

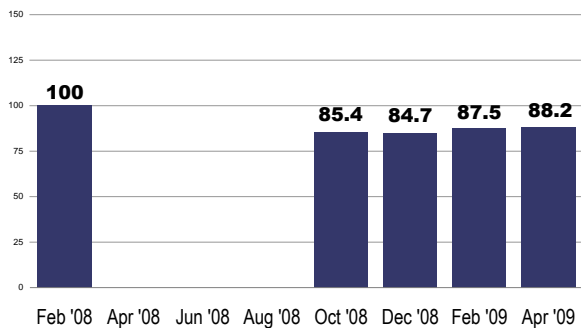
Donor Confidence Report

Issue 4, April 2009

The results in this Donor Confidence Report are drawn from an ongoing survey of donor attitudes about giving by Campbell Rinker. The sample size for the April poll is 504. Details about the study methodology, audience may be found on page 9.

Donor Confidence Edges Higher

Campbell Rinker's Donor Confidence Index (DCI) continues to increase in baby steps, signaling a small but noteworthy increase in donor confidence. Up 0.7 points since February, the DCI currently stands at 88.2. 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.



The performance of the Index within various sectors is shown in the following table, ranked by the change since February '09. Given the nature of the scoring algorithm, positive or negative opinions from a donor have an impact on the index for any sectors they support.

Within individual nonprofit sectors, seven Index scores have moved higher since February, and four have moved slightly lower. In the following table, the strongest increases are noted in dark green, the sharpest decreases in red, and moderate increases appear in lighter shades of green and red.

Sector	Feb '08	Oct '08	Dec '08	Feb '09	Apr '09	Change Feb-Apr
Political and Advocacy	104.5	90.5	89.6	84.9	90.8	5.9
Arts, Culture and Humanities	100.1	85.9	92.3	84.8	89.1	4.3
Environmental	98.9	89.7	92.7	84.1	88.3	4.2
Social Service	99.6	87.3	90.0	86.8	90.0	3.2
Faith-based	104.2	95.9	93.0	90.5	92.9	2.4
Education	99.1	91.4	89.6	86.8	88.9	2.1
Health and Medical	101.7	91.6	89.5	86.1	86.4	0.3
Int'l Relief and Development	99.9	86.6	97.4	89.2	88.9	-0.3
Places of Worship	101.6	91.4	91.6	90.1	89.4	-0.7
Animal Rights	96.5	88.7	90.7	86.7	85.3	-1.4
Hospitals, Hosp. Foundations	99.7	89.3	88.0	89.4	87.8	-1.6

Analysis

The fact that the April 2009 Donor Confidence Index continues to rise and now stands at 88.2 overall supports the trend observed in the February poll: Donors are slowly gaining confidence about giving in 2009.

These gains are driven by a pronounced improvement in donors' assessment of the prospects for short-term economic stability. Also, a majority of American donors now express satisfaction with the direction of the country, in a substantial shift from the poll results in December and February.

As background to these results, The Consumer Confidence Index™ measured by The Conference Board (a New York nonprofit public interest group), rose substantially as of April 28, an increase attributed to a significant improvement in the short-term outlook among consumers.

At the same time, donors seem reluctant to say they plan to increase their giving in the coming year, even though they say they're feeling better about the state of the country at this point.

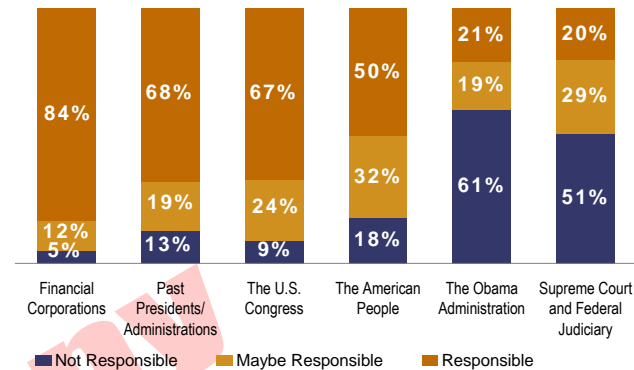
On the whole, then, donors are feeling much better about the direction of the country and the prospects for economic recovery within the year. For the time being, however, we don't expect that optimism to translate into a renewed willingness to give. Why?

