

Solid Growth, Untapped Potential

Report on giving and volunteering
in Marin

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Marin Community Foundation

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**prepared by Collaborative Economics for the
Marin Community Foundation**

Introduction

It's been seven years since the Marin Community Foundation sponsored the first survey of giving and volunteering in Marin County. In 2000, we partnered with several other organizations to help the County—its residents, nonprofit organizations, community leaders, businesses, service organizations, and others—understand how we're doing in making a difference through volunteering and monetary contributions.

We looked at where people give, what issues they support, what influences them to give, what would motivate them to do more, and the levels at which Marin residents give and volunteer compared to national patterns.

What emerged in 2000 was a story of both generosity and challenge. We did well as a County in our overall levels of community involvement. But some clear concerns were revealed about whether the County's younger and newer residents would, over the years, give and volunteer at the same levels as older and longer-term residents, who have had, and continue to have, a profound impact on the quality of life in Marin.

The question was, If these younger and newer residents don't follow the path of those already committed and involved, how might this affect civic participation and our ability to address community needs?

Looking at the results of the follow-up survey conducted in 2007, it appears those "red flags" can be lowered.

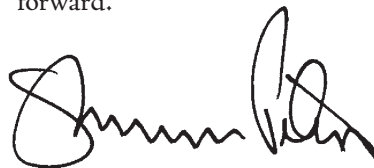
Not only are overall levels of giving and volunteering up in the County since 2000 (with an across-the-board surge in volunteering), a number of signs indicate that residents who have now lived here for awhile are not only acting more like the older and longer-term residents of 2000, but are doing so more quickly than might have been expected. This can be seen in levels of giving and volunteering as well as the amount of giving that focuses on Marin.

Despite slightly lower levels of giving by the newest and youngest residents compared to their counterparts in 2000, more important, perhaps, is their explicit desire to find new ways to get involved and learn more about local nonprofits—through personal networks, greater use of the Internet, meeting personally with nonprofit leaders, and email communications from local agencies. They are also volunteering at much higher rates than their counterparts in 2000—and given the strong connections these same residents cite between volunteering for an organization and supporting it financially, this bodes well for the future.

In short, these younger and newer residents are hungry to know more, connect, and be involved—and their responses to the survey go a long way toward helping nonprofits and others identify ways to make this happen.

Finally, I want to underscore another important finding of this survey—namely, that residents who, in 2000, were found to be so actively involved as volunteers and financial contributors continue to do so, not only keeping the bar high, but in some cases raising it.

We're proud, through this report and other efforts, to help spur conversations and activities that further giving and volunteering in Marin. We hope this report will help all of us better understand our patterns of giving back and find ways to tap into the tremendous energy in this County that's poised to continue this tradition going forward.



Thomas Peters, Ph.D.
President and CEO

Highlights

Giving and volunteerism are thriving in Marin County—but there is still untapped potential. Since the last survey of residents seven years ago, overall giving has remained strong, volunteerism has soared, and differences between newer and longer-term residents have narrowed. At the same time, many still have concerns about their community, and the youngest and newest residents of Marin County are giving a smaller percentage of their income than their counterparts seven years ago. However, younger and newer residents are also much more interested in learning about local charitable organizations than their counterparts seven years ago—a promising sign for the future.

At a basic level, just about every adult resident either donates, volunteers, or does both. More households are making charitable contributions than seven years ago—and at a rate higher than the national average. Marin County households are giving about as much of their income to charity as they did in 2000—and at a rate close to the national average. However, in an important shift, differences in giving between newer residents and longer-term residents have narrowed since 2000—especially among the wealthiest households.

There has also been a large increase in volunteerism in Marin County—involving all age groups and both newer and longer-term residents. This too represents a major change from 2000—when there was a large disparity between younger and older residents, and between newcomers and those with deep roots in the community. This growing wave of volunteers is active, too. A majority helps with fundraising, and many serve on boards. Most volunteer on a regular basis, and a large proportion volunteers with other family members.

Interestingly, the distribution of Marin County giving and volunteerism has actually remained relatively unchanged since 2000. Similar percentages of households still give and volunteer in the following cat-

egories (in descending order): human service, education, the environment, religion, politics, arts and humanities, health, the elderly and aging, neighborhoods, and veterans organizations. Although little has changed across these large categories, new issues have clearly emerged over the past seven years. For example, a substantial number of Marin households now helps organizations focused on climate change or global warming.

The majority of donations stay within Marin County, just as they did seven years ago. However, many who were newcomers in 2000—and are 6-10 year residents today—now give the same proportion locally as residents who have lived in the County more than 10 years. It seems to take only a few years for new residents to rise to the level of local giving of long-term residents. In another shift, households in northern, central, and southern Marin County all now give on average more than half their contribution dollars to local charitable organizations—including those who commute to work outside the County.

Yet, amidst the progress, there remain concerns. Like seven years ago, there is a strong disparity between the community aspirations of Marin County residents and their assessment of how some of those aspirations are being met. On attributes such as preservation of open space, neighborliness, generosity in giving and volunteering, and funding for arts and entertainment, aspirations are generally being met. However, on attributes such as housing for people with various incomes; affordable, quality health care; support for racial, ethnic, and cultural diversity; as well as education, performance falls short of the aspirations of Marin County residents.

A sizable percentage of residents still do not believe that Marin is a place where people work particularly well together to improve living conditions. In fact, the longer you live in Marin County, the more likely you are to feel this way. Moreover, the longer you live here—and especially if you live in one of the community's lowest-earning households—the less you are likely to think that Marin County is a place where people are friendly and know their neighbors.

Despite these concerns, most Marin residents still believe that giving and volunteering can make their community a better place to live. Most givers still say they donate because they believe in the cause or that it's their civic duty. However, the biggest change from 2000 is that now the second most common reason for giving is because the donor volunteers with the organization. The giving-volunteering connection is particularly strong among adults 18-35, where eight in ten say this is an important reason why they give.

Why don't some people do more? Many residents say they have other expenses, are worried about their future finances, or have most of their assets tied up in their house. Some say that they are already helping the community through their taxes. A smaller number say it is because they don't have time to learn about charitable organizations or that they are diverting money to political campaigns or special funds following a disaster.

What would motivate people to do more? Like seven years ago, most residents say that they would be motivated to give more if they knew that charities used the money effectively or had more confidence that charities were making a difference in the community.

In addition to recognizing people's financial concerns and addressing questions about the effectiveness of charitable organizations, there appear to be good opportunities to grow future giving and volunteerism in Marin County. These include:

- + greater information and communication from charitable organizations
- + more mutual encouragement among givers and volunteers
- + expanded workplace incentives
- + wider and more varied use of the Internet for communication and donations
- + growth in charitable bequests in wills, estate plans, and living trusts

Younger and newer residents are much more interested in learning about local charitable organizations than their counterparts seven years ago—and especially compared to older and longer-term residents. This includes such contact as meeting with leaders of local charitable organizations, receiving emails about charitable opportunities in Marin County (especially in areas in which they already volunteer or donate), and having access to a single website on local giving. Younger residents also say that hearing from friends and learning about how much others like them give would also be motivators. And, a majority of all residents say that an employer match would encourage them to give more.

The Internet has become much more important in the lives of Marin residents—and that includes a growing role in charitable giving and volunteerism. Most residents now use the Internet for information, communication, and financial transactions. Many residents already use the Internet in their decisions about charitable giving and volunteering—although more so with national than local donations. Many younger and newer residents say they would be motivated to give more if they had easier ways to donate over the Internet.

