

# Michigan Giving



# & Volunteering

Key findings from a 2002  
survey of Michigan residents

# Introduction



The state of Michigan has a long and dynamic tradition of giving and volunteering. With over 23,000 charities, including 2,000 foundations, these groups educate our youth, provide cultural activities, offer places for worship, heal our sick, feed our hungry, protect our water and much more.

Individuals, however, are the backbone of this work. Without their talent and dollars, the critical services and resources provided by the nonprofit community would cease to exist and the quality of life in our state would decline drastically. To learn about the habits of these important individuals, 989 Michigan residents were surveyed in Fall 2002 about their charitable giving, volunteering and attitudes about nonprofits. Conducted by the Office of Survey Research, Institute for Public Policy and Social Research at Michigan State University, this survey was sponsored by the ConnectMichigan Alliance, Council of Michigan Foundations, Michigan Community Service Commission and Michigan Nonprofit Association.

While this booklet provides highlights from the survey on levels of giving and volunteering, it also sheds light on

- the scope of foundation giving,
- government and nonprofit partnerships (national service),
- contact information for giving and volunteering, and
- challenges facing giving and volunteering.

A separate report detailing individuals' attitudes regarding charities will be released later this year.

If you wish to learn more about the nonprofit sector, or to view this document online, please visit the Michigan Nonprofit Association's Web site at [www.mnaonline.org](http://www.mnaonline.org). Also, contact information for each of the sponsors is listed on the back.

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# Survey Results



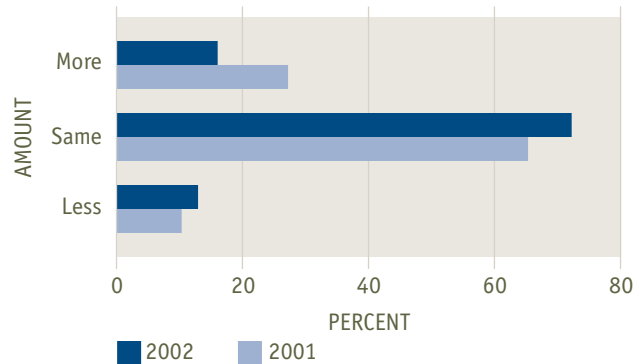
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## Giving in Michigan

In 2002, eight out of ten (80.1%) Michigan residents contributed to charity, a drop from the 89.1% after the terrorist attacks of September 11, 2001, but similar to levels of giving in prior years.

Three-quarters (72.0%) of Michigan residents plan to give a similar amount in the coming year, with 16.4% expecting to increase giving and 11.7% expecting to give less. Compared with the same period, Fall 2001, more Michigan residents plan to give the same or less in the coming year than they did in the past. (See Exhibit 1.)

**EXHIBIT 1**  
Future Giving 2001 and 2002



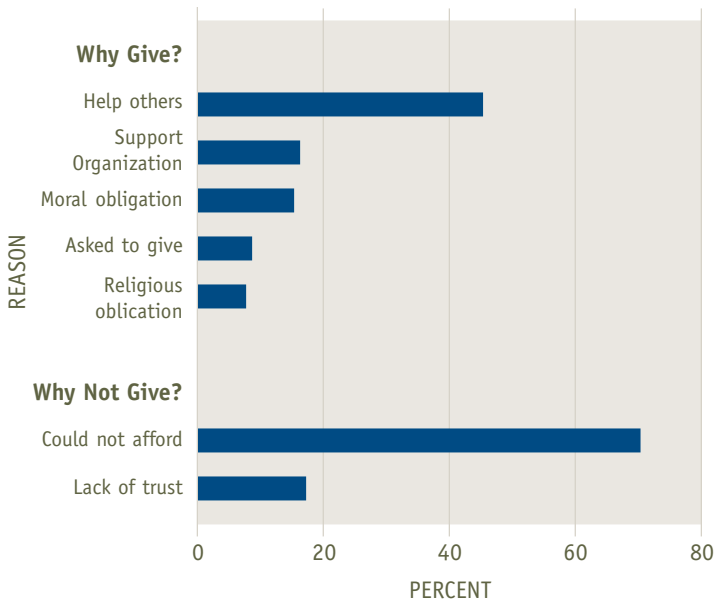
The most common reasons for giving to nonprofits were

- to help others (45.7%),
- to support an organization or cause they believe in (15.5%), and
- felt a moral obligation to contribute (13.4%).

