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**FOR IMMEDIATE RELEASE**

**Learning from Research:  
Nonprofits to gather for presentation of survey results**

Paw Paw – While over eighty percent of Kalamazoo County residents agree that county residents should financially support local nonprofit organizations, only half have given to a charitable organization in the past twelve months.

In addition, over three-quarters of residents who have not volunteered in the past year believe that Kalamazoo County residents should volunteer, according to a recent study conducted by Paw Paw based Perspectives Consulting Group, Inc.

Nonprofit leaders throughout Kalamazoo County will gather Wednesday, July 11 at 4 p.m. at Western Michigan University's Fetzer Center to hear the results of the 2007 Charitable Giving and Volunteering Survey and learn how Kalamazoo County nonprofits can bridge the gap between perception and action.

Those attending will look to improve fundraising and volunteer recruitment efforts by understanding what motivates Kalamazoo County residents to donate their time and money and identify how to get a larger share of their generosity.

Gary M. Goscenski, Director of Consulting Services at Perspectives Consulting Group, Inc. said the survey findings show that even in challenging economic times, residents of Kalamazoo County continue to financially support local charitable organizations. In fact, 35% of residents who financially supported Kalamazoo County nonprofit organizations increased the amount of their giving in 2006.

Perspectives Consulting Group, Inc. found that nearly 25,000 Kalamazoo County residents have time available to volunteer for charity, adding up to more than two million hours annually. When multiplied by the value of volunteer time set forth by The Independent Sector, the available time adds up to \$38,014,000 worth of labor in Kalamazoo County alone.

In addition, Kalamazoo County residents indicated they would be willing to donate nearly \$3 million more in 2007 than in 2006, according to the study.

Goscenski said the survey shows there is untapped potential in Kalamazoo County for nonprofit organizations that need additional financial support or volunteer assistance. But, not everyone is willing to contribute, as the survey identified several different groups of people by age, income and gender who would be more likely to financially support local charitable organizations.

The 2007 Charitable Giving & Volunteering Survey included 43 questions about volunteering, charitable giving, and impressions on charitable giving and volunteering. Four hundred Kalamazoo County residents and 600 State of Michigan residents were interviewed.

Serving nonprofit organizations since 1987, Paw Paw based Perspectives Consulting Group, Inc. has experienced first-hand how market research can enable a nonprofit organization to meet their goals, and deliver quality services to the community in the most efficient and effective manner.

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Perspectives Consulting Group, Inc. has provided information and planning that make the difference since 1987. By combining market research services like surveys and focus groups, with analysis and strategic planning, Perspectives Consulting Group, Inc. has met the needs of nonprofit and public sector organizations throughout the United States.