



HAWAI'I COMMUNITY FOUNDATION

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# Hawai'i Giving Study

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2015

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## SUMMARY HIGHLIGHTS

- Hawai'i continues to have high levels (93%) of household participation in giving cash, goods or time (volunteering).
- Volunteering is at the highest level seen in these giving studies over the past 15 years with more than half of all households reporting they volunteer.
- Although there was a small decrease in the percentage of households giving cash, the average amount of those gifts has increased across the state, on all islands, and for all ages and income groups.
- Even the lowest income households in Hawai'i doubled the amount of money they gave in 2014 compared to 2008; the highest income earners more than tripled the amount they gave.
- More than half of all households continue to give to nonprofits they know or have a relationship with and they continue to believe that the nonprofits they give to are the ones best suited to achieving the organization's mission.
- Compared to 2008, there has been a large increase in the percentage of households responding to direct mail and asks by friends or family.
- Most households contribute to human services organizations. Although the percentage of households giving to religious organizations continued to decrease both in Hawai'i and the U.S., the surveyed households gave the largest average gifts to religious organizations amounting to 38 percent of all cash giving.
- There was a significant increase in the amount of cash giving outside Hawai'i compared to previous years resulting in only a small increase in charitable contributions staying in Hawai'i since 2008.
- More households are planning where and how much they will give — 29 percent of households said they planned more than 75 percent of their giving compared to only 12 percent in 2008. Similarly, the number of households planning charitable gifts as part of a legacy, will or trust increased from 11 percent to 21 percent.

The Hawai'i Community Foundation commissioned SMS Research to conduct a telephone survey of 900 households throughout the state on their charitable and philanthropic giving and volunteering. This research on Hawai'i's giving follows up similar surveys conducted in 2010, 2002 and 1999 that measured:

- The percentage of Hawai'i's households that give cash, goods and time (volunteer).
- The amount of their giving.
- What kinds of nonprofits and issue areas they contributed to.
- Reasons and motivations for giving to charity and nonprofits.
- Plans for giving that people include in wills, bequests or trusts.

Personal contributions remain the largest source of philanthropy and charitable giving in Hawai'i and the U.S. Last year in Hawai'i, individuals donated more than \$600 million to charities and nonprofits compared to \$241 billion in U.S. This represents 72 percent of all giving. The remainder is split between foundation and corporate gifts at 20 percent and charitable bequests at 8 percent of all donations. By conducting these giving studies in Hawai'i, HCF is interested in gauging overall charitable giving in Hawai'i and how it has changed over time.

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**Note:** The 2015 study surveyed households by telephone and asked about their giving in 2014. Also the study this year focused more narrowly on monetary giving because of its value to nonprofit organizations and the ability for households to better quantify the value of monetary giving compared with estimating the value of goods or volunteering.

Following are highlights from the study, which include comparisons to past Hawai'i Giving Studies and U.S. data. Additional comparison data for this report were gathered from other state and U.S. studies, including data on charitable giving from tax returns filed with the IRS. A full report on the findings is available at [HawaiiCommunityFoundation.org](http://HawaiiCommunityFoundation.org).

## HOW MANY PEOPLE GIVE?

**The vast majority of Hawai'i residents continue to be generous** with 93 percent of households giving cash, goods or services (volunteering) in 2014.

Year	Hawai'i				United States
	1998	2001	2008	2014	2013
Households that gave including goods and time	88.0%	92.0%	92.0%	<b>93.3%</b>	95%

This overall rate of giving and volunteering in Hawai'i has remained at this high level for the past 15 years. Hawai'i gives cash, goods or time at approximately the same rate as the overall U.S.

Looking specifically at the donation of cash, nearly 66 percent of Hawai'i households made monetary contributions in 2014, similar to the U.S. rate (66%). This represents a small decrease from 2009 when 69 percent of Hawai'i households donated cash.

	Hawai'i (2008)	Hawai'i (2014)
Households that gave including goods and time	92.2%	<b>93.3%</b>
Households that gave cash	69.0%	<b>65.7%</b>

Looking across the counties we see high levels of overall giving throughout the state. Overall giving in each county has remained fairly constant between 2008 and 2014.

