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BLACK HILLS PHILANTHROPY STUDY

An in-depth analysis of the giving patterns of individual donors, businesses, and philanthropic organizations to inform the work of nonprofits in the Black Hills region of South Dakota

Table of Contents

EXECUTIVE SUMMARY	4
A. Introduction.....	4
B. Study Findings.....	5
Individual Donors.....	5
Corporate and Private Donors	7
Nonprofit Organizations	11
C. Results & Conclusions.....	17
Giving Profile of Individual Donors.....	17
COMPARATIVE ANALYSIS & CONCLUSIONS.....	20
A. Support patterns of donors as compared to the needs of nonprofits	20
Volunteer commitment versus needs of the nonprofit.....	20
Definition and frequency of “major gifts”	21
What motivates donors to give?	22
Attitudes about nonprofit effectiveness	23
B. Individual donors versus business philanthropy	24
Donor assets/income versus total dollars distributed to charity.....	24
The role of donors on charitable issues.....	27
Preferences for giving and levels of support.....	28
Donors’ desired longevity of financial support.....	28
C. Individual Donor Profile.....	29
Age.....	29
Gender.....	37
Volunteer Commitment.....	41
Donor giving levels (percent of income).....	50
Appendix A: DATA COLLECTION	56
A. Methodology.....	56
B. Survey Instruments	56
Appendix B: DETAILED ANALYSIS	57
A. Individual Donors	57
Population Statistics.....	57

Survey Results.....	61
B. Corporate and Private Donors.....	79
Population Statistics.....	79
Survey Results.....	81
C. Nonprofit Organizations.....	97
Population Statistics.....	97
Survey Results.....	99
TABLES AND FIGURES	127
INDEX.....	132

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EXECUTIVE SUMMARY

A. Introduction

Philanthropy has existed in various forms in all cultures and civilizations throughout history, yet most people know little about it and its distinctive place in our lives. Studies have been performed nationally and regionally in order to obtain a better understanding of why people give, how much they give, and the consequences of the giving to society and organizations. Differences have been made between philanthropy and charity. In this study the difference between the two is not clearly defined. In general philanthropy has been defined as those individuals, foundations, or businesses that have committed to giving funds to other organizations or individuals in order to advance a cause, sustain missions that serve the betterment of humanity, and provide for public space for services and operations. Charity has been defined as the act of giving in order to meet an immediate or short term goal.

The study is seen as a first step in obtaining evidence regarding the effectiveness of the giving sources within the Black Hills. The findings provide some preliminary insight into the giving patterns and rationale so that it can be used for future development and strategic planning by nonprofits, philanthropic organizations, and businesses.

Objectives

The purposes for the study included:

- The development of a giving profile of donors that can inform nonprofit and philanthropic organizations of the support patterns within the Black Hills.
- The aggregation of findings to reflect the giving patterns of different types and sizes of organizations.
- To match nonprofit organizational needs with the various funding sources and giving priorities.
- To help nonprofit organizations develop realistic and achievable strategic and advancement plans to sustain the work of their respective organizations.
- To provide philanthropic organizations and businesses with an overview on how nonprofit organizations are dependent upon a variety of funding sources in order to meet their respective missions.

Methodology

Three questionnaires were developed by a committee of philanthropic, nonprofit, and research organization professionals. The three questionnaires focused on collecting data from three different target populations: (1) individual household residents, (2) nonprofit organizations, and (3) philanthropic foundations, individuals, and businesses. The target populations resided in at least one of the six counties constituting the Black Hills (Butte, Lawrence, Meade, Pennington, Fall River, and Custer). Within this area there were 62,042 households, 1,100 nonprofit organizations, and 5,983 non-farm businesses.

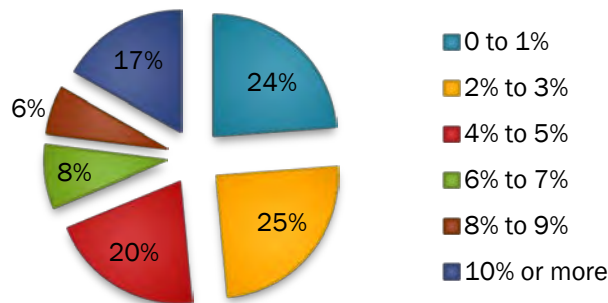
Twenty percent of the individual households were randomly selected to complete an online donor questionnaire. Paper copies of the questionnaire were available upon request. The response rate was 7.8% generating a margin of error of $\pm 4.75\%$. Two hundred fifty nonprofit organizations were asked to complete the nonprofit questionnaire with a response rate of 39.2%. Five hundred non-farm businesses and philanthropic organizations were randomly selected to complete the business questionnaire with a response rate of 12.4%.

B. Study Findings

Individual Donors

Three out of four respondents (71.5%) resided in town or city limits with 61.1% of respondents being female. A majority of the respondents (71.8%) reported having an associate degree or higher of education. The average household income of the respondents was \$69,700 and the median was \$65,000. The median

Figure 1. Percent of income given to charitable organizations each year by individual donors

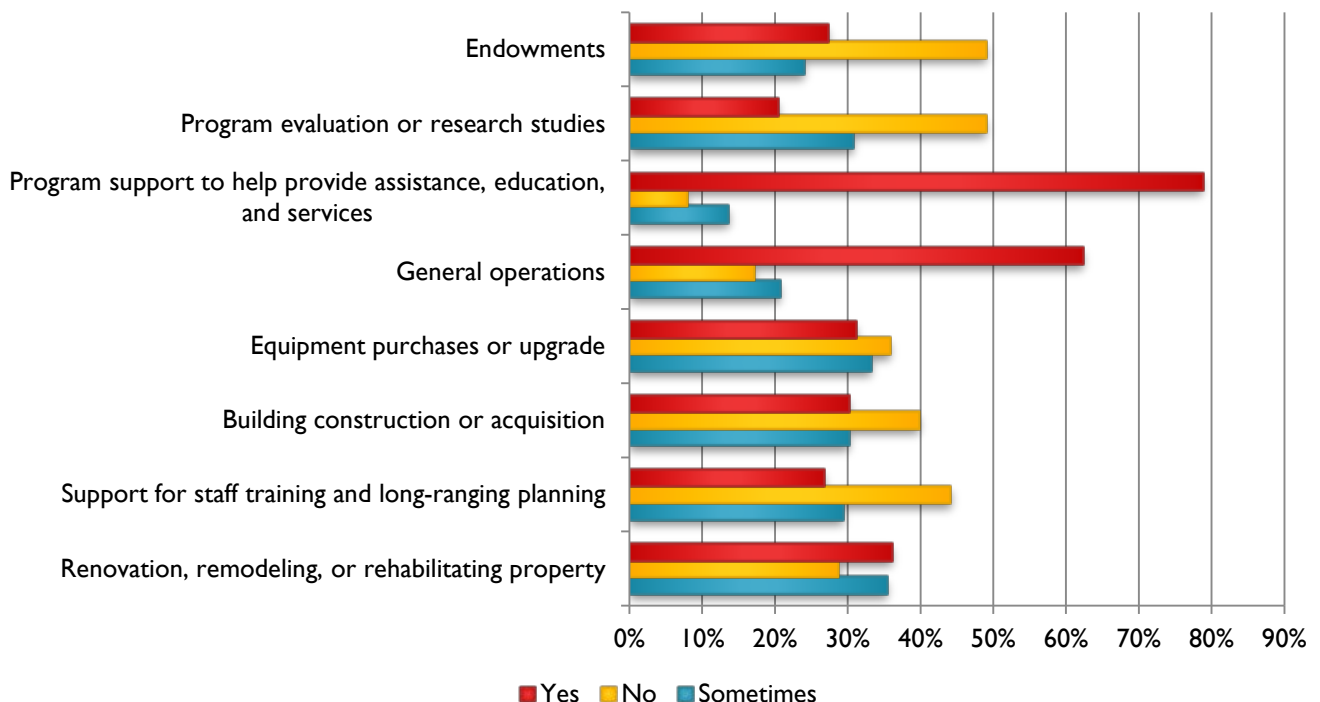


household income for the State of South Dakota is \$62,000 per the 2011 U.S. Census. Eighteen percent (18.3%) of the respondents reported having a 2011 household income of \$100,000 or more.

Of the households who reported giving to a charitable organization, 44.9% give between 2% and 5% of their annual income each year. In one year, 48% gave up to \$1,000 while 5.5% of the respondents gave over \$10,000. The majority of respondents reported giving donations to support programs focusing on assistance, education, and services to those in need (78.7%). Two thirds

reported giving to support the general operations of an organization (62.3%) with another third reporting that help for organizations to purchase equipment, renovate or build was their preference for giving (30.1% to 36.0%, respectively).

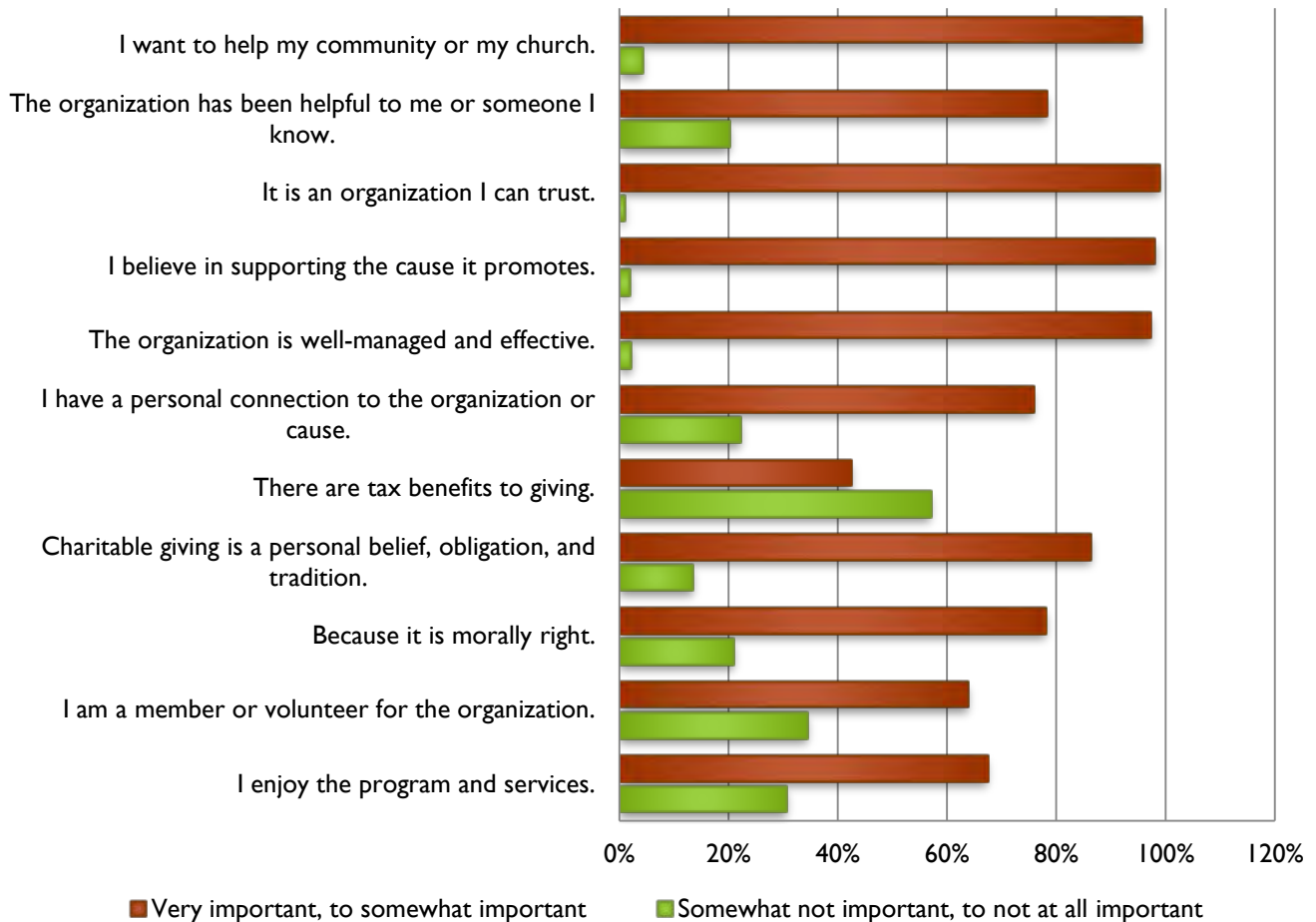
Figure 2. Activities of nonprofits that individual donors support



The top five reasons for giving (strongly or somewhat agree) to an organization were:

- I believe in supporting the cause an organization promotes. (87.4%)
- It is an organization that I can trust. (86.7%)
- The organization is well-managed and effective. (75.3%)
- I want to help my community or my church. (74.3%)
- Charitable giving is a personal belief, obligation and tradition. (55.5%)

Figure 3. Reasons for individual donor giving



The top five reasons for not giving¹ (strongly or somewhat agree) to an organization were:

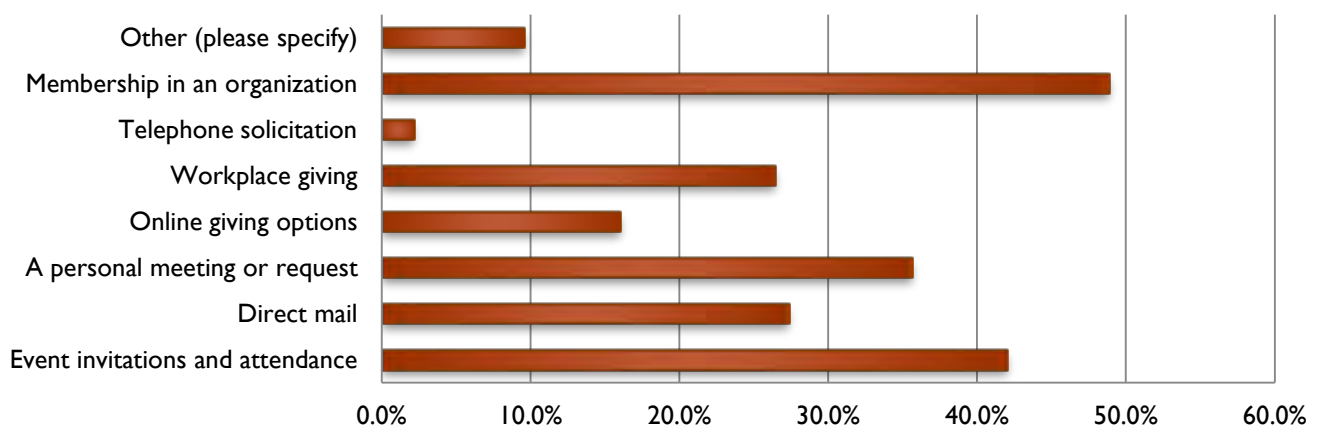
- I cannot afford to give. (91.7%)
- I think some charities have high administrative costs. (75.0%)
- I am not sure my gift is being used appropriately. (66.7%)
- I volunteer my time instead of giving money. (66.6%)
- I do not know enough about an organization or charity requesting support. (58.3%)

¹ Note that only 12 respondents replied to this particular question, so percentages should not be heavily considered. A graph is not provided for this very reason.

Nineteen percent (18.9%) of respondents reported having a will that included a charitable gift. One third of the respondents (34.3%) did not have a will at all. When asked about what percent of their income they would give for the next three years, the percent reporting they would give 2% to 5% of their income slightly increased to 47.6% from the reported current giving level of 44.9%. The slight increase was also observed at higher giving levels.

Two-third of the respondents (61.7%) gave to charitable organizations because they were a member of that organization or church, while 43.3% gave because of an invitation to an event or attendance at an event for the organization. Personal requests for donations resulted in 38.9% of donors making a gift, while 4.7% gave as a result of telephone solicitation.

Figure 4. Most individual donors give based off membership or event attendance



Corporate and Private Donors

Fifty-one (51) business and foundation donors responded to the survey. Unfortunately, the survey did not require responses on critical demographic questions such as asset size and giving, therefore creating profiles of business/foundation donors is not statistically appropriate due to a lower response on those key questions. Thus, business and foundation donors will be described as an entire population throughout the report.

Roughly two-thirds of the survey population (70.6%) included non-farm businesses while the remainder consisted of foundations (private, business, and public), individual philanthropists, and other charities. Nearly half (47.1%) of those that responded serve the Black Hills or western SD region. Approximately 10% served a city or town only. The age of the business and foundations was evenly distributed to young organizations (<5 years) to well-established organizations (>30 years). The respondents prefer to give regionally within the Black Hills geographic area.

Forty percent of the philanthropic organizations gave more than \$1 million to nonprofit organizations, while 50% of the businesses gave at least \$7,000 in the previous year. The average total donation or gift from a philanthropic organization was \$818,475. The average business donation or gift size was \$12,970.

The total amount of funds granted or donated by 37 organizations or businesses last year was:

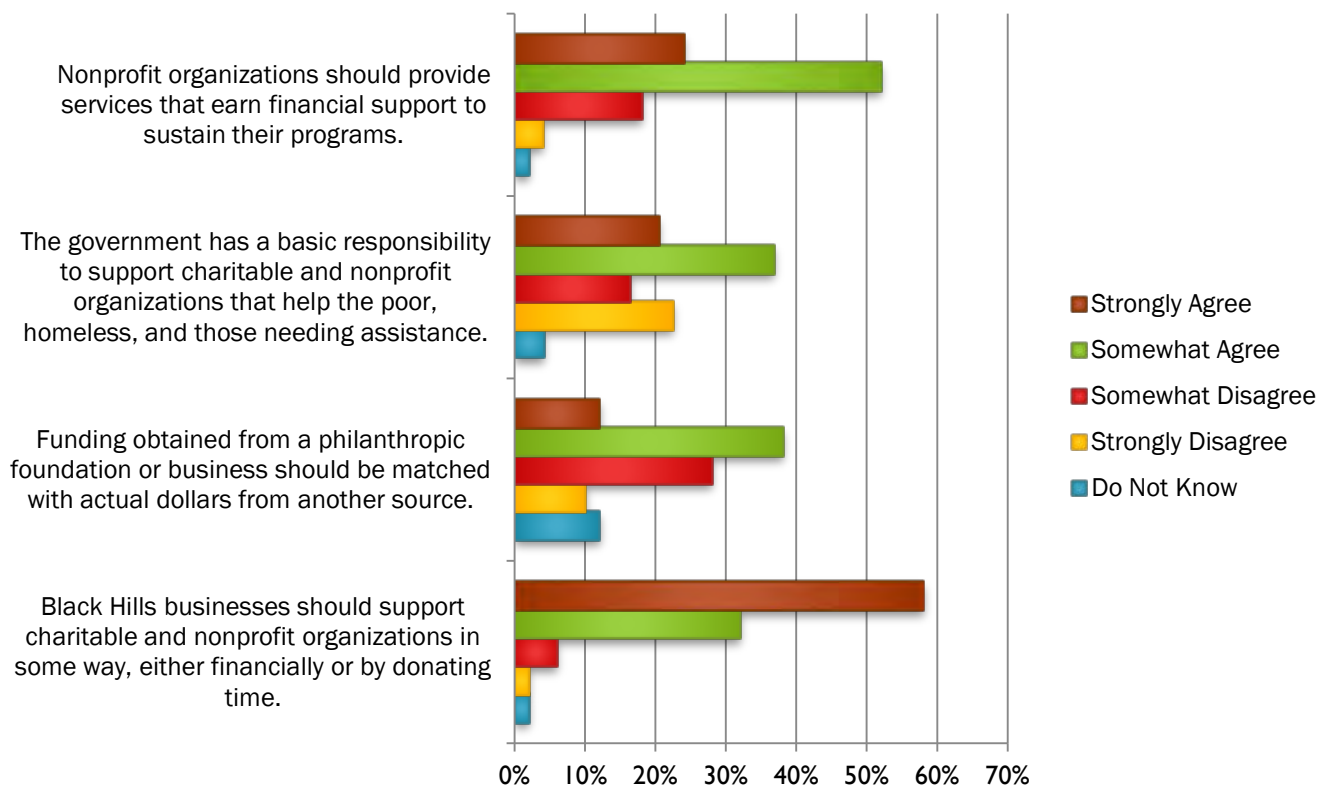
\$0	3
\$1 to \$1,000	7
\$1,001 to \$5,000	6
\$5,001 to \$10,000	9
\$10,001 or higher	10
Not sure	2

A detailed breakdown of those that indicated “\$10,001 or higher” in gifts/donations last year is as follows - \$12,500; (2) at \$20,000; \$25,000; \$39,000; \$110,000; \$150,000; \$435,000; \$2,000,000; and \$4,100,000.

The top five business and foundation primary and secondary priorities are:

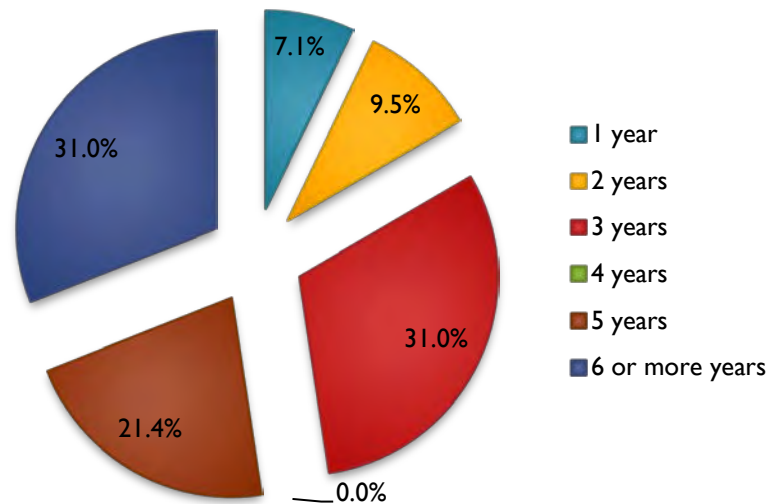
- Helping people in need, such as the poor, hungry, or homeless
- Encouraging child and youth development
- Helping the elderly
- Helping victims of a natural disaster, such as a flood, tornado, or hurricane
- Helping victims of crime, domestic violence, or abuse

Figure 5. Role of institutions and individuals regarding charitable issues from the perspective of an individual donor



Over half of the respondents (52.4%) believed that five or more years of financial support should be made available for nonprofit organizations and programs. Seven percent of the respondents (7.1%) believed support should be limited to one year. Overall, 73.3% of the respondents reported that the people in the Black Hills are generous in supporting nonprofit and religious organizations.

Figure 6. Strong support for organizations to receive funding for more than 3 years from any one



About half of the respondents (45.7%) believed that local charities should coordinate the timing of capital fundraising efforts. One-third of the respondents (32.6%) were not sure of this activity. Capital campaigning draws a lot of funds to a single project and may reduce potential funding opportunities where there are simultaneous capital campaigns for two or more nonprofit organizations.

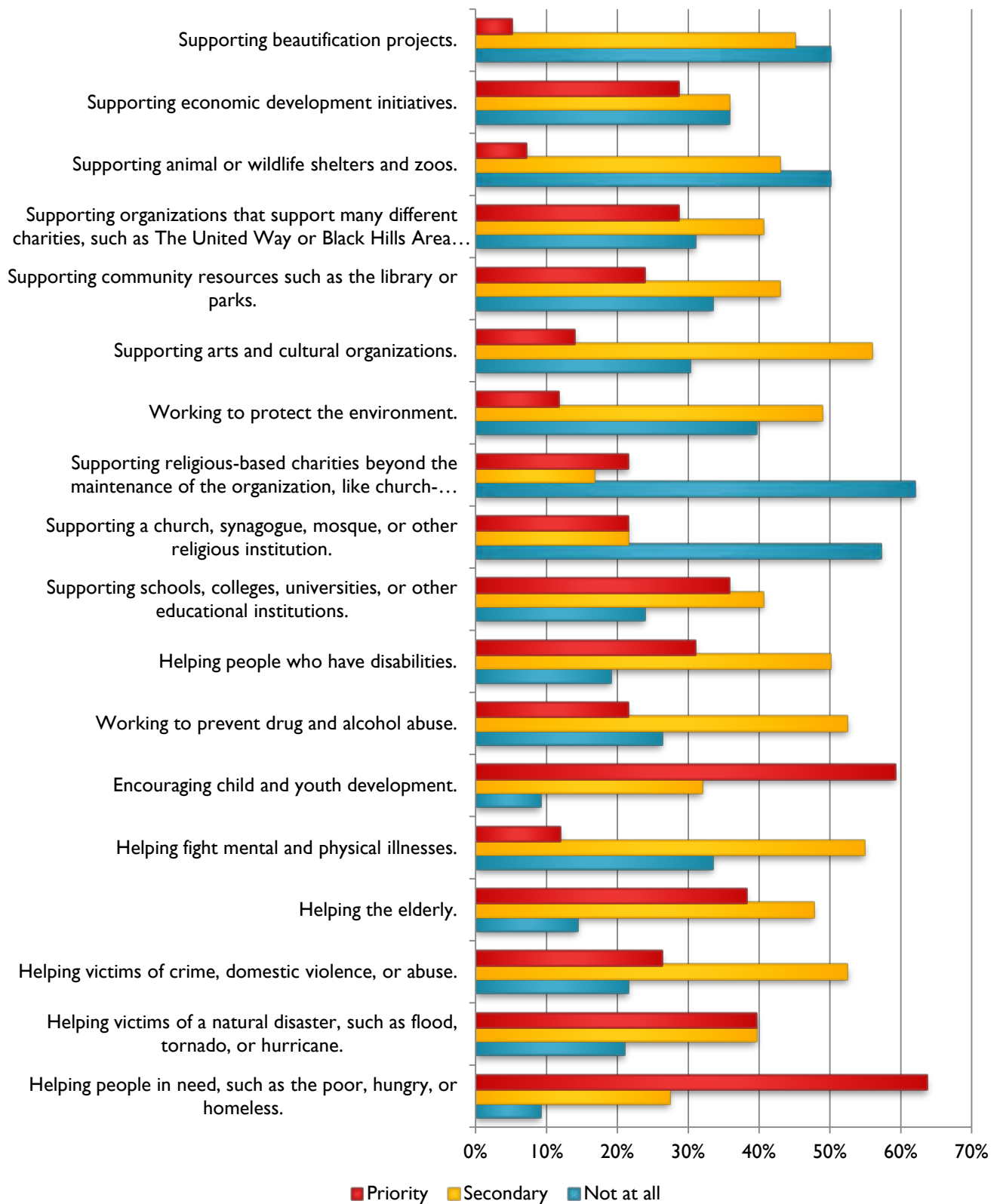
The primary giving priorities for businesses and philanthropic organizations included:

- Helping people in need, such as the poor, hungry or homeless; and
- Encouraging child and youth development

The second level of priorities included:

- Helping people who have disabilities;
- Drug and alcohol use and abuse prevention;
- Helping victims of crime, domestic violence, or abuse;
- Helping fight mental and physical illnesses;
- Arts and cultural organizations;
- Organizations that help other organizations (e.g. United Way)
- Beautification projects; and
- Protection of the environment.

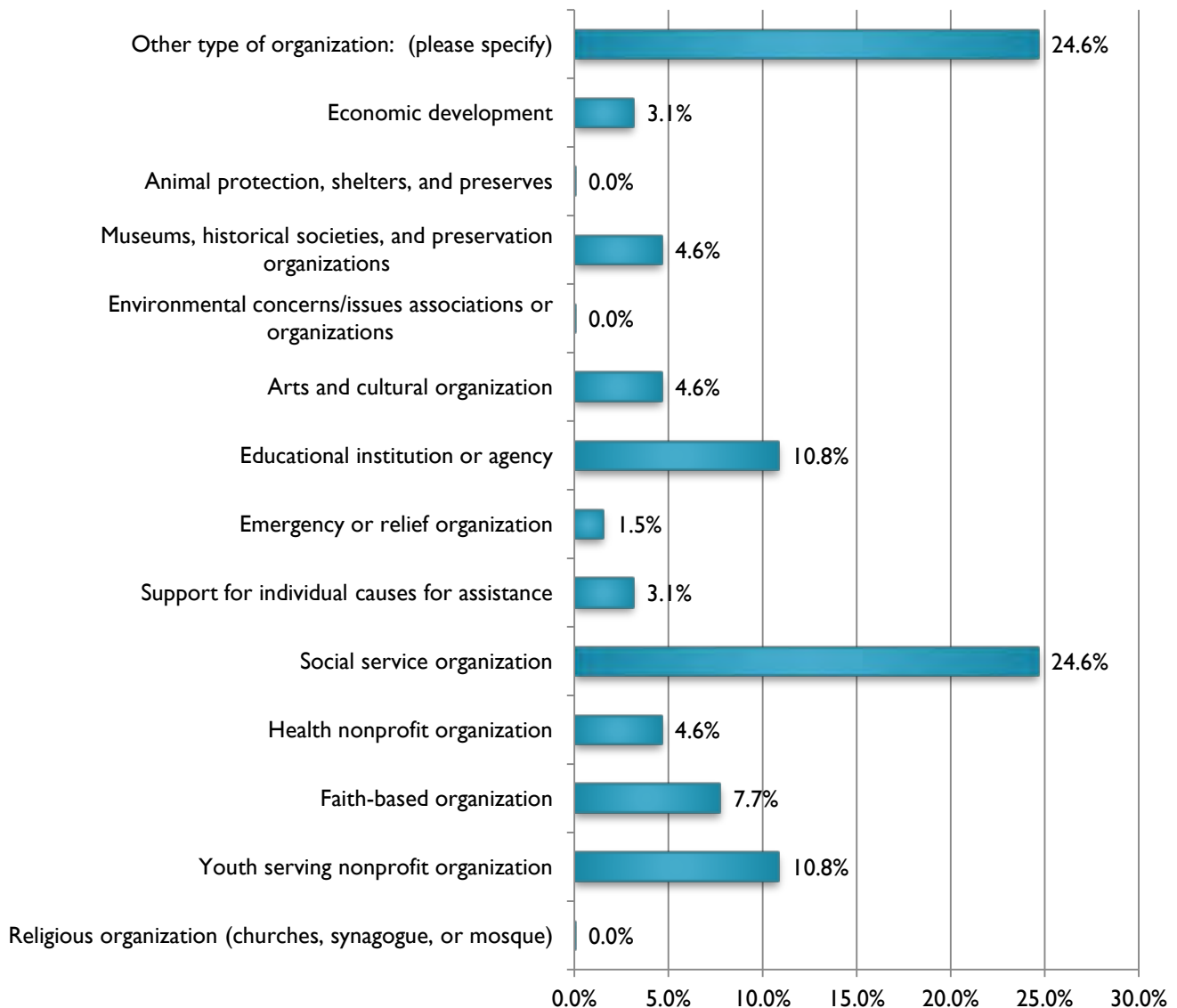
Figure 7. Giving priorities amongst businesses and philanthropic organizations for individual donors



Nonprofit Organizations

Two-thirds of the respondents (66.7%) reported that their nonprofit organization provides services in the Black Hills area that are not available from other organizations. One-fourth of the respondents (24.6%) identified themselves as a social service organization with 10.8% each being educational agencies and youth serving organizations.

Figure 8. Nonprofit organizations, classified



About half of the organizations (48.7%) had less than \$1 million in assets. One fourth of the respondents (25.0%) had assets over \$3.5 million. Sixty-one percent (60.6%) of the organizations had total revenue less than \$1 million, while 21.1% had \$3.0 million in revenue for the previous year.

Figure 9. Total assets of surveyed nonprofits

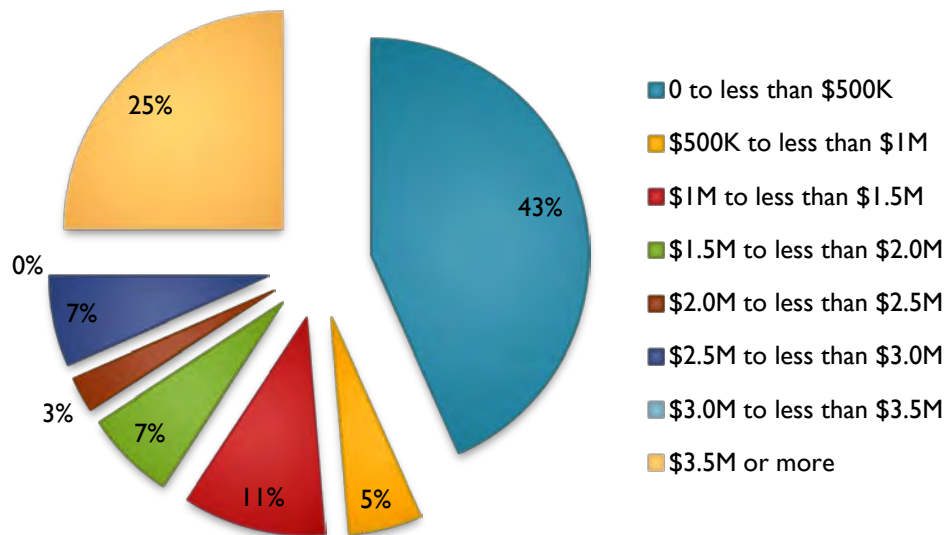
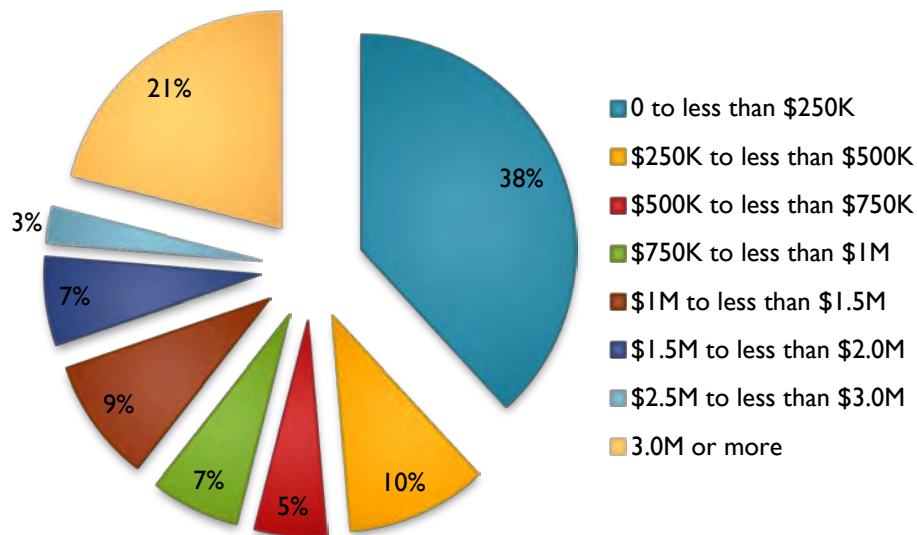


Figure 10. Total amount of revenue received by surveyed nonprofits



Just over half (55.6%) of organizations indicated that their primary source of local charitable gifts was from grants from other foundations or organizations within the Black Hills region. In ranked order, the following reflect sources of local charitable gifts to nonprofits:

1. Grants from local philanthropic foundations or organizations (55.6%)

2. Event attendance or sponsorship (50.8%)
3. Personal contact by telephone or face-to-face (49.2%)

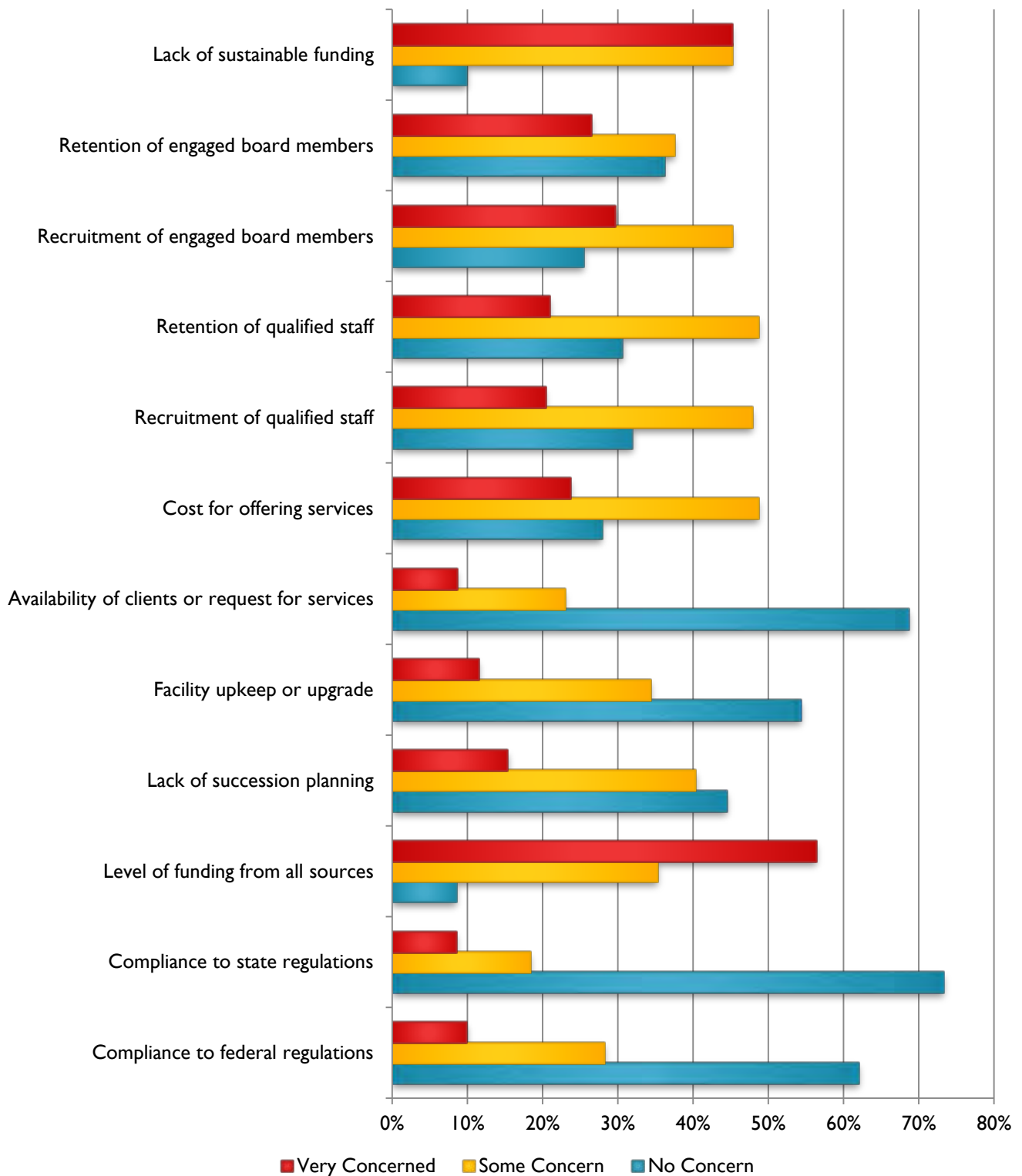
The other forms of donations (e.g. online, direct mail, workplace giving) were much less significant in terms of generating revenue for a nonprofit organization. Of interesting note, when individual donors were asked to consider their preference for solicitation, contact by phone was near the bottom of their list, yet nonprofits do generate revenue using this method.

The highest concerns expressed by nonprofit organizations in meeting their mission focused on funding and sustainability. The prioritized list of concerns included:

1. Level of funding from all sources (92.5%)
2. Lack of sustainable funding (90.2%)
3. Retention of qualified staff (79.2%)
4. Recruitment of engaged board members (74.7%)
5. Cost for offering services (72.2%)
6. Recruitment of qualified staff (68.1%)

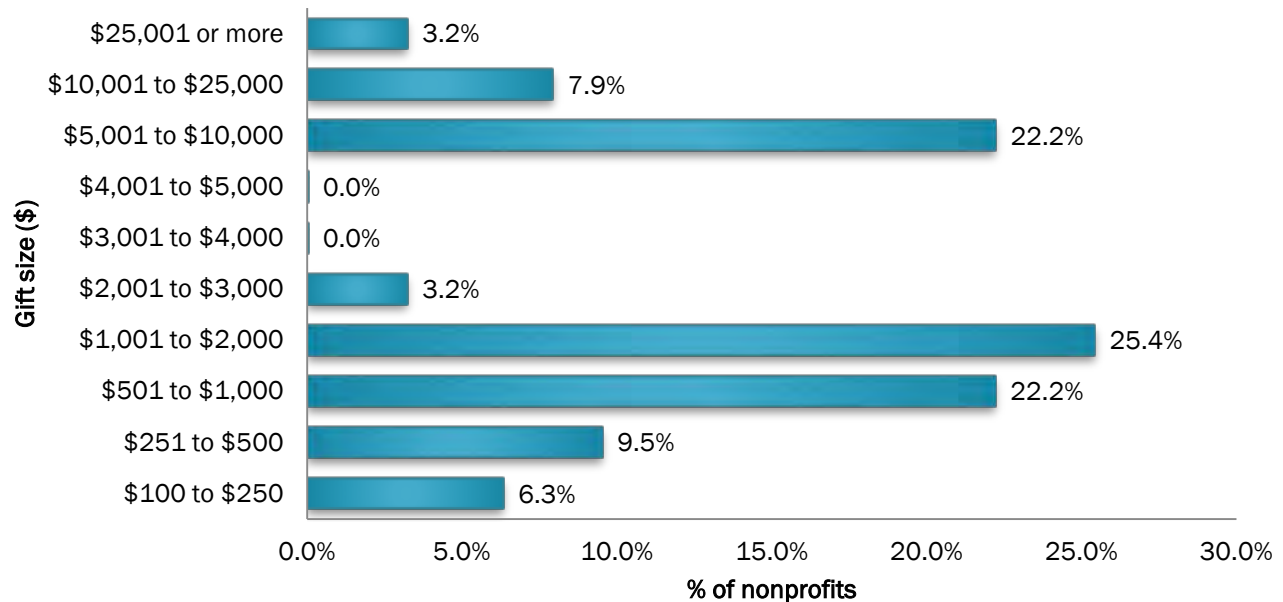
The majority of organizations (55.6%) received most of their funding from local philanthropic organizations or the United Way followed by events and sponsorships (50.8%). Donations are obtained by personal contact (49.2%) and direct mail campaigns (31.7%). Online donations are received by 11.1% of the organizations although two-thirds of the nonprofit organizations (64.6%) indicate that individuals can make donations online. Sixteen percent of the organizations reported getting estate gifts and contributions to their endowments. Forty-four percent of the organizations (44.3%) reported having an endowment or foundation. Two-thirds of the respondents (67.2%) reported that the people of the Black Hills region are generous most of the time.

Figure 11. Sustainable funding from all sources top areas of concern for nonprofits



One out of every four organizations (25.4%) consider a “major gift” to be between \$1,000 and \$2,000; second to that, an additional one out of every four organizations (22.2%) consider \$500 to \$1,000 to be a “major gift”. An additional fourth (22.2%) of organizations feel that a gift between \$5,000 and \$10,000 is major.

Figure 12. Major gifts defined as \$500 to \$2,000 by most nonprofit organizations



More than half (51.6%) of organizations reported that zero (0%) of their board members support the organization at the “major gift” level.

