

Donor Confidence Report

Issue 18, August 2011

The results in this Donor Confidence Report are drawn from an ongoing Campbell Rinker survey of donor attitudes on giving. The sample size for the August 2011 poll is 497. Details about the study methodology and audience are found on the final page of this report.

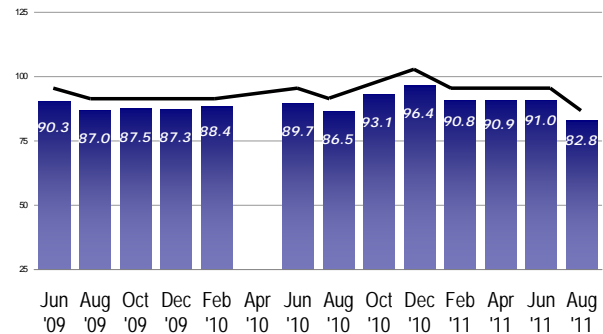
Donor Confidence Plummetts

Dropping 8.2 points in August to 82.8, the Donor Confidence Index (DCI) has shown its first signs of instability this year. Remarkably, the August 2011 Index score is the lowest recorded in Donor Confidence history.

The Index takes into account donors' self-reported expectations about their giving, their view of the nonprofit sector, the nation's economic health, and several other factors.

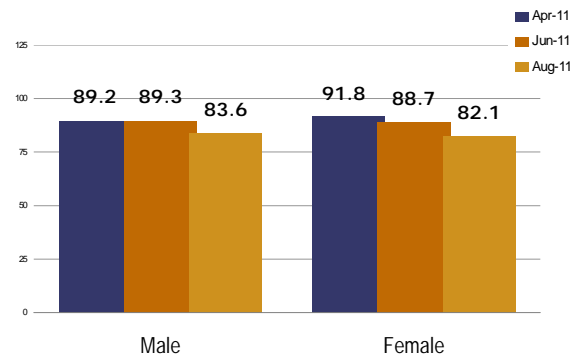
Sector	Oct '10	Dec '10	Feb '11	Apr '11	June '11	Aug '11	2-Mo Chg
Overall	93.1	96.4	90.8	90.9	91.0	82.8	▼ -8.2
Environmental	92.4	92.9	90.8	93.5	87.2	85.1	▼ -2.1
Int'l Relief and Development	95.7	102.1	95.7	92.2	92.8	90.2	▼ -2.6
Animal Rights	93.0	92.0	89.7	84.8	84.0	80.0	▼ -4.0
Arts, Culture and Humanities	95.6	103.1	88.0	88.8	89.3	85.2	▼ -4.1
Health and Medical	93.1	93.8	88.4	91.2	89.7	84.7	▼ -5.0
Social Service	90.0	95.6	88.6	91.3	91.0	85.1	▼ -5.9
Education	93.4	97.7	93.8	93.8	90.5	84.6	▼ -5.9
Place of Worship	93.0	94.6	90.0	92.0	90.8	83.5	▼ -7.3
Hospitals & Hosp. Fnd.	94.3	94.4	92.6	91.0	90.2	81.5	▼ -8.7
Faith-based	91.2	97.3	92.8	91.8	93.7	84.6	▼ -9.1
Political and Advocacy	92.7	98.7	91.3	85.5	100.1	84.3	▼ -15.8

The performance of the Index within various sectors is shown in the table above, ranked by the change since June '11. Since last issue, the Index has fallen in every category. Opinions from any single donor impact the Index for each sector they support.

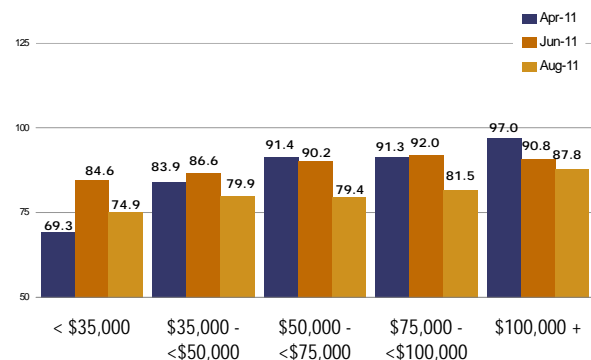


Donor Confidence by Demographics

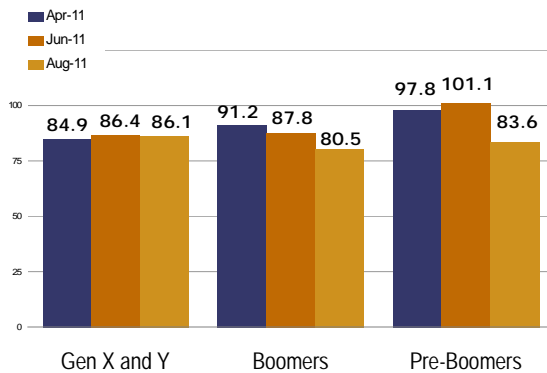
The Index among women stands at 82.1, while the score among men is slightly higher at 83.6.



