

Donor Confidence Report

Issue 8, December 2009

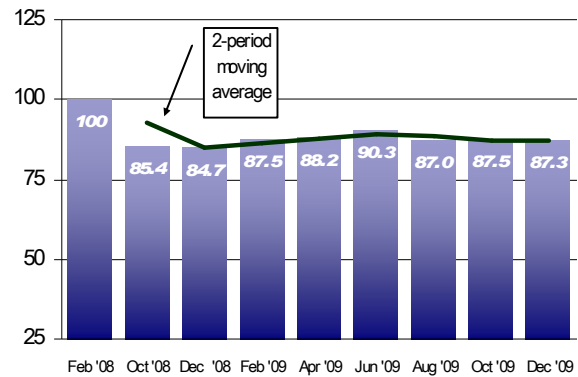
The results in this Donor Confidence Report are drawn from an ongoing survey of donor attitudes about giving by Campbell Rinker. The sample size for the December 2009 poll is 306. Details about the study methodology, audience may be found on page 9.

Donor Confidence Remains Stable

Campbell Rinker's overall Donor Confidence Index (DCI) now stands at 87.3, compared to the benchmark index of 100 established in February, 2008. This figure has remained mostly unchanged since August 2009, fluctuating between 87.0 and 87.5.

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.

from any single donor will impact the Index for all sectors they have supported.



Analysis

Overall donor confidence has essentially held steady over the past four months, and gained a scant 2.6 points in Campbell Rinker's Donor Confidence Index since December 2008.

The Donor Confidence Index peaked in June 2009, when it reached a level of 90.3.

The analysts at Campbell Rinker observe that that donor confidence in December remained largely static due to opposing factors. While confidence could have improved as a result of traditional seasonal optimism, at the same time it seemed hampered by rising unemployment, slow economic recovery and a contentious national debate over increased government control in the health care sector.

In fact, a week after this Donor Confidence poll was conducted the US Senate approved 2,400 pages of legislation designed to change the nation's health care system.

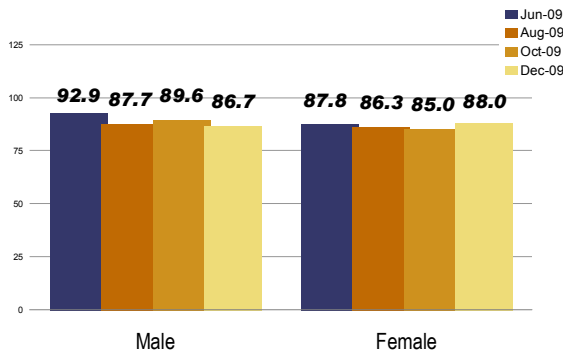
In this environment, donors express the expectation that they will give the same or less in charitable donations as they have before, even as they continue to hold the nonprofit sector in high regard. They also express a growing sentiment that the country is headed in the wrong direction and a deepening dissatisfaction with the federal government.

Sector	Feb '09	Apr '09	Jun '09	Aug '09	Oct '09	Dec '09	2-Mo Chg
Overall	87.5	88.2	90.3	87.0	87.5	87.3	▼ -0.2
Environmental	84.1	88.3	90.9	82.9	79.2	86.4	▲ 7.2
Social Service	86.8	90.0	89.1	87.9	86.7	90.8	▲ 4.1
Hospitals & Hosp. Fnd.	89.4	87.8	89.7	87.9	85.6	89.0	▲ 3.4
Health and Medical	86.1	86.4	91.0	86.2	88.5	91.3	▲ 2.8
Int'l Relief and Development	89.2	88.9	90.3	92.2	88.7	90.3	▲ 1.6
Faith-based	90.5	92.9	87	90.1	92.2	93.1	▲ 0.9
Arts, Culture and Humanities	84.8	89.1	93.2	83.3	91.9	91.3	▼ -0.6
Place of Worship	90.1	89.4	90.4	88.6	91.6	90.7	▼ -0.9
Education	86.8	88.9	91.2	87.9	90.9	89.7	▼ -1.2
Animal Rights	86.7	85.3	91.9	87.2	87.0	85.2	▼ -1.8
Political and Advocacy	84.9	90.8	93.0	85.6	91.5	87.7	▼ -3.8