Figure 14. Board member "major gifts" activity

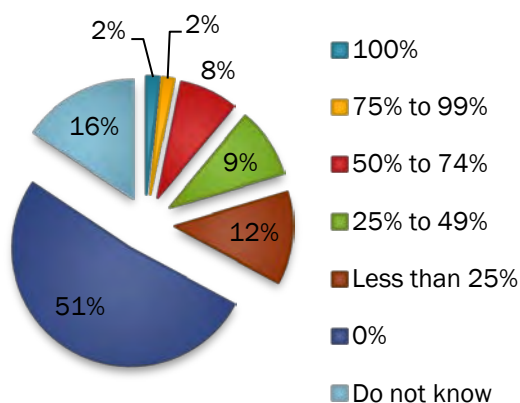


Figure 13. Percent of board members that give \$

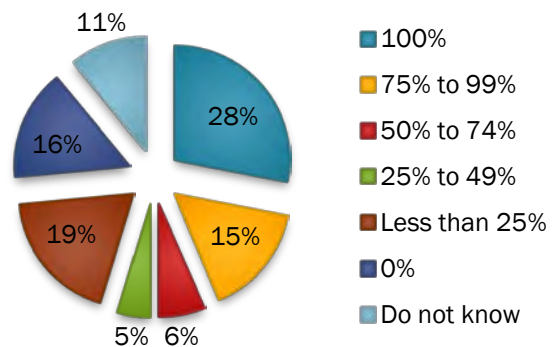
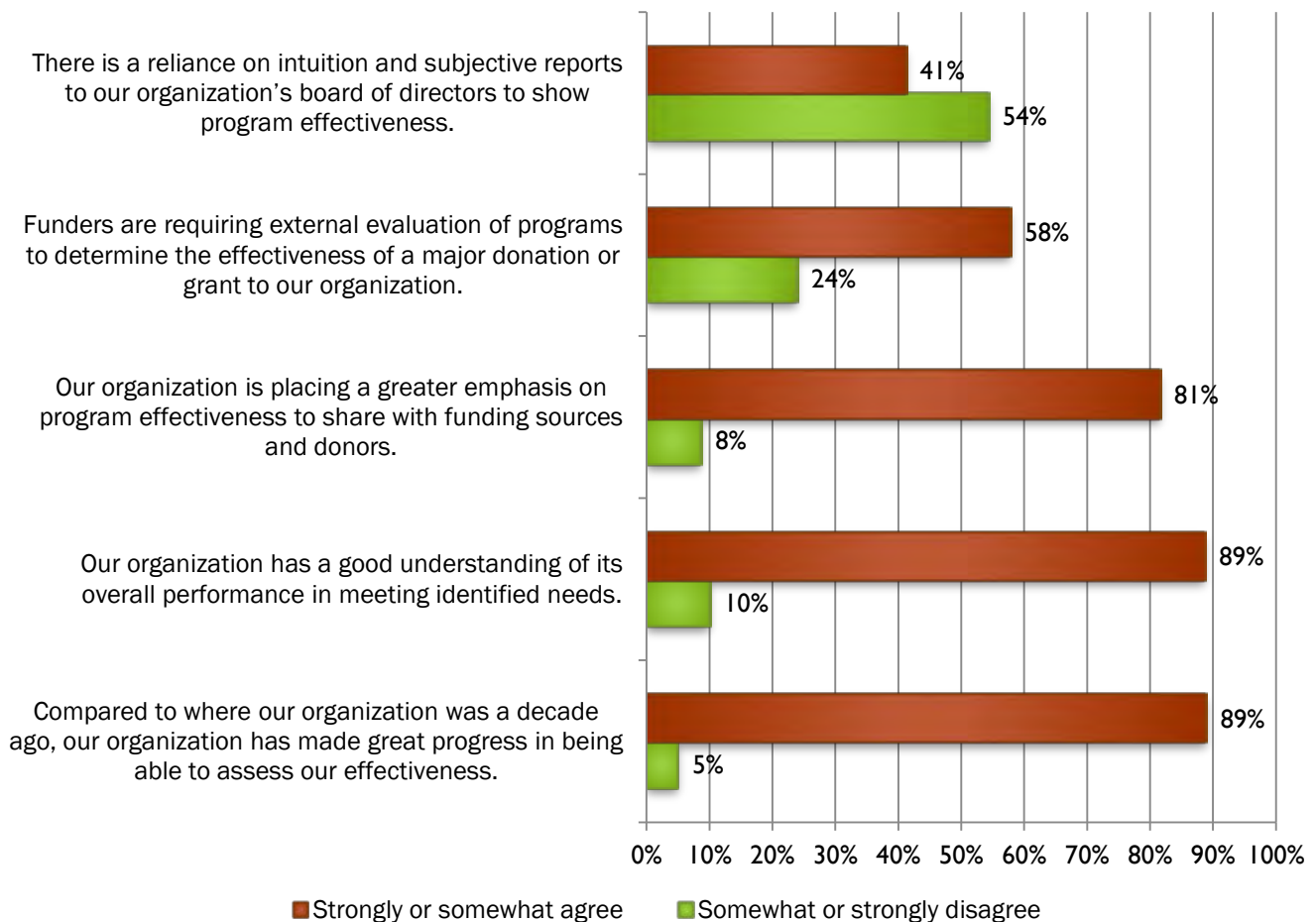


Figure 15. Attitudes about nonprofit effectiveness



Strong agreement with several key attitudes is evidenced by the data:

- Nonprofits have made great progress in being able to assess their effectiveness over the last decade. (89% strongly or somewhat agree)
- Nonprofits have a good understanding of their overall performance. (89% strongly or somewhat agree)
- Nonprofits place a greater emphasis on program effectiveness, and share that with funding sources and donors. (81% strongly or somewhat agree)

Just over half of nonprofits disagreed (54%) with the attitude that there is a reliance on intuition or subjective reports to the organization's board as a way to demonstrate program effectiveness.

Most nonprofits (67.2%) do feel that people in the Black Hills are generous.

C. Results & Conclusions

In addition to the discussion within the Executive Summary, which highlighted individual results from each survey instrument – household donors, businesses and other philanthropic organizations, and nonprofit organizations – a profile of giving that reflects both individual donors and businesses/foundations has been created.

Giving Profile of Individual Donors

Age

Millennials (18 to 24 year olds)	• Firm belief that individuals have a responsibility to support local organizations. • #1 activity to support are programs that provide human services and education. Feels, however, that government also has a key role, especially in taking care of the poor and those who need food or shelter. • Strong emphasis on local businesses also supporting local organizations, and indicated their consumer support towards those businesses. • Less emphasis placed on giving to church. • Small gift size (less than \$500) to local organizations, and demonstrated support for organizations outside of the Black Hills • Need to know what their gift will accomplish.
Generation Y (25 to 34 year olds)	• Similar profile as younger generation, but slightly different reasons to support an organization. Nonprofits should advocate their organization's accountability and trustworthiness for these donors. • Target for slightly higher gifts than the previous generation. • To encourage donations, educate these donors about the needs of the community, and then demonstrate how their donation could directly meet those needs.
Generation X (35 to 44 year olds)	• Demonstrated mind-shift from younger generations in the area of governmental support; most are not supportive of using tax-dollars to support charitable and nonprofit organizations. • Out of all age groups these donors are most apt to give up to \$1,000 on an annual basis. • Strong affinity for providing assistance, education, or public service activities. • Similar methods to encourage donations as the prior generation could be used with these donors, but this demographic is more likely to be influenced by their peers via recommendations to support an organization.
45 to 54 year olds	• Increasingly less interest in tax-based support for nonprofit organizations. • Affinity towards church or faith-based giving is strongest in this demographic. • Increasingly supportive of making larger gifts, particularly those that range from \$2,000 to \$3,000. Similarly higher interest in more donations overall per year; 40% of this age group gave more than \$10,000 in the past year. • Very clear on things they do not want to support versus things they do

	wish to support. • As age increases, so does willingness to support non-Black Hills organizations. • Strong interest in supporting faith-based organizations and churches, as well as organizations that can be trusted. • As age increases, an organization's "moral compass" becomes more important. • Even higher emphasis placed on a friend's recommendation to support an organization.
55 to 64 year olds	• Highest agreement across all ages with the idea that philanthropy is a personal obligation and tradition. • Unlike younger age groups, this demographic is motivated by seeing the results of their gift, and leveraging their gift as a match.

Gender

Males

- Strong support for faith-based organizations.
- Feel that local businesses should be active contributors to nonprofits.
- Less inclined to support use of tax-dollars for nonprofit support.
- More likely than women to make a larger gift.
- More likely to give to national or regional organizations.
- Slightly more interested in seeing the results of their gifts than women.

Females

- More supportive of government-based support than men.
- Less likely to make a large gift.
- More apt to support local organizations.
- Strongly motivated by an organization they feel they can trust, and that they duly support the cause of the organization.
- Stronger support than men for social and humanitarian issues (e.g. protecting the environment, arts and culture).
- Women volunteer slightly more than men do, but men tend to contribute more hours per month than women.

Volunteer Commitment

As volunteer time
commitment increases...

- Level of agreement on the role of institutions and individuals in supporting nonprofits remains the same.
- Men, by slight margin, tend to be more inclined to volunteer than women. However, women tend to commit to more volunteer hours than men.
- The amount of financial support for charitable, nonprofit or religious organizations also increases.
- Types of activities supported by donors remains consistent.
- The definition of a "major gift" increases in \$ amount.
- The number of "major gifts" made slightly increases.
- Length of residency increases. The longer people live in the Black Hills, the more likely they are to commit to more volunteer hours.
- So does age. The older people get, aside from individuals aged 65+ which experiences a slight decline in volunteer time commitment, the more apt they are to volunteer.

- Household income remains relatively steady. Household income has very little impact upon an individual's propensity to volunteer.

Donor Giving Level

As percent of income contributed to charity increases...

- The types of activities donors support remains consistent – the most likely activity for donor engagement is for programs that provide assistance, education, and services.
- The likelihood for a donor to make an online gift increases.
- The propensity for donors to make gifts to organizations outside of the Black Hills also increases.
- The reasons for giving amongst donors remains relatively consistent – the top reason for giving is that the donor believes in supporting the cause the organization promotes.
- The likelihood of that same donor volunteering more time also increases, most noticeable amongst those that give more than 6% of their income to charity.
- The donor's preference for giving also remains constant – helping people in need or those that are victims of a natural disaster are top priority. Funding for all giving preference areas was in nearly all instances at the \$1 to \$250 level.
- No impact is made upon things that would negatively a donor's interest in giving – the number one thing that would negatively influence all donors is if an organization made a call to ask for a contribution.
- No change is evident in factors that would not influence a donor – the number one item that proves to be of little to no interest for donors is public recognition of any kind for their gift.
- Slight change is evident amongst higher level donors (6% and up) with increased emphasis placed on being able to see the direct results of a gift, as well as match opportunities for their gift to further leverage their dollars spent.
- An individual's definition of a "major gift" also increases.

COMPARATIVE ANALYSIS & CONCLUSIONS

Several questions within each survey instrument were designed to compare the attitudes and perceptions of donors – whether individual or business/foundation based – to the needs of nonprofit organizations in western South Dakota. The following reflects a comparative analysis of eight (8) key elements of the research.

A. Support patterns of donors as compared to the needs of nonprofits

Volunteer commitment versus needs of the nonprofit

Of those surveyed, 36.4% volunteer 1-5 hours per month for any given nonprofit in the community. In fact, most of those surveyed volunteered to some extent, with just under 1 in 5 individuals (18.6% of those surveyed) reporting that they did not volunteer at all.

In comparison, when asked how many volunteers any given nonprofit organization uses per month, most respondents (71.5%) indicated that their organization used 10 or more volunteers per month. Some organizations (9.1%), however, indicated that they did not use any volunteers per month.

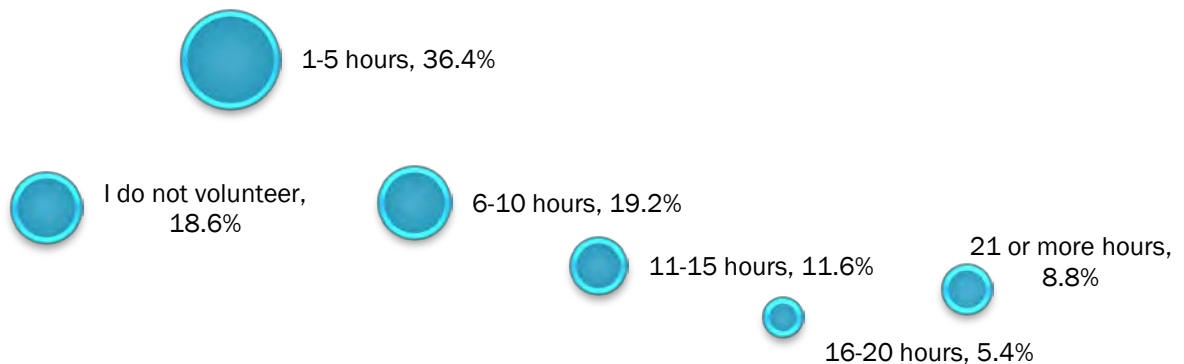


Figure 16. Individual volunteer commitment time per month

On average, how many volunteers does your organization use per month?

	Response Percent	Response Count
0	9.1%	7
1 to 10	31.2%	24
11 to 20	13.0%	10
21 to 30	18.2%	14
31 to 40	2.6%	2
41 to 50	1.3%	1
51 to 100	13.0%	10
101 to 200	3.9%	3
201 or more	7.8%	6
answered question		77
skipped question		20

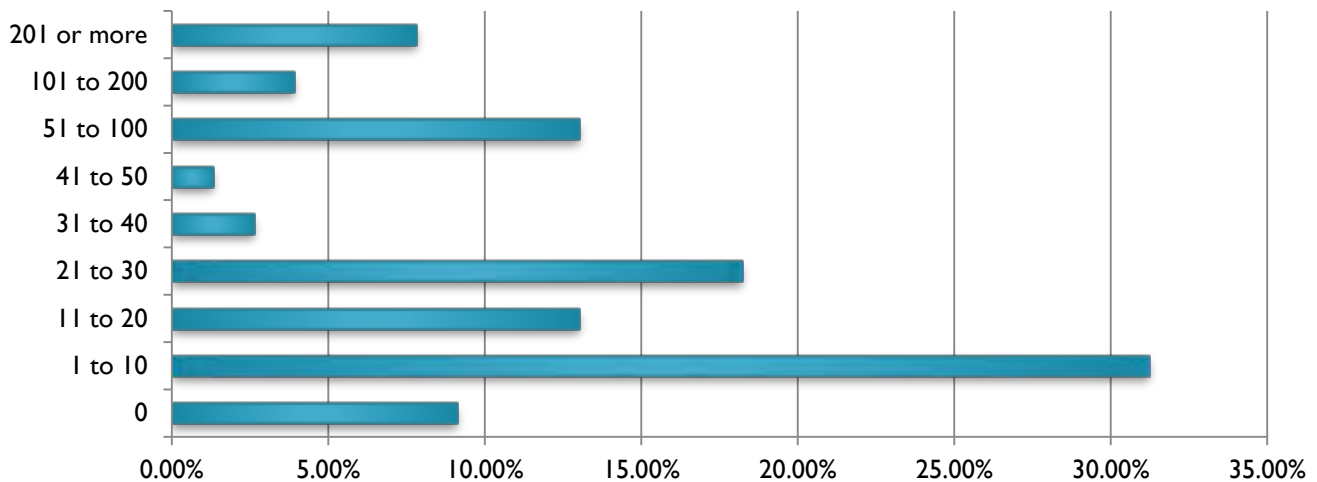


Figure 17. Volunteers used by nonprofits per month

Definition and frequency of "major gifts"

Individual donors were asked to approximate their level of donation to support charitable, nonprofit, or religious organizations over the course of one year; in response, most (44.4%) individuals donate anywhere from \$1 to \$1,000 in a given year to charitable causes. Donation size trailed off from there, wherein 11.3% of donors provided financial support in the area of \$1,001 to \$2,000 per year; and 10.5% provided gifts ranging from \$2,001 to \$3,000 per year. A total of 110 respondents, or 30.3%, indicated their support level at or above \$3,000 per year. The vast majority of local philanthropy amongst individual donors is supported by gifts per individual per year at less than \$3,000, inclusive of religious organizations.

Individual donors largely see a "major gift" as somewhere between \$101 to \$500; this combined with individuals that define a "major gift" as anywhere between \$50 to \$100, a total of 41.6% of respondents define a "major gift" as \$50 to \$500. Only 5.0% percent of those surveyed feel a gift of \$10,001 or more would be classified as a "major gift".

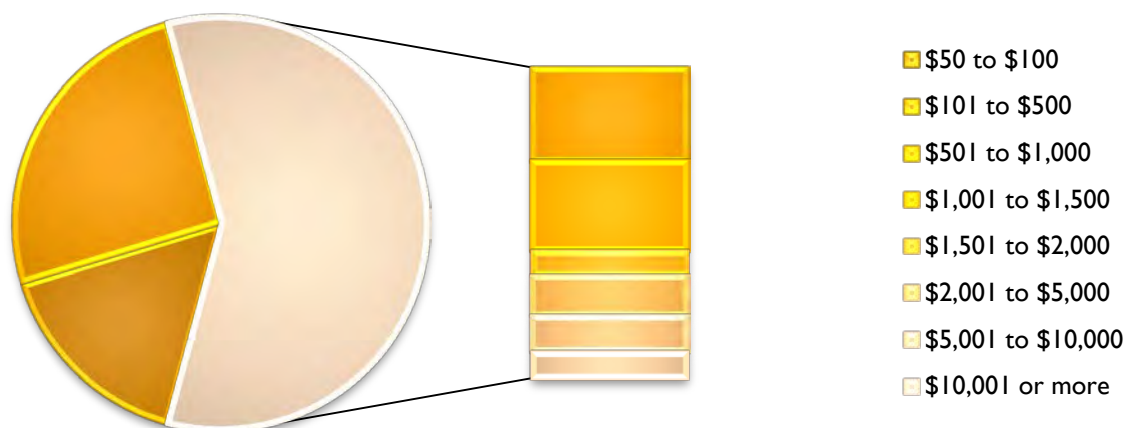


Figure 18. Definition of a "major gift" from individual donors

In comparison, **businesses** were also asked to consider the amount of funds donated to area nonprofits or charitable organizations. The last year, the minimum amount of funds granted or donated to a nonprofit by those surveyed was largely \$500 or less (27 of 34 responses, or 79%). The maximum amount of funds granted or donated to a nonprofit by those surveyed was similar, ranging from \$1 to \$1,000 in gift/grant size; 14 of 36, or 39%, of businesses noted the largest gift/grant as such.

What motivates donors to give?

When asked to consider reasons for giving, **individual donors** are most often motivated by four factors:

1. A desire to help their community or church (95.6% *strongly or somewhat agree*)
2. Supporting an organization they feel they can trust (98.8% *strongly or somewhat agree*)
3. A belief in supporting the cause the organization promotes or addresses (97.9% *strongly or somewhat agree*)
4. Knowledge that the organization is well-managed and effective (97.1% *strongly or somewhat agree*)

Of less motivation are the following factors:

1. Tax benefit to the donor (42.4% *strongly or somewhat agree*)
2. Whether or not the individual is also a volunteer at the organization (63.6% *strongly or somewhat agree*)
3. Personal enjoyment of the programs or services offered by the organization (67.2% *strongly or somewhat agree*)

Similarly, individual donors were asked to comment on the ways they may be encouraged to give or donate to a charitable cause or organization. Respondents were asked to rank a series of factors from “very likely to give” to “would influence me negatively”.

The following factors were identified as encouragement for individual donors to be “very likely to give” to an organization:

1. Understanding what my contribution would achieve (60.0% *of respondents indicated as strong encouragement to give*)
2. Understanding what the community needs, or what the organization needs (55.9%)
3. Being able to see the results of my gift (48.8%)
4. If my contribution served as a match for additional funds (43.9%)

In contrast the factor below was identified to “negatively influence” a donors’ interest in making a gift or donation to an organization:

1. If an organization called to ask for a contribution (46.9% *of respondents indicated as a negative influence*)

Factors of marginal to no influence largely centered on public recognition and personal tax benefit; in detail, these included:

1. Understanding the tax benefits to my family and me (62.4% *of respondents indicated no influence on making a gift or donation*)
2. Receiving letters of appreciation from civic, community or business leaders (63.7%)
3. Receiving recognition by the organization or the event (69.9%)
4. If an organization sent an appeal through the mail (54.2%)

5. Being recognized publicly in the newspaper or newsletter (68.8%)

Similar questions were asked of **business donors and foundations**. The following factors were identified as areas which businesses/foundations prefer to support through their gifts/donations:

1. Helping people in need, such as the poor, hungry or homeless (63.6% *indicated this as a funding priority*)
2. Encouraging child and youth development (59.1%)

Most businesses queried indicated that supporting victims of a natural disaster was of either primary or secondary importance; only nine respondents (21%) indicated it was not a priority at all.

In contrast, business donors and foundations are not as inclined to give to the following types of opportunities:

1. Supporting a church, synagogue, mosque, or other religious institution (57.1% *indicated having no interest in supporting*)
2. Supporting religious-based charities beyond the maintenance of the organization, like church-sponsored charities (61.9%)
3. Supporting animal and wildlife shelter and zoos (50%)
4. Supporting beautification projects (50%)

The following factors were identified as “secondary” giving priorities for businesses and foundations:

1. Helping victims of crime, domestic violence, or abuse (52.3% *indicated as a secondary funding priority*)
2. Helping the elderly (47.6%)
3. Helping fight mental and physical illnesses (54.7%)
4. Working to prevent drug and alcohol abuse (52.4%)
5. Helping people who have disabilities (50.0%)
6. Supporting schools, colleges, universities, or other educational institutions (40.5%)
7. Working to protect environment (48.8%)
8. Supporting arts and cultural organizations (55.8%)
9. Supporting community resources such as the library or parks (42.9%)
10. Supporting organizations that support many different charities (e.g. United Way) (40.5%)
11. Supporting economic development initiatives (35.7%)

Attitudes about nonprofit effectiveness

Several statements were provided to both nonprofits and businesses/foundations regarding the effectiveness of their respective organizations.

- When asked to compare their current effectiveness in achieving stated goals and outcomes to where they were a decade ago, both constituents strongly or somewhat agree that great progress has been made in assessing program effectiveness.
- Similarly, both constituents also feel that their organizations have a good understanding of their overall performance in meeting community needs as identified. 88.5% of nonprofits indicated that they strongly or somewhat agreed with this statement; 11 of 13 (84.6%) respondents from business/foundation donors indicated the same.

- 10 of 13 (76.9%) businesses/foundations strongly or somewhat agreed that their organization is placing greater emphasis on program effectiveness as it considers awarding grants or making donations. Nonprofits are also placing greater emphasis on program effectiveness as it shares outcomes with its funders; 48 of 59 (81.3%) of nonprofits surveyed indicated they strongly or somewhat agreed with this statement.
- While general consensus amongst nonprofits indicated “some agreement” with the observation that funders are requiring external evaluations to measure program effectiveness, nearly 1 in 5 (18.6%) simply did not know if this requirement was real or not. The attitudes of businesses and foundations in this regard were stratified across the continuum; most (4 of 12) indicated that they “somewhat disagreed” with this statement.
- Most (7 of 12, or 58.3%) businesses/foundations somewhat agree with the premise that there is a reliance on organizational data to determine a funded programs impact. Nonprofit organizations tended to share a similar opinion; 27.8% somewhat agreed and 29.5% somewhat disagreed with this statement.

B. Individual donors versus business philanthropy

Donor assets/income versus total dollars distributed to charity

When asked to approximate how much money they donate per year to nonprofit, charitable or religious organizations most **individuals donors** indicated somewhere between \$1 to \$500. 18.2% of respondents indicated annual donations of \$501 to \$1,000; 11.3% indicated annual donations of \$1,001 to \$2,000. While a good number of respondents (40.8%) gift more than \$3,000 on an annual basis – 5.5% at a level exceeding \$10,000 per year – the majority fall below the \$3,000 annual giving amount.

To provide additional context, the annual income for 2011 as reported by those surveyed followed a relatively normal distribution curve. 39.3% of respondents indicated household income between \$40,000 and \$80,000 per year. Of those, just over half made between \$60,000 and \$80,000 per year. 21% of those surveyed indicated an income in excess of \$100,000 per year. 21.5% indicated an income less than \$40,000 per year.

When asked to self-report the percent of household income given to charitable organizations, nearly half (48.5%) of the respondents indicated 0% to 3%. 16.7% of respondents indicated they give more than 10% of their income each year to charitable causes.

When these variables are cross-tabulated it is evident that over half of those that contribute \$1 to \$500 each year consider their annual giving to reflect up to only 1% of their household income.

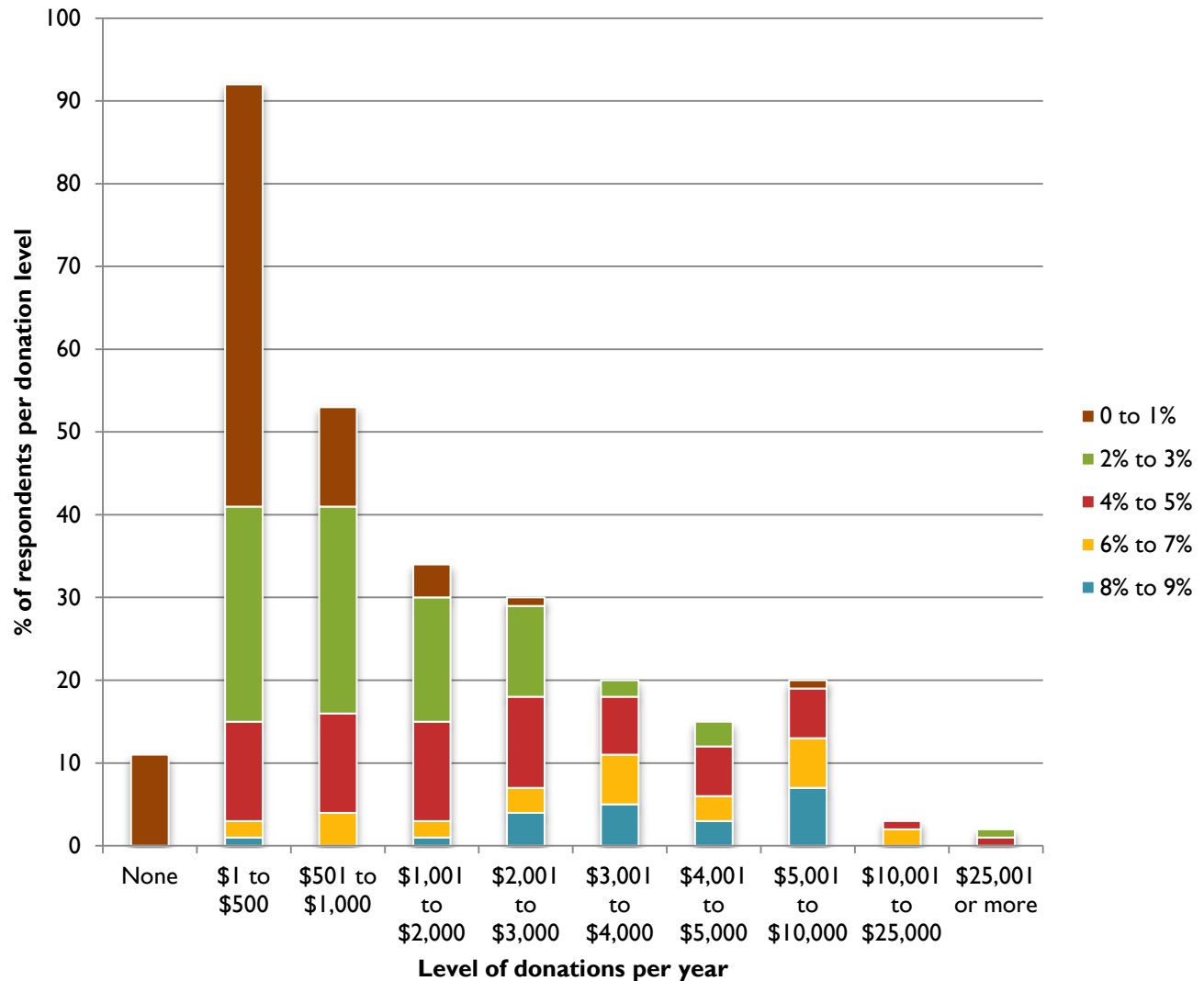


Figure 19. Level of donation per year (\$) organized by percent of household income

Further, when compared to total household income those donors that reportedly gave between 2% and 3% of their household income were most largely represented in the \$40,000 to \$80,000 annual household income ranges. A similar trend is also noted with those that reportedly gave \$0 to 1% of their income. Collectively, most (43 of 63 respondents, or 68.3%) of those households making less than \$40,000 per year reported less than 3% of their income as charitable giving. As income increased, individual donors reported a slightly higher level of giving; 21% of respondents making between \$60,000 and \$80,000 reported donating 4-5% of their income to charity.

Of all income brackets, those making \$120,001 to \$140,000 per year reported the highest level of contribution to charity with 100% giving more than 2% of their incomes each year. Not surprisingly, those making more than \$140,000 per year closely followed in giving with 90% of respondents in that income bracket at similar giving levels. As evidenced in the figure below, as income increases the percentage of income allocated to charitable giving also increases.

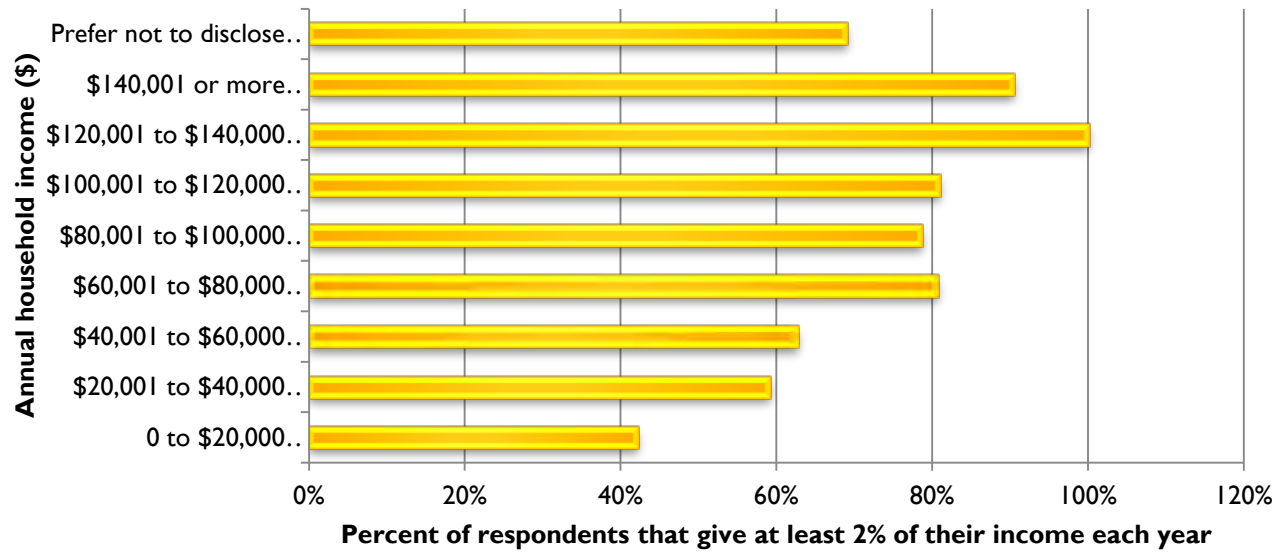


Figure 20. Giving levels that exceed 2%/year as compared to annual household income

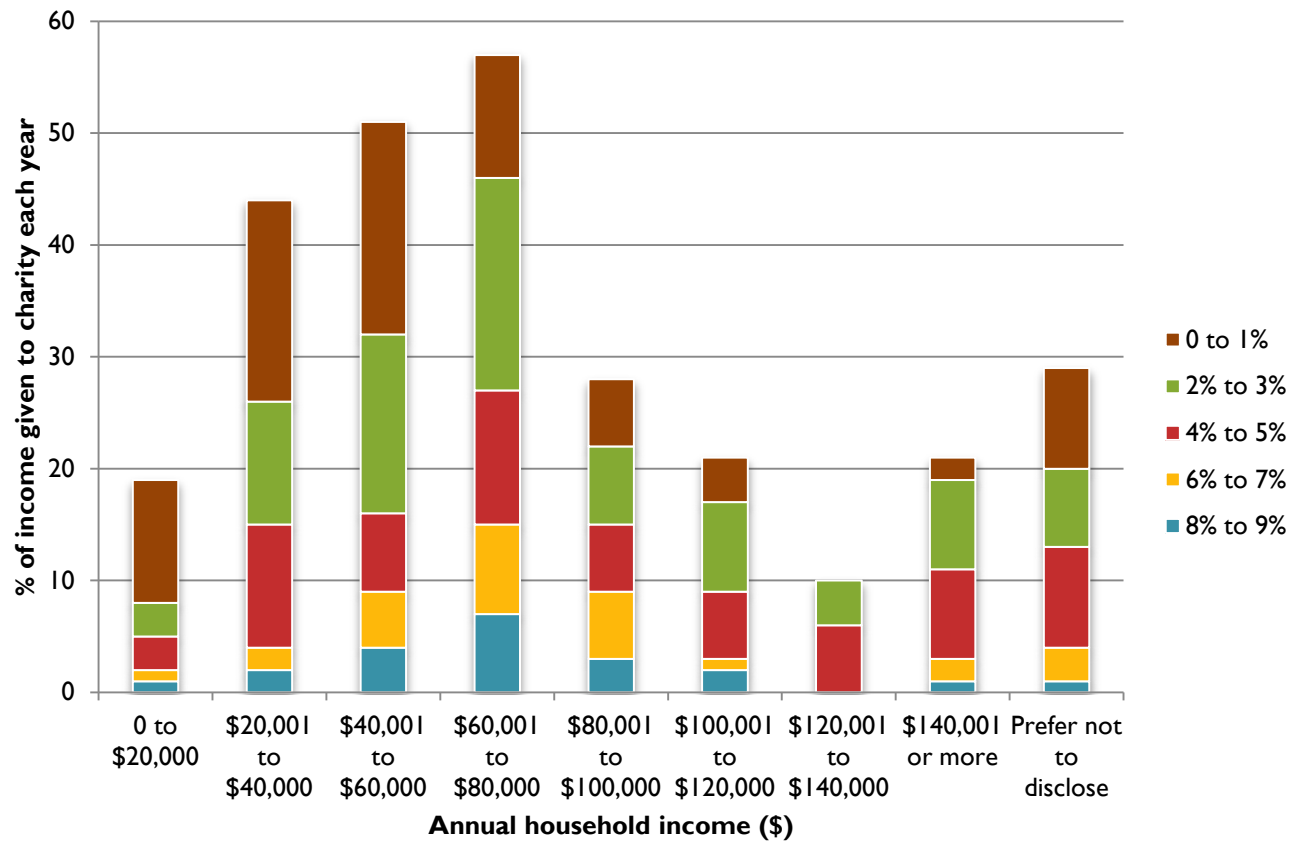


Figure 21. Relationship between giving and annual household income

When **businesses and foundations** are examined in similar fashion, total asset size of most organizations (46.7%) that responded was less than \$500,000. The total amount of funds distributed collectively amongst those surveyed was most commonly less than \$250,000, or 60% of respondents.

The total amount of grant funds distributed by those businesses and foundations surveyed was largely less than \$10,000 per year. 27% (10 of 37) reported total grants awarded in excess of \$10,000. Grants above \$10,000 were largely varied, ranging from actual reported values of \$12,500 to \$4,100,000 per year.

When asked what the primary source of funding was for the organization, **nonprofits** indicated that only 13.0% comes from individual donors, 0.0% from business donations, and only 1.3% from private or corporate foundations.

The role of donors on charitable issues

When asked to consider the role of institutions and individuals regarding charitable issues, **individual donors** offered the following feedback:

- The vast majority (91.2%) of donors feel that every person should support charitable or nonprofit organizations in some way, whether by financial contribution or volunteer commitment time.
- Donors agreed, but less emphatically, that giving financial support to a church or faith-based organization shows that a person is charitable as indicated by 158 of 362 responses, or 43.6%. Just over 30% of respondents somewhat or strongly disagreed with this statement, implying that donation to a church or faith-based organization did not indicate that someone is charitable.
- 246 of 359, or 68.5% of respondents, felt that the government has a responsibility to support charitable and nonprofit organizations that help the poor, homeless, or those needing assistance. 30.4% disagreed with that statement.
- An overwhelming majority of individual donors (96.1%) feel that Black Hills businesses should be active in supporting charitable and social causes.
- 92.2% of individual donors indicate that they support businesses that give to charitable and nonprofit organizations.

Business and/or foundation donors demonstrated similar attitudes, respectively:

- 90% of respondents strongly or somewhat agreed that Black Hills businesses should support charitable and nonprofit organizations in some way, whether by financial contribution or volunteer commitment time.
- 38% of businesses/foundations indicated they somewhat agreed with the premise that the funding they provide should be matched with actual dollars from another source. In contrast, 38% of respondents also indicated that they somewhat or strongly disagreed with this statement.
- Just over half (57.1%) of respondents feel that the government has a basic responsibility to support charitable and nonprofit organizations that help those in need. 22.4% strongly disagreed with this sentiment.
- 76% of businesses and foundations feel that nonprofit organizations should provide services to earn financial support for their programs.

Preferences for giving and levels of support

Donors – individuals and businesses alike – were asked to comment on their preferences for giving as it related to a variety of causes in terms of approximate monetary support. Out of 17 causes, ranging from support for large charities such as the United Way to human service related causes, each was scored in terms of approximate dollar amount which varied from \$0/do not support to \$5,000 or more in support.

On behalf of **individual donors**, support for economic development initiatives was most strongly viewed as a cause not to be supported; 209 of 337 respondents (62%) indicated they do not support this cause. For those that did indicate support, it rarely exceeded \$250. In addition to support for economic development initiatives, work which prevents drug and/or alcohol abuse as well as support for animal or wildlife shelters and zoos was in similar category.

The highest preference for giving, with nearly 26% of individual donors indicating support at the \$1,000 or higher level, was for churches, synagogues, mosques, or other religious institutions. While just under 1/3 of the respondents (109 of 343, or 31.8%) indicated they did not support religious institutions, more than 2/3 of the respondents do support this cause.

Most causes demonstrated their highest responses in the \$1 to \$250 gift level; helping people in need, those with disabilities, those that are victims of crime, and those impacted by natural disaster were most commonly referenced (by approximately 65% of all respondents) in this giving category.

Businesses and foundations were also queried in this regard, although not asked to quantify their preferred giving levels as the individual donors were.

- Helping people in need, and encouraging youth development were ranked as high priority areas for preferred funding.
- Support for religious organizations was identified as not a priority at all by most respondents (61.9%).

Donors' desired longevity of financial support

31.0% of businesses and foundations feel that 3 years is a reasonable amount of time for a foundation or donor to support an organization, program or project. Interestingly, 52.4% of organizations feel that support should last 5 years or more.

In contrast, when nonprofit organizations were asked the same question, the responses were quite similar. 29.8% of nonprofits feel that reasonable foundation or donor support for its programs is 3 years. 45.6% of nonprofits feel that support should last 5 years or more.

C. Individual Donor Profile

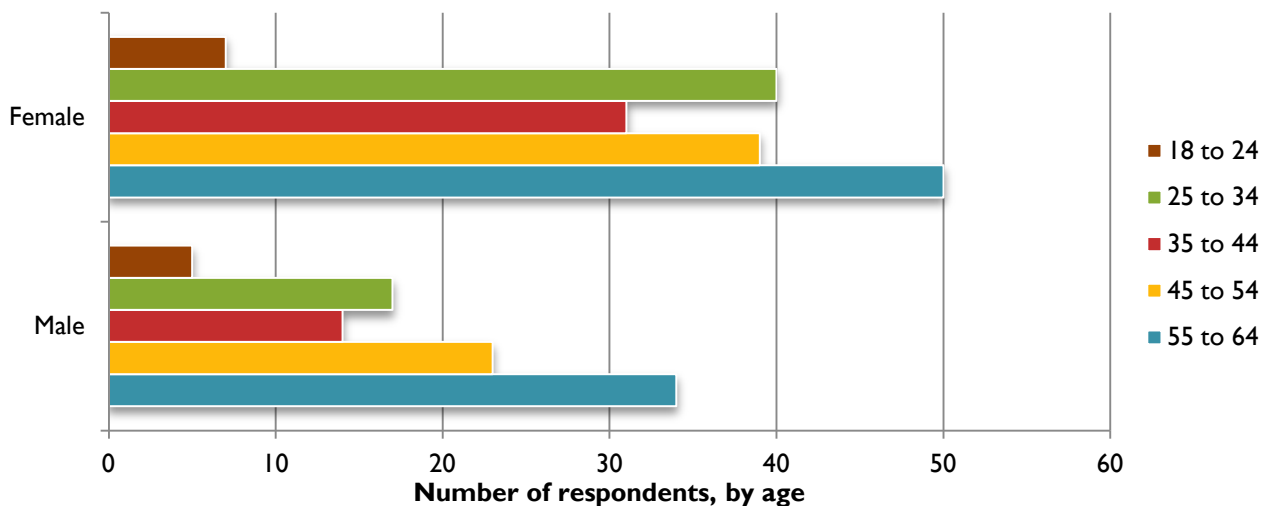
In an effort to define a thorough understanding of donor profiles, whether individual or corporate/foundation driven, the data collected through the various survey instruments was cross-tabulated by multiple demographic indicators. This represents multiple views by which to examine the typical donor, and provides the basis for developing donor profiles for various organization types, addressing key development tasks such as best way to solicit for donations to motivations for giving.

A donor profile for individual households relative to four key elements – age, gender, volunteer commitment, and level of giving – has been created and provides the basis for the results of this study. The figures and conclusions presented herein are intended to augment the analysis detailed within the preceding section of this report, as well as the material provided in Appendix B. Combined, this aims to provide a deeper level of understanding of:

- what donors in the Black Hills area look like,
- what their behaviors are, and
- how to cultivate each respective donor base.

Age

The predominant age group that responded to the survey was aged 55 to 64, more heavily represented by females than males across the age ranges surveyed. A total of five (5) age groups were categorized as part of the survey design.



18 to 24

Impressions on the role of institutions and individuals on supporting charitable issues.

When asked about their impressions on the role of institutions and individuals regarding charitable issues, the 18 to 24 age group largely strongly agreed with the statements provided; this age group demonstrated high affinity for supporting charitable and nonprofit organizations in some way, but also felt that the government had a key responsibility in supporting these organizations as well, particularly taking care of the poor and those who need assistance with the most basic elements of life (e.g. food,

	shelter). This age group also largely supported the involvement of Black Hills businesses in supporting charities and social causes, and advocated their consumer support to businesses who openly advocate for charity. Out of all the age groups analyzed, the younger generation demonstrated the highest affinity for strong support of these key areas. Of note, however, the group placed less emphasis on giving to church or faith-based organizations in comparison to higher age respondents.
<i>Annual giving</i>	Not surprisingly, most giving in this age demographic falls in the \$1 to \$500 range, which is consistent with the overall trend in giving across all age groups.
<i>Types of activities by nonprofits I support</i>	The #1 activity this age group supports is programs to help provide human services and education assistance. While college-enrollment status was not specifically called out in the analysis, this finding seems reasonable given the age and typical life status of these individuals. Of secondary interest were general operation support as well as renovation/rehabilitation projects. Of little interest to this age demographic are endowment support, or gifts to support capital or equipment purchases.
<i>Giving outside of the Black Hills</i>	Most respondents (83%) did indicate a donation of \$1 to \$250 to organizations/causes outside of the Black Hills area.
<i>Reasons for giving</i>	Out of 11 reasons for giving provided in the survey, three (3) were indicated as marginally important to this age group: tax benefits for giving, how well the organization is managed and its effectiveness, and because the cause is morally right. The remaining elements, ranging from personal connection to the organization to believing in the cause, were categorized as “very important” for this age group in their reasons to donate.
<i>Preferences for giving</i>	Out of the numerous examples of giving most respondents in this age cohort indicated support at the lowest level - \$1 to \$250 – or that they did not support. A slight decrease in preference for giving was noted for arts and cultural organizations, as well as zoos amongst this age group.
<i>Factors which encourage donations</i>	As evidenced in other areas of inquiry, the individuals’ understanding of tax benefits of a donation are of little importance to this age group. Factors that do seem to encourage donations amongst those 18 to 24 include: understanding what my donation will achieve, understanding what my community needs, and being able to see the results of my gift. Of little to no influence is public recognition or acknowledgement of the donation. While the use of mail appeals was marginally received amongst this group, the use of phone solicitations would negatively influence this age group to give.

25 to 34

<i>Impressions on the role of institutions and individuals on supporting charitable issues.</i>	The 25 to 34 aged respondents largely mimicked the impressions of the younger age group, yet with slightly less affinity. Most respondents indicated “somewhat agreement” with the various statements, particularly with how much responsibility the government has in supporting charitable need-based organizations and with giving financial support to churches or faith-based organizations. This age group was, however, strongly in agreement of every person supporting charitable organizations in some way.
<i>Annual giving</i>	As age increases, the stratification of giving from low to high range donations also increases. As evidenced by the data, the 25 to 34 year old age group remains most likely to give at the \$1 to \$500 level, but shows an increase in higher dollar amounts, with more than 50% (51.8% actual) of this age group giving more than \$500 per year to charitable causes. One unique exception - 10% of those surveyed indicated “no giving” on an annual basis; all other age demographics reported at least giving \$1 to \$500.
<i>Types of activities by nonprofits I support</i>	High affinity for gifts to support human/educational services as well as general operations were evident in this age bracket, with more than half of all respondents indicating these as items they routinely support with their giving. In contrast, 25 to 34

	year olds are less interested in endowment support, program evaluation/research, and construction/acquisition support.
<i>Giving outside of the Black Hills</i>	An equal amount of individuals within this age group do not give to non-Black Hills organizations as those that do at the \$1 to \$250 level; in fact, 60% of donors in this category did donate to non-Black Hills organizations in the past year.
<i>Reasons for giving</i>	As the prior age group, very little emphasis is placed on tax benefit to this age group in their propensity to give. Further, the issues' moral attributes are less of a motivator to give than the other reasons provided. The top reasons provided by this group included: 1) a desire to help my church or community, 2) it is an organization I can trust, 3) the organization is well-managed and effective, and 4) I believe in supporting the cause it promotes.
<i>Preferences for giving</i>	The majority of giving preferences are supported at least at the \$1 to \$250 level aside from several exceptions amongst this age cohort; nearly half of this group would support prevention of drug and alcohol abuse or economic development initiatives. The highest affinity for giving at the \$1 to \$250 level amongst this age cohort was for helping people in need, encouraging child and youth development, and helping victims of a natural disaster.
<i>Factors which encourage donations</i>	Understanding the community need, and how their donations could help address that need, are key factors to encourage donations amongst this group with more than half of those surveyed indicating it as prompting them to be "very likely to give" if achieved. Similar to the prior age group, public recognition, letters of appreciation, and tax benefit are of less interest and would not influence these donors. Nearly half of those in this age group would be deterred by a phone solicitation.

35 to 44

Impressions on the role of institutions and individuals on supporting charitable issues.

Strong affinity remains for local business support to charities and social causes; most respondents strongly agreed with this sentiment. Noticeable change in this age category is noted in the areas of governmental responsibility, where most respondents (62%) were less enthused (somewhat agree/disagree) about tax-dollars used to support charitable and nonprofit organizations that help the poor, homeless, and others needing assistance. 15% of respondents actually strongly disagreed with the notion of government support for these issues, representing a marked difference in opinion from younger age groups.

<i>Annual giving</i>	Out of all of the age demographics, the 35 to 44 year olds are most likely to give up to \$1,000 on an annual basis (59% of respondents).
<i>Types of activities by nonprofits I support</i>	An overwhelming majority of respondents in this category (88.8%) indicated support for program support to help provide assistance, education, or services to the public. As in the prior two age groups, little interest was expressed in supporting construction or acquisition, equipment purchases or upgrades, program evaluation/research studies, and endowments.
<i>Giving outside of the Black Hills</i>	70% of those in this age group indicate propensity to give to organizations outside of the area at some level.
<i>Reasons for giving</i>	There is a noticeable increase in support for organizations that are trustworthy, and for organizations that are well-managed and effective; nearly 100% of donors in this age cohort indicated some level of importance to these particular reasons for giving. In similar fashion to previous age groups, tax benefits of a donation remain of little to no importance. Further, this age group does not associate being a member or volunteer for the organization with their reasons for giving.
<i>Preferences for giving</i>	Similar to the previous age group, the strongest preference for giving is associated with helping those in need, with support at the \$1 to \$250 level. Support for economic

development initiatives and churches or faith-based organizations was of less interest to this group with 62% and 42%, respectively, indicating they do not support these causes. However, despite a large representation of individuals that are not willing to support a church or faith-based organization, that category was the only one that demonstrated higher giving levels, with 38% reporting gifts of more than \$250 (nearly half of these were at or above \$1,000).

