

Snapshot on

Giving & Volunteering in Michigan

Highlights from a 2007 survey of Michigan residents

Introduction

The nonprofit sector in Michigan is comprised of approximately 43,000 organizations whose work spans every issue of concern to Michigan residents, ranging from education to health, human services to the arts, economic development to the environment. Nonprofits are also an important economic engine in Michigan, collectively providing approximately 380,000 jobs and generating an additional 135,000 jobs as a result of the sector's spending.

Giving and volunteering are vital components of the ability of nonprofits to successfully serve Michigan residents. Nonprofits are seeing the demand for their services grow, leading them to rely even more heavily on individual giving and volunteering. Nationally, individuals contributed \$222.89 billion to charities in 2006, or 75.6% of all estimated giving (Giving USA 2007). This represents an increase of 4.4% over the previous year. Most nonprofits could not operate without the support of individuals. Critical to an individual's decision to support a nonprofit organization is their perception of nonprofits.

The following are the results of a survey conducted in 2007 to better understand Michigan residents' 2006 charitable giving and volunteering and their perception of nonprofits.

The survey was co-sponsored by the Council of Michigan Foundations and Michigan Nonprofit Association – two membership associations representing philanthropic and nonprofit organizations in Michigan.

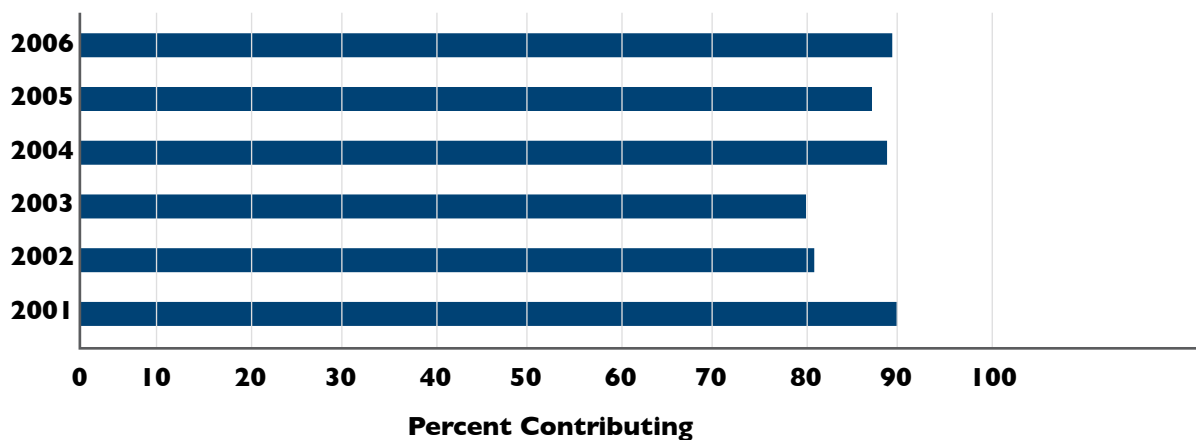
In Summer 2007, 889 Michigan residents were asked about their experiences with charitable giving and volunteering during the previous year. The survey continues a tradition of asking Michigan residents about their relationship with the state's nonprofit sector. The survey was conducted by the Institute for Public Policy and Social Research at Michigan State University between June and August 2007 as part of the quarterly State of the State Survey (SOSS) series. This report was made possible by the generous support of the Council of Michigan Foundations and the Michigan Nonprofit Association.

If you would like more information about the nonprofit sector, or if you wish to view this document online, please visit the Michigan Nonprofit Association website at www.mnaonline.org.

