



Maine  
Philanthropy  
Center



# Philanthropic Giving in Maine

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# MARKET DECISIONS

RESEARCH • INSIGHT • STRATEGY

# Methodology

- **Telephone Survey**
  - 401 randomly selected Maine residents
  - February 1, 2010 to February 22, 2010
  - Response Rate: 26%
  
- **Data are weighted to reflect the population of Maine with respect to age, gender, and area of residence.**

# Survey

- **Knowledge & Awareness**
- **Attitudes & Beliefs about Nonprofits**
- **Philanthropic Giving**
- **Motivations for Giving**
- **Demographics**

# Survey

- **Knowledge & Awareness**

- **When you think of nonprofits, what organizations come to mind?**
- **What types of services do nonprofits provide?**
- **Where do nonprofits receive most funding?**
- **Have you ever benefitted from the work of a nonprofit?**

# Survey

- **Attitudes & Beliefs about Nonprofits**
  - Are nonprofits more effective in their use of funds than government?
  - Should nonprofits be involved in politics?
  - Do nonprofits spend too much on fundraising? Salaries?
  - Should nonprofits be run more like for profit businesses?
  - Do nonprofits provide effective services? Do they have an impact?
  - How important are nonprofits to Maine?

# Survey

- **Philanthropic Giving**
  - **In the past 12 months have you donated any time, money or property to a nonprofit organization focused on...?**
    - **Helping people in need of basic necessities**
    - **Health care or medical research**
    - **Education**
    - **Arts & Culture**
    - **Environmental issues or protecting animals**
    - **Youth & Family services**
    - **Religious purposes or spiritual development**
  - **How much they donated and the direction their giving has taken in the past and will take in the future.**

