

ACF's 2010

Black Philanthropy Survey

A look at charitable giving throughout Arizona's African-American community



ARIZONA
COMMUNITY FOUNDATION

2010 Black Philanthropy Survey

A look at charitable giving throughout Arizona's African-American community

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FOREWARD



“Our task as Black Philanthropists is to be vehicles for the diverse perspectives to be brought to American philanthropy, beginning with more personal philanthropy. We have an obligation to shape the culture of charitable giving by engaging the community at-large. The Arizona Community Foundation’s Black Philanthropy Initiative is an effort designed to encourage African-Americans to pool their expertise and wealth for the good of all of Arizona. We must seize the opportunity to be messengers and connectors of the resources of our own people to meet the needs of those who desperately need them.”

- **Jean Fairfax**

ACF Fund Founder, Past Board Member and BPI Task Force Member

“At the Arizona Community Foundation, we pride ourselves on serving everyone. With the Black Philanthropy Initiative, we have built a two-way bridge: one where the African-American community can invest precious resources, and the other to receive a meaningful social return from these community investments.”

- **Michael Kelly**

ACF Board Member & Legacy Donor, BPI Task Force Member



The Arizona Community Foundation would like to extend its gratitude to **Dr. Emmett Carson**, C.E.O & President of the Silicon Valley Community Foundation, for his generosity, support and insightful contributions, and to the members of **ACF’s BPI Task Force**, who provided valuable feedback and suggestions to the authors during the completion of this report.

INTRODUCTION

African-American philanthropy has deep roots in American culture. For more than 200 years, charitable giving and volunteerism among the African-American community have provided relief and solace in the form of mutual aid societies and fraternal organizations that have been responsible for numerous development efforts including, among other things, black schools and financial institutions which have helped improve the conditions and well-being of African-Americans nationwide. At the center of these efforts is the African-American church, which remains the traditional heart of the African-American community's efforts to address economic, social and spiritual needs.¹ Despite this long-standing tradition of giving, many people within the African-American community have been hesitant to use the term "philanthropy" to describe their generosity.² Instead, many consider their donations of time and money to be more of a simple extension of their connection between faith, family and friends, and less representative of the traditional notions of organized, formal philanthropy.

Research at the national level provides insights regarding the opinions and motivations that influence giving among American households. Overall, findings consistently point to strong beliefs about the power of giving, similar motivations and a shared responsibility to help others which is often reflected in household giving habits. However, the remarkable generosity of African-Americans remains somewhat less understood outside of the Black community. The research literature examining African-American philanthropy reaches similar conclusions and reaffirms that the tradition of giving and its connections to faith, family and community remain intact.³

In Arizona, little is understood about the philanthropic behavior and motivations of the local African-American community. A recent statewide survey reported that nearly six out of 10 Arizonans made a financial contribution during 2008, and that White households gave substantially more than minority households. ACF's *2010 Black Philanthropy Survey* represents original research that captures the attitudes and charitable experiences that have helped shape current giving. It is also a measurable means to recognize the growing affluence, influence and economic empowerment of Arizona's African-American community.⁴

This survey reveals that African-American households in Arizona are active philanthropists who are established residents, actively engaged in civic activity and motivated by strong personal beliefs that compel their commitment to help others. The Arizona Community Foundation's *2010 Black Philanthropy Survey* creates context around charitable habits for any organization interested in promoting long-term, sustainable philanthropic solutions in the African-American community. It draws attention to the ways in which Arizonans approach charitable activity, and sheds new light on the important contributions of the African-American community and their potential to shape the future of our state.

PURPOSE OF THE SURVEY

This survey was developed to inform the public and the philanthropic community about the nature of charitable giving and volunteerism among Arizona residents in general and the state's African-American community in particular. For the purposes of this survey, **“philanthropy”** is defined as any charitable giving that includes donations of resources, time or capital.

Objectives:

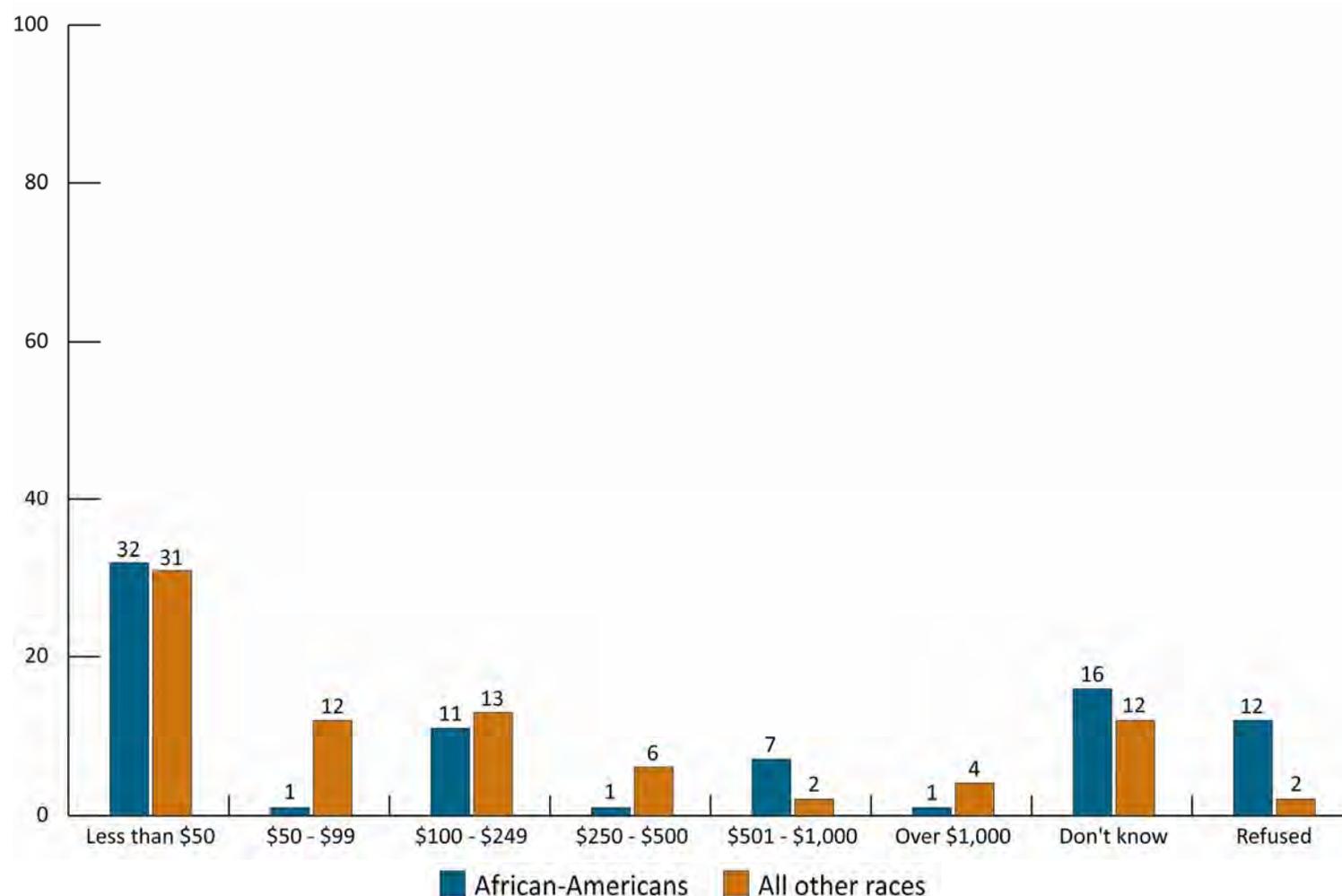
- ❖ To gauge personal opinions about philanthropy
- ❖ To measure the scope of charitable giving and volunteerism
- ❖ To understand the motivations and experiences that influence charitable giving and volunteerism

