

# The Rising Tide

Charitable Giving & Volunteering  
In CNY

# Questions

- Who raised more money last year than you needed?
- Who knows how to attract new donors without spending any money to do it?
- Who has more volunteers than you need?

# Overview

## Philanthropy & Volunteerism

Big picture

Review of region

## Our Challenge

M & T Study

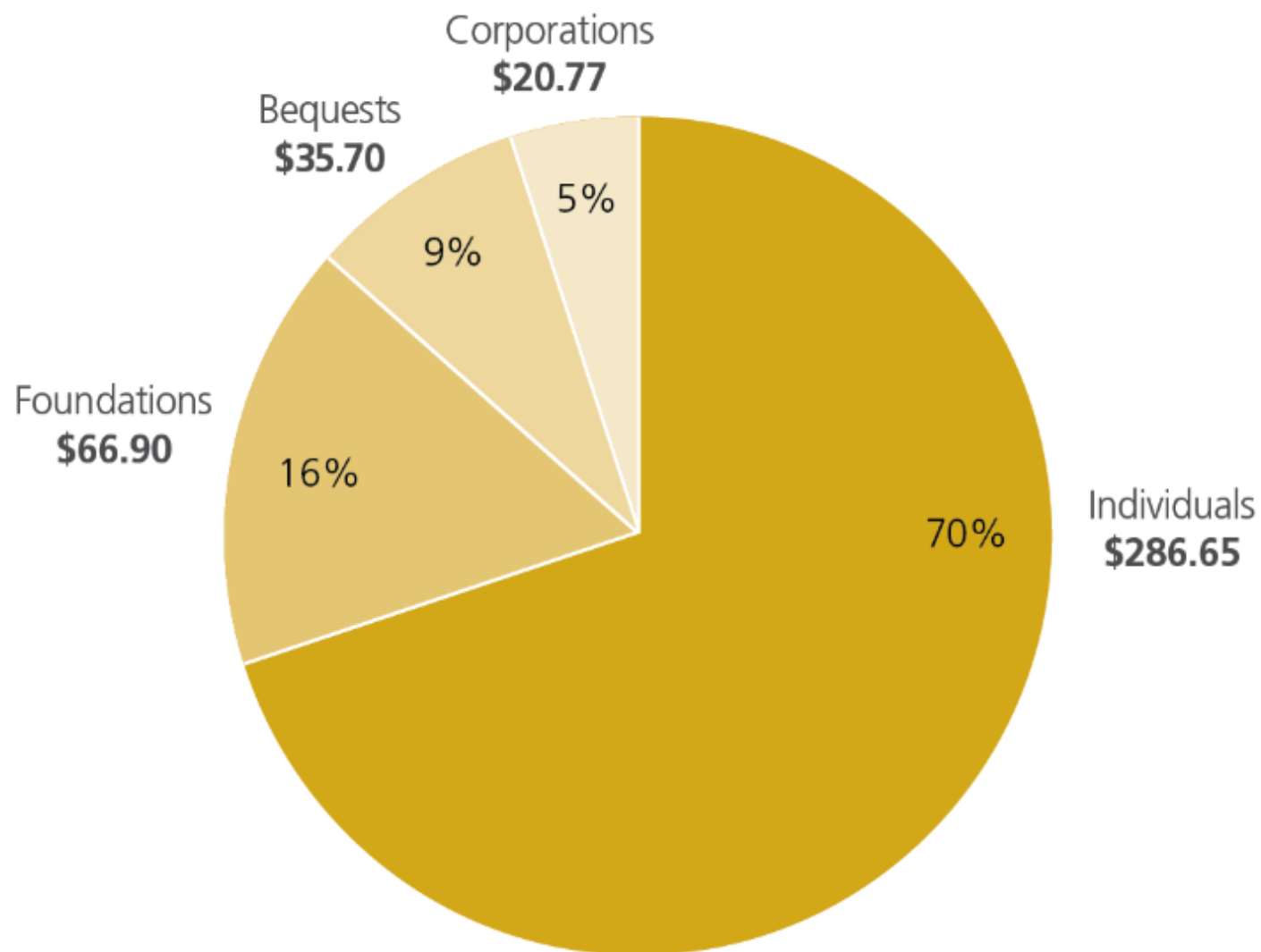
## Our Opportunity

# Community

- For a community to be whole, it must be based upon people's love and concern for each other. (Millard Fuller)
- We win as a community. We lose as a community. We succeed as a community. We fail as a community. (Unknown)

