

## Executive Summary

Research & Polling, Inc. was commissioned to conduct three Market Research and Needs Assessment studies for United Way of Central New Mexico, which included: focus groups among UWCNM Major Donors, a survey among UWCNM Major Donors, and a survey among the general donor population in the Central New Mexico region (“Public Donors”), of which there is an overall report as well as a report for each county within the Central New Mexico region. Below is a summary of the results from the survey conducted among the general donor population in the Central New Mexico region, segmented only among Public Donors in Bernalillo County.

Note that the general donor population in the Central New Mexico region will be referred to as “Public Donors” and that donors in the general population who donate to UWCNM will be referred to as “UWCNM donors”. Finally, Major Donors (those surveyed in the Major Donors study who donate \$1,000 or more to UWCNM) will be referred to as “UWCNM Major Donors”.

### ***Motivations for Giving***

Consistent with the general donor population in the Central New Mexico region, “Helping those in need” is the biggest motivation for Public Donors in Bernalillo County to donate to charitable organizations, although personal passions influence some donors to give (“makes me feel good”, “I feel passionate about a cause/issue”). Still some donors give because they want to support their church/religious beliefs.

When asked in an unaided manner, homelessness, healthcare, poverty, and hunger top the list of the most urgent problems in need of support, according to Public Donors in Bernalillo County. Among Public Donors overall (in the entire UWCNM service area), these are also the most urgent problems.

When asked in an *aided* manner how serious various problems are in their community, drug abuse, alcohol abuse, and child abuse/neglect top the list for Bernalillo County Public Donors, as well as domestic violence and poverty.

Public Donors in Bernalillo County were also asked to rate how well their community is addressing each problem. When looking at the difference in the percentage who feel a problem is serious and the percentage who feel their community is addressing the problem well, the biggest gaps occur for drug abuse (55% gap) and alcohol abuse (45%), followed by poverty (39%) and child abuse/neglect (37%). It is interesting to note that this list is nearly identical when looking at perceived gap among Public Donors overall and among UWCNM Major Donors, although the perceived gap is wider according to UWCNM Major Donors than for the general donor population in the Central New Mexico region. Notably, among Public Donors in Bernalillo

County (and among Public Donors overall), the gap is narrower for literacy, hunger, and barriers for people with physical/mental limitations. In fact, there is a negative gap when looking at the problem of barriers for people with physical/mental limitations.

### ***Qualities of Charitable Organizations***

Public Donors in Bernalillo County are much more likely to focus on operational qualities when asked what they feel are the most important qualities when determining to which charitable organizations they will donate. For example, the most important qualities of charitable organizations (when asked in an unaided manner) include: how it distributes money to causes/programs, how it monitors money use, and the percentage of money that goes to programs/needy versus administration. Public Donors overall and UWCNM Major Donors also focus more often on operationally-focused qualities/attributes when asked which are most important when choosing a charitable organization to donate money to. It should be noted, however, that a major quality for Public Donors in Bernalillo County (and Public Donors overall) is that an organization support a cause they believe in, which is more of a programmatically-focused quality.

United Way of Central New Mexico is most often mentioned (when Bernalillo County Public Donors were asked unprompted) as being the “most effective” charitable organization, with 14% who feel this way. Religious organizations come in second place with 12%. Notably, UWCNM is seen as most effective among nearly half of UWCNM Major Donors and among 12% of Public Donors overall. The American Red Cross and children organizations are a distant third and fourth most often mentioned (5% each). Interestingly, one-

quarter of Public Donors in Bernalillo County have not formed an opinion when asked which organization they feel is the most effective.

#### **Choice of Charitable Organization**

Religious organizations and children organizations top the list of charitable organizations to which Bernalillo County Public Donors have made charitable contributions in the past two years (17% and 14%, respectively). United Way of Central New Mexico comes in third, with 13% of Bernalillo County Public Donors who say they have donated to this organization (11% among Public Donors overall). The demographic profile of UWCNM donors in Bernalillo County includes those who are more likely to be higher educated (4-year college degree or higher).

#### **Donation Practices**

On average, Public Donors in Bernalillo County contribute \$7,699 annually to charitable organizations (overall), although the median is only \$500. The average amount the Public Donors in Bernalillo County contribute is relatively high due to a handful of donors who contribute large sums of money to charitable organizations.

Among Public Donors in Bernalillo County who donate to UWCNM, an average of 53% of their overall contributions (to charitable organizations) is donated through UWCNM. This is slightly higher than the average among Public Donors throughout the UWCNM service area (51%).

#### **Donating to UWCNM**

UWCNM donors in Bernalillo County are more than twice as likely to say image-related reasons when asked why they donate to UWCNM, as compared to convenience-related reasons (63% compared to 27%, respectively). These include “good organization” and “UWCNM does a lot to help the community”. Some Bernalillo County UWCNM donors, however, mention convenience-related reasons, such as “can donate through my workplace/payroll deductions”.

