



WARD RESEARCH
I N C O R P O R A T E D

A Report On Charitable Giving In Hawaii



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Hawaii Community Foundation
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Introduction

This report summarizes the primary findings from the Hawaii Giving Study, 2009. Commissioned by the Hawaii Community Foundation, the Study utilizes both primary and secondary data to provide a comprehensive look at patterns of charitable giving and volunteerism in the State of Hawaii.

The Hawaii Giving Study, 2009 examines who gives to charitable organizations, how much they give, to which types of organizations they give, and the motivations behind their giving. Collectively, those factors are referred to as “giving patterns” --- a term used throughout this report.

The Hawaii Giving Study, 2009 introduces a new mixed-method methodology combining a telephone survey with online, web-based primary data collection. This mixed-method methodology allows contact with those no longer with landlines (estimated at 20% of all households) and offsets possible skews linked to a landline telephone-only methodology (older, less mobile residents); thus allowing for better representation of the entire community.

The new mixed-method methodology also allowed for more flexibility with data analysis, allowing for tracking against past data (by using the landline telephone-only sample) *and* adapting to changing environment (by using the combined telephone-online sample). Upon further review, there were only minimal differences when comparing data from the telephone-only sample (weighted by age and island) to that for the mixed method data (weighted by household characteristics regarding landline, internet, and cell phone and island). There were slight errata that could be expected (e.g. mixed-method more likely than phone only to have contributed online via Paypal, etc., due to the inclusion of the online sample) but distributions for key questions such as giving profile and volunteerism were virtually the same.

Introduction (cont.)

The Hawaii Giving Study, 2009 tracks giving patterns against the benchmark Hawaii Giving Study conducted in 1998 and a subsequent study conducted in 2001. The tracking data shown throughout this report is based only on the 2009 mixed-method sample, which factors in both telephone and online methodologies and which may account for some slight differences when compared to a telephone only methodology. The reader also needs to keep in mind the relatively large gap in between the 2009 survey and the previous measure which was conducted 8 years ago (which will may also account for any large changes in giving behavior). [Note: It should be noted, that for several charts tracking charitable donations in dollar amounts, charts showing 2009 figures adjusted for inflation using the Consumer Price Index were also included in this report.]

Methodology

The methodology employed for this study was a mixed-method methodology combining a telephone survey of n=513 tax-defined households throughout the State with an online survey of n=299 tax-defined households throughout the State. [Note: Throughout the study, a respondent's household is defined as the respondent and any other individuals who were included on the respondent's tax return for 2008. A single residence, therefore, may contain more than one tax-defined household.] Field dates for the telephone survey were July 11, 2009 to August 4, 2009, while the online survey ran from July 23, 2009 to August 5, 2009. Maximum sampling error for the combined sample of n=812 respondents is +/- 3.4%.

Interviews were planned such that a minimum of n=400 interviews would be conducted among Oahu residents and a minimum of n=400 interviews would be conducted among Neighbor Island residents. [Note: The final sample included n=406 surveys among Oahu residents and n=406 surveys among Neighbor Island residents.] Total data was later weighted to reflect current population estimates for Oahu (71%), Maui County (11%), the Big Island (13%), and Kauai (5%).

	Oahu	Maui County	Hawaii	Kauai
Unweighted Base	(406)	(147)	(186)	(73)
Unweighted %'s	50.0%	18.1%	22.9%	9.0%
Weighted Base	(571)	(90)	(109)	(39)
Weighted %'s	70.6%	11.1%	13.5%	4.9%

Methodology

As touched on in the Introduction, the mixed-method methodology allowed for greater contact with a younger sample of respondents. This was ensured by a quota of n=200 of the online surveys being conducted among a targeted 18 to 34 year old age segment; with the other n=100 distributed across the 35+ age range. [Note: The final sample included n=191 online respondents between 18 and 34 years of age and n=108 online respondents 35+ years of age.]

For the online, web-based portion of the study, Ward Research worked with eRewards, a national online managed panel, to survey Hawaii resident members of their panel. The online component was programmed by Ward Research, who also worked closely with e-Rewards in handling the email invitations and monitoring of age quotas for the online component. In addition, Ward Research used its own proprietary online panel, at www.thehawaiiipanel.com, to supplement the 18 to 34 year old age segment.

Given the mixed methodology employed for this study, the final sample of data was weighted by two attributes: 1) Island and 2) household description --- in terms of Internet access, landline, and cell phone. Respondents were asked a series of questions regarding whether they have Internet access (asked on telephone surveys; assumed for online surveys), have a landline (asked for online surveys; assumed for telephone surveys), and have a cell phone (asked for both surveys). It is estimated that 71% of Hawaii households have Internet access and 80% of Hawaii households have a landline. Given these two assumptions, our combined methodologies will reach an estimated 90% of the population.

Methodology (cont.)

Further calculations project the following distribution of households (based on all households in Hawaii):

- 54% of all households have Internet, have landline, have cell phone (reached by both telephone and online methodology);
 - 7% have Internet, have landline, do NOT have cell phone (reached by both methodologies);
 - 10% have Internet, do NOT have landline, have cell phone (reached by online survey);
 - <1% have Internet, do NOT have landline, do NOT have cell phone (reached by online survey);
 - 10% do NOT have Internet, have landline, have cell phone (reached by telephone survey); and
 - 9% do NOT have Internet, have landline, do NOT have cell phone (reached by telephone survey).
- = 90% of all households in Hawaii

Total percentages were then reallocated so that the 90% of all households reachable via the mixed-method methodology would now be considered the total population of respondents as shown below. The weighting of the final sample also assumed that these household proportions were consistent across all islands.

- 60% have Internet, have landline, have cell phone (reached by both telephone and online methodology);
 - 8% have Internet, have landline, do NOT have cell phone (reached by both methodologies);
 - 11% have Internet, do NOT have landline, have cell phone (reached by online survey);
 - <1% have Internet, do NOT have landline, do NOT have cell phone (reached by online survey);
 - 11% do NOT have Internet, have landline, have cell phone (reached by telephone survey); and
 - 10% do NOT have Internet, have landline, do NOT have cell phone (reached by telephone survey).
- = 100% of respondents

Methodology (cont.)

The survey respondents were asked about the amount and type of charitable giving done by all members of their tax-defined household during the past 12 months. This report presents the findings of the study as applied to the general population of tax-defined households in Hawaii.

The survey instrument utilized was the same survey instrument used in prior Hawaii Giving Studies, developed by the Hawaii Community Foundation.

Residents were screened to reflect the following characteristics:

- 18 years of age or older; and
- Could answer for everyone in household included on the household's 2008 Federal tax return.

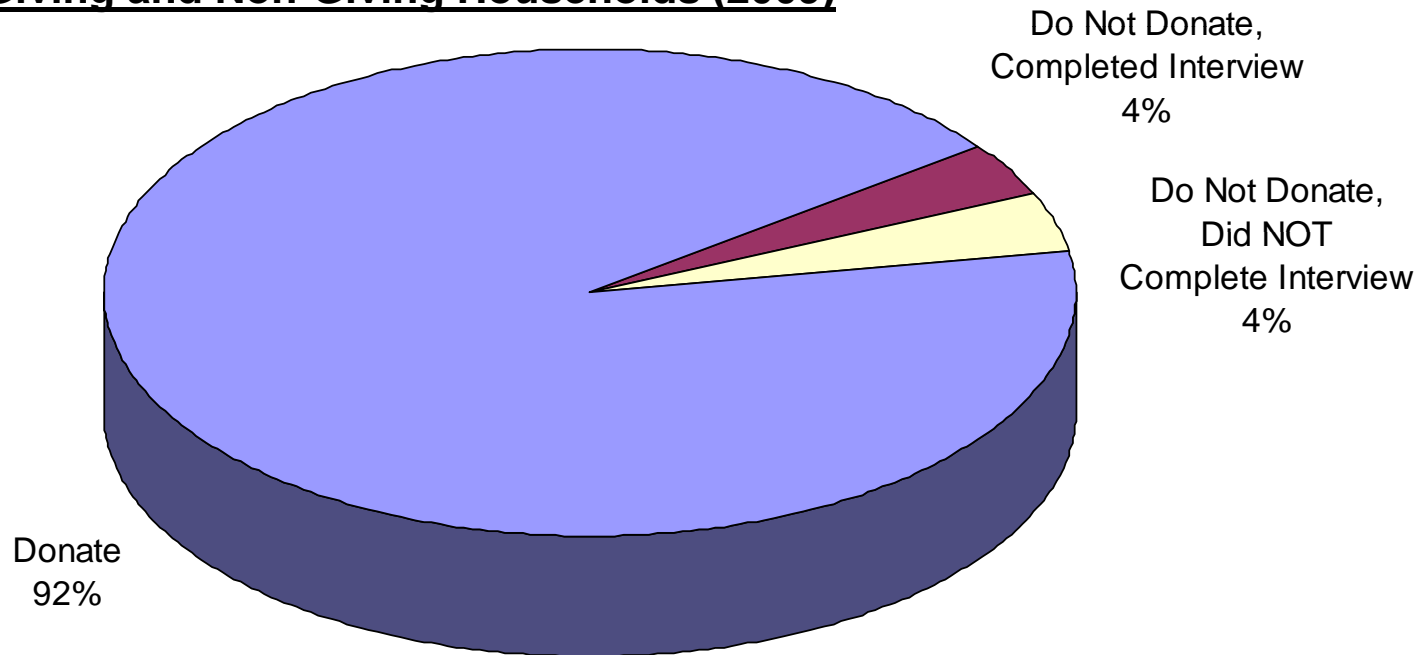
All interviewing was conducted from the Ward Research Calling Center in the downtown Honolulu office. Interviews were conducted between the hours of 5:00 p.m. and 9:00 p.m. on week nights and 9:00 a.m. to 9:00 p.m. on weekends. The Calling Center is equipped with a Computer Assisted Telephone Interviewing (CATI) system which allows for the 100% monitoring of calls, through a combination of electronic and observational means. The 15-line CATI system tracks the disposition of each call made, enabling calculation of the penetration of volunteerism in the population overall.

CHARITABLE GIVING IN HAWAII

Overall, 92% of those tax-defined households in Hawaii made a charitable donation in 2009. [Note: This number factors in n=30 respondents who indicated on the phone that they do not give to charity, who then immediately terminated the interview without proceeding to the demographics section of the survey. The remainder of this report will only consider the n=808 respondents who completed the survey.]



Figure 1: Giving and Non-Giving Households (2009)

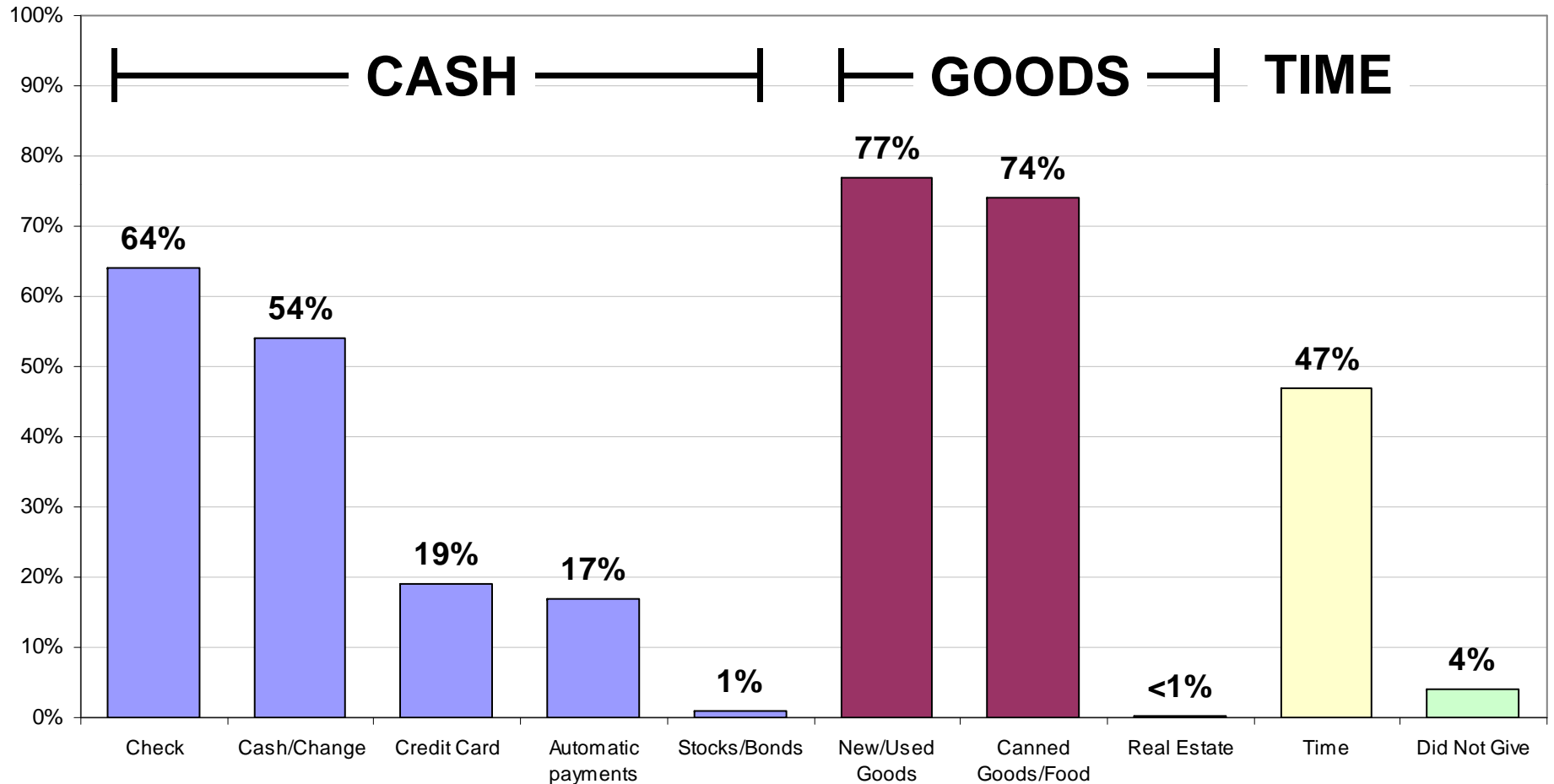


Base: n=840 tax-defined households in Hawaii

Note: Figure includes n=30 respondents who indicated on the phone that they do not give to charity, who then immediately terminated the interview without proceeding to demographics.

Roughly three-fourths of those tax-defined households surveyed indicated that they made donations of new/used goods (77%) or canned goods/food items (74%) within the past year. Two-thirds wrote out a check (64%) to a charitable organization or cause, while roughly half either gave cash or change (54%) or volunteered time (47%).

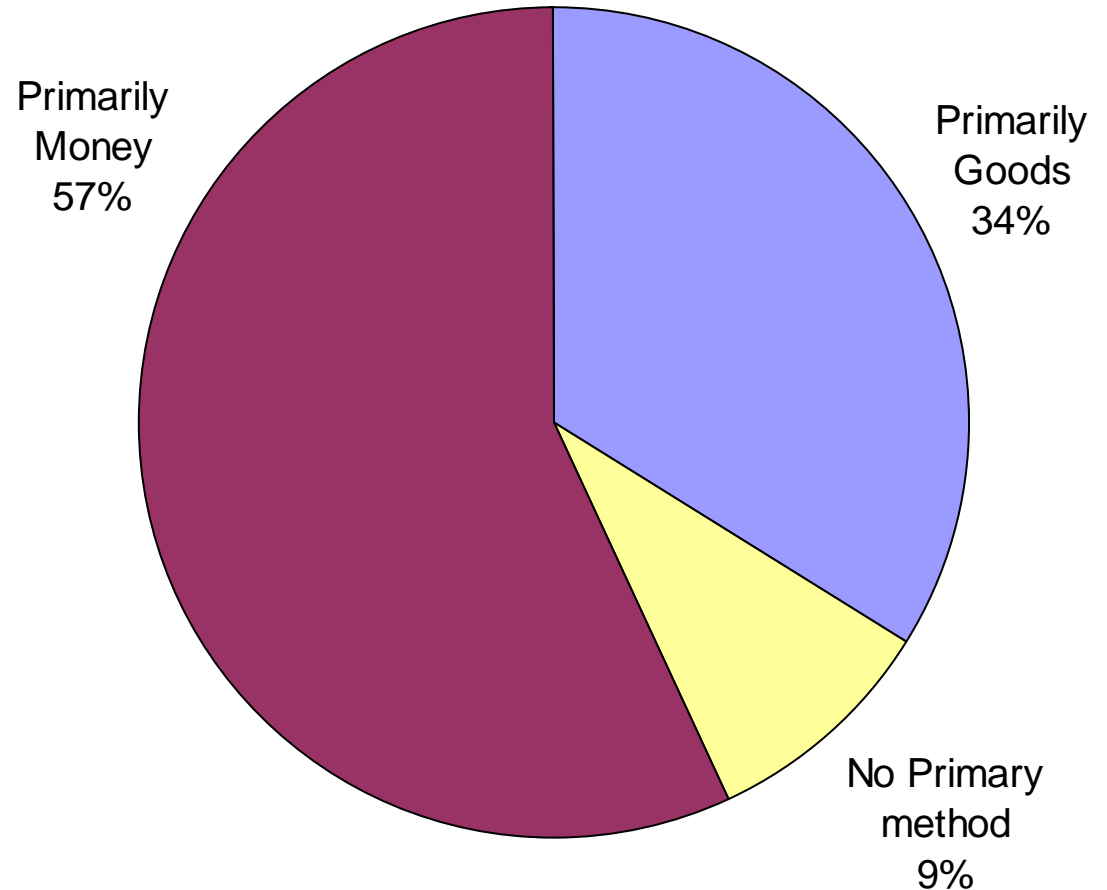
Figure 2: Method of Giving (2009)



Base: n=808 tax-defined households in Hawaii surveyed



Figure 3: Primary Method of Giving (2009)

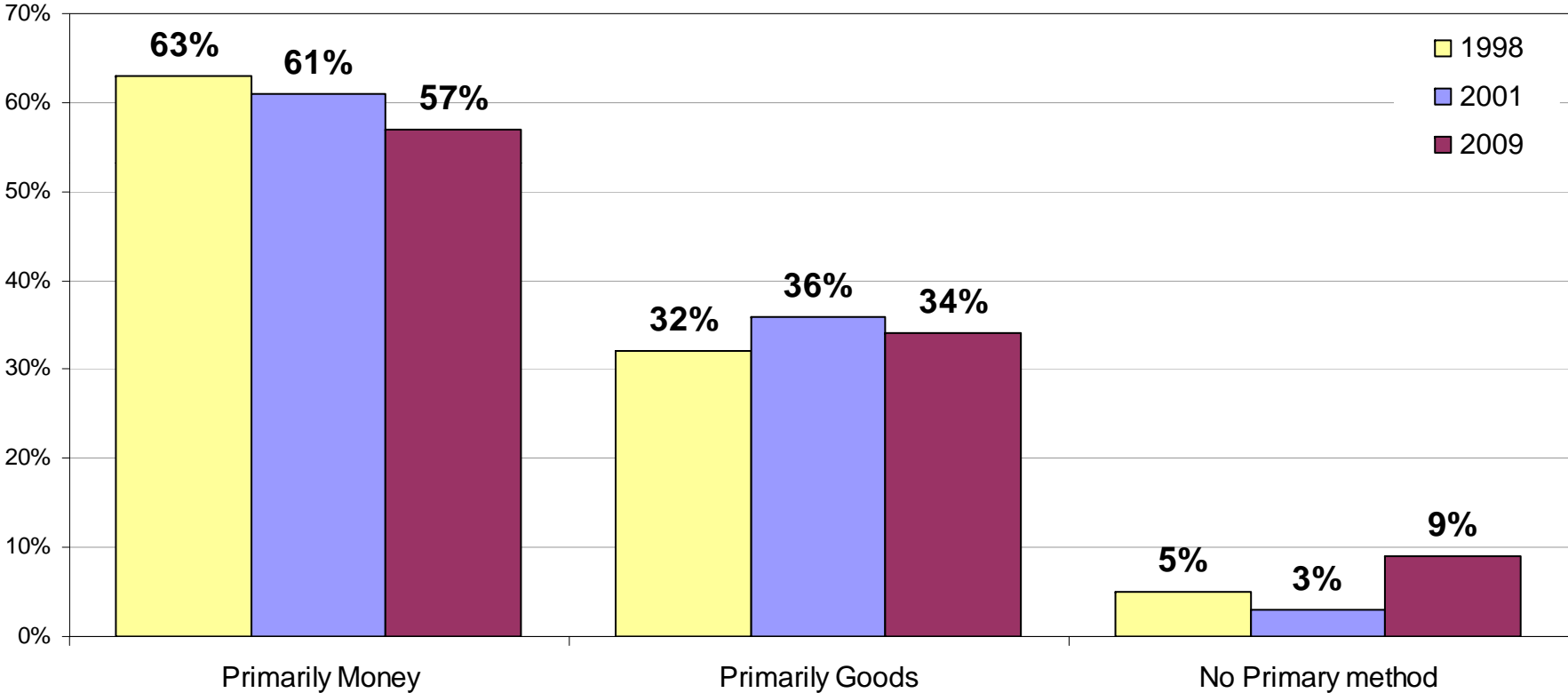


Considering all cash and goods donations reportedly made to charity in 2009, a slight majority of donors indicated giving primarily money (57%). In comparison, one-third reportedly gave primarily goods (34%), with the remainder indicating no primary method (9%).

Base: n=774 respondents who indicated that they made a charitable contribution

The proportion of contributors who donate primarily money (57%) has moved on a gradual downward trend over the course of the tracking, with a recent shift toward equal consideration to cash and goods donations.

Figure 4: Primary Method of Giving (Tracking)

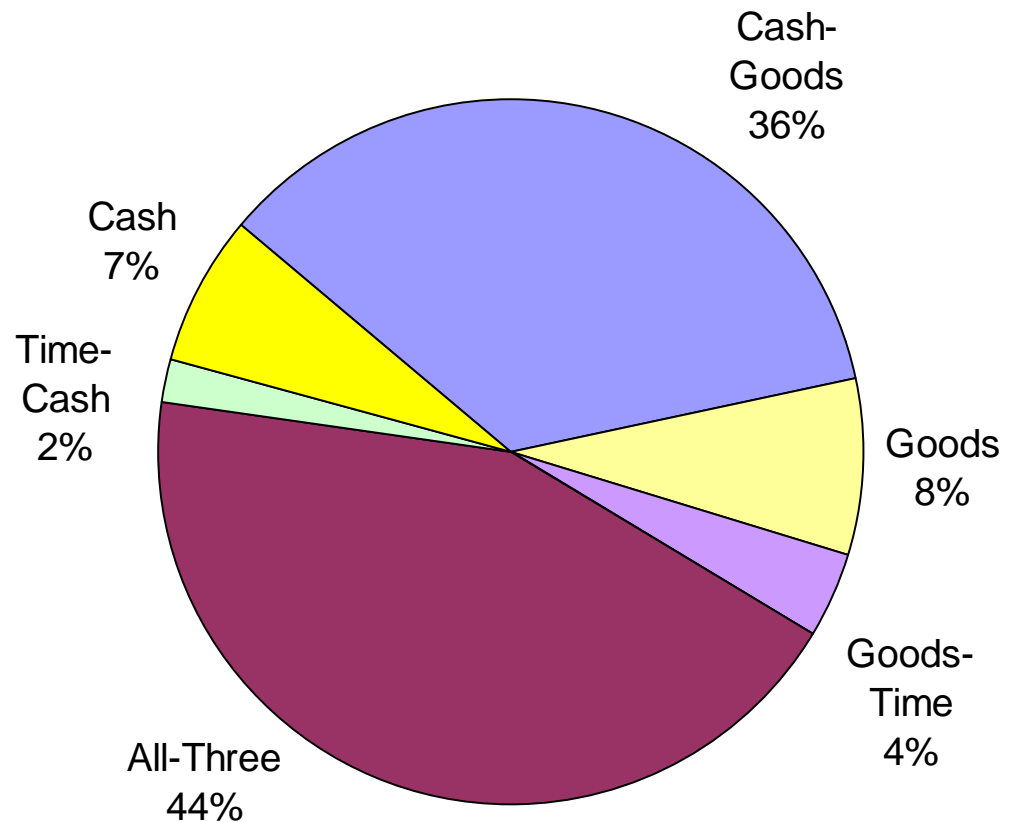


Base: n=774 respondents who indicated that they made a charitable contribution

Figure 5: Methods of Giving (2009)

In addition to cash and goods, time (or volunteering) is also a means of giving. When factoring in donations of time, the overall distribution of donors in 2009 was as follows:

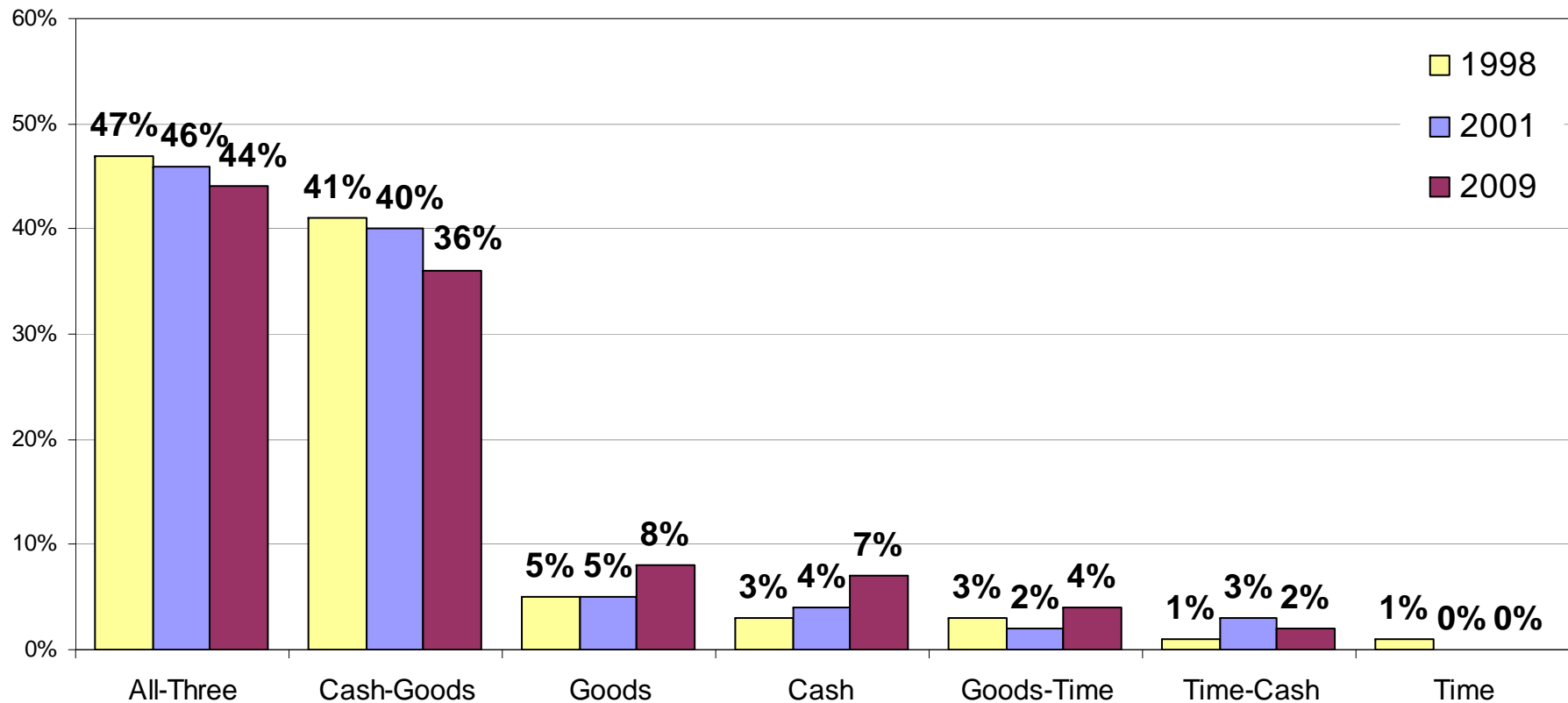
- 7% donated cash only;
- 8% donated goods only;
- 0% donated time only;
- 36% donated cash and goods;
- 4% donated goods and time;
- 2% donated cash and time; and
- 44% donated cash, goods, and time



Base: n=774 respondents who indicated that they made a charitable contribution

Although cash-goods-time (44%) and cash-goods (36%) remained the two most popular methods of giving among donors, it should be noted that both these proportions have moved on gradual downward trends over the course of the tracking. Over this same period, the proportion of donors indicating that they give either goods only (8%) or cash only (7%) have moved on gradual upward trends.

Figure 6: Methods of Giving (Tracking)



Base: n=774 respondents who indicated that they made a charitable contribution

As shown below in Figure 7, a large majority of tax-defined households in Hawaii (92%) made a charitable contribution in 2009. This proportion has been fairly consistent over the course of the tracking.

Average charitable donations among giving households in Hawaii in 2009 was \$1,467.

When compared to recent giving data for the U.S. Mainland*, a relatively greater proportion of Hawaii households give to charity. However, the average amount given in cash and goods per giving household has been significantly higher among households on the U.S. Mainland.

Figure 7: Hawaii vs. US Mainland

	U.S. Mainland			Hawaii		
	2000	2002	2004	1998	2001	2009
Percent of all households giving	67%	69%	70%	88%	92%	92%
Average annual amount among giving households	\$2,368	\$2,248	\$2,333	\$1,016	\$1,123	\$1,467

* Note: Figures for the U.S. Mainland from the Giving USA 2009 Annual Report on Philanthropy (p.50)

As shown below in Figure 8, those households that made some type of contribution to charity in 2009 gave an average of \$1,467 in cash and/or goods. Based on all households, both giving and non-giving, the average contribution dipped slightly to \$1,402.

Figure 8: Mean and Median Giving For Households

	Median	Mean
Contributing Households [92%]		
Number of organizations given to	4.0	4.5
Average contribution total	\$548	\$1,467
All Households		
Number of organizations given to	4.0	4.3
Average contribution total	\$500	\$1,402

Given the relatively large gap in between the 2009 survey and the previous measure which was conducted 8 years ago, some changes may be attributed to inflation. In this report, several charts tracking charitable donations in dollar amounts are also shown with 2009 figures adjusted for inflation using the Consumer Price Index.

Overall, based on adjusted 2009 figures, average annual amount given among giving households increased slightly from the previous measure. Considering the margin of error and the eight-year gap, however, levels of reported giving actually have remained flat.

Figure 9: Hawaii Households (2009 Adjusted By CPI)

	Hawaii		
	2001	2009	2009 (adjusted CPI)
Percent of all households giving	92%	92%	92%
Average annual amount among giving households	\$1,123	\$1,467	\$1,148*

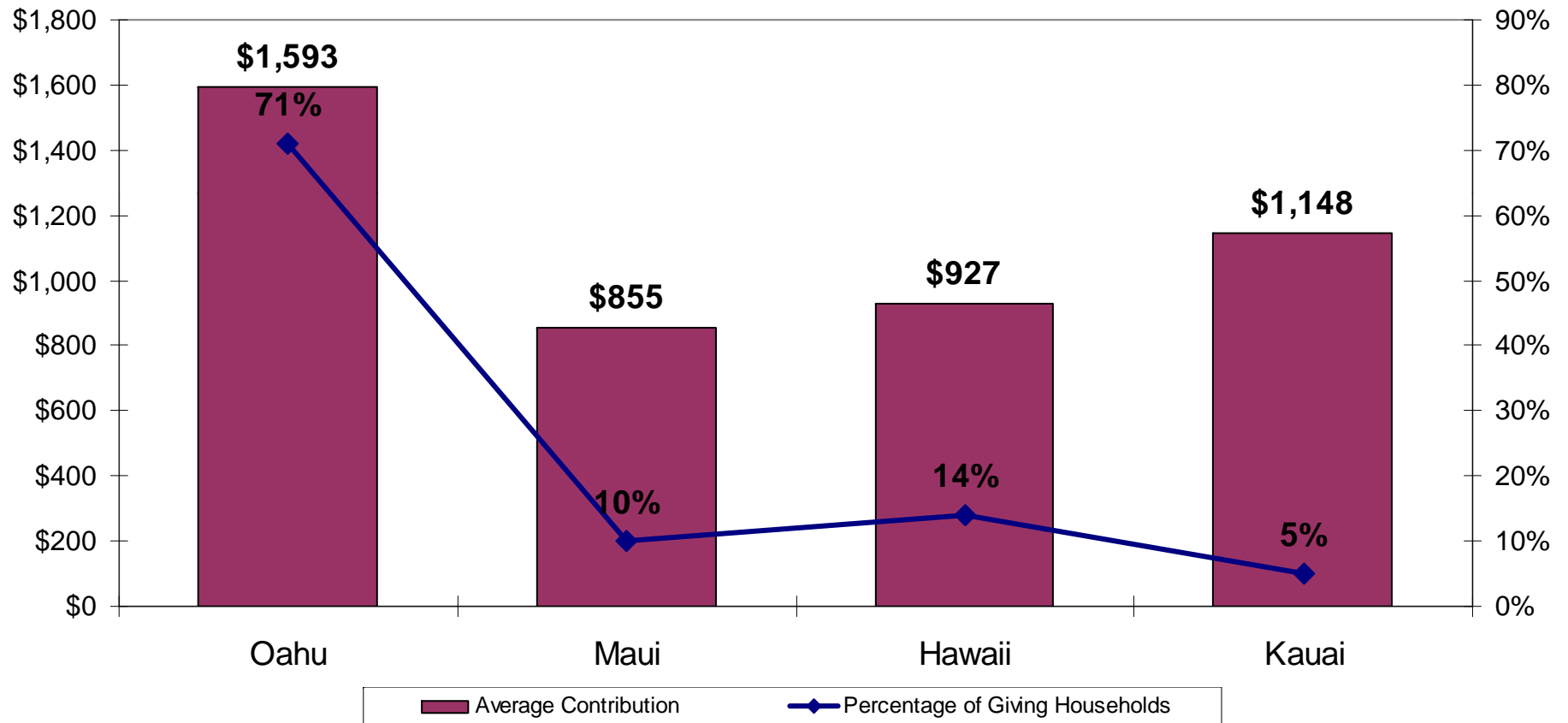
*Note: Adjusted by CPI (converted to 2001 \$US)

IDENTIFYING THOSE WHO GIVE

ISLAND

On average, Oahu residents (\$1,593) gave more to charity in 2009, far outdistancing Kauai (\$1,148), Hawaii (\$927) and Maui (\$855) residents.

Figure 10: Giving By Island (2009)



Base: n=808 Hawaii tax-defined households; Oahu (405); Maui (132); Hawaii (184); Kauai (73)

Note: "Maui" includes only Maui (Lanai and Molokai residents were excluded for this figure)

Average giving has increased among Oahu, Big Island, and Kauai residents since the previous tracking, although average giving has declined noticeably among Maui residents.

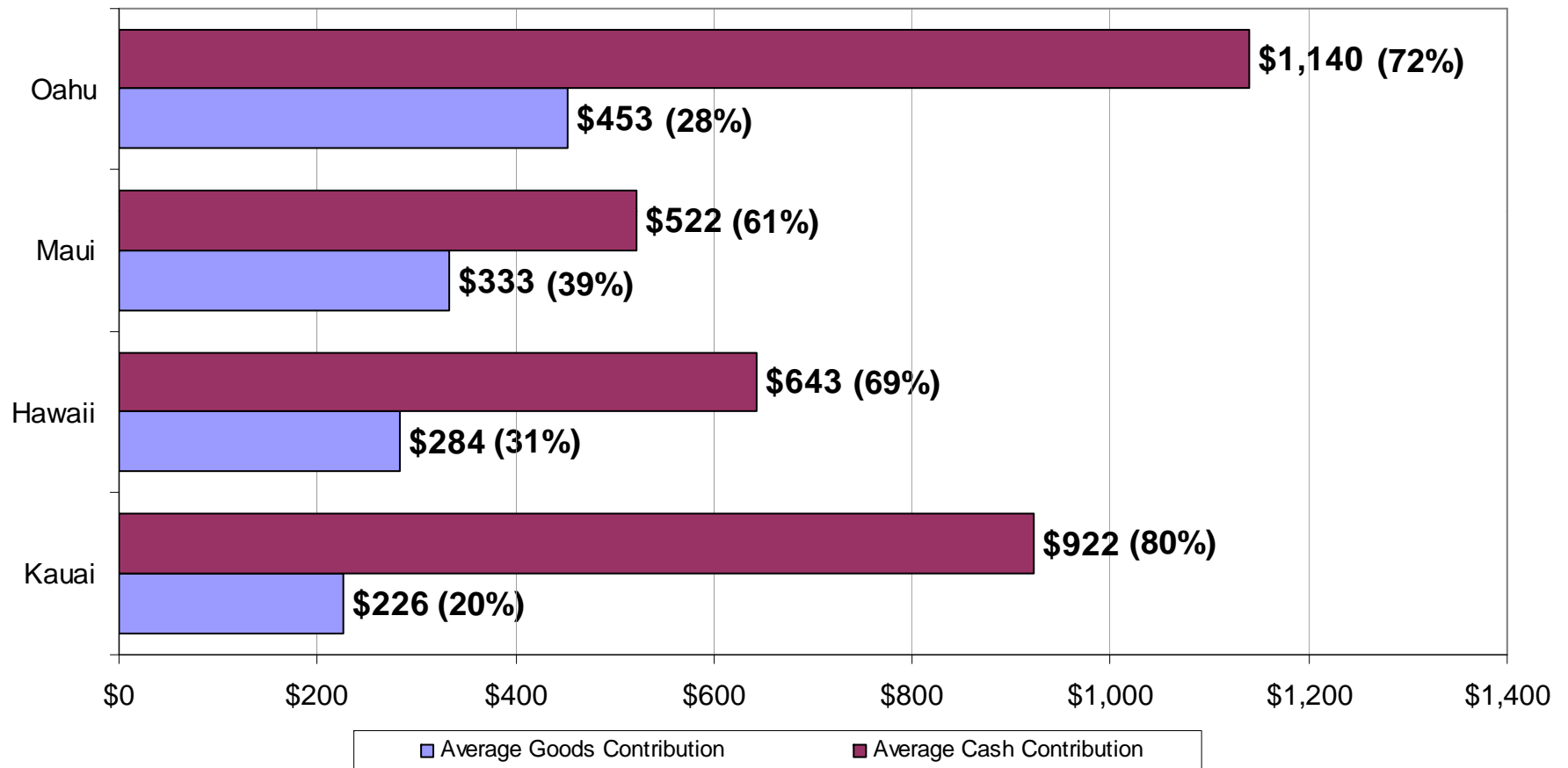
Figure 11: Giving By Island (Tracking)



Base: n=808 Hawaii tax-defined households; Oahu (405); Maui (132); Hawaii (184); Kauai (73)
Note: "Maui" includes only Maui (Lanai and Molokai residents were excluded for this figure)
1998 data was not provided in the 2001 report.

Kauai residents and Oahu residents tended to skew more heavily toward cash donations than goods donations. In comparison, Maui residents tended to give a larger proportion of goods versus residents on other islands.