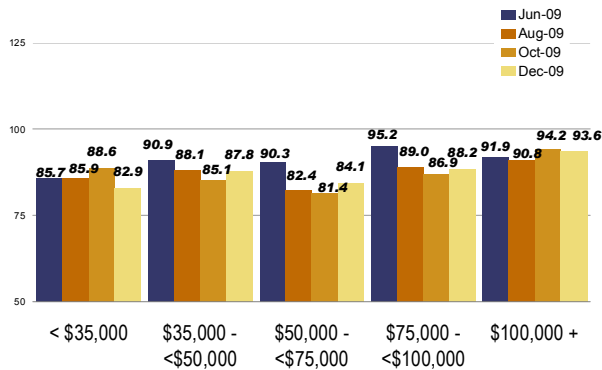
The performance of the Index within various sectors is shown in the table above, ranked by the change since October '09 with the overall Index listed first. Within individual nonprofit sectors, six scores have risen and five have fallen. Increases are noted in green and decreases in red. Positive or negative opinions

Donor Confidence by Demographics

Until now, men have consistently charted higher donor confidence than women. In December, we see these scores reverse for the first time; confidence among men drops by nearly three points to 86.7 and scores for women rose by three points to 88.0.



While confidence among male donors has fallen by six index points since June, 2009, the index remains consistent among women. It is possible that the decline among men could reflect unemployment, which tends to affect among older male workers in greater numbers.



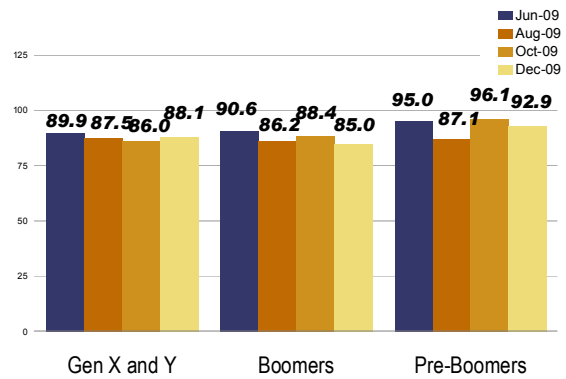
The DCI fell by 5.7 points since October in households earning less than \$35,000, which we also see as reflecting the attitudes of under-employed donors.

In contrast, the Index posted modest gains among households earning \$35,000 - \$99,999 in December, though retaking very little of the territory it lost from June through October.

In December, giving households earning \$100K+ households continue to show

significantly higher Index levels than households with lower income.

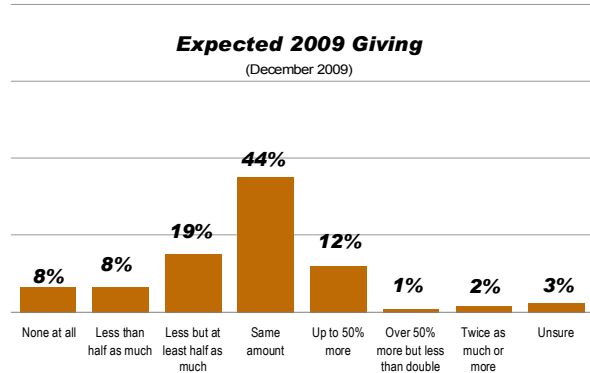
In looking at generational trends, pre-boomers (born before 1945) once again exhibit the highest level of confidence at 92.9.



Giving Likelihood Unchanged

Campbell Rinker asked U.S. donors whether they expected to give the same amount, more, or less this year compared to last.

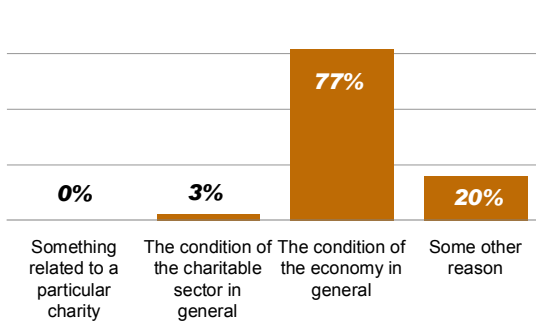
These percentages have held steady throughout most of 2009, with proportions similar to those seen below.



