



Giving in Florida Research Release: Tampa Bay

June 29, 2022

Welcome!



Leah McDermott
Program Manager
Florida Nonprofit Alliance

Florida Nonprofit Alliance

The background features a complex geometric design on the right side, composed of overlapping triangles and polygons in various shades of teal and blue. The design is abstract and modern, extending from the top right towards the center of the page.



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



Voice of the Sector

...tings!

...pe you are all healthy and safe. Florida has been in phase 1 of re-opening since April 4th. Many nonprofits never closed their doors during quarantine but are now exploring what re-engagement looks like for their clients and their staff.

FLNA, in partnership with the Oklahoma Center Center for Nonprofits, has created an [engagement guide](#) to help you make the best decision for your agency and your 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! Check 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

HEROES ACT

Speaker Pelosi has released the [Health and Economic Recovery Omnibus and Emergency Solutions Act](#) (HEROES Act). See also this [one-pager](#) and [fact sheet](#).

Newsletters

- ▶ [Sample newsletter](#)
- ▶ Sign up at <https://flnonprofits.org/>

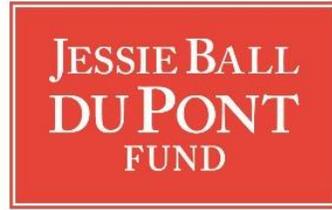
FNA Resources

- ▶ **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 fnonprofits.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?

