

The Mid-level Donor Survey at a Glance

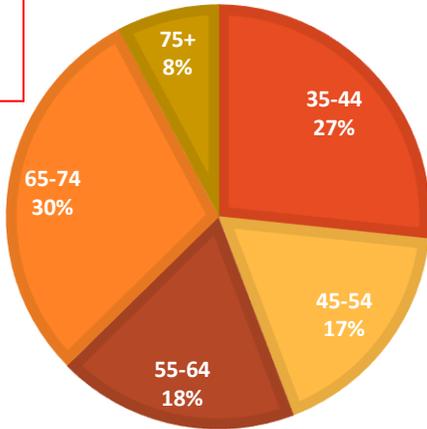
Commissioned by SylviaBrownSmartDonors in collaboration with Dr Cal Halvorsen of Boston College School of Social Work

1,260 individuals over age 35 from across the country, whose total 2019 charitable donations ranged from \$2,000 to \$20,000, were asked about their giving habits in April 2020.

Who they are...

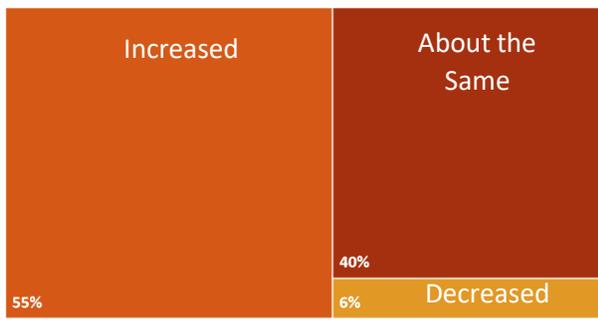
RESPONDENTS BY AGE

62% under 65
Median: 58 yrs
59% ♂ 41% ♀



- 58% of the largest donations came from donors under age 50
- 3/4 of donors under age 50 have increased their giving over the past five years

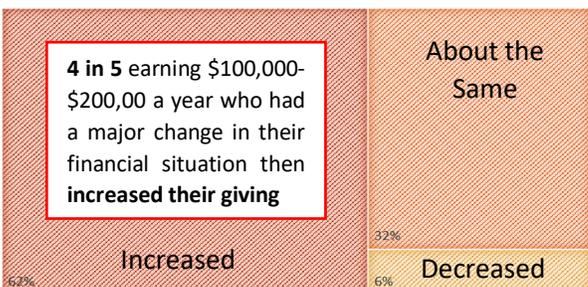
GIVING COMPARED TO PREVIOUS YEAR



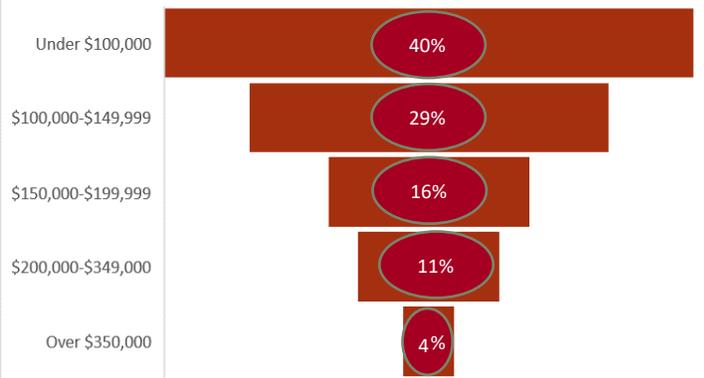
MidLevel Donors counter national trends :
They give generously and consistently, well before their retirement years

GIVING IN PAST FIVE YEARS

4 in 5 earning \$100,000-\$200,00 a year who had a major change in their financial situation then increased their giving



Annual Income



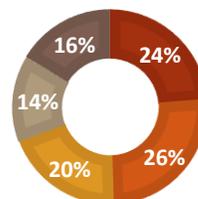
- 84% not considered High Net Worth (annual income over \$200,000), 80% have assets under \$1 million, but 72% in very good or excellent financial health
- 63% unaffected by 2017 tax law, 27% gave more

Giving Levels



- Nearly all gave above the national average (1.9% of income)
- Almost 40% of those earning under \$100,000 gave \$5,000+
- When donors start earning \$100,000, giving jumps: 38% earning \$100,000 to \$200,000 gave over \$10,000
- At \$150,000 in income, the most popular giving level rose to "\$5,000 to \$10,000" and 20% gave at the highest level

VOLUNTEERING



1/4 serve on boards

84% volunteer

- 1X week
- 1X month
- Every few months
- few times/yr
- Never

- 17% BIPOC
- 86% college degree
- 32% retired
- 86% of those who are married (79%) make giving decisions with their spouse

Where and how they give...

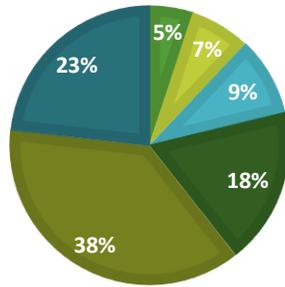
DESTINATION OF MOST SIGNICANT GIFT

- International
- University or hospital
- Small local charity
- Large national charity
- Place of worship
- Mix of size/location

Notes:

"Mix" probably includes a large/national charity

University/hospital gifts traditionally come from high net worth donors



... Spontaneously, reactively ...

