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# GIVING IN FLORIDA

Brought to you by:



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FUND

Researched and written by:



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## **Indiana University Lilly Family School of Philanthropy**

The Indiana University Lilly Family School of Philanthropy is dedicated to improving philanthropy to improve the world by training and empowering students and professionals to be innovators and leaders who create positive and lasting change. The school offers a comprehensive approach to philanthropy through its undergraduate, graduate, certificate programs, and professional development programs, its research and international programs, and through The Fund Raising School, Lake Institute on Faith & Giving, Mays Family Institute on Diverse Philanthropy, and Women's Philanthropy Institute. Learn more at <https://philanthropy.iupui.edu/>.

## **Indiana University Lilly Family School of Philanthropy Project Team**

Una O. Osili, PhD, *Associate Dean for Research and International Programs*

Anna Pruitt, PhD, *Managing Editor of Giving USA*

Jonathan Bergdoll, *Applied Statistician*

Xiaonan Kou, PhD, *Associate Director of Research*

Diantha Daniels, *Executive Assistant*

Adriene Davis Kalugyer, *Manager of Public Affairs*



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## **Florida Nonprofit Alliance**

The Florida Nonprofit Alliance (FNA) is a statewide coalition of nonprofits focused on research, collaboration and advocacy. FNA's mission is to serve as the state's collective voice, respected advocate, effective connector, and powerful mobilizer for the nonprofit sector. We provide a collective voice at the state and national levels, educating elected officials and constituents, and serves as a central resource and referral center for and about Florida nonprofits. FNA also represents Florida as the state association member of the National Council of Nonprofits. Visit [www.flnonprofits.org](http://www.flnonprofits.org).

## **Florida Nonprofit Alliance Project Team**

Sabeen Perwaiz, *President and CEO*

Leah McDermott, *Program Manager*



## **Jessie Ball duPont Fund**

The Jessie Ball duPont Fund is a private foundation that works to expand access to opportunity and create inclusive growth for the people, organizations and communities that Jessie Ball duPont knew and loved. We envision a world in which every member of those communities feels they belong, and is engaged in shaping the future of their community. We use our grantmaking, investments, research and partnerships to increase equitable access to opportunities and resources for members of society who have historically been excluded, and placemaking to build stronger communities where all voices are heard and valued. More information at [www.dupontfund.org](http://www.dupontfund.org).

## **Jessie Ball duPont Fund Project Team**

Mari Kuraishi, *President*

Melanie Cost, *Communications*

Collin Mullis, *Chief of Staff*



## **Special thanks to the Giving in Florida Advisory Council**

Sabeen Perwaiz, *Facilitator*

*Florida Nonprofit Alliance*

Natalie Castellanos

*Heath Foundation of South Florida*

Deirdre Conner

*Nonprofit Center of Northeast Florida*

Ashley Dietz

*Florida Philanthropic Network*

Kim Govan

*Nonprofit Center of Northeast Florida*

Graciela Noriega Jacoby

*Heart of United Way*

Mari Kuraishi

*Jessie Ball duPont Fund*

Leah McDermott

*Florida Nonprofit Alliance*

Jennifer McFarren

*Navy Federal Credit Union*

Min Sun Kim

*Edyth Bush Institute*

Collin Mullis

*Jessie Ball duPont Fund*

David Odahowksi

*Edyth Bush Charitable Foundation*

Vicki Pugh

*Community Foundation of Palm Beach  
and Martin*

Susan Towler

*Florida Blue Foundation*

Amber Tynan

*United Partners for Human Services*

Julie Howe Van Tongeren

*Community Foundation of Collier County*

Nina Waters

*The Community Foundation for Northeast Florida*

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# EXECUTIVE SUMMARY

## Introduction

Florida is the third most populous state in the U.S. and one of the most powerful economies in the world.<sup>1</sup> Florida is also known for its dynamism, with one of the fastest-growing populations of any state,<sup>2</sup> a wealth of natural beauty, and extensive tourism, hospitality, and agriculture industries. Florida's population reflects this dynamism: according to the most recent U.S. Census, Florida has a more racially diverse population as well as a larger share of individuals over the age of 65 compared to the rest of the U.S.<sup>3</sup> All of these factors make Florida a unique landscape for the nonprofit sector.

Florida's nonprofit sector plays a vital role in supporting local communities. However, the nonprofit sector also has room for growth. According to the Florida Nonprofit Alliance's 2020 report, *Summary of the Economic Benefits of Florida's Nonprofit Sector*, Florida ranks 47th out of 50 in the United States for the number of nonprofits per 1,000 residents with 4.5 nonprofits per 1,000 residents and 40th out of 50 in the financial impact nonprofits have on the state.<sup>4</sup>

*Giving in Florida* aims to increase the understanding of philanthropy and provide the region's nonprofit sector, donors, and policy makers with valuable research allowing them to understand the motives and incentives behind individuals' charitable giving behavior. The study also provides analysis of how giving and volunteering patterns change with different donor demographics with the goal of encouraging the nonprofit sector to better connect with a wider range of donors.

The study also offers unique insight into the wide range of ways that Floridians give back, including giving money directly to friends and loved ones, contributing to crowdfunding campaigns, and helping in ways other than giving money. The result is a more complete picture of how Floridians are investing in their communities.

Finally, the research identifies areas of opportunity for the nonprofit sector. With both the sector and the larger Florida population still dealing with the effects of the COVID-19 pandemic, the information in this report can help the nonprofit sector to keep moving forward to provide Floridians with a brighter future.



## Research questions and data

This study focuses on charitable activities of households in Florida.

Research questions include:

- What percentage of donors in Florida give to charity, and what causes do they give to? How do these trends change for high-net-worth donors?
- What motivates Florida residents to become charitable donors?
- What percentage of charitable dollars go to Florida-based nonprofits?
- What are the causes that Floridians care about the most?
- What percentage of donors volunteer and where do they volunteer?
- How do giving and volunteering habits differ by donor age?

Data for the report are based on a survey of Floridian households with a special sample of high-net-worth households (defined as households with an annual income of at least \$200,000 and/or net assets of \$1 million, excluding their primary residence). The survey was fielded in January 2022 and captured responses about giving, volunteering, and other charitable activity in calendar year 2021 from 1,444 households. See the Methodology section for additional information.

## Key Findings

The study found that Floridians are generous in a variety of ways.

### What does the giving landscape look like?

#### *Most Floridians give to charities*

- Almost 7 out of 10 households in Florida made charitable donations in 2021. Of those donors, 74 percent gave the majority of their donated funds to organizations based in Florida.
- Religious organizations received 29 percent of all charitable donations, followed by basic needs (14 percent), education (13 percent), and health organizations (11 percent).
- Floridian households in the typical population donated an average of \$1,035 in 2021. High-net-worth households donated an average of \$15,294.<sup>5</sup>
- Individuals who lived in Florida year-round gave a larger share of their giving to organizations based in Florida than those who lived in Florida for less than 12 months per year.

### ***Many Floridians volunteer***

- Over half (56 percent) of households reported volunteering in 2021.
- Volunteering was more common among younger individuals: 65 percent of Floridians aged 40 and under volunteered, compared to 42 percent of Floridians aged 65 and older.
- For general households, food-based volunteering opportunities including collecting, preparing, or distributing food were one of the most popular volunteer activities, with 30 percent of respondents participating, followed by fundraising (23 percent), and tutoring or teaching (21 percent). Over a third (35 percent) of households also indicated that they volunteered time for other activities not listed in the question options.
- High-net-worth households volunteered at high rates; over eight in 10 high-net-worth households reported volunteering in 2021. Fundraising was one of the most popular activities (46 percent), followed by tutoring or teaching (42 percent) and food-based activities (39 percent). In addition, more than half (55 percent) of high-net-worth households shared that they volunteered for other activities.

### ***Nearly all Floridians help others directly***

- Eighty-seven percent of Florida households reported participating in informal philanthropy, such as giving to crowdfunding campaigns that supported individuals directly, donating goods to a food bank, or helping friends or family in need. Over half of all respondents reported giving directly to people in need who they know personally within Florida.
- Donors in the typical population gave an average amount of \$829 to informal giving causes.
- Informal giving was nearly universal among high-net-worth respondents, with 94 percent reporting participation in informal giving. High-net-worth donors gave an average amount of \$6,022 to informal causes.