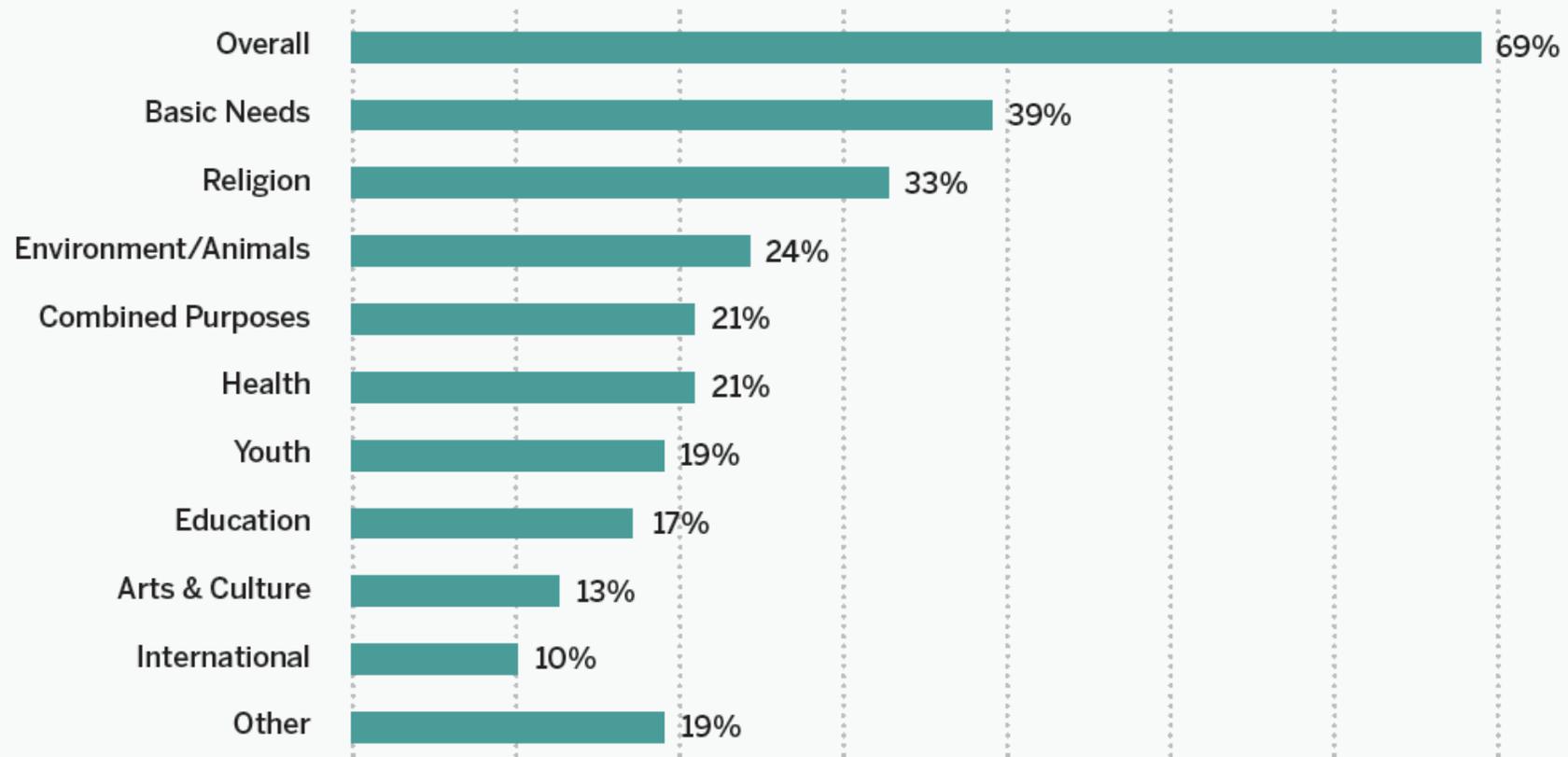


Charitable Giving Landscape in Florida

SECTION 1

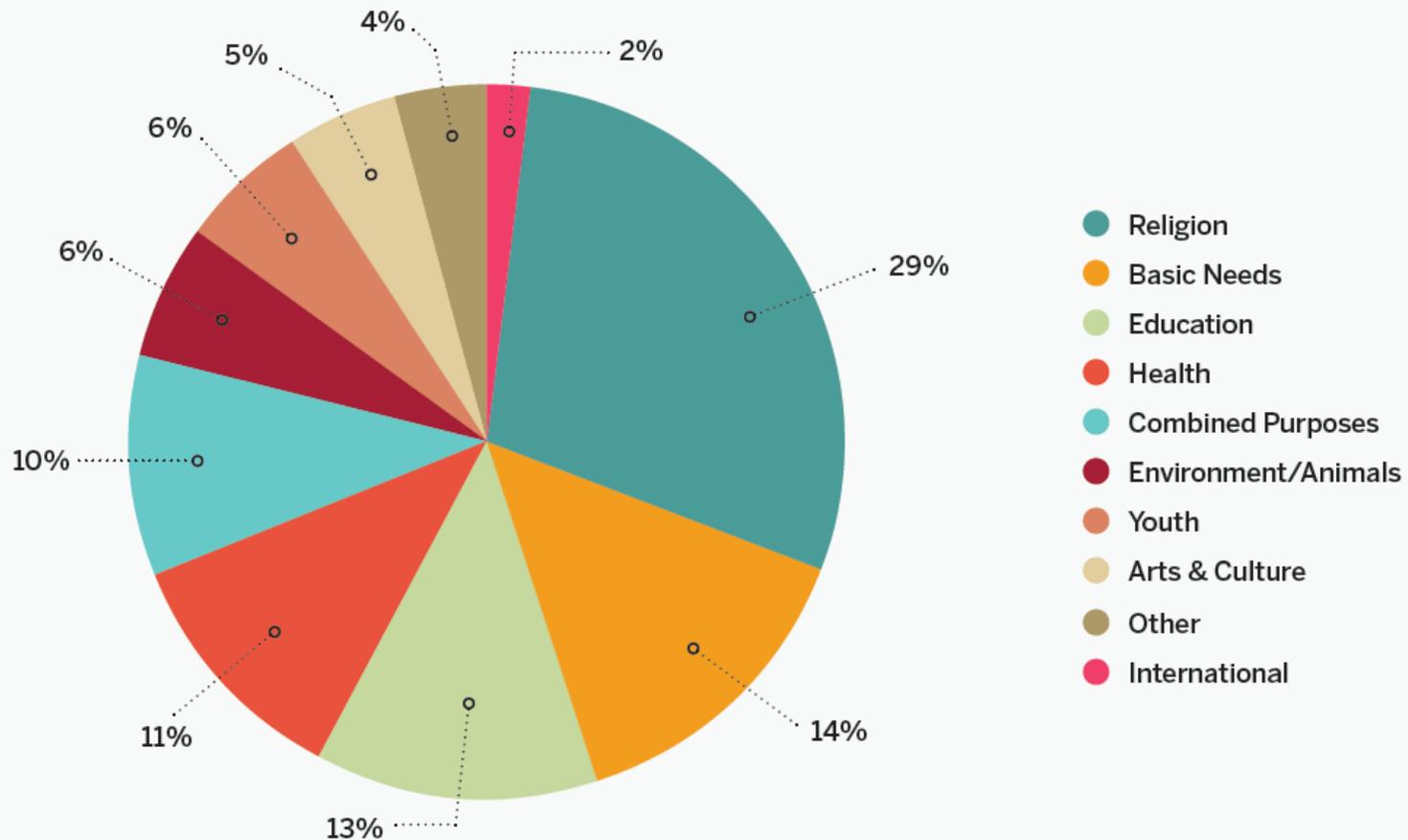
Nearly 7 out of 10 households in Florida reported giving to charity in 2021

