

1988

## Asian American Charitable Giving

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Asian American Charitable  
Giving

by Rosalyn Miyoko Tonai

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## EXECUTIVE SUMMARY

A survey study of 321 Asian American donors tested key demographic, attitudinal, and situational factors affecting Asian American charitable giving in the San Francisco-Oakland area. Leading inquiries in the study were to determine (a) a profile of donors in the sample, (b) whether significant relationships exist between relevant factors and charitable giving, (c) effective solicitation techniques, and reasons for giving and not giving.

The survey instrument was an eight page questionnaire mailed in July of 1987 to individuals currently on mailing lists of Asian non-profit organizations. The lists consisted of individuals who were known to have donated to these organizations in the past. The survey questionnaire featured questions on demographic information, attitudes, charitable giving, solicitation techniques, reasons for giving, and reasons for not giving.

The respondent sample was 321 individuals of Asian descent. Respondents were a well educated group (82.8% had at least a bachelor's degree), and had median gross personal income of \$34,279 and median gross household income of \$52,638. Survey findings revealed that Asians in the sample gave an average of \$1,325.15 per household to charitable causes in 1986. This was, on average, 2.7 percent of their household income. Compared to other national studies, this indicates that the Asian Americans sampled can be classified as substantial givers. The Independent Sector defines low-level giving as less than .05 percent of household income, middle-level giving as .05 percent to 2.49 percent, and substantial giving as 2.5 percent or more (Hodgkinson & Weitzman, 1986, p.67).

Demographic factors such as socioeconomic status and home ownership positively and significantly correlated with giving. Key attitudes regarding family financial support, volunteering, and social responsibility significantly correlated

with giving. Situational factors such as life events, volunteering, parental giving, and asking others to give significantly correlated with giving. In-person solicitations were rated most effective. "Feeling a part of an organization" was the most prevalent answer among self-reported reasons for giving, while "cause unrelated to your interests" followed closely by "not enough earnings" scored highest among the reasons for not giving.

Individuals at lower income levels gave significantly greater proportions of their incomes than those in higher income levels. Persons with incomes under \$10,000 donated on average 6.6 percent of their personal income to charity, while those making between \$20,000 and \$60,000 donated an average of 2.2 percent of their income to charity.

Attitudes on volunteering and volunteering itself positively correlated with giving to Asian nonprofits. The more nonprofit organizations an individual volunteered with, the more likely he or she would be to give to Asian nonprofits and to give charitably overall. Volunteers also gave substantially more than non-volunteers. In the present study, volunteers gave an average of \$1,016, more than twice as much as the non-volunteers' donation of \$499. Volunteers also donated 2.8 percent of their household income to charity, compared with non-volunteers who gave 2.0 percent.

## ACKNOWLEDGEMENTS

I would like to extend my gratitude to the directors, staff, and board members of the following nonprofit organizations for their continued support and assistance with the implementation of this research project:

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	Development Corporation
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	the East Bay
Tom Surh	Korean Service Center.

I would like especially to thank Michael O'Neill, Ed.D., program director of the Institute for Nonprofit Organization Management and the University of San Francisco for seeing the value of this research to the community and for helping to fund this study through the Ford Foundation grants. My thanks go to technical advisor Donna Hamlin, Ph.D., field contact Joseph Mixer, Ph.D. I extend my appreciation to Norm and Harriet Ishimoto, Phyllis Quan, David Nakashima, Grant Din for their assistance and my family for their support.

This paper is dedicated to my grandparents who, in their own way, set an example for us to care and give generously to others.

## INTRODUCTION: THE RESEARCH QUESTION

Development directors of local Asian nonprofit organizations have a keen interest in the charitable giving of Asians in their communities. The development directors attempt to reach and to tap into a generous, if not necessarily wealthy, donor base. While some question their organizations' appeal to the broader public, others wonder whether the often perceived value of frugality predisposes many Asians not to give. Likewise, many other nonprofit organizations serving the general public have developed an interest in Asian giving as a way to expand their donor bases. Although much information exists on the historical development of Asian American mutual support efforts, very little information is available on current Asian charitable giving.

To address the problem, research was conducted to provide Asian nonprofit organizations and other groups with new findings and baseline measures on Asian American charitable giving. The purpose of the inquiry is to develop a better understanding of the complex interplay of demographics, attitudes, and situations which may influence charitable giving. A determination of the significant relationships is made and preliminary measures are presented for further investigation.

The term "Asian" represents a diversity of ethnic populations such as Chinese, Japanese, Filipino, Korean, Pacific Islander, Vietnamese, Cambodian, Laotian, East Indian, Thai, and Samoan. In spite of distinct differences in their generational, historical, and cultural backgrounds, these communities have often been mistakenly viewed by others as a homogeneous group. Varied and complex differences, among Asian cultures and their own socioeconomic development need careful consideration so that characteristics are not falsely "lumped" together.

While Asians should be viewed as diverse, culturally distinct populations, there are similar concerns and cultural characteristics that are worth comparing. For the purpose of this study, a cross section of Asian Americans of Japanese, Chinese, Filipino, and Korean descent residing in the San Francisco-Oakland area will be studied. The variable "ethnicity" will indicate the self-identified affiliated grouping.

### **Importance of Study**

Initial investigation into the giving patterns of Asians in the Bay Area reveals limited information on Asian Americans who contribute to Asian or non-Asian communities. Current practices in fundraising involve accumulating donor lists from internal donor records, mailing lists and guest lists. A donor base is rarely built from a thorough survey of a donor's attitudes about giving, his/her preferred options of giving, or his/her affiliation with the cause or the organization. Asian nonprofit organizations, as well as other nonprofit organizations, are prevented by time, money, and human resource constraints from conducting thorough analysis of their donor constituents' giving in their respective communities.

This study goes beyond present practices. It is one of the first attempts to conduct an area-wide survey of donors of local Asian community organizations. Investigation into relationships between various factors and actual giving will reveal possible significant findings about donors, factors that influence their giving, the type of organizations they contribute to, and perhaps some reasons for giving or not giving. Development directors, fund developers, and fundraising volunteers can base their own marketing and fundraising plans on such findings. Patterns may be identified by ethnic groups so that marketing strategies can be tailored to specific segments.



The findings of this study will be helpful when organizations seek to expand their donor base. Independent Sector, a national coalition, has already begun a campaign to mobilize the nation to double its private charitable giving capacity by year 1991. Local communities are often challenged by appeals to provide five percent of one's income to charitable causes and to devote five hours a week to volunteer service. This research occurs at a timely juncture of the Asian American community's own development. In many respects, it may shed some light on Asian participation as it relates to local community involvement in charitable giving.

#### **Limitations of Study**

Although the research appears extensive, it is limited in its scope. In attempting to include a sizeable representation of those who give, the survey was restricted to surveying the English-speaking segment of Asian Americans who have donated or supported causes in the past. The sample consisted of supporters of Asian community-based organizations. It excluded a large portion of non- and limited-English speaking Asians who may make up a portion of donors. That is not to assume that this group, overall, does not give or gives less. For the purpose of this study, surveys were written in English. Further studies should include a broader sample of Asians in both segments.

The study is limited to sampling Asian Americans, namely Japanese, Chinese, Filipino and Korean Americans who have some affiliation with Asian nonprofit organizations. Therefore, this sample is restricted to those most likely to give, as opposed to a strict random sample of each respective population. The survey focused on the demographic characteristics and attitudes of those who tend to give.

Furthermore, the study might not include the giving patterns of the newest arrivals to the United States, namely non- and limited-English speaking Asian immigrants and refugees. This is one of the major limitations of this study since these segments tend to have the most documented needs in the community and often are recipients of nonprofit agency services. They also make up a sizeable percentage of population growth statistics.

Thus, the survey does not reflect the aggregate attitudes and opinions of the general Asian American community, but rather those of a smaller segment of Asian Americans, primarily Chinese and Japanese American donors in the Bay Area. More likely, the sample is of an acculturated, socio-economically established segment of the Bay Area Asian American community. Although there is a sizeable Asian population in the southern California area, the study focussed on a smaller population of residents of the San Francisco-Oakland areas. Both populations may not possess the same demographic, situational, or attitudinal characteristics on which to base general assumptions. A comparative study may be more appropriate.

#### Review of Related Literature

Analysis of available literature reveals very little has been written about Asian American charitable giving. While studies such as Giving, USA, (AAFC & TP, 1986) and the Rockefeller Brothers Fund based on a poll by Yankelovich, Skelly & White and analyzed by the Independent Sector (Hodgkinson & Weitzman, 1986), have discussed charitable giving in America, none of them have examined the extent to which Asian Americans do or do not give.

The Yankelovich study states that the average American in 1984 donated 2.4 percent of his or her total income to charity; an average of \$650, with \$470 going to religious charities and \$180 to other nonprofit causes (Hodgkinson & Weitzman, 1986).

Charitable giving was said to have advanced at a higher rate than personal income in 1986. For the fifth year in a row, the increase in giving exceeded the inflation rate, as well. The continuing increase was attributed to the "generosity" of Americans to give year after year (AAFC & TP,1986).

The increase in stock prices in 1986 is said to have created a "feeling of affluence," according to Giving U.S.A., which led individuals to give in the fourth quarter. Another factor attributed to charitable giving was the public's positive reaction to the lower tax rates which would start in 1987. The increase is also due to the demographic trend of greater numbers of Americans entering the prime giving years 35 to 64 years of age with greater earnings and whose attitudes are positive about giving (AAFC & TP, 1986).

For the most part, charitable giving went to religious organizations which received the largest contribution with \$40.9 billion. Human service organizations received a total of \$9.13 billion in 1986 (AAFC & TP, 1986).

While much has been written about group identification, assimilation, the development of ethnic consciousness, and the growth of the Asian American population, little has been written about charitable giving in the Asian American community.

## **Methodology**

Three hundred twenty-one subjects residing in the San Francisco/Oakland area completed surveys. The sample consisted of Asian Americans of Chinese, Japanese, Filipino and Korean descent who have at some time given to charitable causes. Ages ranged from 23 to 73 years of age. Gender breakdown was 46.1 percent male and 53.9 percent female.

While Asians should be viewed as diverse, culturally distinct populations, there are similar concerns and cultural characteristics that are worth comparing. For the purpose of this study, a cross section of Asian Americans of Japanese, Chinese, Filipino, and Korean descent residing in the San Francisco-Oakland area will be studied. The variable "ethnicity" will indicate the self-identified affiliated grouping.

### **Research Design**

The research design is a one-point-in-time study incorporating a non-experimental survey with no control group. The design satisfies the present research objectives by providing initial descriptive information on a sample of current Asian American donors. In addition, the design allows for testing preliminary hypotheses relating independent variables to the dependent variable of charitable giving.

### **Instrumentation**

The survey was conducted through a mailed, eight-page, self-administered questionnaire sent to 2,102 individuals from a list of Asian American donors. A cover letter describing the purpose and confidentiality of the survey, and an instruction sheet and return envelope, were enclosed as a part of the package (Appendix A: Cover letter, Appendix B: Instruction Sheet).

To ensure privacy and confidentiality, surveys and recipients received code numbers. Once a survey was logged into the computer as having been received, the number was no longer referred to.

The survey instrument was designed in seven sections: 1. Values & Beliefs, 2. Situational Factors, 3. Cash Contributions, 4. Fund Designation, 5. Solicitation Techniques, 6. Reasons for Giving, 7. Demographic Information (Appendix C: Survey Questionnaire). The questionnaire format used references from Lininger and Warwick (1975) and Babbie (1986).

In most of the sections, fractionation scales were used to measure attributes. The fractionation method is noted by W. S. Torgeson (1958). The respondent directly perceives and selects "a stimulus which bears a given ratio to a second stimulus" on a subjective continuum. The scale's purpose in the study was to provide an alternative to testing psychological attributes. The method allows for maximum variance and can most accurately reflect measures of change of attitudes over time (See Appendix D for more details).

In other sections, fill-ins were provided for check marks or short descriptive statements. Where questions anticipated additional answers, an "other" space was provided. "Other" responses were to be grouped and coded in the analysis.