**The most common reason for not making a contribution was because they could not afford to give (70%).** Only 17% said they did not give because of a lack of trust in nonprofit organizations. (See Exhibit 2 on next page.)

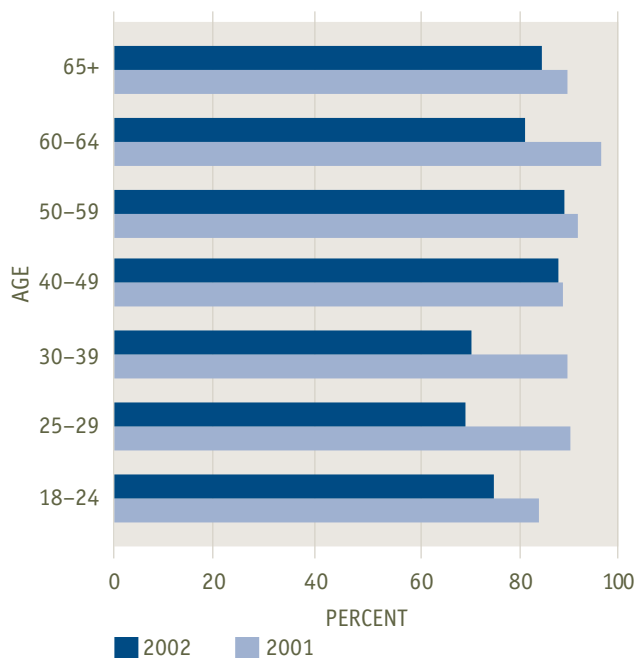
**Women (82.5%) were more likely to give than men (77.2%).** This number varies from last year's survey when men (89.6%) and women (90.1%) participated equally in giving.

**EXHIBIT 2**  
**Reasons for Giving/Not Giving**



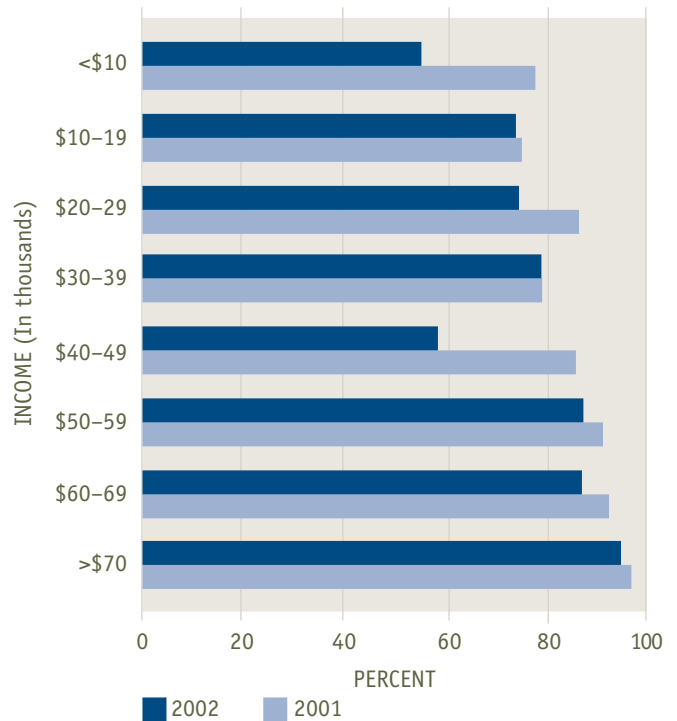
Contrasting 2001 and 2002 data shows that the rate of giving dropped most for those under 30 years of age and for those over 60, with the highest rates for those giving in the 50-59 (89.3%), 40-49 (87.4%), and over 64 (84.0%) age groups. (See Exhibit 3.)

