

Hawai'i's Charitable Giving

The 1999 Hawai'i Giving Study

is a project of:



HAWAII
COMMUNITY
FOUNDATION

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Introduction

In late 1998, the Hawai'i Community Foundation (HCF) commissioned SMS Research to conduct a giving study to better understand the trends of charitable giving among Hawai'i residents. Until now, no in depth study on charitable giving in Hawai'i had ever been done.

Most of the findings about household giving in the study are based on primary data collected through the survey component of the Hawai'i Giving Study, 1999. Secondary data sources, such as published Federal and State income tax data, were used to draw conclusions about giving in Hawai'i.

The kind of information obtained from this study includes:

- How much giving occurs in Hawai'i, and how this figure compares nationally;
- The motivations for giving; and
- The kind of organizations people in Hawai'i give to.

This is a comprehensive look at patterns of charitable giving and volunteerism in the state of Hawai'i. For the first time, reliable data can be used to measure the true aloha spirit of Hawai'i residents and compare that to giving levels on the Mainland.

The Hawai'i Community Foundation is a resource for the people and organizations of Hawai'i. This survey sets a benchmark for Hawai'i's charitable giving patterns, and HCF will monitor and update this information as necessary.

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Summary

Giving in Hawai'i has never been quantified before. We have held many beliefs about how, why and to whom people give, but until now, our beliefs could not be substantiated.

The Giving Study has given us baseline data and descriptive information about giving in Hawai'i. It has confirmed some suppositions and raised some new questions that need to be answered.

What have we learned?

More of us give.

- 27.5 percent more of our households give than households on the Mainland
- Since more households give, our average gift per household is larger than on the Mainland

What is so striking about these two facts is that there is considerable evidence to suggest the opposite would be true – our economy has been in a slow growth mode for nine years; our tax burden is one of the highest in the nation; and we have certain demographics, like part-time workers or retired people living on fixed incomes, who

typically give less. Given these facts, it would seem fewer Hawai'i households would give or that they would be less generous. But that's not the case.

We give more.

- Young adults and adults in the 55 - 64 age range are much more generous than their counterparts on the Mainland
- Lower income households and upper income households give nearly 50 percent more than their counterparts on the Mainland

There are patterns to our giving.

- More than half of all giving households gave 90 percent or more of their contributions to Hawai'i organizations
- Most households give to health, human services and religious organizations
- The largest shares of contributions go to religious, human service, education and health organizations
- Most households gave at least the same or more than they did the previous year

Summary

Certain factors motivate our giving; we prefer certain mechanisms for giving.

- Easing pain and suffering, finding the right organization, feeling good and helping are the primary reasons people give in Hawai'i
- Most households give by supporting a fundraiser, by dropping money into a collection box, as a church offering, or through United Way

Most households give and volunteer time.

- Nearly half of the households that give also volunteer
- Only a very small percentage of households report volunteering but not giving to charity

What more do we need to know?

This information is a snapshot of Hawai'i's giving. To extend its value it must be looked at over time. We need to understand why patterns in giving change so that we can begin to take action to encourage people to give more and prevent those factors that keep people from being more generous.

While we know that Hawai'i's households are very generous, we need to understand more about how that generosity impacts the non-profit organizations and the communities they serve. How big is the non-profit sector in Hawai'i? How much of the non-profit sector is supported by individual giving and volunteering today? How does cash giving impact an organization differently than gifts of goods?

What are the implications of changes to our state's giving? Some believe if public funding is reduced, the private sector will pick up the slack through its charitable giving. If our households are already giving more than their counterparts across the Mainland, could they be asked to give more?

The Giving Study gives us the first confirmation of giving patterns and behaviors in our state. It confirms that Hawai'i is a state of aloha where caring for each other is expressed through giving and volunteering.

We must continue to explore how, why and to whom people in Hawai'i give and what we can do to maintain the high level of caring and giving that exists today.

Hawai'i Giving vs. the Nation

This section compares household giving patterns between Hawai'i and the U.S. Mainland. Considering Hawai'i's stagnant economy, the findings are encouraging. The term contribution or giving refers to the donation of money or goods and property.

Hawai'i residents give more

The first table shows how Hawai'i compares with the Mainland on the basic statistics of household giving. When referring to the percent of households contributing and the average contribution across all households, Hawai'i is significantly above the national average.