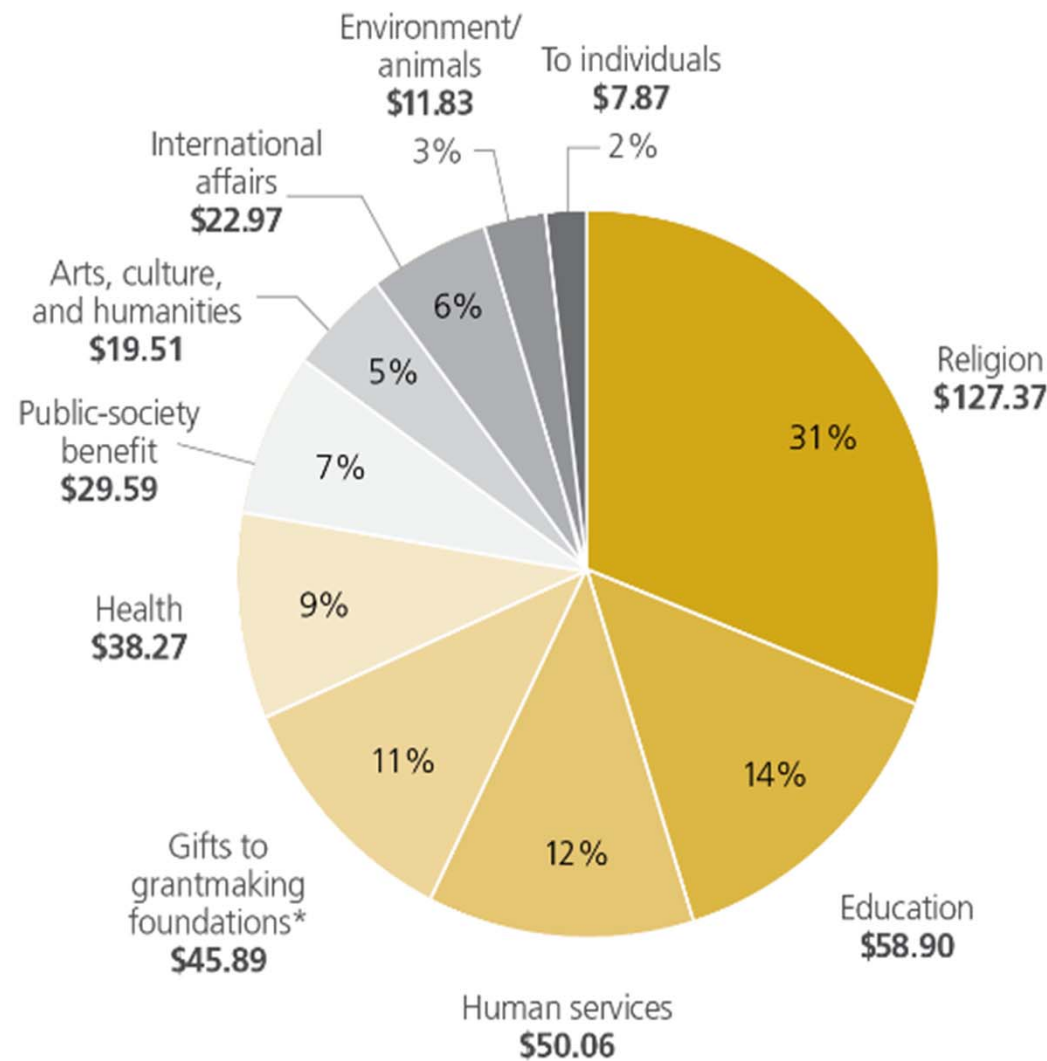
## 2017 contributions: \$410.02 billion by source (in billions of dollars – all figures are rounded)

5



# 2017 contributions: \$410.02 billion by type of recipient organization (in billions of dollars – all figures are rounded)

6



\* Estimate developed jointly by the Foundation Center and Giving USA

# 2017 Gifts

Individuals comprised 70% of all gifts

Foundations amounted to 16% of all gifts

Bequests accounted for 9% of all gifts

Individuals, bequest, and family foundations  
amounted to an estimated 86% of total giving

Corporations comprised 5% of total giving

# 2017

- EDUCATION: +6.2% (14% of all giving)
- HUMAN SERVICES: +5.1% (12% of all giving)
- FOUNDATIONS: +6% (11% of all giving)
- HEALTH: +15.5% (9% of all giving)
- PUBLIC-SOCIETY BENEFIT: +7.8% increase (7%)



# 2017

- INTERNATIONAL: -8.7% (6% of all giving)
- ARTS, CULTURE & HUMANITIES: +8.7% (5%)
- ENVIRONMENT/ANIMALS: +7.2% (3%)
- RELIGIOUS: +2.9% (31%)

Giving in CNY

## Charitable Giving Trends in Syracuse

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### *Analysis of IRS Statistics on Charitable Contributions*

**M&T** Bank

# M & T Bank – Charitable Giving in CNY

- Questions to be addressed:
  - How much does the Syracuse area donate to charity annually?
  - How does Syracuse giving compare with the rest of Upstate New York?
  - Does Syracuse give as much as similar metros in Upstate New York?