Giving and volunteerism in Marin County is a continuing story of progress and potential. While much has changed, there is still much work to do:

- + We need to understand what motivates Marin County residents to give and volunteer—and what they think prevents them from doing more.
- + We need to recognize the differences that do exist among residents and tailor outreach strategies, giving options, and volunteer opportunities accordingly.
- + We need to support each other in expanding the pool of givers and volunteers in the County—especially through innovative ways of conveying information, use of the Internet, workplace matching, estate planning, and other strategies.

- ✦ We need to be creative in how we frame problems and develop solutions to long-standing community concerns—areas that residents care about but believe Marin County is falling short in addressing them.

We know that many of the most pressing challenges and biggest opportunities facing our community go beyond what charitable giving and volunteerism alone can address. However, in the history of our country, the active engagement of people in their community—and in state, national, and global concerns—has repeatedly inspired others to act, including policymakers, corporations, foundations, and many other organizations that build on and extend what began as the efforts of just a few.

Even as times change, what remains the same is that everyone—not just community leaders, elected officials, and people involved in nonprofit groups—is responsible for ensuring the long-term health of Marin County.

Almost all Marin residents give, volunteer, or both.

Today, nine in ten Marin County adults give, volunteer, or do both.

- ✦ 92% of Marin residents made a contribution to or volunteered with a charitable organization in the past year. In 2000, 87% gave, volunteered, or did both.

More households are making charitable contributions than seven years ago—and at a rate higher than the national average.

- ✦ 86% of Marin households made some kind of charitable contribution in the past year, an increase from 80% in 2000. The national average for giving is about 70%, as estimated by the Giving USA Foundation.
- ✦ There were differences in Marin County giving by age and income: 91% of those aged 54 and over made a charitable contribution, as did 88% of those aged 36-53, compared to 71% for those

Making Comparisons (when breakdowns by year, age, residency, region, or income are included)

Throughout the report, we have cited differences in survey results by year (i.e., the 2000 and 2007 surveys), age, length of residency, region of the County, or income only when those differences have been large enough to be statistically significant—that is, when the difference is beyond the margin of error, which is about 4% for the entire sample and higher for the subgroups listed above. In most cases, whenever we cite only the survey results for the entire sample, this means that none of the results of the subgroups were that different from the average for the entire sample to be statistically significant.

In the sections that follow, “newest residents” describes those who have lived in Marin County five years or less, “newer residents” describes those who have lived in Marin County six to ten years, and “longer-term residents” refers to those who have lived in the County for more than ten years. “Youngest residents” refers to adults 18-35, “younger residents” refers to adults 36-53, while “older residents” refers to those aged 54 and older.

18-35. Similarly, 97% of those with household incomes over \$80,000 made a charitable contribution, as did 91% of those earning \$40,000 to \$80,000, compared to 61% earning less than \$40,000.

On average, Marin County households are giving about as much of their income to charity as they did in 2000—and at a rate close to the national average.

- ✦ Households in Marin give an average of 2.3% of their annual income to charity—about the same as seven years ago (2.2%). This figure is close to the national average of 2.2%, as estimated by the Giving USA Foundation. The proportion giving \$1,000 or more to charity each year in Marin County jumped from 31% to 55% of households between 2000 and 2007.
- ✦ When asked if their household contributed more, less, or about the same amount this past year as they usually give, 55% of residents of those answering the question said they gave about the same, with about equal proportions giving more (19%) and less (20%). Six percent did not know or refused to say. These percentages are comparable to 2000.

Giving varies by age, income, and length of residency—and some groups are giving more and some less than their counterparts in 2000.

- ✦ The percentage of income given to charity tends to increase with age, income, and years of residence in Marin County (see charts starting on page 5).
- ✦ The 36-53 age group, unlike their younger and older counterparts, increased their giving as a percentage of income between 2000 and 2007 from 1.7% to 2.3%. Similarly, 6-10 year residents of Marin County increased their giving from 1.8% to 2.1% of income in the past seven years.
- ✦ In contrast, those aged 18-35 gave 1.1% in 2007, down from 1.9% seven years earlier. Similarly, residents of five years or less gave 0.9%, down from 1.7% in 2000.

- ✦ The lowest-income and the highest-income households also increased their giving as a percentage of income during the past seven years. Households earning less than \$40,000 annually and those earning more than \$80,000 per year gave a larger percentage, while those households making between \$40,000 and \$80,000 gave a smaller percentage.
- ✦ Residents of southern Marin County gave a higher percentage of their income to charity than their counterparts in the rest of the County. They also raised their giving as a share of income substantially over the past seven years, from 2.5% to 3.7%.

Differences in giving between newer residents and longer-term residents have narrowed since 2000—especially among the wealthiest households.

- ✦ The percentage of 6-10 year households making charitable contributions (88%) is about the same as those of longer-term residents (87%). Even the newest households (0-5 years of residency) give at a rate close to the others (81%). In contrast, in 2000, the newest households (0-5 years) gave at a lower rate (71%)—as did 6-10 year households (75%)—than longer-term households (84%).
- ✦ Differences in the level of giving have also narrowed: Those living in Marin more than 10 years now give 2.6% of their annual household income to charity, compared to 2.1% for residents of 6-10 years. This difference of 0.5% of income is less than that recorded in 2000, when longer-term households gave 2.5% and 6-10 year households gave 1.8% of their annual income to charity.
- ✦ Differences in giving have narrowed even further for households with annual incomes over \$100,000 per year. In the past year, the wealthiest longer-term households in Marin County gave 2.6% of their annual income to charity, the same as in 2000. However, the wealthiest 6-10 year households gave 2.1% of income, higher than the 1.6% in 2000.

AVERAGE PERCENTAGE OF HOUSEHOLD INCOME DONATED TO CHARITY

	2007	2000
ALL	2.3%	2.2%

BY YEARS OF RESIDENCY

	2007	2000
0-5	0.9%	1.7%
6-10	2.1%	1.8%
11 +	2.6%	2.5%

BY AGE

	2007	2000
18-35	1.1%	1.9%
36-53	2.3%	1.7%
54+	2.8%	3.4%

BY INCOME

	2007	2000
<\$40,000	1.4%	1.3%
\$40 - \$80,000	2.6%	2.8%
Over \$80,000	2.6%	2.5%

BY REGION OF COUNTY

	2007	2000
NORTH	2.1%	2.0%
CENTRAL	1.9%	2.2%
SOUTH	3.7%	2.5%

MAJOR CHANGES FROM 2000 TO 2007 RELATED TO AGE AND TO LENGTH OF RESIDENCY

CHANGES RELATED TO AGE OF RESIDENTS

Residents 18-35	2007	2000
% of income given to charity	1.1%	1.9%
% who volunteer	60%	46%
% interested in meeting with leaders of local charitable organizations	50%	33%
% interested in receiving emails about giving and volunteering locally	52%	43%
% interested in receiving emails in areas in which they already give and volunteer	71%	40%

Residents 36-53	2007	2000
% of income given to charity	2.3%	1.7%
% who volunteer	69%	60%
% interested in meeting with leaders of local charitable organizations	37%	25%
% interested in receiving emails in areas in which they already give and volunteer	71%	40%

Residents 54+	2007	2000
% of income given to charity	2.8%	3.4%
% who volunteer	63%	49%
% interested in receiving emails in areas in which they already give and volunteer	28%	11%

CHANGES RELATED TO LENGTH OF RESIDENCY

0-5 Year Residents	2007	2000
% of households giving to charity	81%	71%
% of income given to charity	0.9%	1.7%
% who volunteer	60%	43%
% interested in meeting with leaders of local charitable organizations	37%	27%
% interested in receiving emails in areas in which they already give and volunteer	60%	34%

6-10 Year Residents	2007	2000
% of households giving to charity	88%	75%
% of income given to charity	2.1%	1.8%
% who volunteer	65%	48%
% of giving staying in Marin County	57%	49%
% interested in meeting with leaders of local charitable organizations	37%	29%
% interested in receiving emails in areas in which they already give and volunteer	58%	28%

11+ Year Residents	2007	2000
% who volunteer	65%	56%
% interested in meeting with leaders of local charitable organizations	32%	24%
% interested in receiving emails in areas in which they already give and volunteer	37%	22%

On average, Marin households gave cash contributions to six charitable organizations in the past year.

