

Donor Preferences by Topic

When organizations apply to the CFC, they are asked to describe their services by selecting from 26 topical categories offered by the government. These categories are based on the National Taxonomy of Exempt Entities (NTEE) system, which is used by the IRS to classify nonprofit organizations. While it is not clear whether many donors search for charities by these categories, they do provide a useful tool to help understand the extent of donor interest in any particular cause. (Some words shortened for space.)

Taxonomy (NTEE) Codes

| | | | |
|---|---|---|---|
| A | Arts, Culture, and Humanities | N | Recreation, Sports, Leisure, Athletics |
| B | Educational Institutions & Related Activities | O | Youth Development |
| C | Environmental Quality, Protection, Beautification | P | Human Services - Multipurpose and Other |
| D | Animal Related | Q | International, Foreign Affairs, Natl Security |
| E | Health - General and Rehabilitative | R | Civil Rights, Social Action, Advocacy |
| F | Mental Health, Crisis Intervention | S | Community Improvement, Capacity Building |
| G | Disease, Disorders, Medicinal Disciplines | T | Philanthropy, Voluntarism & Foundations |
| H | Medical Research | U | Science & Technology Research Institutes |
| I | Crime, Legal Related | V | Social Science Research Institutes, Services |
| J | Employment, Job Related | W | Public, Social Benefit: Multipurpose, Other |
| K | Food, Agriculture, and Nutrition | X | Religion Related, Spiritual Development |
| L | Housing, Shelter | Y | Mutual/Membership Benefit Orgs., Other |
| M | Public Safety, Disaster Prep & Relief | Z | Other |

Note: The government invites charities to select up to three categories. A group might select category H (*Medical Research*) first, Category G (*Disease, Disorder, Medicinal Disciplines*) second, and Category B (*Educational Institutions & Related Activities*) third. In the CFC Charity Directory, all three categories would be included in the organization's listing: H, G, B. Many charities select only one or two categories. For our initial analysis, presented here, we have used only the first category.

We have analyzed CFC pledge data for the last three CFC cycles to determine which topics interest donors the most. The topic receiving the highest total of pledges in all three years was *Medical Research*, followed closely by *Health – General and Rehabilitative*. The third highest performing topic was *Human Services – Multipurpose and Other*.

The table below presents donor preferences as reported by local CFC administrators. For the 2011 CFC, our data comes from 103 CFC zones, representing about 71 percent of the total pledged that year. We also present percentage shares for 2010 and 2009. Our data for these two earlier years is slightly greater: about 75 percent of the total pledged.

We continue to receive reports from local CFC administrators for all three years. We will update this table when appropriate.

Readers are cautioned that the dollar amounts are not final. The percentage shares, however, appear to be stable.

**Total 2011 Pledges to National & International Charities Sorted by NTEE Code
(103 PCFOs reporting)**

| NTEE Code | NTEE Category | 2011 Results (103 PCFOs Reporting) | Share of 2011 Total | Share of 2010 Total | Share of 2009 Total |
|------------------|--|---|------------------------------------|------------------------------------|------------------------------------|
| H | Medical Research | 19,458,387 | 16.36% | 16.86% | 16.50% |
| E | Health - General and Rehabilitative | 18,865,669 | 15.86% | 15.55% | 15.59% |
| P | Human Services - Multipurpose and Other | 15,904,747 | 13.37% | 12.44% | 12.80% |
| D | Animal Related | 8,092,079 | 6.80% | 6.49% | 6.30% |
| G | Disease, Disorders, Medicinal Discipline | 7,344,665 | 6.17% | 6.55% | 5.44% |
| M | Public Safety, Disaster Preparedness & Relief | 7,337,120 | 6.17% | 5.84% | 4.71% |
| B | Educational Institutions & Related Activities | 6,958,529 | 5.85% | 5.84% | 6.11% |
| C | Environmental Quality, Protection, Beautification | 4,740,940 | 3.99% | 4.72% | 4.59% |
| X | Religion Related, Spiritual Development | 4,182,163 | 3.52% | 3.63% | 3.70% |
| O | Youth Development | 4,051,208 | 3.41% | 3.33% | 3.29% |
| R | Civil Rights, Social Action, Advocacy | 4,012,573 | 3.37% | 3.40% | 3.41% |
| K | Food, Agriculture, and Nutrition | 3,663,851 | 3.08% | 3.16% | 4.41% |
| W | Public, Social Benefit: Multipurpose, Other | 2,909,373 | 2.45% | 2.32% | 2.64% |
| Q | International, Foreign Affairs, National Security | 2,268,813 | 1.91% | 3.00% | 3.51% |
| F | Mental Health, Crisis Intervention | 1,821,709 | 1.53% | 1.55% | 1.26% |
| Y | Mutual/Membership Benefit Orgs., Other | 1,534,689 | 1.29% | 0.13% | 0.11% |
| L | Housing, Shelter | 1,496,316 | 1.26% | 1.47% | 1.37% |
| T | Philanthropy, Voluntarism & Foundations | 1,041,401 | 0.88% | 0.93% | 0.91% |
| N | Recreation, Sports, Leisure, Athletics | 818,241 | 0.69% | 0.68% | 0.72% |
| A | Arts, Culture, and Humanities | 720,178 | 0.61% | 0.72% | 0.62% |
| S | Community Improvement, Capacity Building | 651,547 | 0.55% | 0.46% | 0.49% |
| U | Science & Technology Research Institutes, Services | 287,735 | 0.24% | 0.22% | 0.18% |
| I | Crime, Legal Related | 280,234 | 0.24% | 0.32% | 0.25% |
| J | Employment, Job Related | 239,299 | 0.20% | 0.14% | 0.22% |
| Z | Other | 224,921 | 0.19% | 0.23% | 0.84% |
| V | Social Science Research Institutes, Services | 41,747 | 0.04% | 0.03% | 0.03% |