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Choice Overload, Information Acquisition, and Gift Incentives in an Altruistic Context:
Economic Experiments Exploring Decision Making in Charitable Giving

A dissertation submitted in partial fulfillment
of the requirements for the degree of
Doctor of Philosophy in Economics

by

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Abstract

This dissertation contains three essays on economic experiments concerning altruistic motives. The first chapter, “Choice Overload and Charitable Giving: Can There Be Too Much of a Good Thing?” concentrates on the effects of list sizes of charitable options on an individual’s decision making. The second chapter, “Is No News Good News? Motivated Reasoning in Charitable Giving,” focuses on the impact of information acquisition on an individual’s altruistic contributions. Finally, the third chapter, “Thank You, but No Thank You: Gift Incentives in Charitable Giving,” investigates gift incentives and their influence on donating behavior.

In the first chapter, “Choice Overload and Charitable Giving: Can There Be Too Much of a Good Thing?” subjects are confronted with a choice set of charitable options in an altruistic framework. Choice overload is a phenomenon whereby decision makers are overwhelmed by the choices they face. This can lead to poor decisions and reductions in welfare. I conduct a field experiment where subjects face three donation lists of varying lengths and are asked whether they would like to donate to the charities offered. On the extensive margin, I find a U-shape exists for giving i.e., donations are least frequent with an intermediate number of options. On the intensive margin, there is no significant difference between the donated amounts individuals give with the different list size treatments.

In the second chapter, “Is No News Good News? Motivated Reasoning in Charitable Giving,” we run an experiment where varying amounts of information on charitable organizations are given to different treatments. We assume that more information is better to less whereby consumers are better informed and thus can make better decisions. Yet, we find when individuals are faced with sufficient flexibility, individuals sometimes recruit information

to prioritize self-interest at the cost of morality. This is known as motivated reasoning. We find that when more information is present about charities (such as leadership compensation and financial summaries) at the beginning of the donation decision, individuals are becoming less likely to donate.

In the third chapter, “Thank You, but No Thank You: Gift Incentives in Charitable Giving,” I employ a field experiment where I offer different gift incentives in return for donating to a charity. There is not much consensus on how extrinsic incentives (such as conditional thank-you gifts or raffles to win a gift) impact giving. Some prior research has found that offering extrinsic incentives can crowd out intrinsic incentives for giving and thus individuals donate less and less often. For this study, there are three treatments which include a Voluntary Contribution Mechanism (VCM) where subjects are asked if they want to donate to a charity with no extra incentives, a conditional gift mechanism where subjects are given a conditional gift if they donate, and a raffle mechanism where a chance to win a larger prize if one donates. This is an ongoing study which hopes to provide avenues for future work on charitable giving and policy recommendations for charitable organizations on how to best collect donations.

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“A leader takes people where they want to go. A great leader takes people where they don’t necessarily want to go, but ought to be.” – R. Carter

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Dedicated to:

To my amazing father, Eugene, who always taught me to be logical, hard-working, and tenacious. To my lovely mother, Susan, who taught me to be free-spirited, caring, and to never give up. To my wonderful brother, Andrew, who has always made me laugh and been my closest confidante. To my beautiful daughter, Chloé, who has kept me laughing through all of this. Lastly, and most importantly, to my incredible husband, Ohlen, who has supported me through this journey both financially and emotionally. I love you.

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Introduction

This dissertation seeks to understand what methods work well in altruistic settings. The three chapters in this dissertation are a part of long-term research studies and since these are all studying similar studies within a prosocial atmosphere, they show up as a collection within the dissertation. This dissertation comprises of three essays on economic experiments concerning philanthropic motivations. The first chapter, “Choice Overload and Charitable Giving: Can There Be Too Much of a Good Thing?” focuses on the impacts of list sizes of charities on an individual’s donation decisions. The second chapter, “Is No News Good News? Motivated Reasoning in Charitable Giving,” concentrates on the influence of information acquisition on an individual’s philanthropic contributions. Finally, the third chapter, “Thank You, but No Thank You: Gift Incentives in Charitable Giving,” explores gift incentives and their effect on donating performance.

In the first chapter, “Choice Overload and Charitable Giving: Can There Be Too Much of a Good Thing?” individuals are faced with a choice set of charitable options. Choice overload is a phenomenon whereby decision makers are exhausted by the choices they face. This can lead to inferior decisions and reductions in welfare. I conduct a field experiment where subjects confront three donation lists of varying lengths and are asked whether they would like to donate to the charities offered. On the extensive margin, I find a U-shape exists for giving i.e., donations are least frequent with an intermediate number of options. On the intensive margin, there is no significant difference between the donated amounts individuals give with the different list size treatments.

In the second chapter, “Is No News Good News? Motivated Reasoning in Charitable Giving,” we run an experiment where differing amounts of information on charitable

organizations are given to various treatments. Economists assume that more information is better to less whereby consumers are better informed and thus can make better decisions. Yet, many times, we find when individuals are faced with sufficient flexibility, individuals can utilize information to prioritize self-interest at the expense of morality. This is known as motivated reasoning. We find that when more information is presented to individuals about charities (such as leadership compensation and financial summaries) at the initial donation decision, individuals become less likely to donate.

In the third chapter, “Thank You, but No Thank You: Gift Incentives in Charitable Giving,” I employ a field experiment where I propose unique gift incentives in return for donating to a charity. There is not much consensus in the literature on how extrinsic incentives (such as conditional thank-you gifts or raffles to win a gift) influence donating. Some prior research has discovered that suggests extrinsic incentives can crowd out intrinsic incentives for giving and thus people donate less and less often. This experiment has three treatments which include a Voluntary Contribution Mechanism (VCM) where subjects are asked if they would like to donate to a charity with no extra incentives, a conditional gift mechanism (GIFT) where individuals are given a conditional gift if they donate, and a raffle mechanism (RAFFLE) where a chance to win a larger prize if they donate. Chapter II and III are ongoing studies where we hope to provide paths for future work on charitable giving and policy recommendations for charitable organizations on how to best maximize donations.

Chapter I: Choice Overload and Charitable Giving: Can There Be Too Much of a Good Thing?

I.1. Introduction

Classical economic theory suggests more information can only make an individual better off, implicitly assuming people can manage these choices. There is a growing body of evidence suggesting people prefer fewer options (Huffman and Kahn 1998). Inability to manage a large number of choices can lead to what has been called “choice overload” (Iyengar and Lepper 2000; Mogilner et al. 2008; Diehl and Poynor 2010).¹ This literature theorizes an abundance of options can instead be detrimental in decision making for consumers. This paper aims to identify how choice overload influences choices in an altruistic framework. More specifically, I examine the relationship between choice overload and the choice to give to a charity and donation amounts in a field experiment.

Offering a greater number of options to individuals has a dual impact on choice. A larger number of options allows for the likelihood of finding a close match of one’s preferences and the characteristics of the alternatives in the choice set (Baumol and Ide 1956; Lancaster 1990). More options can lead to stronger choice satisfaction and consumption because of dissonance-reducing behavior from greater perceived decision freedom of option value (Reibstein et al. 1975). Greater alternatives also lower the probability a potential alternative will not be in the choice set of possible options (Greenleaf and Lehmann 1995). Finally, multiple options would create

¹ The phenomenon goes by many names, including the paradox of choice (Schwartz 2004), the “too-much-choice effect” (Scheibehenne et al. 2009) and overchoice effect (Gourville and Soman 2005).

potential additional utility, which could be thought of as a preference for flexibility (Kahn, Moore, and Glazer 1987).²

Yet, larger choice set sizes can also lead to higher cognitive costs required to evaluate the options (Mogilner et al. 2008) and can lead to negative consequences in both subjective states and behavioral outcomes. The negative subjective states of having a large choice set include: being less confident one has chosen the right option (Haynes 2009), being susceptible to post-decision making regret from mistakenly passing up on an ideal choice (Sarver 2008), confusion which leads to weaker preferences or a no-choice option and lower choice probability (Dhar 1997; Greenleaf and Lehmann 1995), and too many choices can shift consumer's ideal point, making it more difficult to attain (Chernev 2003b). All the aforementioned negative subjective states can decrease the overall satisfaction of the final choice (Diehl and Poynor 2010).³ The behavioral outcomes of these large choice sets include a reduction in purchase likelihood (Iyengar and Lepper 2000), a lower likelihood of choosing an option when people cannot explicitly justify the choice they make (Scheibehenne et al. 2009), higher likelihood of choosing the "default" option (Schulz, Thiemann, and Thoni 2017), and deferring choice because of an unresolved conflict in the lack of clear reasoning to select an option (Dhar 1997). This evidence challenges the theoretical choice models in economics and violates the regularity axiom, a keystone of standard economic theory (Savage 1954; Arrow 1963).

² Kahn, Moore, and Glazer (1987) found a systematic bias towards choosing a group instead of a single choice in soda brand options. This has been coined the lone-alternative effect. This could also be considered an option value for the alternative choices versus the single option.

³ Diehl and Poynor (2010) show that larger consideration sets can increase switching behavior and choice deferral while decreasing in overall satisfaction in the final choice. Increasing the assortment size can increase a consumer's expectations of their preference match, is known as the "expectation-disconfirmation mechanism."

In this paper, I examine choice overload when the decision involves altruism rather than consumption. Altruism, as defined in behavioral economics and psychology, is “...motivated...directed towards the end-stage goal of increasing the other’s welfare” (Batson and Coke 1981). Altruism in its purest form is insufficient to explain charitable giving because the giving of donors would be completely crowded out by the giving of others (Warr 1982). Charitable giving is likely a dual-motive choice, i.e., the result of “impure altruism.” Charity choices combines pure-altruism and a warm-glow feeling (Andreoni 1989).⁴ Warm glow is modeled as a private good, an additional utility accruing to the donor only if she makes a charitable contribution (Steinberg 1987; Andreoni 1989).⁵ Unlike a consumption setting, these dual motivations may be differently affected by large choice sets if, for example, the warm glow one receives from donating overrides the cognitive decision fatigue from a large assortment of options.

In this study, I aim to identify how choice overload influences charitable giving in a field experiment. Subjects are given a \$7 endowment and given the opportunity to select a charity from a pre-selected list of charities. I randomize subjects into one of three list sizes: 5, 35, or 100. I observe a surprising treatment effect: the intermediate list size (35 charity choices) has the lowest percentage of people who donate as well as the lowest average donation amount. In traditional choice overload literature, overload should be increasing in list size. In this case, a U-shape instead emerges.

⁴ “Warm-glow” is known as “egotistic” benefit in social psychology (Hoffman 1975). Andreoni (1989) uses the description of the terms interchangeably.

⁵ Warm glow not only makes a person feel some level of self-satisfaction from donating and fulfilling moral principles (Sugden 1982), but also allows the person to avoid shame or scorn (Becker 1974) or social pressure to donate (DellaVigna et al. 2011).

A model set up will be discussed after the results to mathematically capture what I discover in the data. In both the extensive margin (the decision to donate or not) and intensive margin (the amount conditional on donating) of the donation decision, there is a U shape in the treatment groups, albeit in the extensive margin only do I see statistically different treatment results.

I.2 Literature Review

There is a vast literature on choice overload at the crossroads of economics, management, and psychology, so an exhaustive review is beyond the scope of this paper. First, some choice overload papers focus on the number of preferred options chosen, such as Iyengar and Lepper (2000) and Reutskaja et al. (2018). Iyengar and Lepper employ field experiments to provide evidence that having too many options leads to a decrease in purchase likelihood. Using choices among chocolates, jams, and essay prompts, they find subjects reported more satisfaction when their original selections were limited to 6 options instead of 24 or 30. Reutskaja et al. (2018) shows neuroscientific evidence of choice overload. By using functional magnetic resonance imaging activity in the striatum and anterior cingulate cortex, Reutskaja et al. discovered when a subject chose from sets of 6, 12 or 24 items, the subject's brain activity was highest for the 12-item sets. They found an inverted U-shape in the function of choice set sizes and brain activity which they suggested the 12-item set was the "right number of options."

Second, for my experiment it is vital to set up an environment that will allow for choice overload to exist. Chernev, Bockenholt, and Goodman (2015) find evidence that once moderating variables, i.e., preconditions such as choice set complexity, decision task difficulty,

preference uncertainty, and effort-minimizing goal, are considered, the overall effect of the choice set size on choice overload is significant and impactful.⁶

Third, several papers look at the effects of defaults on charitable donation decisions. There are mixed results on whether default lists impact contribution amounts and the choice to donate. Altmann et al. (2014) find when there are changes in the default amounts, this triggers the shift in the distribution of donation amounts. Website visitors are randomly assigned different donation default amounts corresponding to percentiles of the distribution of donation amounts on the platform. The authors find strong bunching of donations exactly at the default treatment. They do not find any changes to the frequency of contributions in the vicinity of the default amount. Schulz, Thiemann, and Thoni (2017) find there is a significant difference in donation decisions when there are two distinct choice architectures. They focus on the difference between the presence and the absence of a default list of charities. Offering a default list of 5 charities (instead of having no list to choose from) doubles the fraction of donors and the revenue for these charities.

Finally, some papers have done similar experiments on charitable giving and varying option set sizes. Previous research on charitable giving and the size of a choice set suggests varying the donation options changes the amounts people decide to donate. Scheibehenne et al. (2009) conducts a charitable giving experiment to study the “too-much-choice effect.” They find no

⁶ Choice overload requires a set of necessary preconditions: choice set complexity, decision task difficulty, preference uncertainty, and a decision goal (Chernev, Bockenholt, & Goodman 2015). Choice set complexity is the amount of time that an individual takes to choose an N alternative from a choice set of N objects (Hendrick, Mills, & Kiesler 1968). The complexity increases as the number of equally valued alternative increases or if the number of the attributes increases (Payne, Bettman, and Johnson 1993). Decision task difficulty affects the structural characteristics of the decision-making problem yet does not influence the specific options within the choice set (Payne, Bettman, and Johnson 1993). The degree to which an individual establishes their preferences when making their choices is preference uncertainty. Finally, the decision goal is the degree to which individuals minimize their cognitive costs in the decision-making process.

overload effect when they offered different list sizes for a pair of choice sets for large and well-known charities and another for small and lesser-known charities. Only having a requirement to justify one's decision to the experimenters seemed to produce the "too-much-choice effect." When people are required to justify their decisions in terms of choosing from the large-assortment (instead of the small-assortment size), they are less likely to donate. Soyer and Hogarth (2011) find evidence that donations increase when the number of options in the list increases from three to sixteen. There is an increase in donations at a decreasing rate with larger number of recipients which, from their research, does not suggest choice overload architecture in charitable giving environments. Soyer and Hogarth (2011) also find when they limited giving to only one NGO charity (instead of being able to donate to multiple) that donors gave less than when the restriction did not apply. Finally, Carroll, White, and Pahl (2011) discover people's decisions are impacted by the number of options for volunteering. The larger list of hypothetical organizations (30 choice set instead of 10) caused more decision difficulty and likelihood of deferment (in terms of subjects volunteering their time). This was the first paper to look at the detrimental impacts of choice overload on volunteering.

I.3 Behavioral Hypotheses

Although choice overload has been researched extensively in many contexts, very little theoretical work on choice overload exists.⁷ In this case, I present behavioral hypotheses and will suggest an ex-post theoretical model of choice overload in an altruistic setting after the results.

⁷ Kuksov and Villas-Boas (2010) theoretically show that that search costs could lead consumers not to search nor choose on option if there are too many or too few options. Deb and Zhou (2018) use a model to show that choice overload is based on reference-dependent preferences.

From the choice overload literature in a consumption setting, more choices lead to worse outcomes which may include not making a choice at all. In the limited, aforementioned, literature on choice overload in altruistic setting literature there is not a definitive pattern to what happens to the decision to choose in a charitable giving environment. As my design more closely resembles the consumption settings, my behavioral hypotheses are as follows:

Behavioral Hypothesis 1: The fraction of subjects who donate will be decreasing in list size.

Behavioral Hypothesis 2: The amounts donated will be decreasing in list size.

I.4 Experimental Design

The data collection came from a field experiment conducted at the University of Arkansas from April of 2019 to April of 2020. A total of 156 people participated across three treatments described below. Subjects earned \$7.00 for taking an average 10-minute online survey.

The online survey was programmed on Qualtrics and distributed to university staff members via their Arkansas email addresses. Staff members were targeted for three practical reasons. First, given this was a field experiment, staff members are easy to locate on campus. Second, staff members usually are more representative of those who donate than undergraduate students with little to no income. Third, the University requires a University ID number or social security number for direct cash to research subjects, which staff members have.

Following the survey, subjects could choose to donate some or all their \$7 participation fee to charity. Subjects were randomly assigned to one of three treatments: a list with 5 charities to

choose from (hereafter, “List 5”), a list with 35 charities to choose from (hereafter, “List 35”), and a list of 100 charities to choose from (hereafter, “List 100”).⁸

The survey consists of personality and demographic questions. The first question in the survey asks to what type of charity a respondent would like to donate. There are six types of charities: animal, arts and culture, education, environmental, health related, and international NGO / disaster relief. The charity selection framework was added to make the charity options relevant (Li et al. 2017). Allowing participants to first pick an interest group before giving the choices of charities, I hope to mitigate the issue of capturing indifference in choosing to donate instead of choice overload.

Respondents complete the Ten Item Personality Measure (TIPI) which is a measure of the “Big 5” personality traits (Gosling et al. 2003). The TIPI Ten Item Personality Measure questions divulge personality traits such as extroversion, agreeableness, conscientiousness, emotional stability, and openness to experiences. The ten TIPI questions are graded on a 7-point Likert scale from “strongly disagree” to “strongly agree.” The subject selects the extent to which they agree or disagree with each of the statements about how they see themselves, such as “anxious, easily upset” or “extraverted, enthusiastic.” Respondents also complete several questions from the Global Preference Survey (GPS, Falk et al. 2018). The five GPS questions (Falk et al. 2018) include people’s views of themselves on altruism, negative reciprocity, risk beliefs (such as risk aversion), and time preference. This is measured on a 0-10 Likert Scale from “completely unwilling to do so” to “very willing to do so.” Finally, the subjects complete a

⁸ Iyengar and Lepper (2000) find that a choice of 24 jams / jellies for sale starts to cause choice overload. When 6 jams / jellies are offered, more people taste and buy the merchandise than when there are 20 or more options. List sizes of 5 and 35 charities were chosen to roughly mimic those numbers. I randomly assign the subjects list size treatments through Qualtrics.

locus of control measure (Rotter 1966). Locus of control measures the degree to which a person believes they have control over the outcome of events in their own life. A more efficacious, i.e., “internal,” individual feels she has more influence over their own life outcomes (due to control, skills, or behaviors) versus a more fatalistic, i.e., “external,” person who believes outcomes are based more on luck, fate, or chance. There are four questions for which the subject can choose the statement they most agree with (for example, “getting what I want has little or nothing to do with luck”). Then, they have a corresponding question that asks if the chosen statement is close to (or not very close to) their opinion. Locus of control questions score on a 4 to 16 scale and are increasing in internality.⁹

Prior research has found a varying evidence of relationships between the Big 5 personality traits and prosocial behavior to have modest marginal or inconsistent significance (Bem and Funder 1978; Kenrick and Funder 1988). Even though many personality traits have marginal to no significance when it comes to altruistic behavior (Bem and Funder 1978; Kendrick and Funder 1988), agreeableness, as found in Graziano and Eisenberg (1997), might be the core dispositional trait that contributes to altruistic behavior.¹⁰ Other psychological studies found people who are efficacious are also more altruistic (Gore and Rotter 1963; Sharma and Rosha 1992). Considering these findings, I will control for these traits in my analysis.¹¹

These charities are chosen from the Combined Federal Campaign (CFC) Charity List for 2017.¹² The CFC has a list has 2,057 federally approved local organizations and

⁹ All scales are included in the appendix.

¹⁰ The agreeableness trait serves to modify the gain on the amount of compassion and benevolence people experience in response to others’ need or anguish (Yarkoni, Ashar, and Wager 2015).

¹¹ The control variables for TIPI, GPS, and Locus of Control are all standardized within the sample in order to have a mean of zero and a standard deviation of one in the subsequent tables.

¹² All of the charities can be found at Cfcenca.org.

national/international organizations. It is the only authorized workplace solicitation of federal workers on behalf of charitable organizations. The CFC began to coordinate the fund-raising efforts of many charitable organizations so Federal donors would be solicited in the workplace and be able to make charitable contributions through payroll deduction (CFC 2017). Each charity in the CFC list is assigned a number. I randomly selected charities from the CFC to create the treatment lists.¹³ For example, a subject who chose health related charities as their category, could see a list for 5, 35, or 100 health related charities, such as the Children’s Transplant Association or the Skin Cancer Foundation, Inc. The list of 5 and 35 are truncated versions of the 100 list. Subjects also had a one paragraph description of the charity’s mission statement taken from cfcnca.org. This information is provided to increase people’s trust in the CFC charities (Kirk and Nolan 2010).¹⁴

Subjects can choose to donate any amount between \$0 and \$7 (in whole dollar increments). After the survey is completed, the subject is paid what they choose not to donate. Any donations are sent to the respective charities by the experimenter via mail with tax receipt information for the donor. This is done to reduce the costs of participation in donating.

I.5 Results

I.5.1 Summary statistics

13 The lists are in the appendix (for the 5, 35 and 100 list sizes for each of the 6 charity types). Choice overload specifically seems to exist when there is not a dominant (or default) choice present (Dhar 1997; Mogilner et al. 2008; Scheibehenne et al. 2010). By completely randomizing within each of the categories listed above, not every list will be compiled with just large name charities, hence, there is less chance of someone having a dominant choice for a charity which will then negate the proper environment of choice overload. This is also done to avoid recognition bias or “anchoring” that could exist from a subject just choosing a charity purely by recognizing the name.

14 From Kirk and Nolan (2010), a well-designed mission statement is supposed to be linked to better organizational performance, influence over motivation, and a mechanism for signaling legitimacy to stakeholders.

Table 1 presents the descriptive statistics for the 156 participants for the percentage of subjects who decided to donate, the average donation amounts, the distribution of chosen charity options across treatments, as well as the demographic and personality traits. Approximately 70% of the survey participants are women which represents a slight oversampling (University of Arkansas Staff Climate Survey 2019). About 60% of respondents choose to donate, with the average donation of \$3.78 unconditional on giving and \$6.48 conditional on giving for all treatments.

Participants gave an average of \$4.14 for List 5 treatment, \$3.18 in List 35, and \$3.89 in List 100. The percentage of subjects who chose to donate is: 66%, 47%, 63% in the three treatments, respectively.

Table 1 also provides the average time someone took the survey, which shows an opposite pattern to the donation results. The average times were 10.70 minutes, 11.73 minutes, and 10.24 minutes in the three treatments, respectively. This can also be seen in Figure 2. The average duration in minutes to complete the survey conditional on choosing to donate is as follows: 9.20 minutes, 14.10 minutes, and 8.89 minutes. This table also shows the demographic balance tests. Here there is very little instances of differences between groups of the list size treatments.

1.5.2 Discussion of Behavioral Hypothesis 1

Result 1: *When subjects are presented with a List 35, they choose to donate less often than in the List 5 or List 100 treatment.*

Figure 1 shows the proportion of giving by treatment, and an obvious U-shape emerges across the three different list size treatments. The highest fraction of subjects who give comes from lists with 5 charities, while the smallest fraction of subjects who give comes from the list

with 35 charities. The proportion of those who decide to donate increases again at the List 100 treatment with more charity options. The figure is inconsistent with Hypothesis 1.

In Table 2, as a simple test of the Behavioral Hypothesis 1 (choice overload on the extensive margin), I employ a two-sample probability ratio test in order to test the equality of the proportion of individuals who donated by the each of the treatments. The difference between list sizes of 5 and 35 is significantly different at the 5% level ($p = 0.032$).¹⁵ I cannot reject the hypothesis that there is a difference between the proportion of choosing to donate between list sizes of 35 and 100 ($p = 0.23$) or between the lists with 5 and 100 charities ($p = 0.34$).

Tests of proportions may fail to capture heterogeneity in how people make their donation decision. To address this, in Table 3, I report the marginal effects from probit models with various controls. Column 1 includes dummies for the treatments, dummies for charity type, and demographic variables such as gender, race, and education. Column 2 adds personality and preference questions from the TIPI and GPS. Column 3 includes personality trait and list size interactions. Column 4 includes a time component of the survey response time.

Regardless of the controls, a list size of 35 is associated with a significant reduction in the likelihood of donating relative to a list size of 5, an effect that ranges from a 22-percentage point decrease in Column 1 to a 30-percentage point decrease in Column 4, or a list size of 100. Besides Column 2, choosing from a list with 100 charities significantly increases the probability of donating relative to a list size of 35. This ranges from a 19-percentage point increase in Column 1 ($z = 1.78, p = 0.074$) to a 22-percentage point increase in Column 4 ($z = 1.93, p = 0.054$). By contrast, a list size of 100 is not associated with a statistically significant reduction in

¹⁵ These are two-sided test results.

the probability of donating relative to a list size of 5 in any specification, regardless of the controls. Although, the marginal effects for the 100 list are all negative, consistent with Hypothesis 1, the magnitudes are much smaller than for a list size of 35. Generally, these effects are consistent with choice overload in an altruistic setting only for intermediate numbers of alternatives.

Turning to the demographic and charity controls, choosing an arts and culture charity is associated with a significant reduction in the likelihood of donating. From Column 1, there is a 36-percentage point decrease in choosing arts and culture over choosing the animal charity type to a 51-percentage point decrease in choosing arts and culture over animal charity type in Column 4. There are no significant differences in likelihood of giving among other types of charities.

Contrary to much of the existing literature, those with more education are less likely to donate.¹⁶ Having a bachelor's degree statistically reduces the likelihood of donation relative to no college in Columns (2) through (4).

The literature on the effects of the Big 5 personality traits on giving is mixed (Bem and Funder 1978; Kenrick and Funder 1988). One consistent result that does emerge is that agreeableness consistently leads to more altruistic behavior (Ashton et al. 1998; Ben-Nur and Kramer 2011; Habashi et al. 2016), and the results here are no different. The estimated marginal effect in Column 2 indicates that a one standard deviation increase in agreeableness (such as

¹⁶ Yet, Wiepking and Maas (2009) do say that the positive relationship between higher education and charitable giving can be completely explained by financial resources, church attendance, requests for donation, and pro-social personality characteristics.

being sympathetic, compassionate, and warm) is associated with a 10 percentage point increase in the likelihood the subject donates to a charity.

Having a lower discount rate for future behavior positively impacts the choice to donate. A one standard deviation increase in patience is associated with a 10 percentage point increase in the likelihood of donating, which is consistent with other work showing a positive correlation between patience (lower discount rate for future behavior) and reciprocal altruism (Curry, Price, and Price 2008).¹⁷ A one standard deviation increase in self-identified altruism significantly increases the probability of donating by 12 percentage points, which is nearly half the magnitude of the of the marginal effect of a list size of 35.

An individual with a more internal locus of control believes she can influence her own outcomes (Sharma and Rosha 1992). Internality may impact the money given to charities if the giver feels their dollar will have a greater influence on those in need. The locus of control variable shows that a one standard deviation increase in internality (being more efficacious) increases the choice to donate by 9 percentage points.

In Column (3), which includes treatment-personality interactions, the main effects of the treatments are quantitatively and qualitatively similar. The List 35 treatment decreases the probability of choosing to donate by 27 percentage points relative to List 5 ($p=0.021$), while List 35 is associated with the 20-percentage point decrease in the likelihood of choosing to donate relative to List 100 ($z=1.68, p=0.093$).

¹⁷ Reciprocal altruism means foregoing immediate benefits (or incurring an immediate cost) for the sake of a greater long-term benefit later. So not only does the benefit to donating need to be greater than the cost, but it also must compensate for the delay (Axelrod 1984). Since altruism inherently has patience built into its structure, individuals who exhibit this preference for a lower discount for future behavior are more disposed to engage in reciprocal altruism than those who have a higher discount rate.

Moving to the interactions, agreeableness has previously been shown to influence prosocial behavior, I also wanted to see if there was an interaction effect between agreeableness and the list treatments. A one standard deviation increase in agreeableness when being exposed to List 100 decreases the probability of choosing to give by 22 percentage points ($p=0.08$).

The only interaction between locus of control and the treatment dummies that is significant is with a list size of 35. The larger list sizes show a reduction in the choice to donate on average (instead of the List 5 treatment), yet a one standard deviation increase in internality of locus of control seems to increase the probability of choosing to donate when list size treatment increases by 23 percentage points. In this case, what is interesting is someone's internality positively impacts the choice to donate even with more cognitive and search costs associated with the List 35 treatment.

Column 4 includes the amount of time that the individual spent on taking the survey as a control. The magnitude and direction of the other variables are largely unchanged after the inclusion of duration. Duration, albeit very small in magnitude, still is significant. An increase in the minute it took to complete the survey increased the probability of choosing to donate by 1 percentage point. Subjects who take more time on the page could be reading the mission statements more thoroughly and trying to minimize any difference between their preferences and the available options in the lists.

1.5.3 Discussion on Behavioral Hypothesis 2

Result 2: *There is no evidence that list size differences have an impact on how much to donate conditional on choosing to donate.*

A prediction of this paper is that people will donate less money when faced with choice overload in a charitable setting. So, does choice overload manifests itself at the intensive margin, i.e., how much one chooses to give? From Figure 3, though, we can see that there is little differentiation in the amounts given. Rather, subjects mainly seem to decide to either give all or nothing (from zero, i.e., no donation to seven dollars).¹⁸

I.6 Model

In this section I lay out a simple framework to characterize the relationship between charitable giving and choice overload observed in the data. This model is used to capture what I observed in the data.

First, it generates a U-shape we have seen in the data. It is a sequential search model which is what makes the most sense in this context because subjects read the items one at a time, even if not necessarily in order. So, a decision maker (hereafter DM) who wants to look for a charity that matches his preferences needs to read through the charity (and mission statement) one by one. The individual's utility function includes both a monetary payoff component and a warm glow component (as found by Andreoni, Gale, and Scholz 1996).

Second, the warm glow portion of the utility function will have two parameters that matter: how much weight is given to warm glow and how much weight on finding a good charitable

18 In Figure 4 we can see the average donation amount conditional on giving has a U-shape, which is suggestive of a treatment effect not unlike that along with the extensive margin. After doing an F-test to test for joint significance between the different treatments. I fail to reject the null hypothesis that the list sizes are jointly statistically different from zero. This lends itself to the fact that I fail to show that choice overload exists on the intensive margin with differing list size treatments and the amount one chooses to donate to a charity. The largest average donations come from lists with 5 charities (\$4.14), while the lowest average donations come from lists with 35 charities (\$3.18). I also conduct OLS and two bound Tobit models where there are no significant differences in list size treatment donated dollar amounts. Results and discussion of the personality traits can be found in the Appendix.

match. When discussing the “good charitable match,” this factor will enter the utility function as a penalty. This is a penalty for the deviations from the DM’s ideal charitable match. This is known as a match quality deviation. This is an important distinction from the consumption setting to an altruistic one. The former enters the utility function through the monetary payoff. The latter is a function of warm glow in which the warm glow is more indirect. It will require the DM takes an action that will generate the warm glow. The individual will also face convex search costs.

The part I am trying to focus on now is the tension that gives rise to the U-shape between the costs and the expected benefit of search. The DM will search as long as the expected benefits outweigh the expected costs. For the List 5, the expected benefit (finding some perfect charitable match) is low, but the marginal costs are lower so the DM searches. In List 35, the marginal cost is increasing, and the expected benefit is decreasing. For this specific list size treatment, the drop off in the marginal expected benefit of search is so rapid, that the DM gives up searching rather quickly as the costs increase. With the larger list size, say List 100, the DM will actually search a little while longer because the drop off is less rapid (and more likely to find that charitable fit between preference and available options).

I.7 Conclusion

This paper investigates the existence of choice overload in an altruistic setting through varying lists of real charity options. Participants in the experiment have the opportunity to donate any of their experimental earnings to charities after they take a survey of demographic and personality questions. The subjects are randomly selected to be in one of three treatment list sizes. Subjects can be selected into a charity list of 5, 35, or 100. I examine the relationship among an individual’s choice to donate and the donation amounts across the treatments.

Having a list of 5 possible charities yields the most donations and donated amounts. Consistent with a generic theory of choice overload, having 35 charities to choose from leads to a smaller proportion of donations, as well as lower amounts. Surprisingly, however, a list nearly three times as long, with 100 charities to choose from, results in donation decisions that are essentially the same as when an individual has only 5 suggested charities. This is inconsistent with results from consumption situations, suggesting that differing motivations underlying altruistic choices may result in different choice dynamics.

At first, I expected to find a negative relationship between the list size treatments and the choice to donate and the donation amounts. It was surprising to see choice overload reveal itself in a unique way. I find significant evidence that list size treatments impact the choice to donate yet not the donation amounts. With a list size of 5, there are no expectations of finding some perfect fit for giving as well as there is minimal (to no) cognitive fatigue reading over 5 charity options. The List of 35 options, there is a significant negative impact on the choice to donate. It is difficult to understand why a list size of 35 would have such a negative impact on giving and yet not the List of 100. But with closer analysis, it seems that subjects welcome the List 100 when they want to find a “perfect” match to their charitable preferences. The marginal search costs seem to be less than the marginal search benefit of the warm glow itself and the hunt to find the right charity to give to.

Choice fatigue, from this paper, exists in a distinctive way in an altruistic setting. What really seems to matter is more of an all-or-nothing mentality. Give individuals very few options so cognitive / search fatigue does not even manifest itself or give individuals a large list of options so one can find their preferred charity to donate to. Those who want to donate and who are given a very large list size expect to find a great charity to donate to. They take the time to

read and find one they like, and that search / choice overload is mitigated by the positive expectation / match quality deviation of the right charity. Yet, giving people a medium sized list of options does not seem to do a great job in getting individuals to donate. They have the search costs of having to read beyond some small choice set yet there is a good chance they might not find a perfect fit to their expectations thus increasing any expected disappointment. People just give up and choose not to donate.

I find no evidence on the intensive margin that the amount of money that is donated changes over the different treatments. I suspect that there might be better evidence of donation amount changes if the stakes of the experiment were higher. Instead of the “all-or-nothing” we saw with the majority of the subjects in this experiment, I would expect to see a bigger spectrum of allocation to donated dollar amounts with a larger amount of earnings.

Another interesting point is the fact that the charity list options I present in the experiment are first subcategorized. The charities are not alphabetical; thus, people must read through the charities in order to find one they might recognize, yet they are in some sort of “categorical bin.” People are not just arbitrarily sifting through long lists of completely randomized charities (such as animal shelter for horses in Wyoming then an NGO in Tanzania then an educational charity for children in Chicago, etc.). In this case, if the lists were completely randomized, I would suspect choice overload would be more likely to exhibit itself in the more standardized way where larger options sets would have a negative impact on choice. So, for organizations that are trying to set up charitable giving drives, it may be that keeping subcategories will help giving with very long sets of options than a completely randomized approach.

For policy implications, this paper can contribute to altruistic giving and charity choice options when asking for donations. From these results, people seem to prefer either a very small, succinct choice set or a very large one. It appears people in the List 100 treatment prefer to find a very close match to their preferences, or they do not read the majority of the large list size. Thereby, offering individuals an exhaustive list of choices for giving might not hinder the choice to donate or donation amounts. The tension appears to lie in the intermediate option sets. Individuals who peruse what at first blush seems like a good variety, yet manageable number of options come to find out it is not as manageable as they thought. They want to consider options by searching and reading sequentially through. Yet, as choice overload exists in a consumer environment, it seems to exist as well in an altruistic one when people try and actually read through the list and eventually give up. Therefore, offer the more extensive and exhaustive list. Individuals will either not read the list to begin with, or only the ones on a very specific mission will peruse the options, which in this case, led to more donations toward very needed charitable missions.

Further research could be done on more randomized list size options. In this case, it is important to be able to parse out the difference between choice overload and complete indifference for the charities given the lack of categories that might be more appealing for warm glow from individuals. It would also be beneficial to rerun this experiment outside of an academic arena. Working in an educational institution might collect a certain type of worker. I would love to do this in a bigger fashion (with more subjects) and with more varied backgrounds (more general public) and see if the U-shape donation (choice to donate to and amounts) stay consistent. It would also be helpful to see how long individuals stay on the charitable list page.

Building in buttons into the survey to see if people read the mission statements or not could be some useful information in the search for a perfect match story.

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Appendix I.9.A Tables and Figures

Table 1. Descriptive Statistics and Control Balance Table

	Treatment			Difference		
	List 5	List 35	List 100	(5)-(35)	(5)-(100)	(35)-(100)
<i>Dependent variables</i>						
Choice to donate	0.66	0.47	0.63			
Donation amount	4.14 (3.39)	3.18 (3.49)	3.89 (3.38)			
<i>Control variables</i>						
Animal Charity	0.26	0.37	0.33	-0.01	-0.03	-0.02
Arts & Culture Charity	0.07	0.08	0.10	-0.12**	-0.07	0.04
Educational Charity	0.24	0.20	0.23	0.09	0.09	0.00
Environmental Charity	0.10	0.16	0.06	-0.06	-0.02	0.04
Health Related Charity	0.22	0.14	0.17	0.07	0.03	-0.04
NGO / Disaster Relief	0.12	0.04	0.10	0.02	0.00	-0.02
Female	0.71	0.76	0.69	-0.02	-0.10	-0.08
White	0.81 (0.38)	0.80 (0.43)	0.79 (0.41)	0.07	0.03	-0.04
Black	0.03 (0.18)	0.04 (0.24)	0.06 (0.24)	-0.03	-0.03	-0.02
Hispanic	0.07 (0.22)	0.04 (0.20)	0.06 (0.24)	0.01	-0.03	-0.04
Other Races	0.09 (0.28)	0.12 (0.35)	0.09 (0.28)	-0.06	0.03	0.08
No college	0.24 (0.42)	0.34 (0.48)	0.21 (0.41)	-0.12	0.02	0.14
Bachelor's Degree	0.27 (0.45)	0.27 (0.45)	0.27 (0.45)	0.15*	-0.03	-0.18**
Graduate	0.49 (0.50)	0.39 (0.49)	0.52 (0.50)	-0.03	0.01	0.04
Extroversion	4.25 (1.69)	3.98 (1.74)	4.50 (1.56)	-0.12	-0.09	0.02
Agreeableness	5.08 (1.18)	5.22 (1.33)	5.23 (1.06)	0.15	-0.07	-0.22
Conscientiousness	5.63 (0.98)	6.03 (1.12)	5.78 (1.08)	-0.09	-0.60***	-0.51**
Emotional Stability	4.66 (1.32)	4.84 (1.27)	4.66 (1.47)	0.40	0.05	-0.36
Openness	5.19 (1.03)	5.10 (1.19)	5.24 (1.22)	-0.12	-0.41*	-0.29
Time Preference	7.54 (1.66)	6.84 (2.03)	7.59 (2.09)	0.74**	-0.06	0.80*
Risk Aversion	5.76 (1.90)	5.84 (2.26)	6.61 (2.25)	-0.05	-0.80**	-0.76*
Altruism	7.81 (1.91)	7.91 (2.43)	7.87 (2.22)	-0.07	-0.07	0.00
Negative Reciprocity	3.10 (2.43)	3.14 (2.47)	3.50 (2.06)	-0.03	-0.39	-0.37

Table 1 (cont.)

	Treatment			Difference		
	List 5	List 35	List 100	(5)-(35)	(5)-(100)	(35)-(100)
Duration of Minutes	10.70 (11.01)	11.73 (9.90)	10.24 (5.99)			
Number of subjects	58	49	49			

Notes: The standard deviations in parentheses. Charity type is categorized as follows: Animal related, Arts & Culture, Education, Environment, Health Care related, and NGO/Disaster Relief. Race is categorized as follows: Caucasian, African American, Hispanic, and other races. Education is divided into 3 categories: No college to some college, bachelor's degree, and some graduate school to graduate degree. For the TIPI personality traits (extroversion, agreeableness, conscientiousness, emotionally stable, and openness) is a Likert scale from 1 to 7 and all increasing in that trait. The GPS traits (time preference, risk aversion, altruism, negative reciprocity) are based on a Likert scale from 0 to 10 where the measure is increasing in that trait. Locus of control is increasing in internality with a scale of 4 to 16. The reason that List 5 has 9 more observations than List 35 and List 100 are due to the fact that 9 subjects (5 in List 35 and 4 in List 100) did not complete the survey thus the data was not used.

*Significant at the 10%. **Significant at the 5%. ***Significant at the 1

Table 2. Two- sample test of proportions on choice to donate and list size treatments.

Comparison	Z-score	p-value
5 vs. 35	2.14	0.03**
35 vs. 100	-1.20	0.23
5 vs. 100	0.95	0.34

Notes: *Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

Table 3. Impact on the Probability of Giving: Marginal effects in probit models

Dependent Variable	Probability of giving to a charity			
Variable	(1)	(2)	(3)	(4)
List size of 35	-0.22** (0.10)	-0.25** (0.11)	-0.27** (0.12)	-0.30** (0.12)
List size of 100	-0.03 (0.10)	-0.08 (0.11)	-0.07 (0.12)	-0.07 (0.12)
Arts & Culture	-0.36** (0.15)	-0.45*** (0.14)	-0.52*** (0.14)	-0.51*** (0.14)
Education	-0.18* (0.12)	-0.23* (0.13)	-0.22* (0.13)	-0.23* (0.13)
Environment	0.02 (0.14)	0.02 (0.15)	0.02 (0.15)	-0.02 (0.15)
Health	-0.03 (0.12)	-0.10 (0.13)	-0.12 (0.14)	-0.13 (0.14)
NGO / Disaster	0.01 (0.15)	-0.09 (0.17)	-0.10 (0.16)	-0.14 (0.17)
Female	-0.03 (0.10)	-0.05 (0.11)	-0.08 (0.12)	-0.05 (0.12)
African American	0.04 (0.18)	0.10 (0.20)	0.09 (0.20)	0.09 (0.20)
Hispanic	-0.10 (0.19)	-0.16 (0.20)	-0.20 (0.18)	-0.24 (0.17)
Other Races	0.08 (0.14)	0.07 (0.15)	0.08 (0.16)	0.08 (0.18)
Bachelor's	-0.12 (0.11)	-0.19* (0.11)	-0.22* (0.12)	-0.23* (0.12)
Graduate	-0.07 (0.11)	-0.14* (0.11)	-0.17 (0.11)	-0.18 (0.11)
Extroversion		-0.06 (0.05)	-0.06 (0.05)	-0.06 (0.05)
Agreeableness		0.10* (0.06)	0.20** (0.09)	0.22** (0.09)
Conscientiousness		-0.03 (0.05)	-0.03 (0.05)	-0.05 (0.05)
Emotional Stability		-0.03 (0.05)	-0.01 (0.05)	-0.02 (0.05)
Openness		0.06 (0.05)	0.06 (0.05)	0.06 (0.05)
Time Preference		0.10** (0.05)	0.09* (0.05)	0.10* (0.05)
Risk Aversion		0.01 (0.05)	0.02 (0.05)	0.01 (0.05)
Altruism		0.12*** (0.05)	0.17*** (0.05)	0.18*** (0.05)
Negative Reciprocity		0.03 (0.06)	0.03 (0.06)	0.05 (0.06)
Locus of Control		0.09* (0.05)	0.01 (0.08)	0.01 (0.08)

Table 3 (cont.)

