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## The global philanthropist: A qualitative donor analysis of international charitable giving in America

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**The Global Philanthropist:  
A Qualitative Donor Analysis of International Charitable Giving in America**

A Thesis Presented in Partial Fulfillment of the Requirements

For the Degree of

Master of Science in Public Service Management

June 2010

BY

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## **Abstract**

This paper presents the results of interviews with a selective sample of 21 international donors to examine the cause of their decision to donate internationally. Findings from this sample illustrate that international donors score higher on the scale of empathetic concern and identify with international causes through education, language, travel, and charitable solicitation from a trusted individual. Diaspora giving is also a significant factor in international charitable giving, as is the reputation and accountability of organizations. Findings determine that new international donors can be cultivated by examining the identification theory of care, empathy, religion and international orientation.

## **Dedication**

I dedicate this thesis to the late Rachel Ann Walker Sharp and the late W. Werner Prange—two people whose commitment to family, education, and “wanderlust” inspires me every day.

## **Acknowledgements**

With gratitude, I extend thanks to my thesis adviser, Dr. Christopher Einolf, for his encouragement and guidance from the first thought of researching international charitable giving to the final edits. To family and friends, I appreciate you understanding my interest in international philanthropy and my desire to make a difference in this world. To the international nonprofit organizations and international donors that assisted in the interview and data collection process—I value our conversations and respect your commitment to global philanthropy.

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## Chapter 1 — Introduction

More than 1.4 billion people live in extreme poverty around the world—living on less than US\$1.25 a day—and are unable to meet basic needs for survival (World Bank, 2008). Around the globe international charitable organizations fill in the gaps of government-sponsored aid and address unmet human needs including access to healthcare, education, food, clean water, shelter, safety, and advocating for human rights. International giving plays an important part in helping the poor across national boundaries through fund raising—an essential yet “uncharted” area of research (Cheung and Chan, 2000). Often in international development, need is extensive and ongoing. The international nonprofit organizations and programs working in international aid and peace-building worldwide depend significantly on the individual private donor, including philanthropists in wealthy industrialized nations like the United States.

Only 5.1% of Americans gave internationally in 2004 according to The Center on Philanthropy Panel Study (COPPS), a module from a panel study of more than 8,000 families in the Panel Study of Income Dynamics (PSID)<sup>1</sup>. Though rates of international charitable giving in America have risen in recent years, it is among the most understudied and under evaluated groups of donors. Until we know why international charitable giving accounts for such a small share of charitable donations, international donors will remain rare (Micklewright and Wright, 2003).

Literature shows that individual characteristics and demographics provide a framework for analysis for international donors, though little research provides the characteristics of international donors and the experiences that led them to give internationally. By supporting international organizations, a donor likely chooses to give

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<sup>1</sup> The Center on Philanthropy at Indiana University, January 2008; 2005 wave about giving in 2004.

to a cause outside of their own borders—to a cause that may not physically affect them. When selecting a cause or organization, a donor has to consider its impact—an impact they may not fully experience.

The researcher interviewed 21 donors of international charitable organizations to determine if there are underlying characteristics of individuals that choose to donate to international causes beyond the traditional determinants in survey data. The results of this research are important to international charitable organizations and the international programs that depend on sources of private funding. This research will guide international charitable organizations to potentially seek other highly-committed donors. With a growing need for international humanitarian work, it is an essential element in fund development to identify and reach new donors and supporters.

An advantage in this research is the quantitative research from The Center on Philanthropy Panel Study (COPPS). The COPPS module examines 8,000 families in the Panel Study of Income Dynamics (PSID). For this research, the 2005 dataset is used for quantitative background research. In the COPPS dataset, heads of households were asked if they gave to an organization that provides international aid or promotes world peace in 2004. In addition, the dataset provides the amount given to international aid and peace building organizations, household demographic information, including age, income, number of children, and amounts given to other sectors of charity.

The new research through donor interviews captures the qualitative data of international donors and provides a donor analysis of international charitable giving among Americans beyond the scope of quantitative figures. Economists have studied total donations rather than identify motives of giving to specific causes, and the global



nonprofit community could gain insights by studying giving to international charity (Micklewright and Wright, 2003). By interviewing international donors, the characteristics, motivations, experiences and giving behaviors supplement the existing quantitative measures and fill in the gaps of the quantitative COPPS dataset. Survey data on charitable giving shows that variables such as higher levels of education, income, and religiosity are related to charitable giving in general. This research is significant to the survival and sustainability of international nonprofit organizations that depend on private giving to support their programs and initiatives to address unmet human and environmental needs around the world.

## Chapter 2 – Literature Review

### The Role of International Giving

According to COPPS survey data, in 2004 about 70.2 percent of American households contributed to charity averaging \$2,047 per household. About 5.1% of American households donated to international aid or peace building organizations with an average of \$342 per donating household (COPPS 2005). International aid accounted for about one percent of total household donations. Registered international organizations focusing on development assistance account for two percent of all registered charitable organizations in the United States—though the sector is growing more quickly than other sectors (Okten and Osili, 2007).

Researchers agree that philanthropy has an important function to help societies. Philanthropy is one aspect of caring in the human living experience (Schervish and Havens, 2002). Philanthropy can fund the Millennium Development Goals (Micklewright and Wright, 2003) and improve the quality of life of the poor, disadvantaged and disabled (Cheung and Chan, 2000). Thus, charitable organizations play a central role in redistributing income to those in need around the world (Okten and Osili, 2007). A “sense of global responsibility” and challenging the perception of giving as “passive handouts from the powerful to the powerless” is relevant in international giving (Micklewright and Wright, 2003).

Individual-level international charitable giving helps meet the critical needs of people worldwide and fills in the gaps left by government-sponsored aid (Rajan, Pink and Dow, 2008). It is significant to understand the characteristics of donors to specific causes—such as international development—to find potential donors and supporters

(Bennett, 2002). The success of fund raising depends on donations by private donors; therefore, identifying factors that lead to charitable contributions—especially in the international context—are significant to the future of international aid organizations (Cheung and Chan, 1999).

### **Individual Characteristics from Literature**

Individual characteristics provide part of the explanation of giving behavior to international aid organizations (Okten and Osili, 2007). Demographic factors may affect the likeliness of donating and the amount given. This includes age, income, occupation, number of children, social standing and education attainment (Bennett, 2002).

#### Age, Gender, Income and Education

Okten and Osili (2007) found that giving to international organizations increases with age but eventually declines. Male-headed households are slightly less likely to give to international causes than female-headed households. High income households are more likely to give to charity in general, but educational attainment is positively associated with international giving (Okten and Osili, 2007). College education is associated with a four percent increase in likelihood to donate to international organizations (Okten and Osili, 2007). Ribar and Wilhelm (1995) found that income and education were the significant determinants of international giving in America. In the context of international giving, education may play a significant role. In Einolf's (2010) research on Oliner and Oliner's (1998) theory of extensive moral obligations, he states

that education may help individuals identify with issues or communities outside of their own network and potentially support through charitable giving.

