



THE SAN DIEGO FOUNDATION
THE CENTER FOR CHARITABLE GIVING

1420 KETTNER BLVD., SUITE 500

SAN DIEGO, CA 92101

TEL (619) 235-2300 • FAX (619) 239-1710

www.sdfoundation.org



BUILDING
THE SAN DIEGO TRADITION
OF GIVING

THE PHILANTHROPY STUDY



THE SAN DIEGO FOUNDATION
THE CENTER FOR CHARITABLE GIVING



THE MISSION OF THE SAN DIEGO FOUNDATION

The San Diego Foundation's purpose is to improve the quality of life in all of our communities by promoting and increasing responsible and effective philanthropy. Entrusted with this responsibility, we have a four-part mission.

The San Diego Foundation's mission is:

- To assist donors to build and preserve enduring assets for charitable purposes in all of our communities,
- To monitor and assess changing needs,
- To meet those needs through financial awards and organizational support, and
- To convene members of the community to promote creative dialogue on issues affecting all of our communities.

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HIGHLIGHTS

By understanding the climate of giving within the San Diego region, we can provide knowledge to help build upon the philanthropy of today.

- Half of San Diego residents volunteered in the past year and almost one-fourth of them volunteered more time than last year.
- Over two thirds of San Diego County residents said they had made a charitable donation in the past 12 months.
- San Diego County residents identify most with their family and friends.
- San Diego County was rated highest as a place to live safely, where there are high-quality arts and entertainment, as a place to raise a family, and for cultural diversity.
- Each individual has unique motivations for charitable giving; however, four out of five individuals say they would give more if they knew that charities were using their money effectively.
- San Diego residents use the Internet for information, not for online charitable giving.
- The majority of San Diego County residents feel economically secure at the present time.
- The decision to give is a shared decision.

INTRODUCTION



Compared to some East Coast cities, San Diego may be new. But its tradition of giving is enmeshed in every fiber of its being.

Its vision is as wide as that of John D. Spreckels, who built for the future—not for immediate returns. Its passion is as deep as that of Alonzo Horton, the father of “new” San Diego in the late 1800s. His commitment, along with that of his wife, Sarah, inspired philanthropist and corporate giant Andrew Carnegie to build this city’s first library.

Ellen Browning Scripps called herself to action, and the entire Scripps family became part of this city’s philanthropic legacy—and continues to be so today. The same is true of the descendants of Reuben H. Fleet. His son, Preston, envi-



sioned a place where a child or an adult could have a front-row seat on the world. Since the Reuben H. Fleet Science Center opened in Balboa Park in 1973, millions of visitors have discovered worlds they could only imagine through the magic of IMAX. The Fleet grandchildren, including Lori Fleet Martin, continue that legacy today through their own fund at The Foundation.

The tradition of giving runs deep in families like the Fleets, Scrippses, Hortons, Spreckelses and thousands of other San Diegans who dreamed of building a legacy for San Diego.

These community giants have enriched our lives, enabling us to share in such treasures as the Scripps Research Institute, the Scripps and Stephen Birch Aquarium and Museum and the Reuben H. Fleet Science Center. Through their giving, they have built parks, playgrounds, libraries, youth programs and soccer leagues throughout the county.



COLETTE
CARSON ROYSTON

People donate money or volunteer time to hundreds of charitable organizations for many reasons—to get something done, to do good themselves, to feel good about what they do. But philanthropy is more than donating money. It is also about a sense of sharing with one’s community. That community may be as small as the street where you live or as large as the city where you work and play every day. Still, to many, the concept of philanthropy remains a mystery.

San Diego doesn’t have as deep a philanthropic history as Boston or New York. But that is changing. In recent years, San Diego has come into its own as one of the nation’s premier biotech and health-research centers. The generosity of such business leaders as Sol and Helen Price, Qualcomm’s Irwin Jacobs and biotechnology pioneer Ivor Royston and his wife, Colette, reflects that.

To build long-term effective philanthropy, generational seeds need to be planted and the fruit they bring forth nurtured.



BOB KELLY

To build on our previous successes, in early 2001, The San Diego Foundation commissioned (through a grant from the David and Lucile Packard Foundation) Field Research Corporation and Luth Research, Inc., to study giving and volunteering in San Diego. The goal was to identify, among other things, who is most likely to volunteer and donate, how they contribute



time or money, which factors would motivate them to donate more, which groups they view as improving the quality of life in San Diego and how they identified with groups that give money.

“What we’re seeing is a large number of people who are looking at dwindling portfolios,” says Bob Kelly, president and CEO of The San Diego Foundation. “And the recent growth in wealth in Southern California is tied up in real estate—not the easiest commodity to transfer.” Despite troubled financial times, the report offers several bright notes.