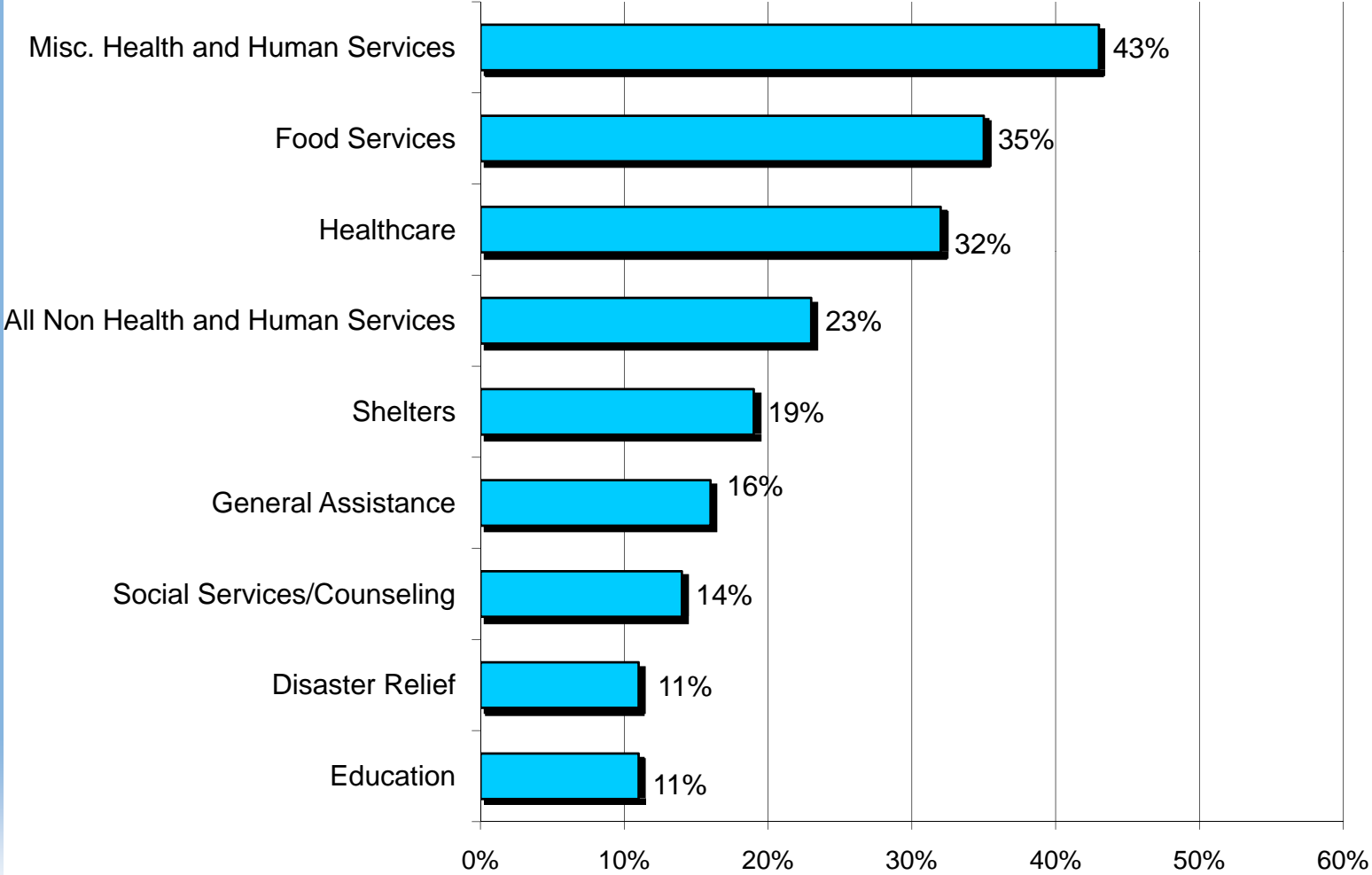
# Survey

## ■ Motivations for Giving

- **How important is ... in your decision to donate to a nonprofit?**
  - Nonprofits help people help themselves.
  - Nonprofits provide for the needy.
  - Nonprofits provide services government doesn't.
  - I want to make Maine a better place to live.
  - When I needed help others helped me.
  - Those who have more should help those with less.
  - Allows me to decide where my money goes rather than let government decide (taxes).
  - Makes life meaningful and important.
  - Religious or spiritual beliefs.
  - My friends/family are givers so I do too.