# How Charitable Was Syracuse\* in 2015?

**Total Contributions:** **\$241.0 Million**

**Total Adjusted Gross Income (TAGI):** **\$9.788 Billion**

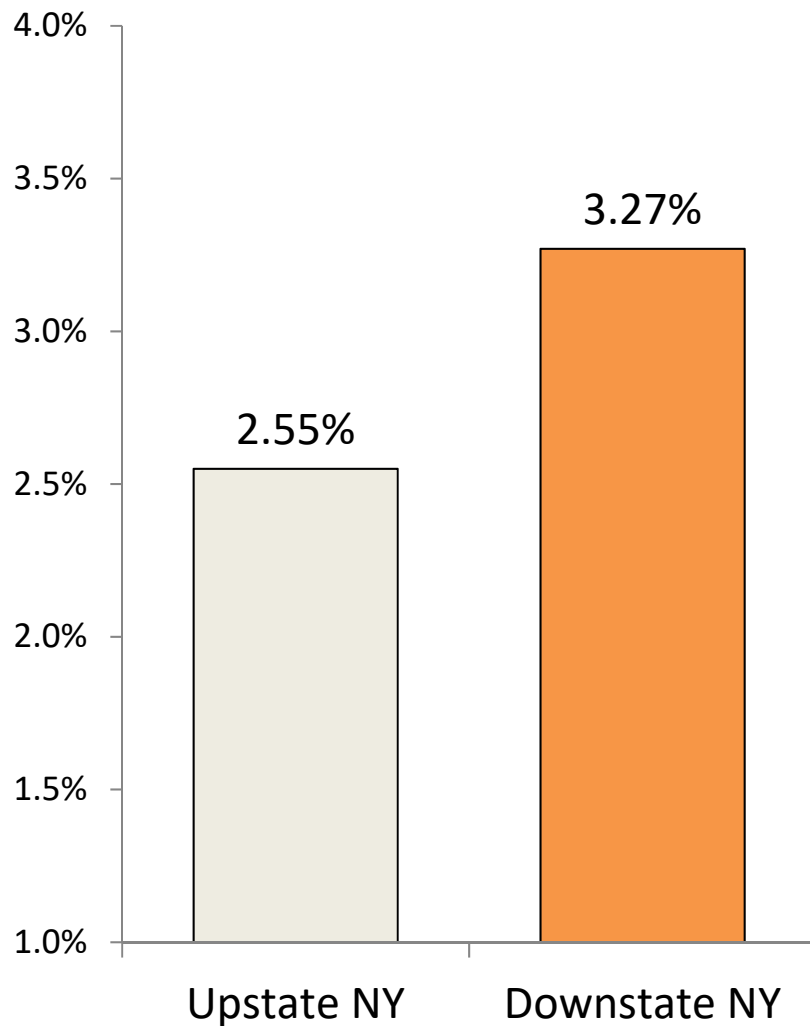
**Overall Giving Ratio:** **2.46%**

**Giving Ratio for \$200,000+ Bracket:** **2.46%**

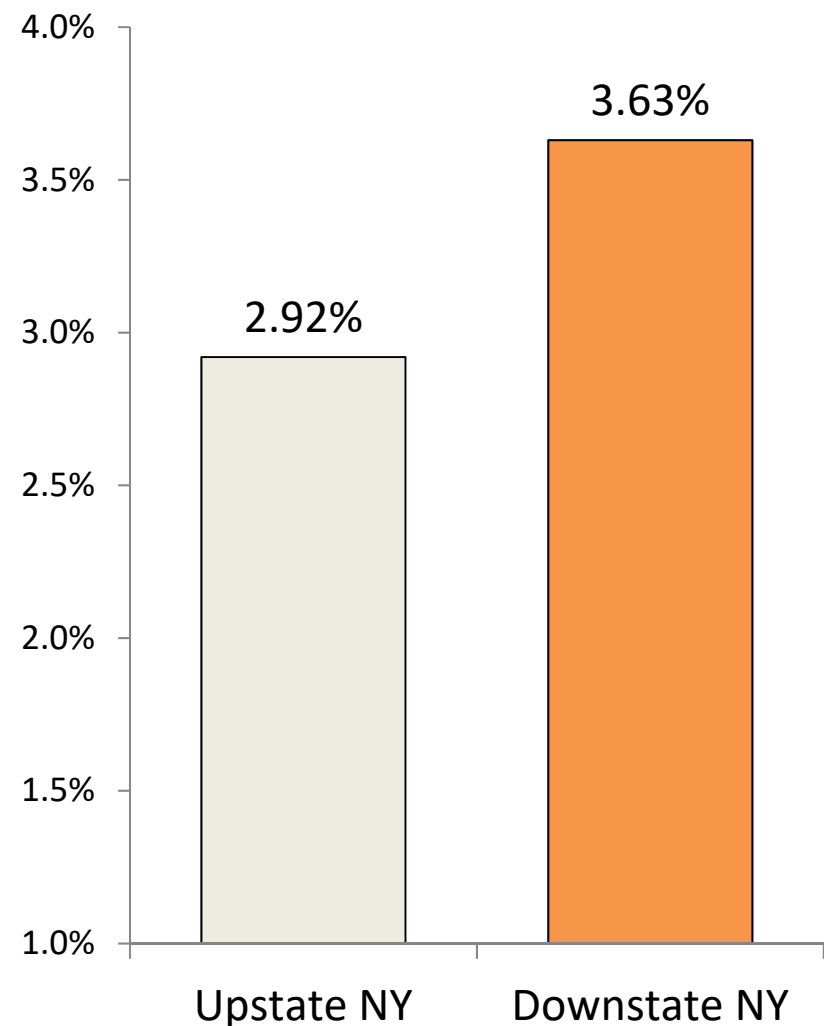
\* "Syracuse" in this presentation refers to Onondaga County. Similarly, other Upstate New York cities are used to refer to their primary county. For example, "Buffalo" is used to refer to Erie County.