### Research from Canada and England

There is little other research on donors of international charitable organizations in America. Bennett (2002) surveyed 250 members of the general public in central London on their values, personal characteristics and tendencies, and preferences toward giving to three organizations from three different fields—cancer care, animal welfare or international human rights. The organizations for selection were well-known organizations including the MacMillian Cancer Relief Organization, The Royal Society for the Prevention of Cruelty to Animals, and Amnesty International. Bennett (2002) found that people selecting the international organization were more hedonistic, materialistic, older, more educated and more likely to be male.

Rajan, Pink and Dow (2008) studied sociodemographic and personality profiles of Canadians who donate internationally. Results show that international donors are educated, religious, women, of non-Canadian origin. In addition they have higher income, volunteer, and are politically and socially involved individuals.

More information is needed on international charitable giving in America, as many of the studies above focused on samples in Canada and England. The studies mentioned above are relevant in identifying characteristics of donors that give internationally; however, more research is needed on attributes to identify potential international donors.

## **Donor Motivations to Give Internationally**

Bennett (2002) states that donor groups differ demographically and psychologically. Therefore, it is important for charitable causes to understand donor motives (Micklewright and Wright, 2003). Previous research finds why people make any charitable contributions, but little is connected to international giving. In the following review of literature, the author identifies the charitable giving concepts relevant to the international donor.

### Moral Obligation

Moral obligation is a significant factor in donating in general (Cheung and Chan, 1999; Ray, 1998), but moral obligation and concern are especially important determinants in international giving (Ray, 1998). Einolf's (2010) research expanding on Oliner and Oliner (1988) found that people that have extensive moral obligations are more likely to engage in pro-social behavior such as charitable giving, perhaps because individuals with extensive moral obligations see the world where all people are similar or akin to themselves.

### Material Benefit

In regions of the world where standards of living are lower and the needs are greater, donors may have “more bang for their buck” internationally (Micklewright and Wright, 2003), though there is little material benefit—a motive more associated with domestic causes rather than international causes. In large sums, however, some scholars believe international giving has the potential to benefit donor and recipient in

improving economic performance and mutual well-being holistically by increasing global peace, health, social stability and improving economic performance (Rajan, Pink and Dow, 2008). Though there is likely no material benefit from giving internationally, giving may provide a greater feeling of benefit as many nonprofit organizations emphasize how much farther a monetary donation goes in the developing world.

### Improving Social Standing

A motive in giving may be because it improves social standing in a social group or society at large (Micklewright and Wright, 2003) or for the recognition it brings. Other survey research shows that individuals with higher involvement in their community and in public affairs are more likely to donate in general (Hodgkinson and Weitzman, 1996), which is investigated in this research with international donors. Bennett (2002) cited that individual giving “is linked to a person’s membership in a network, society, political group, social movement, or religious, artistic, or scientific community” (Bennett, 2002).

### **Identification Theory of Care**

The identification theory of care, studied in the lens of formal charitable giving, provides a framework for this research. Schervish and Havens (2002) cite the theory as an alternative to “selflessness, altruism, guilt, noblesse oblige, and generalized reciprocity based on trust” (Schervish and Havens, 2002). The authors find that caring behavior is motivated by identifying with the needs of others—and the degree of identification with others creates a sense of responsibility to respond with philanthropy (Schervish and Havens, 2002). The underlying relational theory is the following:

“voluntary assistance derives from identification, identification derives from encounter, encounter derives from relationship, and relationship derives from participation” (Schervish and Havens, 2002). Thus, when an individual experiences the moment of identification with an international cause—a response follows.

A sense of personal contact with the beneficiary is most recognized in local causes. Often, individuals have little knowledge of who benefits from the donation, especially in the international context. Some international charities create relationships between the donor and the beneficiary—such as creating the opportunity for a donor to sponsor a child’s education (Micklewright and Wright, 2003) or give a loan to a microfinance entrepreneur—putting a face to the cause. International charitable causes must connect with donors, showing an urgent need and an ability to identify with the eventual recipient (Micklewright and Wright, 2003) and motivate donors to respond.

Identifying with the fate of others by being engaged in experience contributes to giving (Schervish and Havens, 2002). Survey research from *Giving and Volunteering in the United States* (2001) said adults who start giving before the age of 18 maintain involvement into adulthood. In reviewing previous work (1997, 2001), Schervish and Havens noted individual donors could recall a specific time when identifying with another was a life-changing event that motivated an empathetic caring response, thus creating a commitment to philanthropy (Schervish and Havens, 2002). In the international context, this research aims to identify the events and circumstances leading to development of international donors.

## Religion

Of all charitable giving, religious organizations such as places of worship or ministry command a large percentage of giving in America—more than 46% of Americans gave to their religious organization in 2004 (COPPS, 2005). As noted in *The Psychology of Religion*, we can expect religiousness to predict pro-social behavior toward “close targets in need” but not necessarily to unknown targets (Saroglou, 2006). In the same article, the author noted that spirituality may predict overcoming in-group versus out-group constraints in helping behavior. This stems from Saroglou’s notion that religious people may be more empathetic and affected by other’s suffering (Saroglou, 2006), which may lead to an inclination to give internationally. Also, religion—in some teachings—reflects a view on “common humanity of all people” which may increase moral view (Einolf, 2010). Thus, charitable giving among religious individuals may extend beyond the traditional domestic causes.

## Empathy

Empathy, as defined by Eisenberg and Fabes (1998) is “an affective response that stems from the apprehension or comprehension of another’s emotional state or condition, and that is similar to what the other person is feeling or would be expected to feel.” Many social scientists look at empathy under the lens of a mental state, while others consider it a personality trait or part of character (Einolf, 2008). Davis (1994) explains empathic concern as “the tendency to experience feelings of sympathy and compassion for others in need.”



The scale of empathetic concerns is a tool used in the General Social Survey (GSS) to measure the scale of empathetic concern in the general population through rating a series of seven statements. The scale is used in the current study on international donors.

### Awareness of Need

A scenario cited in several sources representing awareness of need and empathy is in funding cancer research versus international causes (Bennett, 2002; Micklewright and Wright, 2003; Schervish and Havens, 2002). Fund raising for cancer research and cancer support are dependent upon cancer affecting people in wealthy industrialized countries. Sufferers of cancer and their relatives or friends are prospective donors, as is the population as a whole who witnesses the affects of cancer on societies. They, themselves, may benefit from the donation or a relative or friend could potentially benefit from the donation (Schervish and Havens, 2002), or benefit may be perceived. In contrast, the prevalence of HIV, malaria, and tuberculosis “seem more remote” in Western nations, so donors perhaps have less of a personal contact with the beneficiary or inclination to respond through charitable giving (Micklewright and Wright, 2003). Cheung and Chan (2000) also cite an “individualist attribution to poverty” as a significant determinant in giving.

Supporting the awareness of need theory, Okten and Osili (2007) found that immigrant households who may have more personal ties with international communities are more likely to contribute to international aid organizations, and an increase in foreign-born has a positive association on giving to international aid organizations

(Okten and Osili, 2007). Cheung and Chan's (2000) study on the intentions to donate to international relief organizations showed a positive effect of moral obligation and awareness of international need (Cheung & Chan, 2000). The awareness of need and moral obligation, perhaps experienced by age, travel, exposure to, or birth in an international context may influence the international donors.

### **The Significance of this Research**

Research on international giving shows that education and income are strong determinants of giving in America, as is the increase of foreign-born. A component of international giving is the awareness of need and moral obligation to international causes.

