

COMMUNITY NEEDS ASSESSMENT

Submitted to:

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Community Needs Assessment

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EXECUTIVE SUMMARY

In this section, we summarize the major findings and recommendations that have come out of the 2005 UWCNM community needs assessment, including a community survey and three focus groups, along with other research.

MAJOR FINDINGS

- Residents in general and donors in particular would like to see charities, including UWCNM, focus on meeting the general needs of children and addressing the issues of child abuse, homelessness, domestic violence, and crime; residents of all four counties (Bernalillo, Sandoval, Tarrant, Valencia) agree on these priorities.
- UWCNM is generally respected, trusted, and considered effective.
- The general public is not that familiar with UW programs or how UW works.
- UW is better known among Anglos and those with incomes over \$40,000.
- The most common reason for not donating to UW is that persons are already donating to their favorite causes.
- The second most important reason is persons not being asked to donate to UW.
- The most important factor in choosing to donate to UW is that money will stay in the local community.
- There is more support for funding prevention than treatment.
- The community likes donors to be able to decide where funds go, whereas those familiar with the Community Fund consider the fund to be very important.
- A decrease in federal funding has made donors more likely to donate and non-donors less likely to do so.
- Television is the most popular form of advertising, although personal communications in the work place have considerable impact on those working outside their home.
- It is felt that messages are not consistent throughout the year and do not effectively reach specific market segments (especially Hispanics).
- It is felt that messages effectively appeal for funds based on the need of recipients, but do not sufficiently explain how UW works.
- It is felt that UW does not do enough public relations, especially in building relations with the media.
- Employee Campaign Managers would like additional training and support.
- Corporate Cornerstones companies are generally pleased with how they are recognized by UWCNM.
- There is some concern about keeping the costs of recognition low.

RECOMMENDATIONS

- UWCNM should give higher priority to programs that meet the needs of children
- UWCNM should give higher priority to programs that address child abuse, homelessness, domestic violence, or crime.
- UWCNM should shift some of its support away from intervention and toward prevention.
- UWCNM should let the community know that it is responding to its priorities (as expressed in the survey and focus groups) in the way it is making funding decisions.
- UWCNM should continue to have its volunteers identify the most effective programs and most accountable organizations.
- UWCNM needs to better educate the public as to how it works and how funding decisions are made.
- In particular, UWCNM needs to let the public know that most of its dollars benefit local residents.
- UWCNM should find ways to convince potential donors that, in this time of decreased federal funding, they can make more of a difference than ever.
- UWCNM needs to find ways to reach the portion of the population that is not being asked to donate.
- Television and communication in the work place seem to be the most effective ways to reach potential donors.
- Messages need to be used more consistently throughout the year and better targeted to specific market segments (especially Hispanics).
- Messages should explain how UW works, not just appeal for funds based on the need of recipients.
- UW needs to focus more on public relations to cultivate personal relationships with members of the media and to learn what messages will be of greatest interest to specific individuals.
- Employee Campaign Managers should receive additional training and support.
- Current recognition programs should generally be maintained.
- The costs of recognition should be kept to a reasonable level.

METHODOLOGY

In the spring of 2005, United Way of Central New Mexico (UWCNM) retained Southwest Planning & Marketing (SWPM) to conduct a needs assessment. The assessment was conducted in five parts, which make up the remaining sections of this report:

- Tabulation of demographic and health data at the county level
- Collection and summary of existing community needs assessments
- Community survey
- Focus groups
- Survey of Corporate Cornerstones executives

In the remainder of this section, we describe the methodology for conducting the research. The researchers wish to express their gratitude to the very talented and dedicated staff of UWCNM, to the community members and businesses who participated in the surveys and focus groups, and to those individuals who helped us obtain copies of the community needs assessments. Without their assistance, this project could not have been successfully completed.

Demographic and Health Data

SWPM obtained census data and other health data on the four counties and on the state of New Mexico as a whole, for comparative purposes. That data was compiled into a table that enables comparisons to be made among the counties and with the state as a whole.

Community Needs Assessments

SWPM contacted numerous persons within the four county region and in state government to obtain existing community needs assessments. Organizations contacted included:

- City governments
- County governments
- State government agencies
- Universities
- Health organizations
- Non-profits
- Consultants

The results of this research are summarized in the section on needs assessments. The appendix contains additional information on Behavioral Health Needs & Gaps in New Mexico (the results of focus groups conducted in Albuquerque in 2001) by the NM Children, Youth & Family Department. A list of persons contacted during the research is found at the end of the appendix.

Community Survey

During July 2005, 1,598 persons living in Central New Mexico were surveyed by telephone regarding community needs and their awareness of and satisfaction with UWCNM. In Bernalillo and Valencia Counties, resident households were randomly selected from the telephone directory, while in Sandoval and Torrance Counties, lists were purchased that included resident phone numbers, inclusive of unlisted numbers. While the original goal had been to survey 400 persons in each of the four counties, due to its small population base, only 351 surveys were completed in Torrance County, with additional surveys being completed in Bernalillo County to bring the total up to 1,598.

In the survey section, we summarize the major findings and provide tables and graphs with the survey data and cross tabulations by several important variables:

- County
- Gender
- Ethnicity
- Income
- Whether the respondent had donated to UWCNM in the past year

Some of the results are compared with the results of a telephone survey conducted for UWCNM in 2001. The sample for the 2001 survey was 416 residents, with three-fourths of those residents residing in Bernalillo County. Thus, the 2005 survey has much better representation from the three counties that have smaller populations.

It should be noted that (except for the demographic data) the overall results have been weighted in proportion to the population of each of the four counties. Thus, the results reflect the findings that would have been achieved if households had been surveyed in proportion to the population of each county. Overall results are significant at the 95% confidence level within plus or minus 2%. In other words, 95% of the time, if the entire population had been surveyed, the results would not vary by more than 2% from the results obtained from this sample of the population.

Focus Groups

In June of 2005, focus groups were conducted with three key populations:

- Employee Campaign Managers (ECMS)
- Young Leadership Society
- The Media

UWCNM staff provided names and contact information for the potential participants. SWPM recruited participants and moderated the focus groups, which were held at the UWCNM offices. Participants were provided refreshments, but no gratuity for their involvement. Summaries of each group are provided in the focus group section of this report.

Survey of Corporate Cornerstones Executives

Because of the difficulty of getting the busy Corporate Cornerstones executives to participate in a focus group, this group was instead surveyed by email. In July 2005, a short email survey was sent to the 74 executives of the Corporate Cornerstones companies. A second survey was subsequently sent out as a reminder to those who had not initially responded. A total of 25 surveys were returned by email, for a 34% response rate. The survey results are provided in the final section of this report.

CENTRAL NEW MEXICO DEMOGRAPHIC AND HEALTH PROFILE

County level demographic and health data were collected and tabulated to enable comparisons to be made among the four UWCNM counties. Those data are shown on the following table. Some of the conclusions that can be drawn from the data are:

- About three-quarters of the population of the four counties live in Bernalillo County.
- The highest proportion of Hispanics live in Valencia County and the lowest in Sandoval.
- The highest proportion of non-whites (primarily Native Americans) live in Sandoval.
- Bernalillo County has a lower proportion of persons under age 20.
- Per capita income is highest in Bernalillo County, while median household income is highest in Sandoval.
- Per capita and median incomes are lowest in Torrance County.
- The percentage of both TANF and food stamp cases is highest in Torrance.
- The poverty rate is highest in Torrance and lowest in Sandoval and Bernalillo.
- The percentage of live births to a single mother is lowest in Torrance.
- The incidence of inadequate prenatal care is highest in Valencia.
- The dropout rate is highest in Bernalillo and lowest in Torrance.

Central New Mexico Demographic and Health Profile

Indicator	Bernalillo	Sandoval	Torrance	Valencia	New Mexico
Population	573,675	96,071	16,664	67,578	1,855,059
% Hispanic	43.0%	30.8%	38.0%	55.3%	43.2% (1)
% Non-White	11.9%	21.0%	6.5%	7.2%	14.9%
% Persons under age 20	27.8%	31.2%	31.8%	31.9%	29.9% (1)
% Persons 65 and older	11.6%	10.9%	10.5%	10.7%	12% (1)
Per capita personal income	\$28,461	\$23,332	\$17,471	\$20,123	\$23,081
Median household income (2)	\$38,788	\$44,949	\$30,466	\$34,099	\$34,133
% Unemployment (3)	4.6%	4.9%	5.3%	5.1%	5.1%
Average monthly % TANF cases	0.9%	0.4%	1.6%	1.2%	0.9%
Average monthly % foodstamp cases	3.5%	2.3%	7.9%	5.1%	3.9%
Estimated % of people in poverty - all ages	13.8%	13.0%	21.6%	17.3%	18.2%
Estimated % of people in poverty - under 18 yrs	20.9%	19.0%	30.5%	25.5%	26.4%
Resident live births -- % to single mothers	44.2%	44.1%	32.4%	44.0%	46.9%
Resident live births -- % inadequate prenatal care	19.2%	19.2%	20.3%	23.7%	24.3%
Annual high school dropout rate, grades 9-12	5.0%	2.5%	0.9%	3.1%	3.6%

Sources: U.S. Census, New Mexico Department of Health, New Mexico Department of Labor

NOTES:

All data are for 2002 unless otherwise noted.

(1) % Hispanic, % persons <20, and % persons 65+ for New Mexico based on 2003 data.

(2) Household income data are from 1999.

(3) Unemployment data are from 2004.

CENTRAL NEW MEXICO NEEDS ASSESSMENTS

As part of our research for United Way of Central New Mexico, we sought out existing community needs assessments that had been conducted within the four counties of Bernalillo, Sandoval, Torrance, and Valencia. We contacted numerous persons within the health community, in local government, at UNM, and in the consulting world. A list of persons contacted is found at the end of this report. It is noteworthy that we were often referred to United Way as a potential source for this type of information.

In this document, we summarize the results of the needs assessments that we were able to identify and obtain. They include information from the following sources:

- City of Albuquerque Consolidated Plan for FY 2003-07
- Sandoval County Community Health Profile and Action Plan for FY 2004-05
- City of Rio Rancho Comprehensive Plan of 2001
- City of Rio Rancho Consolidated Plan for FY 2003
- Torrance County Environmental Health Assessment of March-June 2004
- Torrance County Community Assessment Update for FY 2003-04
- Behavioral Health Needs & Gaps in New Mexico (results of focus groups conducted in Albuquerque in 2001) by the NM Children, Youth & Family Department

We were unable to obtain any studies conducted in Valencia County. We understand that Valencia County is currently in the process of conducting an assessment of human and social service needs.

CITY OF ALBUQUERQUE CONSOLIDATED PLAN FOR FY 2003-07

The City of Albuquerque prepares a Consolidated Plan every five years to enable it to receive certain types of federal funding. The most recent plan was prepared in 2003. Based on community meetings and public hearings, social service needs (facility needs were also identified) with high priorities include

- Housing rehabilitation programs
- Affordable housing
- Crime prevention
- Economic development
- Social services
- Job training

Some of the most important initiatives are listed below.

Homeless Housing Priorities

- To identify a location and the resources to develop a permanent shelter;
- To expand and upgrade the quality of overnight and day shelters for homeless men, women and children, and youth;

- To continue and expand the voucher program for the mentally ill, families and ill or injured homeless persons;
- To maintain or increase, if possible, existing levels of transitional and supportive housing for the homeless, including units available under HUD's Shelter Plus Care and Supportive Housing Programs. This includes existing units for persons with serious mental illnesses; persons with substance abuse disorders; and homeless families throughout the city; and
- To maintain existing levels of supportive services for homeless persons throughout the city including case management, child care, job placement, health care, mental health care, and substance abuse treatment services.

Special Needs Housing Priorities

- **To develop additional affordable rental housing for the elderly, either directly by the City or through support of community groups applying for assistance through the HUD 202 program and other programs that target housing for senior citizens; and**
- **To develop appropriate housing options for persons with physical and or mental disabilities. Projects may be developed either directly by the City or through support of community groups applying for funding through the HUD 811 and other programs.**

Public Facilities and Improvements Priorities

- Re-establish or create a new program similar to the Crime Prevention Through Environmental Design program to ensure safe, secure neighborhoods.
- Demolish and or close up civil and criminal nuisance properties through support of the Criminal Nuisance Abatement Task Force and similar efforts and encourage community policing policies to strengthen neighborhood capacity for preventing crime and violence;
- To improve the range and quality of health, education, and social services at the neighborhood level throughout the city, including development of early, high- quality preschool education, affordable child care opportunities, and youth activities;
- To strengthen access to preventive health services and wellness education, primary health and dental care services, mental health services, and substance abuse treatment;
- To provide, if possible and as needed, increased facilities for victims of domestic violence;
- To renovate and or expand infrastructure dedicated to providing supportive services for urban Indian populations;
- To enhance economic vitality in lower-income neighborhoods through activities that will enable residents to gain the skills they need to connect with existing employment opportunities; and

Public Services Priorities

- Provide early intervention to at-risk families;
 - Offer high-quality preschool education, affordable child care, and pediatric health care;
 - Make prenatal care more readily available;
 - Provide basic dental care;
 - Improve services for victims of domestic violence;
 - Supply senior nutrition and social services;
 - Provide primary physical and mental health care, including substance abuse treatment services; and
 - Support emergency services for victims of sexual assault and operating costs of crisis shelters for child abuse victims.
- Provide emergency shelter for homeless persons.

SANDOVAL COUNTY COMMUNITY HEALTH PROFILE AND ACTION PLAN FOR FY 2004-05

The mission of the Sandoval County Community Health Alliance is to develop, support and maintain healthy communities. In 2003, the alliance created a Community Health Profile and Action Plan. As part of the development of the plan, focus groups were conducted around three priority areas that had been identified by the Alliance provider group:

- Medicaid enrollment,
- Home visitation programs for new parents, and
- School health services.

One of the major goals of the plan is to

“Maximize utilization of available preventative health care services by reducing barriers that restrict consumer access.”

The Alliance will focus its efforts on meeting three primary objectives:

- 1 – Expand and enhance the Health Commons/Family Support Program concept throughout Sandoval County. This will reduce fragmentation in service provision to at-risk families.
- 2 – Integrate the Indigent Fund Program into the Health Commons, and the Alliance’s Family Support System. This will include an emphasis on health promotion.

- 3 – Coordinate and expand school-based health programs. The initial focus will be on providing oral health services to more children and decreasing substance abuse at Bernalillo High School.

CITY OF RIO RANCHO COMPREHENSIVE PLAN OF 2001

In 2001, the City of Rio Rancho adopted a comprehensive plan, with considerable public involvement. Among the top five issues in the visioning process was community wellness, with the top attributes being:

- Reduce crime and youth delinquency and keep personal safety and security high and
- Expand health care services, including emergency facilities

The plan identified human service deficiencies and impediments. These were as follows:

Housing

- Limited income assisted housing, multi-family and special needs housing

Health Care

- Limited emergency, short- and long-term care facilities

Social Services

- Providing efficient screening of victims
- Establishing or re-establishing nonexistent or discontinued social services

Education

- Expand library and information services

CITY OF RIO RANCHO CONSOLIDATED PLAN FOR FY 2003

Rio Rancho, like Albuquerque, periodically prepares a consolidated plan, with the last such plan being completed in 2003. The plan identified the following social service needs:

Homelessness

- There are no facilities for the homeless located within Rio Rancho.
- There was a current waiting list of two years at the Bernalillo County Housing Authority, with 151 Rio Rancho residents on the wait list.

Senior Services

- There is only one senior center and it is undersized.
- It is located in an old neighborhood and not well located to serve the growing population.
- The City recognizes the need for a new senior center.

Home Rehabilitation

- There will be a program to restore the homes of very low income families.

Job Training

- There will be a program to provide job training for older and disabled residents.

TORRANCE COUNTY ENVIRONMENTAL HEALTH ASSESSMENT OF MARCH-JUNE 2004

In 2004, Torrance County conducted an environmental health assessment. The top three weaknesses identified in the assessment were

- Poverty
- Housing
- Violence/Crime

Based on data compiled from the 2002 needs assessment, the Torrance Health Council identified 11 prevailing concerns:

- Poverty
- Employment opportunities
- Not knowing where to access services
- Public transportation
- Lack of life skills
- Lack of opportunities for youth
- Dental services
- Domestic violence
- Child abuse
- Drug and alcohol abuse
- Prenatal care

The Torrance County Health Council then rated the top environmental public health indicators as

1. Poverty
2. Alcohol and substance abuse
3. Ambient water quantity and quality
4. Unsafe housing
5. Indoor air quality

TORRANCE COUNTY COMMUNITY ASSESSMENT UPDATE FOR FY 2003-04

Torrance County also conducted a community assessment in which they identified focus areas related to community health. These include the following maternal and child health issues:

- Drug and alcohol abuse
- Prenatal care
- Domestic and child abuse
- Youth activities
- Behavioral health counseling
- Domestic violence awareness
- Dental care
- Life skill programs

COMMUNITY SURVEY

During July 2005, 1,598 persons living in Central New Mexico were surveyed by telephone regarding community needs and their awareness of and satisfaction with United Way of Central New Mexico (UWCNM). In Bernalillo and Valencia Counties, resident households were randomly selected from the telephone directory, while in Sandoval and Torrance Counties, lists were purchased that included resident phone numbers, inclusive of unlisted numbers. While the original goal had been to survey 400 persons in each of the four counties, due to its small population base, only 351 surveys were completed in Torrance County, with additional surveys being completed in Bernalillo County to bring the total up to 1,598.

In this report, we summarize the major findings and provide tables and graphs with the survey data and cross tabulations by several important variables:

- County
- Gender
- Ethnicity
- Income
- Whether the respondent had donated to UWCNM in the past year

Some of the results are compared with the results of a telephone survey conducted for UWCNM in 2001. The sample for the 2001 survey was 416 residents, with three-fourths of those residents residing in Bernalillo County. Thus, the 2005 survey has much better representation from the three counties that have smaller populations.

It should be noted that (except for the demographic data) the overall results have been weighted in proportion to the population of each of the four counties. Thus, the results reflect the findings that would have been achieved if households had been surveyed in proportion to the population of each county. The results of the cross tabs are not weighted, which may cause the reader to see apparent discrepancies caused by this difference (e.g. the averages for both men and women could be less than the weighted average for all respondents).

Overall results are significant at the 95% confidence level within plus or minus 2%. In other words, 95% of the time, if the entire population had been surveyed, the results would not vary by more than 2% from the results obtained from this sample of the population.

Community Issues

- The most important community issues/groups for charities to support were children and child abuse.
- These were followed by homelessness, domestic violence, and crime.
- Also important were poverty, the elderly, hunger, health/hospitals, child health, education, disease prevention/cure, senior health, and substance abuse.
- Most results did not vary substantially by county.
- Domestic violence, crime, and substance abuse were more important in Torrance County.
- Education was more important in the smaller counties.
- Senior health care was more important in Bernalillo County.
- Persons who had donated to UWCNM were more concerned about children, homelessness, hunger, and child health than those who did not.

- Persons who had not donated were more concerned about child abuse, domestic violence, crime, the elderly, and education.
- Hispanics were more concerned than the average respondent regarding child abuse, domestic violence, crime, health/hospitals, and education.
- Women were more concerned than men about children, child abuse, domestic violence, child health, and education, while men were more concerned about crime.
- Persons with household incomes under \$40,000 were more concerned about child abuse, domestic violence, crime, and health/hospitals, while higher income respondents were more concerned about children.
- The issues that respondents felt were most important for UWCNM to support were almost identical to the issues of greatest concern for charities to support.
- Disabilities was an issue that received a higher rating for UWCNM in particular to support, especially in the smaller counties.
- Those who had not donated and Hispanics gave disease prevention/cure a higher rating for UWCNM to support.

Effectiveness of UWCNM

- On a scale of 1 to 5, UWCNM received an overall effectiveness rating of 3.3, with 39% rating UWCNM a 4 or a 5 and 21% rating it a 1 or 2.
- The 3.3 rating is a decrease from the rating of 3.6 in 2001.
- The rating was highest in Bernalillo County (3.4) and lowest in Torrance (2.5).
- Those who donated were much more favorable of UWCNM (3.9) than those who did not (2.9).
- Those who donated to UWCNM were more than twice as likely to give UWCNM a 4 or 5 compared to those who did not donate.
- Ratings did not vary greatly by ethnicity, gender, or income.

Donating Time and Money to Charities

- 36% of respondents had donated time to a charity in the past year, compared to 35% in the 2001 survey.
- Results did not vary greatly by county or gender.
- Those who had donated to UWCNM, Anglos, and those with incomes over \$40,000 were more likely to have donated time.
- 53% of respondents had donated money to a charity in the past year, down from 69% in 2001.
- The rate was higher in Bernalillo and Valencia Counties and lower in Torrance and Sandoval.
- Anglos, women, and higher income respondents were more likely to have donated money.
- Among those respondents who had donated money in the past year, the average amount was \$1,363, up from the figure of \$1,105 in 2001.
- The median was \$235, showing that a small number of large donations have a large impact on the average.
- Average donations were higher in Bernalillo County and lower in Valencia.
- Surprisingly, average donations were higher among those who did not donate to UWCNM.
- Average donations were substantially higher among Anglos and persons with higher incomes.

Joint Decision About Giving

- 54% of respondents (and 72% of those with a spouse who answered “yes” or “no” to this question) discuss and make a joint decision about giving.
- This figure is higher among residents of Torrance County, those who donated to UWCNM, among Hispanics, and for higher income respondents.
- Interestingly, men were more likely than women to perceive that the decision had been made jointly.

Donating to UWCNM

- Among those who contributed to any charity in the past year, 28% gave to UWCNM.
- This figure was highest for Bernalillo and lowest for Torrance.
- The percentage contributing did not vary by ethnicity, was slightly higher for women, and was substantially higher for those with higher incomes.
- The average contribution to UWCNM (among those who contributed) was \$396, up from \$365 in 2001.
- This was equivalent to 42.4% of the total charitable giving of UWCNM donors.
- The median contribution was \$166.
- The average was highest in Sandoval and lowest in Valencia.
- The average contribution was higher for Anglos, men, and higher income respondents.
- The most common reasons for giving to UWCNM were that it is easy (to use the payroll deduction), that they like the organization, that they trust the organization, and that UWCNM supports good causes.
- Residents of Sandoval and Valencia Counties and persons with higher incomes were less likely to say that they liked or trusted the organization.

Not Donating to UWCNM

- Among those who did not donate, by far the most common reason (52%) was that they already give to their favorite causes (up from 10% in 2001).
- The next most common reasons were not being asked to contribute (at 26%, up from 7% in 2001) and not being able to afford to contribute (16%, vs. 13% in 2001).
- Other common responses were not trusting or liking the organization, that UWCNM doesn't support the right causes, and misuse of funds (particularly at the national level).
- Residents of Bernalillo County were most likely to say that they couldn't afford to contribute, residents of Torrance were most likely to say that UWCNM does not support the right causes and has misused funds at the national level, and residents of Valencia were most likely to cite misuse of funds at the local level.
- Of those who did not contribute in the past year, only 19% recalled being asked to contribute.
- This figure was lowest for Torrance, where only 12% of non-donors recalled being asked to contribute.
- Fewer women (who are less likely to be in the work force) recalled being asked to contribute.
- Also, fewer persons with incomes over \$40,000 recalled being asked to contribute.
- 7% of those who did not contribute in the past year had contributed within the past three years.
- Of those who did not contribute in the past three years, only 5% knew of any persons who had benefited from UWCNM funding and only 13% knew of anyone who donates to UWCNM.

Importance of Different Reasons for Donating to UWCNM

- The most important factor in deciding whether to give to UWCNM was that money would stay in the local community, at 4.4 out of 5.
- Next most important were that money would go to organizations that provide efficient services (4.0) and that are financially accountable (3.9).
- Less important were that funding would go to those who are most vulnerable (3.6) and toward prevention (3.5).
- Least important were that money would go toward intervention (3.2) and the convenience of donating to one organization (3.1).
- Two of these responses were also allowed in 2001: money would stay in the local community (4.4 in 2005 vs. 4.6 in 2001) and money would go to the most vulnerable (3.6 vs. 4.7 in 2001).
- Results did not vary greatly by county or gender.
- In general, those who had donated to UWCNM, Anglos, and those with higher incomes rated all of the factors as more important.

Community Fund

- 40% of respondents had heard of the community fund.
- Awareness was highest in Sandoval and Tarrant Counties and lowest in Valencia.
- Awareness was greater among those who had donated, among Anglos, and among those with incomes over \$40,000.
- Among those who had heard of the community fund, 9% knew of the money-back guarantee.
- This figure was greater among those who had donated, men, and higher income respondents.
- On a scale of 1 to 5, the overall importance of the money-back guarantee was rated a 2.9, with little variation among different groups.

Deciding on How to Distribute UWCNM Money

- Respondents thought that the best way to distribute money was for donors to designate which agencies should receive the funds (3.8, vs. 3.7 in 2001).
- The other three options all received ratings of 3.1 or 3.2.
- The options of letting decisions be based on what the community believes or based on the recommendations of volunteers each were considerably less popular than they had been in 2001.
- Those who had donated and those with higher incomes gave all of the options higher ratings than those who did not donate and those with lower incomes.