# 2015 Giving Ratio – Upstate vs. Downstate

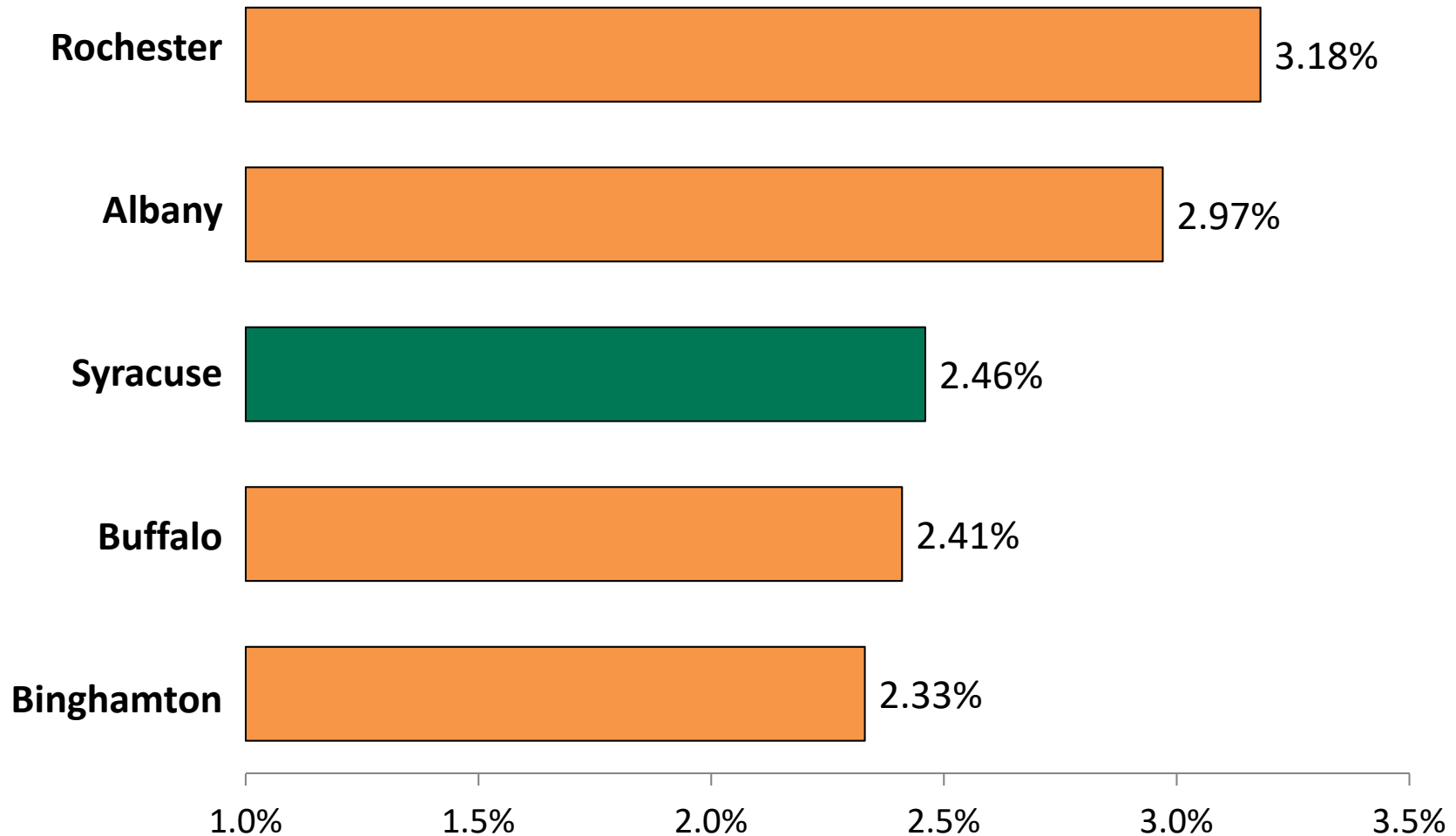
## All Income Brackets



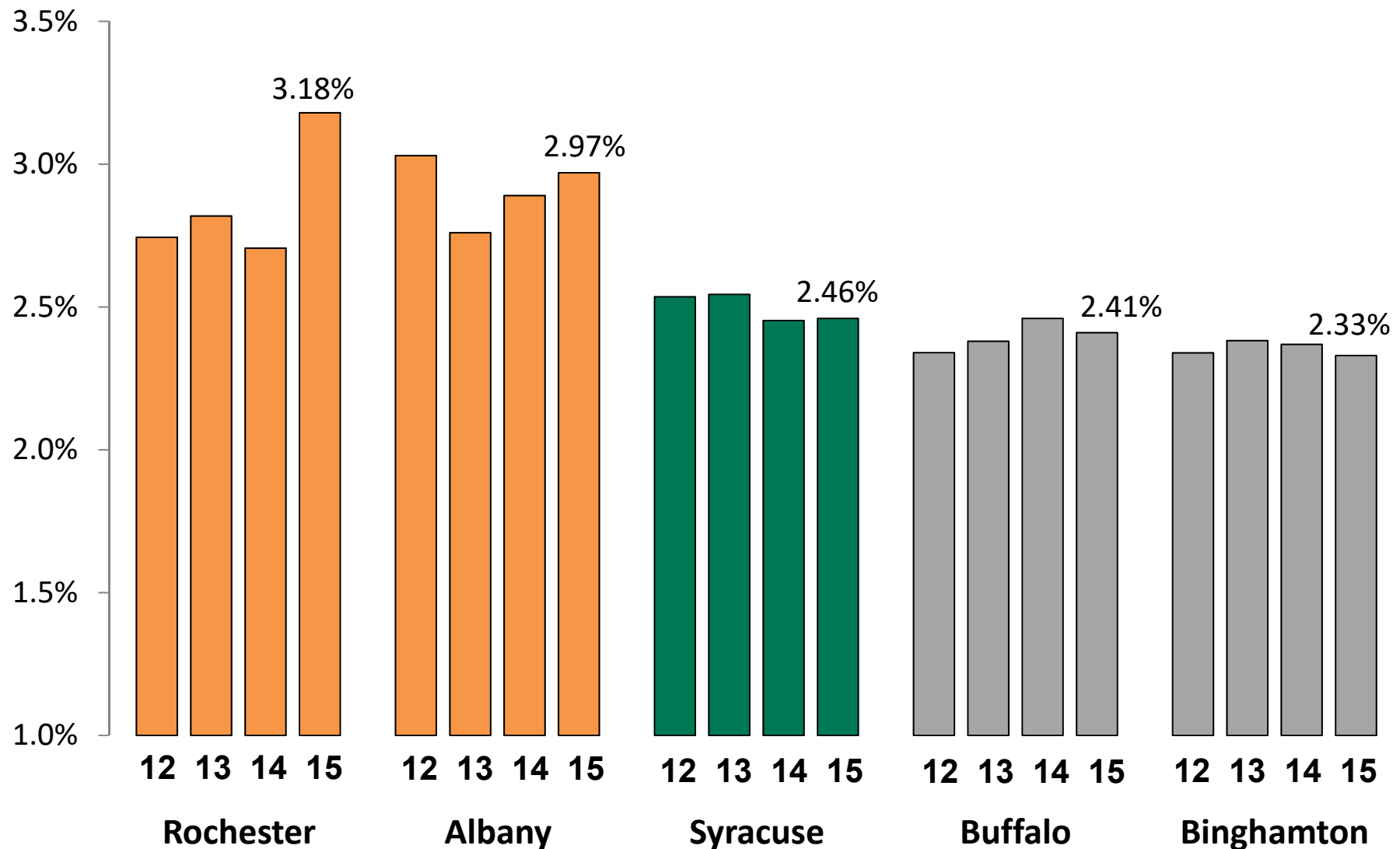