Overall, the focus groups produced quite distinctive glimpses into each group

- **Seniors** were clear in their definition of community, which ranged from neighborhood to city. They preferred causes they were familiar with, but were most generous with their time and were the most savvy when it came to finances. They also had a better grasp of the role of a foundation as well as a legacy. “It would be where there is one big umbrella and then it disburses it as it needs, whether it’s a health clinic or library, schools,” is how one described a foundation. Another defines a legacy as “kind of a living testament. Kind of a symbolic monument to what you lived and believed in.”



- **Women of Wealth** were very involved in their community and were willing to donate time and money to causes that struck them emotionally. But they were sometimes confused about the role of long-term planning and thought it too complicated. “Your children are your legacy,” said one. “Things that you’ve done that they remember. I look at it as a personal connection with the present or the future. If I were going to leave money to a charity or wanted a bench put out in my name, my kids would make sure that happened.”

- **Entrepreneurs** preferred to give money rather than volunteer because their time was limited. Their concept of community was also the narrowest, often not going beyond their own street, and their view of legacy was limited to bequeathing their business.



- **Hispanics** found it much tougher to deal with all aspects of giving, especially financial legacy. For them, legacy meant how they led their lives and the reputation they left to their children. It did not mean a financial bequest. Largely, it seemed to stem from their sense of community, which is restricted to family and immediate neighbors. As a group, they limit their giving the most, which presents the biggest challenge, since they will continue to be a strong and vibrant economic and political force in this community for years.

ABOUT THE SURVEY

The San Diego Foundation is San Diego's leading resource for information about charitable giving and community needs. The Foundation encourages and supports meaningful dialogue on issues affecting our communities and works with philanthropists to develop creative solutions to meet critical community needs. The Foundation currently manages more than 750 funds through which donors support numerous organizations and serve a variety of community needs.

The San Diego Foundation conducted a comprehensive research study, funded by a grant from the David and Lucile Packard Foundation, on the charitable attitudes and behaviors of San Diego County residents. The goals of the study were as follows:

- To document and inform the community about how, why, what kind and how much philanthropy is taking place in San Diego.
- To understand better the motivations for and the basis for charitable giving among seniors, women, young donors and Latinos in order to create strategies that will more successfully engage them in philanthropy.

Stage I of the study included a quantitative telephone study conducted with a random sample of 1,000 San Diego residents age 18 and older in June, 2002.

Stage II included a qualitative study consisting of four focus groups. The objective of the focus groups was to delve into the issues of motivations/reasons for making charitable donations as well as the desired communication/information with charitable organizations and various financial topics such as estate planning/leaving a legacy. Specifically, the focus groups were to address these issues with Women of Wealth, Seniors, Hispanics and Entrepreneurs.

The quantitative conclusions in this report are based on the statistical tables provided by Field Research Corporation.

This document is a compilation from information gleaned from both stages of the study and focuses on self-defined donors and volunteers.

Respondent Background Information			
Gender	2002	Household composition	
Males	50%	Adult only	59%
Females	50	Have children under 18	41
		Have teen (13-17)	18
		Have child under 13	33
Place of Residence		Employment status	
North County Coastal	22%	Employed	61%
North County Inland	24	Unemployed	7
East County	15	Homemaker/caregiver	10
San Diego Central	19	Student	7
South Bay	13	Retired	17
Don't know/refused	7	Other	3
Income		Type of employment (employed)	
Under \$20,000	12%	Private for-profit	56%
\$20,000 - \$30,000	12	Private non-profit	11
\$30,000 - \$40,000	15	Public/government agency	19
\$40,000 - \$50,000	9	Educational institution	7
\$50,000 - \$60,000	9	Don't know/refused	7
\$60,000 - \$80,000	10	Place of birth	
\$80,000 - \$100,000	7	California	37%
More than \$100,000	12	Other U.S. state	43
Don't know/refused	14	Outside the U.S.	20
(Mean = \$76,744)		Average length of residency	
Age		In the U.S. (if non-U.S. born)	14.6 yrs.
Less than 35 years	35%	In San Diego County	14.7 yrs.
35-44 years	23	In neighborhood	9.9 yrs.
45-59 years	21	Home ownership	
60 years and older	21	Own	54%
Don't know/refused	<1	Rent	41
Education		Live with family	4
High school or less	31%	Other	2
Some college/tech school	34	Ethnicity	
College grad or more	34	White only	65%
Don't know/refused	1	Black/African American	5
Marital status		Latino/Hispanic	21
Married/partner	56%	Asian/Pacific Islander	7
Separated/divorced/widowed	22	Other	2
Never married	22	Don't know/refused	2
Don't know/refused	<1		

DEFINITION OF COMMUNITY

Respondents were asked to rate the level with which they identified with a variety of geographic areas as well as various groups of people in their lives. Based on the question: “How much do you identify with (item), would you say... A great deal, somewhat, not very much, not at all?” The groups/areas respondents identified with most (either a “Great Deal” or “Somewhat”) are as follows: “Family” (96%), “Friends” (90%), “San Diego County” (83%), “Southern California” (80%), “City Where Live” (80%) and “Neighborhood” (75%).