<i>Factors which encourage donations</i>	As before, phone calls for money would negatively influence this age cohorts' propensity to give, as would mail appeals although less so. Public recognition of any sort would not influence this group to give, but understanding the community need and seeing what a donation could do to address than need were likely motivators to donate. Of increasing importance, with age, is if the organization was recommended by a friend.
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45 to 54

<i>Impressions on the role of institutions and individuals on supporting charitable issues.</i>	Nearly all respondents indicated strong agreement with support for charitable organizations in some capacity (94%). Similar trends as prior age groups, most notably the 35 to 44 year old bracket, are evident; there is less interest in tax-based federal or local government support for nonprofit organizations. Of note, affinity towards church or faith-based giving was strong in this demographic (77% of respondents somewhat or strongly agreeing with the statement).
<i>Annual giving</i>	While the highest propensity to give remains at the \$1 to \$500 level, this age group is increasingly supportive of larger gifts, particularly those that range from \$2,000 to \$3,000. These individuals also have a propensity for higher giving levels overall, with 24% of the group giving at \$5,000 or higher each year, with 40% of those individuals giving more than \$10,000 per year.
<i>Types of activities by nonprofits I support</i>	Unlike prior age groups, those 45 to 54 in age seem clearer on things they do not wish to support versus things they do support in giving. Again, there is overwhelming support for program support to help provide assistance, education, and services; 100% of those surveyed indicated some level of support for this activity in this age group. In contrast, there was little interest in supporting most of the other activities, most notably staff training or long-range planning, program evaluation/research studies, and again, endowments.
<i>Giving outside of the Black Hills</i>	As age continues to increase, so does the willingness to support non-Black Hills organizations; 75% of those in the 45 to 54 age bracket indicated past support for these organizations. In fact, 13% of those in this age group supported non-Black Hills organizations at a level of \$1,000 or more in the past year.
<i>Reasons for giving</i>	Strong interest in supporting help for their community or church, as well as in organizations that can be trusted, was highly evident in this age cohort. Believing in the organization and its ability to be effective were again called out as priorities for giving, similar to prior age groups. Having a direct personal connection to the organization is becoming less important as age increases, as is whether or not the donor personally enjoys the programs and services offered by the nonprofit. Of interest is the fact that as age increases, more emphasis on whether or not the organization is "morally right" is placed, with 83% of this age group indicating an organization's moral compass as somewhat or very important in determining their giving.
<i>Preferences for giving</i>	Helping people in need again scores as the top preference for giving, with 84% of this age cohort willing to support such causes to varying degrees. Further, other human-service based activities – helping people who have disabilities, youth development, fighting illness and disease, helping victims of crime, and helping with natural disaster recovery – are all supported by this age group at a reasonable level, with 65-70% of individuals willing to give between \$1 and \$250. Support for alcohol and addiction

treatment/recovery is still of less interest, similar to prior age groups. Support for economic development is the least supported, followed by support for animal or wildlife shelters and zoos.

<i>Factors which encourage donations</i>	Recommendation by a friend to donate to a particular cause is increasingly important with age, where 77% of this age group indicates that recommendation would entice them to give. As before, phone solicitations for money are not well received; in fact more than half of this age group would be negatively influenced by such an approach. Recognition continues to be a non-factor, as does understanding the tax benefits for a charitable donation.
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55 to 64

<i>Impressions on the role of institutions and individuals on supporting charitable issues.</i>	Curiously, less interest in giving to faith-based organizations was evidenced through the data for this age group; while 65% within this age group still support financial giving to churches or other faith-based groups, 32% do not. As noted in other profiles, this age group also has high affinity for local philanthropy amongst businesses to area nonprofit organizations, with over 90% expressing the need for this type of financial support from area businesses. As before, strong support for individual philanthropy was evident.
<i>Annual giving</i>	Unlike prior age groups giving levels amongst those 55+ are relatively similar across all dollar amounts; the number of individuals that give \$1 to \$500 is nearly identical to the number of individuals that give in the next five giving ranges.
<i>Types of activities by nonprofits I support</i>	Unlike prior age groups, and as demonstrated in overall annual giving, support for the range of activities listed amongst those 55+ was equally stratified across the group. Stronger support (90.4%) was demonstrated to support programs that serve the public (provide assistance, education, and services), while less affinity was demonstrated for program evaluation and support for staff training and long-range planning. While this age group also showed less affinity towards endowment gifts, the percentage of those that do support it increased slightly over other age groups.
<i>Giving outside of the Black Hills</i>	77% of individuals in this age grouping report support to organizations outside of the Black Hills, the highest incidence of this non-local giving amongst the age cohorts analyzed. As in the previous age group, 13% are liable to give more than \$1,000 per year to such organizations.
<i>Reasons for giving</i>	Strong affinity for giving towards community or church remains across all age groups, with just over 95% of those 55 to 64 in age stating it as somewhat or very important. Similar emphasis was placed on giving to trustworthy organizations. Less emphasis is tax benefits, with 62% finding this as somewhat important/not important, and 32% indicating it as not at all important. This age group indicated the most interest in charitable giving as a personal belief, obligation, or tradition, with 87% of individual donors indicating some level of importance on this issue – the highest observed rate amongst all age brackets in this regard. This group placed higher emphasis on being a member or volunteer of the organization as a reason to give than other age categories.
<i>Preferences for giving</i>	While the percentage of individuals that do not support church or faith-based organizations continues to increase with age (37% indicating do not support), the number of individuals that support with larger gift amounts to this cause also increases, with 30% willing to give more than \$1,000. Of equal disinterest amongst this age cohort was support for church-sponsored charities. Modest support (\$1 to \$250) was indicated for a variety of issues, including work to protect the environment, supporting community resources (e.g. libraries), and like before, helping people in need (89% willing to give at some level). As age increased, so did the disinterest in supporting economic development initiatives amongst this age group; more than half (62%) do not support this cause.

<i>Factors which encourage donations</i>	Half of individuals in this age group would be negatively influenced to donate if solicited by phone. Most – 62% - would not be influenced at all by a mail appeal. Public recognition is of no influence to this age demographic as well. Factors that do encourage donations include understanding what the community needs and how their contribution could meet that need, with the vast majority indicating it as making them very likely to give to a cause. Unlike prior age groups, individuals aged 55+ are more motivated by being able to see the results of their gift, and if their gift was leveraged as a match for additional donations.
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Other general giving patterns:

- The majority (59.8%) of individuals surveyed across all age groups had personally “gone online” to obtain information about or communicate with an organization regarding a donation. The 55 to 64 year olds demonstrated the highest incidence (34.6% of “yes” respondents) of going online for this purpose, although the results may be slightly skewed due to the fact most respondents also fell in that age category overall.
- As age increases, so does the proportion of individuals in each group to make a gift online. 50% of those 18 to 24 reported giving online; 78% of those 55 to 64 reported making an online donation.
- Very few respondents – regardless of age – chose to comment on reasons NOT to give.
- Individuals aged 55 to 64 exhibit the highest commitment to volunteerism, with 85% of that group contributing at least some volunteer time each week. However, all age cohorts demonstrated reasonably high levels of volunteerism: 18 to 24 (75%); 25 to 34 (79%); 35 to 44 (76%); 45 to 54 (76%).
- Major gifts are largely defined (26.5% of all respondents) across age groups as something between \$100 and \$500. Trends in perception of what defines a major gift were consistent across all age groups.
- 41.4% of those surveyed – regardless of age – did not admit to making a major gift in the past year. Of the remaining respondents, as age increased the likelihood of making a “major gift” also increased. 15% of individuals aged 55 to 64 gave 5 or more major gifts in the last year.
- The majority (46.2%) of all respondents have lived in the Black Hills area for more than 20 years.
- As age increased, so did the likelihood of the donor owning their own home. Most (95%) owned their own home by age 55.
- 93% of all respondents – regardless of age – achieved at least some college education. 50% of the individuals in each age group, except for 55+, hold an Associates or Bachelors degree; 36% of those aged 55 to 64 hold similar degrees.
- Planned giving over the next three years is very similar to actual giving of the current year; no significant changes in giving patterns were ascertained in comparison aside from a marginal increase in the 25 to 34 age bracket in their estimation to give 0 to 1% of their income in the coming years. As the metric included 0% it is difficult to know if this represents a decrease or increase in giving overall.
- Most (44.4%) of those surveyed do not have a will at all, and of those that do, 26.2% actually have charitable giving outlined within their will. Not surprisingly, as age increases the higher the incidence of having a will, yet only 1 in 4 individuals aged 55 to 64 have charitable giving called out within their will.



Figure 22. Annual giving, by age

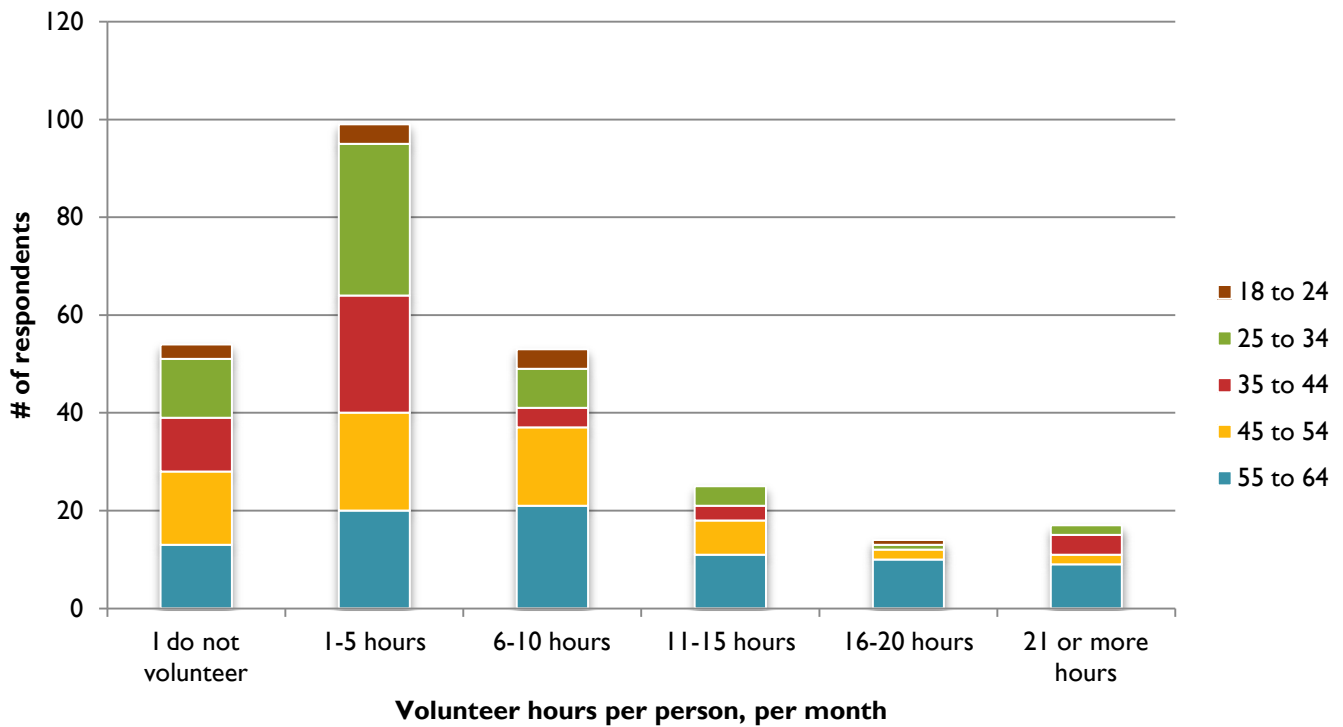


Figure 23. Volunteer hours, by age

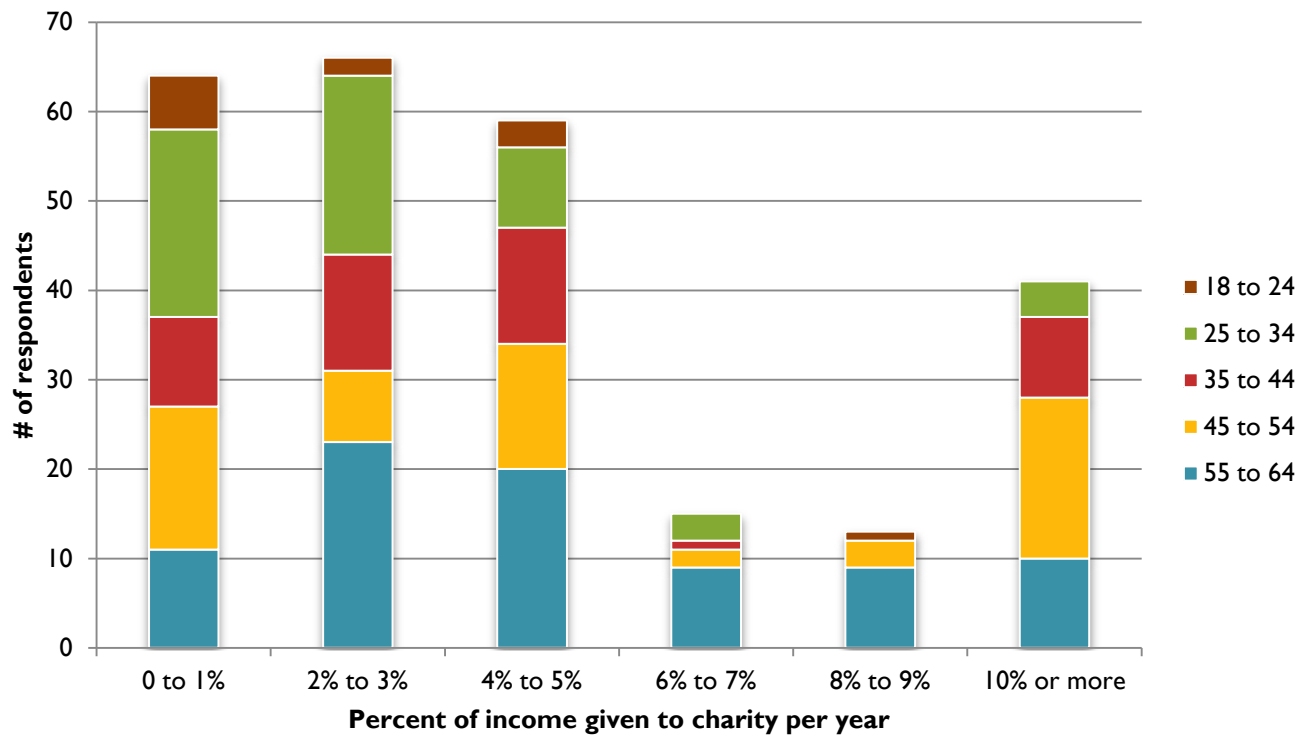


Figure 24. Percent of income donated to charity, by age

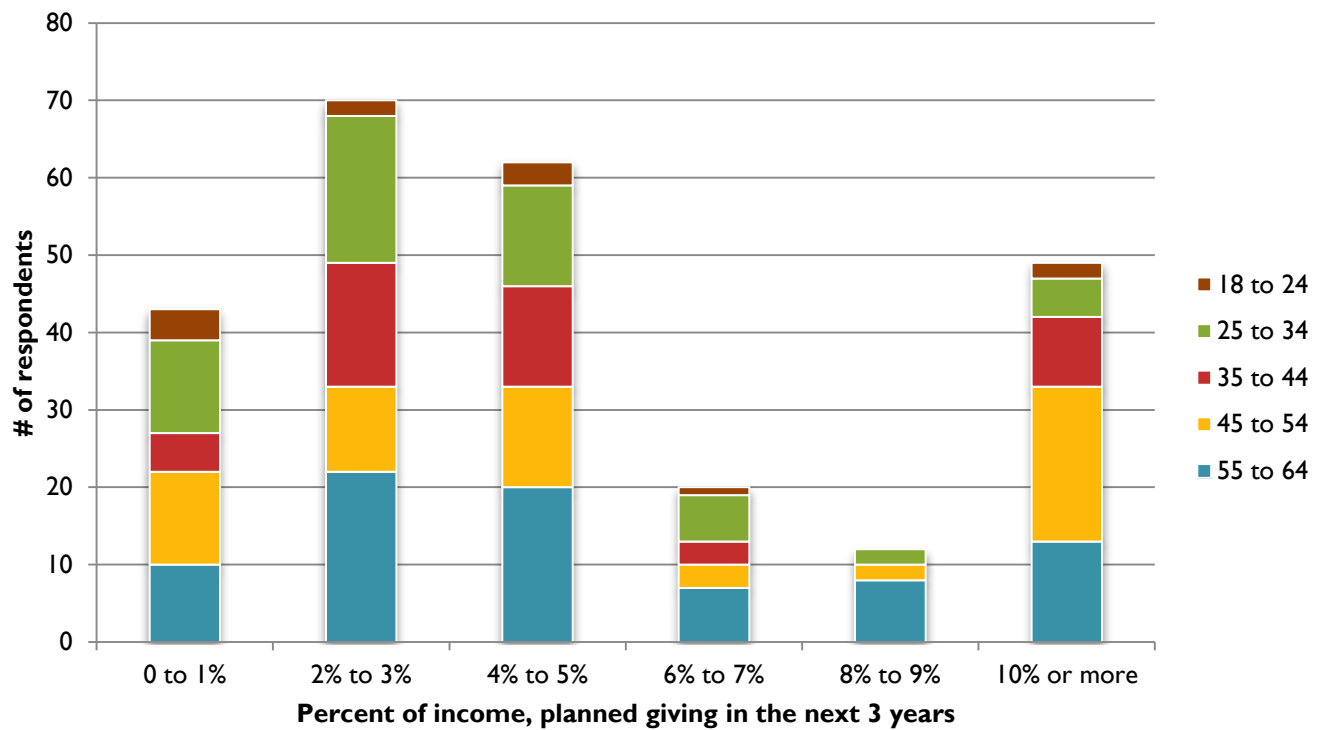


Figure 25. Planned giving by age

Gender

Out of the 365 individuals that responded to the survey the majority were female, representing 61.1% of the sample. Notable differences in opinion between male and female respondents are featured below.

Males

<i>Impressions on the role of institutions and individuals on supporting charitable issues.</i>	The majority of men (71%) feel that faith-based organizations should be supported by donors. Similar to women, most men (more than 95%) fundamentally feel that local Black Hills businesses should be active contributors to charitable organizations. Although general agreement exists amongst men for government support of helping the poor, they are less inclined to support government use of funds for this than women are.
<i>Annual giving</i>	Men are more likely than women to make a larger gift (\$500 or more), as evidenced by 76% of respondents. The same trend carries through as gift size increases. 19% of men indicated support at the \$5,000+ level.
<i>Types of activities by nonprofits I support</i>	The highest affinity amongst males was for program support to provide assistance, education, and services, as well as for general operations, with more than 2/3 of those queried indicating their support for these causes. In contrast, there is much less interest in support for program evaluation/research studies, endowments, and staff training/long-range planning amongst both men and women. Both genders had similar support interest for general operations, with over 80% of both men and women indicating some level of support.
<i>Giving outside of the Black Hills</i>	Men are more apt to give to national or regional organizations than women. Nearly 1/3 of female respondents indicated that they do not contribute gifts outside of the Black Hills area, which less than 20% of men indicated as much. Men are also more apt to give larger donations to outside organizations than women are.
<i>Reasons for giving</i>	Men are most interested in supporting organizations they can trust (83%) and in causes that they can believe in (82%); women shared similar opinion but were slightly more enthusiastic in these reasons. Of least importance to men, same as women, are any tax benefits associated with a gift. Regardless of gender, donors are not at all interested in indicating why they do not support a cause or organization, and in fact find it to be a private decision that doesn't need to be asked or shared.
<i>Preferences for giving</i>	Similar to annual giving, men are more likely to consider higher levels of support for a cause than women are. However, both age groups predominantly support charitable causes based on preferences at the \$1 to \$250 level. Men and woman both had the least interest in supporting work to prevent drug and alcohol abuse, with 46% and 44% of men and women respectively indicating no interest in supporting this cause. Men are more interested in supporting victims of natural disasters, and encouraging child and youth development as evidenced through varying levels of giving. Women and men alike also strongly support causes that help people in need, such as the poor, hungry, or homeless (more than 80% of each gender indicating some level of support). Both genders have a similarly strong disinterest in supporting economic development initiatives; roughly 60% of men and women alike indicated they prefer not to support this cause.
<i>Factors which encourage donations</i>	As evidenced in reasons for giving, men are largely not influenced by tax benefit of a donation to encourage donation (61% indicating no influence, or negative influence). Public recognition or receiving letters of appreciation are also not very influential. Men are slightly more interested in seeing the result of their gift than women. While both men and women indicated that mail or phone appeals would negatively influence their giving, men are less apt to be influenced by a phone solicitation than women. Ultimately, men are most encouraged by an understanding of what their contribution

could help achieve (95%), what the community actually needs (91%), and being able to see the results of their gift (91%), with or without acknowledgement.

Females

<i>Impressions on the role of institutions and individuals on supporting charitable issues.</i>	Strong agreement was observed amongst women respondents – over 95% - for support of charitable causes by Black Hills businesses. Similarly, women have a strong general consensus – higher than that of men – that individual donors should also support charities in some capacity. Women are much more supportive (72% of women versus 64% of men) of government dollars directed towards helping the poor or those in need of basic services. While 67% of females feel that giving should be directed at some level towards churches or faith-based organizations, a significant portion of females (31%) feel otherwise. Comparatively, a slightly higher percentage of men indicated a higher propensity to give to these organizations than women.
<i>Annual giving</i>	Women are slightly less apt to make a large gift (\$500 or more) than men (66% of women respondents versus 76% of men respondents). The same trend carries through for women, as it does for men, as gift size increases. 13% of women respondents indicated support at the \$5,000+ level.
<i>Types of activities by nonprofits I support</i>	In contrast to men, women had a slightly higher interest in support for endowments (49% total). Women are more likely to support programs that provide assistance, education and services to the needy (93% indicated some level of support) as compared to men. In most instances, women indicated that they “sometimes” support each initiative more than men, but had less indication of “always” providing that support.
<i>Giving outside of the Black Hills</i>	Women are more apt to support local organizations, with 29% indicating they do not contribute outside of the Black Hills area. If women do give outside of the Black Hills, their gifts are generally between \$1 and \$250 (44% of all women respondents). Very few make gifts higher than \$500.
<i>Reasons for giving</i>	In each of the 11 reasons for contributing to a charitable cause, women find the reasons to be of higher importance to them than men do by slight margins. Women are most motivated by organizations they can trust (88% of respondents) and in their ability to support the cause an organization promotes (91%). Women are least motivated by tax benefits of a gift (32% indicating not at all important) and marginally impacted by their personal enjoyment of the services offered by an organization (17% of respondents) and whether or not they volunteer for the organization (21%).
<i>Preferences for giving</i>	Women, like men, have the strongest interest in encouraging child and youth development in terms of giving preference, and tend to place less emphasis on helping to fight illness or disease. Generally speaking, while women are more apt to support various causes than men at some level, they are more prone to smaller gift amounts (\$1 to \$250). Women have stronger preferences than men for giving to support social and humanitarian causes, notably in the following categories: protecting the environment, supporting arts and culture, supporting community resources, helping victims of crime or domestic abuse, and helping those with disabilities.
<i>Factors which encourage donations</i>	Compared to men, women are slightly more interested in seeing their contribution as a match for additional funds (83% women versus 80% men indicating somewhat or very likely to give given this factor). Women are most encouraged by the same methods as men to donate; they appreciate an understanding of community need (94%) and how to address that need (96%), and if they can see the results of their gift (86%).

Other general giving patterns:

- 62%-64% of individual donors – regardless of gender – feel that it is an individuals' responsibility to support charitable organizations in some way.
- Women are no more or less likely than men to use online resources to obtain information or communicate with an organization in support of a particular cause; most donors in general (57%) seek this information online. The same trend holds true for donors actually making a donation online; there is no distinguishable difference between men and women respondents. Just under half (49.3%) of donors make online gifts.
- Men are slightly more inclined to volunteer at some level than women. However, once an individual decides to volunteer, men and women are equally represented across time commitments.
- The definition of a "major gift" is relatively synonymous between men and women; however, slightly more women than men define a major gift as \$5,000 or more. Roughly 1 in 4 of both men and women see a major gift as somewhere between \$101 and \$500. Of further note, men and women alike have made a similar number of "major gifts" as they define them, with roughly half reporting back having made anywhere between one and five "major gifts" in the past year.
- In terms of demographics, men and women alike have lived in the Black Hills for more than 21 years in most (more than half) of cases. The majority of those that responded to the survey in the younger age brackets (18 to 24 and 25 to 34) were women, with men representation amongst survey respondents increasing with age. More women than men, of those surveyed, have obtained Associate, Bachelor, or graduate/professional degrees.
- More men than women reported giving at least 2% of their income to charitable organizations (83% of men versus 71% of women). Men also reported a much higher inclination to give in the next three years than women (88% of men versus 80% of women at the 2% of income level or higher).
- Men and women are very similar in their response (making a gift) to invitations for giving, whether by direct mail, workplace giving, telephone solicitation, and personal meetings, to name a few. The same pattern holds true for donors' preference on how they are solicited for gifts; there is very little difference between the preferences of men versus women. Most, however, do prefer either solicitation because they are members of an organization, or by event invitations and attendance.
- More men than women have a will (60% women versus 75% men), and men are slightly more apt to include charitable giving in their will than women (18% women versus 21% men).

Figure 26. Donations in one year, by gender

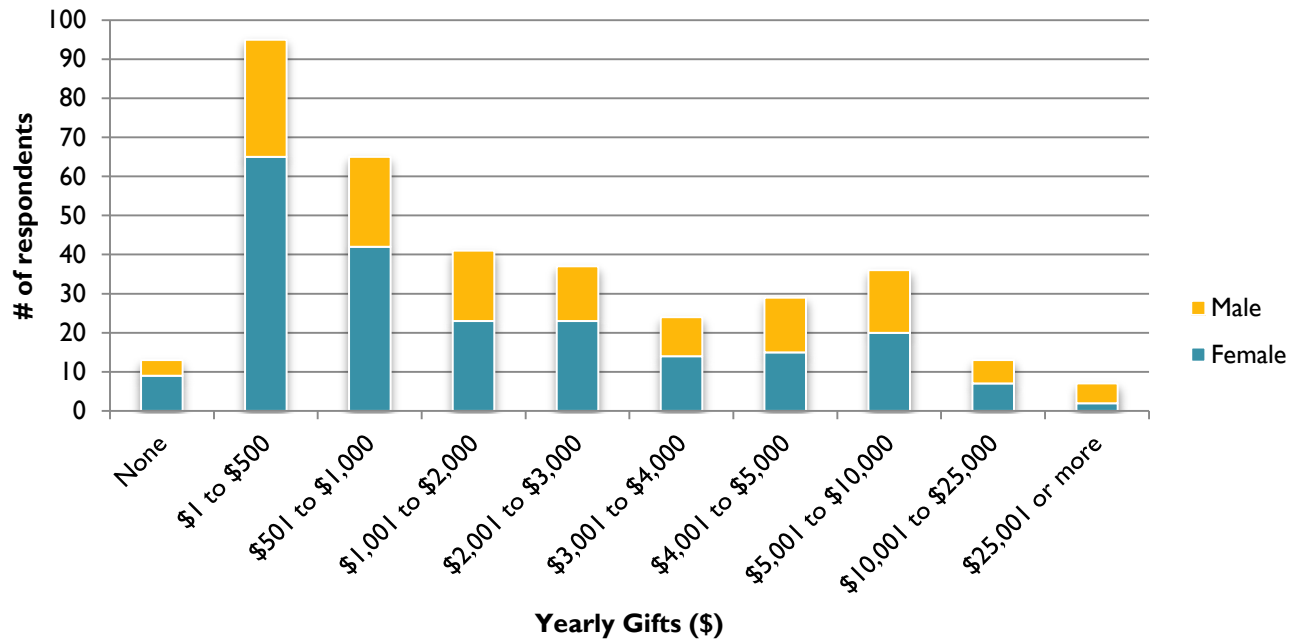
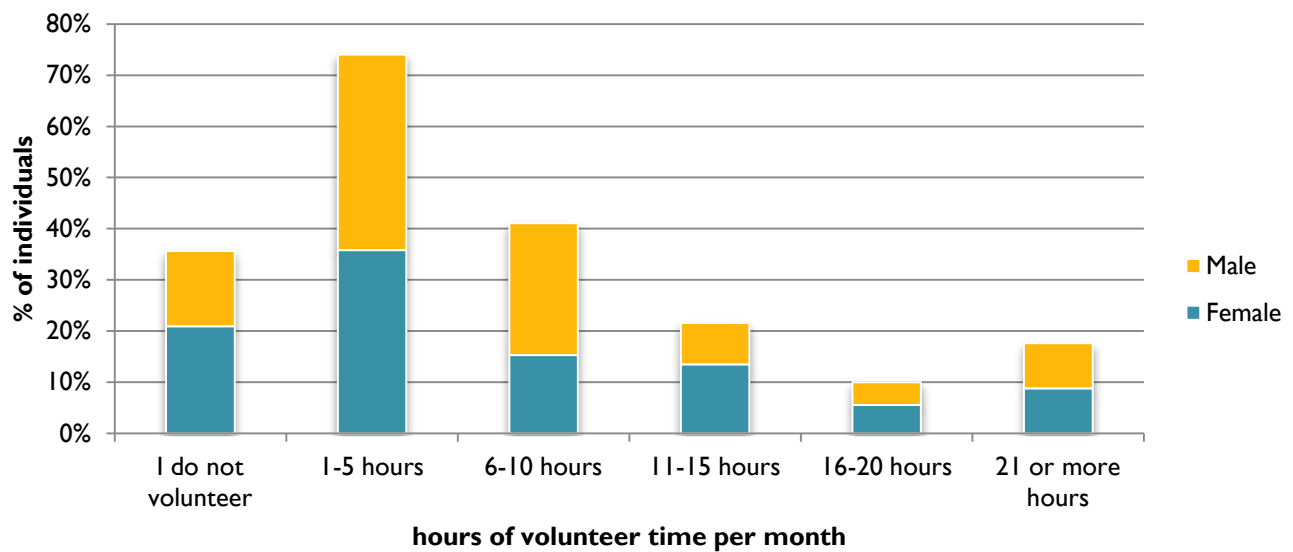


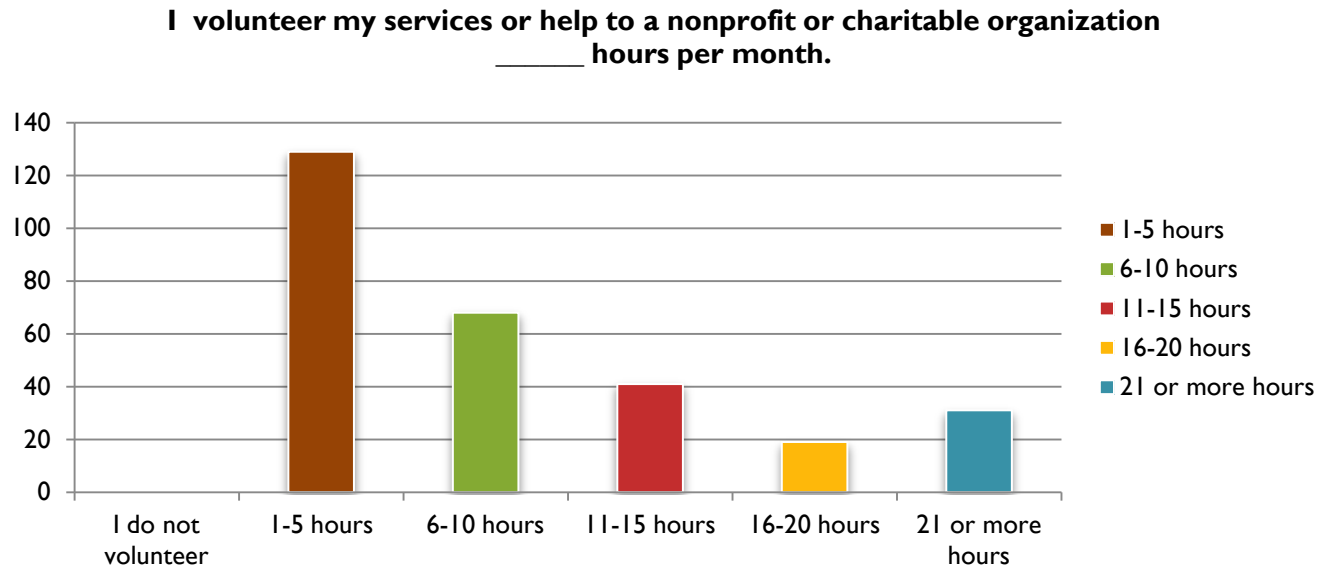
Figure 27. Volunteer time, by gender



Volunteer Commitment

Most respondents (68.4%) indicated they commit up to 10 hours per month in volunteer time. No one indicated that they “do not volunteer”.

Figure 28. Total volunteer time

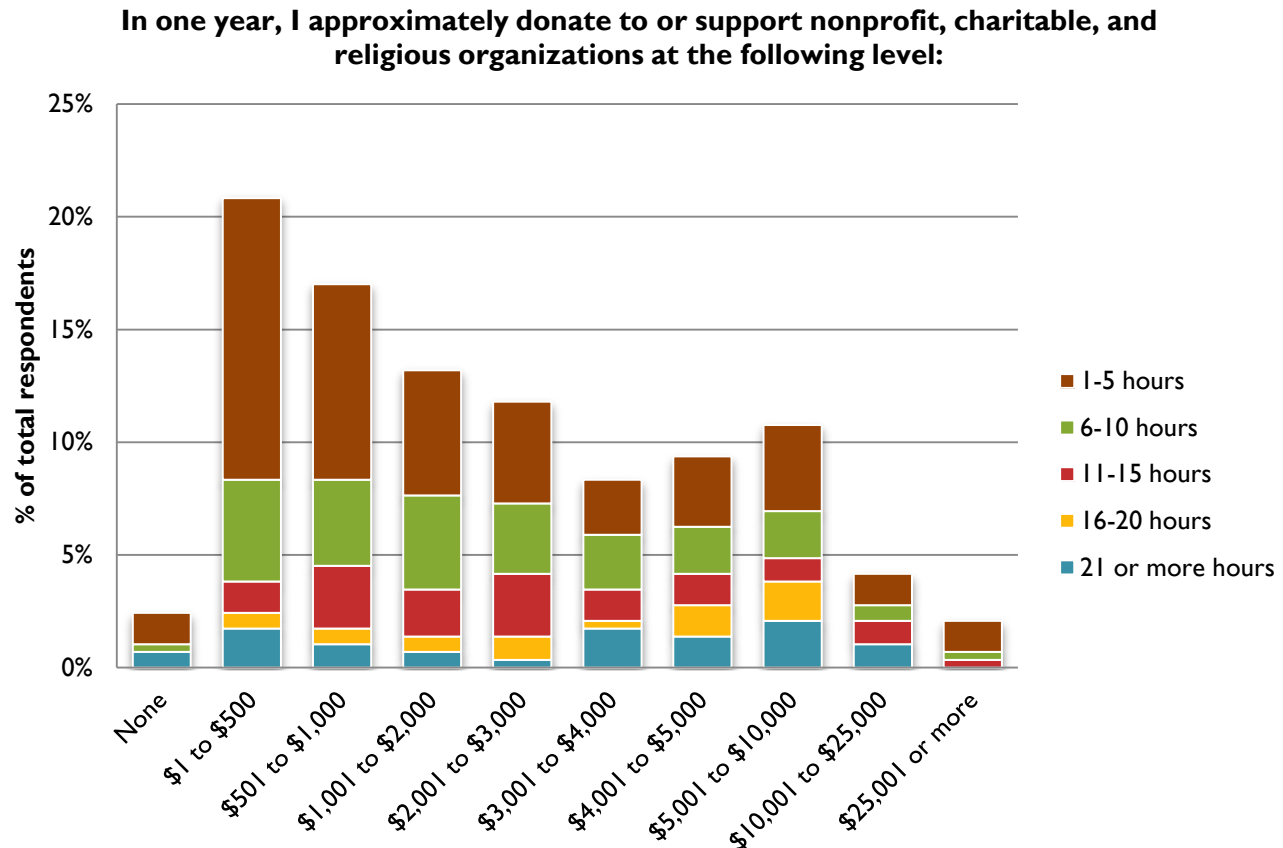


Impressions on the role of institutions and individuals on supporting charitable issues. Across all levels of volunteer time commitment there is strong agreement (more than 95%) with the ideas that a) individuals should support charitable and nonprofit organizations in some way, b) businesses should be active in supporting charitable and social causes, and c) that they [individual donors] will support businesses that do give to charities in the area. There was less agreement – again across all levels of volunteer time commitment – with the premise that financial support to a church or faith-based organization is considered “charitable”, and that the government has a responsibility to support charitable and nonprofit organizations that help those with basic life needs.

Gender. Regardless of gender there is strong volunteer commitment within the Black Hills area, noted by more than two-thirds of the population committing up to 10 hours of volunteer time a month. Women volunteer slightly more than men in that 35% of women indicated volunteer commitment of more than 11 hours per month, whereas 25% of the men indicated they volunteer more than 11 hours per month.

Giving level. After normalizing the data to percentages, it is evident that as the amount of financial support for charitable, nonprofit or religious organizations increases, the number of hours volunteered by a donor also increases.

Figure 29. Volunteer hours relative to giving levels in dollars

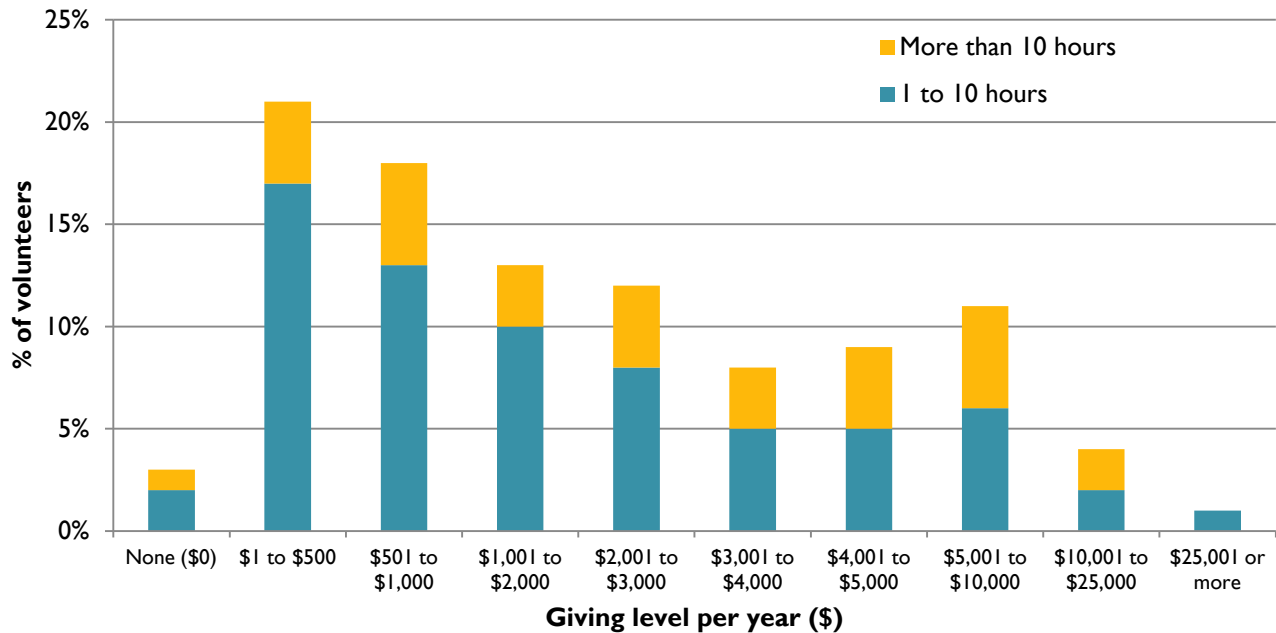


When the individual responses are aggregated to reflect volunteer commitment of less than 10 hours (1-5 hours, and 6-10 hours segments) as compared to volunteer commitment of more than 10 hours (11-15 hours, 16-20 hours, and 21+ hours segments) it is evident that *as financial support increases, volunteerism at the 1 to 10 hour level decreases*. Little to no observable trend is noted for those that volunteer more than 10 hours; those individuals' ability and/or willingness to donate money does not seem to be correlated to how much time they commit to an organization or cause.

Table 1. Giving level (\$) decreases amongst those who volunteer 10 or less hours a month

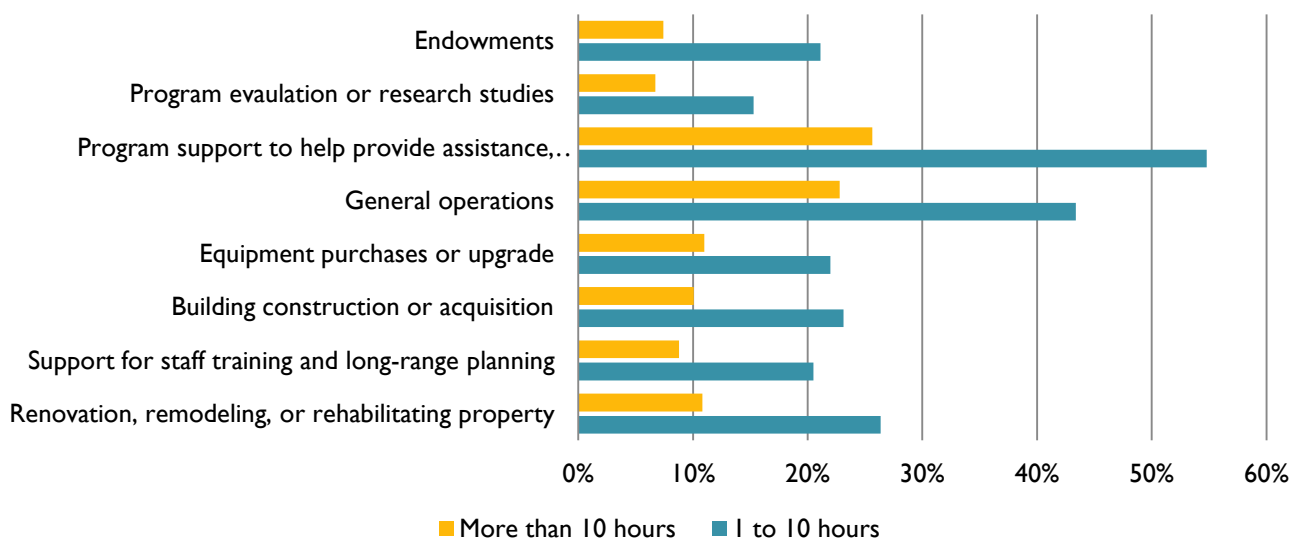
Giving Level, per year	Volunteer time per month	
	1 to 10 hours	More than 10 hours
None (\$0)	2%	1%
\$1 to \$500	17%	4%
\$501 to \$1,000	13%	5%
\$1,001 to \$2,000	10%	3%
\$2,001 to \$3,000	8%	4%
\$3,001 to \$4,000	5%	3%
\$4,001 to \$5,000	5%	4%
\$5,001 to \$10,000	6%	5%
\$10,001 to \$25,000	2%	2%
\$25,001 or more	1%	0%

Figure 30. Giving level as compared to volunteer time



Types of activities by nonprofits individual donors support. When asked to indicate if they did or did not support various activities of nonprofits, donors' responses were largely similar across the continuum as related to volunteer commitment. No observable differences were noted. The following graph represents the percent of respondents that indicated "yes" to supporting each of the noted activities of nonprofits.

