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**THE 1996/97 JEWISH POPULATION STUDY
OF GREATER PHILADELPHIA**

Special Report No. 4

**JEWISH PHILANTHROPY:
PATTERNS OF GIVING TO CHARITABLE CAUSES
IN GREATER PHILADELPHIA**

by

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April, 1998

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The Committee wishes to acknowledge the efforts made by an earlier committee which worked on the research conceptualization and proposal review process, including: Steve Sussman, *Chair*; Dr. Ram Cnaan, Dr. Carol Gantman, Dr. Rela Geffen, Dr. Allen Glicksman, Sanford Mozes, Nathan Relles, Miriam Schneirov and Wendy Wolfe.

The Federation also wishes to recognize the contributions of numerous other volunteers and communal professionals who helped design and develop the study, as well as the officers and trustees of the Jewish Federation of Greater Philadelphia (JFGP) for their invaluable support. Most importantly, we thank the 1,437 respondents who provided the information which now gives us a thorough and accurate picture of the Jewish Community of the five county Greater Philadelphia area.

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Greater Philadelphia Jewish Population Study, 1996/97

STUDY AREA IN A REGIONAL CONTEXT



PENNSYLVANIA

NEW YORK

LONG ISLAND

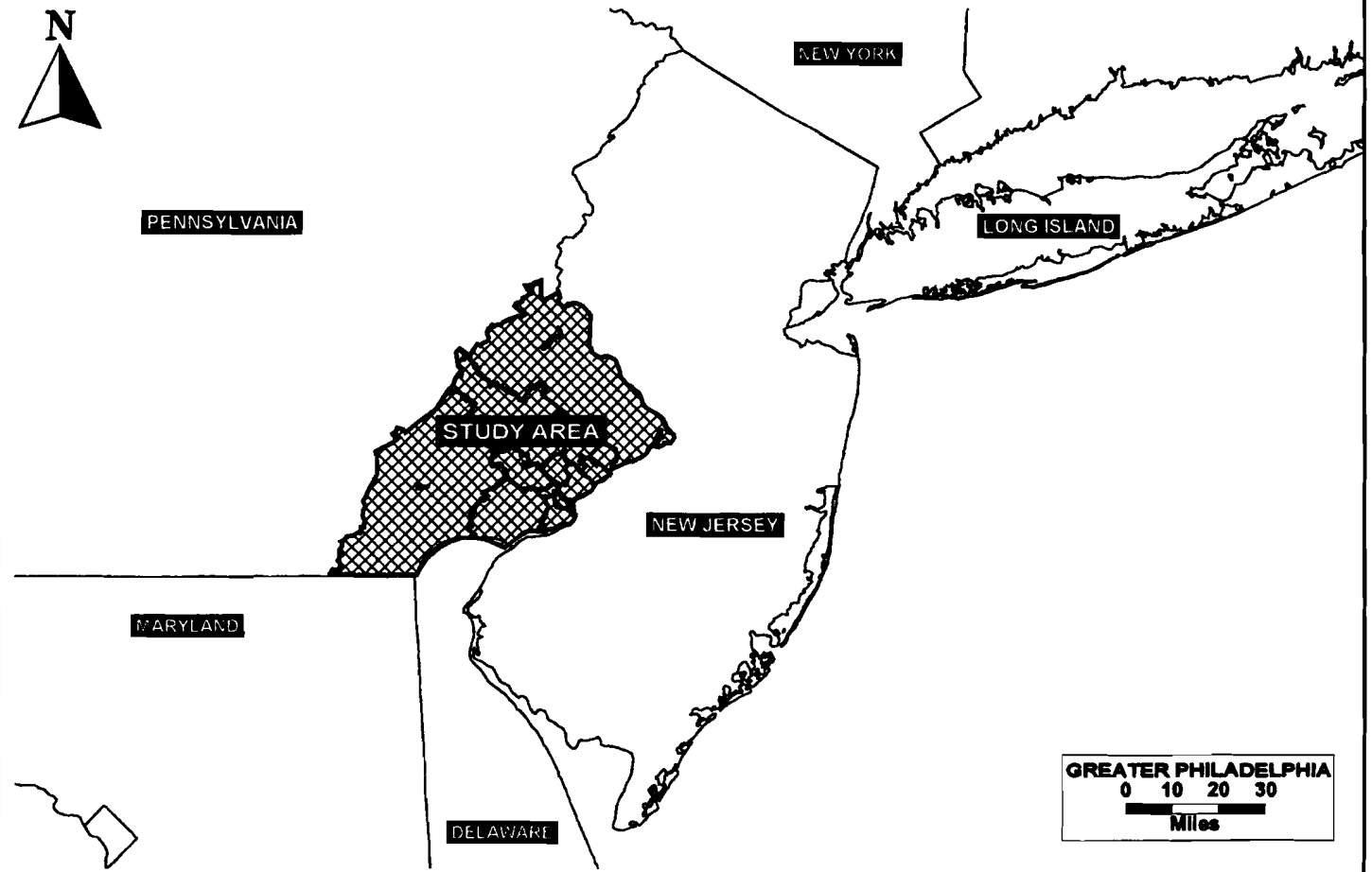
STUDY AREA

NEW JERSEY

MARYLAND

DELAWARE

GREATER PHILADELPHIA
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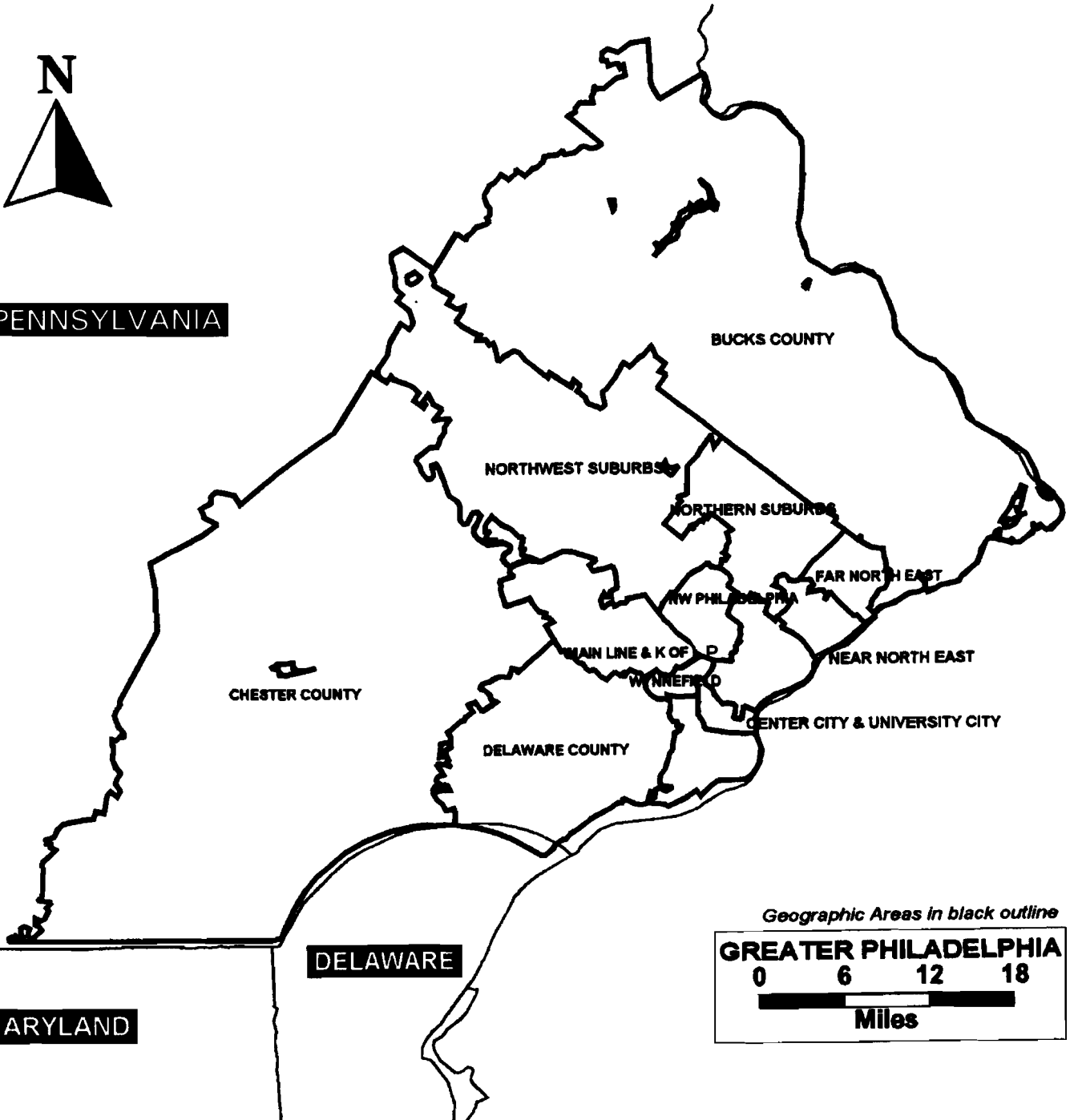


Greater Philadelphia Jewish Population Study, 1996/97

GEOGRAPHIC STUDY AREAS



PENNSYLVANIA



Geographic Areas in black outline



DELAWARE

MARYLAND

PREFACE

The 1996/97 Greater Philadelphia Jewish Population Study was commissioned by the Jewish Federation of Greater Philadelphia. The Study collected information from Jewish households and individuals in the 5-county Philadelphia Area to help Federation and other Jewish communal institutions and organizations plan for the future. The Philadelphia Area includes: the City of Philadelphia, Bucks County, Chester County, Delaware County, and Montgomery County.

The Study was under the direction of the Population Study Committee chaired by Alan Molod, and staffed by Lynda Paz y Mino. The prime contractor for the study is Ukeles Associates Inc. (UAI), New York, N.Y. All project decisions were made jointly between UAI and the Federation's Population Study Committee.

A total of 1,437 randomly selected respondents were interviewed via a computer assisted telephone interviewing [CATI] system by ICR Survey Research Group of Media, Pennsylvania from September 1996 through February 1997. Sampling design, population estimation, and weighting decisions were jointly developed by UAI and by Marketing Systems Group/Genesys of Fort Washington.¹ The 1996/97 data are compared throughout the reports to the last major survey of the region, conducted in 1984.

The study also included seven focus groups (55 people), conducted by UAI between May 4 and May 14, 1997. Two focus groups were drawn from survey respondents who had answered "cannot make ends meet" or "just managing to make ends meet". Focus group findings included in this report are not statistically significant. They are included to add a "human voice" to the quantitative, survey-based information.

This report, Special Report #4: *Jewish Philanthropy: Patterns of Giving to Charitable Causes in Greater Philadelphia* is one of the four special topic reports completed as part of the study, in addition to the *Summary Report: The 1996/97 Jewish Population Study of Greater Philadelphia*. Each topic report incorporates findings from the survey and the focus groups. Special topic reports have also been prepared on *Geography and Mobility: The Changing Landscape of the Philadelphia Area Jewish Community*; *Economic Vulnerability: Jews At Risk*; and *Believing, Behaving, Belonging: Jewish Identity and Affiliation in Greater Philadelphia*.

¹A total of 738 interviews were completed in Philadelphia, 379 in Montgomery County, 174 in Bucks County, 97 in Delaware County, and 49 in Chester County. While these numbers essentially reflect the rank order of Jewish households in the five county area, all data presented in the reports reflect weighted numbers designed to project the results to the estimated 100,000 households in Greater Philadelphia. Technical details are discussed in a *Technical Report on Research Methods*. In general, for the entire Philadelphia area, survey data are accurate within a +/- 5% range.

Acknowledgments

The authors would like to thank the staff at Brandeis University Maurice and Marilyn Cohen Center for Modern Jewish Studies/Institute for Community and Religion, and especially Meryle Weinstein, Minna Wolf, Diane Tobin and Kathy Candito for their invaluable assistance in producing this report.

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Executive Summary

Contribution to a Charitable Cause

Eighty-three percent of the households in the Philadelphia Area report making a contribution to charity over the past 12 months. This is similar to the New York Area [82% in 1991], and somewhat lower than was found in Philadelphia in 1984 [88%]. Among people who give, over half report total charitable giving of under \$250, while 30% report giving more than \$500 a year to all causes combined.

Giving to the Three Philanthropic Sectors

In general, households were more likely to report giving to non-Jewish causes than to other Jewish causes or Federation. Nearly three-quarters report giving to non-Jewish causes, while almost half report giving to Federation or other Jewish causes.

Comparative Philanthropic Behavior

This pattern -- more people give to causes that are not specifically Jewish than to Jewish causes, or to Federation -- parallels the findings in the New York Area study as well as the studies of Philadelphia's neighbors -- the State of Delaware and Southern New Jersey. Philadelphia is unusual in that a larger percentage give to Federation than to other Jewish causes.

Gross Philanthropic Product [GPP] and Market Share

A rough estimate of the "GPP" of the Jewish community of Philadelphia -- the estimated total amount given to all charitable causes -- developed from survey data is about \$72,000,000. An estimate of the "market share" of the three sectors shows that non-Jewish causes have the largest share of the philanthropic "market" [41%]; Federation has the second largest [32%], and other Jewish causes the smallest share [27%].

Levels of Giving

Among those who do make charitable contributions, giving levels are relatively low in all philanthropic sectors, but especially in the Federation sector. Only nine percent of those who gave to Federation in the last 12 months report having given over \$500 a year. At least 15% report giving \$500 or more to other Jewish or non-Jewish causes.

Giving: Age and Household Structure

Younger donors are much less likely to give to Federation or to other Jewish causes than to causes that are not Jewish. For those 18 to 34, 21% give to Federation, 31% to other Jewish causes, and 66% contribute to causes that are not Jewish. The percentage of those giving to Federation increases with age, from a low of 21% of 18-34 year olds to over 60% of those 65 and over.

Giving and Income

Almost 15% of respondents report earning over \$100,000 in the past 12 months. Households with incomes over \$100,000 are more likely to give to non-Jewish causes [92%] than to either the Federation [64%] or other Jewish causes [61%]. Among those earning less than \$100,000 annually, 61% give to non-Jewish causes, 43% give to Federation, and 39% give to other Jewish causes.

Giving and Geographic Area

Households in the City of Philadelphia are least likely of all households to give to non-Jewish causes [62%] and are also least likely to give to other Jewish causes [38%].

A higher proportion of Montgomery County households give to Federation than do other Area households [62%].

Giving and Length of Residence

Almost three-quarters of the people surveyed were born in the Greater Philadelphia Area or have lived there for more than 20 years. Among this group, almost half are age 40 or older.

Those who were born in the area and those who have lived in the area for more than 20 years are more likely than “recent” arrivals to make charitable contributions. More than 50% report giving to Federation, more than 45% to other Jewish causes, and more than 76% to non-Jewish causes.

Those who have lived in the area the shortest length of time are least likely to be charitable donors. Only 17% of those who have lived in the area under 10 years contributed to Federation during the past year; 27% contributed to other Jewish causes; and 50% gave to non-Jewish causes.