For one thing, the country's economic challenges are so huge that donors may be less inclined to say increasing their giving would have any impact at all. They might well think "What kind of difference could I make when the Federal Government plans to infuse the economy with trillions of dollars?"

Furthermore, Americans are now very focused on saving to ensure that when the next shoe drops, it doesn't fall on them. The average American family is now putting more than 4% of their disposable income into savings, with the actual dollars in real savings now at 325% of what they were last October.¹ In this context, it is understandable that confidence is on the rise: People feel more prepared for whatever might happen when it does.

This kind of confidence, though, doesn't necessarily translate into an immediate willingness to increase giving. It is more likely to translate into an increased willingness to repeat past giving. The willingness to give more – if it comes – will likely require continued good news about America's economic future.

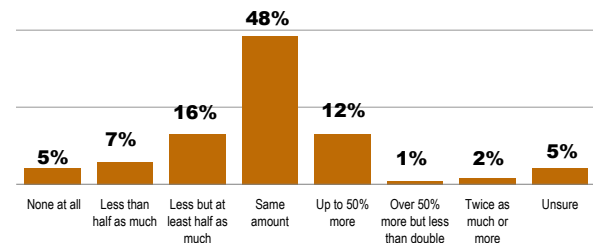
Proportion Likely to Give Same



Continues to Hold Firm in 2009

Campbell Rinker asked U.S. donors whether they expected to give the same amount, more or less in 2009 compared to the past year. The results are weighted by age to portray donor expectations as accurately as possible.

Expected 2009 Giving
(April 2009)



Similar to the response of 47% in February, 48% of donors in April reported plans to give the same amount to charity in 2009. The proportion of donors saying they will give more (15% for three choices combined), has remained constant since December. The percentage planning to give less has also held steady at 28% total.

Who's at Fault for the Economy?

Half of American donors blame themselves – the American people – for the present

¹ U.S. Bureau of Economic Analysis, U.S. Department of Commerce, April 29, 2009

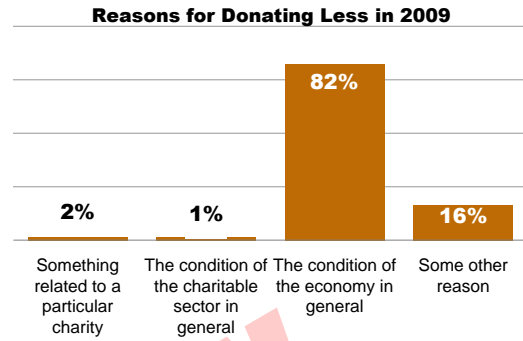
economic situation, according to a question added to this month's poll. As might be expected, more than eight in ten American donors (84%) see financial corporations as either somewhat or totally responsible for the country's present economic woes, and two in three also see previous administrations and the U.S. Congress as either somewhat or totally responsible.

The current administration and the Supreme Court escape being tagged with a significant share of blame for the country's current economic woes, with a majority of donors opining that these two entities are either not responsible at all or only slightly responsible.

Campbell Rinker gratefully acknowledges consulting firm Berkey Brendel Sheline for suggesting this poll question for the April issue.

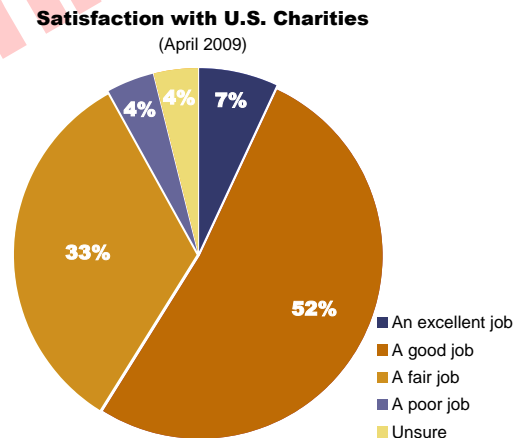
Nonprofits still Seen as Reliable

Only three percent of donors say that issues with the nonprofit sector in general or any specific nonprofit are the reason they have decided to give less in the coming year. This proportion has held consistent in the three Donor Confidence polls conducted since October 2008, and signals a high level of trust in the nonprofit sector as a whole. In contrast, more than eight in ten donors (82%) still hold the "economy in general" as the chief reason they would give less in 2009 (admittedly, this result seems to contradict the rising hope donors express regarding the economy). The number of donors citing "some other reason" has increased to 16%.



