

## 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 Torrance 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 Torrance 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”). Other donors give because they want to support their church/religious beliefs.

When asked in an unaided manner, homelessness, child poverty, child abuse/neglect, healthcare for the less fortunate, and hunger top the list of the most urgent problems in need of support, according to Public Donors in Torrance County. Among Public Donors overall, 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 domestic violence top the list for Torrance County Public Donors, as well as poverty and child abuse/neglect.

Public Donors in Torrance 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 (39% gap) and alcohol abuse (37%), followed by domestic violence (32%) and poverty (24%). 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 Torrance

County (and among Public Donors overall), the gap is narrower for child abuse/neglect and literacy. Furthermore, among Torrance County Public Donors, there are negative gaps when looking at the problems of barriers for people with physical/mental limitations, homelessness, and hunger.

### **Qualities of Charitable Organizations**

Public Donors in Torrance County are much more likely to focus on operational factors 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 and the percentage of money that goes to programs/need 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 Torrance County (and Public Donors overall) is that an organization support a cause they believe in, which is more of a programmatically-focused quality.

Religious organizations are most often mentioned (when Torrance County Public Donors were asked unprompted) as being the “most effective” charitable organization, with 22% who feel this way. The American Red Cross and police organizations tie for second place with 5% each. UWCNM is mentioned by 4% of Torrance County Public Donors. Notably, UWCNM is seen as most effective among nearly half of UWCNM Major Donors and among 12% of Public Donors overall. Interestingly, 30% of Public Donors in

Torrance County have not formed an opinion when asked which organization they feel is the most effective.

### **Choice of Charitable Organization**

Religious organizations top the list of charitable organizations to which Torrance County Public Donors have made charitable contributions in the past two years (33%), followed by police organizations (11%). The Salvation Army and the American Red Cross are each mentioned by 9% of respondents. United Way of Central New Mexico is only mentioned by 4% of Torrance County Public Donors who say they have donated to this organization (11% among Public Donors overall).

### **Donation Practices**

On average, Public Donors in Torrance County contribute \$6,523 annually to charitable organizations (overall), although the median is only \$500. The average amount the Public Donors in Torrance County contribute is relatively high due to a handful of donors who contribute large sums of money to charitable organizations.

Among Public Donors in Torrance County who donate to UWCNM, an average of 44% of their overall contributions (to charitable organizations) is donated through UWCNM. This is slightly lower than the average among Public Donors overall (51%).

### **Donating to UWCNM**

UWCNM donors in Torrance County are much more likely to say image-related reasons when asked why they donate to UWCNM, as compared to convenience-related reasons. These include “UWCNM does a lot to help the community” and “trust them”.

Interestingly, half of Public Donors in Torrance County who are non-UWCNM donors, but are aware of UWCNM, say they have donated to UWCNM in the past. The majority of these respondents (56%) say they donated to UWCNM three or more years ago, while almost two-fifths (37%) donated to UWCNM two years ago or less (32% less than two years ago).

### **Image of UWCNM**

Three-quarters of the general donating population in Torrance County report that they are aware of UWCNM (74%), which is lower than those who are aware of UWCNM among Public Donors overall (83%). When looking among all donors in Torrance County, 4% are current UWCNM donors, 35%

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, 26% say they are not aware of UWCNM.

Public Donors in Torrance County who are aware of UWCNM are more likely to have a positive impression of UWCNM than they are to feel negatively about the organization (45% compared to 18%). Similar results are observed among all Public Donors in the Central New Mexico region. Over three-quarters of current UWCNM donors in Torrance County (77%) have a positive impression. Interestingly, past UWCNM donors are more likely to have a *very positive* impression than are current UWCNM donors (38% and 25%, respectively). However, it is important to point out the small cell size of current UWCNM donors in the Torrance County sample (n=6).

Public donors in Torrance 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 Torrance County Public Donors feel negatively about UWCNM.

Between 17% and 31% of Torrance 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**

Only one-fifth (21%) of Torrance 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. This is similar to the percentage of Public Donors overall who are aware of this. However, 22% of Torrance County Public Donors think that the United Way Board is the entity that makes the investment decisions. Almost half (48%) of Public Donors in Torrance County are unsure who makes the investment decisions.

Very few (4%) Public Donors in Torrance 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 \$.60 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 know that 100% of each donor dollar goes to programs/services.

When Torrance 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 33%. (UWCNM Major Donors guess an average of 11.8%). Just 11% of Torrance 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 Torrance County Public Donors (53%) say that knowing about the Corporate Cornerstone program makes them more likely to donate to UWCNM (17% *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 Torrance County is relatively low in that less than one-fifth (18%) say they have heard of UWCNM's Community Fund. Torrance County Public Donors have a lower level of awareness when compared to Public Donors overall (18% and 28%, respectively). Furthermore, when read a description of the Community Fund and asked if they were aware of it, the percentage goes up slightly to

20%. In total, 42% of Public Donors in Torrance County say they would be likely to give to UWCNM's Community Fund (after hearing the description), with 10% 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 Torrance County would not be likely to give to the Community Fund is because they want their donations to be designated to agencies they choose. Additionally, respondents mention that they would be unlikely to give because they don't know anything about the Community Fund. 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, only 1% of Public Donors in Torrance County recall the recent "TryGiving" advertising campaign. This rises to 9% when asked directly if they recall the "TryGiving" campaign.