### **Sampling**

A master list of 5,000 names was compiled through the mailing lists of nine Bay area Asian nonprofit organizations. Survey questionnaires were issued to 2,102 randomly selected Asian Americans of Chinese, Japanese, Filipino, Korean descent. The sample was grouped according to ethnicity, residence, and gender characteristics to determine response rates for each category. The primary purpose of the sampling method was to select from a viable source of known or potential Asian donors in an attempt to tap into the particular attitudes and demographic characteristics of the donor base. Age range was expected to be between 21 to 70 years old with sex ratio of about 50 percent male, 50 percent female.

Each questionnaire was sent to an individual's home with a cover letter and a returned self-addressed stamped envelope for efficient return. The questionnaires were distributed throughout the San Francisco-Oakland Metropolitan Area in two bulk rate mailings over a period of two weeks. The estimated rate of return was projected at 15 to 20 percent, or 300 to 500 questionnaires. Proper accounting of returns was assured with a respondent number assigned and printed on each survey. The master list (which provided gender, ethnicity, and zip code breakdowns) for each representative sample was checked against the returned identification numbers in the computer. This procedure allowed appropriate follow-up activities to take place. A computerized printout was periodically updated on ethnicity, area, and gender statistics as well as rate of return figures.

Although no telephone interviews were conducted, a contact number was made available for additional inquiries. A follow-up postcard reminder was sent to respondents after one week to assure adequate return. Respondents were notified of a one-month deadline to respond and to be eligible for a \$100 cash drawing.

### **Data Analysis**

Data analysis was conducted using a computerized SPSSPC+ program. First, the respondents' demographic characteristics were determined using frequencies, mean, median, and mode scores. In some cases, scores such as income were recoded into combined category levels.

Second, analysis on answers related to giving was conducted using frequency, mean, median, and mode scores. Third, correlation and t-tests were run on all relevant hypotheses, using raw scores. An SES score was created as the sum of personal income (pincome), occupational status (occup), educational attainment (educ). Fourth, analysis of variance one-way with Scheffe tests was used to test significant relationships among three or more variables and giving. Fifth, chi-square tests were performed on variables testing for significant relationships among each other. Sixth, follow-up tests were run on variables that revealed unexpected findings or usually high levels of significance. Analysis was conducted using references by Norusis (1986) and Irwin (1987).

### **Response Rates**

The overall response rate was 15 percent, based on 321 respondents out of 2,101 individuals in the selected universe. Within ethnic categories, the response rates were: Chinese descent, 17.8 percent; Japanese descent, 14.7 percent; Filipino descent, 9.1 percent; Korean descent, 8.6 percent. Between gender groups, the response rate was slightly higher among females (16 percent) than among males (14 percent). Among the regional areas of San Francisco and Oakland, Oakland's response rate was highest at 22.2 percent, followed by the "other" areas at 15 percent, and San Francisco at 13.3 percent. "Other" categories consisted of outlying cities.

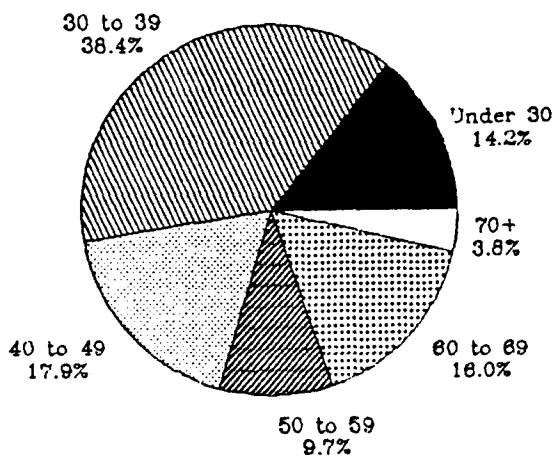
## FINDINGS

A majority of the sample donated in 1986 (n=317). Only four respondents indicated that they had never donated. Overall, the sample consisted of mostly Chinese and Japanese Americans averaging 38 years in age with rather high socioeconomic status levels. A majority of the sample consisted of two-income earning homeowners, working more than ten hours a week and making an average gross personal income of \$34,279 and household incomes of \$52,637. Their occupations were principally professional with educational attainment levels at bachelor's, master's and professional degrees, including doctorates. Figure 1.0 reveals the demographic breakdown of the sample. Socioeconomic status, age, and homeownership were significantly related to Asian giving and total giving. Within the sample, as SES increased, giving increased, and older givers tended to give more than younger givers. Homeowners gave more and were significantly different from non-homeowners in their giving. Generation level and marital status did not significantly correlate with Asian or total giving.

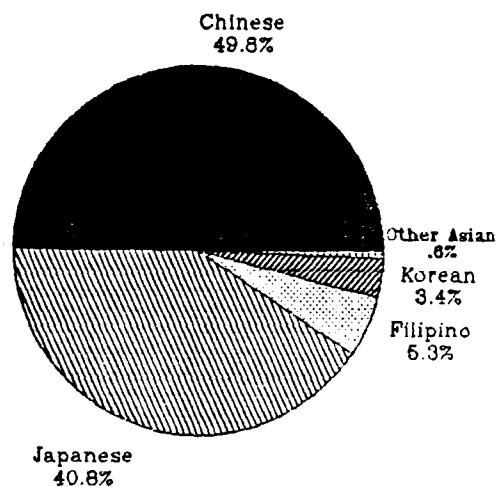


Figure 1.0  
Demographic Information on Respondents

### Age of Respondents



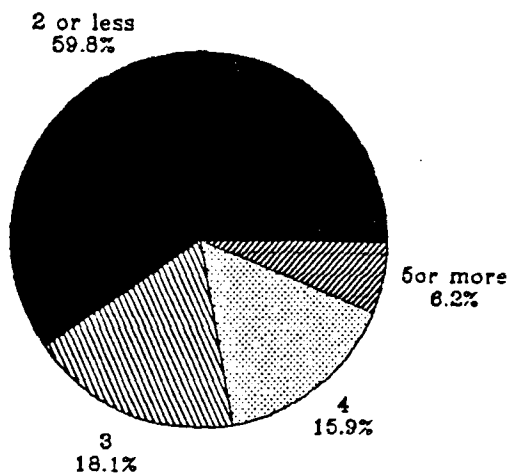
### Ethnicity of Respondents



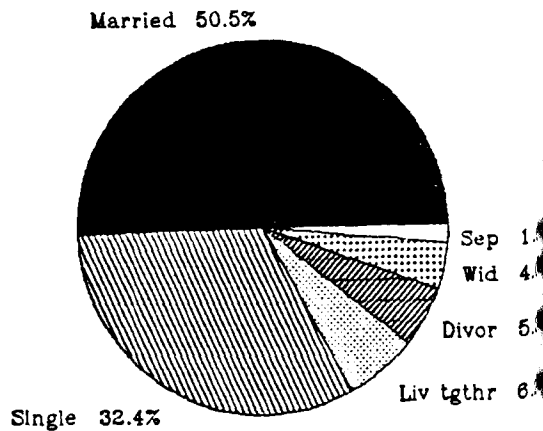
\* statistically significant with giving

n=321

### Household Size



### Marital Status of Respondents

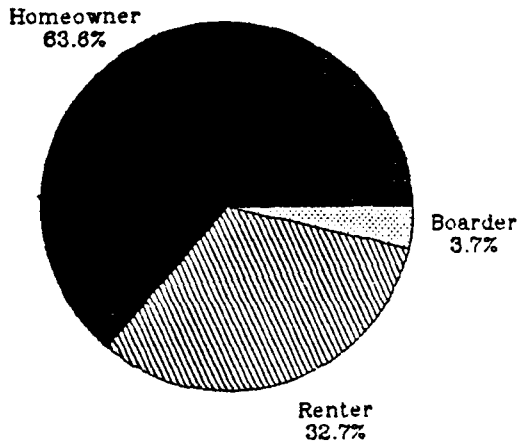


n=321

n=321

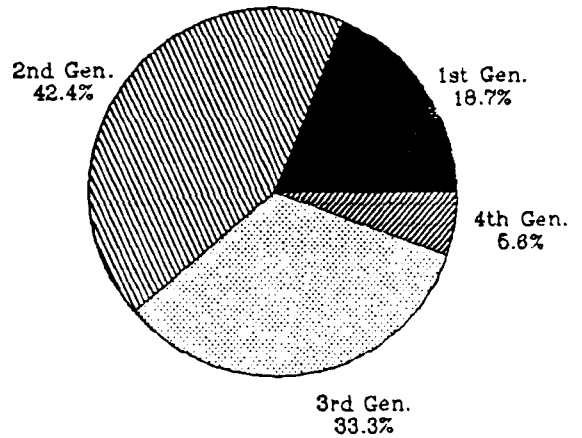
Figure 1.0 (continued)  
Demographic Information on Respondents

### Homeowner Status



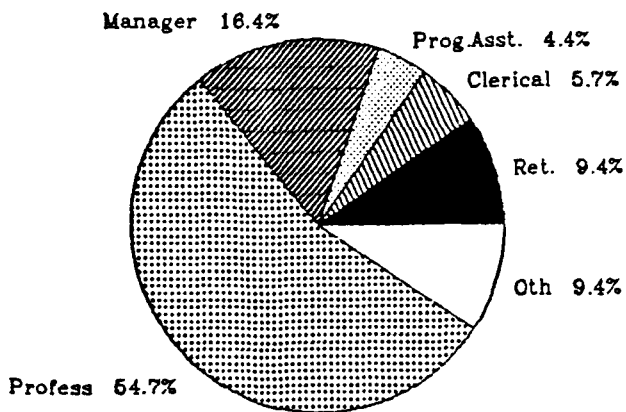
\* statis. signif. with giving, n=321

### Generation in U.S.



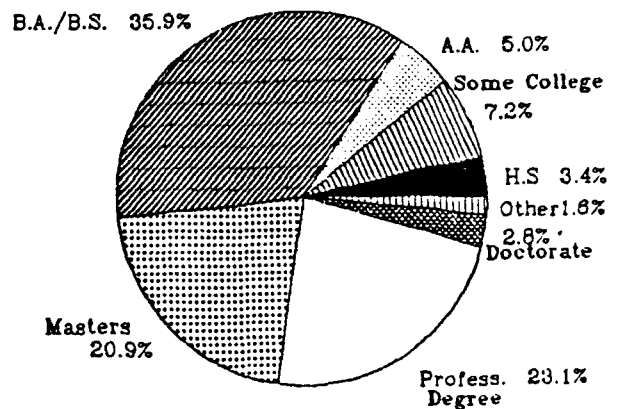
n=321

### Occupational Status



n=318

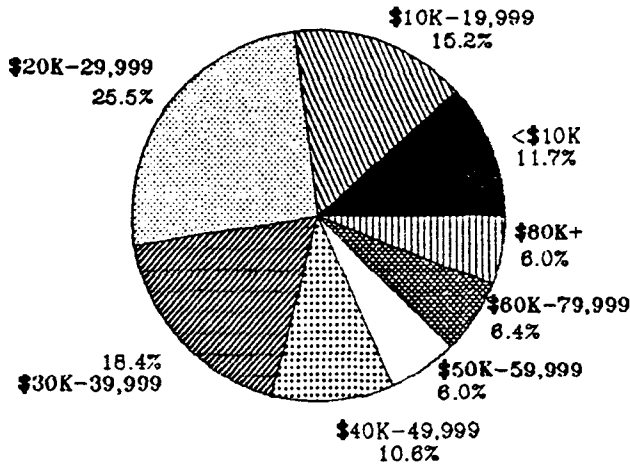
### Education Level (Highest Grade Completed)



n=320

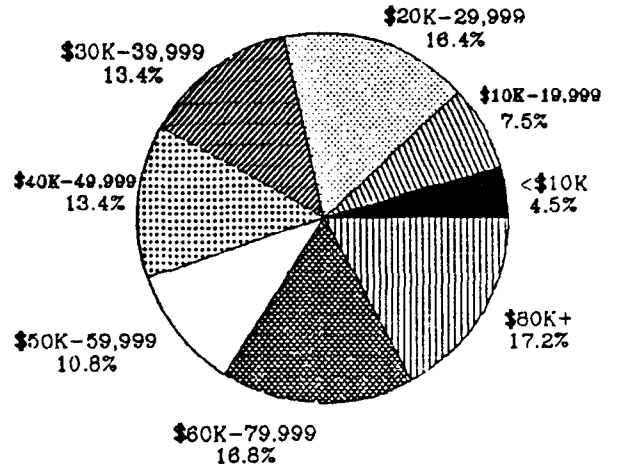
Figure 1.0 (continued)  
Demographic Information on Respondents

