

Celebrating the Generosity of Metro Denver

Results of the **2005** Giving & Volunteering Study



THE DENVER FOUNDATION
Eighty Years of Giving

The 2005 Giving and Volunteering Study

The Denver Foundation is Colorado's oldest and largest community foundation, with an eighty-year tradition of bringing Metro Denver residents together to meet our community's charitable needs. The Denver Foundation connects people who care with causes that matter.

Celebrating the Generosity of Metro Denver Results of the 2005 Giving and Volunteering Study

Last year, the Foundation and our donors gave grants totaling \$22 million to nonprofit organizations serving nearly every aspect of the community.

The Denver Foundation first undertook the Giving and Volunteering Study in the year 2000. Hundreds of nonprofit organizations used the results to help them improve their outreach, volunteer recruitment, and fundraising.

In the five years since the 2000 study, our community and our world have undergone dramatic changes. Colorado has weathered an economic downturn and partial recovery. Terrorists destroyed the World Trade Center on September 11, 2001. Devastating natural disasters have touched our hearts and our charitable spirits.

Therefore, the 2005 Giving and Volunteering Study looks at a different Metro Denver from the 2000 benchmark, and has been expanded to address a number of issues. The 2005 Study asks questions about giving in response to events at home and abroad, and investigates the giving and volunteering behavior of Metro Denver's growing communities of color. Most key measures, meanwhile, were kept consistent to track changes within the community over the last five years. The survey was conducted during July and August of 2005.

The 2005 Giving and Volunteering Study examines how Metro Denver residents give and volunteer, the causes they support, and the motivations and barriers to their charitable involvement. The goal of the 2005 Study is to provide useful information on how Metro Denver gives, and thereby help expand and improve community philanthropy.

Methodology

Working in conjunction with Market Perceptions, Inc., a statistically significant number of randomly-selected Metro Denver residents (754) took part in the survey through fifteen to twenty minute phone interviews. The margin of error is 3.6%. Researchers also collected additional data within Denver's communities of color, to help us better understand potential cultural differences that may exist. The data were then weighted by age and ethnicity to represent more accurately the adult population of the Metro Denver area.

Metro Denver: A Generous Community!

Though we've had some hard economic times, more Metro Denver residents are giving and volunteering than were doing so five years ago.

98% of Metro Denver residents give either time or money, and 72% give time **and** money

- 96% give donations of goods or dollars (up from 90% in 2000)
- 74% volunteer (up from 59% in 2000)

Metro Denver residents share a belief that everyone should contribute!

In the past five years, Metro Denver residents' opinions have shifted regarding who should support charities. Nearly all agree that Colorado's **businesses need to continue to play a strong role**. However, a larger percentage of residents believe that **individuals should support charity** compared to five years ago. And, after several years of well-publicized state budget cuts, more residents than before feel that **government should help support charities**.

93% of respondents still believe that corporations should support charity, relatively unchanged from 2000.

- *This perception of the charitable role of the corporate sector clashes with the actual support contributed to nonprofits in the U.S. In 2003 individuals made 83.5% of all gifts to nonprofits, foundations 10.9%, and corporations only 5.6%. (Giving USA 2004)*

More people believe that it is important for individuals and the government to support charities.

- 82% believe individuals should support charities (up from 76% in 2000)
- 75% believe that the government should support charities (up from 67% in 2000)
 - *In Colorado, state government funding accounts for approximately 11.5% of nonprofit dollars. (Colorado Association of Funders, Colorado Giving Study, 2004)*

Metro Denver residents believe charities are an important, effective, and beneficial part of our community.

92% believe charities **make our community better**.

80% believe charities are in **greater need** than five years ago.

69% believe charities are **more effective** than they were five years ago.

Most people are unaware that the nonprofit sector represents 6% of Colorado's economy (*Colorado Nonprofit Association*), including colleges, universities, churches, and hospitals. (As a comparison, the mining industry is 2% of Colorado's economy.)