Impact of Lower Federal Funding of Social Services

- As a result of cuts in federal funding, 16% of respondents said they are more likely to give, while 23% said they were less likely to give.
- Those who donated to UWCNM, Anglos, and those with higher incomes were more likely to say that the cuts would make them want to increase giving.
- Residents of the smaller counties, Hispanics, and persons with lower incomes were more likely to say that the cuts make them want to decrease giving.

Corporate Cornerstones

- Only 9% of respondents had heard of Corporate Cornerstones.

- Awareness was greater among those who had donated, Anglos, and those with higher incomes.
- About one-fourth of the respondents thought that the 15% spent for fund raising and administration is too high.
- This figure was higher in the smaller counties, among men, and among those with higher incomes (who are more likely to donate).
- 4% of respondents knew that the Cornerstones companies paid for the fund raising and administration costs.
- This figure was higher among those who donated to UWCNM and those with higher incomes.

Information and Referral Service

- 18% of respondents said they were aware of UWCNM's information and referral service, down from 32% in 2001.
- Awareness was higher among donors and those with higher incomes and lower in Torrance County and among Hispanics.
- Almost 4% of respondents knew of the 211 service.
- This figure was higher among donors (8%) and lower in Torrance County (less than 1%) and among persons with incomes under \$40,000 (1.5%).
- 3% of respondents knew of someone who had used the information and referral service.
- This figure was higher among donors and higher income persons and lower in Torrance County.

Advertising

- The most significant influence on respondents' opinions of UWCNM was their own experience of UWCNM.
- Next most important were notices in the work place, television, and word of mouth.
- The impact of television was more significant in Torrance County.
- The impact of word of mouth was greater in Sandoval and Torrance Counties.
- The impact of mail or email was great in Bernalillo County than in the other counties.
- Notices in the work place, television, the newspaper, radio, and billboards all received higher ratings from those who donated, while they received lower ratings from Hispanics.
- 5% of respondents knew that all of the advertising costs of UWCNM are paid for by the local media.
- Awareness was higher among donors, Anglos, men, and those with higher incomes.
- 86% of respondents said that UWCNM's advertising has had no impact on their giving.
- 7% said that it had caused them to give or increase their giving, while another 7% said it had caused them not to give or to decrease their giving.
- 22% of donors said that the advertising had caused them to give or increase their giving.
- The groups most likely to say that the advertising had caused them not to give were residents of Sandoval and Torrance County, non-donors, and men.
- By far the best way to inform respondents about UWCNM activities is television.
- This was followed by newspaper, radio, and notices in the work place.
- All responses received uniformly lower ratings than they had in 2001.
- Donors are more approving of all of the methods, and especially notices in the work place.
- Those with higher incomes are also more approving of all of the means of communication.

Planned Giving Program

- 42% of respondents said they were aware of the UWCNM planned giving program (this high response rate raises a question about whether respondents truly knew what it is).
- Awareness was greater among donors (63%).

Employment Information

- 38% of respondents were employed outside of their home, down from 59% in 2001.
- Donors were more likely to be employed outside the home (59%) than non-donors (37%).
- Among those employed outside the home, 53% said that a planned-giving campaign had been conducted in their work place in the past year, up from 49% in 2001.
- Donors were more likely to have had a campaign in their work place (83%) than non-donors (44%).
- Among those employed outside their homes, 15% had changed employers in the past year.

Demographics

- The average age of respondents was 53.
- The median age was also 53, up from 46 in 2001.
- 51% of respondents described themselves as Anglo (vs. 55% in 2001).
- 30% of respondents described themselves as Hispanic (vs. 38% in 2001).
- Over half of the respondents had at least some college.
- Donors tended to have more education than non-donors.
- Median income of respondents was \$38,717, up from \$34,100 in 2001.
- The median income of donors (\$57,368) was considerably higher than the income of non-donors (\$35,253).
- 61% of respondents were women, up from 51% in 2001.

Survey Data

Q1. What community issues do you personally feel are the most important for charities to support? (take up to 3 unaided responses.)

COMMUNITY ISSUES	OVERALL (Weighted) ¹		2001 UW Report	Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%	%
Children	366	27.1%	N/A	28.9%	23.4%	19.1%	19.0%
Child abuse	451	25.3%	N/A	24.2%	27.9%	32.2%	29.5%
Homelessness	288	21.5%	N/A	22.9%	19.2%	13.1%	15.8%
Domestic violence (spousal abuse)	357	17.7%	4%	16.6%	18.7%	35.3%	21.0%
Crime	279	16.1%	N/A	15.9%	16.0%	22.8%	16.0%
Poverty	163	11.4%	N/A	11.9%	10.7%	9.7%	8.3%
Senior citizens/elderly	164	10.4%	8%	10.5%	13.2%	11.4%	6.0%
Hunger	129	9.1%	N/A	9.6%	7.2%	7.7%	7.5%
Health/hospitals	136	8.9%	22%	9.0%	7.2%	6.3%	11.3%
Child health	127	8.5%	N/A	8.7%	8.2%	6.6%	8.0%
Education	173	7.5%	7%	5.6%	16.0%	12.5%	10.3%
Disease prevention/cure (cancer, heart disease, diabetes, etc.)	111	6.8%	N/A	6.7%	6.0%	4.8%	9.5%
Senior health care	72	6.6%	N/A	7.6%	2.7%	2.0%	5.0%
Substance abuse (drug or alcohol abuse)	88	5.8%	1%	6.5%	2.0%	10.0%	4.0%
Housing (affordable housing)	68	4.7%	N/A	4.7%	5.0%	2.6%	4.5%
Teenagers (youth)	74	4.3%	N/A	4.3%	3.5%	6.3%	4.8%
Child nutrition	59	4.2%	N/A	4.3%	2.7%	1.4%	6.0%
Gang violence	69	4.0%	N/A	3.8%	4.0%	4.3%	5.3%
Literacy	49	3.3%	N/A	3.4%	3.2%	3.4%	2.3%
AIDS	28	3.2%	2%	3.8%	1.2%	0.3%	1.3%
Disabilities (people with)	58	2.9%	N/A	2.7%	3.5%	5.1%	3.5%
DWI/DUI	56	2.3%	N/A	1.6%	4.7%	3.1%	4.8%
Senior transportation	37	2.2%	N/A	2.2%	2.2%	2.6%	2.3%
Shelters for the homeless	29	2.1%	N/A	2.2%	2.0%	2.0%	1.0%
Animal welfare	46	2.0%	N/A	2.0%	1.5%	6.8%	1.8%
Human rights	27	2.0%	N/A	2.0%	2.0%	0.6%	2.0%
Job training (employment)	35	1.9%	N/A	1.8%	2.5%	2.8%	1.8%
Dropouts	22	1.8%	N/A	2.0%	0.7%	0.6%	2.0%
Pregnancy (teen pregnancy)	23	1.4%	1%	1.3%	1.2%	0.9%	2.3%
Mental Health	20	1.3%	N/A	1.3%	1.2%	0.9%	1.5%
Environment	24	1.0%	N/A	0.7%	2.5%	1.4%	1.5%
Hospice	9	0.9%	N/A	1.1%	0.5%	0.0%	0.5%
Parenting	9	0.9%	N/A	1.1%	0.5%	0.0%	0.5%
Senior nutrition	14	0.8%	N/A	0.7%	0.7%	0.9%	1.3%
Arts	6	0.6%	2%	0.7%	0.5%	0.0%	0.3%
Life skills	6	0.4%	N/A	0.4%	0.2%	0.6%	0.3%
Truancy	4	0.1%	N/A	0.0%	0.5%	0.0%	0.5%

¹ Overall “Weighted” adjusts the overall percent distributions according to the populations of the four counties.

Q1. What community issues do you personally feel are the most important for charities to support? (take up to 3 unaided responses.) (continued)

Other:

BERNALILLO COUNTY

- Women (6)
- Church/religious support (3)
- Community (3)
- Boy scouts (2)
- Veterans (2)
- Disaster relief
- Ethics
- Families
- Grassroots power base
- Health insurance
- Immigration
- Indian health
- Law enforcement
- Military families
- Museums
- Music
- Pro-life
- Public transportation
- Racial prejudice
- Single mothers
- Unemployment
- Water
- Zoo's

SANDOVAL COUNTY

- Churches/Christian organizations (4)
- Boy scouts (2)
- Families (2)
- Roads/traffic (2)
- Single mothers (2)
- Library
- Orphans
- Peanut Butter & Jelly School
- Planned Parenting
- Renew government
- Safety
- Volunteer service
- Widows
- Women
- Work ethics

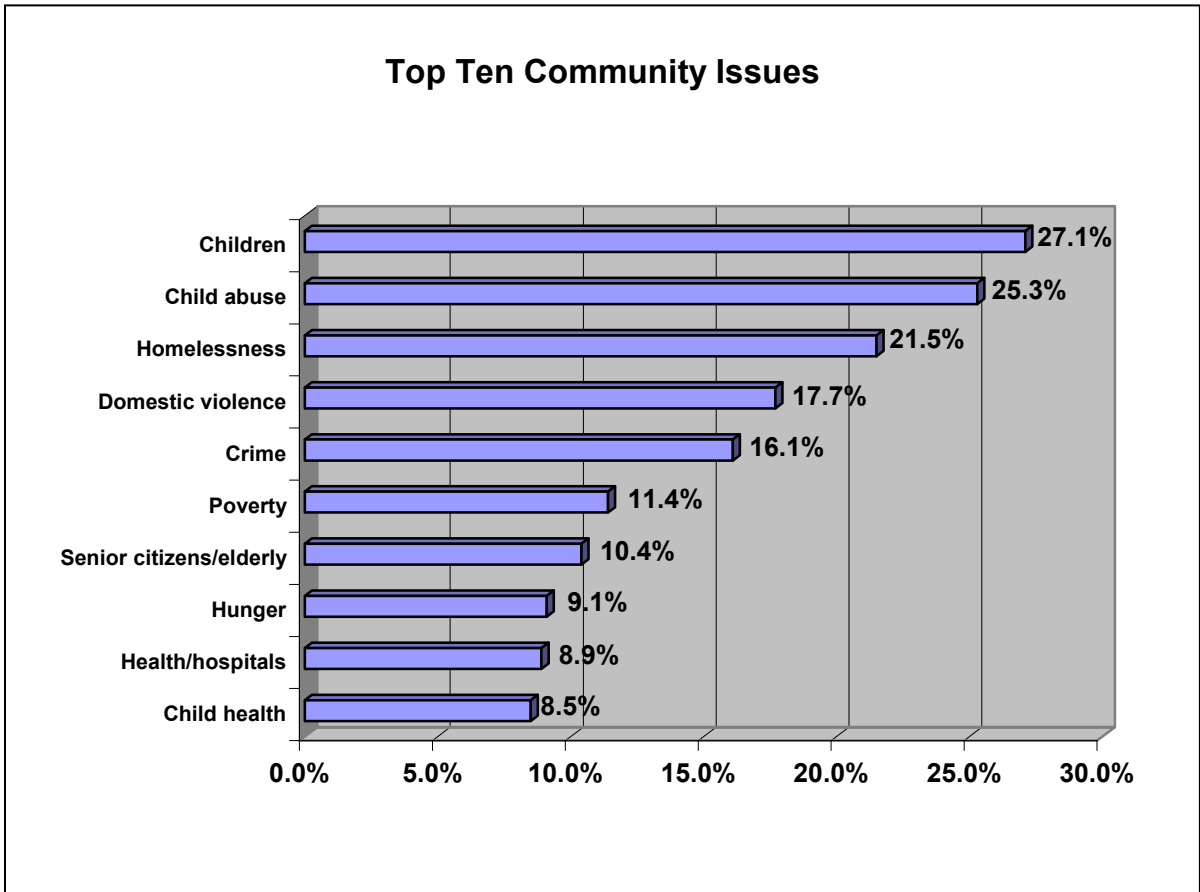
TORRANCE COUNTY

- Churches/bible Education (2)
- Community center (2)
- Government (2)
- Roads/transportation (2)
- Water (2)
- After-school programs
- Bethel store house
- Big Brother Big Sister
- Counseling centers
- Historic preservation
- Infrastructure
- Police
- Rehabilitation
- Teen center
- Veterans
- YMCA for supportive adults

VALENCIA COUNTY

- Church (3)
- Pro-life (3)
- Families in need (2)
- Beautification
- Boy scouts
- Counseling
- Development
- Fire department
- Law enforcement
- Low income families
- Tribes
- Veterans
- Voting
- Women

Q1. What community issues do you personally feel are the most important for charities to support? (take up to 3 unaided responses.) (continued)



Q1. What community issues do you personally feel are the most important for charities to support? (take up to 3 unaided responses.) (continued)

COMMUNITY ISSUES	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418	Anglo N=817	Hispanic N=483
	%	%	%	%	%
Children	27.1%	36.7%	21.2%	26.3%	20.3%
Child abuse	25.3%	18.9%	29.4%	25.3%	38.9%
Homelessness	21.5%	23.9%	17.3%	19.2%	15.5%
Domestic violence (spousal abuse)	17.7%	16.1%	23.1%	18.6%	30.2%
Crime	16.1%	7.8%	18.7%	14.3%	24.8%
Poverty	11.4%	12.8%	9.9%	10.6%	8.3%
Senior citizens/elderly	10.4%	6.1%	10.8%	9.5%	9.5%
Hunger	9.1%	11.7%	7.4%	8.6%	6.4%
Health/hospitals	8.9%	3.9%	9.1%	7.6%	11.8%
Child health	8.5%	11.7%	7.5%	7.8%	9.1%
Education	7.5%	5.6%	11.3%	10.6%	13.0%
Disease prevention/cure (cancer, heart disease, diabetes, etc.)	6.8%	3.9%	6.9%	6.5%	8.9%
Senior health care	6.6%	2.8%	4.7%	3.7%	5.6%
Substance abuse (drug or alcohol abuse)	5.8%	5.0%	5.4%	5.1%	5.6%
Housing (affordable housing)	4.7%	2.2%	4.5%	3.1%	4.6%
Teenagers (youth)	4.3%	5.6%	4.5%	5.3%	3.1%
Child nutrition	4.2%	5.6%	3.5%	4.2%	3.5%
Gang violence	4.0%	3.9%	4.4%	2.7%	4.8%
Literacy	3.3%	5.0%	2.8%	3.2%	2.5%
AIDS	3.2%	0.6%	1.9%	1.5%	0.6%
Disabilities (people with)	2.9%	2.8%	3.5%	3.1%	3.9%
DWI/DUI	2.3%	2.2%	3.6%	2.3%	2.9%
Senior transportation	2.2%	2.2%	2.3%	1.8%	1.4%
Shelters for the homeless	2.1%	1.7%	1.8%	1.6%	1.9%
Animal welfare	2.0%	2.2%	3.0%	4.4%	1.2%
Human rights	2.0%	0.6%	1.8%	1.5%	1.2%
Job training (employment)	1.9%	2.2%	2.2%	2.0%	2.3%
Dropouts	1.8%	1.7%	1.3%	1.0%	2.1%
Pregnancy (teen pregnancy)	1.4%	1.1%	1.4%	0.5%	1.9%
Mental Health	1.3%	1.1%	1.3%	1.1%	1.9%
Environment	1.0%	1.7%	1.5%	1.6%	1.0%
Parenting	0.9%	0.6%	0.6%	0.4%	0.4%
Hospice	0.9%	0.0%	0.6%	0.6%	0.2%
Senior nutrition	0.8%	1.1%	0.8%	0.7%	0.4%
Arts	0.6%	0.0%	0.4%	0.4%	0.0%
Life skills	0.4%	0.0%	0.4%	0.1%	0.6%
Truancy	0.1%	0.0%	0.3%	0.1%	0.6%

Q1. What community issues do you personally feel are the most important for charities to support? (take up to 3 unaided responses.) (continued)

COMMUNITY ISSUES	OVERALL (Weighted) N=1,598	Men N=606	Women N=946	Income under \$40,000 N=391	Income \$40,000 + N=361
	%	%	%	%	%
Children	27.1%	16.8%	27.1%	24.0%	34.1%
Child abuse	25.3%	24.6%	31.3%	30.2%	16.9%
Homelessness	21.5%	20.6%	16.4%	15.1%	17.2%
Domestic violence (spousal abuse)	17.7%	19.8%	24.3%	24.8%	13.0%
Crime	16.1%	21.0%	15.9%	17.6%	5.8%
Poverty	11.4%	10.9%	9.8%	11.5%	9.1%
Senior citizens/elderly	10.4%	10.2%	10.4%	11.8%	6.6%
Hunger	9.1%	10.1%	6.6%	8.4%	8.6%
Health/hospitals	8.9%	8.4%	9.0%	10.2%	4.4%
Child health	8.5%	4.3%	10.5%	5.9%	8.9%
Education	7.5%	8.6%	12.3%	8.4%	9.1%
Disease prevention/cure (cancer, heart disease, diabetes, etc.)	6.8%	8.4%	5.6%	6.9%	5.8%
Senior health care	6.6%	4.3%	4.7%	4.1%	2.2%
Substance abuse (drug or alcohol abuse)	5.8%	6.8%	4.8%	6.6%	4.4%
Housing (affordable housing)	4.7%	6.3%	3.1%	3.8%	3.3%
Teenagers (youth)	4.3%	5.3%	4.4%	4.9%	6.6%
Child nutrition	4.2%	1.7%	5.1%	2.6%	5.3%
Gang violence	4.0%	5.1%	3.8%	3.6%	5.3%
Literacy	3.3%	3.5%	2.5%	2.0%	4.4%
AIDS	3.2%	1.8%	1.7%	2.0%	1.1%
Disabilities (people with)	2.9%	3.5%	3.5%	3.6%	3.0%
DWI/DUI	2.3%	5.0%	2.3%	2.8%	4.2%
Senior transportation	2.2%	2.8%	1.9%	1.5%	0.8%
Shelters for the homeless	2.1%	2.8%	1.3%	1.0%	1.9%
Human rights	2.0%	2.3%	1.3%	1.0%	1.4%
Animal welfare	2.0%	2.3%	3.3%	2.8%	3.6%
Job training (employment)	1.9%	2.6%	1.9%	1.8%	2.2%
Dropouts	1.8%	1.8%	0.8%	1.0%	1.4%
Pregnancy (teen pregnancy)	1.4%	2.0%	1.1%	0.8%	1.7%
Mental Health	1.3%	1.7%	1.1%	1.0%	1.7%
Environment	1.0%	2.0%	1.3%	1.0%	1.9%
Hospice	0.9%	0.8%	0.4%	0.5%	0.3%
Parenting	0.9%	0.8%	0.4%	0.0%	0.8%
Senior nutrition	0.8%	1.2%	0.7%	0.5%	0.0%
Arts	0.6%	0.2%	0.4%	0.3%	0.6%
Life skills	0.4%	0.8%	0.1%	0.0%	0.3%
Truancy	0.1%	0.3%	0.2%	0.0%	0.8%

Q2. What community issues do you personally feel are the most important for United Way of Central New Mexico to support? (take up to 3 unaided responses.)

COMMUNITY ISSUES	OVERALL (Weighted)		Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%
Children	352	26.9%	29.1%	22.4%	17.7%	17.5%
Homelessness	285	20.2%	21.1%	19.7%	16.0%	14.0%
Child abuse	287	18.8%	19.7%	14.0%	20.2%	18.0%
Domestic violence (spousal abuse)	231	14.2%	15.0%	9.0%	21.7%	13.0%
Crime	148	13.1%	15.2%	6.2%	8.8%	6.0%
Poverty	172	12.7%	13.7%	10.7%	10.0%	8.3%
Senior citizens/elderly	174	10.6%	10.3%	16.0%	12.0%	5.5%
Hunger	154	10.6%	11.2%	9.0%	10.5%	7.8%
Health/hospitals	211	10.4%	8.7%	14.2%	11.4%	18.8%
Disease prevention/cure (cancer, heart disease, diabetes, etc.)	170	9.3%	8.1%	9.2%	4.8%	20.0%
Education	197	8.1%	6.3%	18.2%	19.9%	6.5%
Child health	89	7.1%	7.8%	4.7%	3.7%	5.5%
Senior health care	100	6.5%	6.3%	7.2%	3.4%	7.8%
Substance abuse (drug or alcohol abuse)	86	6.3%	7.2%	1.7%	9.7%	3.8%
Disabilities (people with)	138	4.9%	2.9%	9.5%	8.5%	14.3%
Housing (affordable housing)	68	4.8%	4.9%	4.5%	2.8%	4.5%
Job training (employment)	108	4.6%	4.3%	6.0%	16.8%	1.5%
Teenagers (youth)	84	4.5%	4.5%	3.5%	8.0%	5.5%
Child nutrition	56	4.5%	4.7%	3.2%	0.3%	5.3%
DWI/DUI	73	4.2%	3.8%	5.0%	3.1%	6.3%
Gang violence	66	3.9%	3.8%	3.7%	3.4%	5.5%
Literacy	62	3.9%	4.0%	4.7%	4.6%	2.3%
Mental Health	62	3.2%	2.7%	5.7%	2.8%	4.3%
Senior transportation	38	2.3%	2.2%	2.5%	2.6%	2.3%
Human rights	31	2.3%	2.5%	1.7%	1.4%	2.0%
Animal welfare	40	2.0%	2.0%	1.5%	5.1%	1.8%
AIDS	23	2.0%	2.2%	1.0%	0.3%	2.0%
Dropouts	21	1.6%	1.8%	0.5%	0.9%	2.0%
Shelters for the homeless	20	1.5%	1.6%	1.5%	1.1%	0.8%
Pregnancy (teen pregnancy)	20	1.2%	1.1%	1.0%	0.9%	2.0%
Environment	24	1.1%	0.9%	2.5%	1.7%	1.0%
Senior nutrition	17	1.0%	0.9%	0.5%	0.9%	2.0%
Hospice	11	0.9%	0.9%	0.7%	0.3%	0.8%
Parenting	10	0.8%	0.9%	0.7%	0.3%	0.5%
Life skills	8	0.7%	0.7%	0.7%	0.3%	0.3%
Arts	6	0.6%	0.7%	0.5%	0.0%	0.3%
Truancy	4	0.1%	0.0%	0.5%	0.0%	0.5%

Q2. What community issues do you personally feel are the most important for United Way of Central New Mexico to support? (take up to 3 unaided responses.) (continued)

Other:

BERNALILLO COUNTY

- | | | |
|--------------------------------------|------------------------|--------------------|
| • Church/religious organizations (5) | • Continuing education | • Law enforcement |
| • Women (5) | • Disaster relief | • Music |
| • Boy scouts (3) | • Ethics | • Native Americans |
| • Community (3) | • Families | • Racial prejudice |
| • Pro-life (2) | • Government | • Roads |
| • Veterans (2) | • Health insurance | • Single mothers |
| • Blood donation | • Immigration | • Unemployment |
| | | • Water |

SANDOVAL COUNTY

- | | | |
|---|--------------------------------|---------------------|
| • Boy scouts (2) | • Orphans | • Volunteer service |
| • Christian organizations/ religion (2) | • Peanut butter & jelly school | • Widows |
| • Single mothers (2) | • Planned parenting | • Women |
| • Families | • Renew | • Work ethics |
| • Library | government | |
| | • Safety | |

TORRANCE COUNTY

- | | | |
|----------------------------------|--------------------------|------------------------------|
| • Community center/ programs (4) | • Animal control | • Police |
| • Roads/ Transportation (4) | • Bethel store house | • Rehabilitation |
| • Churches/bible Education (2) | • Big Brother Big Sister | • Teen center |
| • Water (2) | • Counseling center | • Veterans |
| • After-school programs | • Government | • YMCA for supportive adults |
| | • Historic preservation | |
| | • Infrastructure | |

VALENCIA COUNTY

- | | | |
|------------------------|-----------------------|----------------------|
| • Pro-life (3) | • Development | • Veterans |
| • Church (2) | • Fire department | • Voting |
| • Families in need (2) | • Law enforcement | • Water conservation |
| • Beautification | • Low income families | • Women |
| • Boy scouts | • Tribes | |

Q2. What community issues do you personally feel are the most important for United Way of Central New Mexico to support? (take up to 3 unaided responses.) (continued)

