

Snapshot on

Giving & Volunteering in Michigan

Highlights from a 2006 survey of Michigan residents

Did you know that...

- 86% of Michigan residents make monetary contributions or donate goods and services, and
- 49% of Michigan residents volunteer?

Introduction

The nonprofit sector relies heavily on individual giving and volunteering. Nationally, individuals contributed \$199.07 billion to charities in 2005, comprising 76.5% of all donations to charitable organizations (Giving USA 2006). Most nonprofits could not operate without the support of individuals. However, critical to an individual's decision to support an organization is their perception of nonprofits.

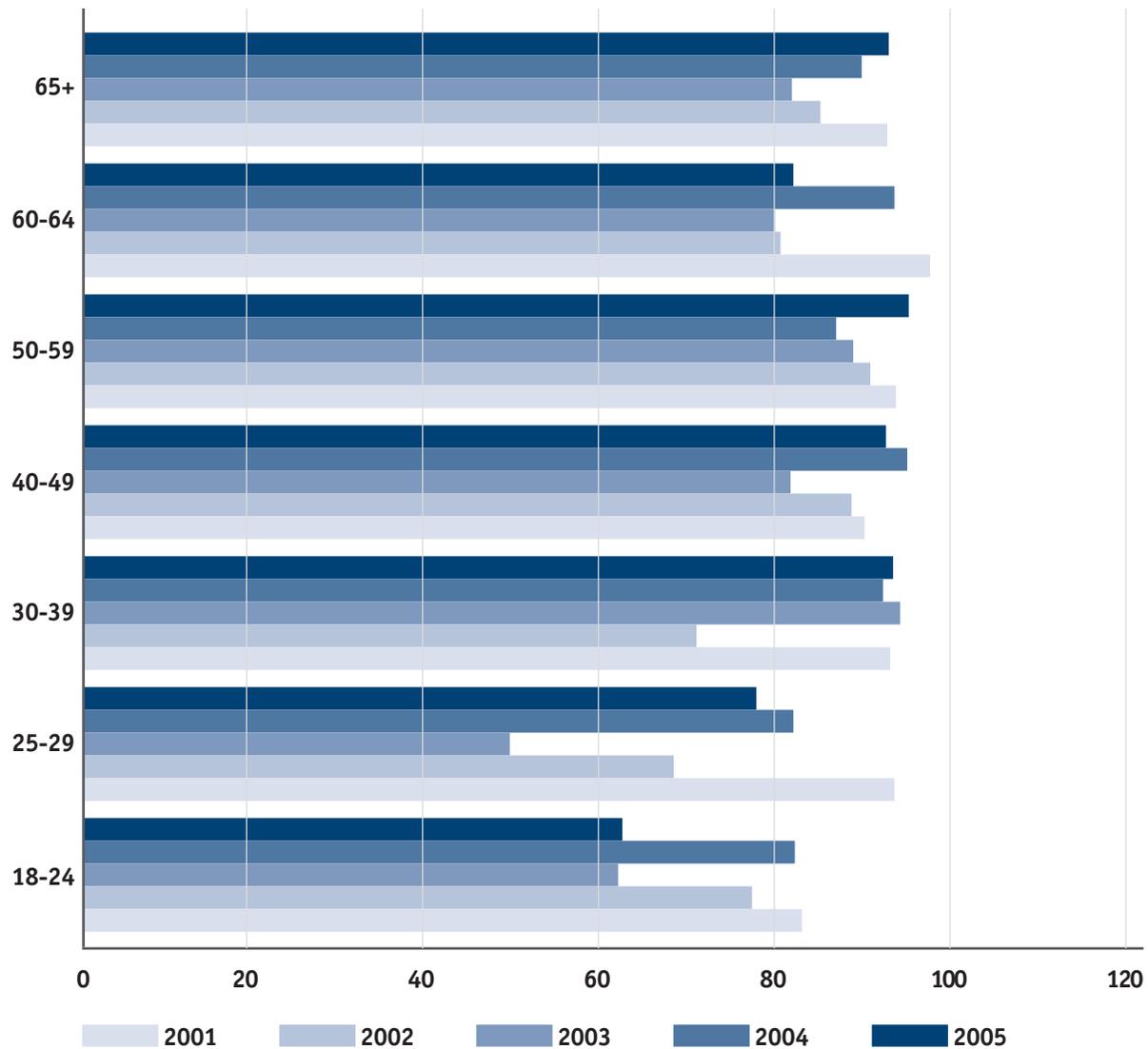
The following are the results of a survey conducted in the spring of 2006 to better understand Michigan residents' charitable giving and volunteering in 2005 and their perception of nonprofits.

