Everyday Donors of Color: Giving Trends

IN PARTNERSHIP WITH THE LILLY FAMILY SCHOOL OF PHILANTHROPY

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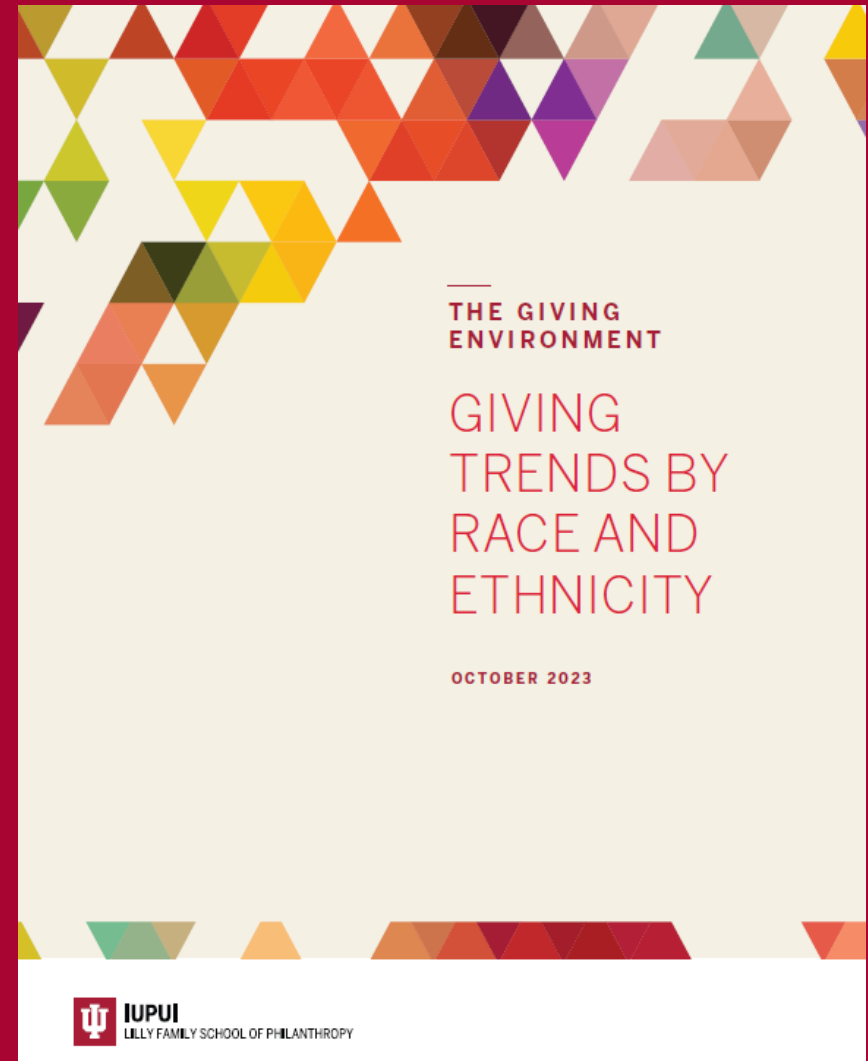*Asian Health Services*

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ACKNOWLEDGEMENTS

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Methodology

RESEARCH QUESTIONS

- How do long-term giving rates vary across different racial and ethnic groups?

- How do economic factors, demographics, religious participation and affiliation, and trust help explain giving rates among different racial and ethnic groups?

DATA SOURCES

DATA	TIME FRAME	DESCRIPTION	LIMITATIONS
Philanthropy Panel Study (PPS) Regression Analysis	2000-2018, biannual	Longitudinal study; Nationally representative sample; Includes immigrant representative sample Investigates how race and ethnicity are associated with giving rate and giving amount, while holding income, wealth, education, and other household characteristics constant	Includes formal giving to organizations; does not include data to understand the role of intersectional identities
General Social Survey (GSS)	2002, 2004, 2012, 2014	Cross-sectional survey about general social behaviors and opinions	Has limited information on income and wealth

Findings & Implications

FINDINGS

1. **Giving patterns vary across racial and ethnic groups.** This variation is according to the diverse cultural, social, and economic context across these groups.

2. **Giving rates decreased among all racial and ethnic groups,** but we find variations in the timing and extent depending on race, ethnicity, education, gender, marital status, income, and wealth.

3. **Economic and non-economic factors contribute to changes in the giving rate.** The Great Recession of 2008, changes in religious affiliation, engagement in informal giving, and a decrease in interpersonal trust have all helped explain the decline in giving rates.

IMPLICATIONS

1. **Philanthropy does not have a one-size-fits-all approach.** Communities of color may have an expansive notion of philanthropy that goes beyond monetary giving.

2. **Nonprofits need to improve their understanding of philanthropic practices** within communities of color and work closely with donors of color to tackle the issues that matter the most to their communities.

3. **Political and social movements like the calls for racial, social, and environmental justice have gained attention along with lower rates of interpersonal and institutional trust.** This may be associated with interest in giving circles, mutual aid, and private transfers.

IMPLICATIONS

1. The rise of digital fundraising and recurring giving, especially among younger donors, presents an opportunity for nonprofits to reach a diverse donor base through the utilization of technology-driven fundraising solutions.

2. The COVID-19 pandemic has impacted giving behaviors. The data presented in this report was collected prior to the COVID-19 pandemic.

Thank you

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