- *Only 49% of Metro Denver residents think that the nonprofit sector is a significant portion of Colorado's economy.*

Fact from Communities of Color:

- Compared to the average of all respondents, residents from the African-American community are more likely to think there is a greater need for charity now than five years ago (92% vs. 80% average), and less likely to believe charities are more effective (59% vs. 69% average).



Donations

Who gives?

We're contributing more, but we could do better—especially among higher income households. Metro Denver residents are more likely to make contributions than residents of other communities, but we're also more affluent than the national average: so we could be giving more!

The Catalogue for Philanthropy Generosity Index ranks Colorado 43rd when comparing the percent of income donated by those who itemize their tax returns. While this doesn't include large, once-in-a-lifetime gifts of assets, or generous bequests, it does tell us that those with higher incomes could generally give more.

Although families with higher incomes tend to give more dollars to charity, they give a much **smaller percentage** of their income than those with lesser annual household incomes

- *Households with incomes of \$30,000 or less give 4.5% of their annual income to charity, while households with incomes of \$100,000 or more give 2.4% of their income.*
- *Since 2000, all households are giving more of their income, on average, but lower income households have had the biggest increase, from 2.9% to 4.5% of their income.*

Fact from Communities of Color:

- **All communities give generously.** More than ninety percent of White, Latino, African-American, and Asian households give to charity.

Residents throughout Metro Denver are generous – but those **who consider religion to be important give 50% more than their counterparts.**

- *Those who consider religion "Very Important" in their lives give 4.2% of their income, or an average of \$2,400 per year, as compared with only 2.3% or \$1,600 per year from those who consider religion less important.*

Why do people give?

77% of Metro Denver residents give because they believe it is **the right thing to do**. The next most likely reasons are because of religious beliefs (43%) and a family tradition of giving (37%). Only 18% of donors give because of the tax benefits. These findings are unchanged from the 2000 survey.

- *Volunteers are more likely to give, with 97% of the people who reported volunteering also gives to charity.*

Facts from Communities of Color:

- **Donors from the Latino and African-American communities are more likely to give because of a family tradition of giving, and because a charity has helped someone they know.**
- **African-American donors also reported they were more likely to give because it was "the right thing to do" (85% vs. 77% overall).**
- **Latino donors were more likely to give because of religious beliefs (55% vs. 43% overall).**

When choosing which organizations to support, people look for groups they **trust**, doing work they **believe in** — but trust is the most important factor.

- *90% say they choose an organization because it is one they can trust, and 77% believe charities are honest and ethical in their actions.*
- *85% choose an organization because it supports a cause they believe in.*
- *This is a notable shift from the 2000 survey, when "a cause you believe in" received a higher percentage (85%) than trust (82%). Governance scandals in the corporate sector may have contributed to this shift. Donors are seeking openness and accountability.*

People primarily give because **they are asked in person** by organizations they know and trust. While nonprofits spend a significant amount of time on special events, these are effective in soliciting gifts from less than half of respondents. In the last year:

- *70% gave because of a request in person from someone they know.*
- *45% gave in response to a request in person from some one unrelated to them.*
- *66% gave in response to mail from a familiar source.*
- *21% gave in response to mail from an unfamiliar source.*

- While telephone solicitations are increasingly unpopular, 49% of donors reported giving in response to a phone call from a familiar organization. This number drops to 15% when the organization is unknown to the donor.
- 41% gave through a special event.
- 40% of respondents reported giving in response to a news story.
- Of the 42% of respondents who have a will, 14% have made a provision to support charity.

What causes do people support?

While it's important to help those in need after disasters, **we can't forget causes and people in need closer to home.**

Donors in Metro Denver have given generously in recent years in response to national and international disasters. In the 2005 survey, Metro Denver donors reported giving more often to help victims of natural disasters than in the past. Though the survey was performed prior to the tragedies associated with Hurricanes Katrina and Rita in Louisiana, Texas, and Mississippi, it does include responses to the Southeast Asian tsunami. Recent reports indicate that Metro Denver giving to the American Red Cross in the wake of Hurricane Katrina exceeded \$7 million.

While giving is strong to help victims of natural disasters, we still have great needs to address in our communities closer to home. Fifty-eight percent of donors reported giving to human services agencies that help the needy, and 39% indicated giving to health-related causes. While we do not have a comparable measure from the 2000 survey, we know from front-line human services agencies that giving is down, while needs are greater than five years ago.