The percentage of Hawai'i households involved in giving to charity exceeded the mainland by 27.5 percent. While the average gift among participating households was the

Hawai'i residents give more

	U.S. Mainland (a)	Hawai'i (b)
Percent of households contributing to charity	69%	88%
Average contribution among contributing households	\$1,017	\$1,016
Average contribution across all households	\$ 696	\$ 883

Sources: (a) U.S.: *Giving and Volunteering in the United States, 1996, p. 2*. Includes all contributions to charity in "money or other property" for 1995, by family-defined households in the 48 states of the Continental U.S. (b) Hawai'i: *Hawai'i Giving Study, 1999*. Includes all giving to identified charitable organizations or causes in money or goods for 1998, by tax households in the State of Hawai'i. Does not include those households which identified themselves as "non-contributors" at the start of the survey.

same in both locations, average contributions across all households were 27 percent higher in Hawai'i.

The survey reflects only identified recipient agencies. When Hawai'i residents include giving to unidentified charitable organizations (huli-huli chicken sales, car wash fundraisers, etc.), the average contribution is even higher.

Hawai'i Giving vs. the Nation

Hawai'i gives more at all income levels

Income is another factor in which Hawai'i is unique. Surprisingly, the average donation among Hawai'i households is higher at every income level when compared to Mainland giving.

As might be expected, households at both locations show households with higher income levels give more to charity, on average, than lower-income households. Due to the nature of Hawai'i's high cost of living, the expectation would be for Hawai'i households to contribute less than the national average.

Hawai'i's young and older adults are very generous

When giving by age group is compared to the Mainland, Hawai'i's giving is higher in almost every age bracket. In both locations the findings show that people give more as they grow older, and their contributions decrease in retirement years.

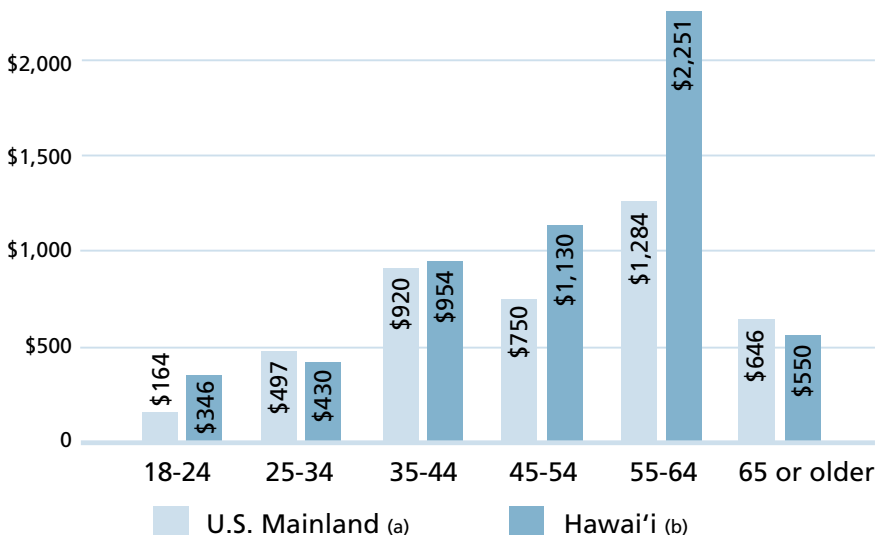
Hawai'i's 18 - 24 year age group contributes more than twice as much as their Mainland counterparts. The group with the largest average giving, 55 - 64 year olds in Hawai'i, gives 75 percent more than the same age group from the Mainland.

Hawai'i gives more at all income levels

	U.S. Mainland (a)	Hawai'i (b)
Less than \$30,000 (c)	\$ 249	\$ 359
\$30,000 to \$50,000 (c)	\$ 481	\$ 683
\$50,000 to \$75,000	\$ 953	\$1,013
\$75,000 or more	\$2,052	\$3,036

Sources: (a) *Giving and Volunteering in the United States, 1996, p. D-148, 149.* Data for smaller categories were combined to form the income categories above. (b) *Hawai'i Giving Study, 1999.* (c) For Hawai'i, the first two categories are "less than \$25,000" and "\$25,000 to \$50,000."

Hawai'i's young & older adults are very generous



Sources: (a) *Giving and Volunteering in the United States, 1996, p. D-147.* Data for ages 65-74 and 75+ were combined to form the 65+ category above. (b) *Hawai'i Giving Study, 1999.*

Hawai'i's Household Giving Results

There are a variety of factors that influence charitable giving in Hawai'i. The results of the giving study indicate that trends are similar to those on the Mainland, but there are some patterns unique to the Aloha State.