High Nonprofit Approval

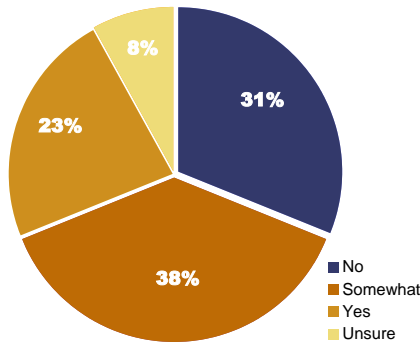
A majority of respondents continue to see U.S. charities as doing either an excellent or good job, this is true for nearly six in ten donors (59%). Consistent with every issue of the DCR since October, one in three (33%) characterize nonprofit performance as "fair."



Donors Now More Satisfied with Country's Direction

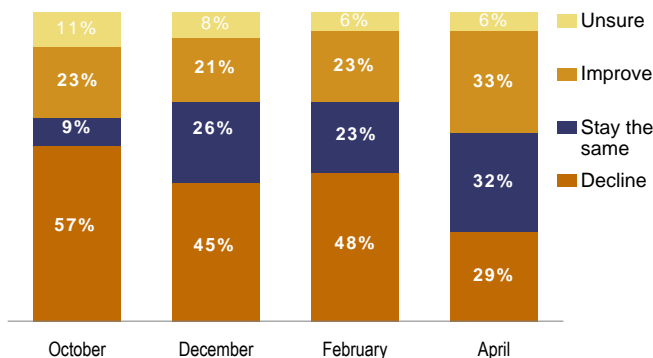
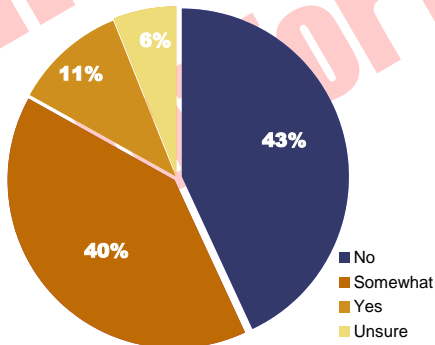
In February, the percentage of donors who expressed dissatisfaction with the country's direction dropped to 40% from 54% in December. This continues to decline with just 31% saying they are not satisfied with the country's direction as of April 2009. Thirty-eight percent are "somewhat" satisfied and 23% are completely satisfied.

Satisfied with Country's Direction
(April 2009)



With regard to national politics, donors are still less satisfied with “the political system at the Federal level.” Though, the percentage of donors citing dissatisfaction has dropped from 59% in December and 45% in February to 43% currently. Fifty-one percent of donors are satisfied or “somewhat” satisfied, an increase of three percent since February.

Satisfied with National Politics
(April 2009)



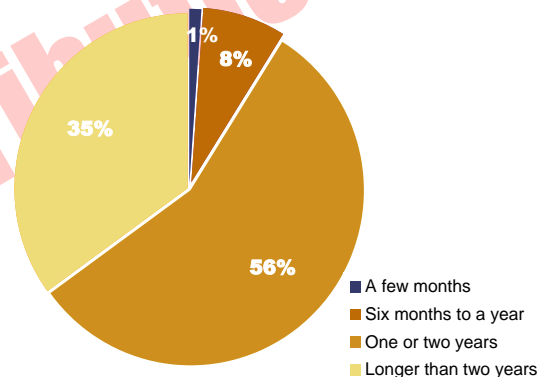
Donors Expect Economic Recovery

More donors expect the economy to show signs of improvement in the next year than at any other time in the last six months.

One in three donors (33%), believe the economy will improve in the next 12 months – a ten percent increase since the poll was conducted in February. Another third (32%) believe it will stay the same.

