

changing philanthropy

understanding how giving and volunteering
are changing across communities

AFP Triangle May Breakfast Meeting
May 14, 2014

Rebecca Nesbit | Robert Christensen | Mary Tschirhart | Laurie Paarlberg | Richard Clerkin



moving philanthropy

Philanthropic Habits (Old Location)



Move (Life Event)



Philanthropy immediately unpacked through formal connections



New connections



Philanthropic Habits (New Location)



Failed connections

Philanthropy unpacked later through informal connections



Philanthropy immediately placed in storage



phase one: individual level findings

- Electronic Survey | Interviews of OLLI participants (Osher Lifelong Learning Institute)
 - 50+ years of age (generally), 470 respondents
 - Retired
 - Well educated | Upper socio-economic status
- **Findings**
 - volunteerism is a gateway
 - donation behavior takes longer
 - region matters
 - past behavior matters
 - community structure supports philanthropic transfer
 - Formal institutional connections (secular and religious) facilitate transfer



phase two: community level impact

- Questions
 - How changes in community impact civic fabric (Big N: using some decennial data)
 - census return
 - voting
 - nonprofit community
 - Numbers
 - Fiscal Health
 - Initial Findings: less stable communities, less healthy nonprofits
- Next Steps
 - Identify community case studies
 - Focus on subpopulations (military, Hispanic, corporate, other retired)

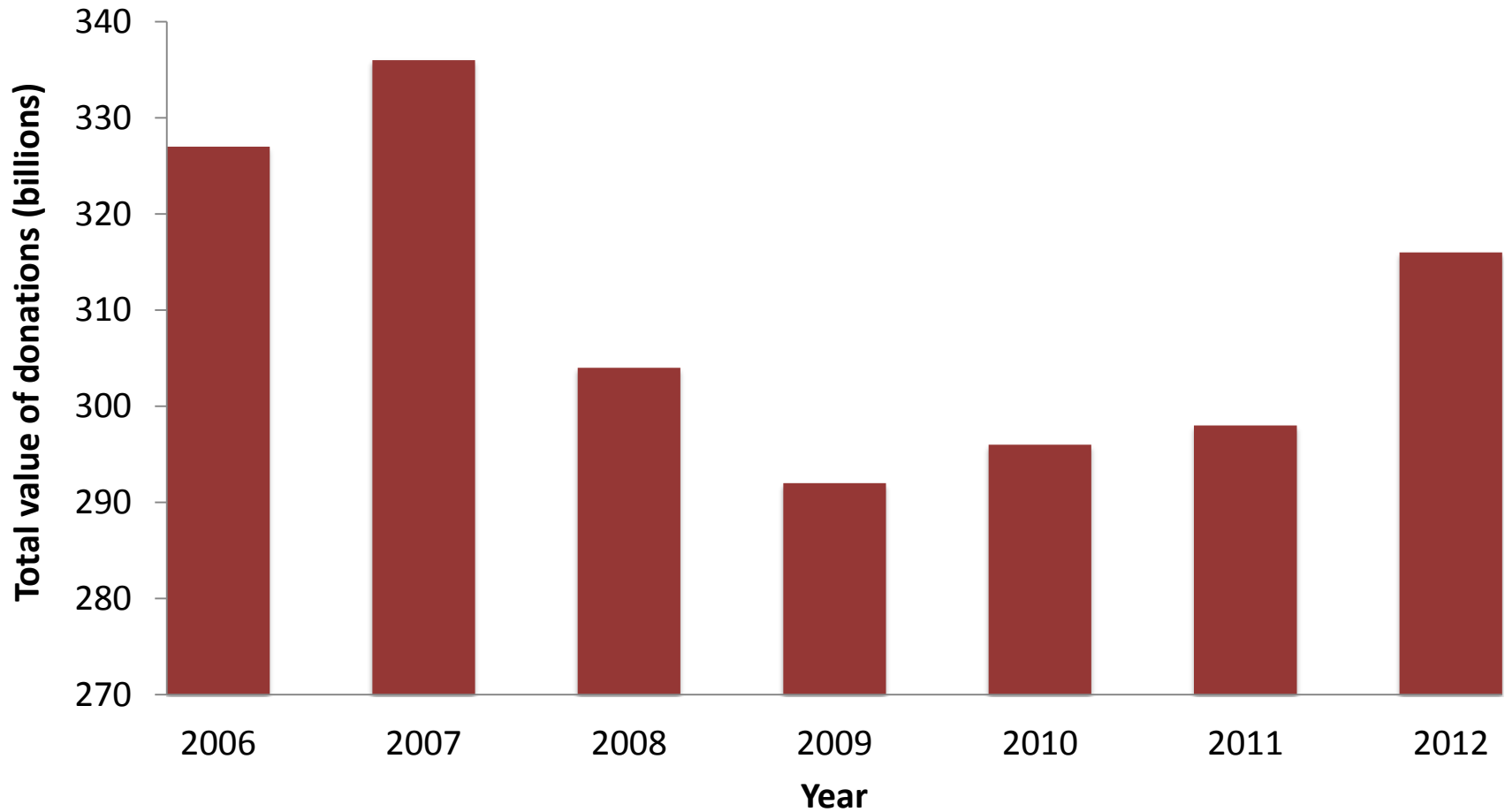
SNAPSHOT OF GIVING **NATIONALLY & IN NORTH CAROLINA**



Place, Time, and Philanthropy: Geographic mobility and philanthropic engagement

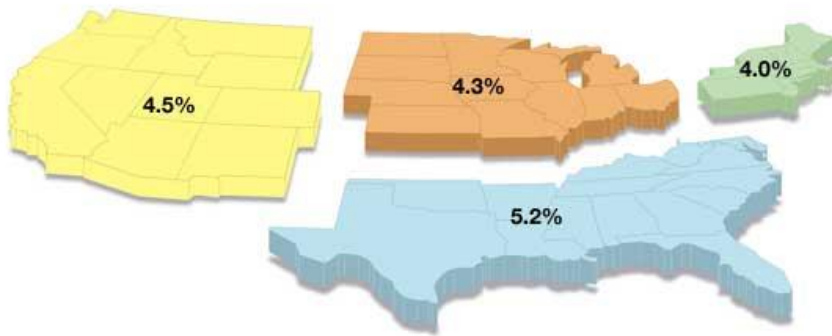
giving nationally

Charitable Giving: National



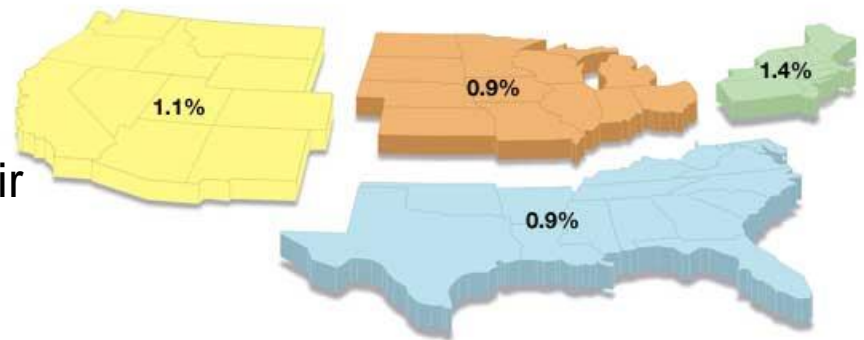
Note: All dollar figures are adjusted for inflation.
Source: "Giving USA," Indiana University Center on Philanthropy

giving regionally



Donors in Southern states, for instance, give roughly 5.2 percent of their discretionary income to charity—both to religious and to secular groups—compared with donors in the Northeast, who give 4.0 percent.