White Only respondents were more likely than all others to identify with their Neighborhood, while Hispanics showed higher identification levels for Racial/Ethnic Group. Those with Some College or College Graduate/More demonstrate highest levels of identification with their Neighborhood, as do those with incomes of \$80,000-plus.

Item	Total (1000)	Male (433)	Female (567)	18 to 34 years (343)	35 to 44 years (228)	45 to 59 years (209)	60+ years (207)
Neighborhood	75%	73%	77%	69%	76%	81%	79%
City Where Live	80	78	82	80	81	84	76
Place Where Born/Grew Up	60	60	60	71	64	55	43
San Diego County	83	81	85	78	87	88	83
Southern California	80	77	83	75	85	85	82
Religious Group	53	45	60	47	61	52	55
Racial/Ethnic Group	75	72	78	78	82	71	68
Your Family	96	95	97	96	97	93	96
Friends/Social Group	90	88	92	90	92	90	89
Work Colleagues	74	75	73	82	81	80	47

NOTE: Table shows the combined value of identify “Great Deal” and “Somewhat.”

The focus groups further delved into the sense of identification by asking respondents to define what they felt to be their community. From the focus groups we see that this definition differs dramatically based on the respondent group. Entrepreneurs defined their community as much smaller than other groups, focusing their definition on the area/streets directly around their homes as this is where most of them also work. Similarly, Hispanics were very “neighbor” oriented in their definition. Although they had no predetermined meaning for the idea of community, discussion showed that their best concept of community centered around their immediate neighbors and their families.

Community as defined by Seniors, is more broad than that of Entrepreneurs and Hispanics and encompassed the town in which they live (Pacific Beach, Golden Hill, etc.). They also felt that community was not just the people in the area but the infrastructure, including the stores, restaurants

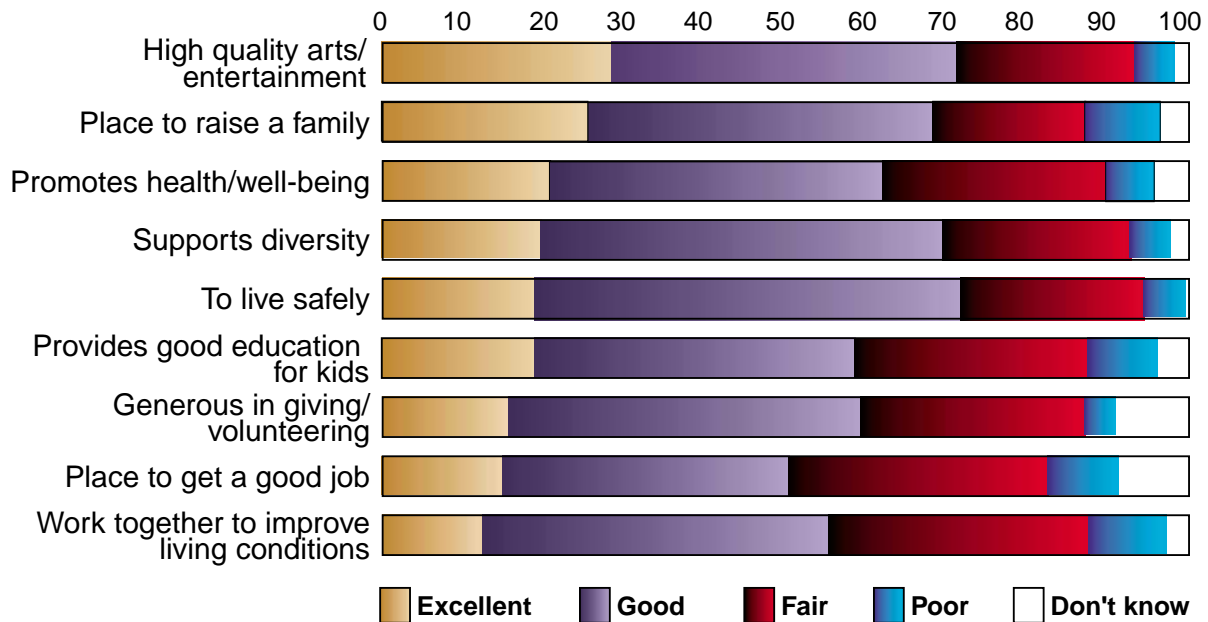
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and businesses. Seniors really see themselves as part of their community and are very active in maintaining the sense and feel of their community.