Percentage of Florida population giving to formal charities



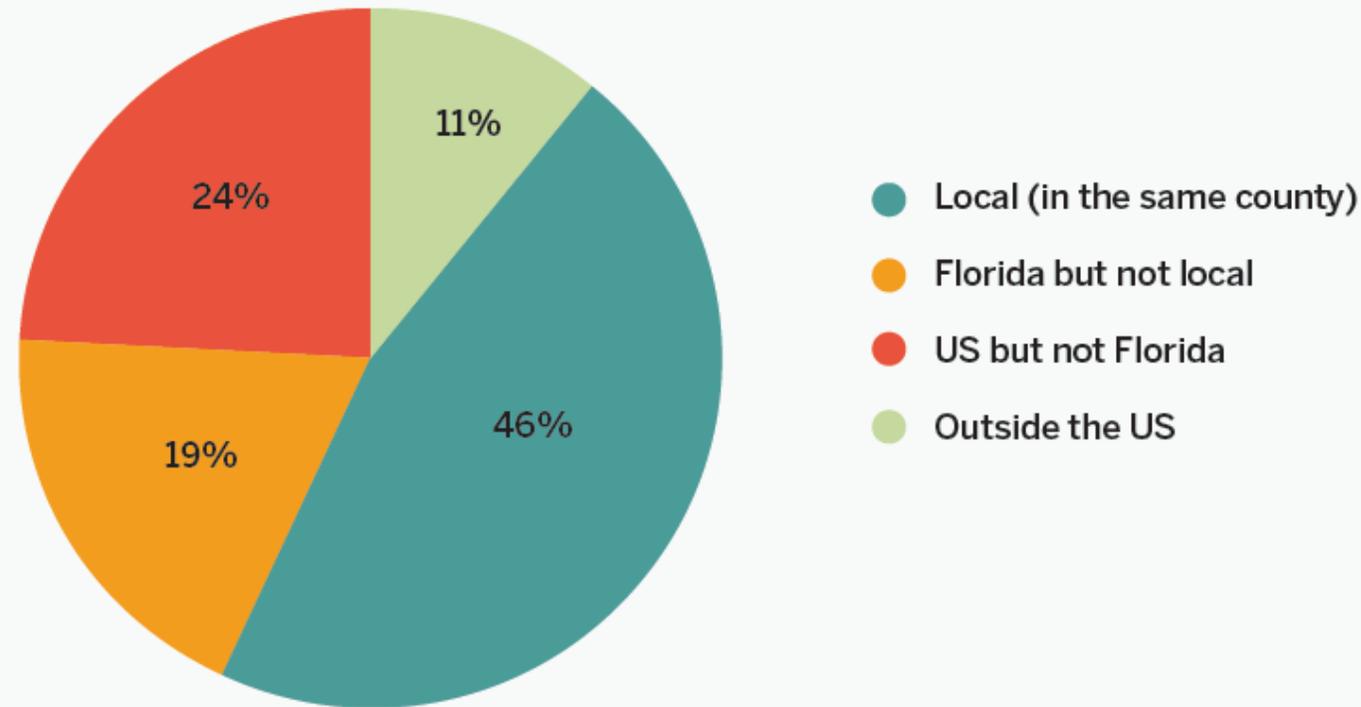
Religious organizations received the largest share of all charitable donations

Contributions to Florida charities by type of recipient organization



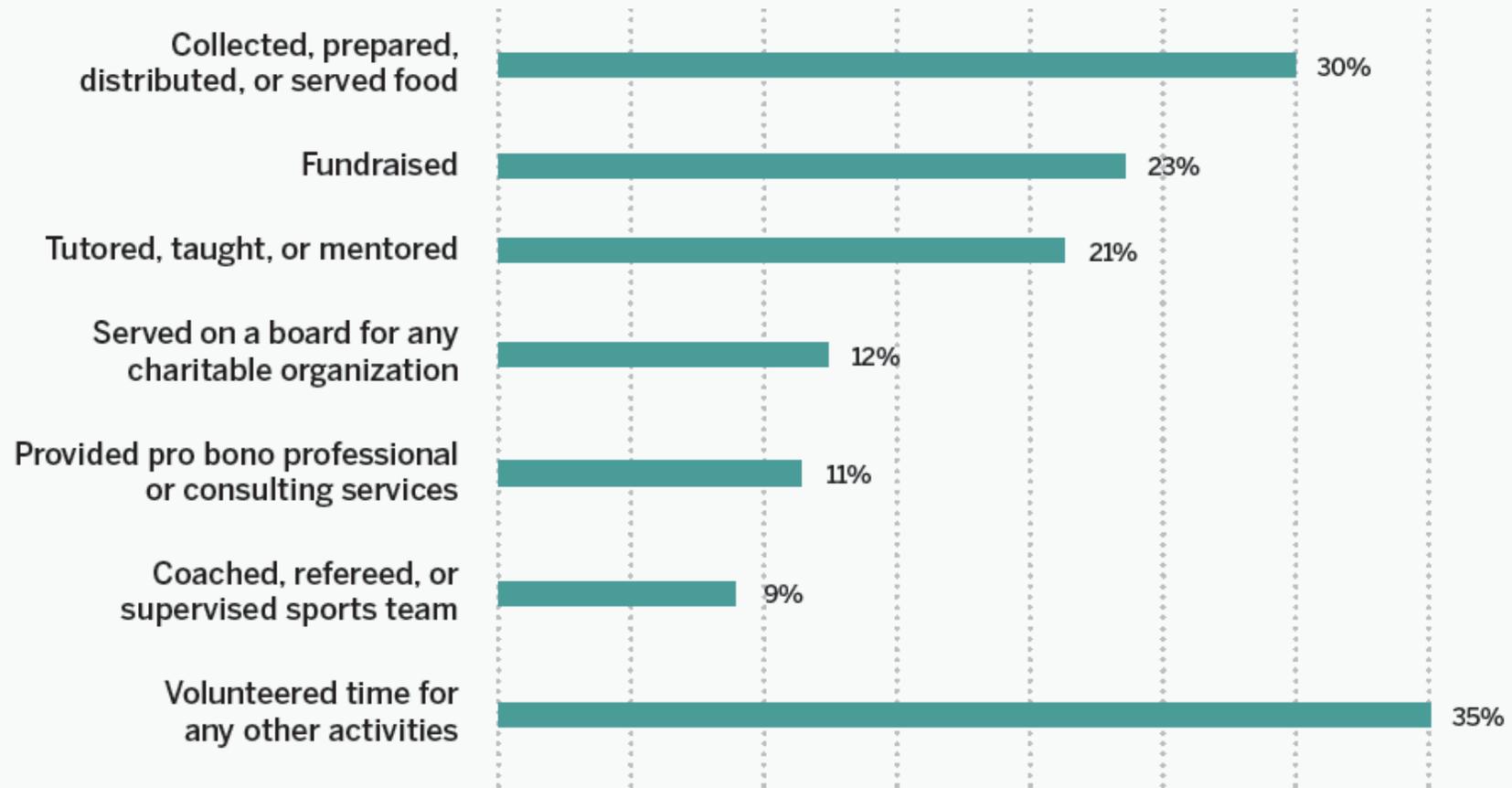
About two-thirds of the charitable dollars donated by Florida households went to Florida nonprofits