COMMUNITY ISSUES	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418	Anglo N=817	Hispanic N=483
	%	%	%	%	%
Children	26.9%	36.1%	20.2%	25.3%	19.7%
Homelessness	20.2%	22.8%	17.2%	18.4%	16.8%
Child abuse	18.8%	20.0%	17.7%	17.0%	20.1%
Domestic violence (spousal abuse)	14.2%	16.1%	14.2%	12.9%	13.3%
Crime	13.1%	8.3%	9.4%	6.6%	10.8%
Poverty	12.7%	14.4%	10.3%	11.0%	9.9%
Senior citizens/elderly	10.6%	5.0%	11.6%	10.5%	9.9%
Hunger	10.6%	11.1%	9.2%	9.5%	9.9%
Health/hospitals	10.4%	3.3%	14.5%	11.6%	19.7%
Disease prevention/cure (cancer, heart disease, diabetes, etc.)	9.3%	3.9%	11.1%	8.3%	17.6%
Education	8.1%	6.1%	12.8%	12.1%	14.7%
Child health	7.1%	10.6%	4.9%	5.5%	5.4%
Senior health care	6.5%	2.2%	6.8%	5.8%	8.1%
Substance abuse (drug or alcohol abuse)	6.3%	6.1%	5.3%	5.1%	4.8%
Disabilities (people with)	4.9%	2.8%	9.3%	6.9%	14.3%
Housing (affordable housing)	4.8%	3.3%	4.4%	3.3%	4.1%
Job training (employment)	4.6%	2.8%	7.3%	6.2%	9.9%
Teenagers (youth)	4.5%	7.2%	5.0%	6.2%	3.1%
Child nutrition	4.5%	6.1%	3.2%	3.9%	3.1%
DWI/DUI	4.2%	4.4%	4.5%	3.7%	3.5%
Literacy	3.9%	5.6%	3.7%	4.0%	3.7%
Gang violence	3.9%	2.8%	4.3%	2.7%	4.8%
Mental Health	3.2%	1.1%	4.2%	2.6%	8.1%
Human rights	2.3%	0.6%	2.1%	1.8%	1.7%
Senior transportation	2.3%	2.2%	2.4%	1.8%	1.4%
AIDS	2.0%	0.0%	1.6%	1.2%	1.0%
Animal welfare	2.0%	2.2%	2.5%	3.7%	0.8%
Dropouts	1.6%	1.1%	1.3%	1.0%	1.9%
Shelters for the homeless	1.5%	1.1%	1.3%	1.0%	1.2%
Pregnancy (teen pregnancy)	1.2%	1.1%	1.2%	0.4%	1.4%
Environment	1.1%	1.7%	1.5%	1.8%	0.6%
Senior nutrition	1.0%	0.6%	1.1%	1.0%	0.8%
Hospice	0.9%	0.0%	0.8%	0.5%	0.6%
Parenting	0.8%	0.6%	0.6%	0.5%	0.4%
Life skills	0.7%	0.0%	0.6%	0.1%	1.0%
Arts	0.6%	0.0%	0.4%	0.4%	0.0%
Truancy	0.1%	0.0%	0.3%	0.1%	0.6%

Q2. What community issues do you personally feel are the most important for United Way of Central New Mexico to support? (take up to 3 unaided responses.) (continued)

COMMUNITY ISSUES	OVERALL (Weighted) N=1,598	Men N=606	Women N=946	Income under \$40,000 N=391	Income \$40,000 + N=361
	%	%	%	%	%
Children	26.9%	15.8%	26.4%	24.8%	31.9%
Homelessness	20.2%	20.6%	16.3%	15.3%	16.6%
Child abuse	18.8%	15.7%	19.7%	18.2%	16.6%
Domestic violence (spousal abuse)	14.2%	12.0%	16.0%	14.3%	13.3%
Crime	13.1%	12.0%	7.7%	10.2%	5.8%
Poverty	12.7%	11.1%	10.6%	12.0%	9.7%
Senior citizens/elderly	10.6%	11.6%	10.7%	14.3%	6.6%
Hunger	10.6%	12.0%	7.9%	10.0%	8.6%
Health/hospitals	10.4%	11.4%	15.0%	14.3%	4.7%
Disease prevention/cure (cancer, heart disease, diabetes, etc.)	9.3%	12.2%	9.4%	11.0%	5.0%
Education	8.1%	9.1%	14.3%	7.4%	10.2%
Child health	7.1%	3.0%	7.4%	4.1%	9.4%
Senior health care	6.5%	6.4%	6.2%	8.2%	1.9%
Substance abuse (drug or alcohol abuse)	6.3%	5.9%	5.3%	6.4%	5.0%
Disabilities (people with)	4.9%	9.2%	8.5%	9.7%	2.8%
Housing (affordable housing)	4.8%	6.3%	3.1%	4.3%	4.2%
Job training (employment)	4.6%	5.6%	7.7%	5.6%	2.8%
Teenagers (youth)	4.5%	5.4%	5.4%	5.9%	7.2%
Child nutrition	4.5%	1.7%	4.8%	2.8%	5.0%
DWI/DUI	4.2%	6.4%	3.2%	4.3%	5.5%
Literacy	3.9%	4.1%	3.5%	2.3%	4.7%
Gang violence	3.9%	5.1%	3.5%	3.6%	4.4%
Mental Health	3.2%	4.1%	3.9%	4.3%	1.9%
Human rights	2.3%	2.8%	1.4%	1.8%	1.4%
Senior transportation	2.3%	2.6%	2.2%	1.5%	0.6%
AIDS	2.0%	1.7%	1.3%	1.3%	1.1%
Animal welfare	2.0%	2.0%	2.7%	2.8%	3.3%
Dropouts	1.6%	1.7%	0.8%	0.8%	1.4%
Shelters for the homeless	1.5%	1.8%	1.0%	0.5%	1.9%
Pregnancy (teen pregnancy)	1.2%	1.7%	1.0%	0.5%	1.7%
Environment	1.1%	2.0%	1.3%	1.0%	1.9%
Senior nutrition	1.0%	1.7%	0.6%	0.8%	0.3%
Hospice	0.9%	0.8%	0.6%	0.3%	0.3%
Parenting	0.8%	0.8%	0.5%	0.0%	0.6%
Life skills	0.7%	0.7%	0.4%	0.0%	0.3%
Arts	0.6%	0.2%	0.4%	0.3%	0.6%
Truancy	0.1%	0.3%	0.2%	0.0%	0.8%

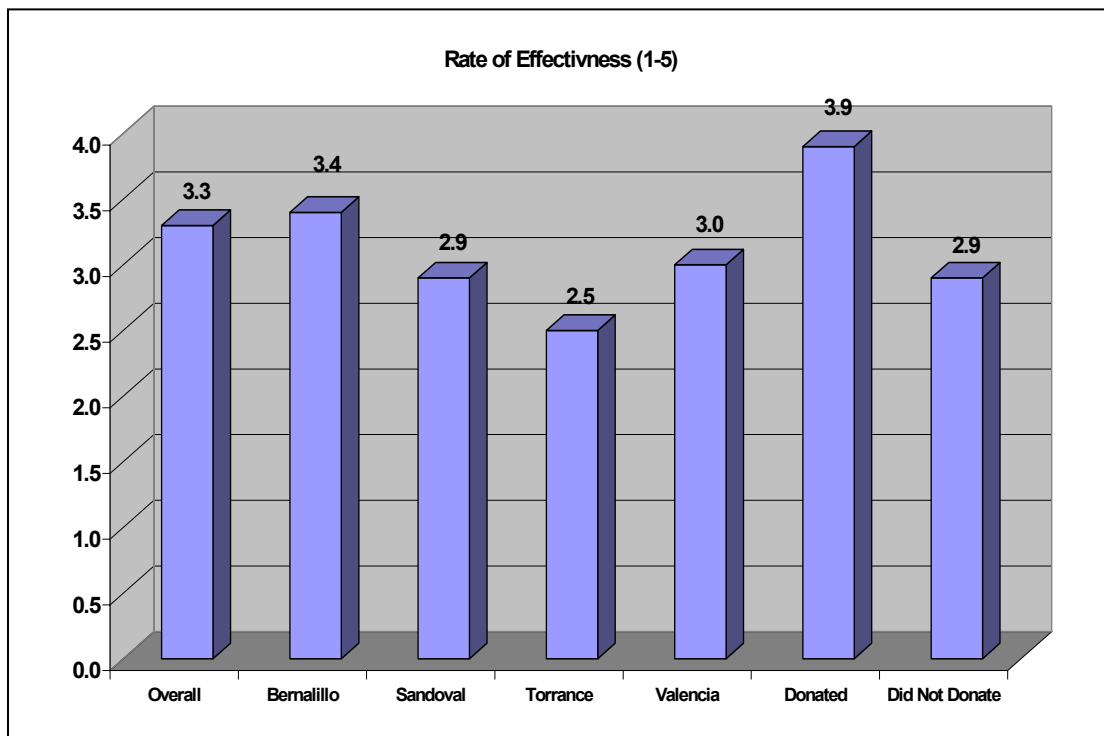
Q3. Using a scale of 1 to 5, where 5 means very effective and 1 means very ineffective, please rate the effectiveness of United Way of Central New Mexico.

PLEASE RATE THE EFFECTIVENESS OF UNITED WAY OF CENTRAL NEW MEXICO	AVERAGE RATING (Weighted) N=1,119	Very Ineffective-----Very Effective				
		1	2	3	4	5
2005 United Way	3.3	7.5%	13.4%	40.4%	24.5%	14.3%
2001 United Way	3.6	9%	9%	24%	30%	29%
Donated	3.9	2.7%	2.7%	27.5%	39.6%	27.5%
Did not Donate	2.9	13.4%	22.8%	38.0%	15.4%	10.4%

RATING	Donated to UW N=149	Did not Donate N=970
1	3.0%	97.0%
2	1.8%	98.2%
3	10.0%	90.0%
4	28.4%	71.6%
5	28.9%	71.1%

Q3. Using a scale of 1 to 5, where 5 means very effective and 1 means very ineffective, please rate the effectiveness of United Way of Central New Mexico. (continued)

PLEASE RATE THE EFFECTIVENESS OF UNITED WAY OF CENTRAL NEW MEXICO	AVERAGE
Overall N=1,119	3.3
Bernalillo N=336	3.4
Sandoval N=288	2.9
Torrance N=197	2.5
Valencia N=298	3.0
Donated to UW N=149	3.9
Did not Donate N=970	2.9
Anglo N=538	3.1
Hispanic N=367	2.9
Men N=453	2.8
Women N=644	3.1
Income under \$40,000 N=251	3.2
Income \$40,000 + N=245	3.4



Q4. Over the past 12 months, have you donated time to any charity, philanthropic, not-for-profit or fund raising organization?

HAVE YOU DONATED TIME TO ANY CHARITY, PHILANTHROPIC, NOT-FOR-PROFIT OR FUND RAISING ORGANIZATION?	OVERALL (Weighted)		2001 UW Report	Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%	%
Yes	589	36.1%	35%	35.4%	38.2%	35.0%	38.8%
No	983	62.8%					
Don't know/won't say	26	1.2%					

HAVE YOU DONATED TIME TO ANY CHARITY, PHILANTHROPIC, NOT-FOR-PROFIT OR FUND RAISING ORGANIZATION?	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418	Anglo N=817	Hispanic N=483
	%	%	%	%	%
Yes	36.1%	58.3%	34.1%	40.5%	29.4%

HAVE YOU DONATED TIME TO ANY CHARITY, PHILANTHROPIC, NOT-FOR-PROFIT OR FUND RAISING ORGANIZATION?	OVERALL (Weighted) N=1,598	Men N=606	Women N=946	Income under \$40,000 N=391	Income \$40,000 + N=361
	%	%	%	%	%
Yes	36.1%	36.8%	36.8%	27.1%	52.9%

Q5. Over the past 12 months, have you donated money to any charity, philanthropic, not-for-profit or fund raising organization?

HAVE YOU DONATED MONEY TO ANY CHARITY, PHILANTHROPIC, NOT-FOR-PROFIT OR FUND RAISING ORGANIZATION?	OVERALL (Weighted)		2001 UW Report	Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%	%
Yes	774	53.3%	69%	54.9%	47.1%	36.5%	53.0%
No	793	45.0%					
Don't know/won't say	31	1.7%					

HAVE YOU DONATED MONEY TO ANY CHARITY, PHILANTHROPIC, NOT-FOR-PROFIT OR FUND RAISING ORGANIZATION?	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418	Anglo N=817	Hispanic N=483
	%	%	%	%	%
Yes	53.3%	100.0%	41.9%	54.0%	40.6%

HAVE YOU DONATED MONEY TO ANY CHARITY, PHILANTHROPIC, NOT-FOR-PROFIT OR FUND RAISING ORGANIZATION?	OVERALL (Weighted) N=1,598	Men N=606	Women N=946	Income under \$40,000 N=391	Income \$40,000 + N=361
	%	%	%	%	%
Yes	53.3%	43.3%	51.9%	39.6%	72.6%

Q6. Over the past 12 months, how much money in total did you contribute to charitable or non-profit organizations?

HOW MUCH MONEY IN TOTAL DID YOU CONTRIBUTE TO CHARITABLE OR NON-PROFIT ORGANIZATIONS?	COUNT N=527	% (Weighted)
\$1 – \$49	91	13.4%
\$50 – \$99	51	10.6%
\$100 – \$249	136	30.4%
\$250 – \$499	68	11.3%
\$500 – \$999	59	11.9%
\$1,000 – \$2,499	70	13.3%
\$2,500 – \$4,999	22	3.3%
\$5,000 – \$9,999	19	3.0%
\$10,000 or more	11	3.0%
Average contribution	\$1,363	

HOW MUCH MONEY IN TOTAL DID YOU CONTRIBUTE TO CHARITABLE OR NON-PROFIT ORGANIZATIONS?	AVERAGE CONTRIBUTION
Overall (weighted) N=527	\$1,363
2001 United Way Report	\$1,105
Bernalillo N=197	\$1,491
Sandoval N=118	\$1,073
Torrance N=70	\$1,155
Valencia N=142	\$759
Donated to UW N=130	\$934
Did not Donate N=397	\$1,228
Anglo N=309	\$1,546
Hispanic N=142	\$396
Men N=177	\$1,172
Women N=339	\$1,143
Income under \$40,000 N=118	\$469
Income \$40,000 + N=207	\$1,290

Q7. Do you and your spouse or significant other discuss and make a joint decision about your giving?

DO YOU AND YOUR SPOUSE OR SIGNIFICANT OTHER DISCUSS AND MAKE A JOINT DECISION ABOUT YOUR GIVING?	OVERALL (Weighted)		Bernalillo N=245	Sandoval N=189	Torrance N=128	Valencia N=212
	COUNT N=774	%	%	%	%	%
Yes	449	54.1%	52.7%	56.6%	70.3%	58.0%
No	172	20.9%				
Don't know/won't say	21	2.9%				
No, I don't have a spouse	132	22.1%				

DO YOU AND YOUR SPOUSE OR SIGNIFICANT OTHER DISCUSS AND MAKE A JOINT DECISION ABOUT YOUR GIVING?	OVERALL (Weighted) N=774	Donated to UW N=180	Did not Donate N=594	Anglo N=441	Hispanic N=196
	%	%	%	%	%
Yes	54.1%	63.9%	56.2%	58.5%	64.8%

DO YOU AND YOUR SPOUSE OR SIGNIFICANT OTHER DISCUSS AND MAKE A JOINT DECISION ABOUT YOUR GIVING?	OVERALL (Weighted) N=774	Men N=264	Women N=491	Income under \$40,000 N=155	Income \$40,000 + N=262
	%	%	%	%	%
Yes	54.1%	65.5%	54.2%	39.4%	66.4%

Q8. (For those who made a charitable contribution in the past year) Have you made a charitable contribution to United Way in the past 12 months?

HAVE YOU MADE A CHARITABLE CONTRIBUTION TO UNITED WAY IN THE PAST 12 MONTHS?	OVERALL (Weighted)		Bernalillo N=245	Sandoval N=189	Torrance N=128	Valencia N=212
	COUNT N=774	%	%	%	%	%
Yes	180	28.2%	30.2%	24.9%	13.3%	19.8%
No	546	66.9%				
Don't know/won't say	48	4.9%				

HAVE YOU MADE A CHARITABLE CONTRIBUTION TO UNITED WAY IN THE PAST 12 MONTHS?	OVERALL (Weighted) N=774	Anglo N=441	Hispanic N=196
	%	%	%
Yes	28.2%	23.1%	24.5%

HAVE YOU MADE A CHARITABLE CONTRIBUTION TO UNITED WAY IN THE PAST 12 MONTHS?	OVERALL (Weighted) N=774	Men N=264	Women N=491	Income under \$40,000 N=155	Income \$40,000 + N=262
	%	%	%	%	%
Yes	28.2%	20.5%	24.8%	17.4%	35.1%

Q9. Over the past 12 months, how much money in total did you contribute to United Way?

HOW MUCH MONEY IN TOTAL DID YOU CONTRIBUTE TO UNITED WAY?	COUNT N=122	%
\$1 – \$24	11	9.0%
\$25 – \$49	14	11.5%
\$50 – \$99	21	17.2%
\$100 – \$249	35	28.7%
\$250 – \$499	16	13.1%
\$500 – \$999	11	9.0%
\$1,000 or more	14	11.5%
Average contribution	\$396	

HOW MUCH MONEY IN TOTAL DID YOU CONTRIBUTE TO UNITED WAY?	AVERAGE CONTRIBUTION
Overall (weighted) N=122	\$396
2001 United Way Report	\$365
Bernalillo N=60	\$350
Sandoval N=30	\$631
Torrance N=9	\$429
Valencia N=23	\$195
Anglo N=67	\$530
Hispanic N=36	\$240
Men N=39	\$583
Women N=80	\$314
Income under \$40,000 N=24	\$168
Income \$40,000 + N=63	\$341

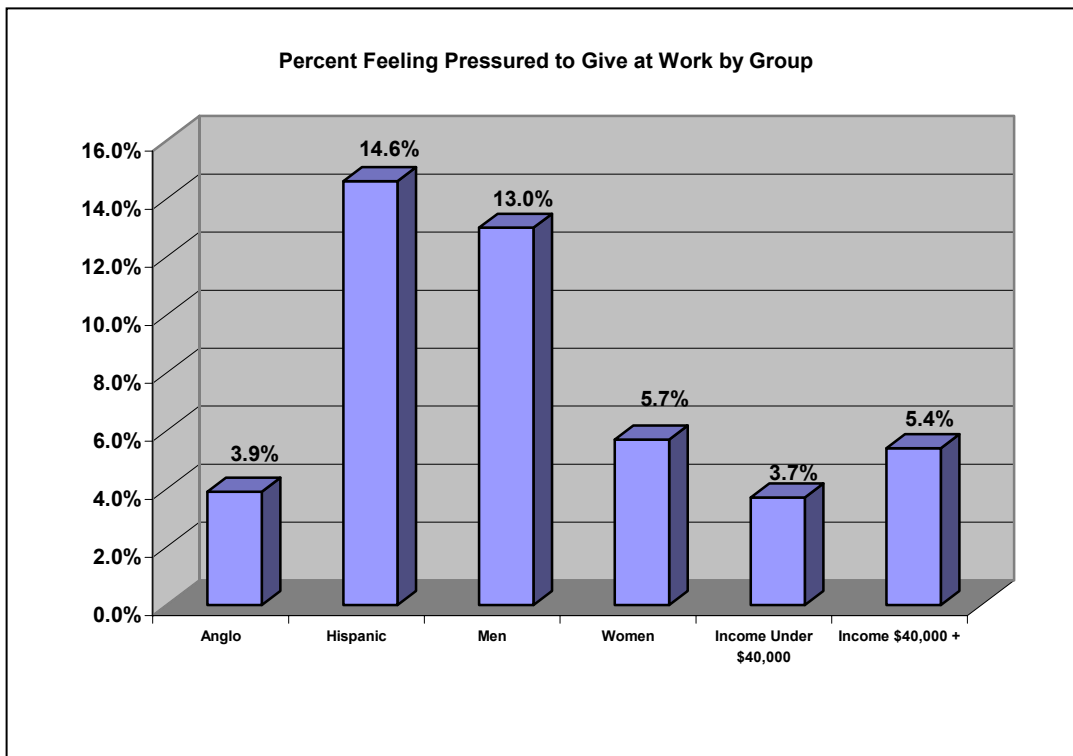
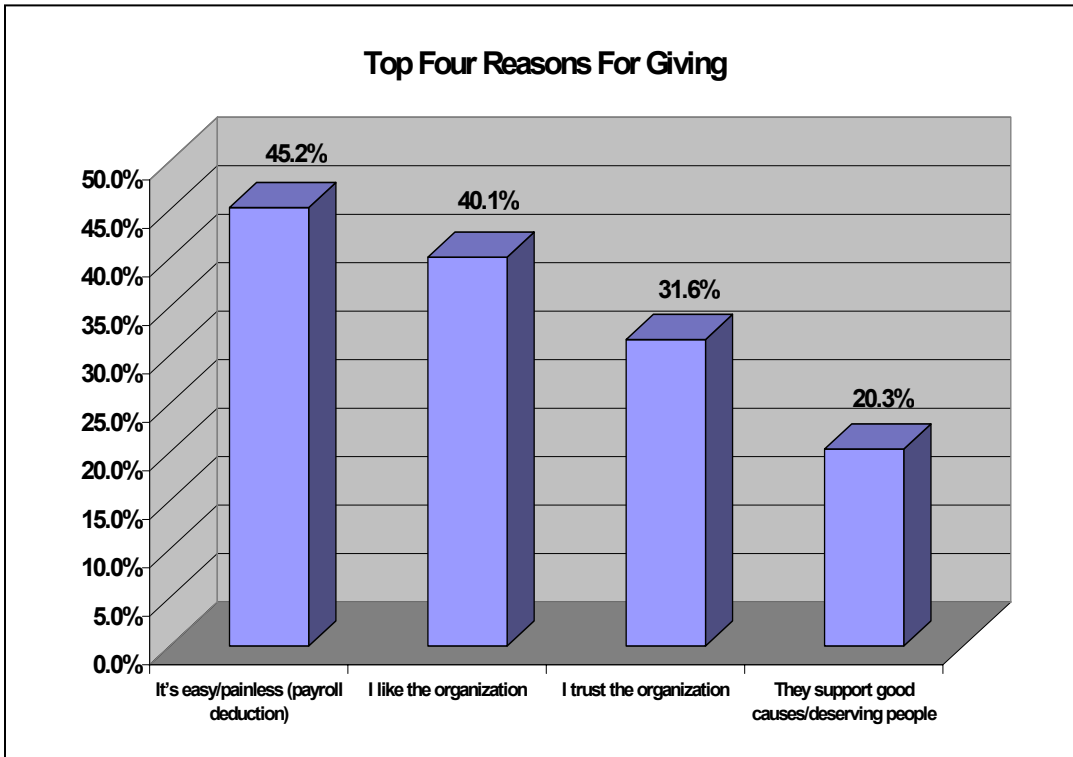
Q10. Why did you give to United Way? (take up to 3 unaided responses.)

WHY DID YOU GIVE TO UNITED WAY?	OVERALL (Weighted)		Bernalillo N=74	Sandoval N=47	Torrance N=17	Valencia N=42	Anglo N=102	Hispanic N=48	Men N=54	Women N=122	Income under \$40,000 N=27	Income \$40,000 + N=92
	COUNT N=180	%	%	%	%	%	%	%	%	%	%	%
It's easy/painless (to use the payroll deduction)	76	45.2%	47.3%	36.2%	35.3%	42.9%	46.1%	37.5%	37.0%	44.3%	44.4%	50.0%
I like the organization	60	40.1%	45.9%	14.9%	52.9%	23.8%	33.3%	22.9%	35.2%	32.0%	55.6%	26.1%
I trust the organization	38	31.6%	39.2%	4.3%	17.6%	9.5%	24.5%	10.4%	16.7%	23.0%	37.0%	16.3%
They support good causes/deserving people	33	20.3%	21.6%	23.4%	23.5%	4.8%	17.6%	12.5%	11.1%	22.1%	18.5%	17.4%
I can designate money to go where I want	9	6.9%	8.1%	4.3%	0.0%	2.4%	6.9%	2.1%	1.9%	6.6%	11.1%	3.3%
The organization is efficient (has low administrative costs)	9	6.8%	8.1%	4.3%	5.9%	0.0%	5.9%	6.3%	5.6%	4.9%	3.7%	5.4%
The money stays in the local community	9	6.2%	6.8%	8.5%	0.0%	0.0%	5.9%	4.2%	5.6%	4.1%	11.1%	3.3%
I am pressured to give at work	14	3.9%	1.4%	10.6%	17.6%	11.9%	3.9%	14.6%	13.0%	5.7%	3.7%	5.4%
My company will match my contribution	8	3.5%	2.7%	6.4%	0.0%	7.1%	2.9%	8.3%	3.7%	4.9%	0.0%	5.4%
It's convenient to get one statement for tax purposes	3	3.1%	4.1%	0.0%	0.0%	0.0%	1.0%	4.2%	1.9%	0.8%	0.0%	1.1%
It makes me feel good/it's important to contribute to those in need	5	2.7%	2.7%	0.0%	0.0%	7.1%	2.0%	6.3%	3.7%	1.6%	7.4%	2.2%
I don't have to pay any overhead/administrative costs	1	0.1%	0.0%	0.0%	5.9%	0.0%	1.0%	0.0%	0.0%	0.8%	0.0%	1.1%

**Q10. Why did you give to United Way? (take up to 3 unaided responses.)
(continued)**

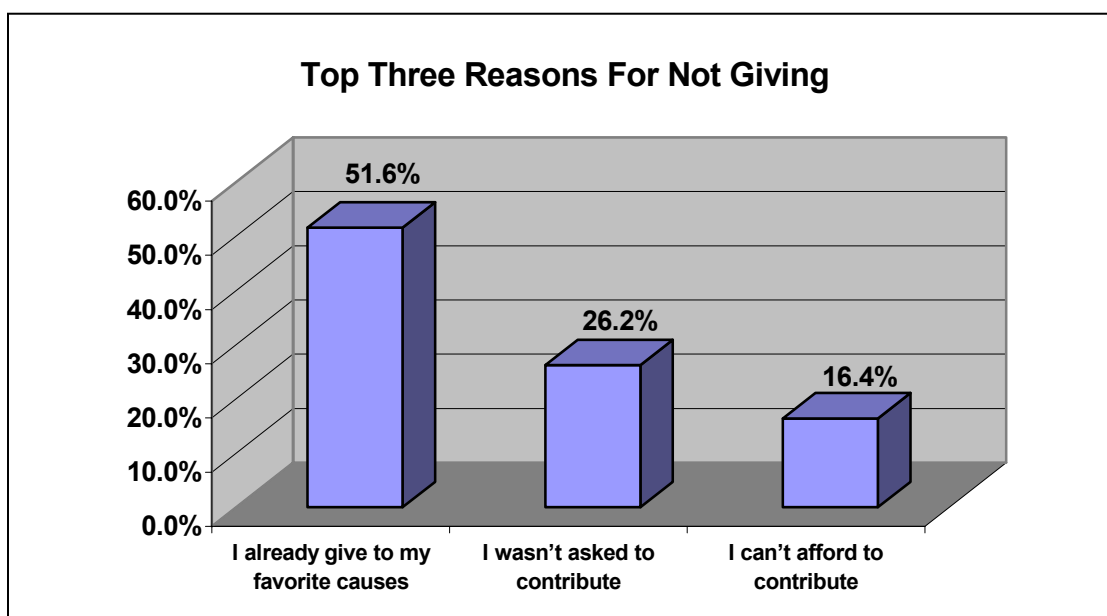
Other:

- Fundraiser at son's school
- I was asked to give



Q11. Why did you not give to United Way? (take up to 3 unaided responses.)