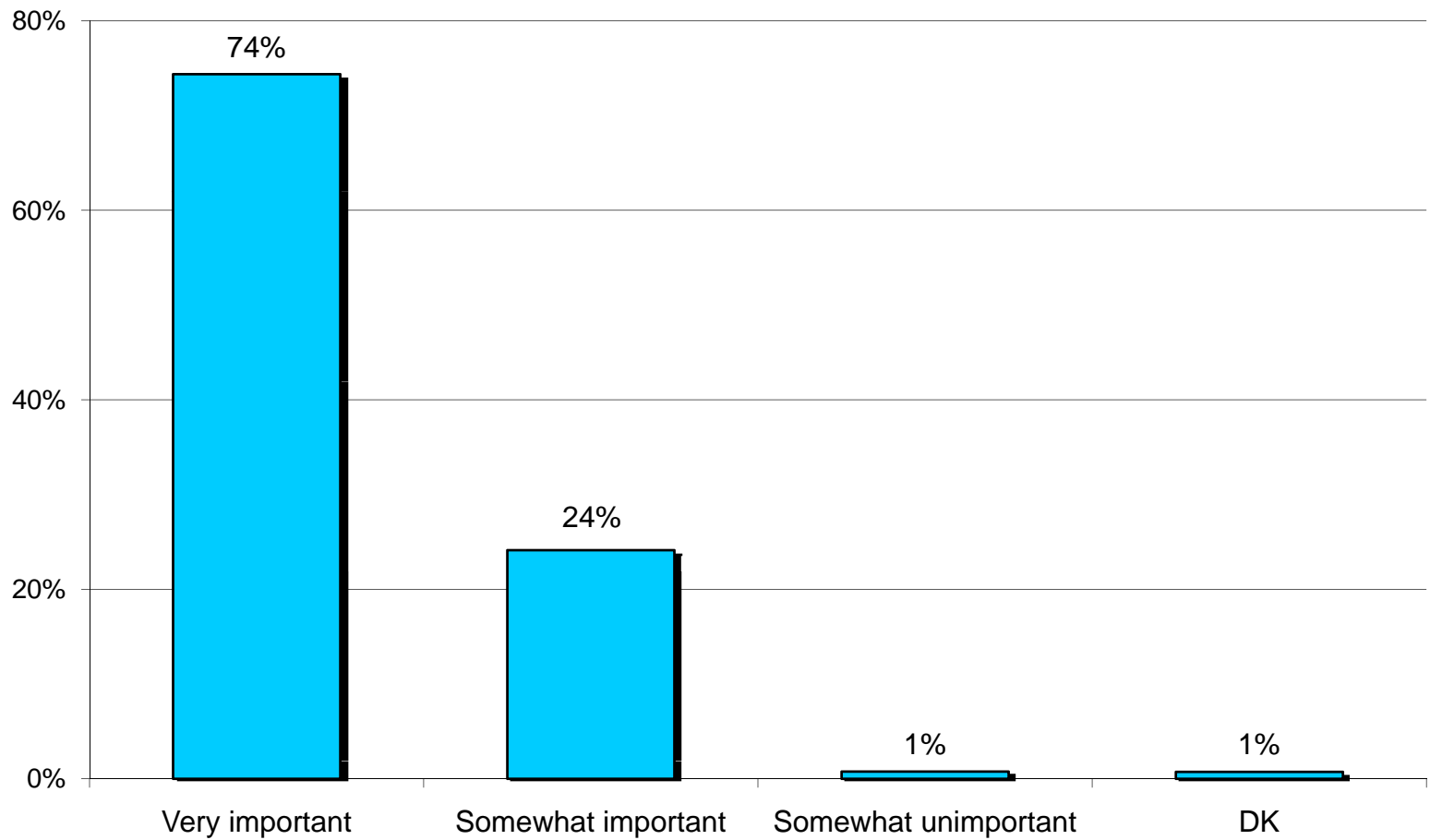
# Giving in Maine

**What types of services can you think of that are provided by nonprofit organizations?**



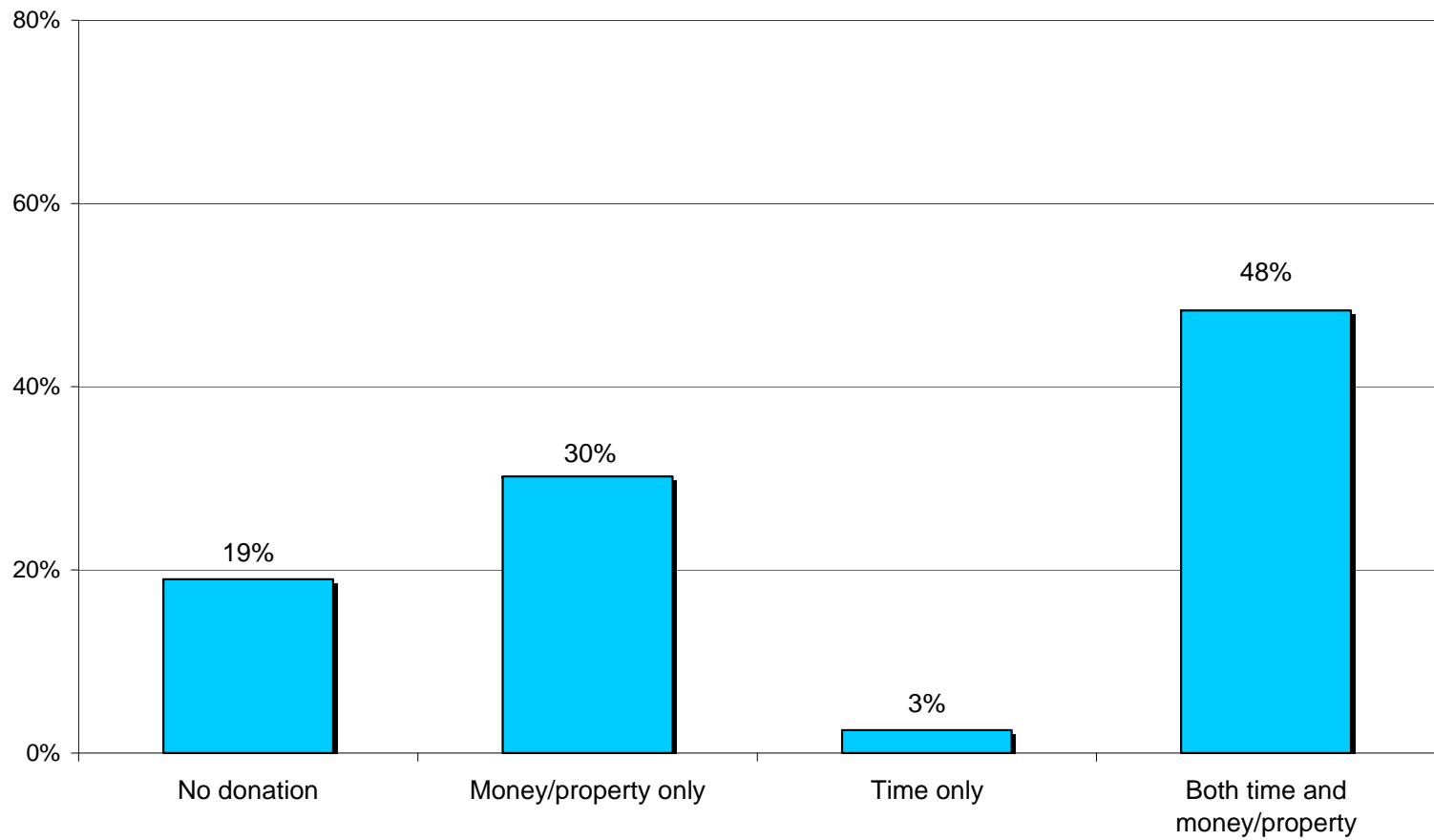
**Almost all (98%) believe that nonprofit organizations are important to Maine.**

How important would you say nonprofits are to Maine?