Percentage given to organizations located in the same county, within Florida, within the U.S., and outside the U.S. by aggregate amount



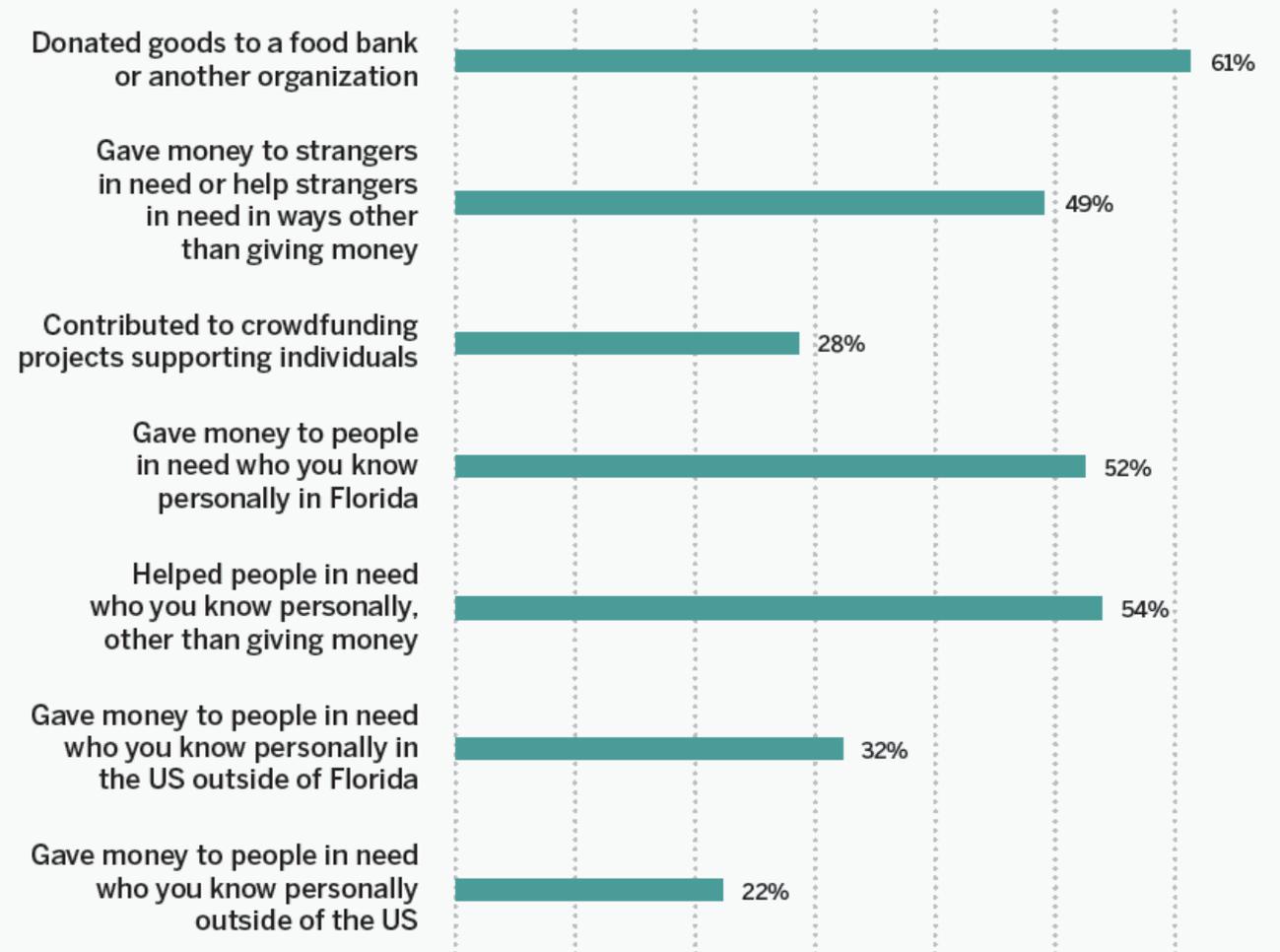
Over half of Florida households reported volunteering in 2021