Dependent variable	Probability of giving to a charity			
Variable	(1)	(2)	(3)	(4)
Locus x List35			0.23** (0.12)	0.23** (0.12)
Locus x List100			0.07 (0.12)	0.07 (0.12)
Agree x List35			-0.15 (0.11)	-0.13 (0.11)
Agree x List100			-0.22* (0.12)	-0.22* (0.13)
Duration				0.01* (0.01)
Pseudo R ²	0.07	0.19	0.22	0.23

Notes: Standard errors are in parentheses. The marginal effects are evaluated at the sample means. Animal related charities list was omitted for comparison under the charity types. Caucasian was omitted for the race and “No college / some college” was omitted for the education variables. The control variables for TIPI, GPS, and Locus of Control are all standardized within sample in order to have a mean of zero and a standard deviation of one in the subsequent tables.

*Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

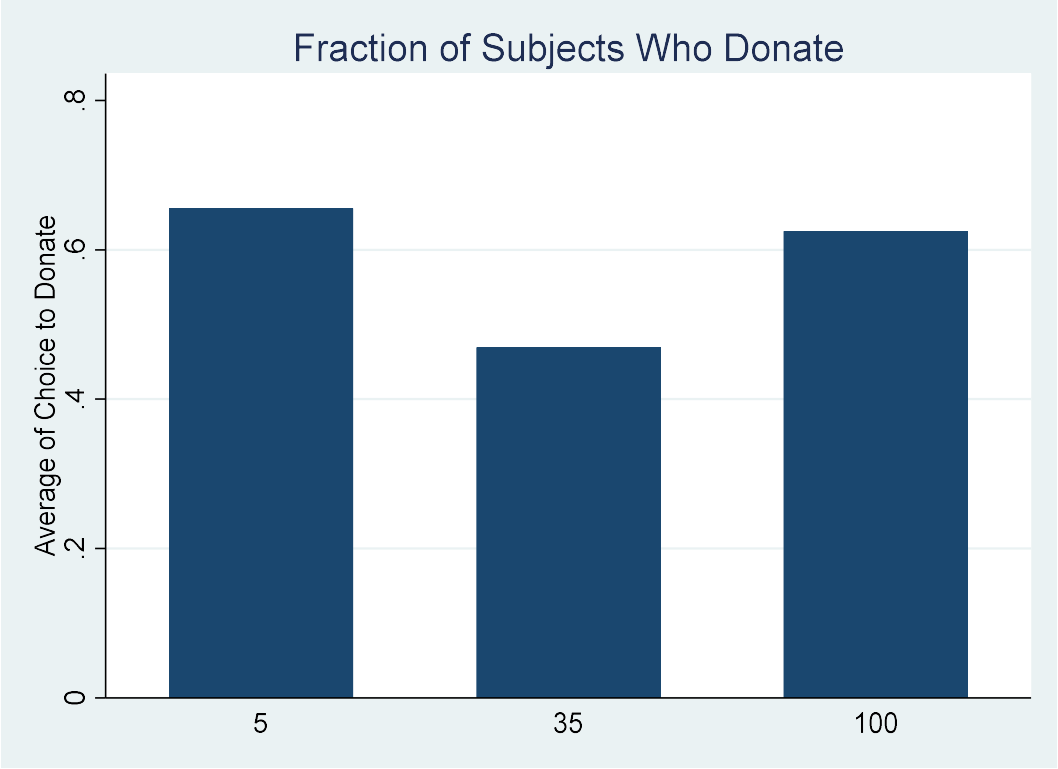


Figure 1. Fraction of subjects who choose to donate by List Size, 5, 35 and 100.

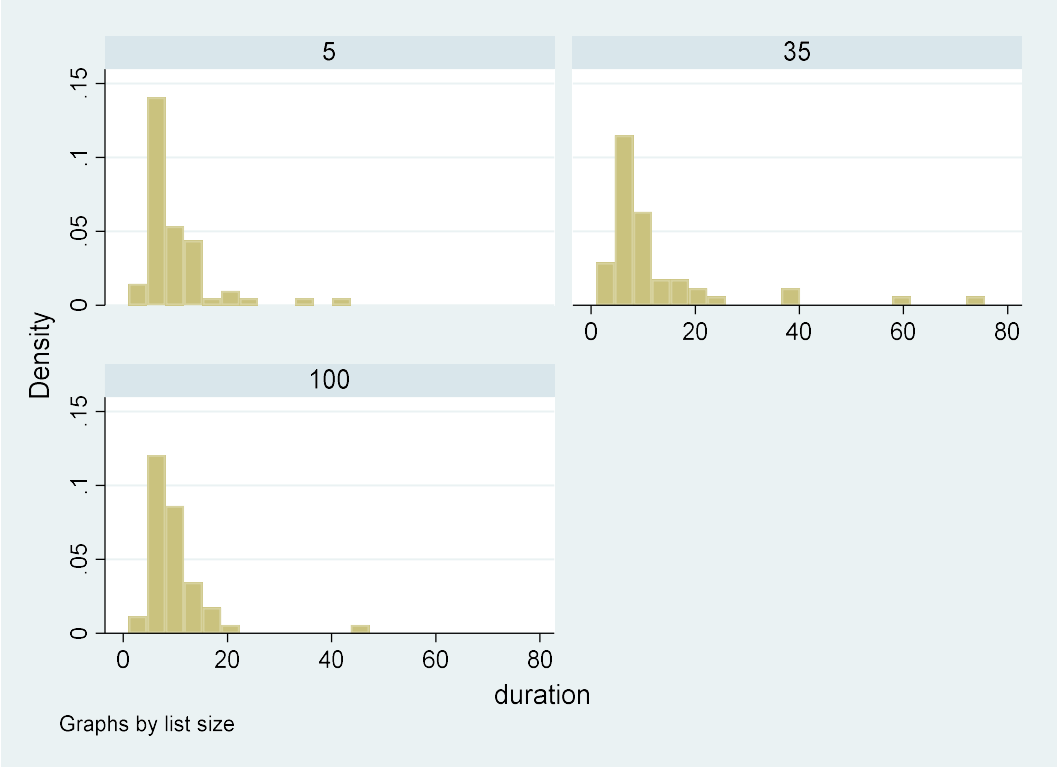


Figure 2. Duration in Minutes of Survey Time by List Size, 5, 35, and 100

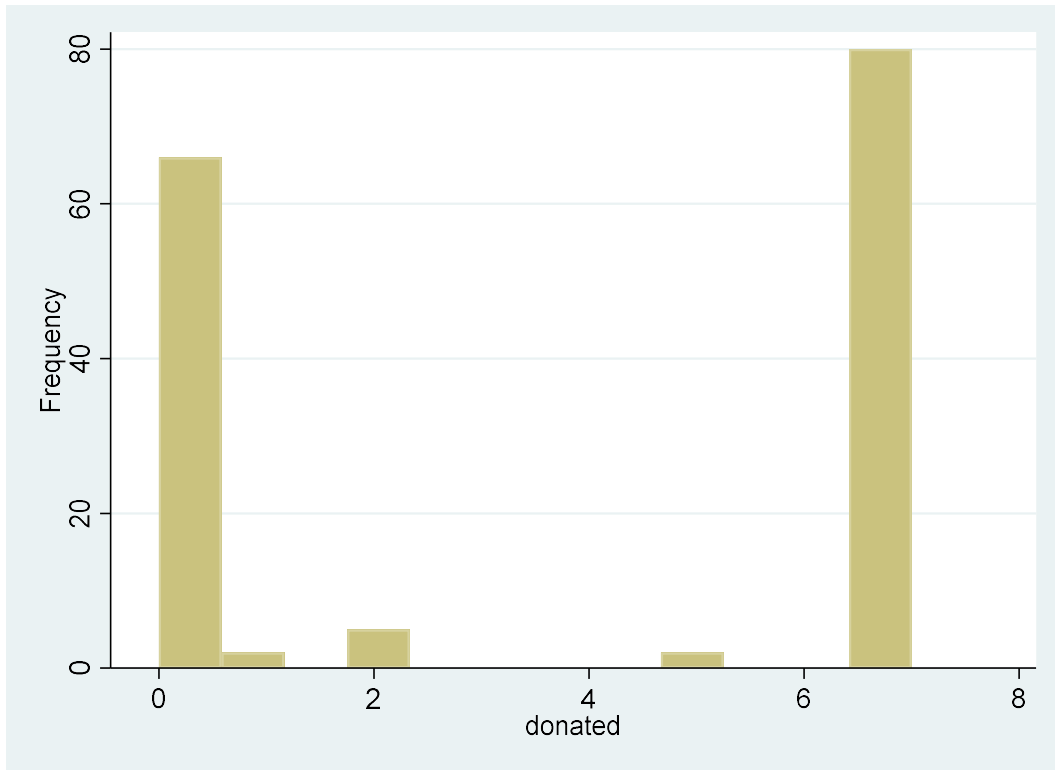


Figure 3. Frequency of Donated Dollar Amounts

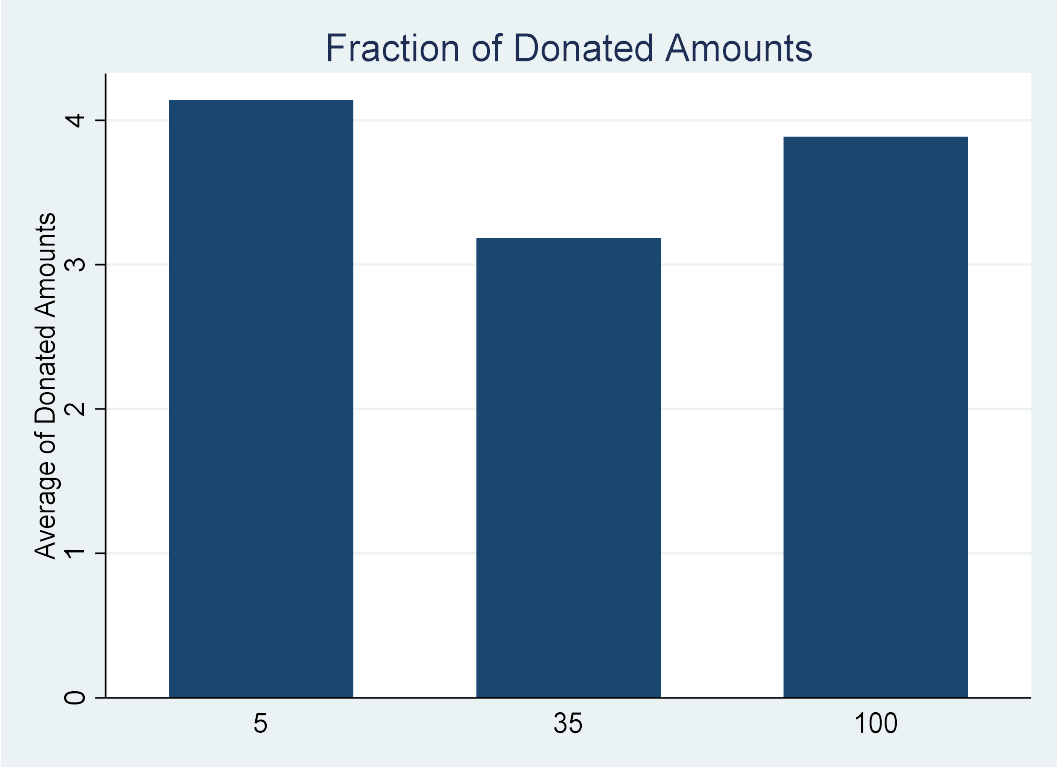


Figure 4. Average Donation Dollar Amounts, by List Size, 5, 35, and 100

Appendix I.9.B: Discussion of Donated Amounts

A pairwise comparison test for the donated amounts over the different list treatments shows that the mean score for List 5 ($M = 4.13$, $SD = 0.45$) is not significantly different than the List 35 condition ($M = 3.18$, $SD = 0.49$) yet is marginally close to significance. The mean score for List 5 and List 100 ($M = 3.94$, $SD = 0.49$) also is not statistically different, nor was the mean score for List 35 and List 100. Albeit it seems the U-shape exists visually in Figure 2; the U-shape relationship does not seem to exist significantly through the pairwise comparison tests.

I present evidence concerning the relationship between the list sizes and the average donation dollar amounts of those who choose to donate to a charity. The goal is to establish whether the list size treatments influence the dollar donation amounts conditional on those who donated. The results in Table 5 reports the OLS regression of Behavioral Hypothesis 2. Demographic, personality and preference questions from the TIPI and GPS are added into the regressions to see if they have any impact on the dollar amounts of giving conditional on the donation decision.

According to the OLS estimation results shown in Table 5, column 1, being in List 35 compared to List 5 decreases the average donated dollar by \$1.00. Having the List 100 treatment compared to being in List 5 decreases the amount an individual donates by about \$0.15 cents. Yet since these variables are not significant, this result cannot add evidence towards Behavioral Hypothesis 2 that choice overload does exist between the 5 and 35 (or 5 and 100) treatments in terms of giving amounts from participants. This seems to suggest that once people choose to make the decision to donate, they do. The amount that they choose, given it is only \$7 that they are earning, seems to be overwhelmingly “all” of their earnings. Out of the 156 participants, 81

people donated all their earnings.¹⁹ So, given the size of the earnings might have played an impact on the lack of significance. Once people thought to find a charity to donate to, a vast majority just decided to donate the whole amount instead of splitting it up.²⁰ The list treatments remain insignificant across the models. So, it seems that behavioral hypothesis 2 is not supported with the data. Choice overload or decision fatigue appears to exist within the extensive margin of choosing whether to donate yet is not supported on the intensive margin on how much one decides to donate conditional the choice to do so.

The results in Table 5 of the treatments, the charity types are quantitatively and qualitatively similar in column 2 as in column 1. Demographics and the personality factors are added into this model. Yet, none of the demographic variables are statistically significant. But some of the other factors do play a part in altruistic giving. In column 2, being more agreeable increases your donation dollar amount. A one standard deviation increase in agreeableness statistically increases the dollar amount donated by \$1.28. This is consistent with the prior literature listed earlier. This makes sense that someone who views themselves as an agreeable and warm person might be more empathetic and willing to donate more money to a good cause.

A one standard deviation increase emotional stability significantly decreases the amount donated by \$0.52 cents. This is consistent with Ben-Ner and Kramer (2011) where more neurotic individuals (low emotional stability) give more money to another in a dictator game. Viewing yourself as more altruistic (a one standard deviation increase) statistically significantly

19 Only an additional 10 people chose to donate other varying amounts of their earnings (such as \$1, \$2, and \$5). Of course, it was stated they were able to donate no, some, or all their earnings and that anything not donated would be received in cash.

20 This of course could be a different story if the earnings were much greater. I would expect more deliberation from participants of splitting of money for donation / keep if the earnings were higher.

increases the donation amount by \$0.90 cents. This result does not seem surprising, yet it is good to see that people who claim themselves to be rather altruistic also seem to act accordingly.

The interactions for the locus of control and list size treatments are both positive and significant. For a one standard deviation increase in internal locus individuals, it seems that increasing the list size options increases the amount that one donates (\$1.65 more in List 35 and \$1.10 more in List 100). In this case, more internality might cause individuals to want more options present in order to discover a good cause. Decision fatigue might not set in at the same rate as more external individuals. Once they do find the right charity, it seems that these individuals also want to donate more of their money towards that cause than their more external counterparts.

The interaction between agreeableness and list treatments has a negative relationship with donated amounts. At first blush, this goes prior research where more agreeable people donate more (Yarkoni, Ashar, & Wager 2015) but Ben-Ner and Kramer (2011) found that the lowest giving amounts were by those who were high on the agreeableness scale.²¹ The larger list sizes indicate a decline in the amount one donates on average (instead of the List 5 treatment). A one standard deviation increase in agreeableness decreases the amount one chooses to donate by \$1.37 when the list size treatment increases to List 35.

²¹ In the Ben-Ner & Kramer (2011) paper, the lowest levels of giving were exhibited by individuals who were emotionally stable (low on neuroticism), average-low on extroversion, high on agreeableness and average-low on conscientiousness when looking at all of the target groups. When looking at reciprocal altruism, they find a positive-diminishing effect of agreeableness on giving amounts.

Table 4. Two Sample T-Test on donated amounts and List Size Treatments.

Condition	Mean	Std Deviation	t	p-val
5 vs. 35 and 100	4.14	3.39	-1.07	0.29
35 vs. 5 and 100	3.53	3.44	1.41	0.16
100 vs. 5 and 35	3.18	3.49	-0.31	0.76
	4.02	3.37		
	3.89	3.38		
	3.70	3.45		

Table 5. Determinants of Giving as a percentage of Endowment.

Variable	Dependent variable	
	Donation amounts conditional on giving	
	(1)	(2)
List size of 35	-1.00 (0.71)	-1.23* (0.68)
List size of 100	-0.19 (0.67)	-0.13 (0.71)
Arts & Culture	-1.35 (1.11)	1.12 (1.20)
Education	-0.71 (0.82)	0.40 (0.85)
Environment	-2.06** (0.93)	2.13** (0.90)
Health	1.31 (0.88)	1.21 (0.91)
NGO / Disaster Relief	0.91 (1.08)	1.20 (0.92)
Female	-0.26 (0.66)	-0.29 (0.75)
African American	-0.51 (1.13)	-0.12 (1.25)
Hispanic	-0.18 (1.29)	-0.19 (1.45)
Other Races	-0.34 (1.06)	0.08 (1.03)
Bachelor's	-0.53 (0.83)	-0.76 (0.79)
Graduate	-0.53 (0.74)	-1.11 (0.73)
Extroversion		-0.38 (0.33)
Agreeableness		0.71 (0.51)
Conscientiousness		-0.05 (0.29)
Emotional Stability		-0.63* (0.30)
Openness		0.07 (0.30)
Time Preference		0.35 (0.30)
Risk Aversion		-0.26 (0.30)
Altruism		0.94*** (0.26)
Negative Reciprocity		-0.21 (0.32)
Locus of Control		0.62 (0.56)
Agree x List35		-1.28* (0.68)

Table 5 (cont.)

Variable	Dependent variable	
	Donation amounts conditional on giving	
	(1)	(2)
Agree x List35		-1.28* (0.68)
Agree x List100		-0.16 (0.67)
Constant	3.83 (0.97)	4.34 (1.01)
Number of subjects	156	156
R ²	0.07	0.30

Notes: Coefficients from OLS estimation; robust standard errors appear in parentheses.

*Significant at the 10%.

**Significant at the 5%.

***Significant at the 1%.

Table 6. Two Bound Tobit on the Determinants of Giving as a percentage of Endowment.

Variable	Dependent variable
	Donation amounts conditional on giving
	(1)
List size of 35	-15.66 (11.23)
List size of 100	-2.60 (14.60)
Constant	14.60 (7.66)

Notes: Coefficients from two bound tobit estimation; standard errors appear in parentheses.

*Significant at the 10%.

**Significant at the 5%.

***Significant at the 1%.

Appendix I.9.C: Information provided on the treatment charity lists.

Table 7.1 Animal Charity List

Animal Charity Name	Mission Statement	CFC Code
LITTLE WONDERS ANIMAL RESCUE INC.**	Provides sanctuary to homeless domestic animals. Are State and Federally licensed wildlife rehabilitators. Assists individuals and organizations to trap, neuter, and release feral cats.	50921
SPAY-NEUTER ACTION PROJECT**	SNAP provides affordable spay/neuter for pets of the general public and pays for spay/neuter surgeries and vaccinations for pets of low-income families.	58376
WILD DOLPHIN PROJECT INC.**	WDP's scientific research studies spotted dolphins in the wild. Founded in 1985, WDP is the longest running underwater dolphin research project in the world. Focused on behavior & sound, we are determined to "Crack the Code" of dolphin communication.	69488
FALLSTON ANIMAL RESCUE MOVEMENT INC.**	Dedicated to the rescue of dogs and cats determined to be "unadoptable" at local shelters. Provide medical care, behavior modification, and hospice care as needed. Pets live in foster homes until adopted.	68389
PANTHERA**	Conserving the world's 40 wildcat species – including the African lion, cheetah, and leopard—and their ecosystems. We strive to ensure a future for wild cats through effective global strategies by the world's premier cat biologists.	84070
WATERMELON MOUNTAIN RANCH INC.*	Fostering the animal-human bond through fostering, adoption and educational programs, this no-kill animal shelter believes all living creatures should be cared for and protected.	36678
GREYT EXPECTATIONS GREYHOUND RESCUE*	Committed volunteers receive and care for retired and surrendered racing Greyhounds. Dedicated to finding forever homes for the hounds and education and support for adopters.	71151
CHESAPEAKE CATS & DOGS INCORPORATED*	CCAD is a sanctuary for pets providing lifetime care for special needs and homeless cats and dogs. In addition, we provide medical care, adoption services, education outreach, support to families in need of help with pets, and hospice services.	24835
REFUGES FOR ALL WILDLIFE (NATIONAL WILDBIRD REFUGE INC.) *	Our refuges provide safe habitats for all wild birds and wildlife. They need your help to defend their fragile ecosystems, migration routes and flyways.	11793
CANINE COMPANIONS FOR INDEPENDENCE*	A cold nose and a warm heart! Our companion dogs provide independence, assistance and friendship that transforms the lives of children and adults with disabilities.	11647
CITIZENS FOR ANIMAL RIGHTS AND EDUCATION CARE*	CARE is a small, all volunteer animal rescue group dedicated to helping neglected, abandoned and surrendered animals in our area. We provide food, shelter and veterinary care for these babies, with the ultimate goal of finding them a forever home.	54520
SEARCH AND RESCUE ASSIST INC.*	Disaster search dogs work in extreme surroundings finding people trapped as a result of natural disaster or terrorist actions. Help us help others.	32407

Table 7.1 (Cont.)

Animal Charity Name	Mission Statement	CFC Code
PETS ON WHEELS INC.*	Our volunteers provide proven effective pet therapy to seniors, shelter residents, reading programs, developmentally disabled individuals & more to improve physical and mental health. Our services are FREE to recipients thanks to your donations.	90148
ST. HUBERT'S ANIMAL WELFARE CENTER (ST HUBERTS GIRALDA) *	Safe refuge and compassionate care for animals. Services include animal rescue, adoptions, spay/neuter, humane education, pet food bank, community outreach, dog training and pet loss support.	57087
GREYHOUND RESCUE INC.*	Volunteer group who finds loving homes for retired racing educates the public and encourages adoption. Provides spay/neutering, dental, shots, and any medical problems	59278
ALASKA SOCIETY FOR PREVENTION OF CRUELTY TO ANIMALS*	We provide low-cost, high-quality spay/neuter services, vaccinations, adoptions, and rural veterinary outreach, with the goal being responsible pet ownership and healthy pets in Alaska.	39047
FRIENDS OF THE ZOO INC.*	The mission of the Chattanooga Zoo is to engage and inspire our community to better understand and preserve wildlife by creating meaningful connections between people and animals. With an array of programs helping animals and the local community.	86252
ELEPHANTS, LIONS & RHINOS: RANGERS DEFENDING WILDLIFE & HABITAT (BIG LIFE FOUNDATION USA) *	Stop the killing of elephants and rhinos! Using highly effective and innovating anti-poaching conservation strategies, Big Life Foundation protects East Africa's wildlife and wild lands.	85179
ARIZONA ANIMAL WELFARE LEAGUE INC.*	Since 1971, the AAWL is the leading no-kill shelter in AZ offering adoptions, dog training, low-cost veterinary services, and humane education. AAWL helps rescue 5,000 animals annually throughout the State of Arizona.	52378
HEAVENLY PAWS ANIMAL SHELTER INC.*	We are an all-volunteer, all-donation based cat rescue that brings friendly stray cats off the street, rehabilitates them, and places them in loving forever homes.	43038
WORLD BIRD SANCTUARY*	Our Mission: World Bird Sanctuary preserves, protects and inspires to safeguard bird species in the global community for future generations. Our Vision: To create a world where diverse bird species are secure and thriving in a variety of stable ecological	58355
GOLDEN RETRIEVER RESCUE EDUCATION AND TRAINING INCORPORATED*	We are an all-volunteer organization dedicated to the rescue, foster care, and placement of Golden Retrievers. Since our inception in 1983, we have found loving forever homes for over 5,000 Golden Retrievers.	51768
WALLY'S FRIENDS*	Wally's Friends™ dramatically impacts the numbers of unwanted dogs and cats destroyed in shelters and starving on the streets by providing high-quality affordable spay/neuter surgeries for cats and dogs – more than 104,000 surgeries in ten years.	62745
CANINES FOR SERVICE INC.*	Canines for Service is dedicated empowering our Veterans with disabilities to achieve greater independence and enhanced quality of life through the gift of a high skills service dog for mobility, posttraumatic stress and/or traumatic brain injury.	16373

Table 7.1 (Cont.)
Animal Charity Name

Animal Charity Name	Mission Statement	CFC Code
SAVE THE MANATEE CLUB INC.*	Leave a lasting legacy! Help us advocate for manatee and habitat protection, promote public awareness, sponsor research, rescue, rehabilitation and release efforts.	24022
MID-ATLANTIC GERMAN SHORTHAIR POINTER INC.*	Volunteer organization dedicated to rehoming GSPs who have become homeless. We actively take care of every GSPs needs, be it medical care or behavioral. We care for their needs in foster homes and place them in permanent loving homes.	90706
EQUINE 808 HORSE RESCUE*	Equine 808 Horse Rescue in Hawaii is an all-volunteer 501(c)3 dedicated to rescuing horses from abuse, neglect and abandonment. Since we pay no salaries, every dollar donated goes directly to the animals.	17464
SUMMIT ASSISTANCE DOGS*	Creating life-changing partnerships by training and providing highly-skilled mobility assistance dogs for people living with disabilities.	23576
PETA: PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS*	Fight cruelty. Save lives! Your gift makes a kinder world for animals through undercover investigations, rescues, humane education, spay/neuter, and high-profile advocacy campaigns.	11651
PURRFECT PALS*	At Purrfect Pals, we believe that every cat is adoptable; some just need more time than others to find the right match. Our ultimate goal is to place them, but these cats have a loving home in our Arlington sanctuary for as long as they need us.	53969
MARICOPA COUNTY K-9 SEARCH & RESCUE INC*	Maricopa K-9 provides trained, certified search dog teams and support personnel to the requesting agency for purpose of searching for lost, missing or incapacitated subjects.	87180
NATIONAL FOUNDATION FOR ANIMAL RESCUE*	We are committed to helping animals and their guardians! We find loving permanent homes, provide financial assistance, low-cost spay/neuter, and TNR (Trap-Neuter-Return). Join us!	48523
ADOPT A HOMELESS ANIMAL RESCUE INC*	As Pitbull rescuers we take in dogs in crisis, providing sanctuary and care until adoption; serve as a community resource and work against animal cruelty.	21512
MORRIS ANIMAL REFUGE*	Morris Animal Refuge is America's First Animal Shelter. Since our inception, we have never turned an animal away from our doorstep. As a Lifesaving organization we have a save rate over 95% and need your support to continue our mission :)	67836
PURPOSEFULL PAWS	PurposeFULL Paws is a nonprofit corporation created for the purpose of raising and training Assistance/Service Dogs for individuals with disabilities, enhancing their quality of life and increasing their independence.	22860
PUPPIES BEHIND BARS	Wounded war veterans returning from Iraq and Afghanistan receive prison-trained service dogs, free of charge, through the Dog Tags initiative of Puppies Behind Bars.	11902
ENCHANTED HAVEN HORSE RESCUE	Provide care, treatment, rehabilitation and re-homing of rescued horses. Learning environment for children and families that encourages awareness, education and compassion for these wonderful animals.	83813

Table 7.1 (Cont.)

Animal Charity Name	Mission Statement	CFC Code
WILDLIFE RESCUE INC.	Help us rescue injured and orphaned animals; assist with wildlife emergencies; provide children with educational opportunities to foster respect for our natural world and themselves.	51324
SNOW LEOPARD TRUST	Nearly extinct due to poaching, loss of habitat and food, and lack of protection. Our tireless work can protect these majestic cats. Help save them!	87744
ENDANGERED WOLF CENTER (WILD CANID SURVIVAL & RESEARCH CENTER INC)	Our mission is to preserve and protect Mexican wolves, red wolves and other canid species, with purpose and passion, through carefully managed breeding, reintroduction and inspiring education programs.	64112
HAPPY TAILS SERVICE DOGS INC.	Happy Tails teaches persons with physical disabilities how to train their dog to become a service dog as recognized by the Americans with Disabilities Act.	81621
CAT FRIENDS (ABANDONED AND FERAL CAT FRIENDS)	Cat Friends is committed to humanely decreasing the abandoned and feral cat population through trap/neuter/return/manage (TNRM). We are preventing more unwanted litters from being born and improving the quality of life for existing cats in the community.	32813
SNIP TUCK INC.	Saving the Lives by Preventing Births. Spay/neuter services provided at little or no cost for pets AND community/feral cat colonies. 1 pair of cats can produce over 7,000 kittens in a lifetime. 97% of cats never leave a shelter alive. Spay + Neuter = No Kill	55153
RHINO FOUNDATION (THE INTERNATIONAL RHINO FOUNDATION)	Brutally slaughtered for their horns and squeezed out by human populations, rhinos are struggling to survive. Help us save these magnificent animals.	42511
CRITTER CARE CORPORATION	Critter Care Corporation's mission is to provide financial assistance for pet health care and for spaying and neutering dogs and cats to low-income households.	37842
DOG RESCUE FUND INC.	There are nearly 200 million stray dogs and puppies worldwide. Help support our overburdened animal shelters and volunteers that work around the clock to rescue dogs, provide food, shelter and medical care, and find them both foster and forever homes.	12555
A C T NOW RESCUE ANIMALS COUNT TOO	Act Now! Rescue is a not-for-profit no kill organization founded in September 2006, committed to saving dogs, both stray and those in euthanizing shelters, in order to nurse them to health through our foster care system and place them into loving homes.	25104
TENTH LIFE CAT RESCUE	Tenth Life is giving cats the lives they deserve. We provide veterinary care, foster homes, and adoptive placement to stray cats and kittens, prioritizing those with special needs. We seek to end unnecessary euthanasia and cat homelessness.	31708
WAGS & WISHES ANIMAL RESCUE INC.	Finding homes for dogs and puppies. Education with regards to pet overpopulation and information about low cost spay neuter programs in our area.	32188
CARING HANDS HUMANE SOCIETY	Our mission, through the promotion of education in basic humane animal care, is to relieve animal suffering and to prevent cruelty to animals. At Caring Hands Humane Society, we believe all animals deserve to be treated with dignity and respect.	93455

Table 7.1 (Cont.)

Animal Charity Name	Mission Statement	CFC Code
HUMANE SOCIETY INTERNATIONAL	Ending animal abuse globally: dog-meat consumption; animal parts trade (rhino horn, ivory, seal fur, shark fins); street dog welfare programs, and more. Help end cruelty!	67938
PEOPLE LETTING EVERY ANIMAL SURVIVE EUTHANIZATION (PLEASE INC.)	We provide pet food, supplies, veterinary expenses, grooming, and transportation for the pets of owners who are low income, elderly, disabled, Meals on Wheels recipients, or otherwise unable to afford to keep their beloved pets. We also do animal rescue.	72545
FULL CIRCLE EQUINE REHABILITATION CENTER	We promote philanthropy and positive growth and learning while facilitating equine rescue. Providing this opportunity to interact with horses and each other uplifts, empowers and enriches our community.	17462
HORSE WELFARE LEAGUE INC.	80% of first-time horse owners relinquish their horses within 5 years. Nearly 100,000 horses are slaughtered every year in the United States. Help support our horse sanctuaries and rescues that provide shelter, food, exercise and care for equines in need.	59679
PAWS AND STRIPES	Paws and Stripes provides integrative mental health support and service dog training to U.S. military veterans with PTSD and TBI, using rescue dogs. We are saving lives, two at a time. Every veteran, every dog living without isolation.	35324
COMPANION ANIMAL ADVOCATES	We help people who are struggling financially to keep their pets in their homes and out of shelters by providing pet food every month. We are currently feeding 352 pets each month. We also provide free spay/neuter services to those clients.	47245
ANIMAL RESCUE FAMILIES	A non-euthanizing all volunteer organization. Rescues unwanted animals, provides shelter, pet adoption, food, vet care and free spaying/neutering to low-income families.	26637
SHAMROCK REINS	Therapeutic Horse Programs for Veterans, Active Duty & Reservists, First Responders, and their Families. Programs are provided by Certified Instructors, Equine Specialists, & Licensed Therapists; all are offered at no cost!	68316
LI KITTIES INC.	LI Kitties, Inc. is a 501 c 3 nonprofit cat and kitten rescue organization established in 2008. We currently maintain 2 cat sanctuaries. One for FELV (feline leukemia) cats and one for unadoptable FIV+ (feline aids) cats.	52907
TURTLE ISLAND RESTORATION NETWORK	We fight for a blue-green planet! We protect sea turtles from tiny hatchlings to gentle ocean giants, and other endangered marine animals. Our campaigns halt poaching and other threats on beaches, wasteful fishing, illegal trade, pollution, habitat loss.	41754
DIAN FOSSEY GORILLA FUND	The leading nonprofit successfully protecting endangered mountain gorillas and their critical forests in Africa. We provide direct daily monitoring, anti-poaching patrols, scientific studies, community initiatives.	11249
MARINE MAMMAL STRANDING CENTER	Hundreds of whales, dolphins, seals and sea turtles wash ashore on NJ beaches each year. Without MMSC, animals would languish and die on the beaches.	99091

Table 7.1 (Cont.)

Animal Charity Name	Mission Statement	CFC Code
CATSKILL ANIMAL SANCTUARY INC.	Catskill Animal Sanctuary rescues farmed animals, ignites social change to end their exploitation, and champions vegan living.	40431
FUNNY FARM RESCUE	The Funny Farm Rescue is a nonprofit, 501c3 charity. We are committed to the well-being of abused and abandoned animals. We provide food, shelter, medical care, compassion and love for the rest of their lives in a permanent, safe and healthy environment.	71010
PROJECT SEAWOLF COASTAL PROTECTION	As the oldest and largest animal welfare organization in our county we provide compassionate care to homeless animals.	14926
WAGS AND WHISKERS PET RESCUE INC.	We provide financial assistance to low-income families in our area to have their cats and/or dogs spayed and/or neutered.	88954
HOUSE RABBIT SOCIETY	We rescue abandoned domestic rabbits throughout America, assist humane societies, educate the public on house rabbit care, and shelter, feed and treat injured rabbits.	44675
ALPHA GROUP ANIMAL RESCUE INC.	We are a no kill rescue dedicated to saving lives of companion animals that would otherwise be euthanized in animal shelters through sterilization and adoption.	43863
ANIMAL WELFARE INSTITUTE	Horses brutally slaughtered. Dogs and cats stolen for experimentation. Farm animals confined in cramped crates. Wildlife caught in brutal traps. Help us protect these animals.	10474
ENCHANTMENT CHIHUAHUA RESCUE	We rescue, nurture, rehabilitate and relocate Chihuahuas and Chihuahua mixes into loving, permanent homes, raise public awareness of spay/neuter, and other companion animal issues.	99041
LUCKY CAT RESCUE INC.	Hope for cats, kittens that are considered “un-adoptable” and would be euthanized by shelters. Rescue stray, abandoned, feral kittens which require socialization prior to adoption into forever loving homes.	93637
FAITH N FRIENDS	We rescue abused horses from slaughter and provide veterinary treatment, behavioral rehabilitation and a safe haven until placed in loving homes.	40612
DOBERMAN ASSISTANT RESCUE AND EDUCATION INC.	Takes homeless & unwanted Dobermans in MD, VA, DC, & WV and places the dogs in qualified, permanent homes. Provides hospice foster care when needed. Provides breed information, training/obedience, diet/special needs, pet safety, & first aid information.	65221
GOLDEN RETRIEVER RESCUE SOUTHERN NEVADA	GRRSN is an all-volunteer organization devoted to providing a second chance at life to displaced, abandoned and neglected Gold Retrievers and Golden Mixes, regardless of their age or health, with unconditional love through adoption, gain forever homes.	83351
CAROLINA TIGER RESCUE (CARNIVORE PRESERVATION INC.)	Provides rescue and lifelong care for wild cats; conservation education through tours and community outreach; and opportunities for volunteering, internships, and community service.	26612
MID-ATLANTIC GERMAN SHEPHERD RESCUE INC.	Dedicated to rescuing and rehabilitating, providing medical care and finding good homes for abandoned and neglected German Shepherd dogs and mixes. Over 3,600 adoptions and dogs saved since 1999.	99138

Table 7.1 (Cont.)
Animal Charity Name

Animal Charity Name	Mission Statement	CFC Code
RETIRED PAWS	Retired Paws was created to provide financial support to retired law enforcement canines for medical and health care expenses.	44616
PARTNERS FOR PETS HUMANE SOCIETY	Partners for Pets rescues and rehabs dogs & cats from animal control facilities before they are euthanized. Priority is given to sick, injured, terrified, and elderly animals. All medical care is provided to each animal before they are adopted to new homes.	36871
SECOND CHANCE WILDLIFE RESCUE	Our mission is: To rehabilitate injured, orphaned or ill wild mammals and birds to release back to the wild; To educate the public about wildlife and raise awareness of the decline in wildlife due to human construction and destruction.	93156
THE COW SANCTUARY INC.	We provide a loving home with high quality care to cows for their entire natural lifespan and introduce visitors to alternative animal husbandry.	66407
WILSON PARROT FOUNDATION INC.	The Wilson Parrot Foundation has been rescuing and rehabilitating parrots that have been neglected or mistreated since 1996. The Foundation is currently trying to build a 4th aviary to accommodate the parrots. 100% of your donations support the parrots.	98851
PHOENIX WILDLIFE CENTER INC.	Orphaned and injured wildlife are treated at our facility to be released back to the wild. All raptors, mammals, songbirds, bats to bald eagles rehabilitated.	83866
FRIENDS OF RETRIEVERS RESCUE INC.	Friends of Rescue is a 501(c)(3) organization that serves shelters in the North Alabama area. Animals are placed into foster homes where they receive veterinary and behavioral care prior to adoption. 100% volunteer run and operated.	34657
ANIMAL SANCTUARY SOCIETY INC.	ANIMAL RESCUE and ADOPTION of homeless animals. Provide veterinarian care to them including necessary surgeries due to injuries, tumors. Humane education. Help people and their animals going through foreclosures, eviction, and serious illnesses.	26281
LAS VEGAS BULLDOG RESCUE AND FRIENDS	We rescue bulldogs from the streets and from high-kill shelters. We evaluate health and behavior, train, educate the community and then place our bulldogs in forever loving homes. We keep tabs on the dogs whenever possible as a lifetime goal!	98672
WILDLIFE SOS	Protecting India's wildlife from habitat loss and human exploitation.	31685
SILENT HEROES' FOUNDATION	Silent Heroes is committed to enhance both animal and human well-being in Africa, as well as aid in the protection and conservation of its wildlife and endangered species.	23261
WILDLIFE CONSERVATION NETWORK INC.	Supports on-the-ground programs to save endangered elephants, cheetah, lions, painted dogs and other Africa wildlife and their habitats. We work to engage local people as effective wildlife stewards so that people and animals can coexist and thrive.	63038
PANDAS INTERNATIONAL	Pandas - Only 1864 wild & 400 in captivity. Your support funds crucial medical supplies, equipment and bamboo. Extinction is forever- Endangered means we have time.	64510

Table 7.1 (Cont.)

Animal Charity Name	Mission Statement	CFC Code
GORILLA DOCTORS (MGVP INC.)	Saves endangered mountain and Grauer's gorillas in the wild in east-central Africa with hands-on veterinary care. Cares for baby gorillas rescued from poachers. Trains young Africans in conservation. Conducts research on disease threats to gorillas.	40058
FRIENDS OF CONSERVATION - FRIENDS OF THE MASAI MARA	Fosters environmental stewardship in Kenya's renowned Masai Mara - home to endangered elephants, lions, rhinos - as partners with the Masai people to preserve this global treasure and ensure their communities continue to benefit from their natural heritage.	11883
CANINE WOUNDED HEROES	We equip K-9 police dogs with bullet-resistant, knife-resistant, blast-resistant protective vests to help keep them safe in the line of duty.	76833
DESERT WILLOW WILDLIFE REHABILITATION CENTER	This Corporation organized exclusively to promote responsible coexistence between human and wildlife populations through educational programs; also rehabilitating and releasing wild animals into safe habitats.	13306
WAYSIDE WAIFS INC.	Support your local community animal shelters and rescue groups working to save the lives of our furry friends who have been lost, abused, or abandoned.	61609
ROXIES FUND INC.	Help abused and homeless animals through our adoption and rehabilitation programs. Help to put an end to the needless euthanasia. Spay/Neuter program designed specifically for dogs that are ALREADY owned, as opposed to dogs in rescue.	91236
PURRS & WHISKERS INC.	Purrs & Whiskers, Inc. is a 501(c)(3) non-profit organization serving the Stafford, Virginia area. We provide foster care while actively seeking loving permanent living situations for individual cats, stray, free-roaming, or homeless cats.	59819
HERO DOGS INC.	Hero Dogs, Inc. improves quality of life for our nation's heroes (veterans and first responders) by raising, training, and placing service dogs and other highly skilled canines, free of charge with lifetime support of the partnerships.	20303
NEW LOVE ANIMAL RESCUE	Our primary focus is the rescue of dogs from high-kill shelters and owner surrenders. We provide the dogs with loving, temporary care and find them well-matched forever homes. We teach responsible pet ownership and the importance of spaying/neutering.	14544
RURAL DOG RESCUE	Forever true to "The Underdog," Rural Dog Rescue is dedicated to saving the lives of dogs in shelters who are often overlooked for adoption or rescue and are at most risk of being euthanized: hounds, black dogs, seniors, sick & handicapped.	89539

Notes: ** – List 5; * – List 35; No asterisk – List 100. Every subject had a random list size given yet ordering remained consistent throughout.