The proportion of donors who expect the economy to continue to worsen dropped by 19% from February to April and is now just half what it was in October of last year.

When Will Economy Improve?
(April 2009)

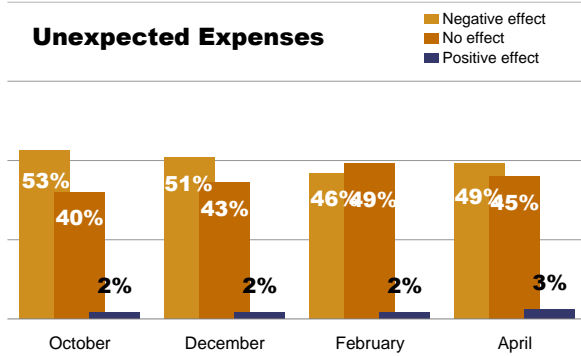


Over half of all donors surveyed say economic recovery would occur within one to two years. These percentages are similar to that in February; however, the percentage selecting “six months to a year” has risen from 5% to 8%.

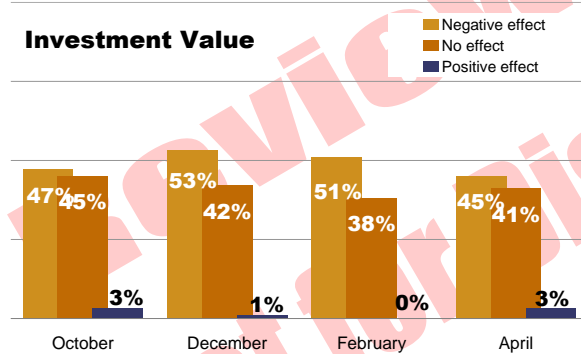
Expenses Negatively Impact Giving

Fluctuating personal expenses, investment value, and changes in personal income continue to have the greatest negative effect on nonprofit support.

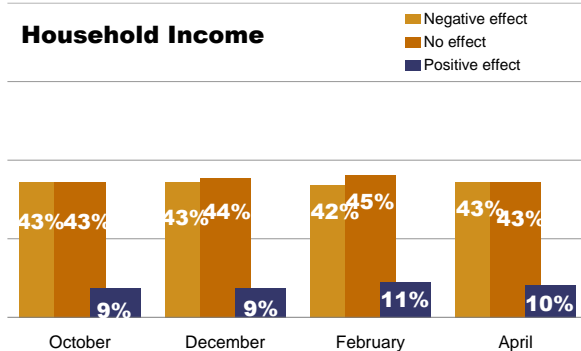
Unexpected expenses remain a struggle for American donors; 49% say this has negatively impacted their giving.



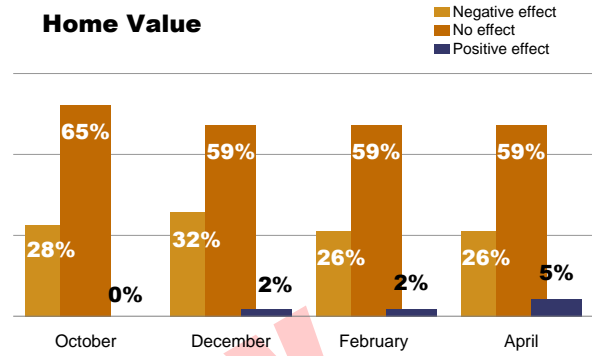
The proportion of donors who say that the value of their investments has had a negative effect on their personal giving continues to decline from 53% in December to 51% in February and 45% now, in April.



The percentage of donors citing household income as a factor in their giving has remained steady over the past six months.

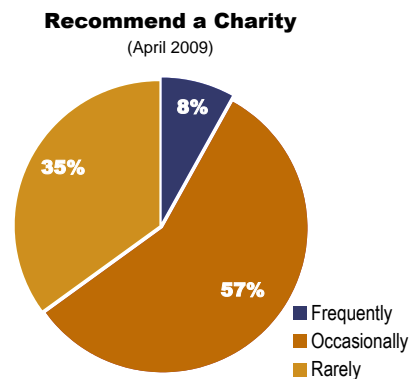


Six in ten donors still say that changes in the value of their home have no impact on their giving plans. This has held steady since October, as well.