Percentage of Florida population participating in volunteer activities



Most Florida households gave informally

Percentage of Florida population participating in informal philanthropy



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

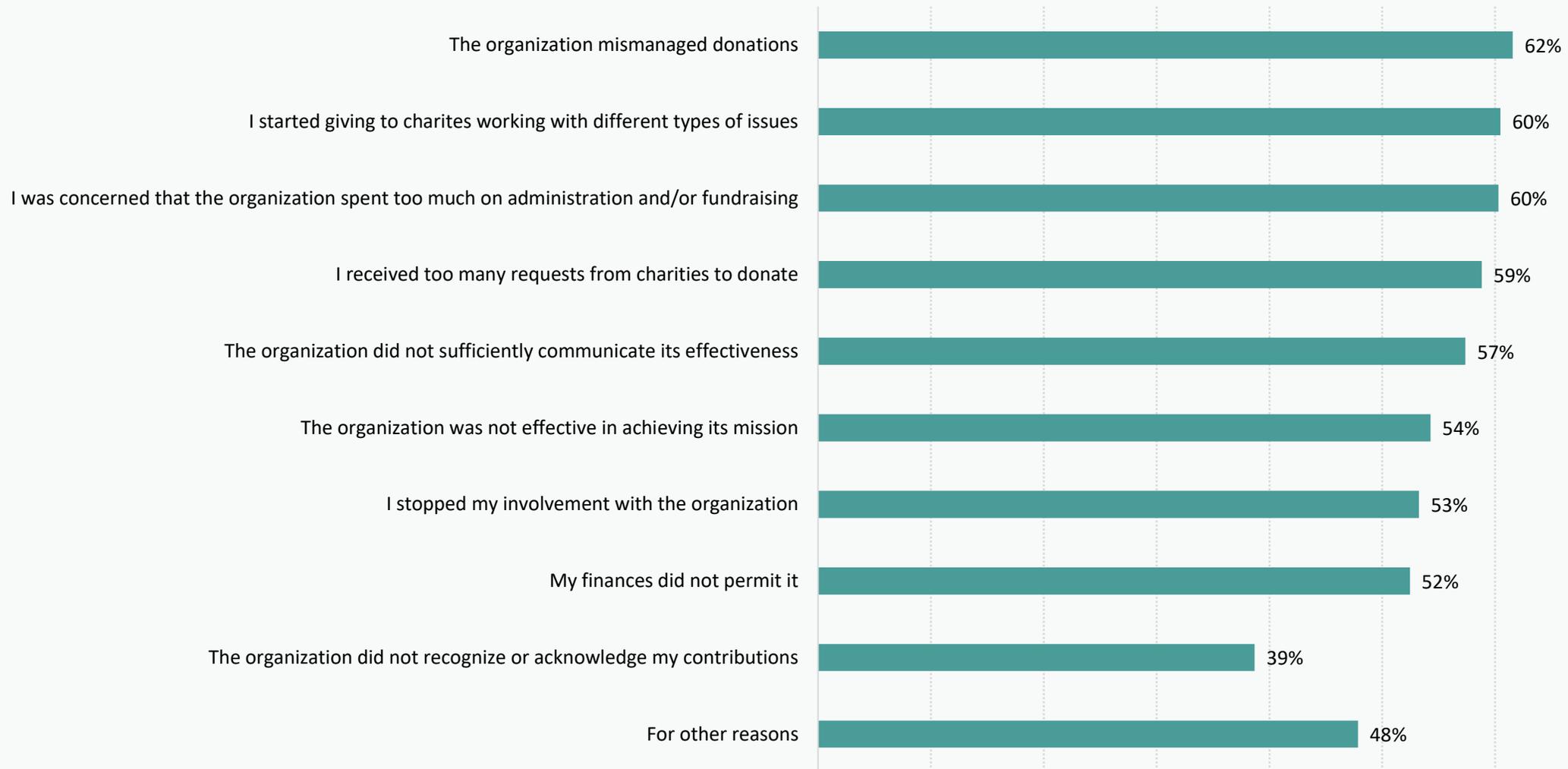


Floridians are motivated by compassion

- 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



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 $\frac{3}{4}$ of HNW households with a will also had a charitable bequest

