



Fidelity® Charitable Gift Fund Volunteerism and Charitable Giving in 2009 Executive Summary

Introduction

To explore volunteer behavior in the United States, the Fidelity® Charitable Gift Fund fielded a telephone survey of 15 minutes in length conducted by Harris Interactive of Princeton, N.J. from October 21 - 25, 2009. A total of 1,005 respondents were polled with an essentially equal proportion of men and women. All respondents were 18 years or older. Results have been weighted where necessary to align with the actual proportions in the U.S. population. The Fidelity® Charitable Gift Fund was not named as a sponsor of the survey.

Respondent Profile

- Average age: 45
- Females = 52%; Males = 48%
- Average monetary donation/year: \$1,500
- 52% married / 27% single / 21% other (widowed, divorced, etc)
- 60% Employed / 15% Retired / 25% Other (student, unemployed, homemaker, etc)
- Avg. HH Income: \$60,000

People are Volunteering in the U.S. but Cynicism Exists

- 4 in 10 adults volunteered their time to a nonprofit or charity in the past 12 months; 3 in 10 volunteered more than a year ago and over a quarter (28%) have never volunteered.
 - Of those who volunteer, one-half (49%) volunteer 1/month or more frequently. 31% volunteer a few times/year. 54% of women volunteer monthly or more vs. 43% of men.
- Middle-aged adults (35 < 54) are the most likely to have volunteered and volunteerism increases with education and income:
 - **Age:** < 35 = 33%; 35-44 = 54%; 55+ = 38%
 - **Education:** High School Grad=36%; College Grad=56%; Post-Grad = 61%
 - **Income:** <\$35K=27%; \$35K-<\$50K=51%; \$50K-100K=51%; \$100K+=58%

- However, nearly 6 in 10 respondents believe that charities have become too much of a big business and roughly one-half agree that charities have disorganized management.
- One-half (52%) agree that volunteerism is not as prevalent as in generations past and 47% agree volunteers today are more motivated by what the experience can give back to them than by what they can do for others.

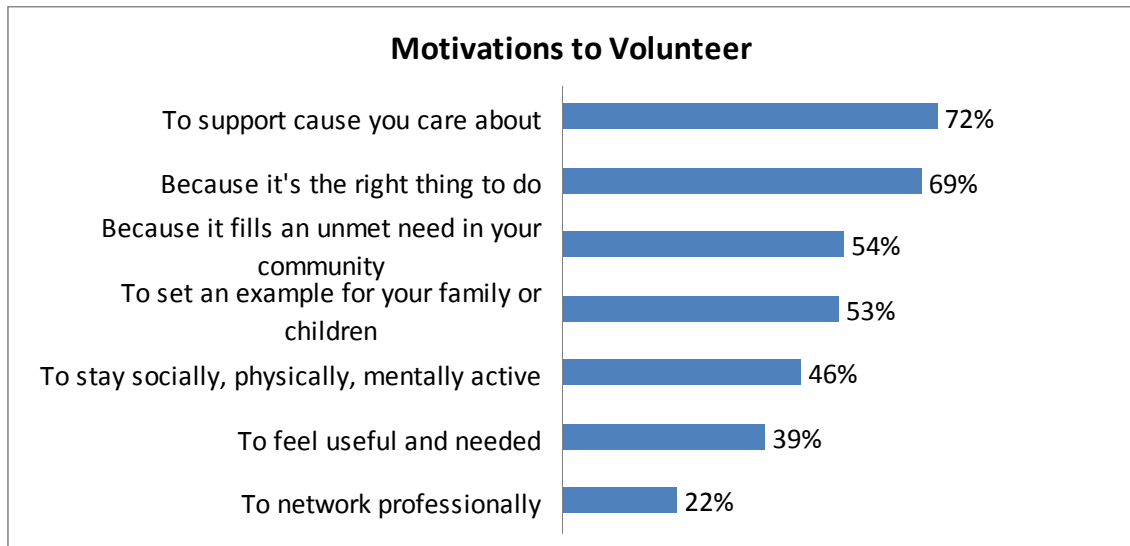
Volunteers Donate Significantly More Money to Nonprofits than Non-Volunteers and Many Contribute Both Time and Money

- On average, those who have volunteered in the last 12 months donate ten times more money to charities than non-volunteers (\$2,593/yr vs. \$230/yr).
- Two-thirds (67%) of those who have volunteered in the last 12 months say they donate to the same charities they volunteer at.
- These volunteers also say they are more likely to increase their charitable donations in 2010 (32%) vs. 26% of non-volunteers.