For the first time ever, confidence has fallen into the 70s for households earning less than \$75,000 annually. Though still a relatively low score, at 87.8, the DCI is highest among those with six-figure incomes.



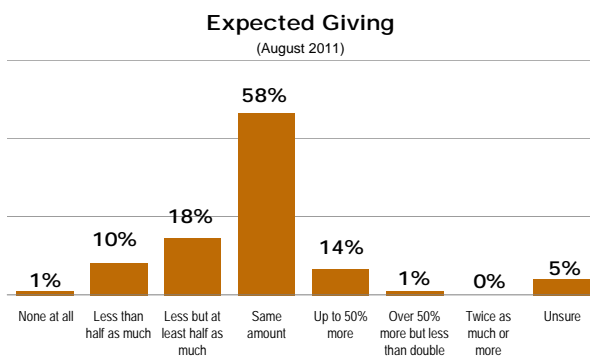
As of August, confidence is highest among Generation X and Y and lowest among Boomers.



Expectations for Giving in 2011

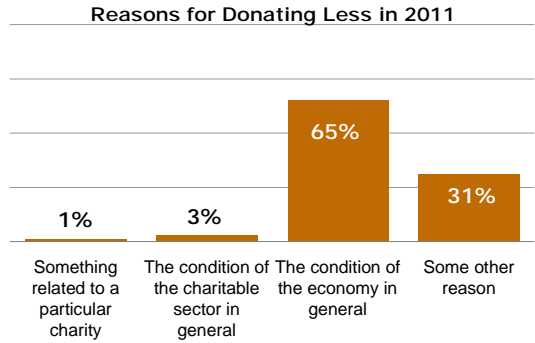
In each poll, Campbell Rinker asks U.S. donors whether they expect to give the same, more, or less in the present year compared with the last year.

Despite waning overall confidence, expected giving for 2011 has shifted little since June. Today, 58% plan to donate the same amount this year as last. Nearly three in ten (29%) plan to give less and 15% plan to give more.



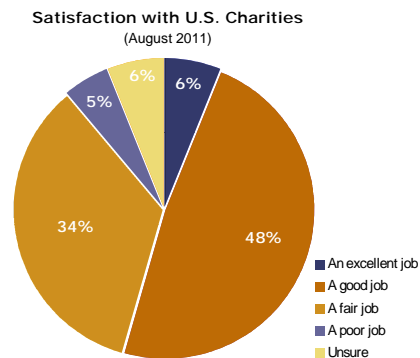
Economic Concerns Lead to Lower Giving

Two in three donors who plan to give less this year pinpoint the condition of the economy as their reason for donating less.



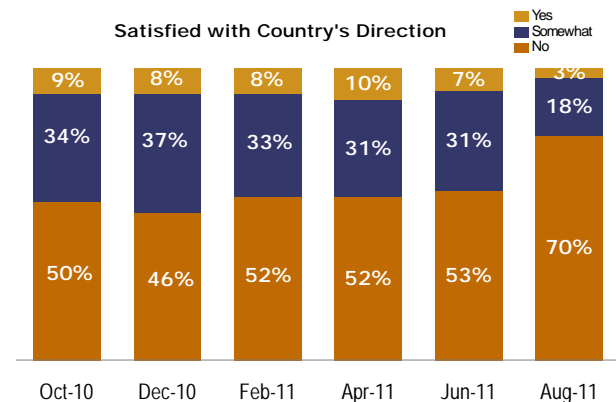
U.S. Nonprofit Approval Ratings

After experiencing a sizable increase in June, approval ratings have returned to previous levels.