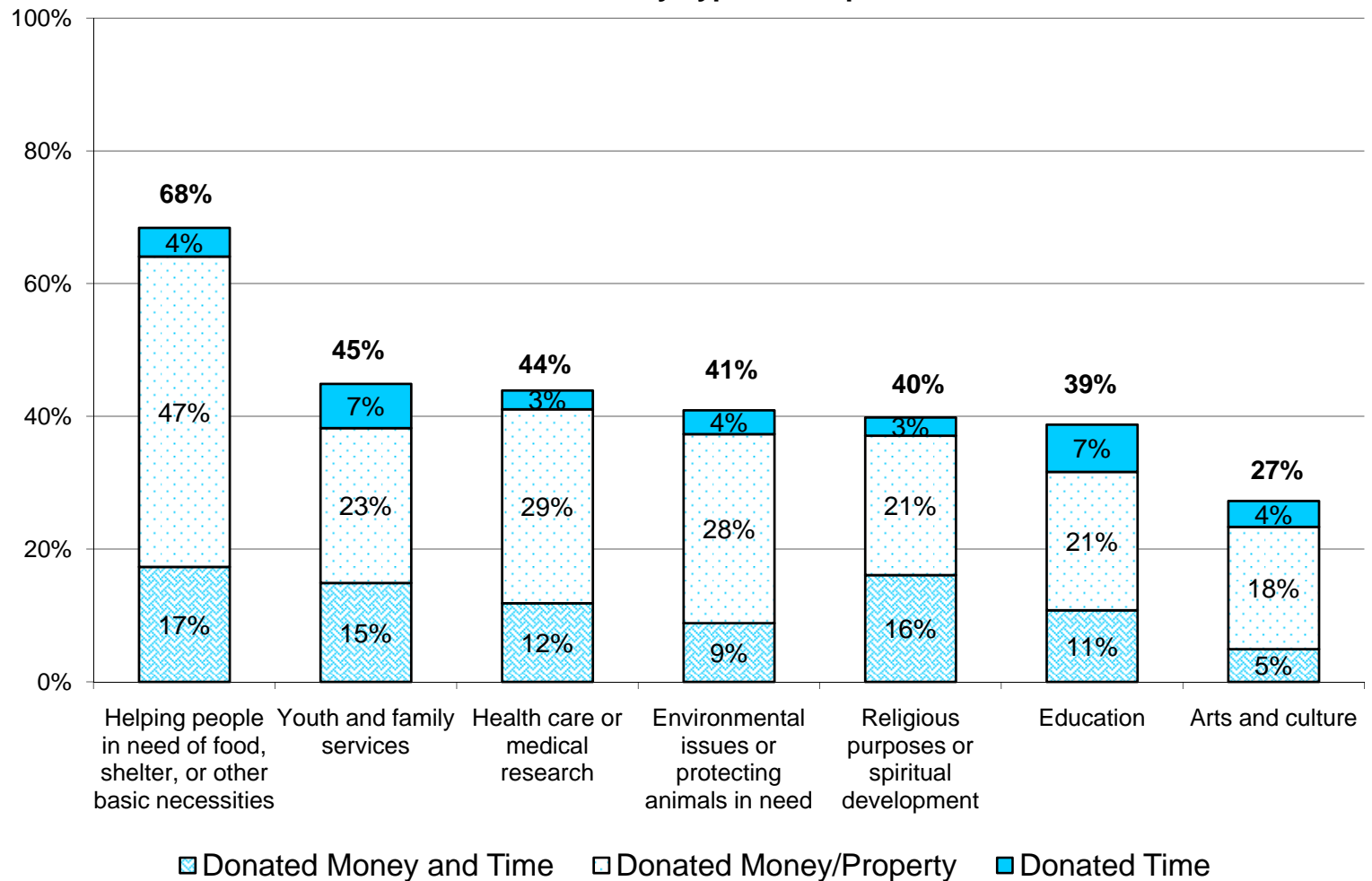
**81% of Mainers donated money, property, or time to a nonprofit organization sometime in the previous 12 months.**

In the past 12 months, have you donated your time, money or other property to any nonprofit organizations?



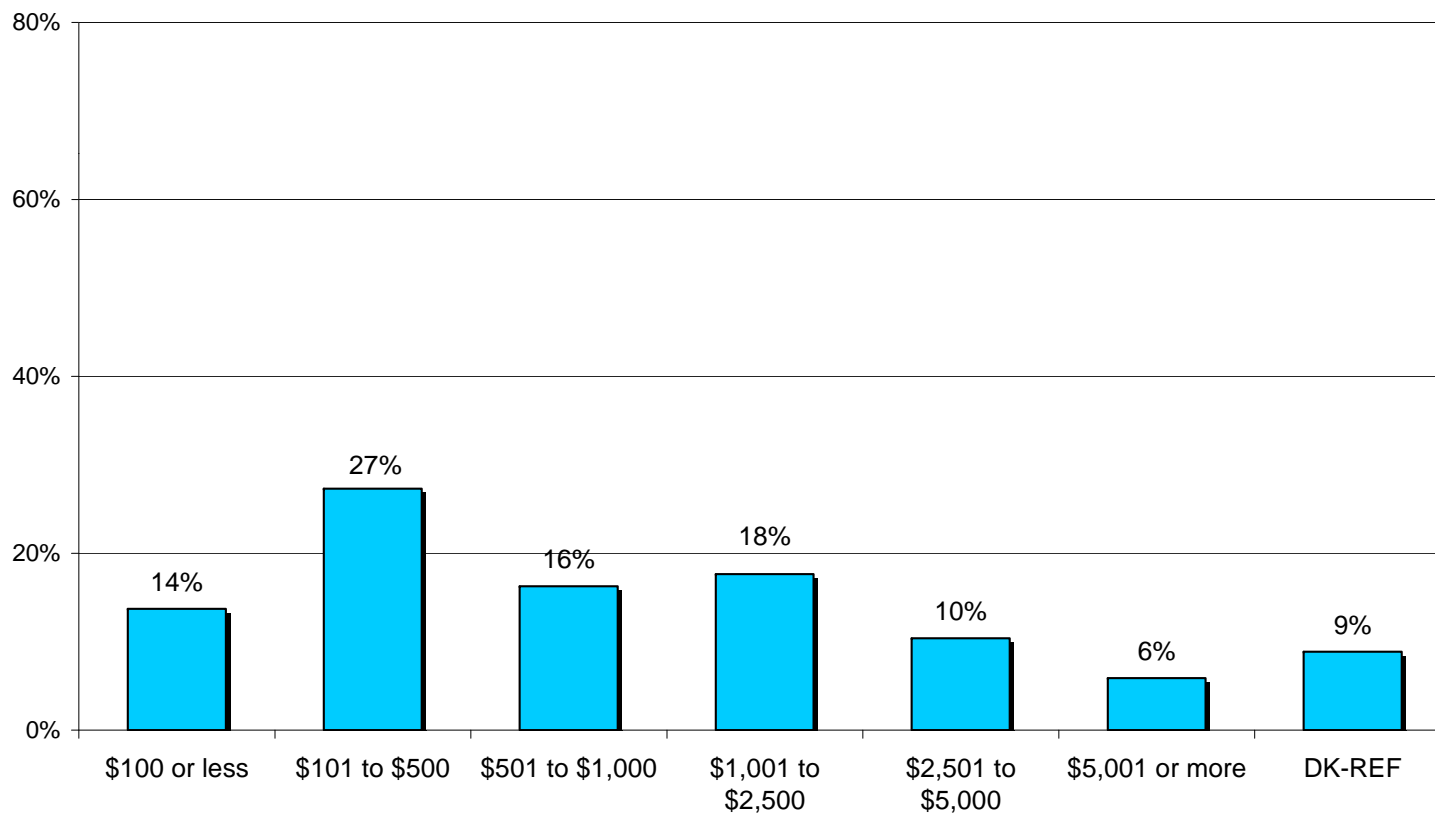
**About two in every three donors (68%) gave to organizations focused on helping those in need with shelter, food, and other necessities.**