But the generosity ranking changes when religion is taken out of the picture. People in the Northeast give the most, providing 1.4 percent of their discretionary income to secular charities, compared with those in the South, who give 0.9 percent.



giving in NC

- In 2006
 - 3,926,249 individual tax returns
 - 32.1% filers itemize & claim charitable deductions
 - \$5.4 billion total charitable giving
 - \$4,282 average giving
 - 4.2% of adjusted gross income
 - 5.0% filers itemize & do not claim charitable deductions
- In 2011
 - 5.9% of discretionary income given – ranked **9th** among 50 state
 - \$4.3 billion in total charitable giving
 - \$3,132 median contribution



SNAPSHOT OF VOLUNTEERING IN NORTH CAROLINA



Place, Time, and Philanthropy: Geographic mobility and philanthropic engagement

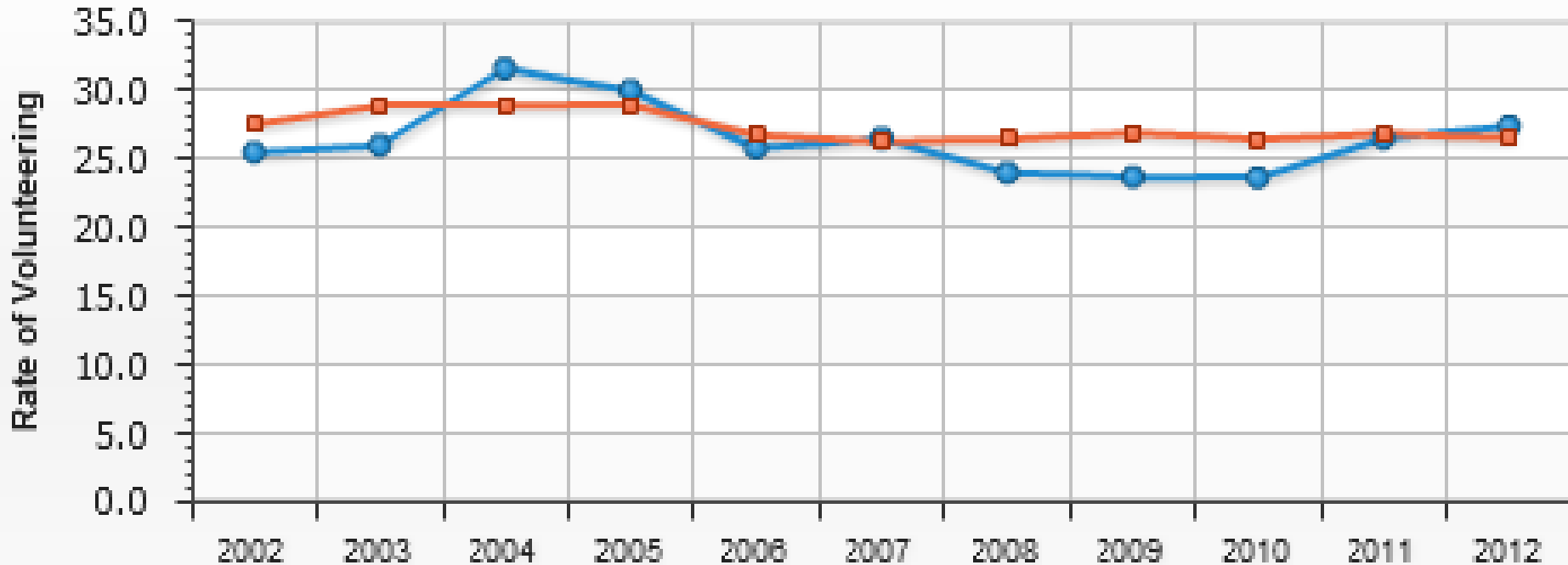
volunteering in NC

- 2.05 million volunteers
- 25.8% of residents volunteer – ranked **33rd** among the 50 states and Washington, DC
- 265.5 million hours of service
- 35.4 hours per resident
- \$5.9 billion of service contributed



volunteering in NC

Volunteer Rate (2002-2012)