Figure 12: Giving Cash vs. Goods By Island (2009)



Base: n=808 Hawaii tax-defined households; Oahu (405); Maui (132); Hawaii (184); Kauai (73)

Note: "Maui" includes only Maui (Lanai and Molokai residents were excluded for this figure)

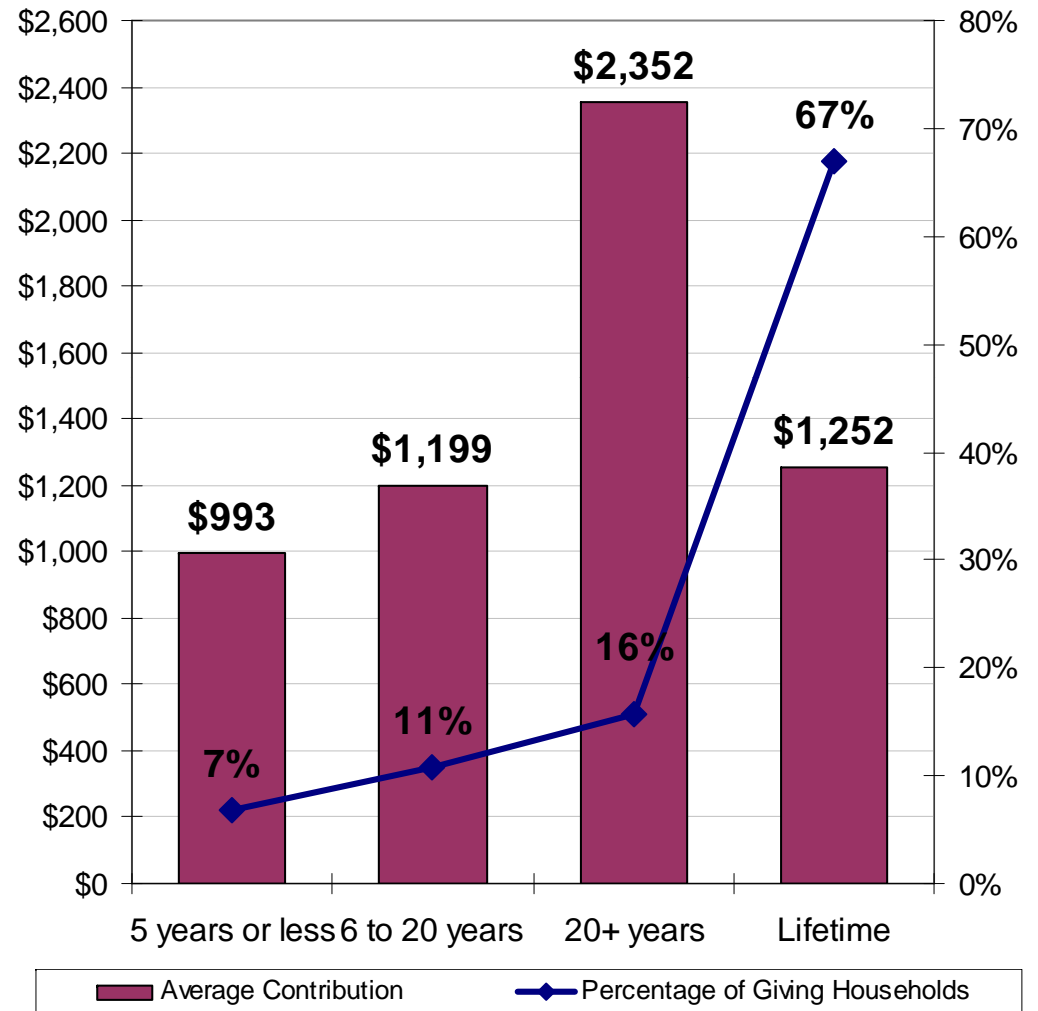
LENGTH OF RESIDENCY

Long-time residents of Hawaii, but not lifetime residents, were the highest volume givers in 2009. Households that have been in Hawaii for 20+ years gave an average of \$2,352 to charity in the past year, practically twice as much as lifetime residents (\$1,252) and those residing in Hawaii for between 6 and 20 years (\$1,199). Newer residents of 5 years or less (\$993) gave the least to charity in the past year.



**RENUMBER ALL FROM
HERE FORWARD**

Figure 12: Giving By Length of Residency (2009)

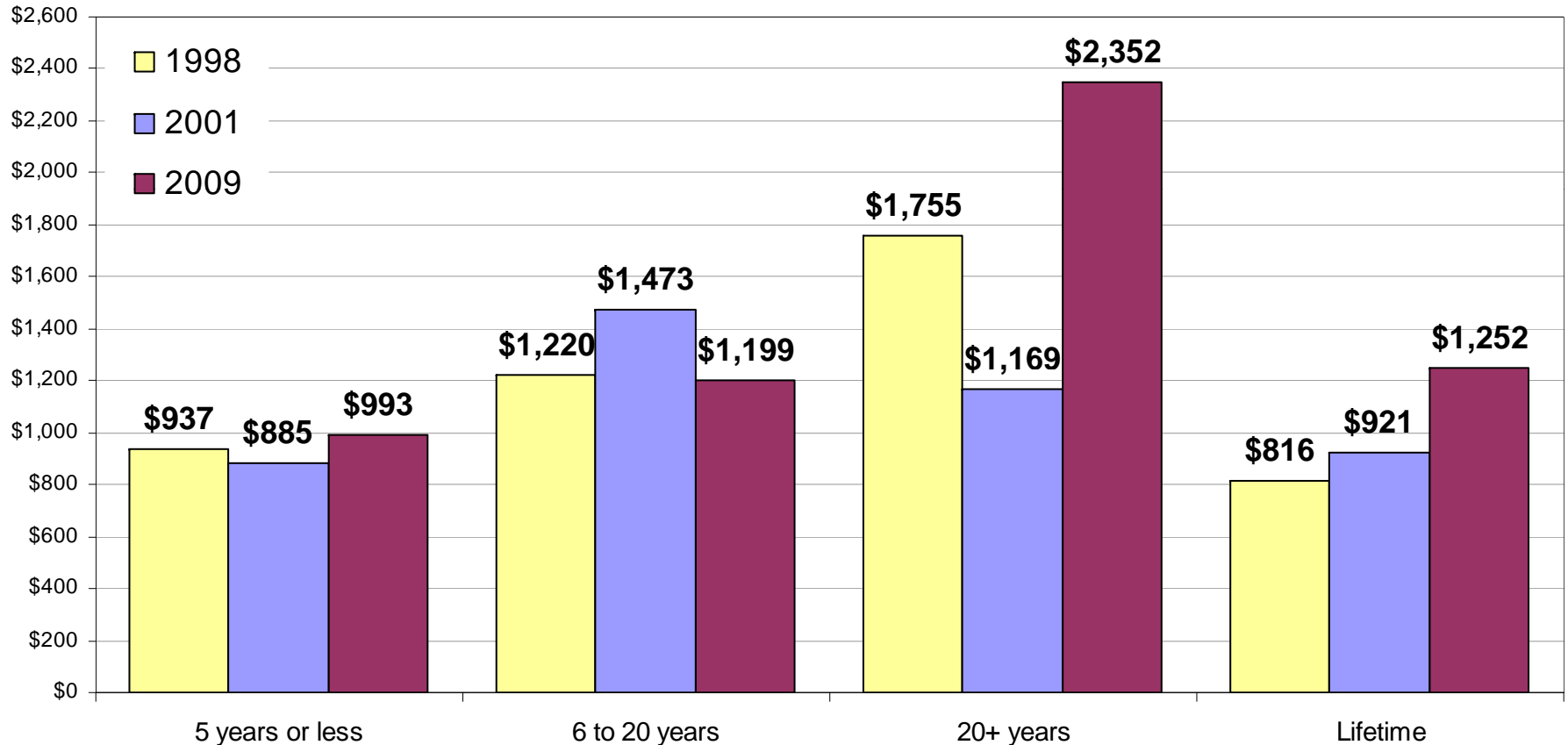


Base: 5 years or less (54); 6 to 20 years (86); 20+ years (126); Lifetime (538)

Note: Those who refused to specify their length of residency were removed.

There has been a gradual upward trend in the average amount given by lifetime Hawaii residents over the course of the tracking, while giving has been relatively steady among newer residents to the Islands. There has been greater fluctuation over time among moderate and long-time residents, most notably the latter segment.

Figure 13: Giving By Length of Residency (Tracking)

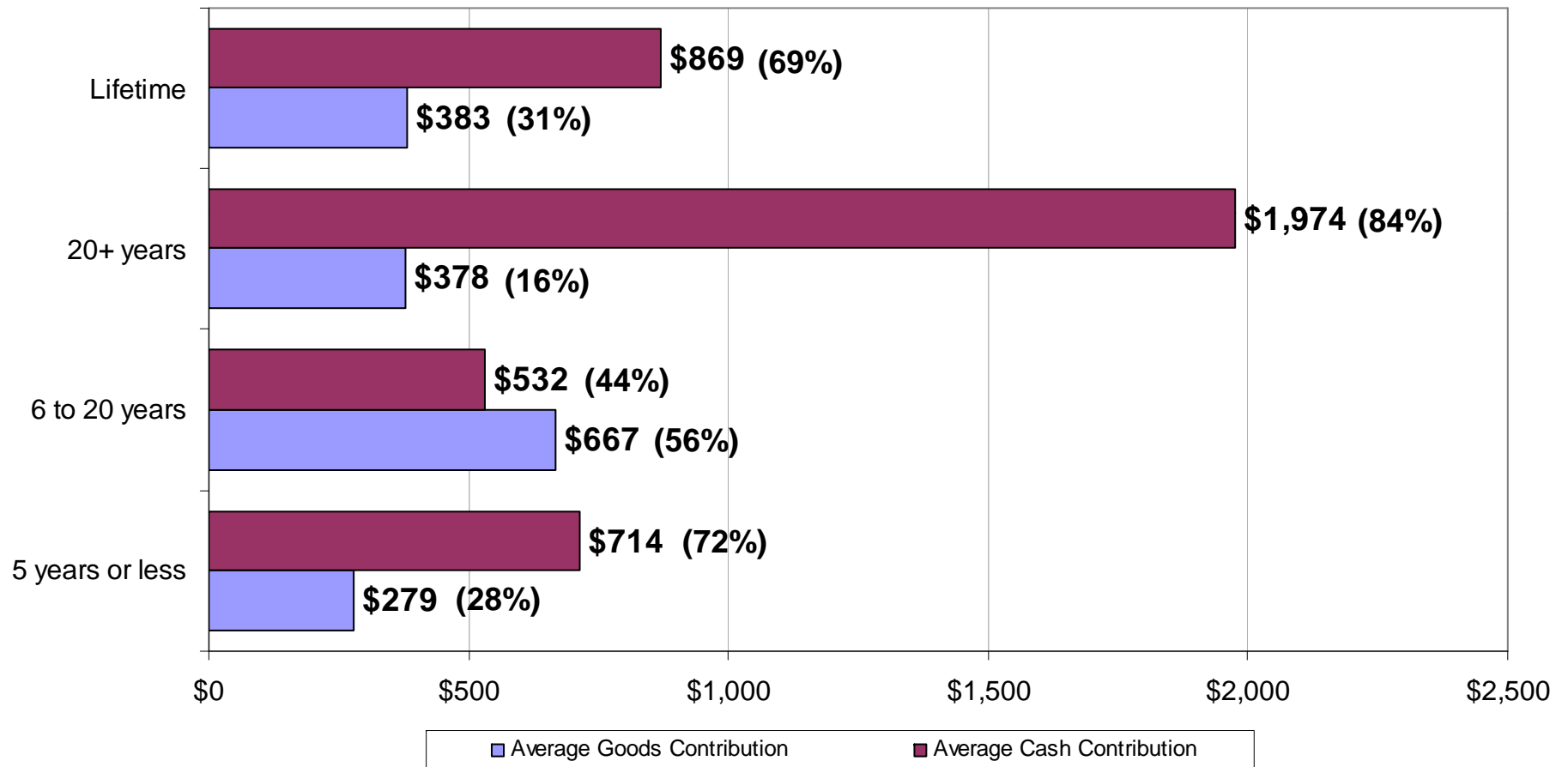


Base: 5 years or less (54); 6 to 20 years (86); 20+ years (126); Lifetime (538)

Note: Those who refused to specify their length of residency were removed.

Those who have lived here between 6 to 20 years donated more in goods than in cash to various charities. In contrast, long-time residents of 20+ years (but not lifetime residents) were far more likely than other segments to donate cash instead of goods.

Figure 14: Giving Cash vs. Goods By Length of Residency (2009)



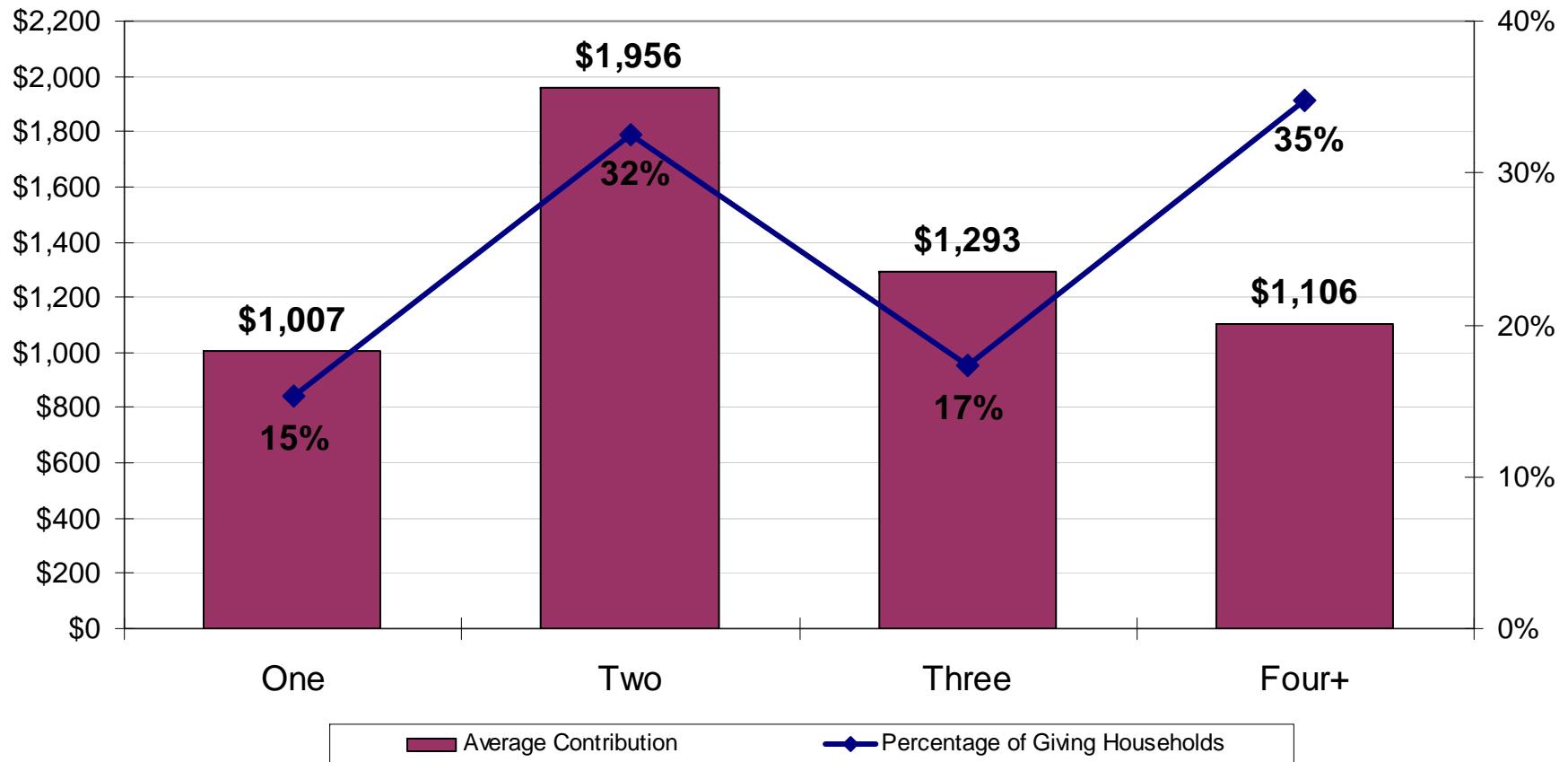
Base: 5 years or less (54); 6 to 20 years (86); 20+ years (126); Lifetime (538)

Note: Those who refused to specify their length of residency were removed.

HOUSEHOLD SIZE

On average, two-person households (\$1,956) gave the most to charity in 2009, far outdistancing average contributions reported for three-person (\$1,293), four+ person (\$1,106), or single-person (\$1,007) households.

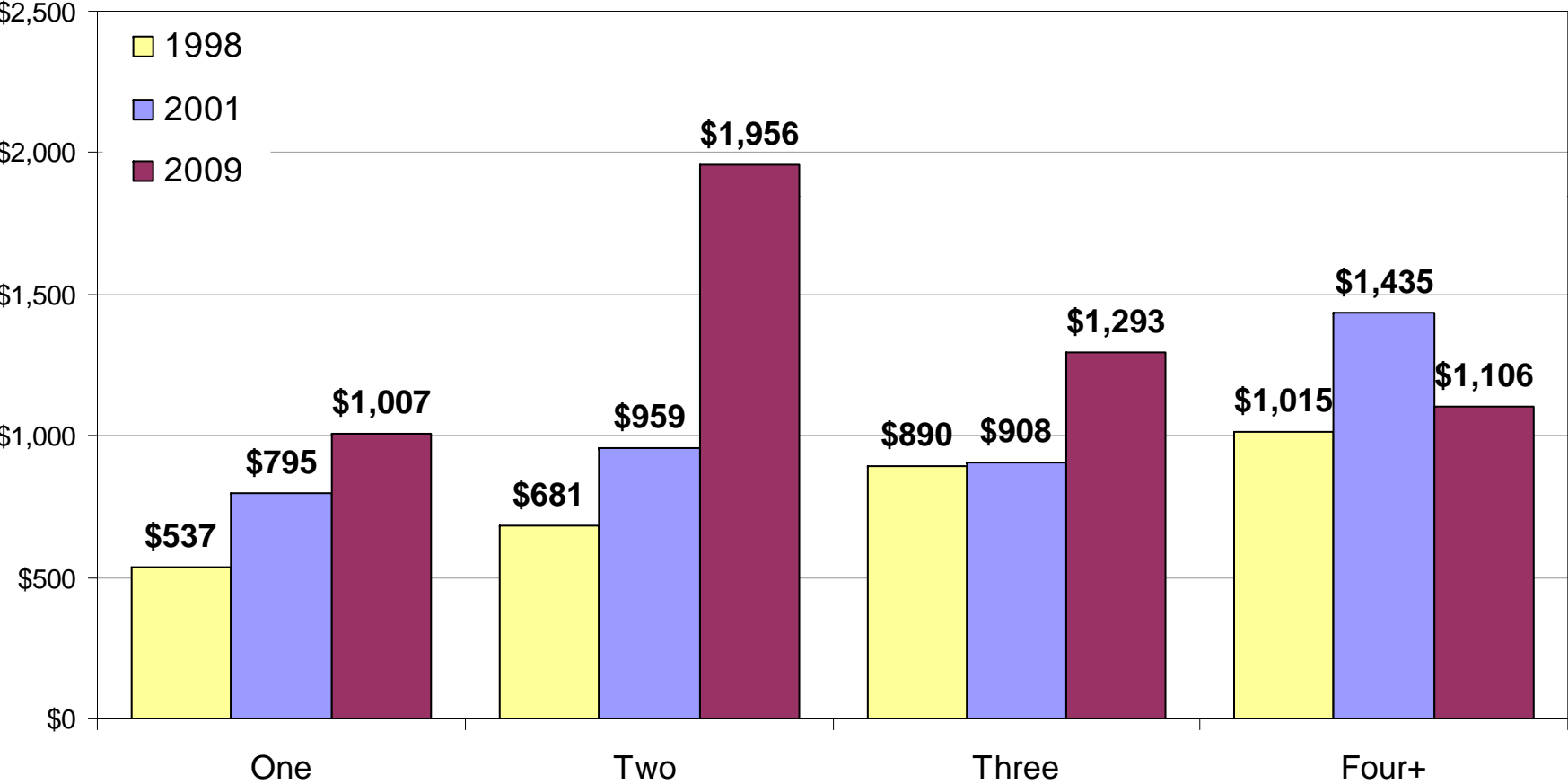
Figure 15: Giving By Household Size (2009)



Base: n=808 Hawaii tax-defined households; One person households (124); Two (262); Three (140); Four+ (281)

There have been noticeable increases in giving among two-person and three-person households since the previous measure in 2001. There has also been an upward trend in giving for single-person households over the course of the tracking. In contrast, average amount of charitable giving declined among larger households since the prior measure.

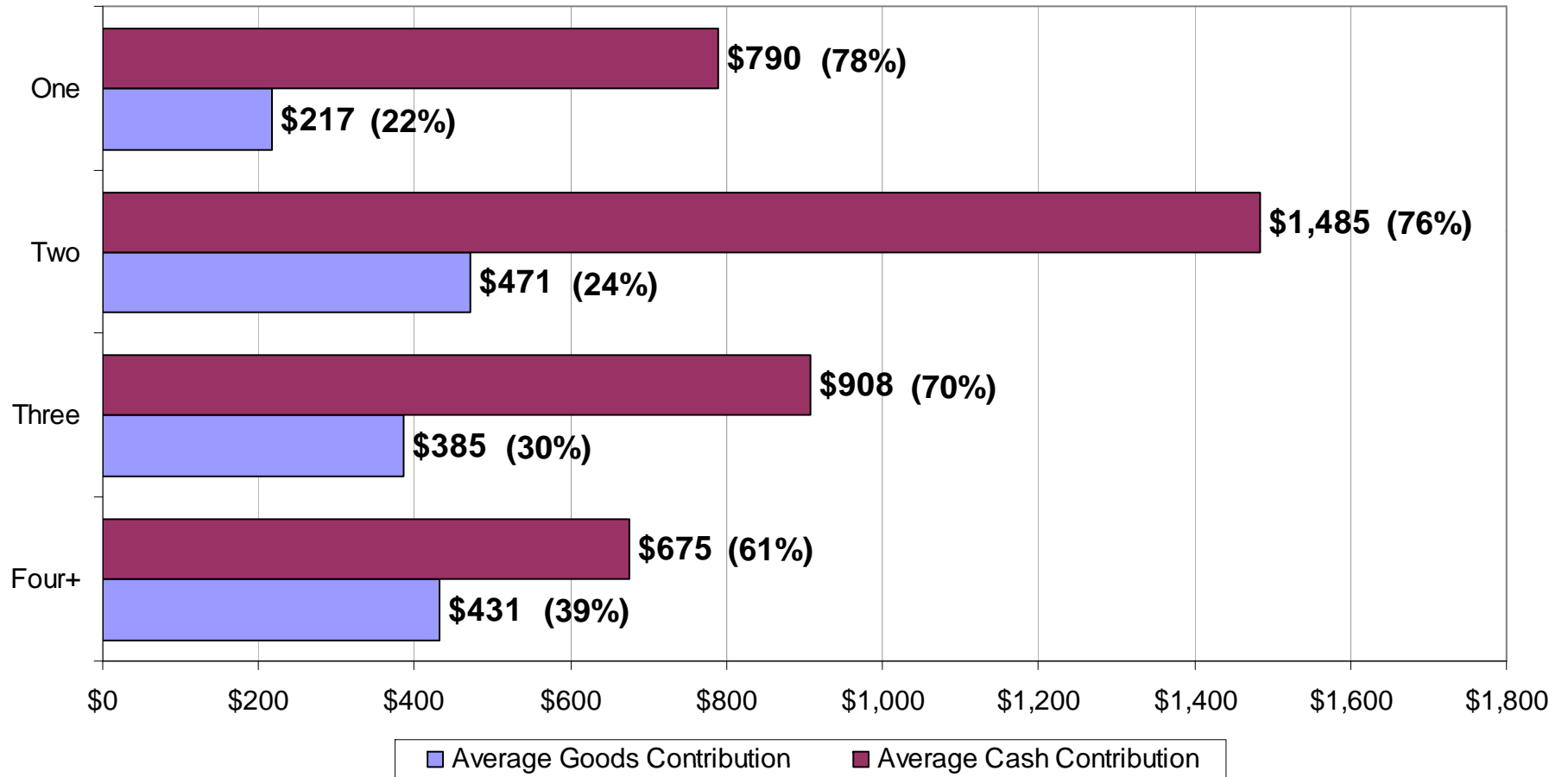
Figure 16: Giving By Household Size (Tracking)



Base: n=808 Hawaii tax-defined households; One person households (124); Two (262); Three (140); Four+ (281)

The proportion of goods donated to charity --- relative to the total amount of goods and cash donated --- increases with household size.

Figure 17: Giving Cash vs. Goods By Household Size (2009)

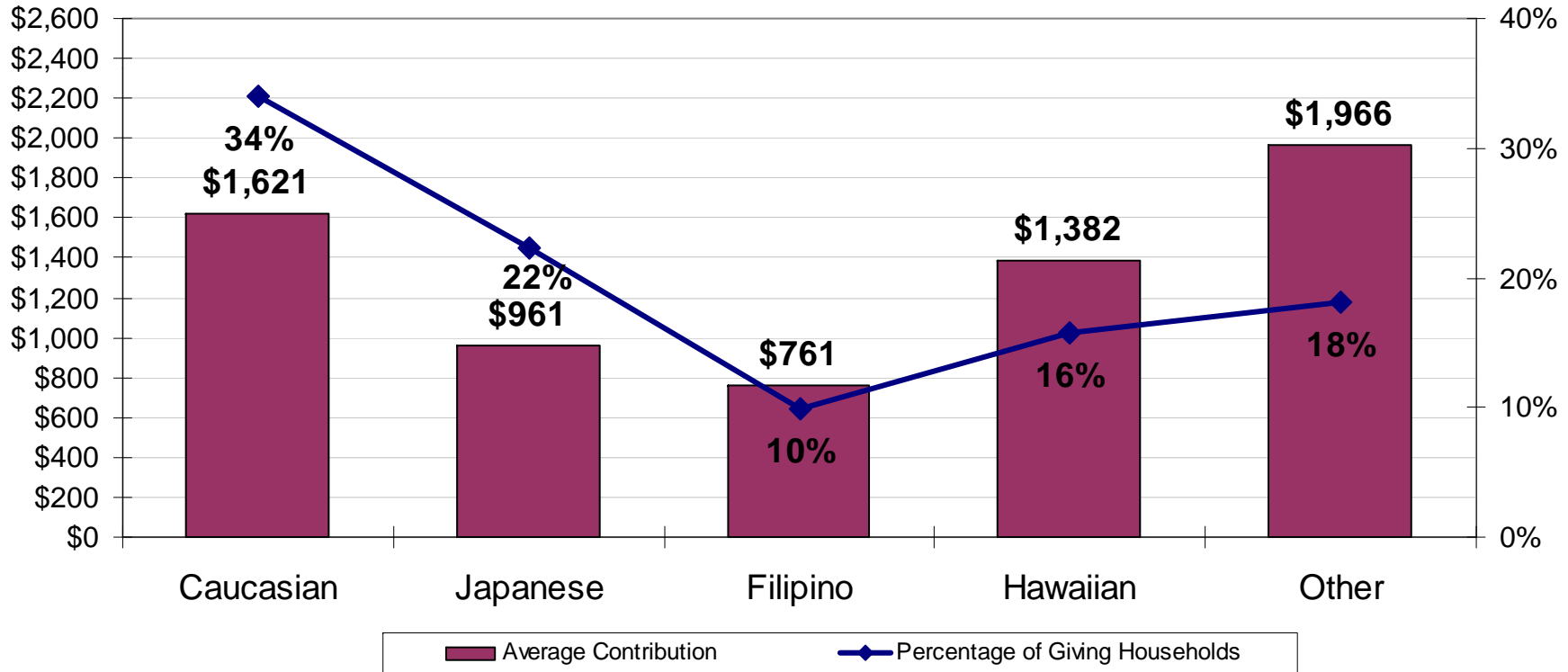


Base: n=808 Hawaii tax-defined households; One person households (124); Two (262); Three (140); Four+ (281)

ETHNICITY

Caucasian heads of household (\$1,621) gave the most to charity, followed by Hawaiian heads (\$1,382). Filipino household heads tended to give the least to charity (\$761). It should be noted that those heads classified outside the four larger ethnic segments gave the most, on average, to charity in the past year --- driven primarily by Chinese (\$2,540) and Mixed (\$1,679) heads of household. [Note: Further detail is shown in Figure 68.]

Figure 18: Giving By Ethnicity (2009)

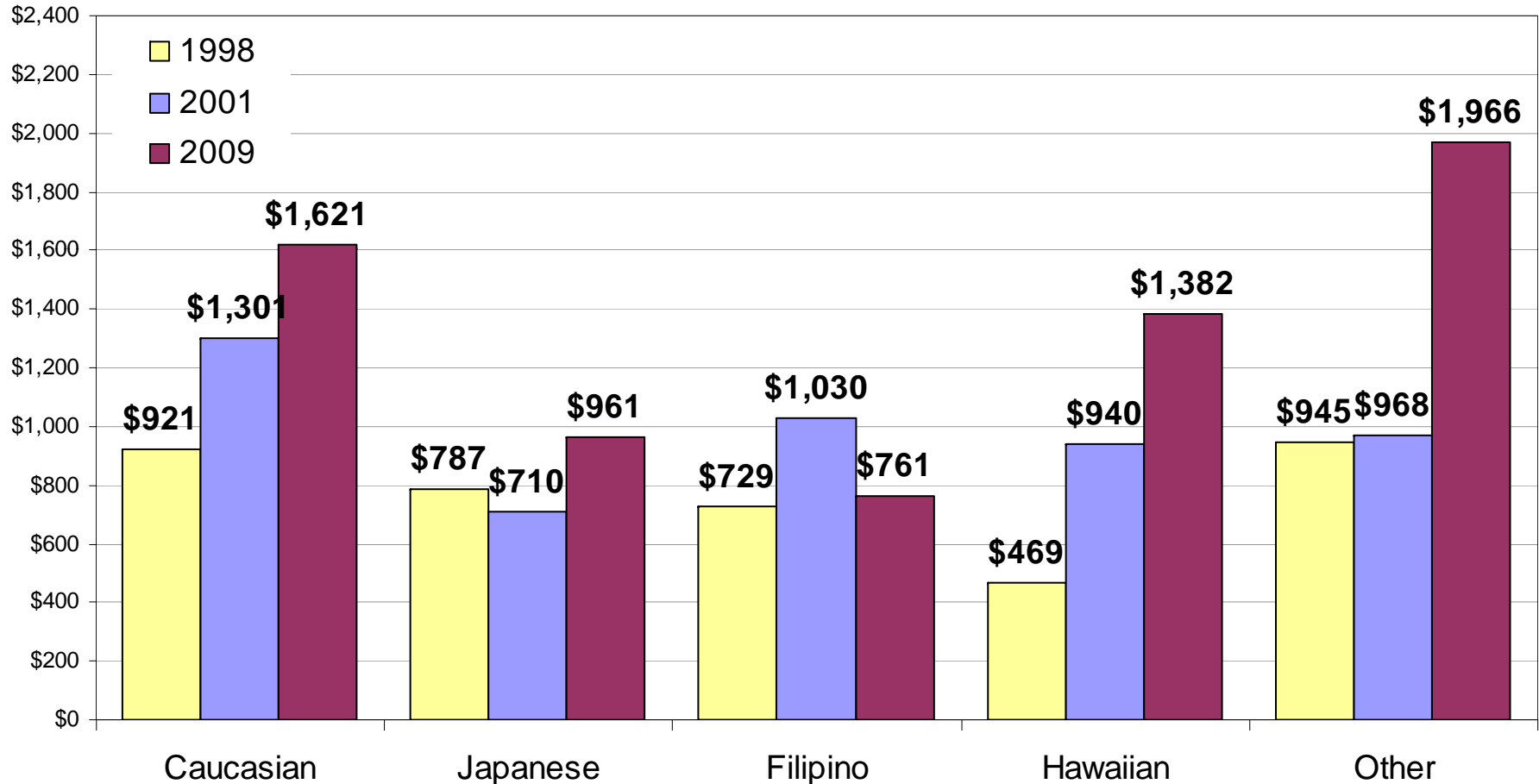


Base: Caucasian (270); Japanese (177); Filipino (79); Hawaiian (125); Other (144)

Note: Those who refused to specify their ethnicity were removed.

Since the previous measure in 2001, there have been increases in giving across all households except those headed by Filipinos.

Figure 19: Giving By Ethnicity (Tracking)

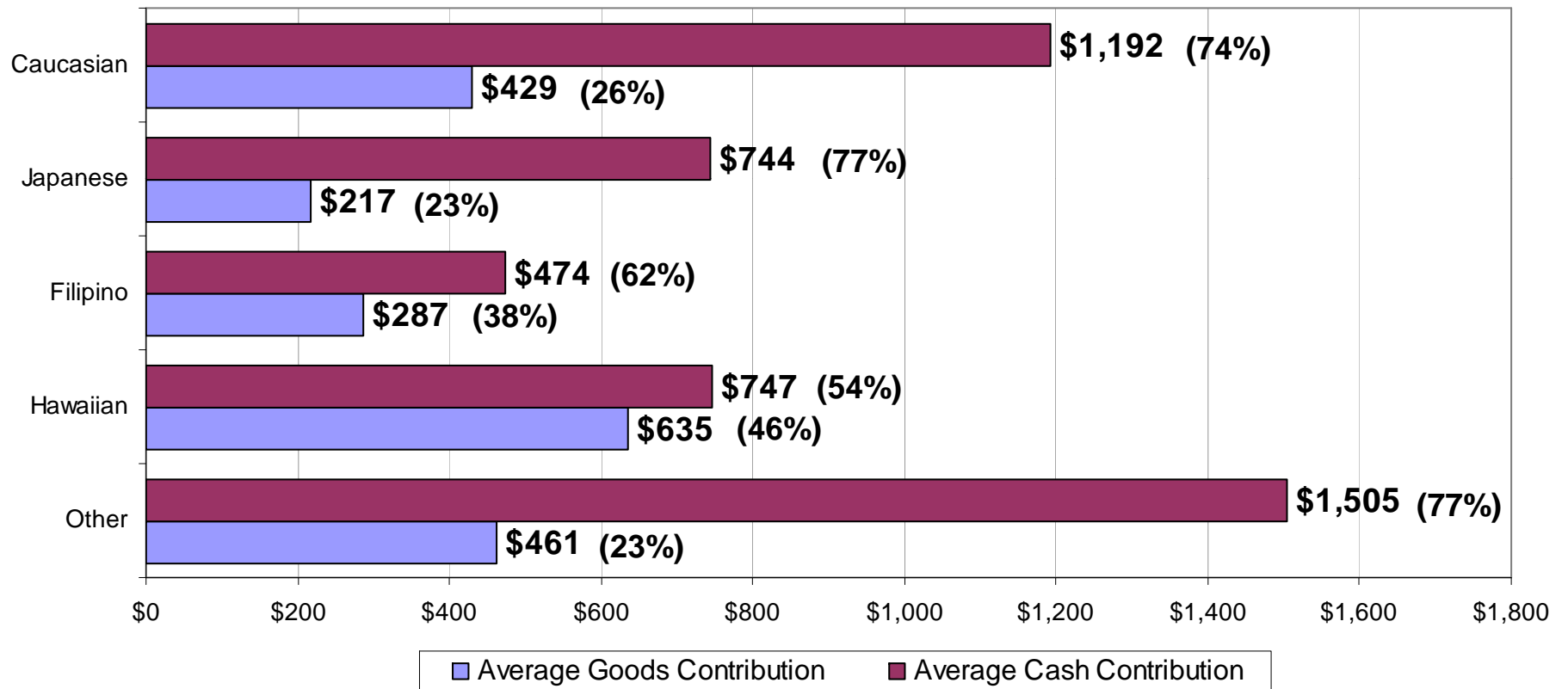


Base: Caucasian (270); Japanese (177); Filipino (79); Hawaiian (125); Other (144)

Note: Those who refused to specify their ethnicity were removed.

The proportion of goods donated to charity --- relative to the total amount of goods and cash donated --- was relatively higher among households headed by Hawaiians and Filipinos.

Figure 20: Giving Cash vs. Goods By Ethnicity (2009)



Base: Caucasian (270); Japanese (177); Filipino (79); Hawaiian (125); Other (144)

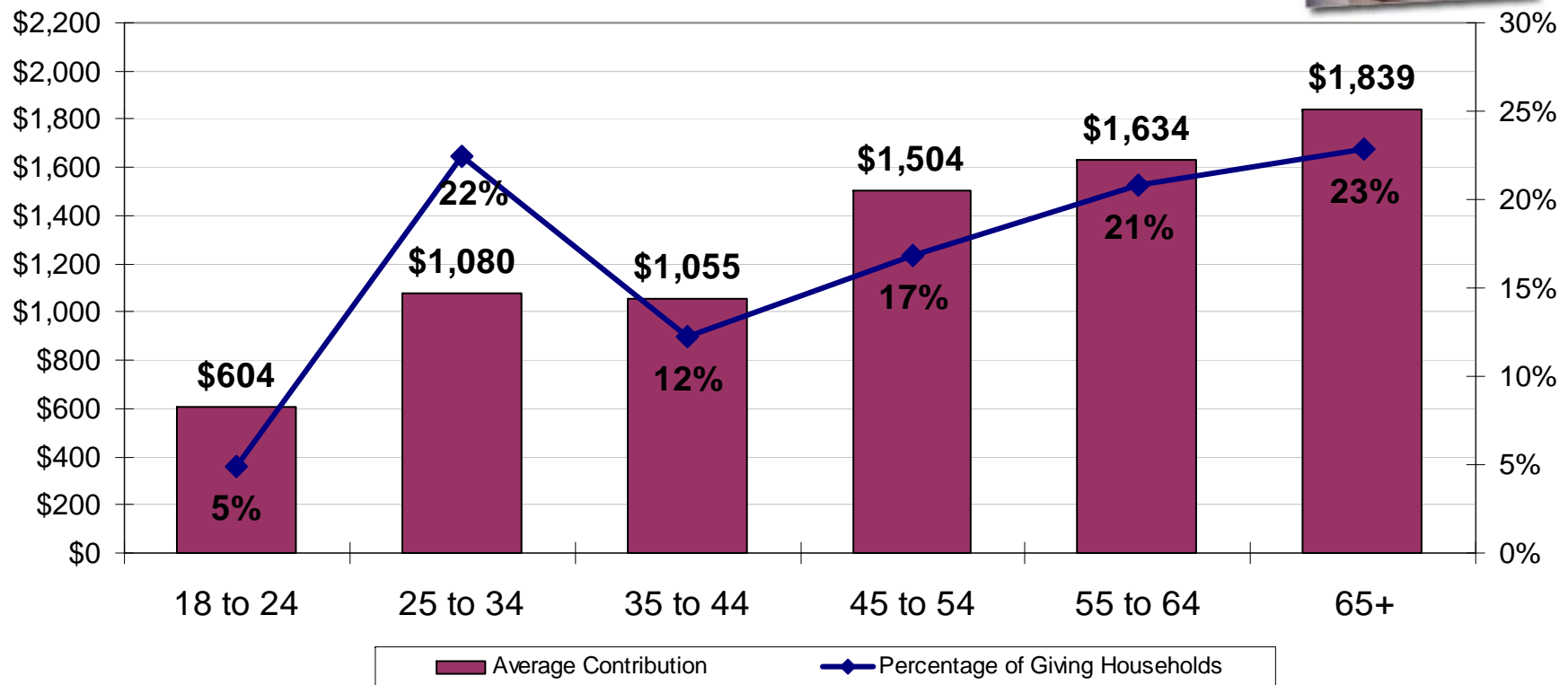
Note: Those who refused to specify their ethnicity were removed.