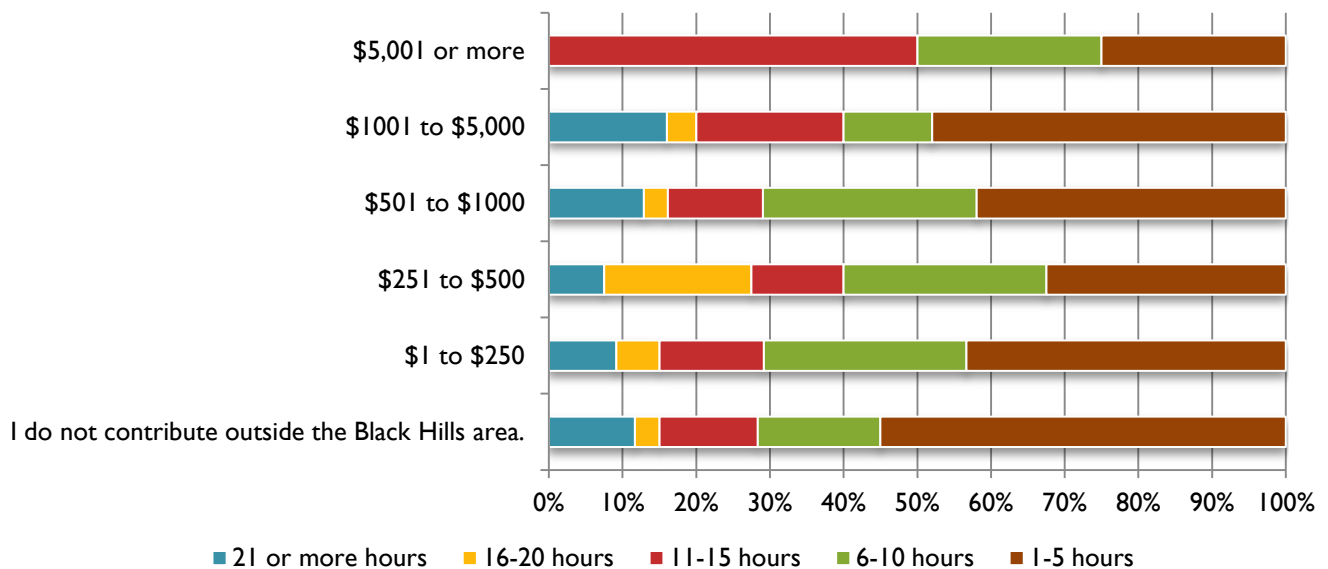
Figure 31. Types of activities supported by individual donors



Giving outside of the Black Hills. As evidenced in the figure below (data normalized to 100% of respondents), individual donors' contributions to organizations outside of the Black Hills has varied correlation to those same donors' volunteerism in the region. As mentioned previously in this report, most respondents (68.4%) indicated they commit up to 10 hours per month in volunteer time to Black Hills organizations. Of those respondents that indicated they do not support organizations outside of the region at all, more than half volunteer 1-5 hours of time each month to organizations within the Black Hills, and nearly 75% of those same individuals volunteer up to 10 hours per month. Over 70% of individuals that volunteer up to 10 hours per month indicate they do not give or give only a small amount (less than \$250) of money to nonprofits outside of the Black Hills area.

Large donors (giving more than \$5,000 per year) did not volunteer more than 15 hours per month, compared to smaller donors (less than \$5,000 per year) who did report volunteer commitment exceeding 20 hours in a month at lesser giving levels.

Figure 32. 3 of 4 donors that also volunteer 10+ hours/month do not support organizations outside of the Black Hills



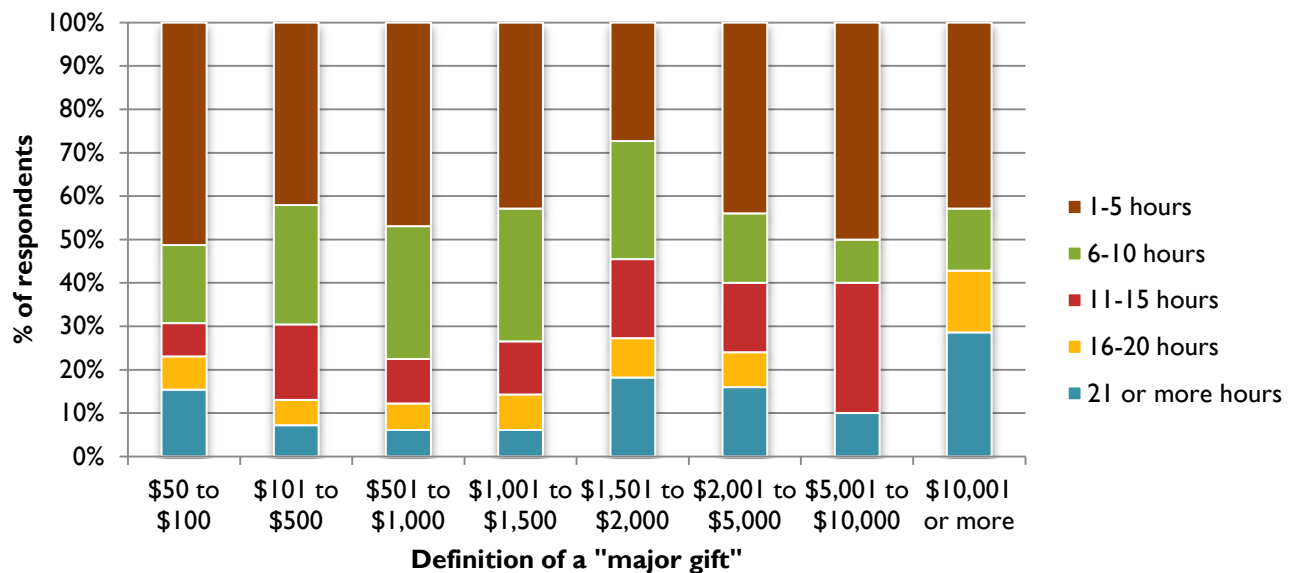
Reasons for giving/not giving. There was no distinguishable difference between volunteers and their reasons for giving. Whether because “it’s the right thing to do” or a personal connection to a nonprofit, the spectrum of donors did not readily advocate for one particular cause versus another with regards to their propensity to volunteer for that organization as well. In terms of reasons “not to give” to an organization or cause, very few (6) people answered the question thus no comparisons can be made.

Preferences for giving. Similar to reasons for giving or not giving money to a nonprofit or charity, individuals also did not exhibit preferences for giving that in any way correlated with their aptitude to volunteer for that same organization.

Definition of a major gift. It is known from prior analysis that roughly 2/3 of the population volunteers up to 10 hours per month for area nonprofits. Given that context, the figure below (data normalized to 100% of respondents) demonstrates a slight increase in gift size amongst those donors that also volunteer more

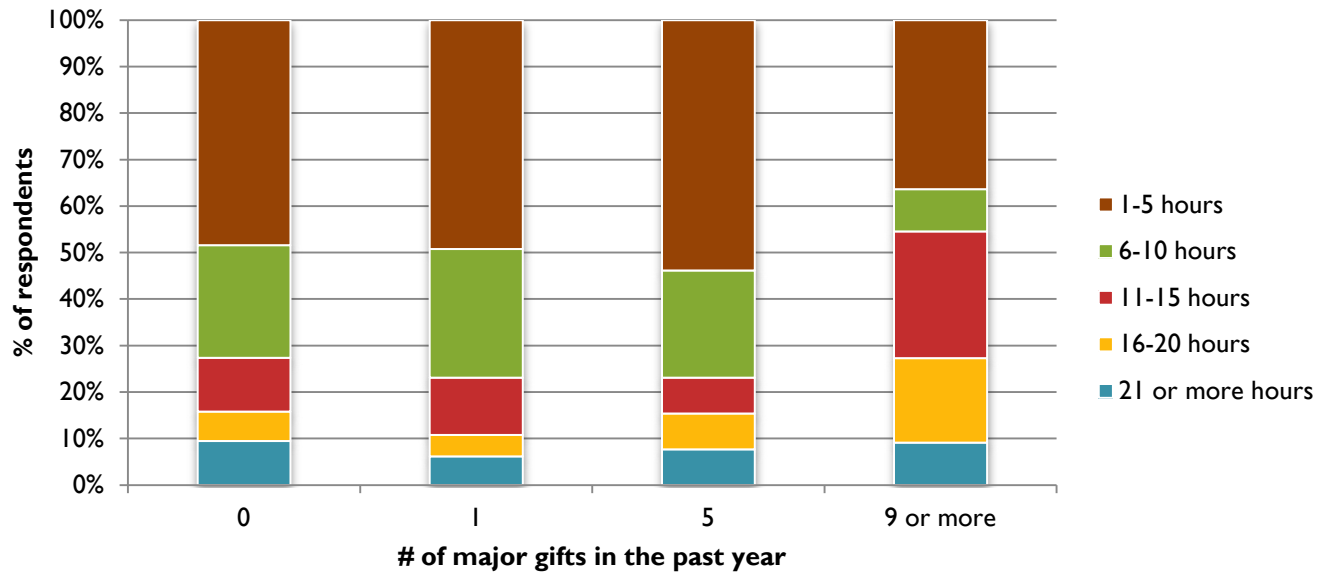
hours per month (10+ hours). The exception to this would be those that define a major gift as something between \$5,001 and \$10,000; of those that indicated this as a major gift level, roughly 10% volunteered more than 20 hours a month.

Figure 33. Slight increase in major gift size amongst individuals who volunteer 10+ hours per month



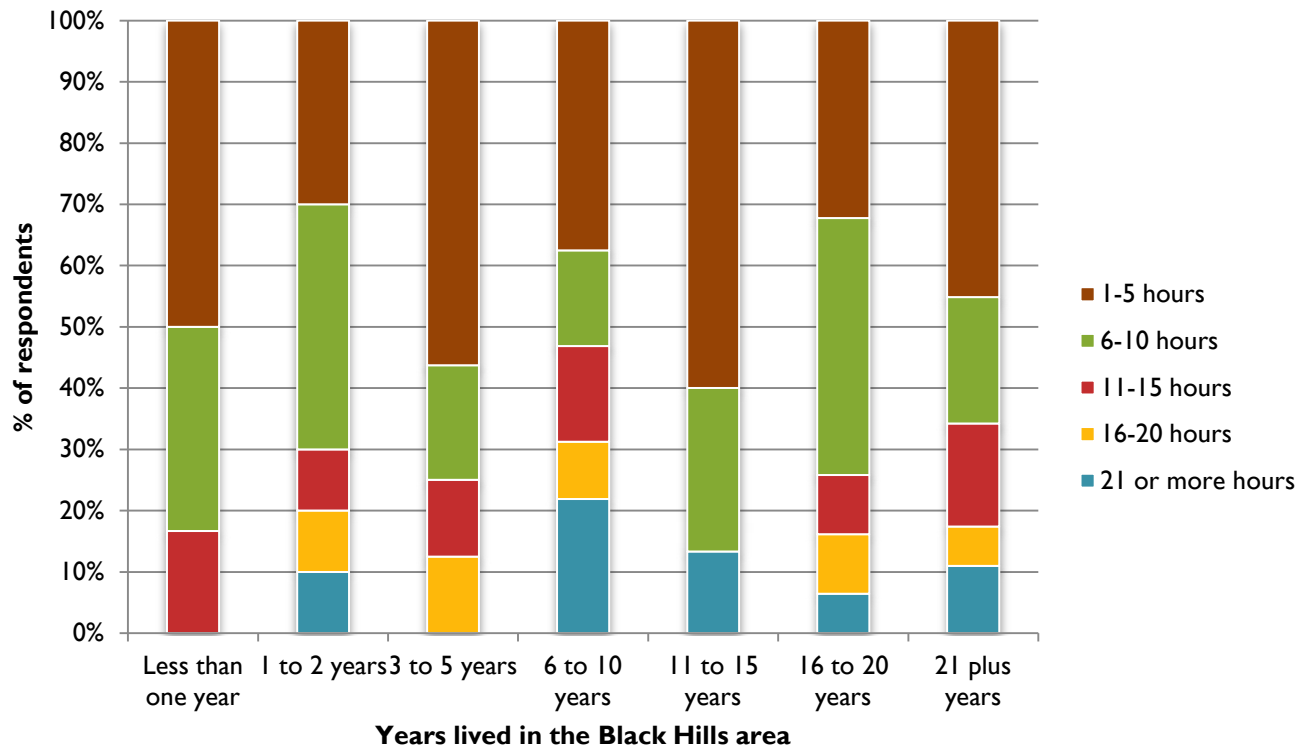
On a related note, when the number of “major gifts” made in the past year is compared to volunteerism, the amount of time an individual volunteers has little correlation to the number of major gifts the individual made. At the high end, individuals who volunteered more than 20 hours a month demonstrated very similar patterns in the number of major gifts. Approximately 10% of each volunteer commitment level gave anywhere from zero to 9 or more gifts in the past year. Very little difference is observed between zero, one or five major gifts across volunteers, but a slight trend can be seen at the 9 or more major gift level; roughly 35% of volunteers who worked 1-5 hours a week made 9 or more gifts as compared to closer to 50% of volunteers in the other categories. As the number of major gifts made increases, as does the willingness of donors to volunteer more of their time each month.

Figure 34. Slight increase in volunteer time amongst individuals who made 9+ gifts in the past year



Residency. Volunteers that commit large amounts of time each month (20+ hours) increase with length of residency in the Black Hills area, with some exceptions. Individuals that reported living in the area for 6 to 10 years also reported the highest percentage of volunteer time that exceeded 11 hours per month.

Figure 35. Volunteer time commitment increases with length of residency



Age. As age increases so does the likelihood of a volunteer committing more time to an organization.

Figure 36. Number of Respondents who Volunteer, by Age

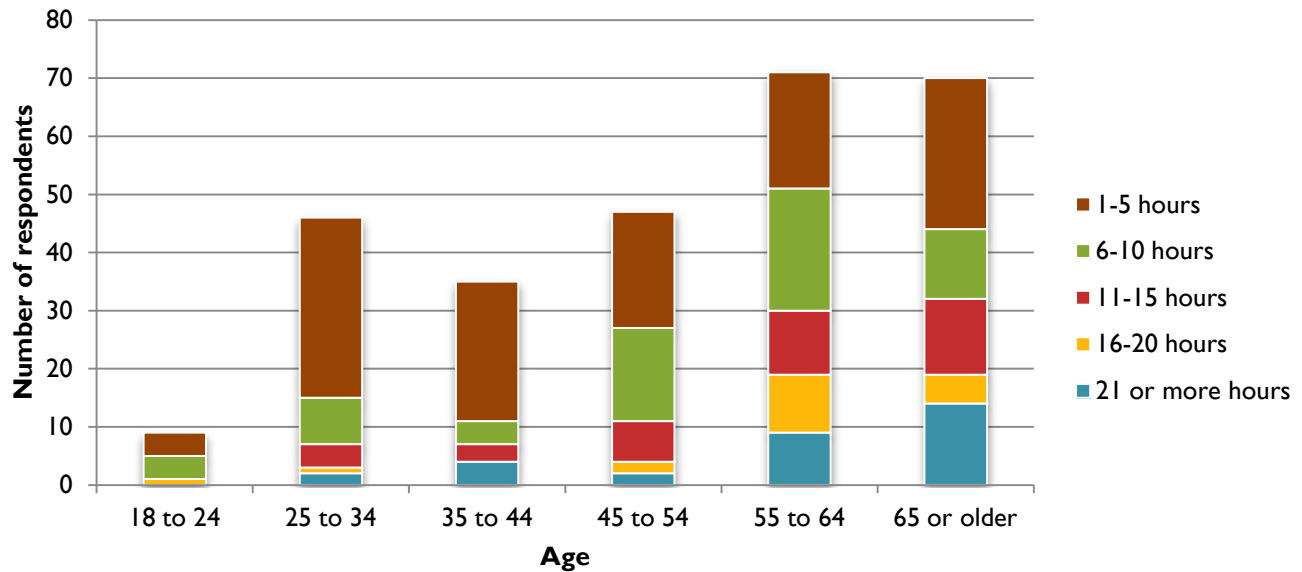
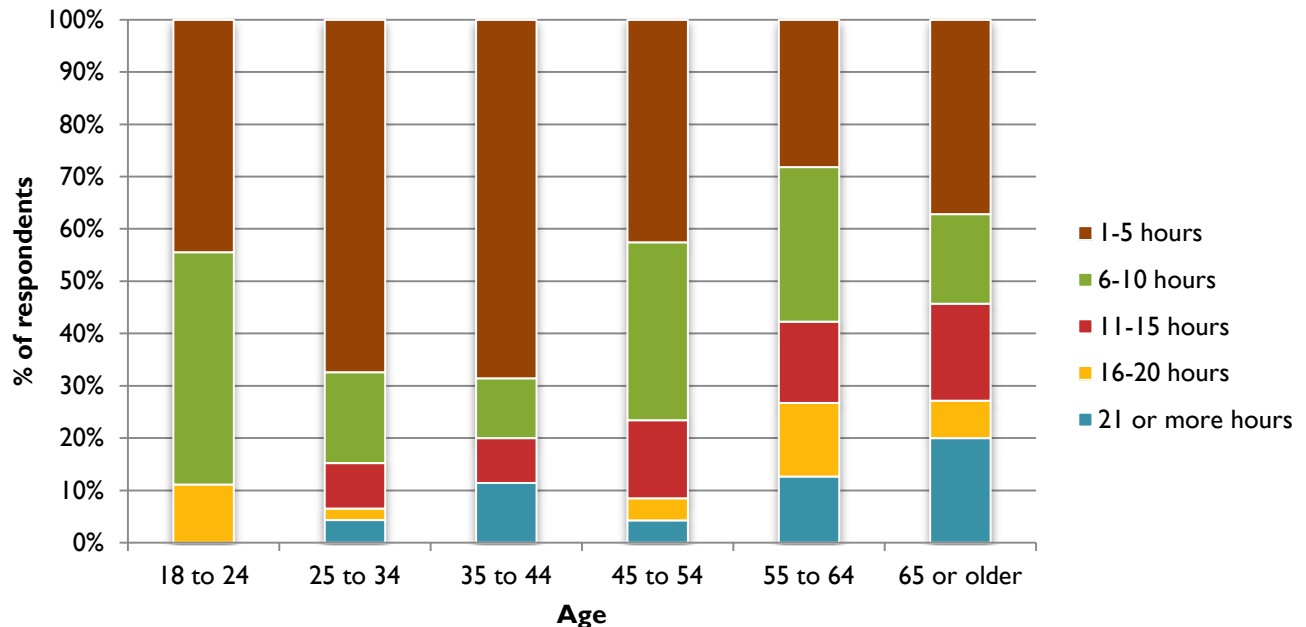
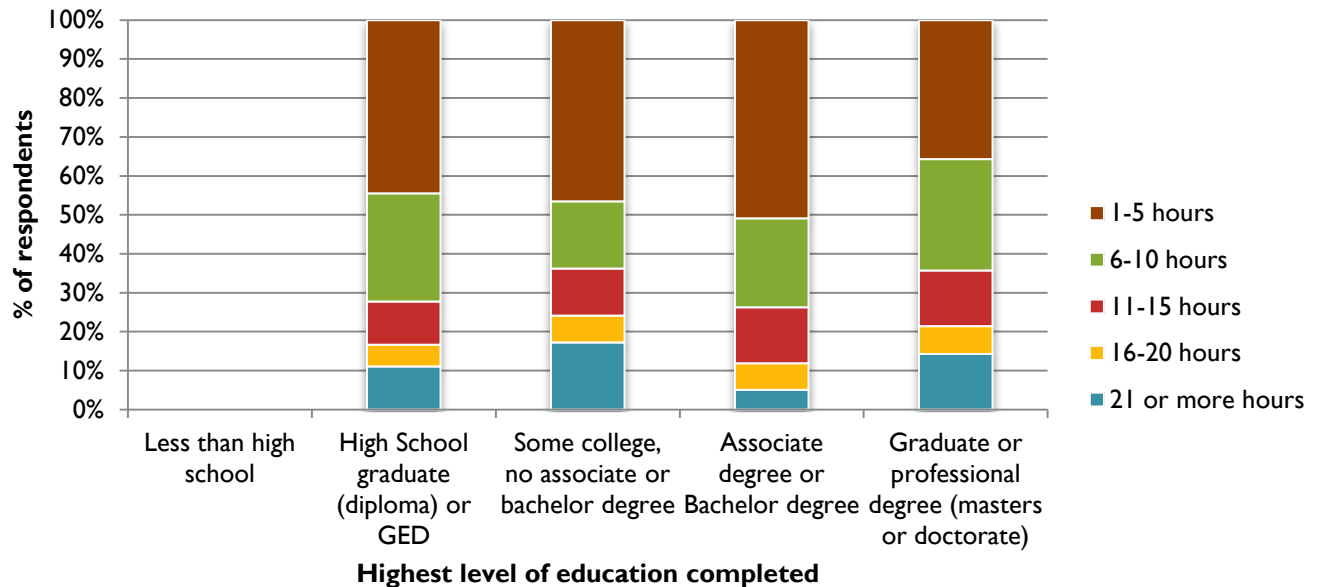


Figure 37. Percentage of Respondents who Volunteer, by Age



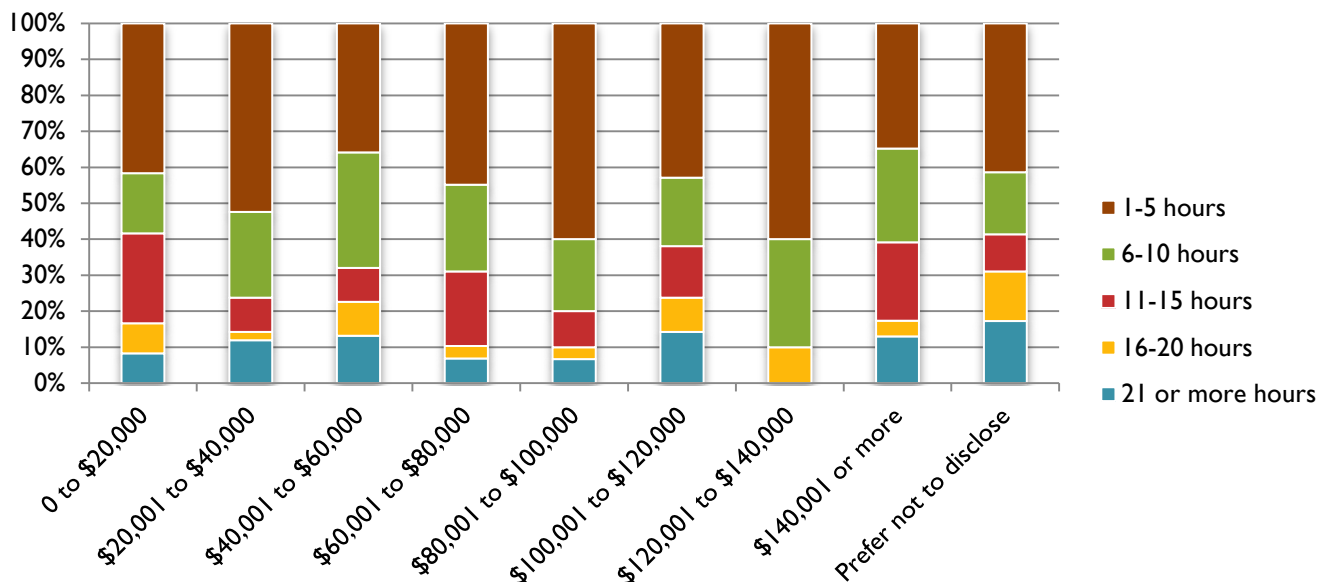
Education level. Very few differences are seen amongst high school, some college, or bachelor degreed individuals when it comes to their volunteer commitment. There is a slight uptick in volunteer commitment in terms of hours per month seen in those with graduate or professional degrees, but modest at best.

Figure 38. Slight increase in volunteer time in those with advanced degrees



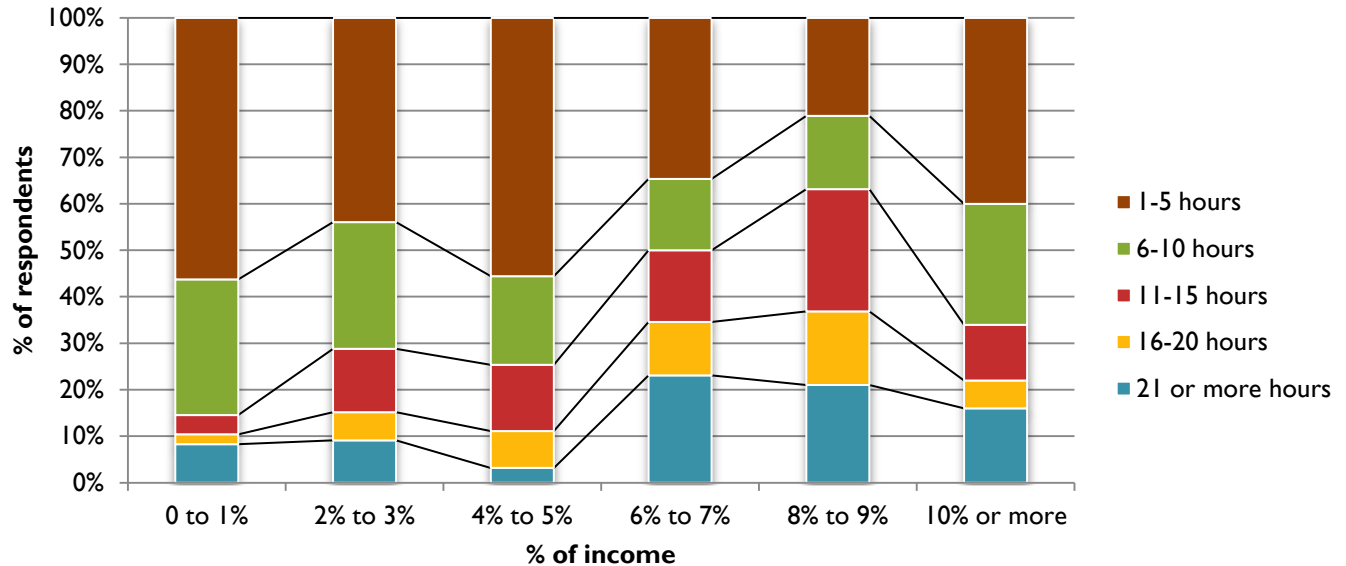
Household income. Minor differences between household income level and volunteer time commitment amongst individuals is noted; while the distribution of volunteer time at the \$140,000+ income level is somewhat skewed towards higher time commitments, it is not all that unlike what is seen at the most common income level reported through the survey - \$40,001 to \$60,000 per year. It can be concluded that household income has very little observed impact upon an individual's propensity to volunteer.

Figure 39. Household income as compared to volunteerism



Percent of income given to charitable organizations. When asked to report how much of their income is given to charitable organizations each year most respondents indicated 2 to 3%. Of those at that giving

level, the majority (85%) contribute up to 10 hours of volunteer time each month. As demonstrated in the figure below as an individual contributes more of their income they tend to also commit to more volunteer time. This trend however does plateau and then slightly decrease once an individual's contribution reaches 9-10% of their household income.



Charitable giving included in will. As evidenced in the figure below, most (~70%) of the individuals that volunteer more than 5 hours per month have included charitable giving in their will. A slightly less portion (~60%) admit they have not included charitable giving in their will, but volunteer more than 5 hours per month for area organizations. Finally, less overall volunteer commitment time is observed with those individuals that don't have a will at all.

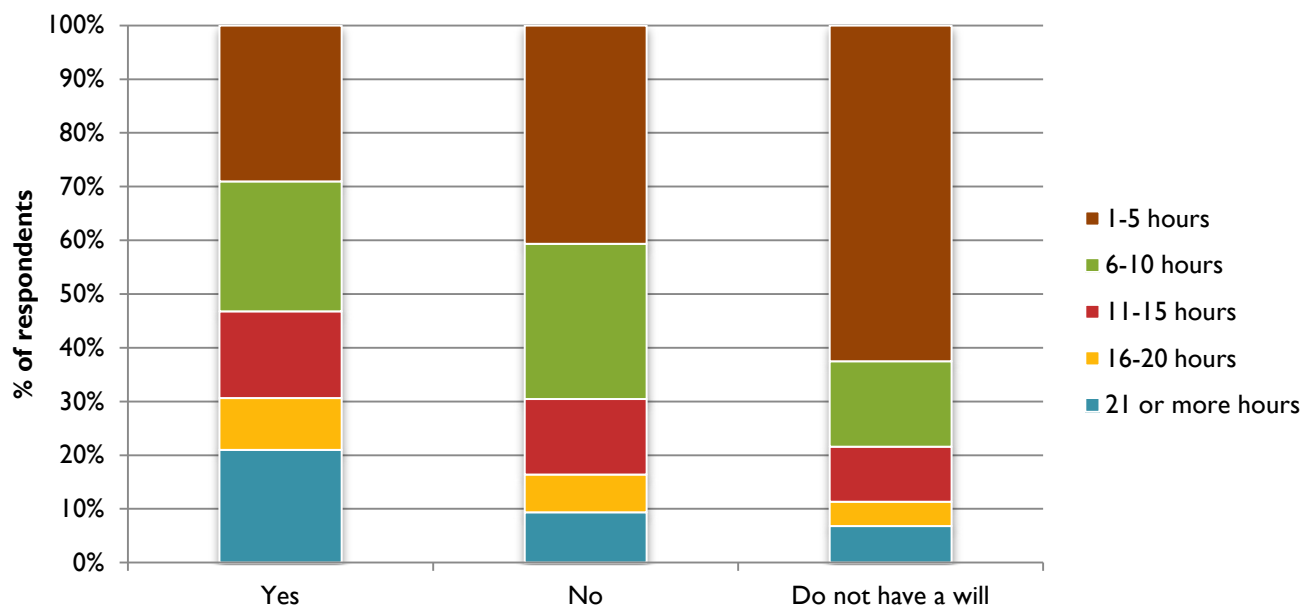
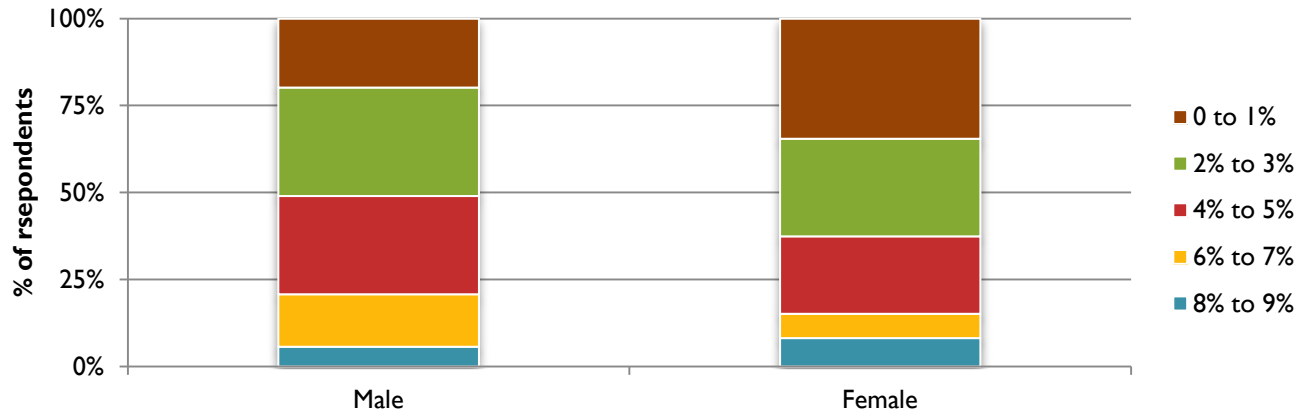


Figure 40. Charitable giving as compared to volunteer time

Donor giving levels (percent of income)

Gender. Similar to earlier findings, men tend to give more of their earnings to charity as compared to women. Approximately 80% of men give more than 2% of their income to charity, compared to approximately 65% of women.

Figure 41. Percent of income donated by gender



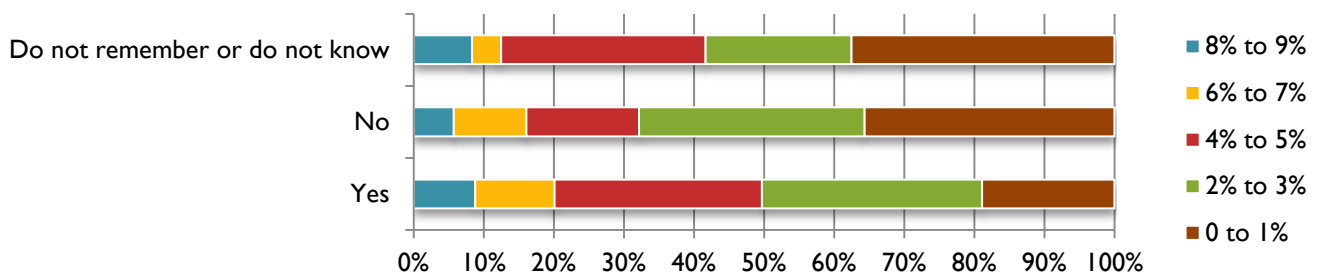
Impressions about the role of individuals and institutions. As an individual donates more of his or her income to charity, the impressions about the role of individuals and institutions across the five criteria do not significantly change.

Types of activities donors support.

Donation level, % of income	Most likely activity the donor will support
0 to 1%	<i>Highest across all income levels</i> — Program support to help provide assistance, education, and services
2% to 3%	
4% to 5%	
6% to 7%	
8% to 9%	

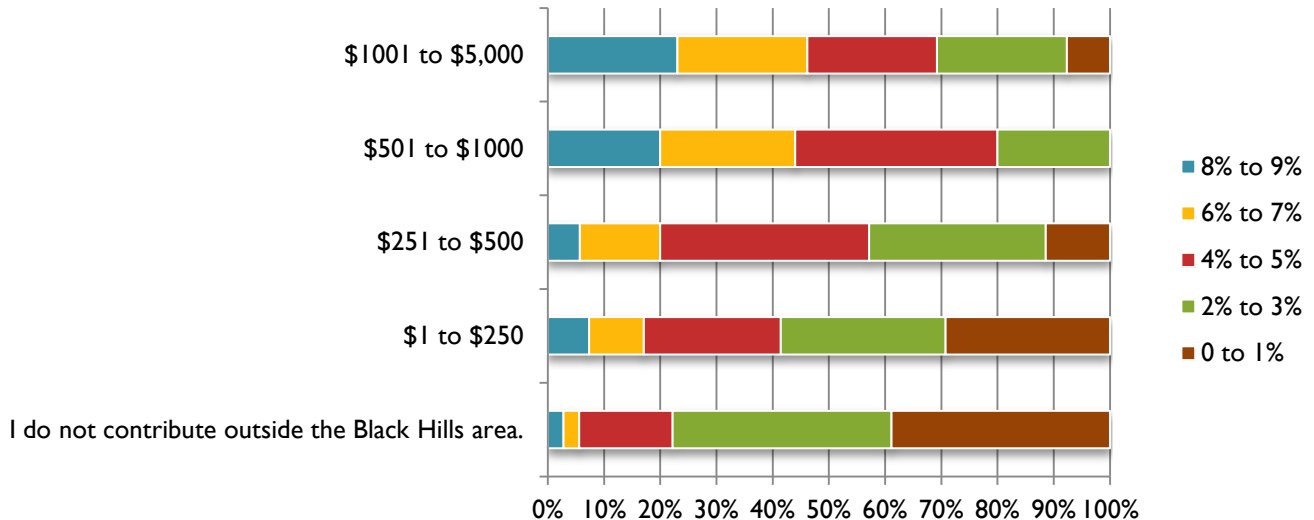
Giving online. Those that contribute less of their income (0 to 1%) to nonprofits tend to not rely on online giving for their donations. Those that contribute more of their income (4% to 5%) seem to prefer online giving for their donations.

Figure 42. Making gifts online



Contributions outside of the Black Hills. As an individuals' donations to charitable causes increases, the propensity for them to make those gifts to organizations outside of the Black Hills also increases.

Figure 43. Charitable giving outside of the Black Hills, by giving level



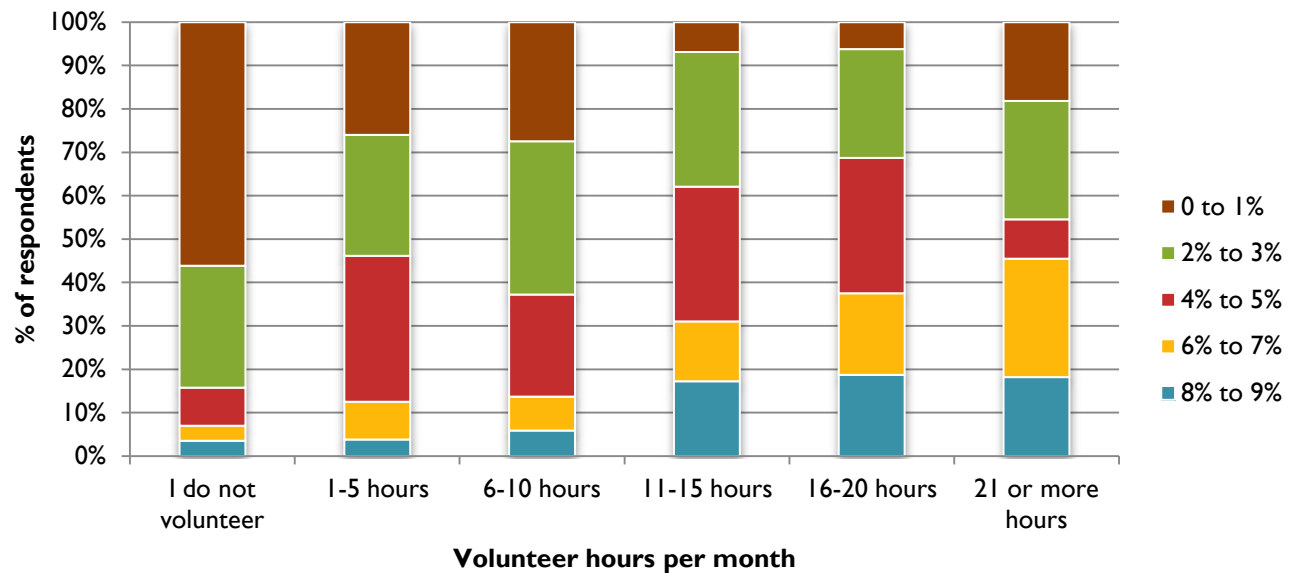
Reasons for giving. Out of numerous categories the following depicts the top reasons for giving for each type of donor based on the percent of income they donate each year:

Table 2. Reasons for giving, by giving level

Percent income donated	#1 Reason for Giving
0 to 1%	I believe in supporting the cause it promotes.
2% to 3%	I believe in supporting the cause it promotes.
4% to 5%	It is an organization I can trust.
6% to 7%	It is an organization I can trust.
8% to 9%	I believe in supporting the cause it promotes. I want to help my community or church.

Volunteer commitment. Similar to the discussion earlier in this report about volunteerism, as giving levels increase the propensity to volunteer more also increases for those individuals that give more than 6% of their income.

Figure 44. Volunteerism, by giving level



Preferences for giving. The following tables highlight the top preferences for giving across all donor levels. Common trends include a general disinterest in funding a) economic development initiatives and b) causes related to animals, wildlife, or zoos. Similar to previous analyses, a) helping people in need, and b) helping those that are victims of natural disasters are among the top areas of interest amongst all donors. Respondents were asked to rank their preference in terms of estimated giving to each cause; the “support level” for each of these giving preferences was in all cases anywhere between \$1 and \$250.

Percent income donated	#1 thing they do support	Support level (\$)
0 to 1%	- Helping people in need - Supporting organizations that give to many different charities (e.g. United Way)	\$1 to \$250
2% to 3%	- Helping people in need - Helping victims of a natural disaster	\$1 to \$250
4% to 5%	- Helping victims of a natural disaster - Helping victims of crime, domestic violence, or abuse.	\$1 to \$250
6% to 7%	- Helping the elderly	\$1 to \$250
8% to 9%	- Helping the elderly - Helping victims of a natural disaster	\$1 to \$250

Percent income donated	\$1 thing they do not support
0 to 1%	- Economic development initiatives
2% to 3%	- Economic development initiatives
4% to 5%	- Animal or wildlife shelters and zoos
6% to 7%	- Working to protect the environment - Animal or wildlife shelters and zoos - Economic development initiatives
8% to 9%	- Economic development initiatives - Animal or wildlife shelters and zoos

Factors which influence giving. As evidenced in previous findings the factors that influence a donor to give are similar across all giving levels. In fact, out of all of the factors provided to choose from in the survey an overwhelming majority indicated that a phone solicitation from an organization would negatively impact their giving, far above and beyond any other factor a nonprofit could use to influence giving. Public recognition of any form is not influential for donors. Understanding the impact of a donation again reigns as the most positive point of influence for donations. As the percent of an individual's income increases, there is more emphasis placed on whether or not their gift can be leveraged as a match to encourage other donations.

Percent income donated	Would <u>negatively</u> influence the donor	Would <u>not</u> influence the donor	Would <u>positively</u> influence the donor
0 to 1%	If an organization called to ask for a contribution	Being recognized publicly in the newspaper or newsletter	Understanding what my contribution would achieve
2% to 3%	If an organization called to ask for a contribution	Being recognized publicly in the newspaper or newsletter	Understanding what my contribution would achieve
4% to 5%	If an organization called to ask for a contribution	Letters of recognition	Understanding what the community needs or organization needs
6% to 7%	If an organization called to ask for a contribution	Being recognized publicly in the newspaper or newsletter	Understanding what my contribution would achieve
8% to 9%	If an organization called to ask for a contribution	Being recognized publicly in the newspaper or newsletter	Being able to see the results of my gift, or if my contribution served as a match for additional funds

Definition of a “major gift”. Individuals that give 8% to 9% of their income most often view a gift of \$5,000 to \$10,000 as a “major gift”. Individuals that give slightly less of their income (6% to 7%) most often view a gift of \$2,000 to \$5,000 as a “major gift”. In similar pattern, individuals that give even less of their income (4% to 5%) most often view \$1,500 to \$2,000 as a “major gift”. Thus, as an individual's percentage of income donated to charity decreases, so does their definition of “major gift” size.

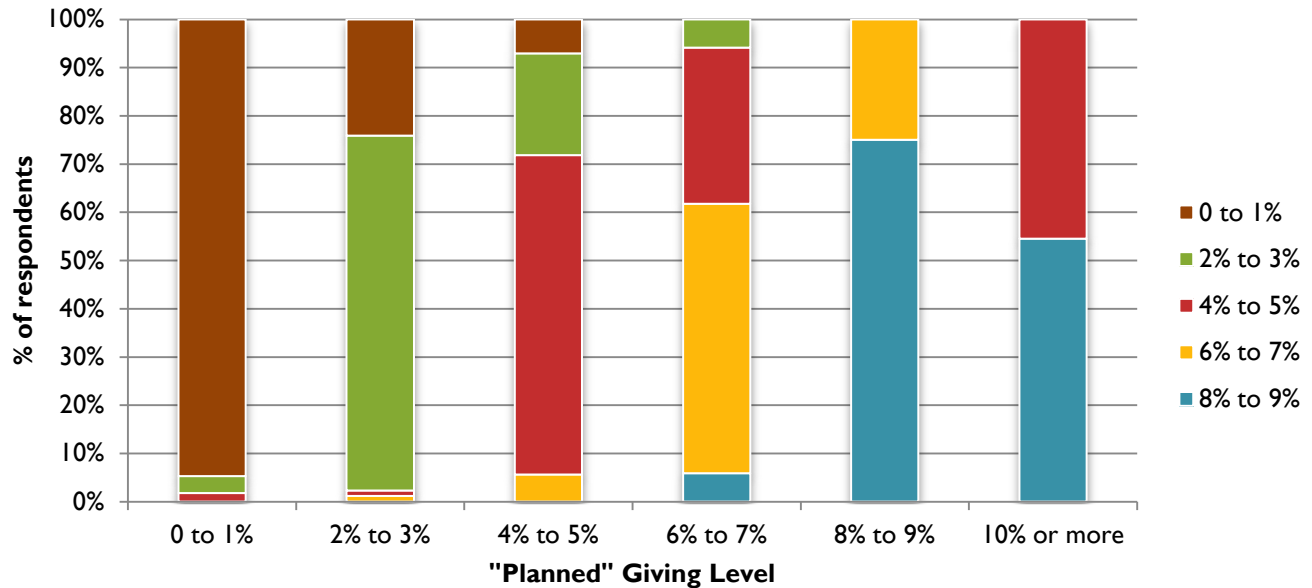
Age & Household Income. The percentage of donors that give 8% to 9% of their income to charity increases with age. The same trend is evidenced by those that give 6% to 7% of their income. In contrast, those that give 4% to 6% of their income to charity peak their giving between the ages of 35 and 44. Those that give slightly less – 2% to 3% - peak their giving one step below that between the ages of 25 to 34. This follows previously noted trends in the data, wherein those that are making larger donations are often older.

These same groups were then overlaid with total household income. Those that give 4% to 5% of their income as referenced above, most commonly between the ages of 35 and 44, also indicate that in most cases their household income falls between \$120,000 and \$140,000 per year. Those individuals that contribute the highest percentage of their income – 8% to 9% - are in most cases within a much lower income bracket - \$60,000 to \$80,000 per year as compared to the previous analogy.

Planned Giving. Those that presently give between 8% and 9% of their income to charity intend to continue giving at level, and in some cases plan to give 10% or more in the next three years. Of those that plan to give 10% or more, more than half are comprised of individuals that presently give at the 8% to 9% level, which indicates continued interest in supporting charitable causes with additional dollars. Those that

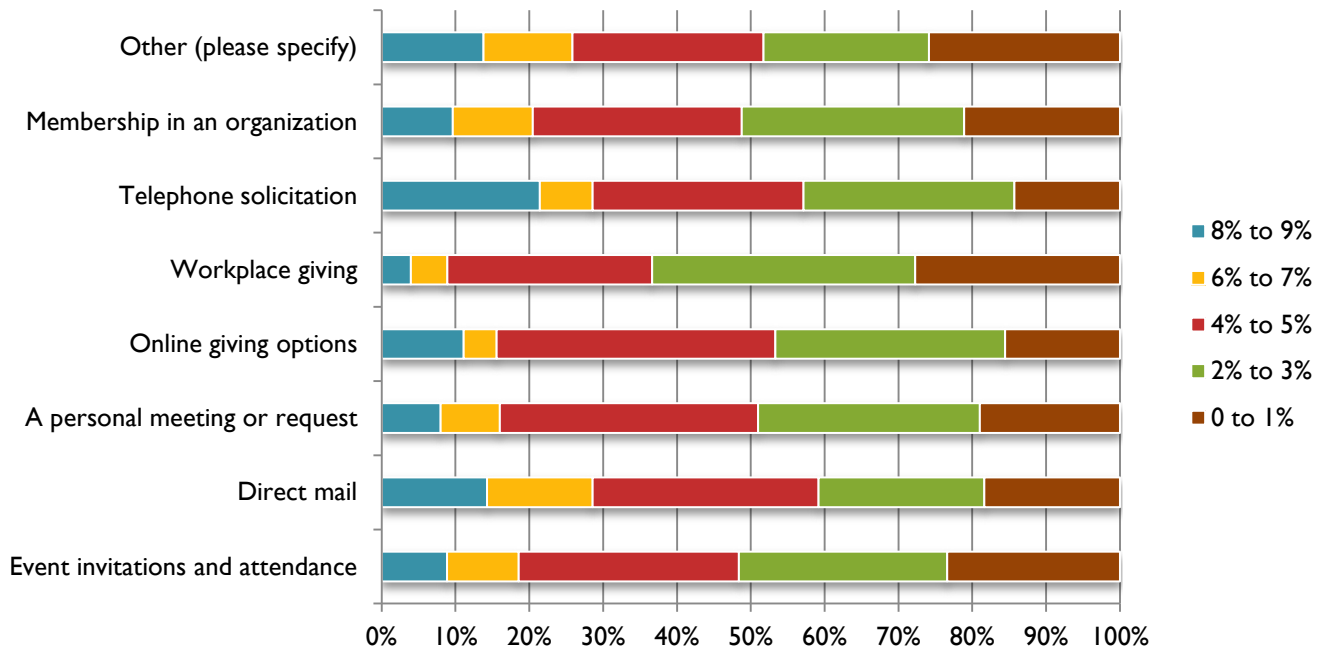
presently give between 4% and 5% of their income follow a similar pattern; most plan to stay at that giving level for the next three years, yet do have aspirations to give more (6%, 7%, and 10%+ in some cases) in the coming three years. In fact, the balance of those that plan to give 10% or more of their income in the next three years is attributed to those that presently give half of that – 4% to 5%.