Most Adults Believe True Philanthropy Means the Gift of Time and Money and are not Looking for Rewards

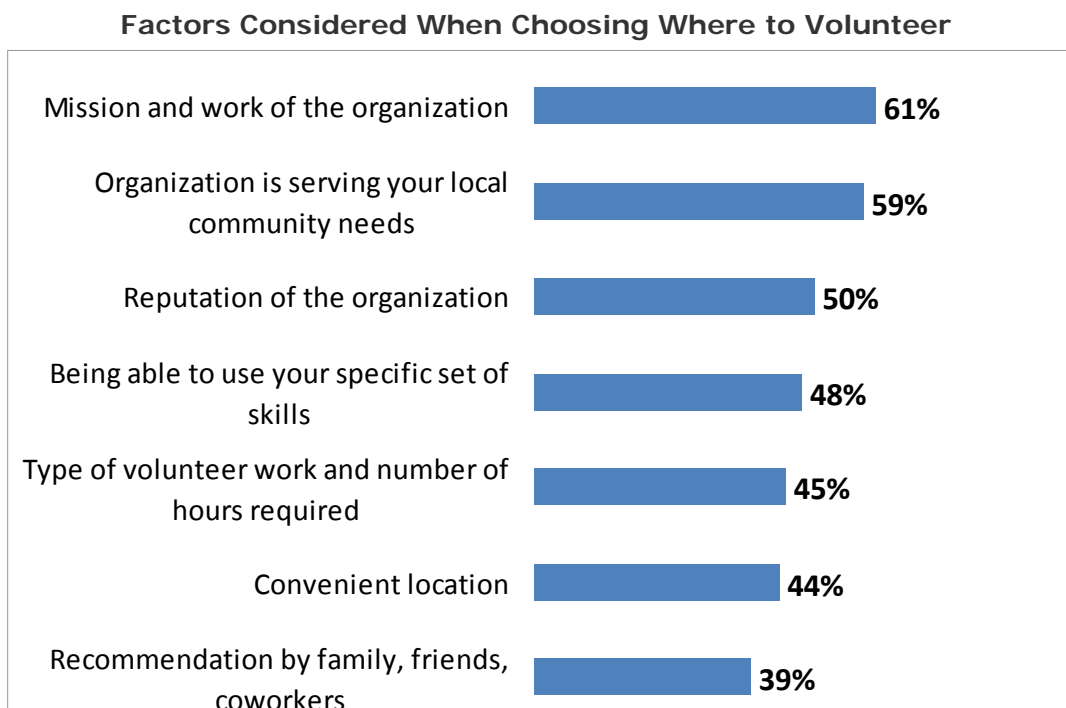
- Two-thirds of those surveyed (66%) agree that "true philanthropy" includes the giving of both time and money.
- Many (63%) agree that within their network of friends and family there is a renewed sense of the value and importance of community service. This is consistent across all age groups.
- One in five (19%) agree that every American should be required to give a certain percentage of their time and money each year to non-profits.
- 84% think volunteering should NOT include some sort of reward or incentive.

Many Volunteer Because it is the Right Thing To Do or To Support a Cause They Care About



- About one-half of respondents volunteer to fill an unmet need in their community or to set an example for their family/children. Women are significantly more likely to list both of these as motivators vs. men.
- 51% are more likely to volunteer to an organization that has others in their age group, especially those under 35 (59%).
- Networking professionally seems to be more of a motivator for those under 35 (33%) vs. those 35-54 (21%) and 55+ (14%).