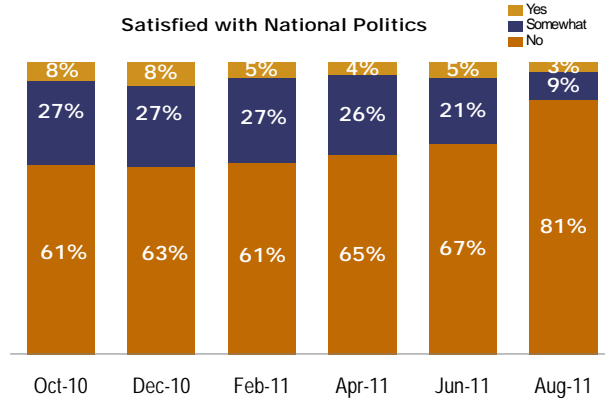


Overwhelming Majority Dissatisfied with Government

In August, seven in ten donors (70%) say they are dissatisfied with the country's direction, up a significant 17% from the June DCI poll.

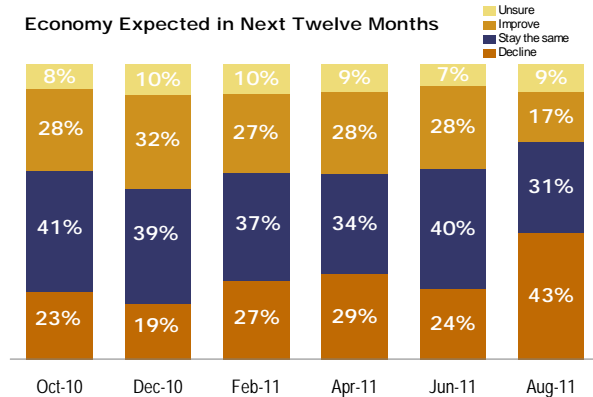


Satisfaction with politics at the federal level is worse yet, with four in five donors (81%) expressing complete dissatisfaction.

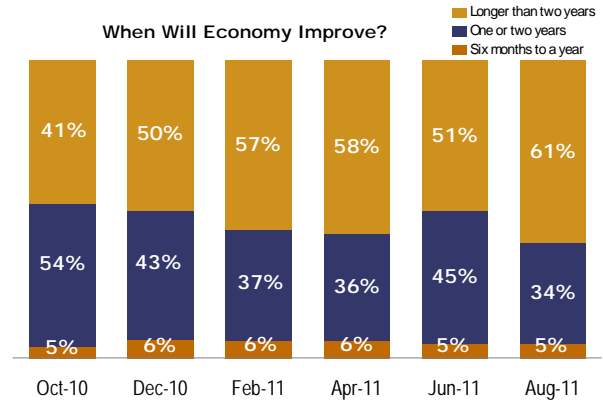


Economic Expectations Worsen

Donors' expectations for the economy are currently much worse than in recent past. More than two in five (43%) now expect the economy to decline further over the next twelve months.

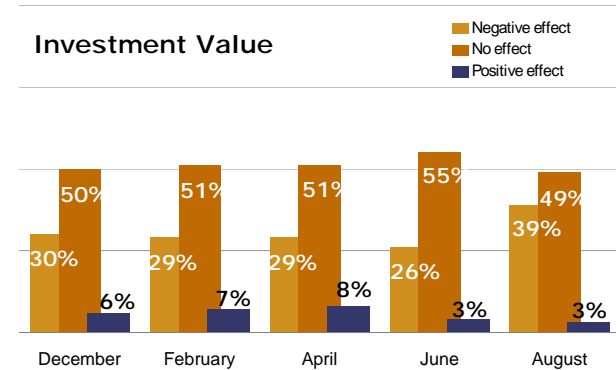


Three in five donors (61%) believe the economy will recover after more than two years.