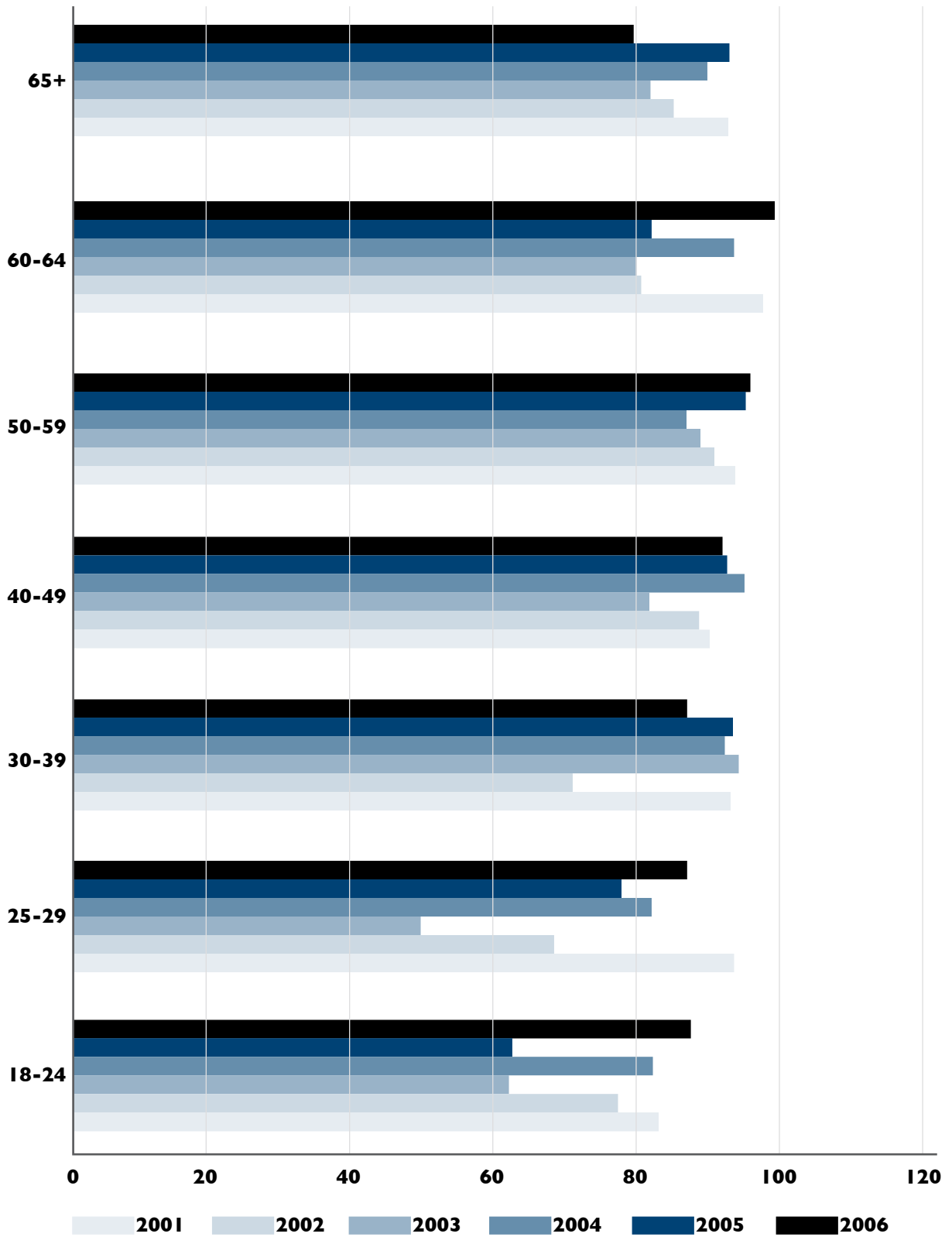
GIVING IN MICHIGAN

- A survey of Michigan residents found that almost 9 out of ten people (88.9%) had made a contribution to charity in the previous year. Women (89.9%) were slightly more likely to donate than men (87.9%). This rate of giving is similar to the past three years.
- Giving varies by age, with the age groups most likely to make a contribution being 40-49 years (93.9%), 60-64 years (92%), 30-39 years (89.9%) and 65+ (88.8%). Giving rates for younger people are high, with more than four out of five making contributions, indicating a return to giving after significant declines in 2002 and 2003.

CHARITABLE CONTRIBUTIONS, 2001-2006



GIVING BY AGE, 2001-2006



- When asked about future plans for giving, over two-thirds of Michigan residents (67.9%) expected to give the same amount in 2007, with 10.1% planning to give more and 21.9% giving less. Over past years, the percentage planning to give the same amount has stayed constant, but the most recent survey shows an increase in those intending to give less and a decrease in those planning to give more.
- With an average for the state of 9.1% expecting to give more, above average regions include central (11.7%) and southwest (15.9%) Michigan. Of concern are regions with high rates of those planning to give less, ranging from the Upper Peninsula (10.7%) to central (13.2%), southwest (18.1%) and southeast (33.8%) Michigan.
- Giving rates varied across the state, from central Michigan (80.8%) to the northern Lower Peninsula (84.7%), Upper Peninsula (84.8%), southwest (89.2%) and southeast (89.7%).
- For the first time, the survey asked who made decisions about charitable contributions. Most often, decisions were made by the respondent (53.6%), followed by the spouse/partner (15.1%), respondent and spouse (17.2%), and the entire family (14.2%).