Legend

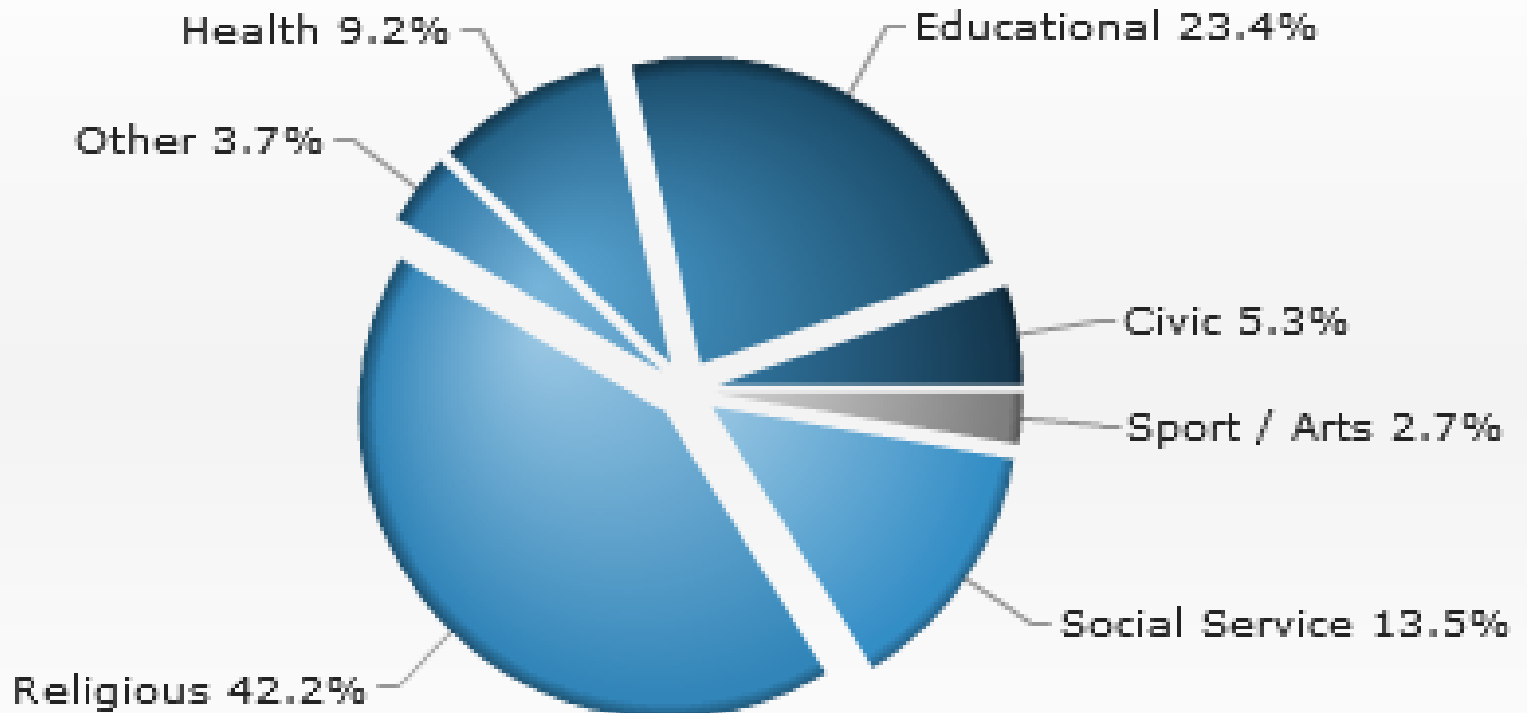
— North Carolina — US



Data are from: <http://www.volunteeringinamerica.gov/>

volunteering in NC

Where People Volunteer



Numbers in the chart may not add up to 100% because of rounding



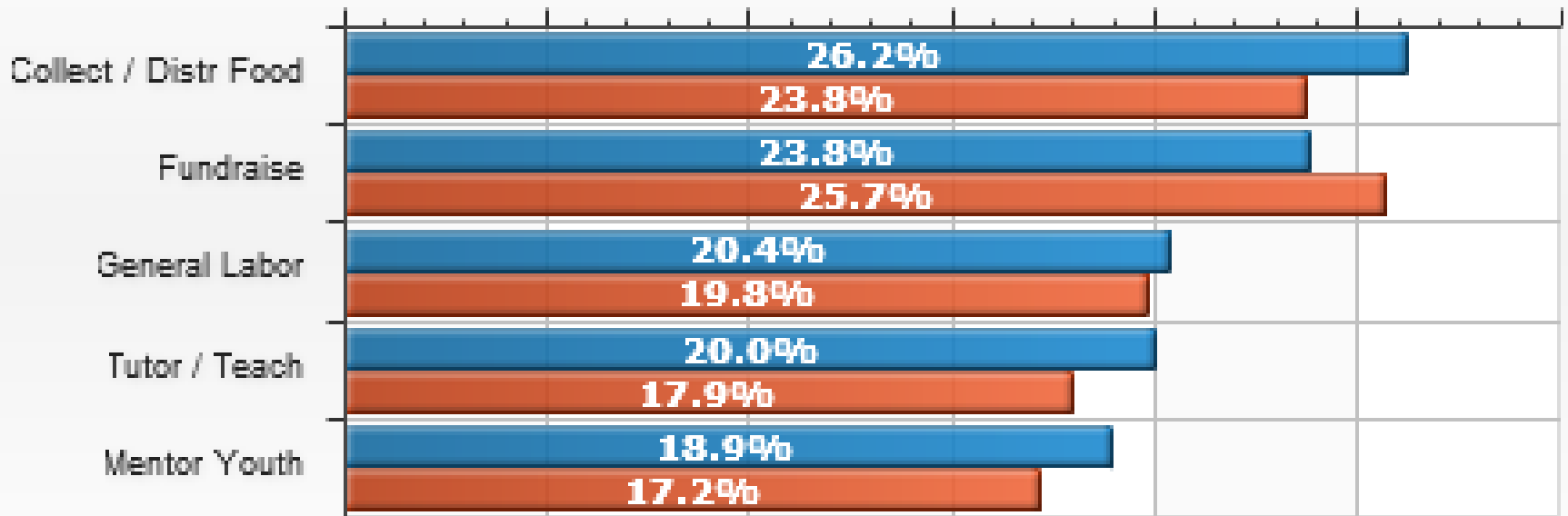
Data are from: <http://www.volunteeringinamerica.gov/>

volunteering in NC

Among the Top 5 Volunteer Activities

Percent

0.0 5.0 10.0 15.0 20.0 25.0 30.0



Legend

North Carolina US



Data are from: <http://www.volunteeringinamerica.gov/>

giving & volunteering in NC

- Discussion:
 - Why is North Carolina ranked #9 in giving & #33 in volunteering instead of having similar rankings?



**GEOGRAPHIC MOBILITY AND
PHILANTHROPY: A RESEARCH
STUDY**



migration to the south

Net Regional U.S. Migration, 2007

South, West make gains



Regional U.S. Migration Flows

Source: Pew Research Center <http://pewsocialtrends.org/maps/migration/>



Research Question: When Northern Nadine moves south, what happens to her giving and volunteering? Increase, Decrease, Stay the Same? Why?

engagement model for geographically mobile

moving to a new community

Attachment to community

Regional |
cultural
traditions

Network
ties

philanthropic
engagement
decision

LOCATION
of recipient
organization

TYPE
of recipient
organization

methodology

- Electronic Survey of OLLI participants (Osher Lifelong Learning Institute)
 - 50+ years of age (generally)
 - Retired
 - Well educated | Upper socio-economic status
- **Questions:** philanthropic & civic behavior, location of engagement, history of residences, perceptions of community, pathways of participation, & attitudes toward philanthropic & service
- **Key DVs:** Volunteer Hours, Donations, % of Donations to SENC NPs, % of Secular Donations to SENC NPs.

470 Respondents

23.5% Response Rate



mobile & active

Years Lived in community	14
# Times Moved	4.40
% Volunteering	77%
Total # organizations volunteered for	2
Total # volunteer hours	138 (mean) 54 (median)
% Serving on a board	40%
% Donating	89%
Total Dollar Value of All Donations	\$ 4,667(mean) \$ 1,125(median)
Total # organizations donated money to	5.25
% of total donations to SENC NPs	65%
% of total donations to secular SENC NPs	52%