- ✦ Of those who made charitable contributions, nine out of ten residents donated cash, the same proportion that did so in 2000. However, a smaller percentage of donors (25%) contributed property in 2007, compared to 37% in 2000. The proportion of households making stock donations has remained small (2%, compared to 3% in 2000).
- ✦ On average, Marin households give to six different charitable organizations annually, which, depending on the group, ranges from about four (those aged 18-35, those with annual household incomes of less than \$40,000, and those who have lived in Marin County five years or less) to about seven organizations (those aged 54 and over, those with annual household incomes over \$80,000, and those who have lived in Marin County ten years or more).

There has been a large increase in volunteerism in Marin County since 2000—including all age groups and both newer and longer-term residents.

- ✦ 65% of residents now volunteer in some capacity, well above the figure for 2000, which was 52%. Nationally, according to a study by the Corporation for National and Community Services, 26.7% of adults 16 and older volunteered in 2006.
- ✦ Unlike 2000, residents volunteered at fairly similar rates regardless of their age. In 2007, 60% of those 18-35 volunteered, comparable to those aged 36-53 (69%) and 54 and over (63%). In 2000, only 46% of those 18-35 volunteered, compared to 60% of those 36-53 and 49% of those 54 and over. All age groups have grown in the rate of volunteerism, with the youngest and oldest residents making the biggest gains.
- ✦ The percentage of newest residents (0-5 years) who volunteer (60%) is also close to that of both 6-10

year residents (65%) and longer-term residents (65%). In contrast, in 2000, the newest residents volunteered at a lower rate (43%), as did the 6-10 year residents (48%), than longer-term residents (56%).

- ✦ There was a difference by income, with 50% of those with household incomes of less than \$40,000 volunteering, compared to 70% of those earning more than \$40,000.
- ✦ In addition, residents of southern Marin County volunteer at a higher rate (76%) than the northern (65%) and central (61%) parts of the County. Those who are self-employed (24% of Marin County residents) also volunteer at the very high rate of 75%.
- ✦ The number of organizations that residents volunteer for has grown, with 69% of volunteers working with two or more organizations compared to 61% in 2000.
- ✦ A large proportion of volunteers (53%) say they help with fundraising, and a sizable number (31%) say they serve as board members of local organizations.
- ✦ Marin County volunteers contribute an average of 14 hours per month, about the same amount of time as seven years ago. There are, however, some volunteers that contribute much more time, which affects the average. The median time spent volunteering per month is eight hours—that is, half of Marin County volunteers spend more and half spend less than one day per month volunteering.
- ✦ Three-quarters of volunteers contribute time on a regular basis, and 58% do one-day volunteer projects. One-day projects attract a higher percentage of younger residents (68% of those aged 18-35 and 63% of those 36-53) than older residents (49% of those aged 54 and over), and a higher share of the

newest residents (68% with residency of five years of less) than long-term residents (56%).

- 44% volunteer with other family members. A larger proportion of northern Marin County residents volunteer with family members (56%) than central (43%) and southern (34%) area residents.

MARIN VOLUNTEERISM SOARS SINCE 2000

	2007	2000
Adult residents	65%	52%
18-35 age group	60%	46%
36-53 age group	69%	60%
54+ age group	63%	49%
Newest residents (0-5 years)	60%	43%
6-10 year residents	65%	48%
Longer-term residents (11+ years)	65%	56%

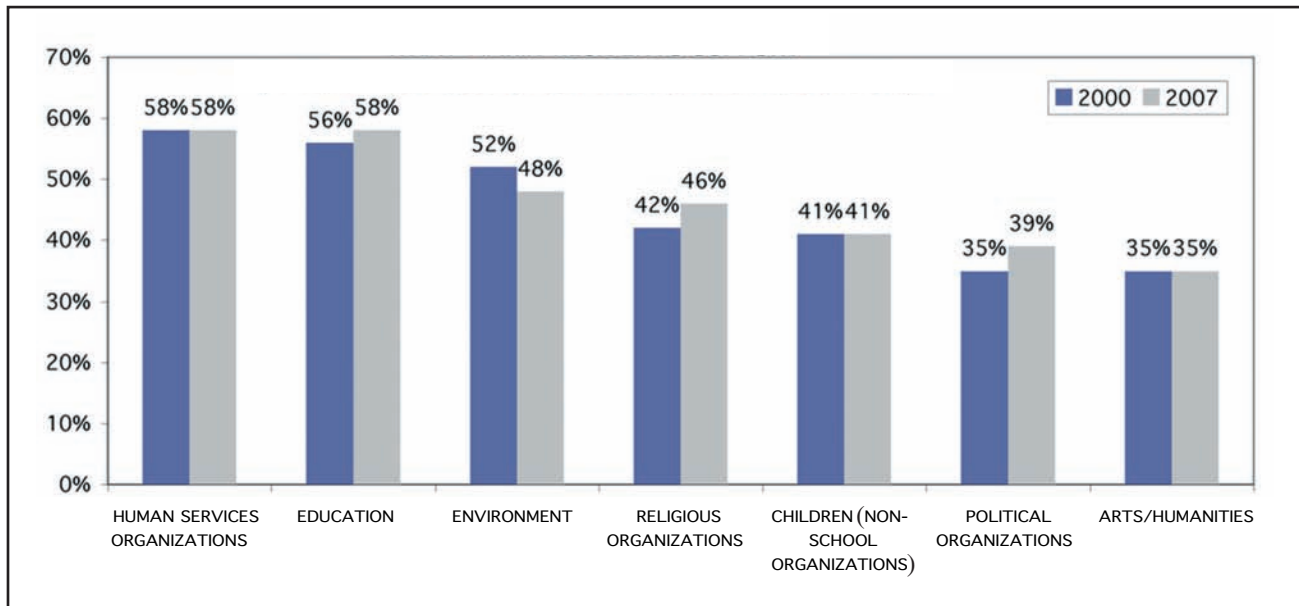
What do people support and where does their money go?

The distribution of Marin County giving and volunteering has remained relatively unchanged since 2000.

- Human service organizations and education both continue to be supported by the largest proportion of households (58% give, volunteer, or both). Environmental organizations are next at 48%, followed by churches and temples (46%); children’s organizations other than schools (41%); political organizations (39%); arts and humanities (35%); health organizations (30%); organizations concerned with the elderly and aging (28%); neighborhood, homeowners, or renters associations (26%); and veterans organizations (24%). The 2007 distribution of households supporting each kind of organization was within four percentage points of the 2000 distribution—that is, within the survey maximum margin of error.

- The 2007 survey introduced a new category and found that about one-third of Marin households (35%) either gave to animal protection/animal rights organizations (24%), volunteered with these same organizations (4%), or did both (7%).
- Differences exist by age and residency when it comes to support for political candidates and campaigns: While 30% of residents reported making a political contribution in the past year, 37% of those aged 54 and over contributed compared to 18% of those aged 18-35. Marin residents of five years or less (21%) were also less likely to make political contributions than long-term residents (32%) of more than ten years.
- There were no significant differences between 2000 and 2007 in the proportion of households that volunteer in all the major categories of charitable organizations.