Women of Wealth, from the focus groups, saw a community structure formed of concentric circles starting with their immediate neighborhood and expanding out to their town and then to San Diego as a whole. Each of these tiers influence one another, so while the Women of Wealth were not necessarily involved in the largest community, they still felt that their localized volunteer activities had a ripple effect that reached out to San Diego as a whole.

Majority of San Diego residents are happy with the area. They perceive San Diego County as a Place to Live Safely and a good place to Raise a Family. They also feel that the area has a strong arts/entertainment offering and supports ethnic/racial/cultural diversity. Those who respondents feel are “best” at improving the quality of life in the region are Local Non-Profits/Charities and Individuals in the Community.

San Diego County residents give highest ratings of "excellent" to San Diego County for high quality arts/entertainment and being a place to raise a family



VOLUNTEER ACTIVITIES

Half of the respondents (50%) stated they have volunteered their time to a non-profit group/organization within the past year, and this level of involvement increases with age, education and household income. Hispanics were seen to be significantly less likely to volunteer, paralleling a finding from the focus groups that Hispanics prefer to remain detached and uninvolved. From the focus groups, Hispanics did not see themselves as active in the community and were not very involved in organizations outside of their church.

While teenager volunteerism is similar to that of the adult respondents (with 47% volunteering), this is dramatically higher for those teenagers in White Only households (61%). Additionally, 30% of teenagers reportedly have donated their own money and/or property to a non-profit in the past year.

Younger respondents, aged 18 to 34 years, were the least likely to volunteer whereas adults age 46 and older were the most likely. From the focus group it appeared the younger respondents were not as involved due to busy school schedules, new career requirements/demands, lower incidence of children (so therefore no youth/school group attachments), and/or they have not yet found a cause that deeply affects them.

Among all respondents in the telephone study, the most common volunteer activities occurred in the following categories: Contribution of Professional Services, Build/Fix Without Payment, Caretaker Outside Immediate Family and Tutor/Counsel Children.

While males were significantly more likely to Build/Fix, female respondents were more likely to have provided the more traditional “domestic” or “secretarial” functions of Clerical Work, Tutor/Counsel Children, Sell Items, and Cook for Bake Sale/Event. In addition, the Women of Wealth

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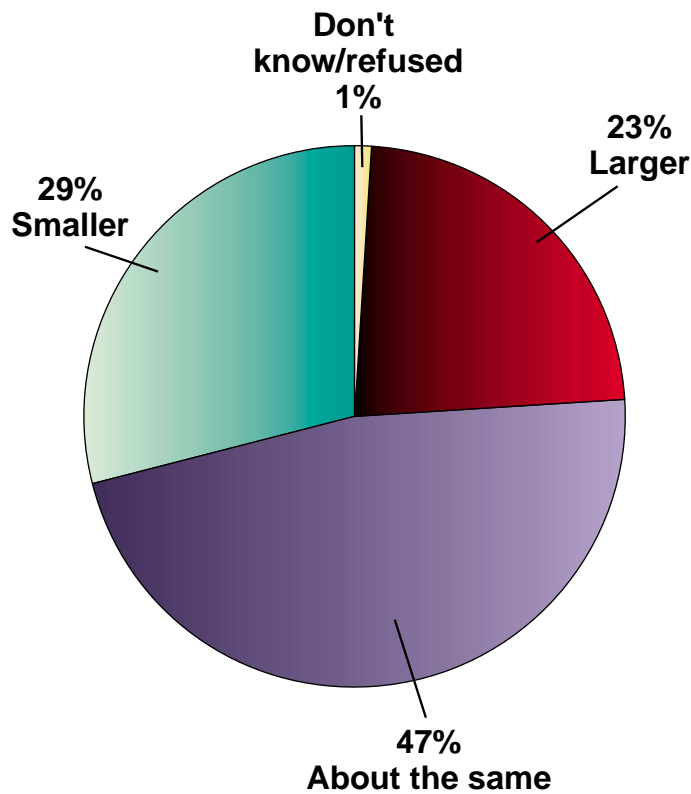
	Total (1000)	Male (433)	Female (567)	18 to 34 years (343)	35 to 44 years (228)	45 to 59 years (209)	60+ years (207)
Officer/Board of Committee	21%	22%	20%	12%	22%	25%	32%
Contribute Prof. Services	34	37	31	26	36	41	38
Clerical Work for Cause	15	10	20	11	19	16	18
Phone Work for Cause	14	12	16	11	16	14	18
Build/Fix Without Payment	37	47	27	37	38	40	33
Tutor/Counsel Kid (Not Own)	28	25	31	28	42	30	12
Coach/Lead Kids Club	15	17	13	14	25	16	6
Clean Outdoor Areas (No Pay)	20	22	17	20	22	21	14
Caretaker, Outside Family	35	33	36	25	43	37	39
Organize Fund-raising Event	25	24	26	19	28	30	28
Sell Items to Fund-raise	24	21	28	21	34	21	23
Cook for Bake Sale/Event	19	12	26	14	28	18	19
Other Volunteer Activity	19	18	21	14	20	22	22

focus group respondents indicated that their activism focused on causes and organizations close to their hearts, specifically children's groups and health-related organizations.