Most Hawai'i residents support charities

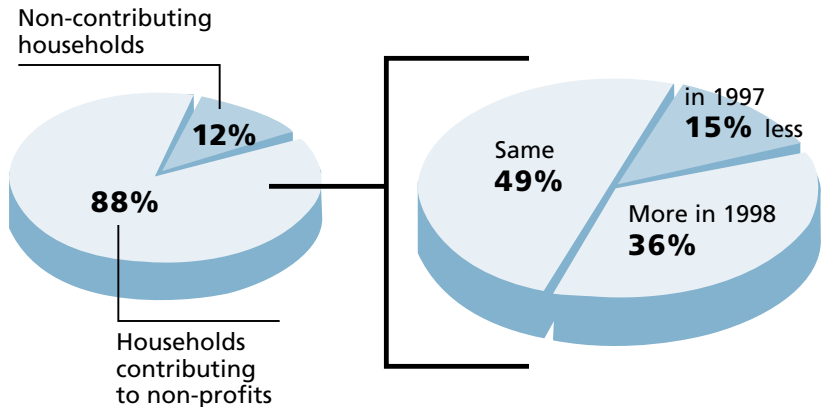
Of the 88 percent of households in Hawai'i that contribute to non-profits, 85 percent gave at the same level or more than the previous year. And, only 15 percent contributed less.

Where contributions go

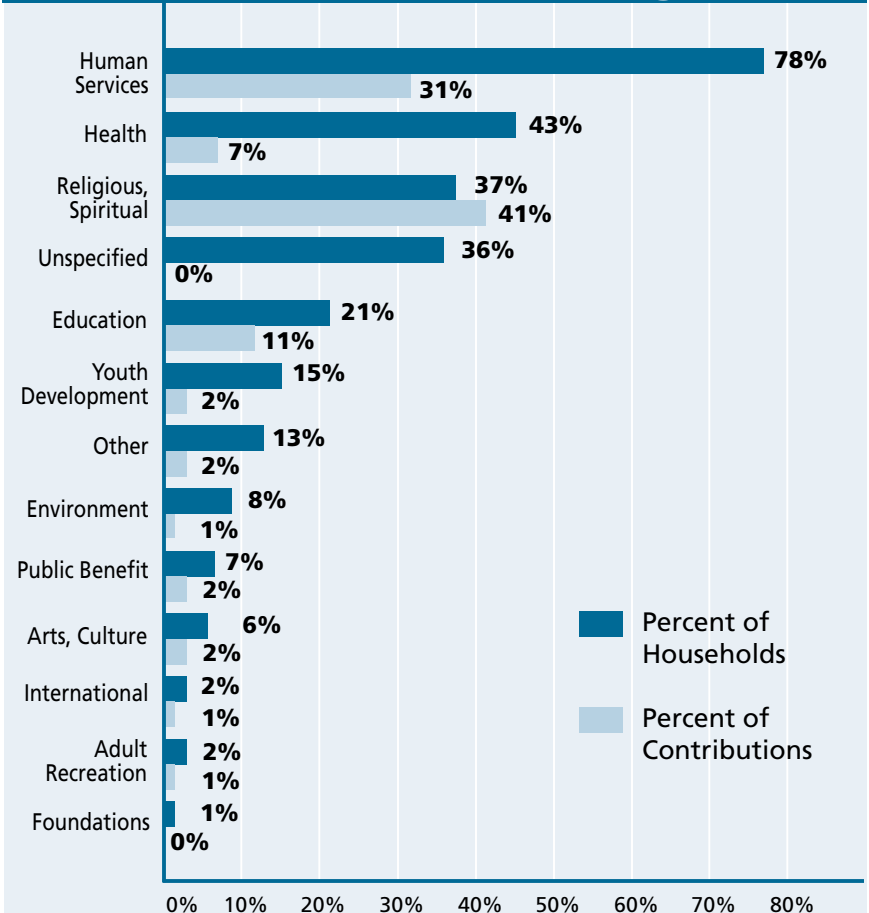
In 1998, more than half of the State's contributing households designated 90 percent or more to a local organization. There are some areas of need that together account for a significant portion of charitable giving. Those areas are human service, health needs, religious or spiritual organizations and education.

Close to 80 percent of contributing households gave to human service organizations, but they only received 31 percent of all dollars given. Whereas, religious organizations received the largest share of contributed dollars, 41 percent, yet only 37 percent of the households gave to this area.

Most Hawai'i residents support charities



Where contributions go



NOTE: Base includes the 88% of Hawaii households that contributed money or goods to charity in 1998.