SURVEY METHODS & ADMINISTRATION

- ❖ The survey was administered between September 11, 2009 and October 3, 2009.
- ❖ The survey results are based on 850 successful telephone interviews with a statewide random sample of Arizona households and a representative oversample of 247 African-American households.
- ❖ The sample generalizes to all adult heads of household living in Arizona and African-American adult heads of household in Arizona.
- ❖ The sampling error for the statewide sample is plus or minus 4.0 percent, and plus or minus 6.0 percent for the African-American oversample, assuming a 95 percent level of confidence.
- ❖ The interview schedule was pre-tested and interviews were conducted by professional interviewers at the Summit Consulting Group, Inc. in Phoenix using a Computer Assisted Telephone Interviewing system.
- ❖ Respondents were asked initial qualifying questions to determine eligibility for participation in the survey. If an interview could not continue, random substitution was allowed.
- ❖ The full survey instrument was designed by Lee McIlroy, research and evaluation officer for the Arizona Community Foundation.
- ❖ The descriptive data were analyzed using the Statistical Package for the Social Sciences.
- ❖ Except where specified, all of the following figures reflect the percent of respondents.

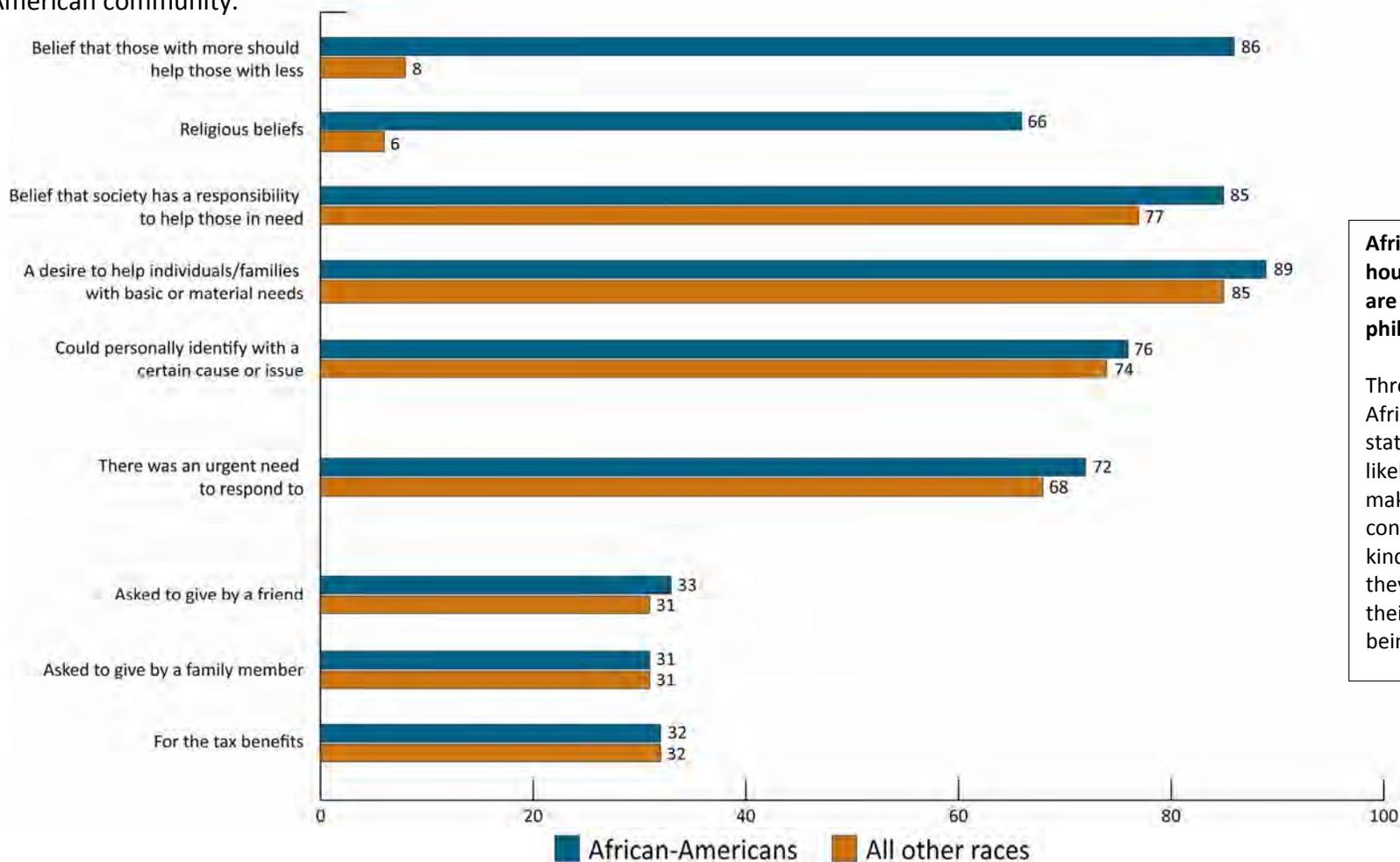
Approximately How Much Money Would You Say You Contribute Each Month?

Respondents were asked to estimate how much money they contribute each month in order to better understand the general nature of giving among the average Arizona household. Overall, the majority of Arizonans appear to be charitable and make financial contributions as part of their household activities at some point during a given year. Among African-Americans, 86 percent reported making at least one charitable contribution of some kind to a charity or nonprofit organization, church or school within the last 12 months, with 72 percent making at least one *monetary* contribution within the last year. The amount of monthly contributions is statistically equal between groups, with one-third of African-Americans indicating that they usually make smaller contributions of \$50 or less each month. The majority of monthly contributors were age 50 or older who attend church or religious services on a regular basis, with employment status having no impact on the amount or frequency of giving.



Please Indicate Whether Each Of The Following Reasons Describes Why You Or Members Of Your Household Made A Charitable Contribution To A Charity Or Nonprofit Organization In The Last 12 Months.

In order to better understand some of the reasons why individuals choose to make charitable contributions, respondents were asked several questions about the beliefs and values that have influenced their charitable behavior over the last year. Overall, motivations were similar. The majority in both groups indicated they were motivated by a desire to provide others with basic needs and that their motivations to help were based in part on their own beliefs that society has a basic responsibility to help others. Two distinct differences in motivations also emerged. For example, 86 percent of African Americans believed that those with more should help those with less, compared to 8 percent of all other racial groups, a difference of 76 percent. Two-thirds more African Americans also indicated that religious beliefs were a primary reason they choose to help others. These differences represent a strong outward expression of support for those in need and reinforce the long-standing role that the Black church has played as an advocate and servant to the poor, disenfranchised and distressed within the African American community.