## \$200,000+ Bracket



# 2015 Giving Ratio – All Income Brackets

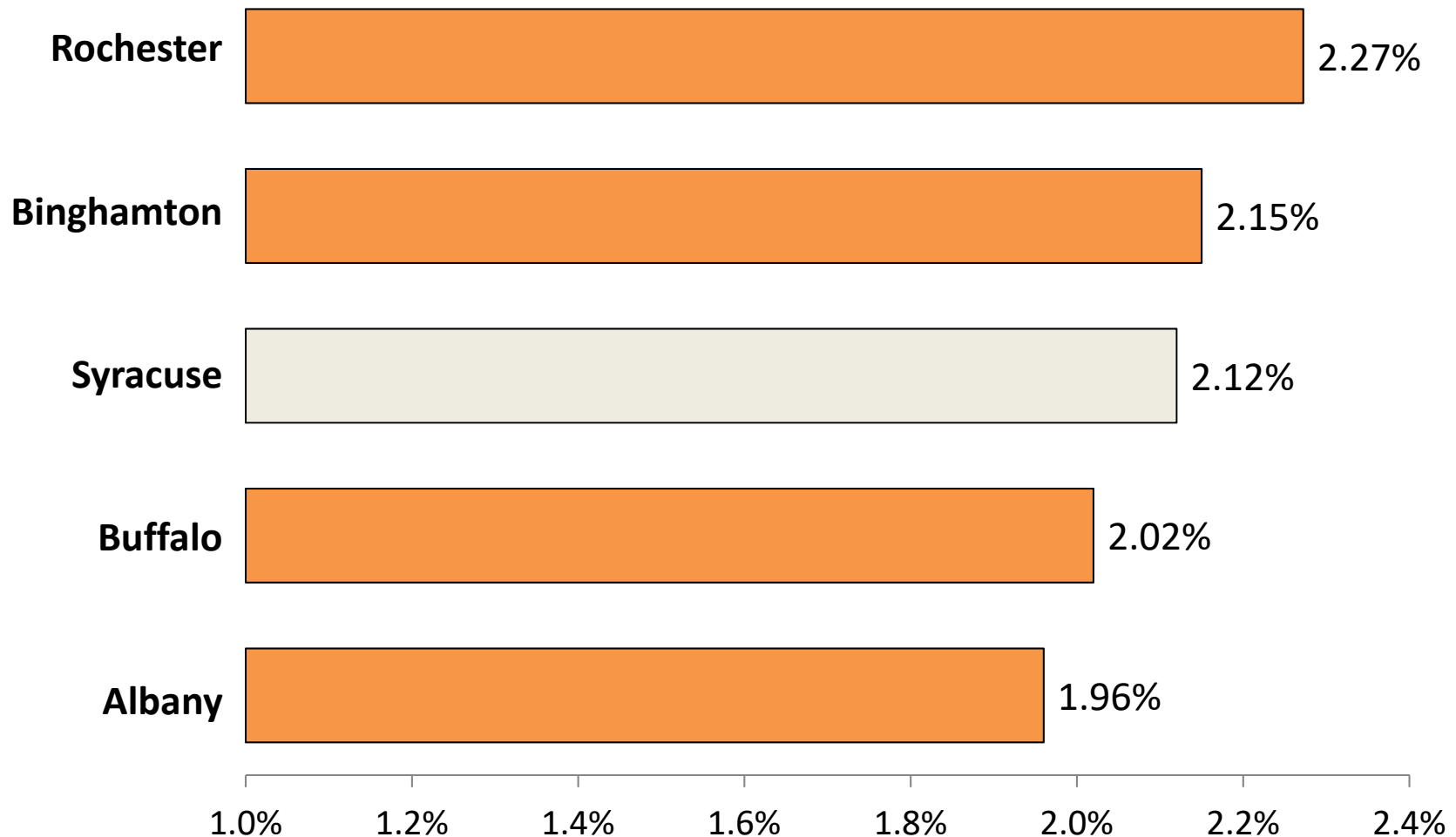