Giving and Religious Movement

Conservative and Reconstructionist household are most likely to report having given to Federation [65% and 60%, respectively] and to other Jewish causes [58% and 55%]. In comparison, less than half of Reform, Orthodox and Traditional households contributed to Federation or to other Jewish causes in the past year.

Households that identify with no specific Jewish denomination are least likely of all groups to contribute to Jewish philanthropic sectors. Less than one-quarter of these households contributed to Federation or other Jewish causes.

Giving and Jewish Affiliation

Eighty-two percent of the households that belong to both synagogues and other Jewish organizations [including the JCC] report giving to Federation in the past year and 87% give to other Jewish causes. Of households who are not affiliated with a synagogue or any other Jewish

organization, only 28% contributed to the Federation during the past year and 19% contributed to another Jewish cause.

Giving and Intermarriage

Intermarried couples are least likely of all married households to give to Federation. Sixty-one percent of inmarried couples, 40% of conversionary couples, and 25% of intermarried couples report giving to Federation in the past 12 months. Twenty-one percent of intermarried couples, compared to 12% inmarried and 9% of conversionary couples give over \$500 to non-Jewish causes.

Motivation for Giving and Attitudes about Giving to any Cause

Among donors who contributed at least \$250 to any of the three philanthropic sectors, the factors cited as important by almost all donors include: “the purpose and philosophy of an organization,” “knowing the charity helps people in need” and “giving to a cause that personally touches you.”

Motivation for Giving to Jewish Causes

“Social services for the Jewish elderly,” “the Jewish value of social justice and concern for the poor,” and “combating anti-Semitism,” are very important in the decision to contribute to Jewish charity for 60% to 62% of all donors. Between 49% and 55% of all donors think it is very important to give to these causes because of “the Jewish tradition of tzedakah,” “helping young people connect to their Jewish heritage,” and to “support the people of Israel.”

Eight out of ten donors age 65 and over say that tzedakah is a very important consideration in their giving to Jewish causes. In contrast, only 38% of donors between the ages of 25 and 49 think that tzedakah is very important as a reason to give.

Importance of Being Involved in an Organization

A surprisingly large proportion of donors giving \$250 or more to any of the three philanthropic sectors say that being involved in an organization is not important in their decision to contribute to that organization -- only 22% of donors report that it is very important in their decision to give to an organization.

Giving is Habitual

Eighty-two percent of donors giving at least \$250 to any philanthropic sector say that they typically make annual donations to the same charity, while 8% typically give to different charities each year, 5% give to different charities though there are some charities they give to every year, and 5% say they do not have a pattern of giving.

CONCLUSIONS: POLICY IMPLICATIONS

(1) Younger donors, especially those under 35, are more likely to give to causes that are not specifically Jewish than to or other Jewish causes. Of this group, only 21% contribute to Federation, while almost two-thirds contribute to non-Jewish causes.

- Federation needs to systematically and aggressively target younger donors.
- When 85% of donors over 65 identify “tzedakah” as a core value in their philanthropic behavior compared with only 38% of donors under 40, it is obvious that the organized Jewish community needs to find new ways to engage younger donors.
- Connecting younger donors with their Jewish identity is an important step in increasing donations to Federation among this group.
- Expanding leadership development programming may be the best vehicle for accomplishing this, building on successfully innovative models being developed in other communities.

(2) Substantial donors sectors undercontribute to Federation.

- Federation needs to aggressively pursue affluent philanthropic donors. Less than half of those with incomes over \$100,000 contribute to Federation, and of those who do contribute, less than 5% contribute over \$500.
- Federation needs to more effectively target donors who do not contribute to any Jewish cause. Donations to non-Jewish causes are Federation’s most significant competition. The cause for donating to Jewish organizations, particularly Federation, needs to be presented clearly and effectively.
- Federation needs to develop better campaigns to reach outlying areas. Only 26% of Chester County and 46% of Bucks County Jewish households contribute to Federation.
- Federation needs to develop campaigns that address the concerns and interests of newcomers to the area. Less than 20% of respondents who have lived in the area less than ten years contribute to Federation.
- Federation needs to highlight the importance of giving to a federated charity. Donors who contribute at least \$250 prefer giving to specific programs or causes rather than a federated charity.

INTRODUCTION

Philanthropic giving has become a major issue within the Jewish community. This study was designed to provide a profile of the Greater Philadelphia area Jewish community--its demographic characteristics and its philanthropic involvement in Jewish and non-Jewish causes. The information collected is needed by the Jewish Federation of Greater Philadelphia for the development of a long-range fundraising campaign to expand its base of contributors.

Two types of information are presented in this report. First, a basic profile of the Jewish population was examined. This includes age distribution, gender breakdown, marital status, denominational affiliation and county of residence.

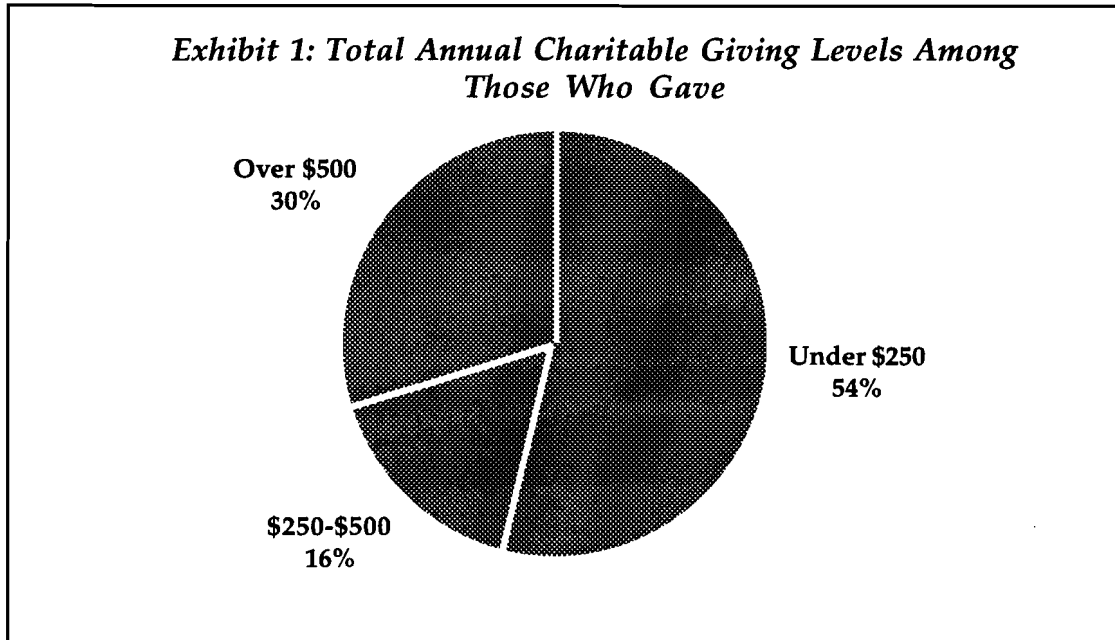
Second, information was collected on attitudes and behaviors in philanthropic giving to Federation, other Jewish organizations, and non-Jewish organizations. Volunteerism and organizational membership were also studied.

How to Read This Report

The N is reported only when the sample size is very small. The N represents the number of actual cases and usually varies from total number of people who completed the survey for two reasons. First, the specific question may have only been asked of a sub-population (i.e. people who contributed to Federation), or second, a respondent may have refused to answer the question or answered "don't know".

PATTERNS OF GIVING

Sixteen percent of households in the Greater Philadelphia Area did not report making any contribution to charity over the past 12 months. Among people who give, over half report total charitable giving of under \$250, while 30% report total giving of more than \$500 a year. Only 16% report total giving between \$250 and \$500. (See Exhibit 1)



Giving to the 3 Philanthropic Sectors

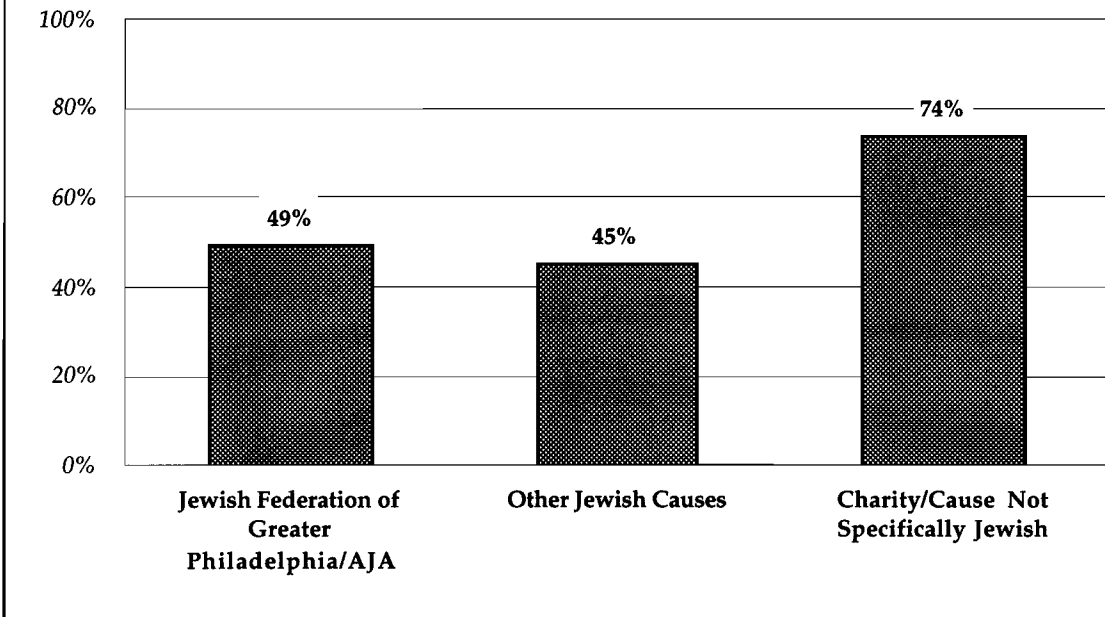
For the purpose of this study, we have defined three philanthropic “sectors”:

1. Federation
2. Other Jewish causes
3. Causes that are not specifically Jewish (non-Jewish causes)

In general, households were more likely to report giving to non-Jewish causes than to Federation or other Jewish causes. Nearly three-quarters report giving to non-Jewish causes, while almost half report giving to Federation or other Jewish causes.¹ (See Exhibit 2)

¹ As in virtually all community studies, more households report a gift to Federation than actually make one. Last year, Federation, received a donation from 31,692 households. If people reported accurately, we would expect to find over 44,000 households making gifts. There are three reasons for this discrepancy: respondents very often do not remember which year they made their gift; they may be confusing a gift to another Jewish agency (e.g., JCC) with a gift to Federation; and/or they may be “revising history,” by reporting what they would have like to have done, rather than what they actually did. This overreporting phenomenon is most likely to effect those reporting gifts of under \$100 to Federation.

Exhibit 2: Percent of Jewish Households Giving to Three Philanthropic Sectors



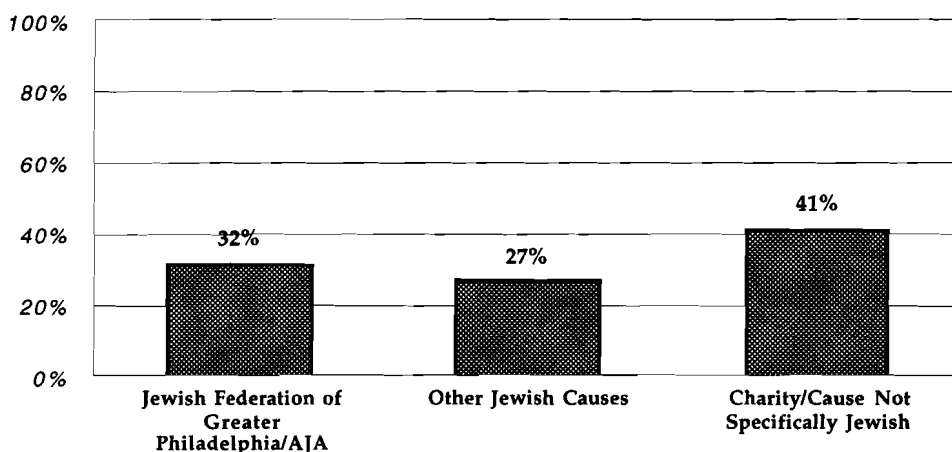
“Gross Philanthropic Product” and Market Shares

The proportion of people reporting gifts to each of the three sectors is an incomplete measure of relative market share because it leaves out the amount that is donated. Thus, for example, if the average gift to non-Jewish causes is lower than the average reported gift to Federation, Federation’s share of the “GPP” - gross philanthropic product of the Jewish community in the Greater Philadelphia Area - could be higher than it appears based simply on the percentage of households reporting a donation.

A rough estimate of market share was developed from survey data.² It shows that the three sectors are much more evenly distributed than would appear based on the number of households who give. Non-Jewish causes have the largest share of the philanthropic “market” (41%); Federation has the second largest (32%), and other Jewish causes the smallest share (27%). (See Exhibit 3)

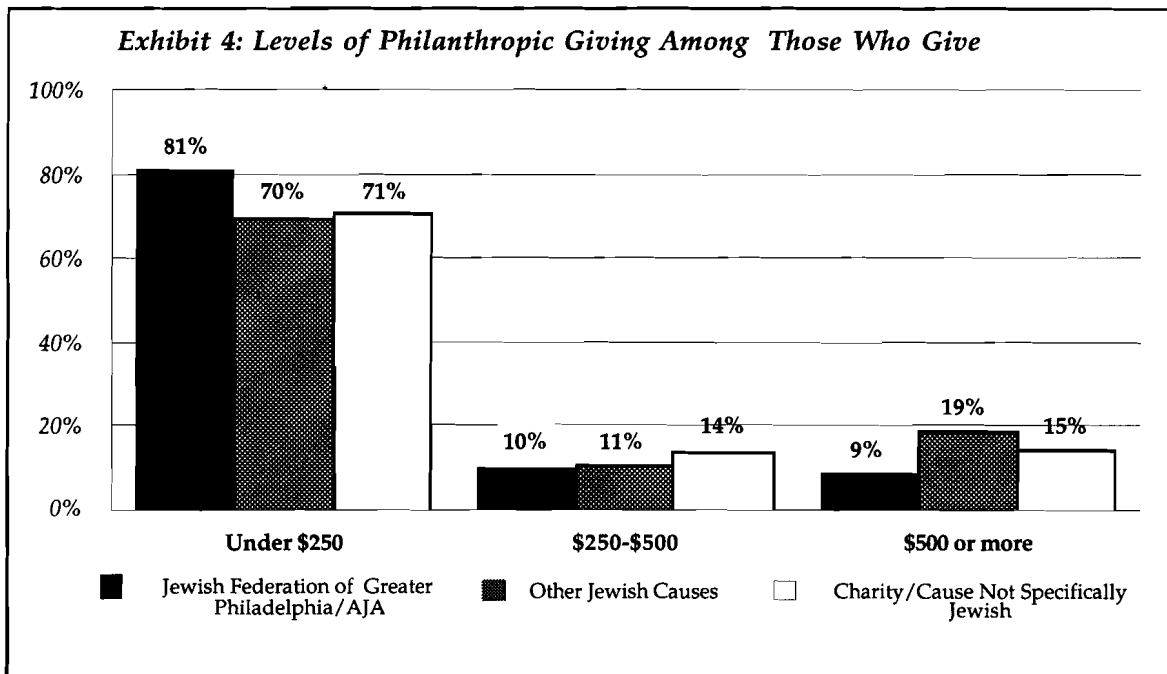
² The estimate of market share was calculated by multiplying the midpoint of each giving category by the number of people who gave in that category. The total amount of contributions was added together, and percentages of giving to Federation, other Jewish causes and non-Jewish causes were computed.