AGE

For the most part, contributions to charity increase directly with age. Respondents 65+ years of age indicated that they donated an average of \$1,839 to charity over the past year, while those between the ages of 18 to 24 years reportedly gave an average of \$604.



Figure 21: Giving By Age (2009)

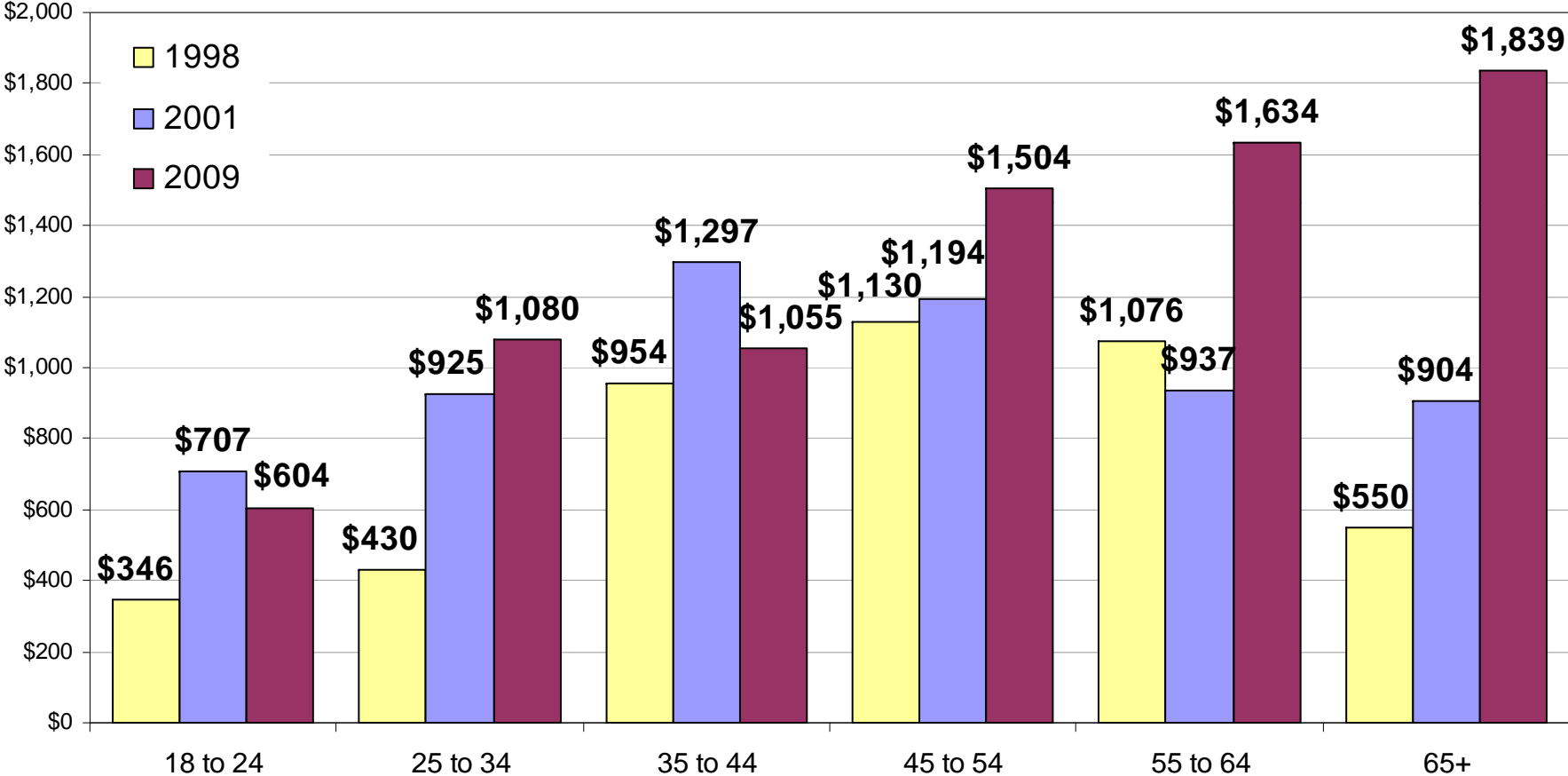


Base: 18 to 24 (39); 25 to 34 (179); 35 to 44 (98); 45 to 54 (134); 55 to 64 (166); 65+ (182)

Note: Those who refused to specify their age were removed.

Since the previous measure, charitable giving has increased dramatically across the three oldest segments --- 45 to 54 year olds, 55 to 64 year olds, and those 65+ years of age. In contrast, charitable giving declined among those between 18 to 24 years of age and those between 35 to 44 years of age.

Figure 22: Giving By Age (Tracking)

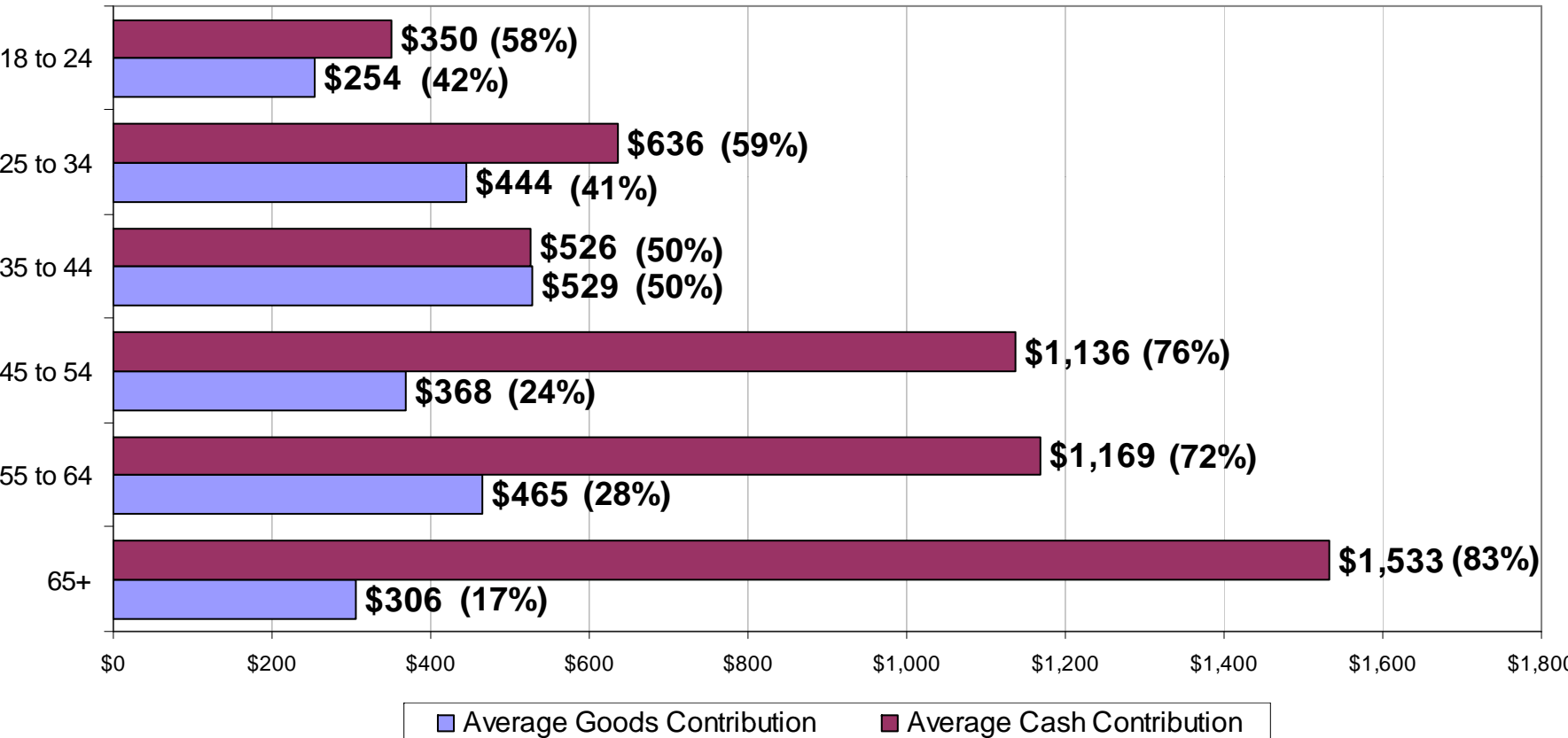


Base: 18 to 24 (39); 25 to 34 (179); 35 to 44 (98); 45 to 54 (134); 55 to 64 (166); 65+ (182)

Note: Those who refused to specify their age were removed.

The proportion of goods donated to charity --- relative to the total amount of goods and cash donated --- was comparatively higher among those between 35 to 44 years, between 25 to 34 years, and between 18 to 24 years, as compared to those in the three oldest segments who tended to give cash.

Figure 23: Giving Cash vs. Goods By Age (2009)



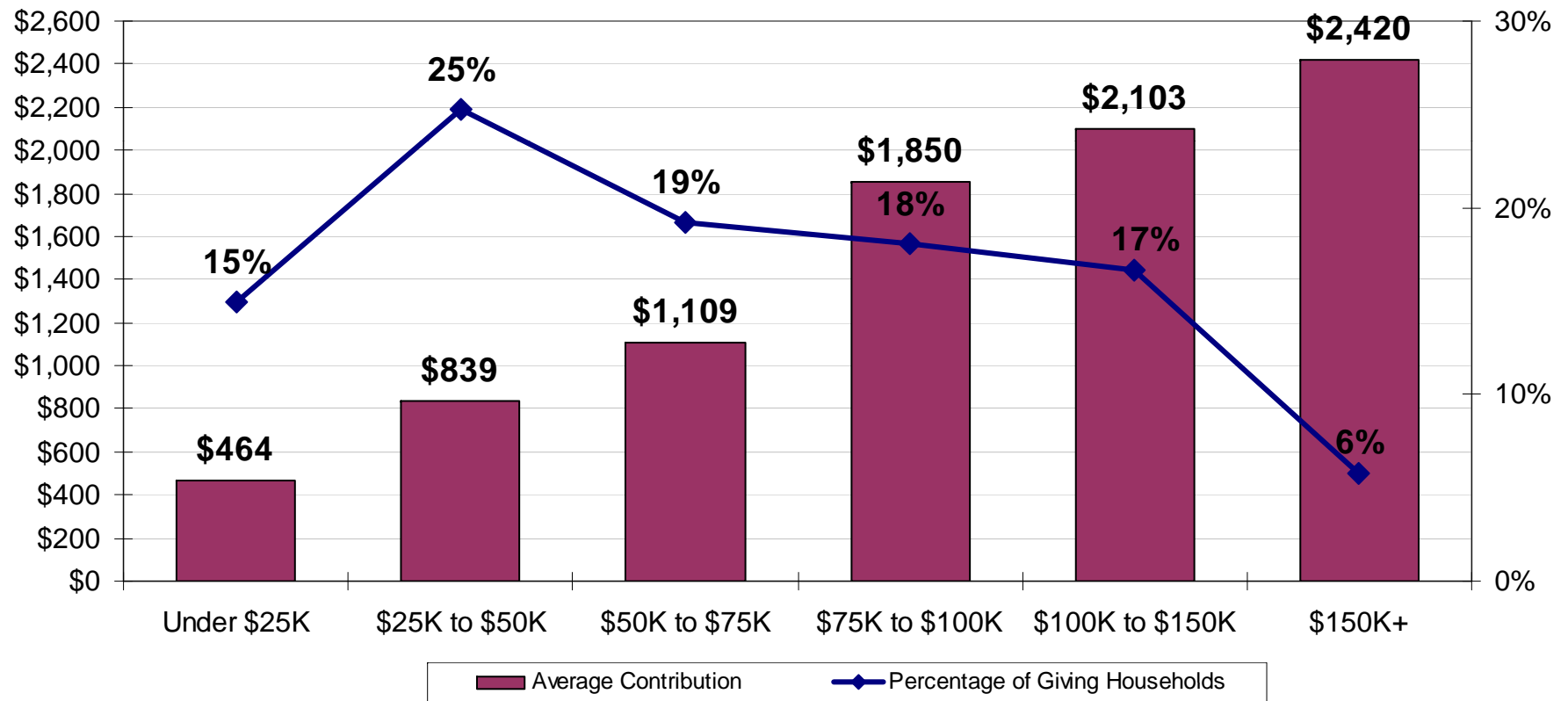
Base: 18 to 24 (39); 25 to 34 (179); 35 to 44 (98); 45 to 54 (134); 55 to 64 (166); 65+ (182)

Note: Those who refused to specify their age were removed.

HOUSEHOLD INCOME

Not surprisingly, average charitable contributions increases along with annual household income. Those from households with reported annual income of \$150,000+ donated more than two times as much as those from households reporting annual income between \$50,000 to \$75,000 and more than five times as much as those from households under \$25,000.

Figure 24: Giving By Household Income (2009)

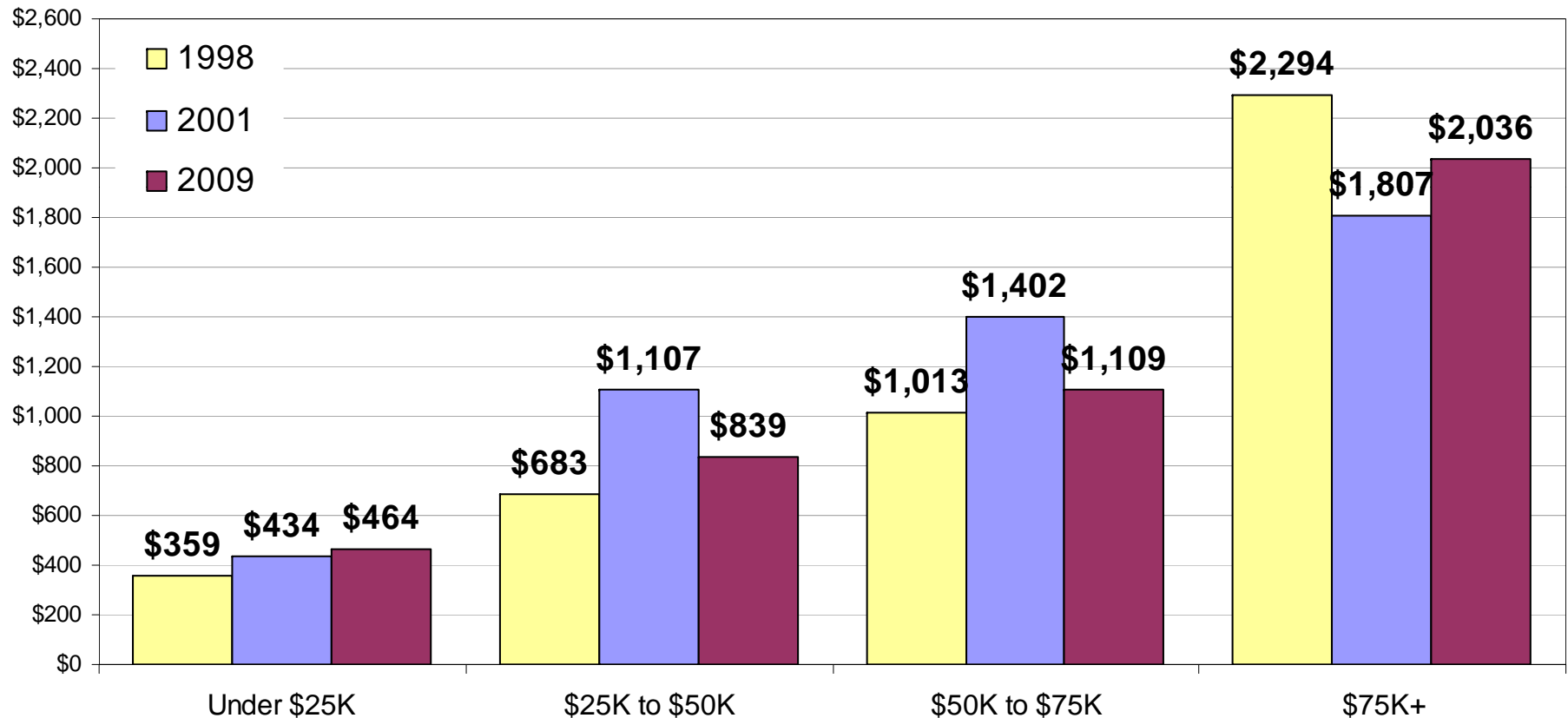


Base: Under \$25,000 (104); \$25,000 to \$50,000 (176); \$50,000 to \$75,000 (134); \$75,000+ (126); \$100,000+ (116); \$150,000+ (40)

Note: Those who refused to specify their household income were removed.

Charitable giving has increased among upper-income households of \$75,000+ since the previous measure, and has moved on a gradual upward trend among those from lower-income households of under \$25,000. In comparison, charitable giving declined among those with mid-range annual income between \$25,000 and \$75,000.

Figure 25: Giving By Household Income (Tracking)

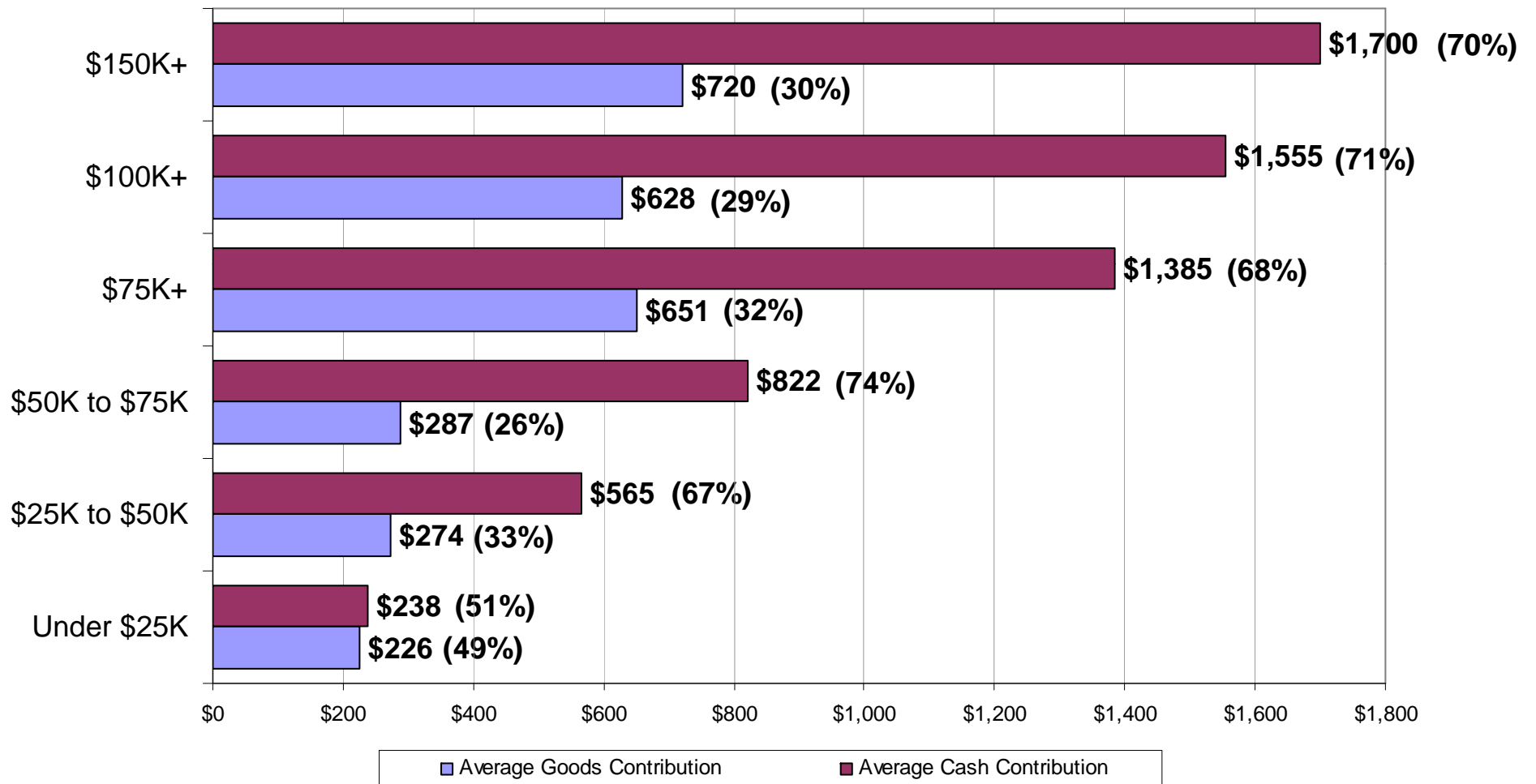


Base: Under \$25,000 (104); \$25,000 to \$50,000 (176); \$50,000 to \$75,000 (134); \$75,000+ (282)

Note: Those who refused to specify their household income were removed.

The proportion of goods donated to charity --- relative to the total amount of goods and cash donated --- was higher among lower-income households of under \$25,000.

Figure 26: Giving Cash vs. Goods By Household Income (2009)



Base: Under \$25,000 (104); \$25,000 to \$50,000 (176); \$50,000 to \$75,000 (134); \$75,000+ (282); \$100,000+ (156); \$150,000+ (40)

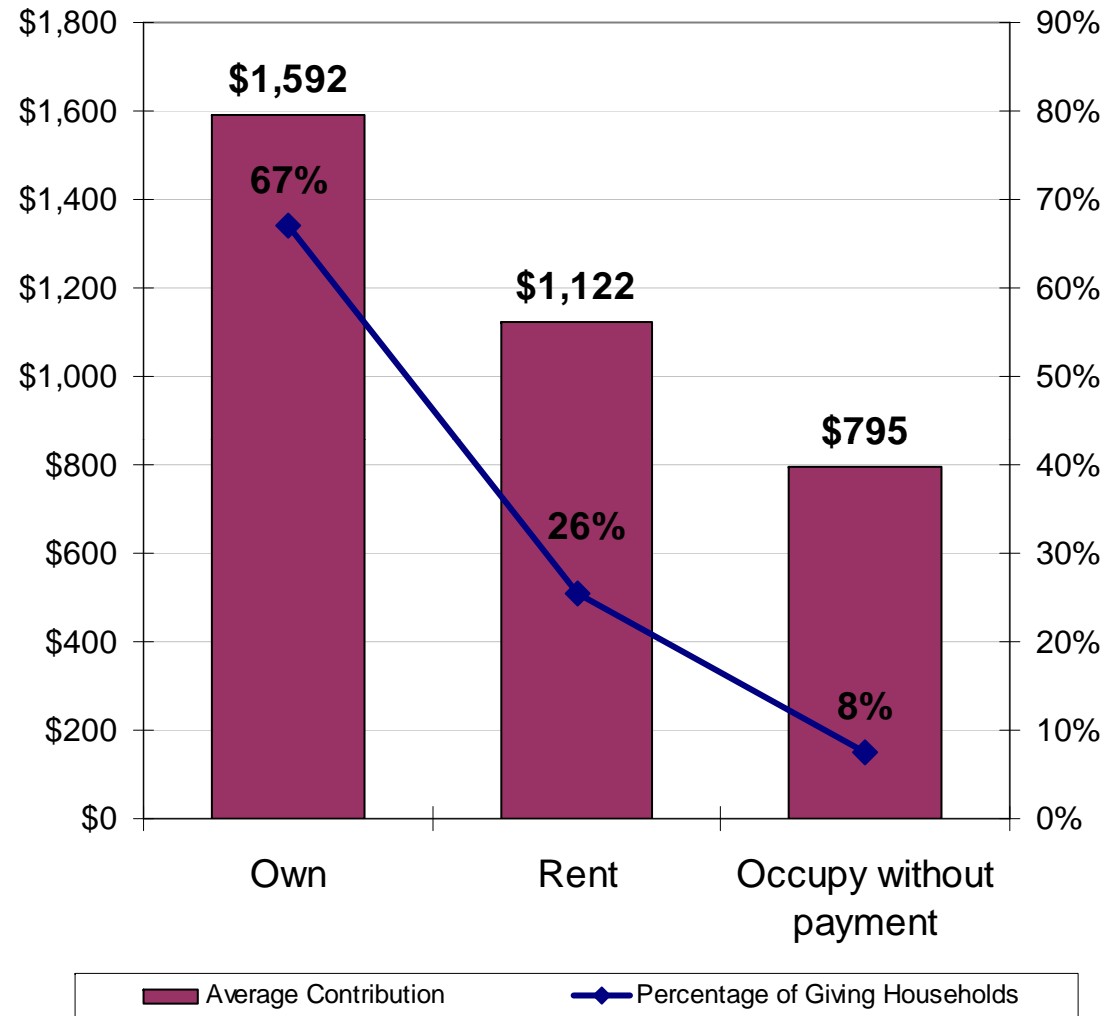
Note: Those who refused to specify their household income were removed.



HOME OWNERSHIP

Those who own their primary residence (\$1,592) contributed more to charity than did those who rent (\$1,122) and twice as much as those who occupy the home they live in without payment (\$795).

Figure 27: Giving By Home Ownership (2009)



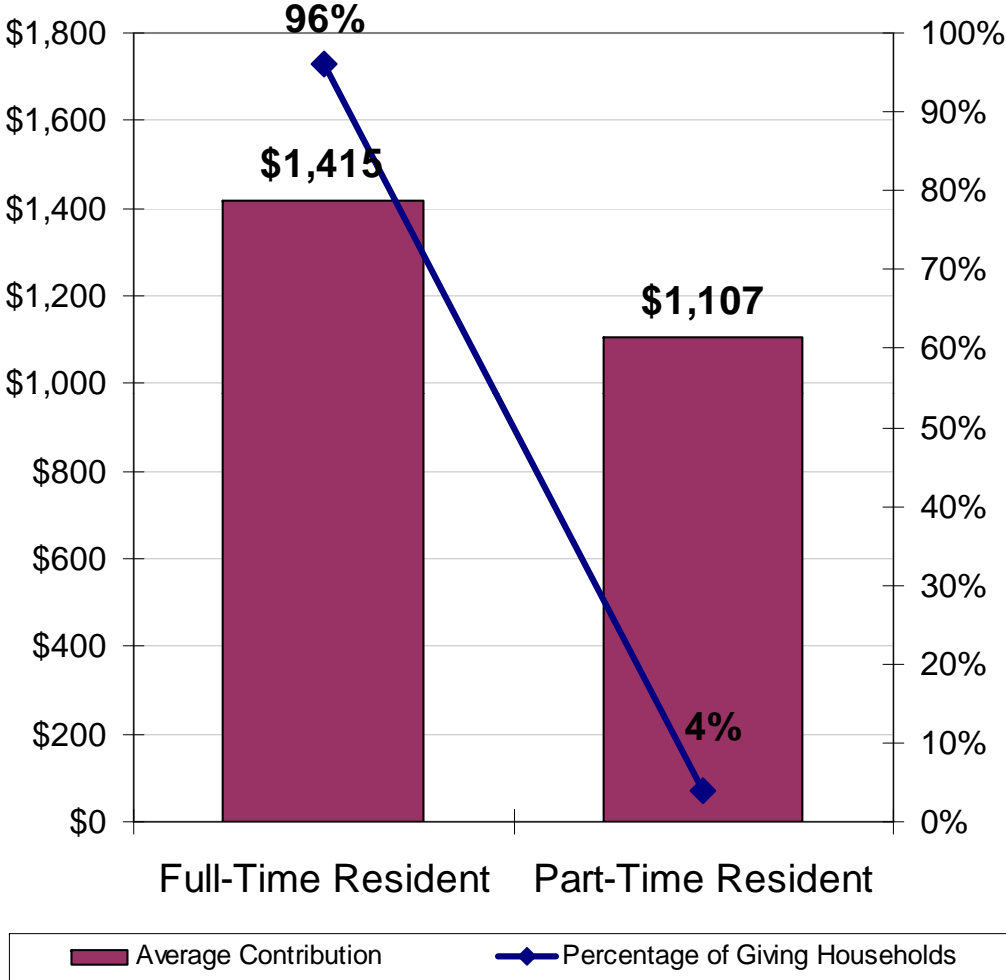
Base: Own home (533); Rent home (203); Occupy without payment (60)

Note: Those who did not specify home ownership status were removed.

Figure 28: Giving By Resident Status (2009)

FULL-TIME/PART-TIME RESIDENT

As expected, full-time residents (\$1,415) gave more to charities than did part-time residents (\$1,107) who live outside of Hawaii for more than 100 days per year.



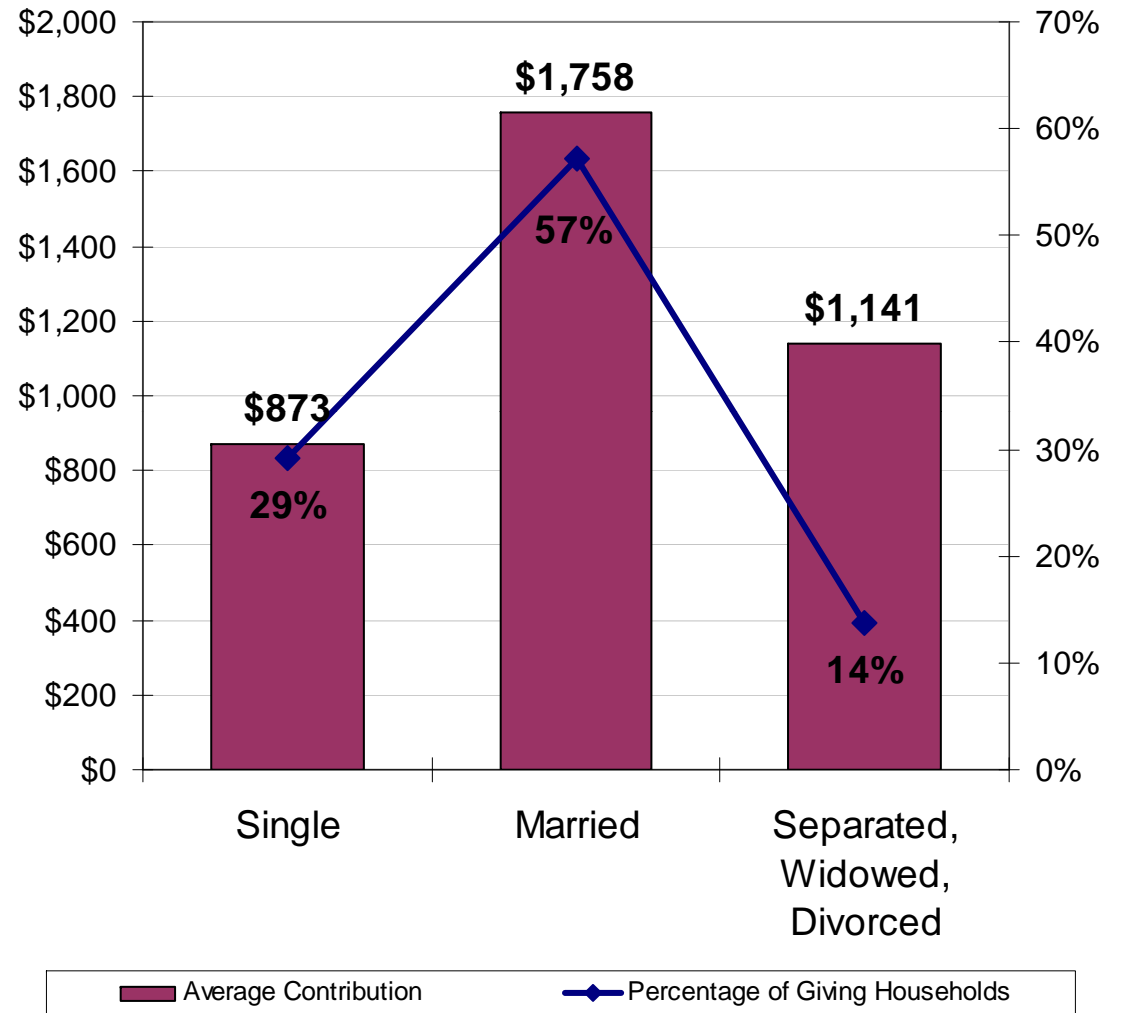
Base: Full-time resident (771); Part-time resident (34)
 Note: Those who did not specify residency status were removed.

MARITAL STATUS

Married respondents (\$1,758) reportedly gave the most to charity in 2009, followed by those who are divorced, widowed, or separated (\$1,141) and those who are single (\$873).



Figure 29: Giving By Marital Status (2009)



Base: Single (232); Married (455); Divorced/Widowed/Separated (109)

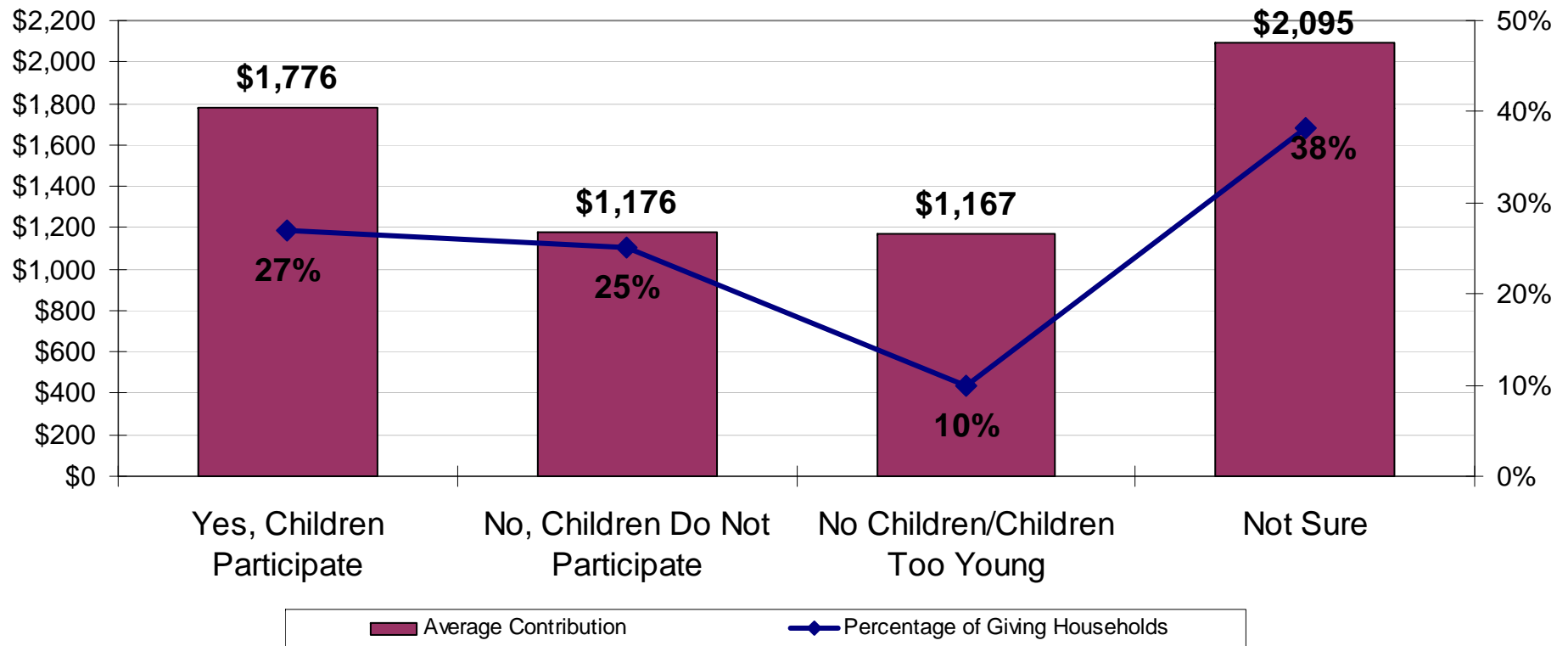
Note: Those who did not report their marital status were removed.

CONTRIBUTIONS FROM CHILDREN

As seen in Figure 30 below, households with children who participate in charitable giving (\$1,776) tend to give more to charity on average than do households with children who do not participate in charitable giving (\$1,176).



Figure 30: Contributions From Children (2009)



Base: Kids in HH who give (208); Kids in HH do not give (193); Not sure (76); No kids/Kids too young (294)

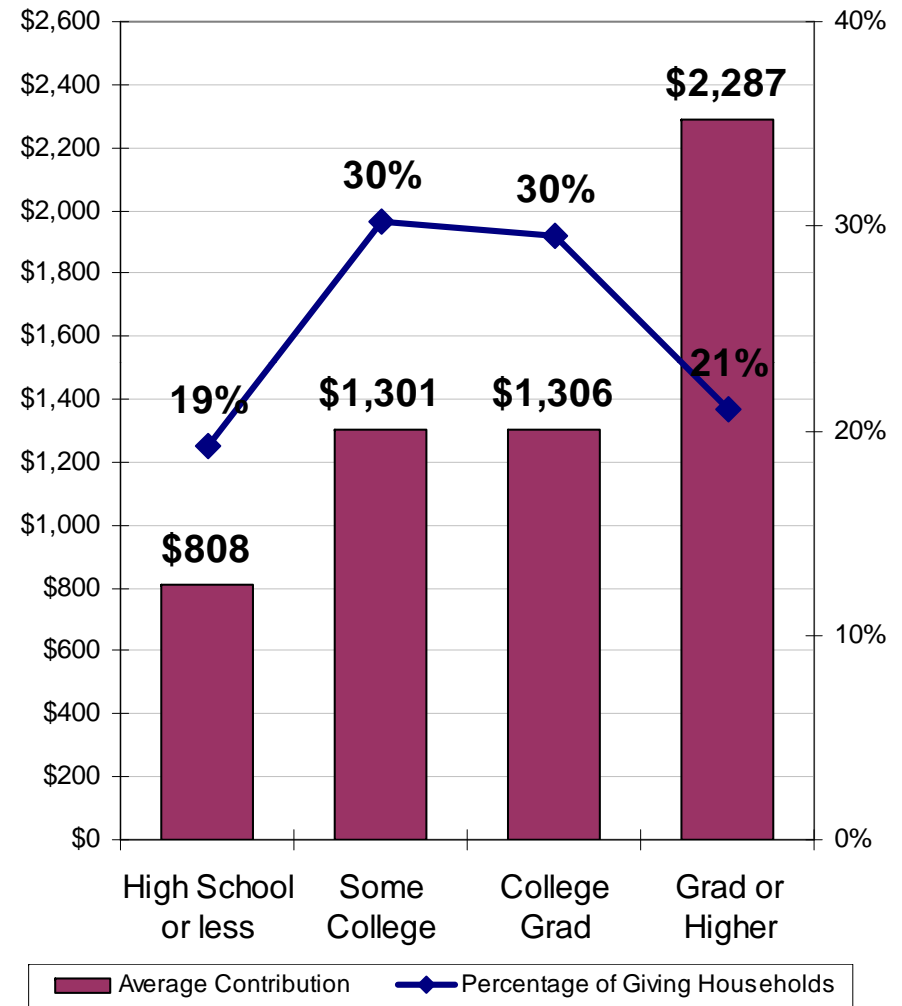
Note: Those who refused to answer regarding children in HH were removed

EDUCATIONAL BACKGROUND

Not surprisingly, average donations to charity increased directly with level of education; which in turn, is highly linked to more lucrative careers (and likewise, household income as seen in Figure 24). Average donations made by those with graduate school experience or higher were reportedly two times that made by those who were college graduates or those who had some college background; and nearly three times that made by those with high school or less.