Figure 45. Planned versus actual giving



Method of giving. When asked to identify what their charitable giving results from, the highest response rate indicated amongst those at the highest giving level (8% to 9% of income) identified that their gift was a result of a personal meeting or request from the organization. In similar context, those that give at the lowest level (0 to 1%, as well as those that give 2% to 3% of their income) do so at the workplace. Those that give between 4% and 5% of their income do so via online giving options.

Figure 46. Method of gift-making amongst donors by giving level



Charitable giving in a will. The vast majority (more than 90%) of those that do have a will also give more than 2% of their income each year to charitable causes. Of those that don't have a will, approximately 70% give more than 2% of their income each year.

Appendix A: DATA COLLECTION

A. Methodology

Electronic surveys were utilized for the data collection of this project. Three survey instruments were developed by a committee of philanthropic, nonprofit, and research organization professionals. The three surveys focused on collecting data from each of three different population subsets targeted for the research design: 1) individual households, 2) nonprofit organizations, and 3) philanthropic foundations and businesses. The combined target population resided in at least one of the six counties that constitute the Black Hills region, including Butte, Lawrence, Meade, Pennington, Fall River, and Custer. Within this area, there were 62,042 households; 1,100 nonprofit organizations; and 5,983 non-farm businesses.

Individual household survey. Twenty percent of the total population was randomly selected to complete the electronic “individual household” survey. Paper copies were available upon request. Post-cards were prepared and distributed to these randomly selected individuals asking them to complete the survey online. A total of 15,000 postcards were distributed to individuals. The response rate upon closure of the online collector was 7.8% generating a margin of error of $\pm 4.75\%$.

Nonprofit organizations survey. Two hundred fifty (250) nonprofit organizations were asked to complete the online survey. The response rate was 39.2%

Philanthropic foundations and businesses survey. Five hundred (500) non-farm businesses and philanthropic organizations were randomly selected to complete the business questionnaire. In addition, 1,700 business postcards were prepared and disseminated at various venues, including information on where and how to take the electronic survey. Based upon the original invite of 500, the response rate was 12.4%.

B. Survey Instruments

A copy of the three survey instruments is available upon request to the Chiesman Center for Democracy, attention Rob Timm, Executive Director.

Appendix B: DETAILED ANALYSIS

The following represents analysis of three individual survey instruments designed to assess philanthropy trends amongst businesses, foundations, individual donors, and nonprofit organizations. Each survey instrument is analyzed separately in Sections A, B, and C. Figures have been prepared where appropriate. Note that some questions did not have sufficient response levels to enable valid representation of the findings in graph or figure format; thus, only tables are included in those instances.

A. Individual Donors

Population Statistics

Table 3. Individual donors zip codes

Zip code:		
	Response Percent	Response Count
57702	29.9%	106
57701	17.8%	63
57783	8.2%	29
57730	7.1%	25
57703	6.8%	24
57785	5.9%	21
57747	5.1%	18
57718	4.2%	15
57717	3.4%	12
57754	2.8%	10
57745	2.0%	7
57719	1.4%	5
Multiple (57744, 57706, 57793, 57769, 57732, 57788, 57780, 57763, 57759, 57735, 57709, 57350)	5.4%	12
answered question		354
skipped question		15

Table 4. Individual donors gender

My gender is:		
	Response Percent	Response Count
Male	38.9%	142
Female	61.1%	223
answered question		365
skipped question		4

Table 5. Individual donors residency

I live within a city or town limits:		
	Response Percent	Response Count
Yes	71.5%	258
No	28.5%	103
answered question		361
skipped question		8

Table 6. Individual donors household response

I am the only person in my household responding to this questionnaire.		
	Response Percent	Response Count
Yes	95.1%	348
No	1.1%	4
I do not know	3.8%	14
answered question		366
skipped question		3

Table 7. Individual donors age

My age is ____.		
	Response Percent	Response Count
18 to 24	3.5%	12
25 to 34	16.9%	58
35 to 44	13.4%	46
45 to 54	18.0%	62
55 to 64	24.4%	84
65 or older	23.8%	82
answered question		344
skipped question		25

Figure 47. Individual donors age

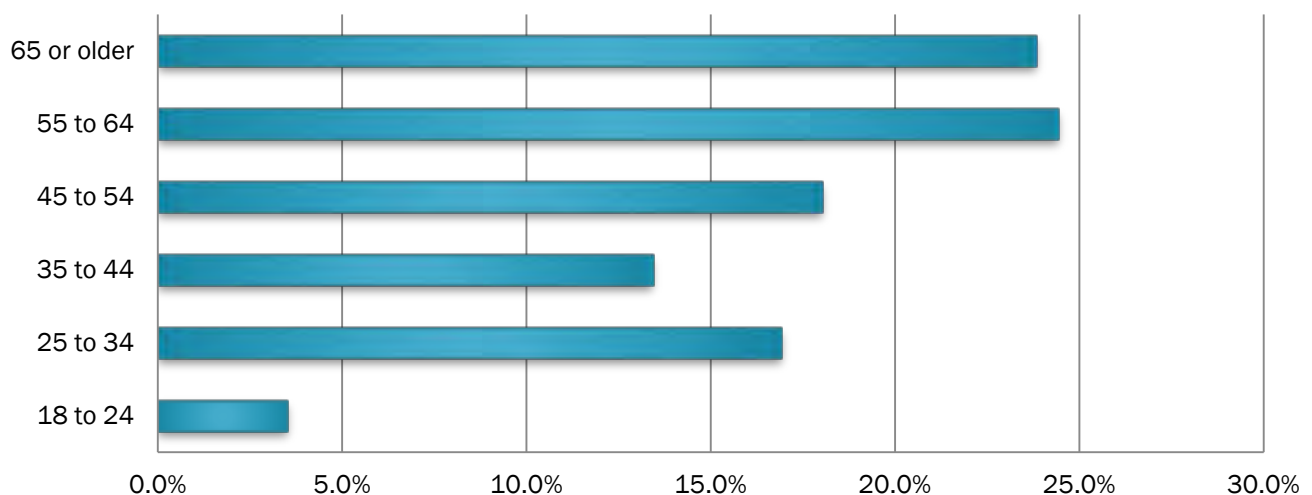


Table 8. Individual donors race/ethnicity

I consider myself primarily:		
	Response Percent	Response Count
White	92.2%	319
Black or African American	0.0%	0
American Indian	0.9%	3
Asian	0.9%	3
Pacific Islander	0.0%	0
Hispanic	1.2%	4
Multiracial	0.6%	2
I prefer not to answer	4.3%	15
	answered question	346
	skipped question	23

Table 9. Individual donors own/rent status

Do you own or rent your residence?		
	Response Percent	Response Count
Rent	11.6%	40
Own	87.8%	303
Transitional housing	0.6%	2
	answered question	345
	skipped question	24

Table 10. Individual donors level of education

The highest level of education I completed was:		
	Response Percent	Response Count
Less than high school	0.0%	0
High school graduate (diploma) or GED	7.9%	27
Some college, no associate or bachelor degree	20.4%	70
Associate degree or Bachelor degree	42.6%	146
Graduate or professional degree	29.2%	100
	answered question	343
	skipped question	26

Table 11. Individual donors household income, 2011

My total household's annual income for 2011 was:		
	Response Percent	Response Count
\$0 to \$20,000	5.5%	19
\$20,001 to \$40,000	16.0%	55
\$40,001 to \$60,000	19.2%	66
\$60,001 to \$80,000	20.1%	69
\$80,001 to \$100,000	10.5%	36
\$100,001 to \$120,000	7.0%	24
\$120,001 to \$140,000	3.5%	12
\$140,001 or more	10.5%	36
	answered question	344
	skipped question	25

Figure 48. Individual donors household income, 2011

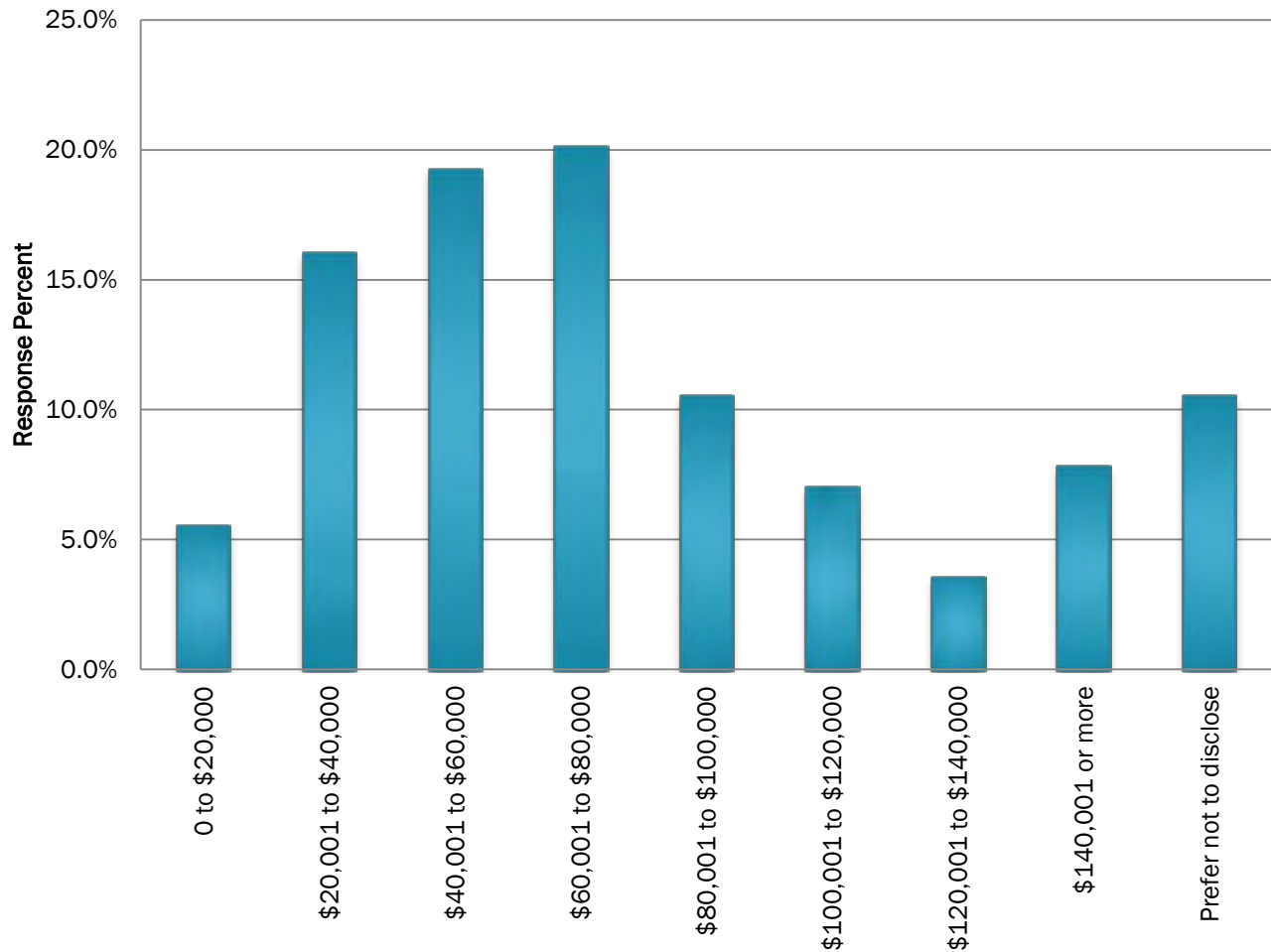
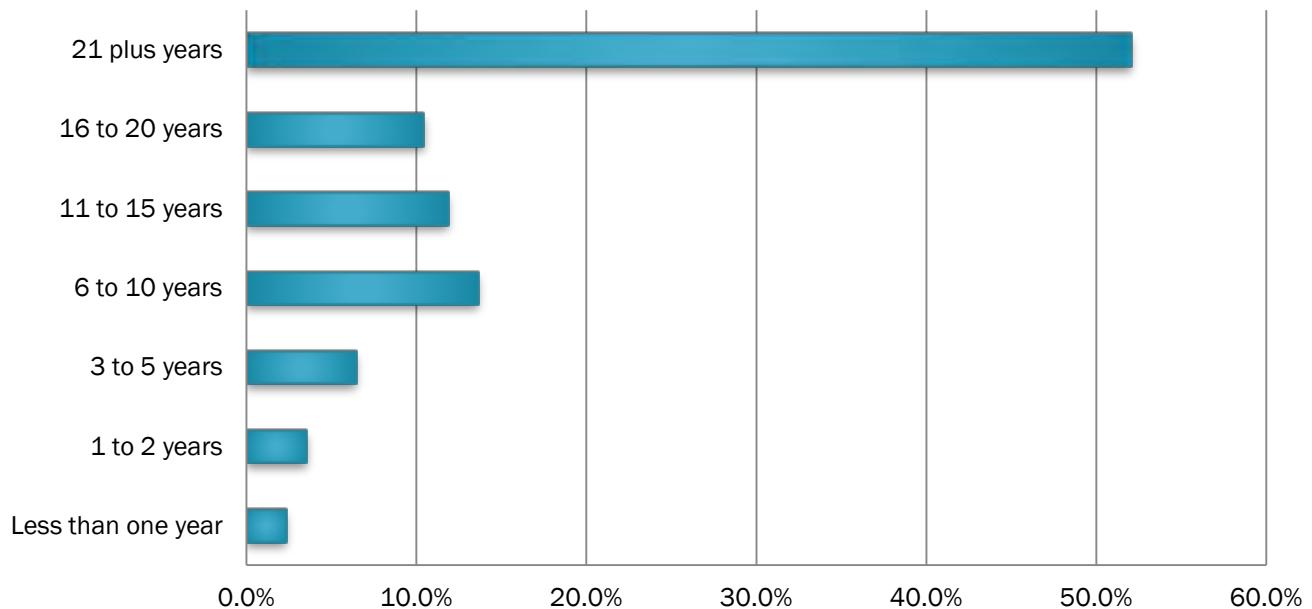


Table 12. Individual donors Black Hills area residency

I have lived in the Black Hills area ____ years.		
	Response Percent	Response Count
Less than one year	2.3%	8
1 to 2 years	3.5%	12
3 to 5 years	6.4%	22
6 to 10 years	13.6%	47
11 to 15 years	11.8%	41
16 to 20 years	10.4%	36
21 plus years	52.0%	180
answered question		346
skipped question		23

Figure 49. Individual donors Black Hills area residency



Survey Results

Table 13. Individual donors' impressions on the role of institutions and individuals on charitable issues

My impression about the role of institutions and individuals regarding charitable issues is:

	Strongly Agree	Somewhat Agree	Somewhat disagree	Strongly Disagree	Do Not Know	Response Count
Every person should support charitable and nonprofit organizations in some way, either financially or by donating time.	63%	28%	4%	3%	2%	362
Giving financial support to a church or faith-based organization shows that a person is charitable.	24%	44%	19%	12%	1%	362
The government has a responsibility to support charitable and nonprofit organizations that help the poor, homeless, and those needing assistance.	28%	41%	19%	11%	1%	359
Black Hills businesses should be active in supporting charitable and social causes.	58%	38%	3%	0%	0%	361
I support businesses that give to charitable and nonprofit organizations.	58%	35%	2%	1%	4%	358

Figure 50. Individual donors' impressions on the role of institutions and individuals on charitable issues

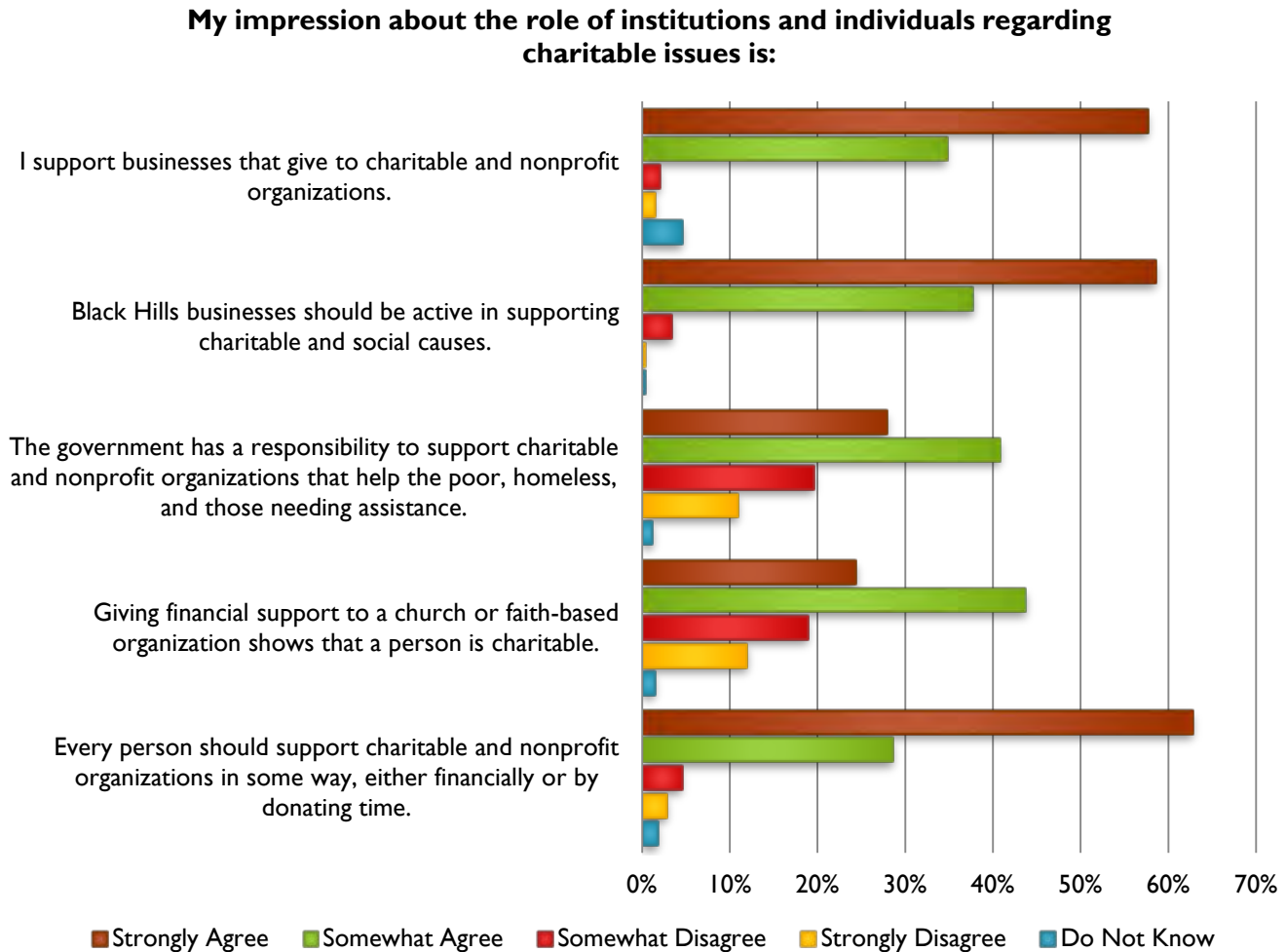


Table 14. Individual donor level of support, \$

In one year, I approximately donate to or support nonprofit, charitable, and religious organizations at the following level:

	Response Percent	Response Count
None	3.6%	13
\$1 to \$500	26.2%	95
\$501 to \$1,000	18.2%	66
\$1,001 to \$2,000	11.3%	41
\$2,001 to \$3,000	10.5%	38
\$3,001 to \$4,000	6.9%	25
\$4,001 to \$5,000	8.0%	29
\$5,001 to \$10,000	9.9%	36
\$10,001 to \$25,000	3.6%	13
\$25,001 or more	1.9%	7
answered question		363
skipped question		6

Table 15. Individual donors types of activities supported

Types of activities by nonprofit organizations that I support:				
	Yes	No	Sometimes	Response Count
Renovation, remodeling, or rehabilitating property	36%	29%	35%	342
Support for staff training and long-range planning	27%	44%	29%	338
Building, construction, or acquisition	30%	40%	30%	332
Equipment purchases or upgrade	31%	36%	33%	338
General operations	62%	17%	21%	334
Program support to help provide assistance, education, and services	79%	8%	14%	347
Program evaluation or research studies	20%	49%	31%	335
Endowments	27%	49%	24%	335
<i>answered question</i>				347
<i>skipped question</i>				22

Figure 51. Individual donors types of activities supported

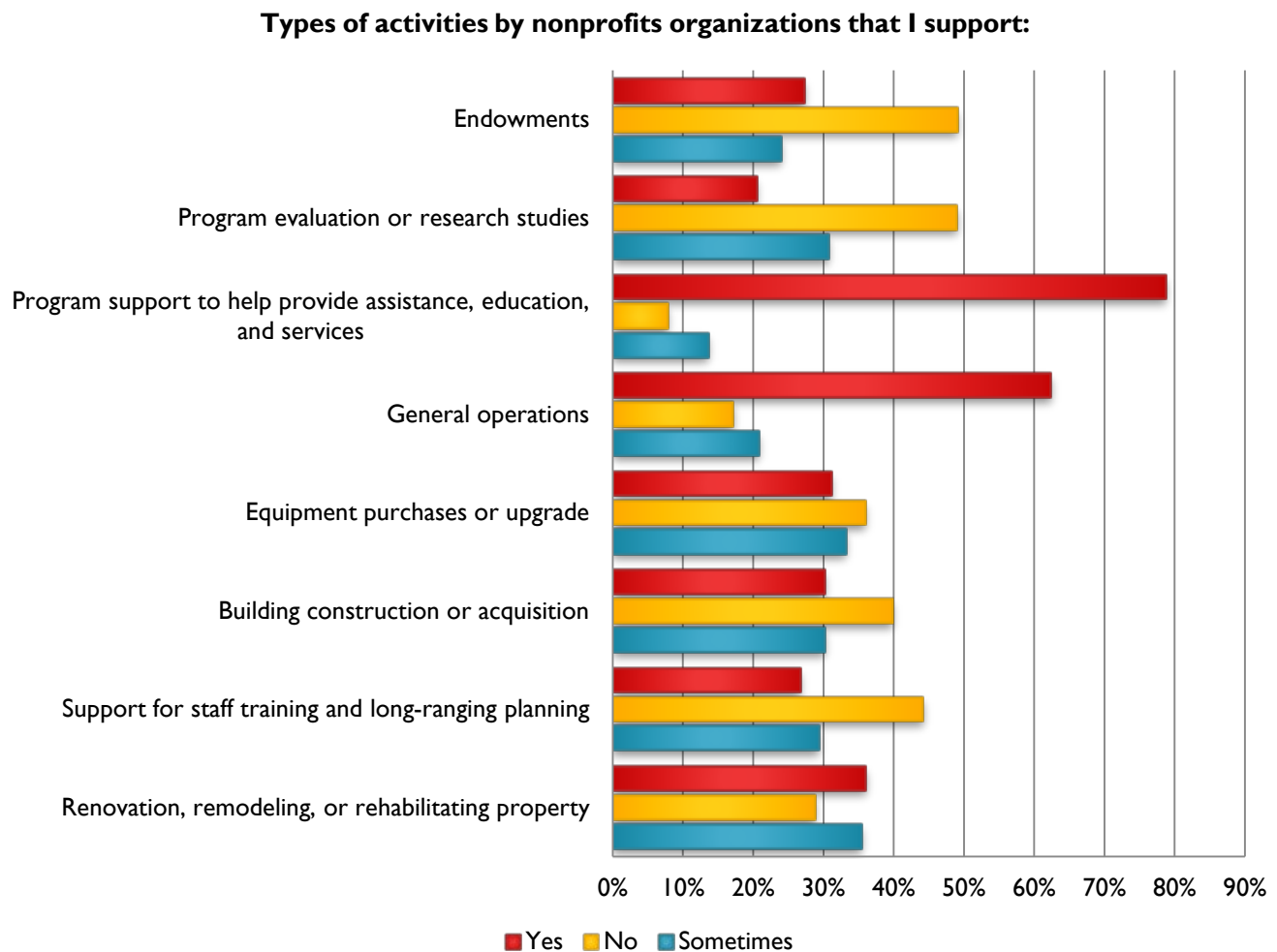


Table 16. Individual donors online communications

In the last year, I have personally gone “online” to obtain information about or communicate with an organization in support of a particular cause.

	Response Percent	Response Count
Yes	57.8%	201
No	32.5%	113
Do not remember/do not know	9.8%	34
answered question		348
skipped question		21

Figure 52. Individual donors online communications

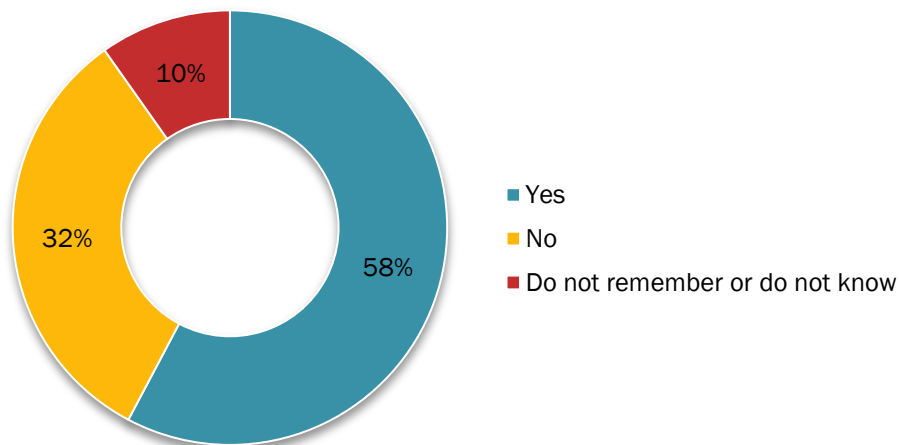


Table 17. Individual donors online contribution record

In the last year, I have contributed to a charitable organization or cause online.

	Response Percent	Response Count
Yes	49.1%	171
No	47.1%	164
Do not remember/do not know	3.7%	13
answered question		348
skipped question		21

Figure 53. Individual donors online contribution record

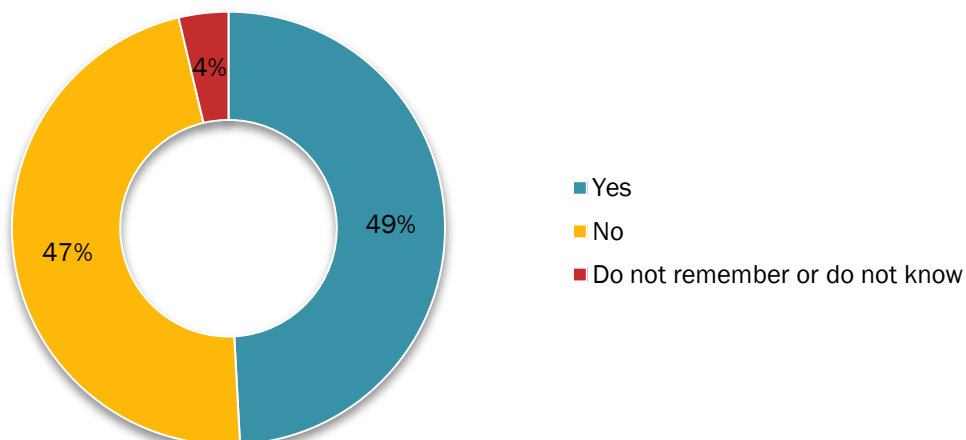


Table 18. Individual donors national/international giving

In the last year, I have contributed to national (outside of the Black Hills area) or international charitable organizations or causes.

	Response Percent	Response Count
I do not contribute outside the Black Hills area.	24.5%	85
\$1 to \$250	42.7%	148
\$251 to \$500	13.0%	45
\$501 to \$1,000	10.7%	37
\$1,001 to \$5,000	7.5%	26
\$5,001 or more	1.7%	6
answered question		347
skipped question		22

Figure 54. Individual donors national/international giving

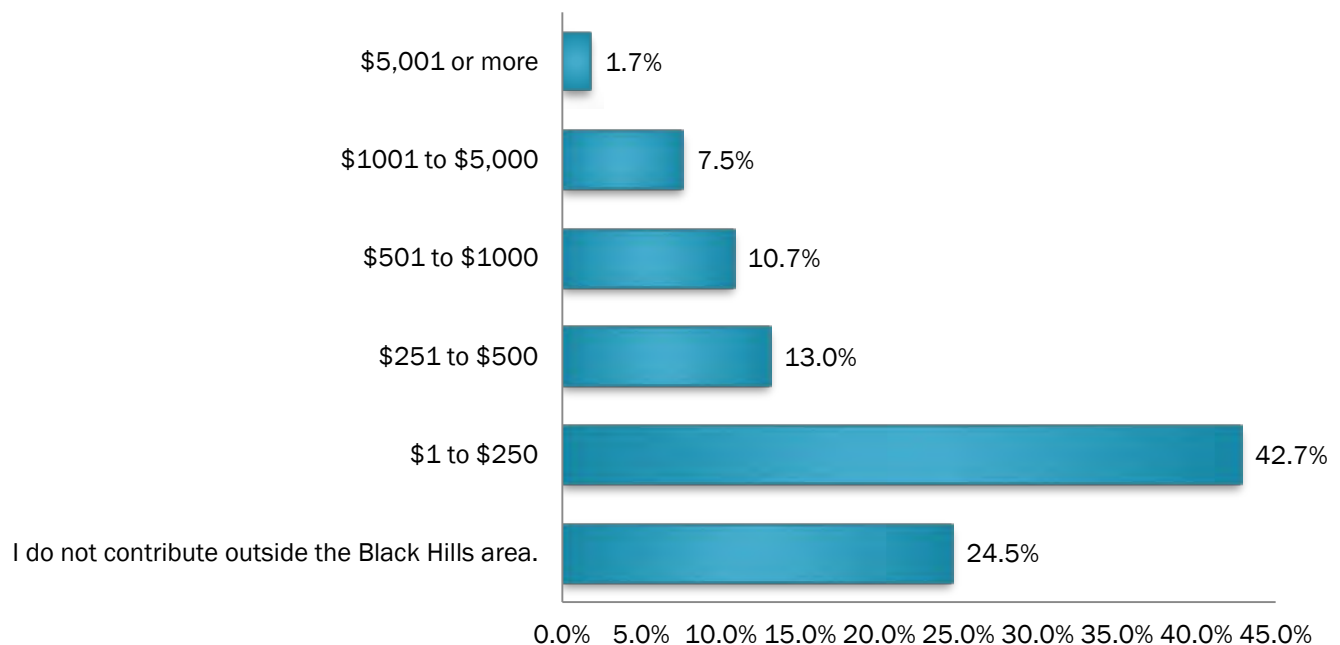


Table 19. Individual donors reasons for giving

Reasons for Giving: How important to you is each of the following reasons for contributing to a charitable organization?						
	Strongly Agree	Somewhat Agree	Somewhat disagree	Strongly Disagree	Do Not Know	Response Count
I enjoy the program and services.	35%	32%	18%	13%	2%	342
I am a member or volunteer for the organization.	36%	28%	19%	16%	2%	339
Because it is morally right.	44%	34%	14%	7%	1%	339
Charitable giving is a personal belief, obligation, and tradition.	55%	31%	10%	3%	1%	342
There are tax benefits to giving.	10%	32%	25%	32%	1%	340
I have a personal connection to the organization or cause.	45%	30%	13%	9%	2%	341
The organization is well-managed and effective.	75%	22%	1%	1%	1%	336
I believe in supporting the cause it promotes.	87%	11%	1%	1%	0%	339
It is an organization I can trust.	87%	12%	1%	0%	0%	336
The organization has been helpful to me or someone I know.	43%	35%	10%	10%	2%	341
I want to help my community or my church.	74%	21%	2%	2%	0%	342
Other (please specify)						16

“Other reasons for giving” responses

- “There is a need for the services in our community.”
- “I am thankful for what I have in my life.”/“It is my responsibility to give back.” (2)
- “The organization supports the same things I value.” (6)
- “I have put in a lot of time and effort [through volunteering or leadership roles]” (4)
- “I do not support organized religion; only organizations that separate community and church.”
- “Because so many others do not give.”
- “Disaster needs”

Figure 55. Individual donors reasons for giving

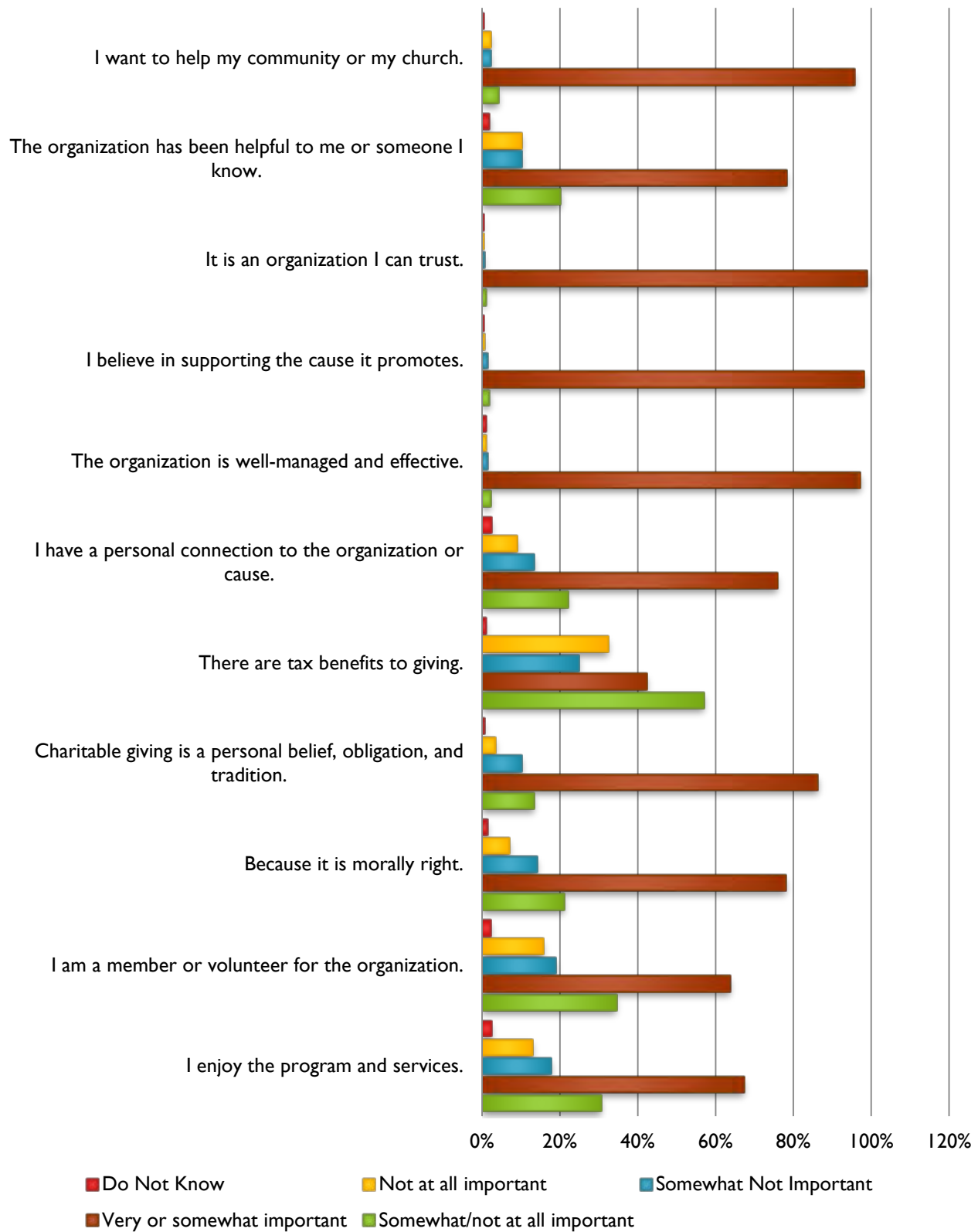


Table 20. Individual donors reasons for not giving

Reasons for NOT Giving: Here are some reasons why I chose or was not able to financially contribute to a charitable cause or nonprofit organization. ²						
	Strongly Agree	Somewhat Agree	Somewhat disagree	Strongly Disagree	Do Not Know	Response Count
Q1 – I cannot afford to give.	8	3	0	1	0	12
Q2 – I would rather spend money in other ways.	2	4	6	0	0	12
Q3 – I do not think charities deserve my support.	1	2	5	3	1	12
Q4 – No one has asked me to give.	1	2	4	4	1	12
Q5 – I would give, but just don't seem to get around to it.	0	2	3	7	0	12
Q6 – I do not know enough about an organization or charity.	3	4	3	2	0	12
Q7 – There is no tax benefit to me.	1	2	2	3	4	12
Q8 – I volunteer my time instead.	4	4	1	3	0	12
Q9 – I think some charities have high administrative costs.	5	4	2	0	1	12
Q10 – I believe government should support the worthwhile organizations.	1	3	5	3	0	12
Q11 – I am not sure my gift is being used appropriately.	5	3	3	1	0	12
Other (please specify)						1

“Other reasons for NOT giving” responses

- “It is none of your business!”

² Percentages not provided due to low response rate.

Table 21. Individual donors volunteer commitment, per month

I volunteer my services or help to a nonprofit or charitable organization ____ hours per month.		
	Response Percent	Response Count
I do not volunteer.	18.6%	66
1-5 hours	36.4%	129
6-10 hours	19.2%	68
11-15 hours	11.6%	41
16-20 hours	5.4%	19
21 or more hours	8.8%	31
	answered question	354
	skipped question	15

Figure 56. Individual donors volunteer commitment, per month

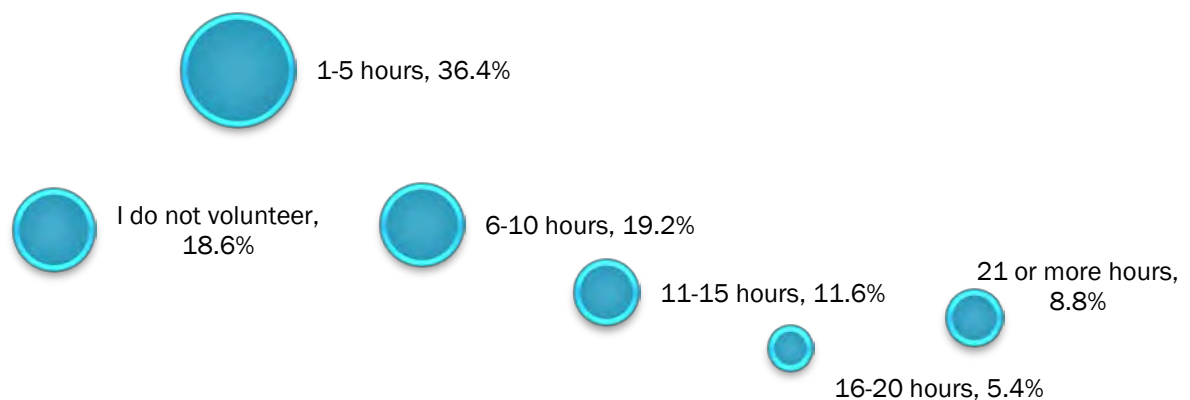


Table 22. Individual donors preferences for giving (heat table)

Preference for Giving: There are many causes to which a person can financially contribute or support. What is the approximate dollar amount you would give to one or more of the following causes or activities?

	Do not support	\$1 to \$250	\$251 to \$500	\$501 to \$1,000	\$1,001 to \$5,000	\$5,001 or more	Response Count
Supporting organizations that support many different charities, such as the United Way or Black Hills Area Community Foundation	26%	50%	12%	6%	4%	1%	350
Helping victims of a natural disaster, such as flood, tornado, or hurricane	22%	68%	6%	3%	1%	1%	348

	Do not support	\$1 to \$250	\$251 to \$500	\$501 to \$1,000	\$1,001 to \$5,000	\$5,001 or more	Response Count
Helping victims of crime, domestic violence, or abuse.	28%	63%	4%	4%	0%	1%	345
Helping the elderly	25%	65%	5%	2%	2%	1%	348
Helping fight illness and disease.	28%	61%	6%	3%	1%	1%	342
Encouraging child and youth development	16%	56%	14%	7%	4%	2%	347
Working to prevent drug and alcohol abuse	46%	46%	5%	2%	0%	1%	347
Helping people who have disabilities	26%	62%	6%	3%	1%	1%	346
Supporting schools, colleges, universities, or other educational institutions.	38%	43%	10%	6%	2%	2%	343
Supporting a church, synagogue, mosque, or other religious institution.	32%	27%	6%	9%	20%	6%	343
Supporting religious-based charities beyond the maintenance of the organization, like church-sponsored charities.	39%	41%	8%	7%	5%	1%	346
Working to protect the environment.	43%	47%	7%	2%	1%	1%	338
Supporting arts and cultural organizations.	36%	48%	7%	4%	3%	2%	336
Supporting community resources such as the library or parks.	34%	54%	7%	3%	1%	1%	340
Helping people in need, such as the poor, hungry, or homeless.	13%	63%	14%	6%	2%	2%	344
Supporting animal or wildlife shelters and zoos.	51%	40%	5%	2%	0%	1%	340
Supporting economic development initiatives.	62%	31%	3%	1%	1%	1%	337

“Other” responses

- “Supporting individuals in need”
- “Supporting youth [Boys & Girls Clubs, international orphanages, Boy Scouts]” (4)
- “Deterring population growth, it will help the environment, prevent wars over resources, prevent starvation, provide better lifestyles”

- “Some kind of bootstrap fund-- personal or community gardens for food, small-scale community livestock butchering facilities, perhaps micro-loans for small business start-ups”
- “If I had the money and believe in the organization/charity, I would give more.”
- “Suicide prevention/mental health organization” (2)
- “Too many scams posing as charities”
- “Local museum (\$6,400)”
- “Veterans”
- “Community foundations”
- “Main Street Square or Destination Rapid City”

Table 23. Individual donors factors which encourage donations

Factors which encourage donations: What are the ways that might encourage you to give or donate to a charitable cause or organization?