**Donation by Type of Nonprofit**



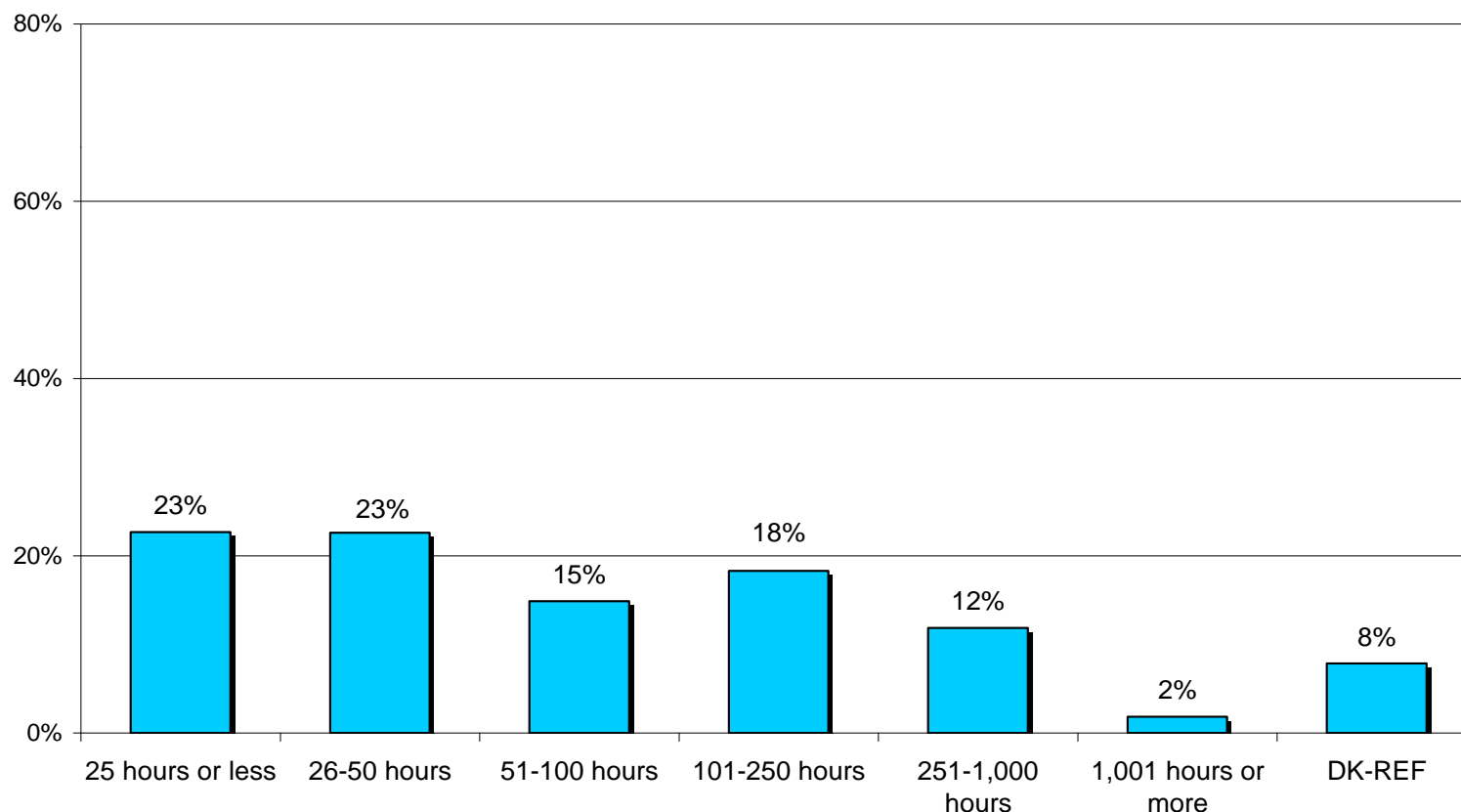
**Half (50%) of those who donated money or property to a nonprofit organization in the previous 12 months gave more than \$500.**