Table 7.2 Arts & Culture Charity List

Arts & Culture Charity Name	Mission Statement	CFC Code
WHEELS TO AFRICA**	WTA an all-volunteer, grassroots organization whose principal purpose is to collect bicycles for needy communities. WTA provides opportunities for youth in American and Africa to participate in leadership roles and civic engagement. 7000 bicycles to date!	90290
TAIWANESE YOUTH ARTS FOUNDATION INC.**	TYAF offers classes in languages, arts, music, chess, dance and fitness. It provides community services, and also sponsors seminars and events that promote Taiwanese culture.	78431
CHANTILLY YOUTH ASSOCIATION INC.**	Chantilly Youth Association is a non-profit youth sports organization serving nearly 9,000 families in western Fairfax County, VA. Presently CYA administers 12 different sports programs with over 12,000 participants annually.	28839
CRAZY HORSE MEMORIAL FOUNDATION**	We are an educational/humanitarian effort protecting and preserving the culture, tradition and living heritage of North American Indians. No state or federal government funds accepted. Mission is fulfilled through a Mountain Carving, Museum, University.	68322
10:12 SPORTS INC.**	10:12 Sports is an organization in Baltimore committed to serving teenagers ages 13-18 years old. The organization uses the platform of sports to create mentoring and job training opportunities.	77969
NET FOUNDATION FOR TELEVISION*	Enriching lives, engaging minds and connecting Nebraskans through music, news, information, entertainment and commentary from around the state, nation and globe. Nebraska's NPR station.	75682
YOUNG MENS CHRISTIAN ASSOCIATION OF METROPOLITAN HUNTSVILLE ALABAMA*	Leading inclusive nonprofit committed to helping people learn, grow, and thrive through youth development, healthy living, social responsibility; nurturing youth, improving health, connecting neighbors, strengthening communities.	71877
PUBLIC RADIO INTERNATIONAL*	Public Radio International works to create a more informed, connected world by providing content like PRI's The World, Studio 360, The Takeaway, and Science Friday to more than 9 million Americans weekly via traditional broadcast and digital media.	11088
LESBIAN, GAY, BISEXUAL & TRANSGENDER COMMUNITY CENTER*	Empowering LGBT people to lead healthy, successful lives is our mission. We celebrate the diversity of our community and advocate for justice and opportunity by providing health, wellness and community programs for youth and adults.	97809
MARYLAND STATE BOYCHOIR INC*	We offer talented boys from many ethnic, socioeconomic and religious backgrounds opportunities to sing, travel and build self-esteem, self-discipline and character.	50855

Table 7.2 (Cont.)**Arts & Culture Charity Name****Mission Statement****CFC
Code**

TRANSPORTATION CHOICES COALITION*	Transportation Choices Coalition (TCC) is a nonprofit organization working for a transportation system that includes choices for everyone—real opportunities to ride the bus, take a train, walk, bicycle or carpool. Increased transportation choices can help.	64023
GIRL SCOUTS OF SOUTH CAROLINA-MOUNTAIN TO MIDLANDS INC.*	Girl Scouts prepares every girl to practice a lifetime of leadership by providing access to countless girl-led experiences, skill-building opportunities and connections, because girls built of courage, confidence & character make the world a better place.	55072
SPECIAL HOCKEY WASHINGTON INCORPORATED*	Enriches athletes with developmental disabilities through hockey and emphasizes the development of desirable individual characteristics such as dependability, self-reliance, concentration, sharing and personal accountability.	82570
BOYS AND GIRLS CLUB OF NORTH ALABAMA*	To inspire and enable all young people, especially those who need us most, to realize their full potential as productive responsible and caring citizens.	86770
GRIOT CIRCLE*	Multigenerational diverse organization dedicated to advocacy and empowerment of LGBT elders of color. Space to honor and preserve histories, traditions. Provide culturally competent programs, services.	78030
ARCHAEOLOGICAL CONSERVANCY*	Every day irreplaceable archaeological sites in U.S. are destroyed by looters, development, and agricultural practices. Help us protect them from research and preservation of cultural heritage.	11246
ATLANTIC STREET CENTER*	We are a nonprofit organization in Seattle that serves individuals at every stage of life, from toddlers to grandparents. ASC primarily serves low-income African American children, youth, and families of color. The roots of our services are educational.	59159
MAKE STUDIO ART PROGRAM INC.*	Make Studio is a nonprofit, inclusive art center in Baltimore. We provide a professional studio program for adult artists with disabilities, as well as diverse arts activities for people of all ages and abilities in our gallery.	32628
AUDRE LORDE PROJECT INC.*	We are an organizing center in NY city for Lesbian, Gay, Bi, Two Spirit, Trans & Gender Nonconforming People of Color building community wellness, economic, racial and gender justice. Through political education, cultural work and campaigns we organize.	43575
BLUE RIDGE COUNCIL (BOY SCOUTS OF AMERICA)*	The Blue Ridge Council serves youth in eight South Carolina counties including Greenville, Pickens, Anderson, Oconee, Laurens, Greenwood, Newberry, and Abbeville Counties. Nearly 9,000 youth and families participate in local Scouting programs each year.	51133

Table 7.2 (Cont.)**Arts & Culture Charity Name****Mission Statement****CFC
Code**

TENNESSEE VALLEY RAILROAD MUSEUM INC.*	The museum collects for preservation, operation, interpretation and display railroad artifacts in an authentic setting to educate the public concerning the role of railroads in the history and development of our region.	74713
MARK REYNOLDS MEMORIAL BIKE FUND INC.*	Distribution of new bicycles, helmets and related equipment through public charitable organizations for low income and handicapped children, instilling good health benefits.	90292
SAINT LOUIS SYMPHONY ORCHESTRA*	The second-oldest orchestra in the country, today's SLSO serves more than 260,000 people through live performances, including an average of 118 orchestral concerts and hundreds more free community programs, in addition to tours, recordings and broadcasts.	72742
BROOKLYN COMMUNITY PRIDE CENTER INC.*	We are the only LGBT+ community center serving the city's largest borough through positive, life-affirming activities. We offer a distinctive place to celebrate, heal, learn, create, organize, relax, socialize, and play. Many have nowhere else to go.	84910
INDOCHINA SINO-AMERICAN SENIOR CITIZEN CENTER*	ISACC's mission is to assist immigrants and refugees to integrate them into society's mainstream by providing them with programs, services, and activities to achieve economic self-sufficiency and healthy well-being.	59030
FRIENDS OF ST. LOUIS PUBLIC RADIO (FRIENDS OF KWMU INC.) *	St. Louis Public Radio: Your source for NPR programs "Morning Edition" and "Wait, Wait, Don't Tell Me," delivering local and national news on-air and online.	26831
AFI SILVER THEATRE AND CULTURAL CENTER (AMERICAN FILM INSTITUTE INC.)*	AFI Silver is a state-of-the-art film exhibition, education and cultural center, committed to being one of the nation's premiere film theaters. AFI Silver's rich program includes retrospective series, international film festivals, and art house films.	25586
ACTING FOR YOUNG PEOPLE INC.*	AFYP provides professional-level training in a supportive and fun environment that empowers young actors with lifelong skills valuable both on stage and off. We create and present plays that harness the power of theater to engage and educate young minds.	71216
SPECIAL OLYMPICS MISSOURI*	Special Olympics Missouri improves lives of individuals with intellectual disabilities through year-round access to sports training and competition, providing athletes with opportunities to enhance physical fitness, demonstrate courage and experience joy.	29418
AFRICAN AMERICAN CULTURAL ASSOCIATION*	AAAC facilitate a community wide effort to provide services to at-risk/homeless students & families who are marginalized educationally & financially disadvantaged. Services include tutoring/mentoring, food/clothes/blankets/survival kits/school supplies.	17511

Table 7.2 (Cont.)**Arts & Culture Charity Name****Mission Statement****CFC
Code**

DC YOUTH ORCHESTRA PROGRAM*	Creating bright futures through high quality, inclusive music education opportunities for 600 youth ages 4-18 across 8 orchestras, 100 classes and 4 school programs.	88347
FREESTATE JUSTICE INC.*	FreeState is a social justice organization that works to improve the lives of LGBTQ Marylanders and their families through legal services, policy advocacy, outreach, education, and coalition building.	39239
EXCEPTIONAL PEOPLE IN COMMUNITY INC.*	WE ARE EPIC! Exceptional People in Community, Inc offers affordable day programs and activities for adults with developmental and intellectual disabilities in North Alabama.	59481
PRESEVERANCE THEATRE INC.*	Perseverance Theatre's mission is to create professional theatre by and for Alaskans. We value regional voice, professional rigor, community engagement, and cross-cultural collaboration.	17484
THE BLACK CHILDRENS INSTITUTE OF TENNESSEE*	BCI is a child advocacy organization that serves as an advocate for children of color. BCI engages in public information, policy, legislation and budget advocacy. BCI provides information, referral services, and assistance to families and communities.	31711
SETTLEMENT MUSIC SCHOOL OF PHILADELPHIA	Settlement's goal is to provide the highest quality instruction in music and the related arts to all, regardless of background or ability to pay. Our broad range of programs help students achieve artistic, educational, and social goals.	62560
SRI SIVA-VISHNU TEMPLE TRUST	In 2016 SSVT supported several activities to benefit the community. These included programs promoting the arts, culture, inter-faith understanding and youth programs like SAT preparation and Robotic club. Prepared 2000 sandwiches monthly for homeless.	47090
AMERICAN CIVIL LIBERTIES UNION OF WASHINGTON FOUNDATION	The ACLU has been at the center of nearly every civil rights battle for the past 90 years, advancing liberty and justice for all.	31767
AFRICAN ART MUSEUM OF MARYLAND	Dedicated to collecting, interpreting and preserving for the public the art of Africa, encouraging understanding of the Africans through exploration of the art of Africa.	15775
LOOKING GLASS PLAYHOUSE	Developing youth and adult talent in a family environment, LGP has been providing quality theatrical performances for nearly 45 years in a small community setting.	59009
SPECIAL OLYMPICS ALASKA INC.	The mission of Special Olympics Alaska is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for all Alaskans with intellectual disabilities.	55282
CASCADE BICYCLE CLUB	With a mission to improve lives through bicycling, Cascade Bicycle Club, the nation's largest statewide bicycle organization, is powered by 15,000 members and serves bike riders of all ages and abilities across Washington state.	54247
KID MUSEUM	A new museum for children ages 6-14 that aims to engage kids in science, technology, and art through hands-on, project-based learning.	17115

Table 7.2 (Cont.)**Arts & Culture Charity Name****Mission Statement****CFC Code**

NATIONAL ORGANIZATION OF BLACK LAW ENFORCEMENT EXECUTIVES NOBLE	NOBLE serves as the conscience of law enforcement by being committed to Justice by Action. NOBLE has nearly 60 chapters, represents over 3,000 members worldwide and serves its communities and youth through mentoring, leadership and educational programs.	18302
SOUTHEASTERN CLIMBERS' COALITION INC.	The Southeastern Climbers Coalition's mission is to protect climbing areas for generations to come. The SCC opens climbing areas to the general public at no cost and works hard to maintain those areas with community trail days and clean ups.	70650
EIGHTEENTH AVENUE FAMILY ENRICHMENT CENTER	The mission of Eighteenth Avenue Family Enrichment Center is to empower and enrich our children, families and community.	77916
TONY HAWK FOUNDATION	Fosters lasting improvements in society, with an emphasis on supporting and empowering youth, and supports recreational programs with a focus on the creation of public skateboard parks in low-income communities.	91761
PRIDE FOUNDATION	A regional community foundation that inspires giving to expand opportunities and advance full equality for lesbian, gay, bisexual, transgender, and queer people across the Northwest.	50180
GIRLS WRITE NOW INC.	For nearly 20 years, Girls Write Now has been a leader in the arts education space as the first writing and mentoring organization for girls. We match teen girls with women professional writers and media makers as their personal mentors.	44192
FREE ARTS FOR ABUSED CHILDREN OF NEW YORK CITY INC.	Provides underserved children and families with arts and mentoring programs that help them foster the resiliency needed to realize their fullest potential.	90304
HAWAIIAN WAY FUND (COUNCIL FOR NATIVE HAWAIIAN ADVANCEMENT)	Our organization encourages individual philanthropy through workplace giving that supports community-based initiatives founded on Hawaiian culture, knowledge, and traditions. Your donations impact education, housing, the next generation, health, and more.	69931
ARTS HUNTSVILLE (ARTS COUNCIL INC.)	Arts Huntsville stimulates and supports community creativity and engagement by advancing the arts, entertainment and culture to enrich quality of life, education, and economic development in the greater Huntsville metropolitan region.	61042
STARTOUT	We create economic empowerment for the LGBTQ community by supporting LGBTQ entrepreneurs with educational programs, networking, mentorship, and access to capital. Our programming is available in 6 cities and online through our Entrepreneur Community.	14561
COLAGE	We unite people with LGBTQ parents into a network of peers. We support them as they nurture and empower each other to be skilled, self-confident, and just leaders in our collective communities. We pursue social justice and fight for social equity.	85727

Table 7.2 (Cont.)**Arts & Culture Charity Name****Mission Statement****CFC
Code**

MUSEUM OF THE AMERICAN MILITARY FAMILY AND LEARNING CENTER	The Museum of the American Military Family & Learning Center brings together people with shared experiences showcasing and honoring those who also served—America’s Military Families. We Honor Families, Preserve Legacies, Share Stories & Educate the Public.	57056
WEINBERG CENTER FOR THE ARTS INC	Enhances the Frederick area’s cultural life and ensures that the arts remain accessible and affordable to the broadest audience possible through artistic and educational programs.	78651
BRIGHTENING VETERANS LIVES	Help us brighten the days and boost the spirits of active-duty troops and hospitalized service men and women through entertainment, the arts, sports, recreation.	93325
USA BOXING	We fuel Olympic dreams from youth level to the national team! Amateur boxers are trained in sport/life skills from grassroots to the national team.	11446
CHATTANOOGAS KIDS ON THE BLOCK INC.	Using the power of puppetry, our mission is to educate children about social concerns and differences giving them the skills to stay safe and healthy.	79351
LGBT COMMUNITY CHARITIES INC.	Help us eliminate barriers to equal rights for gay, lesbian, bisexual, transgender, and other queer and non-gender binary individuals through legal action, social change, and religious reform. Our charities work on LGBT issues from D.C. to California.	52462
INTERNATIONAL HINDI ASSOCIATION	Language is a vital part of culture & heritage of any country. We at IHA strive to preserve & promote the linguistic interests of Hindi globally & instill values inherent in its literature. We foster understanding with all non-Hindi speaking.	64406
BOYS AND GIRLS CLUB OF HAWAII	Provide a world-class Club Experience that assures success is within reach of every young person who enters our doors, with all members on track to graduate from high school with a plan for the future.	62370
YMCA OF PIERCE AND KITSAP COUNTIES	The YMCA is committed to helping all people realize their full potential through programs that build healthy spirit, mind, and body for all.	48231
BOY SCOUTS OF AMERICA	Boy Scouts of America's mission is preparing young people to make ethical choices over their lifetime by instilling values of the Scout Oath and Law.	78557
USA HOCKEY FOUNDATION	Help provide the funding for strengthening American hockey for youth, disabled, adult, as well as high-performance athletes nationwide.	11413
HONOLULU THEATRE FOR YOUTH	Produces educational theatre and drama education programs that make a difference in the lives of Hawaii's children and families enhancing their educational and cultural experiences.	29386
CAMP COURAGEOUS (CAMP COURAGEOUS OF IOWA)	The mission of Big Brothers Big Sisters of Washington County, MD, Inc. is to provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever.	20932

Table 7.2 (Cont.)**Arts & Culture Charity Name****Mission Statement****CFC
Code**

MATHEWS-DICKEY BOYS & GIRLS CLUB	Mathews-Dickey Boys' & Girls' Club's (MDBGC) mission is to produce well-educated, physically active and hopeful youth with family at the center of our efforts.	81131
IVY CENTER OF HUNTSVILLE MADISON COUNTY FOUNDATION INC.	To enhance the quality of life for individuals and organizations through charitable contributions, programs and activities in the areas of education, health, science, technology, culture and economics.	84340
DISCOVERY CENTER AT MURFREE SPRING (CHILDRENS MUSEUM CORPORATION OF RUTHERFORD COUNTY)	A hands-on museum with a mission to engage curious minds to fuel the future. Our vision is to build a community with the courage to ask thoughtful questions, the drive to find creative solutions, and the confidence to implement positive changes.	44248
NET FOUNDATION FOR RADIO	Enriching lives, engaging minds and connecting Nebraskans through music, news, information, entertainment and commentary from around the state, nation and globe. Nebraska's NPR station.	54488
JOINT BASE LEWIS-MCCHORD FAMILY AND YOUTH SERVICES	Food Voucher Program assists families with food purchases. Time Out Childcare provides respite childcare to at-risk families. Youth Services provides recreation, sports, and development programs for youth of JBLM service members and civilian employees.	49404
ALASKA PUBLIC MEDIA (ALASKA PUBLIC TELECOMMUNICATIONS INC.)	Alaska Public Media harnesses the power of multiple platforms to make a more informed and connected life possible for all Alaskans. A licensee of PBS and NPR, we reach 97% of Alaskans through KAKM TV, KSKA radio, statewide news and alaskapublic.org.	30621
OMNA INC.	Committed to providing a community activity center to improve and enhance the lives of area residents especially young males through events and programs aimed to mentor, empower and foster awareness.	85626
WASHINGTON DISTRICT OF COLUMBIA JEWISH COMMUNITY CENTER INC.	Offering a wide array of social, cultural, educational, community service programs that benefit children, young adults, families, seniors and people-in-need in Washington, DC.	54775
NOVA PRIDE	A coalition-building org with a mission to Educate, Advocate, and Celebrate in service to the LGBTQ+ Community and its straight Allies. Our annual Pride Festival provides a forum to access resources for, and positive exposure to, the LGBTQ+ Community.	58431
SPECIAL OLYMPICS KANSAS INC.	Dedicated to empowering individuals with intellectual disabilities to become physically fit, productive, respected members of society through sports, health and wellness programs, and leadership development.	22370
HUNTSVILLE MUSEUM OF ART	HMA seeks to foster understanding of the visual arts and appreciation of artistic achievement. The mission is to bring people and art together through acquiring, preserving, exhibiting and interpreting the highest quality works of art.	52562

Table 7.2 (Cont.)
Arts & Culture Charity Name

Arts & Culture Charity Name	Mission Statement	CFC Code
ARTSBUILD	We are Chattanooga’s designated arts agency. We provide financial support for several local art institutions; provide educational arts programs and programs for underserved populations.	26625
ARTSKC	ArtsKC – Regional Arts Council's mission is to unleash the power of the arts. Through programs and services that promote, support, and advocate for the arts, ArtsKC serves as a champion and voice of the creative sector in the Kansas City region.	34863
HETRICK-MARTIN INSTITUTE INC.	HMI believes all young people, from 13-24, regardless of sexual orientation/expression deserve a safe and supportive environment to live up to their full potential.	84541
COMMUNITY PLAYGROUND OF COLUMBIA INC.	Fun City Youth Academy provides year-round academic programming in a safe and stimulating environment to help youth reach their full potential, promote cultural awareness and build self-worth.	49477
COMPASSIONATE SERVICE SOCIETY EAST	The Compassionate Service Society East is dedicated to selfless services to the community through a holistic approach of the development and cultivation of body, mind, and spirit, through the practice of Integral Tai Chi and meditation.	87135
ARTS FEDERATION INC	The arts bring joy and meaning to us all. Help us support worthy institutions, from children’s museums and symphony orchestras to dance troupes and schools for the creative arts. Our charities are keeping the arts in America alive and thriving.	12204
MERRIMACK ACADEMY FOR THEPERFORMING ARTS INC.	Merrimack Hall Performing Arts Center provides visual and performing arts education to children and adults with intellectual and developmental disabilities, and a comprehensive range of cultural activities that foster meaningful life experiences.	45846
SOLID GROUND	Solid Ground works to end poverty and undo racism and other oppressions that are root causes of poverty. We envision a community beyond poverty and oppression where all people have equitable opportunity to thrive.	49317
JEWISH FEDERATION OF ST LOUIS	Jewish Federation of St. Louis is the Jewish community’s central philanthropic, planning and community-building organization. Our mission is to mobilize the Jewish community and its human and financial resources to preserve and enhance Jewish life.	48750
USA BASKETBALL	Encourage and promote safe/fun environments for participation in basketball. We sponsor individuals/teams to represent the United States in international competitions and provide a standard for youth basketball with guidelines and coaching certifications.	10297
COMBAT AIR MUSEUM INC.	We provide learning facilities for youth and public education, preservation of military aircraft, artifacts and exhibits, including research library showing historical relevance in today’s world.	59834

Table 7.2 (Cont.)**Arts & Culture Charity Name****Mission Statement****CFC Code**

SOCIETY FOR SCIENCE & THE PUBLIC	Promote the understanding and appreciation of science, and the vital role it plays in human advancement. Inspiring scientific thought through world-class education competitions and publications.	92454
SETI INSTITUTE	SETI Institute shares its multidisciplinary work in informal settings like national parks, libraries, museums, schools, universities, and through social media platforms. The quest for life beyond Earth belongs to everyone. We make it available for all.	11304
MR. HOLLAND'S OPUS FOUNDATION	Keep music alive for thousands of students! We donate musical instruments to underserved schools and kids, to inspire creativity, expression and joy through music.	10650
WOMEN'S SPORTS FOUNDATION	Advance the lives of girls and women through sports and physical activity. We provide scholarships and grants; fund groundbreaking research; educate the advocate.	10695
NATIONAL SPACE SOCIETY	Advancing the day when humans will live and work in space. An educational organization supporting space exploration and development through grassroots public outreach programs.	11329
TAKE A WARRIOR FISHING (C.A.S.T. FOR KIDS FOUNDATION)	Wounded warriors, veterans, military personnel and their families enjoy adaptive and therapeutic recreational fishing adventures. Local communities coming together to support and honor our veterans.	12017
THELONIOUS MONK INSTITUTE OF JAZZ	Offers promising young musicians college level training by world-renowned jazz masters, presents school-based jazz education programs for young people around the world, expands jazz as a global art form, and utilizes jazz as a means to unite people.	10707
YOUNG AUDIENCES INC.	The leading source of arts-in-education programs, reaching over 5 million children through its 30 affiliates with nearly 87,000 programs in 7,000 schools throughout the country.	10922
NATIONAL MUSEUM OF MEXICAN ART	Largest Latino cultural organization in the U.S., offering internationally recognized exhibitions, award-winning arts education programming and is committed to staying free and accessible to everyone.	11909
WORLD MONUMENTS FUND INC.	World Monuments Fund is the leading independent organization dedicated to saving the world's most treasured places. Since 1965, WMF has conserved more than 600 heritage sites, buildings, and monuments in over 100 countries.	11605
LAND ART GENERATOR INITIATIVE (SOCIETY FOR CULTURAL EXCHANGE INC.)	We make art that generates renewable energy. We help communities design public spaces using solar art. Our design contests have made public parks and created sail sculptures to harness wind. Visit our website to see art that is literally powerful.	67555

Notes: ** – List 5; * – List 35; No asterisk – List 100. Every subject had a random list size given yet ordering remained consistent throughout.

Table 7.3 Educational Charity List

Education Charity Names	Mission Statement	CFC Code
CHILDRENS JUBILEE FUND**	Children’s Jubilee Fund raises and distributes funds which provide k-12 educational scholarships for low-income, urban students to attend Christian schools.	42687
SECME INC.**	Science, technology and engineering programs developed through teacher training and university partners to interest and prepare more minority and under-served students for college and careers	10454
PROGRAMS EMPLOYING PEOPLE**	PEP’s mission is to provide education, recreation, vocational training, and job placement services to people living with intellectual disabilities, and to strengthen their relationships in the community.	18304
FIRST COMMAND EDUCATIONAL FOUNDATION**	Awards over \$150,000 annually in scholarships to service members, federal civilians and families; develops and teaches financial readiness programs to these persons via classroom and online.	11479
BLIND FEDERATION OF AMERICA (NATIONAL FEDERATION OF THE BLIND INC.) **	We teach the sight impaired self-reliance through new technology, Braille, and recorded publications. BFA also provides scholarships, employment assistance, and civil rights protection.	11162
GEORGE M HAMPTON SCHOLARSHIP AND COMMUNITY ACTION FOUNDATION INC.*	Awards scholarships; provides community health and welfare assistance; supports mentoring, essay and talent competitions, and engages in other community activities that encourages civic responsibility	21606
LITERACY DELAWARE INC.*	Trained volunteers assist adults with limited literacy and/or English language skills, empowering them to improve their lives and the lives of their children and families.	27814
UNITY ECONOMIC DEVELOPMENT CORPORATION*	Financial literacy around affordable housing; credit and budget counseling, first-time homebuyer education, foreclosure prevention and intervention, and Volunteer Income Tax Assistance (VITA).	61216
CENTRAL ASIA INSTITUTE*	Education is a human right. Hunger for change in conflict-ridden Central Asia is immense. Together we can provide literacy and education for girls who will change the world. Promote peace through education.	82890
BOOKS FOR KIDS*	Succeeding begins with reading. Help us put NEW books in the hands of children in need and close the achievement gap for Washington kids.	47136
NATIONAL PRESERVATION INSTITUTE*	Educating the people who protect the nation's heritage! Providing scholarships for training in management, preservation, and stewardship of cultural resources and historic preservation.	10426
PUBLIC JUSTICE CENTER INC.*	A civil legal aid office providing advice and representation to low-income clients, advocating with legislatures and government agencies, and collaborating with community and advocacy organizations.	40003
AFTER-SCHOOL ALL-STAR*	We provide comprehensive after-school programs to low-income middle school students that keeps them safe and help them succeed in school and in life.	84237

Table 7.3 (Cont.)
Education Charity Names

Education Charity Names	Mission Statement	CFC Code
CENTER FOR HUMANISTIC CHANGE INC.*	We give people, especially youth, the knowledge and tools they need to make better-informed and more positive life choices.	13796
NATIONAL OUTDOOR LEADERSHIP SCHOOL*	NOLS is the world’s most comprehensive wilderness school. Students of any age learn communication, good judgment, and grit through developing outdoor skills, risk management, and wilderness medicine expertise in a hands-on environment.	10865
COALITION FOR KIDS INC.*	Coalition For Kids Inc. provides educational, spiritual and social guidance to underprivileged children so that they have the opportunity to reach their full potential in their respective communities.	80071
A NEW DAY INC.*	New Day provides critical shelter, healthy meals, life skills training, connection to employment and education for homeless youth ages 11-21. We believe all young people deserve safety, a positive life vision, adult support and skills for self-sufficiency.	61337
ACCURACY IN MEDIA INC.*	Accuracy in Media protects the truth. We publicize and expose media misreporting and set the record straight on important issues that have received slanted coverage.	70125
GLSEN INC.*	All students deserve to attend school without fear of harassment, discrimination, and violence. GLSEN makes schools safer, more welcoming places for LGBTQ students, by promoting respect for all in K-12 schools across the U.S.	12190
LITERACY SOURCE*	The Literacy Source mission is to build a literate community by providing learner-centered instruction to adults in English literacy and basic life skills.	57319
SCHOLARSHIP AMERICA INC.*	Our scholarships help students in need gain access to college. Our support, through financial literacy and college readiness tools, shows them the path to success!	11335
BLACKS IN GOVERNMENT*	Advocate for equal employment opportunity, college scholarships to deserving high school students, promote self enhancement and well-being of individuals from challenged economic environments.	95655
CARSON SCHOLARS FUND INC.*	The goal of the Carson Scholars Fund (CSF) is to address the problem of academic underachievement by motivating young people to strive for academic excellence and to use their intellectual and leadership to contribute to society.	51950
LEAPS OF LOVE*	Support groups, education, retreats and events are designed to connect childhood brain cancer families and families with late effects with others in similar situations. Coping skills, communication, relationships, physical and emotional awareness.	30203
FOUR PILLARS FOUNDATION*	MISSION: The Four Pillars Foundation is a non-profit, 501(c)3 organization with a mission to provide financial scholarships for high school graduates who will be enrolled in a four-year college or college students who are already enrolled in college.	37490
FLEOA FOUNDATION (FEDERAL LAW ENFORCEMENT OFFICERS FOUNDATION) *	The FLEOA Foundation mission is to financially assist members and families with medical and tragic expenses. The FLEOA Foundation has awarded hundreds of scholarships and thousands of dollars to federal law enforcement officers and their families.	54726

Table 7.3 (Cont.)

Education Charity Name	Mission Statement	CFC Code
HISPANIC SCHOLARSHIP FUND*	HSF empowers Latino families with the knowledge and resources to successfully complete a higher education while providing scholarships and support services to as many exceptional Hispanic American students as possible.	11502
MARTIN LUTHER KING YOUTH CENTER INC.*	Martin Luther King Youth Center provides a comprehensive well-supervised After School and Summer Camp program for children from needy low-income families who otherwise would not have been able to receive appropriate individualized tutorial service.	14481
ANNAPOLIS NAVAL SAILING ASSOCIATION FOUNDATION INC.*	Preserving nautical skills, naval history, and the Chesapeake Bay environment by funding education, Science/Technology/Engineering/Math (STEM) students, real-life sailing experience, and maritime environmental research.	76077
INSTITUTE FOR WOMENS POLICY RESEARCH*	Equal opportunity. Discrimination. Childcare. Family Leave. Job training. Education. Our research informs the public and policymakers about these issues that women face daily.	10208
TUSKEGEE AIRMEN INC.*	The MGITH Chapter of the Tuskegee Airmen, Inc. exists to keep alive the legacy of the Tuskegee Airmen through outreach, annual scholarships to college bound students, and operation of the Red Tail Youth Flying Program.	47202
FREESTATE JUSTICE INC.*	FreeState is a social justice organization that works to improve the lives of LGBTQ Marylanders and their families through legal services, policy advocacy, outreach, education, and coalition building.	39239
EXCEPTIONAL PEOPLE IN COMMUNITY INC.*	WE ARE EPIC! Exceptional People in Community, Inc. offers affordable day programs and activities for adults with developmental and intellectual disabilities in North Alabama.	59481
SCHOOL-TO-SCHOOL INTERNATIONAL*	We seek to transform education and school health in developing countries so every child can succeed in school. Our innovative "Whole Child Model" employs a holistic model to create optimal conditions for student success.	45332
EDUCATION AND SCIENCE SOCIETY INC.*	The missions of Educational and Science Society are to promote human and social development by increasing values of basic education of rural children via supporting school library, providing financial aid and improving quality of learning and teaching.	10320
INTERNATIONAL CENTER FOR RESEARCH ON WOMEN	Create a brighter, more equitable future for women and girls. ICRW empowers women, advances gender equality and fights poverty through research, capacity building and advocacy.	99306
EDUCATION FOR ALL CHILDREN	We provide talented, disadvantaged Kenyan youth with high school and university scholarships, intensive mentoring, leadership training and career preparation, enabling graduates to successfully enter Africa's workforce.	15308
COOPERATIVE FOR EDUCATION	We help Guatemalan schoolchildren break the cycle of poverty by providing educational opportunities such as self-sustaining textbook programs, computer centers, scholarships and reading programs.	11615

Table 7.3 (Cont.)

Education Charity Name	Mission Statement	CFC Code
POSSE FOUNDATION INC.	Posse identifies diverse urban youth with extraordinary potential and transforms their lives through leadership training, scholarships to top colleges and universities, and the support they need to graduate and become the next generation of leaders.	11529
LUBUTO LIBRARY PARTNERS (LUBUTO LIBRARY PROJECT INC.)	Creates model public youth libraries in Africa as safe havens for all, including children with disabilities, out-of-school or AIDS-affected. Advocates for and educates librarians to address needs of all young people with targeted resources and programs.	12370
LEADERSHIP CONFERENCE EDUCATION FUND INC.	We work for a more open and just society-an America as good as its ideals. Help us to ensure jobs, education, voting rights, and more.	10741
SALESIAN MISSIONS INC.	Salesian Missions cares / educates poor youth in 130+ countries around the globe by teaching academic/ trade skills, providing health programs and meeting basic / emergency needs. This allows them to become self-sufficient contributing members of society.	10279
PHI DELTA KAPPA EDUCATIONAL FOUNDATION INC.	We support current & future teachers, strengthening their interest in the profession through the entire arc of the career. We aim to elevate the discourse around teaching & learning to ensure that every child has access to high-quality education.	28868
NATIONAL ASSOCIATION FOR THE EDUCATION OF YOUNG CHILDREN	NAEYC is a membership association empowering diverse, dynamic early childhood professionals. NAEYC supports all who care for, educate, and work on behalf of young children.	33682
PEACE ACTION EDUCATION FUND	Works to abolish nuclear weapons, support a peace economy that meets human needs and a foreign policy that promotes peace and respects human rights.	10431
GREAT MINDS IN STEM	Be a national leader in keeping America technologically strong by promoting awareness, inspiration, motivation and skills for underserved students to pursue the Science, Technology, Engineering and Math academic and career fields.	12473
EDUCATE THE CHILDREN INC.	Empower women and children to overcome poverty, illiteracy and hunger. Scholarships, school repair, adult literacy, and micro-credit loans. Women and children of Nepal need you.	11660
DELTA RESEARCH AND EDUCATIONAL FOUNDATION	Promotes research which identifies solutions to issues affecting African American women and their communities through funding and support of charitable programs of Delta Sigma Theta.	11213
BOOKS FOR THE BARRIOS INC.	Fight extreme poverty and promote peace through education. Help build schools for girls in war-torn areas.	10375
SEEDS OF LEARNING	Seeds of Learning works to improve educational opportunities in rural Latin America. We work with North Americans and Central Americans to build and equip schools in Nicaragua, educate children and adults, and promote cross cultural understanding.	45653
LATIN AMERICAN WORKING GROUP EDUCATION FUND	We help citizens encourage the United States to support human rights, justice, and freedom from poverty in Latin America and the Caribbean.	11745

Table 7.3 (Cont.)

Education Charity Name	Mission Statement	CFC Code
JAMES MADISON EDUCATION FUND	Better students become better citizens. Teaching students about the Constitution and democratic government, helping them to better understand their responsibilities and rights as citizens.	11763
AMERICAN INDIAN EDUCATION FUND (PARTNERSHIP WITH NATIVE AMERICANS)	American Indian students on isolated Indian reservations face many challenges: 35% are impoverished, about half drop out of high school, only 13% graduate college but more want to. Please help us help them with scholarships and school supplies.	54766
UBUNTU EDUCATION FUND	We are putting South Africa's orphaned and vulnerable children on a pathway out of poverty by providing world-class household stability, education, and health support from cradle to career.	12187
BOYS & GIRLS OF AMERICA EDUCATION FUND (CASA DE SARA)	Providing education and opportunities for at risk children and families, improving their lives and their communities.	10927
AMERICAN INDIAN SCIENCE AND ENGINEERING SOCIETY	Since 1977, AISES has worked to substantially increase American Indian/Alaska Native representation in science, technology, engineering, and math (STEM) as students, professionals, mentors, and leaders.	10105
OUTWARD BOUND	Outward Bound changes lives through challenges and discovery. Wilderness and urban courses help students and veterans discover strength of character, leadership, and desire to serve.	11700
BRAILLE INSTITUTE OF AMERICA, INC.	Giving hope and help to blind or visually impaired children through free programs that teach the adaptive skills needed to live more independent and fulfilling lives, and by providing children with free books that help them master braille.	11118
INTERNATIONAL STUDENT CONFERENCES	Run by students, for students. International exchanges promoting leadership, peace, education, and cultural understanding. Opportunities for youth to experience life, exchange options, and study internationally.	10647
UNIT SCHOLARSHIP FUND, INC.	Mission: To provide merit-based scholarships and educational enrichment opportunities to the families of current and veteran unit members.	12527
CHALLENGER CENTER (CHALLENGER CENTER FOR SPACE SCIENCE EDUCATION)	Challenger Center engages students in hands-on Science, Technology, Engineering and Math (STEM) education experiences. Our programs introduce students to STEM careers and enable them to practice teamwork, communication, and other essential skills.	11927
TURKISH PHILANTHROPY FUNDS INC.	End illiteracy and inequality for women and girls! Help support gender quality, economic development, entrepreneurship and education in Turkey.	36506
DOMINICAN REPUBLIC EDUCATION AND MENTORING PROJECT INC.	We provide inclusive, sustainable and quality educational programs for underprivileged children and youth ages 3-24 in the Dominican Republic.	74752
ASHESI UNIVERSITY FOUNDATION	Supports Ashesi University, a liberal arts college in Ghana with the mission of educating a new generation of ethical, entrepreneurial leaders in Africa. Ashesi graduates are equipped to create innovative, practical solutions to Africa's needs.	55666

Table 7.3 (Cont.)**Education Charity Name****Mission Statement****CFC Code**

U S CHESS TRUST	USCT supports chess in the community, providing sets throughout the U.S., especially to programs aiding needy children, veterans, and the elderly. We provide scholarships and other educational support. Those taught chess do better in school and in life.	10212
TOM JOYNER FOUNDATION	To provide programming initiatives and partnerships in support of Historically Black Colleges and Universities "HBCU'S" and its communities.	51253
THE NATIONAL COUNCIL FOR BLACK STUDIES INC.	Promotes a wide range of African centered community-based educational programs which address social, educational, and cultural preservation issues in African American communities.	54779
CHIEF PETTY OFFICER SCHOLARSHIP FUND	Help us say yes - ensure all U.S. Navy Chief Petty Officer family members receive financial support to attend the community college, vocational college, college or university of their choice.	11549
FIRST BOOK	First Book is a nonprofit social enterprise creating equal access to quality education by making brand-new, high quality books and educational resources affordable to its network of more than 325,000 educators who serve kids in need.	10189
ASIAN AND PACIFIC ISLANDER AMERICAN SCHOLARHIP FUND	American's largest national non-profit organization to provide post-secondary scholarships to underserved Asian American and Pacific Islander students, and resources to help with persistence and success.	44885
AMERICAN ASSOCIATION ON INTELLIGENCE AND DEVELOPMENTAL DISABILITIES	Assists people with developmental disabilities by offering education programs for professionals and supporting community programs, progressive public policy, and research advances.	11224
EMBRY-RIDDLE AERONAUTICAL UNIVERSITY INC.	Embry-Riddle's mission is to teach the science, practice and busines of aviation and aerospace, preparing students for productive careers and leadership roles in service around the world.	12338
EASTWEST INSTITUTE (INSTITUTE FOR EASTWEST STUDIES INC.)	EastWest Institute is a global network of influential stakeholders committed to and engaged in building trust and preventing conflict around the world.	85310
NATIONAL FFA FOUNDATION INC.	We're forging a path for agricultural education students to discover their passion in life and build a future of leadership, personal growth and career success.	11006
BROWN FOUNDATION FOR EDUCATIONAL EQUITY EXCELLENCE & RESEARCH	We further the tenets and ideas of the landmark U.S. Supreme Court decision in BROWN v. BOARD OF EDUCATION, keeping it relevant for future generations through scholarships, diversity programs, curriculum for teachers, advocacy, and civic engagement.	86911
AFRICAN CHILDRENS EDUCATIONAL INITIATIVE INC.	Increase access to education among poor rural African children. Address health needs. Train teachers. Build classrooms. Provide clean water, proper sanitation, books and scholastic materials.	12269
SOUTHERN POVERTY LAW CENTER	Using litigation, education, and other forms of advocacy, the SPLC works towards making the ideals of equal justice and equal opportunity a reality.	10352

Table 7.3 (Cont.)

Education Charity Name	Mission Statement	CFC Code
JUNIOR ACHIEVEMENT USA	The world's largest organization dedicated to giving young people in the knowledge and skills they need to own their economic success.	12008
CATHOLIC RELIGIOUS EDUCATORS' ASSOCIATION (NATIONAL CONFERENCE OF CATECHETICAL LEADERSHIP)	Help bring the teaching ministry of Jesus to every Catholic youth and adult. Effectively trained teachers and catechists will inspire others to embrace faith.	10154
VIETNAM HEALTH, EDUCATION, AND LITERACY PROJECTS	Orphans, handicapped, elders, students from low-income families, ethnic minority, etc. are the poorest of the poor in Vietnam. We assist them to achieve self-sufficiency through programs in health and education areas. Join us to improve their lives.	72147
EVERY CHILD MATTERS EDUCATION FUND	Make our children and youth a national policy priority! Help us educate voters and urge candidates to support child-friendly policies and effective programs.	53117
FEDERAL EMPLOYEE EDUCATION AND ASSISTANCE FUND	FEEA is the only independent, nonprofit 501c3 organization devoted solely to providing emergency financial assistance and scholarships to our dedicated civilian federal and postal public servants and their families.	11185
RESTORE EDUCATION	Restore Education is dedicated to providing at-risk youth with free, individualized GED preparation, college readiness and enrollment supports, workforce skills and connections, and social supports leading to self-sufficiency.	43068
EDUCATION OUTSIDE	We conduct conservation and environmental science programs for elementary schools, which includes water conservation, bee keeping, recycling and composting, and climate change.	91860
EDUCATE AMERICA! THE EDUCATION, SCHOOL SUPPORT AND SCHOLARSHIP FUNDS COALITION	Your gift will be shared among America's finest educational opportunity charities, dedicated to making our children and young people the best educated in the world.	10274
THE FOUNDATION SCHOOLS	The Foundation Schools teaches students who struggle with emotional and behavioral disabilities the skills needed to succeed in school and life.	65212
UNITED NEGRO COLLEGE FUND INC.	UNCF's mission is to build a robust pipeline of under-represented students who, due to UNCF support, become college graduates and to ensure that our network of member institutions is a model of best practice in moving students to and through college.	10672
RESET	Places volunteer scientists and engineers in classrooms to motivate children to discover/ explore the worlds of science, engineering, and math through hands-on science learning.	96543
FBIAA MEMORIAL COLLEGE FUND	The MCF provides scholarships for the children and spouses of deceased FBI agents, whether in the line of duty or death by natural causes. Since its inception, the Fund has assisted 241 children and distributed over \$7.5 million in college tuition money.	10280
BOOKS FOR AFRICA INC.	We are the world's largest shipper of books to Africa. We supply books and educational materials based on what is needed. This includes textbooks, library books, law libraries, and agricultural books in English and French, e-readers and computers.	10718
SPANISH EDUCATIONAL DEVELOPMENT CENTER	Primarily committed to Latin-American Immigrants. Provides educational programs for children, families, adults. Helps develop skills necessary to lead productive lives in the US society.	72659

Table 7.3 (Cont.)

Education Charity Name	Mission Statement	CFC Code
BUILD A SCHOOL FOUNDATION INC.	We SAVE lives and provide HOPE to poor children by building schools, dormitories, and bridges in rural areas. Vision: Build 100 schools globally by 2025. Status: Built 26 projects (\$5K each) in Vietnam in 2 years. Impact: Educate 2500 kids and counting.	32901
AMERICAN INDIAN HIGHER EDUCATION CONSORTIUM	Supporting American Indian and Alaska Native Tribal Colleges providing educational opportunities, research, and economic development services within our nation's most remote and economically disadvantaged communities.	11419
ARMY SCHOLARHIP FOUNDATION INC.	Supports our troops by educating their family members. Funds scholarships for Army children and enlisted spouses. Helps deserving Army family members pursue their educational dreams.	24394
READING PARTNERS	We keep low-income elementary students on track to grade-level proficiency by bolstering their reading skills through data-informed, personalized, and volunteer-driven tutoring.	70550
CHILD MIND INSTITUTE, INC.	We are an independent nonprofit dedicated to transforming the lives of children and families struggling with mental health and learning disorders	70468
COLLEGE BOUND, INC.	Our holistic approach is focused on improving the language, reading, writing and math skills of students in preparation for college through after school academic mentoring	66056
TANZANIA EDUCATION FUND, INC.	Supports girls and boys, many of them orphans, through scholarships and the Girls' English Language Immersion Initiative. We provide students, teachers, and the greater community with healthcare through the Modern Medics Tanzania Clinic.	73512
ALPHA KAPPA ALPHA EDUCATIONAL ADVANCEMENT FOUNDATION, INC.	Distributes scholarships to students to assist with tuition and other educational expenses. Recognize community accomplishments and facilitating partnerships with international countries to promote lifelong learning.	11173
MATHCOUNTS FOUNDATION	MATHCOUNTS provides engaging math programs for the U.S. middle school students of all ability levels to build confidence and improve attitudes towards math and problem solving.	10649

Notes: ** – List 5; * – List 35; No asterisk – List 100. Every subject had a random list size given yet ordering remained consistent throughout.