	Very likely to give	Somewhat likely to give	Would not influence me	Would influence me negatively	Not sure	Response Count
Understanding what my contribution would achieve.	60%	36%	4%	0%	0%	343
Understanding what the community needs or organization needs.	56%	38%	6%	0%	1%	340
Understanding the tax benefits to my family and me.	10%	26%	62%	1%	1%	340
Receiving letters of appreciation from civic, community, and business leaders.	9%	22%	64%	4%	1%	342
Receiving recognition by the organization or the event.	6%	17%	70%	5%	1%	339
Being able to see the results of my gift.	49%	40%	9%	1%	1%	338
If my contribution served as match for additional funds.	44%	38%	17%	0%	1%	342
If an organization was recommended by a friend.	14%	61%	24%	0%	1%	343
If an organization sent an appeal through the mail.	2%	26%	54%	14%	4%	341
If an organization called to ask for a contribution.	3%	21%	29%	47%	1%	339
Receiving a thank you from a recipient of the benefits gained from the contribution.	14%	42%	39%	3%	2%	343
Being recognized publicly in the newspaper or newsletter.	2%	13%	69%	15%	2%	343
It is part of workplace giving.	14%	34%	36%	10%	6%	338

Table 24. Individual donors definition of a major gift

I consider a major gift to a charitable organization to be:		
	Response Percent	Response Count
\$50 to \$100	16.1%	55
\$101 to \$500	25.5%	87
\$501 to \$1,000	17.6%	60
\$1,001 to \$1,500	16.7%	57
\$1,501 to \$2,000	4.7%	16
\$2,001 to \$5,000	7.6%	26
\$5,001 to \$10,000	6.7%	23
\$10,001 or more	5.0%	17
answered question		341
skipped question		28

Figure 57. Individual donors definition of a major gift

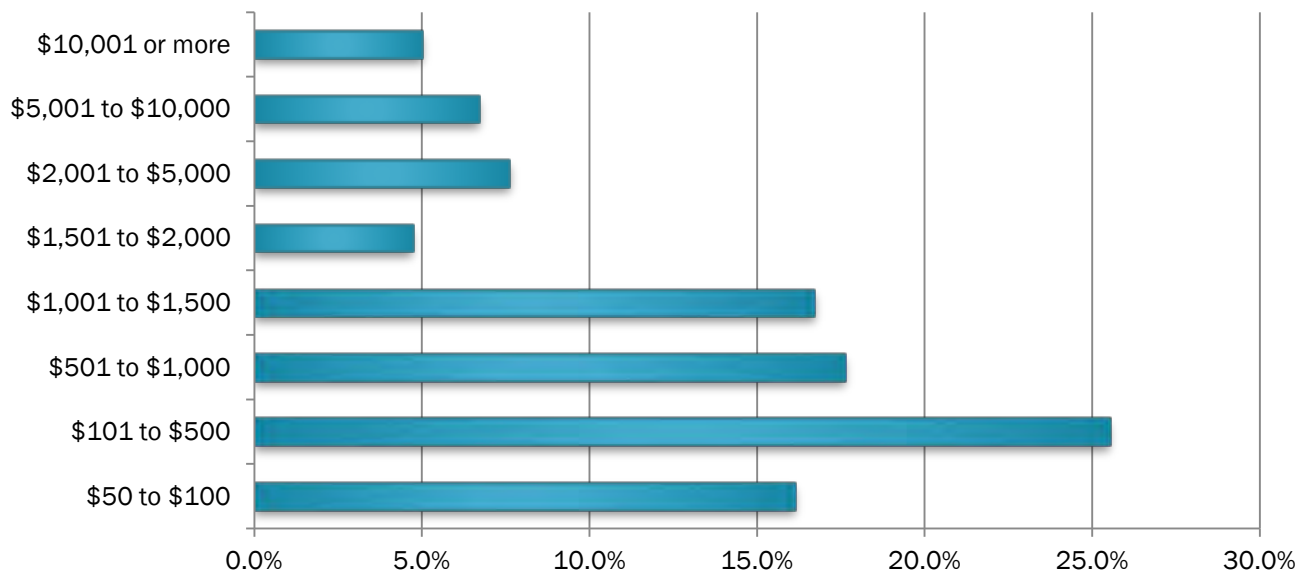


Table 25. Individual donors # of major gifts

I have made ____ major gifts in the past year.		
	Response Percent	Response Count
0	38.1%	131
1	22.1%	76
2	14.5%	50
3	9.3%	32
4	5.8%	20
5	4.4%	15
6	2.0%	7
7	0.6%	2
8	0.0%	0
9 or more	3.2%	11
answered question		344
skipped question		25

Figure 58. Individual donors # of major gifts

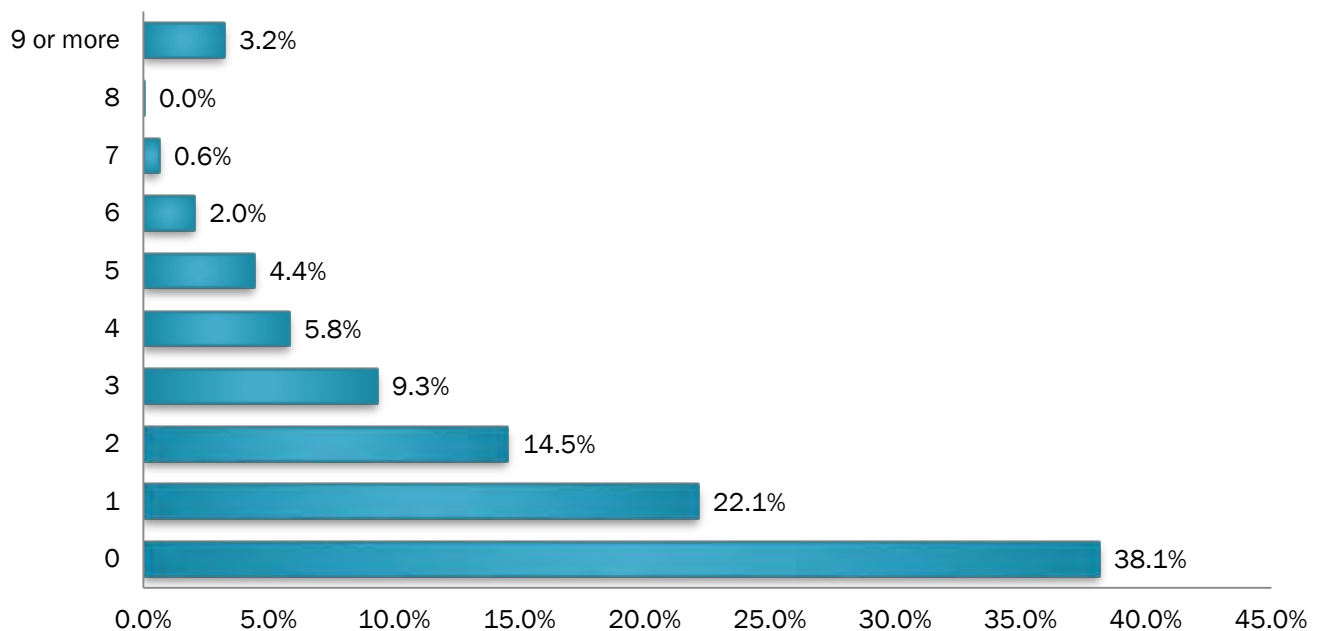


Table 26. Individual donors percent of income given to charitable organizations

The percent of my income that I give to charitable organizations each year is:		
	Response Percent	Response Count
0 to 1%	23.8%	80
2% to 3%	24.7%	83
4% to 5%	20.2%	68
6% to 7%	8.3%	28
8% to 9%	6.3%	21
10% or more	16.7%	56
answered question		336
skipped question		33

Figure 59. Individual donors percent of income given to charitable organizations

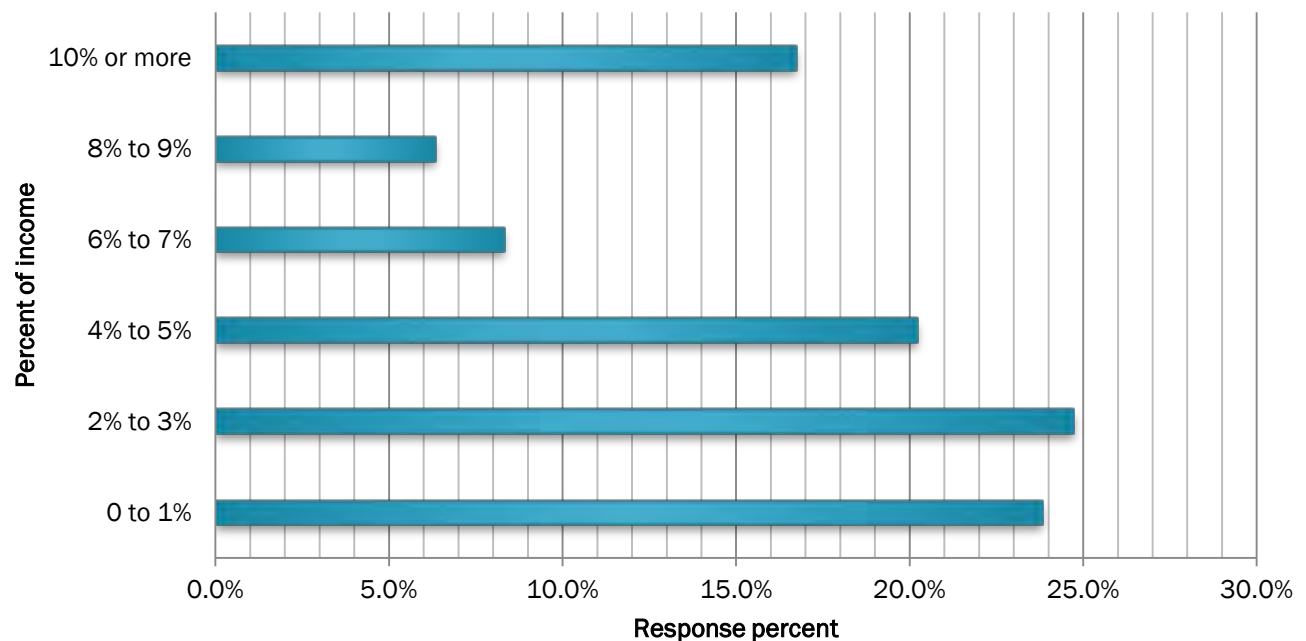


Table 27. Individual donors percent of income, planned giving

The percent of my income that I PLAN TO GIVE to charitable organizations in the next three years is:		
	Response Percent	Response Count
0 to 1%	17.1%	57
2% to 3%	26.0%	87
4% to 5%	21.6%	72
6% to 7%	10.5%	35
8% to 9%	5.1%	17
10% or more	19.8%	66
answered question		334
skipped question		35

Figure 60. Individual donors percent of income, planned giving

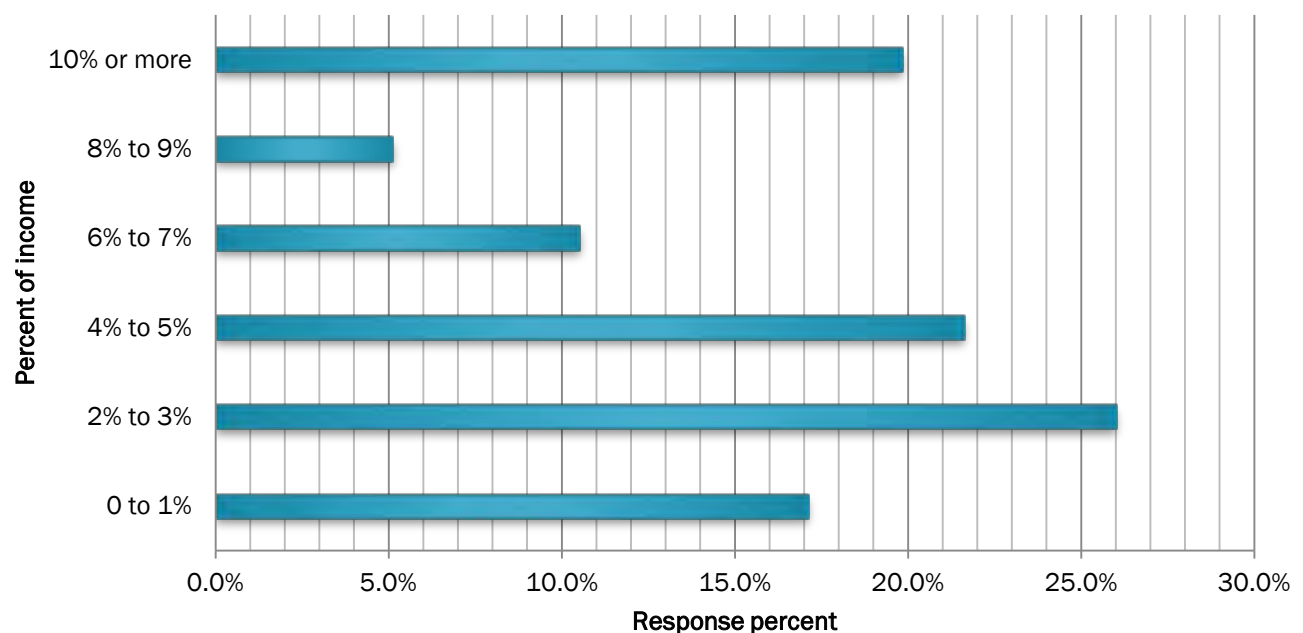


Table 28. Individual donors, gifts as a result of

I give most of my charitable gifts as a result of (check all that apply):		
	Response Percent	Response Count
Event invitations and attendance	18.8%	152
Direct mail	7.7%	62
A personal meeting or request	16.5%	133
Online giving options	6.4%	52
Workplace giving	14.1%	114
Telephone solicitation	2.0%	16
Membership in an organization	26.1%	211
Other – Familiarity with the organization	1.5%	12
Other – Personal connection to the organization	1.2%	10
Other – Church giving/tithe	2.1%	17
Other – Response to a need/disaster	1.2%	10
Other – TV/radio/media awareness	0.6%	5
Other – Fulfillment of planned gifts	0.4%	3
Other – Random/as a result of no one thing	0.9%	7
Other (see below)	0.4%	3
	answered question	342
	skipped question	27
	total responses	807

“Other” responses

- Word of mouth/recommendations from friends to give
- Volunteer time/no monetary gift

Table 29. Individual donors preferred method of solicitation

Do you prefer to receive solicitation for your local charitable gifts as a result of:		
	Response Percent	Response Count
Event invitations and attendance	42.0%	137
Direct mail	27.3%	89
A personal meeting or request	35.6%	116
Online giving options	16.0%	52
Workplace giving	26.4%	86
Telephone solicitation	2.1%	7
Membership in an organization	48.8%	159
Other (please specify)	9.5%	31
answered question		334
skipped question		35

"Other" responses

- Prefer not to be asked for money/solicited (18)
- Church membership (3)
- TV/radio/media (5)
- Community need (5)

Figure 61. Individual donors preferred method of solicitation

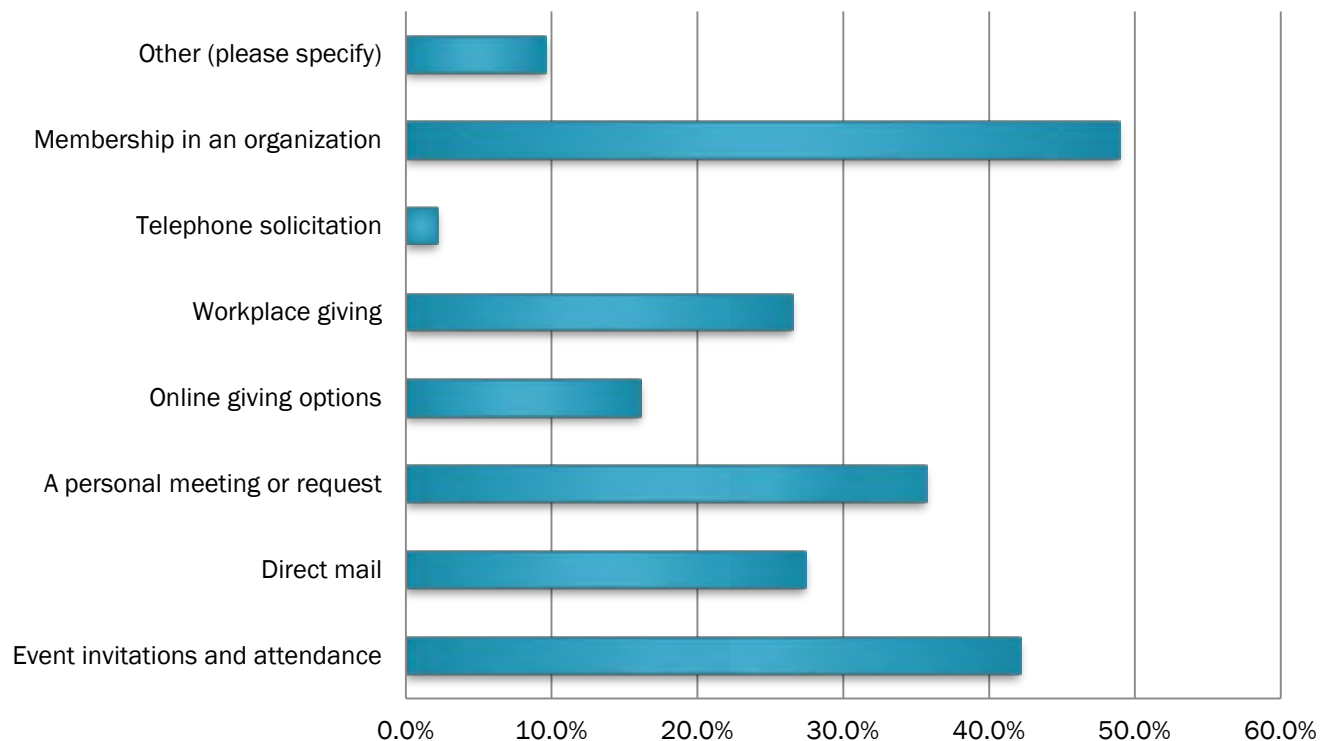
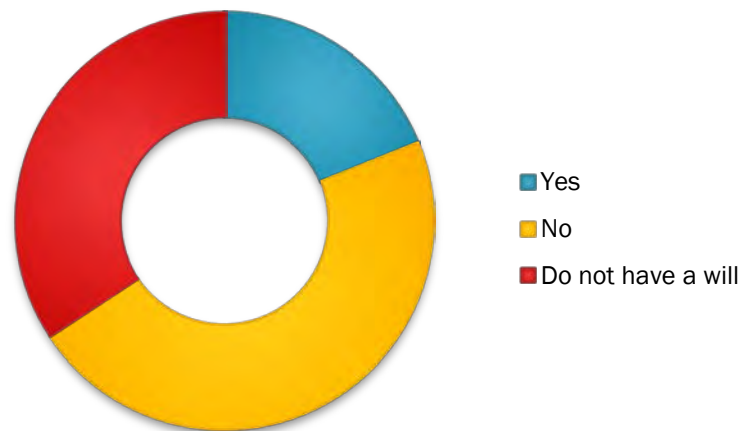


Table 30. Individual donors inclusion of charitable giving in will

I have included charitable giving in my will:		
	Response Percent	Response Count
Yes	18.9%	65
No	46.8%	161
Do not have a will	34.3%	118
answered question		344
skipped question		25

Figure 62. Individual donors inclusion of charitable giving in will



B. Corporate and Private Donors

Population Statistics

Table 31. Business or foundation zip code

Business or Foundation zip code:		
	Response Percent	Response Count
57701	26.5%	9
57702	26.5%	9
57783	11.8%	4
57785	8.8%	3
57730	5.9%	2
57703	2.9%	1
57745	2.9%	1
57747	2.9%	1
57754	2.9%	1
57769	2.9%	1
57799	2.9%	1
59101	2.9%	1
answered question		34
skipped question		17

Table 32. Profile of respondents, private and corporate donors

Are you a...		
	Response Percent	Response Count
Business	70.6%	36
Private foundation	3.9%	2
Business foundation	3.9%	2
Charity	7.8%	4
Individual philanthropist	0.0%	0
Public foundation	5.9%	3
Civic organization	7.8%	4
answered question		51
skipped question		0

Figure 63. Profile of respondents, private and corporate donors

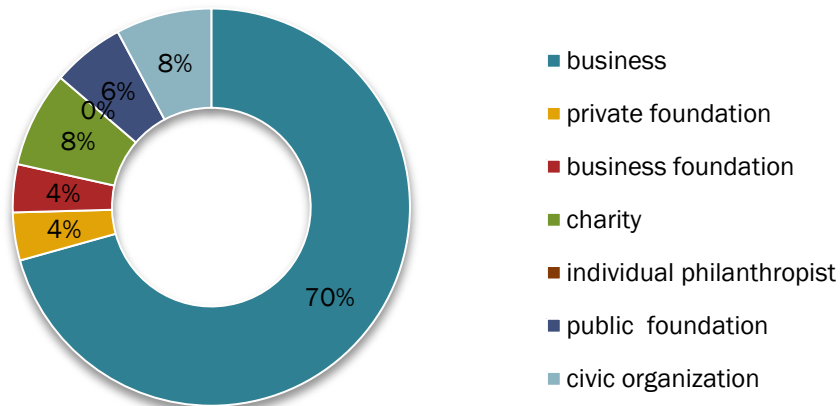


Table 33. Current position of private/corporate donor

Your current position:		
	Response Percent	Response Count
CEO	11.8%	6
Executive Director	13.7%	7
Financial Officer	5.9%	3
Board Chair	2.0%	1
President/Owner	33.3%	17
Manager	17.6%	9
Other (please specify)	15.7%	8
answered question		51
skipped question		0

Figure 64. Current position of private/corporate donor

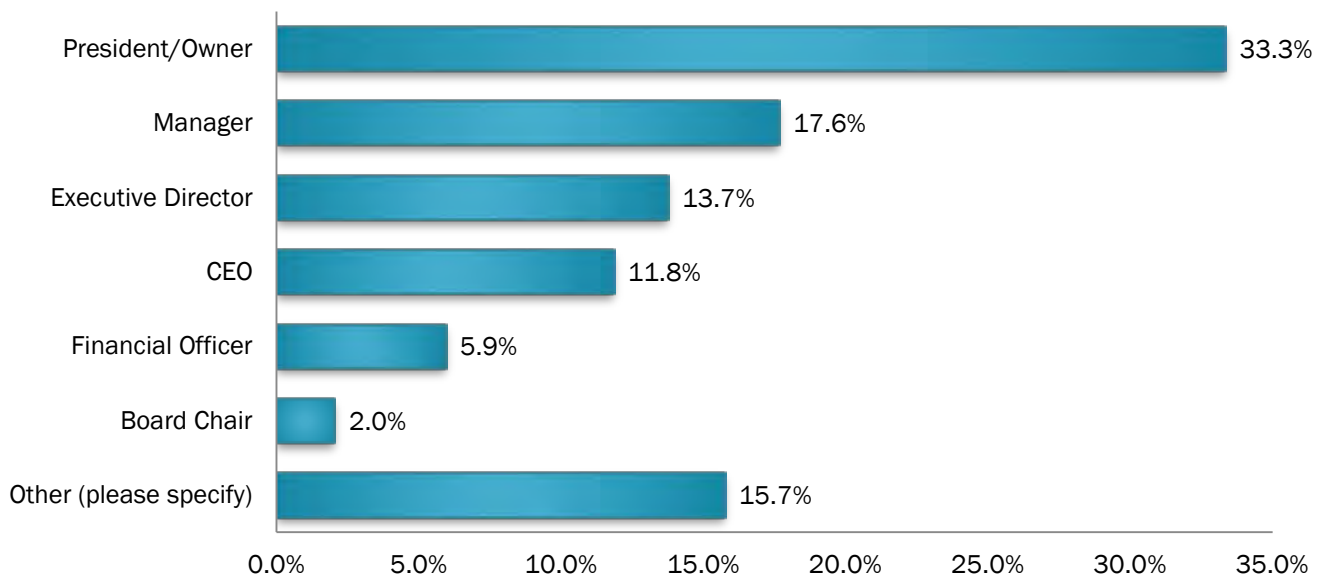


Table 34. Year foundation or business established

In what year was your foundation or business established?		
	Response Percent	Response Count
Last 10 years	21.6%	8
11-20 years ago	13.6%	5
21-30 years ago	24.3%	9
31-40 years ago	18.9%	7
Before 1972	21.6%	8
answered question		37
skipped question		14

Survey Results

Table 35. Major service area of business/foundation

What is your major service area?		
	Response Percent	Response Count
Regional (Black Hills or western SD)	47.1%	24
City or town only	9.8%	5
Multi-state	9.8%	5
South Dakota only	7.8%	4
National	7.8%	4
A specific county or county wide	5.9%	3
Rural area only	3.9%	2
International	2.0%	1
Other (please specify)	5.9%	3
answered question		51
skipped question		0

Figure 65. Major service area of business/foundation

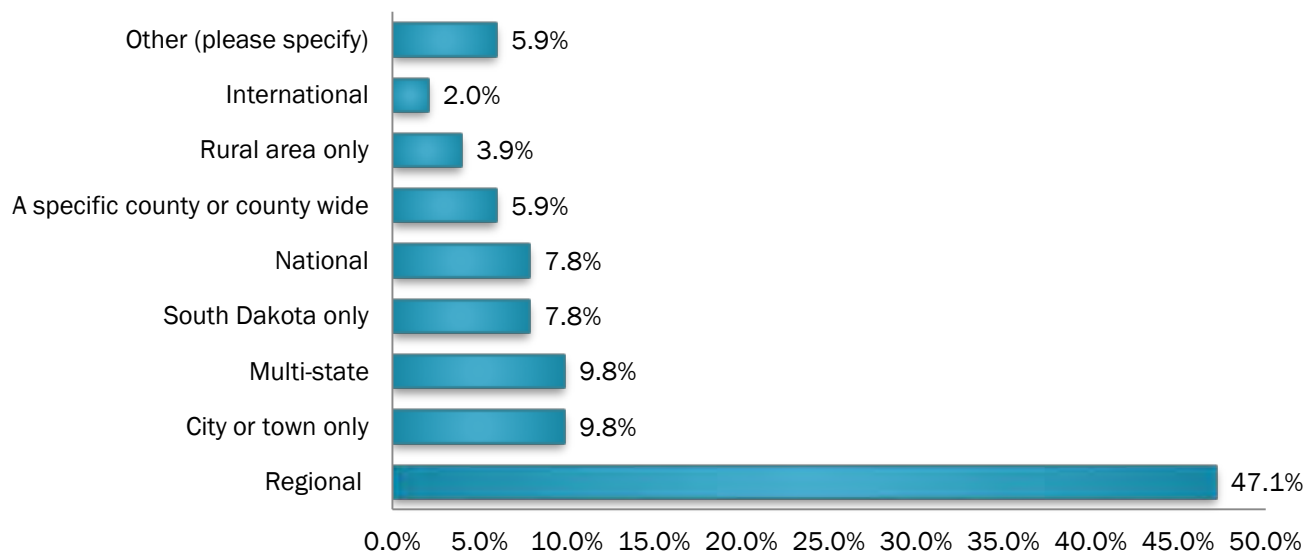


Table 36. Total asset size of business/foundation

What was the total asset size of your foundation at the close of 2011 fiscal year?		
	Response Percent	Response Count
0 to less than \$500K	46.7%	7
\$500K to less than \$1.0M	6.7%	1
\$1.0M to less than \$1.5M	6.7%	1
\$1.5M to less than \$2.0M	6.7%	1
\$2.0M to less than \$2.5M	0.0%	0
\$2.5M to less than \$3.0M	0.0%	0
\$3.0M to less than \$3.5M	0.0%	0
\$3.5M or more	33.3%	5
answered question		15
skipped question		36

Table 37. Total funds distributed to support nonprofit organizations by businesses/foundations

What was the total amount of funds distributed to support nonprofit organizations or other charitable causes at the close of 2011 fiscal year?		
	Response Percent	Response Count
0 to less than \$250K	60.0%	9
\$250K to less than \$500K	13.3%	2
\$500K to less than \$750K	0.0%	0
\$750K to less than \$1M	0.0%	0
\$1M to less than \$1.5M	13.3%	2
\$1.5M to less than \$2.0M	6.7%	1
\$2.5M to less than \$3.0M	0.0%	0
\$3.0M or more	6.7%	1
answered question		15
skipped question		36

Table 38. Number of individuals that serve on a foundation board

How many individuals serve on your foundation board?		
	Response Percent	Response Count
0	0.0%	0
1	0.0%	0
2	0.0%	0
3	6.7%	1
4	0.0%	0
5	26.7%	4
6	6.7%	1
8	6.7%	1
9	0.0%	0
10	6.7%	1
11-15	6.7%	1
16-20	33.3%	5
More than 20	0.0%	0
answered question		15
skipped question		36

Table 39. Source of funding for foundations

What is your source of funding for your foundation?		
	Response Percent	Response Count
Endowed assets	6.7%	1
Government	13.3%	2
Combination of sources	60.0%	9
Individual donors	13.3%	2
Business or service income	6.7%	1
Other (please specify)	0.0%	0
answered question		15
skipped question		36

Figure 66. Source of funding for foundations

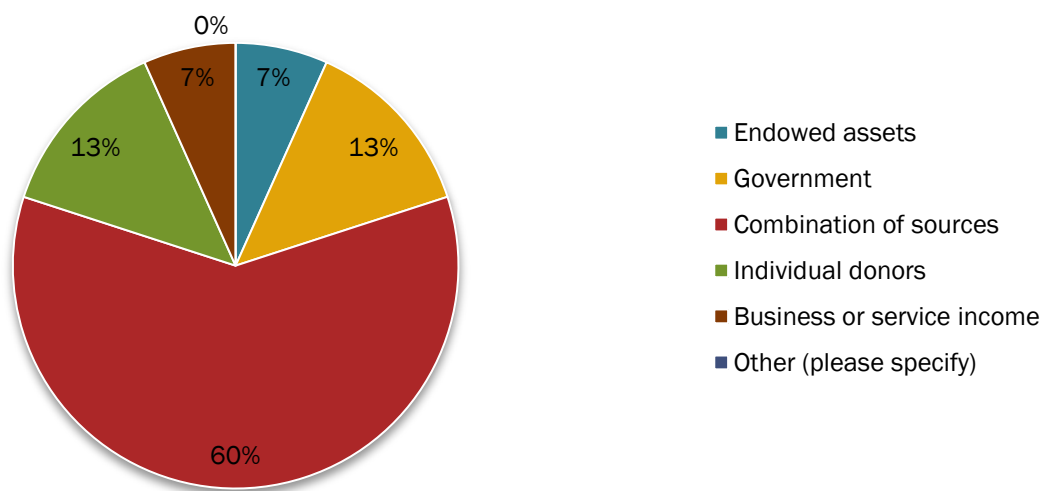


Table 40. Use of a letter of intent prior to full proposals

Do you request a letter of intent before asking for a full proposal for funding from potential recipients?		
	Response Percent	Response Count
Yes	23.1%	3
No	61.5%	8
Sometimes	15.4%	2
answered question		13
skipped question		38

Table 41. Use of criteria/format for full proposals

Do you have established criteria and format for a full proposal?		
	Response Percent	Response Count
Yes	15.4%	2
No	69.2%	9
Depends upon the request	15.4%	2
answered question		13
skipped question		38

Table 42. Identification of target populations for funding

Does the foundation identify specific preferred target populations for funding?		
	Response Percent	Response Count
Yes	46.2%	6
No	46.2%	6
Sometimes	7.7%	1
answered question		13
skipped question		38

Table 43. Identification of specific initiatives or projects

Does the foundation identify funding for specific social, health, civic, or education initiatives or projects?		
	Response Percent	Response Count
Yes	57.1%	8
No	35.7%	5
Sometimes	7.1%	1
answered question		14
skipped question		37

Table 44. Use of deadlines for full proposals

Does the foundation establish deadlines for submission of proposals?		
	Response Percent	Response Count
Yes	25.0%	3
No	75.0%	9
answered question		12
skipped question		39

Table 45. Number of times proposals accepted in a year

How many times do you accept proposals in a year?		Response Count
Throughout the year		1
One time		2
Varies		3
Never		3
answered question		9
skipped question		42

Table 46. Multi-year funding

Does your foundation provide multi-year funding?		
	Response Percent	Response Count
Yes	25.0%	3
No	58.3%	7
Occasionally	16.7%	2
answered question		12

Table 47. Attitudes about foundation and nonprofit effectiveness

Attitudes about Foundation and Nonprofit Effectiveness³						
	Strongly Agree	Somewhat Agree	Somewhat disagree	Strongly Disagree	Do Not Know	Response Count
Compared to where the foundation was a decade ago, our foundation has made great progress in being able to assess grant recipients' effectiveness in achieving stated goals and outcomes.	3	4	1	0	4	12
Our foundation has a good understanding of its overall performance in meeting needs.	6	5	0	0	2	13
Our foundation is placing a greater emphasis on program and organizational effectiveness on funding granted.	3	7	0	0	3	13
Our foundation is requiring external evaluation of programs funded to determine the effectiveness of a major grant.	1	2	4	3	2	12
There is a reliance on internally collected quantitative data and reports from organizations receiving funds to determine the impact of a funded program or project.	0	7	2	1	2	12

³ Percentages not provided due to low response rate.

Figure 67. Attitudes about foundation and nonprofit effectiveness

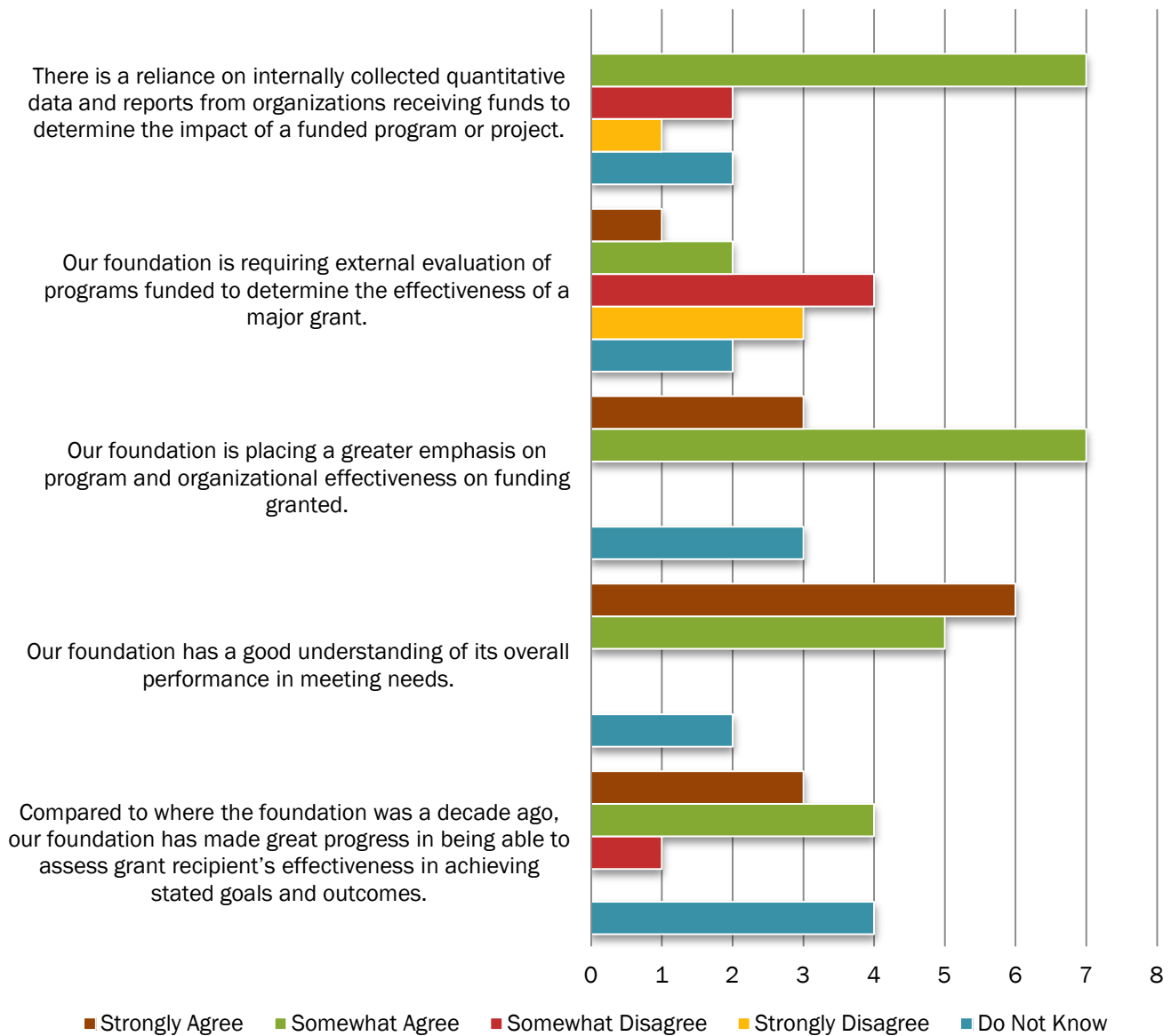


Table 48. Business/foundation impressions on the role of institutions and individuals on charitable issues

What is your impression about the role of institutions and individuals regarding charitable issues?						
	Strongly Agree	Somewhat Agree	Somewhat disagree	Strongly Disagree	Do Not Know	Response Count
Black Hills businesses should support charitable and nonprofit organizations in some way, either financially or by donating time.	58%	32%	6%	2%	2%	50
Funding obtained from a philanthropic foundation or business should be matched with actual dollars from another source.	12%	38%	28%	10%	12%	50
The government has a basic responsibility to support charitable and nonprofit organizations that help the poor, homeless, and those needing assistance.	20%	37%	16%	22%	4%	49
Nonprofit organizations should provide services that earn financial support to sustain their programs.	24%	52%	18%	4%	2%	50

Figure 68. Business/foundation impressions on the role of institutions and individuals on charitable issues

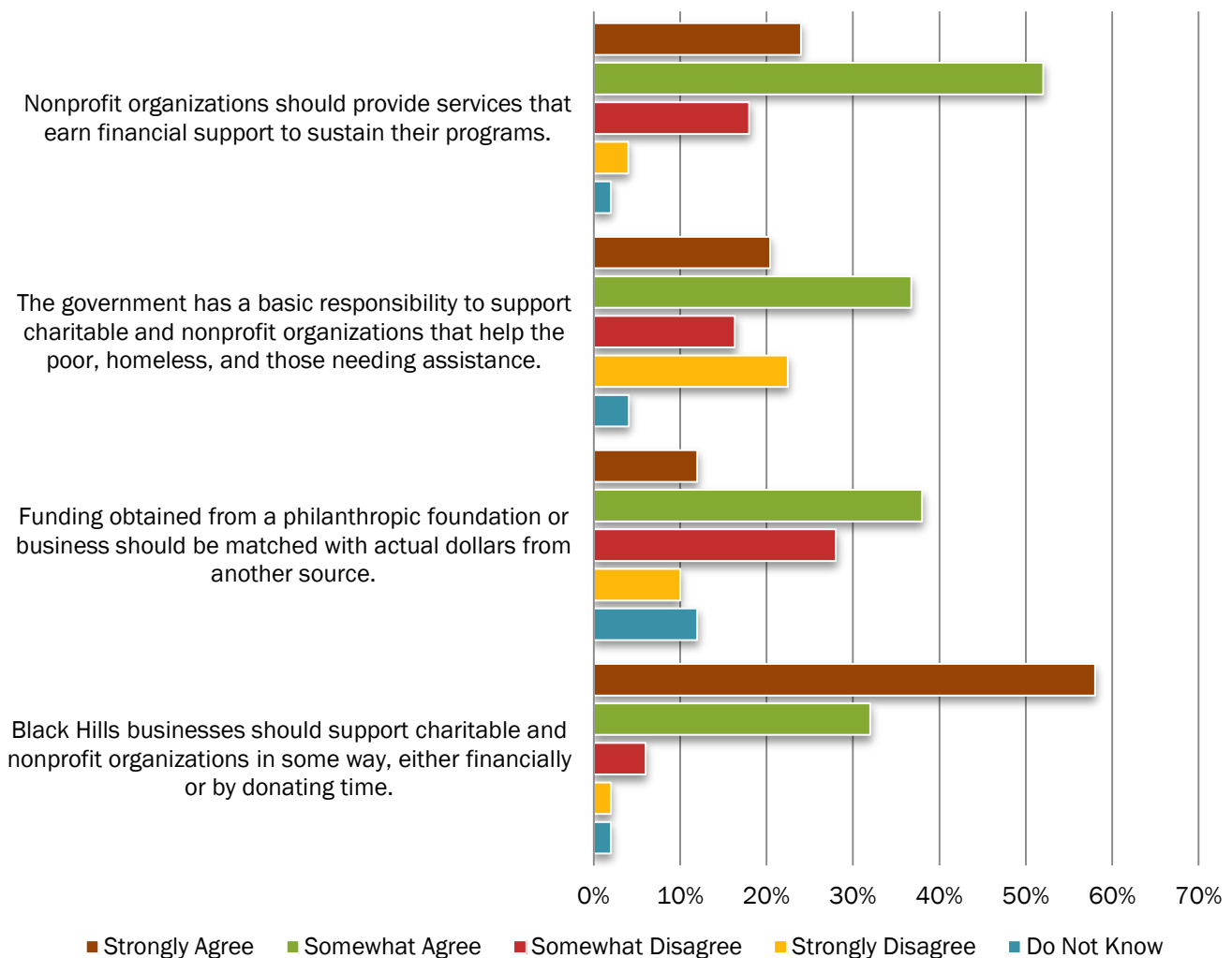


Table 49. Minimum amount of funds granted to a nonprofit

In the last year, the MINIMUM amount of funds granted or donated to a nonprofit or charitable organization was...		
	Response Percent	Response Count
\$500 or less	77.2%	27
\$501 to \$1,000	5.7%	2
\$1,001 and higher	11.4%	4
Not sure	5.7%	2
answered question		35
skipped question		17

Table 50. Maximum amount of funds granted to a nonprofit

In the last year, the MAXIMUM amount of funds granted or donated to a nonprofit or charitable organization was...		
	Response Percent	Response Count
\$0	8.4%	3
\$1 to \$1,000	38.9%	14
\$1,001 to \$5,000	19.5%	7
\$5,001 to \$10,000	5.5%	2
\$10,001 or higher	22.2%	8
Not sure	5.5%	2
answered question		36
skipped question		15

Table 51. Total amount of funds granted to nonprofits

The TOTAL amount of funds granted or donated by your organization or business last year was:		
	Response Percent	Response Count
\$0	8.1%	3
\$1 to \$1,000	18.9%	7
\$1,001 to \$5,000	16.2%	6
\$5,001 to \$10,000	24.3%	9
\$10,001 or higher	27.0%	10
Not sure	5.5%	2
answered question		37
skipped question		14

Note: A detailed breakdown of those that indicated "\$10,001 or higher" in gifts/donations last year is as follows - \$12,500; (2) at \$20,000; \$25,000; \$39,000; \$110,000; \$150,000; \$435,000; \$2,000,000; and \$4,100,000.

Table 52. Number of nonprofits supported by businesses/foundations in 2011

How many organizations did your business or foundation provide funds to or support in 2011?		
	Response Percent	Response Count
0	9.5%	4
1	9.5%	4
2	4.8%	2
3	7.1%	3
4	9.5%	4
5	0.0%	0
6	7.1%	3
7	0.0%	0
8	7.1%	3
9	2.4%	1
10	11.9%	5
11-15	7.1%	3
16-20	0.0%	0
21-25	7.1%	3
26-30	2.4%	1
31-35	0.0%	0
36-40	2.4%	1
41-45	0.0%	0
46-50	0.0%	0
51 or more	11.9%	5
answered question		42
skipped question		9

Table 53. Timing of capital fundraising efforts

Do you think local charities should coordinate the timing of capital fundraising efforts?		
	Response Percent	Response Count
Yes	45.7%	21
No	21.7%	10
Maybe or Not Sure	32.6%	15
answered question		46
skipped question		5

Table 54. Generosity of people in the Black Hills area

As a community, would you say people in the Black Hills area are generous?		
	Response Percent	Response Count
Yes	73.3%	33
No	6.7%	3
Sometimes, if there is a crisis	20.0%	9
answered question		45
skipped question		6

Table 55. Amount of time a nonprofit should be supported by a business/foundation

What is a reasonable amount of time a philanthropic foundation or business should support an organization, program, or project?

	Response Percent	Response Count
1 year	7.1%	3
2 years	9.5%	4
3 years	31.0%	13
4 years	0.0%	0
5 years	21.4%	9
6 or more years	31.0%	13
answered question		42
skipped question		9

Table 56. Business support of United Way

Does your business support United Way financially or through employee contributions?

	Response Percent	Response Count
Yes	47.8%	22
No	52.2%	24
answered question		46
skipped question		5

Table 57. Business/foundation preferences for giving, priority areas

Preference for Giving: What areas do you prefer to support through your gifts or donations?