Volunteering by being an Officer/Board of Committee increased with age, as did Contribute Professional Services. Those 60+ years of age, and more likely to be retired, may especially enjoy the intellectual involvement of these activities and also have more time to participate. Senior respondents from the focus groups stated they now had more time than money, so volunteering was of special interest to them.

On average, respondents volunteer 15 hours each month with greater amounts of time being donated by those 60 plus years of age. Surprisingly, while significantly less likely to volunteer, Hispanics show a significantly higher average of volunteer time (21 hours compared to 14 hours for White Only). This is possibly an indication that once this ethnic group believes in a cause and trusts the affiliated organization, they are very passionate and involved. As discovered in the focus groups, Hispanics require a slow, relationship-building experience in order to feel comfortable involving themselves in an organization. It is apparent, looking at how great their involvement can be, that the time and effort of building this relationship is very important and worthwhile.

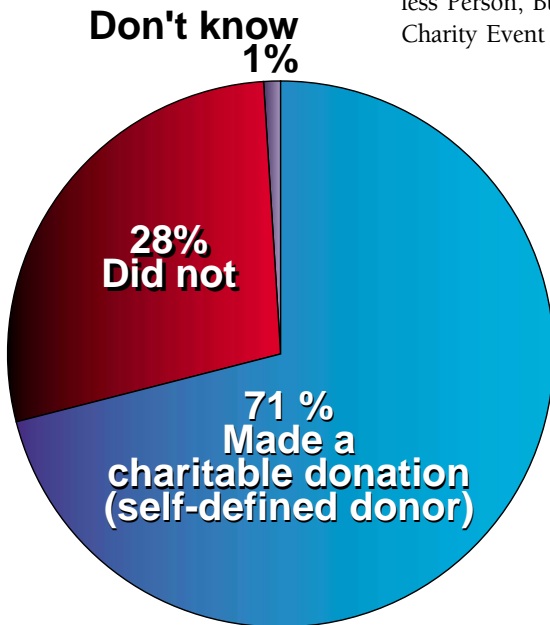
Almost one-fourth of San Diego County residents say that they volunteered a larger amount of time this year than they usually do, while close to half say that they volunteered the same amount. About three in ten say they volunteered less.



**Average number of hours
volunteered per month = 15.4**

CHARITABLE DONATIONS

When initially asked, over two-thirds of San Diego County residents said they made a charitable contribution in the past 12 months.



By and large, the majority of San Diego County residents are contributing to charitable organizations with almost three fourths of telephone respondents indicating they had given money and/or property to a non-profit organization within the past year. The most typical forms of donation were Donating Items/Food, Money Directly to Non-Profit, Money to Homeless Person, Buying Products/Services at Charity Event and Purchasing Tickets to

Charity Event. Financial contributions were higher among respondents age 45 and older, those of Caucasian decent and those with higher education and/or incomes.

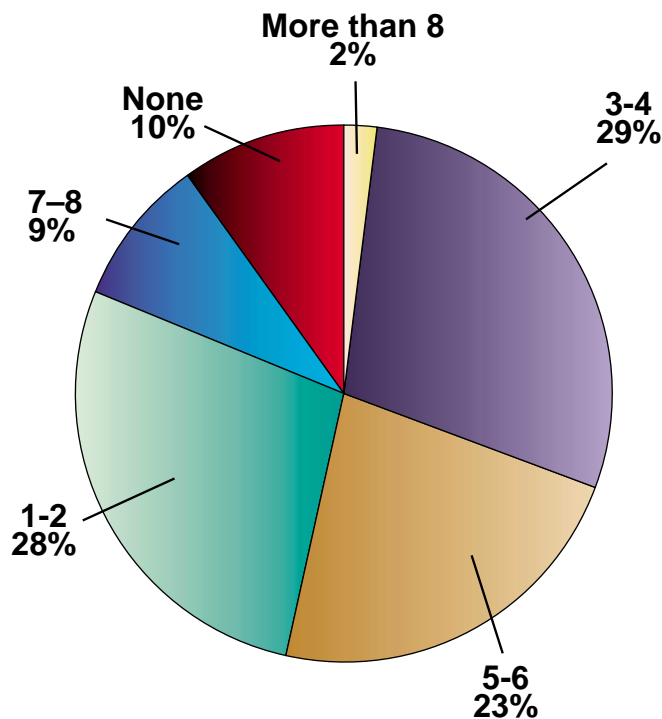
Most respondents donate to multiple types of organizations over the year. Less educated respondents were more likely only to give to a single type of organization. Those organizations receiving donations from more adults are Human Service, Church/Religious, Youth Groups/Organizations, Schools/Universities, Hospitals/Hospices/Medical, and Environment/ Animal Groups.