### **Floridians give to racial justice causes**

- For the purposes of this study, racial justice was defined as giving to three primary categories:
  - » Direct support for individuals and families affected by or addressing racial injustice and harassment (including through crowdfunding sites like GoFundMe and mutual aid groups);
  - » Grassroots organizations addressing specific issues related to racial equity (including social movements like Black Lives Matter, bail funds, and organizations focused on criminal justice reform); and
  - » Large, established organizations addressing broader issues related to racial equity (NAACP, Urban League, United Negro College Fund, historically black colleges and universities).
- Over one in four Floridians reported giving to racial justice causes in 2021. The most common way to give to racial justice causes was giving directly to individuals (13 percent), followed by giving to established nonprofits (12 percent) and grassroots organizations (11 percent).
- Donors gave an average amount of \$1,335 to racial justice causes.
- Younger, Black, and Hispanic respondents were more likely to give to racial justice causes. Unlike other types of giving, neither a higher level of education nor increased income was linked to an increased likelihood of giving to racial justice causes.

### **Donor profiles and motivations**

- Donors who give to organizations based in Florida are more likely to be older, married, and religious, with higher levels of education and higher incomes. These are factors linked to charitable giving more broadly.<sup>6</sup>
- Donors overwhelmingly reported that altruistic values were the most important factor when making charitable giving decisions. Over 8 in 10 donors reported that they give because they felt compassion toward people in need.
- Social factors were also important: nearly half of donors reported that having friends that donate to charities is a motivation, and over 35 percent of donors reported that giving to charity made them feel needed.
- Floridians cited “organizations mismanaged donations” as the top reason that they stopped giving to a nonprofit (62 percent). The second most popular reason was that donors started giving to charities working on different issues (60 percent), followed by organizations spending too much on administration or fundraising (60 percent) and receiving too many requests from charities to donate (59 percent).

### ***Link between issues and charitable giving***

- The top five issues that currently matter the most to Floridians were poverty and income inequality (43 percent), health (41 percent), climate change and environment (28 percent), animal rights (28 percent), and disaster relief and recovery (27 percent).
- The incidence rates for giving to these issues roughly match up, with 39 percent of households giving to basic needs organizations such as food banks and homeless shelters, 21 percent giving to health, and 24 percent giving to environment and animal organizations.

### ***Differences in giving by Floridians aged 65 and older and Floridians aged 40 and younger***

- Floridians aged 65 and older were significantly more likely than respondents aged 40 and under to give to formal charities (75 percent compared to 66 percent). Older respondents were also likely to give a larger share of their charitable dollars to organizations based in Florida (72 percent), compared to donors aged 40 and under (62 percent).
- Floridians aged 40 and under were more likely to volunteer than those aged 65 and older, and they were more likely to give online, through an app, or through a nonprofit's crowdfunding campaign.
- Forty-two percent of respondents aged 40 and under gave to environment and animal causes, a significantly larger share than respondents aged 65 and older giving to those causes (31 percent).
- Donors aged 65 and older were significantly more likely to give because they felt compassion toward people in need compared to donors aged 40 and under. In addition, a significantly larger share of respondents aged 65 and older believe that most people can be trusted than respondents aged 40 and under (67 percent compared to 53 percent, respectively).
- Age makes a difference in reasons for stopping giving as well: a significantly larger share of respondents aged 40 and under said they had stopped giving to charity because the organization did not recognize or acknowledge their contributions; they stopped their involvement with the organization; or they started giving to different issues, among other reasons.



### ***High-net-worth differences***

- While altruistic reasons for giving were also the top motivators for high-net-worth households, social factors and taxes were more of a factor for high-net-worth households than for typical households. Over half (56 percent) of high-net-worth respondents said that they gave because their friends did, compared to 48 percent of the typical population. In addition, 37 percent of high-net-worth households said they donated to receive a tax credit, compared to only 19 percent of the typical population.
- Compared to typical households, fewer high-net-worth households reported that donating would interfere with meeting financial obligations.
- Compared to typical households, high-net-worth households were significantly more likely to give a larger share of their giving to U.S. organizations that were not based in Florida.

### **Regional differences within Florida**

#### ***Florida's regions have different strengths***

- Southeast Florida represents the largest share of total charitable giving dollars at 21 percent, followed by the Central, Southwest, and Northeast regions.
- However, the total share of dollars going to Florida charities is distributed more evenly around the state. The Southeast represents 20 percent of dollars going to charities in Florida, followed by the Northeast and Central regions, which represent 20 percent and 19 percent of charitable dollars, respectively.
- North Central Florida had the largest share of respondents who gave to racial justice at 42 percent, followed by the Northeast region (36 percent), Northwest Florida (33 percent), and Southeast (31 percent).

## IMPLICATIONS

### Creating a more expansive definition of generosity

The study highlighted the importance of working with a more expansive definition of generosity. In recent years, there has been a movement to expand the concept of philanthropy to include the 5 T's: time, talent, treasure, ties, and testimony.<sup>7</sup> Of the five Ts, only one (treasure) is money—the rest focus on the many ways in which an individual might leverage their skills and social networks for the greater good. This more inclusive measure of philanthropy also tends to reveal a more complete picture of who is involved in philanthropy.

Moreover, the *Giving in Florida* study found that younger and more diverse donors are more likely to support giving to racial justice causes, which includes both formal and informal philanthropic activities. Other surveys have similarly found that younger and more diverse donors are more likely than traditional donors to support racial justice causes.<sup>8</sup> In addition, the study revealed that there was a small, distinct set of donors who did not participate in traditional philanthropy but who did give money to informal causes. Compared to formal donors, these respondents are significantly younger, more diverse, and less religious, with less educational attainment and lower incomes.

As the field of philanthropy continues to make strides toward greater equity and inclusion, it is vital for nonprofits to welcome the five Ts and to find ways to connect with all of the constituents who are passionate about their values.



*Younger and more diverse donors are more likely to support giving to racial justice causes.*





*The donors most likely to leave a charitable bequest to an organization based in Florida were younger and more likely to be Hispanic or Black than the average respondent with a will.*

### **Planned giving is an area of opportunity for nonprofits**

With Florida's older-than-average population, planned giving is an important area for nonprofits to understand. The study found that about 8 percent of Florida households had a will with a charitable bequest naming a Florida charity, and roughly 16 percent said they did not have a will, but if they did, they would consider a charitable bequest naming a Florida charity. Among respondents aged 65 and older, nearly 70 percent had a will, but only 16 percent of these respondents had named a charity in their will. Of those who named a charity in their will, nearly 60 percent included a Florida charity. This suggests that there is an opportunity for nonprofits to reach out to older donors to talk about leaving a legacy.

In addition, 41 percent of high-net-worth households had a bequest, and of them, 74 percent named a charity in Florida. Finally, there is a surprising link between younger respondents and giving via bequest: among those who had a will, the most likely to leave a charitable bequest to an organization based in Florida were younger and more likely to be Hispanic or Black than the average respondent with a will. These findings suggest that planned giving is an important area for donors across demographics.

### **Floridians care strongly about the environment**

Florida borders both the Gulf of Mexico and the Atlantic Ocean, and scientists expect rising sea levels to have a negative impact on the residents, economy, and wildlife in the state.<sup>9</sup> Fittingly, environment appears to be an important priority for Floridians, with giving to environment and animal organizations ranking as the third most common charitable cause for Floridians to give to. By comparison, giving to environment and animal nonprofits was the sixth most common cause across the United States according to the *Philanthropy Panel Study* data.<sup>10</sup> In addition, climate change and the environment, animal rights, and disaster relief and recovery were all within the top five issues that Floridians cared about the most. It is likely that this will continue to be an area that garners attention from donors and volunteers.

## Improving communication and engagement may help retain donors

There are many reasons that Florida donors stop giving to organizations, and many of those reasons, such as financial constraints or the donor deciding to give to an organization that works with different issues, are not necessarily something that nonprofits can manage. However, of the top three reasons that Floridians stopped giving to charities that they had previously donated to, two had to do with donor perceptions of how nonprofits stewarded their funds. Sixty-two percent of donors said they stopped giving to an organization that mismanaged donations, and 60 percent said that they stopped giving to organizations that spent too much on administration or fundraising. This is an opportunity for nonprofits to improve donor confidence. As we see elsewhere in the study, Floridians are passionate about issues, and there is a connection between the issues they care about the most and the areas where they make charitable donations. Nonprofits can activate this passion by working to clearly communicate how a donor's gift affects the organization and works toward fulfilling the organization's mission.