	Priority	Secondary	Not at All	Response Count
Helping people in need, such as the poor, hungry, or homeless	28	12	4	44
Helping victims of a natural disaster, such as a flood, tornado, or hurricane	17	17	9	43
Helping victims of crime, domestic violence, or abuse	11	22	9	42
Helping the elderly	16	20	6	42
Helping fight mental and physical illnesses	5	23	14	42
Encouraging child and youth development	26	14	4	44
Working to prevent drug and alcohol abuse	9	22	11	42
Helping people who have disabilities	13	21	8	42
Supporting schools, colleges, universities, or other	15	17	10	42

Figure 69. Business/foundation preferences for giving, priority areas

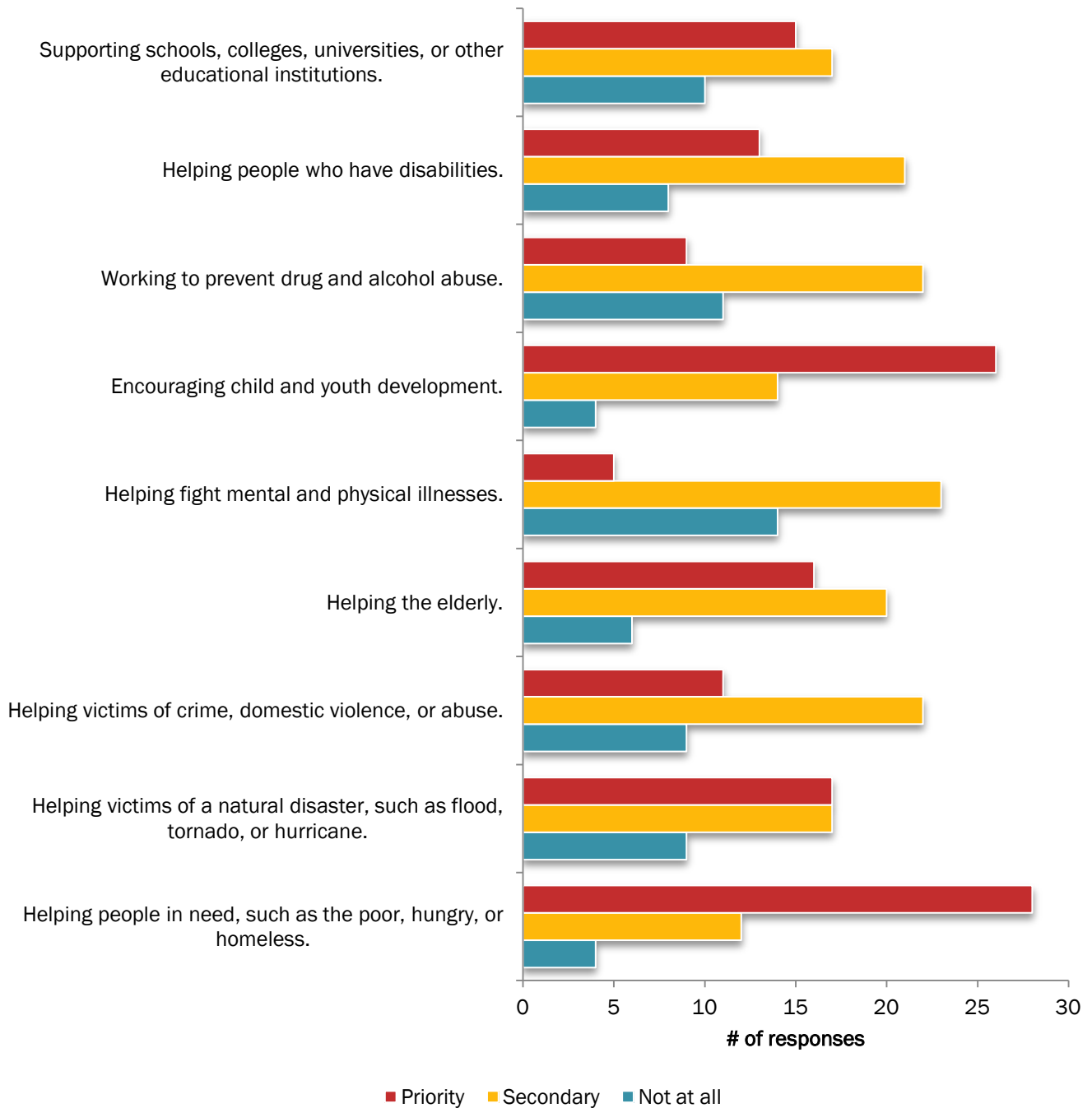


Table 58. Business/foundation preferences for giving

Preference for Giving: What areas do you prefer to support through your gifts or donations?				
	Priority	Secondary	Not at All	Response Count
Helping people in need, such as the poor, hungry, or homeless.	64%	27%	9%	44
Helping victims of a natural disaster, such as flood, tornado, or hurricane.	40%	40%	21%	43
Helping victims of crime, domestic violence, or abuse.	26%	52%	21%	42
Helping the elderly.	38%	48%	14%	42
Helping fight mental and physical illnesses.	12%	55%	33%	42
Encouraging child and youth development.	59%	32%	9%	44
Working to prevent drug and alcohol abuse.	21%	52%	26%	42
Helping people who have disabilities.	31%	50%	19%	42
Supporting schools, colleges, universities, or other educational institutions.	36%	40%	24%	42
Supporting a church, synagogue, mosque, or other religious institution.	21%	21%	57%	42
Supporting religious-based charities beyond the maintenance of the organization, like church-sponsored charities.	21%	17%	62%	42
Working to protect the environment.	12%	49%	40%	43
Supporting arts and cultural organizations.	14%	56%	30%	43
Supporting community resources such as the library or parks.	24%	43%	33%	42
Supporting organizations that support many different charities, such as The United Way or Black Hills Area Community Foundation.	29%	40%	31%	42
Supporting animal or wildlife shelters and zoos.	7%	43%	50%	42
Supporting economic development initiatives.	29%	36%	36%	42
Supporting beautification projects	5%	45%	50%	40
Other (please specify)	25%	17%	58%	12

Other responses:

- Donation for blood drive
- Medical research
- Dental disease/oral health
- Historic preservation
- Organizations that make a direct impact to our region
- Whomever and whatever needs our help
- Support fire safety programs
- Healthcare

Figure 70. Business/foundation preferences for giving

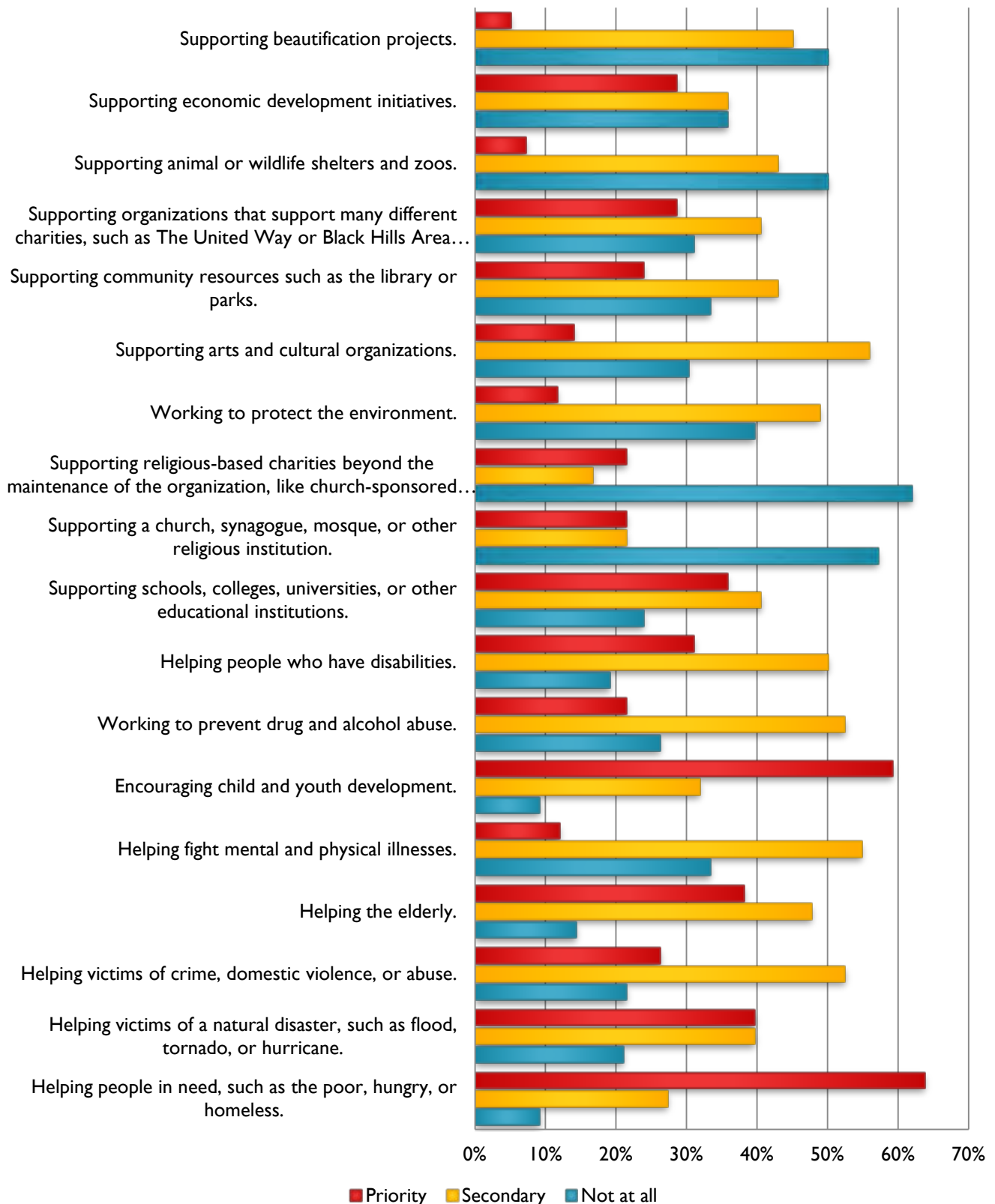


Table 59. Major challenges facing foundations and charitable organizations

What are the major challenges facing foundations and charitable organizations in the next five to ten years?		
	Response Percent	Response Count
Lack of or reduced discretionary funds	58%	22
High competition for donation/grant dollars	13%	5
Maintaining compliance with government policies	11%	4
Ineffective, out-of-date business model of nonprofits	8%	3
Many nonprofits and few foundations/philanthropists	5%	2
Lack of volunteers	3%	1
Not sure	3%	1
	answered question	35
	skipped question	16
	total responses	38

Table 60. Major results expected by a Foundation's board

If a nonprofit receives funds from a foundation or business, what would be the two major expectations or results the foundation's board would like to see? (effectiveness indicators)		
	Response Percent	Response Count
Measureable outcomes	39%	21
Efficient use of funds	37%	20
Number of people served	11%	6
Demonstrated movement of the grantee towards self-sustainability	6%	3
Increased outreach	2%	1
Acknowledgement of gift upon receipt	2%	1
Timely communication between grantee and grantor	2%	1
Nothing	2%	1
	answered question	34
	skipped question	17
	total responses	54

Measureable outcomes

- "Proof what they [grantee] are doing actually works"
- "Show how the money benefitted others and degree of success"
- "Impact or outcome of services [provided], not just a number of people served"
- "Honest feedback that the program worked/didn't work as anticipated"

Efficient use of funds

- "Proof that dollars were used as requested"
- "Proof that money is used specifically for the project they [the nonprofit] asked for"
- "100% of the donation going to program expenses, not overhead"
- "Minimal use of donation for overhead expenses"

C. Nonprofit Organizations

Population Statistics

Table 61. Nonprofit zip codes

My organization's zip code is:		
	Response Percent	Response Count
57701	32.3%	31
57702	20.8%	20
57709	4.2%	4
57717	5.2%	5
57783	14.6%	14
57785	3.1%	3
57703	2.1%	2
57747	2.1%	2
Various (57104, 57105, 57106, 57401, 57501, 57626, 57720, 57730, 57732, 57741, 57744, 57752, 57754, 57761, 57770)	15.6%	15
answered question		96
skipped question		1

Table 62. Current position of nonprofit respondent to survey

My current position is:		
	Response Percent	Response Count
CEO	7.3%	7
Executive Director	32.3%	31
Financial Officer	9.4%	9
Board Chair	3.1%	3
Other - Director, not executive	17.7%	17
Other - Program Coordinator/Staff	20.8%	20
Other - Board Member, not chair	4.2%	4
Other - Volunteer	3.1%	3
Other (please specify)	2.1%	2
answered question		96
skipped question		1

Figure 71. Current position of nonprofit respondent to survey

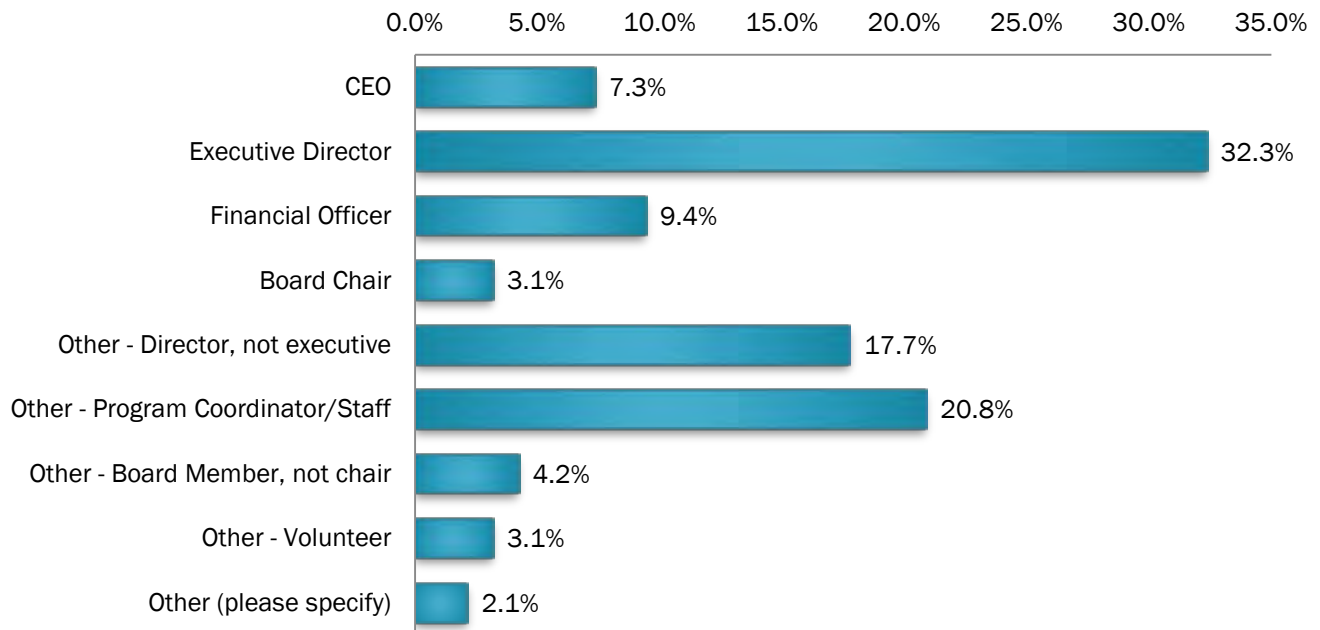


Table 63. Nonprofit year established

In what year was your organization established?		
	Response Percent	Response Count
Last 10 years	20.0%	18
11-20 years ago	12.2%	11
21-30 years ago	13.3%	12
31-40 years ago	18.9%	17
Before 1972	34.4%	31
Unknown	1.2%	1
answered question		37
skipped question		14

Survey Results

Table 64. Nonprofit asset size

The total asset size of your organization at the close of Fiscal Year 2011 was:

	Response Percent	Response Count
\$0 to less than \$500K	43.4%	33
\$500K to less than \$1M	5.3%	4
\$1M to less than \$1.5M	10.5%	8
\$1.5M to less than \$2.0M	6.6%	5
\$2.0M to less than \$2.5M	2.6%	2
\$2.5M to less than \$3.0M	6.6%	5
\$3.0M to less than \$3.5M	0.0%	0
\$3.5M or more	25.0%	19
answered question		76
skipped question		21

Table 65. Nonprofit revenue

The total amount of revenue received by your organization at the close of Fiscal Year 2011 was:

	Response Percent	Response Count
\$0 to less than \$250K	38.2%	29
\$250K to less than \$500K	10.5%	8
\$500K to less than \$750K	5.3%	4
\$750K to less than \$1M	6.6%	5
\$1M to less than \$1.5M	9.2%	7
\$1.5M to less than \$2.0M	6.6%	5
\$2.5M to less than \$3.0M	2.6%	2
\$3.0M or more	21.1%	16
answered question		76
skipped question		21

Table 66. Nonprofit major service area

Your organization's major service area is:

	Response Percent	Response Count
City or town only	23.8%	19
Rural area only	3.8%	3
Multi-state	8.8%	7
A specific county or county wide	3.8%	3
Regional (Black Hills or western SD)	45.0%	36
South Dakota only	8.8%	7
National	3.8%	3
International	2.5%	2
answered question		76
skipped question		21

Table 67. Nonprofit staff, full-time

How many full-time staff does your organization employ?		
	Response Percent	Response Count
0	18.5%	15
1	17.3%	14
2	2.5%	2
3	3.7%	3
4	0.0%	0
5	6.2%	5
6	2.5%	2
7	3.7%	3
8	2.5%	2
9	3.7%	3
10	0.0%	0
11-15	7.4%	6
16-20	1.2%	1
21-25	6.2%	5
26-30	2.5%	2
31-35	1.2%	1
36-40	2.5%	2
41-45	0.0%	0
46-50	0.0%	0
51-55	1.2%	1
56-100	2.5%	2
101-200	6.2%	5
201 or more	8.6%	7
answered question		81
skipped question		16

Table 68. Nonprofit staff, part-time

How many part-time staff does your organization employ?		
	Response Percent	Response Count
0	25.3%	20
1	17.7%	14
2	7.6%	6
3	2.5%	2
4	8.9%	7
5	0.0%	0
6	1.3%	1
7	3.8%	3
8	1.3%	1
9	1.3%	1
10	3.8%	3
11-15	5.1%	4
16-20	5.1%	4
21-25	2.5%	2
26-30	2.5%	2
31-35	0.0%	0
36-40	2.5%	2
41-45	1.3%	1
46-50	1.3%	1
51-55	0.0%	0
56-100	0.0%	0
101-200	2.5%	2
201 or more	3.8%	3
answered question		79
skipped question		18

Table 69. Nonprofit, volunteers per month

On average, how many volunteers does your organization use per month?		
	Response Percent	Response Count
0	9.1%	7
1	2.6%	2
2	1.3%	1
3	1.3%	1
4	6.5%	5
5	2.6%	2
6	1.3%	1
7	1.3%	1
8	1.3%	1
9	1.3%	1
10	11.7%	9
11-15	5.2%	4
16-20	7.8%	6
21-25	9.1%	7
26-30	9.1%	7
31-35	1.3%	1
36-40	1.3%	1
41-45	0.0%	0
46-50	1.3%	1
51-55	2.6%	2
56-100	10.4%	8
101-200	3.9%	3
201 or more	7.8%	6
answered question		77
skipped question		20

Table 70. Nonprofit uniqueness of services provided

Is your organization the only nonprofit organization providing your specific type(s) of service in your service area?		
	Response Percent	Response Count
Yes	66.7%	52
No	29.5%	23
I do not know	3.8%	3
answered question		78
skipped question		19

Figure 72. Nonprofit uniqueness of services provided

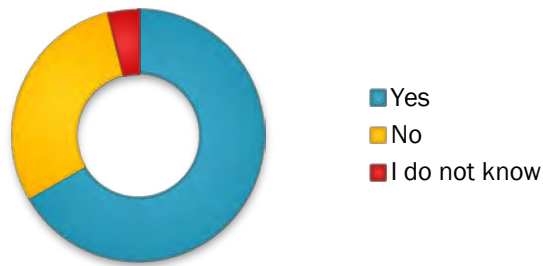


Table 71. Nonprofit primary source of funding

The primary source of funding for your organization is:		
	Response Percent	Response Count
Endowed assets	1.3%	1
Individual donors	13.0%	10
Government grants (federal, state, or local)	23.4%	18
Business donations	0.0%	0
Payment for services performed (day care services, consulting, Medicare, etc.)	14.3%	11
Private or corporate foundations	1.3%	1
Combination of the above	35.1%	27
Other (please specify)	11.7%	9
answered question		77
skipped question		20

"Other" responses

- County government/taxes (3)
- Membership fee
- Fundraising activities (2)
- Product sales
- Individuals and businesses
- Church

Figure 73. Nonprofit primary source of funding

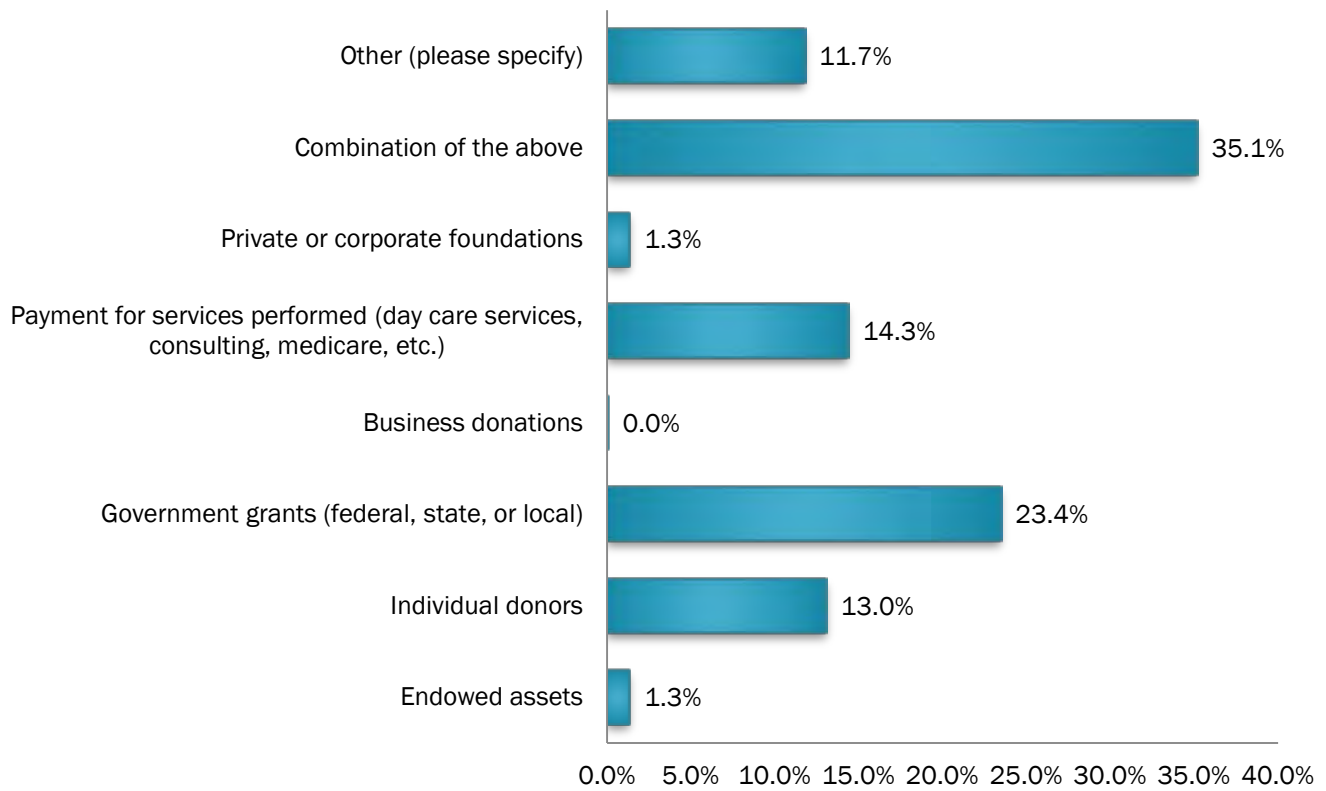


Table 72. Nonprofit viability in 3+ years

How confident are you that your organization will be viable in the next three or more years?		
	Response Percent	Response Count
High confidence	79.2%	61
Marginal confidence	19.5%	15
Low confidence	1.3%	1
No confidence	0.0%	0
answered question		77
skipped question		20

Figure 74. Nonprofit viability in 3+ years

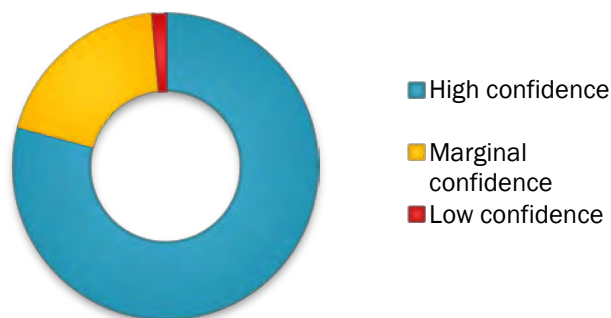


Table 73. Nonprofit areas of concern

What are areas of concern for your organization that make it challenging to meet your vision and mission?				
	Very concerned	Some concern	No concern	Response Count
Compliance to federal regulations	10%	28%	62%	71
Compliance to state regulations	8%	18%	73%	71
Level of funding from all sources	56%	35%	8%	71
Lack of succession planning	15%	40%	44%	72
Facility upkeep or upgrade	11%	34%	54%	70
Availability of clients or request for services	9%	23%	69%	70
Cost for offering services	24%	49%	28%	72
Recruitment of qualified staff	20%	48%	32%	69
Retention of qualified staff	21%	49%	31%	72
Recruitment of engaged board members	30%	45%	25%	71
Retention of engaged board members	26%	38%	36%	72
Lack of sustainable funding	45%	45%	10%	71
Other				13
answered question				73
skipped question				24

“Other” Responses

- Have dealt with significant funding cuts
- Retention and recruitment of qualified volunteers
- Lack of awareness and support from the City
- Very few funding sources for operational dollars

Figure 75. Nonprofit areas of concern

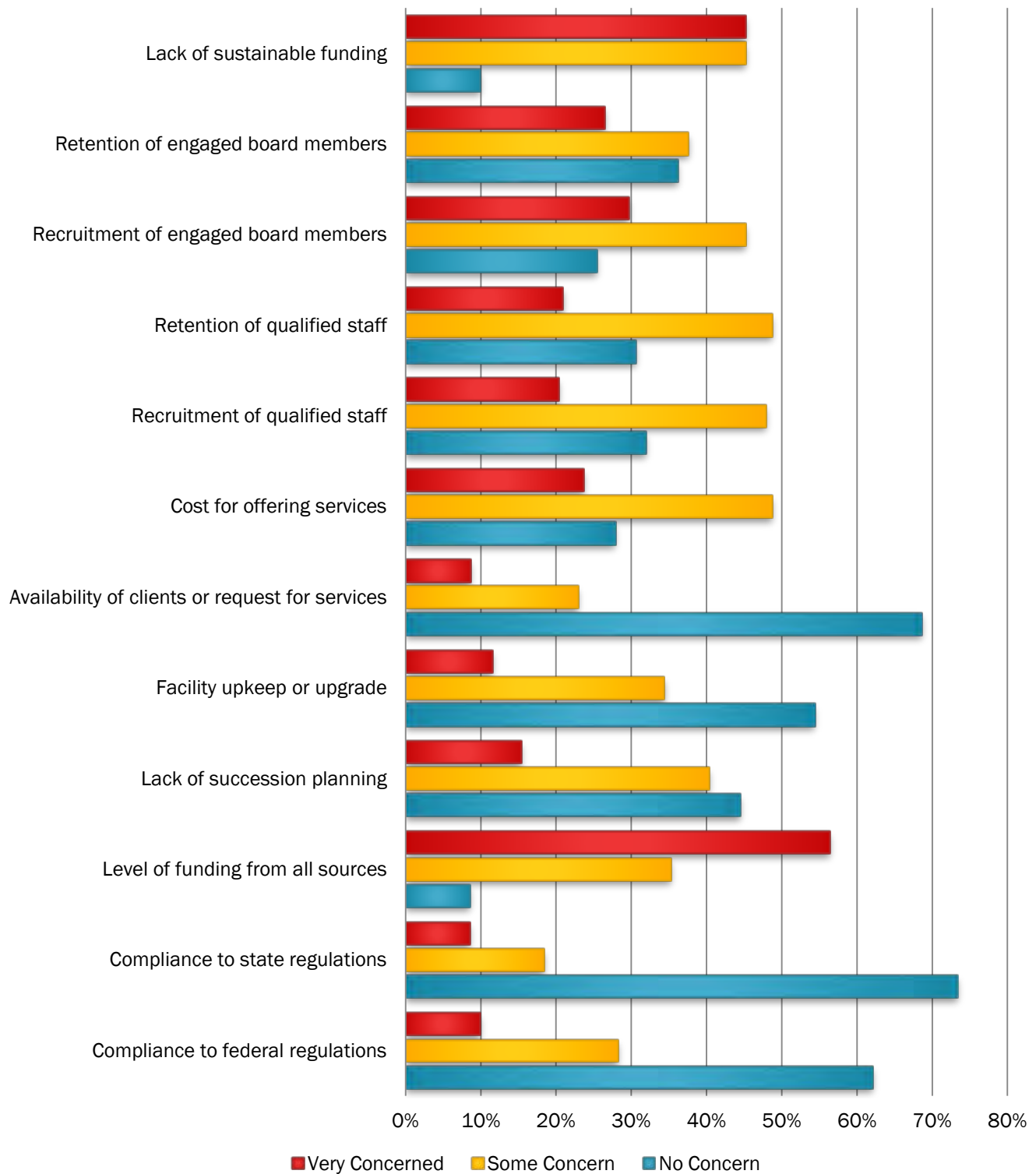


Table 74. Nonprofit grants received as per IRS form 990

In your organization's most recent IRS form 990, the amount of grants or donated funds received by your organization was \$_____ (Part 1, Line 1).

	Response Percent	Response Count
\$0		4
\$1 to \$1,000		1
\$1,001 to \$10,000		4
\$10,001 to \$100,000		5
\$100,001 to \$250,000		7
\$251,000 to \$500,000		3
\$500,001 to \$1,000,000		10
\$1,000,001 to \$1,500,000		2
\$1,500,001 to \$2,000,000		3
More than \$2,000,000		5
	answered question	77
	skipped question	20

Figure 76. Nonprofit grants received as per IRS form 990

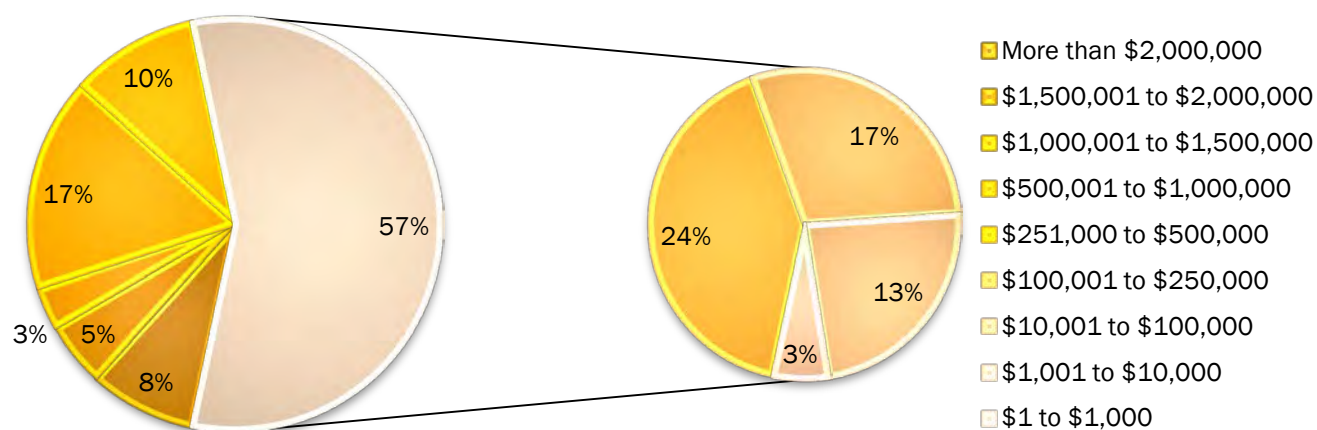


Table 75. Total funds received as per IRS form 990

In your organization's most recent IRS form 990, the amount of TOTAL funds received by your organization was \$_____ (Part 1, Line 12).

	Response Percent	Response Count
\$0	5.1%	2
\$1 to \$1,000	2.6%	1
\$1,001 to \$10,000	5.1%	2
\$10,001 to \$100,000	5.1%	2
\$100,001 to \$250,000	17.9%	7
\$251,000 to \$500,000	7.7%	3
\$500,001 to \$1,000,000	12.8%	5
\$1,000,001 to \$1,500,000	15.4%	6
\$1,500,001 to \$2,000,000	5.1%	2
More than \$2,000,000	23.1%	9
answered question		39
skipped question		58

Figure 77. Total funds received as per IRS form 990

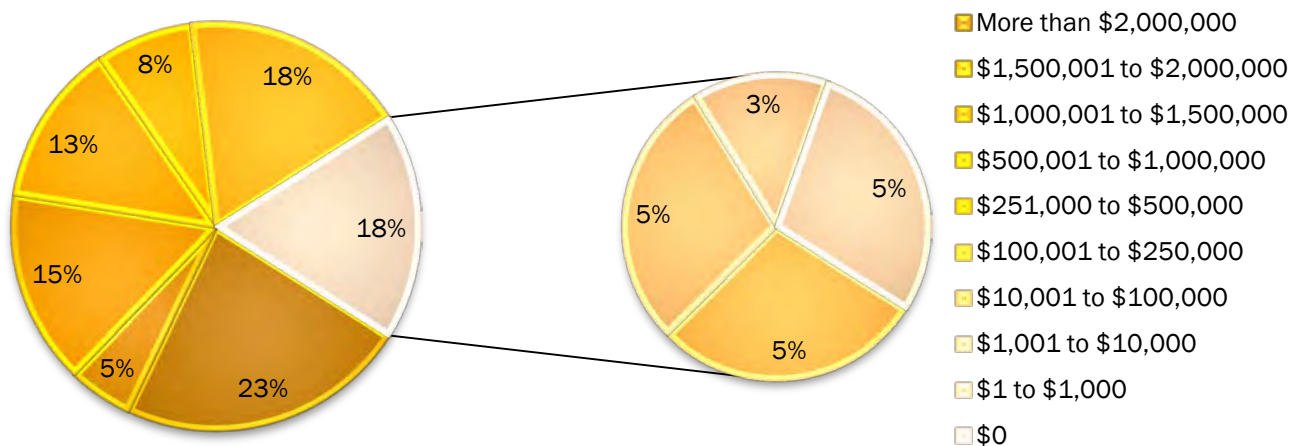


Table 76. Programs supported in 2011 by nonprofits

How many programs did your organization provide or support in 2011?		
	Response Percent	Response Count
0	10.8%	7
1	15.4%	10
2	3.1%	2
3	10.8%	7
4	4.6%	3
5	4.6%	3
6	4.6%	3
7	3.1%	2
8	1.5%	1
9	1.5%	1
10 or more	40.0%	26
answered question		65
skipped question		32

Figure 78. Programs supported in 2011 by nonprofits

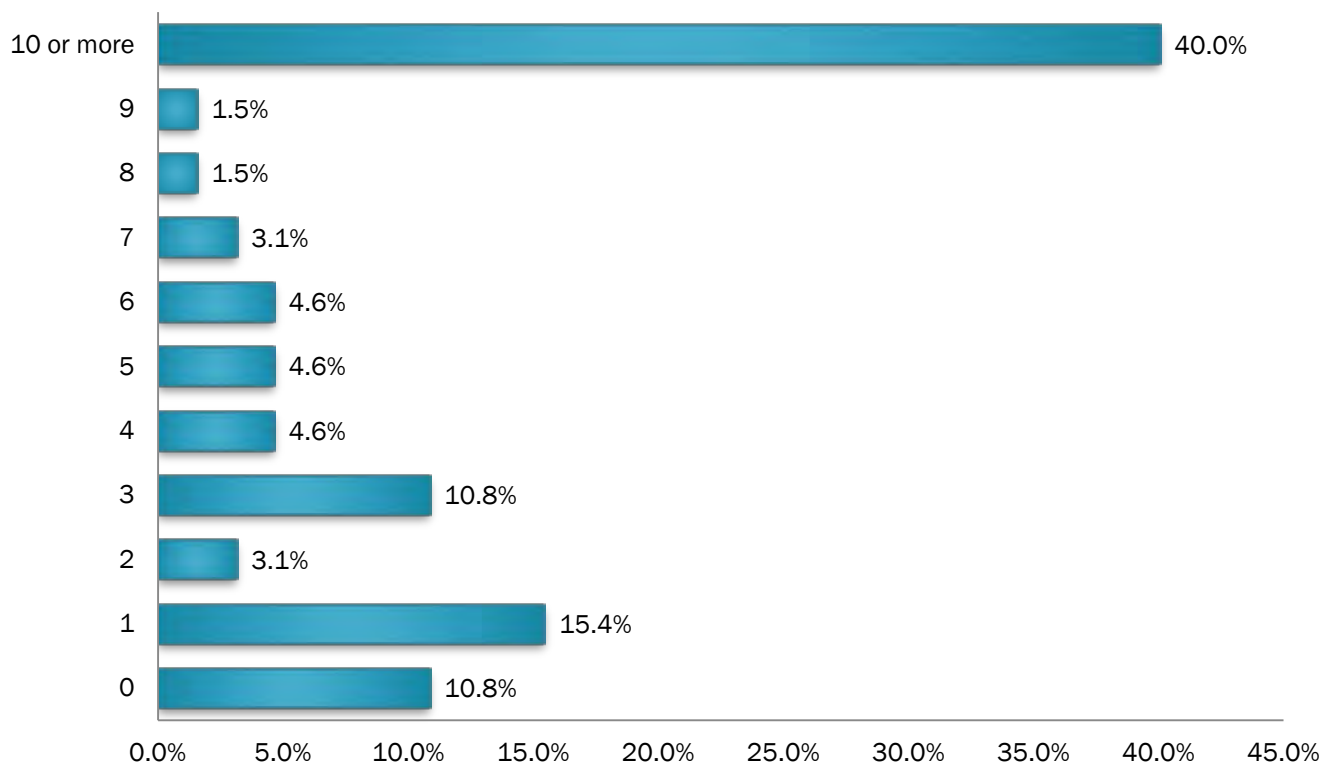


Table 77. Number of fundraising events per year

How many major fundraising events does your organization host each year?		
	Response Percent	Response Count
0	24.6%	16
1	24.6%	16
2	18.5%	12
3	9.2%	6
4	6.2%	4
5	10.8%	7
6 or more	6.2%	4
answered question		65
skipped question		32

Figure 79. Number of fundraising events per year

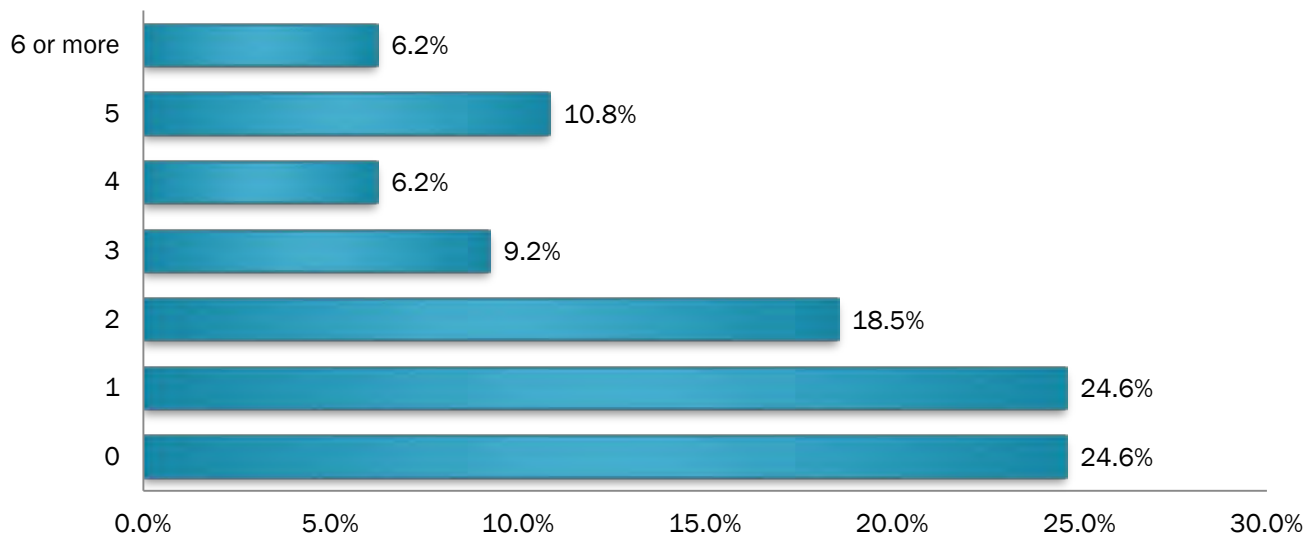


Table 78. Nonprofit definition of a "major gift"

What size of gift does your organization consider to be a "major gift"?		
	Response Percent	Response Count
\$100 to \$250	6.3%	4
\$251 to \$500	9.5%	6
\$501 to \$1,000	22.2%	14
\$1,001 to \$2,000	25.4%	16
\$2,001 to \$3,000	3.2%	2
\$3,001 to \$4,000	0.0%	0
\$4,001 to \$5,000	0.0%	0
\$5,001 to \$10,000	22.2%	14
\$10,001 to \$25,000	7.9%	5
\$25,001 or more	3.2%	2
answered question		63
skipped question		34

Figure 80. Nonprofit definition of a "major gift"

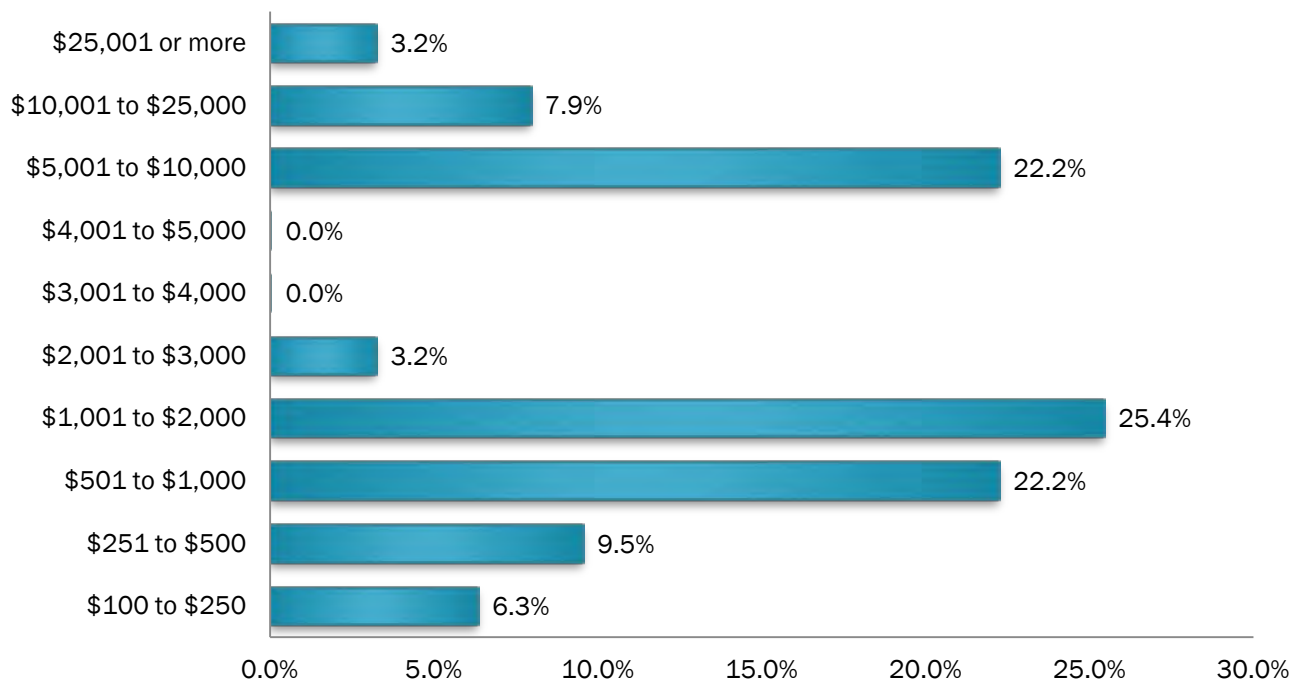


Table 79. Percent of board members that give at the "major gift" level

What percent of your board members give at the "major" gift level as defined in the above question?		
	Response Percent	Response Count
100%	1.6%	1
75% to 99%	1.6%	1
50% to 74%	7.8%	5
25% to 49%	9.4%	6
Less than 25%	12.5%	8
0%	51.6%	33
Do not know	15.6%	10
answered question		64
skipped question		33

Figure 81. Percent of board members that give at the "major gift" level

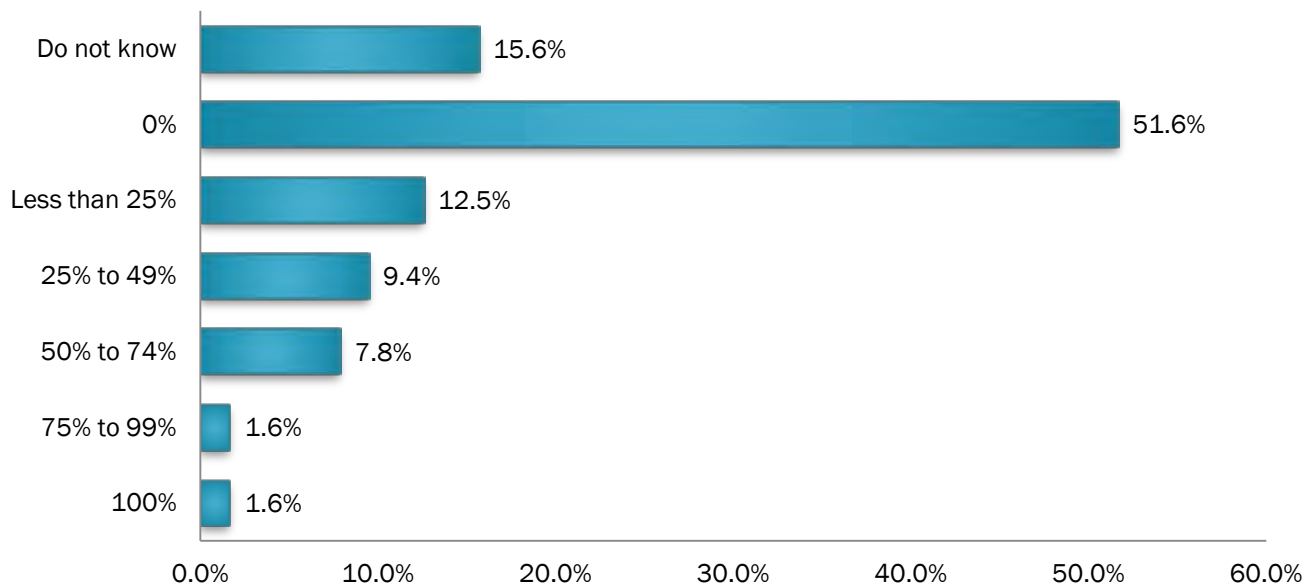


Table 80. Percent of board members that give a gift of any size

What percent of your board members give a financial gift of any size to your organization?		
	Response Percent	Response Count
100%	28.1%	18
75% to 99%	15.6%	10
50% to 74%	6.3%	4
25% to 49%	4.7%	3
Less than 25%	18.8%	12
0%	15.6%	10
Do not know	10.9%	7
answered question		64
skipped question		33