Gross Personal Income  
(Median = \$34,279)



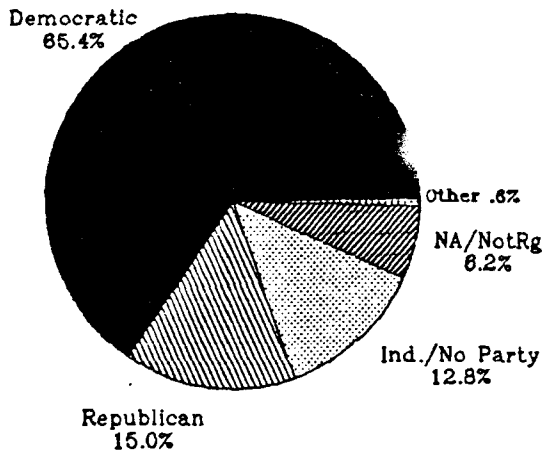
\* statis. signif. with giving, n=282

Gross Hsehd. Income  
(Median=\$52,638)



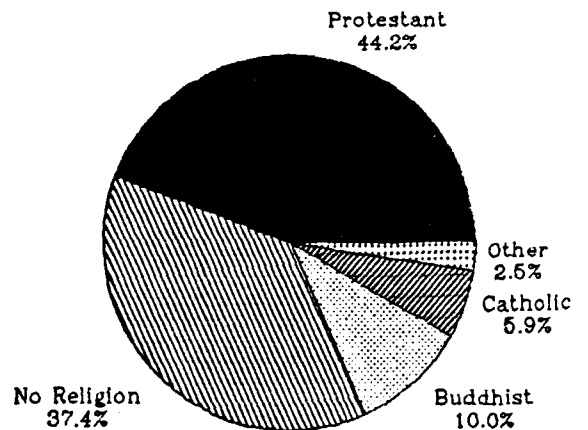
Statis. Signif. with Giving, n=288

Political Affiliation



n=321

Religious Affiliation



n=321

Respondents gave on average a total of \$1,325.15 per household and about \$878.30 per person (TGIV86) to charitable causes in 1986. Total charitable dollars given to Asian nonprofits accounted for an average of 57 percent of total giving based on reports from respondents. Giving to Asian nonprofits averages out to \$811.36 per household and about \$541.58 per individual (AGIV86) in 1986. A majority (94 percent) of the respondents said that they gave to nonreligious nonprofits previously, with 250 respondents giving to Asian nonprofits.

Out of a 232 respondents, giving had increased on average by \$310.76 from 1985 to 1986. Yet, 64 percent of the sample said their contributions to Asian nonprofits had stayed about the same since 1985. For 1987, respondents expected to give slightly less at \$1,249.93 per household (n=202).

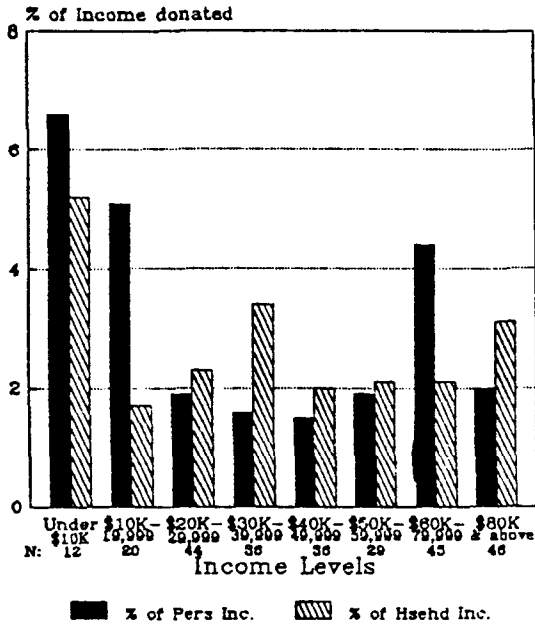
On average, donors spent close to 3 percent (2.9 percent) of their personal income and 2.7 percent of their household income on charity. When giving only to Asian nonprofits, donors spent 1.9 percent of their personal income and 1.6 percent of their household income.

Further data analysis reveals differences at grouped income levels. Respondents whose personal income categories are under \$20,000 appear to give a higher percent of their income than those in other income categories. Persons with income from \$10,000 to \$19,999 donated 5.1 percent of their personal income. Persons with income under \$10,000 donated on average 6.6 percent of their personal income. Respondents with income between \$20,000 and \$60,000 donated an average of 2.2 percent of their income to charity. The percentages are slightly lower for household income categories, with households earning less than \$10,000 spending 5.2 percent of their household income on charity. Respondents with household incomes between \$20,000 and \$80,000 gave on average 2.5 percent of their household income to charity. Figure 1.1 includes charts showing information

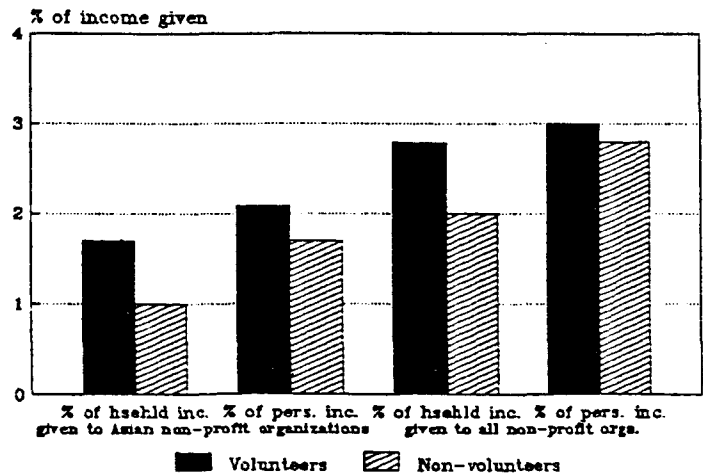
on percent of income donated, attitudes in regards to giving, etc. The results are also discussed on following pages. See also Appendix F.

Figure 1.1  
 Respondents' Giving Histories and  
 Factors Affecting Giving

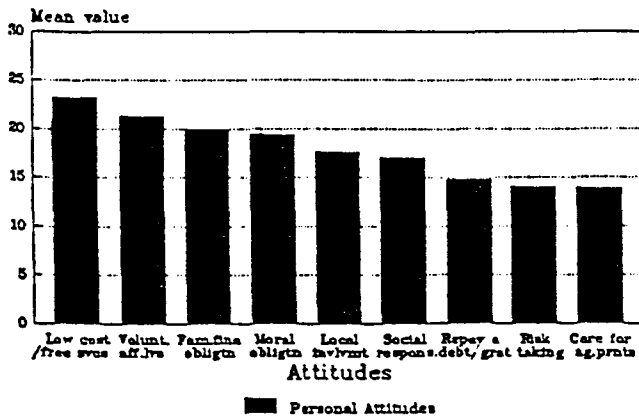
### % of Income Donated to Non-Profit Orgs.



### Volunteers and Giving



### Attitudes in regards to giving



### Preferred Solicitation Techniques

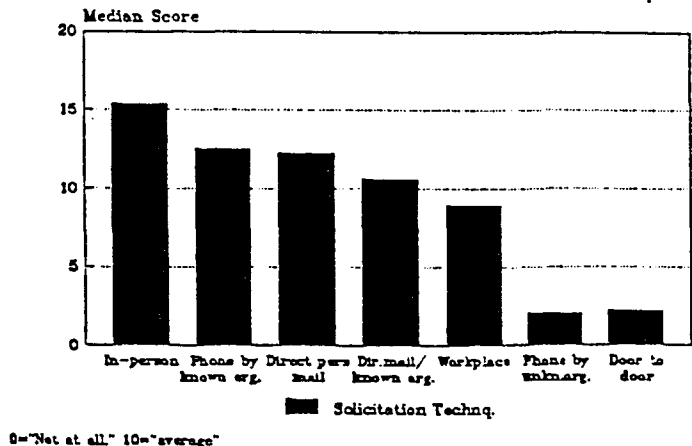
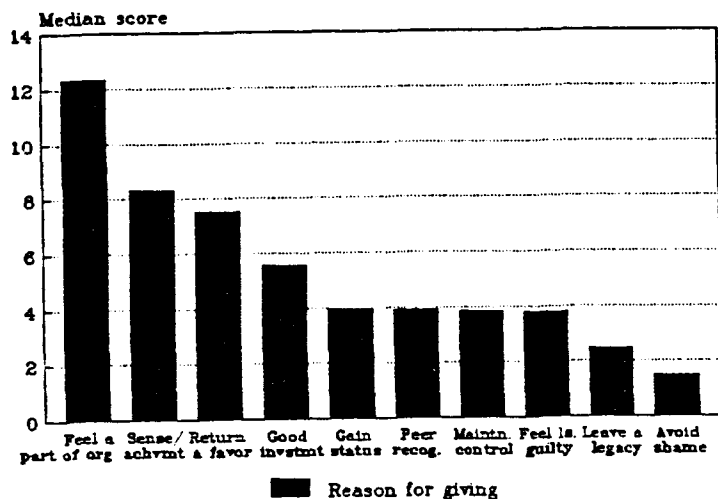


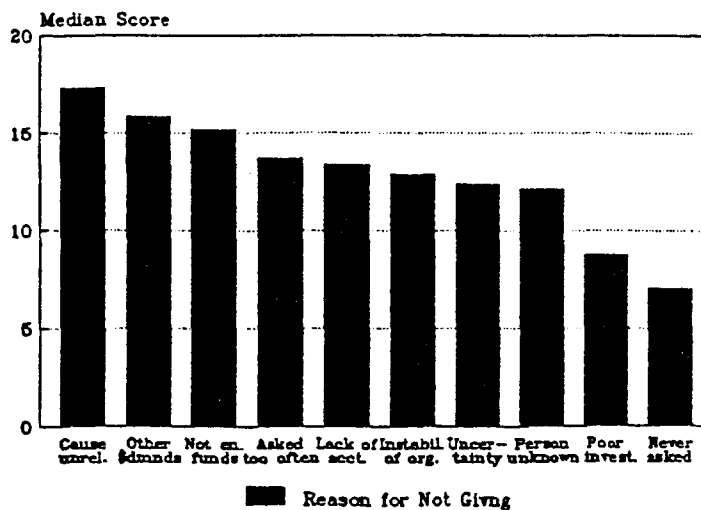
Figure 1.1 (continued)  
 Respondents' Giving Histories and  
 Factors Affecting Giving

### Reasons for Giving



0="not at all" 10="average"

### Reasons for Not Giving



0="not at all" 10="average"

Self identity categories did not prove to be significantly different from each other with regard to total giving or Asian giving.

The key variables that are associated with Asian giving are: attitudes about volunteering and affecting people's lives, the sense of family financial priorities, and social responsibility. Key variables associated with total giving are attitudes about risk-taking and social responsibility.

Attitudes on volunteering, however, positively and significantly correlate with Asian giving. The attitude stressing greater family financial priorities positively and significantly correlate with Asian giving. The value stressing social responsibility positively and significantly correlate with Asian giving. Key attributes of risk-taking and social responsibility correlate significantly with giving to Asian and other nonprofits.

The number of volunteer organizations one volunteers with positively and significantly correlated with giving. Persons who ask others to give are more likely to give more overall. Additional findings indicate that volunteers give substantially more than non-volunteers, as noted in Figure 1.1.

Incidents of life event changes were significantly correlated to giving. A donor's parental giving is significantly correlated to overall giving. Moreover, donors whose parents give are significantly different from donors whose parents do not give.

Percentage breakdowns for groups to be served by ethnicity reveal high percent scores for each ethnic group, suggesting that respondents prefer to give to their respective group. There are no key factors that determine the designation of funds.

In terms of solicitation techniques, respondents preferred to be asked by people they know, as noted in Figure 1.1.



To feel a part of an organization was the highest ranked response for giving compared with the rest of the reasons for giving, which far outranked the second and third-ranked reasons "feeling a sense of achievement" and "returning a favor".

