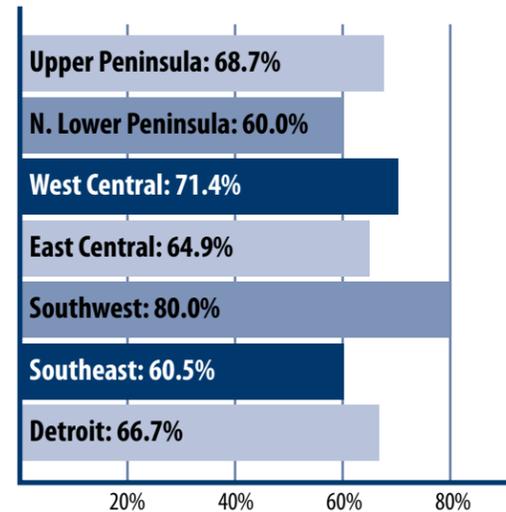


Volunteering in Michigan

Participants in the survey were asked about their volunteering levels and habits, allowing the study to assess involvement rates for different demographics. The formal volunteering rate in Michigan was 65.9 percent in 2010, compared to 52.9 percent in 2009.

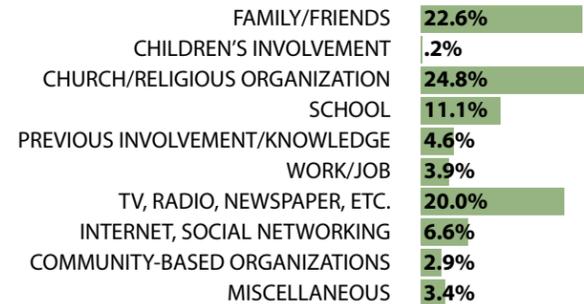
- Income:** In 2010, those making less than \$30,000 per year volunteered at a rate of 59.3 percent, \$30,001-99,999 at a rate of 62.2 percent and those making over \$100,000 volunteered at a rate of 71.7 percent.
- Region:** Volunteer rates varied across the state, and were broken out by seven different regions: Upper Peninsula, Northern Lower Peninsula, West Central, East Central, Southwest, Southeast and Detroit. See the graph for volunteering percentages by region.
- Gender:** Women were more likely to participate in formal volunteer opportunities (74.1 percent) than men (57 percent). In 2009, 57.4 percent of women volunteered and 47.6 percent of men volunteered.
- Education:** Volunteer rates in 2010 did not vary much by education level. Sixty-seven (67) percent of people with less than a high school diploma volunteered, 66.1 percent of high school graduates, 64.1 percent of those with some college, and 72.8 percent of college graduates volunteered.



Volunteer Opportunities

Michigan residents find out about volunteer opportunities in a number of ways.

Learning about opportunities from a church or religious organization is the highest at nearly 25 percent (24.8), with friends and family in a close second at 22.6 percent.



For the most up-to-date information and research regarding the Michigan nonprofit community, visit the Michigan Nonprofit Association's website at www.MNAonline.org.

Survey supported by



Michigan Nonprofit Association is affiliated with Michigan Campus Compact and Volunteer Centers of Michigan and supported by the ConnectMichigan Alliance Endowment.

Snapshot on

Giving & Volunteering in Michigan



Highlights from a 2010 survey of Michigan residents

Introduction

People are the life blood of Michigan's nonprofit sector. The sector's more than 47,000 nonprofit organizations, of which more than 31,400 are charities (National Center for Charitable Statistics 2010), employ one in 10 Michigan workers, making the sector the fourth largest employer in the state.

The essential time, talent and treasure that people provide to Michigan charities empowers them to successfully serve local residents and to fulfill their philanthropic missions. Nationally, charitable giving generated \$303.75 billion in 2010 (Giving USA 2010). Due to Michigan's recent economic conditions, charities are seeing an increase in demand for their services. Without the support of individuals, through both giving and volunteering, charities would not be able to keep their doors open.

In Spring 2011, 979 Michigan residents were asked about their experiences with charitable giving and volunteering in 2010 through a survey conducted by the Institute for Public Policy and Social Research at Michigan State University, part of their State of the State Survey (SOSS) series that monitors public opinion on various issues throughout the state.

This survey gauges the involvement of individuals in charitable giving and volunteering to understand their perception of the nonprofit sector. In the past, the research has demonstrated a correlation between participation with nonprofit organizations and positive perception of the sector. This trend has continued, highlighting the importance of trust and confidence in organizations as it relates to an individual's decision to support a charity.