General theories on philanthropy also link more education, religiosity and income to giving. Empathetic concern is also an element of philanthropy—where individuals with higher scores of empathetic concern are more likely to give to charity. There are few studies of international donors in America. Most studies are survey based. The current study is in qualitative interview form, applying theories from general literature and international giving and attempting to explain the main findings of earlier research and bridge the gaps in quantitative data.

## Chapter 3 — Methodology

Several theories are tested in this research on international donors. A major component is the identification theory of care—determining how donors identify with international causes. Other theories explored include education, empathetic concern, and religion. Additional research questions are used for exploratory purposes in this research.

### Theories

One of the theories is that individuals that give to international charitable organizations have a relationship—or strong identification—with the cause through an international context based on the identification theory of care. A second theory is that empathetic concern is a significant theory for international charitable giving.

### Part One – Hypothesis Testing

The author has three hypotheses regarding international donors, building off the identification theory of care. A fourth hypothesis tests giving behavior. The fifth hypothesis test empathetic concern in international donors. The sixth hypothesis tests religion as a factor in international giving.

#### Identification Theory of Care

*1. International donors will recall a specific time when they became an international donor or connected to an international cause.*

This hypothesis, derived from the identification theory of care, which state that individuals can have a single experience or interaction that may cause them to become

a donor. This information provides a framework for how individuals become aware of or involved in internationally causes as a donor.

*2. International donors will have experience linked to their education, such as an area of study, studying abroad, or learning another language that influenced their decision to give.*

An educational experience of the donor may create an emotional or intellectual identification with an international cause. This experience may include studying abroad in another country or learning another language. The experience at the age of 18-22 is a developmental stage in both intellect and experience, which may be a cultivation period for international donors.

*3. International donors have traveled or lived in other parts of the world that influenced their international perception on giving.*

The international donor may be exposed to international issues through travel or immersion in another country—by either birth or experience in another part of the world. This may also link to their intellectual and emotional connection to international giving, whether in the form of Diaspora giving or expanding their perspective on global issues.

#### Giving Behavior

*4. International donors are involved in other philanthropic activities and donate to other types of charity, in addition to international causes or social groups.*

Individuals that give to international charity may also be involved in local and domestic causes, and in their own community. Results may determine how nonprofit organizations can turn local philanthropists into global philanthropists.

### Empathy

*5. International donors may score higher on measures of empathetic concern than other donors or non-donors.*

Individuals that give money to individuals internationally may score higher on the GSS scale of empathetic concern. This hypothesis is relevant to charitable giving, in general, but will validate whether international donors have higher levels of empathy due to their focus on individuals and issues they may not directly encounter.

### Religion

*6. International donors may have a religious or spiritual belief that lead to international charitable giving.*

This hypothesis is based on previous research suggesting altruism in religious individuals, thus fostering a giving behavior. International giving may differ in religious-affiliation due to the nature of giving internationally. This hypothesis is used to examine whether religion is linked to participants' internationally giving, if it is a factor in developing a perspective to give globally, or if it is not a significant factor in international giving.

## **Part Two – Exploratory Research Questions**

Two questions below are exploratory research questions related to the identification theory of care.

1. *How is the relationship cultivated between international donors and with a particular cause or mission in the international context?*

Related to the identification theory of care, this research questions explores how international donors develop a relationship with a particular cause or mission in the international context. This information will be relevant to nonprofit organizations because it determines what relationships are important to develop internationally-conscious donors

2. *Are there gender differences in the areas of support for international donors? For example, are women may likely to sponsor children as a maternal identification?*

Gender is a significant factor in philanthropy, but the author would like to explore if it is relevant in international giving. This question is based on the identification theory of care—suggesting that women may be more likely to support sponsorship of children because of maternal identification.

## **Part Three – Open Coding: Themes**

Part Three of the research explores new themes that appeared in the interviews.

## **Quantitative Background Data Source**

Background quantitative data from The Center on Philanthropy Panel Study (COPPS) 2005 dataset is an essential element for quantitative research on international charitable giving. The 2005 dataset covers more than 8,000 families and is weighed to the U.S. population. It provides giving and volunteering behavior of family units in America under the Panel Study of Income Dynamics (PSID). The COPPS data is the Philanthropy Module of the PSID, which also includes information on the family unit, heads of household, religious attendance and volunteering and giving behavior to eleven types of charitable organizations. The dependent variable used in international charitable giving research in COPPS is GINTL, which asked heads of households if they gave to an organization that provide international aid or promote world peace in 2004. In addition, the data provides the amount given to international and peace organizations under the variable AINTL. The hypotheses are not tested with the COPPS dataset, but the current study sample is compared to the nationally-representative random sample of COPPS.

## **Interviews**

Bridging from the quantitative data, interviews were conducted with 21 donors to international organizations. The donors are a purposive sample of committed international donors; many organizations and donors expressed interest in this research at a conference on international philanthropy in Chicago, Illinois in October 2009, a women's philanthropy networking event in March 2010, and an international expo in April 2010. Individuals expressed interest in this research during networking and round-

table discussions—whether willing to participate, to recruit their organization’s donors, or to see the results. The sample is a purposive sample of international donors. Most initial contacts were made with executive leadership or stakeholders of international charitable organizations and donors in person, whom then assisted in recruiting participants. The interview format was by phone interview or in-person interview depending on the location or convenience of the donor. Interviews were recorded with hand-written notes, and averaging in length of time between 20 minutes to one hour.

The author drafted an interview guide (Appendix 1) based on the above hypothesis. One organization requested questions regarding religion be removed (Appendix 2) which is reflected in Interview Guide B. Seven participants were given Interview Guide B.



## Chapter 4 — Findings and Results

### Sample Comparable to COPPS

The 21-person study sample is demographically comparable to the COPPS 2005 sample of 316 international donors. Twenty-one people participated in this research study—14 women and 7 men. The study sample is slightly more educated than average of the COPPS 2005 international donors. All 21 of the participants had at least a Bachelor's degree level of education. Ten participants had at least one Master's degree, four participants had Juris Doctorates, and one had a Ph.D. The average years of education for international donors in the COPPS 2005 sample was some college, with 14.3 years of education completed for men and 14.5 years completed for women, whereas the current interview sample each had 16 years or more of completed education.

Figure 1 shows the age cohorts in the COPPS sample and the current study sample.

Figure 1: Age Cohorts

| Age of Study Sample and 2005 COPPS |       |       |       |       |       |               |
|------------------------------------|-------|-------|-------|-------|-------|---------------|
| Age (years)                        | 18-27 | 28-37 | 38-47 | 48-57 | 58-68 | Older than 68 |
| COPPS Sample (n = 316)             | 6.3%  | 11.4% | 20.3% | 30.4% | 15.8% | 15.8%         |
| Interview Sample (n = 21)          | 14.3% | 9.5%  | 14.3% | 28.6% | 33.3% | 0.0%          |

The majority of participants in the current study, 61.9%, are adults between the ages of 48 to 68 years old. The 48 to 68 age cohort accounts for 46.2% of the COPPS

sample. The COPPS sample had 15.8% of donors over the age of 68 years old, who were not represented in the current study sample.