ConnectMichigan Alliance
Council of Michigan Foundations
Michigan Nonprofit Association

Giving

- **Michigan continues its strong tradition of supporting charities with 86% of residents making monetary contributions or donations of goods and services.** This rate is slightly less than the rate in 2004 (88.4%), but still close to the high level experienced after the terrorist attacks of 9/11/2001.
- Women (87.1%) and men (84.9%) give to charity at a similar rate. Between 2001 and 2003 there had been a growing gender gap, with women more likely to give than men, but findings for 2004 and again in 2005 show no significant gap in charitable behavior.
- Giving in Michigan varies by age group with most 50-59 year-olds contributing (93.8%) followed by those aged 65 and over (91.0%), then 30-39 year-olds (90.6%), 40-49 year-olds (90.5%), 60-64 year-olds (81.6%), 25-29 year-olds (78.0%), and 18-24 year-olds (62.4%).
- The average contribution of a Michigan resident is \$1,877.
- Giving patterns differ across the state, with more people making charitable contributions in east central Michigan (91.6%), the northern lower peninsula (90.9%), southeast Michigan (89.4%), and west central Michigan (84.4%). Giving rates in other regions of the state include southwest Michigan (83.2%), the upper peninsula (81.3%), and the city of Detroit (67.1%).
- Michigan residents are most likely to give to a church, synagogue, or other religious organization (75.2%); social service or human service organizations (63.2%); youth or children's organizations (54.9%); educational organizations (47.5%); health organizations (42.3%); United Way (39.5%); animal welfare organizations (29.2%); or a community foundation (7.9%).
- Michigan residents 18-24 years-old are most likely to donate to youth or children's organizations (73.6%). For 25-29 year olds, the top choice is educational organizations (76.2%), and for all other age groups the top choice is a church, synagogue or other religious organization.
- Females are more likely to donate to health organizations (47.2% versus 36.9% for men), community foundations (31.0% versus 24.5%), the United Way (47.6% versus 30.7%), and religious organizations (79.8% versus 70.3%) than males.
- More men donate to youth or children's organizations than women, with 58.6% of men indicating they do so compared to 51.4% of women.
- Men and women donate in equal numbers to social service organizations and educational organizations.

