

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”). Below is a summary of the results from the survey conducted among the general donor population in the Central New Mexico region. This summary also highlights similarities and differences between UWCNM Major Donors and donors in the general Central New Mexico population in key areas of the study.

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

“Helping those in need” is clearly the biggest motivation for Public Donors to contribute 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, which is more likely to be the case among Public Donors who donate \$1,000 or more annually.

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 fact, Public Donors are twice as likely to mention healthcare when compared to UWCNM Major Donors. This would include healthcare for the less fortunate and child healthcare.

When asked in an *aided* manner how serious various problems are in their community, drug abuse, alcohol abuse, and domestic violence top the list, as well as child abuse/neglect and poverty. Interestingly, these are also the problems rated most serious among UWCNM Major Donors.

Public Donors 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 (49% gap) and alcohol abuse (43%), followed by child abuse/neglect (33%) and poverty (33%). It is interesting to note that this list is nearly identical when looking at perceived gap 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, 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 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. 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 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 tied with religious organizations as being the “most effective” charitable organization (when asked unprompted), with 12% who feel this way about each. Notably, UWCNM is seen as most effective among nearly half of UWCNM Major Donors. The American Red Cross and children organizations are a distant third and fourth most often mentioned (5% each). Interestingly, one-quarter of Public Donors 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 Public Donors have made charitable contributions in the past two years (18% and 14%, respectively). United Way of Central New Mexico comes in third, with 11% who say they have donated to this organization. The demographic profile of UWCNM donors includes those who are more likely to be between 50 and 64 years of age, to be higher income (\$60,000+) and to be higher educated (4-year college degree or higher).

Donation Practices

On average, Public Donors contribute \$7,324 annually to charitable organizations (overall), although the median is only \$500. The average amount the Public Donors contribute is relatively high due to a handful of donors who contribute large sums of money to charitable organizations.

Among Public Donors who donate to UWCNM, an average of 51% of their overall contributions (to charitable organizations) is donated through UWCNM.

When looking at the general donor population that contributes larger amounts of money to charitable organizations on an annual basis (\$1,000 or more), it is interesting that they are more likely than others to donate to religious organizations and to feel that religious organizations are most effective at addressing problems in their community. Furthermore, this level of donor who donates through UWCNM tends to donate a lower percentage (only 1 to 25%) of their overall contributions through UWCNM.

UWCNM should focus efforts to increase awareness among the general donor population, especially the larger donors, so that they understand that contributions to religious organizations can be made through UWCNM.

Donating to UWCNM

UWCNM donors are more than twice as likely to say image-related reasons when asked why they donate to UWCNM, as compared to convenience related reasons (62% compared to 27%, respectively). These include “UWCNM does a lot to help the community”, “good organization”, and “local organization”. Some UWCNM donors, however, mention convenience-related reasons, such as “can donate through my workplace/payroll deductions” and “can designate/earmark to specific charities”. It should be noted that UWCNM Major Donors are more likely than Public Donors to

mention that they donate to the organization for convenience-related reasons (52%).

Interestingly, the majority (52%) of Public Donors who are non-UWCNM donors, but are aware of UWCNM, say they have donated to UWCNM in the past. The majority of these respondents (55%) say they donated to UWCNM three or more years ago, while two-fifths donated to UWCNM two years ago or less (30% less than two years ago).

Image of UWCNM

The vast majority of the general donating public in the Central New Mexico region reports that they are aware of UWCNM (83%). Donors in Bernalillo County, Anglos, donors 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 the general population, 11% are current UWCNM donors, 38% report that they have donated to UWCNM in the past, and one-third are aware of UWCNM, but have never donated to the organization. Finally, 17% say they are not aware of UWCNM.

Public Donors 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 (47% compared to 15%). Current UWCNM donors are much more likely to have a positive impression (90%). 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 (18%).

Public donors 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 Public Donors feel negatively about UWCNM, although these reasons are mentioned more often among past UWCNM donors who have not donated to the organization in the past five years or more.

One-fifth to one-third of 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

Only about one-fifth of 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 (this percentage increases to 56% among UWCNM Major Donors). 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). Nearly two-fifths of Public Donors are unsure who makes the investment decisions.

Very few (6%) Public Donors who are aware of UWCNM correctly guess that 100% of each donor dollar goes directly to programs and services, compared to 45% who correctly guess this among UWCNM Major Donors. The average guess is that \$.62 of every dollar goes to programs/services.

When 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 33%. (UWCNM Major Donors guess an average of 11.8%). Under one-fifth of Public Donors who are aware of UWCNM say they know that all of UWCNM's administrative costs are paid for by Corporate Cornerstone companies (this rises to two-thirds among UWCNM Major Donors). Interestingly, the majority of Public Donors (57%) say that knowing about the Corporate Cornerstone program makes them more likely to donate to UWCNM (28% *much more likely*). The Corporate Cornerstone program is a big hit among UWCNM Major Donors as well (77%).

Community Fund

Awareness of UWCNM's Community Fund is relatively low in that less than three-in-ten Public Donors (28%) say they are aware of UWCNM's Community Fund. Furthermore, when read a description of the Community Fund and asked if they were aware of it, the percentage drops to 23%. In total, 46% of Public Donors say they would be likely to give to UWCNM's Community Fund (after hearing the description), with 17% who say they would be *very likely*. Notably, current and past UWCNM donors are more apt to say they would be *very likely* to give to the Community Fund.

Consistent with the findings in the study among UWCNM Major Donors, the most often mentioned reason why Public Donors 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 recall the recent "TryGiving" advertising campaign (2%). This rises to 11% when asked directly if they recall the "Try Giving" campaign.