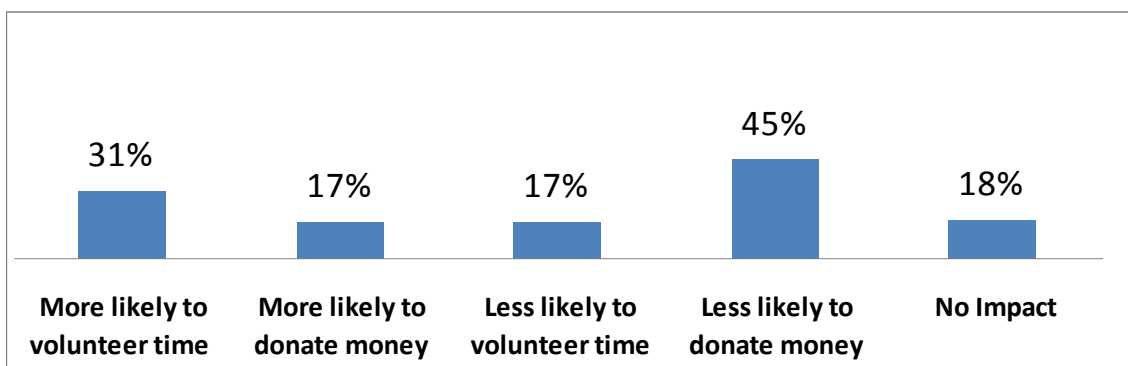
The Mission of an Organization and Serving Local Community Needs top the List of Choosing Where to Volunteer



Recent Economic Downturn Has Made Volunteering Time More Appealing Than Giving Money

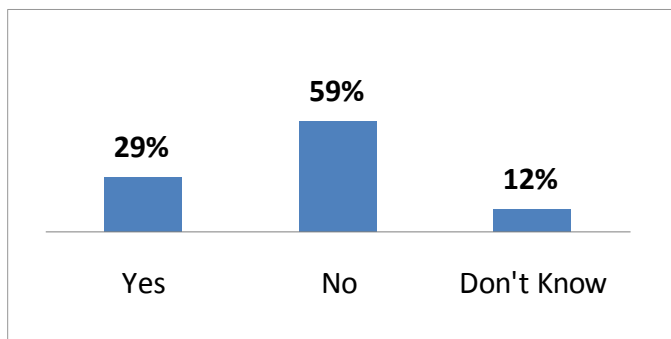
- Almost one-half (45%) of those surveyed say the economic downturn has made them less likely to donate money
- Nearly one-third (31%) say they are more likely to volunteer time given the economic downturn
- Only 17% plan to donate more money
- 29% of those surveyed said they recently lost their job and plan to volunteer more

Effect of Economic Downturn on Volunteering and Donations



Some Adults are Optimistic about Increasing Their Donations in 2010 – Especially Those Under 35

Plan to Increase Donations in 2010

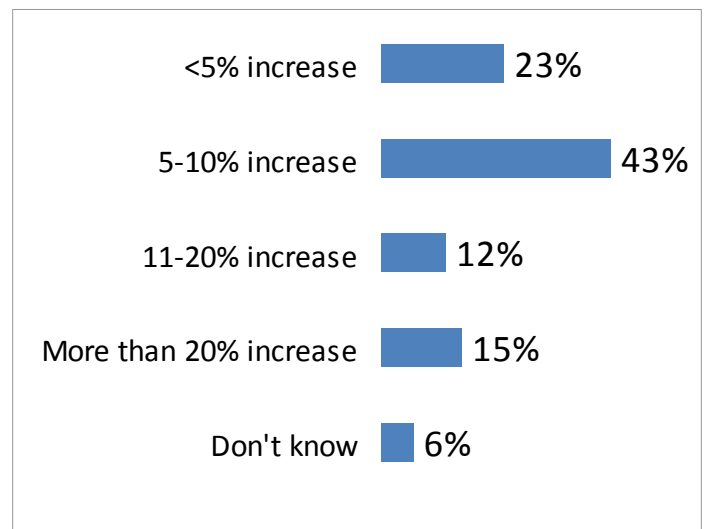


Increase Donations in 2010

Age <35 = 45%
 Age 35-54 = 30%
 Age 55+ = 15%

Percent Increase in Donations

(Base: Plan to increase donations in 2010)



Time is the Main Barrier to Volunteering, but Trouble Finding the Right Fit is Also Cited by 3 in 10 Adults

- Nearly one-half of respondents cited lack of time as the reason they do not volunteer. This is more of a barrier for those < 55 than those 55+.
- 3 in 10 can't find the right nonprofit to match their cause or needs.

Motivations NOT to Volunteer



Age <35 = 57%
Age 35-54 = 48%
Age 55+ = 32%

- One third of respondents agree they want to see immediate results when they volunteer and nearly one-half (44%) say if an organization cannot take advantage of their specific skills, they will volunteer elsewhere rather than do menial work.

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