Donors were more likely to give to the following types of causes:

Human Services	58%
Religion	57%
Natural Disaster	48%
Family (not living with you)	44%
Education	43%
Youth	42%
Health	39%
International	39%

Donors were less likely to give to these causes:

Animal	27%
Crime/Abuse Victims	26%
Broad-Based Funds	26%
Environment	26%
Community Resources	25%
Political Advocacy	25%
Arts/Cultural Group	21%
Recreation/Sports Team	17%
Trade Association	12%

Facts from Communities of Color:

- Members of the Asian community are more likely to support arts and cultural organizations than the average donor.
- Members of the African-American community are more likely to give to organizations that help victims of crime and domestic abuse.

More than half of Metro Denver residents gave generously to help victims of the 9/11 terrorist attacks and of the Southeast Asian tsunami.

- 46% gave to help tsunami victims
- 45% gave to help 9/11 victims
- 39% gave to neither

What are the barriers to giving?

When people are asked why they don't give more to charity, the most common answer (75%) is "I can't afford to give more."

- 66% of donors say they don't give more because of the perceived high administrative costs of charities.
- 65% say that any extra money they have goes to friends and families.
- 50% say they already support too many nonprofits.

Fact from Communities of Color:

- Donors who are members of the Latino community are more likely (82%) to cite the needs of friends and family as a reason they don't give more.

Volunteers

Who volunteers?

Metro Denver residents volunteer at a high rate – 74% of us do some kind of work each month for no monetary pay, in service to people or causes outside of our households. This is up 15% from the 2000 survey, in part because we've included some informal types of volunteering. The following groups are most likely to volunteer:

- People who are younger than 35 (83%). This is a shift from five years ago, when the highest percentage of volunteers came from ages 50 – 64.
- People with religious convictions (76%).
- People who gave \$1,000 or more to charity (84%).
- People with higher incomes (85%) or post-graduate educations (83%).
- Residents of Boulder County also volunteer at a higher rate (82%) than other Metro Denver residents.

For people who volunteer, the amount of time that each individual volunteers has stayed **relatively flat** (15.2 hours per month now versus 15.3 hours per month in 2000).

How do we volunteer?

Though the amount given to local charities helping the needy has decreased, Metro Denver residents are **most likely to volunteer their time to help the needy**.

- 41% of volunteers worked to help **people in need** in the past twelve months.
- The next most common form of volunteering is **building, fixing, or repairing things** (38%), followed closely by **tutoring or helping in the classroom** (35%) and volunteering **professional services** for an organization (35%).

Fact from Communities of Color:

Members of the Latino community are significantly more likely to volunteer their time tutoring children or helping teachers in the classroom than (48%) the average volunteer (35%).

Where do we volunteer?

People are more likely to volunteer with the following types of causes:

Religious Group	31%
Family (not living with you)	29%
Youth Group	24%
Educational Org.	23%
Human Services Org.	20%
Health-Related Org.	18%
Trade Association	15%
Rec. or Sports Team	14%

People are less likely to volunteer with the following types of causes:

Political Advocacy	11%
Arts/Cultural Group	11%
Environmental	10%
Animal	8%
Foundation	5%
Crime/Abuse	5%
Natural Disaster	4%
International Needs	4%
Broad-Based Funds	3%

What if we gave and volunteered more?

While we live in a generous community, the time is now for people to increase the amount that they give and volunteer to help improve the Metro Denver area. It's true that business, government, and organized philanthropy can do their part, but we cannot overestimate the importance of individual involvement. In fact, our involvement is the cornerstone of philanthropy.

What are some of the benefits that we would experience if we gave and volunteered more?

The lives of our children would improve.

"Our state has slipped in the widely-regarded KidsCount rankings and now ranks 28th in the nation on overall child well-being." – Colorado Children's Campaign (www.coloradokids.org)

More young people would go to college.

"An accessible and affordable higher education is not only essential for today's students but also for the economy and for Colorado's future." – *Denver Post* Editorial, September 25, 2005

Health care would be available to more of the people who need it.