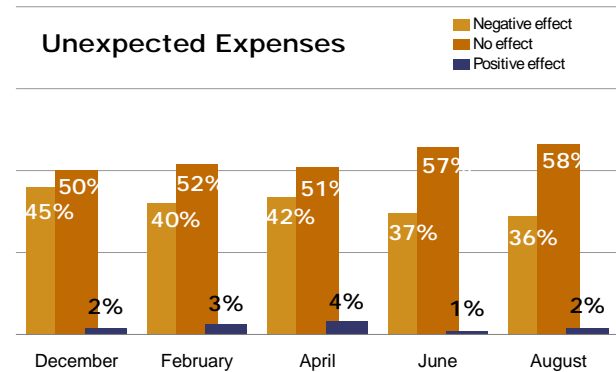


Negative Effect of Investments Grows

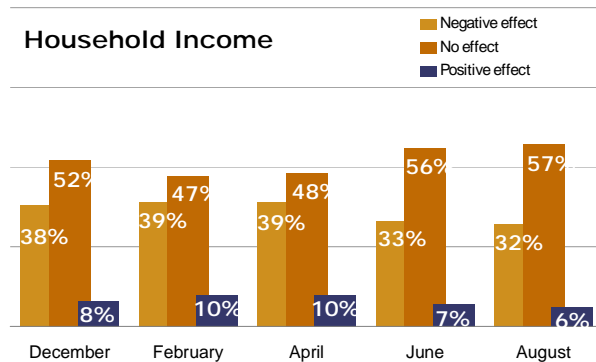
Up 13% from June, 39% of donors now say the value of investments negatively affects their giving.



At 36%, the negative impact of unexpected expenses continues to fall.



The negative impact of household income on giving has also lessened. In August, 32% reported income as a negative effect.



Sector Spotlights

Campbell Rinker asked donors to indicate which of 11 nonprofit sectors they had supported in the last year. Within these results, ratings from one donor may contribute to the DCI in more than one nonprofit sector.

The sections below highlight the stated plans donors have for giving to each of the following nonprofit categories:

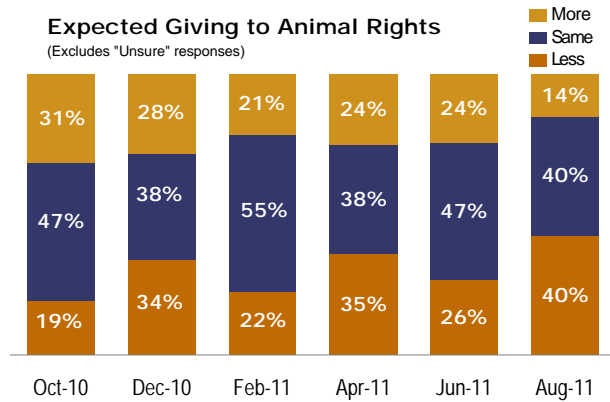
- † Animal rights, protection, and training
- † Arts, culture, and humanities
- † Educational institutions and programs
- † Environmental protection and preservation
- † Faith-based charities, excluding places of worship
- † Health and medical charities
- † International relief, education, and sponsorship
- † Not-for-profit hospitals and hospital foundations
- † Places of worship
- † Political organizations
- † Social service organizations

Animal Rights & Protection

The Index for Animal Rights organizations continues to decline. Since last issue, the DCI for this sector has fallen by four points.

Sector	Oct '10	Dec '10	Feb '11	Apr '11	Jun '11	Aug '11
Animal Rights	93.0	92.0	89.7	84.8	84.0	80.0
6-mo Avg.	89.1	90.1	91.6	88.8	86.2	82.9

Expected Giving to Animal Rights
(Excludes "Unsure" responses)



As of August, two in five (40%) plan to give less to the sector. Another 40% plan to give the same amount and 14% plan to give more.

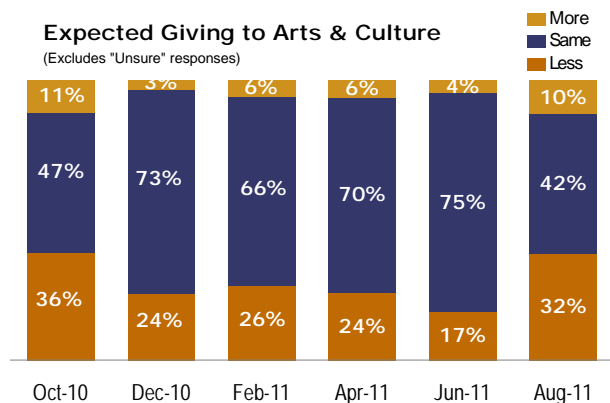
Arts, Culture, and Humanities

Confidence among donors to Arts and Culture organizations has dropped 4.1 points since June to 85.2. Its 6-month rolling average stands at 87.8.

Sector	Oct '10	Dec '10	Feb '11	Apr '11	Jun '11	Aug '11
Arts & Culture	95.6	103.1	88.0	88.8	89.3	85.2
6-mo Avg.	88.7	93.9	95.6	93.3	88.7	87.8

Today, one in three donors (32%) plan to give less to the sector throughout 2011. More than two in five (42%) plan to donate the same amount.