## Giving in Florida compared to the rest of the U.S.

Overall, charitable giving in Florida closely resembles giving in the rest of the U.S., with giving to religion and basic needs as the two most common causes that households reported giving to.<sup>11</sup> Basic needs and religion are also the top two most common causes for high-net-worth Floridians to give to, matching what we see at the national level.<sup>12</sup>

Moreover, giving rates for 2021 look similar to other recent national studies: 69 percent of Floridians gave, very close to the 71 percent of households that reported giving in a different study conducted in autumn of 2020.<sup>13</sup> The incidence rates hold for high-net-worth households as well: according to the *2021 Bank of America Study of Philanthropy: Charitable Giving by Affluent Households* about giving in 2020, 88 percent of high net worth households gave to charity, compared to 91 percent in the *Giving in Florida* study.<sup>14</sup>

There are some key differences that set Florida apart from the rest of the U.S.: as noted above, giving to environment and animal organizations is a more popular cause in Florida than in the rest of the U.S. In addition, average donor amounts given to organizations counted under combination of purposes, such as United Ways and community foundations, were higher than they were at the national level, and closer to dollar amounts given to religion, the top cause.<sup>15</sup>



## Call to action for Florida's nonprofit sector

The nonprofit sector has faced significant challenges since the COVID-19 pandemic began in March 2020, including declining revenue, a decrease in volunteerism due to shutdowns, and an increase in demand for services.<sup>16</sup> These challenges are also an opportunity for nonprofits to move toward more equitable and just practices, including in how they offer services, raise money, and communicate with their communities. To do so, it is more important than ever for the nonprofit sector to understand and engage *all* of their constituents and harness the many ways that Floridians are already giving back to their communities.

Floridian nonprofits have many strengths to draw on: for starters, 65 percent of charitable dollars donated by Floridians stayed within the state in 2021. The data also confirms that Floridians of all ages care deeply about their communities and give back in a wide variety of ways. Older Floridians are an important part of the landscape: the study found that donors aged 65 and older were more likely to give to charity, and to give a larger share of their giving to local organizations. However, the findings of this study also suggest that nonprofits would be wise to engage Floridians aged 40 and under by making volunteer opportunities available, strengthening online outreach, and finding ways to acknowledge and appreciate the informal giving that they may already be participating in.

Finally, *Giving in Florida* calls for additional research: the nonprofit sector, fundraisers, donors, and policymakers would benefit from additional data on how the causes that donors care about the most, how they are giving back, and how these trends are changing over time.

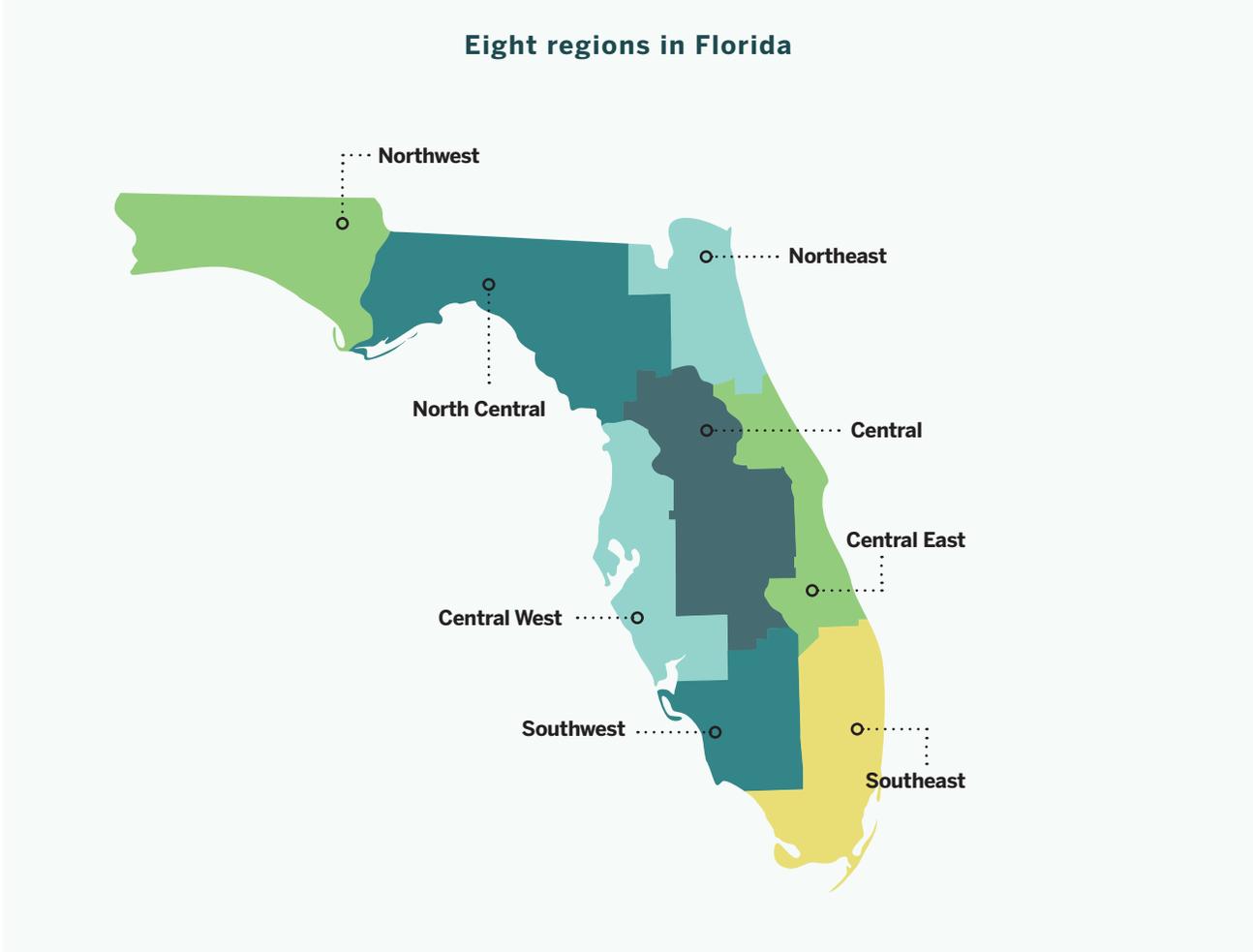
**65%**  
OF CHARITABLE  
DOLLARS DONATED BY  
FLORIDIANS STAYED  
WITHIN THE STATE IN 2021.

**DONORS AGED  
65 AND  
OLDER**  
WERE MORE LIKELY TO  
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TO GIVE A LARGER  
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TO LOCAL ORGANIZATIONS.

# FLORIDA'S ECONOMIC AND SOCIAL LANDSCAPE

This report provides analysis of charitable giving and volunteering trends according to Florida's eight major regions: Northwest, North Central, Northeast, Central West, Central, Central East, Southwest, and Southeast.

**FIGURE 1** \_\_\_\_\_



## Florida is growing quickly and is more diverse than the U.S. overall

From 2010 to 2020, the population of the state of Florida increased by approximately 14.6 percent, nearly doubling the national population increase of 7.4 percent.<sup>17</sup>

According to U.S. Census data, the Southeast, Central West, and Central regions account for the largest populations, each representing over 4 million inhabitants.<sup>18</sup> The Central region experienced the most significant population growth between 2010 and 2020 at nearly 23 percent (see Table 1 for additional information).

Similarly, the Southeast region, followed by the Central West and the Central regions, have the largest number of total households.<sup>19</sup>

In 2019, 77.3 percent of the population in Florida described themselves as “white alone,” 16.9 percent as “black alone,” 3.0 percent as “Asian alone,” 0.5 percent as “American Indian and Alaskan Native alone,” 0.1 percent as “Native Hawaiian and Other Pacific Islander alone,” and 2.2 percent of respondents identified as two or more races.<sup>20</sup> In addition, 26.4 percent of the Florida population identified as Hispanic or Latino.

**TABLE 1**

### Estimated population and households in Florida by region, 2010-2020

Region	Population (2020) <sup>21</sup>	Percent Change (2010-2020) <sup>22</sup>	Households (2020) <sup>23</sup>	Percent Change (2010-2020) <sup>24</sup>
Northwest	1,112,649	11.4%	432,968	11.9%
North Central	959,920	5.8%	377,929	8.0%
Northeast	1,794,547	18.4%	706,363	19.2%
Central East	1,688,813	13.1%	703,934	13.4%
Central West	4,196,810	14.6%	1,757,752	14.3%
Central	4,030,644	22.6%	1,534,020	22.1%
Southwest	1,375,166	19.3%	578,964	19.9%
Southeast	6,379,638	10.3%	2,437,137	11.1%
Florida	21,538,187	14.6%	8,529,067	14.9%
United States <sup>25</sup>	331,449,281	7.4%	128,451,000 <sup>1</sup>	9.3%

Source: U.S. Census Bureau, American Community Survey, & Current Population Study.

<sup>1</sup>This number is rounded to the nearest thousand.