Exhibit 3: Gross Philanthropic Market Share



Among those who do make charitable contributions, giving levels are relatively low in all philanthropic sectors, but especially in the Federation sector.

Over 90% of those who gave to Federation in the last 12 months report giving less than \$500 a year while only 9% contributed over \$500. However, while those who contributed over \$500 to Federation account for a small proportion of the number of people who donate, they account for 79% of the dollar amount contributed to Federation. Over 80% of those contributing to other Jewish or non-Jewish causes gave less than \$500 while at least 15% report having given \$500 or more to other Jewish or non-Jewish causes. (See Exhibit 4)



Who Are the Givers?

Jewish donors within the Greater Philadelphia Area are a sector of the community that can be defined as the Jewish philanthropic community. Developing a more effective marketing strategy requires a better understanding of how this population relates to each of the three philanthropic sectors discussed above. It is thus useful to divide the community into the following groups:

Group 1: Federation Core Donors

Those donors who give more than \$500 to Federation. This sector represents only 4% of the total population surveyed. All core donors give to at least two of the three sectors, though over 90% give to all three sectors. Three out of five core donors give over \$500 to Jewish causes and half give over \$500 to non-Jewish causes.

Among Federation core donors, top priorities include: synagogues (35%); miscellaneous Jewish causes (24%); health and medical causes (16%); Jewish schools (15%); United Way (13%); universities and non-Jewish schools (13%).

Group 2: Federation Donors

Those donors who give under \$500 to Federation. This sector represents 40% of the total population surveyed. Slightly over half give to all three sectors, and one-quarter give only to Federation and non-Jewish causes. The majority of those who give to other causes, Jewish and non-Jewish, give under \$500 to those sectors.

Among Federation donors, charitable priorities include: health and medical causes (34%); United Way (15%), synagogues (11%); and universities or non-Jewish schools (10%).

Group 3: Donors to other Jewish Causes

Those donors who report giving nothing to Federation but who give to other Jewish causes. This sector represents 11% of the total population surveyed. Over 80% also give to non-Jewish causes. Most of this group give less than \$500 to both Jewish and non-Jewish causes.

Among donors to other Jewish causes, charitable priorities include: United Way (18%); Catholic or Christian charities (16%); other Jewish organizations (14%); and civil liberty organizations and synagogues (8% each).

Group 4: Donors to non-Jewish causes only

Those donors who give to non-Jewish causes only. This sector represents 19% of the total population surveyed. Eighty-six percent of these givers contribute less than \$500 to non-Jewish causes.

Among donors to non-Jewish causes only, charitable priorities include: health and medical causes (23%); Salvation Army (20%); United Way (16%); and AIDS and Catholic or Christian charities (8% each).

Group 5: Non-Donors

Those who report giving nothing to charitable causes in the past 12 months. This sector represents 18% of the total population surveyed.

Eight percent of all households could not be categorized into any of these sectors due to missing information. Most of these households gave to at least one of the philanthropic sectors.

PATTERNS OF GIVING AND DEMOGRAPHIC BACKGROUND

Age and Household Structure

Federation is losing market share to “competition” —Jewish and non-sectarian charities—that are more effectively reaching Federation’s donors and non-donors, especially younger people.

Of those who contribute to charities, in all age groups, more give to causes that are not Jewish than to Federation or other Jewish causes, but younger donors are much less likely to give to Federation or other Jewish causes than to causes that are not Jewish. Older donors are more likely to contribute evenly to all the groups.

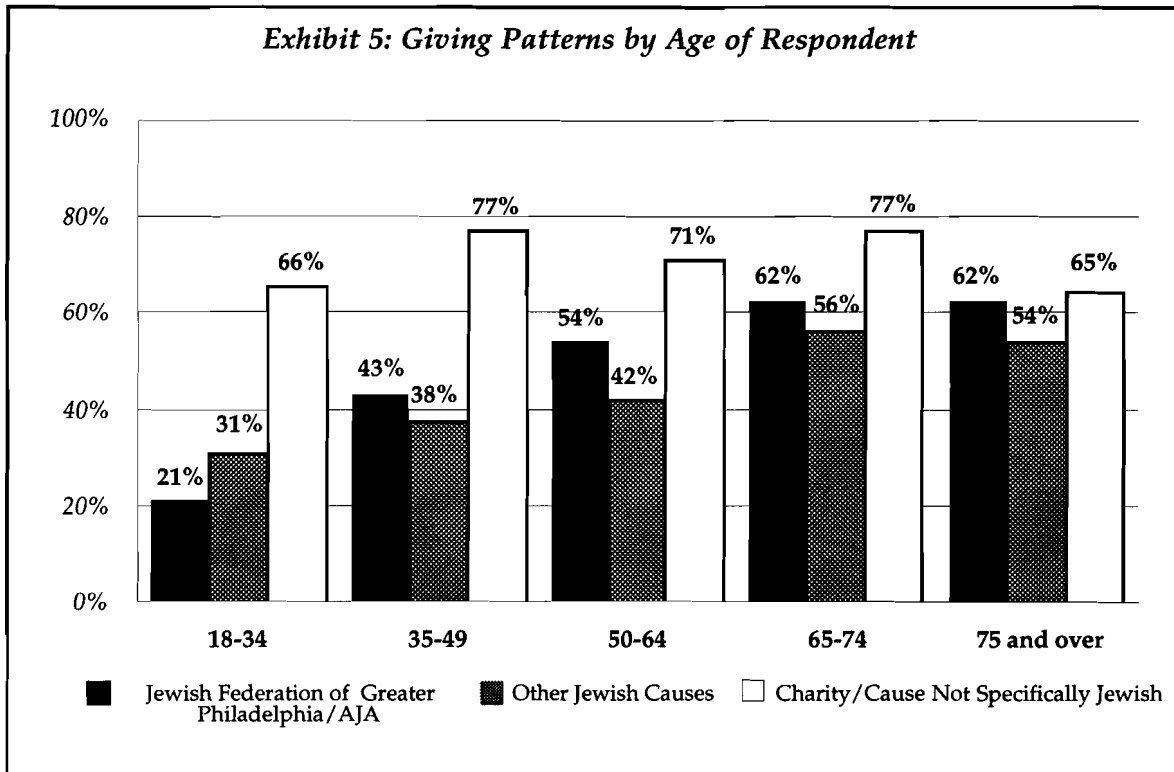
For those 18 to 34, 21% gave to Federation and 31% to other Jewish causes, while 66% contribute to non-Jewish causes. For those between 35 and 49, 43% contribute to Federation, 39% to other Jewish causes, and 78% to non-Jewish causes. Among those between 50 and 64, 54% give to Federation, 43% give to Jewish causes, and 71% give to non-Jewish causes. Among those 65 and over, 65% give to Federation, 55% to other Jewish causes, and 71% to non-Jewish causes.

The percentage of those giving to Federation increases with age, from a low of 21% of 18-34 year olds to 62% of those 65 and over. However, less than 5% of all age groups report giving more than \$500 to Federation, while between 3% and 10% give more than \$500 to other Jewish causes and between 5% and 17% to non-Jewish causes.

Persons under 35 and between the ages of 55 and 64 are most likely of all age cohorts to give nothing to all charitable causes (27% and 31%, respectively).

Younger individuals who give at least \$250 to one philanthropic sector during the past 12 months are most likely to agree or strongly agree that “My parents were more likely to give to Federation than I am.” Twenty seven percent of donors under 35 say they strongly agree with this statement compared to 13% of those 50-64 and 1% of those age 65-74. (See Exhibit 5)

Exhibit 5: Giving Patterns by Age of Respondent



Among those who did not give to Federation, adults between the ages of 50 and 74 are more likely to have been asked to give than seniors 75 and over and adults under 50.

Income

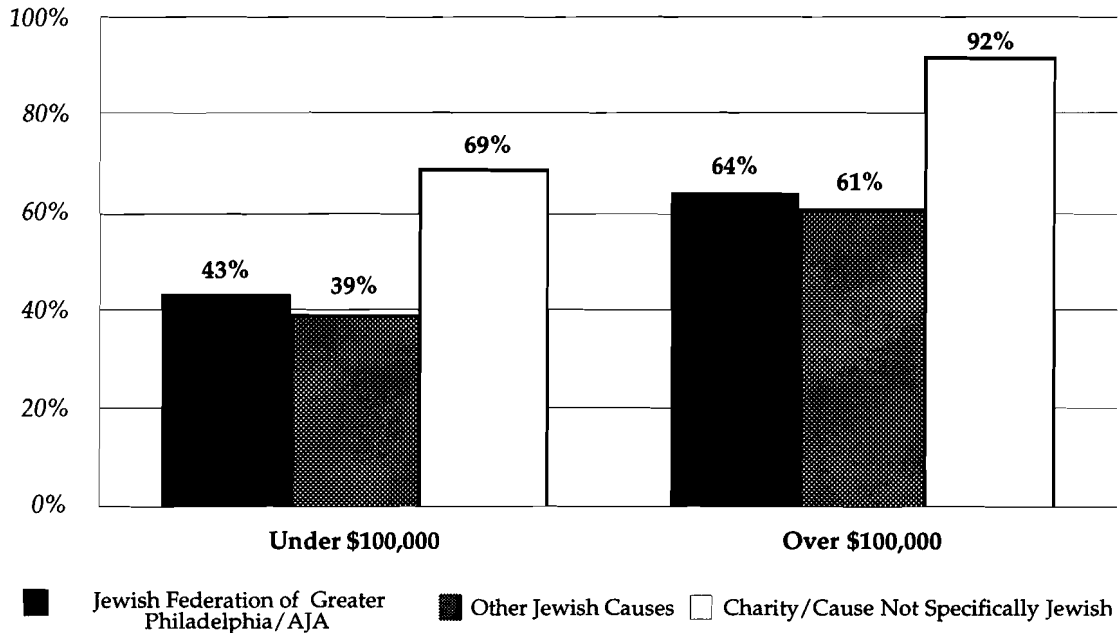
Federation is missing a high proportion of the more affluent donors.

Almost 15% of respondents report earning over \$100,000 in the past 12 months.³ Among this group 36% did not report giving to Federation, 38% did not give to other Jewish causes and 8% did not give to non-Jewish causes. Among those earning less than \$100,000, 57% did not give to Federation, 61% did not give to other Jewish causes, and 31% did not give to non-Jewish causes.

Households with incomes over \$100,000 are much more likely to give to non-Jewish causes than to either Federation or other Jewish causes (92% v. 64% and 61%, respectively). Similarly, households with incomes under \$100,000 are also more likely to give to non-Jewish causes than to Federation or other Jewish causes (69% v. 43% and 39%, respectively). (See Exhibit 6)

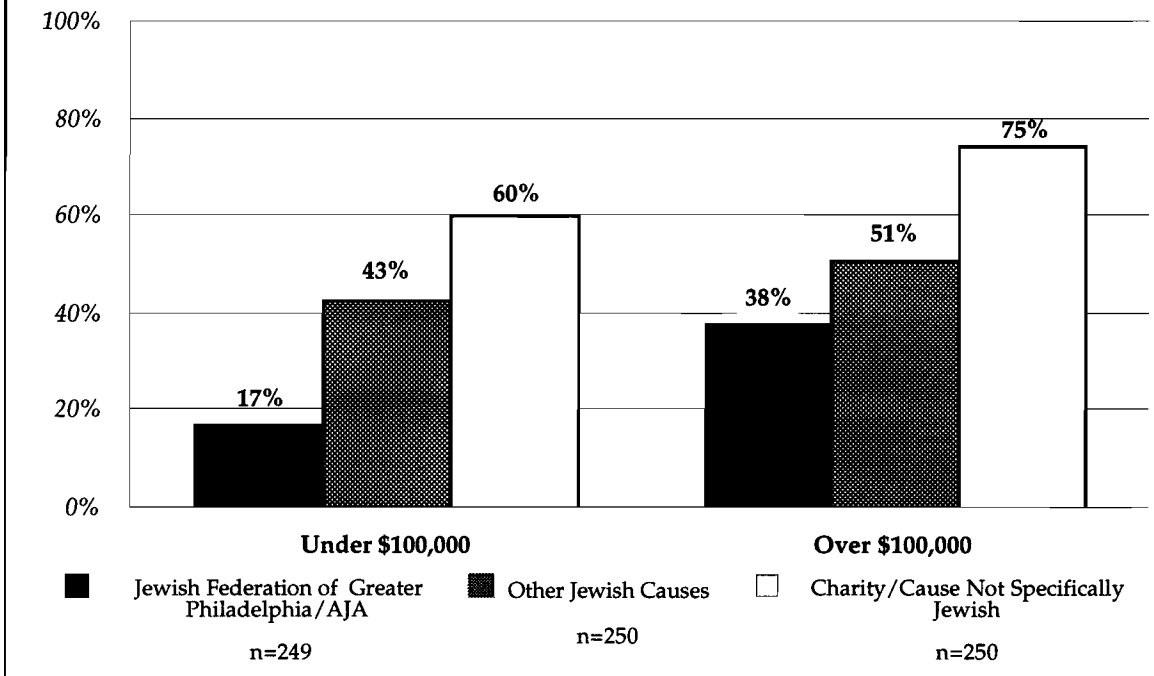
³ Income data is not available for 27% of the sample based on the question “Please tell me what your household income was before taxes.” Respondents who refused to answer were asked whether their income was over or under \$100,000. The percentages in this section are based on both income variables.

Exhibit 6: Giving Patterns of Donors by Income



Among the higher income group, 38% report donating more than \$500 to Federation, 51% to other Jewish causes, and 75% to non-Jewish causes. Among those earning less than \$100,000 and who donate more than \$500, 17% give to Federation, 43% to other Jewish causes, and 60% to non-Jewish causes. (See Exhibit 7)

Exhibit 7: Giving Patterns of Donors of \$500 or More by Income



Among donors younger than 40 who earn more than \$100,000, 57% report giving to Federation, 56% to other Jewish causes, and 85% to non-Jewish causes. Among donors 40 or older, 66% give to Federation, 64% to other Jewish causes, and 94% to non-Jewish causes.

Among those who did not contribute to Federation, 71% of those with incomes over \$100,000 and 92% of those with incomes under \$100,000 say they had not been contacted to contribute.