Expected Giving to Arts & Culture
(Excludes "Unsure" responses)

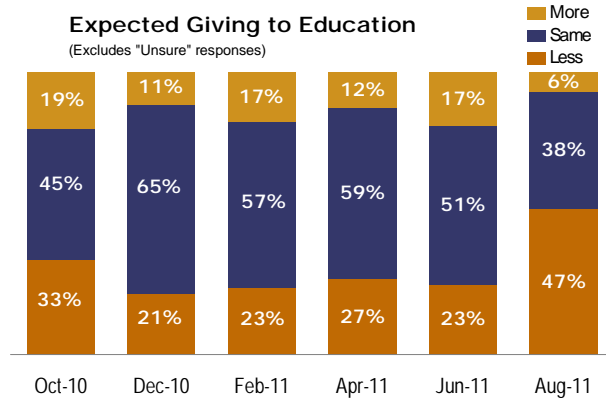


Educational Institutions & Programs

The DCI for Educational Institutions is 84.6, representing a 5.9 point drop this issue.

Sector	Oct '10	Dec '10	Feb '11	Apr '11	Jun '11	Aug '11
Education	93.4	97.7	93.8	93.8	90.5	84.6
6-mo Avg.	89.6	92.7	95.0	95.1	92.7	89.6

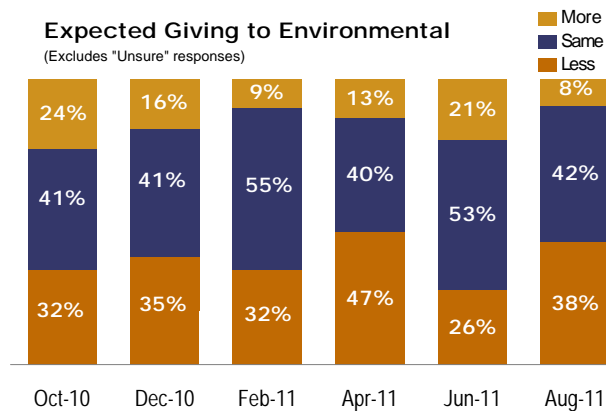
As of August, nearly half the donors to Education (47%) currently plan to donate less to this sector than they did in 2010.



Environmental Protection

Since June, the Index for the Environmental sector has declined by 2.1 points (the smallest drop this issue).

Sector	Oct '10	Dec '10	Feb '11	Apr '11	Jun '11	Aug '11
Environmental	92.4	92.9	90.8	93.5	87.2	85.1
6-mo Avg.	89.8	90.9	92.0	92.4	90.5	88.6



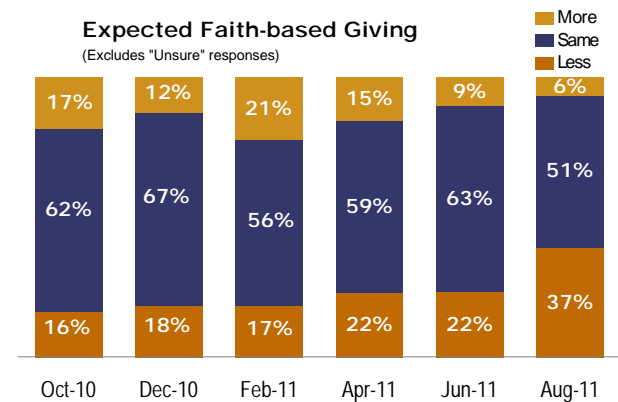
The positive trend in expected giving observed last issue seems to have reversed course. In August, 38% plan to give less to this sector, while 42% plan to give the same dollar amount.

Faith-based Charities

While the DCI for Faith-based charities has fallen by more than nine points to 84.6, its 6-month rolling average remains in the low 90s.

Sector	Oct '10	Dec '10	Feb '11	Apr '11	Jun '11	Aug '11
Faith-based	91.2	97.3	92.8	91.8	93.7	84.6
6-mo Avg.	91.4	92.5	93.8	94.0	92.8	90.0

Half the sector's donors (51%) plan to give the same amount to Faith-based organizations this year as last year. Thirty-seven percent say they will donate less in 2011 than in 2010.