**EXHIBIT 3**  
**Giving by Age 2001 and 2002**



Comparing 2002 to 2001 numbers shows that changes in rates of giving were greater in some income levels. The percentage of households giving declined the most for income levels of less than \$10,000, \$20,000 - \$29,000 and \$40,000 - \$49,000. The range of giving goes from almost three-quarters of those earning less than \$20,000, up to 96.1% of those earning over \$70,000. (See Exhibit 4.)

**EXHIBIT 4**  
**Giving by Income 2001 and 2002**



Giving varies across the state, with more households making contributions in the southwest (84.6%) and east central (84.3%) regions of the state than in the west central (77.9%) and the northern lower peninsula (77.4%), or the upper peninsula (69.7%).

Giving generally increases with education, from over half for those with some high school making a charitable contribution, to 72.2% for high school graduates, 76.2% for college graduates and 95.1% of those with a graduate degree.

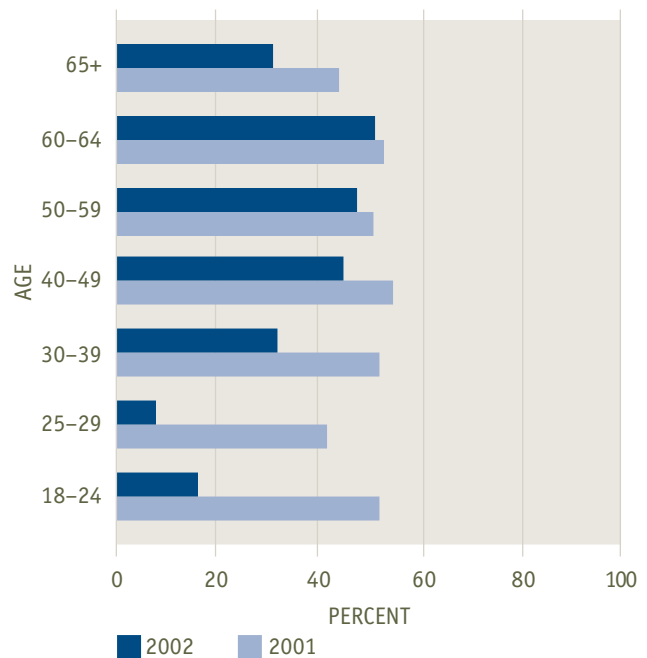


## Volunteering in Michigan

In 2002, one-third (33.5%) of Michigan residents volunteered, a drop of 16 points compared with 2001 levels of 50%.

**Volunteer levels of individuals between the ages of 25 and 29 years decreased significantly in 2002.** In 2002, 7.2% of 25 to 29 year olds volunteered compared with 40.7% in 2001. (See Exhibit 5.)

**EXHIBIT 5**  
Volunteering by Age 2001 and 2002

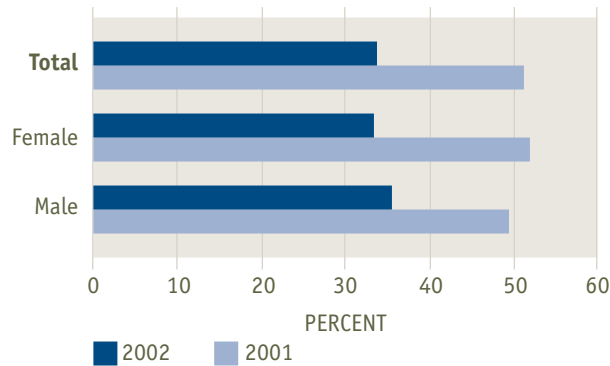


**Most respondents who volunteered (68.5%) thought they would volunteer the same amount of time in 2003 as in 2002,** with 22.3% expecting to volunteer more and 9.1% expecting to volunteer less in the coming year.