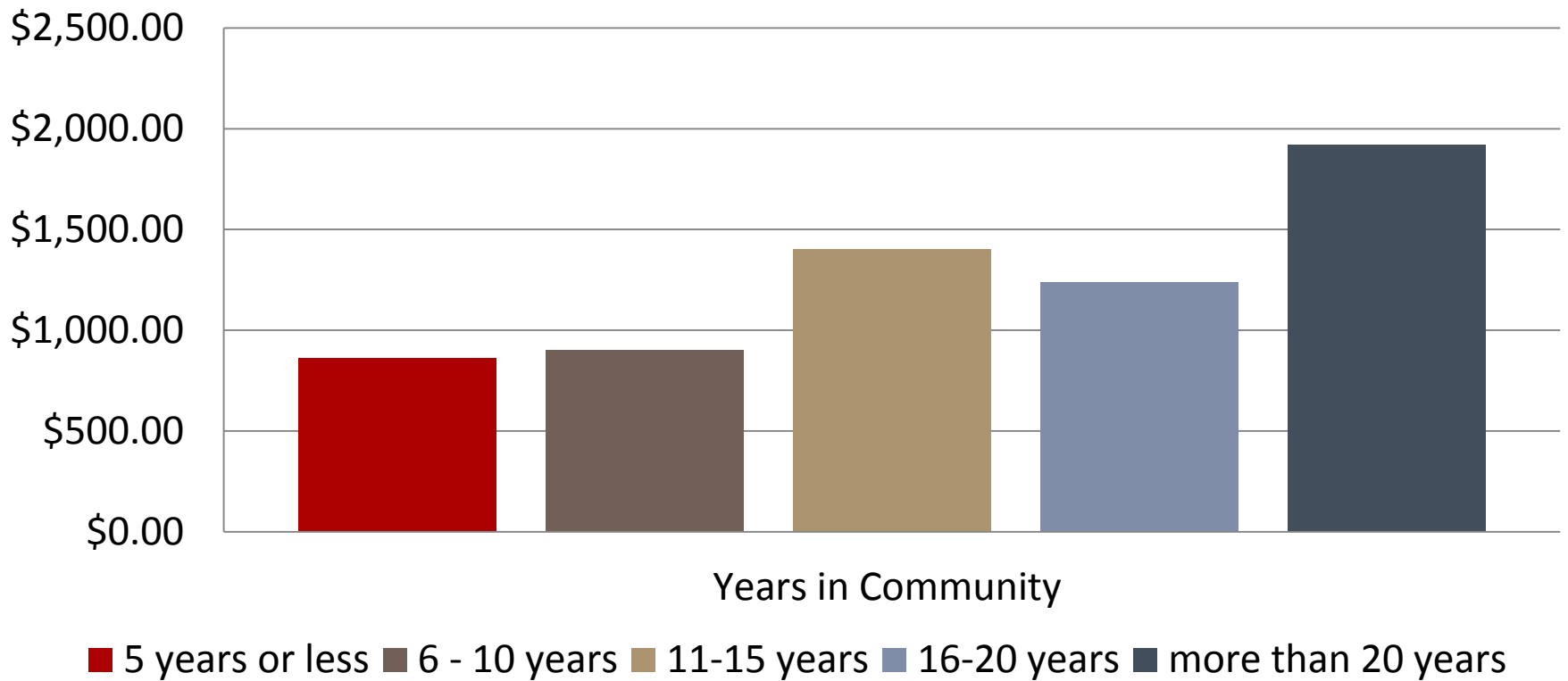


ATTACHMENT: LENGTH OF RESIDENCE



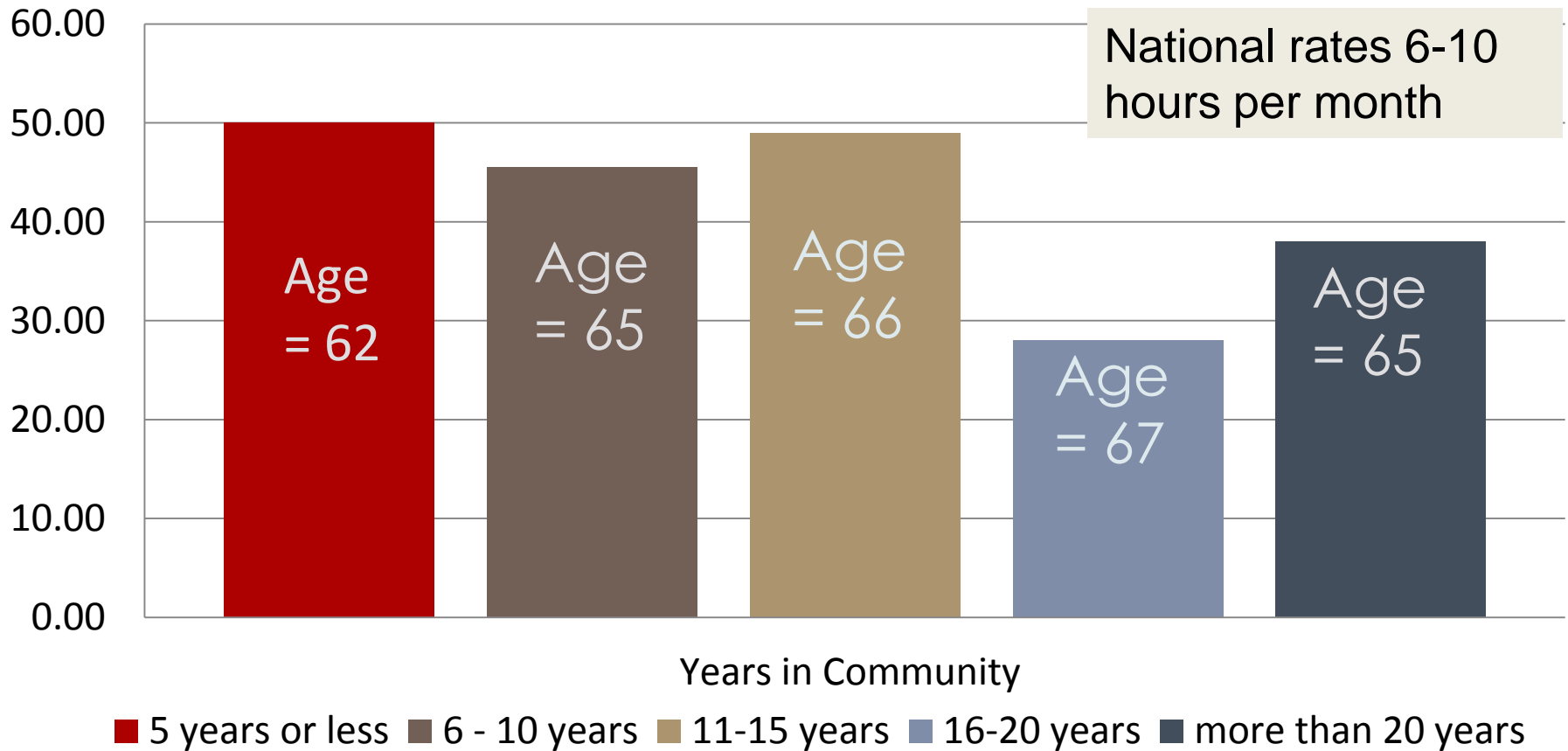
moving disrupts giving?