# Giving Ratio – All Income Brackets

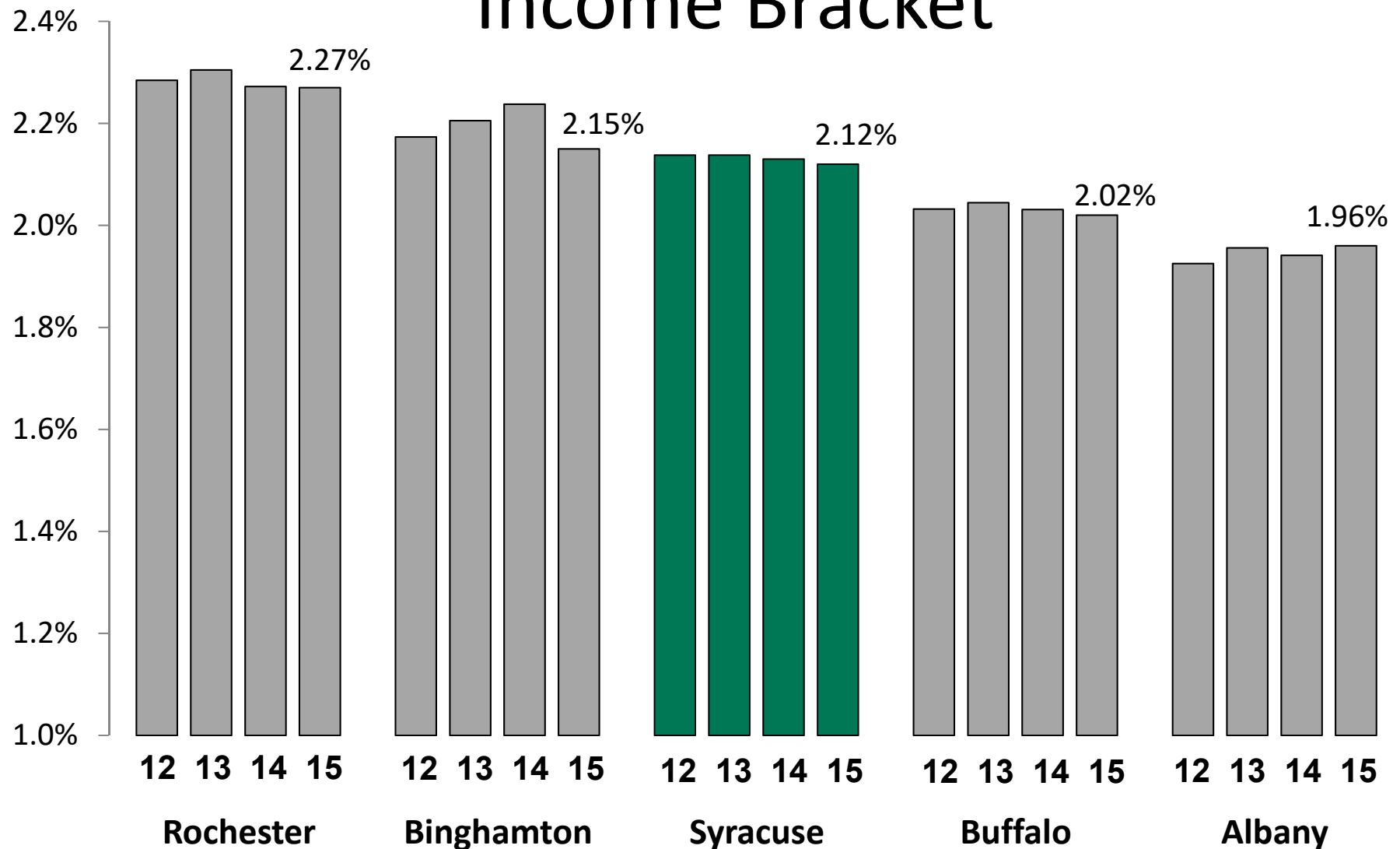




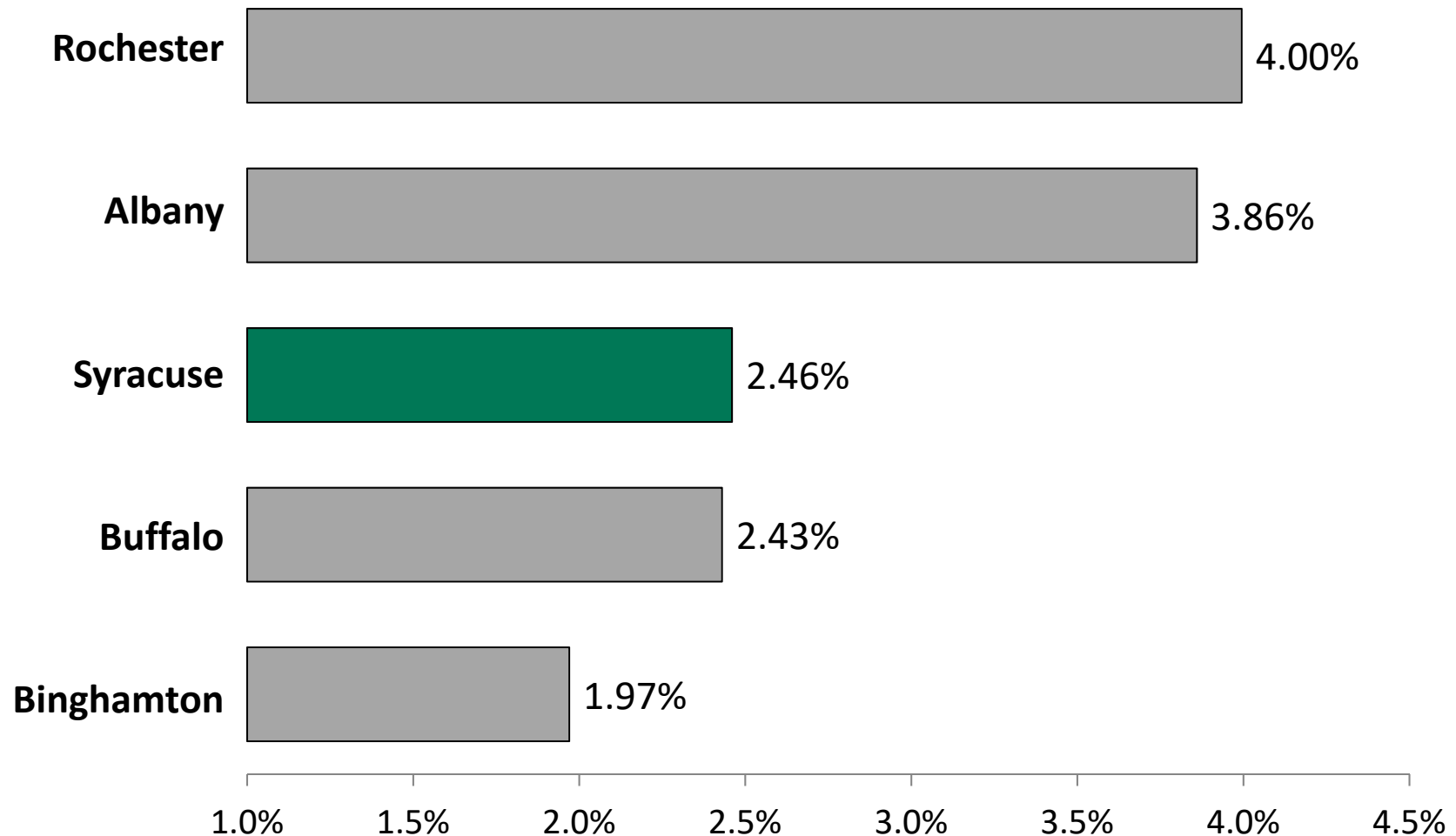
# 2015 Giving Ratio – \$100,000 - \$200,000 Income Bracket



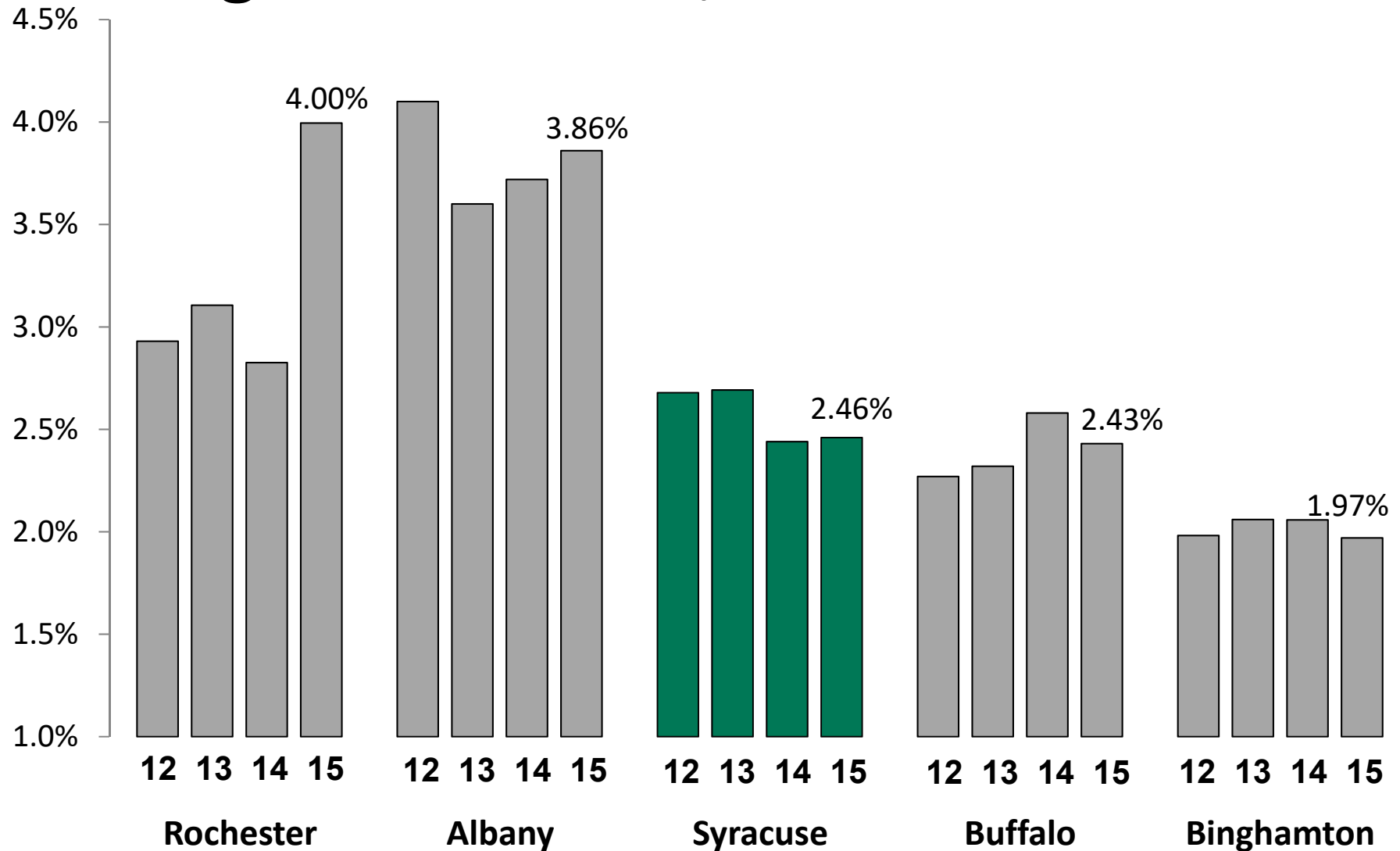
# Giving Ratio – \$100,000 - \$200,000 Income Bracket