Recommending Charities

The percentage of donors willing to recommend one of their favorite charities has remained constant since October 2008. Fifty-seven percent of donors continue to “occasionally” recommend charities to family and friends. Campbell Rinker sees the stability in this measurement as a sign of continued trust in the nonprofit sector.



Sector Spotlights

Campbell Rinker asked donors to indicate which sectors they had supported in the last year. Donors could indicate supporting more than one sector. As the Donor Confidence Index is calculated on a per-respondent basis and aggregated, ratings provided by one donor may contribute to more than one nonprofit

sector. The April poll counted 504 respondents, similar to the 506 respondents in February and 509 in December.

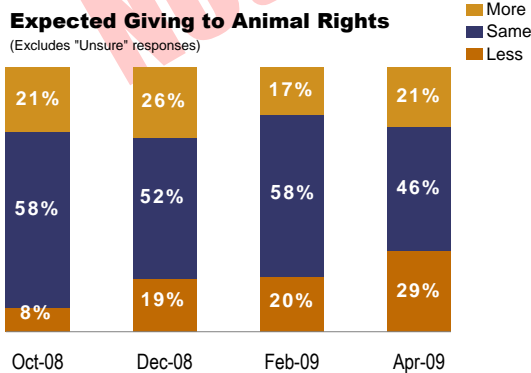
The sections below highlight the stated plans donor express for giving in each of the following nonprofit categories:

- 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

In April '09, the DCI among donors who contribute to animal rights charities fell by 1.4 points to 85.3, the lowest score for this sector to date and 10.2 points below the seminal index measured in February 2008.

Sector	Feb '08	Oct '08	Dec '08	Feb '09	Apr '09	Chg
Animal Rights	96.5	88.7	90.7	86.7	85.3	-1.4



The chief reason for the drop in the score for Animal Rights and Protection is a 9% increase in the proportion of donors who say they expect to give less to this sector in 2009, from 20% to 29% since February and from 8% to 29% since February 2008. Now, only 46% say

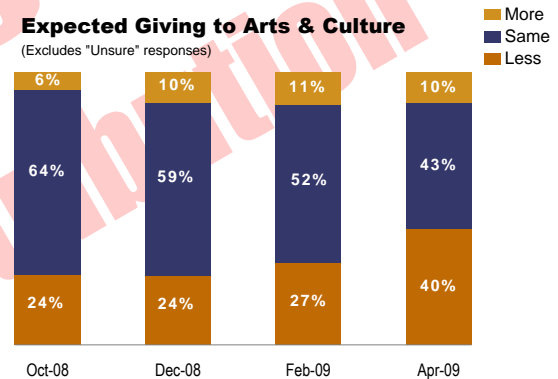
they plan to give the same amount in the coming year as they did last year to this sector.

Arts, Culture, and Humanities

The DCI among donors to the Arts, Culture and Humanities has experienced minor peaks and valleys over the past six months. Currently the DCI is up to 89.1, a 4.3 point increase since the February issue.

Sector	Feb '08	Oct '08	Dec '08	Feb '09	Apr '09	Chg
Arts, Culture and Humanities	100.1	85.9	92.3	84.8	89.1	4.3

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



The percentage of Arts, Culture and Humanities donors planning to give the same this year compared to 2008 continues to fall significantly (from 64% in October 2008 to 43% in April 2009). Four in ten donors to the arts plan to give less this year.

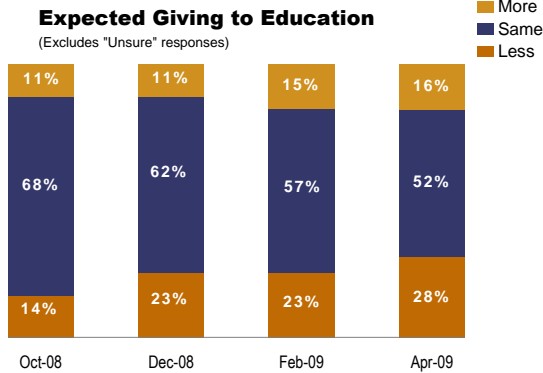
Education Institutions & Programs

The DCI for Educational Institutions and Programs is experiencing a slight increase, up 2.1 points to 88.9.