On average, San Diegans donate around \$1,857 each year, with the majority of this money staying within San Diego County. From the focus groups, we saw that Seniors were more likely to donate money (and larger amounts of money) to those organizations they were personally involved in or where they volunteered. In total, an estimated 2.8% of household incomes in San Diego County are given to charitable organizations.

The amounts donated within the past year are about the same or greater than that given in the previous year, as only 15% of respondents felt that their giving had decreased. Respondents tended to give the amount(s) they had because it "seemed reasonable," they felt it was an amount that it would "make a difference or the amount they could afford."

Respondents feel it is very important to know and trust an organization and to know that their donation will make a difference. From the focus groups, most respondents said they will check the percentage of donations used for overhead expenses and not donate if this percentage is too high. From the phone study, respondents said they are more likely to increase the level of their donation if they "know the organization is using the money effectively," can "decide how the charity spends money," and have "better information on the organization." Additionally, earning more money themselves is likely to increase their charitable giving.

Most individuals support multiple charities



CHARITABLE GIVING DECISIONS/MOTIVATIONS

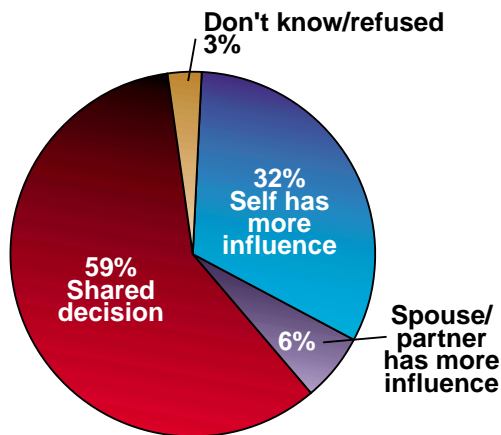
Whether it is amount of time to volunteer or the amount of money to donate, those respondents from the telephone study who are married or living with a significant other are more likely to share the decision-making process with their partner than make these decisions themselves.

The focus groups added the dimension of what motivates a person to donate, and findings indicate the reasons differ among various groups of people. Entrepreneurs were very motivated by the feeling of reward, wanting to know that their contribution made a difference and that they could see the result. This need for reward diminishes their interest in giving to a charity in their will as they would not be “around” to reap the reward. They would prefer to give their money and time was limited and spent on their business. Seniors from the groups, however, showed the strongest desire to be involved in something they cared about personally and an organization that includes “people like them.”

Seniors in the focus groups tended to give more of their time than their money, since they felt they had more time to give. They tended to give their time and money to causes that mattered to them and because it was the right thing to do. Women of Wealth want a sense of accomplishment that some good came from their efforts. Since they tend to have both time and money, they feel they have a great deal of influence and power to enact change. Hispanics, as we’ve seen previously, have a more “hands off” approach and while skeptical about telephone solicitations, they typically will donate small amounts as it gives them the opportunity to give without having to get involved. It appeared they were unwilling to give time because they did not want to get involved in a group they did not identify with or did not trust.

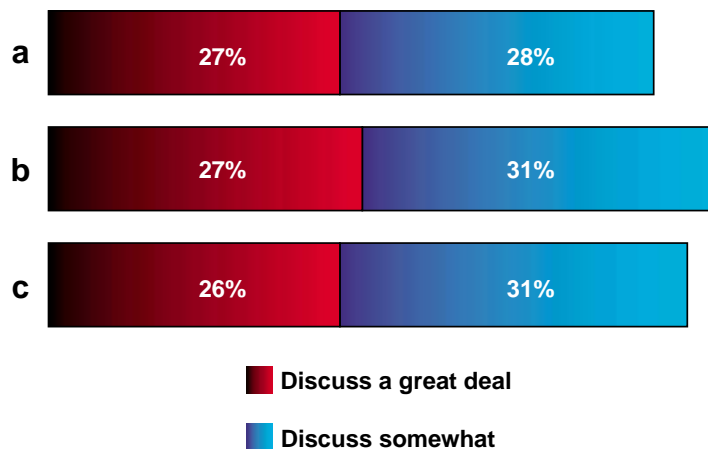
The decision to give ...

