80%	74%	*80%*	*90%*	79%
You want to help your community	78%	78%	75%	74%	*72%*	*77%*	74%
The feeling it is morally the right thing to do	70%	73%	74%	71%	*62%*	*72%*	73%
The organization has been helpful to you or someone you know	51%	49%	47%	49%	*55%*	*56%*	47%
Your religious beliefs	33%	41%	43%	40%	*25%*	*28%*	38%
The organization supports causes you believe in	91%	94%	88%	84%	*88%*	*91%*	90%

Q6. Please tell me how important the following reasons are for making decisions about charitable contributions to non-profit organizations (on a scale of 1-5, where 5 is extremely important and 1 is not important to you at all)

Giving : Barriers

The barriers for not giving to charities in 2011 are similar to those in 2005, with the exceptions of *fewer* respondents in 2011 agreeing they don't give due to a lack of knowledge

Barriers to Donating (% strongly or somewhat agree)							
	2002 (n=200)	2003 (n=200)	2004 (n=300)	2005 (n=500)	*2006 (n=184)*	*2007 (n=167)*	**2011 (n=325)**
You just can't afford to give more money	74%	69%	74%	66%	86%	89%	69%
You volunteer your time	52%	75%	63%	54%	54%	58%	56%
You think most charities have administrative costs that are too high	73%	74%	74%	55%	64%	62%	54%
You already give to your church	47%	51%	58%	45%	12%	11%	42%
You already support too many charities	44%	45%	51%	43%	25%	23%	40%
You just don't know enough about charities	56%	46%	43%	41%	32%	22%	34%
You would give more, but you just don't get around to it	26%	26%	19%	24%	20%	18%	23%
Boulder County doesn't need it	12%	11%	11%	11%	9%	13%	13%

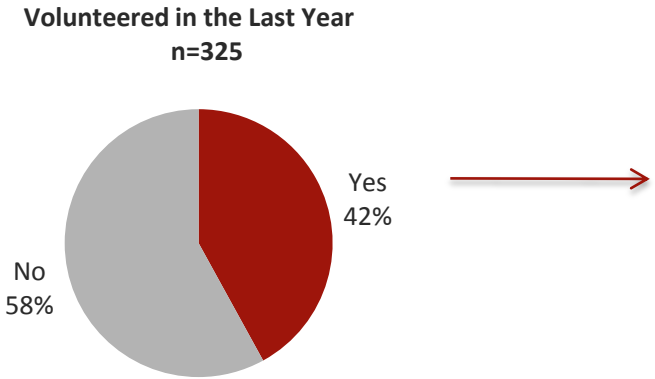
Q5. Next I will read a few reasons you might have for NOT contributing to charity. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that each statement describes your situation

Volunteerism

Volunteerism: Organization

Just over 40% of respondents volunteered for a non-profit in Boulder County in the last year

- Churches were most often cited as the organizations respondents are volunteering for



Organization(s) volunteered for (n=137)		
	# of Mentions	% of Total Mentions
Church/Local Churches	27	16%
Community Food Share/food drive	9	5%
Habitat for Humanity	6	4%
Boulder Homeless Shelter	4	2%
American Cancer Society/Cancer Research	3	2%
Government/Municipalities	3	2%
OUR Center	3	2%
Emergency Family Assistance/EFAA	3	2%
ARC	2	1%
Sister Carmen Center	2	1%
Humane Society	2	1%
Boulder County Safehouse	1	1%
Intercambio	1	1%
Salvation Army	1	1%
United Way	1	1%
Boulder County AIDS Project	1	1%
Red Cross	1	1%
Other	99	59%
Total Mentions	169	n/a

Q1. In the last year did you volunteer at a non-profit, faith community, or municipality/government in Boulder County?
Q2. If yes, which organization(s) did you volunteer for?