**There was no significant difference in the volunteering rates of men (34.5%) and women (32.7%),** similar to the pattern of volunteering rates displayed in 2001. (See Exhibit 6 on next page.)

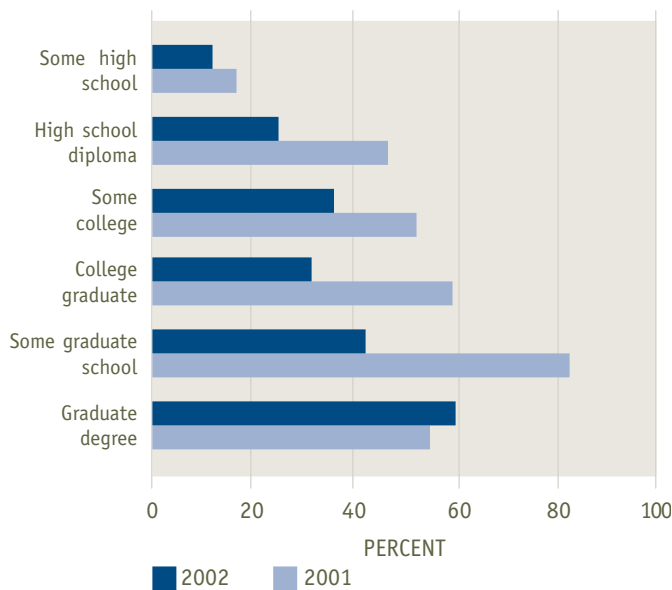
**“I can not know what your destiny will be, but one thing I do know is that the happy among you will be those who have learned to serve.”**– Albert Schweitzer.

**EXHIBIT 6**  
**Volunteering by Total Population and Gender**  
**2001 and 2002**



Volunteering rates tend to increase with education, from 13.0% for those with some high school education to 32.8% for college graduates and 58.8% for those with a graduate degree. (See Exhibit 7.)

**EXHIBIT 7**  
**Volunteering by Education 2001 and 2002**

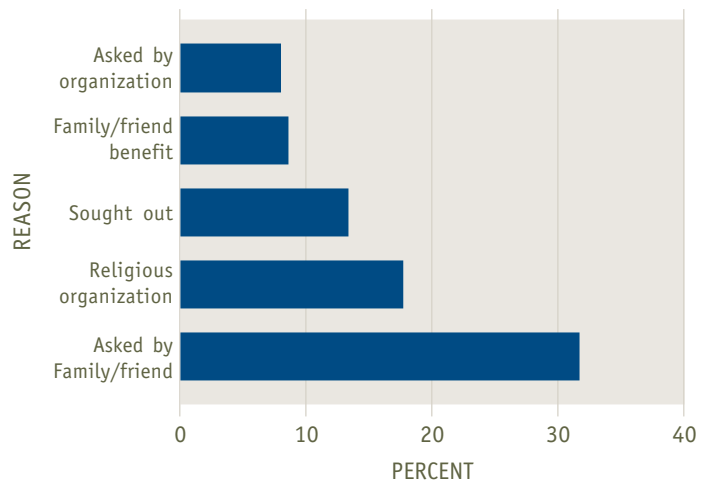


Volunteers become involved in volunteering for many reasons, including

- being asked by friends, family or work colleagues (31.1%),
- involvement through a religious organization (18.1%),
- seeking out volunteering opportunities themselves (13.1%),
- because it would benefit a friend or family member (8.9%), and

- being asked directly by an organization (8.4%). (See Exhibit 8.)

