

A MILLION DONORS CHOOSE

Results of the Combined Federal Campaign



Presented at the CFC Conference
San Antonio, TX, March 1, 2012

Workplace Giving Alliance
Salem MA



Note

These slides have been edited slightly to allow those who were not at the conference to understand the slides without a spoken narration.

Our Website



A MILLION DONORS CHOOSE
www.milliondonors.org

An Ongoing Study of the U.S. Combined Federal Campaign 



Our 25-Word Statement

We analyze donation data from local CFCs to better understand the relationship between donors and charities, working with all stakeholders to strengthen the CFC.



Workplace Giving Alliance

- 9 National/International CFC Federations
- 2 Local CFC Federations
- 1 federation active in states
- Shared staff
- Located in Salem, MA
- Serving 450 national and local charities



MDC Attempts to Fill a

Data Gap



PCFOs

OPM

local data,
shared locally

1417: broad
campaign-wide
data



MDC

local data,
campaign-wide



Both Broad and Detailed

We collect more granular data on a wider scale

- Local donation data on a charity-by-charity basis
- Collected from all local campaigns (ideally)
- Analysis shared with OPM and all campaigns



Why?

- To move beyond anecdote and understand the CFC through the analysis of data
- To help campaigns share experience and best practices
- To support OPM in its shaping of policy
- To find ways to engage donors and deepen their enthusiasm for the CFC



Project Stages

- Proof of Concept (summer 2010 – summer 2011)
 - Fall 2009 results
 - 18 campaigns reporting
 - Almost half the money pledged
- Expansion of Sample (fall 2011)
 - Fall 2009 results
 - 110 campaigns reporting
 - Over 70% of the money pledged
- Expansion to More CFC Years (winter 2011-12)
 - 2009, 2010 & 2011 results
 - Year over year comparison
 - Currently in progress



Our Method

- Obtain standard charity listing and 1417 information from OPM
- Gather detailed pledge data from campaigns
- Normalize format of pledge data
- Check our data against 1417 reports
- Analyze and interpret available data

Current Data Fields

- Charity name
- 5-digit OPM code
- Charity's federation, if affiliated
- Taxonomy codes
- 25 word statement
- Administrative overhead (AFR)
- Charity website address
- Position in CFC Directory
- Total pledged to each charity in each campaign
- Undesignated donations in each campaign

Possible Additional Data Fields

- Federal agency where each donor works
- Number of donors per charity
- Number of charities per donor
- Others?

Extent of Our Sample

as of February 2012

2009 & 2010 CFC Pledges

- 124 PCFOs have provided data for at least one year
- reported pledges = ~73% of known totals from 1417s

Extent of Our Sample

as of February 2012

2011 CFC Pledges

- Full data is being requested from all local campaigns
- 55 have responded to date



Extent of Our Sample

as of February 2012

2003-2008 CFC Pledges

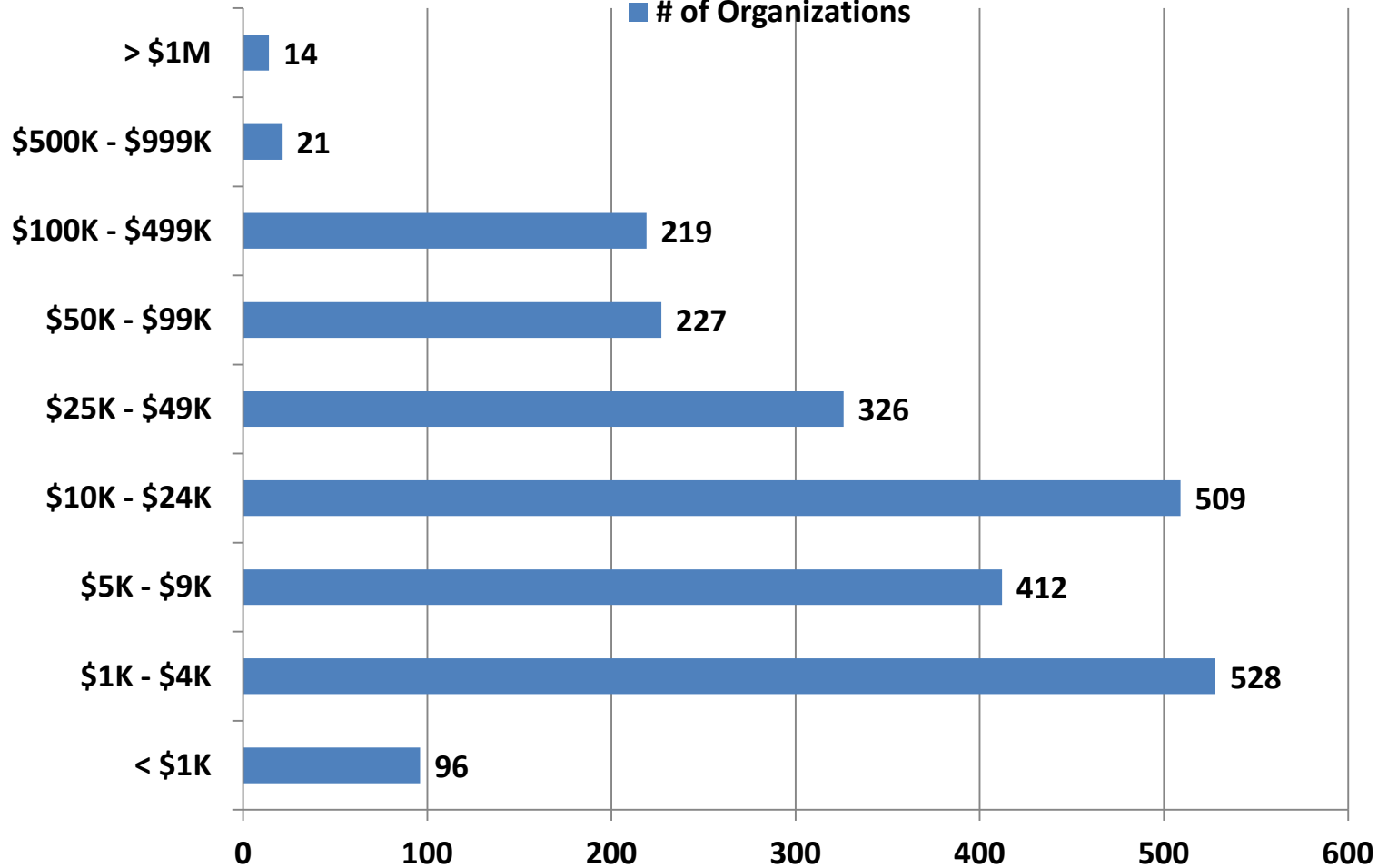
- Limited number of campaigns
- Less consistent data
- Reporting agencies vary from year to year



RANGE OF PLEDGE RESULTS (2009)