CHARITABLE CONTRIBUTIONS BY AGE, 2001-2005



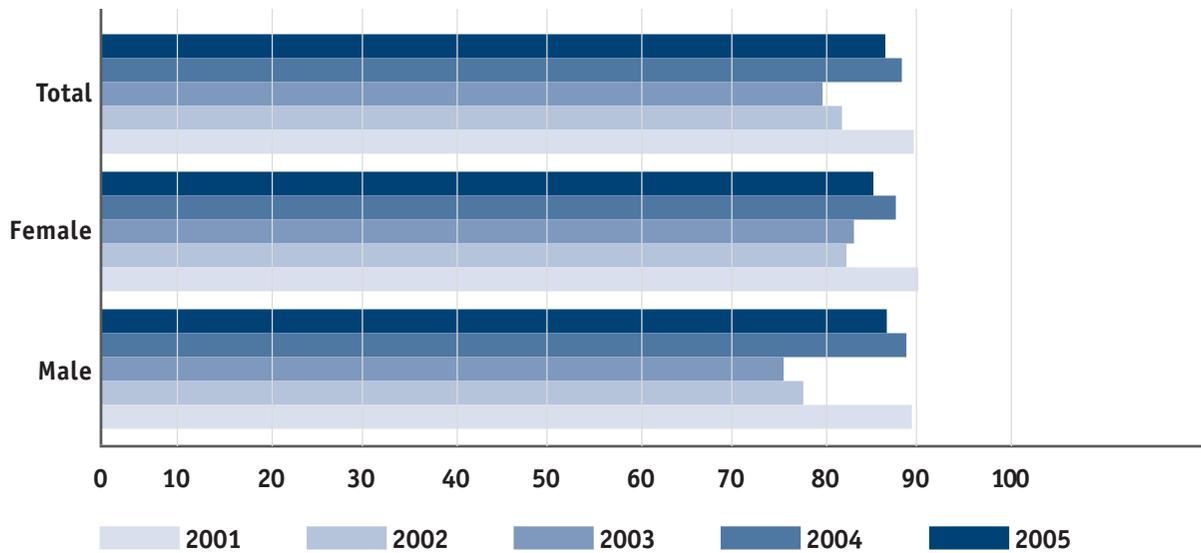
Volunteering

- **Volunteering continues to be an important element in the lives of Michigan residents. With nearly half (48.9%) indicating that they volunteer.** This rate is essentially the same as the 2004 rate (49.9%).
- **There is a relationship between those who volunteer and those who give,**

with 93% of those who volunteer also providing financial contributions and 53% of those who make financial contributions also volunteering.

- Women are much more likely to volunteer than men with 54.0% of women saying they give their time compared to 43.3% of men.
- Volunteering in Michigan varies across different age groups. The highest rate is

CHARITABLE CONTRIBUTIONS, 2001-2005