## **Part One – Hypothesis Testing**

The following hypotheses were tested in the sample through the interview guide. Qualitative and quantitative data test each hypothesis below and connects to the identification theory of care, giving behavior, empathy, or religion as it applies to international giving. The names of organizations mentioned in this research have been changed to generic names representing the common mission and location of the organization. The names of individuals affiliated with the organizations have been changed. Names of participants are not used in the current study.

### Identification Theory of Care

- 1. International donors will recall a specific time when they became an international donor or connected to an international cause.*

This hypothesis was strongly supported as the majority of individuals remembered specific times they decided to support international causes. Twelve participants, 57.1%, could remember the first time they gave to an international cause. Five, or 23.8%, could somewhat recall the experience of giving, and four, 19%, did not recall the experience of first giving internationally. For two individuals, it was the experience of fund raising as a child for international causes.

“It was way back to elementary school, we collected pennies and brought them in and got little prizes. The money that we raised went to raise babies all over the world and it was repeated each year I was in elementary school. It planted a seed for giving” (Interview 15).

“It was Trick or Treat for UNICEF about 55 years ago. It was fun going through the neighborhood instead of getting candy. We got donations in the neighborhood” (Interview 13).

For others, it was a response after hearing a story or learning about a disaster or event that created an emotional response.

“My boyfriend was staying close to a slum in India. Every year the government had to come and empty out a dam. They decided to pick a day and went around on midnight saying that the dam that was going to be emptied. The next morning, they emptied the dam onto the entire slum. A lot of kids and families died...the children had bacterial diseases. That was his first story to me that really moved me to give” (Interview 12).

“The Asian Tsunami created such devastation....the need, the suffering after that time was tear-jerking, and so it got to your heart. You had to do something and the only thing to do at the point was to give money” (Interview 18).

“It was about eight years ago with regards to children’s cancer in India and Pakistan. The reason I was looking into it because my nephew died of cancer here and it was his death anniversary, so I was looking to remember him in a way that I could keep his memory alive by helping children in other countries. I remember it being hard because eight years ago the information available about global NGOs was more limited, so I remember it being difficult to find a children’s cancer organization that solely focused on India or Pakistan” (Interview 7).

*2. International donors will have experience linked to their education, such as an area of study, studying abroad, or learning another language that influenced their decision to give.*

The hypothesis linking education to giving was supported for domestic and international giving based on the majority of participants linking their education to their philanthropic giving in general. Studying abroad was less common than hypothesized, but language as a link to international giving was strongly supported.

## *Education*

Two participants mentioned, international relations, their area of study in college as an influence on their international perspective. Another participant, an educator, said that experience teaching courses on international management creates awareness of current global disparities.

Fifteen people, or 71.4% of the sample, give to international causes related to their area of study in college, relating to domestic and international causes. For example, an individual that studied medicine supports an organization that trains doctors and nurses to provide medical assistance to those in need around the world. Three participants that studied law support organizations focusing on social justice and human rights. Area of study was also closely linked to donor preferences in giving to domestic causes; however, individuals that focused on international relations or related fields were represented in this current sample.

## *Studying Abroad*

Studying abroad was also significant in the sample. Eight participants, 38%, studied abroad in high school or college, and “at a developmental age, it can influence the career they go into” (Interview 11).

“I think studying abroad intensified the feeling of need of others outside the United States. Seeing the relative poverty is a level of poverty not comparable to poverty in the United States” (Interview 20).

“Students come back and share their stories... it transforms their life through education, to help themselves and to help others” (Interview 14).

## *Language*

Sixteen participants, or 76.2%, speak another language fluently in addition to English, whether it is a language from their country of birth, or learned through education or experience. Nine participants, or 56.2% of people that speak another language in the study sample, also work with or give to international causes associated with that language. For example, a participant that studied Spanish as an undergraduate and traveled frequently to Latin America sponsors a child and dedicates her time to supporting the mission of an organization based in Latin America. One participant fluent in Spanish and French languages said, “I think it helps in the understanding of another culture if you know the language” (Interview 3).

### *3. International donors have traveled or lived in other parts of the world that influenced their international perception on giving.*

This hypothesis was strongly supported by the percentage, 90.5%, of international donors that have traveled to places that influenced their perception on giving internationally.

## *Travel*

Nineteen people or 90.5% of the sample said they traveled to a place outside the United States that influenced their perception to give internationally. Twenty people, 95.3% of the sample, have traveled outside North America, while one person had not traveled outside the United States.

One individual explains the dimension of problems in other parts of the world experienced through travel.

“When I traveled and saw dimension of problems in other part of the world, it became obvious that they didn’t have resources to deal with them. I was 22 and traveled to Jamaica. You can read about poverty in places but when you walk through the barrios near Kingston, it becomes real. That was all there was to it” (Interview 2).

Other participants noted that traveling exposes the need for others around the world because it “becomes apparent that there are lot of people internationally that could use our help” (Interview 11) and “you realize there is a huge need, even though there is a huge need here” (Interview 12).

Another perspective is that travel, in general, creates an awareness of need and broadened worldview because it “broadens your awareness of conditions for other people” (Interview 21) and “whether to a poor area of not, it creates a broader view” (Interview 7).

### *Living Abroad*

Thirteen participants have lived in other parts of the world, other than the United States. When excluding six foreign-born participants, seven participants of the current study sample have lived in other parts of the world. One participant lived in Mexico and worked with an organization she continues to support:

“Having lived there, I see how careful they are with funding, how far dollar goes, and the difference it makes it in the kids’ lives. I believe in it” (Interview 8).

## *Diaspora*

Diaspora giving from foreign-born participants was significant in this sample, as six participants were born outside the United States. Five of the six participants give back to international organizations in their country of birth consistently.

“Growing up in Kenya and seeing the disparities and also seeing that everybody is part of a community... really it is more of a call of duty” (Interview 5).

“When you see poverty and people living on the streets, people starving.... It’s the issues there in front of your doorstep; you cannot get away with it. Ethnicity would tie into that” (Interview 11).

## Giving Behavior

- 4. International donors will be involved in other philanthropic activities and donate to other types of charity, in addition to international causes or social groups.*

The current sample is also an active group of donors to domestic causes. Nineteen participants, or 90.5% of the sample, have been volunteers, board members or employees or internationally-focused nonprofit organizations. Eighteen participants, 85.7%, donated to domestic charities within the United States in addition to giving internationally. Nine participants, or 42.8%, gave more money domestically, while seven, or 33.3% gave more money internationally in 2009. Three, or 14.3% of participants, said their monetary donations were equal domestically and internationally, and the two remaining participants, 9.5%, were not sure whether they gave more money internationally or domestically.

In the COPPS 2005 survey sample, 92.7% of donors gave more to domestic charities and 2.2% gave equally to domestic and international charities. The percentage of donors in the COPPS 2005 sample that gave more internationally is 5.1 percent.

Therefore, the current study sample has a larger percentage of donors that contribute more internationally or equally among international and domestic charities.

A common reference was that there is need internationally, but also need in the United States. One participant said:

“I think that sometimes, I have to say I do struggle with it in my mind a little because there is so much need in our country and so many good charitable organizations, but again because of this connection and you can see the direct results. In some instances it is the right thing to do” (Interview 18).