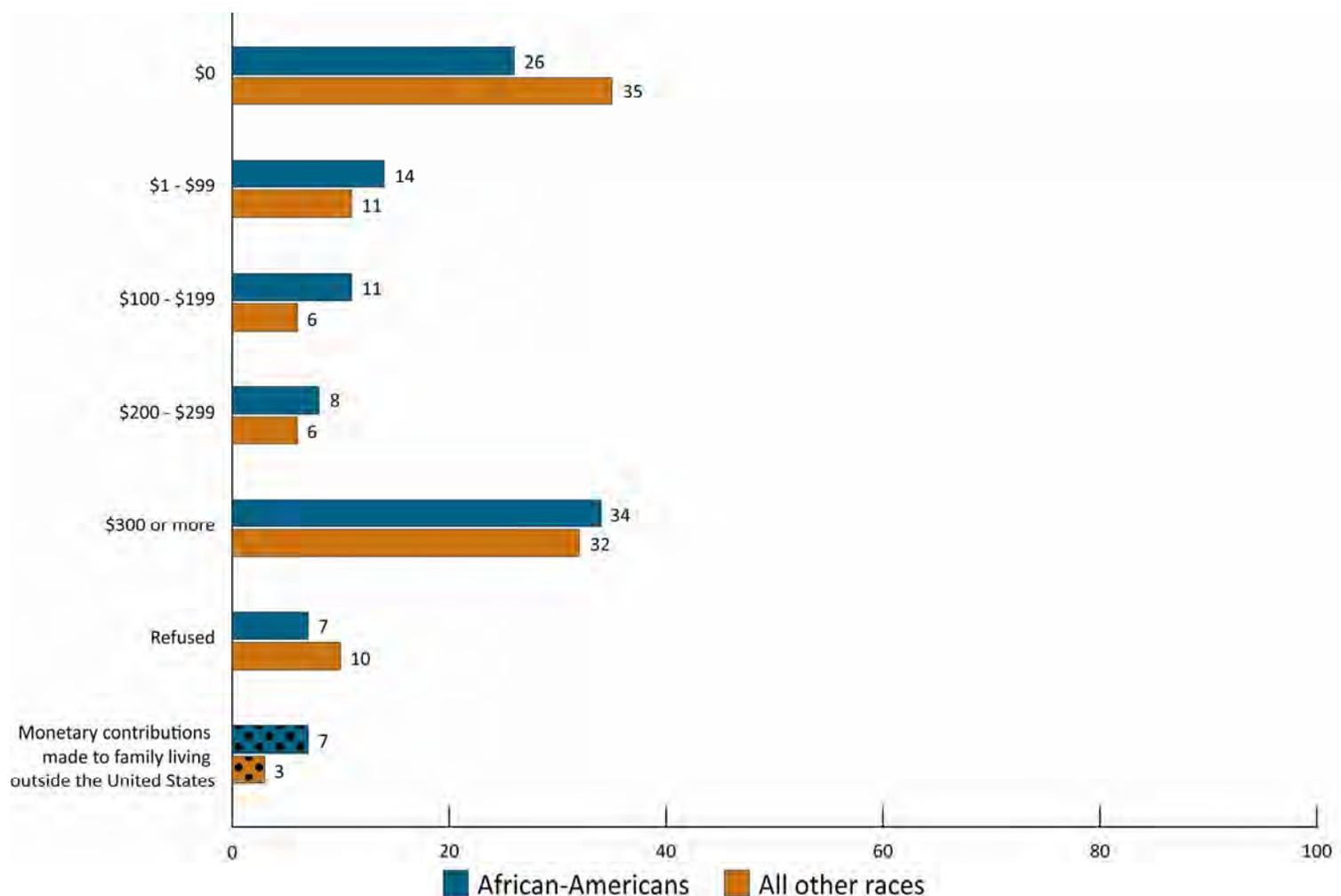


African-American households in Arizona are active philanthropists.

Three out of four African-Americans stated they would be likely or very likely to make a charitable contribution of some kind to an organization they sought out on their own without being asked to do so.

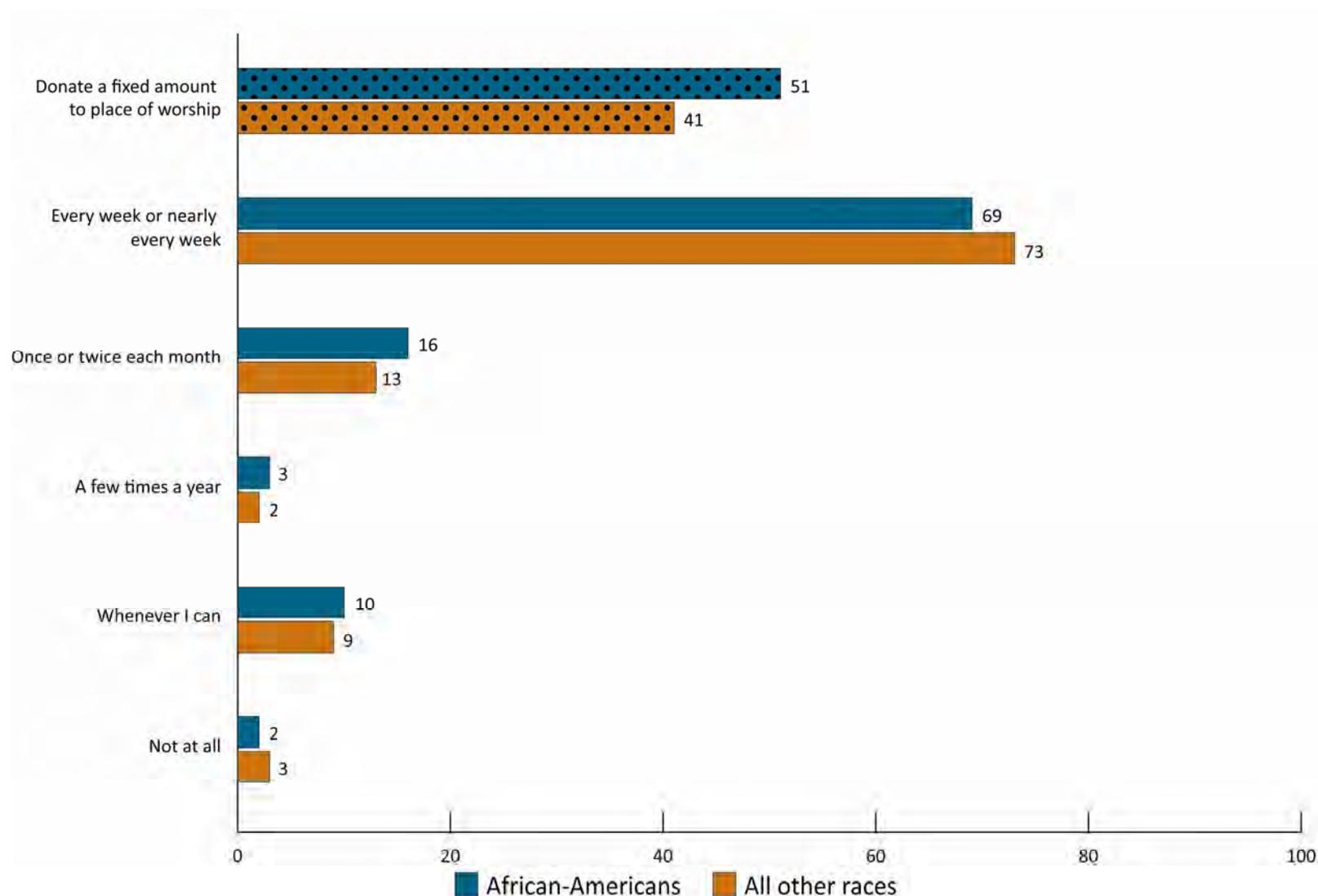
How Much Money Would You Say You And The Members Of Your Household Gave To Relatives Who Don't Live With You, Including Children And Parents, Over The Last 12 Months?