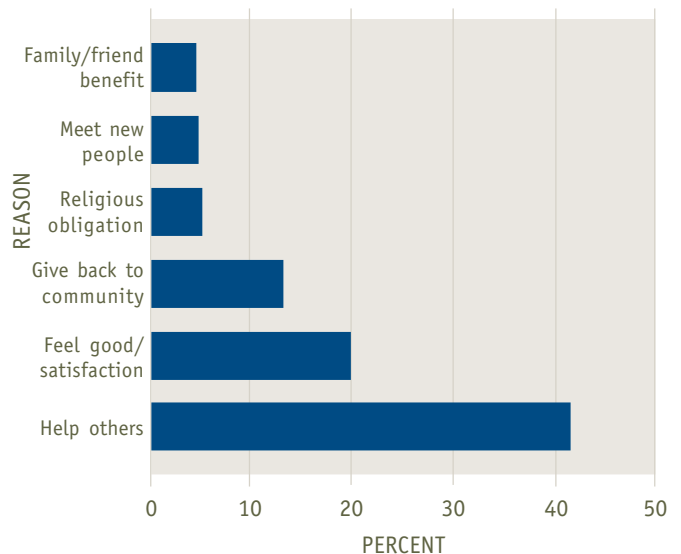
**EXHIBIT 8**  
**How Did You Become Involved in Volunteering?**



People volunteer for many reasons, including

- the desire to help others (41.1%),
- for the satisfaction of helping (19.9%), and
- to give back to the community (13.5%).

**EXHIBIT 9**  
**Reasons for Volunteering**



**There was little difference in volunteering rates by political affiliation:** Republicans (32.0%), Democrats (35.0%) and Independents (35.0%).

# Focus on Michigan Foundations

## Size and Scope

For more than a century, Michigan's charitable foundations have supported the important work of charitable organizations. As of 2002, there were a total of 2000 foundations in the state, including over 100 formed that year.

Michigan foundations collectively hold \$22.1 billion in assets and make annual contributions of over \$1.3 billion. Ninety-seven percent of foundation assets are managed by 452 or 23% of active foundations, including some of the nation's largest private foundations, the W.K. Kellogg Foundation in Battle Creek, Charles Stewart Mott Foundation in Flint, and Kresge Foundation in Troy. The majority of these foundations are located in urban/metropolitan areas of the state.

Michigan is home to 65 community foundations and their geographic affiliate funds. Every area of the state is served by a community foundation. They offer access to individuals and corporations making gifts to their permanent endowments, and they make grants to help build strong communities.

Source: Michigan Foundation Directory, 13<sup>th</sup> Edition.

For more information about Michigan foundations, visit the Council of Michigan Foundations' (CMF) Web site at [www.cmif.org](http://www.cmif.org). Copies of the *2003 Michigan Foundation Directory*, which contains information on all grantmaking foundations in the state, can be purchased from this site.

## 2003 Foundation Giving Projection

In January 2003, CMF surveyed its members to determine the market's impact on their giving. Based on the 78 member responses, CMF learned the following about grantmaking in 2003:

- The decreases in grantmaking and assets are due primarily to the nation's ongoing economic downturn. These results mean fewer private foundation dollars available for grantmaking, lower corporate profits with fewer dollars for corporate giving programs, and a decline in individuals' investments in gifts to community foundations. Endowment managers project decreases in value ranging from four to 19%.
- Some funders have responded by reducing the size or number of their grants to nonprofits. Others are refocusing on core priorities, and a few have laid-off staff.

## Year 2000 Michigan foundation grants by major subject categories

Subject	Amount	Percent	No.
Arts, Culture & Humanities	\$93,710,609	11.9	549
Education	178,193,084	22.6	1,282
Environment/Animals	48,635,034	6.2	249
Health	73,309,190	9.3	488
Human Services	153,942,757	19.5	1,170
International/Foreign Affairs	14,380,278	1.8	115
Public Affairs/Society Benefit*	193,680,932	24.6	1,321
Religion	27,633,641	3.5	244
Other	3,965,000	0.5	6
Total	\$787,450,525	100.0	5,424

\*The Public Affairs/Society Benefit category includes nonprofit organizations that support civil rights, social action, advocacy, community improvement/capacity building, philanthropy, voluntarism, science research institutes/services, and social research institutes/services.