Table 7.4 Environmental Charity List

Environment Charities Name	Mission Statement	CFC Code
CLIMATE SOLUTIONS**	Climate Solutions is a Northwest-based clean energy economy nonprofit. Our mission is to accelerate practical and profitable solutions to global warming by galvanizing leadership, growing investment, and bridging divides.	28024
CONSERVATION TRUST FOR NORTH CAROLINA**	For 25 years, we have helped save the places you love. We work with local land trusts, landowners, and government agencies to protect places along the Blue Ridge Parkway, assist 23 local land trusts, and connect people to the outdoors.	27459
EARTHSHARE CHAPTERS INC.**	Donations are shared among our member groups to protect our environment, health, wildlife, and natural resources. One environment, one simple way to care for it.	82620
TROUT UNLIMITED**	Our members volunteer their time and energies to Protect and Restore New York's Coldwater Fisheries for recreation of all types and preservation for future generations.	56725
BLUE PLANET FOUNDATION**	We're a community organization that's committed to eliminating the use of fossil fuels and clearing the path for 100% clean energy. Starting in Hawaii, we envision a world powered by abundant renewable energy that sustains all life on Earth.	13225
TOXIC-FREE FUTURE*	TFF gets toxic chemicals out of consumer products to protect public and environmental health. We advocate for policy and marketplace change based on solid scientific research.	35169
FRIENDS OF CUNNINGHAM FALLS STATE PARK INC.*	Provides volunteer time and solicits donations to support park operations, recreation, education, environmental programming and protection of natural resources.	93047
OYSTER RECOVERY PARTNERSHIP INC.*	The Chesapeake Bay region's leading nonprofit dedicated to building large scale oyster reefs and supporting shellfish aquaculture. Manages region's oyster shell recycling network.	91587
WASHINGTON TRAILS ASSOCIATION*	Washington Trails Association is the voice for hikers in Washington state. We protect hiking trails and wildlands, take volunteers out to maintain trails, and promote hiking as a healthy, fun way to explore the outdoors.	83126
MISSOURI ENVIRONMENTAL FUND*	Support great environmental programs working in Missouri! Donations are shared among 30+ organizations which are protecting our environment: parks, trails, clean air & water, conservation, recycling, wildlife, habitat, life overall. List at: moenv.org	93104
PIEDMONT WILDLIFE CENTER*	Children have lost their connection to nature. Wildlife needs healthy environments to ensure their/our health and welfare. Help inspire youth and improve wildlife habitat.	30787
CHESAPEAKE AUDUBON SOCIETY*	Provides child/adult environmental education and field trips; conserves 750-acre undisturbed rare salt marsh; advocates for environmental protection policies; operates Pickering Creek Audubon Center.	57607
WASHINGTON NATIVE PLANT SOCIETY*	Washington Native Plant Society promotes the appreciation and conservation of Washington's native plants and their habitats through study, education, stewardship and advocacy.	69374

Table 7.4 (Cont.)**Environment Charities Name****Mission Statement****CFC Code**

NORTH CAROLINA WILDLIFE FEDERATION*	Dedicated to all NC's wildlife and its habitat with project focus on wildlife conservation, habitat restoration & protection, and connecting people to nature.	85245
EARTHCORPS*	EarthCorps brings together passionate and hardworking young adults from the US and countries around the world, for a yearlong leadership training program in Seattle, Washington.	18747
ALASKA WILDLIFE CONSERVATION CENTER INC.*	The Alaska Wildlife Conservation Center is a sanctuary dedicated to preserving Alaska's wildlife through conservation, research, education and quality animal care. A proud partner in the Wood Bison Reintroduction Project that returned bison to the wild.	77691
SOUTHEASTERN EFFORTS DEVELOPING SUSTAINABLE SPACES INC.*	SEEDS is committed to empowering youth and adults through garden-based educational programming on healthy lifestyles, organic gardening, food security, sustainable agriculture, and environmental stewardship.	30590
PACIFIC CREST TRAIL ASSOCIATION*	Help protect, preserve, and promote the 2,650-mile Pacific Crest Trail as a world-class experience for hikers and equestrians, and the value scenic lands provide.	10429
MOUNTAINTRUE*	A trusted community partner working to keep our forests healthy, our air and water clean and our communities vibrant.	61225
PUBLIC EMPLOYEES FOR ENVIRONMENTAL RESPONSIBILITY INC.*	PEER helps public employees expose and remedy environmental wrongdoing, defends public employees who protect our environment, and champions scientific integrity.	12057
POCONO ENVIRONMENTAL EDUCATION CENTER*	PEEC advances environmental education, sustainable living, and appreciation for nature through hands-on experience in a national park. PEEC is an independent 501(c)(3) non-profit organization.	36280
WOODLAND PARK ZOO (WOODLAND PARK ZOOLOGICAL SOCIETY) *	Featuring naturalistic exhibits in an urban setting. Our education programs encourage discovery and promote wildlife conservation by inspiring people to learn, care and act.	47087
FRIENDS OF STATE PARKS INC.*	Citizens Dedicated to the understanding, enjoyment, and protection of NC state parks, while promoting awareness of state parks to the quality of life in NC	68954
ALASKA COMMUNITY ACTION ON TOXICS*	Protecting Alaskans' health and environment by eliminating exposures to toxic chemicals in air, water, food, and household products for a safer, healthier future for Alaskan families.	72181
LAND TRUST ALLIANCE INCORPORATED*	The Land Trust Alliance leads 1,700 conservation groups to quickly, effectively and permanently save the places people love by strengthening land conservation across America.	11435
PLANET AID*	Planet Aid collects and recycles used clothing and shoes to protect the environment and support sustainable development in impoverished communities around the world.	92217
RAINFOREST FOUNDATION INC.*	We protect the biological and cultural diversity of Central and South American rainforests by helping indigenous peoples secure the rights to their lands and resources.	12512
AMAZON WATCH*	Working to protect the rainforest and advance the rights of indigenous peoples in campaigns for human rights, corporate accountability and preservation of the Amazon's ecological systems.	11616

Table 7.4 (Cont.)

Environmental Charity Name	Mission Statement	CFC Code
TREES FOR THE FUTURE INC.*	Plants millions of trees in forest gardens to end hunger and poverty for thousands of farming families in Sub-Saharan Africa. Provides technical training, supplies and distance education to empower local groups to change their lives through tree planting.	10715
ECOAGRICULTURE PARTNERS (ECOAGRICULTURE INTERNATIONAL INC.)*	Works with partners in Africa and around the world to develop and sustain landscapes that simultaneously enhance rural livelihoods, conserve biodiversity and ecosystem services, and sustainability produce crops, livestock, fish, and fiber.	12367
APPALACHIAN TRAIL CONSERVANCY	Preserve and manage this amazing nature trail. Ensuring that its priceless cultural heritage can be shared and enjoyed today, tomorrow, and for centuries to come.	12230
INTERAMERICAN ASSOCIATION FOR ENVIRONMENTAL DEFENSE (ASOCIACION INTERAMERICANA PARA LA DEFENSA DEL AMBIENTE) *	Protects the environment and human rights throughout the Americas. We combat climate change, safeguard human health and wildlife, and defend rivers, rainforests, and vulnerable communities.	11617
FRIENDS OF THE PATUXENT WILDLIFE RESEARCH CENTER INC.*	We support financially the groundbreaking research conducted by the PWRC as well as fostering the environmental education, public outreach, and recreational missions of the PRR.	63960
CITIZENS FOR THE PRESERVATION OF WILDLIFE INC.*	Citizens for the Preservation of Wildlife, Inc. (CPW) rescues and rehabs waterfowl. CPW relocates nesting ducks, geese, and their young from hazardous areas. CPW with a licensed rehabber, rehabs and release injured waterfowl back to the wild and families.	46957
NATURESERVE*	Help us connect science to the conservation of nature! We are a network of over 80 programs committed to creating comprehensive science-based tools and research that helps protect nature around the globe through data-informed decisions.	10299
POTOMAC CONSERVANCY INC.	Safeguards the lands and waters of the Potomac River and its tributaries and connects people to this national treasure.	44786
AFRICAN RAINFOREST CONSERVANCY (THE TANZANIA WILDLIFE FUND INC.)	Supports grassroots projects that are saving African forests and building awareness of the environmental, economic, cultural and social importance of African forests in order to ensure they stay standing for generations to come.	46974
NATIONAL ENVIRONMENTAL EDUCATION FOUNDATION	Connect people to nature; prepare the next generation; engage people every day; advance the field of environmental education.	11792
WILDLIFE RESCUE INC.	Help us rescue injured and orphaned animals; assist with wildlife emergencies; provide children with educational opportunities to foster respect for our natural world and themselves.	51324
FRESHFARM MARKETS INC.	We promote sustainable agriculture and improve food access and equity in the Mid-Atlantic. We operate producer-only markets that provide economic opportunities to local farmers and through outreach that educates the public about food and the environment.	99308
SURFRIDER FOUNDATION	Protects and preserves Delaware's ocean, waves, beaches and estuaries, through a powerful activist network. Programs and campaigns include plastic pollution prevention, beach preservation, environmental outreach and grassroots activism.	84870
INTERFAITH POWER & LIGHT (DC, MD, NoVA) (INTERFAIT CONFERENCE OF METROPOLITAN WASHINGTON INC.)	Supports local congregation of all faiths in saving energy, going green, and responding to climate change.	62830

Table 7.4 (Cont.)

Environmental Charity Name	Mission Statement	CFC Code
ENVIRONMENTAL LAW INSTITUTE INC.	ELI is a non-partisan think-and-do tank that brings together community-based education and research on today's most pressing environmental issues. We work to develop solutions that protect people, places, and the planet.	10629
BLUE RIDGE PARKWAY FOUNDATION	Philanthropic partner for Blue Ridge Parkway supporting projects and programs focused on natural resource preservation, cultural heritage, education and outreach, and enriching visitor experiences.	55939
WILDLIFE REHABILITATION CENTER OF NORTHERN UTAH	Through wildlife rehabilitation and education, we will empower the community to engage, in responsible stewardship of wildlife and habitat.	74219
FRIENDS OF THE MOUNTAINS TO SEA	Building, protecting and promoting North Carolina's 1000-mile state trail from the Great Smoky Mountains to the Outer Banks.	30392
ALASKA MARINE CONSERVATION COUNCIL	To protect the integrity of Alaska's marine ecosystems and promote healthy, ocean-dependent coastal communities.	28019
FORTERRA NW	Forterra is an effective leader for regional sustainability with a 100-year vision and action plan for the region. To date we've permanently conserved 238,000 acres of land and improved the quality of life for people in over 80 communities.	25717
ADOPT-A-STREAM FOUNDATION	Help us protect Northwest Salmon and Trout habitat. We train people of all ages to become Streamkeepers who will preserve our watersheds, wetlands, and streams.	97775
EARTH DAY NETWORK INC.	To broaden and diversify the environmental movement worldwide and mobilize it as an effective vehicle to build a healthy and sustainable planet for future generations.	10625
AMERICAN CHESTNUT LAND TRUST INC.	Together, you and the American Chestnut Land Trust will continue to protect the Parkers Creek Preserve and its surrounding natural lands, care for and monitor the health of its waterways, and continue wildlife habitat enhancement & improvement.	53731
NORTH CASCADES INSTITUTE	Inspire and empower environmental stewardship for all through transformative educational experiences in nature.	11253
THE CLEARWATER HISTORICAL SOCIETY INC.	The Clearwater Historic Society mission shall be the discovery, preservation and dissemination of knowledge about the history of Clearwater County, Idaho.	48886
BEYOND PESTICIDES	Prevents pesticide poisoning of our environment, homes, workplaces, schools, food and water through a practical information clearinghouse on toxic hazards and non-chemical pest control.	11429
MARYLAND ASSOC FOR ENVIRONMENTAL & OUTDOOR EDUCATION INC.	The Maryland Association for Environmental and Outdoor Education (MAEOE) encourages, engages, and empowers the community to understand, responsibility use and promote the natural world.	30523
AUDUBON NATURALIST SOCIETY OF THE CENTRAL ATLANTIC STATES INC.	Environmental organization dedicated to watershed and habitat protection and to providing people of all ages with a greater understanding and appreciation of their natural world.	75493
HOWARD COUNTY CONSERVANCY INC.	The Howard County Conservancy educates children and adults about our natural world, preserves the land and its legacy for future generations and models responsible stewardship of our environment.	97766

Table 7.4 (Cont.)

Environmental Charity Name	Mission Statement	CFC Code
NEVADA LAND TRUST	Nevada Land Trust is protecting special places in Nevada through acquisition, easement, open space planning, outreach and environmental restoration; 42,000+ acres in seven Nevada Counties protected since 1998.	54686
ALICE FERGUSON FOUNDATION INC.	Our mission is to connect all people to the natural world, sustainable agriculture practices and the cultural heritages of their local watershed through education, stewardship and advocacy.	62564
PENNSYLVANIA LAND TRUST ASSOCIATION	PALTA seeks to protect Pennsylvania's special places to ensure healthy, prosperous, and secure communities and to increase the pace and improve the quality of conservation.	42683
LEGACY PARKS FOUNDATION	Legacy Parks Foundation is an East Tennessee nonprofit organization working to ensure that our community enjoys exceptional recreational opportunities, natural beauty and open spaces, and that these assets exist for generations to come.	20194
TENNESSEE RIVER GORGE TRUST INC.	We preserve the Tennessee River Gorge as a healthy and productive resource through land protection, education, community engagement, and good land stewardship practices.	84308
ARLINGTONIANS FOR A CLEAN ENVIRONMENT	ACE promotes stewardship of natural resources and practical solutions to sustainable lifestyles to protect water, air, and open spaces. Our work reduces pollution, beautifies Arlington's parks, and grows our environmental stewards of tomorrow.	83504
LITTLE MIAMI CONSERVANCY	Dedicated to the protection and restoration of the Little Miami National Wild and Scenic River as a wildlife sanctuary, clean drinking water and as a venue for quiet public recreation. Founded in 1967, LMC owns 100 nature preserves and growing!	68305
ALLIANCE TO SAVE ENERGY	We are the leading energy efficiency coalition in the U.S. - an alliance of business, government, environmental and consumer leaders advocating for energy efficiency to achieve a healthier economy, a cleaner environment and enhanced energy security.	11783
DUCKS UNLIMITED INC.	Wetland and waterfowl conservation organization that has conserved over 14 million acres of habitat in North American since its inception in 1937.	10235
CENTER FOR PLANT CONSERVATION INC.	Founded in 1984, the Center for Plant Conservation (CPC) is a consortium of more than 40 botanical gardens and conservation partners in the United States that are dedicated to safeguarding imperiled native plants from extinction.	11524
THE CLOUD FOUNDATION	The Cloud Foundation is a Colorado 501(c)3 non-profit corporation dedicated to the preservation of America's free roaming Wild Horses and Burros that live on Federal land. Our goal is to educate the public and involve the public in policy making.	68230
CENTRAL VIRGINIA BATTLEFIELDS TRUST INC.	Central Virginia Battlefields Trust is dedicated to the preservation of Civil War battlefields in one of the most contested theatres of the conflict -- Fredericksburg, Chancellorsville, the Wilderness and Spotsylvania Court House. Over 1,200 acres saved.	33689

Table 7.4 (Cont.)

Environmental Charity Name	Mission Statement	CFC Code
THE CONSERVATION FUND	Conservation should work for all Americans. That's why we create solutions that make environmental AND economic sense. 96% of every gift goes directly into conservation.	10630
NW ENERGY COALITION	Seattle-based NW Energy Coalition, the region's broadest energy policy alliance, is building a clean, affordable, and equitable 21-st century power system that reflects Washington values, supporting and preserving communities and natural resources.	54742
RAILS-TO-TRAILS CONSERVANCY	Converts thousands of miles of unused railroad corridors into public trails for walking, bicycling, hiking, skating, horseback-riding, cross-country skiing, wildlife habitats and nature appreciation.	10641
THE LAND TRUST OF NORTH ALABAMA INC.	The Land Trust of North Alabama preserves and protects land, freshwater resources, and wildlife habitat in North Alabama – offering six nature preserves and 62+ miles of public trails for recreation, health, education, and conservation.	29871
YELLOWSTONE COALITION: PROTECTING THE LANDS, WATERS, AND WILDLIFE (GREATER YELLOWSTONE COALITION INC.)	Wolves shot. Grizzly Bears endangered. Wild bison slaughtered. Cutthroat trout threatened. Help us protect Yellowstone National Park and the lands that surround it.	11259
WILDLIFE FOREVER	America's leading all-species conservation charity. Hundreds of species have benefited from our work in every state. We're here to conserve and protect American's wildlife heritage.	10002
C&O CANAL TRUST INC.	Independent non-profit organization working in partnership with national park and local communities to raise funds to preserve the Chesapeake & Ohion National Historical Park.	98180
THEODORE ROOSEVELT CONSERVATION PARTNERSHIP INC.	Inspired by the legacy of Theodore Roosevelt, the TRCP is a coalition of organizations working together to preserve the traditions of hunting and fishing.	11542
SAVE AMERICA'S FORESTS FUND INC.	Together we can end clearcutting, save ancient forests, protect wildlife, and restore nature in America, and save indigenous cultures and pristine rainforests overseas. Let's stop the destruction and leave Earth's wild treasures for our grandchildren.	12059
ASSATEAGUE ISLAND ALLIANCE	Assateague Island Alliance supports Assateague Island National Seashore's Interpretive, educational, and scientific programs; stewardship, restoration, and preservation of land, water, living resources, historical sites and resource-compatible recreation.	29423
RARE INC.	Conserve imperiled species and ecosystems around the world by inspiring people to care for and protect nature.	10962
OCEAN FOUNDATION	We once believed the ocean was too big to fail. Now it's overfished, littered with debris. Help us stop the destruction of this vital resource.	12418
SOLAR ELECTRIC LIGHT FUND	Improve lives and end global poverty! SELF designs and implements solar energy solutions to help people living in poverty improve their health, education, and livelihoods.	12189
RAINFOREST PARTNERSHIP	Protecting tropical rainforests in one of the most efficient ways to combat climate change. We help rainforest communities develop sustainable sources of income that rely on the forest and keep the trees standing. Together we save the rainforest!	85801

Table 7.4 (Cont.)

Environmental Charity Name	Mission Statement	CFC Code
GREENPEACE FUND INC.	An independent, campaigning organization that uses research and public education to expose global environmental problems and promote solutions essential to a green and peaceful future.	11369
CENTER FOR BIOLOGICAL DIVERSITY INC.	Using science, advocacy and law, the Center secures protections for wildlife on the brink of extinction, and the wild places they need to survive.	61427
CLEAN WATER FOR HEALTHY AMERICANS (CENTER FOR WATERSHED PROTECTION)	Polluted run-off is threatening the future of clean water for our children. We work with communities to ensure clean water resources, using scientific best practices.	11248
CORAL REEF ALLIANCE	70% of corals are threatened or gone. The Coral Reef Alliance partners with local communities to save coral reefs and sustain efforts so corals flourish.	10418
BOONE & CROCKETT CLUB	Upholding Theodore Roosevelt's vision, we're protecting our nation's most valuable resource - its wildlife. We've been promoting fair-chase in hunting, outdoor ethics and conservation since 1888.	83178
ANTARCTIC AND SOUTHERN OCEAN COALITION	The world's last unspoiled wilderness is disappearing, including penguin and whale habitat. Help ASOC protect Antarctica's wildlife, wilderness values and scientific potential.	12144
SOIL AND WATER CONSERVATION SOCIETY	Healthy Lands, Clean Water, For Life. Protecting the environment, improving air quality, and reducing soil erosion while producing food to support a growing world population.	11797
CONSERVATION AND PRESERVATION CHARITIES OF AMERICA	Overpopulation, deforestation, pollution, and the reckless waste of our natural resources must be met and addressed. Join us in saving our world.	11782
AMERICAN HIKING SOCIETY	The places you love to hike are in danger from development, closure, and other threats. Help conserve America's hiking trails and the lands around them.	11784
CONSERVATION AND PROTECTION OF PUBLIC LANDS (PUBLIC LANDS FOUNDATION)	Fighting to keep America's Public Lands in public hands. Preventing unstable, unsound timber cutting, grazing and mineral/oil production. This land is your land!	11786
YOSEMITE CONSERVANCY	Join us to support projects and programs that preserve Yosemite National Park and enrich the visitor experience. Your gifts will help our magnificent national park for current and future generations.	12061
GREEN EMPOWERMENT	Provides life-saving clean water and renewable energy (electricity) to villages in the developing world. Projects are community-based, sustainable, and implementing by in-country, non-profit partners.	10421
NATIONAL MARINE SANCTUARY FOUNDATION	For everyone who loves the ocean and Great Lakes, our national marine sanctuaries preserve these unique waters for all Americans. Safeguard these special places to ensure future generations can enjoy a healthy and thriving ocean and Great Lakes. Join us!	10762
ROCKY MOUNTAIN ELK FOUNDATION INC.	Ensures future of elk, other wildlife and our hunting by conserving, restoring, and enhancing natural habitats through land purchases, conservation easements, education and research.	10408
TREAD LIGHTLY INC.	Protecting, enhancing, and restoring outdoor recreation areas by advocating an ethic of stewardship and responsible use of America's public lands and waterways.	10000

Table 7.4 (Cont.)

Environmental Charity Name	Mission Statement	CFC Code
WILDLIFE CONSERVATION FUND OF AMERICA (UNITED STATES SPORTSMENS ALLIANCE FOUNDATION)	We're exposing youth and families to the great outdoors...hunting, fishing, conservation. Our trailblazer Adventure Program inspires people to protect America's wildlife and its habitats.	12163
RAINFOREST TRUST	Save rainforests for endangered wildlife! We've protected over 15 million acres from deforestation since 1988. You can save an acre for as little as \$1!	11257

Notes: **– List 5; * – List 35; No asterisk – List 100. Every subject had a random list size given yet ordering remained consistent throughout.

Table 7.5 Health Charity List

Health Charity Names	Mission Statement	CFC Code
SKIN CANCER FOUNDATION INC.**	Skin cancer, the world's most common cancer, is occurring at epidemic levels. Your support enables us to continue our public education programs and groundbreaking research.	10942
STEM CELL FOUNDATION**	Accelerating cures through innovative, advanced, collaborative stem cell research. The future of medicine is here now - and will change the life of someone you love.	89704
CHILDREN'S ORGAN TRANSPLANT ASSOCIATION**	COTA helps children and young adults who need a life-saving transplant by providing fundraising assistance and family support.	11145
LUNGEVITY FOUNDATION**	Find it. Treat it. We are committed to accelerating research into early detection and effective lung cancer treatments, while providing community, support and education.	12970
MESOTHELIOMA APPLIED RESEARCH FOUNDATION INC.**	Dedicated to eradicating the life-ending and vicious effects of mesothelioma. Funding critical research in prevention, early detection, and treatment development. We believe in a cure.	11856
THE V FOUNDATION*	Founded by Jim Valvano and ESPN, the V Foundation supports doctors, researchers, and scientists in their quest to achieve victory over cancer.	11722
ASPERGER SYNDROME AND HIGH FUNCTIONING ASSOCIATION INC.*	Asperger Syndrome and High Functioning Autism Association (AHA) Inc. provides information and support to individuals, families, and professionals about autism through educational conferences, seminars, newsletters, website and monthly support groups.	56057
SPINAL CORD INJURY NETWORK INTERNATIONAL*	Auto accidents, falls and sports injuries. We assist injured individuals, and their families reach the best possible care and live life fully and productively.	10307
ENGINEERING WORLD HEALTH*	Incubators broken; babies die. Nebulizers dysfunctional: asthma kills. In Asia, Africa, Latin America we repair hospital equipment and teach local technicians to sustain the change.	45954
CANCER IN THE FAMILY RELIEF FUND*	Help children maintain continuity and normalcy in their lives as a parent battles cancer. We fund vital extracurricular activities so kids can be kids.	63176
ARTHRITIS NATIONAL RESEARCH FOUNDATION*	We fund research to cure arthritis and develop new treatments for millions of Americans, including 300,000 children, suffering in pain every day.	11031
SPEECH AND HEARING CENTER*	Ensuring that all individuals with speech or hearing impairments have access to services and equipment needed, regardless of their ability to pay. Better communication prepares children and adults to succeed in school, life and beyond.	96978
NEPHCURE KIDNEY INTERNATIONAL*	Saving Kidneys. Saving Lives. We're the only organization supporting research seeking new treatments, the causes and a cure for Focal Segmental Glomerulosclerosis and Nephrotic Syndrome.	40270
FIBROMYALGIA COALITION INTERNATIONAL*	Provides support and information on Fibromyalgia symptoms, pain, treatment options, fatigue, tender points, stiffness, doctors, and the latest research and news related to Fibromyalgia syndrome.	13711
MEDICAL BRIDGES INC.*	Bridges the healthcare gap by distributing surplus medical supplies and equipment to underserved communities in Africa and emerging countries. Provides equipment ranging from hospital beds and ultrasound machines and gloves, sutures and wound dressings.	11643

Table 7.5 (Cont.)

Health Charity Name	Mission Statement	CFC Code
SUNSHINE FOUNDATION*	Sunshine Foundation spreads sunshine into the lives of chronically ill, seriously ill, physically challenged and abused children, three to eighteen, whose parents have limited income.	11868
SUSAN G KOMEN BREAST CANCER FOUNDATION*	Our mission is to empower people with breast health education, ensure quality care for all, and energize science to find the cures for breast cancer.	18577
NATIONAL MULTIPLE SCLEROSIS SOCIETY*	People affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever.	46003
SCRIPPS RESEARCH INSTITUTE*	The Scripps Research Institute is a world leader in biomedical research. With your support, TSRI scientists fuel hope and gain the resources to propel life-saving advances in cancer, Alzheimer's, HIV/AIDS, Parkinson's, diabetes, and other diseases.	89504
JDRF INTERNATIONAL*	JDRF is the global leader funding type 1 diabetes (T1D) research. Our mission is to accelerate life-changing breakthroughs to cure, prevent and treat T1D and its complications.	21566
GRAVES' DISEASE AND THYROID FOUNDATION*	Help and hope to patients with Graves' disease and other thyroid-related disorders. We provide phone/online support, educational events, and local support groups.	12091
PEDIATRIC BRAIN TUMOR FOUNDATION OF THE UNITED STATES INC.*	Leading funder of medical research for childhood brain tumors. Offers free patient family support services, including educational materials, college scholarships for survivors, and family camps. Provides advocacy for cause.	10190
MUSCULAR DYSTROPHY ASSOCIATION*	Fighting to free individuals, and the families who love them, from the harmful effects of muscle-debilitating diseases so they can live longer and grow stronger.	22079
CHILDRENS CANCER NETWORK*	Focusing on the needs of children and families dealing with childhood cancer, we provide financial, educational and psychological support during a time of uncertainty.	32879
HUNTINGTONS DISEASE SOCIETY OF AMERICA INC.*	Improving lives of those with HD by supporting clinical and basic research and educating the public and healthcare professionals as well as assisting HD families.	24661
ARKANSAS CHILDRENS HOSPITAL*	Arkansas Children's Inc. is the only hospital system in the state solely dedicated to caring for children, which allows the organization to uniquely shape the landscape of pediatric care in Arkansas.	67263
LYMPHATIC EDUCATION & RESEARCH NETWORK, INC.*	Promotes and supports research of the lymphatic system to find treatments and cures for lymphatic diseases including lymphedema. Also benefiting cancer, HIV, lupus, arthritis, etc.	71876
PARKINSONS FOUNDATION INC.*	A leading national presence in Parkinson's disease research, patient education and advocacy. Funds promising scientific research and offers educational programs, referral and one-on-one advice services.	11410
GATEWAY FOR CANCER RESEARCH INC.*	Gateway uses 99 cents of every dollar to fund innovative medical research at leading institutions worldwide, helping people with cancer to feel better, live longer and conquer cancer TODAY! Help shape a world in which a cancer diagnosis is no longer feared	11719

Table 7.5 (Cont.)

Health Charity Name

Mission Statement

CFC
Code

MARCH OF DIMES FOUNDATION*	Prematurity is the #1 killer of babies in the United States. Donations are used to fund research, educational programs, community services and advocacy efforts focused on giving every child a fighting chance at a healthy start.	40936
SHARE SELF-HELP FOR WOMEN WITH BREAST OR OVARIAN CANCER INC.*	SHARE helps people with breast or ovarian cancer - diagnosis through post-treatment - via multilingual helplines, support groups, education programs and outreach initiatives that offer the unique support of survivors.	55205
AIDS VACCINE INITIATIVE, INTERNATIONAL*	The world needs an AIDS vaccine. We work to ensure and speed development of safe, effective, accessible, preventive HIV vaccines for use throughout the world.	12173
NEUROFIBROMATOSIS INC.*	NF Network's goal is to eradicate the health issues, pain, and isolation that the diagnosis of NF inflicts. To improve the lives for people living with NF, which causes uncontrolled tumor growth, we promote research, improve clinical care and education.	10227
ALZHEIMERS DISEASE AND RELATED DISORDERS ASSOCIATION*	Supports those with Alzheimer's & other dementias- 24/7 Helpline, care consultations, education, respite care assistance, support groups, & early memory loss programs. Services available for those living in the Chapter's 86 Missouri & 10 Illinois counties.	52532
BLOOD CANCER RESEARCH FOUNDATION (MPN RESEARCH FOUNDATION) *	Blood cancers strike people from all walks of life. Fighting blood cancer requires focused scientific research. Founded by patients for patients looking for a cure.	36603
DOUG FLUTIE JR FOUNDATION FOR AUTISM INC.	In 1999, 1 in 1,000 children were diagnosed with autism; today it is 1 in 68. The Flutie Foundation's goal is to help families living with the challenges of autism live life to the fullest. Together we can make a difference in the quality of their lives.	12426
SPASTIC PARAPLEGIA FOUNDATION INC.	The Spastic Paraplegia Foundation is dedicated to funding cutting edge scientific research to discover the causes and cures for Hereditary Spastic Paraplegia and Primary Lateral Sclerosis. Both are rare, progressive, neurological diseases similar to ALS.	12554
GIFT OF LIFE INC.	Builds awareness for organ and tissue donation by reaching 26,000 individuals through high schools and mentoring those waiting for a lifesaving transplant.	43946
AMERICAN DIABETES AID AND PREVENTION INSTITUTE (DIABETES AID AND PREVENTION FUND)	Diabetes afflicts Millions of our families and friends. People suffering with Diabetes has increased 136%! Nearly 24 million Americans have this disease! We can prevent Diabetes! Help us stop this epidemic!	34343
LYMPHEDEMA NETWORK (NATIONAL LYMPHEDEMA NETWORK INC.)	Affecting some 3-5 million children, women, men in US, lymphedema includes 45+ diseases of the lymphatic system, often from cancer treatment & trauma. Funds support compression garments for low-income patients, research conference, advocacy. THANK YOU!	11870
NARCOLEPSY NETWORK INC.	Falling asleep without control. Crumbling to floor from any sudden emotion. Disrupted nighttime sleep, misunderstanding and discrimination, loss of benefits. Help us improve lives!	12093
A C N M FOUNDATION INC.	Promoting excellence in health care for women, infants and families worldwide through midwifery. Midwives provide quality, evidence based, personalized care, making birth safe and joyful.	43413

Table 7.5 (Cont.)

Healthcare Charity Name	Mission Statement	CFC Code
ASTHMA & ALLERGY FOUNDATION OF AMERICA	The Chapter provides asthma and allergy education to patients and patient families, healthcare professionals, childcare workers, school staff, and senior populations, focusing on populations experiencing health disparities in the state.	34216
NEUROLOGICAL VOCATIONAL SERVICES	People with neurological conditions (traumatic brain injury, stroke, multiple sclerosis, epilepsy) desire independence through rewarding employment. Funding supports counseling, training, tryouts, job site support.	74745
ANGEL WHEELS-TO-HEALING	Provide no cost, long distance medically related ground transportation nationwide for financially needy patients requiring access to distant specialized medical evaluation, diagnosis, treatment and rehabilitation.	80899
PROSTATE CANCER RESEARCH INSTITUTE	Prostate cancer will strike 1 in 7 men. Your generous donation helps us fight prostate cancer through research, education and increasing public awareness.	10941
CELIAC DISEASE FOUNDATION	2.5 million adults and children are suffering needlessly. Help us lead the fight to increase the rate of diagnosis, to improve treatments, and to find a cure for celiac disease and non-celiac wheat sensitivity.	12140
CANCER RESEARCH INSTITUTE INC.	Cancer Research Institute supports and coordinates scientific and clinical efforts that will lead to the immunological treatment, control, and prevention of cancer.	11999
CHILD AMPUTEE AND CORRECTIVE LIMB SURGERY ORGANIZATION (A LEG TO STAND ON INC.)	Providing the prosthetic limbs, corrective surgery, and rehabilitative care to children in developing countries who suffer from limb disabilities, until the age of 18. Giving the gift of mobility, independence, education, and hope for a bright future!	12363
SHRINERS HOSPITALS FOR CHILDREN	Children suffering from burns, spinal cord injuries, and orthopedic conditions receive world-class medical care in a family-centered environment regardless of ability to pay.	77428
THE NAYA FOUNDATION	Help us bring safe and effective cancer treatments to children. We collaborate with scientists to support groundbreaking research such as genetic sequencing, precision medicine and clinical trials that leverage the latest understanding of cancer biology.	38541
CHILDHOOD LEUKEMIA FOUNDATION INC.	Hair loss should not be an embarrassing factor for children fighting cancer! Help us provide human hair wigs and wish baskets to lift their spirits and make a smile happen!	46392
AMERICAN HEART ASSOCIATION INC.	Our mission is to build healthier lives, free of cardiovascular diseases and stroke. We fund innovative research, fight for stronger public health policies, and provide critical tools and information to save and improve lives.	80136
PARKINSON'S AND BRAIN RESEARCH FOUNDATION (CHILDREN'S GAUCHER RESEARCH FUND)	Less expenses - more research - more results - 98 cents of every dollar spent goes to research. Cutting-edge research in an effort to cure Parkinson's disease!	76948
RESTLESS LEGS SYNDROME FOUNDATION INC.	Help provide education and support to millions of people with restless leg syndrome (RLS). We fund research toward a cure for this debilitating neurological disease.	10602
NATIONAL PKU ALLIANCE INC.	The National PKU Alliance works to improve the lives of individuals with phenylketonuria (PKU) and pursue a cure. Programs include research, advocacy, education and support.	54432

Table 7.5 (Cont.)

Healthcare Charity Name	Mission Statement	CFC Code
CHILDREN'S HEART SYDROMES & DEATH PREVENTION FOUNDATION (THE SUDDEN ARRHYTHMIA DEATH SYNDROME FOUNDATION)	More than 11 young lives are lost each day from Sudden Arrhythmia Death Syndrome (SADS). Join us to raise awareness, support families, and save lives!	56112
TEAM JACK FOUNDATION INC..	Raise money to fund impactful pediatric brain cancer research and work to create national awareness for the disease.	90649
INTERNATIONAL AID INC.	Equipping servants worldwide with the tools to bring healing and restoration to the suffering thru distribution of medicines, hygiene products, reconditioned medical equipment, nutritional supplements.	10783
RONALD MCDONALD HOUSE CHARITIES	We provide affordable lodging and support for families who travel to Knoxville seeking medical treatment for their critically ill children being served in area hospitals. Served 492 families, encompassing 1,338 people in 2016.	84726
VOLUNTEER EYE SURGEONS INTERNATIONAL LTD.	Sends volunteer eye surgeons to developing countries like Afghanistan, Vietnam and Bangladesh where they restore sight surgically, treat severe eye diseases, and teach modern techniques.	12101
CANCER AID AND RESEARCH FUND	Awards scientific research grants, provides medical supplies and equipment to programs that treat cancer and other degenerative diseases. Cancer support groups for patients and families.	10617
EAST AFRICA MEDICAL ASSISTANCE FOUNDATION	Provides ultrasound and other radiology equipment as well as radiology education and training for medical staff in Tanzania to improve care for pregnant woman, cancer and cardiac patients, and others who would otherwise suffer needlessly.	11882
DUKE CHILDREN'S (DUKE UNIVERSITY)	Provides the most advanced medical treatment & research available in a compassionate, family-centered environment for children from the Southeast & around the world.	31488
TMJ ASSOCIATION LTD.	Jaw disorders affect a person's ability to speak, eat, chew, smile, kiss and even breathe. We promote research, scientifically validated treatments, and vital coping skills.	12102
LIGHTHOUSE FOR THE BLIND INC.	Providing opportunities for independence and self-sufficiency of people who are blind, Deafblind, and blind with other disabilities through employment, training, and support services.	33997
THANC FOUNDATION INC.	We support research and education in the early detection and treatment of thyroid and head and neck cancer.	48982
RX OUTREACH INC.	Help us to make medicine affordable for people who battle both poverty and chronic disease - so they don't have to choose between buying food or medicine.	18098
SMILES INC.	Dedicated to helping low-income citizens get out of pain and become healthier by providing free dental extractions and low-cost hygiene services.	87216
OSTEOGENESIS IMPERFECTA FOUNDATION INC.	Osteogenesis Imperfecta (OI) is a genetic bone disorder characterized by fragile bones that break easily. The Foundation's mission is to improve the quality of life for people affected by OI through research, education, awareness, and mutual support.	11334
AUSTIN HATCHER FOUNDATION FOR PEDIATRIC CANCER	The mission of the Austin Hatcher Foundation for Pediatric Cancer is to erase the effects of pediatric cancer and optimize each child's quality of life through essential specialized interventions.	27311

Table 7.5 (Cont.)

Healthcare Charity Name	Mission Statement	CFC Code
BLACK AIDS INSTITUTE (AFRICAN AMERICAN AIDS POLICY AND TRAINING INSTITUTE)	We have the tools to end the AIDS epidemic. Join the campaign to end AIDS today. Treatment, education, and prevention is the answer!	12320
CHILDREN'S SURVIVAL FUND	Invest in a child's future! We provide critical medicines, equipment, supplies, clean water, and schooling for sick, disabled, and abandoned children around the world.	10537
PACHYONYCHIA CONGENITA PROJECT	Fighting to Stop the Pain, Serving Patients and Promoting Research for Treatments and a Cure for all who struggle with Pachyonychia Congenita (PC) a rare skin disease that causes painful blisters, calluses, thickened nails. Help make a difference.	89437
SIGHT SURGERY INTERNATIONAL (NEUROLOGICAL HEALTH INTERNATIONAL)	Blind children see again. Tiny babies tragically blinded by congenital cataracts have sight restored. Give a child a change for life with sight!	86586
LOCKS OF LOVE INC.	Return a sense of self, confidence and normalcy to children suffering from hair loss by providing the highest quality hair prosthetics made from donated ponytails.	11780
CONQUER CANCER FOUNDATION OF THE AMERICAN SOCIETY OF CLINICAL ONCOLOGY	We fund breakthrough research and share cutting-edge cancer information. With your help we can build a world free from the fear of cancer.	28783
LEUKEMIA RESEARCH FOUNDATION INC.	Every 3 minutes someone in the US is diagnosed with a blood cancer. The Leukemia Research Foundation funds medical research to find a cure for blood cancers and also provides emotional, educational, and financial support to patients and the families.	11725
PHOENIX CHILDRENS HOSPITAL FOUNDATION	Arizona's only licensed children's hospital, providing world-class care inpatient, outpatient, trauma, emergency and urgent care to children and families in Arizona.	36752
ANXIETY, DEPRESSION, PTSD AND OCD EDUCATION AND RESEARCH FOUNDATION (ANXIETY AND DEPRESSION ASSOCIATION OF AMERICA)	Anxiety disorders, depression, OCD, and PTSD are real, serious, and treatable. We champion research for a cure and offer educational resources to millions suffer silently.	11220
THE ARMSTEAD-BARNHILL FOUNDATION FOR SICKLE CELL ANEMIA	Supports research for curing Sickle Cell Anemia, cancer, heart disease, Leukemia and other life-threatening illnesses. Offers website and hotline phone services and support treatment facilities.	21800
BRIGANCE BRIGADE FOUNDATION INC.	Equip, Encourage, and Empower people living with ALS. We strive to improve the quality of life for patients and their families by providing access to needed equipment, resource guidance, and support services.	51261
PLANNED PARENTHOOD FEDERATION OF AMERICA	Ensure access to affordable reproductive health care, protect reproductive rights, and promote access to comprehensive medically accurate sexuality education, domestically and internationally.	11682
COPD FOUNDATION INC.	The COPD Foundation's mission is to prevent and cure Chronic Obstructive Pulmonary Disease and to improve the lives of all people affected by COPD. We develop and support programs in the areas of research, education, early diagnosis, and enhanced therapy.	33369
SKIN AND DENTAL DYSFUNCTION FOUNDATION (NATIONAL FOUNDATION FOR ECTODERMAL DYSPLASIAS)	Provides dentures, support, and hope to children left toothless from the rare disorder Ectodermal Dysplasia. Funds research to find improved treatment options and cures.	10604
LEUKEMIA & LYMPHOMA SOCIETY INC.	The mission of Leukemia & Lymphoma Society (LLS) is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.	28882

Table 7.5 (Cont.)