110 PCFOs Reporting

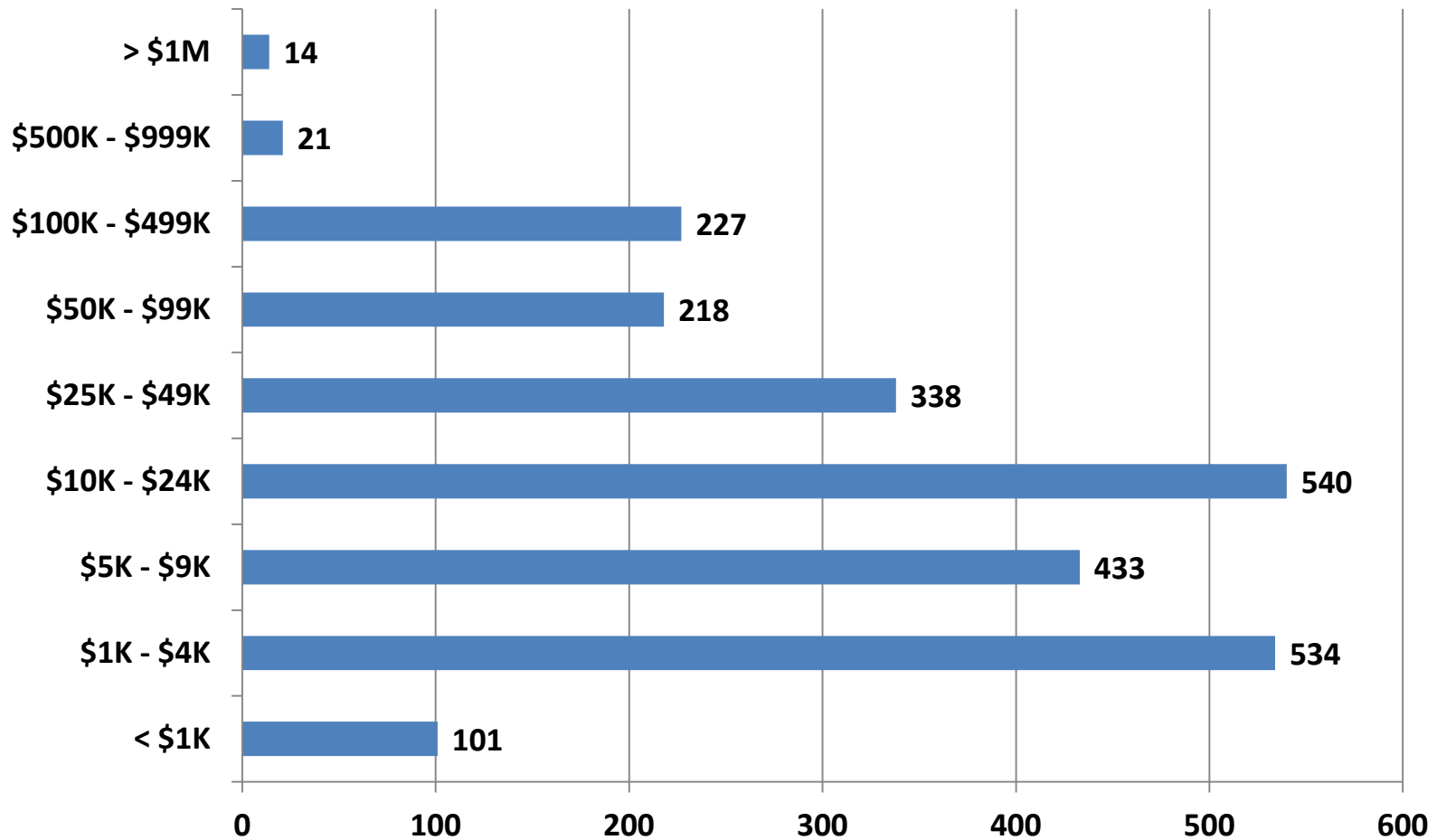
■ # of Organizations



RANGE OF PLEDGE RESULTS (2010)