Another participant said:

“I really think it comes from the notion that I happen to be born in the wealthiest country and I didn’t ask to be born here... but here is where I am and here is where I live... so I think it is good to use my wealth in fair and just ways for the greater good for everyone. A lot of these things have to come from the ground up. They don’t trickle down from the government” (Interview 19).

In addition, a recurring notion in the participants’ individual reason for giving internationally is that the money goes further and the difference in need internationally because “any dollar allocated outside the country has more benefit” (Interview 2).

“I think it is because the money goes a long way and you can affect change with a small amount of money... significant change” (Interview 21).

“I feel like they are needier and often the problem is more sever. In the developing world, you are talking about people with not even \$1 a day, and the money goes further internationally” (Interview 11).

### *Specific Cause versus General Mission*

The concept of supporting specific international projects versus the general mission of international organizations was divided in the current study. The following section presents donor perspective on donors’ preferences in supporting specific



causes, such as sponsoring a child or specific microfinance group, or supporting the general mission in the form of general funding to the organization.

Eleven participants prefer to support the general mission of international organizations, while three prefer to support specific projects. A combination of specific projects and supporting the general mission is preferable for seven participants.

The theme of more accountability, transparency and a personal connection to causes is apparent in the donors that chose to support specific projects. Individuals that mentioned supporting specific projects as a preference were female and had traveled to areas that influenced their international giving.

“I think what sticks out is that I felt instantly very attached to something and knew where my money was going, who it was going to help. It wasn’t fuzzy and it wasn’t abstract giving to a large organization” (Interview 8).

“Definitely specific projects, there is more accountability with where the money is going” (Interview 12).

“Probably more individual events or projects, I think it’s connecting with a particular person” (Interview 13).

Individuals that supported a combination of specific projects and the general mission, 33.3% of participants, tended to agree that it depended on the nature of the organization and their level of investment in their choice to support a specific project or the general mission.

“I usually like to give to a particular activity or project, but I would say if it is an organization that I worked with before, I would prefer to give generally to the organization” (Interview 6).

“We tend to earmark funds for a specific project, it is much more transparent and I have more visibility into it” (Interview 4).

“Projects are more of a gamble, while general is more for long term support” (Interview 20).

Supporting the general mission of the organization was preference for 52.4% of the sample, allowing the organization to determine where the money is needed, not requiring a direct project to support.

“I am not interested in, nor do I need a direct connection. I have enough direct connection. Some people feel like they have to have direct connection, but it is not necessary for me. It is not that I don't want it. It is because I already have relationships with them in the community” (Interview 1).

“I believe strongly in supporting the general mission. I think the rest of it is mostly marketing gimmickry. But it is still very effective. A barrier to international giving is people needing interaction. So identifying with a school, child, or microfinance...it makes people donate, and seems more effective. It is more overhead heavy, but it works” (Interview 2).

“A long time ago my husband and I sponsored a child...and it got a bad rap for a while. I think by giving to organizations that have good programs, they can determine best where the money should be used” (Interview 3).

“The general mission...I haven't found any specific cause that captured my interest, that's all” (Interview 21).

International donors highlight the need for systemic change in communities by choosing to support the general mission.

“Really if you want systemic change, it should be much more than one child. I feel sometimes it is more the systemic changes that are necessary, it is beyond easy fixes. Today for example, I am wondering how they are holding governments responsible. We all need to work together for systemic change. We'll always have a child to sponsor, but what we need is systemic change” (Interview 5).

“I would say I support organizations that I know will result in further benefit for the future, causes that are for development where whatever the money goes to, it is beneficial to people years down the road. Not so much child sponsorship, the school fees are good because they help a kid better their own life, but I am more interested in concrete development. I am less interested if it goes to an individual, I am more interested if I know it is going to a community. It's possible I have a different perspective because I have had the opportunity to be abroad—especially Tanzania. I am more interested in a 'return on investment' and my donation having a greater multiplier effect. When I give to microfinance, they have groups of individuals who get one bigger loan, so I give to those more. I also give to usually businesses that I think may be able to hire people and provide an additional economic benefit from their activity” (Interview 5).

## Empathy

5. *International donors will score high on measures of empathetic concern than other donors or non-donors.*

In comparison to the General Social Survey (2002) results on the scale of empathetic concern, international donors in the current sample (n = 20) score higher on levels of empathy than the general population, individuals that give to charity, and individuals that do not give to charity (Figure 2). The five-point scale tests empathy by scoring seven different statements (See Interview Guide, Appendix 1), where the score of one is the lowest and the score of five is the highest level on the scale of empathic concern. Responses were tabulated to reflect the average of the sample (n = 20) with the score of 4.24 / 5 on a five-point scale. One person declined to participate in this portion of the research due to lack of identification with the survey question.

Figure 2: Empathy

| <b>Empathy: GSS sample and new sample of international donors</b> |                    |                 |                     |                      |
|---|--------------------|-----------------|---------------------|----------------------|
|   | General Population | Give to Charity | Not Give to Charity | Give Internationally |
| Sample  | n = 1359           | n = 1058        | n = 301             | n = 20               |
| Mean  | 3.97               | 4.01*           | 3.85*               | 4.24                 |

\*Statistically significant at p = .001

As represented in Figure 2 above, the general population (n = 1359) has a score of 3.97 / 5. Individuals that give to charity in general (n = 1058) have a score of 4.01 / 5, while individuals that do not give to charity (n = 301) in the COPPS sample have a score of 3.85 / 5. The current study sample of international donors (n = 20) has a score of 4.24

/ 5 which is a higher score of empathy than the general population, including those that do and do not give to charity in general. More research is necessary to determine if international donors have higher levels of empathetic concern in a larger sample and if it is statistically significant.

### Religion

6. *International donors will have a religious or spiritual belief that lead to international charitable giving.*

This hypothesis is tested in the themes of religion, or spirituality. Findings from this sample show that religion often plays a role in a person's choice of giving in general, and aids in forming identification with new international causes.

### *Religion*

Religion was a common theme in the current sample for donating in general, and relevant to several donors in connecting to an international cause. By request of one participating organization, religion was removed from all questions and prompts for seven donors. Six participants, or 28.5% of the sample, stated that their religion or the influence of God played a role in their decision to give to international organizations or identify with giving internationally.

Several participants mentioned learning the act of giving through religion. Five Hindu individuals in the sample specifically mentioned the international focus of giving emphasized.

Another participant said:

“I am Buddhist, and if I go to the Temple they always have fund raising for India. The Buddhist movement is very international. I would say it reinforces my international giving. It is reinforced within my religious activities” (Interview 11).

Individuals that identified with the Catholic Church also mentioned the mission appeal abroad as an influence.

“The religious education created that guilt to help others as a child. As an adult, giving was probably associated with the Catholic Church involved with the mission appeal abroad” (Interview 15).

“I learned about justice and space issues through a global perspective—all the most reinforcing for my point of view about the world—through the Catholic Church to teach people more about social justice...which is supposed to be one of the hallmarks of religion, but people tend to forget about it” (Interview 19).

Three participants’ international contributions are associated with or tied directly the Catholic Church.

“It seems as through our giving needs are met with organizations that have a Catholic tie to them. It goes back to the fact that we know more about it and I guess to a great degree trust our money will go to the cause we are donating to” (Interview 15).