Having the cause unrelated to the donor ranks highest among mean scores for self-perceived reasons for not giving. "Having other financial demands," comes second.

## **Discussion of Findings**

The study explored the presence of significant demographic, attitudinal, and situational variables in the giving relationship. The research was expected to reveal current demographic descriptions of Asian American donors in the sample. Findings were also to reveal the types of organizations, the kinds of groups to assist, and some self-reported reasons why individuals give or do not give.

On the whole, the survey data support the overall notion that there is a relationship between demographic, attitudinal, and situational factors and charitable behavior. The study shows the complexity of charitable giving and the diversity of the Asian American sample. While the paper addresses the problem of limited information on Asian American charitable giving, it presents more questions for future research. Of the many "predictable" responses, there were just as many new questions raised. What follows is an interpretation of the results and a discussion of the findings on charitable giving in the Asian American community.

The amount of money donated by Asian Americans to nonprofits or Asian nonprofits needs to be viewed with reference to other data on charitable giving. As noted, Asian Americans as individuals gave an average of \$878.30 to nonprofits in 1986. National figures for 1986 have not been calculated, but in 1984, 89 percent of Americans sampled gave, \$650 to charity with \$470 going to religious charities, while \$180 going to "other" charities (AAFRC & TP, 1986, p23-24).

Respondents for the current study were not asked how much they gave to religious charities, yet they gave a average of \$541.58 per individual to Asian nonsectarian charities; this is approximately 57 percent of total giving per person.

When using giving per household figures for 1986, the average for this sample is actually \$1,325.

More significant is that Asian Americans in the sample rank among the nation's substantial givers. Compared with national figures, the sample shows an unusually high ratio of charitable giving to income. On average, Asian Americans in the sample donated 2.7 percent of their household income to charity and 1.6 percent of their household incomes to Asian nonprofit agencies. Independent Sector defines low-level giving as less than .05 percent of household income, middle-level giving as .05 percent to 2.49 percent, and substantial giving as 2.5 percent or more (Hodgkinson & Weitzman, 1986, p.67). Within the study, Asian Americans as a group can be classified as substantial givers.

There are quite a few differences to report with respect to demographic factors and charitable giving between the sample and others. According to the Independent Sector, giving behavior varies significantly by age, sex, race, religion, education, occupation, and income. These variables were correlated with giving to determine whether positive and significant relationships existed. The current findings differ somewhat. Variables proved to be significant to giving in the study were primarily age, socioeconomic status (SES), income, and homeownership. On the other hand, variables such as sex, religion, educational level and occupation did not prove to be statistically significant.

As socioeconomic status and age rose, so did overall giving. This is to be expected, since an increase in socioeconomic status and age assumes higher earnings, which may yield greater contributions. Likewise, homeownership assumes greater earnings, and therefore greater giving. Nevertheless, for new homeowners burdened with high mortgage payments, charitable giving may not be as easy as for those who have older, cheaper mortgages or who have completed payments.

Although the socioeconomic status indicator correlated significantly with Asian giving and total giving, its component variables, namely occupational status, educational level, and work hours did not individually correlate with giving at a statistically significant level. Correlation tests of personal and household incomes appear to be highly significant ( $p=.0001$ ,  $p=.001$ ) with giving. The high significance levels with SES scores may be heavily influenced by personal or household incomes.

Although self identity is often upheld as a relevant issue in community and ethnic studies (Hatfield, 1986), it is often difficult to characterize its determinants. In the present study, self-reported self-identity scores were not significantly correlated with Asian giving. The hypothesis predicted that individuals who identified themselves as Asian American would tend to give more readily to Asian nonprofits. Yet, the results may suggest that an Asian American awareness may have little bearing on one's decision to give to a cause, whether it be Asian-related or not.

Key attitudinal attributes which proved significant to Asian giving were attitudes about volunteering, family financial obligations, and becoming actively involved to bring about change. A significant cultural factor was the financial support provided to the family, in which support was significantly and positively correlated with giving to Asian nonprofits. The hypothesis had predicted a negative correlation, on the assumption that a greater sense of family financial obligation would be a lessened responsibility to donate outside the family. In this instance, however, strong attitudes towards financially supporting one's family related positively to giving, especially to Asian nonprofits.

It is interesting to note how Asians felt about their giving as a group. Only 15 percent of the Asian Americans in the sample indicated that Asians in general were above average in their generosity with their money. Forty four percent of

the sample felt Asians were below average in their generosity, and 41 percent stated Asians were about average. Contrary to the actual giving figures in the sample, the respondents feel Asians are far less generous with their money.

Another situational factor worth comparing with other studies was volunteering. Not only was volunteering significantly related to overall giving, the number of organizations in which a respondent volunteered was positively and significantly correlated with giving to Asian nonprofits and with total giving. A study conducted by the Gallup organization in 1985, noted in the Independent Sector's analysis of giving, points to volunteering as an important indicator of giving (Hodgkinson & Weitzman, 1986, p.47). In the present study, volunteers gave an average of \$1,016, twice as much as non-volunteers' donation of \$499. Volunteers also appeared more generous in the study, giving 2.8 percent of their household income to charity, compared with non-volunteers who gave 2.0 percent.

Overall, the study is a first attempt at investigating the charitable giving patterns of Asian Americans who give. It sheds new light on a cross-section of Asian American donors in the Bay Area. Although the research focuses primarily on donors themselves, it presents new findings which change preconceived notions on how Asian Americans give. Contrary to their own notions that Asians are not generous, the study suggests that this is one group that is surprisingly generous.

On average, respondents gave \$878, 2.9 percent of their personal income, to charitable causes. Although the study found generally that as income increased, giving increased, it also revealed that respondents in low-income ranges tended to give a higher percentage of their income than those in the upper income ranges. Respondents with personal incomes under \$10,000 gave 5.2 percent of their personal income compared with respondents with incomes \$20,000 to \$29,999 who gave only 1.7 percent of their personal income.

In addition, Asian Americans in the sample did not give exclusively to Asian nonprofits, but also to non-Asian causes. Health-related organizations and United Way or federated campaigns ranked as the top recipient organizations.

The study also revealed that Asian Americans gave their time and their money. Data indicate that those who gave charitably, gave their time as volunteers and felt strongly about volunteering to affect peoples' lives. The group also felt strongly about giving to their families as well. Furthermore, respondents who upheld attitudes about risk taking and social responsibility proved to give more charitably, overall.

The study suggests also the importance of considering the theoretical relationships linking demographic, attitudinal, and situational factors to charitable giving behavior. Charitable behavior is an outcome of a complex process of external and cognitive factors acting upon charitable giving behavior. Short of identifying determinants in the motivation to give, the study is a first attempt to identify key variables and to determine their relatedness to charitable giving within a select sample.

Preliminary findings reveal key variables within the relational areas of demographics, attitudes, and situations that are related to Asian charitable giving. It is hoped that these variables will serve as a baseline of measures to test for validity and reliability in future studies of this kind.

Within the demographic area, the variables such as income, age, generation, and home-ownership are significantly related to giving. Within the attitudinal area, attitudes about volunteering, family financial priorities, risk-taking, and social responsibility all significantly correlate with giving. Finally, within the situational area, factors such as volunteering, soliciting from others, and life event experiences have been shown to have significant relationships with giving.

"Asian giving" (charitable giving to Asian nonprofits) and total giving revealed similar correlation scores and levels of significance. Differences were noted within the attitudinal and situational areas, rather than in the demographic area. Attitudinal and situational factors which were significant exclusively to "Asian giving" were "volunteering" and "family financial obligation." This finding suggests that changes in people's attitudes about family financial obligations and volunteer assignments will affect their level of giving to Asian nonprofits.

Yet knowing this condition poses other questions: How do these cultural attributes play a part in the motivation to give? In what way does volunteering and family financial obligation actually affect Asian giving? These relationships need further analysis.

The research conducted was not a market study but a correlational study evaluating significant relationships between various factors and Asian American charitable giving. In addition, categorical summaries of demographic characteristics and of fund designation are provided as part of the findings. Analysis for fund designation attempted to determine any key relationships between demographic variables such as ethnicity, occupation, generation, and recipient organizations. Findings showed the tendency for Asian attorneys to support civil rights/advocacy groups and for second generation Asian Americans to support Asian churches. Further analysis may reveal stronger links between demographic characteristics and the nature of fund designation.

#### **Public Policy and Research Implications**

The Asian communities in California continue to increase from continuing immigration, increased migration to California, and new births. Based on studies by Bouvier and Martin and the California Department of Finance, cited in the Office of Assembly's 1986 report California: 2000 (Assembly Office of Research,

1986), the Asian population reached eight percent of California's population in 1985. By the year 2000, the Asian population is expected to continue as one of the fastest growing minority populations in California, comprising 12 percent of the state's population. Identified to be the state's largest ethnic minority next to the Hispanic population, the Asian population will hit three million by the year 2000 (Aoki, 1986).

According to the 1980 Census of Population San Francisco-Oakland SMSA (Bureau of Census, 1983), San Francisco and Alameda Counties have a combined population of approximately 12 percent Asian.

Much discussion by policy makers revolves around issues of minority participation and the extent to which Asians can and will contribute economically and politically to their local communities. In the area of political representation, political observers cite that, in spite of their increasing numbers, Asians remain under-represented in the political arena and their numbers do not necessarily translate into votes. Nevertheless, according to some observations, Asian Americans tend to give in the area of campaign contributions in greater proportion than their voting numbers would indicate (Tachibana, 1986).

As the population of Asians grows, nonprofit organizations must assess the diverse and changing needs of many of its segments. They must be able to tap skillfully the human and financial resources of their donors and potential donors in order to continue to meet such needs. An assessment of the charitable giving in the community is that next step.

Managers of some Asian nonprofit organizations speculate that their current donor base is generally comprised of a loyal constituency of individuals who shared common experiences as college students working in the community. As donors mature, settle in careers, and achieve relative affluence, their sense of



community, their positive values about giving, and their support of social causes is uncertain. As nonprofit organizations matured and developed, some have generated a solid constituency of supporters with similar beliefs and visions, while others continue to struggle through lean budgets, and diminishing support. The challenge for many nonprofits lies in perpetuating individuals' motivations for giving in relation to their environment, background, and experience.

A profile of donors within the sample is important in determining supporters' demographic and socioeconomic background in addition to their general reasons for giving. Current information is necessary to assess the level of financial support for community nonprofit service agencies. Estimates on the amount of dollars given by Asian Americans and the type of organizations they tend to support are needed by nonprofits. In the wake of diminishing government funds and increased competition for private dollars, this is essential.

Understanding the profile and the nature of those who give will enable each community to further its charitable cause. The critical questions posed are: what is the profile of the Asian donors who give? What are the key factors that relate to giving? What type of organizations do they give to?

Community leaders, who see nonprofit organizations as a definite product of the Asian American experience, will need to determine whether such factors as ethnic identification, sense of community, and social responsibility will play a part in inspiring their constituents to give. Asian Americans, as mentioned previously, must come to terms with how they can affect the welfare of their community as a whole. It is important to understand why they give as individuals and as a community when supporting worthy causes.

### **Recommendations for action and future research**

Based on the study's preliminary findings, the following recommendations can be made to managers of nonprofits.

1. Establish an effect volunteer program that
  - a. Continually recruits new volunteers
  - b. Involves volunteers in organization to the extent they feel a part of the cause and organization.
2. Determine personal reasons for giving, and base solicitation appeals on them.
3. Determine personal reasons for not giving, and base solicitation techniques and approaches to respond to them.
4. Determine the income breakdown of supporters to target.
5. Determine generational breakdown of supporters and their preferences to support specific causes.
6. Recognize generous, not necessarily wealthy members or supporters of the organization.
7. Provide continuing communication/activities to members and supporters to maintain close ties with organization.

The study suggests the need for further investigation into the factors related to Asian American charitable giving. Within the context of the Asian American community, several questions need to be addressed: Do the significant demographic, attitudinal, and situational factors identified in this study also apply to a random sample of Asians in the Bay Area? Is the current sample reflective of or significantly different from the larger Asian community? Perhaps more importantly, how do these factors influence the motivational process of giving?

Additional studies and experiments need to be launched addressing these key issues.