120 PCFOs Reporting

■ # of Organizations

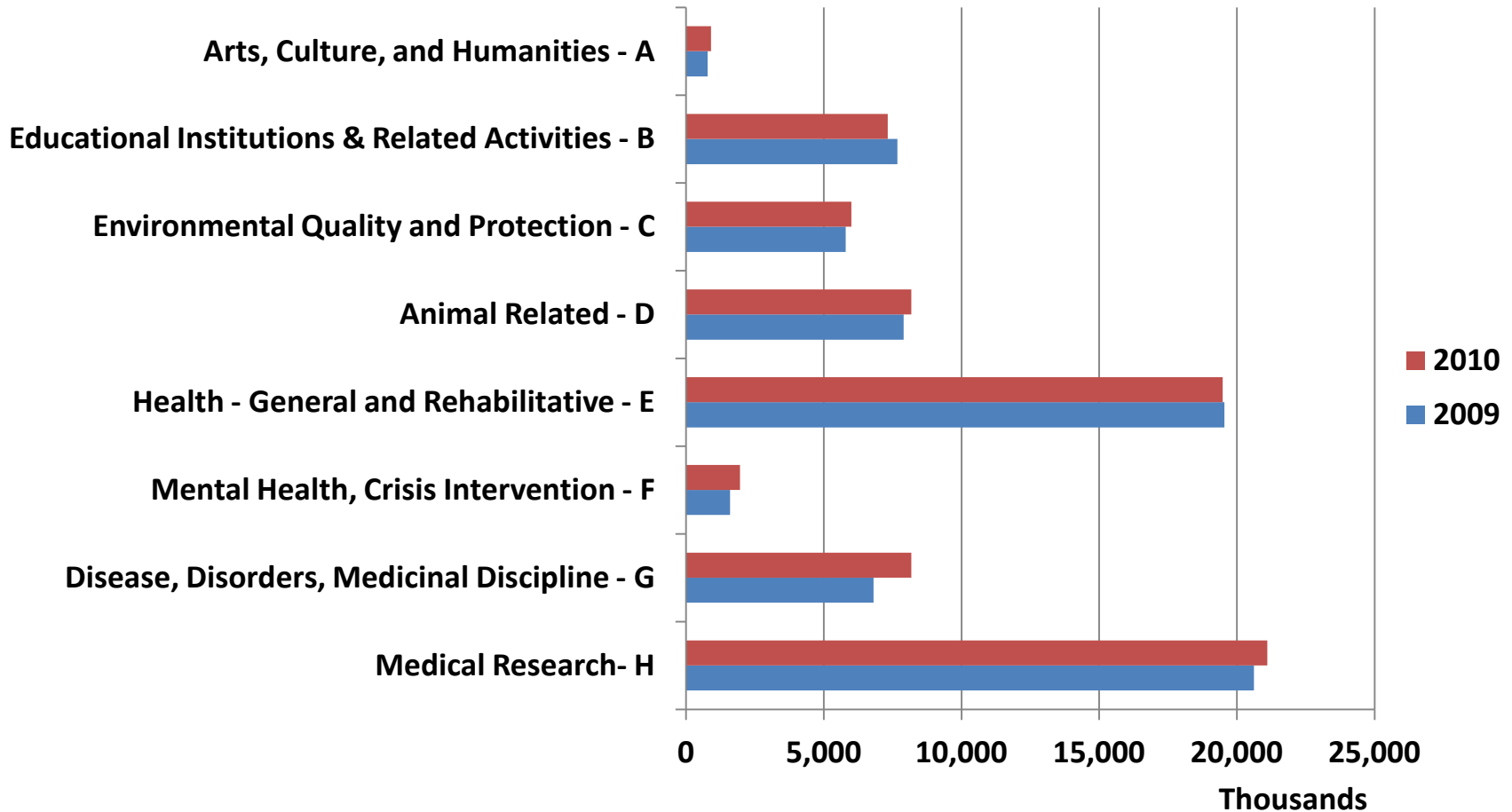


Top 10 Charities in 2009 and 2010

09 Rank	2009 Pledges (115 PCFOs Reporting)	2009 Charity Name	10 Rank	2010 Pledges (115 PCFOs Reporting)	2010 Charity Name
1	4,385,311	St. Jude Children's Research Hospital	1	4,756,959	St. Jude Children's Research Hospital
2	3,906,178	American Red Cross	2	3,650,490	American Red Cross
3	2,721,142	American Cancer Society	3	2,541,915	American Cancer Society
4	1,856,772	Fisher House Foundation	4	2,101,649	Fisher House Foundation
5	1,636,546	USO, Inc.	9	1,417,145	United Service Organizations, Inc. (USO)
6	1,576,146	Breast Cancer, Susan G. Komen for the Cure	5	1,707,675	Susan G. Komen for the Cure
7	1,476,961	ASPCA: American Society for the Prevention of Cruelty to Animals	6	1,625,098	ASPCA: American Society for the Prevention of Cruelty to Animals
8	1,370,199	Doctors Without Borders USA	8	1,454,989	Doctors Without Borders USA
9	1,283,816	Catholic Relief Services - USCCB	7	1,462,944	Catholic Relief Services - USCCB
10	1,170,310	Disabled American Veterans (DAV) Charitable Service Trust	10	1,207,524	Disabled American Veterans (DAV) Charitable Service Trust

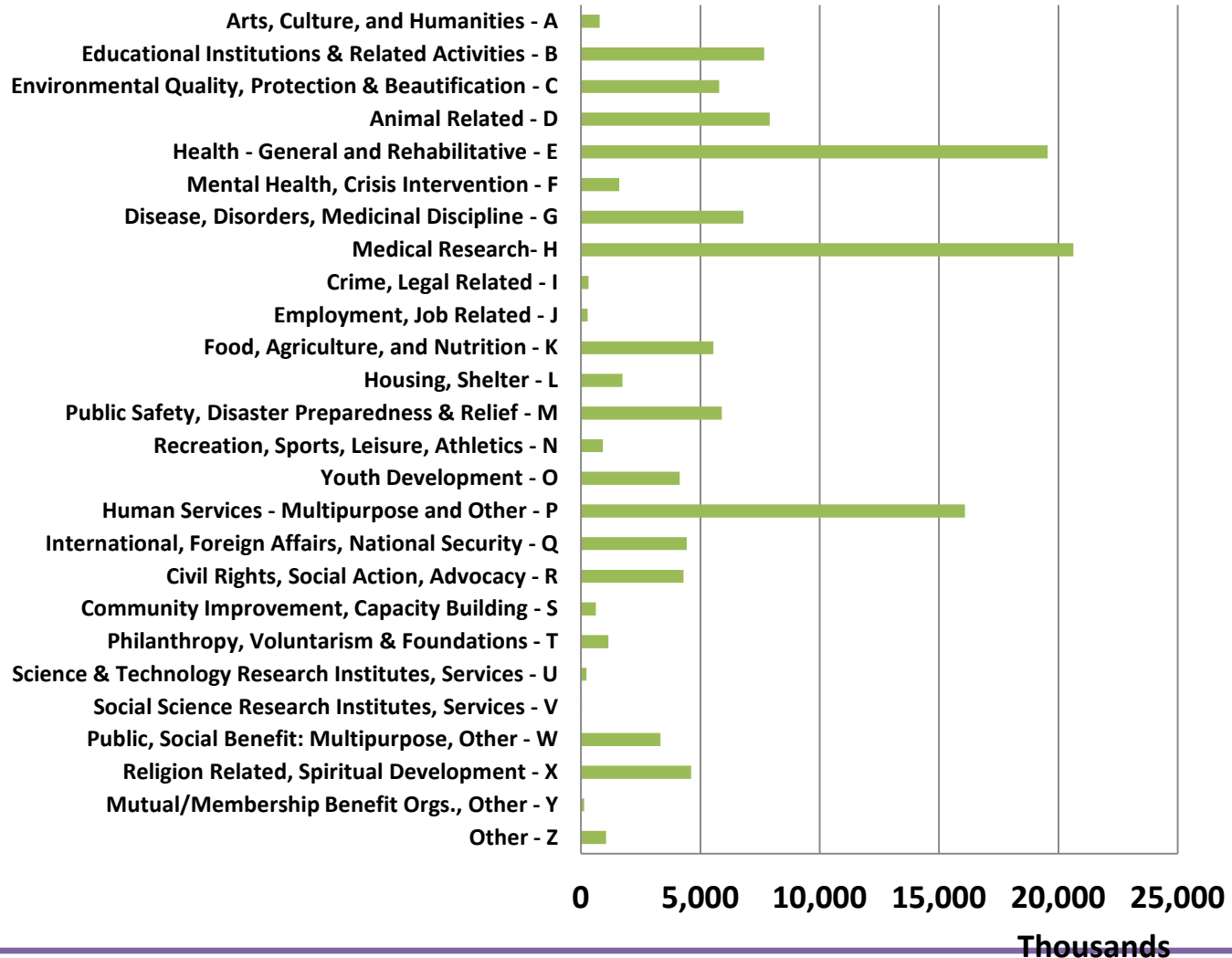


Pledge Totals by Taxonomy Code 2009 & 2010 (partial list)