# 2015 Giving Ratio – \$200,000+ Income Bracket



# Giving Ratio – \$200,000+ Income Bracket



# Syracuse Charitable Giving Gap Relative to Upstate Peers

- Small changes in the overall giving ratio can have a significant effect on total charitable contributions
  - If Syracuse contributed at the **Rochester** giving ratio, 2015 contributions would have been **\$70.3 million** higher.
  - If Syracuse contributed at the **Albany** giving ratio, 2015 contributions would have been **\$50.0 million** higher.
- Charitable giving among the top income bracket is a key factor in the overall gap
  - If Syracuse's top earners contributed at same rate as Rochester's, 2015 contributions would have been **\$64.5 million** higher
  - If Syracuse's top earners contributed at same rate as Albany's, 2015 contributions would have been **\$58.8 million** higher

# Appendix: Statistics on Syracuse Itemizers—2015

Adjusted Gross Income	Number of Itemizers	Share of Tax Filers Who Itemized	Giving Ratio
\$0 to \$25k	4,130	5.0%	*
\$25k to \$50k	10,110	19.9%	*
\$50k to \$75k	13,010	42.2%	2.81%
\$75k to \$100k	11,650	57.8%	2.57%
\$100k to \$200k	24,280	83.9%	2.12%
\$200k +	7,750	98.0%	2.46%

Source: IRS Statistics of Income

# Key Takeaways

- Syracuse's top income bracket contributes to charities and nonprofits at a lower rate than the Upstate New York average and peers Rochester and Albany
- From 2013 – 2015, the giving ratio for Syracuse's top income bracket declined from 2.69% to 2.46%.
  - Caused charitable giving to decline by \$3 million
- Moderate increase in giving among high earners could close much of the gap
  - Contributing at same rate as **Rochester** would generate **\$70.3 million** more in donations
  - Contributing at same rate as **Albany** would generate **\$50.0 million** more in donations
- Charitable giving in the \$100,000 - \$200,000 income bracket is mostly on par with Upstate New York peers

## Volunteering

NYS ranks 49<sup>th</sup> in the nation

Decline occurring across the nation

Research shows a link between volunteering and donating

Volunteers donate on average 10X more than non-volunteers

Nearly 70% of people surveyed said they donate to the organization for which they volunteer.



# Resources for Increasing Volunteerism

Administrators of Volunteer Services

[volunteerCNY.org](http://volunteerCNY.org)

[charitySTRONG](http://charitySTRONG.org)



## Administrators of Volunteer Services *of Central New York*

## LOCAL RESOURCES



AVS

Assisting one another for the betterment of all in an environment of encouragement, enthusiasm and strength.

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# Volunteer CNY

A United Way initiative.



518 James St  
[View larger map](#)

Get Involved, Make a Difference.

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[Click here to register your organization.](#)

Happy New Year!

[Weekend Meal](#)

[CLICK HERE](#)

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charitySTRONG is an e-learning and digital matching program that serves board candidates and nonprofits throughout New York State. The **onBOARD** program connects people with boards and the **Directors U** program provides both new and experienced board members and chief executives with training and leadership resources to support organizational success.

## Research Tells Us

Individuals make up 70% of all giving

Add bequests and family foundations, it's 86%

Corporations want partners in CSR

Smaller companies and entrepreneurs want more options

**There is more capacity in our community!**

## Possibilities...

- Small changes in the overall giving ratio
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# It would have meant

- Education: \$7M
- Human Services: \$6M
- Foundations: \$5.5M
- Health: \$4.5M
- Public-Society: \$3.5M
- International: \$3M
- Arts: \$2.5M
- Env/Animals: \$1.5M
- Religious: \$15.5M

# A Rising Tide Lifts All Boats

We are not in competition!

Promote philanthropy & volunteerism

Invest the necessary resources

Join Association of Fundraising Professionals  
CNY Chapter

Optimize your development plan





“

Effectively, change is almost impossible without industry-wide collaboration, cooperation, and consensus.”

*Simon Mainwaring*



**Unity is strength... when there is  
teamwork and collaboration,  
wonderful things can be  
achieved.**

Mattie Stepanek