Respondents were asked about giving that occurs among family members, which is common for many households, in order to account for the generosity and support of family that often includes more than just donations of money—it also includes donations of time and goods. In general, a slightly larger proportion of African-American households gave money to family members outside of their immediate household. Eight out of 10 Arizona households also reported donating items other than money, such as food, clothing, furniture or general household items within the last year. Seven percent of African-American households and 3 percent of all other household groups who gave money to extended family indicated that those contributions went to family members living outside the United States.



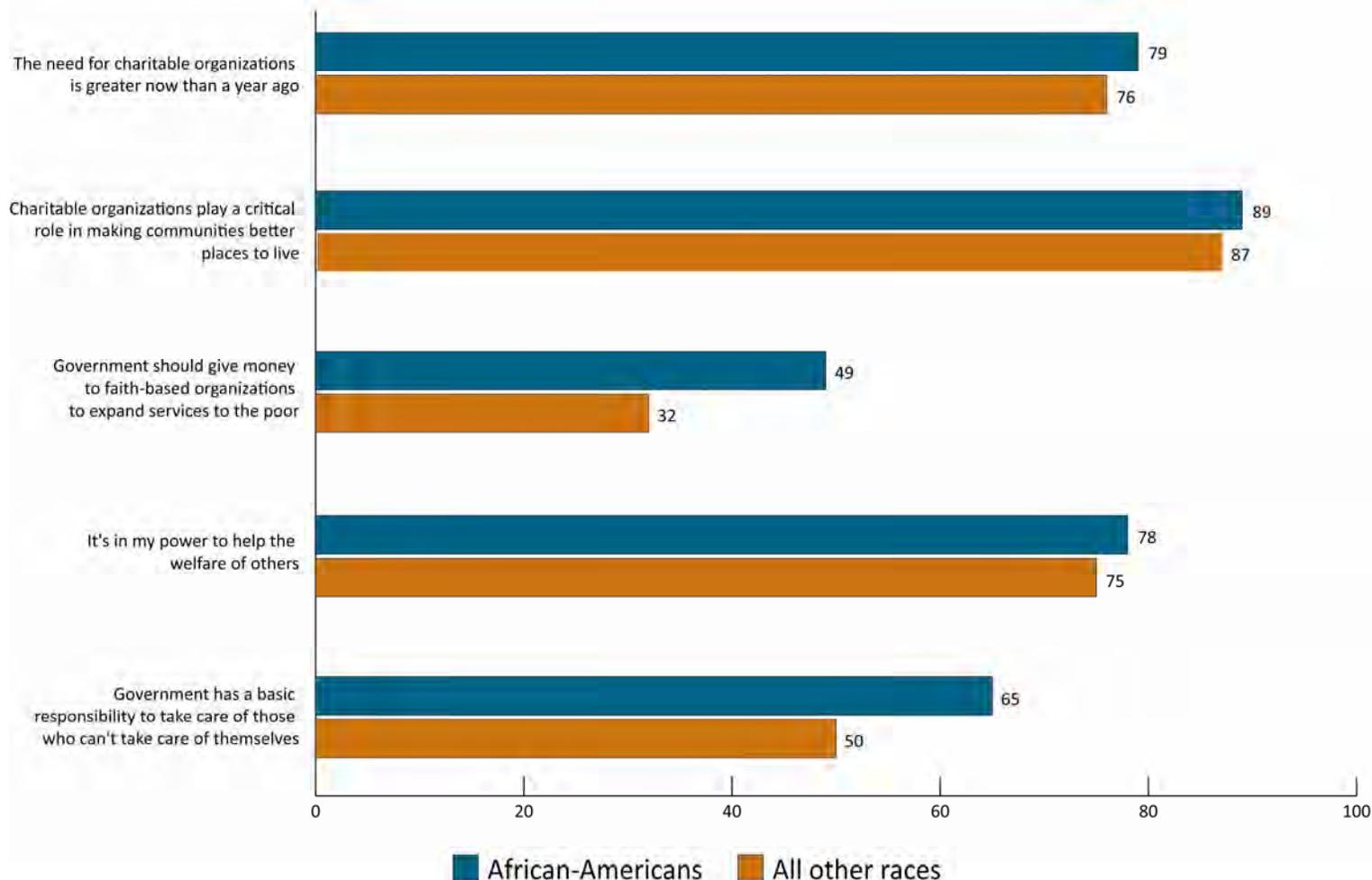
How Often Do You Personally Attend Religious Services?

Religion and the church are strong threads of the cultural fabric for many African-American families. For many African-Americans, the strong connections between faith, family and community are influenced by regular church attendance. These connections are an integral part of, and exemplified by, their service to others. Half of African-American households (51%) regularly set aside a fixed amount of money to donate to their place of worship. Of those, approximately two out of three African-Americans attend religious services on a regular basis.