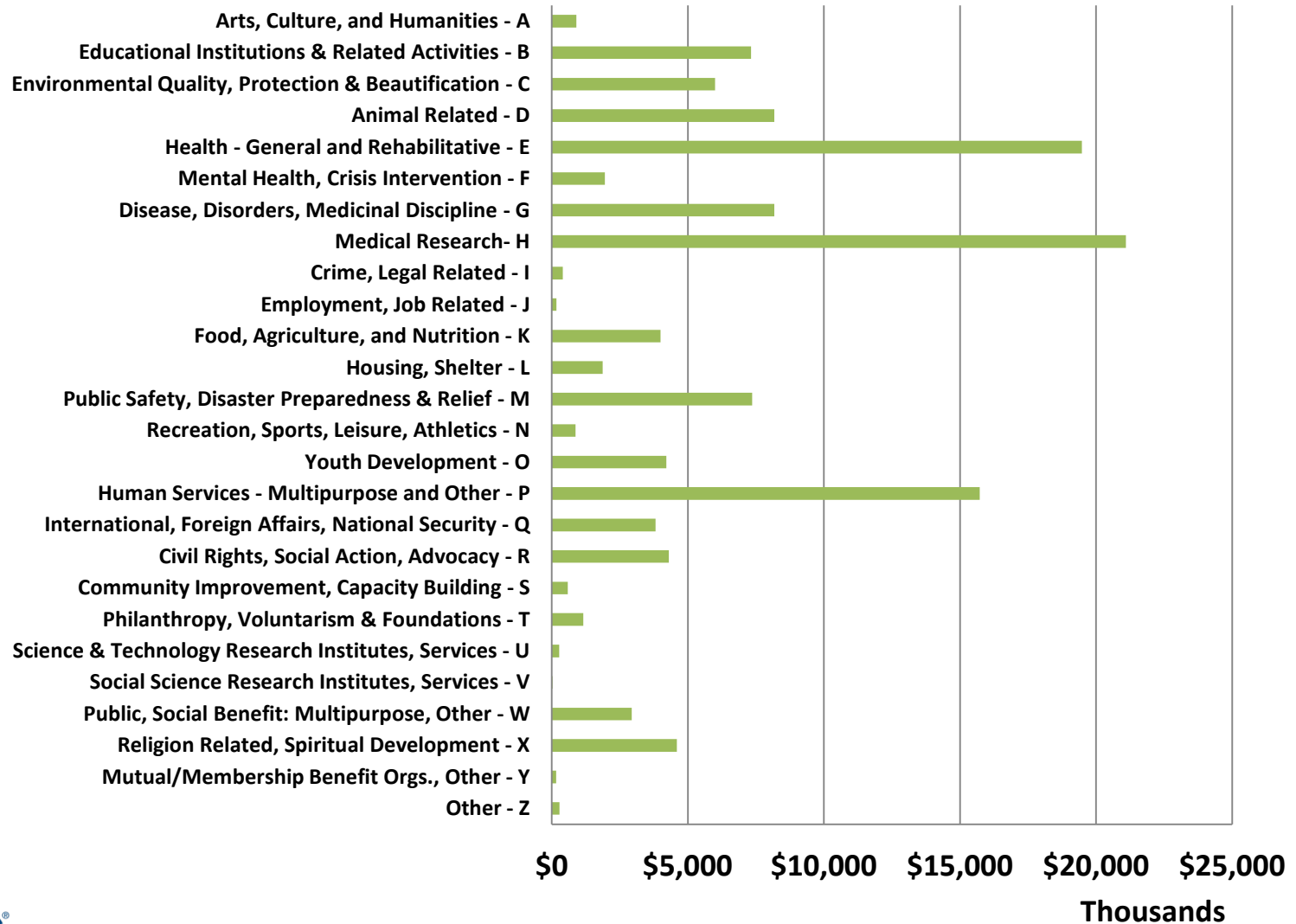
2009 Pledge Totals by Taxonomy Code

110 PCFOs Reporting
National / International Charities



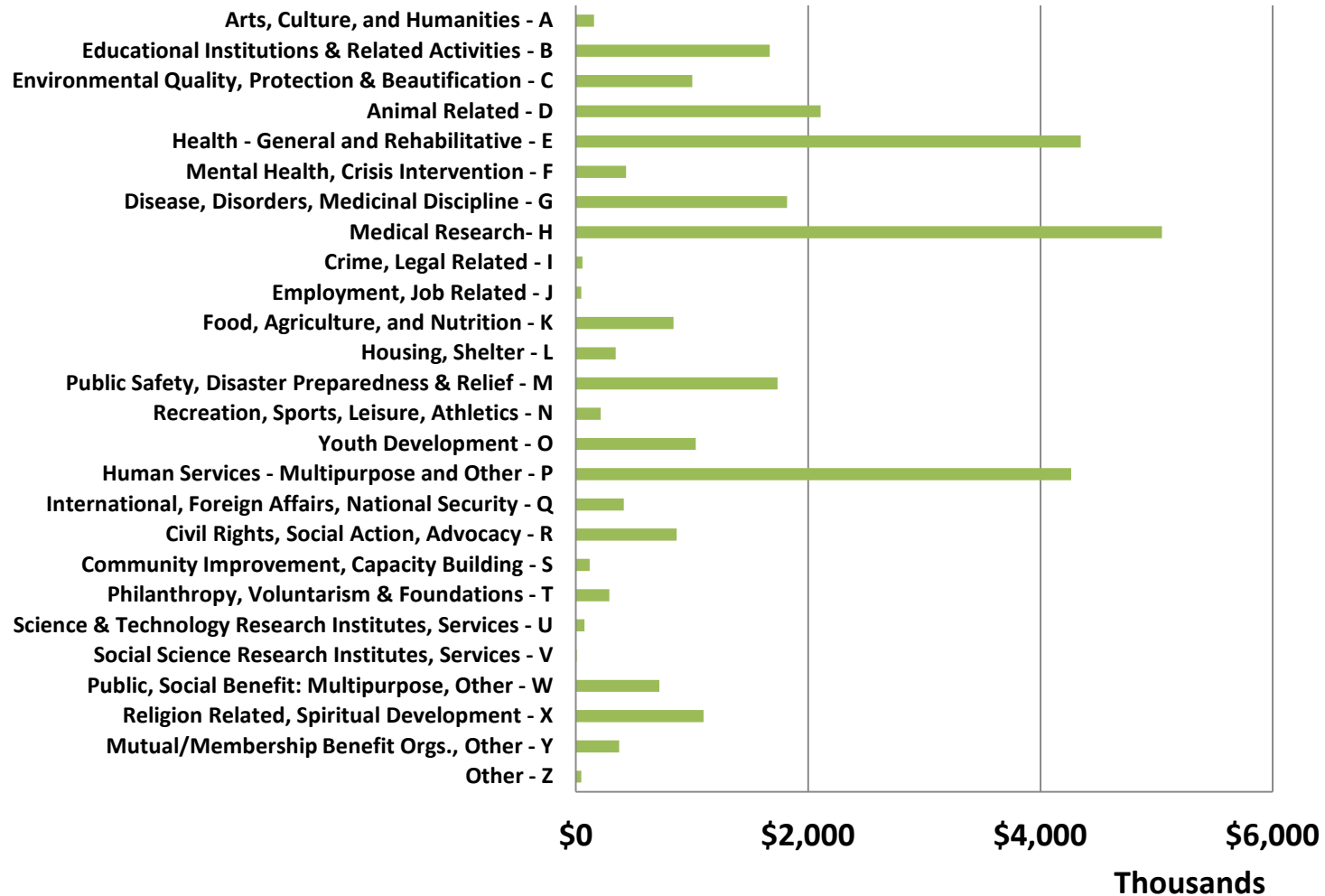
2010 Pledge Totals by Taxonomy Code

120 PCFOs Reporting National / International Charities



2011 Pledge Totals by Taxonomy Code

55 PCFOs Reporting National / International Charities



Top 8 NTEE Codes (2009 & 2010) (In Terms of Performance)