Sector	Feb '08	Oct '08	Dec '08	Feb '09	Apr '09	Chg
Education	99.1	91.4	89.6	86.8	88.9	2.1

Education donors are just as likely to give more as in February (15%). They are less likely to give the same, down five percent from 57%

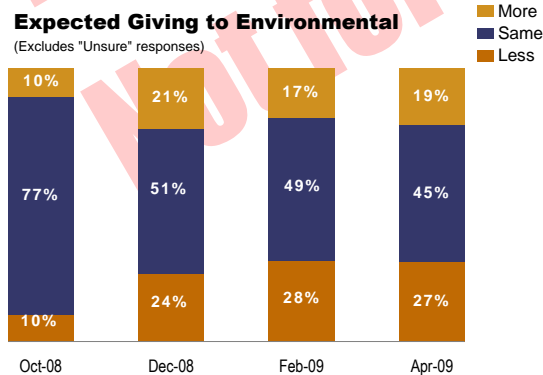
to 52%. Those five percent have seemingly shifted to the give less category which is up to 28% in April from 23% in February.



Environmental Protection

The DCI for Environmental organizations appears to have rebounded since its drop in February. The DCI has increased 4.2 points to 88.3 in April.

Sector	Feb '08	Oct '08	Dec '08	Feb '09	Apr '09	Chg
Environmental	98.9	89.7	92.7	84.1	88.3	4.2



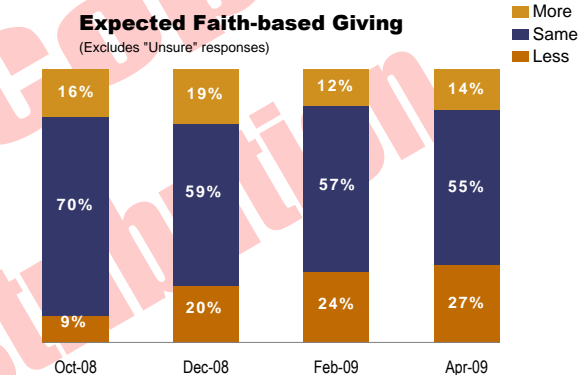
Twenty-seven percent of donors now say they plan to give less to environmental charities in 2009, holding steady, for the most part, since February '09. Forty-five percent plan to give the same and 19% say they plan to give more in 2009.

Faith-based Charities

The Index for faith-based groups still registers as one of the strongest sectors. The DCI for faith-based charities (excluding places of worship) has risen 2.4 points, to 92.9.

Sector	Feb '08	Oct '08	Dec '08	Feb '09	Apr '09	Chg
Faith-based	104.2	95.9	93.0	90.5	92.9	2.4

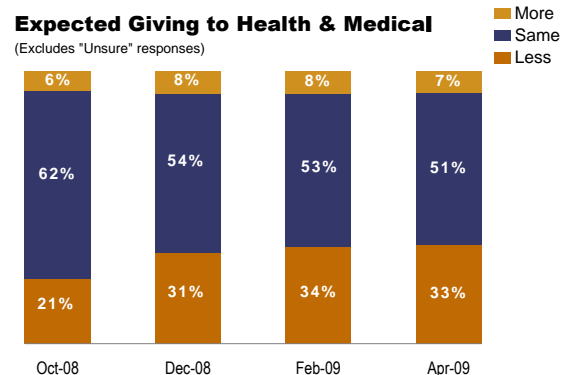
More than half the donors to faith-based organizations (55%) plan to give the same as last year. However, 27% plan to give less.



Health and Medical Charities in US

The Index for Health and Medical charities increased by a scant .3 points since February, and the score for this sector remains among the lowest in the Donor Confidence poll.