WHY DID YOU NOT GIVE TO UNITED WAY?	OVERALL (Weighted)		2001 UW Report	Bernalillo N=171	Sandoval N=142	Torrance N=111	Valencia N=170
	COUNT N=594	%	%	%	%	%	%
I already give to my favorite causes	288	51.6%	10%	53.2%	47.2%	47.7%	45.3%
I wasn't asked to contribute	140	26.2%	7%	27.5%	21.8%	21.6%	22.4%
I can't afford to contribute	71	16.4%	13%	18.7%	8.5%	9.0%	10.0%
Don't know/won't say	56	9.1%	25%	8.2%	16.8%	7.2%	5.9%
I don't trust the organization	53	7.3%	0%	6.4%	10.6%	9.9%	9.4%
I don't like the organization	58	6.3%	0%	4.7%	9.2%	12.6%	13.5%
They don't support the right causes/most deserving people (including not supporting Planned Parenthood or supporting Boy Scouts/organizations with exclusionary policies)	53	4.9%	4%	3.5%	7.0%	17.1%	10.6%
Misuse or poor use of funds in the past—at the national level	39	3.9%	3%	2.9%	5.6%	12.6%	7.1%
The organization is not efficient (has high administrative costs)	11	3.3%	3%	4.1%	0.7%	1.8%	0.6%
No particular reason	20	2.8%	25%	2.3%	5.0%	0.9%	4.7%
Misuse or poor use of funds in the past—at the local level	31	2.5%	2%	1.2%	4.2%	4.5%	10.6%
There is no program where I work	6	1.0%	1%	1.2%	0.0%	2.7%	0.6%
I am pressured to give at work	6	0.3%	0%	0.0%	0.7%	1.8%	1.8%
Not enough information	0	0.0%	4%	0.0%	0.0%	0.0%	0.0%
Changed jobs	0	0.0%	2%	0.0%	0.0%	0.0%	0.0%



**Q11. Why did you not give to United Way? (take up to 3 unaided responses.)
(continued)**

WHY DID YOU NOT GIVE TO UNITED WAY?	OVERALL (Weighted) N=594	Anglo N=339	Hispanic N=148	Men N=210	Women N=369	Income under \$40,000 N=128	Income \$40,000 + N=170
	%	%	%	%	%	%	%
I already give to my favorite causes	51.6%	51.3%	48.6%	44.3%	49.9%	50.0%	46.5%
I wasn't asked to contribute	26.2%	22.7%	21.6%	21.4%	25.2%	20.3%	28.8%
I can't afford to contribute	16.4%	10.9%	13.5%	5.2%	15.2%	21.1%	8.8%
Don't know/won't say	9.1%	12.1%	12.8%	15.2%	10.8%	14.1%	15.9%
I don't trust the organization	7.3%	8.0%	12.8%	11.0%	7.9%	9.4%	2.9%
I don't like the organization	6.3%	8.0%	11.5%	14.3%	7.6%	7.0%	7.1%
They don't support the right causes/most deserving people (including not supporting Planned Parenthood or supporting Boy Scouts/organizations with exclusionary policies)	4.9%	8.3%	4.7%	11.4%	7.0%	2.3%	2.9%
Misuse or poor use of funds in the past—at the national level	3.9%	5.6%	6.1%	8.6%	5.4%	3.9%	7.1%
The organization is not efficient (has high administrative costs)	3.3%	2.1%	2.0%	2.4%	1.6%	0.8%	1.8%
Misuse or poor use of funds in the past—at the local level	2.5%	4.4%	8.1%	5.2%	5.1%	3.9%	3.5%
There is no program where I work	1.0%	1.2%	1.4%	1.0%	1.1%	1.6%	1.2%
I am pressured to give at work	0.3%	1.2%	0.7%	1.0%	1.1%	1.6%	1.2%

Q12. (For those who did not contribute to United Way in the past year) Were you asked to contribute to United Way within the past 12 months?

WERE YOU ASKED TO CONTRIBUTE TO UNITED WAY?	OVERALL (Weighted)		Bernalillo N=372	Sandoval N=354	Torrance N=334	Valencia N=358
	COUNT N=1,418	%	%	%	%	%
Yes	204	18.8%	16.9%	29.9%	11.7%	21.5%
No	495	66.5%				
Don't know/won't say	719	14.7%				

WERE YOU ASKED TO CONTRIBUTE TO UNITED WAY?	OVERALL (Weighted) N=1,418	Anglo N=715	Hispanic N=435
	%	%	%
Yes	18.8%	14.0%	17.5%

WERE YOU ASKED TO CONTRIBUTE TO UNITED WAY?	OVERALL (Weighted) N=1,418	Men N=552	Women N=824	Income under \$40,000 N=364	Income \$40,000 + N=269
	%	%	%	%	%
Yes	18.8%	19.6%	11.7%	15.1%	7.1%

Q13. (For those who did not contribute to United Way in the past year) Have you contributed to United Way within the past 3 years?

HAVE YOU CONTRIBUTED TO UNITED WAY?	OVERALL (Weighted)		Bernalillo N=372	Sandoval N=354	Torrance N=334	Valencia N=358
	COUNT N=1,418	%	%	%	%	%
Yes	75	6.9%	7.3%	6.5%	1.5%	5.9%
No	695	47.9%				
Don't know/won't say	648	45.2%				

HAVE YOU CONTRIBUTED TO UNITED WAY?	OVERALL (Weighted) N=1,418	Anglo N=715	Hispanic N=435
	%	%	%
Yes	6.9%	5.9%	3.7%

HAVE YOU CONTRIBUTED TO UNITED WAY?	OVERALL (Weighted) N=1,418	Men N=552	Women N=824	Income under \$40,000 N=364	Income \$40,000 + N=269
	%	%	%	%	%
Yes	6.9%	6.3%	4.7%	5.5%	5.6%

Q14. (For those who did not contribute to United Way in the past three years) Do you know of any persons who have benefited from United Way funding?

DO YOU KNOW OF ANY PERSONS WHO HAVE BENEFITED FROM UNITED WAY FUNDING?	OVERALL (Weighted)		Bernalillo N=345	Sandoval N=331	Torrance N=329	Valencia N=337
	COUNT N=1,342	%	%	%	%	%
Yes	46	4.6%	5.2%	2.4%	3.3%	2.7%
No	1016	68.1%				
Don't know/won't say	280	27.3%				

DO YOU KNOW OF ANY PERSONS WHO HAVE BENEFITED FROM UNITED WAY FUNDING?	OVERALL (Weighted) N=1,342	Anglo N=673	Hispanic N=419
	%	%	%
Yes	4.6%	3.4%	3.6%

DO YOU KNOW OF ANY PERSONS WHO HAVE BENEFITED FROM UNITED WAY FUNDING?	OVERALL (Weighted) N=1,342	Men N=517	Women N=785	Income under \$40,000 N=344	Income \$40,000 + N=254
	%	%	%	%	%
Yes	4.6%	2.9%	3.8%	5.8%	5.1%

Q15. (For those who did not contribute to United Way in the past three years) Do you know of any persons who donate to United Way?

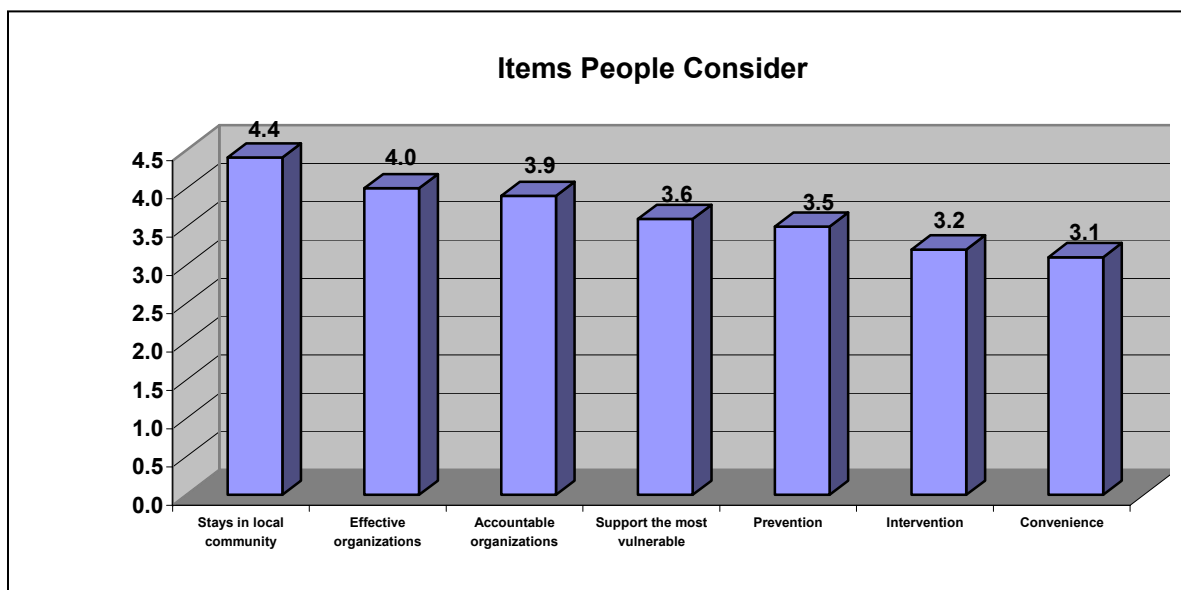
DO YOU KNOW OF ANY PERSONS WHO DONATE TO UNITED WAY?	OVERALL (Weighted)		Bernalillo N=345	Sandoval N=331	Torrance N=329	Valencia N=337
	COUNT N=1,342	%	%	%	%	%
Yes	144	13.1%	14.2%	8.8%	9.1%	10.7%
No	878	55.1%				
Don't know/won't say	320	31.8%				

DO YOU KNOW OF ANY PERSONS WHO DONATE TO UNITED WAY?	OVERALL (Weighted) N=1,342	Anglo N=673	Hispanic N=419
	%	%	%
Yes	13.1%	12.6%	6.9%

DO YOU KNOW OF ANY PERSONS WHO DONATE TO UNITED WAY?	OVERALL (Weighted) N=1,342	Men N=517	Women N=785	Income under \$40,000 N=344	Income \$40,000 + N=254
	%	%	%	%	%
Yes	13.1%	11.0%	11.1%	12.2%	17.7%

Q16. I would like for you to imagine that you are considering donating to United Way of Central New Mexico. I will read you a list of items that people may consider when making decisions about giving to the United Way. For each, please rate it anywhere between 1 and 5, where 5 means it would be very important and 1 means it would be not at all important in your decision about giving to United Way of Central New Mexico.

ITEMS THAT PEOPLE MAY CONSIDER WHEN MAKING DECISIONS ABOUT GIVING TO THE UNITED WAY	AVERAGE RATING (Weighted) N=1,534	Not at all Important-----Very Important				
		1	2	3	4	5
Your money would stay in the local community.	4.4	1.7%	3.6%	13.3%	20.9%	60.4%
Your money would go to organizations that provide effective services.	4.0	8.1%	5.7%	17.7%	17.9%	50.6%
Your money would go to organizations that are financially accountable.	3.9	8.5%	10.7%	13.7%	13.8%	53.2%
Your money would go to community members who are most vulnerable.	3.6	22.5%	3.1%	12.3%	16.1%	46.0%
Your money would go primarily for prevention (of problems).	3.5	4.3%	9.7%	40.0%	23.0%	23.0%
Your money would go primarily for intervention (treatment of problems).	3.2	17.7%	9.3%	31.6%	20.6%	20.8%
It would be convenient for you to donate to one umbrella organization without having to evaluate many different charities.	3.1	18.7%	20.2%	21.8%	13.1%	26.2%



Q16. I would like for you to imagine that you are considering donating to United Way of Central New Mexico. I will read you a list of items that people may consider when making decisions about giving to the United Way. For each, please rate it anywhere between 1 and 5, where 5 means it would be very important and 1 means it would be not at all important in your decision about giving to United Way of Central New Mexico. (continued)

ITEMS THAT PEOPLE MAY CONSIDER WHEN MAKING DECISIONS ABOUT GIVING TO THE UNITED WAY	OVERALL (Weighted) N=1,534	2001 UW Report	Bernalillo N=439	Sandoval N=387	Torrance N=328	Valencia N=380
	Average	Average	Average	Average	Average	Average
Your money would stay in the local community.	4.4	4.6	4.4	4.3	4.2	4.2
Your money would go to organizations that provide effective services.	4.0	N/A	4.0	3.9	3.8	3.8
Your money would go to organizations that are financially accountable.	3.9	N/A	3.9	4.0	3.9	3.7
Your money would go to community members who are most vulnerable.	3.6	4.7	3.6	3.7	3.4	3.6
Your money would go primarily for prevention (of problems).	3.5	N/A	3.5	3.5	3.4	3.6
Your money would go primarily for intervention (treatment of problems).	3.2	N/A	3.2	3.0	3.0	3.1
It would be convenient for you to donate to one umbrella organization without having to evaluate many different charities.	3.1	N/A	3.1	2.9	3.0	3.0

Q16. I would like for you to imagine that you are considering donating to United Way of Central New Mexico. I will read you a list of items that people may consider when making decisions about giving to the United Way. For each, please rate it anywhere between 1 and 5, where 5 means it would be very important and 1 means it would be not at all important in your decision about giving to United Way of Central New Mexico. (continued)

ITEMS THAT PEOPLE MAY CONSIDER WHEN MAKING DECISIONS ABOUT GIVING TO THE UNITED WAY	OVERALL (Weighted) N=1,534	Donated to UW N=178	Did not Donate N=1,356	Anglo N=798	Hispanic N=465
	Average	Average	Average	Average	Average
Your money would stay in the local community.	4.4	4.6	4.2	4.3	4.1
Your money would go to organizations that provide effective services.	4.0	4.5	3.8	4.1	3.5
Your money would go to organizations that are financially accountable.	3.9	4.4	3.8	4.1	3.4
Your money would go to community members who are most vulnerable.	3.6	4.0	3.5	3.7	3.1
Your money would go primarily for prevention (of problems).	3.5	3.6	3.5	3.5	3.5
Your money would go primarily for intervention (treatment of problems).	3.2	3.5	3.0	3.2	2.8
It would be convenient for you to donate to one umbrella organization without having to evaluate many different charities.	3.1	3.8	2.9	3.1	2.9

Q16. I would like for you to imagine that you are considering donating to United Way of Central New Mexico. I will read you a list of items that people may consider when making decisions about giving to the United Way. For each, please rate it anywhere between 1 and 5, where 5 means it would be very important and 1 means it would be not at all important in your decision about giving to United Way of Central New Mexico. (continued)

ITEMS THAT PEOPLE MAY CONSIDER WHEN MAKING DECISIONS ABOUT GIVING TO THE UNITED WAY	OVERALL (Weighted) N=1,534	Men N=584	Women N=918	Income under \$40,000 N=380	Income \$40,000 + N=355
	Average	Average	Average	Average	Average
Your money would stay in the local community.	4.4	4.2	4.3	4.3	4.6
Your money would go to organizations that provide effective services.	4.0	3.9	3.9	3.9	4.4
Your money would go to organizations that are financially accountable.	3.9	3.9	3.9	3.9	4.6
Your money would go to community members who are most vulnerable.	3.6	3.6	3.6	3.5	4.2
Your money would go primarily for prevention (of problems).	3.5	3.4	3.6	3.6	3.7
Your money would go primarily for intervention (treatment of problems).	3.2	3.0	3.1	3.2	3.6
It would be convenient for you to donate to one umbrella organization without having to evaluate many different charities.	3.1	3.0	3.0	3.1	3.5

Q17. United Way receives donations that are not earmarked or designated for any particular organization or cause; this is known as the “community fund.” Have you previously heard of the “community fund?”

HAVE YOU PREVIOUSLY HEARD OF THE “COMMUNITY FUND?”	OVERALL (Weighted)		Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%
Yes	656	39.5%	38.6%	48.6%	45.3%	32.5%
No	897	56.3%				
Don't know/won't say	45	4.4%				

HAVE YOU PREVIOUSLY HEARD OF THE “COMMUNITY FUND?”	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418	Anglo N=817	Hispanic N=483
	%	%	%	%	%
Yes	39.5%	60.0%	38.6%	47.9%	34.0%

HAVE YOU PREVIOUSLY HEARD OF THE “COMMUNITY FUND?”	OVERALL (Weighted) N=1,598	Men N=606	Women N=946	Income under \$40,000 N=391	Income \$40,000 + N=361
	%	%	%	%	%
Yes	39.5%	40.4%	42.5%	35.0%	50.1%

Q18. (For those who had heard of the community fund) Did you know that there is a money-back guarantee if a donor is not satisfied with how the community funds are distributed?

DID YOU KNOW THAT THERE IS A MONEY-BACK GUARANTEE	OVERALL (Weighted)		Bernalillo N=172	Sandoval N=195	Torrance N=159	Valencia N=130
	COUNT N=656	%	%	%	%	%
Yes	76	8.8%	7.6%	11.8%	13.8%	13.8%
No	565	88.1%				
Don't know/won't say	15	3.1%				

DID YOU KNOW THAT THERE IS A MONEY-BACK GUARANTEE	OVERALL (Weighted) N=656	Donated to UW N=108	Did not Donate N=548	Anglo N=391	Hispanic N=164
	%	%	%	%	%
Yes	8.8%	24.1%	9.1%	10.7%	10.4%

DID YOU KNOW THAT THERE IS A MONEY-BACK GUARANTEE	OVERALL (Weighted) N=656	Men N=245	Women N=402	Income under \$40,000 N=137	Income \$40,000 + N=181
	%	%	%	%	%
Yes	8.8%	17.6%	7.7%	6.6%	17.7%

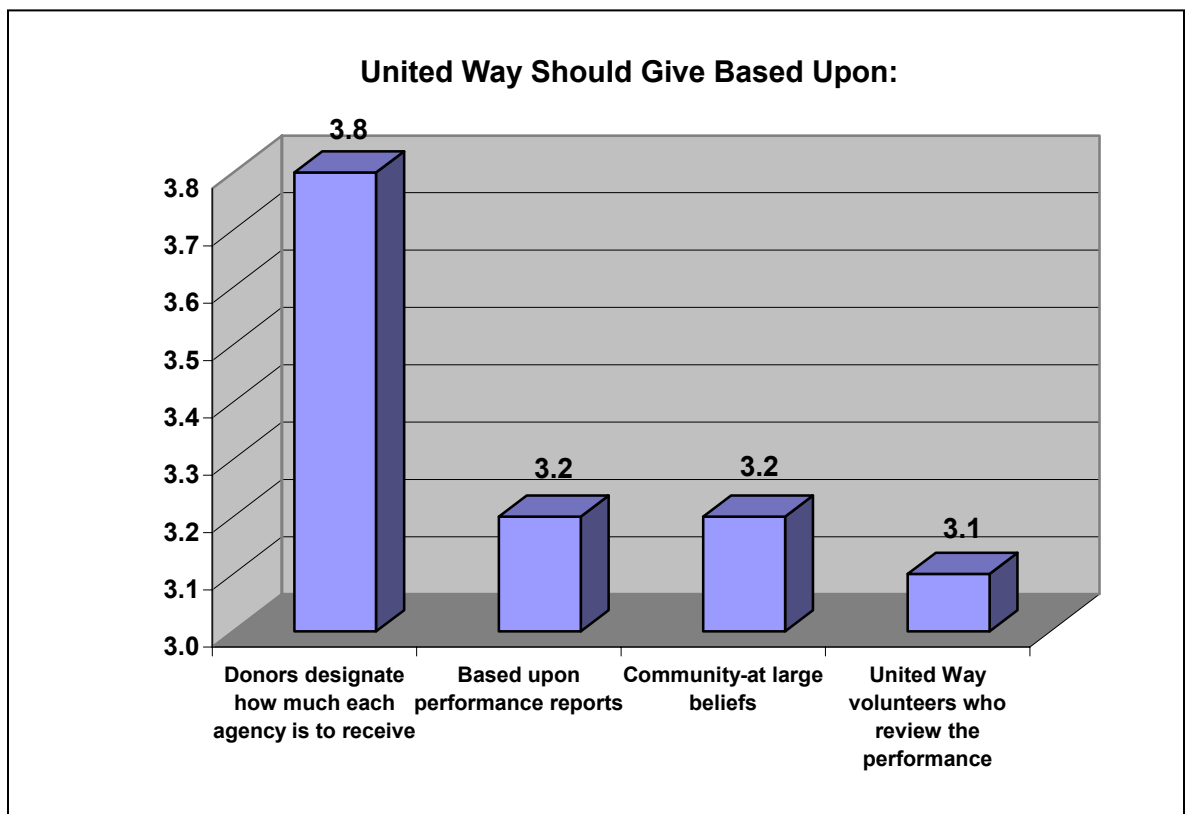
Q19. On a scale of 1 to 5, where 5 is very important and 1 is not at all important, how important is it to you that there is a money-back guarantee on donations to the community fund?

HOW IMPORTANT IS IT TO YOU THAT THERE IS A MONEY-BACK GUARANTEE ON DONATIONS TO THE COMMUNITY FUND?	AVERAGE RATING (Weighted) N=1,572	Not at all Important-----Very Important				
		1	2	3	4	5
	2.9	13.0%	25.6%	10.7%	23.4%	13.0%

HOW IMPORTANT IS IT TO YOU THAT THERE IS A MONEY-BACK GUARANTEE ON DONATIONS TO THE COMMUNITY FUND?	AVERAGE
Bernalillo N=442	2.9
Sandoval N=395	2.7
Torrance N=341	2.5
Valencia N=394	3.0
Donated to UW N=179	3.1
Did not Donate N=1,393	2.7
Anglo N=813	2.8
Hispanic N=481	2.8
Men N=604	2.7
Women N=938	2.9
Income under \$40,000 N=390	2.9
Income \$40,000 + N=360	3.0

Q20. I would like for you to rate the various ways in which United Way of Central New Mexico may decide how much money should be given to each community program. For each way, please rate it anywhere from 1 to 5, where 5 means a very good way and 1 means a very poor way to decide now much money each agency will receive.