for those aged 25-29 years (65.1%) followed by those 60-64 years (53.9%), and 30-39 years (51.6%). Similar rates occur for those in the 50-59 category (48.6%) and 40-49 year age group (48%), with lower rates reported by those aged over 65 years (43.5%) and 18-24 years (38.5%).

- Volunteering also differs across the state with regions reporting the following levels of volunteering: northern lower Michigan (59.3%), east central Michigan (55.4%), west central Michigan (51.1%), and southwest Michigan (50.0%) and Detroit (36.1%).
- Michigan residents are most likely to volunteer for religious organizations (59.2%); educational organizations (52.6%) and youth development organizations (42.6%). These are followed by human service organizations (35.4%);

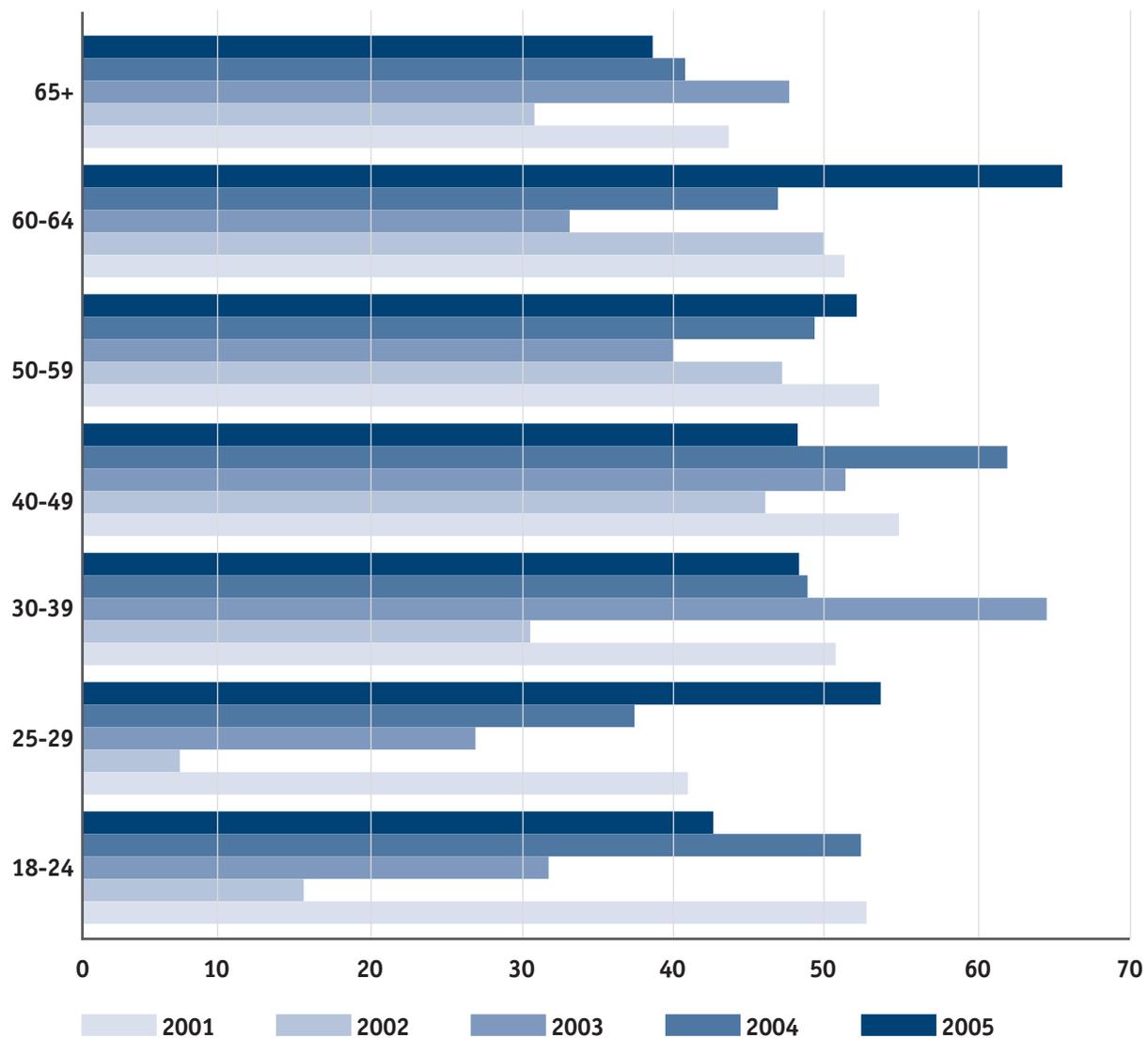
health care organizations (27.8%), and arts and cultural organizations (19.9%). For the remaining categories, 14.3% said they give their time to a political organization or campaign and 12.8% said that they volunteer for an environmental organization.