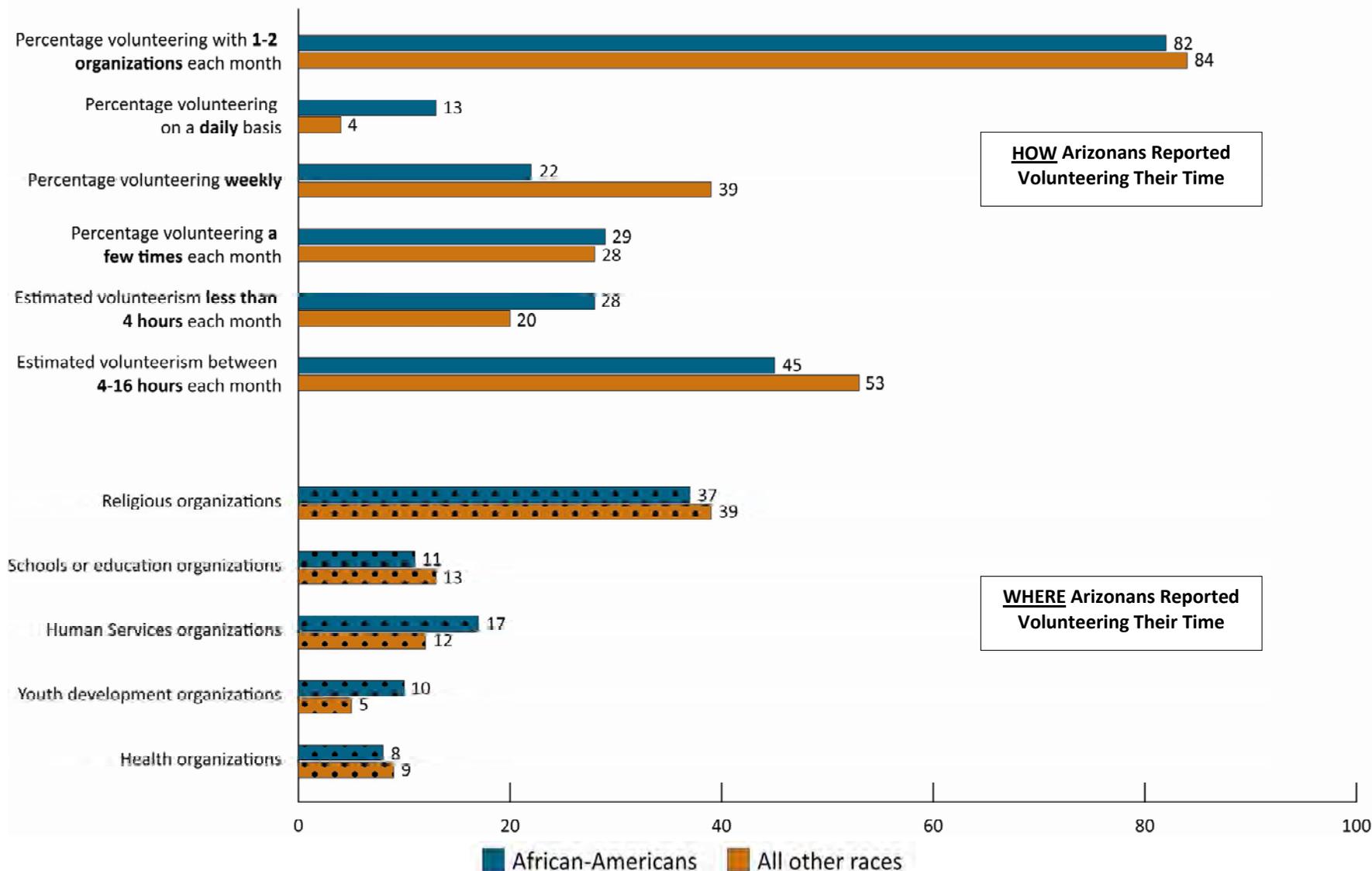
Opinions On Philanthropic Giving

Respondents were asked several questions to help to describe their underlying assumptions about philanthropy and the way in which these assumptions contribute to their charitable activity. In general, respondents believe strongly that charities are an important component in the community. The belief of one’s own empowerment to improve the condition of others is equally strong in both groups. Questions regarding the role of government provide interesting differences. For example, a larger proportion of African-Americans (65%) believe government has a fundamental responsibility to help those who are unable to help themselves. This may reflect the sentiment among some African-Americans’ historical, political and social perspectives that government, rather than individuals, should be responsible for expanding opportunity. Likewise, African-Americans believe government should be directly involved in building faith-based services to help the poor, which may come from African-American’s view of the church as playing a prominent role in assisting the disadvantaged.



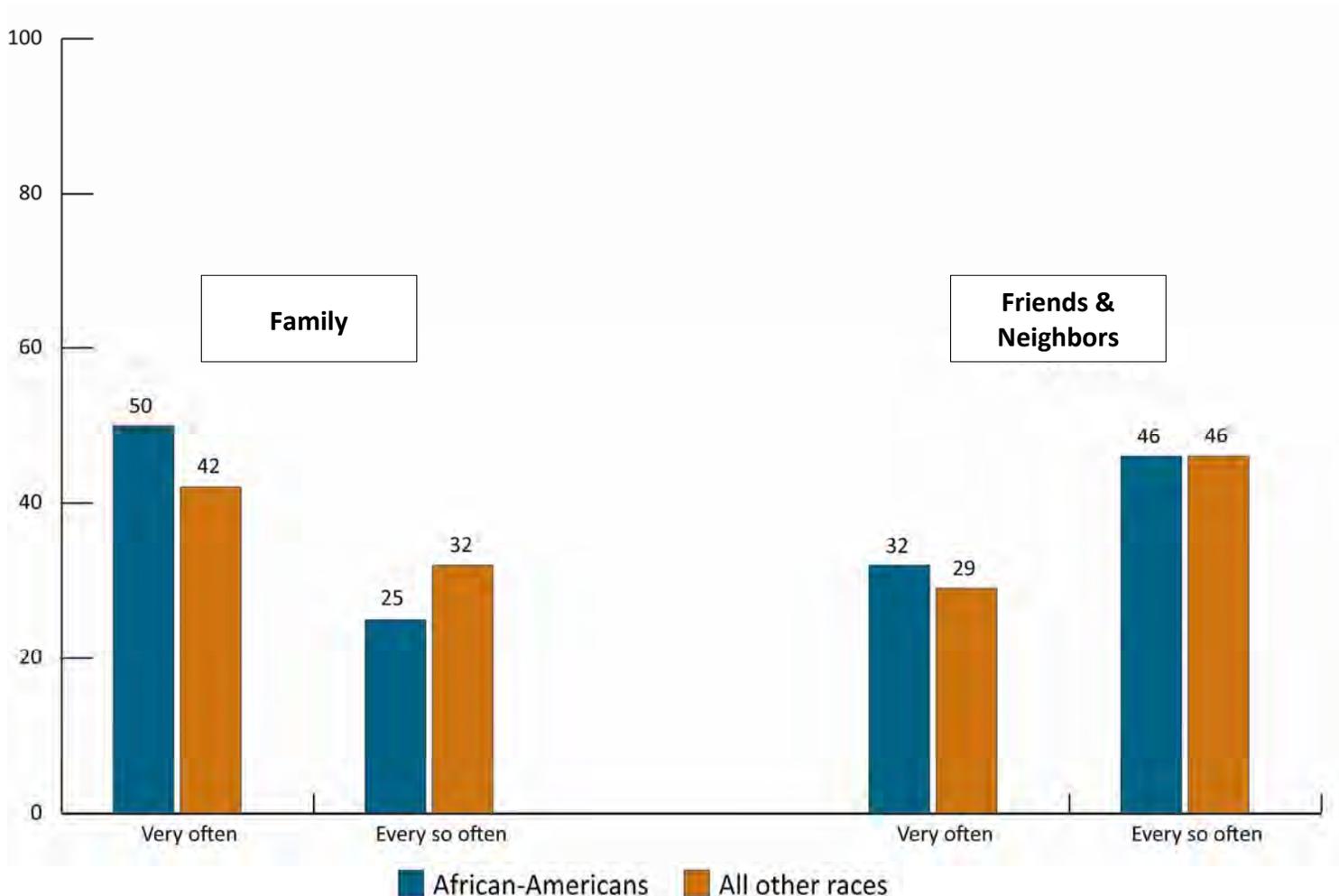
How Would You Best Categorize The Organizations You Volunteer For Most Often?