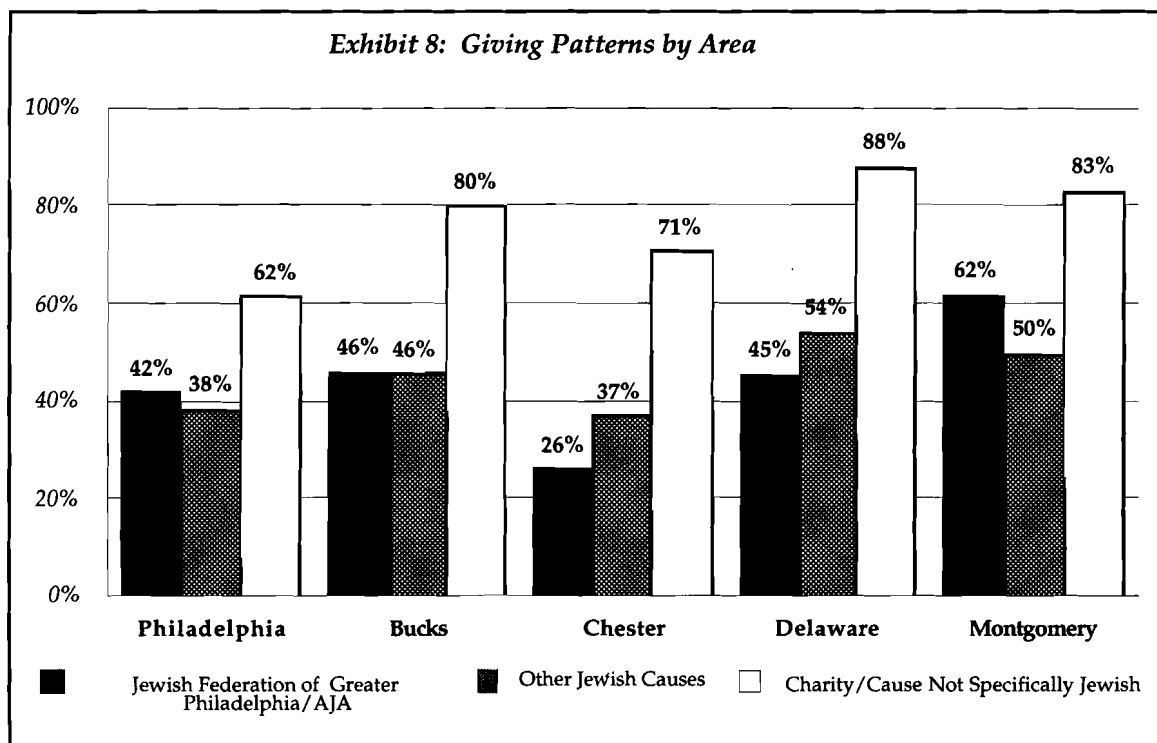
Region

The Federation is weak outside of Montgomery County.

Higher proportions of Montgomery County households give to Federation than do any other area households. Sixty-three percent of Montgomery County households give to Federation, including 9% who are core givers. Chester County households are least likely to give any money to Federation (26%).

Thirty-six percent of those surveyed who live in Chester County earn over \$100,000, compared to 9% in Philadelphia County, 12% in Delaware County, 22% in Bucks County, and 29% in Montgomery County. Among households earning over \$100,000, 61% of those in Philadelphia County, 58% in Bucks County, 44% in Chester County, 77% in Delaware County, and 71% in Montgomery County gave to Federation.

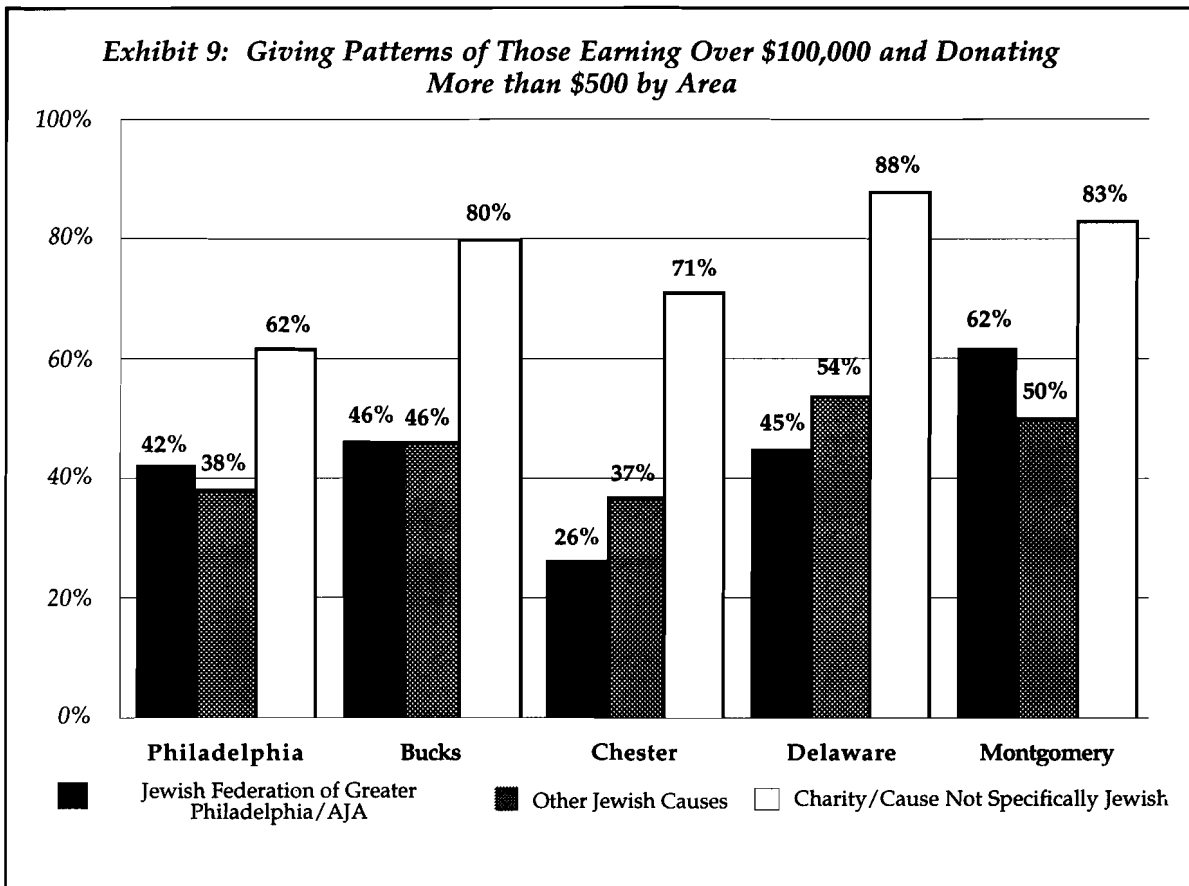
More than 80% of the households in Delaware County and Bucks County give to non-Jewish causes. Households in the City of Philadelphia are least likely of all households to give to non-Jewish causes (62%) and are also least likely (along with households in Chester County) to give to other Jewish causes (38% contributed in the past 12 months). (See Exhibit 8)



Households in Montgomery County are most likely to give over \$500 to any of the three philanthropic sectors while households in the City of Philadelphia and Bucks County are least likely to give over \$500 to any of the three sectors.

Among households earning over \$100,000, 17% of those living in Philadelphia County and 21% of those living in Montgomery County donate more than \$500 to Federation, compared to 11% in Bucks County and Chester County and 3% in Delaware County. (See Exhibit 9)

Exhibit 9: Giving Patterns of Those Earning Over \$100,000 and Donating More than \$500 by Area



Montgomery County also has a lower percentage of people younger than 40 than any of the other counties, except for the City of Philadelphia (24% v. 37%). For donors younger than 40 who earn more than \$100,000, those in Montgomery County are more likely to give over \$500 to any of the three sectors while those in Philadelphia County and Bucks County are least likely to give to any of the three sectors.

Among households that did not contribute to Federation, a large proportion has not been asked to give. Seventy-eight percent of households in Montgomery County, 89% in Bucks County, 91% in Philadelphia County, 96% in Delaware County and 97% in Chester County said they were not asked to give.

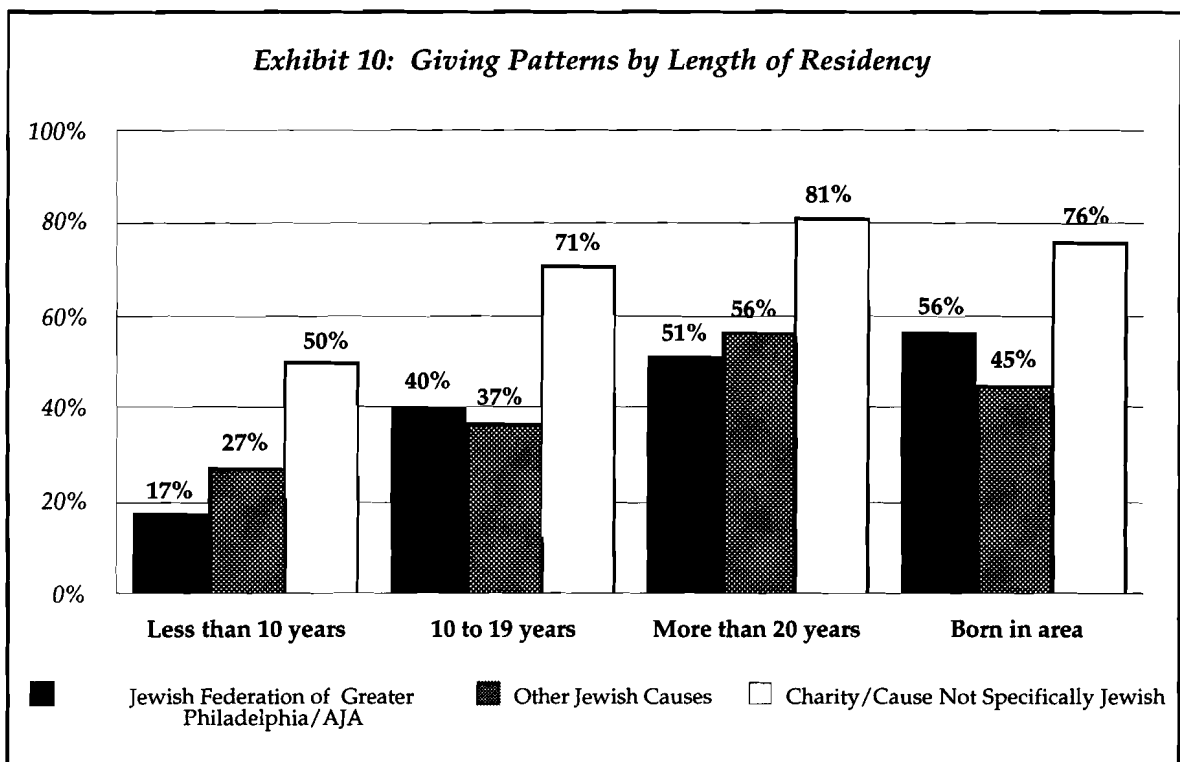
Length of Residency

The length of time spent in the Greater Philadelphia Area is directly associated with patterns of giving to charitable causes. Most recent migrants are not connected to Federation. Findings indicate that not enough is being done by Federation to reach newer members of the community, and thus these people are still not an integral part of the Federation community.

Almost three-quarters of the people surveyed were born in the Greater Philadelphia Area or have lived there for more than 20 years. Among this group, almost half are age 40 or older.

Those who were born in the area and those who have lived in the area for more than 20 years are more likely than “recent” arrivals to make charitable contributions. Among the groups who have been in the area for 20 years or more, more than 50% report giving to Federation, more than 45% to other Jewish causes, and more than 76% to non-Jewish causes.

Those who have lived in the area the shortest length of time are least likely to be charitable donors. Only 17% of those who have lived in the area under 10 years contributed to Federation during the past year; 27% contributed to other Jewish causes; and 50% gave to non-Jewish causes. (See Exhibit 10)



Households who have lived in the Greater Philadelphia Area for more than 20 years are most likely to contribute over \$500 to other Jewish causes (12%) and to non-Jewish causes (16%). Those who were born in the area are most likely to be Federation core donors.

Among households who have lived in the area less than 10 years, those in Montgomery County were more likely than other households to contribute to Federation in the past 12 months. Fewer than 20% of the newcomers in the other four counties give to Federation.

Among those living in the area less than 10 years who did not contribute to Federation, 75% of Montgomery County households had not been contacted by Federation. Additionally, more than 90% of non-contributing households in Delaware County and Bucks County had not been contacted by Federation. No “recent” arrivals in Chester County who did not contribute in the past year were contacted by Federation.

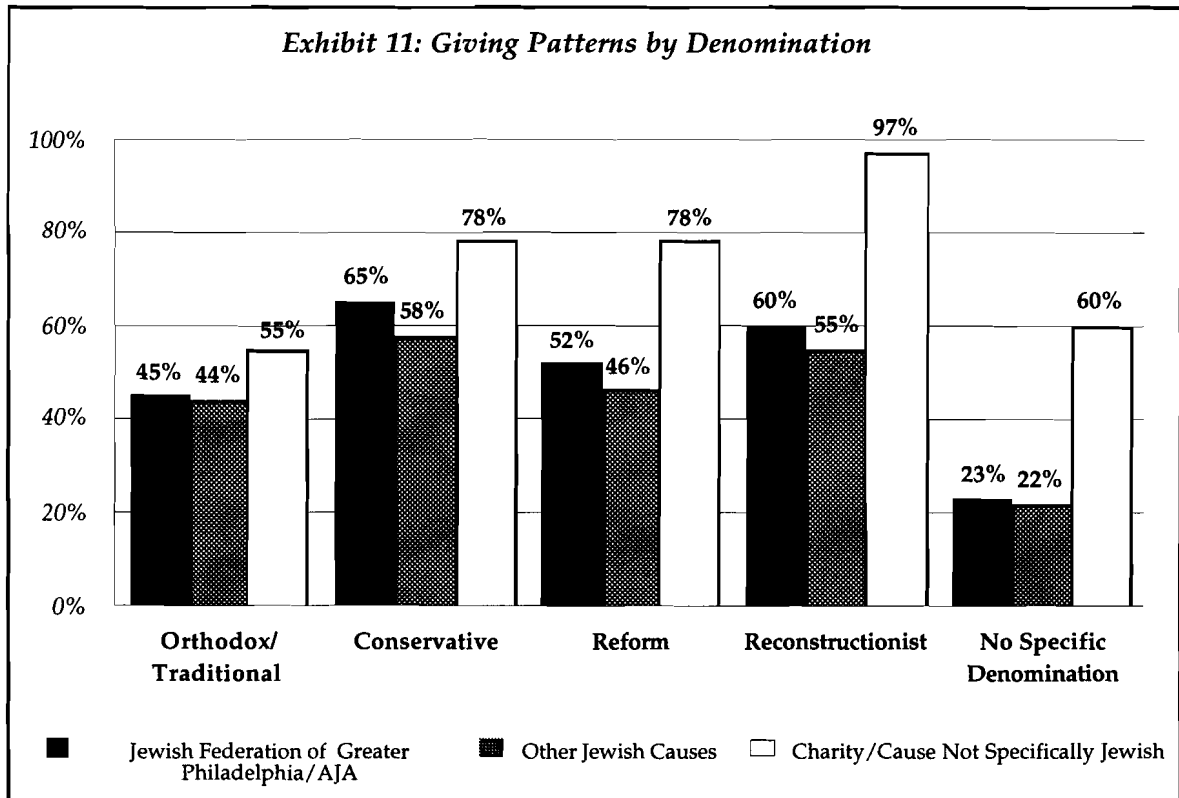
PATTERNS OF GIVING AND JEWISH IDENTITY

Identifying with a particular denomination is related to the likelihood of contributing to both Jewish and non-Jewish philanthropic sectors.