## Florida is not more affluent nor more educated than the U.S. overall

Both higher education and higher income are associated with greater charitable giving behavior.<sup>26</sup> People with higher income tend to give significantly higher amounts of money and they are also more likely to give (vs. not give).<sup>27</sup> Individuals with higher levels of education give more and may be more likely to give based on the recipient organization.<sup>28</sup>

The median household income in Florida is slightly lower than the national average. The median household income in Florida in 2016-2020 was \$57,703, which was lower than the national average of \$64,994.<sup>29</sup> The per capita income was also slightly lower than the national average, at \$32,848 in 2016-2020, compared to \$35,384 nationally. However, it should also be noted that the large share of retired individuals in Florida may change our understanding of these measures. Since most retired individuals live on retirement savings rather than income, measures of income alone do not accurately capture the full range of assets and wealth held by these households.

The overall level of education in the state of Florida is consistent with the national average. While 88 percent of the US population has a high school diploma or higher in persons of age 25 years or older, Florida is slightly higher at 88.2 percent.<sup>30</sup> However, Florida is slightly lower than the national average for persons of 25 years old or older with a bachelor's degree or higher: 29.9 percent compared to 32.1 percent, according to data from 2015-2019.

## Florida has higher employment rates and higher poverty rates than the U.S. overall

Economic factors are also closely associated with charitable giving behavior.<sup>31</sup> In today's world, it is impossible to understand the economic and social landscape of any city, state, or country without considering the impact of the COVID-19 pandemic. Not only did COVID-19 have a large negative effect on Florida's small businesses,<sup>32</sup> tourism,<sup>33</sup> and state government offices,<sup>34</sup> but it also significantly impacted the nonprofit sector.<sup>35</sup> Almost two years after the start of the COVID-19 pandemic, Florida nonprofits are still struggling financially while dealing with an increased demand for services.

In 2019, the overall poverty rate in Florida was 12.7 percent, which is higher than the national average of 11.4 percent.<sup>36</sup> In January 2022, unemployment in Florida was 3.5 percent.<sup>37</sup> However, during the COVID-19 pandemic, unemployment in Florida reached a high of 13.9 percent in May 2020, the highest unemployment rate on record in the last decade. In comparison, the unemployment rate in the United States was 4.0 percent in January 2022 and reached a high of 14.7 percent in April 2020.<sup>38</sup>



## The nonprofit sector in Florida is vast

There were over 94,000 nonprofit organizations in the state of Florida in 2019, with a total revenue of more than \$105 billion.<sup>39</sup> Nonprofits employed nearly 630,000 Floridians. When ranked in number by region, the Southeast region has the largest number of organizations, followed by Tampa Bay and East Central regions (see Table 2 for additional information). According to *Cause IQ*, organizations supporting religious causes make up for the largest number of nonprofits, composing nearly one-fifth of nonprofit organizations in Florida, followed by educational organizations (14 percent) and foundations (12 percent).<sup>40</sup>

TABLE 2

Nonprofit organizations in Florida by region, 2019

Region	Number of Nonprofit Organizations	Total Revenue in billions of US dollars	Total Employment
Northeast	8,575	\$12.9	58,266
North Central	4,485	\$5.3	43,629
Northwest	7,927	\$7.8	40,722
Tampa Bay	20,281	\$23.6	130,813
East Central	16,174	\$22.0	120,638
Southwest	5,214	\$4.1	37,610
South Central	1,122	\$277.7	4,458
Southeast	30,991	\$29.2	193,250
<b>Florida</b>	<b>94,769</b>	<b>\$105</b>	<b>629,386</b>

Source: Florida Nonprofit Alliance, <https://flnonprofits.org/page/DataDashboard>

## CHARITABLE GIVING IN FLORIDA: MOST HOUSEHOLDS GIVE

- Almost 7 out of 10 households in Florida made charitable donations in 2021. Of those donors, 74 percent gave the majority of their donated funds to organizations based in Florida.
- Religious organizations received 29 percent of all charitable donations, followed by basic needs (14 percent), education (13 percent), and health organizations (11 percent).
- Floridian households in the typical population donated an average of \$1,035 in 2021. Among donor households only, the average amount donated was \$1,795.
- About 65 percent of the charitable dollars donated by Florida households went to nonprofits based in Florida.

### *High-net-worth households*

- High-net-worth households donated an average of \$15,294 (or \$18,437 among high-net-worth donor households only).
- Compared to general households, high-net-worth households were significantly more likely to give a larger share of their giving to U.S. organizations that were not based in Florida.
- Approximately two-fifths (41 percent) of high-net-worth Florida households had named a charity in their will or living trust, most of which included a Florida organization.



FIGURE 2

### Percentage of Florida population giving to formal charities

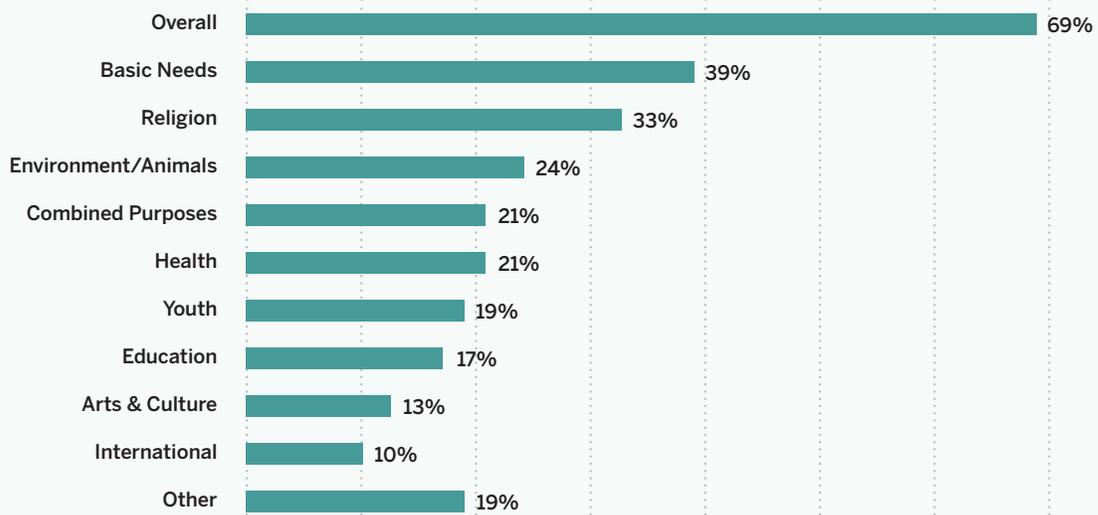
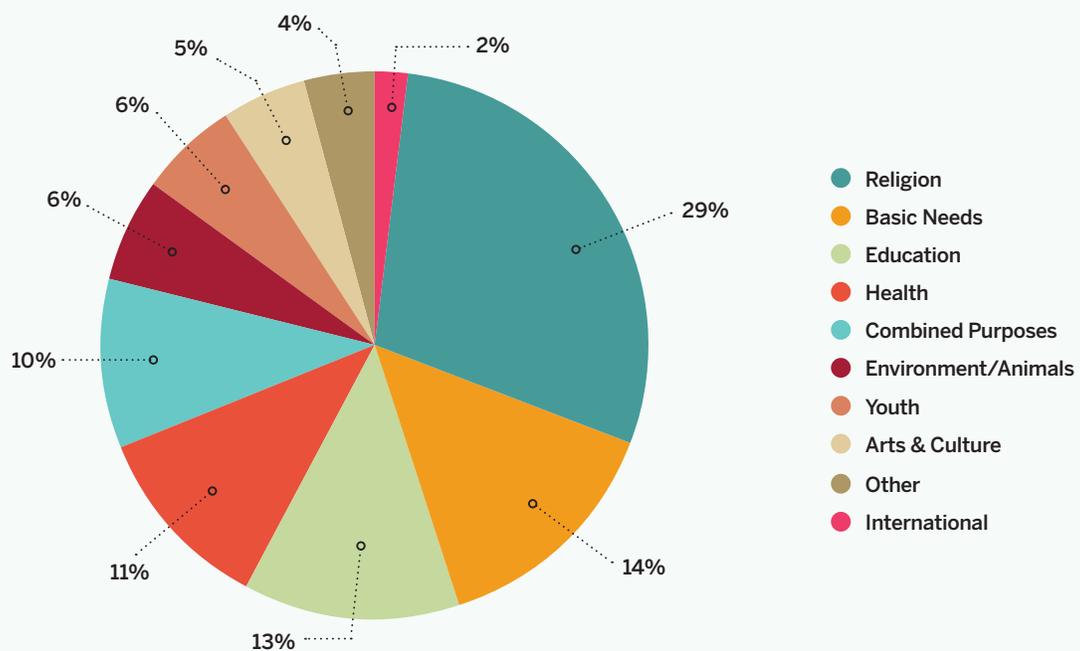