Source: The Foundation Center. The grants sample includes grants of \$10,000 or more awarded to organizations by larger foundations. Michigan foundations in the sample accounted for nearly 70 percent of total giving reported by all Michigan foundations in 2000.

# Government and Nonprofit Partnerships (National Service)



## A Snapshot of Michigan's AmeriCorps

- Michigan's AmeriCorps programs engage approximately 700 members statewide each year.
- In an average year, Michigan's AmeriCorps members improve the lives of approximately 115,000 people through education, human needs, environmental, and public safety activities.
- Each Michigan's AmeriCorps member recruits approximately 26 additional volunteers each year to help them meet the challenges facing their communities.

More than 67,800 people of all ages and background are helping to strengthen communities through national service projects across Michigan. Serving with nonprofit organizations, faith-based groups, schools, and other agencies, these individuals tutor and mentor children, coordinate after-school programs, build homes, teach conflict resolution, support victims of domestic violence, assist the homeless, recruit and manage volunteers, and more.

This year the Corporation for National and Community Service will provide more than \$18 million to support Michigan communities through three major programs:

### AmeriCorps

More than 800 individuals are serving in Michigan communities as AmeriCorps members. Michigan's AmeriCorps refers to the two-thirds of the AmeriCorps programs funded by the Michigan Community Service Commission. Additional AmeriCorps members are placed by national and local nonprofit organizations. Eighty-nine nonprofit organizations are home for AmeriCorps members throughout the state.

### Learn and Serve

Learn and Serve programs provide schools, colleges, and community organizations with grants for service-learning. Service-learning is a way of teaching that connects learning with meaningful service to the community. These grants help make it possible for more than 55,000 Michigan students to meet community needs while improving their academic skills and learning good citizenship.

### Senior Corps

More than 12,000 seniors contribute their time and talents to the three Senior Corps programs—Foster Grandparents, Senior Companions, and RSVP. These three programs touch the lives of more than 25,000 individuals and 1,900 local organizations.



# Contact Information for Giving and Volunteering

## Community Foundations

*Michigan Community Foundations offer access to individuals and corporations making gifts to their permanent endowments, and they make grants to help build strong communities. The following is a list of certified Michigan Community Foundations:*