Trust in Michigan's Charities

Public perceptions of the necessity, legitimacy, and efficiency of charitable organizations were measured in this study. The survey asked a series of questions in order to understand how Michigan residents feel about charitable organizations. Overall, Michigan's charitable sector is seen as valued and trusted.

- **Need for charities:** Ninety-two (92) percent of Michigan residents feel the need for charitable organizations is greater than in the past. More than 55 percent strongly agreed, whereas only 2.5 percent strongly disagreed.
- **Tax-exempt status:** More than 85 percent (85.1) of residents believe charities should continue to be exempt from paying certain taxes.
- **Honest and ethical:** More than 76 percent (76.5) of residents agreed that charities are honest and ethical. Responses ranged from 28.1 percent strongly agreeing, 48.4 percent agreeing and only 5.4 percent strongly disagreeing.
- **Effectiveness:** Nearly 75 percent (74.5) of residents believe charities are effective at providing services. Nearly 30 percent strongly agreed (29.3) and 45.2 percent agreed, whereas only 3.6 percent strongly disagreed.
- **Quality of life:** Charities are also seen as important to the quality of life within a community, with 91 percent of respondents agreeing. Nearly 53 percent (52.8) strongly agreed, whereas only 3 percent strongly disagreed.

These findings represent an ongoing trend that charities are seen as an important part of the community, providing quality services in an honest and effective way.

Executive Summary

Michigan residents give to, and volunteer with, trusted and needed nonprofits. Findings from the report include:

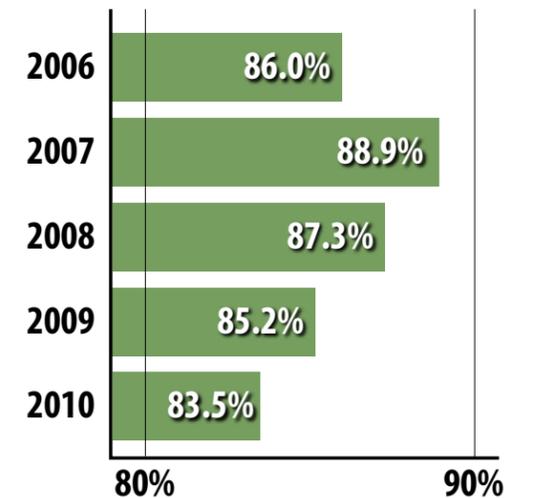
- More than 83 percent (83.5) of Michigan residents made a contribution to a charity in 2010.
- Nearly 66 percent (65.9) of residents volunteered in 2010.
- Ninety-two (92) percent of residents said the need for charities is greater today than in the past.
- Eighty-five (85) percent of residents believe that charities should retain their tax exempt status.
- Ninety-one (91) percent of residents feel charities help contribute to making stronger, better communities.

Giving in Michigan

Individual giving is an important piece of the puzzle for nonprofit organizations to successfully serve Michigan residents. Nonprofits are seeing the demand for their services grow, leading them to rely even more heavily on giving. The increased demand on nonprofit organizations has easily outpaced the ability of nonprofits to meet that demand, producing enormous strains on these organizations. Most nonprofits could not operate without the support of individuals.

The study examined the rates at which donations were given and the demographics of the giving populations. Despite Michigan's economic recession, more than 83 percent (83.5) of individuals donated to a charity in 2010.

The graph to the right shows giving rates from 2006 to 2010.



Giving rates by various demographics:

- **Income:** The study looked at individual giving based on income, broken into three categories. Nearly 64 percent (63.7) of residents making less than \$30,000 donated, 87.1 percent of those in the \$30,000-99,999 range donated and almost 95 percent (94.8) of those residents making more than \$100,000 donated in 2010.
- **Region:** Giving rates varied across the state, and were broken out by seven different regions: Upper Peninsula, Northern Lower Peninsula, West Central, East Central, Southwest, Southeast and Detroit. See the graphic for giving percentages by region.
- **Gender:** Women donated slightly more, 86.2 percent, compared to men at 80.3 percent. These numbers are similar to 2009 donation levels – 87.8 percent of women and 81.5 percent of men donated.
- **Education:** Donation levels varied significantly by education level. Nearly 40 percent (39.7) of individuals without a high school diploma donated, whereas approximately 78 percent (77.9) of high school graduates, 93.6 percent of residents with some college and 88.4 percent of college graduates (and beyond) donated.