is a shared decision in most cases



	Males (241)	Females (316)
Self has more	21	43
Spouse has more	8	5
Shared decision	69	50

Majority discuss each type of decision with spouse/partner



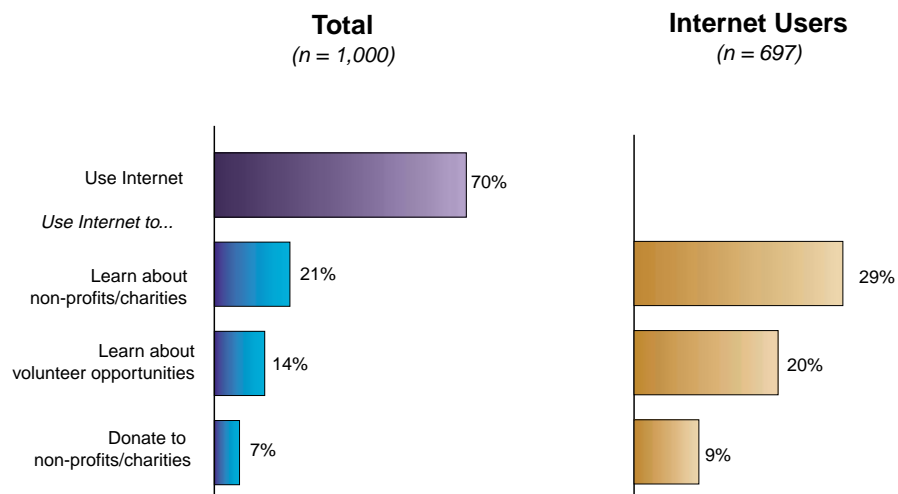
a = amount of time spent volunteering
 b = amount of money you donate
 c = which nonprofits/charities to support

THE INTERNET/SOURCES OF INFORMATION

The telephone survey delved briefly into the subject of Internet use, finding 70% of respondents had used e-mail and/or the Internet within the past year. Of these, almost a third have used the Internet expressly for researching a non-profit group/organization, while a fifth investigated possible volunteerism opportunities online. Less than one in ten, however, has actually made an online donation.

While people may be interested in learning more about non-profits online, it is apparent from the focus groups that there are other, more credible sources of information. Focus group participants were unanimous in the feeling that word of mouth from family/friends is the truest, most credible source for information on non-profits. Additionally, radio talk shows, news segments, newspaper articles and the like are also preferred as they are seen as an unbiased, credible source. The least credible source of information was telephone solicitations. Respondents also felt strongly that any mailed material was better if it appeared “homemade”—four-color, professionally laid out brochures were seen as an indication that too much of the donations were being spent on marketing materials for the organization.

Seven in ten San Diego County residents used the Internet in the past year, but only 9% of the Internet users have donated to a non-profit or charity over the Internet.



ECONOMIC CONDITIONS

Despite the recent downturn in the stock market, half of respondents still feel that San Diego County is experiencing a “Good” economy, while 28 percent feel the economy is “Bad.”

Respondents also feel that the economy is unlikely to worsen in the coming year with 44 percent stating it will stay the same and an additional 39 percent feeling it will get better.

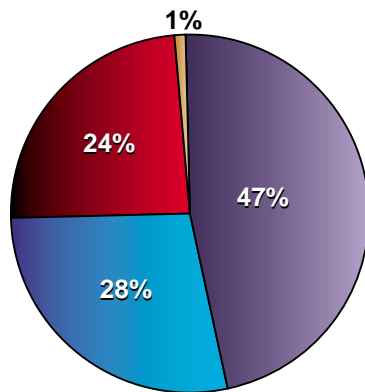
Looking back over the past year, almost half of the respondents (47%) feel their family/household financial situation is better than it was one year ago. Only 24 percent feel that their personal economic situation is worse with the remaining respondents stating there has been no change.

Looking ahead over the next year, we see that almost half (47%) of respondents feel positively

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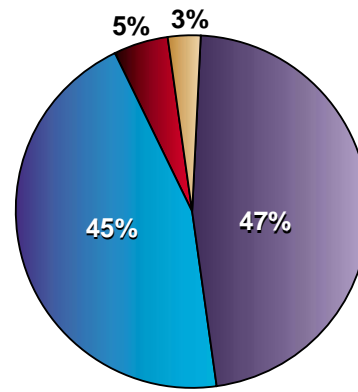
Close to half of San Diego County residents say they are better off now than a year ago and predict they will be better off a year from now. Only 5% think they will be worse off.

