Giving in Florida Research Release: Tampa Bay

June 29, 2022
Welcome!

Leah McDermott
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Florida Nonprofit Alliance
Mission:
Florida Nonprofit Alliance is the state's collective voice, respected advocate, effective connector, and powerful mobilizer for the nonprofit sector.

Website:
www.flnonprofits.org
Newsletters

Voice of the Sector

Greetings!

We hope you are all healthy and safe. Florida has been in phase 1 of re-opening since last week. While many nonprofits never closed their doors during quarantine, some had to close temporarily and are still figuring out what re-engagement looks like for their clients and their staff.

FLNCA, in partnership with the Oklahoma Center for Nonprofits, has created an engagement guide to help you make the best decision for your agency and team. We hope this tool is a useful guide for you.

Our team has been hard at work gearing up for our economic impact report and keeping you updated on the latest from Tallahassee and Washington D.C. Remember to visit our COVID-19 resources page to keep up with the latest.

In addition, we have a full calendar of events scheduled over the next month. Out the full list here.

If there is anything else that you feel would help, please do not hesitate to reach out. Thank you for all you do for Florida nonprofits.

Sincerely,

Sabeen Perwaiz

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HEROES ACT

Speaker Pelosi has released the Health and Economic Recovery Omnibus Emergency Solutions Act (HEROES Act). See also this one-pager and the Speaker's Floor Statement on the Act.
FNA Resources

- Membership
  - Nonprofits
  - Foundations
  - Consultants
- Research
  - Economic Impact
  - Effects of COVID-19 on Nonprofits
  - Compensation
  - Individual Giving
- General Advocacy
- Tools
  - Legal Compliance Checklist
  - Job Bank
FNA Resources

- **Trainings**
  - **Advocacy 101**
    Tuesday, July 19, 2-3:30PM ET
  - **Member Orientation**
    Thursday, August 4, 10-11AM ET
  - **Setting a Policy Agenda**
    Tuesday, August 9, 2-3:30PM ET
  - **Consultant Connection**
    Thursday, August 18, 1-2:30PM ET
  - Check flnonprofits.org, then News - Community Calendar for future events
Giving in Florida Research
Thank you to the Advisory Council

- Natalie Castellanos, Health Foundation of South Florida
- Rena Coughlin, Nonprofit Center of Northeast Florida
- Ashley Dietz, Florida Philanthropic Network
- Malika Harrison, Orlando Magic
- Graciela Noriega Jacoby, Heart of United Way
- Min Sun Kim, Edyth Bush Institute for Philanthropy and Nonprofit Leadership
- Mari Kuraishi, Jessie Ball duPont Fund
- Leah McDermott, Florida Nonprofit Alliance
- Jennifer McFarren, Navy Federal Credit Union
- Collin Mullis, Jessie Ball duPont Fund
- David Odahowski, Edyth Bush Charitable Foundation

- Vicki Pugh, Community Foundation of Palm Beach and Martin Counties
- Susan Towler, Florida Blue Foundation
- Amber Tynan, United Partners for Human Services
- Julie Howe Van Tongeren, Collier Community Foundation
- Nina Waters, The Community Foundation of Northeast Florida
Why This Research?
Charitable Giving Landscape in Florida

SECTION 1
Nearly 7 out of 10 households in Florida reported giving to charity in 2021.

Percentage of Florida population giving to formal charities:

- Overall: 69%
- Basic Needs: 39%
- Religion: 33%
- Environment/Animals: 24%
- Combined Purposes: 21%
- Health: 21%
- Youth: 19%
- Education: 17%
- Arts & Culture: 13%
- International: 10%
- Other: 19%
Religious organizations received the largest share of all charitable donations

Contributions to Florida charities by type of recipient organization

- Religion: 29%
- Basic Needs: 14%
- Education: 13%
- Health: 11%
- Environment/Animals: 10%
- Combined Purposes: 6%
- Youth: 6%
- Arts & Culture: 6%
- Other: 5%
- International: 4%
- Professional: 2%
- Community Services: 1%
- Charity: 1%
- Other: 0%

IUPUI Lilly Family School of Philanthropy
About two-thirds of the charitable dollars donated by Florida households went to Florida nonprofits.
Over half of Florida households reported volunteering in 2021