WHAT MARIN RESIDENTS SUPPORT*
(by percent of households that give, volunteer, or both)



* Since individual giving by cause is not tracked nationally, it is difficult to compare Marin's charitable distributions to national patterns. In 2006—when individual contributions accounted for over 75% of all types of charitable giving, including by foundations and corporations—religious organizations received nearly 33% of all gifts; education received 13.9%; human services, 10%; health, 6.9%; arts and culture, 4.2%; and environment, 2.2%. Source: *Giving USA*.

Over half of Marin households made contributions to disaster relief in the past two years.

- ✦ In the 2007 survey, residents were asked about giving to disaster relief funds following a local, national, or international disaster or tragedy. More than half of all households (56%) made a contribution of this kind sometime in the past two years. Those most likely to give to disaster relief were older residents (62% of those aged 54 and over, 59% of those 36-53, and 39% of those 18-35) and longer-term residents (67% of 6-10 year Marin residents, 57% of residents of more than ten years, and 44% of those living in Marin five years or less).

One-third of Marin households helped organizations concerned with climate change or global warming in the past year.

- ✦ In the 2007 survey, residents were asked about giving to organizations concerned with climate change

or global warming. In the past year, 34% of Marin households gave to organizations concerned with climate change or global warming (23%), volunteered with these same organizations (5%), or both donated and volunteered (6%).

The majority of donations still stay within Marin County.

- ✦ 56% of the donations of Marin households stay within Marin County, while 44% go to organizations outside the County—24% to groups in the Bay Area and 24% to groups outside the Bay Area. In 2000, 52% of donations stayed within Marin and 48% went outside—23% to groups in the Bay Area and 25% to groups outside the Bay Area.

About one-quarter of giving primarily benefits people outside the United States.

- The 2007 survey asked Marin households what percentage of their giving goes to charities primarily benefiting people outside the United States. One-quarter of Marin households (25%) donate to charities of this kind, directing an average of 23% of their overall contributions to these organizations.

The longer people live in Marin County, the more they give in Marin County.

- In 2007, those who have lived in Marin County five years or less gave an average of 44% of their contributions to organizations within Marin County, the same proportion as in 2000. However, 6-10 year residents gave an average of 57% of their contributions to local organizations, more than the 49% their counterparts gave in 2000. Longer-term residents gave 58% to local charities, about the same as in 2000 (55%).
- The difference between these groups in 2007 was in the percentage of giving going to other Bay Area organizations: 32% of the contributions of Marin's newest residents go to those organizations, compared to about 18% for other Marin residents. All groups give about the same percentage (23-26%) to organizations outside the Bay Area.
- Those who have lived in Marin County 6-10 years as of 2000 were actually among the newest residents (0-5 years) in the earlier survey. Today, their distribution of giving closely matches that of longer-term residents (more than 10 years).

Commuters now give to local charities at the County average.

- On average, working residents who commute outside Marin County give about the same proportion of their contribution dollars to Marin charitable organizations (57%) as the County average for all households (56%). In 2000, only 46% of their contribution dollars were

directed to local organizations.

Households in northern, central, and southern Marin County now give on average more than half their contribution dollars to local charitable organizations.

- Although southern Marin County residents direct a smaller proportion of their contribution dollars to local charitable organizations, they are closing the gap. In 2007, they gave an average of 51% to local organizations, compared to 44% seven years ago. Northern Marin County residents also increased their average amount to local organizations from 56% to 61%. The average for central Marin County residents remained about the same (53% to 55%). As a result, households in all three regions gave more than half their contribution dollars to local charitable organizations.

In addition to giving and volunteering, many Marin residents are active participants in civic affairs.

- 74% say they voted in a statewide or local election in the past year, a much higher rate than Californians as a whole and comparable to the voting rate in 2000 (72%). However, only 47% of Marin's youngest residents (18-35) and 52% of residents who have lived in Marin County five years or less voted.
- More than one-third of residents (36%) have attended a public meeting such as a city council or County board meeting in the last year, comparable to the figure from 2000 (33%). Older residents (aged 54 and over) tend to be more active (42%) in this way than younger residents aged 18-35 (26%). The same is true of longer-term residents of more than ten years (39%) than Marin's newest residents (24%).

- More than one-third of Marin residents (36%) have written a letter to a government or elected official in the past year, the same percentage as in 2000.

There is still a strong disparity between people's aspirations and their views of how goals are being met.

Residents continue to have strong and wide-ranging community aspirations for Marin County. As in 2000, large majorities agree strongly on the importance of key attributes of the community. For example, both the 2000 and 2007 surveys found that 80% or more say that it is "very important" that Marin be a place:

- that provides a good education for children (89% in 2007, 91% in 2000)
- where people can afford quality health care (80% in 2007, 82% in 2000). Lower-income residents feel that this is particularly important: 90% of those with household incomes of less than \$40,000 say this is very important, compared to 74% of households earning more than \$80,000 annually.
- where open spaces are preserved (82% in 2007, 80% in 2000)

People also felt just as strongly in 2007 as they did in 2000 that Marin County should be a place that is generous in giving and volunteering. Two-thirds of Marin residents (66%) said this attribute was very important, about the same as in 2000 (65%).

Between 2000 and 2007, while large majorities still believe other attributes are very important, there was some weakening in sentiment. Virtually all of the shift was from the "very important" to the "somewhat important" category. These residents feel it is either "very important" or "somewhat important" that:

- Marin County support racial, ethnic, and cultural diversity (64% in 2007, 71% in 2000). There are differences by age: 74% of residents aged 18-35 believe that it is important that Marin County be supportive of diversity, compared to 67% of those aged 36-53, and 59% of those age 54 or over.

- Marin County offer a range of housing for people with various incomes (61% in 2007, 68% in 2000). There are differences by income: 79% of residents with annual household incomes under \$40,000 believe a range of housing is important, compared to 67% of those earning \$40,000 to \$80,000, and 52% of those with annual incomes greater than \$80,000.

In addition, half of all households (50%) believe it is very important to maintain funding for the arts and other forms of entertainment, the same proportion as in 2000. Newest residents (less than five years) are stronger supporters (62%) compared to all other residents (48%). In addition, residents with household incomes of less than \$40,000 per year are stronger supporters than those earning between \$40,000 and \$80,000 (51%) or over \$80,000 (43%).

The 2007 survey also asked if it was important that Marin County be a place where people are friendly and know their neighbors. Six in ten residents (63%) thought that attribute was very important, while just about everyone else felt it was at least somewhat important (33%).

No more than 10% of residents said that any of these attributes were "not too important" or "not at all important."

Like seven years ago, residents are very satisfied with some aspects of Marin County:

- 93% rate Marin as "good or excellent" as a place where open spaces are preserved (close to the 90% in 2000).
- 77% rate Marin as "good or excellent" as a place that provides a good education for children (although a decrease from 83% in 2000). A smaller proportion of northern (66%) than central (80%) or southern Marin County residents believe that the community provides a good education for children.

- 77% rate Marin as “good or excellent” as a place where there are high-quality arts and other forms of entertainment (an increase from 72% in 2000).
- 72% rate Marin as “good or excellent” as a place that is generous in giving and volunteering (about the same as 73% in 2000).

Like seven years ago, more than half of residents say that Marin’s performance on housing and health care are no better than “fair” or worse. Even a larger percentage of residents believe that Marin should do better.

- 51% believe that Marin rates “poor” as a place where there is a range of housing for people with various incomes, while 61% believe that it is “very important” that Marin County be such a place. However, more residents believe there has been progress: The percentage rating Marin County as “poor” on this attribute dropped from 65% to 51% between 2000 and 2007, with the proportion of residents rating Marin’s performance as “fair” or “good” (42%) rising from 32% seven years ago.
- 54% believe that Marin rates “poor” or “fair” as a place where people can afford quality health care, about the same proportion as in 2000 (55%), while 82% believe that it is “very important” that Marin County be such a place.
- 51% believe that Marin rates “poor” or “fair” as a place that supports racial, ethnic, and cultural diversity, the same proportion as in 2000, while 64% believe that it is “very important” that Marin County be such a place. A larger proportion of residents aged 18-35 (74%) and residents who have lived in Marin County less than 10 years (73%) feel that support for diversity is very important. A larger proportion of southern Marin County residents (60%) believe that support for diversity in Marin County is fair or poor.