Economy is Top Reason for Donating Less

Nearly eight in ten donors credit the economy as the reason they will be donating less. Very few say they are giving less because of anything related to the nonprofit sector.

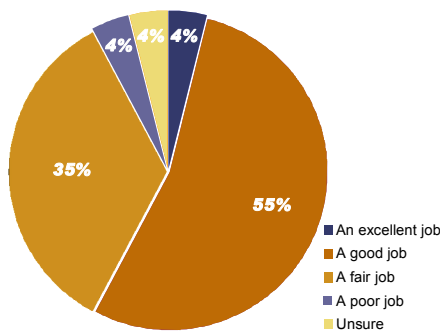
Reasons for Donating Less in 2009



Nonprofit Approval Ratings

Nearly six in ten respondents (59%) , rate U.S. charities as doing either an excellent or good job. The gap between the combined ratings of “Excellent” and “Good” at 59% and combined ratings for “Fair” and “Poor” at 39% is ±20%, a measure seen as indicating high confidence in the work of the nonprofit sector.

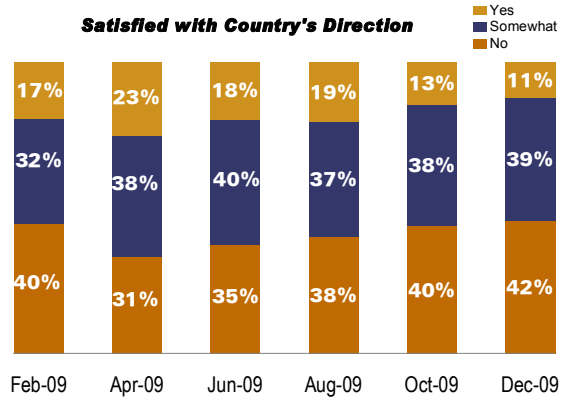
Satisfaction with U.S. Charities
(December 2009)



Dissatisfaction with the Country Continues to Rise

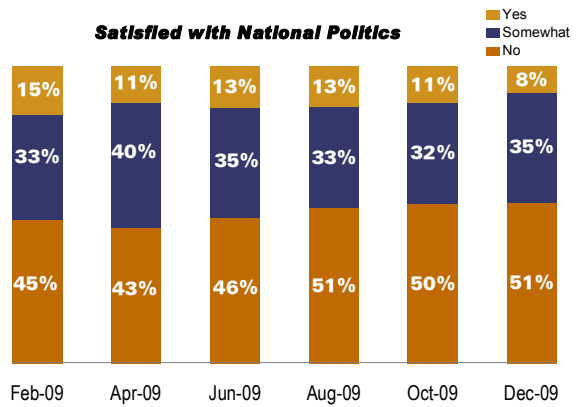
The proportion of donors dissatisfied with the country’s direction grew by two percent since October, capping a trend that has seen this level rise by a total of 11% since April. During the same period, the percentage of donors who are satisfied fell by 50% to the lowest point measured since December of 2008.

Satisfied with Country's Direction



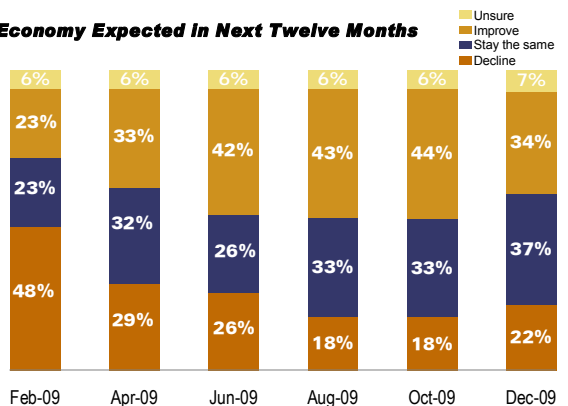
Half of all donors continue to be dissatisfied with “the political system at the federal level,” and here again the proportion of satisfied donors reached its lowest point in a year.

