

2002 Local Philanthropy Survey

In March 2002, The Rome Group conducted a survey of local development professionals and philanthropic leaders to gauge the impact of the 9/11 tragedies on giving in the St. Louis region.

Who Participated?

- 64 nonprofit organizations (out of 219 polled) including:
 - 18 educational institutions
 - 17 arts & cultural institutions
 - 14 social service organizations
 - 12 health-related organizations
 - 3 religious organizations

Results:

Projections This Year vs. Last Year

How do your fundraising results now (after 9/11) compare to the same period last year, and do you project an increase or decrease at year-end compared to the year before?

	Increase	Decrease	Same
All organizations	58%	32%	10%
Education	56%	33%	11%
Arts & culture	56%	25%	19%
Social service	77%	23%	-
Health care	42%	50%	8%
Religion	67%	33%	-

Donor Attitudes

Do you think donors are more or less willing to give as a result of the terrorist attacks?

Likely to Increase Giving	Likely to Give the Same Amount	Likely to Decrease Giving
38%	47%	15%

Impact of the Recession

Do you think the recession has had an impact on giving to your organization?

	Yes	No	Not Sure
All organizations	75%	17%	8%
Education	78%	11%	11%
Arts & Culture	65%	29%	6%

Social Service	79%	7%	14%
Health Care	75%	25%	-
Religion	100%	-	-

Changes in Approaches to Donors

Have you changed your approaches to current and prospective donors since 9/11?

	Made Changes	Did Not Make Changes
All organizations	56%	44%
Education	50%	50%
Arts & Culture	41%	59%
Social Service	71%	29%
Health Care	67%	33%
Religion	67%	33%

Conclusions

- The events of 9/11 had little or no negative impact on giving in St. Louis.
- The poor state of the economy is more of a threat than the events of 9/11, although at the time of this study, giving had not been substantially affected.
- The events of 9/11 raised awareness about philanthropy and the positive impact it can have. Donors have also become more aware of the emotional and other benefits they receive from making charitable gifts.
- Organizations are working to make donors feel more comfortable with giving through increased personal contact, communication and cultivation, as well as greater flexibility overall in their development programs.

In conclusion, while philanthropy in St. Louis might experience a slight downturn as a result of the events of 9/11, it should remain strong overall (unless the economy worsens significantly), with a greater number of donors becoming aware of the benefits of charitable giving. In turn, organizations will be more donor-focused and personalized in their approaches, which will likely result in increased giving in the long term.

For more information or for a complete copy of this survey, please contact The Rome Group.