	O'ahu	Hawai'i	Maui	Kaua'i	State
Households that gave including goods and time	92.8%	92.7%	96.8%	93.0%	<b>93.3%</b>
Households that gave cash	64.8%	62.8%	70.5%	76.1%	<b>65.7%</b>

## HOW MANY PEOPLE VOLUNTEER THEIR TIME?

The amount of people volunteering time in the community is not only up from 2009 across the islands, but the rate of **volunteering is at the highest** levels seen in these studies since 1998.

Hawai'i	1998	2001	2008	2014
Percent who said they volunteer	51%	51%	46%	<b>57%</b>

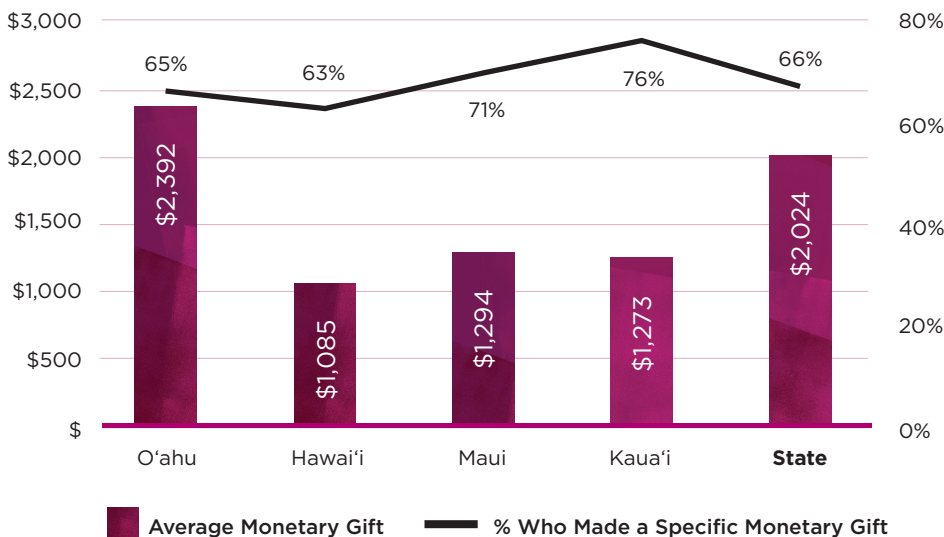
	O'ahu		Hawai'i		Maui		Kaua'i	
Year	2008	2014	2008	2014	2008	2014	2008	2014
Reported volunteering	43.0%	<b>55.5%</b>	53.0%	<b>55.4%</b>	54.0%	<b>61.2%</b>	54.0%	<b>71.2%</b>

## HOW MUCH DO PEOPLE GIVE?

**The average amount of total giving (cash + goods) has increased** and households that donated in cash donated even more compared to past years. This resulted in a 35 percent increase in the amount of cash gifts compared to 2008 (adjusted for inflation this increase is 23%). The average cash giving by households in Hawai'i, however, continues to lag overall U.S. averages. Average total cash giving also is lower on the neighbor islands compared to O'ahu. A higher percentage of households in Maui and Kaua'i counties made monetary donations in 2014 compared to the other counties.

	Hawai'i		United States	
Year	2008	2014	2009	2013
Average total annual cash giving	\$1,446	<b>\$2,024</b>	\$2,333	\$2,974

### Average Monetary Gift



## WHO GIVES? AND WHO GIVES MORE?

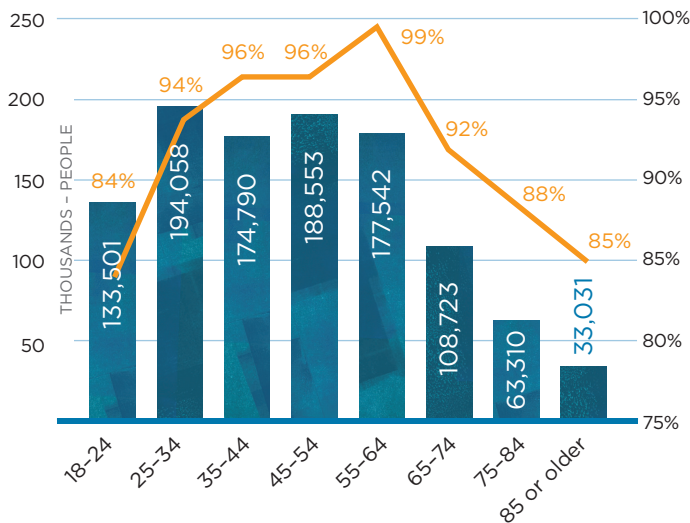
Although wealthier households give more and at higher rates, **households in Hawai'i of all income levels gave more** in 2014 compared to 2008. In fact, the level of increased giving was similarly high for both the lowest and highest income categories in the state.