- Women are more likely to give their time to a religious organization (62.8%) than any other type of organization. The second most common is educational organizations (54.3%). The least likely is with environmental organizations (7.9%).
- Men are also more likely to volunteer for religious than other organizations (54.7%). Their second most common volunteerism activity is for youth development organizations (51.0%). The least common for men is political organizations (18.3%).

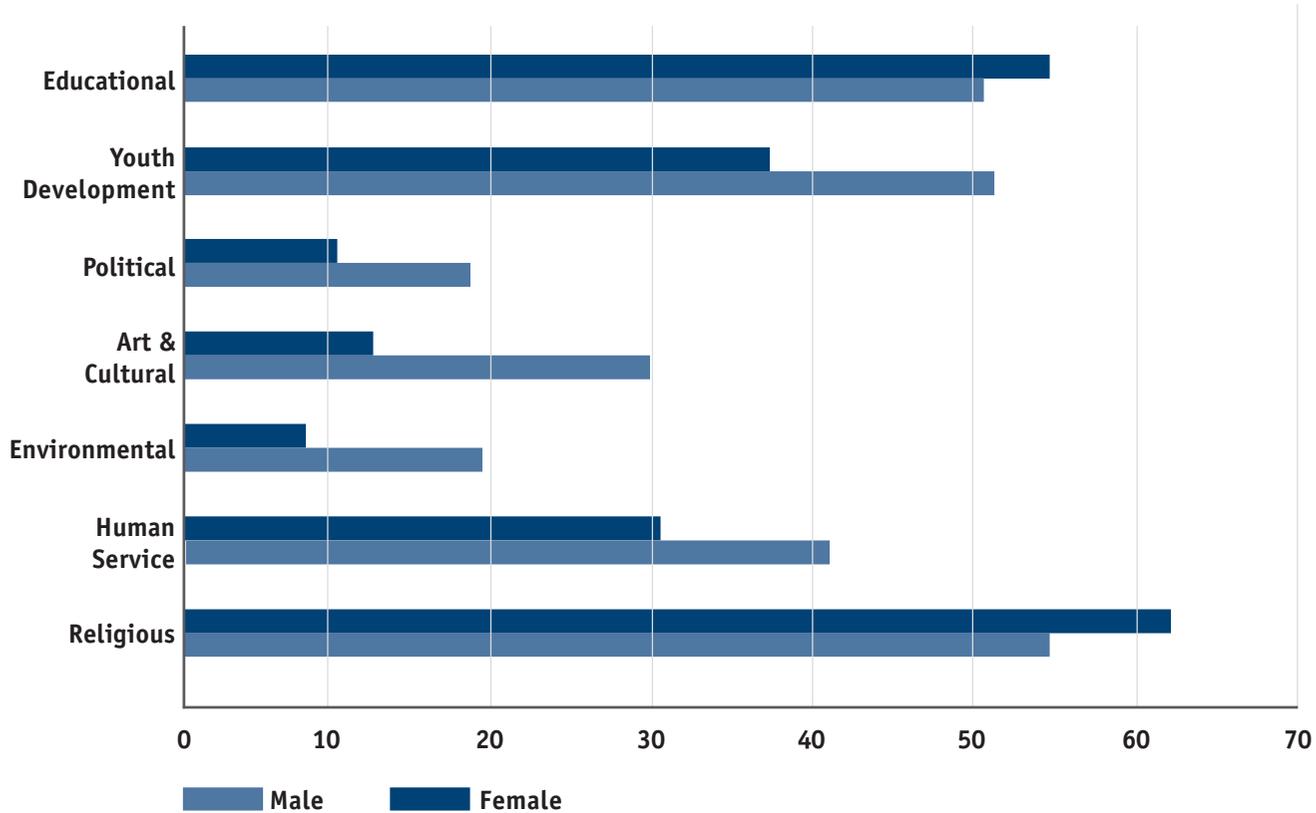
Perception of Nonprofits

- Nearly nine out of ten Michigan residents feel the need for charitable organizations is greater now than five years ago.
- Seven out of ten Michigan residents feel that charitable organizations are more effective now in providing services than they were five years ago.
- Eight out of ten believe that charitable organizations are honest and ethical in their use of donated funds.
- Most agree (88.5%) that charitable organizations play a major role in making our communities better places to live.

VOLUNTEERING BY AGE, 2001-2005



VOLUNTEERING BY SEX AND ORGANIZATION TYPE, 2005



Methodology

In 2006, 960 Michigan residents were asked about their experiences with charitable giving and volunteering during 2005. The survey was conducted by the Office for Survey Research (OSR) of the Institute for Public Policy and Social Research (IPPSR) at Michigan State University between June 21, 2006 and August 9, 2006, as part of the quarterly State of the State Survey (SOSS) series. Visit the MNA website at www.mnaonline.org to access past data on giving and volunteering and additional research regarding the nonprofit sector. Research for Michigan Giving and Volunteering was conducted by Mark Wilson, Ph.D. For more information on the State of the State Survey, and its methodology, visit www.ippsr.msu.edu/soss.

MNRP Michigan Nonprofit Research Program

The Michigan Nonprofit Research Program supports research to improve the understanding of Michigan's nonprofit sector. MNRP is a program of the Michigan Nonprofit Association and is affiliated with the Aspen Institute Nonprofit Sector Research Fund and the Dorothy A. Johnson Center for Philanthropy and Nonprofit Leadership at Grand Valley State University. Funding for MNRP is provided by the W.K. Kellogg Foundation.

ConnectMichigan *Alliance*

The mission of the ConnectMichigan Alliance (CMA) is to promote and strengthen a life-long ethic of service and civic engagement through the support of community building initiatives. The organization is home to Volunteer Centers of Michigan and Michigan Campus Compact.

Phone: 517/492-2440

Website: www.connectmichiganalliance.org



An association of foundations and corporations which make grants for charitable purposes, the mission of the Council of Michigan Foundations (CMF) is to strengthen, promote, and increase philanthropy in Michigan.

Phone: 616/842-7080

Website: www.cmif.org



Michigan Nonprofit Association

The Michigan Nonprofit Association (MNA) promotes the awareness and effectiveness of the nonprofit sector and advances the cause of volunteerism and philanthropy in the state of Michigan.

Phone: 517/492-2400

Website: www.mnaonline.org