On the issue of how effectively the County as a whole solves problems, more than one-third of residents do not believe that Marin is a place where people work particularly well together. Today, 36% of residents rate Marin County “fair” or “poor” as a place where people work together to improve living conditions, an improvement from 42% in 2000.

However, residents tend to rate the community lower on problem-solving the longer they live in Marin County: While only 22% of those living in Marin five years or less give a fair or poor rating, 31% of 6-10 year residents and 41% of residents who have lived in Marin County more than ten years give a fair or poor rating.

The same is true with neighborliness: 76% of those living in Marin five years or less give Marin County a good or excellent rating as a place where people are friendly and know their neighbors, while 63% of 6-10 year residents and 61% of longer term residents feel the same way. Similar differences exist by income: 70% of those with household incomes of \$80,000 or more per year rate Marin County good or excellent, compared to 58% of those earning \$40,000 or less annually.

ASPIRATIONS COMPARED TO ASSESSMENT OF HOW GOALS ARE BEING MET
(by percent of residents)

ISSUE	% Saying "Very Important"	% Rating County as "Good" or "Excellent" in Meeting These Goals"	% Rating County as "Fair" or "Poor" in Meeting These Goals"*
Provides good education	89%	77%	23%
Offers affordable, quality health care	80%	38%	62%
Preserves open spaces	82%	93%	7%
Supports racial, ethnic, and cultural diversity	64%	46%	54%
Offers range of housing for people with various incomes	61%	17%	83%
Is generous in giving and volunteering	66%	72%	28%
People are friendly and know their neighbors	66%	64%	36%
Maintains funding for the arts and other forms of entertainment	50%	77%	23%

* Includes those answering "don't know"

What motivates Marin residents to give and volunteer?

Most Marin residents believe that giving and volunteering can make their community a better place.

- 94% of residents believe that volunteering and charitable giving can "help make Marin County a better place to live." Of that total, 59% believe that giving and volunteering can help "a great deal," up from 53% in 2000.

Most givers say they donate for three reasons: the cause, civic duty, and because they volunteer for the organization.

- The biggest change from 2000 is that 75% of givers now say that volunteering with specific organizations is an important reason for donating to charity—up from 68%. The percentage of givers who say it is "very important" rose from 40% to

47% between 2000 and 2007. This change now puts volunteerism as the second most cited reason for giving, tied with civic duty, also at 75%. However, a higher percentage of residents now feel that volunteerism is "very important" compared to civic duty—47% vs. 39%. In 2000, 40% said volunteerism was "very important," with civic duty at 41%.

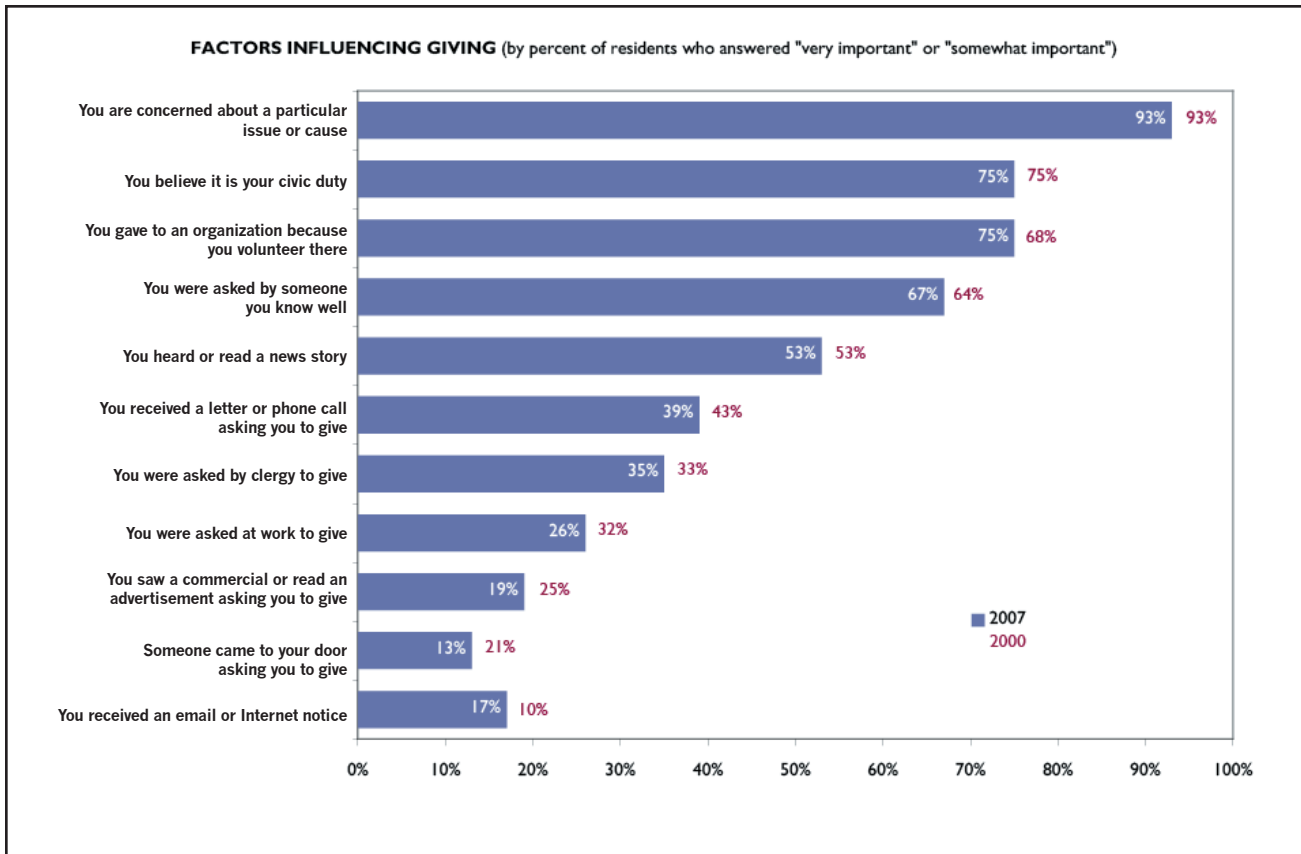
- The giving-volunteering connection is even more important for younger residents (82% for those in both the 18-35 and 36-53 age groups) than older residents (67%).
- The top reason remains the concern of the giver for the particular cause or issue: Like seven years ago, 93% say that this is an important reason for donating, with about three-quarters agreeing that it is "very important."
- After these top three reasons, a majority of people say that an important reason for giving was that

they were asked by someone they know well (67%) and that they heard or read a news story (53%). Both reasons were cited by about the same percentage of people in 2000. Differences exist by age group: Being asked by someone you know well is important to a larger percentage of younger residents (77% of those aged 18-35 and 73% of those 36-53) compared to older residents (60% of those aged 54 and over).