"One out of five people in Colorado needs mental health services each year, yet fewer than a third of them receive care." – The Status of Mental Health Care in Colorado, report of the Mental Health Funders Collaborative, 2003

Some of our neighbors could find their way home.

"...we must be ever mindful of the more than 10,000 people who are homeless across Colorado and who continue to need our help." – John Parvensky, Guest Columnist, *Denver Post*, September 25, 2005

Arts and culture would reach a broader audience.

"(Since the recession that started in 2001), the Colorado Coalition of the Arts has been able to provide grants for arts education in less than half of Colorado's counties." – Colorado Business Committee on the Arts (www.cbca.org)

And so much more...



Unique Donor Segments

Metro Denver residents can be broken down into five unique segments based on their charitable activities, specifically the number of causes and types of causes they support. These segments are: Skeptics (30%), Sympathetics (28%), Idealists (17%), Philanthropists (13%), and Untapped Donors (12%).

Skeptics (30%)

Though many Skeptics say they can't afford to give more, their main barrier to increased support is a lack of trust. They're more likely to prefer to use their money in other ways, and they don't believe as strongly in the need for charitable organizations or that it is anyone's responsibility to support them.

They are hesitant to contribute more to charity because they are less likely to believe that charitable organizations are honest and ethical in their use of donations or that charitable organizations help make our communities better.

Skeptics tend to be younger and family-oriented, so when they do donate, they tend to support youth, religion, and the local community's needs. However, their level of giving is relatively low for the Denver Metro area, both in terms of financial contributions and volunteering of time.

Facts About Skeptics

- While all of them made a donation in the past 12 months, they are below average in terms of the amount and percentage of income donated
 - Average donation of \$1,450, or 2.3% of income.
 - Top causes for donating: Education, Health, Youth, Religion, and Human Services.
- 76% volunteer, but they are below average in the amount of time they donate.
 - 13.4 hours/month per household (vs. 18.1 on average).
 - Top causes for volunteering: Family, Education, Youth, Religion.

Demographics

- **Overall** – Average in terms of ethnicity, education, and income.
- **Age** – More likely to be under age 55.
- **Household Size** – Relatively large and likely to have children living at home.
- **Religion** – Not as likely to consider religion "Very Important".

Possible Messages for Skeptics

- Messages for Skeptics should stress that charitable organizations are an important aspect of the community, are effective, efficient, and honest, and that charities rely on support from individuals and not just businesses and government.

Motivations for Giving

- **More likely to say:** Tax benefits.
- **Less likely to say:** Religion; Helps causes you believe in; Helps causes in your community.

Barriers

- **More likely to say:** I can't afford to; I'd rather spend money in other ways.
- **Less likely to say:** No one asked; I give to family and friends.

How to Reach Skeptics

- **More likely to respond to:** Phone call from familiar source.
- **Less likely to respond to:** Mail from an unfamiliar source; story in the news; personal request.



Sympathetics (28%)

Sympathetics are on the opposite end of the spectrum from Skeptics. The primary defining characteristic of a Sympathetic is a strong religious belief. They are also believers in supporting charities, the role and importance of charities in the community, and charities' effectiveness in making our community a better place.

Sympathetics' level of support in terms of both money and time is almost equal to that of Philanthropists, despite having lower average incomes.

Sympathetics primarily focus their support on building strong family values and helping humanitarian causes. They seek organizations that they feel are trustworthy and well-managed, and that give them a clear understanding of how their money will be used. Sympathetics support organizations with which they have a personal connection.



Facts About Sympathetics

- 100% donate.
- Donate the largest percentage of their income of all five segments, and only Philanthropists' average annual donation is higher (by only about \$150 per year).
 - Average donation of \$2,968, or 4.6% of income.
 - Top causes for donating: Religion, International Needs, Disaster Relief, Human Services, Family.
- 77% volunteer, and donate time generously.
 - 23.6 hours/month per household (vs. 18.1 average).
 - Top causes for volunteering: Religion, Youth, Family, Human Services.

