

Maine Survey on Nonprofit Organizations & Charitable Giving Prepared by Market Decisions, May 2010



Key Findings

- The majority (56%) reported they or someone they know has been affected by or used services of a nonprofit organization.
- When asked to name a foundation, only one in five (20%) could identify a local or national foundation that awarded grants to nonprofit organizations.
- Two-thirds or more say nonprofit organizations in Maine are:
 - More effective than government in their use of funds (67%)
 - Effectively provide quality services (86%)
 - Are more important now that spending by government has been reduced (84%)
- Almost all (99%) believe that nonprofit organizations are important to Maine, with 74% saying they are very important.
- 81% reported they had donated money/property or time to some nonprofit organization in the past 12 months.
 - 30% donated money or property only
 - 3% donated time only
 - 48% donated both money/property and time
- On average, those who donated money or property gave \$2,047 in the last 12 months.
- On average, those who donated time gave 154 hours in the last 12 months.
- On average, those who donated gave to about 6 different organizations.
- The type of nonprofit organizations respondents were most likely to donate to where those focused on providing basic necessities to those in need.
- The type of nonprofit organizations respondents were least likely to donate to where those focused on arts and culture.
- Compared to past donations, 39% said they increased their charitable giving this year while 23% said they decreased giving this year.
- 29% expect to increase their charitable giving this year while 11% expect their giving to decrease.
- The most important motivation for charitable giving was a belief that those with more should help those with less.