Sector	Feb '08	Oct '08	Dec '08	Feb '09	Apr '09	Chg
Health and Medical	101.7	91.6	89.5	86.1	86.4	0.3



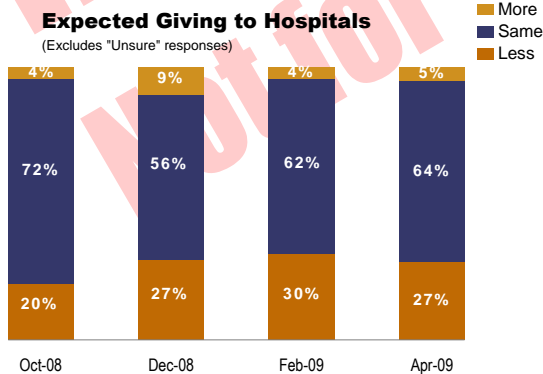
The proportion of households that expect to give less in the coming year to support Health and Medical charities remains virtually unchanged since February. A smaller 51% of donors plan to give the same in '09 as in '08, and only 7% plan to give more.

Hospitals & Hospital Foundations

The DCI for nonprofit Hospitals and Hospital Foundations has decreased since February. Since October '08, the DCI for hospitals seems to fluctuate somewhere between 88 and 89 points (87.8 at the lowest, 89.4 at the highest).

Sector	Feb '08	Oct '08	Dec '08	Feb '09	Apr '09	Chg
Hospitals, Hosp. Foundations	99.7	89.3	88.0	89.4	87.8	-1.6

Nearly two in three donors to Hospitals and Hospital Foundations (64%), plan to give the same amount as in 2008. This figure is the highest for any sector in the survey and drives the consistency of the score in this sector.



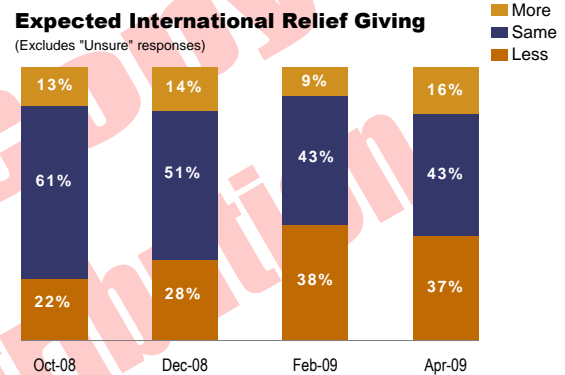
Int'l Relief, Education & Sponsorship

The DCI for International Relief, Education and Child Sponsorship has dropped by just .3 points since February.

As noted in last month's issue, the Index for International charities experienced a seasonal bump in December. In what now appears to have been a peak, the Index of 97.4 during that month has dropped in February and April.

Sector	Feb '08	Oct '08	Dec '08	Feb '09	Apr '09	Chg
Int'l Relief and Development	99.9	86.6	97.4	89.2	88.9	-0.3

While donors still express reservations about giving more to International Relief in '09 than in '08, those who say they plan to give more increased from 9% in February to 16% now. Almost four in ten donors, 37%, plan to give less in 2009 and 43% plan to give the same.



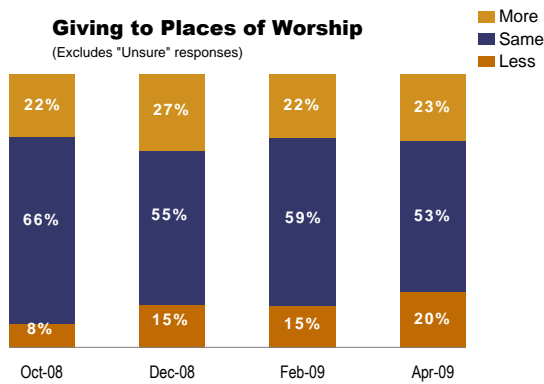
Places of Worship

The DCI for Places of Worship has remained mostly steady over the past few months, although the April poll reflects a .7 point decrease. April's score of 89.4 is the lowest score observed for Places of Worship, a sector that has tended toward less variation.