Demographics

- **Overall** – Average in terms of income and education.
- **Ethnicity** – More likely to be Latino (22%).
- **Age** – More likely to be under 35 years of age.
- **Family** – More likely to be married.
- **Household Size** – Not likely to live alone, but only one-third have more than three people in their household.
- **Religion** – Most likely to consider religion “Very Important” (73%).

Possible Messages for Sympathetics

- While Sympathetics are generous in their support, the scope of their causes is limited. Increasing the amount of information Sympathetics have about charitable organizations will likely increase their support of a broader scope of organizations.

Motivations for Giving

- **More likely to say:** It’s the right thing to do; religious beliefs; personal connection; supports causes I believe in; it’s an organization I trust; I volunteer with the organization.
- **Less likely to say:** *no motivations were rated below average for Sympathetics.*

Barriers

- **More likely to say:** Don’t know enough about charities; I give extra money to family and friends.
- **Less likely to say:** *no barriers were rated below average for Sympathetics.*

How to Reach Sympathetics

- **More likely to respond to:** Request in person; mail from a familiar source; story in the news.
- **Less likely to respond to:** Phone call from a familiar or unfamiliar source.

Idealists (17%)

Idealists are more globally minded than other donor segments and believe in supporting change through political means. They often sympathize with the plight of Third World countries and support the ideals of social and environmental consciousness. Idealists provide strong support for environmental causes, community resources, arts and culture, and animal welfare organizations.

An Idealist's belief in an organization's cause is the primary motivation for his or her support, while trust and confidence are secondary. They are well informed and cognizant of whom they support and whom they do not.

When they volunteer, they tend to do so for the same causes they support financially. However, their level of volunteering activity is somewhat limited compared to that of the average Metro Denver resident.

Facts About Idealists

- 100% donate, falling in the middle in terms of amount and percentage of income.
 - Average donation of \$1,913, or 2.6% of income.
 - Top causes for donating: Environment, Human Services, Natural Disasters, International Needs, Animal Welfare.
- 72% volunteer, but they donate less time than other segments.
 - 10 hours/month per household (versus 18.1 average).
 - Top causes for volunteering: Community Resources, Political Advocacy, Arts/Culture, Environment, Youth Groups, Animal Welfare.

Demographics

- **Income** – Above average.
- **Ethnicity** – Predominantly Caucasian (87%).
- **Age** – More likely to be under 35 years of age.
- **Household Size** – Least likely to have children living at home (one out of every two households).
- **Religion** – Most likely to consider religion “Not at All Important” (23%).

Possible Messages for Idealists

- Idealists rarely stray from the causes they are passionate about supporting, but their support is comparatively low, so messaging aimed at increasing their level of support within their causes may be the best approach

Motivations for Giving

- **More likely to say:** *no motivations were rated above average for Idealists.*
- **Less likely to say:** Clear understanding of how the money will be used; it’s an organization I trust; the organization helped me or someone I know; tax benefits; religious beliefs.

Barriers

- **More likely to say:** *no barriers were rated above average for Idealists.*
- **Less likely to say:** Charities don’t deserve my support; I don’t get around to it; I don’t know enough; I give extra money to family and friends.

How to Reach Idealists

- **More likely to respond to:** Mail from an unfamiliar or familiar source; phone call from a familiar source; special event.
- **Less likely to respond to:** *no methods were rated below average for Idealists.*



Philanthropists (13%)

Philanthropists generally have ample resources and the desire to support a variety of different causes. They value giving back to the community, and believe that it is their responsibility to do so. They are well informed and well educated, and they get great pleasure helping those in need, while looking for little personal acknowledgement in return.

Along with the Idealists, Philanthropists are the most likely donor type to support the environment, arts and culture, community resources, and animal welfare. However, Philanthropists support a far greater spectrum of causes and organizations, and their overall level of support is substantially higher as well.

Financially, Philanthropists look at the perceived needs of the community when pledging their support, rather than allowing emotional engagement or personal connections to dictate which organizations to assist. When donating their time, they are more likely than most to be active participants in fundraising events, as coaches and youth group leaders, and many offer their professional skills free of charge. They are also heavily involved with education, family, politics, and the arts.