Approximately, how much did you donate in total to nonprofit organizations in the previous 12 months?  
(% among those who donated money or property)



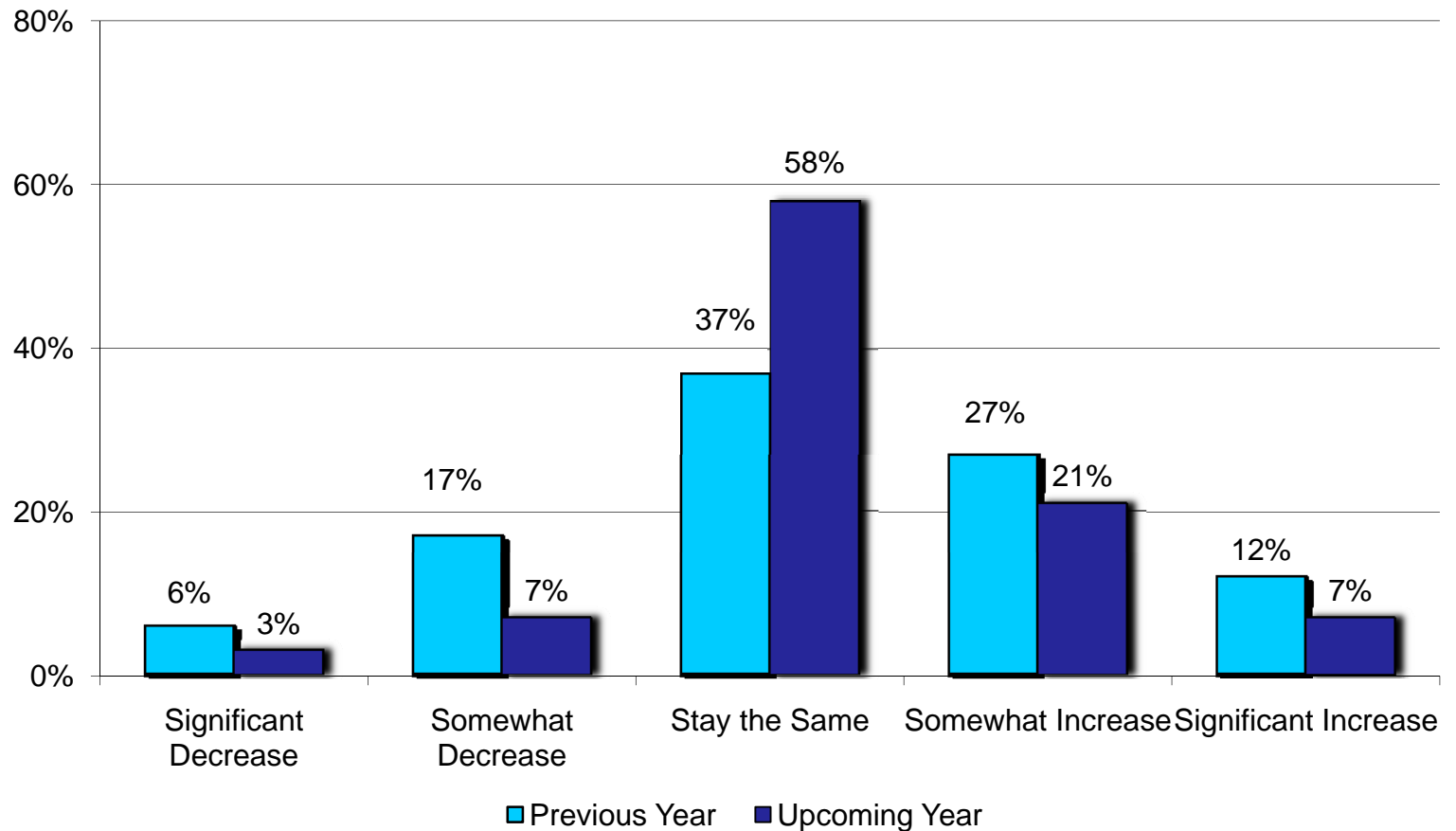
**Almost half (47%) of those who donated time to a nonprofit organization in the previous 12 months gave more than 50 hours of time.**

Approximately, how much time did you donate in to nonprofit organizations in the previous 12 months?  
(% among those who donated time)