The donation of time is an integral part of philanthropic activity. In fact, for many people, volunteerism is a central part of their lives and is a tradition of giving passed from one generation to the next. Volunteerism rates among these groups are also important because of the relationship to future giving. Households were asked several questions about their donations of time in order to gauge the degree to which volunteerism is part of their lives. Approximately 40 percent of African-Americans in Arizona volunteered at some point during the last year, compared to 20 percent of African-Americans nationally.⁵



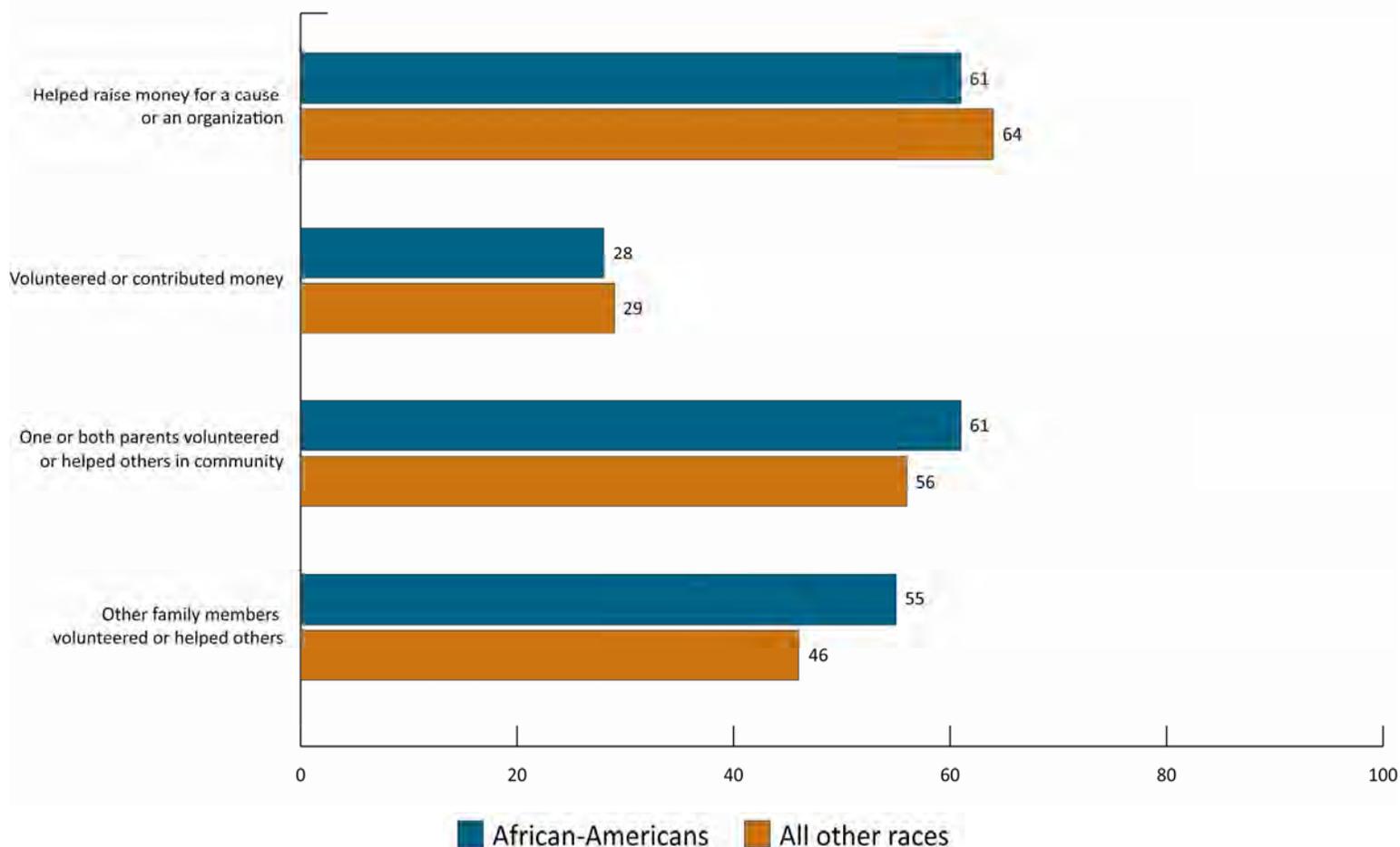
How Often Would You Say You Volunteer Helping Friends, Neighbors And Family Members?

Volunteerism extends to the time many people spend helping friends, family members and other members of their social networks. Households were asked how often they volunteer their time to help friends, neighbors and family members. These responses are important because they reflect the civic engagement within communities and the degree to which African-Americans are intent on helping families and other social networks. African-Americans help family more frequently compared to friends and neighbors. In general, this civic engagement can also be seen in the overwhelming majority in both groups of Arizona households who reported voting in the 2008 presidential election.