Facts About Philanthropists

- 100% donate, and contribute the most generously of all five segments.
 - Average annual donation of \$3,124, or 3.5% of income.
 - Top causes for donating: Human Services, Education, Disaster Relief, Health, Family.
- 85% volunteer, and they donate time the most generously.
 - 31.2 hrs/month per household (nearly twice the average).
 - Top causes for volunteering: Family, Religion, Education, Prof/Trade Association, Arts/Culture, Youth.



Demographics

- **Overall** – Highest income; roughly a third report six-figure incomes.
- **Ethnicity** – Predominantly Caucasian (82%).
- **Education** – Highest; 40% have post-graduate degrees.
- **Age** – Most likely to be over 55.
- **Family** – Most likely to be married (79%).
- **County** – Half from either Boulder County or Jefferson County.

Possible Messages for Philanthropists

- Philanthropists are eager to help and respond well to requests. They like to participate, not just donate, so many opportunities exist to increase their support.

Motivations for Giving

- **More likely to say:** *no motivations were rated above average for Philanthropists.*
- **Less likely to say:** The organization helped me or someone I know; The organization lets me know the contribution is needed and appreciated.

Barriers

- **More likely to say:** I already support too many; I give to family and friends.
- **Less likely to say:** I would rather spend my money in other ways; I don't think charities deserve my support; I don't know enough about charities; I don't get enough personal acknowledgement.

How to Reach Philanthropists

- **More likely to respond to:** mail from an unfamiliar or familiar source; phone call from a familiar source; story in the news; personal request; special event.
- **Less likely to respond to:** *no methods were rated below average for Philanthropists.*

Untapped Donors (12%)

Untapped donors currently exhibit limited support for charity, and rarely make contributions outside of family and religion. They are more likely to be motivated by family tradition or helping those they know.

These donors are labeled as “Untapped” because many are not opposed to increasing their level of support, but simply lack either the means to do so or the necessary information. Additionally, they are more likely to say that no one has asked them for a contribution.

It’s important to note that Untapped Donors who do volunteer are among the most active, so personal involvement may be a key means to reach this group. Often, these donors are young and just starting out in life, so charities that can make a connection may have a chance to create a long relationship.

Facts About Untapped Donors

- 69% donate, but they rarely give more than \$500 annually.
 - Average annual donation of \$402, or 1.0% of income.
 - Top causes for donating: Family, Religion.
- Only 51% volunteer, but those who do are quite active.
 - For each untapped donor who volunteers, 23.2 hrs/month (higher than donors in any other segment).
 - Top causes for volunteering: Family, Religion, Education, Human Services.

Demographics

- **Income** – Nearly half earn \$30,000 or less.
- **Ethnicity** – 59% from communities of color (40% Hispanic).
- **Education** – Less than one-third have college degrees.
- **Age** – Youngest; nearly half under 35 year of age, 17% under 25.
- **Family** – Least likely to be married (79%).
- **Household Size** – tends to be larger.

Possible Messages for Untapped Donors

- It is important to convey that charity means more than large contributions and that there are many charitable organizations that help their local community; even small donations are meaningful; volunteering for one day a month is a generous contribution.

Motivations for Giving

- **More likely to say:** The organization helps causes in my community; the organization helped me or someone I know; the organization lets me know my contribution is needed and appreciated.
- **Less likely to say:** It is the right thing to do; supports causes I believe in.

Barriers

- **More likely to say:** No one asked me to give; I would but don't seem to get around to it; I don't know enough about charities; I give to family and friends; I'm not sure what they did with my last gift; I don't get enough personal acknowledgement.
- **Less likely to say:** I already support too many charities.

How to Reach Untapped Donors

- **More likely to respond to:** *no methods were rated above average for Untapped Donors—but remember the link to volunteering.*
- **Less likely to respond to:** mail from an unfamiliar *or* familiar source; phone call from a familiar source; story in the news; advertising campaign; personal request; special event.



Action Steps

How can you do your part to help improve life in our community?