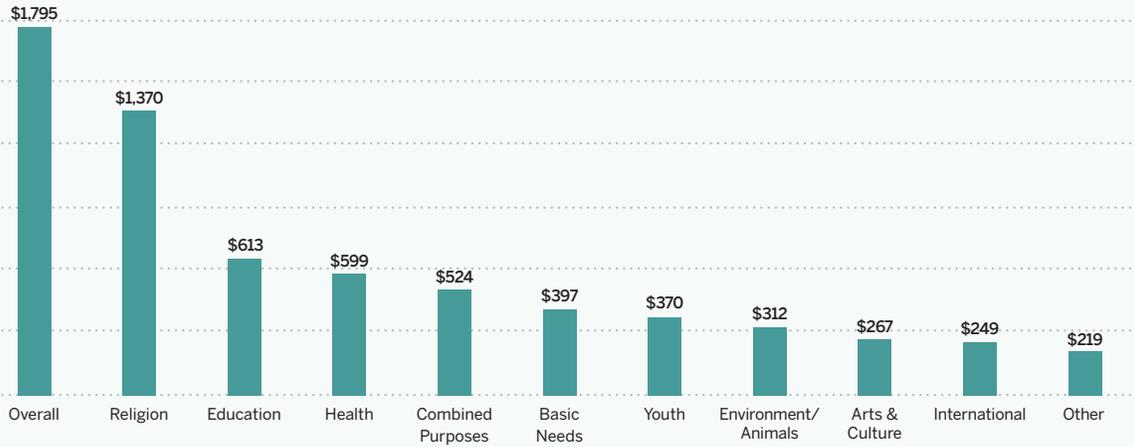
FIGURE 3

### Contributions to Florida charities by type of recipient organization



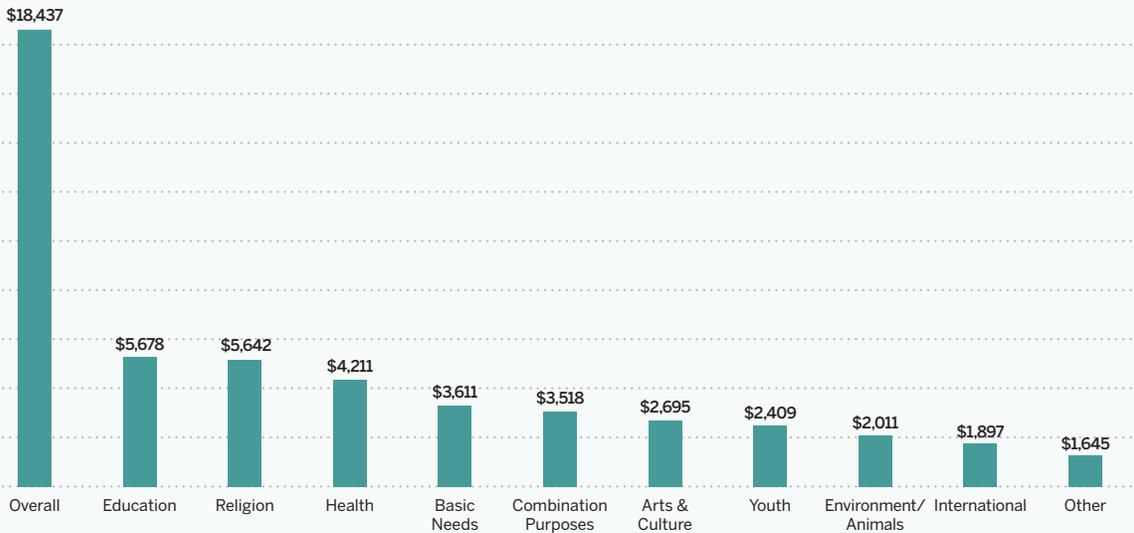
**FIGURE 4**

**Average amount given by typical Florida donors to charity**



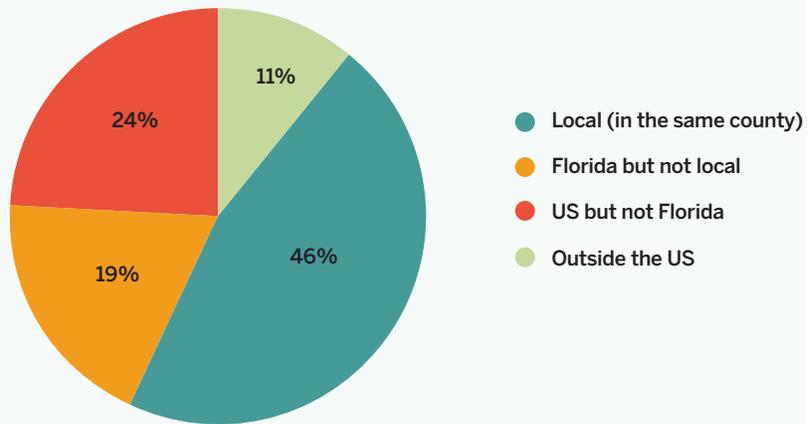
**FIGURE 5**

**Average amount given by high-net-worth Florida donors to charity**



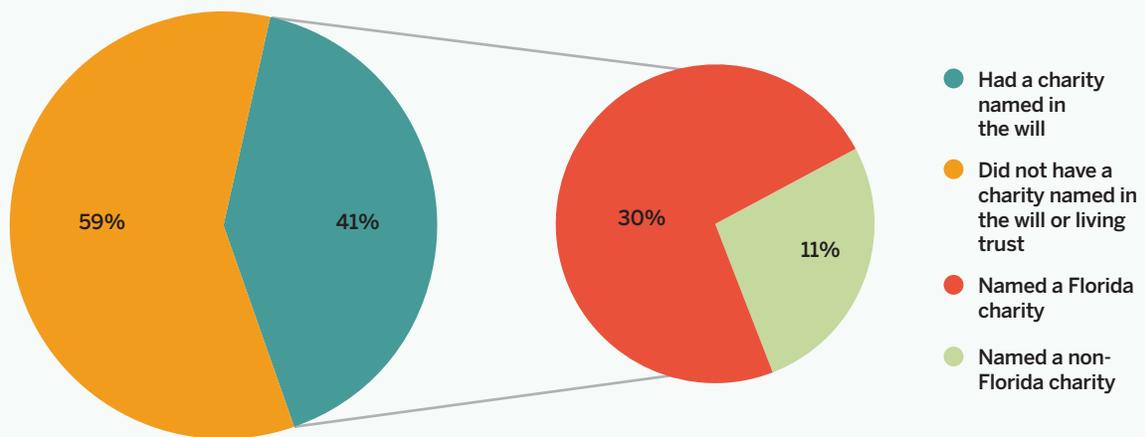
**FIGURE 6**

**Percentage given to organizations located in the same county, within Florida, within the U.S., and outside the U.S. by aggregate amount**



**FIGURE 7**

**Bequest giving of high-net-worth Florida households**



## GIVING TO RACIAL JUSTICE CAUSES IN FLORIDA: ONE IN FOUR HOUSEHOLDS GIVES

- For the purposes of this study, racial justice was defined as giving to three primary categories:
  - » Direct support for individuals and families affected by or addressing racial injustice and harassment (including through crowdfunding sites like GoFundMe and mutual aid groups);
  - » Grassroots organizations addressing specific issues related to racial equity (including social movements like Black Lives Matter, bail funds, and organizations focused on criminal justice reform); and
  - » Large, established organizations addressing broader issues related to racial equity (NAACP, Urban League, United Negro College Fund, historically black colleges and universities).
- Over one in four Floridians reported giving to racial justice causes in 2021. The most common way to give to racial justice causes was giving directly to individuals (13 percent), followed by giving to established nonprofits (12 percent) and grassroots organizations (11 percent).
- Donors gave an average amount of \$1,335 to racial justice causes.
- Younger, Black, and Hispanic respondents were more likely to give to racial justice causes. Unlike other types of giving, neither a higher level of education nor increased income was linked to an increased likelihood of giving to racial justice causes.