Healthcare Charity Name	Mission Statement	CFC Code
REFLEX SYMPATHETIC DYSTROPHY SYNDROME ASSOCIATION OF AMERICA	Providing support, education, and home to everyone affected by CRPS/RSD, a painful, debilitating condition. Help fund research to develop better treatments and a cure.	11045
WILLIAMS SYNDROME ASSOCIATION INC.	Cardiovascular disease, developmental delays, and learning disabilities. Williams syndrome affects thousands. We know the challenges first-hand. Help us provide critical programs and support.	10014
NAMI OF MISSOURI	We are dedicated to improving the quality of life and recovery for children and adults with brain disorders/mental illness through education, support, and advocacy.	37106
CHILDREN'S MEDICAL & RESEARCH CHARITIES OF AMERICA (CHILDREN'S MEDICAL RESEARCH CHARITIES OF AMERICA)	A child's smile when you say "yes, I'll help you" will melt your heart. Please say yes to these - America's best charities for sick children.	12149
ALPHA-1 FOUNDATION INC.	The Alpha-1 Foundation funds medical research to improve treatment and ultimately find a cure for Alpha-1 Antitrypsin Deficiency, a genetic cause of potentially fatal lung and liver disease.	11717
BOOMER ESIASON FOUNDATION	The Boomer Esiason Foundation is a partnership of leaders in the medical and business communities joining with a committed core of volunteers to provide financial support to research aimed at finding a cure for cystic fibrosis.	10796
THE CLEVELAND CLINIC FOUNDATON	Our Children's Center for Pediatric and Adolescent Endocrinology cares for children with diverse metabolic and growth disorders, including diabetes, through specialized, multidisciplinary clinics and innovate care programs.	98512
STURGE-WEBER FOUNDATION	Seizures and glaucoma at birth. Purple facial birthmark. Lifetime of treatment. No cure, yet. Help us help those with port wine birthmark conditions.	11857
BRAIN & BEHAVIOR RESEARCH FOUNDATION (NATIONAL ALLIANCE FOR RESEARCH ON SCHIZOPHRENIA AND DEPRESSION INC.)	1 in 4 Americans live with mental illness. Fund research for better treatments and cures for anxiety, autism, ADHD, depression, schizophrenia, bipolar, OCD, and PTSD.	10013
AMERICAN DIABETES ASSOCIATION INC.	Committed to finding a cure for diabetes, improving care and providing information and support to help Stop Diabetes® through research, community programs and advocacy.	82478
GLUTEN INTOLERANCE GROUP OF NORTH AMERICA	Gluten can cause long-term, life-threatening health hazards. Monitoring of food supply is critical. Help to educate and audit food companies for the gluten-free consumer's safety.	10614
KENNEDY KRIEGER FOUNDATION INC.	Kennedy Krieger helps children with disorders of the brain, spinal cord, and musculoskeletal system through patient care, research, training, special education, and community programs.	74705
AUTOIMMUNE DISEASES ASSOCIATION (AMERICAN AUTOIMMUNE RELATED DISEASES ASSOCIATION)	Autoimmunity causes Lupus, Arthritis, Celiac, MS, Fibromyalgia, Graves', Thyroiditis, and 100+ other diseases. Through research and patient services, our work eases the suffering they inflict.	10548
CLEFT PALATE FOUNDATION	A newborn baby struggles to feed. A one-year-old can't speak his first word. A sixth grader is bullied. Help us make a difference!	11372

Notes: ** – List 5; * – List 35; No asterisk – List 100. Every subject had a random list size given yet ordering remained consistent throughout.

Table 7.6 NGO / Disaster Relief Charity List

International NGO / Disaster Relief Charity Names	Mission Statement	CFC Code
ASSIST INTERNATIONAL INC.**	Every 3 seconds a child dies because of extreme poverty. We provide homes, medical care, education, clean water, and food to these children worldwide.	10191
CENTER FOR DISASTER PHILANTHROPY**	CDP's mission is to transform disaster giving by providing timely and thoughtful strategies to increase donors' impact during domestic and international disasters.	83720
DIRECT RELIEF**	Direct Relief provides essential medical resources to the most vulnerable communities in the U.S. and worldwide, to improve the health and lives of people affected by poverty or emergency situations.	10665
EQUALITY NOW INC.**	Equality Now is a global human rights and legal advocacy organization dedicated to protecting and promoting the human rights of women and girls.	12485
SHELTERBOX USA**	Responds to disasters and humanitarian crises around the world by providing emergency shelter and lifesaving supplies families need to survive in the immediate aftermath.	89303
SOUTH AFRICA DEVELOPMENT FUND INC.*	SADF supports South African community-based organizations committed to non-sexist, non-racial, democratic practices which address human rights through health, education, economic development, environmental justice and democracy-building.	10661
H2O FOR LIFE*	Provides clean drinking water and sanitation to African schools through programs with U.S. schools. Your donation will support water, sanitation and hygiene education (WASH) to schools to Africa through our educational partner school campaign.	80300
CHILD AID INTERNATIONAL INC.*	Help support charities working in the U.S. and abroad to provide children and their families with food, housing, medical care, clean water, and access to education. We are fighting for the hope, future, and legacy of the world's children.	94585
AID FOR AFRICA*	Empowers poor African children, women, and families to escape poverty through community-based self-help programs that improve health, expand education - particularly for girls and orphans - create businesses, and protect wildlife.	11069
GLOBAL CHILD NUTRITION FOUNDATION*	The Global Child Nutrition Foundation is a global network working to support nutritious, locally sourced school meal programs that help children and communities thrive.	77945
INTERNATIONAL HOSPITAL FOR CHILDREN (WORLD PEDIATRIC PROJECT)*	Every dollar you give turns into \$4 of donated services by teams of pediatric surgeons providing critical care to children in developing countries.	11623
KIVA MICROFUNDS*	Helps break the cycle of poverty. Empower people around the world with a \$25 loan! Enabling people to help themselves leads to healthy, sustainable communities.	83283
DISASTER RECOVERY RESOURCES INC.*	Disaster Recovery Resources: We offer the much-needed protective attire to protect heroes like yourself in any disaster area. DRR provides puncture resistant insoles as well as Safety products unique to individual disasters.	47626

Table 7.6 (Cont.)

NGO/Disaster Relief Charity Name	Mission Statement	CFC Code
TERESA CHARITIES INC.*	Help provide life-sustaining rice monthly to the elderly poor in Asia, South America, working through churches' volunteers.	10815
PRATHAM USA*	Supports education for underprivileged children in urban and rural communities across India.	23849
FOOD FIRST (INSTITUTE FOR FOOD AND DEVELOPMENT POLICY INC.) *	Join us to end the injustices that cause hunger. We promote solutions to hunger, poverty, and environmental degradation through cutting-edge research, education, and action.	11952
RELIEF INTERNATIONAL*	You see war zones. Or hungry children. Or suffering. You think: "There must be something I can do." There is. Donate to Relief International. Every day, we are working to end poverty, hunger and suffering in some of the world's most fragile communities.	11274
CHILDREN OF UGANDA*	Empowers African orphans living in extreme poverty to lead healthier lives. Priority programs emphasizes the education and well-being of Uganda's most vulnerable children and their guardians.	11638
SEARCH FOR COMMON GROUND*	Families torn apart by war. Girls raped and silenced. Minorities excluded from power. Refugees starving. You can end violence through constructive solutions worldwide.	11493
TRICKLE UP PROGRAM INC.*	Trickle Up helps the very poorest of people graduate out of extreme poverty. We help women and other vulnerable populations start sustainable businesses and join savings groups that give them a safe place to save money and access credit.	10658
FEEDING HUNGRY CHILDREN INTERNATIONAL*	You can save a child from starvation. Help us provide crucial food and care to suffering children in Haiti, Mexico, other countries, and the USA.	10338
HUMAN RIGHTS WATCH*	Defend the rights of people worldwide. We scrupulously investigate abuses, expose the facts widely, and pressure those with power to respect rights and secure justice.	58174
HEALTH FOR UNDERSERVED WOMEN, CHILDREN, AND COMMUNITIES WORLDWIDE (CORE INC.) *	Help us save the lives of mothers and children from preventable diseases such as pneumonia, malnutrition, and malaria. Our network works globally in underserved communities, by facilitating community organizations to collaborate for impact and results.	88110
ALDEA ADVANCING LOCAL DEVELOPMENT THROUGH EMPOWERMENT AND ACTION*	We support locally led processes of development that enable Mayan communities to reduce chronic childhood malnutrition rates, which are as high as 90 in rural Guatemala.	11618
KICKSTART INTERNATIONAL*	Our mission is to get millions of people out of poverty quickly, cost-effectively and sustainability.	53383
CARTER CENTER*	Waging peace. Fighting disease. Building hope. Led by former President Jimmy Carter and Rosalynn Carter, the Center advances human rights and alleviates unnecessary human suffering.	10688
HAITI AID (PARTNERS FOR A BETTER WORLD INC.) *	1 in 5 Haitian children will die before the age of 5. Nearly half a million Haitian children are orphaned. From schools to hospitals to human rights organizations, we support charities working on the ground to lift Haiti out of extreme poverty.	77899

Table 7.6 (Cont.)

NGO/Disaster Relief Charity Name	Mission Statement	CFC Code
EMERGENCY USA - LIFE SUPPORT FOR CIVILIAN VICTIMS OF WAR AND POVERTY*	War and poverty are devastating to children and adults world-wide. Our mission is to provide free medical care and rehabilitation to people affected by war and poverty. We support over 60 hospitals, clinics and first aid posts around the world.	72137
INSTITUTE FOR MULTI-TRACK DIPLOMACY*	Where ethnic and religious differences, climate change and water shortage lead to violence, we help the people involved build lasting peace.	11401
AGORA PARTNERSHIPS*	Agora Partnerships strives to accelerate the shift to a more sustainable, equitable, and abundant world that supports entrepreneurs intentionally working to create social impact.	41313
AFRICA CLASSROOM CONNECTION*	Builds and improves schools in South Africa and Malawi serving children ages 5 to 21. 40% of whom are AIDS orphans. We work to get buildings built, provide emergency funds to help kids stay in school, and help facilitate cultural exchanges / overseas travel.	58293
GERMANTOWN HELP INC.*	We provide delivered emergency food, prescription assistance and holiday help to residents of Germantown, Maryland (zip codes 20874 and 20876).	57844
AFRICAN RURAL DEVELOPMENT AND SUSTAINABILITY ORGANIZATION (AID AFRICA) *	Creates hope for the poorest of the poor in African villages by locally manufacturing and distributing clean cook stoves, digging and repairing freshwater wells, and cultivating and distributing fruit trees to ensure a sustainable future.	90593
HELPING CHILDREN WORLDWIDE INC.*	Stengthens communities by serving vulnerable children and families. We work with local partners in Sierra Leone, including Child Rescue Centre and Mercy Hospital, focusing on education, family stability, mother and infant mortality and child malnutrition.	44370
HEALING THE CHILDREN*	Is an international, nonprofit organization dedicated to helping underserved children around the world secure the medical care they desperately need to live more fulfilling lives.	83775
WORLD RELIEF	Provides emergency relief and community-based solutions to alleviate poverty in 27 countries and provides assistance to refugees in the United States.	10736
HOPE ABIDES	Hope Abides provides help to some of the 25 million orphaned and destitute children in India. We focus on improving educational opportunities and necessities.	45922
GLOBAL IMPACT	Partners with leading international charities to address critical humanitarian issues throughout the world, such as disaster response, human trafficking, education, malaria, clean water and hunger.	10187
INTERNATIONAL RESCUE COMMITTEE INC.	Responding to the world's worst humanitarian crises, helping people to survive, recover and reclaim control of their future.	11113
HIDAYA FOUNDATION	Implement educational, environmental, social-welfare, healthcare programs in economically depressed areas worldwide; spread literacy and self-employment in disadvantaged societies to help break the poverty cycle.	26914

Table 7.6 (Cont.)

NGO/Disaster Relief Charity Name	Mission Statement	CFC Code
HONG BANG INC.	Hong Bang supports Vietnam in the areas of education, health, agriculture and social services. We send volunteers to share their skills, and also provide funds for projects, striving for the mutual sharing of experience and the promotion of self-help.	11659
PARTNERS IN DEVELOPMENT INCORPORATED	We provide education, economic development, housing and primary medical care to people in Haiti. With these tools, the extreme poor work their way out of poverty and open doors for a brighter future for their families.	91459
AFRICAN FOOD & PEACE FOUNDATION	Promotes community-based development projects in rural Uganda by providing financial and strategic resources. Our established partner organizations address education for women and girls, food security, agricultural innovation, and entrepreneurship.	91656
ENGINEERS WITHOUT BORDERS USA INC.	Engineers Without Borders USA builds a better world through engineering projects that empower communities to meet their basic human needs and equip leaders to solve the world's most pressing challenges.	11516
TIBET FUND	The Tibet Fund is the primary funding organization to the Tibetan refugee communities. We work for humanitarian relief, healthcare, education, community development and preservation of religion and culture in Tibetan refugees and Tibetans in Tibet.	10445
OPERATION COMPASSION	Help us distribute life sustaining food and supplies to hungry, starving children; single parents struggling to survive; widows living in poverty; homelessness created by disasters.	12403
JOHN DAU FOUNDATION	We provide life-saving medical and famine relief services to refugee populations within South Sudan.	22143
MAP INTERNATIONAL	Christian organization providing life-changing medicines and health supplies to people in need. MAP serves all people, regardless of religion, gender, race, nationality, or ethnic background.	11491
CHILD SLAVERY, TRAFFICKING AND FORCED LABOR RESCUE (GOODWEAVE INTERNATIONAL)	Devoted to rescuing children facing human trafficking and slavery. Protecting exploited child laborers from carpet looms in Asia. Offering youth development, counseling, rehabilitation, and education. Fighting poverty, providing housing, shelter, and love.	11139
AID FOR AFRICAN CATHOLIC MISSIONS (LIVING WATERS INTERNATIONAL INC.)	Alleviate human suffering among the poor and marginalized in East Africa. Help supply basic human/spiritual needs; build churches, schools, health clinics and youth hostels.	11412
AMNESTY INTERNATIONAL USA	Our history spans 50+ years and includes a presence in over 70 countries and 7 million supporters. We defend the human rights of people globally.	10363
AFRICAN AID ORGANIZATION INC.	Focuses on helping young people engage in the fight against HIV/AIDS through HIV Awareness clubs implemented in African schools. Our work includes interventions designed to help girls and boys avoid at-risk behaviors and stop the transmission of HIV.	23942

Table 7.6 (Cont.)

NGO/Disaster Relief Charity Name	Mission Statement	CFC Code
CONVOY OF HOPE	As a faith-based, nonprofit organization we strive to eliminate poverty, disease and hunger throughout the world by sharing food, water, emergency supplies, agricultural know-how, and opportunities that empower people to live independent lives.	11497
AMERICAN HIMALAYAN FOUNDATION	For Tibetans, Sherpas, and Nepalis in the Himalaya who are in need and have no one else, we bring life-changing education, healthcare, and opportunity.	19308
LANDMINE REMOVAL - THE HALO TRUST USA	HALO's mission is to lead the effort to protect lives and restore livelihoods threatened by landmines and the debris of war.	10860
A IS FOR AFRICA LTD.	A is for Africa is dedicated to building bonds between school children in the United States and the children of Tanzania, East Africa via our sister school program via mutual global learning initiative.	38325
ENDPOVERTY.ORG	With your help, hard-working poor families in the world's poorest nations are being empowered right now to start small businesses, earn an income with dignity, send their children to school, and become productive citizens in their communities.	12183
CAROLINA FOR KIBERA INC.	Develops and supports local leaders, catalyzes positive change and alleviates poverty in the Kibera slum in Nairobi, Kenya. Driven by local needs, our programs advance health, education, ethnic cooperation, gender equality and economic development.	11016
YOUNG HEROES FOUNDATION	Provides community-led economic, medical and psychological care for HIV/AIDS orphans in Swaziland, southern Africa. We are the only organization helping the neediest children throughout the country.	34082
BUILDING NEW HOPE	Collaborates with Central Americans to build sustainable livelihoods by linking people and communities via primary and secondary education programs and economic opportunities through sustainable farming	58583
AMERICAN RED CROSS OF GREATER ARKANSAS	The American Red Cross provides shelter and aid to people impacted by disaster, trains communities in disaster readiness, trains people in lifesaving skills to act during an emergency and supports military members and families with emergency messaging.	35291
AMERICAN NEAR EAST REFUGEE AID	Addresses the development and humanitarian needs of Palestinians and other communities in the Middle East	12076
GLOBAL HOPE IN ACTION (GIVING HOPE INTERNATIONAL)	Rescuing children and families caught in crisis by providing lifesaving medical equipment and supplies to hospitals and clinics, locally and worldwide.	94651
A GLIMMER OF HOPE FOUNDATION	Fights poverty in rural Ethiopia with a holistic approach to change. We apply 100% of the donations directly to projects that lift up families and help create thriving communities. Since 2000, we have helped more than 5 million people change their lives.	31756

Table 7.6 (Cont.)

NGO/Disaster Relief Charity Name	Mission Statement	CFC Code
BEADS FOR EDUCATION INC.	Improves the status of Kenyan girls through education. Maasai girls face early marriage as young as 15 often for lack of money for school costs. We link girls from 5th grade to college with educational sponsors. Our girls become teachers, nurses and more.	83026
PLAN INTERNATIONAL USA	Plan International USA is part of a global organization that works with communities in 52 developing countries to end the cycle of poverty for children.	12083
SEED PROGRAMS INTERNATIONAL	Sow seeds to fight hunger. We provide quality vegetable seed, expertise, and training resources to help impoverished people become self-sufficient and healthy.	12423
UNICEF USA	We believe in a world where ZERO children die from causes, we can prevent. Join us, and we can get there.	12182
DENTAL & MEDICAL CARE FOR THE POOR OF HONDURAS (SERVING AT THE CROSSROADS)	Make a difference! Support this medical clinic in the poorest part of the La Entrada de Copan, Honduras. In providing year-round free dental and medical care.	41104
CARING FOR CAMBODIA INC.	Securing a brighter future through education for the children of Cambodia. Providing food, water, healthcare, clothing, transportation, safe learning environments, mentoring and training enthusiastic teachers.	22130
CORPSAFRICA	Inspired by the Peace Corps, CorpsAfrica gives educated youth Africans the opportunity to serve for one year in a remote, high-poverty African community, to facilitate small-scale, high-impact development projects that are identified by local people.	41180
ADVENTIST DEVELOPMENT AND RELIEF AGENCY INTERNATIONAL	Imagine living without clean water or food. Global humanitarian organization assists communities under development and during disasters: providing water, food security, health, education, economic opportunities.	10654
DRI RESEARCH FOUNDATION	CIWAS addresses gaps in knowledge, research, human resource capacity in water, sanitation, and hygiene programs and assists in reducing health related issues in developing countries.	94962
PHILIPPINE CHILDREN'S HUNGER FUND	Provides the needs of desperate, starving children, food, education and medical care. Ships containers of medical supplies, medical equipment and humanitarian aid to hospitals and clinics that treat children with medical needs. Sharing God's love!	85093
NURU INTERNATIONAL	Eradicate world poverty in fragile states. Equip people in remote, rural areas with tools and knowledge to lead their communities from extreme poverty to self-sufficiency.	78576
WATERAID AMERICA INC.	We transform lives by helping people in the world's poorest communities gain access to safe water, toilets, and hygiene education.	58438
AFRICA DISEASE AND POVERTY ERADICATION PROJECT	Africa Disease and Poverty Eradication Project programs helps to eradicate malaria, tuberculosis, Ebola, and HIV/AIDS in Sub Saharan Africa. Empower indigent poor and refugees by providing food, medical treatment and shelter.	75482

Table 7.6 (Cont.)

NGO/Disaster Relief Charity Name	Mission Statement	CFC Code
WOMENS MICROFINANCE INITIATIVE	Empowering women across East Africa to improve their lives with business training, support groups and small business loans through-village loan programs. Administered by local women, we have helped over 12,000 women and issued \$4.5 million in loans.	40340
PATHWAYS TOGO INC.	Pathways Togo works to improve the quality of life for families in Togo by providing scholarships, life skills training, mentoring opportunities, and small-scale community grants to its most potent, untapped resource: women.	67392
AFGHAN CHILDREN AND WAR ORPHANS (ASCHIANA FOUNDATION)	Aschiana Foundation invests in the education and well-being of vulnerable children in Afghanistan to give them hope for a brighter future and to contribute to lasting peace and security for the nation.	15353
BROTHER'S BROTHER FOUNDATION	Connecting people's resources with people's needs: 58 years, 149 countries, \$4 billion in books, food, medical supplies, pharmaceuticals. Forbes Magazine "1st in efficiency."	12228
REFUGEES INTERNATIONAL	Refugees receive food, shelter, and protection; displaced families return home, stateless people obtain legal status, the vulnerable protected. We advocate to resolve refugee crises.	10664
SOLAR SISTER INC.	Recruiting, training and mentoring women to run small solar light and clean-stove businesses in Uganda, Nigeria, and Tanzania in order to eradicate energy poverty in communities without electricity.	77082
GRAMEEN FOUNDATION USA	Break the cycle-help poor families end poverty. United with freedom from hunger, we apply the power of technology to help the world's poorest people improve resilience, income, and health.	15029
HEART TO HEART INTERNATIONAL INC.	Heart to Heart International strengthens communities through improving health access providing humanitarian development and administering crisis relief worldwide. We engage volunteers, collaborate with partners and deploy resources to achieve this mission.	11100
MUSTARD SEED AFRICAN SCHOOL MINISTRIES INC.	Christian evangelism and discipleship in the African countries of Zambia and Malawi. MSASM reaches 10,000 students per week. Our organization reaches 10 students for every \$ donated.	10306
FORGOTTEN HARVEST, INC.	Forgotten Harvest, Inc. relieves hunger in metro Detroit by rescuing and distributing fresh nutritious food to more than 250 emergency feeding programs serving low-income residents in Wayne, Oakland, and Macomb Counties.	87711
EAST AFRICAN CENTER FOR THE EMPOWERMENT OF WOMEN AND CHILDREN	Helps women and children living in extreme poverty in rural Kenya to help themselves through high-impact, cost-effective health and education programs and small-business development.	12297
FREE THE SLAVES	Works to free people from slavery, help them build new lives, and dismantle the systems that allow slavery to flourish.	11482

Table 7.6 (Cont.)

NGO/Disaster Relief Charity Name	Mission Statement	CFC Code
LIONS CLUB INTERNATION FOUNDATION	We deliver humanitarian programs – primarily to preserve sight, serve youth, provide disaster relief and combat disabilities around the world. More than US 1 billion in grants have been awarded since 1968. Our motto "We Serve".	11971
AMERICARES FOUNDATION INC.	To save lives and improve health for people affected by poverty or disaster so they can reach their full potential.	10735
HOSEA FEED THE HUNGRY AND HOMELESS INC.	Children dying from malnutrition. People sleeping in inhumane conditions. We provide millions of pounds of food to families and seniors and vital rental/utility assistance.	11568
CENTER OF HOPE HAITI INC.	The AIDS epidemic left thousands of Haitian children orphaned and homeless. Our orphanage gives these children hope, food, education, and a place to call home.	69876
RISE AGAINST HUNGER	Provides food and life changing aid to the world's most vulnerable and supports the movement to end hunger in our lifetime.	81646
WEGENE ETHIOPIAN FOUNDATION	Our mission at Wegene Ethiopian Foundation (WEF) is to improve the daily lives of disadvantaged children and the families in Ethiopia by overcoming three critical barriers in the poverty cycle: poor or no education, poor housing, and family instability.	16021
MAPLE VALLEY FOOD BANK AND EMERGENCY SERVICES	Maple Valley Food Bank provides food and emergency services to residents in our service area, and we educate, empower and engage our community in solving issues of hunger and nutrition.	91293
WORLD RENEW	Fighting poverty, hunger, and injustice through partnerships and locally originated community development programs; responding to disasters with emergency supplies and reconstruction of homes and livelihoods.	11110
BREAD AND WATER FOR AFRICA, INC. (CHRISTIAN RELIEF SERVICES CHARITIES INC.)	Strengthening African initiatives for self-sufficiency through grassroots by supporting health care, clean water development, education, vocational training, orphan care, agriculture, micro-credit, income generation programs focusing on women and children.	10750
INTERNATIONAL RELIEF TEAMS	Alleviates human suffering by providing health services and other assistance to victims of disaster, poverty, and neglect, in the United States and around the world.	11680
CHILDREN & PREGNANT WOMEN HEALTH CARE INTERNATIONAL (GLOBAL HEALTH ACTION INC.)	Safe deliveries for pregnant mothers, immunizations for children, support for left-behind children. Help us save and change lives of vulnerable children & women around the globe.	10126

Notes: ** – List 5; * – List 35; No asterisk – List 100. Every subject had a random list size given yet ordering remained consistent throughout.

Appendix I.9.D: Charity List on Qualtrics

Choose Not To Donate

LITTLE WONDERS ANIMAL RESCUE INC

Provides sanctuary to homeless domestic animals. Are State and Federally licensed wildlife rehabilitators. Assists individuals and organizations to trap, neuter, and release feral cats.

SPAY-NEUTER ACTION PROJECT

SNAP provides affordable spay/neuter for pets of the general public and pays for spay/neuter surgeries and vaccinations for pets of low income families.

WILD DOLPHIN PROJECT INC

WDP's scientific research studies spotted dolphins in the wild. Founded in 1985, WDP is the longest running underwater dolphin research project in the world. Focused on behavior & sound, we are determined to "Crack the Code" of dolphin communication.

FALLSTON ANIMAL RESCUE MOVEMENT INC

Dedicated to the rescue of dogs and cats determined to be "unadoptable" at local shelters. Provide medical care, behavior modification, and hospice care as needed. Pets live in foster homes until adopted.

PANTHERA

Conserving the world's 40 wild cat species--including the African lion, cheetah and leopard--and their ecosystems. We strive to ensure a future for wild cats through effective global strategies led by the world's premier cat biologists.

Appendix I.9.E: Survey Question Scales

At the end of this survey, you will have an opportunity to donate to a charity of choice. If you would like to, which of these categories would you like to see charities from?

1. Animal Related Charities
2. Arts & Culture Related Charities
3. Educational Related Charities
4. Environmental Related Charities
5. Health Related Charities
6. International NGO / Disaster Relief Charities

What is your gender?

1. Male
2. Female
3. Other Gender Identity
4. Decline to Answer

What is your race / ethnicity?

1. African American
2. American Indian or Alaska Native
3. Asian
4. Caucasian
5. Hispanic or Latino
6. Native Hawaiian or Other Pacific Islander
7. Decline to Answer

Please select the highest level of education you have completed:

1. High school diploma
2. Some college, no degree
3. Associates degree
4. Bachelor's degree
5. Some graduate school
6. Master's, Doctorate, J.D., or M.D.
7. Decline to Answer

Here are a number of personality traits that may or may not apply to you. Please select the extent to which you agree or disagree with each statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

Disagree strongly	Disagree moderately	Disagree a little	Neither agree nor disagree	Agree a little	Agree moderately	Agree strongly
1	2	3	4	5	6	7

I see myself as:

1. ____ Extraverted, enthusiastic.
2. ____ Critical, quarrelsome.
3. ____ Dependable, self-disciplined.
4. ____ Anxious, easily upset.
5. ____ Open to new experiences, complex.
6. ____ Reserved, quiet.
7. ____ Sympathetic, warm.
8. ____ Disorganized, careless.
9. ____ Calm, emotionally stable.
10. ____ Conventional, uncreative.

TIPI scale scoring (“R” denotes reverse-scored items):

Extraversion: 1, 6R; Agreeableness: 2R, 7; Conscientiousness: 3, 8R; Emotional Stability: 4R, 9;

Openness to Experiences: 5, 10R.

Notes: Taken from Gosling et al. (2003).

In this section, you will answer several questions regarding your willingness to act a certain way. Indicate your answer to each question, with 0 being “completely unwilling to do so” and 10 being “very willing to do so.” You can also use any of the points in between (1,2,3, etc.) to indicate where you fall on the scale.

How willing are you to give up something that is beneficial for you today to benefit more from that in the future?

In general, how willing or unwilling are you to take risks?

How willing are you to give to good causes without expecting anything in return?

How willing are you to punish someone who treats you unfairly, even if there may be costs to you?

How willing are you to punish someone who treats others unfairly, even if there may be no cost to you?

Notes: The five GPS questions come from Falk et al. (2018). This is measured on a 0-10 Likert Scale from “completely unwilling to do so” to “very willing to do so.”

Locus of Control:

For each question, select the statement that you agree with the most:

1.
 - a. When I make plans, I am most certain that I can make them work.
 - b. It is not always wise to plan too far ahead because many things turn out to be a matter of good or bad fortune, anyhow.
2.
 - a. In my case, getting what I want has little or nothing to do with luck.
 - b. Many times we might just as well decide what to do by flipping a coin.
3.
 - a. Many times I feel that I have little influence over the things that happen to me.
 - b. It is impossible for me to believe that chance or luck plays an important role in my life.
4.
 - a. What happens to me is my own doing.
 - b. Sometimes I feel that I do not have enough control over the direction that my life is taking.

Appendix I.9.F: IRB Approval Letter



To: Jessica Adach White
BELL 4188

From: Douglas James Adams, Chair
IRB Committee

Date: 09/06/2018

Action: **Exemption Granted**

Action Date: 09/06/2018

Protocol #: 1806126598

Study Title: Choice Overload in Charitable Giving

The above-referenced protocol has been determined to be exempt.

If you wish to make any modifications in the approved protocol that may affect the level of risk to your participants, you must seek approval prior to implementing those changes. All modifications must provide sufficient detail to assess the impact of the change.

If you have any questions or need any assistance from the IRB, please contact the IRB Coordinator at 109 MLKG Building, 5-2208, or irb@uark.edu.

cc: Peter James McGee, Investigator

Chapter 2: Is No News Good News? Motivated Reasoning in Charitable Giving

Jessica A. White & J. Braxton Gately

II.1 Introduction

People's motivation to donate to charities are intricate in nature. Pure altruism has been debated over time in many disciplines. There is potential for complete crowd out of private donations from individuals and a free-rider problem then can arise (Warr 1982) under pure altruism. Why? Well, under this belief system, we do not care who puts money or volunteer hours towards the cause at hand if someone does. Yet, if this is the case, then why do we see such large amounts of donations? Currently, individuals in the United States donated about \$292.09 billion dollars in the year 2018 (Giving USA *is* Giving USA 2019: The Annual Report on Philanthropy for the Year 2018). Andreoni (1989) found that people get a "warm glow" from giving and this can help explain why people choose to donate to charities. They get a positive utility from they themselves giving money to a cause in need of funds instead of someone else doing it exclusively. This type of giving is referred to as "impure altruism" where the positive feeling one gets from donating to a good cause plays a role in their decision making on whether to donate.

Moral behavior is often enveloped into our belief system, which partially drives our decision making. Does allowing people the flexibility to act morally or egotistically impact charitable giving? Psychology and economic research started to uncover scenarios when subjects are faced with sufficient flexibility within the experimental context, people grasp opportunities to prioritize self-interest at the cost of morality (Gino et al. 2016). Even though many people demonstrate moral behavior, some people place a value on feeling moral by manipulating their perception or behavior related to any moral indiscretions (Gneezy et al. 2015; Di Tella et al. 2015; Zimmerman

2020). This paper considers how information impacts donation behavior. Giving additional information on charitable performance can make a better-informed donor and thus encourage objective donation decisions. However, it may be the case that information acquisition may become weaponized to allow subjects to self-justify acting egotistically.

We explore this possibility. Does providing subjects information allow for them to downgrade moral attributes of a charity and allow the subjects to choose not to donate due to this information? If so, having additional information about a charity might negatively impact the ability to collect as many donations as possible. This would imply that fund-raising attempts by charitable organizations and third-party sources (such as private companies trying to donation match) should consider what type of information should be presented throughout the donation process.

People are driven to reconcile inconsistencies between their actions, beliefs, values, or attitudes. If there are actions that contradict a personal value, or there are two beliefs that are in conflict, the person is in an “unpleasant state of arousal” (Epley & Gilovich 2016). This leads to psychological efforts to diminish or expunge the discrepancy, often by changing attitudes or beliefs. This was first studied by Festinger’s (1957) paper on “cognitive dissonance.” What are the psychological efforts to diminish this discrepancy? Kunda (1990) calls this “aversive dissonance motivation.” In order to decrease the unpleasant state of arousal from one’s actions and beliefs not matching (cognitive dissonance), such as in a charitable domain where one might choose not to donate to a charity yet still feel moral and altruistic in nature, a person could reconcile this through biased memory search and belief construction (Kunda 1990).

This phenomenon is also known as “motivated reasoning.” Kunda (1990) found evidence that people are more likely to come to conclusions that they want to. Yet, they are constrained by the ability to construct a relatively reasonable justification. Most people do not consider available evidence impartially. Rather, they recruit evidence “like attorneys looking for evidence that supports a desired belief while trying to steer clear of evidence that refutes it” (Epley & Gilovich 2016).

Motivated reasoning can be identified in a Bayesian setting. This differs from what we consider normal Bayesian setting. In Bayesian reasoning, people have some probability distribution of prior belief systems and then can update these beliefs with an unbiased assessment. Motivated Bayesian reasoning, on the other hand, biases this process. People do this by underweighting or ignoring any unfavorable evidence. By avoiding evidence that one would prefer not to believe, and instead collect information that is biased in favor of what one would want to believe, this can lead towards feeling that one’s beliefs are firmly supported by the true nature of the world (Epley & Gilovich 2016). So, with the information we give our subjects about charities, will this give them reasonable justification to behave self-interestedly instead of charitably?

For this experiment, we delve deeper into this idea that people might choose not to donate to charities when given information about the charity. When this information is presented to the subjects, does this allow for people downgrade moral attributes of a charity and allow the subjects to choose not to donate due to this information? Does it both decrease the choice to donate as well as the donated amounts? We suggest that when additional information is present at the beginning of the plea for a donation, individuals will have more flexibility to act egotistically at the expense of morality. We find that additional information at the beginning of

the donation stage of our experiment hurts the extensive margin i.e., the choice to donate by potential donors. We do not find the same evidence on the intensive margin for donation amounts. Surprisingly, we find that people do not rescind their donations when additional information is presented about the charities after their initial decision.

II.2 Literature Review

Motivated reasoning, also known as Motivated Bayesian Belief, was first discussed in Kunda's (1990) review. Kunda's main conclusions were that people are subject to two motivational influences. First, people have a motivation to be accurate. Second, people are motivated to reach a desired conclusion. Klein and Kunda (1992) in an experimental study, found that people, depending on whether they were partnered with or opposed against a player in an historical trivia game, viewed the other player's winning streak of correct answers as "skills" or "luck."

Motivated reasoning is also a tool that agents may use to engage in self-deception, which gives them a degree of moral wiggle room. Bodner and Prelec (2003) propose a model of "diagnostic utility," in which agents gain utility from both their own profit and their beliefs about their prosociality and find that agents will self-deceive when their actions could be self-perceived as unfair or immoral. Mijovic-Prelec and Prelec (2010) build on this diagnostic utility model to generate a model of self-deception. They suggest two distinct mechanisms for to produce expressions of belief: one being action selection mechanism and one that generates emotional responses from interpretive mechanism. The model they created differentiates between two different models of self-deception which depends on the credibility of the subject's own statements. This theoretical work is expounded upon by a series of experiments arising out of Dana, Weber, and Kuang (2007). Dana, Weber, and Kuang conduct a dictator game

experiment in which dictators can choose to remain ignorant of recipients' payoffs. They find that dictators not only remain willfully ignorant of recipients' payoffs but use this opportunity to choose selfish allocations over fair ones. Grossman (2014) found that remaining ignorant relied greatly on whether ignorance was the default option. Van Der Weele (2013) examined the decision to reveal information was reliant on the benefits of participating in prosocial behavior by adjusting the opportunity cost of choosing prosociality. Van Der Weele found that subjects were more motivated to choose ignorance when being prosocial was costly.

The concept of motivated beliefs differs from merely cognitive tendencies such as bounded rationality or limited attention. The three ways it differs from other issues are because of endogenous directionality, not because of naiveté, and due to heat versus light (Benabou and Tirole 2016). Endogenous directionality suggests that motivated beliefs are directed towards some path (even if the individual is not conscious of it). A lack of attention (or naiveté) or bounded rationality suggests that people who are more analytically sophisticated are less likely to make mistakes and biases. Yet, with motivated reasoning, "rationalizing away contradictory evidence, compartmentalizing knowledge, and deluding oneself, more educated and analytically able people often display greater propensities towards such behaviors (Benabou and Tirole 2016). Finally, with "heat versus light" (Benabou and Tirole 2016), emotional and physical responses play a part. When more data is present, and it evokes an emotional response, this is not unbiased Bayesian updating, rather motivated Bayesian updating.

Researchers have also examined the motivations for people's failure to donate. Gneezy et al. (2014) found that donations are decreasing as charities' overhead costs increase. They also suggest that, if donations from major philanthropists to cover these expenses, then the overhead

costs no longer become a point of contention. Brown, Meer, and Williams (2014) show that introducing a third-party evaluation for a charity positively impacts the choice to donate. Coffman (2017) shows that fundraising campaigns diminish donor sensitivity to overhead costs. Butera and Horn (2020) find that positive information about a charity's quality decreases giving when the decision is made public. They argue that the donors are more motivated by social recognition. When the information is not made public, increased quality of a charity increases giving and yet bad news has no effect on giving.

Exley (2020) considers how performance metrics impact charitable giving. She uses two strategies to consider how performance metrics might cause excuse driven responses in an altruistic framework. First, she demonstrates how respondents reacted when they had a charity-charity treatment (where they had no choice whether to donate) and a charity-self-treatment (where they could choose to keep some of the funds for themselves). She finds a significant difference between the treatments, as participants overweight their dislike of lower performance metrics (in the charity-self-treatment) as an excuse to not donate. Second, she shows that with a framing manipulation, with aggregate information and disaggregate information treatments, the disaggregation information treatment has significantly lower giving amounts. Subjects overweight some negative piece of information on the giving portion of the experiment, in this case, like a "processing fee" as an excuse not to give.

II.3 Experimental Design

Our experiment consists of three treatments: the "Information Treatment" which is broken into two parts (hereafter, "PREINFO" and "POSTINFO") and the "Blind Choice Treatment" (hereafter, "BLIND"). The latter treatment functions as our baseline. All treatments are conducted between-subjects. Each treatment consists of three stages: the earnings stage, the

donation stage, and the interview stage. The key experimental manipulation is the differences in information and when it is given to the subject.

II.3.1. The Earnings Stage

In the earnings stage, each participant has a non-competitive piece-rate scheme task to complete where the participant adds as many two two-digit numbers together as they can within 1 minute.²² Each participant's final score and earnings are dependent on the number of problems she solves correctly. The participants are paid \$0.60 per right answer. We built the non-competitive piece rate scheme, so the average subject is expected to earn about \$6 – \$8 from this task. We use this task over other effort-based earnings tasks because prior research has shown no significant differences between genders in performance of this task.²³ Thus, this task minimizes the risk that gender differences from the effort task will induce bias into the subsequent stages of the experiment. Once the participants complete the earnings stage, subjects move on to the second stage of the experiment, which is the donation stage.

II.3.2. The Donation Stage

In the donation stage, we first elicit subjects' preferences for the type of charity to which they would like to send money. To accomplish this, we break charity types up into six categories: animals, arts and culture, education, environmental, health, and international NGO / disaster relief. We engage in this step for two reasons. First, we wish to facilitate matching for the subjects. Second, since our primary goal is to investigate whether subjects use information search to produce motivated beliefs, we want to ensure that any decision to donate (or

²² This is similar to the task in Niederle and Vesterlund (2007).

²³ In Niederle and Vesterlund (2007), the average piece-rate scheme performance for women is 10.35 correct answers per five minutes and 9.91 correct answers for men with standard deviations of 0.61 and 0.84, respectively. They found no significant differences on performance of this task between genders. We are not trying to study or create any differences in earnings between genders thus this is why we chose the NV design.

not) is based solely on information that subjects acquire, rather than from the absence of any charities that are within the subjects' preferences.

These charities are all from the Combined Federal Campaign (CFC) List of 2017. They are all Federally recognized local, state, federal and international charities. The CFC was originally created to coordinate the fund-raising efforts of charitable organizations with Federal donors. These donors would be solicited in the workplace and donors would then be able to make charitable contributions through payroll deductions (CFC 2017). This list comprises of 2,057 total charities and each is assigned a number by us. We randomly selected from the CFC list to create the treatments.²⁴ By asking subjects if they would like to donate to real, federally vetted charities, we want this experiment to be close to real world examples of donation pleas. Also, by having a small list of three charities to choose from, we hope to give the subjects some options for charities without inducing any type of choice overload or mental exhaustion with a longer list size. This is where our INFO and BLIND treatments diverge.

In BLIND, each subject will be shown a list of three charities from the category she has chosen, along with buttons labeled "Donate" and "Choose Not to Donate." The subjects will also have a one paragraph mission statement from the CFC website. If a subject chooses not to donate, they will proceed straight to the interview stage. After clicking the "Donate" button, subjects will be asked the amount they would like to donate to the charity. These will be in full dollar increments for ease of dispensing payments. Once subjects have made their decision, they will proceed straight to the interview stage.

In the PREINFO and POSTINFO treatments, subjects will also be shown the list of three charities, as in the BLIND treatment.²⁵ As in BLIND, subjects will see "Donate" and "Choose

²⁴ The lists will be included in the appendix for each of the 6 charity types.

²⁵ The PREINFO and POSTINFO treatments are two different treatments.

Not to Donate” buttons. If the subjects click on “Choose Not to Donate” button, they will proceed straight to the interview stage, as in BLIND. Yet, in PREINFO, subjects are shown information about charities before they are prompted for a donation decision. The information that is given includes the mission statement, the overall score and rating of the charity, compensation of leaders, the GuideStar transparency score, and the financial performance metrics, i.e., program expenses, administrative expenses, and fundraising expenses.²⁶ This information is shown on the same page as the charity lists.

In the POSTINFO treatment, subjects are shown the additional information only after they initially choose a charity. The subjects see the mission statement (as in the BLIND treatment) and then they can click a button to donate (as well as can still choose not to donate). However, if the subjects click the “Donate” button, they will first see a screen that states, “You have chosen to donate to a charity. Here is more information about the charity.” After the additional information is shown to the subjects, they then are asked “Does this information change your decision to donate?” If the subjects say “Yes,” they are able to change their donation and then can keep whatever earnings they pledged to the charity. If they say “No” then the subjects move onto the next stage. The information is the same information that is found in the PREINFO treatment. This includes information about the score and rating of the charity from the Charity Navigator website, performance metrics, compensation of leaders, and the transparency score (also from the Charity Navigator website).

After subjects have been shown all information (or have chosen to rescind their donation), they will proceed to the interview stage. If subjects have not yet chosen to rescind their

²⁶ The overall score for the charity is out of 100 points. The overall rating for each charity is out of 4 stars. GuideStar’s transparency score is earned by completing five questions around the charity’s strategies, process, results which is known as the “Charting Impact.” All financial performance metrics are listed as percentages of total expenses. The calculations are done using the most recent 990 filed with the IRS.

donation, they will be asked to confirm their donation before continuing to the interview stage. We perform this last step to avoid any bias from defaulting behavior (Van der Weele 2013; Grossman 2014).

II.3.3 The Interview Stage

In the interview stage, each participant answers some demographic questions and personality questions that include the “Big 5” Ten Item Personality Measure (TIPI) personality questions (Gosling et al. 2003), a locus of control questionnaire (Rotter 1966), and four traits from the Global Preference Survey (GPS) (Falk et al. 2018) i.e., time preference, altruism, risk preference, and negative reciprocity. If the subjects chose not to donate, they were also asked why they chose not to do so by being given a free-response box. A screenshot of the question can be found in the appendix.²⁷

When this information can be presented, do people use plausible justification to act more egotistically while in their mind remaining moral? By using some of the survey questions such as the GPS, which measures such things like altruism or time preferences, we can see what people self-report to be like. Do they still self-report to be highly altruistic yet when they come down to truly showing that behavior, do they find “reasons” to act egotistically instead. When people have some “good” or “bad” information about charities, will they use it to search for information that will better exploit the justification in their decision making in order to act egotistically?