Sector	Feb '08	Oct '08	Dec '08	Feb '09	Apr '09	Chg
Places of Worship	101.6	91.4	91.6	90.1	89.4	-0.7

Despite this decline, 23% of donors say they intend to give more to Places of Worship in 2009 compared to 2008 – the highest such percentage of any sector. Also, the 20% who say they will give less is a much smaller figure compared to most other sectors.

Giving to Places of Worship
(Excludes "Unsure" responses)

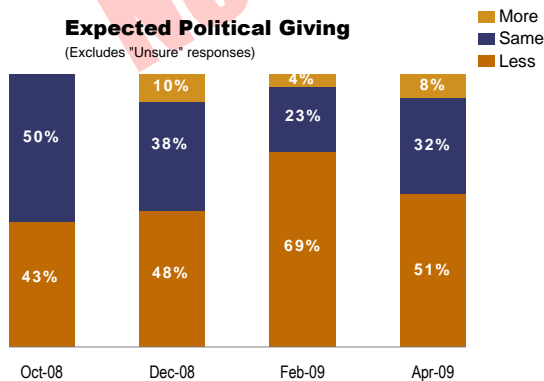


Political & Advocacy

The DCI for Political and Advocacy organizations has increased by 5.9 points, rising to levels similar to those seen in October and December 2008. While political donors may be more confident about the economy than others, this does not necessarily indicate that they will give more, as seen in the graph below.

Sector	Feb '08	Oct '08	Dec '08	Feb '09	Apr '09	Chg
Political and Advocacy	104.5	90.5	89.6	84.9	90.8	5.9

Expected Political Giving
(Excludes "Unsure" responses)



Fifty-one percent of political donors plan to give less in 2009. This number will most likely remain high for the rest of this year.

Social Service

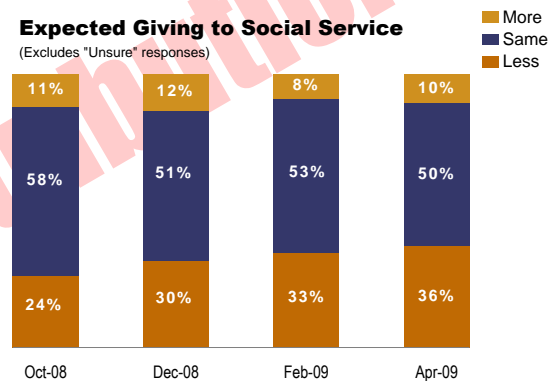
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The DCI for Social Service organizations has increased by 3.2 points, to the same figure seen in December '08. A DCI score of 90.0 remains one of the highest scores for any sector.

Sector	Feb '08	Oct '08	Dec '08	Feb '09	Apr '09	Chg
Social Service	99.6	87.3	90.0	86.8	90.0	3.2

Similar to what we saw for Political organizations, a high DCI score does not suggest that donors plan to give more. Here we see that 36% of donors to Social Service organizations plan to give less in 2009. Half plan to give the same and 10% plan to give more.

Expected Giving to Social Service
(Excludes "Unsure" responses)



Methodology

The February Benchmark study was conducted as part of Campbell Rinker's ongoing DonorPulse survey of 3,312 US donors conducted in February 2008. This was a hybrid study in which 29% of respondent households came from random telephone calling and 71% of respondents were recruited from an Internet panel reflecting national demographics.

To qualify to take the survey, responding households must have made a charitable contribution in 2007. Respondents were required to be at least 18 years old. Of the 3,312 responding donors, 726 self-identified as Christian and 85 self-identified as adherents to non-Christian faiths.

This April's Donor Confidence Report poll was conducted on April 24-27, 2009 as a tracking study among 504 Internet respondents who had responded to the original February 2008 questionnaire.

The poll on which this report is based was conducted among 504 Internet respondents who also answered to the February 2008 DonorPulse poll. October 2008, December 2008, February 2009, and April 2009 responses are 'weighted' (mathematically adjusted) by donor age, to ensure representativeness among various age categories and conform

to proportions seen in the original DonorPulse telephone sample.

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 April 2009 compared to the same donors in February, October, and December 2008, and February 2009.

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

Sample Size	Estimate of Error
85	±10.6%
100	±9.8%
200	±6.9%
300	±5.7%
400	±4.9%
500	±4.4%

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