

Summer 2007

## In This Issue

- Charitable Giving and Volunteering
- Save the Date!
- This is Your Brain on Charity?
- Featured Article
- Did you know...?
- New Fundraising Idea
- Useful Links

## Featured Article

["Why 'Social Enterprise' Rarely Works"](#)

*The Wall Street Journal*

Author: Ben Casselman

## Did you know...?

- Based on the national survey of more than 4,000 U.S. adults, 89% of households give to charity
- The average annual contribution for contributors is \$1,620.00...
- 83.9 million American adults volunteer, representing the equivalent of over 9 million full-time employees at a value of \$239 billion

(Source: Independent Sector)

- 50% of all volunteers originally get involved because they were asked to help
- One survey found that volunteering was the second greatest source of individual joy, dancing being the first...

(Source: University of Westminster)

- Your brain uses 20% of your body's energy, but it makes up

## Charitable Giving and Volunteering

*Important issues relating to the 2007 survey*

Nearly 25,000 Kalamazoo County residents have time available to dedicate to charity, adding up to more than two million hours and nearly \$40 million worth of work to local nonprofits. In addition, Kalamazoo County residents have the potential to donate nearly \$3 million more in 2007 than in 2006, according to a recent study conducted by Perspectives Consulting Group, Inc.



A total of 400 Kalamazoo County residents and 600 residents in the State of Michigan were interviewed for the 2007 Charitable Giving & Volunteering Survey. The telephone survey was developed to measure each of the following areas: volunteering and charities, volunteering capacity, attracting and increasing volunteers, charitable giving, contributions, and charitable giving capacity. Advanced understanding regarding these concepts gave Perspectives the ability to quantify information and assist nonprofits in deciding the most efficient direction to focus efforts. Some highlights from the Survey Report included:

1. In a state-wide survey, the highest average hours volunteered a month was for a **work-related organization** at 17.5 hours, while in the Kalamazoo County survey the highest average hours volunteered was for an **arts, cultural, and humanities organization** at 15.5 hours.
2. People with time available to volunteer were primarily **middle-age and middle-income**. Kalamazoo County respondents had an average 7.1 hours a month available to volunteer, as opposed to state-wide respondents with an average of 9.6 hours a month.
3. There is potential to **focus on younger adults for increased volunteering** hours as the respondents age 18 to 24 had the highest percentage stating their volunteer hours increased in 2006.

only 2% of your body's weight...

- The human brain stops growing at age eighteen...
- All of your "thinking" is done by electricity and chemicals...

(Source: *The Thinking Business*)

### New Fundraising Idea

A do-it-yourself fundraising idea grabbing a lot of attention these days is *Skratchers*. The three-paneled cards can easily fit into a packet, are easy to use, and turn almost 100% profit for your organization. [Click here for details](#)

### Useful Links

#### [Independent Sector](#)

Recent giving and volunteering research that has been conducted

#### [NCCS](#)

A Website that develops high quality data on nonprofit organizations and their activities for use in research

#### [Idealist](#)

A search engine for nonprofit organizations featuring volunteer opportunities

Check out this blog

#### [MNA Online Blog](#)

A blog from the Michigan Nonprofit Association

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4. On both the Kalamazoo County survey and the Michigan state-wide survey, respondents were more likely to have **donated to a religious organization within the past year** than any other type of local nonprofit organization.

5. The survey found that 10.2% of current donors and 3.8% of those not contributing said they have financial resources available that they would consider contributing to a charitable organization.

6. The **top motivator** for contributing financially was, **"being more financially stable."**

Perspectives Consulting Group, Inc. has provided information that makes the difference for nonprofit organizations, and can provide the needed insight about ways to further improve the active volunteering at your organization. For more information, visit our [website](#).

Was this article helpful? [Send us feedback](#)

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## Save the Date!

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



Over 80% of Kalamazoo County residents agree that county residents should financially support local nonprofit organizations. Yet, only half have given in the past twelve months. So how can Kalamazoo

County nonprofits bridge the gap between perception and action?

Join us on **Wednesday, July 11 at 4 p.m. at Western Michigan University's Fetzer Center** where this question and more will be answered when Perspectives Consulting Group presents the results of the 2007 Charitable Giving and Volunteering Survey. This is the opportunity to understand what motivates Kalamazoo County residents to donate their time and money.

If you have interest in attending this event, please **RSVP** to Katie at [kshoop@perspec.com](mailto:kshoop@perspec.com) or (269) 657-5400 by **July 9**. For more information about the 2007 Charitable Giving and Volunteering Survey, go to [www.perspec.com](http://www.perspec.com)

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## This is Your Brain on Charity?

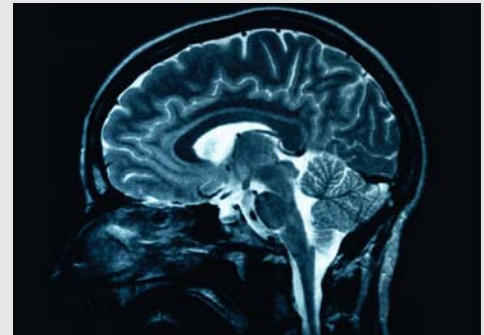
### *Giving to the needy increases brain activity*

A recent study by a team of economists and psychologists at the University of Oregon have found that certain regions of the brain associated with pleasure can be activated by the act of donating money to charity. This research is being done in collaboration with a study regarding how the brain directs the way people handle money.

Female college students were each given \$100 and told to either make a voluntary donation to a local food bank, or have the money be immediately transferred to the same charity from their account. Researchers found that both mandatory and voluntary transfers increased activity in the brain's 'reward' areas.

Using the brain-imaging technology of magnetic resonance imaging (MRI), economists were able to gather information about human behavior and the motivation behind charitable giving. The reward reaction was more intense with the voluntary giving, which in this case supports the thought that we get a "warm glow" when happy.

An interesting finding was that the female research subjects that showed an increase in the reward center of the brain when first receiving the \$100 were less willing to make donations. This shows that not all brains think alike, but because the sample was so limited (college-age female students from Oregon) the results are not a correct representation of the United States as a whole.



It seems that although these studies are preliminary, the findings can greatly affect how charities market themselves to consumers and donors alike. The next step may be to see how test subjects relate to certain racial subcultures, and if that will increase brain activity and charitable giving as well.

In our experience conducting surveys for nonprofit organizations, information can help implement better resources and help to seek out more proficient ways of communicating the message. Surveys can offer objective evaluations on how effective programs have been in accomplishing their goals.

Mitchum, Robert. "Donating to Charity is Good for the Brain, According to Study." *Chicago Tribune*. June (2007)

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## Did you receive the CD-ROM?



We have developed a resource for nonprofits that outlines the services Perspectives Consulting Group, Inc. offers. If you are interested in receiving the CD-ROM, please e-mail Katie

at [info@perspec.com](mailto:info@perspec.com) and we will be happy to send it to you and anyone else in your organization who might be interested.

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