Figure 31: Giving By Educational Background (2009)

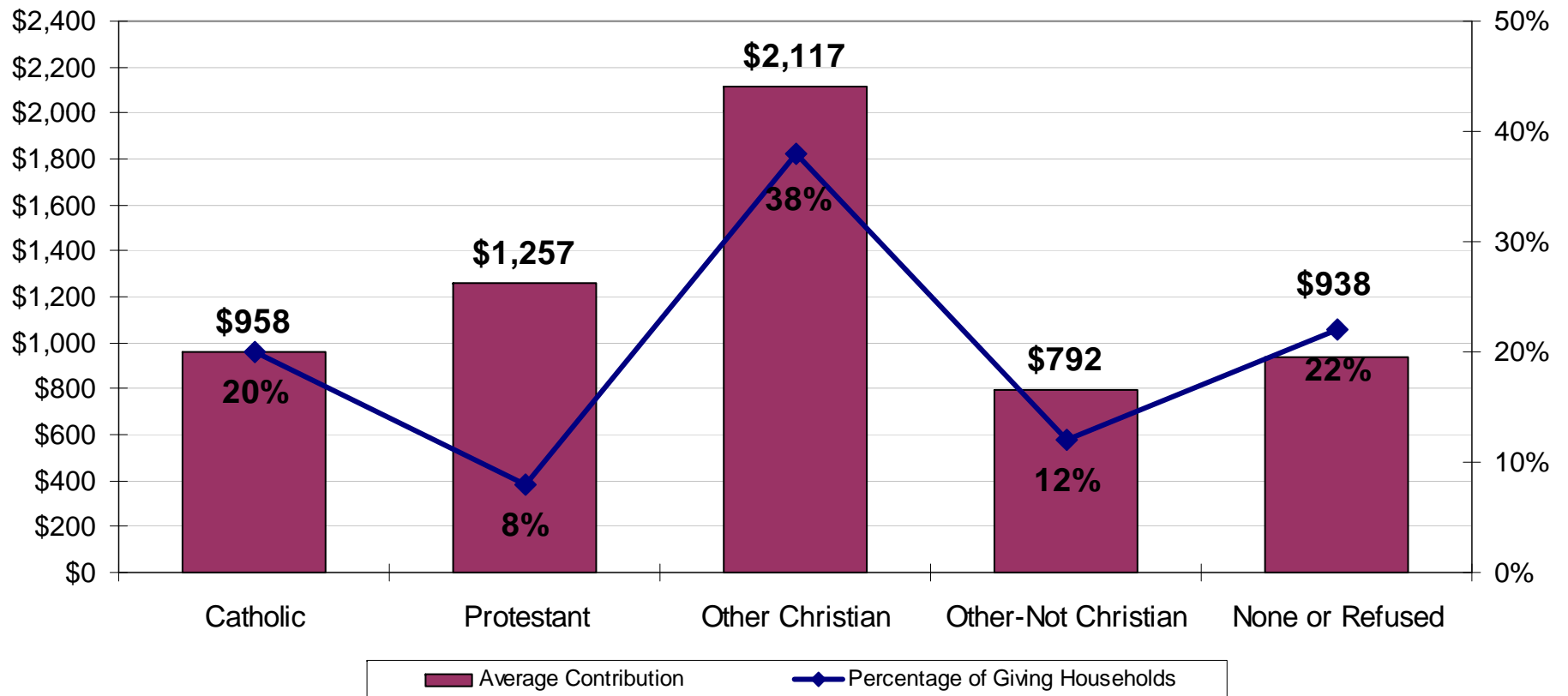


Base: n=808 Hawaii tax-defined households; High School or less (153); Some college (240); College grad (235); Grad or higher (167)

RELIGION

On average, those from other Christian denominations excluding Catholics and Protestants (\$2,117) gave more to charity in 2009 than did those of other denominations. Those without a religious affiliation gave an average of \$938 to charity in the past year, ahead of those households with non-Christian beliefs (\$792).

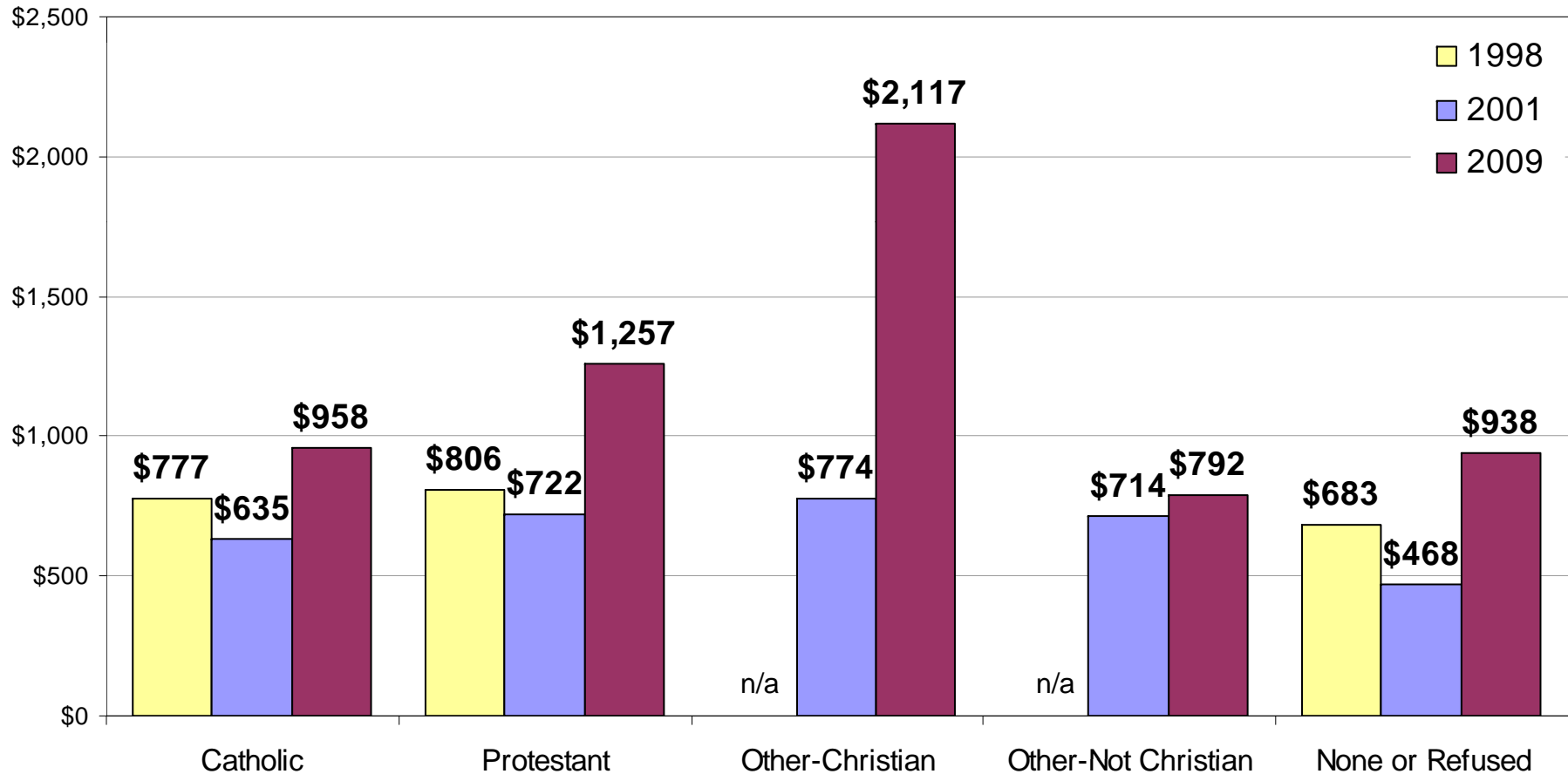
Figure 32: Giving By Religion (2009)



Base: n=808 Hawaii tax-defined households; Catholic (162); Protestant (68); Other Christian (301); Other Not Christian (94); None/Refused (183)

Those practicing other Christian beliefs aside from Catholics and Protestants were at the forefront of charitable giving in 2009, given the fairly even distribution among the primary religious segments displayed in prior tracking.

Figure 33: Giving By Religion (Tracking)



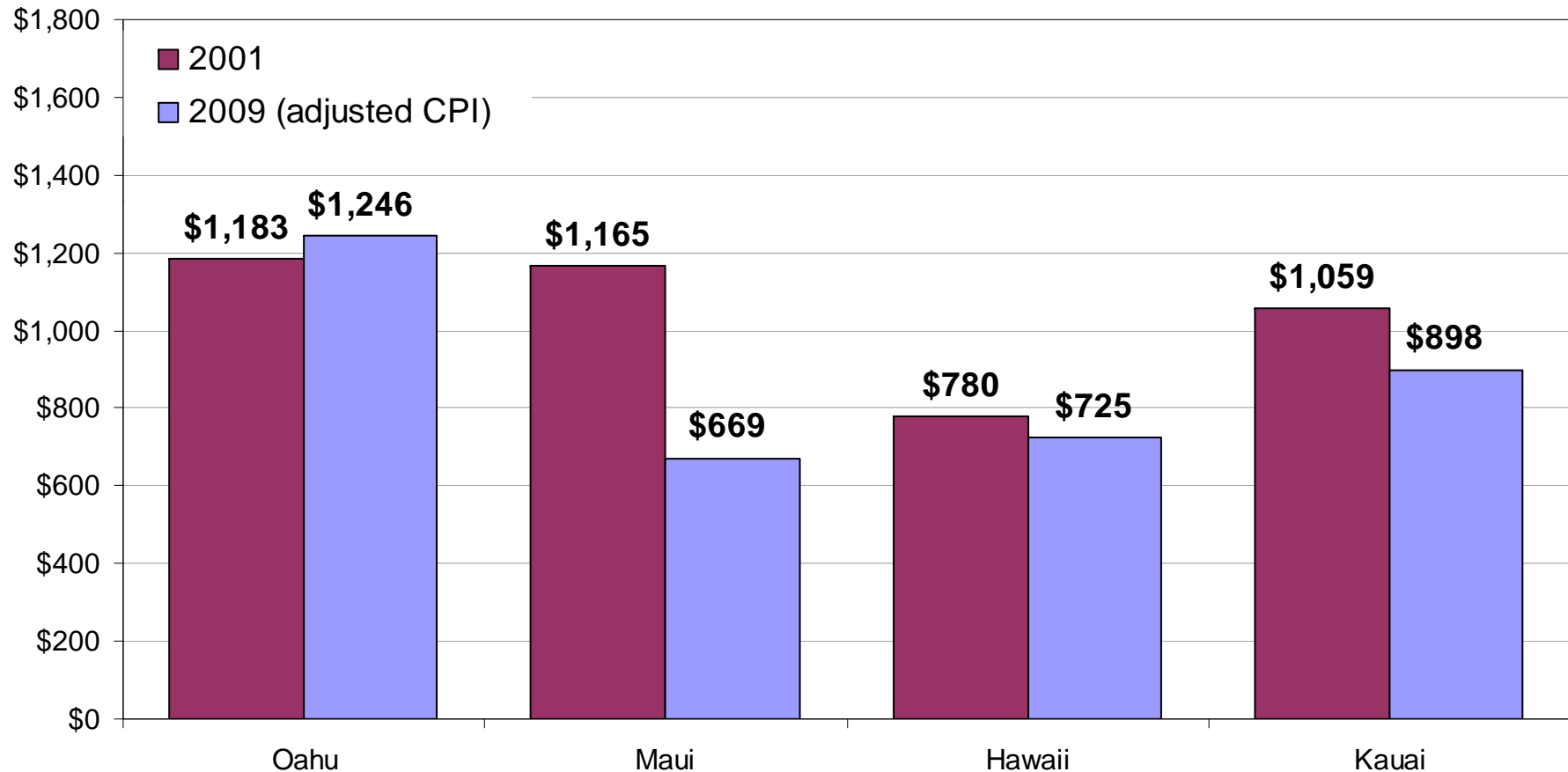
Base: n=808 Hawaii tax-defined households; Catholic (162); Protestant (68); Other Christian (301); Other Not Christian (94); None/Refused (183)
 Note: 1998 figures for “Other-Christian” and “Other-Not Christian” were not provided.

**IDENTIFYING THOSE
WHO GIVE
(SELECTED CHARTS
ADJUSTED BY
CONSUMER PRICE INDEX)**

The following section re-examines several of the charts reported in the previous section, with 2009 figures adjusted for inflation by the Consumer Price Index. In the section to follow, 2009 figures have been converted to 2001 dollars as a basis for comparison.

After adjusting for inflation in 2009, Oahu residents still gave considerably more to charity than did Neighbor Island residents. There has been a large decline in charitable giving among Maui residents, with minor fluctuations in giving patterns among residents of Oahu, the Big Island, and Kauai.

Figure 34: Giving By County (2009 Adjusted By CPI)

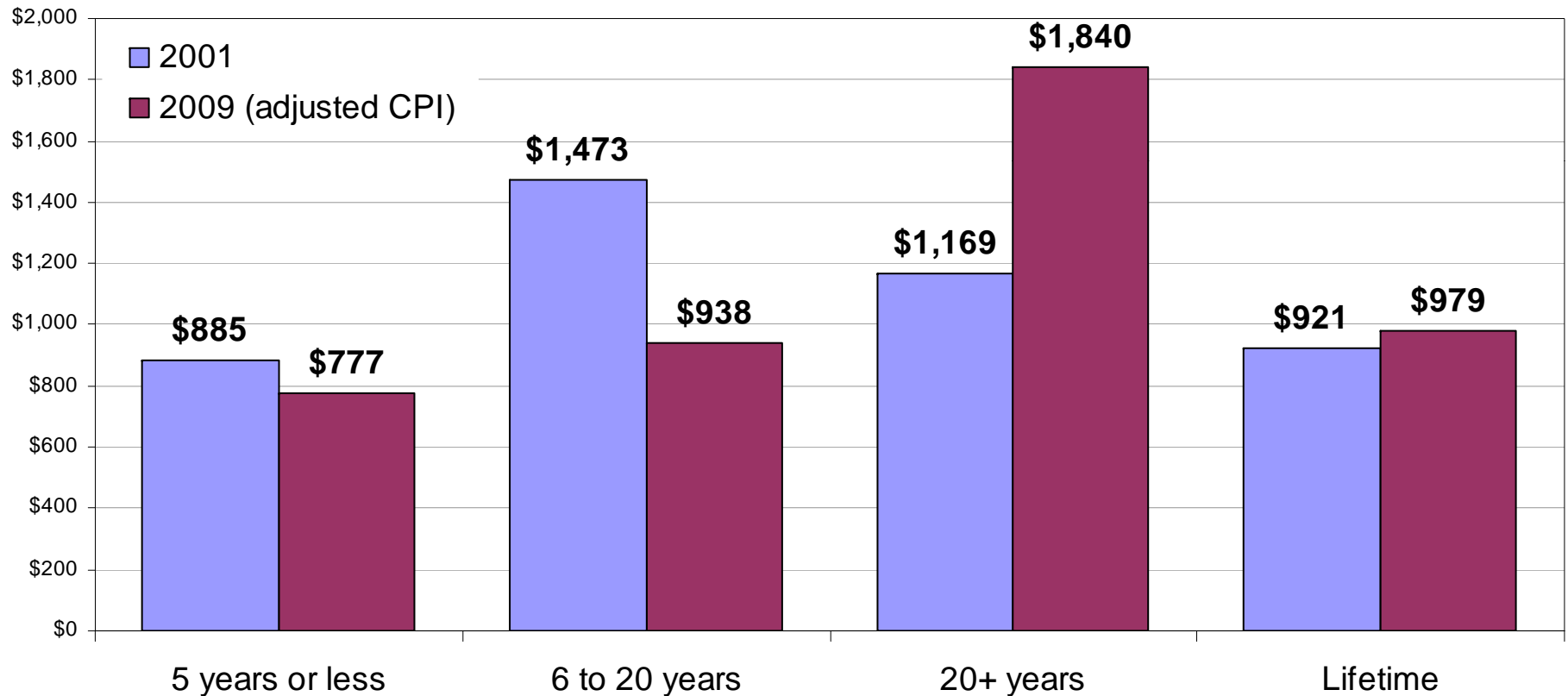


Base: n=808 Hawaii tax-defined households; Oahu (405); Maui (132); Hawaii (184); Kauai (73)

Note: "Maui" includes only Maui (Lanai and Molokai residents were excluded for this figure)

Adjusted 2009 figures show minor changes in giving among lifetime Hawaii residents, as well as newer residents to the Islands. There is still a pronounced increase in giving among long-time residents and a marked decline in giving among those living in the Islands between 6 to 20 years.

Figure 35: Giving By Length of Residency (2009 Adjusted By CPI)

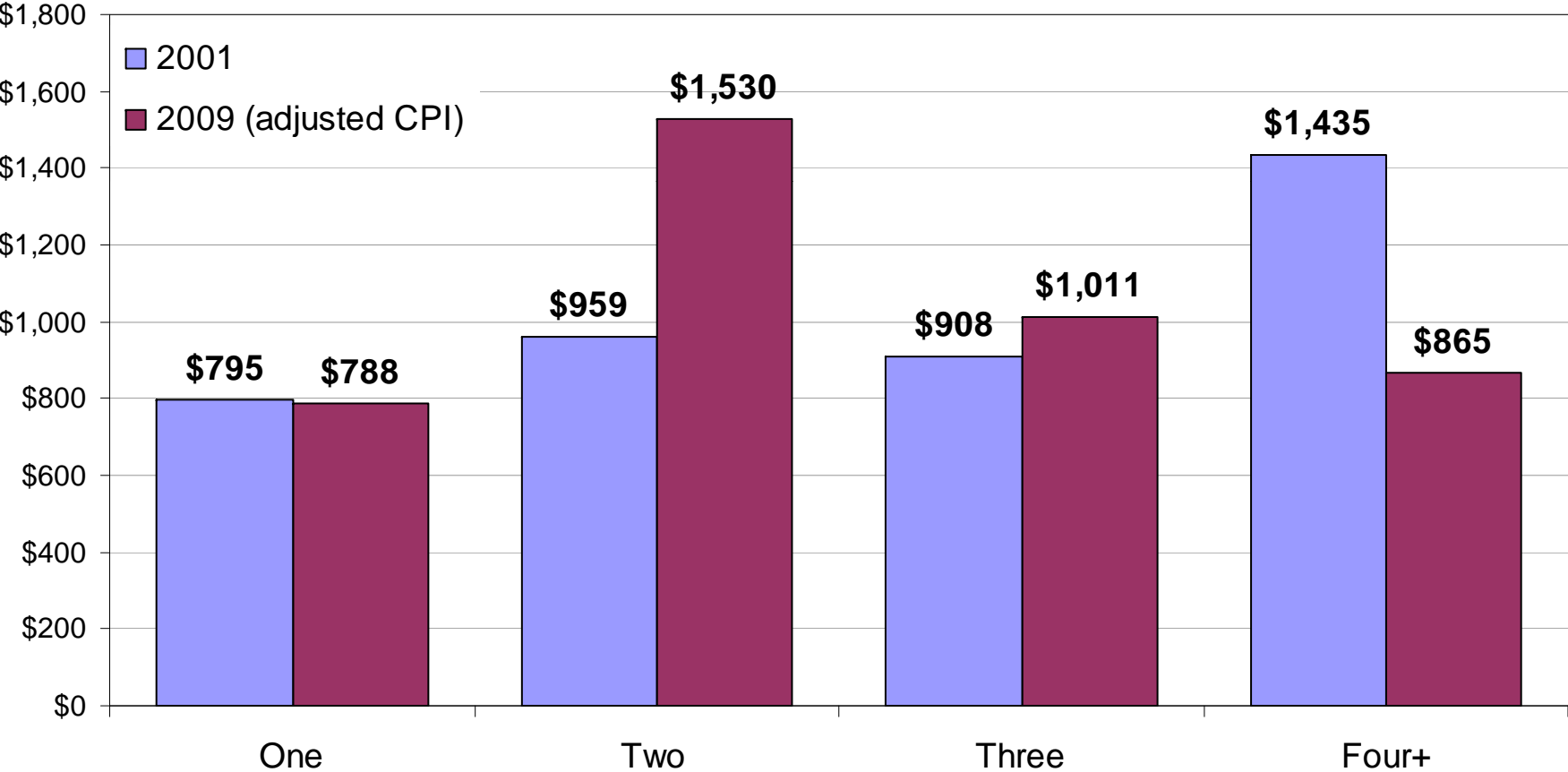


Base (2009): 5 years or less (54); 6 to 20 years (86); 20+ years (126); Lifetime (538)

Note: Those who refused to specify their length of residency were removed in 2009.

After adjusting for inflation in 2009, there is a noticeable increase in giving among two-person households, as well as a large decline in giving among larger households of four or more occupants. Previously noted increases in giving among one-person and three-person households are not as pronounced.

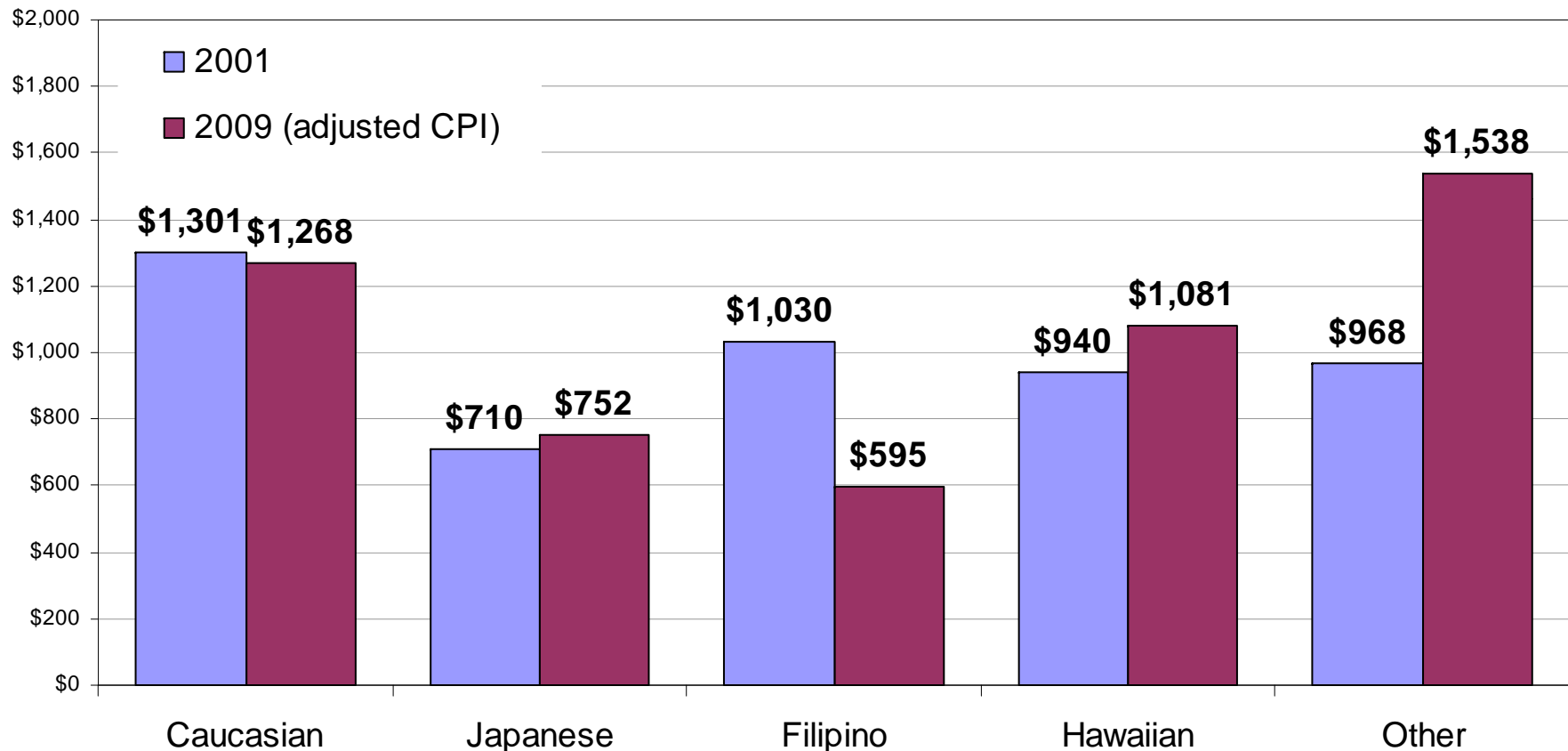
Figure 36: Giving By Household Size (2009 Adjusted By CPI)



Base (2009): One person households (124); Two (262); Three (140); Four+ (281)

Based on adjusted 2009 figures, there is a notable decline in giving among Filipino heads of household, and a large increase in giving among “other” (Mixed, Chinese, African-American, etc.) heads of household. Previously noted increases among other ethnic segments are less notable after factoring for inflation.

Figure 37: Giving By Ethnicity (2009 Adjusted By CPI)

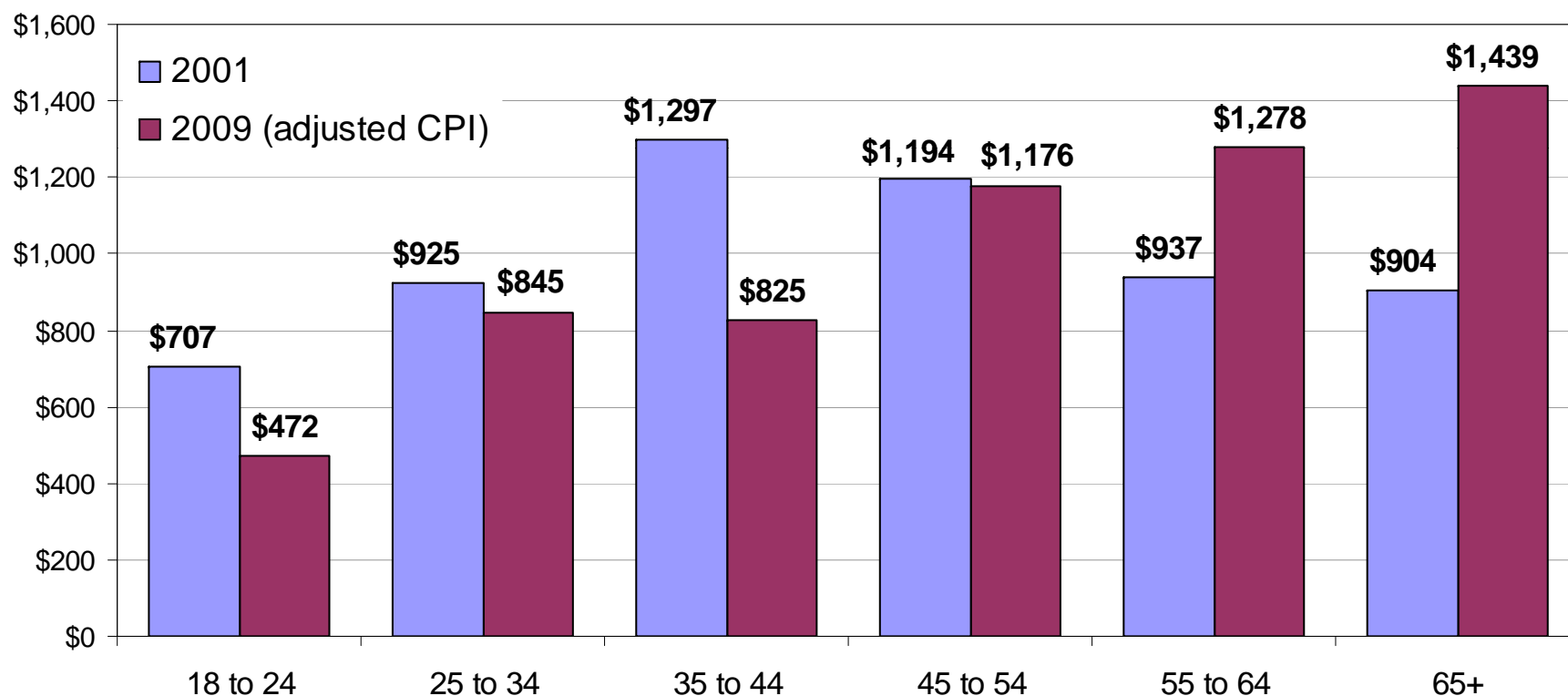


Base (2009): Caucasian (270); Japanese (177); Filipino (79); Hawaiian (125); Other (144)

Note: Those who refused to specify their ethnicity were removed in 2009.

After adjusting for inflation in 2009, charitable giving has increased dramatically across the two oldest segments (55 to 64 year olds and those 65+ years of age), while declining sharply among those between 18 to 24 years of age and those between 35 to 44 years of age. A previously noted increase in giving among 45 to 54 year olds was less pronounced after adjusting the 2009 figures.

Figure 38: Giving By Age (2009 Adjusted By CPI)

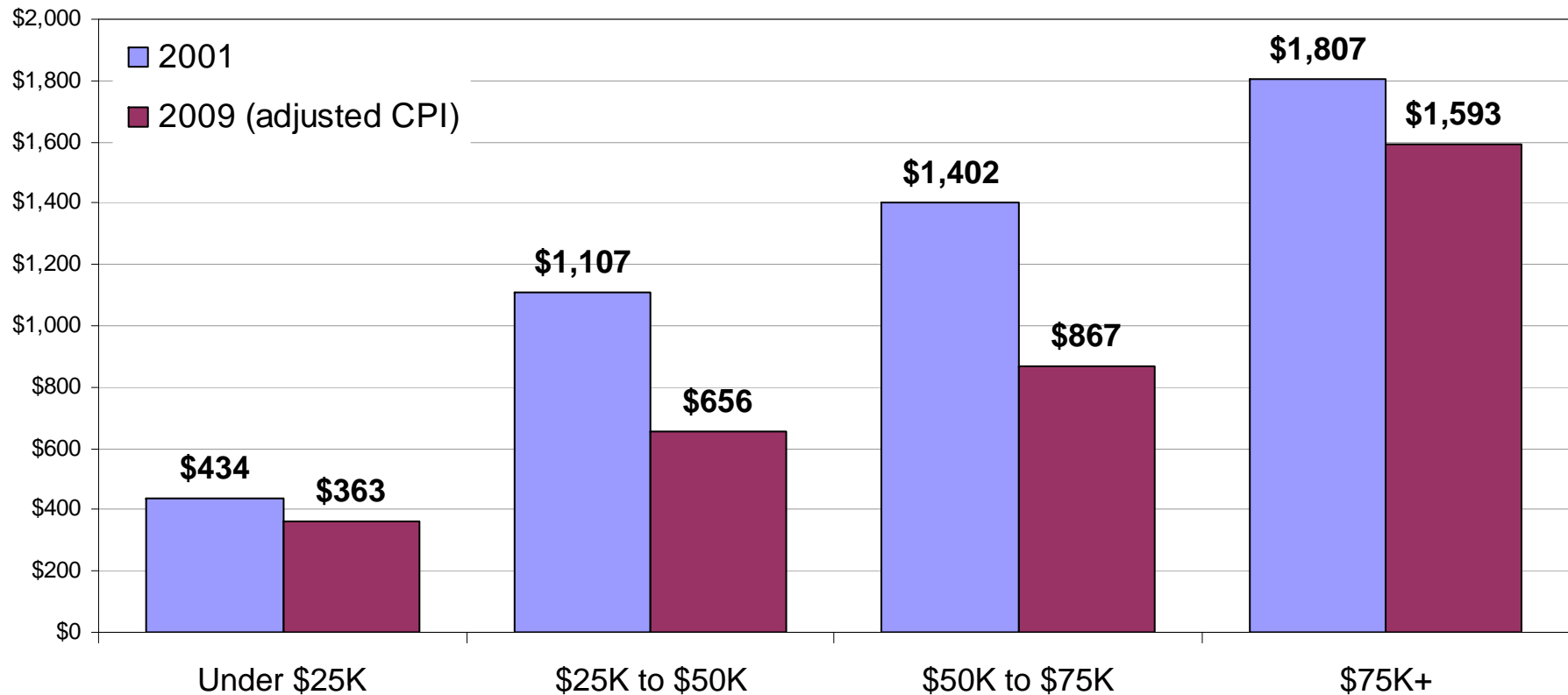


Base (2009): 18 to 24 (39); 25 to 34 (179); 35 to 44 (98); 45 to 54 (134); 55 to 64 (166); 65+ (182)

Note: Those who refused to specify their age were removed in 2009.

Based on adjusted 2009 figures, previously noted increases among upper-income households of \$75,000+ and lower-income households of under \$25,000 have been erased. Declines in charitable giving among those with mid-range annual income between \$25,000 and \$75,000 are still apparent. [Note: Those who refused to given their household income gave an adjusted average of \$1,615 to charity in 2009.]

Figure 39: Giving By Household Income (2009 Adjusted By CPI)

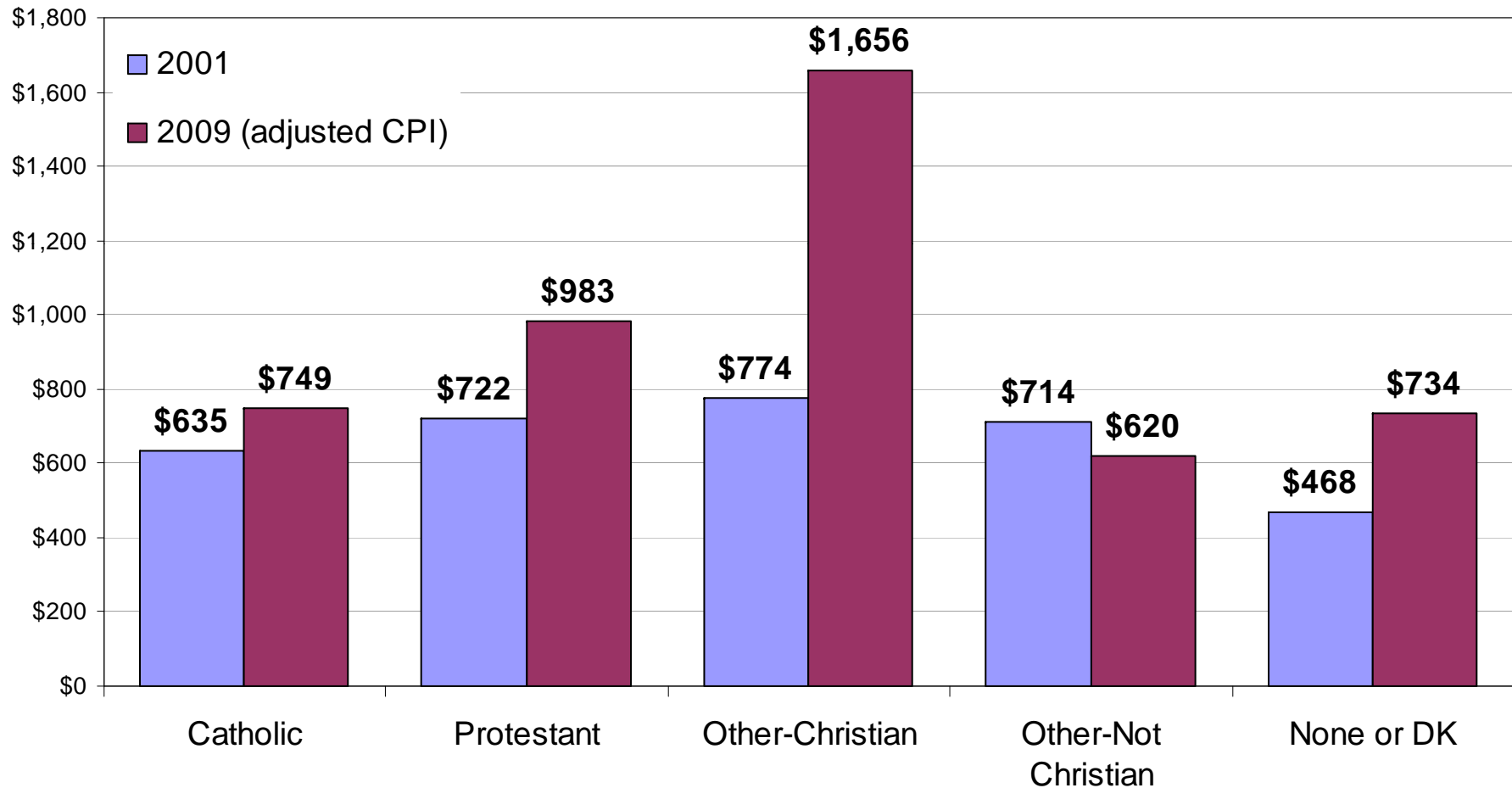


Base (2009): Under \$25,000 (104); \$25,000 to \$50,000 (176); \$50,000 to \$75,000 (134); \$75,000+ (282)

Note: Those who refused to specify their household income were removed in 2009.

After adjusting for inflation in 2009, those practicing other Christian beliefs aside from Catholics and Protestants remain at the forefront of charitable giving in 2009.

Figure 40: Giving By Religion (2009 Adjusted By CPI)



Base (2009): n=808 Hawaii tax-defined households; Catholic (162); Protestant (68); Other Christian (301); Other Not Christian (94); None/DK (183)

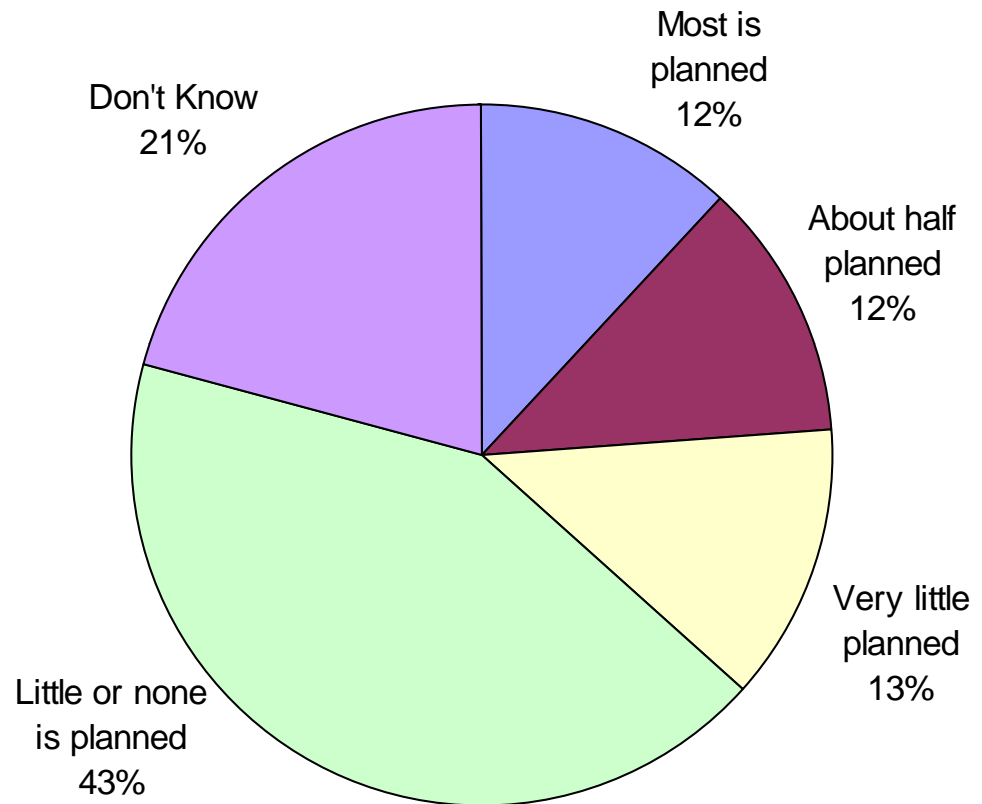
ASPECTS OF CHARITABLE GIVING



BUDGETING

One in 8 respondents said that most of their giving is planned (12%). A comparable proportion of respondents indicated that about half of their giving is planned (12%), or that very little is planned (13%). Two in five indicated that little or none (43%) of their giving is budgeted.