### AVERAGE TOTAL GIVING

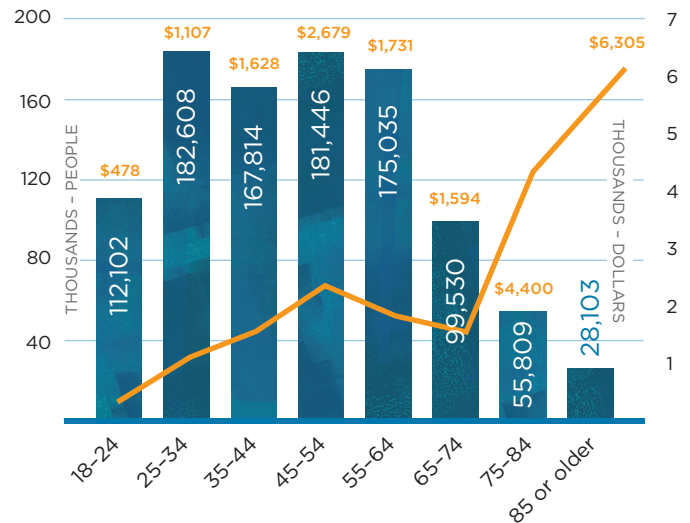
Household Annual Income	2008	2014	% Change	% Who Gave 2014
Under \$25,000	\$238	<b>\$610</b>	156%	<b>89%</b>
\$25,000 to \$50,000	\$565	<b>\$697</b>	23%	<b>95%</b>
\$50,000 to \$75,000	\$822	<b>\$1,785</b>	117%	<b>98%</b>
\$75,000 to \$100,000	\$1,385	<b>\$1,935</b>	40%	<b>99%</b>
\$100,000 to \$150,000	\$1,555	<b>\$4,682</b>	201%	<b>99%</b>
\$150,000+	\$1,700	<b>\$5,262</b>	210%	<b>100%</b>

High numbers of people of all ages give but the highest participation in giving occurs during the highest wage-earning years. Although older households give at lower rates, their average amount of total giving is much higher with amounts of giving tending to increase by age.

Population by Age, Percent that Give



Givers by Age, Average Giving Amount



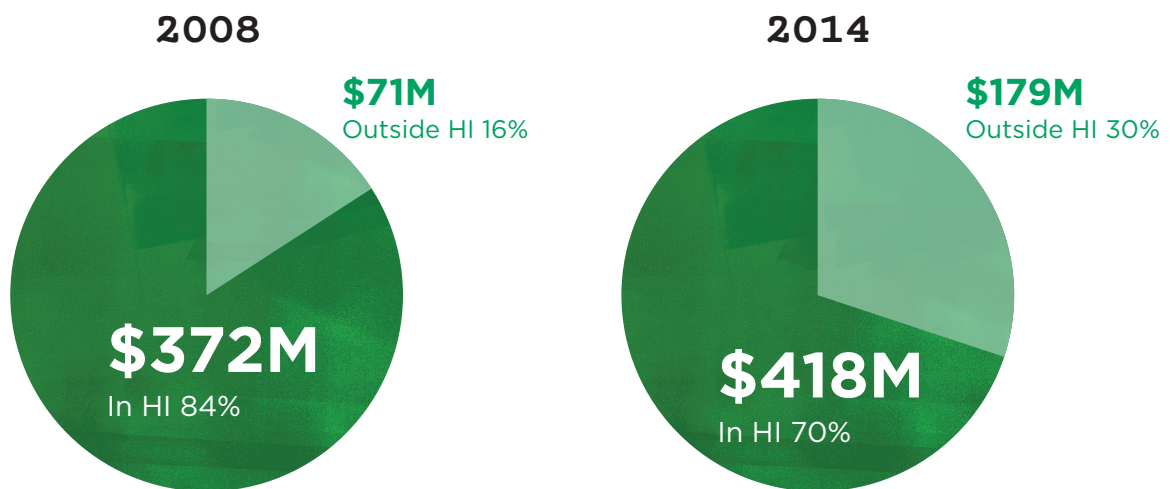
### AVERAGE TOTAL ANNUAL GIFTS

Residency in Hawai'i	2008	2014	% Households that Gave (2014)
5 years or less	\$714	<b>\$1,308</b>	<b>96%</b>
6 to 20 years	\$532	<b>\$2,099</b>	<b>98%</b>
20+ years, but not lifetime	\$1,974	<b>\$3,944</b>	<b>93%</b>
Lifetime resident of Hawai'i	\$869	<b>\$1,498</b>	<b>93%</b>

All households give at high rates (more than 92%) regardless of their length of residence in Hawai'i. In 2014, the majority (66%) of giving households were lifetime residents. However, longtime (over 20 years but not lifetime) residents give the largest gifts with residents of over six years giving more on average than lifetime residents.