Conservative and Reconstructionist households are most likely to report giving to Federation (65% and 60%, respectively) and to other Jewish causes (58% and 55%, respectively). Fifty-two percent of Reform households and 45% of Orthodox and Traditional households contributed to Federation while 45% of these households contributed to other Jewish causes in the past year.

Households that identify with no specific Jewish denomination are least likely of all groups to contribute to Jewish philanthropic sectors. Less than one-quarter of these households contribute to Federation or other Jewish causes.

Almost all Reconstructionist households report having given to non-Jewish causes during the past year. Seventy-eight percent of Conservative and Reform households contributed to non-Jewish causes during the past year, while 55% of Orthodox and Traditional households report having given to non-Jewish causes. Among households with no specific Jewish denomination, 60% report having given to non-Jewish causes during the past year. (See Exhibit 11)



Twenty-eight percent of Reconstructionist households gave over \$500 to the non-Jewish philanthropic sector. In comparison, only 3% of these households are Federation core givers while 10% gave over \$500 to other Jewish causes.

Fifteen percent of Conservative, 20% of Reconstructionist, 16% of Reform, and 14% of Orthodox and Traditional households report earning over \$100,000. Only 11% of households that identify with no specific Jewish denomination report earning more than \$100,000 in the past 12 months.

Among households earning over \$100,000, 14% of Orthodox and Traditional households, 23% of Conservative households, 17% of Reconstructionist households, 20% of Reform households, and just 4% of households with no specific denomination reported donating more than \$500 to Federation. Among households earning less than \$100,000, just 2% of Conservative households, 4% of Reform households, and 1% of households with no specific denomination report donating more than \$500 to Federation.

Although a significant proportion of Orthodox, Traditional and Conservative households contribute to Federation, there is also a significant proportion that is contacted but does not give.

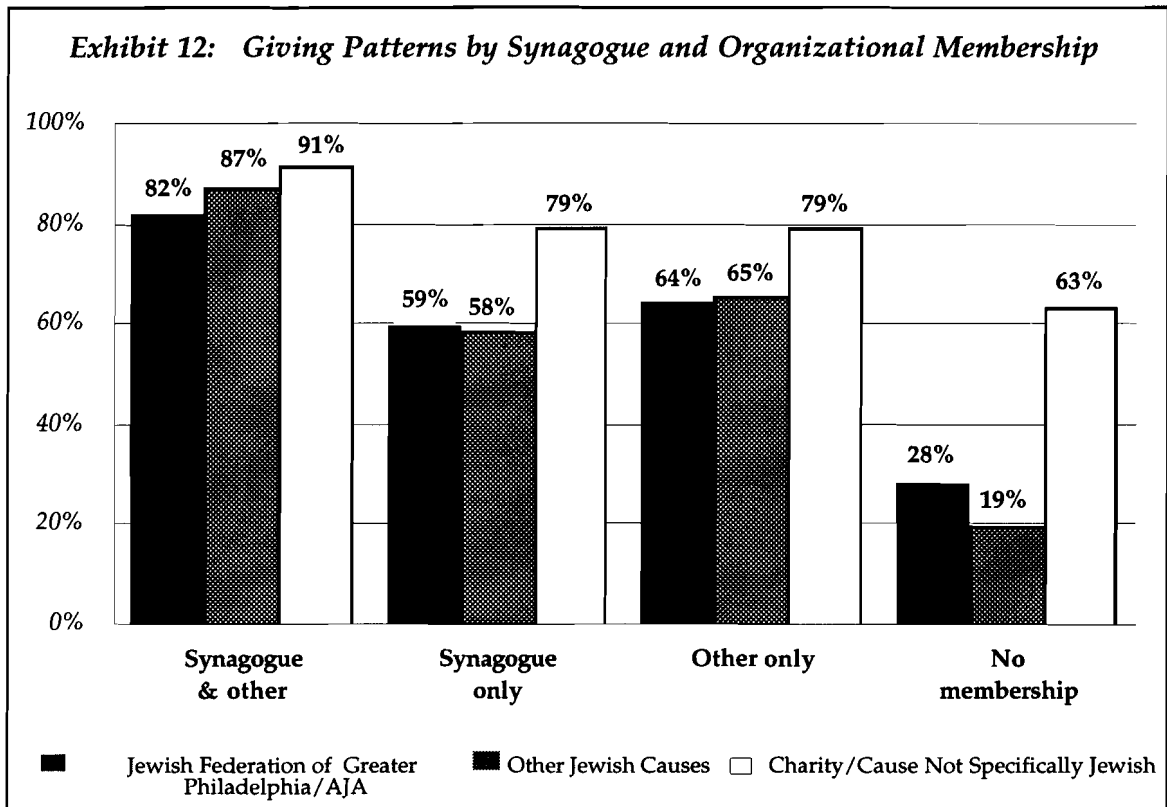
Data indicate that many “committed” households belong to synagogues and say that charitable giving to their synagogue is a top priority. Among households that did not contribute to Federation, one-quarter of Orthodox and Traditional households and 17% of Conservative households said that they were contacted, but did not give. In comparison, 12% of Reform households, 4% of Reconstructionist households, and 6% of households with no specific Jewish denomination were contacted, but did not give.

PATTERNS OF GIVING AND JEWISH ORGANIZATIONAL MEMBERSHIP

Identification and affiliation within the Jewish community is highly associated with giving and giving levels to all charitable causes.

Households that belong to both synagogues and other Jewish organizations (including the JCC) are most likely of all households to give to charitable causes and also to give more than \$500 to each philanthropic sector.

Eighty-two percent of those who belong to a synagogue and other Jewish organizations report giving to Federation in the past year. In comparison, 64% of households who belong only to other organizations, 59% of households who belong only to a synagogue, and 28% of households who are not affiliated with a synagogue or any other Jewish organization contributed to Federation during the past year. Similar proportions of each group also contributed to other Jewish causes. (See Exhibit 12)



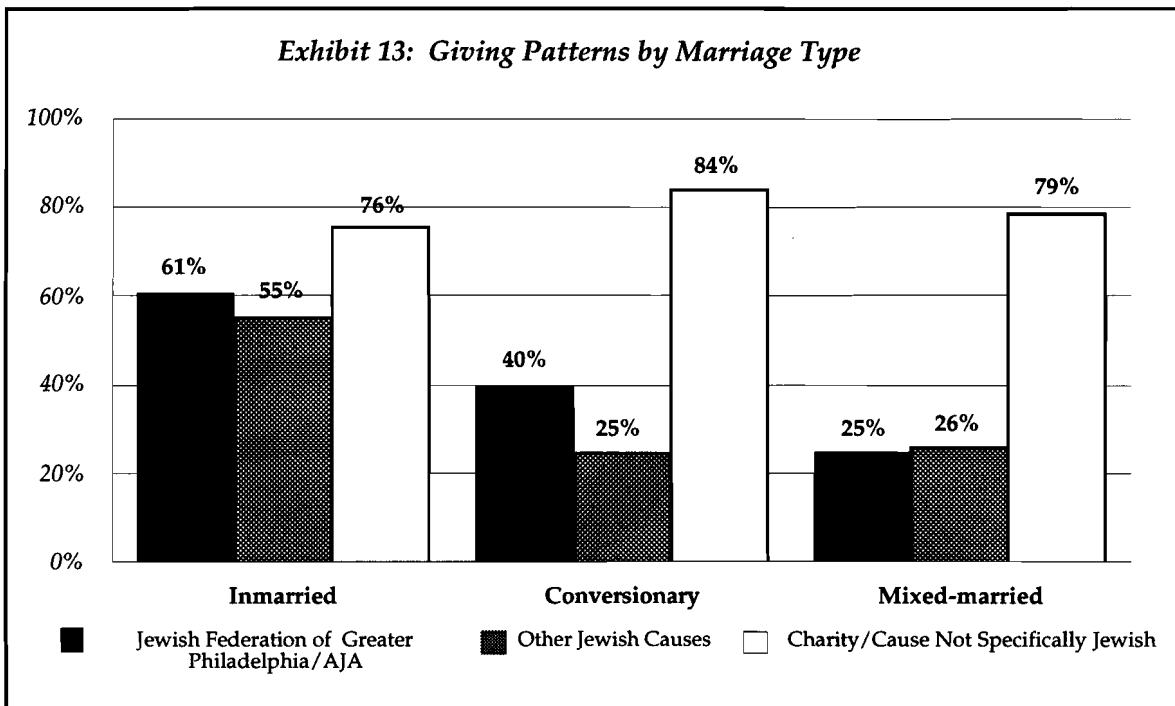
Fourteen percent of those affiliated with synagogues and other Jewish organizations are Federation core givers. In contrast, 6% of those belonging only to a synagogue and 4% of those belonging only to other Jewish organizations are core givers. No one who reported being a core giver is unaffiliated.

Among those who did not give, 38% of those belonging to a synagogue and other Jewish organizations, 15% of those belonging to synagogues only, 7% of those belonging only to other Jewish organizations, and 9% of those with no Jewish memberships were contacted by Federation.

PATTERNS OF GIVING AND INTERMARRIAGE

Intermarried couples are least likely of all married households to give to Federation.

Sixty-one percent of inmarried couples, 40% of conversionary couples, and 25% of mixed married couples report giving to Federation in the past 12 months. (See Exhibit 13)



Between 76% and 84% of all married households contributed to non-Jewish causes in the past year. Intermarried couples are most likely of all marriage groups to give over \$500 to such causes. Twenty-one percent of mixed married couples, compared to 12% of inmarried and 9% of conversionary couples give over \$500 to non-Jewish causes.

Among married couples who did not give to Federation during the past year, 17% of inmarried were contacted by Federation, compared to 10% of conversionary couples and 5% of intermarried couples.

MOTIVATIONS FOR GIVING AND ATTITUDES ABOUT GIVING

This section examines individuals' reasons for giving to charitable causes, their preferences in giving to Jewish and non-Jewish causes, and various solicitation techniques. The data indicate that contributors are most likely to think it is very important to give to specific causes that they view as doing important work.

Giving to Any Charitable Cause

Among donors who contributed at least \$250 to any of the three philanthropic sectors, the factors cited as important by almost all donors are: "knowing the charity helps people in need," the purpose and philosophy of an organization, and "giving to a cause that personally touches you."

Eighty-six percent of donors who contribute at least \$250 to any of the three philanthropic sectors say that it is very important that they know the charity helps people in need. Eighty-three percent of donors say that the purpose and philosophy of the organization is very important. Seventy-three percent of donors say it is very important to give to a cause that personally touches them.

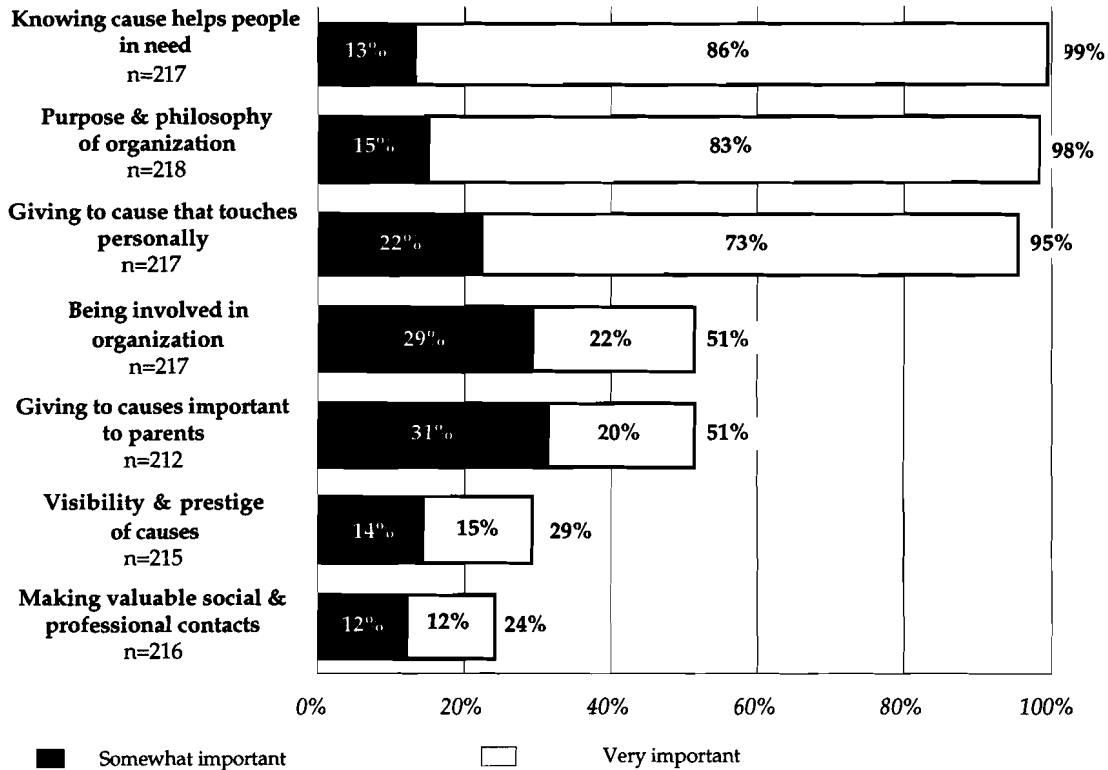
Twenty-two percent of respondents think it is very important "to be involved in the organization," and 20% say that it is very important "to give to charities that have been important to [their] parents". Other factors that are important to the majority of donors are: "the visibility and prestige of the cause" and "making valuable social or professional contacts." Between 40% and 49% say that visibility and prestige and making contacts are not at all important factors in their decision to give to charity. (See Exhibit 14)

Knowing that the charity helps people in need is very important to 93% of those 65 and over compared to 83% of those younger than 65. Eighty-six percent of those with incomes under \$100,000 compared to 81% of those with incomes over \$100,000 believe this is very important. Those in Bucks County (94%) are more likely than people in Montgomery County (86%), Philadelphia County (85%), Chester County (83%) or Delaware County (70%) to rate this as very important.

The purpose and philosophy of the organization is very important to donors to other Jewish causes (96%) and to donors aged 18-34 (92%). Among Federation core donors 88% say that the purpose and philosophy is very important to them, while 75% of Federation donors said it is very important.

Giving to a cause that personally touches them is very important to 94% of donors to non-Jewish causes, 82% of donors aged 18-34 and 65-74, and 91% of donors in Delaware County. Among Federation core donors, 72% say this is very important while 67% of Federation donors say it is very important.