FIGURE 8

### Percentage of Florida population giving to racial justice causes

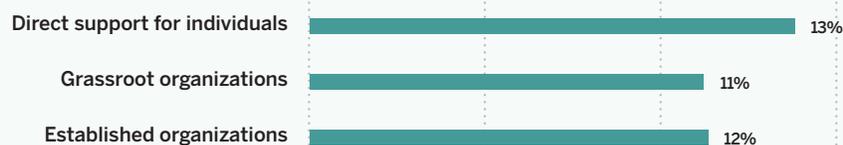


FIGURE 9

Average amount given by Florida donors to racial justice causes



## VOLUNTEERING IN FLORIDA: OVER HALF OF HOUSEHOLDS VOLUNTEER

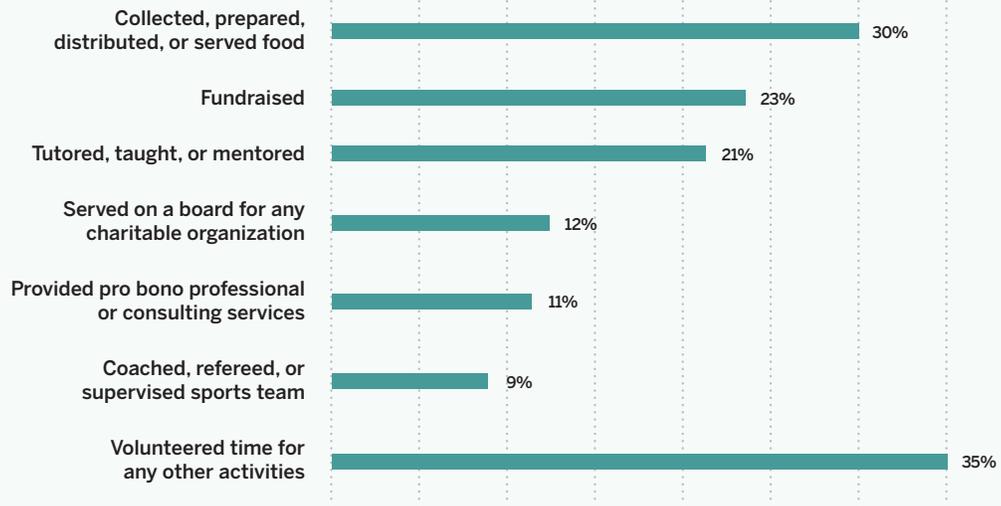
- Over half of Florida households reported volunteering in 2021 (56 percent).
- For general households, food-based volunteering opportunities including collecting, preparing, or distributing food were one of the most popular volunteer activities (30 percent), followed by fundraising (23 percent), and tutoring or teaching (21 percent). More than one-third (35 percent) of households also indicated that they volunteered for other activities.

### *High-net-worth households*

- High-net-worth households volunteered at high rates, over eight in 10 reporting volunteering in 2021.
- Fundraising was one of the most popular activities (46 percent), followed by tutoring or teaching (42 percent) and food-based activities (39 percent). Over half (55 percent) of high-net-worth households shared that they volunteered for other activities.

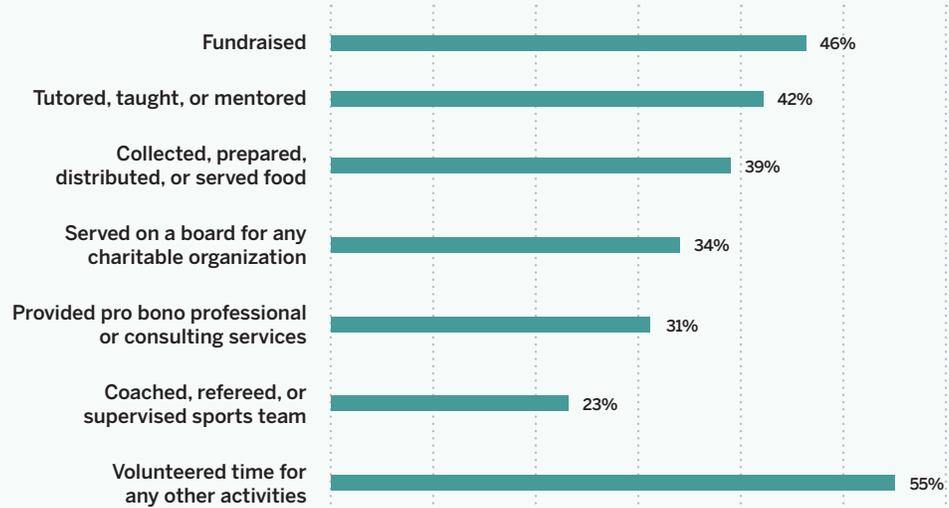
**FIGURE 10**

**Percentage of Florida population participating in volunteer activities**



**FIGURE 11**

**Percent of high-net-worth Floridians participating in volunteer activities**



## INFORMAL PHILANTHROPY IN FLORIDA: MOST HOUSEHOLDS GIVE INFORMALLY

- Eighty-seven percent of Florida households reported participating in informal philanthropy in 2021, such as giving to crowdfunding campaigns that supported individuals directly, donating goods to a food bank, or helping friends or family in need.
- Over half of households reported giving directly to people in need who they know personally within Florida or helping those in need who they know personally.
- Donors in the typical population gave an average amount of \$829 to informal giving causes.

### *High-net-worth households*

- Informal giving was nearly universal among high-net-worth respondents, with 94 percent reporting participation in informal giving. High-net-worth donors gave an average amount of \$6,022 to informal causes.

FIGURE 12

### Percentage of Florida population participating in informal philanthropy

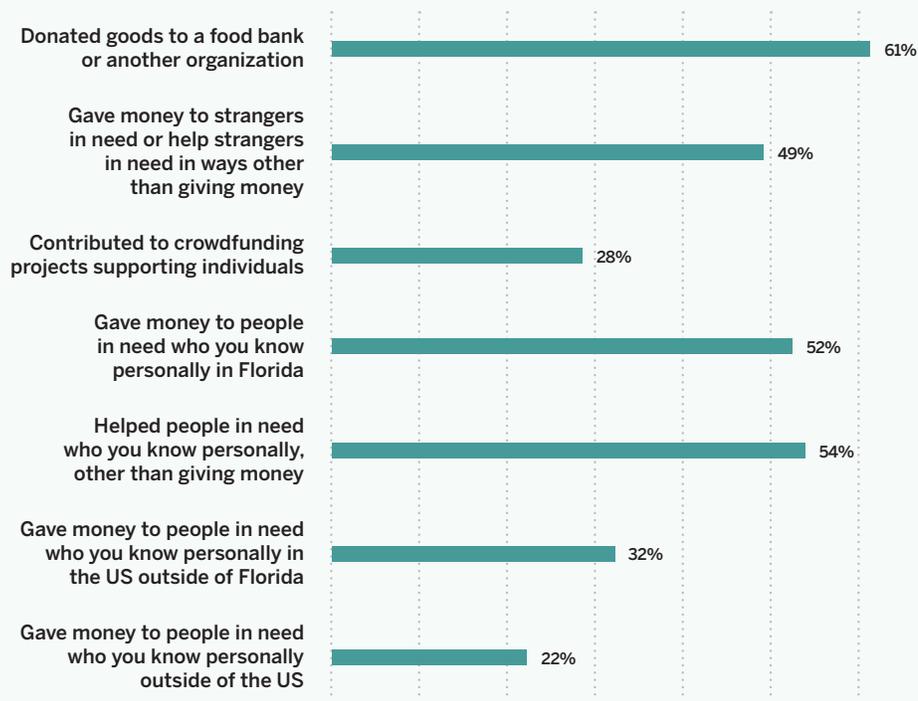


FIGURE 13

Average amount given by typical Florida donors directly to others



FIGURE 14

Average amount given by high-net-worth Florida donors directly to others



## **MOTIVATIONS FOR CHARITABLE GIVING: FLORIDIANS ARE MOTIVATED BY COMPASSION**

- Donors overwhelmingly reported that altruistic values were the most important factor when making charitable giving decisions. Over 8 in 10 donors reported that they give because they felt compassion toward people in need.
- Social factors were also important: nearly half (48 percent) of donors reported that having friends that donate to charities is a motivation, and over 35 percent of donors reported that giving to charity made them feel needed.
- Floridians cited “organizations mismanaged donations” as the top reason that they stopped giving to a nonprofit (62 percent). The second most popular reason was that donors started giving to charities working on different issues (60 percent), followed by organizations spending too much on administration or fundraising (60 percent), and receiving too many requests from charities to donate (59 percent).

### ***Social factors and taxes also matter for high-net-worth households***

- While altruistic reasons for giving were also the top motivators for high-net-worth households, social factors and taxes were more of a factor for high-net-worth households than for typical households. Over half (56 percent) of high-net-worth respondents said that they gave because their friends did. In addition, 37 percent of high-net-worth households said they donated to receive a tax credit, compared to only 19 percent of the typical population.
- Compared to typical households, fewer high-net-worth households reported that donating would interfere with meeting financial obligations.