Albion Community Foundation  
517/629-3349

Alger Regional Community Foundation  
906/387-3900

Allegan County Community Foundation  
269/673-8344

Anchor Bay Community Foundation  
586/949-5316

Ann Arbor Area Community Foundation  
734/663-0401

Baraga County Community Foundation  
906/353-7898

Barry Community Foundation  
269/945-0526

Battle Creek Community Foundation  
269/962-2181

Bay Area Community Foundation  
989/893-4438

Berrien Community Foundation  
269/983-3304

Branch County Community Foundation  
517/278-4517

Cadillac Area Community Foundation  
231/775-9911

Canton Community Foundation  
734/495-1200

Capital Region Community Foundation  
517/485-1630

Central Montcalm Community Foundation  
517/831-5261

Charlevoix County Community Foundation  
231/536-2440

Chippewa County Community Foundation  
906/635-1046

Community Foundation for Delta County  
906/786-6654

Community Foundation for Muskegon County  
231/722-4538

Community Foundation for Northeast Michigan  
989/354-6881

Community Foundation for Southeastern Michigan  
313/961-6675

Community Foundation of Greater Flint  
810/767-8270

Community Foundation of Greater Rochester  
248/608-2804

Community Foundation of Monroe County  
734/242-1976

Community Foundation of St. Clair County  
810/984-4761

Community Foundation of the Upper Peninsula  
906/786-6654

Community Foundation of Troy  
248/740-7600

Dickinson County Area Community Foundation  
906/774-3131

Four County Community Foundation  
810/798-0909

Fremont Area Community Foundation  
231/924-5350

Grand Haven Area Community Foundation  
616/842-6378

Grand Rapids Community Foundation  
616/454-1751

Grand Traverse Regional Community Foundation  
231/935-4066

Gratiot County Community Foundation  
989/875-4222

Greater Frankenmuth Area Community Foundation  
989/652-9909

Greenville Area Community Foundation  
616/754-2640

Hillsdale County Community Foundation  
517/439-5101

Huron County Community Foundation  
989/269-2850

Kalamazoo Community Foundation  
269/381-4416

Keweenaw Community Foundation  
906/482-9673

Leelanau Township Community Foundation  
231/386-9000

Lenawee Community Foundation  
517/263-4696

Livonia Community Foundation  
734/522-2247

M & M Area Community Foundation  
906/864-3599

Mackinac Island Community Foundation  
906/847-3701

Manistee County Community Foundation  
231/723-7269

Marquette Community Foundation  
906/226-7666

Marshall Community Foundation  
269/781-2273

Michigan Gateway Community Foundation  
269/695-3521

Midland Area Community Foundation  
989/839-9661

Mt. Pleasant Area Community Foundation  
989/773-7322

Northville Community Foundation  
248/374-0200

Otsego County Community Foundation  
989/731-0597

Petoskey-Harbor Springs Area Community Foundation  
231/348-5820

Saginaw Community Foundation  
989/755-0545

Sanilac County Community Foundation  
810/648-3634

Shelby Township Community Foundation  
586/731-5400

Shiawassee Community Foundation  
989/725-1093

Southfield Community Foundation  
248/351-1320

Sterling Heights Community Foundation  
586/446-2489

Sturgis Area Community Foundation  
269/659-8508

The Community Foundation of the Holland/Zeeland Area  
616/396-6590

The Jackson County Community Foundation  
517/787-1321

Three Rivers Area Community Foundation  
269/279-3380

Tuscola County Community Foundation  
989/673-8223

**For more information on Community Foundations contact:  
Council of Michigan Foundations  
616/842-7080  
Web site: [www.cmif.org](http://www.cmif.org)**

### **Volunteer Centers**

*Local Volunteer Centers mobilize people and resources to deliver creative solutions to community problems by convening partners for problem-solving and by connecting volunteers to local agencies and services. The following is contact information for a Volunteer Center near you:*