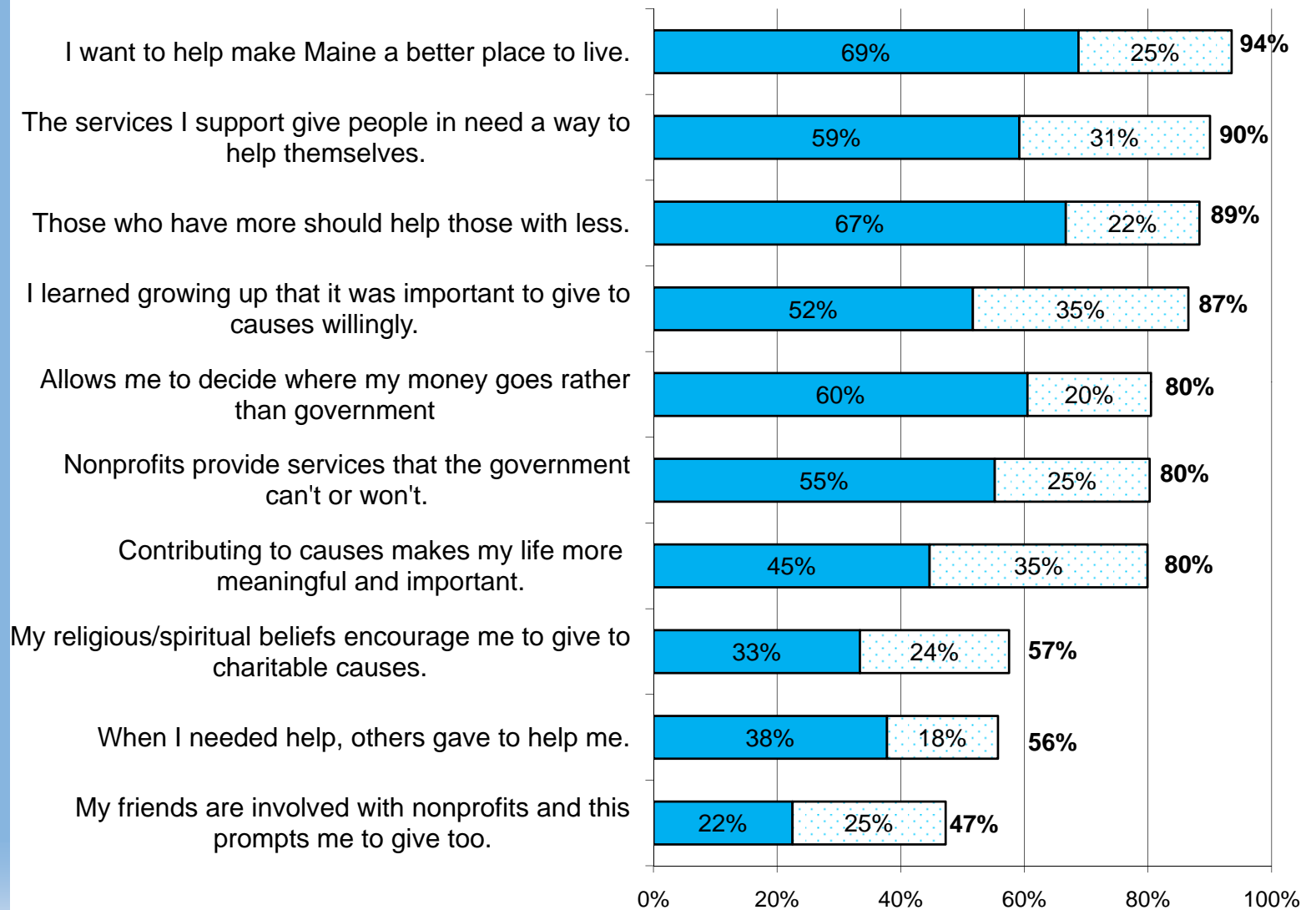


**Over a third (39%) reported their donations increased over last year and the majority (58%) expect their donations to remain the same this year.**

**Changes in donations from previous years and expected change in the upcoming year?**



## Motivations to Donate



■ Very Important □ Somewhat Important

## What to think about this information.

- Non-profits are important, Mainers say so and 81% give.
- Giving defines our community - 39% of Mainers gave more this past year!
- Human Services are top-of-mind. Most often Mainers give to Human Service NPs ( 61% of the time) and think of NP as Human Services.
- Altruism sells! It is the most important reason to give.