²⁷ This will give us a glimpse on the subjects’ rationale for their behavior. In Gino et al. (2016), they argue that motivated Bayesians justify giving less by altering their attitudes towards risk to make the donations sound less attractive. By allowing subjects to make statements such as “overhead costs are too high” or “my money is not going to have an impact,” we can reveal the information processing mechanism that subjects use to justify their behavior. We plan on hiring research assistants to help code the comments as positive, negative, or indifferent. We hope to see if the comments are more (or less) negative depending on certain treatments.

II.3.4 Hypotheses and Behavioral Hypotheses

We offer the following hypotheses based on prior literature and experimental design:

Hypothesis 1: Donation rates will be lower in the PREINFO and POSTINFO treatments than in the BLIND treatment.

Hypothesis 1A: Choice to donate will be lower in PREINFO and POSTINFO treatment than in the BLIND treatment. The PREINFO treatment will have the lowest number of subjects who choose to donate.

Hypothesis 1B: Donation amounts will be lower in PREINFO and POSTINFO treatments than in the BLIND treatment. The PREINFO treatment will have the lowest amount of donations.

Hypothesis 2: People who choose not to give will overweight “good” information and underweight “bad” information.

II.4.5 Experimental Procedures:

The experiment took place at the University of Arkansas in the spring of 2021. This data was collected using O-Tree. There was a \$5 show up fee (completion fee) and a potential for the participant to earn an extra of about \$7 making a total of about \$12 earned for each participant. The experiment lasted about 10 to 15 minutes. All subjects were over the age of 18 and were either students, faculty, or staff at the University of Arkansas.

II.4 Results

II.4.1 Summary Statistics

Descriptive Statistics are presented in Table 1. A total of forty-nine subjects participated in our experiment, and the average payment was \$12.63. There was a total of 26 subjects who chose to donate (11 in BLIND, 4 in PREINFO, and 11 in POSTINFO), and the average donation amount unconditional on donating was \$5.47 and the average donation conditional on donating

was \$10.54. Approximately 58 percent of respondents in the BLIND condition decided to donate to a charity. In the PREINFO treatment, 31 percent of respondents donated with an average of \$3.38 of their earnings going towards a charity. On the other hand, 65 percent of respondents chose to donate in the POSTINFO treatment and donated an average of \$6.65 of their earnings. Table 2 discusses the chi-square test for proportions for the categorical demographic variables and the treatments. Almost all of the variables are equal in their percentages across treatments. Yet, the percentage of those in the NGO/Disaster Relief category for charity types and those holding graduate degrees / with some graduate experience are not equal across treatments.²⁸ Albeit, given the relatively small sample size, this could be attenuated with more observations.

II.4.2 Discussion of Behavioral Hypothesis 1.A

We begin by examining the extensive margin of donations. Figure 1 gives the donation rate in each treatment. We see a U-shape arise across the three treatments. The donation rate is highest in POSTINFO, and lowest in PREINFO, which provides partial support for hypothesis 1.A, which held that donation rates would be highest in BLIND and lowest in PREINFO. The POSTINFO is surprising and inconsistent with our Hypothesis 1.A. We expected that more information, whether given at the onset of the donation stage choice to donate (PREINFO) or after the initial decision was selected (POSTINFO) would be lower than less information presented (BLIND). Visually, this does not seem to be the case. The POSTINFO treatment has the highest percentage of individuals who chose to donate to a charity. The PREINFO condition is consistent with and visually provides support for Hypothesis 1.A. These differences are statistically significantly different between PREINFO and POSTINFO (Probability ratio test, $p =$

²⁸ The difference lies in the third treatment i.e., POSTINFO, for both the NGO variable and the graduate school variable

0.07).²⁹ The donation rates between the BLIND and PREINFO are not statistically significantly different, albeit marginally close to significance (Probability ratio test, $p = 0.13$). However, the donation rates in BLIND and POSTINFO are not statistically different, as we see closer donation rates (57 percent in BLIND versus 64 percent in POSTINFO) compared to the PREINFO and the same number of subjects donated in each treatment (Probability ratio test, $p = 0.68$). Therefore, though this provides first-pass support for part of our Hypothesis 1.A, we cannot support the conjecture that donations will be lower in POSTINFO than in BLIND. A chi-square test of independence showed that there was a significant association between the treatments and the choice to donate to a charity, $X^2(2, N = 49) = 8.136, p = 0.017$.

To control for heterogeneity in the data that could come from individuals choosing certain charitable types, we construct a probit model of the form:

$$Donate = \beta_0 + \beta_i Treatment_i + \beta_j Charity_j + \varepsilon_i$$

Where $\beta_i Treatment_i$ is a vector containing binary variables that denote the treatment, and $\beta_j Charity_j$ is a vector containing charity type. We use the BLIND treatment and the “Animal” charity category as the omitted categorical variable. This specification allows us to compare the treatment effects on the likelihood of donating, while controlling for charity types to ensure that donations to one particular type of charity are not driving our results. The marginal effects of this probit model are presented in Table 4.

Column 1 includes only the treatment dummies. Column 2 includes the treatment dummies as well as the different charity types. In Column 2, we find that by being in the PREINFO treatment, where more information is presented about the charities from the beginning

²⁹ Table 2 shows the results of the two-sample test of proportions on choice to donate and information treatments.

of the donation stage, significantly decreases the probability of donating relative to being in the BLIND treatment by 35 percentage points. The PREINFO condition is consistent with our hypothesis that having more information will negatively impact an individual's choice to donate to a charity.

Table 5, 6, and 7 illustrate the marginal effects from simple probit models including control variables in demographics, locus of control, GPS, and TIPI personality traits. In Table 5, being female increases the choice to donate by a 32-percentage point increase. This is consistent with prior evidence that suggests that gender is likely to be correlated with prosocial behavior (Eckel and Grossman 1998). Having a bachelor's degree increases the choice to donate by about a 30-percentage point increase. Some graduate school (or a graduate degree) increases the choice to donate by 54 percentage points. In Table 7 Column (1), being more patient, as seen in the time preference variable, increases the choice to donate by 23.7 percentage points.³⁰ Finally, in Column (2), the "Big 5" personality traits could have some impact on prosociality. We see that being more agreeable increases the choice to donate to a charity by 24 percentage points.³¹

The results in the tables confirm the story presented by our different tests: the marginal effects on POSTINFO are not statistically different from our omitted categorical variable (BLIND), but the marginal effects on PREINFO are significantly different from zero, and are negative, which supports our hypothesis that subjects in the PREINFO treatment have the lowest donation rates. This gives:

³⁰ Prior research has shown a positive correlation between patience (lower discounting for future behavior) and reciprocal altruism (Curry, Price, and Price 2008).

³¹ This is an interesting finding since the TIPI "Big 5" personality traits on altruistic behavior has mixed findings in psychology and economic literature. The one consistent trait that does emerge is that being more agreeable consistently leads to more altruistic behavior (Ashton et al. 1998; Ben-Nur and Kramer 2011; Habashi et al. 2016).

Result 1: *Donation rates in PREINFO are significantly lower than in the other two treatments. Donation rates in BLIND and POSTINFO are not statistically different from each other.*

Finally, we examined the difference between the subjects who chose to donate at first in the POSTINFO treatment and those who finally donated in the POSTINFO treatment after they had a chance to rescind their donation offer. This is a small sample, but initially (before the additional information was presented) 14 people chose to donate out of 17 total. This brings the total amount of people who chose to donate to 82% of subjects. After the option to opt out of donating (after the additional information was presented) the choice to donate was down to 11 people, which brings the total amount of people who chose to donate to 64% of subjects. We tested the difference between these two proportions using a probability ratio test but failed to reject the null that these two donation rates are different from each other (Probability ratio test, $p = 0.24$).

II.4.3 Discussion of Behavioral Hypothesis 1.B

Does information acquisition also impact the intensive margin, i.e., how much one chooses to give? Figure 2 shows the average donated amounts conditional on giving per treatment type. In this case, we visually can see a U-shape emerge. Individuals donated the most amount of their earnings in the POSTINFO treatment (\$6.64) and the lowest average donations came from the PREINFO treatment (\$3.38). This is inconsistent with our Hypothesis 1.B where we stated that the donation amounts would be lower in both information treatments (PREINFO and POSTINFO) compared to the BLIND treatment. What is consistent with Hypothesis 1.B is the PREINFO condition has the lowest amounts of donated dollars of individual's earnings.³²

³² Table 8 is the pairwise comparison test for the donation amounts per treatment. This pairwise comparison test for the donated amounts over the different information treatments shows that that the mean score for PREINFO ($M=3.38$, $SD=1.51$) is not significantly different than the mean score for the POSTINFO ($M=6.64$, $SD=1.32$) yet is marginally close.

The goal is to establish whether the information treatments influenced the dollar donation amounts conditional on those who chose to give. The results in Table 9 reports the OLS regression of Behavioral Hypothesis 2. Column (1) describes treatment effects only, while Column (2) gives the results of regressions of the amount donated over the treatments and various charity types to control for heterogeneity in the data. First, in Column 1, we compare our two treatments, POSTINFO and PREINFO directly. In PREINFO, subjects give \$2.45 less relative to the omitted treatment (BLIND), yet not statistically significant ($p = 0.23$). The coefficient for POSTINFO is positively signed but not statistically significant. F tests of the coefficients of POSTINFO and PREINFO indicate that the coefficients are close to significantly different ($p = 0.12$), indicating that subjects potentially in POSTINFO could be willing to give more than subjects in PREINFO when more data is collected. We also compare the POSTINFO to BLIND. Relative to the omitted treatment (PREINFO), subjects in POSTINFO contribute \$3.26 more and subjects in BLIND contribute \$2.45 more, though neither coefficient are significantly different from zero. F-test reveal these are not significantly different ($p = 0.65$), indicating that subjects in POSTINFO do not give more than subjects in BLIND.

Column (2) report similar treatment comparisons, but we controlled for charity type since, given our small sample, it is possible that strong preferences for (or aversion to) one charity type in the POSTINFO treatment could be driving our treatment differences. If this were the case, we would expect the coefficient to be positive and significant in the case of strong preferences for a charity type, or negative and significant in the case of aversion. However, the results indicate that this is, in fact, not the case: none of the coefficients on the charity type indicators are

significantly different from zero, and the coefficients on the treatment variables maintain their magnitudes.

Table 10 and Table 11 report the treatment comparisons with demographic variables as well as personality traits. The interesting results here are that female and education variables remain strongly significant in terms of positive donation amounts as they do in the choice to donate described earlier. The same happens with the time preference variable as well as the agreeableness trait. This gives:

Result 2: *Donations are highest in POSTINFO yet not statistically different from either of the other treatments; the donation amounts in PREINFO, and BLIND are not statistically different from each other.*

II.5 Conclusion

Our paper investigates information acquisition in an altruistic setting by observing the relationship between differing information conditions and the option to donate to real charities. Participants have the opportunity to donate any amount of their earnings (or not) to charitable organizations after they earn money from a competitive piece rate scheme as well as answer demographic and personality trait questions. The subjects are randomly selected to be in one of the three information treatments. Subjects are selected into three treatments where they can see little information about the charities (only the mission statement), lots of information about each charity listed (financial statements, CEO compensation, etc.) at the beginning of the stage, or this additional information at the end of the stage after they have already made a donation decision. We examine the relationship among the participant's choice to donate and the amount of earnings they choose to donate across these treatments.

We find consistent results with our hypothesis that having the additional information at the beginning of the donation stage will negatively impact a subject's decision to donate to a charity, yet we cannot say the same for the donation amount of an individual's earnings. The onslaught of extra information at the beginning of the donation decision seems to have a negative effect on people's choice to donate to a charity. Looking back at the comments of the experiment, found in the appendix, confirm our conjecture. A few subjects talked about the information about the leadership compensation or financial reports that were given to them had dissuaded them from wanting to donate to the charities provided. When additional information is given, individuals can use such information to persuade or dissuade themselves from doing something. This accompanies the belief of motivated reasoning is present in our decision making.

One possible issue is our results from the POSTINFO treatment, which (on the surface) appear inconsistent with our hypothesis that having more information would negatively impact a subject's altruistic behavior. We found that this extra information did not negatively impact, rather positively impacted, the subject's choice to donate to a charity as well as (very weakly) donated more of their earnings to such causes. At first blush, this seems counterintuitive, given our model. Yet, we consider the intuition that where the more altruistic an agent believes themselves to be, the more weight they assign to their prior actions in a positive light. So, if individuals decide already to donate before they see any additional information (the prior action), i.e., POSTINFO treatment, then the additional information, which could sometimes be negative, does not impact their decision as much because they retroactively interpret those actions as "good," causing them to underweight their posterior beliefs relative to their prior.

Our paper contributes to the altruistic giving literature and is policy relevant to charitable organizations. Our results indicate that agents are least likely to donate when provided with

information prior to making their donation decision, implying that charities need only supply a mission statement to potential donors. However, the results from our interview stage imply that it is not the information acquisition itself, but the *type* of information, that matters for donation decisions. In particular, all pieces of information that we provided were provided with no additional context or comparisons to other charities in the same or similar categories (as they are on charity rating websites). Indeed, the evidence from our POSTINFO treatment – that viewing information after the fact dominates viewing information before the fact – indicates that giving decisions are heavily context-dependent, at least on a personal level; subjects viewing the *exact same* information before making a donation decision were significantly less likely to donate to the *exact same* list of charities as those who viewed the information after making their donation decision. Our results are consistent with the existing literature on information and charitable giving; in particular, they are consistent with both Exley (2020) and Brown, Meer, and Williams (2014): subjects in PREINFO use information to avoid giving, consistent with Exley, but they also use information (in POSTINFO) as a means of self-justifying their prior, as in Brown, Meer, and Williams, implying that there is an underlying mechanism driving donation behavior that causes agents to process information differently across similar contexts consistent with a motivated Bayesian approach as outlined in Thaler (2019).

Our results also have the benefit of being consistent with the literature on context-dependent preferences arising out of Tversky and Simonson (1993), in which an agent's decision between two alternatives (x and y) is dependent on the inclusion or exclusion of a third alternative (z). Our results also are in line with Bester and Güth's (1998) finding that altruism is context dependent. Wendel and Oppenheimer (2010) find that inconsistent contributions in a public goods game may be attributable to context-dependent preferences related to probabilistic responses to

exploitation, guilt, and goal-oriented behavior. Breitmoser and Vojohann (2018) find that altruism results from reference-dependent preferences. Though further exploration is needed, our results here suggest at a preliminary level that charity rating organizations (and charities themselves) should consider placing all financial metrics in context to their counterparts in the same space.

Perhaps the most surprising discussion point in our paper is this possible correlation between motivated Bayesianism and context-dependent preferences. Further research is needed to investigate whether links between motivated Bayesianism and context-dependent preferences exist, but our results suggest that there is a possible relationship between the two.

II.6 References

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Appendix II.7.A Tables and Figures

Table 1. Descriptive Statistics and Control Balance Table

	Treatment			Difference		
	BLIND	PREINFO	POSTINFO	(PREINFO)- (BLIND)	(PREINFO)- (POSTINFO)	(BLIND)- (POSTINFO)
<i>Dependent variables</i>						
Choice to donate	0.58	0.31	0.65			
Donation amount	5.84 (5.32)	3.38 (5.78)	6.64 (5.36)			
<i>Control variables</i>						
Animal Charity	0.37	0.46	0.18	-0.09	0.29*	0.19
Arts & Culture Charity	0.11	0.00	0.18	0.11	-0.18	-0.07
Educational Charity	0.16	0.38	0.18	-0.23	0.21	-0.01
Environmental Charity	0.11	0.08	0.12	0.03	-0.04	-0.01
Health Related Charity	0.21	0.08	0.12	0.13	-0.04	0.09
NGO / Disaster Relief	0.05	0.00	0.24	0.05	-0.24*	-0.18
Female	0.79	0.46	0.53	0.33*	-0.07	0.26
Age	35.2 (13.62)	32 (12.43)	39.41 (12.54)			
White	0.84 (0.37)	0.77 (0.44)	0.71 (0.47)	0.07	0.06	0.14
Black	0.00 (0.00)	0.00 (0.00)	0.06 (0.24)	0.00	-0.06	-0.06
Hispanic	0.11 (0.32)	0.00 (0.00)	0.12 (0.33)	0.11	-0.12	-0.01
Other Races	0.05 (0.23)	0.23 (0.44)	0.12 (0.33)	-0.18	0.11	-0.07
No college	0.26 (0.45)	0.31 (0.48)	0.18 (0.39)	-0.05	0.13	0.09
Bachelor's Degree	0.42 (0.51)	0.38 (0.51)	0.12 (0.33)	0.04	0.27*	0.30**
Graduate	0.32 (0.48)	0.31 (0.48)	0.71 (0.47)	0.01	-0.40*	-0.39**
Extroversion	6.32 (3.01)	5.15 (2.54)	5.76 (2.63)	0.61	-0.53	0.07
Agreeableness	8.68 (1.20)	8.23 (2.61)	8.94 (1.91)	0.13	-0.02	0.11
Conscientiousness	8.32 (1.66)	9.15 (1.90)	9.00 (2.06)	-0.94	-0.48	-0.50
Neuroticism	6.21 (2.55)	5.00 (2.54)	6.19 (2.28)	0.67	-0.52	0.15
Openness	9.01 (2.89)	9.62 (2.46)	8.29 (1.93)	-0.56	-0.23	-0.29
Time Preference	7.21 (2.30)	7.00 (2.00)	7.65 (1.50)	0.21	-0.65	-0.44
Risk Aversion	6.37 (1.61)	6.23 (1.48)	6.35 (1.83)	0.24	-0.12	0.12
Altruism	7.11 (2.83)	6.92 (2.69)	7.76 (2.01)	0.18	-0.84	-0.66

Table 1 (cont.)

	Treatment			Difference		
	BLIND	PREINFO	POSTINFO	(PREINFO)- (BLIND)	(PREINFO)- (POSTINFO)	(BLIND)- (POSTINFO)
Negative Reciprocity	3.58 (2.59)	3.77 (2.74)	4.23 (3.01)	-0.19	-0.46	-0.66
Locus of Control	5.26 (1.52)	4.23 (1.59)	4.00 (1.93)	1.03*	0.23	-1.26**
Duration of Minutes In the donation section	1.86 (2.03)	2.71 (2.45)	0.40 (0.35)			
Number of subjects	19	13	17			

Notes: The standard deviations in parentheses. Charity type is categorized as follows: Animal related, Arts & Culture, Education, Environment, Health Care related, and NGO/Disaster Relief. Race is categorized as follows: Caucasian, African American, Hispanic, and other races. Education is divided into 3 categories: No college to some college, bachelor's degree, and some graduate school to graduate degree. For the TIPI personality traits (extroversion, agreeableness, conscientiousness, neuroticism, and openness) is a Likert scale from 1 to 7 and all increasing in that trait. The GPS traits (time preference, risk aversion, altruism, negative reciprocity) are based on a Likert scale from 0 to 10 where the measure is increasing in that trait. Locus of control is increasing in externality with a scale of 0 to 7.

*Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

Table 2. Chi-Square Test of Independence of Categorical Variables

<u>Categorical Variable</u>	<u>Pearson Chi-Square</u>
<i>Charity Types</i>	
Animal	2.9699
Arts & Culture	2.5072
Education	7.4421
Environment	0.1369
Health	1.2603
NGO/Disaster	5.2779*
Female	4.2489
<i>Race</i>	
White	0.9604
Black	1.9216
Hispanic	1.5912
Other	2.2850
<i>Education</i>	
No College	0.7419
Bachelor's Degree	4.4016
Graduate	6.9465**

Notes: *Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

Table 3. Two-sample test of proportions on choice to donate and information treatments.

Comparison	Z-score	p-value
BLIND vs. PREINFO	1.51	0.13
PREINFO vs. POSTINFO	-1.84	0.07*
BLIND vs. POSTINFO	-0.42	0.68

Notes: *Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

Table 4. Impact on the Probability of Giving: Marginal effects in probit models

Dependent variable	Probability of giving to charity	
	(1)	(2)
PREINFO	-0.279 (0.19)	-0.35* (0.19)
POSTINFO	0.070 (0.17)	0.07 (0.19)
Arts & Culture		-0.27 (0.18)
Education		0.312 (0.19)
Environment		0.174 (0.25)
Health		0.287 (0.23)
NGO / Disaster		0.299 (0.27)
Constant	0.199 (0.29)	-0.08 (0.39)

Notes: Standard errors are in parentheses. The marginal effects are evaluated at the sample means. Animal related charities list was omitted for comparison under the charity types. The control variables for TIPI, GPS, and Locus of Control are all standardized within sample in order to have a mean of zero and a standard deviation of one in the subsequent tables.

*Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

Table 5. Impact on the Probability of Giving: Marginal effects in probit models

Dependent variable	Probability of giving to charity
Variable	(1)
PREINFO	-0.214 (0.21)
POSTINFO	-0.017 (0.20)
Age	0.005 (0.01)
Female	0.326* (0.18)
Hispanic	0.175 (0.23)
Other	0.239 (0.21)
Bachelor's	0.297* (0.18)
Graduate School	0.541*** (0.17)
Pseudo R ²	0.21

Notes: Standard errors are in parentheses. The marginal effects are evaluated at the sample means. Race is categorized as follows: Caucasian, African American, Hispanic, and other races. Education is divided into 3 categories: No college to some college, bachelor's degree, and some graduate school to graduate degree. Caucasian and high school / no college degree both were omitted for comparison reasons. African American did not have enough data in order to estimate a coefficient.

*Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

Table 6. Impact on the Probability of Giving: Marginal effects in probit models

Dependent variable	Probability of giving to charity
Variable	(1)
PREINFO	-0.357* (0.21)
POSTINFO	-0.007 (0.18)
Locus of Control	-0.119 (0.07)

Notes: Standard errors are in parentheses. The marginal effects are evaluated at the sample means. The locus of control variable is standardized within sample in order to have a mean of zero and a standard deviation of one in the subsequent tables.

*Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

Table 7. Impact on the Probability of Giving: Marginal effects in probit models with personality traits.

Dependent variable	Probability of giving to a charity	
	(1)	(2)
PREINFO	-0.267 (0.22)	-0.319 (0.21)
POSTINFO	0.041 (0.17)	-0.047 (0.19)
Time Preference	0.237** (0.09)	
Risk Aversion	-0.036 (0.08)	
Altruism	0.138 (0.08)	
Negative Reciprocity	-0.097 (0.09)	
Extroversion		0.089 (0.09)
Agreeableness		0.242*** (0.09)
Conscientiousness		0.111 (0.08)
Neuroticism		0.003 (0.09)
Openness		-0.130 (0.08)
Pseudo R ²	0.25	0.26

Notes: Standard errors are in parentheses. The marginal effects are evaluated at the sample means. The control variables for GPS and TIPI “Big 5” are all standardized within sample in order to have a mean of zero and a standard deviation of one in the subsequent tables.

*Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

Table 8. Pairwise comparison of means for the donation amounts conditional on giving.

Comparison	Contrast	p-value
PREINFO vs. BLIND	-2.46	0.217
POSTINFO vs. BLIND	0.80	0.661
POSTINFO vs. PREINFO	3.26	0.112

Notes: *Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

Table 9. Impact on the Donation Dollar Amounts: OLS model of Treatments including Charity Types.

Dependent variable	Donation amounts conditional on giving	
	(1)	(2)
PREINFO	-2.457 (2.01)	-2.87 (2.06)
POSTINFO	0.805 (1.78)	0.808 (0.65)
Arts & Culture		-3.209 (2.58)
Education		2.613 (2.19)
Environment		1.526 (2.68)
Health		2.683 (2.82)
NGO / Disaster		2.229 (2.88)
Constant	5.842*** (1.23)	4.924*** (1.78)

Notes: Standard errors are in parentheses. Animal related charities list was omitted for comparison under the charity types.

*Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

Table 10. Impact on the Donation Dollar Amounts: OLS model of Treatments including Demographics.

Dependent variable	Donation amounts conditional on giving
Variable	(1)
BLIND	
PREINFO	-0.784 (2,14)
POSTINFO	0.2118 (1.77)
Age	0.028 (0.06)
Female	3.255* (1.70)
Black	-1.932 (1.86)
Hispanic	1.868 (1.72)
Other	-0.564 (2.11)
Bachelor's	4.373** (1.88)
Graduate School	7.111*** (1.96)
Constant	-1.985 (2.59)

Notes: Standard errors are in parentheses. Race is categorized as follows: Caucasian, African American, Hispanic, and other races. Education is divided into 3 categories: No college to some college, bachelor's degree, and some graduate school to graduate degree. Caucasian and high school / no college degree both were omitted for comparison reasons. African American did not have enough data in order to estimate a coefficient.

*Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

Table 11. Impact on the Donation Dollar Amounts: OLS model of Treatments with Personality Traits.

Dependent variable	Donation amounts conditional on giving	
	(1)	(2)
PREINFO	-2.327 (2.02)	-1.390 (1.71)
POSTINFO	0.189 (1.71)	0.117 (1.84)
Time Preference	1.909** (0.80)	
Risk Aversion	-0.022 (0.81)	
Altruism	0.863 (0.69)	
Negative Reciprocity	-0.535 (0.09)	
Extroversion		1.389 (0.87)
Agreeableness		1.248* (0.65)
Conscientiousness		0.302 (0.79)
Neuroticism		0.197 (0.86)
Openness		-1.020 (0.65)
Constant	5.798*** (1.12)	5.798*** (1.15)

Notes: Standard errors are in parentheses. The control variables for GPS and TIPI “Big 5” are all standardized within sample in order to have a mean of zero and a standard deviation of one in the subsequent tables.

*Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

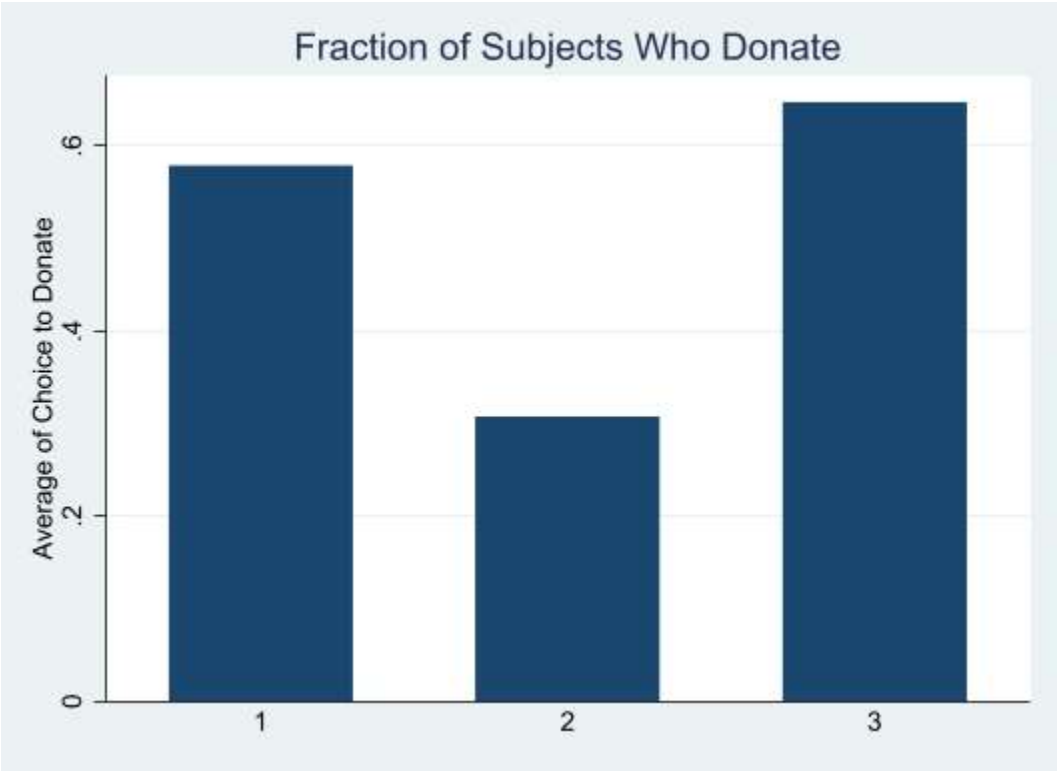


Figure 1. Fraction of individuals who choose to donate by BLIND, PREINFO, and POSTINFO treatments.



Figure 2. Fraction of Donation Amounts by BLIND, PREINFO, and POSTINFO treatments.

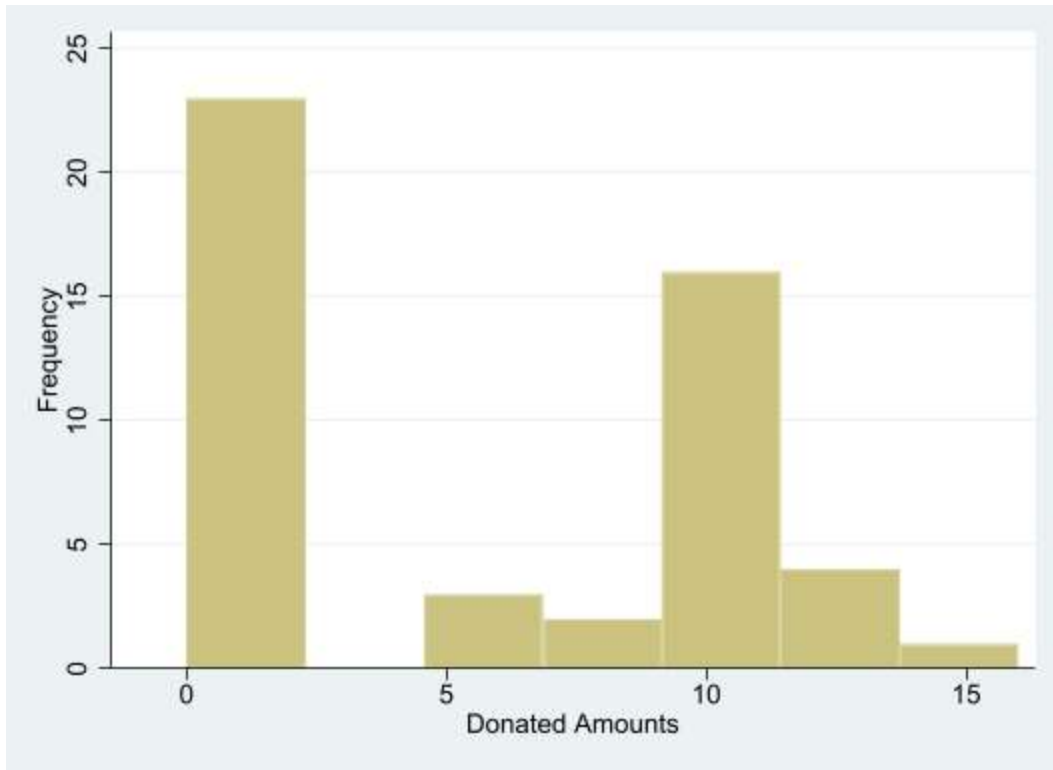


Figure 3. Frequency of Donated Dollar Amounts.

Appendix II.7.B: Survey Question Scales

At the end of this survey, you will have an opportunity to donate to a charity of choice. If you would like to, which of these categories would you like to see charities from?

7. Animal Related Charities
8. Arts & Culture Related Charities
9. Educational Related Charities
10. Environmental Related Charities
11. Health Related Charities
12. International NGO / Disaster Relief Charities

What is your gender?

5. Male
6. Female
7. Other Gender Identity
8. Decline to Answer

What is your race / ethnicity?

8. African American
9. American Indian or Alaska Native
10. Asian
11. Caucasian
12. Hispanic or Latino
13. Native Hawaiian or Other Pacific Islander
14. Decline to Answer

Please select the highest level of education you have completed:

8. High school diploma
9. Some college, no degree
10. Associates degree
11. Bachelor's degree
12. Some graduate school
13. Master's, Doctorate, J.D., or M.D.
14. Decline to Answer

Here are a number of personality traits that may or may not apply to you. Please select the extent to which you agree or disagree with each statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

Disagree strongly	Disagree moderately	Disagree a little	Neither agree nor disagree	Agree a little	Agree moderately	Agree strongly
1	2	3	4	5	6	7

I see myself as:

1. ____ Extraverted, enthusiastic.
2. ____ Critical, quarrelsome.
3. ____ Dependable, self-disciplined.
4. ____ Anxious, easily upset.
5. ____ Open to new experiences, complex.
6. ____ Reserved, quiet.
7. ____ Sympathetic, warm.
8. ____ Disorganized, careless.
9. ____ Calm, emotionally stable.
10. ____ Conventional, uncreative.

TIPI scale scoring ("R" denotes reverse-scored items):

Extraversion: 1, 6R; Agreeableness: 2R, 7; Conscientiousness: 3, 8R; Emotional Stability: 4R, 9;

Openness to Experiences: 5, 10R.

Notes: Taken from Gosling et al. (2003).

In this section, you will answer several questions regarding your willingness to act a certain way. Indicate your answer to each question, with 0 being “completely unwilling to do so” and 10 being “very willing to do so.” You can also use any of the points in between (1,2,3, etc.) to indicate where you fall on the scale.

How willing are you to give up something that is beneficial for you today to benefit more from that in the future?

In general, how willing or unwilling are you to take risks?

How willing are you to give to good causes without expecting anything in return?

How willing are you to punish someone who treats you unfairly, even if there may be costs to you?

How willing are you to punish someone who treats others unfairly, even if there may be no cost to you?

Notes: The five GPS questions come from Falk et al. (2018). This is measured on a 0-10 Likert Scale from “completely unwilling to do so” to “very willing to do so.”

Appendix II.7.C Comments from Subjects on Donation Decisions

I donate to charities on my own and not through programs
I donate directly to accredited organizations
The number I saw make my mind change
I am poor and I like to see what others have said about a charity before I donate
I am just out of graduate school, and I need the money, which is why I did the survey.
I was choosing EarthShare, but then noticed it had low ratings; Oceania had great ratings, but the CEO had a high salary.
I prefer to deliver my donations personally to local charities.
I like to donate to certain organizations.
I need money right now for certain things.
I will donate later.
I chose to donate to the American Cancer Institute because my mom died of cancer this past year and I told myself that if there is ever a chance to donate to helping fight cancer, I will. I didn't donate a lot because I'm a broke college student. :)
Because I came here today to make money. I planned my day and made decisions to include this moment to fill my own cup. A couple of those charities seemed noble (Ballet Folklorico, the Primate one), but also, I have a lot of experience in the NGO world, having formerly worked in it, and I am quite critical of it. WWF for example is helping destroy the world's rainforests. I did spend the time to read about each one out of curiosity, and it is interesting to me to see how much the CEO's make. The Primate one is the best one in my opinion. I might have donated \$1 to it.
I'm a college student and my parents struggle a lot financially. One day when I have more money and discretionary income, I will be more charitable.
I originally did not come into this experiment expecting to donate. My next experiment I will.
I thought about it, but some of the charities are ones I have heard negative things about what they actually stand for. After watching Seaspiracy, I am very wary about the donations I choose to donate to.
Didn't like the charities offered

Appendix II.7.D: Images from Experiment: Charity Options

Animal Charities:

Spay-Neuter Assistance Program, Inc.

CFC: 10462

Spay-Neuter Assistance Program, Inc. (SNAP) works to prevent the suffering and death of companion animals and enrich the human-animal bond through excellent, accessible and affordable spay/neuter and veterinary care. SNAP provides free and reduced-cost sterilization for animals through regular clinic programs and specially-funded projects throughout Texas. Our vision is to create a world where there are no homeless cats and dogs.

Compensation of Leaders			
(FYE 06/2018)			
Compensation	% of Expenses	Paid to	Title
\$153,483	2.81%	Mary Kate Lawler	Executive Director

Financial Performance Metrics	
Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	86.2%
Administrative Expenses	6.9%
Fundraising Expenses	6.7%
Fundraising Efficiency	\$0.40
Working Capital Ratio (years)	< 0.01
Program Expenses Growth	-4.5%
Liabilities to Assets	127.7%

	Score (out of 100)	Rating
Overall Score & Rating	68.89	★☆☆☆☆
Financial	62.50	★☆☆☆☆
Accountability & Transparency	77.00	★★☆☆☆

This rating was published 09/03/2019 and includes data from FY2018, the most recent 990 received at that time.

GuideStar's Gold Seal of Transparency is earned by completing five questions around an organization's strategies, progress, and results, known as Charting Impact. Charting Impact encourages strategic thinking about how an organization intends to achieve its goals. The end result is a report that lets nonprofits share concise, detailed information about plans and progress with key stakeholders, including the public. This data is provided directly by nonprofits to GuideStar via their Nonprofit Profile.



World Wildlife Fund

CFC: 120722

Founded in 1961, World Wildlife Fund's (WWF) mission is the conservation of nature. Using the best available scientific knowledge and advancing that knowledge where we can, we work to preserve the diversity and abundance of life on Earth and the health of ecological systems by: protecting natural areas and wild populations of plants and animals, including endangered species; promoting sustainable approaches to the use of renewable natural resources; and promoting more efficient use of resources and energy and the maximum reduction of pollution. We are committed to reversing the degradation of our planet's natural environment and to building a future in which human needs are met in harmony with nature. We recognize the critical relevance of human numbers, poverty and consumption patterns to meeting these goals.

Compensation of Leaders			
(FYE 06/2018)			
Compensation	% of Expenses	Paid to	Title
\$1,375,777	0.53%	Carter S. Roberts	President, CEO

Financial Performance Metrics ⓘ

Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	73.1%
Administrative Expenses	6.5%
Fundraising Expenses	20.3%
Fundraising Efficiency	\$0.21
Working Capital Ratio (years)	1.29
Program Expenses Growth	3.4%
Liabilities to Assets	27.7%

All data for Financial Performance Metrics calculations was provided by World Wildlife Fund on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	80.32	★★★★☆
Financial	72.47	★★★☆☆
Accountability & Transparency	96.00	★★★★★

This rating was published 12/20/2019 and includes data from FY2018, the most recent 990 received at that time.

GuideStar's Gold Seal of Transparency is earned by completing five questions around an organization's strategies, progress, and results, known as Charting Impact. Charting Impact encourages strategic thinking about how an organization intends to achieve its goals. The end result is a report that lets nonprofits share concise, detailed information about plans and progress with key stakeholders, including the public. This data is provided directly by nonprofits to GuideStar via their Nonprofit Profile.



International Primate Protection League

CFC: 10466

The International Primate Protection League (IPPL) was founded in 1973, and, since this time, has been working continuously for the well-being of primates. IPPL has Field Representatives in 31 countries. In countries where primates live, IPPL's Field Representatives work to create and preserve national parks and sanctuaries, and for bans on primate hunting, trapping, and local and international trade. IPPL's educational efforts have contributed to decisions by many countries to ban or restrict primate trade and to establish programs to protect primate habitat. IPPL has raised funds to help other sanctuaries working to provide a safe and enriching environment for primate victims of deforestation and poaching.

Compensation of Leaders			
(FYE 12/2018)			
Compensation	% of Expenses	Paid to	Title
\$50,000	4.41%	Shirley McGreal	Director

Financial Performance Metrics	
Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	83.4%
Administrative Expenses	15.5%
Fundraising Expenses	0.9%
Fundraising Efficiency	< \$0.01
Working Capital Ratio (years)	5.70
Program Expenses Growth	4.1%
Liabilities to Assets	0.9%

All data for Financial Performance Metrics calculations was provided by International Primate Protection League on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	93.74	★★★★
Financial	91.15	★★★★
Accountability & Transparency	100.00	★★★★

This rating was published 12/20/2019 and includes data from FY2018, the most recent 990 received at that time.

Arts & Culture Charities:

Help Heal Veterans

CFC: 12251

Help Heal Veterans' (Heal Vets) primary mission is to enrich the lives of veterans and military personnel. Healing arts and crafts provide a therapeutic experience for all veterans including those who are hospitalized, in shelters, in convalescent homes and those undergoing therapy for a wide range of physical and mental challenges. The kits, provided free of charge to the veteran, often become a part of the patient's treatment plan, giving them a creative outlet along with tangible therapeutic and rehabilitation benefits. The kits improve fine motor skills, cognitive functioning, memory improvement, anger issues and dexterity. We work to involve the public in meeting this mission through a broad education outreach program, Heal Vets' therapeutic programs and provide a meaningful way for individuals, corporations or other nonprofit organizations to help wounded or disabled veterans, military patients and their families rebuild their lives.

Compensation of Leaders			
(FYE 07/2019)			
Compensation	% of Expenses	Paid to	Title
\$219,638	1.78%	Joseph McClain	CEO

Financial Performance Metrics	
Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	49.6%
Administrative Expenses	13.2%
Fundraising Expenses	37.1%
Fundraising Efficiency	\$0.39
Working Capital Ratio (years)	0.05
Program Expenses Growth	-15.4%
Liabilities to Assets	88.0%

All data for Financial Performance Metrics calculations was provided by Help Heal Veterans on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	62.54	★☆☆☆☆
Financial	47.50	0 Stars
Accountability & Transparency	93.00	★★★★

This rating was published 12/01/2020 and includes data from FY2019, the most recent 990 received at that time.

This organization has earned a GuideStar's Platinum Seal of Transparency by voluntarily sharing the measures of progress and results they use to pursue their mission. Organizations earn Platinum Seals by selecting from a catalog of over 900 expert recognized metrics or by creating a new metric that best fits their work. This information is reported by the organization and displayed publicly on their GuideStar Nonprofit Profile. With over 1.6 million Nonprofit Profiles, 9 million annual visitors and over 200 data partners, GuideStar is the world's leading source of information about nonprofit organizations. A nonprofit itself, GuideStar is dedicated to providing better data for better decisions for a better world.



National Trust for Historic Preservation

CFC: 11287

The National Trust for Historic Preservation protects significant places representing our diverse cultural experience by taking direct action and inspiring broad public support.

Compensation of Leaders			
(FYE 06/2018)			
Compensation	% of Expenses	Paid to	Title
\$508,446	0.93%	Stephanie Meeks	President, CEO

Financial Performance Metrics	
Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	74.3%
Administrative Expenses	11.2%
Fundraising Expenses	14.4%
Fundraising Efficiency	\$0.19
Working Capital Ratio (years)	3.59
Program Expenses Growth	1.5%
Liabilities to Assets	14.7%

All data for Financial Performance Metrics calculations was provided by National Trust for Historic Preservation on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	83.57	★★★★☆
Financial	76.96	★★☆☆☆
Accountability & Transparency	97.00	★★★★

This rating was published 02/01/2020 and includes data from FY2018, the most recent 990 received at that time.

Ballet Hispanico

CFC: 10709

Ballet Hispánico, America's leading Latino dance organization, brings individuals and communities together to celebrate and explore Latino cultures through dance. Whether dancing on stage, in school, or in the street, Ballet Hispánico creates a space where few institutions are breaking ground. The organization's founder, National Medal of Arts recipient Tina Ramirez, sought to give voice to the Hispanic experience and break through stereotypes. Today, Ballet Hispánico is led by Eduardo Vilaro, an acclaimed choreographer and former member of the Company, whose vision of social equity, cultural identity and quality arts education for all drives its programs. Ballet Hispánico, a role model in and for the Latino community, is inspiring creativity and social awareness in our neighborhoods and across the country by providing access to arts education.