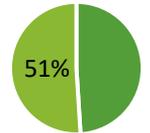


67% give to Disaster Relief



Nearly half give to fundraising appeals a lot (mail, phone, social media) – even 37% of donors who give over \$10K respond to appeals

... and based on personal relationships



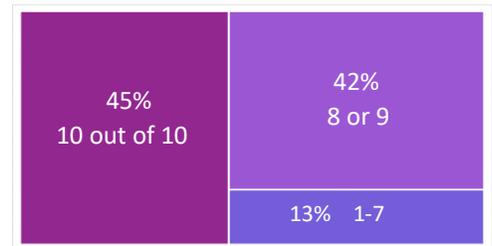
Over half their giving goes to charities with which they have a personal relationship

Very high satisfaction levels....



88% would give even more if their satisfaction increased even further...

Satisfaction Score (out of 10)

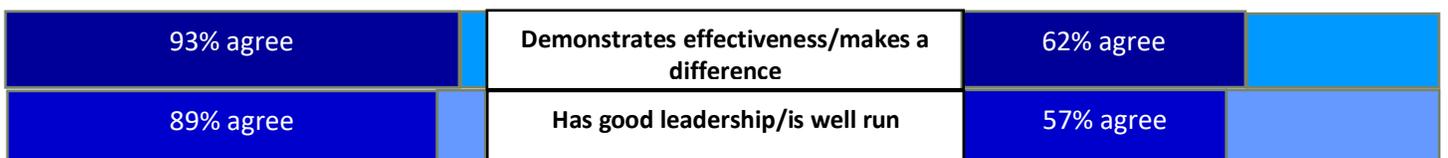


Make their principal donation to an issue they care about

- 68% gave to the same charity for over five years
- 82% never stopped or decreased giving due to dissatisfaction

... But little knowledge about the impact of their donations...

"The principal charity I support..."



"Is it important to know how to tell if a charity...?"

A disconnect between satisfaction and knowledge of impact

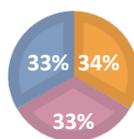
Ensure they are supporting "best in class" organizations

- Researched all donations
- Researched some donations
- Researched few or no donations



Time spent on research

- Less than 15 minutes
- 15 minutes - 1 hour



Only 64% were "very aware" of the impact of the charities they support.

57% of donors who give over \$15,000 spent less than an hour on research.

Even among donors who stopped or decreased a donation because they felt it was not making a difference, only 55% were "very aware" of the organization's impact.

60% used the charity's website, 48% searched online, 43% asked friends & family, 38% used a charity evaluator, 14% asked an advisor.

2/3rd did not contact an organization directly

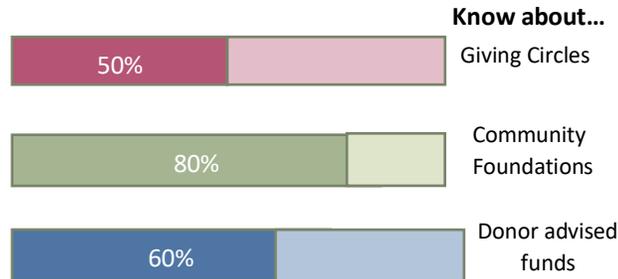
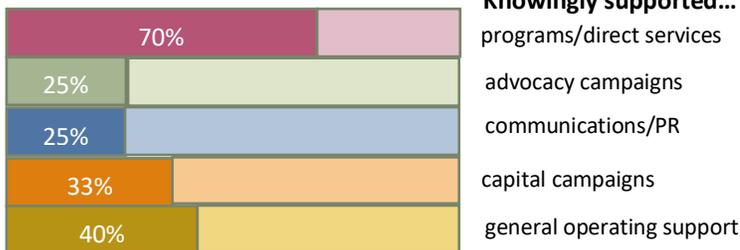
Donors who focus on their **place of worship** spend the least time on research (**46% less than 15 min**) but claim to be the most aware of impact (**72% “to a great extent”**).

Only 1/3rd compared charities before donating
(only 44% of those giving over \$10,000 a year)

Only half think understanding the issues I care most about is “very important” before donating

Why not? 25% say no time, don’t know how, didn’t think to do it; **43%** already know who they want to support because of a personal recommendation.

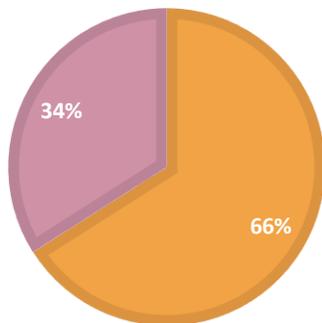
Limited knowledge of tools and giving vehicles



However, use of these vehicles is in the single digits

- **90%** think it’s important or very important that “the smallest portion of my donation goes to overhead”
- **NO** correlation between volunteering and more due diligence

But they are open to learn how to be more thoughtful and effective...



- **2/3** are interested in learning “how to select the most effective non-profits”
- **81%** through an online course
- **51%** through a workshop offered by a financial or legal advisor

80% have financial or legal advisors despite 80% having assets under \$1 million

2/3 discuss charitable giving at least sometimes with their advisor



©UpliftingJourneys L3C

For more information, please contact
Sylvia@Smarterdonors.com
www.smarterdonors.com