Median Total Donations

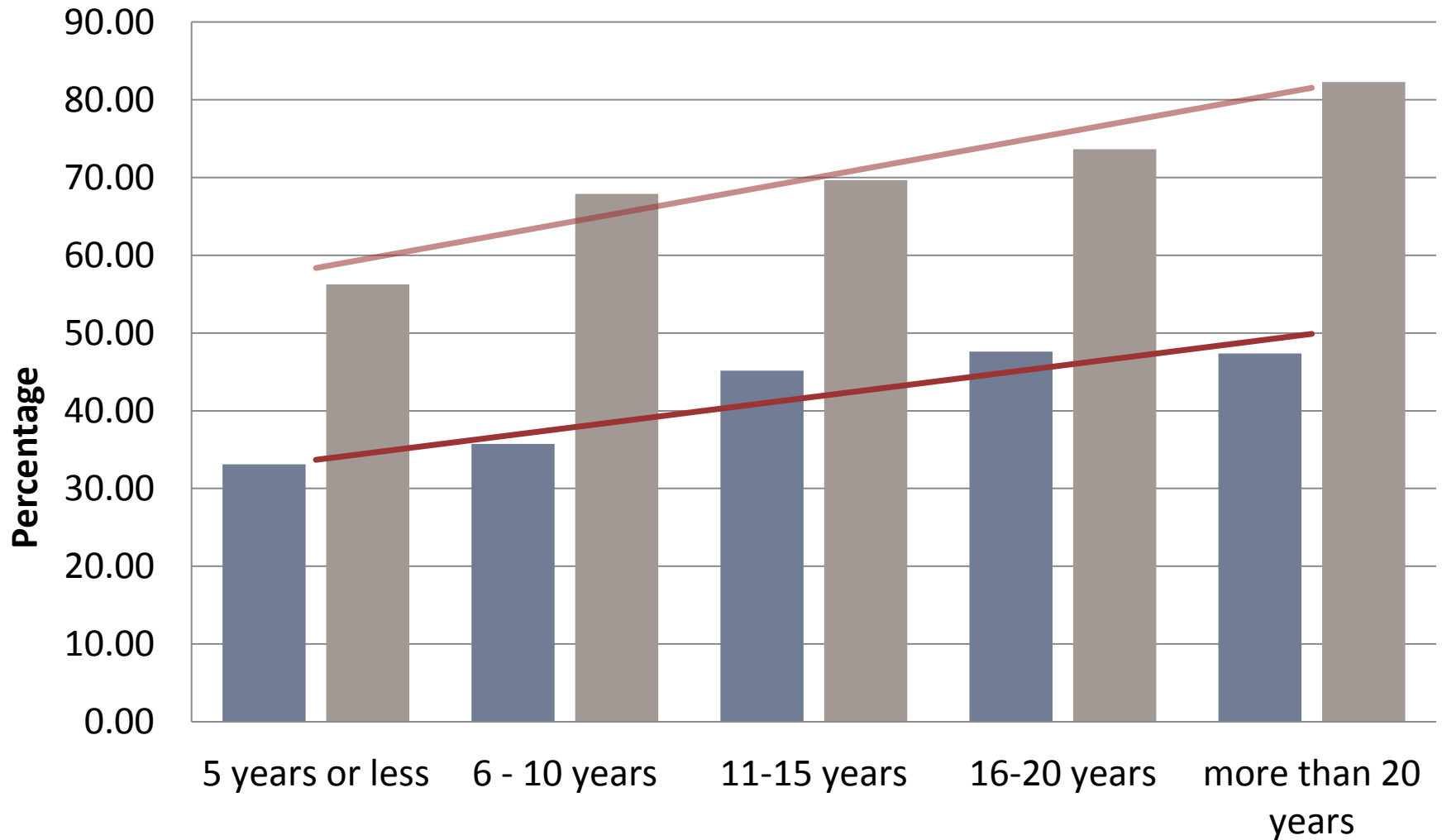


volunteering as a means of entry

Median Yearly Volunteer Hours



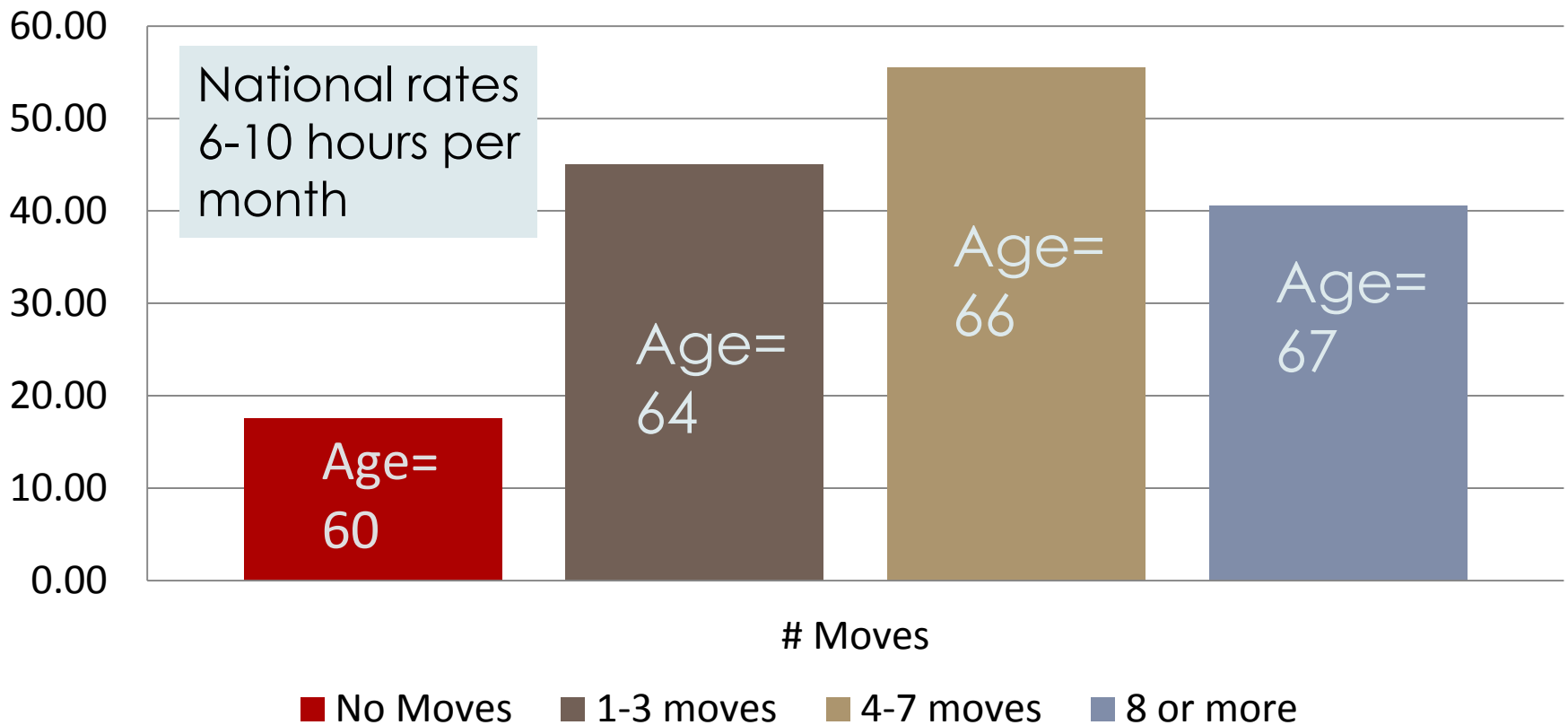
increasing local engagement



■ Current Board Member ■ Donations to CF*

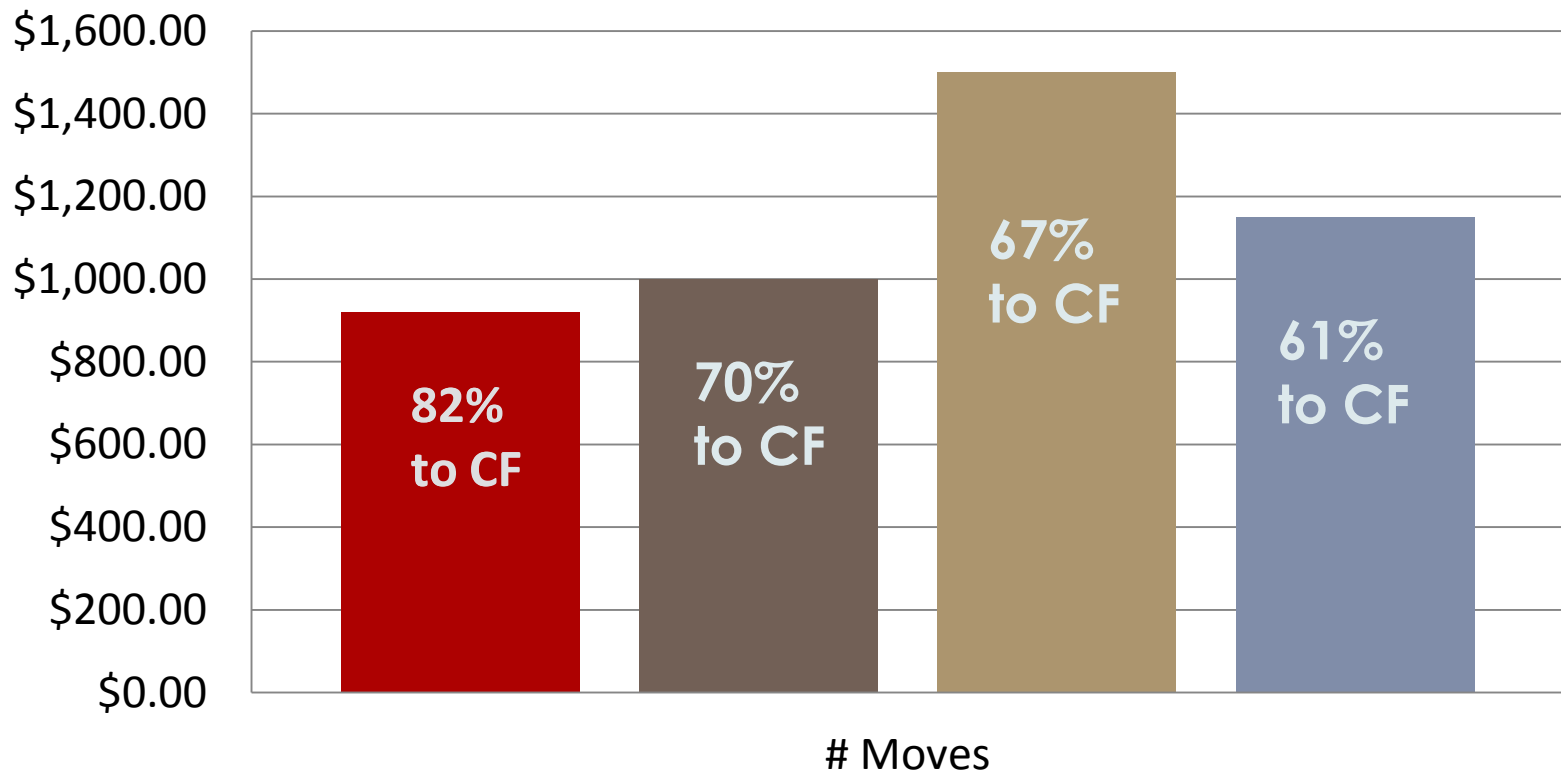
learning to move-in

Median Volunteer Hours



dispersed giving

Median Donations



■ No Moves ■ 1-3 moves ■ 4-7 moves ■ 8 or more



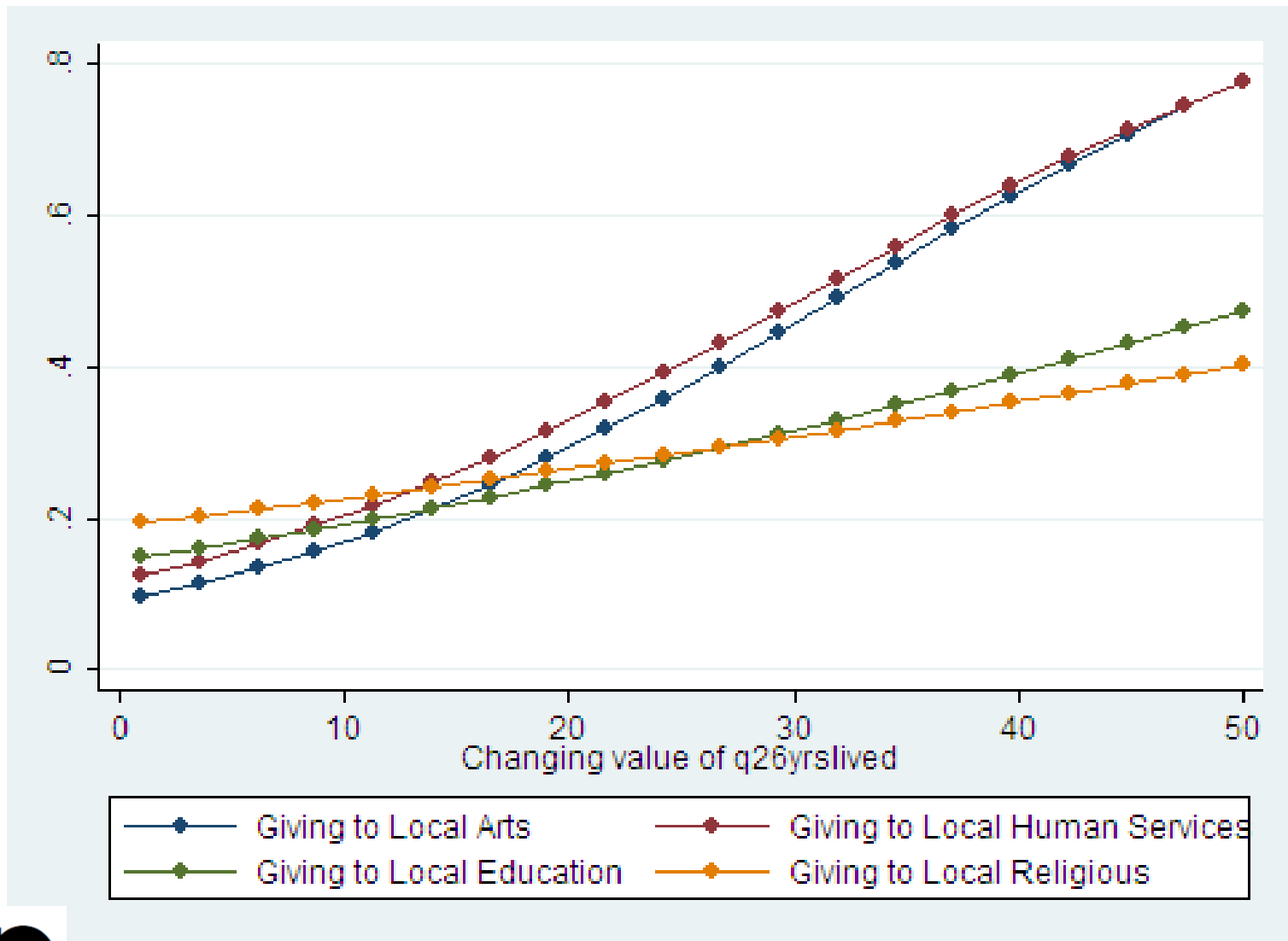
results organization location

- Giving to Southeast North Carolina
 - Duration of residence (+, quantity local & % local)
 - Personal networks (+, quantity – total & local)
 - Volunteer hours (+)
 - Sense of Community (+, % local)

results organization type

- Duration of residence is:
 - Positively related to giving to local arts organizations
 - Positively related to giving to local human service organizations
 - Not related to giving to local educational organizations
 - Not related to giving to religious organizations
- There are different pathways to involvement in different types of organizations