Satisfied with National Politics

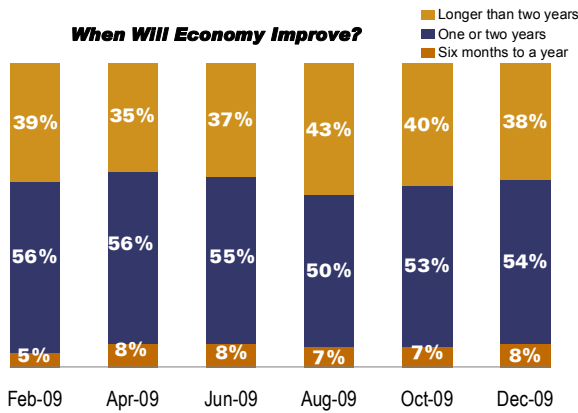


Expectations for Economy Worsen

Economy Expected in Next Twelve Months



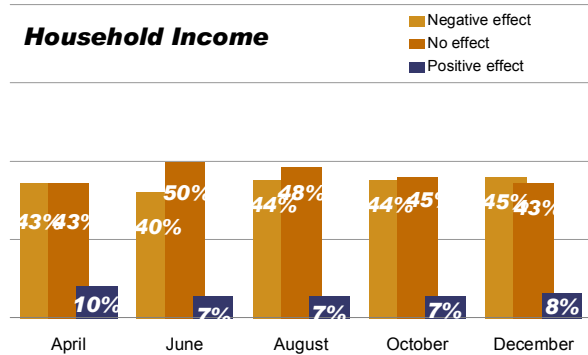
From October to December, the proportion of donors who expect the economy to improve in the next twelve months dropped by 10% to 34%, a significant decrease, after rising slightly in the six months since June.



More than half of all donors expect economic recovery within one to two years, while the proportion that expects a longer rebound is on the decline over the last few months.

Lost Income Impedes Giving

Changes in household income continue to have the greatest negative effect on giving, while shifting values in investments, real estate and personal expenses are now seen as exerting less of an impact compared to prior DCI polls.



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.

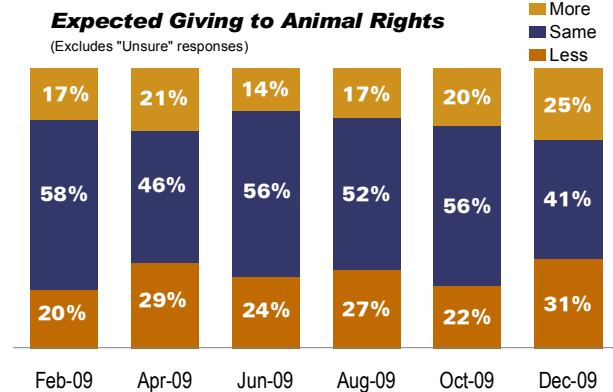
The sections below highlight the stated plans donor have for giving to each of the following nonprofit categories:

- > 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

In December, the DCI among donors who contribute to Animal Rights charities fell by 1.8 points. This is the lowest confidence level for this group in 2009.

Sector	Feb '09	Apr '09	Jun '09	Aug '09	Oct '09	Dec '09
Animal Rights	86.7	85.3	91.9	87.2	87.0	85.2
6-mo Avg.	88.7	87.6	88.0	88.1	88.7	86.5



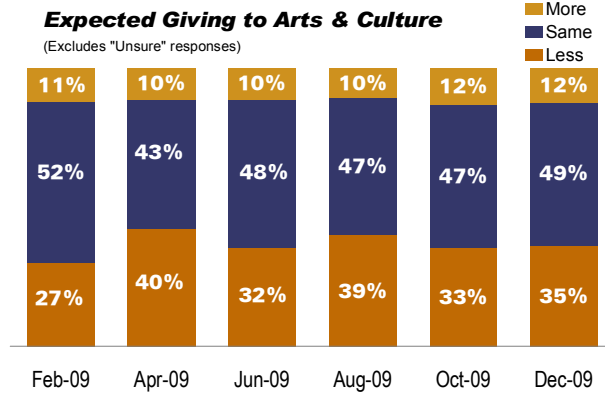
Furthermore, a rising proportion of Animal Rights donors plans to give less this year.

Arts, Culture, and Humanities

The DCI among Arts donors appears to have rebounded at year-end, and now stands at a more consistent 91.3.