### ***Floridians gave to the same issues that mattered to them the most***

- The top five issues that matter the most to Floridians were poverty and income inequality (43 percent), health (41 percent), climate change and environment (28 percent), animal rights (28 percent), and disaster relief and recovery (27 percent).
- The incidence rates for giving to these issues roughly match up, with 39 percent of households giving to basic needs organizations such as food banks and homeless shelters, 21 percent giving to health, and 24 percent giving to environment and animal organizations.

## DONOR PROFILE

- Donors who give to organizations based in Florida are more likely to be older, married, and religious, with higher levels of education and higher incomes. These are factors linked to charitable giving more broadly.<sup>41</sup>

### *Differences in giving by Floridians aged 65 and older and Floridians aged 40 and younger*

- Floridians aged 65 and older were significantly more likely than respondents aged 40 and under to give to formal charities (75 percent compared to 66 percent). Older respondents were also likely to give a larger share of their charitable dollars to organizations based in Florida (72 percent), compared to donors aged 40 and under (62 percent).
- Floridians aged 40 and under were more likely to volunteer than those aged 65 and older, and they were more likely to give online, through an app, or through a nonprofit's crowdfunding campaign.
- Forty-two percent of respondents aged 40 and under gave to environment and animal causes, a significantly larger share than respondents aged 65 and older giving to those causes (31 percent).
- Donors aged 65 and older were significantly more likely to give because they felt compassion toward people in need compared to donors aged 40 and under. In addition, a significantly larger share of respondents aged 65 and older believe that most people can be trusted than respondents aged 40 and under (67 percent compared to 53 percent, respectively).
- Age makes a difference in reasons for stopping giving as well: a significantly larger share of respondents aged 40 and under said they had stopped giving to charity because the organization did not recognize or acknowledge their contributions; they stopped their involvement with the organization; or they started giving to different issues, among other reasons.
- Volunteering was more common among younger individuals: 65 percent of Floridians aged 40 and under volunteered, compared to 42 percent of Floridians aged 65 and older.



FIGURE 15

Percentage of Floridians giving formally by age

65 and over 40 and under

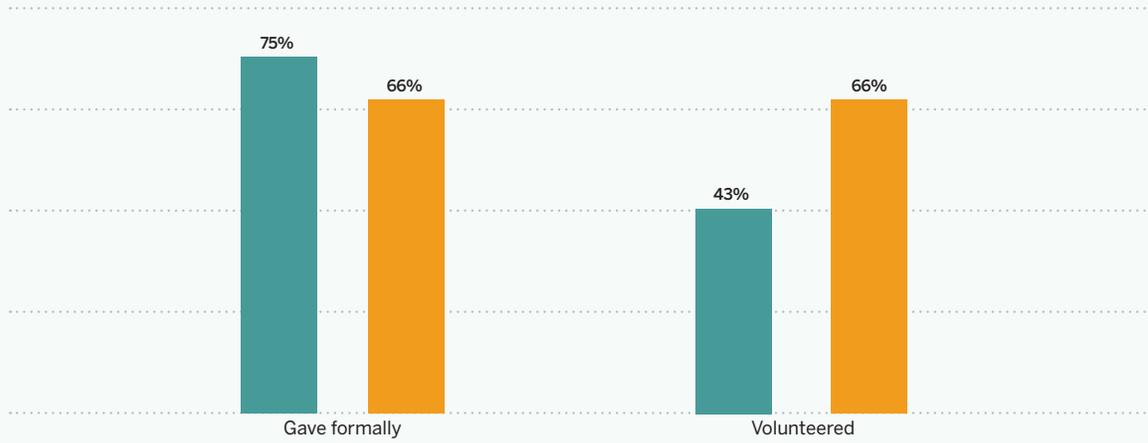
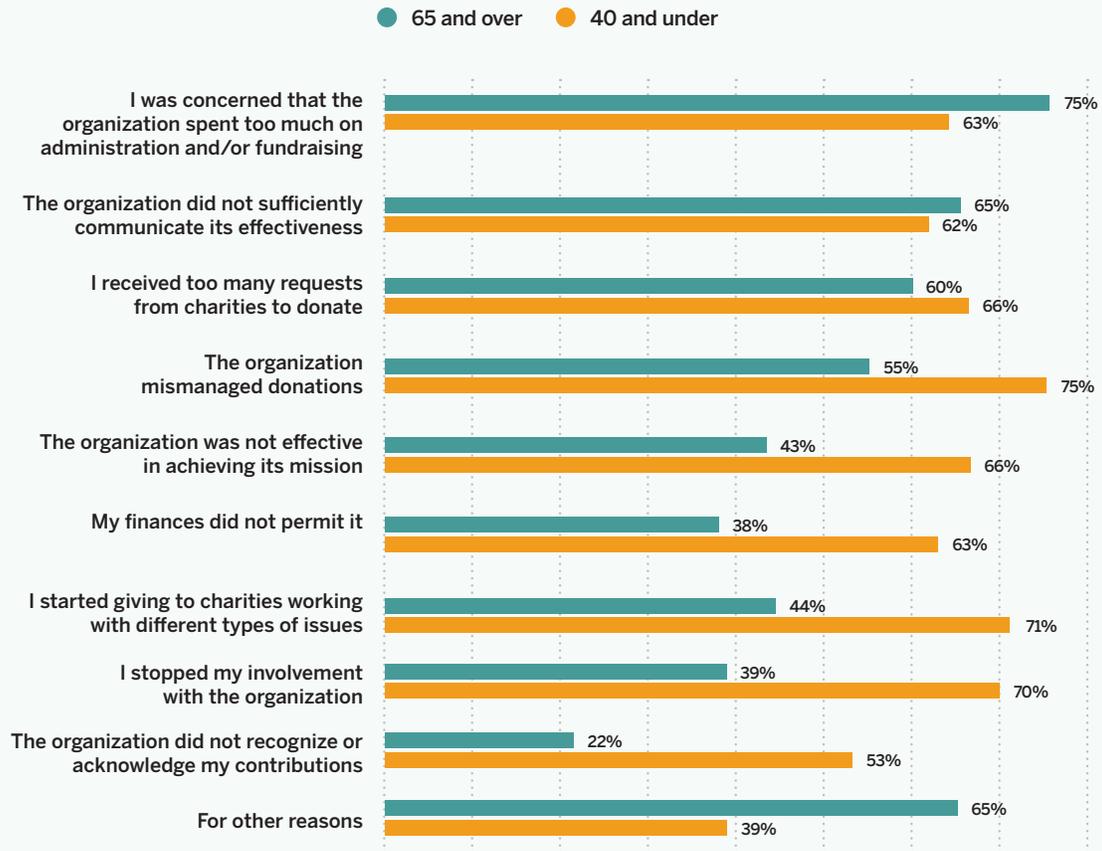