Compensation of Leaders

(FYE 06/2019)

Compensation	% of Expenses	Paid to	Title
\$242,999	3.46%	Eduardo Norfleet-Vilaro	Artistic Director

Financial Performance Metrics

Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	82.5%
Administrative Expenses	7.7%
Fundraising Expenses	9.7%
Fundraising Efficiency	\$0.13
Working Capital Ratio (years)	1.25
Program Expenses Growth	7.3%
Liabilities to Assets	25.2%

All data for Financial Performance Metrics calculations was provided by Ballet Hispánico on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	95.95	★★★★★
Financial	94.28	★★★★
Accountability & Transparency	100.00	★★★★

This rating was published 03/01/2021 and includes data from FY2019, the most recent 990 received at that time.

Educational Charities:

	Score (out of 100)	Rating
Overall Score & Rating	79.16	★ ★ ☆ ☆ ☆
Financial	72.66	★ ★ ☆ ☆ ☆
Accountability & Transparency	89.00	★ ★ ★ ☆ ☆

This rating was published 12/01/2019 and includes data from FY2018, the most recent 990 received at that time.

American Indian College Fund

CFC: 11760

The American Indian College Fund provides scholarships, internship opportunities, and other life skills and career readiness support to American Indian students. Education is often the difference between a happy, healthy, and self-sustaining productive life and one that is not. Approximately 14.5% of American Indians have a college degree, well below the national average. To strengthen our country as a whole, the American Indian College Fund seeks to strengthen native communities by empowering native people with skills, knowledge, and experience. The American Indian College Fund directly supports over 4,000 American Indian students annually, and thousands more through indirect services and support.

Compensation of Leaders (FYE 06/2019)			
Compensation	% of Expenses	Paid to	Title
\$245,538	0.98%	Cheryl Crazy Bull	President, Chief Executive Officer

Financial Performance Metrics

Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	71.8%
Administrative Expenses	6.3%
Fundraising Expenses	21.8%
Fundraising Efficiency	\$0.22
Working Capital Ratio (years)	2.03
Program Expenses Growth	2.2%
Liabilities to Assets	1.7%

All data for Financial Performance Metrics calculations was provided by American Indian College Fund on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	82.81	★★★★☆
Financial	75.88	★★☆☆
Accountability & Transparency	97.00	★★★★

This rating was published 05/01/2020 and includes data from FY2019, the most recent 990 received at that time.

Center for Excellence in Education

CFC: 11002

The Center for Excellence in Education (CEE), a 501(c)(3) charitable nonprofit organization founded in 1983, nurtures high school and university scholars to careers of excellence and leadership in science, technology, engineering and mathematics, and encourages international collaboration among leaders in the global community. CEE has developed the Research Science Institute (RSI), the USA Biolympiad (USABO), and the Teacher Enrichment Program (TEP). These programs are offered cost-free to all students and teachers selected to participate. CEE's programs challenge students and assist them on a long-term basis to become the creators, inventors, scientists, and leaders of the 21st century.

Compensation of Leaders**(FYE 12/2018)**

Compensation	% of Expenses	Paid to	Title
\$222,959	7.50%	Joann Digennaro	President

Financial Performance Metrics

Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	82.7%
Administrative Expenses	7.1%
Fundraising Expenses	10.1%
Fundraising Efficiency	\$0.15
Working Capital Ratio (years)	1.33
Program Expenses Growth	5.5%
Liabilities to Assets	6.4%

All data for Financial Performance Metrics calculations was provided by Center for Excellence in Education on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	91.28	★★★★
Financial	88.34	★★★○
Accountability & Transparency	96.00	★★★★

This rating was published 05/01/2020 and includes data from FY2018, the most recent 990 received at that time.

Environmental Charities:

EarthShare

CFC: 10252

EarthShare has empowered environmental progress for more than 30 years. Each year, tens of thousands of environmental supporters give through EarthShare, a national nonprofit that connects the most influential environmental organizations with employers, people, and communities to protect our planet. With a network of more than 500 nonprofit partners, EarthShare delivers strategic programs that give people a voice in how they take action - from protecting air and water quality, to seeking solutions to climate change, to preserving the land and wildlife in their own backyard.

Compensation of Leaders			
(FYE 06/2019)			
Compensation	% of Expenses	Paid to	Title
Not compensated	--	Deb Furry	Interim CEO
Other Salaries of Note			
\$110,861	2.21%	Mary Macdonald	Senior Vice President
\$102,215	2.03%	Sarah Tyson	Senior Vice President
\$81,006	1.61%	Meri-Margaret Deoudes	Former President

Financial Performance Metrics	
Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	82.4%
Administrative Expenses	13.1%
Fundraising Expenses	4.4%
Fundraising Efficiency	\$0.06
Working Capital Ratio (years)	0.20
Program Expenses Growth	-8.6%
Liabilities to Assets	81.5%

All data for Financial Performance Metrics calculations was provided by EarthShare on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	78.25	★★☆☆
Financial	69.25	★☆☆
Accountability & Transparency	100.00	★★★★

This rating was published 11/01/2020 and includes data from FY2019, the most recent 990 received at that time.

This organization has earned a GuideStar's Platinum Seal of Transparency by voluntarily sharing the measures of progress and results they use to pursue their mission. Organizations earn Platinum Seals by selecting from a catalog of over 900 expert recognized metrics or by creating a new metric that best fits their work. This information is reported by the organization and displayed publicly on their GuideStar Nonprofit Profile. With over 1.6 million Nonprofit Profiles, 9 million annual visitors and over 200 data partners, GuideStar is the world's leading source of information about nonprofit organizations. A nonprofit itself, GuideStar is dedicated to providing better data for better decisions for a better world.



American Hiking Society

CFC: 11784

We envision a world where everyone feels welcome in the American hiking community and has permanent access to meaningful hiking, including urban, frontcountry, and backcountry opportunities. We will achieve this vision by empowering all communities to enjoy, share, and preserve the hiking experience; advocating for the protection and expansion of hiking spaces; fostering trail stewardship; and collaborating with partners whose strengths are complementary.

Compensation of Leaders			
(FYE 12/2018)			
Compensation	% of Expenses	Paid to	Title
\$110,000	9.90%	Kathryn Van Waes	Executive Director

Financial Performance Metrics	
Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	84.8%
Administrative Expenses	6.3%
Fundraising Expenses	8.8%
Fundraising Efficiency	\$0.11
Working Capital Ratio (years)	0.20
Program Expenses Growth	3.1%
Liabilities to Assets	36.1%

All data for Financial Performance Metrics calculations was provided by American Hiking Society on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	82.95	★★★★☆
Financial	78.06	★★★☆☆
Accountability & Transparency	90.00	★★★★★

This rating was published 05/01/2020 and includes data from FY2018, the most recent 990 received at that time.

GuideStar's Gold Seal of Transparency is earned by completing five questions around an organization's strategies, progress, and results, known as Charting Impact. Charting Impact encourages strategic thinking about how an organization intends to achieve its goals. The end result is a report that lets nonprofits share concise, detailed information about plans and progress with key stakeholders, including the public. This data is provided directly by nonprofits to GuideStar via their Nonprofit Profile.



Oceana

CFC: 10051

Founded in 2001, Oceana is the largest international group focused solely on ocean conservation. Our offices in North America, South America and Europe, work together on a limited number of strategic, directed campaigns to achieve measurable outcomes that will help return our oceans to former levels of abundance. We believe in the importance of science in identifying problems and solutions. Our scientists lead our team of economists, lawyers, and advocates focused on achieving tangible results for the oceans. Saving the oceans may take decades, but in each of our campaigns we aim to accomplish an important milestone in that effort within two to five years.

Compensation of Leaders			
(FYE 12/2018)			
Compensation	% of Expenses	Paid to	Title
\$405,096	1.06%	Andrew F. Sharpless	CEO

Financial Performance Metrics	
Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	73.6%
Administrative Expenses	17.3%
Fundraising Expenses	8.9%
Fundraising Efficiency	\$0.07
Working Capital Ratio (years)	1.38
Program Expenses Growth	14.5%
Liabilities to Assets	9.1%

All data for Financial Performance Metrics calculations was provided by Oceana on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	95.92	★★★★★
Financial	94.24	★★★★
Accountability & Transparency	100.00	★★★★

This rating was published 12/01/2019 and includes data from FY2018, the most recent 990 received at that time.

Healthcare Charities:

American Institute for Cancer Research

CFC: 11420

Since its founding in 1982, the American Institute for Cancer Research (AICR) has grown into the nation's leading charity in the field of diet, physical activity and weight management as it relates to cancer prevention. It also offers a wide range of cancer prevention education programs. AICR supports research into the role of diet and physical activity in the prevention and treatment of cancer. It also offers a wide range of cancer prevention education programs. To date, the Institute has committed more than \$82 million for research related to diet and cancer. In addition, AICR has established a wide range of education programs to bring its message of cancer prevention to millions of Americans.

Compensation of Leaders

(FYE 09/2019)

Compensation	% of Expenses	Paid to	Title	Compensation from Affiliates
\$384,368	2.51%	Kelly B. Browning	Executive Vice President	\$15,480

Financial Performance Metrics ⓘ

Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	43.7%
Administrative Expenses	16.0%
Fundraising Expenses	40.1%
Fundraising Efficiency	\$0.41
Working Capital Ratio (years)	0.74
Program Expenses Growth	6.7%
Liabilities to Assets	39.2%

All data for Financial Performance Metrics calculations was provided by American Institute for Cancer Research on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	71.80	★★☆☆
Financial	60.24	★☆☆☆
Accountability & Transparency	97.00	★★★★

This rating was published 02/01/2021 and includes data from FY2019, the most recent 990 received at that time.

GuideStar's Gold Seal of Transparency is earned by completing five questions around an organization's strategies, progress, and results, known as Charting Impact. Charting Impact encourages strategic thinking about how an organization intends to achieve its goals. The end result is a report that lets nonprofits share concise, detailed information about plans and progress with key stakeholders, including the public. This data is provided directly by nonprofits to GuideStar via their Nonprofit Profile.



Make-A-Wish America

CFC: 11375

Tens of thousands of volunteers, donors and supporters advance the Make-A-Wish® vision to grant the wish of every child diagnosed with a critical illness. In the United States and its territories, on average, a wish is granted every 34 minutes. We believe a wish experience can be a game-changer. This one belief guides us and inspires us to grant wishes that change the lives of the kids we serve. "Together, we create life-changing wishes for children with critical illnesses." - Make-A-Wish® Mission

Compensation of Leaders			
(FYE 08/2019)			
Compensation	% of Expenses	Paid to	Title
Not compensated	--	Richard Davis	President & CEO
Other Salaries of Note			
\$550,384	0.54%	David Williams	Former President & CEO

Financial Performance Metrics ⓘ

Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	72.1%
Administrative Expenses	12.4%
Fundraising Expenses	15.4%
Fundraising Efficiency	\$0.17
Working Capital Ratio (years)	0.35
Program Expenses Growth	1.2%
Liabilities to Assets	39.6%

All data for Financial Performance Metrics calculations was provided by Make-A-Wish America on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	78.66	★ ★ ★ ☆ ☆
Financial	69.98	★ ☆ ☆ ☆ ☆
Accountability & Transparency	97.00	★ ★ ★ ★ ★

This rating was published 11/01/2020 and includes data from FY2019, the most recent 990 received at that time.

This organization has earned a GuideStar's Platinum Seal of Transparency by voluntarily sharing the measures of progress and results they use to pursue their mission. Organizations earn Platinum Seals by selecting from a catalog of over 900 expert recognized metrics or by creating a new metric that best fits their work. This information is reported by the organization and displayed publicly on their GuideStar Nonprofit Profile. With over 1.6 million Nonprofit Profiles, 9 million annual visitors and over 200 data partners, GuideStar is the world's leading source of information about nonprofit organizations. A nonprofit itself, GuideStar is dedicated to providing better data for better decisions for a better world.



National Foundation for Transplants, Inc.

CFC:12215

National Foundation for Transplants (NFT) offers hope to transplant patients by helping them overcome financial obstacles that may prevent or delay their lifesaving transplants. NFT provides advocacy, fundraising expertise and grants to organ and tissue transplant patients for medical care, medications and travel needs they otherwise could not afford. Founded in 1983, NFT has generated more than \$56 million to help patients during their transplant journey. NFT serves solid organ and tissue transplant patients in all 50 states and U.S. territories.

Compensation of Leaders (FYE 06/2019)			
Compensation	% of Expenses	Paid to	Title
\$152,460	3.83%	Michelle Gilchrist	President

Financial Performance Metrics	
Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	88.7%
Administrative Expenses	6.1%
Fundraising Expenses	5.1%
Fundraising Efficiency	\$0.05
Working Capital Ratio (years)	0.81
Program Expenses Growth	9.7%
Liabilities to Assets	1.7%

All data for Financial Performance Metrics calculations was provided by National Foundation for Transplants, Inc. on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	94.00	★★★★★
Financial	97.20	★★★★
Accountability & Transparency	92.00	★★★★

This rating was published 06/01/2020 and includes data from FY2019, the most recent 990 received at that time.

GuideStar's Gold Seal of Transparency is earned by completing five questions around an organization's strategies, progress, and results, known as Charting Impact. Charting Impact encourages strategic thinking about how an organization intends to achieve its goals. The end result is a report that lets nonprofits share concise, detailed information about plans and progress with key stakeholders, including the public. This data is provided directly by nonprofits to GuideStar via their Nonprofit Profile.



International NGO / Disaster Relief Charities:

The Advocates for Human Rights

CFC: 11754

The Advocates for Human Rights (formerly Minnesota Advocates for Human Rights) is an organization dedicated to the promotion and protection of internationally recognized human rights. The Advocates provides investigative fact finding, direct legal representation, collaboration for education and training, and a broad distribution of publications. The Advocates has produced more than 81 reports documenting human rights practices in more than 22 countries. Every year, The Advocates educates over 8,000 students and community members on human rights issues and provides legal representation and assistance to over 1,000 disadvantaged individuals and families.

Compensation of Leaders

(FYE 06/2019)

Compensation	% of Expenses	Paid to	Title
\$93,411	4.83%	Robin Phillips	Executive Director

Financial Performance Metrics

Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	87.1%
Administrative Expenses	7.2%
Fundraising Expenses	5.6%
Fundraising Efficiency	\$0.05
Working Capital Ratio (years)	0.70
Program Expenses Growth	8.6%
Liabilities to Assets	9.1%

All data for Financial Performance Metrics calculations was provided by The Advocates for Human Rights on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	96.46	★★★★★
Financial	95.00	★★★★
Accountability & Transparency	100.00	★★★★

This rating was published 06/01/2020 and includes data from FY2019, the most recent 990 received at that time.

This organization has earned a GuideStar's Platinum Seal of Transparency by voluntarily sharing the measures of progress and results they use to pursue their mission. Organizations earn Platinum Seals by selecting from a catalog of over 900 expert recognized metrics or by creating a new metric that best fits their work. This information is reported by the organization and displayed publicly on their GuideStar Nonprofit Profile. With over 1.6 million Nonprofit Profiles, 9 million annual visitors and over 200 data partners, GuideStar is the world's leading source of information about nonprofit organizations. A nonprofit itself, GuideStar is dedicated to providing better data for better decisions for a better world.



Love A Child, Inc.

CFC: 10903

Love A Child, Inc. is a Christian humanitarian organization working to spread the word of God and show the love of Jesus by example, as we minister to the poorest of the poor in Haiti. With the help of our partners, our outreach programs have established 15 churches in remote villages; started and operate 15 Love A Child schools, where we educate and feed over 5,000 children each day; conduct food distribution programs that feed thousands of Haitian families; hold remote medical clinics and operate a regional medical clinic; and operate a top-rated orphanage which is now home to more than 70 Haitian children. We oversee many other projects to benefit the poor in Haiti. We have great hope for these children and families. Our dream is for them to grow up as strong Christians and receive the best possible education, even college.

Compensation of Leaders**(FYE 12/2019)**

Compensation	% of Expenses	Paid to	Title
\$148,571	0.27%	Sandra Hazelip	Executive Director
Other Salaries of Note			
\$131,418	0.24%	Sherry Burnette	President

Financial Performance Metrics

Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	93.7%
Administrative Expenses	2.5%
Fundraising Expenses	3.6%
Fundraising Efficiency	\$0.03
Working Capital Ratio (years)	0.25
Program Expenses Growth	0.7%
Liabilities to Assets	6.9%

All data for Financial Performance Metrics calculations was provided by Love A Child, Inc. on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	88.09	★★★★☆
Financial	83.16	★★★➔
Accountability & Transparency	100.00	★★★★

This rating was published 02/01/2021 and includes data from FY2019, the most recent 990 received at that time.

GuideStar's Gold Seal of Transparency is earned by completing five questions around an organization's strategies, progress, and results, known as Charting Impact. Charting Impact encourages strategic thinking about how an organization intends to achieve its goals. The end result is a report that lets nonprofits share concise, detailed information about plans and progress with key stakeholders, including the public. This data is provided directly by nonprofits to GuideStar via their Nonprofit Profile.



Volunteers for Inter-American Development Assistance

CFC: 10479

Volunteers for Inter-American Development Assistance (VIDA) has been serving underprivileged communities in Latin America since 1992 by providing them with medicines, medical supplies and equipment donated to us by San Francisco Bay Area hospitals, clinics and individuals. Through such donations we helped to provide care for over two million people in under-served communities throughout 12 Latin American and Caribbean countries. In partnership with other US-based humanitarian non-profits, to date we have shipped over 290 ocean containers of medical relief worth over \$210 million.

Compensation of Leaders			
(FYE 12/2018)			
Compensation	% of Expenses	Paid to	Title
\$148,500	0.64%	Adam See	Executive Director

Financial Performance Metrics	
Program Expenses <i>(Percent of the charity's total expenses spent on the programs and services it delivers)</i>	99.3%
Administrative Expenses	0.3%
Fundraising Expenses	0.3%
Fundraising Efficiency	< \$0.01
Working Capital Ratio (years)	< 0.01
Program Expenses Growth	-1.0%
Liabilities to Assets	21.0%

All data for Financial Performance Metrics calculations was provided by Volunteers for Inter-American Development Assistance on recent 990s filed with the IRS.

	Score (out of 100)	Rating
Overall Score & Rating	67.12	★☆☆☆☆
Financial	80.05	★★★☆☆
Accountability & Transparency	58.00	★☆☆☆☆

This rating was published 05/01/2020 and includes data from FY2018, the most recent 990 received at that time.

Appendix II.7.E: IRB Approval Letter



To: Jessica A White
BELL 4188

From: Douglas J Adams, Chair
IRB Expedited Review

Date: 03/25/2021

Action: **Exemption Granted**

Action Date: 03/25/2021

Protocol #: 2101308772

Study Title: Is No News Good News? Motivated Reasoning in Altruism

The above-referenced protocol has been determined to be exempt.

If you wish to make any modifications in the approved protocol that may affect the level of risk to your participants, you must seek approval prior to implementing those changes. All modifications must provide sufficient detail to assess the impact of the change.

If you have any questions or need any assistance from the IRB, please contact the IRB Coordinator at 109 MLKG Building, 5-2208, or irb@uark.edu.

cc: Braxton Gately, Investigator
Peter J McGee, Investigator

Chapter III: Thank You, but No Thank You: Gift Incentives in Charitable Giving

III.1 Introduction

Charitable organizations rely heavily on private donations to help fund their causes. According to Giving USA 2018, individuals comprise of over 70 percent of the total giving that happens in the United States. Given the fact that the majority of donation funds come from the public, what is the best way to elicit these donations? Charities can offer different incentives to help prompt greater donations besides just voluntary contributions. These incentives, such as giving gifts for participating, can be used to persuade people to participate in prosocial acts. Given that fundraising for charities is vital to their survival, it is crucial to understand the effectiveness of different gift incentive mechanisms that charities provide.

Does giving gifts in a charitable context work? There does not seem to be a consensus in the literature on how extrinsic incentives influences the choice to donate, and the amounts people choose to give. An intuitive thought for non-profit charities is to offer thank-you gifts to encourage donations (for example, Falk 2007). Yet, under certain conditions, thank-you gifts can decrease donating behavior (Newman and Shen 2011; Beretti et al. 2013; Chao 2017). When extrinsic motivation, such as gifts are presented to potential donors, it can have a counterintuitive effect on giving. Intrinsic motivation is when a person completes an activity where no other rewards are involved apart from the activity itself (Deci 1971). If extrinsic incentives are introduced, such as monetary or tangible rewards, this often decreases the subsequent interest in completing the task absence the incentive (Deci 1971). These rewards ruin the reputational value of the good deed. If the motives of why people donate become less salient, this can create an “overjustification effect” which can then crowd out donating behavior (Benabou and Tirole 2006). These external incentives change the perceptions individuals have

about a task, such as turning an altruistic motive to a market interaction, hence ruining the value of the altruism (Beretti et al. 2013). So, if the belief where extrinsic incentives (such as thank-you gifts) crowds out intrinsic incentives (giving for giving sake), then offering a gift conditional on monetarily giving might be suboptimal for fund raising. Is this the same for other mechanisms?

Another common mechanism is a raffle-to-win. For example, the website Omaze.com, is a for-profit fundraising platform that partners with charitable organizations which feature prizes (such as material gifts, celebrity experiences, etc.) to encourage donations. Other papers (Landry et al. 2006) have found that raising funds through lottery mechanisms can increase giving compared to strictly a no-gift, voluntary contribution mechanism (VCM) option. Why would the lottery-based mechanism be better for charitable collections? By introducing a private lottery prize, this compensating externality mitigates any free-rider problem that can arise from a purely voluntary giving mechanism (Morgan 2000). The externality reduces the difference between the social and private benefits that contribute to the public good.

Even though there is conflicting evidence on what mechanism works well for charitable organizations, the question then becomes which is the best way for charitable organizations to fund raise? Should charities offer thank you gifts conditional on donating, offer the chance to win a gift through a lottery conditional on donating, or just try and collect donations through the standard voluntary contribution mechanism? Albeit these are not all mechanisms that exist (such as multiple prize lotteries, unconditional gifts, monetary incentives, matching gifts, etc.), I will

be focusing on three well known mechanisms.³³ This paper looks to investigate these three different mechanisms in a field experiment.

This paper adds to the body of research on gift incentives on donating behavior. Subjects are faced with multiple charities for which they can use their earnings to contribute to said charities. The subjects will see either a voluntary contribution mechanism (VCM), a conditional gift mechanism, or a lottery-based mechanism. Much of the prior research has looked at conditional (or unconditional) gift giving versus a no-gift condition, (or a lottery based versus a VCM or VCM with seed money) but little has been done comparing these three conditions directly.

Since raising donations is such an integral part of non-profit organization's income, figuring out the best way to collect these donations is policy relevant. Given the non-consensus of optimal fund raising, should charities try and collection donations through the standard voluntary contribution mechanism, the thank you gift mechanism, or the gift through a lottery drawing mechanism?

The remainder of the paper is organized as follows. First, I discuss the relevant past literature on gift incentives and donating behavior. Second, I show a simple theoretical model of the different altruistic conditions. Third, I describe the experimental design and finally, I interpret the results and discuss the relevance as well as discuss further policy implications.

III.2 Literature Review

In terms of gift giving in a charitable giving context, the impact of the gift incentive has varying outcomes within economic and psychology literature. Given the non-consensus of

³³ I chose to use these widely used gift incentives that aligned with the other prior research that is cited above. These two incentives fell into my budgetary constraints for the grant. Also, to my knowledge, very little research has been done comparing these three different treatments directly.

different gift mechanisms on charitable outcomes, I break down the literature review into three subsections. First, I present literature where unconditional (and conditional) thank-you gifts increase altruistic outcomes. Second, I present literature where these thank-you gifts decrease altruistic outcomes. Finally, I present prior literature on altruistic outcomes in lottery-based experiments.

III.2.1 Gift Incentives and Positive Altruistic Outcomes

In some prior research, charities sending gifts to encourage additional contributions can have positive impacts on donating behavior. For example, when the gifts for donating are unconditional (given before asking to donate), this prompts individuals to donate more often (Falk 2007; Alpizar et al. 2008b; Eckel et al. 2016). Falk (2007) found that when a small gift was included (an envelope and postcard) in a donation request, the frequency of donations increased by 17 percent and a 75 percent increase when a large gift was included (multiple envelopes and postcards) in the donation request (compared to the VCM control group). Alpizar et al. (2008a, 2008b) discovered that offering a gift preceding a donation request for a national park increased the likelihood of donations yet decreased the conditional contribution amount (compared to the anonymous baseline). Eckel et al. (2016) explored unconditional and conditional gift giving in a fundraising context for a major public university. The treatments in the fund-raising campaign included two unconditional gift treatments (low- and high-quality gift levels), three conditional gift treatments (gift has an opt-in or opt-out conditions; gift with “special offer” on the envelope), and a no gift control. They found that the high-quality unconditional gift treatment had the highest giving rate and was the only treatment with significant increase in donations. Conditional gift giving did not seem to reduce altruistic behavior. The subjects also preferred the conditional gift when they had the offer to decline it,

which they state shows evidence against purely altruistic motives. Eckel et al. (2016) suggested that these results show reciprocity captures why donors give and thus are more responsive to higher quality gifts.

Framing the gift incentives in various ways also seem to change people's behavior. Holmes, Miller, and Learner (2002) used scented candles as an exchange mechanism for collecting donations. Charities sold these candles where the proceeds went to help the organization. When the gift was framed in this light (instead of a conditional thank-you gift), Holmes, Miller, and Learner (2002) found that people gave more money than just under a direct voluntary donation (without a gift) treatment. Zlatev and Miller (2016) also considered how framing these gifts has an influence on donations. By framing appeals differently, this can create distinct salient reference points which can thus change individual's giving behavior. Zlatev and Miller (2016) showed this through eleven experiments. Individuals responded more positively when individuals bought a product with the proceeds going to the charity than when individuals donated and then received a gift in return. When the prosocial aspect of the charitable appeal was highlighted, it made behaving in a purely altruistic manner more salient versus when the self-interested aspect was highlighted, this made the pure self-interest become more salient. They suggest when a charity appeals to both motives, this will appear as worse versions of the altruistic act when the prosocial aspect is highlighted and a better version of an "economic transaction" of exchange when the self-interest aspect is highlighted.

III.2.2 Gift Incentives and Negative Altruistic Outcomes

Once the gifts are conditional, though, some prior research has found that gift giving no longer has a positive impact on donating behavior. Offering thank-you gifts can have a counterintuitive, negative influence on giving. The first argument on why this happens follows

Deci's (1971) hypothesis of altruistic crowd out. These gifts weaken the altruistic motives for why people choose to donate. The extrinsic motivation, where an individual does something for an external reason (such as monetary rewards), can crowd out some individual's intrinsic motivation for being prosocial and thus negatively affect the choice to donate altogether. In Newman and Shen (2012), thank-you gifts significantly decreased the number of people who were willing to donate than in a no-gift treatment (subjects were not offered a thank-you gift). The gift treatment also had significantly less donation amounts than the no-gift condition. They suggest a "crowding out" effect or the "overjustification" effect is one reason that this happens. Newman and Shen tested this by altering the framing of the gift (whether the gift, a tote bag with the charity's logo, was for shopping or for bringing awareness to the cause). Consistent with the extrinsic incentive crowing-out hypothesis by Deci (1971), Newman and Shen show that the benefit-to-others condition had significantly more donations than the benefit-to-self condition. This change in the way the thank-you gift was framed attenuated the negative effects of the thank-you gifts on the donation amounts. Ariely et al. (2009) found interesting results with monetary incentives regarding private or public environments. Monetary extrinsic incentives did not increase donations (i.e., an effort task to earn money for a charity) in a public environment. Ariely et al. argue this happened because an increase in extrinsic motivations detracted (or "crowded out") from an individual's image motivation for how prosocial they look. Yet, in private, the extrinsic incentive increased effort to earn more money for a charitable cause.

Another explanation includes establishing extrinsic incentives shift an individual's decision frame from a social frame to a monetary frame (Heyman and Ariely 2004). Under the attention-based, multiattribute choice model framework built by Bordalo et al. (2012), an alternate reason for the decline in altruistic behavior is due to individuals becoming more aware

of the salient attributes and less aware of the less salient ones (Bordalo et al. 2013).³⁴ When a thank-you gift is introduced, individuals shift their attention away from the less salient yet more prosocial aspect towards the more salient cost-benefit aspect of the gift. This eventually reduces individual's willingness to donate (Heyman and Ariely 2004; Wang et al. 2014). Chao (2017) collaborated with a nonprofit organization to show that thank-you gifts (such as mugs and tote bags) decreased the donation rates. In the field experiment, the crowding out happened by donors who had donated higher amounts the previous year. In the laboratory experiment, the thank-you gifts decreased the donation rates as well but only when the gift was visibly salient which they argued could occur through an attention-based mechanism.

Another alternative argument for why there is a negative impact on gift giving by charities in an altruistic environment is the “moral repugnance effect” (Beretti et al. 2013). By introducing market forces such as prices into an environment that should be devoid of this, creates a moral repugnance (or “yuck factor,” Kelly 2011) in an individual's preferences and thus diminishes the incentive to participate. Beretti et al. (2013) discussed the idea that motivations for donating are heterogeneous in nature, so given some people are “saints” and others “sinners,” that directing extrinsic incentives, such as monetary rewards, towards the cause (instead of the self) could cancel out some of the decrease in donation participation. Beretti et al. (2013) also stated the negative impact of the monetary rewards could be mitigated and even reversed if charities offer a choice between directing a large reward to the cause or to the respondent.

³⁴ Attention-based multi attribute choice models suggest that individuals shift attention away from less salient intrinsic motives for giving and rather shift the attention to the more salient, extrinsic motive (i.e., the gift).

III.2.3 Lottery Based Gift Incentives and Altruistic Outcomes

As for prior literature that studies raffle mechanisms in a charitable giving framework, Morgan (2000) applied a model to discuss how lottery wagering behavior changed the desirability of financing a public good, such as a charity. Morgan's theoretical analysis showed that a fixed-prize lottery outperformed a VCM as means of financing a public good. The lotteries with larger prizes provided more of the public good. Yet, lotteries determined as a percentage of the total bets did not do better than the VCM. In another paper by Morgan and Sefton (2000), a model predicted risk-neutral expected utility maximizers would participate in the lottery-based donations when they recognized it would be used to finance the public good. In this laboratory experiment, they found that the public provisions were higher in the lottery-based mechanism than in the voluntary-contribution mechanism. They also showed that when charities offer large prizes for their lotteries, those larger prizes were more effective in ticket purchases (for the lottery). Once the public good was no longer valued by subjects, the ticket purchases drastically dropped.

Landry et al. (2006) conducted a field experiment with door-to-door fund-raising for a charitable cause. The four treatments were a no-gift VCM (voluntary contribution mechanism) treatment, a VCM with seed money treatment, a single-prize lottery treatment (raffle with a \$1,000 prepaid credit card as reward), or a multiple-prize lottery treatment (raffle for four \$250 prepaid credit cards as rewards). The donation proceeds were larger in the two lottery treatments (by about 50 percent) than in the VCM treatment or the VCM with seed money treatment. There was an increased participation rate (by about 100 percent) under the lottery mechanism as well.

Lange, List and Price (2007) developed a theory of optimal lottery design for financing public goods. By testing this theory via a laboratory experiment, they found that both single and

multiple-prize lotteries both dominated the VCM treatment on both the extensive margin (contributors who chose to donate) and on the intensive margin (total dollars raised). Lange, List and Price stated that a crucial element to this fund-raising mechanism is the risk attitudes of the potential donors and preference heterogeneity.

Corazzini, Faravella, and Stanca (2010) tested their theoretical predictions of different incentive mechanisms in a public goods setting. First, they suggested that an incentive-based mechanism (such as all-pay auction or lottery) would be better at fundraising than a VCM. Second, they suggested that an all-pay auction should have higher total revenue than the lottery (and both higher total revenue than the VCM). Contrary to their predictions, Corazzini et al. (2010) found that the contributions in the lottery were higher than the all-pay auction. In a related paper on lottery design and public good fund raising, Carpenter and Matthews (2017), used a field experiment to assess these different raffle designs. They broke down the raffle designs to four types: a linear raffle, a convex raffle, a concave raffle, and a concave raffle known as a “pay what you want” (PWYW) raffle design.³⁵ A linear raffle did not maximize revenue (albeit prior research usually models this design), yet other raffle designs (such as a convex raffle and a pay-what-you-want raffle) did have higher raffle performance. Surprisingly, the PWYW raffle had the highest number of contributors in the experiment. Their argument for why this happened was that the incentives under the “pay what you want” raffle are fair. Since one could not increase the odds of winning through donating more, this made the raffle seem fairer to participants and this fairness had a very positive impact on donating behavior.

³⁵ The convex raffle is a raffle where the marginal number of tickets increases the more one spends. The concave raffle is a raffle where the marginal number of tickets decreases the more one spends. The “pay what you want” raffle is where every subject who contributes the minimum value for a donation receives the same number of fixed tickets. The subject can contribute any amount above the minimum but that does not increase the number of chances to win the lottery (Carpenter and Matthews 2017).

III.3 Theoretical Model

I present a model that is motivated by Landry et al. (2006). I model an economy where there are n symmetric agents who derive utility from a separable utility function over pure and impure altruistic motives.³⁶ The agents derive utility from consuming a numeraire good, c_i , a public good at level G , giving from their own contribution, g_i , to the public good, in this case a charity, and $\alpha_i f(\cdot)$, depicts the warm-glow effect of donating. The α_i is the individual's exogenous weight over warm glow where $\alpha_i \geq 0$. The individual faces a budget constraint, $c_i + g_i \leq E_i$, where E_i is the individual's wealth or endowment.

The agent draws an ex-post utility:

$$U_i = u(c_i) + w(G) + \alpha_i f(g_i)$$

Where $u(\cdot)$, $w(\cdot)$, and $f(\cdot)$ are strictly increasing and concave. In a purely voluntary contribution scenario, the agent draws a utility function:

$$U_i = u(E - g_i) + w\left(\sum_{i=1}^n g_i\right) + \alpha_i f(g_i)$$

In the case of the voluntary contribution mechanism (VCM), agents give according to the first-order condition (for an interior solution):

$$-u'(E - g_i) + w'(g_i) + f'(g_i)\alpha_i = 0$$

Now when the equation is totally differentiated:

³⁶ Impure altruism is part of a dual motive under altruism. The dual-motive combines the pure-altruism and impure-altruism components. The pure-altruism portion is where donating happens to increase other's welfare. The impure altruism portion is where an individual gains a warm glow feeling when donating (Andreoni 1989). The warm glow model is first introduced by Andreoni (1989, 1990).

$$-u''(E - g_i)dg + w''(g_i)dg + \alpha_i f''(g_i)dg = -f'(g_i)d\alpha$$

The comparative static is:

$$\frac{dg}{d\alpha} = \frac{-f'(g_i)}{-u''(E - g_i) + w''(g_i) + f''(g_i)\alpha_i} > 0$$

Since the denominator is the second order condition, and $-u''(E - g_i) + w''(g_i) + f''(g_i)\alpha_i < 0$, as well as $f'(g_i) > 0$, then the individual contributions for donations will be increasing in α_i .

Proposition 1: as the warm glow parameter increases, so does charitable contributions.

In the charitable lottery scenario, under a single prize lottery where there is only one prize, P , that will be won by a potential donor, there is a probability, π_i , of an agent winning the prize lottery.³⁷ In this case, the expected utility of the agent is:

$$EU_i = \pi_i[u(E - g_i + P)] + (1 - \pi_i)[u(E - g_i)] + w\left(\sum_{i=1}^n g_i\right) + \alpha_i f(g_i - \pi_i P)$$

The agents give according to the first-order condition with respect to g_i :

$$-\pi_i u'(E - g_i + P) - (1 - \pi_i)u'(E - g_i) + w'(g_i) + \alpha_i f'(g_i - \pi_i P) = 0$$

Now when the equation is totally differentiated:

$$\begin{aligned} -\pi_i u''(E - g_i + P)dg - (1 - \pi_i)u''(E - g_i)dg + \pi_i u' \left(E - g_i + \frac{\partial u}{\partial P} \right) dP + w''(g_i)dg \\ + \alpha_i f''(g_i - \pi_i P)dg - \alpha_i f'(g_i - \pi_i \frac{\partial f}{\partial P})dP = 0 \end{aligned}$$

The comparative statics are:

³⁷ Where the agent donates g_i amount of money which goes towards a chance to win a prize in the lottery.

$$\frac{dg}{dP} = \frac{-[\pi_i u'(E - g + \frac{du}{dP}) - \alpha_i f'(g_i - \pi_i \frac{\partial f}{\partial P})]}{-\pi_i u''(E - g_i + P) - (1 - \pi_i) u''(E - g_i) + w''(g_i) + f''(g_i - \pi_i P) \alpha_i}$$

The individual contributions increase in the raffle prize. Since the denominator is negative due to being the second order condition, $-\pi_i u''(E - g_i + P) - (1 - \pi_i) u''(E - g_i) + w''(g_i) + f''(g_i - \pi_i P) \alpha_i < 0$ and $-\pi_i u''(E - g_i + P) - (1 - \pi_i) u''(E - g_i) > w''(g_i) + f''(g_i - \pi_i P) \alpha_i$. If $P = 0$, then the expected utility equation collapses back to a VCM.

Meanwhile, if the $\pi_i = 1$, then this mechanism collapses becomes a gift mechanism, where the individual receives the gift with no probability of not receiving the gift. So, if $P > 0$, winning a charitable lottery gift also gives an agent an additional incentive to contribute to the charitable cause if the marginal utility of winning the gift is greater than the marginal utility of the warm glow minus the disutility from cheapening the donation by receiving the gift, $\pi_i u'(E - g_i + \frac{du}{dP}) > \alpha_i f'(g_i - \pi_i \frac{\partial f}{\partial P})$.

Next,

$$\frac{dg}{d\pi} = \frac{-[\frac{\partial u}{\partial \pi} u'(E - g_i + P) - \frac{\partial u}{\partial \pi} u'(E - g_i) + f'(g_i - \frac{\partial f}{\partial \pi} P) \alpha_i]}{-\pi_i u''(E - g_i + P) - (1 - \pi_i) u''(E - g_i) + w''(g_i) + f''(g_i - \pi_i P) \alpha_i}$$

This equation remains ambiguous. If the probability of winning the raffle increases, this should decrease the warm glow from donating, since receiving a gift from donating takes away from the altruistic motive. At the same time, increasing the chances of winning the raffle could increase contributions out of selfish reasons. If $\frac{\partial u}{\partial \pi} u'(E - g_i + P) + \frac{\partial u}{\partial \pi} u'(E - g_i) > f'(g_i - \frac{\partial f}{\partial \pi} P) \alpha_i$ then the whole equation becomes positive and increased probability of winning the prize will

increase donation amounts. Yet, if $\frac{\partial u}{\partial \pi} u'(E - g_i + P) + \frac{\partial u}{\partial \pi} u'(E - g_i) < f' \left(g_i - \frac{\partial f}{\partial \pi} P \right) \alpha_i$

then there will be an overall negative effect of probability of winning on donation contributions.

Proposition 2: As the lottery prize increases, so will the contributions. If P becomes zero, this model collapses to a VCM. Yet, the probability of winning the lottery remains ambiguous on the contributions. As π gets closer to 1, this model becomes a gift mechanism.

Finally, under a thank-you gift scenario i.e., a conditional gift mechanism,

$$U_i = u(E - g_i + \varphi T) + w\left(\sum_{i=1}^n g_i\right) + \alpha_i f(g_i - \theta T)$$

where the T is the small thank-you gift, positively enters the consumption portion of the utility since it is a consumption good. It also enters negatively in the impure altruistic portion of the utility function as a net loss in utility from the thank you gift. If an individual feels that the gift, T, convolutes their warm glow from giving, it could have a negative consequence. An individual gets utility from the gift itself via the consumption good yet receives a lower altruistic utility if the extrinsic incentive damages the intrinsic incentive of donating. The φ and θ are parameters on the gift. If $0 < \varphi < 1$, this indicates that the gift might not count as a full dollar amount given the individual did not get to choose the gift themselves.

The agents give according to the first order condition with respect to g_i :

$$-u'(E - g_i + \varphi T) + w'(g_i) + \alpha_i f'(g_i - \theta T) = 0$$

If the equation is totally differentiated:

$$-u''(E - g_i + \varphi T)dg + u'(E - g + \varphi \frac{\partial U}{\partial T})dT + w''(g_i)dg + \alpha_i f''(g_i - \theta T)dg - \alpha_i f'(g_i - \theta \frac{\partial U}{\partial T})dT = 0$$

The comparative statics include:

$$\frac{dg}{dT} = \frac{-[u'(E - g + \varphi \frac{\partial U}{\partial T}) - \alpha_i f'(g_i - \theta \frac{\partial U}{\partial T})]}{-u''(E - g_i + \varphi T) + w''(g_i) + \alpha_i f''(g_i - \theta T)}$$

This equation is ambiguous. Given $-u''(E - g_i + \varphi T) + w''(g_i) + \alpha_i f''(g_i - \theta T) < 0$, the numerator is what determines the sign. If $\theta > \varphi$, and $\alpha_i f'(g_i - \theta \frac{\partial U}{\partial T}) > u'(E - g + \varphi \frac{\partial U}{\partial T})$ then the whole equation becomes negative and the thank you gift has a negative impact on donor contributions. In that respect, if $\theta < \varphi$, and $\alpha_i f'(g_i - \theta \frac{\partial U}{\partial T}) < u'(E - g + \varphi \frac{\partial U}{\partial T})$, then the whole equation becomes positive and the thank you gift has a positive impact on donor contributions.

$$\frac{dg}{d\varphi} = \frac{-[u'(E - g + \frac{\partial U}{\partial \varphi} T)]}{-u''(E - g_i + \varphi T) + w''(g_i) + \alpha_i f''(g_i - \theta T)} > 0$$

Contributions increase when the parameter on satisfaction of the gift increases. And finally,

$$\frac{dg}{d\theta} = \frac{\alpha_i f'(g_i - \frac{\partial U}{\partial \theta} T)}{-u''(E - g_i + \varphi T) + w''(g_i) + \alpha_i f''(g_i - \theta T)} < 0$$

When the parameter on the gift, T, increases, this makes the disutility of the warm glow higher. As individuals face a higher disutility from their warm glow due to the increasing θ , they will be less likely to donate to a charity.

Proposition 3: If an individual gets greater disutility from the thank you gift being offered, then less contributions will be given. If the individual gets greater utility from the thank you gift being offered, then more contributions will be given.

III.4 Experimental Design

The experiment consists of three treatments: the “no gift treatment” (hereafter, “NOGIFT”), the “raffle treatment” (hereafter, “RAFFLE”), and the “gift treatment” (hereafter, “GIFT”). The NOGIFT treatment functions as the baseline. All treatments are conducted between-subjects. Each treatment consists of three stages: the earnings stage, the interview stage, and the donation stage.