Volunteerism: Time and Selection

Nearly 40% of respondents report volunteering for 50 or more hours in the past year

How an organization is selected varies greatly, however word-of-mouth plays an important role

Approximate Volunteer Hours (n=137)	
	% of respondents
Up to 20 Hours	26%
20-50 Hours	25%
50-100 Hours	15%
More than 100 Hours	23%
Don't know / not sure	11%
AVERAGE	215*

Approximate Volunteer Hours (n=137)	
	% of respondents
Heard about it from a friend	20%
Direct request from organization	6%
Learned about it at work	3%
Newspaper ad or story	2%
Other Website	1%
Brochures	1%
Store display	1%
Other	63%
Don't know/Not sure	2%

"Because we belong to the church"

"Child attends school there"

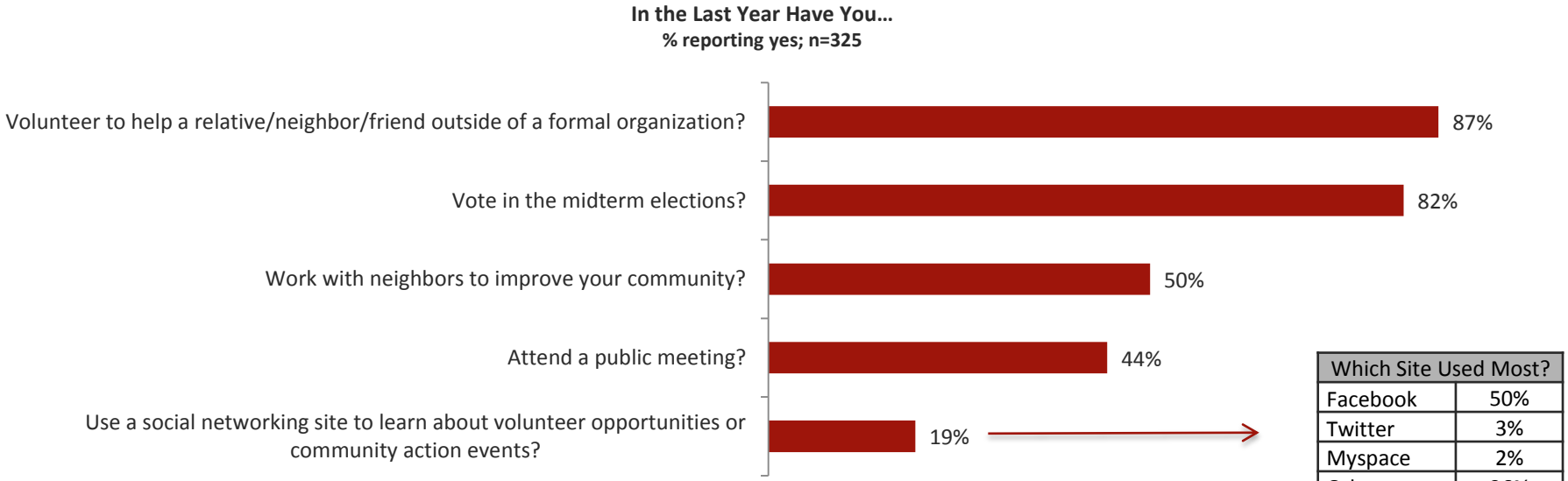
"Was personally impacted"

"Been doing it for years"

Q3. Can you approximate the number of hours you gave?
*Note: Average is impacted by several individuals reporting 500-900 hours
Q4. How did you select this organization?

Volunteerism: Other Activities

While 42% volunteered for a local non-profit, 87% helped a friend/neighbor/relative outside a formal organization



Which Site Used Most?	
Facebook	50%
Twitter	3%
Myspace	2%
Other	36%

Q5-Q6. In the last year did you…

Information Resource

Printed newspaper is still the primary source for community information among respondents

Newspaper - printed	57%
Website	10%
Television	6%
Friends/Word of Mouth	6%
Radio	4%
Other	14%
Don't know/Refused	2%

Q6d. What's your primary source for information about your community?