Code	2009 Category Name	Pledge Total Under Each NTEE	Code	2010 Category Name	Pledge Total Under Each NTEE
H	Medical Research	\$20,620,689	H	Medical Research	\$21,100,277
E	Health	\$19,541,899	E	Health	\$19,481,108
P	Human Services	\$16,081,380	P	Human Services	\$15,728,654
D	Animal Related	\$7,903,565	D	Animal Related	\$8,181,029
B	Educational Institutions	\$7,670,950	G	Disease, Disorders	\$8,179,857
G	Disease, Disorders	\$6,809,618	M	Disaster Relief	\$7,366,689
M	Disaster Relief	\$5,904,042	B	Educational Institutions	\$7,323,354
C	Environmental Protection	\$5,791,844	C	Environmental Protection	\$5,998,610

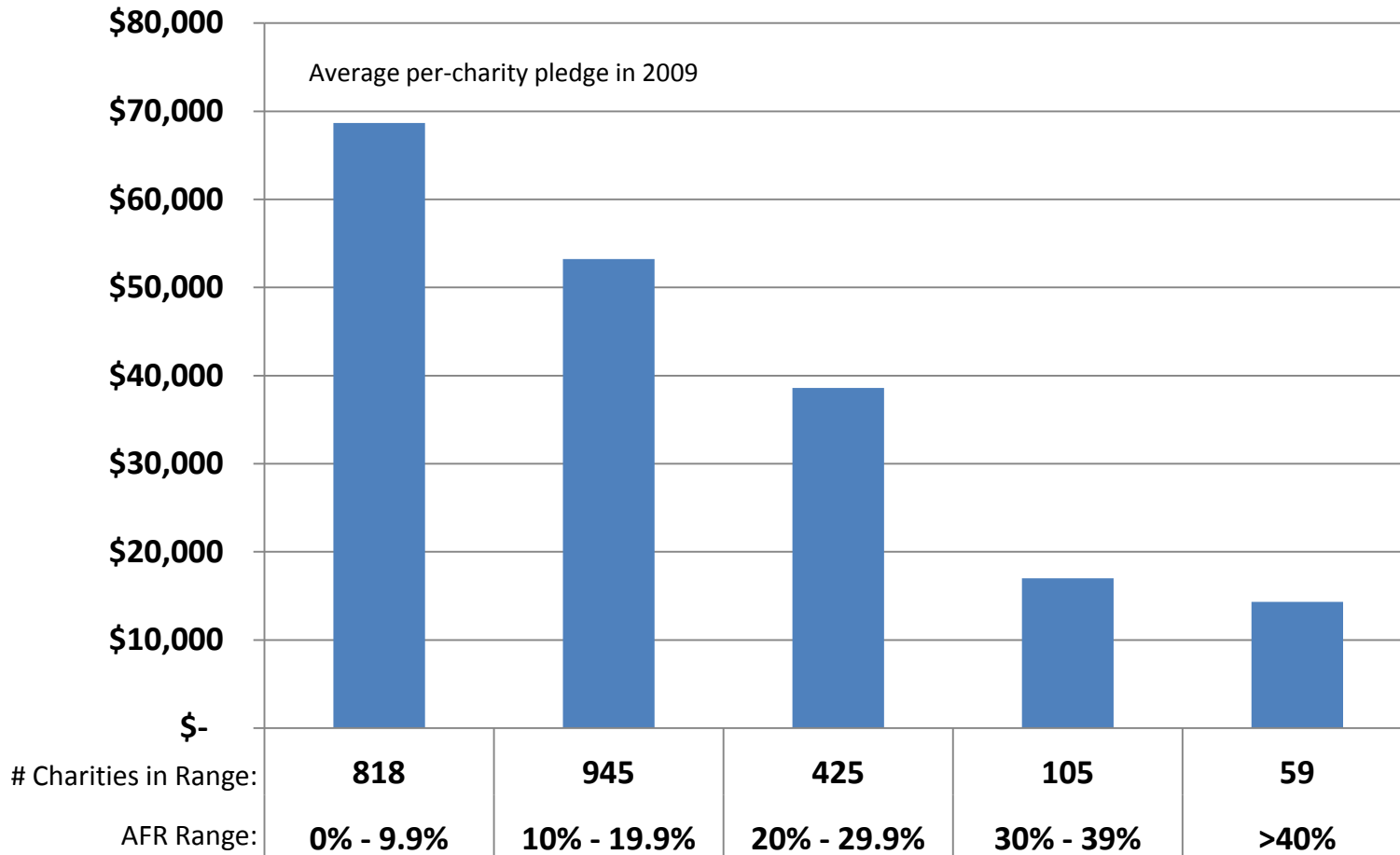
Top 8 NTEE Codes (2009 & 2010)

(Average Total Pledge per Charity)