III.4.1 The Earnings Stage

The first stage is the earnings stage. Subjects will earn money through a non-competitive piece-rate scheme task. In this paper, this task is based off Niederle and Vesterlund (2007) addition task (Hereafter, “NV”). Each subject adds as many two two-digit numbers together as they can in a 1-minute period. The earnings are dependent on the number of problems that are solved correctly. Each participant is paid \$0.60 per right answer. The average earnings are from about \$5 to \$7 dollars. In NV, the average performance for women is 10.35 correct answers per five-minute session and 9.91 correct answers for men.³⁸ Once this stage is complete, subjects

³⁸ The standard errors for the NV piece rate scheme are 0.61 for women and 0.84 for men. The sample had 40 women and 40 men (Niederle and Vesterlund 2007). This task was chosen over other effort-based earning tasks because previous research has shown there is no significant differences between genders on the performance. This minimizes the risk of gender differences that could introduce bias into the experiment.

move forward to the second stage of the experiment. The reason this task is implemented is to elicit the endowment effect of earned income (Kahneman et al. 1980). If an endowment effect is present, an individual values something in which they already own more than something they do not. This means they might be less willing to donate their money that they feel that they “own” or earned than under different conditions.

III.4.2 The Interview Stage

In the second stage of the experiment, subjects will be asked a series of questions on donating, demographic, and personality traits questions. For the personality questions, this will include measures of the “Big 5” (Gosling et al. 2003), a locus of control questionnaire (Rotter 1966), and four traits from the Global Preference Survey (GPS) (Falk et al. 2018) i.e., altruism, time preference, risk beliefs, and negative reciprocity.³⁹

III.4.3 The Donation Stage

The final stage of the experiment is the donation stage. Subjects are asked if they would like to donate to a charity. Subjects’ preferences are elicited by letting individuals choose from six charity types. These types include animals, arts and culture, education, environment, health care, and international NGO/disaster relief. The reason charity types are first asked is to facilitate matching for subjects. Since this experiment is trying to measure the impact of gift types and changing intrinsic motivations in a charitable context, I want to ensure the reason a person chooses to donate (or not) is based on the gift giving mechanism instead of the absence of

³⁹The Appendix III.8.A has the survey question scales for the interview stage. Appendix III.8.B has the screenshots from O-Tree of the charities and the mission statements.

any charity falling within the preference set of an individual. Once the individual chooses a type of charity they would most likely want to see, then the individual only sees three charities from each type. The subjects can donate any amount (or none) of their earnings from the experiment to a charity. The charities are chosen from the Combined Federal Campaign (CFC) List of 2019. These charities are federally recognized local, state, federal, and international charities. The CFC was created to organize fund-raising efforts. This allows federal employees, retirees of the military, and retired civilians to make charitable contributions through payroll deductions and other means. Three charities have been randomly selected for each type from this list. The subjects are told that the charities are from this CFC master list.⁴⁰

As stated before, there are three treatments in the donation stage. The first treatment, the VCM treatment, the individuals are shown a list of three charities to donate to from the category that they initially showed interest in, i.e., three animal charities are shown in a list if the subject chose animal charities as their preference. There is a button next to any of the charities that says “Donate” and a box where the subject can fill out the amount of money in whole dollar increments from their earnings that they would choose to donate.⁴¹ There is a “Choose Not to Donate” button where subjects can opt out of donating any of their earnings altogether. There is also a one paragraph mission statement from the CFC website next to the name of the charity. This treatment has no other incentives to donate besides the individual’s intrinsic incentives. All three treatments have the same charity lists for each of the six types.

In the GIFT treatment, the individuals are also shown the same list of three charities as the VCM treatment for each category. The GIFT treatment has a small thank-you gift that is

⁴⁰ I hope to diminish concerns of external validity by using this list. By showing subjects that the charities are federally vetted, I hope to ensure that there is trust among the subjects with the validity of these charities.

⁴¹ Full dollar increments are used for ease of dispensing payments.

attached to giving. This is a conditional gift, i.e., the individual must donate to receive the thank-you gift. For this treatment, the instructions state “Below are a list of charities to which you can donate if you choose but you do not need to donate anything. You are only able to donate to one charity. You are only able to donate to this charity in full dollar amounts. You will receive a University of Arkansas pen in return for your generosity.” This thank-you gift is a University of Arkansas pen which is described in the donation instructions.

The third treatment, the RAFFLE treatment, has a raffle that the individual enters if they decide to give to a charity. In the RAFFLE treatment, the same charities are offered as in the other two treatments. In this case, at the beginning of the donation stage, the instructions state “Below are a list of charities to which you can donate to if you choose but do not need to donate anything. You are only able to donate to one charity in full dollar amounts. If you choose to donate today, you will be entered into a raffle to win a University of Arkansas sweatshirt in return for your generosity. The odds of winning this charitable raffle are based on the total amount of people who contribute. The charitable raffle winner will be drawn at the end of the experimental sessions and will be contacted via email. All of the proceeds raised by the raffle will go to the charitable organization that has been chosen.” This raffle is similar to Carpenter and Matthews’ (2017) “pay what you want” (PWYW) raffle whereby donating anything (in this case full-dollar increments) will allow you a chance to enter the raffle. Donating larger amounts of their earnings does not increase the chances of winning the raffle.

III.4.4 Hypotheses

The following hypotheses are based on the theoretical model and experimental design.

Hypothesis 1: Donations rates will be lower in the GIFT treatment than in the VCM treatment.

Hypothesis 1A: On the extensive margin, choice to donate will be lower in the GIFT treatment than in the VCM treatment. The GIFT treatment will have the lowest number of subjects who choose to donate.

From prior literature, we see that the “overjustification effect” of intrinsic motivation crowd out can happen when small thank-you gifts are introduced. Given this, subjects will donate less often in this treatment compared to the other two.

Hypothesis 1B: On the intensive margin, the donation amounts will be lower in the GIFT treatment than in the VCM or RAFFLE treatments. The GIFT treatment will have the lowest amount of donations if the disutility warm glow from receiving the gift is greater than the utility of consuming the gift.

From the theoretical model and Proposition 3, we see that the small thank-you gift can have ambiguous results on the of charitable contributions amount. In this case, following the propositions 1-3, subjects will donate less than in the other two treatments.

Hypothesis 2: Donation rates will be higher in the RAFFLE treatment than the VCM treatment.

Hypothesis 2A: On the extensive margin, the choice to donate will be higher in the RAFFLE treatment than the VCM or GIFT treatments. The RAFFLE treatment will have the highest number of subjects who choose to donate.

This Hypothesis follows from prior literature as well that shows that raffles have a higher proportion of giving than a VCM condition. Given the VCM condition has been shown to have better proportion of people who choose to donate than a GIFT condition (from prior literature), it is natural to assume the RAFFLE condition will have more individuals who choose to donate than the GIFT condition (also shown from prior literature).

Hypothesis 2B: On the intensive margin, the donation amounts will be the highest in the RAFFLE treatment than in the GIFT or VCM treatments. The RAFFLE treatment will have the highest amount of donations.

The intuition comes from the theoretical model (Proposition 2) where if the prize is positive, it will have a greater effect on the giving amounts than a VCM condition assuming the utility from participating in the raffle and potentially winning a gift is greater than the disutility from the loss of warm glow. Since the GIFT condition has ambiguous results in the model as well as in results in previous studies, it is safe to assume that the RAFFLE condition's contributions will also be higher than the GIFT condition (since the RAFFLE conditions have been shown to have higher contributions than the VCM in previous studies).

III.4.5 Experimental Procedures

This experiment is occurred at the University of Arkansas in the summer of 2021. The data was collected using O-Tree. If the subjects completed the experiment, they received a \$5 completion fee as well as a potential to earn more from the real-effort task embedded within the experiment. The extra earnings make the total around \$10 to \$12 earned. The experiment also lasted around 10 to 15 minutes. It was disseminated via email to UA staff members where subjects were able to click on a link to take the experiment.

III.5 Results

III.5.1 Descriptive Statistics

The descriptive statistics are presented in Table 1. A total of 60 subjects have participated in the experiment. A total of 39 subjects have chosen to donate (11 in VCM, 16 in GIFT, and 12 in RAFFLE). Unconditional donations are defined as average dollars donated for

all subjects within each treatment. Conditional donations are the average dollars donated for only subjects who chose to give any dollar amount within each treatment. The average amount of earnings donated unconditionally is \$5.63 compared to \$10.38 conditionally. Approximately 58 percent of individuals donate in the VCM treatment with \$5.89 amount donated unconditionally or \$10.18 conditionally. In the GIFT treatment, 70 percent of subjects donated an average of \$6.52 dollars unconditionally and \$9.38 conditionally. Finally, in the RAFFLE treatment, 67 percent of subjects chose to donate with an average of \$7.06 donated unconditionally and \$10.58 conditionally.

Table 2 shows the chi-square test for independence between the categorical demographic variables and the treatments. The proportions of the percentage are equal for the charity types, gender, and education in the three treatments. Only two of the variables where the proportions are not equal across treatments are two of the race variables: Caucasian/White and African American/Black. In this case, this could be due to the relatively small sample size and will change with a larger number of observations.

III.5.2 Discussion of Hypothesis 1

I begin with examining the difference between the GIFT treatment compared to the other two treatments. For Hypothesis 1.A, I consider the extensive margin whether to see if the choice to donate is lower in the GIFT treatment compared to either the VCM or RAFFLE. Figure 1 shows the donation rate in each treatment. Visually, the GIFT treatment has the highest average amount of subjects who chose to donate and the lowest is the VCM treatment. This does not provide support for Hypothesis 1.A, which held that donation rates would be the lowest in GIFT. When the GIFT treatment was tested against the VCM (probability ratio test, $p=0.27$), there was no statistically significant difference between the donation rates. Along the same lines, when the

GIFT treatment and the RAFFLE treatment also has no significant difference between the donation rates (probability ratio test, $p=0.39$). The chi-square test of independence was performed to examine the relationship between the treatments and the choice to donate. The relation was not significant between these variables, $X^2(2, N = 60) = 0.654, p = 0.721$.

In Table 3, the marginal effects for the probit model are shown. The VCM treatment is the omitted categorical variable. Column (1) only includes the treatment dummies. Column (2) includes the treatment dummies as well as the various charity types. In Columns (1) and (2) show no meaningful significance of the various variables on the probability to give to a charity.

Column (3) includes the treatment dummies, charity types, as well as the demographic variables. The marginal effects for age, other races (which include Asian, Native American / Alaska Native, Native Hawaiian / Pacific Islander), having some graduate school experience (or completed graduate degree) are all statistically different from zero. Even though being black had statistical differences across the treatments in the chi-square test in Table 2, there is no difference in this race in the marginal effects for Table 3. For every additional year of an individual's life, this increases the choice to donate to a charity by 1 percentage point. Individuals who are in the "other races" category are 23 percentage points more likely to donate their earnings to a charity than being Caucasian. Finally, having graduate school experience increases the likelihood of donating to a charity by a 45-percentage point increase.

Column (4) has the previous variables as well as the "Big 5" personality traits and locus of control. What is interesting here is that being in the GIFT treatment now has a significant negative effect on the choice to donate when the "Big 5" personality traits are controlled for. Those in the GIFT treatment are 26 percentage points less likely to choose to donate to a charity than in the VCM treatment. This provides some support to the conjecture where the GIFT

treatment will have lower amounts of people who opt into donating than the other treatments. The Arts & Culture charity list had a 75-percentage point decrease in individuals choosing to donate to that type than the omitted Animal related charity type. Education also had a large negative effect on the choice to donate compared to the animal charity list type of 65 percentage point decrease. In terms of other traits, conscientiousness, neuroticism, and locus of control all have impacts on the extensive margin. Self-identified conscientiousness is positive and significantly different from zero. Meanwhile, a one standard deviation decrease in self-identified neuroticism significantly decreased the probability of an individual choosing to donate by 12 percentage points. Locus of control has an interesting impact on the probability of donating. The locus of control is going from internal to external the scale in this experiment, so a one standard deviation increase in externality (being less efficacious) decreases the choice to donate by 15 percentage points. Subjects with a more external locus of control are less willing to donate than subjects with an internal locus.

Finally, Column (5) includes the treatment dummies, charity types, the demographic variables, as well as some of the Global Preference Survey traits discussed earlier. A lower discount rate for future behavior (increase in patience) is positively signed and significant. Findings in psychology literature show a positive correlation between patience i.e., a lower discount rate for future behavior and reciprocal altruism (Curry, Price, and Price 2008).⁴²

Table 4 examines the intensive margin i.e., how much of the subject's earnings are donated given the different treatments. The GIFT treatment is not significantly different from zero across all the columns in Table 4. Depending on what variables are controlled for, the signs change for

⁴² Reciprocal altruism means sacrificing instant benefits (or incurring an immediate cost) for the sake of a better long-term benefit later. Since altruism innately has patience built into its composition, individuals who demonstrate this preference for a lower discount for future behavior are more disposed to participate in reciprocal altruism than those who have a higher discount rate.

the GIFT treatment variable. For Columns (3) through (5), the donated amounts are negative for those in the GIFT treatment compared to the VCM, but because of the lack of significance, there is no evidence for Hypothesis 1.B.

Result 1: *There is no significant difference between subjects who see a thank-you gift mechanism compared to a voluntary contribution mechanism and their probability of donating to a charitable cause. The little evidence that is shown shows that a thank-you gift has a negative impact.*

III.5.3 Discussion of Hypothesis 2

There is no statistically significant difference for the choice to donate between the RAFFLE treatment and the VCM (probability ratio test, $p=0.82$). The marginal effects in Table 3 for Columns (1)-(3) and (5) show subjects in the RAFFLE treatment are more likely to donate to a charity than the VCM treatment, but this is not significantly different from zero. This provides some interesting points: subjects who are given a raffle option to elicit donations from organizations are no more likely to donate than those who are given a voluntary contribution option. This does not lend evidence towards the conjecture where raffle mechanisms in charitable contexts will have greater number of individuals choosing to give.

Along the same lines, there appears to be no support for Hypothesis 2.B. Table 4 considers this which explores how the RAFFLE condition impacts donation amounts. Through Columns (1) to (5), the RAFFLE treatment is not significantly different from zero. On the intensive margin, being in the different treatments does not have any impact on the amount of earnings an individual chooses to give.

Result 2: *Being in a raffle treatment compared to being in a voluntary contribution mechanism treatment has no impact on the probability of donating to a charitable organization. Subjects*

who are in the raffle treatment do not donate different amounts of earnings than those in a voluntary contribution mechanism.

III.6 Conclusion

Questions about how to best elicit charitable giving and efficiently fundraise are not new. I contribute to the literature by delving into various well-known mechanisms that have been used as fundraising techniques by philanthropic organizations. I attempt to answer the question, “Does thank-you gifts or raffle-to-win methods help or hurt donation decisions for charities?” From this paper’s results, there is not much evidence that either having a thank-you gift mechanism or a raffle mechanism has any impact on donating behavior, either on the extensive or intensive margin. I find no difference in the probability of donating between the three treatments in this experiment: voluntary contribution mechanism, thank-you gift mechanism, and raffle-to-win mechanism. This result seems surprising, since much prior literature in economics and psychology (among others) have shown that the different mechanisms provoke different altruistic outcomes. I also find no difference in the donation amounts between subjects in each of the treatments. There seems to be an “all-or-nothing” mentality where individuals either choose to donate all their earnings or none. This could be due to the amount of money people earn, with earnings averaging around \$10 to \$12 dollars. With higher earning amounts, people could be more willing to split their earnings where they still feel they can keep some money and still feel altruistic due to mental accounting.

The experiment is ongoing. I will be collecting more data in the Fall of 2021 at the University of Arkansas. Since the sample size is still small, some of these findings discussed will most likely change. I do expect to see more of a difference between the mechanisms as I collect more observations. As it currently stands, the raffle mechanism has higher donations than

the voluntary mechanism but is not statistically different. Following Carpenter and Matthews's (2017) design of a Pay What You Want donation scheme, I expect to see people donate more often even at lower donation amounts in order to participate to win a "big" gift. I do imagine the small thank-you gift treatment will also change. If it remains to be a high probability of donation condition, then mathematically matching the model, even at the expense of the warm glow, the thank-you gift will spur greater donations. Yet, my hypothesis still behaviorally makes sense, following Newman and Shen (2011), that these thank-you gifts can instead crowd out people's original, intrinsic motivation for being altruistic.

III.7 References

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Appendix III.8.A Tables and Figures:

Table 1. Descriptive Statistics and Control Balance Table

	Treatment			Difference		
	VCM	GIFT	RAFFLE	(GIFT)- (VCM)	(GIFT)- (RAFFLE)	(VCM)- (RAFFLE)
<i>Dependent variables</i>						
Choice to donate	0.58	0.70	0.67			
Donation amount	5.89 (5.37)	6.52 (5.01)	7.06 (5.44)			
<i>Control variables</i>						
Animal Charity	0.37	0.26	0.17	0.11	0.09	0.20
Arts & Culture Charity	0.11	0.09	0.11	0.02	-0.02	-0.01
Educational Charity	0.16	0.35	0.39	-0.19	0.21	-0.23
Environmental Charity	0.11	0.09	0.12	0.02	-0.04	-0.01
Health Related Charity	0.21	0.13	0.22	0.08	-0.02	-0.01
NGO / Disaster Relief	0.05	0.09	0.00	-0.03	0.09	0.05
Female	0.79	0.61	0.72	0.18	-0.11	0.07
Age	35.2 (13.62)	38.5 (11.07)	37.94 (08.70)			
White	0.84 (0.37)	0.61 (0.49)	1.00 (0.00)	0.23	-0.39***	-0.16*
Black	0.00 (0.00)	0.13 (0.34)	0.00 (0.00)	-0.13	0.13	0.00
Hispanic	0.11 (0.32)	0.09 (0.28)	0.00 (0.00)	0.02	0.09	0.11
Other Races	0.05 (0.23)	0.17 (0.38)	0.00 (0.00)	-0.12	0.17*	0.05
No college	0.26 (0.45)	0.09 (0.29)	0.18 (0.39)	0.18	-0.08	0.10
Bachelor's Degree	0.42 (0.51)	0.44 (0.51)	0.33 (0.49)	-0.01	0.10	0.08
Graduate	0.32 (0.48)	0.48 (0.51)	0.50 (0.51)	-0.16	-0.01	-0.18
Extroversion	6.32 (3.01)	6.30 (2.52)	6.33 (3.01)	0.01	-0.03	-0.02
Agreeableness	8.68 (1.20)	9.17 (1.37)	8.39 (1.88)	-0.49	0.79	0.30
Conscientiousness	8.32 (1.66)	9.04 (1.92)	9.40 (1.58)	-3.62***	-0.34	-0.39***
Neuroticism	6.21 (2.55)	5.04 (2.49)	5.83 (2.75)	1.17	-0.79	0.37
Openness	9.01 (2.89)	8.61 (1.82)	8.40 (1.69)	1.44*	0.22	1.66**
Time Preference	7.21 (2.30)	7.70 (2.00)	6.89 (2.08)	-0.49	0.81	0.32
Risk Aversion	6.37 (1.61)	6.23 (1.48)	5.72 (1.94)	0.13	0.63	0.75
Altruism	7.11 (2.83)	7.91 (1.78)	8.06 (1.70)	-0.81	-0.14	-0.95

Table 1 (cont.)

	Treatment			Difference		
	VCM	GIFT	RAFFLE	(GIFT)- (VCM)	(GIFT)- (RAFFLE)	(VCM)- (RAFFLE)
Negative Reciprocity	3.58 (2.59)	3.77 (2.74)	4.23 (3.01)	-0.19	-0.46	-0.66
Locus of Control	5.26 (1.52)	4.87 (1.52)	5.06 (1.76)	0.39	-0.17	0.21
Number of subjects	19	23	18			

Notes: The standard deviations in parentheses. Charity type is categorized as follows: Animal related, Arts & Culture, Education, Environment, Health Care related, and NGO/Disaster Relief. Race is categorized as follows: Caucasian, African American, Hispanic, and other races. Education is divided into 3 categories: No college to some college, bachelor's degree, and some graduate school to graduate degree. For the TIPI personality traits (extroversion, agreeableness, conscientiousness, neuroticism, and openness) is a Likert scale from 1 to 7 and all increasing in that trait. The GPS traits (time preference, risk aversion, altruism, negative reciprocity) are based on a Likert scale from 0 to 10 where the measure is increasing in that trait. Locus of control is increasing in externality with a scale of 0 to 7.

*Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

Table 2. Chi-Square Test of Independence of Categorical Variables

Categorical Variable	Pearson Chi-Square
<i>Charity Types</i>	
Animal	1.9304
Arts & Culture	0.0740
Education	2.7548
Environment	0.0740
Health	0.7055
NGO/Disaster	1.6115
Female	1.6797
<i>Race</i>	
White	9.9714***
Black	5.0801*
Hispanic	1.8928
Other	4.3412
<i>Education</i>	
No College	2.3259
Bachelor's Degree	0.4844
Graduate	1.5839

Notes: *Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

The H_0 = The distribution of the outcome is independent of the groups.

The H_A = There is a difference in the distribution of responses to the outcome variable among the three treatments.

Table 3. Impact on the Probability of Giving: Marginal effects in probit models

Dependent variable	Probability of giving to a charity				
	(1)	(2)	(3)	(4)	(5)
GIFT	0.116 (0.15)	0.141 (0.16)	0.012 (0.19)	-0.263* (0.14)	0.016 (0.18)
RAFFLE	0.086 (0.1)	0.152 (0.17)	0.051 (0.17)	-0.095 (0.12)	0.069 (0.18)
Arts & Culture		-0.21 (0.22)	-0.271 (0.18)	-0.757*** (0.16)	-0.520* (0.31)
Education		-0.176 (0.17)	0.312 (0.19)	-0.655*** (0.18)	-0.424*** (0.18)
Environment		0.124 (0.20)	0.174 (0.25)	0.000 (0.00)	-0.007 (0.08)
Health		-0.064 (0.19)	0.287 (0.23)	-0.211 (0.18)	-0.245 (0.17)
NGO / Disaster		0.000 (0.00)	0.299 (0.27)	0.000 (0.00)	0.000 (0.00)
Age			0.012** (0.01)	0.006 (0.01)	0.008 (0.01)
Female			0.078 (0.15)	0.070 (0.14)	0.112 (0.15)
Black			-0.143 (0.33)	-0.363 (0.25)	-0.299 (0.23)
Hispanic			0.000 (0.00)	0.000 (0.00)	0.000 (0.00)
Other			0.230** (0.11)	0.662** (0.26)	0.593** (0.30)
Bachelor's Degree			-0.154 (0.20)	-0.551* (0.29)	-0.177 (0.22)
Graduate			0.448** (0.18)	0.306 (0.24)	0.552*** (0.18)
Extroversion				-0.064 (0.05)	
Agreeableness				0.006 (0.06)	
Conscientiousness				0.159** (0.08)	
Neuroticism				-0.128** (0.06)	
Locus of Control				-0.151*** (0.05)	
Altruism					0.052 (0.10)
Time Preference					0.257*** (0.09)
Risk Preferences					-0.086 (0.08)
Negative Reciprocity					-0.100* (0.06)

Table 3 (cont.)

Notes: The standard deviations in parentheses. Charity type is categorized as follows: Animal related, Arts & Culture, Education, Environment, Health Care related, and NGO/Disaster Relief. Race is categorized as follows: Caucasian, African American, Hispanic, and other races. Education is divided into 3 categories: No college to some college, bachelor's degree, and some graduate school to graduate degree. The control variables for TIPI, GPS, and Locus of Control are all standardized within sample in order to have a mean of zero and a standard deviation of one in the subsequent tables.

*Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

Table 4. Determinants of Giving on Donation Amounts: OLS Models

Dependent variable	Probability of giving to a charity				
	(1)	(2)	(3)	(4)	(5)
GIFT	0.627 (1.61)	0.729 (1.66)	-0.551 (1.75)	-1.702 (1.73)	-1.135 (1.92)
RAFFLE	1.161 (1.23)	1.689 (1.85)	0.453 (1.77)	-1.377 (2.28)	0.116 (1.98)
Arts & Culture		-1.800 (0.26)	-4.776* (2.43)	-2.963 (2.38)	-3.482 (02.75)
Education		-0.474 (1.98)	-2.661 (1.86)	-2.480 (1.98)	-1.836 (2.26)
Environment		1.033 (2.22)	0.359 (2.42)	0.007 (2.14)	-0.046 (0.08)
Health		-0.609 (2.14)	-1.251 (1.69)	0.067 (2.26)	-0.981 (2.19)
NGO / Disaster		3.354 (1.40)	0.885 (1.96)	0.302 (1.91)	1.367 (1.68)
Age			0.153** (0.06)	0.092 (0.06)	0.115* (0.06)
Female			-0.887 (1.34)	-0.832 (1.48)	-1.495 (1.37)
Black			-3.671* (2.13)	-6.100** (0.25)	-4.376* (2.41)
Hispanic			-2.939 (2.02)	-2.343 (2.47)	-2.711 (2.18)
Other			3.709 (3.05)	3.278 (2.61)	4.135 (2.60)
Bachelor's Degree			0.651 (1.87)	0.623 (2.20)	0.871 (1.94)
Graduate			4.753*** (1.75)	3.900* (2.29)	4.851** (1.82)
Extroversion				0.441 (0.82)	
Agreeableness				-0.153 (0.69)	
Conscientiousness				1.899 (0.95)	
Neuroticism				-0.029 (0.78)	
Locus of Control				-1.090* (0.64)	
Altruism					0.810 (0.84)
Time Preference					0.661 (0.72)
Risk Preferences					-0.766 (0.82)
Negative Reciprocity					-1.183* (0.67)
Constant	5.895*** (1.23)	6.160*** (1.66)	0.664 (3.22)	3.943 (3.92)	2.259 (3.16)

Table 4 (cont.)

Notes: The standard deviations in parentheses. Charity type is categorized as follows: Animal related, Arts & Culture, Education, Environment, Health Care related, and NGO/Disaster Relief. Race is categorized as follows: Caucasian, African American, Hispanic, and other races. Education is divided into 3 categories: No college to some college, bachelor's degree, and some graduate school to graduate degree. The control variables for TIPI, GPS, and Locus of Control are all standardized within sample in order to have a mean of zero and a standard deviation of one in the subsequent tables.

*Significant at the 10%. **Significant at the 5%. ***Significant at the 1%.

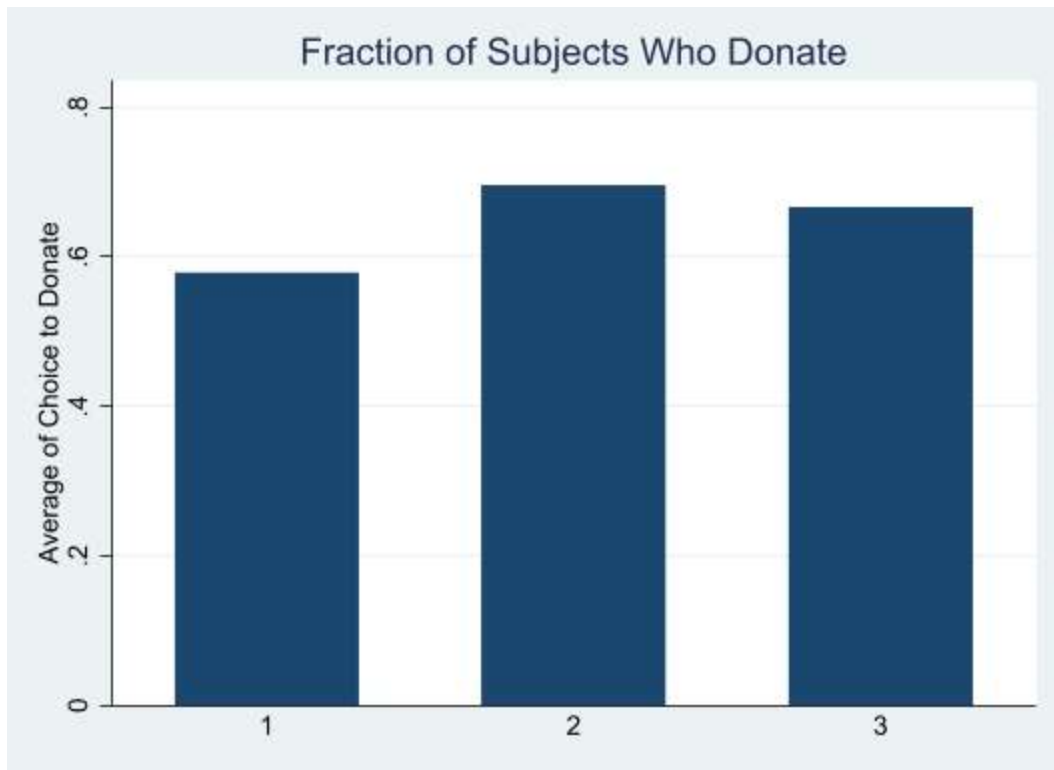


Figure 1: Fraction of subjects who chose to donate in each treatment.

Note: Treatment 1 is the VCM, Treatment 2 is the GIFT condition, and Treatment 3 is the RAFFLE condition.



Figure 2: Unconditional Average Donation Amounts by Treatment

Note: Treatment 1 is the VCM, Treatment 2 is the GIFT condition, and Treatment 3 is the RAFFLE condition.

Appendix III.8.B: Survey Question Scales

At the end of this survey, you will have an opportunity to donate to a charity of choice. If you would like to, which of these categories would you like to see charities from?

13. Animal Related Charities
14. Arts & Culture Related Charities
15. Educational Related Charities
16. Environmental Related Charities
17. Health Related Charities
18. International NGO / Disaster Relief Charities

What is your gender?

9. Male
10. Female
11. Other Gender Identity
12. Decline to Answer

What is your race / ethnicity?

15. African American
16. American Indian or Alaska Native
17. Asian
18. Caucasian
19. Hispanic or Latino
20. Native Hawaiian or Other Pacific Islander
21. Decline to Answer

Please select the highest level of education you have completed:

15. High school diploma
16. Some college, no degree
17. Associates degree
18. Bachelor's degree
19. Some graduate school
20. Master's, Doctorate, J.D., or M.D.
21. Decline to Answer

Here are a number of personality traits that may or may not apply to you. Please select the extent to which you agree or disagree with each statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

Disagree strongly	Disagree moderately	Disagree a little	Neither agree nor disagree	Agree a little	Agree moderately	Agree strongly
1	2	3	4	5	6	7

I see myself as:

1. ____ Extraverted, enthusiastic.
2. ____ Critical, quarrelsome.
3. ____ Dependable, self-disciplined.
4. ____ Anxious, easily upset.
5. ____ Open to new experiences, complex.
6. ____ Reserved, quiet.
7. ____ Sympathetic, warm.
8. ____ Disorganized, careless.
9. ____ Calm, emotionally stable.
10. ____ Conventional, uncreative.

TIPI scale scoring ("R" denotes reverse-scored items):

Extraversion: 1, 6R; Agreeableness: 2R, 7; Conscientiousness: 3, 8R; Emotional Stability: 4R, 9;

Openness to Experiences: 5, 10R.

Notes: Taken from Gosling et al. (2003).

In this section, you will answer several questions regarding your willingness to act a certain way. Indicate your answer to each question, with 0 being "completely unwilling to do so" and 10 being "very willing to do so." You can also use any of the points in between (1,2,3, etc.) to indicate where you fall on the scale.

How willing are you to give up something that is beneficial for you today to benefit more from that in the future?

In general, how willing or unwilling are you to take risks?

How willing are you to give to good causes without expecting anything in return?

How willing are you to punish someone who treats you unfairly, even if there may be costs to you?

How willing are you to punish someone who treats others unfairly, even if there may be no cost to you?

Notes: The five GPS questions come from Falk et al. (2018). This is measured on a 0-10 Likert Scale from “completely unwilling to do so” to “very willing to do so.”

Appendix III.8.C: Images from Experiment: Charity Options

Animal Charities

Spay-Neuter Assistance Program, Inc.

CFC: 10462

Spay-Neuter Assistance Program, Inc. (SNAP) works to prevent the suffering and death of companion animals and enrich the human-animal bond through excellent, accessible and affordable spay/neuter and veterinary care. SNAP provides free and reduced-cost sterilization for animals through regular clinic programs and specially-funded projects throughout Texas. Our vision is to create a world where there are no homeless cats and dogs.

World Wildlife Fund

CFC: 120722

Founded in 1961, World Wildlife Fund's (WWF) mission is the conservation of nature. Using the best available scientific knowledge and advancing that knowledge where we can, we work to preserve the diversity and abundance of life on Earth and the health of ecological systems by: protecting natural areas and wild populations of plants and animals, including endangered species; promoting sustainable approaches to the use of renewable natural resources; and promoting more efficient use of resources and energy and the maximum reduction of pollution. We are committed to reversing the degradation of our planet's natural environment and to building a future in which human needs are met in harmony with nature. We recognize the critical relevance of human numbers, poverty and consumption patterns to meeting these goals.

International Primate Protection League

CFC: 10466

The International Primate Protection League (IPPL) was founded in 1973, and, since this time, has been working continuously for the well-being of primates. IPPL has Field Representatives in 31 countries. In countries where primates live, IPPL's Field Representatives work to create and preserve national parks and sanctuaries, and for bans on primate hunting, trapping, and local and international trade. IPPL's educational efforts have contributed to decisions by many countries to ban or restrict primate trade and to establish programs to protect primate habitat. IPPL has raised funds to help other sanctuaries working to provide a safe and enriching environment for primate victims of deforestation and poaching.

Arts & Culture

Help Heal Veterans

CFC: 12251

Help Heal Veterans' (Heal Vets) primary mission is to enrich the lives of veterans and military personnel. Healing arts and crafts provide a therapeutic experience for all veterans including those who are hospitalized, in shelters, in convalescent homes and those undergoing therapy for a wide range of physical and mental challenges. The kits, provided free of charge to the veteran, often become a part of the patient's treatment plan, giving them a creative outlet along with tangible therapeutic and rehabilitation benefits. The kits improve fine motor skills, cognitive functioning, memory improvement, anger issues and dexterity. We work to involve the public in meeting this mission through a broad education outreach program. Heal Vets' therapeutic programs and provide a meaningful way for individuals, corporations or other nonprofit organizations to help wounded or disabled veterans, military patients and their families rebuild their lives.

National Trust for Historic Preservation

CFC: 11287

The National Trust for Historic Preservation protects significant places representing our diverse cultural experience by taking direct action and inspiring broad public support.

Ballet Hispanico

CFC: 10709

Ballet Hispánico, America's leading Latino dance organization, brings individuals and communities together to celebrate and explore Latino cultures through dance. Whether dancing on stage, in school, or in the street, Ballet Hispánico creates a space where few institutions are breaking ground. The organization's founder, National Medal of Arts recipient Tina Ramirez, sought to give voice to the Hispanic experience and break through stereotypes. Today, Ballet Hispánico is led by Eduardo Vilaro, an acclaimed choreographer and former member of the Company, whose vision of social equity, cultural identity and quality arts education for all drives its programs. Ballet Hispánico, a role model in and for the Latino community, is inspiring creativity and social awareness in our neighborhoods and across the country by providing access to arts education.

Educational Charities

"I have a Dream" Foundation

CFC: 11312

Founded in 1986 by businessman Eugene M. Lang, the "I Have A Dream" Foundation empowers children in low-income communities to achieve higher education and fulfill their leadership potential by providing them with guaranteed tuition support and equipping them with the skills, knowledge, and habits they need to gain entry to higher education and succeed in college and beyond. By helping our Dreamers gain access to college, we are putting our Dreamers on a different academic and life trajectory. We sponsor entire grade levels of 50-100 students in under-resourced public schools or housing developments and work with these Dreamers from early elementary school all the way through high school. Upon high school graduation, each Dreamer receives guaranteed tuition assistance for higher education.

American Indian College Fund

CFC: 11760

The American Indian College Fund provides scholarships, internship opportunities, and other life skills and career readiness support to American Indian students. Education is often the difference between a happy, healthy, and self-sustaining productive life and one that is not. Approximately 14.5% of American Indians have a college degree, well below the national average. To strengthen our country as a whole, the American Indian College Fund seeks to strengthen native communities by empowering native people with skills, knowledge, and experience. The American Indian College Fund directly supports over 4,000 American Indian students annually, and thousands more through indirect services and support.

Center for Excellence in Education

CFC: 11002

The Center for Excellence in Education (CEE), a 501(c)(3) charitable nonprofit organization founded in 1983, nurtures high school and university scholars to careers of excellence and leadership in science, technology, engineering and mathematics, and encourages international collaboration among leaders in the global community. CEE has developed the Research Science Institute (RSI), the USA Biolympiad (USABO), and the Teacher Enrichment Program (TEP). These programs are offered cost-free to all students and teachers selected to participate. CEE's programs challenge students and assist them on a long-term basis to become the creators, inventors, scientists, and leaders of the 21st century.

Environmental Charities

EarthShare

CFC: 10252

EarthShare has empowered environmental progress for more than 30 years. Each year, tens of thousands of environmental supporters give through EarthShare, a national nonprofit that connects the most influential environmental organizations with employers, people, and communities to protect our planet. With a network of more than 500 nonprofit partners, EarthShare delivers strategic programs that give people a voice in how they take action - from protecting air and water quality, to seeking solutions to climate change, to preserving the land and wildlife in their own backyard.

American Hiking Society

CFC: 11784

We envision a world where everyone feels welcome in the American hiking community and has permanent access to meaningful hiking, including urban, frontcountry, and backcountry opportunities. We will achieve this vision by empowering all communities to enjoy, share, and preserve the hiking experience; advocating for the protection and expansion of hiking spaces; fostering trail stewardship; and collaborating with partners whose strengths are complementary.

Oceana

CFC: 10051

Founded in 2001, Oceana is the largest international group focused solely on ocean conservation. Our offices in North America, South America and Europe, work together on a limited number of strategic, directed campaigns to achieve measurable outcomes that will help return our oceans to former levels of abundance. We believe in the importance of science in identifying problems and solutions. Our scientists lead our team of economists, lawyers, and advocates focused on achieving tangible results for the oceans. Saving the oceans may take decades, but in each of our campaigns we aim to accomplish an important milestone in that effort within two to five years.

Healthcare Charities

American Institute for Cancer Research

CFC: 11420

Since its founding in 1982, the American Institute for Cancer Research (AICR) has grown into the nation's leading charity in the field of diet, physical activity and weight management as it relates to cancer prevention. It also offers a wide range of cancer prevention education programs. AICR supports research into the role of diet and physical activity in the prevention and treatment of cancer. It also offers a wide range of cancer prevention education programs. To date, the Institute has committed more than \$82 million for research related to diet and cancer. In addition, AICR has established a wide range of education programs to bring its message of cancer prevention to millions of Americans.

Make-A-Wish America

CFC: 11375

Tens of thousands of volunteers, donors and supporters advance the Make-A-Wish® vision to grant the wish of every child diagnosed with a critical illness. In the United States and its territories, on average, a wish is granted every 34 minutes. We believe a wish experience can be a game-changer. This one belief guides us and inspires us to grant wishes that change the lives of the kids we serve. "Together, we create life-changing wishes for children with critical illnesses." - Make-A-Wish® Mission

National Foundation for Transplants, Inc.

CFC:12215

National Foundation for Transplants (NFT) offers hope to transplant patients by helping them overcome financial obstacles that may prevent or delay their lifesaving transplants. NFT provides advocacy, fundraising expertise and grants to organ and tissue transplant patients for medical care, medications and travel needs they otherwise could not afford. Founded in 1983, NFT has generated more than \$56 million to help patients during their transplant journey. NFT serves solid organ and tissue transplant patients in all 50 states and U.S. territories.

International NGO/Disaster Relief

The Advocates for Human Rights

CFC: 11754

The Advocates for Human Rights (formerly Minnesota Advocates for Human Rights) is an organization dedicated to the promotion and protection of internationally recognized human rights. The Advocates provides investigative fact finding, direct legal representation, collaboration for education and training, and a broad distribution of publications. The Advocates has produced more than 81 reports documenting human rights practices in more than 22 countries. Every year, The Advocates educates over 8,000 students and community members on human rights issues and provides legal representation and assistance to over 1,000 disadvantaged individuals and families.

Love A Child, Inc.

CFC: 10903

Love A Child, Inc. is a Christian humanitarian organization working to spread the word of God and show the love of Jesus by example, as we minister to the poorest of the poor in Haiti. With the help of our partners, our outreach programs have established 15 churches in remote villages; started and operate 15 Love A Child schools, where we educate and feed over 5,000 children each day; conduct food distribution programs that feed thousands of Haitian families; hold remote medical clinics and operate a regional medical clinic; and operate a top-rated orphanage which is now home to more than 70 Haitian children. We oversee many other projects to benefit the poor in Haiti. We have great hope for these children and families. Our dream is for them to grow up as strong Christians and receive the best possible education, even college.

Volunteers for Inter-American Development Assistance

CFC: 10479

Volunteers for Inter-American Development Assistance (VIDA) has been serving underprivileged communities in Latin America since 1992 by providing them with medicines, medical supplies and equipment donated to us by San Francisco Bay Area hospitals, clinics and individuals. Through such donations we helped to provide care for over two million people in under-served communities throughout 12 Latin American and Caribbean countries. In partnership with other US-based humanitarian non-profits, to date we have shipped over 290 ocean containers of medical relief worth over \$210 million.

Appendix III.8.D: IRB Approval Letter



To: Jessica A White
BELL 4188

From: Douglas J Adams, Chair
IRB Expedited Review

Date: 05/24/2021

Action: **Exemption Granted**

Action Date: 05/24/2021

Protocol #: 2104329143

Study Title: Gift giving incentives

The above-referenced protocol has been determined to be exempt.

If you wish to make any modifications in the approved protocol that may affect the level of risk to your participants, you must seek approval prior to implementing those changes. All modifications must provide sufficient detail to assess the impact of the change.

If you have any questions or need any assistance from the IRB, please contact the IRB Coordinator at 109 MLKG Building, 5-2208, or irb@uark.edu.

cc: Peter J McGee, Investigator

Conclusion:

The purpose of the dissertation is to explore altruistic behavior under various mechanisms. The first chapter examines whether subjects react differently to giving under distinct list sizes of charitable organizations and finds that intermediate list sizes have a negative impact on individual's choice to give. The second chapter poses the question, does additional information about charities help or hurt donation decisions? We find that additional information acquisition at the beginning of the donation stage decision can impair prosocial contributions. The third chapter investigate charitable gift incentives and the influence of these incentives on prosocial behavior. There is little evidence that the gift incentives negatively impact the choice to donate in this experiment.

Altruistic behavior can be fickle. Issues such as choice fatigue, motivated reasoning, and crowd out of intrinsic motivation can impact one's decision to give to charitable organizations. These policy relevant issues are important concerns for charitable fund raising. Given we want to maximize the elicitation of philanthropic earnings, these issues are something to be considered. Offering an exhaustive list size where subjects read through charitable options without any way to filter can affect donations. Additional information about charitable performance and expenses can also affect individual's contributions. Finally, the jury is out about gift incentives and donation decisions. So far, gift incentives do not positively or negatively impact contributions.