

The Challenges and Opportunities of Rural Philanthropy in America

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- Focus of research: giving in rural America
 - Giving by rural and non-rural residents;
 - Giving by high-income rural and non-rural residents;
 - Motivations for and impediments to giving.
- Definition of Rural: “Small towns with a population of less than 20,000 or completely rural.”
- Demographic characteristics. Rural residents tend:
 - To be older;
 - Be high school but not graduates;
 - Be poorer in general.
- Rural Philanthropy:
 - More than 7,500 endowed foundations are located in rural America, but their assets represent only 3 percent of all foundation assets nationwide;
 - Per capita foundation giving comparing urban states and rural states: Average \$156 urban vs. \$41 rural;
 - Rural communities tend to be characterized by a lack of infrastructure organizations;
 - Community development contributions are up to 21 percent more in urban areas than in rural areas (in particular for the case of religious organizations: 11% rural vs. 22% urban);
 - A focus on the South shows that while the South has 34 percent of nation’s poverty, it receives less than 14 percent of its foundations assets.
- Data sets for rural philanthropy:
 - Center on Philanthropy Panel Study (COOPS) 2005 dataset
 - Sample size = 8,002 (7,950 analyzed)
 - 1,455 (18.3%) of households live in rural areas
 - 117 (9.5%) of rural householders are higher income (i.e. at least \$100,000 income in 2004)
 - Center on Philanthropy regional studies dataset
 - Georgia 2008, Kansas City 2008, Memphis 2008, Arizona 2007, Michigan 2007, Indiana 2007, Illinois 2006, New Hampshire 2005, and St. Louis 2003.
 - Sample size = 6,257
 - 1,279 (20.4%) of householders live in rural areas.
- [All Donors] Total Amount of Charitable Giving
 - 18.3% live in rural areas and give
 - 14.6% (\$34M) of all donations

- 10.6% (\$10M) of secular giving
 - 17.3% (\$24M) of religious giving
 - Share of charitable giving by location by subsectors in COOPs 2005
 - Total: 14.6% rural vs. 85.4% non-rural
 - Religious: 17.3% rural vs. 82.7 non-rural
 - Secular: 10.6% rural vs. 89.4% non-rural
- [All Donors] Share of Total Giving
 - 72 percent of total giving from rural donors distributed to religious organizations (vs. 59 percent of non-rural donors)
 - Educational organizations received the second largest share of gifts (6%) from rural donors (vs. 5 percent of non-rural donors).
- [All Donors] Average and Median Giving by Subsectors
 - Total (p<0.05): \$1,788 (average) and \$610 (median) rural vs. \$2,102 (average) and \$800 (median) non-rural;
 - Religious (p<0.01): \$1,752 (average) and \$900 (median) rural vs. \$1,884 (average) and \$700 (median) non-rural;
 - Secular (p<0.001): \$664 (average) and \$225 (median) rural vs. \$989 (average) and \$360 (median) non-rural;
- [All Donors] Share of Income Giving
 - Rural donors donated a higher percentage of income to charity than non-rural donors
 - Total: 3.0% rural vs. 2.6% non-rural
 - Religious: 2.9% rural vs. 2.3 non-rural
 - Secular: 1.1% rural vs. 1.2% non-rural.
- [High Income Respondents] Total Amount of Charitable Giving
 - 9.5% of higher income households are rural, but they give
 - 10% (\$10.5M) of all donations from higher income householders
 - 13% (\$7.1M) of religious giving
 - 7% (\$3.4M) of secular giving
 - Share of charitable giving by location by subsectors in COOPs 2005
 - Total: 10% rural vs. 90% non-rural
 - Religious: 13% rural vs. 87 non-rural
 - Secular: 7% rural vs. 93% non-rural
- [High Income Respondents] Share of Total Giving
 - 70 percent of total giving from rural higher income donors was distributed to religious organizations (vs. 52 percent of non-rural higher income donors)
 - Educational organizations received the second largest share of gifts (8%) from rural donors (vs. 11 percent of non-rural higher income donors).
- [High Income Respondents] Average and Median Giving by Subsectors
 - Although there was no statistically significant difference, average overall rural giving was higher than average non-rural giving from higher income donors (\$4,477 vs. \$3,830)
 - Total: \$4,477 (average) and \$2,150 (median) rural vs. \$3,830 (average) and \$1,800 (median) non-rural;

- Religious: \$3,962 (average) and \$1,500 (median) rural vs. \$2,908 (average) and \$1,200 (median) non-rural;
 - Secular: \$1,629 (average) and \$600 (median) rural vs. \$1,991 (average) and \$830 (median) non-rural;
- [High Income Respondents] Share of Income Giving
 - Total: 2.7% rural vs. 2.2% non-rural
 - Religious: 2.6% rural vs. 1.7 non-rural
 - Secular: 1.0% rural vs. 1.1% non-rural.