- ✦ Like seven years ago, all other reasons were cited as important by less than half of the respondents. Compared to 2000, a smaller percentage of Marin donors cited the following as important reasons for giving: someone coming to the door (from 21% in 2000 to 13% in 2007), seeing a commercial or reading an advertisement asking them to give (from 25% to 19%), and being asked at work to give (from 32% to 26%). Differences do exist by age group: 42% of those aged 18-35 said being asked at work was important, compared to 27% of those aged 36-53 and just 19% of those aged 54 and over. Similarly, 49% of those aged 18-35 said that being asked by clergy was important, compared to 31% of those 36-53 and 32% of those 54 and over.
- ✦ Although still small, a growing percentage of givers say that receiving an email or Internet notice is an important reason for donating—rising from 10% in 2000 to 17% in 2007.
- ✦ Besides volunteering with the organization, the only other reason cited by a larger percentage of Marin givers as “very important” compared to 2000 was “you were asked by clergy to give.” It rose from 10% to 15%. A total of 35% now say that being asked by clergy to give is an important reason for making a donation. During this period, the percentage of residents who say they attend religious services once per month or more also rose—from 32% to 38%.

✦ In the 2007 survey, almost half of Marin givers (48%) also said that “something else inspired you to give money or property.” Respondents were then given the opportunity to describe that inspiration. The majority of responses fell into the following six categories, with the remainder varying widely:

1. **Personal experience.** The largest number offered an example of a personal or family experience or tragedy that shaped their interest in giving and volunteering.
2. **Moral duty.** The next largest number cited ethics, morality, conscience, faith, or that “it is just the right thing to do.”
3. **Community.** The third largest number were inspired by the desire to “take care of each other,” some at the local level and some in terms of the global community.
4. **Children and the future.** Some respondents also talked about children and leaving a legacy for future generations.
5. **Knowing the recipients.** Some spoke about their personal contact with beneficiaries of the giving or volunteering as an inspiration.
6. **Family tradition.** Some also cited family traditions, obligation, and history as an important factor in their giving.



WHAT INSPIRES MARIN RESIDENTS TO GIVE?

A sample of comments

I make a contribution to a camp for underprivileged children because of my own experiences of summer camps.

I give for the future of my children's generation. I also think it is important for kids growing up to realize it is not about me-me-me. It is about teaching my children.

We are trying to work to preserve the planet and humanity. I think it is important to look at the world as our community, rather than just take care of the person next door.

My duty as a person is to take care of my fellow human beings and work toward repairing the world.

I actually got to talk one-on-one with some homeless people.

I believe in causes like schools because of my grandchildren. Children and the environment are very important to me. I want to leave something behind.

I'm teaching values to my children and grandchildren.

What holds people back from doing more?

Most residents don't contribute more to charity because of financial reasons more than lack of time to learn more about charitable organizations.

- About three-quarters of Marin residents (76%) agree that they can't afford to contribute more to charity because of their "other expenses." Forty-four percent agreed "strongly" with this statement, far more than any other reason offered.
- A majority of residents (57%) also agree that they don't contribute more to charity because they are "worried" about their future finances.
- About half of residents (46%) agree that they don't contribute more to charity because they have most of their assets in their house or other real estate.
- At the same time, four in ten (39%) say they don't give more because they are already helping the community and other people through their taxes. Only 12% agreed "strongly" with this statement.
- About three in ten residents (28%) say they don't give more because they don't have the time to learn about charitable organizations.

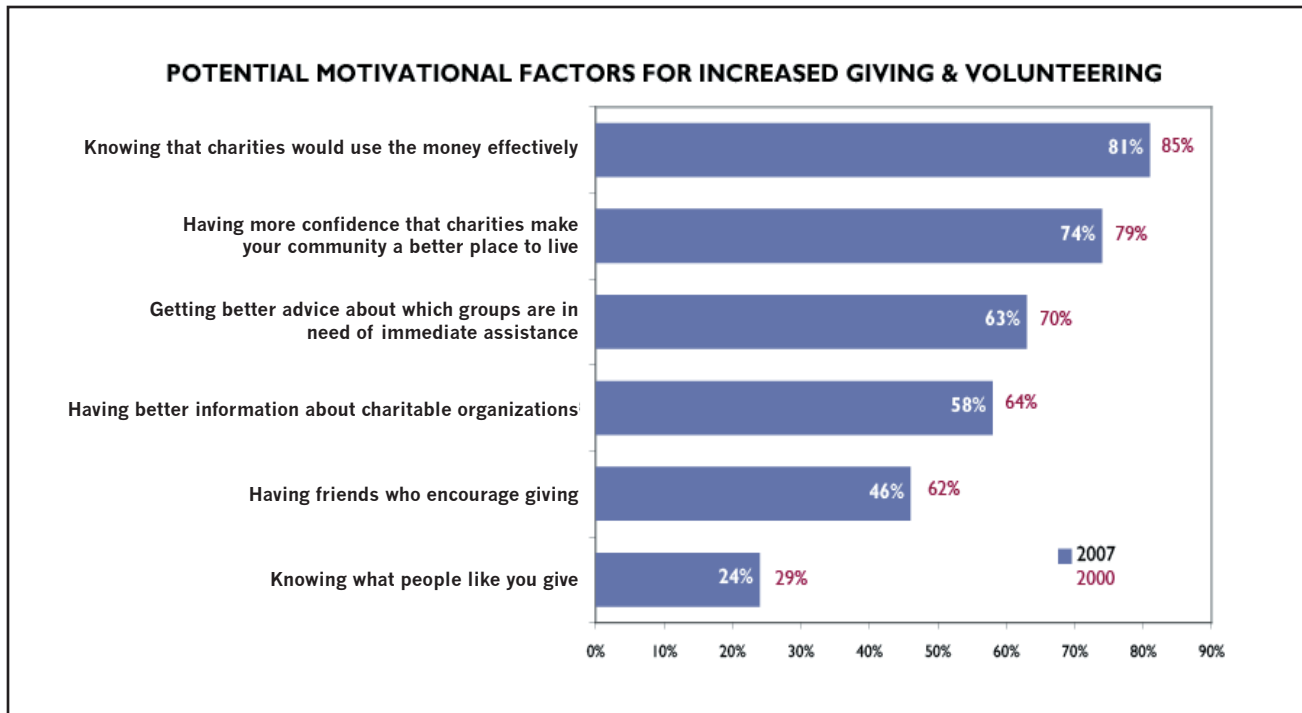
Some residents giving to disaster relief and political campaigns reduce their giving to other causes.

- Of the 56% of residents who contributed to disaster relief in the past two years, 20% say they contributed less to other organizations as a result, while 69% said it did not affect their level of giving to other groups, and the remainder did not know.

- Of the 30% of residents who contributed to a political candidate or campaign in the past year, 24% say they contributed less to other organizations as a result, while 63% said it did not affect their level of giving to other groups, and the remainder did not know.

Many residents say they would do more if they had greater confidence in the effectiveness of giving and volunteering.

- About half of residents (49%) say it would motivate them "a great deal" to donate more in their community if they knew that charities used the money effectively. However, this figure was down from 58% in 2000. A total of 81% of residents (down from 85% in 2000) would be at least somewhat motivated to donate more if they knew that charities used the money effectively.
- Over one-third of residents (35%) say it would motivate them "a great deal" to donate more if they had more confidence that charities make their community a better place to live. A total of 74% of residents would be at least somewhat motivated to donate more if they had more confidence that charities make their community a better place to live. There was little if any difference in these figures from 2000.
- A much higher share (83%) of Marin's youngest residents (18-35) say that having more confidence that charities are making a difference would motivate them to increase their giving. A much higher share (84%) of the newest Marin residents (0-5 years) feel the same way.



There are opportunities to grow giving and volunteerism in the future.

In addition to addressing the financial concerns and questions about the effectiveness of charitable organizations described above, there appear to be good opportunities to grow future giving and volunteerism in Marin County. These include:

- ✦ more information and communication from charitable organizations
- ✦ more mutual encouragement among givers and volunteers
- ✦ expanded workplace incentives
- ✦ wider and more varied use of the Internet for communication and donations
- ✦ growth in charitable bequests in wills, estate plans, and living trusts

Younger and newer residents—who tend to give less of their income to charity—are much more interested in learning about local charitable organizations.