Sector	Feb '09	Apr '09	Jun '09	Aug '09	Oct '09	Dec '09
Arts & Culture	84.8	89.1	93.2	83.3	91.9	91.3
6-mo Avg.	87.7	88.7	89.0	88.5	89.5	88.8

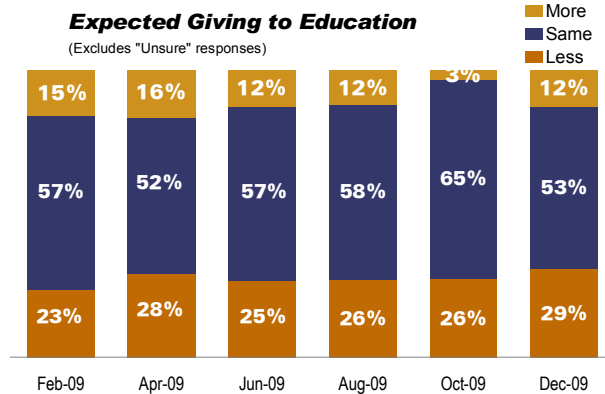
Half of Arts, Culture, and Humanities donors, 49%, plan to give the same amount this year, while 35% plan to give less.



Educational Institutions & Programs

The DCI for Educational Institutions and Programs dropped 1.2 points in December to 89.7.

Sector	Feb '09	Apr '09	Jun '09	Aug '09	Oct '09	Dec '09
Education	86.8	88.9	91.2	87.9	90.9	89.7
6-mo Avg.	89.3	88.4	89.0	89.3	90.0	89.5



October results seem uncharacteristically strong in the "give same" category among Education donors, and have now subsided to a more typical level.

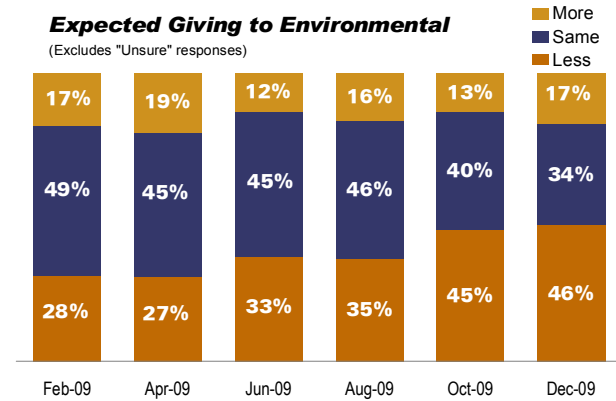
Environmental Protection

The Index for donors to Environmental organizations rose by 7.2 points from a low

point of 79.2 in October. However, the downward trend in the six-month moving average among Environmental Protection donors is not a positive signal.

Sector	Feb '09	Apr '09	Jun '09	Aug '09	Oct '09	Dec '09
Environmental	84.1	88.3	90.9	82.9	79.2	86.4
6-mo Avg.	88.8	88.4	87.8	87.4	84.3	82.8

While a high 46% still plan to give less, 17% plan to give more to Environmental charities.

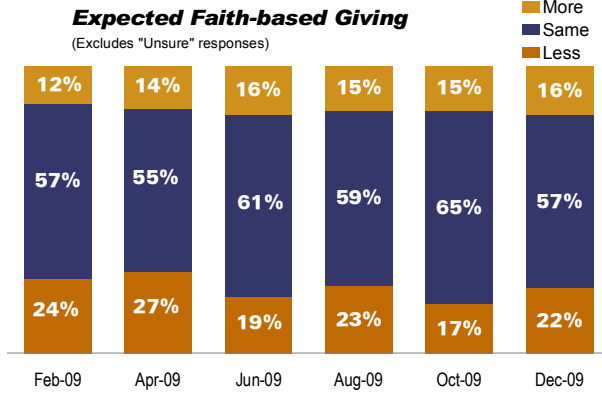


Faith-based Charities

The DCI for Faith-based charities has increased by 0.9 points in the past two months. Donors to faith-based charities continue to display the most positive outlook of any sector. The Index for this group is currently 93.1.

Sector	Feb '09	Apr '09	Jun '09	Aug '09	Oct '09	Dec '09
Faith-based	90.5	92.9	87.0	90.1	92.2	93.1
6-mo Avg.	93.1	92.1	90.1	90.0	89.8	91.8

Despite this stronger than average Confidence Index level, we note that the percentage of Faith-based donors expecting to give less this year has moved back to previous levels.