Lenawee United Way and Volunteer Center  
517/263-4696

Albion Volunteer Service Organization  
517/629-5574

Allegan County United Way & Volunteer Center  
269/673-6545

Alpena Volunteer Center – Alpena Community College  
989/356-9021

Volunteer Center of Battle Creek  
269/966-4189

Volunteer Resource Center of Bay County  
989/893-6060

Thumb Area Volunteer Center  
989/673-4121

United Way & Volunteer Center of Clare County  
989/386-6015

United Way Community Services  
313/226-9422

Volunteer Center of Mid-Michigan  
517/203-5010

Resource Center (Genessee County)  
810/232-6300

Volunteer Center  
Newaygo County Community Service  
231/924-0641

Volunteer Center of Otsego County  
989/705-8584

Greater Ottawa County United Way & Volunteer Center  
616/842-3596

Heart of West MI United Way Volunteer Center  
616/459-6281

Volunteer Connections of Montcalm County  
616/225-1082

Volunteer Center of Barry County  
269/945-2006

Hillsdale County United Way & Volunteers in Action  
517/439-5050

ENRICH Volunteer & Information Center of Ionia County  
616/522-1126

Volunteer Center of Dickinson & Iron Counties  
906/774-2256

Jackson Nonprofit Support Center  
517/796-4750

Volunteer Center of Greater Kalamazoo  
269/382-8350

United Way of Lapeer County  
810/667-3114

Community Resource Center (Washtenaw County)  
734/428-7722

United Way of Marquette County Volunteer Center  
906/228-9111

Voluntary Action Center of Midland County  
989/631-7660

United Way of Monroe County – Volunteer Action Center  
734/242-4357

United Way of Isabella County Volunteer Center  
989/772-6194

Volunteer Muskegon!  
231/722-6600

Volunteer Center of Southwest Michigan  
269/683-5464

Volunteer Services (Saginaw County)  
989/755-0505

United Way Volunteer Center of Chippewa County  
906/253-9839

Volunteer Center of Northwest Michigan  
231/947-3200

**For more information on Volunteer Centers contact:  
Volunteer Centers of Michigan  
517/492-2430  
Web site: [www.mivolunteers.org](http://www.mivolunteers.org)**

# Challenges Facing Giving and Volunteering

In 2002, the nonprofit community faced the following three challenges making it more difficult to provide needed services and resources to Michigan residents:

## The Economy

Over the past few years the nonprofit sector, like business and government, has felt the impact of the weakening economy. The recent state budget shortfall, and subsequent cuts to programs and services, has contributed to the difficulty in meeting the needs of Michigan families.

Due to the economy, individual giving and volunteering have declined in the past year which, coupled with the decrease in government spending, has placed an increased pressure on the foundation community to fill the gap. However, the foundation community alone cannot meet the needs of the state. According to Giving USA 2002, individual giving represented nearly 76% of all contributions in 2001, far more than foundation and government support.

## Volunteerism

In these difficult times, vital community programs are in great need of volunteers. As was noted in the survey, volunteerism decreased by 16 points in Michigan, dropping from 50% in 2001 to 33.5% in 2002. Most notably this drop occurred in the age group of 25-29 year olds, slumping from over 40% in 2001 to 7.2% in 2002. There could be various reasons for this decline; however, changes in volunteerism habits where individuals are looking for shorter commitments, and increased demands on their time due to levels of unemployment, may partially be to blame.

## Accountability

Recent scandals involving charities have left donors shaken. Although it is a natural reaction for donors to be hesitant about continued giving to charities, these incidents are not common and do not reflect the values of the sector. Just as a consumer researches a company he or she will invest in, donors need to do the same. While researching possible contributions, donors should note that the majority of nonprofits spend as much as possible on providing services and resources for a charitable mission, and closely follow the state and IRS rules and regulations guiding their work.

In addition, most organizations have internal and external review processes of their finances and programs, to ensure that a donor's resources are being spent efficiently and effectively. To assist donors in finding information about charities across the country and to provide resources for organizations to ensure their own accountability, the Michigan Non-profit Association (MNA) has added a section on this subject to its Web site at [www.mnaonline.org](http://www.mnaonline.org).

## ConnectMichigan *Alliance*

### **ConnectMichigan Alliance**

The mission of the ConnectMichigan Alliance is to promote and strengthen a life-long ethic of service and civic engagement through the support of community building initiatives. The organization is home to Volunteer Centers of Michigan and Michigan Campus Compact.

517/492-2440

Fax: 517/492-2444

[www.connectmichiganalliance.org](http://www.connectmichiganalliance.org)



### **Council of Michigan Foundations**

An association of foundations and corporations which make grants for charitable purposes, the mission of CMF is to enhance, to improve, and to increase philanthropy in Michigan.

616/842-7080

Fax: 616/842-1760

[www.cmif.org](http://www.cmif.org)



### **Michigan Community Service Commission**

The Michigan Community Service Commission (MCSC) is a state agency that promotes and supports volunteerism and community service in Michigan.

517/335-4295

Fax: 517/373-4977

[www.michigan.gov/mcsc](http://www.michigan.gov/mcsc)



**Michigan Nonprofit Association**

### **Michigan Nonprofit Association**

The Michigan Nonprofit Association (MNA) promotes the awareness and effectiveness of the nonprofit sector and advances the cause of volunteerism and philanthropy in the state of Michigan.

517/492-2400

Fax: 517/492-2410

[www.mnaonline.org](http://www.mnaonline.org)