RATE THE VARIOUS WAYS IN WHICH UNITED WAY OF CENTRAL NEW MEXICO MAY DECIDE HOW MUCH MONEY SHOULD BE GIVEN TO EACH COMMUNITY PROGRAM	AVERAGE RATING (Weighted) N=1,531	Very Poor Way-----Very Good Way				
		1	2	3	4	5
United Way donors should designate how much of their money each of the agencies is to receive.	3.8	5.4%	9.1%	22.5%	25.0%	38.0%
United Way should decide based upon performance reports provided by agencies.	3.2	18.1%	13.4%	23.9%	20.0%	24.6%
Decisions should be based upon what the community-at large believes, as shown through surveys such as this.	3.2	20.2%	10.0%	20.9%	22.2%	26.5%
United Way volunteers who review the performance of the local agencies should decide.	3.1	28.2%	5.3%	21.8%	23.1%	21.6%



Q20. I would like for you to rate the various ways in which United Way of Central New Mexico may decide how much money should be given to each community program. For each way, please rate it anywhere from 1 to 5, where 5 means a very good way and 1 means a very poor way to decide now much money each agency will receive. (continued)

RATE THE VARIOUS WAYS IN WHICH UNITED WAY OF CENTRAL NEW MEXICO MAY DECIDE HOW MUCH MONEY SHOULD BE GIVEN TO EACH COMMUNITY PROGRAM	OVERALL (Weighted) N=1,531	2001 UW Report	Bernalillo N=438	Sandoval N=387	Torrance N=329	Valencia N=377
	Average	Average	Average	Average	Average	Average
United Way donors should designate how much of their money each of the agencies is to receive.	3.8	3.7	3.9	3.7	3.7	3.5
United Way should decide based upon performance reports provided by agencies.	3.2	N/A	3.2	3.3	3.2	3.1
Decisions should be based upon what the community-at large believes, as shown through surveys such as this.	3.2	3.7	3.2	3.4	3.4	3.2
United Way volunteers who review the performance of the local agencies should decide.	3.1	3.6	3.0	3.3	3.2	3.1

RATE THE VARIOUS WAYS IN WHICH UNITED WAY OF CENTRAL NEW MEXICO MAY DECIDE HOW MUCH MONEY SHOULD BE GIVEN TO EACH COMMUNITY PROGRAM	OVERALL (Weighted) N=1,531	Donated to UW N=179	Did not Donate N=1,352	Anglo N=799	Hispanic N=465
	Average	Average	Average	Average	Average
United Way donors should designate how much of their money each of the agencies is to receive.	3.8	4.0	3.7	3.7	3.6
United Way should decide based upon performance reports provided by agencies.	3.2	3.6	3.1	3.2	3.0
Decisions should be based upon what the community-at large believes, as shown through surveys such as this.	3.2	3.7	3.2	3.3	3.0
United Way volunteers who review the performance of the local agencies should decide.	3.1	3.5	3.1	3.2	2.8

Q20. I would like for you to rate the various ways in which United Way of Central New Mexico may decide how much money should be given to each community program. For each way, please rate it anywhere from 1 to 5, where 5 means a very good way and 1 means a very poor way to decide now much money each agency will receive. (continued)

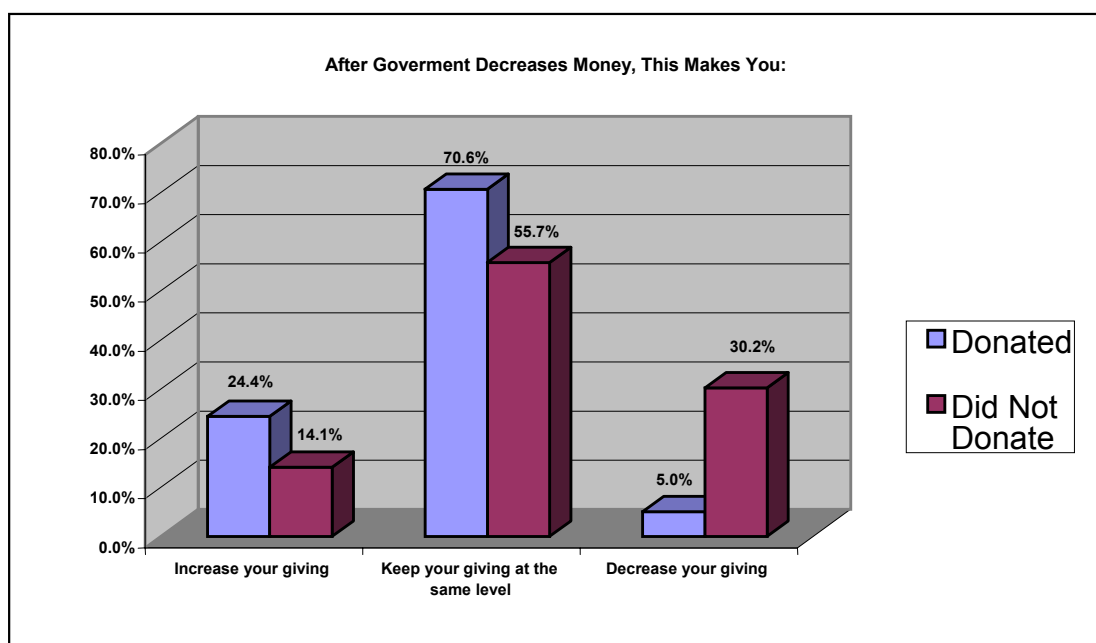
PLEASE RATE YOUR SATISFACTION WITH EACH OF THE FOLLOWING:	OVERALL (Weighted) N=1,531	Men N=583	Women N=918	Income under \$40,000 N=382	Income \$40,000 + N=356
	Average	Average	Average	Average	Average
United Way donors should designate how much of their money each of the agencies is to receive.	3.8	3.7	3.7	3.7	3.9
United Way should decide based upon performance reports provided by agencies.	3.2	3.2	3.2	3.1	3.7
Decisions should be based upon what the community-at large believes, as shown through surveys such as this.	3.2	3.4	3.2	3.3	3.9
United Way volunteers who review the performance of the local agencies should decide.	3.1	3.2	3.1	3.1	3.7

Q21. In recent years, the federal government has decreased the amount of money that it provides for various social and health services. Does this make you want to:

DOES THIS MAKE YOU WANT TO:	OVERALL (Weighted)		Bernalillo N=445	Sandoval N=399	Torrance N=345	Valencia N=400
	COUNT N=1,589	%	%	%	%	%
Increase your giving	243	15.9%	16.0%	16.8%	13.9%	14.3%
Keep your giving at the same level	912	61.1%	62.7%	56.9%	53.6%	55.3%
Decrease your giving	434	23.0%	21.3%	26.3%	32.5%	30.5%

DOES THIS MAKE YOU WANT TO:	OVERALL (Weighted) N=1,589	Donated to UW N=180	Did not Donate N=1,409	Anglo N=814	Hispanic N=481
	%	%	%	%	%
Increase your giving	15.9%	24.4%	14.1%	18.9%	10.0%
Keep your giving at the same level	61.1%	70.6%	55.7%	58.0%	52.2%
Decrease your giving	23.0%	5.0%	30.2%	23.1%	37.8%

DOES THIS MAKE YOU WANT TO:	OVERALL (Weighted) N=1,589	Men N=605	Women N=940	Income under \$40,000 N=389	Income \$40,000 + N=360
	%	%	%	%	%
Increase your giving	15.9%	11.7%	18.1%	16.5%	26.4%
Keep your giving at the same level	61.1%	63.3%	53.8%	54.2%	65.8%
Decrease your giving	23.0%	25.0%	28.1%	29.3%	7.8%



Q22. Have you heard of Corporate Cornerstones?

HAVE YOU HEARD OF CORPORATE CORNERSTONES?	OVERALL (Weighted)		Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%
Yes	161	9.2%	8.7%	12.0%	11.4%	8.5%
No	1,370	86.7%				
Don't know/won't say	67	4.1%				

HAVE YOU HEARD OF CORPORATE CORNERSTONES?	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418	Anglo N=817	Hispanic N=483
	%	%	%	%	%
Yes	9.2%	28.3%	7.8%	12.2%	6.2%

HAVE YOU HEARD OF CORPORATE CORNERSTONES?	OVERALL (Weighted) N=1,598	Men N=606	Women N=946	Income under \$40,000 N=391	Income \$40,000 + N=361
	%	%	%	%	%
Yes	9.2%	12.2%	9.0%	6.1%	19.1%

Q23. 15% of the funds raised by United Way of Central New Mexico go to fund raising and administration, with the other 85% distributed to charitable organizations. Do you think that the 15% for fund raising and administration is:

DO YOU THINK THAT THE 15% FOR FUND RAISING AND ADMINISTRATION IS:	OVERALL (Weighted)		Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%
Too high	443	24.2%	22.4%	31.4%	29.6%	28.3%
About right	504	34.2%	35.0%	32.4%	25.9%	31.8%
Too low	70	4.2%	4.3%	3.7%	5.7%	4.0%
Don't know/won't say	581	37.4%	38.3%	32.4%	38.7%	36.0%

DO YOU THINK THAT THE 15% FOR FUND RAISING AND ADMINISTRATION IS:	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418	Anglo N=817	Hispanic N=483
	%	%	%	%	%
Too high	24.2%	26.1%	27.9%	23.6%	24.2%
About right	34.2%	51.1%	29.1%	37.6%	25.3%
Too low	4.2%	3.9%	4.4%	4.5%	4.3%
Don't know/won't say	37.4%	18.9%	38.6%	34.3%	46.2%

DO YOU THINK THAT THE 15% FOR FUND RAISING AND ADMINISTRATION IS:	OVERALL (Weighted) N=1,598	Men N=606	Women N=946	Income under \$40,000 N=391	Income \$40,000 + N=361
	%	%	%	%	%
Too high	24.2%	32.3%	24.8%	19.2%	28.3%
About right	34.2%	30.0%	33.1%	35.5%	47.6%
Too low	4.2%	4.8%	4.1%	4.9%	6.6%
Don't know/won't say	37.4%	32.8%	37.9%	40.4%	17.5%

Q24. Did you know that the Corporate Cornerstones donor companies pay for all of the 15% in fund raising and administration costs? (i.e. that all of the money that individuals donate is passed on to charitable organizations)

DID YOU KNOW THAT THE CORPORATE CORNERSTONES DONOR COMPANIES PAY FOR FUND RAISING AND ADMINISTRATION COSTS?	OVERALL (Weighted)		Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%
Yes	75	3.8%	3.4%	6.7%	6.3%	2.8%
No	1480	93.7%				
Don't know/won't say	43	2.5%				

DID YOU KNOW THAT THE CORPORATE CORNERSTONES DONOR COMPANIES PAY FOR FUND RAISING AND ADMINISTRATION COSTS?	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418	Anglo N=817	Hispanic N=483
	%	%	%	%	%
Yes	3.8%	15.6%	3.3%	5.8%	2.5%

DID YOU KNOW THAT THE CORPORATE CORNERSTONES DONOR COMPANIES PAY FOR FUND RAISING AND ADMINISTRATION COSTS?	OVERALL (Weighted) N=1,598	Men N=606	Women N=946	Income under \$40,000 N=391	Income \$40,000 + N=361
	%	%	%	%	%
Yes	3.8%	6.9%	3.5%	2.6%	10.0%

Q25. Did you know that United Way of Central New Mexico operates an information and referral service to help people find the services they need?

DID YOU KNOW THAT UNITED WAY OPERATES AN INFORMATION AND REFERRAL SERVICE TO HELP PEOPLE FIND THE SERVICES THEY NEED?	OVERALL (Weighted)		2001 UW Report	Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%	%
Yes	254	17.6%	32%	17.9%	17.2%	10.0%	17.5%
No	1,293	79.5%	7%				
Don't know/won't say	51	2.9%	60%				

DID YOU KNOW THAT UNITED WAY OPERATES AN INFORMATION AND REFERRAL SERVICE TO HELP PEOPLE FIND THE SERVICES THEY NEED?	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418	Anglo N=817	Hispanic N=483
	%	%	%	%	%
Yes	17.6%	45.6%	12.1%	19.7%	9.3%

DID YOU KNOW THAT UNITED WAY OPERATES AN INFORMATION AND REFERRAL SERVICE TO HELP PEOPLE FIND THE SERVICES THEY NEED?	OVERALL (Weighted) N=1,598	Men N=606	Women N=946	Income under \$40,000 N=391	Income \$40,000 + N=361
	%	%	%	%	%
Yes	17.6%	17.0%	15.8%	10.7%	33.5%

Q26. Did you know that you can dial 211 from your phone to reach United Way of Central New Mexico's information and referral service?

DID YOU KNOW THAT YOU CAN DIAL 211 TO REACH UNITED WAY'S INFORMATION AND REFERRAL SERVICE?	OVERALL (Weighted)		Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%
Yes	45	3.6%	3.8%	2.7%	0.6%	3.8%
No	1,522	94.6%				
Don't know/won't say	31	1.8%				

DID YOU KNOW THAT YOU CAN DIAL 211 TO REACH UNITED WAY'S INFORMATION AND REFERRAL SERVICE?	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418	Anglo N=817	Hispanic N=483
	%	%	%	%	%
Yes	3.6%	8.3%	2.1%	3.1%	1.9%

DID YOU KNOW THAT YOU CAN DIAL 211 TO REACH UNITED WAY'S INFORMATION AND REFERRAL SERVICE?	OVERALL (Weighted) N=1,598	Men N=606	Women N=946	Income under \$40,000 N=391	Income \$40,000 + N=361
	%	%	%	%	%
Yes	3.6%	3.0%	2.7%	1.5%	5.3%

Q27. Do you know anyone (including yourself) who has ever used the United Way information and referral service?

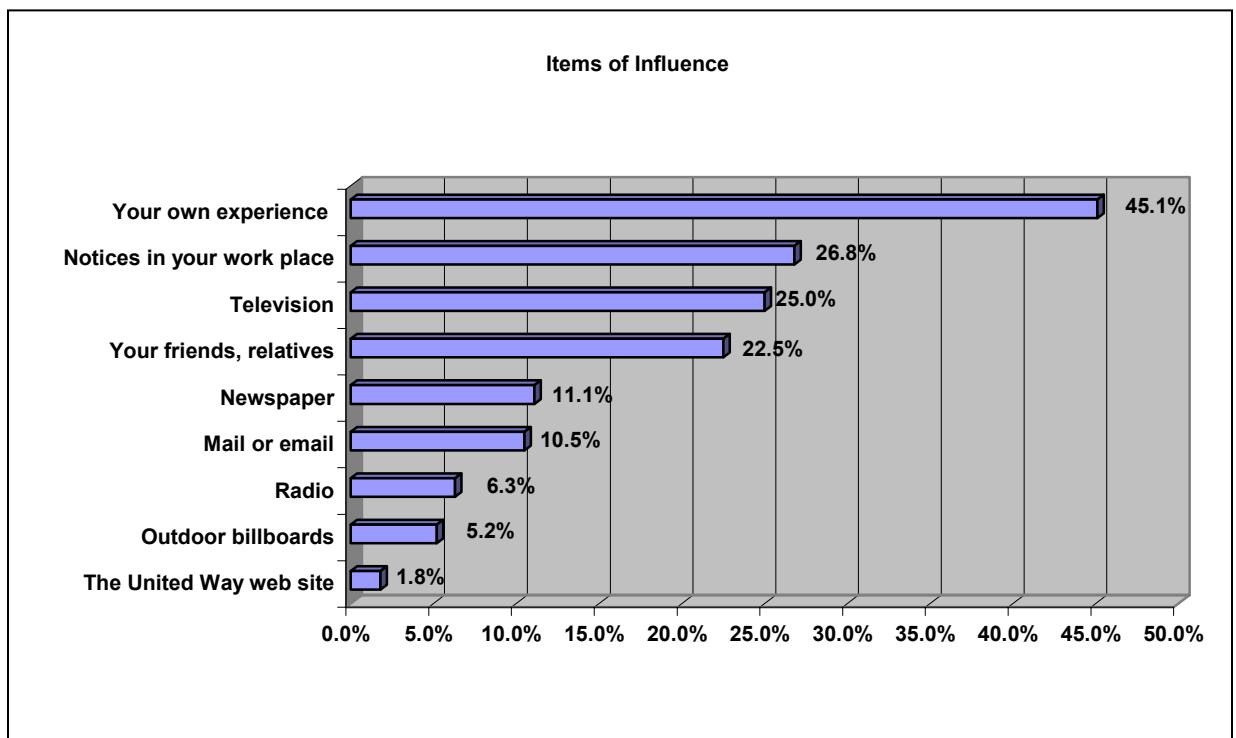
DO YOU KNOW ANYONE WHO HAS EVER USED THE UNITED WAY INFORMATION AND REFERRAL SERVICE?	OVERALL (Weighted)		Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%
Yes	45	3.3%	3.4%	2.7%	1.1%	3.8%
No	1,478	92.1%				
Don't know/won't say	75	4.7%				

DO YOU KNOW ANYONE WHO HAS EVER USED THE UNITED WAY INFORMATION AND REFERRAL SERVICE?	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418	Anglo N=817	Hispanic N=483
	%	%	%	%	%
Yes	3.3%	7.2%	2.3%	2.8%	2.7%

DO YOU KNOW ANYONE WHO HAS EVER USED THE UNITED WAY INFORMATION AND REFERRAL SERVICE?	OVERALL (Weighted) N=1,598	Men N=606	Women N=946	Income under \$40,000 N=391	Income \$40,000 + N=361
	%	%	%	%	%
Yes	3.3%	2.3%	3.2%	1.8%	5.3%

Q28. Which of the following have significantly influenced your opinion of United Way (check all that apply):

WHICH OF THE FOLLOWING HAVE SIGNIFICANTLY INFLUENCED YOUR OPINION OF UNITED WAY	OVERALL (Weighted)		Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%
Your own experience with United Way	740	45.1%	43.5%	53.1%	39.3%	48.8%
Notices or other information in your work place	353	26.8%	28.7%	22.7%	15.7%	19.8%
Television	418	25.0%	25.8%	19.2%	38.7%	22.5%
Your friends, relatives, and colleagues	393	22.5%	21.5%	29.2%	28.5%	20.0%
Newspaper	169	11.1%	11.4%	10.2%	11.4%	9.3%
Mail or email you have received from United Way	96	10.5%	12.8%	1.2%	2.3%	6.5%
Radio	86	6.3%	6.7%	5.0%	4.6%	5.0%
Outdoor billboards	61	5.2%	5.8%	3.2%	1.7%	4.0%
The United Way web site	18	1.8%	2.2%	0.2%	0.6%	1.3%



Q28. Which of the following have significantly influenced your opinion of United Way (check all that apply): (continued)

WHICH OF THE FOLLOWING HAVE SIGNIFICANTLY INFLUENCED YOUR OPINION OF UNITED WAY	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418	Anglo N=817	Hispanic N=483
	%	%	%	%	%
Your own experience with United Way	45.1%	42.8%	46.8%	46.6%	53.2%
Notices or other information in your work place	26.8%	52.8%	18.2%	25.1%	19.0%
Television	25.0%	31.1%	25.5%	30.5%	20.1%
Your friends, relatives, and colleagues	22.5%	21.7%	25.0%	23.3%	25.5%
Newspaper	11.1%	14.4%	10.1%	12.2%	8.3%
Mail or email you have received from United Way	10.5%	7.2%	5.9%	5.4%	9.7%
Radio	6.3%	8.9%	4.9%	7.1%	3.1%
Outdoor billboards	5.2%	7.2%	3.4%	5.3%	1.7%
The United Way web site	1.8%	1.7%	1.1%	1.0%	1.2%

WHICH OF THE FOLLOWING HAVE SIGNIFICANTLY INFLUENCED YOUR OPINION OF UNITED WAY	OVERALL (Weighted) N=1,598	Men N=606	Women N=946	Income under \$40,000 N=391	Income \$40,000 + N=361
	%	%	%	%	%
Your own experience with United Way	45.1%	49.8%	45.5%	45.0%	41.0%
Notices or other information in your work place	26.8%	24.1%	21.8%	23.3%	34.1%
Television	25.0%	28.7%	25.2%	29.7%	34.6%
Your friends, relatives, and colleagues	22.5%	26.4%	24.0%	19.7%	23.0%
Newspaper	11.1%	11.7%	9.9%	11.8%	13.9%
Mail or email you have received from United Way	10.5%	6.9%	5.7%	7.9%	3.0%
Radio	6.3%	5.4%	5.6%	5.4%	9.1%
Outdoor billboards	5.2%	4.8%	3.4%	2.8%	8.6%
The United Way web site	1.8%	1.5%	1.0%	0.3%	2.5%

Q29. Did you know that all of the costs of United Way of Central New Mexico advertising are donated by the local media?

DID YOU KNOW THAT ALL OF THE COSTS OF UNITED WAY ADVERTISING ARE DONATED BY THE LOCAL MEDIA?	OVERALL (Weighted)		Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%
Yes	127	5.3%	4.5%	7.5%	14.8%	6.3%
No	1405	91.1%				
Don't know/won't say	66	3.7%				

DID YOU KNOW THAT ALL OF THE COSTS OF UNITED WAY ADVERTISING ARE DONATED BY THE LOCAL MEDIA?	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418	Anglo N=817	Hispanic N=483
	%	%	%	%	%
Yes	5.3%	16.7%	6.8%	10.3%	4.1%

DID YOU KNOW THAT ALL OF THE COSTS OF UNITED WAY ADVERTISING ARE DONATED BY THE LOCAL MEDIA?	OVERALL (Weighted) N=1,598	Men N=606	Women N=946	Income under \$40,000 N=391	Income \$40,000 + N=361
	%	%	%	%	%
Yes	5.3%	11.4%	6.0%	4.1%	12.5%

Q30. Has United Way's advertising:

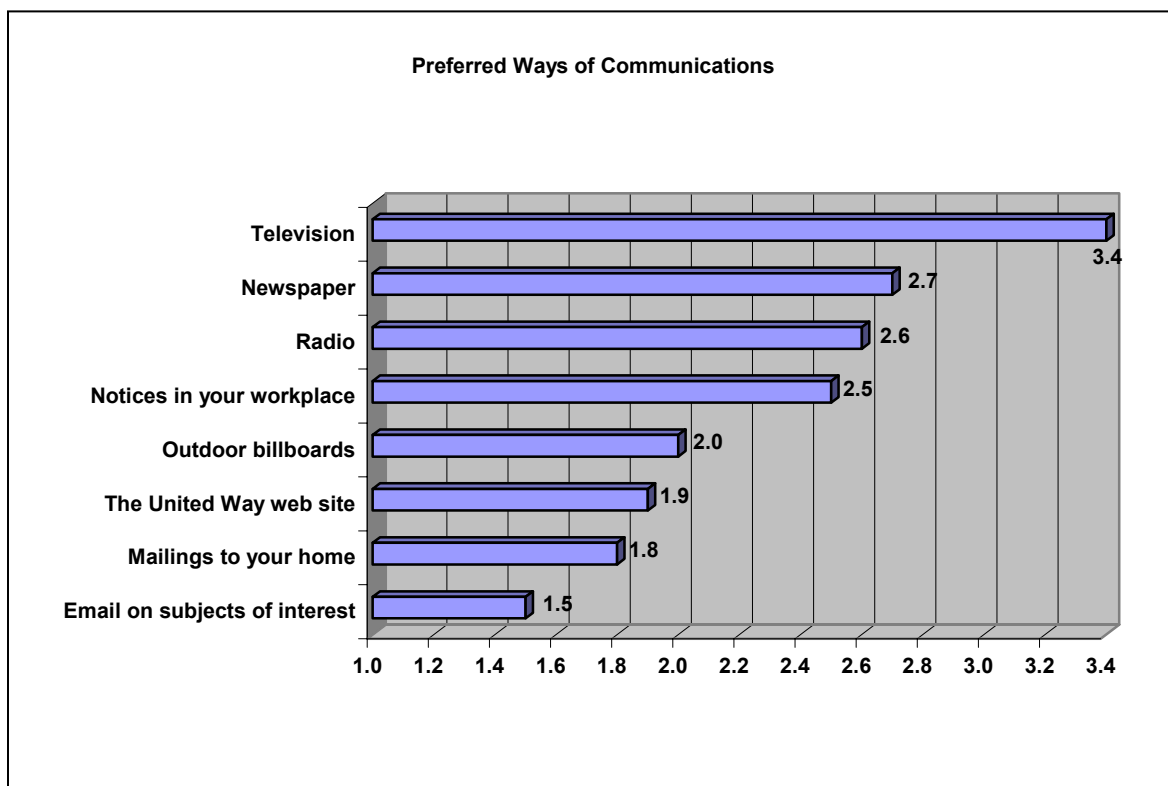
HAS UNITED WAY'S ADVERTISING:	OVERALL (Weighted)		Bernalillo N=435	Sandoval N=373	Torrance N=321	Valencia N=384
	COUNT N=1,513	%	%	%	%	%
Caused you to give to United Way	54	3.9%	4.1%	2.7%	4.0%	3.4%
Caused you to increase your giving	43	3.2%	3.2%	3.8%	1.9%	2.3%
Had no impact on your giving	1,255	86.2%	87.8%	76.9%	77.3%	88.0%
Caused you to decrease your giving	32	1.7%	1.4%	4.3%	1.9%	1.0%
Caused you to not give to United Way	129	5.0%	3.4%	12.3%	15.0%	5.2%

HAS UNITED WAY'S ADVERTISING:	OVERALL (Weighted) N=1,513	Donated to UW N=176	Did not Donate N=1,337	Anglo N=790	Hispanic N=471
	%	%	%	%	%
Caused you to give to United Way	3.9%	12.5%	2.4%	4.1%	2.8%
Caused you to increase your giving	3.2%	9.1%	2.0%	3.9%	1.5%
Had no impact on your giving	86.2%	77.3%	83.7%	83.0%	84.9%
Caused you to decrease your giving	1.7%	0.6%	2.3%	2.3%	2.5%
Caused you to not give to United Way	5.0%	0.6%	9.6%	6.7%	8.3%