Percentage of Florida population participating in volunteer activities

- Collected, prepared, distributed, or served food: 30%
- Fundraised: 23%
- Tutored, taught, or mentored: 21%
- Served on a board for any charitable organization: 12%
- Provided pro bono professional or consulting services: 11%
- Coached, refereed, or supervised sports team: 9%
- Volunteered time for any other activities: 35%
Most Florida households gave informally

Percentage of Florida population participating in informal philanthropy

- Donated goods to a food bank or another organization: 61%
- Gave money to strangers in need or help strangers in need in ways other than giving money: 49%
- Contributed to crowdfunding projects supporting individuals: 28%
- Gave money to people in need who you know personally in Florida: 52%
- Helped people in need who you know personally, other than giving money: 54%
- Gave money to people in need who you know personally in the US outside of Florida: 32%
- Gave money to people in need who you know personally outside of the US: 22%
Donor Profile and Motivations

SECTION 2
Profile of Florida donors

Florida donors are more likely to:

▪ Be older
▪ Be married
▪ Be religious
▪ Have achieved a higher level of education
▪ Have higher incomes
Floridians are motivated by compassion

- Donors overwhelmingly reported that altruistic values were the most important factor when making charitable giving decisions.

- Social factors were also powerful motivators.

- High-net-worth households had some unique motivations.
Florida donors who stopped donating did so for some preventable reasons

- The organization mismanaged donations: 62%
- I started giving to charities working with different types of issues: 60%
- I was concerned that the organization spent too much on administration and/or fundraising: 60%
- I received too many requests from charities to donate: 59%
- The organization did not sufficiently communicate its effectiveness: 57%
- The organization was not effective in achieving its mission: 54%
- I stopped my involvement with the organization: 53%
- My finances did not permit it: 52%
- The organization did not recognize or acknowledge my contributions: 39%
- For other reasons: 48%
Floridians gave to the same issues that mattered to them the most

- Florida residents are concerned with poverty/income inequality
- Environment is an especially important cause for Floridians
Florida residents are committed to racial justice giving

- One in 4 Floridians gave to racial justice causes in 2021
- There is a significant link between identifying civil rights as one of the top three issues and giving to racial justice
- Direct support for individuals was the most popular way to give to racial justice causes
- Younger, Black, Hispanic, and religious respondents were more likely to give to racial justice causes
- Unlike other types of giving, neither education nor increased income is linked to increased likelihood of racial justice giving
Age makes a difference in giving behaviors and motivations

Floridians 65+ were significantly more likely than respondents <40 to:

▪ Give to formal charities
▪ Give a larger share of their charitable dollars to organizations based in Florida
▪ Give because they felt compassion toward people in need
▪ Indicated that they believe most people can be trusted
▪ Expressed the concern that organizations spending too much on administration or fundraising
Age makes a difference in giving behaviors and motivations

Floridians <40 were significantly more likely than respondents 65+ to:

- Volunteer
- Give to environment and animal causes
- Expressed the concern that organizations did not recognize or acknowledge their contributions
- Give online, through an app, or through a nonprofit’s crowdfunding campaign
Mechanisms for giving: Young donors are far more likely to give online

- 80% of donors reported giving through traditional methods such as cash or check
- 20% of donors only gave through online mechanisms, such as giving through an organization’s website or giving to charities through crowdfunding campaigns
- Donors under 40 were significantly more likely than older donors to give through ALL of these online mechanisms
Charitable giving from high-net-worth donors tends to be more diffuse

- HNW households were significantly more likely to give a larger share of their giving to US organizations that were not based in Florida
- HNW households participate in informal giving at high rates
- Nearly ¾ of HNW households with a will also had a charitable bequest
Regional Differences within Florida

SECTION 3
Southeast Florida represents the largest share of total charitable giving.
The share of dollars going to local charities is distributed more evenly.
Your Region: Central West, Tampa Bay, and Hillsborough County

SECTION 4
Central West Region

- Citrus
- DeSoto
- Hernando
- Hillsborough
- Manatee
- Pasco
- Pinellas
- Sarasota

Tampa Bay

- Hernando
- Hillsborough
- Pasco
- Pinellas
- Polk
Key Findings – Central West Florida

- Giving in Central West Florida makes up 11% of all giving in Florida and 11% of all local giving in the state.

- The average amount given by households in Central West Florida is $1,126 per household, the lowest out of all regions in the state.