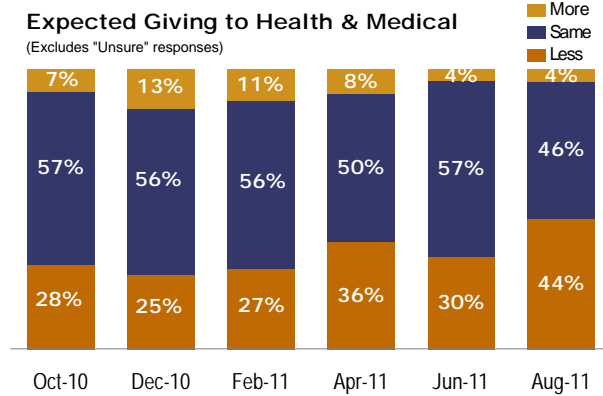


Health and Medical Charities

At present, Confidence among donors to Health and Medical charities stands at 84.7.

Sector	Oct '10	Dec '10	Feb '11	Apr '11	Jun '11	Aug '11
Health and Medical	93.1	93.8	88.4	91.2	89.7	84.7
6-mo. Avg.	89.2	90.8	91.8	91.1	89.8	88.5

As seen in June, just four percent of Health and Medical donors plan to give more to the sector in 2011. Nearly half (46%) plan to give the same amount and 44% plan to give less.

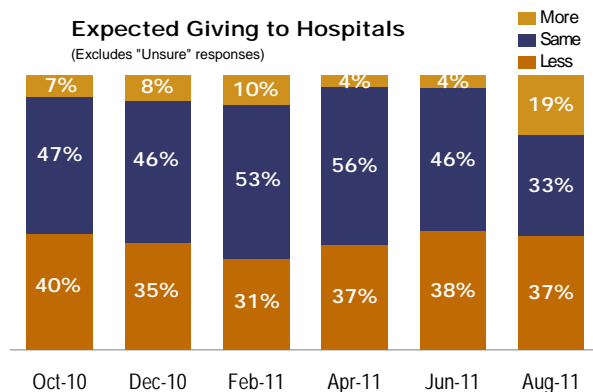


Hospitals & Hospital Foundations

The DCI for Hospitals and their Foundations fell 8.7 points to a low 81.5 in August.

Sector	Oct '10	Dec '10	Feb '11	Apr '11	Jun '11	Aug '11
Hospitals	94.3	94.4	92.6	91.0	90.2	81.5
6-mo. Avg.	90.0	92.0	93.8	92.7	91.3	87.6

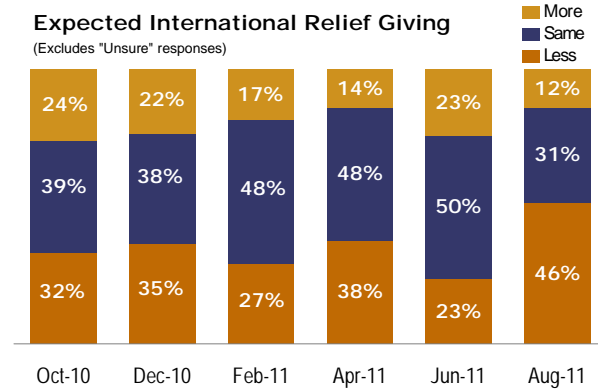
Interestingly, 19% of donors now plan to give more to the sector this year, an increase of 15% in two months. One in three (33%) plan to give the same and 37% plan to give less.



Int'l Relief & Sponsorship

As of August '11, the Index for International Relief charities is 90.2, a 2.6-point decrease from June.

Sector	Oct '10	Dec '10	Feb '11	Apr '11	Jun '11	Aug '11
Int'l Relief and Development	95.7	102.1	95.7	92.2	92.8	90.2
6-mo. Avg.	93.2	95.6	97.8	96.7	93.6	91.7



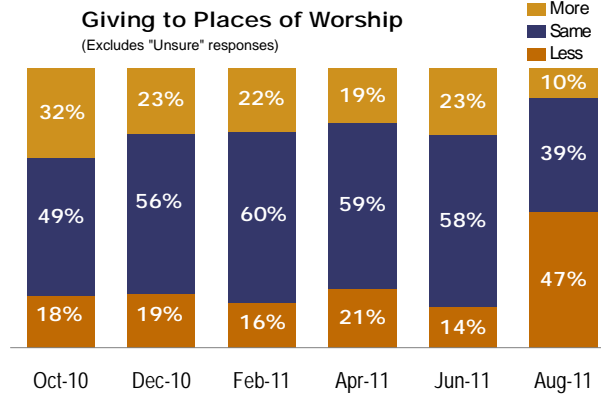
Twice as many donors in August versus June (46%) plan to give less to this sector throughout 2011. Three in ten (31%) expect to give the same amount.