HAS UNITED WAY'S ADVERTISING:	OVERALL (Weighted) N=1,513	Men N=580	Women N=910	Income under \$40,000 N=378	Income \$40,000 + N=354
	%	%	%	%	%
Caused you to give to United Way	3.9%	2.6%	4.3%	4.0%	6.8%
Caused you to increase your giving	3.2%	2.1%	3.4%	3.7%	4.5%
Had no impact on your giving	86.2%	82.4%	83.1%	86.2%	81.6%
Caused you to decrease your giving	1.7%	1.6%	2.5%	1.9%	1.7%
Caused you to not give to United Way	5.0%	11.4%	6.7%	4.2%	5.4%

Q31. Next, I will read ways by which the local United Way might inform you about its activities, programs, and funds. For each item I read, please rate it anywhere between 1 and 5, where 5 means you are very interested in having United Way communicate with you this way and 1 means you are not at all interested in having the United Way communicate with you in this way:

WAYS BY WHICH THE LOCAL UNITED WAY MIGHT INFORM YOU ABOUT ITS ACTIVITIES, PROGRAMS, AND FUNDS	AVERAGE RATING (Weighted) N=1,477	Not at all Interested-----Very Interested				
		1	2	3	4	5
Television	3.4	23.1%	8.9%	15.1%	12.5%	40.4%
Newspaper	2.7	32.2%	18.2%	19.3%	9.7%	20.6%
Radio	2.6	37.7%	11.3%	19.6%	15.0%	16.3%
Notices in your workplace	2.5	44.9%	8.0%	16.8%	12.2%	18.1%
Outdoor billboards	2.0	56.1%	11.2%	13.9%	9.5%	9.5%
The United Way web site	1.9	66.0%	7.8%	8.9%	8.3%	8.9%
Mailings to your home	1.8	59.8%	11.3%	16.2%	6.0%	6.8%
Email to you on subjects of interest	1.5	77.3%	7.3%	7.7%	3.8%	3.9%



Q31. Next, I will read ways by which the local United Way might inform you about its activities, programs, and funds. For each item I read, please rate it anywhere between 1 and 5, where 5 means you are very interested in having United Way communicate with you this way and 1 means you are not at all interested in having the United Way communicate with you in this way: (continued)

WAYS BY WHICH THE LOCAL UNITED WAY MIGHT INFORM YOU ABOUT ITS ACTIVITIES, PROGRAMS, AND FUNDS	OVERALL (Weighted) N=1,477	2001 UW Report	Bernalillo N=432	Sandoval N=363	Torrance N=320	Valencia N=362
	Average	Average	Average	Average	Average	Average
Television	3.4	3.8	3.4	3.3	3.1	3.2
Newspaper	2.7	3.5	2.7	2.6	2.3	2.8
Radio	2.6	3.3	2.6	2.5	2.2	2.6
Notices in your workplace	2.5	3.0	2.6	2.3	2.1	2.3
Outdoor billboards	2.0	2.6	2.0	2.1	1.8	2.2
The United Way web site	1.9	3.1	1.9	1.8	1.6	1.8
Mailings to your home	1.8	2.5	1.9	1.5	1.5	2.0
Email to you on subjects of interest	1.5	N/A	1.5	1.4	1.4	1.4

WAYS BY WHICH THE LOCAL UNITED WAY MIGHT INFORM YOU ABOUT ITS ACTIVITIES, PROGRAMS, AND FUNDS	OVERALL (Weighted) N=1,477	Donated to UW N=175	Did not Donate N=1,302	Anglo N=790	Hispanic N=459
	Average	Average	Average	Average	Average
Television	3.4	3.7	3.2	3.3	3.0
Newspaper	2.7	3.0	2.6	2.6	2.5
Radio	2.6	3.0	2.4	2.6	2.3
Notices in your workplace	2.5	3.5	2.2	2.3	2.4
Outdoor billboards	2.0	2.3	2.0	2.1	2.0
The United Way web site	1.9	2.3	1.7	1.8	1.7
Mailings to your home	1.8	1.9	1.7	1.7	1.9
Email to you on subjects of interest	1.5	1.7	1.4	1.4	1.5

WAYS BY WHICH THE LOCAL UNITED WAY MIGHT INFORM YOU ABOUT ITS ACTIVITIES, PROGRAMS, AND FUNDS	OVERALL (Weighted) N=1,477	Men N=560	Women N=897	Income under \$40,000 N=382	Income \$40,000 + N=350
	Average	Average	Average	Average	Average
Television	3.4	3.3	3.2	3.4	3.9
Newspaper	2.7	2.5	2.7	2.6	3.0
Radio	2.6	2.4	2.5	2.5	3.1
Notices in your workplace	2.5	2.2	2.4	2.4	3.0
Outdoor billboards	2.0	1.9	2.1	2.1	2.6
The United Way web site	1.9	1.7	1.8	1.9	2.3
Mailings to your home	1.8	1.7	1.8	1.9	2.0
Email to you on subjects of interest	1.5	1.4	1.5	1.6	1.7

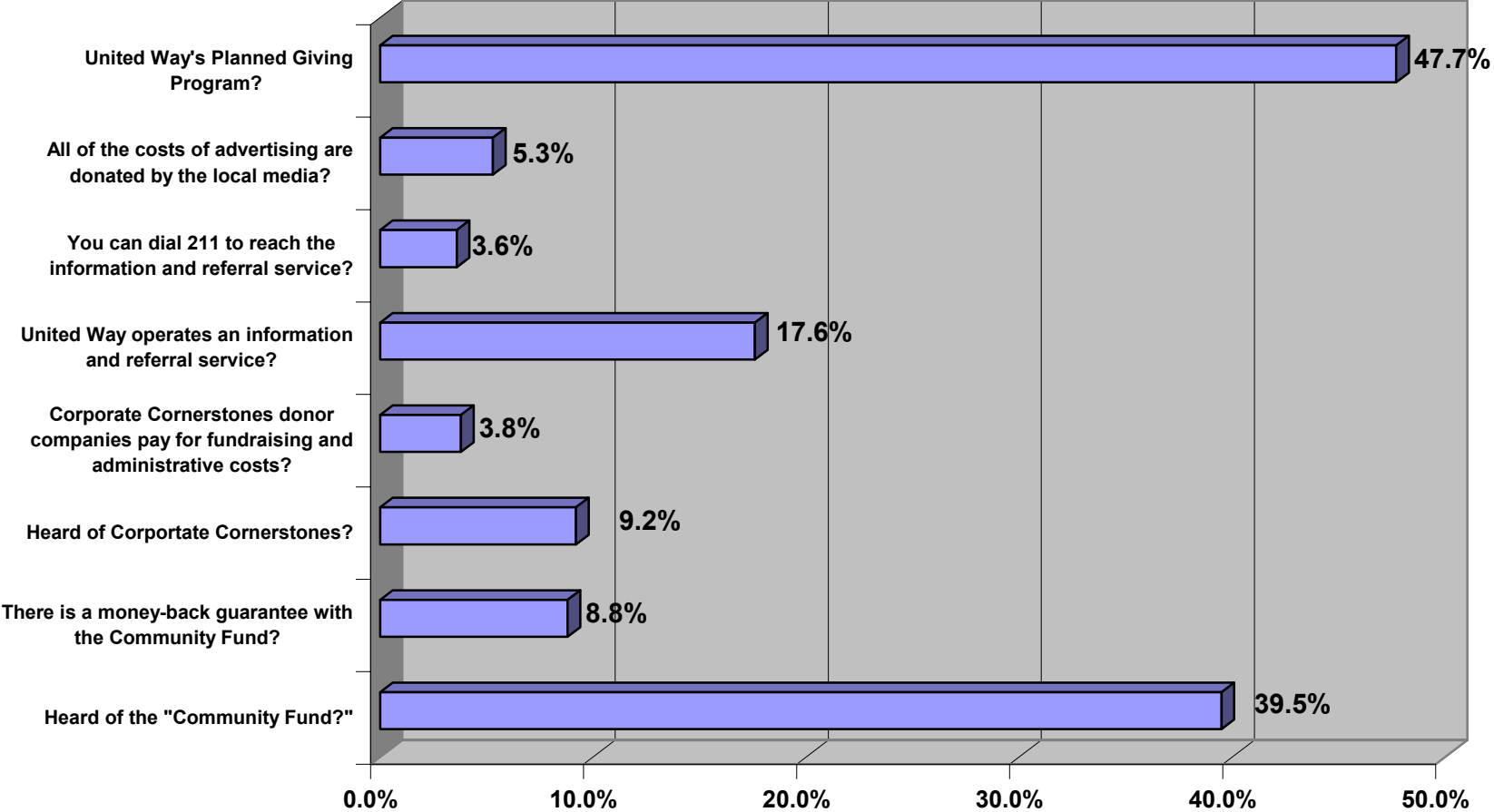
Q32. Are you aware of United Way's planned giving program?

ARE YOU AWARE OF UNITED WAY'S PLANNED GIVING PROGRAM?	OVERALL (Weighted)		Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%
Yes	696	41.7%	40.8%	49.4%	47.3%	37.5%
No	811	53.1%				
Don't know/won't say	91	5.1%				

ARE YOU AWARE OF UNITED WAY'S PLANNED GIVING PROGRAM?	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418	Anglo N=817	Hispanic N=483
	%	%	%	%	%
Yes	41.7%	63.3%	41.0%	48.1%	47.6%

ARE YOU AWARE OF UNITED WAY'S PLANNED GIVING PROGRAM?	OVERALL (Weighted) N=1,598	Men N=606	Women N=946	Income under \$40,000 N=391	Income \$40,000 + N=361
	%	%	%	%	%
Yes	41.7%	41.4%	46.3%	45.8%	45.2%

Are You Aware of the Following:



Q33. Are you employed outside of your home?

ARE YOU EMPLOYED OUTSIDE OF YOUR HOME?	OVERALL (Weighted)		2001 UW Report	Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%	%
Yes	629	37.7%	59%	36.5%	44.9%	38.2%	38.0%
No	207	7.4%	40%				
Don't know/won't say	762	54.8%	1%				

ARE YOU EMPLOYED OUTSIDE OF YOUR HOME?	OVERALL (Weighted) N=1,598	Donated to UW N=180	Did not Donate N=1,418
	%	%	%
Yes	37.7%	58.9%	36.9%

Q34. (For persons employed outside of their home) Was an employee charitable-giving campaign conducted at your workplace in the past 12 months?

WAS AN EMPLOYEE CHARITABLE-GIVING CAMPAIGN CONDUCTED AT YOUR WORKPLACE?	OVERALL (Weighted)		2001 UW Report	Bernalillo N=163	Sandoval N=180	Torrance N=134	Valencia N=152
	COUNT N=629	%	%	%	%	%	%
Yes	320	53.4%	49%	54.6%	51.1%	50.0%	47.4%
No	201	34.7%	45%				
Don't know/won't say	108	11.9%	6%				

WAS AN EMPLOYEE CHARITABLE-GIVING CAMPAIGN CONDUCTED AT YOUR WORKPLACE?	OVERALL (Weighted) N=629	Donated to UW N=106	Did not Donate N=523
	%	%	%
Yes	53.4%	83.0%	44.4%

Q35. (For persons employed outside of their home) Have you changed employers in the last year?

HAVE YOU CHANGED EMPLOYERS IN THE LAST YEAR?	OVERALL (Weighted)		Bernalillo N=163	Sandoval N=180	Torrance N=134	Valencia N=152
	COUNT N=629	%	%	%	%	%
Yes	90	15.2%	15.3%	15.6%	11.2%	14.5%
No	531	82.7%				
Don't know/won't say	8	2.1%				

HAVE YOU CHANGED EMPLOYERS IN THE LAST YEAR?	OVERALL (Weighted) N=629	Donated to UW N=106	Did not Donate N=523
	%	%	%
Yes	15.2%	14.2%	14.3%
No	82.7%		
Don't know/won't say	2.1%		

Q36. What is your age?

AGE	COUNT N=1,464	%
18 – 29	89	6.1%
30 – 39	165	11.3%
40 – 49	343	23.4%
50 – 59	383	26.2%
60 – 69	258	17.6%
70 – 79	148	10.1%
80 and older	78	5.3%
Average age	53.3	
Median age	53	
Median age (2001 United Way Report)	46	
Average age (Bernalillo)	53.8	
Average age (Sandoval)	52.4	
Average age (Torrance)	53.6	
Average age (Valencia)	53.4	
Average age (Donated to UW)	50.2	
Average age (Did Not Donate)	53.7	

Q37. Please tell me which of the following best describes your background?

PLEASE TELL ME WHICH OF THE FOLLOWING BEST DESCRIBES YOUR BACKGROUND?	OVERALL		2001 UW Report	Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%	%
Anglo	817	51.1%	55%	51.8%	56.1%	58.1%	39.3%
Hispanic	483	30.2%	38%	28.3%	23.2%	25.4%	43.8%
Mixed race	79	4.9%	N/A	4.7%	4.0%	6.0%	5.3%
Native American	55	3.4%	3%	5.4%	3.5%	2.0%	2.5%
Asian American	6	0.4%	N/A	0.2%	0.7%	0.0%	0.5%
Black/African American	22	1.4%	1%	2.9%	1.2%	0.3%	0.8%
Other	24	1.5%	3%	0.0%	2.5%	2.3%	1.5%
Won't say	112	7.0%	1%	6.7%	8.7%	6.0%	6.5%

PLEASE TELL ME WHICH OF THE FOLLOWING BEST DESCRIBES YOUR BACKGROUND?	OVERALL N=1,598	Donated to UW N=180	Did not Donate N=1,418
	%	%	%
Anglo	51.1%	56.7%	50.4%
Hispanic	30.2%	26.7%	30.7%
Mixed race	4.9%	6.7%	4.7%
Native American	3.4%	3.3%	3.5%
Asian American	0.4%	0.6%	0.4%
Black/African American	1.4%	3.3%	1.1%
Other	1.5%	1.1%	1.6%
Won't say	7.0%	1.7%	7.7%

Q38. Please stop me when I read the highest level of education you have had the opportunity to complete:

LEVEL OF EDUCATION	OVERALL		2001 UW Report	Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%	%	%	%
Some high school	72	4.5%	30%	4.0%	2.7%	6.0%	5.5%
High school graduate	550	34.4%		29.6%	31.7%	40.2%	37.5%
Some college/ associate degree/ vocational certificate	452	28.3%	33%	25.6%	28.9%	32.5%	27.0%
College graduate (4 years)	199	12.5%	21%	19.1%	13.5%	6.3%	9.5%
Some graduate work	35	2.2%	16%	3.4%	2.7%	0.9%	1.5%
Graduate degree	138	8.6%		10.1%	10.2%	3.7%	9.8%
Won't say	152	9.5%	1%	8.3%	10.2%	10.5%	9.3%

LEVEL OF EDUCATION	OVERALL N=1,598	Donated to UW N=180	Did not Donate N=1,418
	%	%	%
Some high school	4.5%	2.2%	4.8%
High school graduate	34.4%	16.1%	36.7%
Some college/associate degree/vocational certificate	28.3%	31.7%	27.9%
College graduate (4 years)	12.5%	25.0%	10.9%
Some graduate work	2.2%	5.6%	1.8%
Graduate degree	8.6%	16.7%	7.6%
Won't say	9.5%	2.8%	10.4%

Q39. Please stop me when I read the category that best describes your total household income:

HOUSEHOLD INCOME	OVERALL		2001 UW Report	Bernalillo N=446	Sandoval N=401	Torrance N=351	Valencia N=400
	COUNT N=1,598	%	%	%			%
Less than \$10,000	59	7.8%	18.7%	8.4%	3.7%	10.7%	8.9%
\$10,000 to \$19,999	90	12.0%		13.3%	9.6%	13.2%	11.7%
\$20,000 to \$29,999	129	17.2%	21.3%	16.8%	12.8%	23.3%	16.8%
\$30,000 to \$39,999	113	15.0%	22.7%	18.1%	16.0%	12.6%	12.3%
\$40,000 to \$59,999	152	20.2%	16.0%	20.4%	21.3%	17.6%	21.2%
\$60,000 to 99,999	164	21.8%	21.3%	17.3%	28.7%	18.2%	23.5%
\$100,000 to \$149,999	26	3.5%		3.5%	3.2%	1.9%	5.0%
\$150,000 and over	19	2.5%		2.2%	4.8%	2.5%	0.6%
Won't say²	846	50.5%	26%	49.3%	53.1%	54.7%	55.3%
Median	\$38,717		\$34,100	\$36,463	\$47,750	\$32,500	\$40,526
Median from 2000 U.S. Census	N/A		N/A	\$38,788	\$44,949	\$30,466	\$34,099
Median (Donated) N=119	\$57,368						
Median (Did not Donate) N=633	\$35,253						

² Percentage distribution of income by range excludes "Won't say" so that it totals to 100%.

Q40. Note to poller. Was respondent:

GENDER	OVERALL		2001 UW Report	Bernalillo N=433	Sandoval N=394	Torrance N=339	Valencia N=386
	COUNT N=1,552	%	%	%	%	%	%
Male	606	39.0%	49%	37.9%	39.1%	38.9%	40.4%
Female	946	61.0%	51%	62.1%	60.9%	61.1%	59.6%

GENDER	OVERALL N=1,552	Donated to UW N=176	Did not Donate N=1,376
	%	%	%
Male	39.0%	30.7%	40.1%
Female	61.0%	69.3%	59.9%

Surveys per county:

SURVEYS PER COUNTY	OVERALL		2001 UW Report
	COUNT N=1,598	%	%
Bernalillo	446	27.9%	75%
Sandoval	401	25.1%	12%
Torrance	351	22.0%	3%
Valencia	400	25.0%	6%

United Way 2005 Survey

Survey # _____
 County: _____

Surveyor Initials: _____
 Date of Survey: _____

Allow no more than five rings

Hi! My name is _____ from Southwest Planning & Marketing. We are conducting a study to better understand people's attitudes and opinions about charitable giving in your community. I assure you that I am not selling anything, nor will you be asked to make a donation to any charity. All of your answers will be kept confidential and reported as statistical data only. (If they are resistant to participating or ask who the sponsor is, say "This research is sponsored by United Way of Central New Mexico.") If you are initially turned down:

(choose one accordingly)

1) I can assure you that all your answers will be confidential.

2) The entire process really will only take 5-10 minutes.

(When they say yes, thank them).

Q1). What community issues do you personally feel are the most important for charities to support? (take up to 3 responses.)

- | | | |
|--|---|---|
| <input type="checkbox"/> AIDS | <input type="checkbox"/> Animal welfare | <input type="checkbox"/> Arts |
| <input type="checkbox"/> Children | <input type="checkbox"/> Child abuse | <input type="checkbox"/> Child nutrition |
| <input type="checkbox"/> Child health | <input type="checkbox"/> Crime | <input type="checkbox"/> Disabilities (people with |
| <input type="checkbox"/> Domestic violence (spousal abuse) | | <input type="checkbox"/> Education |
| <input type="checkbox"/> Disease prevention/cure (cancer, heart disease, diabetes, etc.) | | <input type="checkbox"/> Environment |
| <input type="checkbox"/> Dropouts | <input type="checkbox"/> DWI/DUI | <input type="checkbox"/> Gang violence |
| <input type="checkbox"/> Homelessness | <input type="checkbox"/> Hospice | <input type="checkbox"/> Health/hospitals |
| <input type="checkbox"/> Human rights | <input type="checkbox"/> Hunger | <input type="checkbox"/> Housing (affordable housing) |
| <input type="checkbox"/> Job training (employment) | | <input type="checkbox"/> Life skills |
| <input type="checkbox"/> Literacy | <input type="checkbox"/> Mental health | <input type="checkbox"/> Parenting |
| <input type="checkbox"/> Poverty | <input type="checkbox"/> Pregnancy (teen pregnancy) | |
| <input type="checkbox"/> Teenagers (youth) | <input type="checkbox"/> Senior nutrition | <input type="checkbox"/> Senior health care |
| <input type="checkbox"/> Senior transportation | <input type="checkbox"/> Shelters for the homeless | |
| <input type="checkbox"/> Senior citizens/elderly | | |
| <input type="checkbox"/> Substance abuse (drug or alcohol abuse) | <input type="checkbox"/> Truancy | |

1) _____

2) _____

3) _____

Q2). What community issues do you personally feel are the most important for United Way of Central New Mexico to support? (take up to 3 responses.)

- | | | |
|--|---|---|
| <input type="checkbox"/> AIDS | <input type="checkbox"/> Animal welfare | <input type="checkbox"/> Arts |
| <input type="checkbox"/> Children | <input type="checkbox"/> Child abuse | <input type="checkbox"/> Child nutrition |
| <input type="checkbox"/> Child health | <input type="checkbox"/> Crime | <input type="checkbox"/> Disabilities (people with |
| <input type="checkbox"/> Domestic violence (spousal abuse) | | <input type="checkbox"/> Education |
| <input type="checkbox"/> Disease prevention/cure (cancer, heart disease, diabetes, etc.) | | <input type="checkbox"/> Environment |
| <input type="checkbox"/> Dropouts | <input type="checkbox"/> DWI/DUI | <input type="checkbox"/> Gang violence |
| <input type="checkbox"/> Homelessness | <input type="checkbox"/> Hospice | <input type="checkbox"/> Health/hospitals |
| <input type="checkbox"/> Human rights | <input type="checkbox"/> Hunger | <input type="checkbox"/> Housing (affordable housing) |
| <input type="checkbox"/> Job training (employment) | | <input type="checkbox"/> Life skills |
| <input type="checkbox"/> Literacy | <input type="checkbox"/> Mental health | <input type="checkbox"/> Parenting |
| <input type="checkbox"/> Poverty | <input type="checkbox"/> Pregnancy (teen pregnancy) | |
| <input type="checkbox"/> Teenagers (youth) | <input type="checkbox"/> Senior nutrition | <input type="checkbox"/> Senior health care |
| <input type="checkbox"/> Senior transportation | <input type="checkbox"/> Shelters for the homeless | |
| <input type="checkbox"/> Senior citizens/elderly (drug or alcohol abuse) | <input type="checkbox"/> Truancy | |

1) _____

2) _____

3) _____

Q3). Using a scale of 1 to 5, where 5 means very effective and 1 means very ineffective, please rate the effectiveness of United Way of Central New Mexico.

Q4). Over the past 12 months, have you donated time to any charity, philanthropic, not-for-profit or fund raising organization? Yes No Don't know/won't say

Q5). Over the past 12 months, have you donated money to any charity, philanthropic, not-for-profit or fund raising organization? *If no, go to Q12

Yes No Don't know/won't say

Q6). Over the past 12 months, how much money in total did you contribute to charitable or non-profit organizations? \$ _____

Q7). Do you and your spouse or significant other discuss and make a joint decision about your giving?

Yes No Don't know/won't say

No, I don't have a spouse

Q8). Have you made a charitable contribution to United Way in the past 12 months? *If no, go to Q11

Yes No Don't know/won't say

Q9). Over the past 12 months, how much money in total did you contribute to United Way?

\$ _____

Q10). Why did you give to United Way? *Go to Q16 when finished (take up to 3 responses.)

- It's easy/painless (to use the payroll deduction)
- It's convenient to get one statement for tax purposes
- I can designate money to go where I want
- The money stays in the local community
- I don't have to pay any overhead/administrative costs
- I like the organization
- I trust the organization
- The organization is efficient (has low administrative costs)
- They support good causes/deserving people
- I am pressured to give at work
- My company will match my contribution
- I like getting recognition for it
- It makes me feel good/it's important to contribute to those in need

1) _____

2) _____

3) _____

Q11). Why did you not give to United Way? (take up to 3 responses.)

- I don't like the organization
- I don't trust the organization
- Misuse or poor use of funds in the past—at the national level
- Misuse or poor use of funds in the past—at the local level
- The organization is not efficient (has high administrative costs)
- They don't support the right causes/most deserving people (including not supporting Planned Parenthood or supporting Boy Scouts/organizations with exclusionary policies)
- I am pressured to give at work
- I wasn't asked to contribute
- There is no program where I work
- I already give to my favorite causes
- I can't afford to contribute

1) _____

2) _____

3) _____

Q12). Were you asked to contribute to United Way within the past 12 months?

- Yes
- No
- Don't know/won't say

Q13). Have you contributed to United Way within the past 3 years? *If yes, go to Q16

- Yes
- No
- Don't know/won't say

Q14). Do you know of any persons who have benefited from United Way funding?

- Yes
- No
- Don't know/won't say

Q15). Do you know of any persons who donate to United Way? Yes No Don't know/won't say

Q16). I would like for you to imagine that you are considering donating to United Way of Central New Mexico. I will read you a list of items that people may consider when making decisions about giving to the United Way. For each, please rate it anywhere between 1 and 5, where 5 means it would be very important and 1 means it would be not at all important in your decision about giving to United Way of Central New Mexico.

_____ Your money would go to community members who are most vulnerable.

_____ Your money would stay in the local community.

_____ Your money would go primarily for prevention (of problems).

_____ Your money would go primarily for intervention (treatment of problems).

_____ Your money would go to organizations that provide effective services.

_____ Your money would go to organizations that are financially accountable.

_____ It would be convenient for you to donate to one umbrella organization without having to evaluate many different charities.

Q17). United Way receives donations that are not earmarked or designated for any particular organization or cause; this is known as the "community fund." Have you previously heard of the "community fund?" If no, go to Q19

- Yes
- No
- Don't know/won't say

Q18). Did you know that there is a money-back guarantee if a donor is not satisfied with how the community funds are distributed?