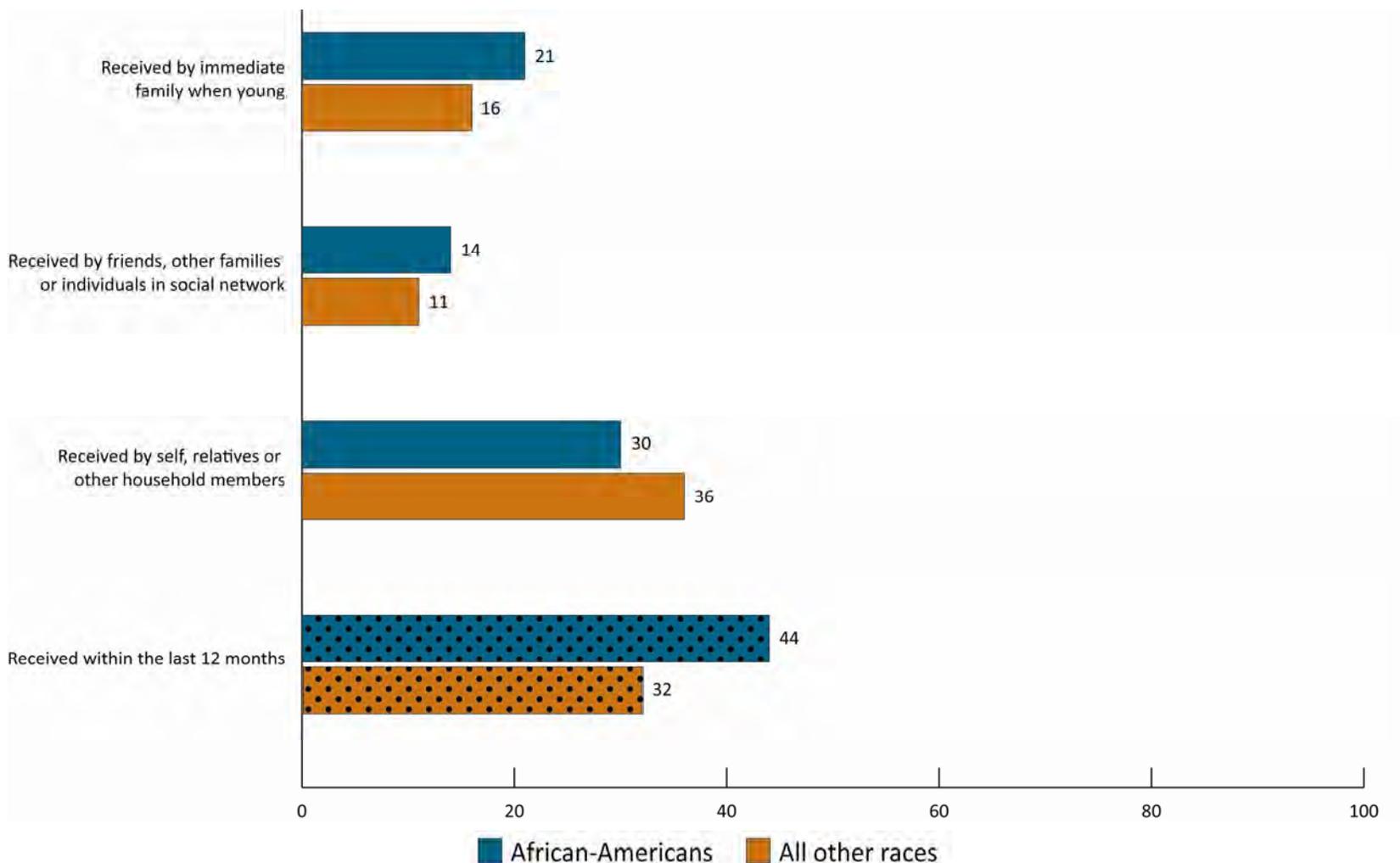
Exposure To Philanthropy

The exposure to charitable activity in youth can influence individuals’ charitable activity later in life. This exposure can take different forms. Direct involvement includes charitable activities youth participate in directly, such as raising money for a certain cause or organization, or volunteering with a local nonprofit. Indirect involvement is that which youth are exposed to indirectly through experiences with other family members contributing to the community or seeing family members make contributions of some kind. More than two-thirds of African-Americans indicated they were directly involved in some sort of fundraising activity when younger, while only 28 percent indicated volunteering or contributing money. More than half of respondents in both groups reported indirect involvement in charitable activities when younger, which was equally influential in their likelihood to give within the last year. These findings suggest that encouraging direct involvement in charitable activity is an important part of developing a legacy of giving and that modeling charitable behavior is equally important.



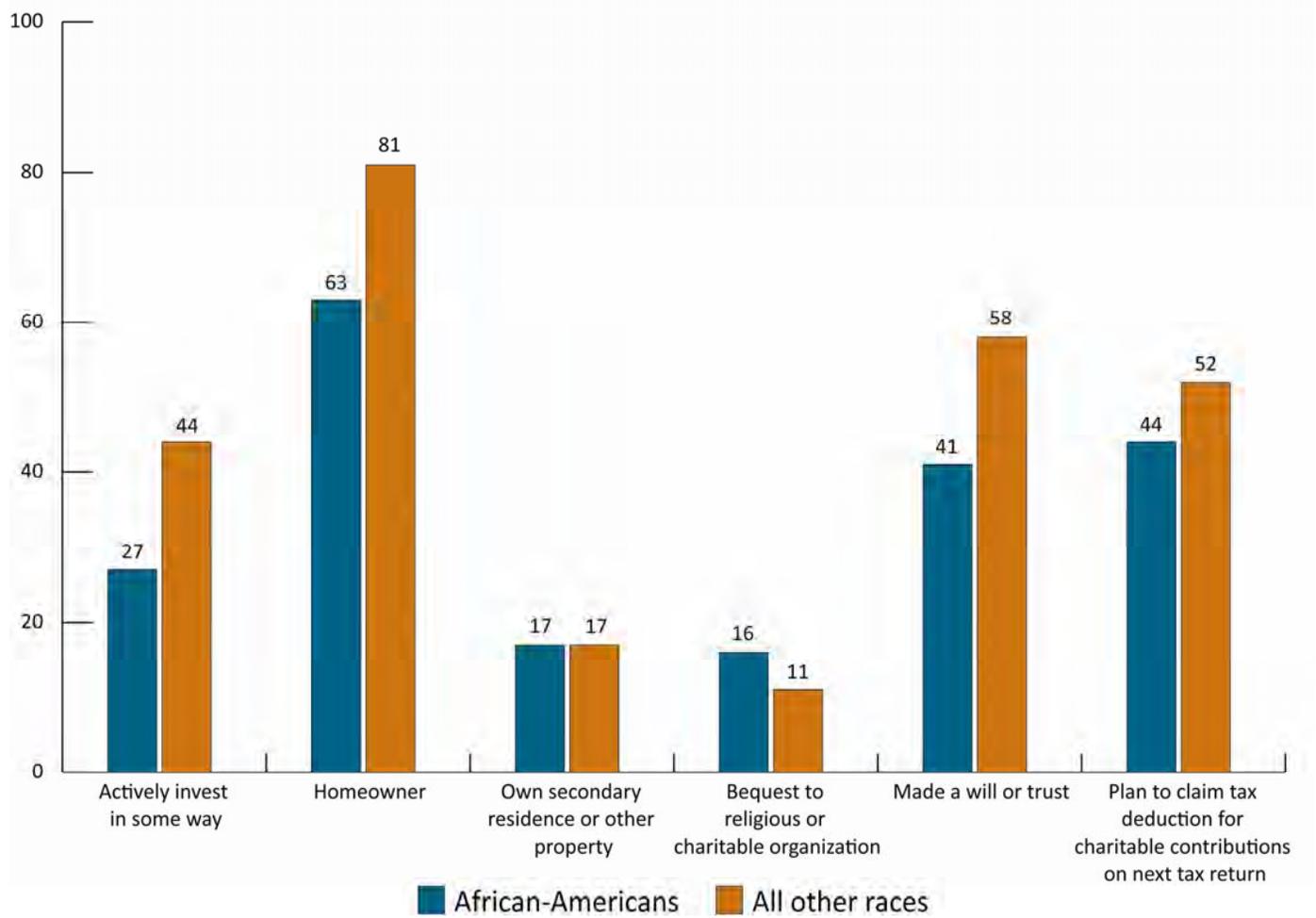
Exposure to Philanthropy & Household Assistance

The influence that prior experience has on future charitable behavior and attitudes also includes the experiences associated with receiving charitable assistance from a charitable nonprofit or government agency in youth, or with one’s own family in adulthood. Respondents were asked whether or not they or their families had ever received help in youth or at some other point in the past and whether or not they were aware if friends or relatives had ever received assistance in the past. Of the 30 percent of African-Americans who indicated they or someone in their household had received some sort of assistance, 44 percent indicated that the assistance came within the past 12 months and were predominantly younger and more highly educated.



Personal Wealth & Finance

The graph below depicts long-term investing and financial planning habits across racial groups. On average, 17 percent fewer African-Americans in Arizona actively invest or own their own home. The differences may reflect an attitude among some African-Americans who tend to claim they are less knowledgeable about financial planning strategies, less trusting of financial advisors and have less confidence in investing. As a result, African-Americans may be less prepared to participate in long-term investment strategies. This is reinforced by research at the national level, which indicates that African-Americans are saving less and are less well-prepared for retirement. It is a process of becoming more aware of the need to save, invest and plan for the future that appears to be critically important. This is encouraging news for the philanthropic community at-large, which should focus efforts to meet those needs for this and future generations of African-Americans.