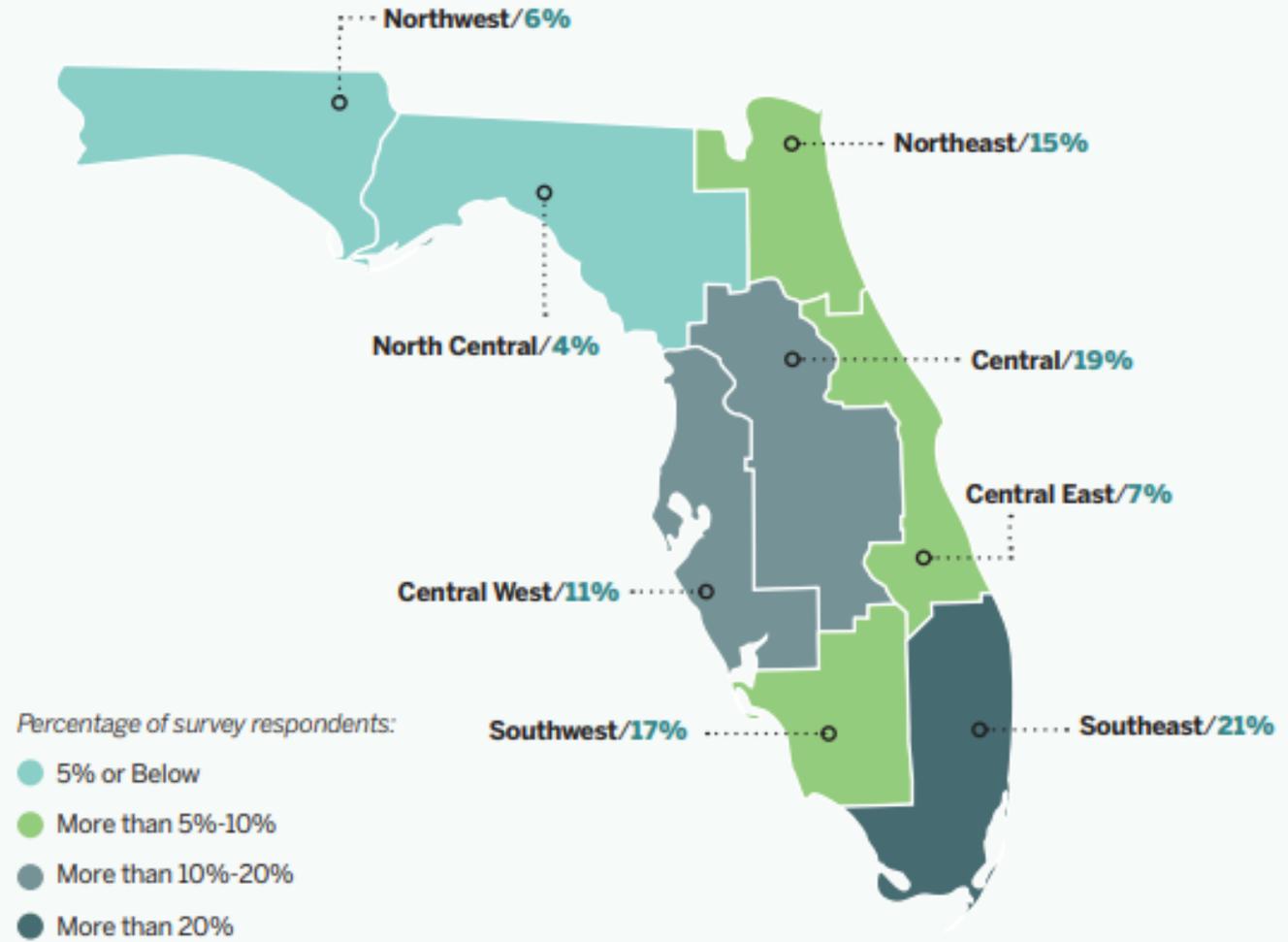


Regional Differences within Florida

SECTION 3

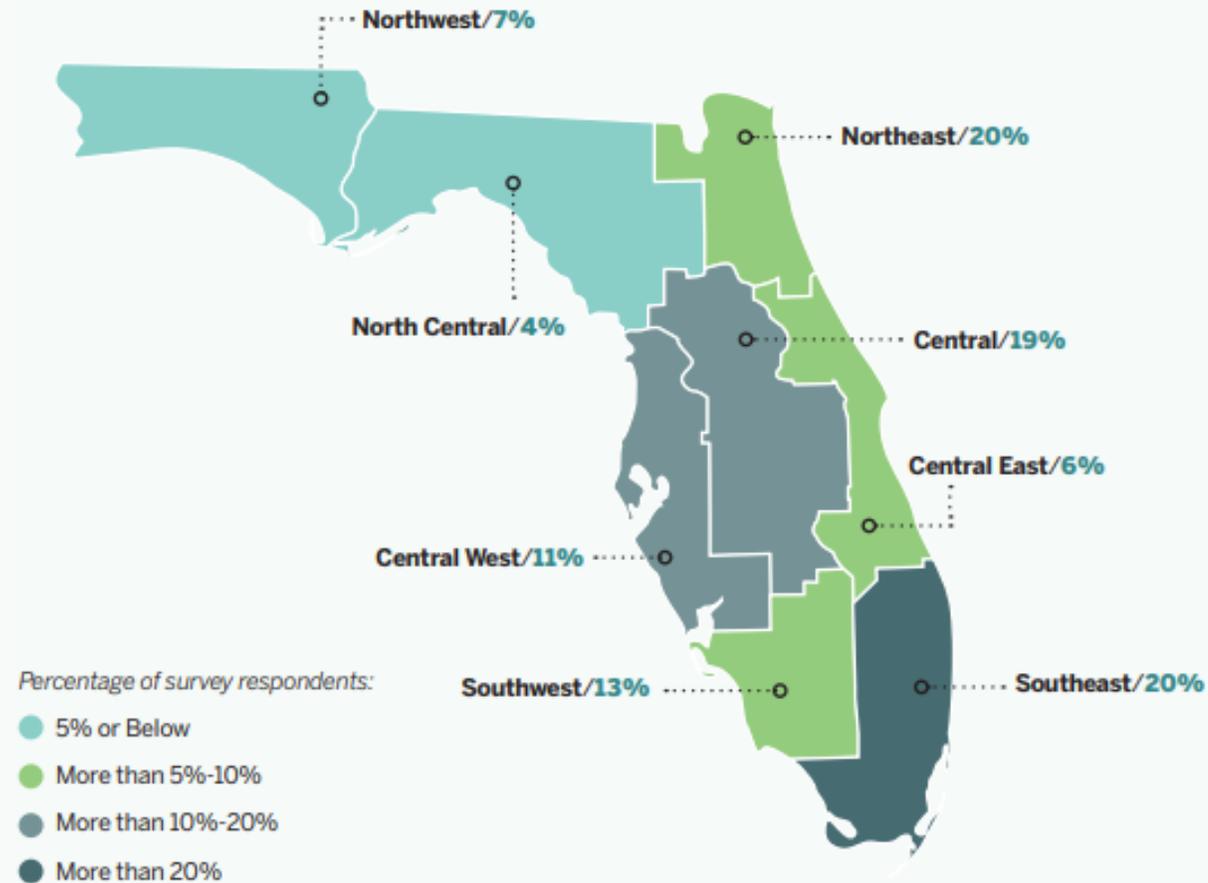
Southeast Florida represents the largest share of total charitable giving