- Yes
- No
- Don't know/won't say

Q19). On a scale of 1 to 5, where 5 is very important and 1 is not at all important, how important is it to you that there is a money-back guarantee on donations to the community fund? _____

Q20). I would like for you to rate the various ways in which United Way of Central New Mexico may decide how much money should be given to each community program. For each way, please rate it anywhere from 1 to 5, where 5 means a very good way and 1 means a very poor way to decide how much money each agency will receive.

_____ United Way should decide based upon performance reports provided by agencies.

_____ United Way volunteers who review the performance of the local agencies should decide.

_____ Decisions should be based upon what the community-at-large believes, as shown through surveys such as this

_____ United Way donors should designate how much of their money each of the agencies is to receive.

Q21). In recent years, the federal government has decreased the amount of money that it provides for various social and health services. Does this make you want to:

- Increase your giving
- Keep your giving at the same level
- Decrease your giving

Q22). Have you heard of Corporate Cornerstones?

- Yes
- No
- Don't know/won't say

Q23). 15% of the funds raised by United Way of Central New Mexico go to fund raising and administration, with the other 85% distributed to charitable organizations.

Do you think that the 15% for fund raising and administration is:

- Too high
- About right
- Too low
- Don't know/won't say

Q24). Did you know that the Corporate Cornerstones donor companies pay for all of the 15% in fund raising and administration costs? (i.e. that all of the money that individuals donate is passed on to charitable organizations)

- Yes
- No
- Don't know/won't say

Q25). Did you know that United Way of Central New Mexico operates an information and referral service to help people find the services they need?

- Yes No Don't know/won't say

Q26). Did you know that you can dial 211 from your phone to reach United Way of Central New Mexico's information and referral service?

- Yes No Don't know/won't say

Q27). Do you know anyone (including yourself) who has ever used the United Way information and referral service?

- Yes No Don't know/won't say

Q28). Which of the following have significantly influenced your opinion of United Way (check all that apply):

- Your own experience with United Way
 Mail or email you have received from United Way
 Your friends, relatives, and colleagues
 Notices or other information in your work place
 The United Way web site
 Television
 Newspaper
 Radio
 Outdoor billboards

Q29). Did you know that all of the costs of United Way of Central New Mexico advertising are donated by the local media?

- Yes No Don't know/won't say

Q30). Has United Way's advertising

- Caused you to give to United Way
 Caused you to increase your giving
 Had no impact on your giving
 Caused you to decrease your giving
 Caused you to not give to United Way

Q31). Next, I will read ways by which the local United Way might inform you about its activities, programs, and funds. For each item I read, please rate it anywhere between 1 and 5, where 5 means you are very interested in having United Way communicate with you this way and 1 means you are not at all interested in having the United Way communicate with you in this way:

- ____ Newspaper
____ Radio
____ Television
____ Outdoor billboards
____ Notices in your workplace
____ The United Way web site
____ Mailings to your home
____ Email to you on subjects of interest

Q32). Are you aware of United Way's planned giving program?

- Yes No Don't know/won't say

Thanks for your patience. Now I would like to ask you a few more questions for statistical purposes only.

Q33). Are you employed outside of your home?

**If no, go to Q36*

- Yes No Don't know/won't say

Q34). Was an employee charitable-giving campaign conducted at your workplace in the past 12 months?

- Yes No Don't know/won't say

Q35). Have you changed employers in the last year?

- Yes No Don't know/won't say

Q36). What is your age? _____

Q37). Please tell me which of the following best describes your background?

- Anglo Hispanic
 Native American Asian American
 Mixed race Other
 Black/African American
 Won't say

38). Please stop me when I read the highest level of education you have had the opportunity to complete:

- Some high school
 High school graduate
 Some college/associate degree/vocational certificate
 College graduate (4 years)
 Some graduate work
 Graduate degree
 Won't say

Q39). Please stop me when I read the category that best describes your total household income

- Less than \$10,000
 \$10,000 to \$19,999
 \$20,000 to \$29,999
 \$30,000 to \$39,999
 \$40,000 to \$59,999
 \$60,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 and over
 Won't say

This concludes our survey. Thank you so much for your time.

Q40. Note to poller. Was respondent:

- Male Female

FOCUS GROUP SUMMARY EMPLOYEE CAMPAIGN MANAGERS

On June 22, 2005, Bruce Poster of Southwest Planning & Marketing moderated a focus group of Employee Campaign Managers (ECMs). The group was conducted at the United Way offices from 8 to 10 a.m. Ten people (six women and four men) participated. What follows is a summary of the major findings. Comments in **bold** represent a consensus of the group.

Bruce began by describing the purpose of the focus group and basic ground rules. Participants introduced themselves.

1. When you think of United Way, what comes to mind?

- Funding source
- Community assistance
- Miracles
- Helping hand
- Quality control
- Network
- Community Fund
- Community involvement
- Giving
- People
- Payroll deduction
- Community partner
- Campaign
- Pressure (on him to produce results)

2. What are three positive attributes?

- Well-run
- Well-respected
- Open and honest
- Has an evaluation process
- Accountable
- Good staff
- One of the best in the U.S.
- Convenient
- Questions and improves upon its own process
- Self direction of dollars
- Makes you feel good about giving
- Broad assistance to community
- There are several ways to participate (e.g. through volunteering)
- Reengineering and quality improvement
- 100% goes to organizations

3. **What are three negative attributes?**
 - Neediness
 - Pressure to meet goals
 - Judgment around those who don't give
 - Too big
 - People don't get how Cornerstones works
 - It's difficult to understand and communicate its breadth
 - Continuing image problem from national scandal
 - Sense that only the wealthy can give

4. **In your company, what do you think is the level of employee awareness around United Way? How can awareness be increased? How can regard be increased?**
 - **Almost all employees know of it**
 - **Awareness is medium to high**
 - **Only a few employees have a depth of knowledge about UW**
 - Within APS, awareness varies from school to school (low income employees are more aware)
 - Make UW easier to explain
 - **Use the same consistent basic messages every year and throughout the year**
 - More proactive use of loaned execs (in large organizations too) and more support from the loaned execs
 - **Design a program to help transition ECMs**
 - Change the video to make it more informative, e.g. address accountability, how applicants are screened, Cornerstones
 - Provide flexibility for each organization to do it their way in relation to their corporate culture; even tailor the video to specific organizations
 - The contribution form is too confusing (but a useful way to discuss benefits)
 - Use on-line giving more
 - **Need an in-depth ECM boot camp, with more learning from each other** (more nitty gritty details and repetition for new ECMs)
 - **Establish an ECM mentorship program** (e.g. form groups of 4 new and 4 experienced ECMs)

5. **What are the most important community issues that need to be addressed in Central New Mexico?**
 - Health care
 - Domestic violence
 - DWI
 - Child abuse
 - Homelessness
 - Hunger
 - Literacy

- Parenting
- Kids activities (proactive, before they have problems)
- Employment
- Job training
- Life skills
- Seniors, e.g. adult daycare and hospice
- Teen substance abuse and pregnancy

6. Which of those issues do you think should be addressed by United Way? Why?

- All of them
- Teen issues—prevention
- Early childhood and parenting (prevention)
- Start with kids early (e.g. truancy)
- Help the most vulnerable (early on prevention)
- Don't support organization with access to other funding sources who aren't taking advantage of the other sources

7. How do issues you are passionate about influence your giving?

- **ECMs use an appeal to what people are passionate about**
- Opening UW up to all non-profits increased giving by APS employees who wanted to donate to schools
- Offer choices to people
- It is very compelling when UW touches the family of a fellow employee

8. Would you prefer that United Way funding be focused more on prevention or intervention?

- **There was considerable support for giving somewhat greater emphasis to prevention**
- **Many wanted to do both**
- Leave it up to the giver

9. Are you familiar with the United Way Community Fund? (show of hands)

- **All were very familiar with it**

10. How highly do you value the United Way Community Fund?

- **It is very important**
- Being on the evaluation committee is a great way to increase awareness and appreciation, including the controls placed on it (this is a great way for future ECMs to learn about the Fund)
- It's not fair that evaluators can't consider the size of UW designations in considering how to distribute the Community Fund
- Try to reduce redundancy among agencies
- Help non-profits build fund-raising capacity

- 11. Did you know that there is a money-back guarantee with donations to the United Way Community Fund? How important is this to you?**
- **Most knew about the guarantee**
 - **The guarantee is seen as important**
- 12. Do you know how United Way raises the 15% of its costs that go for administration?**
- **All understood how Cornerstones works**
- 13. What do you think the community perception is about this?**
- **Very low awareness**
- 14. It's not credible, especially for newcomers to New Mexico What does UWCNM need to do to change this perception?**
- **Provide a consistent, concise message**
 - **Account for where all dollars go (especially in the Community Fund)**
 - **Provide more information on web site**
 - **Pare down and customize marketing material**
 - **Produce better TV spots that mention how innovative UWCNM is and explain Cornerstones**
 - **Develop an annual calendar of monthly communications to the public on how UW really works (not just appeals based on heart break)**
 - **Send out a short monthly electronic newsletter to ECMS (no more than one page) that they can forward to employees**
 - **Tell the public that ads and recognition costs are all donated**
- 15. Are you familiar with "Corporate Cornerstones"?**
- **Yes**
 - **Some use the company donation as an excuse for not giving as individuals**
- 16. What is your perception regarding how much of a United Way donation goes into recognition costs?**
- **All but one knew that recognition costs are donated**
- 17. What value do you see in having your company recognized by UWCNM? Yourself?**
- **It's important to the companies**
 - **It's less important to individuals**
- 18. What are the best ways for UWCNM to offer recognition to your company? Yourself?**
- **Put a symbol on buildings to recognize Cornerstones**
 - **Continue events to maintain competition among the executives**
 - **Use the newspaper instead of purchasing plaques**
 - **Keep recognition costs down for individuals, e.g. provide certificates and other "thank you's" rather than mugs**

- Leadership breakfasts are nice (but shorten the program)
- 19. How well does UWCNM currently meet your company's needs for recognition? Yours?**
- **Keep doing what you are doing, with costs in mind**
- 20. Do you see value in designating to a charity via UWCNM vs. donating directly to an agency?**
- **It's easier**
 - You help UW and the charity that way
 - Gets you off junk mail and call lists
 - Makes it easy to turn down other requests for charity
 - Some companies match the UW donation
 - **Payroll deduction makes it easy**
 - Accountability
- 21. Do you and your spouse/ significant other discuss your giving?**
- **Yes**
- 22. How does giving by your spouse/ significant other affect your giving?**
- Some combine their gifts at one location to reach a higher donor level
 - The spouse is at First Heritage Bank, which still does not have a UW campaign
- 23. Do you think that UWCNM should ask donors to make an additional donation at the end of the year?**
- **No, we already ask enough**
- 24. How would you like UWCNM to communicate with you?**
- **Email, with few attachments**
- 25. How often?**
- **Monthly**
 - As needed during the campaign
 - Only send when necessary or they become spam
- 26. What ideas do you have for UWCNM improving communications.**
- Use email to replace meetings when possible
 - Simple, concise, year-long messages
 - Knowledgeable ECMs
 - Package of concise materials to distribute
 - Work with CEOs to gain their participation (but include or copy ECMs in any communication to CEOs)
- 27. Have you seen advertising by UWCNM?**

- **All have seen it**

28. What do you think of it?

- Good (2)
- Sappy (e.g. the one with signs flipped over)
- They don't mention Media United and should
- They should promote the 211 service

29. Do you know how it is funded?

- **All know how it is funded**
- Four of them knew the name "Media United"

30. Is knowing about Media United important in deciding whether to donate?

- **Yes, it is very important**

31. Would you like to have the opportunity to opt in via the web site to periodically receive email with specific types of information of interest to you?

- **Most would**
- There could be a problem if it causes the employees to have more questions of the ECMs

32. How did you choose to be an ECM?

- **A majority were selected**
- One volunteered
- One has it as part of his job at APS
- **It's good for career advancement**
- **It's good for personal growth**

33. How could UWCNM better support ECMs?

- **Use former ECMs as mentors and involve them in the training**
- **ECM boot camp to learn best practices**
- **Support from loaned execs**
- Facilitate a think-tank of ECMs (this could be, but need not be hosted by UW)
- **Help them aggregate buying power, e.g. for company tee shirts**
- More standardization, e.g. on how to create data bases within each company
- It helps to have dedicated UW personnel in-house (like at UNM and APS)
- Provide more emotional support: it's "terrifying" to be a new ECM
- Note: the ECMs seem to enjoy sharing how their own campaigns work
- Note: the ECMs would like to have each others' email addresses to facilitate their mutual education and support

34. What has been the overall quality of your experience with UWCNM?

- **Very good**

FOCUS GROUP SUMMARY YOUNG LEADERSHIP SOCIETY

On June 22, 2005, Bruce Poster of Southwest Planning & Marketing moderated a focus group of members of the Young Leadership Society (YLS). The group was conducted at the United Way offices from 5 to 7 p.m. Ten people (four women and six men) participated. What follows is a summary of the major findings. Comments in **bold** represent a consensus of the group.

Bruce began by describing the purpose of the focus group and basic ground rules. Participants introduced themselves.

1. When you think of United Way, what comes to mind?

- Community
- Efficiency
- Charity
- Need
- People
- Giving

2. What are three positive attributes?

- Efficiency
- Helping community
- 211 program
- Leadership
- Spirit
- Hope
- Broad scope
- Good people involved; positive role models
- 100% goes to charities
- Helping families and children
- Outreach
- Unique among UWs

3. What are three negative attributes?

- Less hands on services (dollars go out to other organizations)
- Past reputation of UW of America (football, jets, parties)
- Bureaucracy at UWCNM
- Some organizations get turned away

4. What do you think is the level of community awareness around United Way among younger members of the community?

- **It is recognized widely**

- Football commercial
- **Low understanding of what it does**
- They don't connect with it re providing assistance
- **Young people aren't aware of how to be involved**

5. What are the most important community issues that need to be addressed in Central New Mexico?

- Education
- **Domestic violence**
- Substance abuse
- Early intervention (preschool, mentoring teens)
- Proactive involvement
- Poverty
- Elderly assistance (as support for the elderly is dwindling)
- Abused women
- Teen pregnancy
- Gangs

6. Which of those issues do you think should be addressed by United Way? Why?

- Focus more on specific problems, e.g. children, abused women
- Make an impact at the root of the problem
- Create endowments for key programs
- Don't keep throwing money at the same people and problems
- Make an ongoing commitment for a fixed period to supporting new programs (so they have a chance to succeed)
- Fund organizations that aren't able to raise their own money
- Prioritize fewer areas
- **Early intervention with children, youth and families**
- Facilitate collaboration among organizations
- Support community revitalization efforts

7. How do issues you are passionate about influence your giving?

- Strongly—wanting to help people
- Those with strong interests are more likely to bypass UW in favor of direct funding (but UW is an easy way to contribute to a charity)
- Three gave more over time to the Community Fund as they got to know UW better

8. Would you prefer that United Way funding be focused more on prevention or intervention?

- **Prevention**
- **But intervention is more measurable and also necessary**
- 75% toward intervention

9. **Are you familiar with the United Way community fund? (show of hands)**
- **Yes, all of them**
10. **How highly do you value the United Way community fund?**
- **It's very important**
 - Dollars should stay in the local communities
 - It's about taking care of ours
11. **Did you know that there is a money-back guarantee with donations to the United Way community fund? How important is this to you?**
- Half knew of the guarantee
 - It's not important to them, but it could build trust in others
 - It's a thin concept (cynically); you need to say it better to convince people
12. **How important is it to you that a charity has low administrative costs?**
- **It's very important.**
 - It's also important to pay staff a decent salary and reduce employee turnover
13. **Do you know how United Way raises the 15% of its costs that go for administration?**
- **Seven know that corporations support UWCNM**
 - It's not really 15% of local dollars because part of the 85% leaves NM
14. **Are you familiar with "Corporate Cornerstones"?**
- **Nine have heard of it, and seven know what it does**
 - Cornerstones needs to be better marketed to the community
15. **What is your perception regarding how much of a United Way donation goes into recognition costs?**
- **Most knew it was zero**
 - But those dollars could go to meet needs if they weren't spent on recognition
16. **What value do you see in being individually recognized by UWCNM?**
- **The expensive leadership book is upsetting** (and projects the wrong image for UW)
 - Put that info on line and just send out thank you notes
 - One does not want any recognition
 - The leadership book should be seen as a thank you
 - **Do a benefit-cost analysis and more research to decide whether to continue the book** (ask if people want a book sent to them)
 - **Being recognized at work is important to many of them**
 - Recognition of a company can lead to more business
 - One of them uses the book to decide whom to patronize

- 17. What are the best ways for UWCNM to offer recognition to you?**
- Use events to thank people
 - Use window stickers or lapel pins that are inexpensive
- 18. How well does UWCNM currently meet your needs for recognition?**
- Needs are modest and being met; just keep costs down
- 19. Do you see value in designating to a charity via UWCNM vs. donating directly to an agency?**
- It's easy for tax records
 - It's quick and easy
 - Makes it simple
 - They know dollars are going where they want them to go
- 20. Who is eligible for UWCNM grants?**
- They all know that there are no member organizations
- 21. Do you and your spouse/ significant other discuss your giving?**
- Yes
- 22. How does giving by your spouse/ significant other affect your giving?**
- They work it out together
 - They take into account whether one of their companies matches their donation
- 23. Do you think that UWCNM should ask donors to make an additional donation at the end of the year?**
- No
 - Do have volunteer activities and service events at the end of the year
- 24. How would you like to participate in UW (events, day of caring, networking, workplace, etc.)**
- **Hands on activities (like day of caring) where you can see an immediate impact**
 - **Social events and networking** (can lead to future job opportunities)
 - **Agency visits are nice (see where the dollars go)**
 - It's nice to be able to tell your friends about activities (and recruit them to participate)
 - A mentorship program would be helpful
 - Start recruiting for UW volunteers in the high school or younger
 - Do a better job of informing the public about opportunity to participate in YLS (e.g. via events)
- 25. How would you like UWCNM to communicate with you?**

- **Email**
- Television
- Newsletter

26. How often?

- **Monthly email newsletter**
- Provide at least two weeks notice of events

27. Have you seen advertising by UWCNM?

- Half have seen it (TV, radio, billboard)

28. What do you think of it?

- Message seems good, but is it effective?
- Target individual companies (without campaigns) more than general public
- The ads seem to be more for those who need help, rather than to raise funds
- Billboards seem to target lower income audiences on the Southside
- Get more minorities involved (target Hispanics more effectively)—concur with observations of media group on this point

29. Do you know how it is funded?

- Only one did

30. Is knowing about Media United important in deciding whether to donate?

- Somewhat important

31. Would you like to have the opportunity to opt in via the web site to periodically receive email with specific types of information of interest to you?

- **Yes**
- It would be nice to know what is happening within specific receiving organizations

32. Have any of you begun to look at planned giving as a legacy you want to address in your will?

- Two have
- **They feel they are still too young**

33. Are you aware of the UW planned giving program?

- **Seven know of it**

34. What has been the overall quality of your experience with UWCNM?

- Great
- Positive

- Educational
- It's nice to meet people who care
- UW is responsive
- It's a positive part of his life and a great way to network

35. Do you have any other comments or suggestions for the future?

- A question was raised as to whether they can advertise events (e.g. they were told not to advertise the Hands Up project with seniors before the fact); as Jack was outside the room, he was brought in and responded that they can advertise, although it is not always encouraged
- Use any extra Cornerstone funds to pay for a trade show where all the charities can promote what they do

FOCUS GROUP SUMMARY MEDIA

On June 22, 2005, Bruce Poster of Southwest Planning & Marketing moderated a focus group of media representatives. The group was conducted at the United Way offices from 11 a.m. to 1 p.m. Eight people (five women and three men) participated. What follows is a summary of the major findings. Comments in **bold** represent a consensus of the group.

Bruce began by describing the purpose of the focus group and basic ground rules. Participants introduced themselves.

1. When you think of United Way, what comes to mind?

- An agency helping the community by collecting and distributing donations
- Partnership with the NFL
- Great look production done locally
- Campaign that stands out; very professional look
- Groundbreaking (e.g. media partnership and Cornerstones)
- A smart (umbrella) way to help diverse organizations
- Helping people

2. What does United Way do?

- UW is a clearinghouse that funnels dollars to organizations
- It provides and requires accountability

3. What are three positive attributes?

- UW makes it easy for corporations to donate/pool resources without having to argue over which causes to support
- UW is very successful, often exceeding its goal
- Loaned execs are enthusiastic and tenacious
- Good staff
- Integrity
- Careful research of receiving organizations
- Media United

4. What are three negative attributes?

- There is not enough promotion of designating or of who is eligible
- Lack of public awareness
- Smaller companies who cannot lend an exec feel left out
- The loaned execs from larger companies may not be a good fit for the smaller companies

- The loaned execs need not be high level execs (who are often too busy to provide support)
- To reduce the burden on an individual exec, they could be rotated from within the donor company (say in one-month stints)
- Expertise could also be provided electronically
- **The national UW has a poor reputation re accountability**
- Fear of high administrative costs
- The small companies get lost in the fervor to set records and are not valued or recognized enough

5. What do you think is the level of community awareness around United Way? How can awareness be increased? How can regard be increased?

- **Name awareness is high**
- There is less awareness of which organizations fall under its funding umbrella
- The wide number of beneficiaries should be publicized more
- Highlight UWCNM (not national UW)
- Show how individuals that those hearing the message know benefit from UW
- Stress UW role in creating collaboration to reduce duplication among agencies
- People don't know the extent of the four-county area
- The public knows the brand, but not the details
- Local ads are too general and not targeted at local audiences

6. How can UWCNM create more partnerships with the media? What drives your decisions regarding partnerships with charitable causes?

- **The media already partner via Media United**
- **Use PR to get more stories out (not just about pledge drives)**

7. What are the criteria for newsworthiness as it applies to a charity?

- **This will vary with each station/reporter**
- **There is no one formula**
- Keep trying different approaches
- Personalize the message, i.e. put a face on it (e.g. the ECM at X corp. benefited from UW as a child and is a big supporter)
- How dollars are going to meeting needs
- Describe partner organizations (especially any new ones) and their clients
- **Create relationships with news staff and pick the right staff for the particular story**
- Get media reps on evaluation panels to educate them

8. What are the most important community issues that need to be addressed in Central New Mexico?

- Domestic violence

- Gang violence
- Affordable housing
- Education
- Hungry kids
- Poverty, including the working poor
- Education re financial management
- Rural areas need more services
- Teen pregnancy: prevention and treatment
- Health care access, especially for children
- Mental health care access

9. Which of those issues do you think should be addressed by United Way? Why?

- **Domestic violence—it spirals out to impact many people**
- All of the above
- Hunger
- Not health reform or education, which are too big to bite off
- Don't duplicate what national groups do, e.g. cancer research

10. What role should United Way play relative to each of the following issues? (only mention issues not already raised above)

(Homelessness, services for seniors, services for the disabled)

- These issues are more visible than some of those mentioned above

11. Would you prefer that United Way funding be focused more on prevention or intervention?

- Avoid taking moral positions (e.g. abstinence)
- Whatever is working and getting results
- Both

12. Are you familiar with the United Way Community Fund? (show of hands)

- All but one

13. How highly do you value the United Way Community Fund?

- It is critical

14. Did you know that there is a money-back guarantee with donations to the United Way Community Fund? How important is this to you?

- No one knew
- Accountability is important

15. How important is it to you that a charity has low administrative costs?

- Very
- It is important to support receiving organizations in being efficient; this is also newsworthy

16. Do you know how United Way raises the 15% of its costs that go for administration?

- Four knew that these costs were donated
- 15% is too high (2)

17. What do you think the community perception is about this?

- Several were cynical about this, in that those corporate donations could otherwise fund programs (or go to employees), so this is like smoke and mirrors

18. What does UWCNM need to do to change this perception?

- Keep repeating the message and list the Cornerstones companies
- This is not sellable, as those costs still exist
- Make Cornerstones a totally separate fund
- Don't provide too much information

19. Are you familiar with "Corporate Cornerstones"?

- Six had heard of it (and four knew that admin costs were donated)

20. Do you see value in designating to a charity via UWCNM vs. donating directly to an agency?

- No, you can avoid UW admin costs that way
- No, if you don't know how to designate via UW
- No, UW provides a lump sum annual distribution that does not necessarily get to the organization when it is most needed
- Yes, it's easy via payroll deduction and easy for the recipient to collect
- It's painless (small payroll deduction)

21. Who is eligible for UWCNM grants?

- Only 2 knew

22. Do you think that UWCNM should ask donors to make an additional donation at the end of the year?

- It's OK as the end of the campaign
- Do it softly

23. What ideas do you have for UWCNM improving communications.

- **More PR** (education, image, and relationship building)
- **Hire a PR person to work with the marketing person**
- Have Joanne work more with the media, including getting her on the air more
- Build relationships with public affairs and news staffs

24. Have you seen advertising by UWCNM?

- **All have**

25. What do you think of it?

- **Award winning**
- Creative, but not always effective
- Needs to touch people from all walks of life
- **Need more variety in message**
- Need more basic education (Did you know that UW...?)

