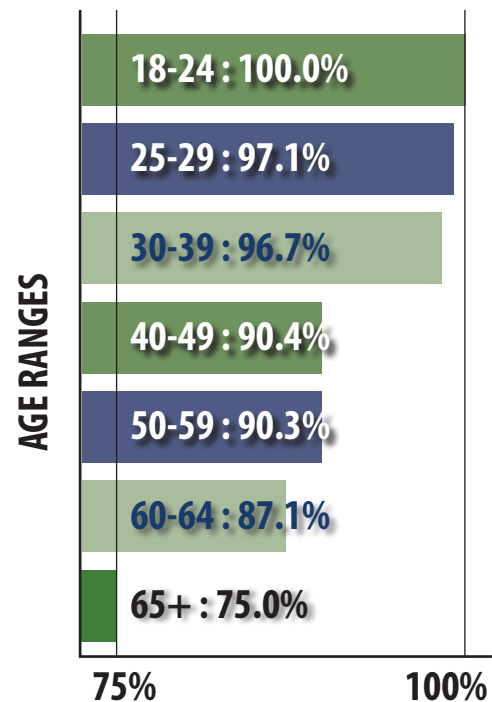


Volunteering in Michigan

Participants in the survey were asked about their volunteering levels and habits, allowing the study to assess involvement rates for different demographics. More than 90% (90.3) of individuals volunteered either formally or informally in 2011. These numbers indicate an increase in the number of Michigan citizens volunteering as compared to last year (85.7% in 2010).

- **Gender:** Women were more likely to volunteer (91.8%) than men (88.5%) in 2011. In 2010, 91.6% of women volunteered and 79.4% of men.
- **Education:** 68.4% of people with less than a high school diploma volunteered, 85.9% of high school graduates, 91.6% of those with some college, and 94.7% of college graduates volunteered.
- **Age:** In 2011, there was a marked increase in the levels of volunteering for each age range, particularly in the younger age groups. Those 18-24 years volunteered at a rate of 100%, 25-29 years at 97.1%, 30-39 years at 96.7%, 40-49 years at 90.4%, 50-59 years at 90.3%, 60-64 years at 87.1%, 65+ years volunteered at 75%. See graph for more details.
- **Income:** In 2011, it is notable that individuals within the \$100,000+ income bracket volunteered at a higher level than those with lower incomes. Those making less than \$30,000 per year volunteered at a rate of 83.1%, \$30,001-99,999 at a rate of 92.9% and those making over \$100,000 volunteered at a rate of 95.2%.



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 2011 survey of Michigan residents

Introduction

Michigan's nonprofit sector is comprised of more than 47,000 organizations, of which, more than 31,400 are charities (NCCS 2010). One in ten Michiganders works for a nonprofit, making nonprofits the fourth largest sector in the state.

Giving and volunteering are essential to Michigan charities, allowing them to successfully serve local residents and to fulfill their philanthropic missions. Nationally, charitable giving was approximately \$303.75 billion in 2010 (Giving USA 2010). Without the support of individuals, through both donations and volunteerism, charities would have a difficult time keeping their doors open, especially since Michigan's troubled economy has resulted in an increase in need for charitable services. As this demand continues to grow, the need for giving and volunteering will grow as well.

In early 2012, a random study conducted by the Institute for Public Policy and Social Research at Michigan State University surveyed 518 Michigan residents about their experiences with charitable giving and volunteering in 2011. The survey was part of the quarterly State of the State Survey (SOSS) series, monitoring the public mood on important issues in major regions of the state.

The goal of this survey is to gauge the involvement of individuals in charitable giving and volunteering as well as to understand their perception of the nonprofit sector. In the past, we have seen 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. Results from the survey can be found in this report.

Trust in Michigan's Charities

This study measured public perceptions of the necessity, legitimacy, and efficiency of charitable organizations. The survey asked a series of questions to understand how Michigan residents feel about charitable organizations. Overall, respondents see Michigan's charitable sector as valued and trusted.

- **Need for charities:** Over 96% (96.2) of Michigan residents feel the need for charitable organizations is greater than in the past. More than 73% strongly agreed, whereas only 1.2% strongly disagreed.
- **Honest and ethical:** More than 82% of residents agreed that charities are honest and ethical. Responses ranged from 34.5% strongly agreeing, 47.6% agreeing, and only 3.2% strongly disagreed.
- **Effectiveness:** Nearly 84% (83.7) of residents believe charities are effective at providing services. Nearly 38% strongly agreed (38.1%) and 45.7% agreed, whereas only 4.1% strongly disagreed.
- **Quality of life:** Charities are also seen as important to the quality of life within a community, with 94.5% of respondents agreeing. Nearly 58% (57.7) strongly agreed, whereas only 2.5% strongly disagreed.
- **Tax-exempt status:** 91% of residents believe charities should continue to be exempt from paying certain taxes.

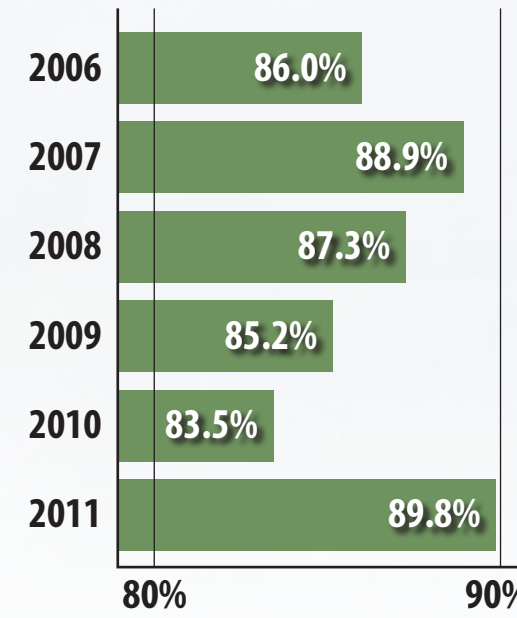
These findings represent an ongoing trend that Michigan residents see charities as an important part of the community providing quality services in an honest and effective way.

Executive Summary

Findings from the report include:

- More than 89% of Michigan residents (89.8) made a contribution to a charity in 2011.
- Over 96% (96.2) of residents said the need for charities is greater today than in the past.
- More than 90% of residents (90.3) volunteered in 2011 – including formal and informal volunteer opportunities.
- 91% of residents believe that charities should retain their tax exempt status.
- More than 94% (94.5) of residents feel charities play a major role in making their communities better places to live.

Giving in Michigan



The study examined the rates at which Michigan residents donated and the demographics of the giving populations. Despite Michigan's economic recession, more than 89% (89.8) of individuals donated to a charity in 2011.

Giving Rates by Region

Giving rates by various demographics:

- **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 graph to the right for giving percentages by region.
- **Gender:** Women and men donated approximately the same proportion; 91.1% for men and 89.8% for women. These numbers are higher than 2010 donation levels – women donated at 86.2% and men at 80.3%.
- **Education:** Donation levels varied rather significantly by education level. 75% of individuals without a high school diploma donated, whereas approximately 81% (80.6) of high school graduates, 88.2% of residents with some college and 97.8% of college graduates (and beyond) donated.
- **Income:** The study looked at individual giving based on income, broken into three categories. Nearly 82% (81.5) of residents making less than \$30,000 donated, 91.7% of those in the \$30,000-99,999 range donated and 100% of those residents making more than \$100,000 donated in 2011.