### WHERE DO PEOPLE GIVE?

Charitable cash contributions made by households in Hawai'i are estimated to amount to almost \$600 million in 2014. Most of these contributions (70%) are made to nonprofit organizations in the state representing \$418 million. However, compared to 2008 there has been an **increase in the number of households giving outside the state** and an increase in the amount of the contributions sent outside of Hawai'i. Although there has been an increase in the total amount of cash giving from Hawai'i's households, since there is a greater share of giving going outside Hawai'i this has resulted in only a small increase (2% adjusted for inflation) in the total amount of charitable contributions made in the state since 2008.



**Households in Hawai'i give cash or goods to an average of 4.5 organizations.** But they gave cash to only slightly more than two (2.3) organizations in 2014. The distribution of these cash donations differs by the mission focus of the nonprofit organizations and interests of the donors. Half of all households gave to human services organizations although these contributions represent only 22 percent of all cash donations. Only 27 percent of households gave to religious organizations but these donations tended to be larger and represent a greater share of all giving. Human services (50%), health (30%), and religion (27%) attracted the largest share of givers across all income categories — education (38%) and arts and culture (14%) organizations were supported at higher rates by wealthier households.

Rank	By Share of Household Giving	By Share of All Dollars	By Avg. Total Annual Gifts	Avg. Total Annual Gifts
<b>1st</b>	Human Services - 50%	Religion - 38%	Religion	<b>\$2,106</b>
<b>2nd</b>	Health - 30%	Human Services - 22%	Health	<b>\$947</b>
<b>3rd</b>	Religion - 27%	Health - 19%	Education	<b>\$825</b>
<b>4th</b>	Education - 16%	Education - 9%	Human Services	<b>\$669</b>
<b>5th</b>	Environment - 9%	Arts & Culture - 3%	Arts & Culture	<b>\$446</b>
<b>6th</b>	Arts & Culture - 9%	Youth Development - 2%	Recreation & Sports	<b>\$339</b>
<b>7th</b>	Community Development - 7%	Environment - 2%	Youth Development	<b>\$326</b>
<b>8th</b>	Philanthropy - 4%	Community Development - 1%	Community Development	<b>\$261</b>
<b>9th</b>	Youth Development - 3%	Philanthropy - <1%	Environment	<b>\$257</b>
<b>10th</b>	Recreation & Sports - 2%	Recreation & Sports - <1%	Philanthropy	<b>\$253</b>

## WHY DO PEOPLE GIVE?

The largest influence on giving to a specific nonprofit is **having a personal relationship with that organization**. More than half (59%) of all givers said that this was the strongest influence on their giving — for wealthier households this increased to 75 percent. Since 2008, the number of households including charitable plans in their wills or other forms of bequests nearly doubled from 11 percent to 21 percent.

People continue to give to nonprofits because they believe that those organizations are best suited to achieving the organization's mission — this has remained the most often cited reason for giving to an organization since 1998. Helping to ease the pain and suffering of others or helping someone the donor knows are also cited by more than half of households as a big reason for giving.