26. Do you know how it is funded?

- **Six knew of Media United**

27. What has been the overall quality of your experience with UWCNM?

- **Very positive**
- UW is responsive to input

28. Do you have any other comments or suggestions for the future?

- **Focus more on the Hispanic market (produce ads targeted at Hispanics and their hot buttons; don't just translate English ads into Spanish)**
- Have chairs of the evaluation panels submit moving, newsworthy items about what different organizations are doing
- Provide more grass roots info prior to the campaign
- Add PR professionals to Media United and at UW
- Get free help from the Public Relations Society of America members in Albuquerque and at UNM

CORNERSTONES EMAIL/FAX SURVEY

In July 2005, a short email survey was sent to the 74 executives of the Corporate Cornerstones companies. A second survey was subsequently sent out as a reminder to those who had not initially responded. A total of 25 surveys were returned by email, for a 34% response rate. The survey results are provided below. They indicate that:

- On average, respondents would prefer greater emphasis on prevention vs. intervention.
- Respondents are highly satisfied with how they are recognized by UWCNM.
- Respondents know how the program portion of the Cornerstones dollars are spent and approve of how those dollars are spent.
- Respondents are aware of the UW planned giving program.
- Nearly half of the respondents have begun to look at planned giving for themselves.

The survey questions and responses follow.

1. Would you prefer that future United Way funding shift more toward prevention or intervention?

12 Prevention 1 Intervention 10 No change

"I don't know if it's a change or not but I think UW needs to do both."

"I think the Cornerstone fund should only be used to support UW Operations and that if extra money is available it should go into the community fund."

2. On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with the ways that UWCNM recognizes your organization?

1 0 2 0 3 1* 4 11
5 12

**based on previous level of recognition*

"5 - Other than using the wrong logo, which was immediately corrected when identified, I am satisfied."

"Some funds that are applied to booklets, etc. could be applied to organizations."

3. In what additional ways would you like UWCNM to offer recognition to your organization?

Open house at UW for an individual company.

"I think it does fine."

"You are doing great."

"I am OK with the current level of recognition."

"Nothing additional needed. The recognition we receive is sufficient."

"The only other way that I could see this being done is to attend a morning meeting and make a presentation. We do this with our associates anyway so it's okay the way it is."

“As part of my job, I normally travel 4/5 days out of the week so I am unable to attend most meetings. It is not for lack of desire but rather demands of the job that prevent this. If these requests could be channeled to the individual stores, meeting might be better attended.”

“None at this time. UWCNW sets a standard that all non-profits around the country should emulate in many ways.”

“Let’s make the campaign celebration breakfast less tedious. Start the program as soon as food is served.”

APPENDIX

BEHAVIORAL HEALTH NEEDS & GAPS IN NEW MEXICO (RESULTS OF FOCUS GROUPS CONDUCTED IN ALBUQUERQUE IN 2001) BY THE NM CHILDREN, YOUTH & FAMILY DEPARTMENT

What follows are the summaries of focus groups conducted in Albuquerque in 2001 for the NM Children, Youth & Family Department as part of a study of behavioral health needs and gaps in New Mexico. Five different focus groups were conducted with the following groups

- Persons in Region 5
- Advocates
- Consumers
- Families
- American Indians

Region 5 – Albuquerque

November 20, 2001

Populations in Need of Behavioral Healthcare Services

Populations identified as in need included:

- Individual dually diagnosed as MRDD/MI
- Infants and toddlers (0-5)
- Homeless kids not on Medicaid
- Children aging out (16-21) foster care
- Individual with serious and persistent mental illness plus borderline intellectual functioning, but not low enough to be eligible for the DD waiver.
- Mentally ill and Substance abuse individuals in the criminal justice system
- Children and adolescents who have suffered trauma
- Individuals with multiple diagnoses
- Kids with conduct disorders in schools
- Spanish speaking individuals
- Recent immigrants/no documents
- mothers with children,
- Pregnant women, especially those in need of residential services for substance abuse
- Violent mentally ill adolescent girls
- Violent DD population,

- Juvenile sex offenders, particularly females
- Perpetrators of domestic violence
- SDMI seniors

Behavioral Health Service Needs

Services needed were identified as follows.

- Intensive residential services
- Programs for MR/DD sexual offenders
- More treatment foster care is needed
- Community-based and wrap-around services for kids leaving RTCs
- Training for school personnel
- Residential treatment for violent girls and boys
- P.A.C.T
- Outreach and home-visiting services
- More respite and shelter services
- Transportation
- A clearinghouse for information on mental illness and substance abuse for the public, consumers, and families
- Housing and transitional living units
- Peer-to-peer programs

Examples of exemplary programs/services include:

- Sexual Assault Nurse Examiner (S.A.N.E.) program. There are four in New Mexico. These programs have doubled the average in reporting cases to police. (Rape Crisis)
- Therapeutic martial arts for abused kids and substance abuse kids
- Co-occurring outreach to homeless
- Double Trouble,
- Pathways
- La Buena Vida.
- School based mental health services (there are a total of 5 but only 2 are fully operational & all are located in ABQ)

The length of stay at CPH has reduced dramatically since 1997 (pre-managed care). At that time, the average length of stay was 6 months, now it is 7 days. This may not meet the needs of the child.

Programs such as the Brown School are needed in New Mexico. The Brown School is now under new management and is sending back NM residents who had been sent there. We need facilities and programs to take care of these children.

System and Financial Issues

- More collaboration is needed to reduce public stigma regarding mental illness.

- The State needs to address systemic poverty. Organizations have to compete for money because funding is so limited. Ways to increase resources to meet the needs of the population have to be addressed.
- There is insufficient oversight by BHSD of the Regional Care Coordinators (RCCs). There is an assumption made by the State that problems found in one provider are universal problems across the provider system. This is especially true of the Division of Health Improvement (DHI). There is a need for more than paper oversight.
- It is difficult for new providers to participate in the BHSD system. There is an automatic re-funding of the existing providers and RCCs.
- There is no client to staff ratios for residential treatment centers established by CYFD.
- We need an integrated information/data system. Different state agencies want the same information and yet require different forms and processes to get the same information. Providers have to submit the same information in multiple formats and multiple occasions.
- No financial incentive for accreditation of RTCs.
- The rate of reimbursement is static and the paper work increases.
- Duplicative behavioral health systems exist in New Mexico.
- RCC reimbursement rates were raised but no increase in overall budget results in providing fewer services.
- Some Residential Treatment Centers have been cited for serious and repeated offenses. However, there is a lack of political will to take action against these RTCs.
- There is no reimbursement for behavioral therapist's travel time. This is a barrier to serving people in rural/distant areas.
- We don't have a system – more holes, than cheese!
- Regulations are the same for a group home as for a RTC. Since the reimbursement to group homes is less than to RTCs it makes no sense to open a group home. This means that there is no gradual step down process/system to help people as they improve and could succeed in a less structured environment.
- There are bottlenecks at every point of the system, especially within the Medicaid system.
- A unified state master plan for Behavioral Health is needed for New Mexico. This should include public and private sectors and address the needs of all New Mexicans.

Human Resource Issues

- Case managers are being required to have more advanced skills but without a pay increase.
- Training of practitioners by family and consumers is needed. This is especially true for psychiatrists.
- Recovery training is needed for providers.

- Training of primary care physicians regarding the needs of the mentally ill and substance abuse populations is needed.
- The licensing board requirements are a barrier to recruiting providers. Out-of-state licensed practitioners do not get reciprocity. It takes a long time for them to get licensed in New Mexico.
- There is no incentive to treat outside of ABQ and Santa Fe because there is no reimbursement for travel.
- Our current system does not provide support for direct line staff.
- The reimbursement rate is too low and a barrier to provider retention, especially for child psychiatrists and Medicaid providers.
- Another disincentive impacting provider retention is the administrative burden of the system.
- Overall retention is being impacted by the fact that providers are being asked to do more; there is more paperwork, more acuity in the population, and no more pay for providers.
- The quantity of work & perfect paperwork = STRESS. There is so much paperwork that it takes 60 hours to complete paperwork on 25 billable hours.
- Programs with a low staff turnover rate should be looked at to determine what they are doing to avoid turnover. An example is the Foster Families Plus program, which has less than a 10% turnover.
- There is not a lot of training for mental health technicians or DD staff. A solid curriculum for direct care staff is needed.
- What happened to DOH/College training on MI?
- UNM is looking at providing case management & MH tech training.
- UNM has rural psych program.
- It is difficult to recruit men for SA programs & as case managers as there is a general lack of males in human services fields.
- The system needs enough funding to pay people at least enough to meet the cost of living.
- The licensing system is insulting and bizarre. You have to dig up dead supervisors to get licensed!
- Clinical case managers are getting burnt out.
- Health care is treated as a commodity
- Lovelace does not have enough psychiatrists.

Key stake holders - Advocates – Albuquerque November 8, 2001

Populations In Need of Services

Populations in need include:

- Women who are victims of violence. More providers need to have specialized training regarding PTSD. There also needs to be more safe places for victims to stay.
- Adolescents and young adults (ages 18 to 25) transitioning from the children's system to the adult system.

- Women with substance abuse needs with HIV positive children, especially those in need of inpatient or residential services.
- Mentally ill individuals in need of substance abuse services, especially residential or detox services
- Native Americans
- Women
- Individuals in need of services and working but receiving a low income. These individuals are not eligible for Medicaid and are either uninsured or underinsured.
- Transient/migrant individuals, especially in the southern part of the state
- Hispanic adolescents. These adolescents are often eligible for services but are not accessing them.
- Individuals with co-occurring or multiple diagnoses. For example, people who may be TBI and deaf or blind.
- Individuals with a dual diagnosis of MRDD/MI.
- Individuals with English as a second language.
- Homeless individuals with a MI/SA co-occurring disorder
- Women leaving prison who are in need of behavioral health services. These individuals need to re-establish their Medicaid eligibility before they can get services, including medications. They are also in need of housing.
- Prostitutes in need of behavioral health services.
- Families need support services.
- Drug users who have relied on syringe exchange.

Populations that are served well by the current system include:

- Medicaid population who receive “wrap-around” services
- Individuals with serious and persistent mental illness who are Medicaid eligible and require only traditional services
- Children who have a comprehensive set of benefits

Behavioral Health Service Needs

Services that need to be added or expanded in the current system include:

- Art therapy services
- Services for the dually diagnosed
- Supported employment services
- Affordable housing, especially in the rural areas.
- Child care
- Transportation
- Detox centers
- More substance abuse treatment
- Mental health counselors in the public schools
- Sexual offender program for adolescent women
- Crisis services and facilities for kids in the Juvenile Justice system
- Shelters for young children (under age 13 years) who are in the Protective Services system.

- Home-based services (school and treatment foster care) for juveniles with schizophrenia
- More treatment foster care placements
- Psychiatrists trained to work with adolescent population
- Access to more neuropsychiatric evaluations
- Substance abuse services for the MRDD population
- Hotlines for drug and alcohol dependent individuals
- Commitments to longer stays in secure facilities with treatment
- Peer support services

New Mexico needs psychosocial-rehabilitation programs that are based on the model of recovery. The PSR programs here are not based on models such as the one in Boston. Need more training of providers to accept this model. Also need for Medicaid system to accept this model and fund programs that support the recovery model rather than just believing in medications and maintenance.

Examples of exemplary services provided through the current system include:

- Case management
- Big Brother/Big Sister programs
- Evidence-based programs
- Recovery/Empowerment trainings
- Double Trouble Program
- Life Link program in Santa Fe
- Amistad and Peanut Butter and Jelly programs
- Leadership Academy for consumers
- Housing programs that offer semi-independent living and case management for adolescents and young adults and that require that the individual pays part of the cost.
- UNM CASAA – Magdalena and Midas
- Crossroads, which offers housing and case management to women leaving prison

Other examples of programs that are believed to work well and should be supported include:

- Hotlines for Drug and Alcohol dependent individuals
- The Pathways program in New York
- Drug Courts
- Education and prevention programs

Approaches or programs that occur in the current system but do not work include:

- Jails as MH facilities
- Probation/parole – no linkage to services
- Consumer programs that are exclusive
- Heavy confrontation
- Programs that do not help integrate treatment and the daily life of the individual

System and Financial Issues

Barriers or problems identified within the current system included:

- There is too much turnover of provider staff. This is due to low pay and restrictions imposed by the MCOs.
- Treatment plans are dictated by funding streams not client needs.
- Licensing board requirements are not connected to the reality of the work
- There is fragmentation of services, even within regions
- Gatekeepers may not have been trained about mental health needs
- The RCC system does not allow an individual to receive services in another region.
- The intake process is duplicated from one agency to another
- The definitions of medical necessity are a problem.
- The reimbursement process for providers takes too long.

There is not enough information made available to the public about where state and federal dollars for behavioral health services go and how these monies are used.

Quality needs to be assured. There are some activities in place to address quality, such as the IPRO study, MHSIP, and member surveys but there are problems with how these are done. There needs to be oversight of the rates and how the money is spent.

Human Resource Issues

There is too much turnover of staff in the current system. An individual can have two or three different case managers within one year. Low pay of providers is a barrier to recruitment and retention.

Policies and procedures in the MCO system also contributes to the problem of provider recruitment and retention.

There are not enough child psychiatrists in New Mexico. We also need more social workers, especially MSWs.

Psychologists are needed in rural areas, especially bi-lingual psychologists. In general, more practitioners are needed in rural areas and especially those counties classified as frontier.

Primary care doctors are providing services to the behavioral health population. More education needs to be provided to these doctors regarding the population's need and services in order for them to address individual's needs more effectively.

Cross-training of providers in mental health and substance abuse is needed.

There is generally a lack of knowledge regarding the needs of the mentally ill and substance abuse populations by the public. Providers also need more education and training regarding the needs of these populations.

Understanding cultural diversity is needed to improve services.

The licensing boards are very slow, making it difficult to hire providers. There is no reciprocity of licenses across states, which is another significant barrier to recruiting providers.

Key stake holders - Consumers– Albuquerque November 8, 2001

Populations in Need of Behavioral Healthcare Services

- Elderly individuals need home bound services. Not enough people trained to provide services to the elderly. There needs to increased understanding of the needs of the elderly mentally ill.
- Adolescents and others with co-occurring disorders of MI/SA
- Mentally ill people in jail
- Non-English speaking people with MI and SA needs
- People with multiple diagnoses, such as MH and deaf or SA and blind
- Uninsured or underinsured individuals
- MI or SA individuals with TBI
- People dually diagnosed with DD/MI

Behavioral Health Service Needs

- Transportation
- Support groups
- PSR
- Not enough caregivers in rural areas (Hobbs, Clovis, Portales)
- Individual's age 18-20. Many individuals in this age group get into substance abuse because they are bored. Need more recreational activities for this group.
- Subsidized housing, particularly in rural areas.
- More psychiatric services
- Family support and training for families
- Detox services
- Respite services
- Safe places for individuals in crisis to go as an alternative to the hospital
- Case management
- Housing
- Education for consumers and the public regarding mental illness and substance abuse
- Club houses and drop-in programs. These should be linked to job-training.
- More warm lines
- Supportive employment and job training
- Leadership academy

Examples of Exemplary programs are:

- Jail diversion programs
- UNM MHC PSR
- New Beginnings Program in Silver City
- Carlsbad (TLU) Transitional living

- Valencia – East Mountains
- UNM Peer Bridger's

We need more services that emphasize recovery skills. Program should concentrate on moving people forward, not locking them in. Consumers need to be involved in the planning of services and be part of the staff.

Not useful are:

- “Sit & Rock” PSI programs.
- Programs that discourage consumers from becoming empowered and making decisions
- Jails do not work as the facility for MI and SA

System and Financial Issues

- Leadership & commitment of State to consumers is not there. There is lip service to consumers – not real support.
- Only 1 provider bidding in some regions
- Funds are moved around to fight fires; there is not consistency in funding decisions
- Need to seek other fund sources for the state because there are not enough resources to meet the needs of consumer.
- Providers are threatened by consumer organizations. Providers do not support consumer run organizations or consumer efforts.
- Lack of employment opportunities for consumers
- Case managers are not helpful.
- There is a lot of divisiveness between the different groups of the larger behavioral health system.
- Office of Consumer Affairs (BHSD) has a very low budget.

Human Resources and Provider Capacity

- There is a lack of psychiatrists. As a result, psychiatrists see consumers very infrequently and for very brief sessions (10 minutes for medication monitoring only)
- High staff turnover.
- Low pay for staff. \$7 per hour is the average wage of mental health workers in group homes or PSI programs. Case managers get \$9 per hour. CNAs get minimum wage.
- There is not enough supervision of providers
- More oversight of performance needs to be done by consumers.
- State is not responsive to evaluation input by consumers. The State does not respond to the results of consumer satisfaction surveys. If they do make changes, they are not communicated to consumers.
- Training is needed, particularly on dual diagnosis.
- The system needs to recognize the value of peer support.

Key stake holders – Families – Albuquerque

March 18, 2001

Populations In Need of Behavioral Healthcare Services

Mentally ill individuals in jail do not get adequate treatment while incarcerated. Medications are often not given or the dosage and type of medicines are changed while in jail. People leave jail in a terrible mental condition because of inadequate treatment. Across the board people with serious and persistent mental illness are not getting their needs met. We need to build community-based services; there are not enough supportive services in the community. The system of services that are in place are fragmented and uncoordinated.

Problems with our current system are largely due to the lack of knowledge about what the mentally ill population needs. There is a lack of knowledge of the public, funders of services and, in some cases, the providers.

A barrier to establishing a good system is the lack of financial resources for the system. Funding paid by the insurance companies is inadequate and drives the degree and depth of care. Families report that they have to threaten to sue the insurance companies in order to get the level of care that their loved ones need. There is low pay for service providers which contribute to great turnover of staff. It is very detrimental to the seriously and persistently mentally ill to have the people that are working with them keeping changing.

Behavioral Health Service Needs

All services are inadequately provided. Some services are good but they are not provided frequently enough to meet the needs of the consumers.

Services needed are meaningful day activities and opportunities for peer interaction.

Albuquerque needs an ACT program.

Respite services for families are also needed.

The drop-in center is a good concept but the ones available in Albuquerque are not very useful or meaningful to consumers.

PSR is a good program that should continue and be expanded.

An important component of a service is the connection between the provider and the consumer. Services need to emphasize engagement of the consumer. We need case managers and providers who are going to help engage in the client to participate in activities.

There is not any housing for mentally ill people with complex problems. If you have a co-occurring diagnosis, no one wants to give you housing. We need more housing that is designed to meet the complex needs of the mentally ill population.

System and Financial Issues

Access to psychiatrists is a big problem. Psychiatrists do not want to be a Medicaid provider because the rates of reimbursement are too low. Those psychiatrists that do

agree to be a Medicaid provider limit their number of Medicaid clients and limit the amount of time that they see the Medicaid clients. Services are not of good quality because providers are overloaded. The entire system is overloaded. The inadequate degree of care needs to be stopped. Standards of practice should be established and followed by providers.

Human Resource and Provider Capacity Issues

There are enough providers in numbers but insurance and funders limit access to them. There are not enough psychiatrists who will see Medicaid clients. As a result, medications are sometime managed by the PCP.

Special population – American Indians – Albuquerque November 20, 2001

Populations In Need of Behavioral Healthcare Services

The populations identified as in need of behavioral health services included:

- People whose primary language is not English
- People aged 18-21 who are transitioning from child system to adult system
- Individuals discharged from Las Vegas Medical Center, especially those who are perpetrators of sexual violence. Good discharge planning and community supports are needed.
- People responsive to native healers
- People with DD who are dangerous and may have committed crimes. Community mental health centers do not have skills and training to provide treatment.
- Youth needing outpatient services, particularly Native American adolescents age 13-18. More community-based services are needed so these youth do not have to go to a RTC for treatment.
- Urban Indians
- Other people with dual diagnoses also needing medical services
- People with co-occurring disorders needing residential
- American Indian women in prison
- School age children
- Kids with special education needs
- American Indians in prison

Behavioral Health Services Needs

Services identified were:

- Behavior Management at home
- Day Treatment near residence/Pueblo
- Collaboration with native healers
- Aftercare for children being discharged from RTC services

- Post-Treatment for adjudicated youth
- Crisis services for urban Indians
- Housing
- Services for long term co-occurring individual inpatient or residential
- Transition programs for people in prison
- Education for Young American Indians
- Culturally appropriate learning opportunities
- More Double Trouble programs are needed
- Consumer programs brought up through community involvement
- Prevention
- Peer Bridger Program (American Indian training to take back to Laguna and Acoma)
- Options to detention centers
- Programs reconnecting with cultures
- Foster Care
- American Indian respite care providers (home-based)
- Indian community school-based services

A barrier to services to Native Americans is that exclusion of tribal leaders in the planning. IHS and BHSD management will invite tribal leaders to participate but not consult them in advance of setting the date. Often tribal leaders can not participate on the dates chosen but IHS and BHSD proceed with the planning in spite of the absence of tribal leadership.

Another barrier is the unique distinctions between the various tribes and pueblos regarding language and culture. Services offered need to take into consideration those differences.

UNM is sending native-looking people to the IHS facility “next door” to UNM rather than allowing Native American people to choose to get services at UNM.

Other barriers or issues negatively impacting services included:

- Out-of-pocket expenses required by some services are not possible for some people.
- Transportation is a huge problem.
- Inadequate discharge planning
- The quality of the communication between tribes and state needs improvement
- Some tribes do not have additional sources of revenue, such as a casino, to bring additional services to the community.
- There is a need for pueblo grant writers to bring additional resources to the community.
- The provider network money is not coming to pueblos
- More clinicians are needed
- People sometime do not participate in the services offered because they are reluctant to go to western services
- No in-state facilities for elderly with alcohol addiction
- Services are needed for people in both mental health and substance abuse crisis situations, such as actively suicidal, drunk person
- Needed are better ways to track people for continuation of services
- Aggressive outreach that can cross and will boundaries

- Communication across the tribal police, schools, and tribe

System and Financial Issues

- Pay is too low
- The system does not know how to serve Indian population outside SALUD!
- More communication is needed between government/state and tribes
- There is an inadequate amount of information in the RFPs for services.
- There needs to be serious consideration of establishing a tribal MCO
- Lack of infrastructure
- Case management for non-waiver DD individuals are threatened
- Education in native languages and services
- There is not enough outreach to or advocacy for consumers and families
- More training of providers is needed
- Funding streams need to be integrated at times that maximize the resources and most benefit the consumers.
- More flexible funding
- Money should be allocation to provider who can provide services nearest to the client

Human Resource and Provider Capacity Issues

- Need to more effectively recruit staff. An example is that PMS has a position in Cuba that has been vacant since 1994.
- Need to pay more attention to Human Resource issues in rural areas. There is a disproportionately negative impact in rural areas because of the extreme scarcity of providers.
- Licensing problems create real problems in recruiting providers
- Many native practitioners are unlicensed. This eliminates their opportunity to provide services to their native people. It results in the State not appropriately using the resources available to them and leaving a huge gap in native communities.
- Staff need to be trained to treat people with co-occurring disorders
- There are not enough providers to work with the Urban Indian population.
- More culturally competent providers are needed
- More Native workers, especially with children
- Native Program Staff who can educate Native leaders regarding the behavioral health population and needs
- Incentives should be developed for providers, such as a staff appreciation day
- Provider management needs to also having training on mental health and developmental disabilities so that can make better program planning decisions
- More psychiatrists are needed, especially for evaluation of inpatient needs.
- Practitioners need to be skilled in the treatment of depression
- Fundraiser and grant writers should be added to the human resource needs
- Training in cultural sensitivity

PERSONS INTERVIEWED

Batiste, Nicola, Health Alliance Administrator, Sandoval County Health Alliance

Best, Jim, Bernalillo County Zoning, Building, and Planning

Block, Jean, Jean Block Consulting Inc., Member, Junior League of Albuquerque

Camillo, Andrew, Planner/Code Enforcement, Valencia County

Danciger, Susan, Bernalillo County Commissioner's Office

Davis, Jim, Assistant Director, UNM Division of Government Research

Fishman, Jackie, Consensus Planning, Albuquerque

Ford, Carolyn, Executive Director, Health Action New Mexico

Foster, Carol, Mid Region Council of Governments

Kepferle, Gregory, Executive Director, Catholic Charities

Lincoln, Pat, Drug-Free Communities Program, Torrance County Planning Department

Luick, Marti, Community Development Manager, Albuquerque Department of Family and Community Services

McCarthy, Peggy, Planner, City of Rio Rancho Planning Department

Monaco, Kay, J.D., Executive Director, New Mexico Voices for Children

Pearson, Velinda, LMSW, Director, St. Joseph's Center for Children and Families

Ross, Diane, Capital Projects Coordinator, Sandoval County Planning Department

Sharp, Kristin, Executive Director, Human Needs Coordinating Council

Shore, Karma, Economist, UNM Bureau of Business and Economic Research

Wattenbarger, Melody, Executive Director, Roadrunner Food Bank of New Mexico