Figure 41: Amount of Planned/Budgeted Giving (2009)



Definitions:

"Most is planned" = 75% or more

"About half planned" = 26% to 75%

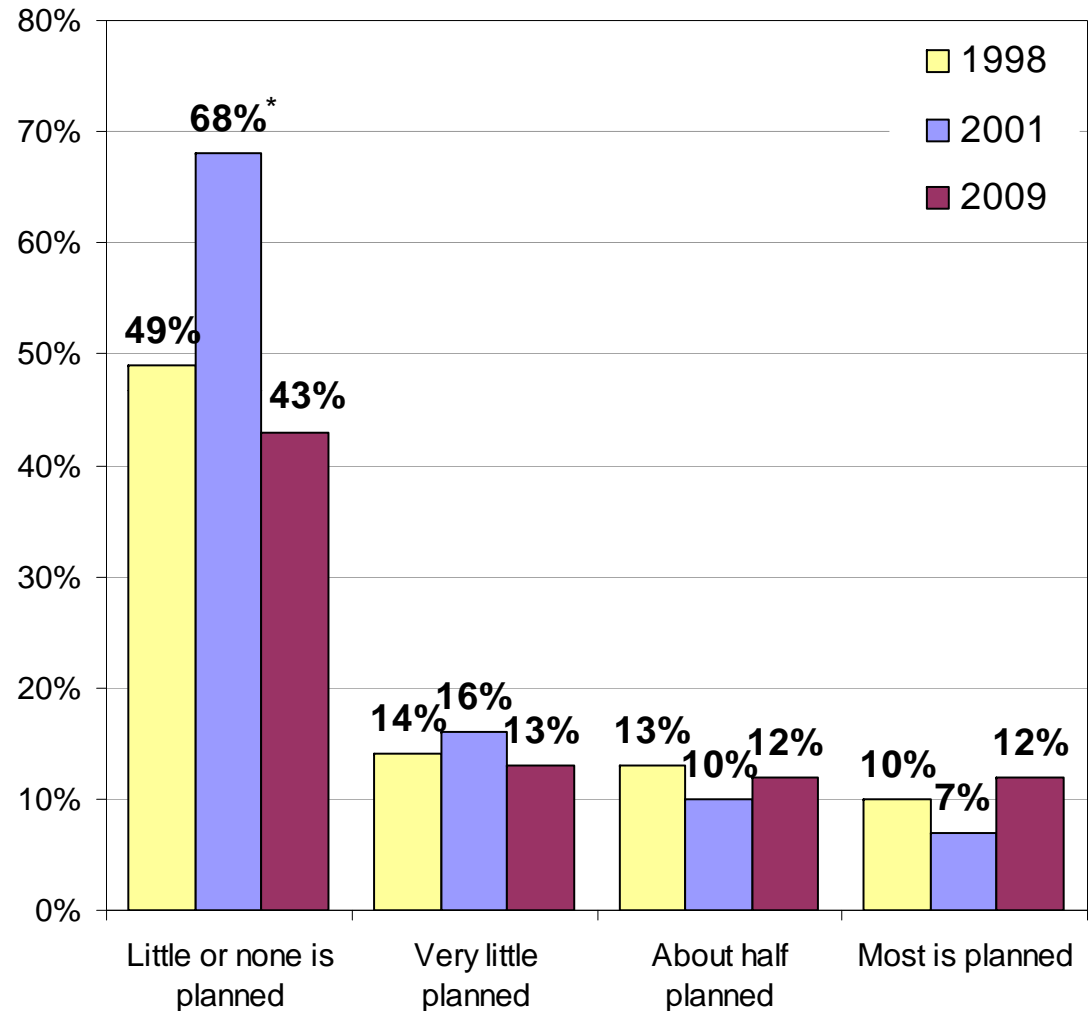
"Very little planned" = 10% to 25%

"Little or none is planned" = Less than 10%

Base: n=808 Hawaii tax-defined households

Figure 42: Amount of Planned/Budgeted Giving (Tracking)

Over the course of the tracking, there has been very little fluctuation in behaviors related to the planning and budgeting of charitable giving. For the most part, Hawaii residents do not plan their charitable giving in advance.



Base (2009): n=808 Hawaii tax-defined households

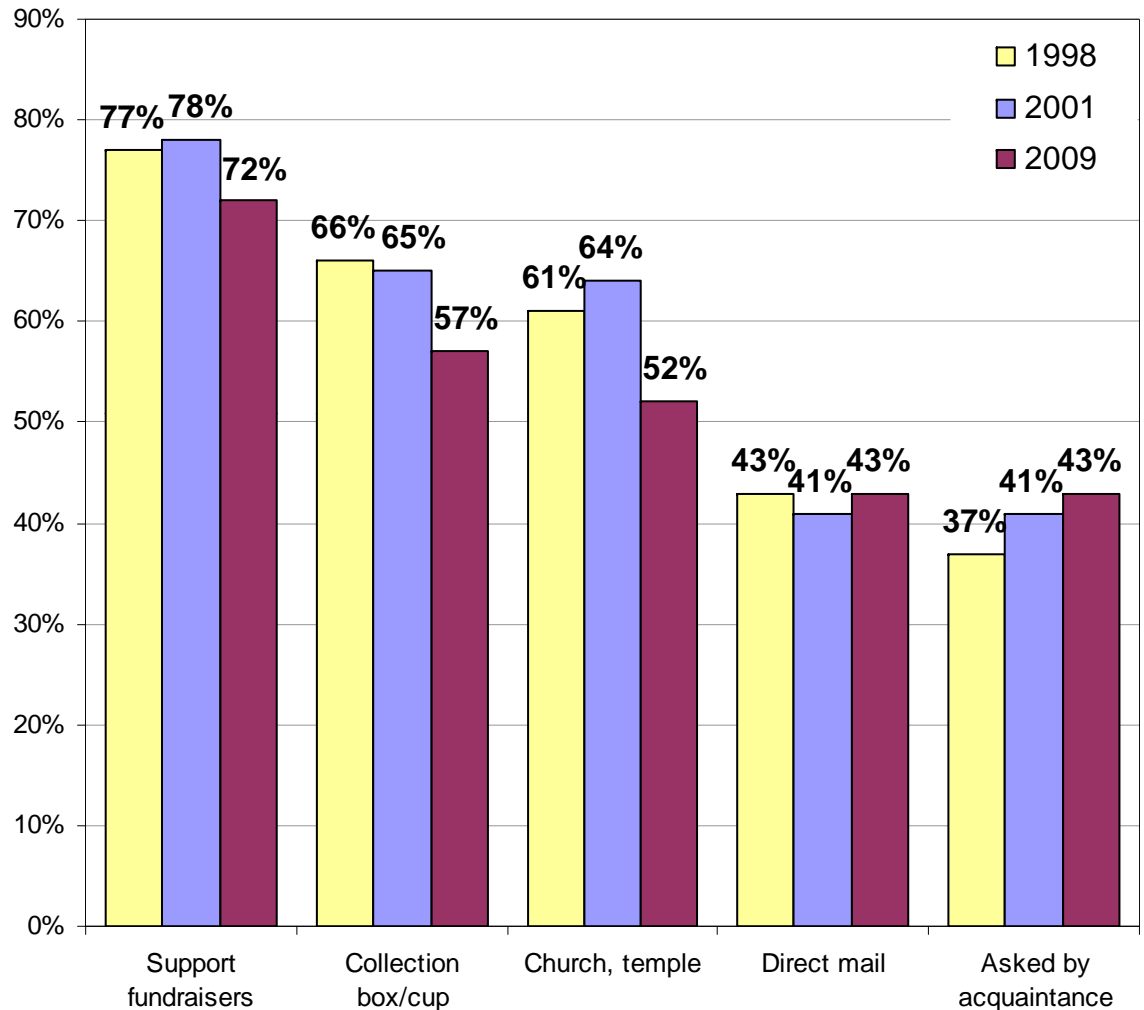
Note: *2001 calculations removed those who responded “don’t know”. 1998 and 2009 figures reflect the entire sample.

MECHANISMS FOR GIVING

When asked in what ways they gave to charity in the past 12 months, those surveyed cited *supporting fundraisers* (72%), *dropping money into a collection box or cup* (57%), and *giving offerings, tithes, or gifts to a church or temple* (52%) as their most common prompts for charitable giving.

Top mechanisms are shown to the right in Figure 43, with the remainder of the mentions shown in Figure 44 on the following page. It should be noted that there has been a gradual upward trend in those citing *asked by an acquaintance* and a sharp decline in those citing *asked by a stranger*.

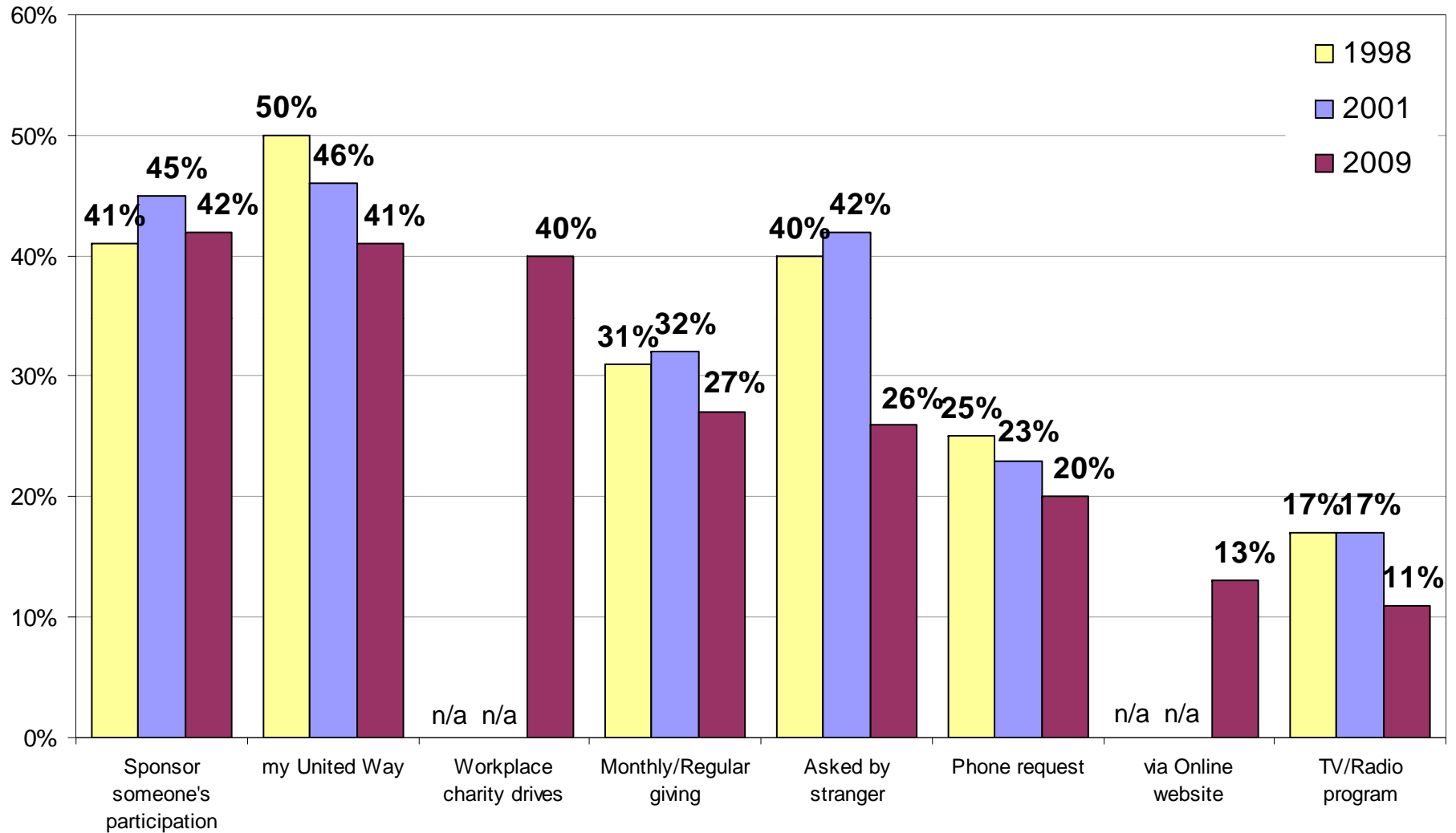
Figure 43: Mechanisms For Giving – Top Responses (2009)



Base: n=808 Hawaii tax-defined households

Note: Multiple responses were accepted

Figure 44: Mechanisms For Giving – Other Responses (2009)



Base: n=808 Hawaii tax-defined households

Note: Workplace charity drives and Via Online Website were added to the survey in 2009



MECHANISMS OF GIVING: FUNDRAISERS

Given the effectiveness of fundraising in Hawaii, the following are some noted differences based on key demographics:

- Kauai residents (82%) were more likely to support fundraisers in 2009, as compared to Big Island residents (69%) --- with Maui County (73%) and Oahu (72%) falling in between;
- Support of fundraising increases directly with household size, perhaps suggesting that those with children relate better to the cause;
- Hawaiian (81%) and Japanese (79%) households were more likely to support fundraising efforts, versus Filipino (60%) or Caucasian (64%) households;
- Those between the ages of 45 to 54 years (82%) or between 25 to 34 years (77%) were more likely than those 65+ years of age (64%) to support fundraisers;
- Not surprisingly, lifetime residents (75%) were more likely to support fundraisers than were relatively newer residents who have lived in Hawaii for 5 years or less (57%); and
- Those from upper-income households of \$75,000+ (82%) or households between \$50,000 to \$75,000 (77%) were more likely than those from households of less than \$25,000 (60%) to support fundraising efforts.

MECHANISMS OF GIVING: ADDITIONAL FINDINGS

There were several other notable differences when comparing mechanisms of giving against age segments:

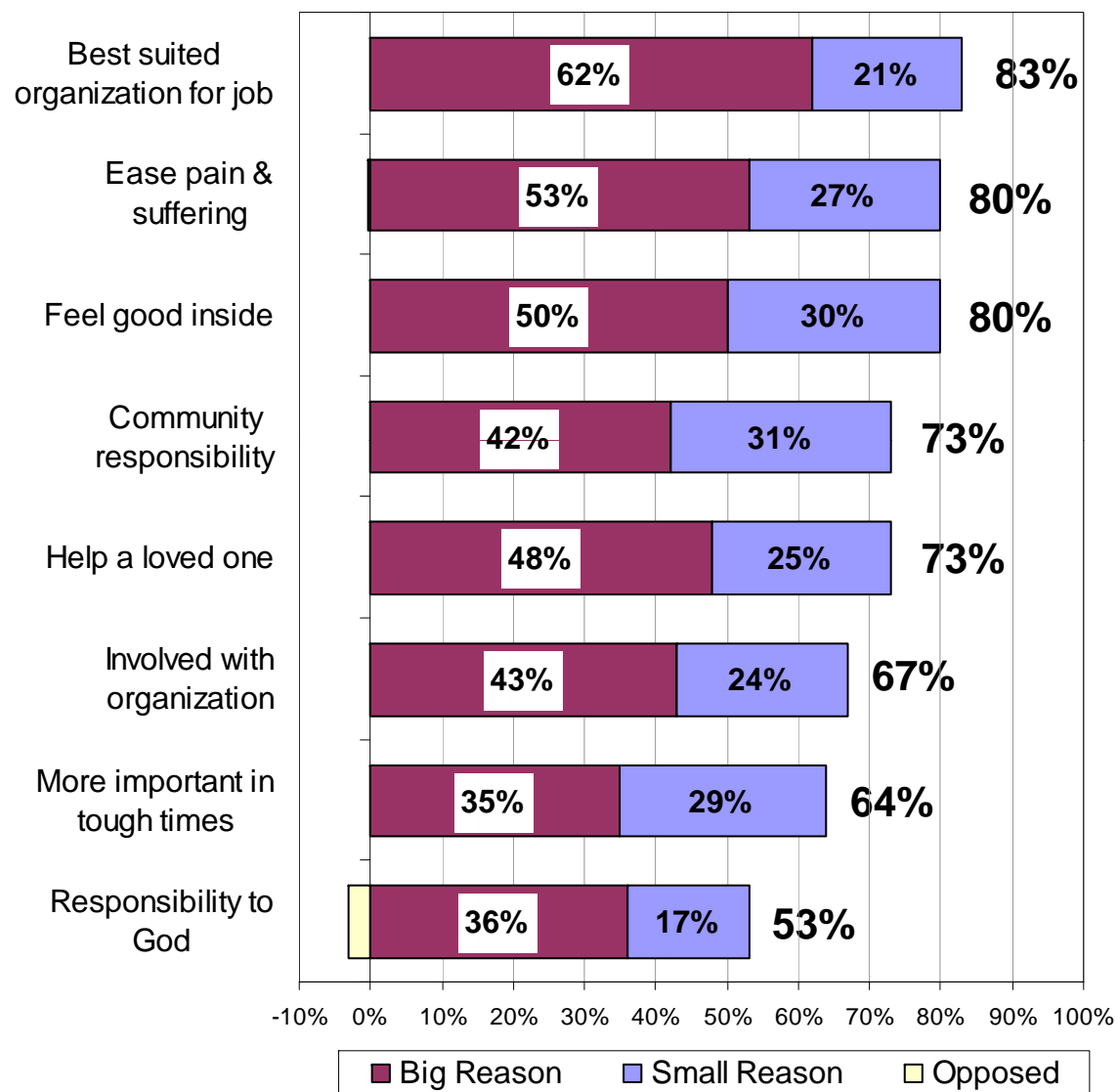
- *Direct mail* was significantly more effective among older segments between 55 to 64 years (56%) and 65+ years (55%), as compared to younger segments between 18 to 24 years (22%) or between 25 to 34 years (25%);
- Those between 25 to 34 years (51%) or between 45 to 54 years (50%) were more likely to contribute because they were *asked by an acquaintance* than were those 65+ years of age (29%);
- Those between 35 to 44 years (53%) or between 45 to 54 years (52%) were more likely to give to *sponsor someone's participation in a charitable event* than were those 65+ years of age (22%);
- Those between the ages of 45 to 54 years (54%) were significantly more likely than those 65+ years of age (16%) or those between 18 to 24 years (35%) to support *workplace charity drives*; and
- There were no significant differences by age for *offerings, tithes, or gifts to a church or temple* or *dropping money into a charitable organization's contribution cup or box*.

MOTIVATIONS FOR GIVING

Those surveyed were read a list of potential motivations for giving and asked whether each one was a “big” reason for giving, a “small” reason for giving, “not” a reason for giving, or “something their household is opposed to”. The following list of motivations was read to each respondent (with the order of presentation rotated, in order to avoid positional bias):

- ✓ To help ease other people’s pain and suffering;
- ✓ Because we were asked by someone we knew;
- ✓ Because we felt it was part of our community responsibility;
- ✓ Because it made us feel good inside;
- ✓ As a way of honoring or commemorating someone we care about;
- ✓ Because we felt our contribution would help someone we care about;
- ✓ Because they were offering a special gift, or some special membership benefits, for their donors;
- ✓ Out of guilt;
- ✓ So that our name, or the name of a loved one, would be printed in a list of contributors, or on a plaque, or elsewhere;
- ✓ So we could claim it on our tax return;
- ✓ Because we felt it was part of our responsibility before God;
- ✓ Because of our relationship or involvement with a particular organization or cause;
- ✓ Because we felt that particular organization was best suited to work for the cause we believe in;
- ✓ Because it was presented as an emergency or urgent situation; and
- ✓ Because, in tough economic times, giving to charities is even more important.

Figure 45: Common Reasons For Giving – Top Responses (2009)

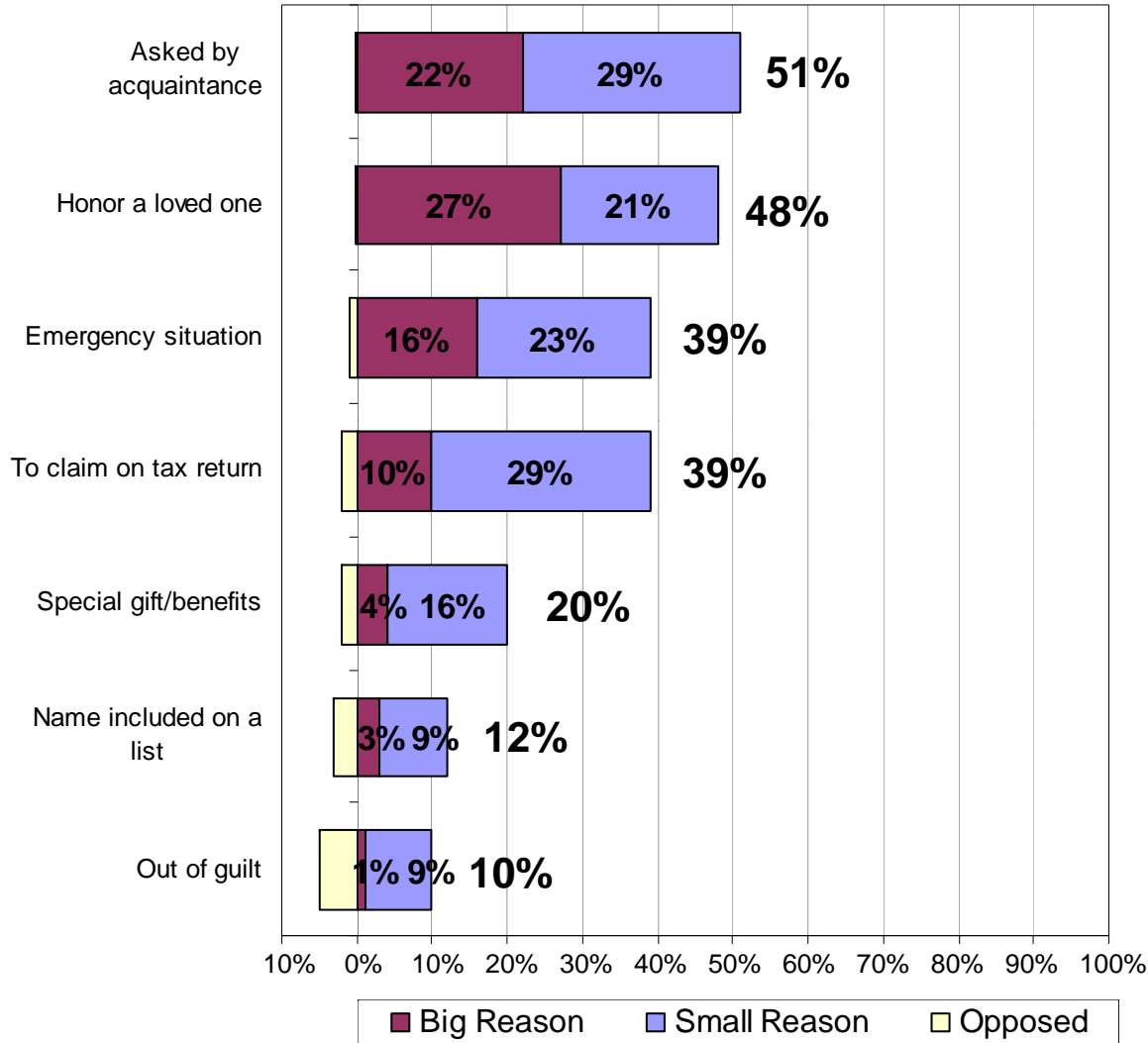


Those who gave in the past year did so because they felt that a *particular organization was best suited to work for their cause, hope to ease the pain and suffering of others, because it makes them feel good inside, because they felt it was part of their community responsibility, and because they felt that their contribution would help someone they care about.*

Top motivations for giving are shown in Figure 45, with all other responses shown in Figure 46 on the following page.

Base: n=808 Hawaii tax-defined households

Figure 46: Common Reasons For Giving – Other Responses (2009)



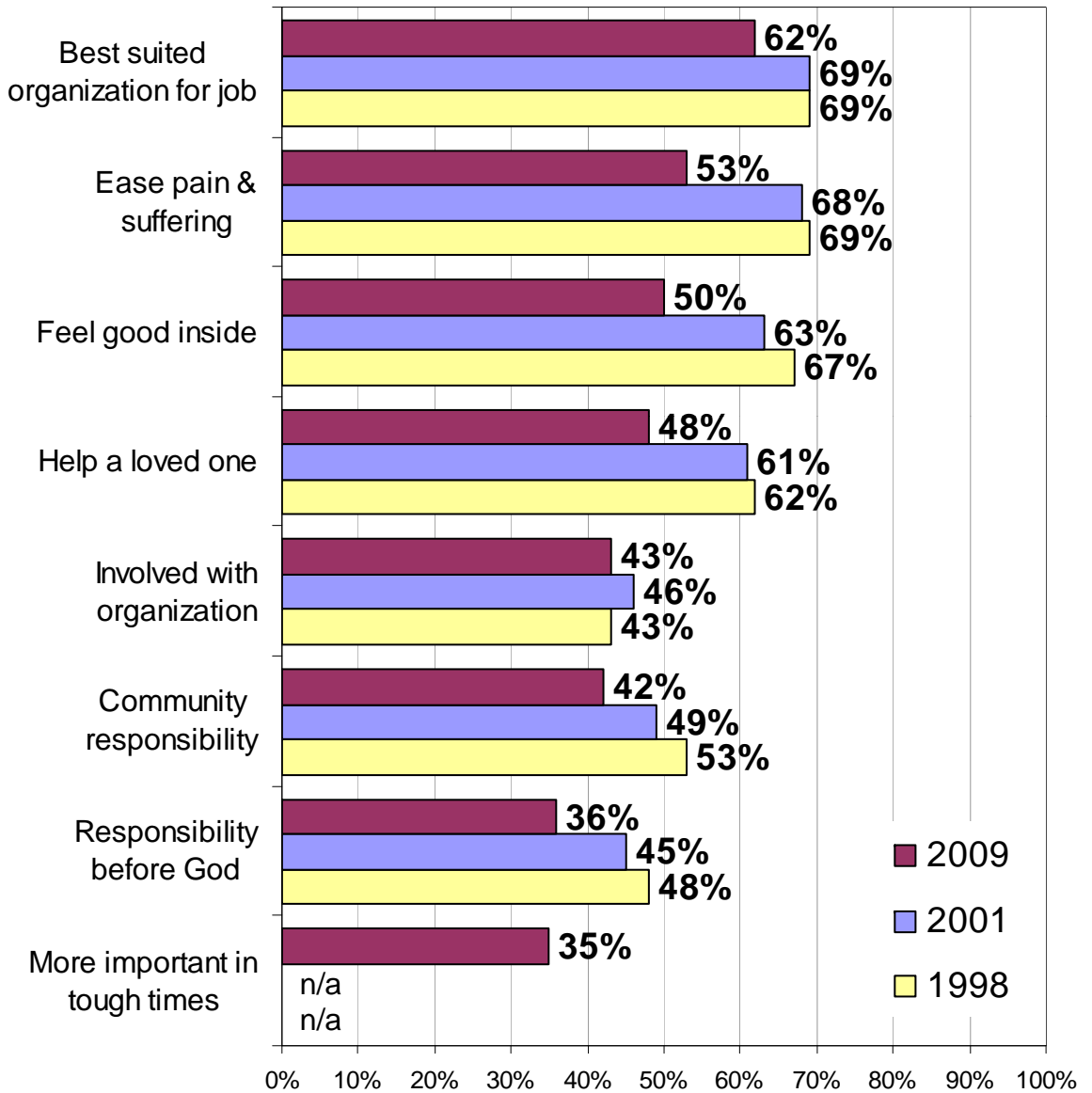
In contrast, giving *out of guilt*; to have their name printed on a list of contributors, on a plaque, or elsewhere; and to receive a special gift or membership benefits were identified as lesser motivations for charitable giving.

Base: n=808 Hawaii tax-defined households

Figure 47: “Big Reasons For Giving – Top Responses (2009)

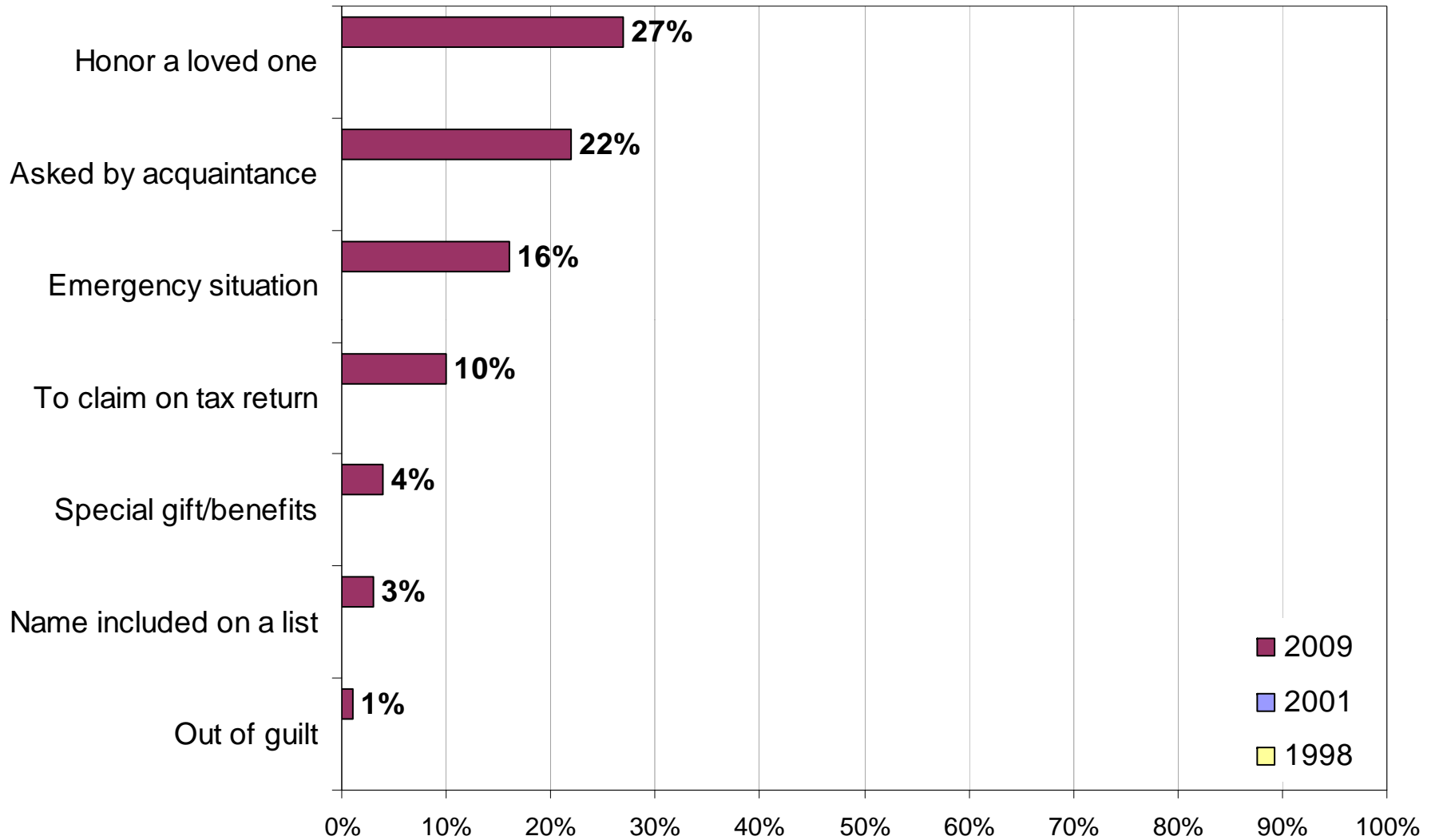
When comparing the proportion of respondents identifying “big” reasons for giving to charity, the top four mentioned “big” reasons remained the same since the prior measure --- *particular organization was best suited to work for the cause we believe in, to help ease other people’s pain and suffering, made us feel good inside, and felt our contribution would help someone we care about.*

The top responses are shown in Figure 47 to the right, with the remaining reasons shown in Figure 48 on the following page.



Base: n=808 Hawaii tax-defined households

Figure 48: “Big” Reasons For Giving – Other Responses (2009)



Base: n=808 Hawaii tax-defined households

Note: Tracking data for 1998 and 2001 was not provided

A new question in 2009 addressed reasons for discontinuing giving to an organization. Overall, 3 in 10 respondents (30%) indicated that their household has stopped giving to a charitable organization in the past few years. When asked why they stopped giving, the most commonly cited reasons were because *the organization asked for contributions too often* (35%), they *decided to support other causes* (29%), and because they *did not have money to donate* (28%).