Another area of concern is whether Asian charitable giving holds distinct characteristics from mainstream "American" charitable giving. More specifically, what attributes distinguish Asian charitable giving from mainstream American giving? While some proponents such as Peterson and Kitano as mentioned by Nee and Wong (1985), argue that the assimilated second and third generation Asian Americans possess cultural characteristics which reflect the essence of the white Protestant ethic, others argue that they derive cultural characteristics from the influence of neo-Confucianism, dominant in East Asian society from which Chinese, Japanese, Korean, and Southeast Asian immigrants came.

Further investigation should determine, as third and fourth generations achieve a level of assimilation and economic well-being, what cultural values influence charitable giving. A comparative study on Asian Americans and Asian immigrants may reveal commonalities or differences in values, attitudes, and beliefs which may manifest themselves in different ways of giving charitably.

Although the findings did not determine self identity as significantly related to Asian charitable giving, self identity is nonetheless an important basis for the existence of many Asian nonprofits. Many began as alternatives to deal with problems related to being Asian, or addressed relevant Asian community issues. A sense of commitment to the community grew out of an awareness of an Asian identity. How that has changed, or is still relevant today, needs to be addressed in future studies.

In a broader sense, the effects of the new tax law, spending limits and growing local and federal deficits need examination in subsequent studies.

As interest in this field continues to grow, one can hope that these and new revelations are brought forth and critically analyzed to provide a better understanding of charitable giving in our communities.

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Appendix A



ASIAN FOUNDATION FOR  
COMMUNITY DEVELOPMENT

June 29, 1987

Greetings:

This is an independent study sponsored by the University of San Francisco's Nonprofit Management Institute and partially funded by a grant from the Ford Foundation. This Bay Area-wide survey is known as the Asian American Charitable Giving Study. You may have heard about it in the local newspapers. I am the principal investigator for this project and am working with other nonprofit Asian organizations including the Asian Foundation for Community Development (mailing sponsor), the Asian Law Caucus, the East Bay Asian Local Development Corporation, the Asian Business League, and other participating nonprofits. The purpose of this study is to find out information on how and why Asians give to Asian charitable organizations in their community.

What we can learn from you will be very important and will offer new insights into the nature of charitable giving in the Bay Area Asian community. We would like your ideas and opinions about how you donate and what is important to you when you give. Your name has been chosen at random from the phone book and from several mailing lists.

Enclosed in this package is a questionnaire booklet and a return envelope for your convenience. If you could take some time to fill this out and return it to me by Monday, July 27, I would appreciate it. More importantly, you will be eligible for a \$100 drawing if you send in your completely-filled out survey postmarked by July 27. The actual drawing will be held on July 30. Please read the Instruction Sheet on the next page for more specific directions.

GOOD LUCK! AND THANK YOU VERY MUCH FOR YOUR PARTICIPATION. I HOPE YOU ENJOY THE QUESTIONNAIRE, AND I EAGERLY LOOK FORWARD TO RECEIVING YOUR ANSWERS.

Sincerely,

Rosalyn M. Tonai  
Principal Investigator

enclosures

Instruction Sheet

In accordance with the standards of survey research, your answers will be completely confidential. All answers will be compiled with information from other respondents so only a general summary of data will be produced. Most of the questions in this survey ask you for your opinions - there are no right or wrong answers. None of the questions should be tricky or difficult; do not worry about duplications or contradictions. I would recommend answering them quickly without taking too much time to think about any one statement. Other questions ask for facts about what you know. Please try to answer them as accurately and to the best of your ability as you can.

Instructions for answering will be marked with a ☑, with finger pointers ➡ to help you along. Answers should be recorded directly on the survey either with a check mark in the space: (  ) or with fill ins: (19\_50\_). A few answers can be written out freely in the lines provided. There are quite a few questions which ask you to use your own numerical score using "0" as "not at all" and "10" as an "average" score.

Feel free to write your comments or questions directly on the questionnaire - they will be very helpful for future studies. Although it appears long, the survey should not take too much of your time. Please try to complete it in one sitting.

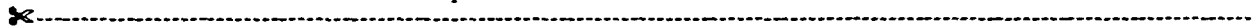
When you complete the questionnaire, enclose it in the return envelope. Your lucky number will be stamped on the back of the envelope. Remember, you must send the completed questionnaire postmarked by Monday, JULY 27 to be eligible for the \$100 drawing. The return envelopes will be separated from the questionnaires and used for the random drawing. The drawing will take place on JULY 30. If your lucky number is selected, you will be notified by mail of your cash prize. You'll have three weeks to claim your prize.

If you would like a copy of the summary report of the study, please fill out and detach the portion of this sheet below and enclose it with the questionnaire in the return envelope. To ensure confidentiality, these forms will be separated from the surveys upon arrival.

Should you have any questions, please leave a message at (415) 444-2680. The return address is Rosalyn M. Tonai, 1000 Broadway Suite A170 #25, Oakland, CA 94607.

After completing survey,  
remove mailing label from  
page 3 before sending.

Detach here and enclose in return envelope.



YES! I WOULD LIKE TO RECEIVE A COPY OF YOUR SUMMARY REPORT.  
PLEASE SEND IT TO:

NAME: \_\_\_\_\_

STREET: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

**Appendix C**

**ASIAN AMERICAN CHARITABLE GIVING SURVEY**

Please keep this survey intact  
Begin here:

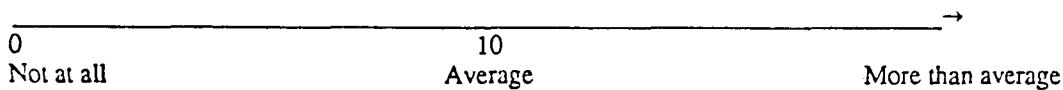
**I. VALUES AND BELIEFS**

To help us understand your values and beliefs, we would like to know your personal opinions on issues relating to family, charitable giving, and the Asian community.

☞ There are no right or wrong answers so go as quickly as you can through this section, writing down your first impressions as responses.

- 1. I think of myself as... (Please check (✓) one)
  - American first, Asian second
  - Equally Asian American
  - Asian first, American second

☞ The statements below use the following scale:

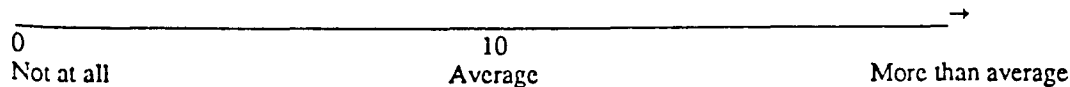


On this scale "10" is always average and "0" is not at all. Read each statement and choose any number that reflects how much you feel about each one. Write that number in the blank space, next to each and every statement. For example, if you feel on average that, "people should rely on others," then write in "10" in the blank space. If you do not feel that "people should rely on others," then you would write in a "0." If you feel more often than average that "people should rely on others," then use a number above "10" to show how much. You might use a "15", "23" or even "57", depending how much above average you feel it should be. Just remember that your answer is the best answer. Try to go as quickly as you can without spending too much time on any one statement.

2. If "0" is not at all and "10" is average, to what extent do you feel that:

- 2a. \_\_\_ When it comes to spending money, family demands come first.
- 2b. \_\_\_ You should donate to charitable causes.
- 2c. \_\_\_ Instead of having an experience that you could comfortably enjoy, you prefer to take on a difficult task with the chance of achieving something great.
- 2d. \_\_\_ You judge a person's success by the status of his/her occupation.
- 2e. \_\_\_ You feel that you must be actively involved in activities that will bring about social benefit.
- 2f. \_\_\_ You make sure to get the best return for your investments.
- 2g. \_\_\_ Family approval is important for your major life decisions.
- 2h. \_\_\_ When asked to give to a charitable cause that you support, you feel guilty when you don't give or don't give enough.
- 2i. \_\_\_ You usually accomplish what you say you will do.

☞ Now using the same scale below, with "0" for not at all and "10" for average, choose a number that best represents how strongly you agree with each statement.

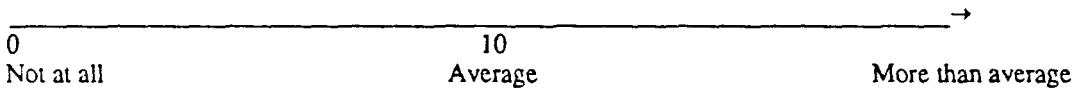


3. If "0" is not at all and "10" is average, how much would you agree that:

- 3a. \_\_\_ It is important for you to have friends who are Asian or Asian American.
- 3b. \_\_\_ What you do for a living is more important than the money you earn.
- 3c. \_\_\_ In financial matters, wives should have as much say in making decisions as their husbands.
- 3d. \_\_\_ When making charitable contributions, you should not expect anything in return.

- 3e. \_\_\_ Children should be expected to support their parents in their old age.
- 3f. \_\_\_ One has a social and/or moral obligation to help those less fortunate.
- 3g. \_\_\_ It is better to support the established ways of doing good than to identify and and work at new ways.
- 3h. \_\_\_ Free/low cost social services should be available to low-income Asians.
- 3i. \_\_\_ It is necessary to keep informed of the latest events around the world.
- 3j. \_\_\_ There are enough matters to worry about than to be concerned about other Asians with problems.
- 3k. \_\_\_ Although most people will not admit it, people enjoy being publicly acknowledged for their charitable contributions.
- 3l. \_\_\_ Most government officials are not interested in what Asians think.
- 3m. \_\_\_ In politics, you can get what you want if you have money.
- 3n. \_\_\_ In your community, one must always repay a debt of gratitude.
- 3o. \_\_\_ In most respects, Asians are generous with their money.
- 3p. \_\_\_ It's important for me to be involved in local community issues.
- 3q. \_\_\_ Volunteering improves people's lives.
- 3r. \_\_\_ You hold much faith in the future of the younger generation.

☞ Using the same scale, we would like to ask you about a few more matters.



- 4. If "0" is not at all and "10" is average, how willing are you to work for the sake of: (Please rate all three: a, b & c)
  - a. \_\_\_ obtaining extra comforts and luxuries
  - b. \_\_\_ contributing toward a good cause
  - c. \_\_\_ trying to achieve both 1 and 2
- 5. If "0" is not at all and "10" is average, how important is it for you to be considered: (Rate a and b)
  - a. \_\_\_ as someone with vision
  - b. \_\_\_ as someone well-grounded in reality
- 6. If "0" is not at all and "10" is average, how fulfilled are you when: (Rate all a, b, c, d, & e)
  - a. \_\_\_ you can provide for your family
  - b. \_\_\_ you can be the best in your profession
  - c. \_\_\_ you can learn about yourself through many experiences
  - d. \_\_\_ you can help others
  - e. \_\_\_ you can make major changes in society
- 7. If "0" is not at all and "10" is average, how satisfied are you with your life?  
(Rate) \_\_\_\_\_
- 8. If "0" is not at all and "10" is average, when making a charitable contribution, to what extent do you: (Rate a and b)
  - a. \_\_\_ "rule with your heart"
  - b. \_\_\_ "rule with your head"
- 9-10. If "0" is not at all and "10" is average, how much would you say that your political views are: (Rate a,b,c,d or e under the columns Now and 10 years ago )

	Now	10 years ago
a.progressive	_____	_____
b.liberal	_____	_____
c.moderate	_____	_____
d.conservative	_____	_____
e.other _____	_____	_____

II. SITUATIONAL FACTORS

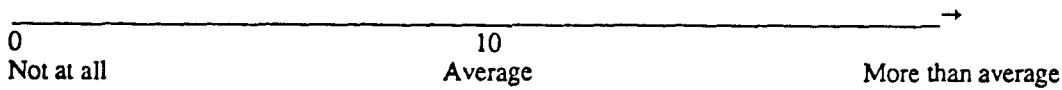
Here, I would like to find out about your experiences with time and money.

☞ Next to each category, please write in the estimated percent (%) of income spent each year.

11. When it comes to spending your money, how do you tend to spend it?

- a. \_\_\_\_ % Home/Household
- b. \_\_\_\_ % Family
- c. \_\_\_\_ % Food
- d. \_\_\_\_ % Personal Items
- e. \_\_\_\_ % Car
- f. \_\_\_\_ % Leisure/Entertainment/Travel
- g. \_\_\_\_ % Charity
- h. \_\_\_\_ % Other, specify: \_\_\_\_\_

☞ Use the scale below for questions 12 and 13.