CONCLUSION

- ❖ **African-Americans in Arizona are active philanthropists** who are motivated by strong personal beliefs that compel their commitment to help others and who feel empowered to do so. Overall, giving patterns are consistent across racial groups.
- ❖ **The role of the church continues to play an integral part in African-American philanthropy.** The rich history of giving is grounded in connections between faith, family and community that continue to strengthen the growing affluence and influence of the state's African-American population.
- ❖ **African-Americans are also generous with their time.** Volunteerism and the donation of one's time influence the likelihood of future giving and reinforce the tradition within the African-American community of helping those in need.
- ❖ **Exposure to charitable activity in youth can influence one's charitable activity later in life.** Modeling charitable behavior and encouraging direct involvement in charitable activity are important factors in developing a legacy of giving.
- ❖ Because so few households responded to questions concerning personal income, results were not generalizable to households statewide and were therefore not included in the final report. Understanding the relationship between income and philanthropy remains an important part of building the philanthropic capacity of African-Americans in Arizona moving forward.
- ❖ **There is encouraging news to build upon.** Two-thirds of African-American households are established residents who have lived in Arizona for 10 or more years, which suggests that the Arizona Community Foundation would do well to continue its efforts to connect this embedded core of African-American residents with planned giving strategies that support and enhance African-Americans' generosity across generations in ways that matter most to them.

COMPOSITION OF THE STATEWIDE SAMPLE

Table 1: *In terms of race or ethnicity, which of the following do you identify with most?*

| Race / Ethnicity | Percent |
|-----------------------------|---------|
| White or Anglo | 62 |
| Hispanic or Latino | 4 |
| African-American | 29 |
| Asian / Pacific Islander | 1 |
| Native American | 1 |
| Two or more races mentioned | 1 |
| Other | 0 |
| Refused | 2 |

Table 2: *In what Arizona county do you currently reside?*

| County | African-American | All Other Races |
|--|------------------|-----------------|
| Maricopa | 77 | 58 |
| Pima | 13 | 15 |
| Northern Arizona counties (excluding Maricopa County) | 4 | 16 |
| Southern Arizona counties (excluding Pima County) | 7 | 11 |

Table 3: *Please indicate your gender.*

| Gender | African-American | All Other Races |
|--------|------------------|-----------------|
| Male | 30 | 46 |
| Female | 70 | 54 |

Table 4: At present, which of the following best describes your current marital status?

| Status | African-American | All Other Races |
|-----------------------|------------------|-----------------|
| Married | 54 | 66 |
| Single | 18 | 1 |
| Widowed | 12 | 11 |
| Divorced | 7 | 7 |
| Living with a partner | 6 | 5 |
| Separated | 1 | 1 |
| Refused | 2 | 2 |

Table 5: Please indicate your age.

| Age | African-American | All Other Races |
|-------------|------------------|-----------------|
| 18-25 | 7 | 4 |
| 26-30 | 4 | 4 |
| 31-40 | 15 | 11 |
| 41-50 | 16 | 13 |
| 51-65 | 22 | 26 |
| Over 65 | 30 | 38 |
| No response | 7 | 4 |

Table 6: How many persons, including yourself and all children, are living in this household?

| Persons in Household | African-American | All Other Races |
|----------------------|------------------|-----------------|
| 1 | 21 | 22 |
| 2 | 36 | 42 |
| 3 | 12 | 15 |
| 4 | 14 | 12 |
| 5 | 5 | 5 |
| More than 5 | 9 | 4 |
| Refused | 4 | 1 |

Table 7: How would you describe your current professional status?

| Professional Status | African-American | All Other Races |
|-------------------------|------------------|-----------------|
| Work full-time | 31 | 28 |
| Work part-time | 9 | 8 |
| Work more than one job | 0 | 1 |
| I am between jobs | 6 | 5 |
| Retired and not working | 39 | 49 |
| Homemaker | 6 | 5 |
| Work and go to school | 0 | 1 |
| Full-time student | 5 | 1 |
| No response | 4 | 2 |

Table 8: How much formal education do you have?

| Level of Education | African-American | All Other Races |
|---|------------------|-----------------|
| High school or less | 27 | 22 |
| Some college or trade school | 32 | 27 |
| Degree from community college or trade school | 11 | 11 |
| Degree from four-year college or university | 19 | 25 |
| Post-graduate degree | 8 | 14 |
| Refused | 4 | 2 |

Table 9: Do you have any school-age children attending an Arizona public school?

| Children in an Arizona Public School | African-American | All Other Races |
|--------------------------------------|------------------|-----------------|
| Yes | 28 | 20 |
| No | 69 | 79 |
| No response | 3 | 1 |

Table 10: Were you born in the United States?

| Born in U.S. | African-American | All Other Races |
|--------------|------------------|-----------------|
| Yes | 93 | 97 |
| No | 7 | 3 |

Table 11: What is your primary household language?

| Household Language | African-American | All Other Races |
|--|------------------|-----------------|
| Speak only English in household | 93 | 93 |
| Speak mainly English but another language also | 7 | 7 |
| Little or no English in household | <1 | <1 |

ABOUT THE ACF BLACK PHILANTHROPY INITIATIVE

The mission of ACF's Black Philanthropy Initiative is to advance equity, health, education, leadership and social justice for African-Americans in Arizona. The BPI is a charitable fund that engages African-Americans and other interested Arizonans as active philanthropists to help achieve this mission. Through strategic grantmaking, the BPI supports nonprofits led by and serving African-Americans in such critical areas as health, education, workforce development, community building and more. The BPI has a goal to build a \$1 million fund by 2015, while also increasing individual, named charitable funds at ACF dedicated to African-American issues and causes.

The BPI empowers philanthropists to address and help solve issues that impact Arizona communities by supporting nonprofits led by and serving people of color, with a strong emphasis on African-Americans. The BPI fund is held and managed by the 31-year-old Arizona Community Foundation, a statewide philanthropy and partnership of donors, nonprofits, volunteers and staff working together to address community needs through charitable giving. The Community Foundation is not a single charitable endowment but rather a family of nearly 1,000 individual funds supported by thousands of Arizonans. ACF has been home for many years to identity-focused funds established by individuals, families and businesses, including funds dedicated to African-American, Latino and Asian causes and needs. The Foundation grows these charitable resources through a disciplined investment strategy, with oversight by a volunteer Investment Committee comprising nationally respected Arizona experts in financial and investment management. As a respected community leader and philanthropic expert, ACF is poised to address the challenges and mobilize the resources present in Arizona's African-American communities around issues of education, health and community and economic development.

ABOUT THE ARIZONA COMMUNITY FOUNDATION

Established in 1978, the Arizona Community Foundation is a statewide nonprofit organization with four regional offices serving affiliate community foundations across Arizona. In the tradition of more than 700 community foundations across the country, ACF and its affiliates secure charitable gifts from individual and corporate donors, manage them in endowed funds and distribute a portion of the investment returns throughout the community as grants and scholarships.

With support from discretionary gifts, ACF and its affiliates lead community initiatives around pressing needs, including education improvement, affordable housing, civic leadership, intergenerational programs, rural sustainability, neighborhood revitalization, poverty reduction and more. ACF also sponsors special projects, convenes groups to explore specific issues and collaborates to organize community-wide resources around commonly identified problems and opportunities.

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