Figure 49: Stopped Giving To Organization In Past Few Years and Why (2009)

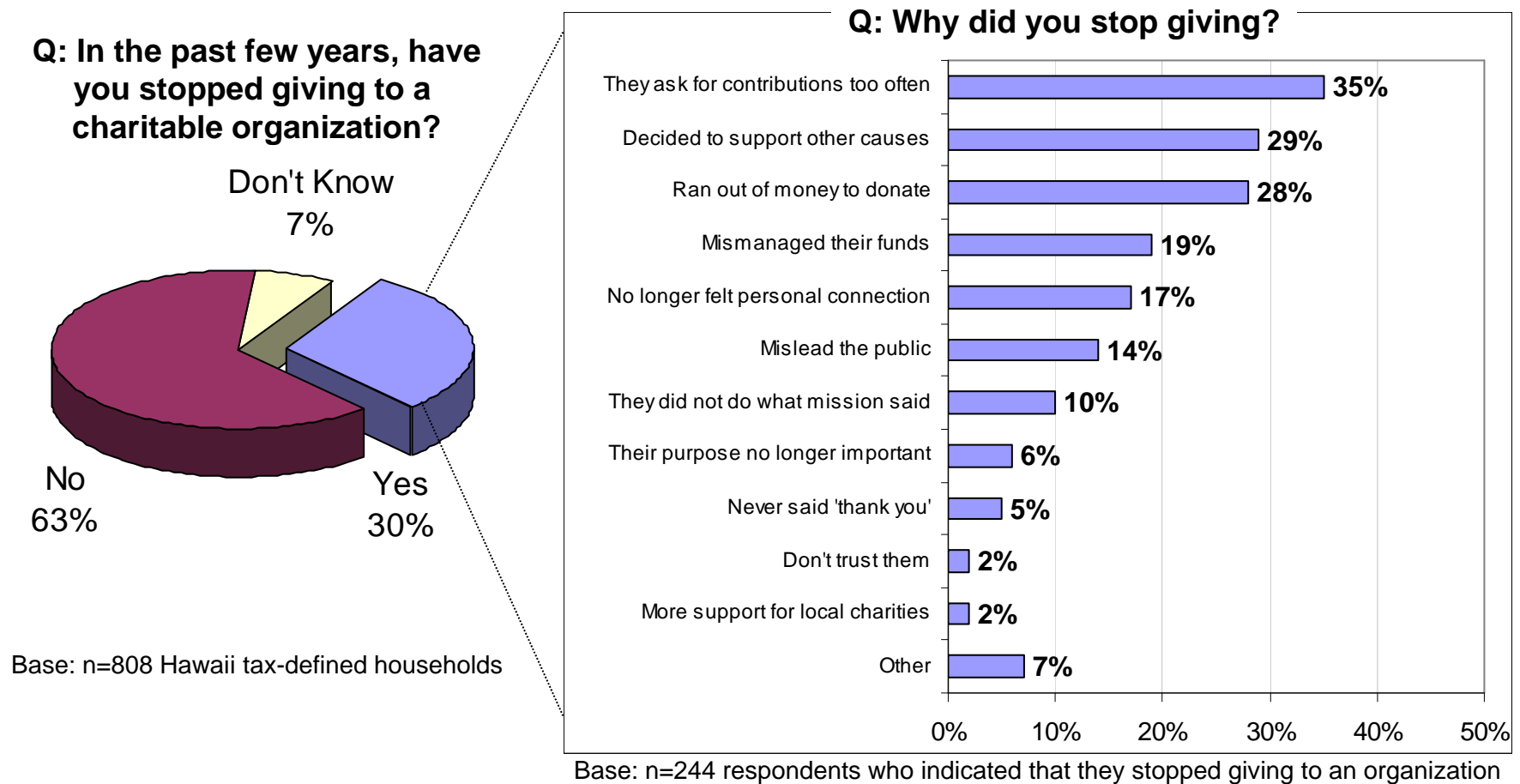
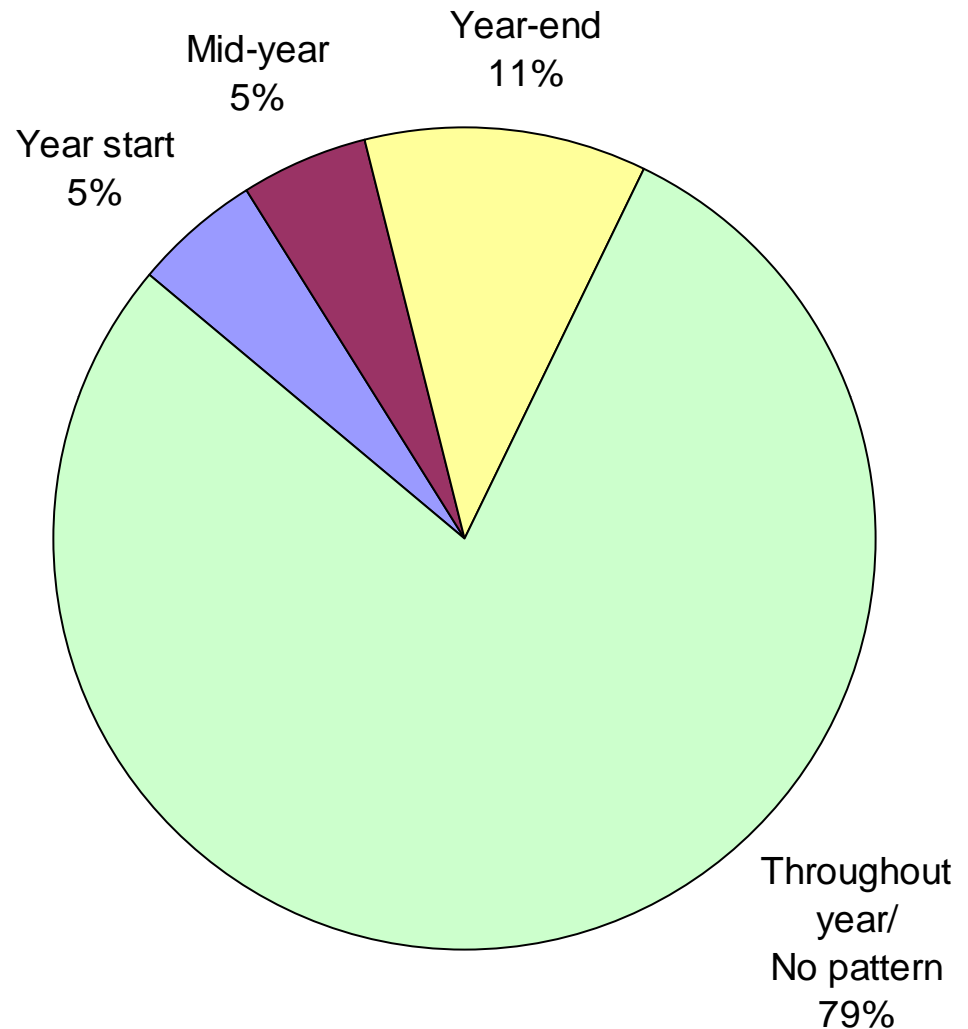




Figure 50: Seasonal Patterns of Charitable Giving (2009)

TIMING OF CHARITABLE GIVING

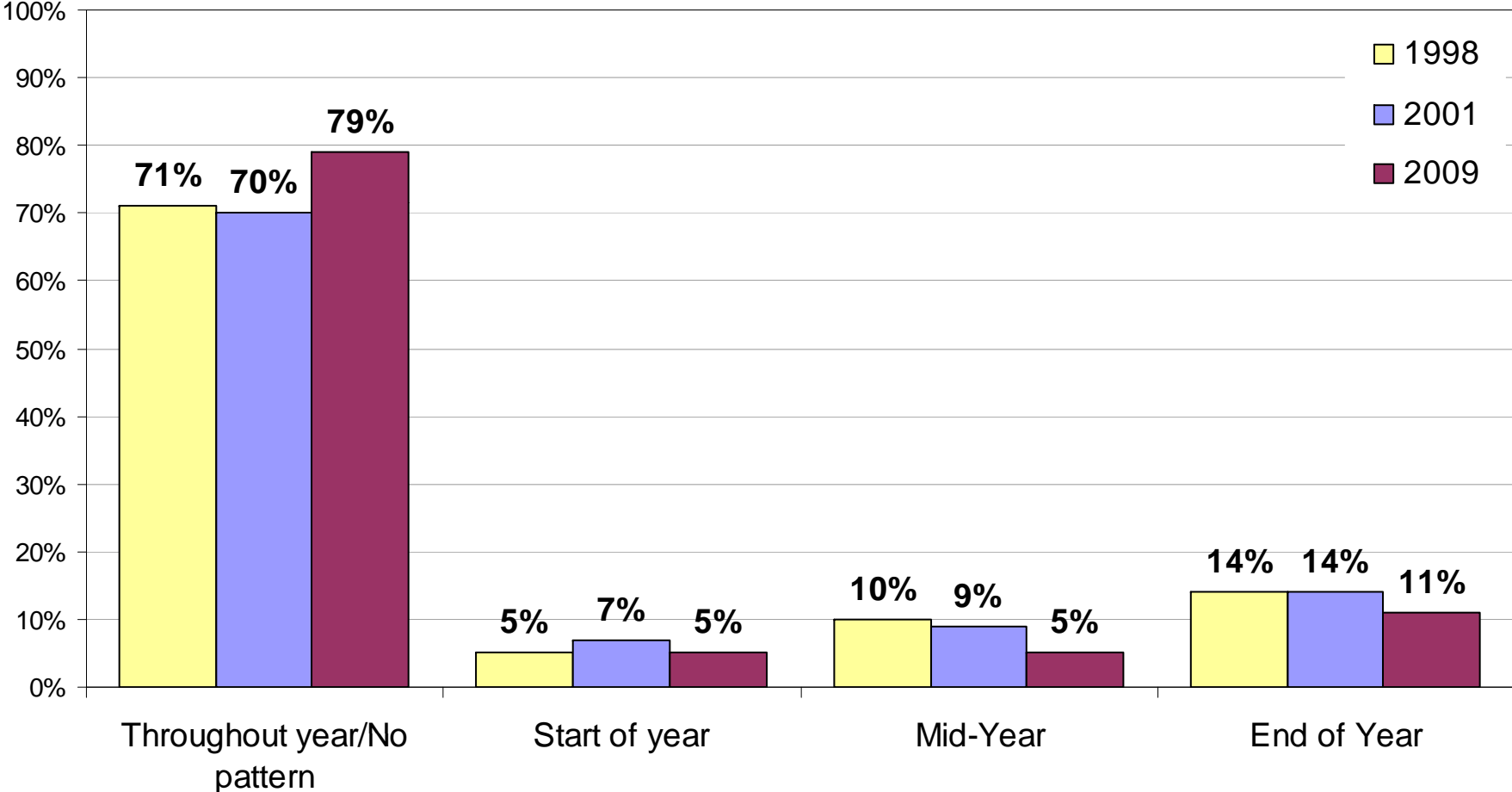
A large majority of donors indicated that they have no real pattern when it comes to giving to charitable organizations. Four in 5 respondents said that they give throughout the year or that they have no real pattern (79%). A small number of households indicated that they give primarily at the beginning of the tax year (5%) or in the middle of the year (5%), while 1 in 10 reportedly give at year-end around the holidays (11%).



Base: n=753 respondents who answered
Those who responded "don't know" or who refused to answer were removed

The proportion of donors who reported some type of pattern regarding their charitable giving has declined somewhat since the previous tracking in 2001.

Figure 51: Timing of Charitable Giving (Tracking)

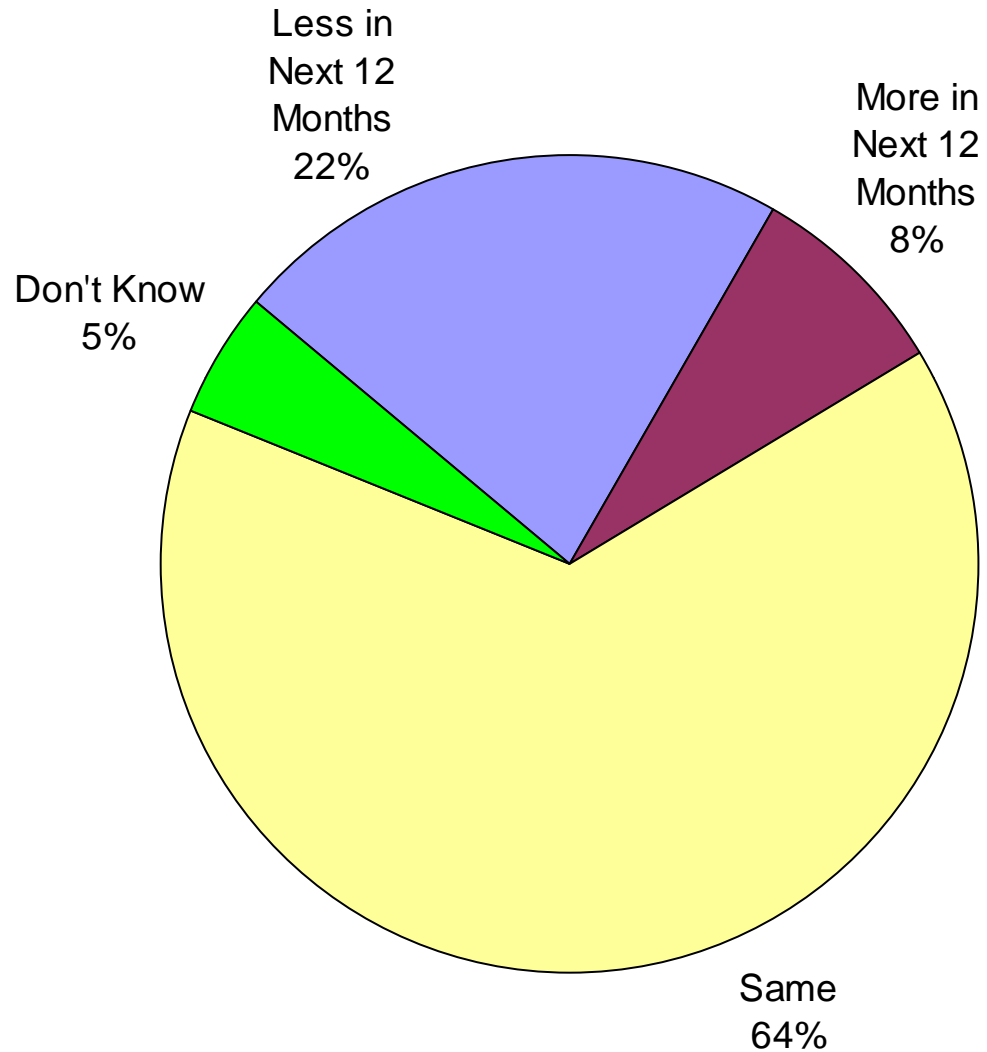


Base: 2009 (753)

Figure 52: Anticipated Giving in Next 12 Months (2009)

ANNUAL TRENDS

Based on current estimates, two-thirds of those donors surveyed expect their levels of charitable giving to remain the same (64%) in the next 12 months. It should be noted, however, that the proportion of households expecting to give less (22%) than they did this past 12 months outnumbered the proportion of households expecting to give more (8%) by nearly a 3:1 ratio.



Base: n=808 Hawaii tax-defined households

A large majority of those who expect to give less (22%) to charity in the next 12 months give to Human Services (81%) and Health (65%) organizations.

Organizations garnering the strongest support among those who plan to give more (8%) to charity in the next 12 months include Human Services (67%), Health (58%), and Religious (50%) organizations.

Figure 53: Type of Organization By Anticipated Giving (2009)

Type of Organization	Anticipated Giving In Next 12 Months			
	More	Less	Same	Don't Know
Human Services	67%	81%	77%	19%
Health	58%	65%	59%	7%
Religious, Spiritual	50%	40%	38%	14%
Youth Development	33%	34%	28%	0%
Education	20%	30%	21%	7%
Environment	20%	18%	14%	0%
Arts, Culture	11%	10%	9%	0%
Adult Recreation	0%	8%	9%	0%
Public Benefit	2%	10%	7%	2%
BASE	(66)	(181)	(519)	(42)

ANTICIPATED GIVING IN NEXT 12 MONTHS: ADDITIONAL FINDINGS

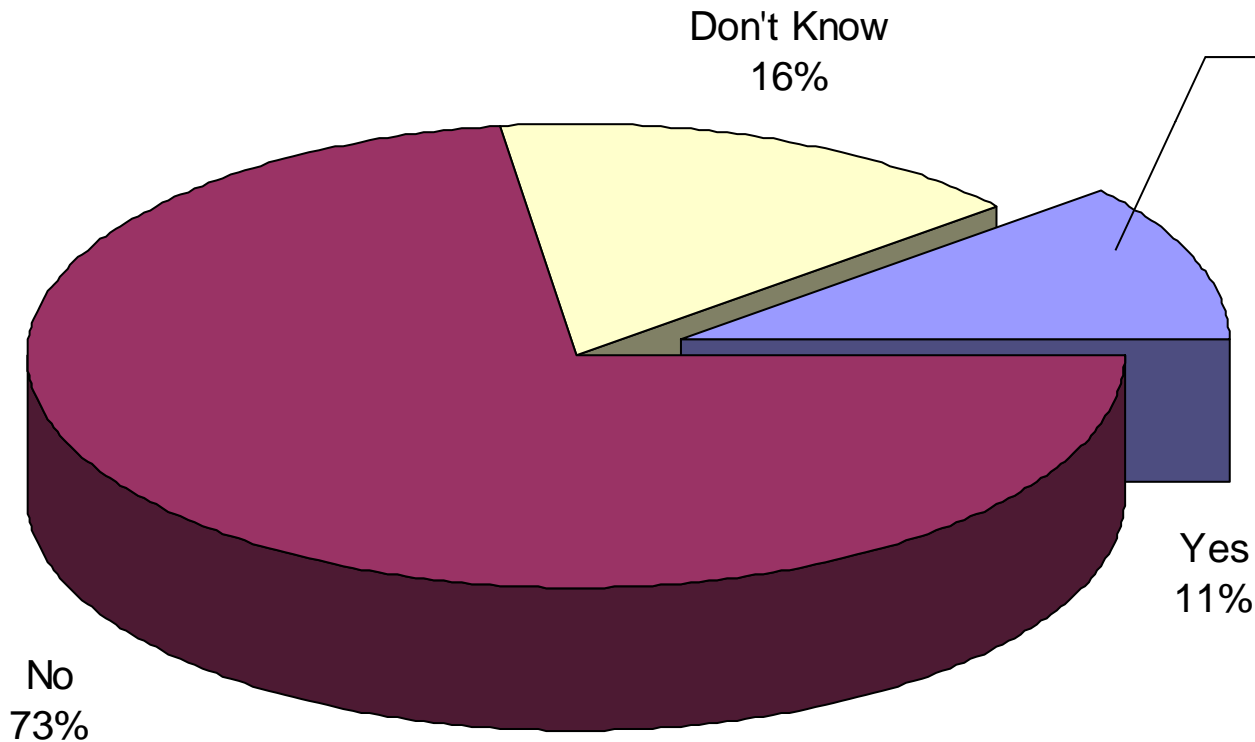
The following were noted differences in anticipated giving in the next 12 months based on key demographics:

- Kauai residents (18%) were more likely than Maui County (5%) and Oahu (8%) residents to say that they expect to give **more** in the next 12 months;
- In fact, a relatively greater proportion of Maui County residents (26%) than residents of other counties indicated that they anticipate giving **less** in the next 12 months;
- Caucasian households were more likely than other households to estimate giving **less** in the next 12 months; and
- Those from two-person (27%) or three-person (27%) households anticipate having to cut back and give **less** to charity in the next 12 months, versus those from four+ person households (17%).

FUTURE PLANNING

Overall, 11% of those respondents surveyed indicated that either they, or other household members, had plans to leave money or other assets to charity in their will or estate plans. Nearly three-fourths of those surveyed said that they had no plans (73%) at this time to leave money or other assets to charity, with the remaining percentage unsure.

Figure 54: Estate Planning (2009)



Base: n=808 Hawaii tax-defined households

ESTATE PLANNING: ADDITIONAL FINDINGS

The following were noted differences in terms of those who plan on leaving money or other assets to charity in their will or estate plans, based on key demographics:

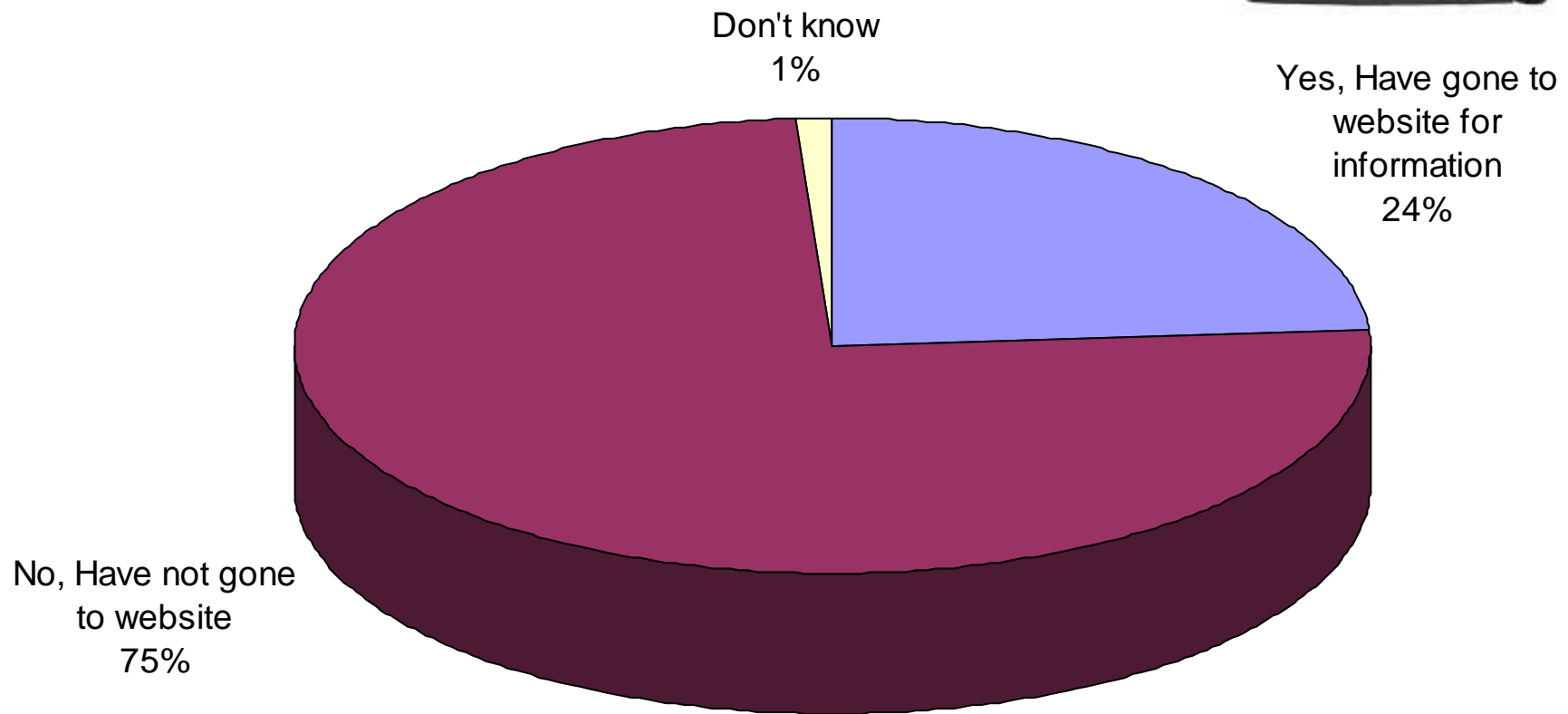
- A significantly greater proportion of those who currently volunteer time to charitable causes (15%) indicated that they plan on leaving money or other assets to charity, as compared to those who do not currently volunteer (8%);
- Those between the ages of 55 and 64 years (16%), between 18 and 24 years (15%), and between 35 to 44 years (14%) were the most likely to indicate plans to leave money or other assets to charity, while those between the ages of 25 to 34 years (8%) and 65+ years (9%) were the least likely; and
- Those practicing other Christian religions besides Catholics and Protestants (13%) were most likely to indicate plans to leave money or other assets to charity, while those of Catholic denomination (7%) were the least likely.

SECONDARY RESEARCH ONLINE

Overall, one-fourth of those respondents from households making a charitable donation in 2009 indicated that they went to an organization's website to get information to help them make their decision on whether or not to give.



Figure 55: Gone To Website To Research (2009)



Base: n=808 Hawaii tax-defined households

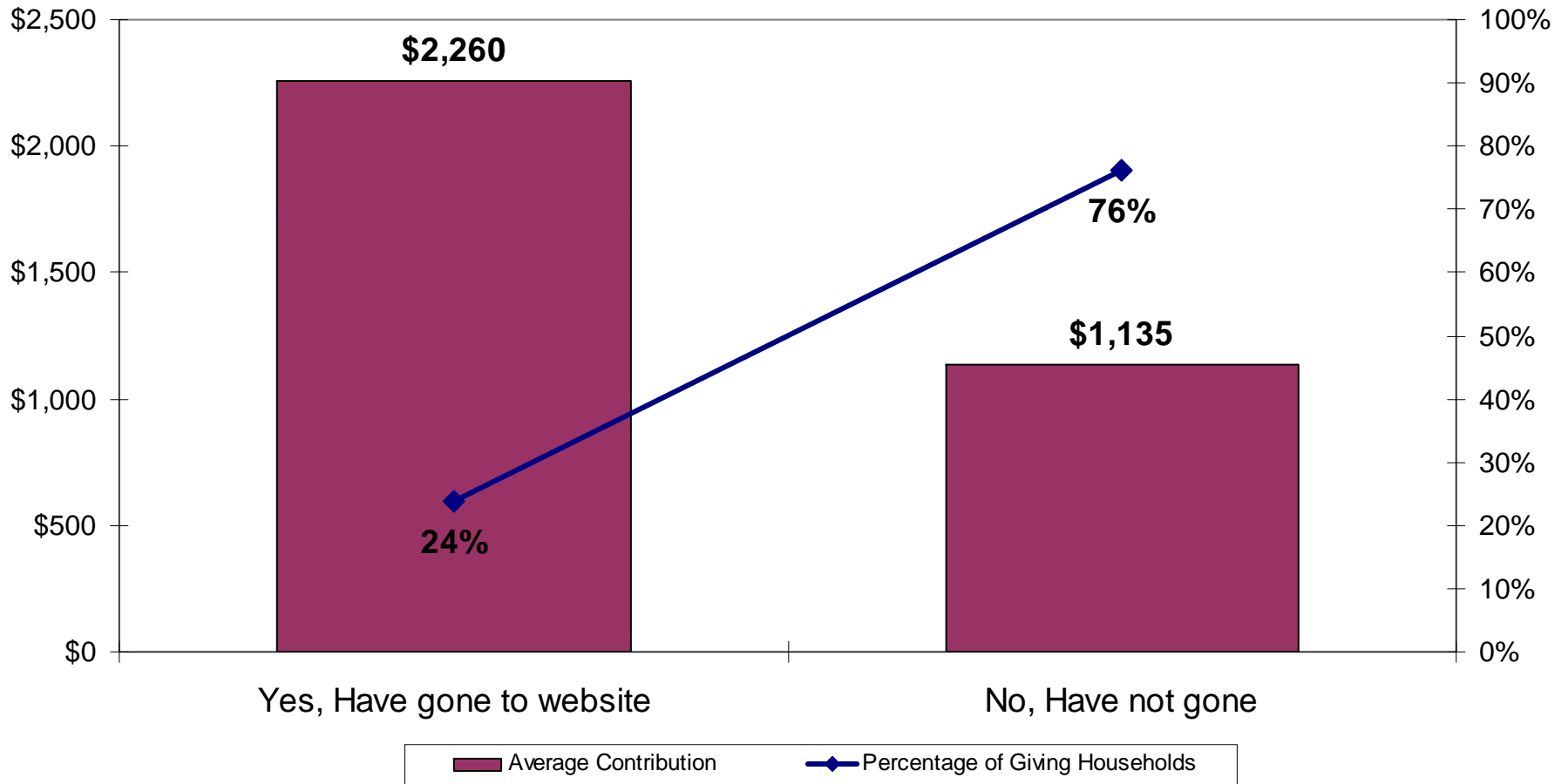
GONE TO WEBSITE TO RESEARCH: ADDITIONAL FINDINGS

The following were noted differences in terms of those who said that they have gone to an organization's website to get information to help them make a decision about giving, based on key demographics:

- Maui County residents (16%) were significantly less likely than Kauai (29%), Big Island (25%), and Oahu (24%) residents to have visited an organization's website to help make a decision in the past couple years;
- A significantly greater proportion of those who currently volunteer time to charitable causes (34%) indicated that they have gone to an organization's website, as compared to those who do not currently volunteer (14%);
- Caucasian heads of household (26%) were more likely than Filipino (13%), Hawaiian (17%), or Japanese (19%) heads to have visited an organization's website, although those of other ethnic backgrounds (35%) were the most likely overall;
- Those 65+ years of age (10%) were significantly less likely than all other segments to have visited an organization's website, while those between 18 and 24 years (38%) and those between the ages of 25 to 34 years (31%) were the most likely;
- A significantly greater proportion of those from households with annual income of more than \$75,000 (30%) or between \$50,000 and \$75,000 (26%) visited an organization's website, versus those from households of less than \$25,000 (13%); and
- A significantly greater proportion of females (26%) than males (19%) said that they visited an organization's website in the past couple years to help make an informed decision about giving.

On average, those have gone to a website in the past couple years to research an organization (\$2,260) gave twice as much to charity than did those who did not do any secondary research online (\$1,135).

Figure 56: Giving By Website Research (2009)



Base: Went to website to research organization (190); Have not gone to website to research organization (609)

RECIPIENTS OF CHARITABLE GIVING



GIVING TO LOCAL CHARITIES

Based on those households that give to charitable causes, 7 in 10 donors (69%) surveyed indicated that nearly all [defined as 75% or more] of their household's charitable contributions went to Hawaii organizations. On the opposite end of the spectrum, one in four donors (24%) indicated that a majority of their charitable donations went to out-of-state organizations.

Base: n=722 Hawaii residents who answered question

Figure 57: Giving Locally (2009)

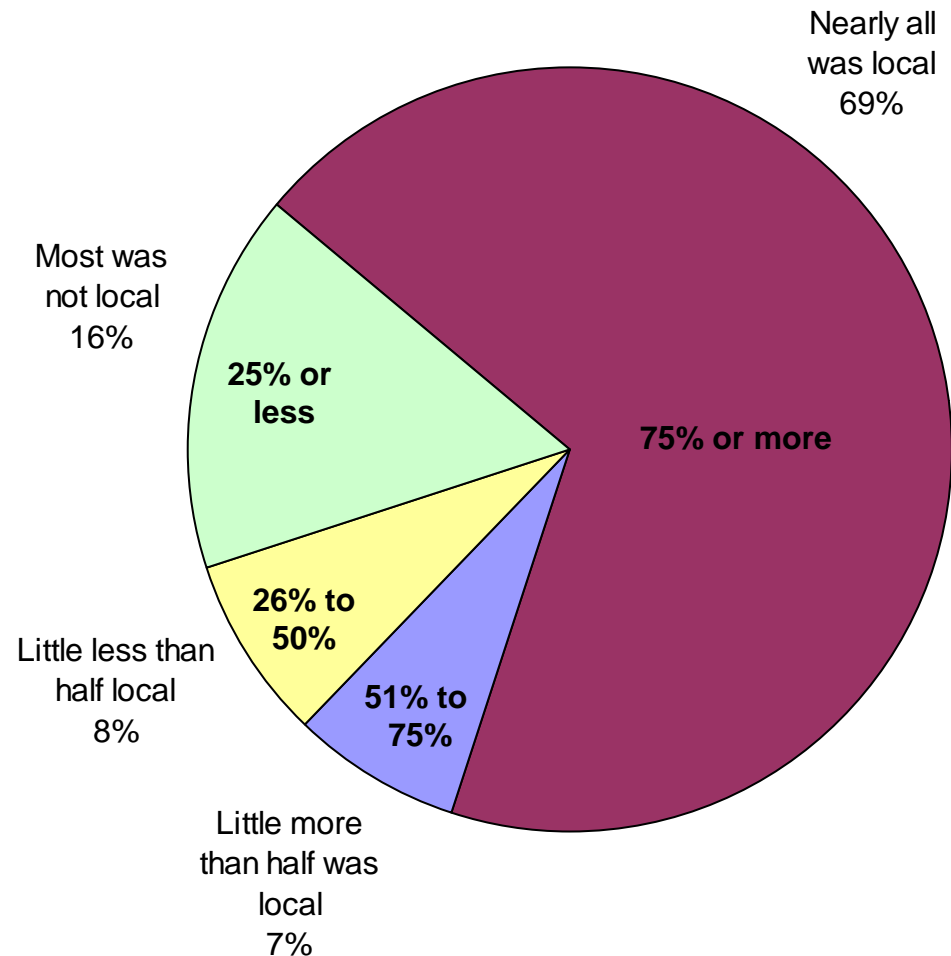
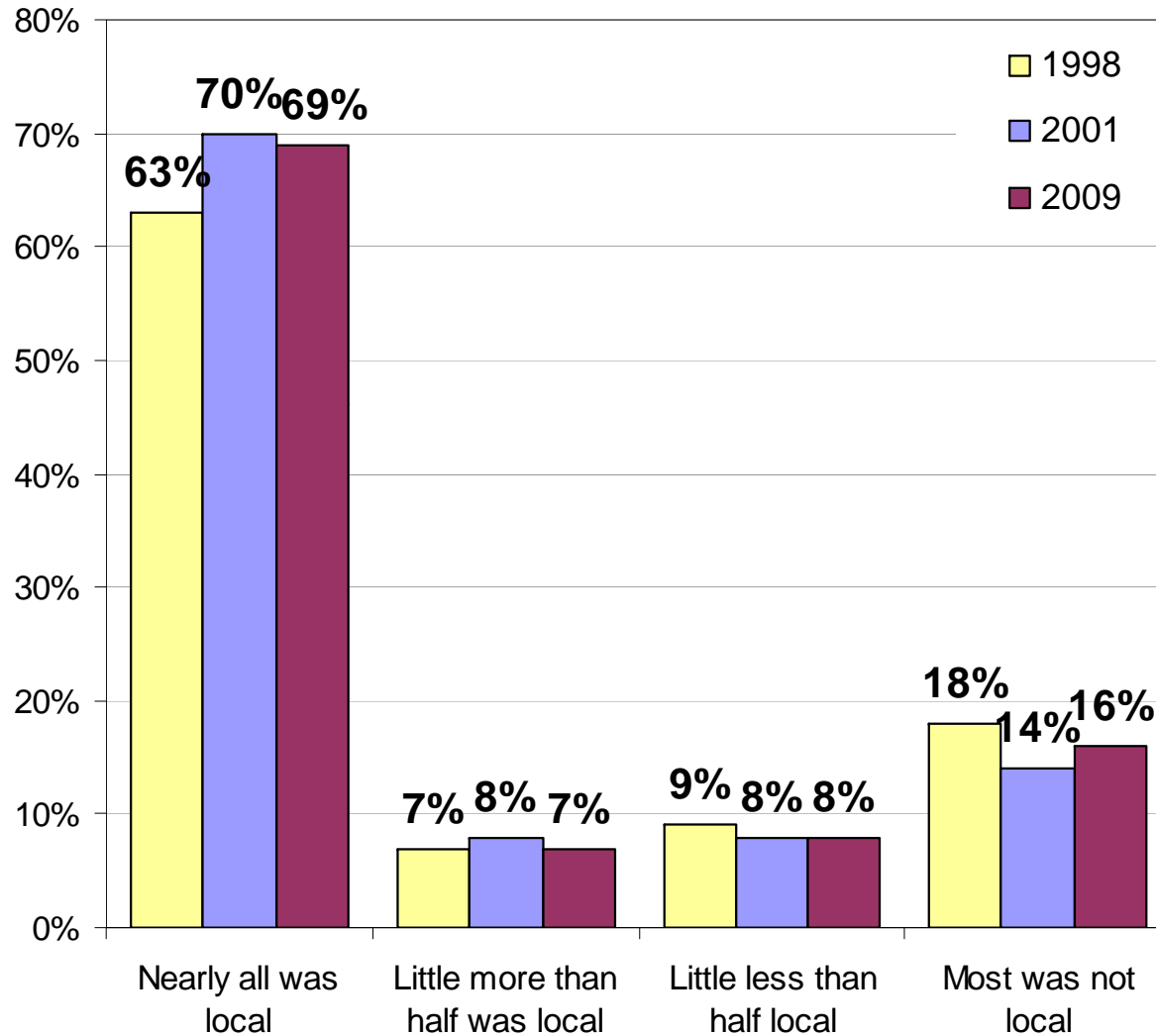


Figure 58: Giving Locally (Tracking)



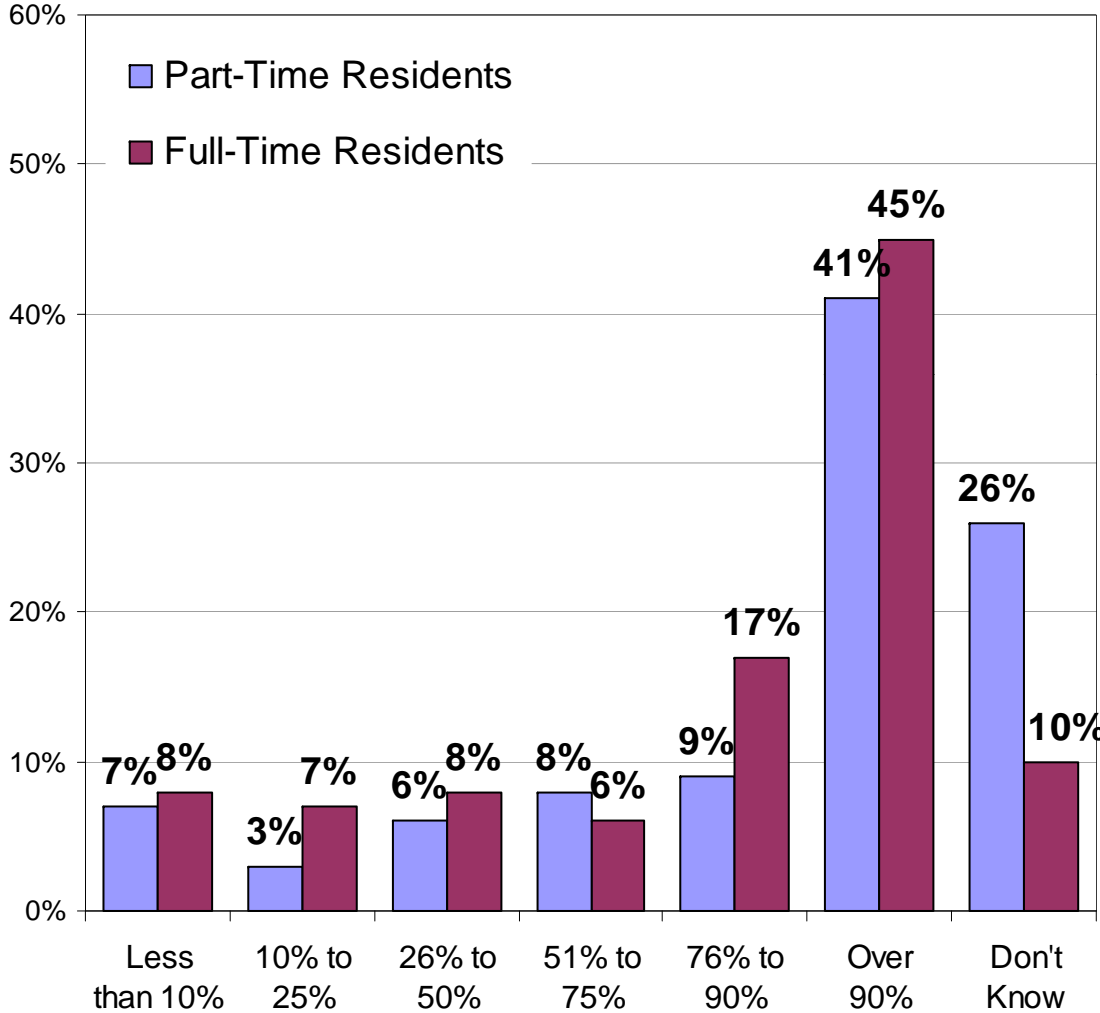
The distribution of charitable giving to local versus non-local charities has been fairly consistent over the course of the tracking.



Base: (2009) n=722 Hawaii residents who answered question

Figure 59: Giving Locally By Resident Status (2009)

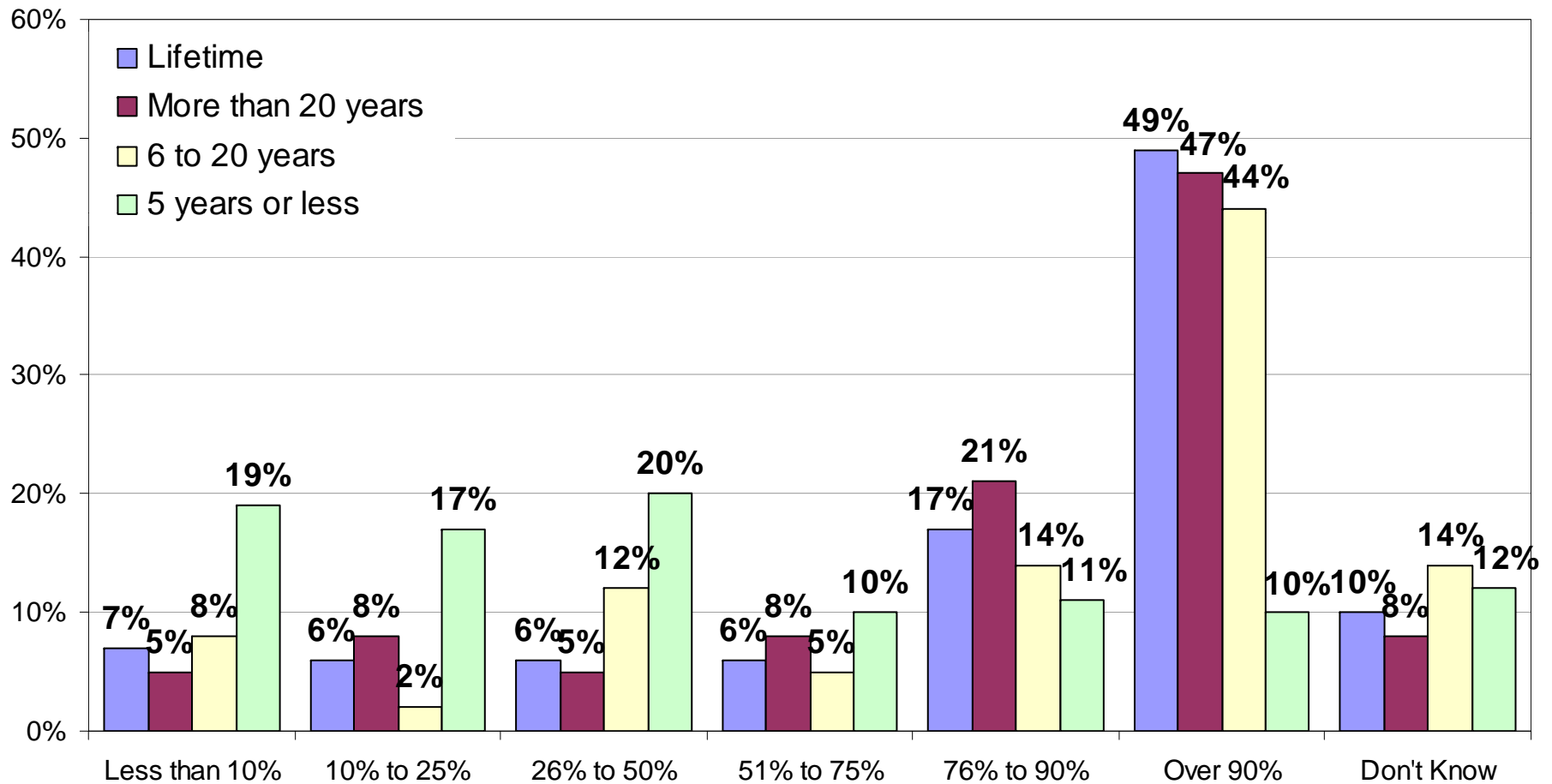
A majority of both full-time and part-time residents indicated that they give primarily to locally-based organizations.