Exhibit 14: Importance of Various Factors in Giving to Charitable Causes

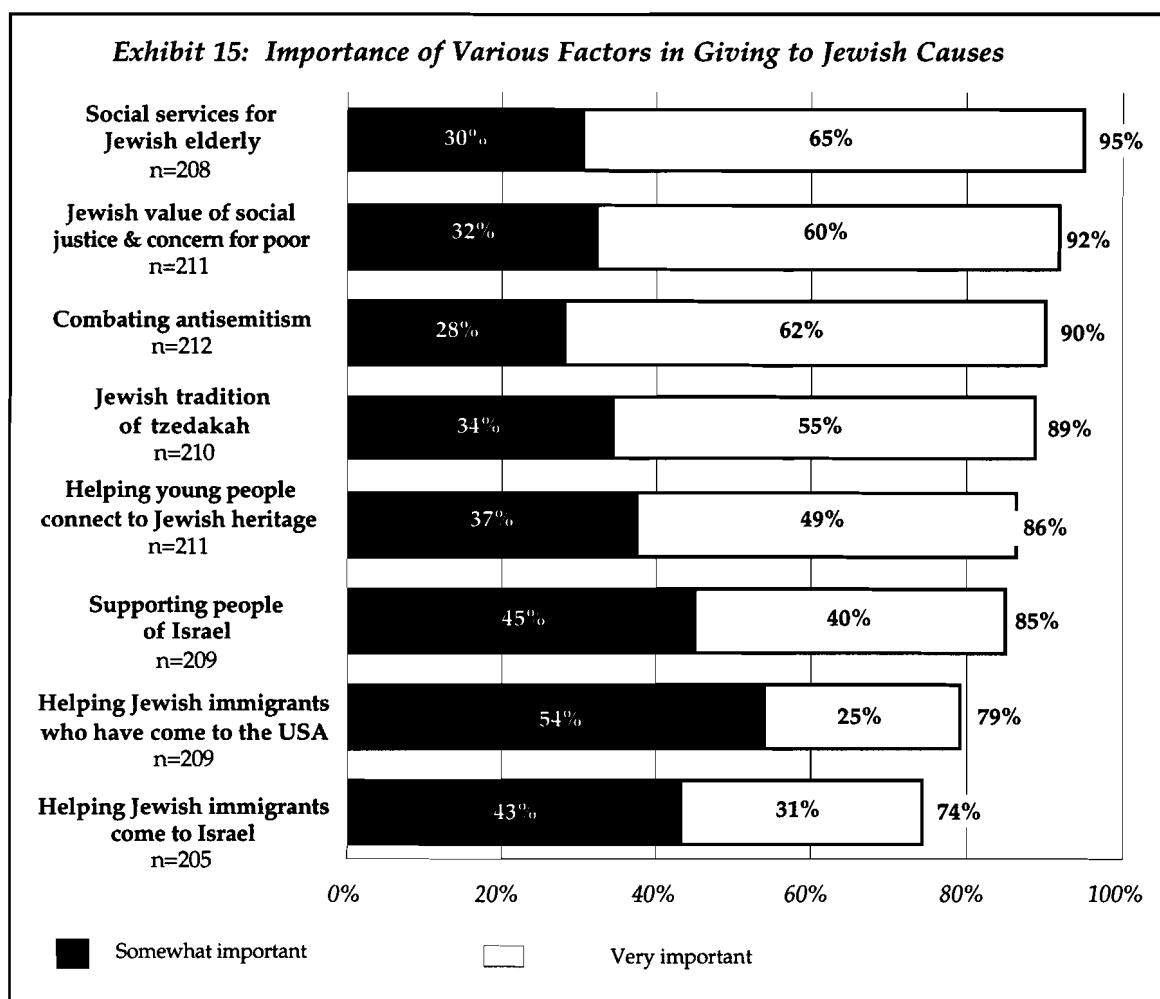


Giving to Jewish Causes

“Social services for the Jewish elderly,” “the Jewish value of social justice and concern for the poor,” and “combating anti-Semitism,” are very important in the decision to contribute to Jewish charity for 60% to 62% of all donors. Between 49% and 55% of all donors think it is very important to give to these causes because of “the Jewish tradition of tzedakah,” “helping young people connect to their Jewish heritage,” and to “support the people of Israel.” Finally 25% to 31% of donors say that “helping Jewish immigrants who have come to the United States” and “helping Jewish immigrants who have come to Israel” are very important in their decision to give. (See Exhibit 15)

Fifty-one percent of these donors report that *all* the above reasons are somewhat or very important (7% who report that they are all very important) in their giving to Jewish charity. In contrast, only 1% say that none of these reasons are important in their decision to give.

Exhibit 15: Importance of Various Factors in Giving to Jewish Causes



The eight factors concerning the importance of giving to Jewish causes can be categorized into altruistic, survivalist, and deliverance factors for giving.

Altruistic reasons for giving to Jewish causes include the following:

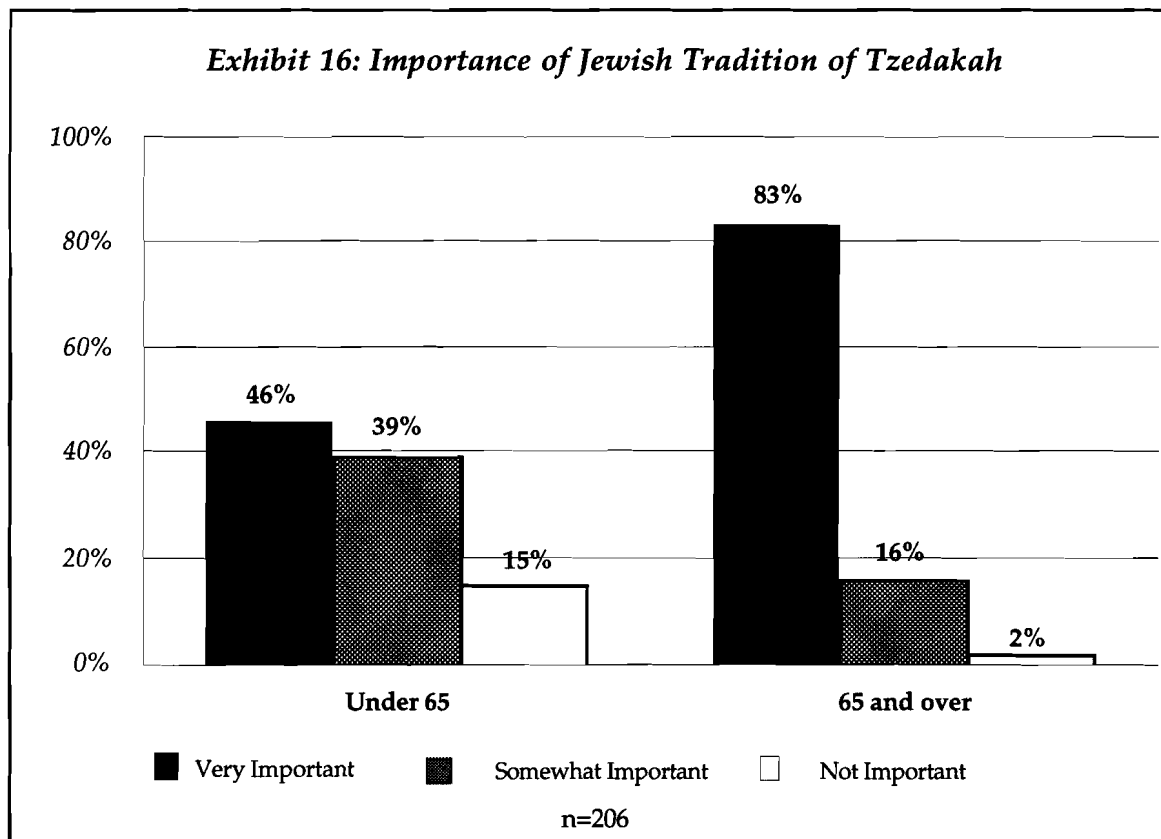
- The Jewish values of social justice and concern for the poor.
- The Jewish tradition of charitable giving (tzedakah).

Older donors are more interested than younger donors in altruistic reasons for giving. Federation should develop strategies to target age cohorts based on specific factors that are considered important in giving.

Almost three-quarters of seniors 65 and older think it is very important to give to Jewish causes because of the Jewish values of social justice and concern for the poor. In comparison, about half of those under 65 think this is a very important reason to give. Those under 65 are most likely to think it is not very important (15%).

Eight out of ten donors 65 and over say that tzedakah is a very important consideration in their giving to Jewish causes. In contrast, less than half of those under 65 think it is a very

important. (See Exhibit 16) Donors between the ages of 25 and 49 are least interested in tzedakah as a reason to give. Eighteen percent of this group thinks it is not very or not at all important in their giving and only 38% think it is very important.



Survivalist reasons for giving to Jewish causes include the following:

- Combating antisemitism
- Social services for the Jewish elderly
- Helping young people to connect to their Jewish heritage

Seniors 65 and over are most concerned with social services for the elderly while those under 35 are most concerned with helping young people connect to their Jewish heritage. This finding suggests an age bias towards the cohort that a donor most closely resembles.

Older donors are more likely than younger donors to consider survivalist reasons for giving to Jewish causes. Among those 65 and over, 74% agree that combating anti-Semitism is a very important consideration in giving to Jewish causes. Slightly over half of those under 65 feel this way.

Eighty percent of donors 65 and over and 60% of those under 65 consider providing social services for the Jewish elderly a very important factor in their giving to Jewish causes. Less than half of those under 35 find this to be very important.

Sixty-six percent of seniors 65 and older, 57% of donors under 35 and 43% of donors between 35 and 65 agree that helping young people connect to their Jewish heritage is a very important consideration in giving to Jewish causes.

Deliverance reasons for giving to Jewish causes include the following:

- Helping Jewish immigrants who have come to the US
- Helping Jewish immigrants come to Israel
- Supporting the people of Israel

Donors giving at least \$250 to philanthropy during the past 12 months are least concerned with deliverance reasons for giving to Jewish causes. Older donors are more likely than younger donors to think deliverance reasons are very important in their giving to Jewish causes.

Supporting the people of Israel is the most important deliverance consideration in giving to Jewish causes. Eighty-five percent of donors who contribute at least \$250 say this is important or very important. Seventy-four percent say that helping Jewish immigrants come to Israel is important or very important while 79% say that helping Jewish immigrants who have come to the U.S. is important or very important.

Donors 65 and over are much more likely than younger donors to think deliverance considerations are very important in their giving to Jewish causes. Four out of ten seniors 65 and over and two out of ten of those under 65 think it is very important to help Jewish immigrants who have come to the US. A similar pattern relates to helping Jewish immigrants come to Israel. Over half of those 65 and older think it is very important, while less than one-quarter of those under 65 think this is very important.

Six out of ten seniors say that supporting the people of Israel is a very important consideration in their giving to Jewish causes. Donors age 35 to 49 are least likely of all age groups to say this is very important.

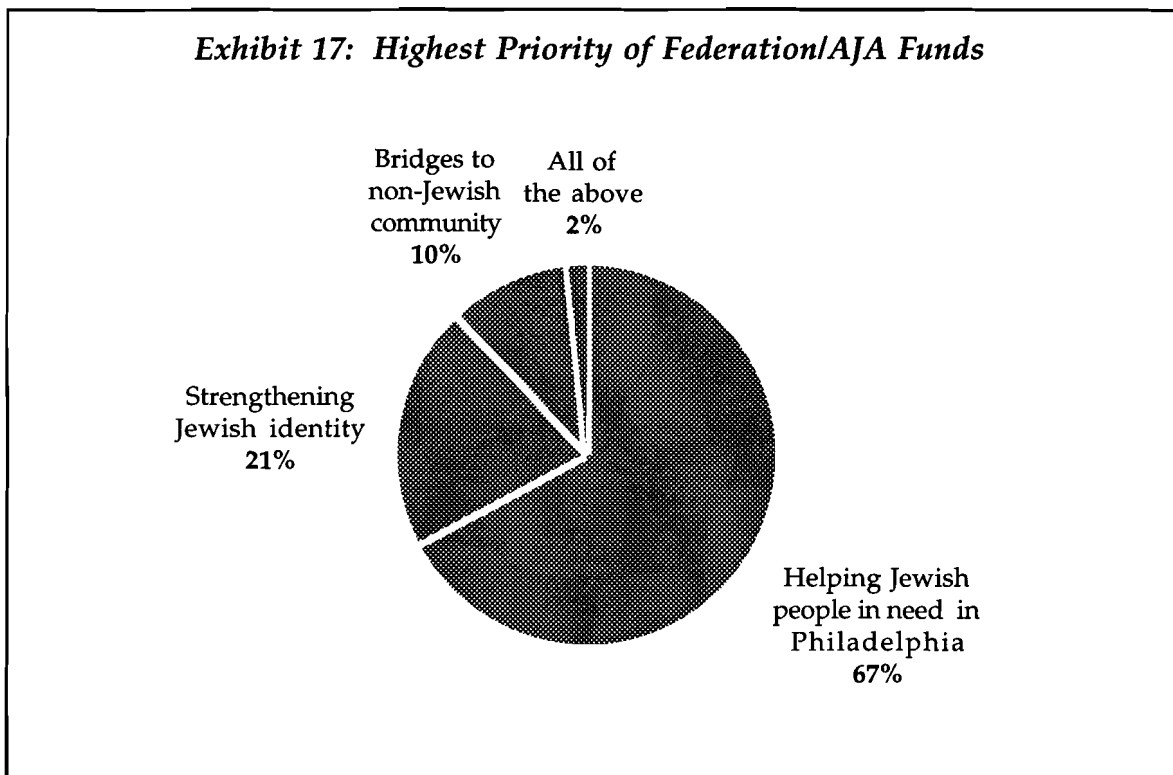
No donor who gives at least \$250 to any philanthropic sector fits neatly into one of these three sub-categories. Donors who are altruists can also be survivalists or opportunists. Almost all donors can be sub-categorized into at least two of the three groups. Variations most noticeably exist between age groups and between income groups.

Giving to Federation

Federation must take into account both general reasons that people give to charity, and also specific reasons that they give and increase their giving to Jewish causes, including Federation. The data indicate that people care about where Federation allocates its campaign funds.

About one third of all respondents say that campaign funds should be split equally between local needs and needs in Israel and elsewhere overseas. Among the remaining respondents, 63% think that more than half of the funds should be used for local needs, while only 7% say that the majority of the funds should be used for needs in Israel or elsewhere overseas.