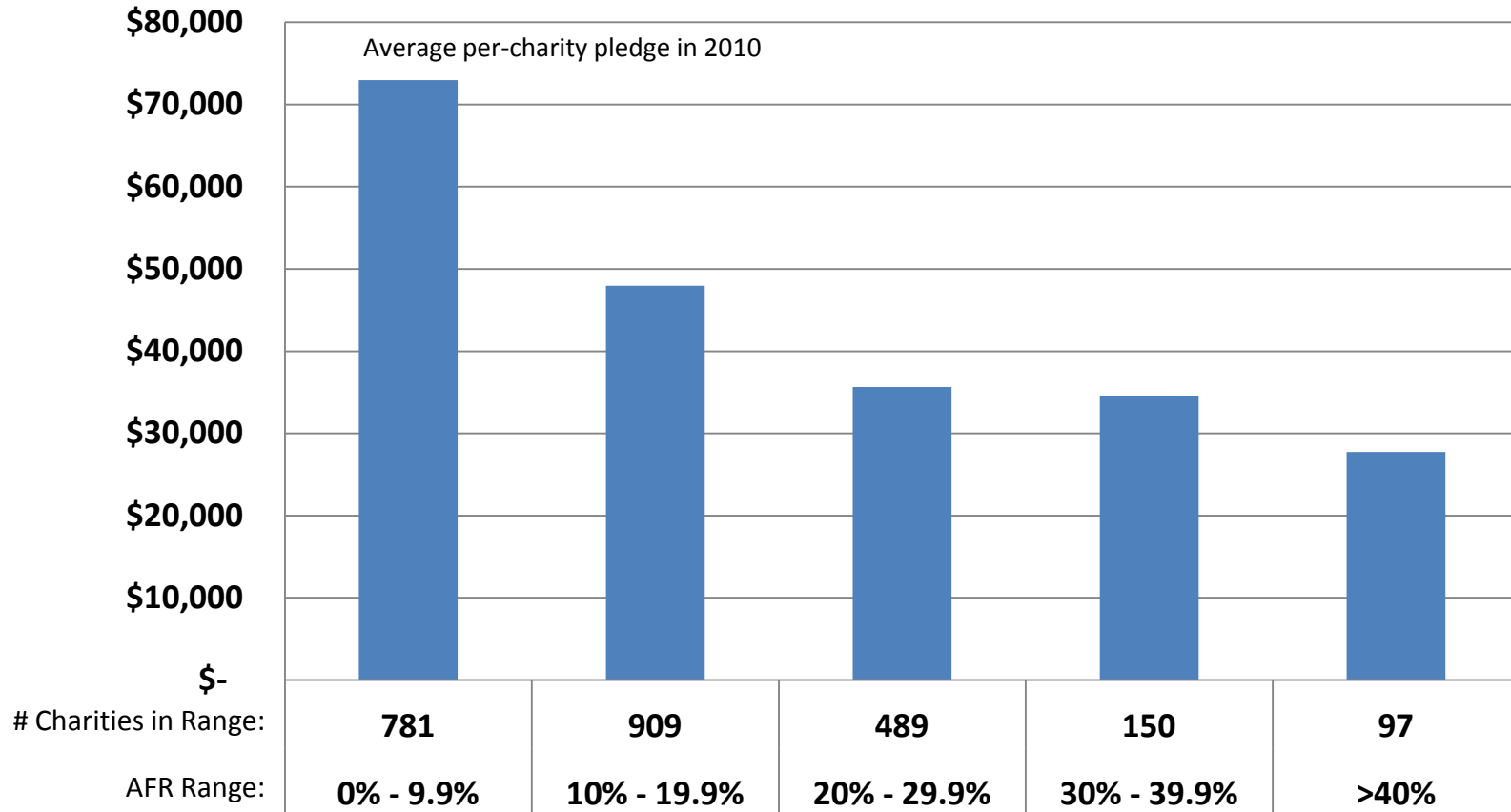
Code	2009 Category Name	Average Total Pledges per Charity	Code	2010 Category Name	Average Total Pledges per Charity
M	Disaster Relief	\$168,687	M	Disaster Relief	\$210,477
H	Medical Research	\$161,099	H	Medical Research	\$148,594
D	Animal Related	\$87,817	D	Animal Related	\$83,480
K	Food, Agriculture	\$81,454	P	Human Services	\$67,505
E	Health	\$72,377	E	Health	\$66,262
P	Human Services	\$64,069	K	Food, Agriculture	\$54,732
W	Public, Social Benefit	\$60,570	W	Public, Social Benefit	\$52,442
L	Housing, Shelter	49,630	T	Philanthropy, Volunteerism	48.432



AVERAGE TOTAL PLEDGES PER CHARITY Within Each AFR Range (2009)



AVERAGE TOTAL PLEDGES PER CHARITY Within Each AFR Range (2010)



CHARITY MOBILITY

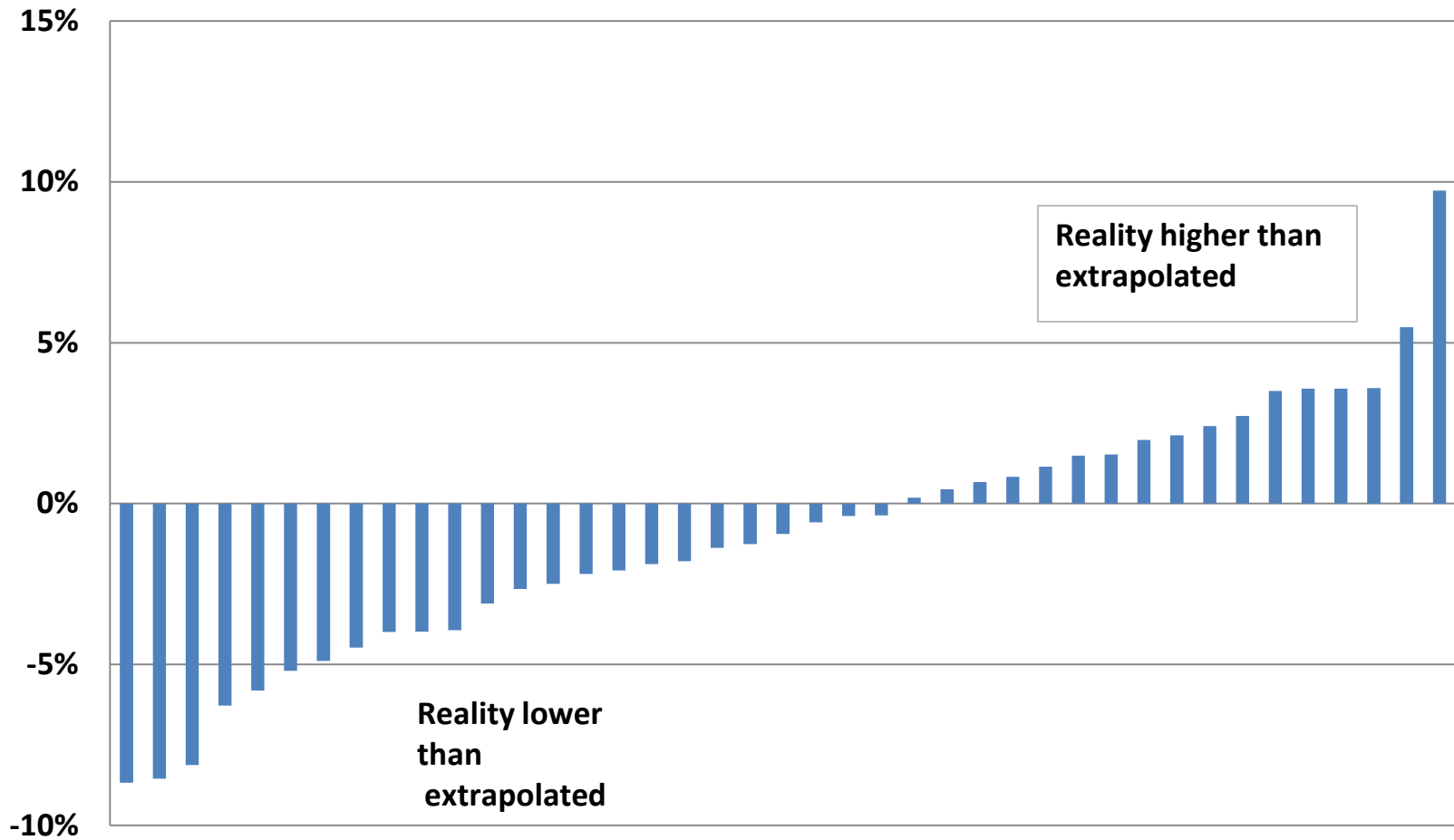
Year over year comparisons
reveal reasons behind annual changes
in charity performance