Individuals

- Are you donating the same amount you donated last year, or years ago? If so, take the challenge! Increase your donations to the organizations and causes that interest you.
- Involve your children in giving and volunteering. Give them a “charitable allowance” and have them select a charity to support, or offer to match their gifts to charity. Ask them to help you decide where the family’s donations will go.
- Volunteer! Volunteer alone, with your family, with business associates, or with your neighbors. Choose a charity to volunteer with and commit your time on a regular basis, even if it’s once a month or four times a year. Visit www.metrovolunteers.org for more information.
- Spread the word! If you love the charities you support, tell your friends and neighbors. Be willing to share your story with others, through an organization’s outreach efforts or on your own.
- Research nonprofit organizations doing good work in your areas of interest. Visit the Colorado Nonprofit Association website at www.coloradononprofits.org, or The Denver Foundation’s website at www.denverfoundation.org. Organizations that have received dollars from The Denver Foundation’s Community Grants Program have undergone rigorous review for quality of service and efficiency.

Nonprofits

- Tell your story! Whose life did you enrich today? What differentiates your organization from others doing similar work?
- Find a champion or champions—individuals or families who have been helped by your organization, and who are willing to talk about how their lives have been changed. Their stories lend relevance and credibility to your mission.
- Make inclusiveness a part of all of your activities: reach out to donors, volunteers, clients, and supporters in all communities. For more information, check out The Denver Foundation’s Expanding Nonprofit Inclusiveness Initiative at www.denverfoundation.org.
- Don’t make every communication with donors or potential donors a request for a donation. Talk to donors about their interests and use that information to build relationships with your supporters.
- After donors give, follow up with more than a simple thank you! Let them know how their contribution improved the community or changed someone’s life for the better.
- Remember to practice accountability to your supporters. Be open about your financial status, your administrative practices and your operations.
- Constantly work to improve your effectiveness. Even for excellent organizations, it is always possible to get better! If your organization is a smaller nonprofit, visit the Colorado Nonprofit Development Center at www.startnonprofit.org and learn about their financial management and accounting services.



- Take part in activities through organizations like the Colorado Nonprofit Association and Metro Volunteers that advance the nonprofit sector as a whole.

Businesses

- Adopt an organization to support with donations and employee volunteer teams. Look within your community or neighborhood for a school, homeless shelter, reading program, arts enrichment project or home for the elderly to help.
- Encourage employees to volunteer for organizations near their homes. Consider offering paid time off for employees who volunteer. Recognize employees for their community service!
- Establish a matching gifts program to match employee contributions to nonprofit organizations.
- Commit a percentage of pre- or post-tax profits to donate to the community. Join The 2% Club and the Colorado Association of Funders (www.coloradofunders.org) to share ideas with other community-minded business leaders.

- Consider partnerships with nonprofit organizations through your marketing and promotions departments.

Financial and Legal Advisors

- As you discuss your clients' financial goals, try to learn more about their interests in the community. Ask your clients if they would like to include charitable giving as part of their financial plan or estate plan.
- Find out which community issues speak to your clients' passions. Connect your clients with nonprofit organizations that work in these areas. Check the web sites of The Denver Foundation (www.denverfoundation.org), the Colorado Nonprofit Association (www.coloradononprofits.org), Community Resource Center (www.crcamerica.org) or Metro Volunteers (www.metrovolunteers.org) for ideas.
- Work with a community foundation like The Denver Foundation if your clients want help thinking about where to contribute their charitable funds.

Foundations

- Encourage others to invest in the community by giving directly, creating new private foundations or giving through community foundations.
- Share the success stories you hear, from grantees and other funders, of how nonprofits help the community. The Colorado Association of Funders maintains a listing of Great Grants – if you're a member, add yours to the list!
- Join the Colorado Association of Funders (www.coloradofunders.org) to learn from and share ideas with your colleagues.



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Members of the staff of The Denver Foundation

Members of the staff of Schenkein (Leanna Clark, Elaine Ellis, Stephanie Hernandez)

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The 2005 Giving and Volunteering Study is dedicated to former Denver Foundation trustee Brad Butler and his life-long commitment to advancing philanthropy and corporate social responsibility.