Hawai'i's Household Giving Results

Reasons people give

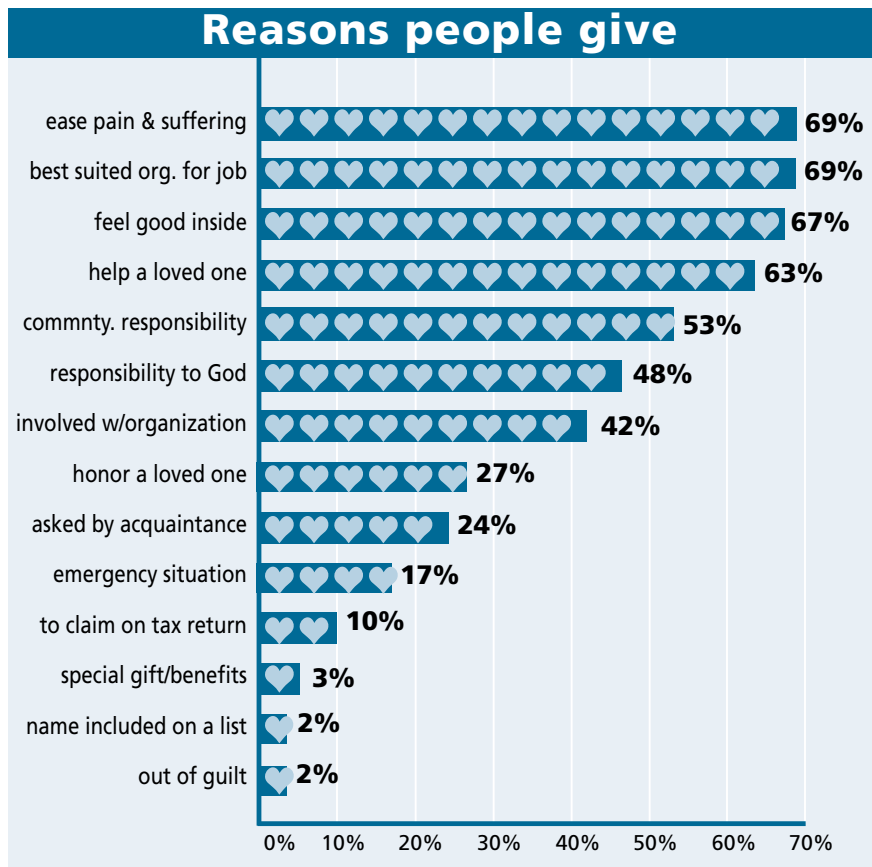
Hawai'i residents say the primary motivation to donate to charitable causes is for humanitarian reasons. Almost 70 percent of households agreed they gave because: they want to ease pain and suffering; giving makes them feel good; or the charity they support was best suited to make positive changes.

The responsibility to give is also a major motivator, whether it be a responsibility to the community, a loved one, or for spiritual means. Involvement with a charity also is another motivator to give.

Only 10 percent felt that tax deductions were a reason for giving, and few were motivated by publicity or guilt.

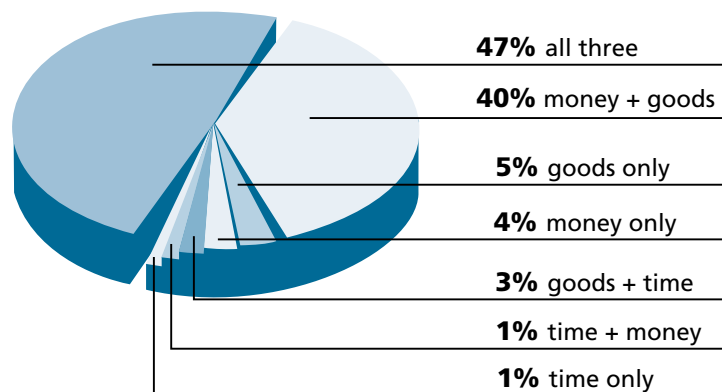
Volunteering time in Hawai'i

Over half of Hawai'i's charitable households give in money, goods and time and only 1 percent contribute time only. Forty-eight percent of the households contribute material wealth, but not time. The implication appears to be that while households may contribute without volunteering, it is very rare to find households that volunteer without giving. This finding confirms that there is a relationship between giving and volunteering.



NOTE: Base includes the 88% of Hawai'i households that contributed money or goods to charity in 1998, and excludes non-response. The percentages at the right of each bar reflect the percentage of households that said this factor was a big motivation behind their decision to give in 1998.

Volunteering time in Hawai'i



NOTE: Base includes the 89% of Hawai'i households that either contributed money or goods or volunteered time to charity in 1998. The above figure numbers are rounded.