Base: n=778 Hawaii tax-defined households who donated to charity; Full-time residents (743); Part-time residents (33)

Not surprisingly, newer residents to the Islands --- those having lived here for 5 years or less and thus, less likely to have vested interests locally --- displayed greater tendencies to contribute to out-of-state causes.

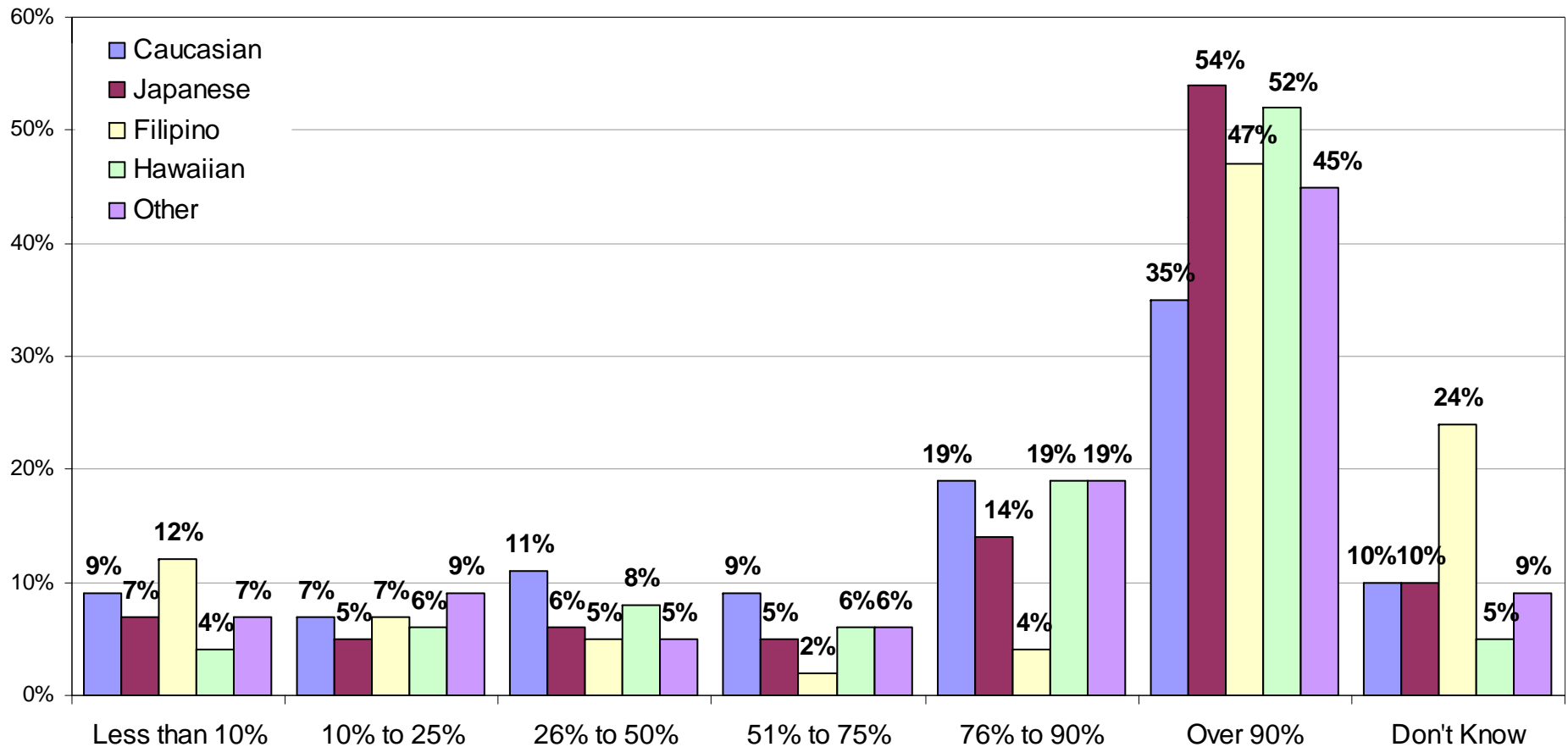
Figure 60: Giving Locally By Type of Resident (2009)



Base: n=775 Hawaii tax-defined households who donated to charity; Lifetime (518); More than 20 years (122); 11 to 20 years (83); 1 to 5 years (52)

Japanese and Hawaiian households were more likely to say that a large majority of their charitable giving in 2009 was to support local charities, while Filipino households were less likely to indicate the same.

Figure 61: Giving Locally By Ethnicity (2009)



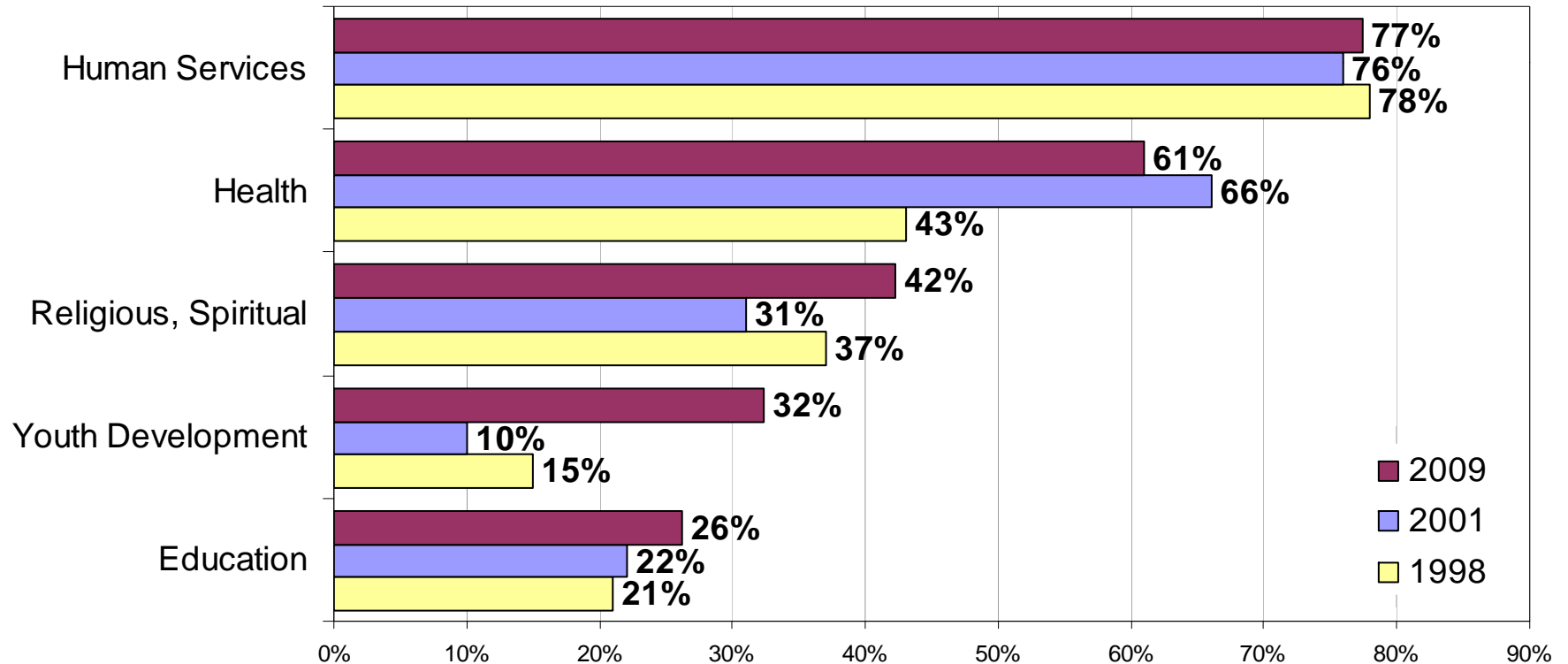
Base: Caucasian (270); Japanese (177); Filipino (79); Hawaiian (125); Other (144)

SHARE OF CHARITABLE DONATIONS

TYPES OF CHARITABLE ORGANIZATIONS

Human services (77%; up 1 point from 2001) and health-related causes (61%; down 5 points) remained the top two recipients of charitable giving in Hawaii. Compared to the prior measure in 2001, religious organizations (42%; up 11 points) and education (26%; up 4 points) also remained in the top five recipients, with youth development (32%; up 22 points) displacing public benefit.

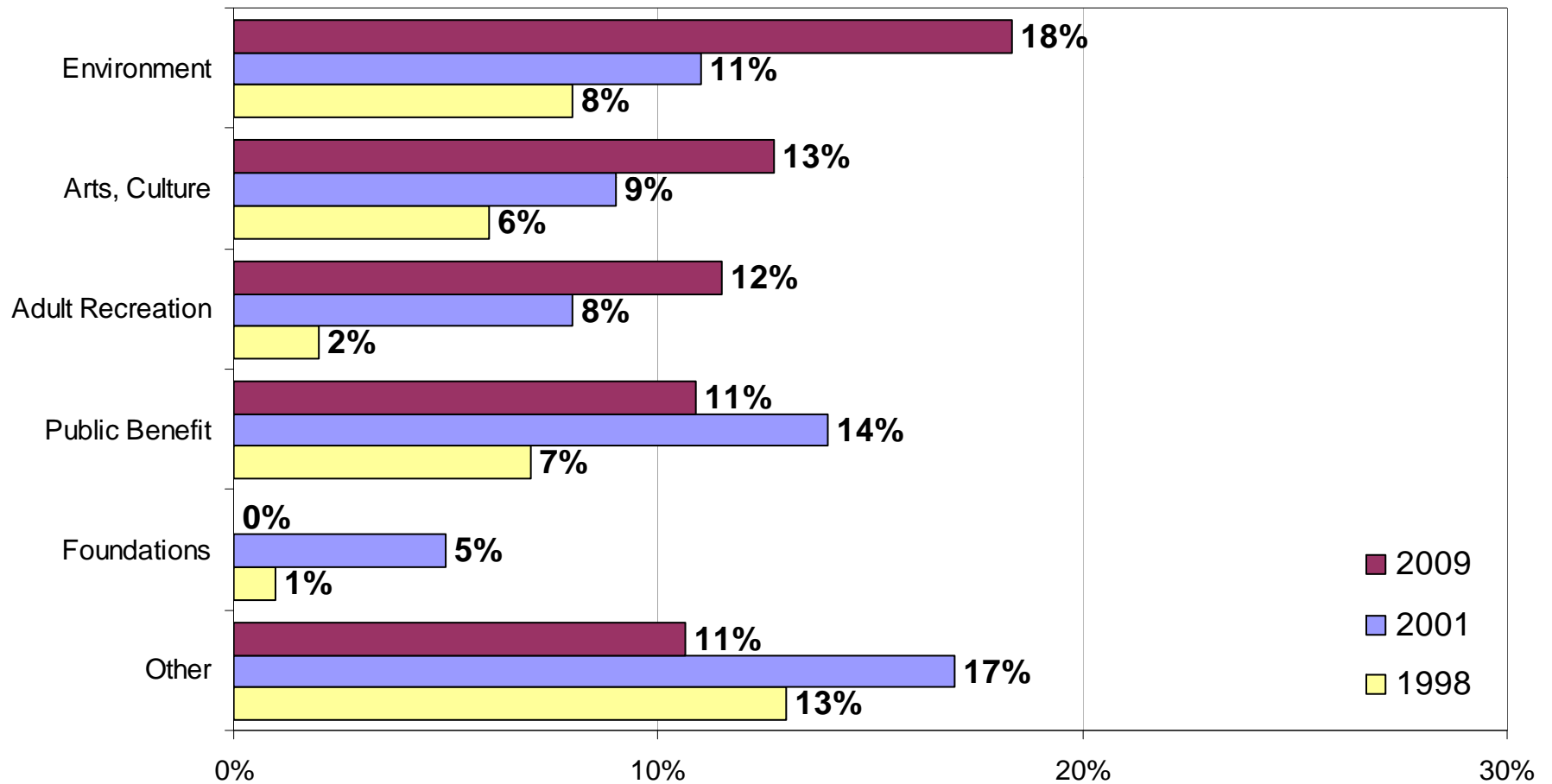
Figure 62: Top Five Recipients of Charitable Giving (Tracking)



Base: n=808 Hawaii tax-defined households

Environmental causes (18%; up 7 points) led the second tier of recipients of charitable giving in Hawaii, followed by arts and culture (13%; up 4 points), adult recreation (12%; up 4 points), and public benefit (11%; down 3 points). [Note: The decline in public benefit may likely be a result of post 9/11 donations in 2001.]

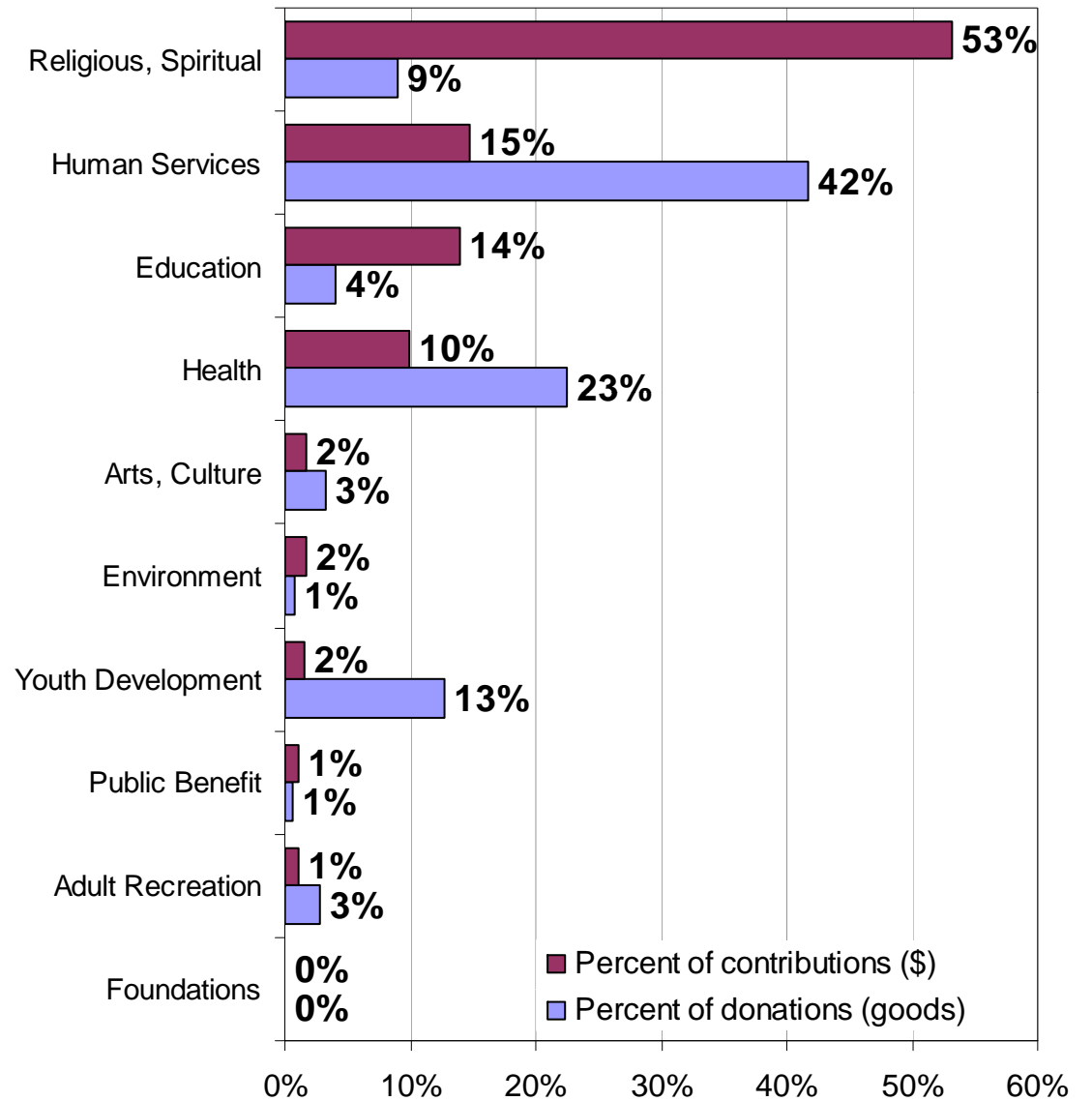
Figure 63: Additional Recipients of Charitable Giving (Tracking)



Base: n=808 Hawaii tax-defined households

Figure 64: Organizations' Share of Donations and Contributions (2009)

Figure 64 to the right shows the percentage of goods donations and monetary contributions received by each of the primary organization types. Donations to Religious organizations are skewed heavily toward cash, while donations to Human Services, Health, and Youth Development skew heavily toward goods.

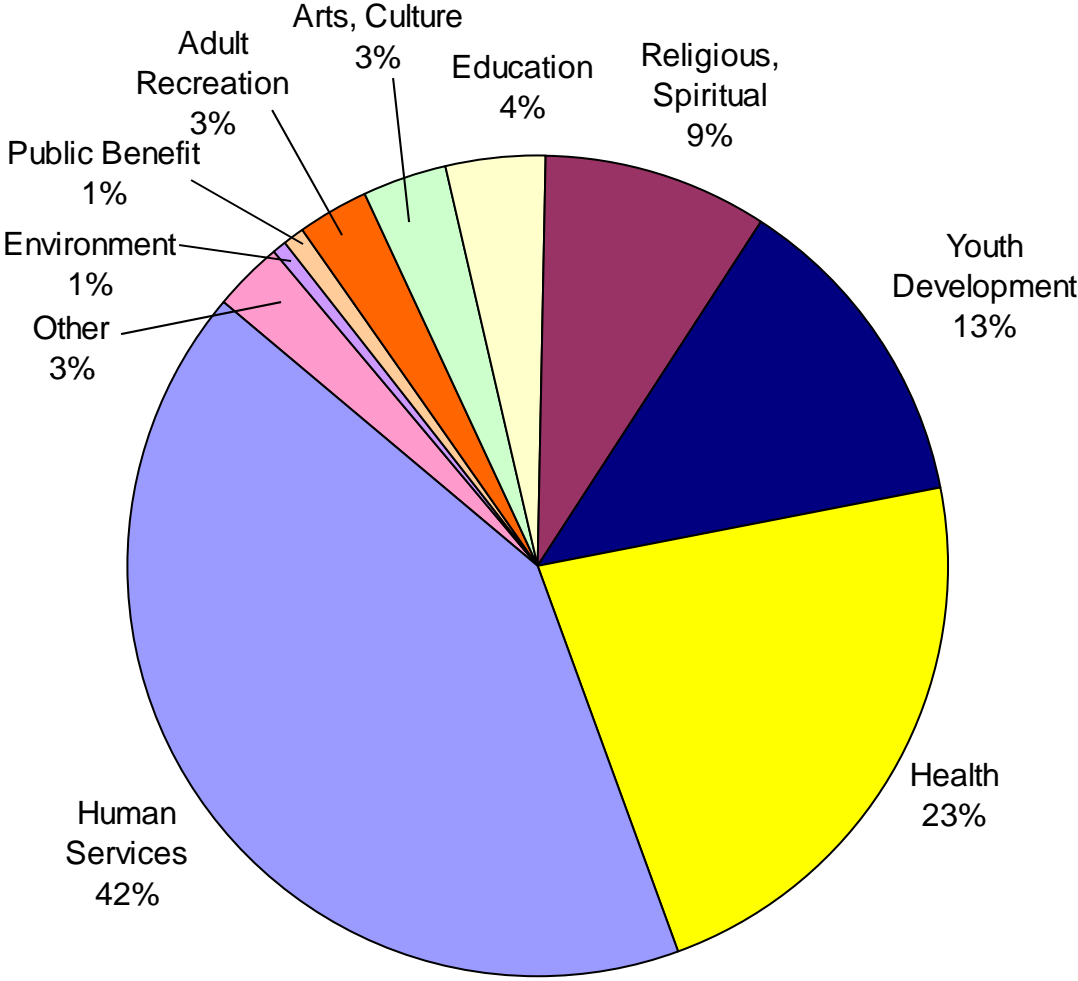


Base: n=808 Hawaii tax-defined households

Figure 65: Organizations' Share of Goods Donated (2009)

Figure 65 to the right shows the category share of total goods donated.

Relative to goods donations, Human Services organizations (42%) account for the largest share of goods donated, followed by Health (23%) and Youth Development organizations (13%).



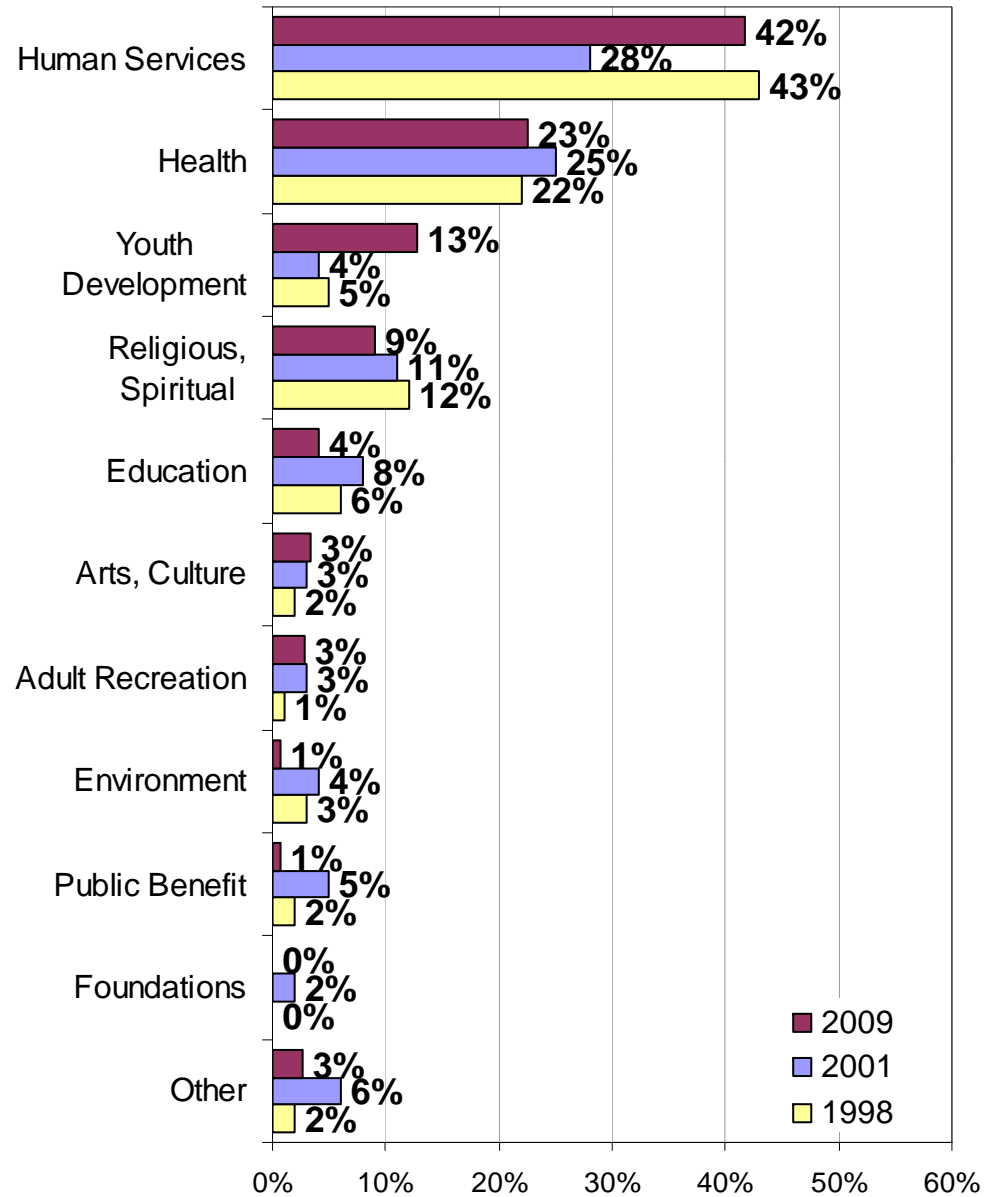
Base: n=808 Hawaii tax-defined households

SHARE OF GOODS DONATED

The share of donated goods given to Human Services organizations (42%; up 14 points) increased significantly in 2009. Share of goods given to Health organizations (23%; down 2 points) ranked second overall, followed by share given to Youth Development organizations (13%; up 9 points).



Figure 66: Share of Goods (Tracking)



Base: n=808 Hawaii tax-defined households

Figure 67: Organizations' Share of Monetary Donations (2009)

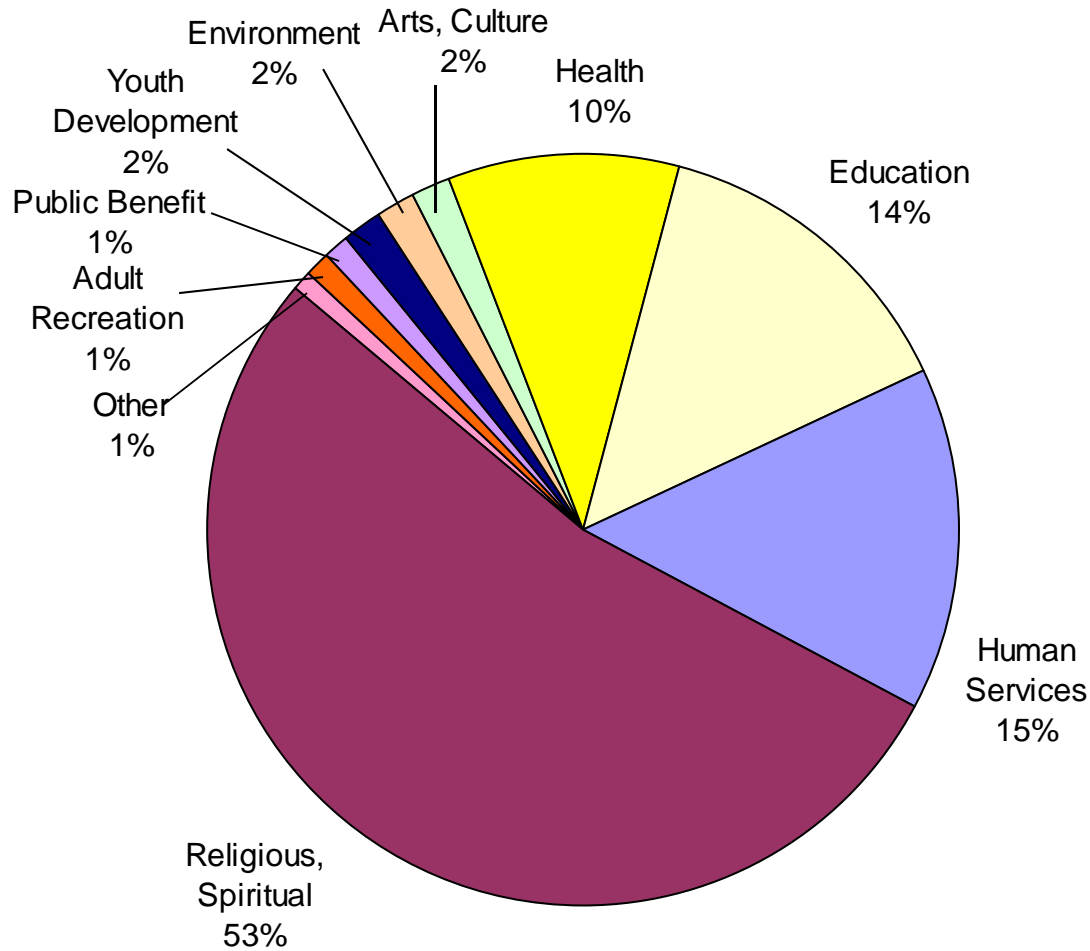


Figure 67 to the left shows the category share of all monetary contributions made in 2009.

Religious organizations (53%) account for a slight majority of all monetary donations made to charity, far outdistancing monetary share for Human Services organizations (15%), Education (14%), and Health organizations (10%).

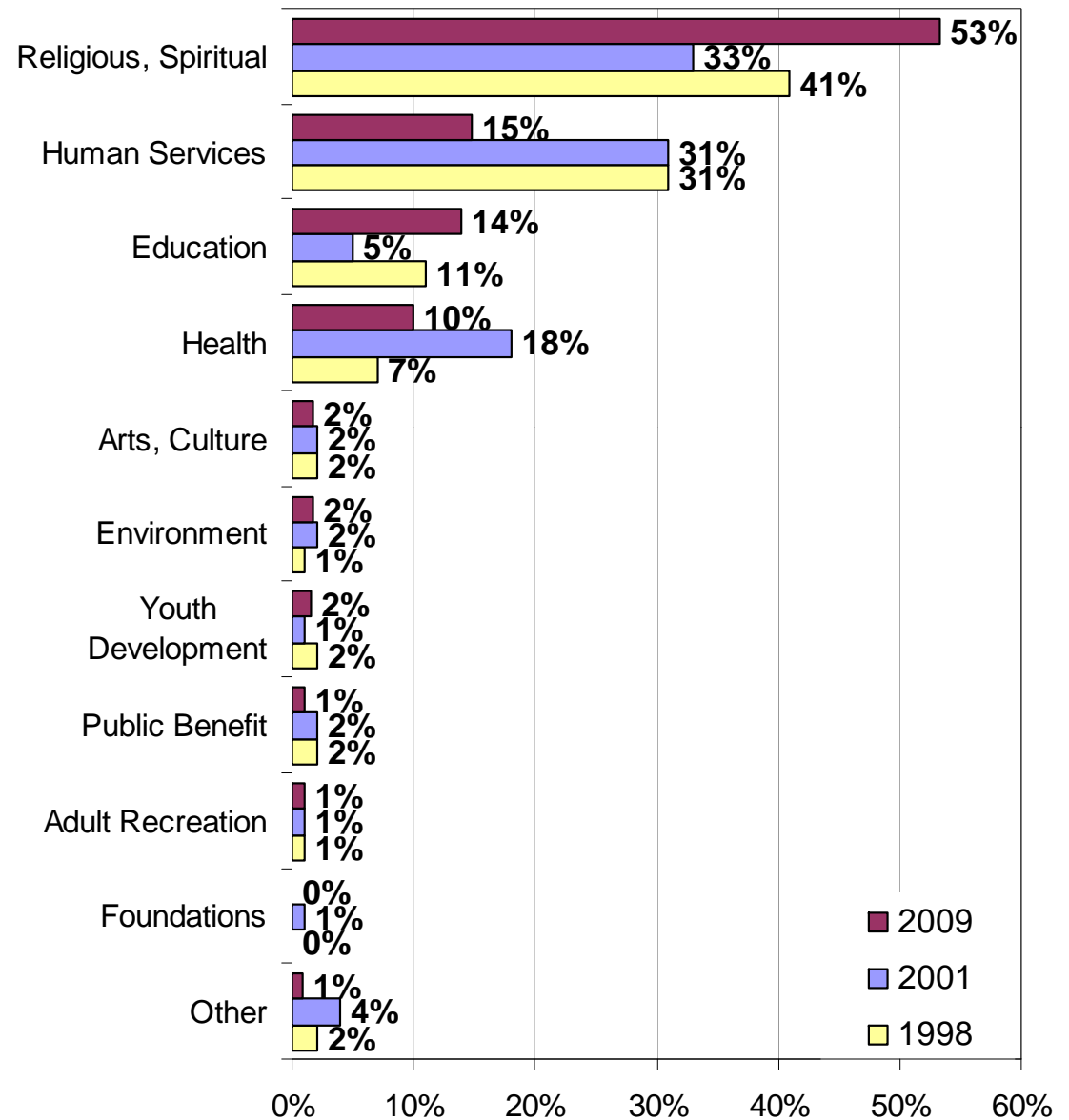
Base: n=808 Hawaii tax-defined households

SHARE OF CASH DONATIONS

The share of monetary contributions made to Religious organizations (53%; up 20 points) increased significantly in 2009. Share of cash donations made to Human Services (15%; down 16 points) ranked second overall, followed by that made to Education (14%; up 9 points) and Health (10%; down 8 points).



Figure 68: Share of Monetary Donations (Tracking)



Base: n=808 Hawaii tax-defined households

Figure 69: Average Total Donation By Category (2009)

Avg Given By Category (Cash plus Goods)	% of HH's Giving	Total
Human Services	77%	\$303
Health	61%	\$184
Religious, Spiritual	42%	\$538
Youth Development	32%	\$64
Education	26%	\$147
Environment	18%	\$18
Arts, Culture	13%	\$29
Adult Recreation	12%	\$20
Public Benefit	11%	\$13
Other	11%	\$19

As shown to the left in Figure 69, average total donations (cash plus goods) were highest for religious/spiritual organizations (\$538); well ahead of donations made to Human Services (\$303), Health (\$184), or Education (\$147).

Base: n=808 Hawaii tax-defined households

As noted earlier in Figure 18, those heads of household falling into the “other” ethnicity category gave the most, on average, to charity in the past year. As shown below in Figure 70, this was driven primarily by donations to Religious organizations.

Figure 70: Organizations Given To By Ethnicity (2009)

Avg Given By Category (Cash plus Goods)	Caucasian Total	Japanese Total	Filipino Total	Hawaiian Total	Other Total
Arts, Culture	\$70	\$11	\$7	\$3	\$12
Education	\$270	\$37	\$30	\$67	\$198
Environment	\$35	\$12	\$6	\$3	\$14
Health	\$217	\$113	\$120	\$225	\$220
Human Services	\$371	\$203	\$106	\$358	\$376
Public Benefit	\$24	\$5	\$7	\$13	\$6
Adult Recreation	\$8	\$10	\$4	\$80	\$13
Religious, Spiritual	\$467	\$479	\$356	\$472	\$953
Youth Development	\$59	\$51	\$72	\$112	\$47
Other	\$15	\$5	\$13	\$34	\$37

Base: Caucasian (270); Japanese (177); Filipino (79); Hawaiian (125); Other (144)

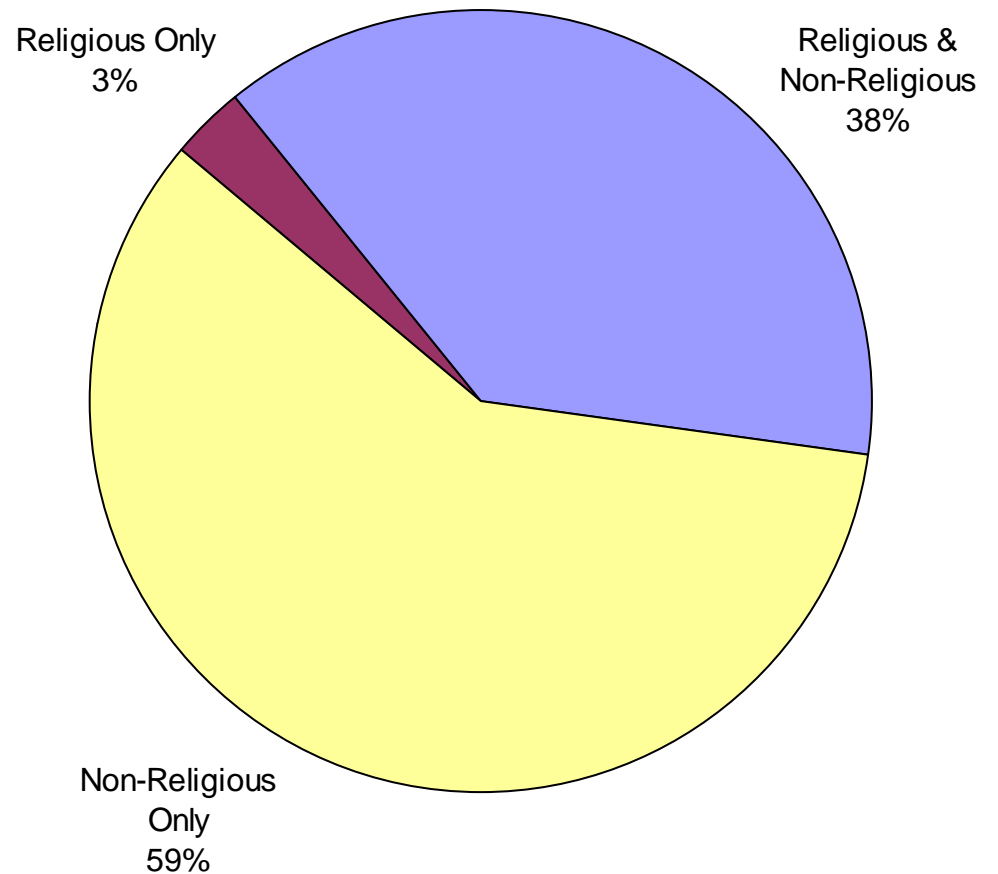
Note: Those who refused to specify their ethnicity were removed.

In 2009, Religious donations made by “Other” included (7) total donations of \$5,000 or more --- (1) Hispanic - \$5,000; (2) Chinese - \$6,000; (1) Mixed - \$10,000; (1) Chinese - \$12,300; (1) African-American - \$14,000; and (1) Mixed - \$20,000

Figure 71: Giving To Religious vs. Secular Organizations (2009)

RELIGIOUS vs. SECULAR GIVING

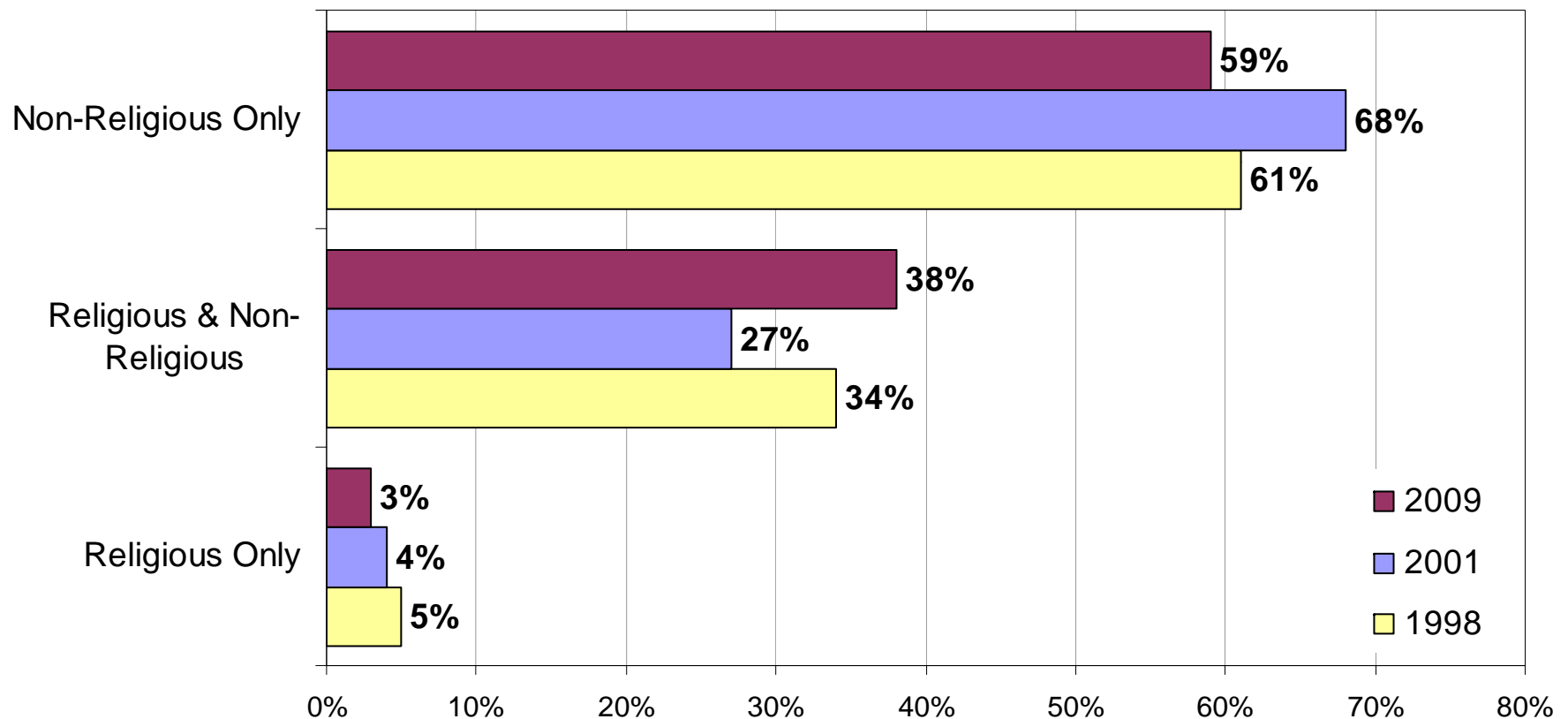
Overall, only 3% of Hawaii’s contributing households give solely to religious or spiritual organizations. Three in 5 indicated that they give exclusively to non-religious organizations only (59%), while just under 2 in 5 reportedly donate to both religious and non-religious causes (38%).



