

2004 Local Philanthropy Survey

The following information was gathered in a survey of St. Louis area nonprofit organizations conducted by The Rome Group in May 2004. Additional local statistics were provided by the Gateway to Giving Coalition. National statistics were provided by the Association of Fundraising Professionals, the AAFRC Trust for Philanthropy and the Center on Philanthropy at Indiana University.

The Big Picture

- More people are giving to charities, both locally and across the country.
- St. Louis is actually out-performing the rest of the country 70% of organizations locally reported increases in 2003 compared to 55% nationally).
- The stagnant economy of the last few years is starting to be less of a factor in fundraising.
- Fundraisers and nonprofit leaders throughout the country are more optimistic about the future.

The National Picture

- In December 2003, the Philanthropic Giving Index was up more than 15 percent from Summer 2003 and more than 7 percent from December 2002.
- Total charitable contributions from all U.S. sources were \$240 billion in 2003, an increase of 2.8% over the revised figures for 2002. More than three-quarters of this support came from individuals.

St. Louis Giving

- In 2003, St. Louis donors gave an estimated \$2.53 billion to charities. This is 14% higher than what a region of our size would be expected to give.
 - 71%, or about \$1.7 billion, went to local charities.
 - 45% went to religious groups, followed by 17% to public benefit organizations, 14% to human services and 10% to education.
 - 74% of St. Louis donations were made by individuals.
- St. Louisans under age 40 give 39% more than their peers across the country. Those ages 40-65 give 12% more, while ages 65+ give 17% less.
- St. Louisans with incomes between \$50,000-\$100,000 gave 26% more than people in that income group nationally.

Nonprofits' Perspective in St. Louis

- 70% saw increases in contributed income in 2003, and 72% expect higher results in 2004.

- Increases in support were especially evident for arts and culture, health, public benefit, and human services groups.
- 78% reported more gifts from individuals; 49% received more from foundations; 50% received more from corporations.

What's Behind the Growth in Giving?

- More requests for donations.
- Better donor follow-up/communication.
- Stronger image and reputation.
- Success in major and planned giving programs.
- Only 57% of nonprofits say the economy is still an issue, down from 82% a year earlier.

Ten Strategies for Success

1. Keep your mission and vision fresh, relevant and exciting
2. Look for ways to strengthen your leadership's skills and commitment.
3. Build your organization's capacity for fundraising.
4. Invest in your staff.
5. Build awareness of your agency, your cause and your successes.
6. Target your messages to the right constituencies.
7. Build personal relationships with your donors.
8. Know your donor base and look for ways to upgrade gifts.
9. Stay positive. Spread enthusiasm.
10. Stay nimble and flexible in your fundraising strategies.

For more information, please contact The Rome Group at solutions@theromegroup.com or 314-533-0930.