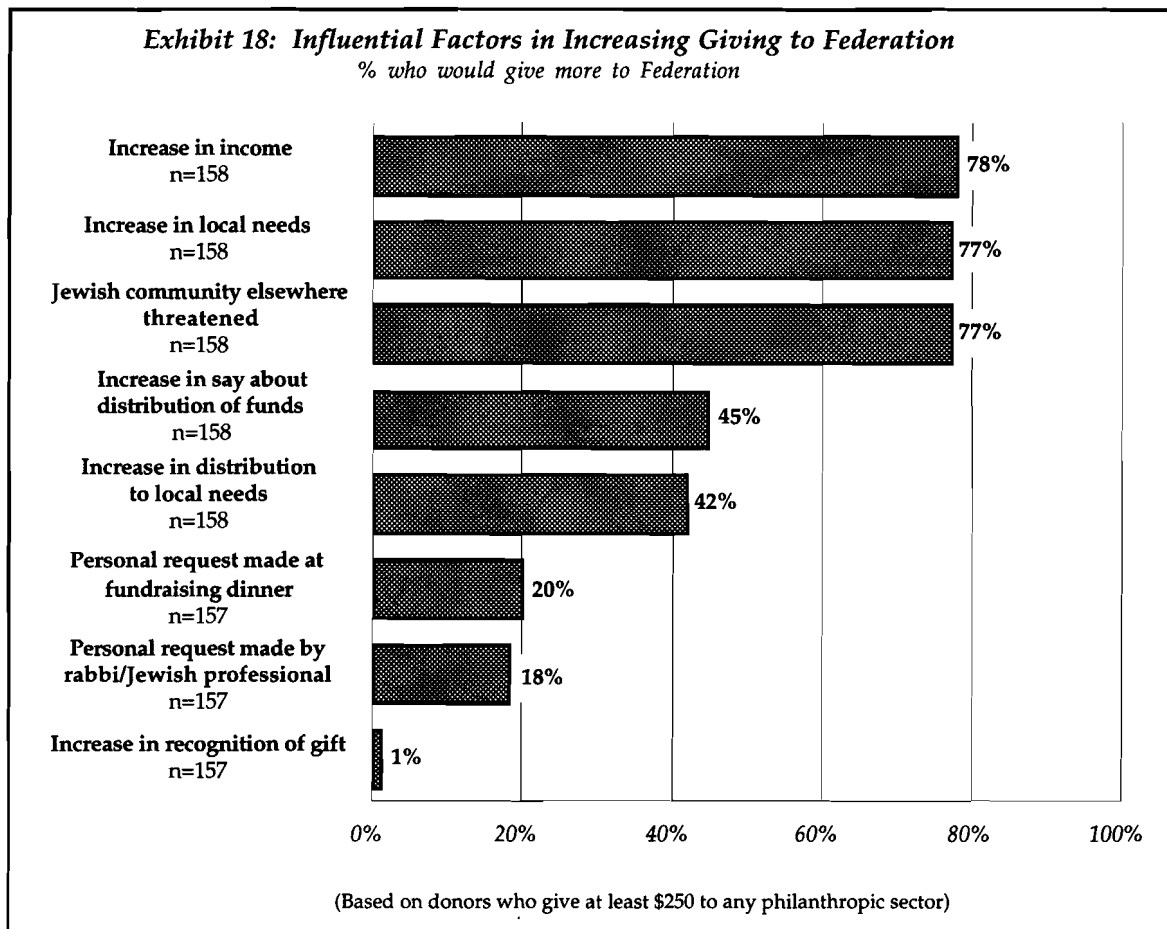
Respondents were asked which of the following three causes should have the highest priority for Federation/AJA when making decisions about funding. Sixty-seven percent of respondents say that helping Jewish people in need in the Greater Philadelphia Area should have the highest priority; 21% say that strengthening Jewish identity should have top priority; and 10% say that building bridges to the non-Jewish community should have the highest priority for campaign funding. The remaining 2% say all three segments are top priority. (See Exhibit 17)



Factors Influencing Increased Giving

About three-quarters of donors say that an increase in income, an increase in local needs, and a physical threat to a Jewish community in another country would influence their decision to give more to Federation. These factors are not mutually exclusive, but rather, eight out of ten donors who are influenced by one of these factors are also influenced to give more by the other two factors.

About four out of ten donors are likely to give more to Federation if they had more say in where the money was allocated and if more money went to local needs. Fewer donors are influenced by where they are asked to give, by whom they are asked to give, and whether or not they receive recognition for the gift. (See Exhibit 18)



Reasons to Increase

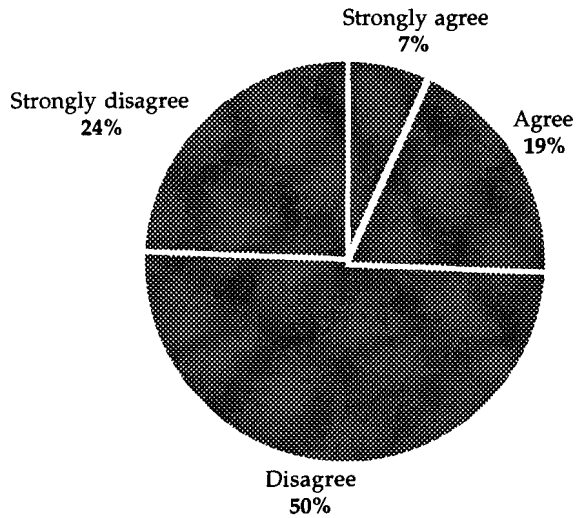
Among those who have increased charitable giving over the past 12 months, almost half have done so due to a change in income, 18% because of a heightened awareness of the need for funds, 12% because more charities ask for donations, and the remaining 23% did so for various other reasons.

Similar to those who have increased general philanthropic giving, no definitive pattern exists among those who have increased contributions to Federation. Thirty-three percent of this group has increased giving to Federation due to a change in income. Nineteen percent increased Federation giving due to a change in awareness for funding needs and the remainder increased giving for various other reasons.

Mode of Solicitation

Donors are resistant to being asked to give to Federation by someone that they know well. In response to the statement: "I prefer to be asked to give to Federation/AJA by someone I know well," 74% disagree, including 24% who strongly disagree. Nineteen percent agree with the statement, and 7% strongly agree with the statement. (See Exhibit 19)

Exhibit 19: "I Prefer to be Asked to Give to Federation/AJA by Someone I Know Well"



(Based on donors who give at least \$250 to any philanthropic sector)

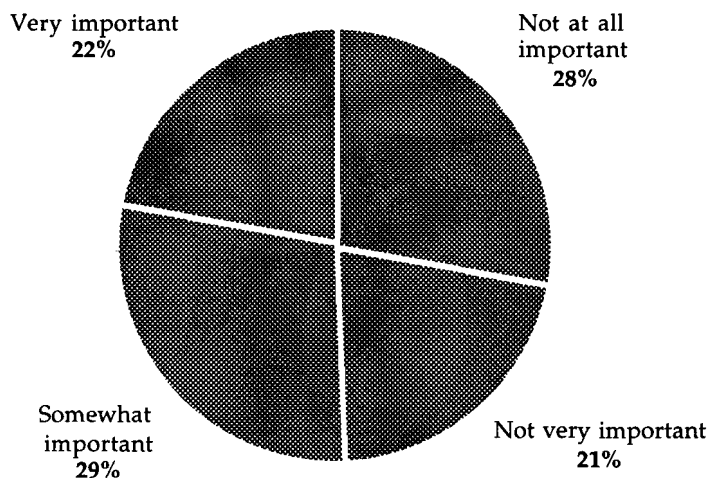
ORGANIZATIONAL INVOLVEMENT AND MARKETING⁴

Importance of Being Involved in an Organization

These data indicate that Federation needs to make a much stronger effort to encourage participation, including volunteering. Such hands-on involvement only serves to increase potential donors' willingness to support Federation, which in turn increases Federation's penetration of the philanthropic market.

Slightly over half of donors who give \$250 or more to any of the three philanthropic sectors say that being involved in an organization is important in their decision to contribute to that organization. Twenty-two percent of donors report that it is very important in their decision to give to an organization, while 29% say it is important. (See Exhibit 20)

Exhibit 20: Importance of Being Involved in an Organization



(Based on donors who give at least \$250 to any philanthropic sector)

n=217

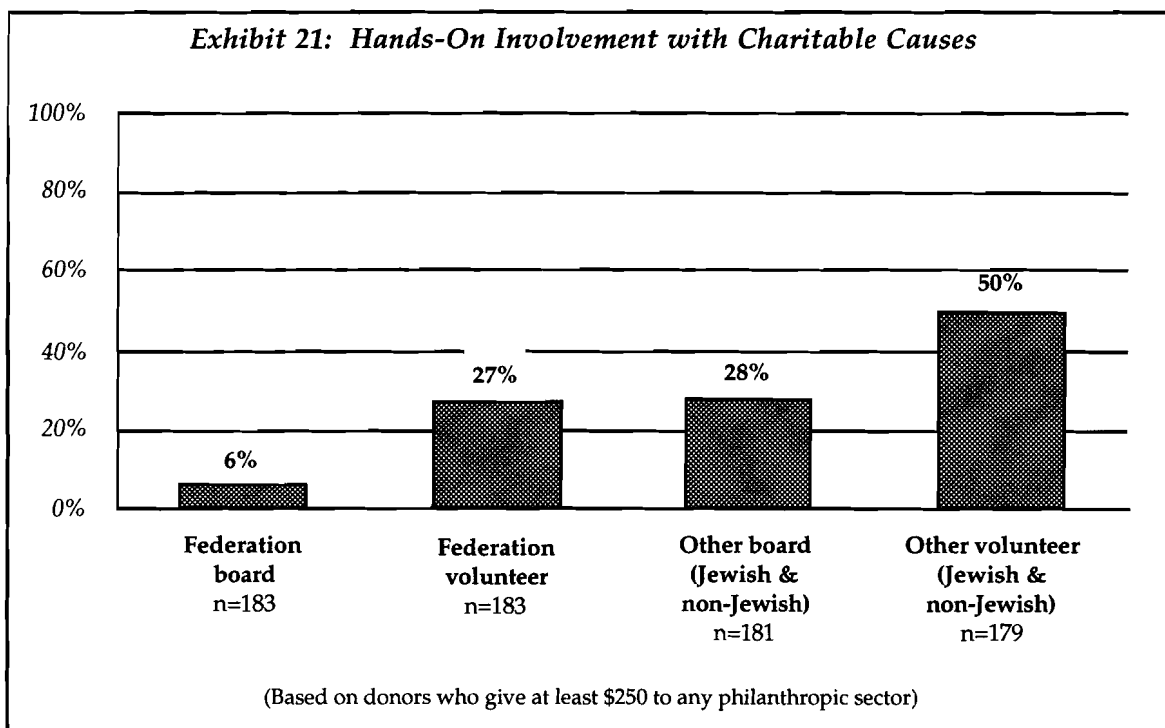
Donors to other Jewish causes are most likely of all donor types to think that being involved in an organization is important in their decision to give to that organization. Thirty-four percent of donors to other Jewish causes say that being involved in an organization is important in their decision to give to that organization, while 27% say it is somewhat important. Among Federation core donors, 25% say being involved is very

⁴ This section is based on the philanthropy module (i.e. those giving at least \$250 to any philanthropic sector).

important and 10% say it is somewhat important. Among Federation donors 20% say this is very important and 30% say it is somewhat important.

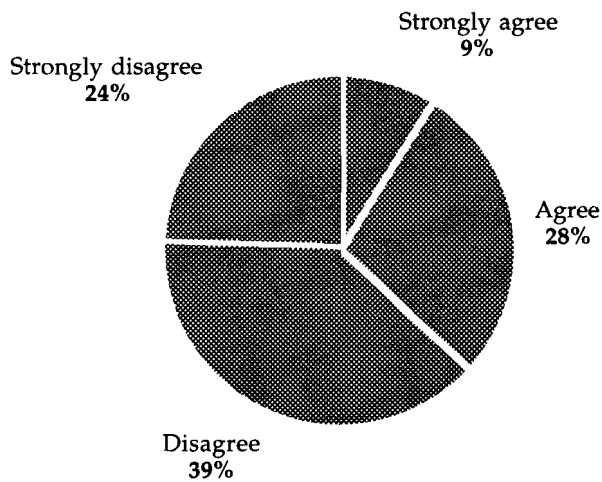
The data indicate that a low number of donors have ever served on an organization's board. Twenty-eight percent of donors report that they or other household members have ever served on the board of one of the two organizations (other than Federation) in which they contributed the most money to in the past year. Among donors who are familiar or very familiar with Federation, only 6% have served on the board of the Greater Philadelphia Federation/AJA.

Volunteering for a charitable cause is a more likely form of hands-on involvement than is serving on the board of a cause. One out of two donors report that they or household members have ever volunteered for at least one of the two organizations they most strongly support. Three out of ten donors who are familiar or very familiar with Federation have volunteered for the Greater Philadelphia Federation/AJA (including Super Sunday). (See Exhibit 21)



Among donors who have never volunteered for Federation, only 15% were ever asked to do so. Among those that were never asked to volunteer, 9% strongly agreed and 28% agreed with the statement: "I would volunteer my time for Federation/AJA if someone asked me to." (See Exhibit 22)

Exhibit 22: "I Would Volunteer My Time for Federation/AJA if Someone Asked"



(Based on donors who give at least \$250 to any philanthropic sector)

n=171

Among donors younger than 40, 6% strongly agree and 28% agree with the statement, "I would volunteer my time for Federation /AJA if someone asked." Among those donors earning over \$100,000, 8% strongly agree and 38% agree with the statement.

Over half of all donors giving at least \$1000 to one of the two organizations they most strongly supported during the past year (excluding Federation) has ever served on the board of that organization. In contrast, 30% of donors contributing between \$250 and \$999 served on the organization's board, and about 10% of donors giving under \$250 served on the board.

Among donors giving at least \$1000 to one of the two organizations they most strongly supported during the past year (other than Federation), 70% volunteered for the organization. In comparison 56% of those contributing between \$250 and \$999 to the organization and 36% of those giving under \$250 volunteered for the organization.