Share of total charitable dollars divided by region



The share of dollars going to local charities is distributed more evenly

Share of total charitable dollars going to Florida charities divided by region



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

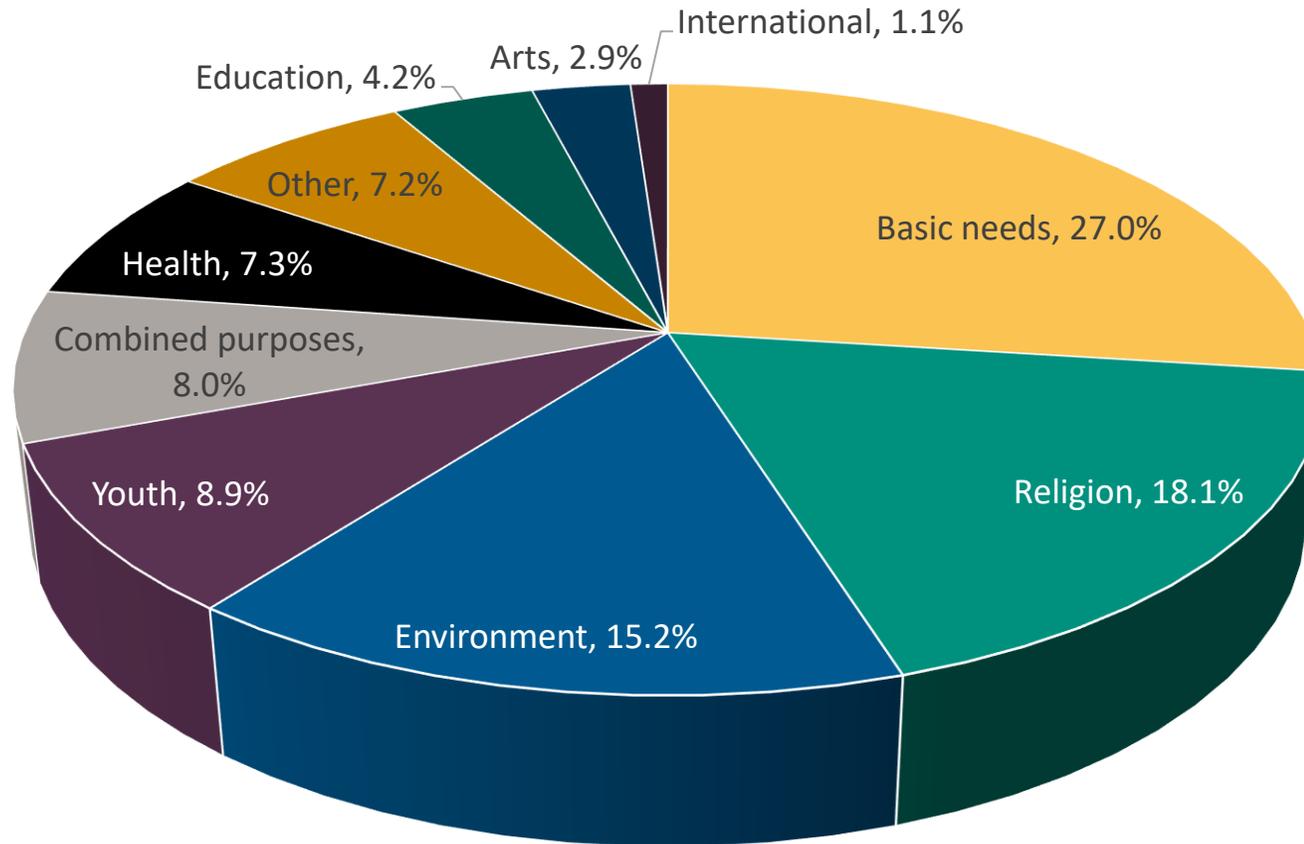


Charitable Giving and Volunteering

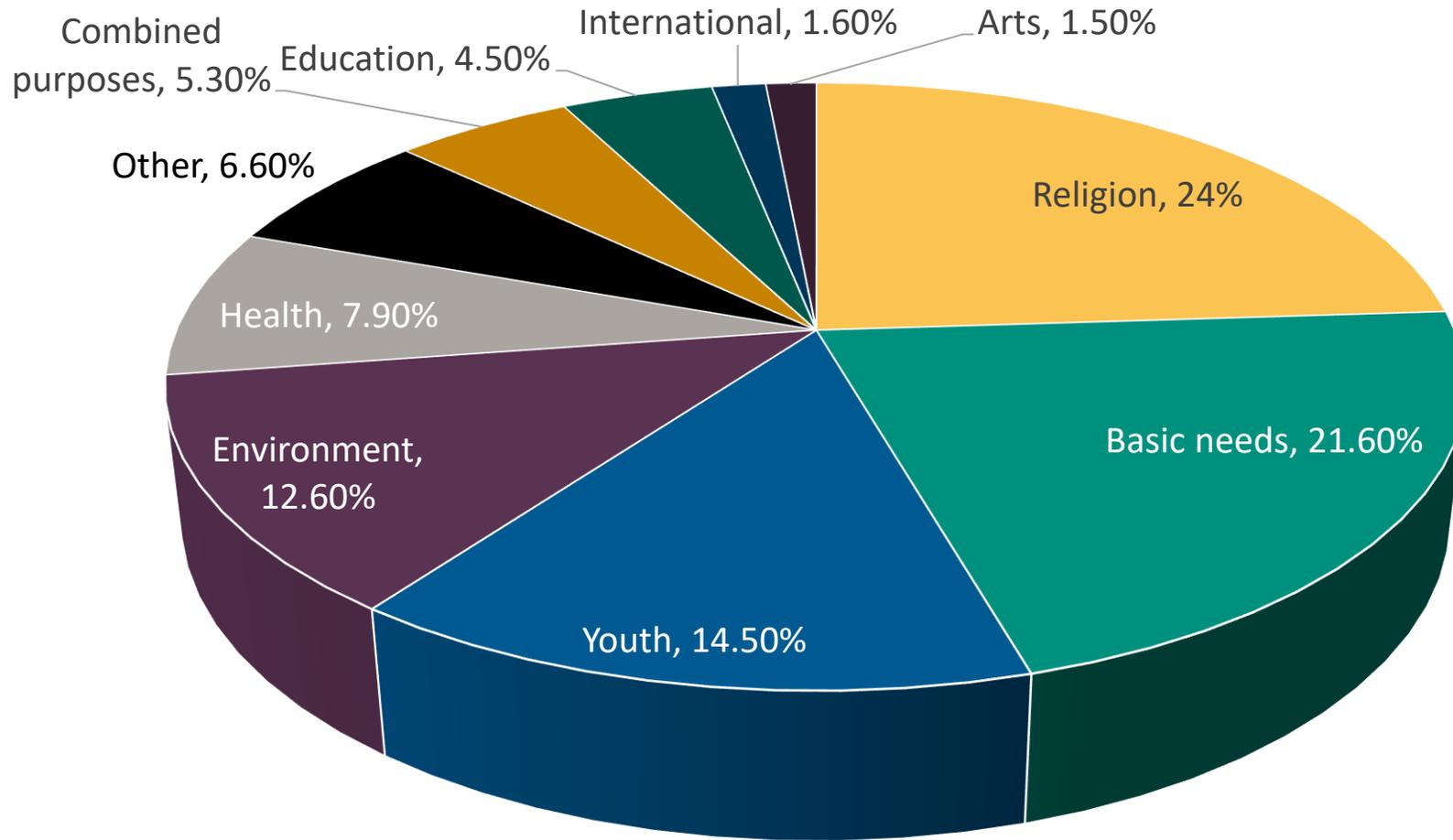
Charitable Giving and Volunteering	Households in Florida	Households in Central West region	Households in Tampa Bay region	Households in Hillsborough County
% of households reported giving to charitable organizations in 2021	69%	68%	67%	66%
Average amount of donations made to charitable organizations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



% of All Giving to Causes in Central West Florida



% of All Giving to Causes in Hillsborough County



% of All Giving to Causes - Comparison

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



Opportunities Ahead

SECTION 5

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?



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- ▶ [Facebook](#)
- ▶ [Twitter](#)
- ▶ [LinkedIn](#)

- ▶ Email: sperwaiz@flnonprofits.org
- ▶ Email: lmcdermott@flnonprofits.org



Thank you!

<https://flnonprofits.org/page/givinginflorida2022>