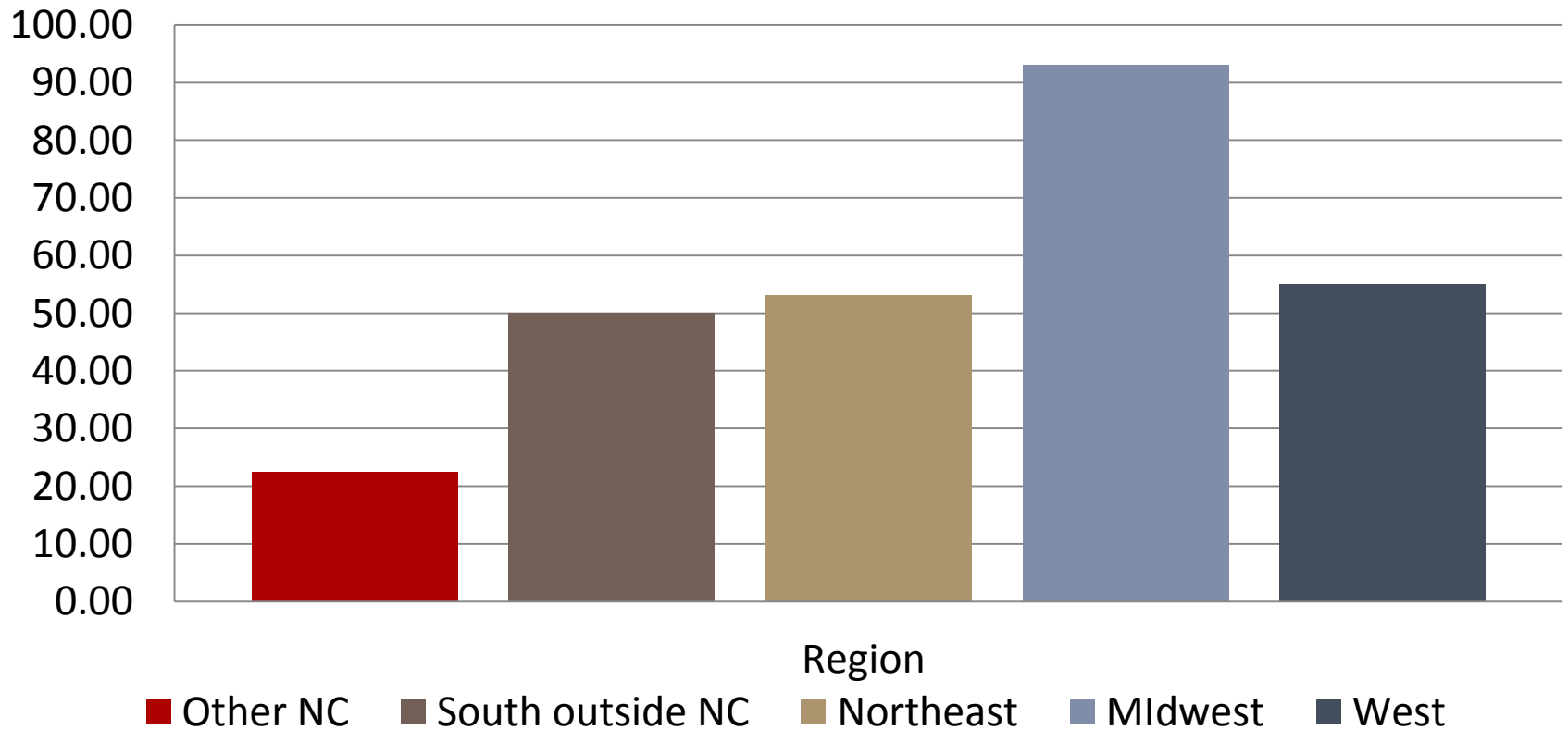
results organization type



REGIONAL |
***CULTURAL* TRADITIONS**

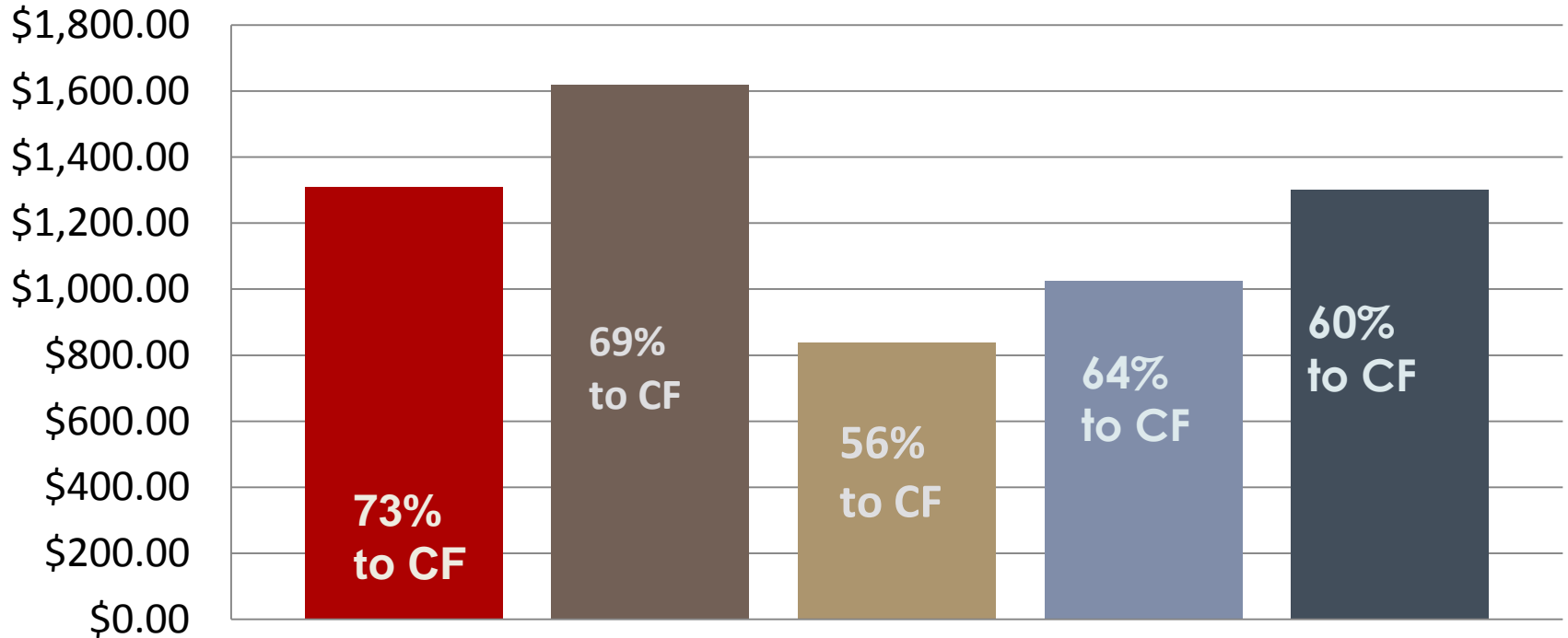
region matters

Median Volunteer Hours



region matters

Median Donations

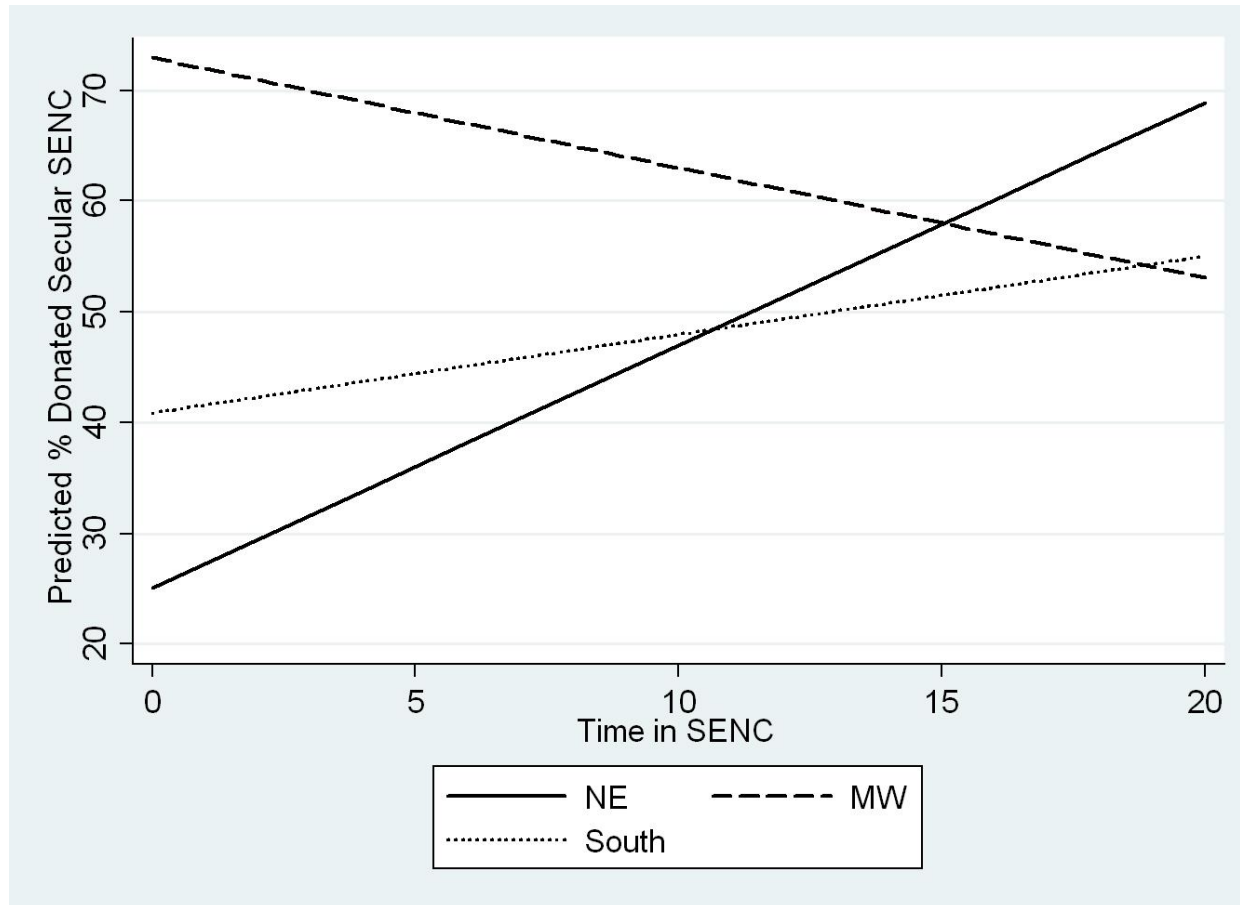


■ Other NC ■ South outside NC ■ Northeast ■ Midwest ■ West



becoming engaged...