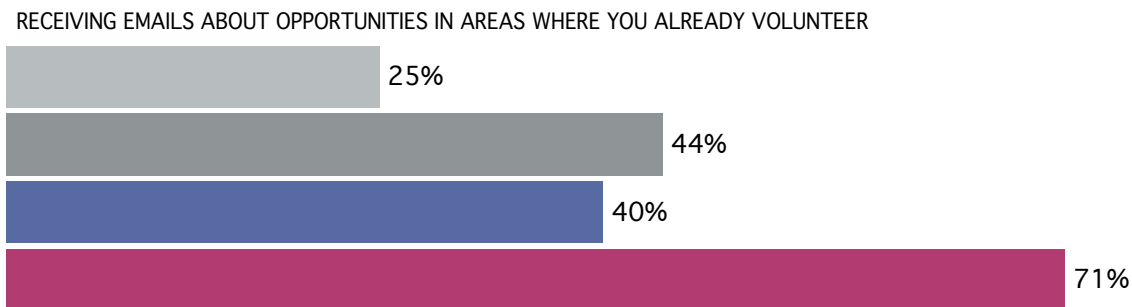
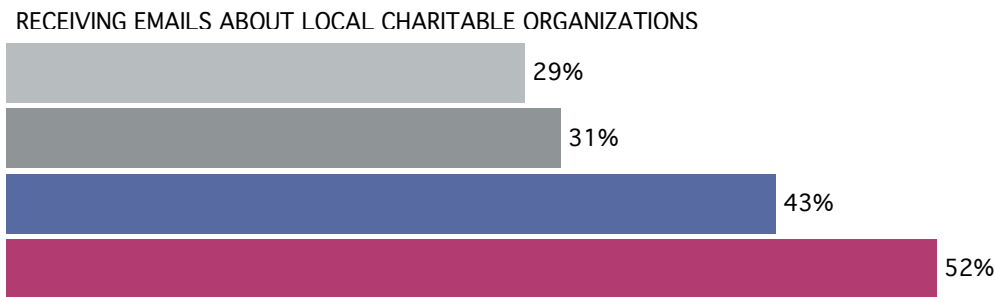
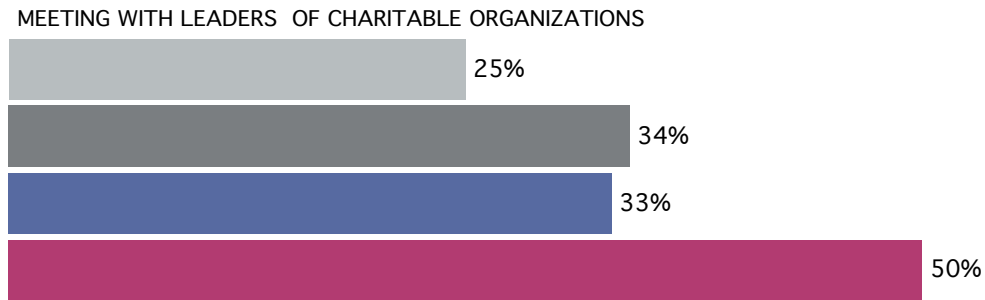
✦ 34% of Marin residents say they are at least “somewhat interested” in meeting with leaders of charitable organizations to get more information about giving and volunteering opportunities, up from 25% who expressed this interest in 2000. About 50% of younger residents (aged 18-35) and 37% of those aged 36-53 were interested in such meetings, compared to 23% of older residents. Moreover, the proportion of younger residents interested in meeting with leaders of charitable organizations has risen from 33% to 50% since 2000, as has the percentage of those aged 36-53 (from 25% to 37%).

✦ The percentage of 0-5 year residents interested in meeting with leaders of charitable organizations increased from 27% to 37% in the past seven years. The percentage of 6-10 year residents interested in meeting with these leaders also rose from 29% to 37% during this period. So too did the percentage of longer-term residents (32%) compared to 2000 (24%).

- ♦ 31% are interested in receiving emails about charitable opportunities in Marin County, about the same as seven years ago (29%). However, over half (52%) of younger residents (aged 18-35) are interested in emails of this kind—up from 43% in 2000.
- ♦ 44% are interested in receiving emails about opportunities in areas in which they already volunteer or donate, compared to 25% in 2000. There were large increases for all age groups in this area: 71% of younger residents (aged 18-35) are interested in receiving emails of this kind, compared to just 40% in 2000; 47% of those aged 36-53 are also interested, compared to just 24% seven years ago; and 28% of those aged 54 and over are also interested, up from 11% in 2000.
- ♦ There were also large increases in every residency group: 60% of 0-5 year residents are interested in receiving emails of this kind, compared to just 34% in 2000; 58% of 6-10 year residents are also interested, compared to just 28% seven years ago; and 37% of longer-term residents are also interested, up from 22% in 2000.
- ♦ 62% are interested in having access to a single website on giving in Marin County. About 77% of younger residents (18-35) and 71% of residents aged 36-53 are interested in a single website. Similarly, 70% of Marin's newest residents (0-5 years)—and an even higher 74% of 6-10 year residents—are interested in a single website on giving.
- ♦ 58% say that better information about charitable and voluntary organizations is at least “somewhat” important to motivate them to increase their donations—although that figure is somewhat lower than seven years ago (64%). However, better information is important to more residents aged 18-35 (71%) than those 54 and over (48%). Information is also important to more of those living in Marin five years or less (69%) compared to longer-term residents of over ten years (55%).
- ♦ 63% say that better advice about which groups are in need of immediate assistance would be at least “somewhat” important as a motivator to increase their giving, down from 70% in 2000. However, this information is important to more (73%) younger residents (18-35) than residents 54 and over (54%).

GROWING INTEREST IN LOCAL CHARITABLE OPPORTUNITIES

(% who are very or somewhat interested)



Friends and peer role models would motivate some Marin residents—especially younger residents—to give more to charity.

• About half of Marin residents (46%) say that the influence of friends would motivate them at least “somewhat” to give more to charity, compared to 62% seven years ago. However, younger residents (18-35) are much more likely to say that friends would motivate them (64%).

• Knowing “what people like you give” would also be a motivator for younger people (18-35) in Marin County. Over half of this age group (54%) say it would be at least “somewhat” important, compared to 20% of those aged 36-53 and only 12% of older residents. Large differences also exist between newer residents of ten years or less (36%) compared to longer-term residents of more than ten years (18%).

Many residents would be influenced by matching contributions at work.

- More residents (53%) say that knowing that their employer would match their contributions would motivate them at least “somewhat” to give more to charity. One-quarter of residents (25%) say that it would mean “a great deal” if their employer would match their contributions. Employer match is particularly important as a motivator for those aged 18-35 (79%) and 36-53 (62%). The same is true for residents of five years or less (71%) and 6-10 years (67%).
- However, only 18% of working residents say that their employer matches contributions they make to charity. This figure is higher than seven years ago, when only 10% of working residents reported that

their employer matched their contributions to charity.

- A growing majority of working residents (59%) do say that their employer more generally serves “as a role model for employees to be active in the community” (compared to 51% in 2000). About the same percentage said that their employer provides opportunities to give to charities through payroll deduction (26% in 2007, 28% in 2000) and information about volunteer or charitable activities (42% in 2007, 43% in 2000). Just as in 2000, one-fifth of working residents (20%) receive stock as part of their compensation—which they could use as part of their charitable giving.
- In a new question asked in 2007, about one-fifth of working residents (22%) report that their employers offered paid time off for volunteering.