VOLUNTEERING IN MICHIGAN

- Volunteering continues to be an important element in the lives of Michigan residents, with rates in this survey showing that 47.6% of the adult population volunteered in 2006. Women (50.6%) were slightly more likely to volunteer than men (44.7%). This rate is similar to survey results for Michigan over the past three years.
- When asked about their level of volunteering compared to the previous year, more than a quarter of respondents (29.9%) said they plan to volunteer more in the coming year; 49.9% said they are planning to maintain the same level of volunteering as last year; and 20.2% said they were planning to volunteer less.
- The most common reason for volunteering less was being too busy (55.2%), followed by health reasons (14.0%) and age (12.6%).
- Volunteering changes during an individual's life. Age groups with above average volunteering rates (the average rate being 47.6%) include 18-24 years (51.3%), 30-39 years (73.5%), 50-59 years (49.6%), and 60-64 years (49.9%). Lower rates of volunteering occur for age groups 25-29 (33.9%), 40-49 (34.1%), and 65+ (33.1%).
- Volunteering rates increased with education, ranging from a third of high school graduates (33.0%) to college graduate (63.2%), technical/junior college (76.9%), some post graduate education (78.9%), and those with a graduate degree (81.2%).

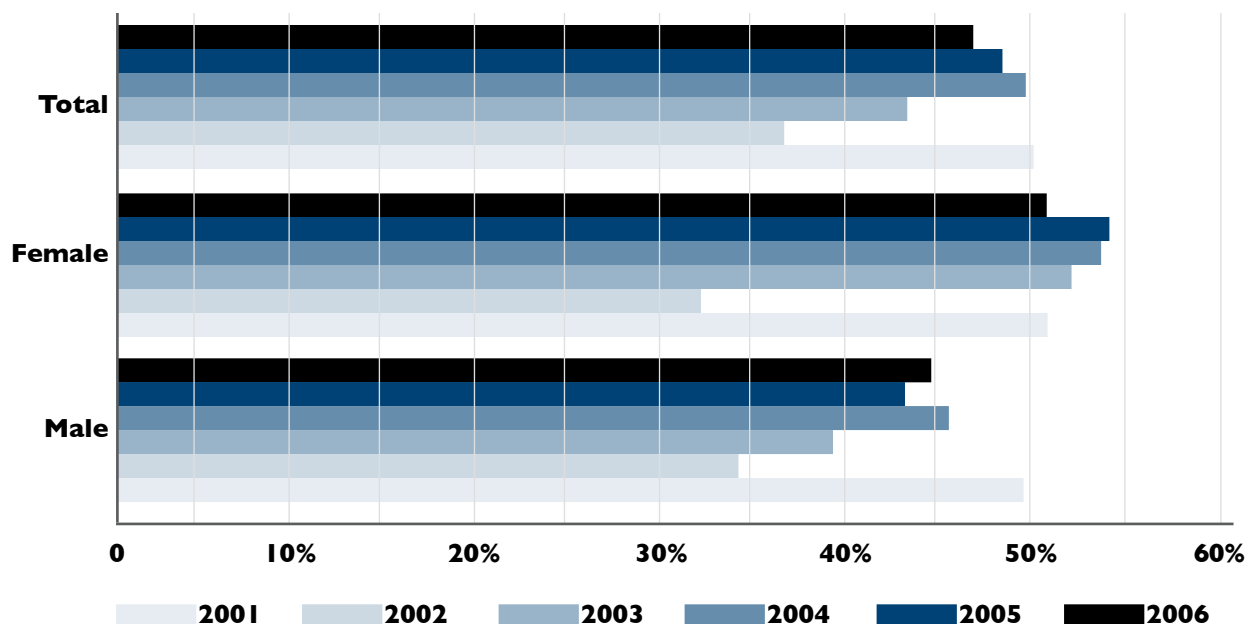
- Volunteering rates across Michigan ranged from high levels in central Michigan (61.8%), northern Lower Peninsula (53.8%), and southwest (50.3%), to lower rates in the southeast (43.3%) and Upper Peninsula (38.7%).