Interestingly, the majority of Public Donors in Bernalillo County who are non-UWCNM donors, but are aware of UWCNM, say they have donated to UWCNM in the past (52%). This is also the case among Public Donors in the entire Central New Mexico region. The majority of Bernalillo County respondents (54%) say they donated to UWCNM three or more years ago, while two-fifths (42%) donated to UWCNM two years ago or less (31% less than two years ago).

#### **Image of UWCNM**

The vast majority of the general donating population in Bernalillo County reports that they are aware of UWCNM (86%), which is slightly higher than those who are aware of UWCNM among Public Donors overall. Bernalillo County Public Donors who are Anglos, those who are 35 years of age or older, and those who have a four-year degree are more likely than others to be aware of the organization. When looking among all donors in Bernalillo County, 13% are current UWCNM donors, 38% report that they have donated to UWCNM in the past, and one-third (35%) are aware of UWCNM, but have never donated to the organization. Finally, 14% say they are not aware of UWCNM.

Public Donors in Bernalillo County who are aware of UWCNM are three-times as likely to have a positive impression of UWCNM as they are to feel negatively about the organization (48% compared to 15%). The same results are observed among all Public Donors in the Central New Mexico region. Current UWCNM donors in Bernalillo County are much more likely to have a positive impression (93%). Interestingly, past UWCNM donors are *not* more inclined to have a negative impression of UWCNM, although those who have never donated to UWCNM are more likely to feel negatively about the organization (25%).

Public donors in Bernalillo County cite most often their perception that UWCNM is a “good organization/worthy causes” when asked the reasons underlying their impression of the organization. Mismanagement of funds and problems within the organization surface as reasons why some Bernalillo County Public Donors feel negatively about UWCNM.

One-fifth to one-third of Bernalillo County Public Donors who are aware of UWCNM feel that UWCNM is *more effective* than other charitable organizations on various attributes tested in the survey. However, the majority either feel UWCNM is equally as effective or they have not formed an opinion.

#### **Perceptions about UWCNM**

One-quarter of Bernalillo County Public Donors who are aware of UWCNM correctly say that the entities that decide how UWCNM invests in the community are panels/committees of local volunteers and the people who contribute. Interestingly, this is slightly higher than the percentage of Public Donors overall who are aware of this. However, approximately one-third think that the United Way Board is the entity that makes the investment decisions

(which is similar to UWCNM Major Donors and Public Donors overall). One-third of Public Donors in Bernalillo County are unsure who makes the investment decisions.

Very few (6%) Public Donors in Bernalillo County who are aware of UWCNM correctly guess that 100% of each donor dollar goes directly to programs and services. The average guess is that \$.64 of every dollar goes to programs/services. This is very similar to the results observed among Public Donors overall. Interestingly, 45% of UWCNM Major Donors correctly guess that 100% of each donor dollar goes to programs/services.

When Bernalillo County Public Donors who are aware of UWCNM were asked what UWCNM's administrative costs are, the average guess is three times the actual total budget for the organization, at 32%. (UWCNM Major Donors guess an average of 11.8%). Just one-fifth of Bernalillo County Public Donors who are aware of UWCNM say they know that all of UWCNM's administrative costs are paid for by Corporate Cornerstone companies (under one-fifth of Public Donors overall are aware of this). Interestingly, the majority of Bernalillo County Public Donors (59%) say that knowing about the Corporate Cornerstone program makes them more likely to donate to UWCNM (32% *much more likely*). The Corporate Cornerstone program is also a big hit among Public Donors overall (57%) and UWCNM Major Donors as well (77%).

### **Community Fund**

Awareness of UWCNM's Community Fund among Public Donors in Bernalillo County is relatively low in that approximately three-in-ten Public Donors (31%) say they are aware of UWCNM's Community Fund. However, Bernalillo County Public Donors have a slightly higher level of awareness, when compared to Public Donors overall. Furthermore, when read a description of the Community Fund and asked if they were aware of it, the percentage drops to 23%. In total, 45% of Public Donors in Bernalillo County say they would be likely to give to UWCNM's Community Fund (after hearing the description), with 18% who say they would be *very likely*.

Consistent with the findings in the study among UWCNM Major Donors and among Public Donors overall, the most often mentioned reason why Public Donors in Bernalillo County would not be likely to give to the Community Fund is because they want their donations to be designated to agencies they choose. UWCNM should focus its efforts to educate all donors in the general population about the Community Fund in such a way that they gain an understanding about its importance in providing funding to a network of core programs that help the most vulnerable community members.

### **UWCNM Marketing**

When asked unaided, very few Public Donors in Bernalillo County recall the recent "TryGiving" advertising campaign (2%). This rises to 13% when asked directly if they recall the "Try Giving" campaign.