FIGURE 16

### Reasons that Floridians stopped donating to charities

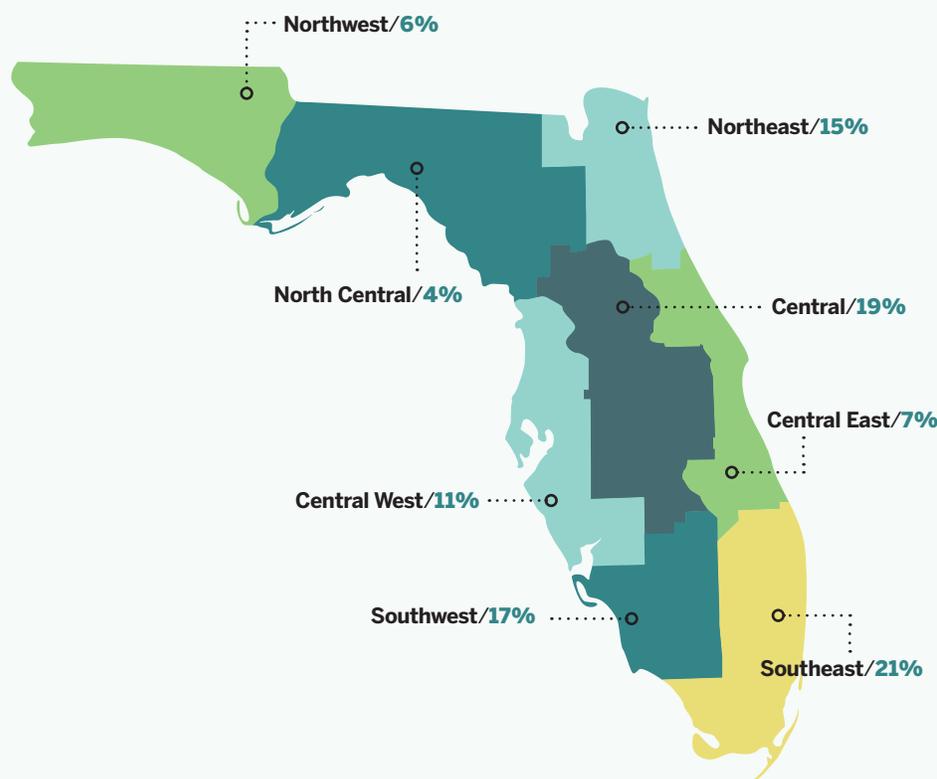


## REGIONAL DIFFERENCES WITHIN FLORIDA

- Southeast Florida represents the largest share of total charitable giving dollars at 21 percent, followed by the Central, Southwest, and Northeast regions.
- However, the total share of dollars going to Florida charities is distributed more evenly around the state. The Southeast represents 20 percent of dollars going to charities in Florida, followed by the Northeast and Central regions, which represent approximately 20 percent and 19 percent of charitable dollars, respectively.
- North Central Florida had the largest share of respondents who gave to racial justice at 42 percent, followed by Northeast region (36 percent), Northwest Florida (33 percent), and Southeast (31 percent).

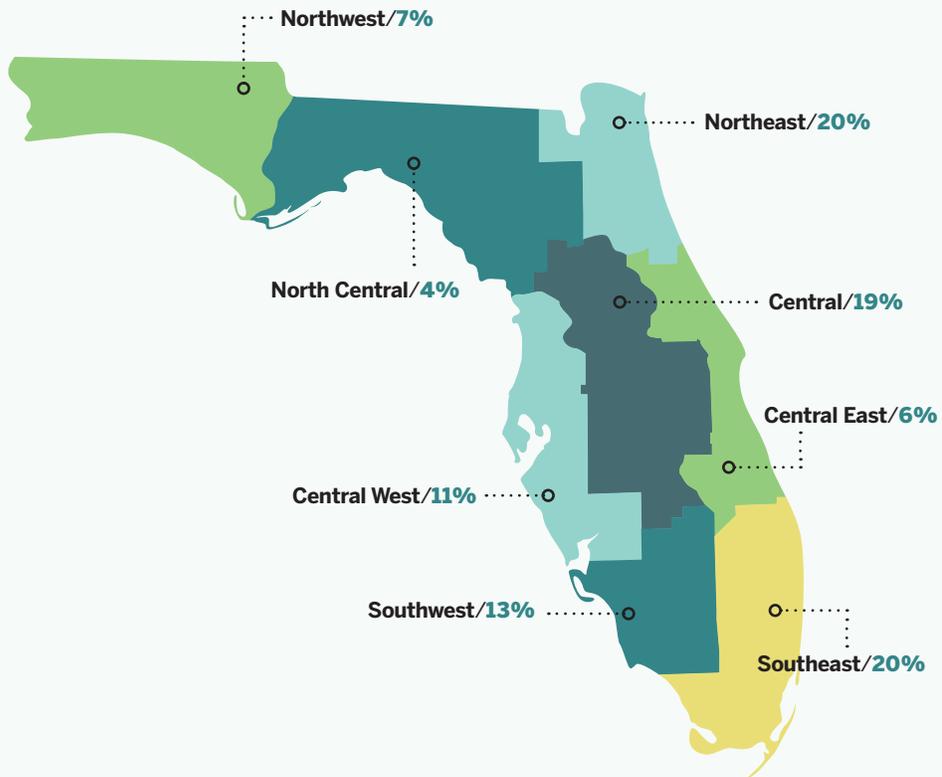
FIGURE 17

### Share of total charitable dollars divided by region



**FIGURE 18**

**Share of total charitable dollars going to Florida charities divided by region**



## METHODOLOGY

This study uses data from a survey of households living in Florida. The survey was conducted in January 2022 by the Public Opinion Research Lab (PORL) at the University of North Florida, in partnership with the Indiana University Lilly Family School of Philanthropy. This study utilized a multi-modal design, incorporating both telephone and online surveys. The final sample consists of 1,444 Florida residents 18 years of age or older, with an oversample of high net worth individuals (n = 500). A respondent was considered high net worth if total net worth was over \$1 million, or total household income was over \$200,000 per year. The study has an overall credibility interval of +/- 2.6 percentage points. Credibility interval is used in place of margin of sampling error in this study due to the use of a non-probability sampling frame, in this case, an opt-in online panel.

To ensure that the results presented are reflective of the adult population of Florida, and to adjust for nonresponse bias, the total sample was weighted by age, sex, race, education, geographic location and annual household income. Weights were calculated using the 2019 American Community Survey update for the adult population of the State of Florida.

## GLOSSARY

**Charitable giving** is defined as donating money, assets, property, or goods to a religious or charitable organization.

**High-net-worth households** are defined in this study as households with an annual income of \$200,000 or more and/or household net worth of \$1,000,000 or more.

**Informal giving** is defined as aid that is given outside of the household to family members, friends and community with the purpose of improving the individual or the community's status or quality of life, without expectation of repayment at any time in the future. Informal giving does not include charitable donations made to a nonprofit organization.

**Volunteering** is defined as spending time doing unpaid work, not just belonging to an organization.

## Definitions of charitable causes

The household interviews asked households about their donations made to each charitable cause. These questions were modeled after the Philanthropy Panel Study, which defines each charitable cause as below.

- **Arts and culture** refers to organizations that support or promote the arts, culture, or ethnic awareness, such as museums, theatres, orchestras, public broadcasting, or organizations that promote ethnic cultural awareness.
- **Basic needs** refers to organizations that help people in need of food, shelter, or other basic necessities.
- **Combined purposes** refers to organizations that serve a combination of purposes, such as United Way, United Jewish Federation, Catholic Charities, or local community foundations.
- **Education (other)** refers to educational organizations pre-K through 12, after-school programs, public libraries, adult education, and organizations offering educational services.
- **Environment and animals** refers to organizations that preserve the environment, such as for conservation efforts, animal protection, or parks.
- **Health** refers to health care or medical research organizations, including those affiliated with universities, such as hospitals, nursing homes, mental health facilities, cancer, heart, and lung associations, or telethons for health purposes.
- **Higher education** refers to higher educational institutions or activities, such as colleges, universities, university libraries, or scholarship funds.
- **Neighborhood and community development** refers to organizations that improve neighborhoods and communities, such as community centers, Habitat for Humanity, or similar organizations.
- **International aid** refers to organizations that provide international aid or promote world peace, such as international children's funds, international disaster relief, or international human rights.
- **Religious purposes** refers to organizations specifically serving religious purposes or promoting spiritual development, such as churches, synagogues, mosques, TV or radio ministries. Charities run by religious organizations, such as schools, hospitals, or food pantries in a church basement, are not included in this category.
- **Youth and family services** refers to organizations that cater to the needs of youth and families, such as Boys' and Girls' clubs, sports leagues, Big Brothers or Sisters, adoption services or foster care, family counseling, and family violence shelters.



## Eight major regions in Florida

Below is a list of the eight major regions in Florida used for this analysis and the counties that appear in each region.

### Northwest

Bay  
Calhoun  
Escambia  
Franklin  
Gulf  
Holmes  
Jackson  
Liberty  
Okaloosa  
Santa Rosa  
Walton  
Washington

### North Central

Alachua  
Bradford  
Columbia  
Dixie  
Gadsden  
Gilchrist  
Hamilton  
Jefferson  
Lafayette  
Leon  
Levy  
Madison  
Suwannee  
Taylor  
Union  
Wakulla

### Northeast

Baker  
Clay  
Duval  
Flagler  
Nassau  
Putnam  
St. Johns

### Central West

Citrus  
DeSoto  
Hernando  
Hillsborough  
Manatee  
Pasco  
Pinellas  
Sarasota

### Central

Hardee  
Highlands  
Lake  
Marion  
Orange  
Osceola  
Polk  
Seminole  
Sumter

### Central East

Brevard  
Indian River  
Okeechobee  
St. Lucie  
Volusia

### Southwest

Charlotte  
Collier  
Glades  
Hendry  
Lee

### Southeast

Broward  
Martin  
Miami-Dade  
Monroe  
Palm Beach



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**IUPUI**

INDIANA UNIVERSITY

Lilly Family School of Philanthropy

301 University Boulevard, Suite 3000  
Indianapolis, IN 46202-5146  
317-278-8902