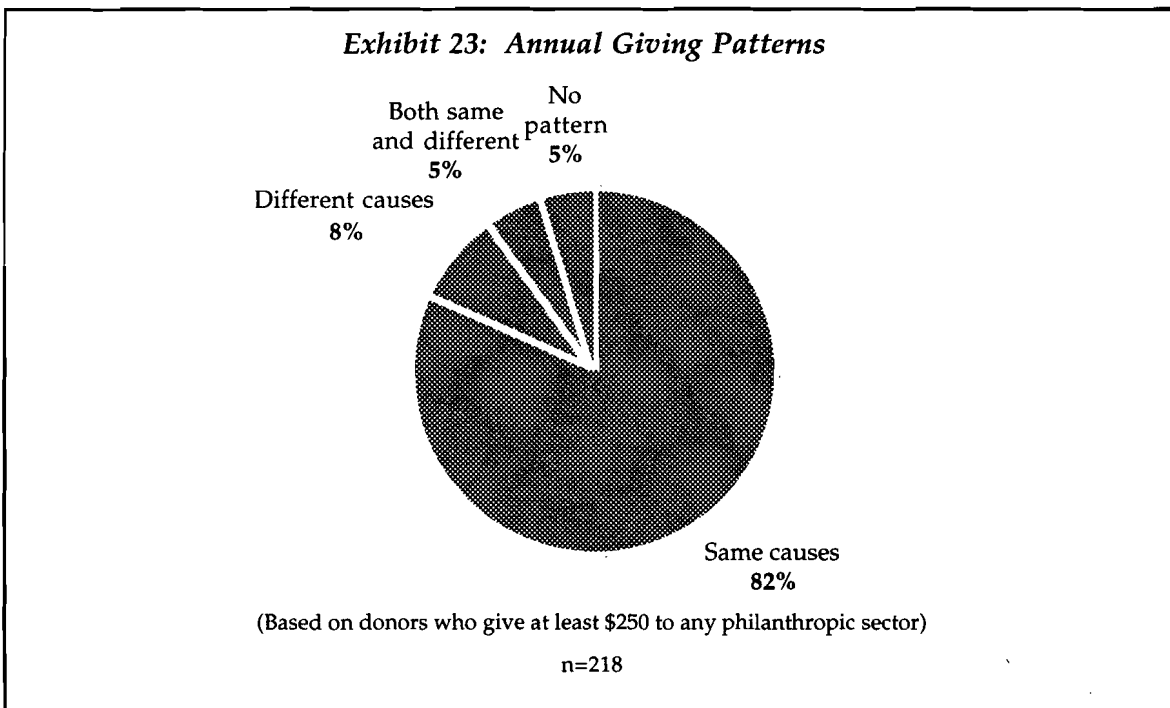
Among Federation core donors, 21% have ever served on the Federation board, compared to 4% of Federation donors. No one who did not contribute to Federation in the past 12 months has ever served on the Federation board.

About half of Federation core donors have ever volunteered for Federation (including Super Sunday), 30% of Federation donors have ever volunteered for Federation, and 2% of those who do not give to Federation have ever volunteered for Federation.

Giving is Habitual

That charitable giving is habitual should serve to help Federation in its annual campaign drive.

Eighty-two percent of donors giving at least \$250 to any philanthropic sector say that they typically make annual donations to the same charity, while 8% typically give to different charities each year, 5% give to different charities though there are some charities they give to every year, and 5% say they have no pattern of giving. (See Exhibit 23)

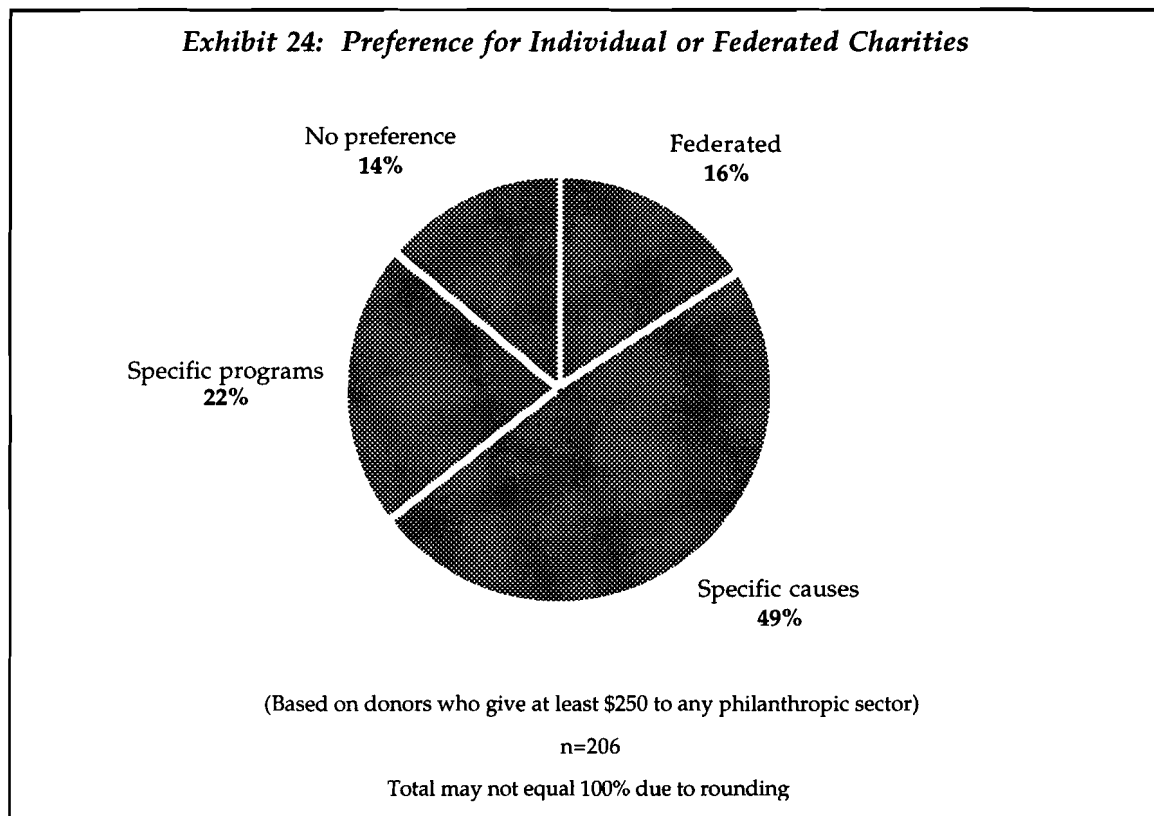


Focus groups revealed that for most longtime givers, “giving [to Federation has become] somewhat a way of life. Even recent college graduates say they “get used to that phone call once a year.”

Federated Giving

The data indicate that federated umbrella giving is increasingly weak and therefore needs an intensive campaign to reemphasize the importance and value of community giving.

Although donors giving \$250 or more to any philanthropic sector prefer to donate annually to the same causes, these people also prefer to give to specific charities and programs rather than to federated charities. Forty-nine percent of donors prefer to give directly to a specific charity, 22% prefer to give to a specific program, 16% prefer federated giving, and 14% have no preference. (See Exhibit 24)



Federation core donors are more likely than Federation donors and donors to other Jewish or non-Jewish causes to prefer federated giving. Thirty-six percent of core givers, compared to 16% of non-givers to Federation and 10% of Federation givers prefer this method of giving. (See Exhibit 25)

Exhibit 25: Donor Type by Preference for Individual or Federated Charities

	Federated	Specific causes	Specific programs	No preference
Federation core donor (\$500+)	36%	36%	9%	20%
Federation donor (less than \$500)	10%	48%	27%	15%
No gift to Federation	16%	60%	16%	8%

(Based on donors who give at least \$250 to any philanthropic sector)

Among donors younger than 40 who give at least \$250, 24% prefer federated giving, 49% prefer giving to specific causes, 22% to specific programs, and 14% have no preference. Among those 40 or older, 15% prefer federated giving, 44% giving to specific causes, 23% to specific programs, and 17% have no preference. No differences were found between the groups based on income and giving preferences.

Knowledge of Federation

Federation must make a concerted effort to disseminate more information about Federation as an organization and about where campaign funds are used. People may be more likely to increase their donations to Federation if they believe they understand the organization and know what their money is being used for. In addition to not knowing exactly whom they are giving to, few households seem to know where their money is going.

About three-quarters of all households are somewhat or very familiar with the Allied Jewish Appeal and almost as many are familiar with Federation.

About one-quarter of donors giving over \$250 to charity say they believe that Federation/AJA spends more money on overhead and administration than do other charitable groups. As one focus group participant said: "I know [Federation] makes a lot of funds available for special projects. It funds things for a greater good. What I don't know is...if I give a dollar, how much of that dollar gets to the street."

When asked the percentage of money they think actually goes to local Jewish needs compared with needs in Israel or overseas, about one-third of respondents say they imagine it was split down the middle. The other two-thirds of respondents said anywhere from 0% to 100% was given to each of the two sectors.

Focus groups reveal that knowledge about Federation is very limited even among older Federation donors. These donors agree that there is a profound lack of awareness of how money is spent, though they do have a desire to know. However, some of these donors say that their gift is not dependent on how the money is spent and they trust Federation despite their lack of information. Still, the donors feel no impetus to increase their giving: "My wife's and my contribution has remained static for 10 years. I have not felt moved to increase it." Though some donors do not care where the money is going, others say that they would give more if they knew how the money was being spent.

Lack of knowledge about where the funds are spent has a negative effect on donor opinion of Federation. While half of donors have a positive opinion of Federation, 17% say they have a negative opinion, 17% are neutral, and 14% have both negative and positive opinions of Federation.

Younger donors are more likely to have a neutral opinion about Federation based on knowledge of where funds are spent than older donors. Almost 50% of donors younger

than 40 have a neutral opinion compared to just 10% of donors 40 or older. Almost 60% of donors 40 or older expressed a positive opinion, compared to just 29% of donors younger than 40.

Among donors earning less than \$100,000, 25% have a neutral opinion about Federation, 13% have a negative opinion, and 11% have mixed opinion, compared to 4%, 21% and 28%, respectively, of those who earn over \$100,000.

Emphasis on Endowment and Deferred Giving⁵

Federation must actively publicize endowment and deferred giving opportunities in order to attract people to invest in these programs.

Among donors who have contributed at least \$250 to charity in the past year, more than 3 out of five have a will that does not contain a provision for any charity or philanthropy. Only 4% of these donors have made a provision for Federation/AJA; another 5% have made a provision for some other Jewish charity and 9% have not made a provision for a Jewish charity but have made provision for a cause that is not specifically Jewish.

<i>Exhibit 26: Deferred Giving Plans of Donors (who gave more than \$250 to all causes last year)</i>	
Will provides for Jewish Federation/AJA	4%
Will provides for Jewish charity, but not for Jewish Federation/AJA	5%
Will provides for charity, but not for a Jewish charity	9%
Will does not provide for any charity	63%
Does not have a will	19%
TOTAL	100%

Only 2% of these donors say that they have arranged for a planned gift to a charity through a life insurance policy, a charitable gift annuity, or a charitable trust.

Most givers have never been asked to consider deferred giving programs to Federation. Only eight percent of respondents have been approached by Federation/AJA about putting either a provision in their will or establishing a life insurance policy, a charitable gift annuity, or a charitable trust to benefit a provision for Federation, 9% said they would consider making a provision for Federation.

⁵ The data from this section represents only the sector of the Jewish population that reported giving at least \$250 to any philanthropic sector during the past 12 months. [This is the philanthropy module].

Focus groups revealed that most givers to Federation are unaware or “don’t know much” about endowment and deferred giving opportunities. Many focus group participants “assume [that such programs] are available” because all philanthropic groups accept these types of funds. They have also become aware of this option through “full-page advertisements in the New York Times” about such programs in the New York area.

Many givers do not consider Federation a priority and thus lack enthusiasm for endowment and other deferred giving opportunities. “My priority is my family, then my synagogue. Federation is way down the line.

COMPARISONS TO GIVING PATTERNS IN OTHER JEWISH COMMUNITY STUDIES

Jewish philanthropy in the Greater Philadelphia Area is similar to Jewish philanthropy in other communities that have been studied. Giving to Jewish philanthropies ranges from 76% in Chicago to 56% in Delaware. Charitable giving to non-Jewish organizations range from 90% of households in Southern New Jersey and Delaware to 67% in New York, compared to 74% in the Greater Philadelphia Area. (See Exhibit 26)

Fifty-eight percent of Jewish households in St. Louis and 53% of those in Las Vegas report contributing to Federation compared to 49% in the Greater Philadelphia Area. The number of donations to Federation that were over \$500 was lower in the Greater Philadelphia Area (9%), compared to Las Vegas (13%), but higher than St. Louis (4%). Giving to Federation among households earning over \$100,000 a year was higher in the Greater Philadelphia Area (64%) than in Las Vegas (49%) or St. Louis (42%).

Among Federation donors in the Greater Philadelphia Area, 21% are under 35 and 33% are 65 and over. Among Federation donors in St. Louis, 12% are under 35 while 33% are 65 and over. In Las Vegas, however, only 9% of donors to Federation are under 35, while 50% are 65 and over.

Exhibit 27: Contributions to Philanthropies/ Comparison with Other Communities

<i>Community</i>	<i>Year</i>	<i>Jewish Philanthropies %</i>	<i>Non-Jewish Philanthropies %</i>
Chicago	1990	76	—
Toronto	1990	75	—
Boston	1995	75	—
St. Louis	1995	72	73
Miami	1994	71	65
St. Paul	1992	70	—
Harrisburg	1994	69	74
Philadelphia	1996/97	69	74
South Broward	1990	71	56
New York	1991	64	67
Southern New Jersey	1991	64	90
Delaware	1995	46	90
NJPS	1990	56	67

CONCLUSIONS: POLICY IMPLICATIONS

Increased fundraising for Federation activities will be difficult. The data collected here indicate that there is no single factor that is most important to all donors in giving to either Jewish or non-Jewish causes. These findings are consistent with studies conducted in other parts of the country. No single, theme, approach, or message will reach all current or potential givers. Most of all, the Jewish community does not lend itself to division into neat little market segments.

This report, however, does point out areas Federation could target for increased donation. Federation faces competition from other organizations, both Jewish and non-Jewish, for contributions. Federation needs to develop better marketing strategies to increase giving among younger donors and more affluent donors, since those in both groups are more likely to contribute to non-Jewish causes than to Federation or other Jewish causes.

Younger donors, especially those under 35, are less likely than other donors to give money to Federation or other Jewish causes. Of this group, only 21% contribute to Federation, while almost two-thirds contribute to non-Jewish causes. Connecting younger donors with their Jewish identity is an important step in increasing Federation donations among this group. While this relationship has been an important factor for older donors, younger donors have yet to establish a relationship between giving and Jewish identity. Therefore, donating to Federation is not viewed as a priority for younger donors.

Federation needs to more aggressively pursue larger philanthropic donors. These donors as a group account for less than 14% of donations to any philanthropic sector. However, less than half of those with incomes over \$100,000 contribute to Federation and of those who do contribute, less than 5% contribute over \$500.

Federation needs to more effectively target households that contribute to other causes, both Jewish and non-Jewish, but not to Federation. Slightly over 10% of the population surveyed contributed to other Jewish causes but not to Federation. The importance of donating to Jewish organizations needs to be emphasized and prioritized. Federation needs to be viewed as a priority in giving among these donors. Donations to non-Jewish causes are Federation's biggest competition.

The data also show that Federation has not been able to conduct a successful outreach campaign. Almost 90% of the people surveyed who did not contribute to Federation say they had not been contacted by Federation to contribute. Better organization during fundraising campaigns will help to increase the number of people reached. These campaigns should pay careful attention to contacting newcomers to the area and those in outlying areas.

Current patterns of fundraising within the Greater Philadelphia area are deeply rooted in the culture of the community. Donors who have been in the area for a long time are more likely than newcomers to donate to any type of organization. These donors are also more

likely to donate to local programs where they can see tangible results from their donation. Federation must design innovative marketing strategies to publicize Federation's involvement in the local community.

Finally, Federation must also explore ways to interest donors in long-term and lifelong giving opportunities. Data show that donors are willing to continue giving to organizations they have given to in the past. Additionally, Federation must interest these donors in the importance of continuing their work through endowments and deferred giving plans. Many individuals are not aware of various types of programs available to them.