

**Faith and Philanthropy**  
 the connection between personal faith and charitable behavior

Monday June 2, 2008  
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**Today's Goals**

- Understand the correlation between a person's faith and their subsequent charitable behavior
- Stimulate our thinking about the resources available to us through our spiritual institutions
- Consider one new strategy for developing a relationship with a spiritual institution in your community

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## Defining Terms

### Difference between Religious and Secular

“Religious Organizations”  
“Secular Organizations”

“Religious Givers”  
“Secular Givers”  
“Givers To Both”



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## Defining Terms



### Religious Organizations

Houses of worship and organizations whose primary mission is development of faith

Churches, synagogues and mosques

This includes religious schools like Christian academies and Islamic madrasses

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## Defining Terms



### Secular Organizations

Charitable organization whose primary mission is human needs, even if there is a secondary religious promotion

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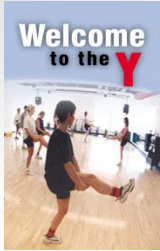
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## Defining Terms



### Secondary Religious Connection

- Catholic Charities
- Jewish Appeal
- Hospitals
- YMCA
- These are Secular

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## Defining Terms



### Religious Givers

Contribute time or money **exclusively** to churches, temples, mosques or other spiritual organizations

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## Defining Terms



### Secular Givers

Give time or money **exclusively** to other charitable organizations: health, youth, human services, arts, education

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## Defining Terms



### Givers to Both

Contribute time or money to both religious and secular organizations

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## Giving In The USA - 2006



- 79% of American families gave cash gifts to at least one organization.
- 94% of American businesses reported cash gifts to at least one organization.
- These are double the rates of giving of any other country in the world (#2 – Spain).

Source: American Association of Fundraising Counsel

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## Giving In The USA - 2006

- Total of \$ 295,000,000,000 (billion)
- \$ 96 billion donated to religious organizations
- \$ 199 billion to secular organizations

Source: Giving USA

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## A Look At Donors



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## Who Gives Money Where?

9.7%



Give only to Religious

31.4%



Give only to Secular

58.9%



Give to Both

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Source: Independent Sector

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## How Much Of Their Income Do They Give In A Year?

\$1,154



Giving only to Religious

\$623



Giving only to Secular

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Source: Independent Sector

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## How Much Of Their Income Do They Give In A Year?

\$1,154  Giving only to Religious

\$623  Giving only to Secular

\$2,247  Giving to Both

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Source: Independent Sector  
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## How Much Of Their Income Do They Give In A Year?

People who give to both religious organizations and secular organizations are:

- 2x as generous as those who give solely to religious organizations
- 3x as generous as those who give solely to secular organizations

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## Where Givers To Both Give That \$2,247

\$1,391  To secular organizations

\$958  To religious organizations

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Source: Independent Sector  
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## Contributions To Secular Organizations

\$623



Giving Only to Secular

\$1,391



To Religious As Well

People who contribute to religious organizations give more to secular organizations than those who limit their contributions to secular groups.

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## For Givers To Both, Where They Make Their Secular Donations

53.0%



Give to Health

47.3%



Give to Human Services

44.2%



Give to Youth Programs

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## Average Contribution To Sector By Givers To Both

\$249



To Health

\$257



To Youth Programs

\$336



To Human Services

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## A Look At Volunteers



Source: US Census Bureau 2000  
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## Who Volunteers Where?

25.0%



Only in Religious

54.7%



Only in Secular

20.3%



Volunteer at Both

Source: Independent Sector  
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## The Time They Give Each Month (per household)

10.4 hours



Only in Religious

14.1 hours



Only in Secular

23.0 hours



Volunteer at Both

Source: Independent Sector  
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## Where Volunteers At Both Give Their Secular Time

26.3%



Health

26.0%



Human Services

16.6%



Youth Development

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Source: Independent Sector  
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## How Volunteers Learned Of Organization

40.1%



Organization Appeal

28.6%



Friend/Coworker

20.4%



Religious Institution/Activity

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Source: US Bureau of Labor Statistics  
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## How Volunteers Learned Of Organization

1 out of 5 people got involved in their volunteer service through the network in their religious institution.

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Source: US Bureau of Labor Statistics  
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## Conclusions

- Givers to religious institutions are more generous with their time and money than the public as a whole.
- Churches, synagogues and mosques are important sources of information for those looking to give to the community.
- Solid relationships with religious institutions will create significant new resource flows into our efforts.

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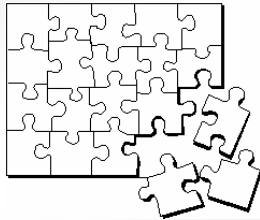
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## Positioning Ourselves



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## Creating Exchange Relationships

- Exchange means giving something of value in order to get something of value.
- What needs do they have?
- What do you have to offer?

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## Creating Exchange Relationships

- Offer
  - Recognition
  - Access to your networks
  - Outlet for people's aspirations to serve
  - Cash or in-kind resources

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## Key Champions

- Leaders
  - Committed to your vision
  - Willing to use their power and influence to generate support and contacts

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## Key Champions

- Ministerium
  - Use your present leadership as a gateway into religious organizations

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## Sources

Faith and Philanthropy (2002,2006) Washington, DC:  
Independent Sector [www.independentsector.org](http://www.independentsector.org)

Volunteering in The United States (December, 2006)  
Washington, DC: United States Department of Labor,  
Bureau of Labor Statistics [www.bls.gov](http://www.bls.gov)

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