THE INTERNET HAS BECOME MUCH MORE IMPORTANT IN THE LIVES OF MARIN RESIDENTS

For most Marin residents, the Internet is an accessible resource for information, communication, and financial transactions.

82% of Marin residents now have regular access to the Internet from a computer at home, work, school, or some other place, up from 70% in 2000. Access is consistently high among different groups, with the exception of households with annual incomes of less than \$40,000: Only 61% of these households have regular access to the Internet.

86% of residents say they have used the Internet to purchase some kind of goods or service in the past year, even more than have regular access.

A large number of residents (62%) use the Internet more generally to communicate with people about social or political issues or causes.

More Marin residents are using the Internet to post comments (31%) than are writing letters or a response to a local newspaper or other media (23%). A higher percentage of residents aged 18-35 (43%) use the Internet to post comments.

Many residents already use the Internet in their decisions about charitable giving and volunteering—and many would be motivated by easier Internet options.

- 47% of Marin residents obtained information about charitable giving or volunteering from the Internet in the past year. A larger share (55%) of residents under 54 years of age than older

residents (36%) obtained information in this manner. Similarly, 59% of Marin residents of ten years or less obtained information about charitable giving or volunteering from the Internet, compared to 43% of longer-term residents of more than ten years.

- ✦ About the same proportion of residents (43%) used the Internet to communicate with other people about charitable giving or volunteering. The proportions were higher for residents aged 36-53 (51%) and 6-10 year residents of Marin County (50%).
- ✦ Although 35% used the Internet to contribute money to a national charity or other organization not in their community, only 22% made Internet donations to local charities. This gap was even larger among those aged 36-53: 43% used the Internet to give to national organizations, but only 25% gave to local organizations in this manner. The gap was also larger among residents of 6-10 years: 42% used the Internet to give to national organizations, but only 25% gave to local organizations in this way.
- ✦ 29% of all residents say that “easier ways to donate money over the Internet” would motivate them at least “somewhat” to raise their level of contributions. This change would be even more important for younger and newer residents of Marin County. About 46% of those aged 18-35 and 33% of those 36-53 would be more motivated with easier ways to donate over the Internet. The same is true for residents of five years or less (46%) and 6-10 years (34%).

There is much more potential for charitable bequests in estate planning.

Since 2000, there has been little change in how Marin residents are incorporating charities into their estate planning. Many do not have wills, estate plans, or living trusts—and few that do make a bequest to a charitable

organization in those documents. However, with the high levels of household income in the County, this could be a promising area for further development.

- ✦ Only 50% of residents have a will, formalized estate plan, or living trust, about the same as seven years ago (49%). Of this group, 20% say they have left a bequest to a charitable or religious organization, again about the same as in 2000 (22%). Of those who have left a bequest, 21% say that the bequest is through their IRA or 401K.
- ✦ There are major differences by age and length of residence: Only 15% of those 18-35 and 41% of those aged 36-53 have a will, estate plan, or living trust, compared to 77% of those 54 and over. Only 29% of Marin’s newest residents (0-5 years) and 43% of 6-10 year residents have a will, estate plan, or living trust, compared to 57% of longer-term residents of more than ten years.

There is a continuing story of progress and potential.

No community stands still. In 2000, Marin County faced a different set of challenges than today:

- ✦ The attitudes and behaviors of newer residents and longer-term residents were often far apart. Most of those differences have narrowed considerably.
- ✦ Many who were the newest (0-5 year) residents in 2000 are now 6-10 year residents, and their giving has become much more local as they have developed deeper roots in the community.
- ✦ In 2000, the Internet was just beginning to be a factor in giving and volunteerism. Today, it is much more central in people’s lives—and in how they reach out and interact with charitable organizations, each other, and sources of information on causes that they care about.

- ♦ Seven years ago, there was some interest in learning more about local nonprofits; today, there is much more interest, especially among younger residents trying to figure out where and how to get involved in the community.
- ♦ Marin residents volunteered at about the national average seven years ago—and now they give the gift of their time and expertise in much greater numbers.

Some of the aspirations and concerns in 2000 are still with us in 2007:

- ♦ For the most part, Marin County residents have high expectations for their community and believe that many of them are being met, such as their expectations regarding open space and education.
- ♦ At the same time, housing for people with various incomes and affordable, quality health care remain unfulfilled aspirations.
- ♦ Most residents still believe that giving and volunteerism can make a difference—but many also believe that Marin County is only fair or poor at working together to improve living conditions.

So, while much has changed, there is still much work to do:

- ♦ We need to understand what motivates Marin County residents to give and volunteer—and what they think prevents them from doing more.

- ♦ We need to recognize the differences among residents that do exist and tailor outreach strategies, giving options, and volunteer opportunities accordingly.
- ♦ We need to support each other in expanding the pool of givers and volunteers in the County—especially through innovative ways of conveying information, use of the Internet, workplace matching, estate planning, and other strategies.
- ♦ We need to be creative in how we frame problems and develop solutions to long-standing community concerns—areas that residents care about but believe Marin County is falling short in addressing them.

We know that many of most pressing challenges and biggest opportunities facing our community and others go beyond what charitable giving and volunteerism alone can address. However, in the history of our country, the active engagement of people in their community—and in state, national, and global concerns—has repeatedly inspired others to act, including policymakers, corporations, foundations, and many other organizations that build on and extend what began as the efforts of just a few.

Even as times change, what remains the same is that everyone is responsible—not just community leaders, elected officials, activists, and people involved in non-profit groups—for ensuring the long-term health of our County.

Survey Methodology

The general population survey of Marin County residents was conducted by the Field Research Corporation. During June and July 2007, Field Research Corporation completed telephone interviews in English and Spanish with 668 randomly selected adults in Marin County. The interview took about 25 minutes to complete. The overall sample results are weighted to be representative of Marin County adults. The maximum sampling error for a percentage based on a simple random sample of 668 adults is approximately 4% at the 95 percent confidence level.

Collaborative Economics helps civic entrepreneurs build prosperous communities. Assisting civic entrepreneurial leaders in more than 35 U.S. states and 10 foreign countries, their approach uses collaborative processes to design and implement initiatives for regional economic change. Using a combination of analytic capabilities, information about world-class economic strategies, and collaborative process skills, Collaborative Economics brings communities together and helps leaders transform their region by selecting and customizing products and services that build the local capacity to produce results. They have also conducted several community surveys on giving and volunteering.

Field Research Corporation is headquartered in San Francisco. Along with its affiliate, the Field Institute, it has provided public policy and social research services to foundations, government organizations, and corporations for over 60 years. Field has provided questionnaire design, data collection, and analysis on volunteerism and charitable giving in many of the larger California counties and regions, including Los Angeles, Silicon Valley, and the San Francisco Bay Area. It operates the Field Poll, which takes public opinion surveys in California on a wide range of issues.

Advisory Committee

The Foundation would like to thank the members of the advisory committee who helped us with this survey. Their insights about the themes we should explore and their review of the survey itself were valuable contributions to this effort.

Joan Brownstein, Executive Director, Marin County School Volunteers

Bill Clements, Vice President, Bernstein Investment Research and Management

Rita Cummings, Director of Development, Marin Agricultural Land Trust

Linda Davis, CEO, Center for Volunteer and Nonprofit Leadership of Marin

Gillian Donahey, Community Volunteer

Ken Drexler, Drexler & Leach; board member, Marin Conservation League

Trisha Garlock, Executive Director, KIDDO!

Sheira Kahn, Family Money Coach, Equius Partners

Cleve Justice, Director of Programs & Strategic Initiatives, Golden Gate National Parks Conservancy

Susan Rusche, Environmental Activist

Marty Weinstein, Executive Director, Bay Area Community Resources

John Young, Executive Director, Grassroots Leadership Network of Marin



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