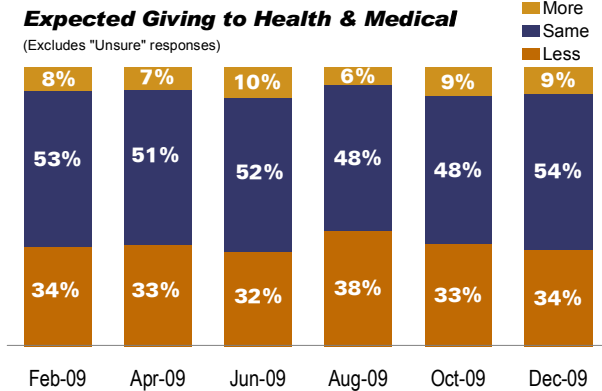


Health and Medical Charities

The Index for Health and Medical charities has increased by another 2.8 points since October. The current DCI, 91.3, is the highest for this sector throughout 2009.

Sector	Feb '09	Apr '09	Jun '09	Aug '09	Oct '09	Dec '09
Health and Medical	86.1	86.4	91.0	86.2	88.5	91.3
6-mo. Avg.	89.1	87.3	87.8	87.9	88.6	88.7

Similar to previous results, 34% still plan to give less to Health and Medical charities.

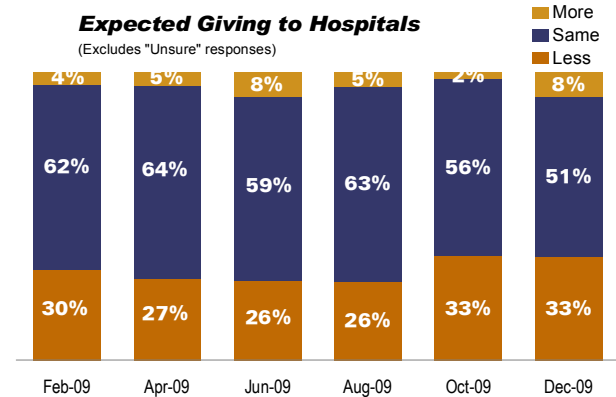


Hospitals & Hospital Foundations

DCI for Hospitals and their Foundations has increased in December to 89.0, up from a previous low in October. The six-month average has held steady in this sector.

Sector	Feb '09	Apr '09	Jun '09	Aug '09	Oct '09	Dec '09
Hospitals	89.4	87.8	89.7	87.9	85.6	89.0
6-mo. Avg.	88.9	88.4	89.0	88.5	87.7	87.5

The percent of donors planning to give more to Hospitals and Hospital Foundations rose by six percent in the past two months.

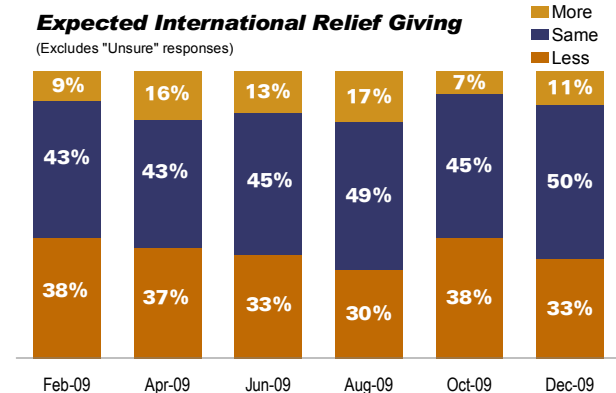


Int'l Relief & Sponsorship

The DCI among International Relief and Development donors increased by a moderate 1.6 points since October.

Sector	Feb '09	Apr '09	Jun '09	Aug '09	Oct '09	Dec '09
Int'l Relief and Development	89.2	88.9	90.3	92.2	88.7	90.3
6-mo. Avg.	91.1	91.8	89.5	90.5	90.4	90.4

While confidence tends to track higher in this sector compared to others, donor expectations fluctuate widely from one poll to the next.