TRUST IN MICHIGAN'S NONPROFITS

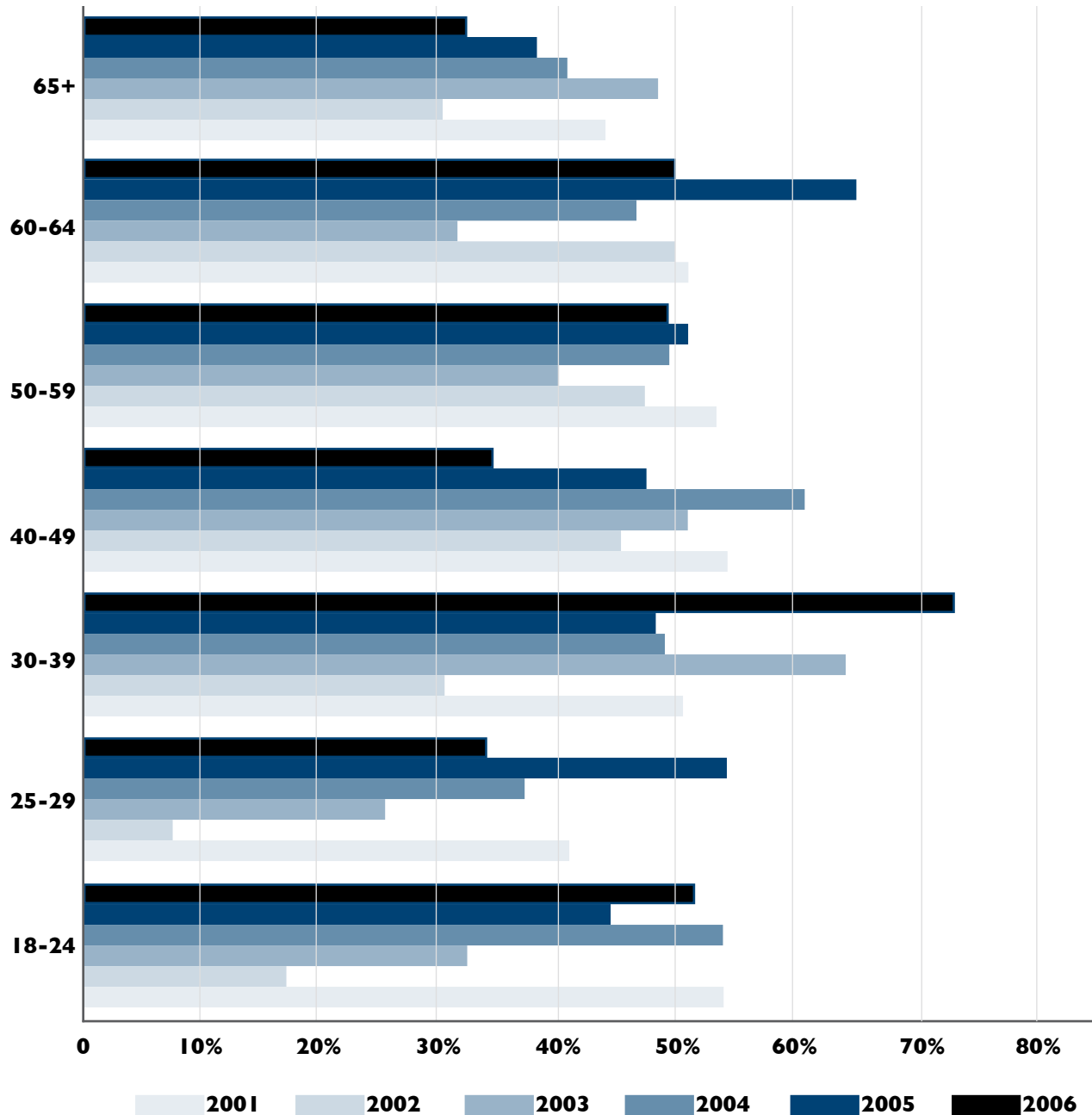
Public perceptions are an important element of community trust for the charities that provide services. The survey asked a series of questions in order to understand how Michigan residents feel about their charitable organizations. Overall, the sector in Michigan is strongly supported and trusted, with charitable organizations seen as an important factor in individual well-being.

- Almost four out of five Michigan residents agree that charitable organizations are honest and ethical. Sentiment ranged from strongly agree (22.4%) and somewhat agree (56.8%) to somewhat disagree (16.0%) or strongly disagree (4.7%).
- The need for charities today compared to the past is strongly felt, with almost 88% of respondents agreeing strongly (46.6%) or somewhat (41.1%) with this sentiment. Disagreement was noted as somewhat (10.2%) or strong (2.1%).
- Charitable organizations are widely seen as being effective, with approximately 70% of respondents agreeing strongly (23.7%) or somewhat (47.3%) that charities are more effective today than five years ago. Almost a quarter somewhat disagreed (23.2%) with the statement and 5.8% strongly disagreed.

VOLUNTEERING, 2001-2006



VOLUNTEERING BY AGE, 2001-2006



Charities are also seen as important to community quality of life, with 87% of Michigan respondents agreeing strongly (40.9%) or somewhat (46.4%) that charities improve their communities, while there was some disagreement (10.0%) or strong disagreement (2.7%).

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



The Council of Michigan Foundations (CMF) is a 501(c)(3) nonprofit membership association of nearly 400 grantmaking organizations working together to strengthen, promote and increase philanthropy in Michigan.

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Michigan Nonprofit Association

The Michigan Nonprofit Association (MNA) increases the capacity of Michigan's nonprofits to serve, strengthen and transform communities.

Phone: 517/492-2400

Website: www.mnaonline.org