Predicted Percents of Donations Given to Secular SENC Nonprofits



LOCAL NETWORK TIES



Place, Time, and Philanthropy: Geographic mobility and philanthropic engagement

pathways of engagement

	Informal	Formal
Weak	Co-workers; Organization representative.	Community appeal; Website; Newspaper ad.
Strong	Friends; Family.	Secular: Meetings; Memberships Religious: Church.

impact of pathways on volunteering

Predicted Values of the Number of Volunteer Hours for "Average" Respondent			
No Masters, No Second Home & all other forms of engagement held to 0			
	retired		
	< 5 years	6-10 years	>11 years
Non-weekly religious attendance	77	127	120
Weekly religious attendance	147	164	139
0 Secular Meetings	65	73	108
1 Secular Meetings	82	119	121
2 Secular Meetings	99	173	134
0 invitations from friend/family	64	107	87
1 invitations from friend/family	74	119	106
2 invitations from friend/family	84	131	125

proposed path of engagement

UNCW MPA Nonprofit Studies

Time In Community

Number of Connections & Invitations to Participate From Family, Friends, & Coworkers

Attention to Community Issues, Resources, Community Meetings

Strong formal religious ties

- Religious participation as gateway to involvement.

Strong formal secular ties

- Formal Memberships increase with personal interest.

Strong informal ties

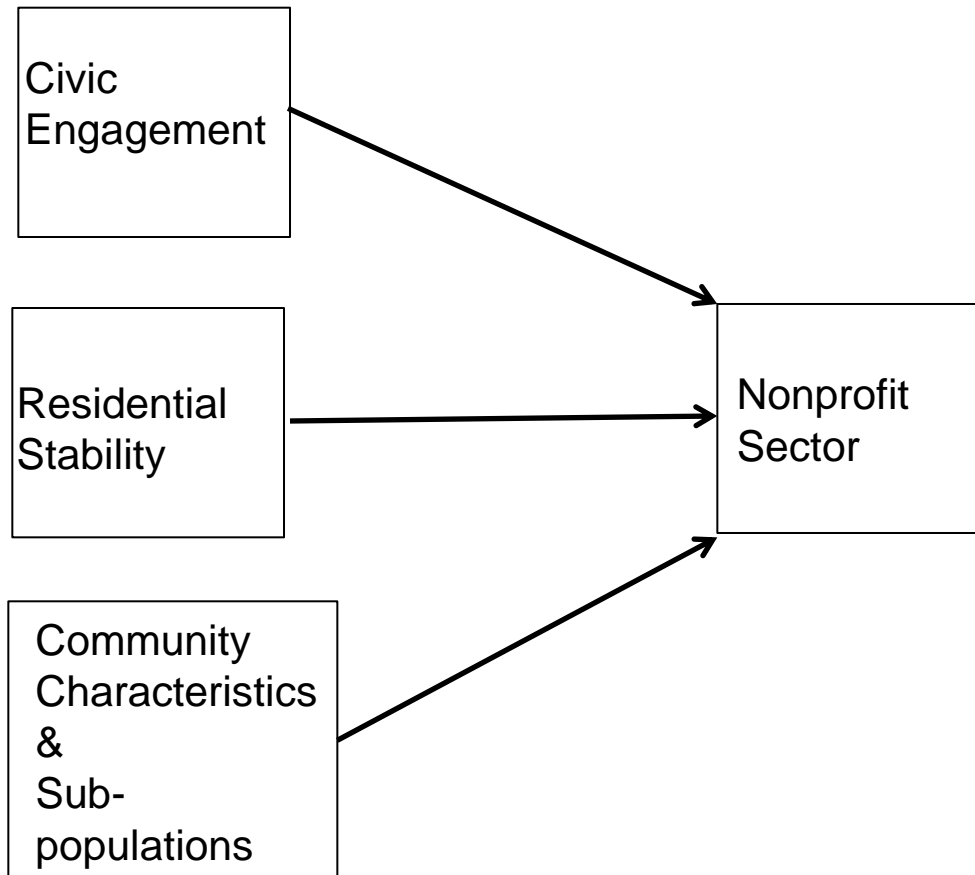
- Invitations to volunteer increase with # of family and friends who also volunteer.

project phase II

- Examine impact of moving on nonprofit sector.
- 3 Research Questions
 - How do changing population dynamics influence the size, scope and structure of the local nonprofit sector?
 - Does the influx of specific population groups affect this relationship (i.e., retirees, immigrants, military families)?
 - How does community-level civic engagement condition the relationship between population change and the local nonprofit sector?



model



data and methodology

- Data sources
 - 3 panels (1990, 2000, 2010)
 - 990 data from NCCS
 - 501(c)(3)s and Private Foundations analyzed separately
 - Size, composition, financial capacity
 - Census Bureau Data
 - Civic engagement: county voting & census return rates
 - Population: total, retirees, immigrants, military families
 - Movement: Same house, Different County, Different State
- Method
 - Analysis at the county level
 - Random-effects (between counties) linear regression models in Stata (xtreg) with robust standard errors



results and key findings

- Base model

	Ln(#NPs)	EOY Asts.	Contribs.	FR Exp.
Pop.	+	+	+	+
Income	+	+	+	+
Inc. sq.	-	-	-	-
%Hisp.	-	-		-
%Black			+	
%20-23	+	+	+	+
%65+			-	
Yr-2000	+	+	+	+
Yr-2010	+	+	+	+
Constant	+	+	+	+



results and key findings

- Basic Population Changes

	Ln(#NPs)	EOY Asts.	Contribs.	FR Exp.
Pop. change				
Pop. change ²	-			
% Same house	+	+	+	+
% Different County	-	-		-
% Different State	-	-	-	-



conclusion initial findings

- Change in Population Does Not Matter
- Residential Stability Matters
 - The more “drastic” the changes, (i.e., greater % of households from other states) the larger the decrease in “health” of nonprofits



conclusions

- Phase I

- How to “retain” philanthropic dollars

- Public Policy

- Creating a sense of community

- Nonprofits

- Creating social connections

- More than just the ask... the involvement through volunteering and places of worship

- Regional barriers: Time matters

- Midwesterners are initially more generous

- However, over time Northeasterners may become more generous

- Phase II

- More stable communities, “healthier”

- nonprofits



next steps

- NC's other highly mobile communities
 - Immigrants
 - Military
 - Corporate transfers
- Study a “community”
 - Boom town
 - Bane town

discussion

- Does your professional experience corroborate or contradict our findings?
 - How do new move-ins to an area become engaged in local organizations?
 - How important are length of residence, regional/cultural traditions, and local network ties in getting people involved with your nonprofit?
- How can you use this information in your professional work?
- What are we missing? (or, what else would you like to know?)

thank you

To continue the conversation:
Richard_Clerkin@ncsu.edu

For more details, please see our published research for this project:

Nesbit, B., Christensen, R. K., Tschirhart, M., Clerkin, R. M., & Paarlberg, L. E. (2013). Philanthropic Mobility and the Influence of Duration of Donor Residency on Donation Choices. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, DOI: 10.1007/s11266-013-9433-y.

Clerkin, R. M., Paarlberg, L. E., Christensen, R. K., Nesbit, B., & Tschirhart, M (2013). Place, Time, and Philanthropy: Exploring Geographic Mobility and Philanthropic Engagement. *Public Administration Review*, 73 (1), 97-106.