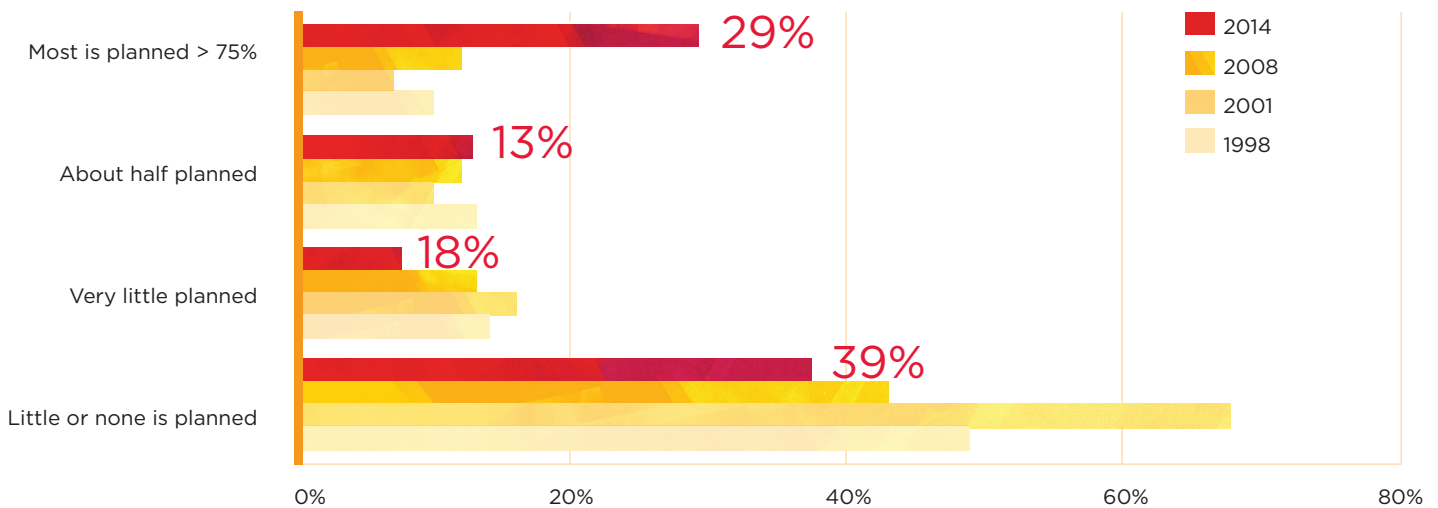
Reasons for Giving	1998	2001	2008	2014
Organization best suited for the work	69%	69%	62%	<b>65%</b>
To help ease others' pain and suffering	69%	68%	53%	<b>55%</b>
Our contribution would help someone we care about	62%	61%	48%	<b>51%</b>
Made us feel good inside	67%	63%	50%	<b>44%</b>
Part of our community responsibility	53%	49%	42%	<b>43%</b>
Relationship with a particular organization or cause	43%	46%	43%	<b>42%</b>
Responsibility before God	48%	45%	36%	<b>34%</b>
Honoring or commemorating someone we care about			27%	<b>24%</b>
Asked by a friend, family member or someone else we knew			22%	<b>17%</b>
Presented as an emergency or urgent situation			16%	<b>16%</b>
To claim it on our tax return			10%	<b>8%</b>
Name printed in a list of contributors or on a plaque			3%	<b>4%</b>
Special gift or some special membership benefits for donors			4%	<b>4%</b>
Out of guilt			1%	<b>2%</b>

In 2014, more than half of all giving households donated in response to direct mail, supporting fundraisers, or being asked by friend/family. Direct mail and being asked by friend/family also showed the largest increases compared to 2008 than any other prompt. Households responded less often to other forms of giving prompts compared to 2008 with some methods, like support for fundraisers, religious offerings, and in-person asks by strangers, showing large decreases over time compared to 1998.

Households prompted to give by	1998	2001	2008	2014	% Change 2008-2014
Direct mail	43%	41%	43%	57%	<b>+32%</b>
Support fundraisers	77%	78%	72%	55%	<b>-23%</b>
Asked by friend/family	37%	41%	43%	52%	<b>+22%</b>
Collection box/cup	66%	65%	57%	46%	<b>-19%</b>
Religious offerings, tithes or gifts	61%	64%	52%	41%	<b>-22%</b>
United Way	50%	46%	41%	35%	<b>-15%</b>
Sponsor someone's participation in an event (e.g. walk-a-thon)	41%	45%	42%	30%	<b>-28%</b>
Regularly scheduled giving	31%	32%	27%	22%	<b>-18%</b>
Asked in-person by a stranger	40%	42%	26%	18%	<b>-28%</b>
Response to phone request	25%	23%	20%	15%	<b>-25%</b>
Response to telethon/radiothon	17%	17%	11%	11%	<b>+3%</b>
Online giving			13%	11%	<b>-17%</b>

There was a significant increase in the percentage of households that say that more than 75 percent of their giving is planned ahead.

### Planned Monetary Gifts



Please see [HawaiiCommunityFoundation.org](http://HawaiiCommunityFoundation.org) for the complete study and additional data.