12. If you attend fundraising events, which activities do you prefer to attend and how would you rate them?

☞ Choose 3 to 5 activities below and rate your preference using the scale above.

- a. \_\_\_\_ Fair/Festival
- b. \_\_\_\_ Concert/Shows
- c. \_\_\_\_ Race/Run/Walkathon
- d. \_\_\_\_ Political Event
- e. \_\_\_\_ Social Hour
- f. \_\_\_\_ Rally
- g. \_\_\_\_ Dance
- h. \_\_\_\_ Auction/Exhibit
- i. \_\_\_\_ Dinner
- j. \_\_\_\_ Other, specify: \_\_\_\_\_

13. If "0" is not at all and "10" is average, rate the following: When others around you donate, to what extent would you:

- a. \_\_\_\_ donate
- b. \_\_\_\_ not donate

14a. At present, do you volunteer for nonprofit organizations?  
\_\_\_\_ yes                      \_\_\_\_ no    If no, skip to #16.

14b. If yes, about how many organizations? \_\_\_\_\_

15a. Do you presently serve on nonprofit boards or hold any official positions in nonprofit organizations?  
\_\_\_\_ yes                      \_\_\_\_ no    If no, go to #16

15b. If yes, how many: \_\_\_\_\_ boards? List positions/titles held below:  
\_\_\_\_\_

16. Have you had to ask others to give?  
\_\_\_\_ yes                      \_\_\_\_ no                      \_\_\_\_ don't remember

17. ☞ Please check (✓) the life event changes that you have experienced in the past five years.

- a. \_\_\_\_ Addition of new family member
- b. \_\_\_\_ Change in health of family member
- c. \_\_\_\_ Death of a close family member or friend
- d. \_\_\_\_ Divorce
- e. \_\_\_\_ Foreclosure of mortgage or loan
- f. \_\_\_\_ Marriage
- g. \_\_\_\_ Personal injury or illness
- h. \_\_\_\_ Relocation of residence
- i. \_\_\_\_ Career change
- j. \_\_\_\_ Change in your health
- k. \_\_\_\_ Death of spouse
- l. \_\_\_\_ Educational achievement
- m. \_\_\_\_ Marital Separation
- n. \_\_\_\_ Outstanding personal achievement
- o. \_\_\_\_ Pregnancy
- p. \_\_\_\_ Retirement
- q. \_\_\_\_ Other, specify: \_\_\_\_\_

17. Sometimes life events changes have affected the way people give. Have any of these occurrences affected your charitable giving?

- \_\_\_\_ yes                      \_\_\_\_ no    If no, go to #18

17s. If yes, please explain (☞). \_\_\_\_\_

18. Have your parents given to charitable causes in the past?  
\_\_\_\_ yes                      \_\_\_\_ no                      \_\_\_\_ don't know

19a. In the past, have any members of your family or extended family influenced you to give charitably?  
\_\_\_\_ yes                      \_\_\_\_ no, If no, go to #20a    \_\_\_\_ don't know

19b. If yes, what family member? \_\_\_\_\_

19c. If yes to #19a, how have they influenced you? (☞) \_\_\_\_\_

20a. Have there been others, such as your accountant, attorney, financial planner, or banker or anyone else who has influenced you to give to charitable causes or nonprofit organizations?  
 yes  no  don't know

20b. If yes, what type of advisor? \_\_\_\_\_

21. Who in your household usually makes decisions about charitable contributions? (Check (/)one)  
 Myself  Separate decisions  
 Only my spouse/partner  Jointly, myself with my spouse/partner  
 Other: \_\_\_\_\_

**III. CASH CONTRIBUTIONS**

☞ Now, we would like to ask you more specific questions about your charitable giving.

22. Have you ever donated money to nonprofit non-sectarian organizations or causes (those which are non-religious & charitable in purpose)?  
 yes  no

23. Have you ever donated money to a church or to religious causes?  
 yes  no  
If no to #22 AND #23, skip to #28. Otherwise continue to #24a

24a. In 1986, how much in total dollars did you contribute to charitable causes (include contributions to religious causes if applicable).  
\$ \_\_\_\_\_  
If you did not contribute in 1986, please skip to #28.

24b. Who contributed to this total in 1986? (Check )  
 Just myself  
 Both myself & spouse/partner  
 Only my spouse or partner  
 Other family members

25. Could you have afforded to donate more money in 1986?  yes, (about how much more?) \$ \_\_\_\_\_  
 no  don't know

26. In 1985, how much in total dollars did you donate to charitable causes? \$ \_\_\_\_\_  
 did not contribute in 1985  
 don't remember/don't know

27a. In 1986, what percent of your total dollars donated (#24a) was donated to Asian nonprofit organizations? (Asian nonprofit organizations are non-religious nonprofit organizations serving Asian clients.)  
\_\_\_\_\_ % of total dollars  don't know/don't remember

27b. Compared to last year 1985, has this percentage....  
 increased  decreased  stayed about the same

28. For this year in 1987, approximately how much do you expect to donate to charitable causes?  
\$ \_\_\_\_\_  will not donate this year  don't know

29a. The new tax law does not allow for non-itemizers to deduct charitable contributions. Will this reduce the amount of your charitable contributions?  
 yes  no  don't know/uncertain If no or don't know, go to #30

29b. If yes, how so? \_\_\_\_\_

#### IV . FUND DESIGNATION

30-31. Now, we would like to know to what kinds of organizations you donate currently.

☑ In the first column, under "Asian," please write in the number of Asian nonprofit organizations to which you donate money, and in the second column, under "Non-Asian" write in the number of other Non-Asian nonprofit organizations to which you donate money. See example below:

	Asian	Non Asian
EXAMPLE:		
Type A Agency	<u>3</u>	<u>      </u>
Type B Agency	<u>      </u>	<u>1</u>
Business association	<u>      </u>	<u>      </u>
Church	<u>      </u>	<u>      </u>
Civil rights/advocacy organization	<u>      </u>	<u>      </u>
Cultural/Arts organization	<u>      </u>	<u>      </u>
Community Foundation	<u>      </u>	<u>      </u>
Employment Training	<u>      </u>	<u>      </u>
Education/PTA	<u>      </u>	<u>      </u>
Ethnic group organization	<u>      </u>	<u>      </u>
Family Associations	<u>      </u>	<u>      </u>
Healthcare	<u>      </u>	<u>      </u>
Health related Issues (heart,cancer,AIDS)	<u>      </u>	<u>      </u>
Housing/Community Development	<u>      </u>	<u>      </u>
Legal Assistance	<u>      </u>	<u>      </u>
Labor Union	<u>      </u>	<u>      </u>
Mental Health	<u>      </u>	<u>      </u>
Mutual Aid Association	<u>      </u>	<u>      </u>
Professional	<u>      </u>	<u>      </u>
Political Club or Organization	<u>      </u>	<u>      </u>
Public/Civic affairs	<u>      </u>	<u>      </u>
Private Foundation	<u>      </u>	<u>      </u>
Social Welfare	<u>      </u>	<u>      </u>
Social group organization	<u>      </u>	<u>      </u>
United Way, federated campaign	<u>      </u>	<u>      </u>
Women's organization	<u>      </u>	<u>      </u>
Youth organization	<u>      </u>	<u>      </u>
Other: _____	<u>      </u>	<u>      </u>

32. Which of the following populations do you prefer to assist with your donations? Choose 3 to 5 groups, many overlap. Then rate the chosen ones on how important they are to you, using "10" as average on a scale.

- |                                     |  |   |
|-------------------------------------|--|---|
| <input type="checkbox"/> immigrants | <input type="checkbox"/> Asian Americans | <input type="checkbox"/> professionals    |
| <input type="checkbox"/> refugees   | <input type="checkbox"/> Chinese         | <input type="checkbox"/> seniors          |
| <input type="checkbox"/> women      | <input type="checkbox"/> Japanese        | <input type="checkbox"/> gays/lesbians    |
| <input type="checkbox"/> families   | <input type="checkbox"/> Filipino        | <input type="checkbox"/> low-income       |
| <input type="checkbox"/> youth      | <input type="checkbox"/> Korean          | <input type="checkbox"/> Asians (general) |

33. Please check (✓) the types of donations you have made.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> cash            | <input type="checkbox"/> scholarships   | <input type="checkbox"/> membership dues  |
| <input type="checkbox"/> matching grants | <input type="checkbox"/> trust funds    | <input type="checkbox"/> capital/building |
| <input type="checkbox"/> bequests        | <input type="checkbox"/> memorial gifts | <input type="checkbox"/> special projects |
| <input type="checkbox"/> real estate     | <input type="checkbox"/> in-kind        | <input type="checkbox"/> other: _____     |

34a. In 1986, did you invest in any socially responsible investments? (Socially responsible investments are those which consider other criteria besides just profitability, such as a company's environmental record, whether or not a company invests in South Africa, etc.)

- yes                       no

34b. If yes, what types? \_\_\_\_\_





44a. Including yourself, how many people currently live in your household? \_\_\_\_\_

44b. Do you have children? \_\_\_ yes \_\_\_ no If no, go to #45.

c. If yes, how many? \_\_\_\_\_

d. How many of them live in your household? \_\_\_\_\_

45. Are you a homeowner or a renter? (Check (✓) the appropriate box.)  
\_\_\_ homeowner \_\_\_ renter \_\_\_ other: \_\_\_\_\_

46. How many years have you lived in the United States? \_\_\_\_\_ years.

47. In the U.S., what generation would you consider yourself to be? (Check (✓) one)

\_\_\_ first generation, (immigrant)

\_\_\_ second generation (American-born)

\_\_\_ third generation (2nd generation American-born)

\_\_\_ fourth generation (3rd generation American-born) or more

48a. Please check (✓) the last educational level you have completed.

\_\_\_ Some High School

\_\_\_ High School Graduate

\_\_\_ Some College

\_\_\_ Technical School

\_\_\_ A.A. Degree

\_\_\_ Bachelors Degree (BA/BS)

\_\_\_ Masters Degree (MA)

\_\_\_ Doctorate (PhD)

\_\_\_ Professional Degree

(MD, DDS, JD, CPA, etc)

48b. If you have completed a Professional, Masters or Doctorate degree, please specify degree, type of profession or discipline below:

\_\_\_\_\_ degree

\_\_\_\_\_ profession or discipline

49. What is your current primary occupation? (Please write in below.)

\_\_\_\_\_

50a. Are you presently employed 10 or more hours per week?

\_\_\_ yes \_\_\_ no If no, skip to #51a

50b. If yes, in what sector are you employed? (Check (✓) one).

\_\_\_ private/corporate sector

\_\_\_ public/government sector

\_\_\_ nonprofit sector

\_\_\_ other: \_\_\_\_\_

51a. In 1986, what was your total personal income before taxes? (gross personal income, please write in dollars)

\$ \_\_\_\_\_

51b. In 1986, what was your total household income before taxes? (gross household income, please write in dollars)

\$ \_\_\_\_\_

51c. What was your filing status for 1986 taxes? (Check (✓) one)

\_\_\_ 1 Single

\_\_\_ 2 Married, Joint Return

\_\_\_ 3 Married, filing separate return

\_\_\_ 4 Head of Household. If head of household, write in number of dependents claimed: \_\_\_\_\_

\_\_\_ 5. Other, specify \_\_\_\_\_

\_\_\_ 6. N/A, did not file

52. What is your religious affiliation? (Please check (✓).)

\_\_\_ no religion \_\_\_ Buddhist

\_\_\_ Catholic \_\_\_ Protestant

\_\_\_ Other, specify: \_\_\_\_\_

Thank you - please go on to the last page

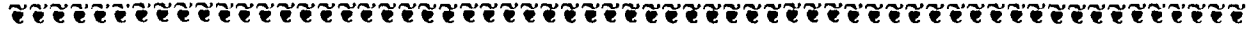
53. What is your political affiliation?