Financial status of immediate family now vs. a year ago
(n=1,000)



Better off now
 No change
 Worse off now
 Don't know

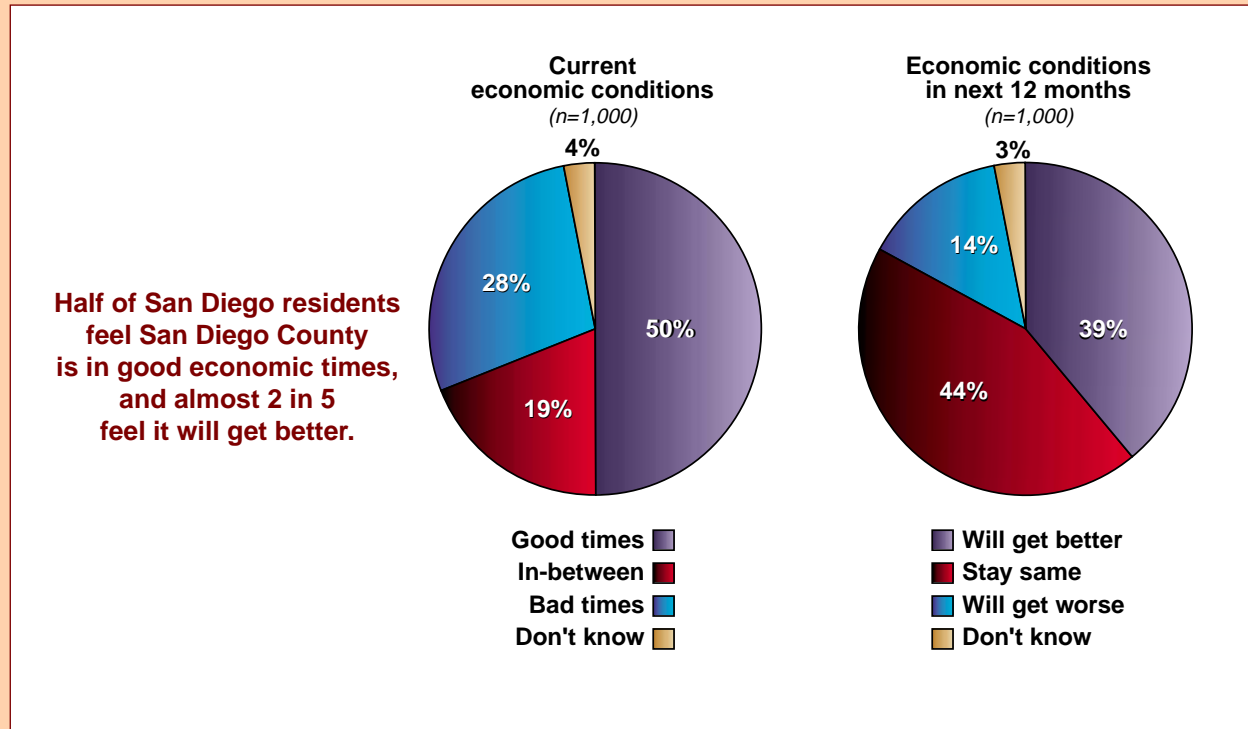
Financial status of immediate family in next 12 months
(n=1,000)



Will be better off
 No change
 Will be worse off
 Don't know

that their family/household financial situation will be better one year from now. Nearly another half (45%) feel their situation will stay the same, with only 5% feeling it will be worse.

Almost three-fourths (71%) of respondents feel economically secure at this time (23% Very Secure and 48% Somewhat Secure). Sub-groups statistically more likely to feel secure are 60+ Years (81%) and those with incomes of \$80,000+ (87%).



CONCLUSION

As we review the findings and look to the future of philanthropy in the San Diego region, we can find many reasons to be optimistic. Many of San Diego's residents have relocated here from other cities and communities, but this does not lessen their commitment to the region. Philanthropy is an expression of this commitment, and as we have observed, a rich tradition of giving has already been established in San Diego. As new residents become more established, we can expect to see more and more people continuing this tradition.

Since San Diego is composed of people from all walks of life, philanthropy means something different to each individual. Regardless of individual motivations for charitable giving, however, philanthropy yields far-reaching benefits for both the giver and the community. As our population continues to change and grow, the challenge for the future is to understand these different values and approaches to philanthropy and to create an outreach tailored to each person's individual needs. A diversified approach will allow individuals to express themselves fully, meeting the needs of their particular communities while benefiting the entire region.

The Philanthropy Study proved what we believed all along: San Diego County is a great place to raise healthy and happy families and provides numerous cultural and civic opportunities for individuals. Considering all of the region's natural assets and the talents and generosity of its residents, we truly have an exciting future ahead.