Places of Worship

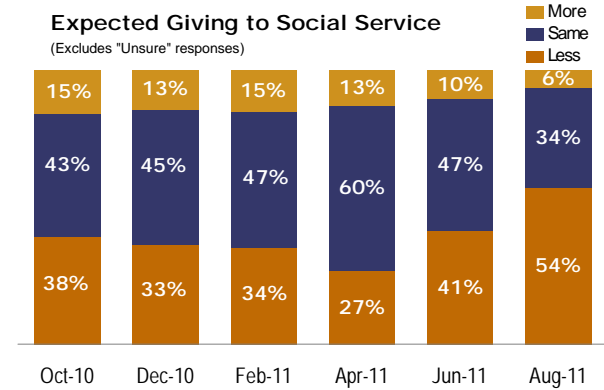
The Index for Places of Worship dropped 7.3 points in August to 83.5.

Sector	Oct '10	Dec '10	Feb '11	Apr '11	Jun '11	Aug '11
Places of Worship	93.0	94.6	90.0	92.0	90.8	83.5
6-mo. Avg.	89.8	91.7	92.5	92.2	90.9	88.8

At present, nearly half (47%) report plans to give less this year compared to last. One in ten (10%) plan to give more.



More than half the donors to this sector (54%) currently say they will give less in 2011 than in 2010.



Political & Advocacy

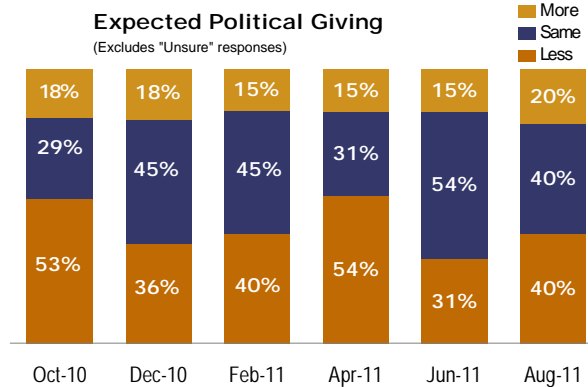
The DCI for Political organizations has fallen steeply to a score of 84.3.

Sector	Oct '10	Dec '10	Feb '11	Apr '11	Jun '11	Aug '11
Political and Advocacy	92.7	98.7	91.3	85.5	100.1	84.3
6-mo. Avg.	88.0	91.3	94.2	91.8	92.3	90.0

Methodology

This Donor Confidence Report poll was conducted August 12-16, 2011 among 497 Internet respondents who either responded to our original February 2008 study or who have demonstrated similar habits and behaviors since then.

Today, two in five donors (40%) plan to give less to Political and Advocacy groups. Another 40% plan to give the same dollar amount.



The Benchmark study that forms the basis for the Donor Confidence report was conducted as part of Campbell Rinker's ongoing DonorPulse survey in February 2008. This hybrid study of 3,312 US donors included 29% of respondent households from random telephone calling and the balance from an Internet panel reflecting national demographics.

To qualify to take the survey, responding households must have made a charitable contribution in the previous year and be at least 18 years old. Of the 3,312 responding donors, 726 self-identified themselves as Christian and 85 self-identified as adherents to non-Christian faiths.

Social Service

The DCI for Social Service organizations has decreased 5.9 points since June to 85.1.

Sector	Oct '10	Dec '10	Feb '11	Apr '11	Jun '11	Aug '11
Social Svcs	90.0	95.6	88.6	91.3	91.0	85.1
6-mo. Avg.	87.7	90.1	91.4	91.8	90.3	89.1

The Donor Confidence Index is computed at the respondent level using an algorithm developed by Campbell Rinker that takes into account a donor's propensity to give again, their opinions and attitudes about the condition of the country, the nonprofit sector, their economic outlook, and their ongoing engagement in giving. The scores presented in this report represent a true longitudinal view of donors in June 2011 compared to the same pool of donors in previous reports.

Fewer respondents answered some questions. The following table summarizes the estimate of error at the 95% confidence level at various sample sizes.

Sample Size	Estimate of Error
100	±9.8%
200	±6.9%
300	±5.7%
400	±4.9%
500	±4.4%

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