“Every year during Lent...since giving alms is part of our practice, I ask the children to choose a charity to give to. This year the children chose Catholic Relief, and they chose to give to Haiti. Haiti being a Catholic country, it fits” (Interview 13).

Four participants donated to the organization Children’s Education Sponsorship International, which is not a Catholic organization, but its founder is a Catholic priest.

The individuals mentioned him as a strong influence in getting involved in the organization.

“I think if I didn’t have that connection with Fr. Henry at Children’s Education Sponsorship International, I would give more here. Especially now days, you see the needs we have here and have to take care of what is going on in our country, too, but I think I will always have a connection with the organization” (Interview 16).

“Fr. Henry took our church beyond themselves, so to speak. It took our church internationally with a goal, to teach and to support. That was very vital. His vision captured their hearts” (Interview 9).

## Part Two – Exploratory Research Questions

1. *International donors will have a relationship with a particular cause or mission in the international context.*

Participants had varying relationships with international causes. The relationship with international causes was cultivated through several avenues, several which are detailed in the following section, and open coding of Part Three.

One participant summed up relationships in giving as the following:

“Donors need feedback and reason for giving. One reason is to feel good about themselves, and to go and see what their money is doing makes them feel good about themselves. Some individual are simply more generous and will give without a need for much in return other than the cause. Others need much more personal connection that often has little to do with the cause itself” (Interview 2).

For almost the majority, 47.6%, or 10 participants, they stated their own personal experience led them to give internationally, and give consistently with an international organization. Several have visited the sites of organizations they financially support, as a volunteer, visitor or member of the organization.

Two participants mentioned volunteering at the organization before becoming a committed donor.

“I started working on a project in East Africa and put a lot of effort into the work on the ground, so I want to make sure that the project was completed. I want to make sure my volunteer time isn’t wasted because the organization doesn’t have the resources to complete what they are working on. For me, just because I don’t have a lot of money to give. When I give financially, it is a place I have an established relationship with, especially one that I volunteer with or work with. Even though my donation probably isn’t very big for the organization, I want to make sure I am putting it somewhere that I believe in” (Interview 6).

“I know the kids. I’ve met them and visited their homes and see that it is real. It exists and the kids well taken care of. For me that is huge. I think I am a person that needs to see it to believe it” (Interview 8).

Other experiences visiting the organization established the relationship with the organization or reinforced why they were donors.

“I was visiting a school in India and saw 400 kids getting free education from grade 1-10 all by a single woman who didn’t have much herself, but she and her mother in a two-room house started taking kids in and giving them food, clothes, education and provide reading, and writing for kids. If this school didn’t exist, the children would be committing crime or be on the streets. So, I started supporting the school from 2002 and support them every year” (Interview 14).

“Going there and seeing it makes me more aware. You’re distanced by the ocean. Being there, you really have a clear piece of information on it. After being there, I personally became more invested in the cause” (Interview 9).

“What probably was an influence on me is meeting the people involved with East African Development in East Africa – very impressive people. I think it makes a difference to meet the men and women on the ground” (Interview 17).

Believing in the cause or mission of the organization was common among all donors and knowing that the contribution makes a difference.

“First of all, the cause is a beautiful one. There is a need. Those two things were present” (Interview 15).

“I really can see the difference. I can see that my money buys something. You give money then they buy cots, or they build a dorm. You give and can see that connection right away. I’ve heard other people say that, too. Maybe it is because the organization is small and everyone has a connection versus the huge organizations where you may not have that organization” (Interview 16).

“You can get the sad children on television and it touches your heart. It’s a totally different perspective on an organization. Our children are happy and they jump into your arms! When you go there, and your sponsoring child gives you something that she made, she had to go out and dye those fabrics the colors that they are. That is investment. And that’s what I see” (Interview 9).

- 2. Are there gender differences in the areas of support for international donors? For example, are women may likely to sponsor children as a maternal identification?*

More research is needed on whether men or women support specific causes. Based on the sample, there is a perception among the respondents that it is individually based.

Opinions and personal experience on preferences in supporting varying projects according to gender were inconclusive in the study sample, warranting further research. One participant, who works in child sponsorship, said it is usually a woman's project to sponsor a child, at least 80% of the time.

Based on personal experience in giving in the study sample, participants mentioned their giving preferences may differ based on gender-based experience or orientation toward supporting specific causes. A particular point of discussion was in child sponsorship as it relates to gender.

"Women tend to have a more emotional attachment to giving than men do. I also think men support more technical projects like clean water, clean energy or healthcare" (Interview 7).

"My perspective is that women are by nature more nurturing, and children are one of those things – a psychological feature of estrogen. My husband is also very involved with our sponsor child" (Interview 9).

"My husband and I generally talk about the causes we support regarding the child we sponsor. He is totally in favor of it, but he truly supports it. I write the letters, I buy the gifts" (Interview 15).

"I do think there is some bias by some women for projects benefiting women and girls. My wife is oriented to women and children. She is not likely to loan to five men that want to start a motorcycle shop; but she is likely to loan to women that want to run a t-shirt shop" (Interview 20).

For the majority of participants, they mentioned their preferences for various international projects in comparison to their spouse are similar, and giving is a joint



decision. More research on this topic is needed to validate whether there are gender-differences in preference of projects supported internationally.

### **Part Three – Open Coding: Themes**

The researcher identified themes in open coding in addition to the quantitative and qualitative data presented in the hypotheses. Part Three of this research defines each theme as it relates to international giving and provides qualitative and quantitative examples from the 21 person sample. The names of the individuals and organizations mentioned in the sample have been changed. The themes that presented themselves are some similar to the hypothesis and some new themes unanticipated by the researcher.

An important element in the themes presented is the cultivation of donors—from the first giving experience with an organization to becoming a committed donor.

#### *Influence of family or friend*

A common theme in international giving was the influence of family or a close person to the donor. Whether it was a spouse, parent, or grandparent, nine participants, or 42.85%, mentioned the influence of family on their decision to become a global donor.

Two participants mentioned the influence of their spouses in becoming more globally aware, thus, funding internationally projects.

“My husband is very well-read and he is the one that keeps me most informed because he is reading magazines and newspapers. Our discussions...and he is a very giving person which I think that is what influenced me most” (Interview 18).

“I would go all the way back to meeting my husband. He has such a globalized world view, he had that before I met him, and I had none of that. I learned a lot about the world through his eyes” (Interview 19).

The majority mentioned growing up in a family oriented toward international issues including the following:

“I was raised in a political, social, and public-service oriented family, and I was raised to care about others” (Interview 20).

“My mom feels strongly about international justice. It’s been ingrained in me for a long time. She is from Ireland so I have grown up going to Ireland every other year, and I feel like I was raised with an international perspective on things. My parents met when they were volunteering in Latin America, so their relationship has an international twist to it” (Interview 8).

### *Knowing Someone Involved in Charity*

Similar to the theme of influence of family or friends, several donors were also motivated to give by the solicitation of a friend or person involved in the international organization influencing them to become a donor.

In general, one participant said, “If I have a personal connection to a friend doing the fundraising, I will be happy to support them” (Interview 11).

Participants involved in Children’s Education Sponsorship International cited meeting Fr. Henry and his influence on their giving decision and relationship with the organization.