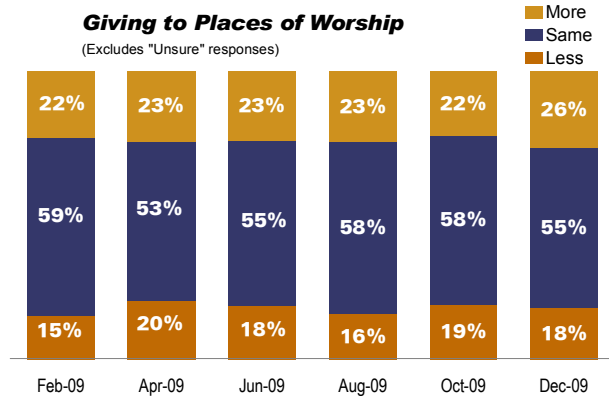
This seems to suggest a clash between hope and uncertainty among donors who support this sector.

Places of Worship

In December, the DCI for donors to places of worship is 90.7, a minor 0.9 point decrease since October.

Sector	Feb '09	Apr '09	Jun '09	Aug '09	Oct '09	Dec '09
Places of Worship	90.1	89.4	90.4	88.6	91.6	90.7
6-mo. Avg.	91.0	90.4	90.0	89.5	90.2	90.3

Giving to Places of Worship continues to post some of the best giving expectations versus other sectors. Since February, a consistent one in four donors to Places of Worship (26%) have said they plan to donate more.



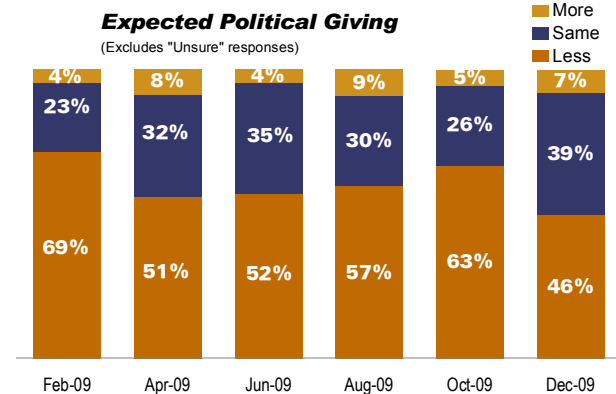
Political & Advocacy

As noted in October, the DCI for Political and Advocacy groups is another sector that seems to fluctuate. The score for this group dropped 3.8 points this month to 87.7.

Sector	Feb '09	Apr '09	Jun '09	Aug '09	Oct '09	Dec '09
Political and Advocacy	84.9	90.8	93.0	85.6	91.5	87.7
6-mo. Avg.	88.3	88.4	89.6	89.8	90.0	88.3

Currently, 46% plan to give less to Political organizations. This is a significant decline;

more donors now say they plan to give the same amount to this sector as they did in 2008.

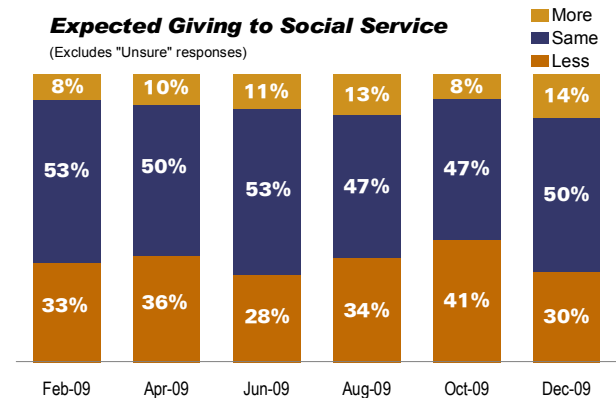


Social Service

Confidence among Social Service donors increased by a strong 4.1 points – to 90.8 – in December.

Sector	Feb '09	Apr '09	Jun '09	Aug '09	Oct '09	Dec '09
Social Svcs	86.8	90.0	89.1	87.9	86.7	90.8
6-mo. Avg.	88.0	88.9	88.6	89.0	87.9	88.5

Headed into year-end, the proportion of Social Service donors expecting to “give more” rebounded, half of the donors plan to give the same, and 30% plan to give less.



Methodology

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 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 Donor Confidence Report poll was conducted December 15-18, 2009 among 306 Internet respondents who had responded to the original February 2008 questionnaire.

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 December 2009 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
85	±10.6%
100	±9.8%
200	±6.9%
300	±5.7%

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