- Rates of all kinds of giving (charitable organizations, volunteering, informal, and racial justice giving) are slightly below the state averages.

- % of local giving by individual is highest in the state.
Key Findings – Tampa Bay

- Charitable giving is below both the state and region averages.
- Volunteering, Informal, and Racial justice giving are slightly below the state averages, but slightly higher than the region overall.
Key Findings – Hillsborough County

- Giving to charitable organizations is lowest in Hillsborough County out of the three Tampa Bay data sets.
- The average amount given by households in Hillsborough County is $930.
- Informal giving in Hillsborough is significantly lower than the state overall and somewhat lower than the other Tampa Bay comparisons.
- Racial justice giving in Hillsborough is significantly higher than in the other Tampa Bay comparisons.
## Charitable Giving and Volunteering

<table>
<thead>
<tr>
<th>Charitable Giving and Volunteering</th>
<th>Households in Florida</th>
<th>Households in Central West region</th>
<th>Households in Tampa Bay region</th>
<th>Households in Hillsborough County</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of households reported giving to charitable organizations in 2021</td>
<td>69%</td>
<td>68%</td>
<td>67%</td>
<td>66%</td>
</tr>
<tr>
<td>Average amount of donations made to charitable organizations in 2021 among donor households</td>
<td>$3,418</td>
<td>$1,126</td>
<td>N/A</td>
<td>$930</td>
</tr>
<tr>
<td>% of households reported volunteering in 2021</td>
<td>56%</td>
<td>51%</td>
<td>53%</td>
<td>53%</td>
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<tr>
<td>% of households reported informal giving and helping in 2021</td>
<td>87%</td>
<td>81%</td>
<td>82%</td>
<td>75%</td>
</tr>
<tr>
<td>% of households reported giving to racial justice causes in 2021</td>
<td>26%</td>
<td>20%</td>
<td>21%</td>
<td>26%</td>
</tr>
</tbody>
</table>
% of All Giving to Causes in Central West Florida

- Basic needs, 27.0%
- Religion, 18.1%
- Environment, 15.2%
- Education, 4.2%
- Health, 7.3%
- Combined purposes, 8.0%
- Youth, 8.9%
- Other, 7.2%
- International, 1.1%
- Arts, 2.9%
- Combined purposes, 8.0%
% of All Giving to Causes in Hillsborough County

- Religion: 24%
- Basic needs: 21.60%
- Youth: 14.50%
- Environment: 12.60%
- Health: 7.90%
- Education: 4.50%
- Combined purposes: 5.30%
- Other: 6.60%
- International: 1.60%
- Arts: 1.50%
## % of All Giving to Causes - Comparison

<table>
<thead>
<tr>
<th>CAUSE</th>
<th>Florida %</th>
<th>Central West %</th>
<th>Hillsborough %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic needs</td>
<td>23%</td>
<td>27%</td>
<td>21.60%</td>
</tr>
<tr>
<td>Religion</td>
<td>25.50%</td>
<td>18.10%</td>
<td>24%</td>
</tr>
<tr>
<td>Environment</td>
<td>9.30%</td>
<td>15.20%</td>
<td>12.60%</td>
</tr>
<tr>
<td>Youth</td>
<td>6.10%</td>
<td>8.90%</td>
<td>14.50%</td>
</tr>
<tr>
<td>Combined purposes</td>
<td>7.90%</td>
<td>8%</td>
<td>5.30%</td>
</tr>
<tr>
<td>Health</td>
<td>8.60%</td>
<td>7.30%</td>
<td>7.90%</td>
</tr>
<tr>
<td>Other</td>
<td>7.80%</td>
<td>7.20%</td>
<td>6.60%</td>
</tr>
<tr>
<td>Education</td>
<td>6.10%</td>
<td>4.20%</td>
<td>4.50%</td>
</tr>
<tr>
<td>Arts</td>
<td>3.30%</td>
<td>2.90%</td>
<td>1.50%</td>
</tr>
<tr>
<td>International</td>
<td>2.40%</td>
<td>1.10%</td>
<td>1.60%</td>
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</table>
Implications

- Creating a more expansive definition of generosity
- Planned giving is an area of opportunity for nonprofits
- Floridians care strongly about the environment
- Improving communication and engagement may help retain donors
Questions?
Connect With Us

- Facebook
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- LinkedIn

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Thank you!

https://flnonprofits.org/page/givinginflorida2022