OBSERVABLE PATTERNS

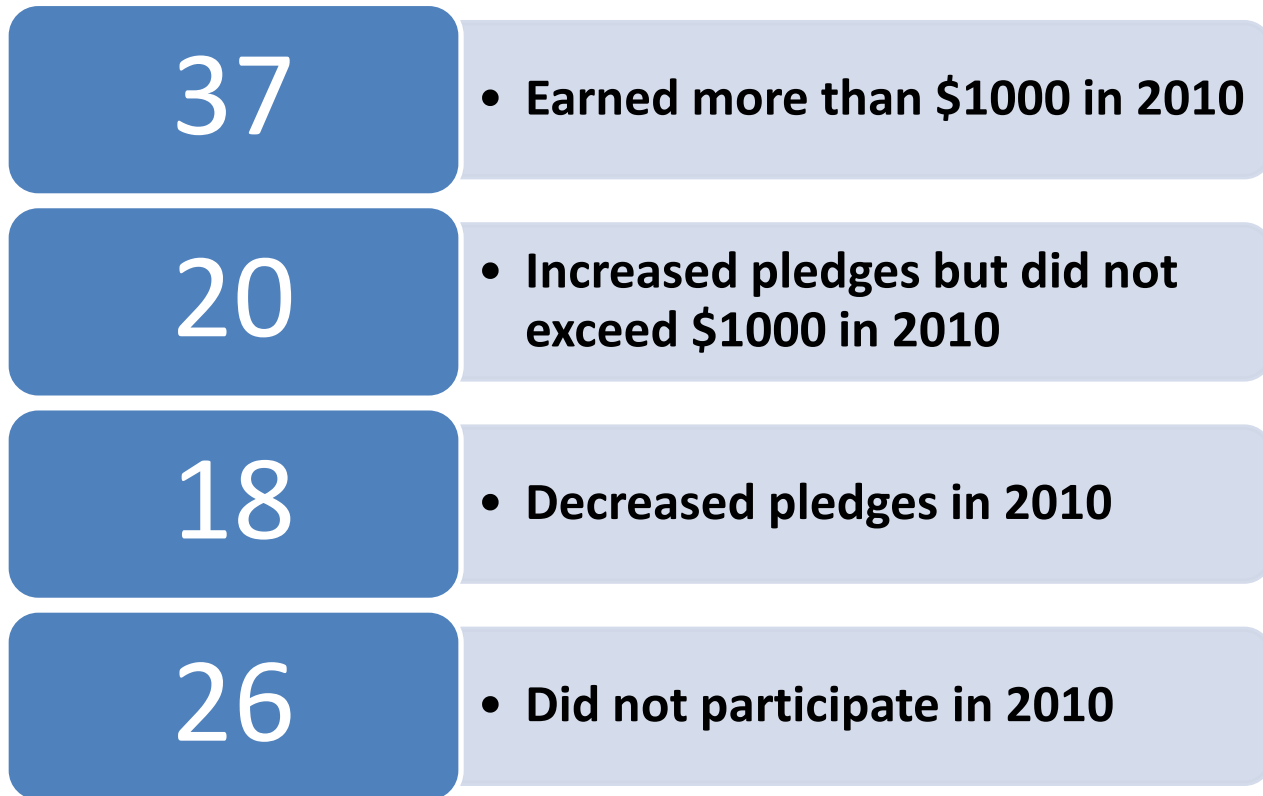
- Brand matters
- Position in the book matters
- There are regional variations in giving
- Extrapolation carries risk

Degree of Inaccuracy in Extrapolating from 73% of Data to 100%



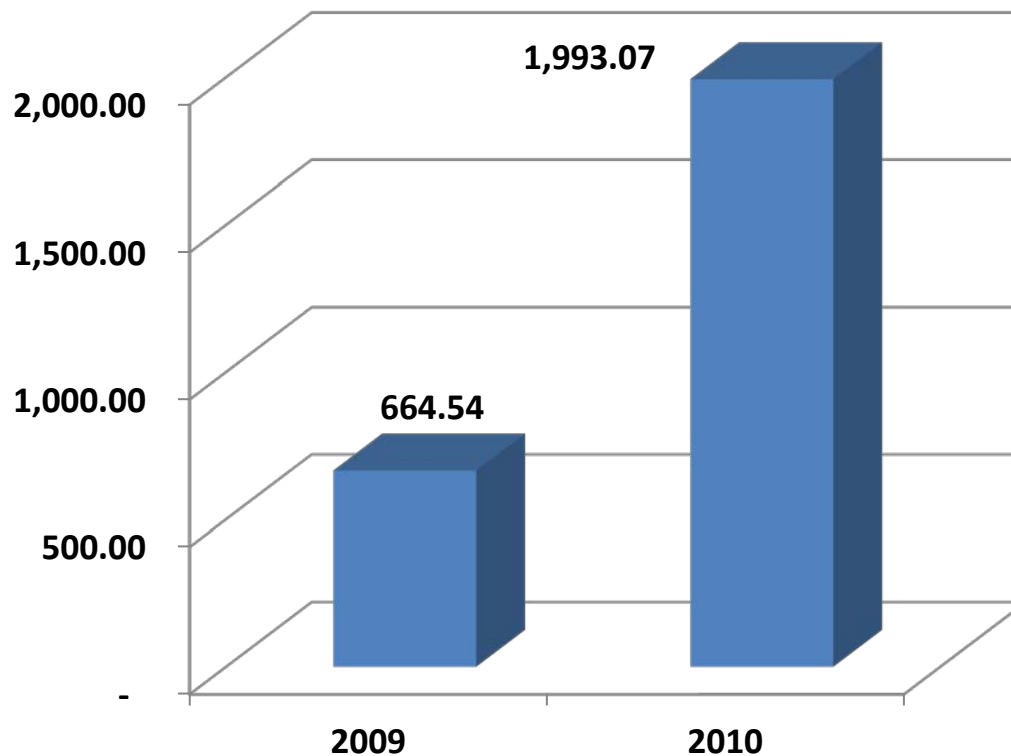
Low Performing Groups in 2009

Of 101 charities that earned less than \$1000 in 2009:



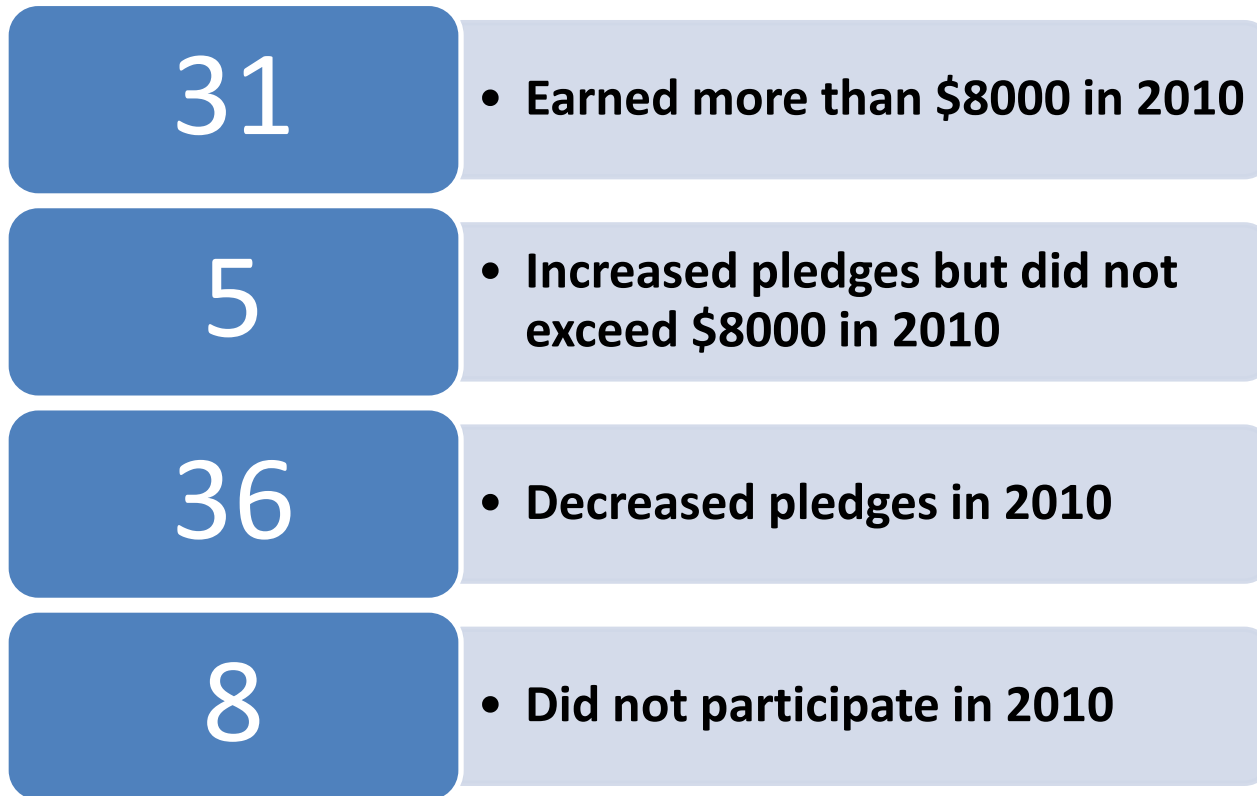
Charity Mobility from 2009 to 2010

Average pledges for the 37 charities
that rose from
under \$1K in 2009 to over \$1K in 2010



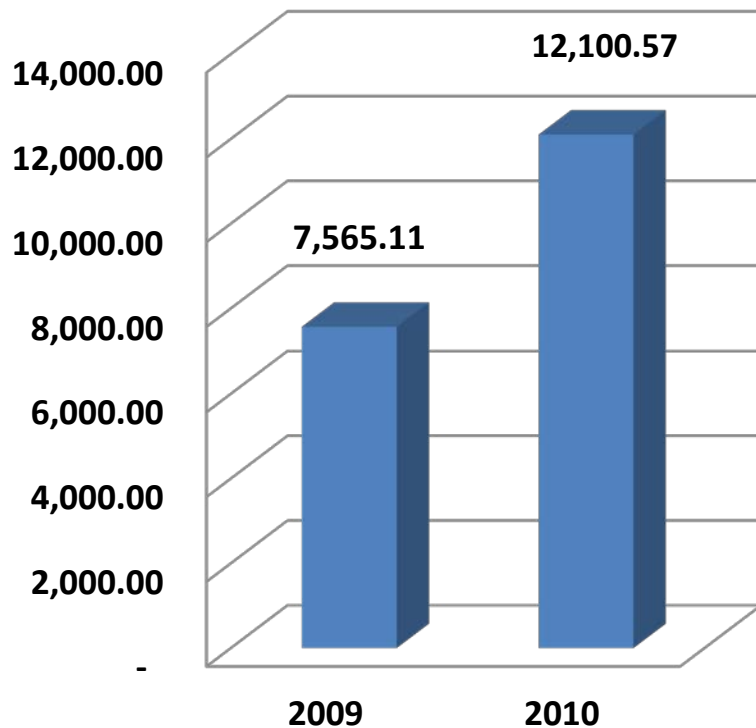
Groups between \$7K to \$8K in 2009

Of 80 charities that earned between 7k and 8k in 2009:

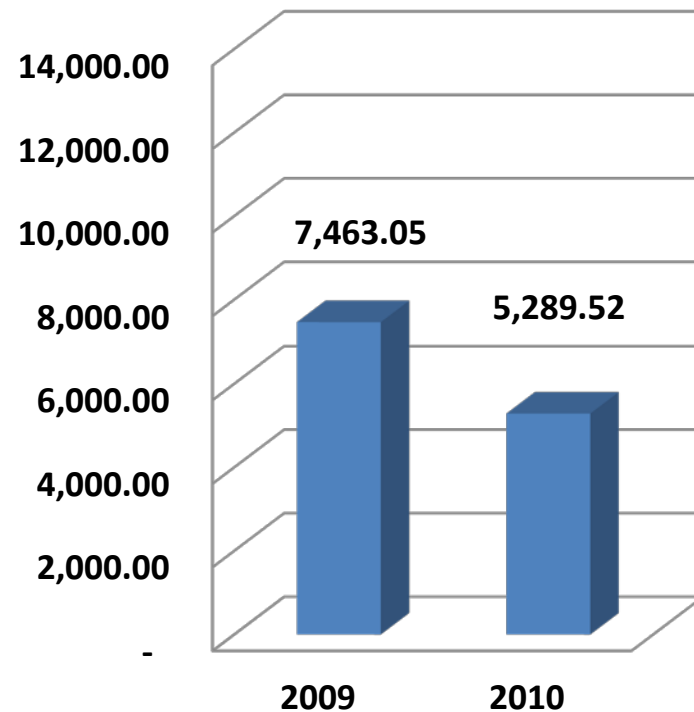


Groups between \$7K to \$8K (2009 & 2010)

Average Total Pledge of 31
Charities that Surpassed \$8000



Average Total Pledge of 33
Charities that Dropped
Below \$7000 in 2010



Plans for Expanding the Project

- Add data for each new year
- Add depth in the data collected
- Analyze data back to 2003 as available
- Compare data between years to show trends
- Compare regional (or urban/rural) patterns of giving

Technical Challenges

- Incomplete data
- Variety of record-keeping methods and software – data collected not consistent
- Merged campaigns
- Lack of consistency in identifying federal departments

Ideas? Questions? Suggestions?

- What would you like us to look for?
- How could you use the information?
- What technical problems have you experienced or do you foresee with this project and how might we address them?

Ideas? Questions? Suggestions?

- What information or insight – if you only had it – would make you a more effective campaign?
- How might we design data input and analysis to answer the questions that matter to you?

We welcome your suggestions as well as your data

Please contact us:

Nancy Rexford
Workplace Giving Alliance
125 Washington Street, #201
Salem MA 01970

or

Nancy@wg-alliance.org
1-978-594-0404, ext. 103



Our Website



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