Democratic  
 Republican

Independent/Nonpartisan  
 Other, specify: \_\_\_\_\_  
 Not Applicable/Not registered

54. As a final question, Do you have any questions or comments you would like to make regarding this study? Feel free to write (✍) your comments below:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**THE END!** This concludes the survey. I hope the questions were relevant in getting at the reasons why you give and perhaps stimulated your thoughts on the subject. **I WOULD LIKE TO THANK YOU VERY MUCH FOR TAKING THE LENGTH OF TIME YOU DID TO PARTICIPATE IN THE ASIAN AMERICAN CHARITABLE SURVEY. .**

REMINDER: DEADLINE FOR \$100 DRAWING IS \_\_\_\_\_. SEND IN THE COMPLETED QUESTIONNAIRE IN THE RETURN ENVELOPE TO BE ELIGIBLE TO WIN. RETURN ADDRESS IS:

Rosalyn Tonai  
1000 Broadway, A170 #25  
Oakland, CA 94607  
(415) 444-2680.



Asian Foundation for Community Development  
Asian American Charitable Giving Survey  
310-8th Street, Suite #305B  
Oakland, CA 94607

affix  
label here

**DO NOT DISCARD!  
IMPORTANT SURVEY ENCLOSED!**

**Appendix D**  
**Further Information on the Fractionation Scale**

According to Torgeson on the topic of interval, or ratio, scales:

In the quantitative-judgement methods, the unit is obtained directly from quantitative judgements of stimuli with respect to the attribute. The task for the [respondent] requires more than the mere ability to differentiate stimuli on the basis of their order, but also, in some form or other, to indicate relationships among the psychological distances or ratios between the stimuli....The judged ratios are treated as though, within error variation, they are equal to the ratio of the distances between an absolute zero and the two stimuli on the attribute of interest (p.32)

Put into practice, the fractionation scale has two requirements; one is that the respondents must be able to perceive and report directly the degree or score representing how strongly they feel about the given statement; two, that an absolute zero remain fixed on the continuum. For the purposes of this study the designated anchoring stimuli were zero (0) as "not at all," and ten (10) as "average." Respondents were to select and write in a numerical score rating relative to average on how strongly they felt about a series of statements on attitudes and values.

**Appendix E**  
**Demographic Characteristics**

The following demographic characteristics of the respondent sample are summarized by frequency, percentage breakdowns, and mean scores:

**Demographic Characteristics**  
**N=321**

<b>Variable</b>	<b>Freq</b>	<b>%</b>	<b>M</b>	<b>n</b>
<b>Sex</b>				321
Male	148	46.1		
Female	173	53.9		
<b>Age</b>			43.14	318
Under 30	45	14.2		
30 to 39	122	38.4		
40 to 49	57	17.9		
50 to 59	31	9.7		
60 to 69	51	16.0		
70+	12	3.8		
<b>Ethnicity</b>				321
Chinese	160	49.8		
Japanese	131	40.8		
Filipino	17	5.3		
Korean	11	3.4		
Other Asian	2	.6		
<b>Marital Status</b>				321
Married	162	50.5		
Single	104	32.4		
Living together	20	6.2		
Divorced	17	5.5		
Widowed	13	4.0		
Separated	5	1.6		
<b>Household Size</b>			2.47	321
2 or less	192	59.8		
3	58	18.1		
4	51	15.9		
5 or more	20	6.2		

## (Appendix E continued)

<u>Variable</u>	<u>Freq.</u>	<u>%</u>	<u>M</u>	<u>n</u>
<b>Homeowner Status</b>				321
Homeowner	204	63.6		
Renter	105	32.7		
Boarder	12	3.7		
<b>Generation</b>				321
first generation	60	18.7		
second generation	136	42.4		
third generation	107	33.3		
fourth generation	18	5.6		
<b>Educational Attainment Level</b>				320
some high school	2	.6		
high school graduate	11	3.4		
technical school	3	.9		
some college	23	7.2		
college graduate AA	16	5.0		
college graduate BA/BS	115	35.9		
Masters degree	67	20.9		
Professional degree	74	23.1		
Doctorate degree	9	2.8		
<b>Occupational Status</b>				318
Unemployed	1	.3		
Student	8	2.5		
Retired	30	9.4		
Homemaker	7	2.2		
Laborer/Domestic	6	1.9		
Skilled/Technical	3	.9		
Service	5	1.6		
Clerical	18	5.6		
Program Assistant	14	4.4		
Manager	52	16.4		
Professional	174	54.7		
<b>Working ten or more hours</b>				320
Yes	272	85.0		
No	48	15.0		
<b>Sector Employed</b>				321
private	140	50.2		
public/private mix	8	2.9		
public/govt	66	23.7		
non profit	65	23.3		

## (Appendix E continued)

<u>Variable</u>	<u>Freq.</u>	<u>%</u>	<u>M</u>	<u>n</u>
<b>Gross Personal Income</b>			\$34,279	282
Under \$10,000	33	11.7		
\$10,000 to \$19,999	43	15.2		
\$20,000 to \$29,999	72	25.5		
\$30,000 to \$39,999	52	18.4		
\$40,000 to \$49,999	30	10.6		
\$50,000 to \$59,999	17	6.0		
\$60,000 to \$79,999	18	6.4		
\$80,000+	17	6.0		
<b>Gross Household Income</b>			\$52,638	268
Under \$10,000	12	4.5		
\$10,000 to \$19,999	20	7.5		
\$20,000 to \$29,999	44	16.4		
\$30,000 to \$39,999	36	13.4		
\$40,000 to \$49,999	36	13.4		
\$50,000 to \$59,999	29	10.8		
\$60,000 to \$79,999	45	16.8		
\$80,000+	46	17.2		
<b>Religion</b>				321
Protestant	142	44.2		
No Religion	120	37.4		
Buddhist	32	10.0		
Catholic	19	5.9		
Other	8	2.5		
<b>Political Affiliation</b>				321
Democratic	210	65.4		
Republican	48	15.0		
Independent/Nonpartisan	41	12.8		
N/A or Not registered	20	6.2		
Other	2	.6		
<b>Socioeconomic Status Indicator</b>				
SES			65.84	281
(SES= pincome + educ + occup + tenhrs)				

**Appendix F**  
**Charitable Giving Summary Statistics**

The following are summary findings on charitable giving. The table includes total giving and Asian giving statistics.

**Charitable Giving Statistics**

**Total Giving**

<u>Variable</u>	<u>Freq.</u>	<u>%</u>	<u>n</u>
<b>No. of persons who have donated to nonsectarian (nonreligious) nonprofit organizations</b>			
yes	303	94%	321
no	18	6%	
<b>Number of persons donated to sectarian (religious) organizations</b>			
yes	229	71%	321
no	92	29%	
<hr/>			
<u>Dollars Donated</u>	<u>M</u>	<u>Mdn</u>	<u>n</u>
Average of total dollars donated per household in 1986	\$1,325.15	\$500.00	306
Total giving per person in 1986 (TGIV86)	\$ 878.30	\$400.00	303
Average of total dollars per household donated in 1985	\$1,155.68	\$450.00	232
Overall average change from 1985 to 1986	+ \$310.76	+50.00	232
Average total expected estimate in 1987	\$1,249.93	\$555.00	202

(Appendix F continued)  
**Asian Charitable Giving**

<b>Dollars Donated</b>	<b>M</b>	<b>Mdn</b>	<b>n</b>
Number of respondents who gave to Asian nonprofits in 1986			250
Total average dollars donated per household to Asian nonprofits in 1986	\$811.36	\$340.00	261
Total average dollars donated per person to Asian nonprofits in 1986 (AGIV86)	\$ 541.58	\$203.00	258

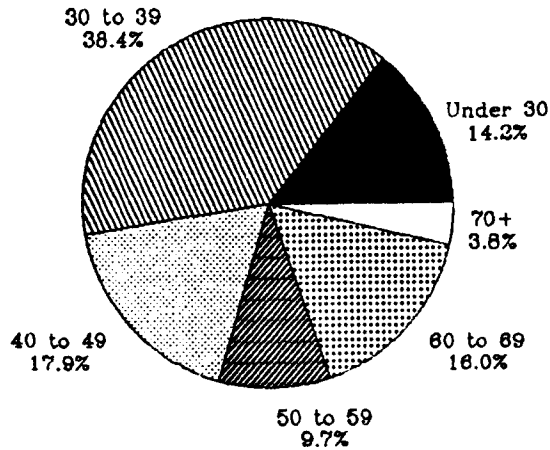
<b>Change in giving 1985 to 1986</b>	<b>Freq.</b>	<b>%</b>	<b>n</b>
			232
same	197	64%	
increased	79	26%	
decreased	32	10%	

<b>Giving Per Income in 1986</b>	<b>M</b>	<b>SD</b>	<b>n</b>
Total giving/personal income (tgivpinc)	.029	.078	230
Total giving/household income (tgivhinc)	.027	.032	259
Asian giving/personal income (agivpinc)	.019	.045	227
Asian giving/household income (agivhinc)	.016	.025	222

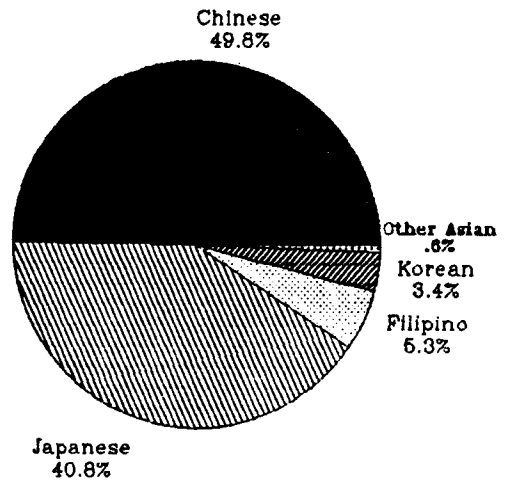


Figure 1.0  
Demographic Information on Respondents

### Age of Respondents



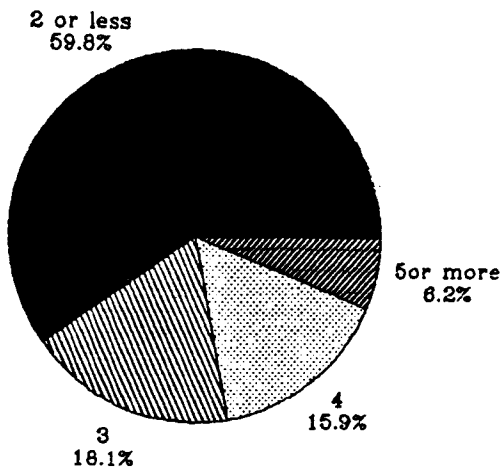
### Ethnicity of Respondents



\* statistically significant with giving

n=321

### Household Size



### Marital Status of Respondents

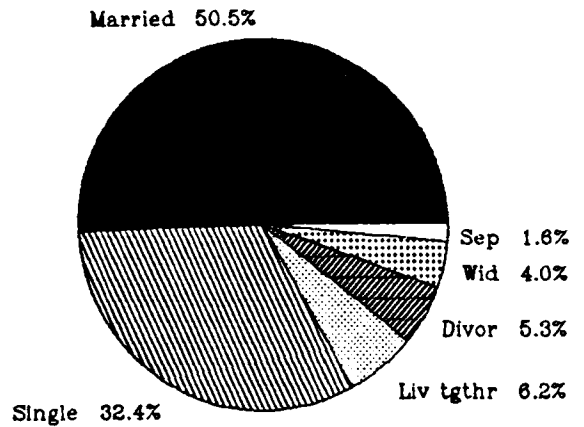
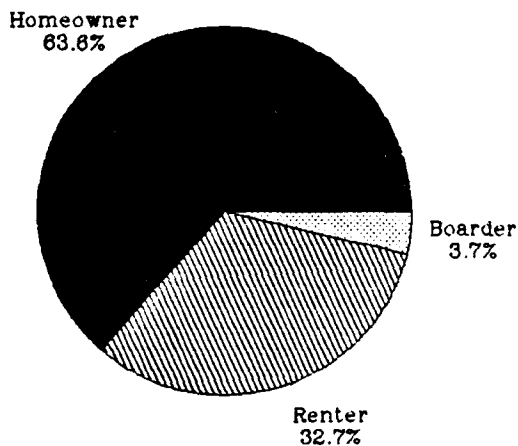