“I think it was meeting Fr. Henry at the seminary, but he was spending time at our church and he had a meeting and talked about what was going on in East Africa. It was more about meeting someone and having that connection” (Interview 16).

“Fr. Henry said growing up he was sponsored by someone and it really allowed him to go to school and to thrive. That was an A-ha moment for me” (Interview 16).

“Through working with him, Fr. Henry inspired confidence and has passion for what he was doing, so we hooked on to the cause. It is run well for our likes and it meets our needs” (Interview 15).

Another participant mentioned the personal connection with the founder of East African Development.

“If he said he put a project together in Chicago versus East Africa, I don’t think it would have made a difference to me. What motivates me and makes me likely to give is not whether it is national or international, but the personal connections with people. Frankly, it is hard to say no to someone you know. It is hard to say no to someone you know and respect rather than saying no to someone who sends you something in the mail” (Interview 17).

Eight participants mentioned the primary connection with the founder or a person representing the organization influenced them to give internationally. For each of the cases noted, the participant is now a highly-committed donor to the organization, whether serving as a volunteer, board member or community representative for the organization.

#### *Accountability and Reputation of Organization*

A theme present when discussing why donors chose to support certain international organizations consistently was accountability and the reputation of the organization, mentioned as a potential concern in internationally giving. Six donors cite the importance of using the money wisely and for its intended purpose.

For some new donors, knowing where the money is going keeps them committed to giving.

“It really wasn’t until Children’s Education Sponsorship International that I gave internationally because I knew where the money was going and I could see where the money was going. That was the first time I felt comfortable doing that” (Interview 16).

“For many years there was a commercial with Sally Struthers for children that were homeless.... It was a very touching commercial and felt like I should write the check right then, but then I wondered how much would reach the children. At Children’s Education Sponsorship International, we know the people running it and the people in Africa. I just don’t question it. There is a good example of meeting our needs” (Interview 15).

For other donors, it is the reputation of the organization that keeps them committed to donating to an organization. Two donors specifically mentioned

organizations they support that have won distinguished awards and honors for the work of their organization, remaining true to their mission.

“With International Medical Relief, I think money is used wisely. It has a concrete purpose, visible, and winner of the Noble Prize. It is a reputable organization that accomplishes its mission with a maximum amount of volunteers and minimum amount of administrative expense” (Interview 3).

“It is a very humble, grassroots organization so that appeals to me in terms of giving because I see they are staying true to their cause in keeping the focus of their efforts and dollars toward the cause rather than infrastructure and shiny brochures. The founder won the Clinton Global Peace Prize” (Interview 7).

Along similar lines, international donors in the sample expressed that they are often over-solicited and it may affect their decision to donate to that organization in the future.

“I often will drop a charity if they inundate me with solicitation. If I’ve made a donation, I probably won’t make another one next month. Something like Children’s Education Sponsorship International where there is a need to be involved, I like updates, otherwise, don’t bother me” (Interview 15).

“The sad truth is we don’t read much of what we get... either by email or mail. It irritates us to get bombarded with requests too often and often withdrawal working with an organization if they solicit too often” (Interview 19).

Donors also mentioned too many “slick materials” (Interview 3) that may deter them from supporting an organization, and the importance of keeping administrative costs low.

“I am not impressed by the stars coming out...which is why I feel more comfortable giving to things that I know. It is important that we are not bombarded by a lot of ‘stuff.’” Glossy materials do not usually turn us much on to the cause” (Interview 15).

Another donor emphasized integrity and the impact and change one organization creates without a brochure (Interview 7).

“They operate at a grassroots level which shows integrity of the organization—which appeals to me, the fact that this organization has integrity to its cause and keeping administrative costs low. It’s more about impacting change than showmanship” (Interview 7).

The interview data explore hypotheses, exploratory research questions and themes of international charitable giving. In the final chapter, Discussion and Conclusion, the author provides recommendations for international nonprofit organizations to seek other potential highly-committed international donors.

## Chapter 5 — Discussion and Conclusion

The international nonprofit organizations and programs working in international aid and peace-building worldwide depend significantly on the individual private donor, including philanthropists in wealthy industrialized nations like the United States. Until research determines why 5.1% of Americans give internationally, the number of international donors will remain low.

Through hypothesis testing and open coding, findings strongly support that the identification theory of care is a relevant theory to apply in the context of international charitable giving. The theory that “voluntary assistance derives from identification, identification derives from encounter, encounter derives from relationship, and relationship derives from participation” (Schervish and Havens, 2002) relates to each of the eight hypotheses and in the new themes revealed through open coding.

The majority of donors in the sample have participated in activities or experiences that created a relationship, an encounter, and identification with an international cause—thus the cultivation of a global philanthropist. The results of this study show that international donors identify with international causes through a number of avenues. The most significant in this sample was through travel—perhaps due to exposure to culture, diversity, and first-handedly experiencing or encountering others in difficult circumstances globally, and realizing there is a charitable response to that experience. Another avenue of identification is through language—including foreign-born individuals and individuals that learn another language—which perhaps deepens the connection an individual has for a culture, or a creates a greater understanding of the diversity of individuals. A third avenue is through education, whether studying

abroad immersion, or the focus on international relations or international development. Based on analysis of the current sample, travel, language and education created identification with international issues and, in many cases, an awareness of need for communities around the world.

A practical component of the research was identified in the research on supporting specific projects versus the general mission of the organization. Most donors in the sample did not need to support a specific project because their connection was already established with the cause. For some, the first connection sponsoring a child or loaning to a specific entrepreneur around the world was an entry point into international giving. The sample had connections to international causes that did not require a perceived personal contact with the beneficiary by supporting specific projects—though it appeared relevant that first-time or new donors preferred to focus on individuals. Disaster giving was also mentioned as an initial phase in international giving, in which case, donors support relief projects through large organizations and expect less feedback on the use of their donation. It appeared for specific projects and disaster relief, donation was based on an emotional response.

A new element identified in the research is the significance of a friend or trusted individual asking for a contribution to an international cause—a person who can explain why supporting a specific cause is important to them—and cultivate relationships with their network. This worked in the case of East African Development, where the founder was able to recruit individuals from social networks to support the cause. The relationship was strengthened through direct experience in East Africa—and a committed donor relationship grew from this. For Children’s Education Sponsorship

International, new international donors were cultivated by developing a relationship with Fr. Henry and his mission to help children in East Africa. The connection with the Catholic Church helped to cultivate new donors and ambassadors for the organization, perhaps because its Catholic ties strengthened their identification to an international cause. In turn, the organizations network of supporters has grown.

The international donors in the sample were sophisticated donors. Not simply limited to education, but to their notion of accountability of organizations they support, and the desire to support organizations that use money wisely toward the stated cause. This sample is an educated and internationally-conscious group of individuals whose international giving spans several organizations and causes. In the same sample, there are donors that support one internationally organization consistently. This suggests that through the right channel, local philanthropists can perhaps become global philanthropists given a cause that meets their needs, and the opportunity to identify with a mission.