Figure 82. Percent of board members that give a gift of any size

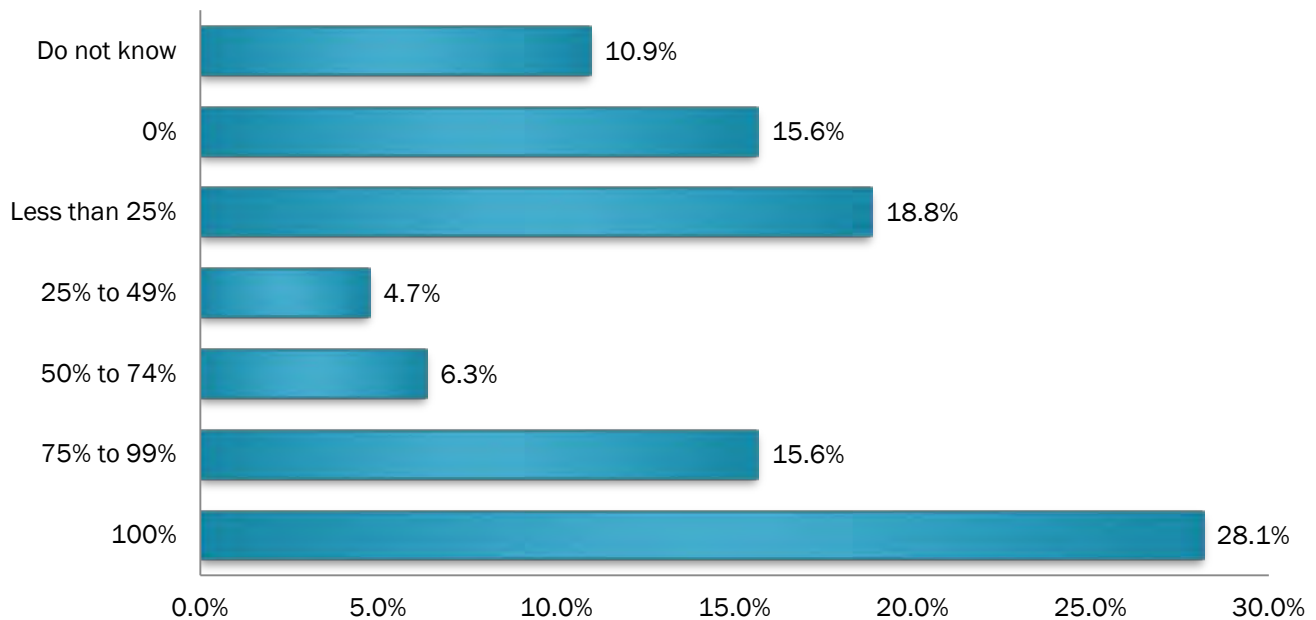


Table 81. Nonprofit impressions on the role of institutions and individuals on charitable issues

What is your impression about the role of institutions and individuals regarding charitable issues?						
	Strongly Agree	Somewhat Agree	Somewhat disagree	Strongly Disagree	Do Not Know	Response Count
Every person should support charitable and nonprofit organizations in some way, either financially, or by donating time.	56%	34%	5%	2%	3%	64
Funding obtained from a philanthropic foundation should be matched with actual dollars from another source.	6%	36%	27%	17%	14%	64
The government has a basic responsibility to support charitable and nonprofit organizations that help the poor, homeless, and those needing assistance.	38%	38%	13%	8%	3%	63
Black Hills businesses should be active in supporting charitable and social causes.	64%	28%	2%	0%	6%	64
Nonprofit organizations should provide services that earn financial support to sustain their programs.	19%	44%	17%	9%	11%	64

Figure 83. Nonprofit impressions on the role of institutions and individuals on charitable issues

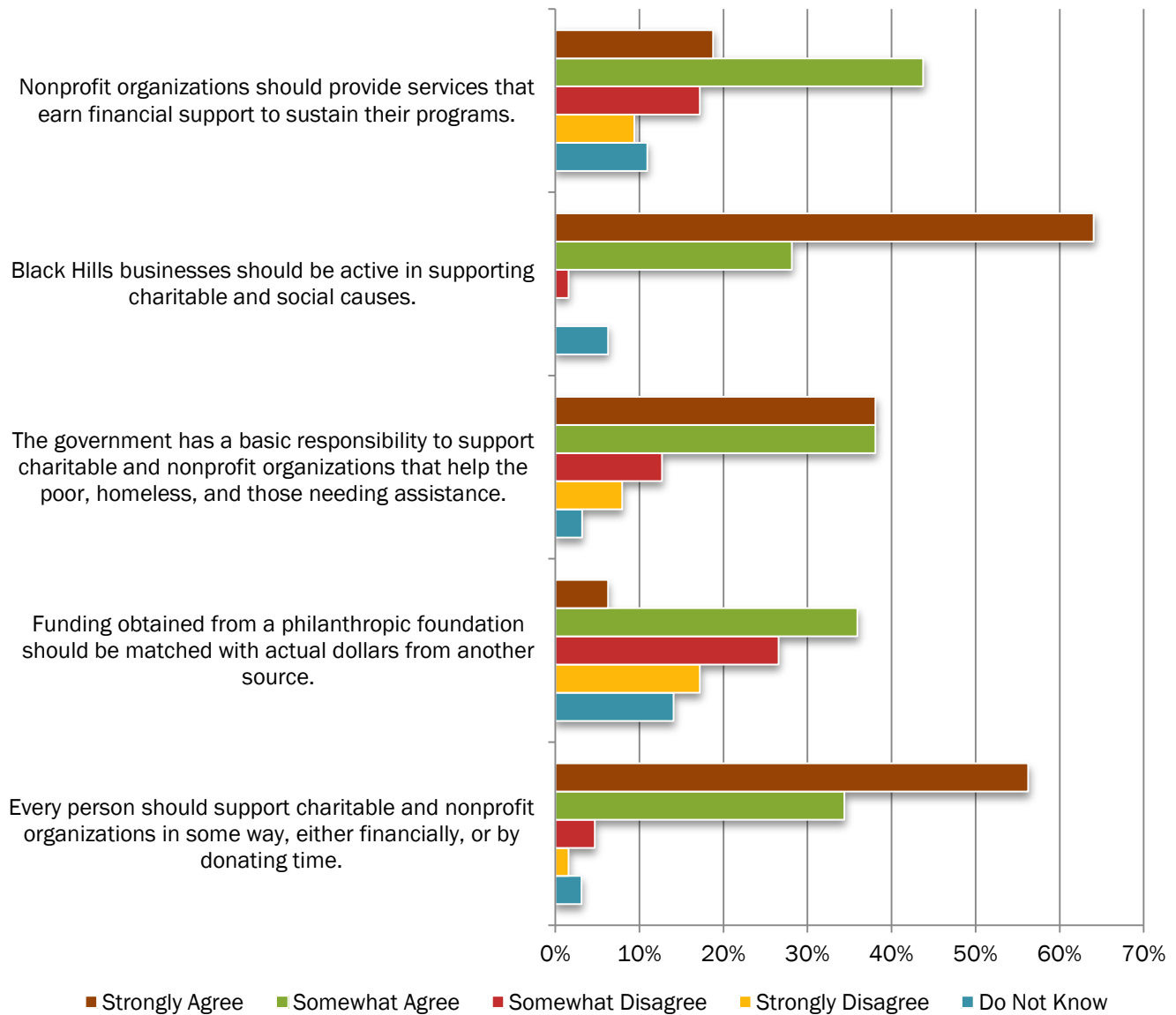


Table 82. How nonprofits receive most of their local gifts

How does your organization receive most of your local charitable gifts?		
	Response Percent	Response Count
Events attendance or sponsorship	50.8%	32
Direct mail	31.7%	20
Personal contact (telephone or face-to-face)	49.2%	31
Online donations	11.1%	7
Grants from local philanthropic foundations or organizations (e.g., United Way)	55.6%	35
Workplace giving	14.3%	9
Estate gifts	15.9%	10
Other (please specify)	14.3%	9
answered question		63
skipped question		34

"Other" responses

- "We try to balance all of the above."
- Individual donations (4)
- For-profit business revenue operated by a nonprofit
- N/A – "We receive no charitable gifts."
- Product/service sales (2)

Figure 84. How nonprofits receive most of their local gifts

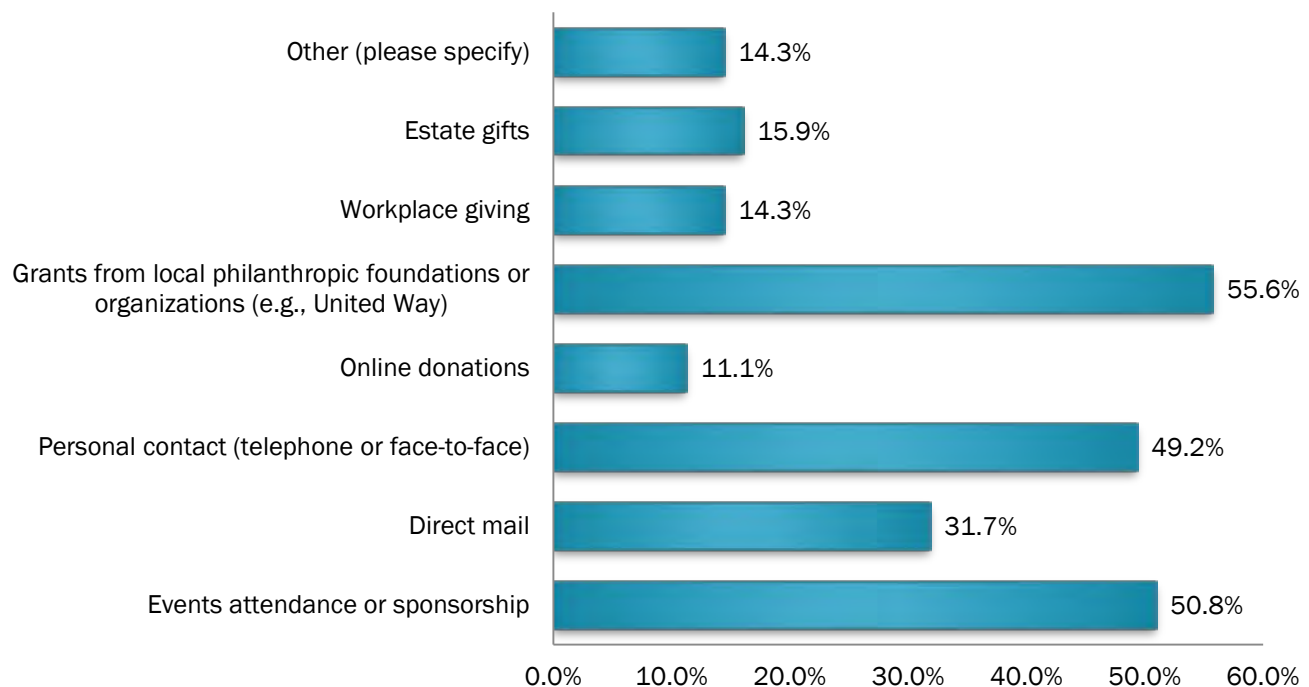


Table 83. Collaboration between nonprofits

In order to maximize resources, has your organization collaborated with another organization(s) with similar missions in the following areas? Check all that apply.

	Response Percent	Response Count
Fundraising	20.6%	13
Program delivery	55.6%	35
Administration	20.6%	13
Infrastructure, building, or office space	33.3%	21
No; not interested in pursuing this strategy	11.1%	7
No; but interested in pursuing this strategy	14.3%	9
I do not know	6.3%	4
answered question		63
skipped question		34

Figure 85. Collaboration between nonprofits

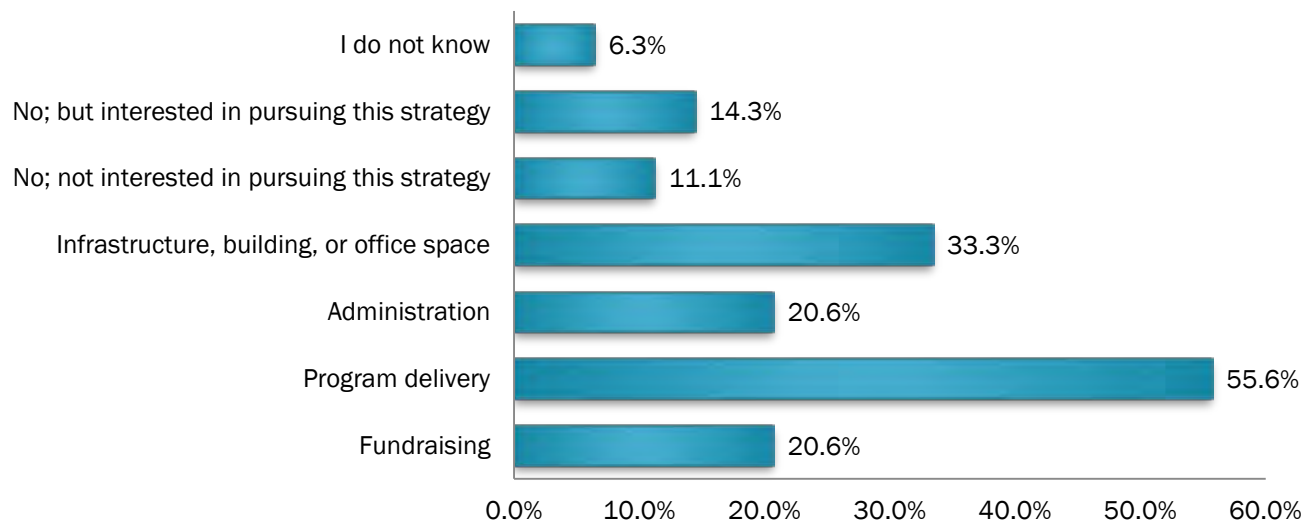


Table 84. Classification of nonprofits

How would you classify your nonprofit organization?		
	Response Percent	Response Count
Religious organization (churches, synagogue, or mosque)	0.0%	0
Youth serving nonprofit organization	10.8%	7
Faith-based organization	7.7%	5
Health nonprofit organization	4.6%	3
Social service organization	24.6%	16
Support for individual causes for assistance	3.1%	2
Emergency or relief organization	1.5%	1
Educational institution or agency	10.8%	7
Arts and cultural organization	4.6%	3
Environmental concerns/issues associations or organizations	0.0%	0
Museums, historical societies, and preservation organizations	4.6%	3
Animal protection, shelters, and preserves	0.0%	0
Economic development	3.1%	2
Other type of organization: (please specify)	24.6%	16
answered question		65
skipped question		32

“Other” Responses

- Multiple services serving many groups
- Library
- Religious/arts/culture organization
- Volunteer
- Business/homeowner association (2)
- Addiction recovery
- Community center/senior center (2)
- Family recreation
- Individuals with disabilities
- Faith-based health nonprofit organization (2)
- Training, community service, and employment
- Head Start

Table 85. Nonprofit opinion on timing of capital fundraising

Do you think local charities should coordinate the timing of capital fundraising efforts?		
	Response Percent	Response Count
Yes	40.0%	26
No	15.4%	10
Maybe or Not sure	44.6%	29
answered question		65
skipped question		32

Table 86. Ability to make online donations to nonprofits

Can a donor make an online contribution to your organization?		
	Response Percent	Response Count
Yes	64.6%	42
No	29.2%	19
Maybe or Not sure	6.2%	4
answered question		65
skipped question		32

Table 87. Effective communication of nonprofit work to the public

Do you believe that your organization communicates the value of the organization's work effectively?		
	Response Percent	Response Count
Yes	43.1%	28
No	20.0%	13
Sometimes	36.9%	24
answered question		65
skipped question		32

Table 88. Generosity of people in the Black Hills in the eyes of nonprofits

As a community, would you say people in the Black Hills area are generous?		
	Response Percent	Response Count
Yes	67.2%	43
No	6.3%	4
Sometimes, if there is a crisis	26.6%	17
answered question		64
skipped question		33

Figure 86. Generosity of people in the Black Hills in the eyes of nonprofits

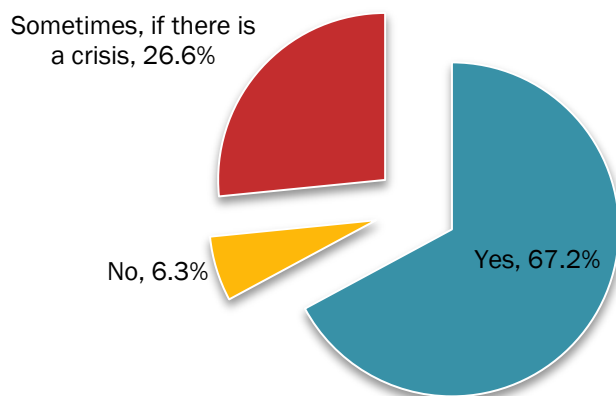


Table 89. Amount of time nonprofits should be supported in their opinion

What is a reasonable amount of time a philanthropic foundation should support an organization, program, or project?

	Response Percent	Response Count
1 year	7.0%	4
2 years	12.3%	7
3 years	29.8%	17
4 years	5.3%	3
5 years	17.5%	10
6 years of more	28.1%	16
answered question		57
skipped question		40

Figure 87. Amount of time nonprofits should be supported in their opinion

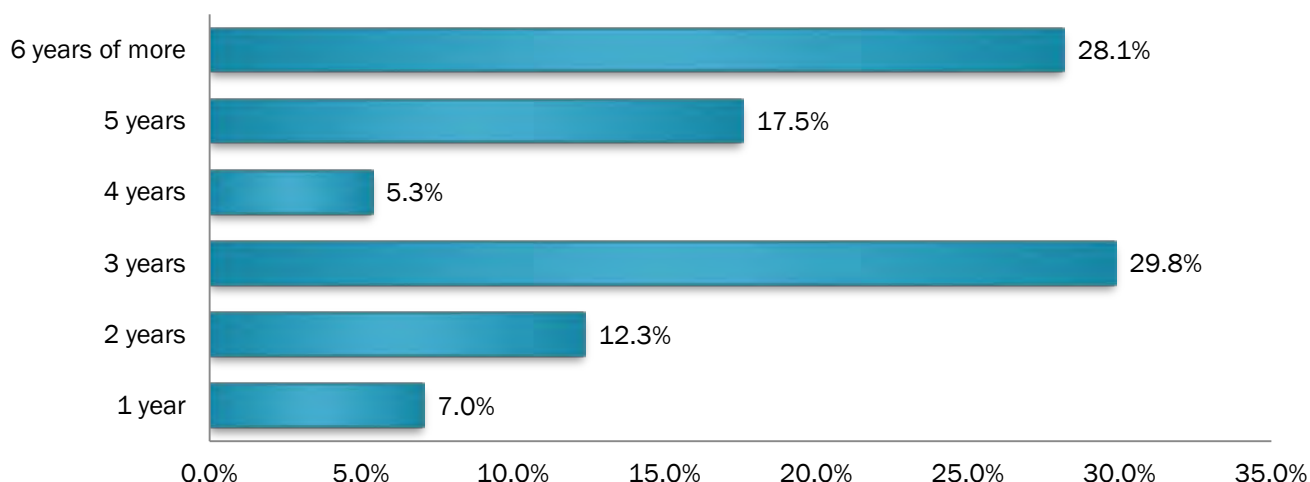


Table 90. Minimal amount of funds required by a nonprofit for operations

What is the minimal amount of funds required for the operation of your organization per year?

	Response Percent	Response Count
\$25,000 to \$50,000	13.1%	8
\$50,001 to \$100,000	11.5%	7
\$100,001 to \$250,000	9.8%	6
\$250,001 to \$500,000	24.6%	15
\$500,001 to \$1 million	11.5%	7
Greater than \$1M to \$2M	6.6%	4
Greater than \$2M to \$5M	6.6%	4
Greater than \$5M to \$10M	4.9%	3
\$10 million or more	11.5%	7
answered question		61
skipped question		36

Figure 88. Minimal amount of funds required by a nonprofit for operations

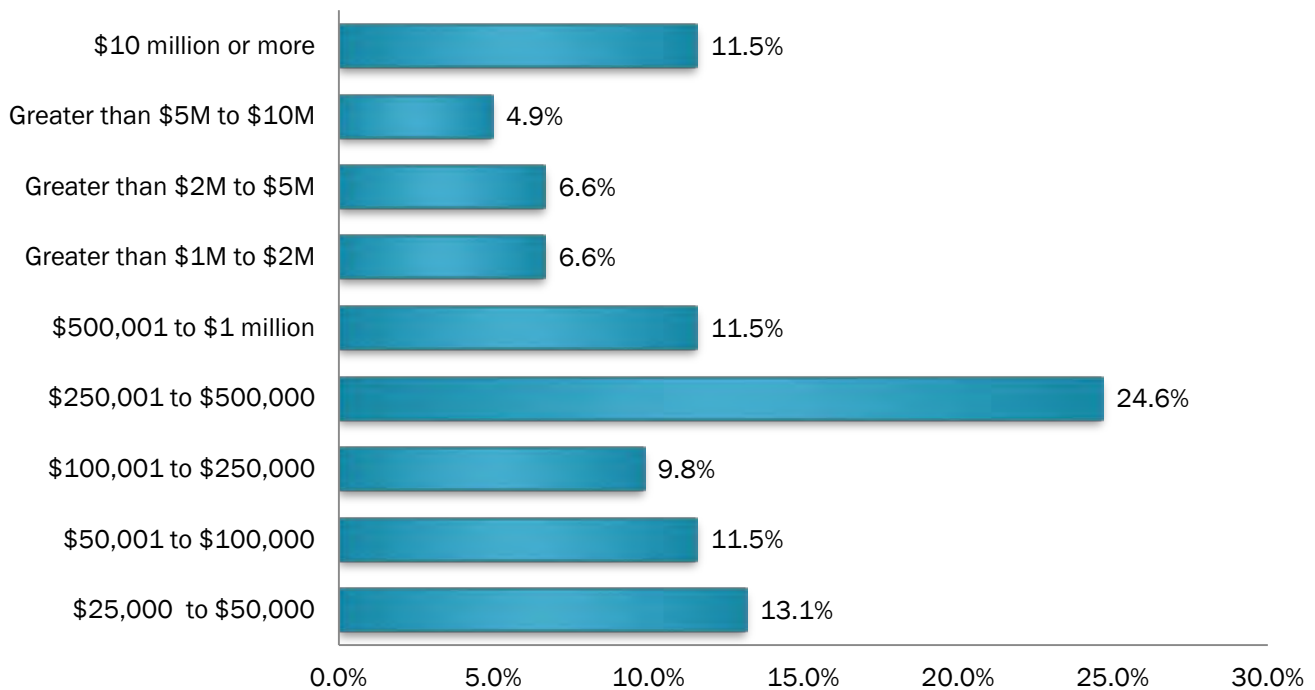


Table 91. Ability to match grant funding with dollars from other sources

Is your organization able to match grant funding with actual dollars from another source?		
	Response Percent	Response Count
Yes	23.8%	15
No	30.2%	19
Maybe, depending upon the amount of dollars requested	46.0%	29
answered question		63
skipped question		34

Table 92. Attitudes about nonprofit organizational effectiveness

Attitudes about Nonprofit Organization Effectiveness						
	Strongly Agree	Somewhat Agree	Somewhat disagree	Strongly Disagree	Do Not Know	Response Count
Compared to where our organization was a decade ago, our organization has made great progress in being able to assess our effectiveness.	45%	44%	2%	3%	6%	62
Our organization has a good understanding of its overall performance in meeting identified needs.	41%	48%	10%	0%	2%	61
Our organization is placing a greater emphasis on program effectiveness to share with funding sources and donors.	34%	47%	7%	2%	10%	59
Funders are requiring external evaluation of programs to determine the effectiveness of a major donation or grant to our organization.	20%	37%	15%	8%	19%	59
There is a reliance on intuition and subjective reports to our organization's board of directors to show program effectiveness.	13%	28%	30%	25%	5%	61

Figure 89. Attitudes about nonprofit organizational effectiveness

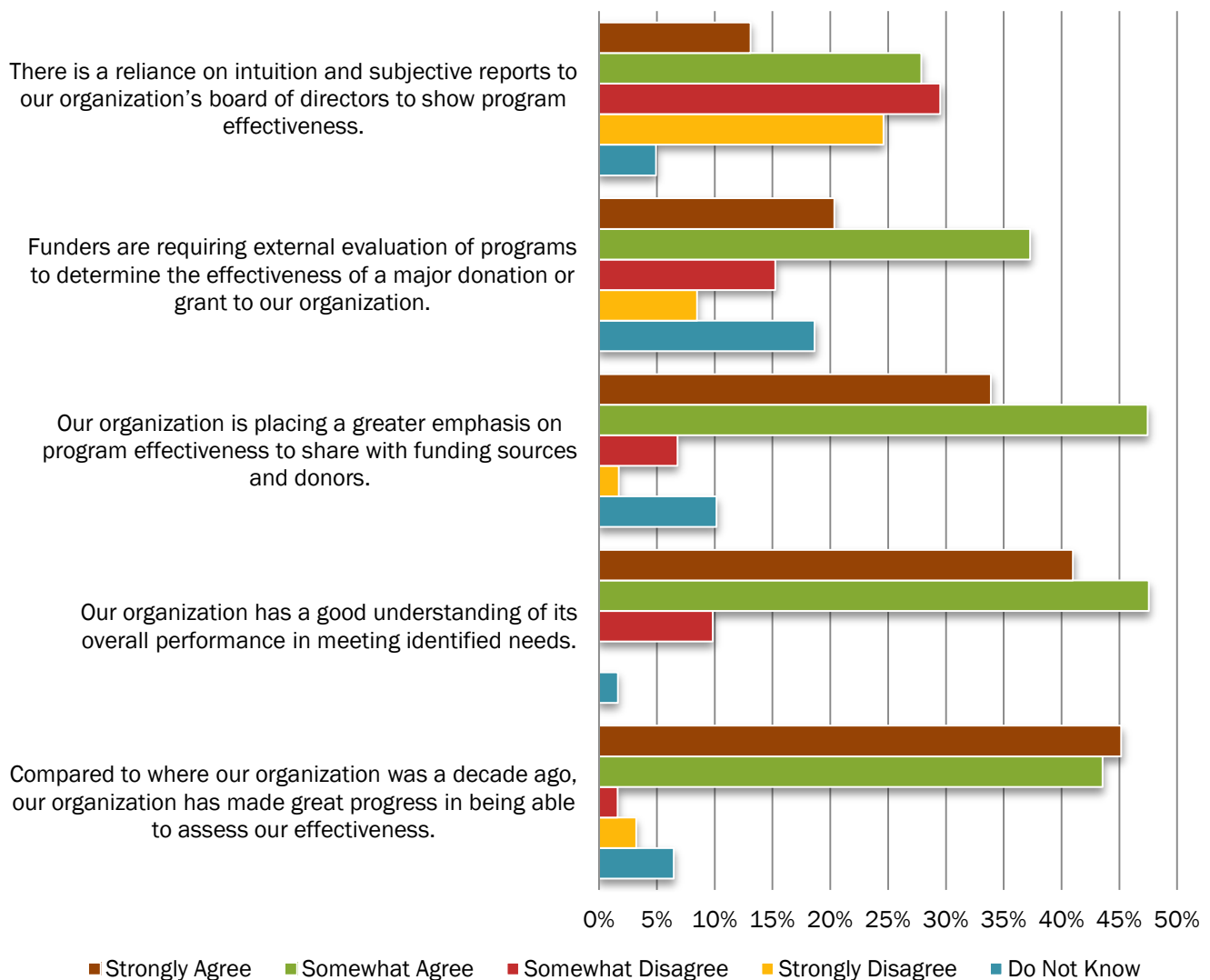


Table 93. Prevalence of endowments or foundations

Does your organization have an endowment or foundation?		
	Response Percent	Response Count
Yes	44.3%	27
No	50.8%	31
Other (please specify)	4.9%	3
answered question		61
skipped question		36

"Other" responses

- Small endowment that could not support our organization (2)
- In process

Table 94. Percent of endowment support to nonprofits

What percent of this endowment or foundation supports your organization on an annual basis?		
	Response Percent	Response Count
1-5%	59.3%	16
6-10%	11.1%	3
11-15%	7.4%	2
16-20%	0.0%	0
21- 25%	0.0%	0
26- 30%	0.0%	0
31% or more	3.7%	1
Do not know	18.5%	5
answered question		27
skipped question		70

Table 95. Designated funds

Does your organization have designated funds to support your organization?		
	Response Percent	Response Count
Yes	59.7%	37
No	30.6%	19
Other (please specify)	9.7%	6
answered question		62
skipped question		35

“Other” responses

- Dues
- Designated gifts
- Medicare/Medicaid
- City subsidy
- Program contractual obligations
- “I don’t understand the question”

Table 96. Percent of designated funds used to support nonprofits

What percent of these designated funds supports your organization on an annual basis?		
	Response Percent	Response Count
1-5%	24.2%	8
6-10%	9.1%	3
11-15%	0.0%	0
16-20%	0.0%	0
21- 25%	3.0%	1
26- 30%	3.0%	1
31% or more	27.3%	9
Do not know	33.3%	11
answered question		33
skipped question		64

Table 97. Types of donations accepted

What type of financial donations do you accept?		
	Response Percent	Response Count
Cash only	31.1%	19
Cash and securities	19.7%	12
Cash, securities, and real estate	34.4%	21
Other (please specify)	14.8%	9
	answered question	61
	skipped question	36

“Other” responses

- In-kind (2)
- All! (7)

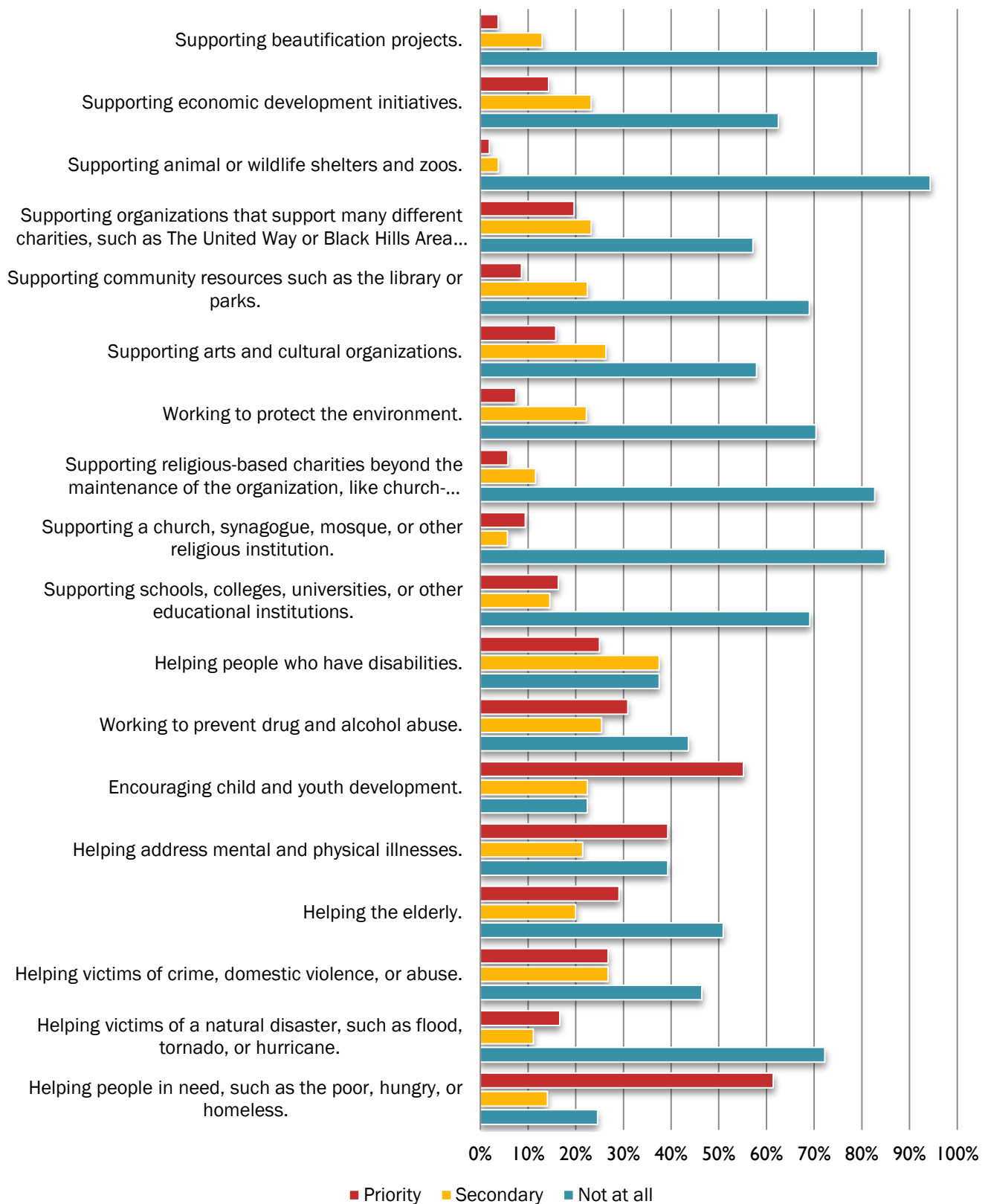
Table 98. Nonprofit preferences for donor giving

Preference for Giving: What reasons do you give potential donors for supporting your organization?				
	Priority	Secondary	Not at all	Response Count
Helping people in need, such as the poor, hungry, or homeless.	61%	14%	25%	57
Helping victims of a natural disaster, such as flood, tornado, or hurricane.	17%	11%	72%	54
Helping victims of crime, domestic violence, or abuse.	27%	27%	46%	56
Helping the elderly.	29%	20%	51%	55
Helping address mental and physical illnesses.	39%	21%	39%	56
Encouraging child and youth development.	55%	22%	22%	58
Working to prevent drug and alcohol abuse.	31%	25%	44%	55
Helping people who have disabilities.	25%	38%	38%	56
Supporting schools, colleges, universities, or other educational institutions.	16%	15%	69%	55
Supporting a church, synagogue, mosque, or other religious institution.	9%	6%	85%	53
Supporting religious-based charities beyond the maintenance of the organization, like church-sponsored charities.	6%	12%	83%	52
Working to protect the environment.	7%	22%	70%	54
Supporting arts and cultural organizations.	16%	26%	58%	57
Supporting community resources such as the library or parks.	9%	22%	69%	58
Supporting organizations that support many different charities, such as The United Way or Black Hills Area Community Foundation.	20%	23%	57%	56
Supporting animal or wildlife shelters and zoos.	2%	4%	94%	53
Supporting economic development initiatives.	14%	23%	63%	56
Supporting beautification projects.	4%	13%	83%	54
Other (please specify)				8
answered question				62
skipped question				35

“Other” responses

- Civic/community services (e.g. library) (3)
- As many local organizations as possible (2)
- Policy analysis, evaluation and research
- Historic places/archeology (2)

Figure 90. Nonprofit preferences for donor giving



TABLES AND FIGURES

Figure 1. Percent of income given to charitable organizations each year by individual donors.....	5
Figure 2. Activities of nonprofits that individual donors support	5
Figure 3. Reasons for individual donor giving.....	6
Figure 4. Most individual donors give based off membership or event attendance.....	7
Figure 5. Role of institutions and individuals regarding charitable issues from the perspective of an individual donor.....	8
Figure 6. Strong support for organizations to receive funding for more than 3 years from any one grantmaker	9
Figure 7. Giving priorities amongst businesses and philanthropic organizations for individual donors	10
Figure 8. Nonprofit organizations, classified.....	11
Figure 9. Total assets of surveyed nonprofits	12
Figure 10. Total amount of revenue received by surveyed nonprofits	12
Figure 11. Sustainable funding from all sources top areas of concern for nonprofits	14
Figure 12. Major gifts defined as \$500 to \$2,000 by most nonprofit organizations.....	15
Figure 14. Board member "major gifts" activity.....	15
Figure 13. Percent of board members that give \$.....	15
Figure 15. Attitudes about nonprofit effectiveness.....	16
Figure 16. Individual volunteer commitment time per month	20
Figure 17. Volunteers used by nonprofits per month	21
Figure 18. Definition of a "major gift" from individual donors	21
Figure 19. Level of donation per year (\$) organized by percent of household income.....	25
Figure 20. Giving levels that exceed 2%/year as compared to annual household income.....	26
Figure 21. Relationship between giving and annual household income.....	26
Figure 22. Annual giving, by age	35
Figure 23. Volunteer hours, by age.....	35
Figure 24. Percent of income donated to charity, by age.....	36
Figure 25. Planned giving by age.....	36
Figure 26. Donations in one year, by gender	40
Figure 27. Volunteer time, by gender	40
Figure 28. Total volunteer time.....	41
Figure 29. Volunteer hours relative to giving levels in dollars	42
Figure 30. Giving level as compared to volunteer time	43
Figure 31. Types of activities supported by individual donors.....	43
Figure 32. 3 of 4 donors that also volunteer 10+ hours/month do not support organizations outside of the Black Hills.....	44
Figure 33. Slight increase in major gift size amongst individuals who volunteer 10+ hours per month.....	45
Figure 34. Slight increase in volunteer time amongst individuals who made 9+ gifts in the past year	46
Figure 35. Volunteer time commitment increases with length of residency	46
Figure 36. Number of Respondents who Volunteer, by Age	47
Figure 37. Percentage of Respondents who Volunteer, by Age.....	47
Figure 38. Slight increase in volunteer time in those with advanced degrees	48

Figure 39. Household income as compared to volunteerism	48
Figure 40. Charitable giving as compared to volunteer time.....	49
Figure 41. Percent of income donated by gender	50
Figure 42. Making gifts online	50
Figure 43. Charitable giving outside of the Black Hills, by giving level	51
Figure 44. Volunteerism, by giving level.....	52
Figure 45. Planned versus actual giving	54
Figure 46. Method of gift-making amongst donors by giving level.....	55
Figure 47. Individual donors age	58
Figure 48. Individual donors household income, 2011	60
Figure 49. Individual donors Black Hills area residency	61
Figure 50. Individual donors' impressions on the role of institutions and individuals on charitable issues.....	62
Figure 51. Individual donors types of activities supported.....	63
Figure 52. Individual donors online communications	64
Figure 53. Individual donors online contribution record.....	64
Figure 54. Individual donors national/international giving.....	65
Figure 55. Individual donors reasons for giving.....	67
Figure 56. Individual donors volunteer commitment, per month	69
Figure 57. Individual donors definition of a major gift.....	72
Figure 58. Individual donors # of major gifts.....	73
Figure 59. Individual donors percent of income given to charitable organizations.....	74
Figure 60. Individual donors percent of income, planned giving.....	75
Figure 61. Individual donors preferred method of solicitation	77
Figure 62. Individual donors inclusion of charitable giving in will	78
Figure 63. Profile of respondents, private and corporate donors.....	80
Figure 64. Current position of private/corporate donor	80
Figure 65. Major service area of business/foundation	81
Figure 66. Source of funding for foundations	84
Figure 67. Attitudes about foundation and nonprofit effectiveness.....	87
Figure 68. Business/foundation impressions on the role of institutions and individuals on charitable issues.....	89
Figure 69. Business/foundation preferences for giving, priority areas	93
Figure 70. Business/foundation preferences for giving	95
Figure 71. Current position of nonprofit respondent to survey	98
Figure 72. Nonprofit uniqueness of services provided	103
Figure 73. Nonprofit primary source of funding.....	104
Figure 74. Nonprofit viability in 3+ years.....	104
Figure 75. Nonprofit areas of concern	106
Figure 76. Nonprofit grants received as per IRS form 990.....	107
Figure 77. Total funds received as per IRS form 990	108
Figure 78. Programs supported in 2011 by nonprofits	109
Figure 79. Number of fundraising events per year.....	110
Figure 80. Nonprofit definition of a "major gift".....	111
Figure 81. Percent of board members that give at the "major gift" level	112
Figure 82. Percent of board members that give a gift of any size.....	113

Figure 83. Nonprofit impressions on the role of institutions and individuals on charitable issues.....	114
Figure 84. How nonprofits receive most of their local gifts.....	115
Figure 85. Collaboration between nonprofits.....	116
Figure 86. Generosity of people in the Black Hills in the eyes of nonprofits.....	118
Figure 87. Amount of time nonprofits should be supported in their opinion.....	119
Figure 88. Minimal amount of funds required by a nonprofit for operations.....	120
Figure 89. Attitudes about nonprofit organizational effectiveness.....	122
Figure 90. Nonprofit preferences for donor giving.....	126

Table 1. Giving level (\$) decreases amongst those who volunteer 10 or less hours a month.....	42
Table 2. Reasons for giving, by giving level.....	51
Table 3. Individual donors zip codes.....	57
Table 4. Individual donors gender.....	57
Table 5. Individual donors residency.....	58
Table 6. Individual donors household response.....	58
Table 7. Individual donors age.....	58
Table 8. Individual donors race/ethnicity.....	59
Table 9. Individual donors own/rent status.....	59
Table 10. Individual donors level of education.....	59
Table 11. Individual donors household income, 2011.....	59
Table 12. Individual donors Black Hills area residency.....	60
Table 13. Individual donors' impressions on the role of institutions and individuals on charitable issues.....	61
Table 14. Individual donor level of support, \$.....	62
Table 15. Individual donors types of activities supported.....	63
Table 16. Individual donors online communications.....	64
Table 17. Individual donors online contribution record.....	64
Table 18. Individual donors national/international giving.....	65
Table 19. Individual donors reasons for giving.....	66
Table 20. Individual donors reasons for not giving.....	68
Table 21. Individual donors volunteer commitment, per month.....	69
Table 22. Individual donors preferences for giving (heat table).....	69
Table 23. Individual donors factors which encourage donations.....	71
Table 24. Individual donors definition of a major gift.....	72
Table 25. Individual donors # of major gifts.....	73
Table 26. Individual donors percent of income given to charitable organizations.....	74
Table 27. Individual donors percent of income, planned giving.....	75
Table 28. Individual donors, gifts as a result of.....	76
Table 29. Individual donors preferred method of solicitation.....	77
Table 30. Individual donors inclusion of charitable giving in will.....	78
Table 31. Business or foundation zip code.....	79
Table 32. Profile of respondents, private and corporate donors.....	79
Table 33. Current position of private/corporate donor.....	80
Table 34. Year foundation or business established.....	81

Table 35. Major service area of business/foundation.....	81
Table 36. Total asset size of business/foundation	82
Table 37. Total funds distributed to support nonprofit organizations by businesses/foundations.....	82
Table 38. Number of individuals that serve on a foundation board	83
Table 39. Source of funding for foundations	84
Table 40. Use of a letter of intent prior to full proposals.....	84
Table 41. Use of criteria/format for full proposals	84
Table 42. Identification of target populations for funding	85
Table 43. Identification of specific initiatives or projects	85
Table 44. Use of deadlines for full proposals	85
Table 45. Number of times proposals accepted in a year.....	85
Table 46. Multi-year funding	85
Table 47. Attitudes about foundation and nonprofit effectiveness	86
Table 48. Business/foundation impressions on the role of institutions and individuals on charitable issues	88
Table 49. Minimum amount of funds granted to a nonprofit	89
Table 50. Maximum amount of funds granted to a nonprofit	90
Table 51. Total amount of funds granted to nonprofits	90
Table 52. Number of nonprofits supported by businesses/foundations in 2011	91
Table 53. Timing of capital fundraising efforts.....	91
Table 54. Generosity of people in the Black Hills area.....	91
Table 55. Amount of time a nonprofit should be supported by a business/foundation.....	92
Table 56. Business support of United Way	92
Table 57. Business/foundation preferences for giving, priority areas	92
Table 58. Business/foundation preferences for giving	94
Table 59. Major challenges facing foundations and charitable organizations	96
Table 60. Major results expected by a Foundation's board	96
Table 61. Nonprofit zip codes	97
Table 62. Current position of nonprofit respondent to survey	97
Table 63. Nonprofit year established	98
Table 64. Nonprofit asset size	99
Table 65. Nonprofit revenue.....	99
Table 66. Nonprofit major service area	99
Table 67. Nonprofit staff, full-time.....	100
Table 68. Nonprofit staff, part-time.....	101
Table 69. Nonprofit, volunteers per month.....	102
Table 70. Nonprofit uniqueness of services provided.....	102
Table 71. Nonprofit primary source of funding.....	103
Table 72. Nonprofit viability in 3+ years.....	104
Table 73. Nonprofit areas of concern.....	105
Table 74. Nonprofit grants received as per IRS form 990	107
Table 75. Total funds received as per IRS form 990	108
Table 76. Programs supported in 2011 by nonprofits.....	109
Table 77. Number of fundraising events per year	110
Table 78. Nonprofit definition of a "major gift"	111

Table 79. Percent of board members that give at the "major gift" level.....	112
Table 80. Percent of board members that give a gift of any size.....	112
Table 81. Nonprofit impressions on the role of institutions and individuals on charitable issues	113
Table 82. How nonprofits receive most of their local gifts	115
Table 83. Collaboration between nonprofits	116
Table 84. Classification of nonprofits	117
Table 85. Nonprofit opinion on timing of capital fundraising.....	117
Table 86. Ability to make online donations to nonprofits	118
Table 87. Effective communication of nonprofit work to the public.....	118
Table 88. Generosity of people in the Black Hills in the eyes of nonprofits	118
Table 89. Amount of time nonprofits should be supported in their opinion	119
Table 90. Minimal amount of funds required by a nonprofit for operations	119
Table 91. Ability to match grant funding with dollars from other sources.....	120
Table 92. Attitudes about nonprofit organizational effectiveness	121
Table 93. Prevalence of endowments or foundations.....	122
Table 94. Percent of endowment support to nonprofits	123
Table 95. Designated funds.....	123
Table 96. Percent of designated funds used to support nonprofits.....	123
Table 97. Types of donations accepted	124
Table 98. Nonprofit preferences for donor giving.....	125

INDEX

businesses .. 4, 7, 8, 9, 10, 17, 18, 22, 23, 24, 27, 28, 29, 33, 37, 38, 41, 57, 61, 103	individual donors 5, 7, 10, 13, 17, 21, 22, 25, 27, 28, 33, 38, 39, 41, 43, 44, 57
effectiveness4, 16, 23, 24, 30, 86, 96, 121	Individual Donors.....5, 17, 57
endowment 13, 30, 33, 122, 123	major gift .. 15, 18, 19, 21, 34, 39, 44, 45, 53, 72, 111
faith-based 17, 18, 27, 29, 30, 31, 32, 33, 37, 38, 41, 61	mission..... 13, 105
Helping people in need... 8, 9, 23, 28, 32, 52, 70, 92, 125	public recognition 19, 22, 30, 31
household donorsSee Individual Donors	reasons for giving6, 19, 22, 30, 31, 37, 44, 51, 66
	religious institution..... See faith-based
	Volunteer Commitment..... 18, 41