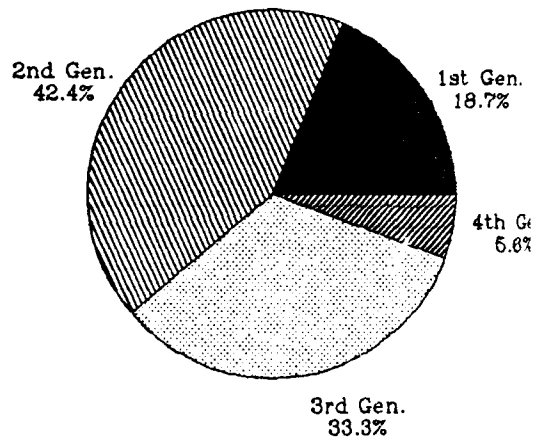
Figure 1.0 (continued)  
Demographic Information on Respondents

### Homeowner Status



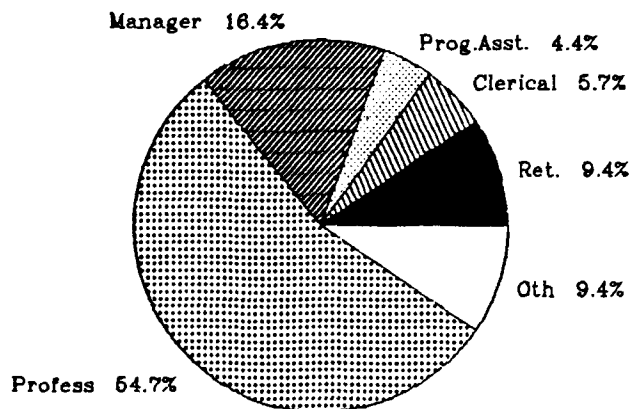
\* statis. signif. with giving, n=321

### Generation in U.S.



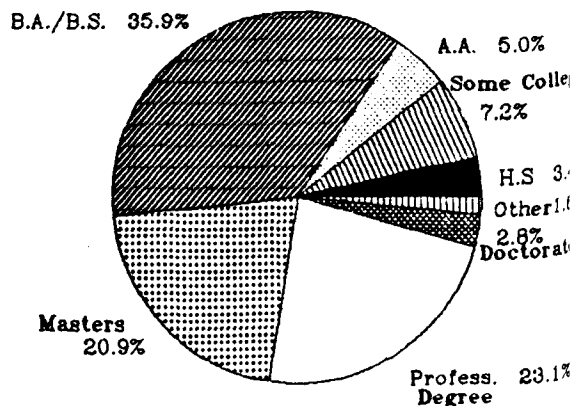
n=321

### Occupational Status



n=318

### Education Level (Highest Grade Completed)

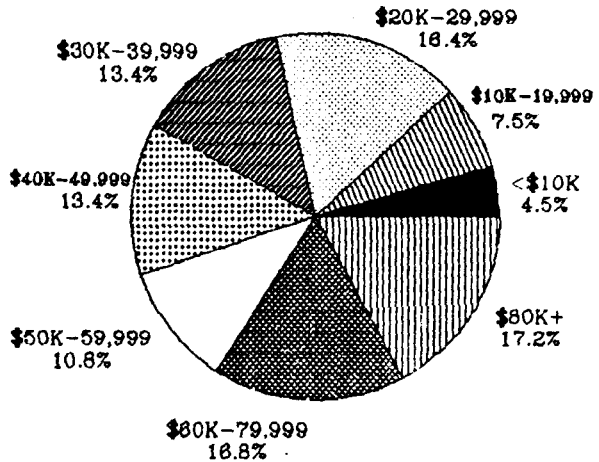
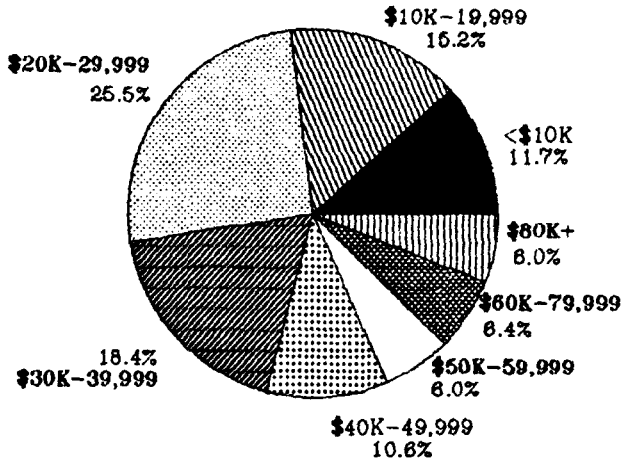


n=320

Figure 1.0 (continued)  
Demographic Information on Respondents

Gross Personal Income  
(Median = \$34,279)

Gross Hsehld. Income  
(Median=\$52,638)



\* statis. signif. with giving, n=282

Statis. Signif. with Giving, n=268

Political Affiliation

Religious Affiliation

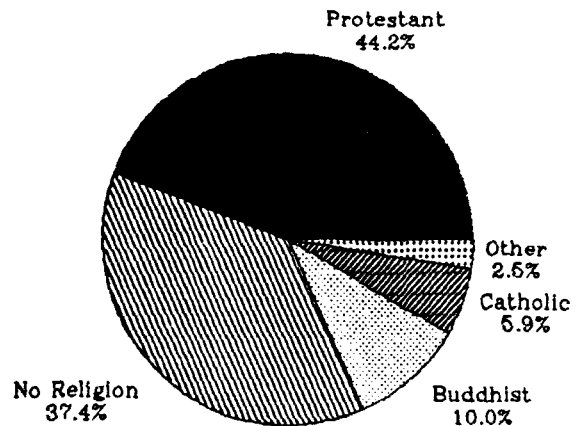
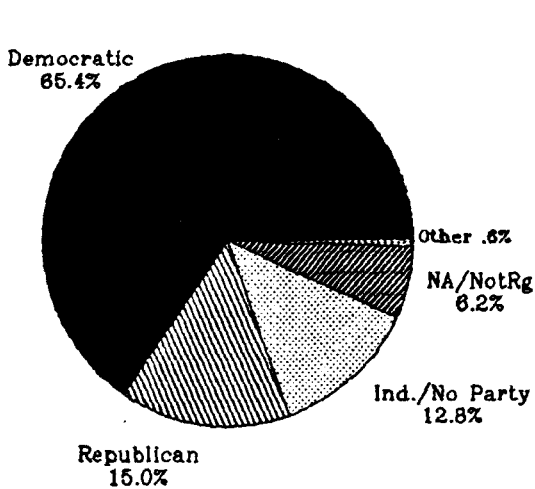


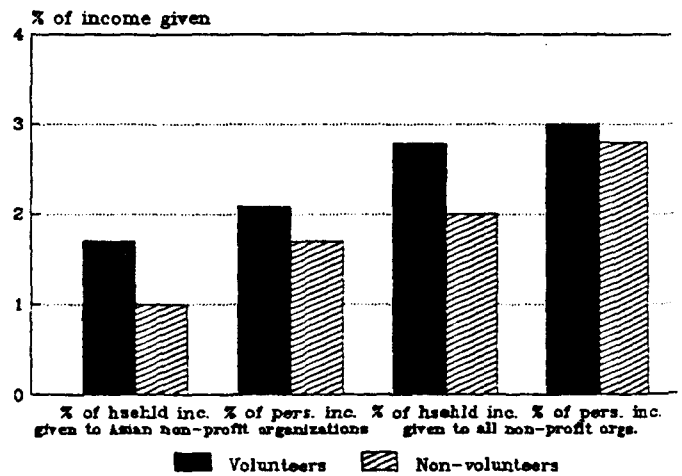
Figure 1.1  
 Respondents' Giving Histories and  
 Factors Affecting Giving

### % of Income Donated to Non-Profit Orgs.

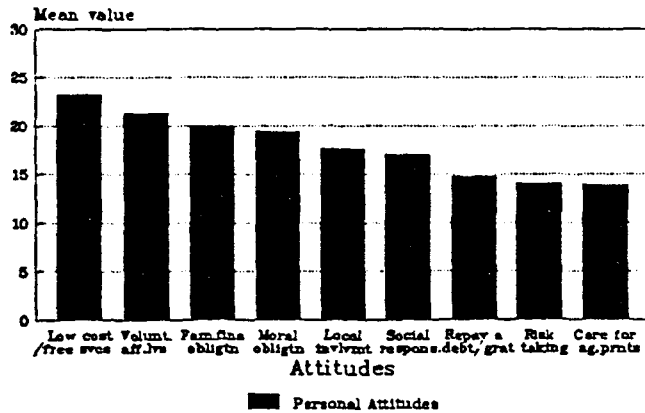


n=288

### Volunteers and Giving

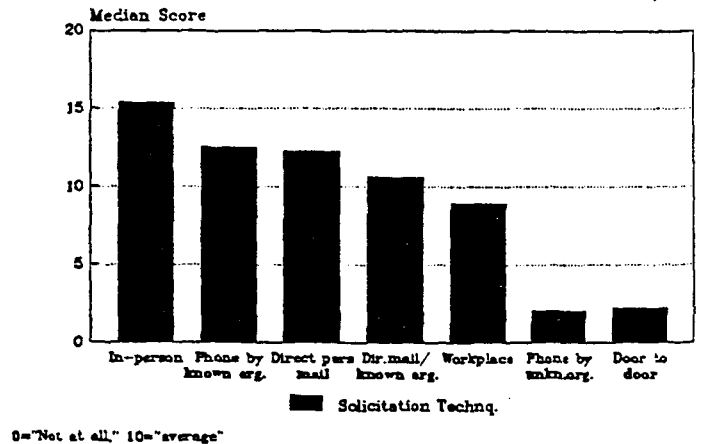


### Attitudes in regards to giving



Scale: 0="not at all," 10="average"

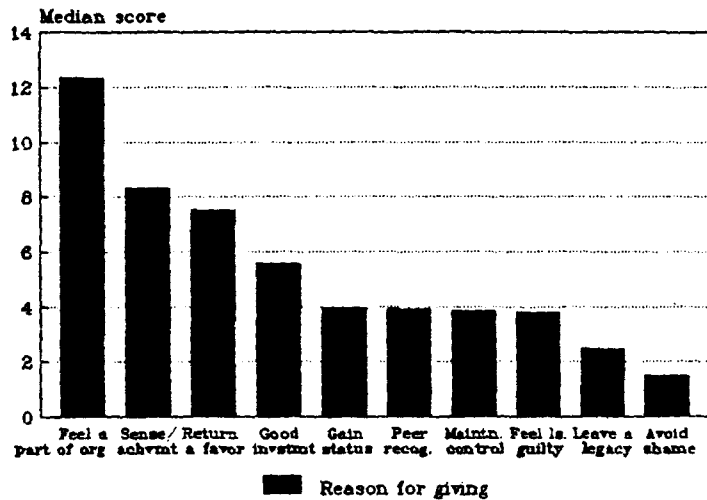
### Preferred Solicitation Techniques



0="Not at all," 10="average"

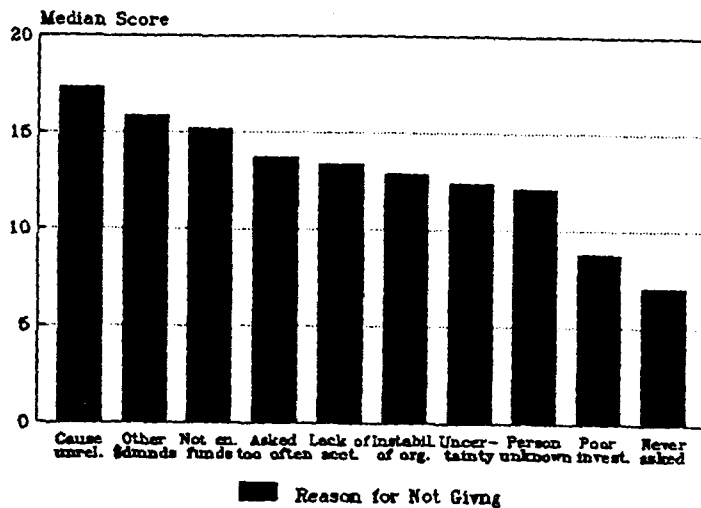
Figure 1.1 (continued)  
 Respondents' Giving Histories and  
 Factors Affecting Giving

### Reasons for Giving



0="not at all," 10="average"

### Reasons for Not Giving



0="not at all," 10="average"