Base: n=730 Hawaii tax-defined households who specified their recipient organizations
Those who did not specify their recipient organizations were removed.

Compared to the previous measure in 2001, slightly more households reportedly donate to both religious and non-religious causes (38%; up 11 points), with a corresponding decline in the proportion of households who give exclusively to non-religious organizations (59%; down 9 points).

Figure 72: Giving To Religious vs. Secular Organizations (Tracking)



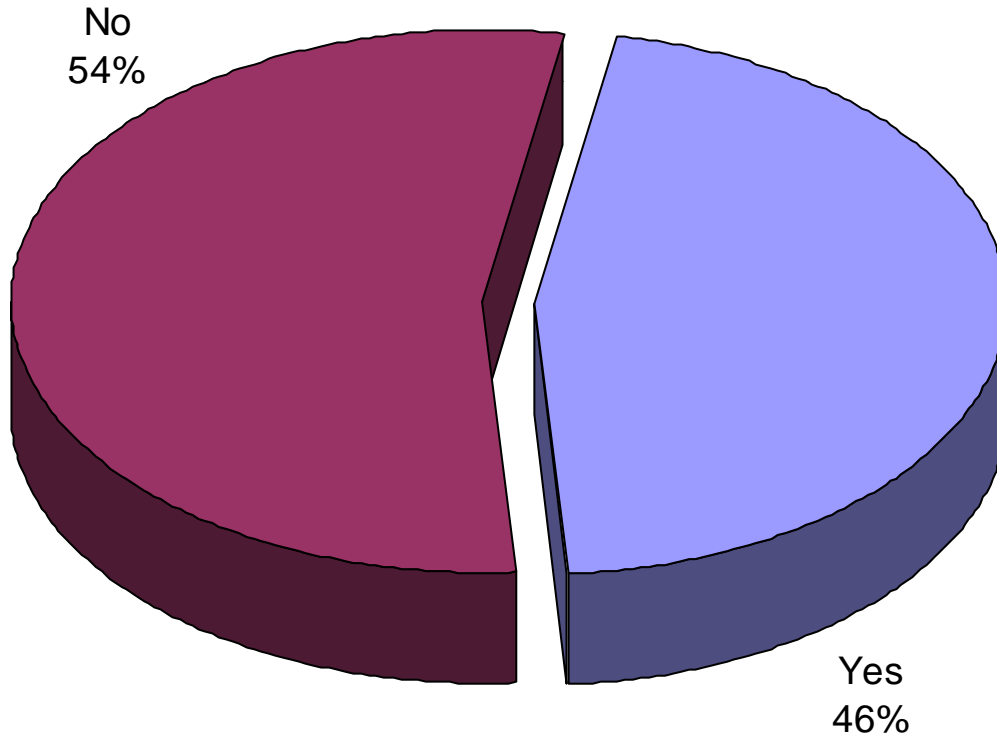
Base: n=730 Hawaii tax-defined households who specified their recipient organizations
 Those who did not specify their recipient organizations were removed.

VOLUNTEER PROFILES

VOLUNTEERS

When asked if they have volunteered any time to charity in the past 12 months, just under half (46%) of those respondents surveyed indicated that they did volunteer. This was virtually the same as that reported in 2001 (47%).

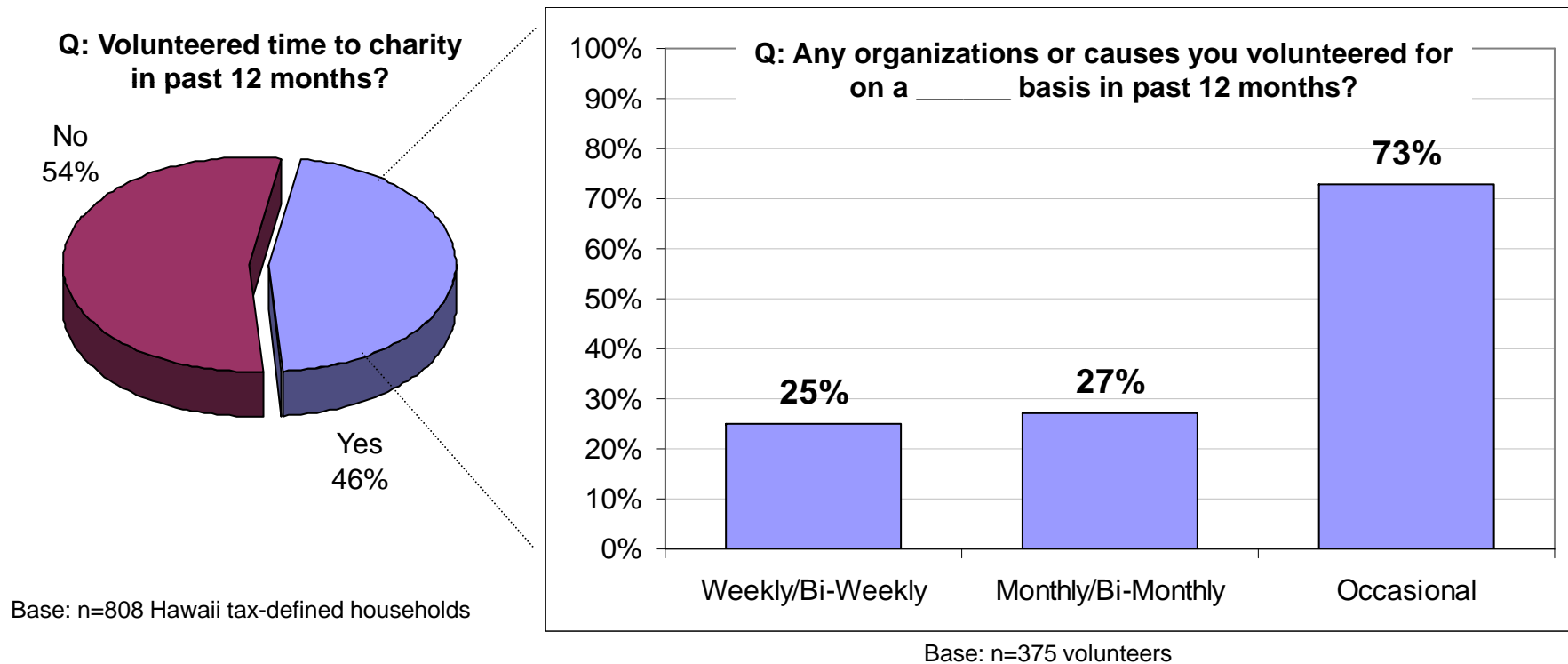
Q: Volunteered time to charity in past 12 months?



Base: n=808 Hawaii tax-defined households

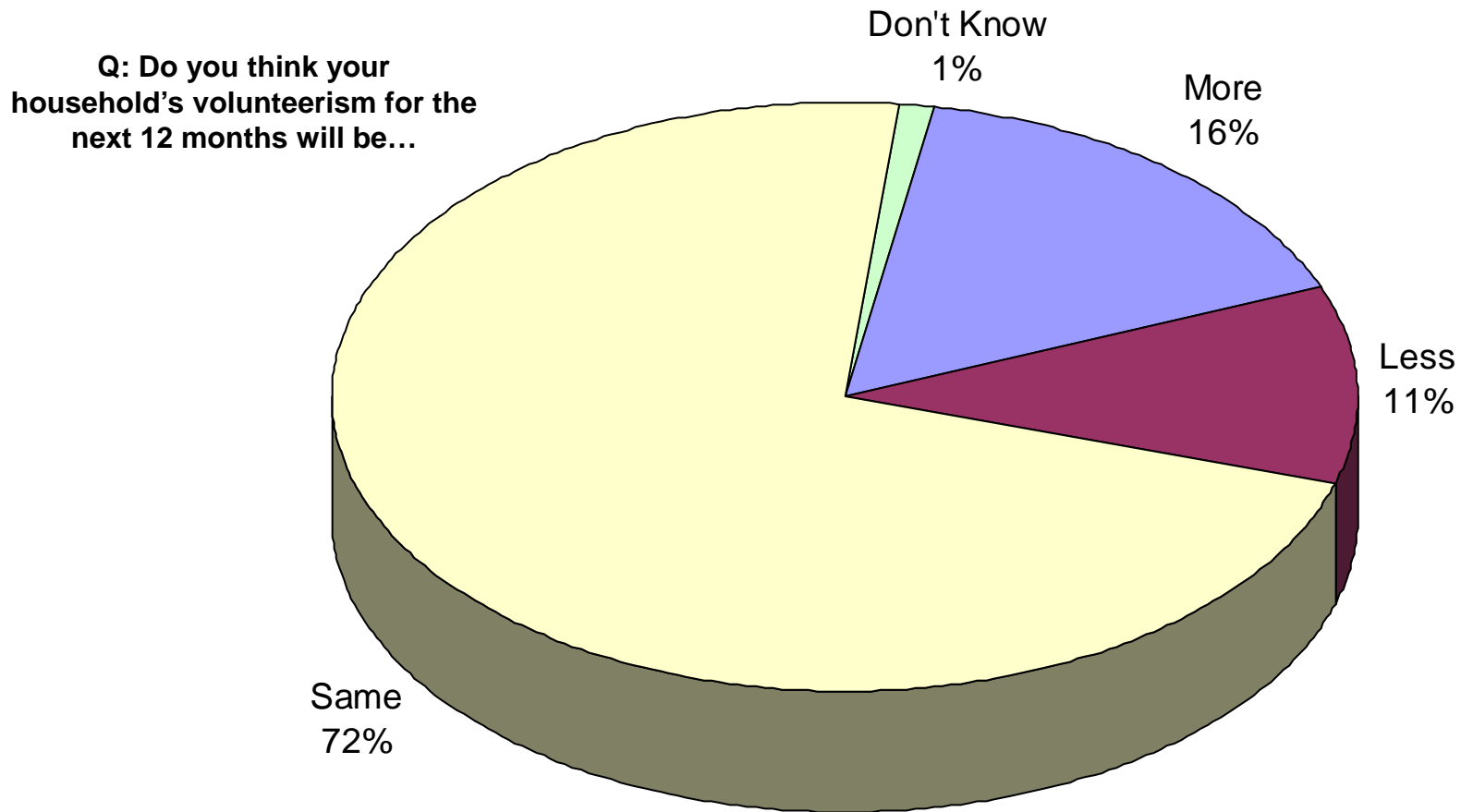
Among those who volunteered, one-fourth did so on a weekly or bi-weekly basis (25%; down 6 points since 2001), with only a slight increase when asked if they did so on a monthly or bi-monthly basis (27%; up 3 points). A majority of respondents, nearly three-fourths (73%; up 6 points), indicated that they volunteer on an occasional basis.

Figure 73: Volunteering (2009)



Overall, nearly 9 in 10 volunteers surveyed anticipated volunteering more often (16%) or the same amount of time (72%) in 2010 as they did in the past year. One in 10 expect that their household will volunteer less in the next 12 months than they did in the past year.

Figure 74: Anticipated Volunteering (2009)

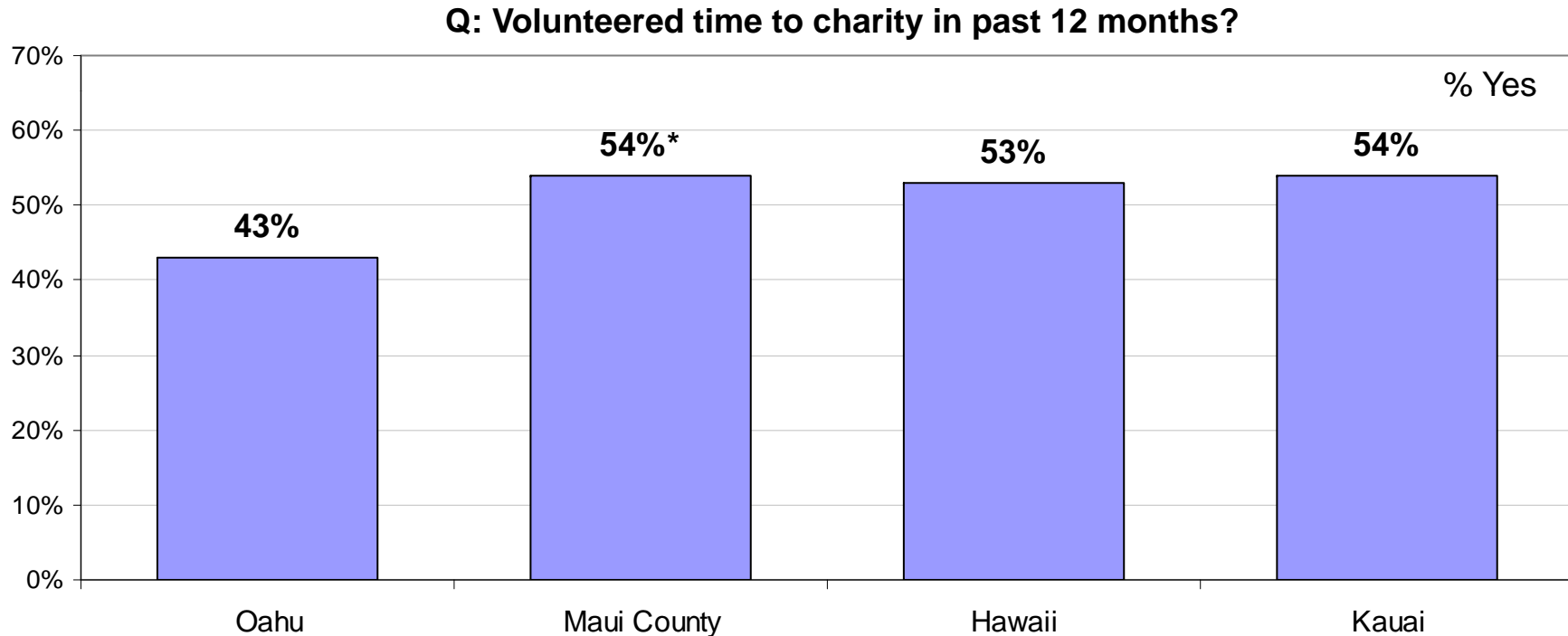


Base: n=375 Hawaii tax-defined households who indicated that they volunteer

PROFILE OF VOLUNTEERS

The proportion of respondents who indicated that they have volunteered time to charity in the past 12 months was significantly lower on Oahu (43%) as compared to Maui County (54%), Kauai (54%), and Hawaii (53%). The level of volunteerism was fairly consistent across the Neighbor Islands.

Figure 75: Volunteering By Island (2009)



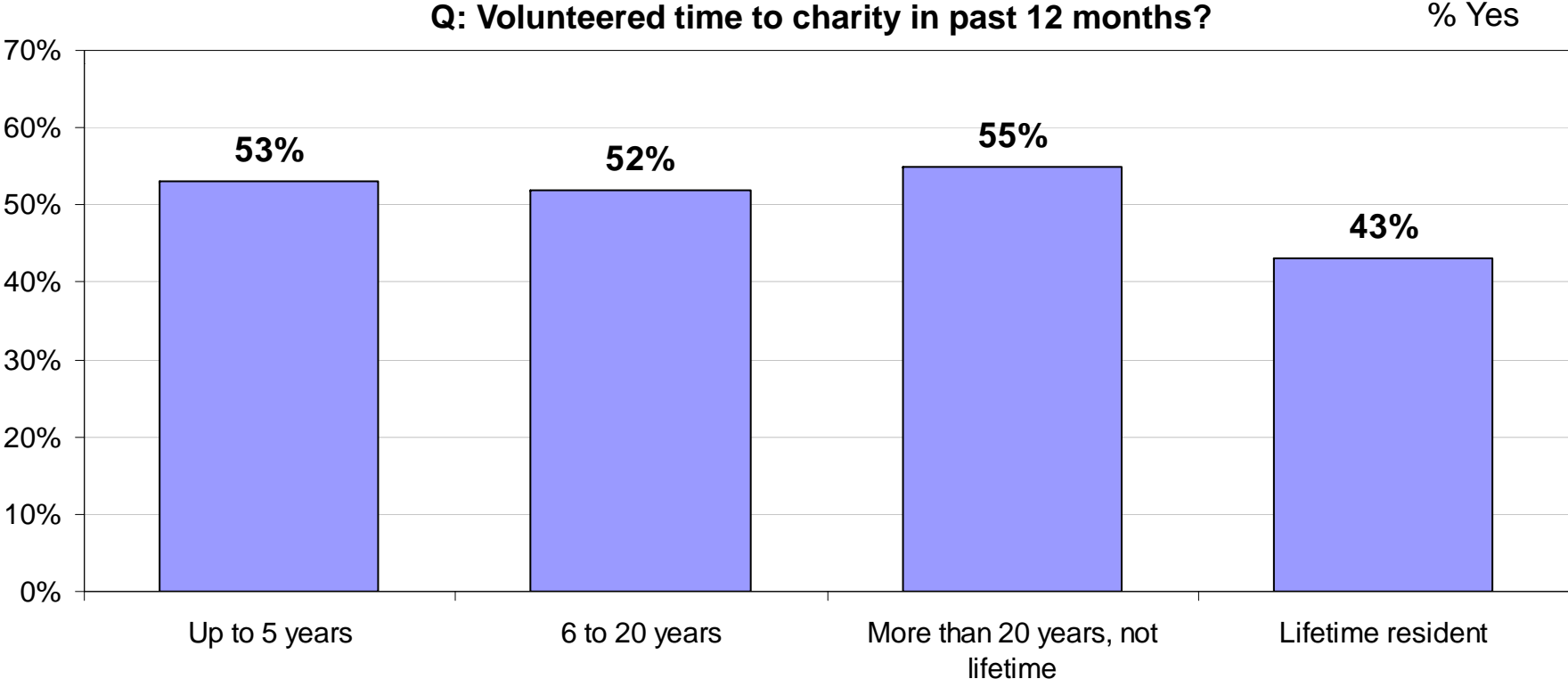
Base: Tax-defined households – Oahu (406); Maui County (147); Hawaii (186); Kauai (73)

Note: *Due to small sample sizes on Molokai and Lanai, Maui, Molokai, and Lanai have been combined into Maui County

Lifetime residents are the least likely to have volunteered time in the past 12 months, although this is likely related with age (as shown later in this report). Level of volunteerism was fairly equal across other segments tested --- 5 years or less (53%), between 6 to 20 years (52%), and more than 20 years but not lifetime residency (55%).



Figure 76: Volunteering By Length of Residency (2009)

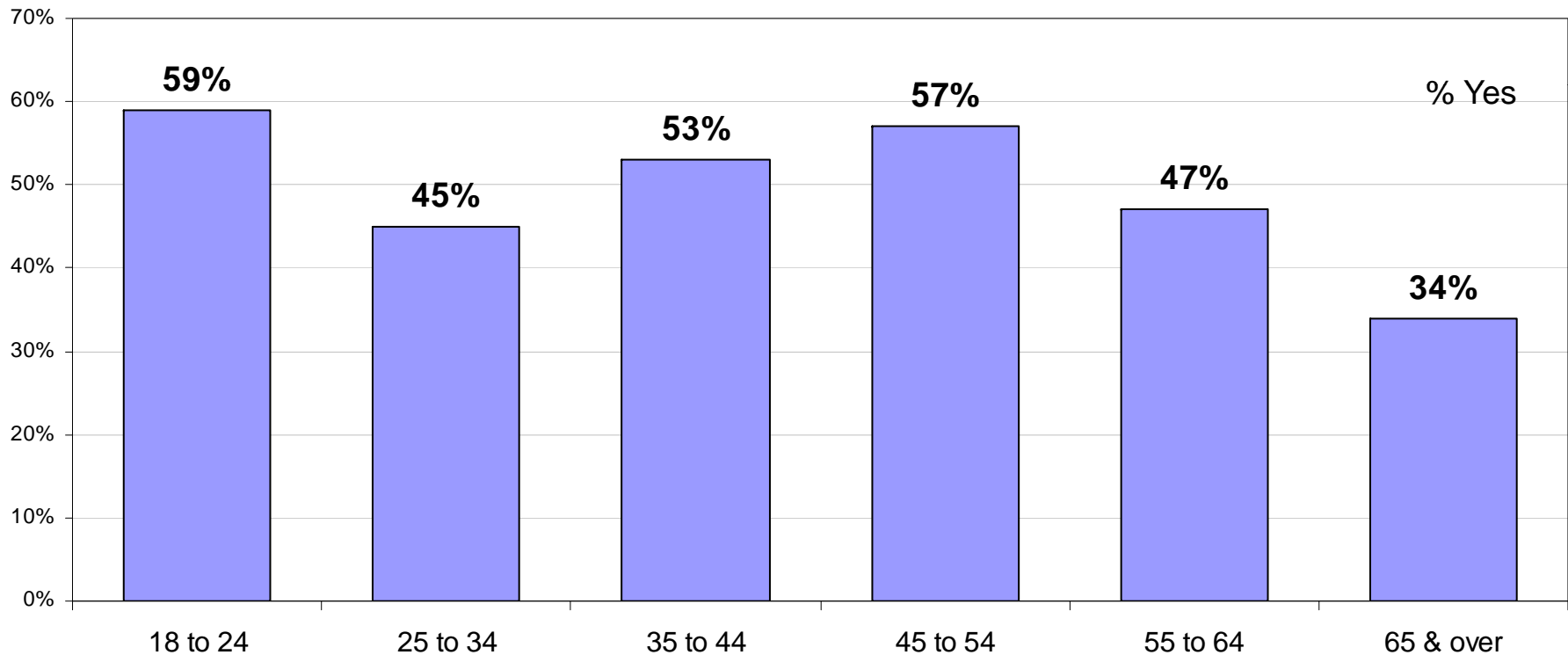


Base: Up to 5 years (55); 6 to 20 years (87); More than 20 years (126); Lifetime (538)

Younger residents between 18 to 24 years of age (59%), those between 45 to 54 years (57%), and those between 35 to 44 years (53%) were the most likely to have volunteered time to charity in the past 12 months. In comparison, those 65+ years of age (34%) were far less likely than others to have indicated likewise.

Figure 77: Volunteering By Age (2009)

Q: Volunteered time to charity in past 12 months?

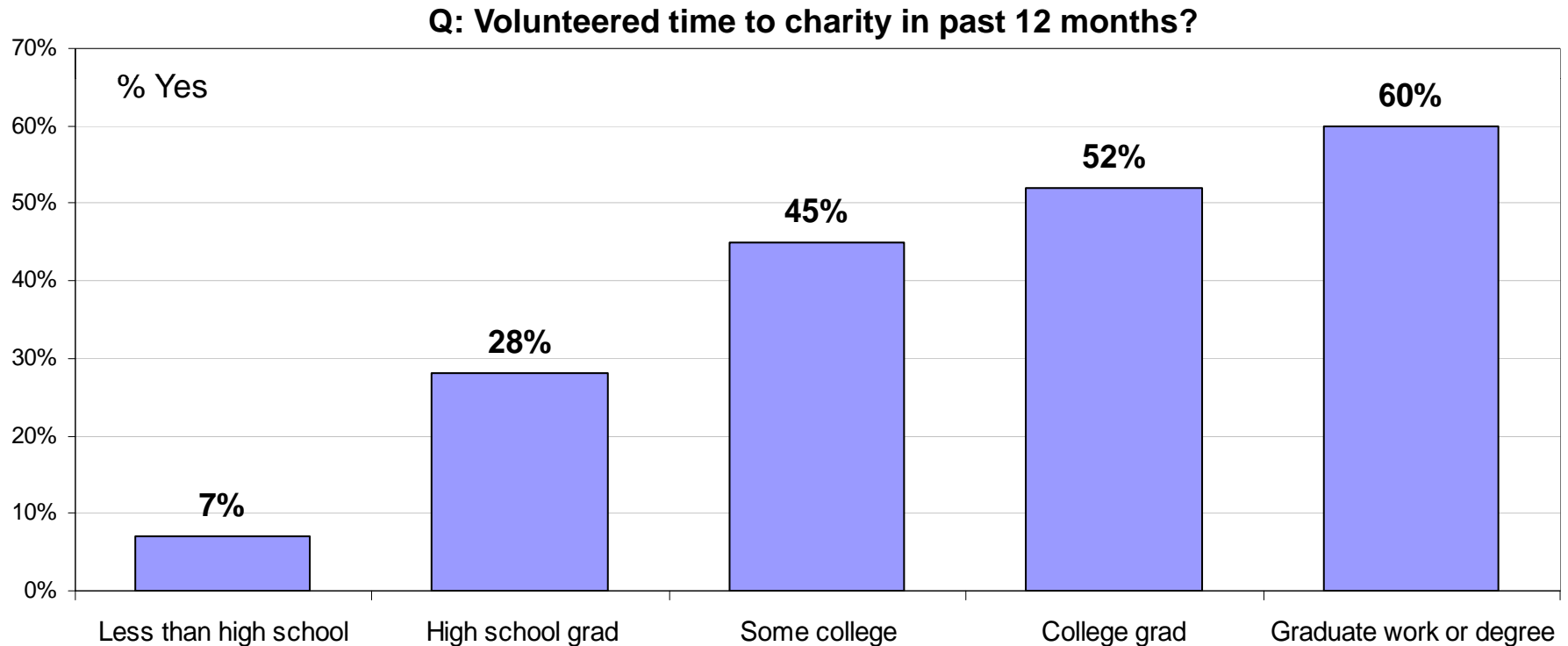


Base: 18 to 24 (39); 25 to 34 (179); 35 to 44 (98); 45 to 54 (134); 55 to 64 (167); 65+ (182)

The likelihood to volunteer increases directly with level of education. A relatively greater proportion of those with some graduate work or a graduate degree (60%) volunteered time to a charitable cause in the past 12 months, as compared to those with college degrees (52%), some college (45%), high school diplomas (28%), and less than high school backgrounds (7%).



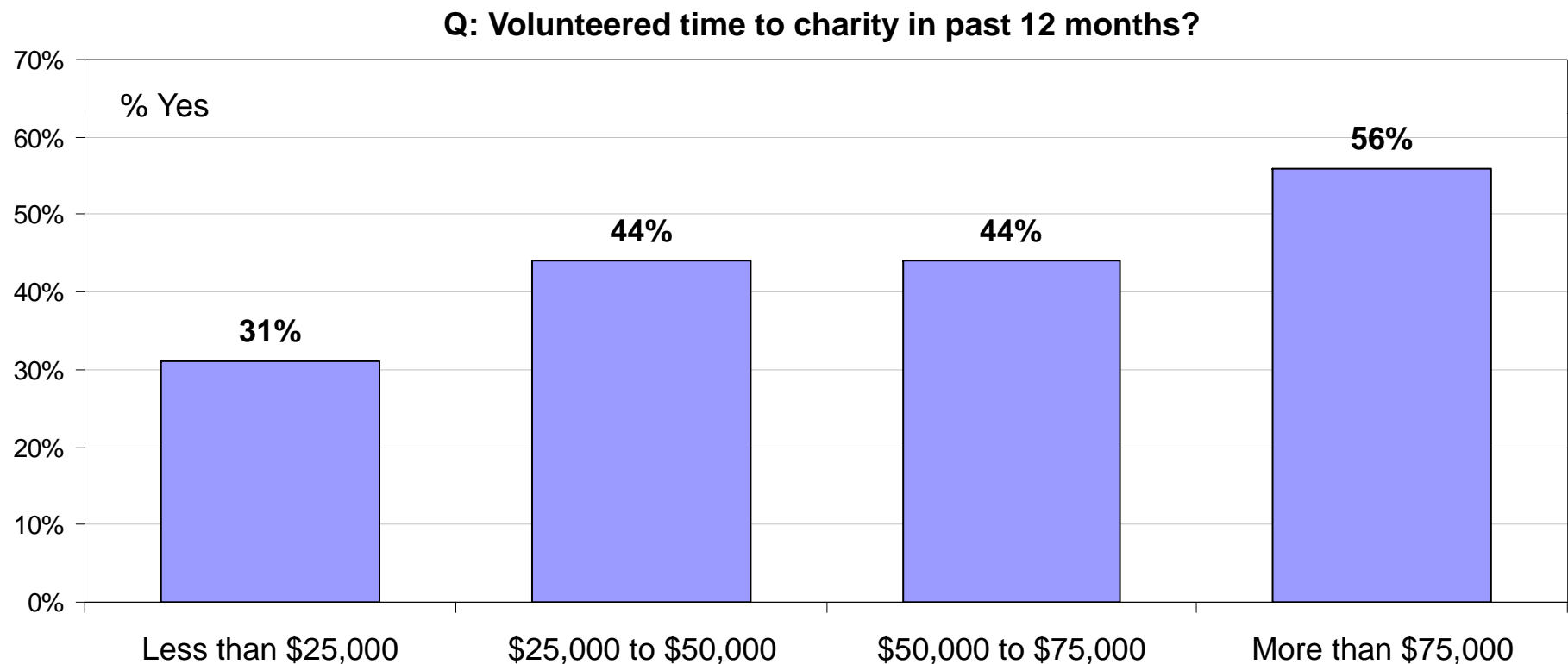
Figure 78: Volunteering By Level of Education (2009)



Base: n=794 Tax-defined households; Less than high school (15); High school grad (138); Some college (240); College grad (235); Graduate work or degree (166). Those who did not answer for level of education were removed.

Those from upper-income households of more than \$75,000 (56%) were the most likely to have volunteered in the past 12 months. A comparable proportion of those from households between \$50,000 to \$75,000 (44%) and those between \$25,000 and \$50,000 (44%) reportedly volunteered, while those from lower-income households of less than \$25,000 (31%) were the least likely to have volunteered.

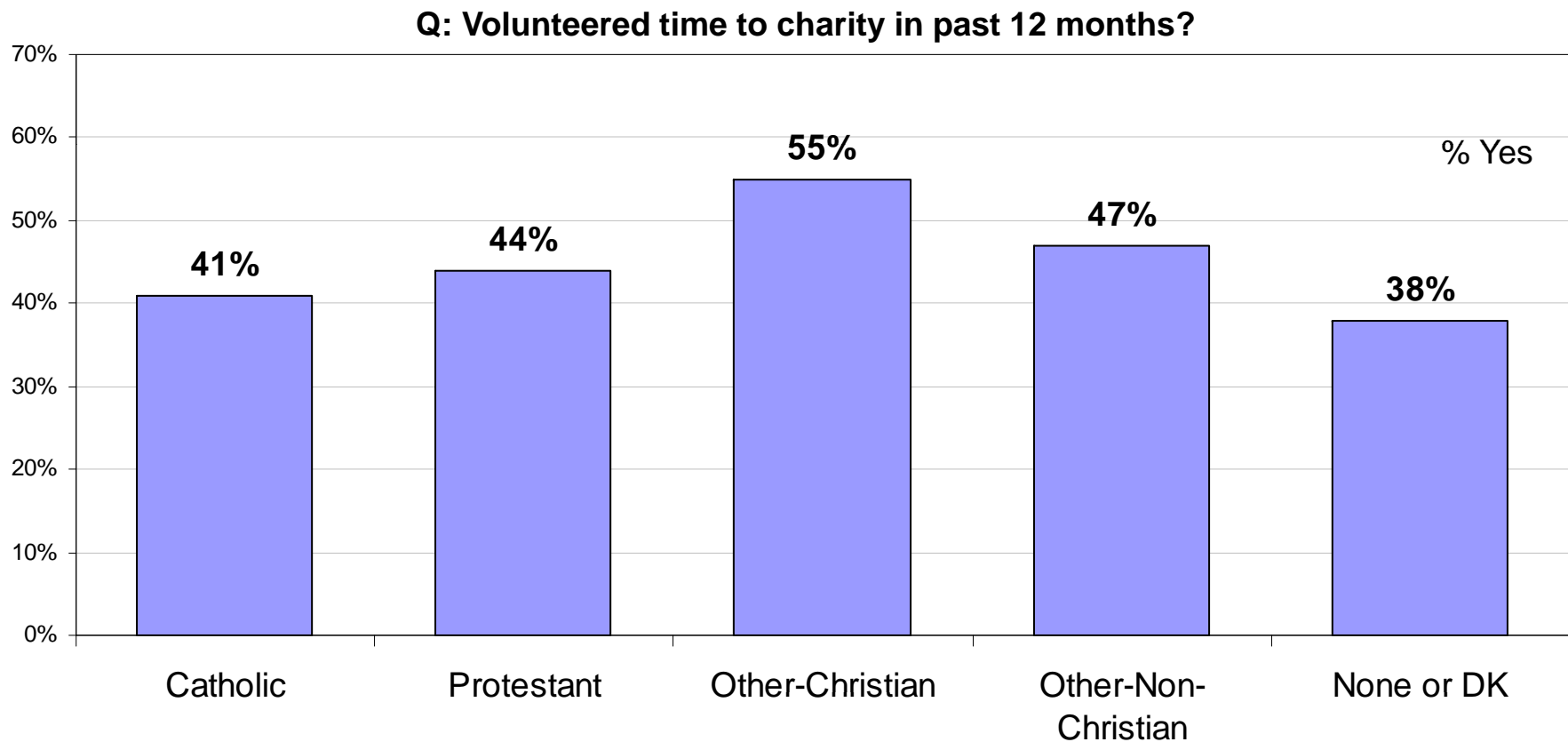
Figure 79: Volunteering By Household Income (2009)



Base: Less than \$25,000 (104); \$25,000 to \$50,000 (176); \$50,000 to \$75,000 (135); More than \$75,000 (282)
Those who refused to categorize their household income were removed.

Households affiliated with a Christian denominations other than Catholic or Protestant (55%) were the most likely to volunteer, followed by those affiliated with Non-Christian beliefs (47%). Those with no clear religious affiliation (38%) were the least likely to volunteer.

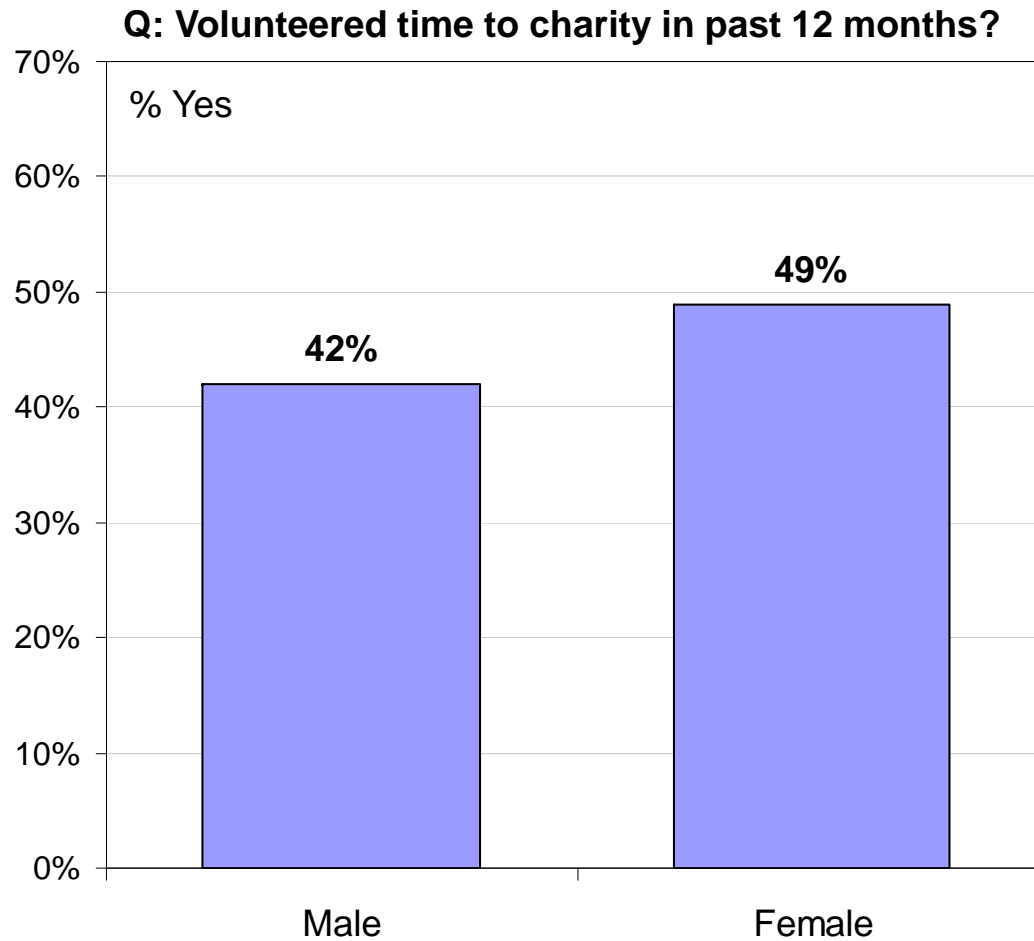
Figure 80: Volunteering By Religious Affiliation (2009)



Base: n=808 Tax-defined households; Catholic (162); Protestant (68); Other Christian (301); Other Non-Christian (94); None (183)

Relatively more females (49%) than males (42%) indicated that they volunteered time to a charitable cause in the past 12 months.

Figure 81: Volunteering By Gender (2009)



Base: n=808 Tax-defined households; Females (492), Males (316)

As shown below in Figure 82, volunteering households gave significantly more to charity than did non-volunteering households in 2009. [Note: This was also a consistent finding in previous tracking.] In 2009, volunteering households contributed an average of \$1,967 to charities in cash and/or goods, more than two times that reported for non-volunteering households (\$916)

Figure 82: Charitable Giving Among Volunteers and Non-Volunteers (2009)

Volunteering Status	Monetary Contribution	Average Goods Donation	Average Overall Giving
Volunteering Household	\$1,398	\$569	\$1,967
Non-Volunteering Household	\$654	\$262	\$916

Base: n=808 Tax-defined households; n=375 Volunteers, n=433 Non-Volunteers

APPENDIX

DETAILED FINDINGS

SAMPLE QUESTIONNAIRE