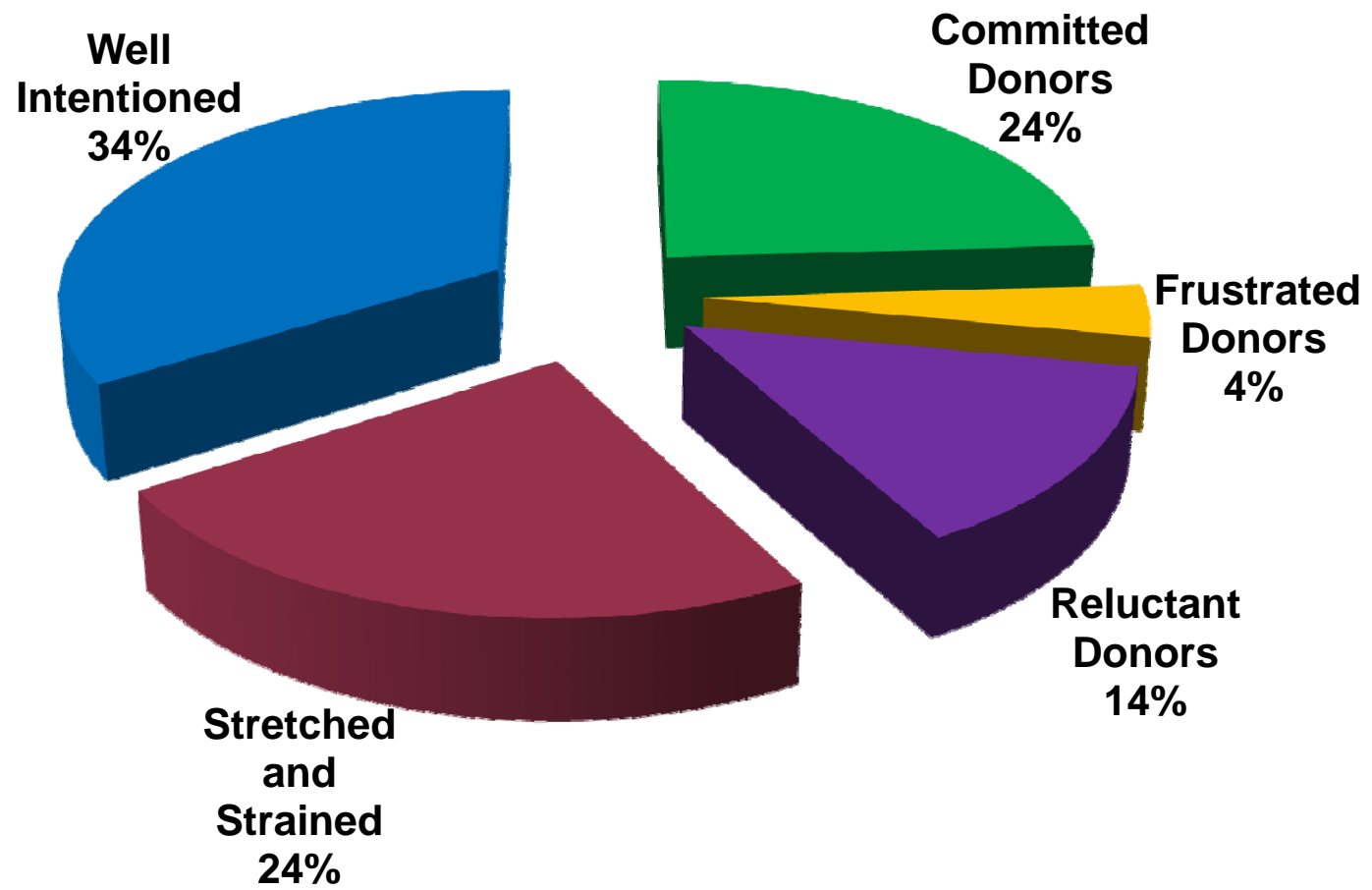
# Profiles of Charitable Mainers

# Methodology

- Cluster Analysis
  - Statistical technique that groups respondents based on responses to a series of questions.
  - The technique aims to produce groups which maximize within group similarities and between group differences.
  - Produces **relatively** homogenous groups.
  - Clustered on survey items:
    - Attitudes towards the financial efficiency, effectiveness, and importance of nonprofit organizations
    - Donations made to different types of nonprofits
    - Motivations for donating money and time

Five groups of givers were found.

### Profiles of Charitable Mainers



# Committed Donors

(24% of population)

- Very positive view of nonprofit organizations
- All donated something in the past year
- Heavy donors
- Motivated by everything
- More likely to have been affected by a nonprofit in some way
- Slightly more women than men / married
- Slightly higher incomes and education

# Frustrated Donors

(4% of population)

- Somewhat negative view of nonprofit organizations
- All donated something in the past year
- Relatively heavy donors
- Motivated by...
  - Helping those with less
  - Making Maine a better place to live
  - Helping people help themselves
  - A belief that nonprofits provide services government can't or won't
- Slightly more men than women / married / less likely to have children
- Higher incomes and education
- Generally consider themselves independent or Democrat

# Reluctant Donors

(14% of population)

- Negative view of nonprofit organizations
- Almost all donated something in the past year
- Relatively Heavy donors
- Motivated by...
  - Being able to decide where their money goes rather than pay taxes and let the government decide
  - Helping those with less
  - Helping people help themselves
  - Making Maine a better place to live
- More likely to be married
- Higher incomes and education
- Generally consider themselves Independent or Republican

# Stretched and Strained

(24% of population)

- Generally positive but weak view of nonprofit organizations
- 73% donated something in the past year
- Light donors
- Motivated by...
  - Making Maine a better place to live
  - Being able to decide where their money goes rather than pay taxes and let the government decide
- More likely to be married and have children
- lower incomes and education
- Generally consider themselves independent or Democrat
- Less likely to be regular voters

# Well Intentioned

(34% of population)

- Positive view of nonprofit organizations
- 64% donated something in the past year
- Light donors
- Motivated by everything
- Younger and less likely to have children
- lower incomes and education
- Less likely to be regular voters

# What does the segmentation tell us?

- 1) Groups think of the value of non profits, needs and giving in different ways.
- 2) Two groups, including most of the population, are not likely to become major donors ( Well Intentioned -24%, Strained & Stretched – 34%).
- 3) One major donor group, Committed Donors is already very receptive to non – profits and NP messages.

# What does the segmentation tell us?

- A large and important donor group, Reluctant Donors (14%), can best be reached by a more business like approach
  - Stress efficient management of organization
  - Stress quantifiable results
- The final small but important group, Frustrated Donors ( 4%), can be reached with the same approach as the Reluctant Donors.

# Take Away Messages

- Individual giving highly motivated by need & making Maine a better place
- Implications for messaging
- Perceived sources of charitable contributions
- Limited understanding of foundations

# Thank you



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