### **Recommendations for International Philanthropy**

International nonprofit organizations depend significantly on the financial support of committed donors. A powerful way for organizations to solidify a relationship for new donors is by providing opportunities for engagement. As noted in the research, the personal connection donors had after visiting the site of the organization created a stronger relationship with the cause—meaning that individual is more likely to speak on behalf of their experience with the organization.



Due to the number of individual donors cultivated through a friend or trusted individual in the international nonprofit sector, it is recommended that international nonprofit organizations use their available networks to share their stories and use resources to expose opportunities to seek connected donors. In turn, new donors become ambassadors for the cause.

The current study sample is a sophisticated sample of international donors. The perception of mismanagement of funds internationally is a threat to global philanthropy—which is why international organizations need to provide transparency and accountability to donors. Due to the redundancy of the themes of reputation and accountability of organizations, it is recommended that international nonprofit organizations are transparent and straightforward with the use of donations. Over soliciting, another common theme, led several donors in the sample away from organizations. A recommendation for international nonprofit organizations is to limit solicitation, but develop issue-based educational materials for donors on the organization's mission—without solicitation.

### **Limitations of Study**

Constraints for this research include time and financial resources to build a representative sample of international donors. Because of the nature of qualitative research, there is additional information that will strengthen the data from this study by expanding the sample and the interview guide.

## **Direction for Future Research**

More research is needed to test the hypotheses noted in this study about international giving. The results of the 21 person sample provide a framework for the direction of future research—including looking at the identification theory of care and factors of travel, language, empathetic concern, religion, and the cultivation of internationally-conscious donors. The COPPS dataset is a source of quantitative and demographic data and could potentially be expanded to include elements presented in this research to determine if there are correlations with international donors in a representative sample.

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## Appendix 1 – Interview Guide, A

### **The Global Philanthropist:** A Qualitative Donor Analysis of International Charitable Giving Interview Guide

Interview Code:

Provide Information Sheet for Participation in Research Study: YES NO

*For purposes of this research study, we define international organizations as an organization whose programs primarily work with people outside of the United States—in most instances in areas of development, peace-building, or humanitarian efforts.*

#### International Giving Experience

Do you remember the first time you gave to an international organization? Please tell me what you recall from your first international giving experience or one that sticks out to you?

Is there anything that occurred in your life that led you to become a global philanthropist? (A particular event, religious upbringing, social group or association, perhaps)

What international causes do you care about, enough to give financially (at any level)?  
What international causes did you give to in 2009?

To what other types of organizations did you give to in 2009?

Which did you give more to in 2009, domestic organizations or international organizations? Please estimate a ratio, for example: 5 times more to domestic than to international gifts.

As a donor to an international organization, do you prefer to fund specific projects, (for example, sponsoring a child or a specific microfinance enterprise) or a general mission (for example, HIV/AIDS research)?

Some people believe that women and men have different preferences in the projects they support. For example, a woman may prefer to sponsor a child and receive updates on their status. How do you feel about this?

In what way do you prefer to be updated by international organizations regarding the use of your donation? How often?

What is it about (ORGANIZATION'S NAME) that leads you to give?

Why do you give internationally?

Is there anything else you would like to add about your international giving experience?

### From GSS Survey as Comparable Sample

The following statements will ask you about your thoughts and feelings in various situations. For each item, please indicate how well it describes you by choosing the number 1-5, where 1 indicates that it does not describe you well, and 5 means that it describes you very well. Of course 2-4 describes how well it describes you between these two points.

1. I often have tender, concerned feelings for people less fortunate than me.  
Score:
2. Sometimes I don't feel very sorry for other people when they are having problems  
Score:
3. When I see someone being taken advantage of, I feel kind of protective toward them  
Score:
4. Other people's misfortunes do not usually disturb me a great deal  
Score:
5. When I see someone being treated unfairly, I sometimes don't feel very much pity for them  
Score:
6. I am often quite touched by the things that I see happen  
Score:
7. I would describe myself as a pretty soft-hearted person  
Score:

### Personal International Experience

Have you traveled outside the United States to a place that influenced your international perception on giving outside of the United States?

Did you study abroad as a high school or college student?

Were you born in the United States?

Have you lived in other parts of the world, other than the United States?

Do you speak another language?

Have you been an employee, volunteer, or board member of any international organizations? (This includes Peace Corps)

Background Information, Level of Education and Profession

What is your gender?

What is your highest completed level of education?

If applicable - What is your college degree?    Other higher education?

In what year did you graduate from high school?

What is your current profession?

What is your religious following? Does your church work in international capacities?

\*Is there anything else you would like to add? May I contact you again if necessary?

## Appendix 2 – Adapted: Interview Guide, B

### The Global Philanthropist: A Qualitative Donor Analysis of International Charitable Giving

#### Interview Guide

Interview Code:

Provide Information Sheet for Participation in Research Study: YES NO

*For purposes of this research study, we define international organizations as an organization whose programs primarily work with people outside of the United States—in most instances in areas of development, peace-building, or humanitarian efforts.*

#### International Giving Experience

Do you remember the first time you gave to an international organization? Please tell me what you recall from your first international giving experience or one that sticks out to you?

Is there anything that occurred in your life that led you to become a global philanthropist? (A particular event, upbringing, social group or association, perhaps)

What international causes do you care about, enough to give financially (at any level)? What international causes did you give to in 2009?

To what other types of organizations did you give to in 2009?

Which did you give more to in 2009, domestic organizations or international organizations? Please estimate a ratio, for example: 5 times more to domestic than to international gifts.

As a donor to an international organization, do you prefer to fund specific projects, (for example, sponsoring a child or a specific microfinance enterprise) or a general mission (for example, HIV/AIDS research)?

Some people believe that women and men have different preferences in the projects they support. For example, a woman may prefer to sponsor a child and receive updates on their status. How do you feel about this?

In what way do you prefer to be updated by international organizations regarding the use of your donation? How often?

What is it about (ORGANIZATION'S NAME) that leads you to give?



Why do you give internationally?

Is there anything else you would like to add about your international giving experience?

#### From GSS Survey as Comparable Sample

The following statements will ask you about your thoughts and feelings in various situations. For each item, please indicate how well it describes you by choosing the number 1-5, where 1 indicates that it does not describe you well, and 5 means that it describes you very well. Of course 2-4 describes how well it describes you between these two points.

8. I often have tender, concerned feelings for people less fortunate than me.

Score:

9. Sometimes I don't feel very sorry for other people when they are having problems

Score:

10. When I see someone being taken advantage of, I feel kind of protective toward them

Score:

11. Other people's misfortunes do not usually disturb me a great deal

Score:

12. When I see someone being treated unfairly, I sometimes don't feel very much pity for them

Score:

13. I am often quite touched by the things that I see happen

Score:

14. I would describe myself as a pretty soft-hearted person

Score:

#### Personal International Experience

Have you traveled outside the United States to a place that influenced your international perception on giving outside of the United States?

Did you study abroad as a high school or college student?

Were you born in the United States?

Have you lived in other parts of the world, other than the United States?

Do you speak another language?

Have you been an employee, volunteer, or board member of any international organizations? (This includes Peace Corps)

Background Information, Level of Education and Profession

What is your gender?

What is your highest completed level of education?

If applicable - What is your college degree?    Other higher education?

In what year did you graduate from high school?

What is your current profession?

\*Is there anything else you would like to add? May I contact you again if necessary?