

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 Valencia 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 Valencia County to donate to charitable organizations, along with “helping people/families in poverty”, although personal passions influence some donors to give (“I feel passionate about a cause/issue”, “makes me feel good”). Other donors give because they want to give back to the community and some give in order to support their church/religious beliefs.

When asked in an unaided manner, homelessness, hunger, child poverty, child abuse/neglect, and healthcare top the list of the most urgent problems in need of support, according to Public Donors in Valencia 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 Valencia County Public Donors, as well as child abuse/neglect and poverty.

Public Donors in Valencia 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 (49% gap) and alcohol abuse (45%), followed by poverty (36%) and domestic violence (34%). 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 Valencia

County (and among Public Donors overall), the gap is narrower for literacy and barriers for people with physical/mental limitations. Furthermore, there is no gap for hunger and there is a negative gap when looking at the problem of homelessness.

Qualities of Charitable Organizations

Public Donors in Valencia 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, the percentage of money that goes to programs/needs versus administration and how it monitors money use. 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 Valencia County (and Public Donors overall) is that an organization support a cause they believe in, which is more of a programmatically-focused quality. Furthermore, almost one-fifth say honesty is important.

Religious organizations are most often mentioned (when Valencia County Public Donors were asked unprompted) as being the “most effective” charitable organization, with 13% who feel this way. Shelters and family organizations are mentioned by one-in-ten respondents and children organizations are mentioned by 6%. UWCNM is mentioned by 4% of Valencia County Public Donors as being the most effective. Notably, UWCNM is seen as most effective among nearly half of UWCNM Major

Donors and among 12% of Public Donors overall. Interestingly, over one-quarter of Public Donors in Valencia 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 Valencia County Public Donors have made charitable contributions in the past two years (24%), followed by children organizations (21%). Other organizations to which Valencia County Public Donors have made monetary donations include: police organizations (11%), shelters and family services (9%), veterans organizations (7%), the American Cancer Society (7%) and The Salvation Army (7%). United Way of Central New Mexico is only mentioned by 5% of Valencia County Public Donors who say they have donated to this organization (11% among Public Donors overall).

Donation Practices

On average, Public Donors in Valencia County contribute \$6,207 annually to charitable organizations (overall), although the median is only \$400. The average amount the Public Donors in Valencia County contribute is relatively high due to a handful of donors who contribute large sums of money to charitable organizations.

Among Public Donors in Valencia County who donate to UWCNM, an average of 36% of their overall contributions (to charitable organizations) is donated through UWCNM. This is lower than the average among Public Donors overall (51%).

Donating to UWCNM

When asked why they donate to UWCNM, Valencia County Donors most often say they wanted to donate, in general. Some give a convenience-related reason, such as “donating through workplace/payroll deductions”. Others give an image-related reason, such as “does a lot for the community”.

Interestingly, half of Public Donors in Valencia County (52%) who are non-UWCNM donors, but are aware of UWCNM, say they have donated to UWCNM in the past. The majority of these respondents (59%) say they donated to UWCNM three or more years ago, while almost two-fifths (35%) donated to UWCNM two years ago or less (34% less than two years ago).

Image of UWCNM

Three-quarters of the general donating population in Valencia County reports that they are aware of UWCNM, which is lower than those who are aware of UWCNM among Public Donors overall (83%). When looking among all donors in Valencia County, 6% are current UWCNM donors, 37% report that they have donated to UWCNM in the past, and one-third (34%) are aware of UWCNM, but have never donated to the organization. Finally, 24% say they are not aware of UWCNM.

Public Donors in Valencia 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 (50% compared to 16%). Similar results are observed among all Public Donors in the Central New Mexico region. Over three-quarters of current UWCNM donors in Valencia County (77%) have a positive impression. It is important to point out the small cell size of current UWCNM donors in the Valencia County sample (n=9).

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

Between 13% and 27% of Valencia 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

Awareness of who makes the decisions about how UWCNM invests in the community is low among Valencia County Public Donors who are aware of UWCNM. Just 13% 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 slightly less than the percentage of Public Donors overall who are aware of this. One-fifth (19%) of Valencia County Public Donors think that the United Way Board is the entity that makes the investment decisions. Half of Public Donors in Valencia County are unsure who makes the investment decisions.

Very few (4%) Public Donors in Valencia 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 \$.56 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 Valencia County Public Donors who are aware of UWCNM were asked what UWCNM's administrative costs are, the average guess is approximately four times the actual total budget for the organization, at 40%. (UWCNM Major Donors guess an average of 11.8%). Just 12% of Valencia 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 Valencia County Public Donors (54%) say that knowing about the Corporate Cornerstone program makes them more likely to donate to UWCNM (23% *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 Valencia County is relatively low in that one-fifth say they have heard of UWCNM's Community Fund. Valencia County Public Donors have a lower level of awareness when compared to Public Donors overall (20% 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 23%. In total, 47% of Public Donors in Valencia County say they would be likely to give to UWCNM's Community Fund (after hearing the description), with 14% 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 Valencia 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, only 4% of Public Donors in Valencia County recall the recent "TryGiving" advertising campaign. This rises to 9% when asked directly if they recall the "TryGiving" campaign.